

THE
AMERICAN BELIEFS
STUDY
RELIGIOUS PREFERENCES & PRACTICES

The MinistryInsite Report 2021

Prepared for: Lutheran Church Extension Fund
Study area: 5 mi Around 18677 Southeast Highway 212, Damascus, Oregon 97089, United States

Date of Report: 7/10/23
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.

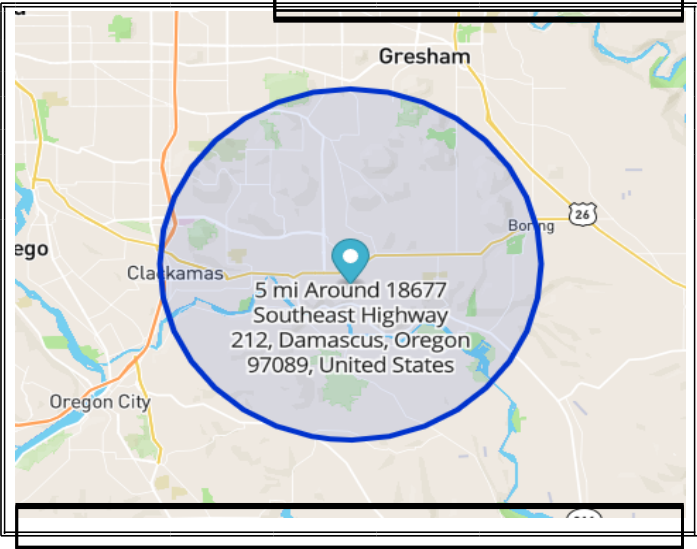
The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

Contents of the MinistryInsite Report

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

Topics	Page
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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
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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.

MinistryInsite Report 2021

Prepared for: Lutheran Church Extension Fund
 Study Area: 5 mi Around 18677 Southeast Highway 212, Damascus, Oregon 97089, UVersion: 2021
 American Beliefs Study Region: West
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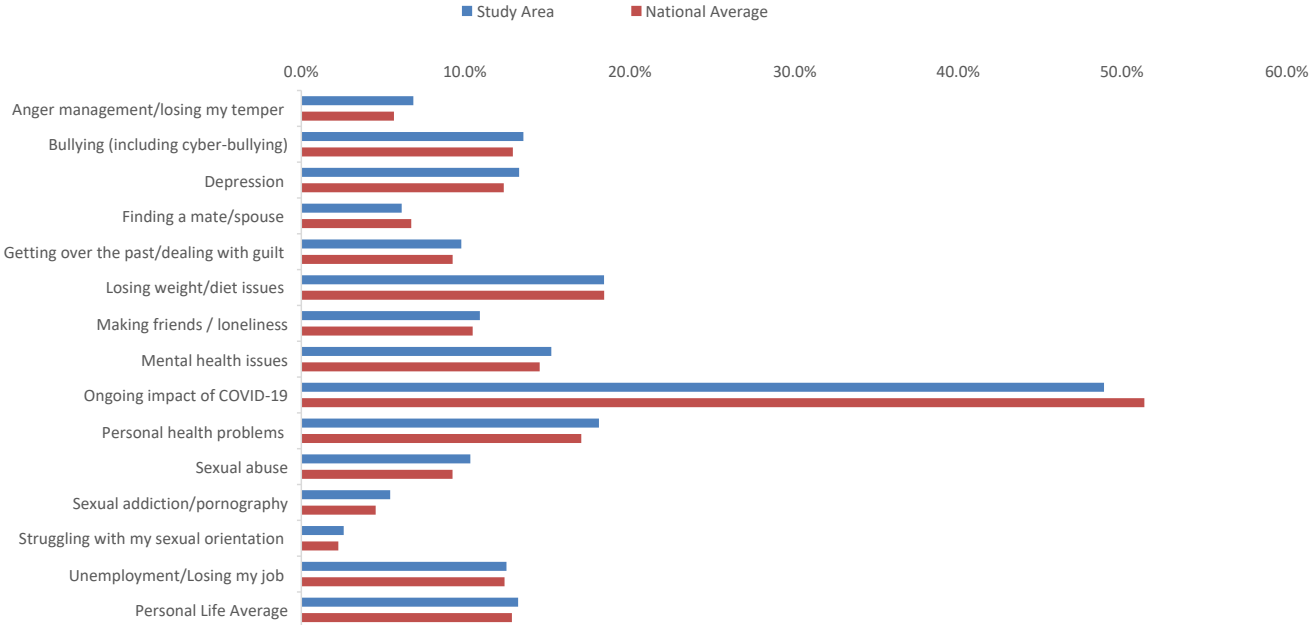
Life Concerns

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	15.5%	6.3%	15.1%	5.5%	102	115	
Anger management/losing my temper	28.5%	6.8%	30.0%	5.6%	95	121	
Bullying (including cyber-bullying)	24.6%	13.5%	26.0%	12.9%	95	105	
Depression	33.3%	13.3%	35.8%	12.3%	93	108	
Finding a mate/spouse	14.2%	6.1%	13.6%	6.7%	104	91	
Getting over the past/dealing with guilt	36.4%	9.7%	37.4%	9.2%	97	106	
Losing weight/diet issues	47.4%	18.4%	46.4%	18.4%	102	100	
Making friends / loneliness	38.3%	10.9%	38.2%	10.4%	100	104	
Mental health issues	32.7%	15.2%	33.7%	14.5%	97	105	
Ongoing impact of COVID-19	38.5%	48.9%	38.3%	51.3%	101	95	
Personal health problems	52.4%	18.1%	54.6%	17.0%	96	106	
Sexual abuse	13.2%	10.3%	13.8%	9.2%	95	112	
Sexual addiction/pornography	11.4%	5.4%	11.2%	4.5%	102	120	
Struggling with my sexual orientation	5.2%	2.6%	5.3%	2.3%	97	115	
Unemployment/Losing my job	21.5%	12.5%	23.9%	12.4%	90	101	
Personal Life Average	27.5%	13.2%	28.2%	12.8%	98	103	

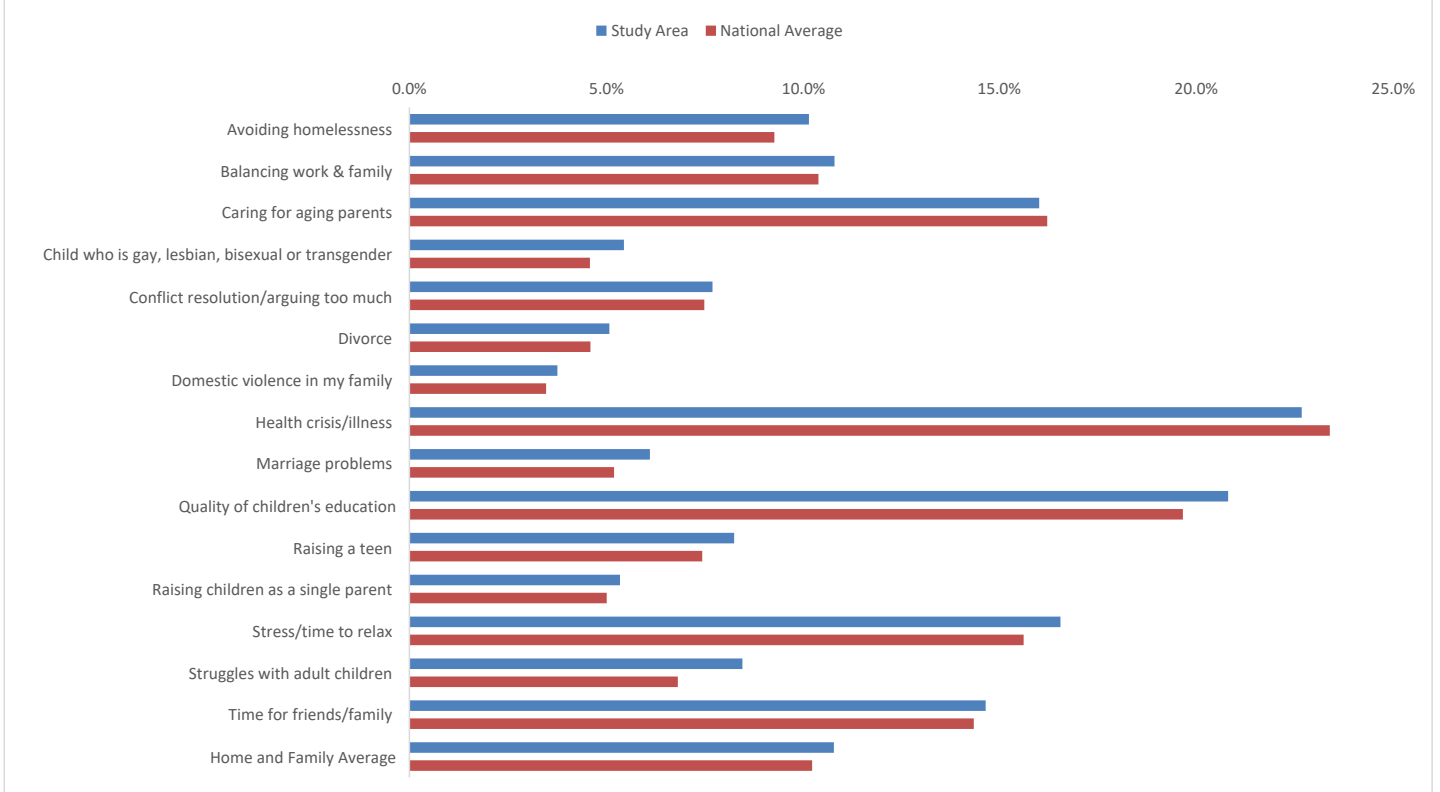
Significant Personal Health & Life Concerns Study Area Compared to National Average



Concerns About Home and Family

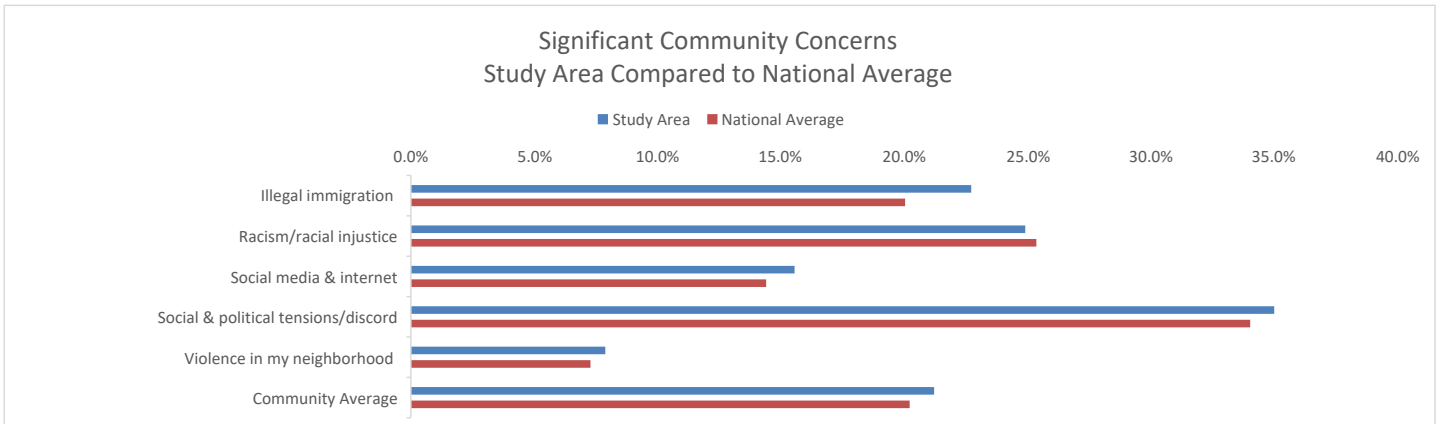
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
	Avoiding homelessness	18.9%	10.2%	19.1%		
Balancing work & family	29.6%	10.8%	30.5%	10.4%	97	104
Caring for aging parents	24.6%	16.0%	25.4%	16.2%	97	99
Child who is gay, lesbian, bisexual or transgender	9.4%	5.5%	9.7%	4.6%	98	119
Conflict resolution/arguing too much	31.3%	7.7%	31.2%	7.5%	100	103
Divorce	12.7%	5.1%	11.8%	4.6%	108	110
Domestic violence in my family	8.3%	3.8%	7.8%	3.5%	105	108
Health crisis/illness	48.9%	22.7%	48.9%	23.4%	100	97
Marriage problems	19.7%	6.1%	19.9%	5.2%	99	118
Quality of children's education	23.3%	20.8%	24.0%	19.7%	97	106
Raising a teen	15.0%	8.3%	14.1%	7.4%	107	111
Raising children as a single parent	9.8%	5.4%	9.9%	5.0%	99	107
Stress/time to relax	44.3%	16.5%	46.1%	15.6%	96	106
Struggles with adult children	23.5%	8.5%	24.5%	6.8%	96	124
Time for friends/family	45.9%	14.6%	47.6%	14.3%	96	102
Home and Family Average	24.3%	10.8%	24.7%	10.2%	99	105

