

THE  
**AMERICANBELIEFS**  
STUDY  
RELIGIOUS PREFERENCES & PRACTICES



September 2023

# America's Largest Faith Group: The Faithless

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## Intro

What is the largest faith group in American society? Protestants? Catholics? Evangelicals? Or is it people who are not affiliated with any religion? In his watershed 2021 book, Ryan Burge labeled these Americans as “The Nones.” Because this title is so fitting, the researchers have adopted that name for this report as well. Who are the Nones? A few of them oppose religion or are adamant atheists, while others believe one or more biblical tenets, but most are simply indifferent. They might say, “I’m not a religious person,” or, “I just don’t follow any religion.”

The American Beliefs Study asked a carefully-designed, representative sample of 15,000 Americans about their religious beliefs and behaviors. From a list of 29 faith traditions within Christianity and many non-Christian religions – pretty much every religion that is present in the country – they selected the one that best described their beliefs. More than a quarter,

27%, checked the box for “None/No Religious Preference.”

**More than one in four Americans consider themselves to have no religion. They belong to the Nones.**

For broader context, Burge noted in his 2021 book on the Nones that they numbered just five percent of Americans in 1972. They’ve been growing ever since.

Now it’s official. “No religion” is now the largest “religion” in America. Catholicism is second at 21%. The Nones are now the largest faith category in the country by a gap of six percentage points. Not only that, but they continue to grow. Ten years ago, Catholicism was firmly in first place, but the Nones grew at a rate of 14% in the past ten years while Catholicism declined, by seven percent.

During that same decade, America’s national population grew by nine percent. At this point the Nones are growing more rapidly than the national population, so their percentage of the national population is increasing year by year as well.

Drawing from the data of the American Beliefs Study, this Report will fill out the picture of who the Nones are, what they count as important issues in their lives, and how they feel about various aspects of American society and culture.

## Where the Nones Live

Some regions of the country have a greater Christian presence than others. The same is true of the Nones. Churches in some regions will find themselves among many more Nones than in other regions, which has implications for ministry and outreach. [See Figure 7.1]

Every region in the country is at least 22% comprised of Nones. The South has the smallest proportion of Nones and the highest percentage of Practicing Christians. To clarify, for these Reports the researchers defined Practicing as those who identify as Christian, attend a faith fellowship at least once a month, and say their faith has ‘considerable’ or ‘utmost’ significance in their lives.

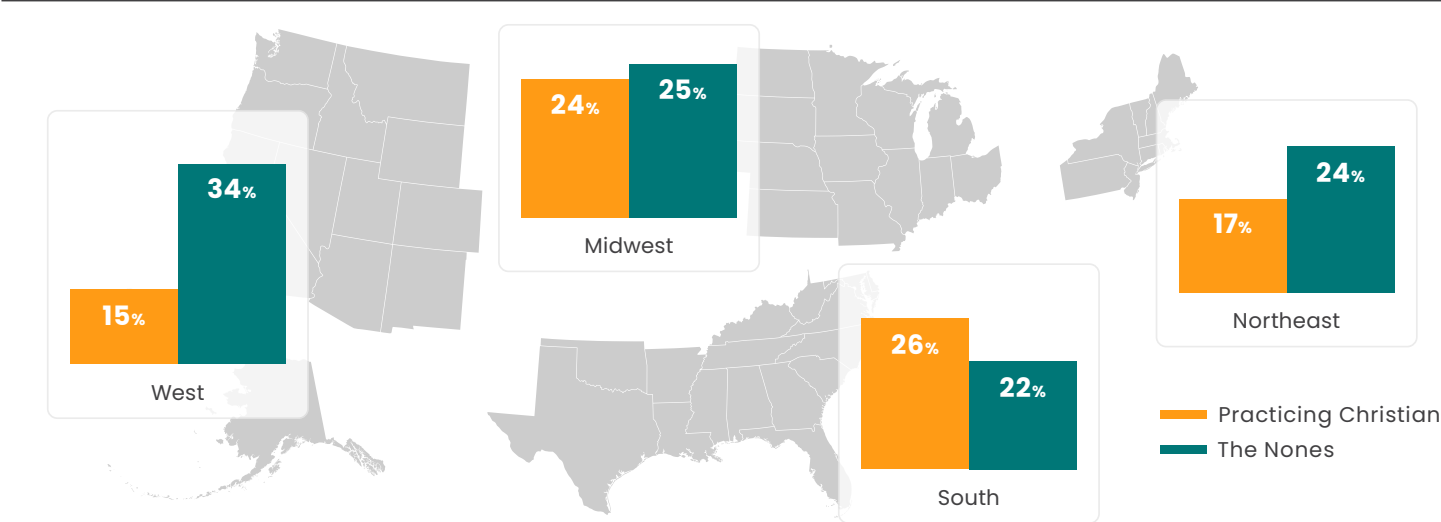
The Northeast and Midwest regions are very close to each other in the presence of the Nones, at 24% and 25% respectively. However, there is a wide gap between these two regions in the presence of Practicing Christians, with a significantly higher 24% share in the Midwest and just 17% in the Northeast.

The region that stands out is the West. While 27% of Americans overall fit into the Nones category, more than a third of Western residents describe themselves as among the Nones. In a study where a difference of just two percentage points is significant, this seven-percentage-point gap is striking.

Another finding in this study of faith groups by region is worth noting. Even though this present Report focuses on the Nones, the researchers found that members of non-Christian religions made up an 11 percent slice of Americans overall. This too is unevenly distributed. The percentage of people believing in Other religions in the West and Northeast (15% and 13%) is twice that of the South and Midwest (8% and 6%, respectively).

The crucial point is this: Churches in every region serve in a context where many people have no religion, but this is especially true in the western states.

