

THE  
**AMERICAN BELIEFS**  
 STUDY  
 RELIGIOUS PREFERENCES & PRACTICES

**The MinistryInsite Priorities Report 2021**

Prepared for: Brighton 80602  
 Study area: 80602

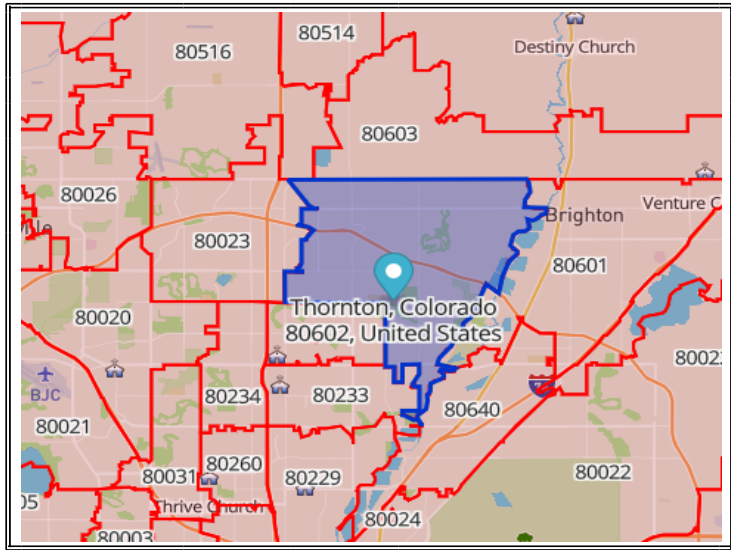
Date of Report: 2/22/24  
 American Beliefs Study Version: 2021

**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 Study Area**



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 Priorities Report**

The **MinistryInsite Priorities** Report has five sections that summarize data about these topics.

Topics	Page
Life Concerns	2
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	3
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	4
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**Data Detail Reports and Supporting Documents**

The **MinistryInsite Priorities** Report provides a top level view of the full **MinistryInsite** Report. To learn more, generate the full **MinistryInsite** Report. To understand your area’s religious and social/moral beliefs, run the **ReligiousInsite** Report.



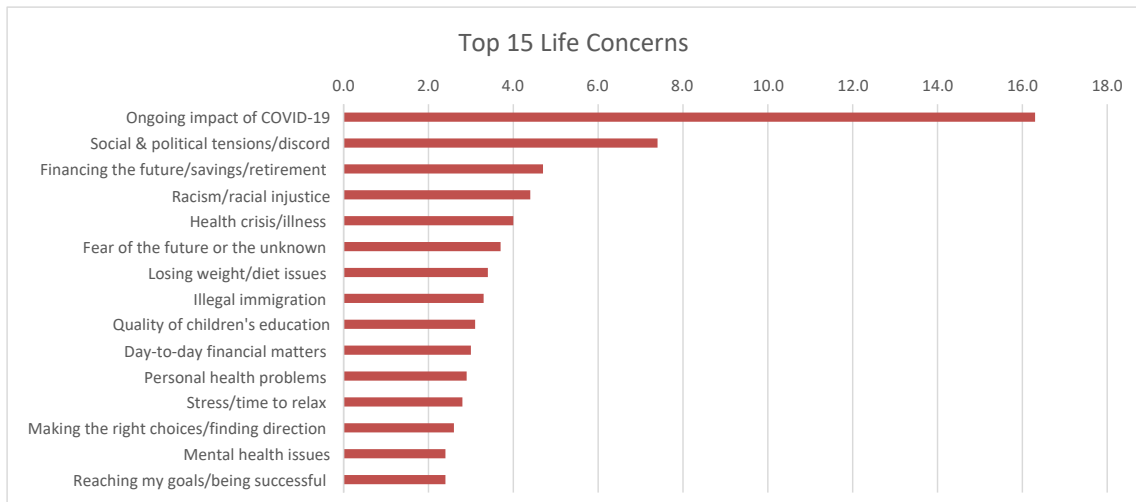
## The MinistryInsite Priorities Report 2021

