

The MinistryInsite Report 2021

Prepared for: Rocky Mountain Ministry Network Of Assembly of God churches
Study area: Rocky Ford Area

Date of Report: 2/8/24
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.

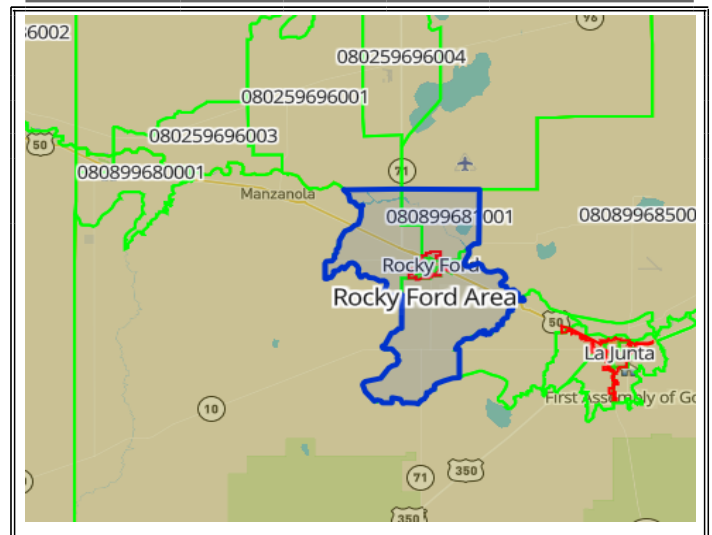
The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

Contents of the MinistryInsite Report

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

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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

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 Study Area: Rocky Ford Area American Beliefs Study Version: 2021
 American Beliefs Study Region: West

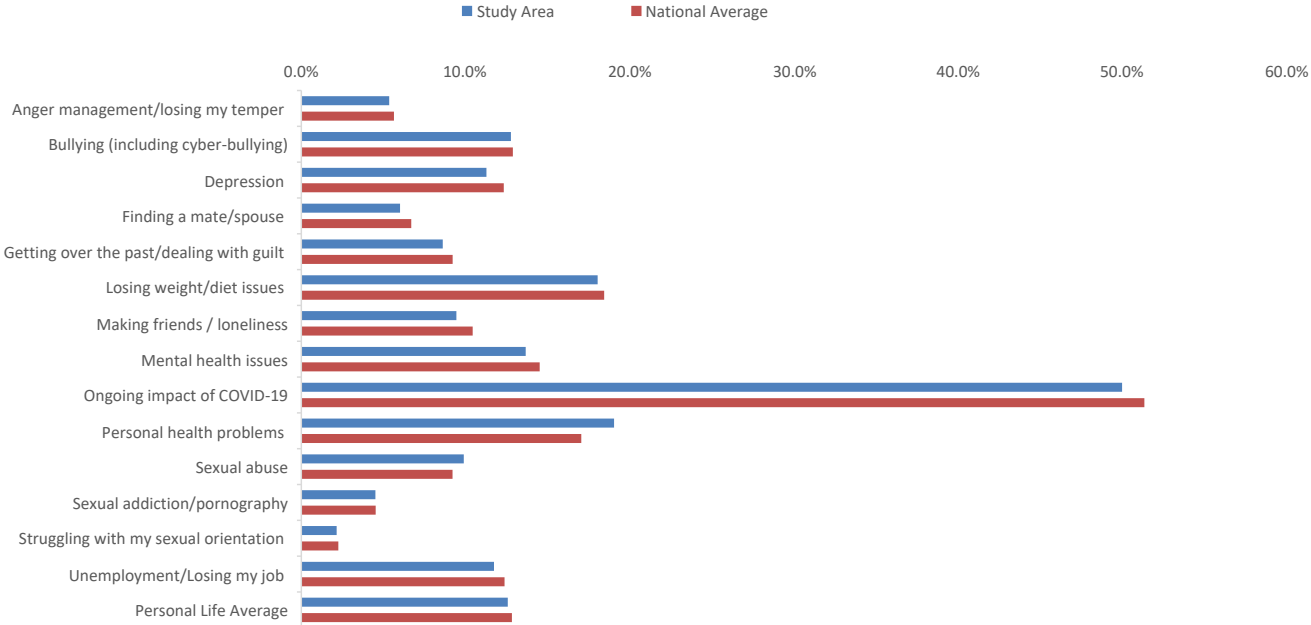
Life Concerns

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.

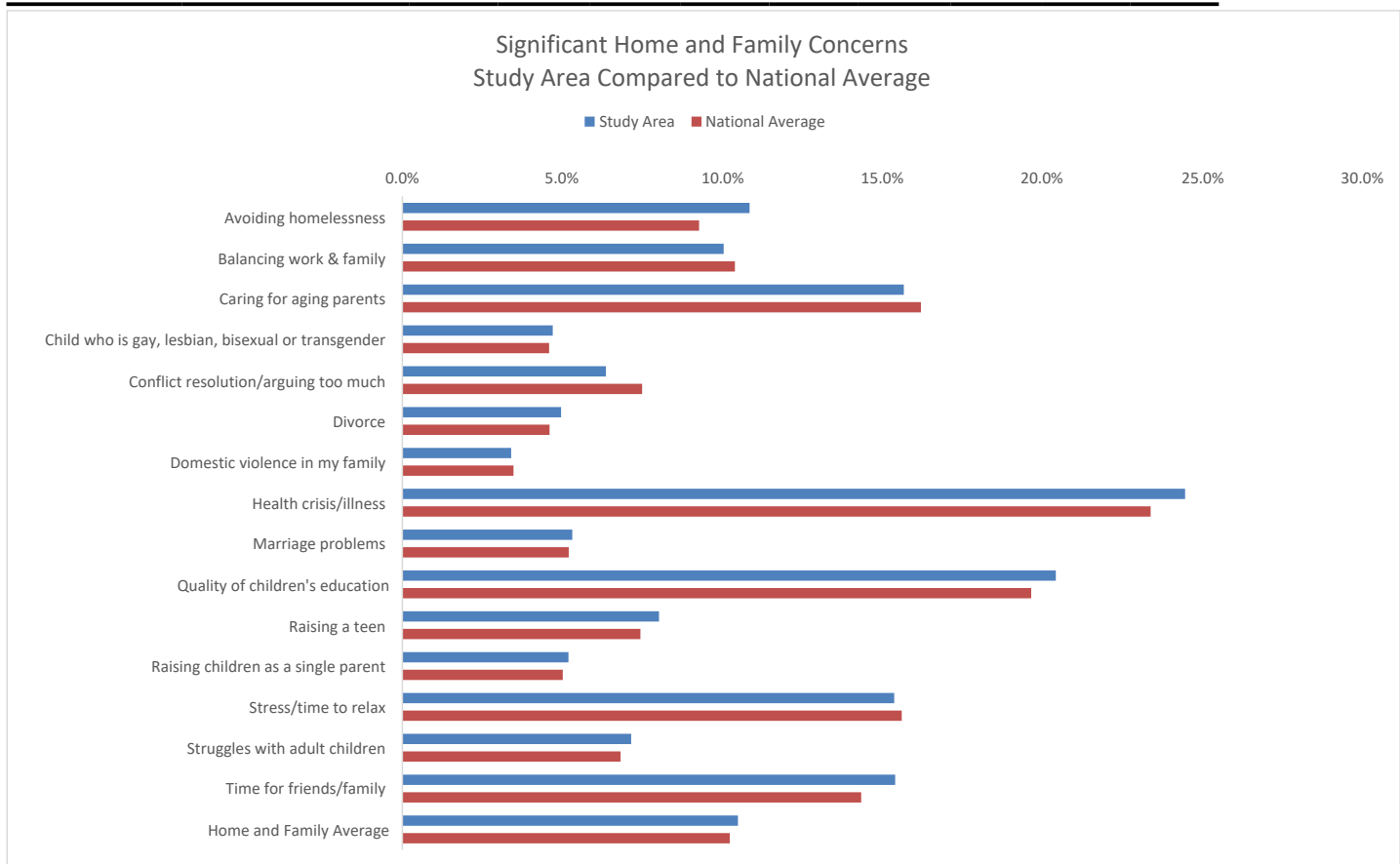
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

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	13.5%	6.1%	15.1%	5.5%	90	112	
Anger management/losing my temper	28.2%	5.4%	30.0%	5.6%	94	95	
Bullying (including cyber-bullying)	24.6%	12.8%	26.0%	12.9%	94	99	
Depression	33.9%	11.3%	35.8%	12.3%	95	91	
Finding a mate/spouse	12.0%	6.0%	13.6%	6.7%	88	90	
Getting over the past/dealing with guilt	37.1%	8.6%	37.4%	9.2%	99	93	
Losing weight/diet issues	45.6%	18.0%	46.4%	18.4%	98	98	
Making friends / loneliness	39.1%	9.4%	38.2%	10.4%	102	90	
Mental health issues	30.8%	13.7%	33.7%	14.5%	92	94	
Ongoing impact of COVID-19	39.1%	50.0%	38.3%	51.3%	102	97	
Personal health problems	52.8%	19.0%	54.6%	17.0%	97	112	
Sexual abuse	14.0%	9.9%	13.8%	9.2%	101	107	
Sexual addiction/pornography	10.8%	4.5%	11.2%	4.5%	97	100	
Struggling with my sexual orientation	4.5%	2.2%	5.3%	2.3%	85	95	
Unemployment/Losing my job	19.3%	11.7%	23.9%	12.4%	81	95	
Personal Life Average	27.0%	12.6%	28.2%	12.8%	96	98	

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

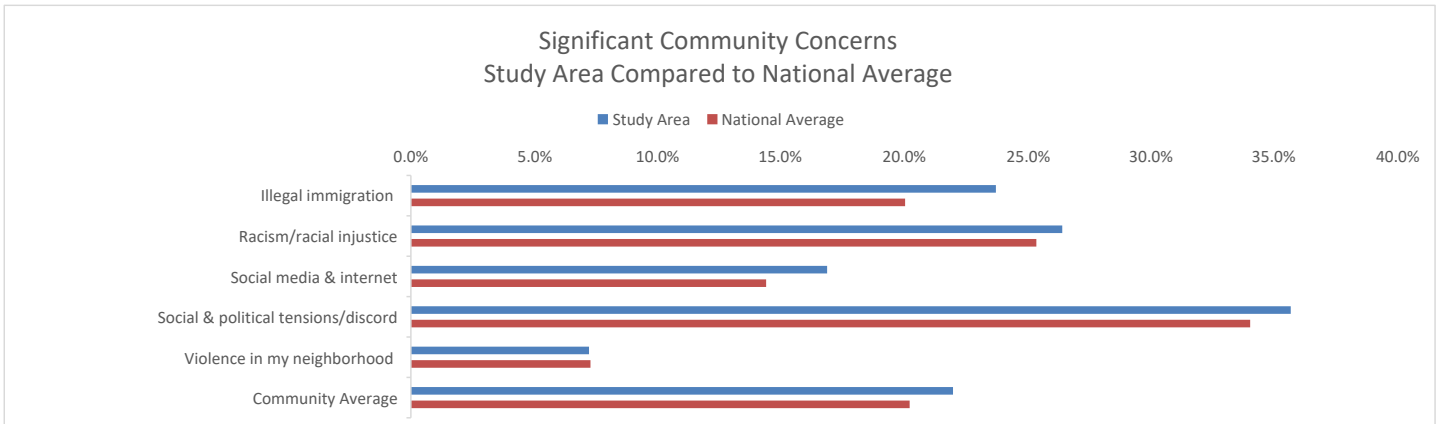


Concerns About Home and Family						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	15.9%	10.9%	19.1%	9.3%	84	117
Balancing work & family	26.8%	10.0%	30.5%	10.4%	88	97
Caring for aging parents	20.5%	15.7%	25.4%	16.2%	80	97
Child who is gay, lesbian, bisexual or transgender	9.9%	4.7%	9.7%	4.6%	103	102
Conflict resolution/arguing too much	29.3%	6.4%	31.2%	7.5%	94	85
Divorce	10.7%	5.0%	11.8%	4.6%	90	108
Domestic violence in my family	7.4%	3.4%	7.8%	3.5%	94	98
Health crisis/illness	50.0%	24.5%	48.9%	23.4%	102	105
Marriage problems	17.7%	5.3%	19.9%	5.2%	89	102
Quality of children's education	21.6%	20.4%	24.0%	19.7%	90	104
Raising a teen	11.9%	8.0%	14.1%	7.4%	85	108
Raising children as a single parent	8.8%	5.2%	9.9%	5.0%	89	104
Stress/time to relax	42.8%	15.4%	46.1%	15.6%	93	98
Struggles with adult children	26.9%	7.2%	24.5%	6.8%	110	105
Time for friends/family	44.7%	15.4%	47.6%	14.3%	94	107
Home and Family Average	23.0%	10.5%	24.7%	10.2%	93	102



