

The MinistryInsite Report 2021

Prepared for: Rocky Mountain Ministry Network Of Assembly of God churches
Study area: SE-CO

Date of Report: 2/8/24
American Beliefs Study Version: 2021

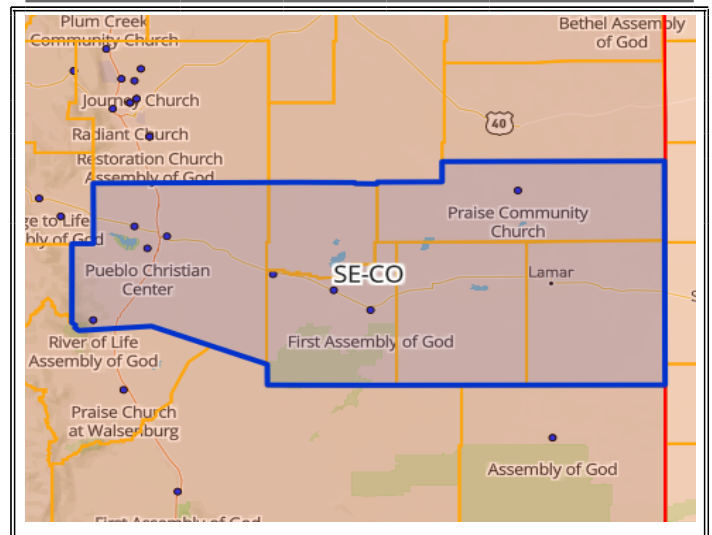
About the American Beliefs Study Reports

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.

The Study Area



Contents of the MinistryInsite Report

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

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Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	17
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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.

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 American Beliefs Study Region: Midwest, West

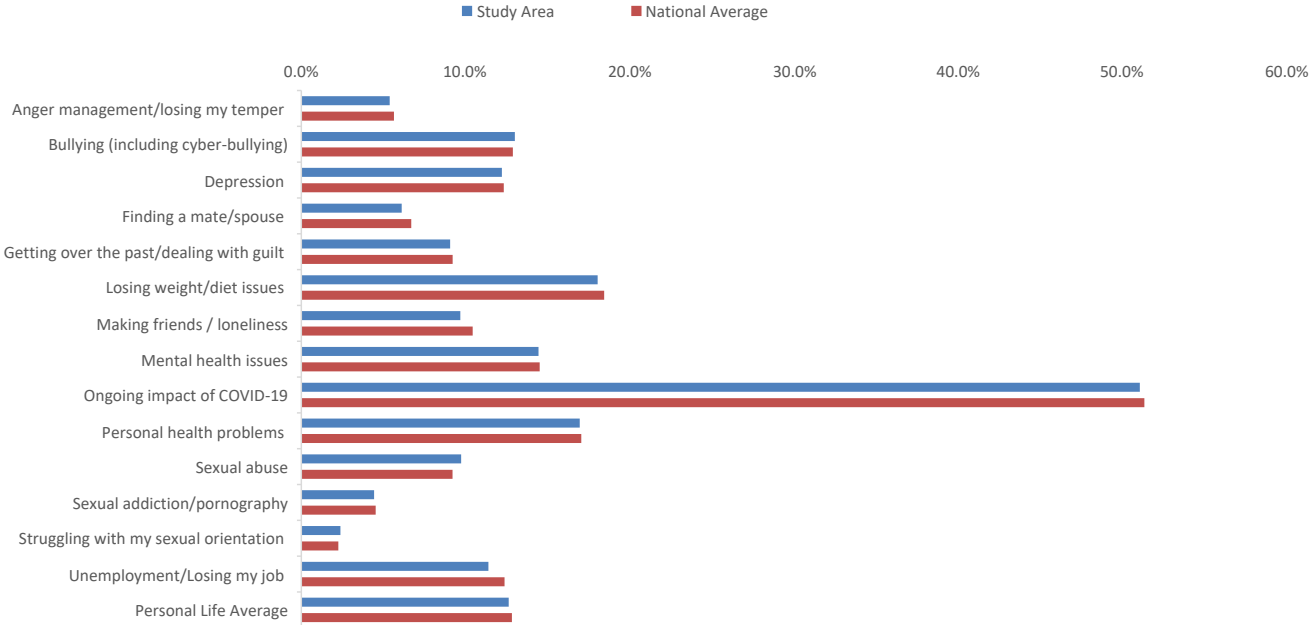
Life Concerns

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	13.7%	5.5%	15.1%	5.5%	91	101	
Anger management/losing my temper	29.7%	5.4%	30.0%	5.6%	99	95	
Bullying (including cyber-bullying)	25.9%	13.0%	26.0%	12.9%	99	101	
Depression	34.6%	12.2%	35.8%	12.3%	97	99	
Finding a mate/spouse	12.2%	6.1%	13.6%	6.7%	89	91	
Getting over the past/dealing with guilt	37.0%	9.1%	37.4%	9.2%	99	98	
Losing weight/diet issues	46.7%	18.0%	46.4%	18.4%	101	98	
Making friends / loneliness	37.5%	9.7%	38.2%	10.4%	98	93	
Mental health issues	31.7%	14.4%	33.7%	14.5%	94	100	
Ongoing impact of COVID-19	38.8%	51.1%	38.3%	51.3%	101	99	
Personal health problems	54.3%	17.0%	54.6%	17.0%	99	99	
Sexual abuse	13.7%	9.7%	13.8%	9.2%	99	106	
Sexual addiction/pornography	10.8%	4.4%	11.2%	4.5%	96	98	
Struggling with my sexual orientation	4.9%	2.4%	5.3%	2.3%	93	106	
Unemployment/Losing my job	21.2%	11.4%	23.9%	12.4%	89	92	
Personal Life Average	27.5%	12.6%	28.2%	12.8%	98	98	

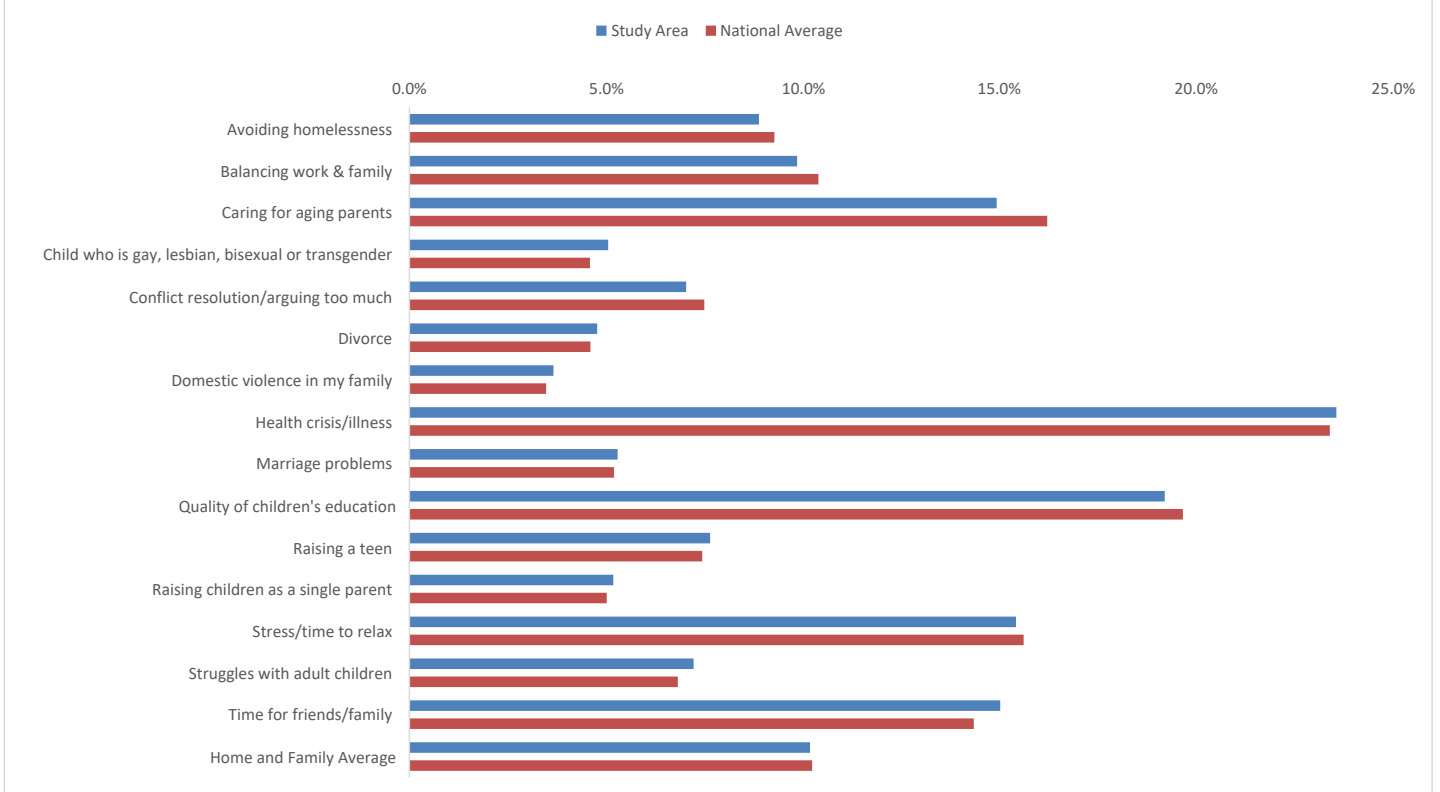
Significant Personal Health & Life Concerns Study Area Compared to National Average



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	17.4%	8.9%	19.1%	9.3%	91	96
Balancing work & family	28.2%	9.9%	30.5%	10.4%	92	95
Caring for aging parents	24.4%	14.9%	25.4%	16.2%	96	92
Child who is gay, lesbian, bisexual or transgender	9.6%	5.1%	9.7%	4.6%	99	110
Conflict resolution/arguing too much	30.2%	7.0%	31.2%	7.5%	97	94
Divorce	11.6%	4.8%	11.8%	4.6%	98	104
Domestic violence in my family	7.7%	3.7%	7.8%	3.5%	98	105
Health crisis/illness	49.1%	23.6%	48.9%	23.4%	100	101
Marriage problems	19.9%	5.3%	19.9%	5.2%	100	102
Quality of children's education	23.0%	19.2%	24.0%	19.7%	96	98
Raising a teen	12.3%	7.6%	14.1%	7.4%	88	103
Raising children as a single parent	9.2%	5.2%	9.9%	5.0%	92	103
Stress/time to relax	44.8%	15.4%	46.1%	15.6%	97	99
Struggles with adult children	25.1%	7.2%	24.5%	6.8%	103	106
Time for friends/family	46.7%	15.0%	47.6%	14.3%	98	105
Home and Family Average	23.9%	10.2%	24.7%	10.2%	97	99

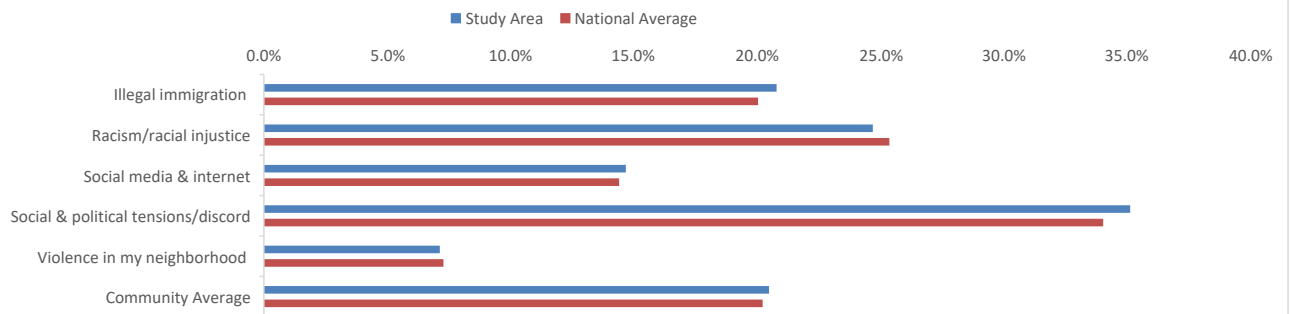
Significant Home and Family Concerns
Study Area Compared to National Average