— FIGURE 7.1  
**THE WEST HAS THE HIGHEST CONCENTRATION OF THE NONES**



# The Nones by Generation

Just as the Nones are unevenly distributed across America’s regions, they are also unevenly distributed across America’s generations. The largest percentage of Christians overall, and of Practicing Christians in particular, is among the oldest and now tiniest living generation, the Silents. The smallest percentage of Christians exists in the youngest generation of this study, the Millennials. The share of Christians for the other two generations, Gen-X and Boomers, fall between these extremes. That’s where the Christians are. What about the Nones? [See Figure 7.2]

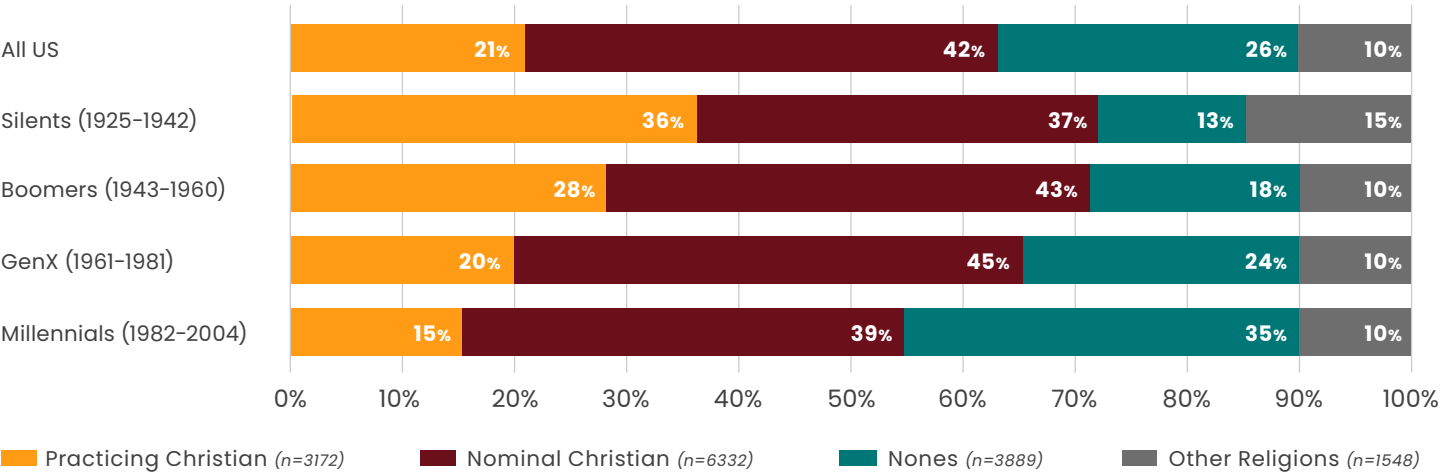
The Millennials have the largest proportion of Nones, followed by Gen X, the Boomers, and the Silents, in order. The three older cohorts have a percentage of Nones that is smaller than the national average.

Just as the West stands out when comparing the Nones by region, Millennials stand out when comparing the Nones by generations. About one in four Americans are Nones, but more than one in three Millennials are Nones (35%). The Millennial generation is rejecting religious faith and practice to a much greater extent than any prior generation.

To put it into even sharper contrast, while Practicing Christians outnumber the Nones by ratio of 3:1 among Silents, the Nones outnumber Practicing Christians by nearly a ratio of 3:1 among Millennials. American culture has steadily changed over the last century, and the pace of that change is accelerating in undeniable ways. Consider that it took nearly 50 years for television sets to reach into a majority of American homes, while it took only about six years for social media to reach the same level of penetration.

A large proportion of the Millennials are living lives where there’s no room

— FIGURE 7.2  
**PRESENCE OF NONES RISES WITH EACH YOUNGER GENERATION**



Share of Belief Groups by Generation among 14,941 American adults  
American Beliefs Study, 2021

## The Nones by Generation

for religion. As this generation grows in age and takes up more and more positions of cultural leadership, their non-religious way of thinking and living will become more and more influential. Unless other factors come into play in a big way, this large group of Millennial Nones is very likely to shift the national culture away from religion, any religion.

**Unless other factors intervene, America's Millennial Nones could shift the nation's culture away from religion far faster than any prior generation.**

Where are American Millennials finding any spiritual affirmation or solace? The simple answer is 'nowhere.' According to the American Beliefs Study, just 10% of Americans claimed affinity with any non-Christian faith in 2011. By 2021, that

share had barely nudged upward to 10.2%, hardly a groundswell migration into non-Christian faiths. As the proportion of Americans who are Christians declines, it is not an alternative religion that is winning the battle. It is indifference.

Still, it is not quite true to say the Nones believe nothing. On many of the questions about God and Jesus in the Study, many of the Nones would simply respond with a neutral answer instead of outright rejection. And somewhat surprisingly, the share of the Nones who agreed that "Jesus was both divine and human" rises with every younger generation. Three percent of the Nones among the Silent generation believe in the divinity of Jesus, which rises to seven percent among Gen-X, and then jumps, significantly, to 13% among Millennials.

This may represent something of a silver lining to the cloud of indifference surrounding modern views on faith. It might be easier to attract people to Christian faith who have no faith, than to attract people to Christian faith who are committed to a rival faith. The challenge with evangelization among the Nones is to cultivate personal relationships in order to introduce them to faith and worship, not to pull them away from a competing faith and worship.

**As the proportion of American Christians declines, it is not an alternative faith that is winning the battle. It is indifference.**

## The Nones by Gender

The general assumption is that women tend to be more religious than men. The findings of the American Beliefs Study do not support that assumption. The Study sorted out those who said they were “active in a religious congregation” by their level of activity, or how often they were involved in a church or other place of worship. There was no significant difference between men and women on the responses “Once a month,” or “Weekly or more.”

When it comes to self-identifying as one of the Nones, there is a tiny, one percent difference between the two genders. Women are as likely as men to be among the Nones, and men are as likely as women to be Practicing Christians. What this means practically is that churches seeking to reach out to the Nones don’t need to pursue any special emphasis on one gender.

Of course, there could be reason to apply different messaging for men and women based on the concerns and the life issues that matter most to them.

