

The ReligiousInsite Report 2017

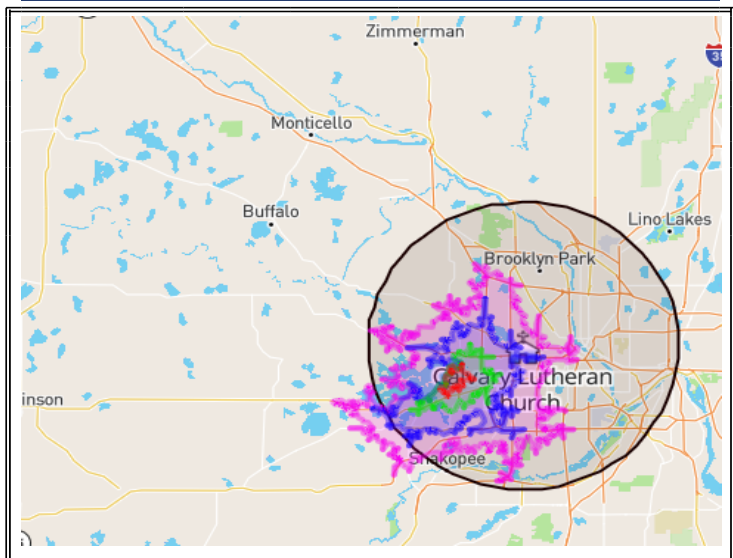
Prepared for: Calvary Lutheran Church of Golden Valley
 Study area: 20 minute drive from 18360 Minnetonka Boulevard, Deephaven, Minnesota 55391, United States, 15 minute drive from 18360 Minnetonka Boulevard,
 Date of Report: 3/23/21
 Quad Project Version: 2017

About the NEW ReligiousInsite 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 ReligiousInsite Report

There are six sections in the ReligiousInsite Report. Each section provides multiple views into the topic of the section.

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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.

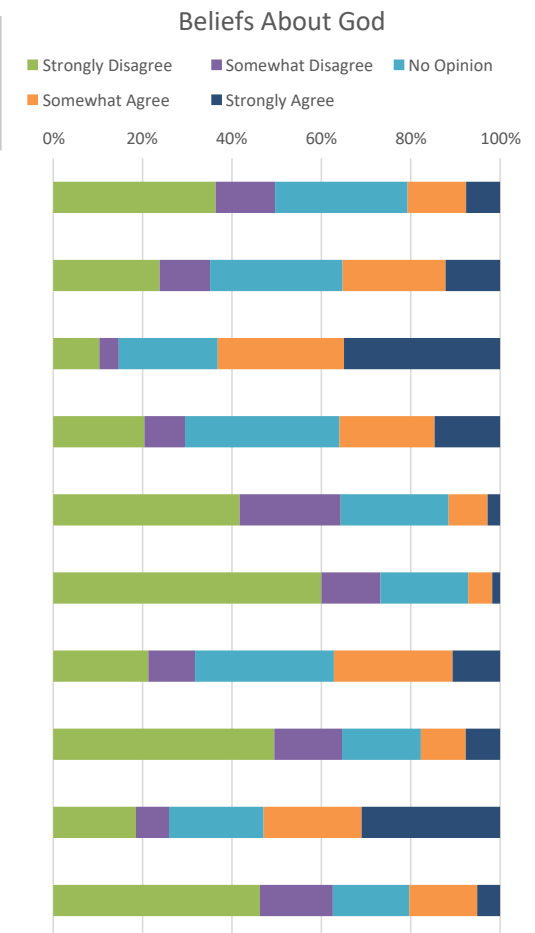
ReligiousInsite Report 2017

Prepared for: Calvary Lutheran Church of Golden Valley
 Study Area: 20 minute drive from 18360 Minnetonka Boulevard, Deephaven, Minnesota 553
 Quadrennium Report Region: Midwest
 Date of Report: 3/23/2021
 Version: 2017

Beliefs about God

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

Beliefs About God					
Study Area Detail	Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree
Everyone and everything is god	36.4%	13.3%	29.7%	13.1%	7.6%
God is a higher state of consciousness that people may achieve	23.8%	11.3%	29.7%	23.1%	12.2%
God is love and invites the world into a loving relationship	10.3%	4.3%	22.1%	28.3%	34.9%
God is the full realization of human potential	20.4%	9.1%	34.6%	21.3%	14.7%
I believe God created the world but takes no further part in it	41.7%	22.6%	24.1%	8.7%	2.8%
I believe in more than one god, i.e. many gods	60.0%	13.2%	19.6%	5.4%	1.8%
I believe in Nature and/or spirits in Nature	21.3%	10.5%	31.1%	26.6%	10.6%
I don't believe a god exists; the material universe is all that is	49.5%	15.2%	17.6%	10.0%	7.7%
I have a personal relationship with one living God, who is Lord and Savior	18.5%	7.4%	21.2%	21.9%	31.0%
I'm unsure/undecided about whether a god exists	46.3%	16.3%	17.1%	15.2%	5.1%



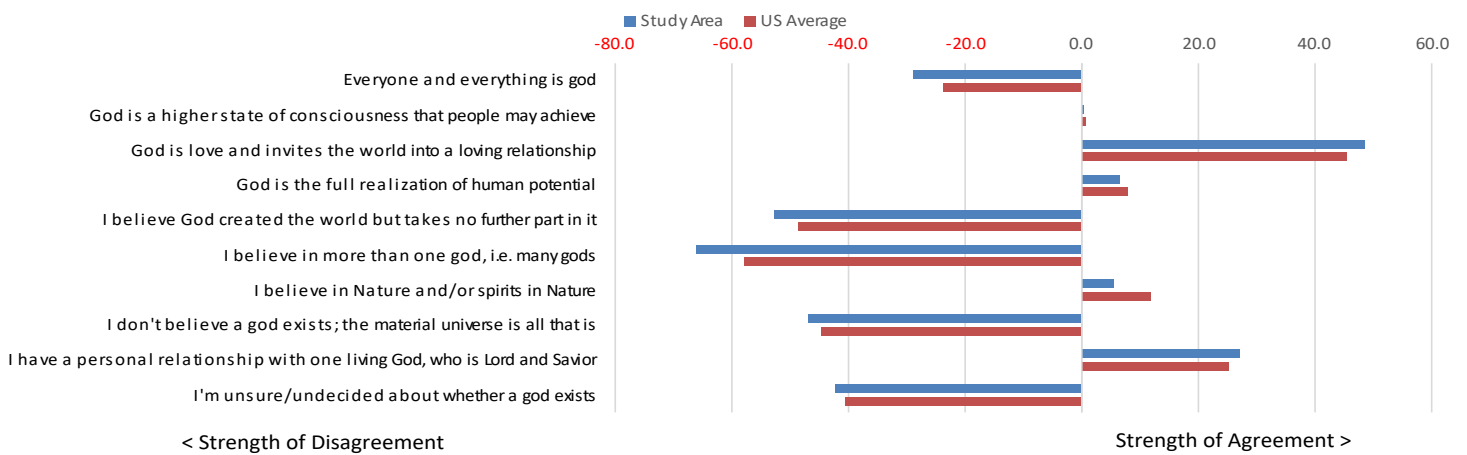
Hint: The detail report indicates how people within the study area would likely respond to the statements about God. Look for the distribution across the five categories. Use the illustrative graph next to each statement row to grasp where the largest percentage is found. Do the highest percentages lean toward the Strongly Agree or Disagree? Or is the No Opinion response greater than the other categories. If it is, what might that indicate?

Beliefs About God

Study Area Compared to National Average	Study Area			US Average			Comparative Index	
	All Disagree	All Agree	Distance	All Disagree	All Agree	Distance	Disagree	Agree
	Everyone and everything is god	49.7%	20.7%	-29.0	46.6%	22.8%	-23.8	107
God is a higher state of consciousness that people may achieve	35.1%	35.3%	0.1	34.1%	34.8%	0.7	103	101
God is love and invites the world into a loving relationship	14.7%	63.2%	48.5	15.4%	60.7%	45.3	95	104
God is the full realization of human potential	29.5%	35.9%	6.4	28.8%	36.7%	7.9	103	98
I believe God created the world but takes no further part in it	64.3%	11.5%	-52.8	60.6%	11.9%	-48.7	106	97
I believe in more than one god, i.e. many gods	73.2%	7.1%	-66.1	67.3%	9.4%	-58.0	109	76
I believe in Nature and/or spirits in Nature	31.8%	37.2%	5.5	28.2%	40.1%	11.8	113	93
I don't believe a god exists; the material universe is all that is	64.6%	17.7%	-46.9	62.0%	17.3%	-44.7	104	103
I have a personal relationship with one living God, who is Lord and Savior	25.9%	52.9%	27.0	26.1%	51.3%	25.2	99	103
I'm unsure/undecided about whether a god exists	62.6%	20.3%	-42.3	60.1%	19.5%	-40.6	104	104

Hint: Use the Comparative Index to quickly see how your study area compares to the national average on each statement. If the Disagree numbers are red, then your study area is below the national average of those who disagree regarding that statement. Likewise, if the Agree is red, then your study area is below the national average of those agreed with that statement. The opposite is true if either the Disagree or Agree numbers are green. If the numbers are green, they your study area is above the national average. If the Comparative Index has no color then you are very close to the national average. These comparisons help set context for your study area. The higher or lower the number on any particular statement, the greater is the study area's departure from the national average. These data help the person reading them understand better the various beliefs about God in the study area.

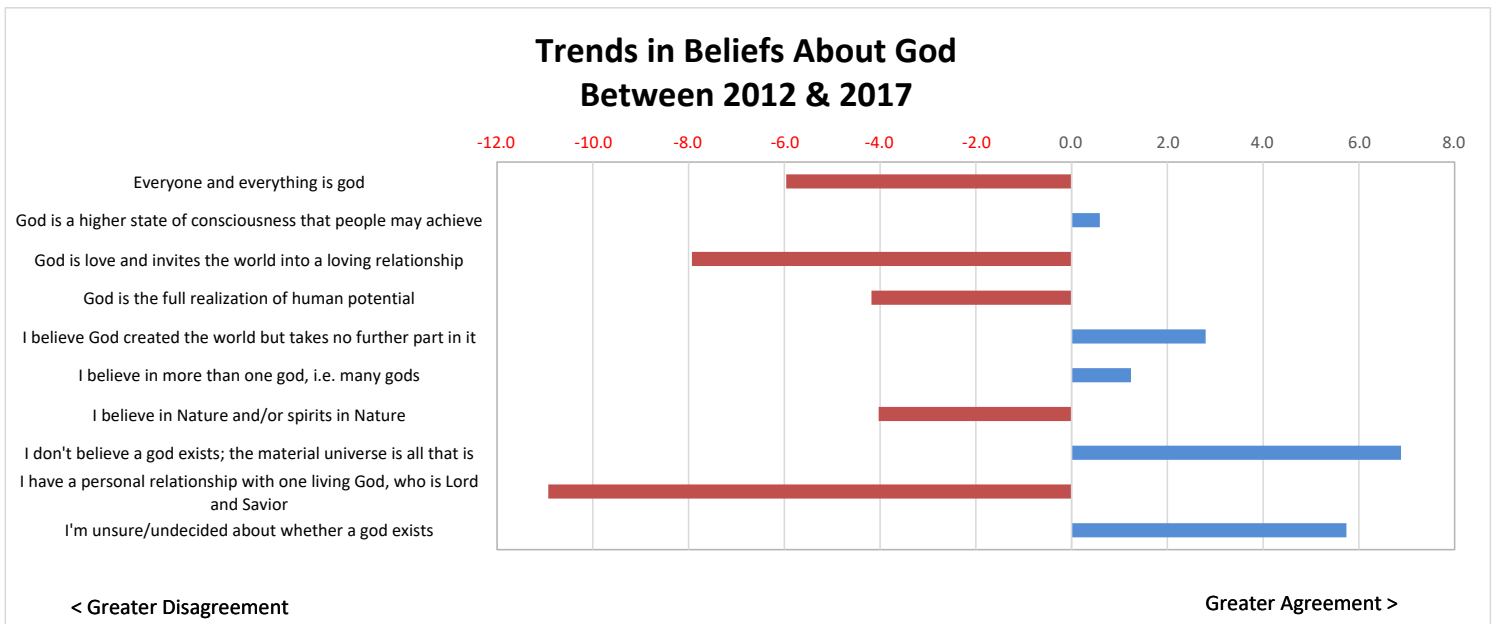
Direction and Strength of Beliefs About God Compared to National Average



Hint: This chart visualizes a comparison of the study area to the national average. It also reveals the strength of the direction of the belief. Whether positive or negative, the longer the bars, the greater the agreement or disagreement. It is calculated by deriving the distance between the percentages agree versus disagree.

