

The MinistryInsite Report 2021

Prepared for: Northlake Baptist Church
Study area: 15 minute drive from 4823 Thompson Bridge Rd, Gainesville

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

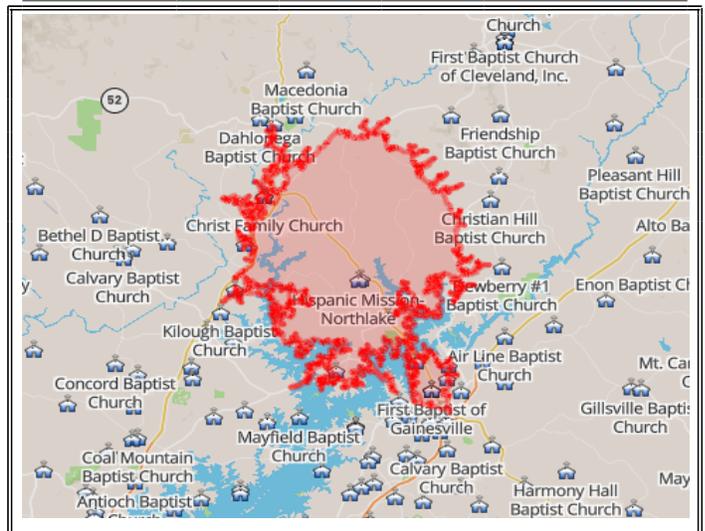
About the American Beliefs Study Reports

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.

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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: Northlake Baptist Church Date of Report: 7/22/2022
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 American Beliefs Study Region: South

Life Concerns

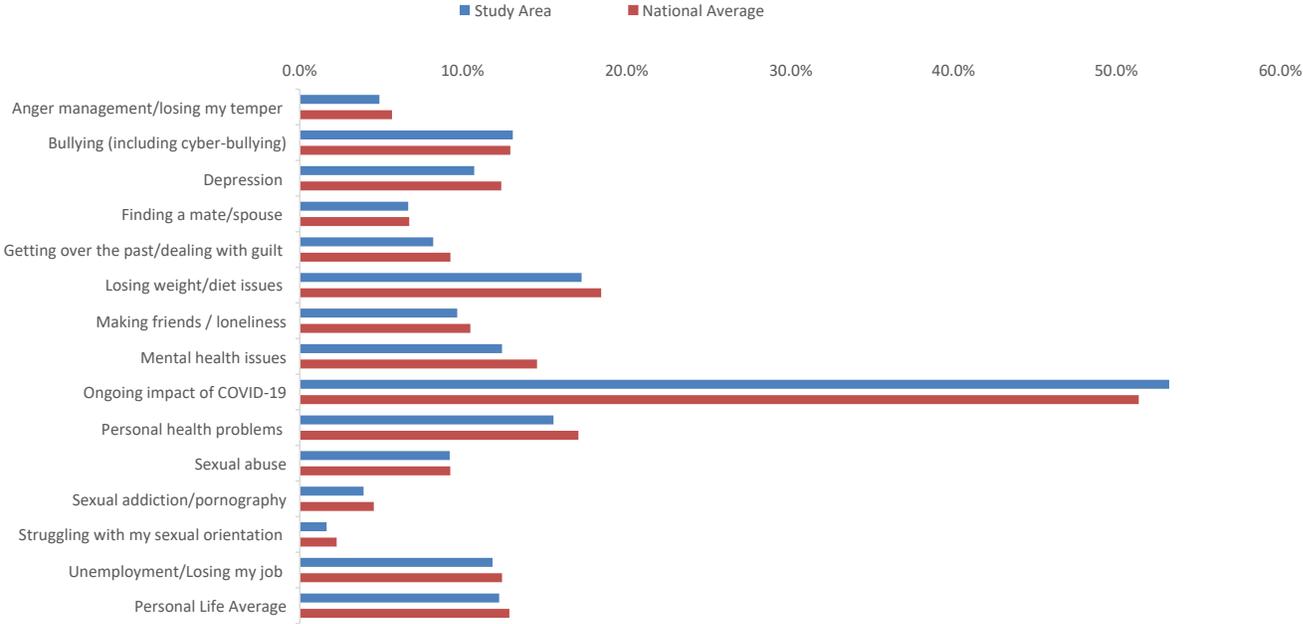
These tables present your study area's projected life concerns. Life concerns are broken into categories around a thematic correspondence, and each category shows the concerns that are more likely to dominate the study area. You can compare these to the national average to gain insight into your study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

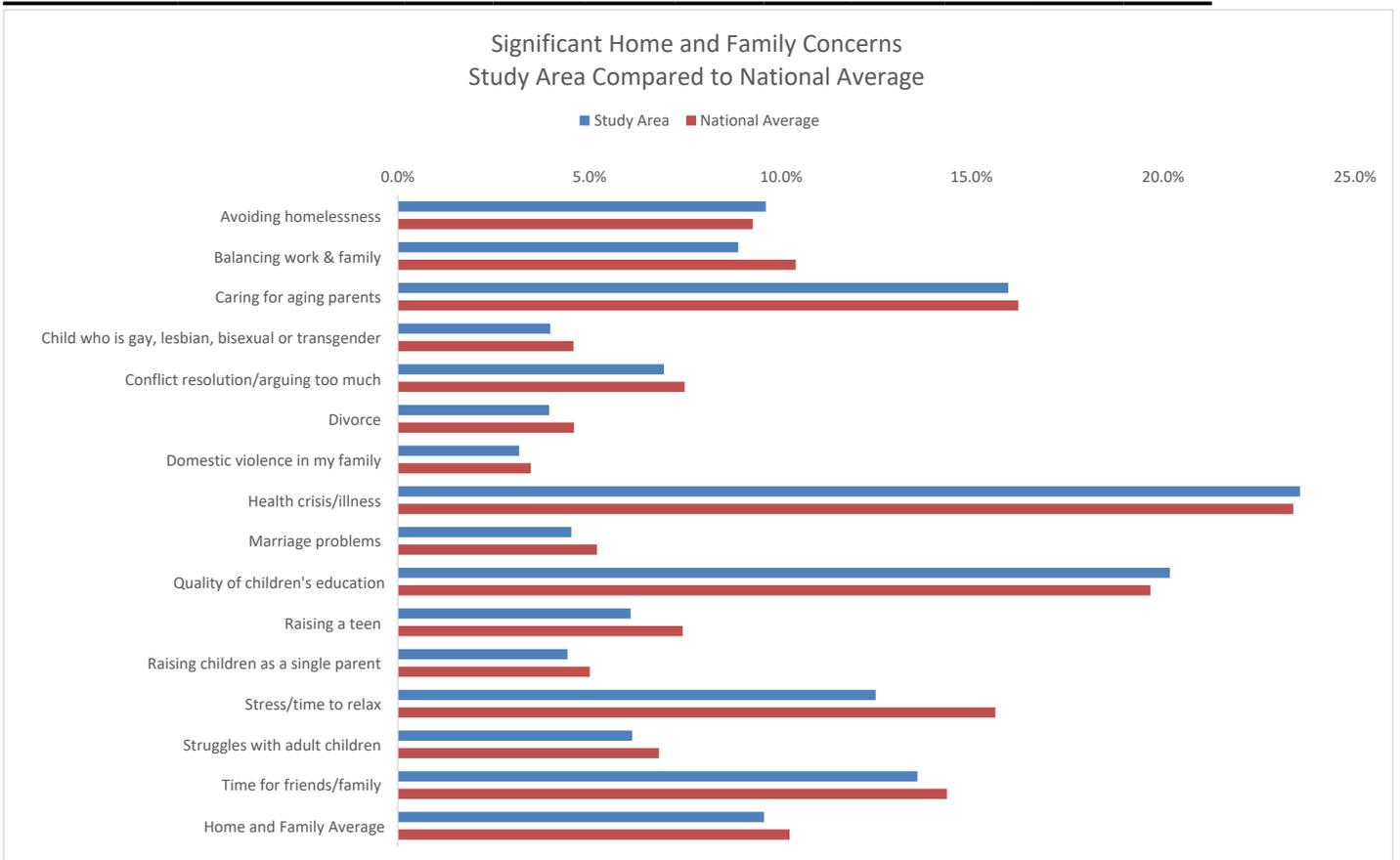
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Alcohol/drug abuse	14.7%	5.1%	15.1%	5.5%	97	94
Anger management/losing my temper	29.2%	4.9%	30.0%	5.6%	97	86
Bullying (including cyber-bullying)	26.4%	13.0%	26.0%	12.9%	101	101
Depression	37.0%	10.7%	35.8%	12.3%	103	87
Finding a mate/spouse	13.7%	6.6%	13.6%	6.7%	100	99
Getting over the past/dealing with guilt	37.7%	8.2%	37.4%	9.2%	101	89
Losing weight/diet issues	46.4%	17.2%	46.4%	18.4%	100	94
Making friends / loneliness	40.5%	9.6%	38.2%	10.4%	106	92
Mental health issues	36.0%	12.4%	33.7%	14.5%	107	85
Ongoing impact of COVID-19	36.4%	53.2%	38.3%	51.3%	95	104
Personal health problems	56.6%	15.5%	54.6%	17.0%	104	91
Sexual abuse	13.6%	9.2%	13.8%	9.2%	98	100
Sexual addiction/pornography	11.3%	3.9%	11.2%	4.5%	101	86
Struggling with my sexual orientation	4.5%	1.6%	5.3%	2.3%	84	73
Unemployment/Losing my job	23.9%	11.8%	23.9%	12.4%	100	95
Personal Life Average	28.5%	12.2%	28.2%	12.8%	101	95

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



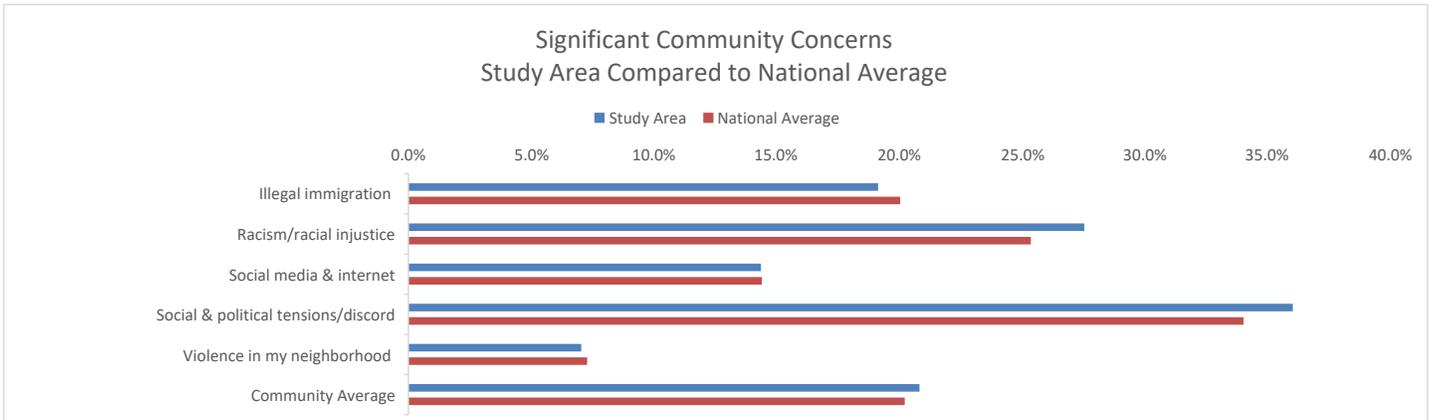
Concerns About Home and Family

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
	Avoiding homelessness	20.2%	9.6%	19.1%		
Balancing work & family	30.2%	8.9%	30.5%	10.4%	99	86
Caring for aging parents	24.1%	15.9%	25.4%	16.2%	95	98
Child who is gay, lesbian, bisexual or transgender	8.9%	4.0%	9.7%	4.6%	92	87
Conflict resolution/arguing too much	30.1%	7.0%	31.2%	7.5%	96	93
Divorce	11.1%	4.0%	11.8%	4.6%	94	86
Domestic violence in my family	7.1%	3.2%	7.8%	3.5%	91	91
Health crisis/illness	49.1%	23.6%	48.9%	23.4%	100	101
Marriage problems	20.2%	4.5%	19.9%	5.2%	102	87
Quality of children's education	24.4%	20.2%	24.0%	19.7%	101	103
Raising a teen	12.9%	6.1%	14.1%	7.4%	92	82
Raising children as a single parent	9.6%	4.4%	9.9%	5.0%	97	88
Stress/time to relax	46.8%	12.5%	46.1%	15.6%	101	80
Struggles with adult children	24.0%	6.1%	24.5%	6.8%	98	90
Time for friends/family	46.7%	13.6%	47.6%	14.3%	98	95
Home and Family Average	24.4%	9.6%	24.7%	10.2%	99	93



