



The NEW Quadrennium Report

Prepared for: Illinois Great Rivers Conference UMC

Study area: Illinois Great Rivers Conference UMC

Date of Report: 11/26/2013

Quadrennium Report Region: Midwest

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

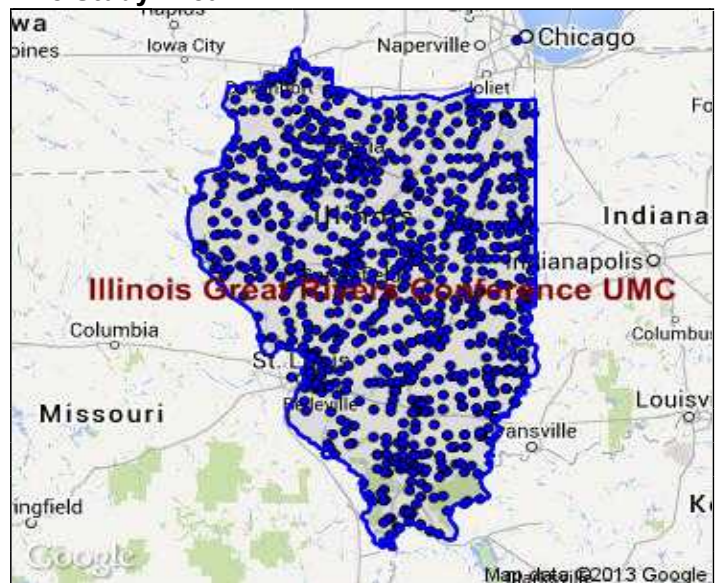
The NEW Quadrennium Project report is divided into three sections, each providing a different approach to the data.

- 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

Beliefs about God						
1	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
Beliefs about Jesus						
2	How traditional or non-traditional are beliefs about God? <small>(See the Beliefs about Jesus Theme)</small>	Very Traditional	Somewhat Traditional	Mixed	Somewhat Non-Traditional	Very Non-traditional
Beliefs about Social and Moral Issues						
3	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
Presence of "Nones"						
4	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
Change in Christian Religious Preference						
5	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
Christian to Non-Christian Preferences						
6	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
Significance of Faith to Life						
7	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
Change in Significance of Faith to Life						
8	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
Life Concerns						
9	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
Media Preference						
10	Does media preference trend towards traditional media or online? <small>(See the Media Preference Theme)</small>	Very Traditional Oriented	More Traditional Oriented	Mixed	More Online Oriented	Very Online Oriented



ThemeView

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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	43.3%	28.2%	43.9%	27.8%	98	101
God is a higher state of consciousness that people may achieve	32.1%	36.7%	33.4%	37.3%	96	98
God is love and invites the world into a loving relationship	8.5%	73.5%	10.3%	70.9%	83	104
God is the full realization of human potential	22.5%	44.2%	25.3%	42.3%	89	105
I believe God created the world but takes no further part in it	69.2%	8.5%	67.8%	9.7%	102	88
I believe in more than one god, i.e. many gods	75.5%	6.2%	75.0%	7.0%	101	89
I believe in Nature and/or spirits in Nature	26.6%	45.1%	26.4%	45.2%	101	100
I don't believe a god exists; the material universe is all that is	77.2%	9.2%	74.5%	10.9%	104	85
I have a personal relationship with one living God, who is Lord and Savior	16.3%	66.1%	19.4%	63.4%	84	104
I'm unsure/undecided about whether a god exists	72.8%	13.4%	70.5%	15.1%	103	88

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	11.2%	64.8%	14.7%	61.7%	77	105
Jesus belief does not require participation in a church	24.7%	55.6%	24.9%	53.7%	99	104
Jesus is both divine and human	11.3%	63.7%	14.5%	60.2%	78	106
Jesus is not like his followers in the Church	25.3%	32.9%	24.0%	35.0%	105	94
Jesus is the only way for human salvation from sin	19.6%	57.0%	24.1%	53.6%	81	106
Jesus rules now as Lord of Heaven and earth	15.7%	57.0%	19.5%	54.0%	80	106
Jesus was just a good moral teacher and no more	63.3%	13.4%	60.1%	16.4%	105	82
Jesus was the expected Jewish Messiah	11.3%	47.6%	13.3%	46.4%	85	103

