



The Quadrennium Report

Prepared for: MissionInsite
 Study area: 3 mile radius

Date of Report: 7/2/2015
 Quad Project Version: 2012

About the NEW Quadrennium Project Report

The Quadrennium Project Report 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. While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current.

How to read the Quadrennium Report

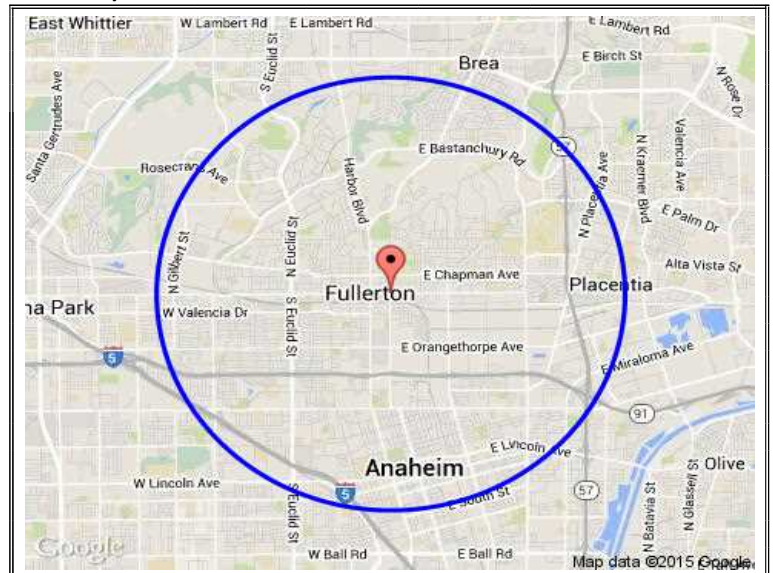
The NEW Quadrennium Project report is divided into three sections, each providing a different approach to the data.

- The **Story View** Report presents 10 indicators of your study area's likely religious beliefs, preferences and practices.
- The **ThemeView** Report provides projections for the study area across all of the variables in the Quadrennium Project survey It is organized into three theme areas, called Landscapes.
 - The Beliefs Landscape
 - Religious Affiliations and Preferences Landscape
 - The Local Church Landscape

Within each Landscape one or more specific categories are presented. In each case, the study area data is compared to the national average.

- **GraphView** provides several graphs that reflect the more significant findings, most comparing the study area to the national average.

The Study Area



More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

White Paper

A White Paper that provides specific information about how the Quadrennium Project was developed is available on the MissionInsite website. This document will present the concept behind the project, the survey that was fielded and how projections into specific geographic areas is accomplished.

StoryView

Significant Indicators of Religious Beliefs, Preferences & Practices

Beliefs about God						
1	Compared to the national average, how traditional or non-traditional are beliefs about God? <small>(See the Beliefs About God Theme)</small>	Very Traditional	Somewhat Traditional	Mixed	Somewhat Non-Traditional	Very Non-traditional
Beliefs about Jesus						
2	Compared to the national average, how traditional or non-traditional are beliefs about Jesus? <small>(See the Beliefs about Jesus Theme)</small>	Very Traditional	Somewhat Traditional	Mixed	Somewhat Non-Traditional	Very Non-traditional
Beliefs about Social and Moral Issues						
3	Do the social and moral beliefs of this study area trend towards the conservative or progressive side of the political and social scale? <small>(See the Social and Moral Issues Theme)</small>	Very Conservative	Somewhat Conservative	Mixed	Somewhat Progressive	Very Progressive
Presence of “Nones”						
4	Compared to the national average, what is the level of the religious preference “None, No Preference” in this study area? <small>(See the Religious Preferences Theme)</small>	Very Low	Low	Average	High	Very High
Change in Christian Religious Preference						
5	In what direction has the Christian Religious Preference moved over the prior 10 year period? <small>(See the Religious Preferences Theme)</small>	Significant Decline	Some Decline	About the Same	Some Increase	Significant Increase
Christian to Non-Christian Preferences						
6	How does the aggregated Christian Preferences in this study area compare to the aggregated Non-Christian Preferences? <small>(See the Religious Preferences Theme)</small>	Significantly Less Christian	Somewhat Less Christian	About the Same	Somewhat More Christian	Significantly More Christian
Significance of Faith to Life						
7	Compared to the national average, how significant is “faith to life” in the study area? <small>(See the Faith and Religious Involvement Theme)</small>	Very Low	Somewhat Low	About the Same	Somewhat More	Significantly More
Change in Significance of Faith to Life						
8	How much change, whether positive or negative in the significance of “faith to life” is projected in this study area? <small>(See the Faith and Religious Involvement Theme)</small>	No Change	Little Change	Modest Change	Significant Change	Radical Change
Life Concerns						
9	Overall, how do the concerns about life compare to the national average? <small>(See the Life Concerns Theme)</small>	Very Low	Somewhat Low	About the Same	Somewhat More	Significantly More
Media Preference						
10	What are the Media Preferences in the area? <small>(See the Media Preference Theme)</small>	Very Traditional Oriented	More Traditional Oriented	Mixed	More Online Oriented	Very Online Oriented

ThemeView

Prepared for: MissionInsite
Study Area: 3 mile radius
Quadrennium Report Region: West
Date of Report: 7/2/2015
Quad Project Version: 2012

Beliefs Landscape

Beliefs about God

Beliefs about God held by people are very diverse. These statements express the likely views held by people within this area of study on a range of beliefs. Ideas range from well defined monotheism to loosely defined polytheism.

	Study Area		US Average		Comparative Index	
	Disagree	Agree	Disagree	Agree	Disagree	Agree
Everyone and everything is god	44.3%	27.2%	43.9%	27.9%	101	98
God is a higher state of consciousness that people may achieve	34.9%	36.4%	33.5%	37.3%	104	98
God is love and invites the world into a loving relationship	13.0%	65.8%	10.2%	71.0%	127	93
God is the full realization of human potential	28.6%	38.7%	25.3%	42.3%	113	91
I believe God created the world but takes no further part in it	64.4%	11.5%	67.8%	9.7%	95	118
I believe in more than one god, i.e. many gods	69.5%	9.6%	75.0%	7.0%	93	137
I believe in Nature and/or spirits in Nature	24.5%	48.2%	26.5%	45.2%	92	107
I don't believe a god exists; the material universe is all that is	68.9%	13.6%	74.5%	10.9%	92	124
I have a personal relationship with one living God, who is Lord and Savior	24.9%	56.2%	19.4%	63.5%	128	89
I'm unsure/undecided about whether a god exists	65.8%	17.6%	70.5%	15.1%	93	117

Beliefs about Jesus

Jesus is a person of interest to many people, but what they think about who he was and what he did varies. These statements express the likely views held by people within this area of study.

	Study Area		US Average		Comparative Index	
	Disagree	Agree	Disagree	Agree	Disagree	Agree
Jesus actually rose from the dead as the Bible teaches	17.1%	54.9%	14.6%	61.8%	117	89
Jesus belief does not require participation in a church	22.7%	53.0%	24.9%	53.7%	91	99
Jesus is both divine and human	15.7%	54.8%	14.4%	60.3%	109	91
Jesus is not like his followers in the Church	21.1%	35.3%	24.0%	35.0%	88	101
Jesus is the only way for human salvation from sin	28.9%	46.8%	24.0%	53.7%	120	87
Jesus rules now as Lord of Heaven and earth	22.2%	47.6%	19.5%	54.1%	114	88
Jesus was just a good moral teacher and no more	54.5%	19.6%	60.1%	16.3%	91	120
Jesus was the expected Jewish Messiah	14.3%	41.7%	13.2%	46.5%	108	90

Beliefs about Social & Moral Issues

A great deal of diversity of opinion of many social and moral issues exists. The table below presents the projected views that are likely to be dominate in the area of study.