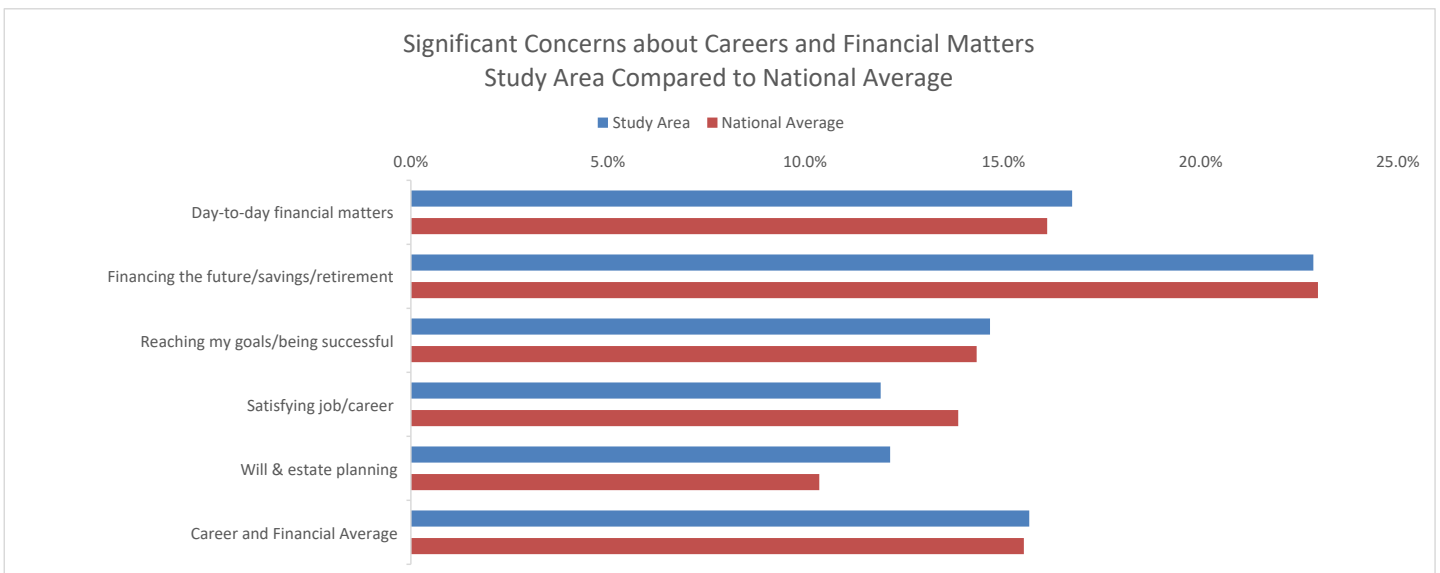
Concerns About Community

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	29.1%	23.7%	29.2%	20.0%	99	118
Racism/racial injustice	35.8%	26.4%	36.4%	25.3%	98	104
Social media & internet	36.7%	16.9%	38.4%	14.4%	96	117
Social & political tensions/discord	38.7%	35.7%	41.2%	34.0%	94	105
Violence in my neighborhood	30.1%	7.2%	30.7%	7.3%	98	99
Community Average	34.1%	22.0%	35.2%	20.2%	97	109



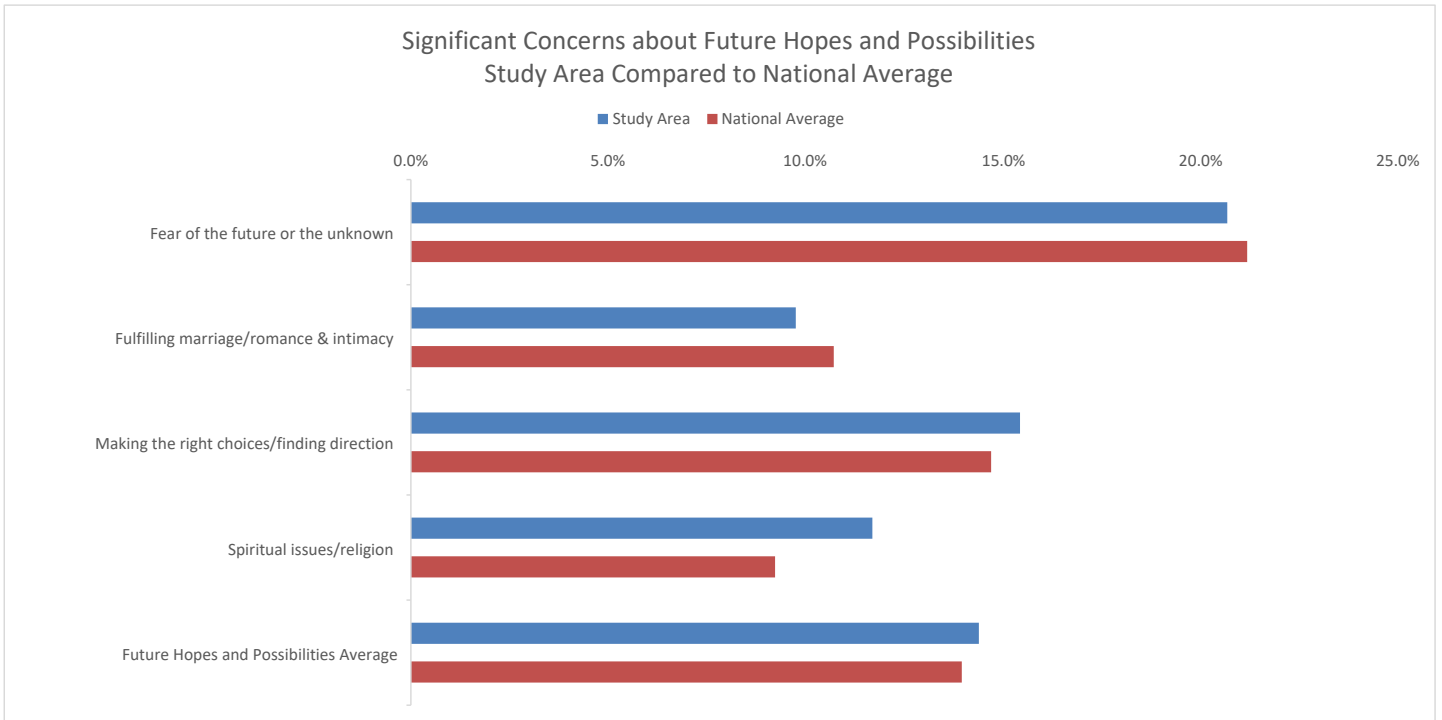
Concerns about Careers and Financial Matters

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	40.4%	16.8%	42.9%	16.1%	94	104
Financing the future/savings/retirement	45.6%	22.9%	46.8%	23.0%	97	99
Reaching my goals/being successful	36.1%	14.7%	40.3%	14.3%	90	102
Satisfying job/career	24.8%	11.9%	29.1%	13.9%	85	86
Will & estate planning	37.8%	12.1%	40.6%	10.3%	93	117
Career and Financial Average	36.9%	15.7%	39.9%	15.5%	93	101



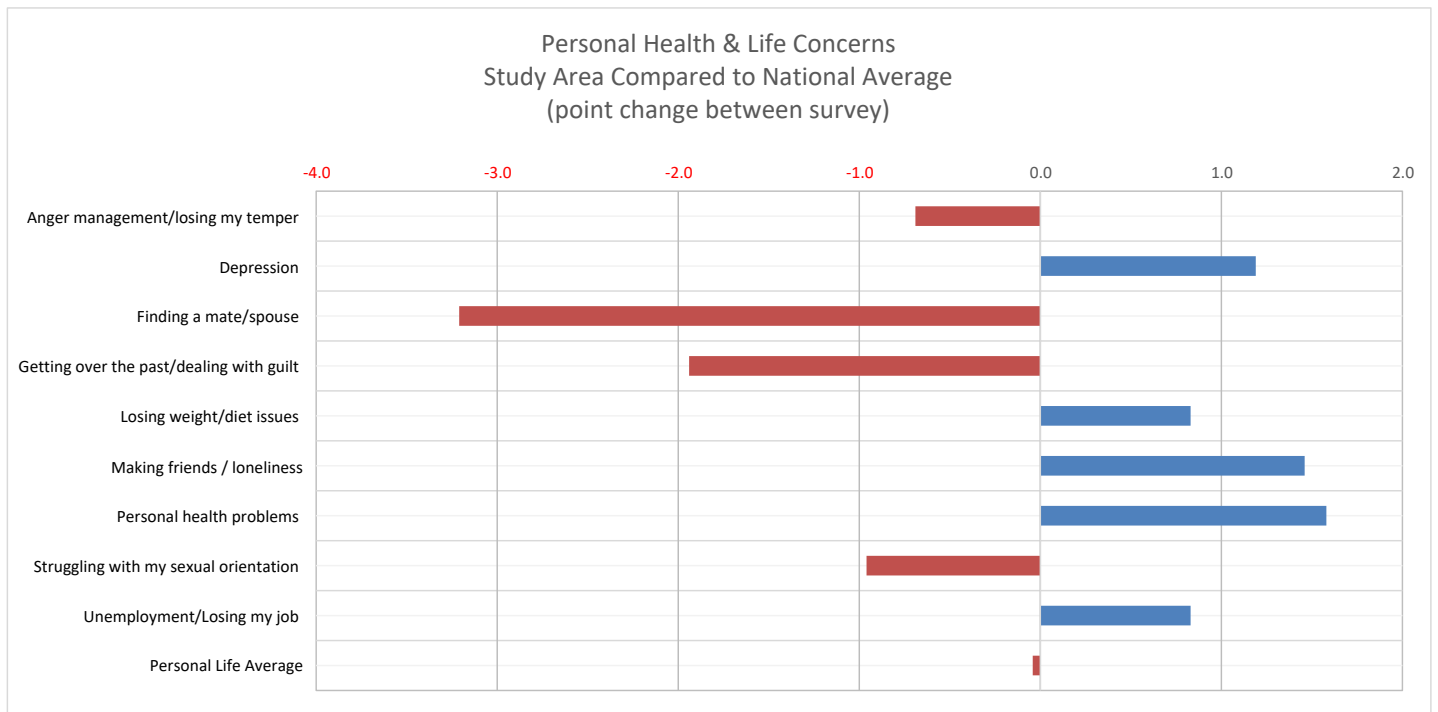
Concerns about Future Hopes and Possibilities

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	49.7%	20.7%	50.5%	21.2%	98	98
Fulfilling marriage/romance & intimacy	29.4%	9.8%	31.3%	10.7%	94	91
Making the right choices/finding direction	43.5%	15.4%	45.2%	14.7%	96	105
Spiritual issues/religion	28.1%	11.7%	27.6%	9.2%	102	127
Future Hopes and Possibilities Average	37.7%	14.4%	38.7%	14.0%	97	103