Prepared for: Brighton 80602  
 Study Area: 80602  
 American Beliefs Study Region: West

Date of Report: 2/22/2024  
 American Beliefs Study Version: 2021

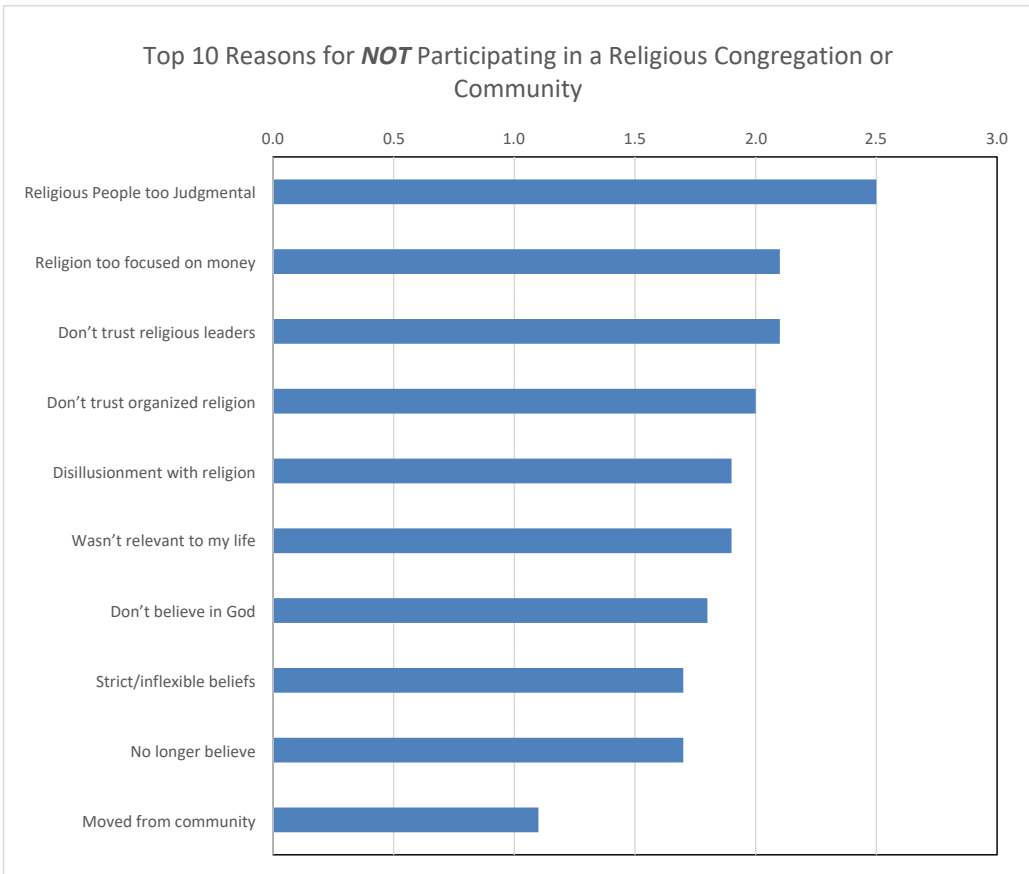
### Life Concerns

Priority List	Top 15 of 44 Life Concerns Ranked by greatest concerns		
Ranking	Concern	Ratio	Strength of Concern
1	Ongoing impact of COVID-19	16.3	Extremely Strong Concern
2	Social & political tensions/discord	7.4	Very Strong Concern
3	Financing the future/savings/retirement	4.7	Very Strong Concern
4	Racism/racial injustice	4.4	Very Strong Concern
5	Health crisis/illness	4.0	Very Strong Concern
6	Fear of the future or the unknown	3.7	Strong Concern
7	Losing weight/diet issues	3.4	Strong Concern
8	Illegal immigration	3.3	Strong Concern
9	Quality of children's education	3.1	Strong Concern
10	Day-to-day financial matters	3.0	Strong Concern
11	Personal health problems	2.9	Strong Concern
12	Stress/time to relax	2.8	Strong Concern
13	Making the right choices/finding direction	2.6	Strong Concern
14	Mental health issues	2.4	Strong Concern
15	Reaching my goals/being successful	2.4	Strong Concern



