

## The Quadrennium Report

Prepared for: Michigan Area  
Study area: State: Michigan

Date of Report: 8/20/2015  
Quad Project Version: 2012

### About the NEW Quadrennium Project Report

The Quadrennium Project Report provides a projection of likely religious beliefs, preferences and practices for a defined study area. It is based upon the Quadrennium Project national survey conducted by MissionInsite. While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current.

### How to read the Quadrennium Report

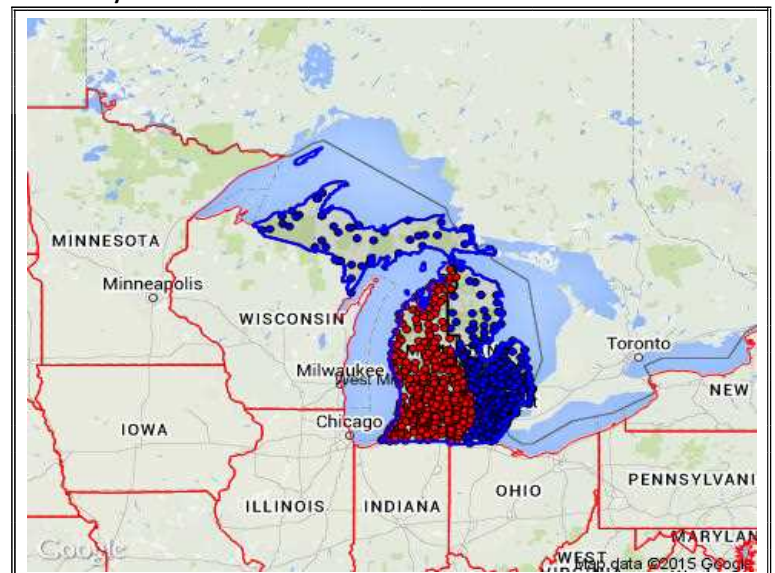
The NEW Quadrennium Project report is divided into three sections, each providing a different approach to the data.

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

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

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

### The Study Area



### More Information

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

### White Paper

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

## StoryView

### Significant Indicators of Religious Beliefs, Preferences & Practices

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

## ThemeView

Prepared for: Michigan Area  
 Study Area: State: Michigan  
 Quadrennium Report Region: Midwest  
 Date of Report: 8/20/2015  
 Quad Project Version: 2012

## Beliefs Landscape

### Beliefs about God

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

	Study Area		US Average		Comparative Index	
	Disagree	Agree	Disagree	Agree	Disagree	Agree
Everyone and everything is god	43.6%	28.1%	43.9%	27.9%	99	101
God is a higher state of consciousness that people may achieve	32.8%	36.5%	33.5%	37.3%	98	98
God is love and invites the world into a loving relationship	8.6%	<b>73.0%</b>	10.2%	<b>71.0%</b>	<b>84</b>	103
God is the full realization of human potential	23.5%	43.1%	25.3%	42.3%	93	102
I believe God created the world but takes no further part in it	<b>68.8%</b>	8.7%	<b>67.8%</b>	9.7%	101	<b>90</b>
I believe in more than one god, i.e. many gods	<b>75.1%</b>	6.5%	<b>75.0%</b>	7.0%	100	92
I believe in Nature and/or spirits in Nature	27.0%	44.9%	26.5%	45.2%	102	99
I don't believe a god exists; the material universe is all that is	<b>76.7%</b>	9.9%	<b>74.5%</b>	10.9%	103	90
I have a personal relationship with one living God, who is Lord and Savior	16.8%	<b>65.5%</b>	19.4%	<b>63.5%</b>	<b>87</b>	103
I'm unsure/undecided about whether a god exists	<b>72.4%</b>	13.8%	<b>70.5%</b>	15.1%	103	91

### Beliefs about Jesus

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

	Study Area		US Average		Comparative Index	
	Disagree	Agree	Disagree	Agree	Disagree	Agree
Jesus actually rose from the dead as the Bible teaches	12.0%	<b>63.9%</b>	14.6%	<b>61.8%</b>	<b>82</b>	103
Jesus belief does not require participation in a church	24.2%	56.0%	24.9%	53.7%	97	104
Jesus is both divine and human	11.7%	<b>63.6%</b>	14.4%	<b>60.3%</b>	<b>81</b>	106
Jesus is not like his followers in the Church	24.7%	33.3%	24.0%	35.0%	103	95
Jesus is the only way for human salvation from sin	20.5%	56.0%	24.0%	53.7%	<b>86</b>	104
Jesus rules now as Lord of Heaven and earth	16.3%	56.5%	19.5%	54.1%	<b>84</b>	104
Jesus was just a good moral teacher and no more	<b>62.5%</b>	14.1%	<b>60.1%</b>	16.3%	104	<b>86</b>
Jesus was the expected Jewish Messiah	11.6%	46.7%	13.2%	46.5%	<b>88</b>	101

## Beliefs about Social & Moral Issues

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

	Study Area		US Average		Comparative Index	
	Disagree	Agree	Disagree	Agree	Disagree	Agree
<b><i>I believe...</i></b>						
Abortion should remain legal	30.9%	53.0%	27.1%	56.0%	114	95
America has a moral responsibility to be a force for good in the world	12.9%	<b>70.2%</b>	12.6%	<b>70.2%</b>	102	100
Americans increasingly act irresponsibly to the detriment of the common good	8.1%	<b>71.1%</b>	9.1%	<b>70.4%</b>	89	101
Asking the rich to pay a higher tax rate is a way to establish justice	24.3%	58.5%	25.4%	57.3%	96	102
Children are adequately taught good moral standards today	<b>83.3%</b>	7.8%	<b>82.2%</b>	8.4%	101	93
Children ought to be raised in a two-parent, mother and father families, if possible	17.3%	<b>64.6%</b>	18.8%	<b>62.8%</b>	92	103
Marriage as a social institution is becoming obsolete	32.2%	44.9%	31.8%	45.0%	101	100
Marriage is only a relationship between one man and one woman	33.5%	52.6%	35.5%	50.8%	94	104
Our culture is too obsessed with celebrity	2.5%	<b>89.0%</b>	3.3%	<b>88.3%</b>	76	101
People should be involved in volunteer activities for the benefit of others	4.2%	<b>75.5%</b>	4.5%	<b>75.3%</b>	93	100
Religion must play a primary role in shaping individual morality	21.1%	58.5%	23.3%	56.7%	91	103
Religious communities should fully embrace LGBT persons (Lesbian, Gay, Bisexual, Transgender)	27.9%	44.6%	27.3%	45.6%	102	98
Same sex marriage should be legalized	39.6%	40.0%	38.4%	42.3%	103	95
If an aggressive act is committed against the US, we are justified in the use of violence in response	12.8%	<b>69.8%</b>	13.2%	<b>70.0%</b>	97	100
The government should be deeply involved in solving poverty	22.5%	<b>64.2%</b>	22.2%	<b>64.7%</b>	101	99
The government should not be able to interfere with the employment practices of religious organizations	23.9%	49.4%	23.6%	48.8%	101	101
The science that says humans are affecting the climate of the planet (i.e. global warming)	20.8%	59.1%	20.6%	<b>61.2%</b>	101	97
The US should pursue every avenue to stop illegal immigrants flowing into this country	15.7%	<b>67.7%</b>	17.2%	<b>66.6%</b>	91	102
Tolerance is necessary for social peace and well being	11.0%	<b>74.4%</b>	10.4%	<b>75.7%</b>	105	98
We must be good stewards of the environment even if it means restricting natural resource development. (such as drilling for oil, fracking, etc.)	18.7%	59.9%	18.5%	<b>61.2%</b>	101	98