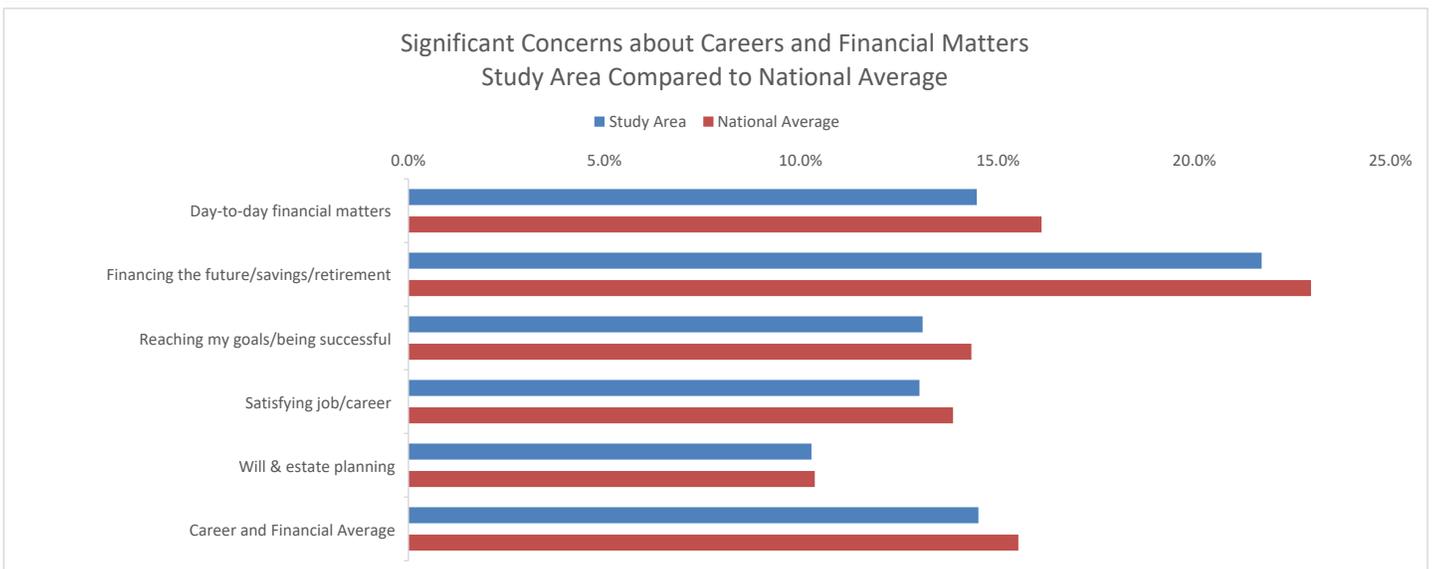
Concerns About Community

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	32.9%	19.1%	29.2%	20.0%	112	96
Racism/racial injustice	35.9%	27.5%	36.4%	25.3%	99	109
Social media & internet	38.1%	14.4%	38.4%	14.4%	99	100
Social & political tensions/discord	41.5%	36.0%	41.2%	34.0%	101	106
Violence in my neighborhood	33.9%	7.0%	30.7%	7.3%	111	97
Community Average	36.5%	20.8%	35.2%	20.2%	104	103



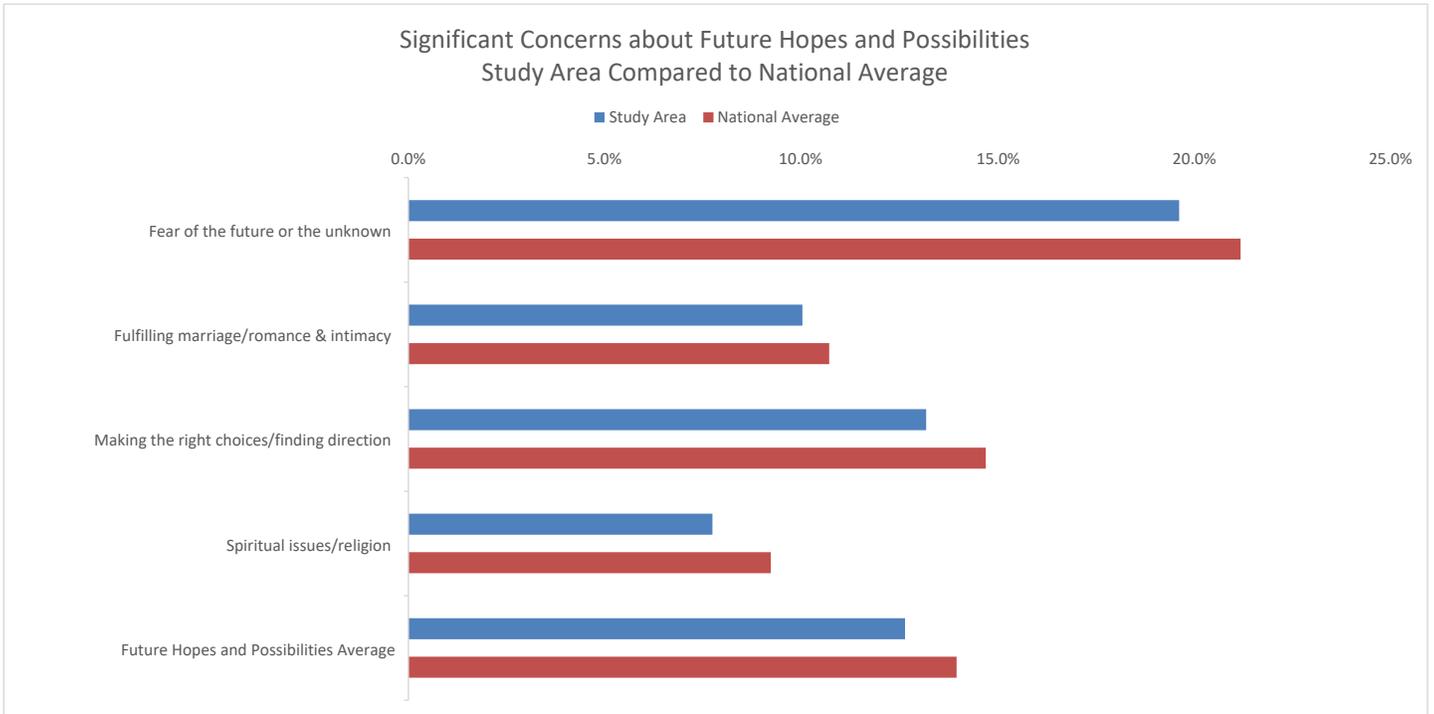
Concerns about Careers and Financial Matters

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	43.6%	14.5%	42.9%	16.1%	102	90
Financing the future/savings/retirement	47.0%	21.7%	46.8%	23.0%	100	95
Reaching my goals/being successful	39.6%	13.1%	40.3%	14.3%	98	91
Satisfying job/career	27.6%	13.0%	29.1%	13.9%	95	94
Will & estate planning	42.3%	10.3%	40.6%	10.3%	104	99
Career and Financial Average	40.0%	14.5%	39.9%	15.5%	100	93



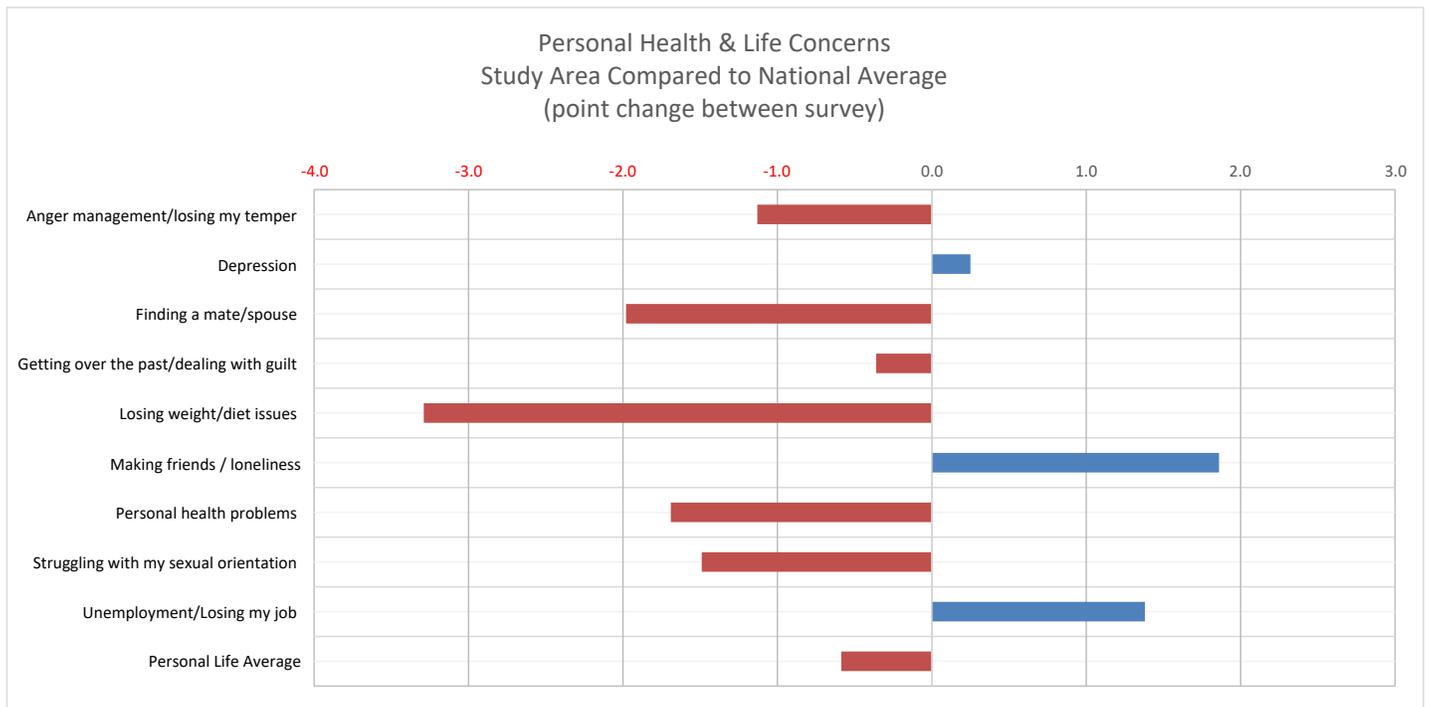
Concerns about Future Hopes and Possibilities

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	50.5%	19.6%	50.5%	21.2%	100	93
Fulfilling marriage/romance & intimacy	33.2%	10.0%	31.3%	10.7%	106	94
Making the right choices/finding direction	44.9%	13.2%	45.2%	14.7%	99	90
Spiritual issues/religion	24.7%	7.7%	27.6%	9.2%	90	84
Future Hopes and Possibilities Average	38.3%	12.6%	38.7%	14.0%	99	91

