

The MinistryInsite Report 2017

Prepared for: Minnesota Annual Conference UMC
Study area: 15 mi Around 9225 County Road 18, Monticello, Minnesota 55362, United States

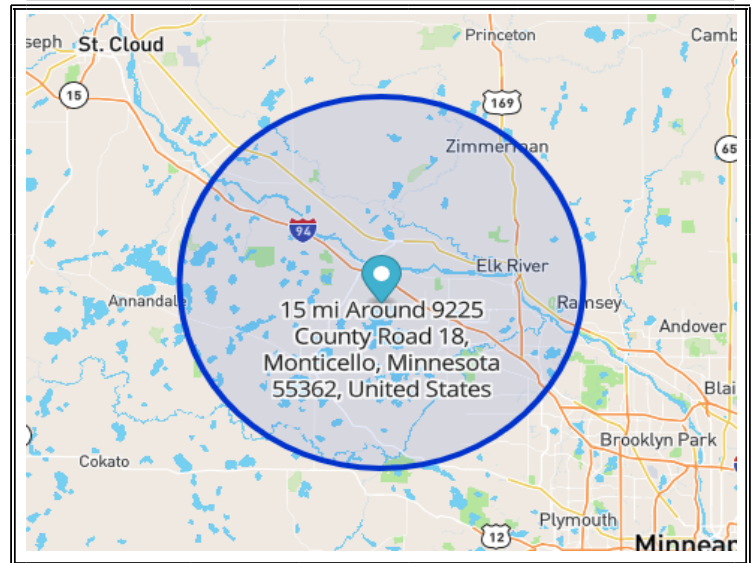
Date of Report: 10/6/21
Quad Project Version: 2017

About the NEW MinistryInsite Report

The Quadrennium Project provides a projection of likely religious beliefs, preferences and practices for a defined study area. It is based upon the Quadrennium Project national survey conducted by MissionInsite every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current. This report is based upon the 2017 Quadrennium Survey; the most recent following the initial 2012 survey.

There are two reports in the Quadrennium Survey series for 2017. The first report is called ReligiousInsite. It provides insights into community beliefs and religious preferences. The second report is called MinistryInsite. The focus of this report is on practical applications of the 2017 survey. It includes life concerns, reasons for non-participation or considered non-participation in a religious congregation or community and a list of preferred ministries or programs--all of which is based upon the very specific profile of the study area. One final innovation for this survey version is the "Priority Lists". Using MissionInsite analytics, very customized priority lists zoom the reader right into the heart of study area concerns, program and ministry preferences and more.

The Study Area



Contents of the MinistryInsite Report

There are five sections in the MinistryInsite Report. Each section provides multiple views into the topic of the section.

Topics	Page
Life Concerns	1
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	10
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	15
Program or Ministry Preferences	20
Information Sources and Social Media Preferences	23

How to Read the Different Report Types

Four windows into the respondent's answers to the Quadrennium Survey

- Window #1:** Reveals the detailed responses across all options
- Window #2:** In most cases, compares the study area responses to national average responses on survey questions or statements. (See last page for additional aid in interpretation.)
- Window #3:** Where possible, this window compares data between the 2012 and 2017 surveys. It reveals potential trends.
- Window #4:** Available only on certain topics, after applying some analytics, this window provides prioritized lists of the topic.



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 Quadrennium Report Region: Midwest

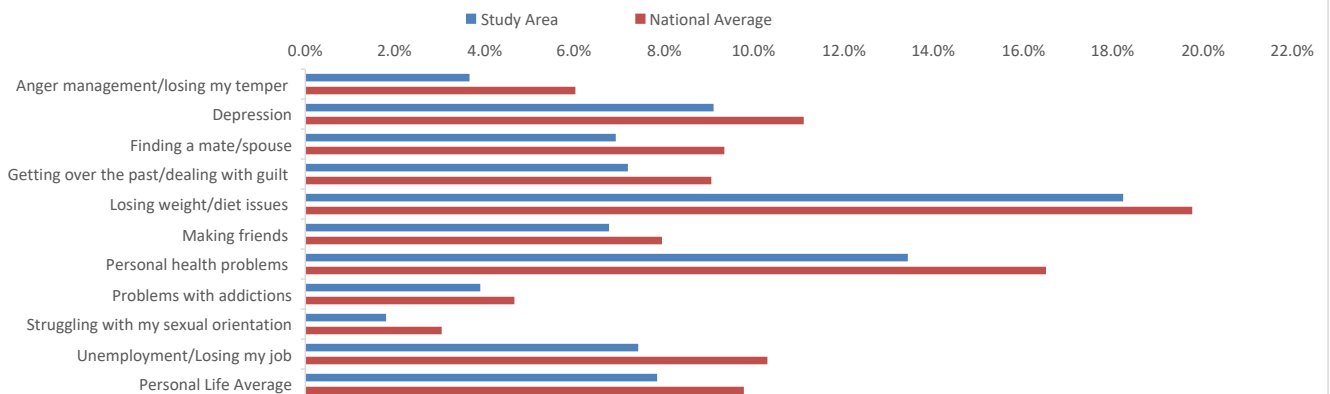
Life Concerns

People and their households have daily concerns with which they must deal. The lists in these tables present the projected concerns for the area of study. The Life Concerns are broken into categories around a thematic correspondence. Reviewing each of these report categories will provide a portrait of the kinds of concerns that are more likely to dominate the study area. These can then be compared to the national average. In a second set of reports, the Concerns reports the 2012 and 2017 Quadrennium Surveys are compared. This will provide an insight into trends that may be occurring within the study area. Finally, at the end of the Life Concerns Section is a report that ranks the top 15 out of 34 Life Concerns for this study area. It also indicates the strength of concern.

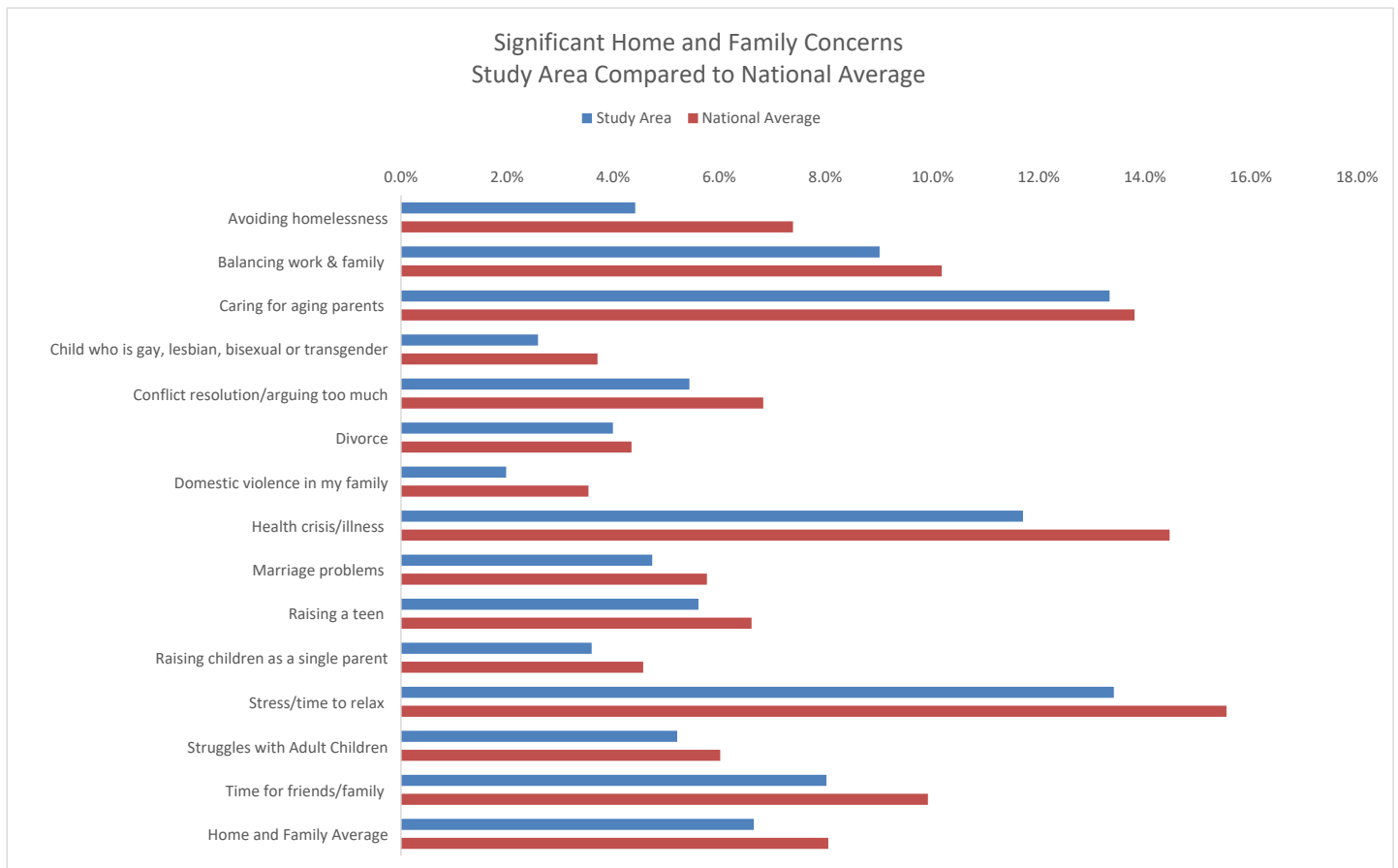
Concerns About Personal Health & Life

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Anger management/losing my temper	33.0%	3.7%	32.6%	6.0%	101	61
Depression	33.1%	9.1%	35.0%	11.1%	95	82
Finding a mate/spouse	13.7%	6.9%	18.7%	9.3%	73	74
Getting over the past/dealing with guilt	38.0%	7.2%	38.2%	9.1%	99	79
Losing weight/diet issues	50.6%	18.2%	47.0%	19.8%	108	92
Making friends	34.4%	6.8%	36.9%	8.0%	93	85
Personal health problems	52.8%	13.4%	51.7%	16.5%	102	81
Problems with addictions	14.0%	3.9%	14.9%	4.7%	94	84
Struggling with my sexual orientation	6.2%	1.8%	7.6%	3.0%	82	59
Unemployment/Losing my job	28.7%	7.4%	29.4%	10.3%	98	72
Personal Life Average	30.5%	7.8%	31.2%	9.8%	98	80

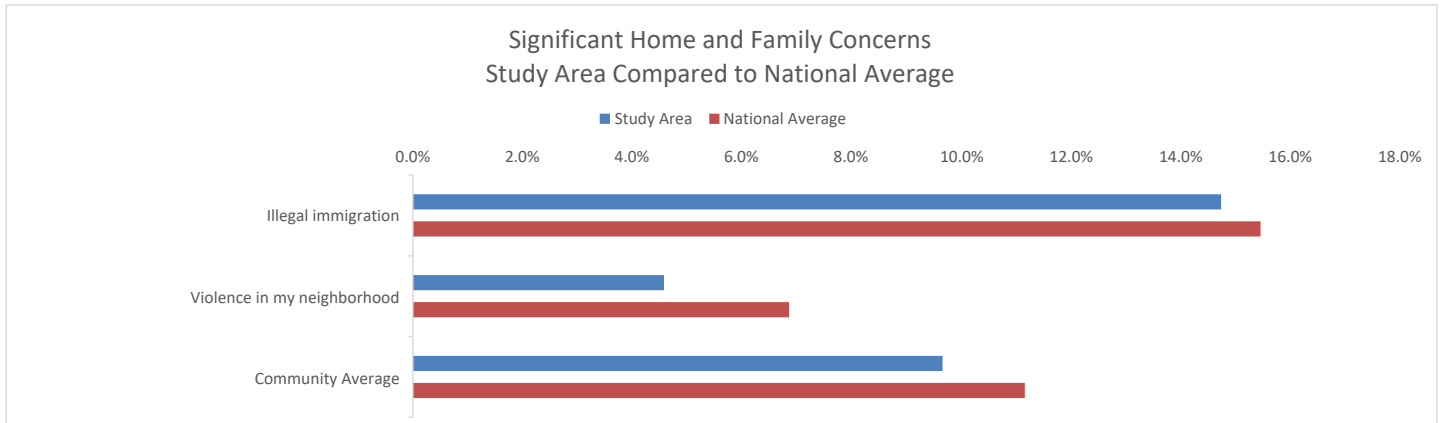
Significant Personal Health & Life Concerns
Study Area Compared to National Average