# Religious Affiliations and Preferences Landscape

## Religious Preferences

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

	Study Area			US Average			Comparative Index	
	Now	10 Years Prior	Change	Now	10 Years Prior	Change	Now	10 Years Prior
Adventist/Anabaptist/Mennonite	0.4%	0.5%	-0.2%	0.8%	0.9%	-0.1%	50	62
Baptist	7.4%	8.7%	-1.3%	12.5%	13.5%	-1.0%	59	64
Buddhism/Hindu/Sikh/Taoist	0.6%	0.6%	0.0%	1.3%	1.2%	0.1%	46	49
Catholic	21.1%	25.3%	-4.2%	20.1%	23.8%	-3.7%	105	106
Congregational	1.9%	2.1%	-0.2%	1.6%	1.8%	-0.2%	119	119
Episcopal/Anglican	0.8%	1.0%	-0.2%	1.6%	1.9%	-0.2%	49	51
Holiness	0.3%	0.4%	-0.0%	0.8%	0.8%	-0.1%	41	43
Islam/Baha'i	0.2%	0.2%	-0.0%	0.5%	0.4%	0.0%	39	49
Jehovah's Witness	0.9%	0.9%	-0.1%	1.0%	1.1%	-0.1%	84	81
Judaism	1.7%	1.7%	-0.1%	3.4%	3.6%	-0.2%	48	48
Lutheran	10.1%	11.5%	-1.4%	4.7%	5.5%	-0.8%	213	208
Methodist	8.1%	8.8%	-0.7%	6.1%	7.0%	-0.9%	133	126
Mormon/Latter Day Saints	0.7%	0.7%	-0.0%	2.0%	2.0%	0.0%	33	35
Native American/New Age/Rastafarian/Wicca	0.8%	0.9%	-0.2%	1.3%	1.3%	-0.0%	60	72
Non-denominational/Independent	8.2%	6.2%	2.0%	7.9%	6.1%	1.9%	104	102
None/No Religious Preference	22.8%	18.6%	4.2%	22.6%	19.6%	3.0%	101	95
Orthodox	0.5%	0.5%	-0.1%	0.7%	0.7%	0.0%	63	74
Pentecostal/Charismatic	3.2%	3.0%	0.2%	3.1%	3.1%	0.0%	102	98
Presbyterian/Reformed	2.8%	3.0%	-0.2%	2.8%	3.2%	-0.4%	99	95
Spiritual/No Religious Preference	7.5%	5.2%	2.4%	7.8%	5.2%	2.5%	97	99
Unitarian/Universalist	0.3%	0.3%	0.0%	0.7%	0.6%	0.0%	47	44

## Summary Religious Preferences: Christian and Other

	Study Area			US Average			Comparative Index	
	Now	10 Years Prior	Change	Now	10 Years Prior	Change	Now	10 Years Prior
Catholic & Orthodox	21.6%	25.8%	-4.2%	20.8%	24.5%	-3.7%	104	105
Historic Mainline Protestant Denominations	31.0%	35.0%	-4.0%	29.4%	32.8%	-3.5%	106	107
Other Protestant Denominations/Churches	12.1%	10.1%	2.0%	12.5%	10.8%	1.7%	96	94
<b>Total: Christian Religious Preferences</b>	<b>64.6%</b>	<b>70.9%</b>	<b>-6.3%</b>	<b>62.7%</b>	<b>68.1%</b>	<b>-5.4%</b>	<b>103</b>	<b>104</b>
Other Non-Christian Religious Preferences	4.8%	5.1%	-0.3%	9.65%	9.8%	-0.1%	50	52
None/No Preference or Spiritual/No Preference	30.4%	23.8%	6.6%	30.34%	24.8%	5.6%	100	96

## Denominational Affiliations

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

	Study Area			US Average			Comparative Index	
	Now	10 Years Prior	Change	Now	10 Years Prior	Change	Now	10 Years Prior
African Methodist Episcopal Church	0.7%	0.6%	0.1%	1.5%	1.3%	0.2%	46	47
African Methodist Episcopal Zion Church	0.2%	0.0%	0.2%	0.4%	0.5%	-0.1%	53	0
American Baptist Churches/ USA	3.6%	5.6%	-2.0%	9.1%	8.5%	0.6%	40	66
Assemblies of God	4.6%	3.9%	0.8%	4.3%	3.8%	0.5%	108	103
Christian and Missionary Alliance	1.5%	0.9%	0.6%	2.0%	1.6%	0.4%	78	58
Christian Church (Disciples of Christ)	4.1%	4.4%	-0.2%	5.3%	4.3%	1.0%	78	102
Church of Jesus Christ of Latter Day Saints	0.9%	1.1%	-0.2%	5.3%	4.2%	1.1%	17	26
Church of the Nazarene	1.5%	1.6%	-0.1%	1.7%	2.0%	-0.3%	90	81
Episcopal Church	1.5%	1.5%	0.0%	3.2%	3.8%	-0.6%	46	38
Evangelical Free Church of America	1.3%	1.0%	0.3%	2.0%	1.5%	0.5%	62	66
Evangelical Lutheran Church in America	6.7%	6.9%	-0.1%	4.2%	4.2%	-0.0%	160	163
Foursquare Gospel	0.1%	0.2%	-0.0%	1.5%	1.7%	-0.2%	9	10
Lutheran Church, Missouri Synod	8.7%	9.1%	-0.4%	4.5%	4.8%	-0.2%	191	191
Presbyterian Church (USA)	3.7%	3.7%	0.0%	4.0%	4.1%	-0.2%	94	90
Presbyterian Church in America	0.4%	0.5%	-0.1%	1.7%	1.5%	0.2%	23	33
Reformed Church, RCA/CRC	1.3%	1.3%	0.0%	1.8%	1.6%	0.2%	69	77
Roman Catholic Church	37.8%	38.3%	-0.5%	39.2%	40.2%	-1.0%	96	95
Salvation Army	0.6%	0.6%	0.0%	0.9%	1.0%	-0.2%	70	56
Seventh Day Adventist	0.4%	0.7%	-0.2%	1.8%	1.9%	-0.1%	25	35
Southern Baptist Convention	2.3%	1.7%	0.6%	9.1%	8.3%	0.8%	25	20
United Church of Christ	3.0%	2.7%	0.3%	3.1%	2.5%	0.6%	98	109
United Methodist Church	15.1%	14.2%	0.9%	11.4%	11.7%	-0.3%	133	122