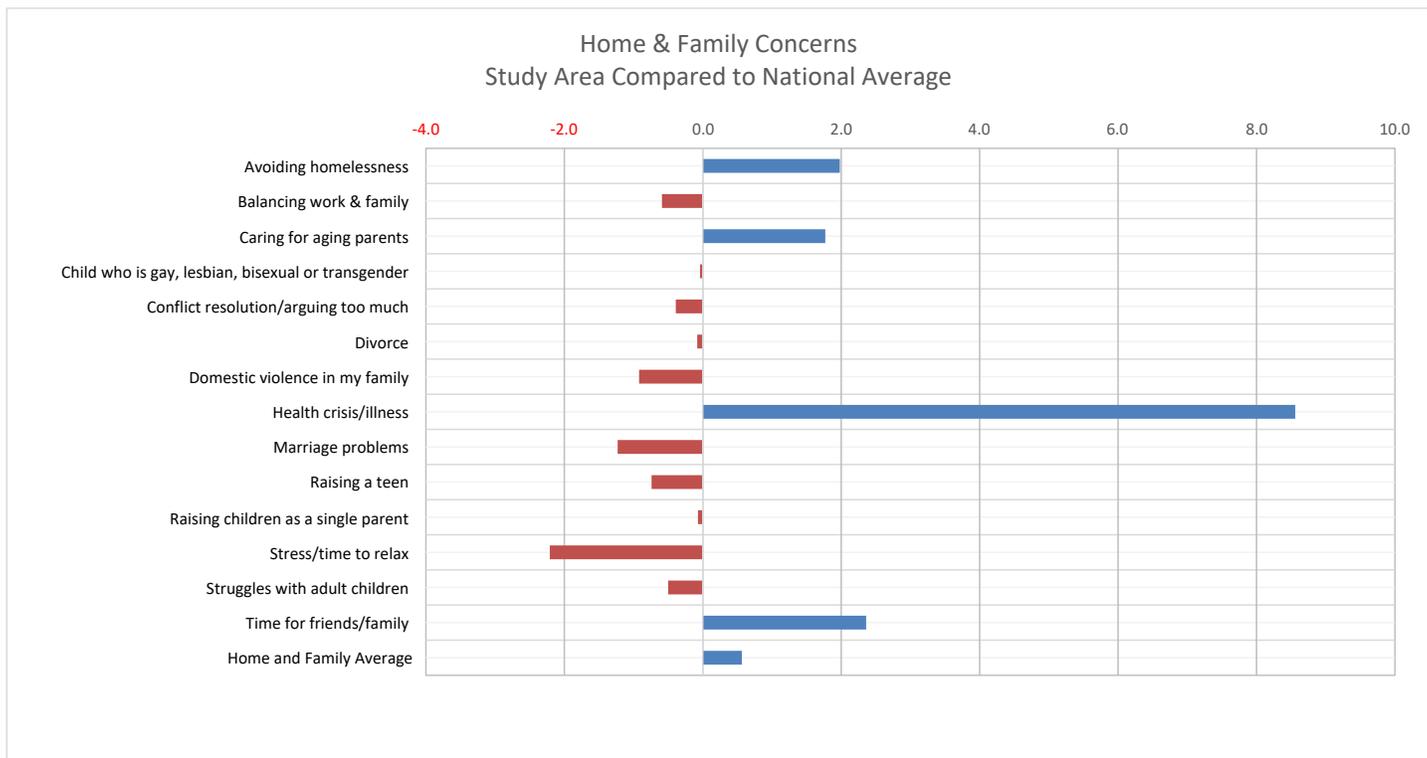


Concerns About Personal Health & Life

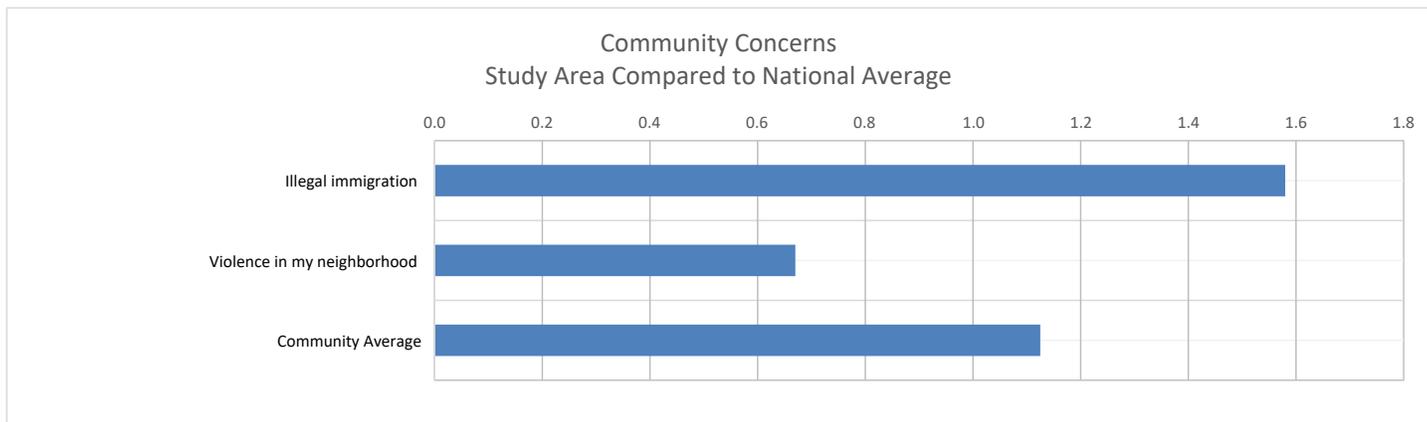
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	4.5%	5.1%	0.6
Anger management/losing my temper	6.0%	4.9%	-1.1
Depression	10.4%	10.7%	0.3
Finding a mate/spouse	8.6%	6.6%	-2.0
Getting over the past/dealing with guilt	8.5%	8.2%	-0.4
Losing weight/diet issues	20.5%	17.2%	-3.3
Making friends / loneliness	7.8%	9.6%	1.9
Personal health problems	17.2%	15.5%	-1.7
Struggling with my sexual orientation	3.1%	1.6%	-1.5
Unemployment/Losing my job	10.4%	11.8%	1.4
Personal Life Average	9.7%	9.1%	-0.6



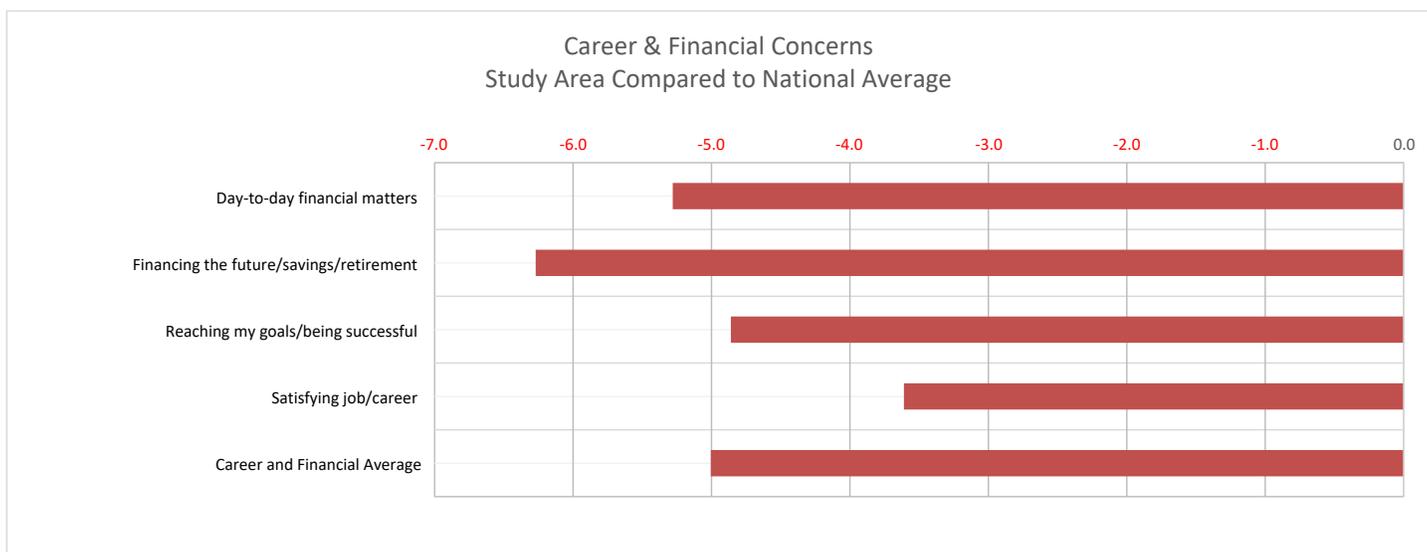
Study Area Comparison between 2017 & 2021	Concerns About Home and Family		
	2017	2021	Point Change Between Surveys
Avoiding homelessness	7.6%	9.6%	2.0
Balancing work & family	9.5%	8.9%	-0.6
Caring for aging parents	14.2%	15.9%	1.8
Child who is gay, lesbian, bisexual or transgender	4.0%	4.0%	-0.0
Conflict resolution/arguing too much	7.3%	7.0%	-0.4
Divorce	4.0%	4.0%	-0.1
Domestic violence in my family	4.1%	3.2%	-0.9
Health crisis/illness	15.0%	23.6%	8.6
Marriage problems	5.8%	4.5%	-1.2
Raising a teen	6.8%	6.1%	-0.7
Raising children as a single parent	4.5%	4.4%	-0.1
Stress/time to relax	14.7%	12.5%	-2.2
Struggles with adult children	6.6%	6.1%	-0.5
Time for friends/family	11.2%	13.6%	2.4
Home and Family Average	8.2%	8.8%	0.6



Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	17.6%	19.1%	1.6
Violence in my neighborhood	6.4%	7.0%	0.7
Community Average	12.0%	13.1%	1.1



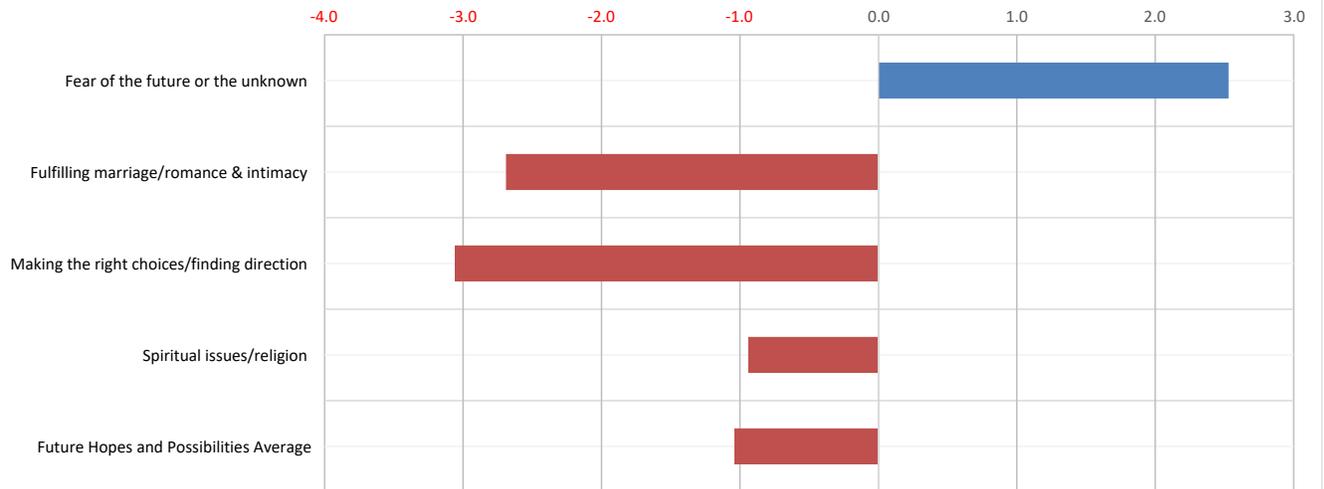
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	19.8%	14.5%	-5.3
Financing the future/savings/retirement	28.0%	21.7%	-6.3
Reaching my goals/being successful	18.0%	13.1%	-4.9
Satisfying job/career	16.6%	13.0%	-3.6
Career and Financial Average	20.6%	15.6%	-5.0