Significant Home and Family Concerns
Study Area Compared to National Average



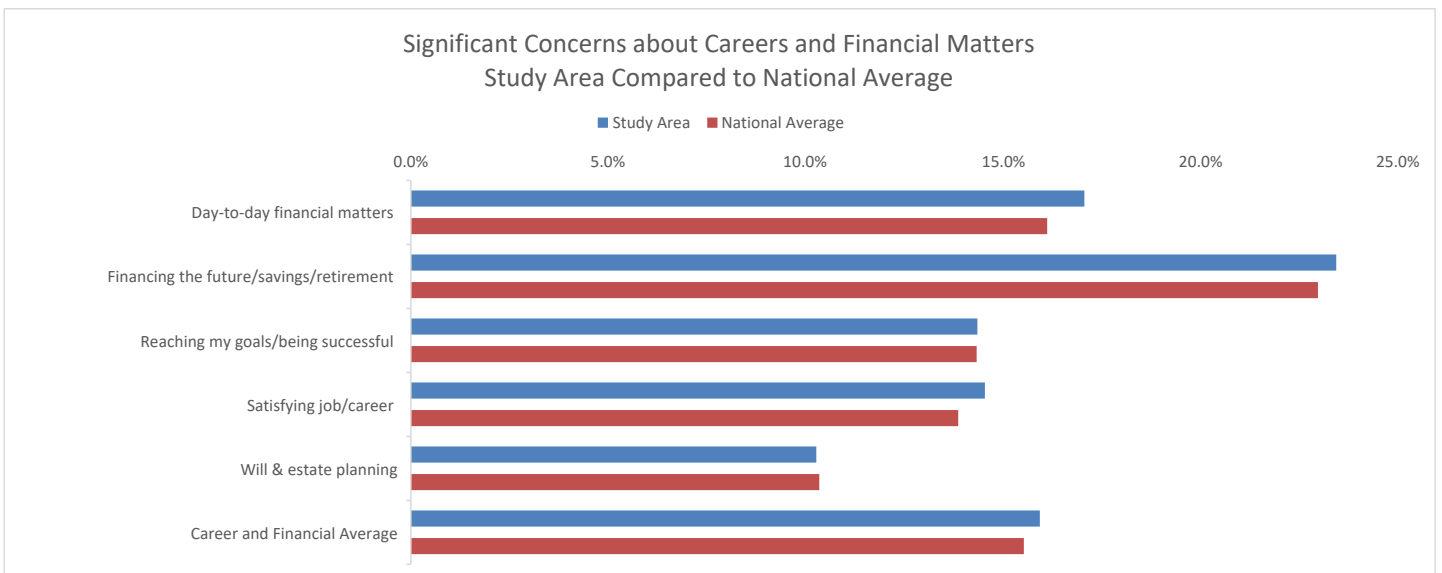
Concerns About Community

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	29.3%	22.7%	29.2%	20.0%	100	113
Racism/racial injustice	34.4%	24.9%	36.4%	25.3%	95	98
Social media & internet	36.3%	15.6%	38.4%	14.4%	95	108
Social & political tensions/discord	39.2%	35.0%	41.2%	34.0%	95	103
Violence in my neighborhood	30.7%	7.9%	30.7%	7.3%	100	108
Community Average	34.0%	21.2%	35.2%	20.2%	97	105



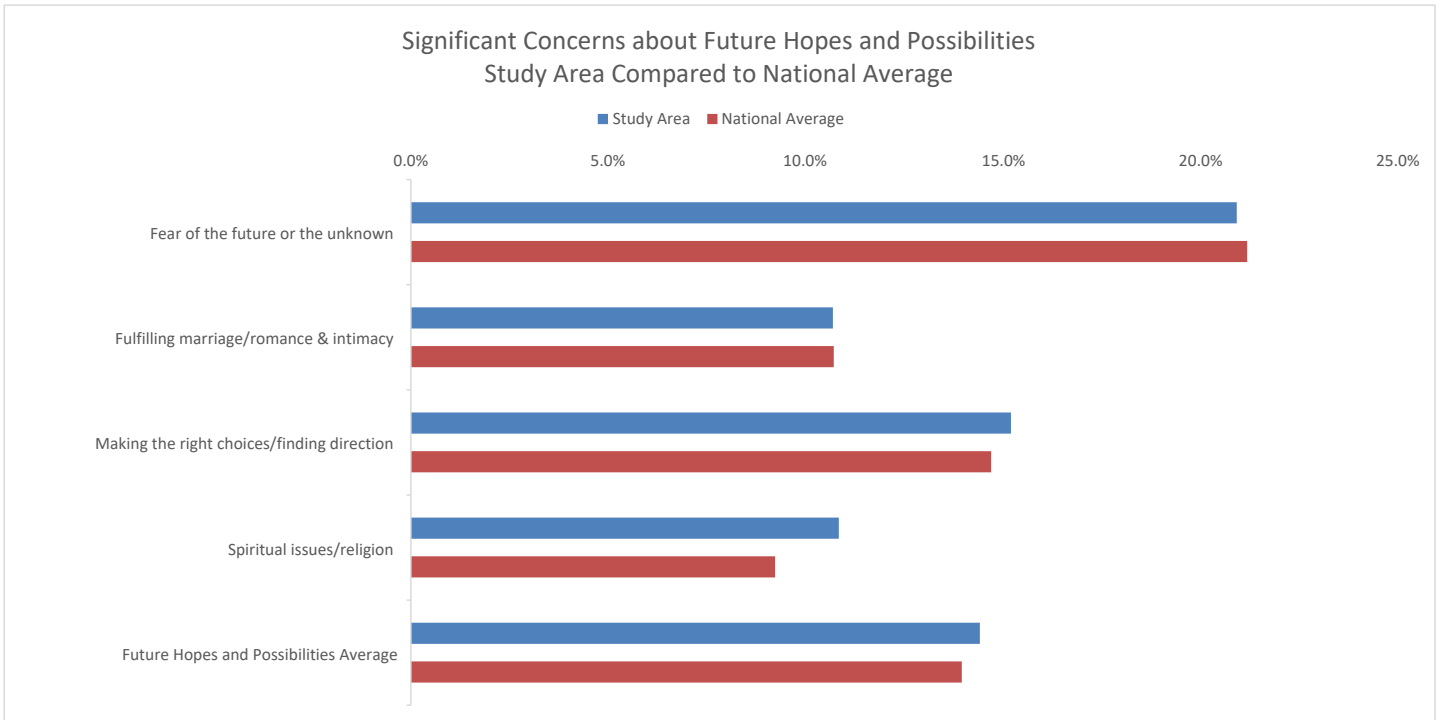
Concerns about Careers and Financial Matters

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	42.2%	17.1%	42.9%	16.1%	98	106
Financing the future/savings/retirement	46.1%	23.4%	46.8%	23.0%	99	102
Reaching my goals/being successful	38.8%	14.4%	40.3%	14.3%	96	100
Satisfying job/career	27.6%	14.5%	29.1%	13.9%	95	105
Will & estate planning	39.7%	10.3%	40.6%	10.3%	98	99
Career and Financial Average	38.9%	15.9%	39.9%	15.5%	97	103



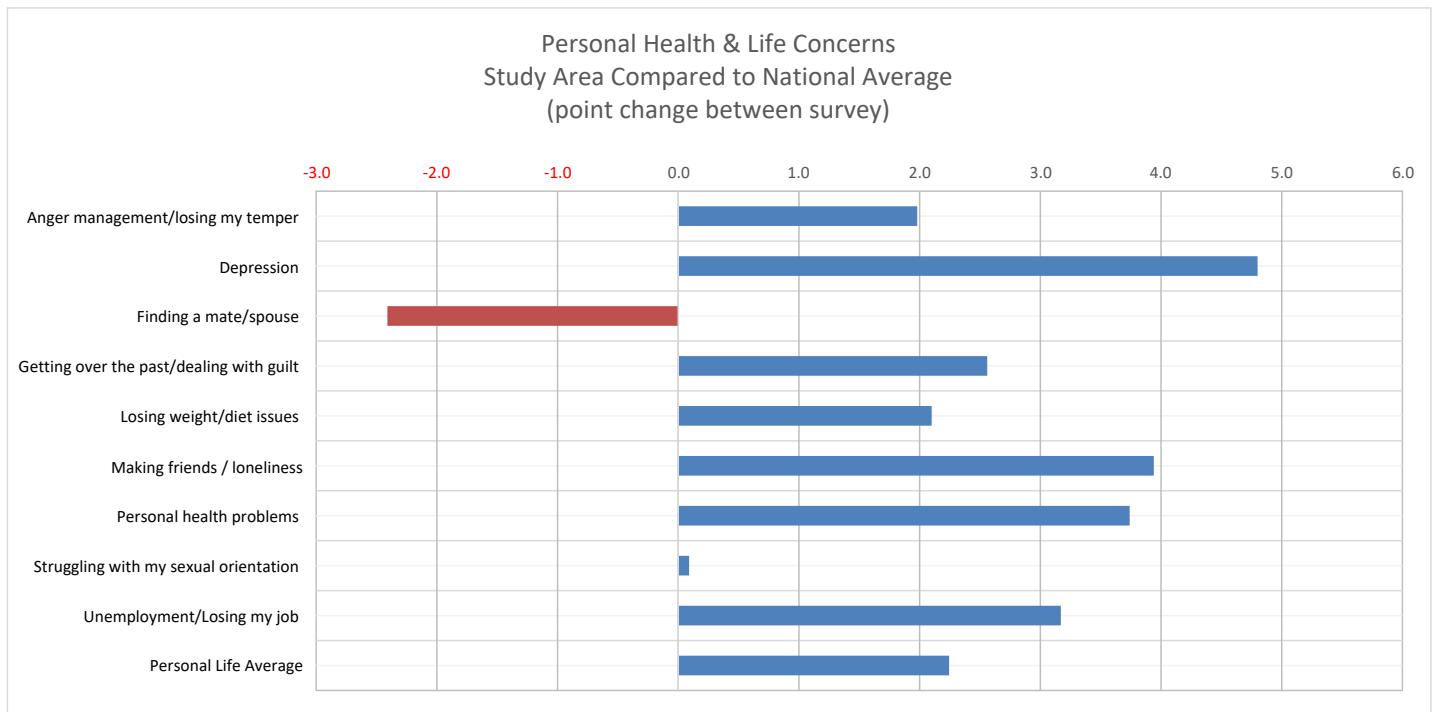
Concerns about Future Hopes and Possibilities