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	27.9%	20.8%	29.2%	20.0%	95	104
Racism/racial injustice	36.3%	24.7%	36.4%	25.3%	100	97
Social media & internet	38.2%	14.7%	38.4%	14.4%	99	102
Social & political tensions/discord	40.1%	35.1%	41.2%	34.0%	97	103
Violence in my neighborhood	29.5%	7.1%	30.7%	7.3%	96	98
Community Average	34.4%	20.5%	35.2%	20.2%	98	101

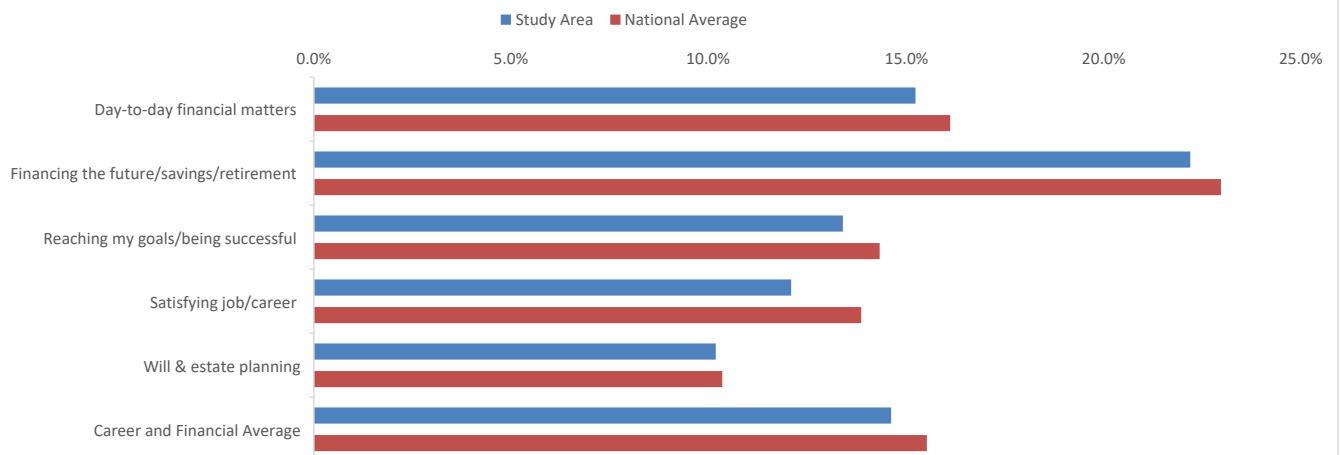
Significant Community Concerns
Study Area Compared to National Average



Concerns about Careers and Financial Matters

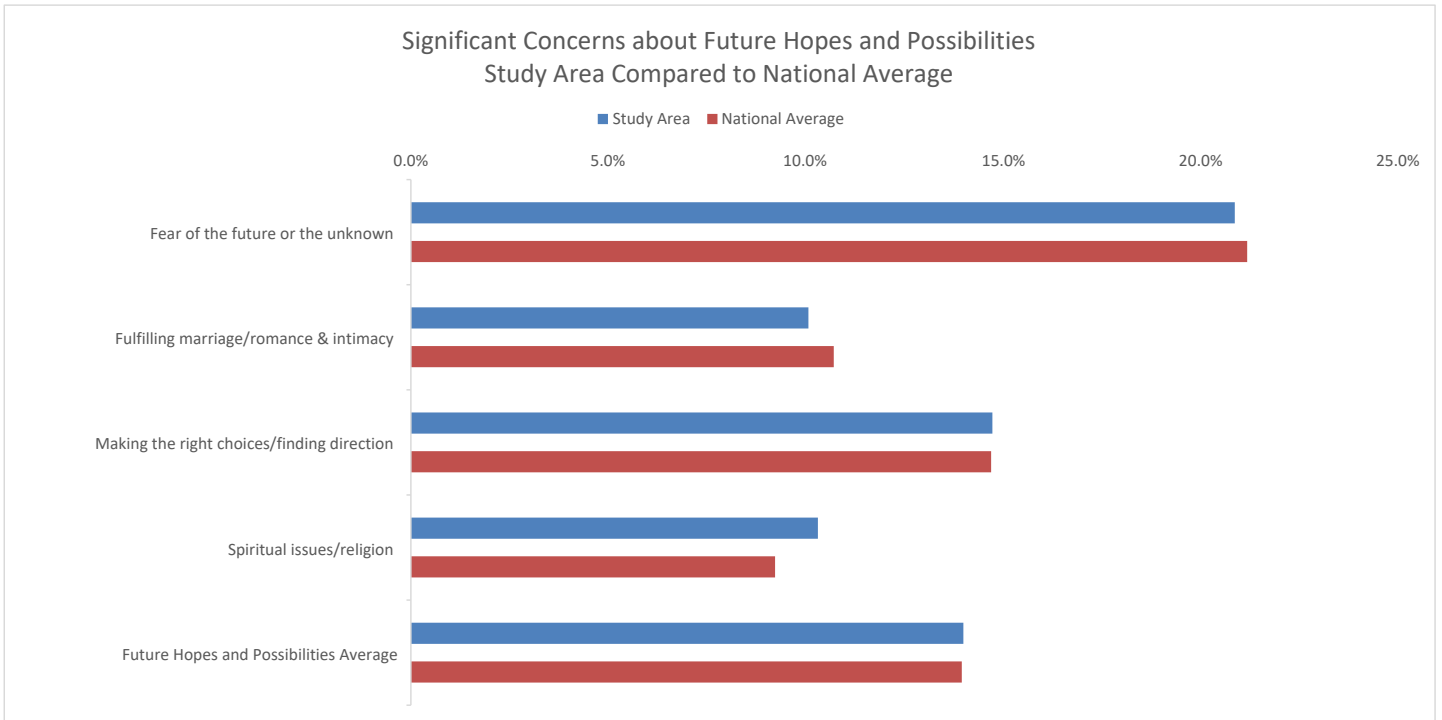
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	41.6%	15.2%	42.9%	16.1%	97	95
Financing the future/savings/retirement	46.5%	22.2%	46.8%	23.0%	99	97
Reaching my goals/being successful	38.7%	13.4%	40.3%	14.3%	96	94
Satisfying job/career	27.0%	12.1%	29.1%	13.9%	93	87
Will & estate planning	39.6%	10.2%	40.6%	10.3%	98	98
Career and Financial Average	38.7%	14.6%	39.9%	15.5%	97	94

Significant Concerns about Careers and Financial Matters
Study Area Compared to National Average



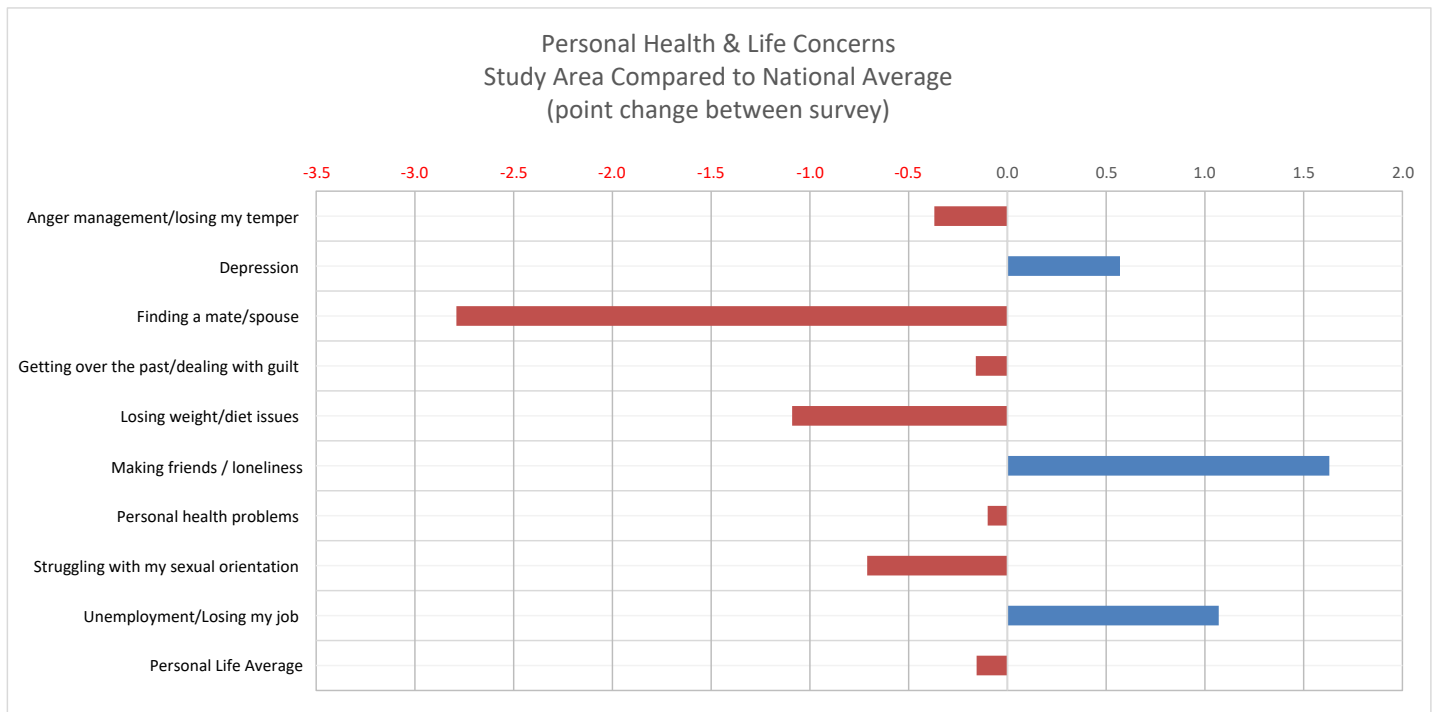
Concerns about Future Hopes and Possibilities

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	50.9%	20.9%	50.5%	21.2%	101	99
Fulfilling marriage/romance & intimacy	30.3%	10.1%	31.3%	10.7%	97	94
Making the right choices/finding direction	44.5%	14.7%	45.2%	14.7%	98	100
Spiritual issues/religion	28.3%	10.3%	27.6%	9.2%	103	112
Future Hopes and Possibilities Average	38.5%	14.0%	38.7%	14.0%	100	100

