

# The MinistryInsite Report 2017

Prepared for: MissionInsite  
 Study area: Geography: Zip Codes - 29501 (SC)

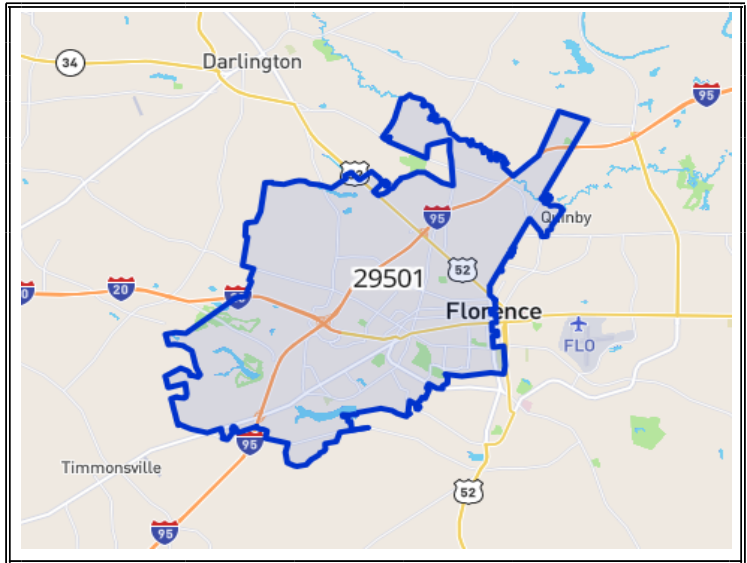
Date of Report: 5/28/20  
 Quad Project Version: 2017

## 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.



# MinistryInsite Report 2017

Prepared for: MissionInsite  
 Study Area: Geography: Zip Codes - 29501 (SC)  
 Quadrennium Report Region: South

Date of Report: 5/28/2020  
 Quad Project Version: 2017

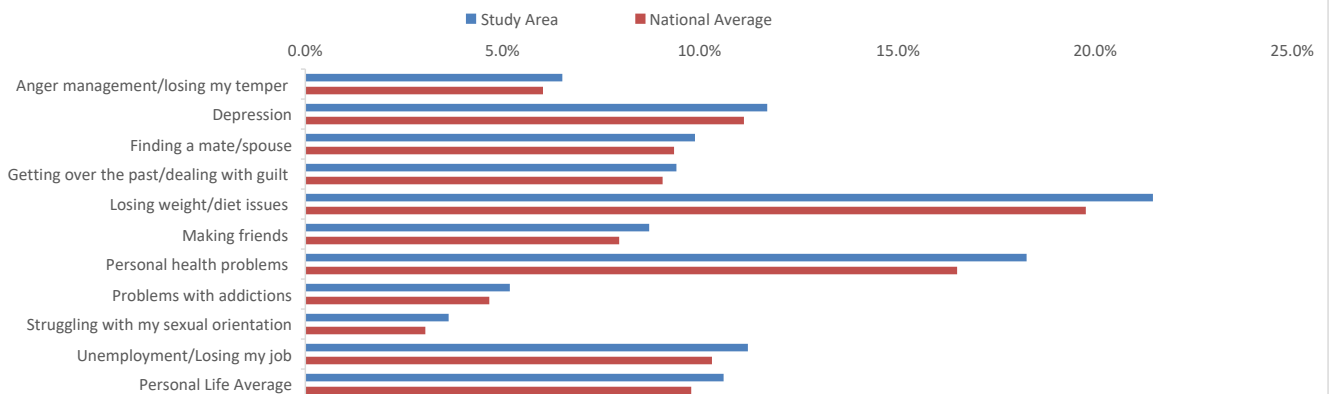
## Life Concerns

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.

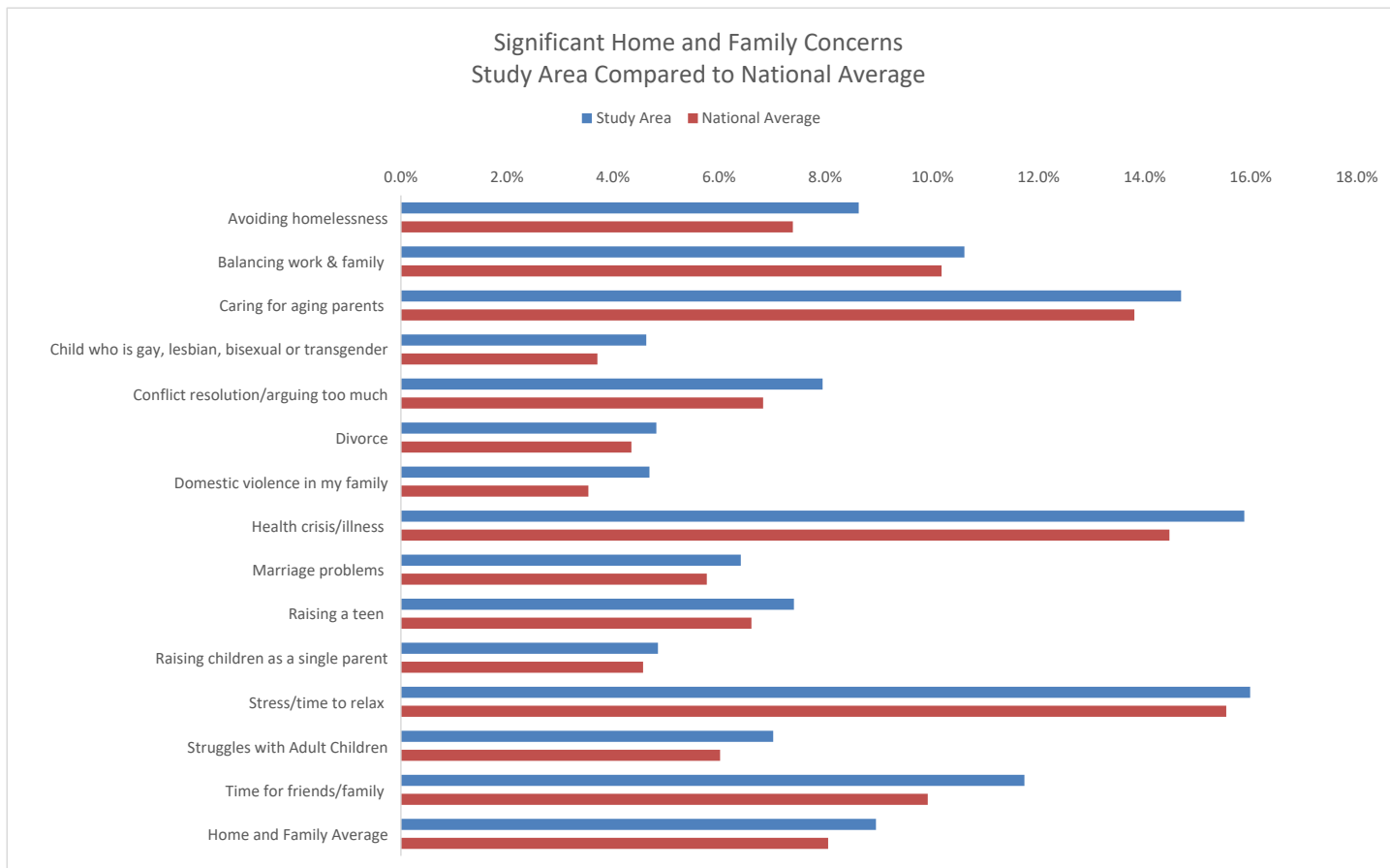
### Concerns About Personal Health & Life

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	31.9%	6.5%	32.6%	6.0%	98	108
Depression	34.2%	11.7%	35.0%	11.1%	98	105
Finding a mate/spouse	18.7%	9.9%	18.7%	9.3%	100	106
Getting over the past/dealing with guilt	37.4%	9.4%	38.2%	9.1%	98	104
Losing weight/diet issues	44.7%	21.5%	47.0%	19.8%	95	109
Making friends	36.5%	8.7%	36.9%	8.0%	99	110
Personal health problems	51.3%	18.3%	51.7%	16.5%	99	111
Problems with addictions	14.7%	5.2%	14.9%	4.7%	99	111
Struggling with my sexual orientation	7.5%	3.6%	7.6%	3.0%	99	119
Unemployment/Losing my job	28.6%	11.2%	29.4%	10.3%	97	109
<b>Personal Life Average</b>	<b>30.5%</b>	<b>10.6%</b>	<b>31.2%</b>	<b>9.8%</b>	<b>98</b>	<b>108</b>

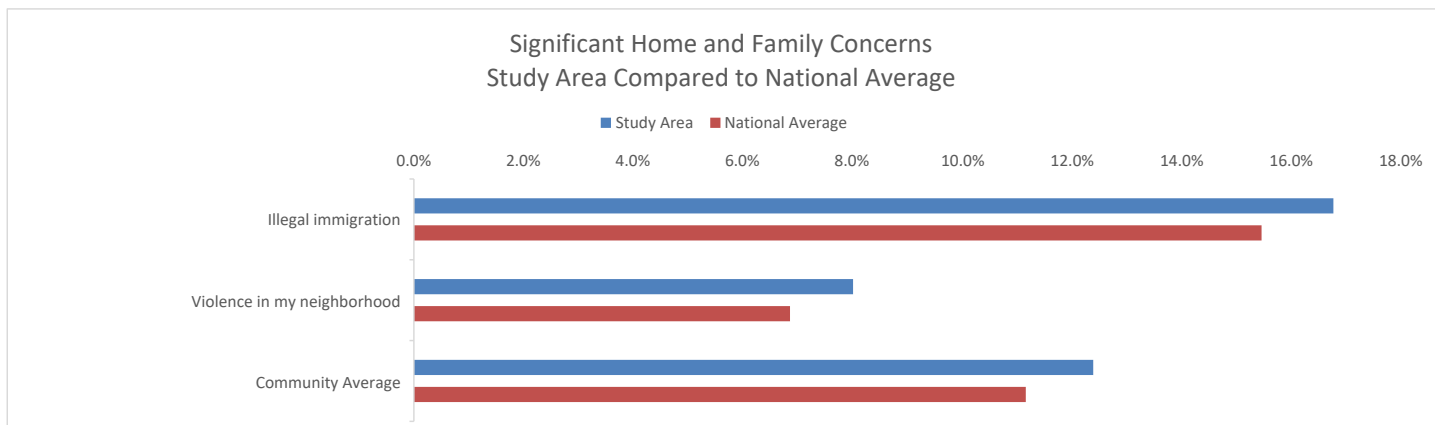
Significant Personal Health & Life Concerns  
 Study Area Compared to National Average



