

The MinistryInsite Report 2017

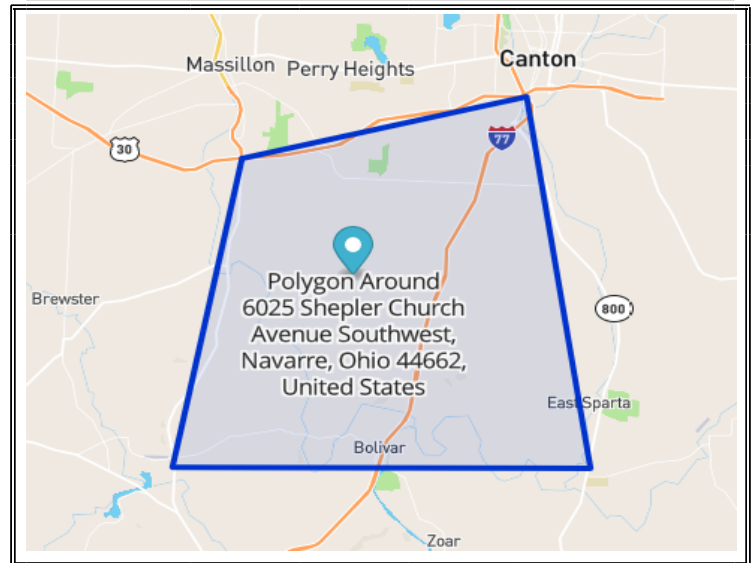
Prepared for: East Ohio Conference UMC
Study area: Polygon Around 6025 Shepler Church Avenue Southwest, Navarre, Ohio 44662, United States
Date of Report: 12/3/20
Quad Project Version: 2017

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

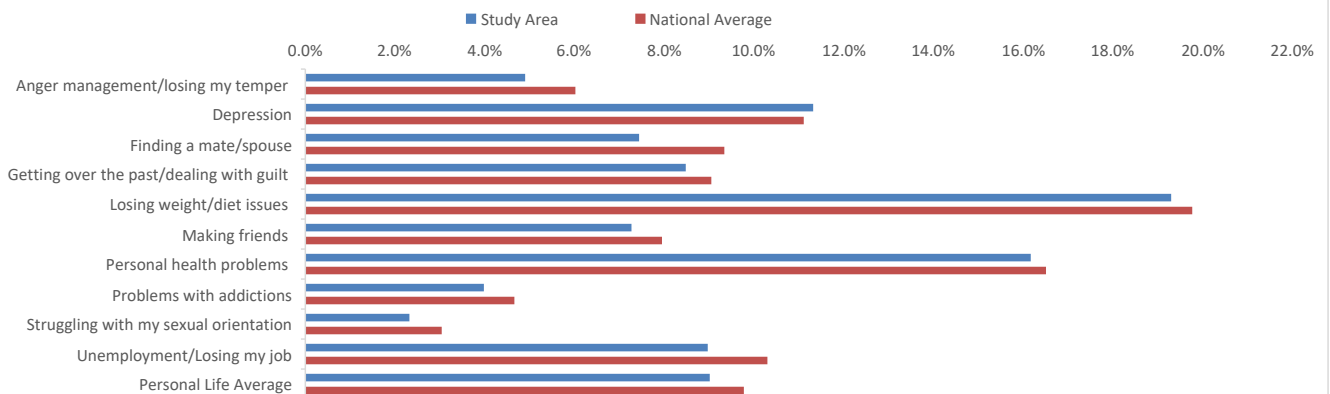
Life Concerns

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.

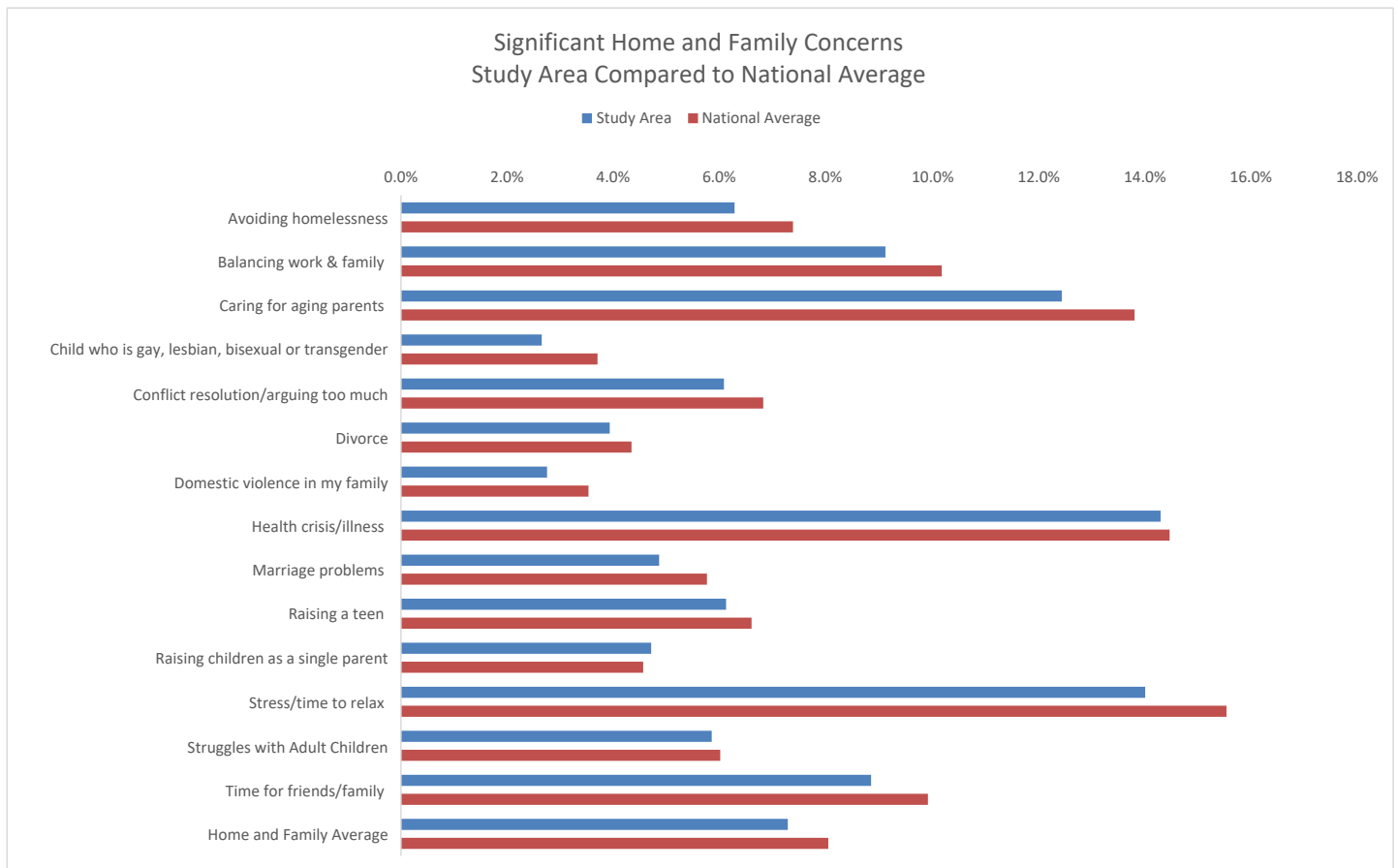
Concerns About Personal Health & Life

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	32.3%	4.9%	32.6%	6.0%	99	81
Depression	33.7%	11.3%	35.0%	11.1%	96	102
Finding a mate/spouse	15.6%	7.4%	18.7%	9.3%	84	80
Getting over the past/dealing with guilt	38.9%	8.5%	38.2%	9.1%	102	94
Losing weight/diet issues	46.9%	19.3%	47.0%	19.8%	100	98
Making friends	33.8%	7.3%	36.9%	8.0%	92	91
Personal health problems	52.1%	16.2%	51.7%	16.5%	101	98
Problems with addictions	14.1%	4.0%	14.9%	4.7%	95	85
Struggling with my sexual orientation	5.9%	2.3%	7.6%	3.0%	77	76
Unemployment/Losing my job	26.4%	9.0%	29.4%	10.3%	90	87
Personal Life Average	30.0%	9.0%	31.2%	9.8%	96	92

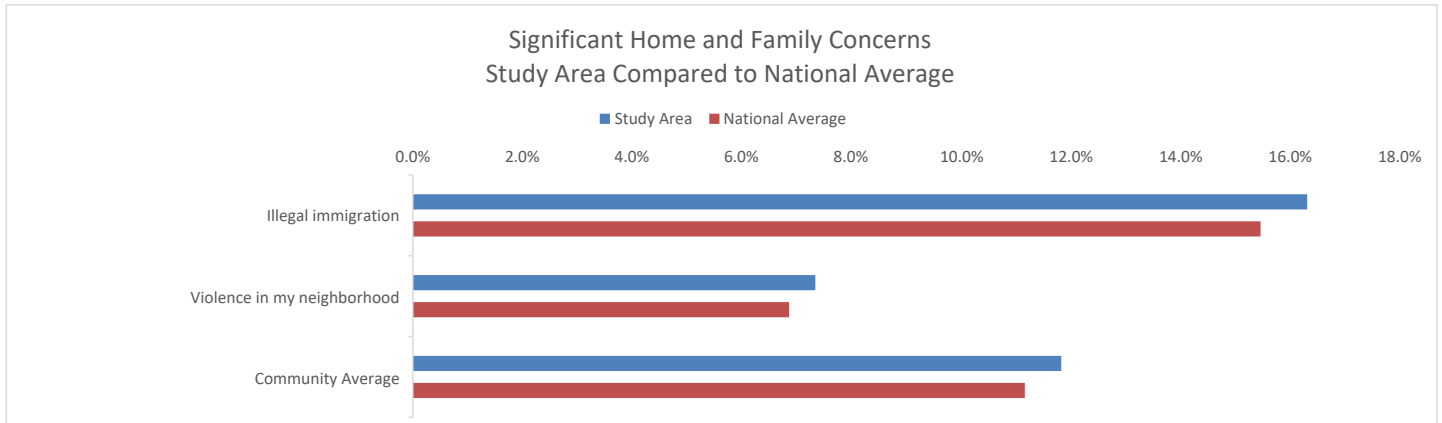
Significant Personal Health & Life Concerns
Study Area Compared to National Average



