

# The MinistryInsite Report 2021

Prepared for: MissionInsite  
Study area: Gwinnett County

Date of Report: 7/27/22  
American Beliefs Study Version: 2021

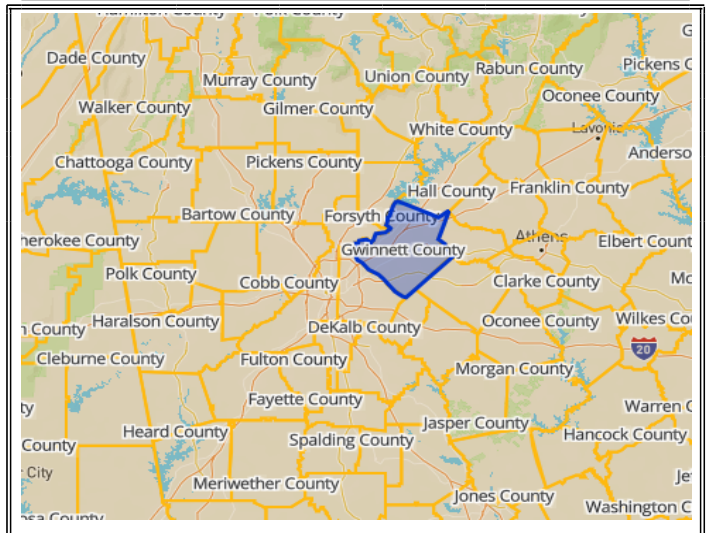
## About the American Beliefs Study Reports

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.

Topics	Page
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Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	12
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	17
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## How to Read the Different Report Types

Four windows provide insight into the respondent’s answers.

- Window #1:** Reveals the detailed responses across all options.
- Window #2:** Compares the study area responses to national average responses. For more details, see the last page.
- Window #3:** Compares data between this survey and previous surveys to reveal trends.
- Window #4:** Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics.

## MinistryInsite Report 2021

Prepared for: MissionInsite  
 Study Area: Gwinnett County  
 American Beliefs Study Region: South

Date of Report: 7/27/2022  
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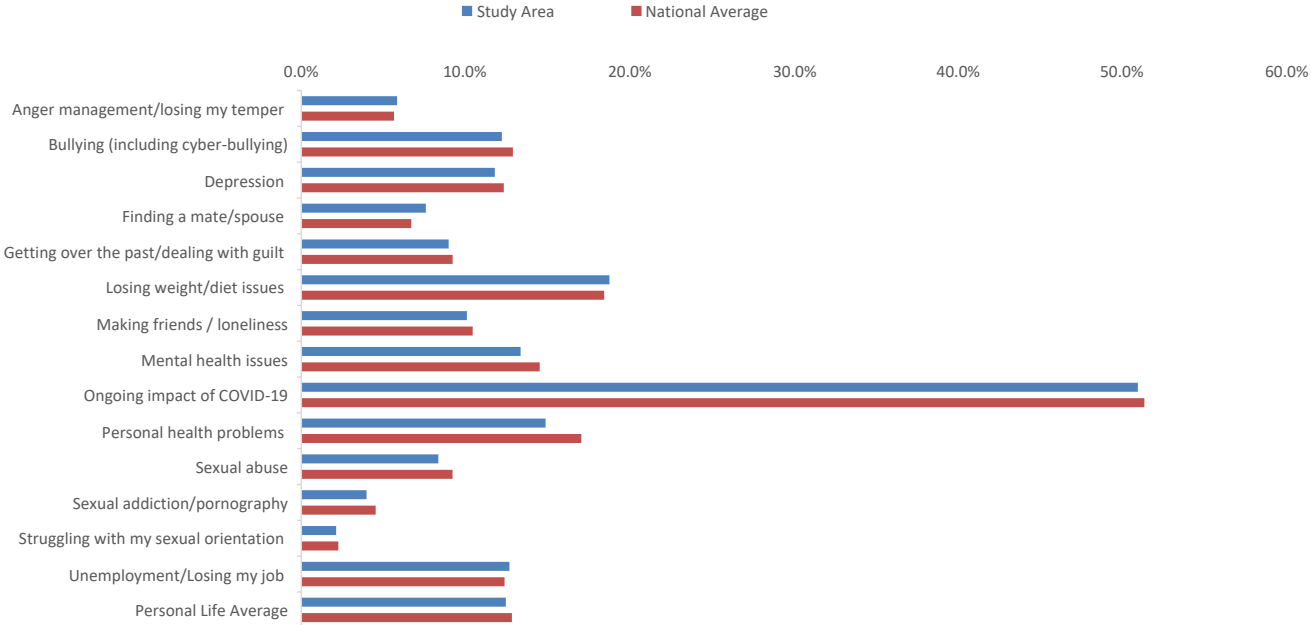
### Life Concerns

These tables present your study area's projected life concerns. Life concerns are broken into categories around a thematic correspondence, and each category shows the concerns that are more likely to dominate the study area. You can compare these to the national average to gain insight into your study area's trends.

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

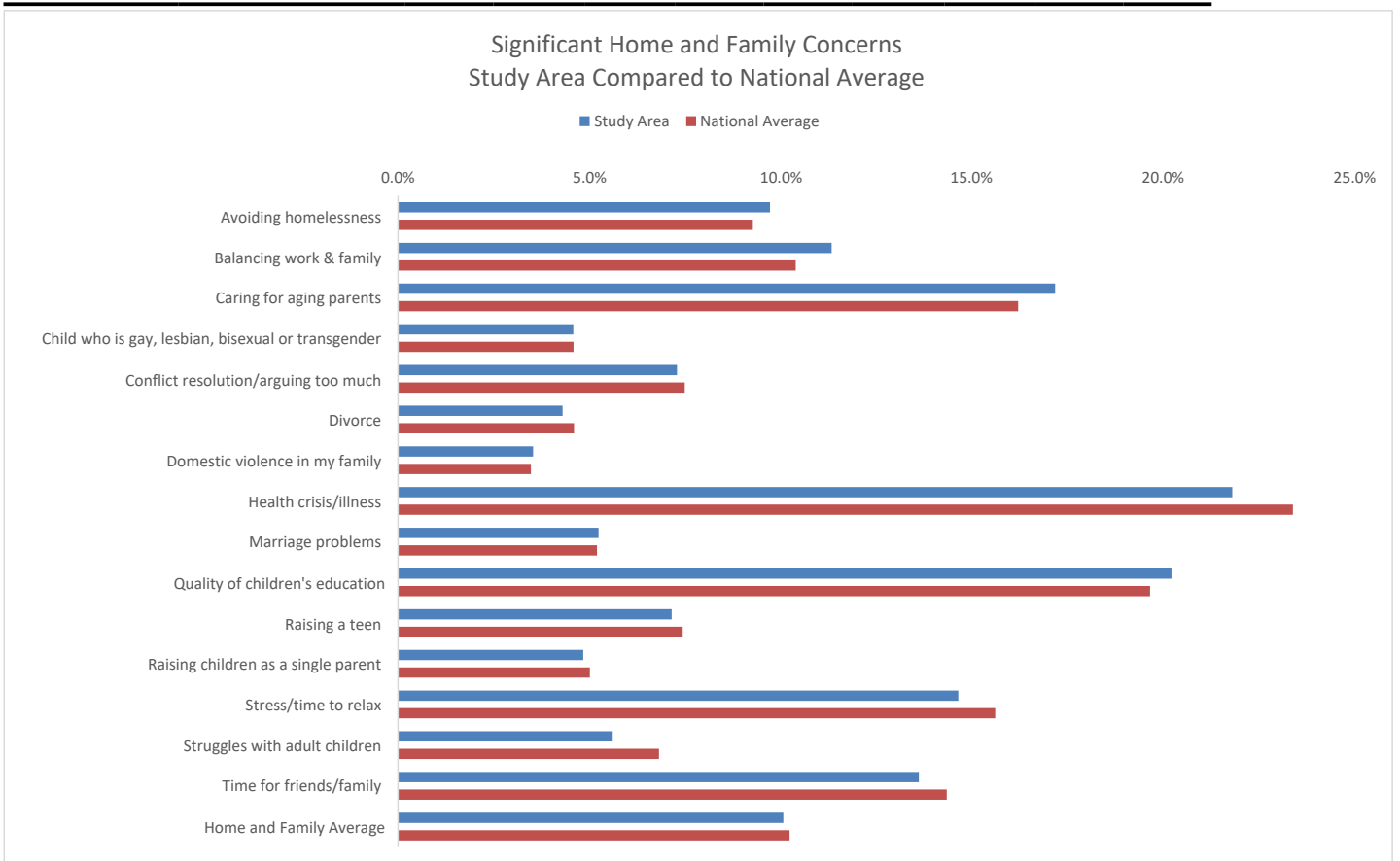
Concerns About Personal Health & Life							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Alcohol/drug abuse	15.9%	5.3%	15.1%	5.5%	106	97	
Anger management/losing my temper	31.3%	5.8%	30.0%	5.6%	104	103	
Bullying (including cyber-bullying)	28.2%	12.2%	26.0%	12.9%	108	95	
Depression	38.4%	11.8%	35.8%	12.3%	107	96	
Finding a mate/spouse	16.2%	7.6%	13.6%	6.7%	119	113	
Getting over the past/dealing with guilt	38.8%	9.0%	37.4%	9.2%	104	97	
Losing weight/diet issues	47.2%	18.8%	46.4%	18.4%	102	102	
Making friends / loneliness	42.4%	10.1%	38.2%	10.4%	111	97	
Mental health issues	37.4%	13.4%	33.7%	14.5%	111	92	
Ongoing impact of COVID-19	39.0%	50.9%	38.3%	51.3%	102	99	
Personal health problems	58.4%	14.9%	54.6%	17.0%	107	87	
Sexual abuse	15.2%	8.3%	13.8%	9.2%	110	91	
Sexual addiction/pornography	12.0%	4.0%	11.2%	4.5%	107	88	
Struggling with my sexual orientation	5.7%	2.1%	5.3%	2.3%	108	94	
Unemployment/Losing my job	28.3%	12.7%	23.9%	12.4%	119	102	
<b>Personal Life Average</b>	<b>30.3%</b>	<b>12.5%</b>	<b>28.2%</b>	<b>12.8%</b>	<b>107</b>	<b>97</b>	

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



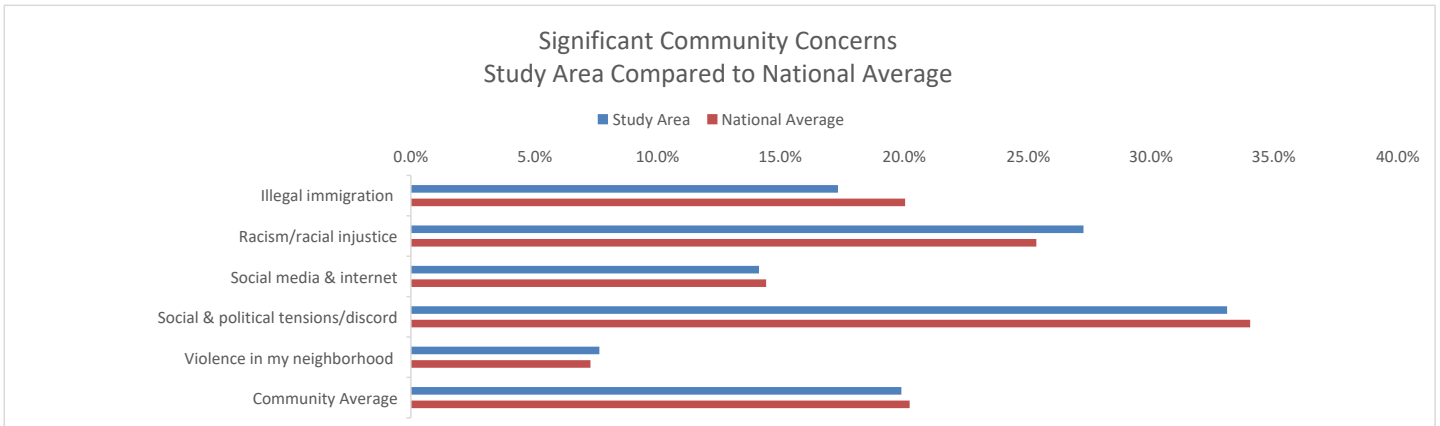
## Concerns About Home and Family

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	21.2%	9.7%	19.1%	9.3%	111	105
Balancing work & family	32.9%	11.3%	30.5%	10.4%	108	109
Caring for aging parents	27.8%	17.2%	25.4%	16.2%	109	106
Child who is gay, lesbian, bisexual or transgender	9.1%	4.6%	9.7%	4.6%	95	100
Conflict resolution/arguing too much	32.3%	7.3%	31.2%	7.5%	103	97
Divorce	12.5%	4.3%	11.8%	4.6%	106	93
Domestic violence in my family	8.2%	3.5%	7.8%	3.5%	105	102
Health crisis/illness	50.6%	21.8%	48.9%	23.4%	103	93
Marriage problems	20.8%	5.2%	19.9%	5.2%	105	101
Quality of children's education	26.1%	20.2%	24.0%	19.7%	109	103
Raising a teen	15.2%	7.2%	14.1%	7.4%	108	96
Raising children as a single parent	10.9%	4.8%	9.9%	5.0%	110	97
Stress/time to relax	48.8%	14.6%	46.1%	15.6%	106	94
Struggles with adult children	22.3%	5.6%	24.5%	6.8%	91	82
Time for friends/family	49.4%	13.6%	47.6%	14.3%	104	95
<b>Home and Family Average</b>	<b>25.9%</b>	<b>10.1%</b>	<b>24.7%</b>	<b>10.2%</b>	<b>105</b>	<b>98</b>



