

The MinistryInsite Report 2021

Prepared for: Fairview Baptist Church
Study area: 5 mi Around 10835 Tidewater Trail, Fredericksburg, Virginia 22408, United States

Date of Report: 2/16/23
American Beliefs Study Version: 2021

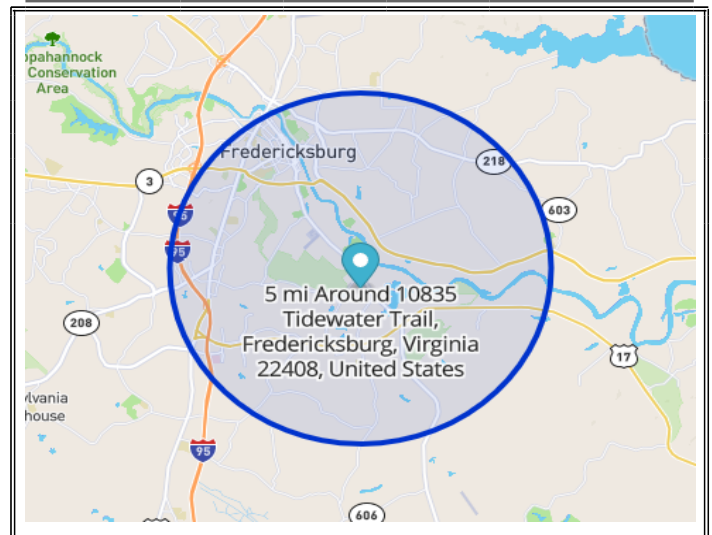
About the American Beliefs Study Reports

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: Fairview Baptist Church Date of Report: 2/16/2023
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 American Beliefs Study Region: South

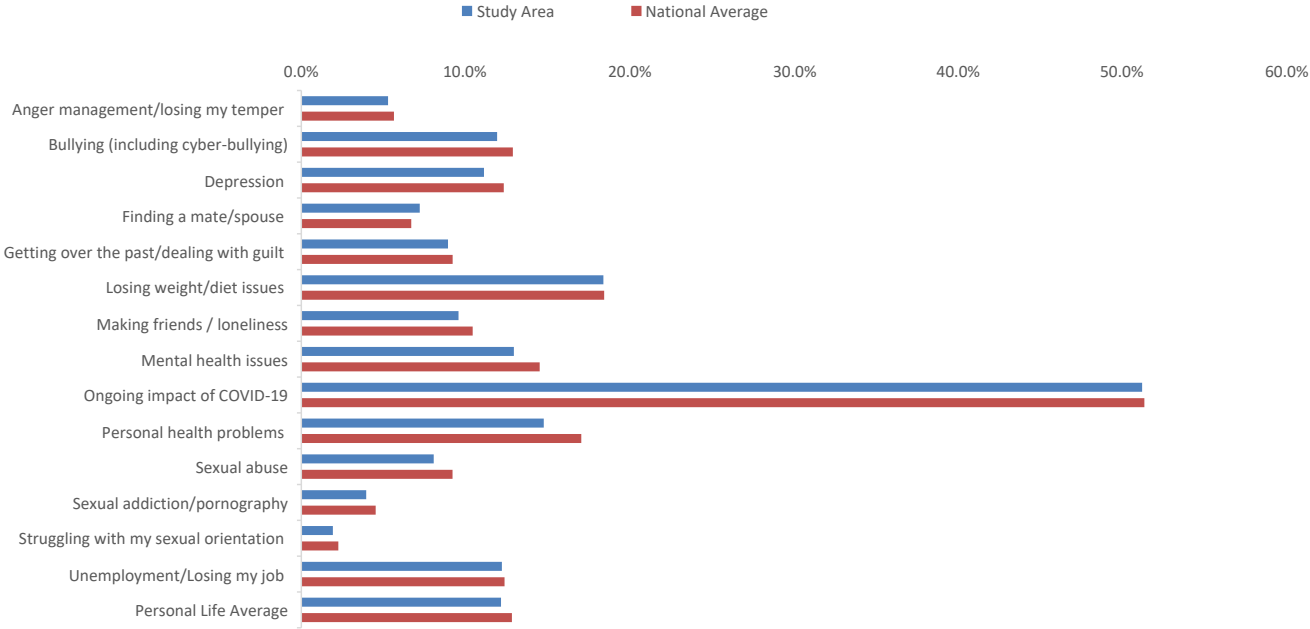
Life Concerns

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	15.6%	4.9%	15.1%	5.5%	103	90	
Anger management/losing my temper	31.1%	5.3%	30.0%	5.6%	104	94	
Bullying (including cyber-bullying)	27.5%	11.9%	26.0%	12.9%	106	93	
Depression	39.3%	11.1%	35.8%	12.3%	110	90	
Finding a mate/spouse	15.4%	7.2%	13.6%	6.7%	113	108	
Getting over the past/dealing with guilt	38.8%	8.9%	37.4%	9.2%	104	97	
Losing weight/diet issues	47.4%	18.4%	46.4%	18.4%	102	100	
Making friends / loneliness	42.7%	9.6%	38.2%	10.4%	112	92	
Mental health issues	37.6%	12.9%	33.7%	14.5%	112	89	
Ongoing impact of COVID-19	38.7%	51.2%	38.3%	51.3%	101	100	
Personal health problems	57.9%	14.8%	54.6%	17.0%	106	87	
Sexual abuse	14.6%	8.1%	13.8%	9.2%	106	88	
Sexual addiction/pornography	11.6%	4.0%	11.2%	4.5%	104	87	
Struggling with my sexual orientation	5.4%	1.9%	5.3%	2.3%	101	85	
Unemployment/Losing my job	27.5%	12.2%	23.9%	12.4%	115	99	
Personal Life Average	30.1%	12.2%	28.2%	12.8%	107	95	

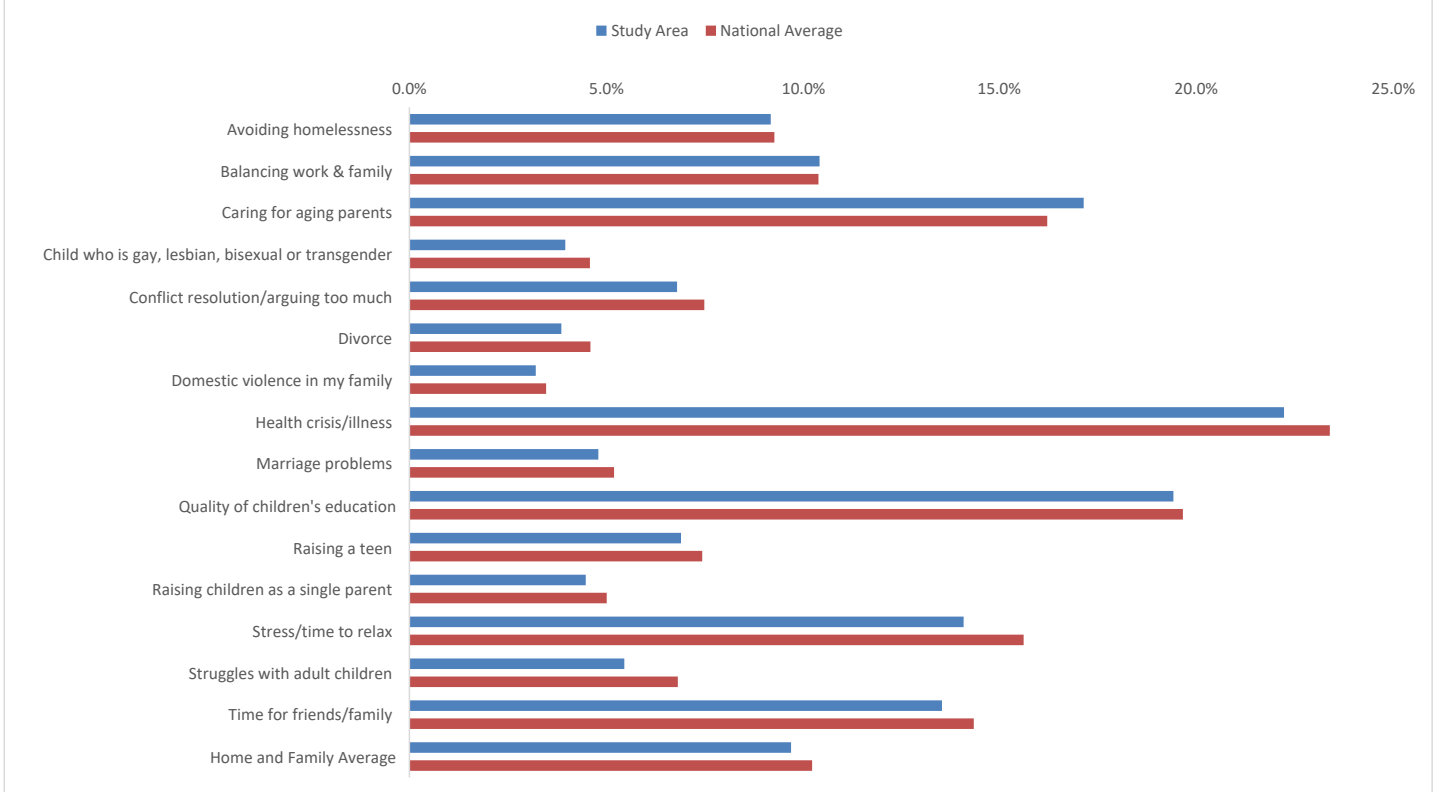
Significant Personal Health & Life Concerns Study Area Compared to National Average



Concerns About Home and Family

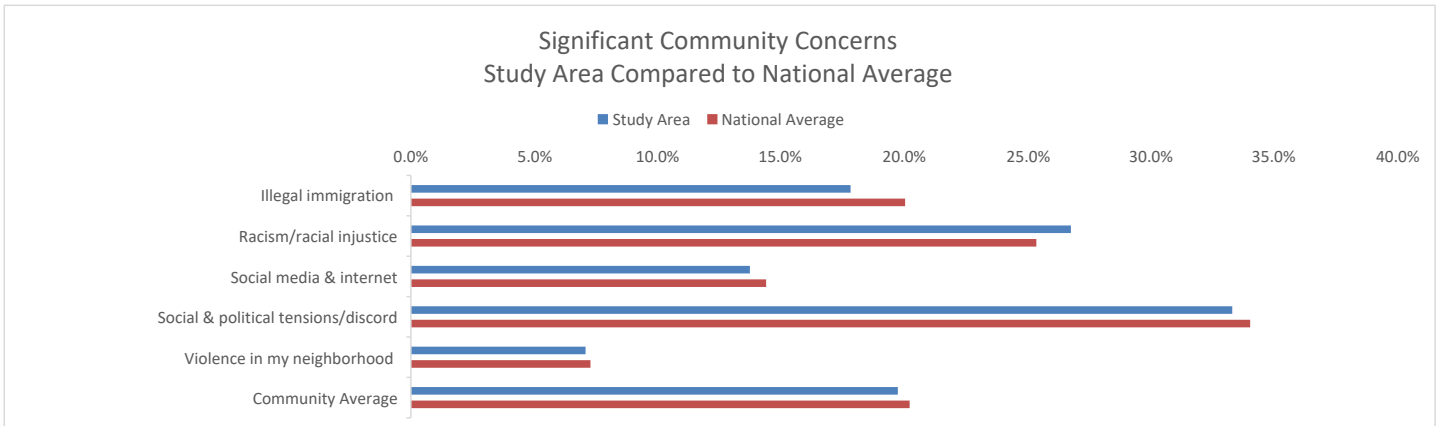
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	21.7%	9.2%	19.1%	9.3%	114	99
Balancing work & family	32.7%	10.4%	30.5%	10.4%	107	100
Caring for aging parents	26.3%	17.1%	25.4%	16.2%	104	106
Child who is gay, lesbian, bisexual or transgender	9.2%	4.0%	9.7%	4.6%	96	86
Conflict resolution/arguing too much	32.3%	6.8%	31.2%	7.5%	103	91
Divorce	12.3%	3.9%	11.8%	4.6%	104	84
Domestic violence in my family	8.1%	3.2%	7.8%	3.5%	103	92
Health crisis/illness	50.1%	22.2%	48.9%	23.4%	102	95
Marriage problems	21.1%	4.8%	19.9%	5.2%	106	92
Quality of children's education	26.0%	19.4%	24.0%	19.7%	108	99
Raising a teen	14.5%	6.9%	14.1%	7.4%	103	93
Raising children as a single parent	10.6%	4.5%	9.9%	5.0%	107	89
Stress/time to relax	48.7%	14.1%	46.1%	15.6%	106	90
Struggles with adult children	23.3%	5.5%	24.5%	6.8%	95	80
Time for friends/family	48.8%	13.5%	47.6%	14.3%	102	94
Home and Family Average	25.7%	9.7%	24.7%	10.2%	104	95