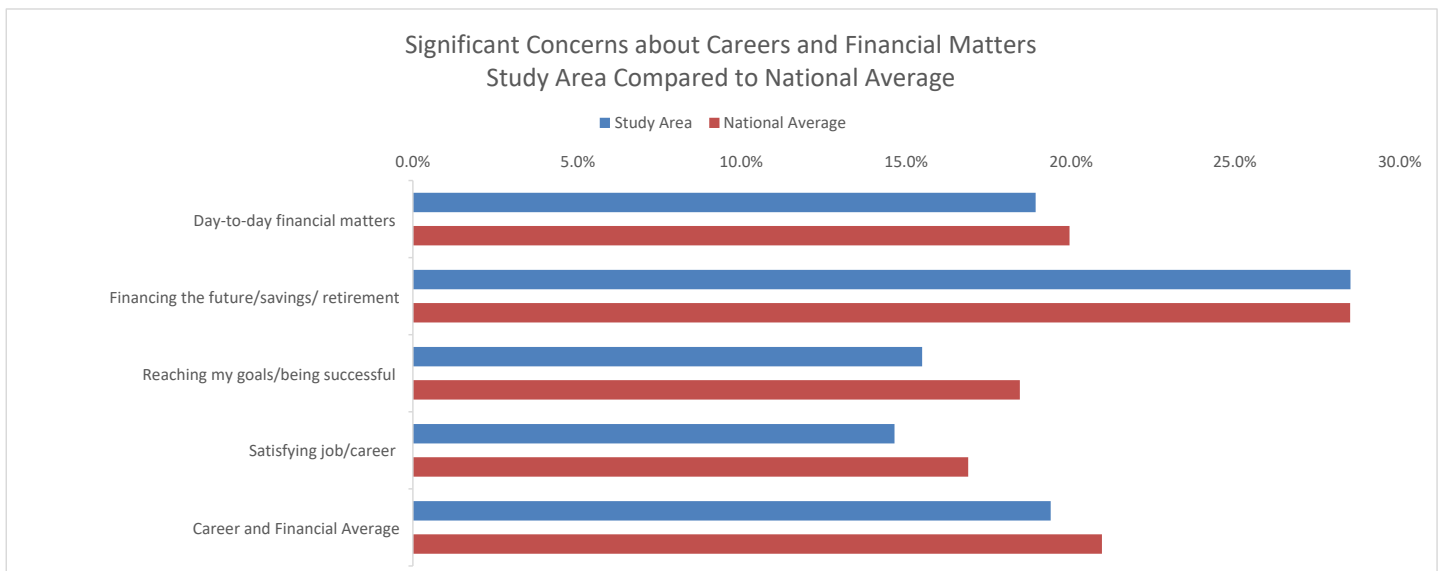
Concerns About Home and Family							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Avoiding homelessness	20.4%	6.3%	21.2%	7.4%	96	85	
Balancing work & family	34.5%	9.1%	36.3%	10.2%	95	90	
Caring for aging parents	29.8%	12.4%	31.0%	13.8%	96	90	
Child who is gay, lesbian, bisexual or transgender	6.8%	2.7%	8.1%	3.7%	83	72	
Conflict resolution/arguing too much	31.4%	6.1%	33.1%	6.8%	95	89	
Divorce	11.1%	3.9%	12.9%	4.3%	86	91	
Domestic violence in my family	8.2%	2.8%	9.0%	3.5%	91	78	
Health crisis/illness	47.9%	14.3%	47.1%	14.5%	102	99	
Marriage problems	18.9%	4.9%	20.0%	5.8%	95	84	
Raising a teen	15.8%	6.1%	15.1%	6.6%	105	93	
Raising children as a single parent	8.9%	4.7%	10.8%	4.6%	83	103	
Stress/time to relax	48.9%	14.0%	48.5%	15.5%	101	90	
Struggles with Adult Children	20.4%	5.9%	20.8%	6.0%	98	97	
Time for friends/family	46.5%	8.9%	47.0%	9.9%	99	89	
Home and Family Average	25.0%	7.3%	25.8%	8.0%	97	91	



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	21.8%	16.3%	22.7%	15.5%	96	105
Violence in my neighborhood	25.8%	7.3%	27.6%	6.9%	93	107
Community Average	23.8%	11.8%	25.2%	11.2%	95	106

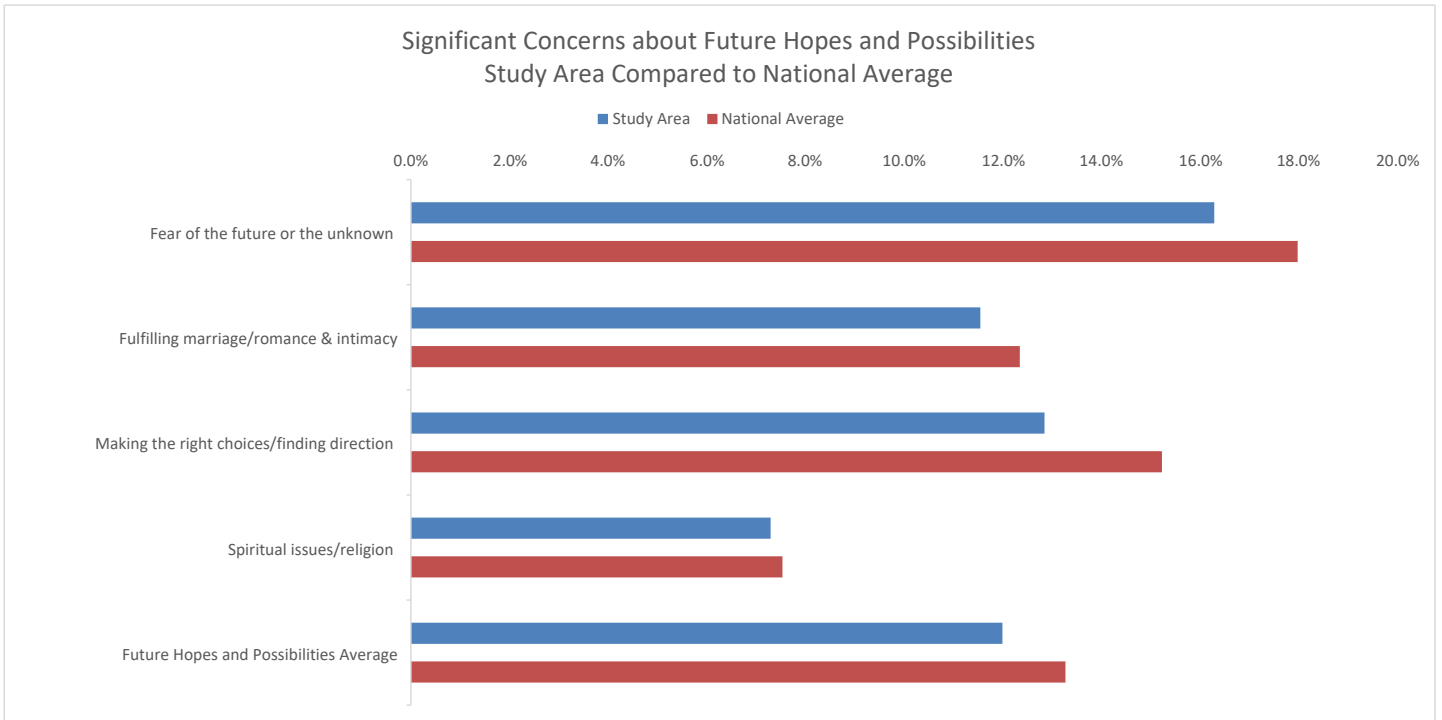


Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	49.2%	18.9%	48.3%	20.0%	102	95
Financing the future/savings/ retirement	47.4%	28.5%	47.9%	28.5%	99	100
Reaching my goals/being successful	46.4%	15.5%	45.1%	18.5%	103	84
Satisfying job/career	34.8%	14.6%	36.1%	16.9%	96	87
Career and Financial Average	44.5%	19.4%	44.4%	20.9%	100	93



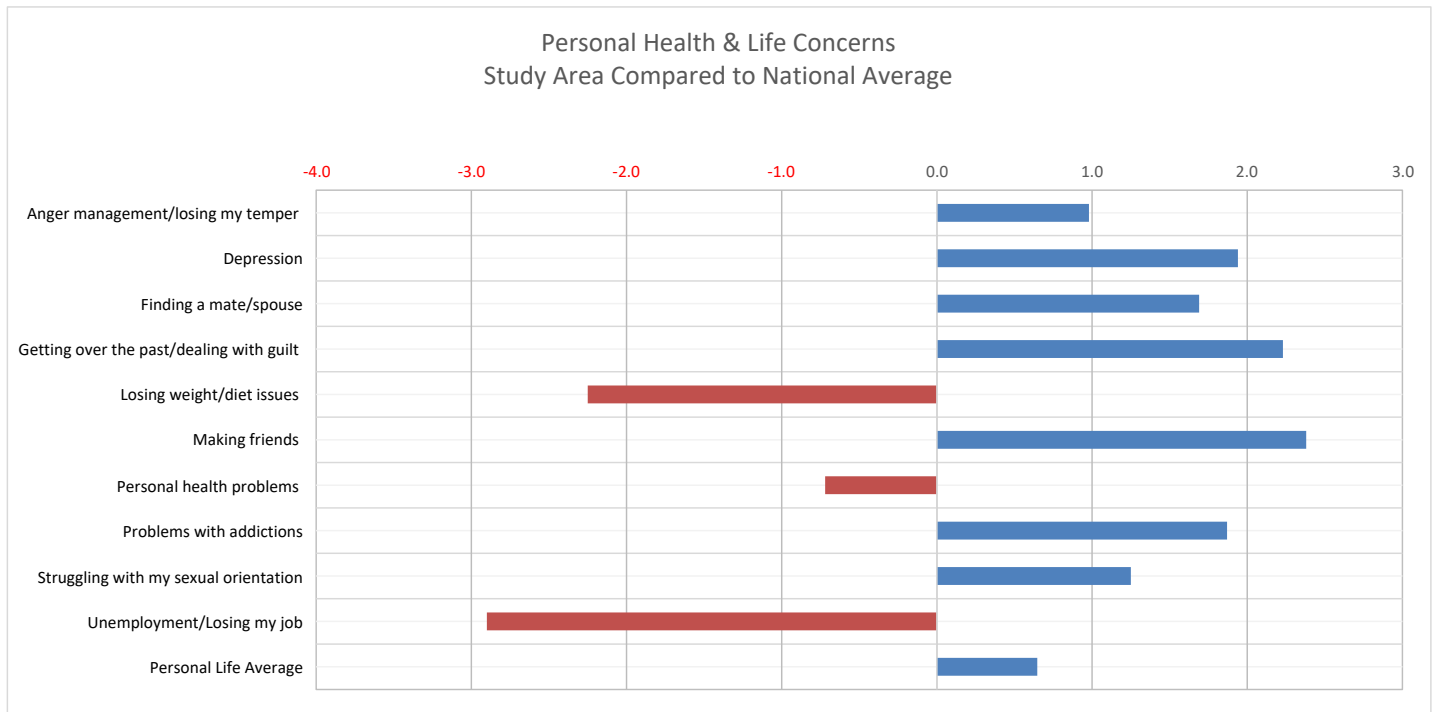
Concerns about Future Hopes and Possibilities

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	49.7%	16.3%	49.8%	18.0%	100	91
Fulfilling marriage/romance & intimacy	33.7%	11.5%	35.3%	12.3%	95	94
Making the right choices/finding direction	51.8%	12.8%	49.9%	15.2%	104	84
Spiritual issues/religion	29.1%	7.3%	27.5%	7.5%	106	97
Future Hopes and Possibilities Average	41.1%	12.0%	40.6%	13.3%	101	90