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	17.1%	19.6%	2.5
Fulfilling marriage/romance & intimacy	12.7%	10.0%	-2.7
Making the right choices/finding direction	16.2%	13.2%	-3.1
Spiritual issues/religion	8.7%	7.7%	-0.9
Future Hopes and Possibilities Average	13.7%	12.6%	-1.0

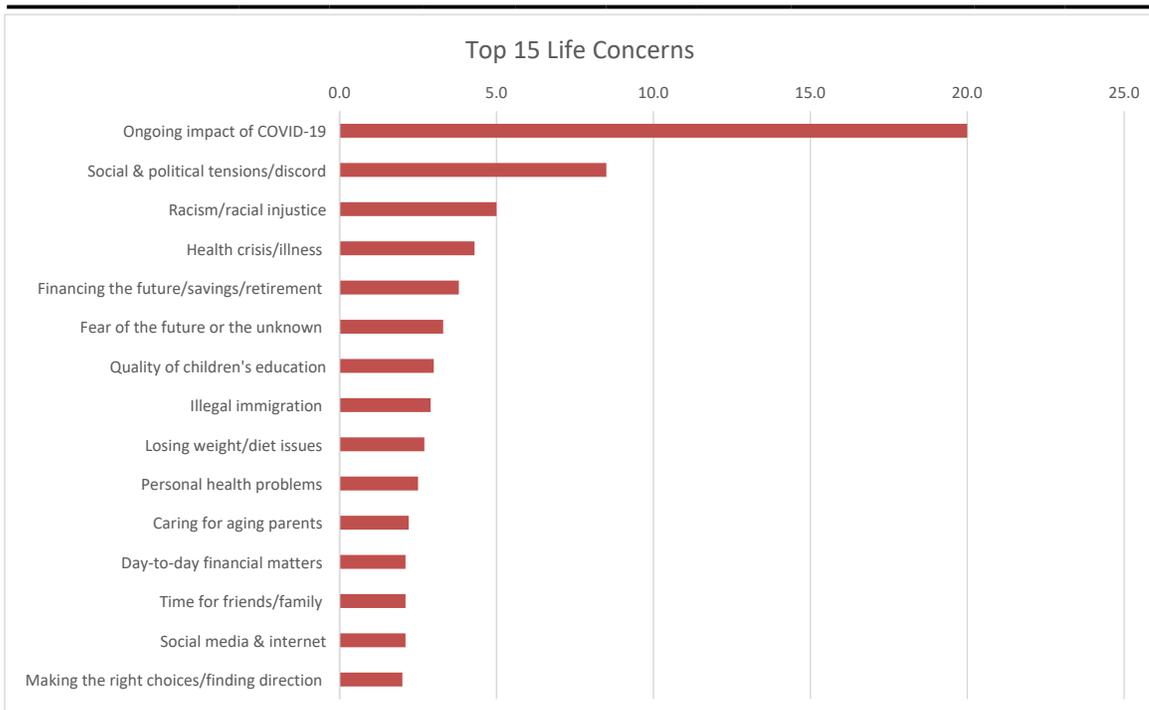
Future Hopes & Possibilities Concerns
Study Area Compared to National Average



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	20.0	Extremely Strong Concern
	2	Social & political tensions/discord	8.5	Extremely Strong Concern
	3	Racism/racial injustice	5.0	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	3.3	Strong Concern
	7	Quality of children's education	3.0	Strong Concern
	8	Illegal immigration	2.9	Strong Concern
	9	Losing weight/diet issues	2.7	Strong Concern
	10	Personal health problems	2.5	Strong Concern
	11	Caring for aging parents	2.2	Strong Concern
	12	Day-to-day financial matters	2.1	Strong Concern
	13	Time for friends/family	2.1	Strong Concern
	14	Social media & internet	2.1	Strong Concern
	15	Making the right choices/finding direction	2.0	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.

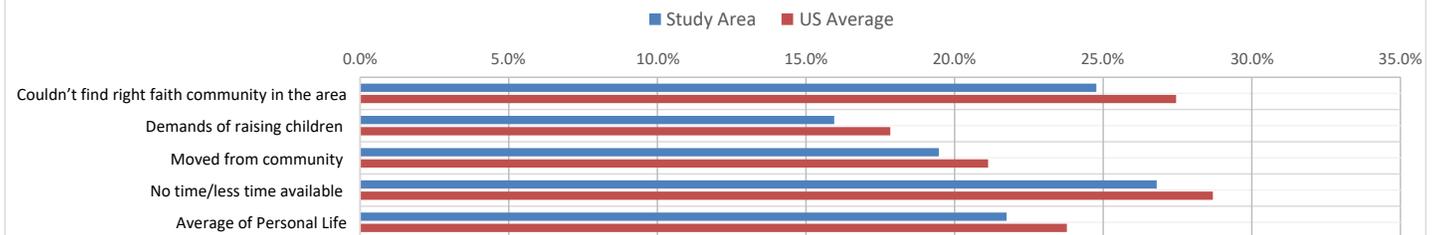
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

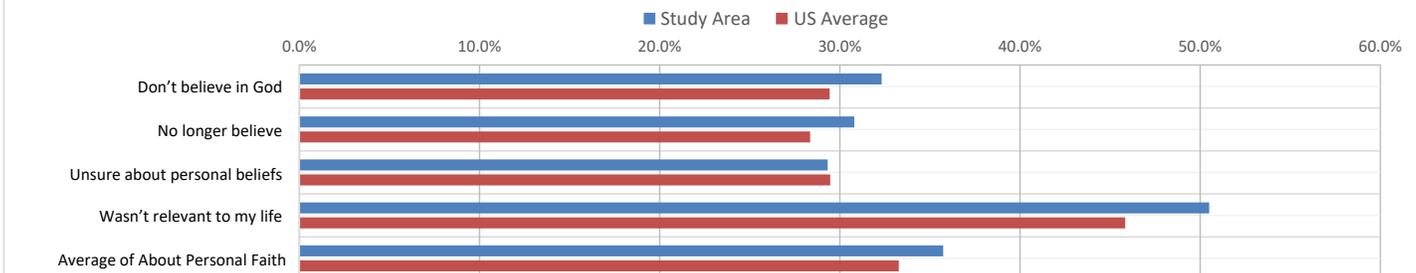
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	24.8%	27.5%	90
Demands of raising children	16.0%	17.8%	89
Moved from community	19.5%	21.1%	92
No time/less time available	26.8%	28.7%	93
Average of Personal Life	21.7%	23.8%	91

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



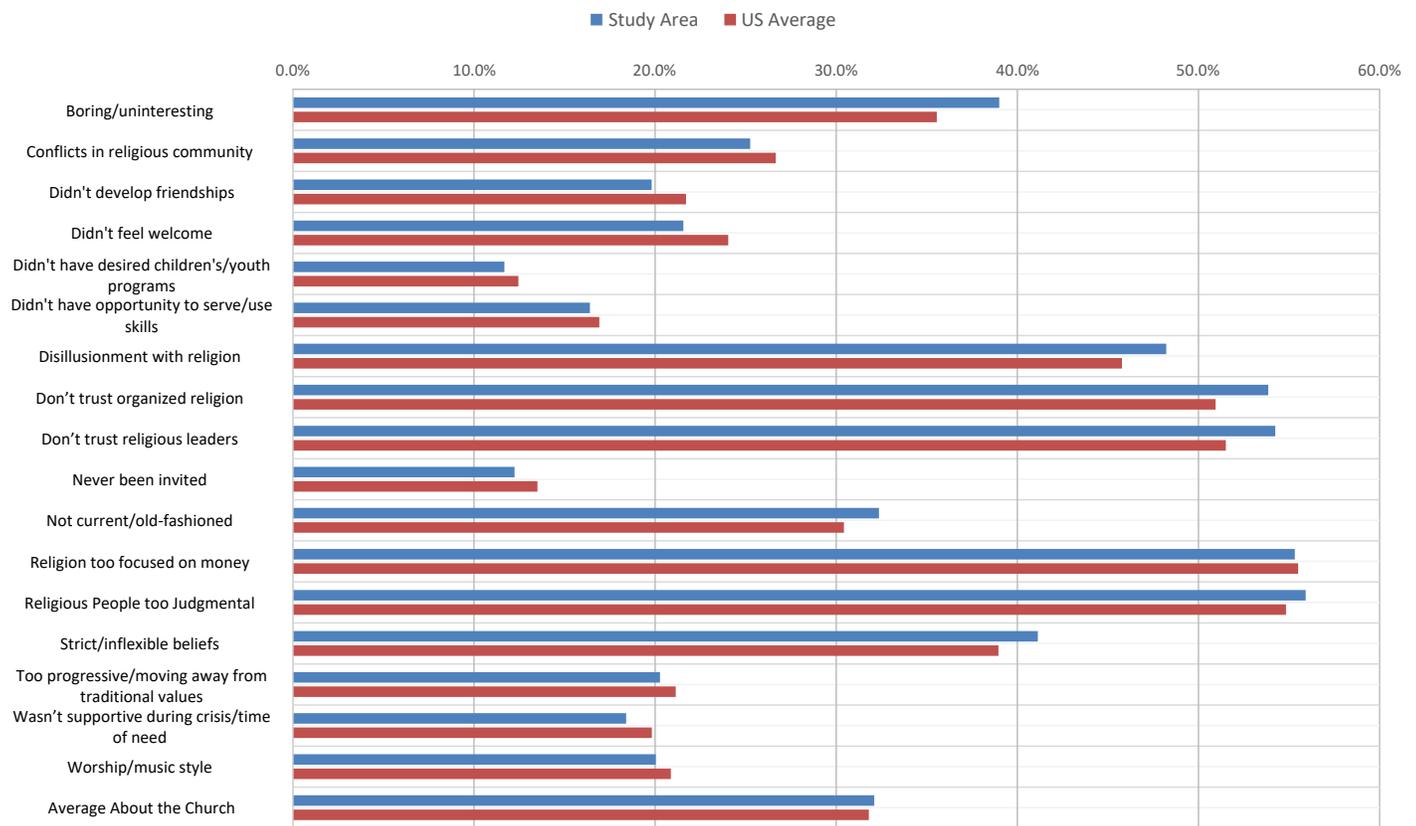
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	32.3%	29.4%	110
No longer believe	30.8%	28.4%	109
Unsure about personal beliefs	29.3%	29.5%	100
Wasn't relevant to my life	50.5%	45.8%	110
Average of About Personal Faith	35.7%	33.3%	107

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	39.0%	35.6%	110
Conflicts in religious community	25.3%	26.7%	95
Didn't develop friendships	19.8%	21.7%	91
Didn't feel welcome	21.6%	24.0%	90
Didn't have desired children's/youth programs	11.7%	12.5%	94
Didn't have opportunity to serve/use skills	16.4%	16.9%	97
Disillusionment with religion	48.2%	45.8%	105
Don't trust organized religion	53.9%	50.9%	106
Don't trust religious leaders	54.2%	51.5%	105
Never been invited	12.2%	13.5%	91
Not current/old-fashioned	32.4%	30.4%	106
Religion too focused on money	55.3%	55.5%	100
Religious People too Judgmental	55.9%	54.8%	102
Strict/inflexible beliefs	41.1%	39.0%	106
Too progressive/moving away from traditional values	20.3%	21.1%	96
Wasn't supportive during crisis/time of need	18.4%	19.8%	93
Worship/music style	20.0%	20.9%	96
Average About the Church	32.1%	31.8%	101

