

## The MinistryInsite Priorities Report 2017

Prepared for: Calvary Lutheran Church of Golden Valley  
 Study area: 20 minute drive from 18360 Minnetonka Boulevard, Deephaven, Minnesota 55391, United States, 15 minute drive from 18360 Minnetonka Boulevard,  
 Date of Report: 3/23/21  
 Quad Project Version: 2017

### About the NEW 2017 Quadrennium Reports

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.

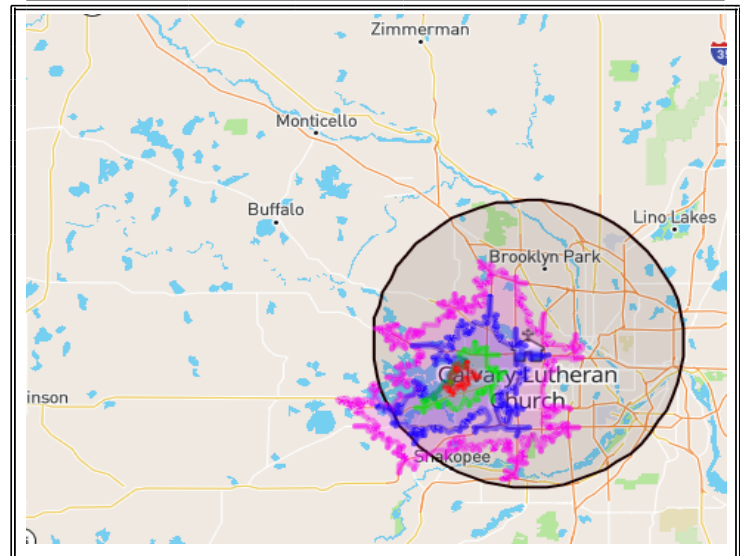
Additionally, there are two reports that capture just the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the fuller reports. The first is the **ReligiousInsite Priorities Report** and the second, the **MinistryInsite Priorities Report**. These priority lists are all found in the fuller reports.

### Contents of the MinistryInsite Priorities Report

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

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### The Study Area



### Data Detail Reports and Supporting Documents

The **MinistryInsite Priority Report** provides a top level view that summarizes and prioritizes the five topic areas of the full **MinistryInsite Report**. To obtain the full and complete supporting detail, please obtain the **MinistryInsite Report**. Additionally, to understand the religious and social/moral beliefs obtain the **ReligiousInsite Report**.