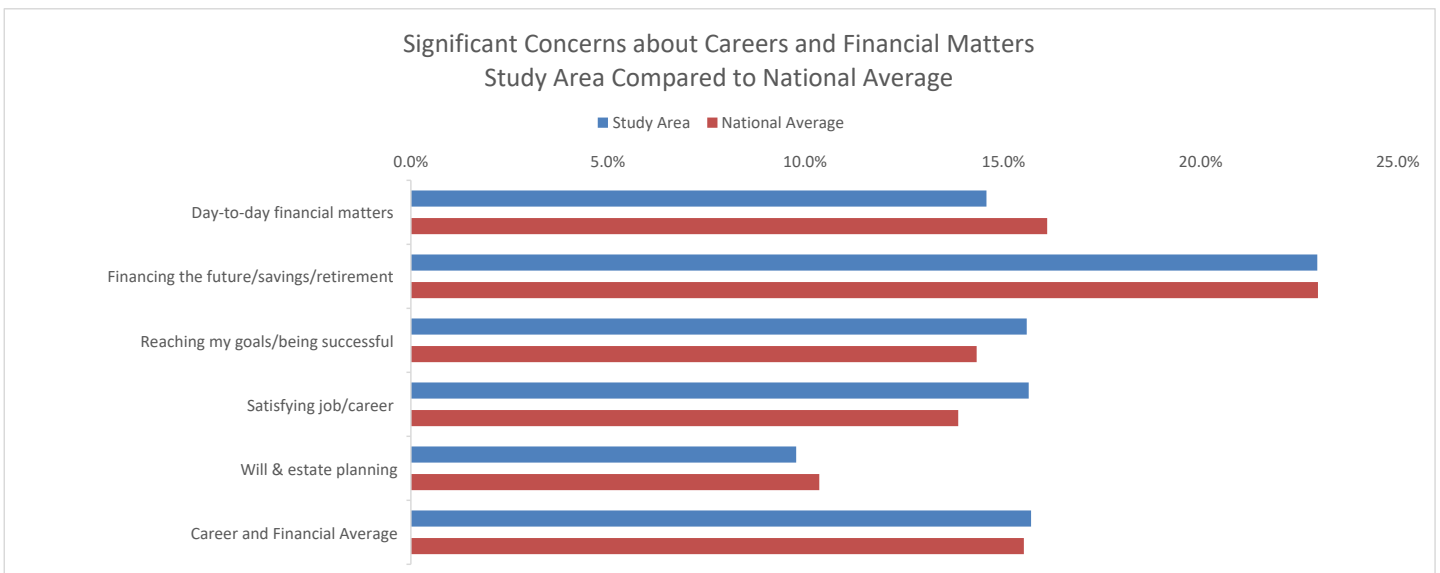
### Concerns About Community

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	31.2%	17.3%	29.2%	20.0%	107	86
Racism/racial injustice	37.6%	27.3%	36.4%	25.3%	103	108
Social media & internet	39.1%	14.1%	38.4%	14.4%	102	98
Social & political tensions/discord	44.4%	33.1%	41.2%	34.0%	108	97
Violence in my neighborhood	33.8%	7.6%	30.7%	7.3%	110	105
<b>Community Average</b>	<b>37.2%</b>	<b>19.9%</b>	<b>35.2%</b>	<b>20.2%</b>	<b>106</b>	<b>98</b>



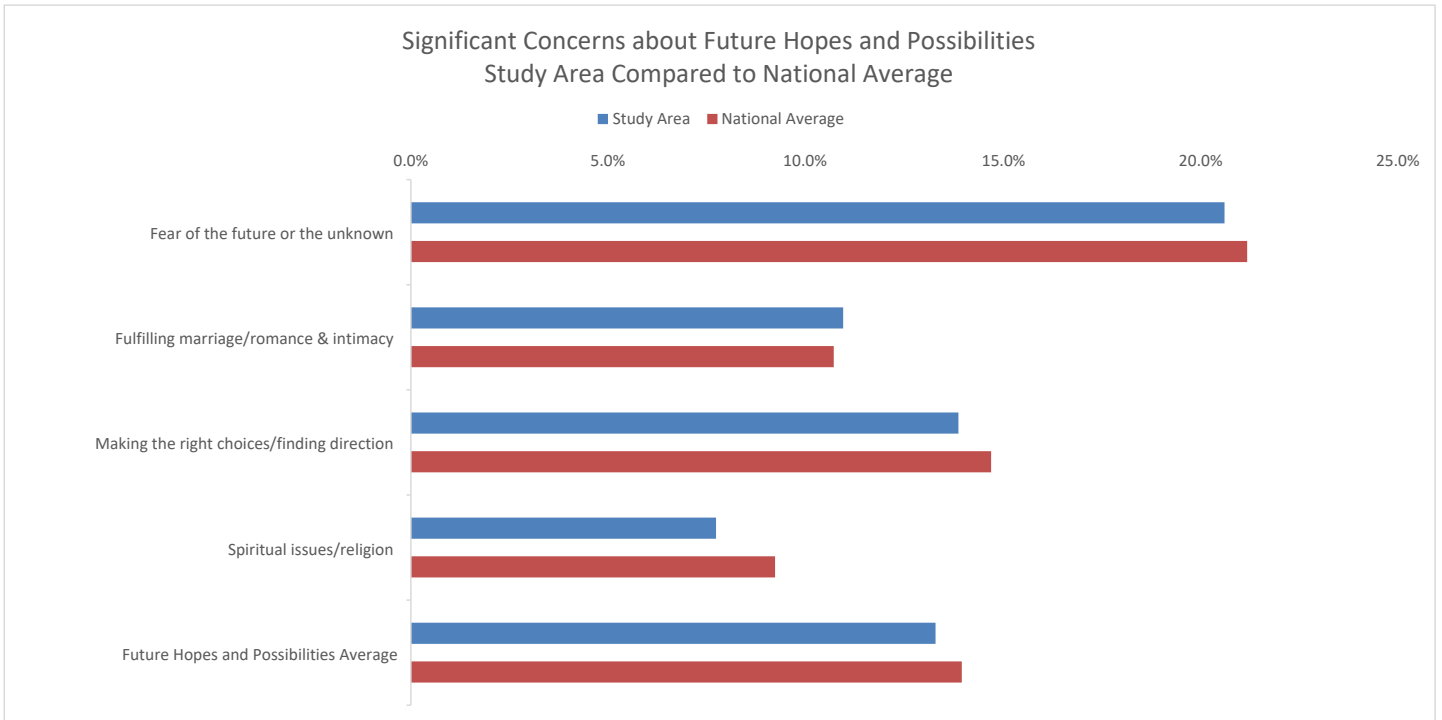
### Concerns about Careers and Financial Matters

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	45.4%	14.6%	42.9%	16.1%	106	90
Financing the future/savings/retirement	49.0%	23.0%	46.8%	23.0%	105	100
Reaching my goals/being successful	42.1%	15.6%	40.3%	14.3%	105	109
Satisfying job/career	30.9%	15.7%	29.1%	13.9%	106	113
Will & estate planning	42.7%	9.8%	40.6%	10.3%	105	94
<b>Career and Financial Average</b>	<b>42.0%</b>	<b>15.7%</b>	<b>39.9%</b>	<b>15.5%</b>	<b>105</b>	<b>101</b>



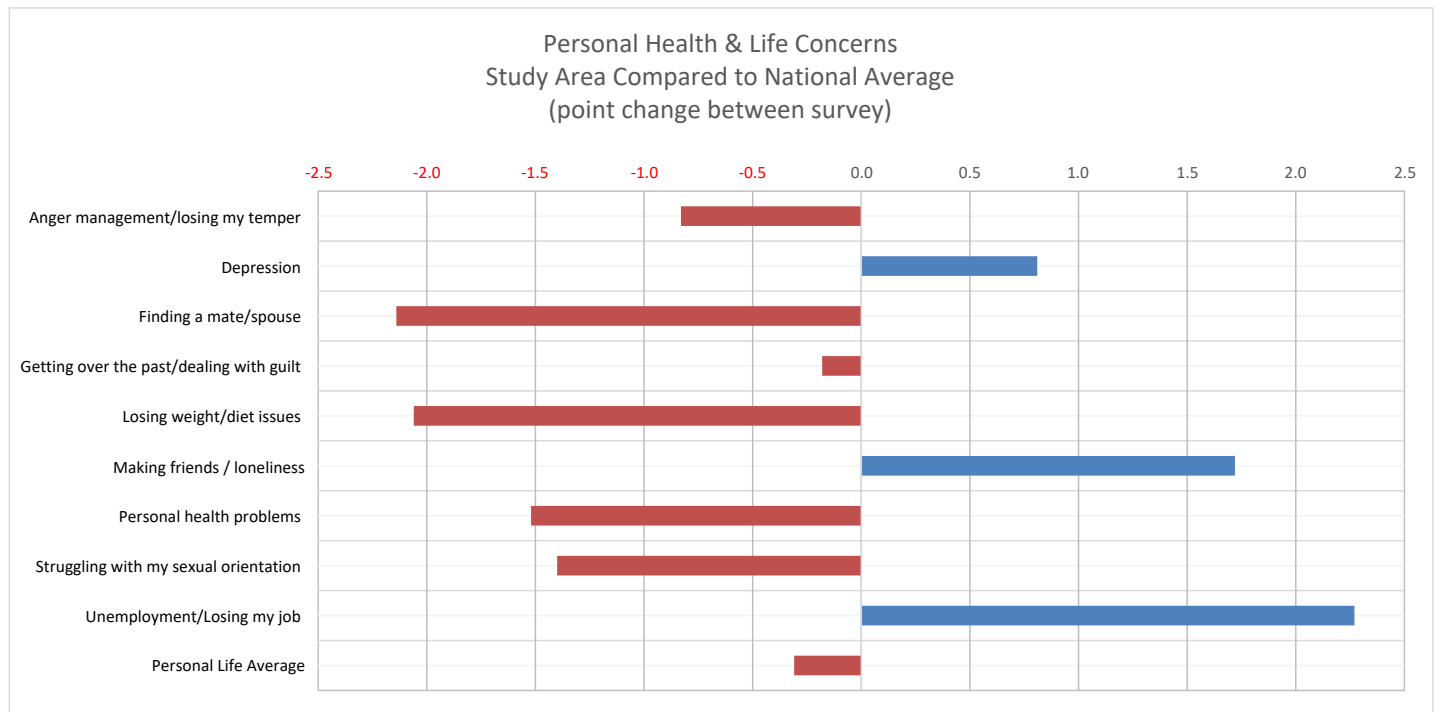
### Concerns about Future Hopes and Possibilities

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	51.2%	20.6%	50.5%	21.2%	101	97
Fulfilling marriage/romance & intimacy	35.1%	11.0%	31.3%	10.7%	112	102
Making the right choices/finding direction	45.8%	13.9%	45.2%	14.7%	101	94
Spiritual issues/religion	26.2%	7.7%	27.6%	9.2%	95	84
<b>Future Hopes and Possibilities Average</b>	<b>39.6%</b>	<b>13.3%</b>	<b>38.7%</b>	<b>14.0%</b>	<b>102</b>	<b>95</b>

