

## The MinistryInsite Report 2021

Prepared for: Pennsylvania Southeast Conference, UCC  
Study area: 2.75 mi Around West Lawn, Pennsylvania 19609, United States

Date of Report: 10/13/22  
American Beliefs Study Version: 2021

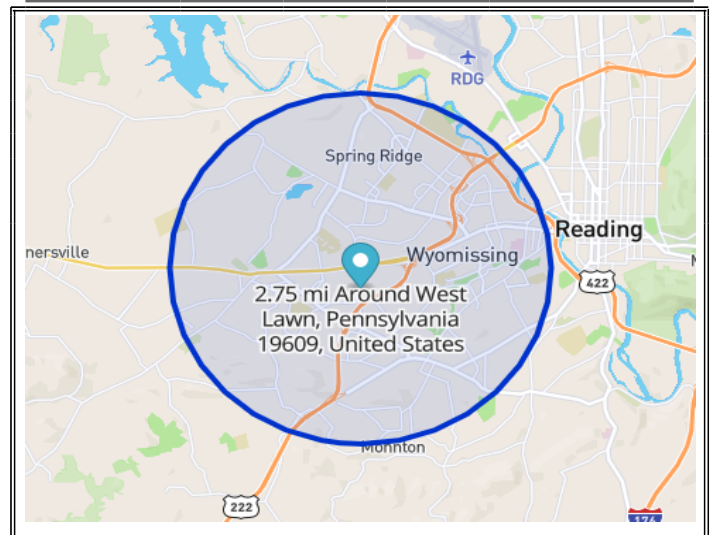
### About the American Beliefs Study Reports

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

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 American Beliefs Study Region: Northeast

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### Life Concerns

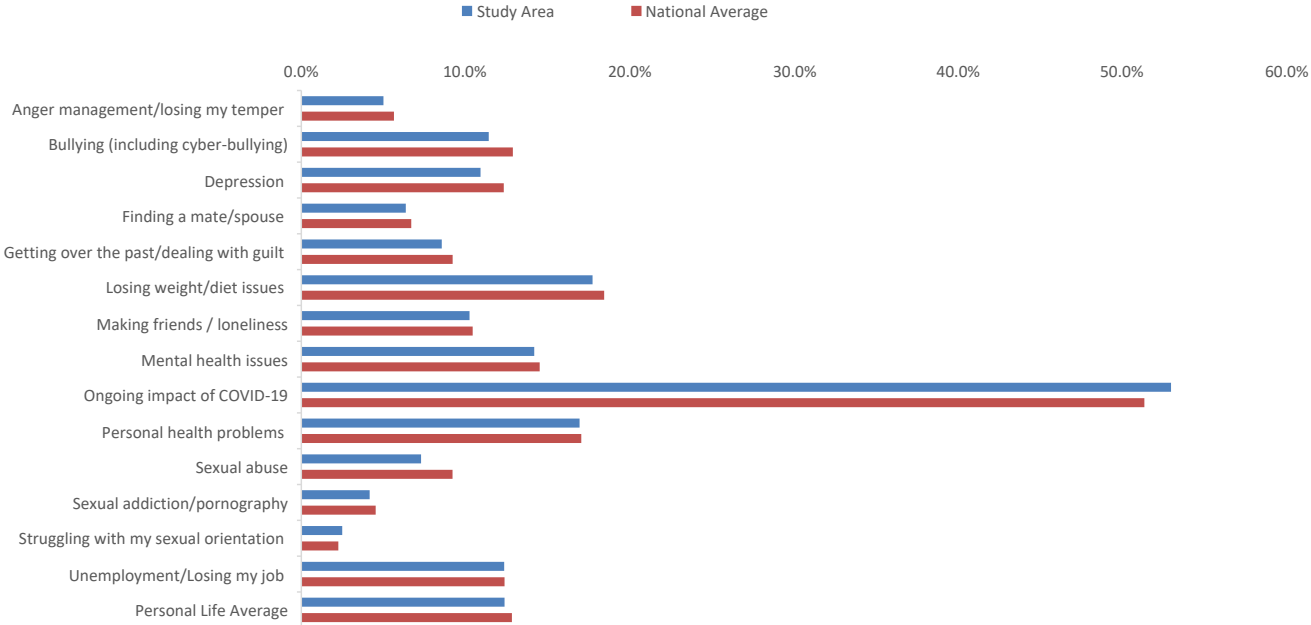
These tables present your study area's projected life concerns. Life concerns are broken into categories around a thematic correspondence, and each category shows the concerns that are more likely to dominate the study area. You can compare these to the national average to gain insight into your study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

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

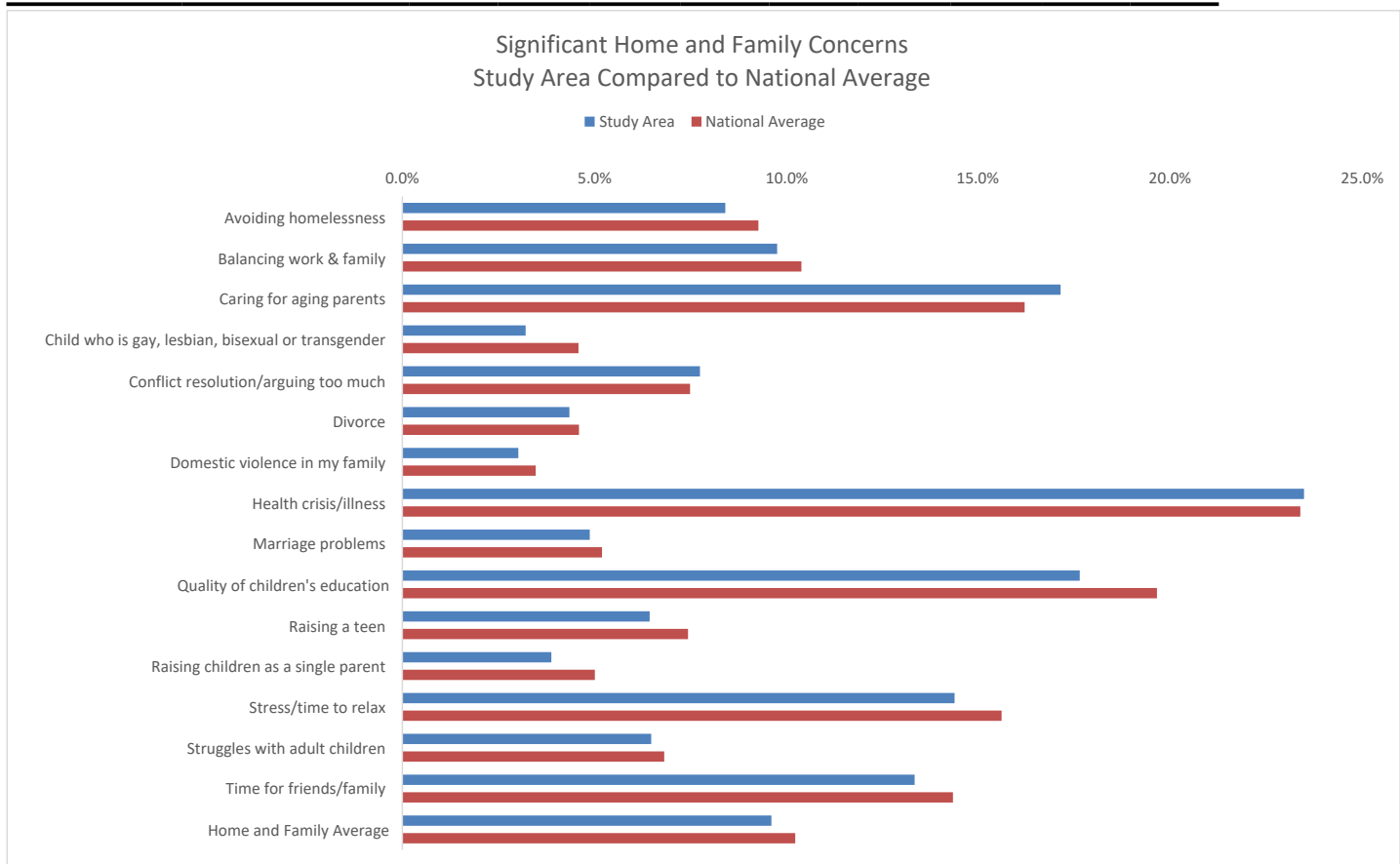
#### Concerns About Personal Health & Life

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	15.1%	5.0%	15.1%	5.5%	100	92
Anger management/losing my temper	30.5%	5.0%	30.0%	5.6%	102	89
Bullying (including cyber-bullying)	25.9%	11.4%	26.0%	12.9%	100	89
Depression	36.6%	10.9%	35.8%	12.3%	102	89
Finding a mate/spouse	13.4%	6.4%	13.6%	6.7%	98	95
Getting over the past/dealing with guilt	35.4%	8.6%	37.4%	9.2%	95	93
Losing weight/diet issues	45.0%	17.7%	46.4%	18.4%	97	96
Making friends / loneliness	36.4%	10.2%	38.2%	10.4%	95	98
Mental health issues	33.7%	14.2%	33.7%	14.5%	100	98
Ongoing impact of COVID-19	38.2%	53.0%	38.3%	51.3%	100	103
Personal health problems	55.1%	16.9%	54.6%	17.0%	101	99
Sexual abuse	13.8%	7.3%	13.8%	9.2%	100	79
Sexual addiction/pornography	10.7%	4.2%	11.2%	4.5%	96	92
Struggling with my sexual orientation	6.2%	2.5%	5.3%	2.3%	117	111
Unemployment/Losing my job	25.9%	12.4%	23.9%	12.4%	108	100
<b>Personal Life Average</b>	<b>28.1%</b>	<b>12.4%</b>	<b>28.2%</b>	<b>12.8%</b>	<b>100</b>	<b>97</b>

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

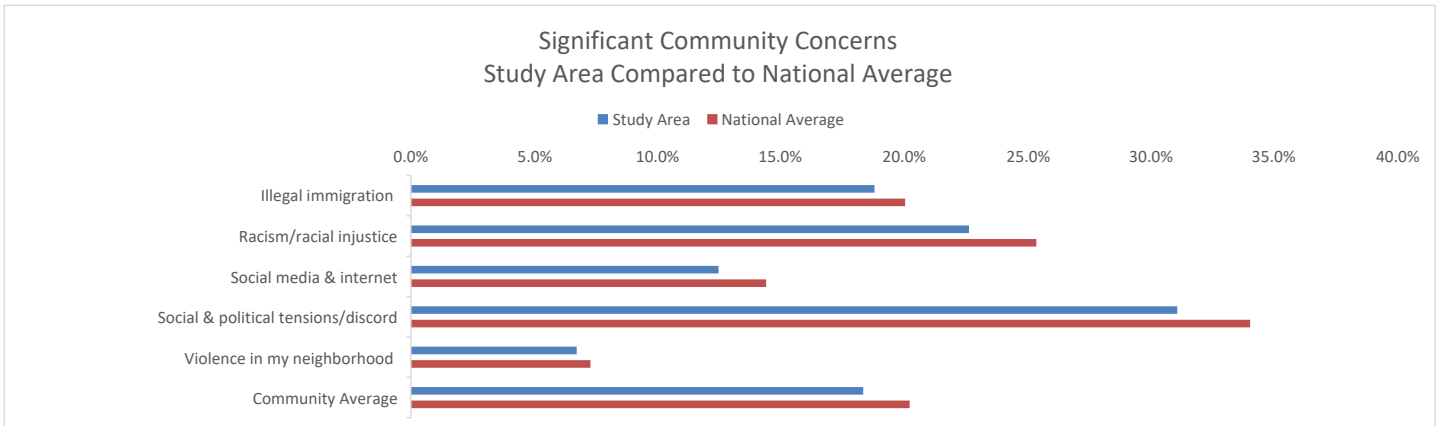


Concerns About Home and Family							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Avoiding homelessness	18.1%	8.4%	19.1%	9.3%	95	91	
Balancing work & family	32.1%	9.8%	30.5%	10.4%	105	94	
Caring for aging parents	25.7%	17.1%	25.4%	16.2%	101	106	
Child who is gay, lesbian, bisexual or transgender	10.8%	3.2%	9.7%	4.6%	111	70	
Conflict resolution/arguing too much	32.5%	7.8%	31.2%	7.5%	104	103	
Divorce	11.2%	4.4%	11.8%	4.6%	95	95	
Domestic violence in my family	8.1%	3.0%	7.8%	3.5%	104	87	
Health crisis/illness	48.5%	23.5%	48.9%	23.4%	99	100	
Marriage problems	18.9%	4.9%	19.9%	5.2%	95	94	
Quality of children's education	22.3%	17.6%	24.0%	19.7%	93	90	
Raising a teen	15.1%	6.4%	14.1%	7.4%	107	87	
Raising children as a single parent	10.2%	3.9%	9.9%	5.0%	103	77	
Stress/time to relax	48.1%	14.4%	46.1%	15.6%	104	92	
Struggles with adult children	25.3%	6.5%	24.5%	6.8%	103	95	
Time for friends/family	50.6%	13.3%	47.6%	14.3%	106	93	
<b>Home and Family Average</b>	<b>25.1%</b>	<b>9.6%</b>	<b>24.7%</b>	<b>10.2%</b>	<b>102</b>	<b>94</b>	



