

THE  
**AMERICAN BELIEFS**  
STUDY  
RELIGIOUS PREFERENCES & PRACTICES

## The ReligiousInsite Report 2021

Prepared for: Meitler Consultants  
Study area: SEAS-HolmenWI

Date of Report: 10/11/23  
American Beliefs Study Version: 2021

### About the American Beliefs Study Reports

The American Beliefs Study provides a projection of likely religious beliefs, preferences, and practices for a defined study area. This report is based on the American Beliefs Study national survey, which MissionInsite conducts every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide current local geography projections. This report is based upon the 2021 American Beliefs Study Survey.

The 2021 American Beliefs Study Survey series contains two reports. **ReligiousInsite** provides insights into community beliefs and religious preferences. **MinistryInsite** focuses on practical applications of the 2021 survey. It includes life concerns, reasons for non-participation (or considered nonparticipation) in a religious congregation or community, and a list of preferred ministries or programs. These are based on the specific study area. Customized priority address the study area's concerns, program and ministry preferences and more.

The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

### Contents of the ReligiousInsite Report

The **ReligiousInsite** Report has six sections that provide multiple views about a single topic.

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### The Study Area



### How to Read the Different Report Types

Four windows provide insight into the respondent's answers.

- Window #1:** Reveals the detailed responses across all options.
- Window #2:** Compares the study area responses to national average responses. For more details, see the last page.
- Window #3:** Compares data between this survey and previous surveys to reveal trends.
- Window #4:** Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics.

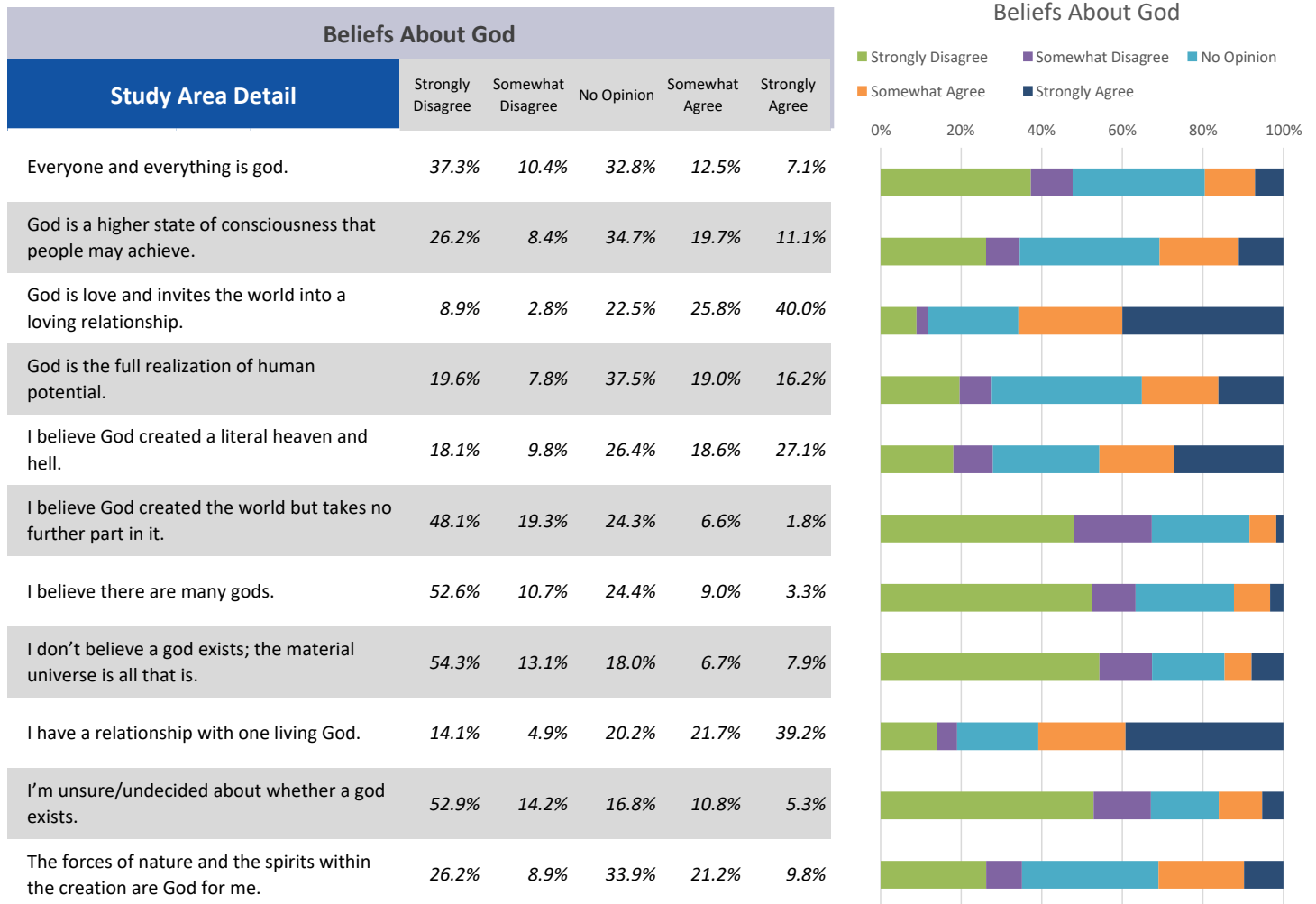
## ReligiousInsite Report 2021

Prepared for: Meitler Consultants  
Study Area: SEAS-HolmenWI  
American Beliefs Study Region: Midwest

Date of Report: 10/11/2023  
American Beliefs Study Version: 2021

### Beliefs about God

Beliefs about God are diverse. These statements express your study area's likely beliefs, ranging from well defined monotheism to loosely defined polytheism.



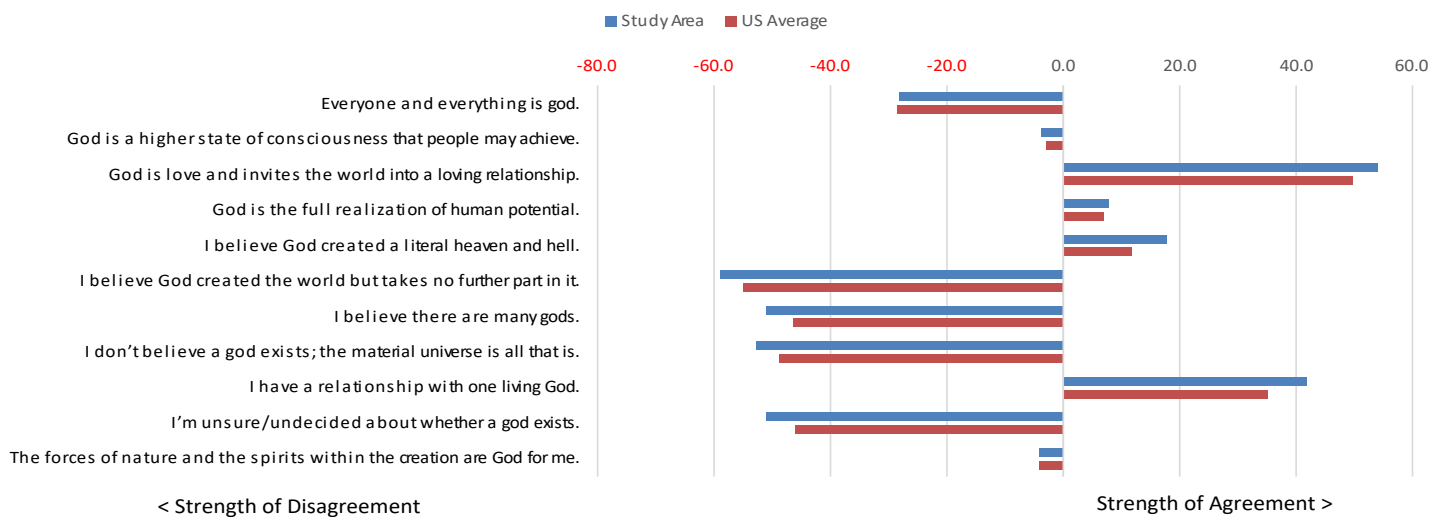
Hint: The report indicates how people within the study area likely respond to the statements about God. Look for the distribution across the five categories and use the illustrative graph to see where the largest percentage is found.

## Beliefs About God

Study Area Compared to National Average	Study Area			US Average			Comparative Index	
	All Disagree	All Agree	Distance	All Disagree	All Agree	Distance	Disagree	Agree
Everyone and everything is god.	47.7%	19.5%	-28.2	48.0%	19.6%	-28.4	99	100
God is a higher state of consciousness that people may achieve.	34.5%	30.8%	-3.8	34.2%	31.4%	-2.9	101	98
God is love and invites the world into a loving relationship.	11.7%	65.8%	54.1	12.7%	62.3%	49.7	93	106
God is the full realization of human potential.	27.4%	35.1%	7.8	27.5%	34.5%	7.0	100	102
I believe God created a literal heaven and hell.	27.9%	45.7%	17.8	29.8%	41.6%	11.7	93	110
I believe God created the world but takes no further part in it.	67.3%	8.4%	-58.9	64.0%	8.9%	-55.1	105	95
I believe there are many gods.	63.3%	12.3%	-51.0	59.8%	13.3%	-46.5	106	92
I don't believe a god exists; the material universe is all that is.	67.4%	14.6%	-52.8	64.1%	15.2%	-48.9	105	96
I have a relationship with one living God.	19.0%	60.9%	41.9	20.9%	55.9%	35.0	91	109
I'm unsure/undecided about whether a god exists.	67.1%	16.1%	-51.0	63.6%	17.5%	-46.0	106	92
The forces of nature and the spirits within the creation are God for me.	35.1%	31.0%	-4.1	34.4%	30.3%	-4.1	102	102

Hint: The Comparative Index shows how your study area compares to the national average on each statement. If the Disagree numbers are red, then your study area is below the national average of those who disagree regarding that statement. If the Agree numbers are red, then your study area is below the national average of those agreed with that statement. If the Comparative Index has no color then you are very close to the national average. The higher or lower the number on any particular statement, the greater is the study area's departure from the national average.

### Direction and Strength of Beliefs About God Compared to National Average



Hint: This chart compares the study area to the national average and reveals the belief's strength. The longer the bars, the greater the agreement or disagreement.

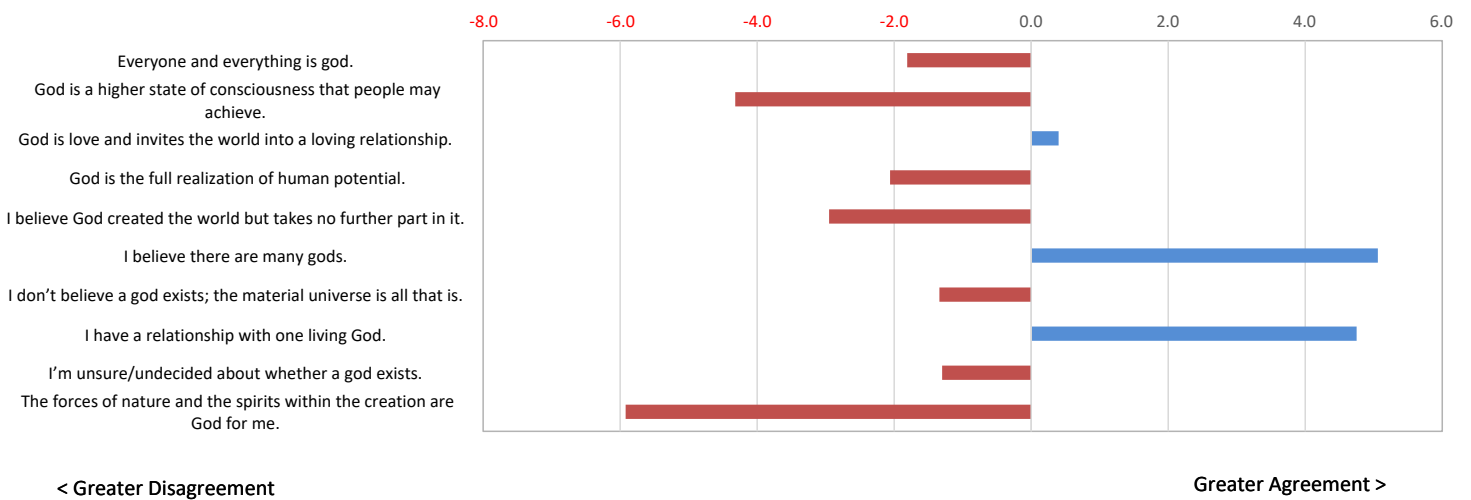
## Beliefs About God

### Study Area Comparison between 2017 & 2021

	2017			2021			Change Between Surveys		
	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree
Everyone and everything is god.	49.6%	29.1%	21.3%	47.7%	32.8%	19.5%	-1.9	3.7	-1.8
God is a higher state of consciousness that people may achieve.	35.9%	29.1%	35.1%	34.5%	34.7%	30.8%	-1.3	5.6	-4.3
God is love and invites the world into a loving relationship.	13.7%	20.9%	65.4%	11.7%	22.5%	65.8%	-2.0	1.6	0.4
God is the full realization of human potential.	29.2%	33.6%	37.2%	27.4%	37.5%	35.1%	-1.8	3.8	-2.1
I believe God created the world but takes no further part in it.	64.7%	24.0%	11.4%	67.3%	24.3%	8.4%	2.6	0.3	-3.0
I believe there are many gods.	74.1%	18.8%	7.2%	63.3%	24.4%	12.3%	-10.7	5.7	5.1
I don't believe a god exists; the material universe is all that is.	67.0%	17.0%	16.0%	67.4%	18.0%	14.6%	0.4	1.0	-1.3
I have a relationship with one living God.	22.8%	21.1%	56.1%	19.0%	20.2%	60.9%	-3.8	-1.0	4.8
I'm unsure/undecided about whether a god exists.	65.6%	17.0%	17.4%	67.1%	16.8%	16.1%	1.5	-0.1	-1.3
The forces of nature and the spirits within the creation are God for me.	32.7%	30.4%	36.9%	35.1%	33.9%	31.0%	2.5	3.5	-5.9

This report compares answers on the 2017 and 2021 American Beliefs Study surveys and shows changing trends on these social and moral belief statements, if any. The chart displays the distance between the 2017 and 2021 statements. The longer the bar, either positive or negative, the greater the shift in agreement.