**Women are just as likely as men to be among the Nones, and men are just as likely as women to be Practicing Christians.**

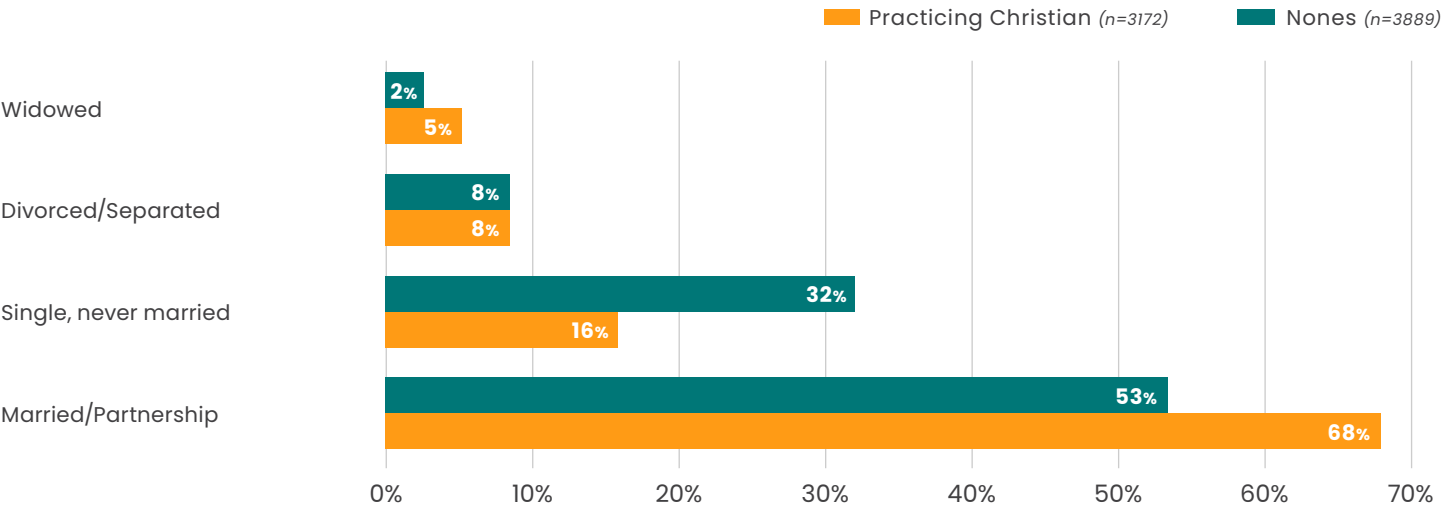


## Martial Status of the Nones

Fewer of the Nones are married or in long-term partner relationships. Nearly one-third of the Nones – twice as many Nones as Practicing Christians – are single and never married. This could mean the Nones may feel uncomfortable in churches

that are strongly oriented to married couples and families. On the other hand, this presents an opportunity: churches that do well in reaching out to single, never-married adults will likely find themselves in contact with many of the Nones. [See Figure 7.3]

— FIGURE 7.3  
**THE NONES ARE TWICE AS LIKELY TO BE SINGLE**



Marital Status among the Nones and Practicing Christians  
American Beliefs Study, 2021



# Household Status of the Nones

There is a difference between marital status and household status. Many unmarried people live in households with roommates or partners. For example, someone could be a one-person “family” in a multi-person household.

The Nones are far less likely to live with at least one other relative

**77% vs. 92%**

and nearly three times more likely to live with others unrelated to them compared to Practicing Christians

**23% vs. 8%**

The fact that 23% of the Nones who don’t live alone, live with a roommate or partner instead of with a related person, suggests that the Nones are less oriented to family, at least in terms of their living arrangements.

One in five of the Nones

**22%** live in one-person households

VS. ....

**16%** of Practicing Christians

And significantly fewer of the Nones live in two-person households

**41%** live in two-person households

VS. ....

**46%** of Practicing Christians

# The Nones by Race

Practicing Christians in America are

86% White

8% Black

3% Asian

4% Other

In contrast, the Nones include significantly fewer

80% White

Nones are

5% Black

which is significantly below the national figure of

12%

and also lower than the Practicing Christian figure of

8%

Both groups, Practicing Christians and the Nones, have a slightly larger percentage of Whites than the national figure of

79%

For one thing, these statistics suggest the Church is more central to African American culture than it is to White American culture.

The most significant breakout here is that the Nones are

10% Asian

seven percentage points higher than Practicing Christians and four percentage points over the national figure. This indicates that many younger Asians have quietly rejected the traditional religions of their parents and turned either to Christianity or to no religion.

Note that for the American Beliefs Study, Hispanics were sorted between the White and Black categories. “Hispanic” is an ethnic and cultural category, but technically not a racial category. Some surveys will ask questions of both race and ethnicity; this Study did not.

# The Nones by Level of Education

Despite assumptions to the contrary, there is hardly any difference in the level of educational attainment between the Nones and Practicing Christians. The chart below reflects the highest level of education among these respondent groups.

The only category with a significant difference was Master’s degree, with a five-percentage-point gap between

the two groups, and Practicing Christians at the higher level.

It is simply not true that nonreligious people tend to be more highly educated than active Christians. It’s not true that among the country’s intellectuals (as measured by education) there are more people who forsake religion or who do not believe. Nor is it true that Christian faith is more

prevalent among the less-educated. Practicing Christians and Nones are distributed very evenly among all levels of educational attainment. If there is any slight exception, it favors Practicing Christians as being more highly-educated.

| Educational Attainment                    | Nones | Practicing Christians |
|---|-------|-----------------------|
| High school education only                | 13%   | 11%                   |
| Some college, university, or trade school | 17%   | 16%                   |
| Associate’s degree                        | 9%    | 9%                    |
| Bachelor’s degree                         | 34%   | 34%                   |
| Master’s degree                           | 15%   | 20%                   |
| Doctoral or professional degree           | 5%    | 4%                    |

# What Are the Nones Concerned About?

The Nones may not see religion as the answer to their problems, but that does not mean they don't have problems. They still have concerns in their lives. What is going on in the hearts and minds of people who don't affiliate with any faith? What are they thinking about, and what are they stressed about? These are important questions for any Christian ministry that wants to reach out and try to meet the Nones at their points of felt need.