Study Area Comparison between 2012 & 2017	Beliefs About God								
	2012			2017			Change Between Surveys		
	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree
Everyone and everything is god	44.9%	28.4%	26.7%	49.7%	29.7%	20.7%	4.7	1.2	-6.0
God is a higher state of consciousness that people may achieve	34.4%	31.0%	34.7%	35.1%	29.7%	35.3%	0.7	-1.3	0.6
God is love and invites the world into a loving relationship	8.9%	20.0%	71.1%	14.7%	22.1%	63.2%	5.8	2.1	-7.9
God is the full realization of human potential	25.8%	34.1%	40.1%	29.5%	34.6%	35.9%	3.7	0.5	-4.2
I believe God created the world but takes no further part in it	68.5%	22.9%	8.7%	64.3%	24.1%	11.5%	-4.1	1.3	2.8
I believe in more than one god, i.e. many gods	75.5%	18.6%	5.9%	73.2%	19.6%	7.1%	-2.3	1.0	1.2
I believe in Nature and/or spirits in Nature	28.8%	29.9%	41.2%	31.8%	31.1%	37.2%	2.9	1.1	-4.0
I don't believe a god exists; the material universe is all that is	76.2%	13.0%	10.8%	64.6%	17.6%	17.7%	-11.6	4.6	6.9
I have a personal relationship with one living God, who is Lord and Savior	17.9%	18.3%	63.8%	25.9%	21.2%	52.9%	8.0	2.9	-10.9
I'm unsure/undecided about whether a god exists	71.3%	14.2%	14.6%	62.6%	17.1%	20.3%	-8.7	2.9	5.7

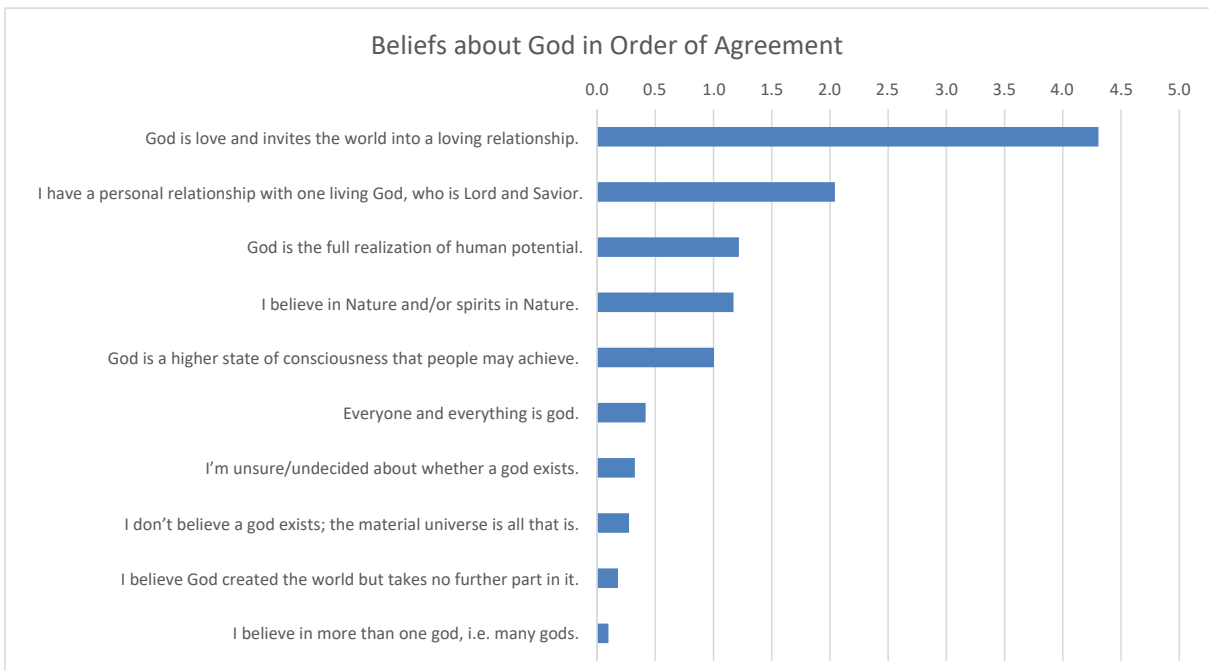
This report compares the answers on these belief statements between the 2012 and 2017 Quadrennium© surveys. These data will provide a sense of the changing trends on these social and moral belief statements, if any. In the chart that follows, the distance between the 2012 and 2017 agree statements is visualized. The longer the bar, either positive or negative the greater the shift on agreement. This provides a glimpse into changes on these issues between the two surveys.



Hint: What does this graph show? It compares the change in agreement between the 2012 Quadrennium Survey and the 2017 Quadrennium Survey for this study area. (It is not a comparison to the national profile.) Look for significant swings in either direction.

Beliefs about God in Rank Order

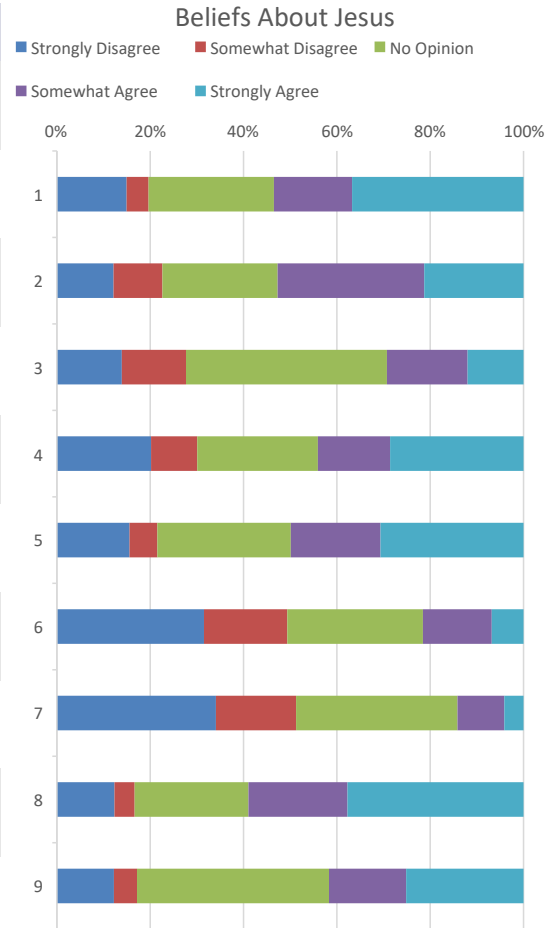
Ranking	Concern	Ratio	Strength
1	God is love and invites the world into a loving relationship.	4.3	Somewhat strong agreement
2	I have a personal relationship with one living God, who is Lord and Savior.	2.0	Weak agreement
3	God is the full realization of human potential.	1.2	Weak agreement
4	I believe in Nature and/or spirits in Nature.	1.2	Weak agreement
5	God is a higher state of consciousness that people may achieve.	1.0	Weak agreement
6	Everyone and everything is god.	0.4	Very weak agreement
7	I'm unsure/undecided about whether a god exists.	0.3	Very weak agreement
8	I don't believe a god exists; the material universe is all that is.	0.3	Very weak agreement
9	I believe God created the world but takes no further part in it.	0.2	Very weak agreement
10	I believe in more than one god, i.e. many gods.	0.1	Very weak agreement



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 study area.

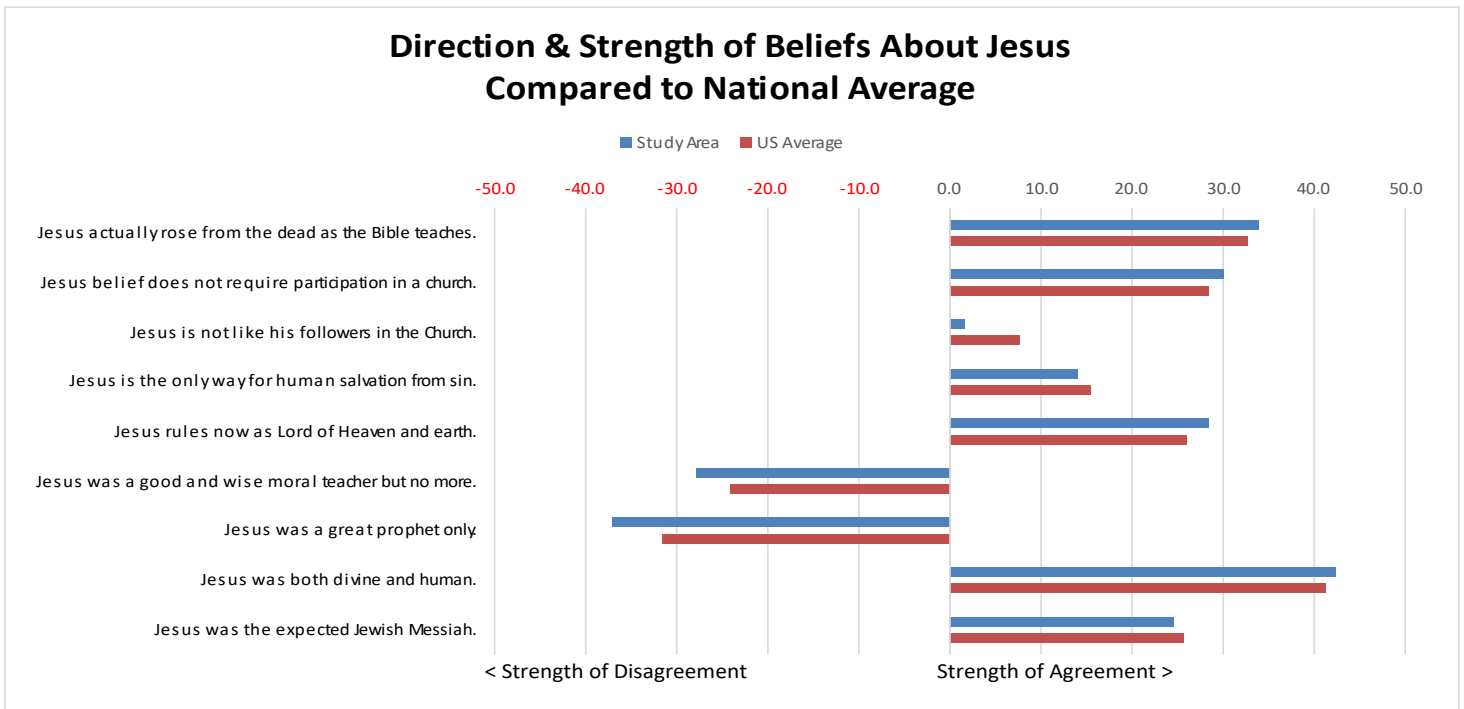
Beliefs About Jesus					
Study Area Detail	Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree
Jesus actually rose from the dead as the Bible teaches.	14.9%	4.7%	26.9%	16.8%	36.7%
Jesus belief does not require participation in a church.	12.1%	10.5%	24.7%	31.4%	21.3%
Jesus is not like his followers in the Church.	13.9%	13.8%	43.0%	17.3%	12.0%
Jesus is the only way for human salvation from sin.	20.2%	9.9%	25.9%	15.5%	28.6%
Jesus rules now as Lord of Heaven and earth.	15.6%	6.0%	28.6%	19.2%	30.7%
Jesus was a good and wise moral teacher but no more.	31.5%	17.9%	29.1%	14.8%	6.8%
Jesus was a great prophet only.	34.1%	17.2%	34.6%	10.0%	4.1%
Jesus was both divine and human.	12.3%	4.3%	24.4%	21.2%	37.7%
Jesus was the expected Jewish Messiah.	12.2%	5.0%	41.1%	16.5%	25.2%



Hint: The detail report indicates how people within the study area would likely respond to the statements about Jesus. Look for the distribution across the five categories. Use the illustrative graph next to each statement row to grasp where the largest percentage is found. Do the highest percentages lean toward the Strongly Agree or Disagree? Or is the No Opinion response greater than the other categories. If it is, what might that indicate?