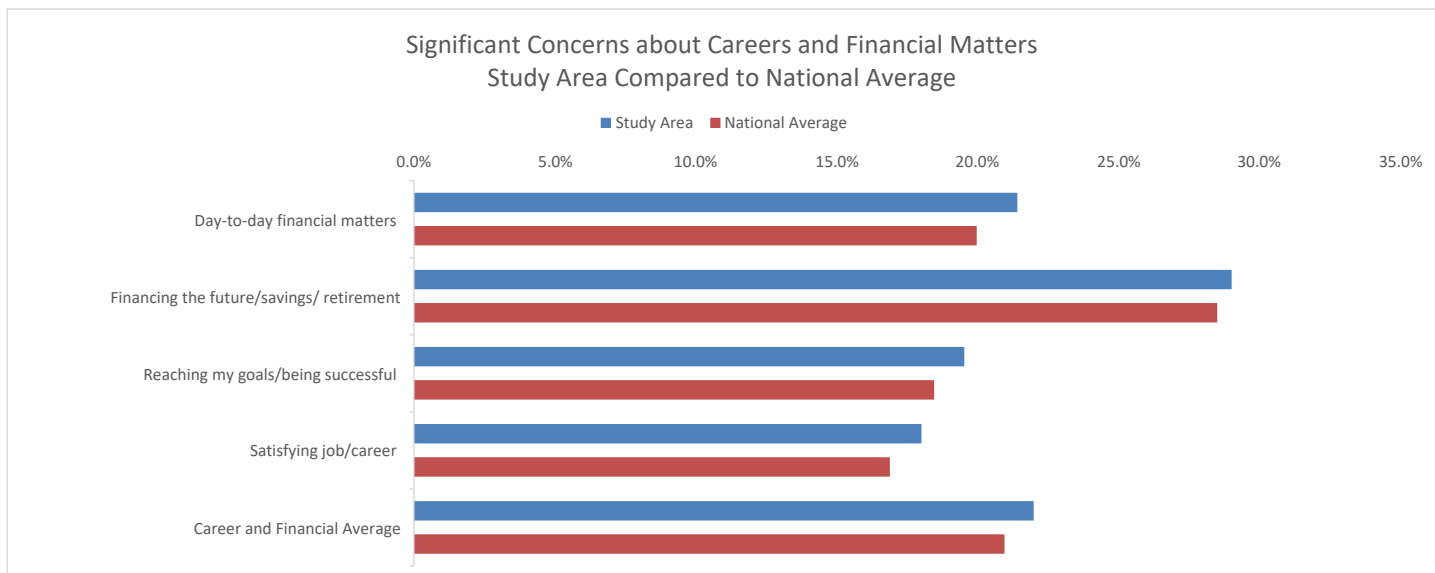
Concerns About Home and Family							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Avoiding homelessness	21.3%	8.6%	21.2%	7.4%	100	117	
Balancing work & family	34.9%	10.6%	36.3%	10.2%	96	104	
Caring for aging parents	29.0%	14.7%	31.0%	13.8%	94	106	
Child who is gay, lesbian, bisexual or transgender	8.1%	4.6%	8.1%	3.7%	99	125	
Conflict resolution/arguing too much	32.8%	7.9%	33.1%	6.8%	99	116	
Divorce	12.9%	4.8%	12.9%	4.3%	100	111	
Domestic violence in my family	9.1%	4.7%	9.0%	3.5%	101	133	
Health crisis/illness	47.3%	15.9%	47.1%	14.5%	100	110	
Marriage problems	19.6%	6.4%	20.0%	5.8%	98	111	
Raising a teen	14.9%	7.4%	15.1%	6.6%	99	112	
Raising children as a single parent	11.7%	4.8%	10.8%	4.6%	109	106	
Stress/time to relax	46.8%	16.0%	48.5%	15.5%	96	103	
Struggles with Adult Children	22.1%	7.0%	20.8%	6.0%	106	117	
Time for friends/family	44.7%	11.7%	47.0%	9.9%	95	118	
<b>Home and Family Average</b>	<b>25.4%</b>	<b>8.9%</b>	<b>25.8%</b>	<b>8.0%</b>	<b>98</b>	<b>111</b>	



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	23.4%	16.8%	22.7%	15.5%	103	108
Violence in my neighborhood	29.6%	8.0%	27.6%	6.9%	107	117
<b>Community Average</b>	<b>26.5%</b>	<b>12.4%</b>	<b>25.2%</b>	<b>11.2%</b>	<b>105</b>	<b>111</b>

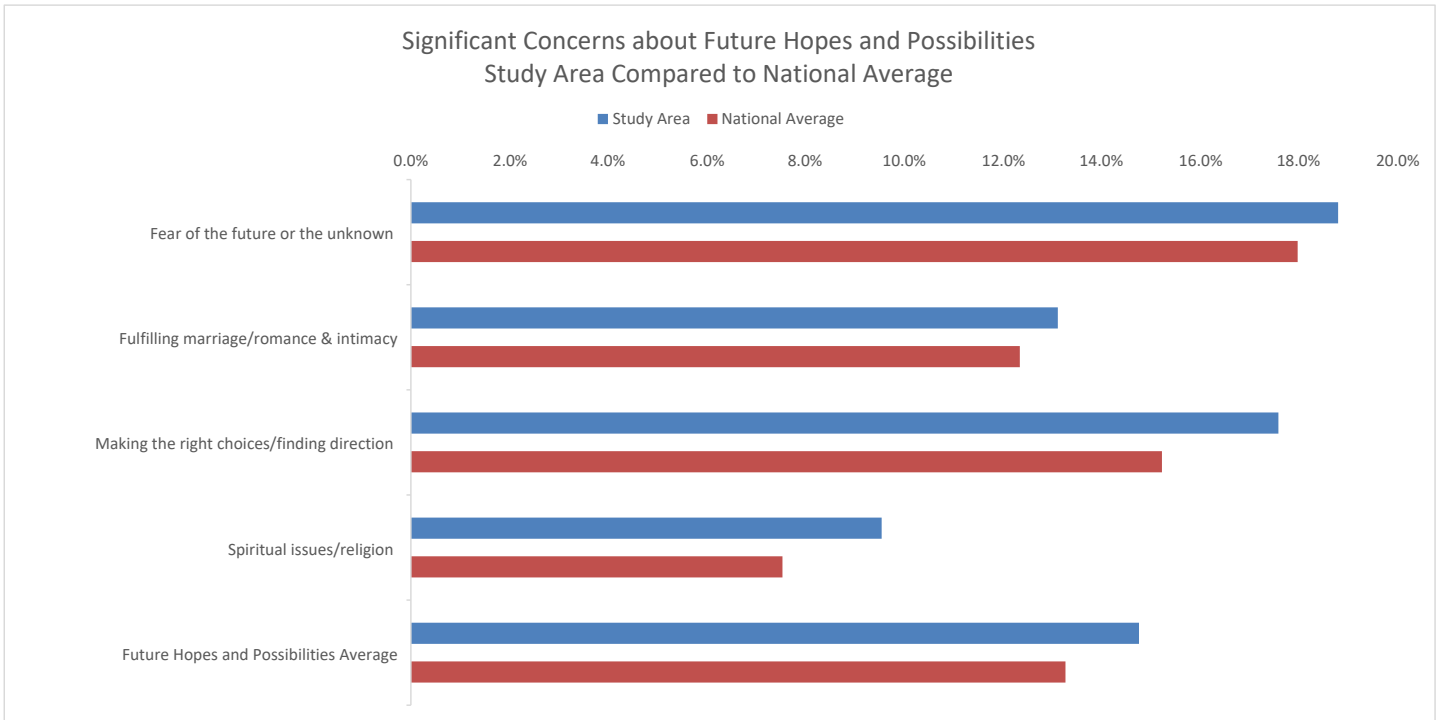


Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	47.5%	21.4%	48.3%	20.0%	98	107
Financing the future/savings/ retirement	46.4%	29.0%	47.9%	28.5%	97	102
Reaching my goals/being successful	43.2%	19.5%	45.1%	18.5%	96	106
Satisfying job/career	33.5%	18.0%	36.1%	16.9%	93	107
<b>Career and Financial Average</b>	<b>42.6%</b>	<b>22.0%</b>	<b>44.4%</b>	<b>20.9%</b>	<b>96</b>	<b>105</b>



### Concerns about Future Hopes and Possibilities

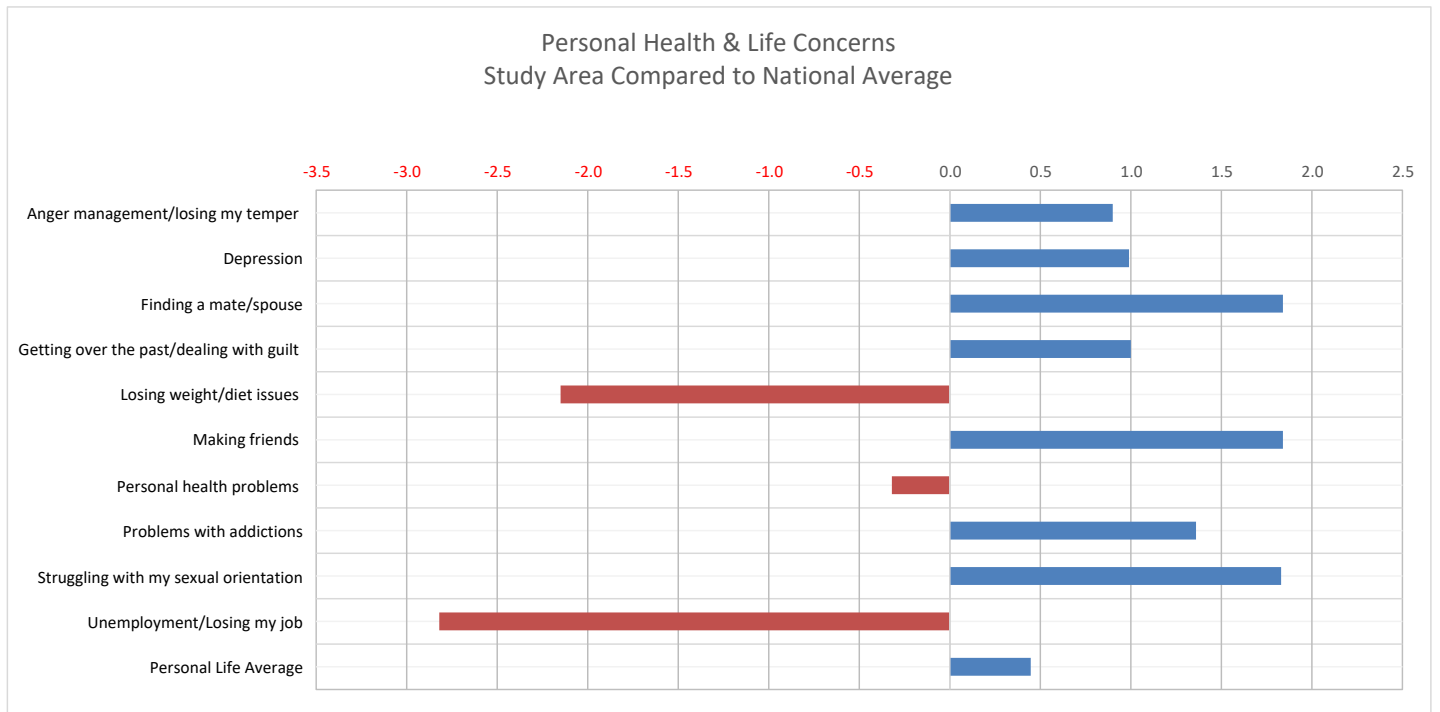
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Fear of the future or the unknown	48.4%	18.8%	49.8%	18.0%	97	105
Fulfilling marriage/romance & intimacy	34.5%	13.1%	35.3%	12.3%	98	106
Making the right choices/finding direction	47.3%	17.6%	49.9%	15.2%	95	116
Spiritual issues/religion	28.9%	9.5%	27.5%	7.5%	105	127
<b>Future Hopes and Possibilities Average</b>	<b>39.8%</b>	<b>14.8%</b>	<b>40.6%</b>	<b>13.3%</b>	<b>98</b>	<b>111</b>