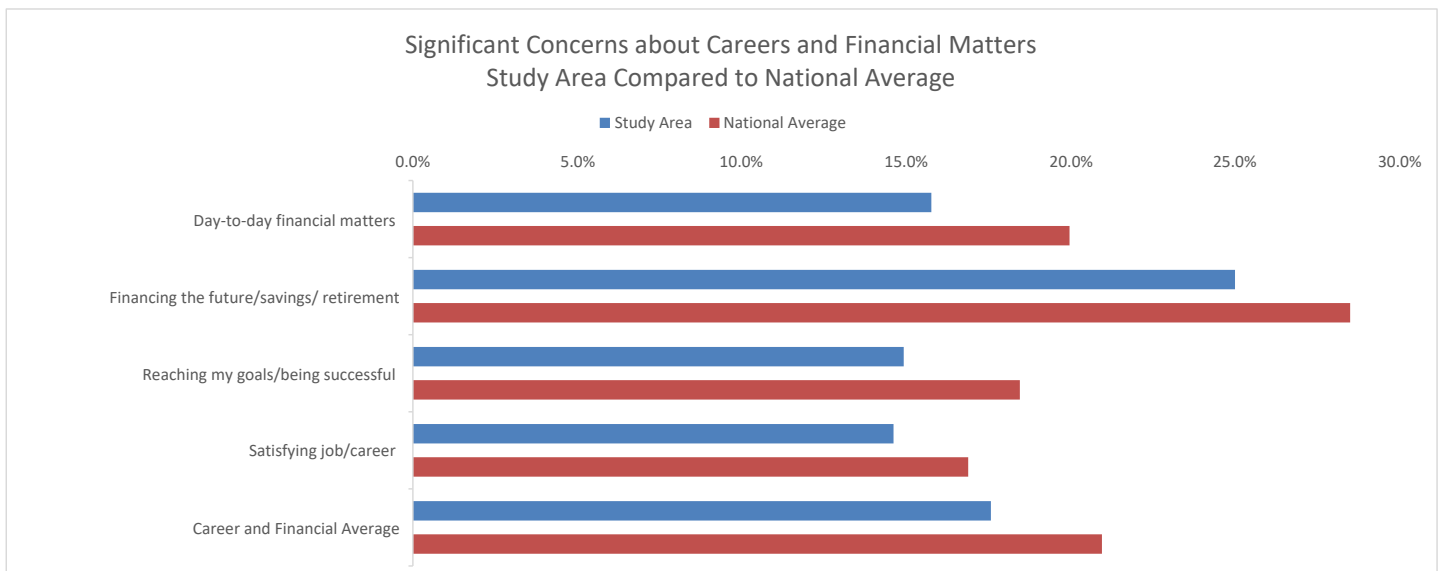
Concerns About Home and Family							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Avoiding homelessness	17.1%	4.4%	21.2%	7.4%	81	60	
Balancing work & family	38.7%	9.0%	36.3%	10.2%	107	89	
Caring for aging parents	33.2%	13.3%	31.0%	13.8%	107	97	
Child who is gay, lesbian, bisexual or transgender	7.5%	2.6%	8.1%	3.7%	92	70	
Conflict resolution/arguing too much	32.3%	5.4%	33.1%	6.8%	98	80	
Divorce	11.9%	4.0%	12.9%	4.3%	92	92	
Domestic violence in my family	7.4%	2.0%	9.0%	3.5%	82	56	
Health crisis/illness	47.3%	11.7%	47.1%	14.5%	100	81	
Marriage problems	20.4%	4.7%	20.0%	5.8%	102	82	
Raising a teen	17.2%	5.6%	15.1%	6.6%	114	85	
Raising children as a single parent	8.6%	3.6%	10.8%	4.6%	80	79	
Stress/time to relax	51.2%	13.4%	48.5%	15.5%	106	86	
Struggles with Adult Children	21.6%	5.2%	20.8%	6.0%	104	87	
Time for friends/family	48.7%	8.0%	47.0%	9.9%	104	81	
Home and Family Average	25.9%	6.6%	25.8%	8.0%	101	83	



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	22.0%	14.7%	22.7%	15.5%	97	95
Violence in my neighborhood	23.3%	4.6%	27.6%	6.9%	85	67
Community Average	22.7%	9.7%	25.2%	11.2%	90	87

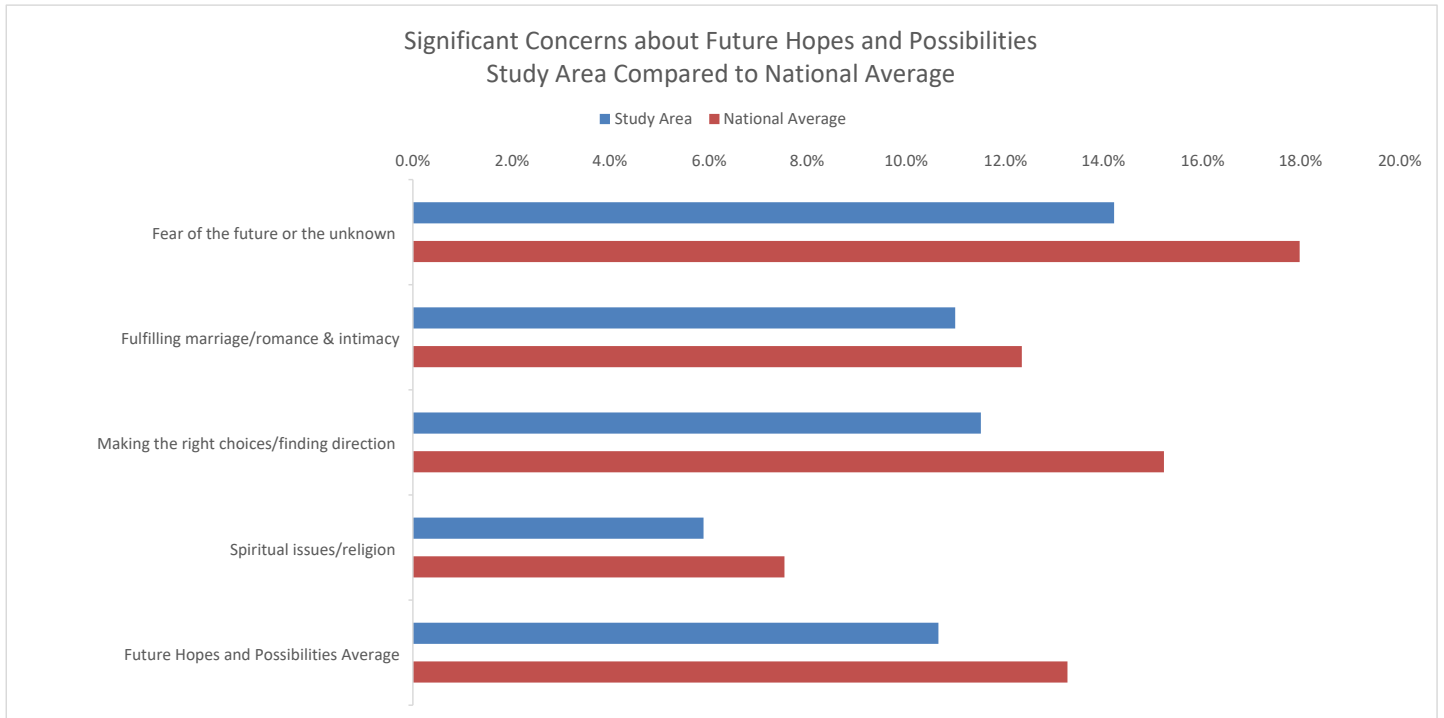


Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	49.5%	15.8%	48.3%	20.0%	102	79
Financing the future/savings/ retirement	52.0%	25.0%	47.9%	28.5%	108	88
Reaching my goals/being successful	47.7%	14.9%	45.1%	18.5%	106	81
Satisfying job/career	37.6%	14.6%	36.1%	16.9%	104	87
Career and Financial Average	46.7%	17.6%	44.4%	20.9%	105	84



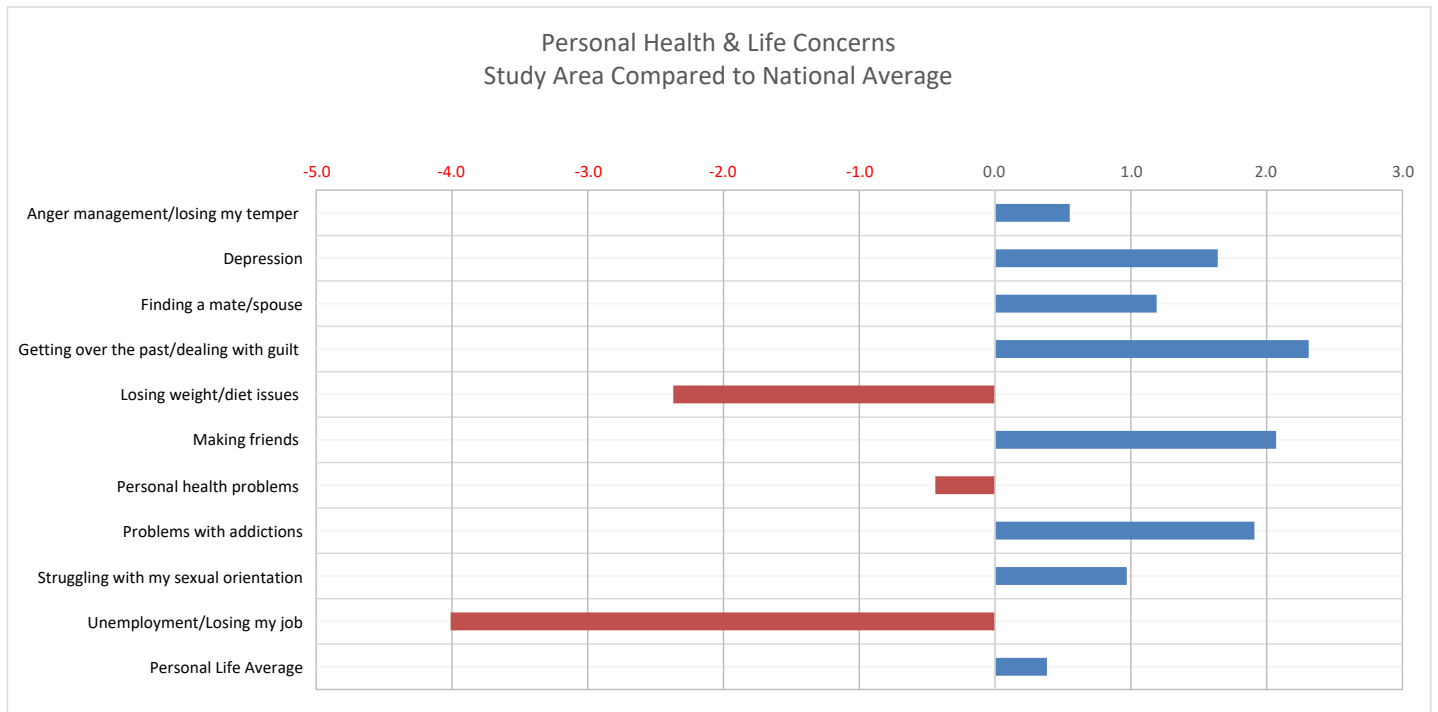
Concerns about Future Hopes and Possibilities

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	52.1%	14.2%	49.8%	18.0%	105	79
Fulfilling marriage/romance & intimacy	38.3%	11.0%	35.3%	12.3%	108	89
Making the right choices/finding direction	52.1%	11.5%	49.9%	15.2%	104	76
Spiritual issues/religion	28.9%	5.9%	27.5%	7.5%	105	78
Future Hopes and Possibilities Average	42.8%	10.7%	40.6%	13.3%	105	80