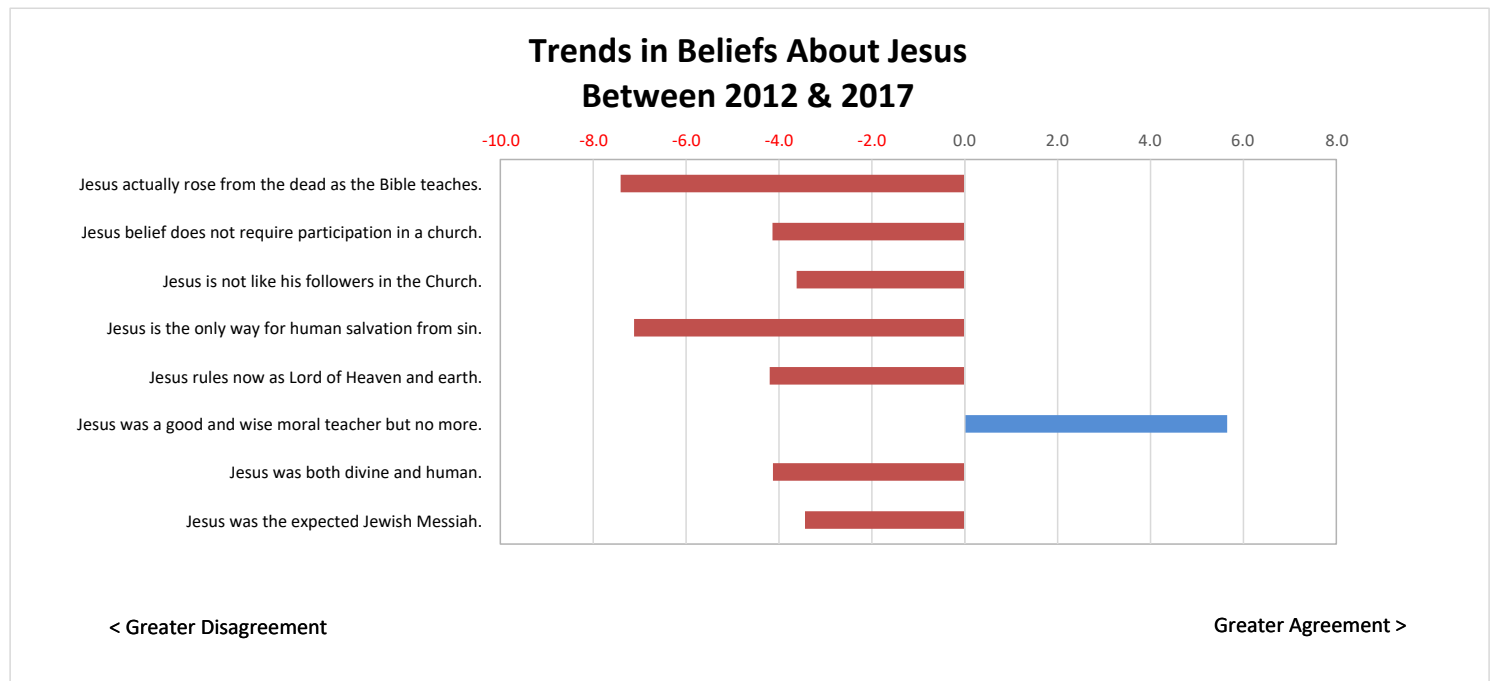
Study Area Compared to National Average	Beliefs About Jesus						Comparative Index	
	Study Area			US Average			Disagree	Agree
	All Disagree	All Agree	Distance	All Disagree	All Agree	Distance		
Jesus actually rose from the dead as the Bible teaches.	19.7%	53.5%	33.8	19.4%	52.1%	32.6	101	103
Jesus belief does not require participation in a church.	22.6%	52.7%	30.1	22.0%	50.4%	28.4	103	105
Jesus is not like his followers in the Church.	27.7%	29.3%	1.6	24.6%	32.2%	7.7	113	91
Jesus is the only way for human salvation from sin.	30.1%	44.1%	14.0	28.7%	44.1%	15.4	105	100
Jesus rules now as Lord of Heaven and earth.	21.5%	49.9%	28.3	21.7%	47.7%	26.0	99	105
Jesus was a good and wise moral teacher but no more.	49.4%	21.6%	-27.8	46.8%	22.7%	-24.1	105	95
Jesus was a great prophet only.	51.3%	14.2%	-37.1	48.1%	16.5%	-31.6	107	86
Jesus was both divine and human.	16.7%	58.9%	42.3	15.5%	56.7%	41.2	107	104
Jesus was the expected Jewish Messiah.	17.2%	41.7%	24.5	15.9%	41.6%	25.7	108	100

Hint: Use the Comparative Index to quickly see how your study area compares to the national average on each statement. If the Disagree numbers are red, then your study area is below the national average of those who disagree regarding that statement. Likewise, if the Agree is red, then your study area is below the national average of those who agreed with that statement. The opposite is true if either the Disagree or Agree numbers are green. If the numbers are green, they your study area is above the national average. If the Comparative Index has no color then you are very close to the national average. These comparisons help set context for your study area. The higher or lower the number on any particular statement, the greater is the study area's departure from the national average. These data help the person reading them understand better the various beliefs about Jesus in the study area.



Study Area Comparison between 2012 & 2017	Beliefs about Jesus								
	2012			2017			Point Change Between Surveys		
	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree
Jesus actually rose from the dead as the Bible teaches.	13.8%	25.4%	60.9%	19.7%	26.9%	53.5%	5.9	1.5	-7.4
Jesus belief does not require participation in a church.	23.7%	19.5%	56.8%	22.6%	24.7%	52.7%	-1.0	5.2	-4.1
Jesus is not like his followers in the Church.	24.4%	42.7%	32.9%	27.7%	43.0%	29.3%	3.3	0.3	-3.6
Jesus is the only way for human salvation from sin.	25.6%	23.1%	51.2%	30.1%	25.9%	44.1%	4.5	2.7	-7.1
Jesus rules now as Lord of Heaven and earth.	18.9%	27.0%	54.1%	21.5%	28.6%	49.9%	2.7	1.6	-4.2
Jesus was a good and wise moral teacher but no more.	61.2%	22.9%	15.9%	49.4%	29.1%	21.6%	-11.8	6.1	5.7
Jesus was both divine and human.	13.4%	23.5%	63.1%	16.7%	24.4%	58.9%	3.2	0.9	-4.1
Jesus was the expected Jewish Messiah.	13.5%	41.4%	45.1%	17.2%	41.1%	41.7%	3.7	-0.3	-3.4

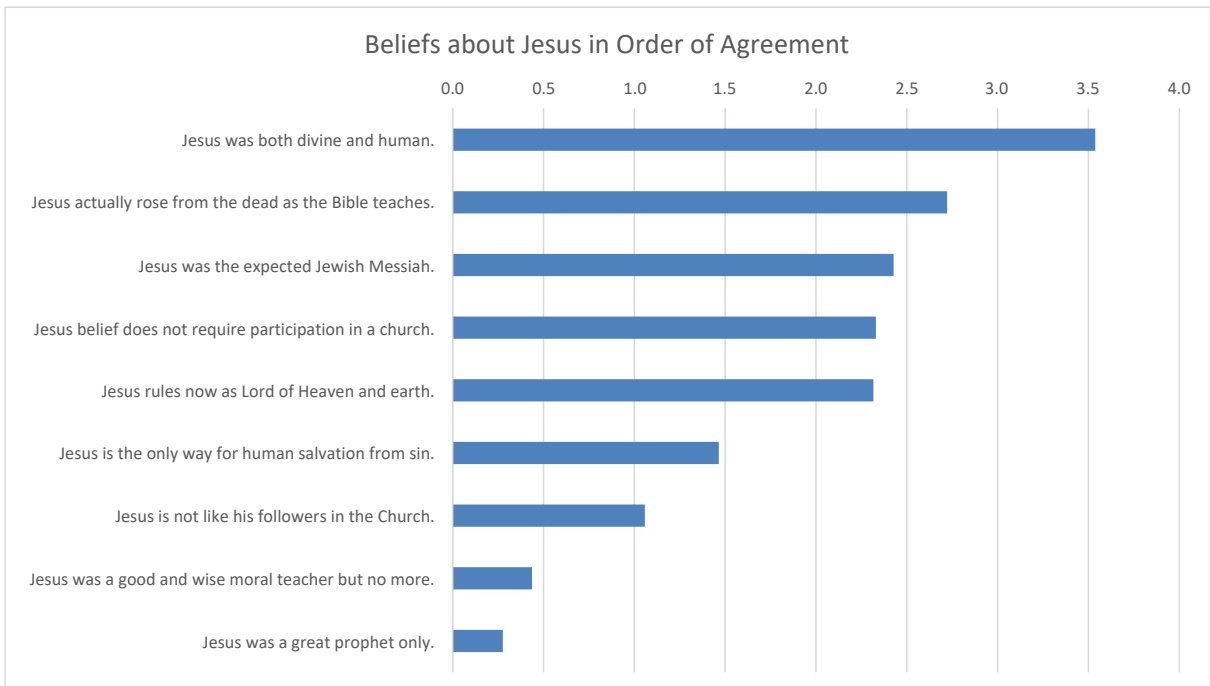
This report compares the answers on these belief statements between the 2012 and 2017 Quadrennium© surveys. These data will provide a sense of the changing trends on these social and moral belief statements, if any. In the chart that follows, the distance between the 2012 and 2017 agree statements is visualized. The longer the bar, either positive or negative the greater the shift on agreement. This provides a glimpse into changes on these issues between the two surveys.



Hint: What does this graph show? It compares the change in agreement between the 2012 Quadrennium Survey and the 2017 Quadrennium Survey for this study area. (It is not a comparison to the national profile.) Look for significant swings in either direction.

Beliefs about Jesus in Rank Order

Ranking	Concern	Ratio	Strength
1	Jesus was both divine and human.	3.5	Weak agreement
2	Jesus actually rose from the dead as the Bible teaches.	2.7	Weak agreement
3	Jesus was the expected Jewish Messiah.	2.4	Weak agreement
4	Jesus belief does not require participation in a church.	2.3	Weak agreement
5	Jesus rules now as Lord of Heaven and earth.	2.3	Weak agreement
6	Jesus is the only way for human salvation from sin.	1.5	Very weak agreement
7	Jesus is not like his followers in the Church.	1.1	Very weak agreement
8	Jesus was a good and wise moral teacher but no more.	0.4	Very weak agreement
9	Jesus was a great prophet only.	0.3	Very weak agreement



Beliefs about Social & Moral Values

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 study area.



the science that says humans are affecting the climate of the planet (i.e. climate change)	9.2%	10.1%	15.8%	27.4%	37.6%	
the US should pursue every avenue to stop illegal immigrants flowing into this country.	10.5%	17.3%	19.0%	28.2%	25.0%	
there is too much attention paid to race and racial issues in our country these days.	13.6%	19.8%	16.7%	28.8%	21.1%	
tolerance is necessary for social peace and wellbeing.	3.1%	6.9%	16.7%	37.2%	36.2%	
traditional marriage as a social institution is becoming obsolete.	12.5%	17.2%	23.6%	33.9%	12.9%	
we must be good stewards of the environment even if it means restricting natural resource development. (such as drilling for oil, fracking, etc.).	5.1%	10.9%	19.1%	33.1%	31.7%	
we need to promote sensible gun laws to reduce gun violence.	8.9%	10.3%	14.6%	29.8%	36.3%	
children are adequately taught good moral standards today.	31.7%	38.8%	16.8%	9.7%	3.2%	
believe religious communities should have to fully embrace LGBTQ persons (Lesbian, Gay, Bisexual, Transgender, Queer).	17.4%	18.3%	26.9%	17.3%	20.1%	
believe the government should be deeply involved in solving poverty.	7.2%	16.7%	20.2%	33.6%	22.4%	
I have great hope for the future of my own community (i.e. neighborhood, village, town).	2.7%	10.3%	28.8%	44.7%	13.5%	

Hint: The detail report indicates how people within the study area would likely respond to the statements about social and moral beliefs. Look for the distribution across the five categories. Use the illustrative graph next to each statement row to grasp where the largest percentage is found. Do the highest percentages lean toward the Strongly Agree or Disagree? Or is the No Opinion response greater than the other categories. If it is, what might that indicate?