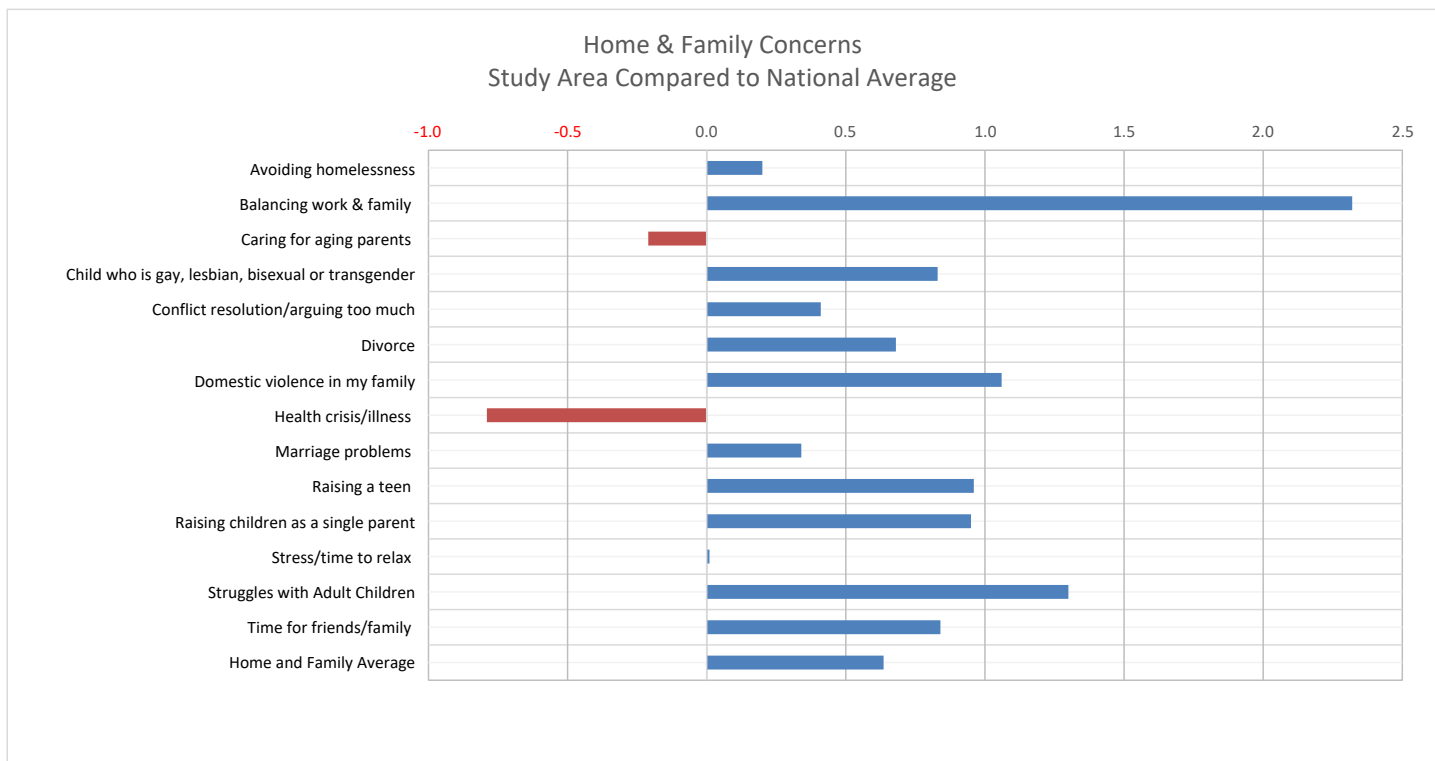


Concerns About Personal Health & Life

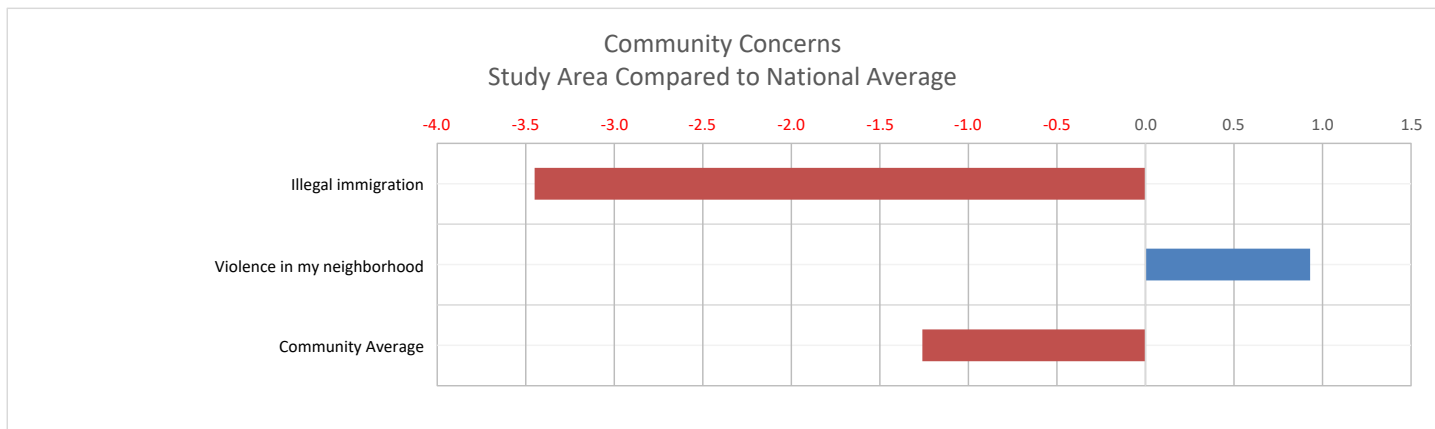
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Anger management/losing my temper	3.9%	4.9%	1.0
Depression	9.4%	11.3%	1.9
Finding a mate/spouse	5.8%	7.4%	1.7
Getting over the past/dealing with guilt	6.3%	8.5%	2.2
Losing weight/diet issues	21.6%	19.3%	-2.3
Making friends	4.9%	7.3%	2.4
Personal health problems	16.9%	16.2%	-0.7
Problems with addictions	2.1%	4.0%	1.9
Struggling with my sexual orientation	1.1%	2.3%	1.3
Unemployment/Losing my job	11.9%	9.0%	-2.9
Personal Life Average	8.4%	9.0%	0.6



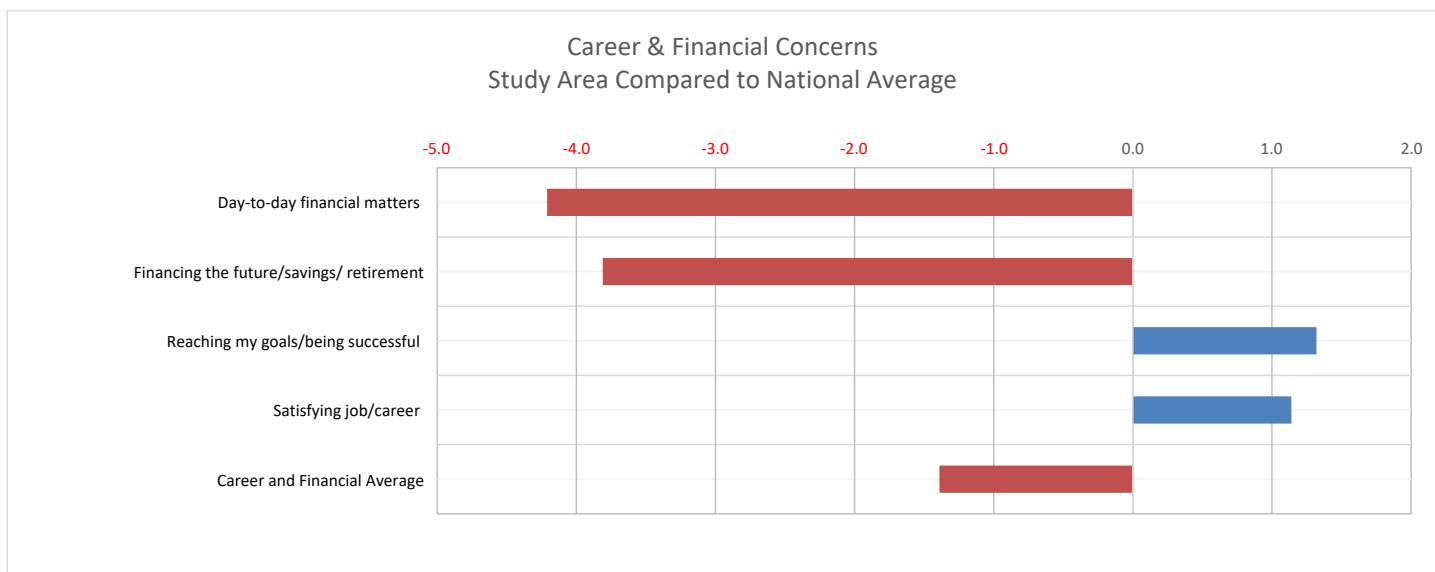
Study Area Comparison between 2012 & 2017	Concerns About Home and Family		
	2012	2017	Point Change Between Surveys
Avoiding homelessness	6.1%	6.3%	0.2
Balancing work & family	6.8%	9.1%	2.3
Caring for aging parents	12.7%	12.4%	-0.2
Child who is gay, lesbian, bisexual or transgender	1.8%	2.7%	0.8
Conflict resolution/arguing too much	5.7%	6.1%	0.4
Divorce	3.3%	3.9%	0.7
Domestic violence in my family	1.7%	2.8%	1.1
Health crisis/illness	15.1%	14.3%	-0.8
Marriage problems	4.5%	4.9%	0.3
Raising a teen	5.2%	6.1%	1.0
Raising children as a single parent	3.8%	4.7%	1.0
Stress/time to relax	14.0%	14.0%	0.0
Struggles with Adult Children	4.6%	5.9%	1.3
Time for friends/family	8.0%	8.9%	0.8
Home and Family Average	6.6%	7.3%	0.6



Concerns About Community			
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Illegal immigration	19.8%	16.3%	-3.5
Violence in my neighborhood	6.4%	7.3%	0.9
Community Average	13.1%	11.8%	-1.3



Concerns about Careers and Financial Matters			
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Day-to-day financial matters	23.1%	18.9%	-4.2
Financing the future/savings/ retirement	32.3%	28.5%	-3.8
Reaching my goals/being successful	14.2%	15.5%	1.3
Satisfying job/career	13.5%	14.6%	1.1
Career and Financial Average	20.8%	19.4%	-1.4