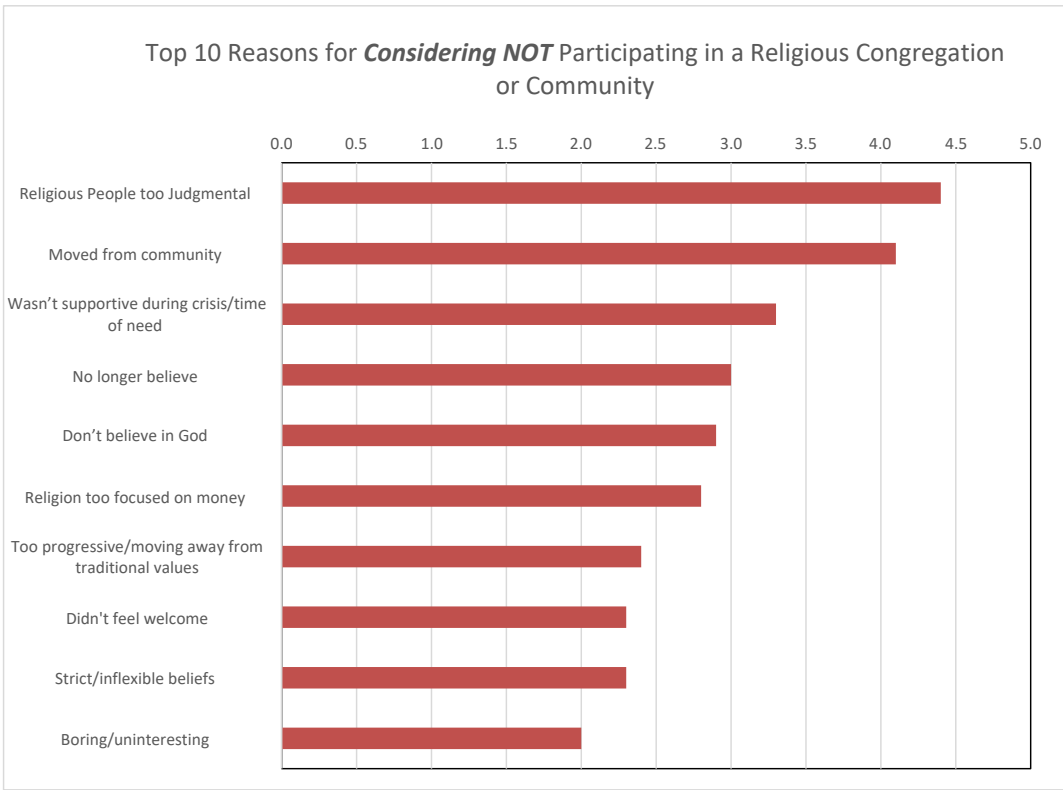
# Reasons for Non-Participation—Those Outside of a Religious Congregation or Community

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	2.5	Strong Reason
2	Religion too focused on money	2.1	Strong Reason
3	Don't trust religious leaders	2.1	Strong Reason
4	Don't trust organized religion	2.0	Strong Reason
5	Disillusionment with religion	1.9	Somewhat Strong Reason
6	Wasn't relevant to my life	1.9	Somewhat Strong Reason
7	Don't believe in God	1.8	Somewhat Strong Reason
8	Strict/inflexible beliefs	1.7	Somewhat Strong Reason
9	No longer believe	1.7	Somewhat Strong Reason
10	Moved from community	1.1	Moderate Reason