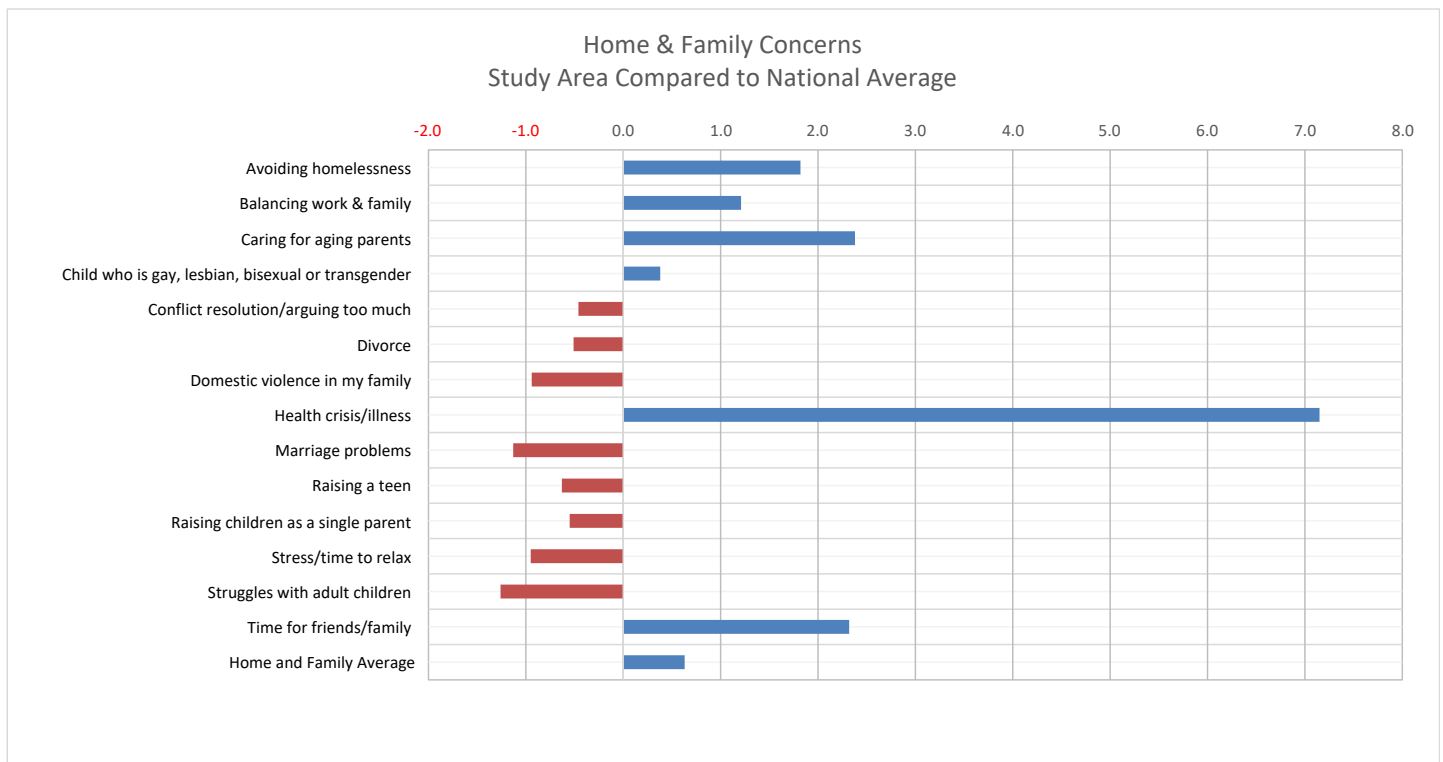


## Concerns About Personal Health & Life

Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	5.1%	5.3%	0.2
Anger management/losing my temper	6.7%	5.8%	-0.8
Depression	11.0%	11.8%	0.8
Finding a mate/spouse	9.7%	7.6%	-2.1
Getting over the past/dealing with guilt	9.2%	9.0%	-0.2
Losing weight/diet issues	20.8%	18.8%	-2.1
Making friends / loneliness	8.4%	10.1%	1.7
Personal health problems	16.4%	14.9%	-1.5
Struggling with my sexual orientation	3.5%	2.1%	-1.4
Unemployment/Losing my job	10.4%	12.7%	2.3
<b>Personal Life Average</b>	<b>10.1%</b>	<b>9.8%</b>	<b>-0.3</b>

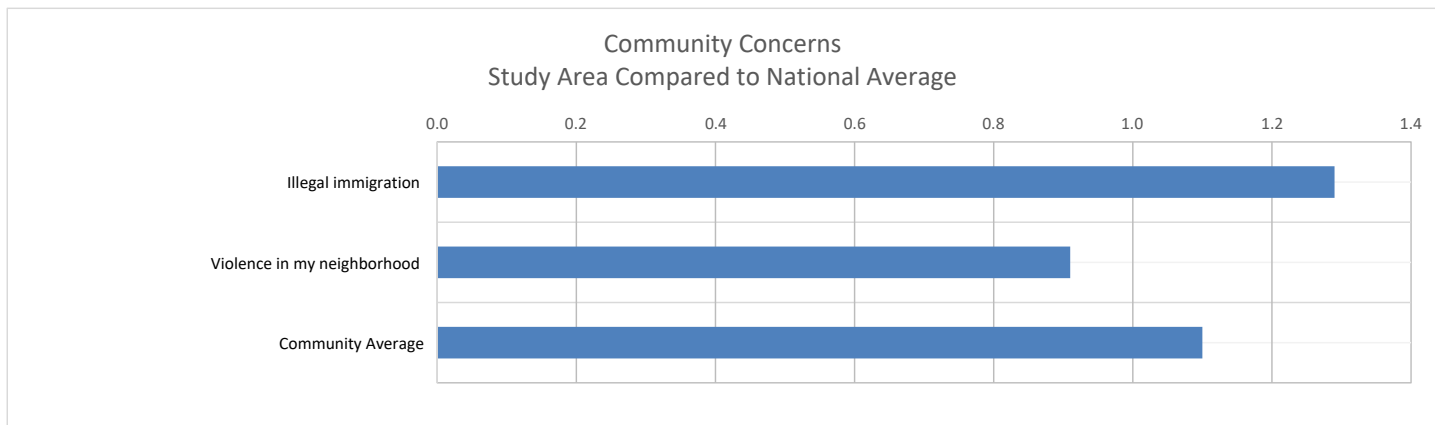


Study Area Comparison between 2017 & 2021	Concerns About Home and Family		
	2017	2021	Point Change Between Surveys
Avoiding homelessness	7.9%	9.7%	1.8
Balancing work & family	10.1%	11.3%	1.2
Caring for aging parents	14.8%	17.2%	2.4
Child who is gay, lesbian, bisexual or transgender	4.2%	4.6%	0.4
Conflict resolution/arguing too much	7.8%	7.3%	-0.5
Divorce	4.8%	4.3%	-0.5
Domestic violence in my family	4.5%	3.5%	-0.9
Health crisis/illness	14.7%	21.8%	7.2
Marriage problems	6.4%	5.2%	-1.1
Raising a teen	7.8%	7.2%	-0.6
Raising children as a single parent	5.4%	4.8%	-0.6
Stress/time to relax	15.6%	14.6%	-0.9
Struggles with adult children	6.9%	5.6%	-1.3
Time for friends/family	11.3%	13.6%	2.3
<b>Home and Family Average</b>	<b>8.7%</b>	<b>9.3%</b>	<b>0.6</b>

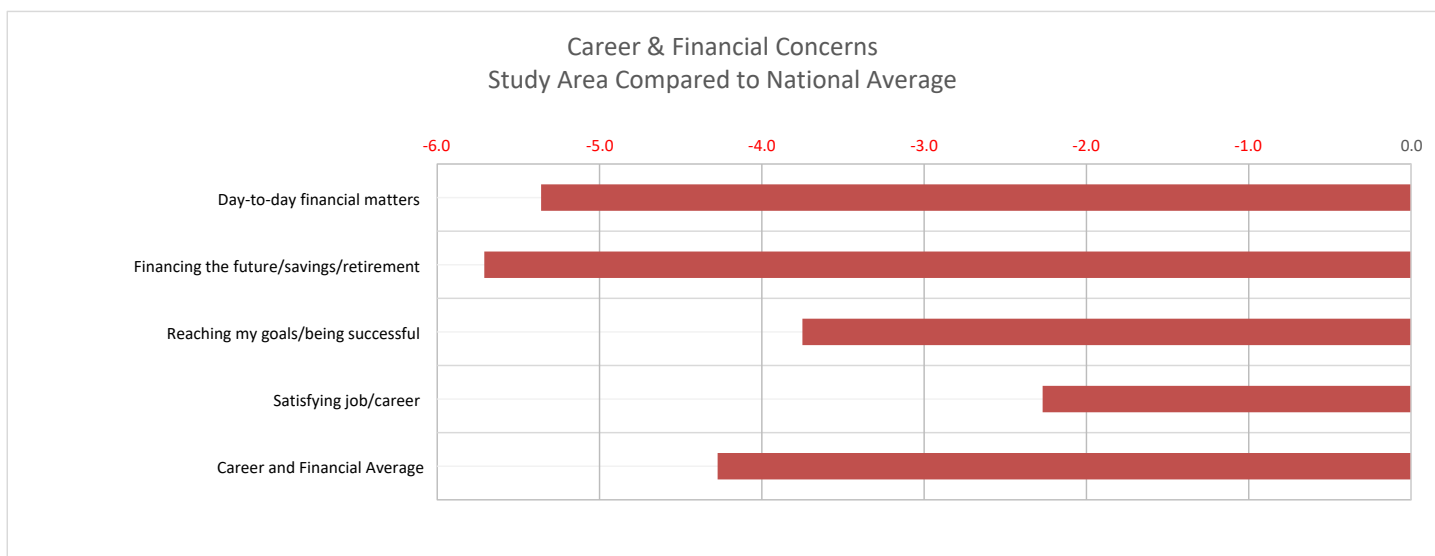




Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	16.0%	17.3%	1.3
Violence in my neighborhood	6.7%	7.6%	0.9
<b>Community Average</b>	<b>11.4%</b>	<b>12.5%</b>	<b>1.1</b>



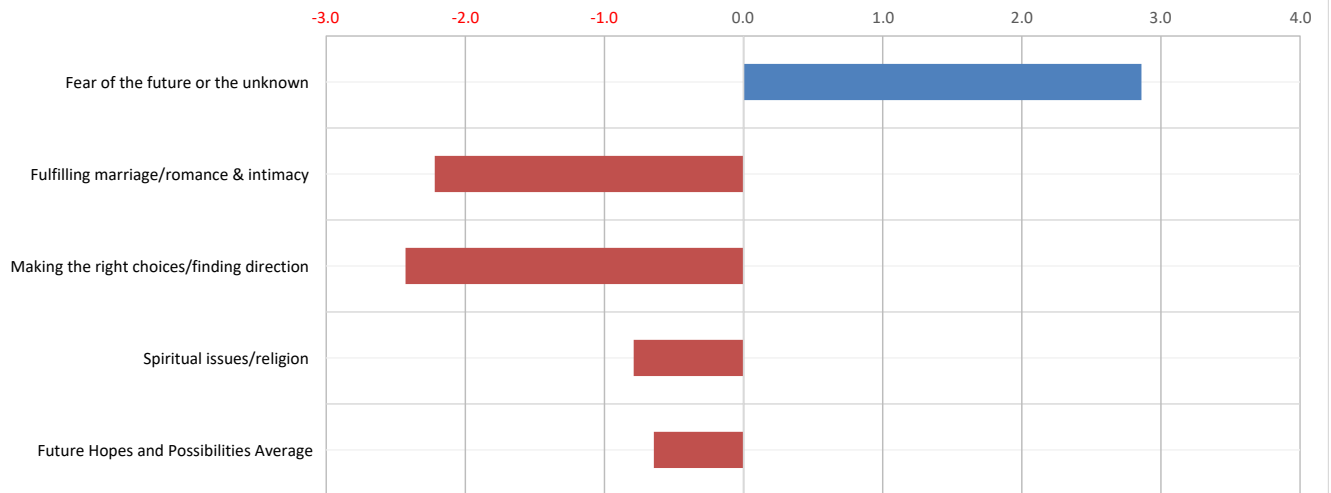
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	19.9%	14.6%	-5.4
Financing the future/savings/retirement	28.7%	23.0%	-5.7
Reaching my goals/being successful	19.4%	15.6%	-3.8
Satisfying job/career	17.9%	15.7%	-2.3
<b>Career and Financial Average</b>	<b>21.5%</b>	<b>17.2%</b>	<b>-4.3</b>



## 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	17.8%	20.6%	2.9
Fulfilling marriage/romance & intimacy	13.2%	11.0%	-2.2
Making the right choices/finding direction	16.3%	13.9%	-2.4
Spiritual issues/religion	8.5%	7.7%	-0.8
<b>Future Hopes and Possibilities Average</b>	<b>13.9%</b>	<b>13.3%</b>	<b>-0.6</b>