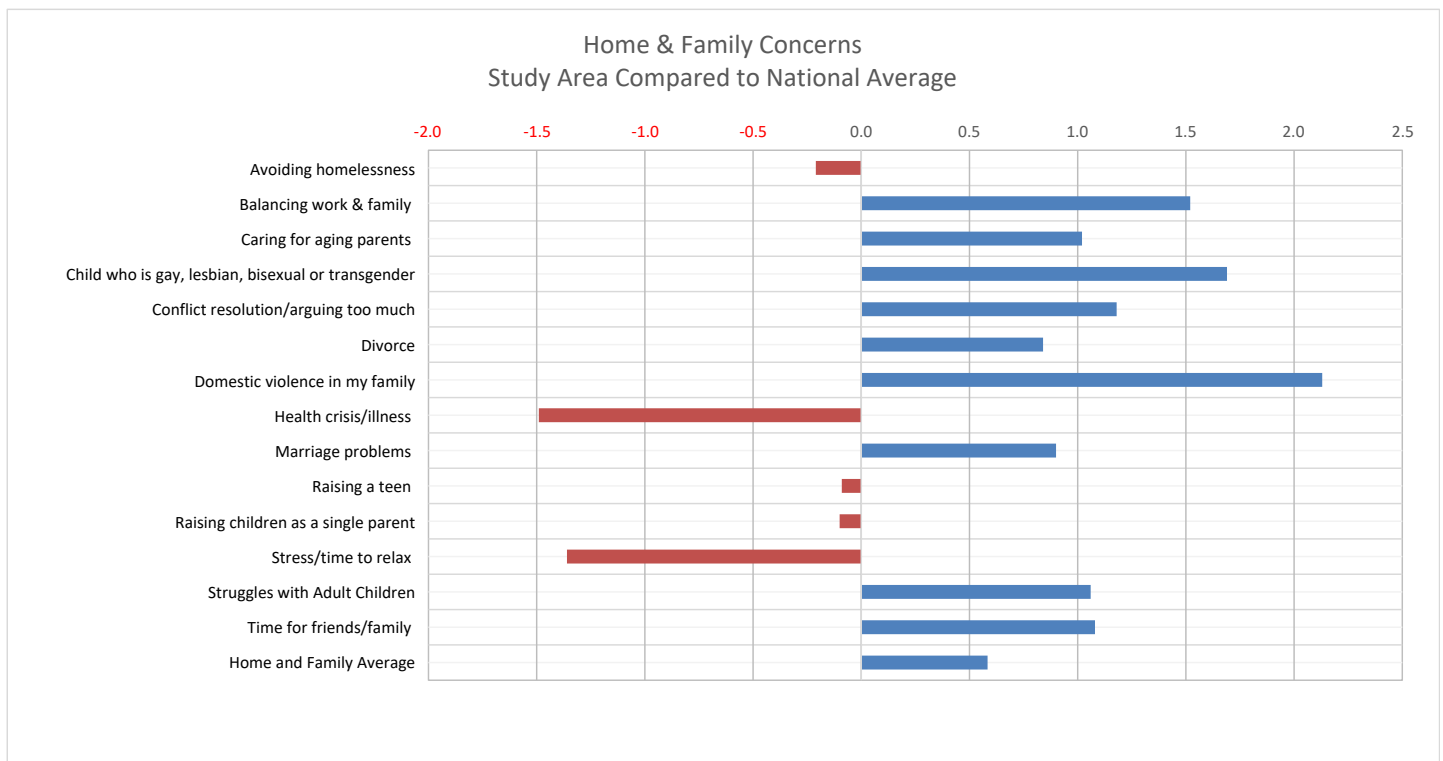
## Concerns About Personal Health & Life

### Study Area Comparison between 2012 & 2017

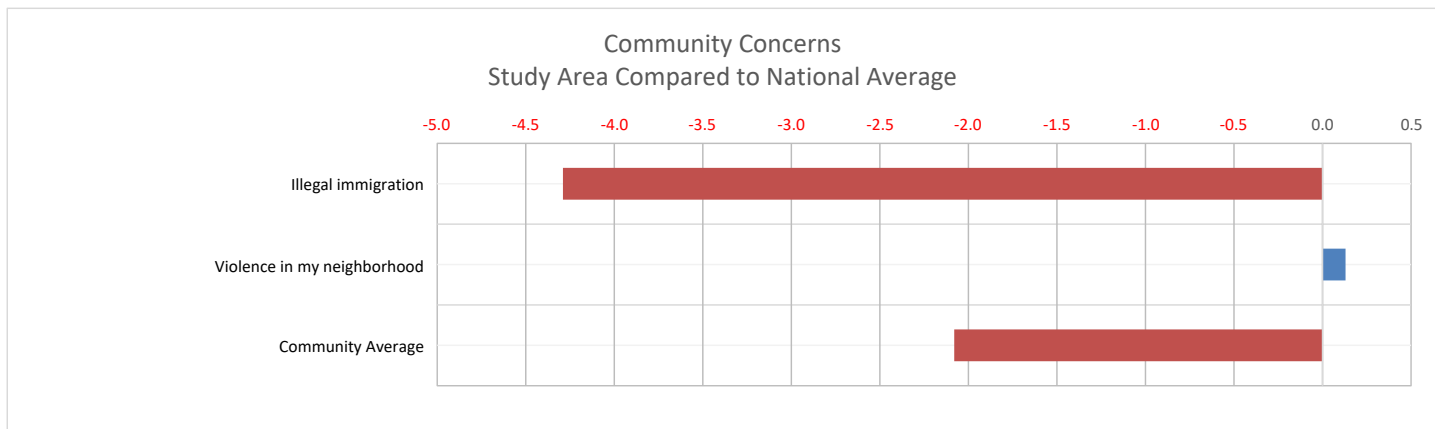
	2012	2017	Point Change Between Surveys
Anger management/losing my temper	5.6%	6.5%	0.9
Depression	10.7%	11.7%	1.0
Finding a mate/spouse	8.0%	9.9%	1.8
Getting over the past/dealing with guilt	8.4%	9.4%	1.0
Losing weight/diet issues	23.6%	21.5%	-2.2
Making friends	6.9%	8.7%	1.8
Personal health problems	18.6%	18.3%	-0.3
Problems with addictions	3.8%	5.2%	1.4
Struggling with my sexual orientation	1.8%	3.6%	1.8
Unemployment/Losing my job	14.0%	11.2%	-2.8
<b>Personal Life Average</b>	<b>10.1%</b>	<b>10.6%</b>	<b>0.4</b>



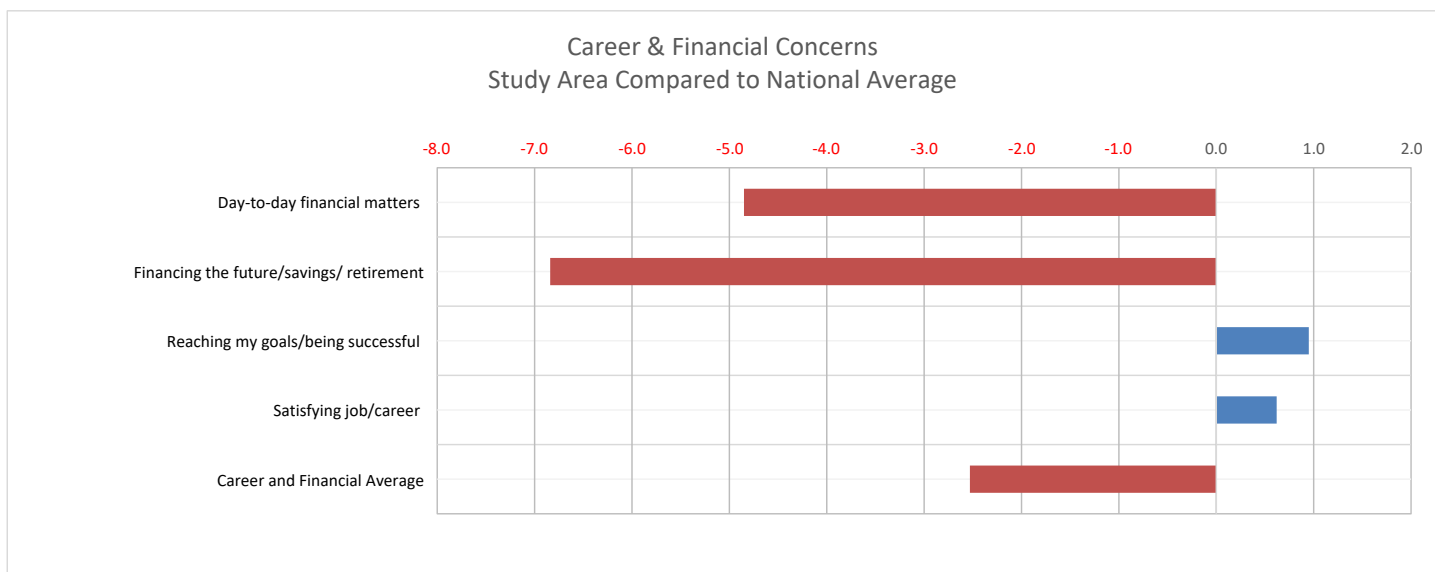
Study Area Comparison between 2012 & 2017	Concerns About Home and Family		
	2012	2017	Point Change Between Surveys
Avoiding homelessness	8.8%	8.6%	-0.2
Balancing work & family	9.1%	10.6%	1.5
Caring for aging parents	13.7%	14.7%	1.0
Child who is gay, lesbian, bisexual or transgender	2.9%	4.6%	1.7
Conflict resolution/arguing too much	6.8%	7.9%	1.2
Divorce	4.0%	4.8%	0.8
Domestic violence in my family	2.6%	4.7%	2.1
Health crisis/illness	17.4%	15.9%	-1.5
Marriage problems	5.5%	6.4%	0.9
Raising a teen	7.5%	7.4%	-0.1
Raising children as a single parent	4.9%	4.8%	-0.1
Stress/time to relax	17.4%	16.0%	-1.4
Struggles with Adult Children	6.0%	7.0%	1.1
Time for friends/family	10.7%	11.7%	1.1
<b>Home and Family Average</b>	<b>8.4%</b>	<b>8.9%</b>	<b>0.6</b>



Concerns About Community			
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Illegal immigration	21.1%	16.8%	-4.3
Violence in my neighborhood	7.9%	8.0%	0.1
<b>Community Average</b>	<b>14.5%</b>	<b>12.4%</b>	<b>-2.1</b>



Concerns about Careers and Financial Matters			
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Day-to-day financial matters	26.3%	21.4%	-4.9
Financing the future/savings/ retirement	35.8%	29.0%	-6.8
Reaching my goals/being successful	18.6%	19.5%	0.9
Satisfying job/career	17.4%	18.0%	0.6
<b>Career and Financial Average</b>	<b>24.5%</b>	<b>22.0%</b>	<b>-2.5</b>