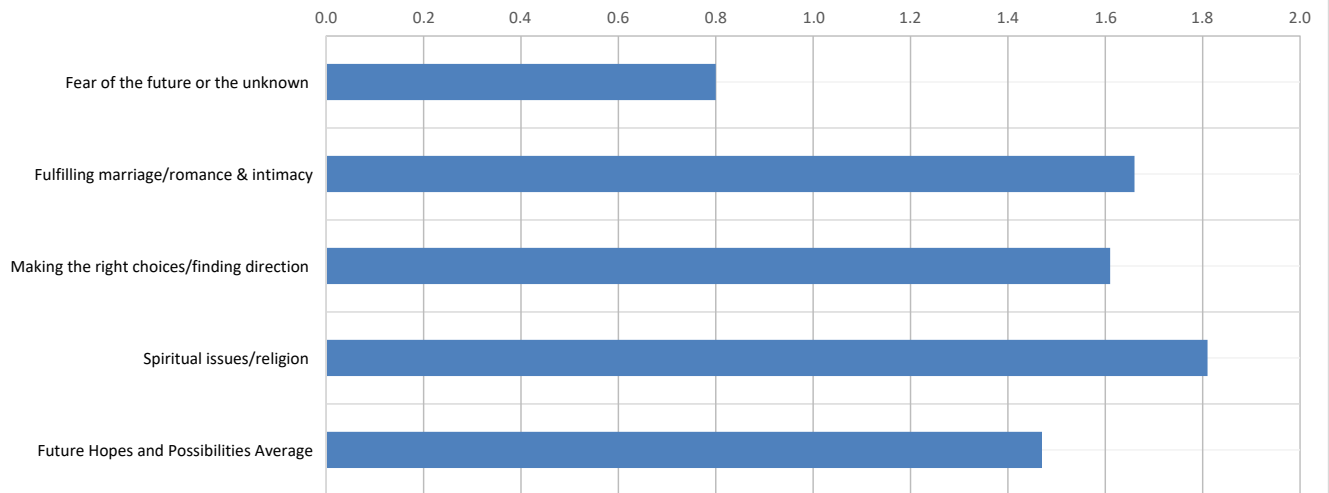


Concerns about Future Hopes and Possibilities

Study Area Comparison between 2012 & 2017

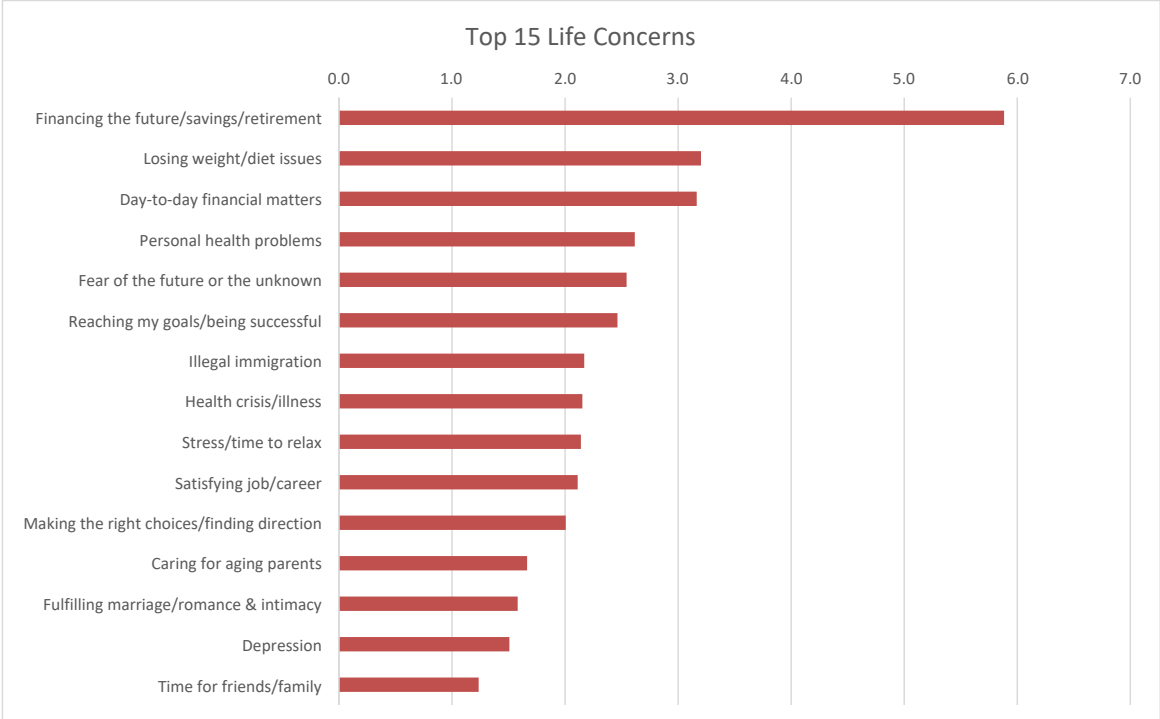
	2012	2017	Point Change Between Surveys
Fear of the future or the unknown	15.5%	16.3%	0.8
Fulfilling marriage/romance & intimacy	9.9%	11.5%	1.7
Making the right choices/finding direction	11.2%	12.8%	1.6
Spiritual issues/religion	5.5%	7.3%	1.8
Future Hopes and Possibilities Average	10.5%	12.0%	1.5

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	5.9	Very Strong Concern
	2	Losing weight/diet issues	3.2	Very Strong Concern
	3.0	Day-to-day financial matters	3.2	Very Strong Concern
	4	Personal health problems	2.6	Strong Concern
	5.0	Fear of the future or the unknown	2.5	Strong Concern
	6	Reaching my goals/being successful	2.5	Strong Concern
	7.0	Illegal immigration	2.2	Strong Concern
	8	Health crisis/illness	2.2	Strong Concern
	9.0	Stress/time to relax	2.1	Strong Concern
	10	Satisfying job/career	2.1	Strong Concern
	11.0	Making the right choices/finding direction	2.0	Strong Concern
	12	Caring for aging parents	1.7	Moderate Concern
	13.0	Fulfilling marriage/romance & intimacy	1.6	Moderate Concern
	14	Depression	1.5	Moderate Concern
	15.0	Time for friends/family	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.

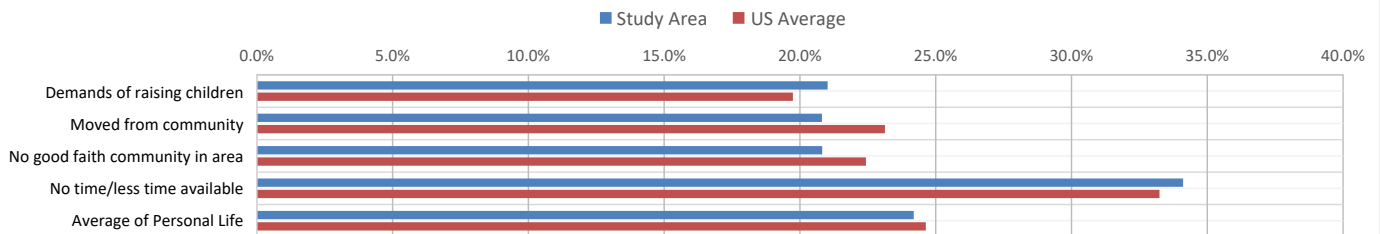
The topics are segmented by themes; 1) personal life, 2) personal faith 3) about the church. Each topic is compared to the national average. At the end of this section is a report that gives the Top 10 of 21 Reasons for Not Participating in a Religious Congregation or Community. Important hints about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

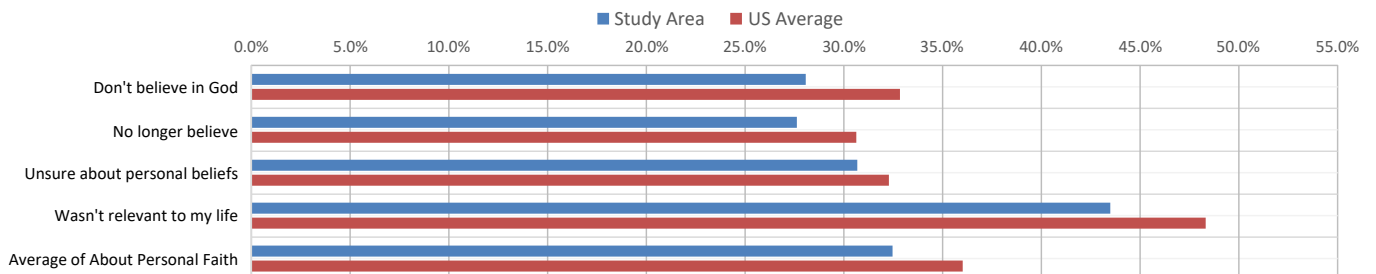
About Personal Life	Study Area	US Average	Comparative Index
Demands of raising children	21.0%	19.7%	106
Moved from community	20.8%	23.1%	90
No good faith community in area	20.8%	22.4%	93
No time/less time available	34.1%	33.2%	103
Average of Personal Life	24.2%	24.6%	98

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



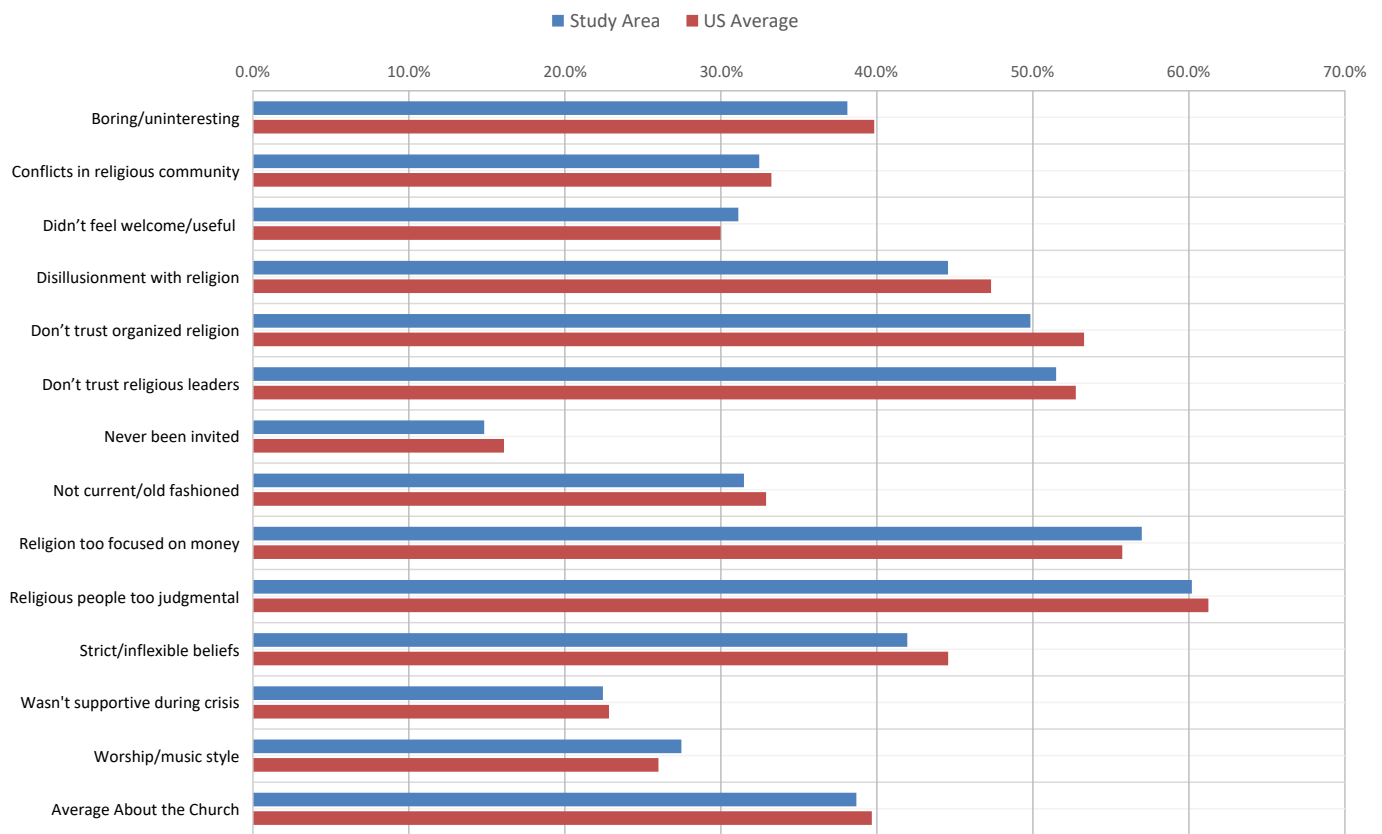
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	28.1%	32.8%	85
No longer believe	27.6%	30.6%	90
Unsure about personal beliefs	30.7%	32.3%	95
Wasn't relevant to my life	43.5%	48.3%	90
Average of About Personal Faith	32.5%	36.0%	90