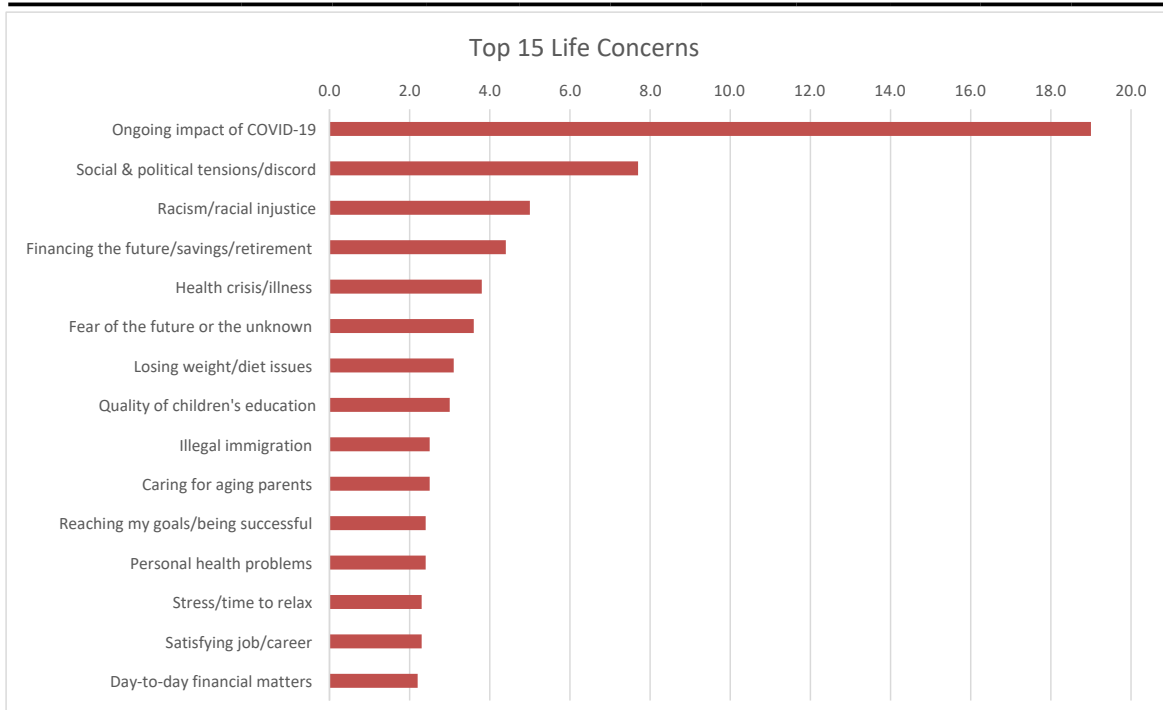
Future Hopes & Possibilities Concerns  
Study Area Compared to National Average



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	19.0	Extremely Strong Concern
	2	Social & political tensions/discord	7.7	Very Strong Concern
	3	Racism/racial injustice	5.0	Very Strong Concern
	4	Financing the future/savings/retirement	4.4	Very Strong Concern
	5	Health crisis/illness	3.8	Strong Concern
	6	Fear of the future or the unknown	3.6	Strong Concern
	7	Losing weight/diet issues	3.1	Strong Concern
	8	Quality of children's education	3.0	Strong Concern
	9	Illegal immigration	2.5	Strong Concern
	10	Caring for aging parents	2.5	Strong Concern
	11	Reaching my goals/being successful	2.4	Strong Concern
	12	Personal health problems	2.4	Strong Concern
	13	Stress/time to relax	2.3	Strong Concern
	14	Satisfying job/career	2.3	Strong Concern
	15	Day-to-day financial matters	2.2	Strong Concern



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

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

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

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

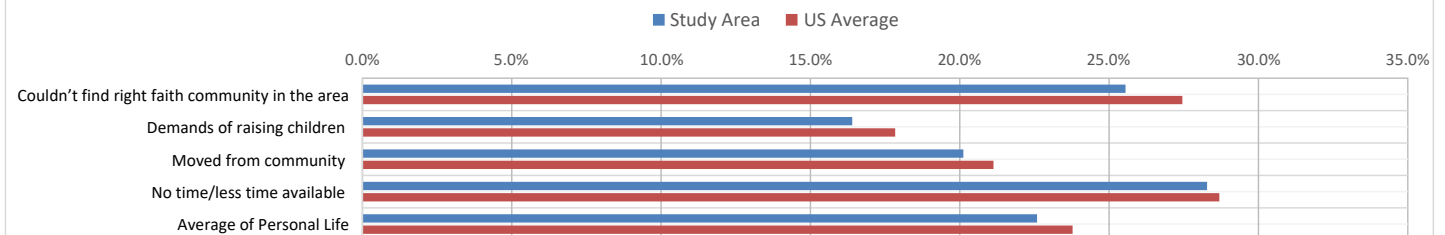
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

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

#### Study Area Compared to National Average

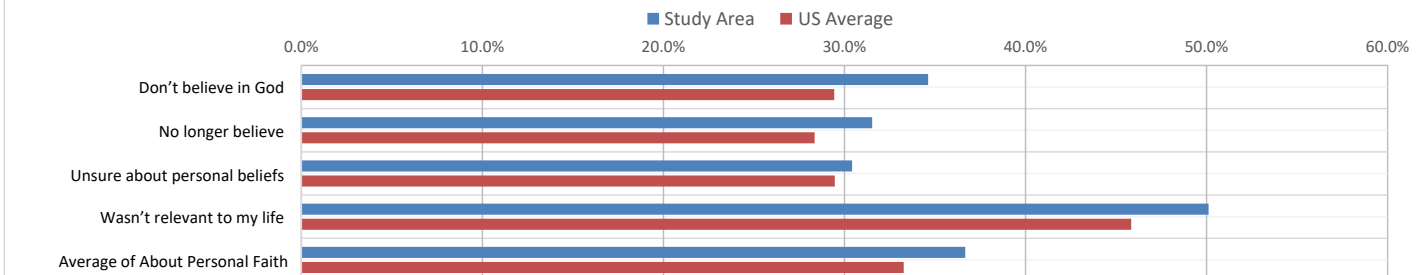
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	25.6%	27.5%	93
Demands of raising children	16.4%	17.8%	92
Moved from community	20.1%	21.1%	95
No time/less time available	28.3%	28.7%	99
<b>Average of Personal Life</b>	<b>22.6%</b>	<b>23.8%</b>	<b>95</b>

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



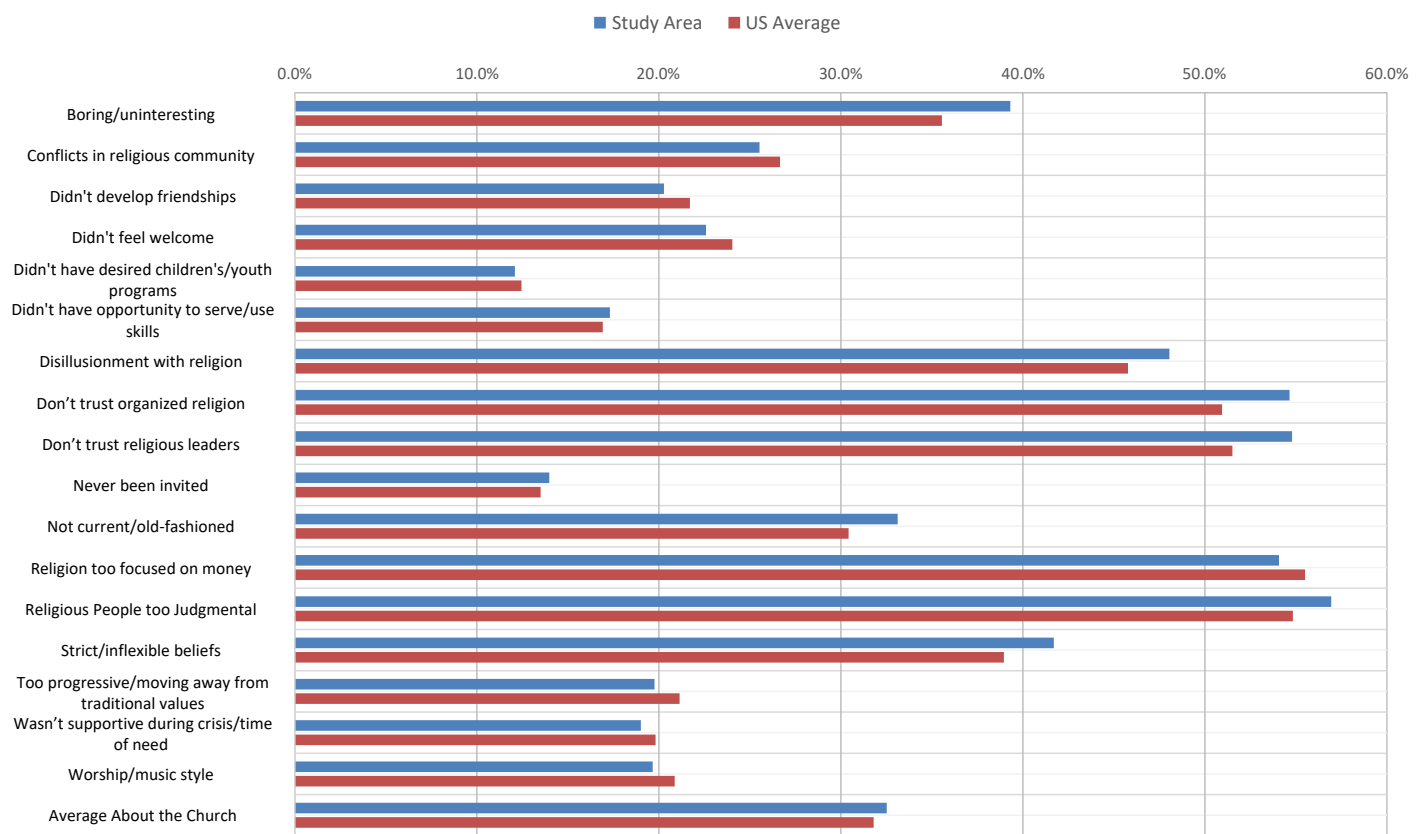
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	34.6%	29.4%	118
No longer believe	31.5%	28.4%	111
Unsure about personal beliefs	30.4%	29.5%	103
Wasn't relevant to my life	50.1%	45.8%	109
<b>Average of About Personal Faith</b>	<b>36.7%</b>	<b>33.3%</b>	<b>110</b>

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



<b>About the Church</b>	Study Area	US Average	Comparative Index
Boring/uninteresting	39.3%	35.6%	111
Conflicts in religious community	25.5%	26.7%	96
Didn't develop friendships	20.3%	21.7%	93
Didn't feel welcome	22.6%	24.0%	94
Didn't have desired children's/youth programs	12.1%	12.5%	97
Didn't have opportunity to serve/use skills	17.3%	16.9%	102
Disillusionment with religion	48.1%	45.8%	105
Don't trust organized religion	54.7%	50.9%	107
Don't trust religious leaders	54.8%	51.5%	106
Never been invited	14.0%	13.5%	104
Not current/old-fashioned	33.1%	30.4%	109
Religion too focused on money	54.1%	55.5%	97
Religious People too Judgmental	56.9%	54.8%	104
Strict/inflexible beliefs	41.7%	39.0%	107
Too progressive/moving away from traditional values	19.8%	21.1%	93
Wasn't supportive during crisis/time of need	19.0%	19.8%	96
Worship/music style	19.7%	20.9%	94
<b>Average About the Church</b>	<b>32.5%</b>	<b>31.8%</b>	<b>102</b>