#### Quadrennium Project 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.

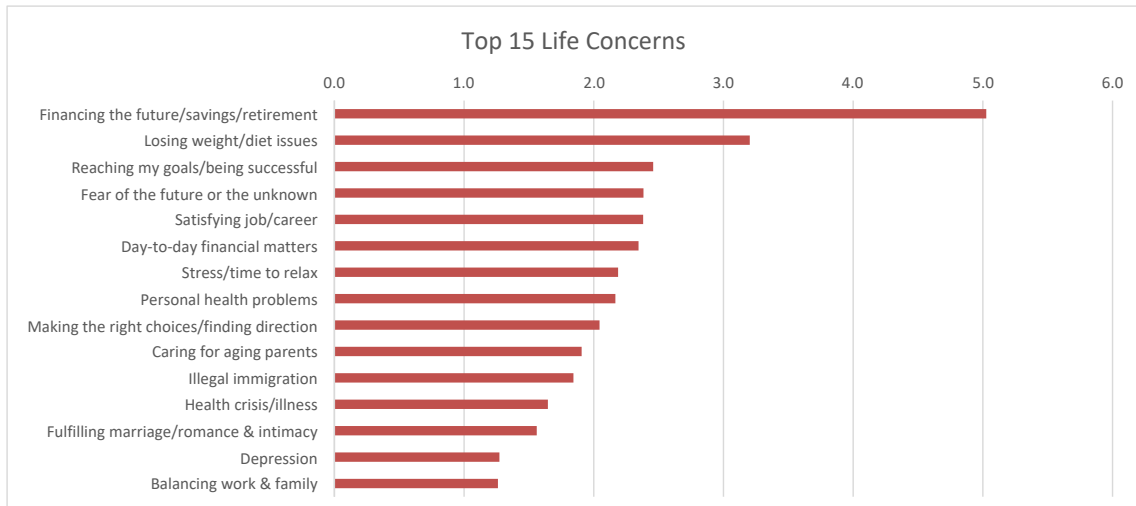


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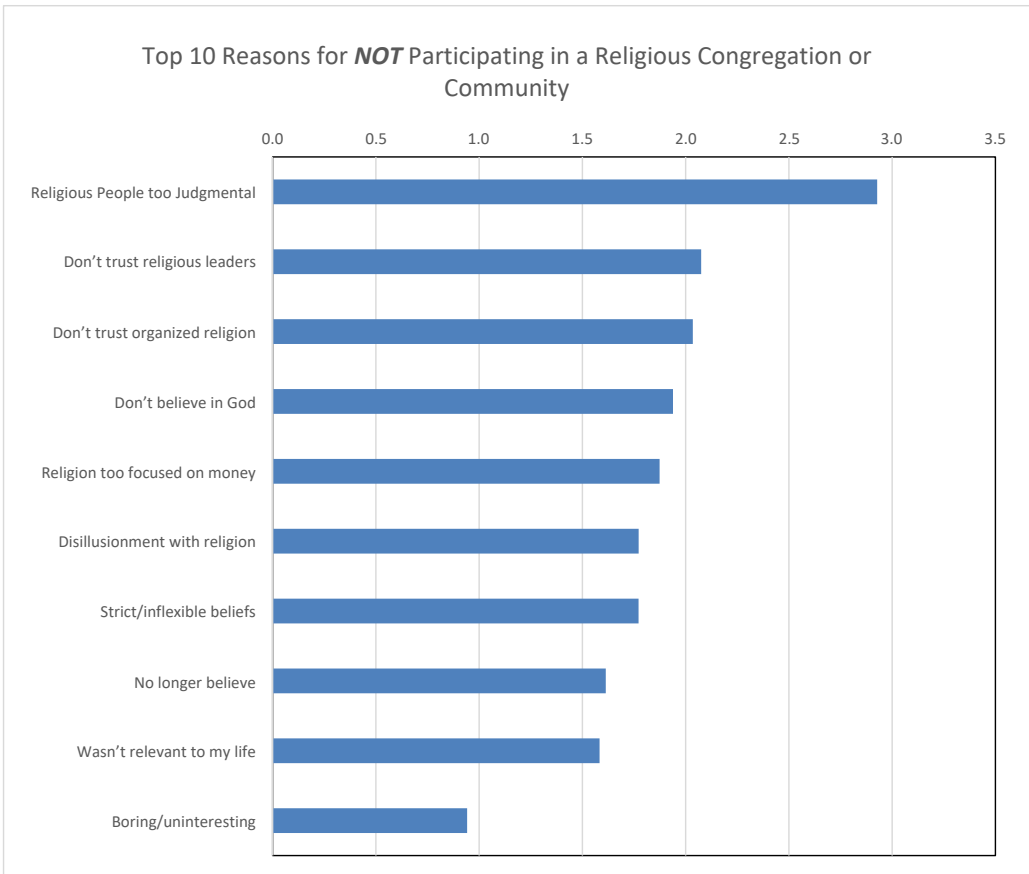
## Life Concerns