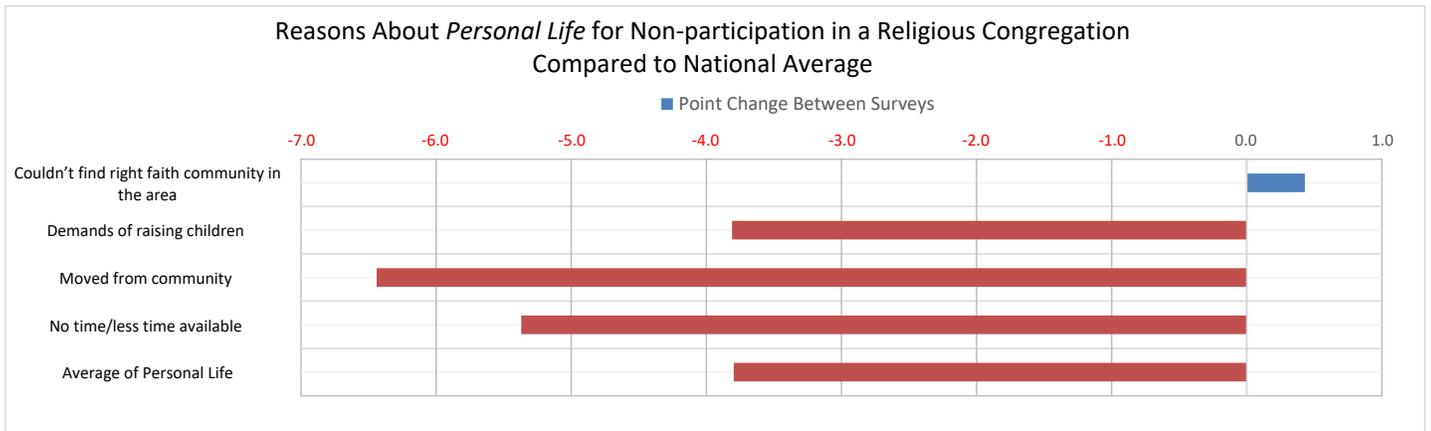
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



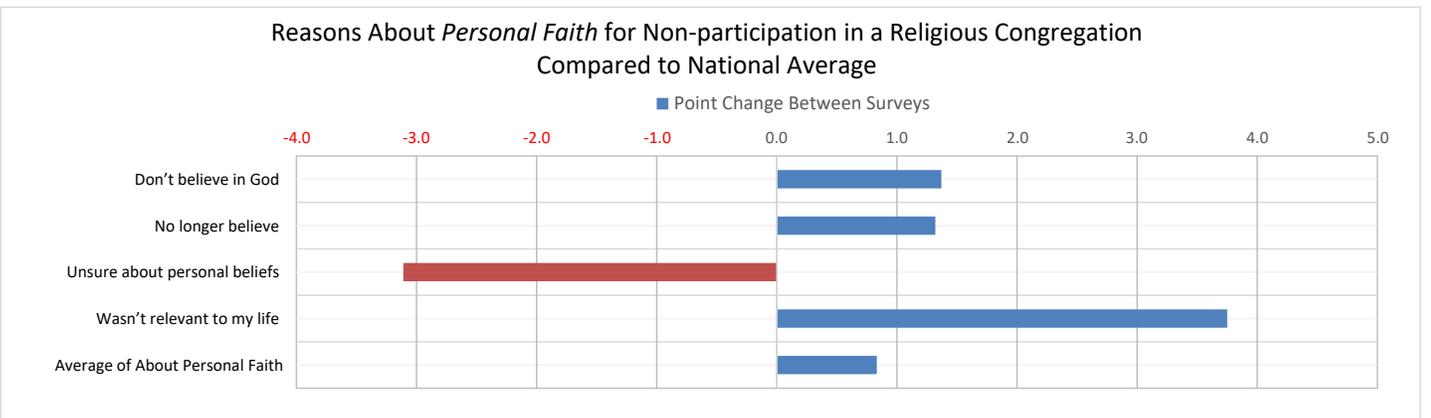
From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	24.3%	24.8%	0.4
Demands of raising children	19.8%	16.0%	-3.8
Moved from community	25.9%	19.5%	-6.4
No time/less time available	32.2%	26.8%	-5.4
Average of Personal Life	25.5%	21.7%	-3.8



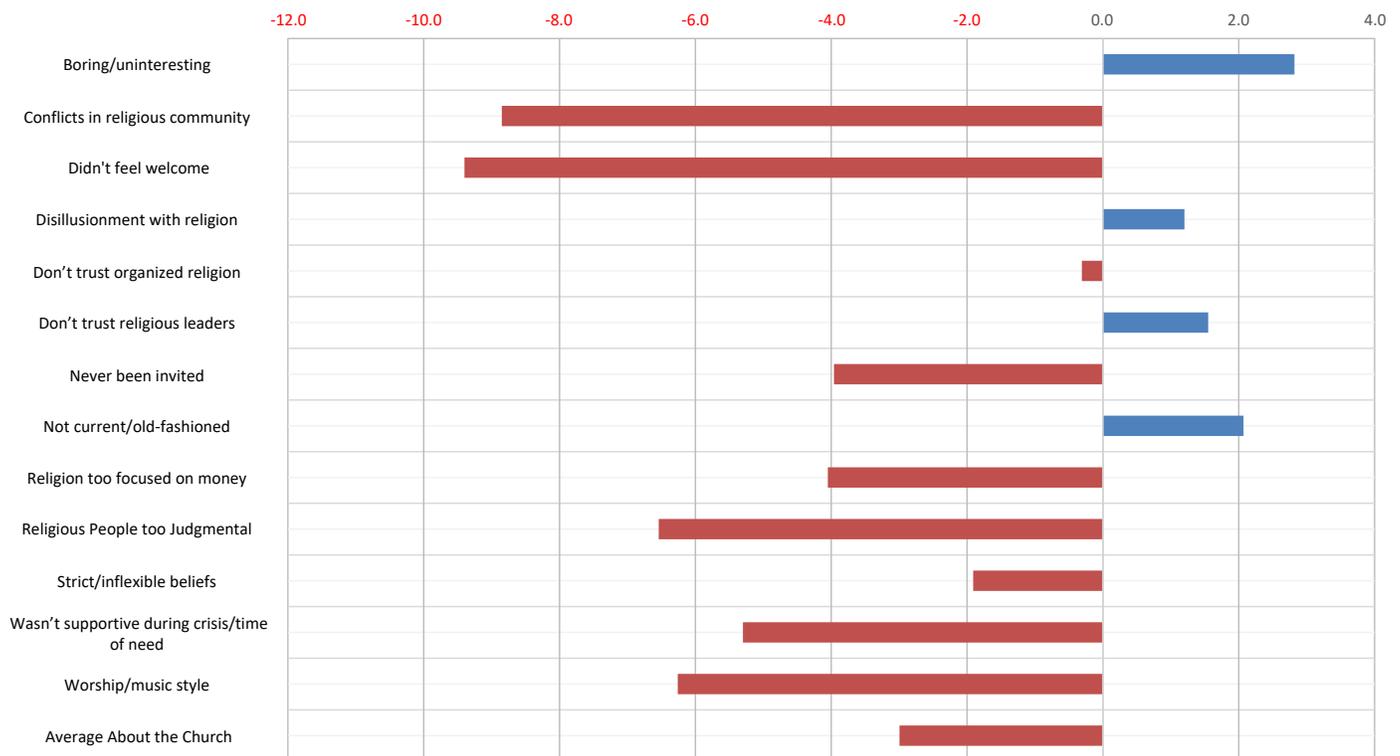
About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	31.0%	32.3%	1.4
No longer believe	29.5%	30.8%	1.3
Unsure about personal beliefs	32.4%	29.3%	-3.1
Wasn't relevant to my life	46.8%	50.5%	3.8
Average of About Personal Faith	34.9%	35.7%	0.8



About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	36.2%	39.0%	2.8
Conflicts in religious community	34.1%	25.3%	-8.9
Didn't feel welcome	31.0%	21.6%	-9.4
Disillusionment with religion	47.0%	48.2%	1.2
Don't trust organized religion	54.2%	53.9%	-0.3
Don't trust religious leaders	52.7%	54.2%	1.6
Never been invited	16.2%	12.2%	-4.0
Not current/old-fashioned	30.3%	32.4%	2.1
Religion too focused on money	59.4%	55.3%	-4.1
Religious People too Judgmental	62.5%	55.9%	-6.5
Strict/inflexible beliefs	43.0%	41.1%	-1.9
Wasn't supportive during crisis/time of need	23.7%	18.4%	-5.3
Worship/music style	26.3%	20.0%	-6.3
Average About the Church	39.7%	36.7%	-3.0

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

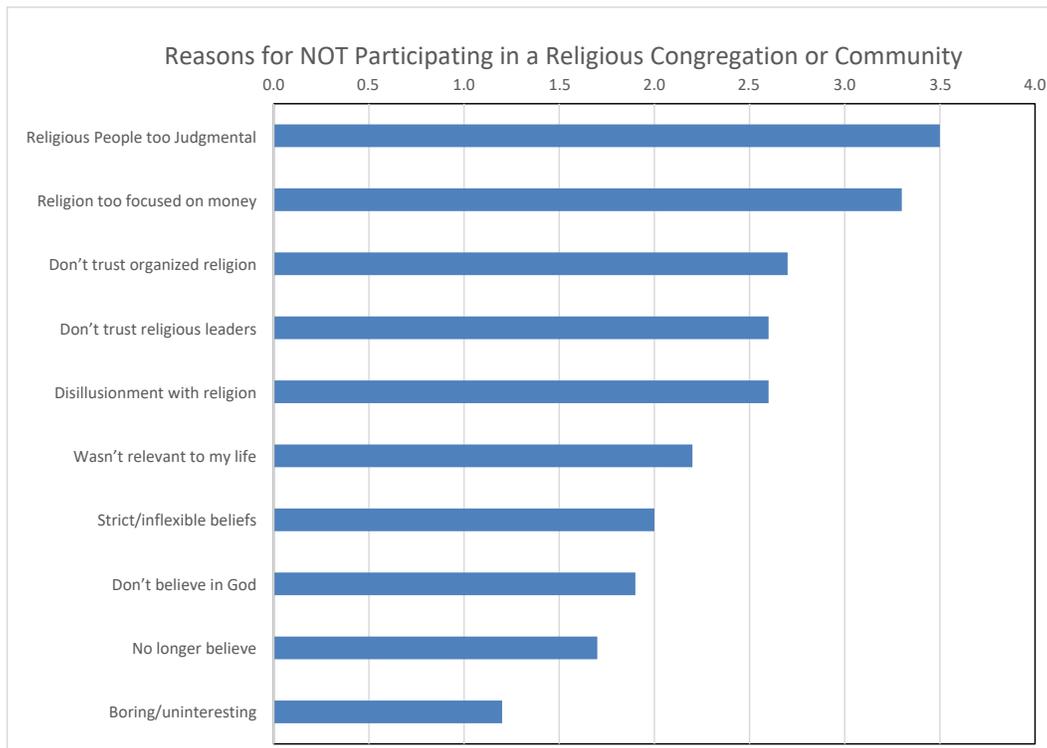
■ Point Change Between Surveys



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	3.5	Strong Reason
2	Religion too focused on money	3.3	Strong Reason
3	Don't trust organized religion	2.7	Strong Reason
4	Don't trust religious leaders	2.6	Strong Reason
5	Disillusionment with religion	2.6	Strong Reason
6	Wasn't relevant to my life	2.2	Strong Reason
7	Strict/inflexible beliefs	2.0	Strong Reason
8	Don't believe in God	1.9	Somewhat Strong Reason
9	No longer believe	1.7	Somewhat Strong Reason
10	Boring/uninteresting	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

