

## The MinistryInsite Report 2021

Prepared for: Meitler Consultants  
Study area: SEAS-HolmenWI

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

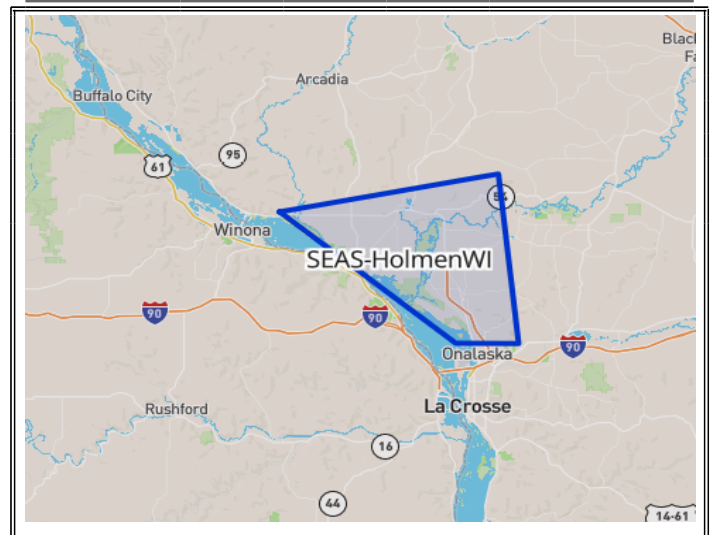
### About the American Beliefs Study Reports

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 lists 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.

### The Study Area



### Contents of the MinistryInsite Report

The **MinistryInsite** Report has five sections that provide multiple views about a single topic.

Topics	Page
Life Concerns	2
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	12
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	17
Program or Ministry Preferences	22
Information Sources and Social Media Preferences	26

### 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.

## MinistryInsite Report 2021

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

Date of Report: 10/11/2023  
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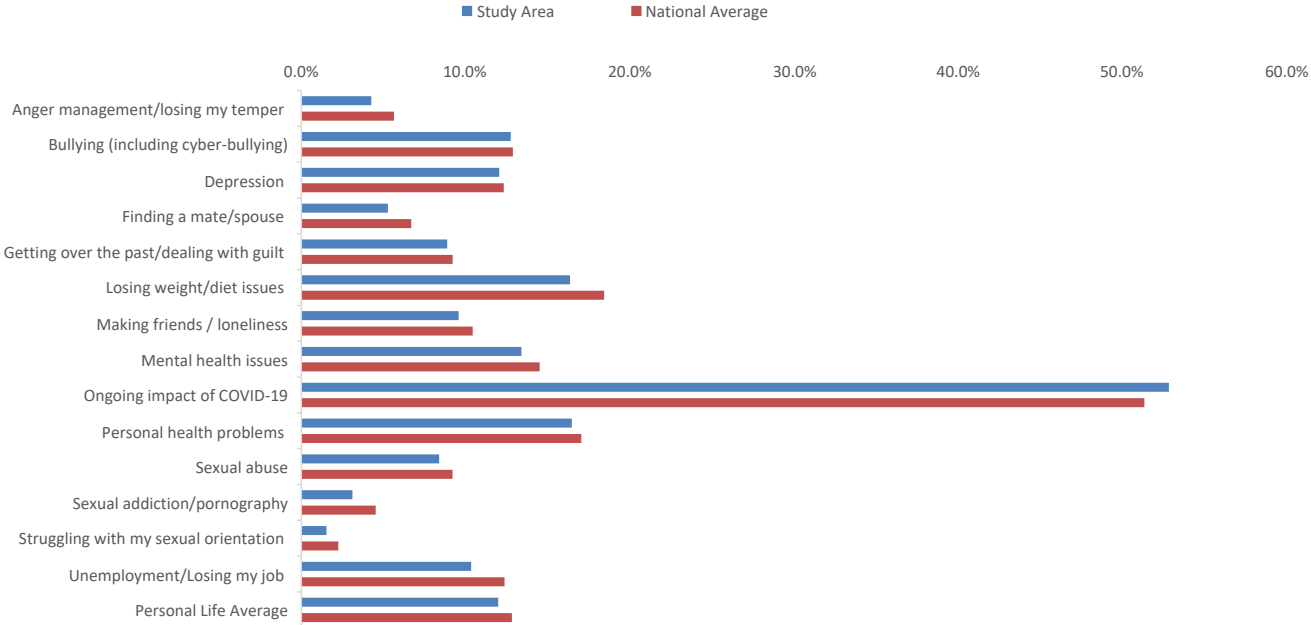
### Life Concerns

These tables present your study area's projected life concerns. Life concerns are broken into categories around a thematic correspondence, and each category shows the concerns that are more likely to dominate the study area. You can compare these to the national average to gain insight into your study area's trends.

At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

Concerns About Personal Health & Life							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Alcohol/drug abuse	14.6%	4.6%	15.1%	5.5%	97	84	
Anger management/losing my temper	30.2%	4.3%	30.0%	5.6%	100	76	
Bullying (including cyber-bullying)	26.9%	12.8%	26.0%	12.9%	103	99	
Depression	36.0%	12.1%	35.8%	12.3%	100	98	
Finding a mate/spouse	12.4%	5.3%	13.6%	6.7%	91	79	
Getting over the past/dealing with guilt	37.5%	8.9%	37.4%	9.2%	100	96	
Losing weight/diet issues	48.5%	16.4%	46.4%	18.4%	104	89	
Making friends / loneliness	37.4%	9.6%	38.2%	10.4%	98	92	
Mental health issues	33.2%	13.4%	33.7%	14.5%	99	92	
Ongoing impact of COVID-19	38.4%	52.8%	38.3%	51.3%	100	103	
Personal health problems	55.5%	16.5%	54.6%	17.0%	102	97	
Sexual abuse	12.5%	8.4%	13.8%	9.2%	90	91	
Sexual addiction/pornography	10.5%	3.1%	11.2%	4.5%	94	69	
Struggling with my sexual orientation	4.4%	1.5%	5.3%	2.3%	84	68	
Unemployment/Losing my job	24.0%	10.3%	23.9%	12.4%	101	84	
<b>Personal Life Average</b>	<b>28.1%</b>	<b>12.0%</b>	<b>28.2%</b>	<b>12.8%</b>	<b>100</b>	<b>94</b>	

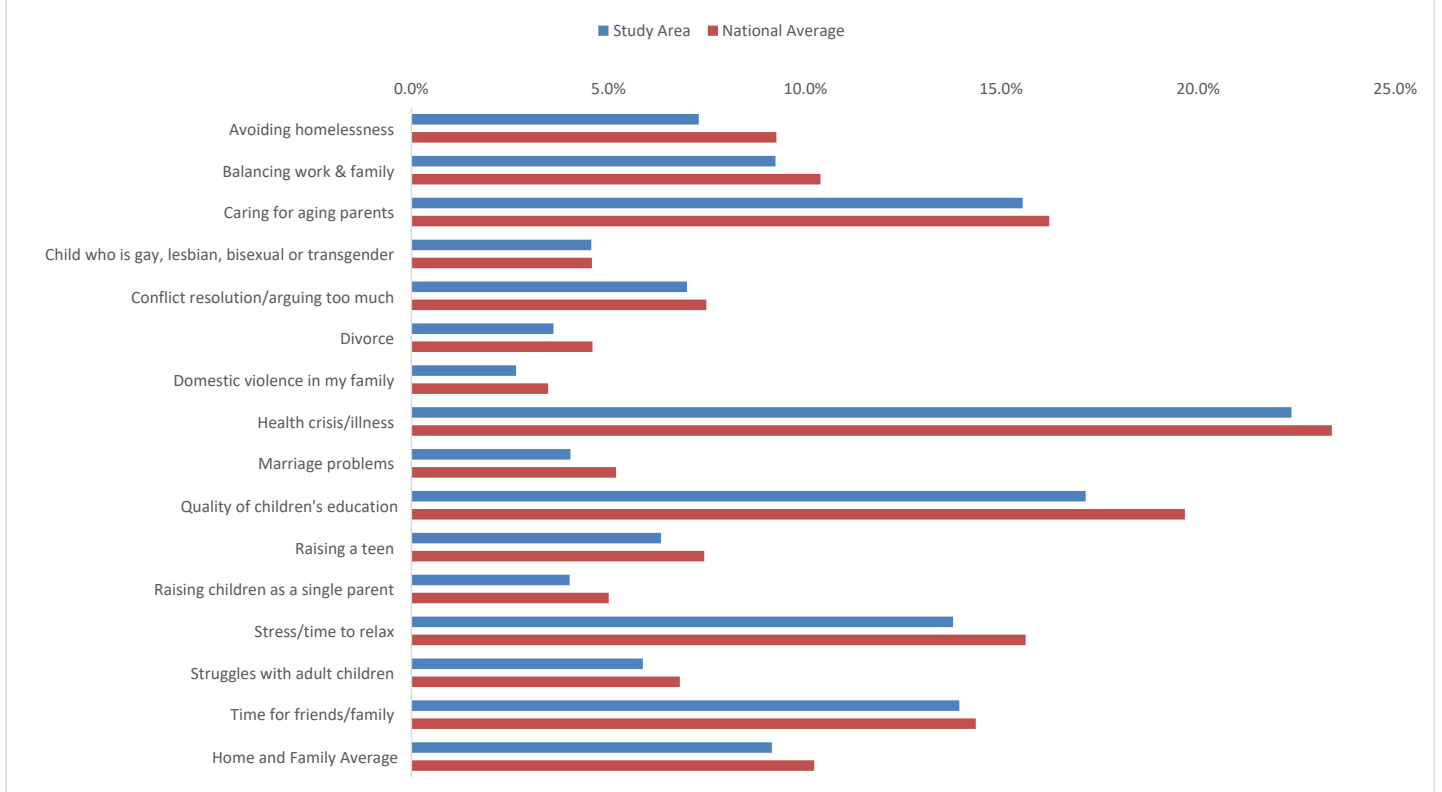
### Significant Personal Health & Life Concerns Study Area Compared to National Average



## Concerns About Home and Family

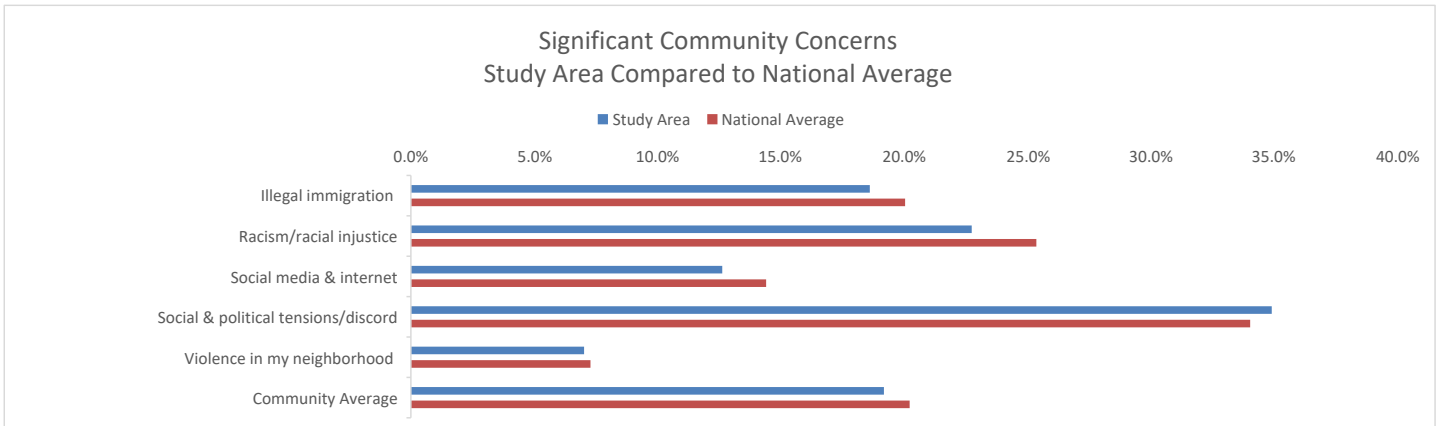
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
	Avoiding homelessness	17.8%	7.3%	19.1%		
Balancing work & family	29.7%	9.3%	30.5%	10.4%	97	89
Caring for aging parents	25.2%	15.5%	25.4%	16.2%	99	96
Child who is gay, lesbian, bisexual or transgender	9.4%	4.6%	9.7%	4.6%	97	100
Conflict resolution/arguing too much	30.5%	7.0%	31.2%	7.5%	98	93
Divorce	11.7%	3.6%	11.8%	4.6%	99	78
Domestic violence in my family	7.0%	2.7%	7.8%	3.5%	89	77
Health crisis/illness	49.1%	22.4%	48.9%	23.4%	100	96
Marriage problems	20.7%	4.0%	19.9%	5.2%	104	78
Quality of children's education	24.6%	17.1%	24.0%	19.7%	102	87
Raising a teen	12.9%	6.3%	14.1%	7.4%	92	85
Raising children as a single parent	9.2%	4.0%	9.9%	5.0%	93	80
Stress/time to relax	48.2%	13.8%	46.1%	15.6%	105	88
Struggles with adult children	26.5%	5.9%	24.5%	6.8%	108	86
Time for friends/family	47.7%	13.9%	47.6%	14.3%	100	97
<b>Home and Family Average</b>	<b>24.7%</b>	<b>9.2%</b>	<b>24.7%</b>	<b>10.2%</b>	<b>100</b>	<b>90</b>