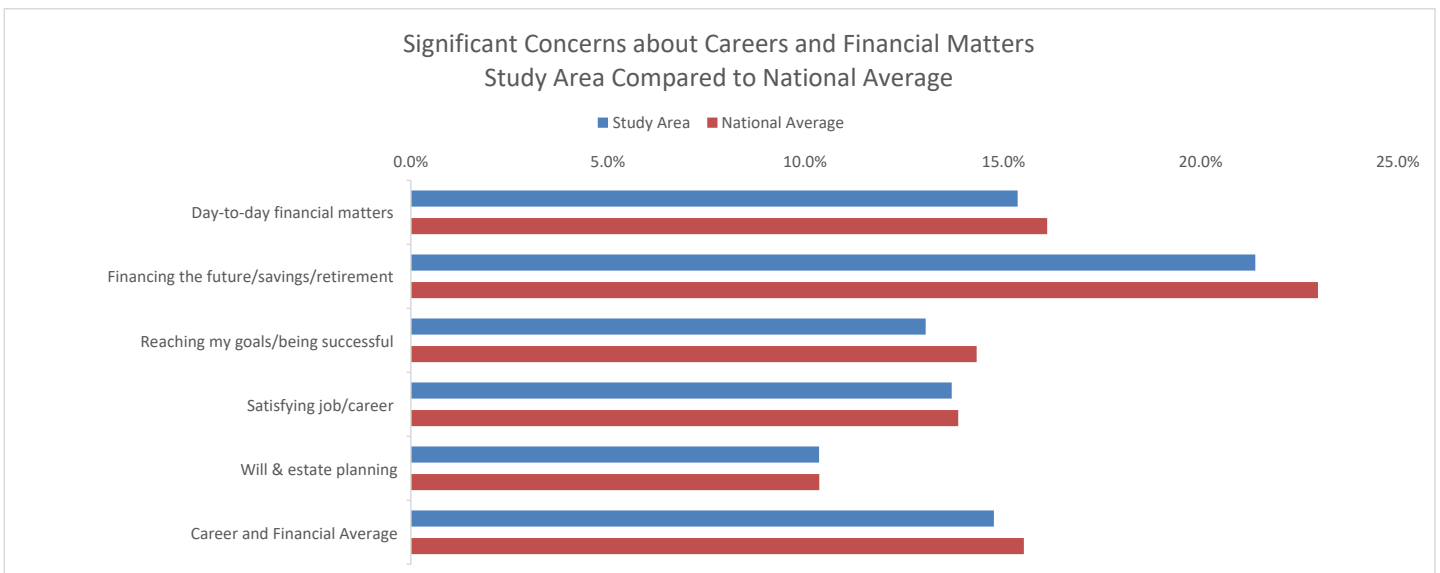
### Concerns About Community

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	29.5%	18.8%	29.2%	20.0%	101	94
Racism/racial injustice	38.0%	22.6%	36.4%	25.3%	105	89
Social media & internet	38.8%	12.5%	38.4%	14.4%	101	87
Social & political tensions/discord	42.7%	31.1%	41.2%	34.0%	104	91
Violence in my neighborhood	27.6%	6.7%	30.7%	7.3%	90	92
<b>Community Average</b>	<b>35.3%</b>	<b>18.3%</b>	<b>35.2%</b>	<b>20.2%</b>	<b>100</b>	<b>91</b>



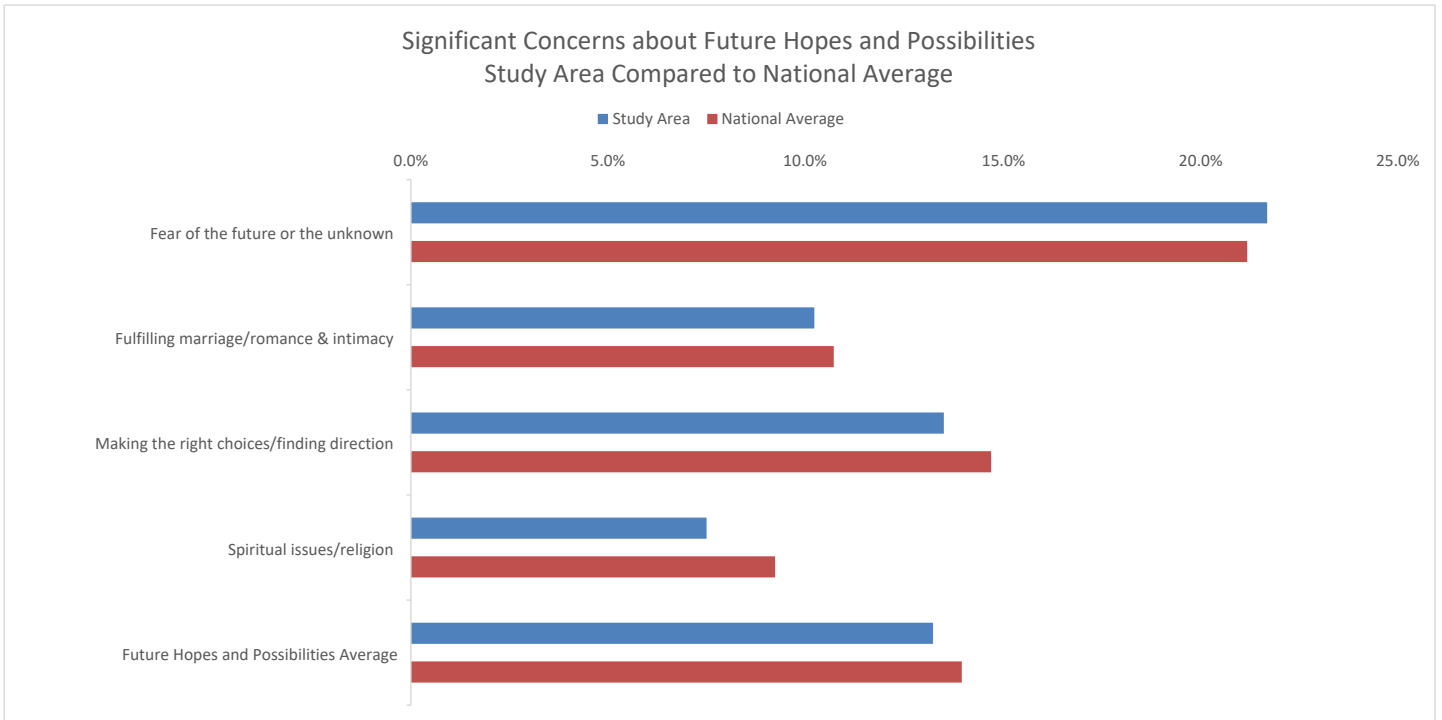
### Concerns about Careers and Financial Matters

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	42.8%	15.4%	42.9%	16.1%	100	95
Financing the future/savings/retirement	47.1%	21.4%	46.8%	23.0%	101	93
Reaching my goals/being successful	41.5%	13.0%	40.3%	14.3%	103	91
Satisfying job/career	30.7%	13.7%	29.1%	13.9%	106	99
Will & estate planning	40.2%	10.3%	40.6%	10.3%	99	100
<b>Career and Financial Average</b>	<b>40.5%</b>	<b>14.8%</b>	<b>39.9%</b>	<b>15.5%</b>	<b>101</b>	<b>95</b>



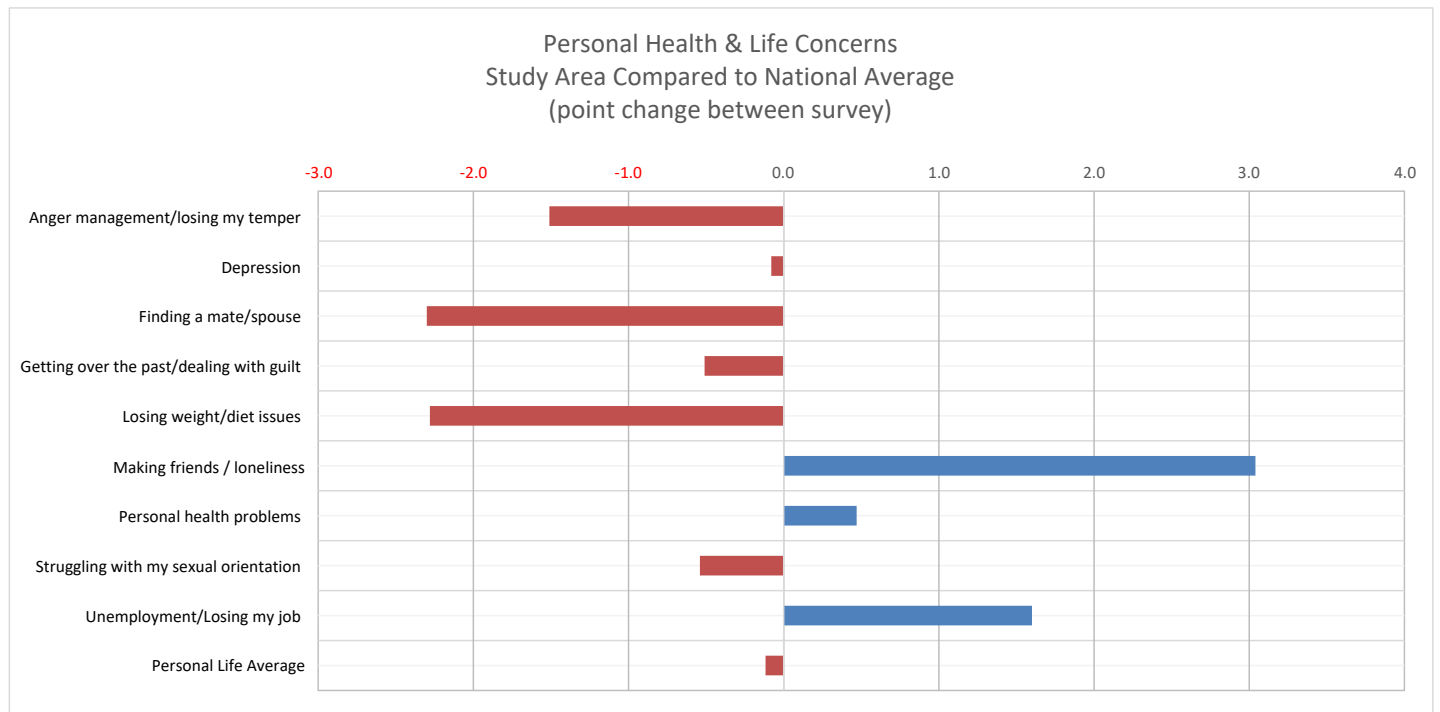
### Concerns about Future Hopes and Possibilities

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	50.3%	21.7%	50.5%	21.2%	99	102
Fulfilling marriage/romance & intimacy	29.6%	10.2%	31.3%	10.7%	95	95
Making the right choices/finding direction	45.5%	13.5%	45.2%	14.7%	101	92
Spiritual issues/religion	26.3%	7.5%	27.6%	9.2%	95	81
<b>Future Hopes and Possibilities Average</b>	<b>37.9%</b>	<b>13.2%</b>	<b>38.7%</b>	<b>14.0%</b>	<b>98</b>	<b>95</b>