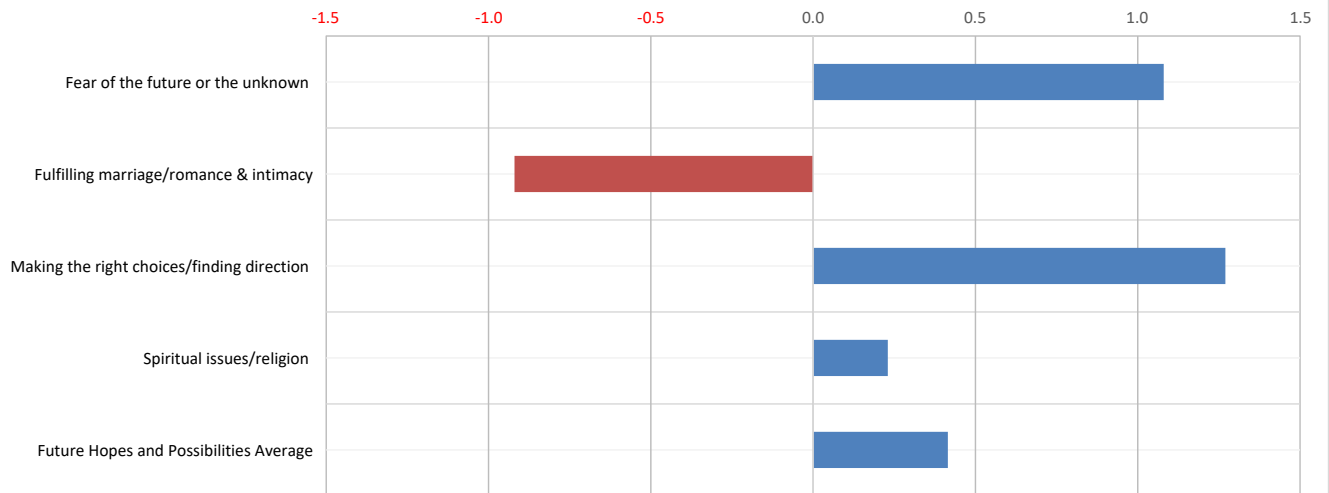




### Concerns about Future Hopes and Possibilities

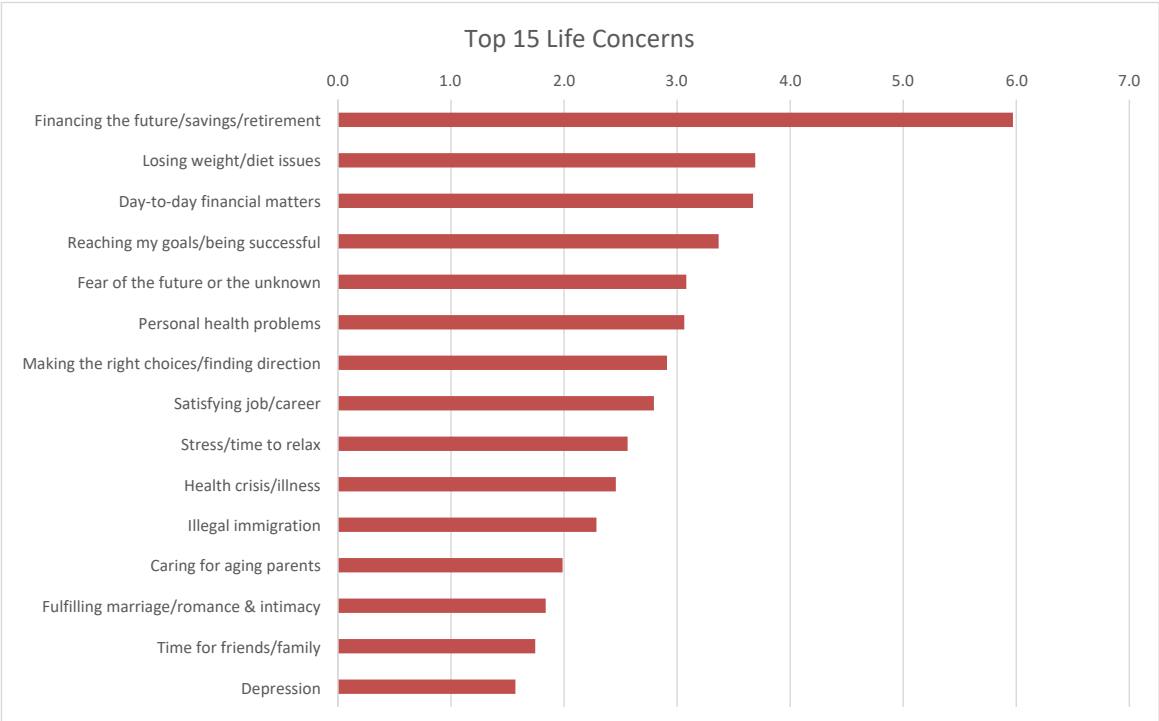
Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Fear of the future or the unknown	17.7%	18.8%	1.1
Fulfilling marriage/romance & intimacy	14.0%	13.1%	-0.9
Making the right choices/finding direction	16.3%	17.6%	1.3
Spiritual issues/religion	9.3%	9.5%	0.2
<b>Future Hopes and Possibilities Average</b>	<b>14.3%</b>	<b>14.8%</b>	<b>0.4</b>

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	6.0	Very Strong Concern	
2	Losing weight/diet issues	3.7	Very Strong Concern	
3.0	Day-to-day financial matters	3.7	Very Strong Concern	
4	Reaching my goals/being successful	3.4	Very Strong Concern	
5.0	Fear of the future or the unknown	3.1	Very Strong Concern	
6	Personal health problems	3.1	Very Strong Concern	
7.0	Making the right choices/finding direction	2.9	Strong Concern	
8	Satisfying job/career	2.8	Strong Concern	
9.0	Stress/time to relax	2.6	Strong Concern	
10	Health crisis/illness	2.5	Strong Concern	
11.0	Illegal immigration	2.3	Strong Concern	
12	Caring for aging parents	2.0	Moderate Concern	
13.0	Fulfilling marriage/romance & intimacy	1.8	Moderate Concern	
14	Time for friends/family	1.7	Moderate Concern	
15.0	Depression	1.6	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.

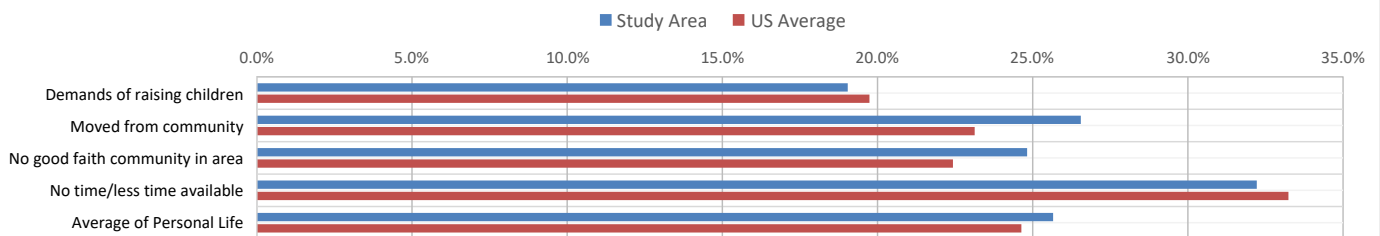
The topics are segmented by themes; 1) personal life, 2) personal faith 3) about the church. Each topic is compared to the national average. At the end of this section is a report that gives the Top 10 of 21 Reasons for Not Participating in a Religious Congregation or Community. Important hints about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

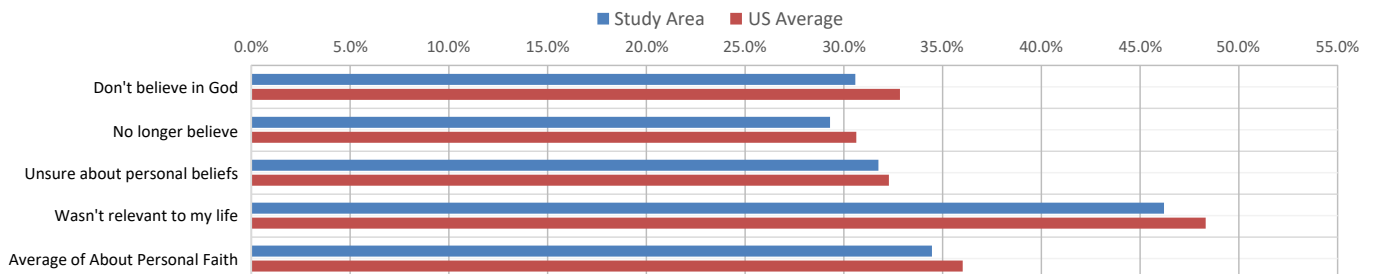
About Personal Life	Study Area	US Average	Comparative Index
Demands of raising children	19.0%	19.7%	96
Moved from community	26.6%	23.1%	115
No good faith community in area	24.8%	22.4%	111
No time/less time available	32.2%	33.2%	97
<b>Average of Personal Life</b>	<b>25.7%</b>	<b>24.6%</b>	<b>104</b>

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



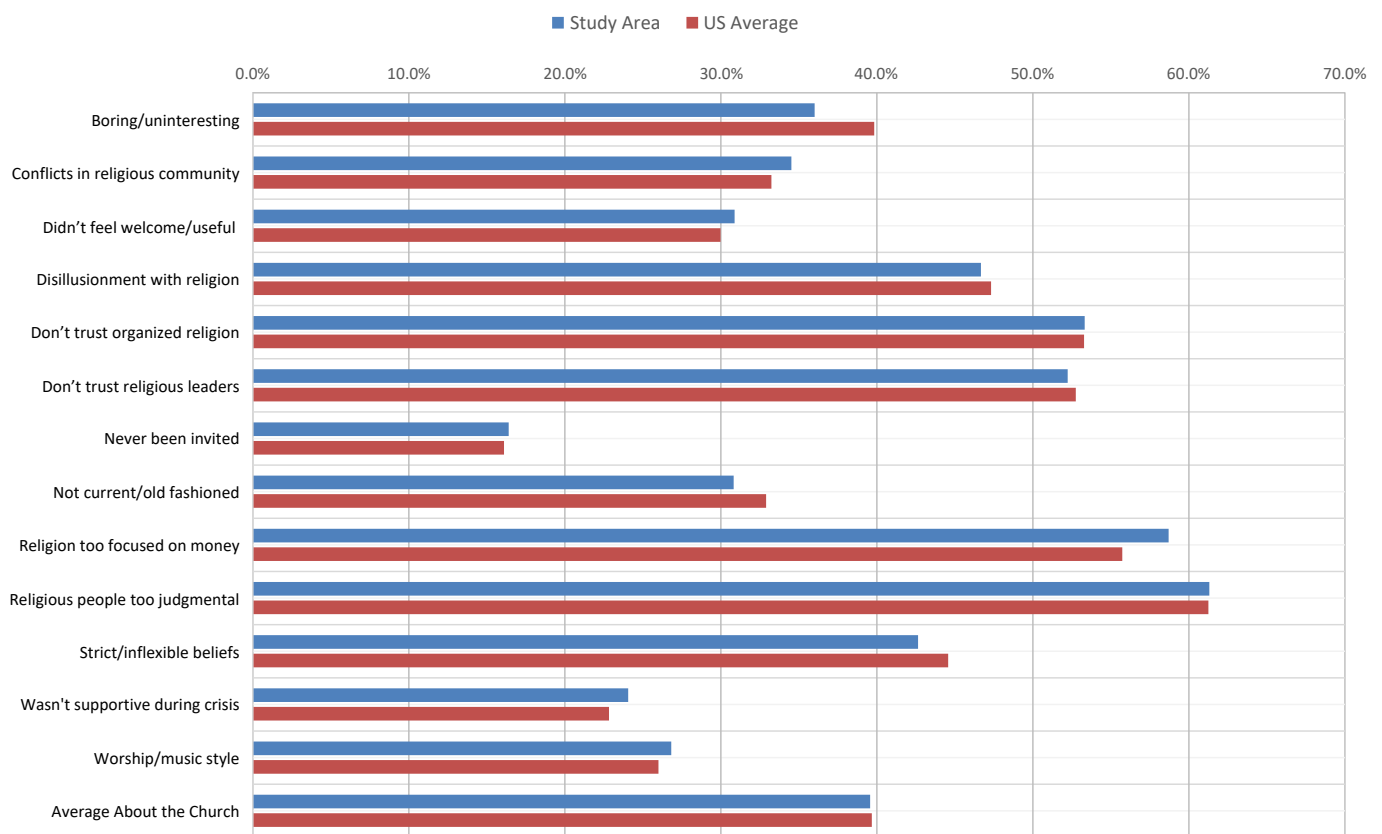
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	30.6%	32.8%	93
No longer believe	29.3%	30.6%	96
Unsure about personal beliefs	31.8%	32.3%	98
Wasn't relevant to my life	46.2%	48.3%	96
<b>Average of About Personal Faith</b>	<b>34.5%</b>	<b>36.0%</b>	<b>96</b>

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



<b>About the Church</b>	Study Area	US Average	Comparative Index
Boring/uninteresting	36.0%	39.8%	90
Conflicts in religious community	34.5%	33.2%	104
Didn't feel welcome/useful	30.9%	30.0%	103
Disillusionment with religion	46.7%	47.3%	99
Don't trust organized religion	53.3%	53.3%	100
Don't trust religious leaders	52.2%	52.8%	99
Never been invited	16.4%	16.1%	102
Not current/old fashioned	30.8%	32.9%	94
Religion too focused on money	58.7%	55.7%	105
Religious people too judgmental	61.3%	61.3%	100
Strict/inflexible beliefs	42.6%	44.6%	96
Wasn't supportive during crisis	24.1%	22.8%	105
Worship/music style	26.8%	26.0%	103
<b>Average About the Church</b>	<b>39.6%</b>	<b>39.7%</b>	<b>100</b>