Significant Home and Family Concerns
Study Area Compared to National Average



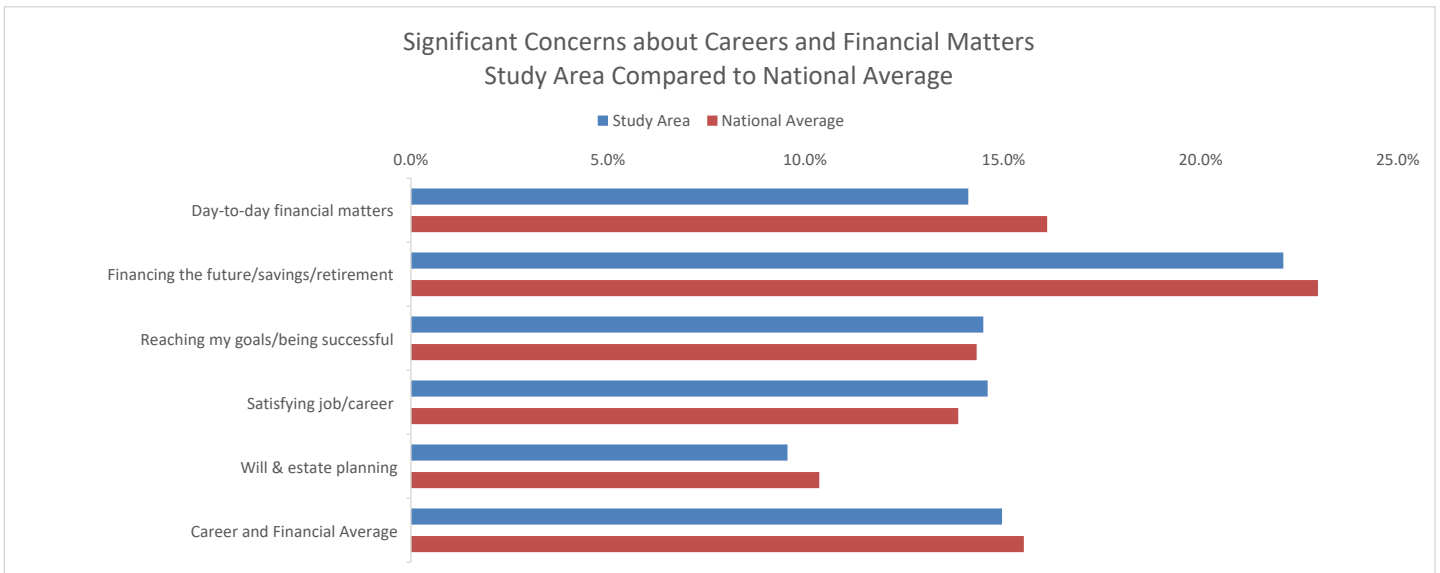
Concerns About Community

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	31.5%	17.8%	29.2%	20.0%	108	89
Racism/racial injustice	37.9%	26.8%	36.4%	25.3%	104	106
Social media & internet	39.3%	13.7%	38.4%	14.4%	102	95
Social & political tensions/discord	44.0%	33.3%	41.2%	34.0%	107	98
Violence in my neighborhood	34.3%	7.1%	30.7%	7.3%	112	97
Community Average	37.4%	19.7%	35.2%	20.2%	106	98



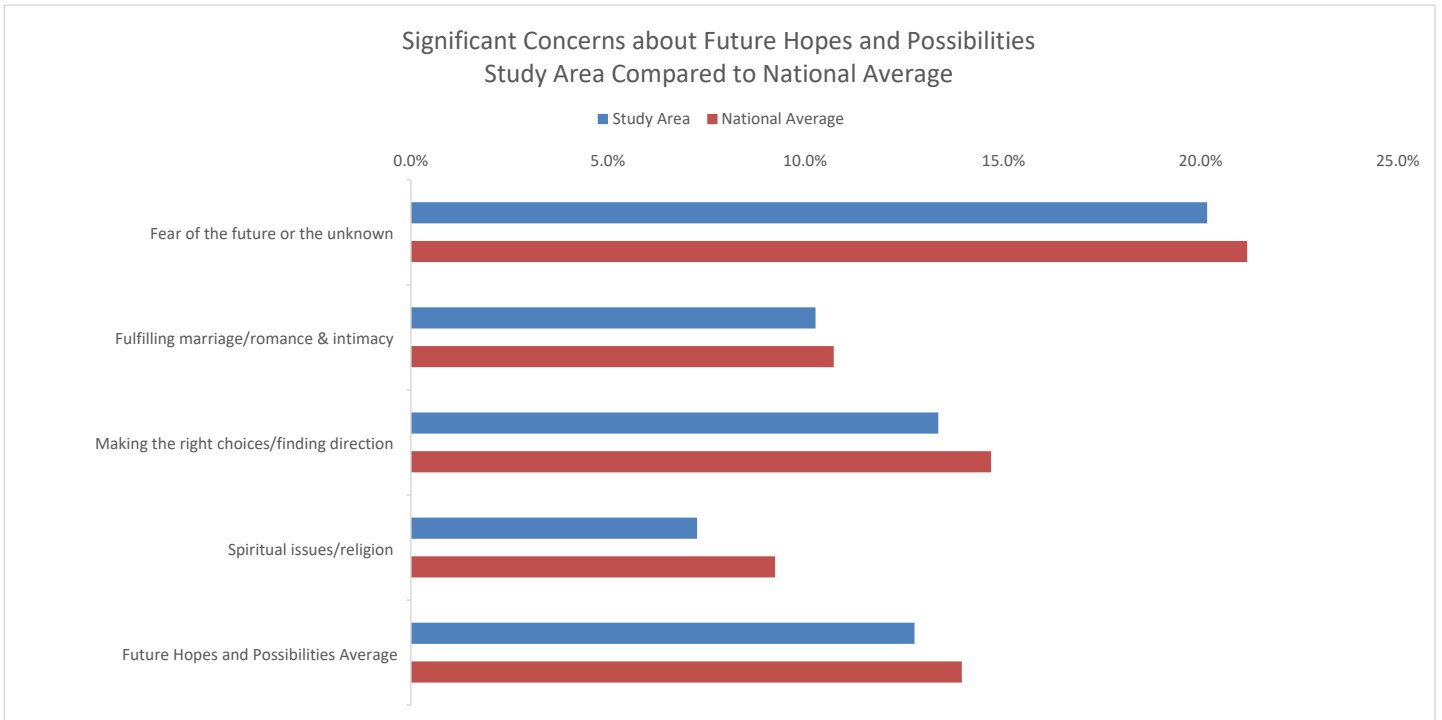
Concerns about Careers and Financial Matters

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	46.2%	14.1%	42.9%	16.1%	108	88
Financing the future/savings/retirement	49.5%	22.1%	46.8%	23.0%	106	96
Reaching my goals/being successful	42.2%	14.5%	40.3%	14.3%	105	101
Satisfying job/career	30.6%	14.6%	29.1%	13.9%	105	105
Will & estate planning	43.4%	9.5%	40.6%	10.3%	107	92
Career and Financial Average	42.4%	15.0%	39.9%	15.5%	106	96



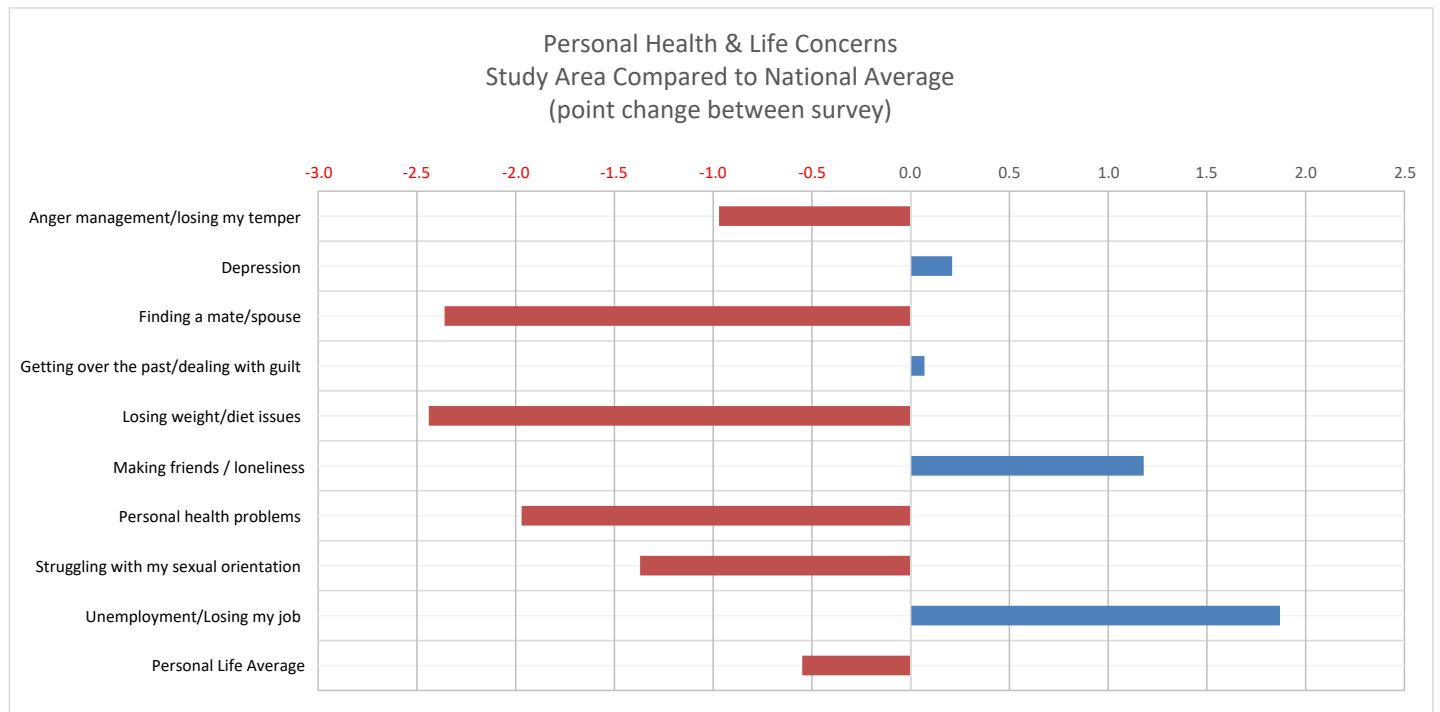
Concerns about Future Hopes and Possibilities

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	51.3%	20.2%	50.5%	21.2%	102	95
Fulfilling marriage/romance & intimacy	35.0%	10.3%	31.3%	10.7%	112	96
Making the right choices/finding direction	46.4%	13.4%	45.2%	14.7%	103	91
Spiritual issues/religion	26.0%	7.3%	27.6%	9.2%	94	79
Future Hopes and Possibilities Average	39.7%	12.8%	38.7%	14.0%	103	91