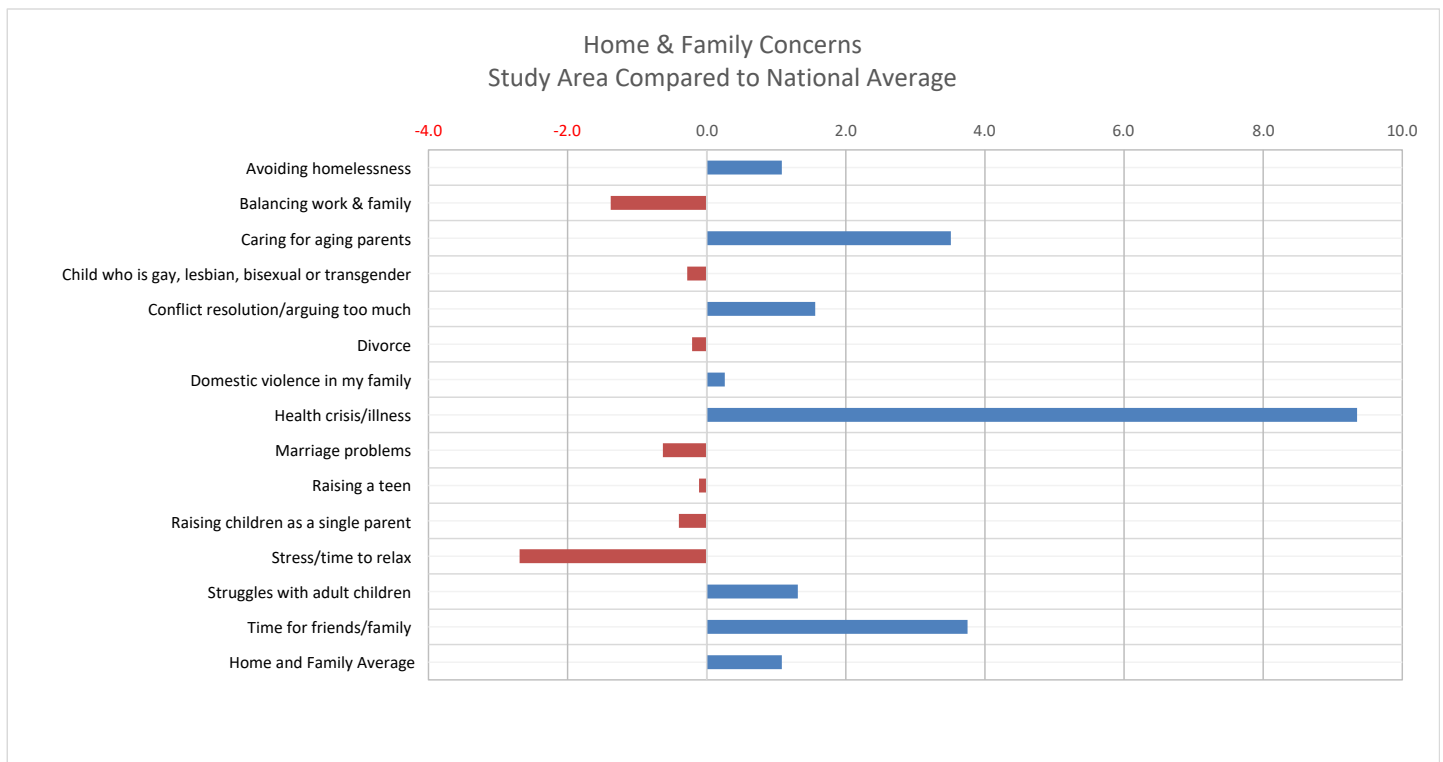


## Concerns About Personal Health & Life

Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	4.1%	5.0%	0.9
Anger management/losing my temper	6.5%	5.0%	-1.5
Depression	11.0%	10.9%	-0.1
Finding a mate/spouse	8.7%	6.4%	-2.3
Getting over the past/dealing with guilt	9.1%	8.6%	-0.5
Losing weight/diet issues	20.0%	17.7%	-2.3
Making friends / loneliness	7.2%	10.2%	3.0
Personal health problems	16.5%	16.9%	0.5
Struggling with my sexual orientation	3.0%	2.5%	-0.5
Unemployment/Losing my job	10.8%	12.4%	1.6
<b>Personal Life Average</b>	<b>9.7%</b>	<b>9.6%</b>	<b>-0.1</b>

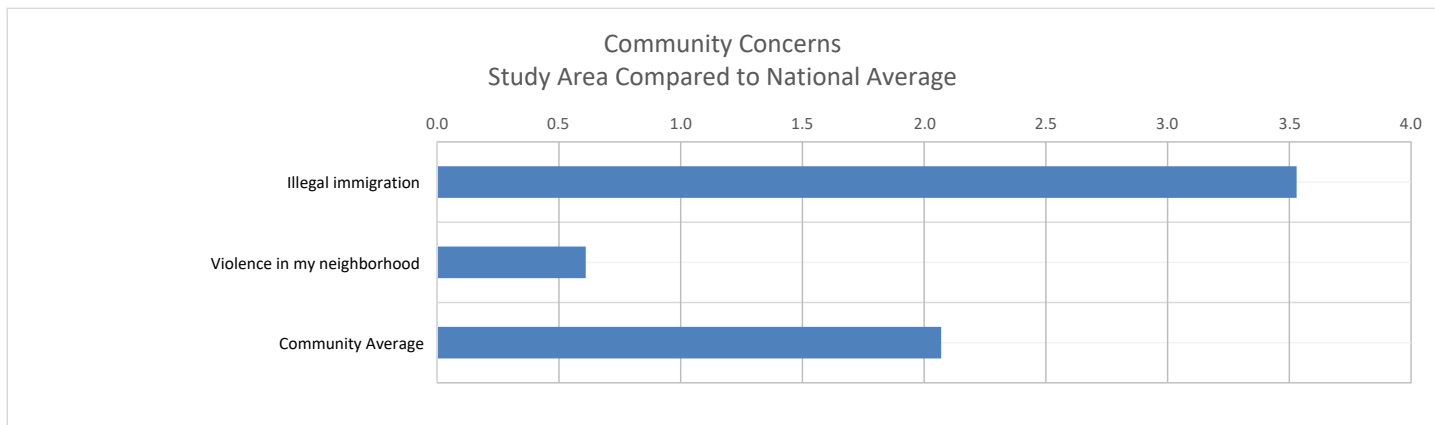


Concerns About Home and Family			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Avoiding homelessness	7.3%	8.4%	1.1
Balancing work & family	11.1%	9.8%	-1.4
Caring for aging parents	13.6%	17.1%	3.5
Child who is gay, lesbian, bisexual or transgender	3.5%	3.2%	-0.3
Conflict resolution/arguing too much	6.2%	7.8%	1.6
Divorce	4.6%	4.4%	-0.2
Domestic violence in my family	2.8%	3.0%	0.3
Health crisis/illness	14.1%	23.5%	9.4
Marriage problems	5.5%	4.9%	-0.6
Raising a teen	6.6%	6.4%	-0.1
Raising children as a single parent	4.3%	3.9%	-0.4
Stress/time to relax	17.1%	14.4%	-2.7
Struggles with adult children	5.2%	6.5%	1.3
Time for friends/family	9.6%	13.3%	3.8
<b>Home and Family Average</b>	<b>8.0%</b>	<b>9.0%</b>	<b>1.1</b>

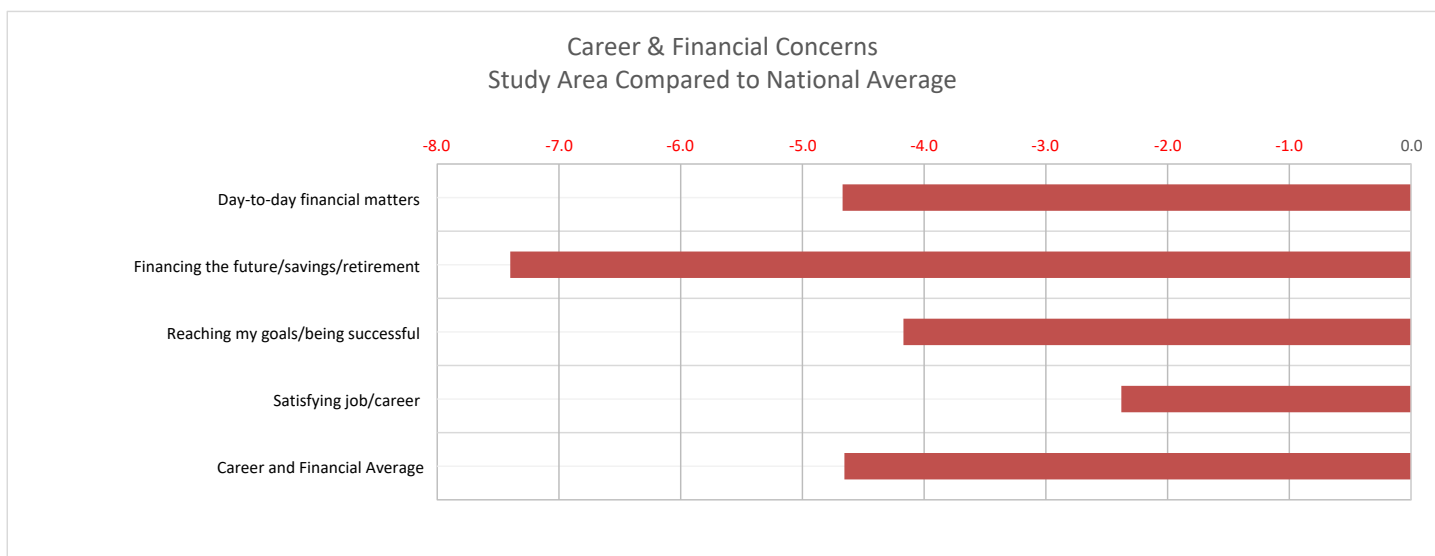




Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	15.3%	18.8%	3.5
Violence in my neighborhood	6.1%	6.7%	0.6
<b>Community Average</b>	<b>10.7%</b>	<b>12.8%</b>	<b>2.1</b>



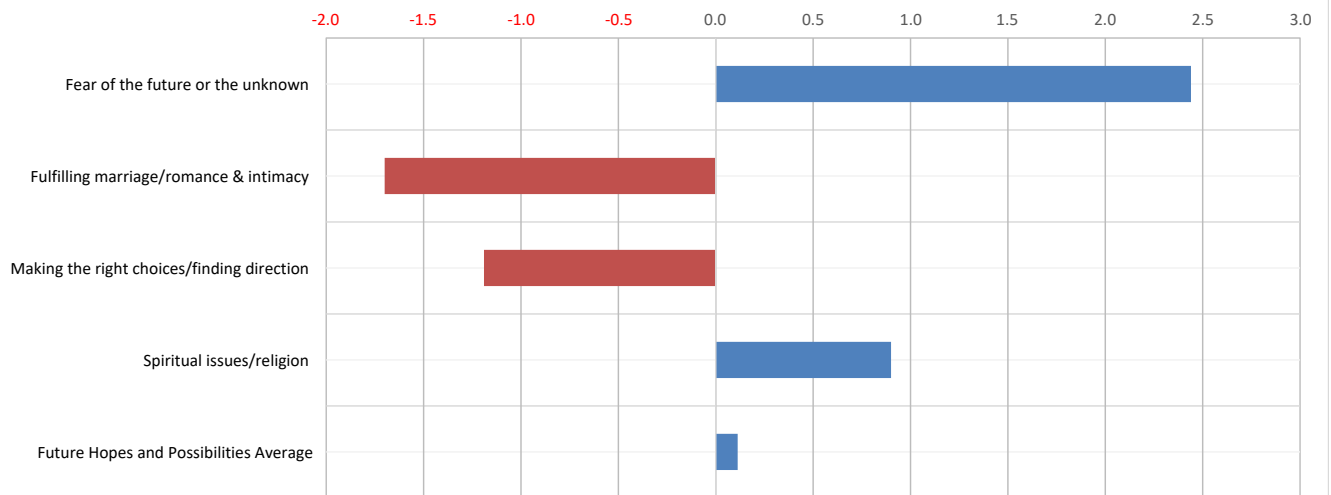
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	20.0%	15.4%	-4.7
Financing the future/savings/retirement	28.8%	21.4%	-7.4
Reaching my goals/being successful	17.2%	13.0%	-4.2
Satisfying job/career	16.1%	13.7%	-2.4
<b>Career and Financial Average</b>	<b>20.5%</b>	<b>15.9%</b>	<b>-4.7</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	19.3%	21.7%	2.4
Fulfilling marriage/romance & intimacy	11.9%	10.2%	-1.7
Making the right choices/finding direction	14.7%	13.5%	-1.2
Spiritual issues/religion	6.6%	7.5%	0.9
<b>Future Hopes and Possibilities Average</b>	<b>13.1%</b>	<b>13.2%</b>	<b>0.1</b>