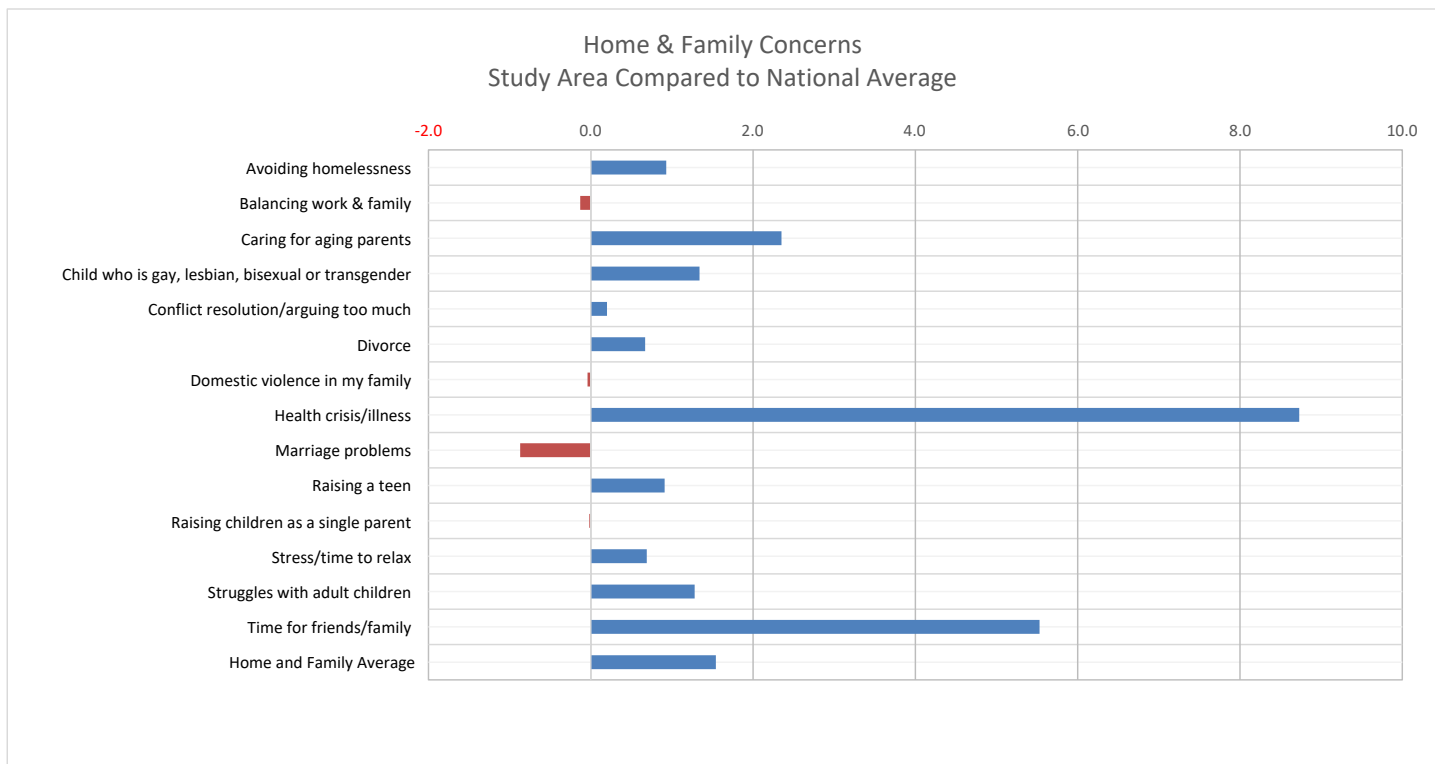


Concerns About Personal Health & Life

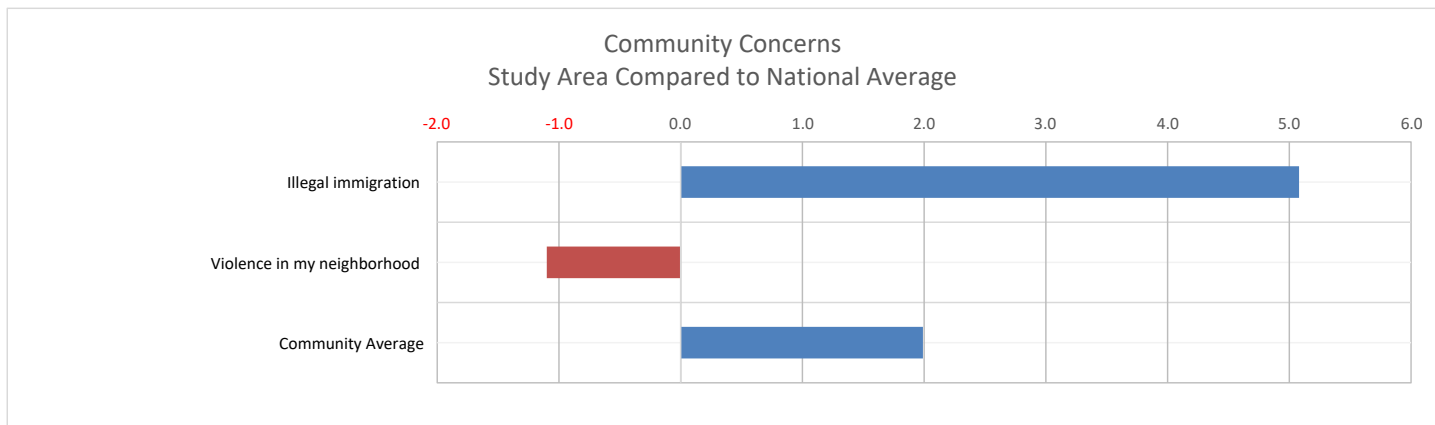
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	5.1%	5.5%	0.4
Anger management/losing my temper	5.8%	5.4%	-0.4
Depression	11.6%	12.2%	0.6
Finding a mate/spouse	8.9%	6.1%	-2.8
Getting over the past/dealing with guilt	9.2%	9.1%	-0.2
Losing weight/diet issues	19.1%	18.0%	-1.1
Making friends / loneliness	8.1%	9.7%	1.6
Personal health problems	17.1%	17.0%	-0.1
Struggling with my sexual orientation	3.1%	2.4%	-0.7
Unemployment/Losing my job	10.3%	11.4%	1.1
Personal Life Average	9.8%	9.7%	-0.2



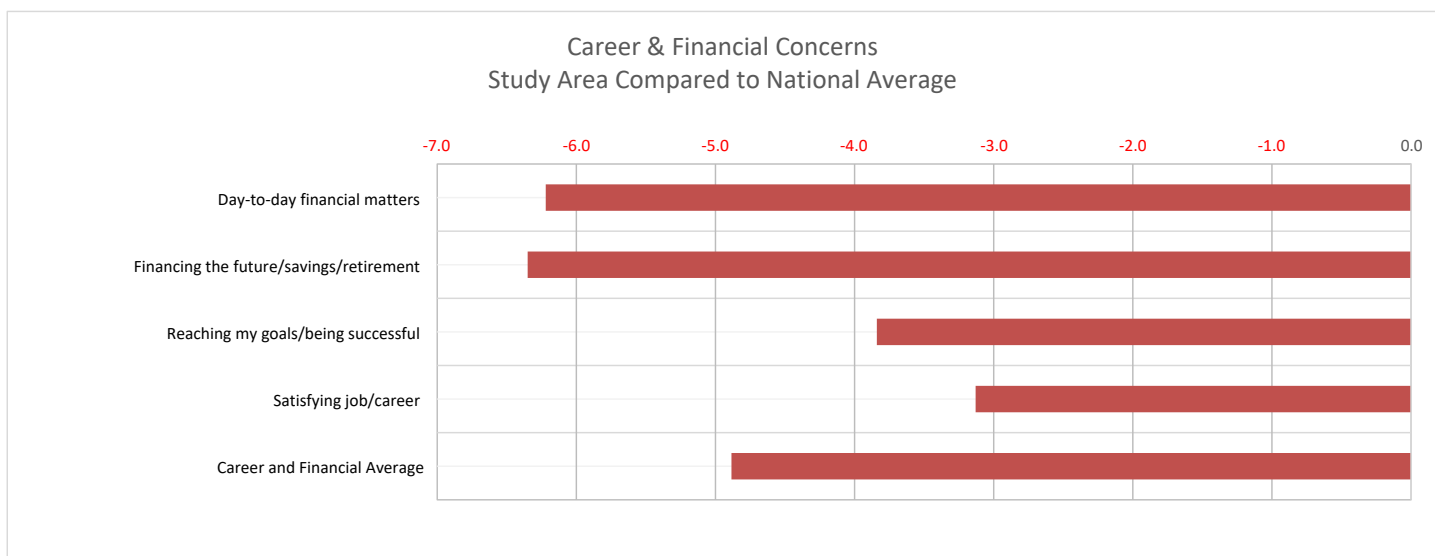
Study Area Comparison between 2017 & 2021	Concerns About Home and Family		
	2017	2021	Point Change Between Surveys
Avoiding homelessness	8.0%	8.9%	0.9
Balancing work & family	10.0%	9.9%	-0.1
Caring for aging parents	12.6%	14.9%	2.4
Child who is gay, lesbian, bisexual or transgender	3.7%	5.1%	1.3
Conflict resolution/arguing too much	6.8%	7.0%	0.2
Divorce	4.1%	4.8%	0.7
Domestic violence in my family	3.7%	3.7%	-0.0
Health crisis/illness	14.8%	23.6%	8.7
Marriage problems	6.2%	5.3%	-0.9
Raising a teen	6.7%	7.6%	0.9
Raising children as a single parent	5.2%	5.2%	-0.0
Stress/time to relax	14.7%	15.4%	0.7
Struggles with adult children	5.9%	7.2%	1.3
Time for friends/family	9.5%	15.0%	5.5
Home and Family Average	8.0%	9.5%	1.5



Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	15.7%	20.8%	5.1
Violence in my neighborhood	8.2%	7.1%	-1.1
Community Average	12.0%	14.0%	2.0



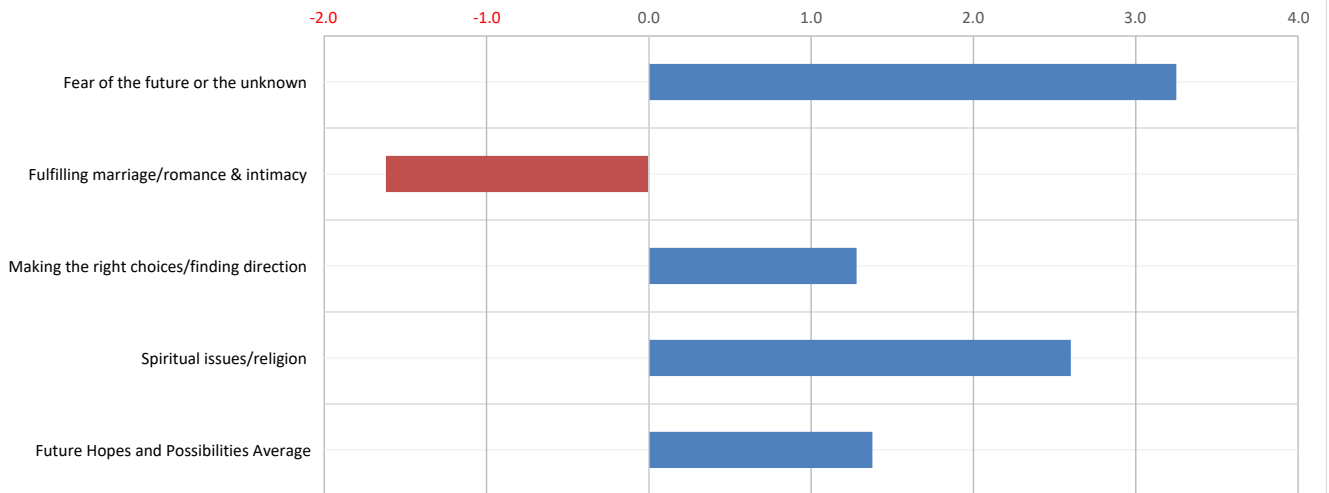
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	21.5%	15.2%	-6.2
Financing the future/savings/retirement	28.6%	22.2%	-6.4
Reaching my goals/being successful	17.2%	13.4%	-3.8
Satisfying job/career	15.2%	12.1%	-3.1
Career and Financial Average	20.6%	15.7%	-4.9



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	17.6%	20.9%	3.3
Fulfilling marriage/romance & intimacy	11.7%	10.1%	-1.6
Making the right choices/finding direction	13.5%	14.7%	1.3
Spiritual issues/religion	7.7%	10.3%	2.6
Future Hopes and Possibilities Average	12.6%	14.0%	1.4