	Study Area		US Average		Comparative Index	
	Disagree	Agree	Disagree	Agree	Disagree	Agree
<i>I believe...</i>						
Abortion should remain legal	24.3%	60.0%	27.1%	56.0%	90	107
America has a moral responsibility to be a force for good in the world	12.6%	68.8%	12.6%	70.2%	100	98
Americans increasingly act irresponsibly to the detriment of the common good	9.3%	69.5%	9.1%	70.4%	102	99
Asking the rich to pay a higher tax rate is a way to establish justice	25.3%	58.2%	25.4%	57.3%	100	102
Children are adequately taught good moral standards today	79.1%	9.6%	82.2%	8.4%	96	114
Children ought to be raised in a two-parent, mother and father families, if possible	21.7%	57.6%	18.8%	62.8%	115	92
Marriage as a social institution is becoming obsolete	31.3%	43.5%	31.8%	45.0%	99	97
Marriage is only a relationship between one man and one woman	41.7%	45.0%	35.5%	50.8%	117	89
Our culture is too obsessed with celebrity	3.3%	87.7%	3.3%	88.3%	100	99
People should be involved in volunteer activities for the benefit of others	4.6%	73.9%	4.5%	75.3%	102	98
Religion must play a primary role in shaping individual morality	29.1%	47.9%	23.3%	56.7%	125	84
Religious communities should fully embrace LGBT persons (Lesbian, Gay, Bisexual, Transgender)	24.3%	49.3%	27.3%	45.6%	89	108
Same sex marriage should be legalized	35.1%	48.7%	38.4%	42.3%	91	115
If an aggressive act is committed against the US, we are justified in the use of violence in response	15.9%	65.8%	13.2%	70.0%	121	94
The government should be deeply involved in solving poverty	20.9%	65.7%	22.2%	64.7%	94	101
The government should not be able to interfere with the employment practices of religious organizations	27.0%	43.6%	23.6%	48.8%	114	89
The science that says humans are affecting the climate of the planet (i.e. global warming)	19.6%	64.1%	20.6%	61.2%	95	105
The US should pursue every avenue to stop illegal immigrants flowing into this country	20.8%	61.8%	17.2%	66.6%	121	93
Tolerance is necessary for social peace and well being	8.6%	78.7%	10.4%	75.7%	83	104
We must be good stewards of the environment even if it means restricting natural resource development. (such as drilling for oil, fracking, etc.)	17.8%	62.8%	18.5%	61.2%	97	103

Religious Affiliations and Preferences Landscape

Religious Preferences

Religious preferences range from the “Nones” to very specific traditions. The likely preferences within this area of study are presented below for both now and 10 years prior. Note any changes up or down.

	Study Area			US Average			Comparative Index	
	Now	10 Years Prior	Change	Now	10 Years Prior	Change	Now	10 Years Prior
Adventist/Anabaptist/Mennonite	1.1%	1.1%	0.0%	0.8%	0.9%	-0.1%	138	122
Baptist	6.2%	7.3%	-1.1%	12.5%	13.5%	-1.0%	50	54
Buddhism/Hindu/Sikh/Taoist	1.8%	1.6%	0.2%	1.3%	1.2%	0.1%	142	135
Catholic	18.6%	22.4%	-3.8%	20.1%	23.8%	-3.7%	93	94
Congregational	1.4%	1.8%	-0.5%	1.6%	1.8%	-0.2%	84	102
Episcopal/Anglican	1.2%	1.6%	-0.5%	1.6%	1.9%	-0.2%	71	87
Holiness	0.2%	0.3%	-0.1%	0.8%	0.8%	-0.1%	22	37
Islam/Baha'i	0.5%	0.4%	0.1%	0.5%	0.4%	0.0%	113	102
Jehovah's Witness	0.9%	1.1%	-0.1%	1.0%	1.1%	-0.1%	90	95
Judaism	2.3%	2.6%	-0.3%	3.4%	3.6%	-0.2%	67	73
Lutheran	3.1%	4.0%	-0.9%	4.7%	5.5%	-0.8%	65	72
Methodist	2.9%	3.7%	-0.7%	6.1%	7.0%	-0.9%	48	53
Mormon/Latter Day Saints	4.1%	4.3%	-0.2%	2.0%	2.0%	0.0%	201	218
Native American/New Age/Rastafarian/Wicca	1.7%	1.6%	0.1%	1.3%	1.3%	-0.0%	134	124
Non-denominational/Independent	7.7%	6.8%	1.0%	7.9%	6.1%	1.9%	97	111
None/No Religious Preference	28.3%	24.4%	3.9%	22.6%	19.6%	3.0%	125	125
Orthodox	0.5%	0.7%	-0.2%	0.7%	0.7%	0.0%	75	103
Pentecostal/Charismatic	3.4%	3.2%	0.2%	3.1%	3.1%	0.0%	109	105
Presbyterian/Reformed	3.2%	3.2%	0.1%	2.8%	3.2%	-0.4%	117	101
Spiritual/No Religious Preference	10.7%	7.7%	3.1%	7.8%	5.2%	2.5%	138	147
Unitarian/Universalist	0.3%	0.4%	-0.1%	0.7%	0.6%	0.0%	42	58

Summary Religious Preferences: Christian and Other

	Study Area			US Average			Comparative Index	
	Now	10 Years Prior	Change	Now	10 Years Prior	Change	Now	10 Years Prior
Catholic & Orthodox	19.1%	23.1%	-4.0%	20.8%	24.5%	-3.7%	92	94
Historic Mainline Protestant Denominations	18.0%	21.6%	-3.6%	29.4%	32.8%	-3.5%	61	66
Other Protestant Denominations/Churches	12.3%	11.3%	1.0%	12.5%	10.8%	1.7%	98	105
Total: Christian Religious Preferences	49.4%	56.0%	-6.6%	62.7%	68.1%	-5.4%	79	82
Other Non-Christian Religious Preferences	11.0%	11.5%	-0.5%	9.65%	9.8%	-0.1%	114	118
None/No Preference or Spiritual/No Preference	39.1%	32.1%	6.9%	30.34%	24.8%	5.6%	129	130

Denominational Affiliations

Some people within an area of study will indicate an affiliation with one of the following denominations. These projected affiliations are presented below for both now and 10 years prior. Note any changes up or down.