Priority List	Top 15 of 34 Life Concerns		
	Ranked by Greatest Concerns		
Ranking	Concern	Ratio	Strength of Concern
1	Financing the future/savings/retirement	5.0	Very Strong Concern
2	Losing weight/diet issues	3.2	Very Strong Concern
3	Reaching my goals/being successful	2.5	Strong Concern
4	Fear of the future or the unknown	2.4	Strong Concern
5	Satisfying job/career	2.4	Strong Concern
6	Day-to-day financial matters	2.3	Strong Concern
7	Stress/time to relax	2.2	Strong Concern
8	Personal health problems	2.2	Strong Concern
9	Making the right choices/finding direction	2.0	Strong Concern
10	Caring for aging parents	1.9	Moderate Concern
11	Illegal immigration	1.8	Moderate Concern
12	Health crisis/illness	1.6	Moderate Concern
13	Fulfilling marriage/romance & intimacy	1.6	Moderate Concern
14	Depression	1.3	Moderate Concern
15	Balancing work & family	1.3	Moderate Concern



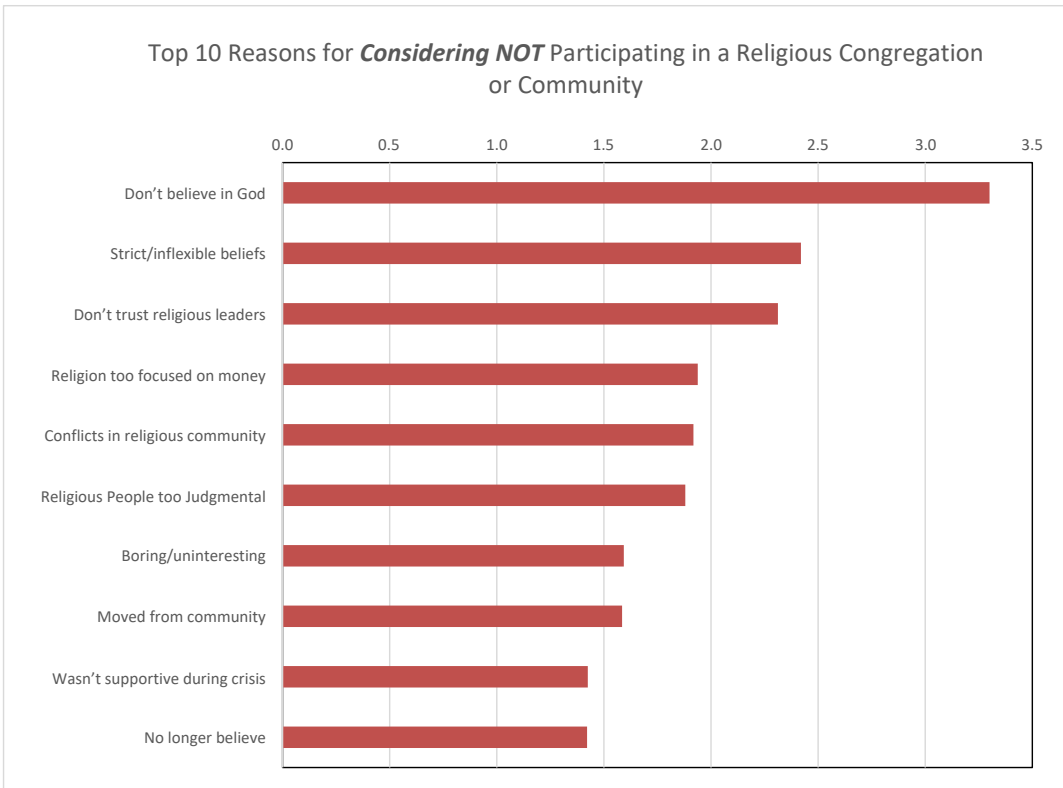
# Reasons for Non-Participation—Those Outside of a Religious Congregation or Community