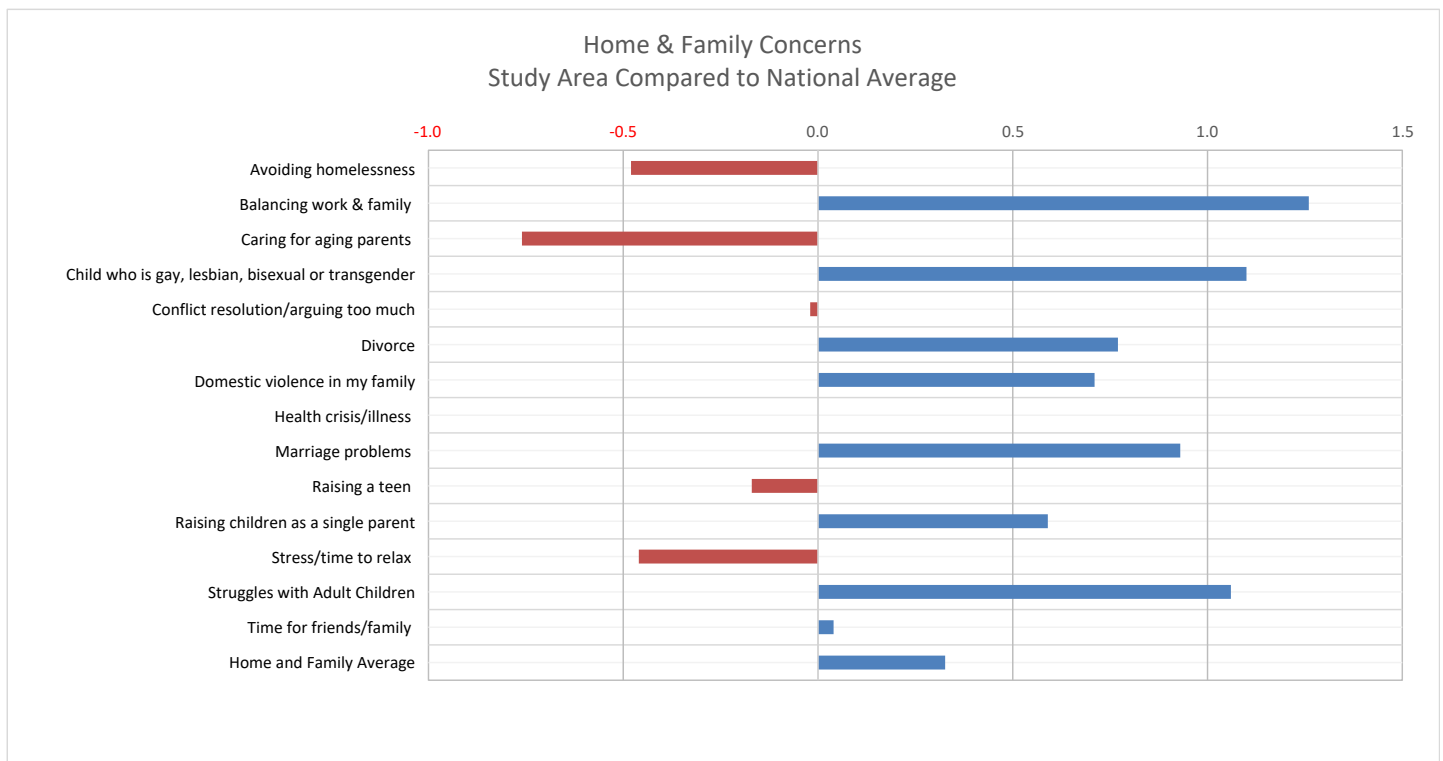


Concerns About Personal Health & Life

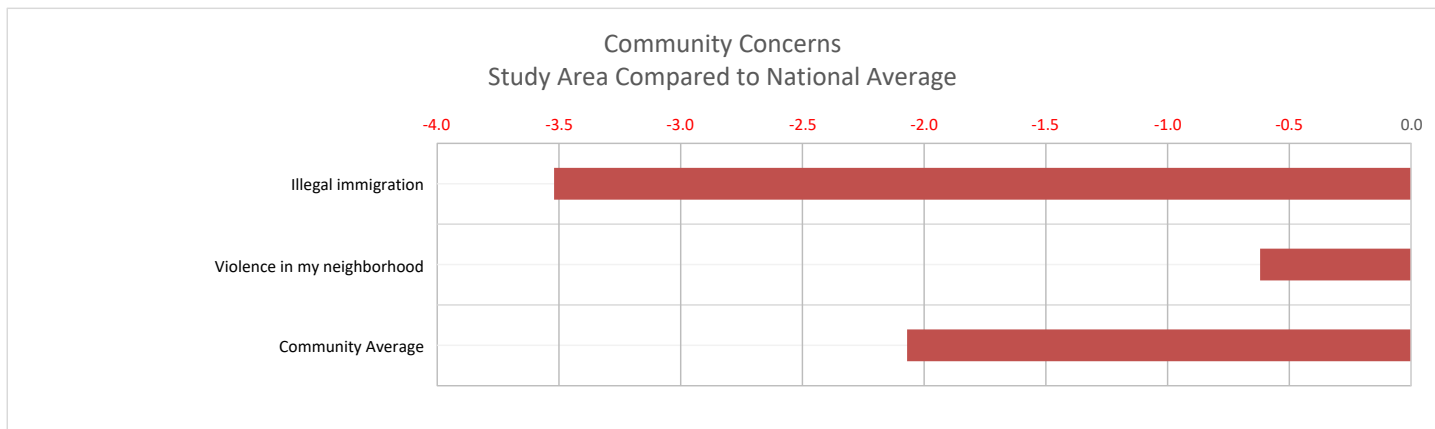
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Anger management/losing my temper	3.1%	3.7%	0.6
Depression	7.5%	9.1%	1.6
Finding a mate/spouse	5.7%	6.9%	1.2
Getting over the past/dealing with guilt	4.9%	7.2%	2.3
Losing weight/diet issues	20.6%	18.2%	-2.4
Making friends	4.7%	6.8%	2.1
Personal health problems	13.9%	13.4%	-0.4
Problems with addictions	2.0%	3.9%	1.9
Struggling with my sexual orientation	0.8%	1.8%	1.0
Unemployment/Losing my job	11.4%	7.4%	-4.0
Personal Life Average	7.5%	7.8%	0.4



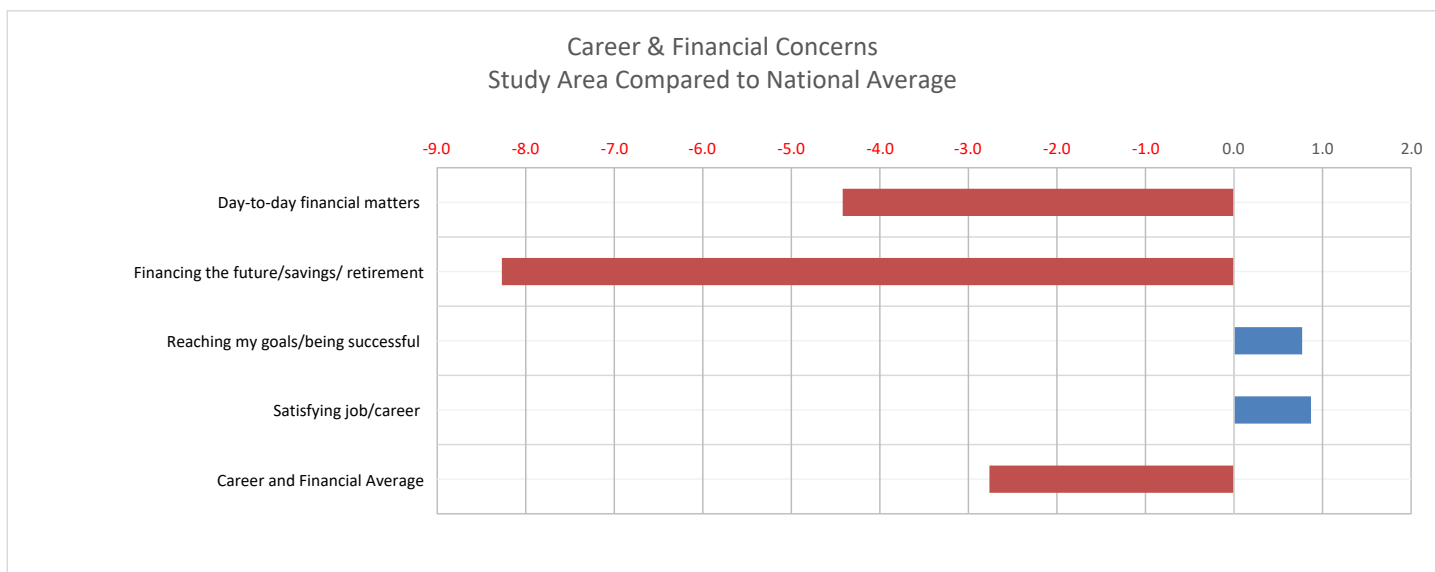
Study Area Comparison between 2012 & 2017	Concerns About Home and Family		
	2012	2017	Point Change Between Surveys
Avoiding homelessness	4.9%	4.4%	-0.5
Balancing work & family	7.8%	9.0%	1.3
Caring for aging parents	14.1%	13.3%	-0.8
Child who is gay, lesbian, bisexual or transgender	1.5%	2.6%	1.1
Conflict resolution/arguing too much	5.5%	5.4%	-0.0
Divorce	3.2%	4.0%	0.8
Domestic violence in my family	1.3%	2.0%	0.7
Health crisis/illness	11.7%	11.7%	-0.0
Marriage problems	3.8%	4.7%	0.9
Raising a teen	5.8%	5.6%	-0.2
Raising children as a single parent	3.0%	3.6%	0.6
Stress/time to relax	13.9%	13.4%	-0.5
Struggles with Adult Children	4.1%	5.2%	1.1
Time for friends/family	8.0%	8.0%	0.0
Home and Family Average	6.3%	6.6%	0.3



Concerns About Community			
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Illegal immigration	18.3%	14.7%	-3.5
Violence in my neighborhood	5.2%	4.6%	-0.6
Community Average	11.7%	9.7%	-2.1



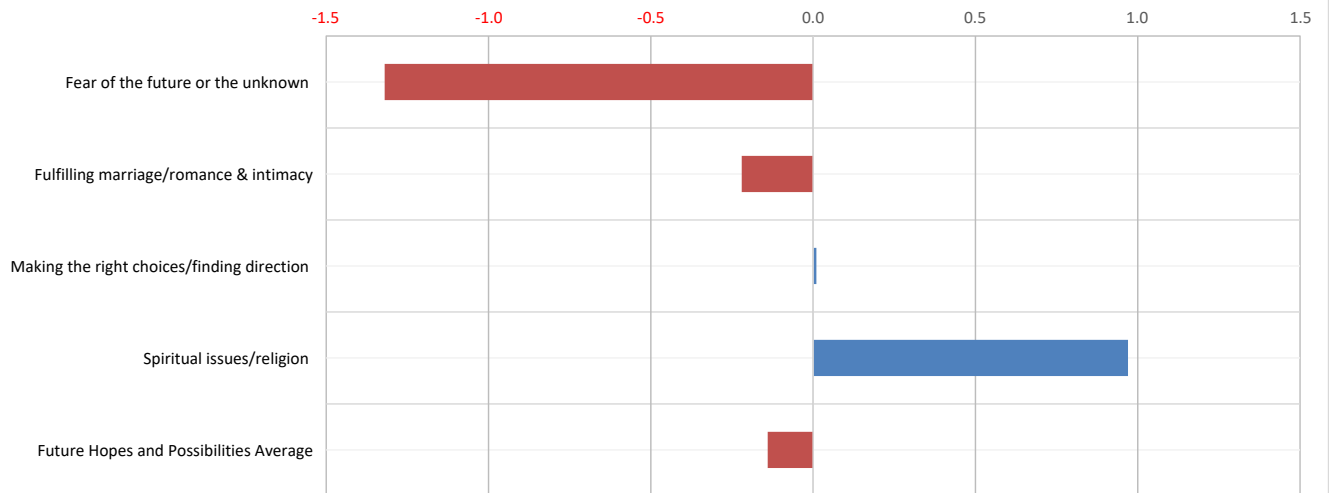
Concerns about Careers and Financial Matters			
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Day-to-day financial matters	20.2%	15.8%	-4.4
Financing the future/savings/ retirement	33.3%	25.0%	-8.3
Reaching my goals/being successful	14.2%	14.9%	0.8
Satisfying job/career	13.7%	14.6%	0.9
Career and Financial Average	20.3%	17.6%	-2.8