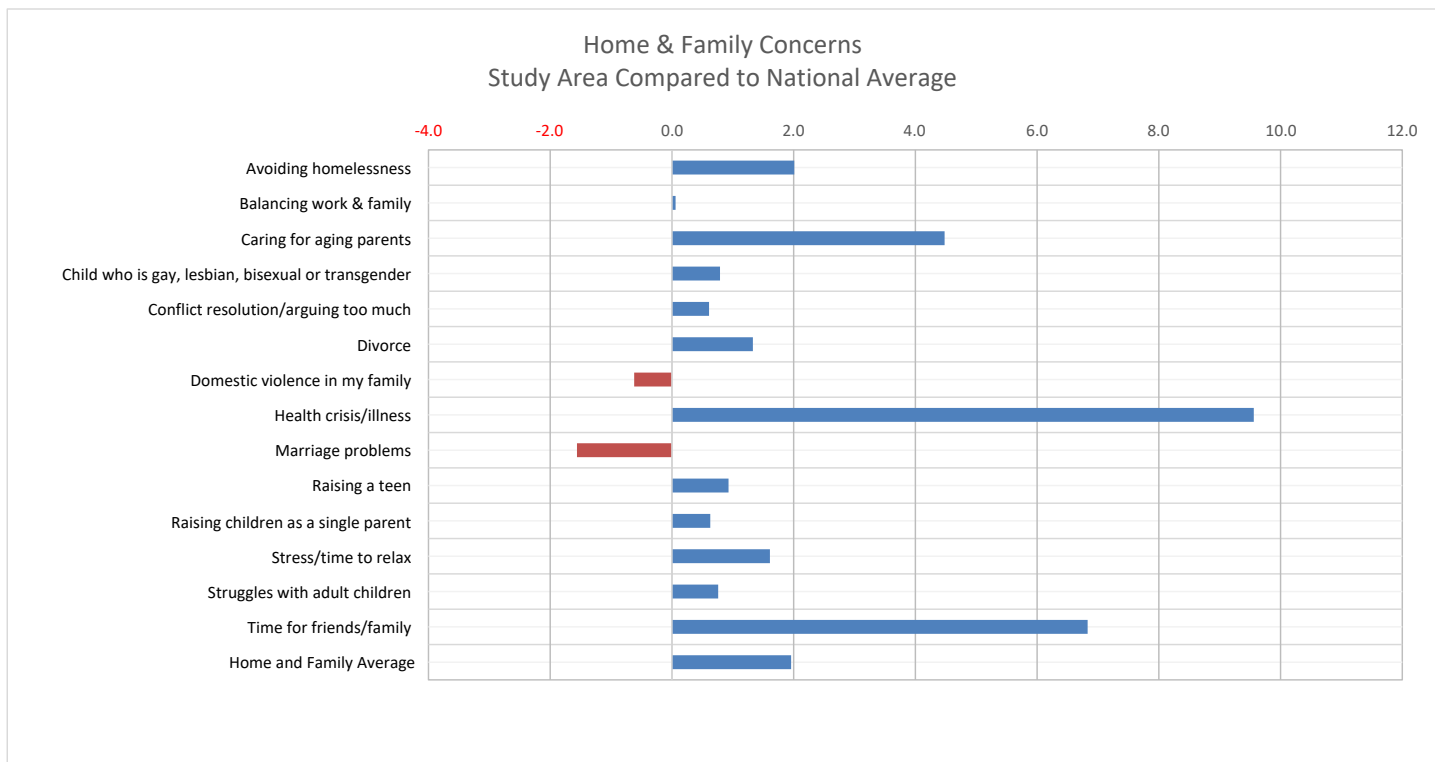


Concerns About Personal Health & Life

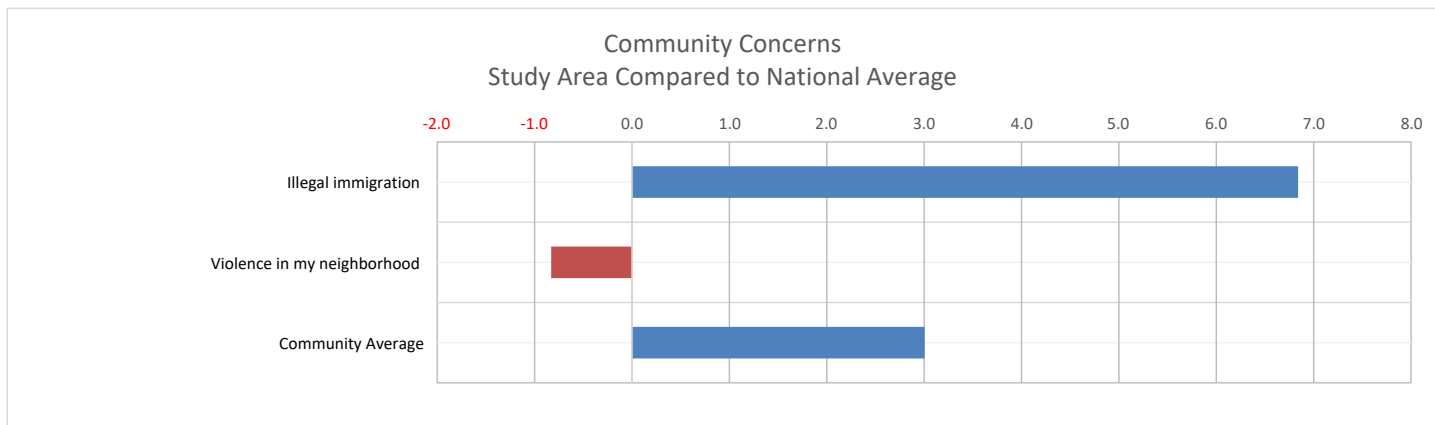
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	5.6%	6.1%	0.5
Anger management/losing my temper	6.0%	5.4%	-0.7
Depression	10.1%	11.3%	1.2
Finding a mate/spouse	9.2%	6.0%	-3.2
Getting over the past/dealing with guilt	10.6%	8.6%	-1.9
Losing weight/diet issues	17.2%	18.0%	0.8
Making friends / loneliness	8.0%	9.4%	1.5
Personal health problems	17.5%	19.0%	1.6
Struggling with my sexual orientation	3.1%	2.2%	-1.0
Unemployment/Losing my job	10.9%	11.7%	0.8
Personal Life Average	9.8%	9.8%	-0.0



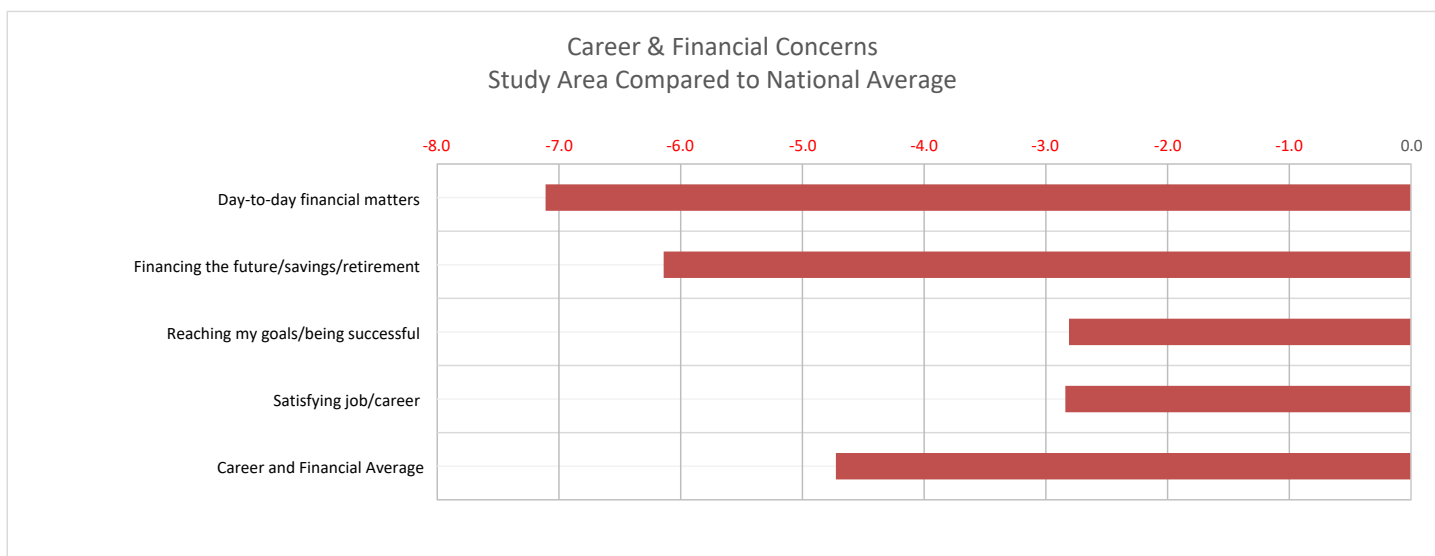
Study Area Comparison between 2017 & 2021	Concerns About Home and Family		
	2017	2021	Point Change Between Surveys
Avoiding homelessness	8.8%	10.9%	2.0
Balancing work & family	10.0%	10.0%	0.1
Caring for aging parents	11.2%	15.7%	4.5
Child who is gay, lesbian, bisexual or transgender	3.9%	4.7%	0.8
Conflict resolution/arguing too much	5.8%	6.4%	0.6
Divorce	3.6%	5.0%	1.3
Domestic violence in my family	4.0%	3.4%	-0.6
Health crisis/illness	14.9%	24.5%	9.6
Marriage problems	6.9%	5.3%	-1.6
Raising a teen	7.1%	8.0%	0.9
Raising children as a single parent	4.6%	5.2%	0.6
Stress/time to relax	13.8%	15.4%	1.6
Struggles with adult children	6.4%	7.2%	0.8
Time for friends/family	8.6%	15.4%	6.8
Home and Family Average	7.8%	9.8%	2.0



Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	16.9%	23.7%	6.8
Violence in my neighborhood	8.1%	7.2%	-0.8
Community Average	12.5%	15.5%	3.0



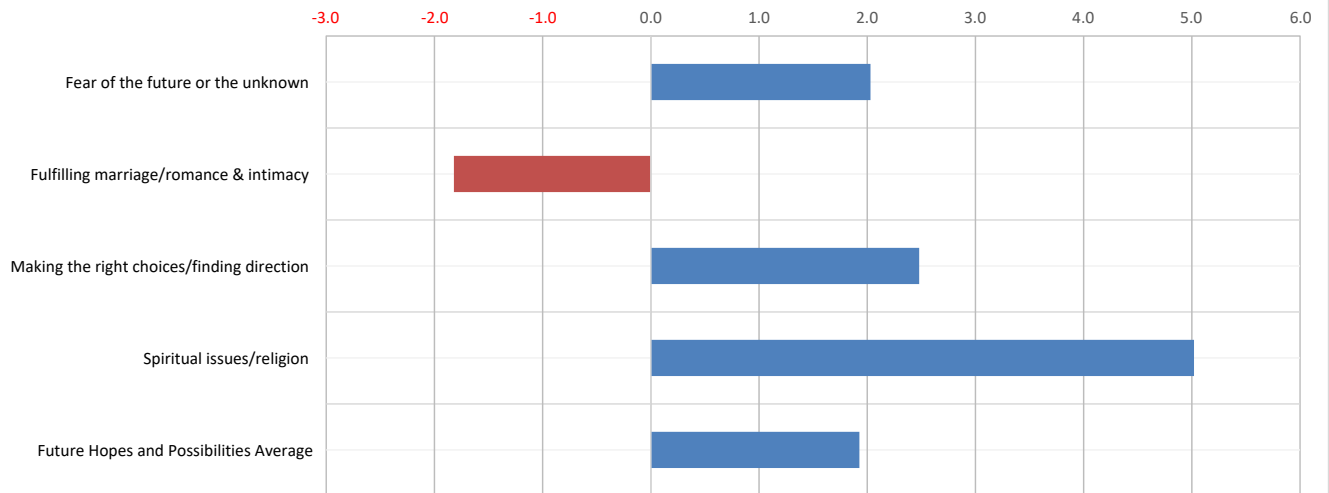
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	23.9%	16.8%	-7.1
Financing the future/savings/retirement	29.0%	22.9%	-6.1
Reaching my goals/being successful	17.5%	14.7%	-2.8
Satisfying job/career	14.7%	11.9%	-2.8
Career and Financial Average	21.3%	16.5%	-4.7