	Study Area			US Average			Comparative Index	
	Now	10 Years Prior	Change	Now	10 Years Prior	Change	Now	10 Years Prior
African Methodist Episcopal Church	0.3%	0.4%	-0.2%	1.5%	1.3%	0.2%	17	33
African Methodist Episcopal Zion Church	0.2%	0.1%	0.0%	0.4%	0.5%	-0.1%	45	27
American Baptist Churches/ USA	5.3%	4.6%	0.7%	9.1%	8.5%	0.6%	58	54
Assemblies of God	5.1%	4.2%	1.0%	4.3%	3.8%	0.5%	120	110
Christian and Missionary Alliance	1.2%	0.6%	0.5%	2.0%	1.6%	0.4%	61	41
Christian Church (Disciples of Christ)	6.9%	6.5%	0.4%	5.3%	4.3%	1.0%	131	152
Church of Jesus Christ of Latter Day Saints	11.6%	10.2%	1.4%	5.3%	4.2%	1.1%	216	240
Church of the Nazarene	0.8%	1.4%	-0.6%	1.7%	2.0%	-0.3%	48	70
Episcopal Church	2.7%	3.6%	-0.9%	3.2%	3.8%	-0.6%	84	93
Evangelical Free Church of America	1.1%	1.0%	0.1%	2.0%	1.5%	0.5%	53	68
Evangelical Lutheran Church in America	2.0%	2.5%	-0.5%	4.2%	4.2%	-0.0%	48	58
Foursquare Gospel	2.0%	2.3%	-0.3%	1.5%	1.7%	-0.2%	132	135
Lutheran Church, Missouri Synod	3.1%	3.7%	-0.6%	4.5%	4.8%	-0.2%	68	78
Presbyterian Church (USA)	3.9%	3.8%	0.1%	4.0%	4.1%	-0.2%	98	93
Presbyterian Church in America	1.4%	1.0%	0.4%	1.7%	1.5%	0.2%	85	71
Reformed Church, RCA/CRC	1.0%	0.8%	0.2%	1.8%	1.6%	0.2%	55	52
Roman Catholic Church	39.0%	40.6%	-1.6%	39.2%	40.2%	-1.0%	100	101
Salvation Army	0.5%	0.4%	0.1%	0.9%	1.0%	-0.2%	59	37
Seventh Day Adventist	2.9%	2.6%	0.3%	1.8%	1.9%	-0.1%	163	134
Southern Baptist Convention	2.3%	2.9%	-0.6%	9.1%	8.3%	0.8%	25	35
United Church of Christ	1.0%	0.9%	0.0%	3.1%	2.5%	0.6%	31	38
United Methodist Church	5.9%	5.9%	-0.0%	11.4%	11.7%	-0.3%	51	50

The Local Church Landscape

Faith and Religious Involvement

Faith is a dynamic factor in many peoples lives. For some it is growing and for others it is declining. The level of active involvement changes as well. The Faith and Religious Involvement variables look at this theme from several vantage points, providing an understanding of what is likely to be the case in the study area.

	Study Area	US Average	Comparative Index
Activity in a religious congregation or community:			
Projected percentage involved	31.8%	38.9%	82
Projected percentage NOT involved	68.3%	61.0%	112
Estimated change over prior 10 years	-8.4%	-8.5%	
Religious activity directional change:			
Percent likely to have become active	6.1%	6.9%	89
Percent likely to have ceased to be active	14.5%	15.3%	95
Percent Likely to have made no change	79.3%	77.8%	102
Net Change in direction of activity	-8.4%	-8.4%	
Projected significance of religious faith to life:			
Not Significant	27.0%	21.1%	128
Some Significance	32.3%	32.3%	100
Very Significant	40.7%	46.7%	87
Projected change in the role of religious faith over 10 years:			
No Significant Change	1.8%	0.8%	231
Some Significant Change	-6.5%	-6.1%	108
Very Significant Change	4.8%	5.3%	91
Probable level of participation for those involved in a religious congregation or religious community: Of those who indicated participation			
Holidays only	4.6%	3.9%	118
Less than once per month	5.3%	6.5%	81
Once per month	5.4%	7.2%	75
Two to three times per month	17.0%	18.2%	93
Weekly	67.7%	65.6%	103

Reasons for Non-Participation—Outside of the Church

People have different reasons for not participating in a religious congregation or community. These variables consider this from two perspectives; from the Outside and from the Inside. The Outside group are persons who most likely do not currently participate in any religious community. The Inside group reflects persons who most likely do currently participate but have considered discontinuing their involvement. In the national sample, those who were on the inside but considered non-participation was only 13% of the total who indicated activity in a religious congregation or community.

	Study Area	US Average	Comparative Index
From the Outside: Probable reasons for non-participation in a religious congregation or religious community: Percent Important			
About Personal Life			
Demands of raising children	29.6%	28.0%	106
Moved from community	26.7%	27.7%	96
No good faith community in area	29.7%	31.1%	96
No time/less time available	35.5%	38.3%	93
About Personal Faith			
Don't believe in God	36.4%	35.3%	103
No longer believe	34.1%	32.9%	104
Unsure about personal beliefs	39.7%	39.5%	101
Wasn't relevant to my life	51.1%	48.3%	106
About the Church			
Boring/uninteresting	44.3%	42.8%	103
Conflicts in religious community	44.7%	45.2%	99
Didn't feel welcome/useful	40.0%	41.4%	97
Disillusionment with religion	53.2%	52.6%	101
Don't trust organized religion	59.9%	58.5%	102
Don't trust religious leaders	63.9%	61.7%	104
Never been invited	20.2%	19.7%	103
Not current/old fashioned	34.1%	35.6%	96
Religion too focused on money	63.8%	65.8%	97
Religious people too judgmental	65.9%	65.9%	100
Strict/inflexible beliefs	55.8%	53.9%	104
Wasn't supportive during crisis	34.4%	34.7%	99
Worship/music style	34.2%	36.6%	94

Reasons to Consider Non-Participation—Inside of the Church

	Study Area	US Average	Comparative Index
From the Inside: Probable reasons for considering non-participation in a religious congregation or religious community: Percent Important			
(Of the 13% of the national sample who were currently participating but considered non-participation, the following are the reasons.)			
About Personal Life			
Demands of raising children	46.3%	41.2%	112
Moved from community	54.8%	53.7%	102
No good faith community in area	63.4%	58.2%	109
No time/less time available	58.2%	52.8%	110
About Personal Faith			
Don't believe in God	55.5%	49.6%	112
No longer believe	55.8%	50.9%	110
Unsure about personal beliefs	57.7%	59.8%	97
Wasn't relevant to my life	59.3%	55.9%	106
About the Church			
Boring/uninteresting	50.4%	56.6%	89
Conflicts in religious community	66.8%	69.1%	97
Didn't feel welcome/useful	66.8%	67.8%	99
Disillusionment with religion	67.7%	63.1%	107
Don't trust organized religion	58.9%	56.5%	104
Don't trust religious leaders	67.8%	71.8%	94
Never been invited	38.9%	34.7%	112
Not current/old fashioned	55.8%	50.2%	111
Religion too focused on money	61.3%	69.6%	88
Religious people too judgmental	66.5%	66.9%	100
Strict/inflexible beliefs	66.2%	66.5%	100
Wasn't supportive during crisis	64.8%	67.5%	96
Worship/music style	62.5%	64.4%	97

Life Concerns

People and their households have daily concerns with which they must deal. The lists in this table presented the projected concerns for the area of study.