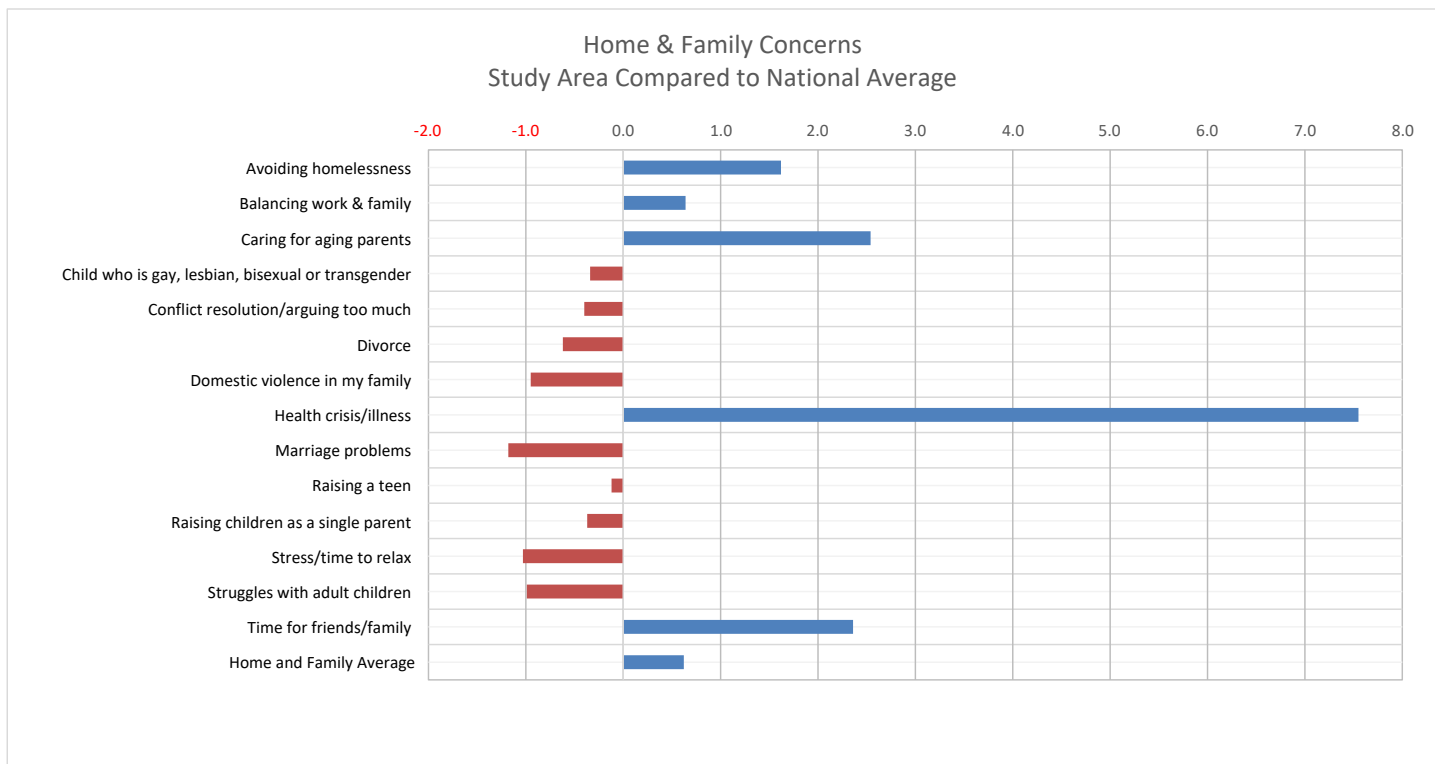


Concerns About Personal Health & Life

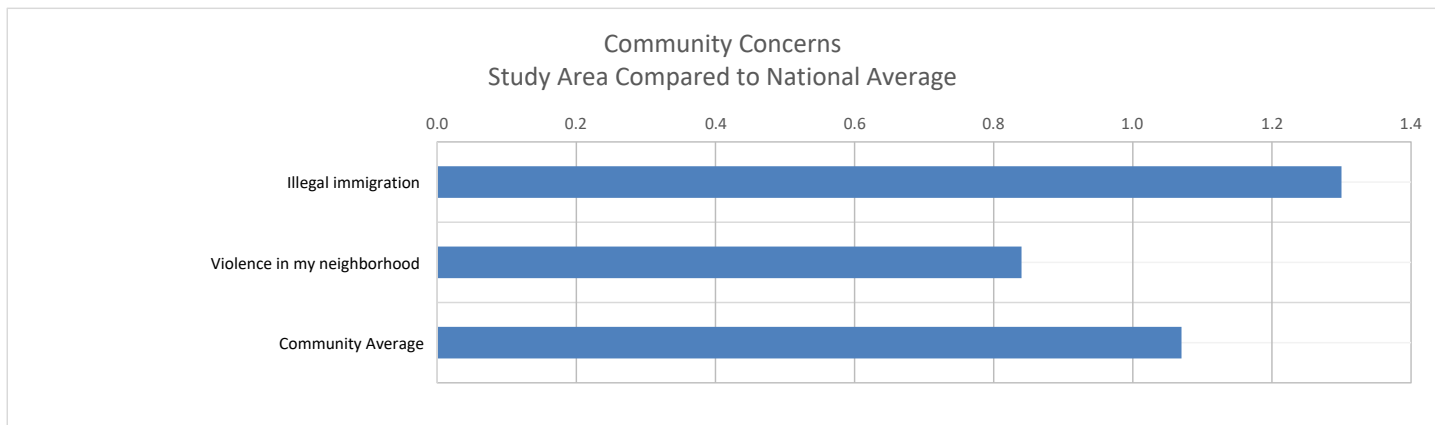
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	4.6%	4.9%	0.3
Anger management/losing my temper	6.3%	5.3%	-1.0
Depression	10.9%	11.1%	0.2
Finding a mate/spouse	9.6%	7.2%	-2.4
Getting over the past/dealing with guilt	8.9%	8.9%	0.1
Losing weight/diet issues	20.8%	18.4%	-2.4
Making friends / loneliness	8.4%	9.6%	1.2
Personal health problems	16.7%	14.8%	-2.0
Struggling with my sexual orientation	3.3%	1.9%	-1.4
Unemployment/Losing my job	10.3%	12.2%	1.9
Personal Life Average	10.0%	9.4%	-0.5



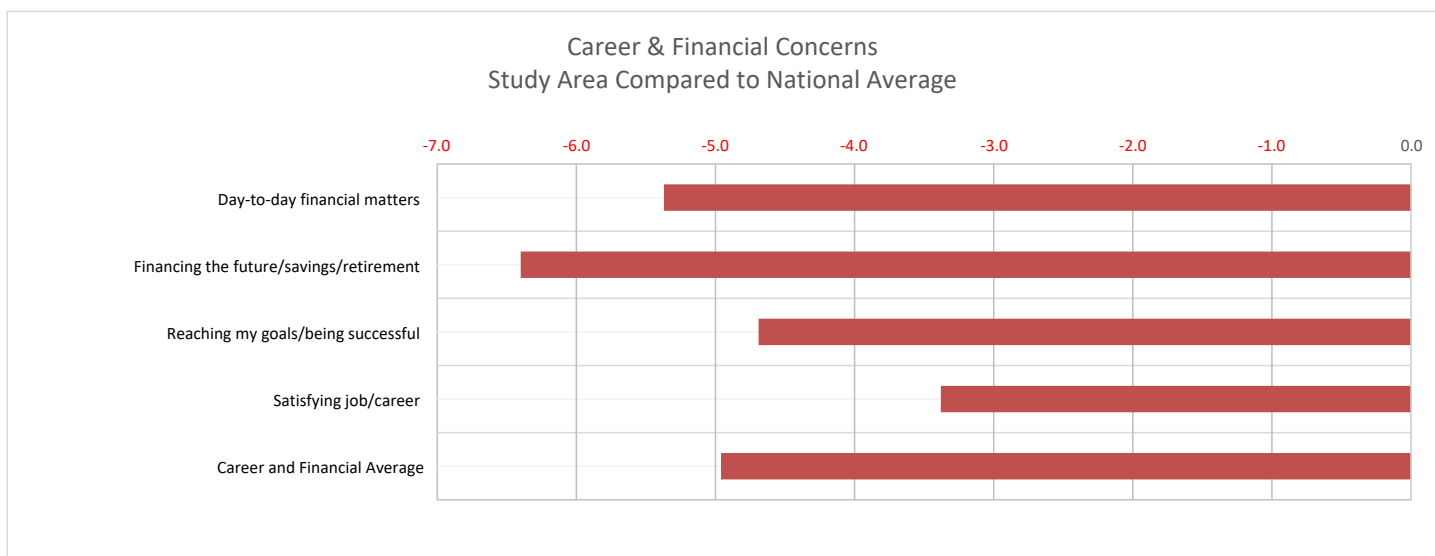
Study Area Comparison between 2017 & 2021	Concerns About Home and Family		
	2017	2021	Point Change Between Surveys
Avoiding homelessness	7.6%	9.2%	1.6
Balancing work & family	9.8%	10.4%	0.6
Caring for aging parents	14.6%	17.1%	2.5
Child who is gay, lesbian, bisexual or transgender	4.3%	4.0%	-0.3
Conflict resolution/arguing too much	7.2%	6.8%	-0.4
Divorce	4.5%	3.9%	-0.6
Domestic violence in my family	4.2%	3.2%	-1.0
Health crisis/illness	14.7%	22.2%	7.6
Marriage problems	6.0%	4.8%	-1.2
Raising a teen	7.0%	6.9%	-0.1
Raising children as a single parent	4.9%	4.5%	-0.4
Stress/time to relax	15.1%	14.1%	-1.0
Struggles with adult children	6.5%	5.5%	-1.0
Time for friends/family	11.2%	13.5%	2.4
Home and Family Average	8.4%	9.0%	0.6



Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	16.5%	17.8%	1.3
Violence in my neighborhood	6.2%	7.1%	0.8
Community Average	11.4%	12.5%	1.1



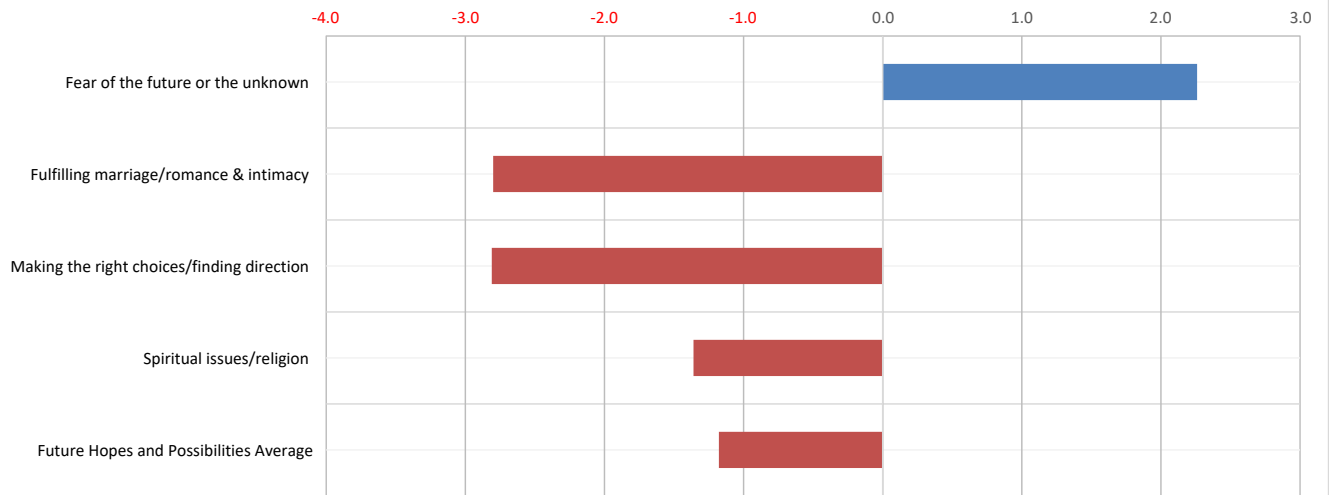
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	19.5%	14.1%	-5.4
Financing the future/savings/retirement	28.5%	22.1%	-6.4
Reaching my goals/being successful	19.2%	14.5%	-4.7
Satisfying job/career	18.0%	14.6%	-3.4
Career and Financial Average	21.3%	16.3%	-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	17.9%	20.2%	2.3
Fulfilling marriage/romance & intimacy	13.1%	10.3%	-2.8
Making the right choices/finding direction	16.2%	13.4%	-2.8
Spiritual issues/religion	8.6%	7.3%	-1.4
Future Hopes and Possibilities Average	13.9%	12.8%	-1.2