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	18.7%	20.7%	2.0
Fulfilling marriage/romance & intimacy	11.6%	9.8%	-1.8
Making the right choices/finding direction	13.0%	15.4%	2.5
Spiritual issues/religion	6.7%	11.7%	5.0
Future Hopes and Possibilities Average	12.5%	14.4%	1.9

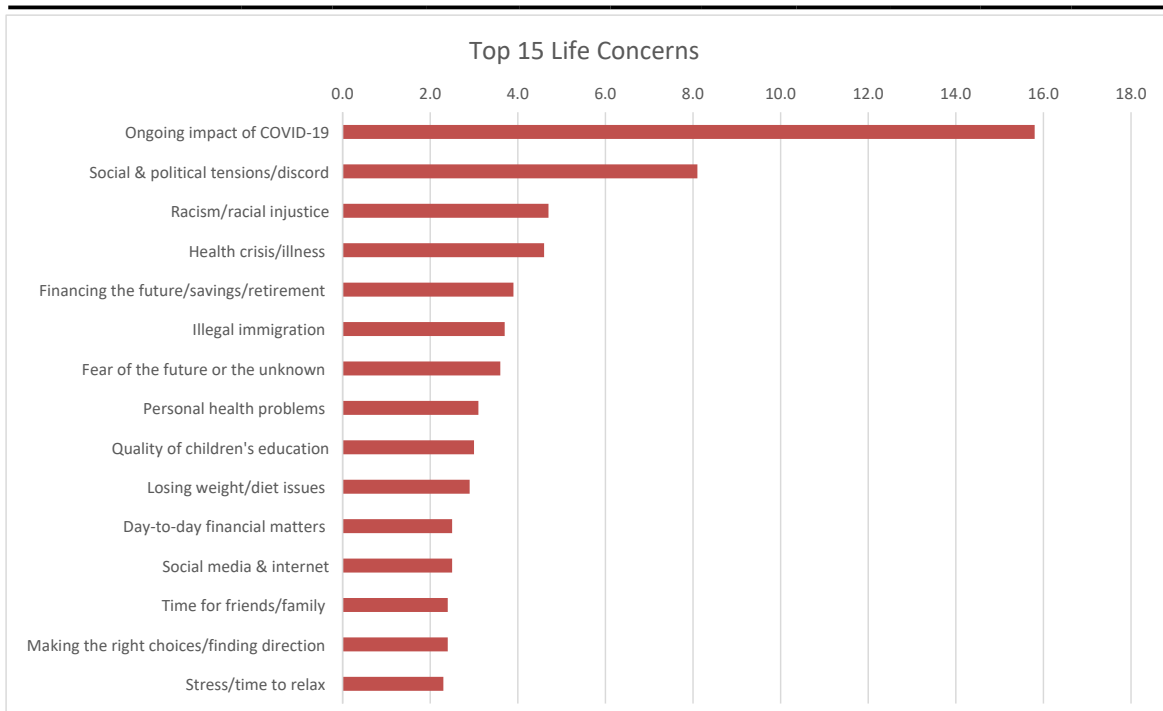
Future Hopes & Possibilities Concerns
Study Area Compared to National Average



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	15.8	Extremely Strong Concern
2	Social & political tensions/discord	8.1	Extremely Strong Concern
3	Racism/racial injustice	4.7	Very Strong Concern
4	Health crisis/illness	4.6	Very Strong Concern
5	Financing the future/savings/retirement	3.9	Strong Concern
6	Illegal immigration	3.7	Strong Concern
7	Fear of the future or the unknown	3.6	Strong Concern
8	Personal health problems	3.1	Strong Concern
9	Quality of children's education	3.0	Strong Concern
10	Losing weight/diet issues	2.9	Strong Concern
11	Day-to-day financial matters	2.5	Strong Concern
12	Social media & internet	2.5	Strong Concern
13	Time for friends/family	2.4	Strong Concern
14	Making the right choices/finding direction	2.4	Strong Concern
15	Stress/time to relax	2.3	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.

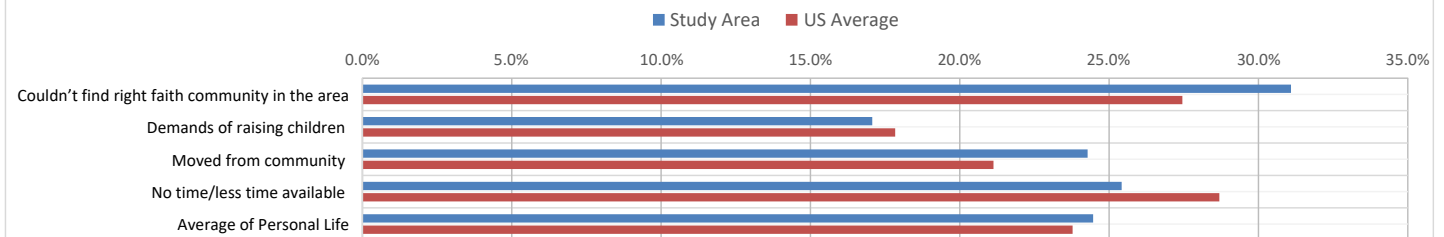
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

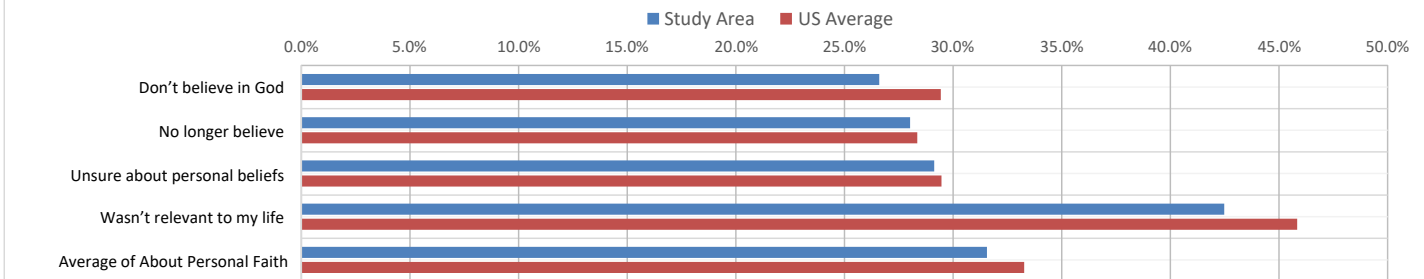
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	31.1%	27.5%	113
Demands of raising children	17.1%	17.8%	96
Moved from community	24.3%	21.1%	115
No time/less time available	25.4%	28.7%	89
Average of Personal Life	24.5%	23.8%	103

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



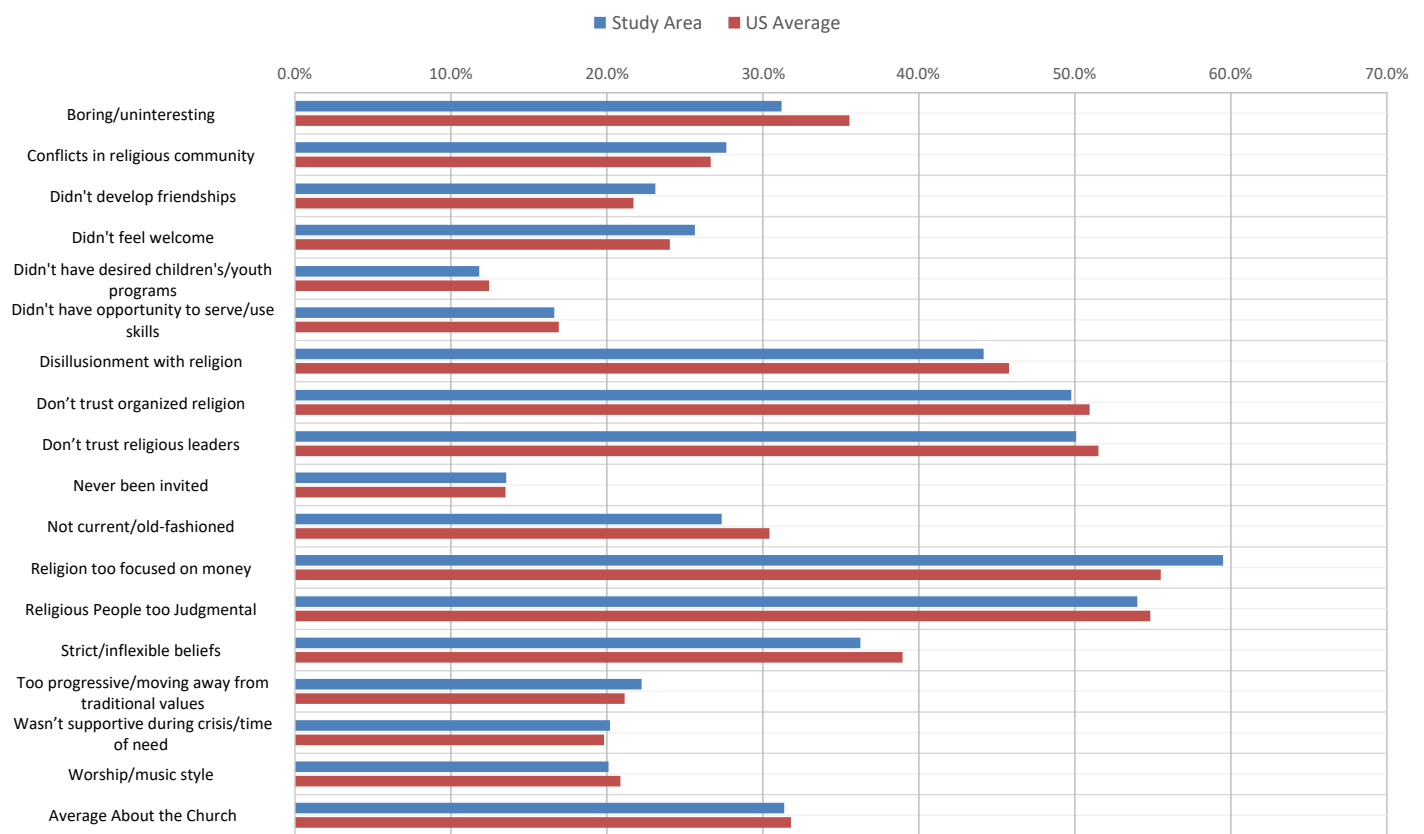
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	26.6%	29.4%	90
No longer believe	28.0%	28.4%	99
Unsure about personal beliefs	29.1%	29.5%	99
Wasn't relevant to my life	42.5%	45.8%	93
Average of About Personal Faith	31.6%	33.3%	95

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	31.2%	35.6%	88
Conflicts in religious community	27.7%	26.7%	104
Didn't develop friendships	23.1%	21.7%	106
Didn't feel welcome	25.6%	24.0%	107
Didn't have desired children's/youth programs	11.8%	12.5%	95
Didn't have opportunity to serve/use skills	16.6%	16.9%	98
Disillusionment with religion	44.2%	45.8%	96
Don't trust organized religion	49.8%	50.9%	98
Don't trust religious leaders	50.1%	51.5%	97
Never been invited	13.6%	13.5%	100
Not current/old-fashioned	27.4%	30.4%	90
Religion too focused on money	59.5%	55.5%	107
Religious People too Judgmental	54.0%	54.8%	98
Strict/inflexible beliefs	36.3%	39.0%	93
Too progressive/moving away from traditional values	22.2%	21.1%	105
Wasn't supportive during crisis/time of need	20.2%	19.8%	102
Worship/music style	20.1%	20.9%	96
Average About the Church	31.4%	31.8%	99