### Trends in Beliefs About God Between 2017 & 2021



Hint: This graph compares the change in agreement between the 2017 American Beliefs Study Survey and the 2021 American Beliefs Study Survey for this study area. It is not a comparison to the national profile.

Beliefs about God in Rank Order

Ranking	Concern	Ratio	Strength
1	God is love and invites the world into a loving relationship.	5.6	Very Strong Agreement
2	I have a relationship with one living God.	3.2	Strong Agreement
3	I believe God created a literal heaven and hell.	1.6	Somewhat Strong Agreement
4	God is the full realization of human potential.	1.3	Somewhat Strong Agreement
5	God is a higher state of consciousness that people may achieve.	0.9	Neutral Agreement
6	The forces of nature and the spirits within the creation are God for me.	0.9	Neutral Agreement
7	Everyone and everything is god.	0.4	Weak Agreement
8	I'm unsure/undecided about whether a god exists.	0.2	Very Weak Agreement
9	I don't believe a god exists; the material universe is all that is.	0.2	Very Weak Agreement
10	I believe there are many gods.	0.2	Very Weak Agreement
11	I believe God created the world but takes no further part in it.	0.1	Extremely Weak Agreement

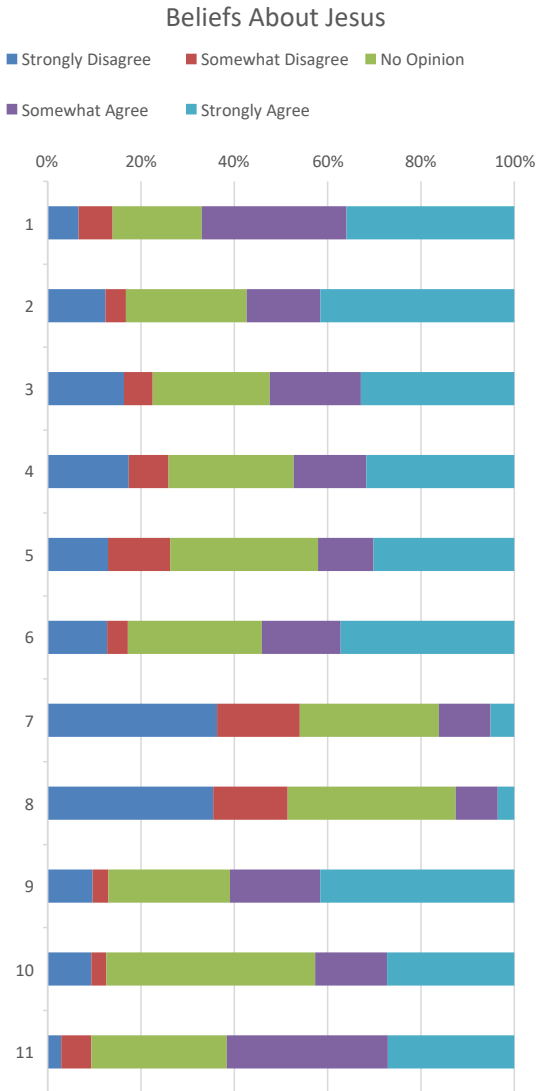


Hint: This report compares the percentage of people who agreed with the statement to those who disagreed with the statement. Those who responded with "No Opinion" are not included.

# Beliefs about Jesus

Jesus is a person of interest to many people, but what they think about who he was and what he did varies. These statements express your study area's likely beliefs.

Beliefs About Jesus					
Study Area Detail	Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree
Belief in Jesus does not require participation in a church.	6.6%	7.3%	19.1%	31.0%	36.0%
Jesus actually rose from the dead as the Bible teaches.	12.4%	4.4%	25.9%	15.8%	41.6%
I have a personal relationship with Jesus.	16.4%	6.2%	25.1%	19.5%	32.9%
Jesus is the only way for human salvation from sin.	17.4%	8.5%	26.8%	15.6%	31.7%
Jesus lived a perfect, sinless life while on earth.	12.9%	13.3%	31.7%	11.9%	30.2%
Jesus rules now and always as Lord of heaven and earth.	12.8%	4.4%	28.7%	16.9%	37.2%
Jesus was a good and wise moral teacher but no more.	36.3%	17.7%	29.8%	11.1%	5.1%
Jesus was a great prophet only.	35.5%	16.0%	36.0%	9.0%	3.6%
Jesus was both divine and human.	9.6%	3.4%	26.1%	19.4%	41.6%
Jesus was the expected Jewish Messiah.	9.4%	3.2%	44.8%	15.4%	27.3%
People in the church do not behave as Jesus would behave.	2.9%	6.5%	29.0%	34.5%	27.1%

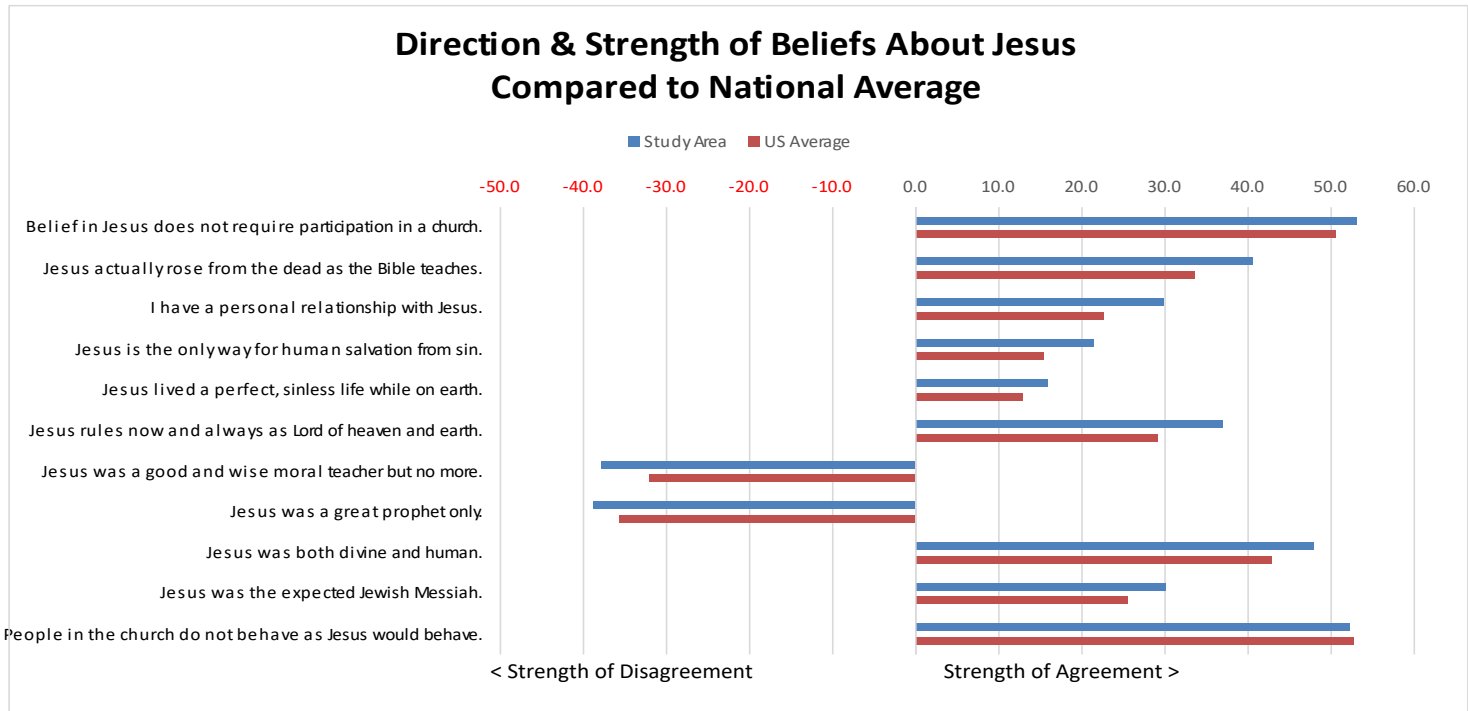


Hint: The report indicates how people within the study area likely respond to the statements about Jesus. Look for the distribution across the five categories and use the illustrative graph to see where the largest percentage is found.

## Beliefs About Jesus

Study Area Compared to National Average	Study Area						US Average			Comparative Index	
	All Disagree	All Agree	Distance	All Disagree	All Agree	Distance	Disagree	Agree			
Belief in Jesus does not require participation in a church.	13.9%	67.0%	53.1	13.5%	64.0%	50.5	103	105			
Jesus actually rose from the dead as the Bible teaches.	16.8%	57.4%	40.6	19.0%	52.5%	33.5	88	109			
I have a personal relationship with Jesus.	22.5%	52.4%	29.9	26.2%	48.9%	22.6	86	107			
Jesus is the only way for human salvation from sin.	25.9%	47.3%	21.4	28.2%	43.6%	15.3	92	108			
Jesus lived a perfect, sinless life while on earth.	26.3%	42.1%	15.8	26.8%	39.7%	12.9	98	106			
Jesus rules now and always as Lord of heaven and earth.	17.2%	54.1%	36.9	20.3%	49.4%	29.1	85	109			
Jesus was a good and wise moral teacher but no more.	54.1%	16.2%	-37.9	50.1%	18.1%	-32.0	108	89			
Jesus was a great prophet only.	51.4%	12.6%	-38.9	49.4%	13.8%	-35.7	104	91			
Jesus was both divine and human.	13.0%	60.9%	47.9	14.1%	56.9%	42.9	93	107			
Jesus was the expected Jewish Messiah.	12.6%	42.7%	30.1	15.0%	40.4%	25.5	84	106			
People in the church do not behave as Jesus would behave.	9.4%	61.6%	52.3	8.6%	61.3%	52.7	109	101			

Hint: The Comparative Index shows how your study area compares to the national average on each statement. If the Disagree numbers are red, then your study area is below the national average of those who disagree regarding that statement. If the Agree numbers are red, then your study area is below the national average of those agreed with that statement. If the Comparative Index has no color then you are very close to the national average. The higher or lower the number on any particular statement, the greater is the study area's departure from the national average.