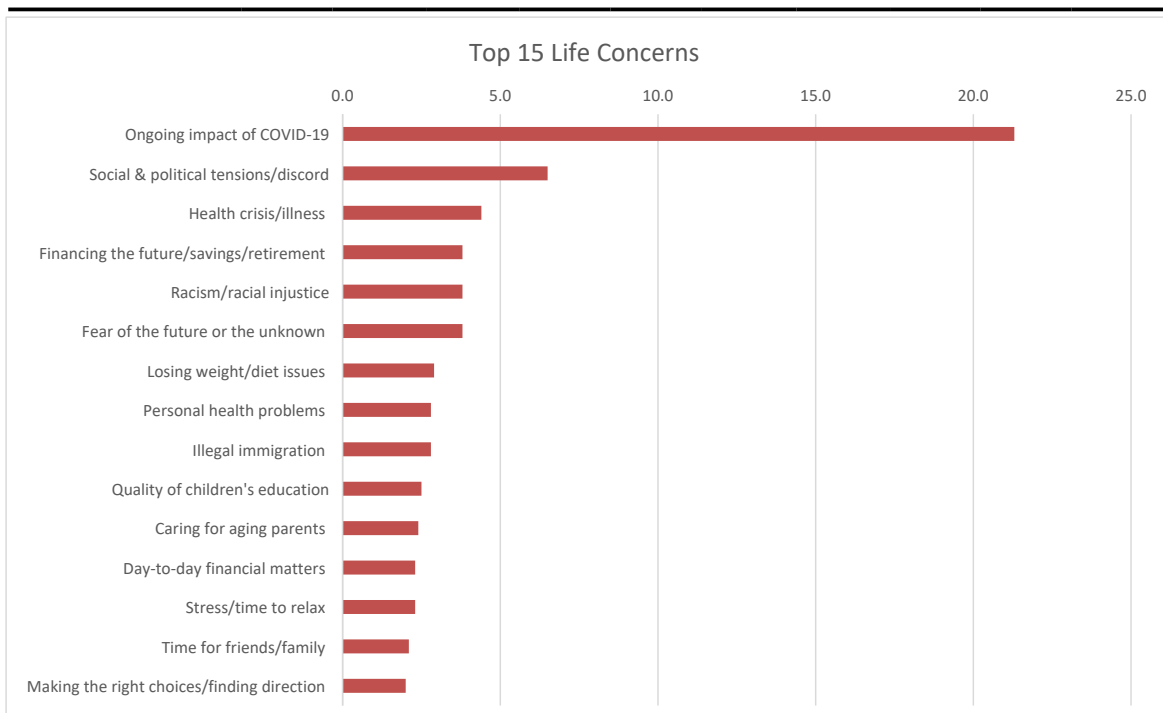
Future Hopes & Possibilities Concerns  
Study Area Compared to National Average



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	21.3	Extremely Strong Concern
	2	Social & political tensions/discord	6.5	Very Strong Concern
	3	Health crisis/illness	4.4	Very Strong Concern
	4	Financing the future/savings/retirement	3.8	Strong Concern
	5	Racism/racial injustice	3.8	Strong Concern
	6	Fear of the future or the unknown	3.8	Strong Concern
	7	Losing weight/diet issues	2.9	Strong Concern
	8	Personal health problems	2.8	Strong Concern
	9	Illegal immigration	2.8	Strong Concern
	10	Quality of children's education	2.5	Strong Concern
	11	Caring for aging parents	2.4	Strong Concern
	12	Day-to-day financial matters	2.3	Strong Concern
	13	Stress/time to relax	2.3	Strong Concern
	14	Time for friends/family	2.1	Strong Concern
	15	Making the right choices/finding direction	2.0	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.

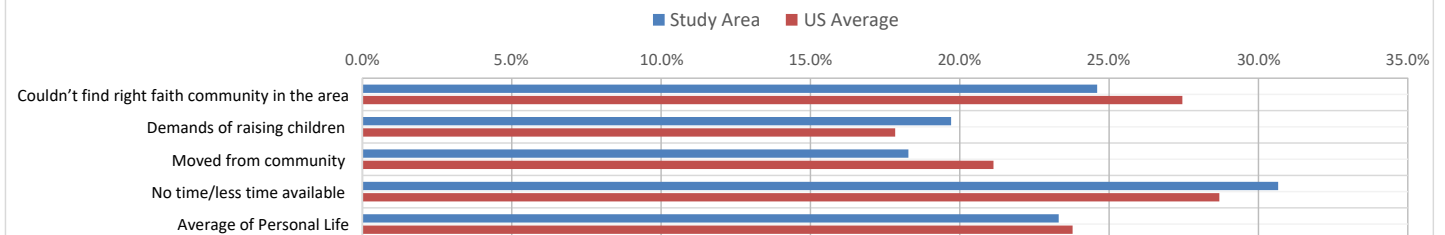
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the 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

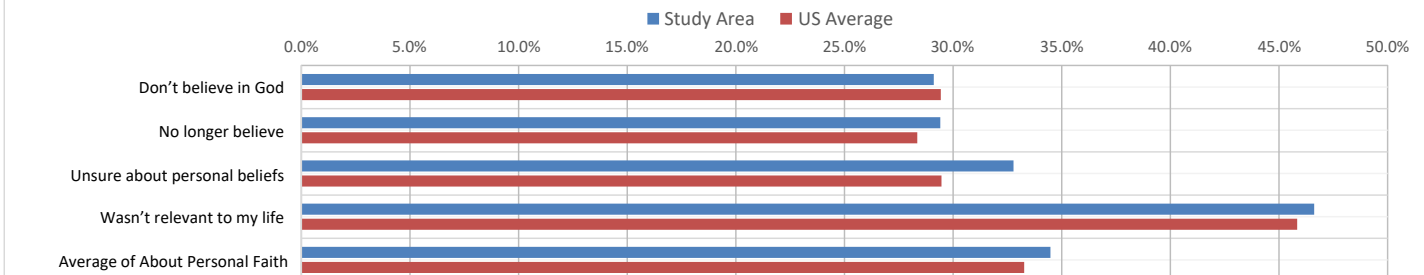
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	24.6%	27.5%	90
Demands of raising children	19.7%	17.8%	110
Moved from community	18.3%	21.1%	87
No time/less time available	30.7%	28.7%	107
<b>Average of Personal Life</b>	<b>23.3%</b>	<b>23.8%</b>	<b>98</b>

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



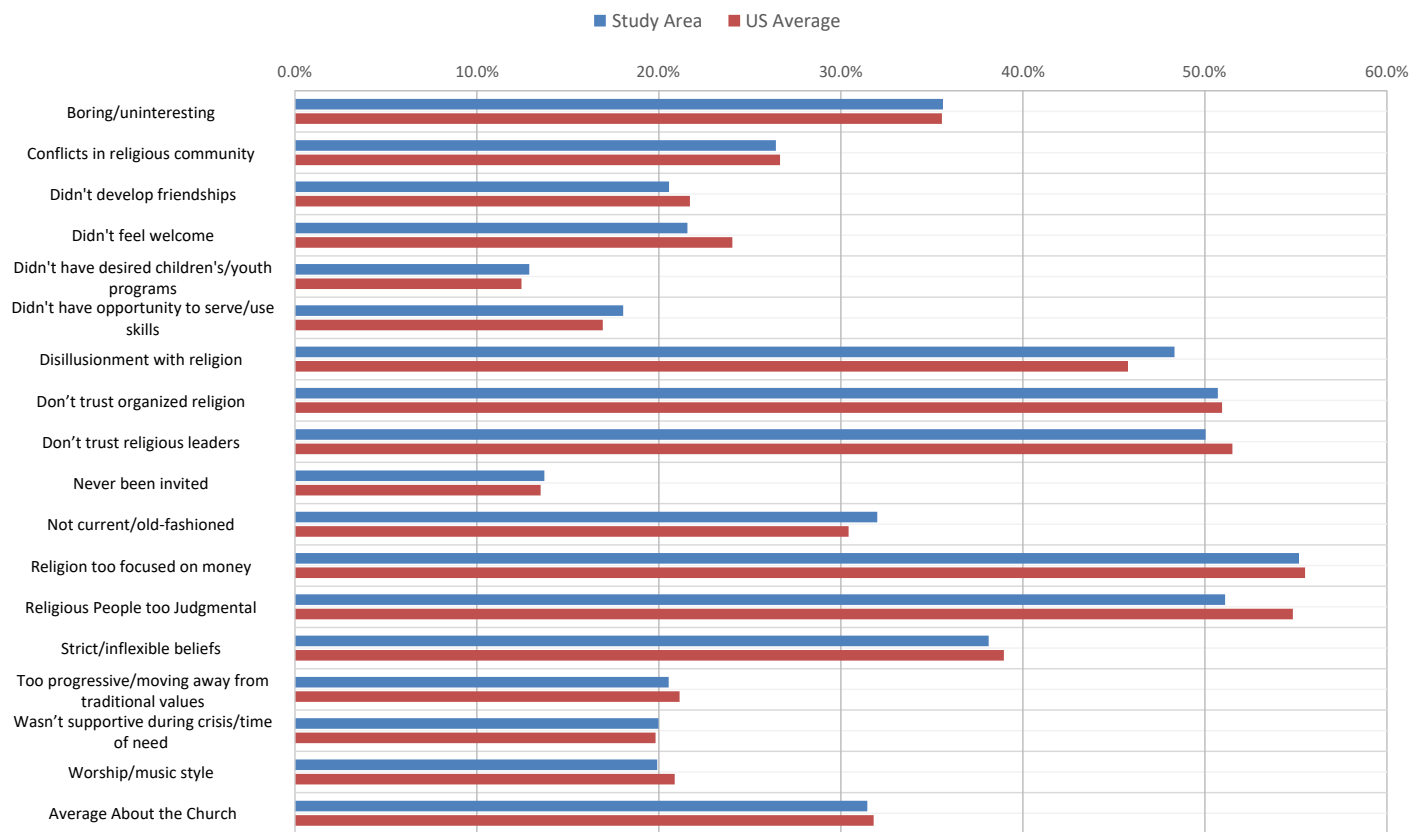
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	29.1%	29.4%	99
No longer believe	29.4%	28.4%	104
Unsure about personal beliefs	32.8%	29.5%	111
Wasn't relevant to my life	46.6%	45.8%	102
<b>Average of About Personal Faith</b>	<b>34.5%</b>	<b>33.3%</b>	<b>104</b>

#### 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	35.6%	35.6%	100
Conflicts in religious community	26.4%	26.7%	99
Didn't develop friendships	20.6%	21.7%	95
Didn't feel welcome	21.6%	24.0%	90
Didn't have desired children's/youth programs	12.9%	12.5%	103
Didn't have opportunity to serve/use skills	18.0%	16.9%	107
Disillusionment with religion	48.3%	45.8%	106
Don't trust organized religion	50.7%	50.9%	100
Don't trust religious leaders	50.0%	51.5%	97
Never been invited	13.7%	13.5%	102
Not current/old-fashioned	32.0%	30.4%	105
Religion too focused on money	55.2%	55.5%	99
Religious People too Judgmental	51.1%	54.8%	93
Strict/inflexible beliefs	38.1%	39.0%	98
Too progressive/moving away from traditional values	20.5%	21.1%	97
Wasn't supportive during crisis/time of need	20.0%	19.8%	101
Worship/music style	19.9%	20.9%	95
<b>Average About the Church</b>	<b>31.5%</b>	<b>31.8%</b>	<b>99</b>