	Study Area	US Average		Comparative Index			
		Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Personal Life	Average	30.7%	10.1%	29.5%	9.7%	104	105
Anger management/losing my temper		30.2%	6.2%	29.5%	5.4%	102	116
Depression		36.1%	10.6%	35.9%	10.4%	101	102
Finding a mate/spouse		17.0%	8.0%	15.2%	7.4%	112	107
Getting over the past/dealing with guilt		39.2%	8.3%	37.7%	7.8%	104	106
Losing weight/diet issues		48.3%	21.9%	48.4%	22.4%	100	98
Making friends		35.3%	6.4%	32.6%	6.4%	108	100
Personal health problems		53.0%	17.0%	52.3%	17.3%	101	98
Problems with addictions		13.8%	3.7%	11.9%	3.5%	115	106
Struggling with my sexual orientation		4.3%	1.6%	3.6%	1.7%	119	94
Unemployment/Losing my job		30.4%	17.8%	28.4%	14.5%	107	123
Home and Family	Average	25.2%	8.1%	24.2%	7.8%	104	104
Avoiding homelessness		25.9%	11.4%	23.1%	8.8%	112	129
Balancing work & family		35.3%	8.9%	33.1%	8.5%	107	104
Caring for aging parents		30.0%	13.5%	28.1%	13.5%	107	100
Child who is gay, lesbian, bisexual or transgender		5.6%	3.1%	4.9%	2.6%	113	119
Conflict resolution/arguing too much		32.2%	7.2%	30.4%	6.7%	106	107
Divorce		11.2%	3.0%	9.9%	3.6%	112	84
Domestic violence in my family		7.3%	3.4%	7.1%	2.4%	103	139
Health crisis/illness		46.8%	16.0%	47.7%	15.8%	98	101
Marriage problems		17.6%	5.0%	17.4%	5.1%	101	97
Raising a teen		16.2%	7.7%	15.0%	6.8%	108	114
Raising children as a single parent		10.5%	4.5%	7.9%	4.4%	132	102
Stress/time to relax		48.8%	16.2%	48.6%	16.3%	100	100
Struggles with Adult Children		20.0%	5.2%	20.5%	5.4%	98	96
Time for friends/family		45.9%	8.9%	45.1%	9.2%	102	97
Community	Average	30.1%	14.6%	26.1%	13.7%	115	106
Illegal immigration		23.3%	20.2%	21.0%	19.4%	111	104
Violence in my neighborhood		36.9%	9.0%	31.2%	8.0%	118	113
Career and Financial	Average	44.0%	26.4%	43.3%	23.9%	102	110
Day-to-day financial matters		46.9%	29.3%	48.9%	26.1%	96	113
Financing the future/savings/ retirement		47.5%	35.8%	47.0%	35.0%	101	102
Reaching my goals/being successful		46.6%	19.8%	44.2%	17.6%	106	112
Satisfying job/career		34.9%	20.5%	33.2%	17.1%	105	120
Future Hopes and Possibilities	Average	39.7%	13.8%	39.7%	13.0%	100	106
Fear of the future or the unknown		48.9%	18.2%	49.0%	17.3%	100	105
Fulfilling marriage/romance & intimacy		35.5%	13.1%	34.4%	12.4%	103	105
Making the right choices/finding direction		49.8%	16.1%	49.7%	14.9%	100	108
Spiritual issues/religion		24.8%	7.8%	25.8%	7.4%	96	106

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.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	31.4%	9.3%	32.6%	9.2%	96	101
Addiction support groups	27.2%	9.6%	26.9%	10.0%	101	97
Health/weight loss programs	31.1%	9.6%	33.9%	9.1%	92	106
Practical training seminars	35.8%	8.7%	37.1%	8.5%	96	102
Family Support and Intervention Services	34.1%	14.1%	35.0%	14.8%	97	96
Daycare/After-School Programs	24.5%	10.9%	24.3%	10.6%	101	102
Crisis support groups	40.5%	14.4%	41.7%	14.3%	97	101
Family oriented activities	37.2%	22.8%	39.5%	24.0%	94	95
Marriage enrichment	34.2%	12.1%	35.3%	13.7%	97	88
Parenting development	29.9%	11.2%	29.6%	11.7%	101	96
Personal/family counseling	38.1%	13.4%	39.6%	14.2%	96	95
Community Involvement and Advocacy Programs	45.8%	15.6%	47.7%	16.1%	96	97
Adult social activities	48.9%	16.3%	51.8%	17.0%	95	96
Involvement in social causes	46.2%	15.0%	48.6%	15.5%	95	97
Social justice advocacy work	38.9%	11.3%	39.3%	11.6%	99	98
Opportunities for volunteering in the community	49.2%	19.6%	51.1%	20.4%	96	96
Community Activities or Cultural Programs	41.1%	15.4%	42.3%	16.6%	97	93
Cultural programs (music, drama, art)	44.7%	12.4%	45.2%	12.8%	99	97
Holiday programs/activities	47.5%	16.3%	49.0%	18.0%	97	90
Seniors/retiree activities	39.8%	14.6%	41.8%	16.7%	95	87
Youth social activities	32.3%	18.6%	33.0%	18.8%	98	99
Religious/Spiritual Programs	32.7%	16.9%	34.2%	19.0%	95	89
Alternative spiritual practices (meditation, yoga, etc.)	29.0%	10.1%	28.2%	8.0%	103	127
Bible or Scripture study/prayer groups	31.7%	18.0%	32.5%	21.6%	97	84
Christian education for children	26.1%	18.6%	27.8%	22.0%	94	84
Contemporary worship services	37.9%	15.0%	40.2%	17.0%	94	88
Spiritual discussion groups	37.4%	14.1%	40.1%	15.0%	93	95
Traditional worship services	34.1%	25.5%	36.8%	30.3%	93	84

Media Preferences

How do people get information about the world? How do they communicate with the world? In our ever changing world of media and communications, no single channel is dominate. The table below presents the media preferences that are likely to be important in the area of study.

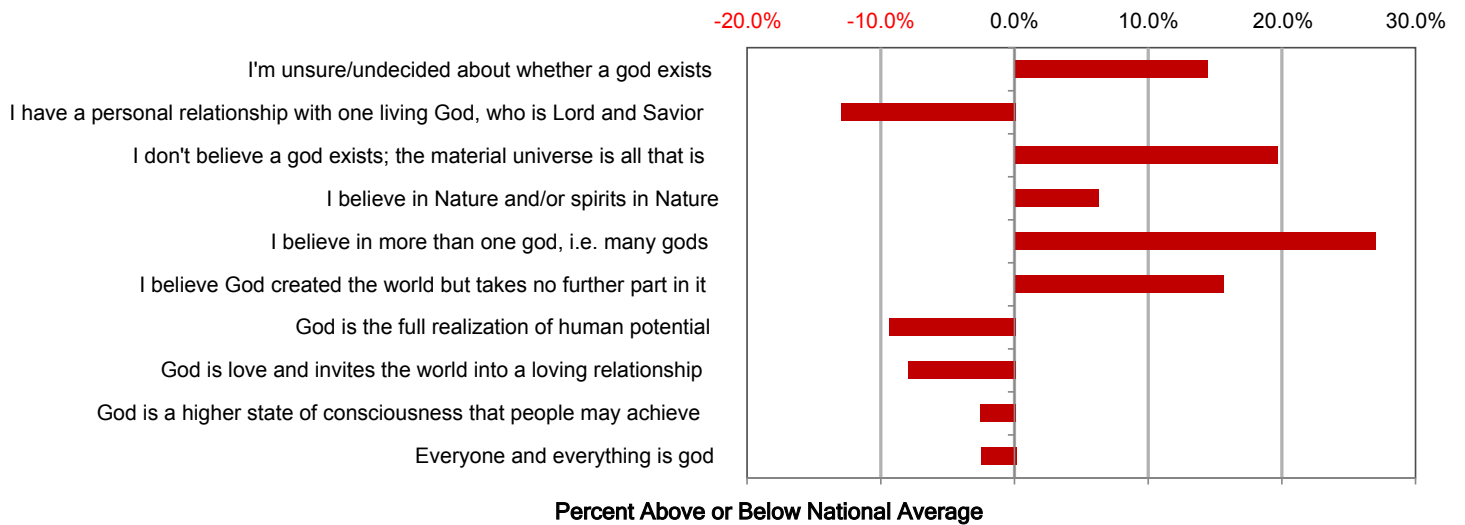
	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Blogs	14.9%	6.3%	14.8%	5.2%	101	121
Email letters	29.8%	30.0%	29.3%	32.4%	102	93
Facebook	20.1%	36.4%	20.9%	36.8%	96	99
Linked in	9.3%	2.7%	9.8%	2.4%	94	113
Local TV News	30.3%	49.8%	26.9%	56.0%	113	89
National TV News	32.9%	38.9%	31.1%	44.8%	106	87
Online News (e.g. CNN/ABC)	31.1%	30.9%	31.3%	31.8%	99	97
Print Media	32.9%	23.9%	35.9%	26.9%	92	89
Public TV/Radio	27.4%	25.2%	27.8%	26.7%	98	94
Radio	34.9%	32.7%	34.6%	35.9%	101	91
Twitter	7.3%	5.2%	7.1%	4.6%	104	114
Other	14.4%	8.6%	15.1%	8.3%	95	103