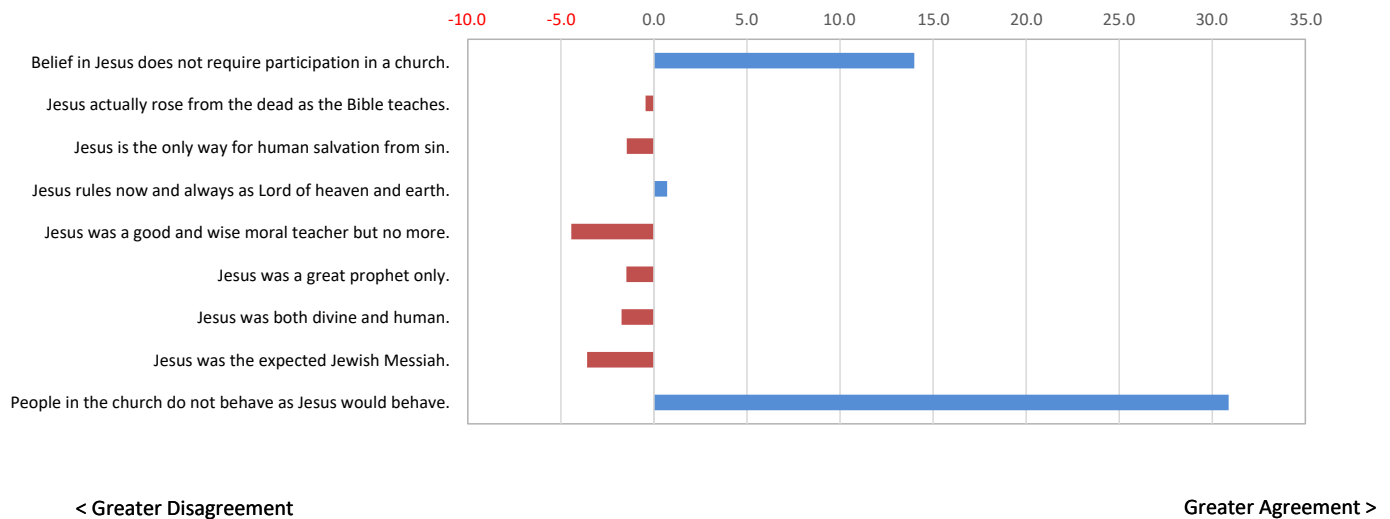
## Beliefs about Jesus

### Study Area Comparison between 2017 & 2021

	2017			2021			Point Change Between Surveys		
	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree
Belief in Jesus does not require participation in a church.	23.7%	23.4%	53.0%	13.9%	19.1%	67.0%	-9.8	-4.2	14.0
Jesus actually rose from the dead as the Bible teaches.	17.1%	25.1%	57.8%	16.8%	25.9%	57.4%	-0.3	0.7	-0.5
Jesus is the only way for human salvation from sin.	27.1%	24.2%	48.7%	25.9%	26.8%	47.3%	-1.2	2.7	-1.5
Jesus rules now and always as Lord of heaven and earth.	19.3%	27.3%	53.4%	17.2%	28.7%	54.1%	-2.1	1.4	0.7
Jesus was a good and wise moral teacher but no more.	52.4%	27.0%	20.6%	54.1%	29.8%	16.2%	1.6	2.8	-4.4
Jesus was a great prophet only.	53.4%	32.6%	14.1%	51.4%	36.0%	12.6%	-1.9	3.4	-1.5
Jesus was both divine and human.	14.1%	23.2%	62.7%	13.0%	26.1%	60.9%	-1.1	2.9	-1.7
Jesus was the expected Jewish Messiah.	15.3%	38.4%	46.3%	12.6%	44.8%	42.7%	-2.7	6.4	-3.6
People in the church do not behave as Jesus would behave.	27.8%	41.5%	30.7%	9.4%	29.0%	61.6%	-18.4	-12.5	30.9

This report compares answers on the 2017 and 2021 American Beliefs Study surveys and shows changing trends on these social and moral belief statements, if any. The chart displays the distance between the 2017 and 2021 statements. The longer the bar, either positive or negative, the greater the shift in agreement.

### Trends in Beliefs About Jesus Between 2017 & 2021

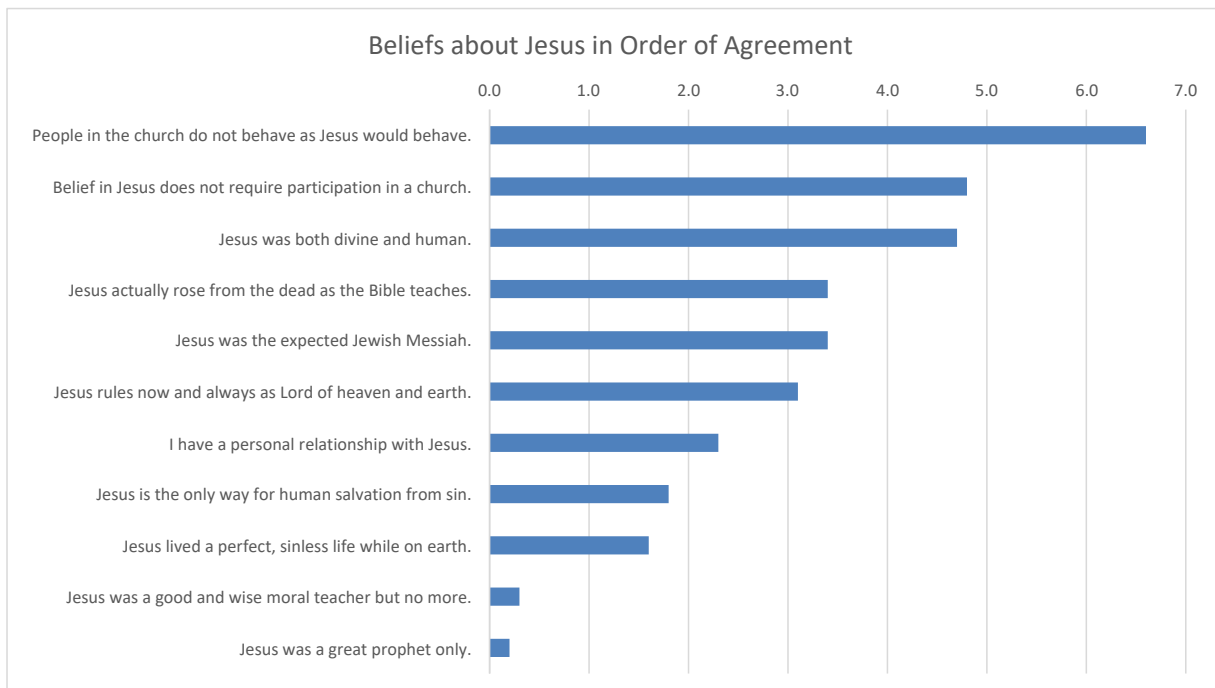


Hint: This graph compares the change in agreement between the 2017 American Beliefs Study Survey and the 2021 American Beliefs Study Survey for this study area. It is not a comparison to the national profile.



Beliefs about Jesus in Rank Order

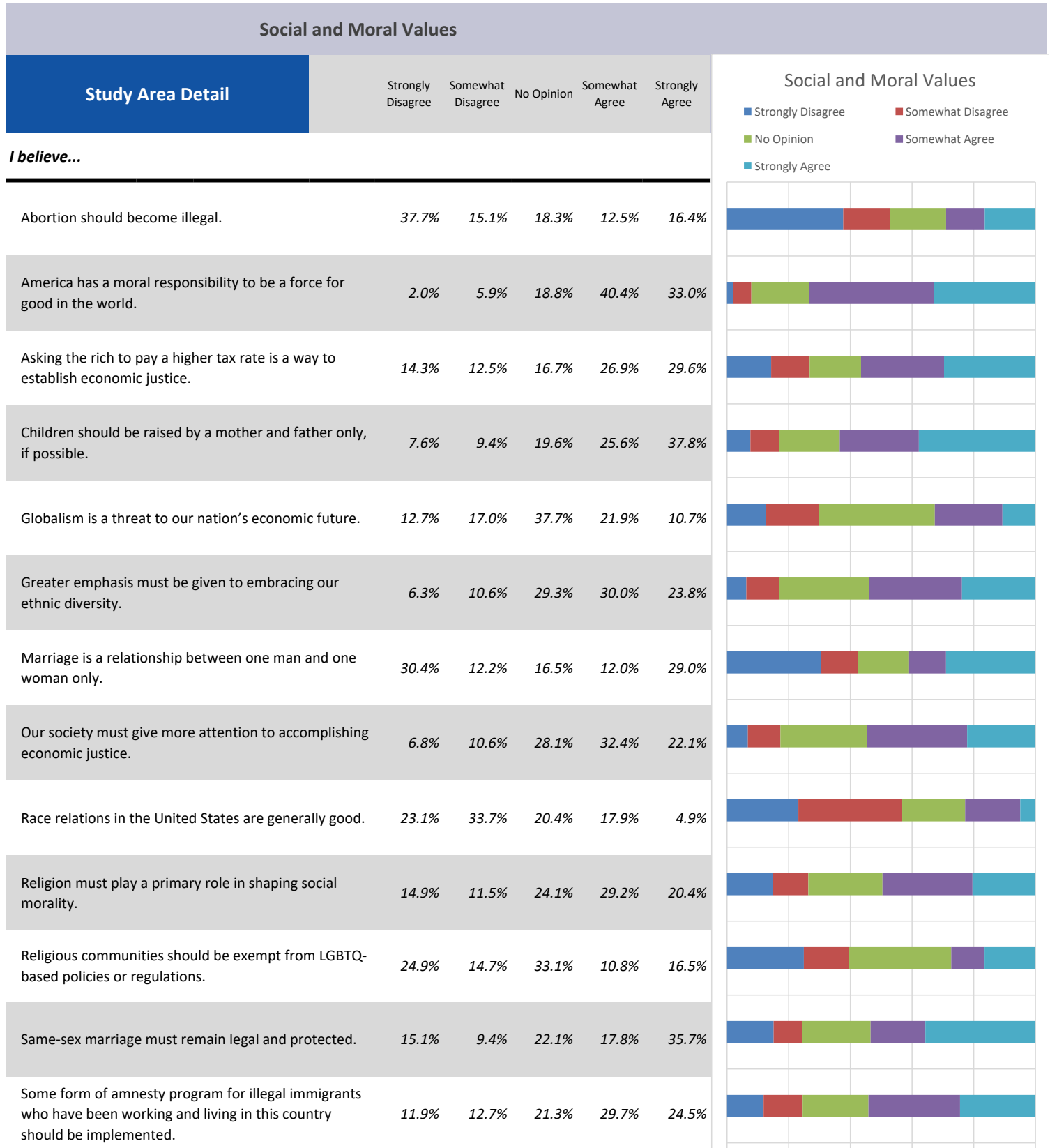
Ranking	Concern	Ratio	Strength
1	People in the church do not behave as Jesus would behave.	6.6	Very Strong Agreement
2	Belief in Jesus does not require participation in a church.	4.8	Very Strong Agreement
3	Jesus was both divine and human.	4.7	Very Strong Agreement
4	Jesus actually rose from the dead as the Bible teaches.	3.4	Strong Agreement
5	Jesus was the expected Jewish Messiah.	3.4	Strong Agreement
6	Jesus rules now and always as Lord of heaven and earth.	3.1	Strong Agreement
7	I have a personal relationship with Jesus.	2.3	Strong Agreement
8	Jesus is the only way for human salvation from sin.	1.8	Somewhat Strong Agreement
9	Jesus lived a perfect, sinless life while on earth.	1.6	Somewhat Strong Agreement
10	Jesus was a good and wise moral teacher but no more.	0.3	Very Weak Agreement
11	Jesus was a great prophet only.	0.2	Very Weak Agreement



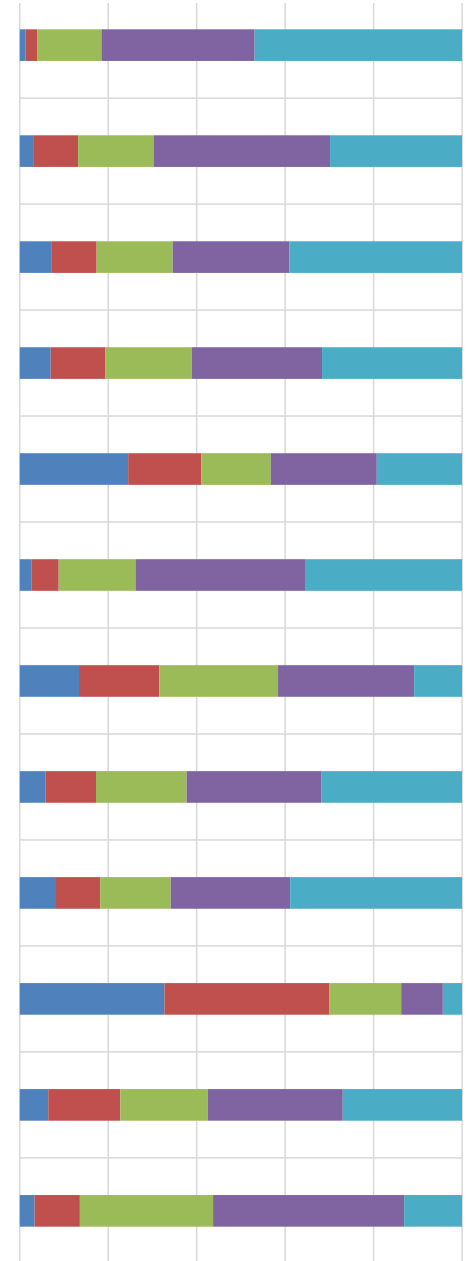
Hint: This report compares the percentage of people who agreed with the statement to those who disagreed with the statement. Those who responded with "No Opinion" are not included.

# Beliefs about Social & Moral Values

Beliefs about social and moral values are diverse. These statements express your study area's likely views.