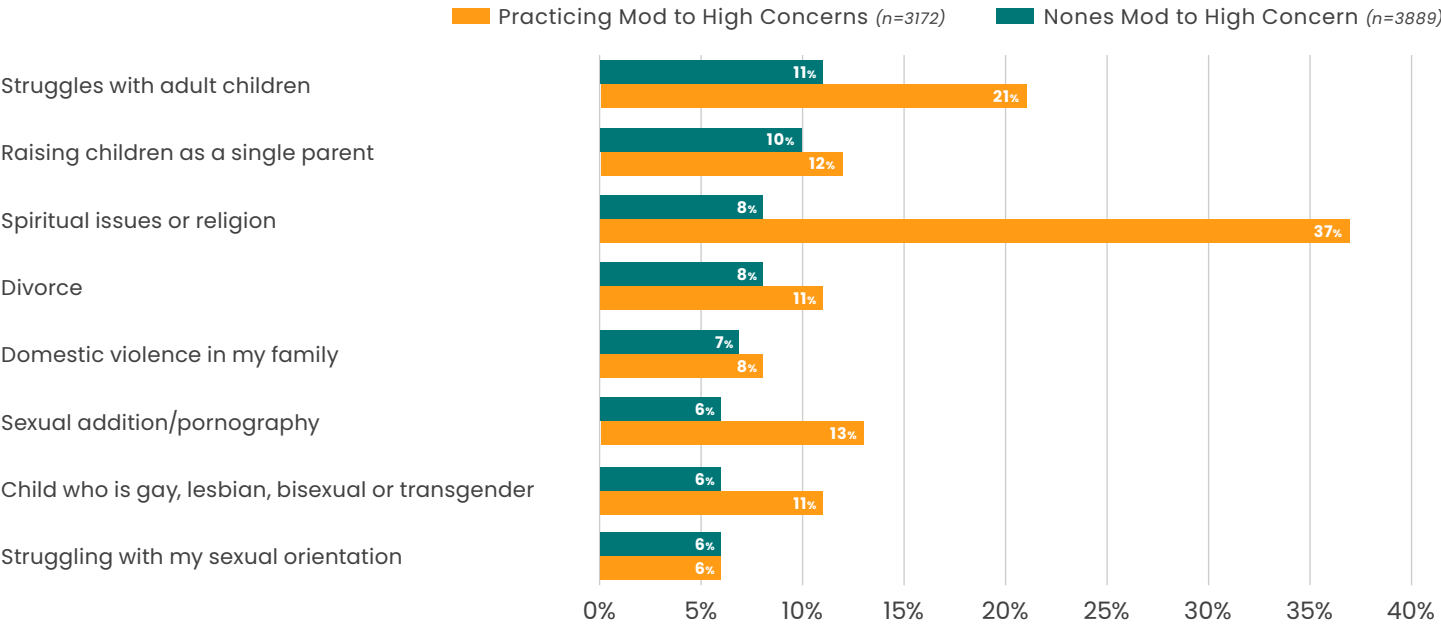
The American Beliefs Study provides helpful data on this. Participants rated their concern, or lack of it, about 44 life issues, on a five-point scale. [See Figure 7.4]

To the right are the eight items of least concern to the Nones. Fewer than one in eight of the Nones rated these areas as being of "Escalating Concern" or "Highest Concern."

- Struggles with adult children
- Raising children as a single parent
- Spiritual issues/religion
- Divorce
- Domestic violence in my family
- Sexual addiction/pornography
- Child who is gay, lesbian, bisexual or transgender
- Struggling with my sexual orientation

— FIGURE 7.4

**THE NONES ARE LEAST CONCERNED IN AREAS OF FAMILY AND SEXUALITY**



Percentage of the Nones and Practicing Christians expressing escalating or high concern  
American Beliefs Study, 2021

# What Are the Nones Concerned About?

The fact that non-believing Nones were unconcerned with spiritual issues or religion makes sense. All the other items of least concern were related to family or sexuality. Could it be that seven in eight Nones feel at peace about these areas in their lives? These findings suggest that few of the Nones feel conflicted over their sexual orientation, their use of pornography, their divorce, or other matters in these areas.

In Figure 7.4 above, it is striking that Practicing Christians are more concerned about most issues of family and sexuality than the Nones

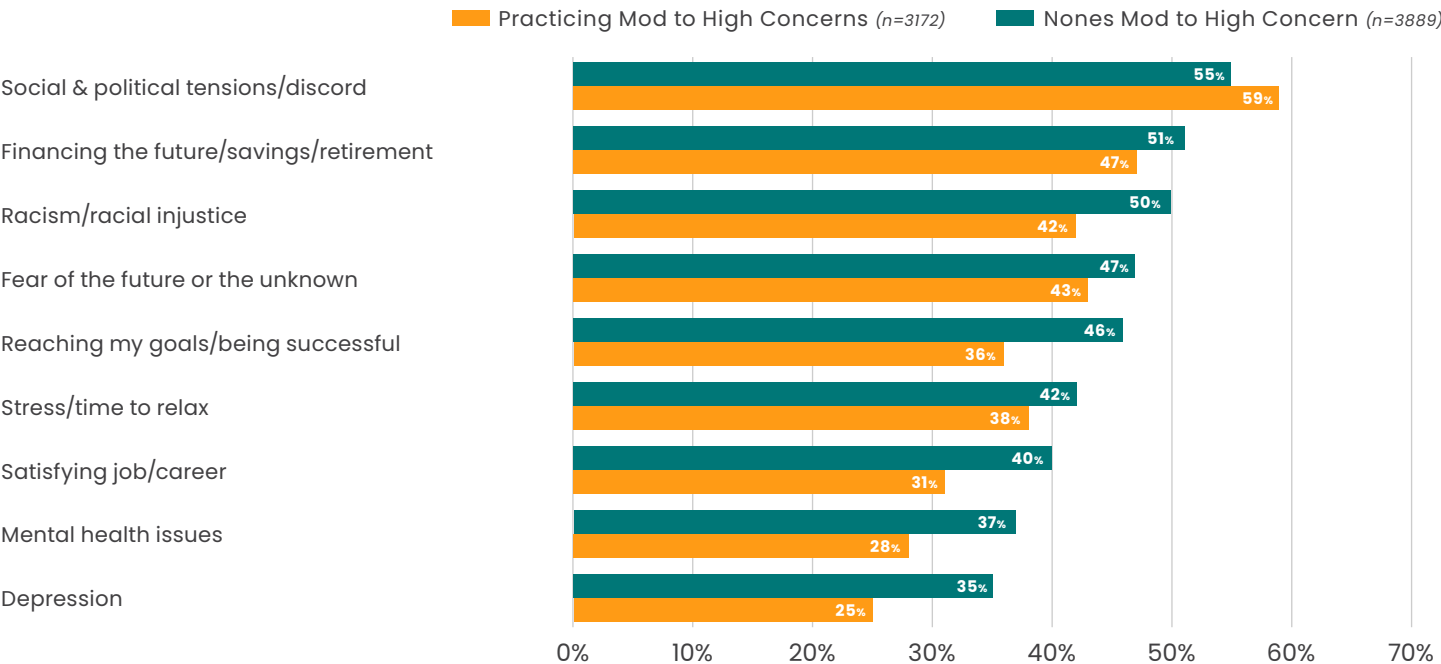
are. Does having a moral compass magnetized to biblical values heighten the concerns that Practicing Christians have in these areas? American society has plainly moved away from traditional biblical morality over the last half century. Untethered from those traditional values, it appears that the Nones are significantly less likely than Practicing Christians to feel concern in these areas. [See Figure 7.5]

In contrast, to the right are the seven items of greatest concern to the Nones. Over 40% of the Nones rated these as being of “Escalating Concern” or “Highest Concern.”