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	49.9%	20.9%	50.5%	21.2%	99	99
Fulfilling marriage/romance & intimacy	30.3%	10.7%	31.3%	10.7%	97	100
Making the right choices/finding direction	44.2%	15.2%	45.2%	14.7%	98	103
Spiritual issues/religion	27.8%	10.8%	27.6%	9.2%	101	118
Future Hopes and Possibilities Average	38.0%	14.4%	38.7%	14.0%	98	103

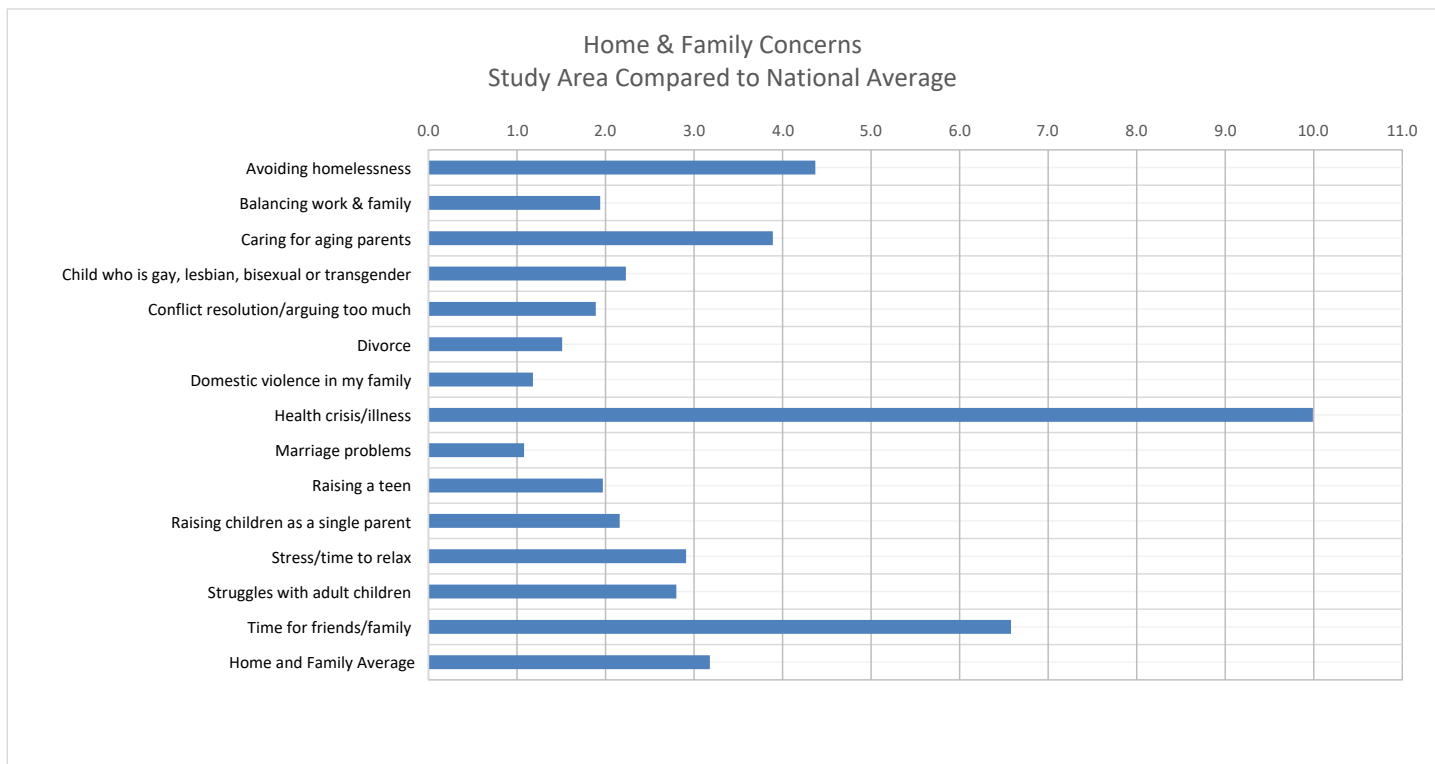


Concerns About Personal Health & Life

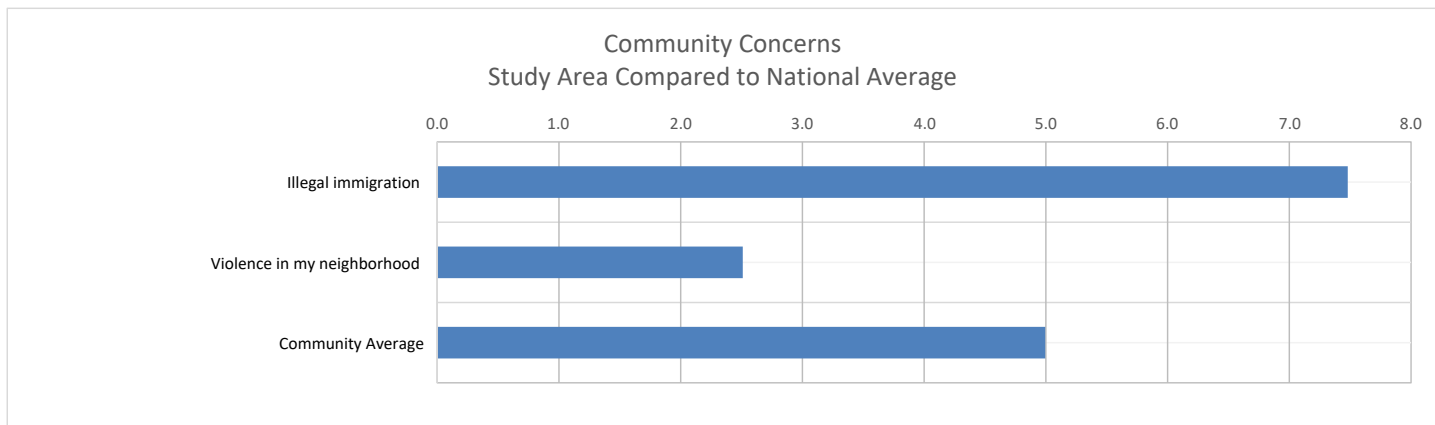
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.8%	6.3%	2.5
Anger management/losing my temper	4.8%	6.8%	2.0
Depression	8.5%	13.3%	4.8
Finding a mate/spouse	8.5%	6.1%	-2.4
Getting over the past/dealing with guilt	7.2%	9.7%	2.6
Losing weight/diet issues	16.3%	18.4%	2.1
Making friends / loneliness	6.9%	10.9%	3.9
Personal health problems	14.4%	18.1%	3.7
Struggling with my sexual orientation	2.5%	2.6%	0.1
Unemployment/Losing my job	9.3%	12.5%	3.2
Personal Life Average	8.2%	10.5%	2.2



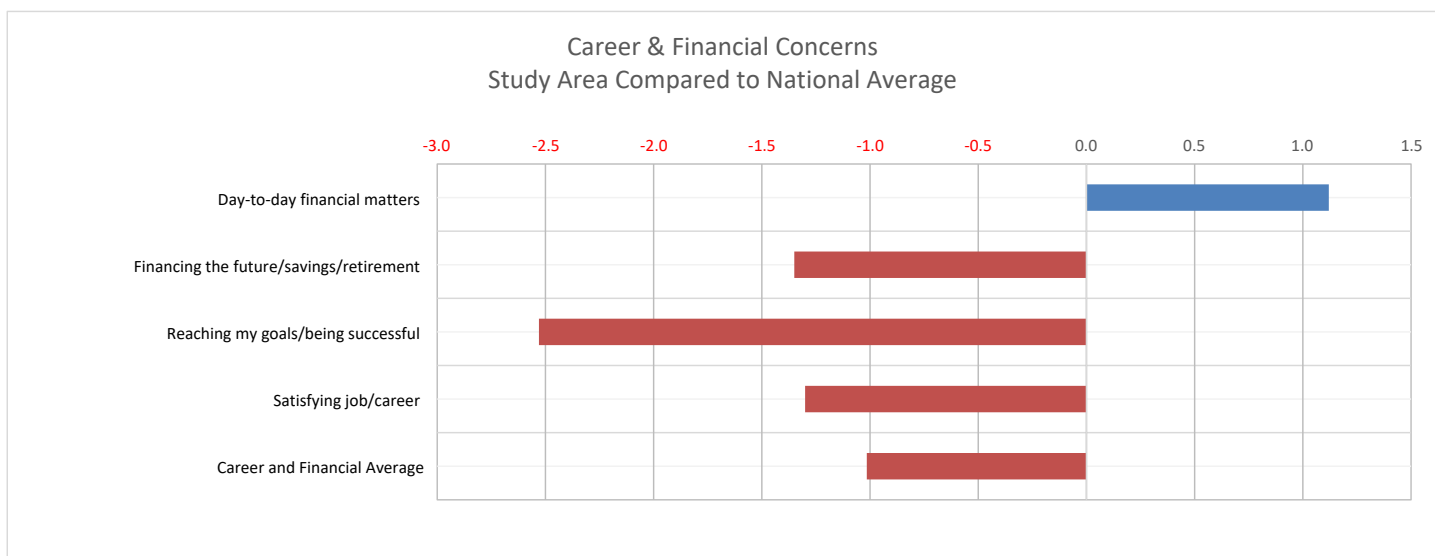
Study Area Comparison between 2017 & 2021	Concerns About Home and Family		
	2017	2021	Point Change Between Surveys
Avoiding homelessness	5.8%	10.2%	4.4
Balancing work & family	8.9%	10.8%	1.9
Caring for aging parents	12.1%	16.0%	3.9
Child who is gay, lesbian, bisexual or transgender	3.2%	5.5%	2.2
Conflict resolution/arguing too much	5.8%	7.7%	1.9
Divorce	3.6%	5.1%	1.5
Domestic violence in my family	2.6%	3.8%	1.2
Health crisis/illness	12.7%	22.7%	10.0
Marriage problems	5.0%	6.1%	1.1
Raising a teen	6.3%	8.3%	2.0
Raising children as a single parent	3.2%	5.4%	2.2
Stress/time to relax	13.6%	16.5%	2.9
Struggles with adult children	5.7%	8.5%	2.8
Time for friends/family	8.1%	14.6%	6.6
Home and Family Average	6.9%	10.1%	3.2



Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	15.2%	22.7%	7.5
Violence in my neighborhood	5.4%	7.9%	2.5
Community Average	10.3%	15.3%	5.0



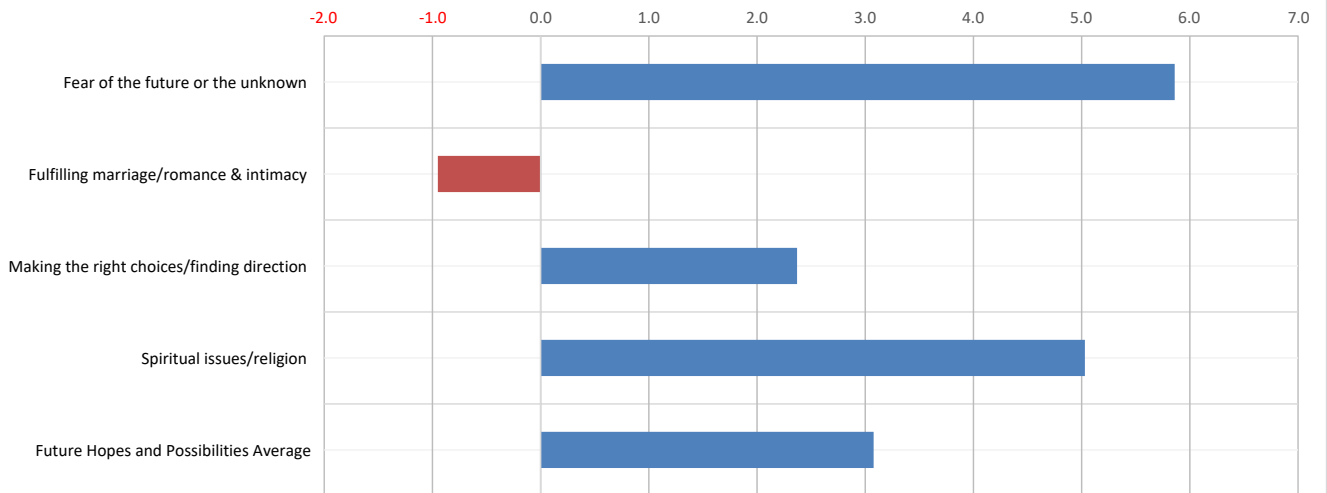
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	15.9%	17.1%	1.1
Financing the future/savings/retirement	24.8%	23.4%	-1.4
Reaching my goals/being successful	16.9%	14.4%	-2.5
Satisfying job/career	15.8%	14.5%	-1.3
Career and Financial Average	18.4%	17.3%	-1.0