# The Local Church Landscape

## Faith and Religious Involvement

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

	Study Area	US Average	Comparative Index
<b>Activity in a religious congregation or community:</b>			
Projected percentage involved	41.3%	38.9%	106
Projected percentage NOT involved	58.7%	61.0%	96
Estimated change over prior 10 years	-7.6%	-8.5%	
<b>Religious activity directional change:</b>			
Percent likely to have become active	7.0%	6.9%	101
Percent likely to have ceased to be active	14.5%	15.3%	95
Percent Likely to have made no change	78.5%	77.8%	101
Net Change in direction of activity	-7.6%	-8.4%	
<b>Projected significance of religious faith to life:</b>			
Not Significant	19.4%	21.1%	92
Some Significance	33.4%	32.3%	104
Very Significant	47.3%	46.7%	101
<b>Projected change in the role of religious faith over 10 years:</b>			
No Significant Change	0.3%	0.8%	44
Some Significant Change	-6.6%	-6.1%	109
Very Significant Change	6.3%	5.3%	119
<b>Probable level of participation for those involved in a religious congregation or religious community: Of those who indicated participation</b>			
Holidays only	2.9%	3.9%	76
Less than once per month	7.6%	6.5%	116
Once per month	7.3%	7.2%	101
Two to three times per month	19.4%	18.2%	106
Weekly	62.9%	65.6%	96

## Reasons for Non-Participation—Outside of the Church

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

	Study Area	US Average	Comparative Index
<b>From the Outside: Probable reasons for non-participation in a religious congregation or religious community: Percent Important</b>			
<b>About Personal Life</b>			
Demands of raising children	27.3%	28.0%	98
Moved from community	27.3%	27.7%	99
No good faith community in area	31.0%	31.1%	100
No time/less time available	37.8%	38.3%	99
<b>About Personal Faith</b>			
Don't believe in God	32.4%	35.3%	92
No longer believe	30.5%	32.9%	93
Unsure about personal beliefs	39.2%	39.5%	99
Wasn't relevant to my life	47.5%	48.3%	98
<b>About the Church</b>			
Boring/uninteresting	43.0%	42.8%	100
Conflicts in religious community	43.9%	45.2%	97
Didn't feel welcome/useful	42.3%	41.4%	102
Disillusionment with religion	51.6%	52.6%	98
Don't trust organized religion	56.5%	58.5%	97
Don't trust religious leaders	59.2%	61.7%	96
Never been invited	19.5%	19.7%	99
Not current/old fashioned	34.7%	35.6%	97
Religion too focused on money	66.1%	65.8%	100
Religious people too judgmental	66.0%	65.9%	100
Strict/inflexible beliefs	51.4%	53.9%	95
Wasn't supportive during crisis	32.8%	34.7%	95
Worship/music style	38.1%	36.6%	104



## Reasons to Consider Non-Participation—Inside of the Church

	Study Area	US Average	Comparative Index
<b>From the Inside: Probable reasons for considering non-participation in a religious congregation or religious community: Percent Important</b>			
(Of the 13% of the national sample who were currently participating but considered non-participation, the following are the reasons.)			
<b>About Personal Life</b>			
Demands of raising children	38.1%	41.2%	93
Moved from community	49.2%	53.7%	92
No good faith community in area	53.6%	58.2%	92
No time/less time available	44.2%	52.8%	84
<b>About Personal Faith</b>			
Don't believe in God	42.6%	49.6%	86
No longer believe	45.5%	50.9%	89
Unsure about personal beliefs	54.1%	59.8%	90
Wasn't relevant to my life	52.7%	55.9%	94
<b>About the Church</b>			
Boring/uninteresting	47.6%	56.6%	84
Conflicts in religious community	65.8%	69.1%	95
Didn't feel welcome/useful	62.1%	67.8%	91
Disillusionment with religion	55.5%	63.1%	88
Don't trust organized religion	51.2%	56.5%	91
Don't trust religious leaders	66.9%	71.8%	93
Never been invited	27.9%	34.7%	81
Not current/old fashioned	46.7%	50.2%	93
Religion too focused on money	65.4%	69.6%	94
Religious people too judgmental	60.2%	66.9%	90
Strict/inflexible beliefs	62.5%	66.5%	94
Wasn't supportive during crisis	65.9%	67.5%	98
Worship/music style	64.7%	64.4%	100

## Life Concerns

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

	Average	Study Area		US Average		Comparative Index	
		Modest Concern	Significant Concern	Modest Concern	Significant Concern	Modest Concern	Significant Concern
<b>Personal Life</b>	<b>Average</b>	<b>29.5%</b>	<b>8.9%</b>	<b>29.5%</b>	<b>9.7%</b>	<b>100</b>	<b>92</b>
Anger management/losing my temper		28.7%	4.3%	29.5%	5.4%	97	79
Depression		36.5%	10.2%	35.9%	10.4%	102	99
Finding a mate/spouse		13.9%	6.9%	15.2%	7.4%	92	92
Getting over the past/dealing with guilt		38.3%	6.8%	37.7%	7.8%	101	87
Losing weight/diet issues		49.5%	22.5%	48.4%	22.4%	102	101
Making friends		32.4%	5.4%	32.6%	6.4%	100	85
Personal health problems		52.6%	16.8%	52.3%	17.3%	101	97
Problems with addictions		13.0%	2.5%	11.9%	3.5%	109	72
Struggling with my sexual orientation		3.0%	1.2%	3.6%	1.7%	83	69
Unemployment/Losing my job		27.5%	12.7%	28.4%	14.5%	97	87
<b>Home and Family</b>	<b>Average</b>	<b>24.0%</b>	<b>7.0%</b>	<b>24.2%</b>	<b>7.8%</b>	<b>99</b>	<b>90</b>
Avoiding homelessness		23.0%	6.9%	23.1%	8.8%	99	78
Balancing work & family		32.8%	7.6%	33.1%	8.5%	99	90
Caring for aging parents		27.5%	12.7%	28.1%	13.5%	98	94
Child who is gay, lesbian, bisexual or transgender		4.3%	2.0%	4.9%	2.6%	88	75
Conflict resolution/arguing too much		29.9%	5.9%	30.4%	6.7%	98	88
Divorce		8.8%	3.4%	9.9%	3.6%	89	93
Domestic violence in my family		6.9%	1.6%	7.1%	2.4%	97	67
Health crisis/illness		48.1%	15.0%	47.7%	15.8%	101	95
Marriage problems		16.8%	4.6%	17.4%	5.1%	97	91
Raising a teen		14.6%	5.4%	15.0%	6.8%	98	79
Raising children as a single parent		7.1%	4.1%	7.9%	4.4%	89	92
Stress/time to relax		49.5%	15.3%	48.6%	16.3%	102	94
Struggles with Adult Children		20.1%	4.8%	20.5%	5.4%	98	89
Time for friends/family		46.8%	8.6%	45.1%	9.2%	104	93
<b>Community</b>	<b>Average</b>	<b>24.1%</b>	<b>13.0%</b>	<b>26.1%</b>	<b>13.7%</b>	<b>92</b>	<b>95</b>
Illegal immigration		20.2%	18.2%	21.0%	19.4%	96	93
Violence in my neighborhood		28.1%	7.8%	31.2%	8.0%	90	98
<b>Career and Financial</b>	<b>Average</b>	<b>43.2%</b>	<b>22.4%</b>	<b>43.3%</b>	<b>23.9%</b>	<b>100</b>	<b>93</b>
Day-to-day financial matters		49.2%	24.4%	48.9%	26.1%	101	94
Financing the future/savings/ retirement		47.3%	33.6%	47.0%	35.0%	100	96
Reaching my goals/being successful		43.6%	16.3%	44.2%	17.6%	99	93
Satisfying job/career		32.9%	15.1%	33.2%	17.1%	99	89
<b>Future Hopes and Possibilities</b>	<b>Average</b>	<b>40.0%</b>	<b>11.5%</b>	<b>39.7%</b>	<b>13.0%</b>	<b>101</b>	<b>88</b>
Fear of the future or the unknown		49.8%	16.0%	49.0%	17.3%	102	92
Fulfilling marriage/romance & intimacy		33.7%	11.1%	34.4%	12.4%	98	90
Making the right choices/finding direction		50.2%	12.7%	49.7%	14.9%	101	86
Spiritual issues/religion		26.4%	6.0%	25.8%	7.4%	102	81