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

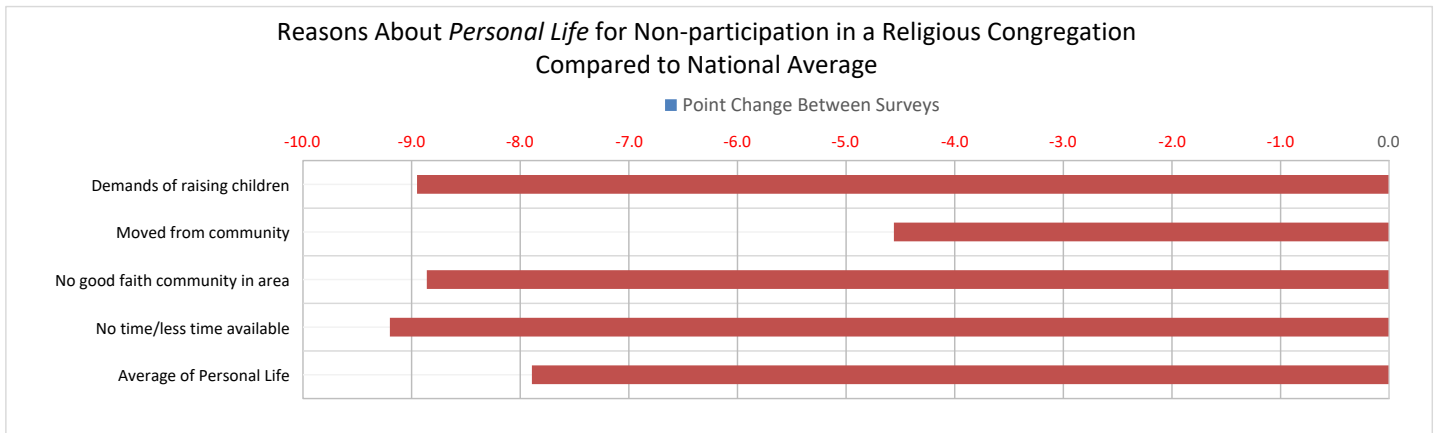


**From Outside: Probable reasons for non-participation in a religious congregation or religious community**

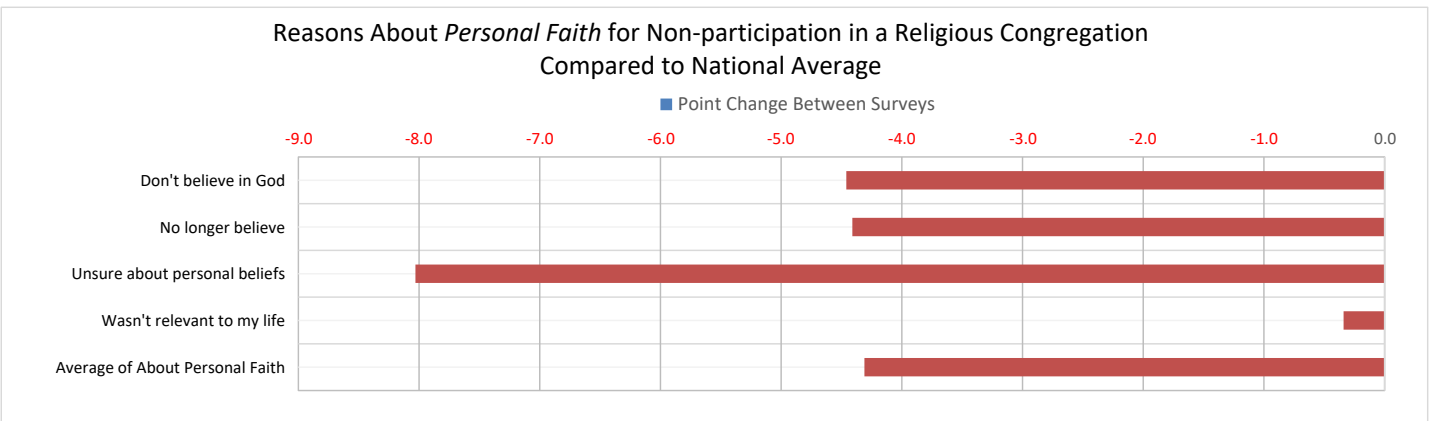
**Study Area Comparison between 2012 & 2017**

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.

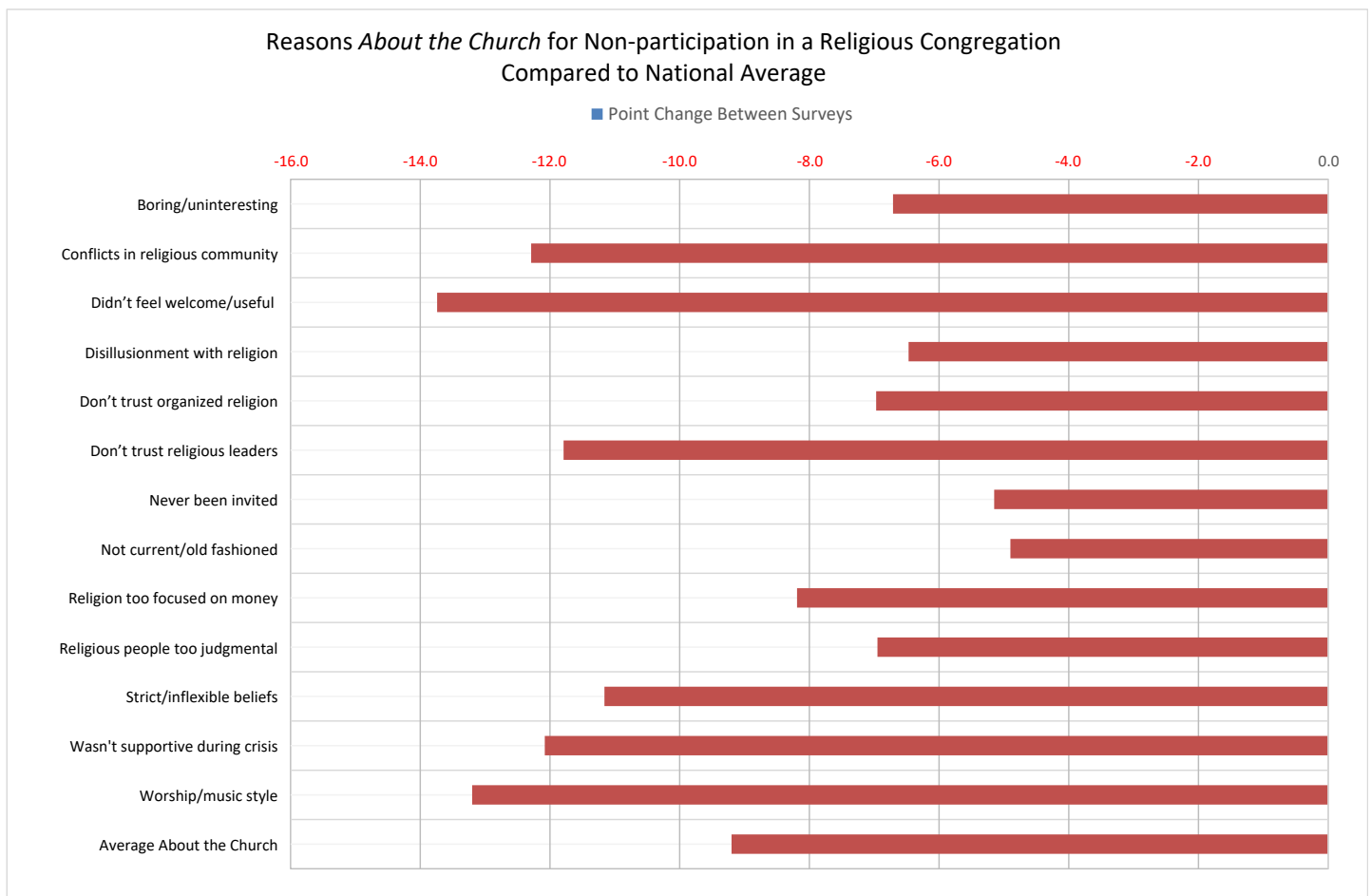
<b>About Personal Life</b>	2012	2017	Point Change Between Surveys
Demands of raising children	28.0%	19.0%	-9.0
Moved from community	31.1%	26.6%	-4.6
No good faith community in area	33.7%	24.8%	-8.9
No time/less time available	41.4%	32.2%	-9.2
<b>Average of Personal Life</b>	<b>33.6%</b>	<b>25.7%</b>	<b>-7.9</b>



<b>About Personal Faith</b>	2012	2017	Point Change Between Surveys
Don't believe in God	35.0%	30.6%	-4.5
No longer believe	33.7%	29.3%	-4.4
Unsure about personal beliefs	39.8%	31.8%	-8.0
Wasn't relevant to my life	46.6%	46.2%	-0.3
<b>Average of About Personal Faith</b>	<b>38.8%</b>	<b>34.5%</b>	<b>-4.3</b>

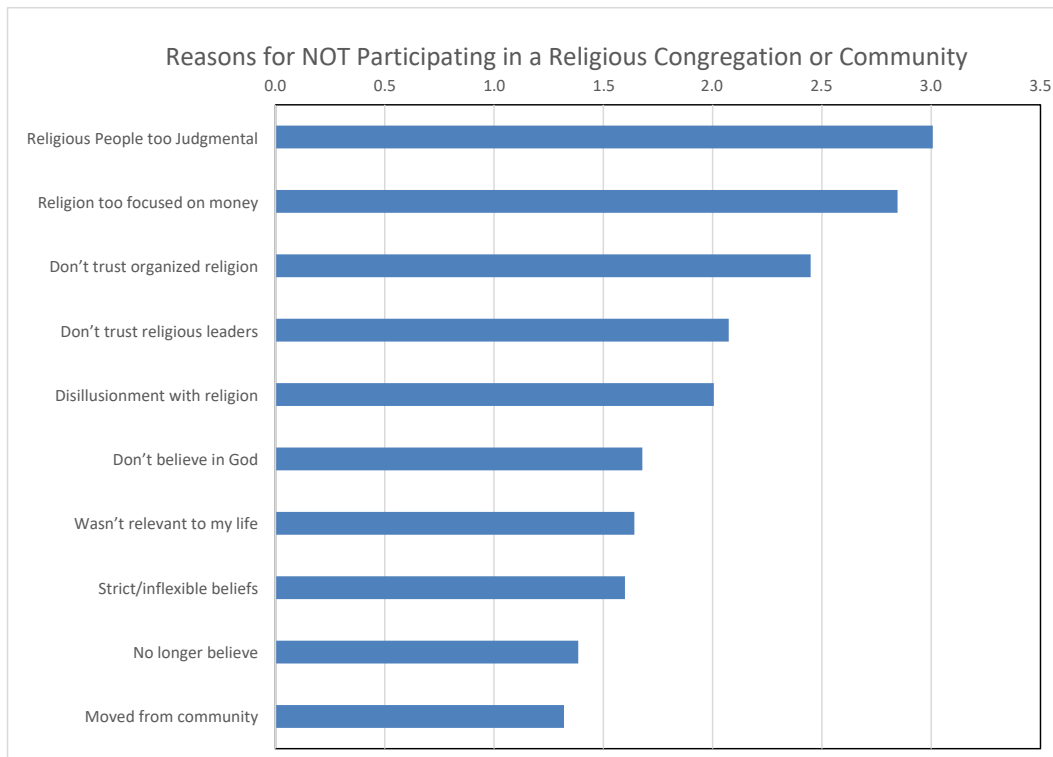


<b>About the Church</b>	2012	2017	Point Change Between Surveys
Boring/uninteresting	42.7%	36.0%	-6.7
Conflicts in religious community	46.8%	34.5%	-12.3
Didn't feel welcome/useful	44.6%	30.9%	-13.7
Disillusionment with religion	53.1%	46.7%	-6.5
Don't trust organized religion	60.3%	53.3%	-7.0
Don't trust religious leaders	64.0%	52.2%	-11.8
Never been invited	21.6%	16.4%	-5.2
Not current/old fashioned	35.7%	30.8%	-4.9
Religion too focused on money	66.9%	58.7%	-8.2
Religious people too judgmental	68.3%	61.3%	-7.0
Strict/inflexible beliefs	53.8%	42.6%	-11.2
Wasn't supportive during crisis	36.1%	24.1%	-12.1
Worship/music style	40.0%	26.8%	-13.2
<b>Average About the Church</b>	<b>48.8%</b>	<b>39.6%</b>	<b>-9.2</b>