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	15.1%	20.9%	5.9
Fulfilling marriage/romance & intimacy	11.6%	10.7%	-1.0
Making the right choices/finding direction	12.8%	15.2%	2.4
Spiritual issues/religion	5.8%	10.8%	5.0
Future Hopes and Possibilities Average	11.3%	14.4%	3.1

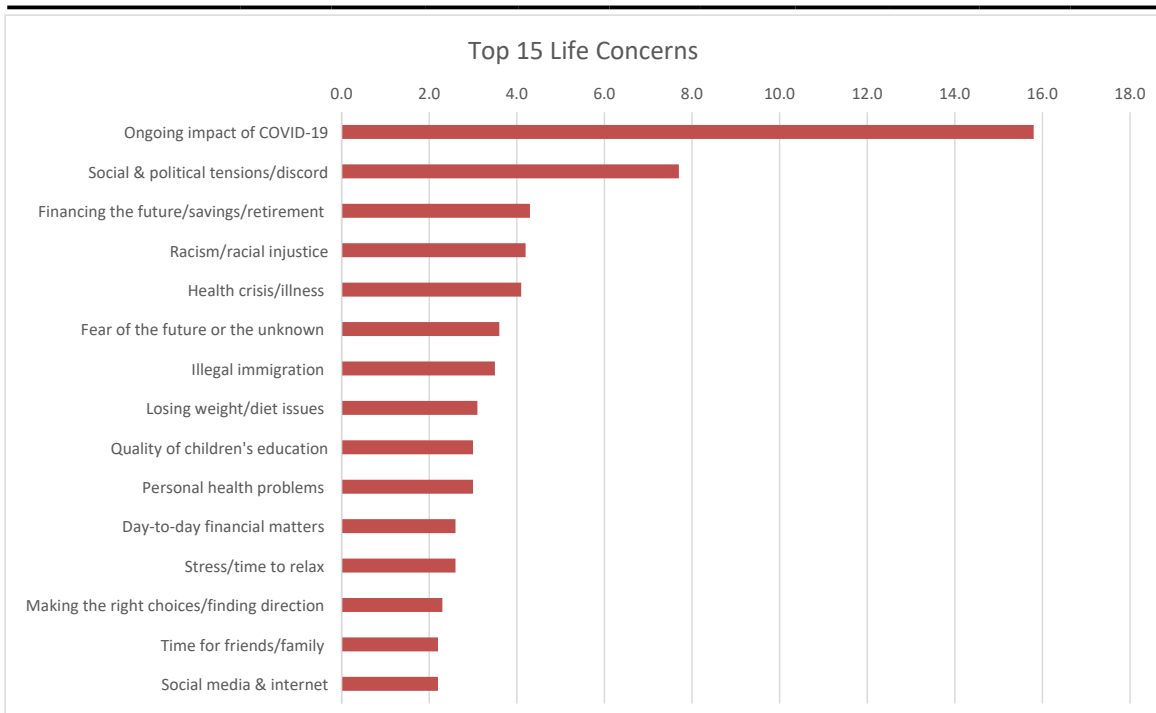
Future Hopes & Possibilities Concerns
Study Area Compared to National Average



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			
	Ranking	Concern	Ratio	Strength of Concern
	1	Ongoing impact of COVID-19	15.8	Extremely Strong Concern
	2	Social & political tensions/discord	7.7	Very Strong Concern
	3	Financing the future/savings/retirement	4.3	Very Strong Concern
	4	Racism/racial injustice	4.2	Very Strong Concern
	5	Health crisis/illness	4.1	Very Strong Concern
	6	Fear of the future or the unknown	3.6	Strong Concern
	7	Illegal immigration	3.5	Strong Concern
	8	Losing weight/diet issues	3.1	Strong Concern
	9	Quality of children's education	3.0	Strong Concern
	10	Personal health problems	3.0	Strong Concern
	11	Day-to-day financial matters	2.6	Strong Concern
	12	Stress/time to relax	2.6	Strong Concern
	13	Making the right choices/finding direction	2.3	Strong Concern
	14	Time for friends/family	2.2	Strong Concern
	15	Social media & internet	2.2	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.

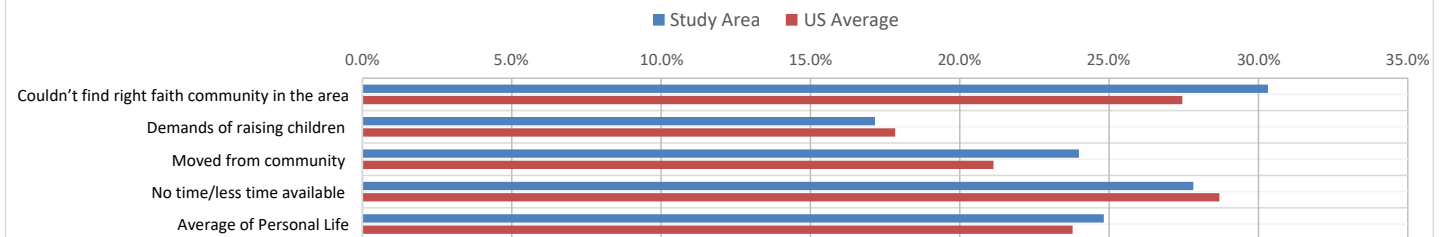
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

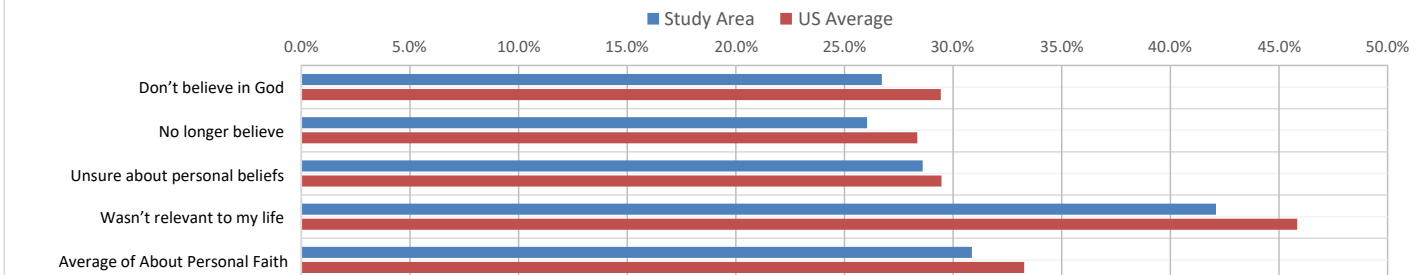
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	30.3%	27.5%	110
Demands of raising children	17.2%	17.8%	96
Moved from community	24.0%	21.1%	114
No time/less time available	27.8%	28.7%	97
Average of Personal Life	24.8%	23.8%	104

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



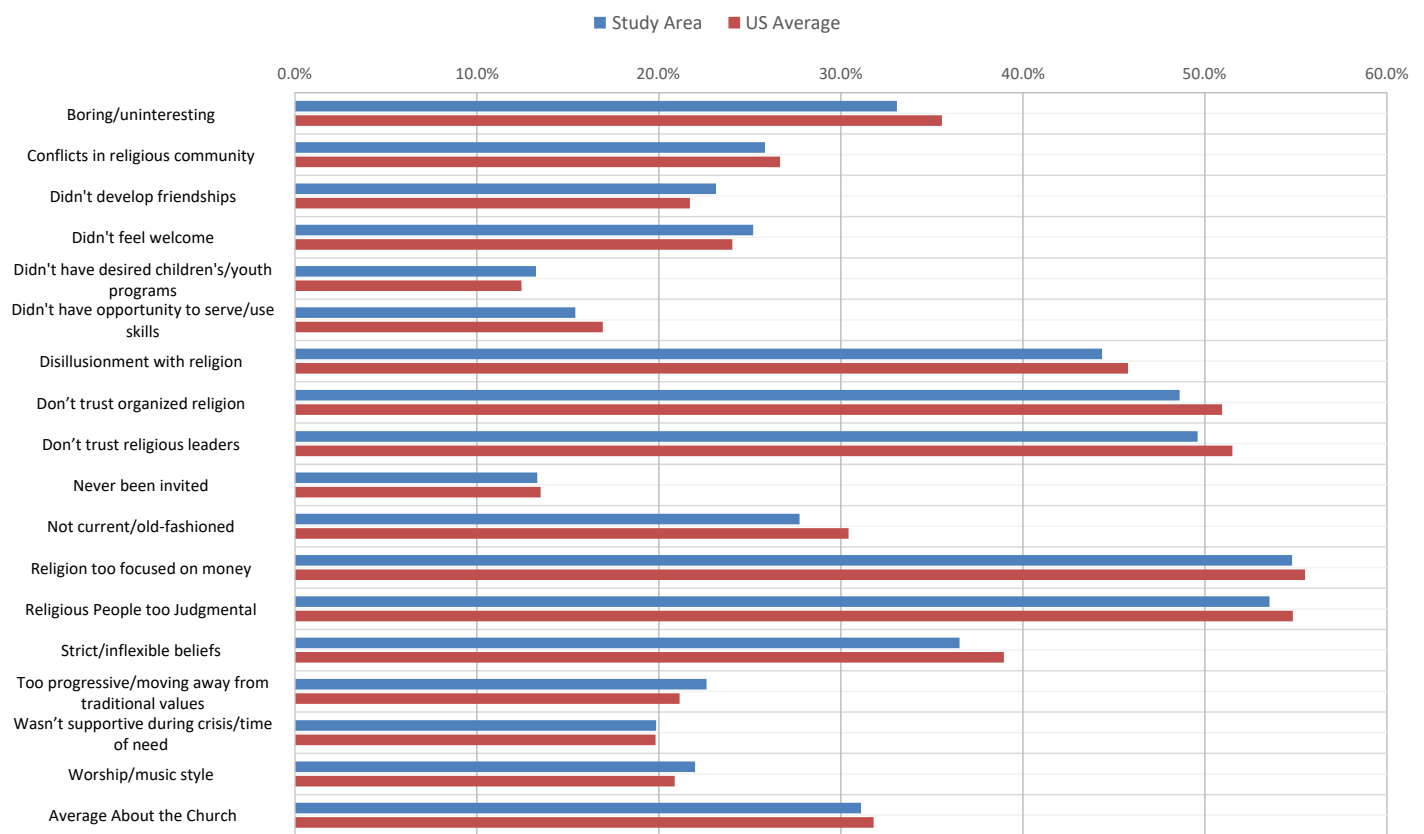
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	26.7%	29.4%	91
No longer believe	26.0%	28.4%	92
Unsure about personal beliefs	28.6%	29.5%	97
Wasn't relevant to my life	42.1%	45.8%	92
Average of About Personal Faith	30.9%	33.3%	93