## Program or Ministry Preferences

Different communities need different programs and services. The table below presents the kinds of programs or services that are likely to be considered important in the area of study.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
<b>Personal Growth</b>	32.5%	8.3%	32.6%	9.2%	100	90
Addiction support groups	26.4%	9.4%	26.9%	10.0%	98	94
Health/weight loss programs	34.8%	8.2%	33.9%	9.1%	103	91
Practical training seminars	36.4%	7.2%	37.1%	8.5%	98	85
<b>Family Support and Intervention Services</b>	35.9%	13.6%	35.0%	14.8%	103	92
Daycare/After-School Programs	24.5%	9.2%	24.3%	10.6%	101	87
Crisis support groups	41.8%	13.4%	41.7%	14.3%	100	94
Family oriented activities	40.7%	22.8%	39.5%	24.0%	103	95
Marriage enrichment	37.0%	12.5%	35.3%	13.7%	105	91
Parenting development	30.8%	10.6%	29.6%	11.7%	104	90
Personal/family counseling	40.9%	12.9%	39.6%	14.2%	103	91
<b>Community Involvement and Advocacy Programs</b>	48.2%	15.2%	47.7%	16.1%	101	94
Adult social activities	52.7%	15.8%	51.8%	17.0%	102	93
Involvement in social causes	48.9%	14.5%	48.6%	15.5%	101	94
Social justice advocacy work	39.6%	10.5%	39.3%	11.6%	101	91
Opportunities for volunteering in the community	51.5%	19.9%	51.1%	20.4%	101	97
<b>Community Activities or Cultural Programs</b>	42.3%	15.8%	42.3%	16.6%	100	95
Cultural programs (music, drama, art)	43.5%	11.7%	45.2%	12.8%	96	91
Holiday programs/activities	48.9%	17.8%	49.0%	18.0%	100	99
Seniors/retiree activities	42.7%	15.8%	41.8%	16.7%	102	95
Youth social activities	34.2%	18.0%	33.0%	18.8%	103	96
<b>Religious/Spiritual Programs</b>	35.4%	18.4%	34.2%	19.0%	103	97
Alternative spiritual practices (meditation, yoga, etc.)	27.3%	6.9%	28.2%	8.0%	97	86
Bible or Scripture study/prayer groups	34.7%	20.2%	32.5%	21.6%	107	93
Christian education for children	29.9%	22.1%	27.8%	22.0%	108	100
Contemporary worship services	42.2%	17.2%	40.2%	17.0%	105	101
Spiritual discussion groups	41.0%	13.7%	40.1%	15.0%	102	92
Traditional worship services	37.6%	30.6%	36.8%	30.3%	102	101

## Media Preferences

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

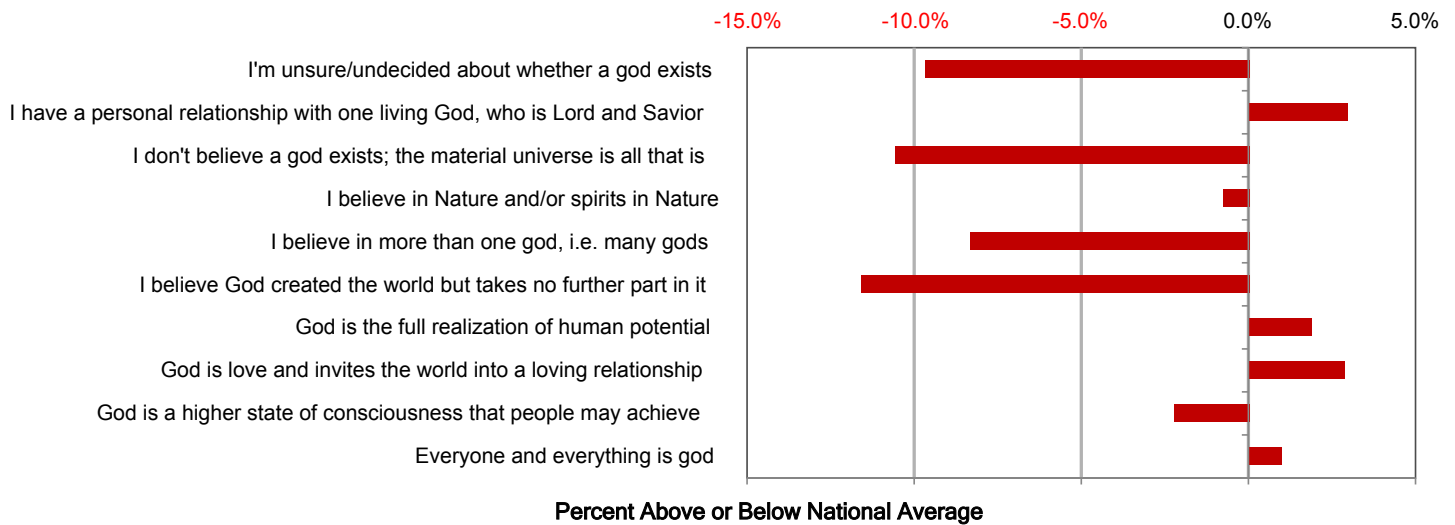
	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Blogs	14.3%	4.5%	14.8%	5.2%	97	86
Email letters	29.6%	32.0%	29.3%	32.4%	101	99
Facebook	20.2%	39.5%	20.9%	36.8%	97	107
Linked in	9.6%	2.2%	9.8%	2.4%	98	92
Local TV News	26.0%	59.3%	26.9%	56.0%	97	106
National TV News	31.5%	45.1%	31.1%	44.8%	101	101
Online News (e.g. CNN/ABC)	31.9%	29.9%	31.3%	31.8%	102	94
Print Media	37.3%	27.9%	35.9%	26.9%	104	104
Public TV/Radio	28.1%	26.1%	27.8%	26.7%	101	98
Radio	34.5%	38.7%	34.6%	35.9%	100	108
Twitter	6.5%	3.8%	7.1%	4.6%	93	84
Other	14.5%	7.0%	15.1%	8.3%	96	85