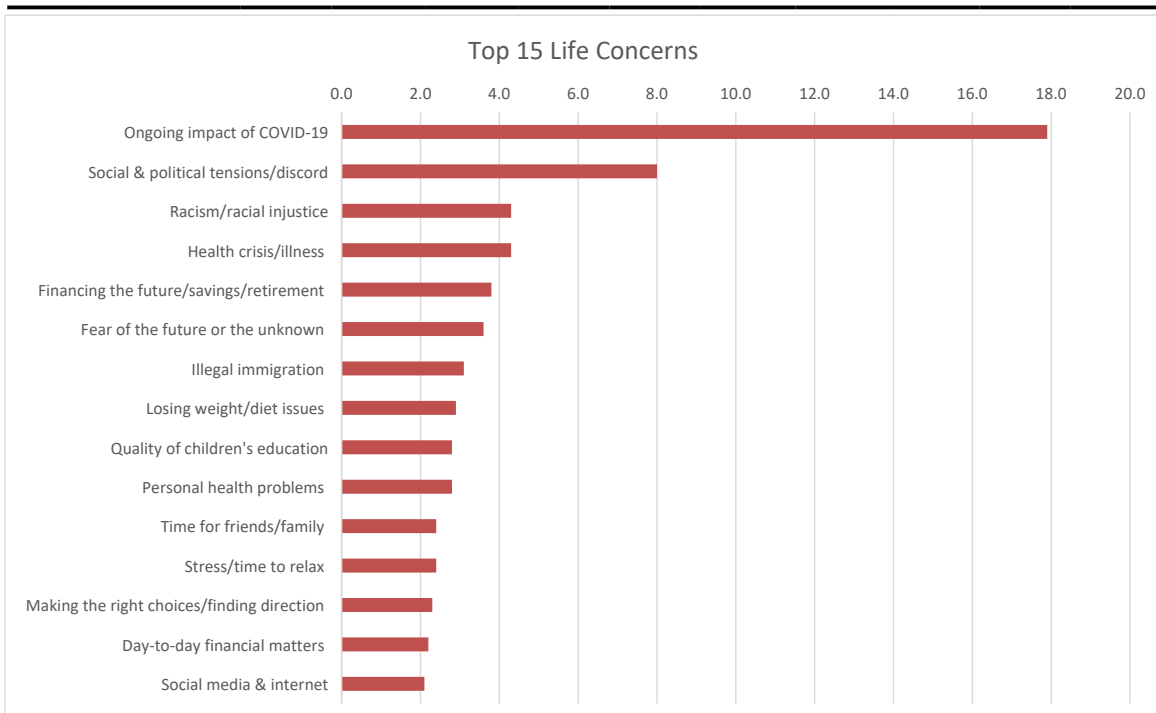
Future Hopes & Possibilities Concerns
Study Area Compared to National Average



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	17.9	Extremely Strong Concern
	2	Social & political tensions/discord	8.0	Extremely Strong Concern
	3	Racism/racial injustice	4.3	Very Strong Concern
	4	Health crisis/illness	4.3	Very Strong Concern
	5	Financing the future/savings/retirement	3.8	Strong Concern
	6	Fear of the future or the unknown	3.6	Strong Concern
	7	Illegal immigration	3.1	Strong Concern
	8	Losing weight/diet issues	2.9	Strong Concern
	9	Quality of children's education	2.8	Strong Concern
	10	Personal health problems	2.8	Strong Concern
	11	Time for friends/family	2.4	Strong Concern
	12	Stress/time to relax	2.4	Strong Concern
	13	Making the right choices/finding direction	2.3	Strong Concern
	14	Day-to-day financial matters	2.2	Strong Concern
	15	Social media & internet	2.1	Strong Concern



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

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

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

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

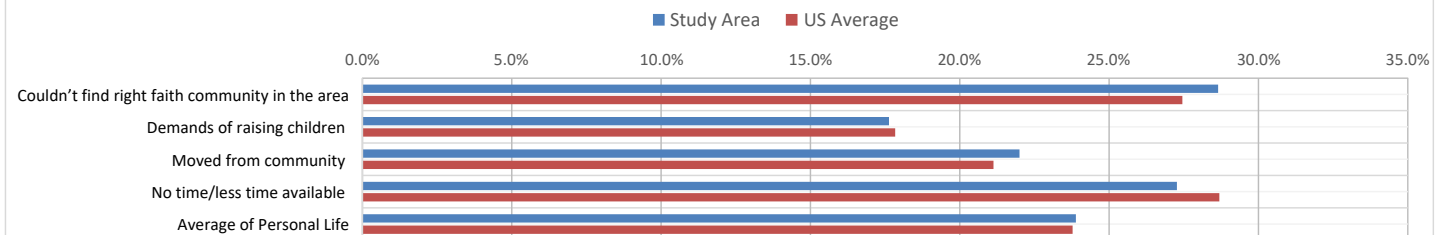
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

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

Study Area Compared to National Average

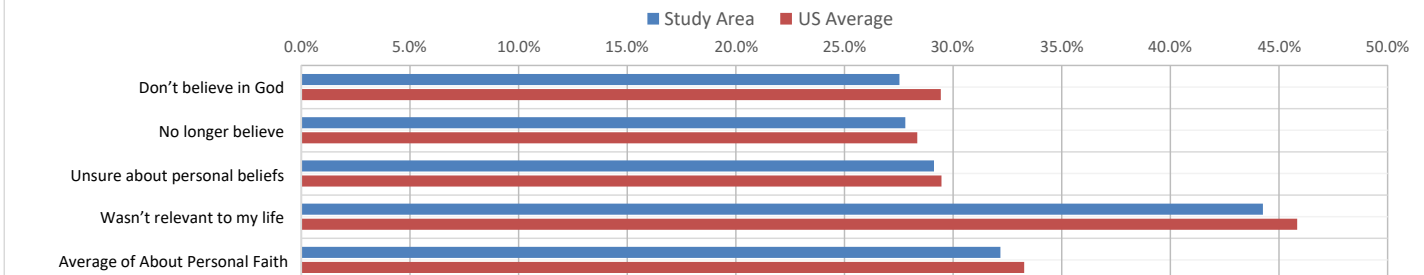
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	28.7%	27.5%	104
Demands of raising children	17.6%	17.8%	99
Moved from community	22.0%	21.1%	104
No time/less time available	27.3%	28.7%	95
Average of Personal Life	23.9%	23.8%	100

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



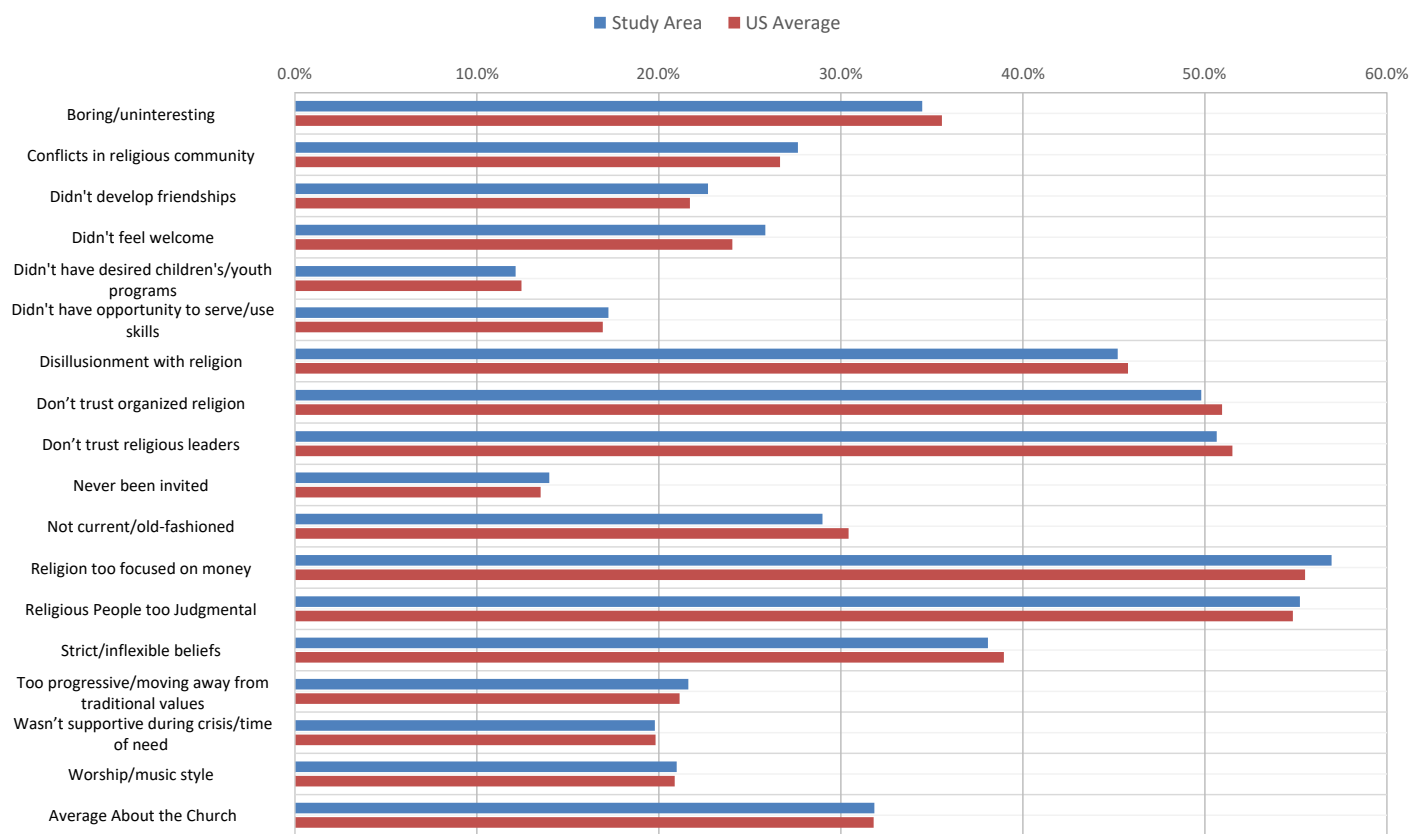
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	27.5%	29.4%	94
No longer believe	27.8%	28.4%	98
Unsure about personal beliefs	29.1%	29.5%	99
Wasn't relevant to my life	44.3%	45.8%	97
Average of About Personal Faith	32.2%	33.3%	97

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	34.5%	35.6%	97
Conflicts in religious community	27.6%	26.7%	104
Didn't develop friendships	22.7%	21.7%	105
Didn't feel welcome	25.9%	24.0%	108
Didn't have desired children's/youth programs	12.1%	12.5%	97
Didn't have opportunity to serve/use skills	17.2%	16.9%	102
Disillusionment with religion	45.2%	45.8%	99
Don't trust organized religion	49.8%	50.9%	98
Don't trust religious leaders	50.7%	51.5%	98
Never been invited	14.0%	13.5%	104
Not current/old-fashioned	29.0%	30.4%	95
Religion too focused on money	57.0%	55.5%	103
Religious People too Judgmental	55.2%	54.8%	101
Strict/inflexible beliefs	38.1%	39.0%	98
Too progressive/moving away from traditional values	21.6%	21.1%	102
Wasn't supportive during crisis/time of need	19.8%	19.8%	100
Worship/music style	21.0%	20.9%	101
Average About the Church	31.8%	31.8%	100