Significant Home and Family Concerns  
Study Area Compared to National Average



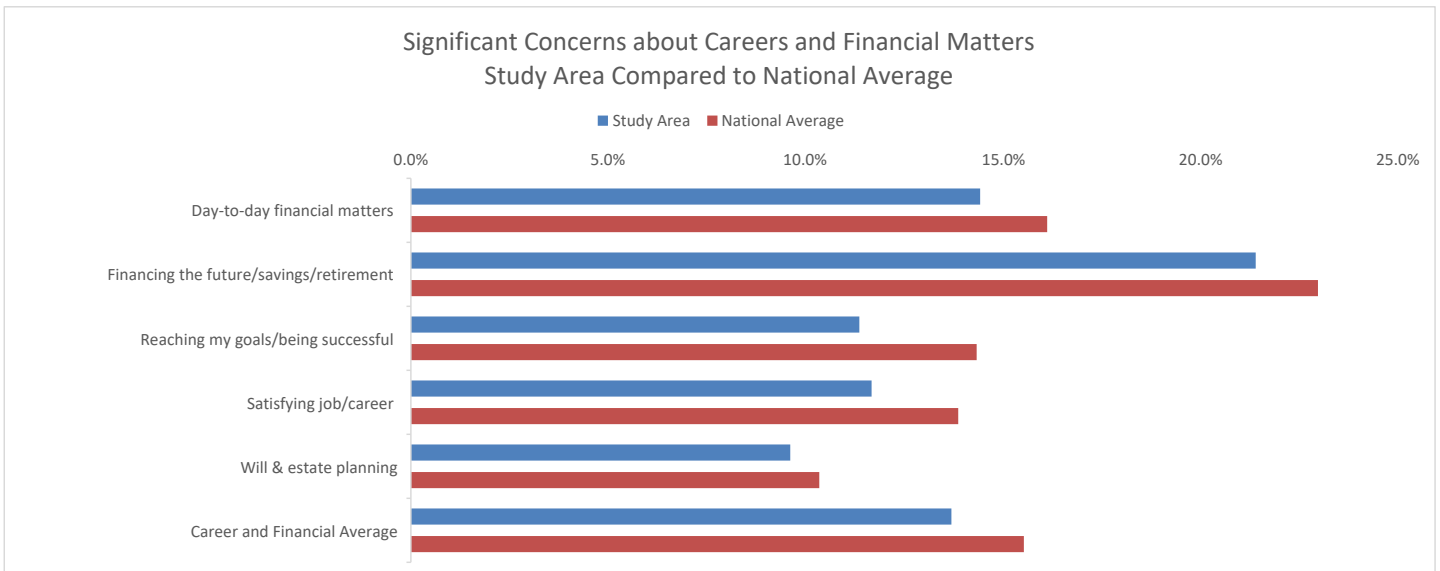
### Concerns About Community

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	26.6%	18.6%	29.2%	20.0%	91	93
Racism/racial injustice	36.5%	22.7%	36.4%	25.3%	100	90
Social media & internet	39.5%	12.6%	38.4%	14.4%	103	88
Social & political tensions/discord	41.0%	34.9%	41.2%	34.0%	99	103
Violence in my neighborhood	29.0%	7.0%	30.7%	7.3%	94	96
<b>Community Average</b>	<b>34.5%</b>	<b>19.2%</b>	<b>35.2%</b>	<b>20.2%</b>	<b>98</b>	<b>95</b>



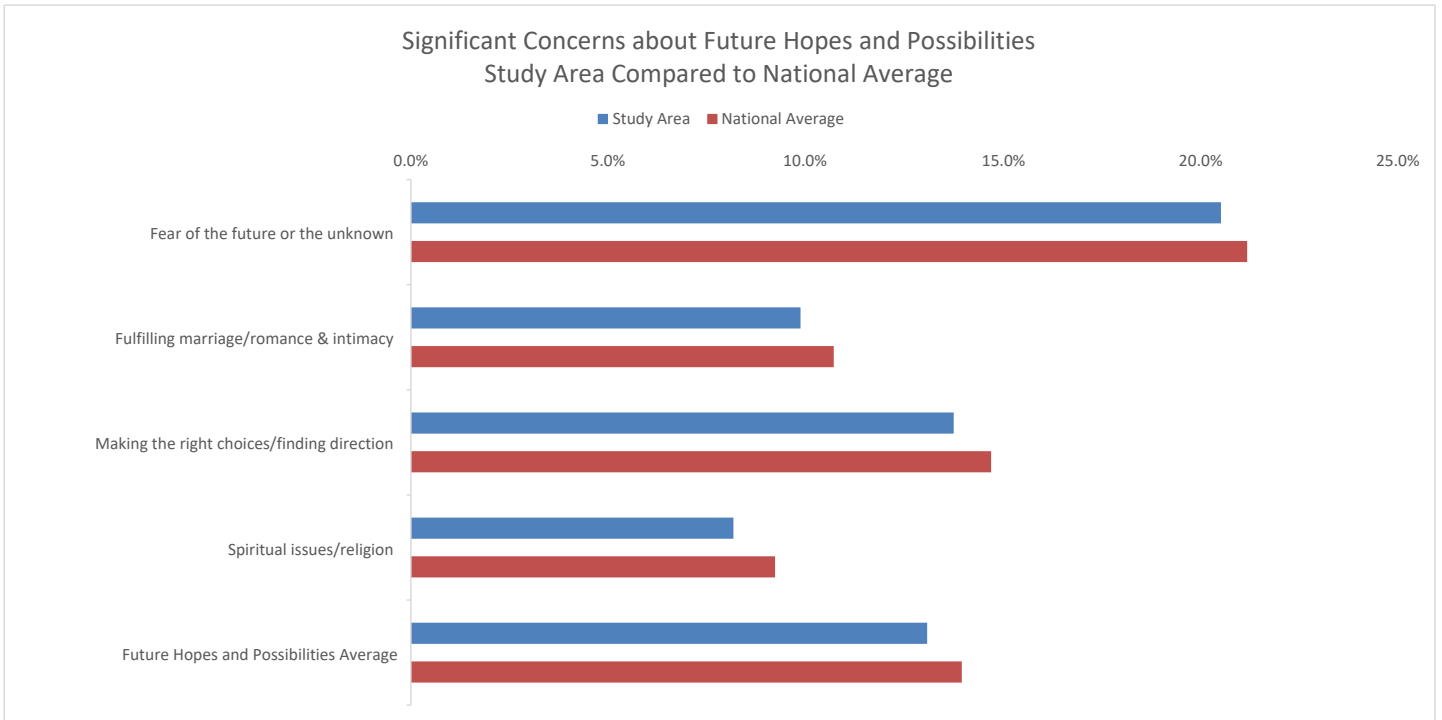
### Concerns about Careers and Financial Matters

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	44.1%	14.4%	42.9%	16.1%	103	89
Financing the future/savings/retirement	48.1%	21.4%	46.8%	23.0%	103	93
Reaching my goals/being successful	40.5%	11.4%	40.3%	14.3%	101	79
Satisfying job/career	28.8%	11.7%	29.1%	13.9%	99	84
Will & estate planning	41.3%	9.6%	40.6%	10.3%	102	93
<b>Career and Financial Average</b>	<b>40.6%</b>	<b>13.7%</b>	<b>39.9%</b>	<b>15.5%</b>	<b>102</b>	<b>88</b>



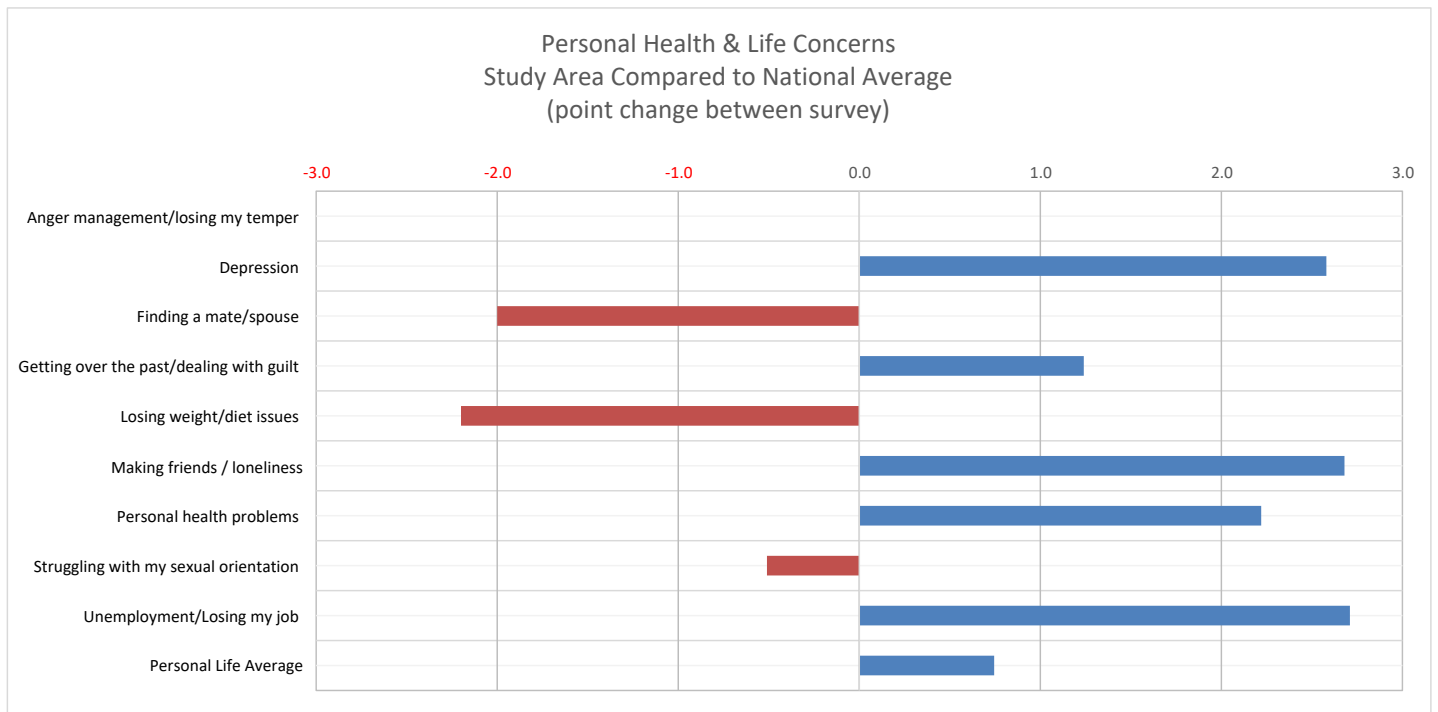
### Concerns about Future Hopes and Possibilities

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Fear of the future or the unknown	51.6%	20.5%	50.5%	21.2%	102	97
Fulfilling marriage/romance & intimacy	31.2%	9.9%	31.3%	10.7%	99	92
Making the right choices/finding direction	45.7%	13.8%	45.2%	14.7%	101	94
Spiritual issues/religion	29.5%	8.2%	27.6%	9.2%	107	89
<b>Future Hopes and Possibilities Average</b>	<b>39.5%</b>	<b>13.1%</b>	<b>38.7%</b>	<b>14.0%</b>	<b>102</b>	<b>94</b>