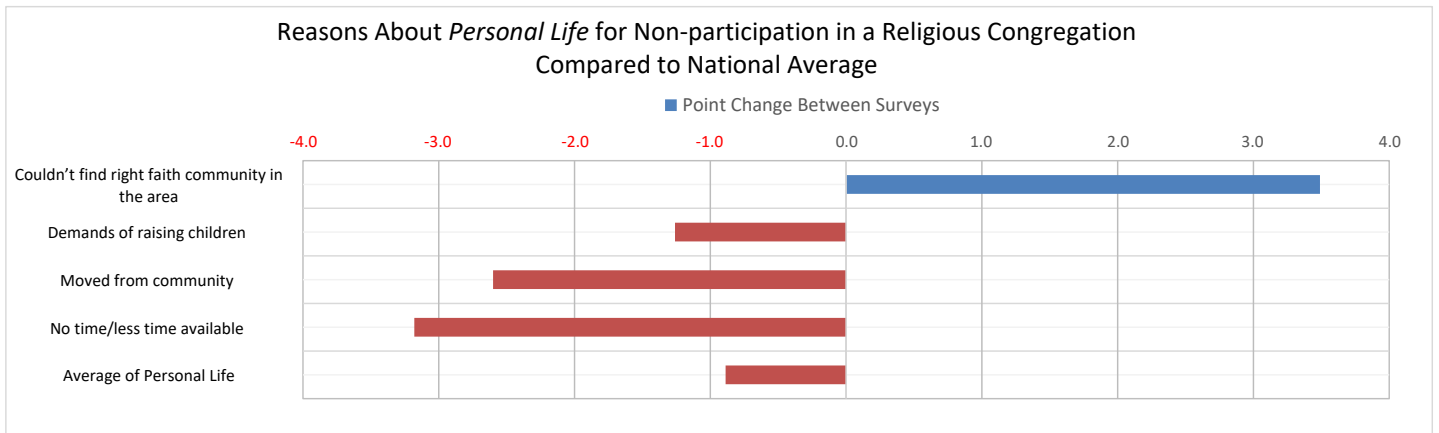
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



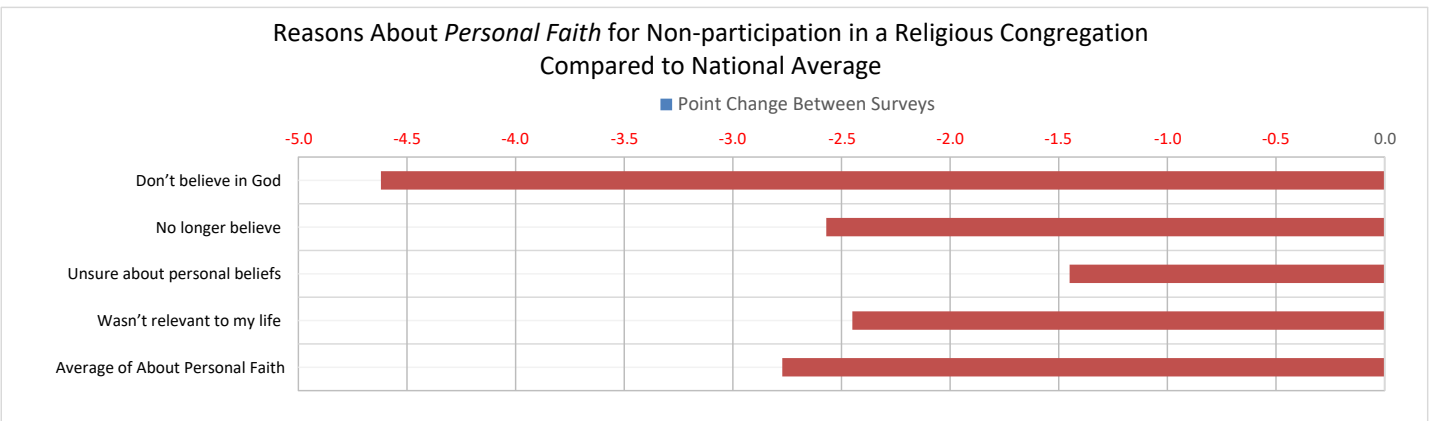
**From Outside: Probable reasons for non-participation in a religious congregation or religious community**

**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	21.1%	24.6%	3.5
Demands of raising children	21.0%	19.7%	-1.3
Moved from community	20.9%	18.3%	-2.6
No time/less time available	33.8%	30.7%	-3.2
<b>Average of Personal Life</b>	<b>24.2%</b>	<b>23.3%</b>	<b>-0.9</b>



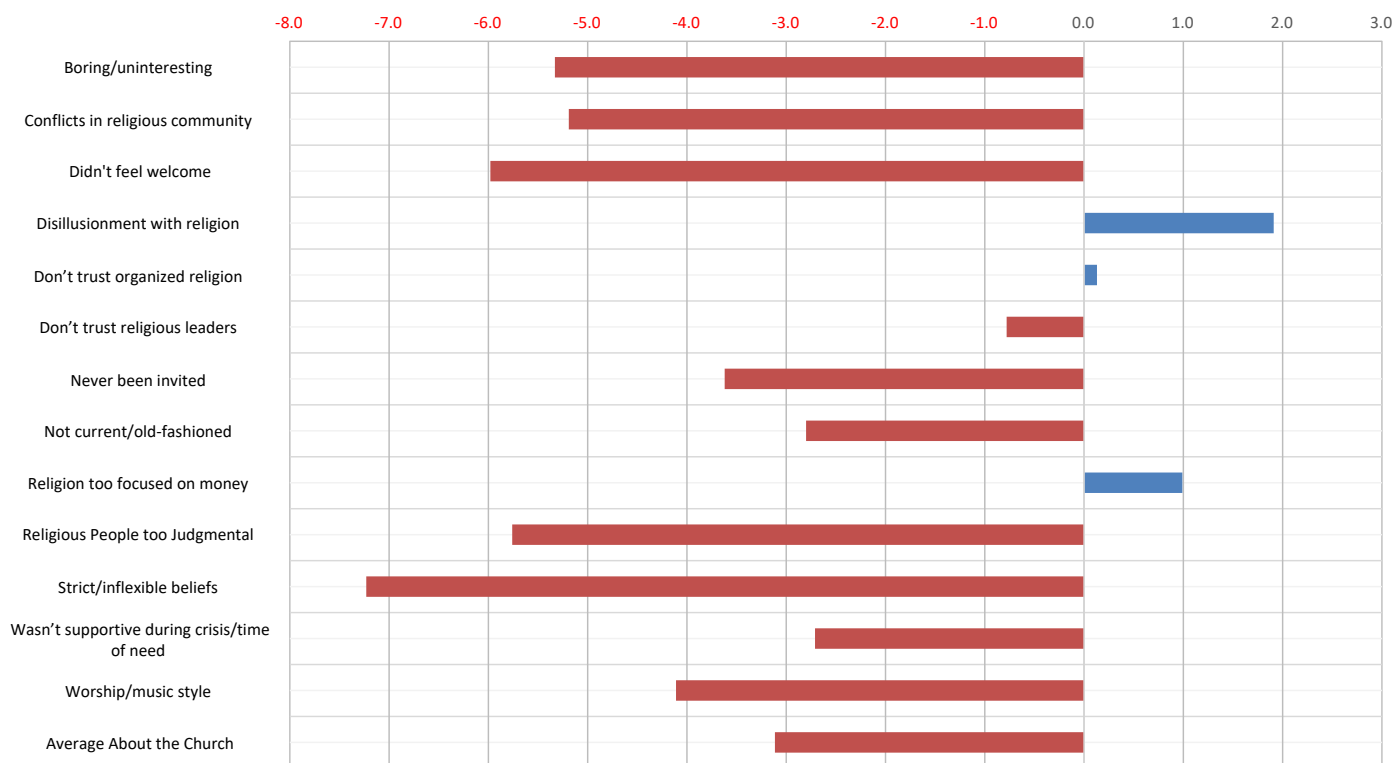
<b>About Personal Faith</b>	2017	2021	Point Change Between Surveys
Don't believe in God	33.7%	29.1%	-4.6
No longer believe	32.0%	29.4%	-2.6
Unsure about personal beliefs	34.2%	32.8%	-1.5
Wasn't relevant to my life	49.1%	46.6%	-2.5
<b>Average of About Personal Faith</b>	<b>37.3%</b>	<b>34.5%</b>	<b>-2.8</b>



<b>About the Church</b>	2017	2021	Point Change Between Surveys
Boring/uninteresting	40.9%	35.6%	-5.3
Conflicts in religious community	31.6%	26.4%	-5.2
Didn't feel welcome	27.6%	21.6%	-6.0
Disillusionment with religion	46.4%	48.3%	1.9
Don't trust organized religion	50.6%	50.7%	0.1
Don't trust religious leaders	50.8%	50.0%	-0.8
Never been invited	17.3%	13.7%	-3.6
Not current/old-fashioned	34.8%	32.0%	-2.8
Religion too focused on money	54.2%	55.2%	1.0
Religious People too Judgmental	56.9%	51.1%	-5.8
Strict/inflexible beliefs	45.4%	38.1%	-7.2
Wasn't supportive during crisis/time of need	22.7%	20.0%	-2.7
Worship/music style	24.0%	19.9%	-4.1
<b>Average About the Church</b>	<b>38.7%</b>	<b>35.6%</b>	<b>-3.1</b>

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

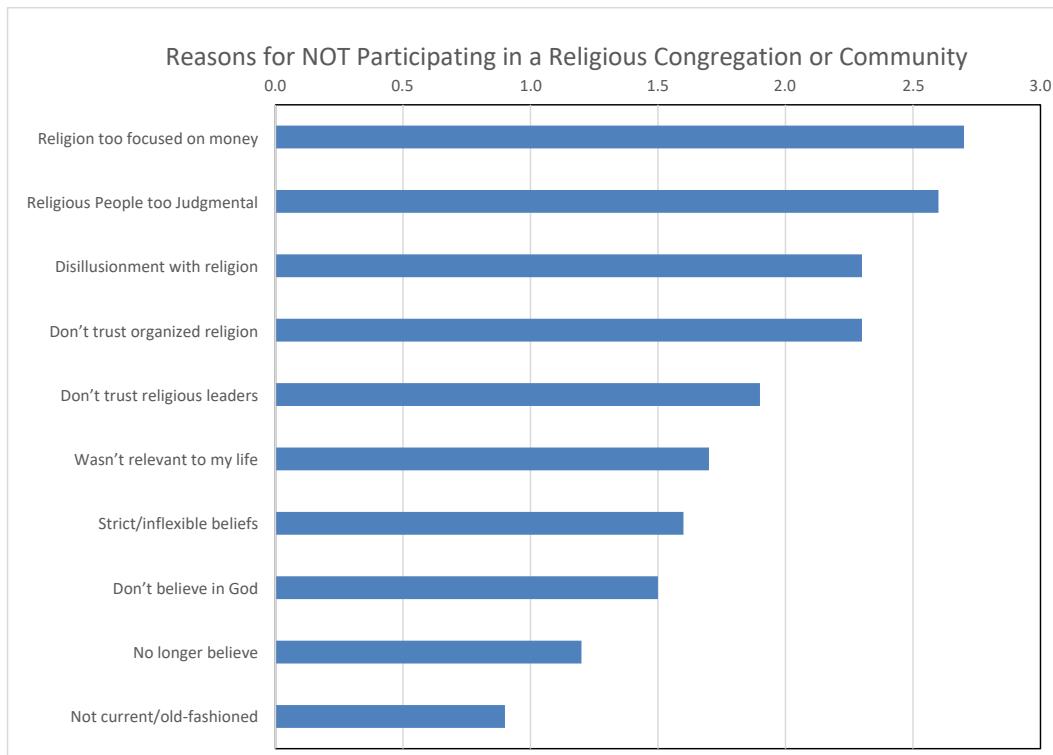
■ Point Change Between Surveys



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	Religion too focused on money	2.7	Strong Reason
2	Religious People too Judgmental	2.6	Strong Reason
3	Disillusionment with religion	2.3	Strong Reason
4	Don't trust organized religion	2.3	Strong Reason
5	Don't trust religious leaders	1.9	Somewhat Strong Reason
6	Wasn't relevant to my life	1.7	Somewhat Strong Reason
7	Strict/inflexible beliefs	1.6	Somewhat Strong Reason
8	Don't believe in God	1.5	Somewhat Strong Reason
9	No longer believe	1.2	Moderate Reason
10	Not current/old-fashioned	0.9	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