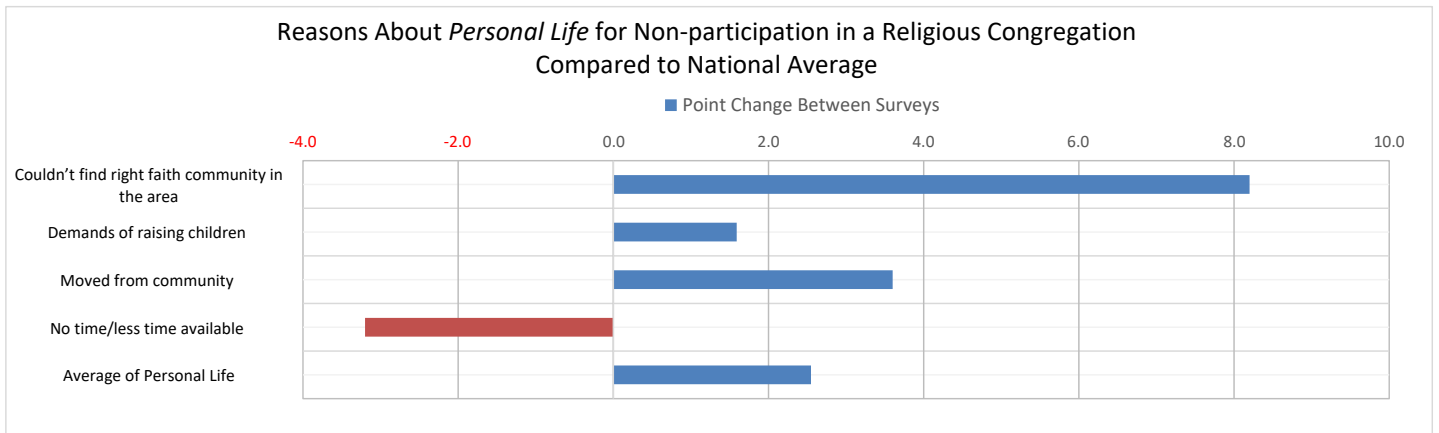
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



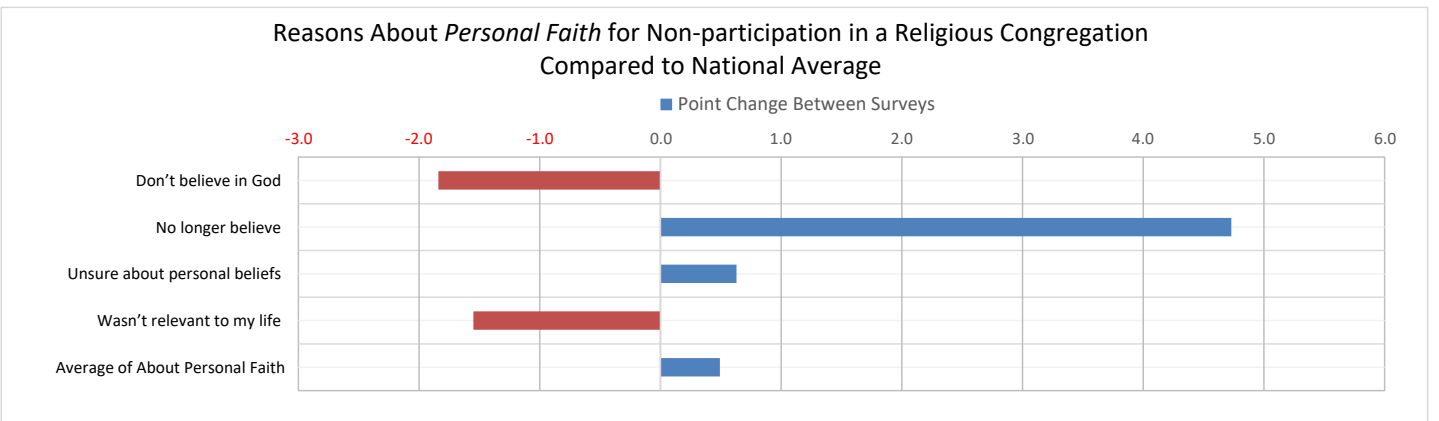
From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	22.9%	31.1%	8.2
Demands of raising children	15.5%	17.1%	1.6
Moved from community	20.7%	24.3%	3.6
No time/less time available	28.6%	25.4%	-3.2
Average of Personal Life	21.9%	24.5%	2.5



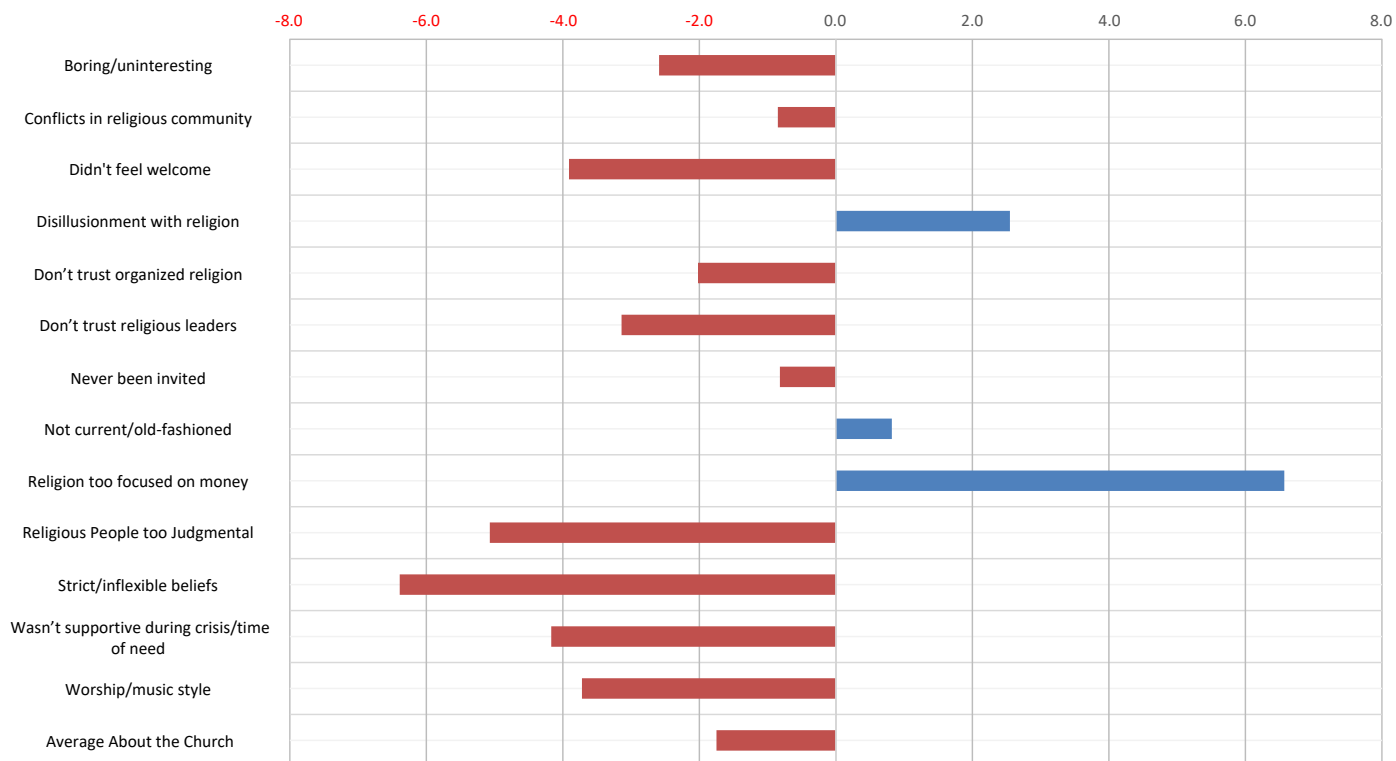
About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	28.4%	26.6%	-1.8
No longer believe	23.3%	28.0%	4.7
Unsure about personal beliefs	28.5%	29.1%	0.6
Wasn't relevant to my life	44.0%	42.5%	-1.6
Average of About Personal Faith	31.1%	31.6%	0.5



About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	33.8%	31.2%	-2.6
Conflicts in religious community	28.5%	27.7%	-0.8
Didn't feel welcome	29.6%	25.6%	-3.9
Disillusionment with religion	41.6%	44.2%	2.6
Don't trust organized religion	51.8%	49.8%	-2.0
Don't trust religious leaders	53.2%	50.1%	-3.1
Never been invited	14.4%	13.6%	-0.8
Not current/old-fashioned	26.5%	27.4%	0.8
Religion too focused on money	52.9%	59.5%	6.6
Religious People too Judgmental	59.1%	54.0%	-5.1
Strict/inflexible beliefs	42.6%	36.3%	-6.4
Wasn't supportive during crisis/time of need	24.4%	20.2%	-4.2
Worship/music style	23.8%	20.1%	-3.7
Average About the Church	37.1%	35.3%	-1.7

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

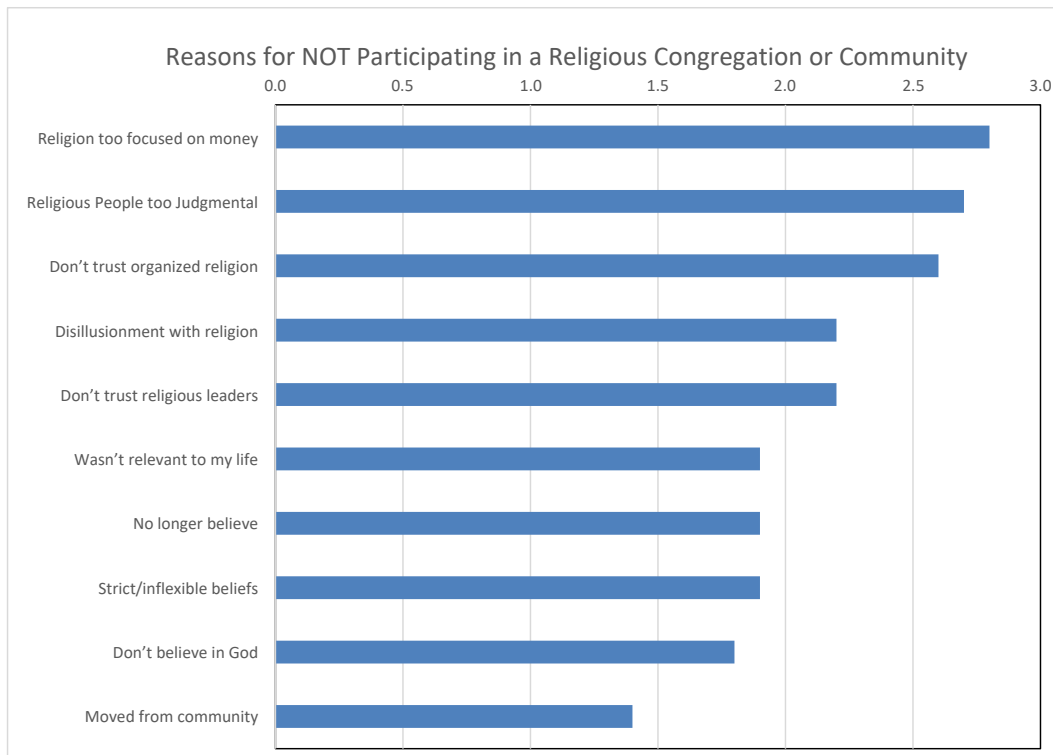
■ Point Change Between Surveys



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	2.8	Strong Reason
2	Religious People too Judgmental	2.7	Strong Reason
3	Don't trust organized religion	2.6	Strong Reason
4	Disillusionment with religion	2.2	Strong Reason
5	Don't trust religious leaders	2.2	Strong Reason
6	Wasn't relevant to my life	1.9	Somewhat Strong Reason
7	No longer believe	1.9	Somewhat Strong Reason
8	Strict/inflexible beliefs	1.9	Somewhat Strong Reason
9	Don't believe in God	1.8	Somewhat Strong Reason
10	Moved from community	1.4	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

