

MinistryInsite Priorities

Districts - Mission Rivers, Zip Codes - 22408, Zip Codes - 22407, Zip Codes - 22401, Zip Codes - 22405, Zip Codes - 22406, Zip Codes - 22412

Date: 6/3/2026

American Beliefs Study Version: 2021

The MinistryInsite Priorities Report provides insights into your study area's life concerns, reasons for not being active in (or considered leaving), program and ministry preferences, along with social media and traditional media usage and preferences information in ranked order or agreement. This report's data is based on the 2025 American Beliefs Study Survey series.

This report is a top level view of the full MinistryInsite Report. To learn more, generate the full MinistryInsite Report. To understand your area's religious and social/moral beliefs, run the ReligiousInsite Report.

The Study Area



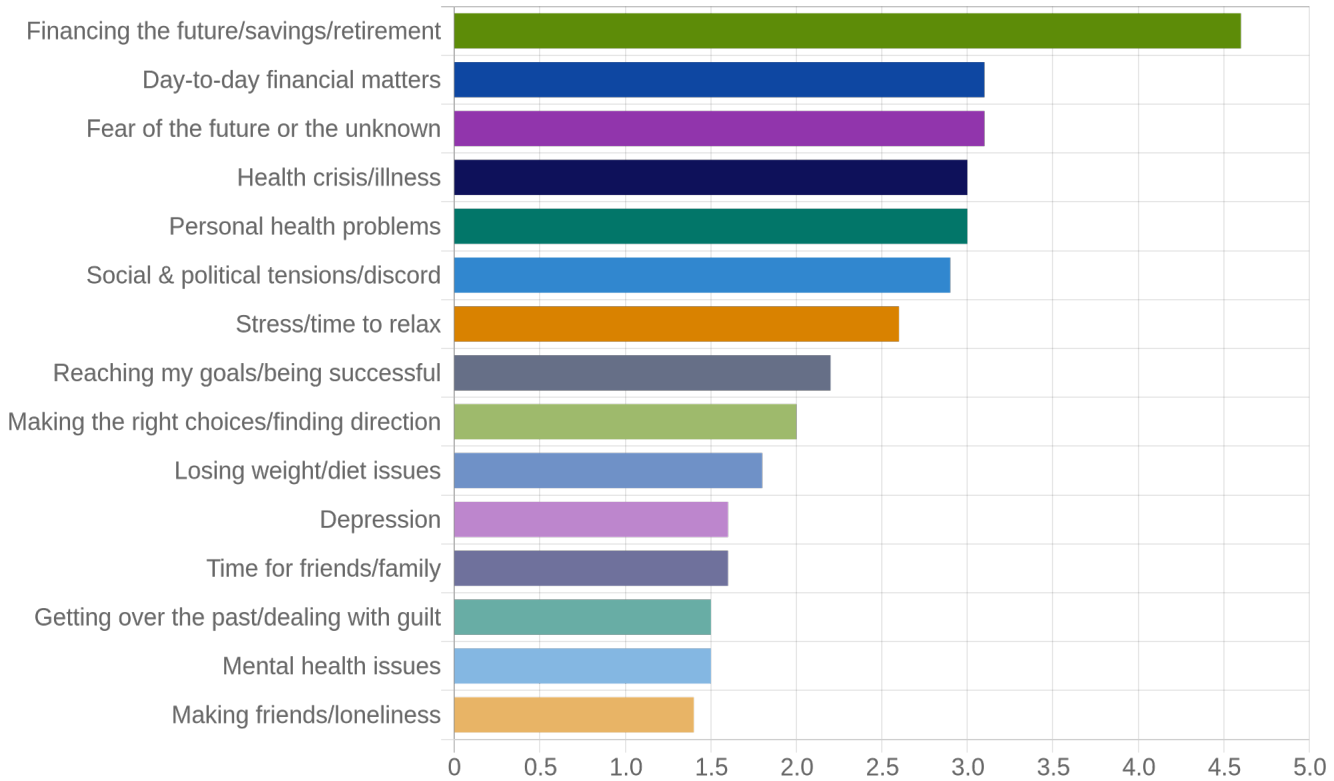
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Data Detail Reports and Supporting Documents

The MinistryInsite Priorities Report provides a top level view of the full MinistryInsite Report. To learn more, generate the full MinistryInsite Report. To understand your area's religious and social/moral beliefs, run the ReligiousInsite Report.