GraphView

Prepared for: MissionInsite
Study Area: 3 mile radius
Quadrennium Report Region: West
Date of Report: 7/2/2015

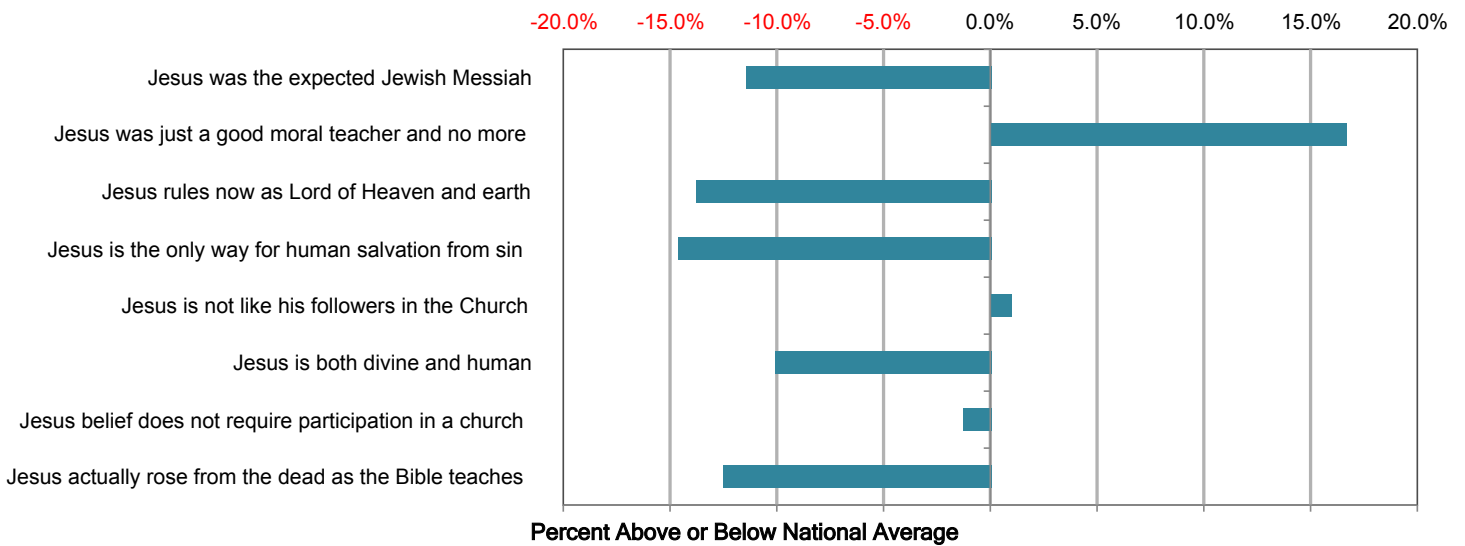
Beliefs

Beliefs About God: Agree with Statement



NOTE: Vertical line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.

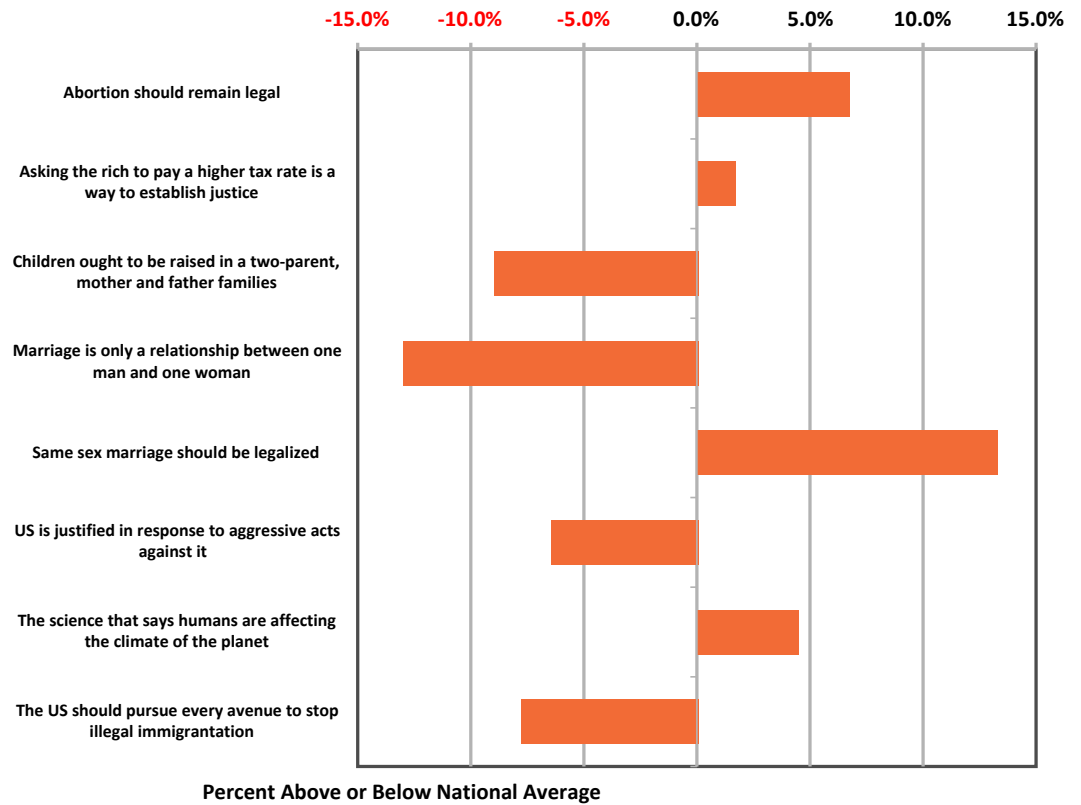
Beliefs About Jesus: Agree with Statement



NOTE: Vertical line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.