Strong families are key to social stability.	1.3%	2.7%	14.6%	34.7%	46.9%
That the US is losing its place of world leadership.	3.0%	10.2%	17.1%	39.8%	29.8%
The science that says humans are affecting the climate of the planet (i.e. climate change).	7.1%	10.3%	17.2%	26.4%	39.0%
The US should pursue avenues to stop illegal immigration.	7.0%	12.4%	19.5%	29.5%	31.7%
There is too much attention paid to race and racial issues in our country these days.	24.5%	16.5%	15.7%	24.0%	19.3%
Tolerance is necessary for social peace and wellbeing.	2.7%	6.1%	17.4%	38.5%	35.3%
Traditional marriage as a social institution is becoming obsolete.	13.4%	18.2%	26.9%	30.8%	10.8%
We must be good stewards of the environment even if it means restricting natural resource development.	5.8%	11.5%	20.5%	30.6%	31.8%
We need to promote sensible gun laws to reduce gun violence.	8.0%	10.2%	16.0%	27.0%	38.9%
Children are adequately taught good moral standards today.	32.7%	37.3%	16.2%	9.4%	4.4%
Believe the government should be deeply involved in solving poverty.	6.5%	16.3%	19.8%	30.6%	27.0%
I have great hope for the future of my own community (i.e. neighborhood, village, town).	3.4%	10.2%	30.1%	43.2%	13.1%



Hint: The report indicates how people within the study area likely respond to the statements about social and moral values. Look for the distribution across the five categories and use the illustrative graph to see where the largest percentage is found.

## Social and Moral Values

Study Area Compared to the National Average	Study Area			US Average			Comparative Index	
	Disagree	Agree	Point Distance	Disagree	Agree	Point Distance	Disagree	Agree
<b><i>I believe...</i></b>								
Abortion should become illegal.	52.8%	29.0%	-23.8	55.0%	26.7%	-28.3	96	108
America has a moral responsibility to be a force for good in the world.	7.9%	73.4%	65.5	8.8%	72.3%	63.5	90	102
Asking the rich to pay a higher tax rate is a way to establish economic justice.	26.8%	56.6%	29.8	27.0%	55.9%	28.9	99	101
Children should be raised by a mother and father only, if possible.	17.0%	63.5%	46.5	16.9%	62.8%	46.0	101	101
Globalism is a threat to our nation's economic future.	29.7%	32.7%	2.9	29.1%	34.5%	5.4	102	95
Greater emphasis must be given to embracing our ethnic diversity.	16.9%	53.9%	37.0	16.6%	55.2%	38.5	102	98
Marriage is a relationship between one man and one woman only.	42.6%	41.0%	-1.6	43.6%	39.7%	-3.9	98	103
Our society must give more attention to accomplishing economic justice.	17.3%	54.5%	37.2	17.8%	56.4%	38.7	97	97
Race relations in the United States are generally good.	56.8%	22.8%	-34.0	55.0%	25.8%	-29.2	103	88
Religion must play a primary role in shaping social morality.	26.4%	49.6%	23.2	29.1%	46.4%	17.3	91	107
Religious communities should be exempt from LGBTQ-based policies or regulations.	39.6%	27.3%	-12.3	40.5%	27.3%	-13.2	98	100
Same-sex marriage must remain legal and protected.	24.5%	53.4%	29.0	23.0%	54.2%	31.2	106	99
Some form of amnesty program for illegal immigrants who have been working and living in this country should be implemented.	24.5%	54.1%	29.6	22.9%	56.7%	33.8	107	96
Strong families are key to social stability.	3.9%	81.6%	77.6	4.2%	80.7%	76.6	94	101
That the US is losing its place of world leadership.	13.2%	69.6%	56.4	13.7%	69.2%	55.6	97	101

Study Area Compared to the National Average	Study Area			US Average			Comparative Index	
	Disagree	Agree	Point Distance	Disagree	Agree	Point Distance	Disagree	Agree
The science that says humans are affecting the climate of the planet (i.e. climate change).	17.4%	65.5%	48.1	17.9%	65.5%	47.6	97	100
The US should pursue avenues to stop illegal immigration.	19.4%	61.1%	41.8	18.8%	60.8%	42.0	103	101
There is too much attention paid to race and racial issues in our country these days.	41.0%	43.3%	2.3	40.9%	43.7%	2.8	100	99
Tolerance is necessary for social peace and wellbeing.	8.8%	73.8%	65.0	7.8%	75.1%	67.4	113	98
Traditional marriage as a social institution is becoming obsolete.	31.6%	41.6%	10.1	32.3%	40.8%	8.4	98	102
We must be good stewards of the environment even if it means restricting natural resource development.	17.3%	62.3%	45.1	18.3%	61.2%	42.8	94	102
We need to promote sensible gun laws to reduce gun violence.	18.2%	65.9%	47.7	18.4%	65.3%	46.9	99	101
Children are adequately taught good moral standards today.	70.1%	13.8%	-56.3	69.1%	13.5%	-55.6	101	102
Believe the government should be deeply involved in solving poverty.	22.8%	57.5%	34.8	24.1%	56.6%	32.6	95	102
I have great hope for the future of my own community (i.e. neighborhood, village, town).	13.6%	56.3%	42.7	13.5%	54.6%	41.1	100	103

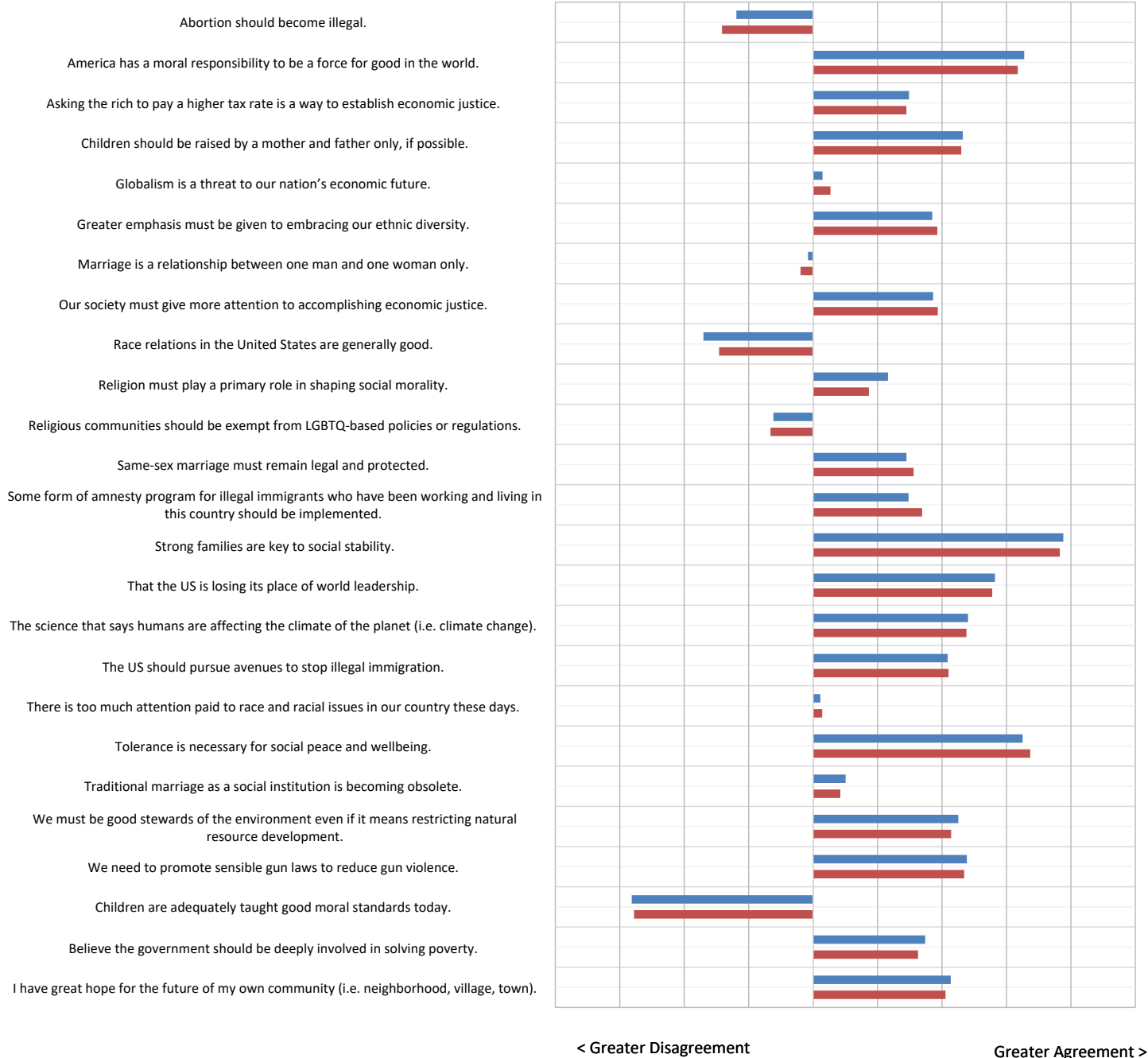
Hint: The Comparative Index shows how your study area compares to the national average on each statement. If the Disagree numbers are red, then your study area is below the national average of those who disagree regarding that statement. If the Agree numbers are red, then your study area is below the national average of those agreed with that statement. If the Comparative Index has no color then you are very close to the national average. The higher or lower the number on any particular statement, the greater is the study area's departure from the national average.

## Direction & Strength of Social and Moral Beliefs Compared to National Average

■ Study Area ■ US Average

*I believe...*

-80.0 -60.0 -40.0 -20.0 0.0 20.0 40.0 60.0 80.0 100.0



Hint: This chart displays general trends in social and moral beliefs. It calculates the distance between the "agrees" and the "disagrees". If the boxes display to the left, it means the general trend is to disagree. If they display to the right, the trend is to agree. The longer the bars are, the stronger the trend in either direction. The graph also compares the study area to the national average on each belief.

## Social and Moral Values

### Study Area Comparison between 2017 & 2021

	2017			2021			Point Change Between Surveys		
	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree

*I believe...* *Note not all items on 2017 were on 2021 and not all on 2021 were on 2017. Only same items are compared.*

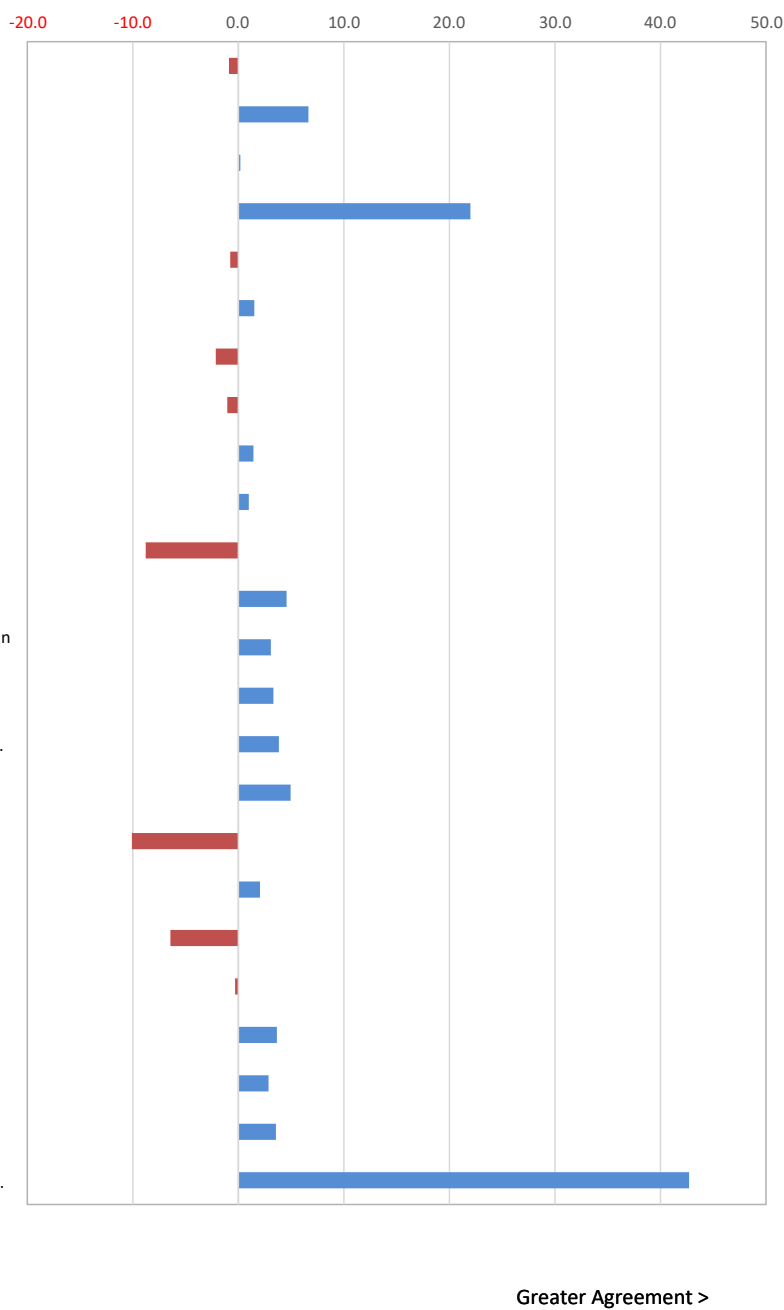
Abortion should become illegal.	51.6%	18.6%	29.9%	52.8%	18.3%	29.0%	1.2	-0.4	-0.9
America has a moral responsibility to be a force for good in the world.	11.9%	21.4%	66.8%	7.9%	18.8%	73.4%	-4.0	-2.6	6.6
Asking the rich to pay a higher tax rate is a way to establish economic justice.	25.5%	18.1%	56.4%	26.8%	16.7%	56.6%	1.3	-1.4	0.2
Children should be raised by a mother and father only, if possible.	38.4%	20.2%	41.5%	17.0%	19.6%	63.5%	-21.4	-0.6	22.0
Globalism is a threat to our nation's economic future.	28.1%	38.5%	33.4%	29.7%	37.7%	32.7%	1.6	-0.7	-0.8
Greater emphasis must be given to embracing our ethnic diversity.	17.8%	29.8%	52.4%	16.9%	29.3%	53.9%	-0.9	-0.5	1.5
Marriage is a relationship between one man and one woman only.	40.3%	16.6%	43.1%	42.6%	16.5%	41.0%	2.3	-0.1	-2.1
Our society must give more attention to accomplishing economic justice.	16.1%	28.3%	55.6%	17.3%	28.1%	54.5%	1.3	-0.2	-1.1
Race relations in the United States are generally good.	57.7%	20.9%	21.4%	56.8%	20.4%	22.8%	-0.9	-0.5	1.4
Religion must play a primary role in shaping social morality.	30.7%	20.7%	48.6%	26.4%	24.1%	49.6%	-4.3	3.4	1.0
Religious communities should be exempt from LGBTQ-based policies or regulations.	37.5%	26.5%	36.1%	39.6%	33.1%	27.3%	2.2	6.7	-8.8
Same-sex marriage must remain legal and protected.	29.7%	21.4%	48.9%	24.5%	22.1%	53.4%	-5.2	0.7	4.6
Some form of amnesty program for illegal immigrants who have been working and living in this country should be implemented.	26.9%	22.1%	51.1%	24.5%	21.3%	54.1%	-2.4	-0.7	3.1
That the US is losing its place of world leadership.	14.3%	19.4%	66.3%	13.2%	17.1%	69.6%	-1.1	-2.3	3.3
The science that says humans are affecting the climate of the planet (i.e. climate change).	21.3%	17.1%	61.6%	17.4%	17.2%	65.5%	-3.9	0.1	3.8