**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	3.0	Very Strong Reason
2	Religion too focused on money	2.8	Very Strong Reason
3.0	Don't trust organized religion	2.4	Very Strong Reason
4	Don't trust religious leaders	2.1	Very Strong Reason
5.0	Disillusionment with religion	2.0	Very Strong Reason
6	Don't believe in God	1.7	Somewhat Strong Reason
7.0	Wasn't relevant to my life	1.6	Somewhat Strong Reason
8	Strict/inflexible beliefs	1.6	Somewhat Strong Reason
9.0	No longer believe	1.4	Somewhat Strong Reason
10	Moved from community	1.3	Somewhat Strong Reason



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

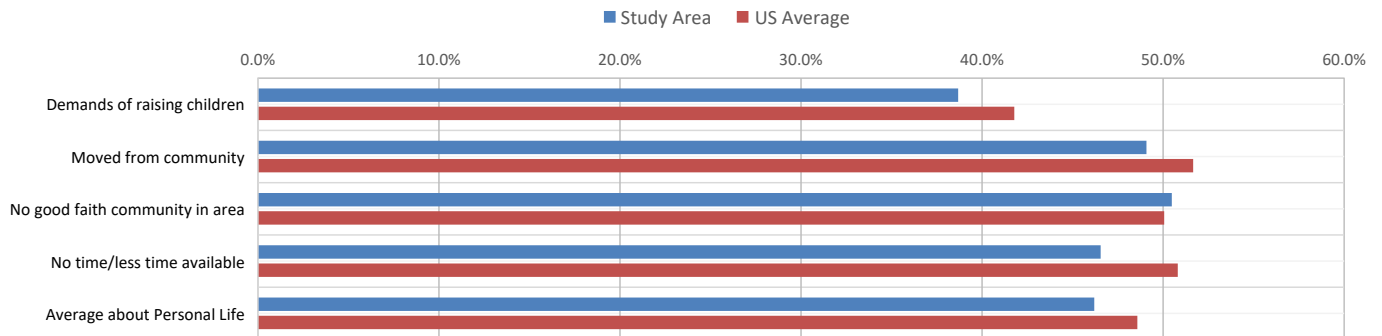
These respondents currently participate in a Religious Congregation or Community but who may consider discontinuing their participation for some of the following reasons.

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

#### Study Area Compared to National Average

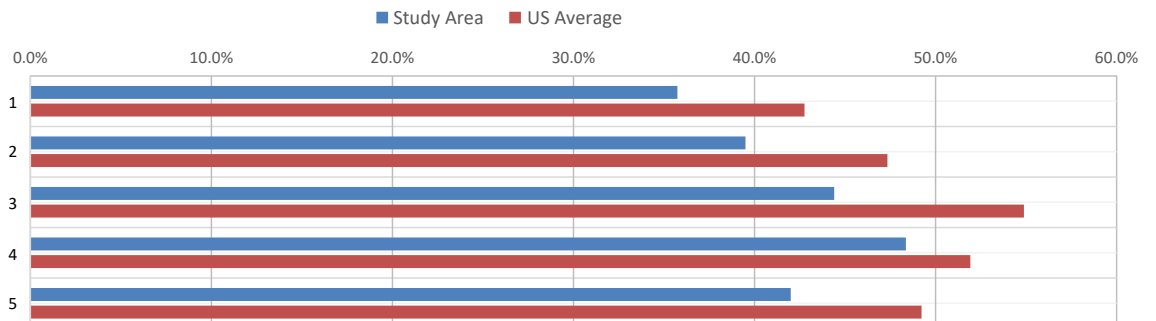
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Demands of raising children	38.7%	41.8%	93
Moved from community	49.1%	51.7%	95
No good faith community in area	50.5%	50.1%	101
No time/less time available	46.6%	50.8%	92
Average about Personal Life	<b>46.2%</b>	<b>48.6%</b>	<b>95</b>

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	35.7%	42.8%	84
No longer believe	39.5%	47.3%	83
Unsure about personal beliefs	44.4%	54.9%	81
Wasn't relevant to my life	48.4%	51.9%	93
Average about Personal Faith	<b>42.0%</b>	<b>49.2%</b>	<b>85</b>

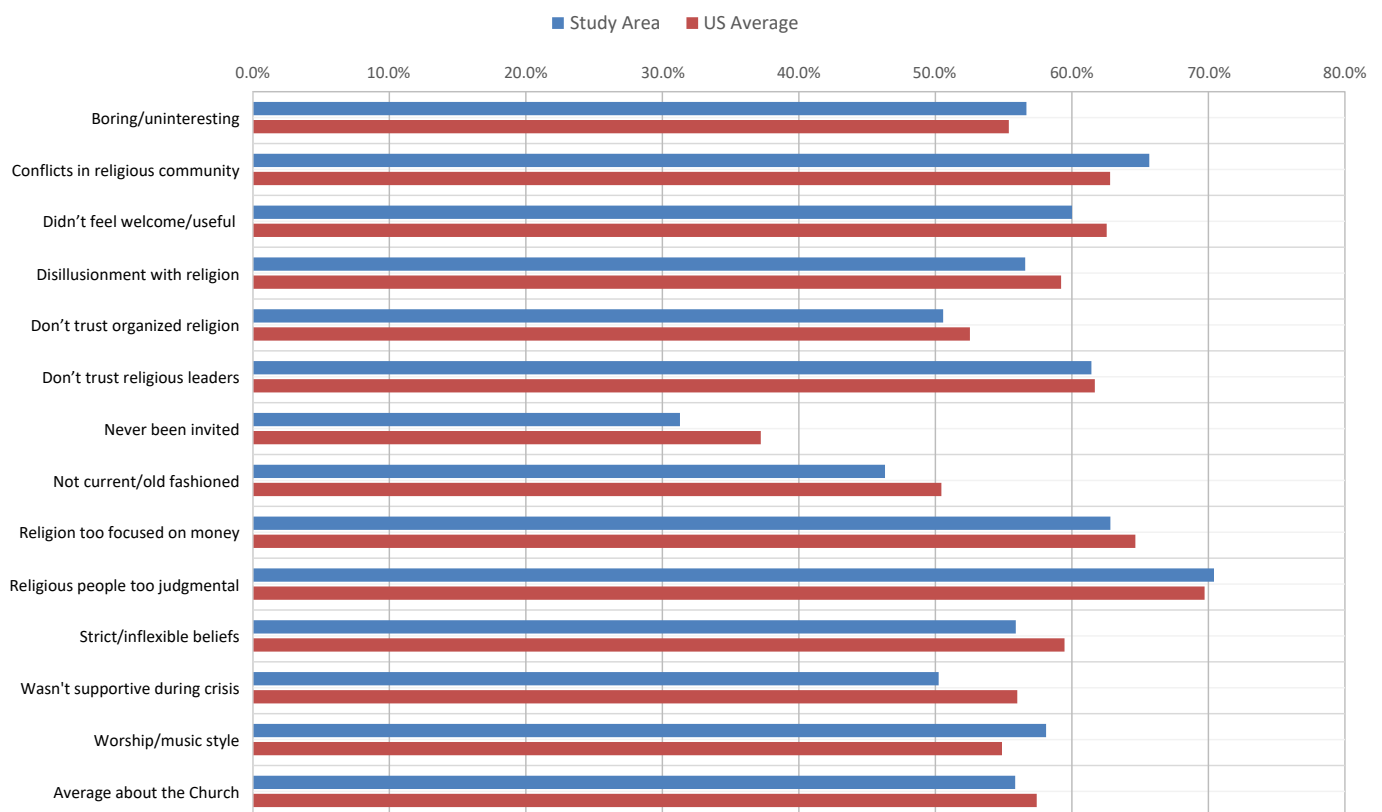
Reasons About *Personal Faith* for Considering Non-participation in a Religious Congregation Compared to National Average





<b>About the Church</b>	Study Area	US Average	Comparative Index
Boring/uninteresting	56.7%	55.4%	102
Conflicts in religious community	65.7%	62.8%	105
Didn't feel welcome/useful	60.0%	62.6%	96
Disillusionment with religion	56.6%	59.2%	96
Don't trust organized religion	50.6%	52.5%	96
Don't trust religious leaders	61.4%	61.7%	100
Never been invited	31.3%	37.2%	84
Not current/old fashioned	46.3%	50.4%	92
Religion too focused on money	62.8%	64.7%	97
Religious people too judgmental	70.4%	69.7%	101
Strict/inflexible beliefs	55.9%	59.5%	94
Wasn't supportive during crisis	50.2%	56.0%	90
Worship/music style	58.1%	54.9%	106
Average about the Church	55.8%	57.4%	97

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

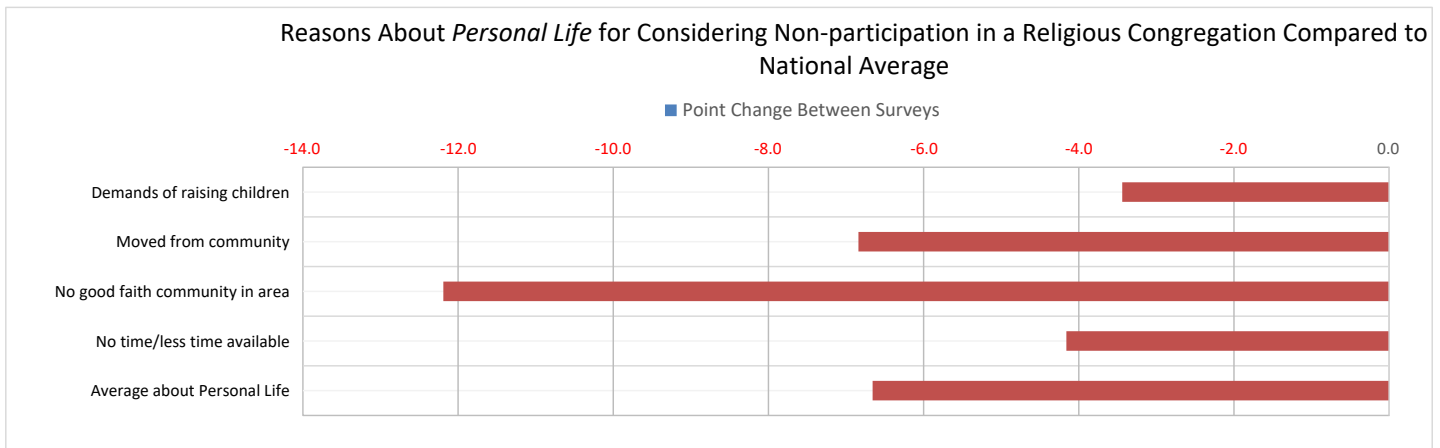


## From the Inside: Reasons for considering non-participation in a religious congregation or religious community

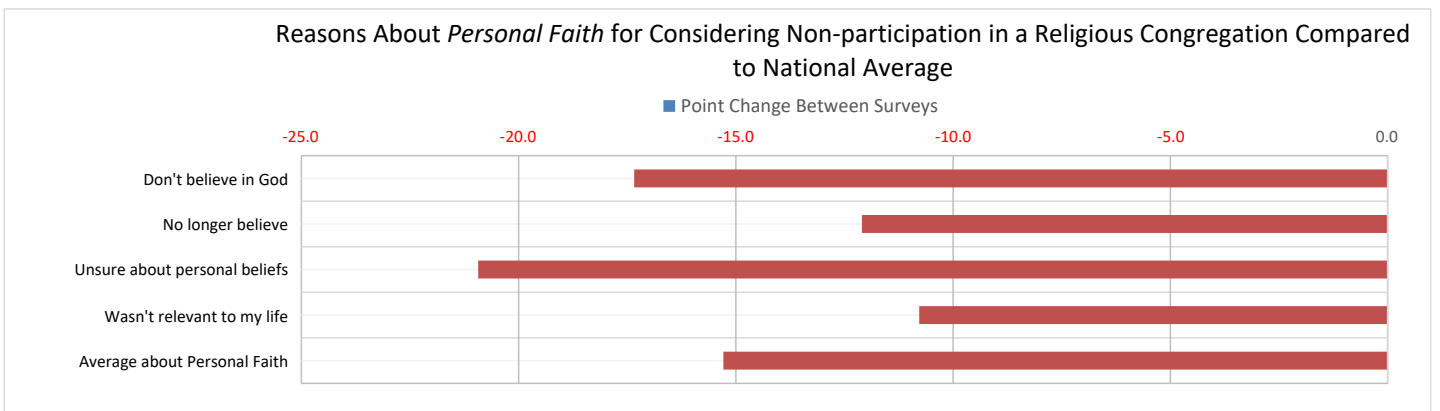
### Study Area Comparison between 2012 & 2017

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.