Concerns about Future Hopes and Possibilities

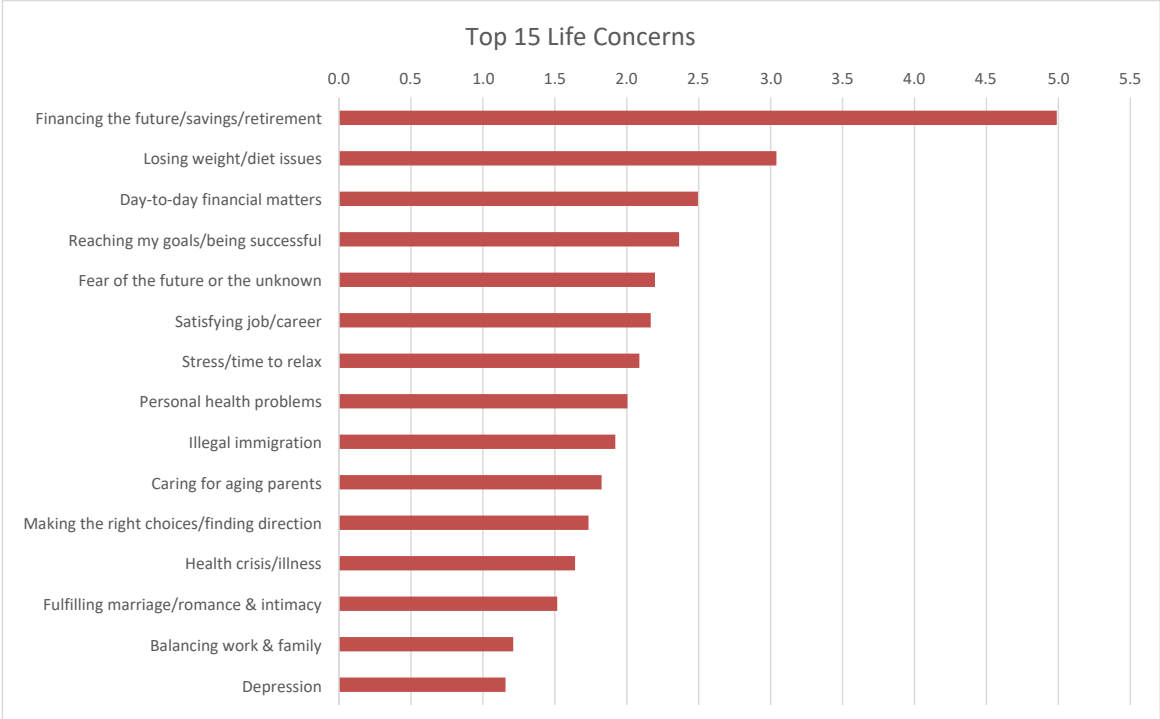
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Fear of the future or the unknown	15.5%	14.2%	-1.3
Fulfilling marriage/romance & intimacy	11.2%	11.0%	-0.2
Making the right choices/finding direction	11.5%	11.5%	0.0
Spiritual issues/religion	4.9%	5.9%	1.0
Future Hopes and Possibilities Average	10.8%	10.7%	-0.1

Future Hopes & Possibilities Concerns
Study Area Compared to National Average



If we assume that congregational ministries and programs are intended to provide support and service to a community in which it resides, then knowing the kinds of concerns on people's minds is critically important. This report analyzes the full Life Concerns data and provides a portrait of the 15 highest concerns for the study area. Use these data for discussions about ways to engage in service to its community.

Priority List	Top 15 of 34 Life Concerns			
	Ranked by Greatest Concerns			
Ranking	Concern	Ratio	Strength of Concern	
1.0	Financing the future/savings/retirement	5.0	Very Strong Concern	
2	Losing weight/diet issues	3.0	Very Strong Concern	
3.0	Day-to-day financial matters	2.5	Strong Concern	
4	Reaching my goals/being successful	2.4	Strong Concern	
5.0	Fear of the future or the unknown	2.2	Strong Concern	
6	Satisfying job/career	2.2	Strong Concern	
7.0	Stress/time to relax	2.1	Strong Concern	
8	Personal health problems	2.0	Strong Concern	
9.0	Illegal immigration	1.9	Moderate Concern	
10	Caring for aging parents	1.8	Moderate Concern	
11.0	Making the right choices/finding direction	1.7	Moderate Concern	
12	Health crisis/illness	1.6	Moderate Concern	
13.0	Fulfilling marriage/romance & intimacy	1.5	Moderate Concern	
14	Balancing work & family	1.2	Moderate Concern	
15.0	Depression	1.2	Moderate Concern	



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. These topics consider this from two perspectives; those on the Outside and those currently on the Inside. The Outside group are persons who indicated they were not currently participating in any religious community but indicated reasons they probably would not participate in a religious congregation or community. The Inside group reflects persons who do currently participate but have considered discontinuing their involvement. These data are helpful, if perhaps uncomfortable for congregations to consider, if the mission of the congregation is to connect with the community and maintain those who are currently in their congregations. These data provide congregational leadership good conversation starters.

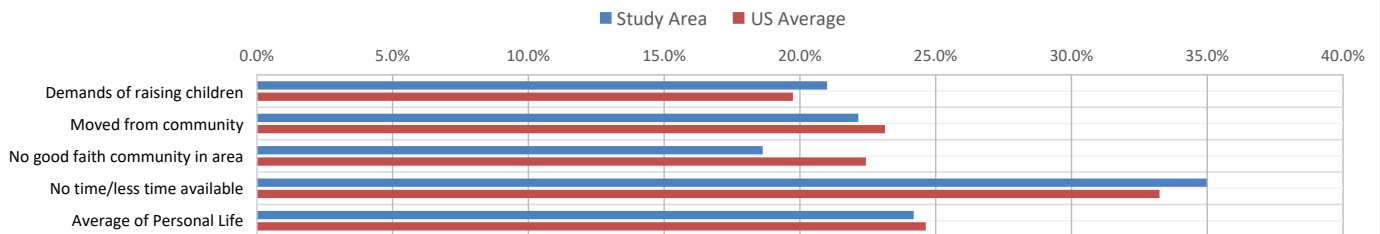
The topics are segmented by themes; 1) personal life, 2) personal faith 3) about the church. Each topic is compared to the national average. At the end of this section is a report that gives the Top 10 of 21 Reasons for Not Participating in a Religious Congregation or Community. Important hints about understanding how the religious organizations are viewed in the study area are made clear in this report.

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

Study Area Compared to National Average

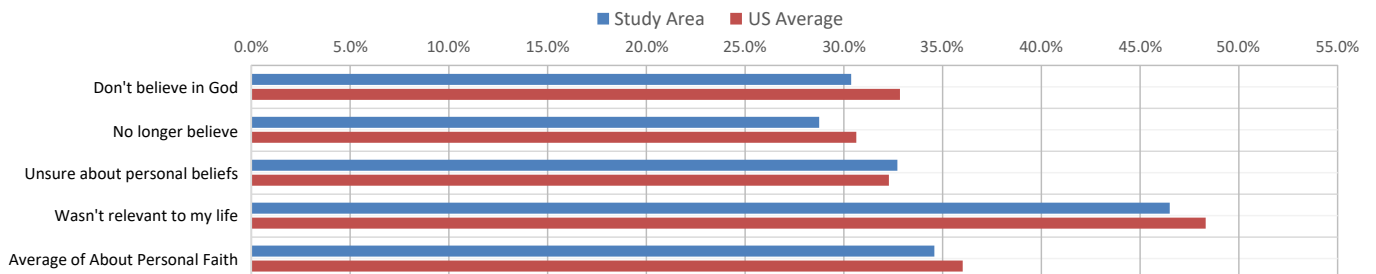
About Personal Life	Study Area	US Average	Comparative Index
Demands of raising children	21.0%	19.7%	106
Moved from community	22.2%	23.1%	96
No good faith community in area	18.6%	22.4%	83
No time/less time available	35.0%	33.2%	105
Average of Personal Life	24.2%	24.6%	98

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



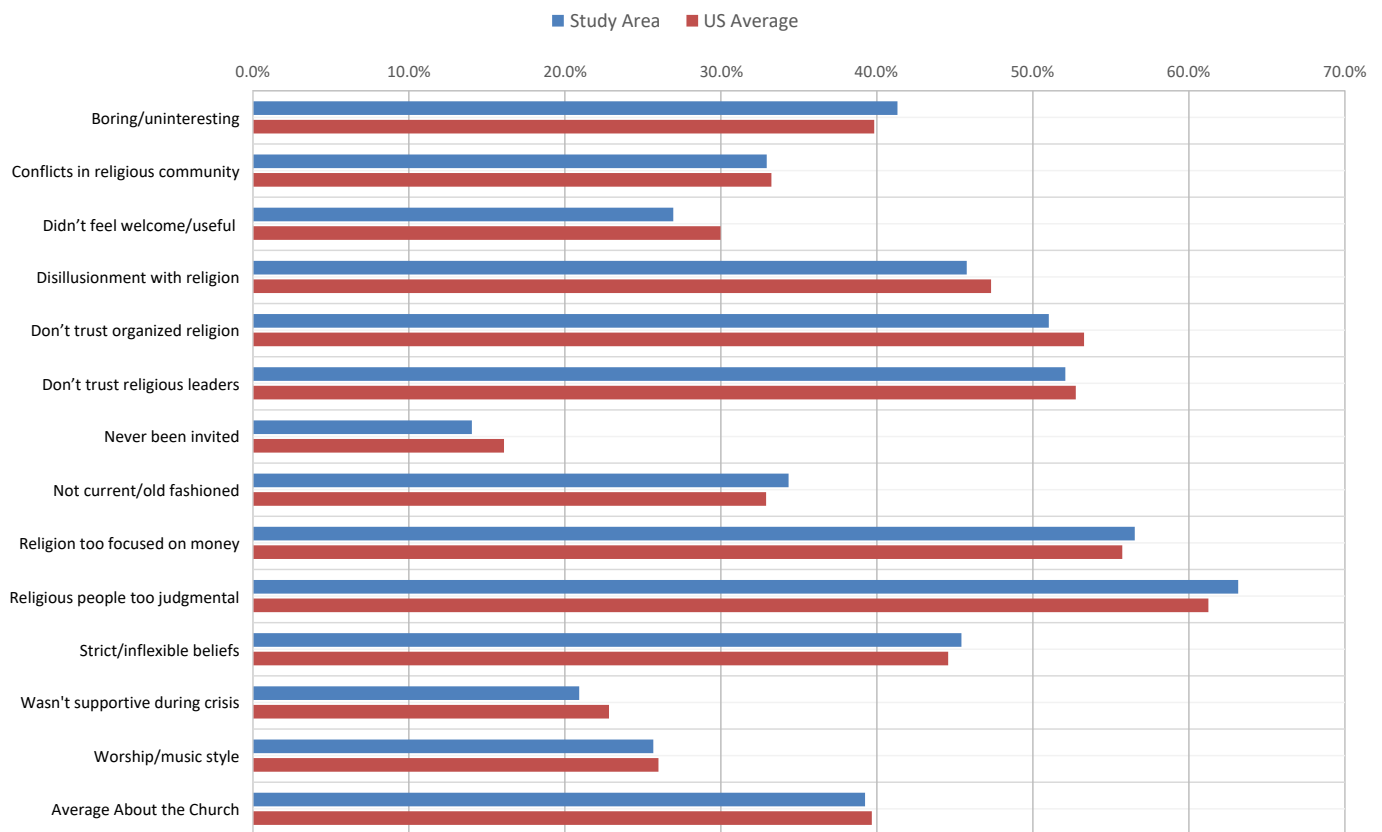
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	30.4%	32.8%	92
No longer believe	28.8%	30.6%	94
Unsure about personal beliefs	32.7%	32.3%	101
Wasn't relevant to my life	46.5%	48.3%	96
Average of About Personal Faith	34.6%	36.0%	96

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



<i>About the Church</i>	Study Area	US Average	Comparative Index
Boring/uninteresting	41.3%	39.8%	104
Conflicts in religious community	32.9%	33.2%	99
Didn't feel welcome/useful	27.0%	30.0%	90
Disillusionment with religion	45.8%	47.3%	97
Don't trust organized religion	51.0%	53.3%	96
Don't trust religious leaders	52.1%	52.8%	99
Never been invited	14.0%	16.1%	87
Not current/old fashioned	34.3%	32.9%	104
Religion too focused on money	56.5%	55.7%	101
Religious people too judgmental	63.2%	61.3%	103
Strict/inflexible beliefs	45.4%	44.6%	102
Wasn't supportive during crisis	20.9%	22.8%	92
Worship/music style	25.7%	26.0%	99
Average About the Church	39.2%	39.7%	99