Priority List		Top 10 of 21 Reasons for People Outside a Religious Congregation or Community for Not Participating		
Ranking	Concern	Ratio	Strength of Reason	
1	Religious People too Judgmental	2.9	Very Strong Reason	
2	Don't trust religious leaders	2.1	Very Strong Reason	
3	Don't trust organized religion	2.0	Very Strong Reason	
4	Don't believe in God	1.9	Very Strong Reason	
5	Religion too focused on money	1.9	Very Strong Reason	
6	Disillusionment with religion	1.8	Very Strong Reason	
7	Strict/inflexible beliefs	1.8	Very Strong Reason	
8	No longer believe	1.6	Somewhat Strong Reason	
9	Wasn't relevant to my life	1.6	Somewhat Strong Reason	
10	Boring/uninteresting	0.9	Somewhat Weak Reason	



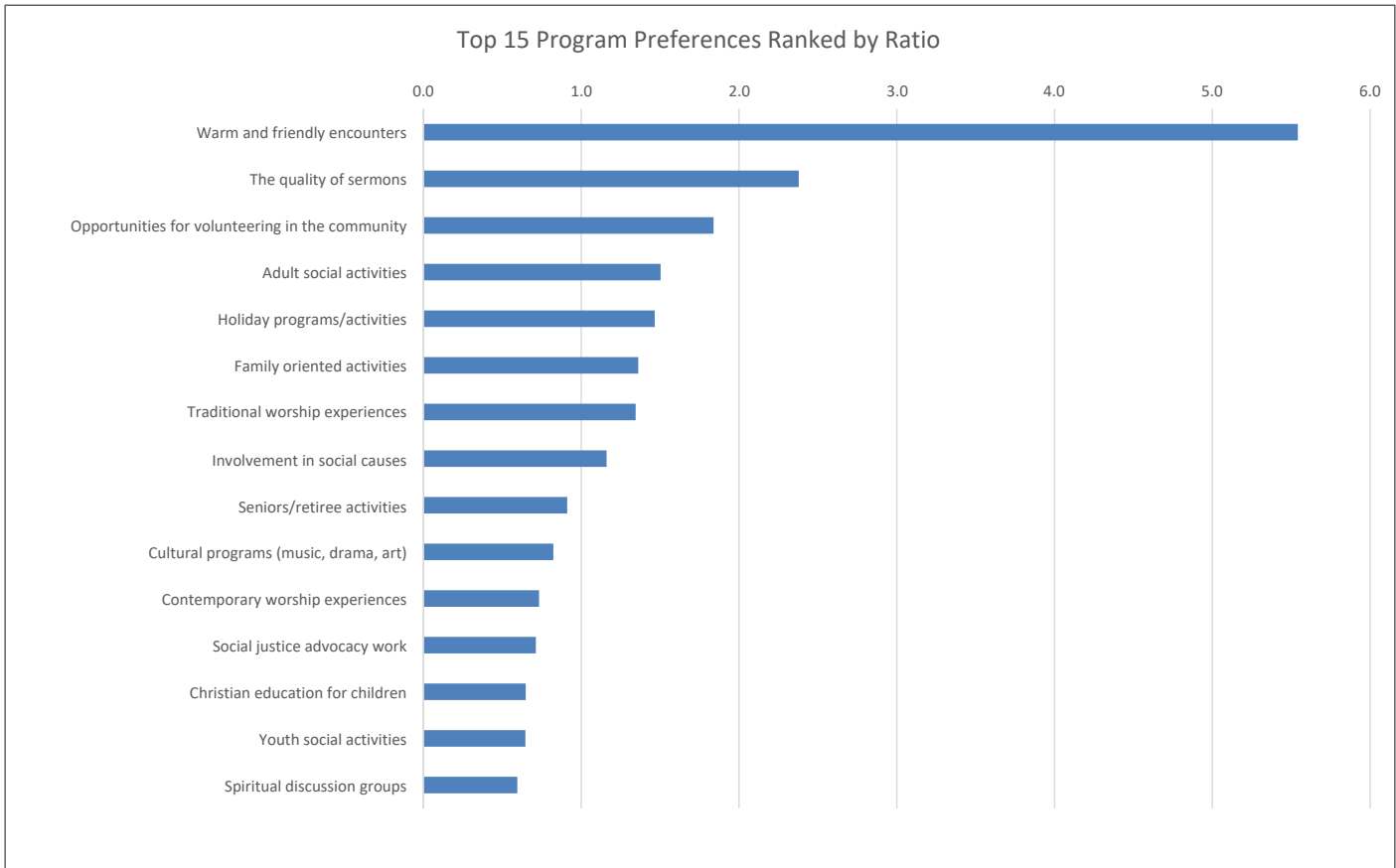
## Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community