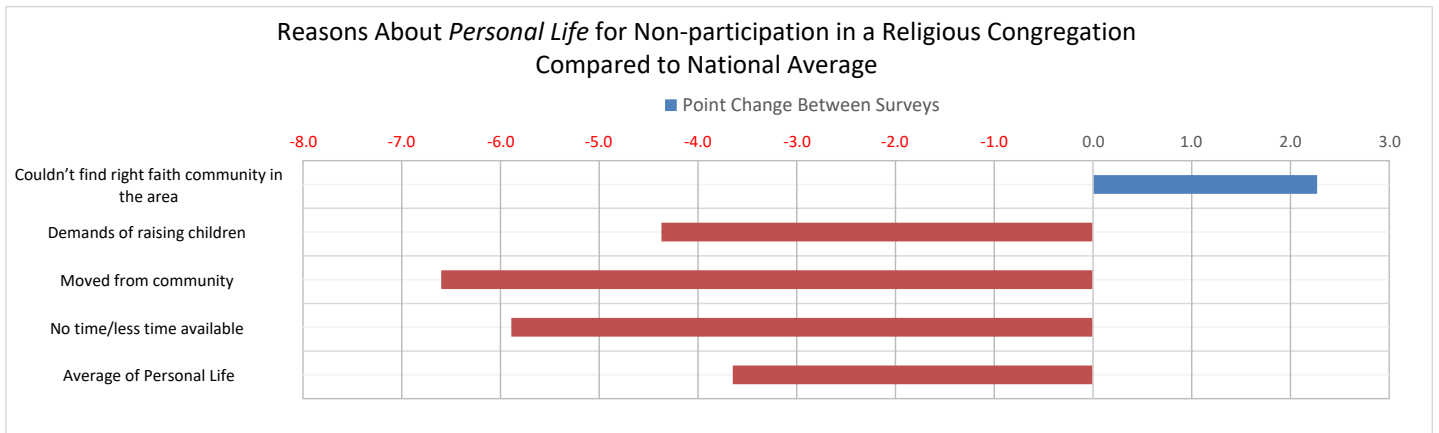
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



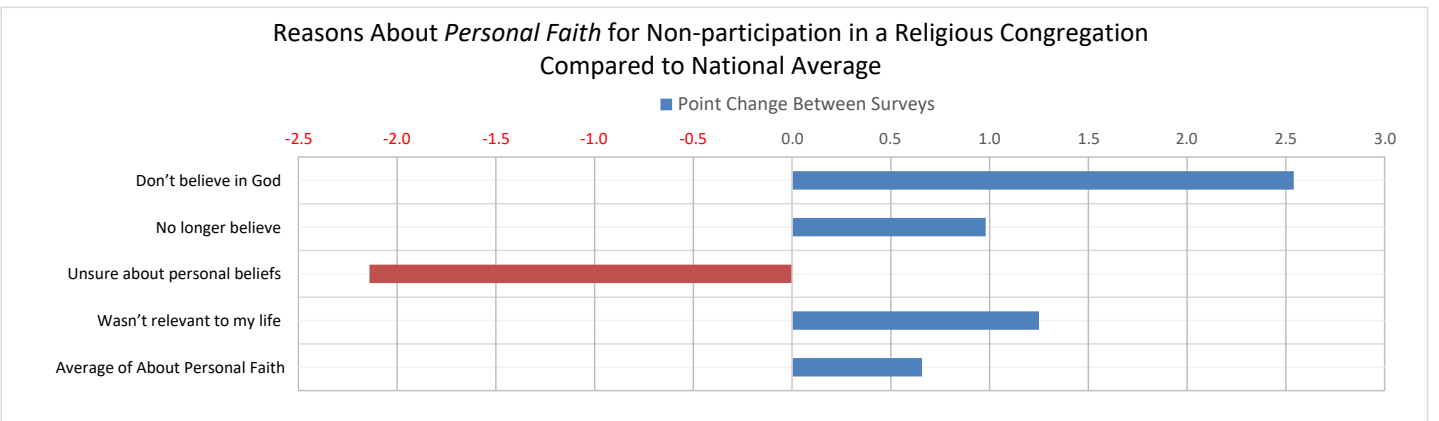
**From Outside: Probable reasons for non-participation in a religious congregation or religious community**

**Study Area Comparison between 2017 & 2021**

<b>About Personal Life</b>	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	23.3%	25.6%	2.3
Demands of raising children	20.8%	16.4%	-4.4
Moved from community	26.7%	20.1%	-6.6
No time/less time available	34.2%	28.3%	-5.9
<b>Average of Personal Life</b>	<b>26.2%</b>	<b>22.6%</b>	<b>-3.6</b>



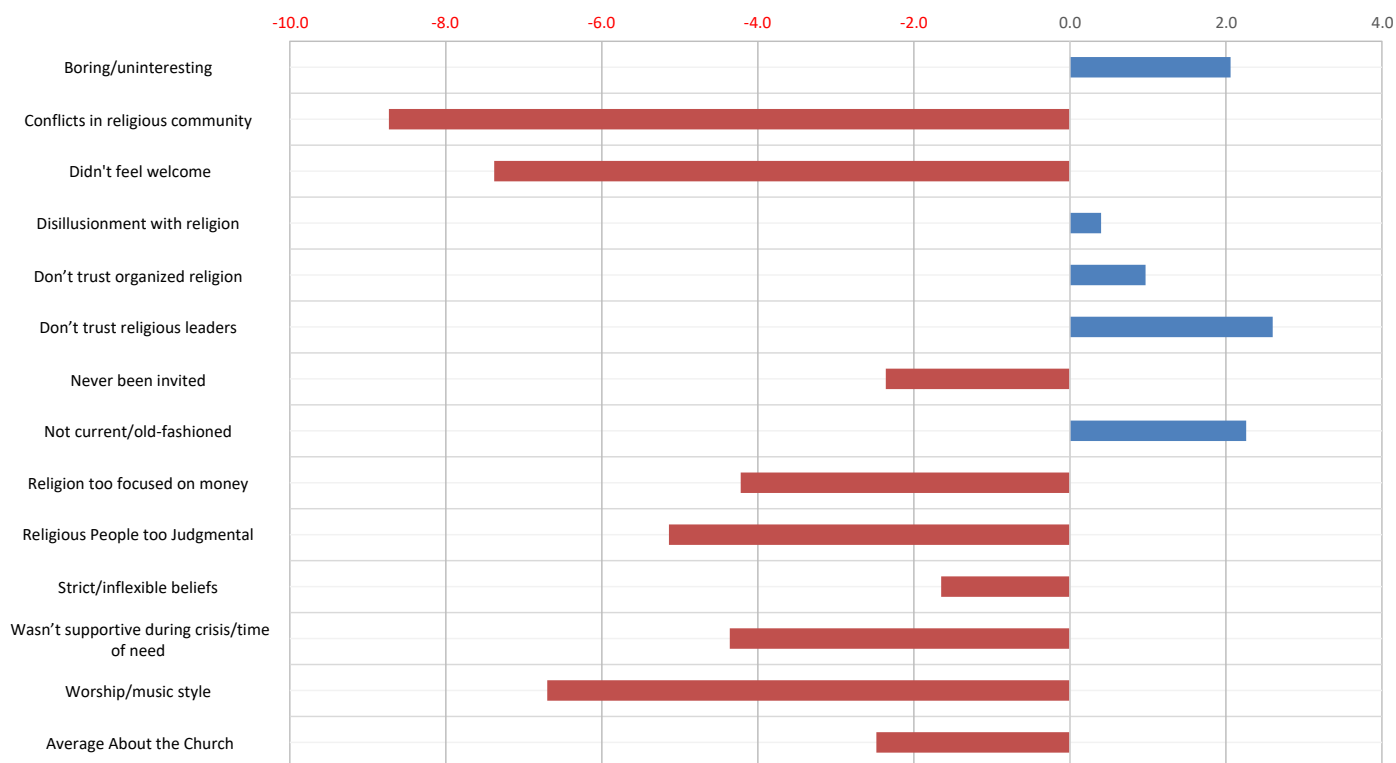
<b>About Personal Faith</b>	2017	2021	Point Change Between Surveys
Don't believe in God	32.1%	34.6%	2.5
No longer believe	30.6%	31.5%	1.0
Unsure about personal beliefs	32.6%	30.4%	-2.1
Wasn't relevant to my life	48.9%	50.1%	1.3
<b>Average of About Personal Faith</b>	<b>36.0%</b>	<b>36.7%</b>	<b>0.7</b>



<b>About the Church</b>	2017	2021	Point Change Between Surveys
Boring/uninteresting	37.3%	39.3%	2.1
Conflicts in religious community	34.3%	25.5%	-8.7
Didn't feel welcome	30.0%	22.6%	-7.4
Disillusionment with religion	47.7%	48.1%	0.4
Don't trust organized religion	53.7%	54.7%	1.0
Don't trust religious leaders	52.2%	54.8%	2.6
Never been invited	16.3%	14.0%	-2.4
Not current/old-fashioned	30.9%	33.1%	2.3
Religion too focused on money	58.3%	54.1%	-4.2
Religious People too Judgmental	62.1%	56.9%	-5.1
Strict/inflexible beliefs	43.4%	41.7%	-1.7
Wasn't supportive during crisis/time of need	23.4%	19.0%	-4.4
Worship/music style	26.4%	19.7%	-6.7
<b>Average About the Church</b>	<b>39.7%</b>	<b>37.2%</b>	<b>-2.5</b>

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

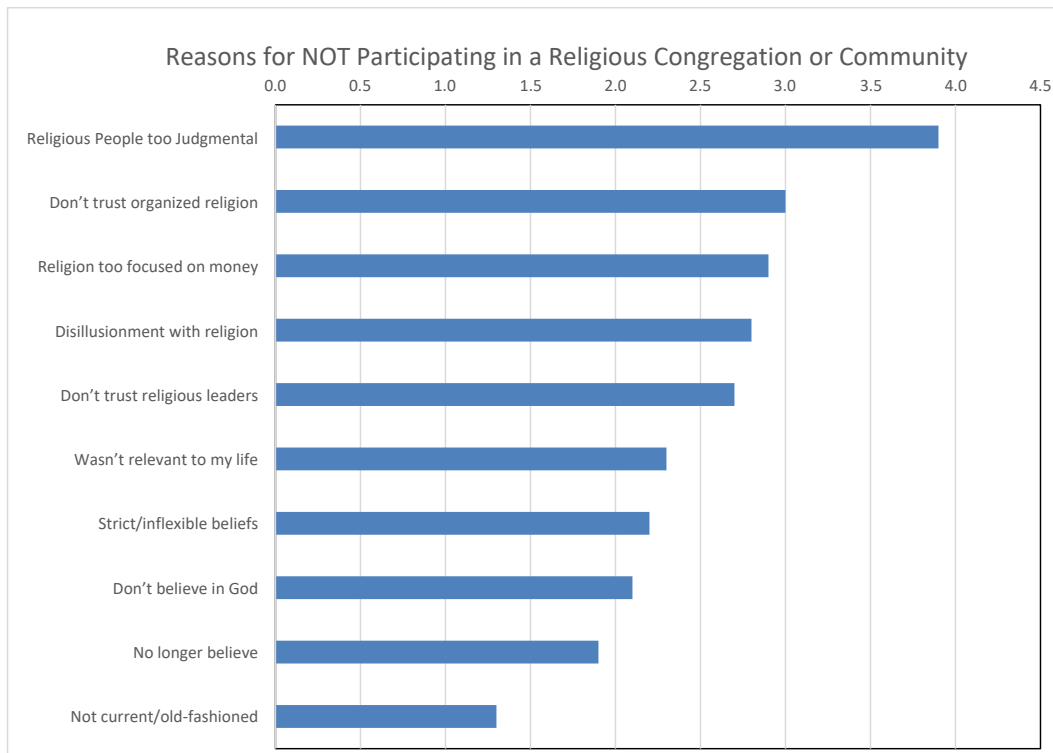
■ Point Change Between Surveys



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	3.9	Strong Reason
2	Don't trust organized religion	3.0	Strong Reason
3	Religion too focused on money	2.9	Strong Reason
4	Disillusionment with religion	2.8	Strong Reason
5	Don't trust religious leaders	2.7	Strong Reason
6	Wasn't relevant to my life	2.3	Strong Reason
7	Strict/inflexible beliefs	2.2	Strong Reason
8	Don't believe in God	2.1	Strong Reason
9	No longer believe	1.9	Somewhat Strong Reason
10	Not current/old-fashioned	1.3	Somewhat Strong Reason



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



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

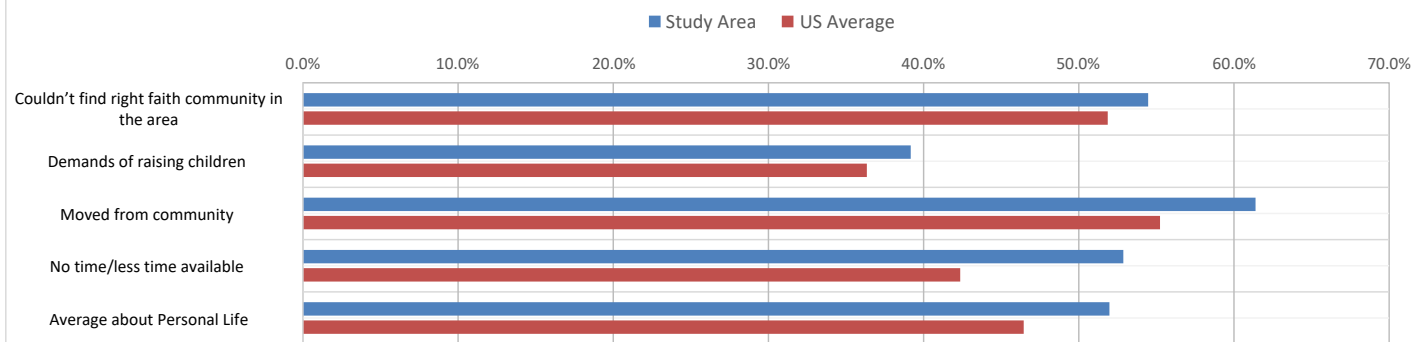
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