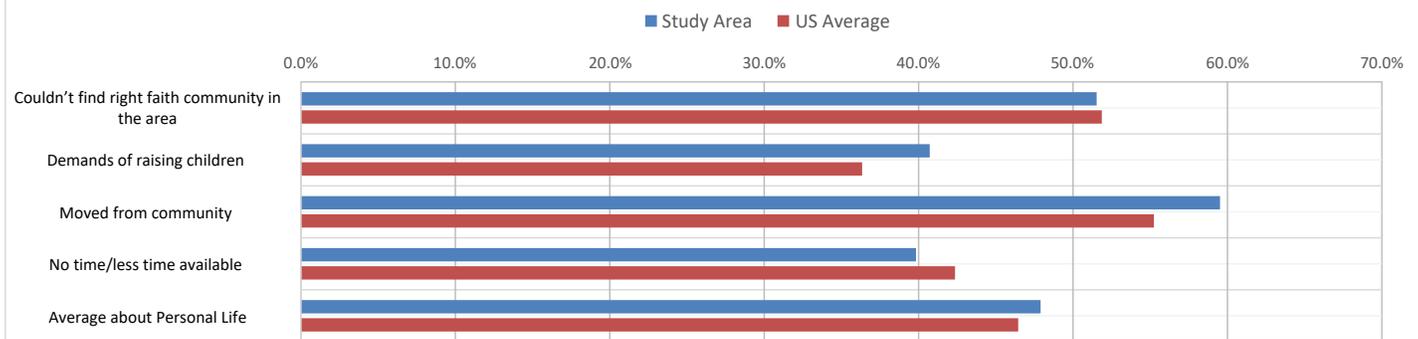
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

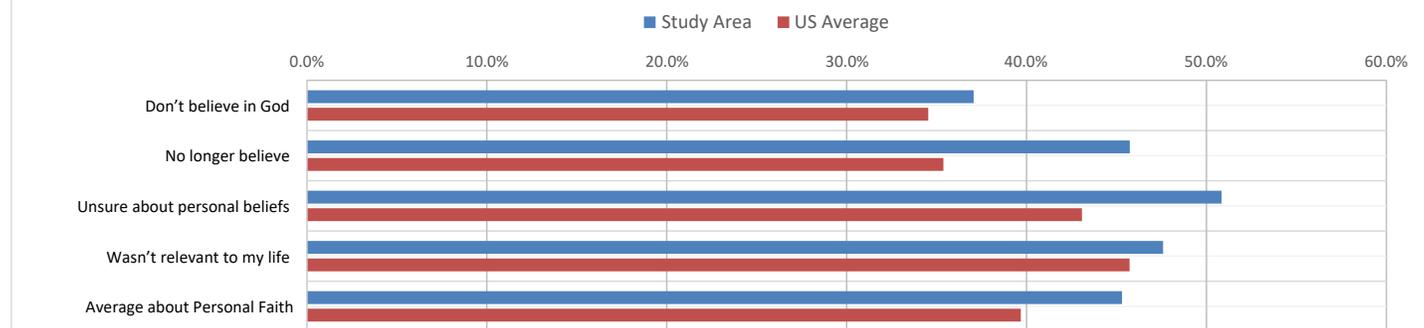
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	51.5%	51.9%	99
Demands of raising children	40.7%	36.3%	112
Moved from community	59.5%	55.2%	108
No time/less time available	39.8%	42.4%	94
Average about Personal Life	47.9%	46.5%	103

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



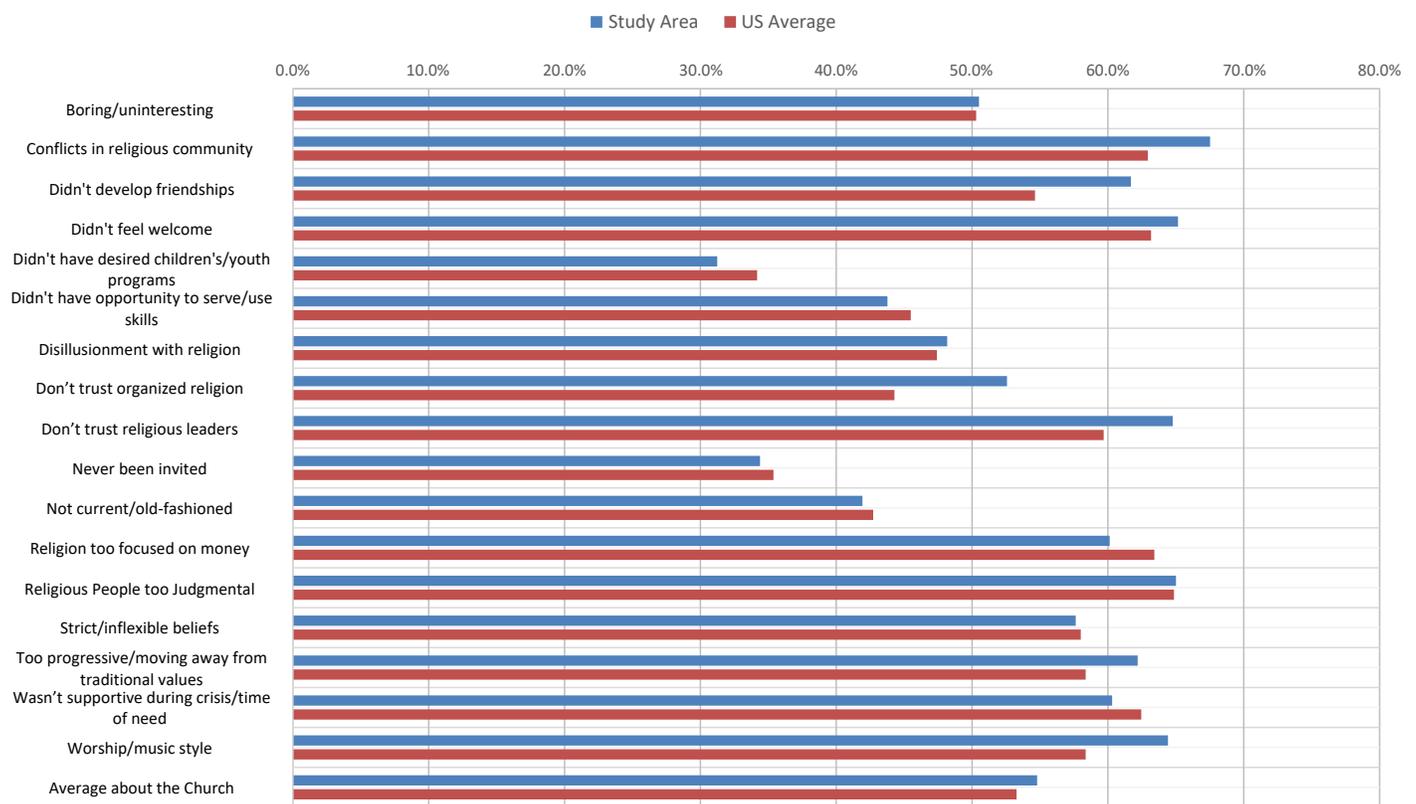
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	37.1%	34.5%	107
No longer believe	45.7%	35.4%	129
Unsure about personal beliefs	50.8%	43.1%	118
Wasn't relevant to my life	47.6%	45.7%	104
Average about Personal Faith	45.3%	39.7%	114

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	50.5%	50.3%	100
Conflicts in religious community	67.5%	62.9%	107
Didn't develop friendships	61.7%	54.6%	113
Didn't feel welcome	65.2%	63.2%	103
Didn't have desired children's/youth programs	31.2%	34.2%	91
Didn't have opportunity to serve/use skills	43.8%	45.5%	96
Disillusionment with religion	48.2%	47.4%	102
Don't trust organized religion	52.6%	44.3%	119
Don't trust religious leaders	64.8%	59.7%	109
Never been invited	34.4%	35.4%	97
Not current/old-fashioned	41.9%	42.7%	98
Religion too focused on money	60.1%	63.4%	95
Religious People too Judgmental	65.0%	64.9%	100
Strict/inflexible beliefs	57.6%	58.0%	99
Too progressive/moving away from traditional values	62.2%	58.4%	107
Wasn't supportive during crisis/time of need	60.3%	62.5%	97
Worship/music style	64.4%	58.4%	110
Average about the Church	54.8%	53.3%	103

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

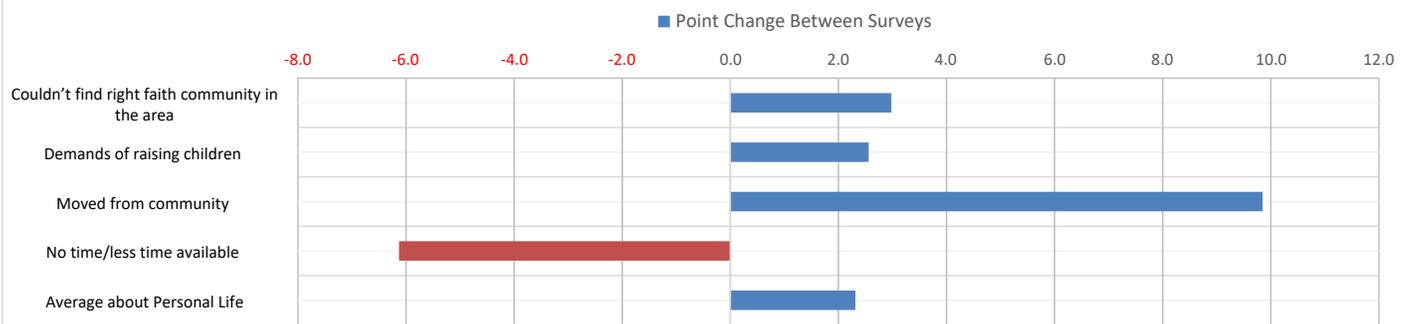


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

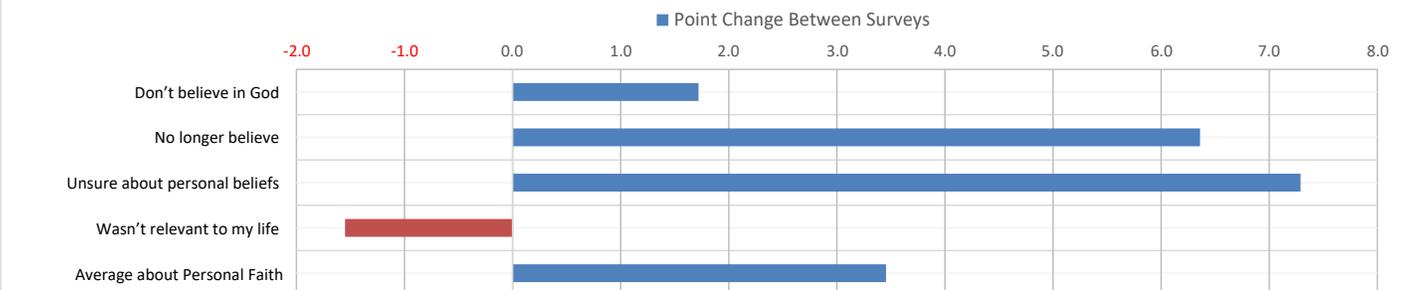
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	48.6%	51.5%	3.0
Demands of raising children	38.2%	40.7%	2.6
Moved from community	49.7%	59.5%	9.8
No time/less time available	46.0%	39.8%	-6.1
Average about Personal Life	45.6%	47.9%	2.3