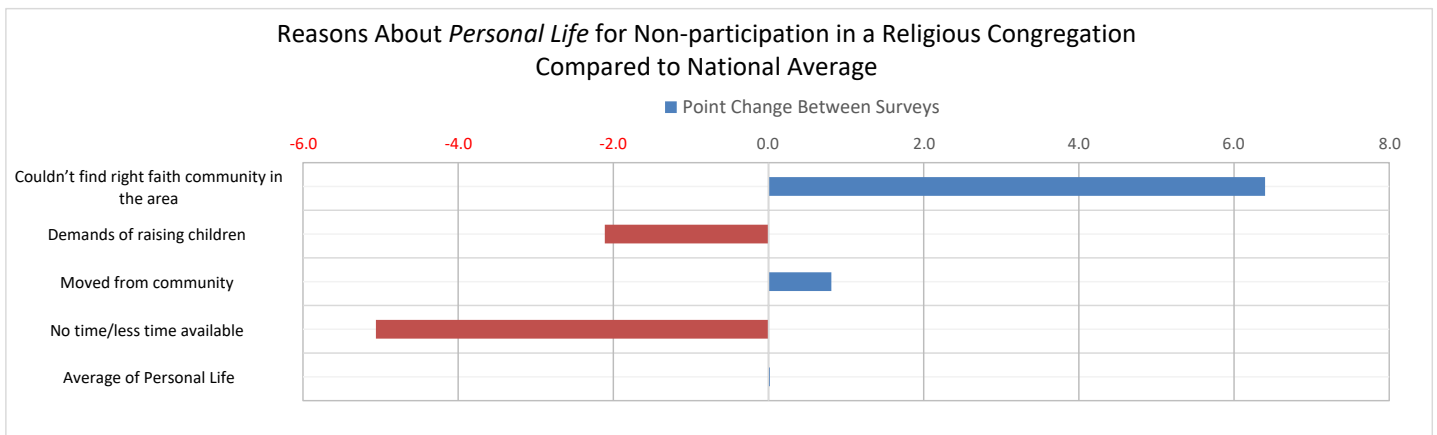
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



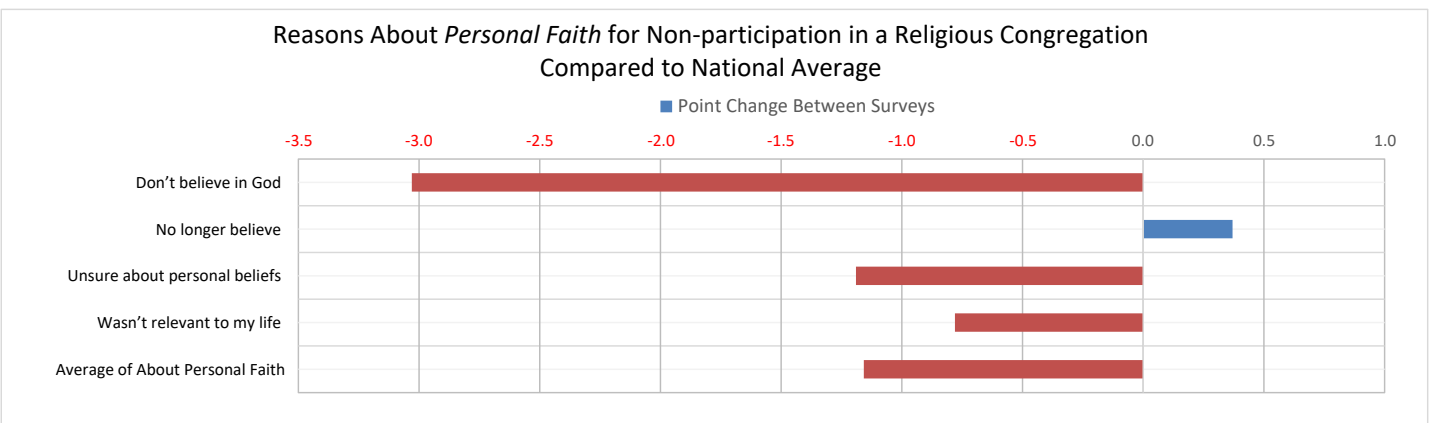
From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	22.3%	28.7%	6.4
Demands of raising children	19.7%	17.6%	-2.1
Moved from community	21.2%	22.0%	0.8
No time/less time available	32.3%	27.3%	-5.1
Average of Personal Life	23.9%	23.9%	0.0



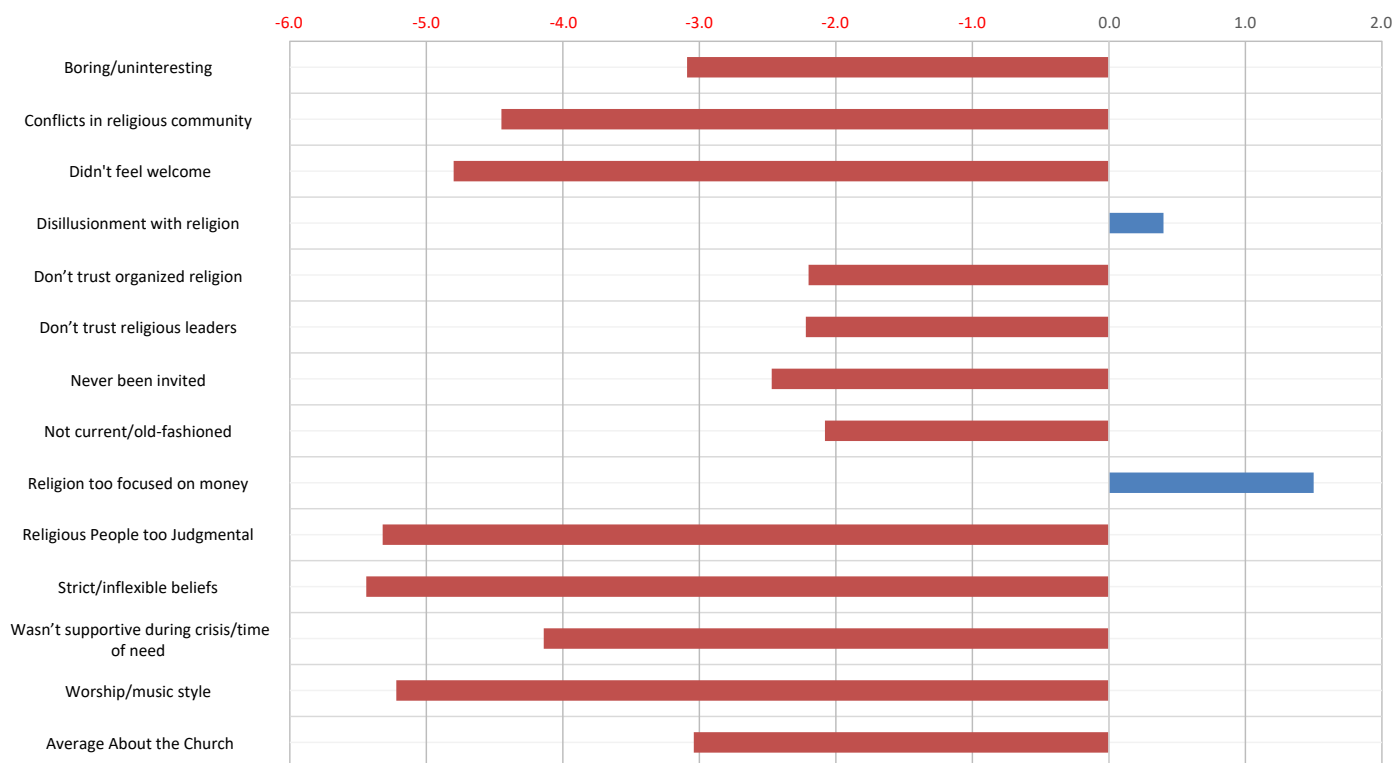
About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	30.6%	27.5%	-3.0
No longer believe	27.4%	27.8%	0.4
Unsure about personal beliefs	30.3%	29.1%	-1.2
Wasn't relevant to my life	45.0%	44.3%	-0.8
Average of About Personal Faith	33.3%	32.2%	-1.2



About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	37.6%	34.5%	-3.1
Conflicts in religious community	32.1%	27.6%	-4.5
Didn't feel welcome	30.7%	25.9%	-4.8
Disillusionment with religion	44.8%	45.2%	0.4
Don't trust organized religion	52.0%	49.8%	-2.2
Don't trust religious leaders	52.9%	50.7%	-2.2
Never been invited	16.5%	14.0%	-2.5
Not current/old-fashioned	31.1%	29.0%	-2.1
Religion too focused on money	55.5%	57.0%	1.5
Religious People too Judgmental	60.5%	55.2%	-5.3
Strict/inflexible beliefs	43.5%	38.1%	-5.4
Wasn't supportive during crisis/time of need	23.9%	19.8%	-4.1
Worship/music style	26.2%	21.0%	-5.2
Average About the Church	39.0%	36.0%	-3.0

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

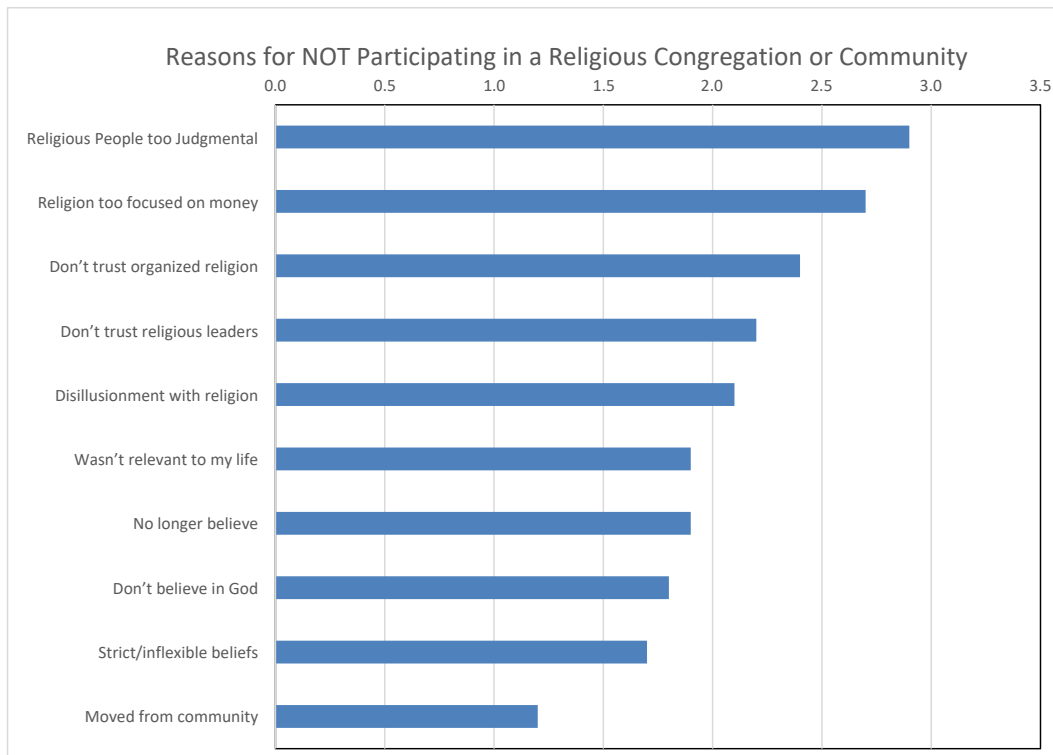
■ Point Change Between Surveys



Priority List

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

Ranking	Concern	Ratio	Strength of Reason
1	Religious People too Judgmental	2.9	Strong Reason
2	Religion too focused on money	2.7	Strong Reason
3	Don't trust organized religion	2.4	Strong Reason
4	Don't trust religious leaders	2.2	Strong Reason
5	Disillusionment with religion	2.1	Strong Reason
6	Wasn't relevant to my life	1.9	Somewhat Strong Reason
7	No longer believe	1.9	Somewhat Strong Reason
8	Don't believe in God	1.8	Somewhat Strong Reason
9	Strict/inflexible beliefs	1.7	Somewhat Strong Reason
10	Moved from community	1.2	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