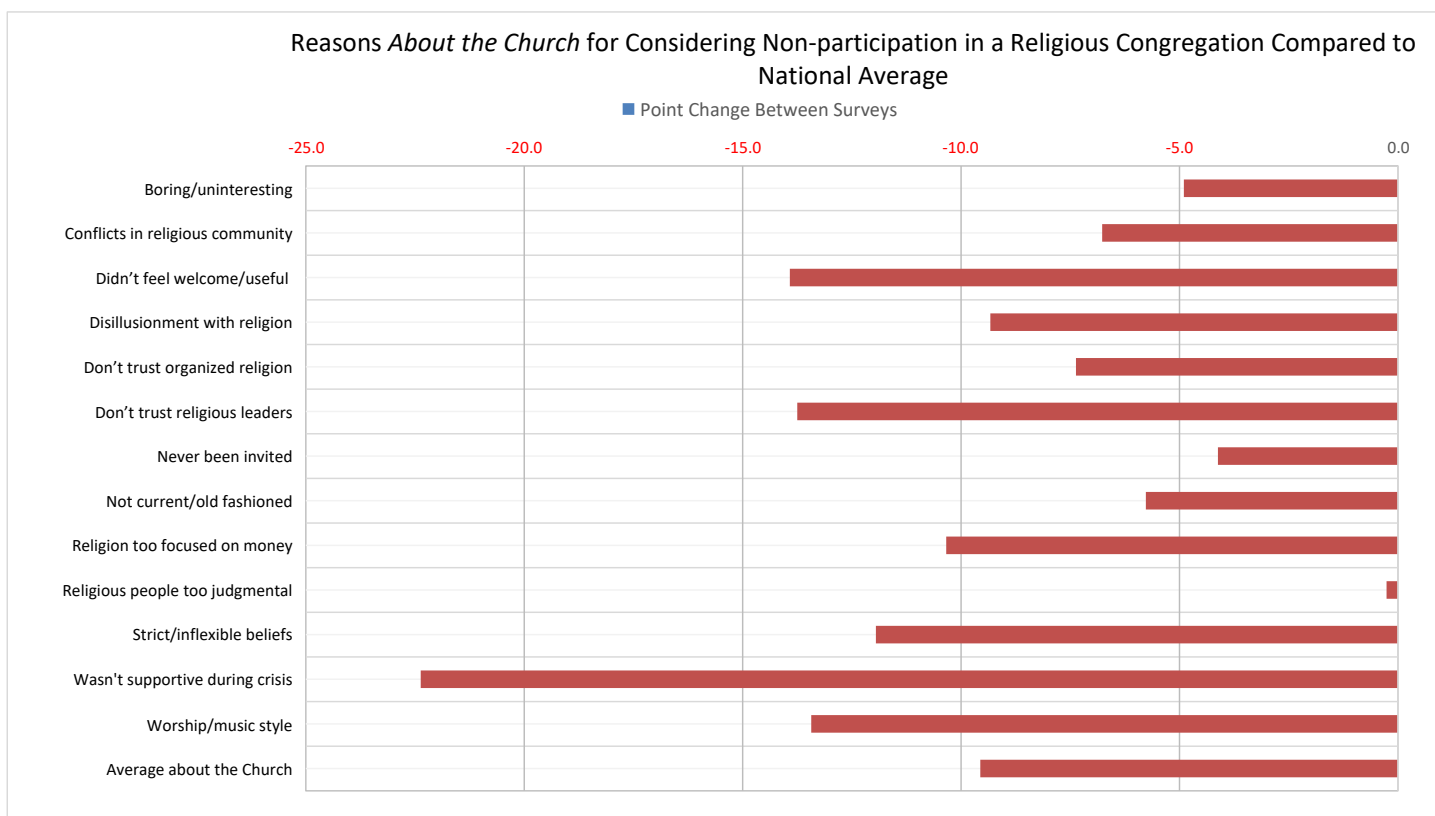
<b>About Personal Life</b>	2012	2017	Point Change Between Surveys
Demands of raising children	42.1%	38.7%	-3.4
Moved from community	55.9%	49.1%	-6.8
No good faith community in area	62.7%	50.5%	-12.2
No time/less time available	50.7%	46.6%	-4.2
Average about Personal Life	<b>52.9%</b>	<b>46.2%</b>	<b>-6.7</b>



<b>About Personal Faith</b>	2012	2017	Point Change Between Surveys
Don't believe in God	53.1%	35.7%	-17.3
No longer believe	51.6%	39.5%	-12.1
Unsure about personal beliefs	65.3%	44.4%	-20.9
Wasn't relevant to my life	59.1%	48.4%	-10.8
Average about Personal Faith	<b>57.3%</b>	<b>42.0%</b>	<b>-15.3</b>

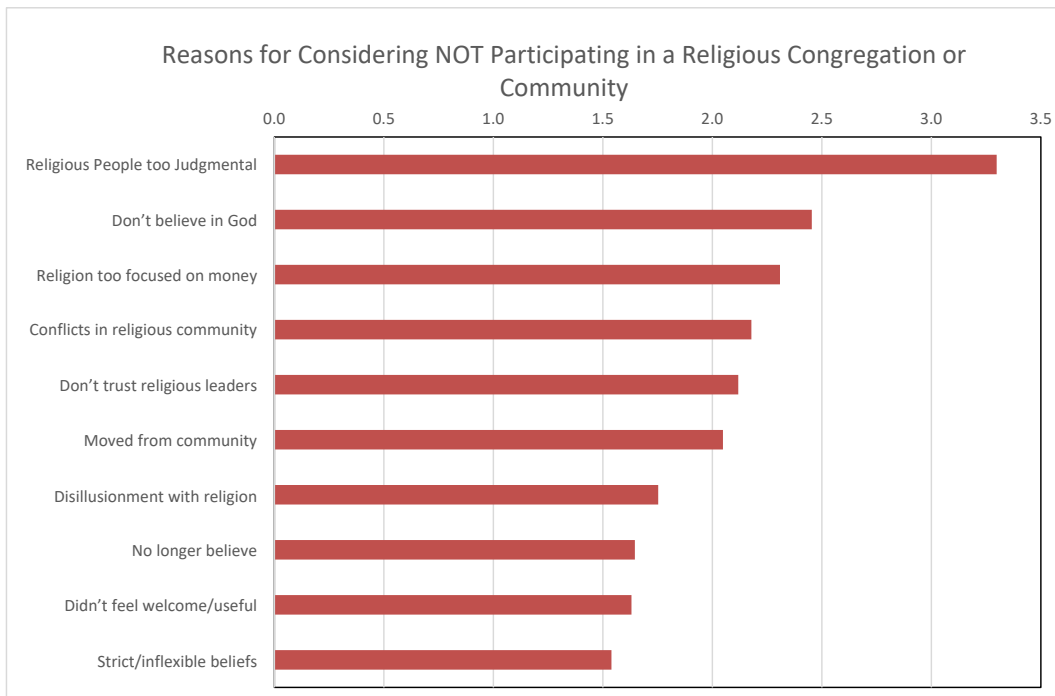


<b>About the Church</b>	2012	2017	Point Change Between Surveys
Boring/uninteresting	61.6%	56.7%	-4.9
Conflicts in religious community	72.4%	65.7%	-6.8
Didn't feel welcome/useful	73.9%	60.0%	-13.9
Disillusionment with religion	65.9%	56.6%	-9.3
Don't trust organized religion	57.9%	50.6%	-7.4
Don't trust religious leaders	75.2%	61.4%	-13.8
Never been invited	35.4%	31.3%	-4.1
Not current/old fashioned	52.1%	46.3%	-5.8
Religion too focused on money	73.2%	62.8%	-10.3
Religious people too judgmental	70.7%	70.4%	-0.3
Strict/inflexible beliefs	67.8%	55.9%	-12.0
Wasn't supportive during crisis	72.6%	50.2%	-22.4
Worship/music style	71.5%	58.1%	-13.4
Average about the Church	65.4%	55.8%	-9.6



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

Ranking	Concern	Ratio	Strength
1.0	Religious People too Judgmental	3.3	Very Strong Reason
2	Don't believe in God	2.5	Very Strong Reason
3.0	Religion too focused on money	2.3	Very Strong Reason
4	Conflicts in religious community	2.2	Very Strong Reason
5.0	Don't trust religious leaders	2.1	Very Strong Reason
6	Moved from community	2.0	Very Strong Reason
7.0	Disillusionment with religion	1.8	Very Strong Reason
8	No longer believe	1.6	Somewhat Strong Reason
9.0	Didn't feel welcome/useful	1.6	Somewhat Strong Reason
10	Strict/inflexible beliefs	1.5	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		
<b>Personal Growth</b>									
Addiction support groups	49.0%	38.9%	0.8	50.9%	36.3%	96	107		
Health/weight loss programs	45.2%	43.8%	1.0	46.8%	41.6%	97	105		
Practical training seminars	39.5%	48.6%	1.2	42.5%	44.8%	93	108		
<i>Personal Growth</i>	44.6%	43.8%	1.0	46.7%	40.9%	95	107		
<b>Family Support and Intervention Services</b>									
Daycare/After-School Programs	52.3%	35.5%	0.7	52.4%	34.7%	100	102		
Crisis support groups	34.1%	55.1%	1.6	36.8%	51.7%	93	106		
Family oriented activities	28.2%	62.5%	2.2	30.6%	60.0%	92	104		
Marriage enrichment	38.2%	50.5%	1.3	41.8%	46.3%	91	109		
Parenting development	46.5%	40.9%	0.9	48.8%	38.7%	95	106		
Personal/family counseling	37.3%	52.6%	1.4	39.2%	49.9%	95	105		
<i>Family Support and Intervention Services</i>	39.4%	49.5%	1.3	41.6%	46.9%	95	106		
<b>Community Involvement and Advocacy Programs</b>									
Adult social activities	21.5%	69.5%	3.2	23.6%	66.7%	91	104		
Involvement in social causes	27.5%	62.5%	2.3	28.1%	61.3%	98	102		
Social justice advocacy work	35.4%	52.6%	1.5	35.8%	52.1%	99	101		
Opportunities for volunteering in the community	21.9%	69.0%	3.2	23.6%	66.9%	93	103		
<i>Community Involvement and Advocacy Programs</i>	26.6%	63.4%	2.4	27.8%	61.7%	96	103		
<b>Community Activities or Cultural Programs</b>									
Cultural programs (music, drama, art)	30.9%	59.5%	1.9	31.9%	57.8%	97	103		
Holiday programs/activities	24.9%	66.4%	2.7	26.1%	64.5%	95	103		
Seniors/retiree activities	32.0%	57.4%	1.8	34.0%	54.9%	94	105		
Youth social activities	39.7%	49.6%	1.2	41.6%	47.3%	95	105		
<i>Community Activities or Cultural Programs</i>	31.9%	58.2%	1.8	33.4%	56.1%	95	104		
<b>Religious/Spiritual Programs</b>									
Bible or Scripture study/prayer groups	33.8%	56.0%	1.7	40.6%	48.0%	83	117		
Christian education for children	39.7%	49.3%	1.2	44.1%	44.0%	90	112		
Contemporary worship services	34.8%	53.8%	1.5	37.1%	50.6%	94	106		
Spiritual discussion groups	33.3%	56.3%	1.7	38.3%	50.3%	87	112		
Warm and friendly encounters	11.5%	81.0%	7.0	12.7%	79.2%	91	102		
Traditional worship services	25.8%	64.4%	2.5	29.9%	59.4%	86	108		
Quality Sermons	20.6%	69.5%	3.4	24.0%	65.5%	86	106		
<i>Religious/Spiritual Programs</i>	28.5%	61.5%	2.2	32.4%	56.7%	88	108		

There are three ways to interpret these data.