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



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	33.1%	35.6%	93
Conflicts in religious community	25.8%	26.7%	97
Didn't develop friendships	23.1%	21.7%	107
Didn't feel welcome	25.2%	24.0%	105
Didn't have desired children's/youth programs	13.3%	12.5%	106
Didn't have opportunity to serve/use skills	15.4%	16.9%	91
Disillusionment with religion	44.4%	45.8%	97
Don't trust organized religion	48.6%	50.9%	95
Don't trust religious leaders	49.6%	51.5%	96
Never been invited	13.3%	13.5%	99
Not current/old-fashioned	27.7%	30.4%	91
Religion too focused on money	54.8%	55.5%	99
Religious People too Judgmental	53.6%	54.8%	98
Strict/inflexible beliefs	36.5%	39.0%	94
Too progressive/moving away from traditional values	22.6%	21.1%	107
Wasn't supportive during crisis/time of need	19.9%	19.8%	100
Worship/music style	22.0%	20.9%	105
Average About the Church	31.1%	31.8%	98

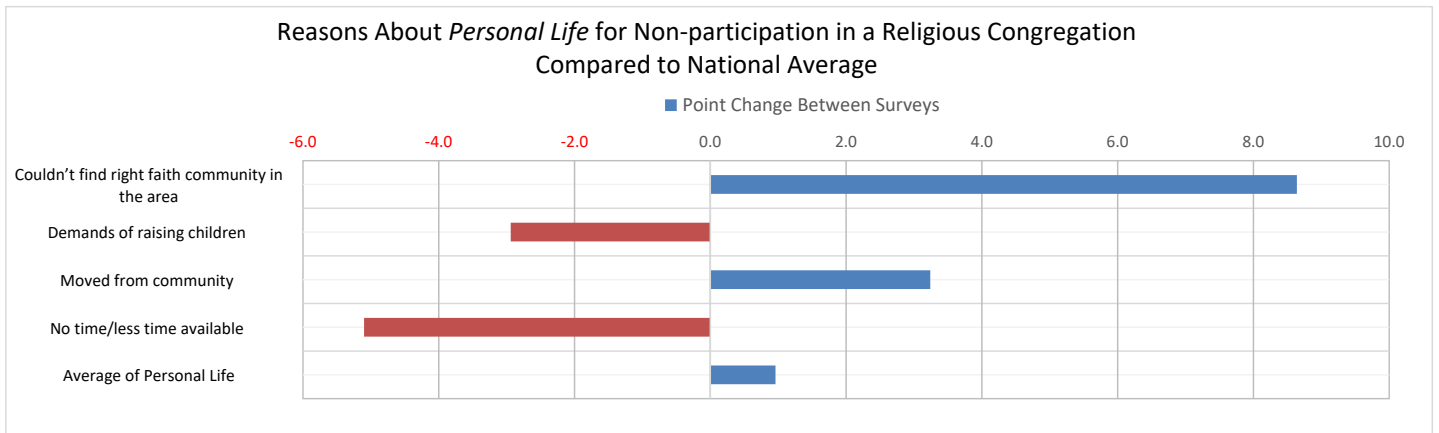
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



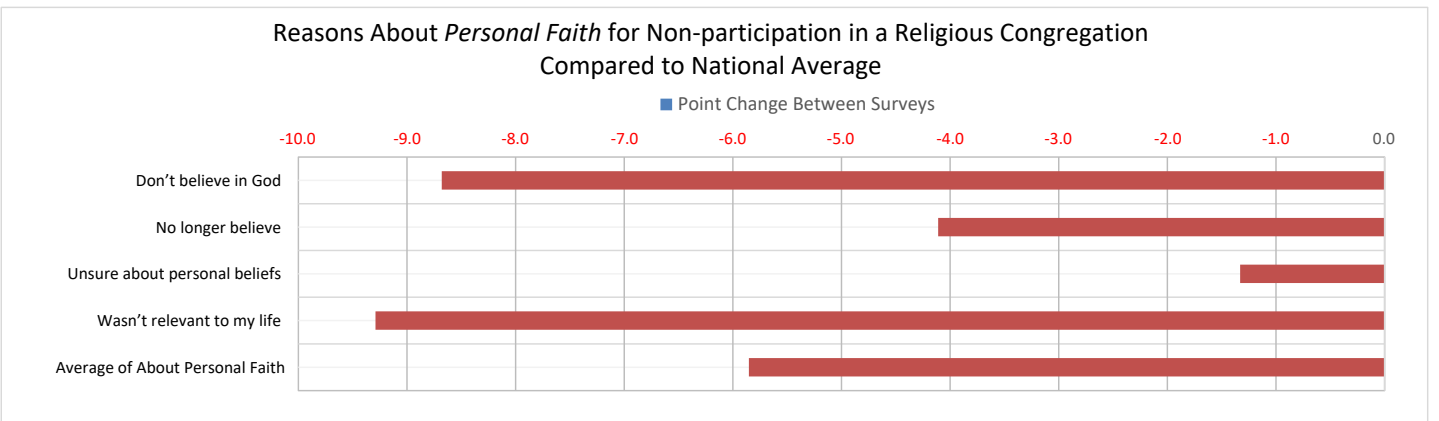
From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

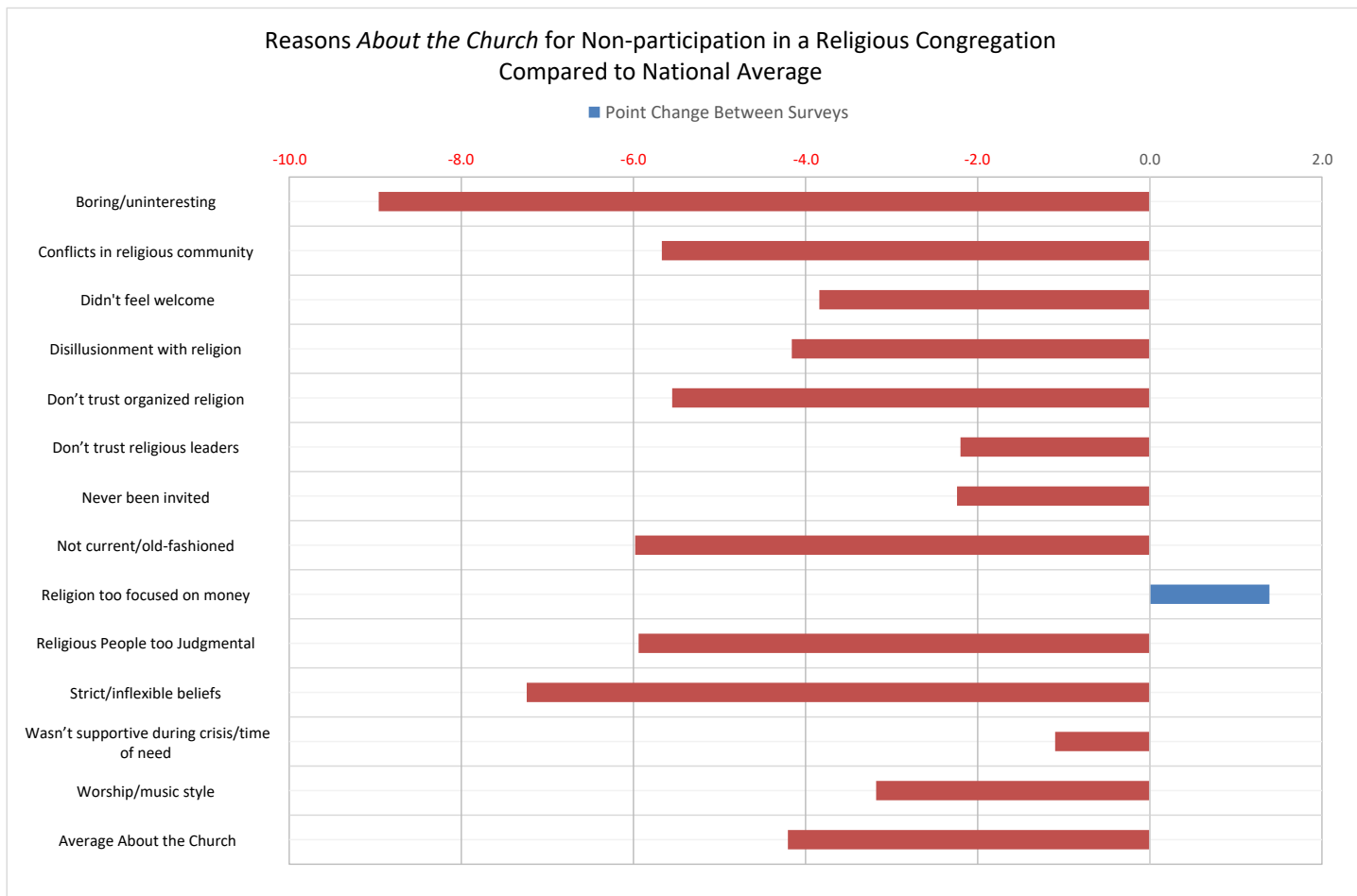
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	21.7%	30.3%	8.6
Demands of raising children	20.1%	17.2%	-2.9
Moved from community	20.8%	24.0%	3.2
No time/less time available	32.9%	27.8%	-5.1
Average of Personal Life	23.9%	24.8%	1.0



About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	35.4%	26.7%	-8.7
No longer believe	30.2%	26.0%	-4.1
Unsure about personal beliefs	29.9%	28.6%	-1.3
Wasn't relevant to my life	51.4%	42.1%	-9.3
Average of About Personal Faith	36.7%	30.9%	-5.9



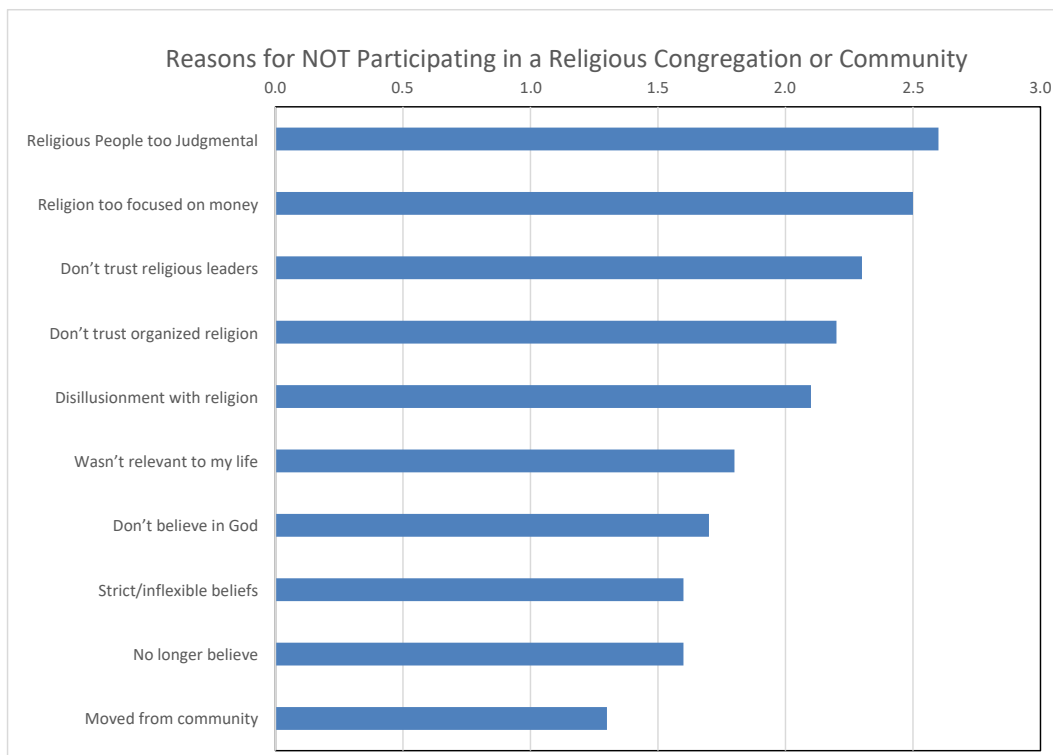
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	42.0%	33.1%	-9.0
Conflicts in religious community	31.5%	25.8%	-5.7
Didn't feel welcome	29.0%	25.2%	-3.8
Disillusionment with religion	48.5%	44.4%	-4.2
Don't trust organized religion	54.2%	48.6%	-5.6
Don't trust religious leaders	51.8%	49.6%	-2.2
Never been invited	15.6%	13.3%	-2.2
Not current/old-fashioned	33.7%	27.7%	-6.0
Religion too focused on money	53.4%	54.8%	1.4
Religious People too Judgmental	59.5%	53.6%	-5.9
Strict/inflexible beliefs	43.8%	36.5%	-7.2
Wasn't supportive during crisis/time of need	21.0%	19.9%	-1.1
Worship/music style	25.2%	22.0%	-3.2
Average About the Church	39.2%	35.0%	-4.2