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	38.1%	39.8%	96
Conflicts in religious community	32.5%	33.2%	98
Didn't feel welcome/useful	31.1%	30.0%	104
Disillusionment with religion	44.6%	47.3%	94
Don't trust organized religion	49.8%	53.3%	94
Don't trust religious leaders	51.5%	52.8%	98
Never been invited	14.8%	16.1%	92
Not current/old fashioned	31.5%	32.9%	96
Religion too focused on money	57.0%	55.7%	102
Religious people too judgmental	60.2%	61.3%	98
Strict/inflexible beliefs	42.0%	44.6%	94
Wasn't supportive during crisis	22.4%	22.8%	98
Worship/music style	27.5%	26.0%	106
Average About the Church	38.7%	39.7%	98

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

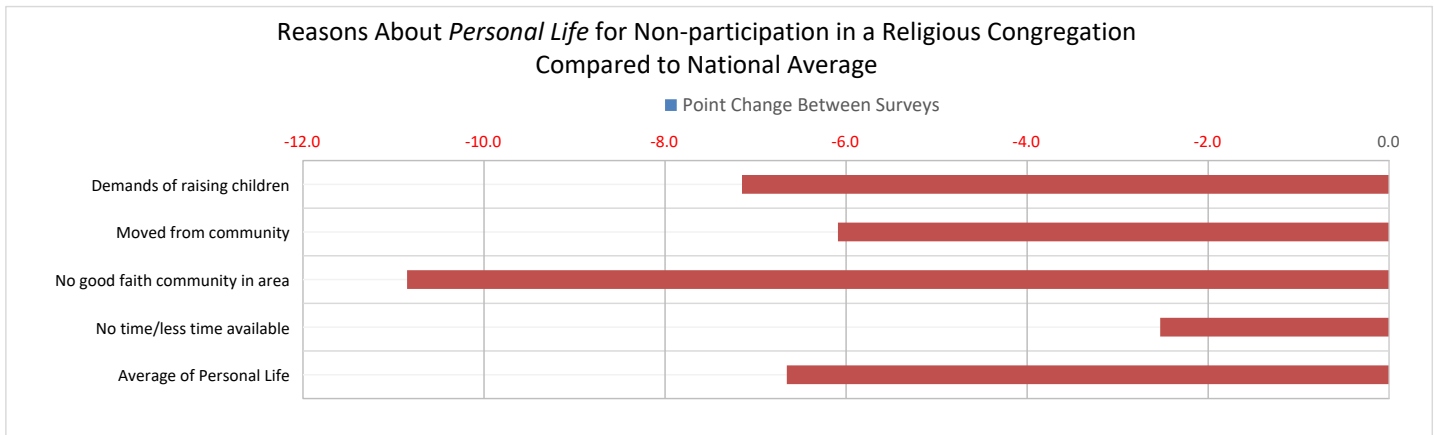


From Outside: Probable reasons for non-participation in a religious congregation or religious community

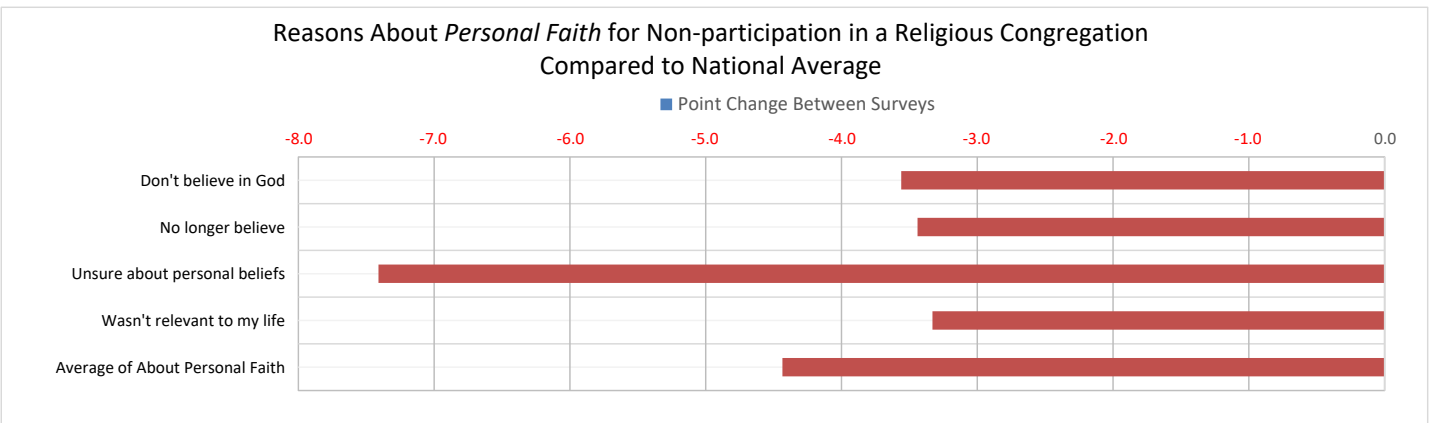
Study Area Comparison between 2012 & 2017

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.

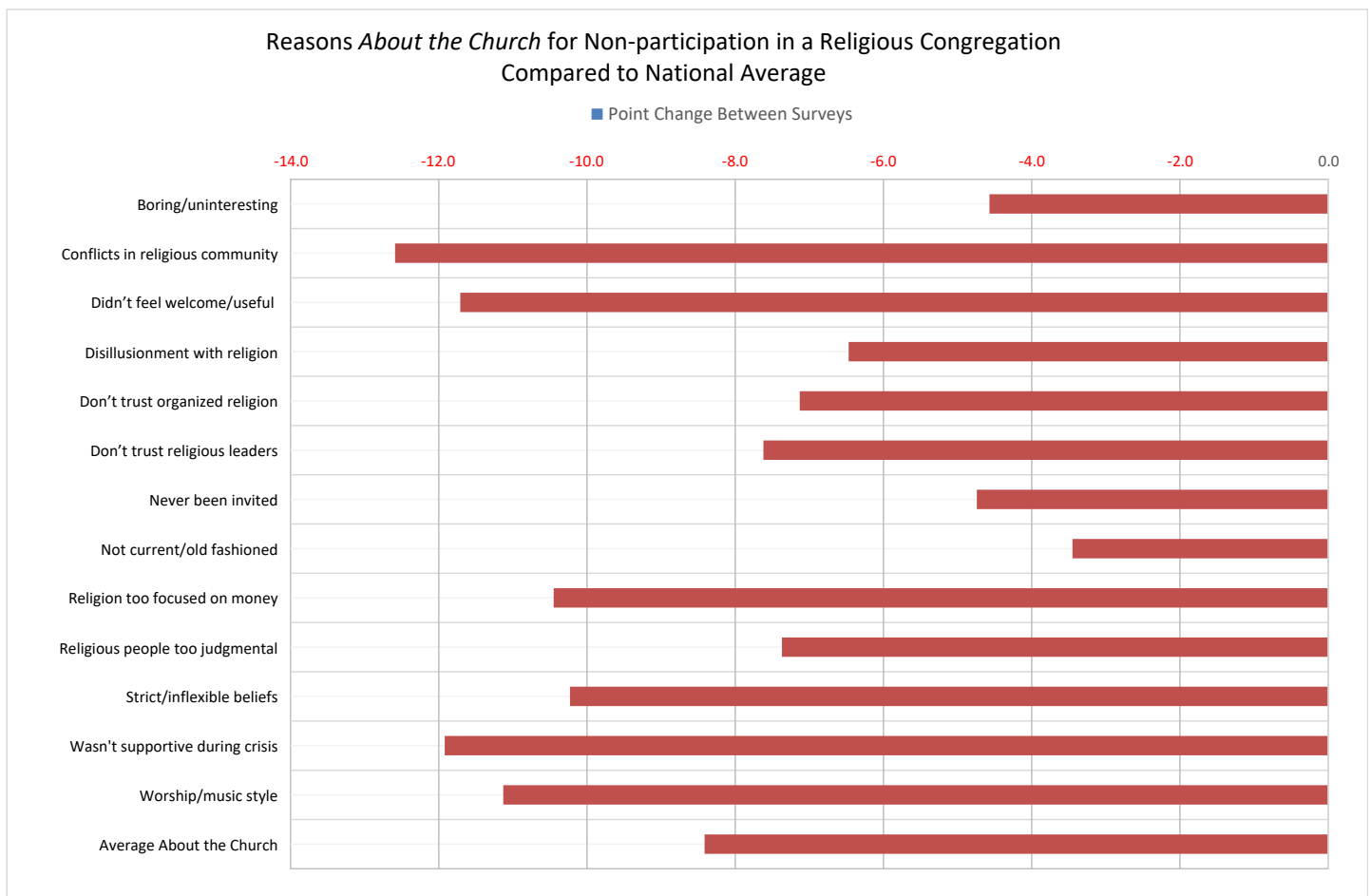
About Personal Life	2012	2017	Point Change Between Surveys
Demands of raising children	28.2%	21.0%	-7.2
Moved from community	26.9%	20.8%	-6.1
No good faith community in area	31.7%	20.8%	-10.9
No time/less time available	36.6%	34.1%	-2.5
Average of Personal Life	30.8%	24.2%	-6.7



About Personal Faith	2012	2017	Point Change Between Surveys
Don't believe in God	31.6%	28.1%	-3.6
No longer believe	31.1%	27.6%	-3.4
Unsure about personal beliefs	38.1%	30.7%	-7.4
Wasn't relevant to my life	46.8%	43.5%	-3.3
Average of About Personal Faith	36.9%	32.5%	-4.4

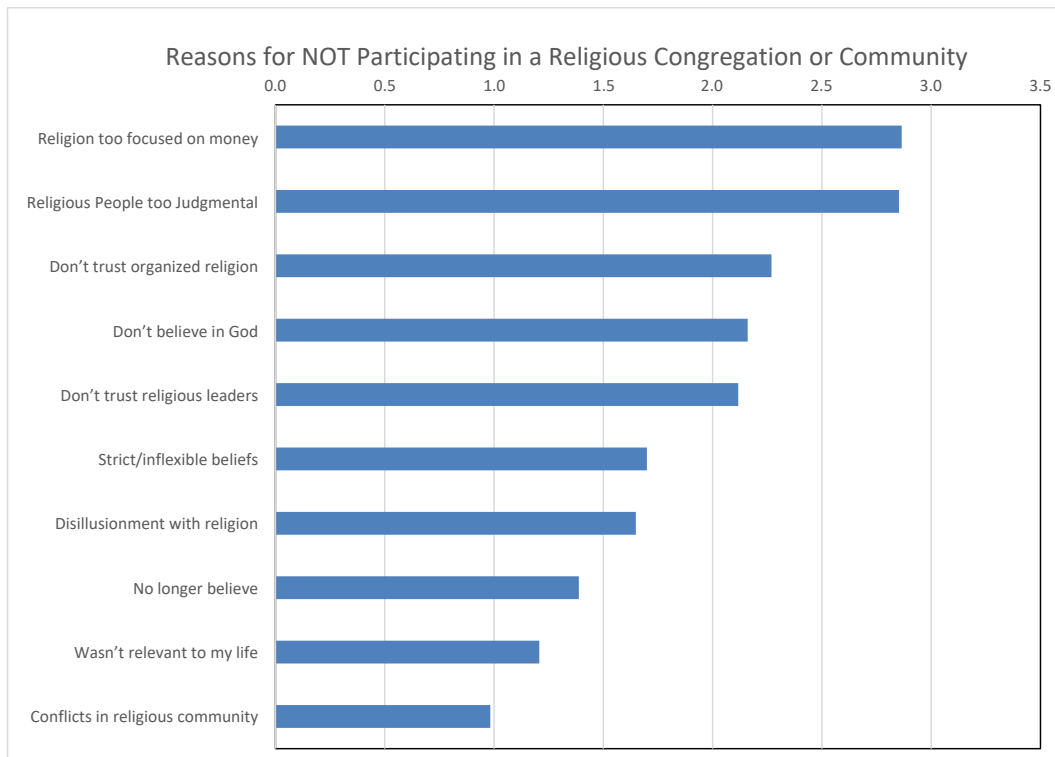


About the Church	2012	2017	Point Change Between Surveys
Boring/uninteresting	42.7%	38.1%	-4.6
Conflicts in religious community	45.1%	32.5%	-12.6
Didn't feel welcome/useful	42.8%	31.1%	-11.7
Disillusionment with religion	51.0%	44.6%	-6.5
Don't trust organized religion	57.0%	49.8%	-7.1
Don't trust religious leaders	59.1%	51.5%	-7.6
Never been invited	19.6%	14.8%	-4.7
Not current/old fashioned	34.9%	31.5%	-3.5
Religion too focused on money	67.4%	57.0%	-10.5
Religious people too judgmental	67.6%	60.2%	-7.4
Strict/inflexible beliefs	52.2%	42.0%	-10.2
Wasn't supportive during crisis	34.4%	22.4%	-11.9
Worship/music style	38.6%	27.5%	-11.1
Average About the Church	47.1%	38.7%	-8.4