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

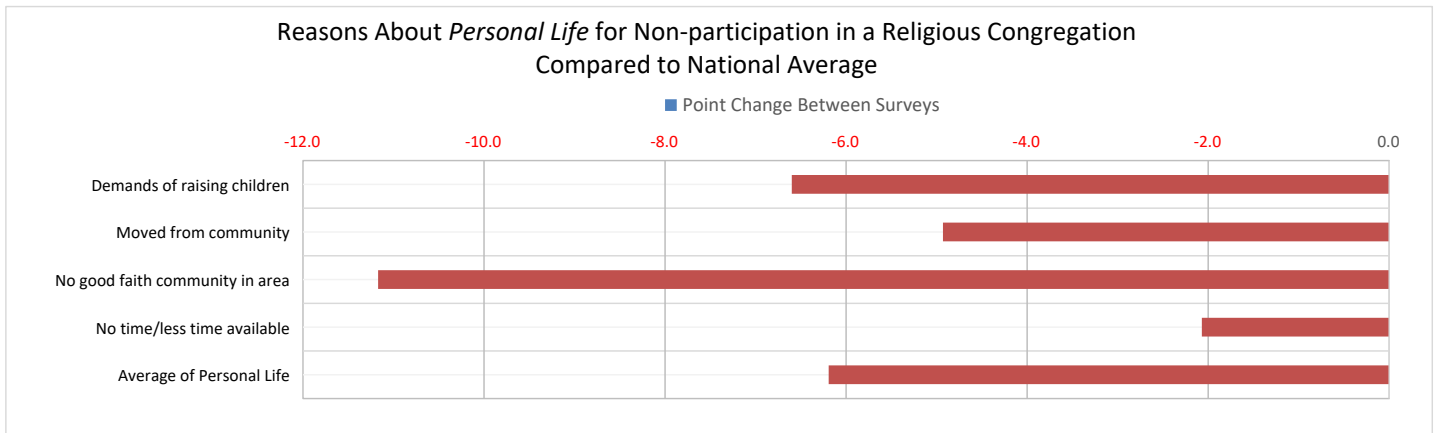


From Outside: Probable reasons for non-participation in a religious congregation or religious community

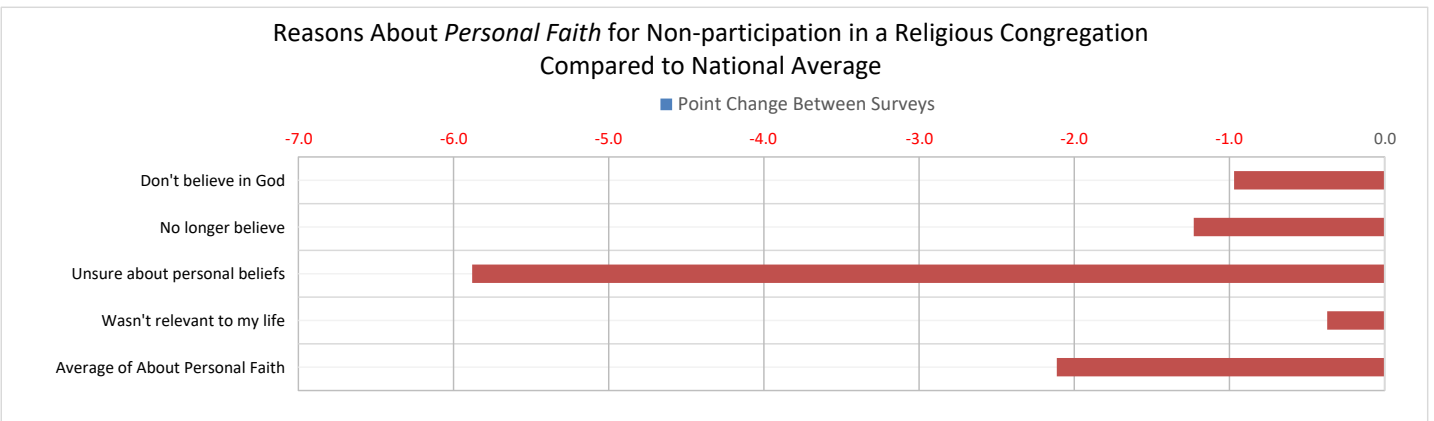
Study Area Comparison between 2012 & 2017

2012-2017 Comparison Note: In the 2017 survey there were more response options. On the 2017 survey there were five (5) response options: 1) Not Sure, 2) Not Important, 3) Slightly Important, 4) Somewhat Important, 5) Very Important. The 2012 survey included: 1) Not Sure, 2) Not Important, 3) Important. Given these data differences, the two surveys will not perfectly align. To make the two surveys comparable, the 1) Slightly Important, 2) Somewhat Important, 3) Very Important were aggregated.

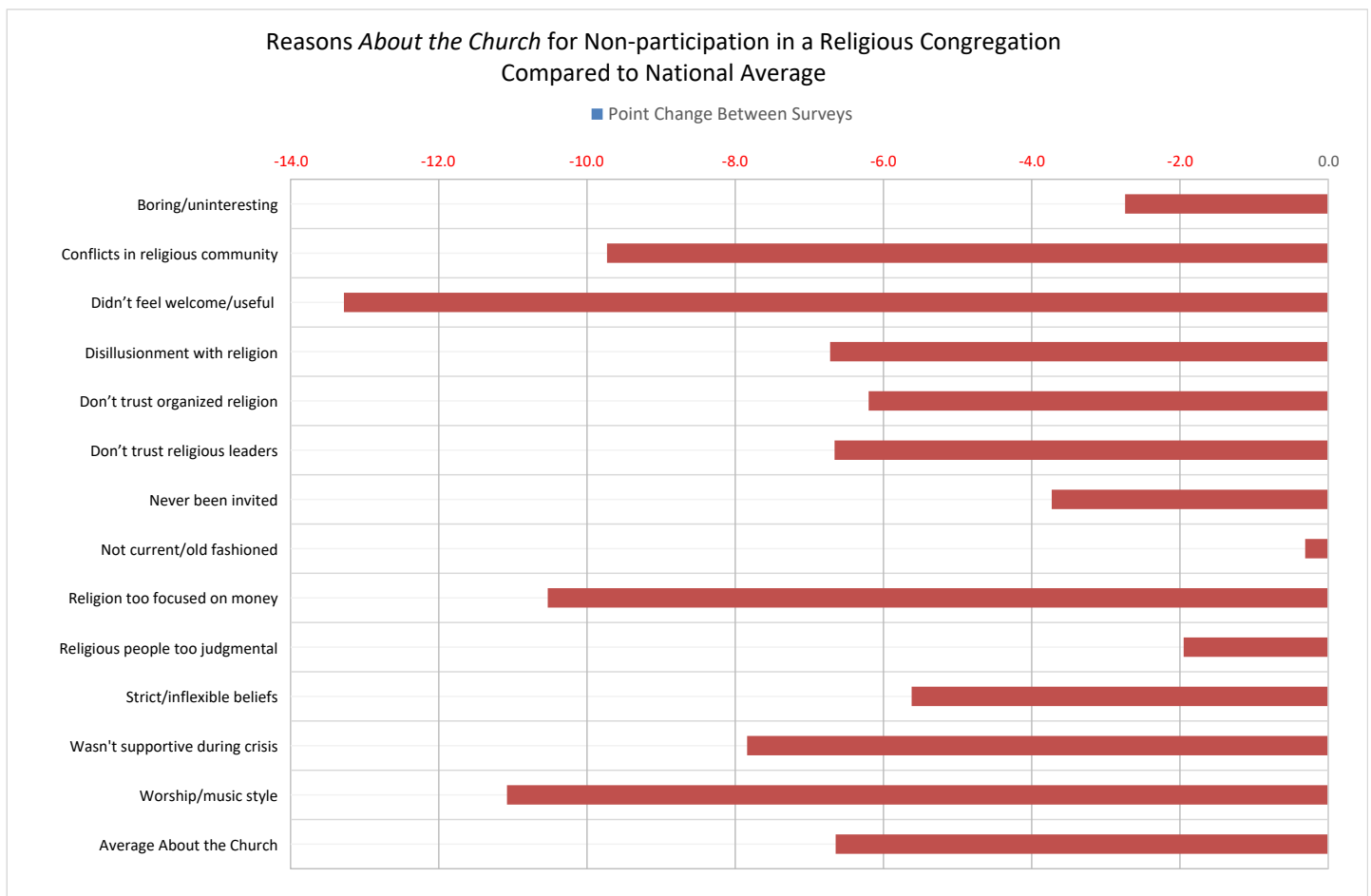
About Personal Life	2012	2017	Point Change Between Surveys
Demands of raising children	27.6%	21.0%	-6.6
Moved from community	27.1%	22.2%	-4.9
No good faith community in area	29.8%	18.6%	-11.2
No time/less time available	37.1%	35.0%	-2.1
Average of Personal Life	30.4%	24.2%	-6.2



About Personal Faith	2012	2017	Point Change Between Surveys
Don't believe in God	31.3%	30.4%	-1.0
No longer believe	30.0%	28.8%	-1.2
Unsure about personal beliefs	38.6%	32.7%	-5.9
Wasn't relevant to my life	46.9%	46.5%	-0.4
Average of About Personal Faith	36.7%	34.6%	-2.1

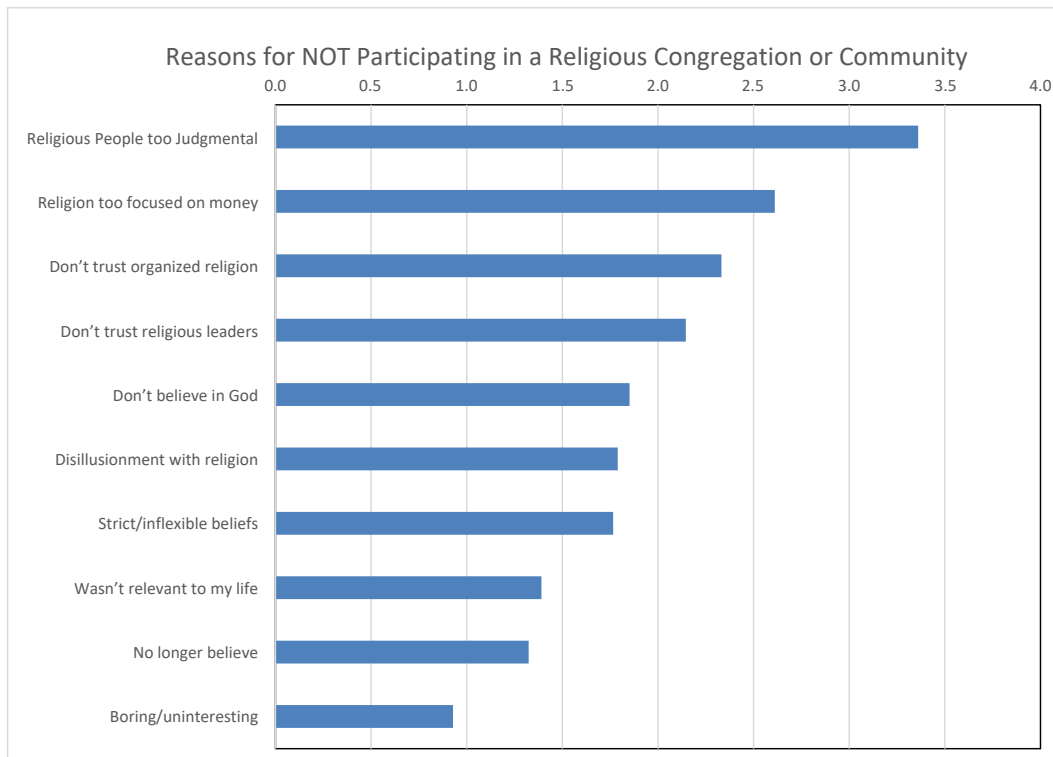


About the Church	2012	2017	Point Change Between Surveys
Boring/uninteresting	44.1%	41.3%	-2.7
Conflicts in religious community	42.7%	32.9%	-9.7
Didn't feel welcome/useful	40.2%	27.0%	-13.3
Disillusionment with religion	52.5%	45.8%	-6.7
Don't trust organized religion	57.2%	51.0%	-6.2
Don't trust religious leaders	58.7%	52.1%	-6.7
Never been invited	17.8%	14.0%	-3.7
Not current/old fashioned	34.7%	34.3%	-0.3
Religion too focused on money	67.1%	56.5%	-10.5
Religious people too judgmental	65.1%	63.2%	-2.0
Strict/inflexible beliefs	51.0%	45.4%	-5.6
Wasn't supportive during crisis	28.8%	20.9%	-7.8
Worship/music style	36.8%	25.7%	-11.1
Average About the Church	45.9%	39.2%	-6.6