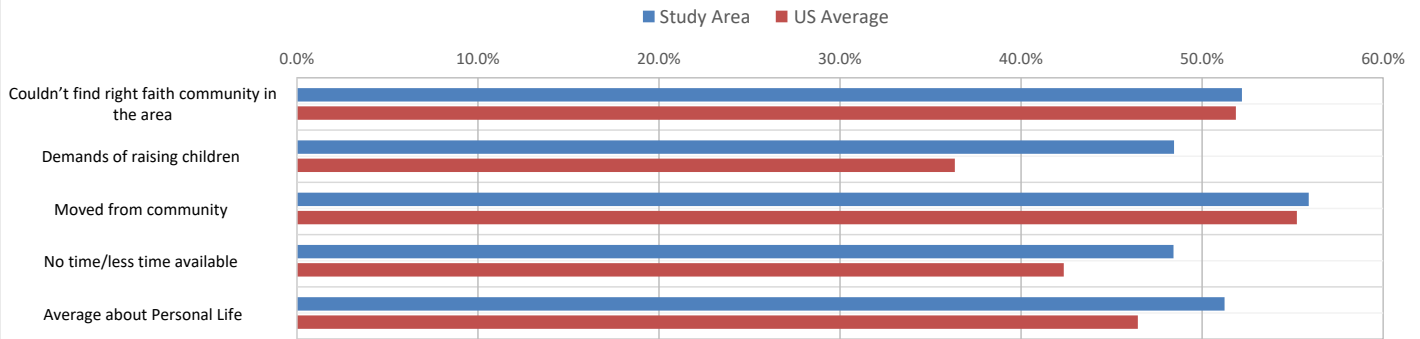
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

#### Study Area Compared to National Average

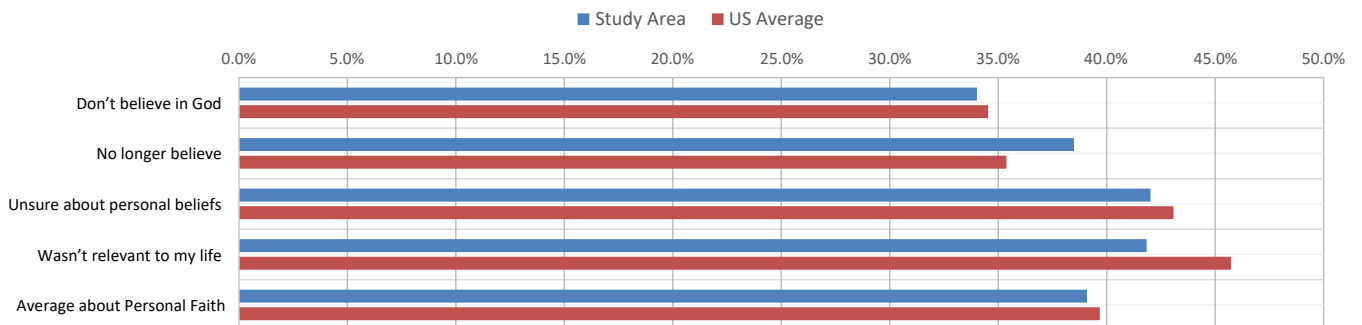
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	52.2%	51.9%	101
Demands of raising children	48.5%	36.3%	133
Moved from community	55.9%	55.2%	101
No time/less time available	48.4%	42.4%	114
<b>Average about Personal Life</b>	<b>51.2%</b>	<b>46.5%</b>	<b>110</b>

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



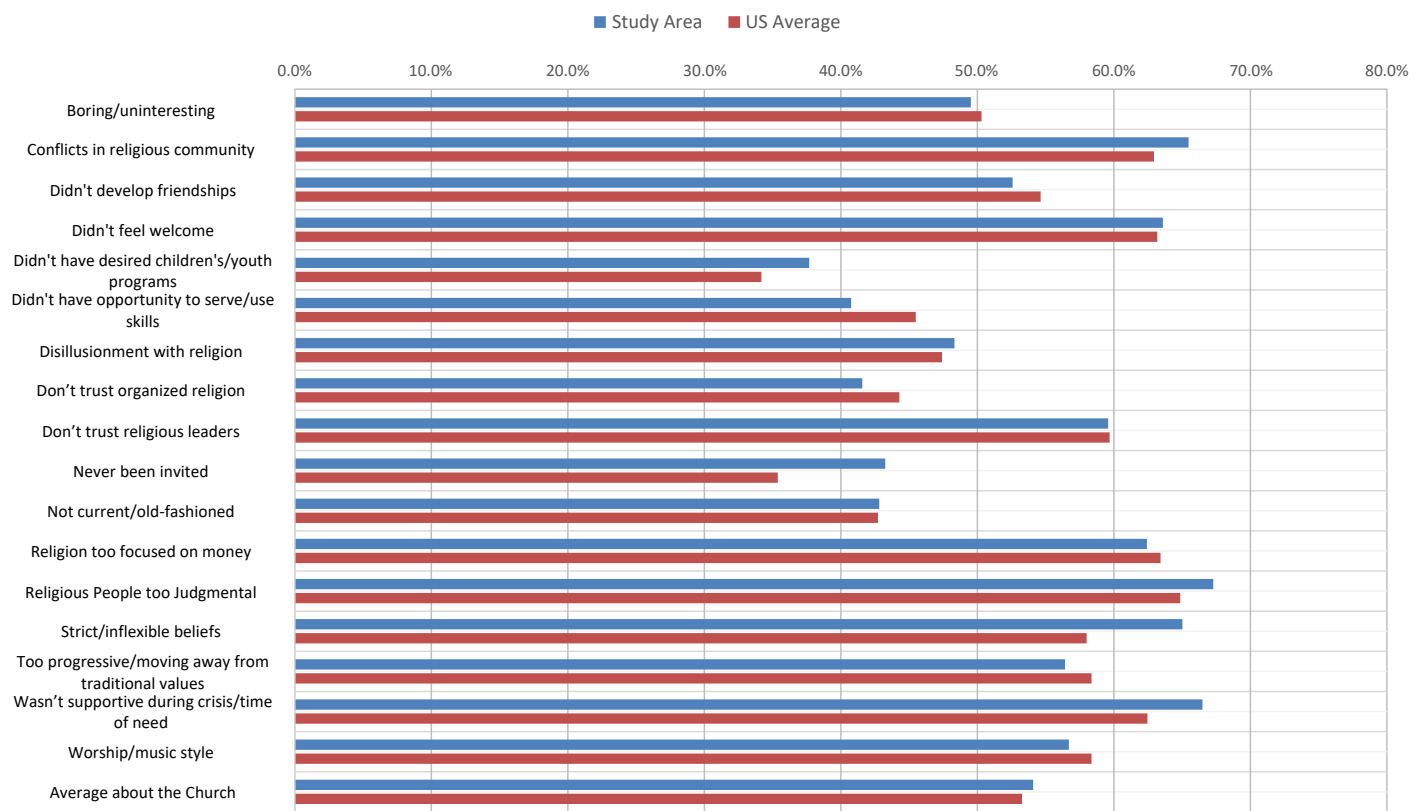
<i>About Personal Faith</i>	Study Area	US Average	Comparative Index
Don't believe in God	34.0%	34.5%	99
No longer believe	38.5%	35.4%	109
Unsure about personal beliefs	42.0%	43.1%	98
Wasn't relevant to my life	41.8%	45.7%	91
<b>Average about Personal Faith</b>	<b>39.1%</b>	<b>39.7%</b>	<b>99</b>

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	49.5%	50.3%	98
Conflicts in religious community	65.5%	62.9%	104
Didn't develop friendships	52.6%	54.6%	96
Didn't feel welcome	63.6%	63.2%	101
Didn't have desired children's/youth programs	37.7%	34.2%	110
Didn't have opportunity to serve/use skills	40.8%	45.5%	90
Disillusionment with religion	48.3%	47.4%	102
Don't trust organized religion	41.6%	44.3%	94
Don't trust religious leaders	59.6%	59.7%	100
Never been invited	43.3%	35.4%	122
Not current/old-fashioned	42.8%	42.7%	100
Religion too focused on money	62.4%	63.4%	98
Religious People too Judgmental	67.3%	64.9%	104
Strict/inflexible beliefs	65.0%	58.0%	112
Too progressive/moving away from traditional values	56.4%	58.4%	97
Wasn't supportive during crisis/time of need	66.5%	62.5%	106
Worship/music style	56.7%	58.4%	97
<b>Average about the Church</b>	<b>54.1%</b>	<b>53.3%</b>	<b>102</b>

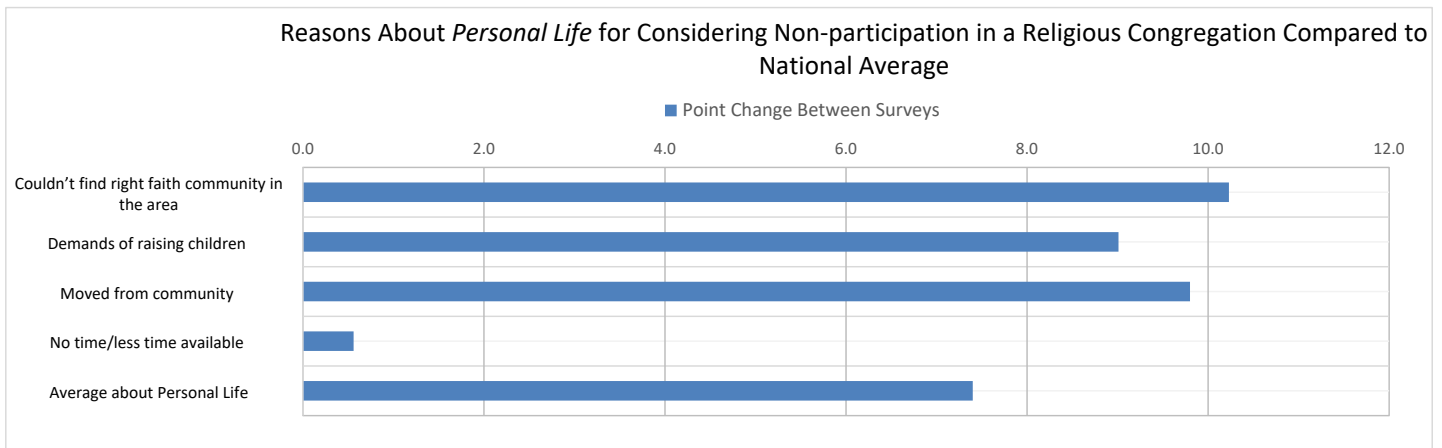
Reasons *About the Church* for Considering Non-participation in a Religious Congregation Compared to National Average



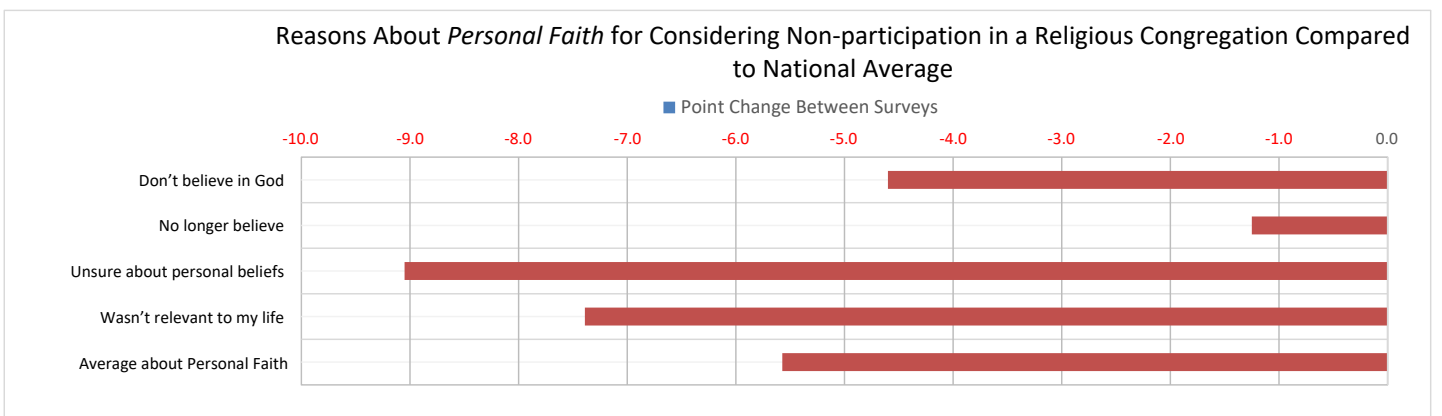
**From the Inside: Reasons for considering non-participation in a religious congregation or religious community**