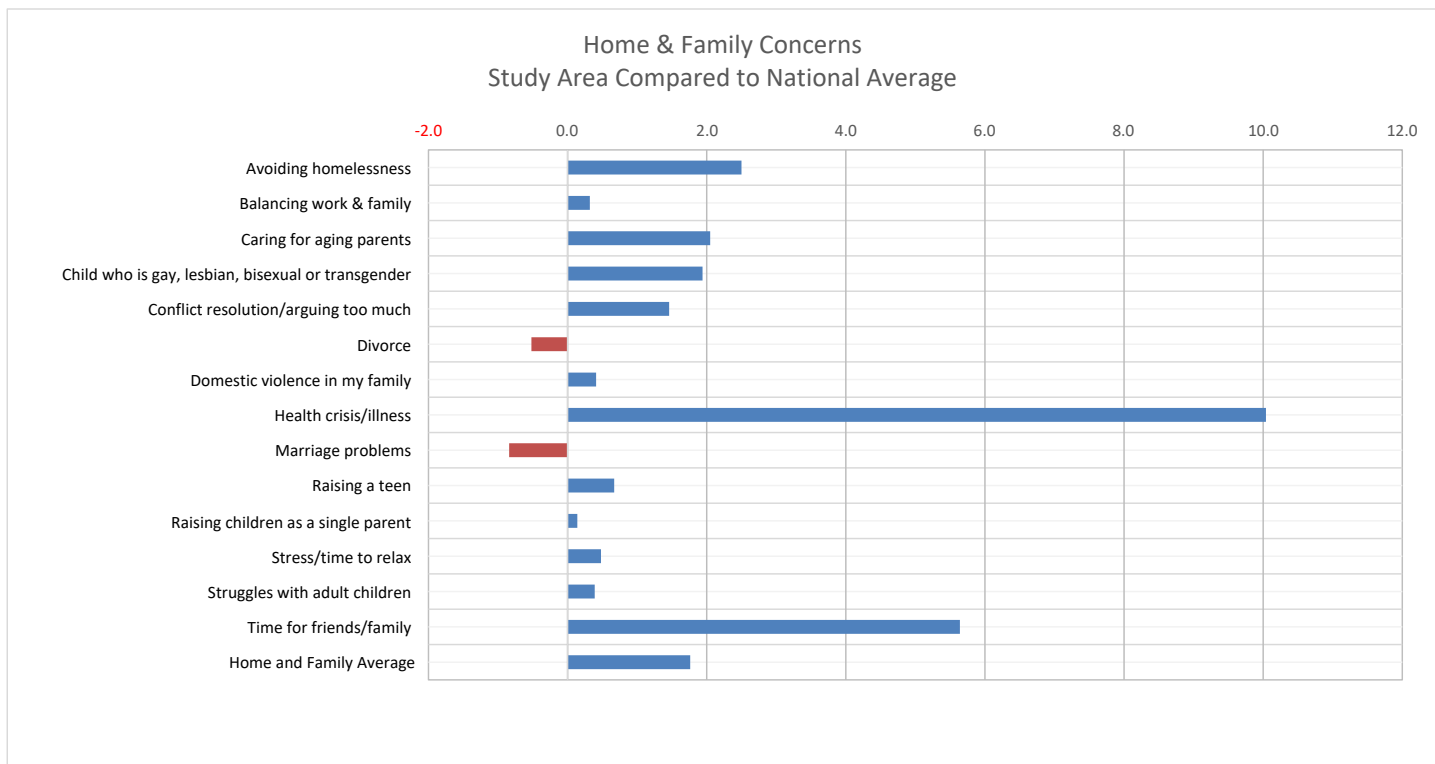


## Concerns About Personal Health & Life

Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.9%	4.6%	0.7
Anger management/losing my temper	4.3%	4.3%	0.0
Depression	9.5%	12.1%	2.6
Finding a mate/spouse	7.3%	5.3%	-2.0
Getting over the past/dealing with guilt	7.6%	8.9%	1.2
Losing weight/diet issues	18.6%	16.4%	-2.2
Making friends / loneliness	6.9%	9.6%	2.7
Personal health problems	14.3%	16.5%	2.2
Struggling with my sexual orientation	2.0%	1.5%	-0.5
Unemployment/Losing my job	7.6%	10.3%	2.7
<b>Personal Life Average</b>	<b>8.2%</b>	<b>8.9%</b>	<b>0.7</b>

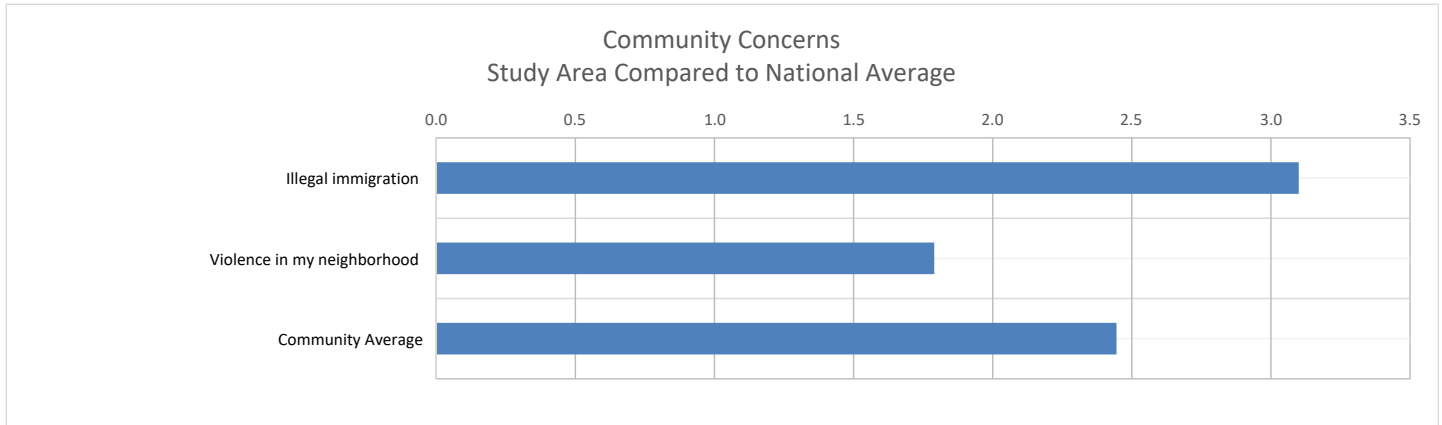


Study Area Comparison between 2017 & 2021	Concerns About Home and Family		
	2017	2021	Point Change Between Surveys
Avoiding homelessness	4.8%	7.3%	2.5
Balancing work & family	8.9%	9.3%	0.3
Caring for aging parents	13.5%	15.5%	2.1
Child who is gay, lesbian, bisexual or transgender	2.6%	4.6%	1.9
Conflict resolution/arguing too much	5.5%	7.0%	1.5
Divorce	4.1%	3.6%	-0.5
Domestic violence in my family	2.3%	2.7%	0.4
Health crisis/illness	12.3%	22.4%	10.0
Marriage problems	4.9%	4.0%	-0.8
Raising a teen	5.7%	6.3%	0.7
Raising children as a single parent	3.9%	4.0%	0.1
Stress/time to relax	13.3%	13.8%	0.5
Struggles with adult children	5.5%	5.9%	0.4
Time for friends/family	8.3%	13.9%	5.6
<b>Home and Family Average</b>	<b>6.8%</b>	<b>8.6%</b>	<b>1.8</b>

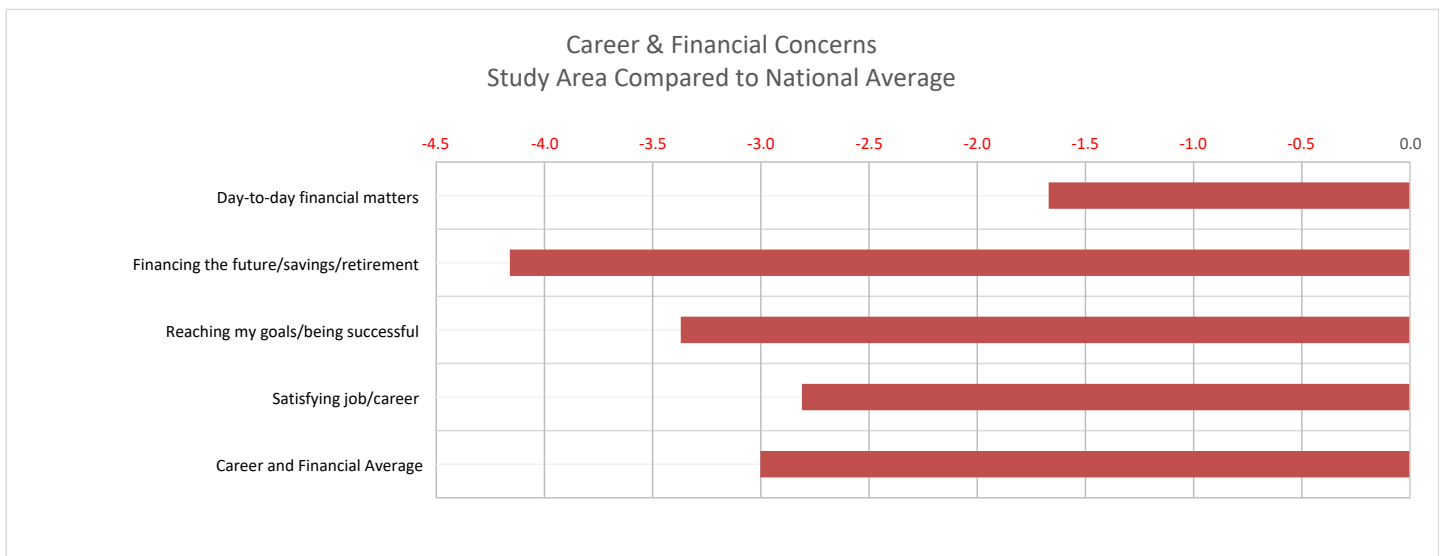




Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	15.5%	18.6%	3.1
Violence in my neighborhood	5.2%	7.0%	1.8
<b>Community Average</b>	<b>10.4%</b>	<b>12.8%</b>	<b>2.4</b>



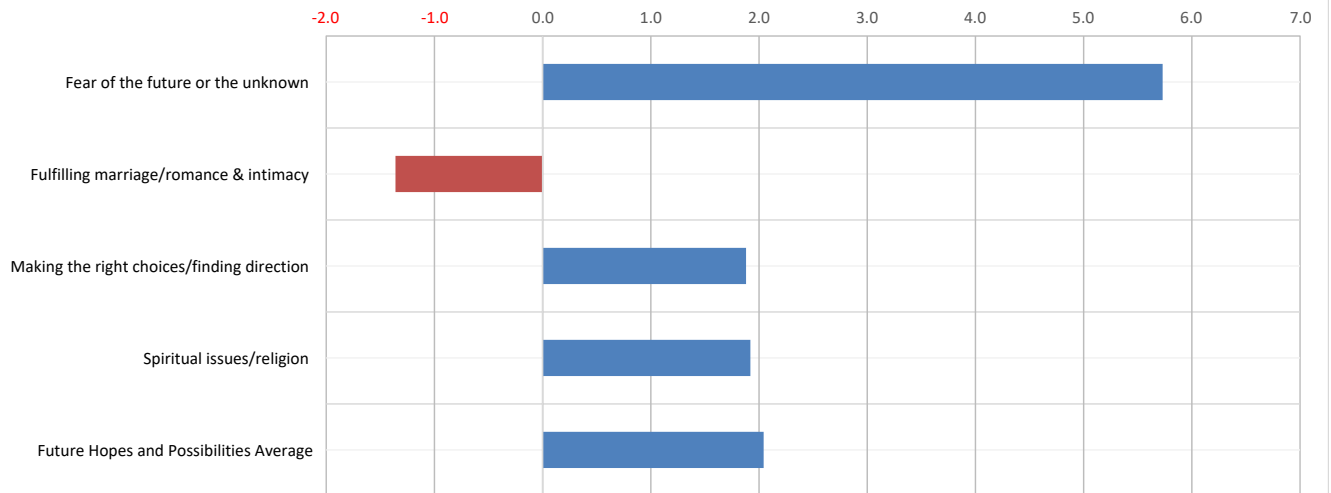
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	16.1%	14.4%	-1.7
Financing the future/savings/retirement	25.6%	21.4%	-4.2
Reaching my goals/being successful	14.7%	11.4%	-3.4
Satisfying job/career	14.5%	11.7%	-2.8
<b>Career and Financial Average</b>	<b>17.7%</b>	<b>14.7%</b>	<b>-3.0</b>



### Concerns about Future Hopes and Possibilities

Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	14.8%	20.5%	5.7
Fulfilling marriage/romance & intimacy	11.2%	9.9%	-1.4
Making the right choices/finding direction	11.9%	13.8%	1.9
Spiritual issues/religion	6.3%	8.2%	1.9
<b>Future Hopes and Possibilities Average</b>	<b>11.0%</b>	<b>13.1%</b>	<b>2.0</b>

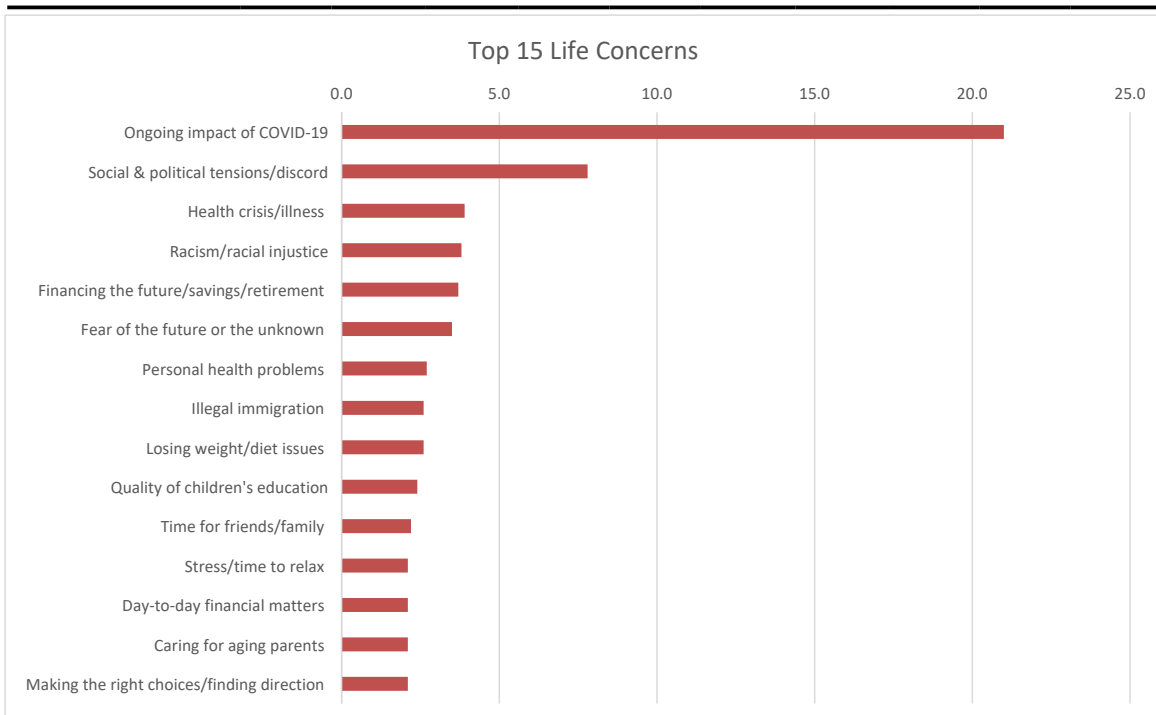
Future Hopes & Possibilities Concerns  
Study Area Compared to National Average



If congregational ministries and programs intend to provide support and service to their communities, knowing the community's concerns is important.