Priority List		Top 10 of 21 Reasons for Considering NOT Participating in a Religious Congregation or Community	
Ranking	Concern	Ratio	Strength
1	Don't believe in God	3.3	Very Strong Reason
2	Strict/inflexible beliefs	2.4	Very Strong Reason
3	Don't trust religious leaders	2.3	Very Strong Reason
4	Religion too focused on money	1.9	Very Strong Reason
5	Conflicts in religious community	1.9	Very Strong Reason
6	Religious People too Judgmental	1.9	Very Strong Reason
7	Boring/uninteresting	1.6	Somewhat Strong Reason
8	Moved from community	1.6	Somewhat Strong Reason
9	Wasn't supportive during crisis	1.4	Somewhat Strong Reason
10	No longer believe	1.4	Somewhat Strong Reason



# Program or Ministry Preferences

Priority List	Top 15 Ministry or Program Recommendations Based Upon This Study Area		
	Program Preferences Ranked by Ratio of Important to not Important		
Ranking	Program	Ratio	Strength of Preference
1	Warm and friendly encounters	5.5	Very Strong Preference
2	The quality of sermons	2.4	Strong Preference
3	Opportunities for volunteering in the community	1.8	Strong Preference
4	Adult social activities	1.5	Strong Preference
5	Holiday programs/activities	1.5	Moderately Strong Preference
6	Family oriented activities	1.4	Moderately Strong Preference
7	Traditional worship experiences	1.3	Moderately Strong Preference
8	Involvement in social causes	1.2	Moderately Strong Preference
9	Seniors/retiree activities	0.9	Minimal Preference
10	Cultural programs (music, drama, art)	0.8	Minimal Preference
11	Contemporary worship experiences	0.7	Minimal Preference
12	Social justice advocacy work	0.7	Minimal Preference
13	Christian education for children	0.6	Minimal Preference
14	Youth social activities	0.6	Minimal Preference
15	Spiritual discussion groups	0.6	Minimal Preference