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
<i>I believe...</i>						
Abortion should remain legal	31.6%	51.7%	27.0%	56.2%	117	92
America has a moral responsibility to be a force for good in the world	13.1%	70.1%	12.7%	70.2%	103	100
Americans increasingly act irresponsibly to the detriment of the common good	8.4%	70.8%	9.1%	70.4%	92	101
Asking the rich to pay a higher tax rate is a way to establish justice	23.5%	59.1%	25.6%	57.2%	92	103
Children are adequately taught good moral standards today	83.8%	7.4%	82.3%	8.4%	102	88
Children ought to be raised in a two-parent, mother and father families, if possible	16.6%	65.1%	18.7%	62.9%	89	103
Marriage as a social institution is becoming obsolete	31.5%	45.5%	32.0%	44.9%	98	101
Marriage is only a relationship between one man and one woman	31.4%	53.9%	35.5%	50.8%	89	106
Our culture is too obsessed with celebrity	2.4%	88.9%	3.3%	88.2%	73	101
People should be involved in volunteer activities for the benefit of others	4.5%	74.7%	4.5%	75.3%	99	99
Religion must play a primary role in shaping individual morality	20.0%	59.7%	23.3%	56.7%	86	105
Religious communities should fully embrace LGBT persons (Lesbian, Gay, Bisexual, Transgender)	28.8%	43.3%	27.3%	45.6%	105	95
Same sex marriage should be legalized	40.8%	38.5%	38.5%	42.3%	106	91
If an aggressive act is committed against the US, we are justified in the use of violence in response	12.6%	70.3%	13.1%	70.1%	96	100
The government should be deeply involved in solving poverty	22.0%	64.6%	22.3%	64.6%	99	100
The government should not be able to interfere with the employment practices of religious organizations	22.6%	50.4%	23.7%	48.9%	96	103
The science that says humans are affecting the climate of the planet (i.e. global warming)	20.6%	58.7%	20.6%	61.3%	100	96
The US should pursue every avenue to stop illegal immigrants flowing into this country	14.6%	69.0%	17.2%	66.7%	85	103
Tolerance is necessary for social peace and well being	10.6%	73.9%	10.4%	75.8%	101	98
We must be good stewards of the environment even if it means restricting natural resource development. (such as drilling for oil, fracking, etc.)	19.1%	59.0%	18.5%	61.2%	103	96

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%	0.6%	-0.2%	0.8%	0.8%	-0.1%	56	71
Baptist	7.5%	8.9%	-1.4%	12.4%	13.3%	-0.9%	60	67
Buddhism/Hindu/Sikh/Taoist	0.6%	0.5%	0.1%	1.2%	1.2%	0.1%	44	42
Catholic	20.5%	24.7%	-4.2%	20.2%	23.9%	-3.7%	102	103
Congregational	2.1%	2.5%	-0.4%	1.6%	1.8%	-0.2%	130	140
Episcopalian/Anglican	0.8%	1.0%	-0.2%	1.7%	1.9%	-0.2%	48	53
Holiness	0.3%	0.3%	-0.0%	0.8%	0.8%	-0.0%	40	43
Islam/Baha'i	0.2%	0.1%	0.0%	0.5%	0.4%	0.0%	36	34
Jehovah's Witness	1.0%	1.0%	-0.0%	1.0%	1.1%	-0.1%	94	89
Judaism	1.1%	1.1%	-0.0%	3.5%	3.7%	-0.2%	30	29
Lutheran	10.5%	11.9%	-1.4%	4.8%	5.6%	-0.8%	221	215
Methodist	8.5%	9.2%	-0.7%	6.2%	7.0%	-0.8%	138	132
Mormon/Latter Day Saints	0.7%	0.8%	-0.1%	2.0%	2.0%	0.0%	37	41
Native American/New Age/Rastafarian/Wicca	0.8%	0.9%	-0.1%	1.3%	1.2%	0.0%	63	71
Non-denominational/Independent	7.8%	5.7%	2.1%	7.9%	6.0%	1.9%	99	95
None/No Religious Preference	23.1%	18.8%	4.3%	22.6%	19.5%	3.1%	102	96
Orthodox	0.4%	0.3%	0.0%	0.7%	0.7%	0.0%	49	49
Pentecostal/Charismatic	3.0%	3.1%	-0.1%	3.1%	3.0%	0.1%	97	100
Presbyterian/Reformed	2.6%	2.9%	-0.3%	2.8%	3.2%	-0.4%	92	90
Spiritual/No Religious Preference	7.8%	5.4%	2.4%	7.8%	5.2%	2.5%	101	103
Unitarian/Universalist	0.3%	0.2%	0.1%	0.7%	0.6%	0.0%	48	38