**Study Area Comparison between 2017 & 2021**

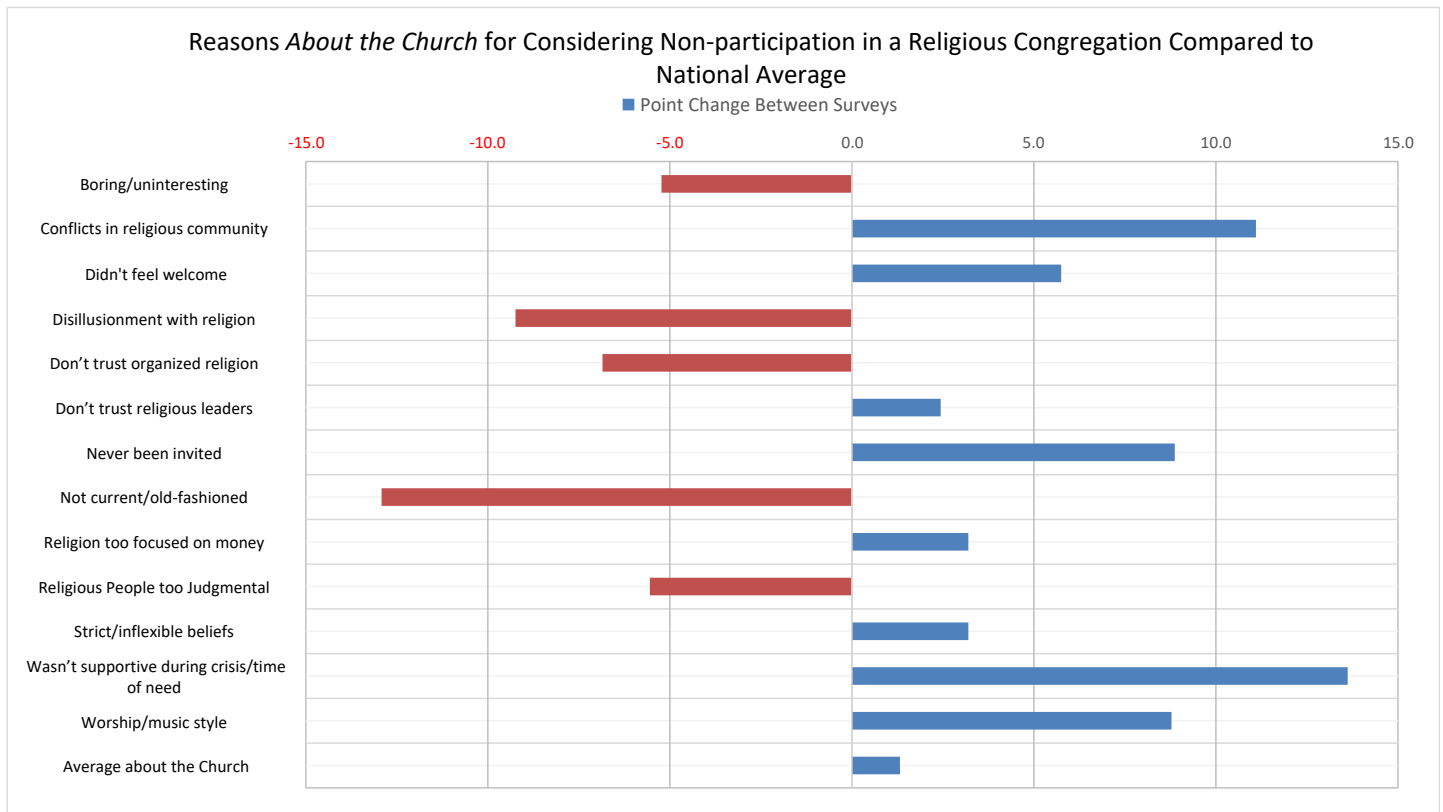
<b>About Personal Life</b>	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	42.0%	52.2%	10.2
Demands of raising children	39.4%	48.5%	9.0
Moved from community	46.1%	55.9%	9.8
No time/less time available	47.9%	48.4%	0.6
<b>Average about Personal Life</b>	<b>43.8%</b>	<b>51.2%</b>	<b>7.4</b>



<b>About Personal Faith</b>	2017	2021	Point Change Between Surveys
Don't believe in God	38.6%	34.0%	-4.6
No longer believe	39.7%	38.5%	-1.3
Unsure about personal beliefs	51.1%	42.0%	-9.1
Wasn't relevant to my life	49.2%	41.8%	-7.4
<b>Average about Personal Faith</b>	<b>44.7%</b>	<b>39.1%</b>	<b>-5.6</b>

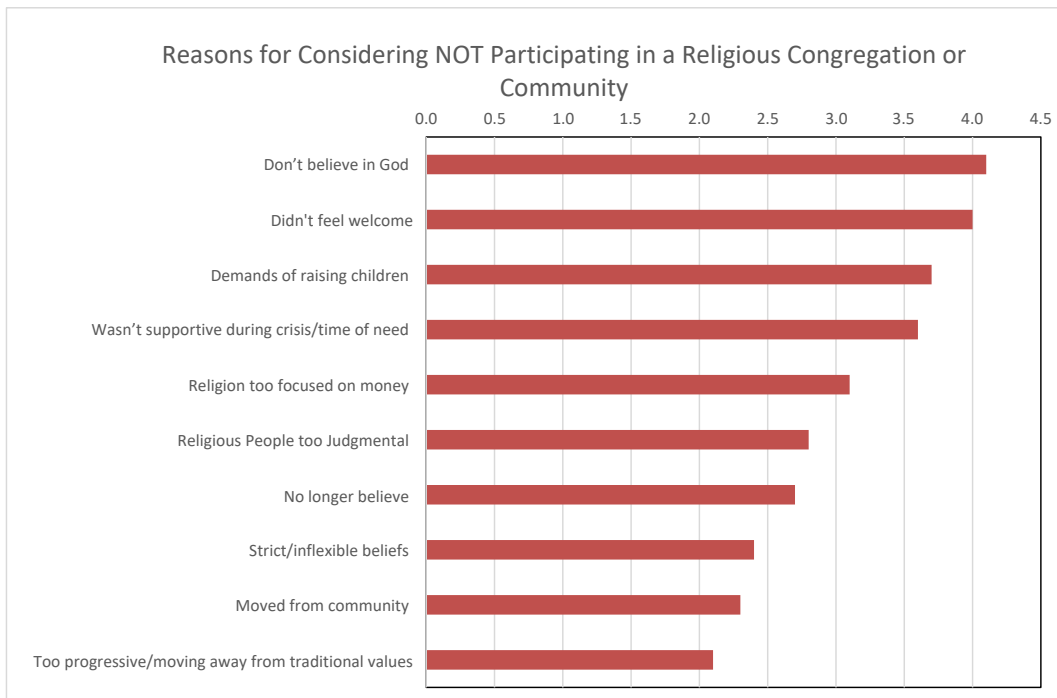


<b>About the Church</b>	2017	2021	Point Change Between Surveys
Boring/uninteresting	54.8%	49.5%	-5.2
Conflicts in religious community	54.4%	65.5%	11.1
Didn't feel welcome	57.8%	63.6%	5.8
Disillusionment with religion	57.6%	48.3%	-9.2
Don't trust organized religion	48.4%	41.6%	-6.9
Don't trust religious leaders	57.1%	59.6%	2.4
Never been invited	34.4%	43.3%	8.9
Not current/old-fashioned	55.7%	42.8%	-12.9
Religion too focused on money	59.2%	62.4%	3.2
Religious People too Judgmental	72.8%	67.3%	-5.6
Strict/inflexible beliefs	61.8%	65.0%	3.2
Wasn't supportive during crisis/time of need	52.9%	66.5%	13.6
Worship/music style	47.9%	56.7%	8.8
<b>Average about the Church</b>	<b>55.0%</b>	<b>56.3%</b>	<b>1.3</b>



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

Ranking	Concern	Ratio	Strength
1	Don't believe in God	4.1	Very Strong Reason
2	Didn't feel welcome	4.0	Very Strong Reason
3	Demands of raising children	3.7	Strong Reason
4	Wasn't supportive during crisis/time of need	3.6	Strong Reason
5	Religion too focused on money	3.1	Strong Reason
6	Religious People too Judgmental	2.8	Strong Reason
7	No longer believe	2.7	Strong Reason
8	Strict/inflexible beliefs	2.4	Strong Reason
9	Moved from community	2.3	Strong Reason
10	Too progressive/moving away from traditional values	2.1	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	52.8%	33.2%	0.6	51.1%	35.3%	103	94
Health/weight loss programs	55.6%	32.1%	0.6	55.1%	32.1%	101	100
Membership and leadership training	51.1%	36.9%	0.7	45.9%	41.1%	111	90
Opportunities to develop personal relationships	26.3%	64.0%	2.4	24.5%	65.8%	107	97
Practical training seminars (money management, computer skills, etc.)	49.2%	39.3%	0.8	45.4%	42.4%	108	93
<b>Personal Growth</b>	<b>47.0%</b>	<b>41.1%</b>	<b>0.9</b>	<b>44.4%</b>	<b>43.3%</b>	<b>106</b>	<b>95</b>
<b>Family Support and Intervention Services</b>							
Daycare/After-School Programs	61.0%	25.0%	0.4	59.0%	26.6%	103	94
Crisis support groups	40.0%	47.4%	1.2	37.0%	50.8%	108	93
Family oriented activities	35.2%	54.8%	1.6	33.4%	56.6%	105	97
Marriage enrichment	50.2%	35.7%	0.7	45.2%	41.8%	111	85
Parenting development	56.9%	29.3%	0.5	53.2%	33.0%	107	89
Personal/family counseling	44.7%	43.8%	1.0	40.6%	47.8%	110	92
<b>Family Support and Intervention Services</b>	<b>48.0%</b>	<b>39.3%</b>	<b>0.8</b>	<b>44.7%</b>	<b>42.8%</b>	<b>107</b>	<b>92</b>
<b>Community Involvement and Advocacy Programs</b>							
Adult social activities	27.8%	62.4%	2.2	26.1%	64.3%	107	97
Involvement in social causes	31.6%	57.8%	1.8	30.0%	58.9%	105	98
Mission trips and global outreach	53.7%	31.9%	0.6	47.7%	38.5%	113	83
Opportunities for volunteering in the community	27.6%	62.1%	2.2	25.9%	64.1%	107	97
Social justice advocacy work	39.8%	48.5%	1.2	38.5%	48.4%	103	100
<b>Community Involvement and Advocacy Programs</b>	<b>36.1%</b>	<b>52.5%</b>	<b>1.5</b>	<b>33.6%</b>	<b>54.8%</b>	<b>107</b>	<b>96</b>

<i>Community Activities or Cultural Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	37.3%	52.7%	1.4	36.4%	52.7%	103	100
Holiday programs/activities	26.0%	64.3%	2.5	25.0%	65.4%	104	98
Seniors/retiree activities	29.9%	58.5%	2.0	30.6%	58.7%	98	100
Singles or college-age groups	56.7%	28.5%	0.5	53.9%	31.9%	105	89
Size of church congregation	46.8%	42.1%	0.9	41.8%	47.6%	112	89
Small groups (i.e., life groups, personal interest groups)	34.4%	54.4%	1.6	31.8%	57.4%	108	95
Youth social activities	51.4%	35.7%	0.7	47.9%	39.7%	107	90
<b><i>Community Activities or Cultural Programs</i></b>	<b>40.4%</b>	<b>48.0%</b>	<b>1.2</b>	<b>38.2%</b>	<b>50.5%</b>	<b>106</b>	<b>95</b>
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	48.9%	39.1%	0.8	41.5%	47.2%	118	83
Celebration of sacraments	35.1%	52.2%	1.5	32.8%	53.5%	107	98
Contemporary worship experiences	37.3%	48.9%	1.3	35.9%	51.3%	104	95
Online or virtual worship experiences	45.3%	41.6%	0.9	40.0%	47.9%	113	87
Quality sermons	24.3%	65.6%	2.7	20.7%	69.6%	118	94
Religious education for children	45.5%	41.2%	0.9	42.8%	44.6%	106	92
Spiritual discussion groups	43.6%	43.7%	1.0	38.1%	50.1%	114	87
Traditional worship experiences	28.0%	62.0%	2.2	26.7%	63.4%	105	98
Warm and friendly encounters	13.6%	78.4%	5.7	12.3%	79.9%	110	98
<b><i>Religious/Spiritual Programs</i></b>	<b>35.7%</b>	<b>52.5%</b>	<b>1.5</b>	<b>32.3%</b>	<b>56.4%</b>	<b>111</b>	<b>93</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.