Priority List		Top 15 Life Concerns	
Ranking	Concern	Ratio	Strength of Concern
1	Financing the future/savings/retirement	4.6	Very Strong Concern
2	Day-to-day financial matters	3.1	Strong Concern
3	Fear of the future or the unknown	3.1	Strong Concern
4	Health crisis/illness	3.0	Strong Concern
5	Personal health problems	3.0	Strong Concern
6	Social & political tensions/discord	2.9	Strong Concern
7	Stress/time to relax	2.6	Strong Concern
8	Reaching my goals/being successful	2.2	Strong Concern
9	Making the right choices/finding direction	2.0	Strong Concern
10	Losing weight/diet issues	1.8	Somewhat Strong Concern
11	Depression	1.6	Somewhat Strong Concern
12	Time for friends/family	1.6	Somewhat Strong Concern
13	Getting over the past/dealing with guilt	1.5	Somewhat Strong Concern
14	Mental health issues	1.5	Somewhat Strong Concern
15	Making friends/loneliness	1.4	Somewhat Strong Concern

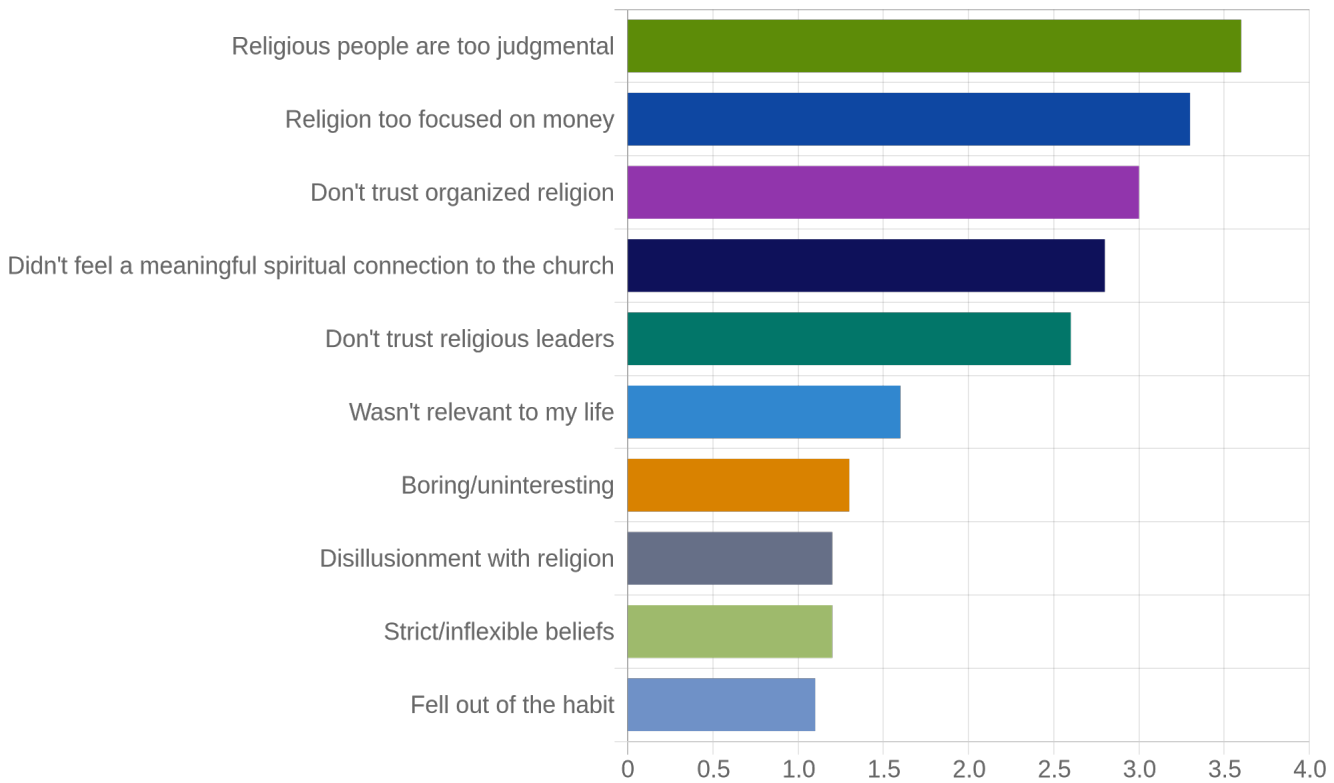
Top 15 Life Concerns



Reasons Not Active in a Religious Community

Top 10 Reasons Not Active in a Religious Community			
Priority List			
Ranking	Reason	Ratio	Strength of Reason
1	Religious people are too judgmental	3.6	Strong Reason
2	Religion too focused on money	3.3	Strong Reason
3	Don't trust organized religion	3.0	Strong Reason
4	Didn't feel a meaningful spiritual connection to the church	2.8	Strong Reason
5	Don't trust religious leaders	2.6	Strong Reason
6	Wasn't relevant to my life	1.6	Somewhat Strong Reason
7	Boring/uninteresting	1.3	Somewhat Strong Reason
8	Disillusionment with religion	1.2	Moderate Reason
9	Strict/inflexible beliefs	1.2	Moderate Reason
10	Fell out of the habit	1.1	Moderate Reason

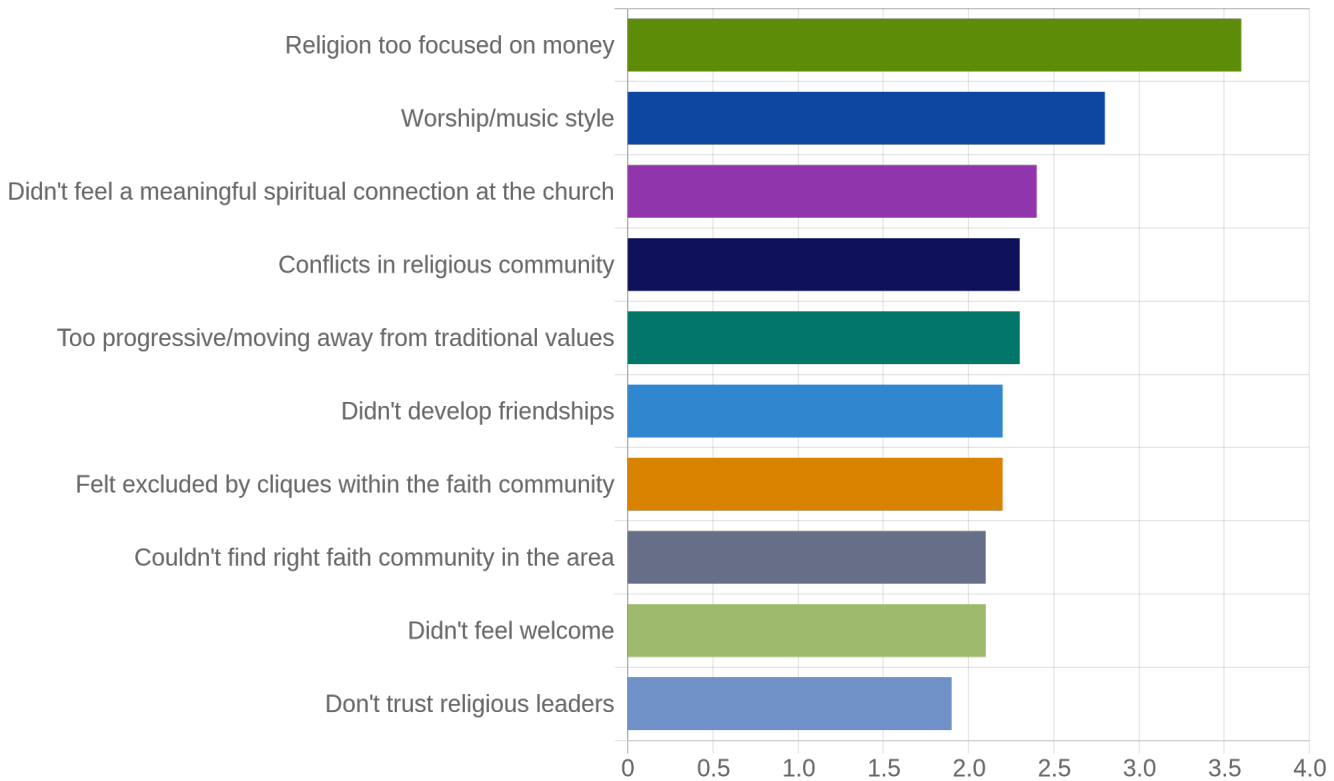
Top 10 Reasons Not Active in a Religious Community