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	2.6	Strong Reason
2	Religion too focused on money	2.5	Strong Reason
3	Don't trust religious leaders	2.3	Strong Reason
4	Don't trust organized religion	2.2	Strong Reason
5	Disillusionment with religion	2.1	Strong Reason
6	Wasn't relevant to my life	1.8	Somewhat Strong Reason
7	Don't believe in God	1.7	Somewhat Strong Reason
8	Strict/inflexible beliefs	1.6	Somewhat Strong Reason
9	No longer believe	1.6	Somewhat Strong Reason
10	Moved from community	1.3	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.

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

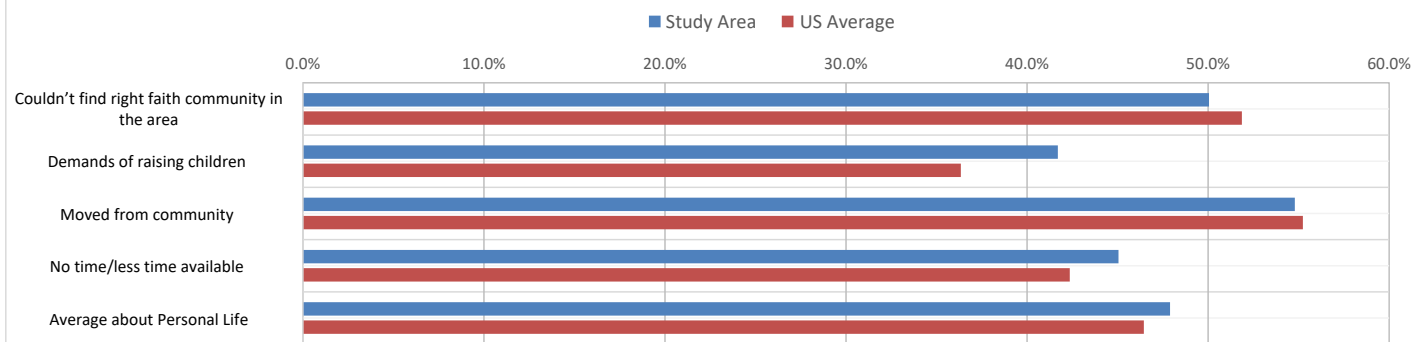
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

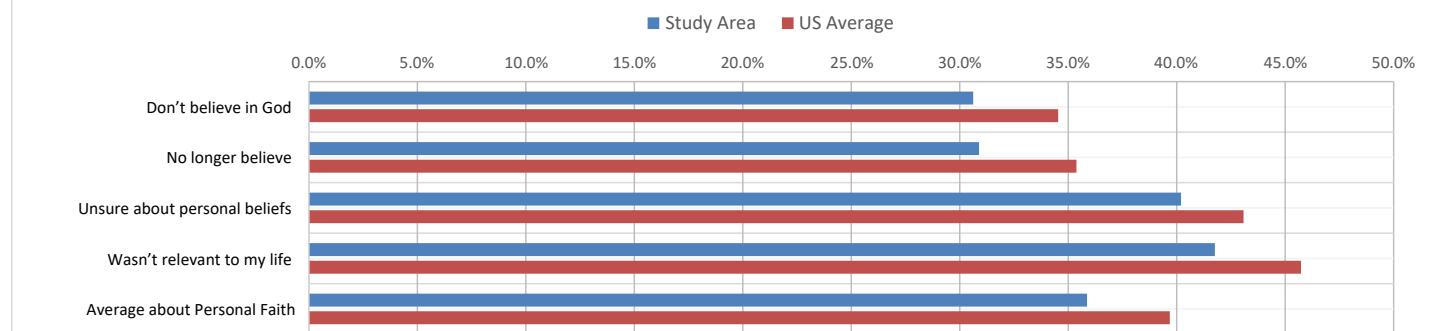
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	50.1%	51.9%	97
Demands of raising children	41.7%	36.3%	115
Moved from community	54.8%	55.2%	99
No time/less time available	45.1%	42.4%	106
Average about Personal Life	47.9%	46.5%	103

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	30.6%	34.5%	89
No longer believe	30.9%	35.4%	87
Unsure about personal beliefs	40.2%	43.1%	93
Wasn't relevant to my life	41.8%	45.7%	91
Average about Personal Faith	35.9%	39.7%	90

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



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	53.1%	50.3%	105
Conflicts in religious community	62.9%	62.9%	100
Didn't develop friendships	54.8%	54.6%	100
Didn't feel welcome	60.6%	63.2%	96
Didn't have desired children's/youth programs	36.5%	34.2%	107
Didn't have opportunity to serve/use skills	42.7%	45.5%	94
Disillusionment with religion	46.4%	47.4%	98
Don't trust organized religion	45.6%	44.3%	103
Don't trust religious leaders	53.1%	59.7%	89
Never been invited	37.7%	35.4%	107
Not current/old-fashioned	42.3%	42.7%	99
Religion too focused on money	66.2%	63.4%	104
Religious People too Judgmental	69.1%	64.9%	107
Strict/inflexible beliefs	61.0%	58.0%	105
Too progressive/moving away from traditional values	63.4%	58.4%	109
Wasn't supportive during crisis/time of need	65.0%	62.5%	104
Worship/music style	57.8%	58.4%	99
Average about the Church	54.0%	53.3%	101

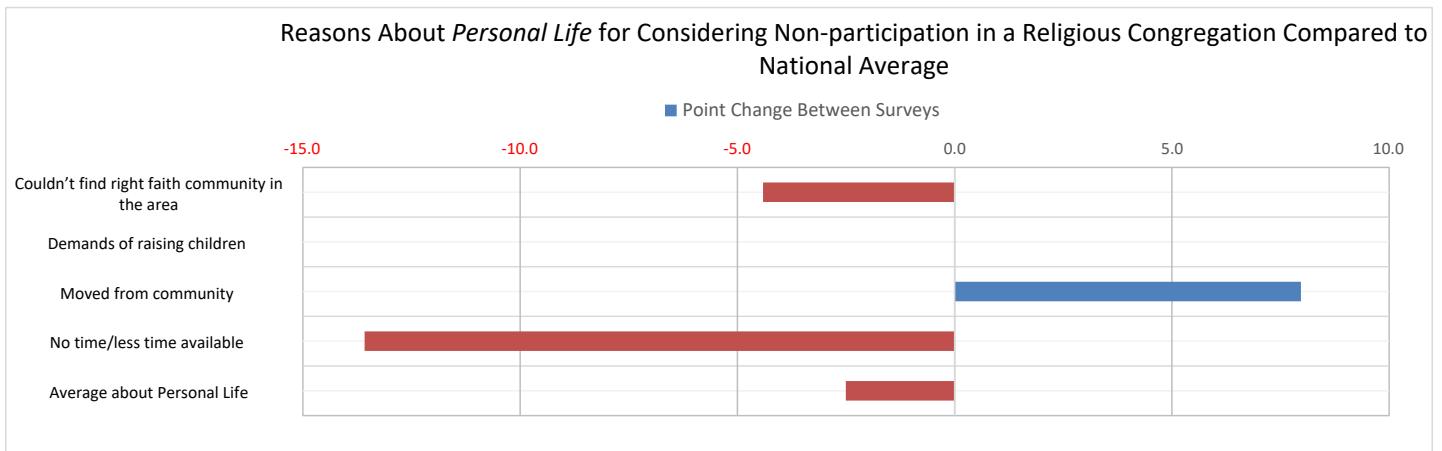
Reasons *About the Church* for Considering Non-participation in a Religious Congregation Compared to National Average



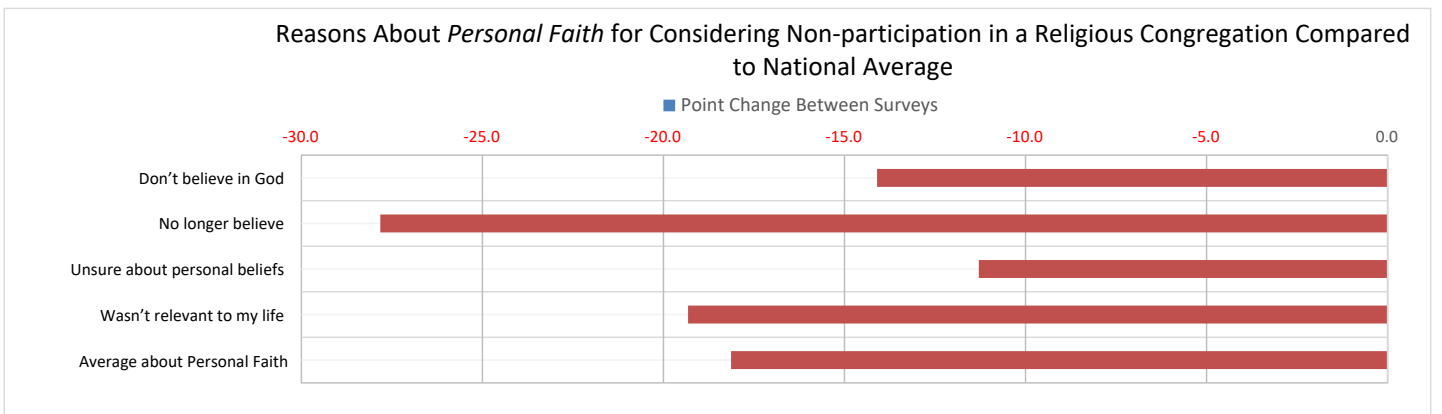
From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