The US should pursue avenues to stop illegal immigration.	24.5%	19.3%	56.2%	19.4%	19.5%	61.1%	-5.2	0.2	5.0
There is too much attention paid to race and racial issues in our country these days.	29.8%	16.9%	53.4%	41.0%	15.7%	43.3%	11.3	-1.2	-10.1
Tolerance is necessary for social peace and wellbeing.	10.2%	18.0%	71.8%	8.8%	17.4%	73.8%	-1.4	-0.6	2.1
Traditional marriage as a social institution is becoming obsolete.	28.7%	23.2%	48.1%	31.6%	26.9%	41.6%	2.8	3.7	-6.4
We must be good stewards of the environment even if it means restricting natural resource development.	16.6%	20.8%	62.6%	17.3%	20.5%	62.3%	0.6	-0.3	-0.3
We need to promote sensible gun laws to reduce gun violence.	21.5%	16.1%	62.3%	18.2%	16.0%	65.9%	-3.3	-0.2	3.7
Children are adequately taught good moral standards today.	73.5%	15.6%	10.9%	70.1%	16.2%	13.8%	-3.5	0.7	2.9
Believe the government should be deeply involved in solving poverty.	25.0%	21.1%	54.0%	22.8%	19.8%	57.5%	-2.2	-1.3	3.6
I have great hope for the future of my own community (i.e. neighborhood, village, town).	56.3%	30.1%	13.6%	13.6%	30.1%	56.3%	-42.7	0.1	42.7

Hint: This report compares answers on the 2017 and 2021 American Beliefs Study surveys and shows changing trends on these social and moral belief statements, if any. The chart displays the distance between the 2017 and 2021 statements. The longer the bar, either positive or negative, the greater the shift in agreement.



## Trends in Social and Moral Beliefs Between 2017 & 2021



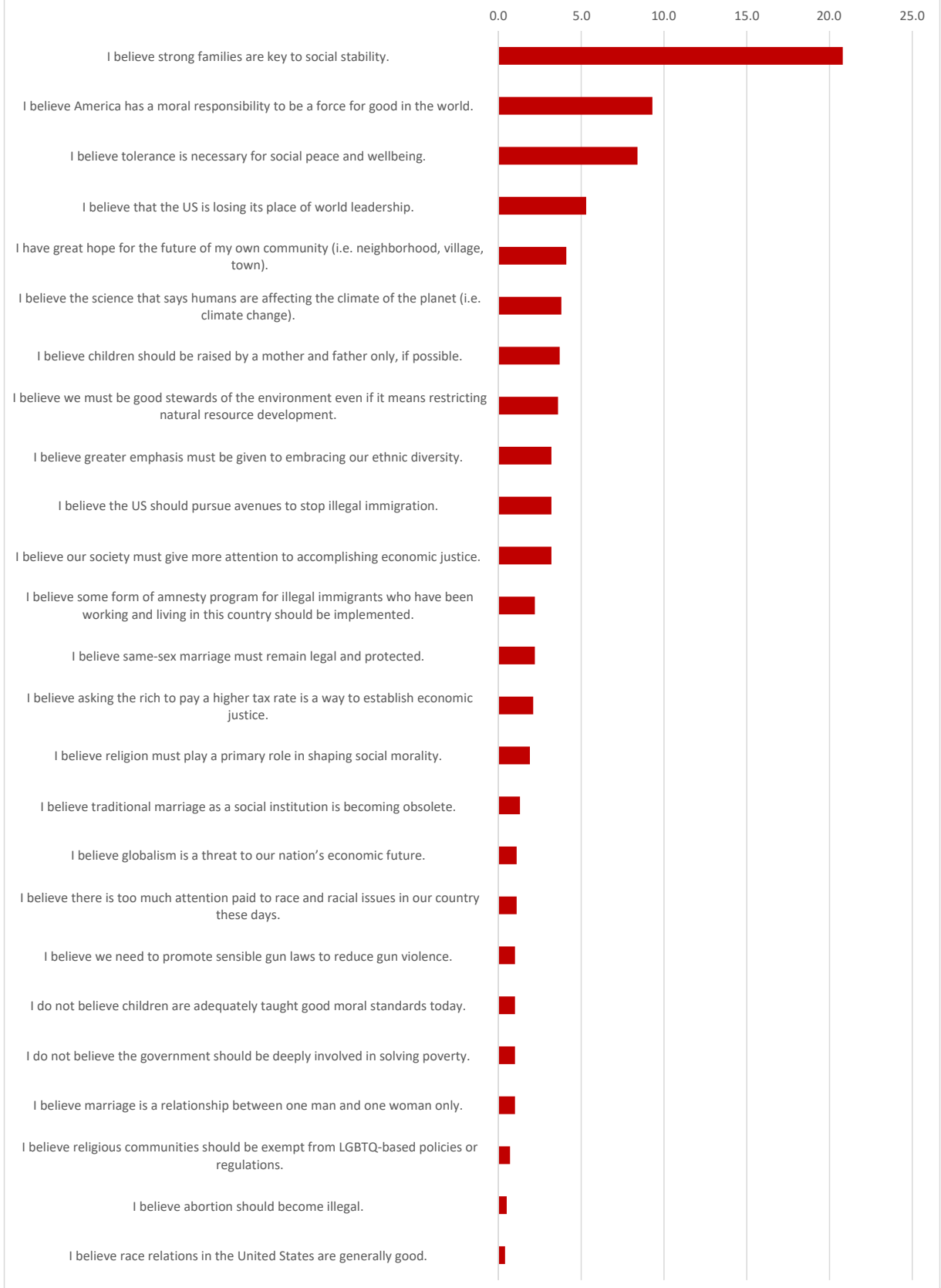
Hint: What does this graph show? It compares the change in agreement between the 2017 American Beliefs Study Survey and the 2021 American Beliefs Study Survey for this study area. (It is not a comparison to the national profile.) Look for significant swings in either direction.

## Social and Moral Beliefs by Strength of Importance

<i>Ranking</i>	<i>Concern</i>	<i>Ratio</i>	<i>Strength</i>
1	I believe strong families are key to social stability.	20.8	Extremely Strong Agreement
2	I believe America has a moral responsibility to be a force for good in the world.	9.3	Extremely Strong Agreement
3	I believe tolerance is necessary for social peace and wellbeing.	8.4	Extremely Strong Agreement
4	I believe that the US is losing its place of world leadership.	5.3	Very Strong Agreement
5	I have great hope for the future of my own community (i.e. neighborhood, village, town).	4.1	Very Strong Agreement
6	I believe the science that says humans are affecting the climate of the planet (i.e. climate change).	3.8	Strong Agreement
7	I believe children should be raised by a mother and father only, if possible.	3.7	Strong Agreement
8	I believe we must be good stewards of the environment even if it means restricting natural resource development.	3.6	Strong Agreement
9	I believe greater emphasis must be given to embracing our ethnic diversity.	3.2	Strong Agreement
10	I believe the US should pursue avenues to stop illegal immigration.	3.2	Strong Agreement
11	I believe our society must give more attention to accomplishing economic justice.	3.2	Strong Agreement
12	I believe some form of amnesty program for illegal immigrants who have been working and living in this country should be implemented.	2.2	Strong Agreement
13	I believe same-sex marriage must remain legal and protected.	2.2	Strong Agreement
14	I believe asking the rich to pay a higher tax rate is a way to establish economic justice.	2.1	Strong Agreement
15	I believe religion must play a primary role in shaping social morality.	1.9	Somewhat Strong Agreement
16	I believe traditional marriage as a social institution is becoming obsolete.	1.3	Somewhat Strong Agreement
17	I believe globalism is a threat to our nation's economic future.	1.1	Neutral Agreement
18	I believe there is too much attention paid to race and racial issues in our country these days.	1.1	Neutral Agreement
19	I believe we need to promote sensible gun laws to reduce gun violence.	1.0	Neutral Agreement
20	I do not believe children are adequately taught good moral standards today.	1.0	Neutral Agreement
21	I do not believe the government should be deeply involved in solving poverty.	1.0	Neutral Agreement
22	I believe marriage is a relationship between one man and one woman only.	1.0	Neutral Agreement
23	I believe religious communities should be exempt from LGBTQ-based policies or regulations.	0.7	Somewhat Weak Agreement
24	I believe abortion should become illegal.	0.5	Weak Agreement
25	I believe race relations in the United States are generally good.	0.4	Weak Agreement

Hint: This report compares the percentage of people who agreed with the statement to those who disagreed with the statement. Those who responded with "No Opinion" are not included.

### Social and Moral Beliefs in Order of Agreement



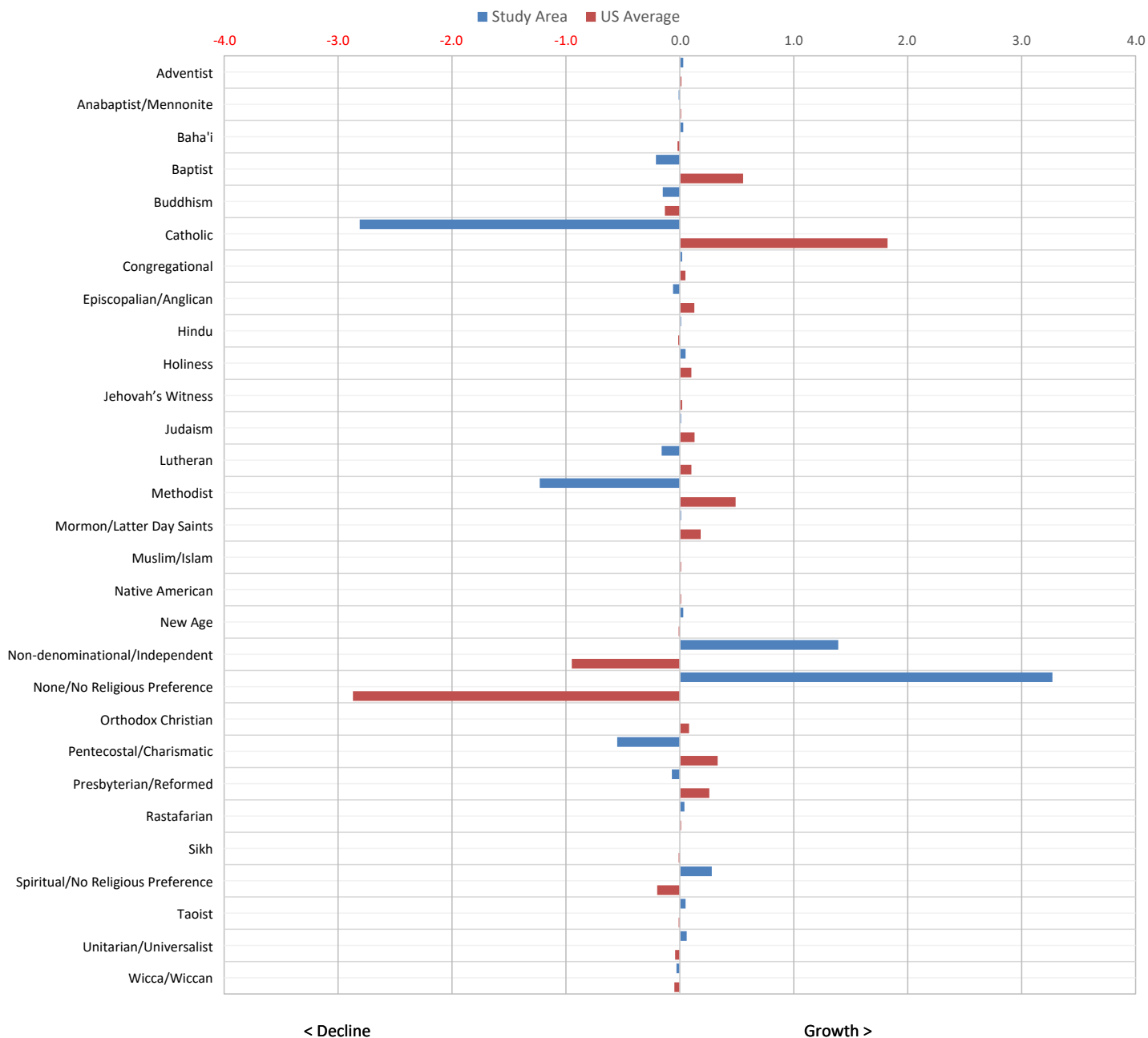
## Religious Preferences

Religious preferences range from the “Nones” to very specific traditions. The likely preferences within this study area are presented below for both now and 10 years prior. Note any changes up or down.