#### Study Area Compared to National Average

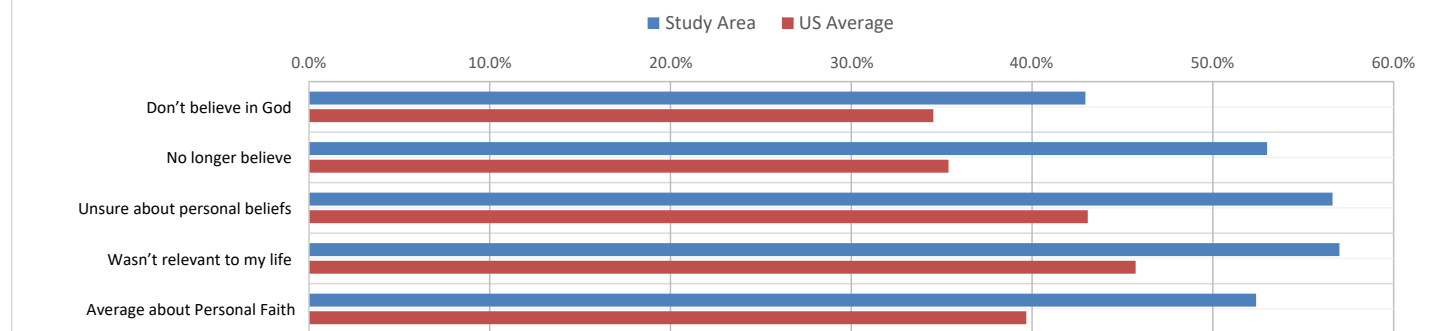
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	54.5%	51.9%	105
Demands of raising children	39.2%	36.3%	108
Moved from community	61.4%	55.2%	111
No time/less time available	52.9%	42.4%	125
<b>Average about Personal Life</b>	<b>52.0%</b>	<b>46.5%</b>	<b>112</b>

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



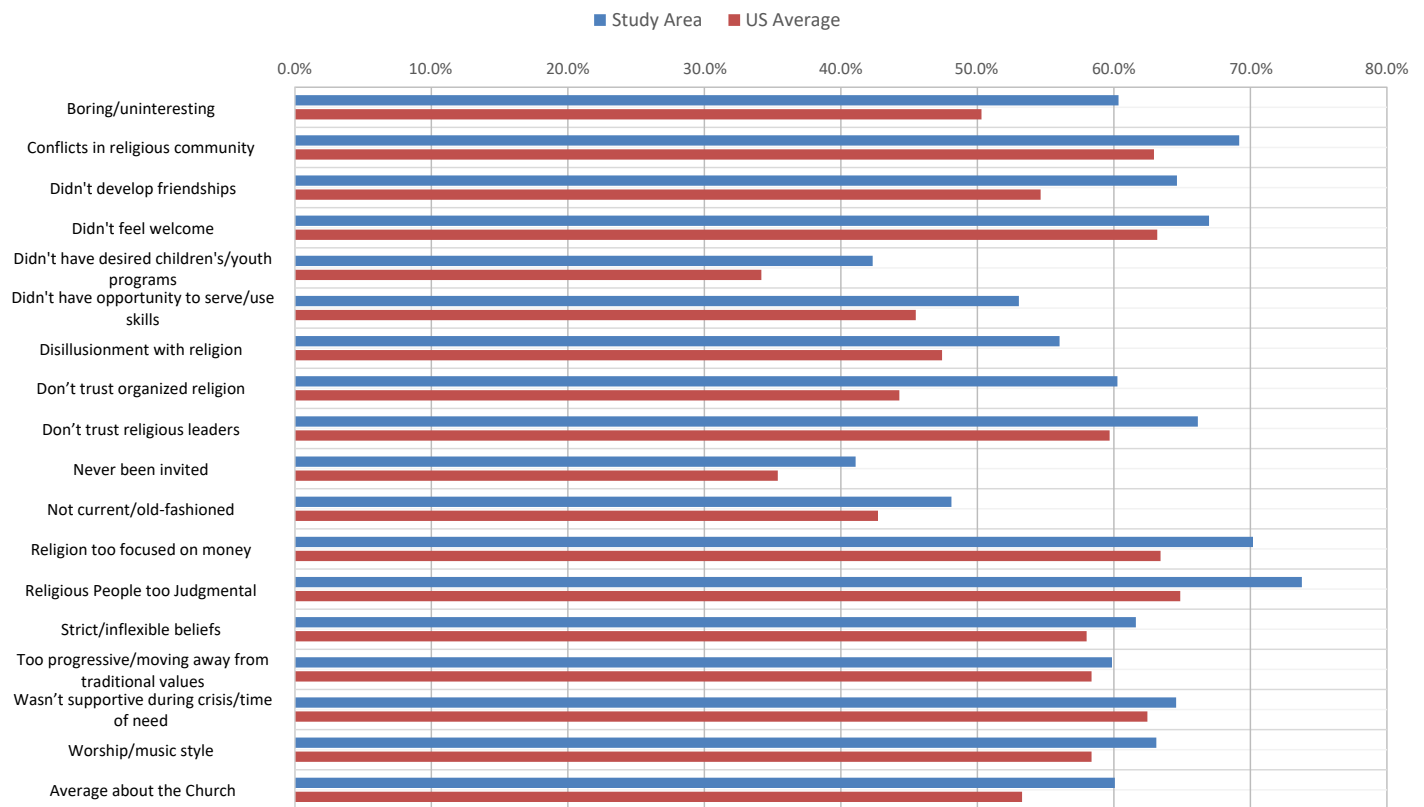
<i>About Personal Faith</i>	Study Area	US Average	Comparative Index
Don't believe in God	43.0%	34.5%	124
No longer believe	53.0%	35.4%	150
Unsure about personal beliefs	56.6%	43.1%	131
Wasn't relevant to my life	57.0%	45.7%	125
<b>Average about Personal Faith</b>	<b>52.4%</b>	<b>39.7%</b>	<b>132</b>

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



<b>About the Church</b>	Study Area	US Average	Comparative Index
Boring/uninteresting	60.3%	50.3%	120
Conflicts in religious community	69.2%	62.9%	110
Didn't develop friendships	64.6%	54.6%	118
Didn't feel welcome	67.0%	63.2%	106
Didn't have desired children's/youth programs	42.3%	34.2%	124
Didn't have opportunity to serve/use skills	53.0%	45.5%	117
Disillusionment with religion	56.0%	47.4%	118
Don't trust organized religion	60.3%	44.3%	136
Don't trust religious leaders	66.2%	59.7%	111
Never been invited	41.1%	35.4%	116
Not current/old-fashioned	48.1%	42.7%	113
Religion too focused on money	70.2%	63.4%	111
Religious People too Judgmental	73.8%	64.9%	114
Strict/inflexible beliefs	61.6%	58.0%	106
Too progressive/moving away from traditional values	59.9%	58.4%	103
Wasn't supportive during crisis/time of need	64.6%	62.5%	103
Worship/music style	63.1%	58.4%	108
<b>Average about the Church</b>	<b>60.1%</b>	<b>53.3%</b>	<b>113</b>

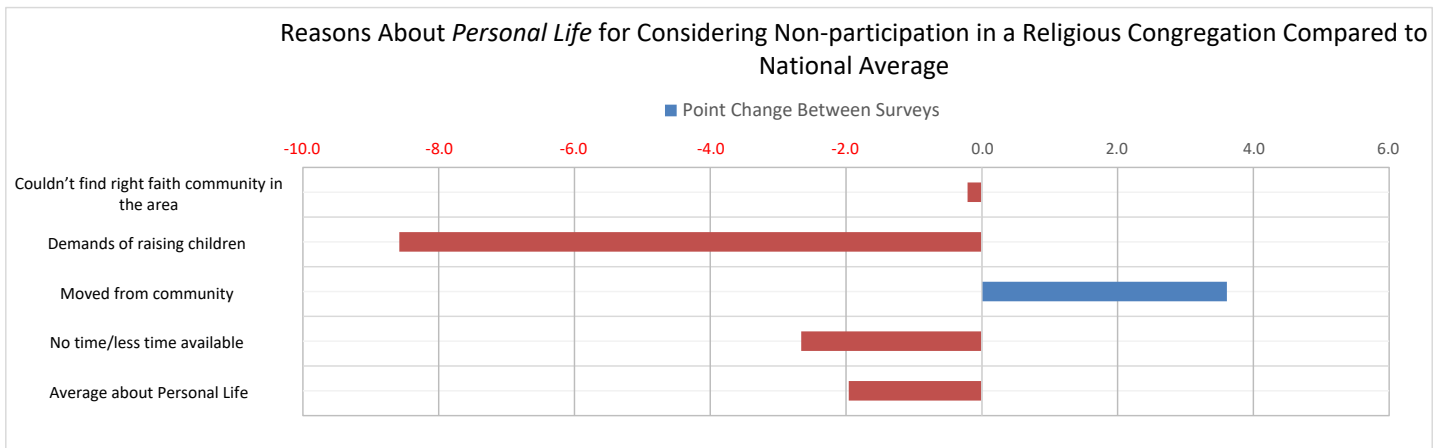
Reasons *About the Church* for Considering Non-participation in a Religious Congregation Compared to National Average



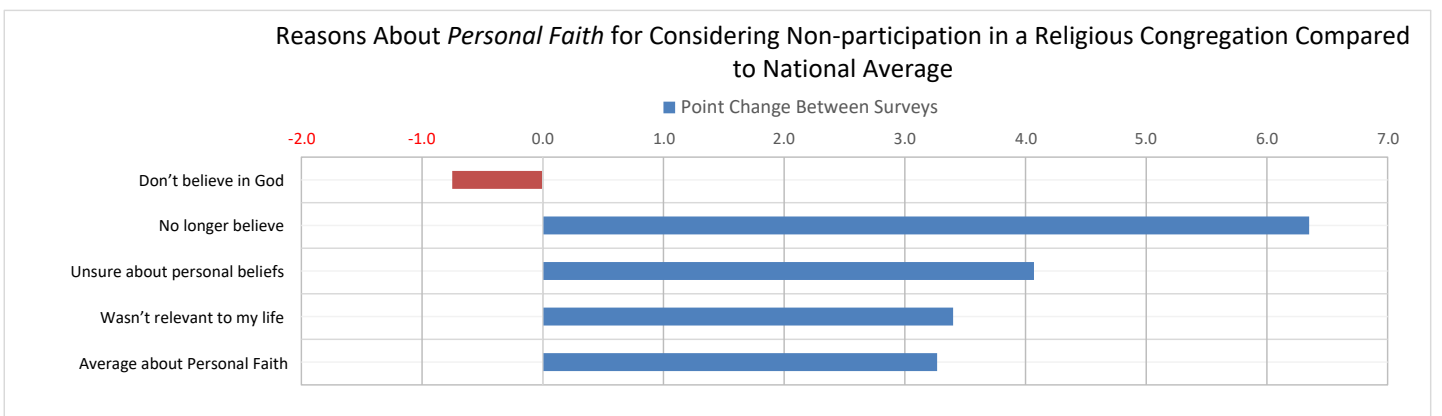
**From the Inside: Reasons for considering non-participation in a religious congregation or religious community**