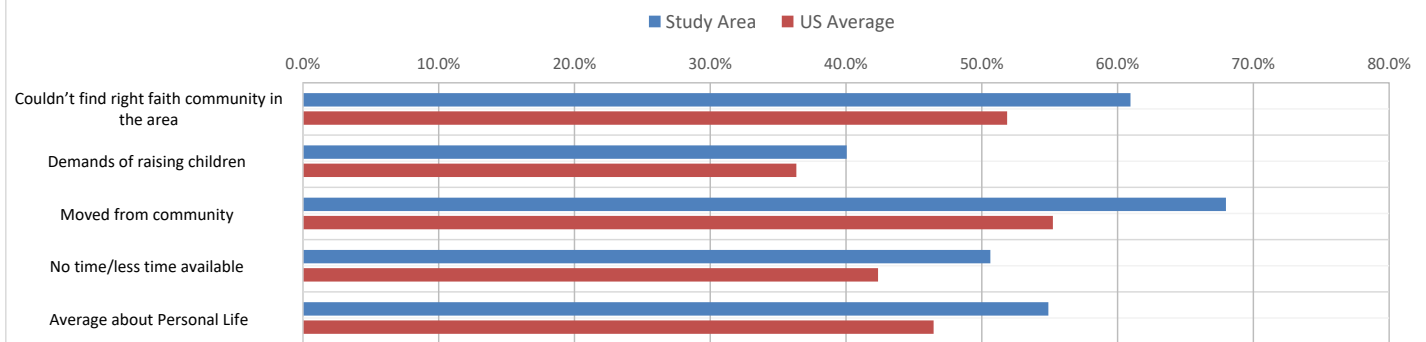
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

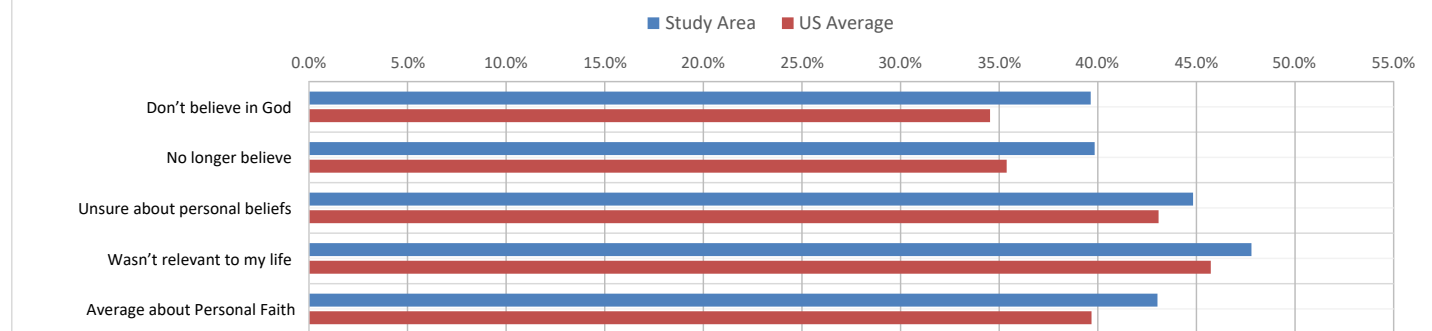
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	61.0%	51.9%	118
Demands of raising children	40.1%	36.3%	110
Moved from community	68.0%	55.2%	123
No time/less time available	50.6%	42.4%	120
Average about Personal Life	54.9%	46.5%	118

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



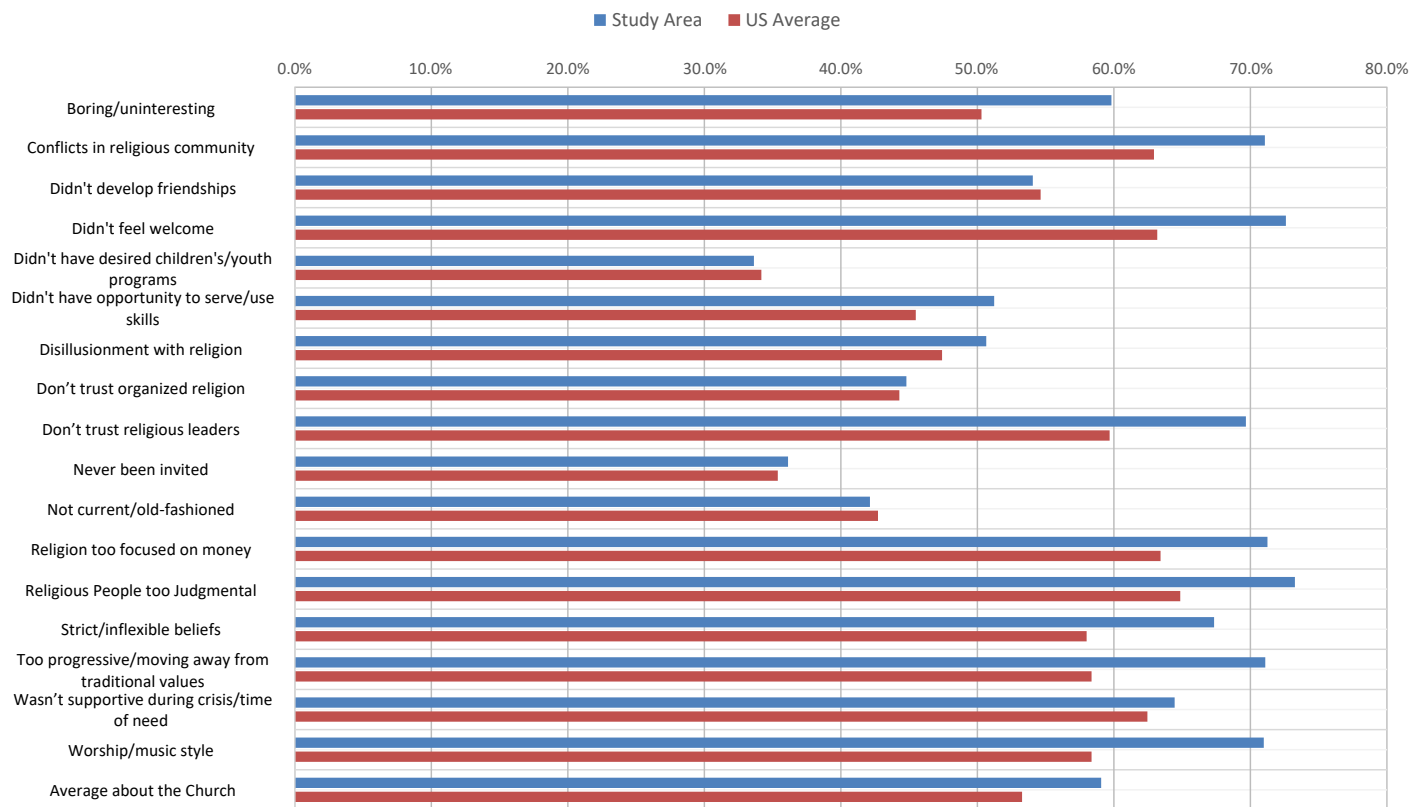
<i>About Personal Faith</i>	Study Area	US Average	Comparative Index
Don't believe in God	39.6%	34.5%	115
No longer believe	39.8%	35.4%	113
Unsure about personal beliefs	44.8%	43.1%	104
Wasn't relevant to my life	47.8%	45.7%	105
Average about Personal Faith	43.0%	39.7%	108

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	59.8%	50.3%	119
Conflicts in religious community	71.1%	62.9%	113
Didn't develop friendships	54.1%	54.6%	99
Didn't feel welcome	72.6%	63.2%	115
Didn't have desired children's/youth programs	33.6%	34.2%	98
Didn't have opportunity to serve/use skills	51.2%	45.5%	113
Disillusionment with religion	50.7%	47.4%	107
Don't trust organized religion	44.8%	44.3%	101
Don't trust religious leaders	69.7%	59.7%	117
Never been invited	36.1%	35.4%	102
Not current/old-fashioned	42.1%	42.7%	99
Religion too focused on money	71.3%	63.4%	112
Religious People too Judgmental	73.3%	64.9%	113
Strict/inflexible beliefs	67.3%	58.0%	116
Too progressive/moving away from traditional values	71.1%	58.4%	122
Wasn't supportive during crisis/time of need	64.5%	62.5%	103
Worship/music style	71.0%	58.4%	122
Average about the Church	59.1%	53.3%	111

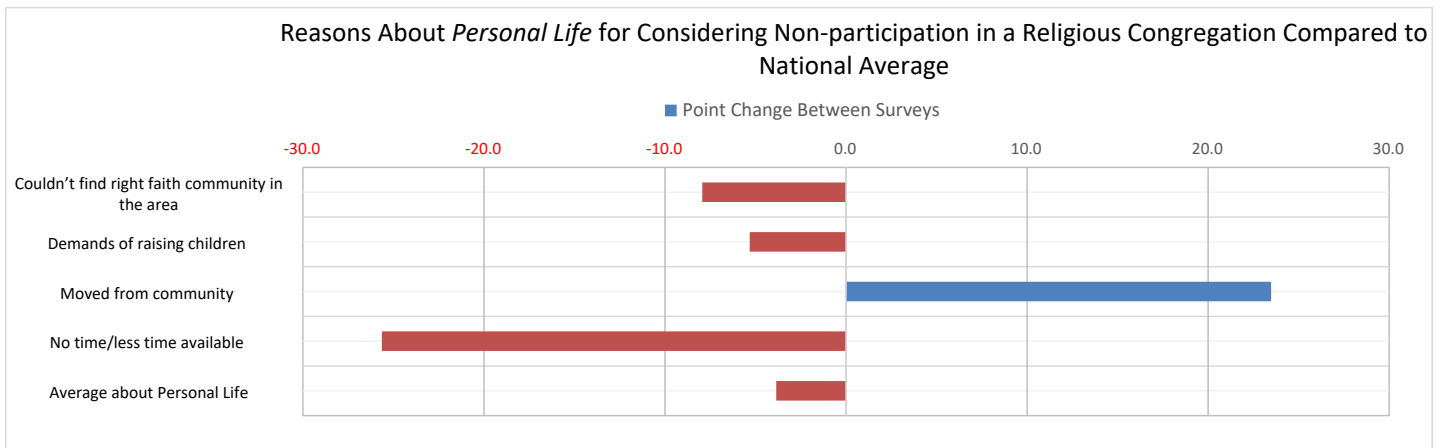
Reasons *About the Church* for Considering Non-participation in a Religious Congregation Compared to National Average



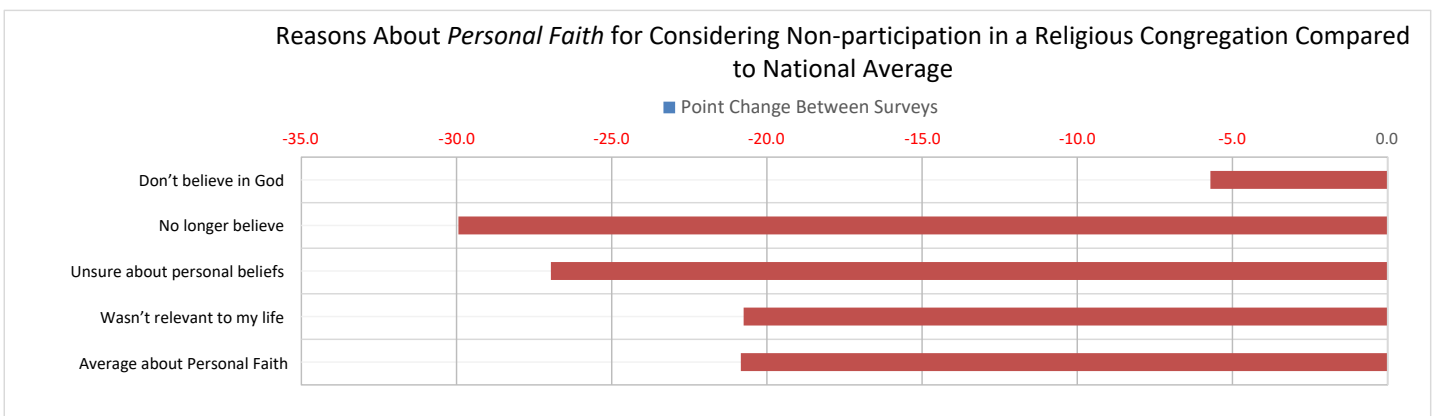
From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