This report analyzes Life Concerns data and displays the 15 highest concerns for your study area. You can use this to discuss ways to engage and serve your community.

Priority List	Top 15 of 44 Life Concerns			
	Ranked by greatest concerns			
	Ranking	Concern	Ratio	Strength of Concern
	1	Ongoing impact of COVID-19	21.0	Extremely Strong Concern
	2	Social & political tensions/discord	7.8	Very Strong Concern
	3	Health crisis/illness	3.9	Strong Concern
	4	Racism/racial injustice	3.8	Strong Concern
	5	Financing the future/savings/retirement	3.7	Strong Concern
	6	Fear of the future or the unknown	3.5	Strong Concern
	7	Personal health problems	2.7	Strong Concern
	8	Illegal immigration	2.6	Strong Concern
	9	Losing weight/diet issues	2.6	Strong Concern
	10	Quality of children's education	2.4	Strong Concern
	11	Time for friends/family	2.2	Strong Concern
	12	Stress/time to relax	2.1	Strong Concern
	13	Day-to-day financial matters	2.1	Strong Concern
	14	Caring for aging parents	2.1	Strong Concern
	15	Making the right choices/finding direction	2.1	Strong Concern



Hint: This report compares the percentage of people who had significant concern on the issue to those who had little to no concern on the issue.

## Reasons for Non-Participation—Those Outside of a Religious Congregation or Community

People have different reasons for not participating in a religious congregation or community. We look at this from two perspectives: those on the outside and those currently on the inside.

The Outside group indicated they are not currently participating in any religious community and gave reasons why they probably will not participate in a religious congregation or community. The Inside group reflects those who currently participate but have considered discontinuing their involvement.

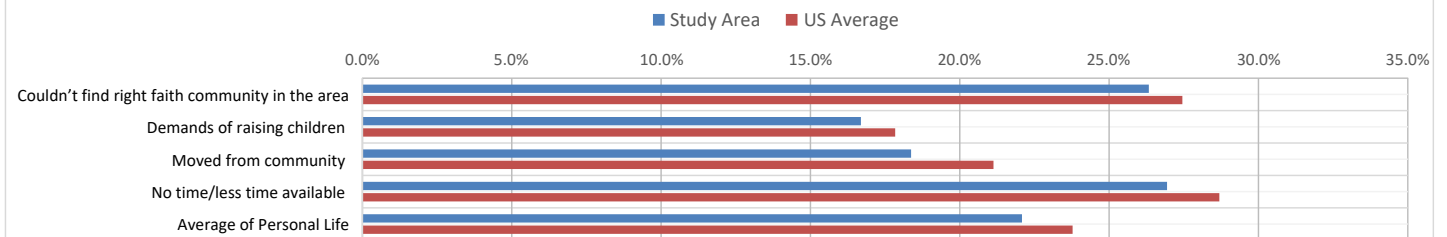
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the end of this section, the top 10 reasons for not participating in a religious congregation or community display.

### From Outside: Reasons for non-participation in a religious congregation or religious community

#### Study Area Compared to National Average

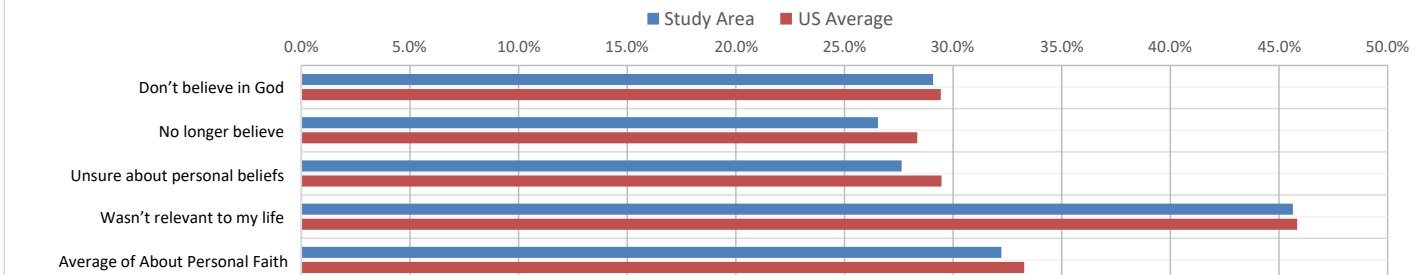
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	26.3%	27.5%	96
Demands of raising children	16.7%	17.8%	94
Moved from community	18.4%	21.1%	87
No time/less time available	26.9%	28.7%	94
<b>Average of Personal Life</b>	<b>22.1%</b>	<b>23.8%</b>	<b>93</b>

#### Reasons About *Personal Life* for Non-participation in a Religious Congregation Compared to National Average



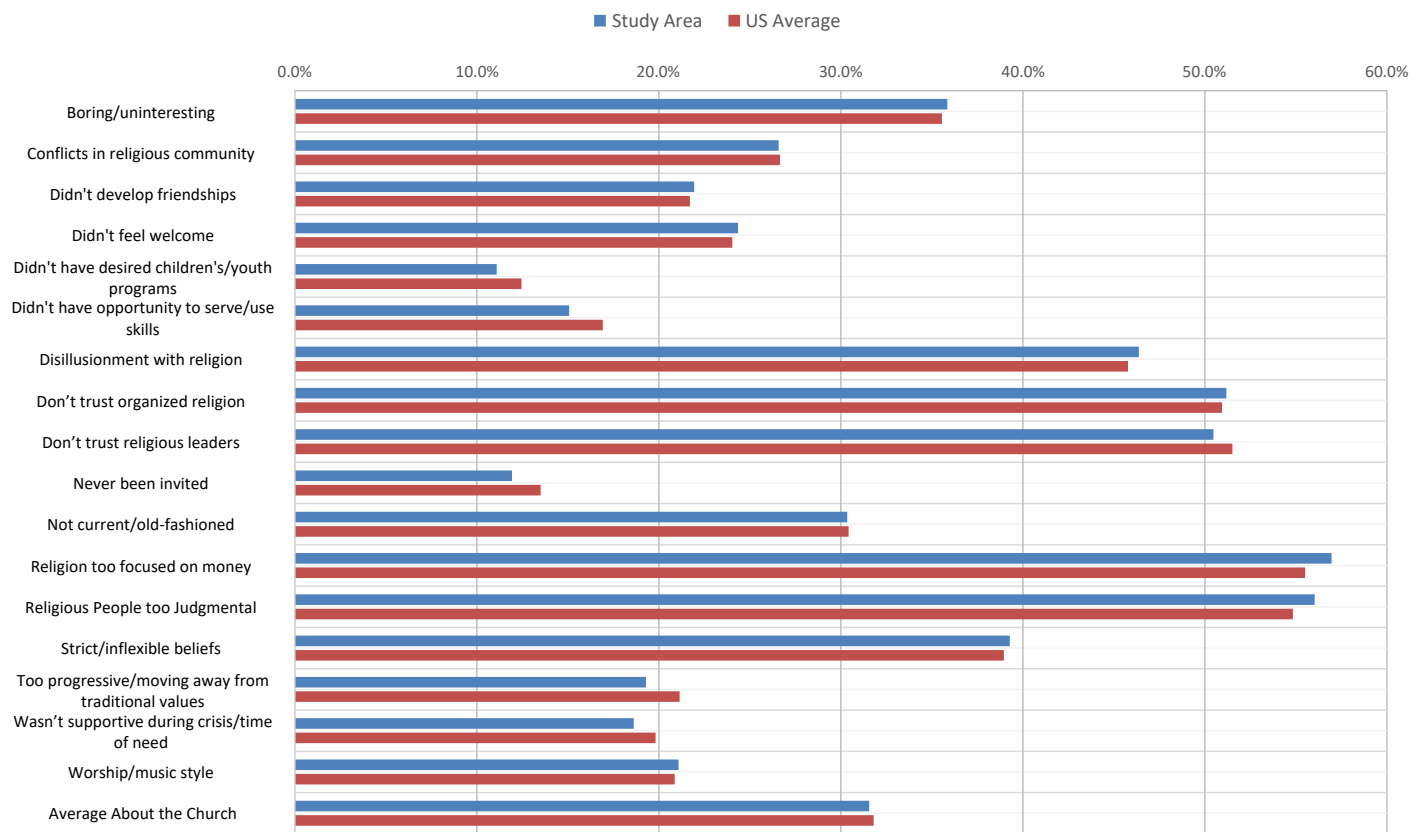
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	29.1%	29.4%	99
No longer believe	26.5%	28.4%	94
Unsure about personal beliefs	27.6%	29.5%	94
Wasn't relevant to my life	45.6%	45.8%	100
<b>Average of About Personal Faith</b>	<b>32.2%</b>	<b>33.3%</b>	<b>97</b>

#### Reasons About *Personal Faith* for Non-participation in a Religious Congregation Compared to National Average



<b>About the Church</b>	Study Area	US Average	Comparative Index
Boring/uninteresting	35.9%	35.6%	101
Conflicts in religious community	26.6%	26.7%	100
Didn't develop friendships	21.9%	21.7%	101
Didn't feel welcome	24.4%	24.0%	101
Didn't have desired children's/youth programs	11.1%	12.5%	89
Didn't have opportunity to serve/use skills	15.1%	16.9%	89
Disillusionment with religion	46.4%	45.8%	101
Don't trust organized religion	51.2%	50.9%	100
Don't trust religious leaders	50.5%	51.5%	98
Never been invited	11.9%	13.5%	88
Not current/old-fashioned	30.4%	30.4%	100
Religion too focused on money	57.0%	55.5%	103
Religious People too Judgmental	56.0%	54.8%	102
Strict/inflexible beliefs	39.3%	39.0%	101
Too progressive/moving away from traditional values	19.3%	21.1%	91
Wasn't supportive during crisis/time of need	18.6%	19.8%	94
Worship/music style	21.1%	20.9%	101
<b>Average About the Church</b>	<b>31.6%</b>	<b>31.8%</b>	<b>99</b>

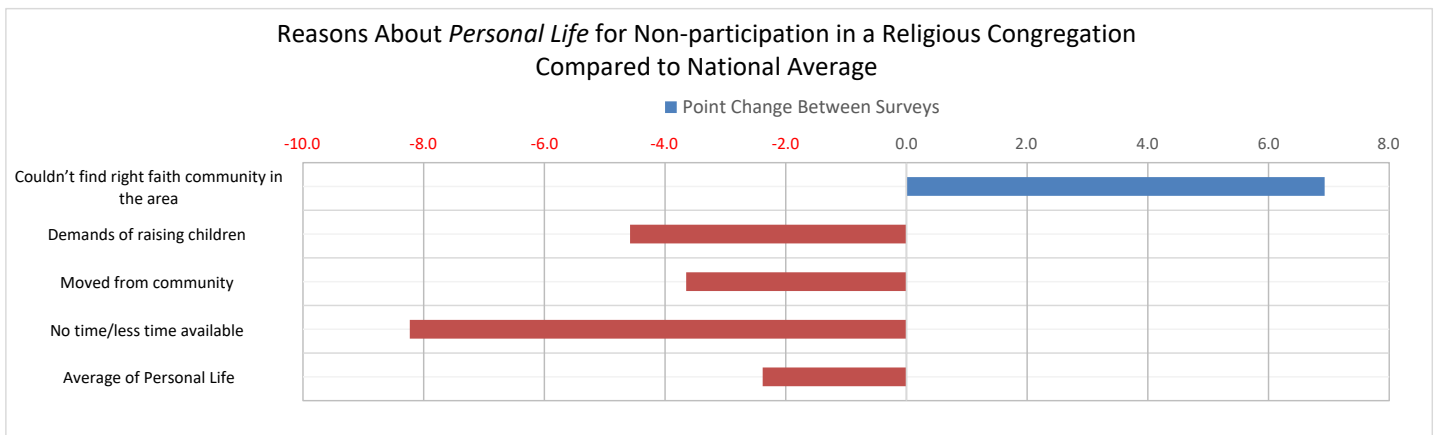
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