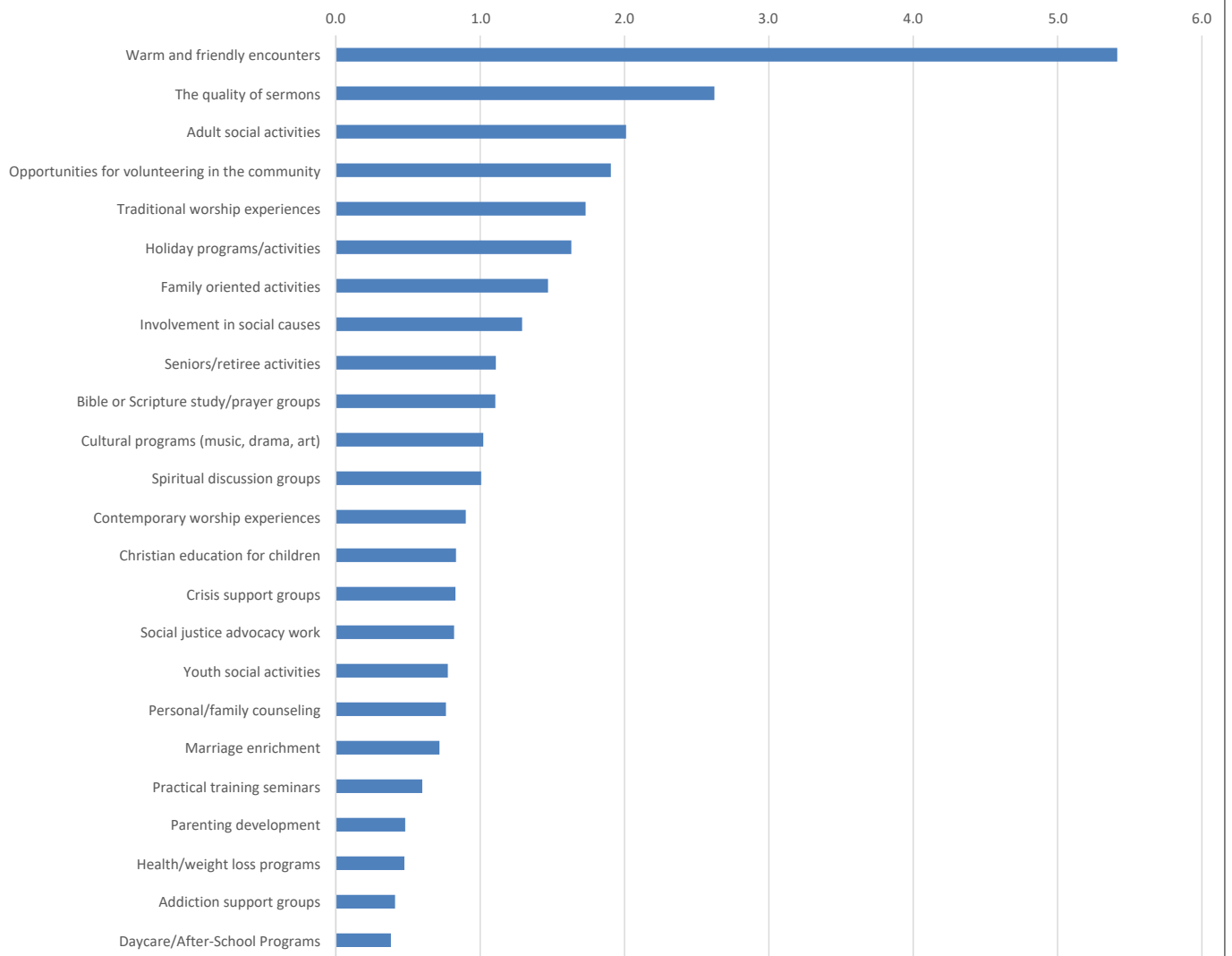
First is how the study area compares to the national average. This gives an indication of whether the program is more likely to be needed.

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	5.4	Very Strong Preference	
2	The quality of sermons	2.6	Strong Preference	
3.0	Adult social activities	2.0	Strong Preference	
4	Opportunities for volunteering in the community	1.9	Strong Preference	
5.0	Traditional worship experiences	1.7	Strong Preference	
6	Holiday programs/activities	1.6	Strong Preference	
7.0	Family oriented activities	1.5	Moderately Strong Preference	
8	Involvement in social causes	1.3	Moderately Strong Preference	
9.0	Seniors/retiree activities	1.1	Moderately Strong Preference	
10	Bible or Scripture study/prayer groups	1.1	Moderately Strong Preference	
11.0	Cultural programs (music, drama, art)	1.0	Moderately Strong Preference	
12	Spiritual discussion groups	1.0	Moderately Strong Preference	
13.0	Contemporary worship experiences	0.9	Minimal Preference	
14	Christian education for children	0.8	Minimal Preference	
15.0	Crisis support groups	0.8	Minimal Preference	
16	Social justice advocacy work	0.8	Minimal Preference	
17.0	Youth social activities	0.8	Minimal Preference	
18	Personal/family counseling	0.8	Minimal Preference	
19.0	Marriage enrichment	0.7	Minimal Preference	
20	Practical training seminars	0.6	Minimal Preference	
21.0	Parenting development	0.5	Minimal Preference	
22	Health/weight loss programs	0.5	Minimal Preference	
23.0	Addiction support groups	0.4	Minimal Preference	
24	Daycare/After-School Programs	0.4	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	16.8%	83.2%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	40.8%	59.2%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	54.9%	45.1%	3	Yahoo News	
CNN Television News	1	53.8%	46.2%	1	Fox News	
Facebook	6	24.2%	75.8%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	76.4%	23.6%	6	Twitter	
Fox News	1	58.4%	41.6%	6	Facebook	
Fox News	1	31.3%	68.7%	2	Television News (Network OR Cable)	
Huffington Post	3	40.8%	59.3%	1	Fox News	
Huffington Post	3	40.8%	59.3%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	24.8%	75.2%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	65.9%	34.1%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	10.2%	89.9%	2	Television News (Network OR Cable)	
USA Today	4	25.8%	74.3%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	20.6%	79.4%	2	Television News (Network OR Cable)	
Yahoo News	3	42.0%	58.0%	1	CNN Television News	

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



Priority List

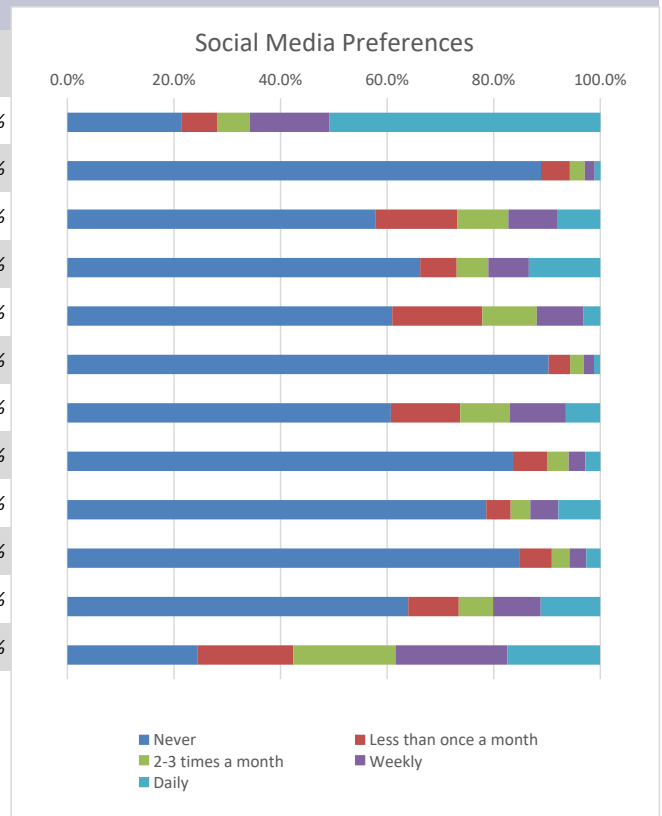
Media Preferences by Category

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

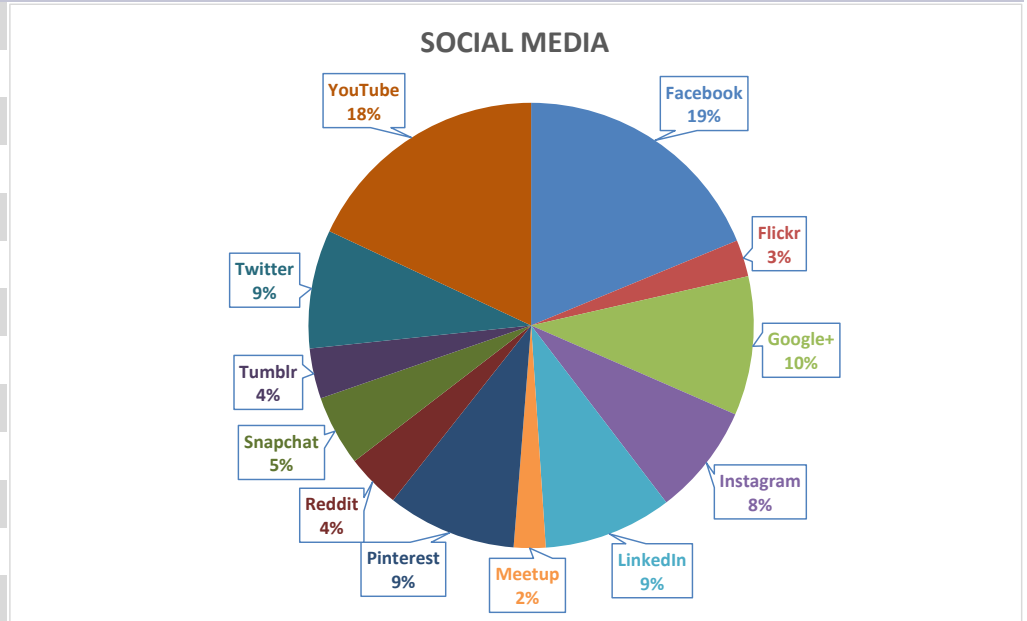
	Never	Less than once a month	2-3 times a month	Weekly	Daily
Facebook	21.5%	6.6%	6.2%	15.0%	50.8%
Flickr	88.9%	5.4%	2.8%	1.9%	1.1%
Google+	57.8%	15.4%	9.6%	9.3%	8.0%
Instagram	66.2%	6.9%	5.9%	7.6%	13.4%
LinkedIn	61.0%	16.9%	10.2%	8.7%	3.2%
Meetup	90.3%	4.0%	2.6%	1.9%	1.1%
Pinterest	60.7%	13.0%	9.4%	10.5%	6.4%
Reddit	83.6%	6.5%	4.0%	3.1%	2.8%
Snapchat	78.6%	4.6%	3.7%	5.3%	7.9%
Tumblr	84.8%	6.1%	3.3%	3.2%	2.7%
Twitter	64.0%	9.5%	6.4%	8.9%	11.2%
YouTube	24.5%	17.9%	19.2%	21.0%	17.4%



## 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](mailto:misupport@missioninsite.com).