Reasons for Considering Leaving Religious Community

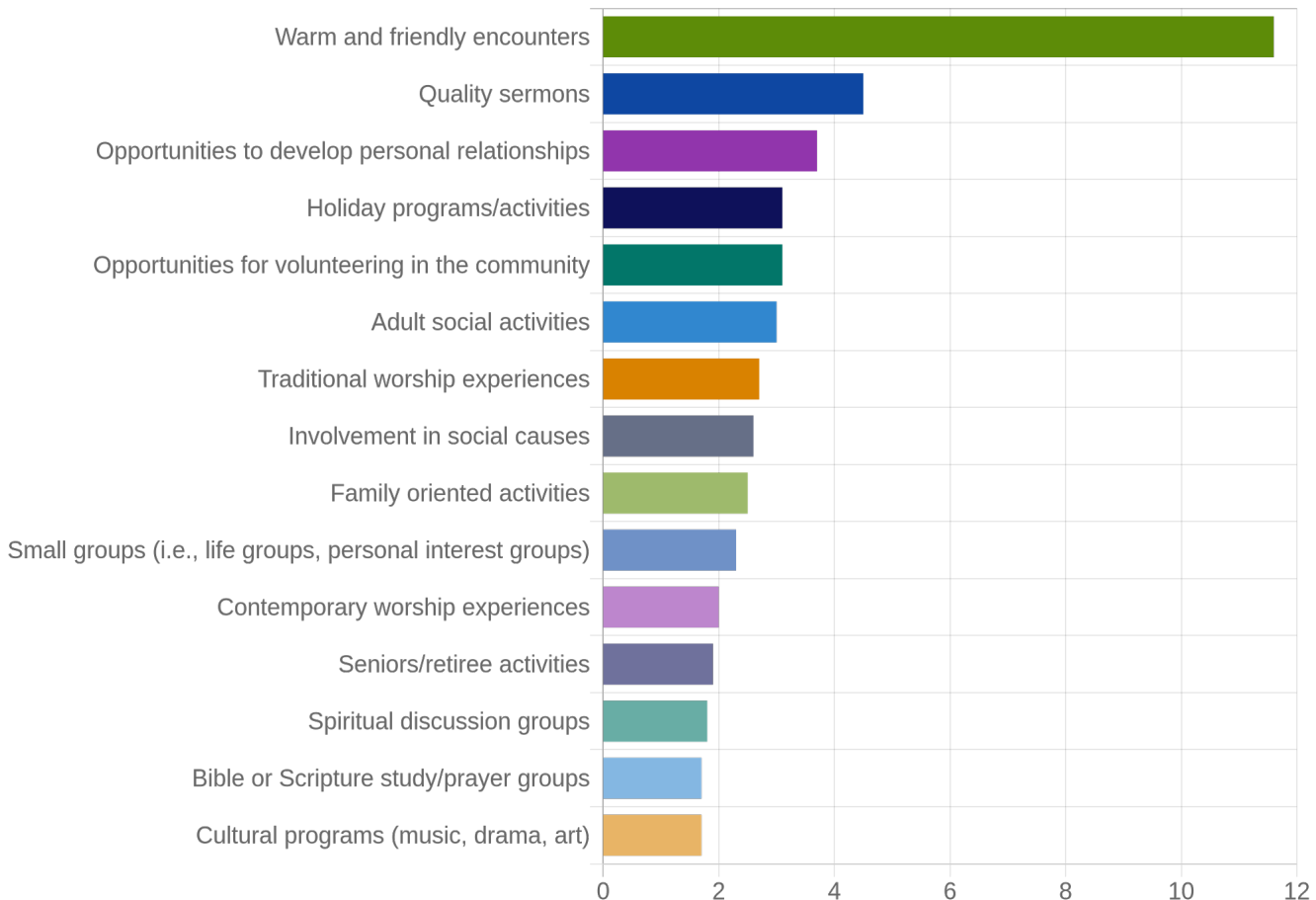
Top 10 Reasons for Considering Leaving Religious Community			
Priority List			
Ranking	Reason	Ratio	Strength of Reason
1	Religion too focused on money	3.6	Strong Reason
2	Worship/music style	2.8	Strong Reason
3	Didn't feel a meaningful spiritual connection at the church	2.4	Strong Reason
4	Conflicts in religious community	2.3	Strong Reason
5	Too progressive/moving away from traditional values	2.3	Strong Reason
6	Didn't develop friendships	2.2	Strong Reason
7	Felt excluded by cliques within the faith community	2.2	Strong Reason
8	Couldn't find right faith community in the area	2.1	Strong Reason
9	Didn't feel welcome	2.1	Strong Reason
10	Don't trust religious leaders	1.9	Somewhat Strong Reason