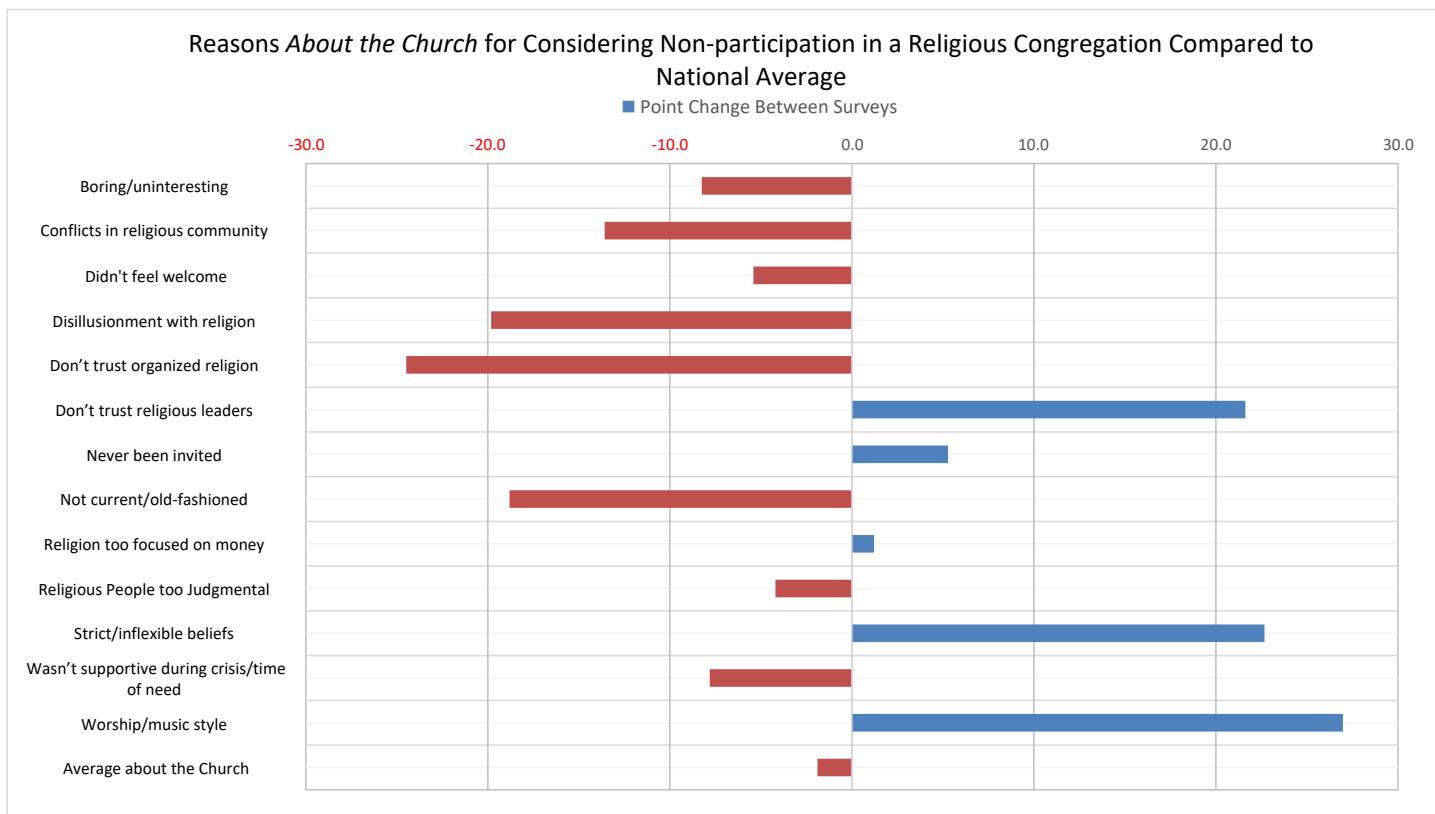
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	68.9%	61.0%	-7.9
Demands of raising children	45.4%	40.1%	-5.3
Moved from community	44.5%	68.0%	23.5
No time/less time available	76.3%	50.6%	-25.6
Average about Personal Life	58.8%	54.9%	-3.9



About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	45.4%	39.6%	-5.7
No longer believe	69.8%	39.8%	-29.9
Unsure about personal beliefs	71.8%	44.8%	-27.0
Wasn't relevant to my life	68.5%	47.8%	-20.8
Average about Personal Faith	63.9%	43.0%	-20.8

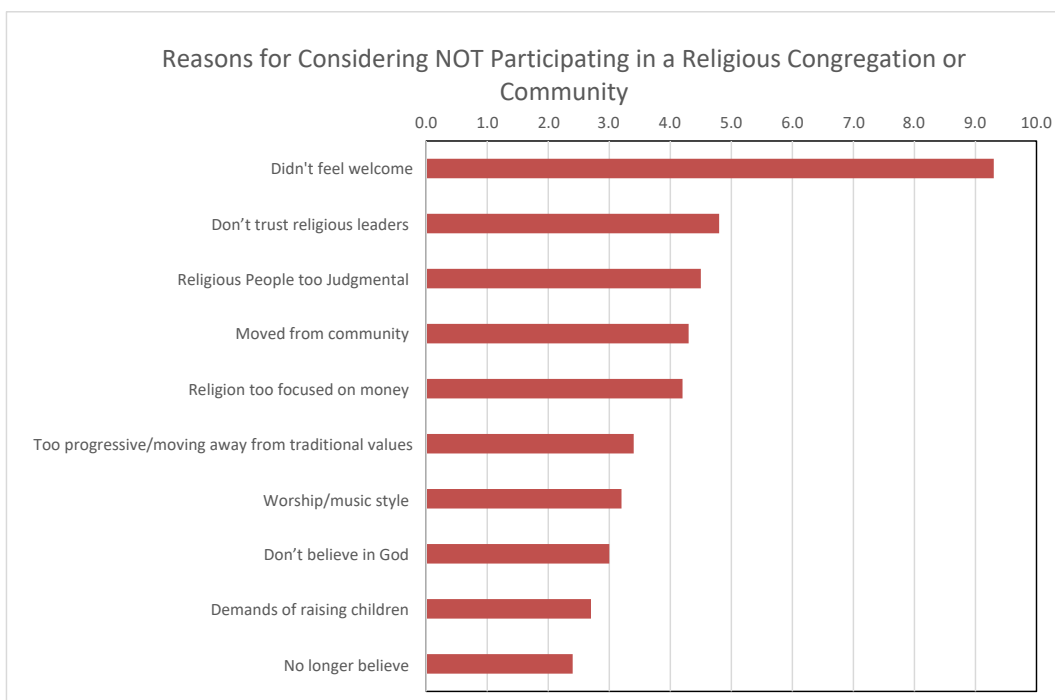


About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	68.1%	59.8%	-8.3
Conflicts in religious community	84.6%	71.1%	-13.6
Didn't feel welcome	78.0%	72.6%	-5.4
Disillusionment with religion	70.5%	50.7%	-19.8
Don't trust organized religion	69.3%	44.8%	-24.5
Don't trust religious leaders	48.1%	69.7%	21.6
Never been invited	30.9%	36.1%	5.3
Not current/old-fashioned	60.9%	42.1%	-18.8
Religion too focused on money	70.0%	71.3%	1.2
Religious People too Judgmental	77.5%	73.3%	-4.2
Strict/inflexible beliefs	44.7%	67.3%	22.7
Wasn't supportive during crisis/time of need	72.3%	64.5%	-7.8
Worship/music style	44.0%	71.0%	27.0
Average about the Church	63.0%	61.1%	-1.9



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

Ranking	Concern	Ratio	Strength
1	Didn't feel welcome	9.3	Extremely Strong Reason
2	Don't trust religious leaders	4.8	Very Strong Reason
3	Religious People too Judgmental	4.5	Very Strong Reason
4	Moved from community	4.3	Very Strong Reason
5	Religion too focused on money	4.2	Very Strong Reason
6	Too progressive/moving away from traditional values	3.4	Strong Reason
7	Worship/music style	3.2	Strong Reason
8	Don't believe in God	3.0	Strong Reason
9	Demands of raising children	2.7	Strong Reason
10	No longer believe	2.4	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	49.8%	37.0%	0.7	51.1%	35.3%	98	105
Health/weight loss programs	54.2%	32.7%	0.6	55.1%	32.1%	98	102
Membership and leadership training	43.0%	44.6%	1.0	45.9%	41.1%	94	108
Opportunities to develop personal relationships	22.9%	69.1%	3.0	24.5%	65.8%	94	105
Practical training seminars (money management, computer skills, etc.)	43.6%	45.2%	1.0	45.4%	42.4%	96	107
Personal Growth	42.7%	45.7%	1.1	44.4%	43.3%	96	105
Family Support and Intervention Services							
Daycare/After-School Programs	60.2%	25.9%	0.4	59.0%	26.6%	102	97
Crisis support groups	34.2%	55.1%	1.6	37.0%	50.8%	92	109
Family oriented activities	31.2%	60.3%	1.9	33.4%	56.6%	93	107
Marriage enrichment	43.0%	45.8%	1.1	45.2%	41.8%	95	110
Parenting development	53.0%	33.0%	0.6	53.2%	33.0%	100	100
Personal/family counseling	38.7%	50.4%	1.3	40.6%	47.8%	95	105
Family Support and Intervention Services	43.4%	45.1%	1.0	44.7%	42.8%	97	105
Community Involvement and Advocacy Programs							
Adult social activities	23.5%	67.7%	2.9	26.1%	64.3%	90	105
Involvement in social causes	28.9%	60.6%	2.1	30.0%	58.9%	96	103
Mission trips and global outreach	44.2%	43.6%	1.0	47.7%	38.5%	93	113
Opportunities for volunteering in the community	25.9%	65.2%	2.5	25.9%	64.1%	100	102
Social justice advocacy work	40.6%	46.4%	1.1	38.5%	48.4%	106	96
Community Involvement and Advocacy Programs	32.6%	56.7%	1.7	33.6%	54.8%	97	103

<i>Community Activities or Cultural Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	36.5%	53.4%	1.5	36.4%	52.7%	100	101
Holiday programs/activities	21.2%	70.6%	3.3	25.0%	65.4%	85	108
Seniors/retiree activities	25.5%	65.7%	2.6	30.6%	58.7%	83	112
Singles or college-age groups	53.5%	33.7%	0.6	53.9%	31.9%	99	106
Size of church congregation	38.0%	52.4%	1.4	41.8%	47.6%	91	110
Small groups (i.e., life groups, personal interest groups)	28.3%	61.7%	2.2	31.8%	57.4%	89	108
Youth social activities	48.4%	40.6%	0.8	47.9%	39.7%	101	102
<i>Community Activities or Cultural Programs</i>	35.9%	54.0%	1.5	38.2%	50.5%	94	107
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	35.2%	55.6%	1.6	41.5%	47.2%	85	118
Celebration of sacraments	27.3%	59.0%	2.2	32.8%	53.5%	83	110
Contemporary worship experiences	33.7%	55.6%	1.7	35.9%	51.3%	94	108
Online or virtual worship experiences	35.8%	53.5%	1.5	40.0%	47.9%	89	112
Quality sermons	15.7%	75.9%	4.8	20.7%	69.6%	76	109
Religious education for children	39.9%	49.2%	1.2	42.8%	44.6%	93	110
Spiritual discussion groups	33.7%	55.8%	1.7	38.1%	50.1%	88	112
Traditional worship experiences	20.8%	71.1%	3.4	26.7%	63.4%	78	112
Warm and friendly encounters	10.5%	83.2%	7.9	12.3%	79.9%	85	104
<i>Religious/Spiritual Programs</i>	28.1%	62.1%	2.2	32.3%	56.4%	87	110

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..