Social and Moral Values

Study Area Compared to the National Average	Study Area			US Average			Comparative Index	
	Disagree	Agree	Point Distance	Disagree	Agree	Point Distance	Disagree	Agree
I believe...								
abortion should become illegal.	55.3%	26.3%	-29.0	53.3%	26.1%	-27.1	104	101
America has a moral responsibility to be a force for good in the world.	12.1%	66.8%	54.7	12.6%	64.9%	52.4	97	103
asking the rich to pay a higher tax rate is a way to establish economic justice.	25.7%	56.4%	30.7	22.5%	57.7%	35.2	114	98
children should be raised by a mother and father only, if possible.	41.9%	39.1%	-2.8	38.1%	39.6%	1.6	110	99
globalism (however you understand it) is a threat to our nation's economic future.	31.2%	32.2%	0.9	27.8%	33.8%	6.0	112	95
greater emphasis must be given to embracing our ethnic diversity.	16.6%	54.1%	37.5	16.6%	53.7%	37.2	100	101
marriage is a relationship between one man and one woman only.	43.8%	39.8%	-4.0	40.4%	41.8%	1.5	108	95
our society must give more attention to accomplishing economic justice.	15.9%	56.8%	40.8	14.1%	58.3%	44.2	113	97
race relations in the United States are generally good.	59.5%	20.1%	-39.4	55.1%	22.5%	-32.6	108	89
religion must play a primary role in shaping social morality.	34.2%	44.5%	10.4	32.9%	43.5%	10.6	104	102
same-sex marriage must remain legal and protected.	26.6%	53.6%	26.9	27.2%	49.4%	22.2	98	108
some form of amnesty program for illegal immigrants who have been working and living in this country should be implemented.	24.3%	53.6%	29.3	24.4%	52.1%	27.7	100	103
that the US is losing its place of world leadership.	14.4%	65.6%	51.3	14.8%	64.5%	49.7	97	102
the science that says humans are affecting the climate of the planet (i.e. climate change)	19.3%	64.9%	45.6	17.8%	62.8%	45.0	108	103
the US should pursue every avenue to stop illegal immigrants flowing into this country.	27.8%	53.2%	25.3	25.0%	54.5%	29.5	112	98

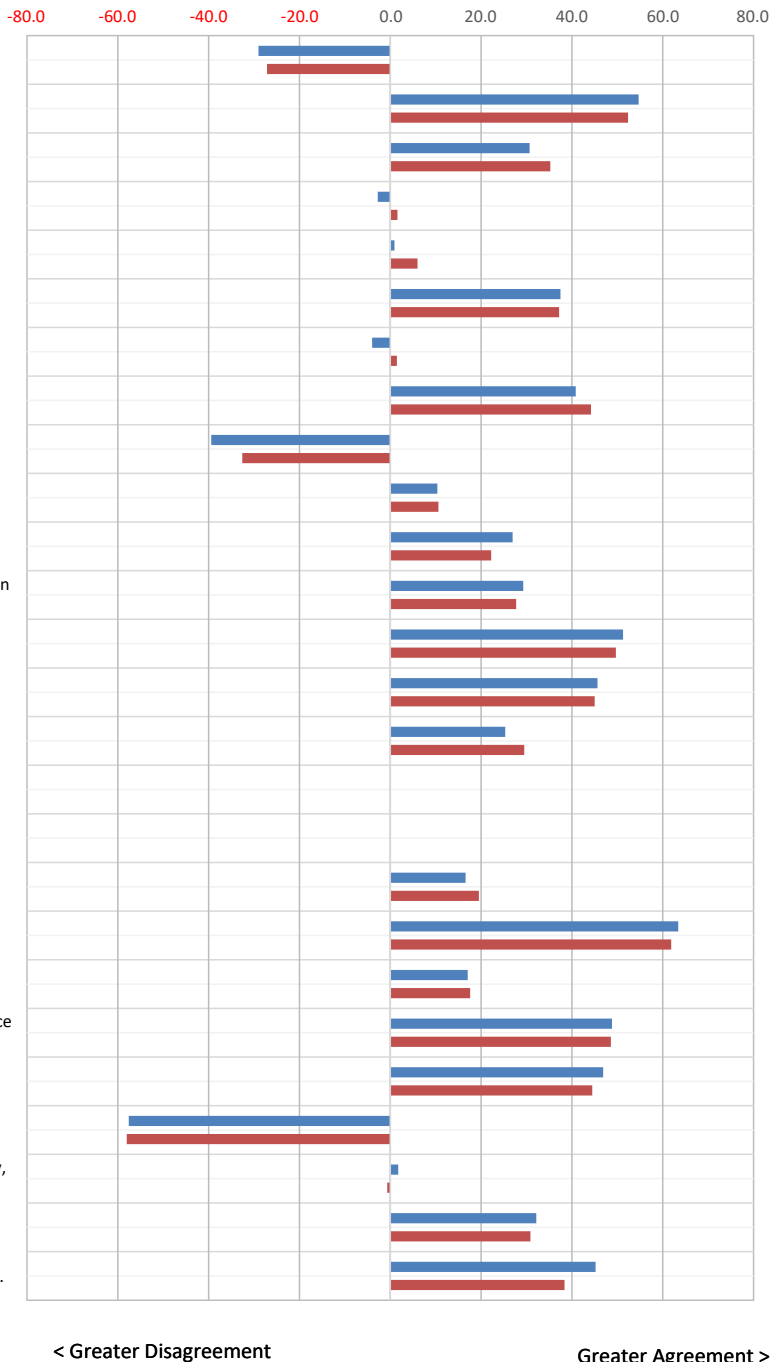
Study Area Compared to the National Average	Study Area			US Average			Comparative Index	
	Disagree	Agree	Point Distance	Disagree	Agree	Point Distance	Disagree	Agree
there is too much attention paid to race and racial issues in our country these days.	33.4%	50.0%	16.6	30.9%	50.4%	19.5	108	99
tolerance is necessary for social peace and wellbeing.	10.0%	73.4%	63.4	9.8%	71.7%	61.9	101	102
traditional marriage as a social institution is becoming obsolete.	29.7%	46.7%	17.1	28.0%	45.6%	17.6	106	103
we must be good stewards of the environment even if it means restricting natural resource development. (such as drilling for oil, fracking, etc.).	16.0%	64.8%	48.8	14.7%	63.3%	48.6	109	102
we need to promote sensible gun laws to reduce gun violence.	19.2%	66.1%	46.9	18.9%	63.4%	44.5	102	104
children are adequately taught good moral standards today.	70.4%	12.8%	-57.6	70.2%	12.2%	-58.0	100	106
believe religious communities should have to fully embrace LGBTQ persons (Lesbian, Gay, Bisexual, Transgender, Queer).	35.6%	37.4%	1.8	36.3%	35.6%	-0.7	98	105
believe the government should be deeply involved in solving poverty.	23.8%	56.0%	32.2	23.8%	54.7%	30.9	100	102
I have great hope for the future of my own community (i.e. neighborhood, village, town).	13.0%	58.2%	45.2	14.6%	53.0%	38.4	89	110

Hint: Use the Comparative Index to quickly see how your study area compares to the national average on each statement. If the Disagree numbers are red, then your study area is below the national average of those who disagree regarding that statement. Likewise, if the Agree is red, then your study area is below the national average of those who agreed with that statement. The opposite is true if either the Disagree or Agree numbers are green. If the numbers are green, they your study area is above the national average. If the Comparative Index has no color then you are very close to the national average. These comparisons help set context for your study area. The higher or lower the number on any particular statement, the greater is the study area's departure from the national average. These data help the person reading them understand better the social and moral beliefs of the study area.

Direction & Strength of Social and Moral Beliefs Compared to National Average

■ Study Area ■ US Average

I believe...



< Greater Disagreement

Greater Agreement >

Hint: This chart visualizes the general trend in social and moral beliefs. It calculates the distance between the "agrees" and the "disagrees". There are three things to learn from it. First what direction are the bars going? If they are going to the left, it means the general trend is to disagree. If to the right, the trend is to agree. The second thing to learn is how far the agree or disagree trend is moving. The longer the bars are, the stronger the trend in either direction. Finally, this graph also compares the study area to the national average on each of these beliefs.

Social and Moral Values

Study Area Comparison between 2012 & 2017

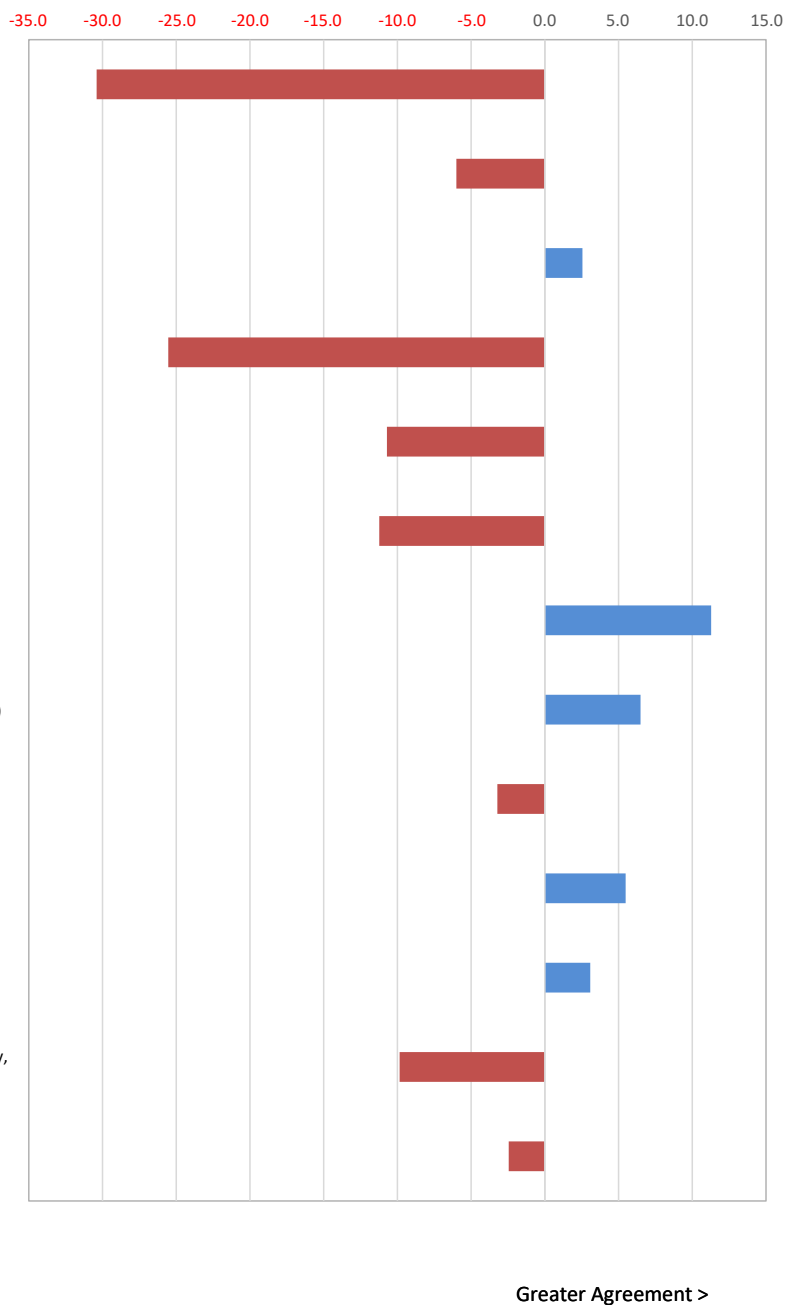
	2012			2017			Point Change Between Surveys		
	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree

I believe... *Note not all items on 2012 were on 2017 and not all on 2017 were on 2012. Only same items are compared.*

abortion should become illegal.	29.3%	14.1%	56.7%	55.3%	18.5%	26.3%	26.0	4.4	-30.4
America has a moral responsibility to be a force for good in the world.	12.8%	14.4%	72.8%	12.1%	21.1%	66.8%	-0.6	6.6	-6.0
asking the rich to pay a higher tax rate is a way to establish economic justice.	30.6%	15.5%	53.8%	25.7%	17.9%	56.4%	-4.9	2.3	2.6
children should be raised by a mother and father only, if possible.	18.9%	16.5%	64.7%	41.9%	19.0%	39.1%	23.0	2.5	-25.5
marriage is a relationship between one man and one woman only.	37.7%	11.8%	50.5%	43.8%	16.4%	39.8%	6.1	4.6	-10.7
religion must play a primary role in shaping social morality.	24.1%	20.2%	55.8%	34.2%	21.3%	44.5%	10.0	1.2	-11.2
same-sex marriage must remain legal and protected.	38.3%	19.5%	42.3%	26.6%	19.9%	53.6%	-11.7	0.4	11.3
the science that says humans are affecting the climate of the planet (i.e. climate change)	23.0%	18.6%	58.4%	19.3%	15.8%	64.9%	-3.7	-2.8	6.5
tolerance is necessary for social peace and wellbeing.	10.9%	12.5%	76.6%	10.0%	16.7%	73.4%	-0.9	4.2	-3.2
traditional marriage as a social institution is becoming obsolete.	36.7%	22.0%	41.3%	29.7%	23.6%	46.7%	-7.1	1.6	5.5
children are adequately taught good moral standards today.	81.1%	9.2%	9.7%	70.4%	16.8%	12.8%	-10.7	7.6	3.1
believe religious communities should have to fully embrace LGBTQ persons (Lesbian, Gay, Bisexual, Transgender, Queer).	27.4%	25.4%	47.2%	35.6%	26.9%	37.4%	8.3	1.5	-9.9
believe the government should be deeply involved in solving poverty.	26.8%	14.9%	58.4%	23.8%	20.2%	56.0%	-3.0	5.3	-2.5

Hint: This report compares the answers on these belief statements between the 2012 and 2017 Quadrenium© surveys. These data will provide a sense of the changing trends on these social and moral belief statements, if there any. In the chart that follows, the distance between the 2012 and 2017 agree statements is visualized. The longer the bar, either positive or negative the greater the shift on agreement. This provides a glimps into changes on these issues between the two surveys.