Study Area Compared to National Average	Religious Preferences								
	Study Area			US Average			Comparative Index		
	10 Years Prior	Now	Point Change	10 Years Prior	Now	Point Change	10 Years Prior	Now	
Adventist	0.2%	0.3%	0.0	0.2%	0.3%	0.0	93	100	
Anabaptist/Mennonite	0.0%	0.0%	-0.0	0.1%	0.1%	0.0	58	40	
Baha'i	0.1%	0.1%	0.0	0.1%	0.0%	-0.0	164	351	
Baptist	4.8%	4.6%	-0.2	7.8%	8.4%	0.6	61	55	
Buddhism	0.6%	0.5%	-0.2	1.2%	1.1%	-0.1	50	42	
Catholic	30.0%	27.2%	-2.8	23.1%	24.9%	1.8	130	109	
Congregational	4.7%	4.7%	0.0	4.0%	4.1%	0.0	116	115	
Episcopalian/Anglican	1.3%	1.2%	-0.1	1.8%	2.0%	0.1	70	62	
Hindu	0.6%	0.6%	0.0	0.5%	0.5%	-0.0	109	114	
Holiness	1.0%	1.1%	0.1	0.9%	1.0%	0.1	111	105	
Jehovah's Witness	0.2%	0.2%	0.0	0.4%	0.4%	0.0	50	47	
Judaism	2.6%	2.6%	0.0	5.0%	5.2%	0.1	51	50	
Lutheran	11.0%	10.8%	-0.2	5.3%	5.4%	0.1	206	200	
Methodist	7.5%	6.3%	-1.2	6.0%	6.5%	0.5	125	96	
Mormon/Latter Day Saints	0.4%	0.4%	0.0	1.1%	1.2%	0.2	38	34	
Muslim/Islam	0.3%	0.3%	0.0	0.4%	0.4%	0.0	73	72	
Native American	0.1%	0.1%	0.0	0.1%	0.1%	0.0	73	68	
New Age	0.0%	0.1%	0.0	0.1%	0.1%	-0.0	22	61	
Non-denominational/Independent	7.3%	8.7%	1.4	8.7%	7.7%	-0.9	84	112	
None/No Religious Preference	18.0%	21.3%	3.3	23.6%	20.8%	-2.9	76	102	
Orthodox Christian	0.6%	0.6%	0.0	0.9%	1.0%	0.1	68	63	
Pentecostal/Charismatic	1.6%	1.1%	-0.6	1.9%	2.2%	0.3	88	49	
Presbyterian/Reformed	6.1%	6.0%	-0.1	5.4%	5.7%	0.3	113	106	
Rastafarian	0.0%	0.0%	0.0	0.0%	0.0%	0.0	0	195	
Sikh	0.1%	0.1%	0.0	0.0%	0.0%	-0.0	183	183	
Spiritual/No Religious Preference	0.3%	0.6%	0.3	0.8%	0.6%	-0.2	43	108	
Taoist	0.1%	0.2%	0.1	0.1%	0.1%	-0.0	136	203	
Unitarian/Universalist	0.0%	0.1%	0.1	0.2%	0.2%	-0.0	19	61	
Wicca/Wiccan	0.4%	0.4%	-0.0	0.3%	0.3%	-0.0	140	154	

Hint: Respondents were asked to indicate their religious preference, if any, for both 10 years ago and now. The report provides both data points plus a calculation of the change between the two points. If the point change column is red, fewer respondents preferred a particular tradition today than 10 years ago. If the point change column is black, more respondents embrace a religious preference more today than 10 years ago. This shows the trends below. This report also compares the study area to the national average responses. The Comparative Indexes reveal whether the study area averages are higher or lower than the national average.

### Direction & Strength of Religious Preferences Compared to National Average

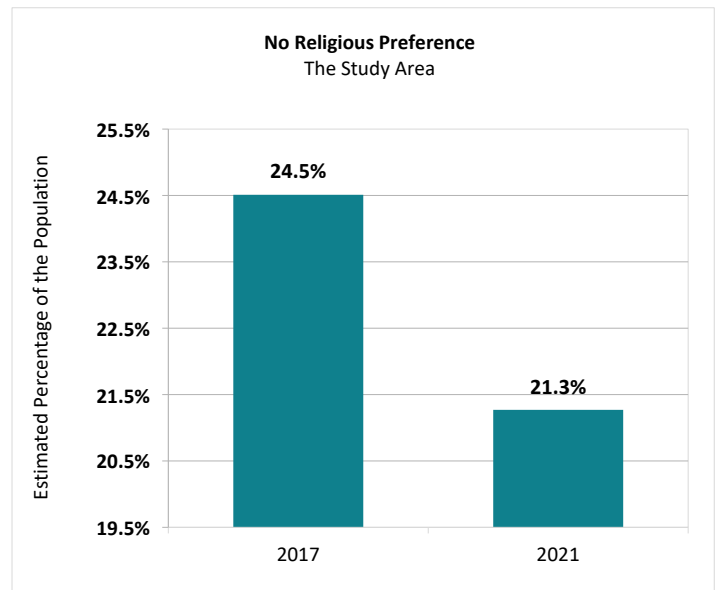
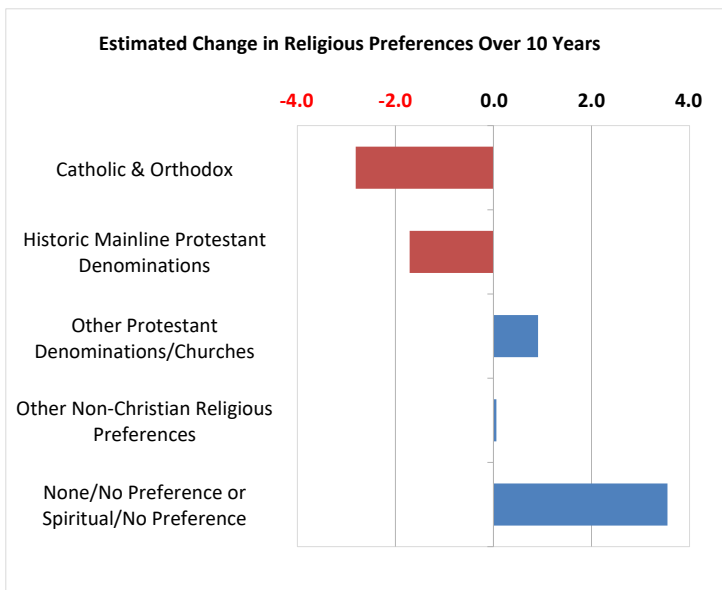


Hint: Bars on the right indicate an estimated increase in affiliation. Bars on the left indicate an estimated decline in affiliation.

## Summary Religious Preferences: Christian and Other

Study Area Compared to National Average	Study Area			US Average			Comparative Index	
	10 Years Prior	Now	Point Change	10 Years Prior	Now	Point Change	10 Years Prior	Now
Catholic & Orthodox	30.6%	27.8%	-2.8	24.0%	25.9%	1.9	128	108
<b>Historic Mainline Protestant Denominations</b>	<b>35.3%</b>	<b>33.6%</b>	<b>-1.7</b>	<b>30.4%</b>	<b>31.9%</b>	1.6	116	105
Other Protestant Denominations/Churches	10.2%	11.1%	0.9	11.8%	11.3%	-0.5	87	99
<b>Total: Christian Religious Preferences</b>	<b>76.1%</b>	<b>72.5%</b>	<b>-3.6</b>	<b>66.1%</b>	<b>69.1%</b>	3.0	115	105
Other Non-Christian Religious Preferences	5.5%	5.5%	0.1	9.5%	9.6%	0.1	58	58
<b>None/No Preference or Spiritual/No Preference</b>	<b>18.3%</b>	<b>21.9%</b>	3.6	<b>24.4%</b>	<b>21.3%</b>	-3.1	75	103

Hint: This report summarizes the religious preference report by gathering many different religious traditions into general categories. This focuses on where growth and/or decline is happening.



Hint: The graph on the left visualizes the growth or decline of the major categories of the study area's different religious traditions. The graph on the right shows the significance of the population that indicated their preference was "none" or "no preference."

Note: **Historic Mainline Protestant** includes Baptist, Congregational, Episcopal, Lutheran, Methodist, and Presbyterian/Reformed.

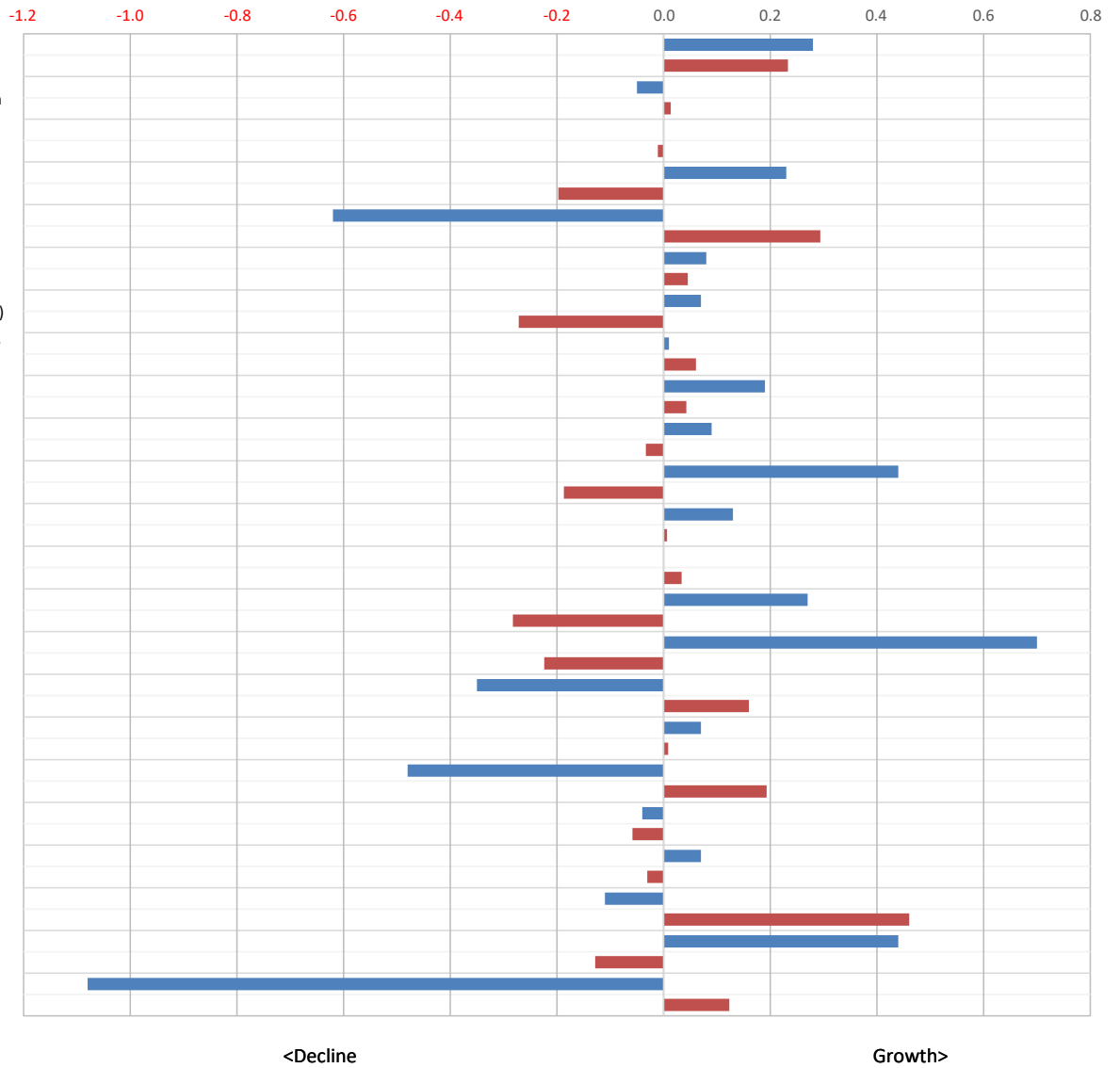
## Denominational Affiliations

Some people within a study area indicate an affiliation with one of the following denominations. These projected affiliations are for now and 10 years prior.