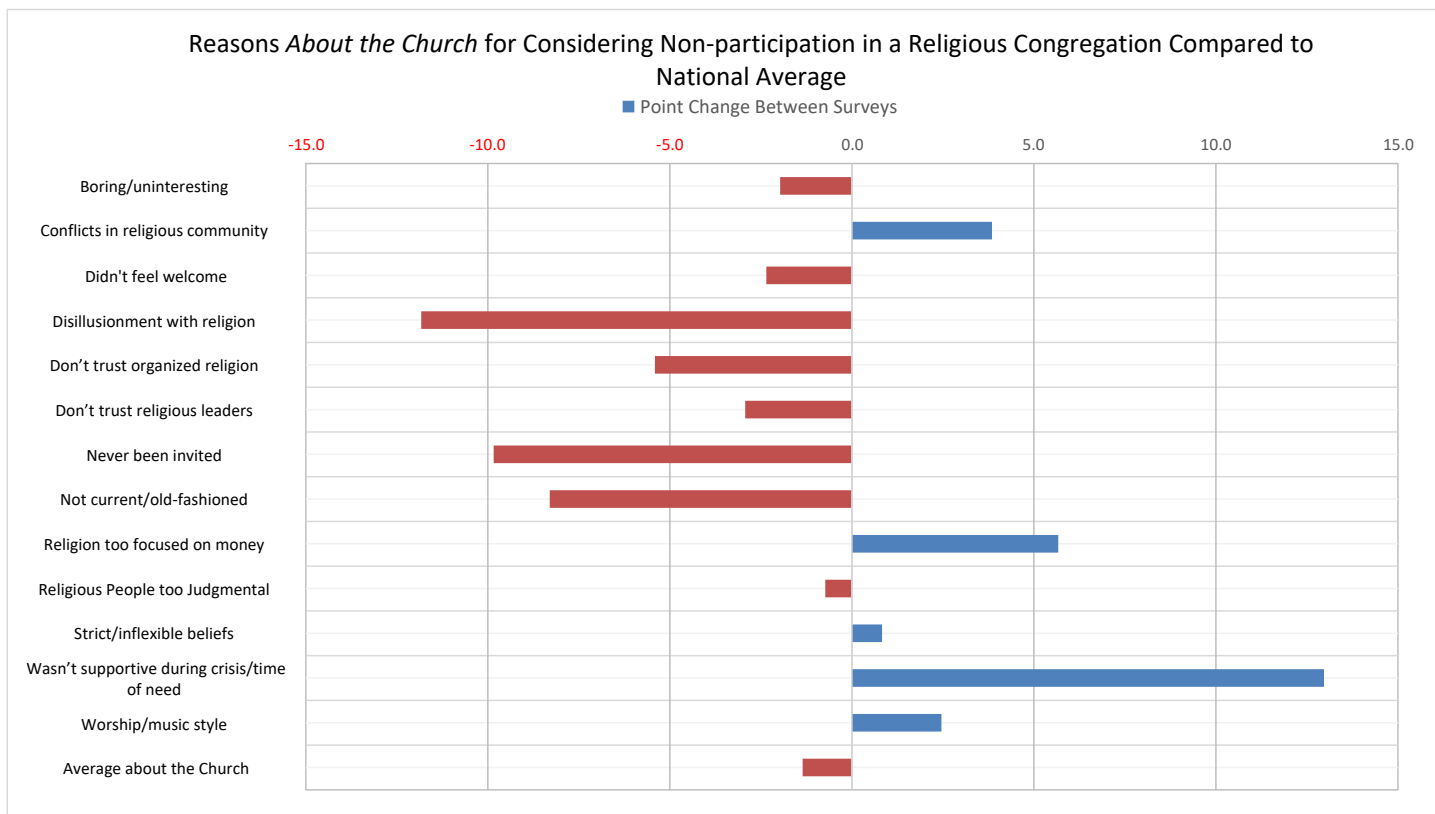
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	54.5%	50.1%	-4.4
Demands of raising children	41.7%	41.7%	-0.0
Moved from community	46.8%	54.8%	8.0
No time/less time available	58.6%	45.1%	-13.6
Average about Personal Life	50.4%	47.9%	-2.5



About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	44.7%	30.6%	-14.1
No longer believe	58.7%	30.9%	-27.8
Unsure about personal beliefs	51.5%	40.2%	-11.3
Wasn't relevant to my life	61.1%	41.8%	-19.3
Average about Personal Faith	54.0%	35.9%	-18.1



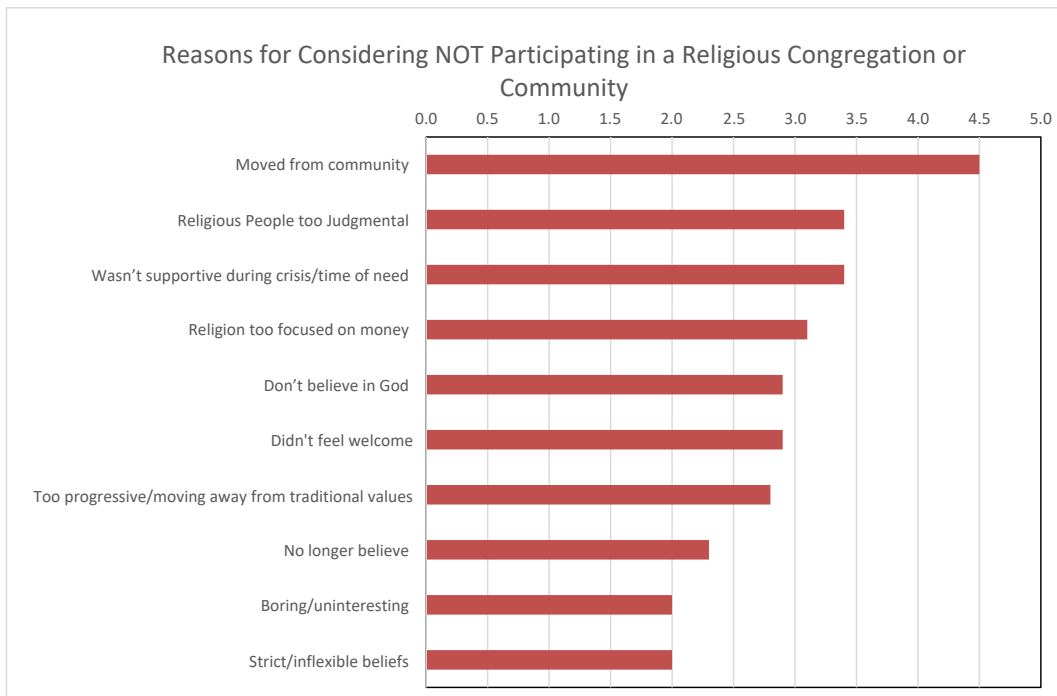
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	55.0%	53.1%	-2.0
Conflicts in religious community	59.1%	62.9%	3.9
Didn't feel welcome	62.9%	60.6%	-2.4
Disillusionment with religion	58.2%	46.4%	-11.8
Don't trust organized religion	51.0%	45.6%	-5.4
Don't trust religious leaders	56.1%	53.1%	-2.9
Never been invited	47.6%	37.7%	-9.8
Not current/old-fashioned	50.6%	42.3%	-8.3
Religion too focused on money	60.5%	66.2%	5.7
Religious People too Judgmental	69.9%	69.1%	-0.7
Strict/inflexible beliefs	60.2%	61.0%	0.8
Wasn't supportive during crisis/time of need	52.0%	65.0%	13.0
Worship/music style	55.4%	57.8%	2.5
Average about the Church	56.8%	55.4%	-1.4



Priority List

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

Ranking	Concern	Ratio	Strength
1	Moved from community	4.5	Very Strong Reason
2	Religious People too Judgmental	3.4	Strong Reason
3	Wasn't supportive during crisis/time of need	3.4	Strong Reason
4	Religion too focused on money	3.1	Strong Reason
5	Don't believe in God	2.9	Strong Reason
6	Didn't feel welcome	2.9	Strong Reason
7	Too progressive/moving away from traditional values	2.8	Strong Reason
8	No longer believe	2.3	Strong Reason
9	Boring/uninteresting	2.0	Strong Reason
10	Strict/inflexible beliefs	2.0	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
Personal Growth							
Addiction support groups	48.9%	37.5%	0.8	51.1%	35.3%	96	106
Health/weight loss programs	53.7%	32.9%	0.6	55.1%	32.1%	97	102
Membership and leadership training	42.0%	44.8%	1.1	45.9%	41.1%	91	109
Opportunities to develop personal relationships	23.5%	67.6%	2.9	24.5%	65.8%	96	103
Practical training seminars (money management, computer skills, etc.)	43.4%	43.9%	1.0	45.4%	42.4%	96	104
Personal Growth	42.3%	45.3%	1.1	44.4%	43.3%	95	105
Family Support and Intervention Services							
Daycare/After-School Programs	58.2%	27.1%	0.5	59.0%	26.6%	99	102
Crisis support groups	34.5%	53.5%	1.5	37.0%	50.8%	93	105
Family oriented activities	31.3%	59.1%	1.9	33.4%	56.6%	94	105
Marriage enrichment	42.7%	44.8%	1.0	45.2%	41.8%	94	107
Parenting development	51.9%	34.4%	0.7	53.2%	33.0%	98	104
Personal/family counseling	39.8%	48.4%	1.2	40.6%	47.8%	98	101
Family Support and Intervention Services	43.1%	44.5%	1.0	44.7%	42.8%	96	104
Community Involvement and Advocacy Programs							
Adult social activities	25.0%	65.2%	2.6	26.1%	64.3%	96	101
Involvement in social causes	29.5%	59.4%	2.0	30.0%	58.9%	98	101
Mission trips and global outreach	44.2%	41.9%	0.9	47.7%	38.5%	93	109
Opportunities for volunteering in the community	24.4%	65.5%	2.7	25.9%	64.1%	94	102
Social justice advocacy work	38.7%	47.4%	1.2	38.5%	48.4%	101	98
Community Involvement and Advocacy Programs	32.4%	55.9%	1.7	33.6%	54.8%	96	102

Community Activities or Cultural Programs	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	34.3%	54.8%	1.6	36.4%	52.7%	94	104
Holiday programs/activities	23.2%	67.4%	2.9	25.0%	65.4%	93	103
Seniors/retiree activities	29.1%	60.6%	2.1	30.6%	58.7%	95	103
Singles or college-age groups	52.8%	33.0%	0.6	53.9%	31.9%	98	103
Size of church congregation	39.5%	50.6%	1.3	41.8%	47.6%	94	106
Small groups (i.e., life groups, personal interest groups)	29.4%	59.7%	2.0	31.8%	57.4%	92	104
Youth social activities	46.4%	41.3%	0.9	47.9%	39.7%	97	104
Community Activities or Cultural Programs	36.4%	52.5%	1.4	38.2%	50.5%	95	104
Religious/Spiritual Programs	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	37.4%	52.2%	1.4	41.5%	47.2%	90	111
Celebration of sacraments	30.6%	55.6%	1.8	32.8%	53.5%	93	104
Contemporary worship experiences	33.9%	54.0%	1.6	35.9%	51.3%	94	105
Online or virtual worship experiences	37.0%	51.6%	1.4	40.0%	47.9%	93	108
Quality sermons	18.0%	72.5%	4.0	20.7%	69.6%	87	104
Religious education for children	39.9%	48.4%	1.2	42.8%	44.6%	93	109
Spiritual discussion groups	35.3%	53.3%	1.5	38.1%	50.1%	93	107
Traditional worship experiences	23.1%	67.5%	2.9	26.7%	63.4%	86	106
Warm and friendly encounters	10.8%	81.8%	7.6	12.3%	79.9%	87	102
Religious/Spiritual Programs	29.5%	59.7%	2.0	32.3%	56.4%	91	106

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..