Top 10 of 21 Reasons for People Outside a Religious Congregation or Community for Not Participating

<i>Ranking</i>	<i>Concern</i>	<i>Ratio</i>	<i>Strength of Reason</i>
1.0	Religious People too Judgmental	3.4	Very Strong Reason
2	Religion too focused on money	2.6	Very Strong Reason
3.0	Don't trust organized religion	2.3	Very Strong Reason
4	Don't trust religious leaders	2.1	Very Strong Reason
5.0	Don't believe in God	1.9	Very Strong Reason
6	Disillusionment with religion	1.8	Very Strong Reason
7.0	Strict/inflexible beliefs	1.8	Very Strong Reason
8	Wasn't relevant to my life	1.4	Somewhat Strong Reason
9.0	No longer believe	1.3	Somewhat Strong Reason
10	Boring/uninteresting	0.9	Somewhat Weak Reason



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

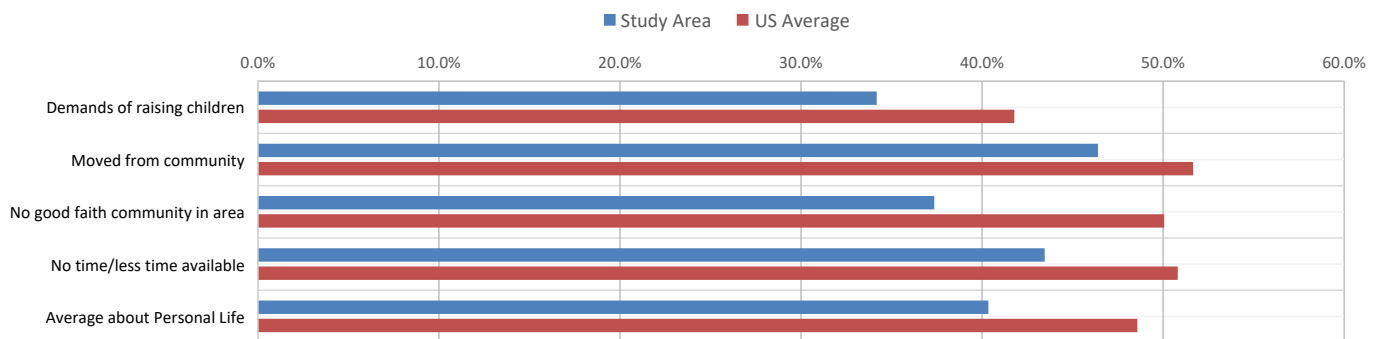
These respondents currently participate in a Religious Congregation or Community but who may consider discontinuing their participation for some of the following reasons.

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

Study Area Compared to National Average

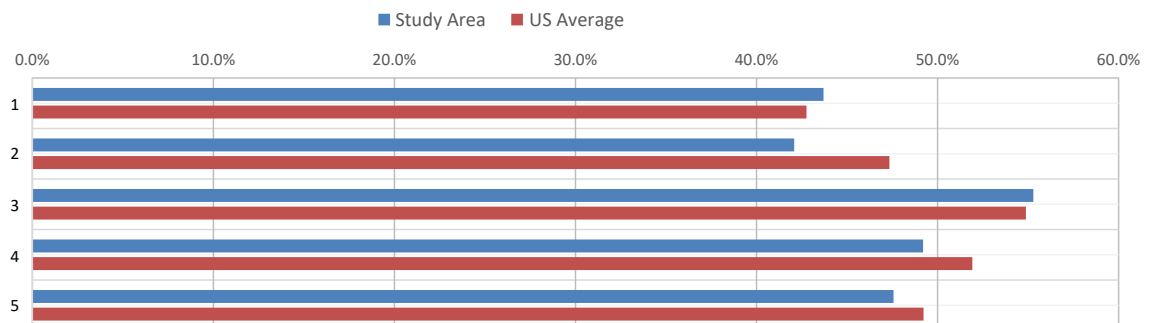
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Demands of raising children	34.2%	41.8%	82
Moved from community	46.4%	51.7%	90
No good faith community in area	37.4%	50.1%	75
No time/less time available	43.5%	50.8%	86
Average about Personal Life	40.4%	48.6%	83

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



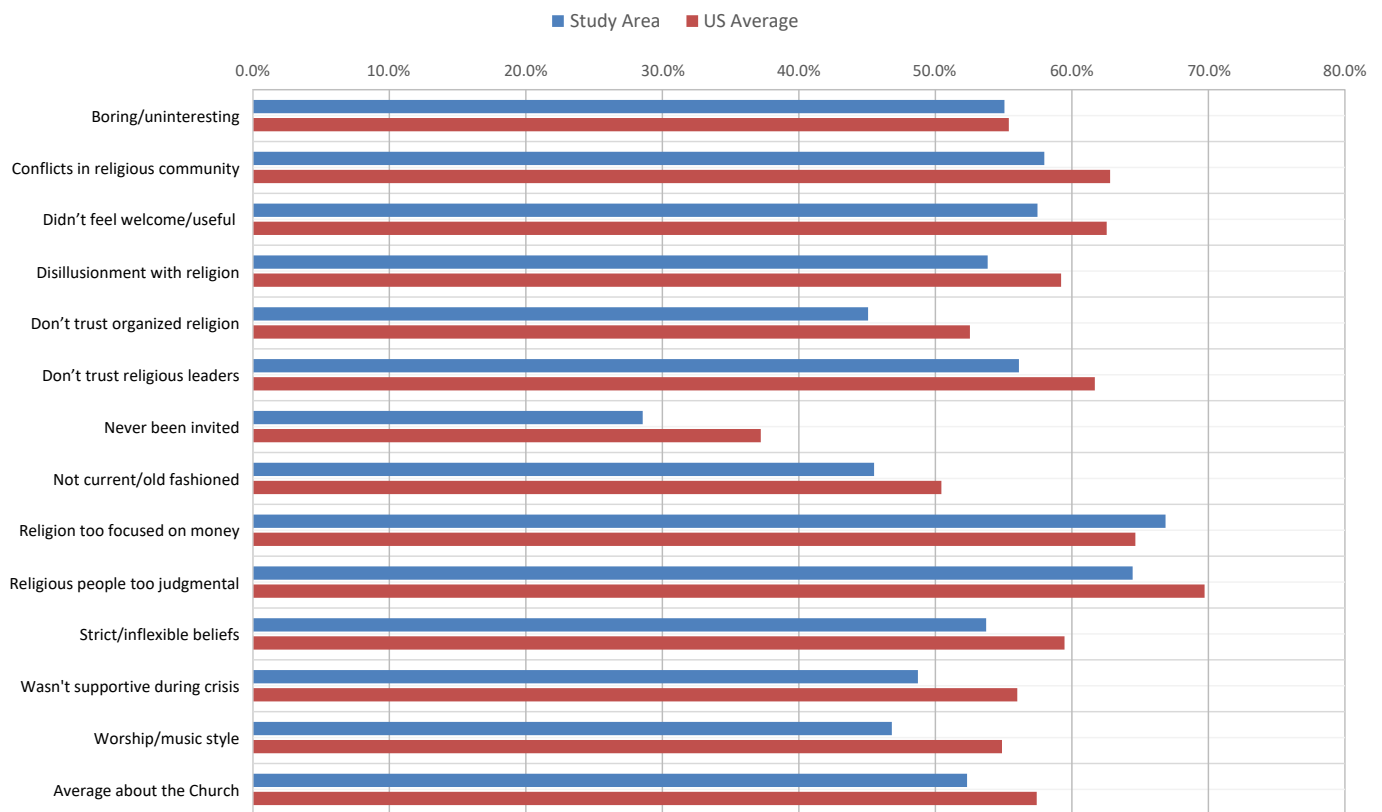
<i>About Personal Faith</i>	Study Area	US Average	Comparative Index
Don't believe in God	43.7%	42.8%	102
No longer believe	42.1%	47.3%	89
Unsure about personal beliefs	55.3%	54.9%	101
Wasn't relevant to my life	49.2%	51.9%	95
Average about Personal Faith	47.6%	49.2%	97

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	55.1%	55.4%	99
Conflicts in religious community	58.0%	62.8%	92
Didn't feel welcome/useful	57.5%	62.6%	92
Disillusionment with religion	53.8%	59.2%	91
Don't trust organized religion	45.1%	52.5%	86
Don't trust religious leaders	56.1%	61.7%	91
Never been invited	28.6%	37.2%	77
Not current/old fashioned	45.5%	50.4%	90
Religion too focused on money	66.9%	64.7%	103
Religious people too judgmental	64.5%	69.7%	92
Strict/inflexible beliefs	53.7%	59.5%	90
Wasn't supportive during crisis	48.7%	56.0%	87
Worship/music style	46.8%	54.9%	85
Average about the Church	52.3%	57.4%	91

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



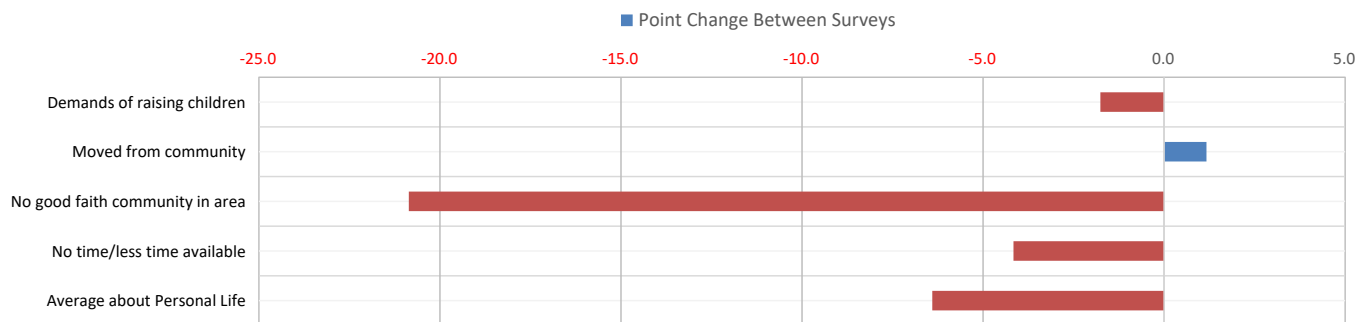
From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2012 & 2017

2012-2017 Comparison Note: In the 2017 survey there were more response options. On the 2017 survey there were five (5) response options: 1) Not Sure, 2) Not Important, 3) Slightly Important, 4) Somewhat Important, 5) Very Important. The 2012 survey included: 1) Not Sure, 2) Not Important, 3) Important. Given these data differences, the two surveys will not perfectly align. To make the two surveys comparable, the 1) Slightly Important, 2) Somewhat Important, 3) Very Important were aggregated.