Study Area Compared to National Average	Denominations								
	Study Area			US Average			Comparative Index		
	10 Years Prior	Now	Point Change	10 Years Prior	Now	Point Change	10 Years Prior	Now	
A Covenant Order of Evangelical Presbyterians (ECO) ***	0.0%	0.3%	0.3	0.0%	0.2%	0.2		120	
African Methodist Episcopal Church	0.1%	0.0%	-0.1	0.3%	0.4%	0.0	26	11	
African Methodist Episcopal Zion Church	0.0%	0.0%	0.0	0.2%	0.1%	-0.0	25	27	
American Baptist Churches/ USA	4.1%	4.4%	0.2	7.0%	6.8%	-0.2	59	64	
Assemblies of God	1.7%	1.1%	-0.6	1.3%	1.6%	0.3	133	68	
Christian and Missionary Alliance	0.5%	0.6%	0.1	0.6%	0.6%	0.0	88	94	
Christian Church (Disciples of Christ)	4.7%	4.8%	0.1	5.0%	4.8%	-0.3	93	100	
Church of Jesus Christ of Latter Day Saints	0.4%	0.4%	0.0	0.4%	0.4%	0.1	95	84	
Church of the Nazarene	0.8%	1.0%	0.2	0.6%	0.7%	0.0	128	148	
Episcopal Church	1.3%	1.4%	0.1	2.3%	2.2%	-0.0	55	60	
Evangelical Free Church of America	1.4%	1.8%	0.4	1.1%	0.9%	-0.2	123	195	
Evangelical Lutheran Church in America	6.6%	6.7%	0.1	3.5%	3.5%	0.0	189	192	
Foursquare Gospel	0.1%	0.1%	0.0	0.2%	0.3%	0.0	40	35	
Lutheran Church, Missouri Synod	9.0%	9.2%	0.3	5.7%	5.5%	-0.3	156	169	
Presbyterian Church (USA)	3.7%	4.4%	0.7	5.2%	5.0%	-0.2	71	88	
Presbyterian Church in America	0.8%	0.4%	-0.4	0.7%	0.9%	0.2	105	46	
Reformed Church, RCA/CRC	1.5%	1.6%	0.1	0.6%	0.6%	0.0	255	263	
Roman Catholic Church	46.5%	46.0%	-0.5	44.3%	44.5%	0.2	105	103	
Salvation Army	0.2%	0.2%	-0.0	0.3%	0.3%	-0.1	66	66	
Seventh Day Adventist	0.4%	0.4%	0.1	0.4%	0.4%	-0.0	80	103	
Southern Baptist Convention	1.9%	1.8%	-0.1	6.2%	6.6%	0.5	31	27	
United Church of Christ	2.7%	3.2%	0.4	2.9%	2.8%	-0.1	93	112	
United Methodist Church	11.4%	10.4%	-1.1	10.7%	10.9%	0.1	106	95	

## Trends in Denominational Affiliation Compared to National Average

■ Study Area ■ US Average



Hint: Bars on the right indicate an estimated increase in denominational affiliation. Bars on the left indicate an estimated decline in denominational affiliation.

Note: A Covenant Order of Evangelical Presbyterians (ECO) is a new denomination that emerged since the 2012 survey. Any increase is due to the fact that they did not exist before.



# Faith and Religious Involvement

Faith is a dynamic factor in many people's lives. It grows and declines, and the level of active involvement changes as well. The Faith and Religious Involvement variables use several vantage points to provide an understanding of your study area's faith and involvement.

## Activity in a Religious Congregation or Community

### Study Area Compared to National Average

	Study Area	US Average	Comparative Index
<b>Involvement</b>			
Projected percentage involved	40.9%	35.4%	116
Projected percentage NOT involved	59.1%	64.6%	91
Estimated change of those involved over prior 10 years (point change)	-9.1	-8.9	

Hint: This table presents the percentage of the population in the study area likely to either be involved or not be involved in a religious congregation or community. It also compares these two data points to the national average.

Also, consider the Estimated (point) Change over 10 years. This looks at how respondents answered the question about involvement both currently and 10 years ago. If this number is negative, it means it is likely that the level of involvement is declining in the study area. You can compare this to national changes.

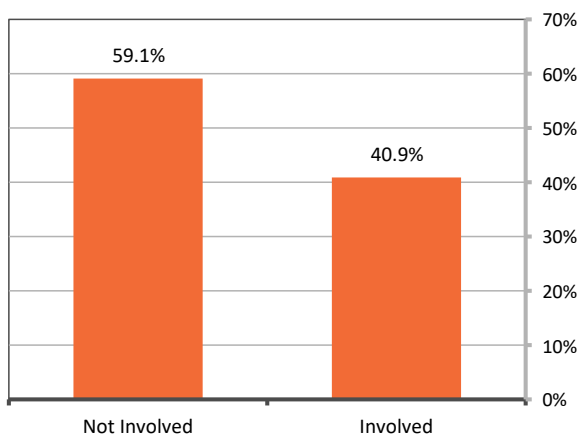
	Study Area	US Average	Comparative Index
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### Directional Change in Involvement

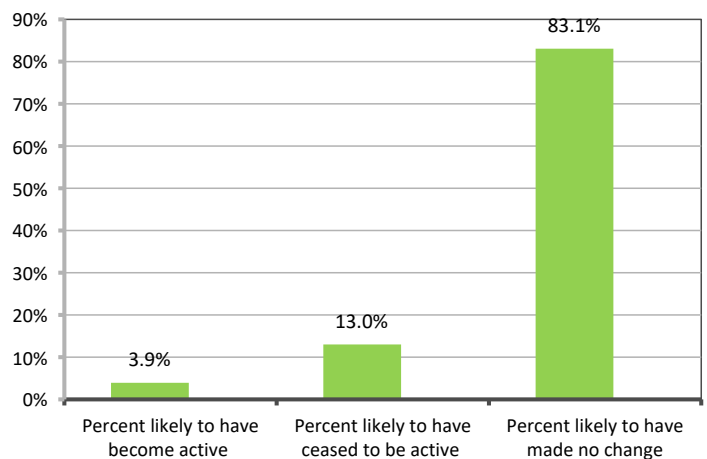
Percent likely to have become active	3.9%	3.8%	104
Percent likely to have ceased to be active	13.0%	12.7%	102
Percent likely to have made no change	83.1%	83.5%	99
Net Change in direction of activity	-9.1	-8.9	

Hint: This table reflects how respondents answered a question about activity in a religious congregation or community. If they were involved 10 years ago, but not today, this is reflected in the "Percently likely to have ceased to be active" column. If they were not active 10 years ago, but are now, this is reflected in the "Percent likely to have become active" column. The net change in direction of activity displays the direction the religious activity is moving. If the number is red, more individuals have stopped being active than have become active. You can also compare the study area to the national average.

**Involvement in Religious Congregation or Community**  
The Study Area



**Trends in Active Religious Involvement**  
The Study Area



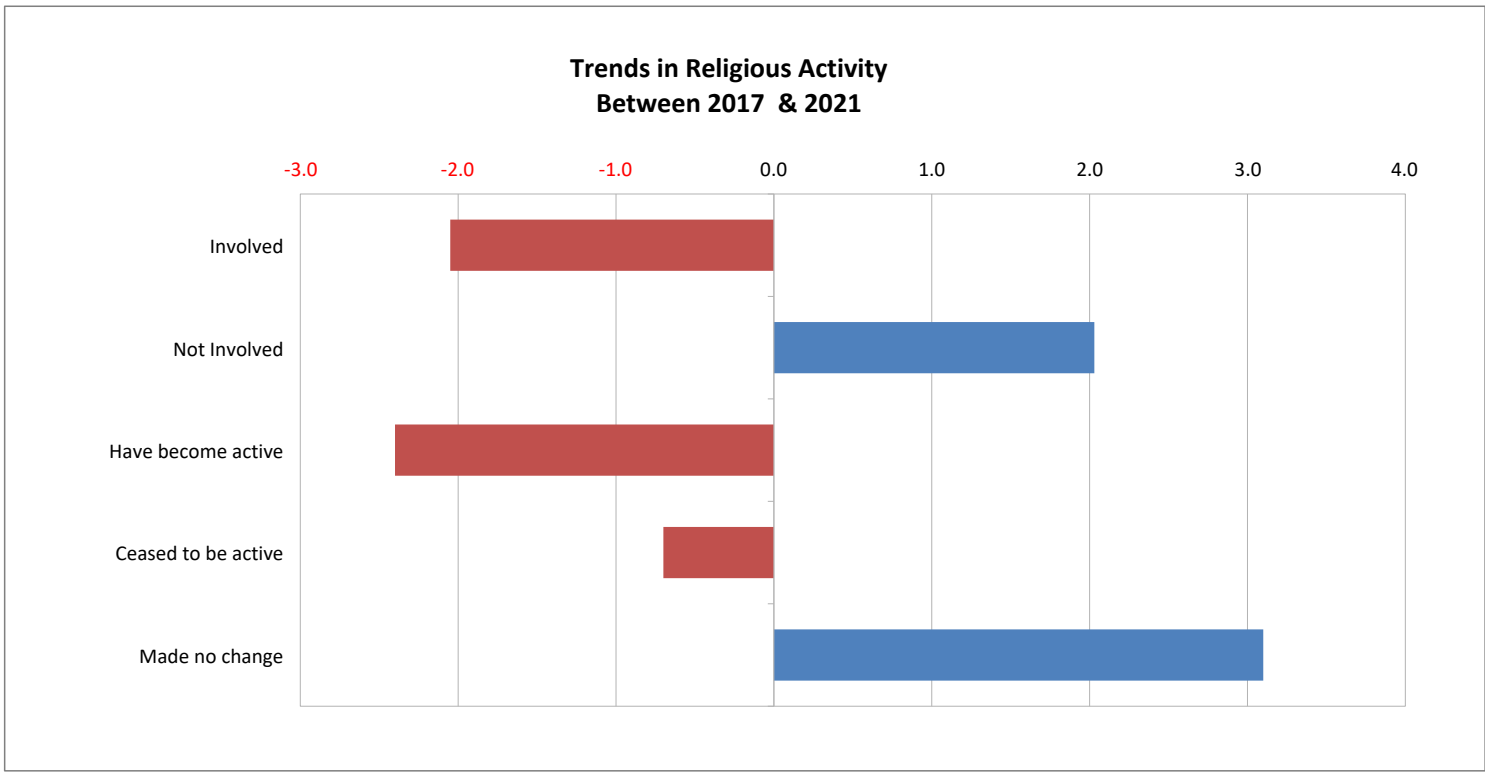
## Activity in a Religious Congregation or Community

### Study Area Comparison between 2017 & 2021

	2017	2021	Point Change Between Surveys
<b>Involvement</b>			
Projected percentage involved	42.9%	40.9%	-2.1
Projected percentage NOT involved	57.1%	59.1%	2.0

	2017	2021	Point Change Between Surveys
<b>Directional Change in Involvement</b>			
Percent likely to have become active	6.3%	3.9%	-2.4
Percent likely to have ceased to be active	13.7%	13.0%	-0.7
Percent likely to have made no change	80.0%	83.1%	3.1

Hint: These tables compare 2021's level of involvement and the direction of active involvement to the same data from the 2017 Survey.



Hint: This graph compares the changes between the 2017 and 2021 American Beliefs Study Surveys for this study area. Look for significant changes in either direction.