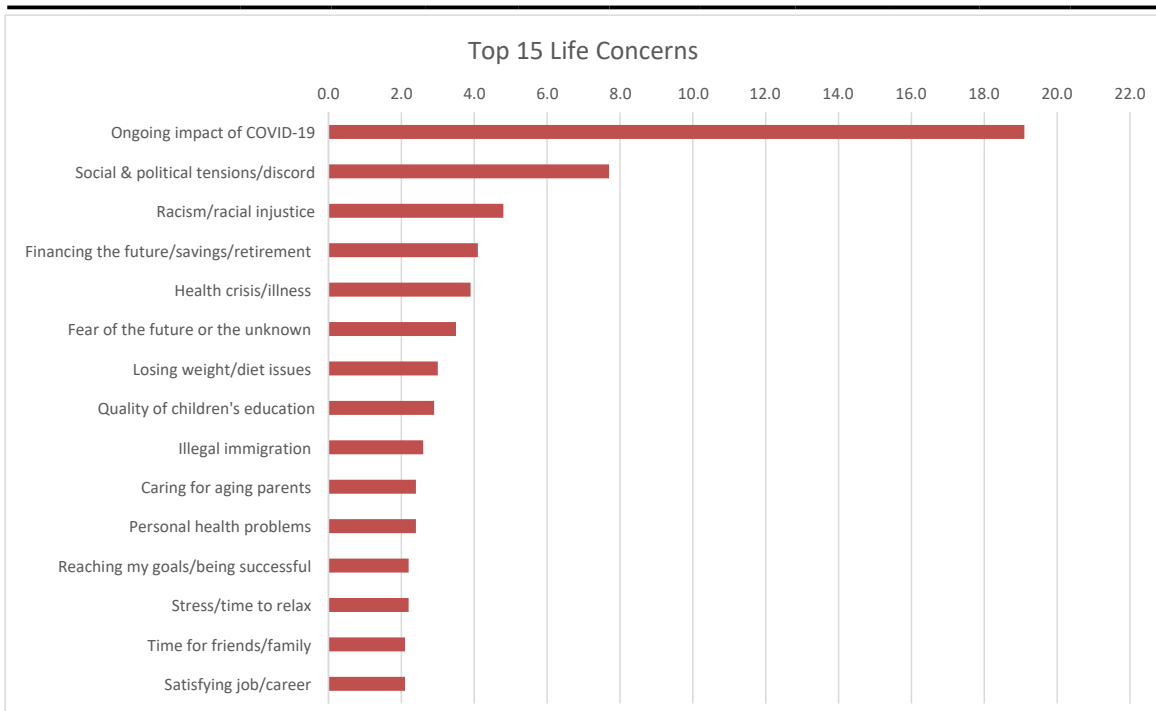
Future Hopes & Possibilities Concerns
Study Area Compared to National Average



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	19.1	Extremely Strong Concern
	2	Social & political tensions/discord	7.7	Very Strong Concern
	3	Racism/racial injustice	4.8	Very Strong Concern
	4	Financing the future/savings/retirement	4.1	Very Strong Concern
	5	Health crisis/illness	3.9	Strong Concern
	6	Fear of the future or the unknown	3.5	Strong Concern
	7	Losing weight/diet issues	3.0	Strong Concern
	8	Quality of children's education	2.9	Strong Concern
	9	Illegal immigration	2.6	Strong Concern
	10	Caring for aging parents	2.4	Strong Concern
	11	Personal health problems	2.4	Strong Concern
	12	Reaching my goals/being successful	2.2	Strong Concern
	13	Stress/time to relax	2.2	Strong Concern
	14	Time for friends/family	2.1	Strong Concern
	15	Satisfying job/career	2.1	Strong Concern



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

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

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

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

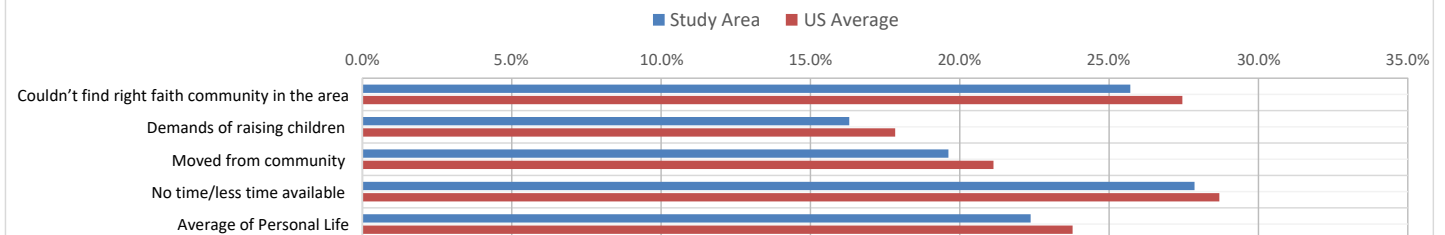
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

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

Study Area Compared to National Average

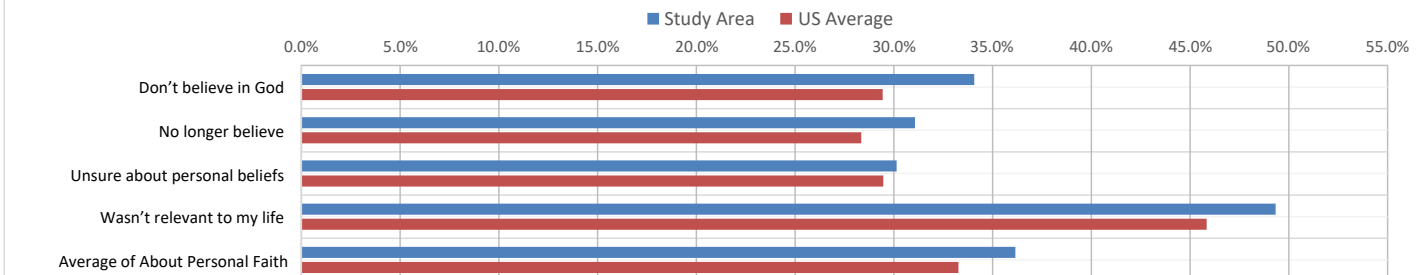
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	25.7%	27.5%	94
Demands of raising children	16.3%	17.8%	91
Moved from community	19.6%	21.1%	93
No time/less time available	27.9%	28.7%	97
Average of Personal Life	22.4%	23.8%	94

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



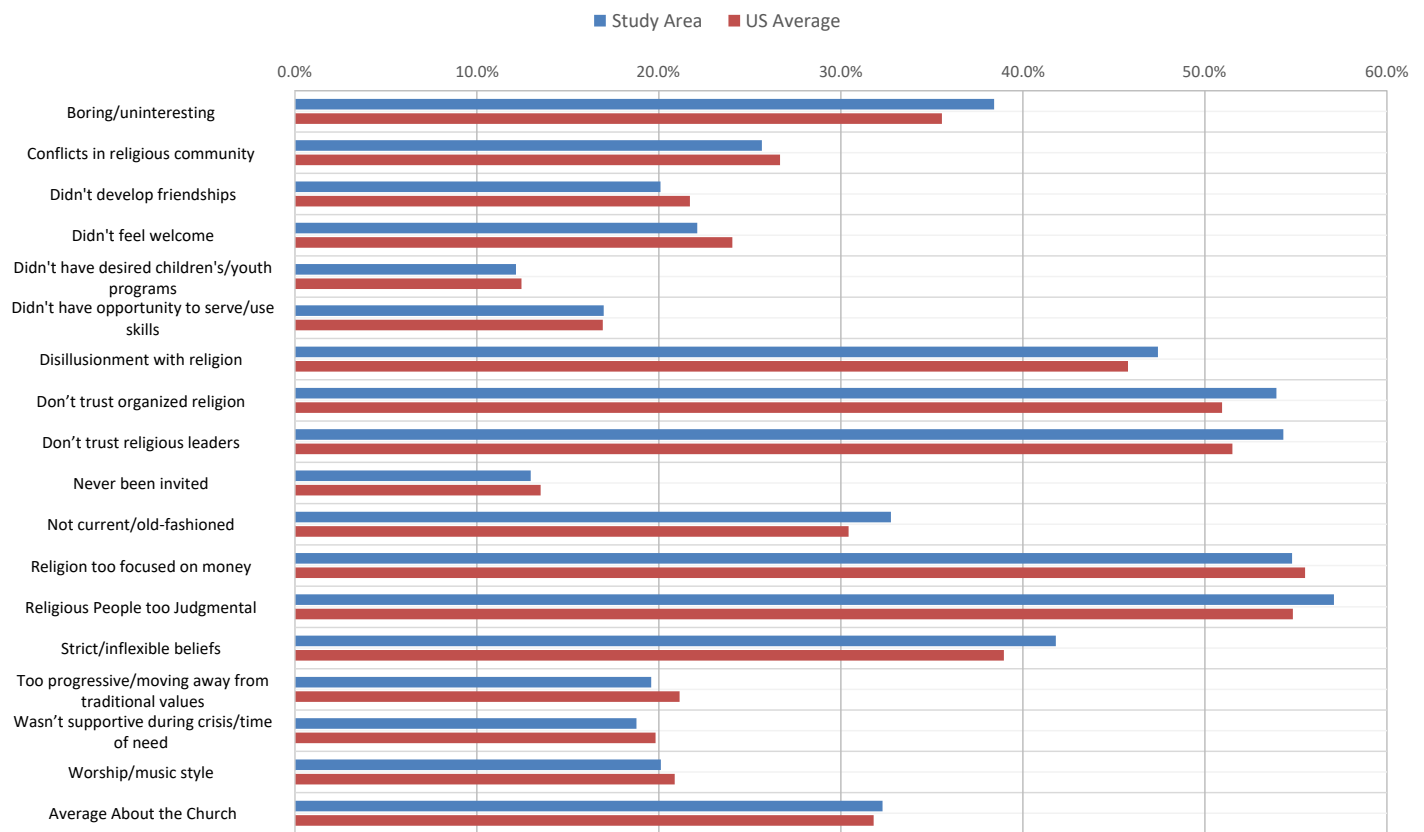
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	34.1%	29.4%	116
No longer believe	31.1%	28.4%	110
Unsure about personal beliefs	30.1%	29.5%	102
Wasn't relevant to my life	49.3%	45.8%	108
Average of About Personal Faith	36.2%	33.3%	109

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	38.4%	35.6%	108
Conflicts in religious community	25.7%	26.7%	96
Didn't develop friendships	20.1%	21.7%	93
Didn't feel welcome	22.1%	24.0%	92
Didn't have desired children's/youth programs	12.2%	12.5%	98
Didn't have opportunity to serve/use skills	17.0%	16.9%	100
Disillusionment with religion	47.4%	45.8%	104
Don't trust organized religion	53.9%	50.9%	106
Don't trust religious leaders	54.3%	51.5%	105
Never been invited	13.0%	13.5%	96
Not current/old-fashioned	32.8%	30.4%	108
Religion too focused on money	54.8%	55.5%	99
Religious People too Judgmental	57.1%	54.8%	104
Strict/inflexible beliefs	41.8%	39.0%	107
Too progressive/moving away from traditional values	19.6%	21.1%	93
Wasn't supportive during crisis/time of need	18.8%	19.8%	95
Worship/music style	20.1%	20.9%	96
Average About the Church	32.3%	31.8%	102