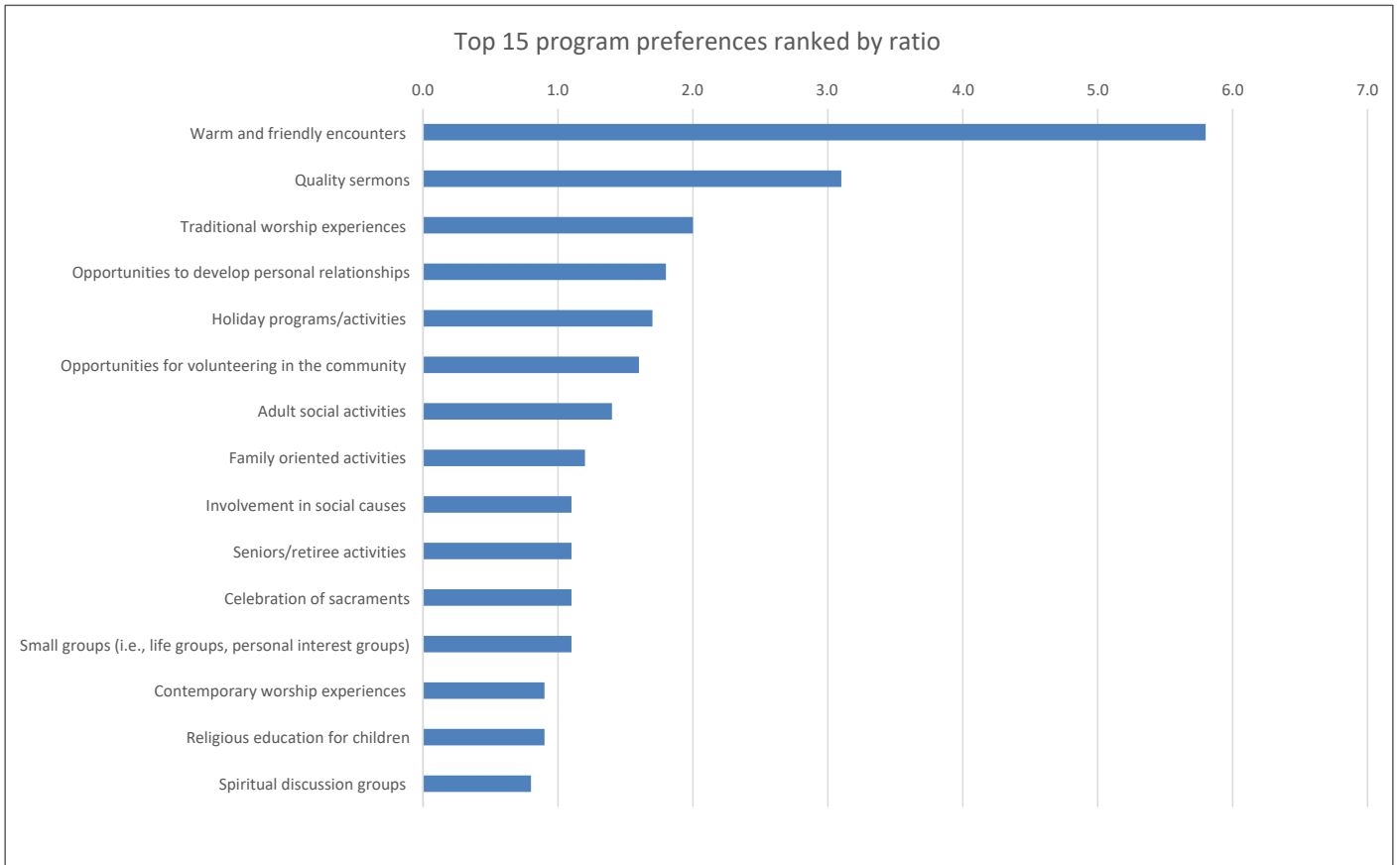
## Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community