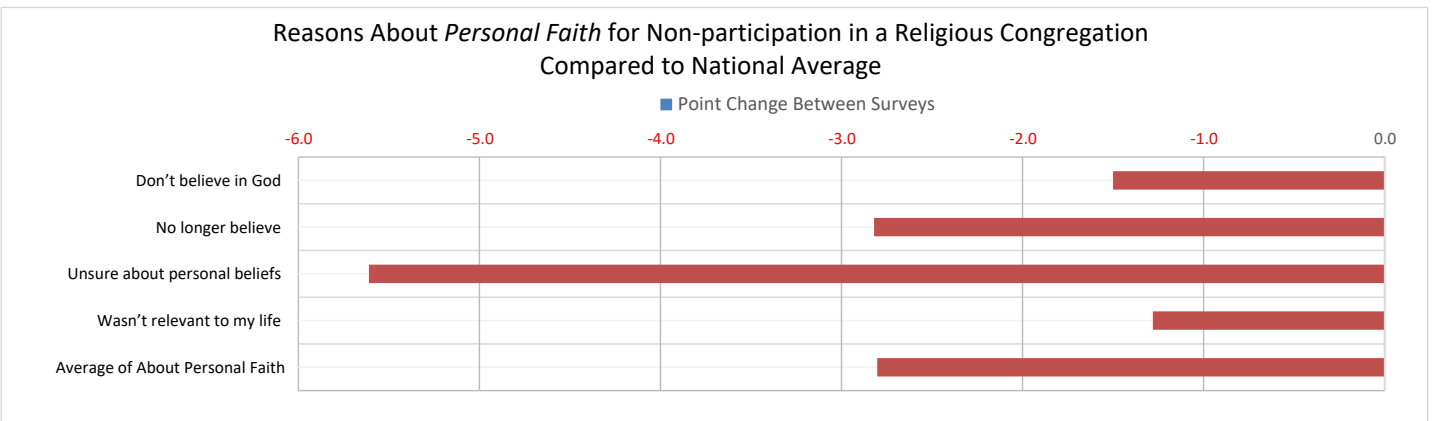
From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

<b>About Personal Life</b>	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	19.4%	26.3%	6.9
Demands of raising children	21.3%	16.7%	-4.6
Moved from community	22.0%	18.4%	-3.7
No time/less time available	35.2%	26.9%	-8.2
<b>Average of Personal Life</b>	<b>24.5%</b>	<b>22.1%</b>	<b>-2.4</b>



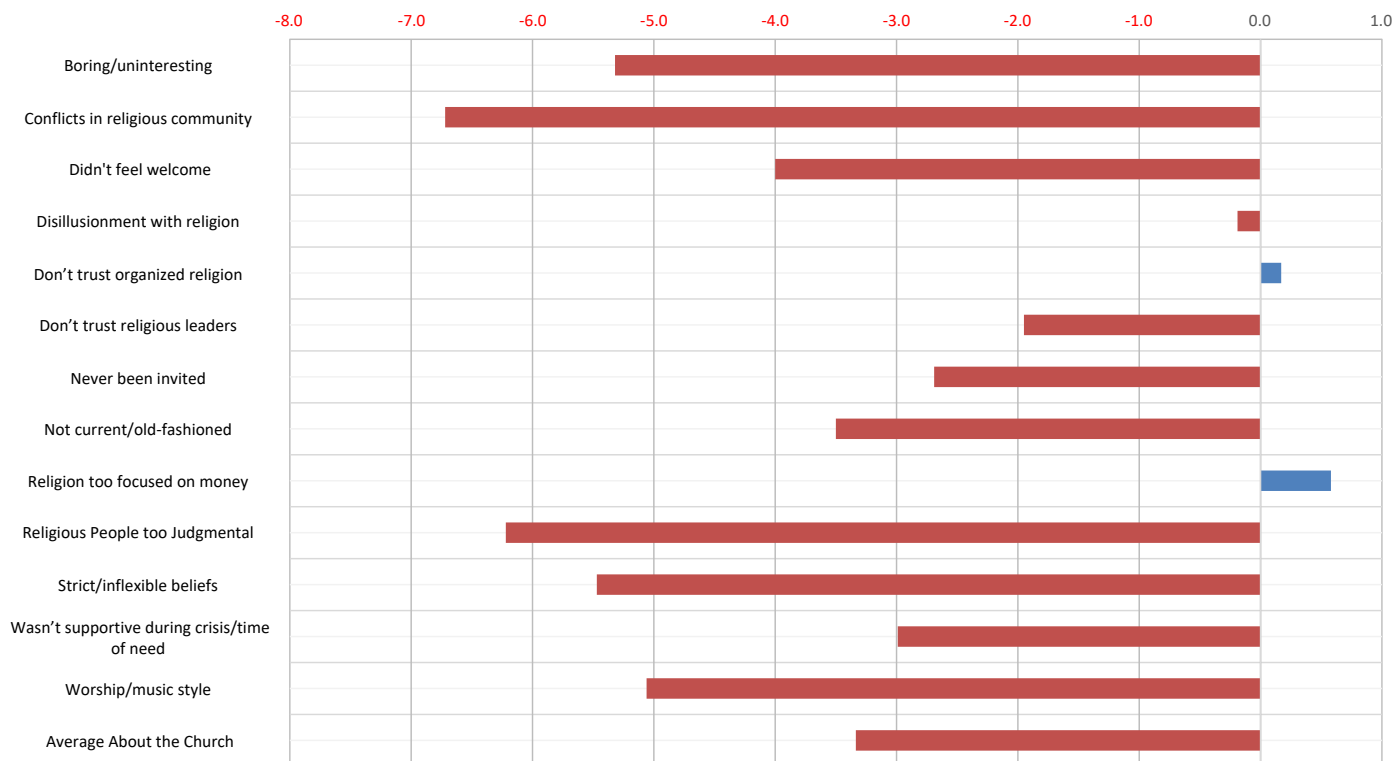
<b>About Personal Faith</b>	2017	2021	Point Change Between Surveys
Don't believe in God	30.6%	29.1%	-1.5
No longer believe	29.4%	26.5%	-2.8
Unsure about personal beliefs	33.2%	27.6%	-5.6
Wasn't relevant to my life	46.9%	45.6%	-1.3
<b>Average of About Personal Faith</b>	<b>35.0%</b>	<b>32.2%</b>	<b>-2.8</b>



<b>About the Church</b>	2017	2021	Point Change Between Surveys
Boring/uninteresting	41.2%	35.9%	-5.3
Conflicts in religious community	33.3%	26.6%	-6.7
Didn't feel welcome	28.4%	24.4%	-4.0
Disillusionment with religion	46.6%	46.4%	-0.2
Don't trust organized religion	51.0%	51.2%	0.2
Don't trust religious leaders	52.4%	50.5%	-2.0
Never been invited	14.6%	11.9%	-2.7
Not current/old-fashioned	33.9%	30.4%	-3.5
Religion too focused on money	56.4%	57.0%	0.6
Religious People too Judgmental	62.3%	56.0%	-6.2
Strict/inflexible beliefs	44.8%	39.3%	-5.5
Wasn't supportive during crisis/time of need	21.6%	18.6%	-3.0
Worship/music style	26.1%	21.1%	-5.1
<b>Average About the Church</b>	<b>39.4%</b>	<b>36.1%</b>	<b>-3.3</b>

Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average

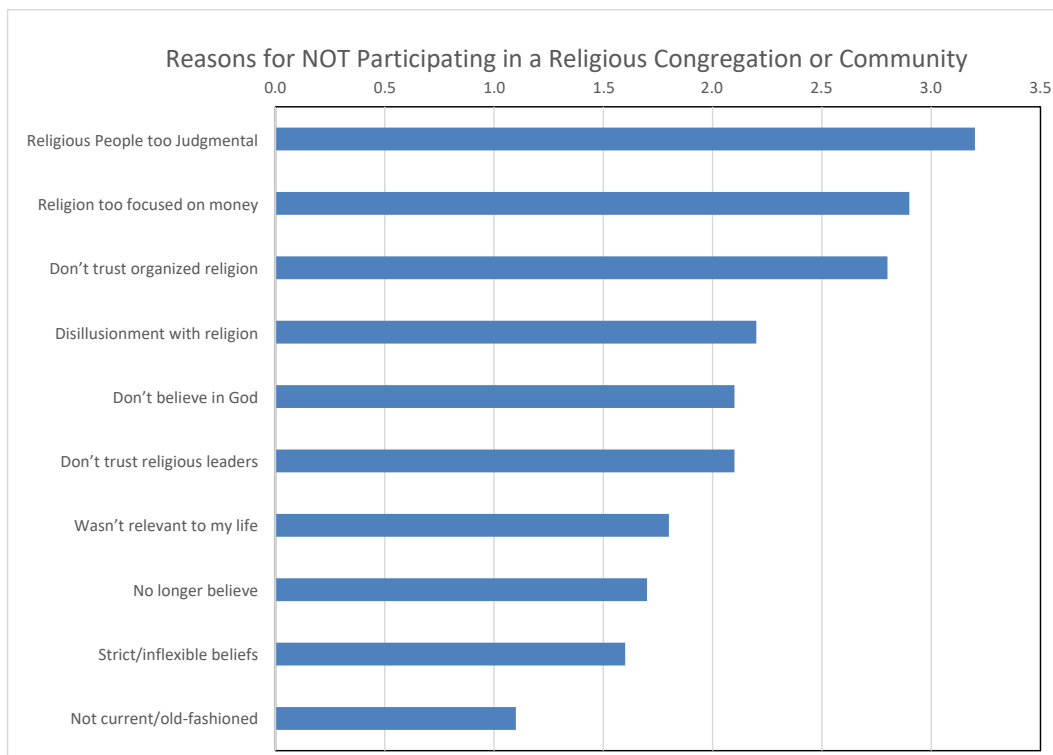
■ Point Change Between Surveys



Priority List

Top 10 of 25 Reasons for people outside a religious congregation or community for not participating

Ranking	Concern	Ratio	Strength of Reason
1	Religious People too Judgmental	3.2	Strong Reason
2	Religion too focused on money	2.9	Strong Reason
3	Don't trust organized religion	2.8	Strong Reason
4	Disillusionment with religion	2.2	Strong Reason
5	Don't believe in God	2.1	Strong Reason
6	Don't trust religious leaders	2.1	Strong Reason
7	Wasn't relevant to my life	1.8	Somewhat Strong Reason
8	No longer believe	1.7	Somewhat Strong Reason
9	Strict/inflexible beliefs	1.6	Somewhat Strong Reason
10	Not current/old-fashioned	1.1	Moderate Reason



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.



## Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community

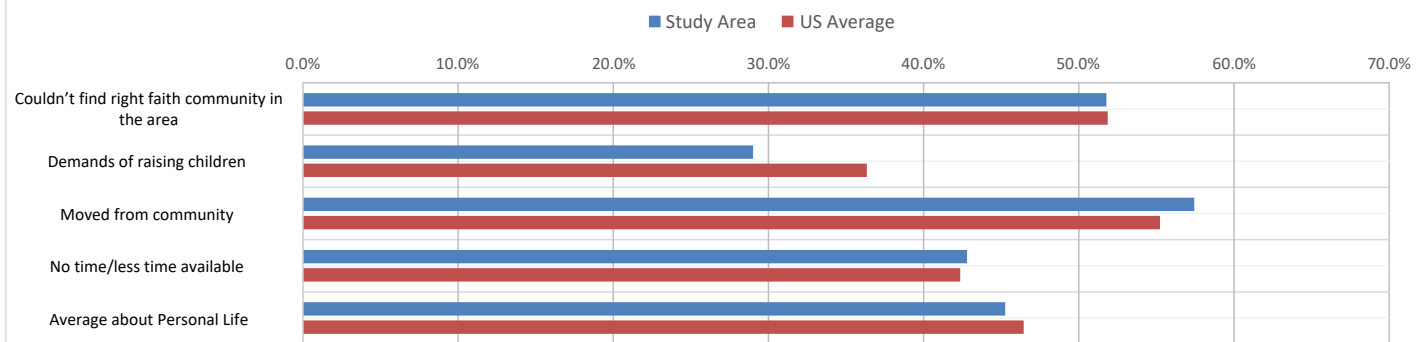
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

### From the Inside: Reasons for considering non-participation in a religious congregation or religious community

#### Study Area Compared to National Average

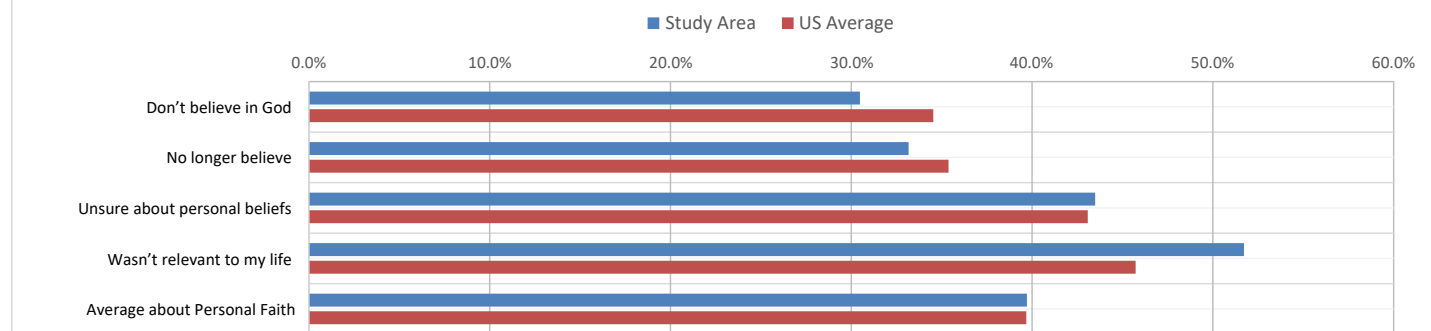
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	51.8%	51.9%	100
Demands of raising children	29.0%	36.3%	80
Moved from community	57.4%	55.2%	104
No time/less time available	42.8%	42.4%	101
<b>Average about Personal Life</b>	<b>45.3%</b>	<b>46.5%</b>	<b>97</b>

Reasons About *Personal Life* for Considering Non-participation in a Religious Congregation Compared to National Average



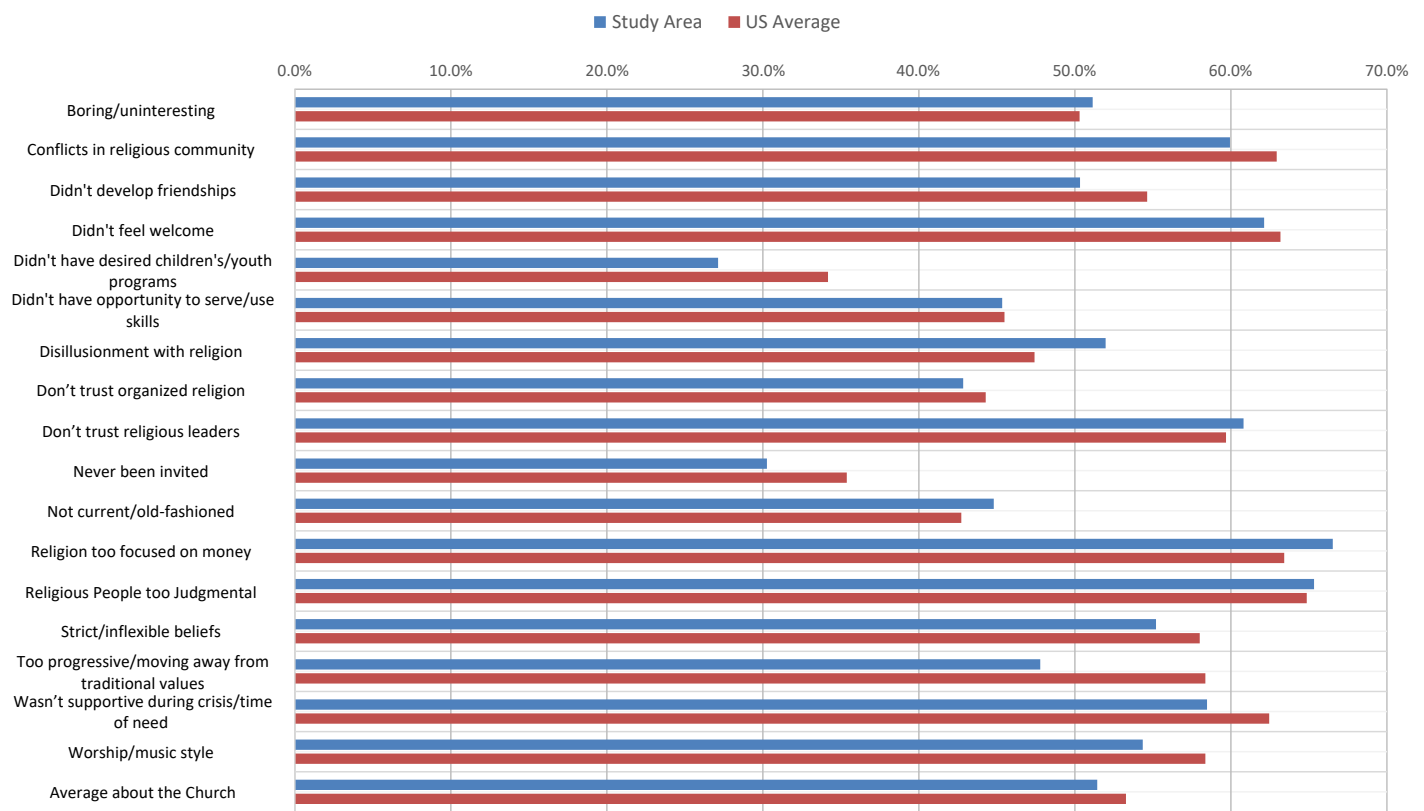
<i>About Personal Faith</i>	Study Area	US Average	Comparative Index
Don't believe in God	30.5%	34.5%	88
No longer believe	33.2%	35.4%	94
Unsure about personal beliefs	43.5%	43.1%	101
Wasn't relevant to my life	51.7%	45.7%	113
<b>Average about Personal Faith</b>	<b>39.7%</b>	<b>39.7%</b>	<b>100</b>

Reasons About *Personal Faith* for Considering Non-participation in a Religious Congregation Compared to National Average



<b>About the Church</b>	Study Area	US Average	Comparative Index
Boring/uninteresting	51.1%	50.3%	102
Conflicts in religious community	59.9%	62.9%	95
Didn't develop friendships	50.3%	54.6%	92
Didn't feel welcome	62.1%	63.2%	98
Didn't have desired children's/youth programs	27.1%	34.2%	79
Didn't have opportunity to serve/use skills	45.3%	45.5%	100
Disillusionment with religion	52.0%	47.4%	110
Don't trust organized religion	42.8%	44.3%	97
Don't trust religious leaders	60.8%	59.7%	102
Never been invited	30.3%	35.4%	86
Not current/old-fashioned	44.8%	42.7%	105
Religion too focused on money	66.5%	63.4%	105
Religious People too Judgmental	65.3%	64.9%	101
Strict/inflexible beliefs	55.2%	58.0%	95
Too progressive/moving away from traditional values	47.8%	58.4%	82
Wasn't supportive during crisis/time of need	58.5%	62.5%	94
Worship/music style	54.4%	58.4%	93
<b>Average about the Church</b>	<b>51.4%</b>	<b>53.3%</b>	<b>97</b>

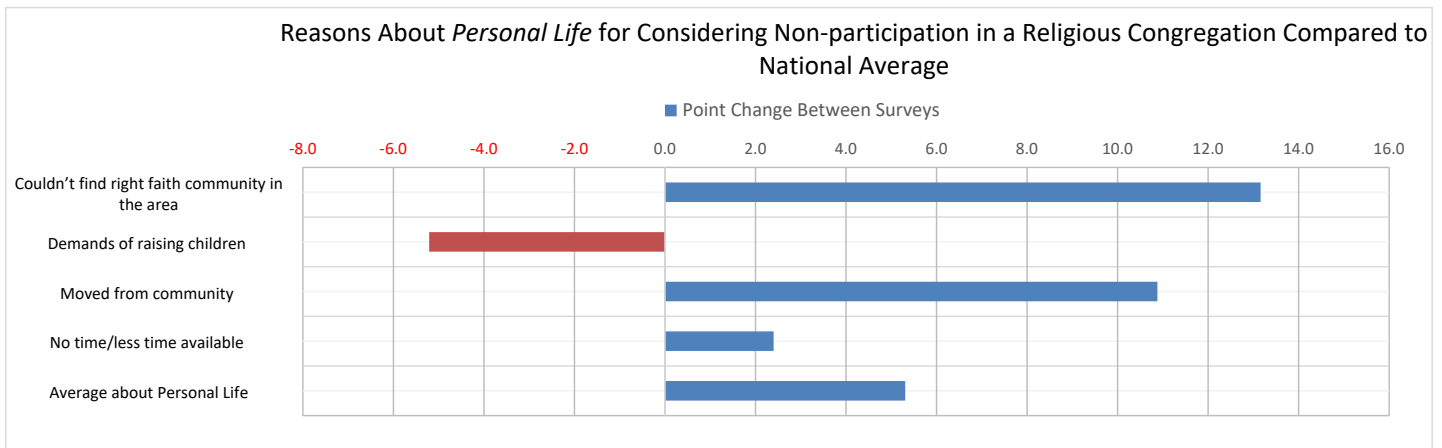
Reasons *About the Church* for Considering Non-participation in a Religious Congregation Compared to National Average



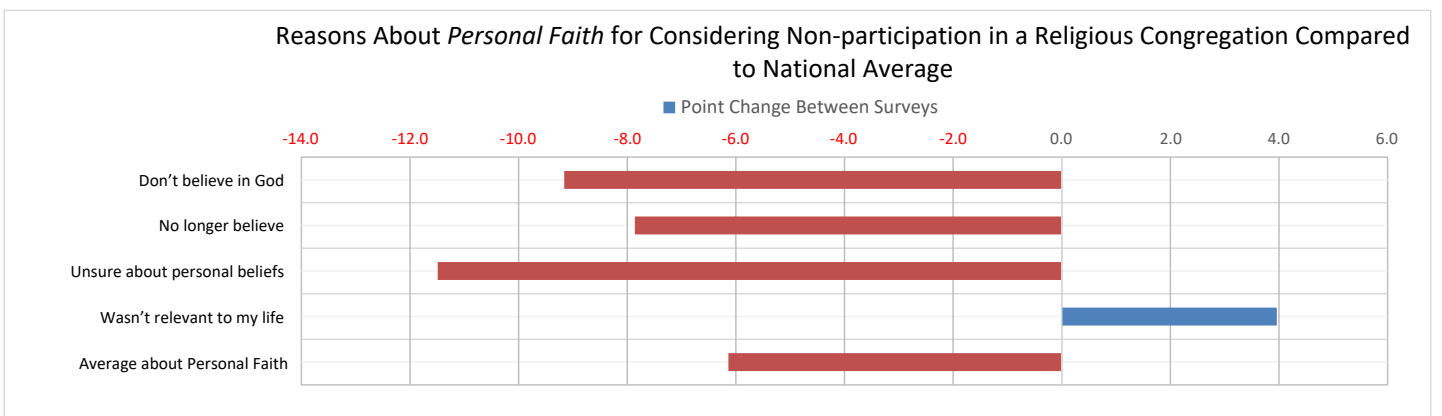
**From the Inside: Reasons for considering non-participation in a religious congregation or religious community**