## GraphView

Prepared for: Michigan Area  
 Study Area: State: Michigan  
 Quadrennium Report Region: Midwest  
 Date of Report: 8/20/2015

### Beliefs

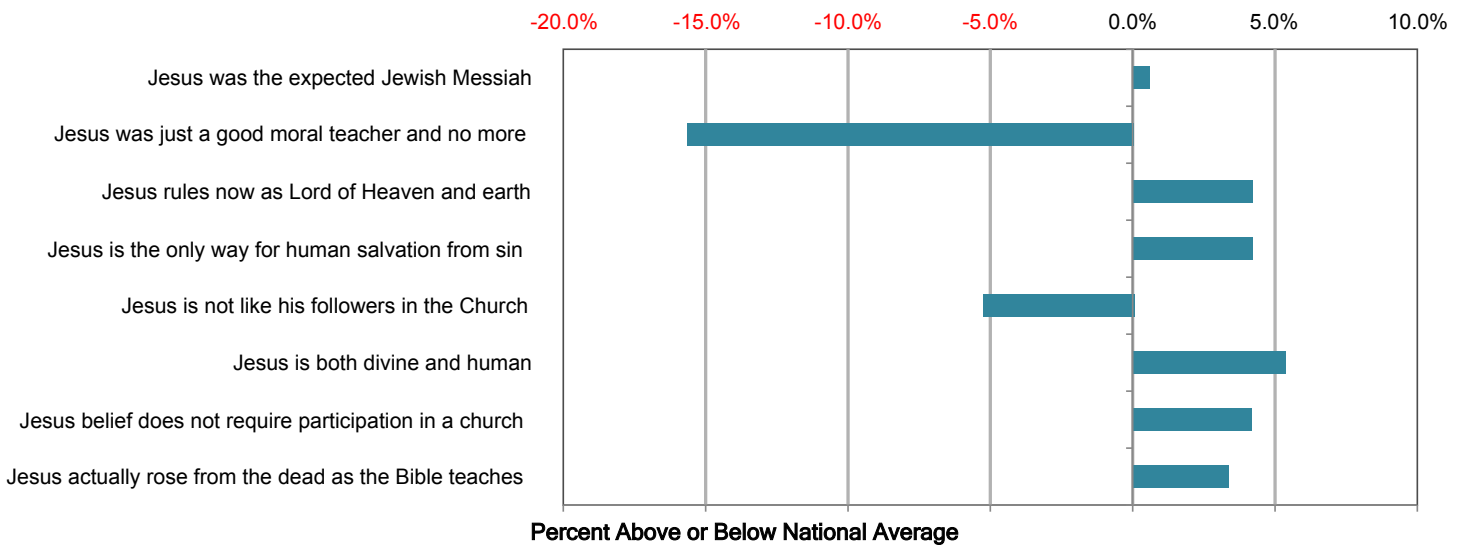
#### Beliefs About God: Agree with Statement



Percent Above or Below National Average

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

#### Beliefs About Jesus: Agree with Statement

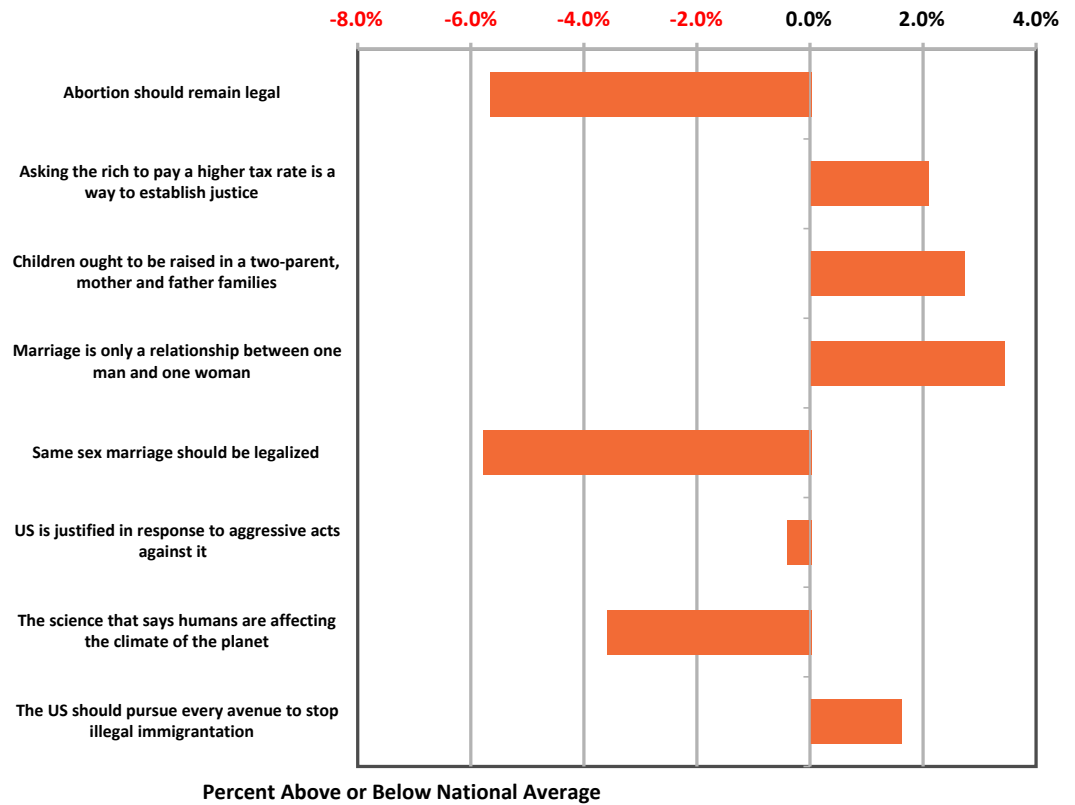


Percent Above or Below National Average

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

# Beliefs

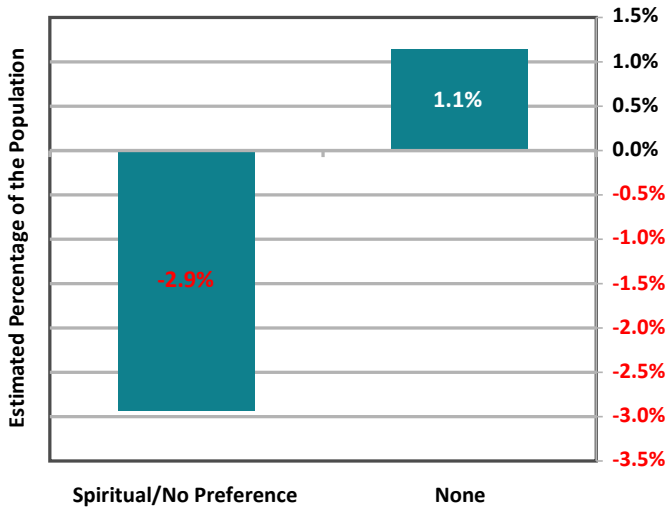
## Beliefs About Social and Moral Issues: Major Social Issues



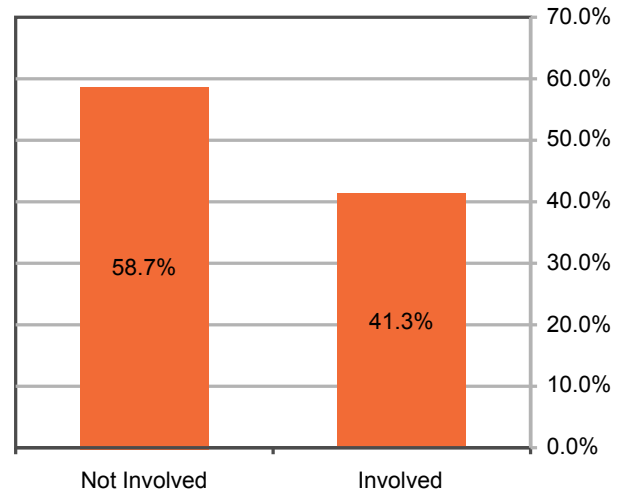
NOTE: Vertical line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.