**Study Area Comparison between 2017 & 2021**

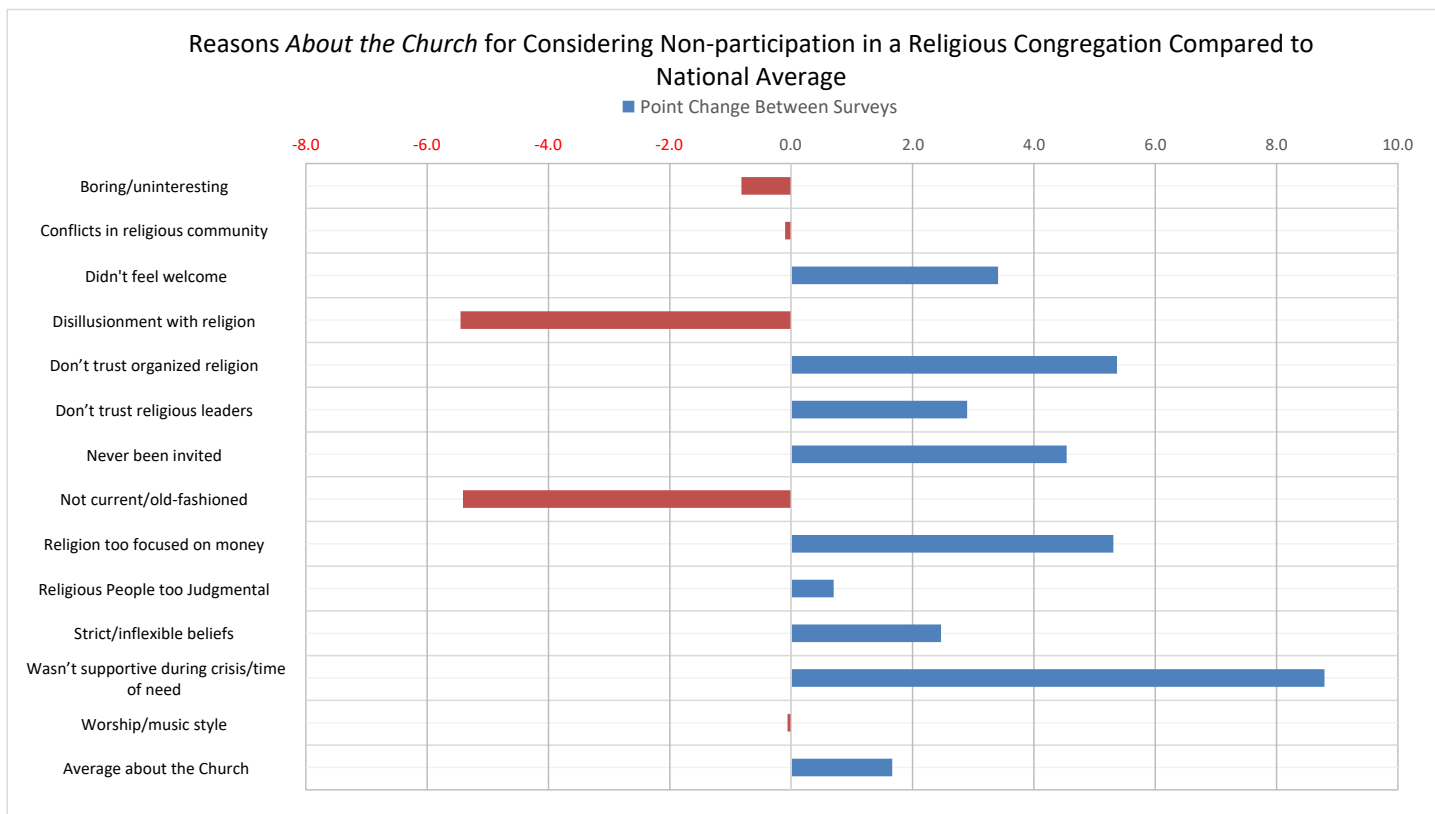
<b>About Personal Life</b>	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	54.7%	54.5%	-0.2
Demands of raising children	47.8%	39.2%	-8.6
Moved from community	57.8%	61.4%	3.6
No time/less time available	55.5%	52.9%	-2.7
<b>Average about Personal Life</b>	<b>53.9%</b>	<b>52.0%</b>	<b>-2.0</b>



<b>About Personal Faith</b>	2017	2021	Point Change Between Surveys
Don't believe in God	43.7%	43.0%	-0.8
No longer believe	46.7%	53.0%	6.4
Unsure about personal beliefs	52.6%	56.6%	4.1
Wasn't relevant to my life	53.6%	57.0%	3.4
<b>Average about Personal Faith</b>	<b>49.1%</b>	<b>52.4%</b>	<b>3.3</b>



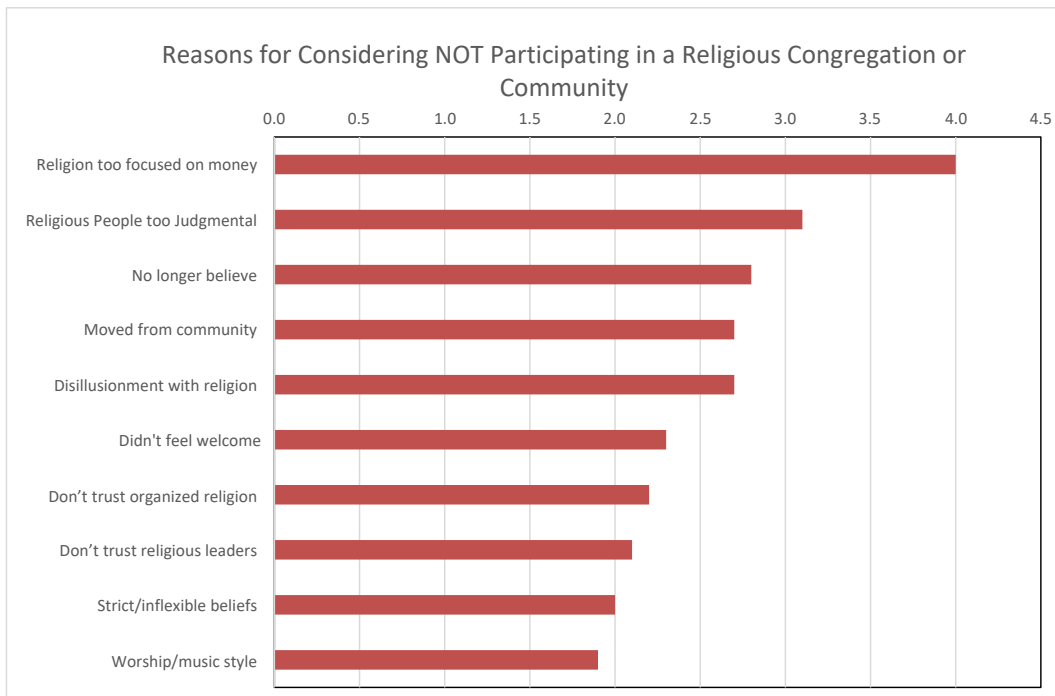
<b>About the Church</b>	2017	2021	Point Change Between Surveys
Boring/uninteresting	61.2%	60.3%	-0.8
Conflicts in religious community	69.3%	69.2%	-0.1
Didn't feel welcome	63.6%	67.0%	3.4
Disillusionment with religion	61.5%	56.0%	-5.5
Don't trust organized religion	54.9%	60.3%	5.4
Don't trust religious leaders	63.3%	66.2%	2.9
Never been invited	36.5%	41.1%	4.5
Not current/old-fashioned	53.5%	48.1%	-5.4
Religion too focused on money	64.9%	70.2%	5.3
Religious People too Judgmental	73.1%	73.8%	0.7
Strict/inflexible beliefs	59.1%	61.6%	2.5
Wasn't supportive during crisis/time of need	55.8%	64.6%	8.8
Worship/music style	63.2%	63.1%	-0.1
<b>Average about the Church</b>	<b>60.0%</b>	<b>61.6%</b>	<b>1.7</b>



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	4.0	Very Strong Reason
2	Religious People too Judgmental	3.1	Strong Reason
3	No longer believe	2.8	Strong Reason
4	Moved from community	2.7	Strong Reason
5	Disillusionment with religion	2.7	Strong Reason
6	Didn't feel welcome	2.3	Strong Reason
7	Don't trust organized religion	2.2	Strong Reason
8	Don't trust religious leaders	2.1	Strong Reason
9	Strict/inflexible beliefs	2.0	Strong Reason
10	Worship/music style	1.9	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.

## 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
<b>Personal Growth</b>							
Addiction support groups	50.9%	34.6%	0.7	51.1%	35.3%	100	98
Health/weight loss programs	56.3%	30.3%	0.5	55.1%	32.1%	102	94
Membership and leadership training	48.2%	37.9%	0.8	45.9%	41.1%	105	92
Opportunities to develop personal relationships	25.0%	63.9%	2.6	24.5%	65.8%	102	97
Practical training seminars (money management, computer skills, etc.)	45.6%	41.1%	0.9	45.4%	42.4%	100	97
<b>Personal Growth</b>	<b>45.2%</b>	<b>41.5%</b>	<b>0.9</b>	<b>44.4%</b>	<b>43.3%</b>	<b>102</b>	<b>96</b>
<b>Family Support and Intervention Services</b>							
Daycare/After-School Programs	57.7%	26.6%	0.5	59.0%	26.6%	98	100
Crisis support groups	38.8%	48.2%	1.2	37.0%	50.8%	105	95
Family oriented activities	36.3%	52.1%	1.4	33.4%	56.6%	109	92
Marriage enrichment	46.1%	38.9%	0.8	45.2%	41.8%	102	93
Parenting development	53.5%	32.3%	0.6	53.2%	33.0%	101	98
Personal/family counseling	40.9%	47.1%	1.2	40.6%	47.8%	101	99
<b>Family Support and Intervention Services</b>	<b>45.5%</b>	<b>40.9%</b>	<b>0.9</b>	<b>44.7%</b>	<b>42.8%</b>	<b>102</b>	<b>96</b>
<b>Community Involvement and Advocacy Programs</b>							
Adult social activities	28.9%	60.4%	2.1	26.1%	64.3%	111	94
Involvement in social causes	29.3%	59.1%	2.0	30.0%	58.9%	98	100
Mission trips and global outreach	49.8%	34.8%	0.7	47.7%	38.5%	104	90
Opportunities for volunteering in the community	26.6%	62.4%	2.3	25.9%	64.1%	103	97
Social justice advocacy work	37.1%	49.3%	1.3	38.5%	48.4%	97	102
<b>Community Involvement and Advocacy Programs</b>	<b>34.3%</b>	<b>53.2%</b>	<b>1.5</b>	<b>33.6%</b>	<b>54.8%</b>	<b>102</b>	<b>97</b>

<b>Community Activities or Cultural Programs</b>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	36.9%	52.0%	1.4	36.4%	52.7%	102	99
Holiday programs/activities	29.1%	60.2%	2.1	25.0%	65.4%	116	92
Seniors/retiree activities	34.7%	53.3%	1.5	30.6%	58.7%	114	91
Singles or college-age groups	53.7%	31.2%	0.6	53.9%	31.9%	100	98
Size of church congregation	44.4%	43.4%	1.0	41.8%	47.6%	106	91
Small groups (i.e., life groups, personal interest groups)	33.8%	54.8%	1.6	31.8%	57.4%	106	95
Youth social activities	48.9%	37.6%	0.8	47.9%	39.7%	102	95
<b>Community Activities or Cultural Programs</b>	<b>40.2%</b>	<b>47.5%</b>	<b>1.2</b>	<b>38.2%</b>	<b>50.5%</b>	<b>105</b>	<b>94</b>
<b>Religious/Spiritual Programs</b>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	45.7%	40.6%	0.9	41.5%	47.2%	110	86
Celebration of sacraments	39.9%	45.1%	1.1	32.8%	53.5%	122	84
Contemporary worship experiences	37.9%	47.2%	1.2	35.9%	51.3%	105	92
Online or virtual worship experiences	43.9%	42.0%	1.0	40.0%	47.9%	110	88
Quality sermons	26.8%	61.8%	2.3	20.7%	69.6%	130	89
Religious education for children	46.4%	39.2%	0.8	42.8%	44.6%	108	88
Spiritual discussion groups	41.4%	45.5%	1.1	38.1%	50.1%	109	91
Traditional worship experiences	32.4%	55.1%	1.7	26.7%	63.4%	121	87
Warm and friendly encounters	14.6%	76.1%	5.2	12.3%	79.9%	119	95
<b>Religious/Spiritual Programs</b>	<b>36.6%</b>	<b>50.3%</b>	<b>1.4</b>	<b>32.3%</b>	<b>56.4%</b>	<b>113</b>	<b>89</b>

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.