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

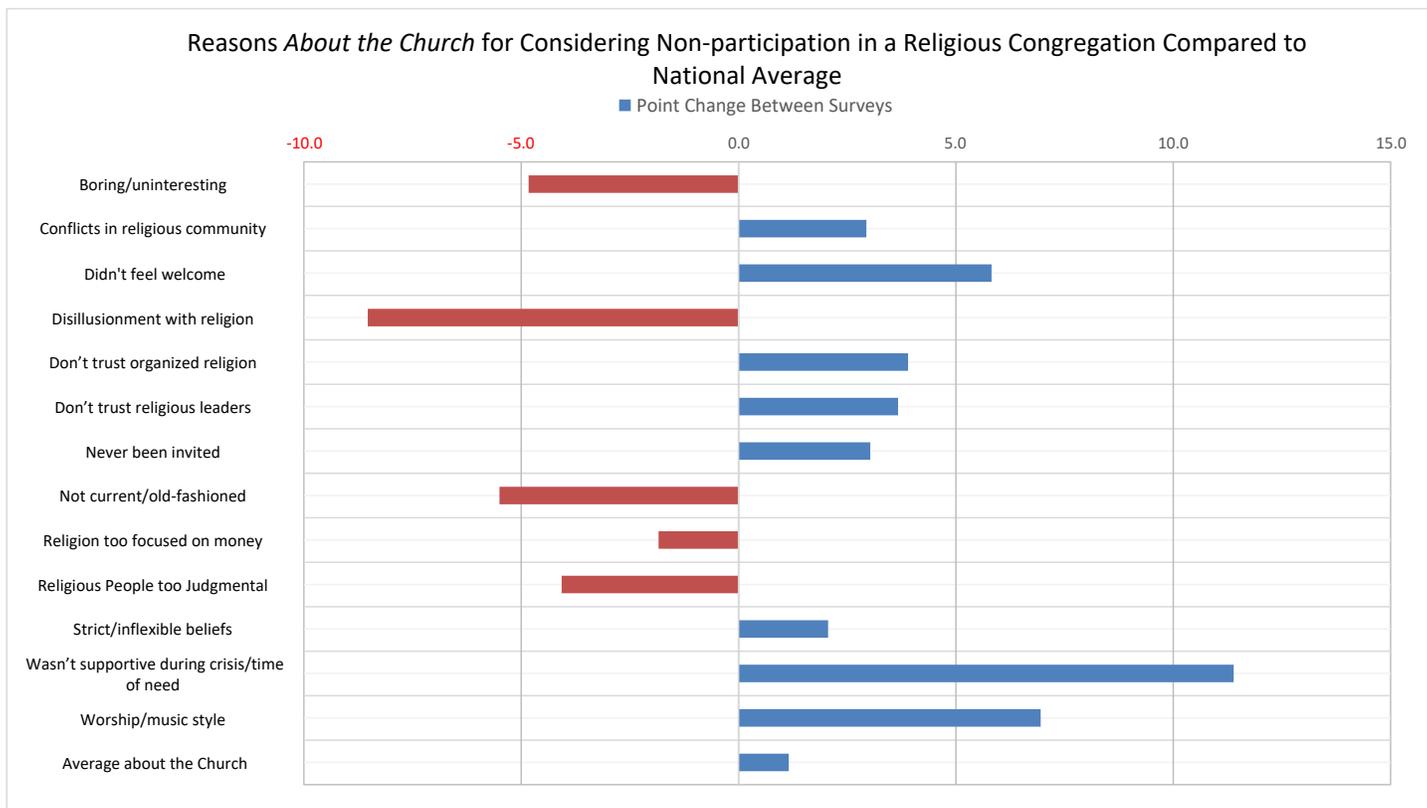


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	35.3%	37.1%	1.7
No longer believe	39.4%	45.7%	6.4
Unsure about personal beliefs	43.6%	50.8%	7.3
Wasn't relevant to my life	49.1%	47.6%	-1.6
Average about Personal Faith	41.9%	45.3%	3.5

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

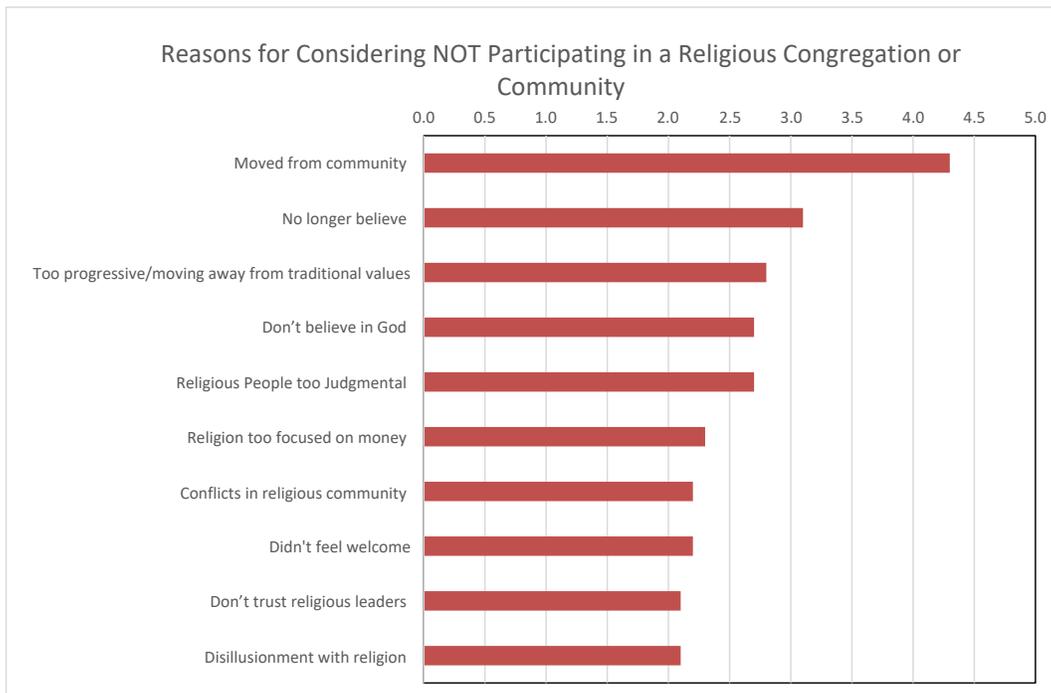


About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	55.3%	50.5%	-4.8
Conflicts in religious community	64.6%	67.5%	2.9
Didn't feel welcome	59.3%	65.2%	5.8
Disillusionment with religion	56.7%	48.2%	-8.5
Don't trust organized religion	48.7%	52.6%	3.9
Don't trust religious leaders	61.1%	64.8%	3.7
Never been invited	31.4%	34.4%	3.0
Not current/old-fashioned	47.4%	41.9%	-5.5
Religion too focused on money	62.0%	60.1%	-1.8
Religious People too Judgmental	69.1%	65.0%	-4.1
Strict/inflexible beliefs	55.6%	57.6%	2.1
Wasn't supportive during crisis/time of need	48.9%	60.3%	11.4
Worship/music style	57.5%	64.4%	7.0
Average about the Church	55.2%	56.3%	1.2



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

Ranking	Concern	Ratio	Strength
1	Moved from community	4.3	Very Strong Reason
2	No longer believe	3.1	Strong Reason
3	Too progressive/moving away from traditional values	2.8	Strong Reason
4	Don't believe in God	2.7	Strong Reason
5	Religious People too Judgmental	2.7	Strong Reason
6	Religion too focused on money	2.3	Strong Reason
7	Conflicts in religious community	2.2	Strong Reason
8	Didn't feel welcome	2.2	Strong Reason
9	Don't trust religious leaders	2.1	Strong Reason
10	Disillusionment with religion	2.1	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	53.6%	33.1%	0.6	51.1%	35.3%	105	94
Health/weight loss programs	57.3%	30.4%	0.5	55.1%	32.1%	104	95
Membership and leadership training	48.9%	38.1%	0.8	45.9%	41.1%	107	93
Opportunities to develop personal relationships	26.8%	63.6%	2.4	24.5%	65.8%	109	97
Practical training seminars (money management, computer skills, etc.)	47.3%	40.9%	0.9	45.4%	42.4%	104	96
Personal Growth	46.8%	41.2%	0.9	44.4%	43.3%	105	95
Family Support and Intervention Services							
Daycare/After-School Programs	61.1%	24.1%	0.4	59.0%	26.6%	104	91
Crisis support groups	40.6%	47.9%	1.2	37.0%	50.8%	109	94
Family oriented activities	38.3%	51.1%	1.3	33.4%	56.6%	115	90
Marriage enrichment	48.8%	38.3%	0.8	45.2%	41.8%	108	92
Parenting development	56.2%	30.4%	0.5	53.2%	33.0%	106	92
Personal/family counseling	42.5%	46.2%	1.1	40.6%	47.8%	105	97
Family Support and Intervention Services	47.9%	39.7%	0.8	44.7%	42.8%	107	93
Community Involvement and Advocacy Programs							
Adult social activities	29.5%	61.2%	2.1	26.1%	64.3%	113	95
Involvement in social causes	31.3%	58.3%	1.9	30.0%	58.9%	104	99
Mission trips and global outreach	51.7%	33.6%	0.6	47.7%	38.5%	108	87
Opportunities for volunteering in the community	27.8%	62.1%	2.2	25.9%	64.1%	107	97
Social justice advocacy work	38.5%	48.8%	1.3	38.5%	48.4%	100	101
Community Involvement and Advocacy Programs	35.8%	52.8%	1.5	33.6%	54.8%	106	96

Community Activities or Cultural Programs	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	37.9%	51.9%	1.4	36.4%	52.7%	104	98
Holiday programs/activities	29.6%	61.1%	2.1	25.0%	65.4%	118	93
Seniors/retiree activities	33.3%	56.8%	1.7	30.6%	58.7%	109	97
Singles or college-age groups	57.1%	28.9%	0.5	53.9%	31.9%	106	91
Size of church congregation	46.5%	42.5%	0.9	41.8%	47.6%	111	89
Small groups (i.e., life groups, personal interest groups)	34.7%	54.7%	1.6	31.8%	57.4%	109	95
Youth social activities	51.6%	36.0%	0.7	47.9%	39.7%	108	91
Community Activities or Cultural Programs	41.5%	47.4%	1.1	38.2%	50.5%	109	94
Religious/Spiritual Programs	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	47.4%	40.9%	0.9	41.5%	47.2%	114	87
Celebration of sacraments	40.6%	46.3%	1.1	32.8%	53.5%	124	86
Contemporary worship experiences	38.7%	48.1%	1.2	35.9%	51.3%	108	94
Online or virtual worship experiences	44.8%	42.4%	0.9	40.0%	47.9%	112	88
Quality sermons	27.1%	62.7%	2.3	20.7%	69.6%	131	90
Religious education for children	48.1%	38.9%	0.8	42.8%	44.6%	112	87
Spiritual discussion groups	42.2%	46.1%	1.1	38.1%	50.1%	111	92
Traditional worship experiences	33.8%	55.6%	1.6	26.7%	63.4%	126	88
Warm and friendly encounters	16.1%	75.9%	4.7	12.3%	79.9%	130	95
Religious/Spiritual Programs	37.6%	50.8%	1.3	32.3%	56.4%	116	90

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..