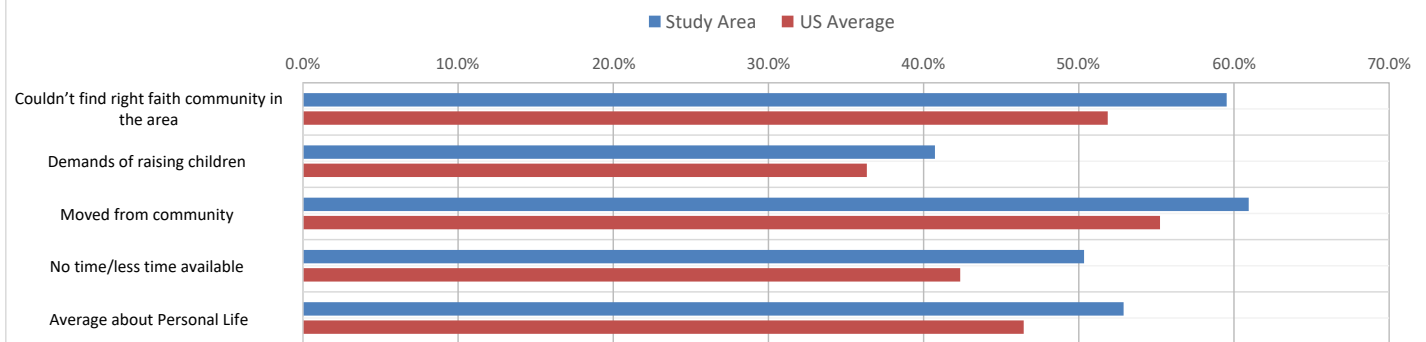
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

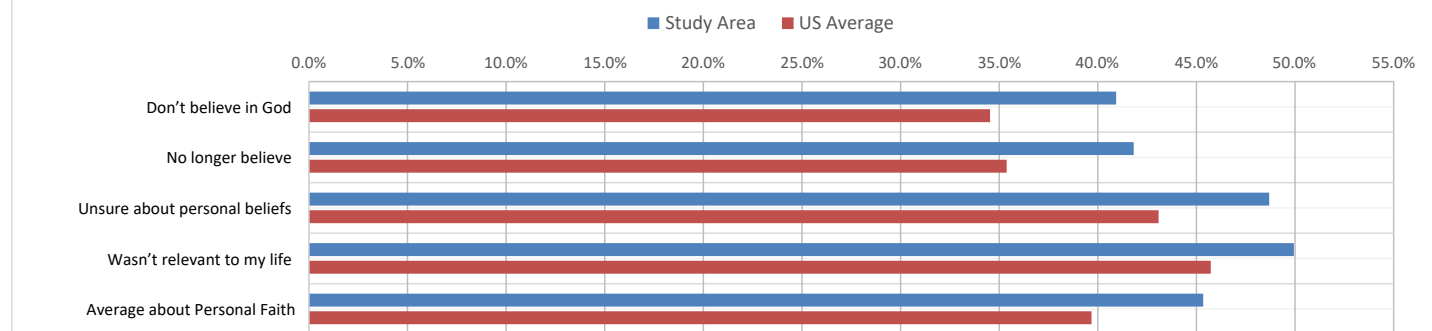
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	59.5%	51.9%	115
Demands of raising children	40.7%	36.3%	112
Moved from community	61.0%	55.2%	110
No time/less time available	50.3%	42.4%	119
Average about Personal Life	52.9%	46.5%	114

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



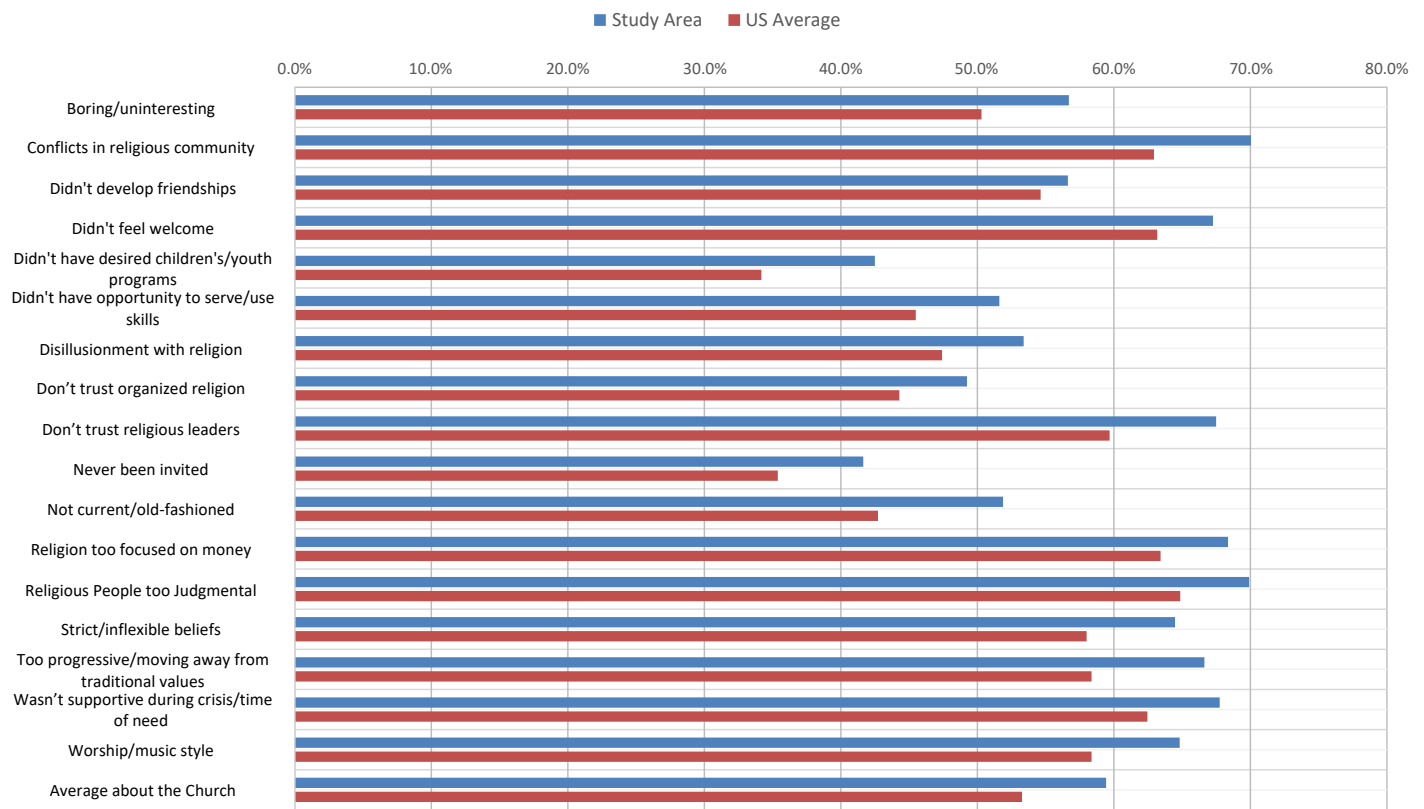
<i>About Personal Faith</i>	Study Area	US Average	Comparative Index
Don't believe in God	40.9%	34.5%	119
No longer believe	41.8%	35.4%	118
Unsure about personal beliefs	48.7%	43.1%	113
Wasn't relevant to my life	49.9%	45.7%	109
Average about Personal Faith	45.3%	39.7%	114

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	56.7%	50.3%	113
Conflicts in religious community	70.0%	62.9%	111
Didn't develop friendships	56.6%	54.6%	104
Didn't feel welcome	67.3%	63.2%	106
Didn't have desired children's/youth programs	42.5%	34.2%	124
Didn't have opportunity to serve/use skills	51.6%	45.5%	113
Disillusionment with religion	53.4%	47.4%	113
Don't trust organized religion	49.2%	44.3%	111
Don't trust religious leaders	67.5%	59.7%	113
Never been invited	41.6%	35.4%	118
Not current/old-fashioned	51.9%	42.7%	121
Religion too focused on money	68.4%	63.4%	108
Religious People too Judgmental	69.9%	64.9%	108
Strict/inflexible beliefs	64.5%	58.0%	111
Too progressive/moving away from traditional values	66.6%	58.4%	114
Wasn't supportive during crisis/time of need	67.8%	62.5%	108
Worship/music style	64.8%	58.4%	111
Average about the Church	59.4%	53.3%	112

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

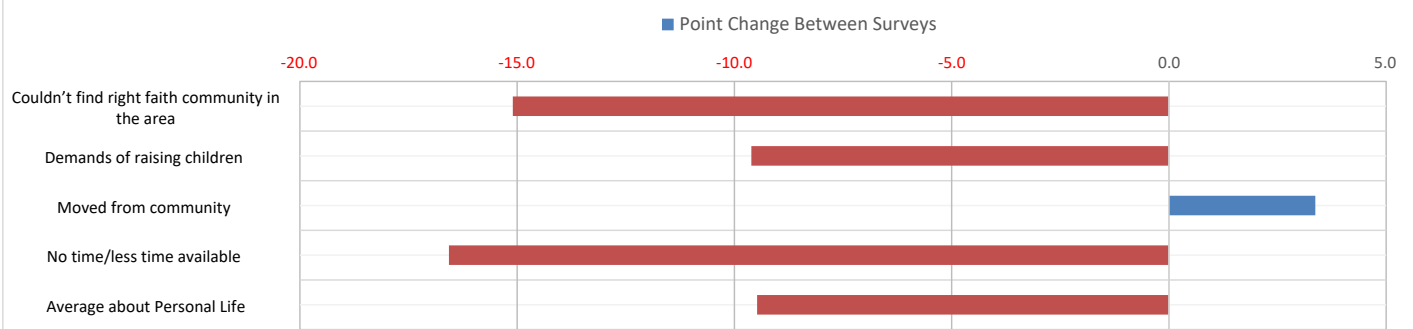


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

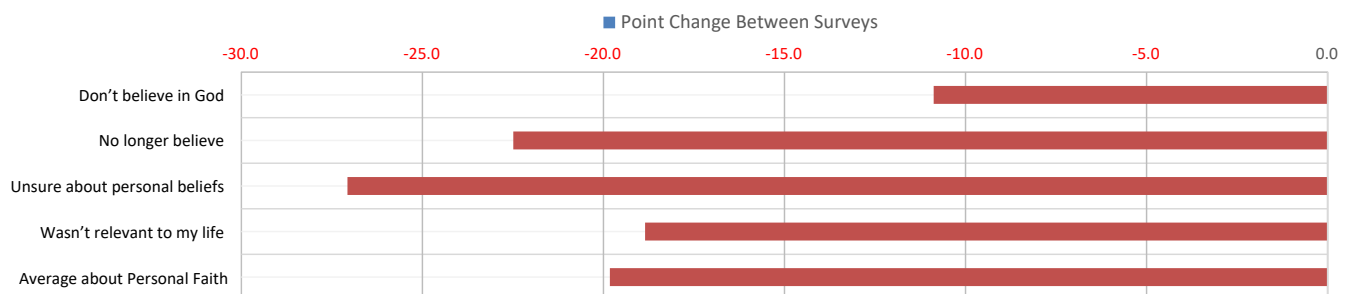
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	74.6%	59.5%	-15.1
Demands of raising children	50.3%	40.7%	-9.6
Moved from community	57.6%	61.0%	3.4
No time/less time available	66.9%	50.3%	-16.6
Average about Personal Life	62.4%	52.9%	-9.5