**Study Area Comparison between 2017 & 2021**

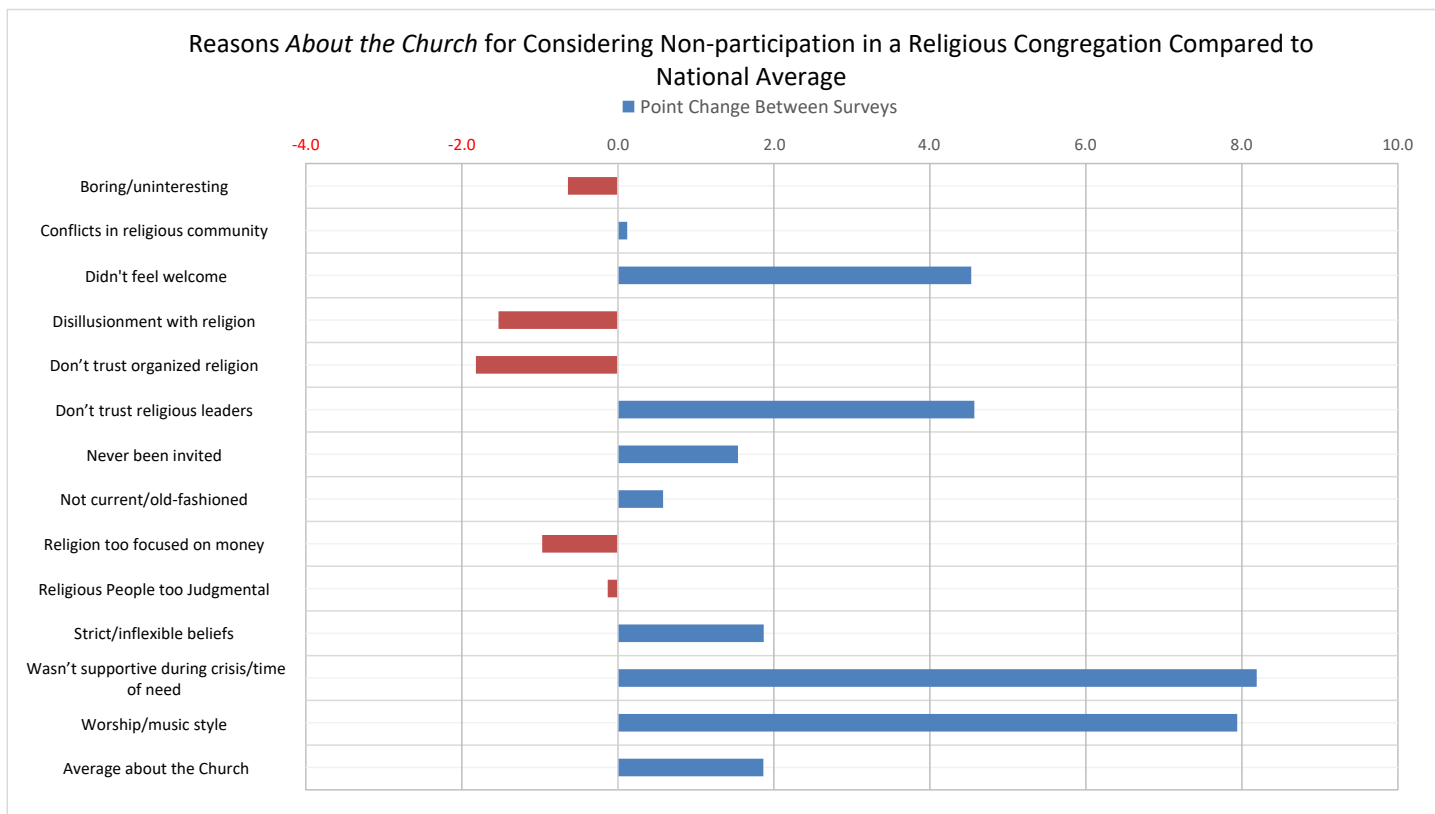
<b>About Personal Life</b>	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	38.6%	51.8%	13.2
Demands of raising children	34.2%	29.0%	-5.2
Moved from community	46.6%	57.4%	10.9
No time/less time available	40.4%	42.8%	2.4
<b>Average about Personal Life</b>	<b>40.0%</b>	<b>45.3%</b>	<b>5.3</b>



<b>About Personal Faith</b>	2017	2021	Point Change Between Surveys
Don't believe in God	39.6%	30.5%	-9.2
No longer believe	41.0%	33.2%	-7.9
Unsure about personal beliefs	55.0%	43.5%	-11.5
Wasn't relevant to my life	47.8%	51.7%	4.0
<b>Average about Personal Faith</b>	<b>45.9%</b>	<b>39.7%</b>	<b>-6.1</b>

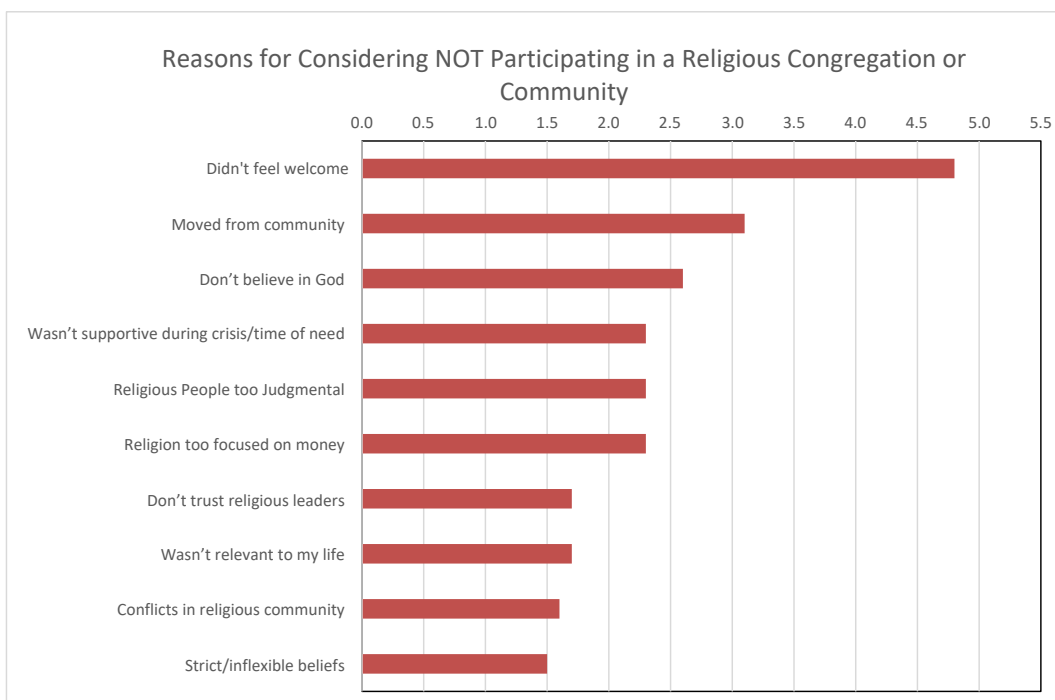


<b>About the Church</b>	2017	2021	Point Change Between Surveys
Boring/uninteresting	51.8%	51.1%	-0.6
Conflicts in religious community	59.8%	59.9%	0.1
Didn't feel welcome	57.6%	62.1%	4.5
Disillusionment with religion	53.5%	52.0%	-1.5
Don't trust organized religion	44.7%	42.8%	-1.8
Don't trust religious leaders	56.2%	60.8%	4.6
Never been invited	28.7%	30.3%	1.5
Not current/old-fashioned	44.2%	44.8%	0.6
Religion too focused on money	67.5%	66.5%	-1.0
Religious People too Judgmental	65.5%	65.3%	-0.1
Strict/inflexible beliefs	53.3%	55.2%	1.9
Wasn't supportive during crisis/time of need	50.3%	58.5%	8.2
Worship/music style	46.4%	54.4%	7.9
<b>Average about the Church</b>	<b>52.3%</b>	<b>54.1%</b>	<b>1.9</b>



Top 10 of 25 reasons for considering NOT participating in a religious congregation or community

Ranking	Concern	Ratio	Strength
1	Didn't feel welcome	4.8	Very Strong Reason
2	Moved from community	3.1	Strong Reason
3	Don't believe in God	2.6	Strong Reason
4	Wasn't supportive during crisis/time of need	2.3	Strong Reason
5	Religious People too Judgmental	2.3	Strong Reason
6	Religion too focused on money	2.3	Strong Reason
7	Don't trust religious leaders	1.7	Somewhat Strong Reason
8	Wasn't relevant to my life	1.7	Somewhat Strong Reason
9	Conflicts in religious community	1.6	Somewhat Strong Reason
10	Strict/inflexible beliefs	1.5	Somewhat Strong Reason



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.

## Program or Ministry Preferences

Different communities need different programs and services. Here are the programs and services this study area considers important compared to national averages. The Important category includes responses of Somewhat Important and Very Important. Other options include Slightly Important, Not Sure, and Not Important.

Study Area Compared to National Average	Study Area			US Average		Comparative Index	
	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
<b>Personal Growth</b>							
Addiction support groups	53.1%	34.6%	0.7	51.1%	35.3%	104	98
Health/weight loss programs	56.6%	30.5%	0.5	55.1%	32.1%	103	95
Membership and leadership training	47.2%	39.7%	0.8	45.9%	41.1%	103	96
Opportunities to develop personal relationships	24.3%	66.2%	2.7	24.5%	65.8%	99	101
Practical training seminars (money management, computer skills, etc.)	47.5%	40.4%	0.8	45.4%	42.4%	105	95
<b>Personal Growth</b>	<b>45.7%</b>	<b>42.2%</b>	<b>0.9</b>	<b>44.4%</b>	<b>43.3%</b>	<b>103</b>	<b>97</b>
<b>Family Support and Intervention Services</b>							
Daycare/After-School Programs	59.2%	26.9%	0.5	59.0%	26.6%	100	101
Crisis support groups	37.7%	51.3%	1.4	37.0%	50.8%	102	101
Family oriented activities	32.6%	57.9%	1.8	33.4%	56.6%	98	102
Marriage enrichment	44.8%	42.7%	1.0	45.2%	41.8%	99	102
Parenting development	53.2%	32.3%	0.6	53.2%	33.0%	100	98
Personal/family counseling	40.5%	48.0%	1.2	40.6%	47.8%	100	100
<b>Family Support and Intervention Services</b>	<b>44.7%</b>	<b>43.2%</b>	<b>1.0</b>	<b>44.7%</b>	<b>42.8%</b>	<b>100</b>	<b>101</b>
<b>Community Involvement and Advocacy Programs</b>							
Adult social activities	24.6%	66.1%	2.7	26.1%	64.3%	94	103
Involvement in social causes	31.2%	58.4%	1.9	30.0%	58.9%	104	99
Mission trips and global outreach	47.4%	40.0%	0.8	47.7%	38.5%	99	104
Opportunities for volunteering in the community	23.9%	66.5%	2.8	25.9%	64.1%	92	104
Social justice advocacy work	39.5%	47.8%	1.2	38.5%	48.4%	103	99
<b>Community Involvement and Advocacy Programs</b>	<b>33.3%</b>	<b>55.7%</b>	<b>1.7</b>	<b>33.6%</b>	<b>54.8%</b>	<b>99</b>	<b>102</b>

<b>Community Activities or Cultural Programs</b>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	37.3%	51.4%	1.4	36.4%	52.7%	102	97
Holiday programs/activities	23.8%	67.5%	2.8	25.0%	65.4%	95	103
Seniors/retiree activities	30.2%	59.8%	2.0	30.6%	58.7%	99	102
Singles or college-age groups	54.4%	31.7%	0.6	53.9%	31.9%	101	99
Size of church congregation	40.2%	50.1%	1.2	41.8%	47.6%	96	105
Small groups (i.e., life groups, personal interest groups)	32.7%	57.3%	1.8	31.8%	57.4%	103	100
Youth social activities	46.8%	41.2%	0.9	47.9%	39.7%	98	104
<b>Community Activities or Cultural Programs</b>	<b>37.9%</b>	<b>51.3%</b>	<b>1.4</b>	<b>38.2%</b>	<b>50.5%</b>	<b>99</b>	<b>102</b>
<b>Religious/Spiritual Programs</b>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	40.5%	48.4%	1.2	41.5%	47.2%	98	102
Celebration of sacraments	27.5%	60.4%	2.2	32.8%	53.5%	84	113
Contemporary worship experiences	35.3%	52.9%	1.5	35.9%	51.3%	98	103
Online or virtual worship experiences	38.8%	50.1%	1.3	40.0%	47.9%	97	105
Quality sermons	17.1%	74.3%	4.3	20.7%	69.6%	83	107
Religious education for children	41.8%	46.2%	1.1	42.8%	44.6%	98	104
Spiritual discussion groups	37.1%	52.0%	1.4	38.1%	50.1%	97	104
Traditional worship experiences	24.3%	67.2%	2.8	26.7%	63.4%	91	106
Warm and friendly encounters	11.0%	82.2%	7.5	12.3%	79.9%	89	103
<b>Religious/Spiritual Programs</b>	<b>30.4%</b>	<b>59.3%</b>	<b>2.0</b>	<b>32.3%</b>	<b>56.4%</b>	<b>94</b>	<b>105</b>

You can interpret program and ministry data in three ways.

First, look at how the study area compares to the national average. This indicates if your area needs this program..

Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

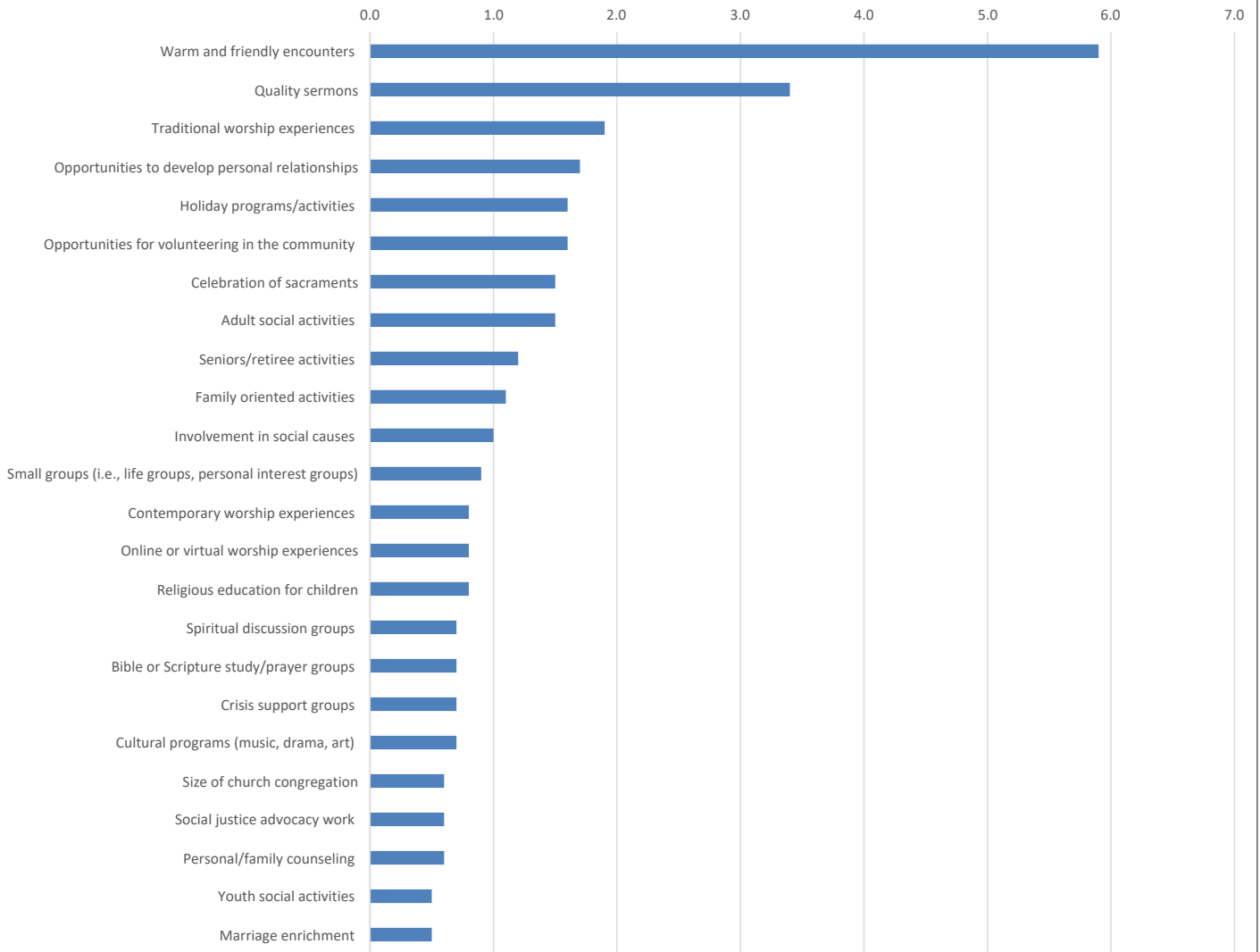
Third, look at the ratio. The ratio is calculated by dividing the Important by the Not Important responses. The higher the number, the stronger the desire for that program, especially if a program has a ratio of "1" or higher.

This table displays how program preferences for this study area rank according to their ratio.

Priority List	Ministry or Program Recommendations Based Upon This Study Area			
	Preferences are ranked by ratio of important to not important			
	Ranking	Program	Ratio	Strength of Preference
	1	Warm and friendly encounters	5.9	Very Strong Preference
	2	Quality sermons	3.4	Strong Preference
	3	Traditional worship experiences	1.9	Somewhat Strong Preference
	4	Opportunities to develop personal relationships	1.7	Somewhat Strong Preference
	5	Holiday programs/activities	1.6	Somewhat Strong Preference
	6	Opportunities for volunteering in the community	1.6	Somewhat Strong Preference
	7	Celebration of sacraments	1.5	Somewhat Strong Preference
	8	Adult social activities	1.5	Somewhat Strong Preference
	9	Seniors/retiree activities	1.2	Moderate Preference
	10	Family oriented activities	1.1	Moderate Preference
	11	Involvement in social causes	1.0	Moderate Preference
	12	Small groups (i.e., life groups, personal interest groups)	0.9	Moderate Preference
	13	Contemporary worship experiences	0.8	Somewhat Minimal Preference
	14	Online or virtual worship experiences	0.8	Somewhat Minimal Preference
	15	Religious education for children	0.8	Somewhat Minimal Preference
	16	Spiritual discussion groups	0.7	Somewhat Minimal Preference
	17	Bible or Scripture study/prayer groups	0.7	Somewhat Minimal Preference
	18	Crisis support groups	0.7	Somewhat Minimal Preference
	19	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	20	Size of church congregation	0.6	Somewhat Minimal Preference
	21	Social justice advocacy work	0.6	Somewhat Minimal Preference
	22	Personal/family counseling	0.6	Somewhat Minimal Preference
	23	Youth social activities	0.5	Minimal Preference
	24	Marriage enrichment	0.5	Minimal Preference



### Program Preferences Ranked by Ratio



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.

## Information Sources and Social Media Preferences

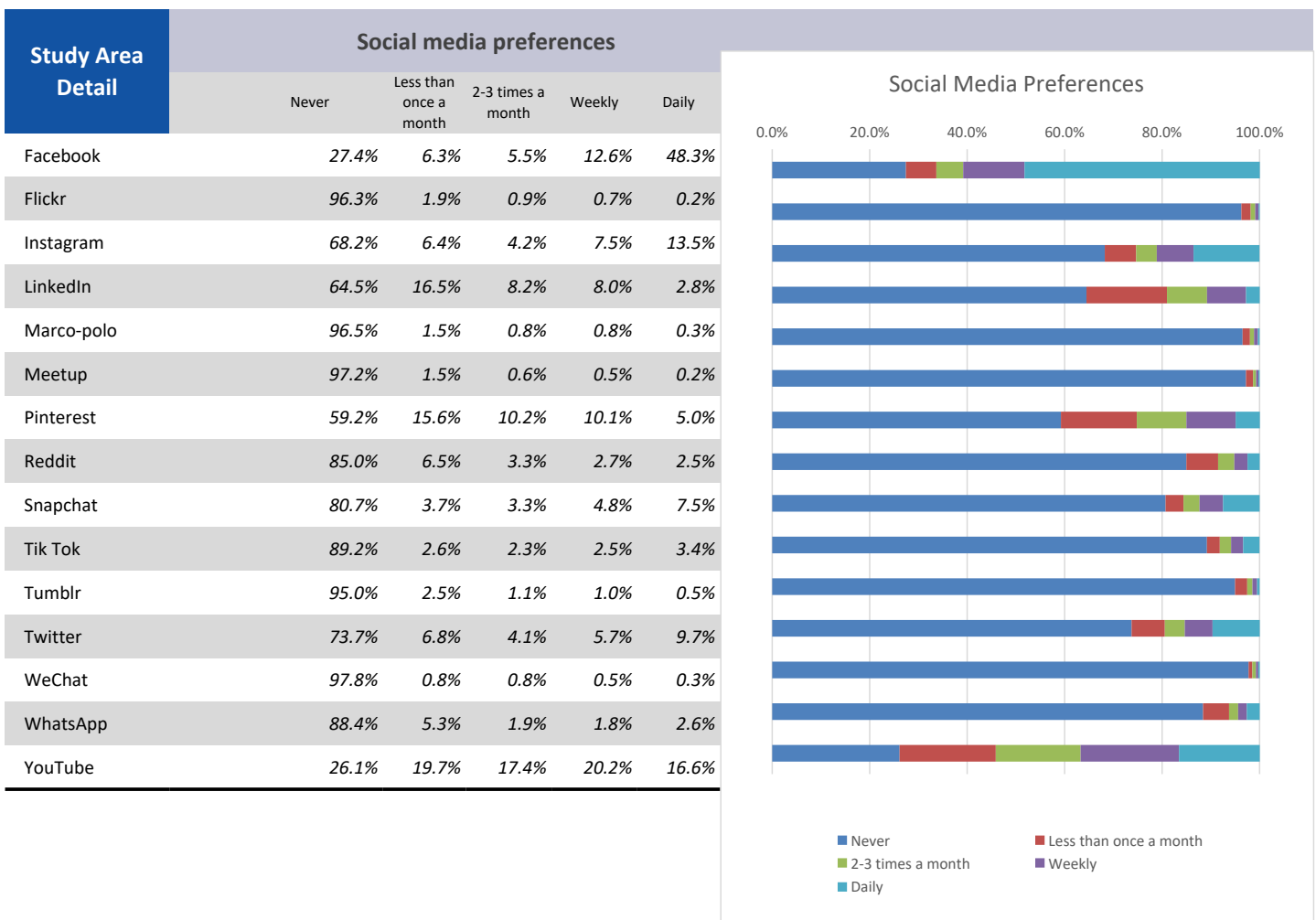
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

To help people sort through this mass of media options, the study asked respondents to indicate their preferences in a series of "forced pairs". The data reveals which sources of information this area prefers, so you can identify the best channels for reaching the intended audience.

Study Area Detail	Media Preferences: Forced Pairs					
	Prefer this	Media Category	OR		Media Category	Prefer this
Blogs	6	17.4%	82.6%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	33.2%	66.8%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	52.9%	47.1%	3	Yahoo News	
CNN Online News	3	52.1%	47.9%	1	Fox News	
Facebook	6	23.1%	76.9%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	70.3%	29.8%	6	Twitter	
Fox News	1	58.8%	41.2%	6	Facebook	
Fox News	1	31.9%	68.1%	2	Television News (Network OR Cable)	
Huffington Post	3	46.7%	53.3%	1	Fox News	
Huffington Post	3	44.0%	56.0%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	31.3%	68.8%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.9%	50.1%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	11.2%	88.8%	2	Television News (Network OR Cable)	
USA Today	4	36.2%	63.8%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	25.3%	74.8%	2	Television News (Network OR Cable)	
Yahoo News	3	45.4%	54.7%	1	CNN Television News	

Key to Media Types	
1	Cable News
2	Television News (Network or Cable)
3	Online News
4	Major Newspapers
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media

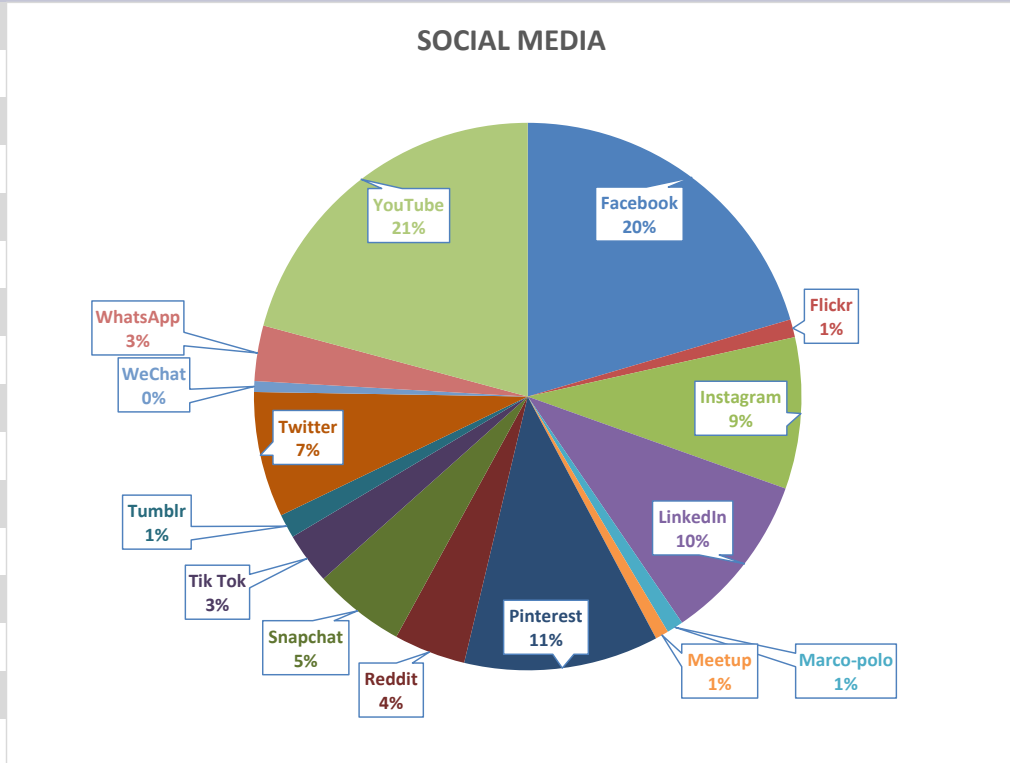
Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media



**Priority List**

**Category of Media by Popular Use & Ranked Order**

Rank Order	Media
1	YouTube
2	Facebook
3	Pinterest
4	LinkedIn
5	Instagram
6	Twitter
7	Snapchat
8	Reddit
9	WhatsApp
10	Tik Tok
11	Tumblr
12	Flickr
13	Marco-polo
14	Meetup
15	WeChat



## 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.