# Religious Involvements

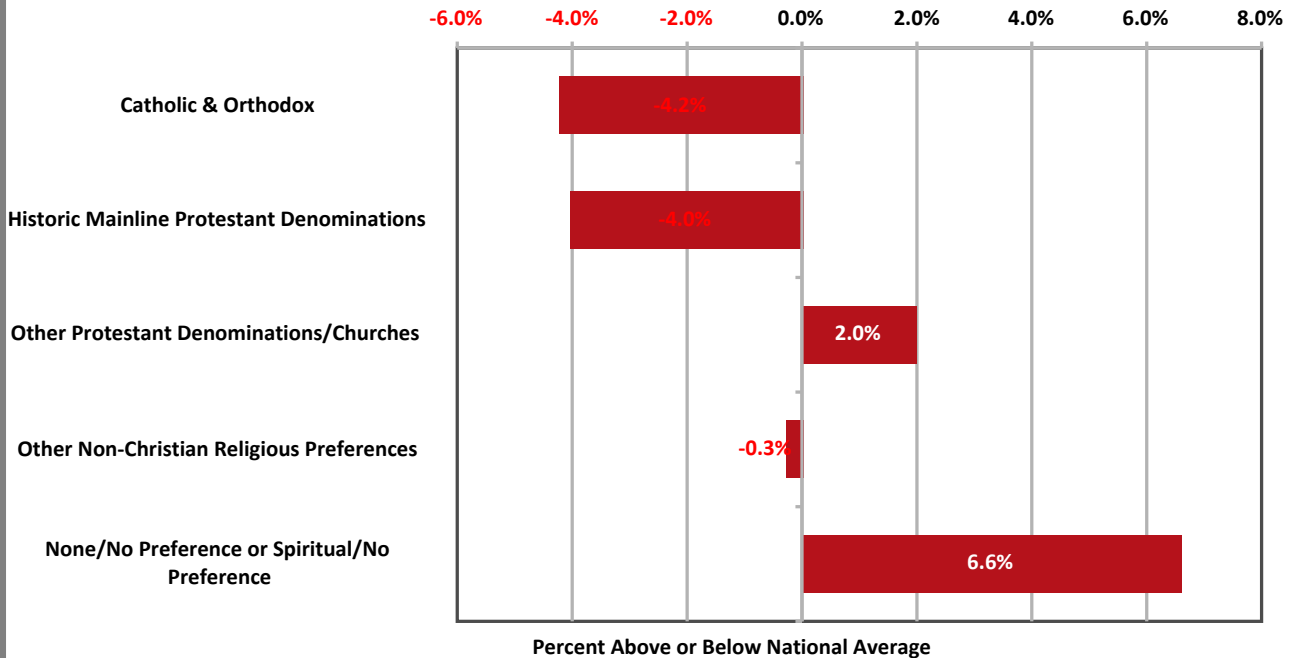
## No Religious Preference



## Involvement in Religious Congregation or Community

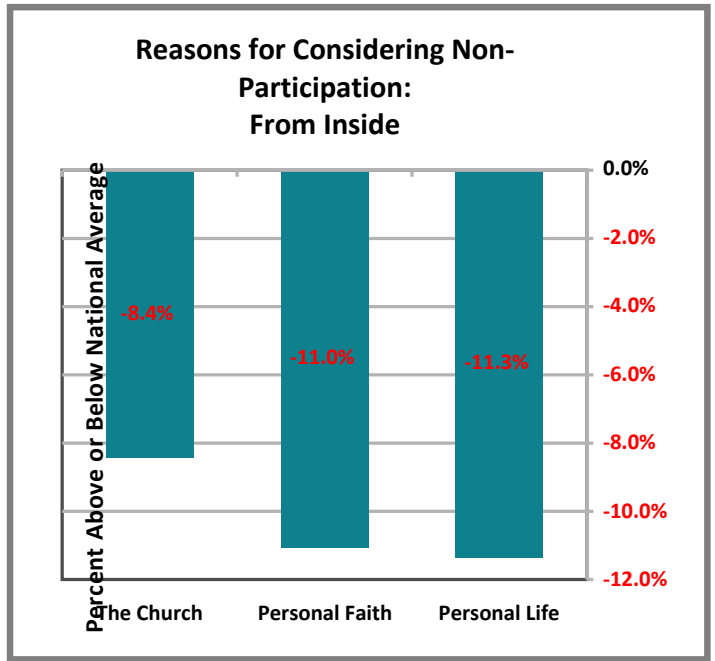
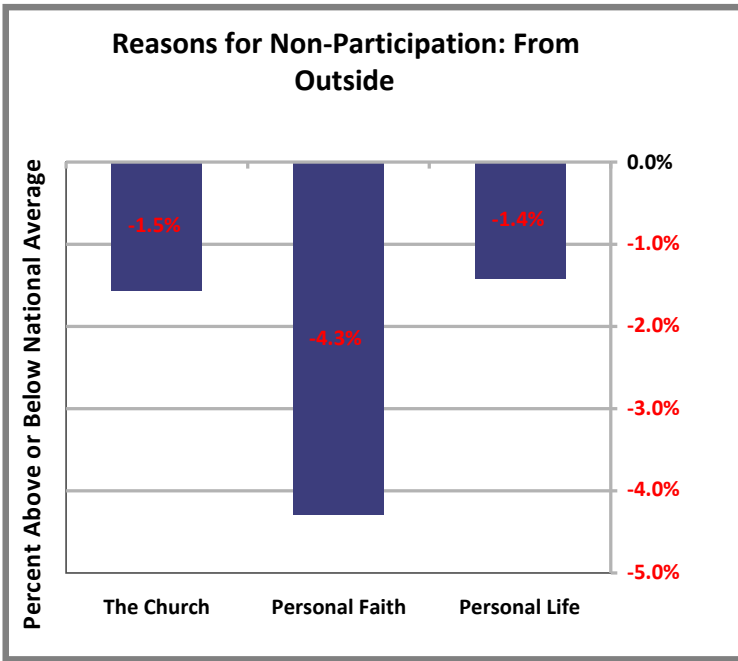