Top 10 Reasons for Considering Leaving Religious Community



Priority List	Top 15 Program or Ministry Preferences		
Ranking	Program or Ministry	Ratio	Strength of Preference
1	Warm and friendly encounters	11.6	Extremely Strong Preference
2	Quality sermons	4.5	Very Strong Preference
3	Opportunities to develop personal relationships	3.7	Strong Preference
4	Holiday programs/activities	3.1	Strong Preference
5	Opportunities for volunteering in the community	3.1	Strong Preference
6	Adult social activities	3.0	Strong Preference
7	Traditional worship experiences	2.7	Strong Preference
8	Involvement in social causes	2.6	Strong Preference
9	Family oriented activities	2.5	Strong Preference
10	Small groups (i.e., life groups, personal interest groups)	2.3	Strong Preference
11	Contemporary worship experiences	2.0	Strong Preference
12	Seniors/retiree activities	1.9	Somewhat Strong Preference
13	Spiritual discussion groups	1.8	Somewhat Strong Preference
14	Bible or Scripture study/prayer groups	1.7	Somewhat Strong Preference
15	Cultural programs (music, drama, art)	1.7	Somewhat Strong Preference

Top 15 Program or Ministry Preferences

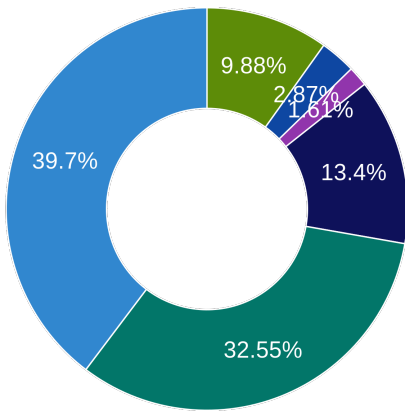


The media landscape has changed drastically as social media has become the norm over traditional media for many, especially those in younger generations. Various news and informational sources are readily available at all times, affecting frequency of usage and personal preference. This section looks at both usage and type across common social and traditional media formats.

Social Media Usage	Frequency
Never	9.88%
Less than once a month	2.87%
2-3 times a month	1.61%
Weekly	13.40%
Daily	32.55%
Multiple times a day	39.70%

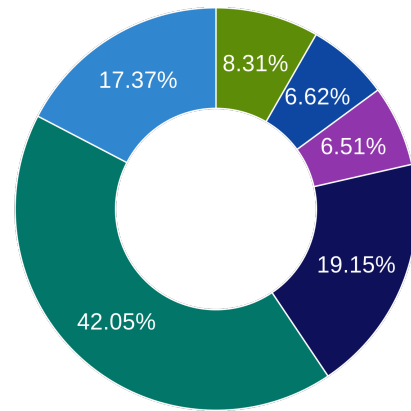
Traditional Media Usage	Frequency
Never	8.31%
Less than once a month	6.62%
2-3 times a month	6.51%
Weekly	19.15%
Daily	42.05%
Multiple times a day	17.37%

Usage of Social Media (Frequency)



■ Never
 ■ Less than once a month
 ■ 2-3 times a month
 ■ Weekly
 ■ Daily
 ■ Multiple times a day

Usage of Traditional Media (Frequency)