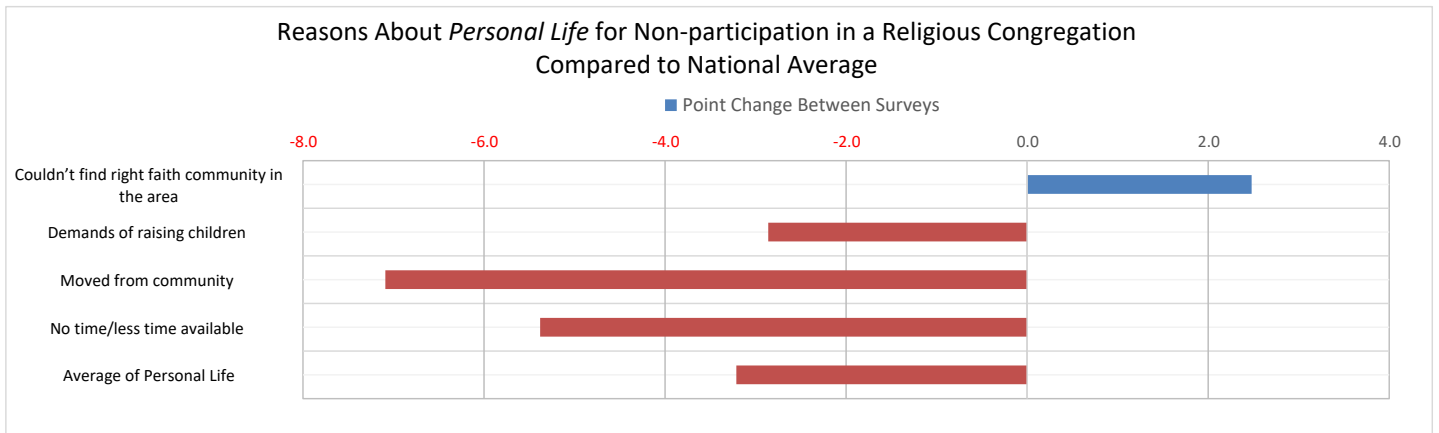
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



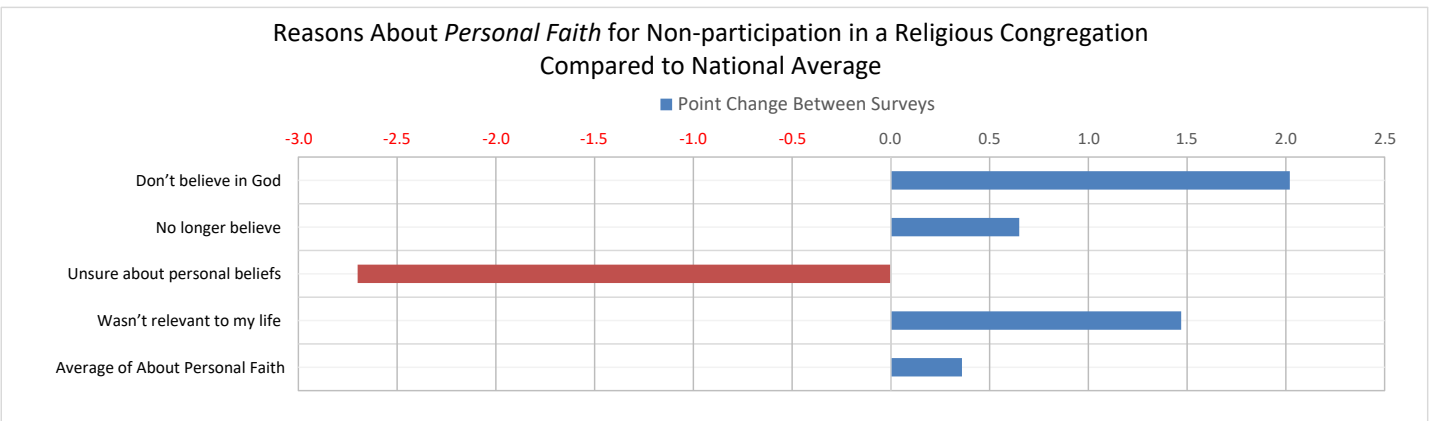
From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	23.2%	25.7%	2.5
Demands of raising children	19.2%	16.3%	-2.9
Moved from community	26.7%	19.6%	-7.1
No time/less time available	33.2%	27.9%	-5.4
Average of Personal Life	25.6%	22.4%	-3.2



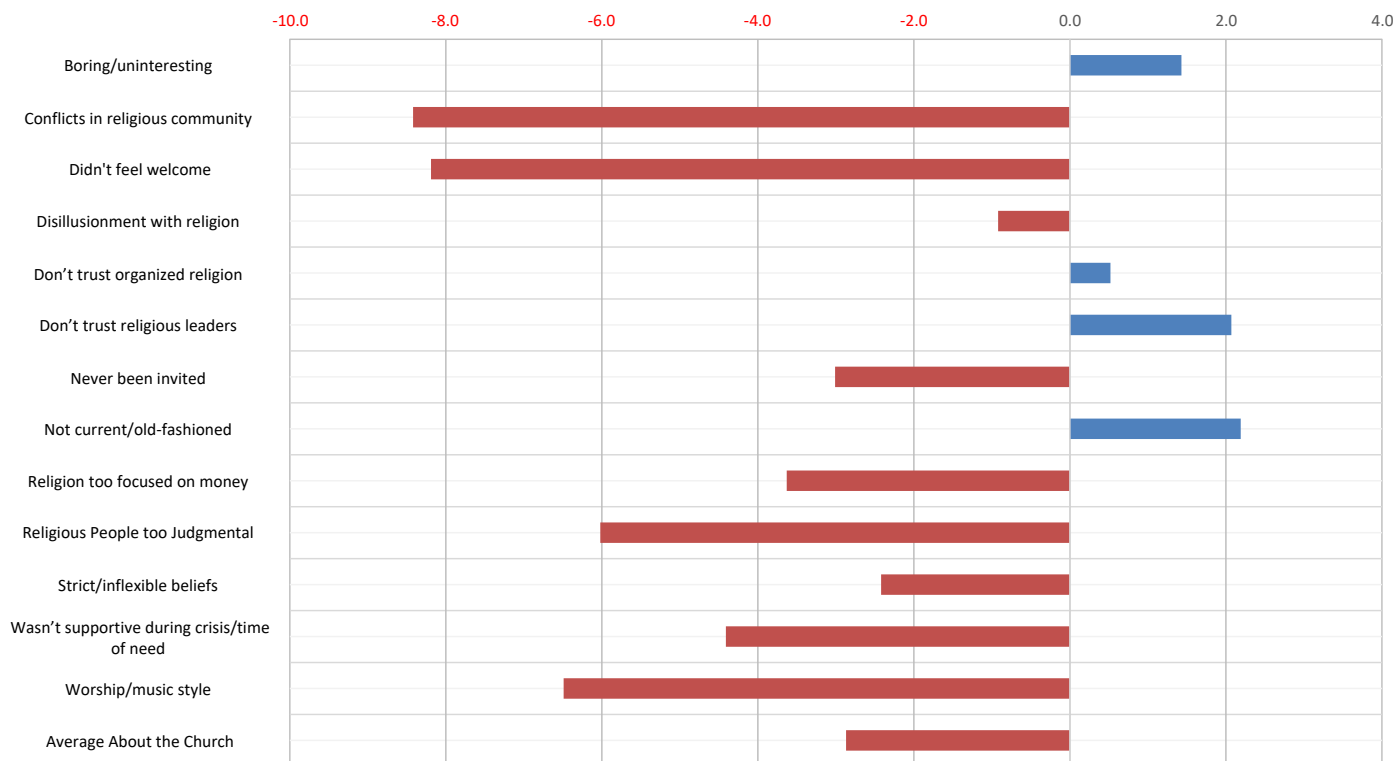
About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	32.1%	34.1%	2.0
No longer believe	30.4%	31.1%	0.6
Unsure about personal beliefs	32.8%	30.1%	-2.7
Wasn't relevant to my life	47.9%	49.3%	1.5
Average of About Personal Faith	35.8%	36.2%	0.4



About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	37.0%	38.4%	1.4
Conflicts in religious community	34.1%	25.7%	-8.4
Didn't feel welcome	30.3%	22.1%	-8.2
Disillusionment with religion	48.3%	47.4%	-0.9
Don't trust organized religion	53.4%	53.9%	0.5
Don't trust religious leaders	52.2%	54.3%	2.1
Never been invited	16.0%	13.0%	-3.0
Not current/old-fashioned	30.6%	32.8%	2.2
Religion too focused on money	58.4%	54.8%	-3.6
Religious People too Judgmental	63.1%	57.1%	-6.0
Strict/inflexible beliefs	44.2%	41.8%	-2.4
Wasn't supportive during crisis/time of need	23.2%	18.8%	-4.4
Worship/music style	26.6%	20.1%	-6.5
Average About the Church	39.8%	36.9%	-2.9

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

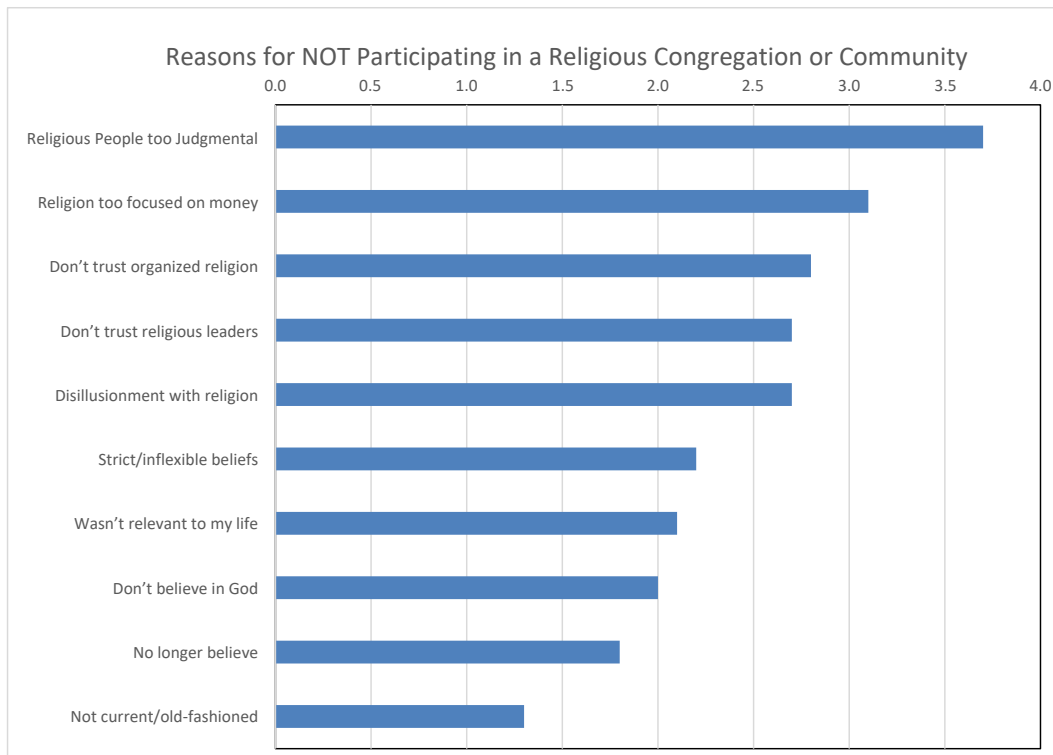
■ Point Change Between Surveys



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	3.7	Strong Reason
2	Religion too focused on money	3.1	Strong Reason
3	Don't trust organized religion	2.8	Strong Reason
4	Don't trust religious leaders	2.7	Strong Reason
5	Disillusionment with religion	2.7	Strong Reason
6	Strict/inflexible beliefs	2.2	Strong Reason
7	Wasn't relevant to my life	2.1	Strong Reason
8	Don't believe in God	2.0	Strong Reason
9	No longer believe	1.8	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