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	20.9%	25.0%	-4.1%	20.9%	24.6%	-3.6%	100	102
Historic Mainline Protestant Denominations	32.0%	36.4%	-4.4%	29.4%	32.7%	-3.3%	109	111
Other Protestant Denominations/Churches	11.6%	9.7%	1.8%	12.5%	10.7%	1.8%	92	91
Total: Christian Religious Preferences	64.4%	71.2%	-6.7%	62.9%	68.0%	-5.1%	103	105
Other Non-Christian Religious Preferences	4.4%	4.5%	-0.0%	9.7%	9.8%	-0.1%	46	46
None/No Preference or Spiritual/No Preference	30.9%	24.2%	6.7%	30.3%	24.8%	5.6%	102	98

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%	0.7%	-0.0%	1.5%	1.3%	0.2%	45	53
African Methodist Episcopal Zion Church	0.3%	0.0%	0.3%	0.4%	0.5%	-0.1%	68	0
American Baptist Churches/ USA	3.6%	5.6%	-2.0%	9.0%	8.5%	0.6%	40	67
Assemblies of God	4.5%	3.9%	0.6%	4.2%	3.7%	0.5%	106	104
Christian and Missionary Alliance	1.7%	1.1%	0.7%	2.0%	1.6%	0.4%	88	69
Christian Church (Disciples of Christ)	4.2%	4.6%	-0.3%	5.2%	4.2%	1.0%	82	109
Church of Jesus Christ of Latter Day Saints	1.0%	1.2%	-0.2%	5.3%	4.2%	1.2%	19	28
Church of the Nazarene	1.8%	2.0%	-0.1%	1.7%	2.0%	-0.3%	110	99
Episcopal Church	1.3%	1.2%	0.1%	3.2%	3.8%	-0.6%	42	32
Evangelical Free Church of America	1.1%	1.0%	0.1%	2.0%	1.5%	0.5%	55	69
Evangelical Lutheran Church in America	7.5%	7.4%	0.0%	4.2%	4.3%	-0.1%	179	175
Foursquare Gospel	0.2%	0.1%	0.1%	1.5%	1.7%	-0.2%	12	4
Lutheran Church, Missouri Synod	8.8%	9.5%	-0.7%	4.5%	4.7%	-0.2%	196	202
Presbyterian Church (USA)	3.3%	3.6%	-0.3%	4.0%	4.2%	-0.1%	82	86
Presbyterian Church in America	0.3%	0.4%	-0.1%	1.7%	1.5%	0.2%	20	28
Reformed Church, RCA/CRC	1.4%	1.1%	0.2%	1.8%	1.6%	0.2%	74	70
Roman Catholic Church	36.7%	36.7%	-0.1%	39.4%	40.4%	-1.0%	93	91
Salvation Army	0.5%	0.5%	-0.0%	0.9%	1.0%	-0.1%	50	49
Seventh Day Adventist	0.3%	0.6%	-0.3%	1.8%	1.9%	-0.1%	15	30
Southern Baptist Convention	2.1%	1.4%	0.8%	9.1%	8.2%	0.9%	23	16
United Church of Christ	2.7%	2.4%	0.2%	3.1%	2.4%	0.7%	85	100
United Methodist Church	16.3%	14.9%	1.4%	11.5%	11.7%	-0.2%	142	127