## Estimated Change in Religious Preferences Over 10 Years

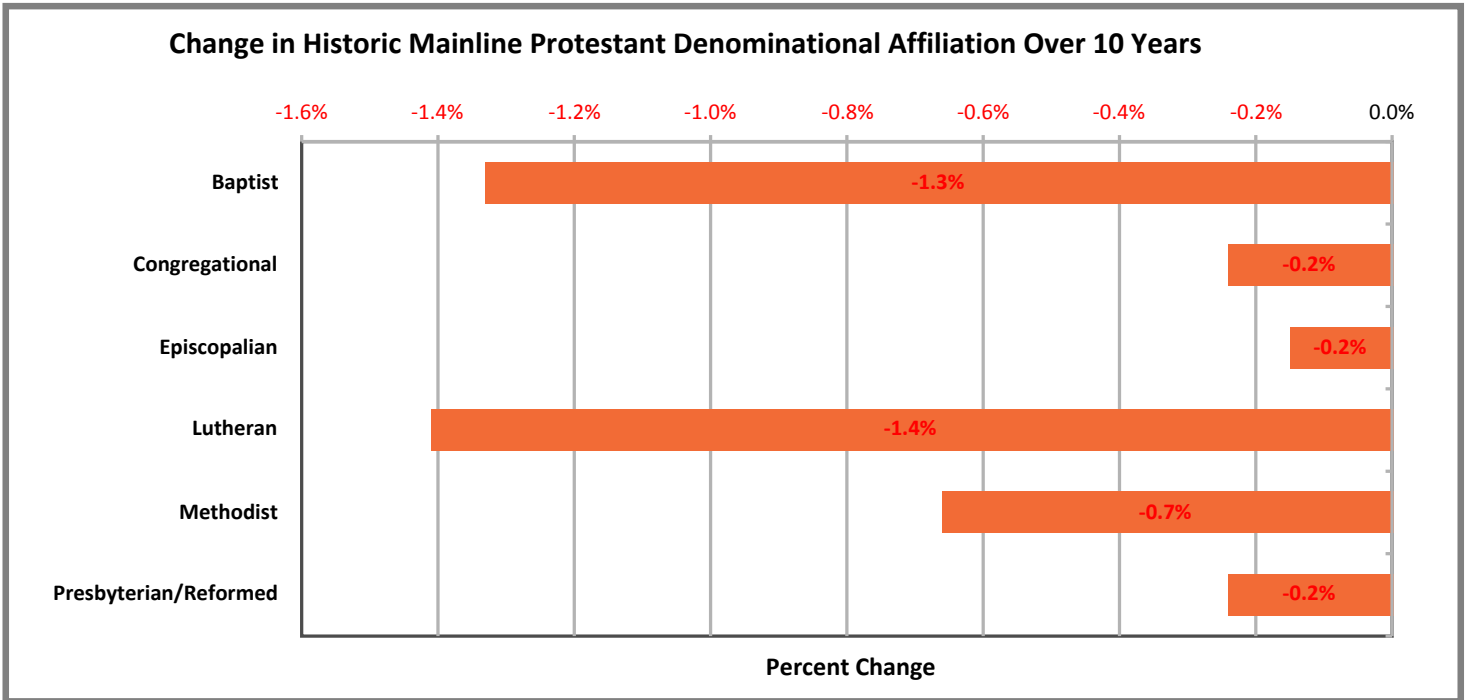


NOTE: Vertical line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.

# Religious Involvements

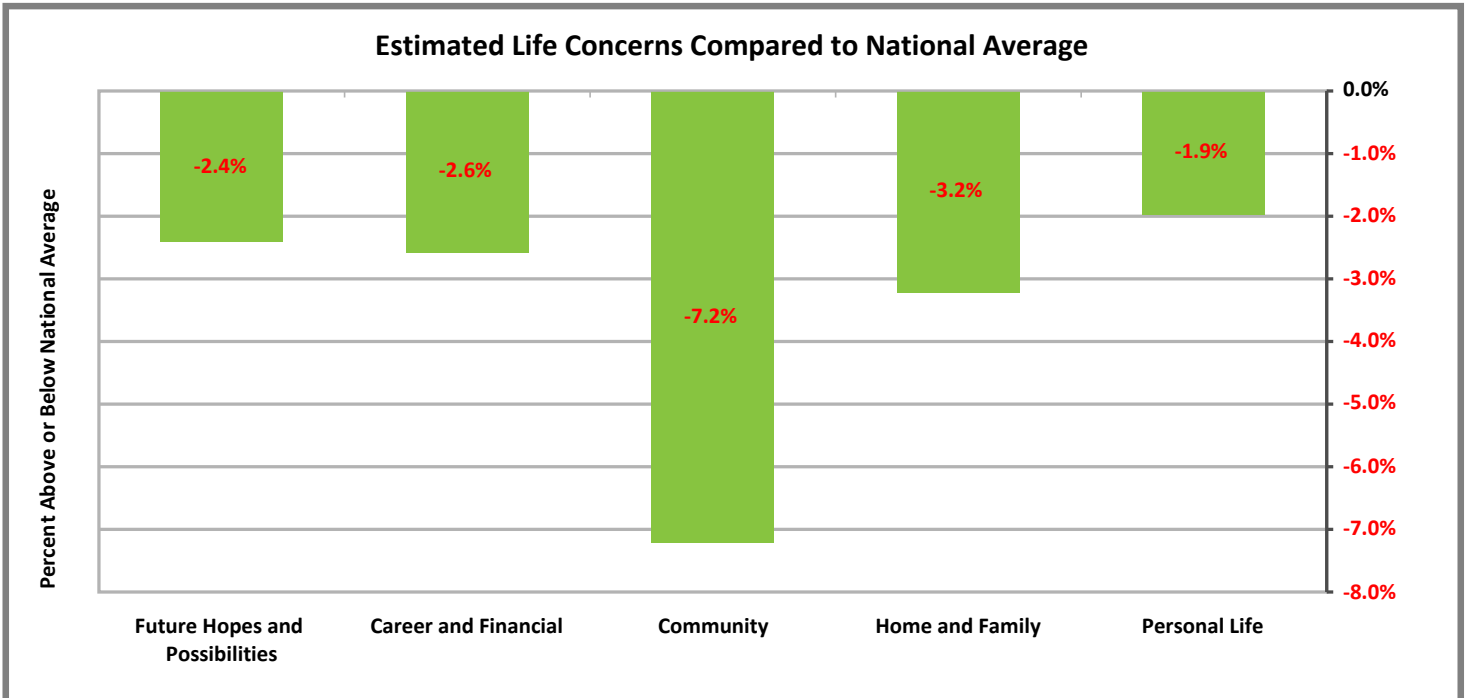


NOTE: Horizontal line is the average of all comparisons, indicating the general “leaning” of the study area compared to the US.