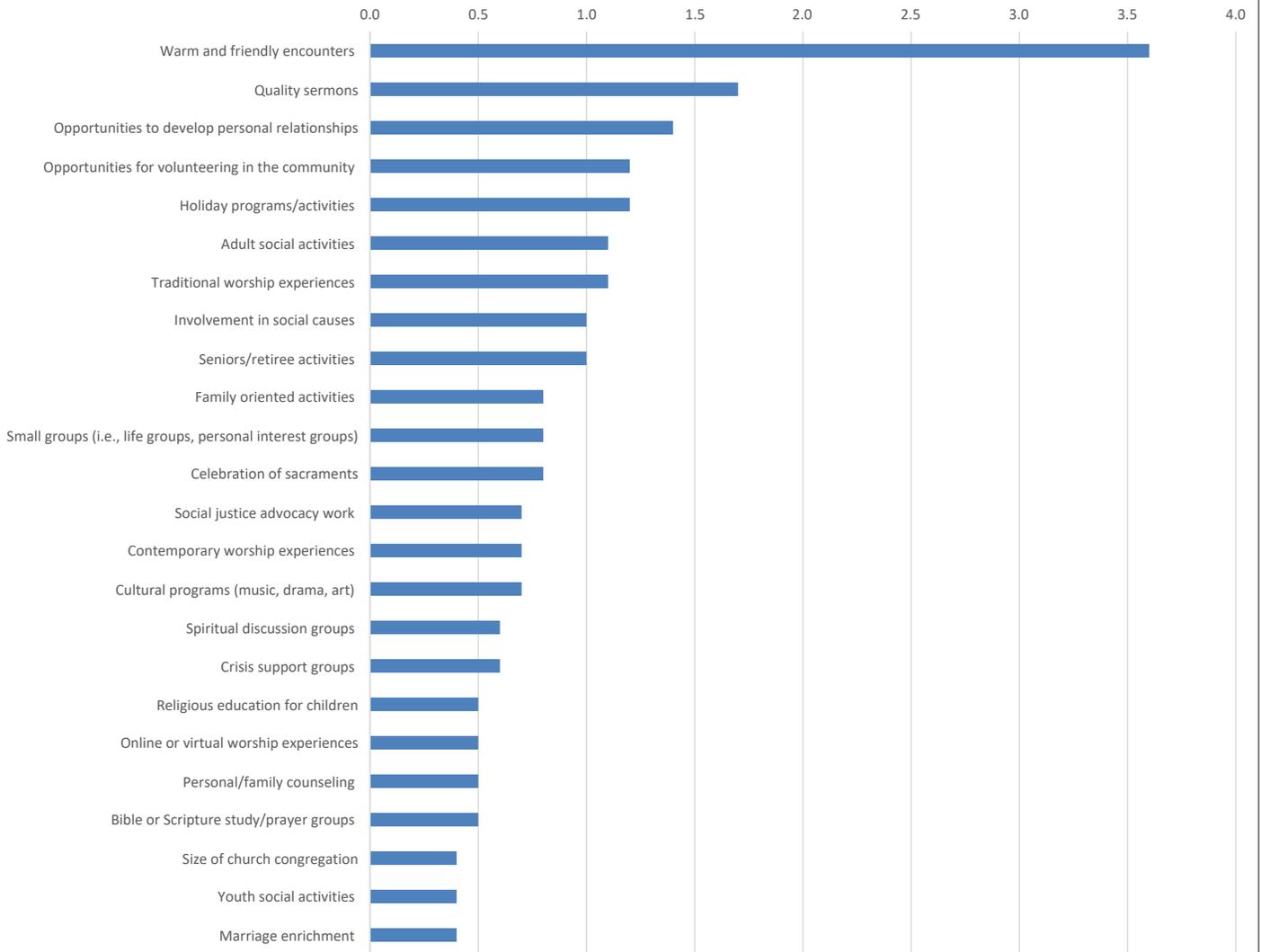
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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	3.6	Strong Preference
	2	Quality sermons	1.7	Somewhat Strong Preference
	3	Opportunities to develop personal relationships	1.4	Somewhat Strong Preference
	4	Opportunities for volunteering in the community	1.2	Moderate Preference
	5	Holiday programs/activities	1.2	Moderate Preference
	6	Adult social activities	1.1	Moderate Preference
	7	Traditional worship experiences	1.1	Moderate Preference
	8	Involvement in social causes	1.0	Moderate Preference
	9	Seniors/retiree activities	1.0	Moderate Preference
	10	Family oriented activities	0.8	Somewhat Minimal Preference
	11	Small groups (i.e., life groups, personal interest groups)	0.8	Somewhat Minimal Preference
	12	Celebration of sacraments	0.8	Somewhat Minimal Preference
	13	Social justice advocacy work	0.7	Somewhat Minimal Preference
	14	Contemporary worship experiences	0.7	Somewhat Minimal Preference
	15	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	16	Spiritual discussion groups	0.6	Somewhat Minimal Preference
	17	Crisis support groups	0.6	Somewhat Minimal Preference
	18	Religious education for children	0.5	Minimal Preference
	19	Online or virtual worship experiences	0.5	Minimal Preference
	20	Personal/family counseling	0.5	Minimal Preference
	21	Bible or Scripture study/prayer groups	0.5	Minimal Preference
	22	Size of church congregation	0.4	Minimal Preference
	23	Youth social activities	0.4	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.

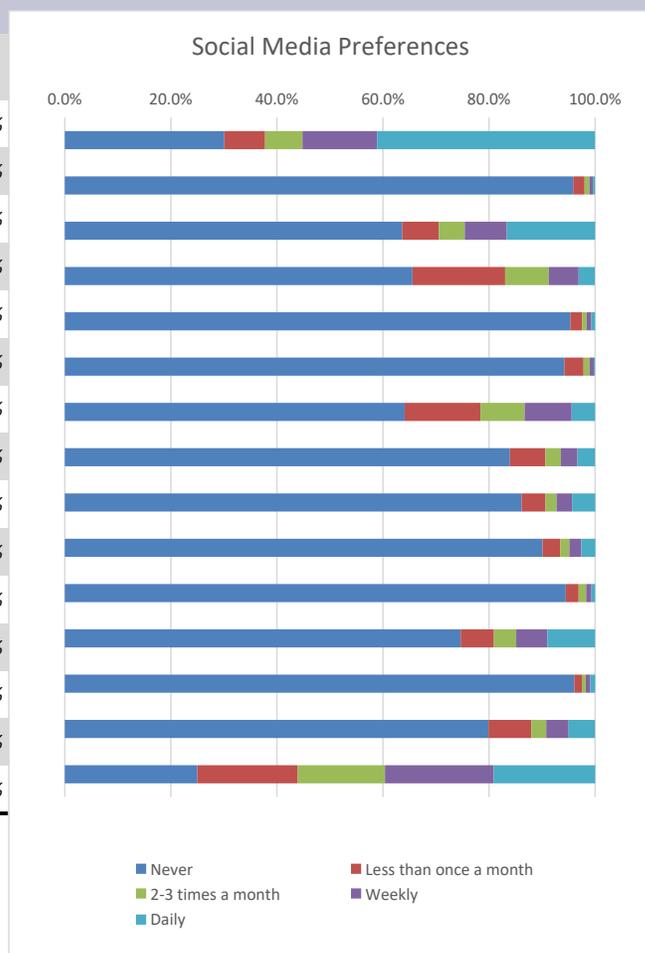
To help people sort through this mass of media options, the study asked respondents to indicate their preferences in a series of "forced pairs". The data reveals which sources of information this area prefers, so you can identify the best channels for reaching the intended audience.

Study Area Detail	Media Preferences: Forced Pairs					
	Prefer this	Media Category	OR		Media Category	Prefer this
Blogs	6	16.2%	83.8%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	36.4%	63.6%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	57.2%	42.8%	3	Yahoo News	
CNN Online News	3	59.8%	40.2%	1	Fox News	
Facebook	6	20.7%	79.3%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	68.1%	32.0%	6	Twitter	
Fox News	1	54.1%	45.9%	6	Facebook	
Fox News	1	29.3%	70.7%	2	Television News (Network OR Cable)	
Huffington Post	3	54.4%	45.6%	1	Fox News	
Huffington Post	3	46.8%	53.2%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	39.2%	60.8%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	48.9%	51.1%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	12.0%	88.0%	2	Television News (Network OR Cable)	
USA Today	4	35.5%	64.5%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	25.4%	74.6%	2	Television News (Network OR Cable)	
Yahoo News	3	42.7%	57.4%	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

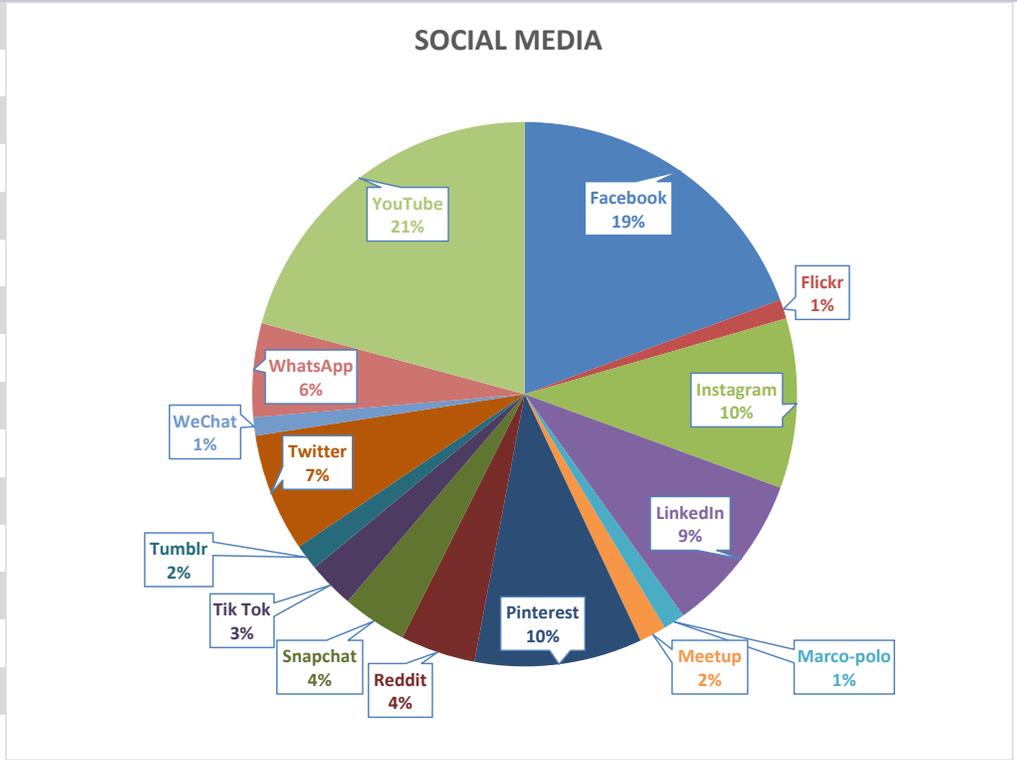
Study Area Detail	Social media preferences				
	Never	Less than once a month	2-3 times a month	Weekly	Daily
Facebook	30.1%	7.7%	7.1%	14.1%	41.1%
Flickr	95.9%	2.2%	0.9%	0.7%	0.4%
Instagram	63.6%	6.9%	4.9%	7.9%	16.7%
LinkedIn	65.6%	17.5%	8.2%	5.6%	3.1%
Marco-polo	95.3%	2.2%	0.9%	0.9%	0.7%
Meetup	94.2%	3.6%	1.1%	0.8%	0.2%
Pinterest	64.1%	14.3%	8.3%	8.9%	4.4%
Reddit	83.9%	6.7%	2.9%	3.1%	3.3%
Snapchat	86.2%	4.5%	2.1%	2.9%	4.4%
Tik Tok	90.1%	3.3%	1.7%	2.3%	2.7%
Tumblr	94.5%	2.4%	1.4%	1.0%	0.7%
Twitter	74.7%	6.3%	4.2%	5.9%	9.0%
WeChat	96.1%	1.4%	0.7%	0.9%	0.9%
WhatsApp	79.9%	8.1%	2.8%	4.2%	5.0%
YouTube	25.0%	19.0%	16.4%	20.5%	19.1%



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 or call 1-877-230-3212.