## Projected Role of Religious Faith to Life

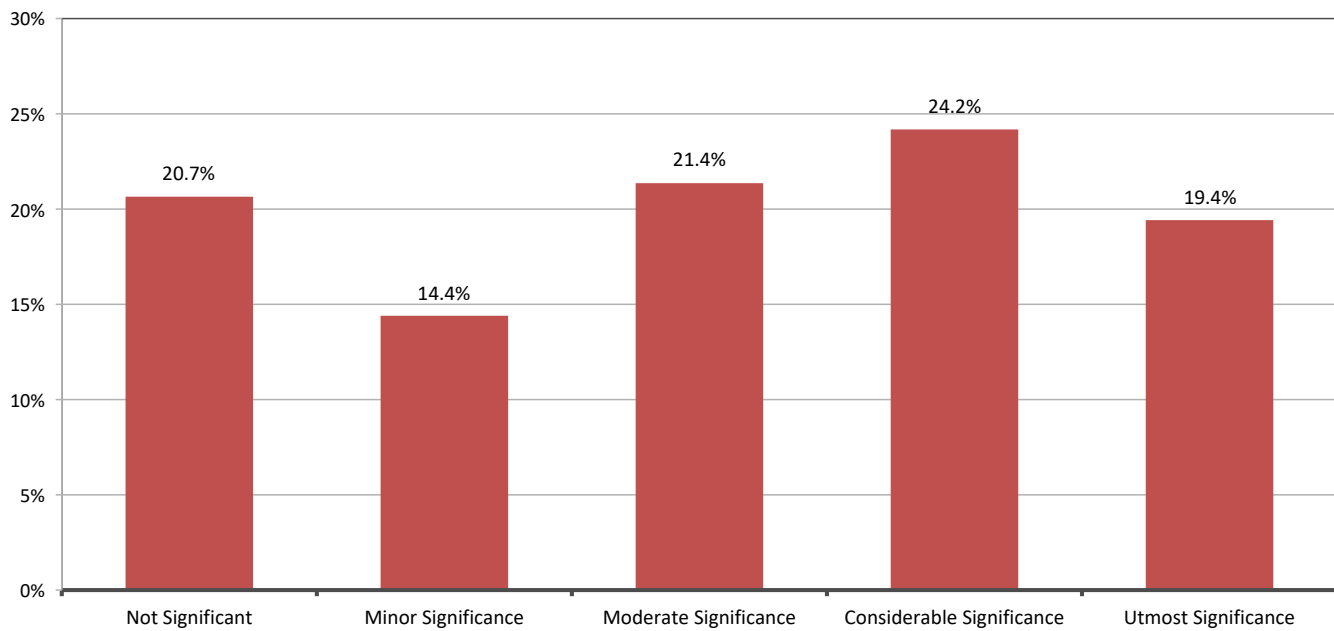
### Study Area Compared to National Average

#### Level of Significance

	Study Area	US Average	Comparative Index
Not Significant	20.7%	23.5%	88
Minor Significance	14.4%	15.9%	90
Moderate Significance	21.4%	20.1%	106
Considerable Significance	24.2%	20.5%	118
Utmost Significance	19.4%	20.0%	97

Hint: The survey asked respondents how significant religious faith is in their life. This report compares your study area to national averages for each possible choice.

**Role of Religious Faith to Life**  
The Study Area



## Projected Role of Religious Faith to Life

### Study Area Compared to National Average

Study Area

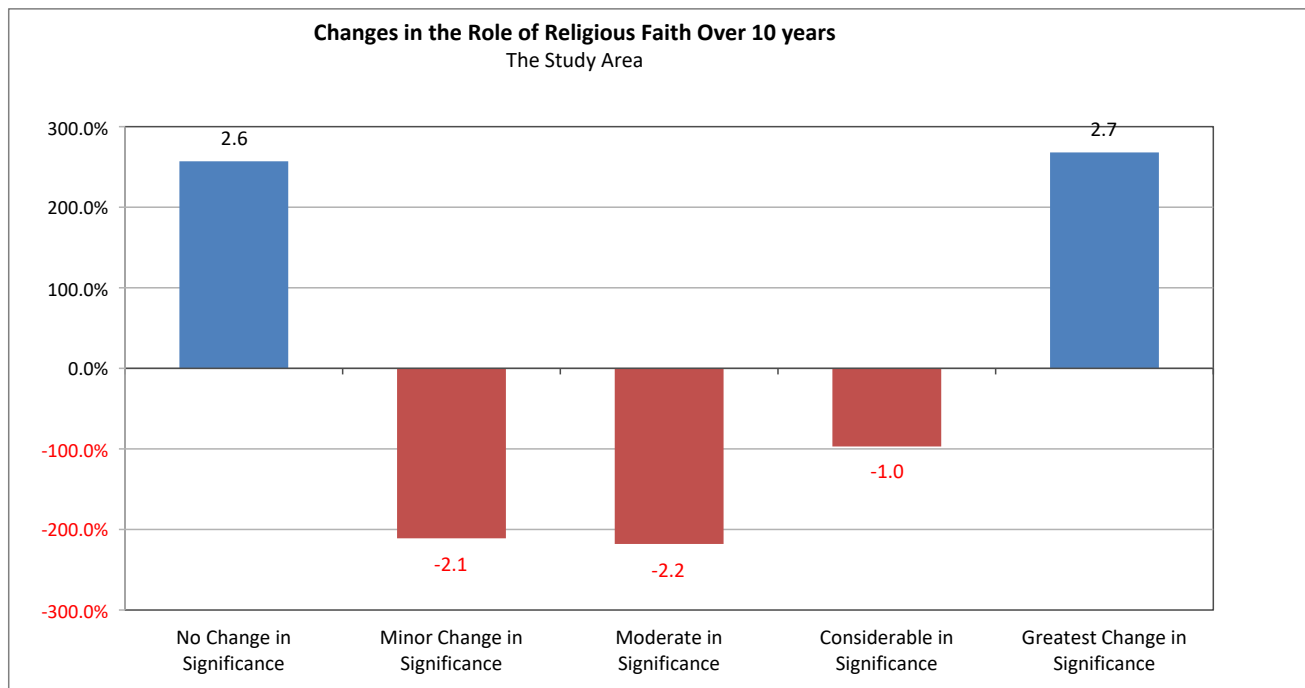
US Average

Comparative Index

#### Change in the role of religious faith over 10 years:

Change in Significance	Study Area	US Average	Comparative Index
No Change in Significance	2.6	2.2	119
Minor Change in Significance	-2.1	-1.3	157
Moderate in Significance	-2.2	-2.9	76
Considerable in Significance	-1.0	-1.0	100
Greatest Change in Significance	2.7	3.0	88

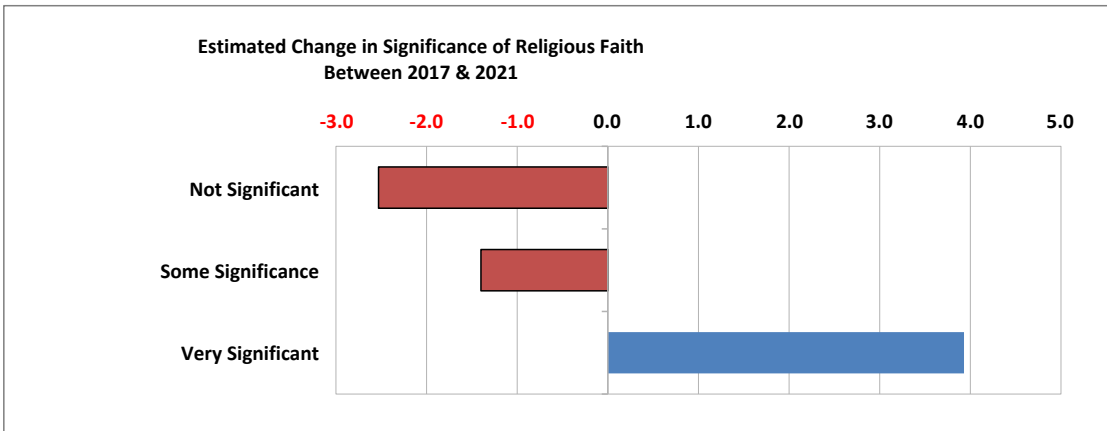
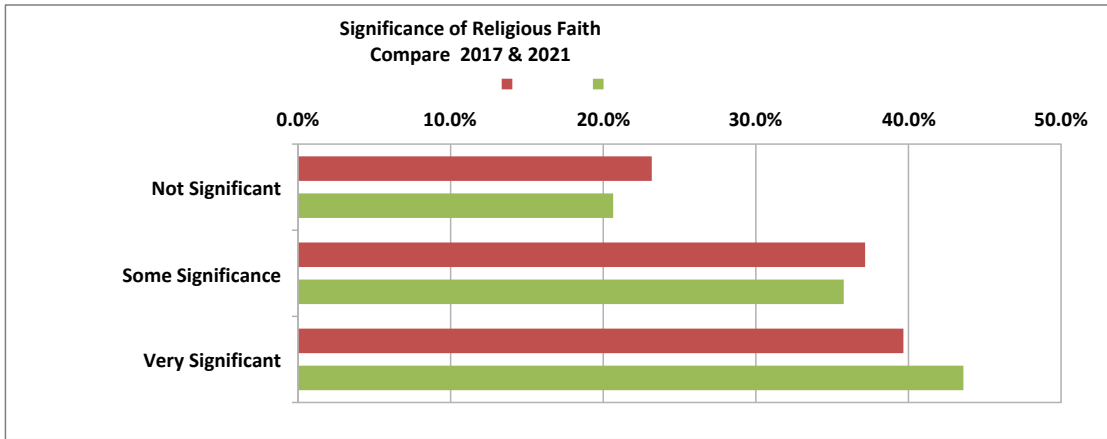
Hint: This survey asked respondents to compare how significant their faith is now to 10 years ago. If a number is red, faith significance declined. If a number is black, faith significance increased. If Considerable in Significance and Great Change in Significance are positive, faith has become more important to your study area. The graph compares your study area to the national average.



## Projected Role of Religious Faith to Life

Study Area Compared to Same Area in 2021	2017	2021	Point Change
<b>Level of Significance</b>			
Not Significant	23.2%	20.7%	-2.5
Some Significance	37.2%	35.8%	-1.4
Very Significant	39.7%	43.6%	3.9

Hint: This report compares the level of significance between the 2017 and 2021 American Beliefs Study surveys and displays the changing role of religious faith in life.



Hint: These graphs present the change in the significance of religious faith between the 2017 and 2021 surveys so you can see categories that gained or lost significance.

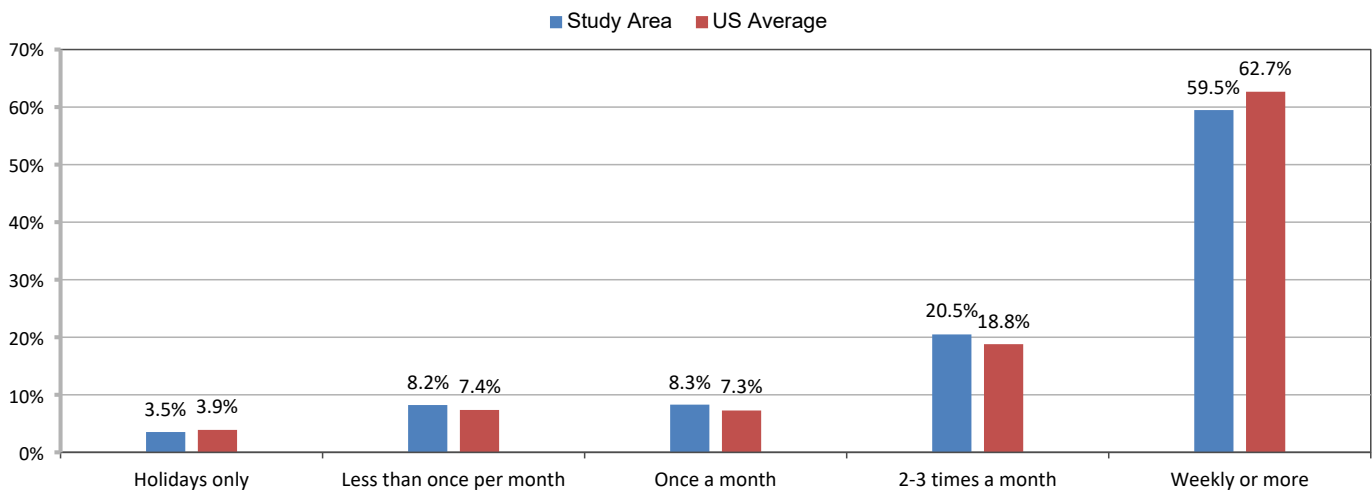
## Level of Participation in Religious Faith

### Study Area Compared to National Average

	Study Area	US Average	Comparative Index
<b><i>Of those who indicated participation</i></b>			
Holidays only	3.5%	3.9%	<b>91</b>
Less than once per month	8.2%	7.4%	<b>112</b>
Once a month	8.3%	7.3%	<b>114</b>
2-3 times a month	20.5%	18.8%	<b>109</b>
Weekly or more	59.5%	62.7%	<b>95</b>

Hint: This report focuses on those who participate in a religious congregation or community and compares your study area's percentages to national averages.

**Estimated Level of Participation**  
The Study Area Compared to National Average



## Supporting Information

### Interpreting the Report

The American Beliefs Study reports help you interpret data at a glance.

**Comparative Indexes:** All variables have a column called Comparative Index, which compares your study area with a larger area. For this report, all comparisons are with the national averages for the data item.

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

**Color Coding:** The Comparative Indexes columns are color coded so you can easily spot changes and the direction of change.

Index: Above Ave    Ave    Below Ave.

### Support

If you need support, email us at [misupport@acst.com](mailto:misupport@acst.com) or call 1-877-230-3212.