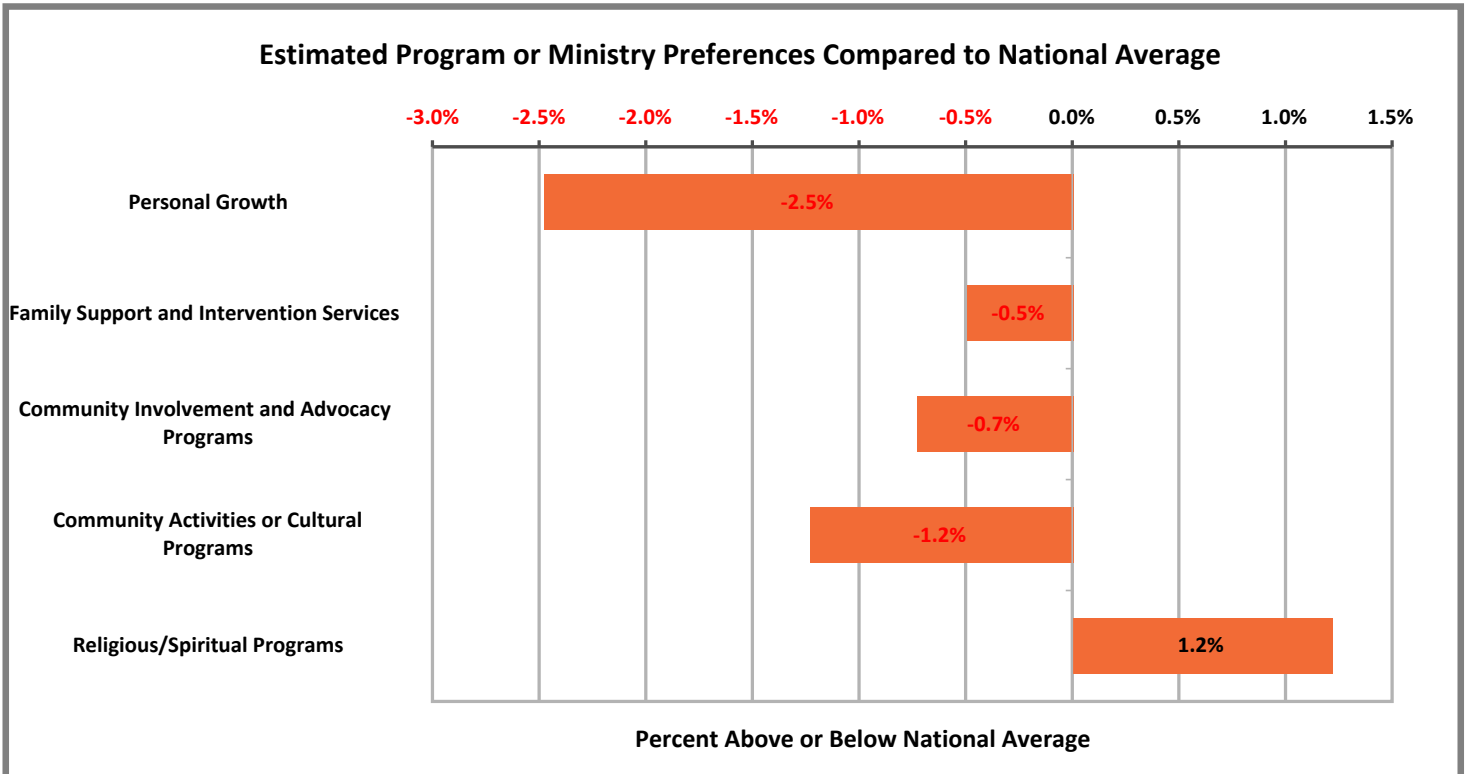




## Concerns and Programs



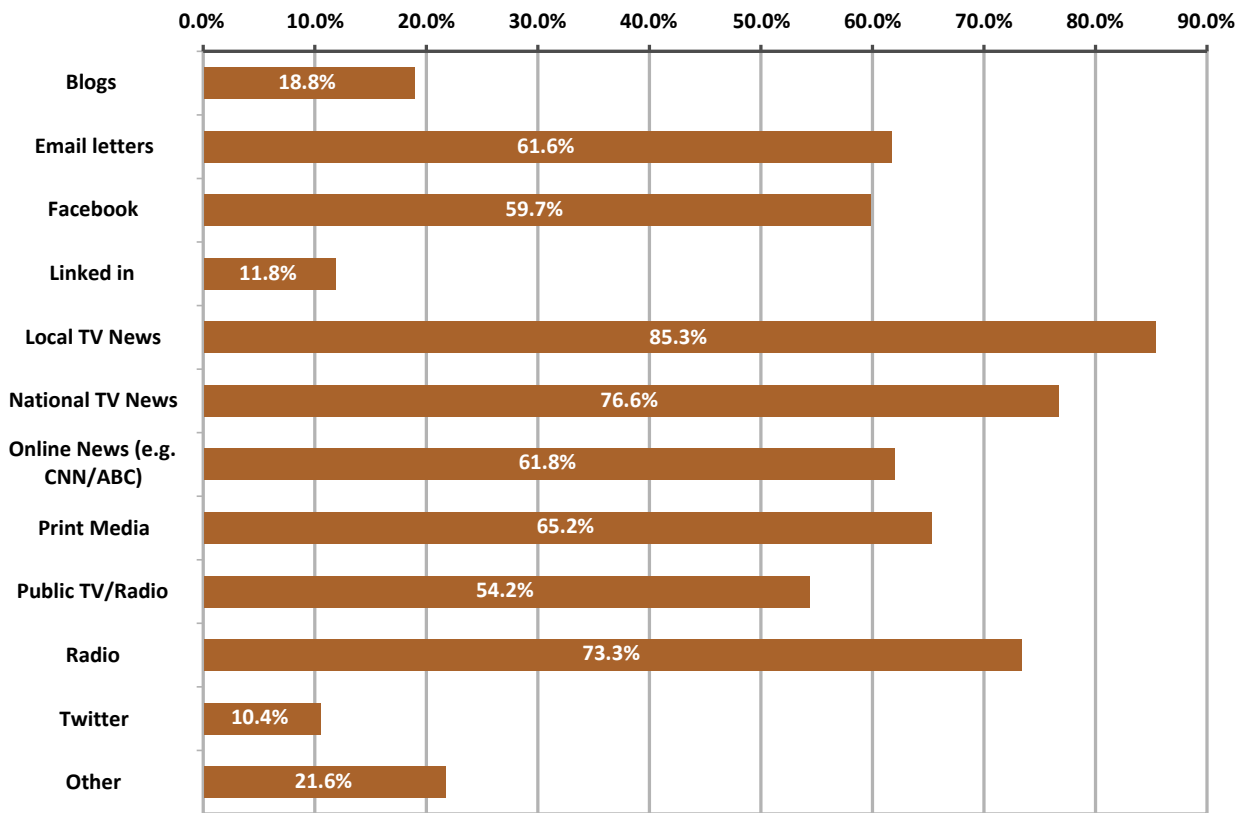
NOTE: Horizontal line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.



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

# Media Preferences

## Estimated Media and Information Source Preferences



# Supporting Information

## Interpreting the Report

The Quadrennium Project reports are formatted to help you interpret data at a glance.

**Comparative Indexes:** All variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the national averages for the data item. The indexes can be interpreted as follows.

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

**Color Coding:** The "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Index: Above Ave Ave Below Ave.

## Variable Definitions

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

## Support

If you need support with this report, please email MissionInsite at [misupport@missioninsite.com](mailto:misupport@missioninsite.com).