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	Religion too focused on money	2.9	Very Strong Reason
2	Religious People too Judgmental	2.9	Very Strong Reason
3.0	Don't trust organized religion	2.3	Very Strong Reason
4	Don't believe in God	2.2	Very Strong Reason
5.0	Don't trust religious leaders	2.1	Very Strong Reason
6	Strict/inflexible beliefs	1.7	Somewhat Strong Reason
7.0	Disillusionment with religion	1.6	Somewhat Strong Reason
8	No longer believe	1.4	Somewhat Strong Reason
9.0	Wasn't relevant to my life	1.2	Somewhat Strong Reason
10	Conflicts in religious community	1.0	Somewhat Weak Reason



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

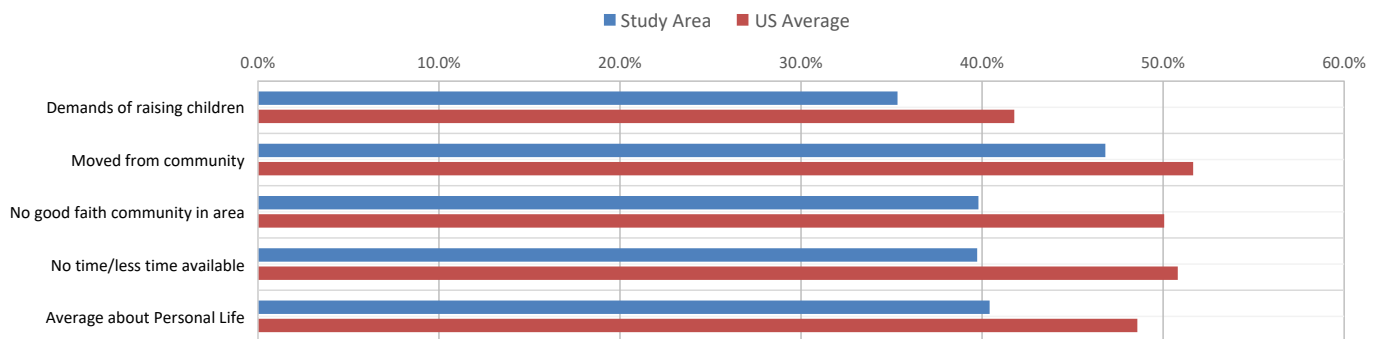
These respondents currently participate in a Religious Congregation or Community but who may consider discontinuing their participation for some of the following reasons.

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

Study Area Compared to National Average

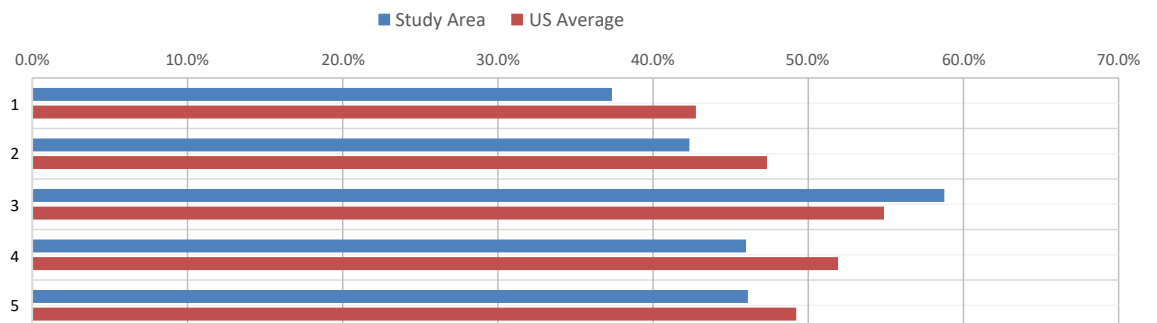
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Demands of raising children	35.3%	41.8%	85
Moved from community	46.8%	51.7%	91
No good faith community in area	39.8%	50.1%	80
No time/less time available	39.7%	50.8%	78
Average about Personal Life	40.4%	48.6%	83

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



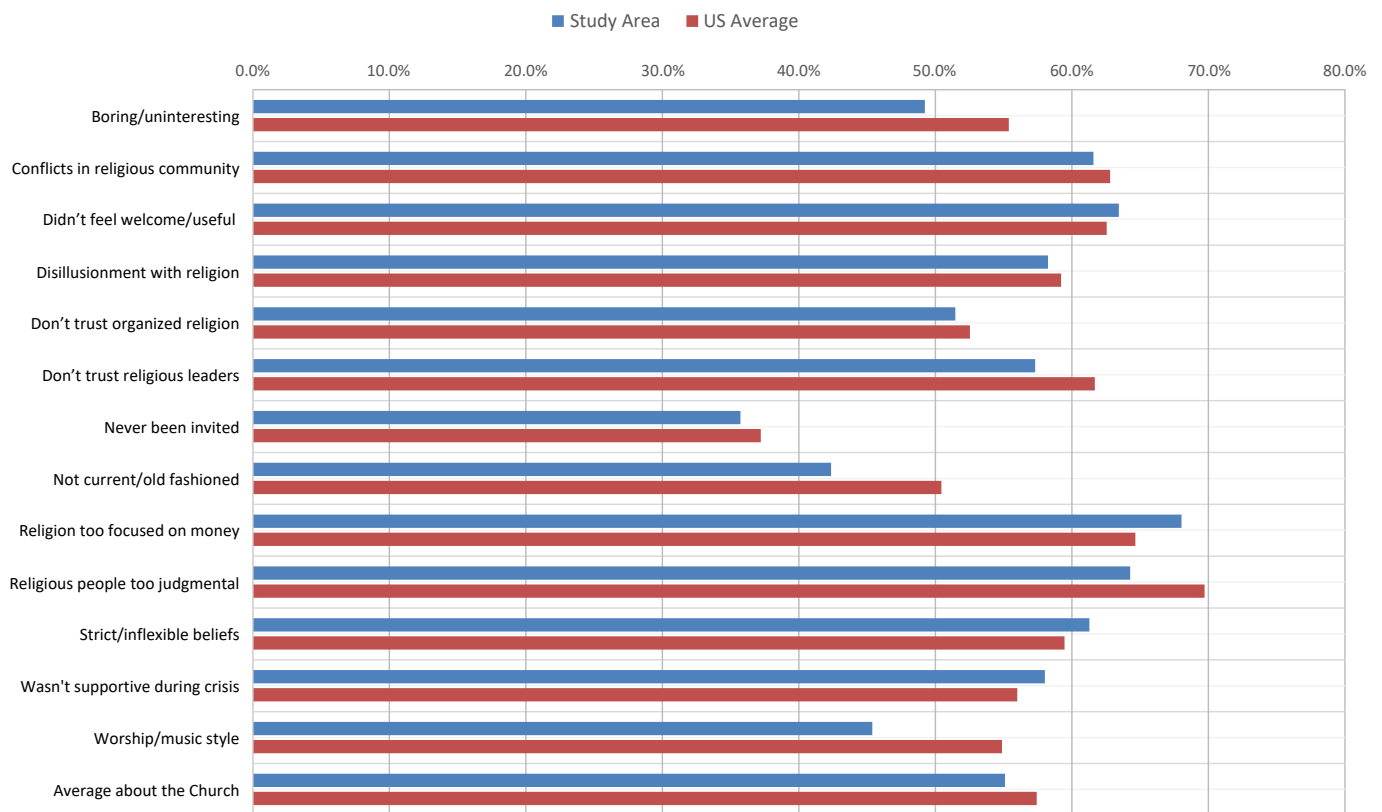
<i>About Personal Faith</i>	Study Area	US Average	Comparative Index
Don't believe in God	37.4%	42.8%	87
No longer believe	42.3%	47.3%	89
Unsure about personal beliefs	58.8%	54.9%	107
Wasn't relevant to my life	46.0%	51.9%	89
Average about Personal Faith	46.1%	49.2%	94

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	49.2%	55.4%	89
Conflicts in religious community	61.6%	62.8%	98
Didn't feel welcome/useful	63.4%	62.6%	101
Disillusionment with religion	58.3%	59.2%	98
Don't trust organized religion	51.5%	52.5%	98
Don't trust religious leaders	57.3%	61.7%	93
Never been invited	35.7%	37.2%	96
Not current/old fashioned	42.4%	50.4%	84
Religion too focused on money	68.0%	64.7%	105
Religious people too judgmental	64.3%	69.7%	92
Strict/inflexible beliefs	61.3%	59.5%	103
Wasn't supportive during crisis	58.0%	56.0%	104
Worship/music style	45.4%	54.9%	83
Average about the Church	55.1%	57.4%	96

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



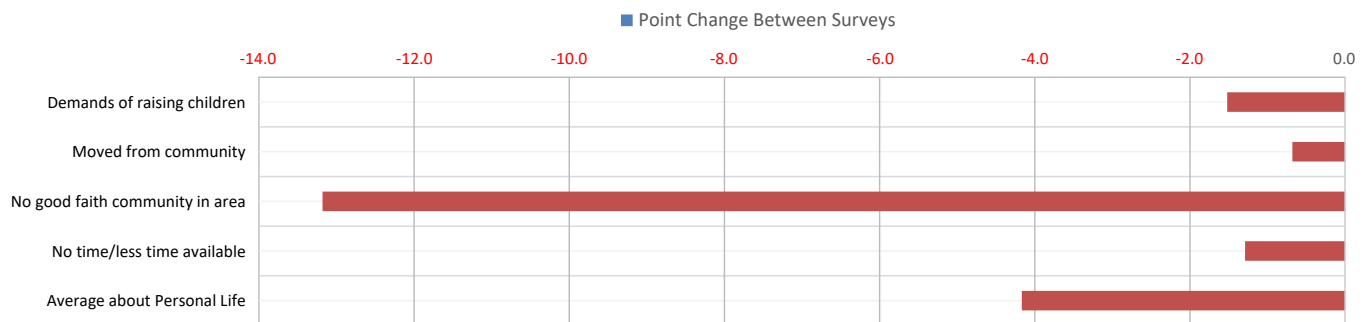
From the Inside: Reasons for considering non-participation in a religious congregation or religious community

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.