- Social & political tensions/discord
- Financing the future/savings/retirement
- Racism/racial injustice
- Fear of the future or the unknown
- Reaching my goals/being successful
- Stress/Time to relax
- Satisfying job/career
- Mental Health Issues
- Depression

— FIGURE 7.5

## THE NONES MORE CONCERNED ABOUT PERSONAL GOALS, MENTAL HEALTH



Percentage of the Nones and Practicing Christians expressing escalating or high concern  
American Beliefs Study, 2021

## What Are the Nones Concerned About?

Many of the Nones are concerned about social tensions, the future, success in life, stress, satisfying careers, mental health, and depression. These topics suggest outreach opportunities that might prove fruitful.

When it was fielding in 2021, the Study reflected a time of acute political polarization and strife. In that context it is unsurprising that both Practicing Christians and the Nones were burdened by social discord and racism or injustice. However, we do see the Nones as being significantly more concerned in this area than Practicing Christians.

While those results likely tie into the civil unrest of that time, many other top concerns among the Nones centered on personal fulfillment. This is not necessarily a disparaging observation. To some degree, most people ‘look out for Number One.’ But it is telling that Practicing Christians were typically far less concerned about the areas of personal fulfillment in life than the Nones.

Jesus’ teachings offer the world a very different set of ideas about what a successful life looks like. It may be that this allows Christians to feel a greater measure of peace on this topic, though it was an area

of concern for both groups. Could this disparity between these groups reflect a greater sense of assurance about the future, and a greater focus on others over self, among Practicing Christians? We might hope so. Could the higher levels of concern in these areas expressed by the Nones show a higher tendency toward narcissism? It wouldn’t be surprising, considering that American society is built on an archetype of individualism and personal freedom.

Another notable observation is that roughly four in ten Practicing Christians and the Nones alike feel concerned about stress and time to relax. This result comes at a time when Americans have more free time than ever before. Per Statista.com, the average U.S. employee on private, nonfarm payrolls now works 34.4 hours per week. And these two groups – Practicing Christians and Nones – are fairly close in their desire for less stress and more free time, despite the fact that a greater share of Practicing Christians are older and retired. The only conclusion is that more time for rest does not equal less stress for many Americans.

As for concerns over mental health issues and depression, this result does not suggest that any group

has a higher level of mental illness or depression than another. Certainly, there are many Christians, as well as many Nones, who suffer from mental illnesses, including depression. But the Study clearly shows that the Nones have a significantly higher level of concern about these areas than Practicing Christians do. The obvious implication from these findings is that Christian faith and practice makes a positive difference.

**From the Nones’ perspective, one of the most attractive things the gospel might offer is a path to peace and contentment about the difficult things in life.**

There is a common thread in these results related to peace or contentment. More of the Nones rate the various stressful circumstances of life as of higher concern, compared to Practicing Christians. From the Christian perspective, there are many things the gospel has to offer the Nones, including salvation, forgiveness, and the truth of God. But from the Nones’ perspective, one of the most attractive things the gospel might offer is a path to peace and contentment about the difficult things that all Americans face in life.

## How Do the Nones Feel About Issues in American Society?

Participants in the American Beliefs Study rated their level of agreement with a list of 25 statements about social and political issues. Figures 7.6 and 7.7 show the percentage of the Nones and Practicing Christians who ‘Somewhat’ or ‘Strongly’ agreed with each statement. Here is where Practicing Christians and Nones

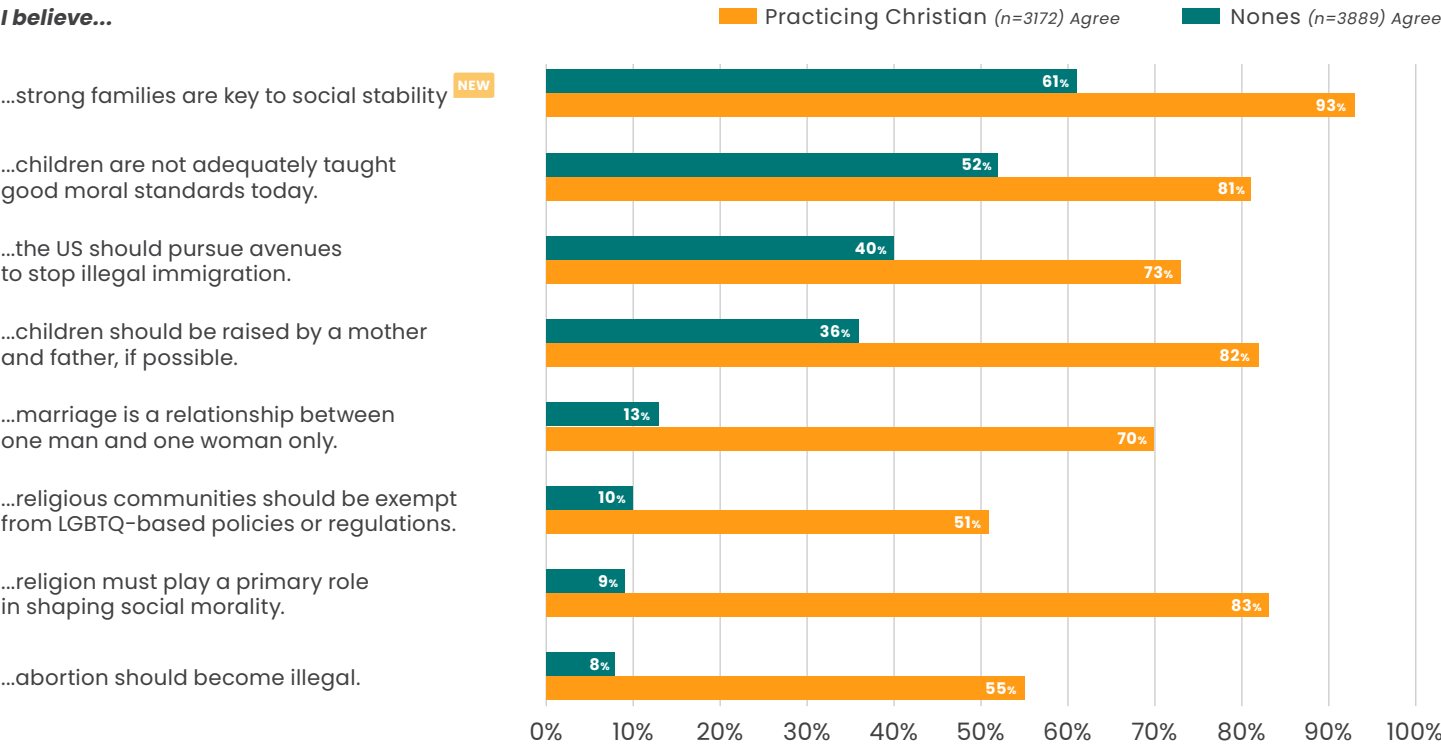
show the greatest differences from each other.