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
Activity in a religious congregation or community:			
Projected percentage involved	41.1%	39.0%	105
Projected percentage NOT involved	58.9%	61.0%	97
Estimated change over prior 10 years	-7.8%	-8.4%	
Religious activity directional change:			
Percent likely to have become active	6.5%	6.9%	94
Percent likely to have ceased to be active	14.3%	15.2%	94
Percent Likely to have made no change	79.2%	77.9%	102
Net Change in direction of activity	-7.8%	-8.3%	
Projected significance of religious faith to life:			
Not Significant	19.1%	21.1%	91
Some Significance	33.1%	32.3%	103
Very Significant	47.8%	46.7%	102
Projected change in the role of religious faith over 10 years:			
No Significant Change	0.4%	0.8%	51
Some Significant Change	-6.6%	-6.1%	108
Very Significant Change	6.2%	5.3%	118
Probable level of participation for those involved in a religious congregation or religious community: Of those who indicated participation			
Holidays only	2.7%	3.9%	70
Less than once per month	7.1%	6.5%	109
Once per month	7.3%	7.2%	101
Two to three times per month	19.3%	18.2%	106
Weekly	63.6%	65.6%	97

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
<i>From the Outside: Probable reasons for non-participation in a religious congregation or religious community: Percent Important</i>			
<i>About Personal Life</i>			
Demands of raising children	27.2%	28.0%	97
Moved from community	27.0%	27.6%	98
No good faith community in area	31.2%	31.0%	101
No time/less time available	36.4%	38.3%	95
<i>About Personal Faith</i>			
Don't believe in God	31.9%	35.3%	91
No longer believe	30.2%	32.9%	92
Unsure about personal beliefs	38.4%	39.4%	97
Wasn't relevant to my life	46.3%	48.4%	96
<i>About the Church</i>			
Boring/uninteresting	41.7%	42.7%	98
Conflicts in religious community	44.1%	45.1%	98
Didn't feel welcome/useful	42.3%	41.3%	102
Disillusionment with religion	51.1%	52.6%	97
Don't trust organized religion	57.0%	58.5%	97
Don't trust religious leaders	59.7%	61.7%	97
Never been invited	19.3%	19.6%	99
Not current/old fashioned	34.6%	35.5%	97
Religion too focused on money	66.0%	65.7%	100
Religious people too judgmental	66.2%	65.8%	101
Strict/inflexible beliefs	51.5%	53.8%	96
Wasn't supportive during crisis	33.2%	34.6%	96
Worship/music style	38.6%	36.6%	106