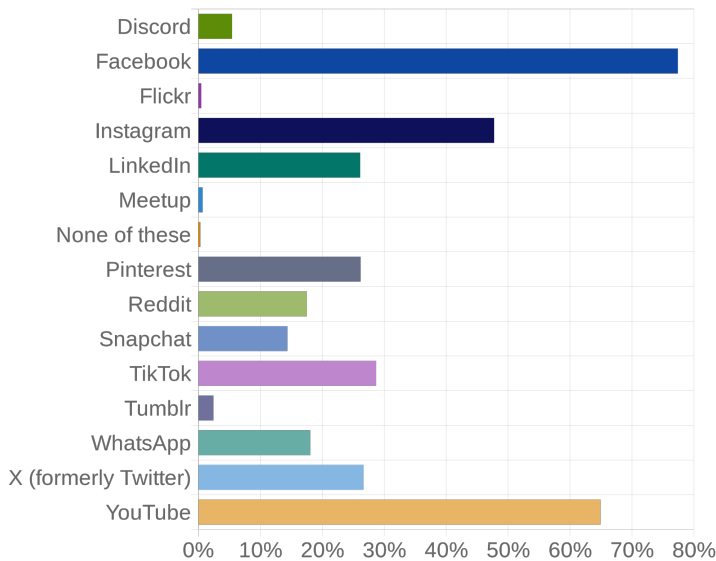
■ Never
 ■ Less than once a month
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 ■ Daily
 ■ Multiple times a day

Social Media and Traditional Media Usage and Preferences

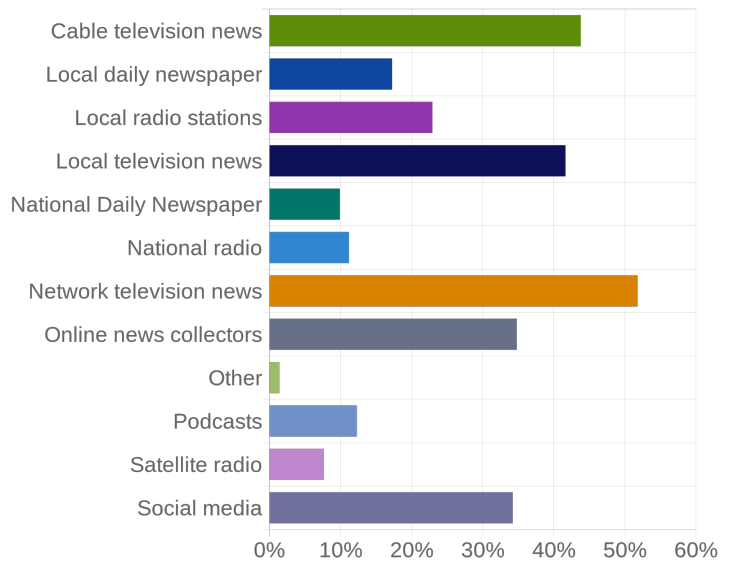
Social Media Preferences	% Who Use
Discord	5.43%
Facebook	77.42%
Flickr	0.45%
Instagram	47.75%
LinkedIn	26.12%
Meetup	0.68%
None of these	0.30%
Pinterest	26.19%
Reddit	17.50%
Snapchat	14.36%
TikTok	28.69%
Tumblr	2.42%
WhatsApp	18.06%
X (formerly Twitter)	26.65%
YouTube	64.93%

Traditional Media Preferences	% Who Use
Cable television news (e.g., CNN, FOX)	43.80%
Local daily newspaper (e.g., NY Times, Chicago Tribune, LA Times)	17.25%
Local radio stations	22.92%
Local television news	41.65%
National Daily Newspaper (e.g., USA Today)	9.89%
National radio (e.g., NPR)	11.18%
Network television news (e.g., ABC, NBC)	51.81%
Online news collectors (e.g., Yahoo, Google, MSN, Apple)	34.80%
Other	1.37%
Podcasts	12.30%
Satellite radio (e.g., Sirius XM)	7.66%
Social media (e.g., TikTok, Facebook, X, Reddit)	34.24%

Social Media Preferences



Traditional Media Preferences



Interpreting the Report

The American Beliefs Study reports help you interpret data at a glance.

Comparative Indexes:

All variables have a column called Comparative Index, which compares your study area with a larger area. For this report, all comparisons are with the national averages for the data item.

- 1) Indexes of 100 mean the study area variable is the same as its base area.
- 2) 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.
- 3) Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Color Coding

The Comparative Indexes columns are color coded so you can easily spot changes and the direction of change.

Description	Color
Above Average	Green
Below Average	Red

Support

If you need support with this report, please email MissionInsite at: misupport@acst.com or call 1-877-230-3212.