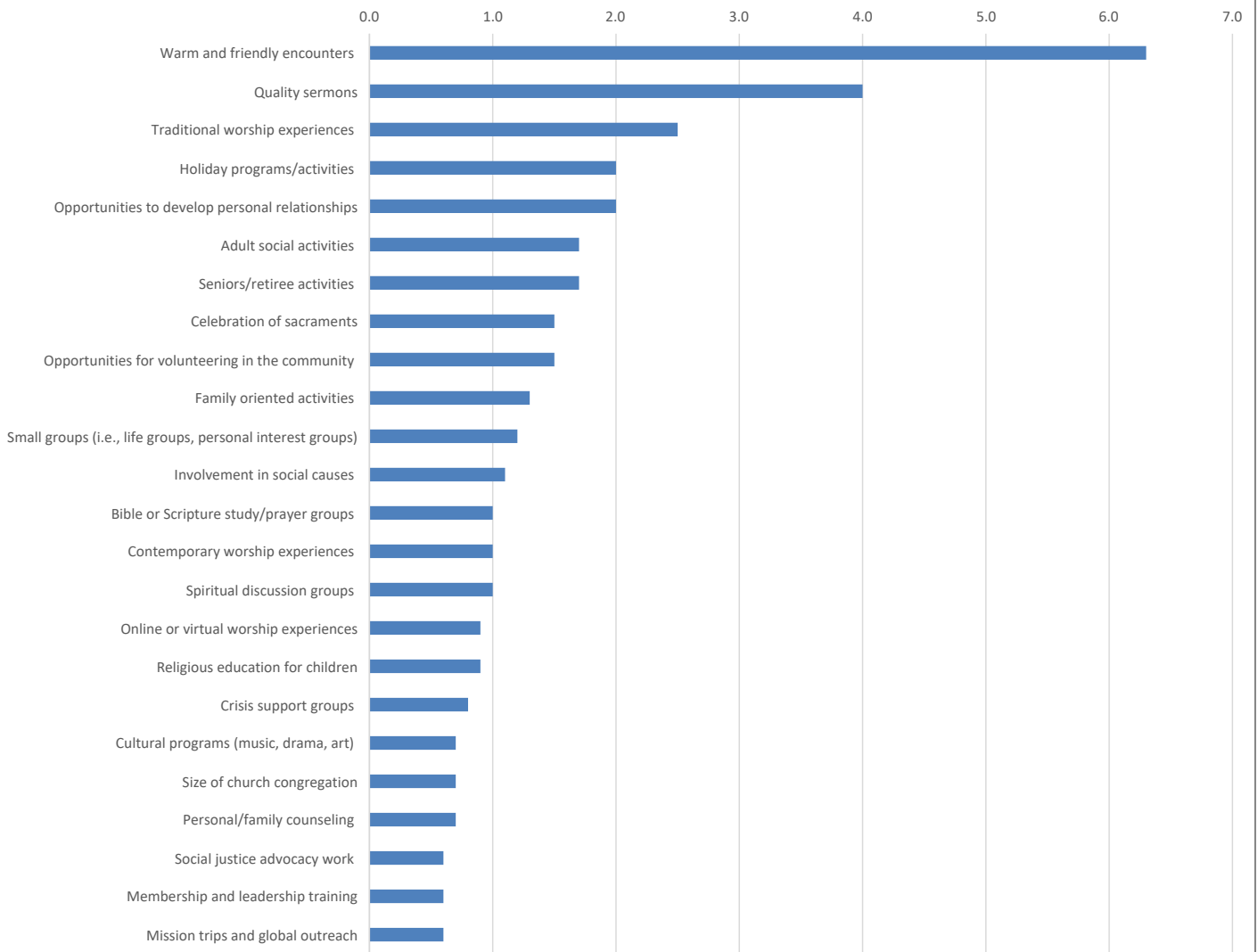
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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	6.3	Very Strong Preference
	2	Quality sermons	4.0	Very Strong Preference
	3	Traditional worship experiences	2.5	Strong Preference
	4	Holiday programs/activities	2.0	Strong Preference
	5	Opportunities to develop personal relationships	2.0	Strong Preference
	6	Adult social activities	1.7	Somewhat Strong Preference
	7	Seniors/retiree activities	1.7	Somewhat Strong Preference
	8	Celebration of sacraments	1.5	Somewhat Strong Preference
	9	Opportunities for volunteering in the community	1.5	Somewhat Strong Preference
	10	Family oriented activities	1.3	Somewhat Strong Preference
	11	Small groups (i.e., life groups, personal interest groups)	1.2	Moderate Preference
	12	Involvement in social causes	1.1	Moderate Preference
	13	Bible or Scripture study/prayer groups	1.0	Moderate Preference
	14	Contemporary worship experiences	1.0	Moderate Preference
	15	Spiritual discussion groups	1.0	Moderate Preference
	16	Online or virtual worship experiences	0.9	Moderate Preference
	17	Religious education for children	0.9	Moderate Preference
	18	Crisis support groups	0.8	Somewhat Minimal Preference
	19	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	20	Size of church congregation	0.7	Somewhat Minimal Preference
	21	Personal/family counseling	0.7	Somewhat Minimal Preference
	22	Social justice advocacy work	0.6	Somewhat Minimal Preference
	23	Membership and leadership training	0.6	Somewhat Minimal Preference
	24	Mission trips and global outreach	0.6	Somewhat 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

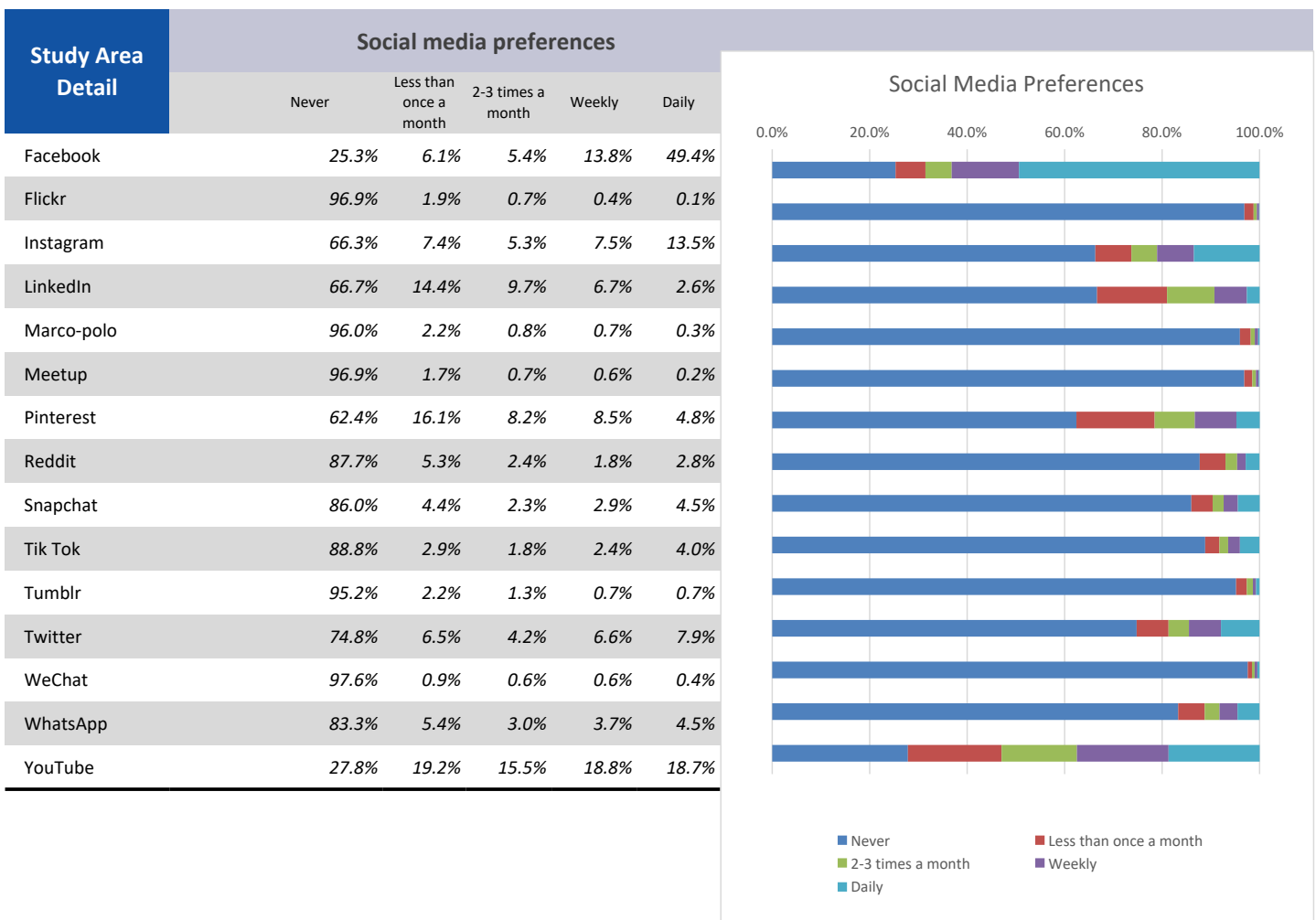
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	21.2%	78.8%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	42.6%	57.4%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	50.7%	49.3%	3	Yahoo News	
CNN Online News	3	45.0%	55.0%	1	Fox News	
Facebook	6	21.0%	79.0%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	72.5%	27.6%	6	Twitter	
Fox News	1	61.6%	38.4%	6	Facebook	
Fox News	1	38.8%	61.2%	2	Television News (Network OR Cable)	
Huffington Post	3	41.3%	58.7%	1	Fox News	
Huffington Post	3	41.1%	59.0%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	29.1%	70.9%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	55.6%	44.4%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	10.6%	89.4%	2	Television News (Network OR Cable)	
USA Today	4	32.3%	67.7%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	24.9%	75.1%	2	Television News (Network OR Cable)	
Yahoo News	3	48.9%	51.2%	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

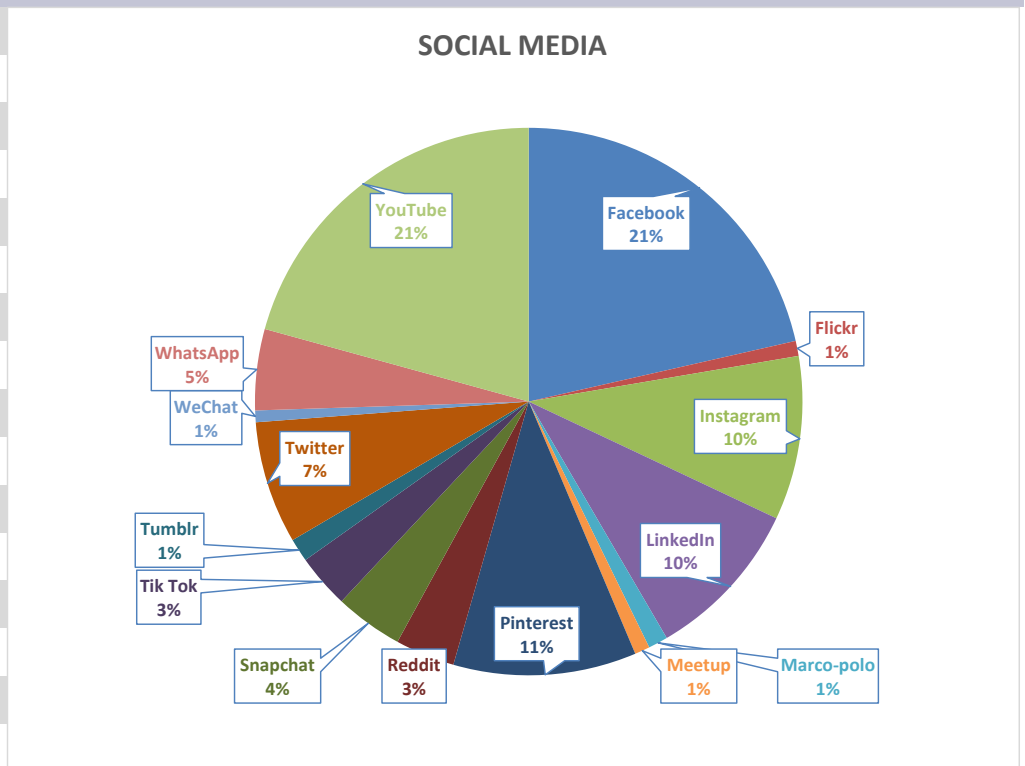
Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media



Priority List

Category of Media by Popular Use & Ranked Order

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