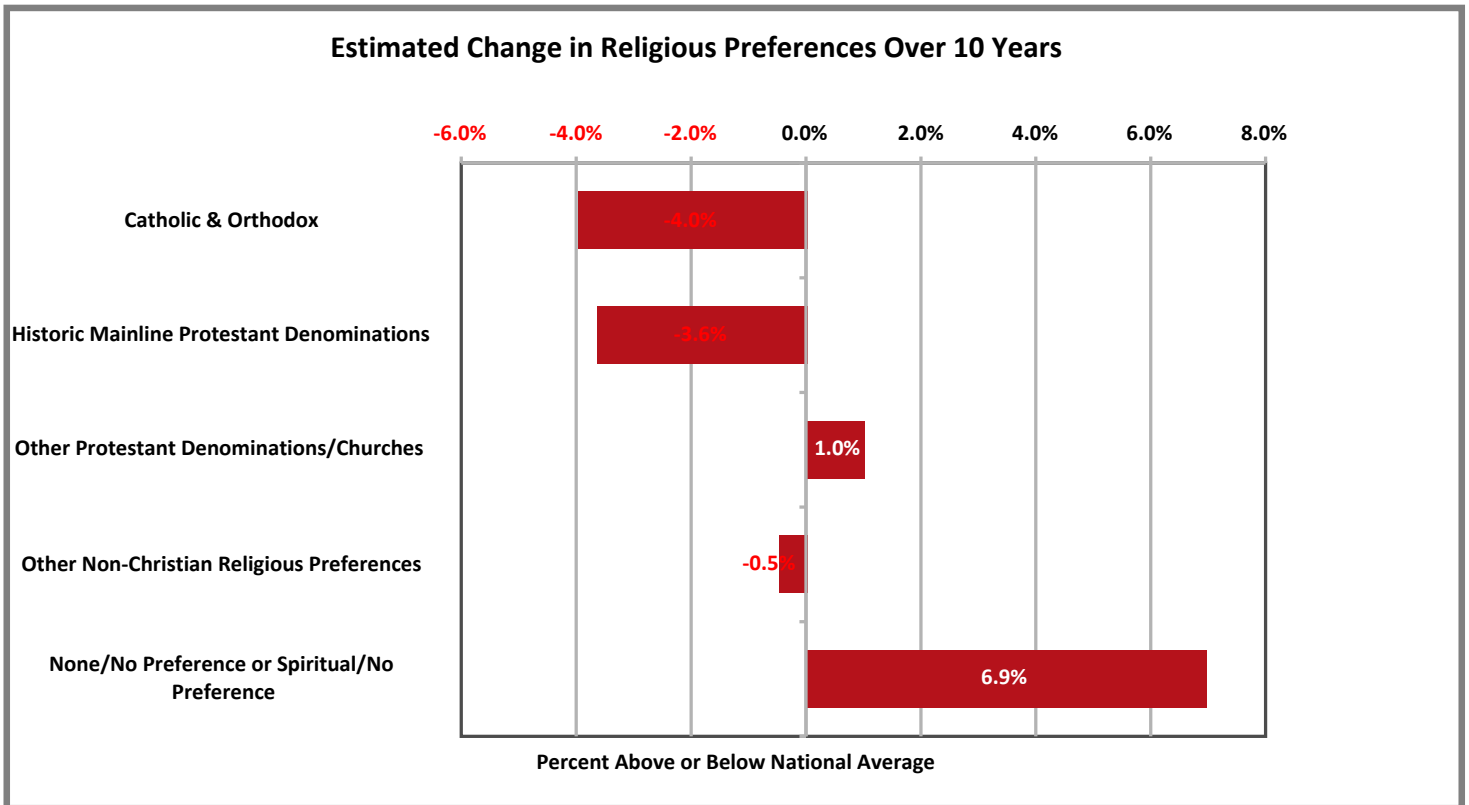
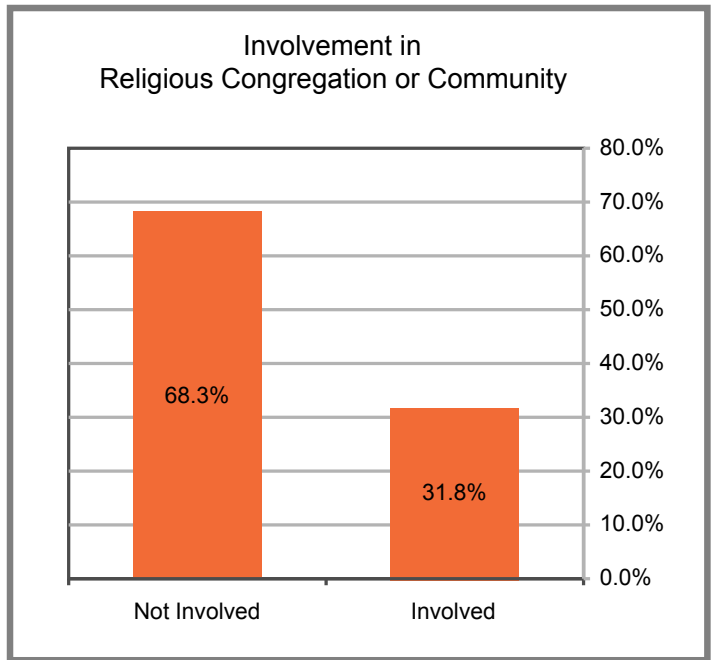
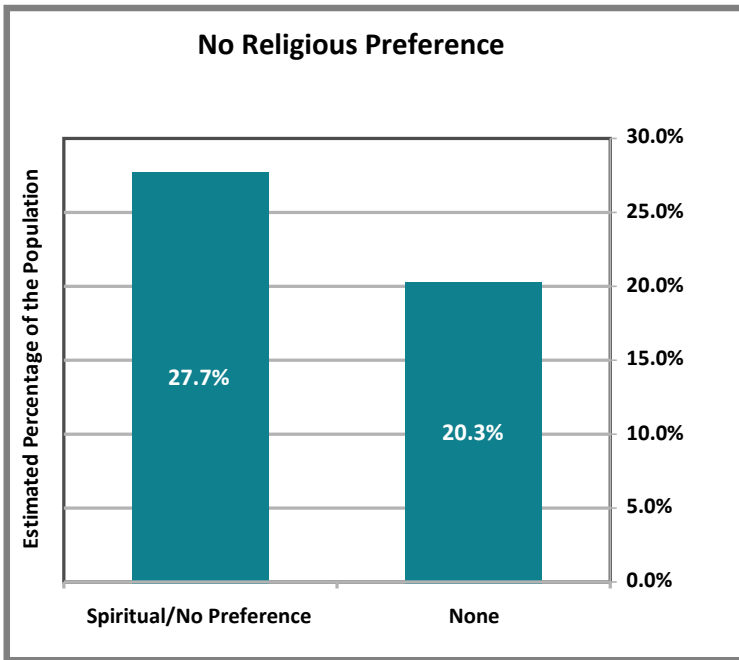
Beliefs

Beliefs About Social and Moral Issues: Major Social Issues



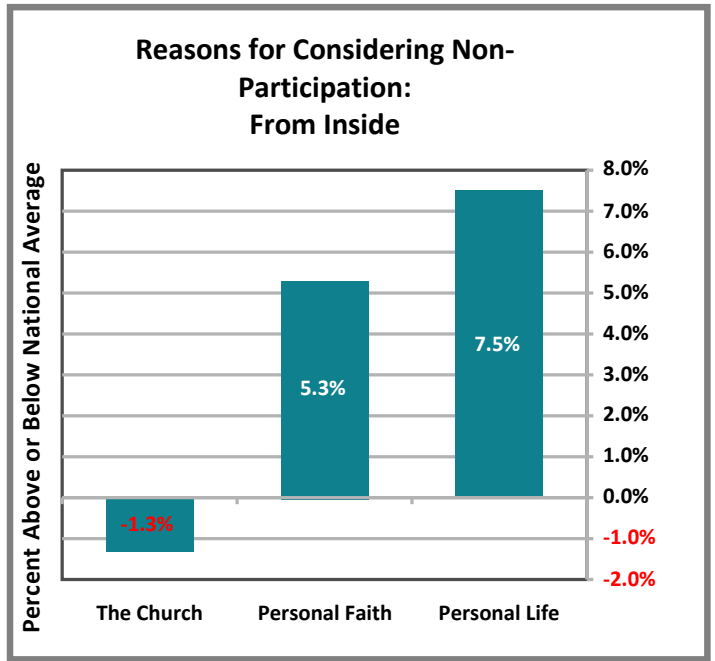
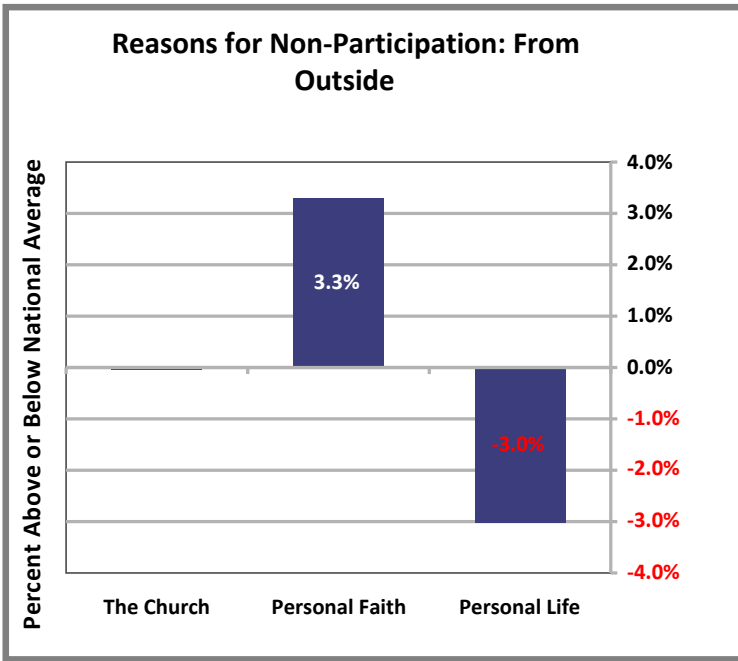
NOTE: Vertical line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.