Trends in Social and Moral Beliefs Between 2012 & 2017

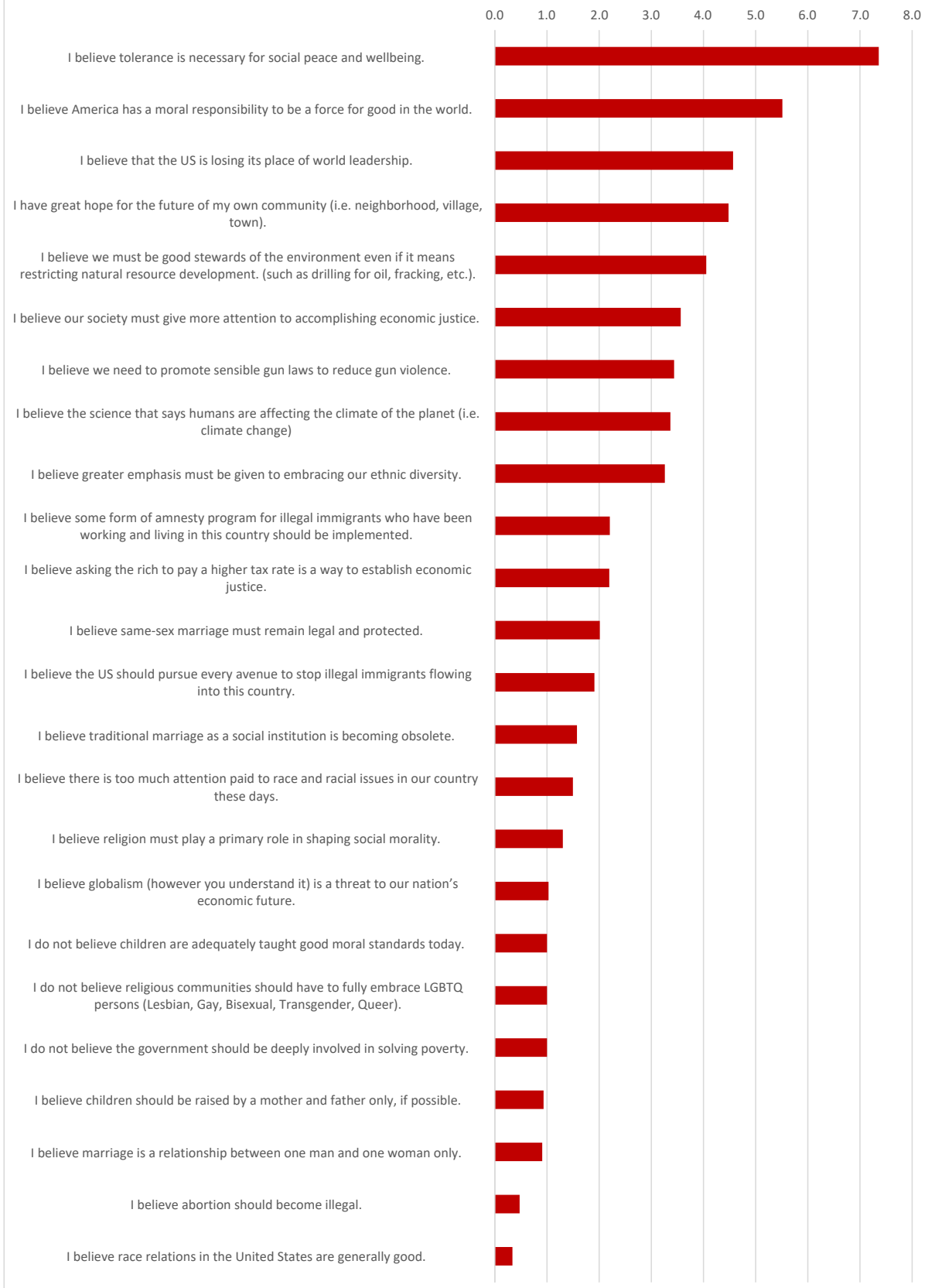


Hint: What does this graph show? It compares the change in agreement between the 2012 Quadrennium Survey and the 2017 Quadrennium Survey for this study area. (It is not a comparison to the national profile.) Look for significant swings in either direction.

Social and Moral Beliefs by Strength of Importance

Ranking	Concern	Ratio	Strength
1	I believe tolerance is necessary for social peace and wellbeing.	7.4	Very strong agreement
2	I believe America has a moral responsibility to be a force for good in the world.	5.5	Somewhat strong agreement
3	I believe that the US is losing its place of world leadership.	4.6	Somewhat strong agreement
4	I have great hope for the future of my own community (i.e. neighborhood, village, town).	4.5	Somewhat strong agreement
5	I believe we must be good stewards of the environment even if it means restricting natural resource development. (such as drilling for oil, fracking, etc.).	4.1	Somewhat strong agreement
6	I believe our society must give more attention to accomplishing economic justice.	3.6	Very weak agreement
7	I believe we need to promote sensible gun laws to reduce gun violence.	3.4	Very weak agreement
8	I believe the science that says humans are affecting the climate of the planet (i.e. climate change)	3.4	Very weak agreement
9	I believe greater emphasis must be given to embracing our ethnic diversity.	3.3	Very weak agreement
10	I believe some form of amnesty program for illegal immigrants who have been working and living in this country should be implemented.	2.2	Very weak agreement
11	I believe asking the rich to pay a higher tax rate is a way to establish economic justice.	2.2	Very weak agreement
12	I believe same-sex marriage must remain legal and protected.	2.0	Very weak agreement
13	I believe the US should pursue every avenue to stop illegal immigrants flowing into this country.	1.9	Very weak agreement
14	I believe traditional marriage as a social institution is becoming obsolete.	1.6	Very weak agreement
15	I believe there is too much attention paid to race and racial issues in our country these days.	1.5	Very weak agreement
16	I believe religion must play a primary role in shaping social morality.	1.3	Very weak agreement
17	I believe globalism (however you understand it) is a threat to our nation's economic future.	1.0	Very weak agreement
18	I do not believe children are adequately taught good moral standards today.	1.0	Very weak agreement
19	I do not believe religious communities should have to fully embrace LGBTQ persons (Lesbian, Gay, Bisexual, Transgender, Queer).	1.0	Very weak agreement
20	I do not believe the government should be deeply involved in solving poverty.	1.0	Very weak agreement
21	I believe children should be raised by a mother and father only, if possible.	0.9	Very weak agreement
22	I believe marriage is a relationship between one man and one woman only.	0.9	Very weak agreement
23	I believe abortion should become illegal.	0.5	Very weak agreement
24	I believe race relations in the United States are generally good.	0.3	Very weak agreement

Social and Moral Beliefs in Order of Agreement



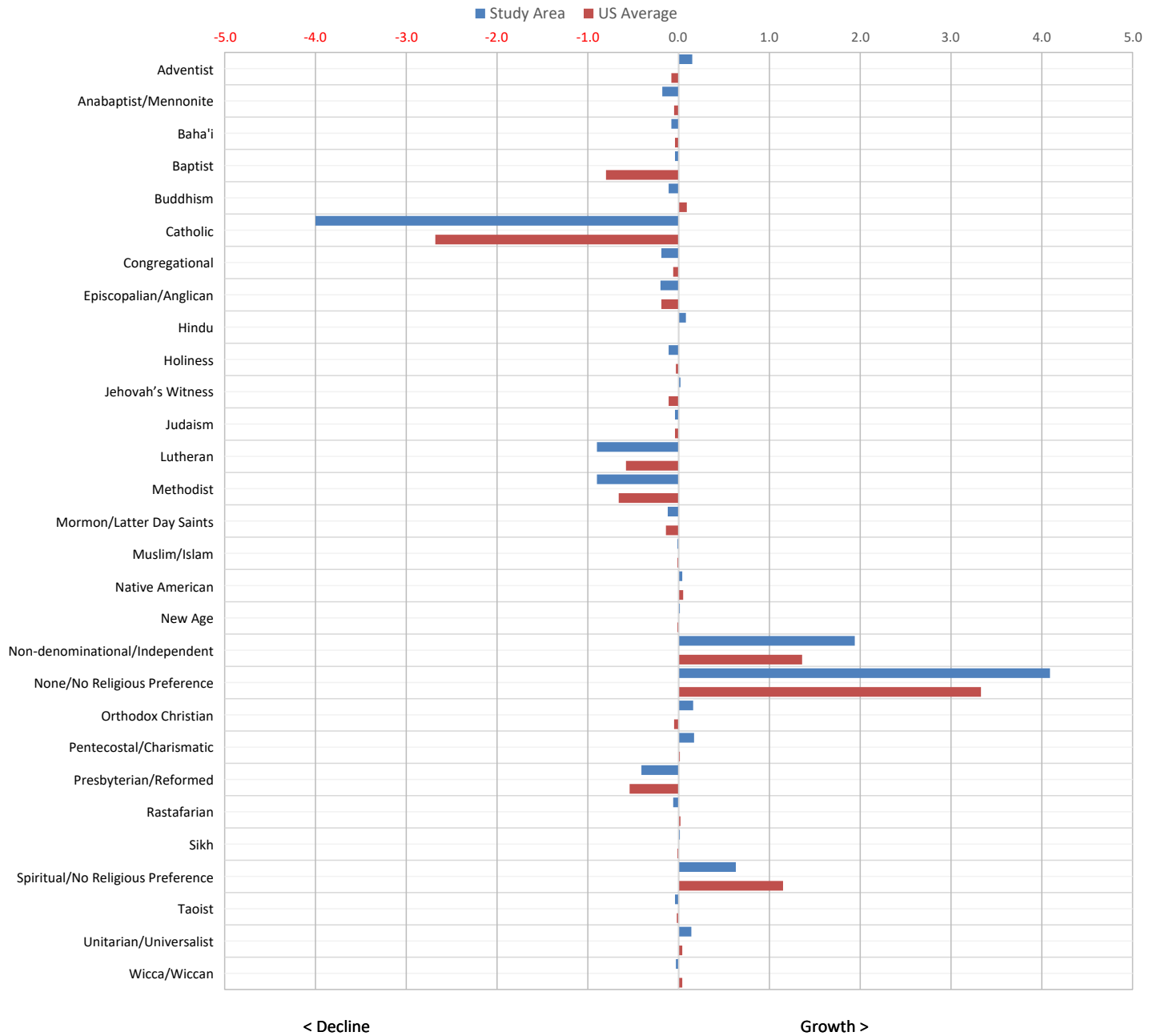
Religious Preferences

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

Study Area Compared to National Average	Religious Preferences						Comparative Index	
	Study Area			US Average			10 Years Prior	Now
	10 Years Prior	Now	Point Change	10 Years Prior	Now	Point Change	10 Years Prior	Now
Adventist	0.3%	0.5%	0.2	0.7%	0.6%	-0.1	49	80
Anabaptist/Mennonite	0.2%	0.0%	-0.2	0.2%	0.2%	-0.1	96	22
Baha'i	0.1%	0.0%	-0.1	0.2%	0.2%	-0.0	63	27
Baptist	5.3%	5.3%	-0.0	10.3%	9.5%	-0.8	52	56
Buddhism	0.8%	0.7%	-0.1	1.1%	1.2%	0.1	76	61
Catholic	30.2%	26.2%	-4.0	24.1%	21.4%	-2.7	125	122
Congregational	1.2%	1.0%	-0.2	0.9%	0.8%	-0.1	138	125
Episcopalian/Anglican	0.9%	0.7%	-0.2	1.7%	1.5%	-0.2	54	47
Hindu	0.7%	0.8%	0.1	0.7%	0.7%	0.0	103	114
Holiness	0.2%	0.1%	-0.1	0.4%	0.4%	-0.0	42	14
Jehovah's Witness	0.1%	0.1%	0.0	0.4%	0.3%	-0.1	32	52
Judaism	4.5%	4.5%	-0.0	3.6%	3.6%	-0.0	124	124
Lutheran	9.8%	8.9%	-0.9	5.2%	4.6%	-0.6	189	193
Methodist	6.8%	5.9%	-0.9	5.8%	5.1%	-0.7	118	116
Mormon/Latter Day Saints	0.4%	0.3%	-0.1	1.5%	1.4%	-0.1	29	23
Muslim/Islam	0.4%	0.4%	-0.0	0.4%	0.4%	-0.0	110	110
Native American	0.0%	0.1%	0.0	0.1%	0.2%	0.1	21	37
New Age	0.1%	0.1%	0.0	0.3%	0.3%	-0.0	41	46
Non-denominational/Independent	6.4%	8.3%	1.9	6.2%	7.6%	1.4	103	110
None/No Religious Preference	21.2%	25.3%	4.1	26.1%	29.4%	3.3	81	86
Orthodox Christian	1.8%	1.9%	0.2	1.6%	1.5%	-0.1	111	125
Pentecostal/Charismatic	1.4%	1.6%	0.2	2.0%	2.0%	0.0	68	76
Presbyterian/Reformed	3.8%	3.4%	-0.4	3.2%	2.6%	-0.5	120	129
Rastafarian	0.1%	0.0%	-0.1	0.0%	0.1%	0.0	200	0
Sikh	0.2%	0.2%	0.0	0.1%	0.1%	-0.0	229	283
Spiritual/No Religious Preference	2.1%	2.7%	0.6	2.4%	3.5%	1.2	86	76
Taoist	0.1%	0.0%	-0.0	0.1%	0.1%	-0.0	100	60
Unitarian/Universalist	0.6%	0.7%	0.1	0.3%	0.4%	0.0	178	197
Wicca/Wiccan	0.2%	0.2%	-0.0	0.5%	0.5%	0.0	37	28

Hint: Respondents were asked to indicate their religious preference, if any for both 10 years ago and now. The report provides both data points plus a calculation of the change between the two points. Of course this report requires someone to recall their religious preference, if any, 10 years ago. But the value is in what they believed to be their preference then and now. If the point change column is red, it means fewer respondents preferred a particular tradition today than 10 years ago. If the point change column is black, it means more respondents indicated that they embraced a religious preference more today than 10 years ago. Ultimately, this will show trends, which will be expressed below. Finally, like many of the other reports, this report compares the study area to the national average responses. The Comparative Indexes reveal whether the study area averages are higher or lower than the national average.