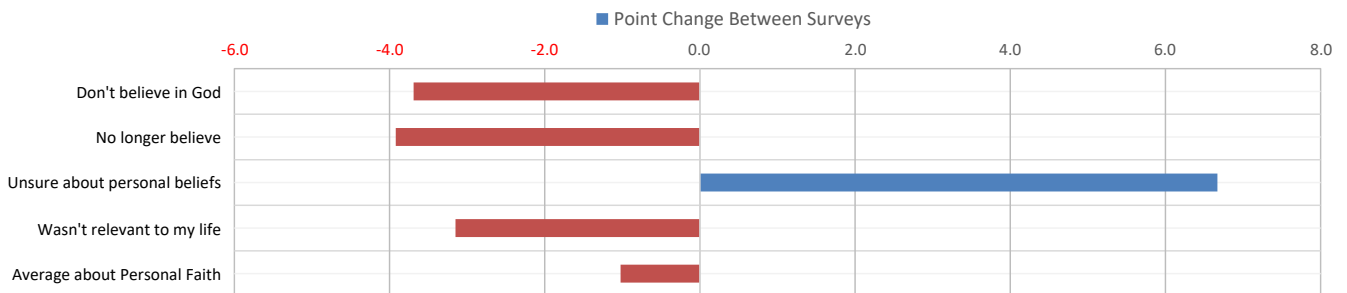
About Personal Life	2012	2017	Point Change Between Surveys
Demands of raising children	36.9%	35.3%	-1.5
Moved from community	47.5%	46.8%	-0.7
No good faith community in area	53.0%	39.8%	-13.2
No time/less time available	41.0%	39.7%	-1.3
Average about Personal Life	44.6%	40.4%	-4.2

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	41.0%	37.4%	-3.7
No longer believe	46.3%	42.3%	-3.9
Unsure about personal beliefs	52.1%	58.8%	6.7
Wasn't relevant to my life	49.1%	46.0%	-3.2
Average about Personal Faith	47.1%	46.1%	-1.0

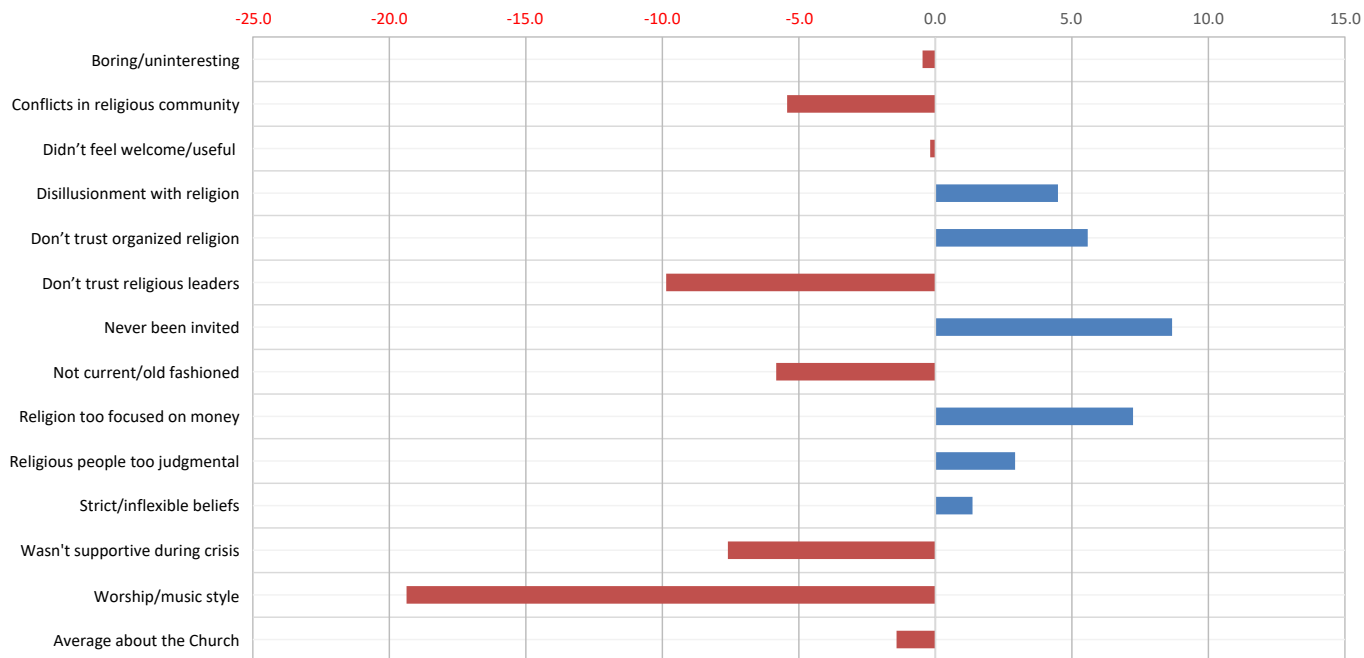
Reasons About *Personal Faith* for Considering Non-participation in a Religious Congregation Compared to National Average



About the Church	2012	2017	Point Change Between Surveys
Boring/uninteresting	49.7%	49.2%	-0.5
Conflicts in religious community	67.0%	61.6%	-5.4
Didn't feel welcome/useful	63.6%	63.4%	-0.2
Disillusionment with religion	53.8%	58.3%	4.5
Don't trust organized religion	45.9%	51.5%	5.6
Don't trust religious leaders	67.2%	57.3%	-9.9
Never been invited	27.1%	35.7%	8.7
Not current/old fashioned	48.2%	42.4%	-5.8
Religion too focused on money	60.8%	68.0%	7.2
Religious people too judgmental	61.4%	64.3%	2.9
Strict/inflexible beliefs	59.9%	61.3%	1.4
Wasn't supportive during crisis	65.6%	58.0%	-7.6
Worship/music style	64.8%	45.4%	-19.4
Average about the Church	56.5%	55.1%	-1.4

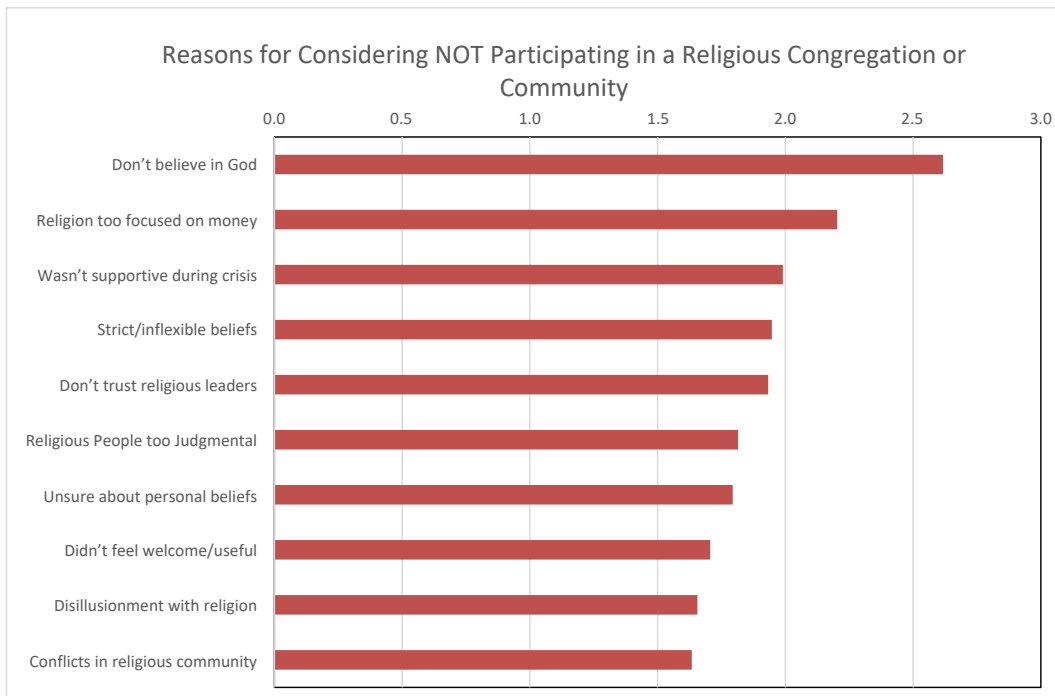
Reasons *About the Church* for Considering Non-participation in a Religious Congregation Compared to National Average

■ Point Change Between Surveys



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	2.6	Very Strong Reason
2	Religion too focused on money	2.2	Very Strong Reason
3.0	Wasn't supportive during crisis	2.0	Very Strong Reason
4	Strict/inflexible beliefs	1.9	Very Strong Reason
5.0	Don't trust religious leaders	1.9	Very Strong Reason
6	Religious People too Judgmental	1.8	Very Strong Reason
7.0	Unsure about personal beliefs	1.8	Very Strong Reason
8	Didn't feel welcome/useful	1.7	Somewhat Strong Reason
9.0	Disillusionment with religion	1.7	Somewhat Strong Reason
10	Conflicts in religious community	1.6	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	51.6%	36.0%	0.7	50.9%	36.3%	101	99		
Health/weight loss programs	49.1%	39.7%	0.8	46.8%	41.6%	105	95		
Practical training seminars	44.0%	43.2%	1.0	42.5%	44.8%	104	96		
<i>Personal Growth</i>	48.2%	39.6%	0.8	46.7%	40.9%	103	97		
Family Support and Intervention Services									
Daycare/After-School Programs	52.3%	35.0%	0.7	52.4%	34.7%	100	101		
Crisis support groups	38.0%	51.3%	1.4	36.8%	51.7%	103	99		
Family oriented activities	28.2%	63.4%	2.2	30.6%	60.0%	92	106		
Marriage enrichment	41.5%	47.6%	1.1	41.8%	46.3%	99	103		
Parenting development	48.3%	40.0%	0.8	48.8%	38.7%	99	103		
Personal/family counseling	38.8%	50.6%	1.3	39.2%	49.9%	99	101		
<i>Family Support and Intervention Services</i>	41.2%	48.0%	1.2	41.6%	46.9%	99	102		
Community Involvement and Advocacy Programs									
Adult social activities	23.6%	67.5%	2.9	23.6%	66.7%	100	101		
Involvement in social causes	28.9%	61.3%	2.1	28.1%	61.3%	103	100		
Social justice advocacy work	37.6%	50.1%	1.3	35.8%	52.1%	105	96		
Opportunities for volunteering in the community	23.4%	67.3%	2.9	23.6%	66.9%	99	101		
<i>Community Involvement and Advocacy Programs</i>	28.4%	61.5%	2.2	27.8%	61.7%	102	100		
Community Activities or Cultural Programs									
Cultural programs (music, drama, art)	34.8%	54.5%	1.6	31.9%	57.8%	109	94		
Holiday programs/activities	24.9%	66.2%	2.7	26.1%	64.5%	95	103		
Seniors/retiree activities	32.5%	57.6%	1.8	34.0%	54.9%	95	105		
Youth social activities	40.9%	48.5%	1.2	41.6%	47.3%	98	103		
<i>Community Activities or Cultural Programs</i>	33.3%	56.7%	1.7	33.4%	56.1%	100	101		
Religious/Spiritual Programs									
Bible or Scripture study/prayer groups	38.3%	50.7%	1.3	40.6%	48.0%	94	106		
Christian education for children	40.5%	48.5%	1.2	44.1%	44.0%	92	110		
Contemporary worship services	37.0%	51.6%	1.4	37.1%	50.6%	100	102		
Spiritual discussion groups	38.9%	50.4%	1.3	38.3%	50.3%	101	100		
Warm and friendly encounters	12.2%	80.6%	6.6	12.7%	79.2%	97	102		
Traditional worship services	27.5%	63.2%	2.3	29.9%	59.4%	92	106		
Quality Sermons	20.9%	69.6%	3.3	24.0%	65.5%	87	106		
<i>Religious/Spiritual Programs</i>	30.8%	59.2%	1.9	32.4%	56.7%	95	104		

There are three ways to interpret these data.