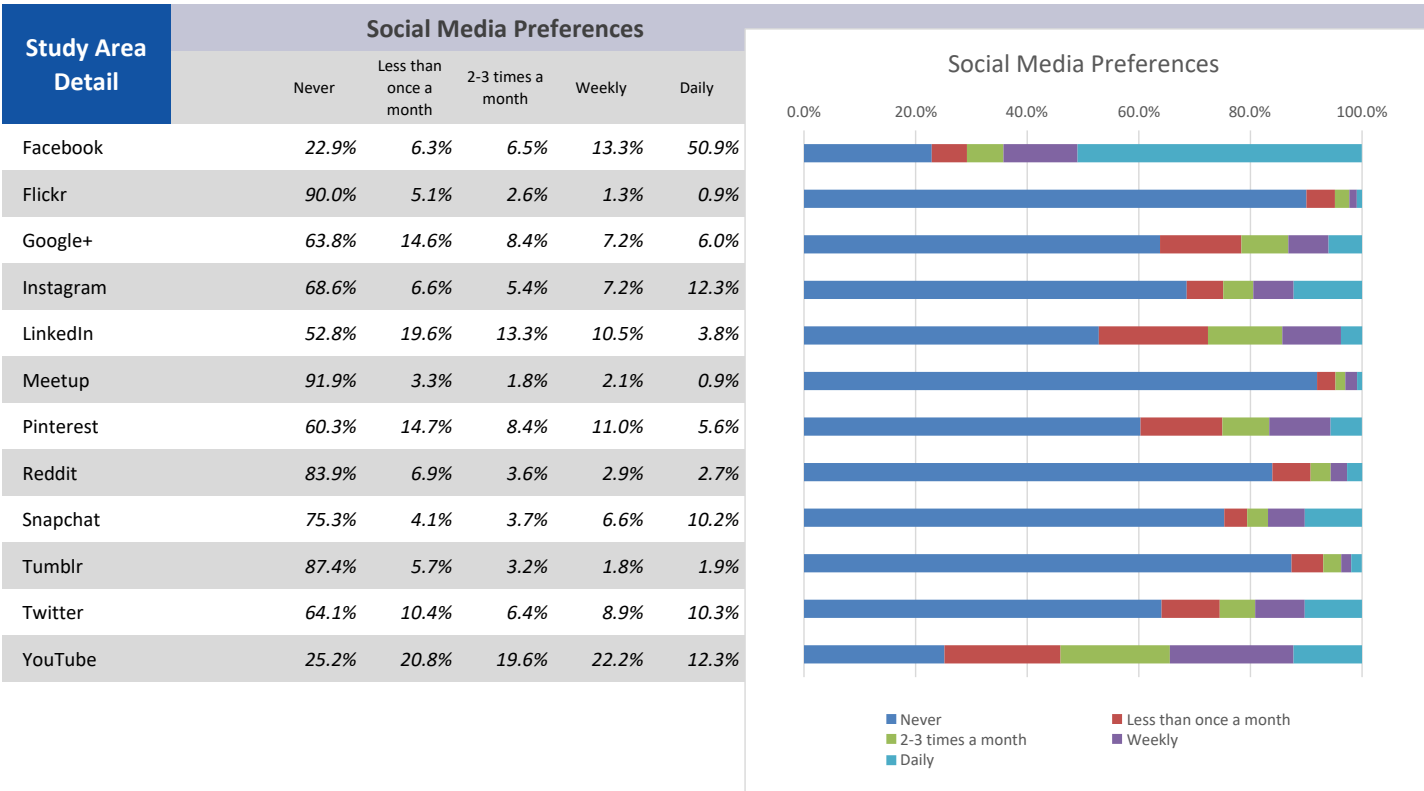


## Information Sources and Social Media Preferences

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	Prefer this
Blogs	6	12.9%	87.2%	4 Major Newspapers (e.g. LA Times, NY Times, Washington Post)
Cable News (e.g. CNN, Fox News)	1	34.9%	65.1%	5 Network News (ABC, NBC, CBS)
CNN Online News	3	57.5%	42.6%	3 Yahoo News
CNN Television News	1	56.2%	43.8%	1 Fox News
Facebook	6	23.3%	76.8%	1 Cable News (e.g. CNN, Fox News)
Facebook	6	74.2%	25.8%	6 Twitter
Fox News	1	59.0%	41.0%	6 Facebook
Fox News	1	28.5%	71.5%	2 Television News (Network OR Cable)
Huffington Post	3	43.8%	56.2%	1 Fox News
Huffington Post	3	43.3%	56.7%	3 Yahoo News
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	32.0%	68.0%	2 Television News (Network OR Cable)
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	59.8%	40.2%	4 Major Newspapers (e.g. LA Times, NY Times, Washington Post)
Twitter	6	9.8%	90.2%	2 Television News (Network OR Cable)
USA Today	4	30.3%	69.8%	1 Cable News (e.g. CNN, Fox News)
USA Today	4	20.7%	79.3%	2 Television News (Network OR Cable)
Yahoo News	3	40.0%	60.0%	1 CNN Television News

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



## 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).