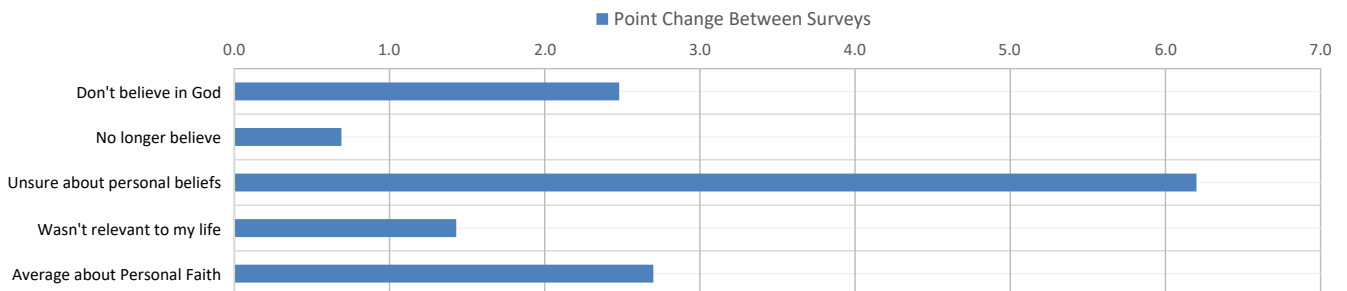
About Personal Life	2012	2017	Point Change Between Surveys
Demands of raising children	35.9%	34.2%	-1.8
Moved from community	45.2%	46.4%	1.2
No good faith community in area	58.2%	37.4%	-20.9
No time/less time available	47.6%	43.5%	-4.2
Average about Personal Life	46.8%	40.4%	-6.4

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

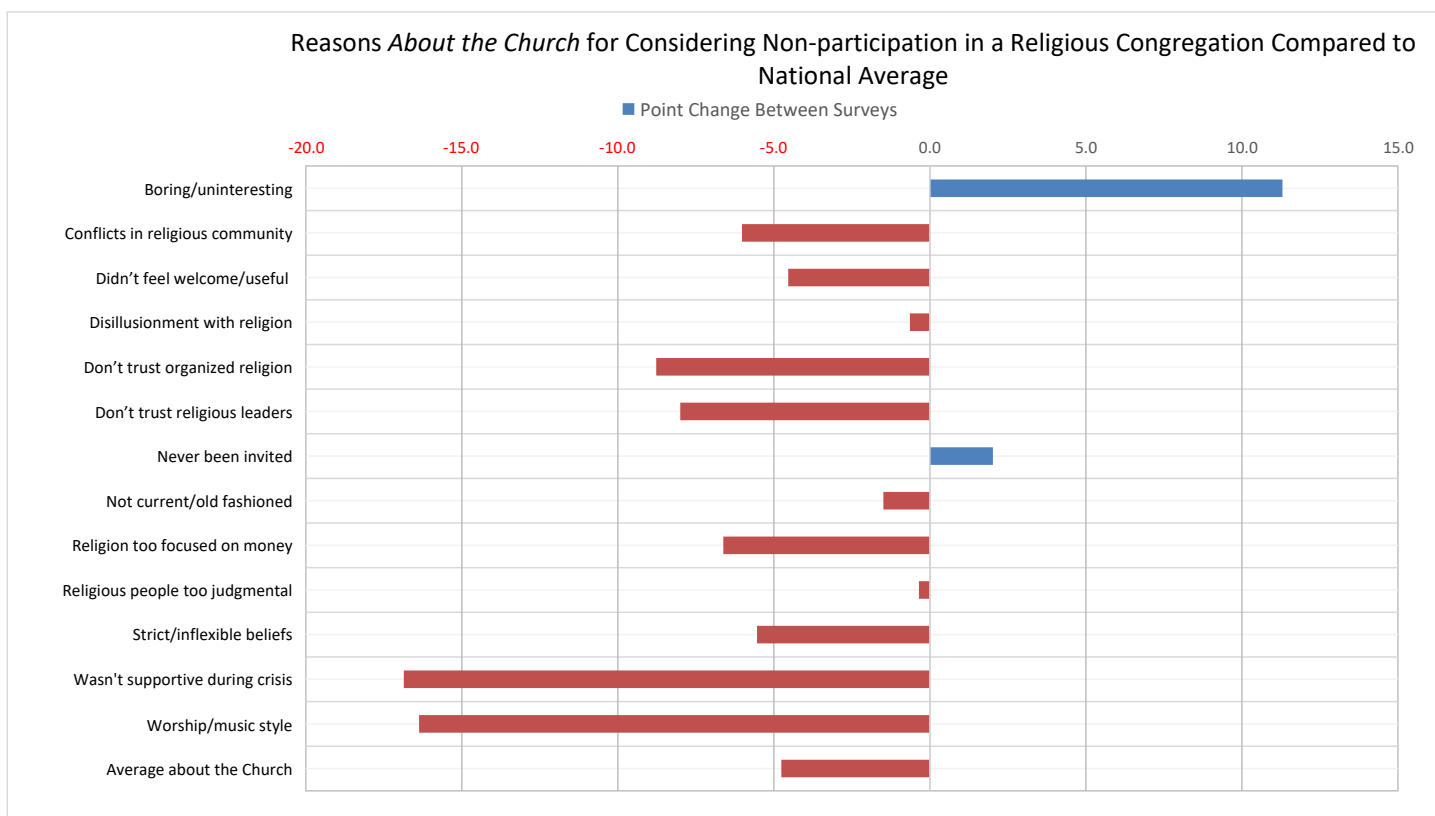


About Personal Faith	2012	2017	Point Change Between Surveys
Don't believe in God	41.2%	43.7%	2.5
No longer believe	41.4%	42.1%	0.7
Unsure about personal beliefs	49.1%	55.3%	6.2
Wasn't relevant to my life	47.8%	49.2%	1.4
Average about Personal Faith	44.9%	47.6%	2.7

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

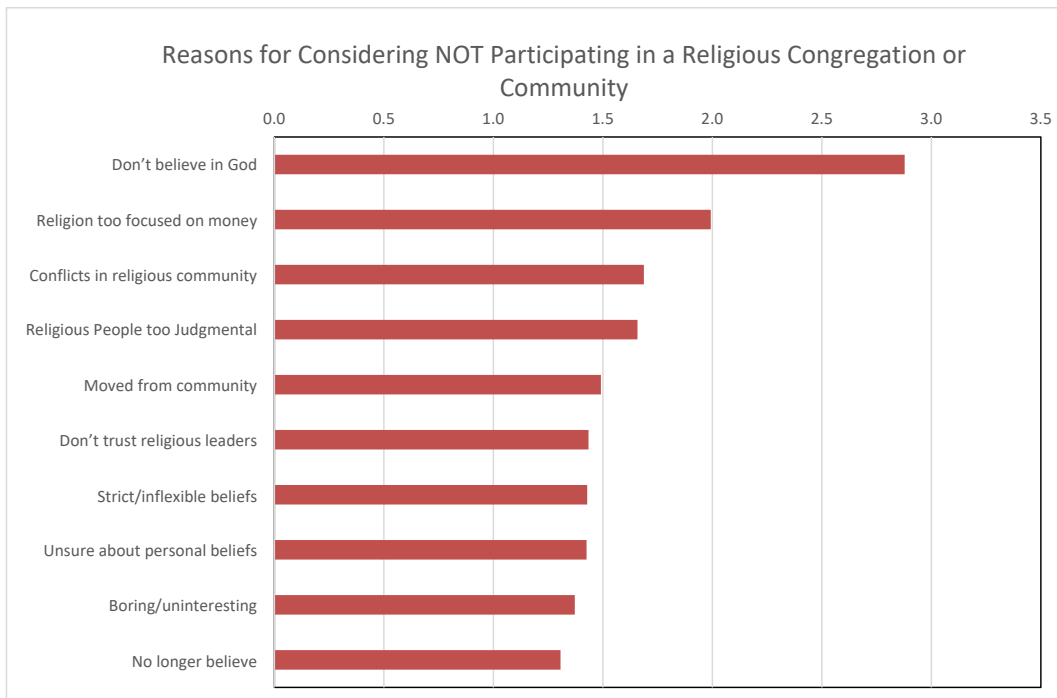


About the Church	2012	2017	Point Change Between Surveys
Boring/uninteresting	43.8%	55.1%	11.3
Conflicts in religious community	64.0%	58.0%	-6.0
Didn't feel welcome/useful	62.0%	57.5%	-4.5
Disillusionment with religion	54.5%	53.8%	-0.6
Don't trust organized religion	53.8%	45.1%	-8.8
Don't trust religious leaders	64.1%	56.1%	-8.0
Never been invited	26.5%	28.6%	2.0
Not current/old fashioned	47.0%	45.5%	-1.5
Religion too focused on money	73.5%	66.9%	-6.6
Religious people too judgmental	64.8%	64.5%	-0.4
Strict/inflexible beliefs	59.3%	53.7%	-5.5
Wasn't supportive during crisis	65.6%	48.7%	-16.9
Worship/music style	63.2%	46.8%	-16.4
Average about the Church	57.1%	52.3%	-4.8



Top 10 of 21 Reasons for Considering NOT Participating in a Religious Congregation or Community

Ranking	Concern	Ratio	Strength
1.0	Don't believe in God	2.9	Very Strong Reason
2	Religion too focused on money	2.0	Very Strong Reason
3.0	Conflicts in religious community	1.7	Somewhat Strong Reason
4	Religious People too Judgmental	1.7	Somewhat Strong Reason
5.0	Moved from community	1.5	Somewhat Strong Reason
6	Don't trust religious leaders	1.4	Somewhat Strong Reason
7.0	Strict/inflexible beliefs	1.4	Somewhat Strong Reason
8	Unsure about personal beliefs	1.4	Somewhat Strong Reason
9.0	Boring/uninteresting	1.4	Somewhat Strong Reason
10	No longer believe	1.3	Somewhat Strong Reason



Program or Ministry Preferences

Different communities need different programs and services. The table below presents the kinds of programs or services that are likely to be considered important in the area of study. Note that the category "Important" conflates two data points in the survey including, "Somewhat Important" and "Very Important". Other options included "Slightly Important", "Not sure" and "Not Important."

Study Area Compared to National Average	Preferences			Study Area		US Average		Comparative Index	
	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important		
Personal Growth									
Addiction support groups	53.9%	33.8%	0.6	50.9%	36.3%	106	93		
Health/weight loss programs	50.4%	39.3%	0.8	46.8%	41.6%	108	94		
Practical training seminars	44.7%	43.4%	1.0	42.5%	44.8%	105	97		
<i>Personal Growth</i>	49.7%	38.8%	0.8	46.7%	40.9%	106	95		
Family Support and Intervention Services									
Daycare/After-School Programs	54.1%	33.2%	0.6	52.4%	34.7%	103	96		
Crisis support groups	40.2%	48.8%	1.2	36.8%	51.7%	109	94		
Family oriented activities	28.2%	62.9%	2.2	30.6%	60.0%	92	105		
Marriage enrichment	40.6%	48.9%	1.2	41.8%	46.3%	97	106		
Parenting development	49.1%	39.8%	0.8	48.8%	38.7%	101	103		
Personal/family counseling	41.8%	48.6%	1.2	39.2%	49.9%	107	97		
<i>Family Support and Intervention Services</i>	42.3%	47.0%	1.1	41.6%	46.9%	102	100		
Community Involvement and Advocacy Programs									
Adult social activities	23.8%	68.2%	2.9	23.6%	66.7%	101	102		
Involvement in social causes	29.2%	61.7%	2.1	28.1%	61.3%	104	101		
Social justice advocacy work	37.9%	51.6%	1.4	35.8%	52.1%	106	99		
Opportunities for volunteering in the community	23.1%	69.0%	3.0	23.6%	66.9%	98	103		
<i>Community Involvement and Advocacy Programs</i>	28.5%	62.6%	2.2	27.8%	61.7%	103	101		
Community Activities or Cultural Programs									
Cultural programs (music, drama, art)	34.6%	56.1%	1.6	31.9%	57.8%	109	97		
Holiday programs/activities	25.6%	66.3%	2.6	26.1%	64.5%	98	103		
Seniors/retiree activities	35.0%	54.8%	1.6	34.0%	54.9%	103	100		
Youth social activities	41.9%	48.3%	1.2	41.6%	47.3%	101	102		
<i>Community Activities or Cultural Programs</i>	34.3%	56.4%	1.6	33.4%	56.1%	103	100		
Religious/Spiritual Programs									
Bible or Scripture study/prayer groups	41.4%	48.0%	1.2	40.6%	48.0%	102	100		
Christian education for children	42.2%	47.5%	1.1	44.1%	44.0%	96	108		
Contemporary worship services	37.4%	51.7%	1.4	37.1%	50.6%	101	102		
Spiritual discussion groups	39.7%	50.5%	1.3	38.3%	50.3%	103	100		
Warm and friendly encounters	10.9%	81.7%	7.5	12.7%	79.2%	86	103		
Traditional worship services	28.7%	62.4%	2.2	29.9%	59.4%	96	105		
Quality Sermons	20.4%	70.6%	3.5	24.0%	65.5%	85	108		
<i>Religious/Spiritual Programs</i>	31.5%	58.9%	1.9	32.4%	56.7%	97	104		

There are three ways to interpret these data.