The largest gap between the two groups was with the statement, “I believe religion must play a primary role in shaping social morality.” 83% of Practicing Christians agreed vs. only 9% of the Nones, a yawning

gap of 74 percentage points. It might seem that by definition, if a person has no religion, they would not like to see religion play a role in shaping the morals of society. But the level of response could have leaned in a different direction. A small percentage (9%) of the Nones, though not religious themselves,

— FIGURE 7.6

**SOCIAL POSITIONS PRACTICING CHRISTIANS SUPPORT MUCH MORE STRONGLY THAN THE NONES**



Agreement among 3,172 Practicing Christians and 3,889 of the Nones. Statements edited for brevity.  
American Beliefs Study, 2021

## How Do the Nones Feel About Issues in American Society?

evidently saw religion as a positive and helpful force in society. 25% of the Nones were neutral on this statement, and more than two in three (67%) disagreed. This suggests that a large majority of the Nones pretty much want religion to stay out of the social/political discourse, or to stay away from influencing the social norms of American society.

**Many social issues that are highly important to Practicing Christians are less important to the Nones. And vice versa.**

Seven other statements show a huge gulf between Practicing Christians and the Nones. On these, Practicing Christians affirmed them at a level anywhere from 32 to 57 percentage points higher. This list includes several topics that are great social/political battlefields in America today.

- I believe marriage is a relationship between one man and one woman only. (57% gap)
- I believe children should be raised by a mother and father, if possible. (47% gap)
- I believe abortion should become illegal. (47% gap)

- I believe religious communities should be exempt from LGBTQ-based policies or regulations. (40% gap)
- I believe the US should pursue avenues to stop illegal immigration. (34% gap)
- I believe strong families are key to social stability. (32% gap)
- I believe children are not adequately taught good moral standards today. (29% gap)

On the opposite end of the spectrum are the issues below, where the level of agreement was much higher among the Nones than among Practicing Christians. Again, these tend to be hot topics in the national conversation.

- I believe same-sex marriage must remain legal and protected. (43% gap)
- I believe asking the rich to pay a higher tax rate is a way to establish economic justice. (23% gap)
- I believe the science that says humans are affecting the climate of the planet (i.e. climate change). (22% gap)

- I believe we must be good stewards of the environment even if it means restricting natural resource (16% gap)
- I believe our society must give more attention to accomplishing economic justice. (14% gap)
- I believe we need to promote sensible gun laws to reduce gun violence. (12% gap)
- I believe a form of amnesty is needed for illegal immigrants who have been living & working here (12% gap)
- I believe tolerance is necessary for social peace and wellbeing. (7% gap)

Among the 25 statements on social and political positions, only two scored an agreement gap of less than 10%. One was about the necessity of tolerance for peace and wellbeing in society. The other, with a relatively tiny (but still significant) gap, was about the US losing its place in world leadership. Interestingly, that second statement earned the most agreement and was the only one that the Nones and Practicing Christians came together on.



# How Do the Nones Feel About Issues in American Society?

**For many Nones, plugging into a church could seem to require not just a change in beliefs about God and spiritual reality, but defecting to an opposing social/political tribe.**

We live in a politically-polarized country. Most Practicing Christians land on the conservative side of the divide, and most of the Nones land