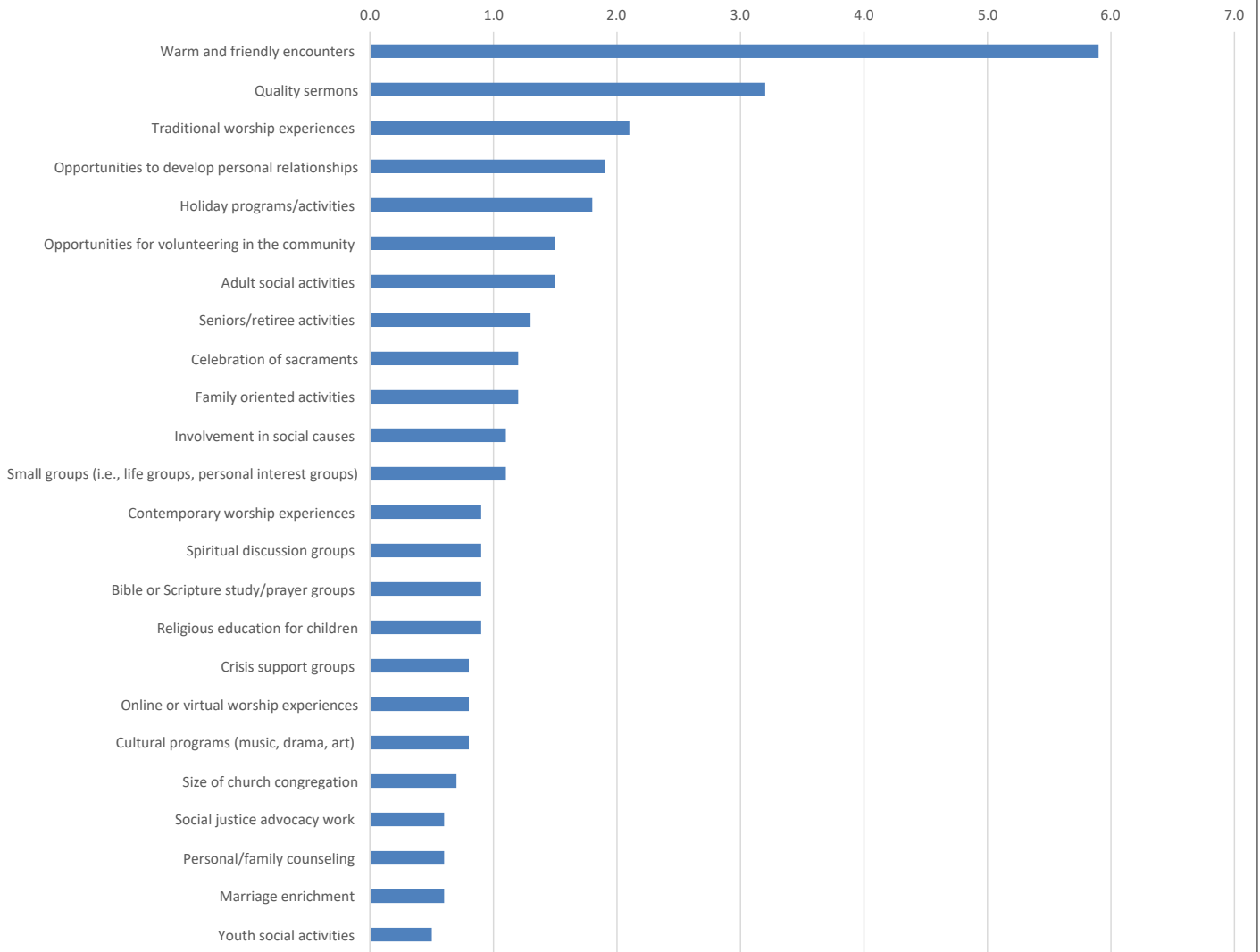
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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	3.2	Strong Preference
	3	Traditional worship experiences	2.1	Strong Preference
	4	Opportunities to develop personal relationships	1.9	Somewhat Strong Preference
	5	Holiday programs/activities	1.8	Somewhat Strong Preference
	6	Opportunities for volunteering in the community	1.5	Somewhat Strong Preference
	7	Adult social activities	1.5	Somewhat Strong Preference
	8	Seniors/retiree activities	1.3	Somewhat Strong Preference
	9	Celebration of sacraments	1.2	Moderate Preference
	10	Family oriented activities	1.2	Moderate Preference
	11	Involvement in social causes	1.1	Moderate Preference
	12	Small groups (i.e., life groups, personal interest groups)	1.1	Moderate Preference
	13	Contemporary worship experiences	0.9	Moderate Preference
	14	Spiritual discussion groups	0.9	Moderate Preference
	15	Bible or Scripture study/prayer groups	0.9	Moderate Preference
	16	Religious education for children	0.9	Moderate Preference
	17	Crisis support groups	0.8	Somewhat Minimal Preference
	18	Online or virtual worship experiences	0.8	Somewhat Minimal Preference
	19	Cultural programs (music, drama, art)	0.8	Somewhat Minimal Preference
	20	Size of church congregation	0.7	Somewhat Minimal Preference
	21	Social justice advocacy work	0.6	Somewhat Minimal Preference
	22	Personal/family counseling	0.6	Somewhat Minimal Preference
	23	Marriage enrichment	0.6	Somewhat Minimal Preference
	24	Youth social activities	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

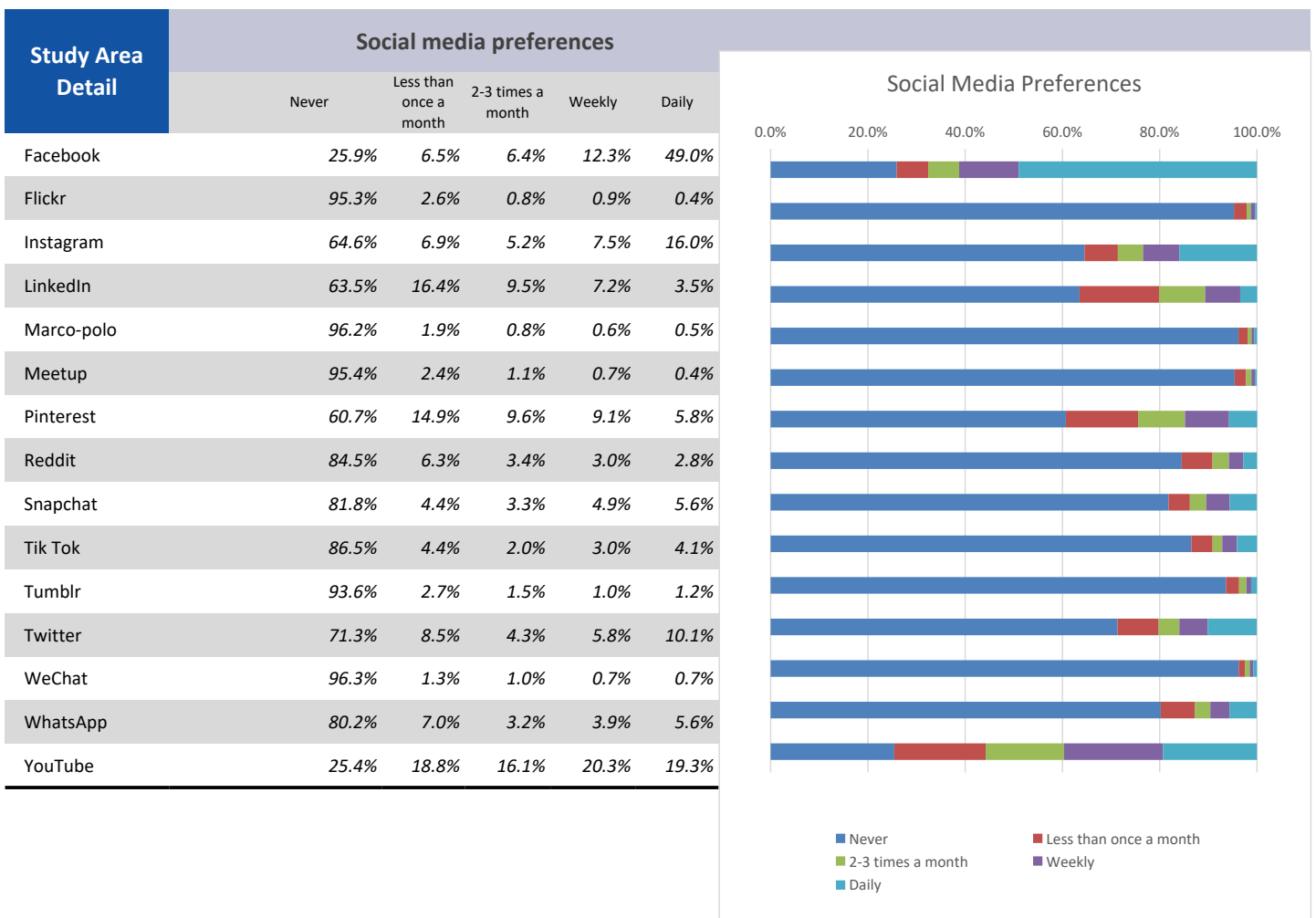
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	21.9%	78.1%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	41.9%	58.1%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	50.8%	49.2%	3	Yahoo News	
CNN Online News	3	48.1%	51.9%	1	Fox News	
Facebook	6	22.7%	77.3%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	71.7%	28.3%	6	Twitter	
Fox News	1	60.6%	39.5%	6	Facebook	
Fox News	1	37.2%	62.8%	2	Television News (Network OR Cable)	
Huffington Post	3	43.3%	56.7%	1	Fox News	
Huffington Post	3	41.1%	58.9%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	30.5%	69.5%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	55.7%	44.2%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	12.3%	87.8%	2	Television News (Network OR Cable)	
USA Today	4	33.2%	66.9%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	24.8%	75.2%	2	Television News (Network OR Cable)	
Yahoo News	3	47.7%	52.3%	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

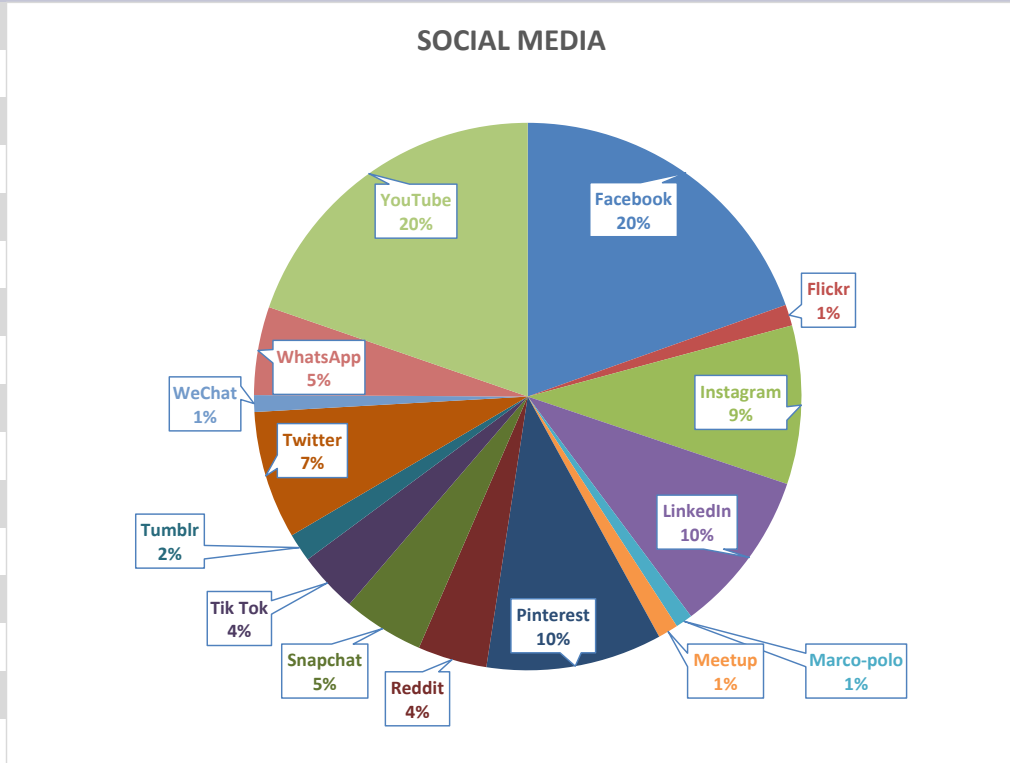
Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media



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	WhatsApp
8	Snapchat
9	Reddit
10	Tik Tok
11	Tumblr
12	Flickr
13	Meetup
14	Marco-polo
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 or call 1-877-230-3212.