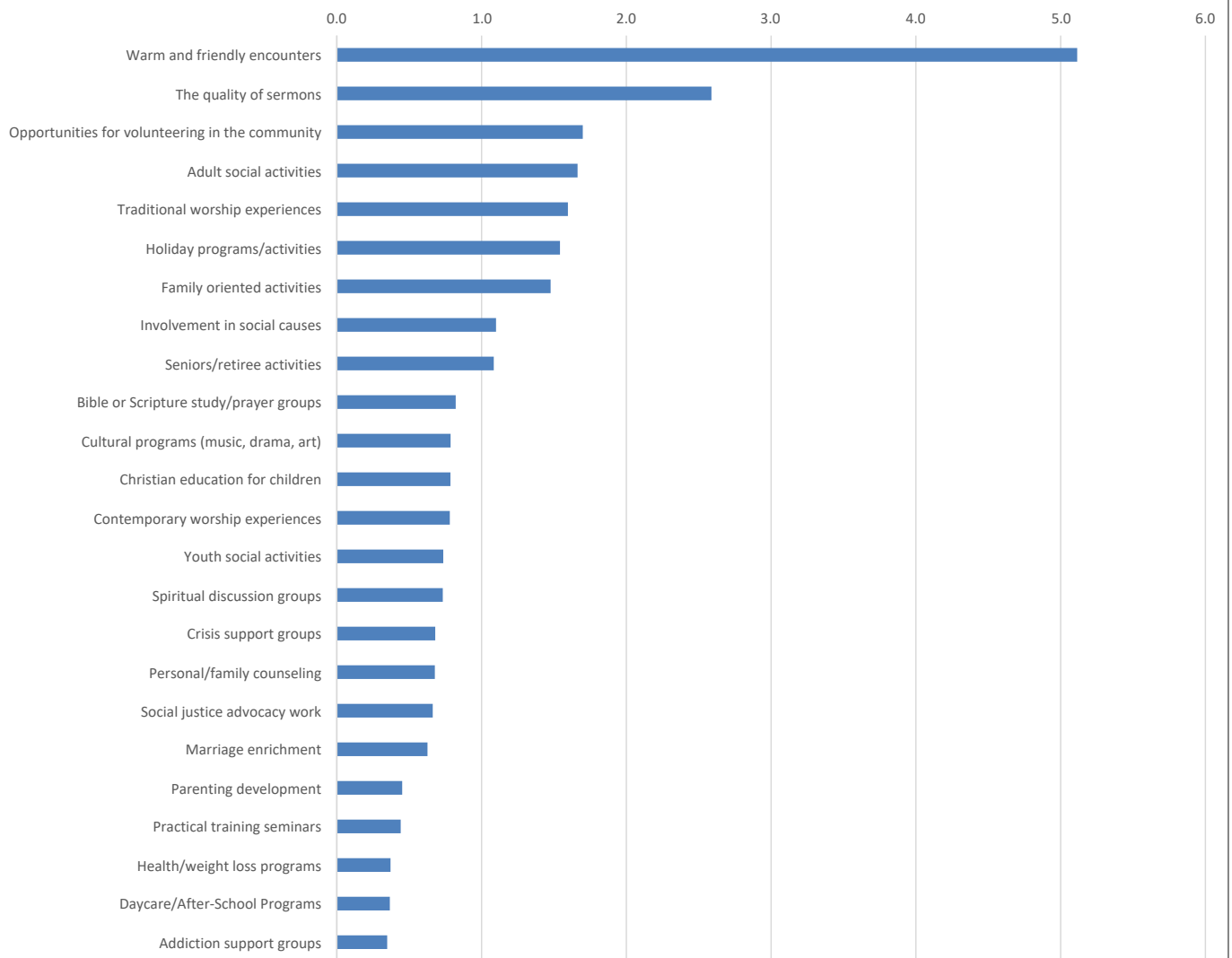
First is how the study area compares to the national average. This gives an indication of whether the program is more likely to be needed.

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	5.1	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	1.7	Strong Preference	
5.0	Traditional worship experiences	1.6	Strong Preference	
6	Holiday programs/activities	1.5	Strong Preference	
7.0	Family oriented activities	1.5	Moderately Strong Preference	
8	Involvement in social causes	1.1	Moderately Strong Preference	
9.0	Seniors/retiree activities	1.1	Moderately Strong Preference	
10	Bible or Scripture study/prayer groups	0.8	Minimal Preference	
11.0	Cultural programs (music, drama, art)	0.8	Minimal Preference	
12	Christian education for children	0.8	Minimal Preference	
13.0	Contemporary worship experiences	0.8	Minimal Preference	
14	Youth social activities	0.7	Minimal Preference	
15.0	Spiritual discussion groups	0.7	Minimal Preference	
16	Crisis support groups	0.7	Minimal Preference	
17.0	Personal/family counseling	0.7	Minimal Preference	
18	Social justice advocacy work	0.7	Minimal Preference	
19.0	Marriage enrichment	0.6	Minimal Preference	
20	Parenting development	0.5	Minimal Preference	
21.0	Practical training seminars	0.4	Minimal Preference	
22	Health/weight loss programs	0.4	Minimal Preference	
23.0	Daycare/After-School Programs	0.4	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	14.7%	85.4%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	32.0%	68.0%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	53.3%	46.7%	3	Yahoo News	
CNN Television News	1	49.8%	50.2%	1	Fox News	
Facebook	6	26.0%	74.0%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	79.7%	20.3%	6	Twitter	
Fox News	1	59.5%	40.4%	6	Facebook	
Fox News	1	28.4%	71.6%	2	Television News (Network OR Cable)	
Huffington Post	3	37.3%	62.7%	1	Fox News	
Huffington Post	3	38.1%	61.9%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	23.1%	76.9%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	63.3%	36.7%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	7.1%	92.9%	2	Television News (Network OR Cable)	
USA Today	4	28.1%	71.9%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	17.7%	82.3%	2	Television News (Network OR Cable)	
Yahoo News	3	43.1%	56.9%	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

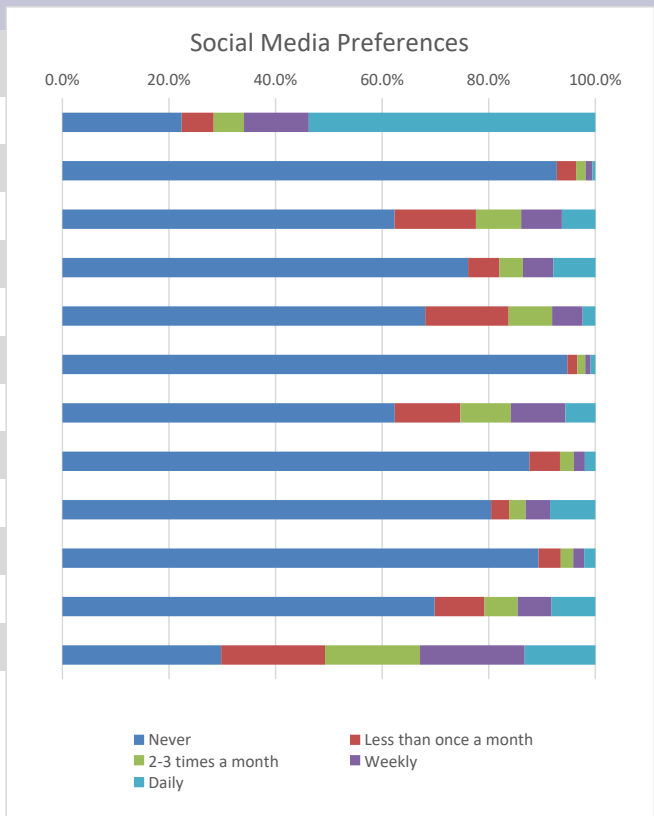
Media Preferences by Category

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

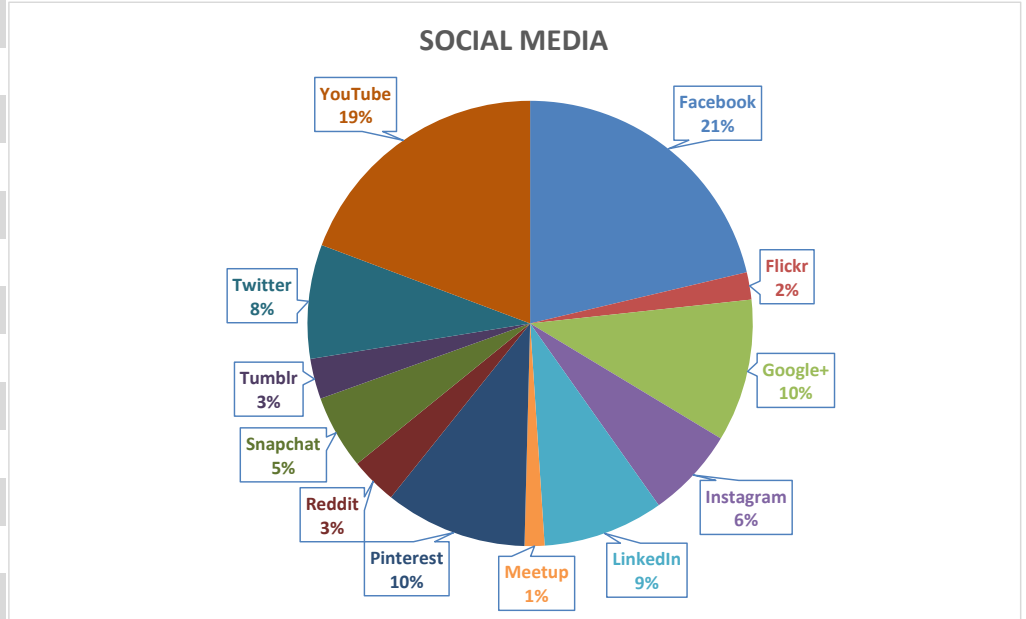
	Never	Less than once a month	2-3 times a month	Weekly	Daily
Facebook	22.4%	6.0%	5.7%	12.2%	53.8%
Flickr	92.8%	3.6%	1.8%	1.3%	0.6%
Google+	62.3%	15.3%	8.5%	7.6%	6.3%
Instagram	76.1%	5.9%	4.4%	5.7%	7.9%
LinkedIn	68.1%	15.7%	8.2%	5.7%	2.4%
Meetup	94.8%	1.9%	1.5%	1.0%	0.9%
Pinterest	62.4%	12.3%	9.5%	10.2%	5.7%
Reddit	87.6%	5.7%	2.6%	2.1%	2.0%
Snapchat	80.5%	3.4%	3.1%	4.6%	8.5%
Tumblr	89.3%	4.2%	2.3%	2.1%	2.1%
Twitter	69.9%	9.4%	6.2%	6.3%	8.3%
YouTube	29.8%	19.5%	17.8%	19.7%	13.3%



Priority List

Category of Media by Popular Use & Ranked Order

Rank Order	Media
1	Facebook
2	YouTube
3	Google+
4	Pinterest
5	LinkedIn
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

If you need support with this report, please email MissionInsite at misupport@missioninsite.com.