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

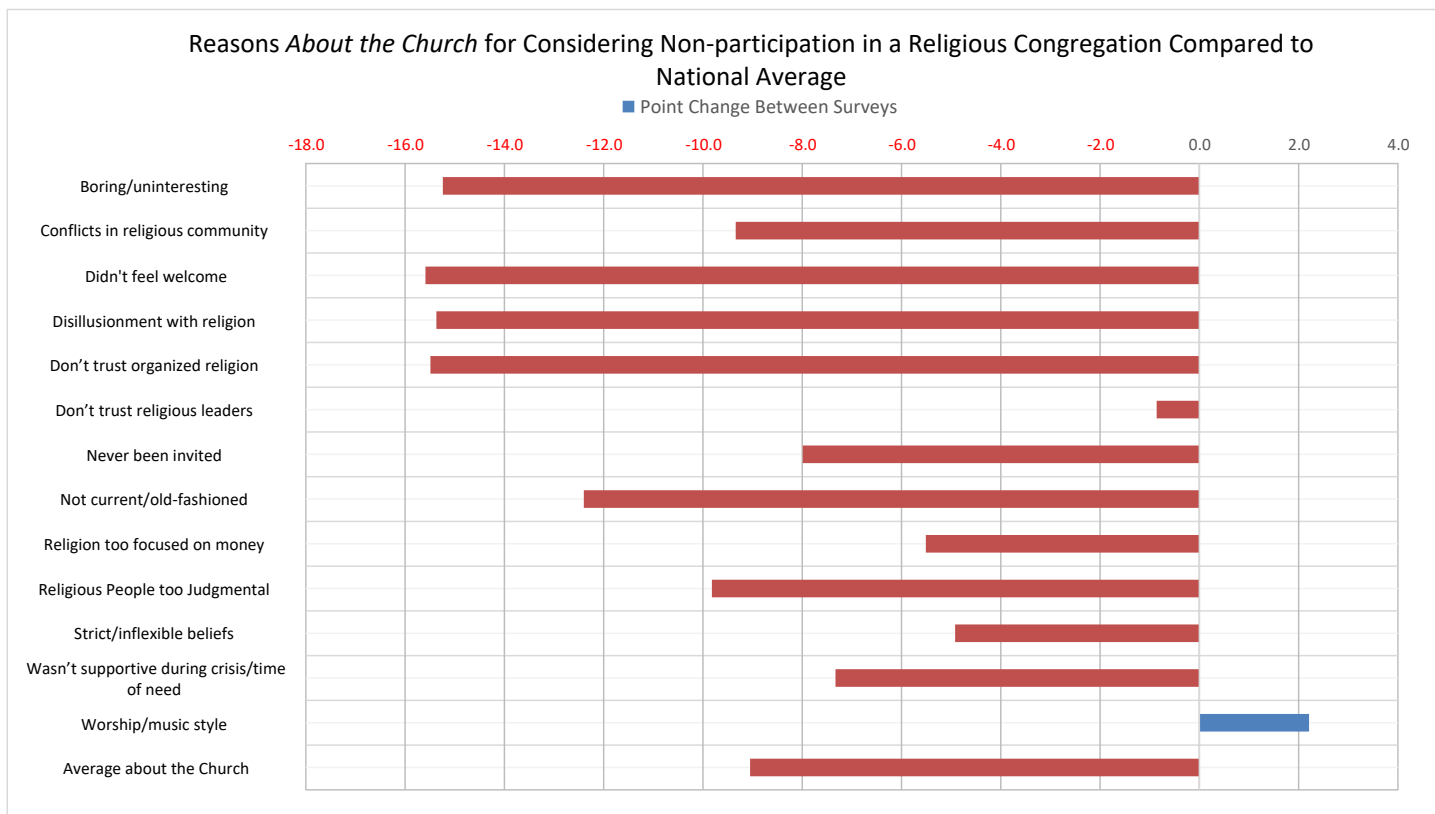


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	51.8%	40.9%	-10.9
No longer believe	64.3%	41.8%	-22.5
Unsure about personal beliefs	75.8%	48.7%	-27.1
Wasn't relevant to my life	68.8%	49.9%	-18.9
Average about Personal Faith	65.2%	45.3%	-19.8

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



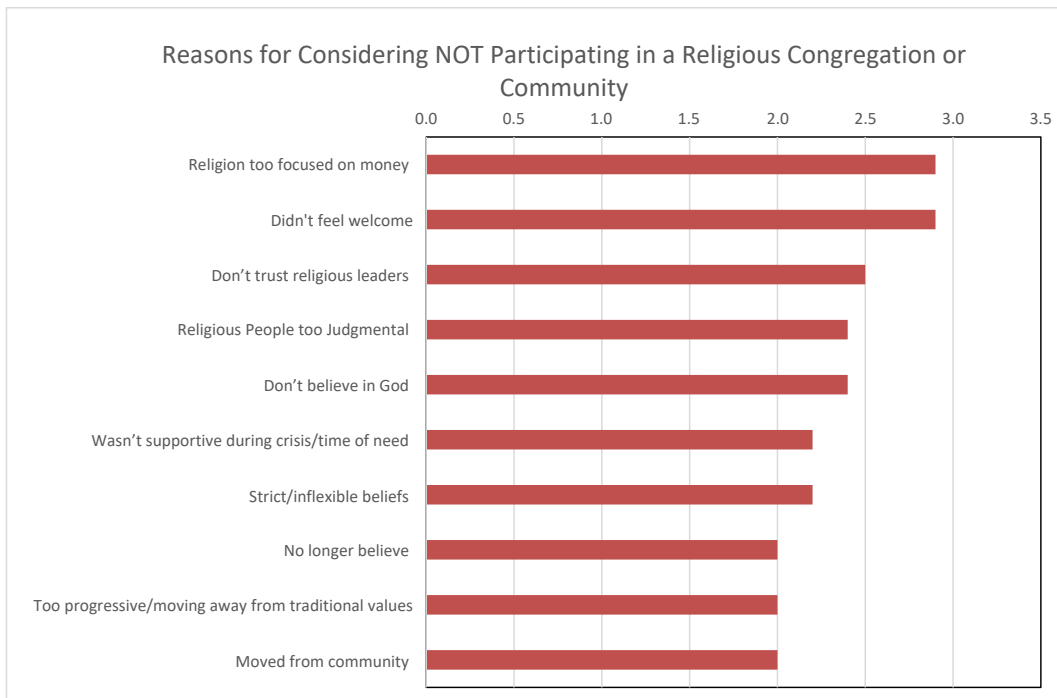
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	71.9%	56.7%	-15.2
Conflicts in religious community	79.4%	70.0%	-9.3
Didn't feel welcome	82.9%	67.3%	-15.6
Disillusionment with religion	68.8%	53.4%	-15.4
Don't trust organized religion	64.7%	49.2%	-15.5
Don't trust religious leaders	68.4%	67.5%	-0.9
Never been invited	49.6%	41.6%	-8.0
Not current/old-fashioned	64.3%	51.9%	-12.4
Religion too focused on money	73.9%	68.4%	-5.5
Religious People too Judgmental	79.7%	69.9%	-9.8
Strict/inflexible beliefs	69.4%	64.5%	-4.9
Wasn't supportive during crisis/time of need	75.1%	67.8%	-7.3
Worship/music style	62.6%	64.8%	2.2
Average about the Church	70.0%	61.0%	-9.1



Priority List

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

Ranking	Concern	Ratio	Strength
1	Religion too focused on money	2.9	Strong Reason
2	Didn't feel welcome	2.9	Strong Reason
3	Don't trust religious leaders	2.5	Strong Reason
4	Religious People too Judgmental	2.4	Strong Reason
5	Don't believe in God	2.4	Strong Reason
6	Wasn't supportive during crisis/time of need	2.2	Strong Reason
7	Strict/inflexible beliefs	2.2	Strong Reason
8	No longer believe	2.0	Strong Reason
9	Too progressive/moving away from traditional values	2.0	Strong Reason
10	Moved from community	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	51.2%	35.9%	0.7	51.1%	35.3%	100	102
Health/weight loss programs	55.4%	31.8%	0.6	55.1%	32.1%	100	99
Membership and leadership training	44.4%	42.8%	1.0	45.9%	41.1%	97	104
Opportunities to develop personal relationships	24.3%	66.5%	2.7	24.5%	65.8%	99	101
Practical training seminars (money management, computer skills, etc.)	45.6%	42.7%	0.9	45.4%	42.4%	100	101
Personal Growth	44.2%	44.0%	1.0	44.4%	43.3%	99	101
Family Support and Intervention Services							
Daycare/After-School Programs	59.1%	27.0%	0.5	59.0%	26.6%	100	102
Crisis support groups	36.3%	52.3%	1.4	37.0%	50.8%	98	103
Family oriented activities	32.5%	58.5%	1.8	33.4%	56.6%	97	103
Marriage enrichment	44.1%	44.1%	1.0	45.2%	41.8%	98	106
Parenting development	52.8%	33.6%	0.6	53.2%	33.0%	99	102
Personal/family counseling	40.6%	48.5%	1.2	40.6%	47.8%	100	102
Family Support and Intervention Services	44.2%	44.0%	1.0	44.7%	42.8%	99	103
Community Involvement and Advocacy Programs							
Adult social activities	24.3%	66.7%	2.7	26.1%	64.3%	93	104
Involvement in social causes	30.0%	59.2%	2.0	30.0%	58.9%	100	101
Mission trips and global outreach	46.5%	41.0%	0.9	47.7%	38.5%	97	107
Opportunities for volunteering in the community	25.2%	65.4%	2.6	25.9%	64.1%	97	102
Social justice advocacy work	38.9%	47.8%	1.2	38.5%	48.4%	101	99
Community Involvement and Advocacy Programs	33.0%	56.0%	1.7	33.6%	54.8%	98	102

Community Activities or Cultural Programs	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	36.7%	52.4%	1.4	36.4%	52.7%	101	99
Holiday programs/activities	23.3%	67.6%	2.9	25.0%	65.4%	93	103
Seniors/retiree activities	28.4%	61.9%	2.2	30.6%	58.7%	93	105
Singles or college-age groups	53.7%	32.8%	0.6	53.9%	31.9%	100	103
Size of church congregation	39.2%	51.1%	1.3	41.8%	47.6%	94	107
Small groups (i.e., life groups, personal interest groups)	31.1%	58.7%	1.9	31.8%	57.4%	98	102
Youth social activities	47.7%	41.0%	0.9	47.9%	39.7%	100	103
Community Activities or Cultural Programs	37.2%	52.2%	1.4	38.2%	50.5%	97	103
Religious/Spiritual Programs	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	38.3%	51.8%	1.4	41.5%	47.2%	92	110
Celebration of sacraments	28.3%	58.9%	2.1	32.8%	53.5%	86	110
Contemporary worship experiences	35.0%	53.5%	1.5	35.9%	51.3%	98	104
Online or virtual worship experiences	37.0%	51.9%	1.4	40.0%	47.9%	92	108
Quality sermons	17.0%	74.3%	4.4	20.7%	69.6%	82	107
Religious education for children	40.8%	47.7%	1.2	42.8%	44.6%	95	107
Spiritual discussion groups	36.0%	53.2%	1.5	38.1%	50.1%	95	106
Traditional worship experiences	23.5%	68.0%	2.9	26.7%	63.4%	88	107
Warm and friendly encounters	11.3%	81.7%	7.2	12.3%	79.9%	91	102
Religious/Spiritual Programs	29.7%	60.1%	2.0	32.3%	56.4%	92	107

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..