Priority List		Top 10 of 25 reasons for considering NOT participating in a religious congregation or community		
Ranking	Concern	Ratio	Strength	
1	Religious People too Judgmental	4.4	Very Strong Reason	
2	Moved from community	4.1	Very Strong Reason	
3	Wasn't supportive during crisis/time of need	3.3	Strong Reason	
4	No longer believe	3.0	Strong Reason	
5	Don't believe in God	2.9	Strong Reason	
6	Religion too focused on money	2.8	Strong Reason	
7	Too progressive/moving away from traditional values	2.4	Strong Reason	
8	Didn't feel welcome	2.3	Strong Reason	
9	Strict/inflexible beliefs	2.3	Strong Reason	
10	Boring/uninteresting	2.0	Strong Reason	



## Program or Ministry Preferences

Priority List	Top 15 ministry or program recommendations based on this study area		
	Preferences are ranked by ratio of important to not important		
Ranking	Program	Ratio	Strength of Preference
1	Warm and friendly encounters	5.8	Very Strong Preference
2	Quality sermons	3.1	Strong Preference
3	Traditional worship experiences	2.0	Strong Preference
4	Opportunities to develop personal relationships	1.8	Somewhat Strong Preference
5	Holiday programs/activities	1.7	Somewhat Strong Preference
6	Opportunities for volunteering in the community	1.6	Somewhat Strong Preference
7	Adult social activities	1.4	Somewhat Strong Preference
8	Family oriented activities	1.2	Moderate Preference
9	Involvement in social causes	1.1	Moderate Preference
10	Seniors/retiree activities	1.1	Moderate Preference
11	Celebration of sacraments	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	Religious education for children	0.9	Moderate Preference
15	Spiritual discussion groups	0.8	Somewhat Minimal Preference



## 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	20.5%	79.5%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	40.5%	59.5%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	52.2%	47.8%	3	Yahoo News	
CNN Online News	3	49.9%	50.2%	1	Fox News	
Facebook	6	22.5%	77.5%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	70.2%	29.8%	6	Twitter	
Fox News	1	59.0%	41.1%	6	Facebook	
Fox News	1	35.4%	64.6%	2	Television News (Network OR Cable)	
Huffington Post	3	46.7%	53.3%	1	Fox News	
Huffington Post	3	43.2%	56.7%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	32.2%	67.8%	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	13.9%	86.1%	2	Television News (Network OR Cable)	
USA Today	4	34.4%	65.6%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	26.3%	73.7%	2	Television News (Network OR Cable)	
Yahoo News	3	46.4%	53.6%	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

**Priority List** **Media preferences by category**

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

Study Area Detail	Social media preferences				
	Never	Less than once a month	2-3 times a month	Weekly	Daily
Facebook	25.3%	6.4%	6.1%	12.5%	49.7%
Flickr	95.1%	2.7%	0.8%	1.0%	0.4%
Instagram	61.3%	7.3%	4.8%	8.3%	18.3%
LinkedIn	61.3%	17.8%	10.1%	7.5%	3.3%
Marco-polo	95.9%	2.0%	1.0%	0.5%	0.6%
Meetup	94.4%	3.2%	1.2%	0.9%	0.3%
Pinterest	57.2%	15.8%	10.6%	9.8%	6.7%
Reddit	82.5%	6.7%	4.3%	3.2%	3.3%
Snapchat	78.7%	5.4%	3.6%	5.5%	6.9%
Tik Tok	83.5%	5.4%	2.5%	3.9%	4.6%
Tumblr	92.5%	3.0%	2.0%	0.9%	1.6%
Twitter	70.2%	8.9%	4.2%	5.5%	11.2%
WeChat	95.8%	1.4%	1.0%	1.0%	0.8%
WhatsApp	78.4%	7.5%	3.4%	4.1%	6.6%
YouTube	22.7%	18.3%	16.5%	21.3%	21.2%



## Supporting Information

### Interpreting the Report

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

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

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

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

Index: Above Ave    Ave    Below Ave.

### Support

If you need support, email us at [misupport@acst.com](mailto:misupport@acst.com) or call 1-877-230-3212.