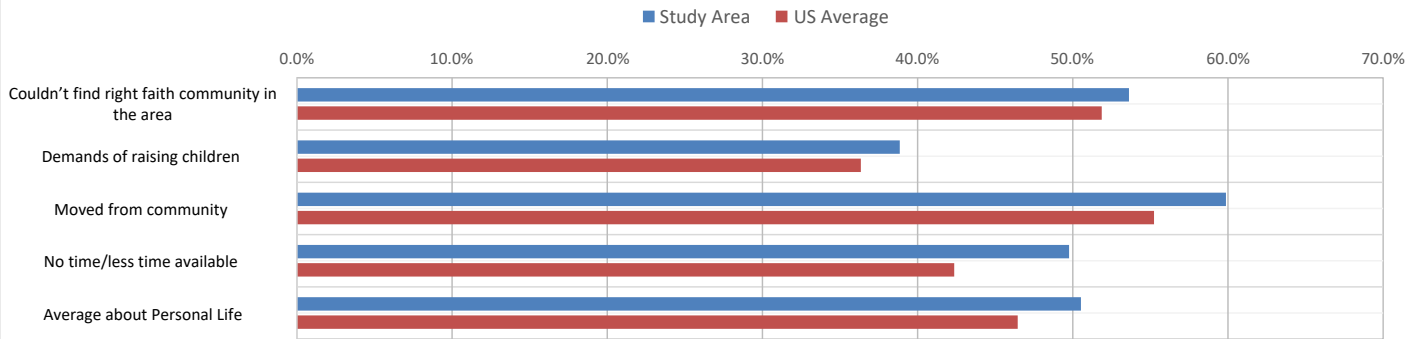
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

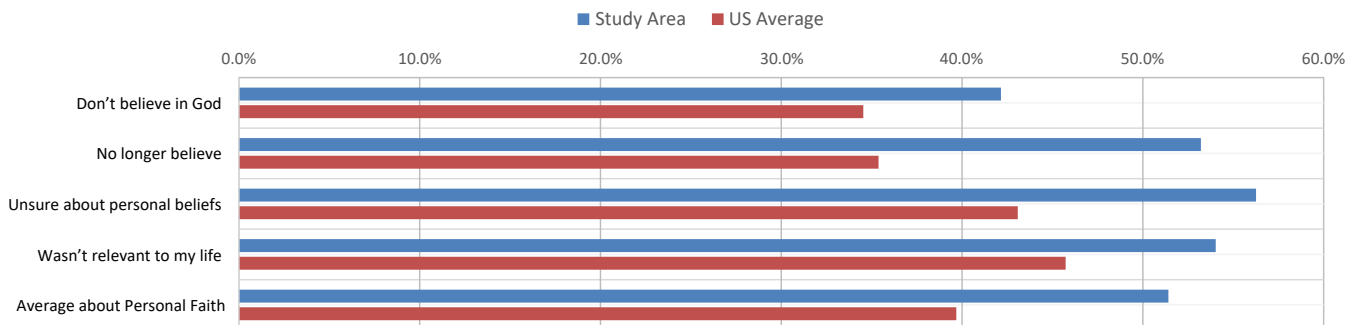
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	53.6%	51.9%	103
Demands of raising children	38.9%	36.3%	107
Moved from community	59.9%	55.2%	108
No time/less time available	49.8%	42.4%	117
Average about Personal Life	50.5%	46.5%	109

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



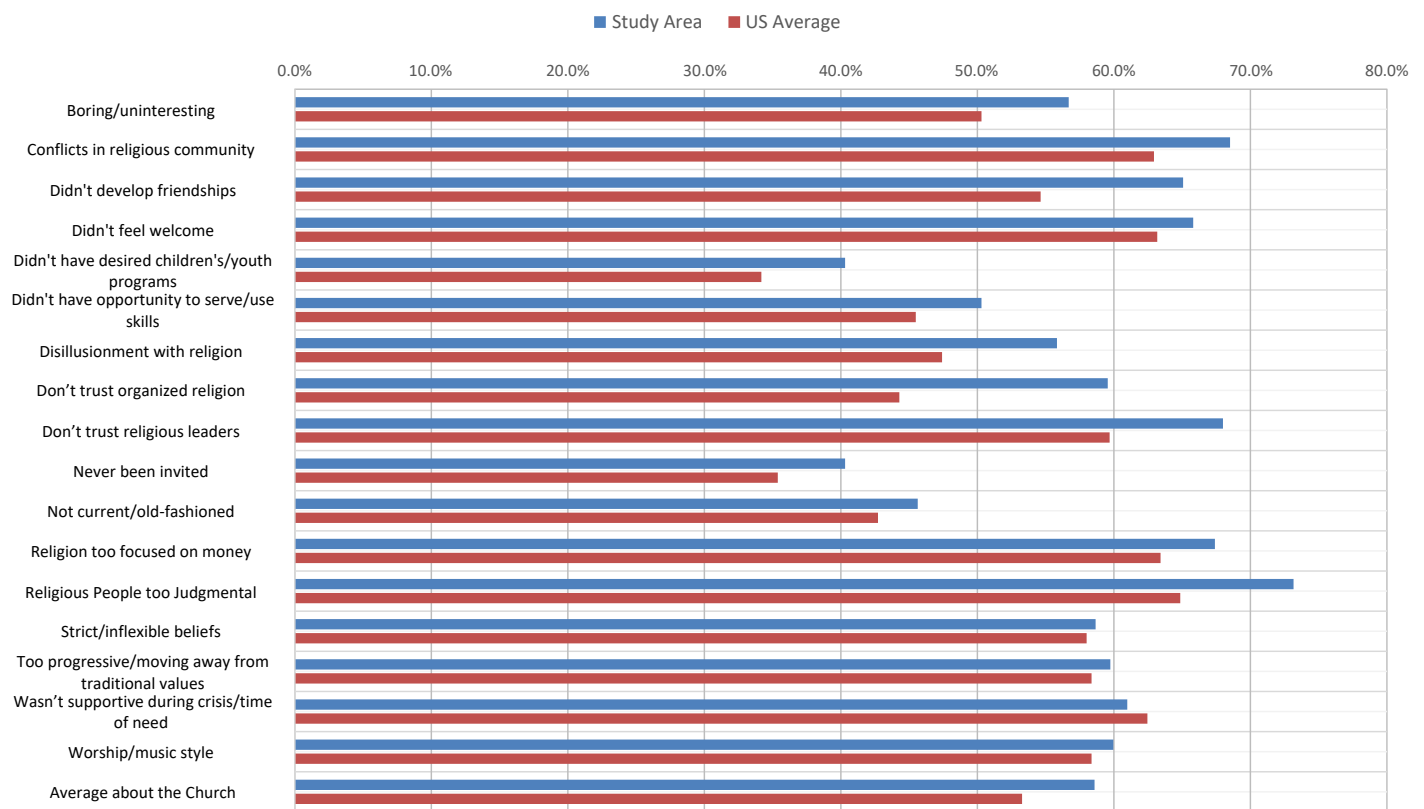
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	42.2%	34.5%	122
No longer believe	53.2%	35.4%	150
Unsure about personal beliefs	56.3%	43.1%	131
Wasn't relevant to my life	54.0%	45.7%	118
Average about Personal Faith	51.4%	39.7%	130

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



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	56.7%	50.3%	113
Conflicts in religious community	68.5%	62.9%	109
Didn't develop friendships	65.1%	54.6%	119
Didn't feel welcome	65.8%	63.2%	104
Didn't have desired children's/youth programs	40.3%	34.2%	118
Didn't have opportunity to serve/use skills	50.3%	45.5%	111
Disillusionment with religion	55.8%	47.4%	118
Don't trust organized religion	59.6%	44.3%	134
Don't trust religious leaders	68.0%	59.7%	114
Never been invited	40.3%	35.4%	114
Not current/old-fashioned	45.6%	42.7%	107
Religion too focused on money	67.4%	63.4%	106
Religious People too Judgmental	73.2%	64.9%	113
Strict/inflexible beliefs	58.7%	58.0%	101
Too progressive/moving away from traditional values	59.7%	58.4%	102
Wasn't supportive during crisis/time of need	61.0%	62.5%	98
Worship/music style	60.0%	58.4%	103
Average about the Church	58.6%	53.3%	110

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

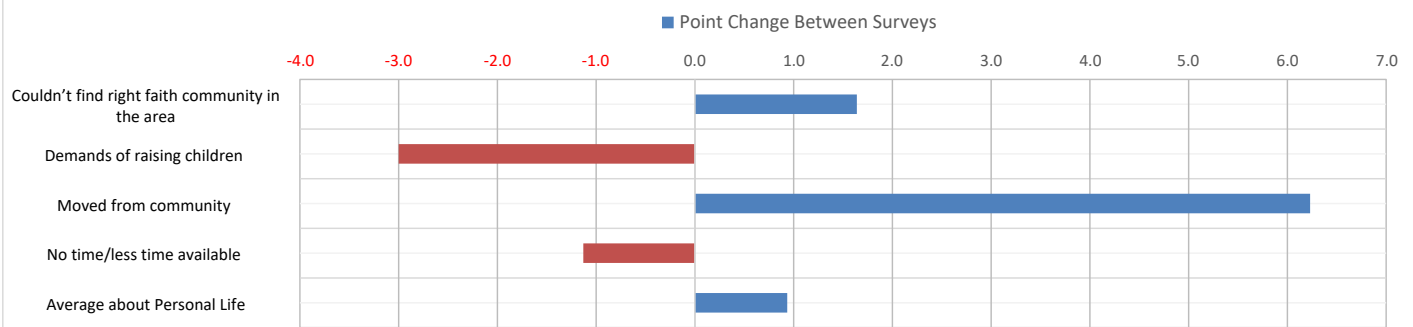


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

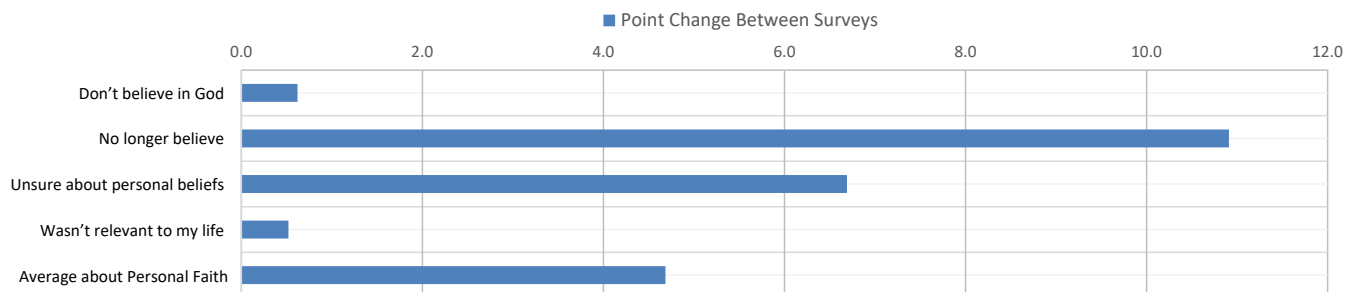
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	52.0%	53.6%	1.6
Demands of raising children	41.9%	38.9%	-3.0
Moved from community	53.6%	59.9%	6.2
No time/less time available	50.9%	49.8%	-1.1
Average about Personal Life	49.6%	50.5%	0.9