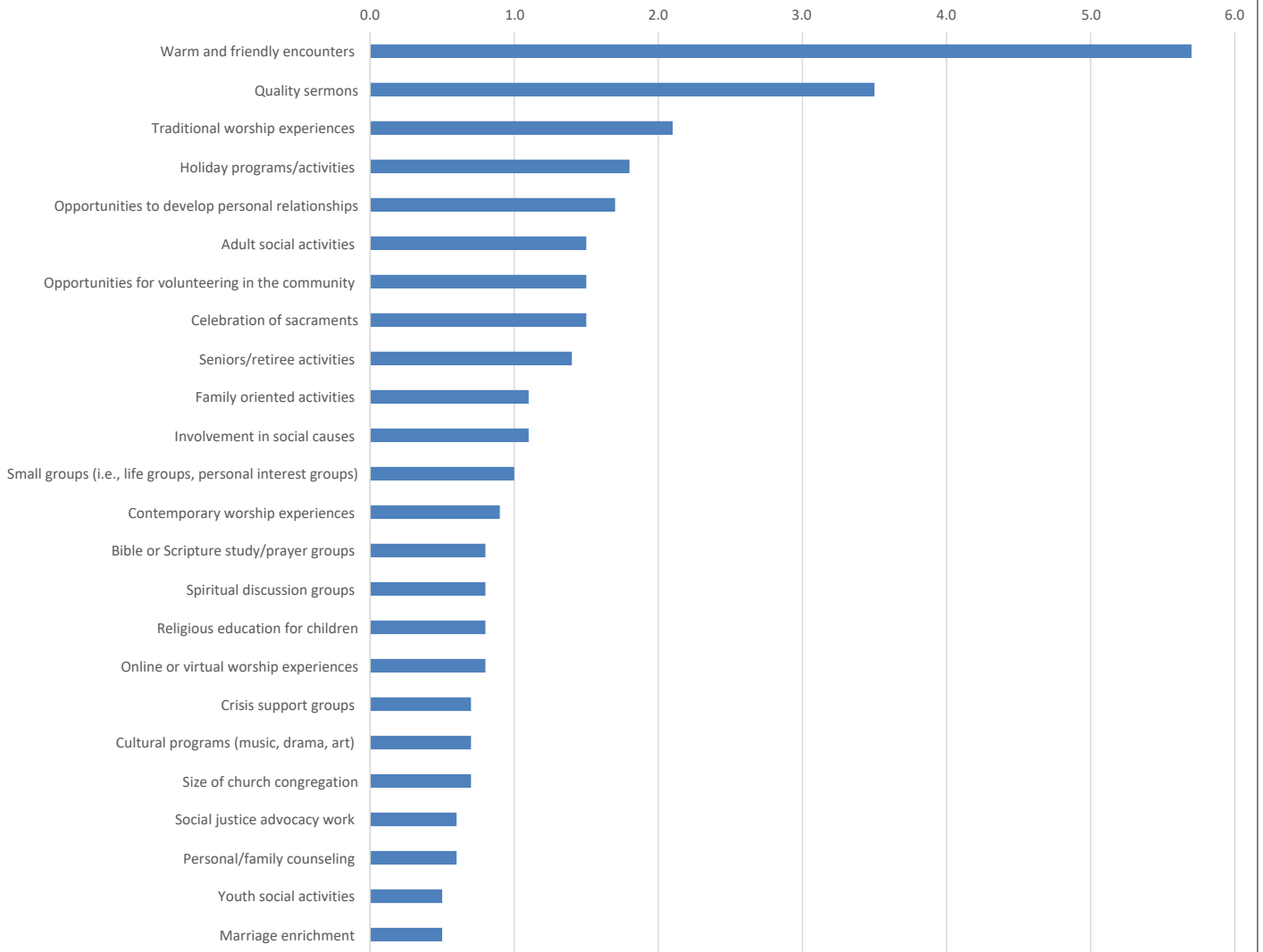
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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			
	<i>Ranking</i>	<i>Program</i>	<i>Ratio</i>	<i>Strength of Preference</i>
	1	Warm and friendly encounters	5.7	Very Strong Preference
	2	Quality sermons	3.5	Strong Preference
	3	Traditional worship experiences	2.1	Strong Preference
	4	Holiday programs/activities	1.8	Somewhat Strong Preference
	5	Opportunities to develop personal relationships	1.7	Somewhat Strong Preference
	6	Adult social activities	1.5	Somewhat Strong Preference
	7	Opportunities for volunteering in the community	1.5	Somewhat Strong Preference
	8	Celebration of sacraments	1.5	Somewhat Strong Preference
	9	Seniors/retiree activities	1.4	Somewhat Strong Preference
	10	Family oriented activities	1.1	Moderate Preference
	11	Involvement in social causes	1.1	Moderate Preference
	12	Small groups (i.e., life groups, personal interest groups)	1.0	Moderate Preference
	13	Contemporary worship experiences	0.9	Moderate Preference
	14	Bible or Scripture study/prayer groups	0.8	Somewhat Minimal Preference
	15	Spiritual discussion groups	0.8	Somewhat Minimal Preference
	16	Religious education for children	0.8	Somewhat Minimal Preference
	17	Online or virtual worship experiences	0.8	Somewhat Minimal Preference
	18	Crisis support groups	0.7	Somewhat Minimal Preference
	19	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	20	Size of church congregation	0.7	Somewhat Minimal Preference
	21	Social justice advocacy work	0.6	Somewhat Minimal Preference
	22	Personal/family counseling	0.6	Somewhat Minimal Preference
	23	Youth social activities	0.5	Minimal Preference
	24	Marriage enrichment	0.5	Minimal Preference

Program Preferences Ranked by Ratio



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

Information Sources and Social Media Preferences

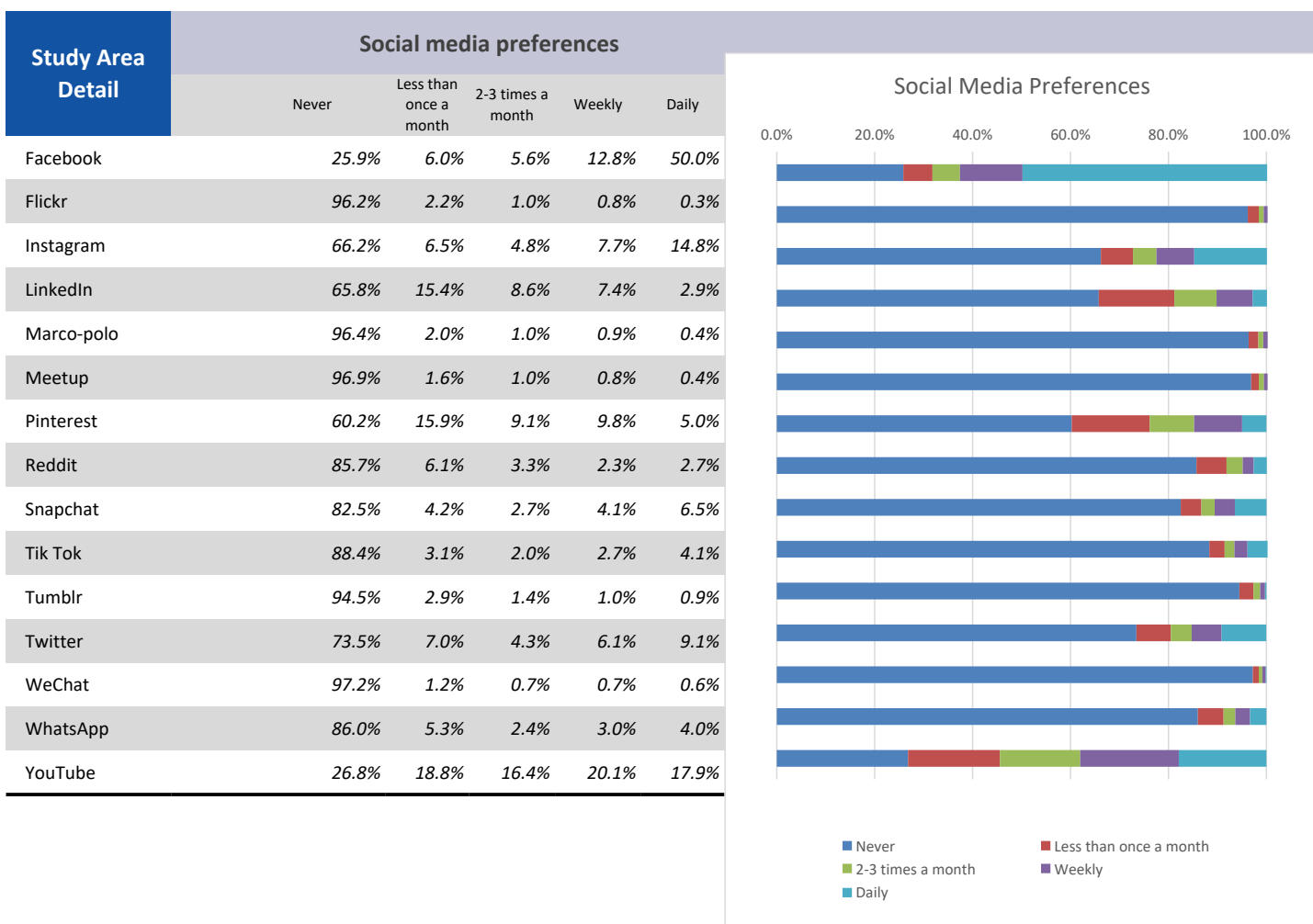
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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

Study Area Detail	Media Preferences: Forced Pairs					
	Prefer this	Media Category	OR		Media Category	Prefer this
Blogs	6	20.8%	79.2%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	38.2%	61.8%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	52.3%	47.7%	3	Yahoo News	
CNN Online News	3	49.4%	50.6%	1	Fox News	
Facebook	6	23.0%	77.0%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	71.6%	28.5%	6	Twitter	
Fox News	1	58.7%	41.4%	6	Facebook	
Fox News	1	34.7%	65.3%	2	Television News (Network OR Cable)	
Huffington Post	3	45.0%	55.0%	1	Fox News	
Huffington Post	3	42.5%	57.5%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	31.0%	69.1%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	53.2%	46.8%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	11.9%	88.2%	2	Television News (Network OR Cable)	
USA Today	4	34.6%	65.4%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	25.8%	74.2%	2	Television News (Network OR Cable)	
Yahoo News	3	47.4%	52.6%	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

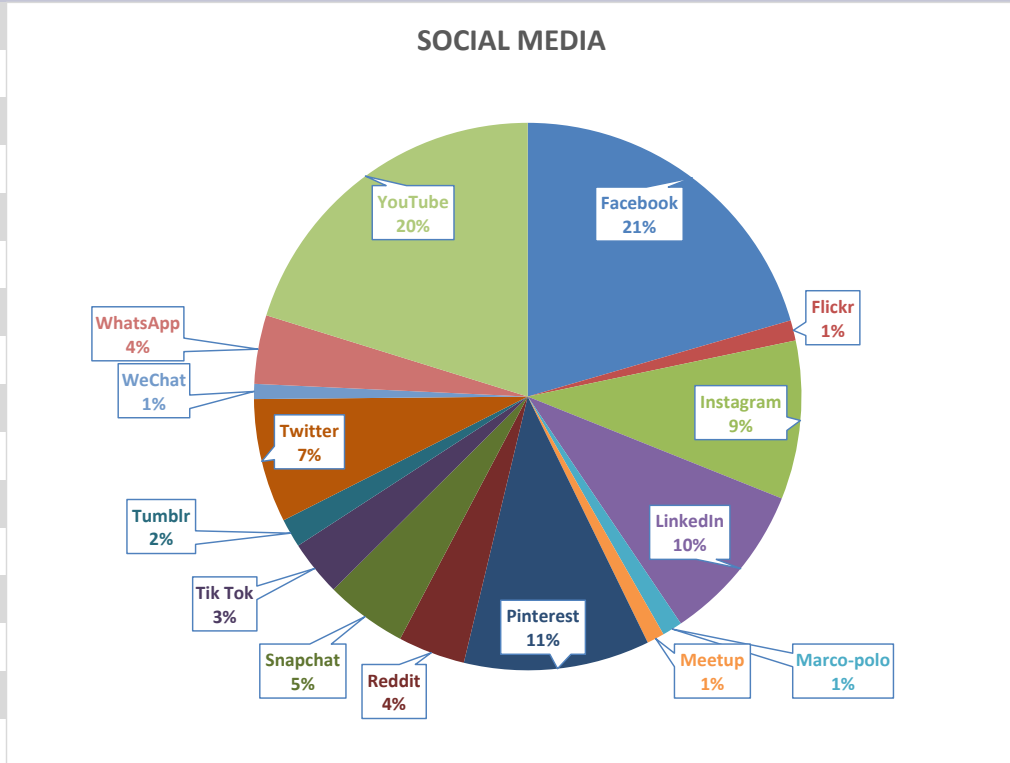
Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media



Priority List

Category of Media by Popular Use & Ranked Order

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



Supporting Information

Interpreting the Report

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

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

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

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

Index: Above Ave Ave Below Ave.

Support

If you need support, email us at misupport@acst.com or call 1-877-230-3212.