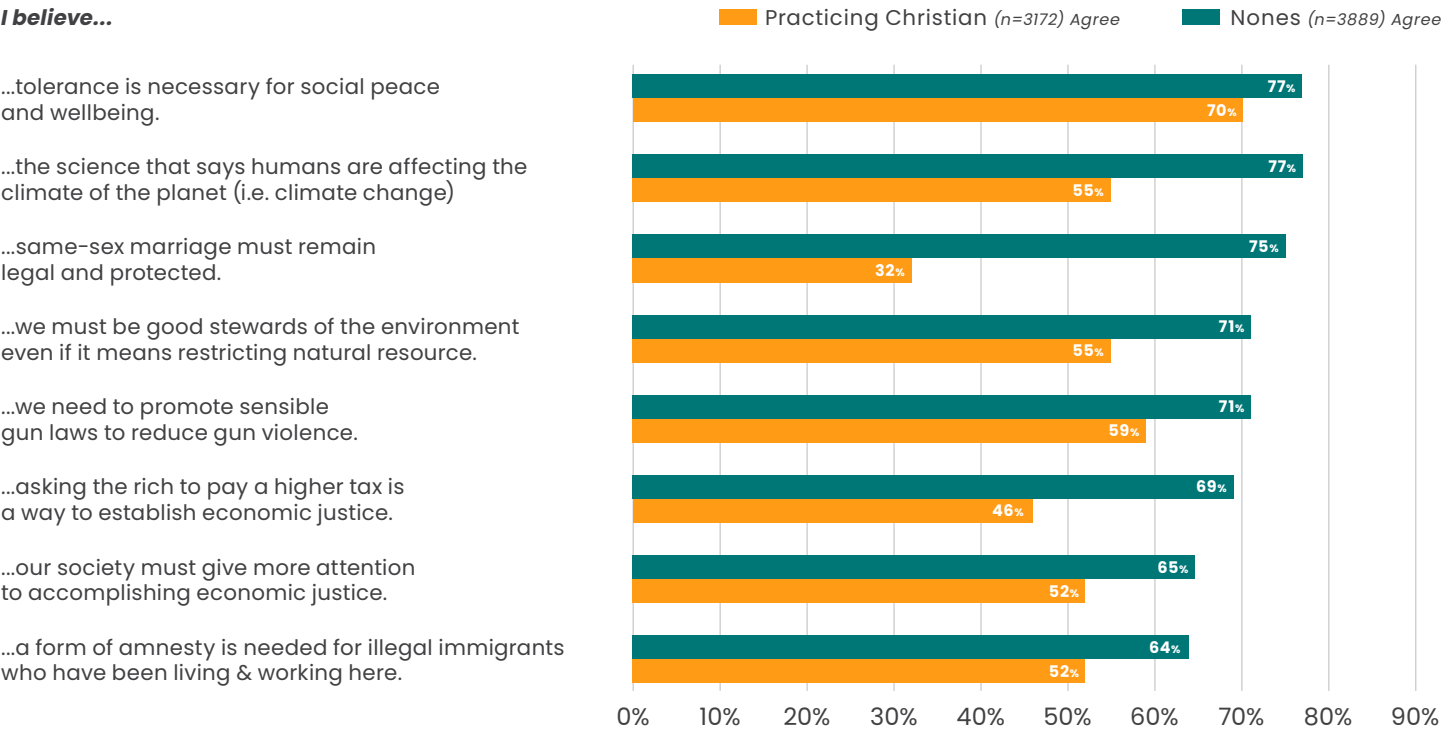
on the liberal side. This presents a big problem for churches that want to reach out to the Nones. Far too often, both conservatives and liberals see the other side as not just disagreeable, but also dangerous, hateful, and even evil.

How then must the Church respond? With Christ as an example, the response must be to love those

who persecute the Church ever more deeply, accepting that they do not know what they are doing. Some would say the best way to demonstrate that love is to carefully listen to and understand those who oppose the Church, which is the ultimate purpose of this report and subsequent reports in this series.

— FIGURE 7.7

**SOCIAL POSITIONS THE NONES SUPPORT MUCH MORE STRONGLY THAN PRACTICING CHRISTIANS**



Agreement among 3,172 Practicing Christians and 3,889 of the Nones. Statements edited for brevity.  
American Beliefs Study, 2021

# How Do the Nones Feel About Issues in American Society?

## Denominational Defection

Of the participants in the American Beliefs Study who said they have no religion, 81% of them said they were Nones ten years before as well. The other 19% were members of some other faith before, but at some time in the past decade – maybe suddenly, probably gradually – they left their religion for no religion. Where did they come from?

Again looking back to 2011, 69% of the American population

ten years ago self-identified as “Christian,” including Catholics, Protestants and Orthodox.

The American Beliefs Study asked all respondents if they identified with any faith ten years prior, and if so, what that faith was. Those who said they used to be Christian but now did not affiliate with any faith, are the ones who shifted into the Nones.

This line of questioning allowed the researchers to see which denominations contributed most

to the Nones. The following list presents the top 20 denominations that contributed to the Nones. Together they represent 93.6% of the Nones that defected from Christianity. Those toward the top of the list are among the largest denominations in America, so it makes sense that a larger proportion of Nones would come from them. [See chart below]

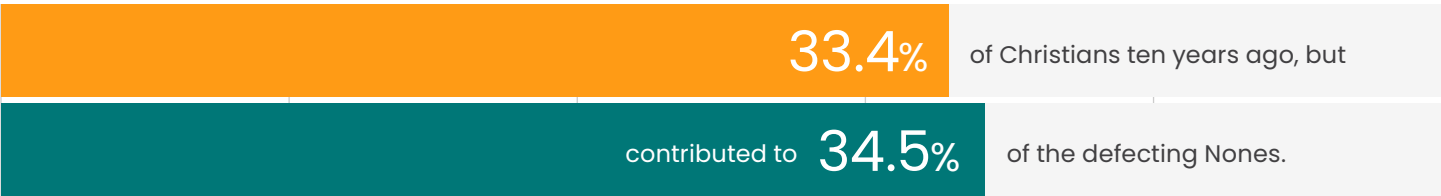
| Denomination                           | Reported 10-yr<br>Departure % | Current Share of US<br>Christians | Departure<br>Index |
|--|-------------------------------|-----------------------------------|--------------------|
| Roman Catholic Church                  | 34.5%                         | 32.3%                             | 107                |
| Non-denominational/Independent         | 12.5%                         | 14.3%                             | 87                 |
| Christian Church (Disciples of Christ) | 8.1%                          | 4.6%                              | 176                |
| United Methodist Church                | 7.7%                          | 7.5%                              | 103                |
| All Others                             | 6.4%                          | 8.4%                              | 76                 |
| American Baptist Churches/ USA         | 6.2%                          | 5.9%                              | 105                |
| Southern Baptist Convention            | 4.3%                          | 4.6%                              | 93                 |
| Pentecostal/Charismatic                | 3.0%                          | 1.9%                              | 158                |
| Lutheran Church, Missouri Synod        | 2.9%                          | 3.8%                              | 76                 |
| United Church of Christ                | 2.1%                          | 2.3%                              | 91                 |
| Presbyterian Church (USA)              | 1.9%                          | 3.5%                              | 54                 |
| Orthodox Christian                     | 1.8%                          | 1.6%                              | 113                |

# How Do the Nones Feel About Issues in American Society?

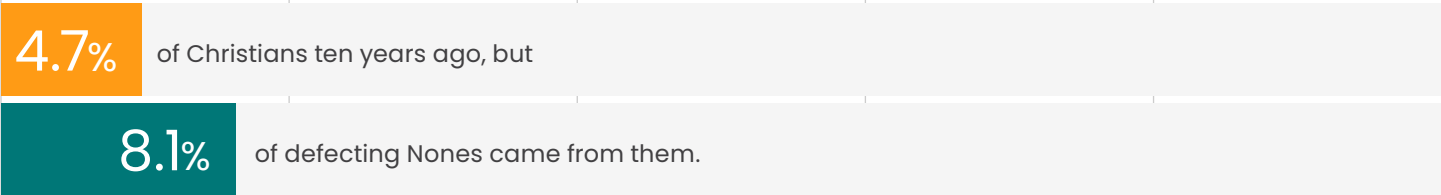
For the most part, each denomination's percentage of contribution to the Nones is close to their percentage of the national Christian population. There are, however, a few disproportionate contributions. [See chart below]

There is a slight trend that more-liberal denominations lost more to the Nones than more-conservative denominations, but it is only slight. Church members of all kinds, from all traditions, left their Christian faith for no faith.