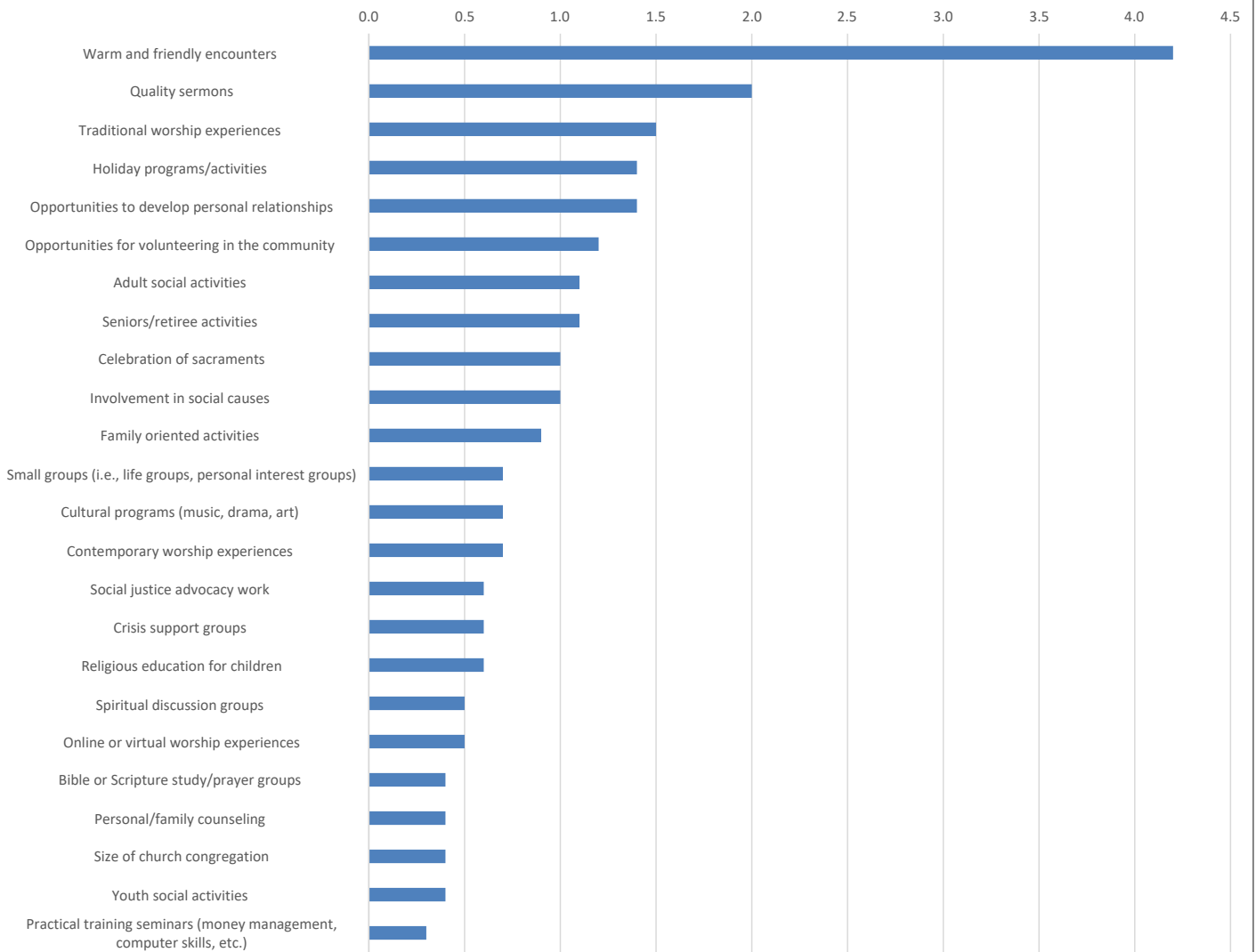
Third, look at the ratio. The ratio is calculated by dividing the Important by the Not Important responses. The higher the number, the stronger the desire for that program, especially if a program has a ratio of "1" or higher.

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	4.2	Very Strong Preference
	2	Quality sermons	2.0	Strong Preference
	3	Traditional worship experiences	1.5	Somewhat Strong Preference
	4	Holiday programs/activities	1.4	Somewhat Strong Preference
	5	Opportunities to develop personal relationships	1.4	Somewhat Strong Preference
	6	Opportunities for volunteering in the community	1.2	Moderate Preference
	7	Adult social activities	1.1	Moderate Preference
	8	Seniors/retiree activities	1.1	Moderate Preference
	9	Celebration of sacraments	1.0	Moderate Preference
	10	Involvement in social causes	1.0	Moderate Preference
	11	Family oriented activities	0.9	Moderate Preference
	12	Small groups (i.e., life groups, personal interest groups)	0.7	Somewhat Minimal Preference
	13	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	14	Contemporary worship experiences	0.7	Somewhat Minimal Preference
	15	Social justice advocacy work	0.6	Somewhat Minimal Preference
	16	Crisis support groups	0.6	Somewhat Minimal Preference
	17	Religious education for children	0.6	Somewhat Minimal Preference
	18	Spiritual discussion groups	0.5	Minimal Preference
	19	Online or virtual worship experiences	0.5	Minimal Preference
	20	Bible or Scripture study/prayer groups	0.4	Minimal Preference
	21	Personal/family counseling	0.4	Minimal Preference
	22	Size of church congregation	0.4	Minimal Preference
	23	Youth social activities	0.4	Minimal Preference
	24	Practical training seminars (money management, computer skills, etc.)	0.3	Very 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

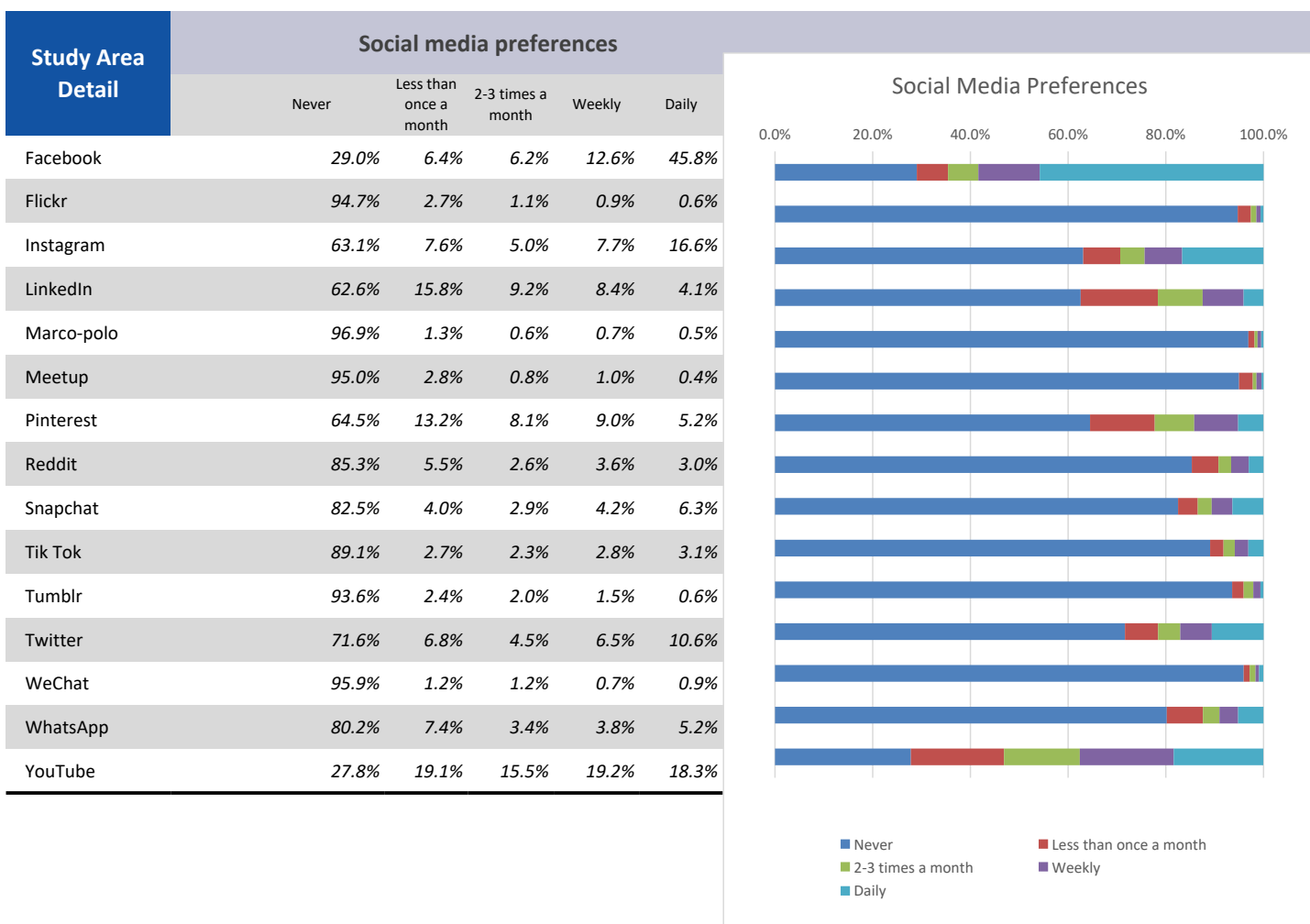
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	17.5%	82.5%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	38.9%	61.1%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	57.9%	42.1%	3	Yahoo News	
CNN Online News	3	57.2%	42.8%	1	Fox News	
Facebook	6	19.4%	80.6%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	69.0%	31.0%	6	Twitter	
Fox News	1	55.2%	44.8%	6	Facebook	
Fox News	1	29.3%	70.7%	2	Television News (Network OR Cable)	
Huffington Post	3	49.6%	50.4%	1	Fox News	
Huffington Post	3	44.2%	55.9%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	32.6%	67.4%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	48.4%	51.6%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	11.5%	88.5%	2	Television News (Network OR Cable)	
USA Today	4	29.2%	70.9%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	21.7%	78.3%	2	Television News (Network OR Cable)	
Yahoo News	3	40.4%	59.6%	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

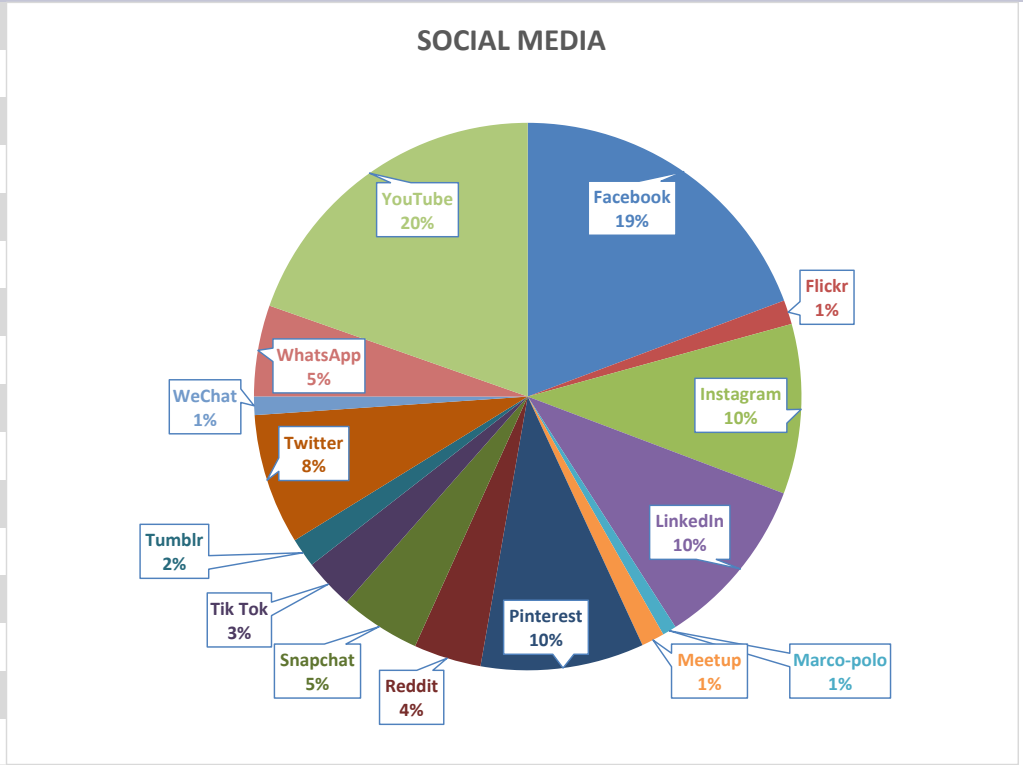
Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media



**Priority List**

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

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



## 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.