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

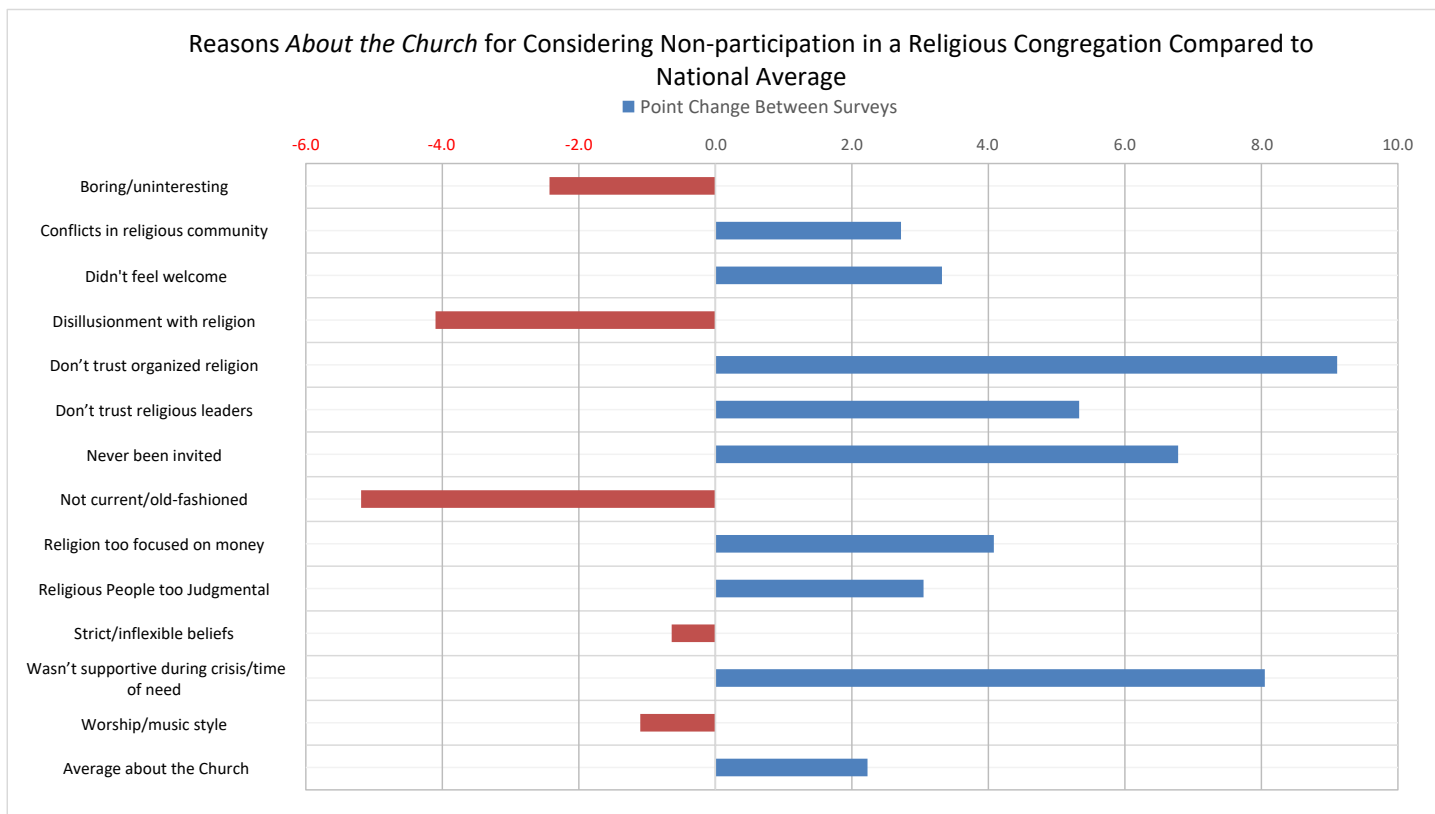


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	41.5%	42.2%	0.6
No longer believe	42.3%	53.2%	10.9
Unsure about personal beliefs	49.6%	56.3%	6.7
Wasn't relevant to my life	53.5%	54.0%	0.5
Average about Personal Faith	46.7%	51.4%	4.7

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

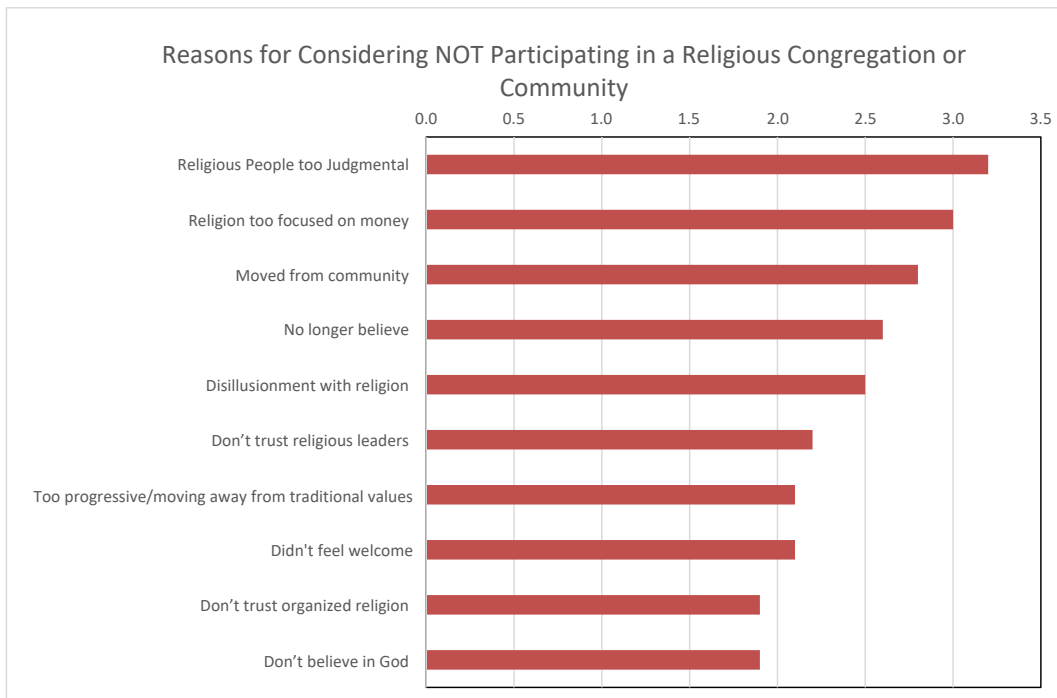


About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	59.1%	56.7%	-2.4
Conflicts in religious community	65.8%	68.5%	2.7
Didn't feel welcome	62.5%	65.8%	3.3
Disillusionment with religion	59.9%	55.8%	-4.1
Don't trust organized religion	50.4%	59.6%	9.1
Don't trust religious leaders	62.7%	68.0%	5.3
Never been invited	33.5%	40.3%	6.8
Not current/old-fashioned	50.8%	45.6%	-5.2
Religion too focused on money	63.3%	67.4%	4.1
Religious People too Judgmental	70.1%	73.2%	3.1
Strict/inflexible beliefs	59.3%	58.7%	-0.6
Wasn't supportive during crisis/time of need	52.9%	61.0%	8.0
Worship/music style	61.1%	60.0%	-1.1
Average about the Church	57.8%	60.0%	2.2



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

Ranking	Concern	Ratio	Strength
1	Religious People too Judgmental	3.2	Strong Reason
2	Religion too focused on money	3.0	Strong Reason
3	Moved from community	2.8	Strong Reason
4	No longer believe	2.6	Strong Reason
5	Disillusionment with religion	2.5	Strong Reason
6	Don't trust religious leaders	2.2	Strong Reason
7	Too progressive/moving away from traditional values	2.1	Strong Reason
8	Didn't feel welcome	2.1	Strong Reason
9	Don't trust organized religion	1.9	Somewhat Strong Reason
10	Don't believe in God	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
Personal Growth							
Addiction support groups	51.3%	34.2%	0.7	51.1%	35.3%	100	97
Health/weight loss programs	56.9%	30.0%	0.5	55.1%	32.1%	103	93
Membership and leadership training	47.9%	38.1%	0.8	45.9%	41.1%	104	93
Opportunities to develop personal relationships	25.7%	63.6%	2.5	24.5%	65.8%	105	97
Practical training seminars (money management, computer skills, etc.)	45.8%	41.1%	0.9	45.4%	42.4%	101	97
Personal Growth	45.5%	41.4%	0.9	44.4%	43.3%	103	95
Family Support and Intervention Services							
Daycare/After-School Programs	58.9%	25.6%	0.4	59.0%	26.6%	100	96
Crisis support groups	39.1%	48.2%	1.2	37.0%	50.8%	105	95
Family oriented activities	36.6%	51.8%	1.4	33.4%	56.6%	110	92
Marriage enrichment	46.5%	38.8%	0.8	45.2%	41.8%	103	93
Parenting development	54.3%	31.5%	0.6	53.2%	33.0%	102	95
Personal/family counseling	41.2%	46.7%	1.1	40.6%	47.8%	101	98
Family Support and Intervention Services	46.1%	40.4%	0.9	44.7%	42.8%	103	95
Community Involvement and Advocacy Programs							
Adult social activities	28.7%	60.6%	2.1	26.1%	64.3%	110	94
Involvement in social causes	30.0%	58.4%	2.0	30.0%	58.9%	100	99
Mission trips and global outreach	49.8%	34.8%	0.7	47.7%	38.5%	104	90
Opportunities for volunteering in the community	26.7%	61.9%	2.3	25.9%	64.1%	103	97
Social justice advocacy work	37.7%	48.8%	1.3	38.5%	48.4%	98	101
Community Involvement and Advocacy Programs	34.6%	52.9%	1.5	33.6%	54.8%	103	97

Community Activities or Cultural Programs	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	36.8%	52.0%	1.4	36.4%	52.7%	101	99
Holiday programs/activities	29.1%	60.4%	2.1	25.0%	65.4%	116	92
Seniors/retiree activities	34.3%	53.8%	1.6	30.6%	58.7%	112	92
Singles or college-age groups	54.4%	30.8%	0.6	53.9%	31.9%	101	97
Size of church congregation	44.8%	43.1%	1.0	41.8%	47.6%	107	90
Small groups (i.e., life groups, personal interest groups)	33.5%	54.9%	1.6	31.8%	57.4%	105	96
Youth social activities	49.3%	37.3%	0.8	47.9%	39.7%	103	94
Community Activities or Cultural Programs	40.3%	47.5%	1.2	38.2%	50.5%	106	94
Religious/Spiritual Programs	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	45.9%	40.9%	0.9	41.5%	47.2%	111	87
Celebration of sacraments	39.9%	45.2%	1.1	32.8%	53.5%	122	84
Contemporary worship experiences	37.7%	47.7%	1.3	35.9%	51.3%	105	93
Online or virtual worship experiences	43.7%	42.4%	1.0	40.0%	47.9%	109	88
Quality sermons	26.1%	62.5%	2.4	20.7%	69.6%	126	90
Religious education for children	46.7%	39.2%	0.8	42.8%	44.6%	109	88
Spiritual discussion groups	41.0%	46.1%	1.1	38.1%	50.1%	108	92
Traditional worship experiences	33.2%	54.5%	1.6	26.7%	63.4%	124	86
Warm and friendly encounters	15.3%	75.6%	4.9	12.3%	79.9%	124	95
Religious/Spiritual Programs	36.6%	50.5%	1.4	32.3%	56.4%	113	89

You can interpret program and ministry data in three ways.

First, look at how the study area compares to the national average. This indicates if your area needs this program..