Religious Involvements

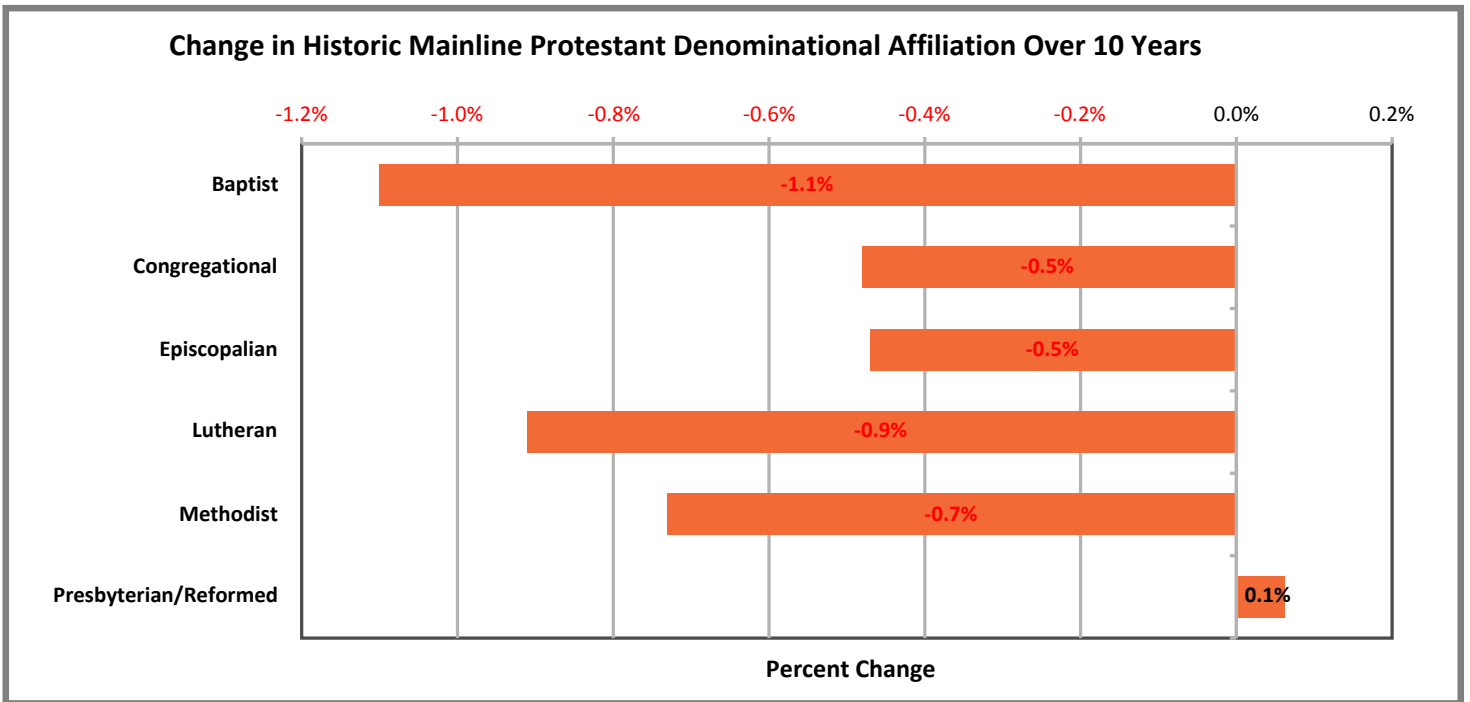


NOTE: Vertical line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.