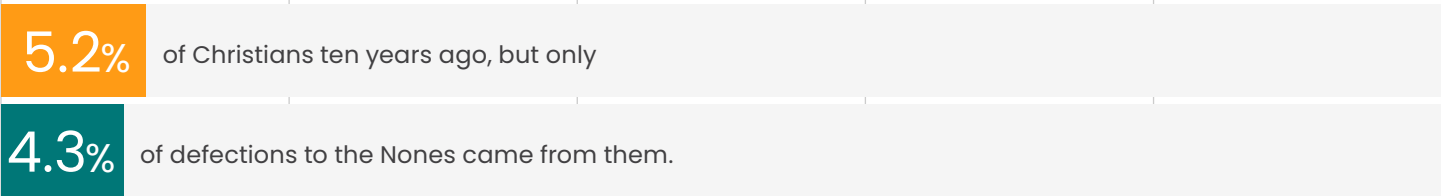
ROMAN CATHOLICS were



The CHRISTIAN CHURCH (Disciples of Christ) were



The SOUTHERN BAPTISTS were



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## Summary Highlights

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- | The Nones, people with no religion, are the largest category of religious affiliation in America today, having passed the Roman Catholics in recent years. The Nones are growing, while Christianity is in slight decline.
- | The Nones are more prevalent in the Western states, are equally male and female, and are especially strong among the Millennial generation.
- | A large proportion of the Nones are single, never married.
- | Areas of greatest concern to the Nones include health, success in life, fear of the future, racial injustice, finances, and social/political discord.
- | The Nones tend to hold liberal positions on social/political issues in the nation, while Practicing Christians tend to hold conservative positions. On all the hottest social/political topics in the national discourse, the gap between the two groups is very wide.

# A Brief Methodology

## The Research

This research study of American religious preferences, practices, beliefs, and life concerns began in 1991. It has been fielded six times in total, with 2017 and 2021 being the latest editions. ACST is currently responsible for funding this research.

The goal of this study is to equip American Christian churches with hyper-local resources for understanding and reaching their communities. At its heart is a focus on the American religious landscape, especially across generational groups.

This online study among 14,942 American adults was conducted by Campbell Rinker for ACST from October 2020 through February 2021. Results were balanced by US region, 19 'Mosaic' demographic clusters from Experian, and weighted by age to align with known population characteristics. The study carries a maximum margin of error of  $\pm 1.97\%$  at the 95% confidence level within any US Census region. A comparative 2017 study involved the same size audience.

Note: Media outlets quoting from this paper are directed to use the summary paragraph above to describe the study in keeping with AP style.

## The Questions

Several denominational partners helped design the study questionnaire and the fielding methodology. The authors are deeply indebted to them for their commitment to this project.

Developing the questionnaire is a key step in any research effort. 'Longitudinal' studies such as this require even more care for several reasons – for instance, respondents, language and social issues change over time. Changes like this force adaptations in the questions as well.

Through the years, the questionnaire has retained its focus on these core topics:

- Beliefs About God
- Beliefs About Jesus
- Beliefs About Social and Moral Issues
- Faith Involvement or Non-Involvement
- Life Concerns
- Program and Ministry Preferences
- Religious Affiliations
- Religious Preferences

## The Respondents

The study obtained nearly 15,000 completed surveys from a panel of paid respondents. This panel was managed by Dynata, with fielding and analysis conducted by the research firm Campbell Rinker. ACST's partners in this effort followed a rigorous stratified sampling plan carried over from earlier studies.

This plan ensured that the respondent sample accurately represented a distribution across 76 unique groups – 19 geodemographic Mosaic clusters as defined by

Experian within each of the four United States Census Bureau regions.

Of course, the nature of surveying involves some level of error. The researchers took care to minimize any bias that might occur with the sampling plan and in framing the questions themselves, including weighting the final data by age to ensure it reflects known proportions in the US population. This weighting delivers a final data set of 14,942 respondents.

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## THE **AMERICANBELIEFS** STUDY

RELIGIOUS PREFERENCES & PRACTICES

### About The American Beliefs Study™

The American Beliefs Study: Religious Preferences & Practices is a national research initiative conducted by ACS Technologies of nearly 15,000 people across The United States of various beliefs and demographics with the goal of being the definitive single source for the best understanding of the religious preferences and practices of Americans.

*AmericanBeliefs.com*

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## MISSIONINSITE

### About MissionInsite

The American Beliefs Study is best utilized within MissionInsite as a comprehensive demographic and analysis tool that helps churches and organizations understand what is most important to their congregation and community. By combining multiple top data sources it helps leaders learn what people want in a church, their ministry preferences, income levels, church impressions and what will make them keep coming back. It helps discover what people really want in their church to prioritize what will help them the most. In turn, aiding churches in attracting new people locating prime areas of outreach knowing the activities most people are interested in and will respond to. It also helps ministry leaders know the accurate demographic makeup of a church for better church planning of events, giving, new locations and new ministries. Knowing your neighbor to key to loving your neighbor and MissionInsite helps turns these insights into ministry impact.

*MissionInsite.com*

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## ACS Technologies.

### About ACS Technologies®

Founded in 1978, ACS Technologies is a leading, ministry development company most known for its expertise in being a comprehensive provider of church ministry software and service solutions to nearly 50,000 churches, schools, and organizational offices. With the mission to enable everyone in the Church with a personalized ministry environment to make God-honoring decisions in actionable ways, ACS Technologies desires to build the Kingdom by being a trusted ministry partner in the daily life of every church. ACS Technologies stands apart by providing a whole church approach, meeting the needs of the pastor, staff, and congregant, with ministry development tools unique in value to each role and each ministry goal serving each type of church/parish, denominational office, and diocese. ACS Technologies is a privately held independent Christian family-led company based out of Florence, SC with remote team members and offices across the U.S.

*acst.com*