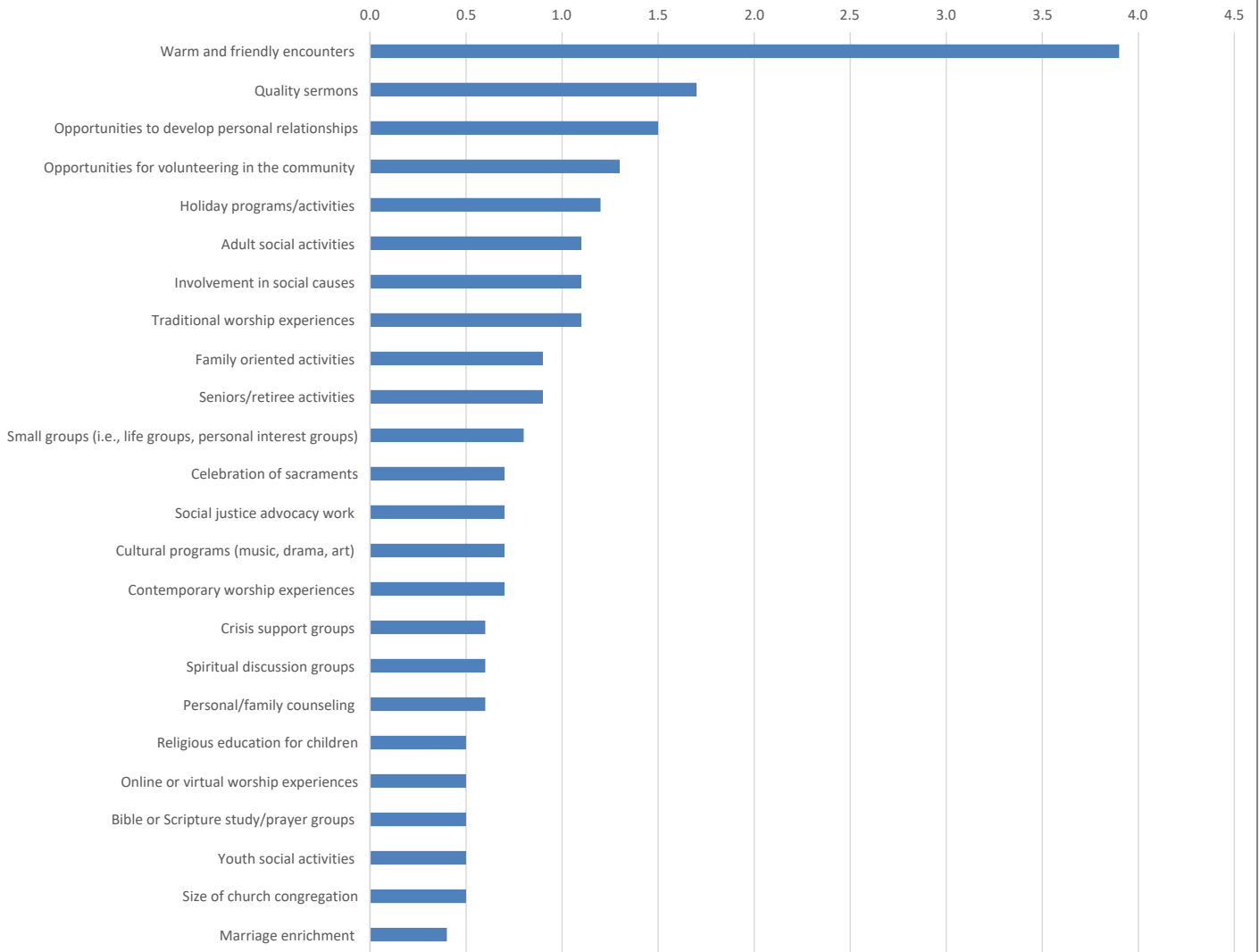
Third, look at the ratio. The ratio is calculated by dividing the Important by the Not Important responses. The higher the number, the stronger the desire for that program, especially if a program has a ratio of "1" or higher.

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	3.9	Strong Preference
	2	Quality sermons	1.7	Somewhat Strong Preference
	3	Opportunities to develop personal relationships	1.5	Somewhat Strong Preference
	4	Opportunities for volunteering in the community	1.3	Somewhat Strong Preference
	5	Holiday programs/activities	1.2	Moderate Preference
	6	Adult social activities	1.1	Moderate Preference
	7	Involvement in social causes	1.1	Moderate Preference
	8	Traditional worship experiences	1.1	Moderate Preference
	9	Family oriented activities	0.9	Moderate Preference
	10	Seniors/retiree activities	0.9	Moderate Preference
	11	Small groups (i.e., life groups, personal interest groups)	0.8	Somewhat Minimal Preference
	12	Celebration of sacraments	0.7	Somewhat Minimal Preference
	13	Social justice advocacy work	0.7	Somewhat Minimal Preference
	14	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	15	Contemporary worship experiences	0.7	Somewhat Minimal Preference
	16	Crisis support groups	0.6	Somewhat Minimal Preference
	17	Spiritual discussion groups	0.6	Somewhat Minimal Preference
	18	Personal/family counseling	0.6	Somewhat Minimal Preference
	19	Religious education for children	0.5	Minimal Preference
	20	Online or virtual worship experiences	0.5	Minimal Preference
	21	Bible or Scripture study/prayer groups	0.5	Minimal Preference
	22	Youth social activities	0.5	Minimal Preference
	23	Size of church congregation	0.5	Minimal Preference
	24	Marriage enrichment	0.4	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

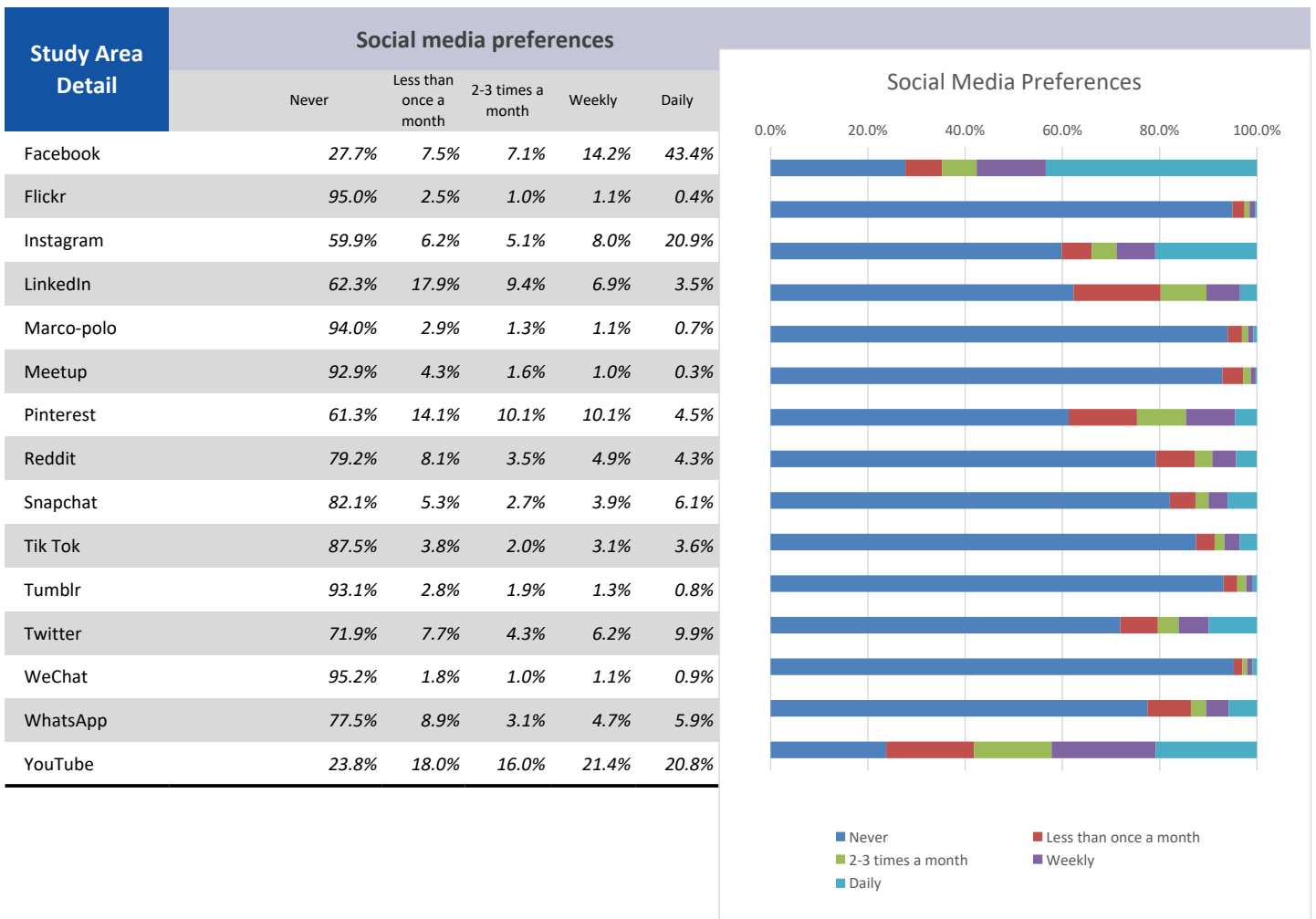
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	15.6%	84.5%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	35.1%	64.9%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	58.3%	41.7%	3	Yahoo News	
CNN Online News	3	61.7%	38.3%	1	Fox News	
Facebook	6	22.7%	77.3%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	67.7%	32.3%	6	Twitter	
Fox News	1	51.4%	48.7%	6	Facebook	
Fox News	1	27.4%	72.6%	2	Television News (Network OR Cable)	
Huffington Post	3	55.8%	44.2%	1	Fox News	
Huffington Post	3	47.8%	52.2%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	41.6%	58.4%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	50.0%	50.0%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	13.4%	86.6%	2	Television News (Network OR Cable)	
USA Today	4	36.1%	63.9%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	26.4%	73.6%	2	Television News (Network OR Cable)	
Yahoo News	3	41.8%	58.2%	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

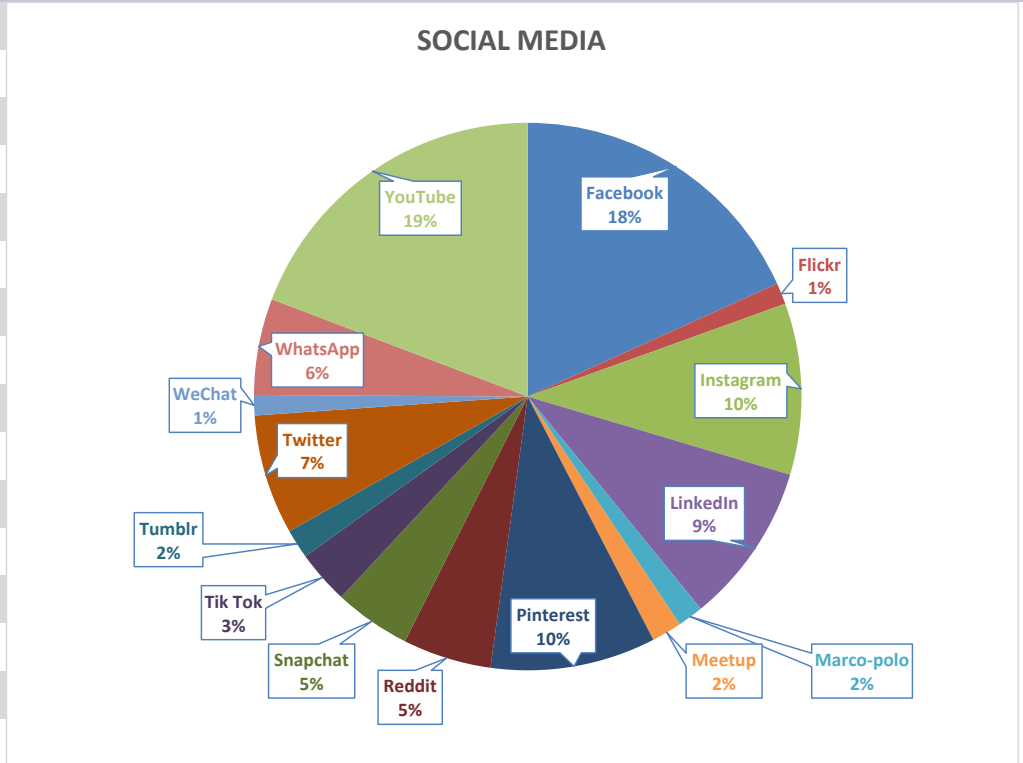
Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media



**Priority List**

**Category of Media by Popular Use & Ranked Order**

Rank Order	Media
1	YouTube
2	Facebook
3	Instagram
4	Pinterest
5	LinkedIn
6	Twitter
7	WhatsApp
8	Reddit
9	Snapchat
10	Tik Tok
11	Meetup
12	Tumblr
13	Marco-polo
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](mailto:misupport@acst.com) or call 1-877-230-3212.