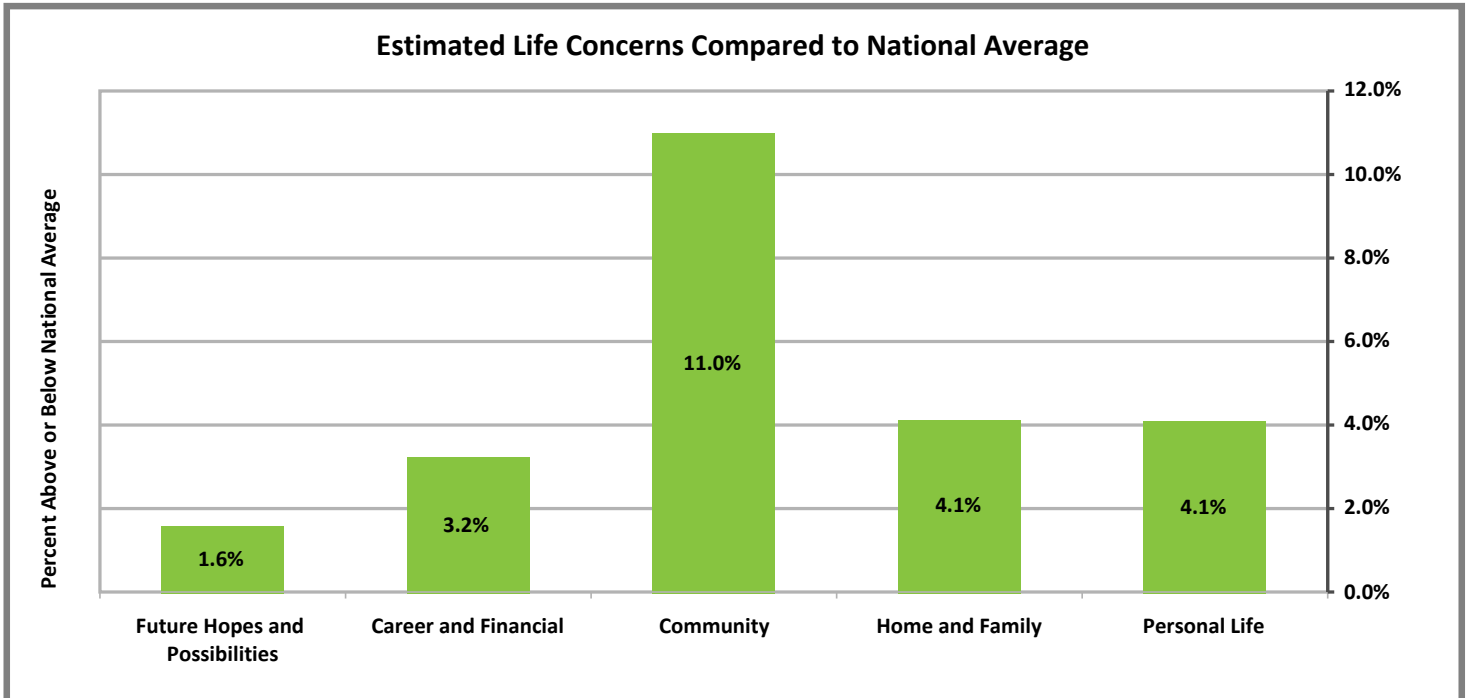
Religious Involvements



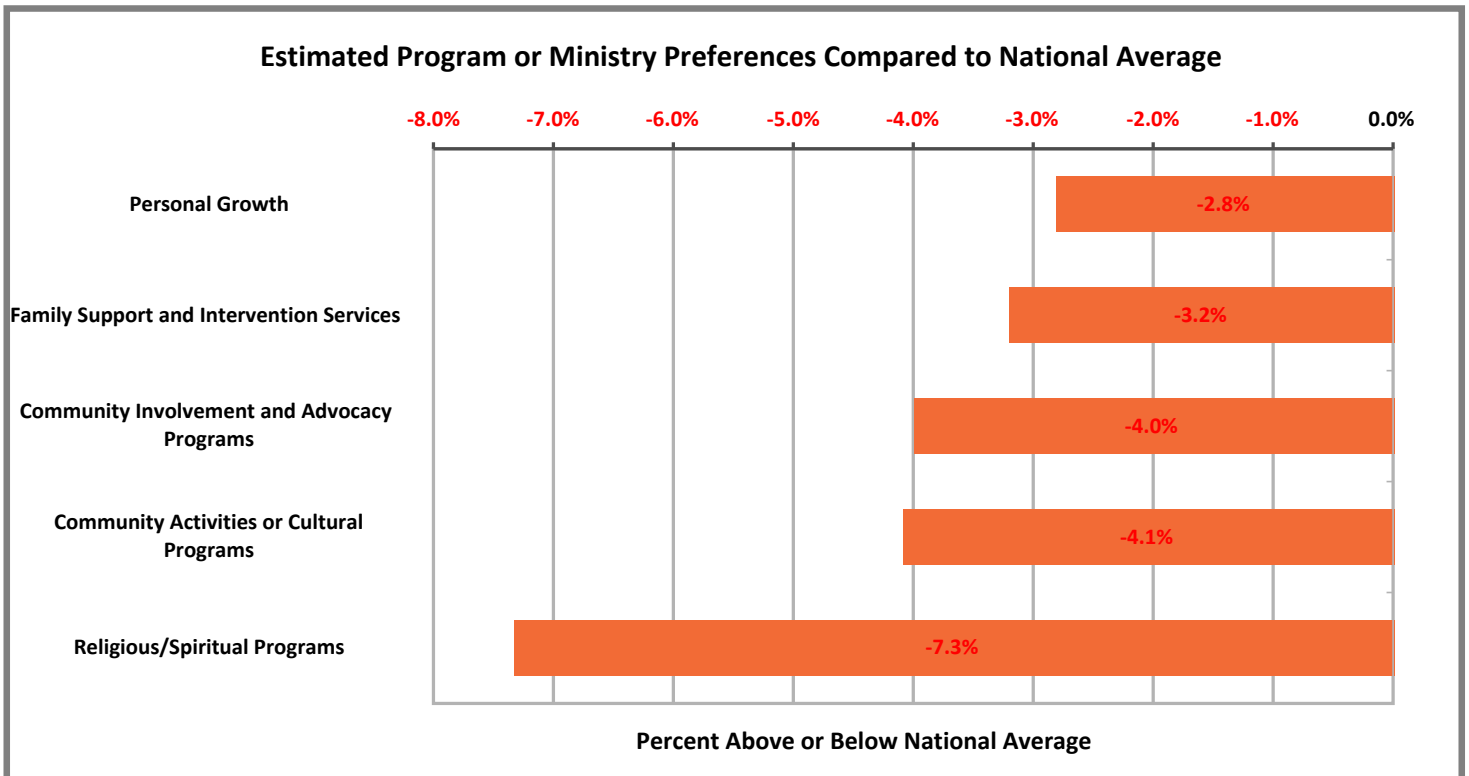
NOTE: Horizontal line is the average of all comparisons, indicating the general “leaning” of the study area compared to the US.



Concerns and Programs



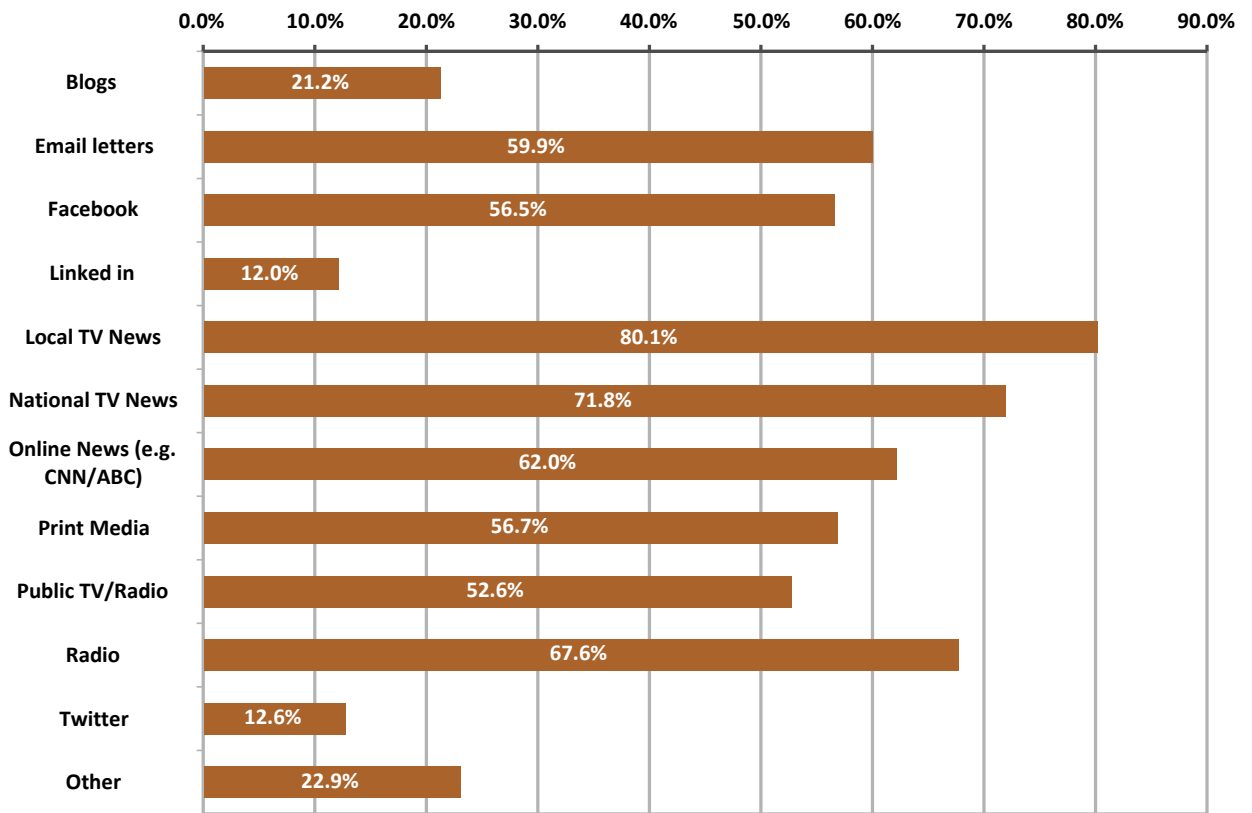
NOTE: Horizontal line is the average of all comparisons, indicating the general “leaning” of the study area compared to the US.



NOTE: Vertical line is the average of all comparisons, indicating the general “leaning” of the study area compared to the US.

Media Preferences

Estimated Media and Information Source Preferences



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.

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.

Variable Definitions

Full variable definitions can be found in the Demographic Reference Guide. Download it free from the MissionInsite website resource page.

Support

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