Direction & Strength of Religious Preferences Compared to National Average

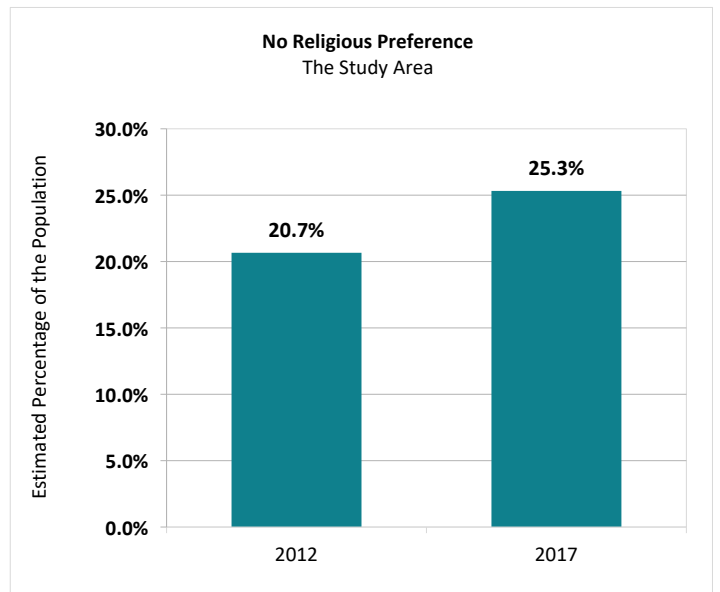
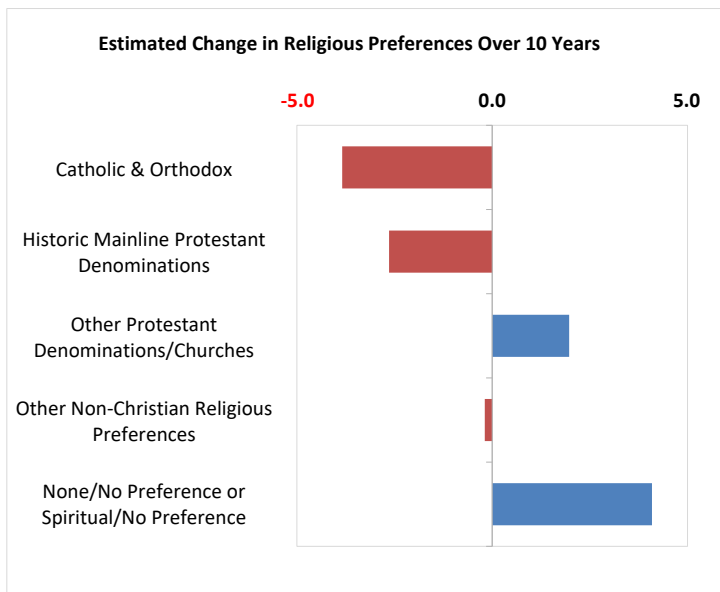


Hint: Bars moving to the right indicate an estimated increase in affiliation for a denomination. Bars moving to the left indicated an estimated decline in affiliation for a denomination.

Summary Religious Preferences: Christian and Other

Study Area Compared to National Average	Study Area			US Average			Comparative Index	
	10 Years Prior	Now	Point Change	10 Years Prior	Now	Point Change	10 Years Prior	Now
Catholic & Orthodox	31.9%	28.1%	-3.8	25.6%	22.9%	-2.7	124	123
Historic Mainline Protestant Denominations	27.9%	25.3%	-2.6	27.0%	24.2%	-2.8	103	104
Other Protestant Denominations/Churches	8.5%	10.4%	2.0	9.5%	10.7%	1.2	89	97
Total: Christian Religious Preferences	68.3%	63.8%	-4.5	62.2%	57.9%	-4.4	110	110
Other Non-Christian Religious Preferences	8.3%	8.1%	-0.2	9.3%	9.2%	-0.1	90	89
None/No Preference or Spiritual/No Preference	23.3%	28.0%	4.7	28.5%	33.0%	4.5	82	85

Hint: This report summarizes the fuller religious preference report by gathering the many different religious traditions into more general categories. This brings into focus where growth and/or decline is happening.



Hint: The graph on the left visualizes the growth or decline of the major categories of the different religious traditions in the study area. The graph on the right shows the significance of the population that indicated their preference was "none" or "nopreference."

Note: **Historic Mainline Protestant** includes Baptist, Congregational, Episcopal, Lutheran, Methodist and Presbyterian/Reformed.

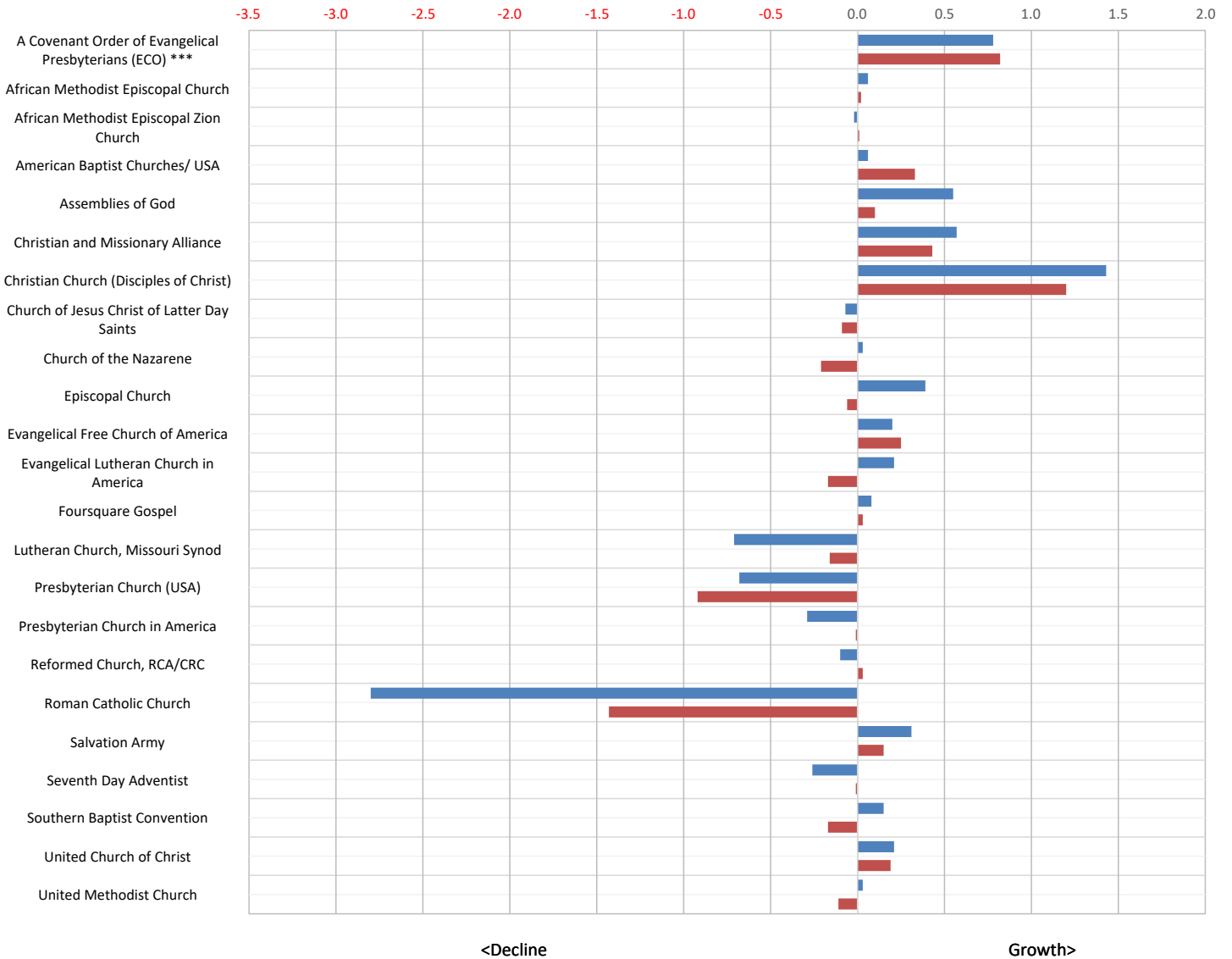
Denominational Affiliations

Some people within a study area 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 Compared to National Average	Denominations								
	Study Area			US Average			Comparative Index		
	10 Years Prior	Now	Point Change	10 Years Prior	Now	Point Change	10 Years Prior	Now	
A Covenant Order of Evangelical Presbyterians (ECO) ***	0.0%	0.8%	0.8	0.0%	0.8%	0.8		95	
African Methodist Episcopal Church	0.2%	0.2%	0.1	0.8%	0.8%	0.0	21	29	
African Methodist Episcopal Zion Church	0.2%	0.2%	-0.0	0.3%	0.3%	0.0	55	47	
American Baptist Churches/ USA	4.6%	4.6%	0.1	7.8%	8.1%	0.3	59	57	
Assemblies of God	2.3%	2.8%	0.6	3.2%	3.3%	0.1	71	86	
Christian and Missionary Alliance	1.4%	2.0%	0.6	1.6%	2.0%	0.4	88	98	
Christian Church (Disciples of Christ)	7.2%	8.6%	1.4	7.9%	9.1%	1.2	91	94	
Church of Jesus Christ of Latter Day Saints	0.8%	0.7%	-0.1	2.7%	2.6%	-0.1	30	28	
Church of the Nazarene	0.5%	0.5%	0.0	0.9%	0.7%	-0.2	51	71	
Episcopal Church	1.5%	1.9%	0.4	3.0%	3.0%	-0.1	50	64	
Evangelical Free Church of America	1.8%	2.0%	0.2	1.4%	1.7%	0.3	127	120	
Evangelical Lutheran Church in America	5.8%	6.0%	0.2	3.3%	3.1%	-0.2	175	192	
Foursquare Gospel	0.2%	0.2%	0.1	0.5%	0.5%	0.0	34	48	
Lutheran Church, Missouri Synod	8.4%	7.7%	-0.7	4.8%	4.6%	-0.2	177	167	
Presbyterian Church (USA)	4.5%	3.8%	-0.7	4.6%	3.7%	-0.9	99	105	
Presbyterian Church in America	0.8%	0.5%	-0.3	1.1%	1.1%	-0.0	74	47	
Reformed Church, RCA/CRC	1.4%	1.3%	-0.1	0.8%	0.9%	0.0	167	150	
Roman Catholic Church	41.5%	38.7%	-2.8	34.3%	32.9%	-1.4	121	118	
Salvation Army	0.9%	1.2%	0.3	1.1%	1.2%	0.2	82	98	
Seventh Day Adventist	0.5%	0.3%	-0.3	0.8%	0.8%	-0.0	70	37	
Southern Baptist Convention	2.6%	2.8%	0.2	6.6%	6.4%	-0.2	40	43	
United Church of Christ	2.8%	3.0%	0.2	2.6%	2.7%	0.2	108	108	
United Methodist Church	10.4%	10.4%	0.0	10.0%	9.9%	-0.1	104	105	

Trends in Denominational Affiliation Compared to National Average

■ Study Area ■ US Average



Hint: Bars moving to the right indicate an estimated increase in affiliation for a denomination. Bars moving to the left indicated an estimated decline in affiliation for a denomination.