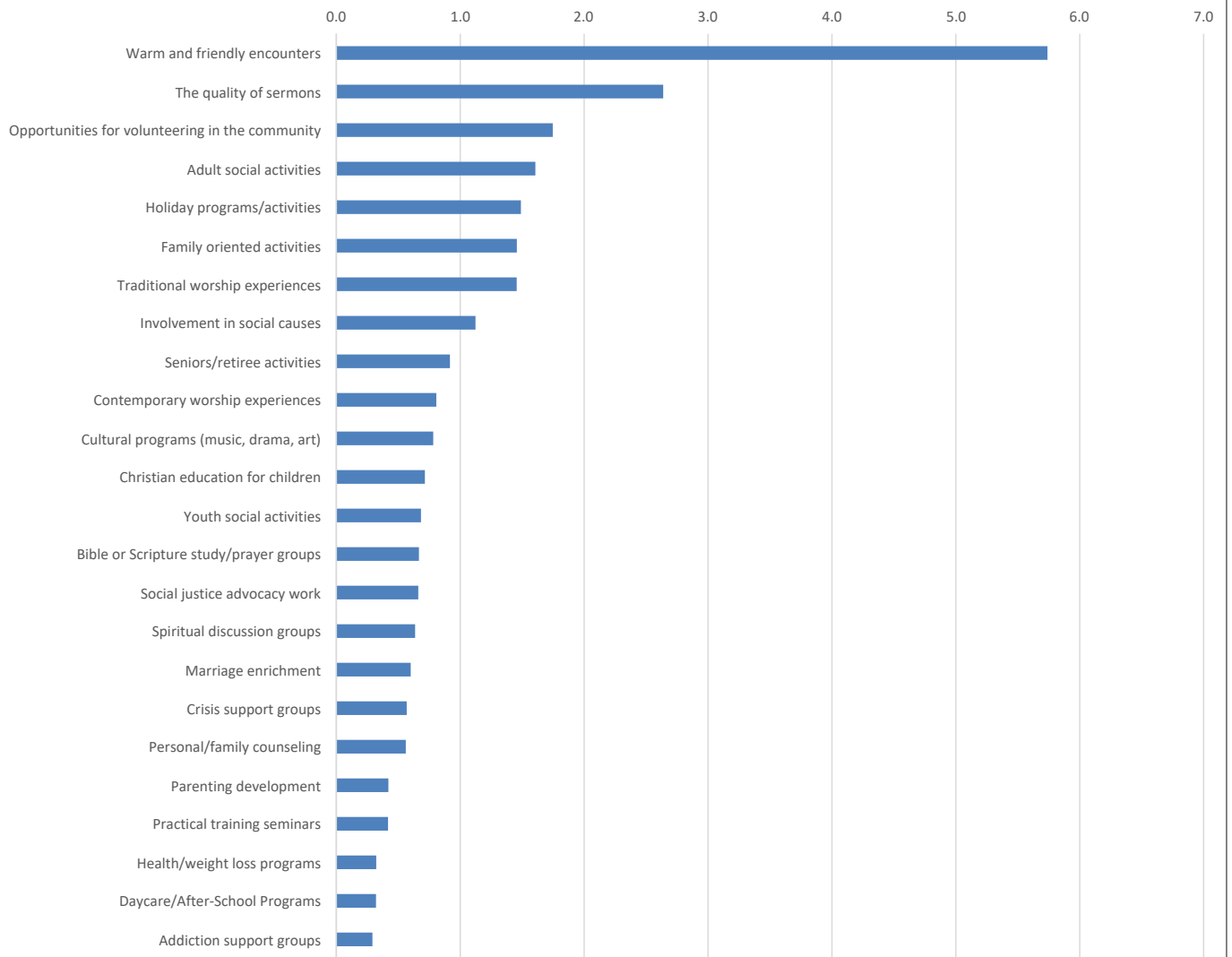
First is how the study area compares to the national average. This gives an indication of whether the program is more likely to be needed.

Second, consider the percentage "Important" itself. If the percentage is above 20% then there is likely to be a sizable population that would benefit from a particular program emphasis.

Third, look at the ratio. The ratio is calculated by dividing the "Important" by the "Not Important." The higher the number, the stronger the desire for a particular program emphasis. A ratio of "1" or higher should be given special consideration. See the next table where the program preferences for this study area have been ranked according to their ratio.

Priority List	Ministry or Program Recommendations Based Upon This Study Area			
	Program Preferences Ranked by Ratio of Important to not Important			
Ranking	Program	Ratio	Level of Preference	
1.0	Warm and friendly encounters	5.7	Very Strong Preference	
2	The quality of sermons	2.6	Strong Preference	
3.0	Opportunities for volunteering in the community	1.7	Strong Preference	
4	Adult social activities	1.6	Strong Preference	
5.0	Holiday programs/activities	1.5	Moderately Strong Preference	
6	Family oriented activities	1.5	Moderately Strong Preference	
7.0	Traditional worship experiences	1.5	Moderately Strong Preference	
8	Involvement in social causes	1.1	Moderately Strong Preference	
9.0	Seniors/retiree activities	0.9	Minimal Preference	
10	Contemporary worship experiences	0.8	Minimal Preference	
11.0	Cultural programs (music, drama, art)	0.8	Minimal Preference	
12	Christian education for children	0.7	Minimal Preference	
13.0	Youth social activities	0.7	Minimal Preference	
14	Bible or Scripture study/prayer groups	0.7	Minimal Preference	
15.0	Social justice advocacy work	0.7	Minimal Preference	
16	Spiritual discussion groups	0.6	Minimal Preference	
17.0	Marriage enrichment	0.6	Minimal Preference	
18	Crisis support groups	0.6	Minimal Preference	
19.0	Personal/family counseling	0.6	Minimal Preference	
20	Parenting development	0.4	Minimal Preference	
21.0	Practical training seminars	0.4	Minimal Preference	
22	Health/weight loss programs	0.3	Minimal Preference	
23.0	Daycare/After-School Programs	0.3	Minimal Preference	
24	Addiction support groups	0.3	Minimal Preference	

Program Preferences Ranked by Ratio



Information Sources and Social Media Preferences

We know that the 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 the ever present social media sources. To help people sort through this mass of media options, the Quad project in 2017 ask respondents to indicate their preferences in a series of "forced pairs". These data reveal what this particular study area is inclined to prefer as its sources of information. This can prove very helpful for clients who want to identify the best channels for reaching their intended population.

Study Area Detail	Media Preferences: Forced Pairs					
	Prefer this	Media Category	OR		Media Category	Prefer this
Blogs	6	13.6%	86.4%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	32.6%	67.4%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	55.0%	45.0%	3	Yahoo News	
CNN Television News	1	54.1%	46.0%	1	Fox News	
Facebook	6	23.9%	76.1%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	76.4%	23.6%	6	Twitter	
Fox News	1	60.7%	39.4%	6	Facebook	
Fox News	1	28.0%	72.0%	2	Television News (Network OR Cable)	
Huffington Post	3	41.9%	58.1%	1	Fox News	
Huffington Post	3	41.2%	58.8%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	29.0%	71.0%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	61.5%	38.5%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	8.4%	91.6%	2	Television News (Network OR Cable)	
USA Today	4	29.5%	70.5%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	20.6%	79.5%	2	Television News (Network OR Cable)	
Yahoo News	3	41.4%	58.6%	1	CNN Television News	

Key to Media Types	
1	Cable News
2	Television News (Network or Cable)
3	Online News
4	Major Newspapers
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media

Priority List

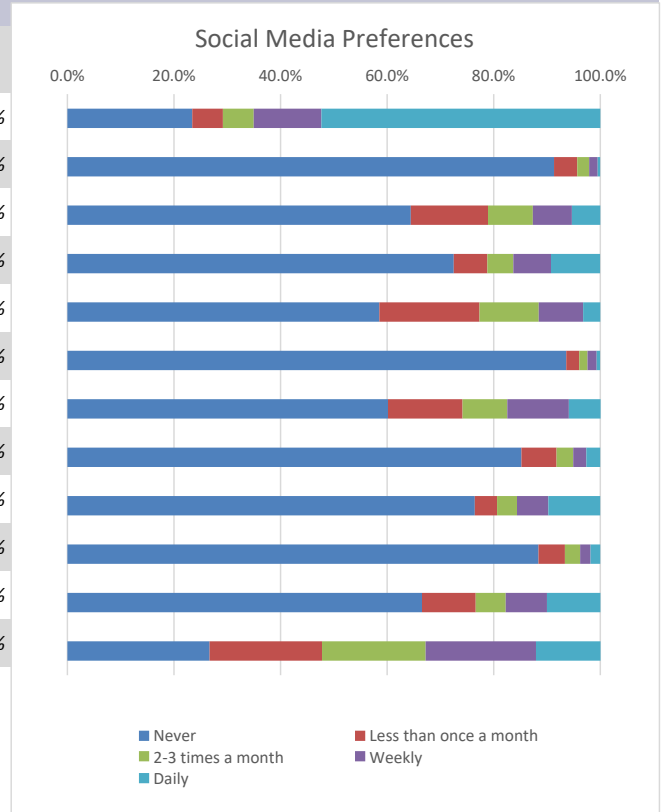
Media Preferences by Category

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

Study Area Detail

Social Media Preferences

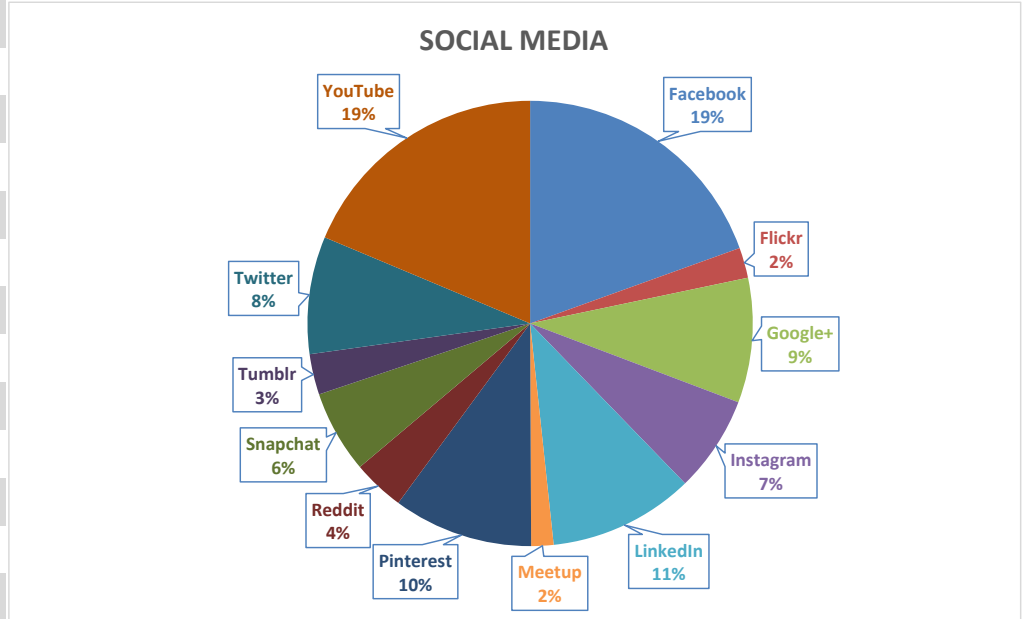
	Never	Less than once a month	2-3 times a month	Weekly	Daily
Facebook	23.4%	5.8%	5.8%	12.7%	52.4%
Flickr	91.3%	4.4%	2.2%	1.6%	0.5%
Google+	64.4%	14.5%	8.4%	7.3%	5.3%
Instagram	72.5%	6.3%	4.9%	7.1%	9.2%
LinkedIn	58.5%	18.8%	11.1%	8.3%	3.2%
Meetup	93.6%	2.4%	1.6%	1.7%	0.6%
Pinterest	60.2%	14.0%	8.4%	11.6%	6.0%
Reddit	85.2%	6.6%	3.1%	2.5%	2.6%
Snapchat	76.5%	4.2%	3.7%	5.9%	9.7%
Tumblr	88.4%	5.0%	2.9%	2.0%	1.8%
Twitter	66.5%	10.1%	5.6%	7.7%	10.0%
YouTube	26.7%	21.1%	19.4%	20.7%	12.1%



Priority List

Category of Media by Popular Use & Ranked Order

Rank Order	Media
1	Facebook
2	YouTube
3	LinkedIn
4	Pinterest
5	Google+
6	Twitter
7	Instagram
8	Snapchat
9	Reddit
10	Tumblr
11	Flickr
12	Meetup



Supporting Information

Interpreting the Report

The Quadrennium Project reports are formatted to help you interpret data at a glance.

Comparative Indexes: All variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the national averages for the data item. The indexes can be interpreted as follows.

- 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.

Ratio: Calculated using Somewhat Agree + Strongly Agree divided by Somewhat Disagree + Strongly Disagree

Color Coding: The "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Index: Above Ave Ave Below Ave.

Support

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