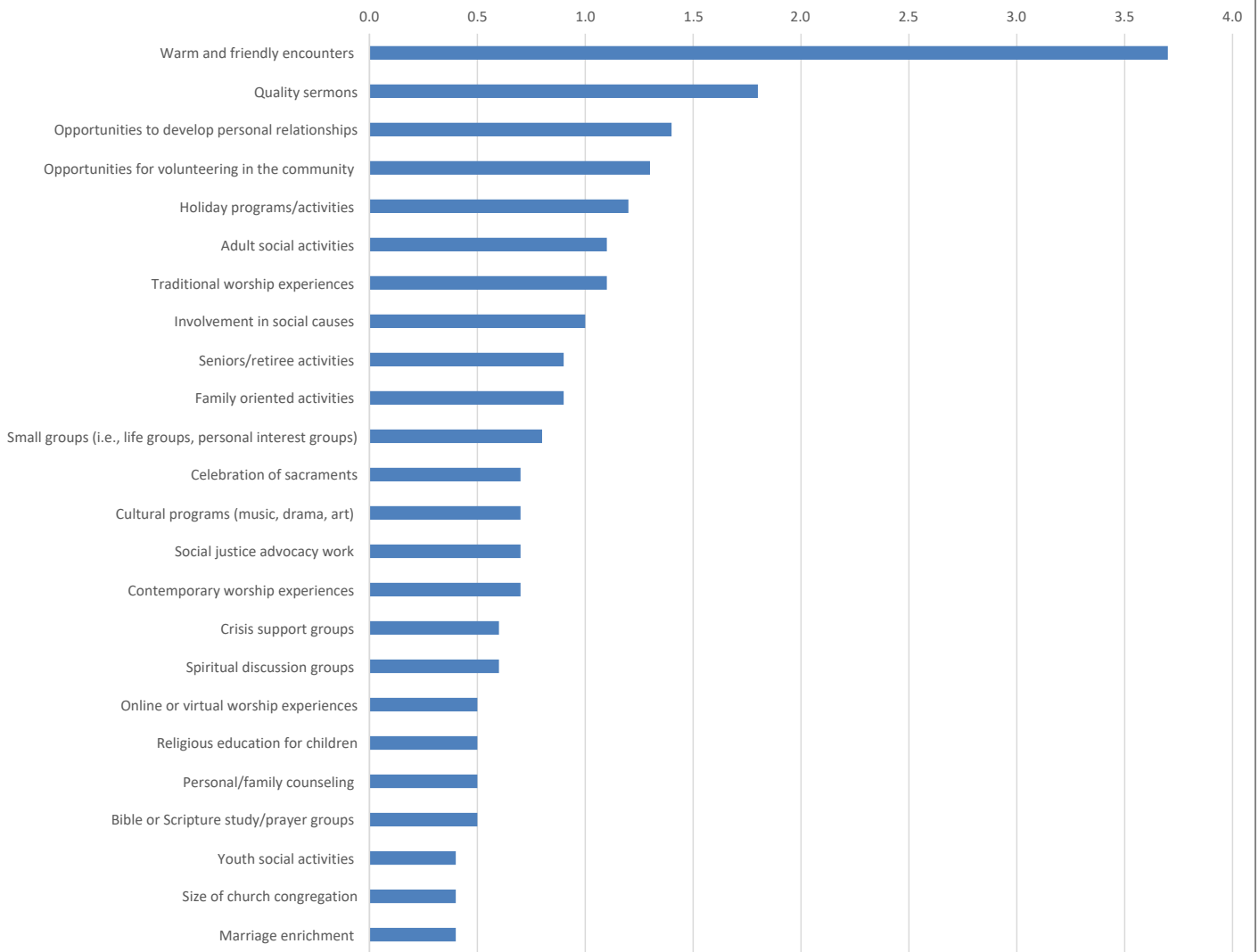
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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

This table displays how program preferences for this study area rank according to their ratio.

Priority List	Ministry or Program Recommendations Based Upon This Study Area			
	Preferences are ranked by ratio of important to not important			
	<i>Ranking</i>	<i>Program</i>	<i>Ratio</i>	<i>Strength of Preference</i>
	1	Warm and friendly encounters	3.7	Strong Preference
	2	Quality sermons	1.8	Somewhat Strong Preference
	3	Opportunities to develop personal relationships	1.4	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	Traditional worship experiences	1.1	Moderate Preference
	8	Involvement in social causes	1.0	Moderate Preference
	9	Seniors/retiree activities	0.9	Moderate Preference
	10	Family oriented 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	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	14	Social justice advocacy work	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	Online or virtual worship experiences	0.5	Minimal Preference
	19	Religious education for children	0.5	Minimal Preference
	20	Personal/family counseling	0.5	Minimal Preference
	21	Bible or Scripture study/prayer groups	0.5	Minimal Preference
	22	Youth social activities	0.4	Minimal Preference
	23	Size of church congregation	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

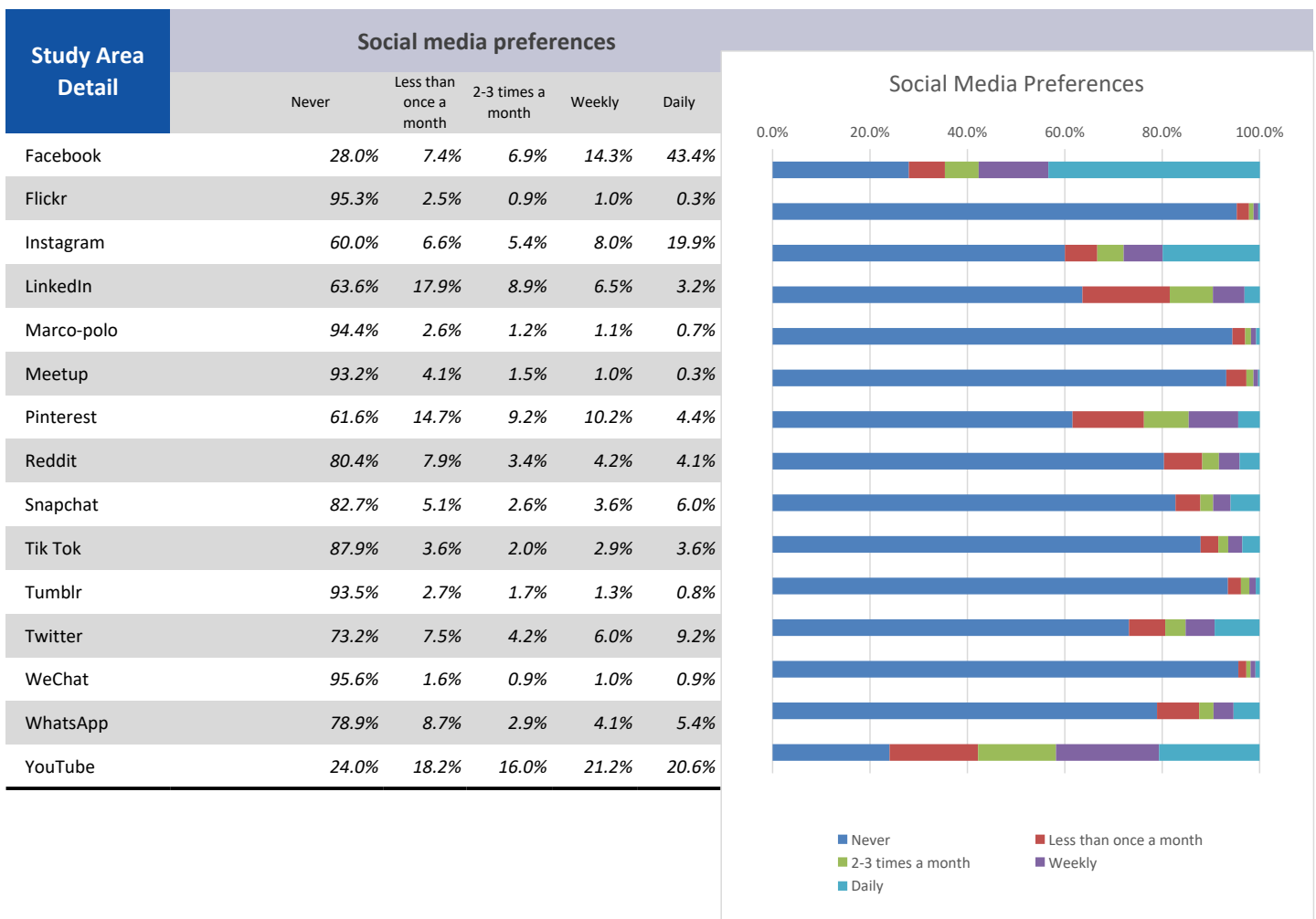
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	15.9%	84.1%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	35.8%	64.2%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	58.1%	42.0%	3	Yahoo News	
CNN Online News	3	61.5%	38.5%	1	Fox News	
Facebook	6	22.4%	77.7%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	68.1%	31.9%	6	Twitter	
Fox News	1	52.4%	47.6%	6	Facebook	
Fox News	1	28.2%	71.8%	2	Television News (Network OR Cable)	
Huffington Post	3	55.5%	44.5%	1	Fox News	
Huffington Post	3	48.3%	51.7%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	40.6%	59.4%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.7%	50.3%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	13.1%	86.9%	2	Television News (Network OR Cable)	
USA Today	4	36.2%	63.8%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	26.4%	73.6%	2	Television News (Network OR Cable)	
Yahoo News	3	42.0%	58.0%	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

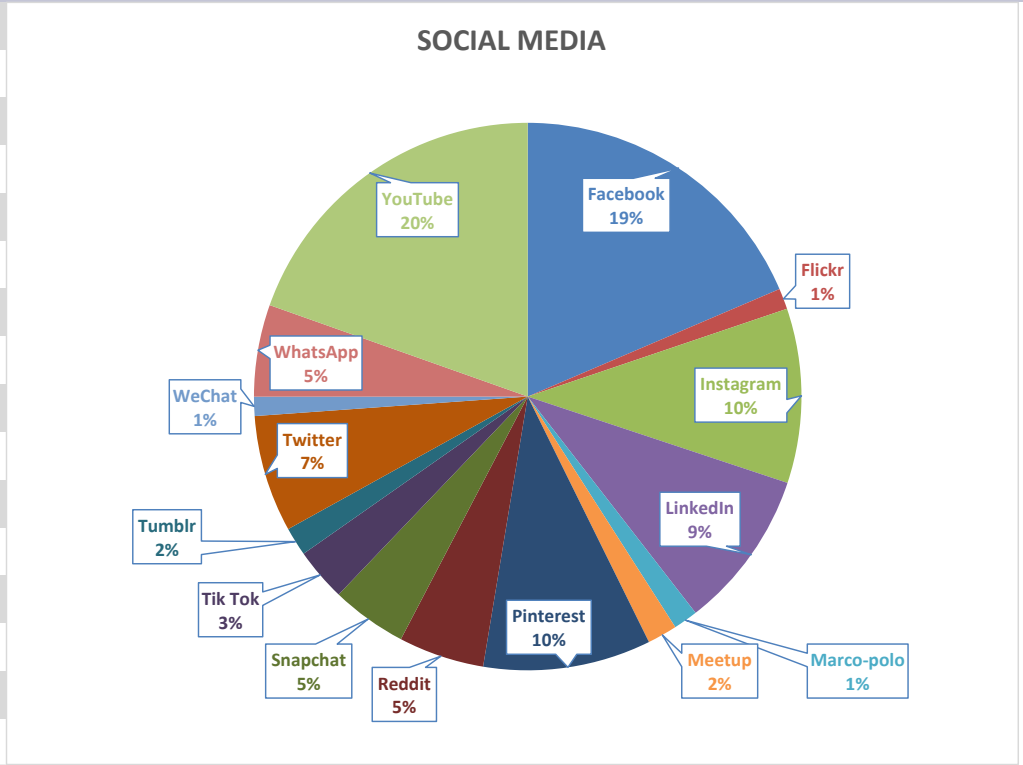
Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media



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 or call 1-877-230-3212.