Note: ***A Covenant Order of Evangelical Presbyterians (ECO) is a new denomination that has emerged since the 2012 survey. So any increase is due to the fact that they did not exist before. Therefore the significance of the change must be interpreted in light of this fact.

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.

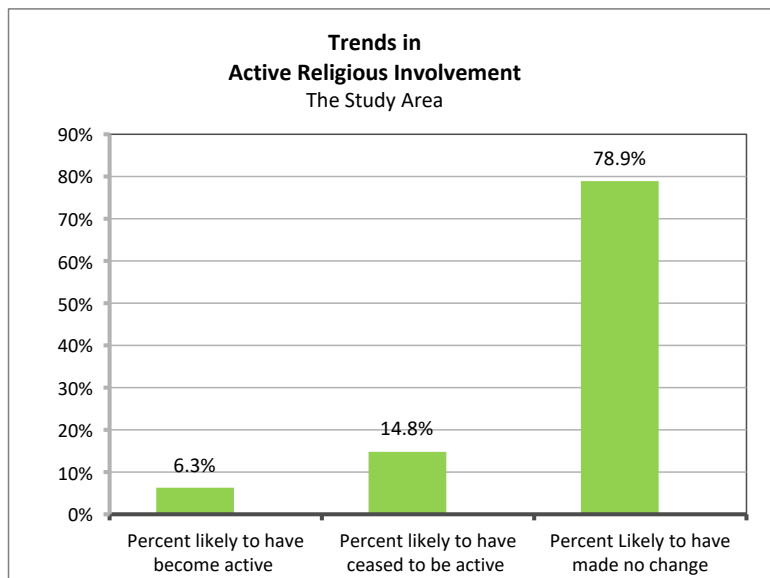
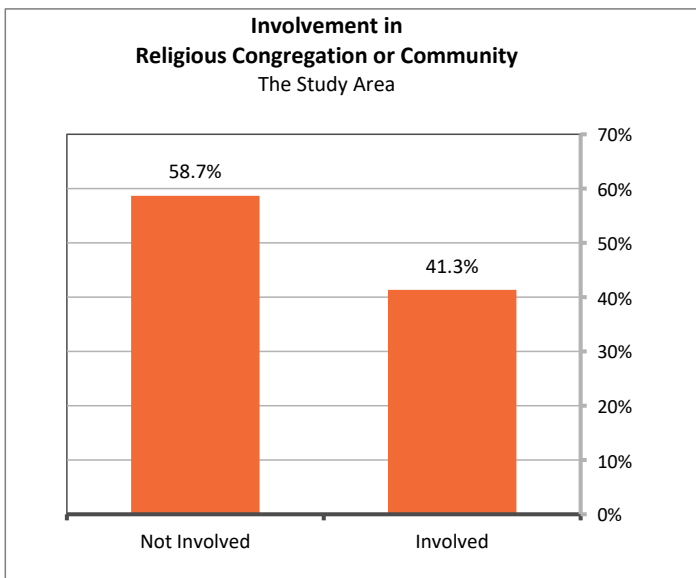
Activity in a Religious Congregation or Community

Study Area Compared to National Average	Study Area	US Average	Comparative Index
	Involvement		
Projected percentage involved	41.3%	34.7%	119
Projected percentage NOT involved	58.7%	65.3%	90
Estimated change of those involved over prior 10 years (point change)	-8.5	-9.9	

Hint: This table presents the percentage of the population in the study area likely to either be involved or not be involved in a religious congregation or community. It also compares these two data points to the national average. Notice whether this study area is more involved or less involved than the national average. Also notice the opposite. are more projected not to be involved than nationally or is the projection for greater involvement. One other item to consider is the Estimated (point) Change over 10 years. This number looks at how respondents answered the question about involvement both currently and 10 years ago. If this number is negative, it means it is likely that the level of involvement is declining in the study area. Again, compare this to the national change.

	Study Area	US Average	Comparative Index
Directional Change in Involvement			
Percent likely to have become active	6.3%	5.1%	124
Percent likely to have ceased to be active	14.8%	15.0%	99
Percent Likely to have made no change	78.9%	79.9%	99
Net Change in direction of activity	-8.5	-9.9	

Hint: In what direction is it likely that religious activity is going in the study area? This table reflects how respondents answered a question about activity in a religious congregation or community. If they answered they were involved 10 years ago, but not today, then it is reflected in the "Percently likely to have ceased to be active. Conversely if they said they were not active 10years ago, but are now, this is reflected in the "Percent likely to have become active". Given these two numbers, what direction is activity in a religious community likely to be moving. This is captured in the "Net Change in direction of activity." If the number is red, it means that those ceasing to be active is greater than those becoming active. Again, also compare the study area to the national average.



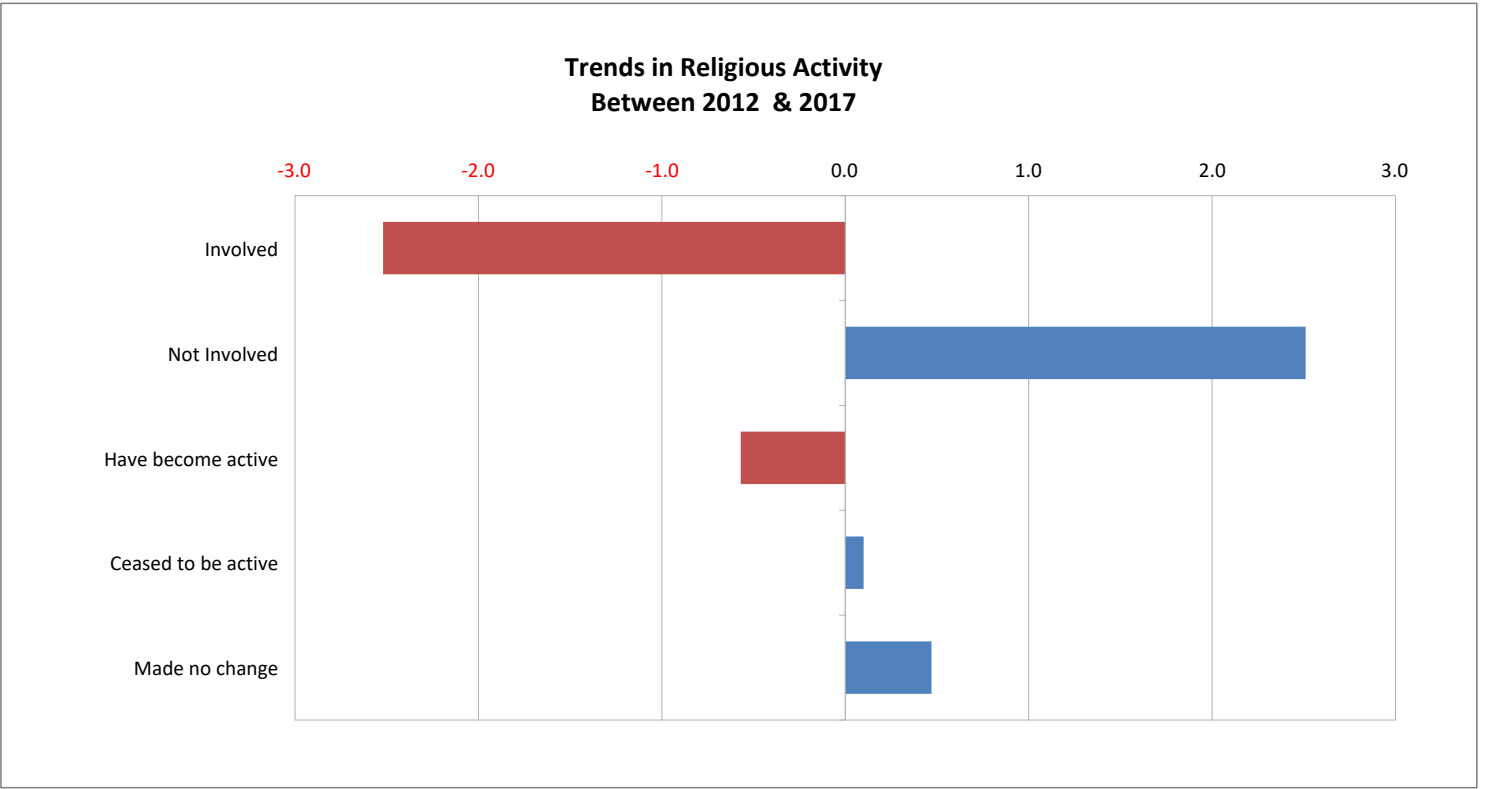
Activity in a Religious Congregation or Community

Study Area Comparison between 2012 & 2017

	2012	2017	Point Change Between Surveys
Involvement			
Projected percentage involved	43.9%	41.3%	-2.5
Projected percentage NOT involved	56.2%	58.7%	2.5

	2012	2017	Point Change Between Surveys
Directional Change in Involvement			
Percent likely to have become active	6.9%	6.3%	-0.6
Percent likely to have ceased to be active	14.7%	14.8%	0.1
Percent Likely to have made no change	78.4%	78.9%	0.5

Hint: Both of these tables compare the level of involvement today and the direction of active involvement reviewed above and then compare the same data from 5 years ago in the 2012 Survey.



Hint: What does this graph show? It compares the change in agreement between the 2012 Quadrennium Survey and the 2017 Quadrennium Survey for this study area. (It is not a comparison to the national profile.) Look for significant swings in either direction.

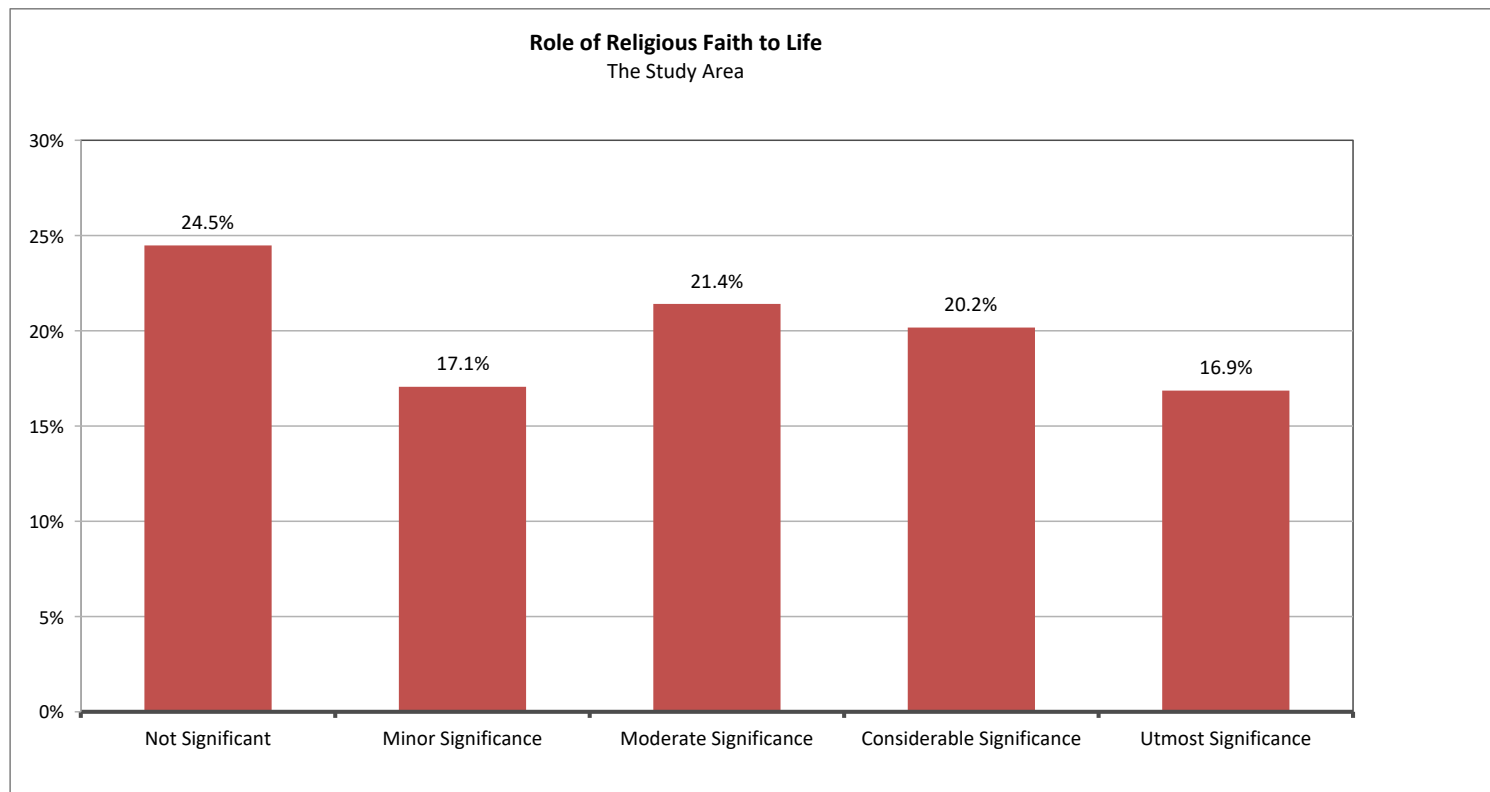
Projected Role of Religious Faith to Life

Study Area Compared to National Average	Study Area	US Average	Comparative Index
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Level of Significance

Not Significant	24.5%	27.4%	90
Minor Significance	17.1%	15.0%	114
Moderate Significance	21.4%	20.0%	107
Considerable Significance	20.2%	18.2%	111
Utmost Significance	16.9%	19.5%	87

Hint: Respondents were asked how significant of a role religious faith was in their life, including the option to say not at all. This report provides the detail level as well as comparing that detail to the national averages on each possible choice. This will provide what is likely to be the level of significance faith plays in the life of the study area. The following chart graphically displays the detail for the study area.



Projected Role of Religious Faith to Life

Study Area Compared to National Average

Study Area

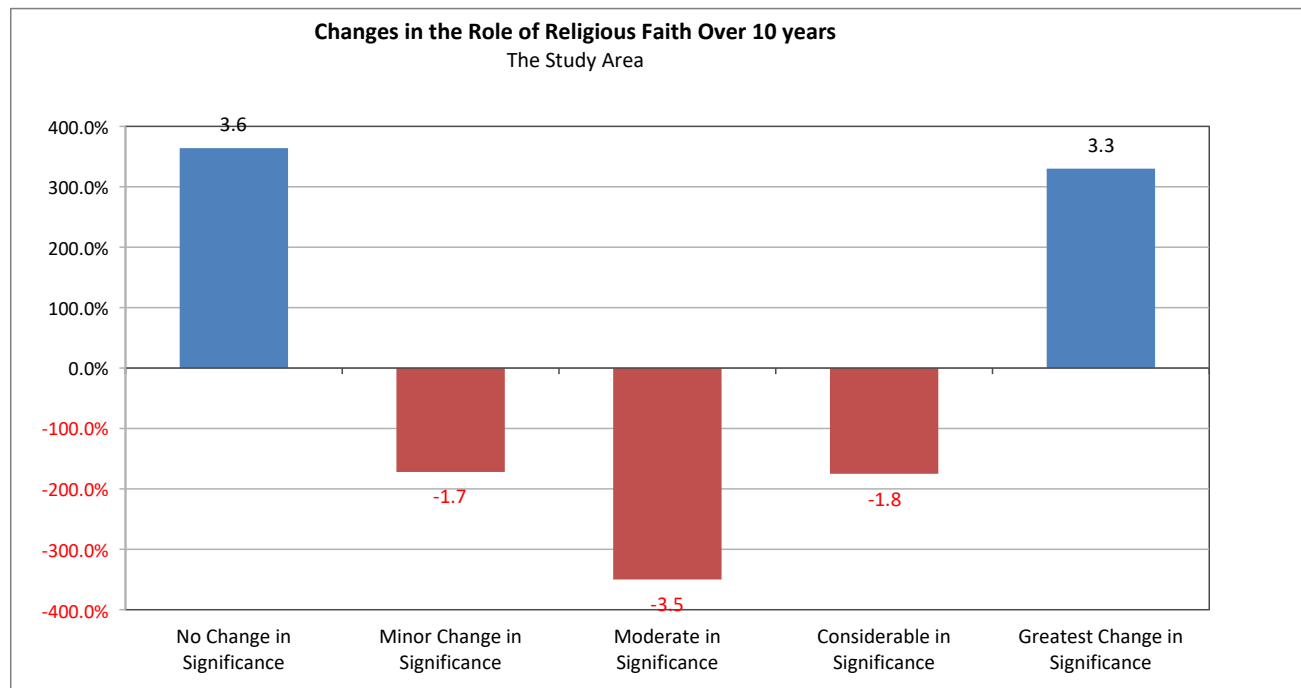
US Average

Comparative Index

Change in the role of religious faith over 10 years:

No Change in Significance	3.6	2.7	134
Minor Change in Significance	-1.7	-1.2	143
Moderate in Significance	-3.5	-3.2	110
Considerable in Significance	-1.8	-1.6	110
Greatest Change in Significance	3.3	3.3	102

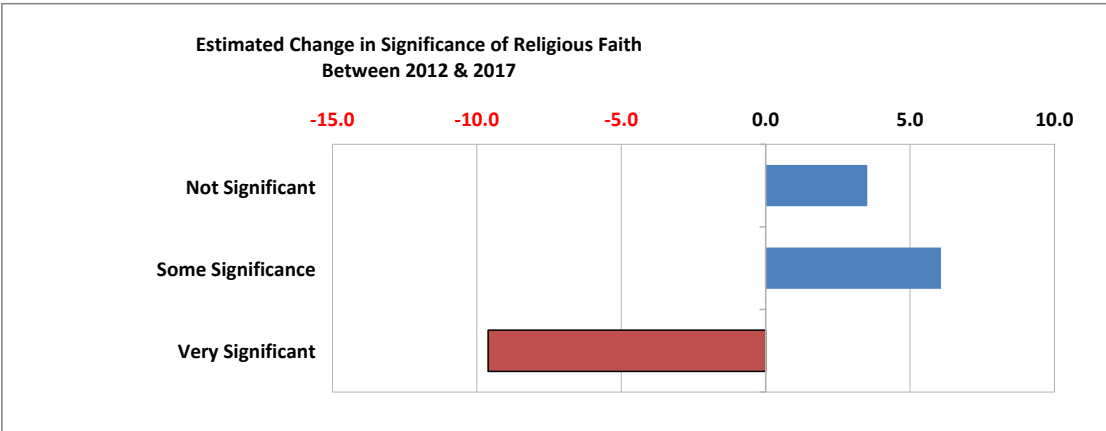
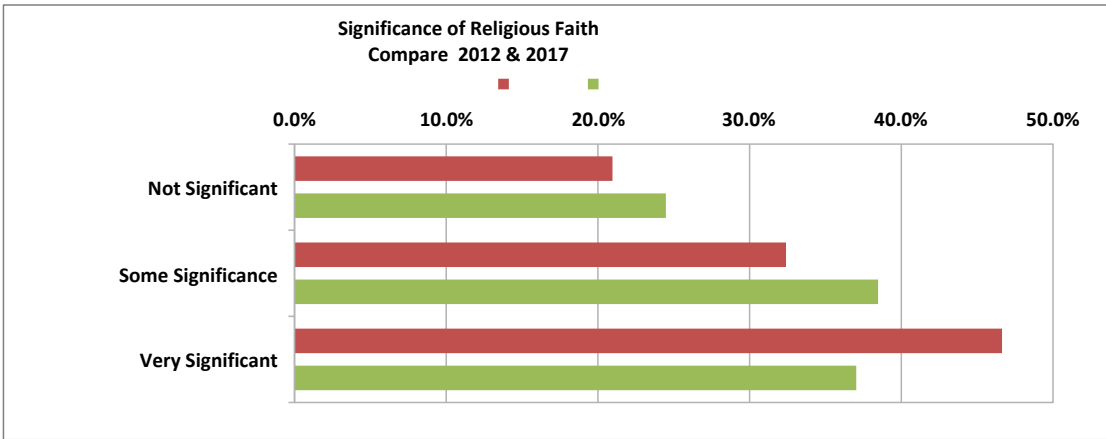
Hint: Here the projected role of religious faith to life is considered from a trend point of view. Respondents were asked to indicate the level of significance, at both now and 10 years ago. This report shows the changes. If a number is red, it means a decline in the statement of significance. If they are black, it means that there has been an increase. Positive numbers for Considerable or Greatest Change in Significance suggests that faith has become more important to persons in the study area. Again, compare this to the national average. The graphic below presents the direction and strength of change.



Projected Role of Religious Faith to Life

Study Area Compared to Same Area in 2017	2012	2017	Point Change
Level of Significance			
Not Significant	21.0%	24.5%	3.5
Some Significance	32.4%	38.5%	6.1
Very Significant	46.6%	37.0%	-9.6

Hint: This report compares the level of significance between the 2012 and 2017 Quadrenium© surveys. These data will provide a sense of the changing trends on role of religious faith to life, if there any.



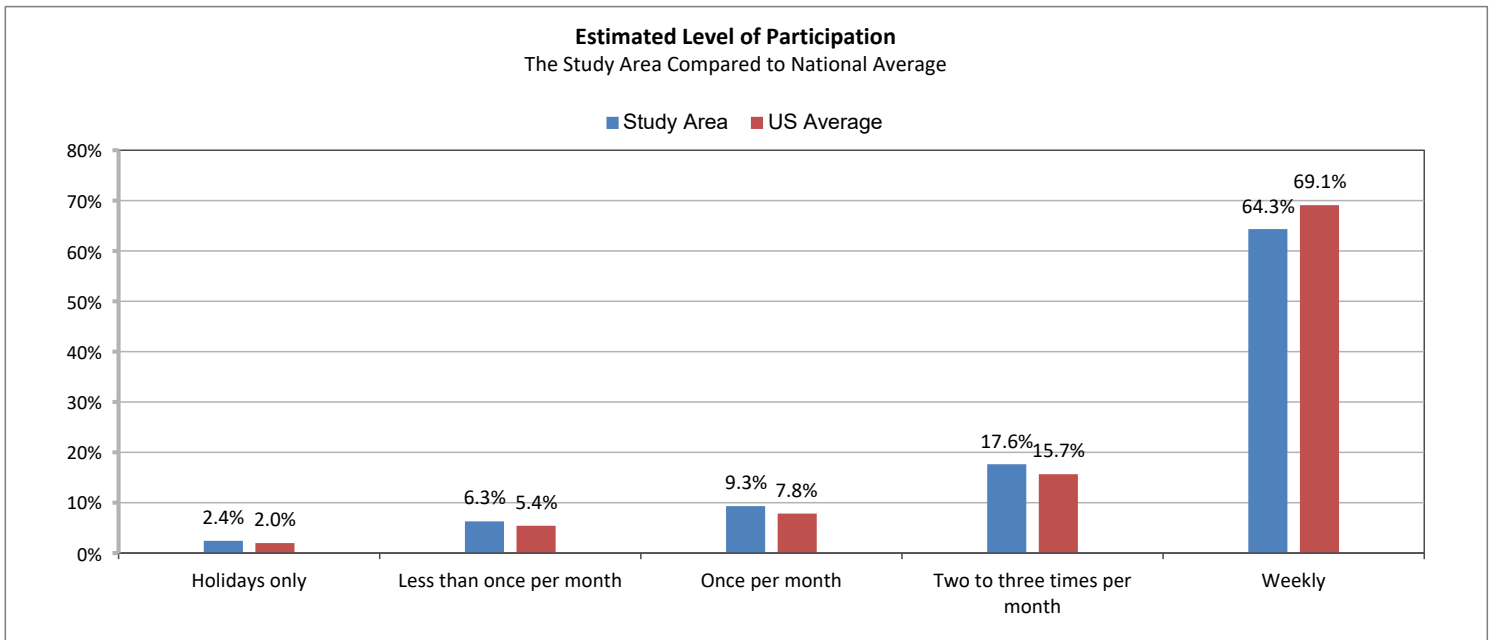
Hint: These two graphs visually present the change in the significance of religious faith between the 2012 and 2017 surveys. Look for categories that lost significance and for those that gained significance. In most cases, an increase in one or more will at the expense of one or more others.

Level of Participation in Religious Faith

Study Area Compared to National Average

	Study Area	US Average	Comparative Index
<i>Of those who indicated participation</i>			
Holidays only	2.4%	2.0%	123
Less than once per month	6.3%	5.4%	116
Once per month	9.3%	7.8%	119
Two to three times per month	17.6%	15.7%	113
Weekly	64.3%	69.1%	93

Hint: ON this final report on participation in religious faith, the focus is only on those who indicated in the survey that they did in fact participate in a religious congregation or community. Those who indicated no participation in a religious congregation or community were screened out. As before, the study area percentages are compared to the national average. The graphic below visualizes the data.



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

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