Reasons to Consider Non-Participation—Inside of the Church

	Study Area	US Average	Comparative Index
From the Inside: Probable reasons for considering non-participation in a religious congregation or religious community: Percent Important			
(Of the 13% of the national sample who were currently participating but considered non-participation, the following are the reasons.)			
About Personal Life			
Demands of raising children	39.7%	41.1%	96
Moved from community	51.7%	53.4%	97
No good faith community in area	54.4%	57.8%	94
No time/less time available	43.0%	52.6%	82
About Personal Faith			
Don't believe in God	45.9%	49.3%	93
No longer believe	51.2%	50.9%	100
Unsure about personal beliefs	58.2%	59.9%	97
Wasn't relevant to my life	54.4%	56.0%	97
About the Church			
Boring/uninteresting	51.4%	56.6%	91
Conflicts in religious community	68.6%	69.1%	99
Didn't feel welcome/useful	65.2%	67.7%	96
Disillusionment with religion	57.4%	62.9%	91
Don't trust organized religion	52.1%	56.3%	93
Don't trust religious leaders	67.8%	71.8%	94
Never been invited	30.1%	34.5%	87
Not current/old fashioned	48.8%	50.2%	97
Religion too focused on money	64.7%	69.6%	93
Religious people too judgmental	60.9%	66.7%	91
Strict/inflexible beliefs	65.3%	66.7%	98
Wasn't supportive during crisis	67.6%	67.2%	101
Worship/music style	64.3%	64.2%	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
Personal Life	Average	29.3%	8.9%	29.5%	9.6%	99	93
Anger management/losing my temper		28.5%	4.0%	29.4%	5.3%	97	75
Depression		36.5%	10.4%	35.8%	10.3%	102	101
Finding a mate/spouse		13.6%	6.7%	15.0%	7.4%	90	90
Getting over the past/dealing with guilt		38.5%	6.6%	37.6%	7.7%	102	86
Losing weight/diet issues		49.3%	22.5%	48.5%	22.3%	102	101
Making friends		31.6%	5.3%	32.5%	6.3%	97	85
Personal health problems		52.6%	17.7%	52.4%	17.2%	100	103
Problems with addictions		12.9%	2.2%	11.9%	3.4%	109	66
Struggling with my sexual orientation		2.9%	1.2%	3.6%	1.7%	81	72
Unemployment/Losing my job		26.7%	12.4%	28.2%	14.4%	95	86
Home and Family	Average	23.8%	7.0%	24.1%	7.7%	98	90
Avoiding homelessness		23.3%	7.1%	23.0%	8.7%	101	81
Balancing work & family		31.6%	7.2%	33.0%	8.5%	96	85
Caring for aging parents		26.0%	13.0%	28.0%	13.5%	93	96
Child who is gay, lesbian, bisexual or transgender		4.3%	1.9%	4.9%	2.6%	88	72
Conflict resolution/arguing too much		29.4%	5.9%	30.3%	6.6%	97	89
Divorce		8.7%	3.4%	9.9%	3.6%	87	95
Domestic violence in my family		7.1%	1.7%	7.1%	2.4%	100	72
Health crisis/illness		48.5%	15.4%	47.7%	15.7%	102	98
Marriage problems		16.1%	4.7%	17.3%	5.0%	93	94
Raising a teen		14.5%	5.1%	14.9%	6.7%	97	77
Raising children as a single parent		7.7%	4.0%	7.9%	4.4%	98	91
Stress/time to relax		49.2%	14.8%	48.5%	16.2%	102	92
Struggles with Adult Children		20.5%	4.9%	20.5%	5.5%	100	90
Time for friends/family		46.0%	8.4%	45.0%	9.2%	102	92
Community	Average	23.8%	13.2%	26.1%	13.7%	92	96
Illegal immigration		19.8%	18.9%	21.0%	19.5%	94	97
Violence in my neighborhood		27.9%	7.6%	31.1%	7.9%	90	95
Career and Financial	Average	42.4%	22.2%	43.3%	23.8%	98	93
Day-to-day financial matters		49.2%	24.8%	48.8%	25.9%	101	96
Financing the future/savings/ retirement		46.8%	33.4%	47.0%	34.8%	100	96
Reaching my goals/being successful		42.4%	15.8%	44.1%	17.5%	96	90
Satisfying job/career		31.2%	14.8%	33.1%	16.9%	94	87
Future Hopes and Possibilities	Average	39.6%	11.2%	39.7%	12.9%	100	87
Fear of the future or the unknown		49.7%	15.8%	49.0%	17.2%	101	92
Fulfilling marriage/romance & intimacy		32.7%	10.9%	34.4%	12.4%	95	88
Making the right choices/finding direction		50.2%	12.0%	49.6%	14.7%	101	81
Spiritual issues/religion		26.0%	6.1%	25.7%	7.3%	101	83

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
Personal Growth	32.4%	8.3%	32.6%	9.1%	99	91
Addiction support groups	26.9%	9.3%	26.7%	9.8%	101	95
Health/weight loss programs	34.2%	8.4%	33.9%	9.0%	101	93
Practical training seminars	36.1%	7.1%	37.0%	8.5%	97	83
Family Support and Intervention Services	35.9%	13.5%	34.9%	14.7%	103	92
Daycare/After-School Programs	24.1%	9.2%	24.2%	10.5%	100	88
Crisis support groups	42.1%	13.5%	41.7%	14.2%	101	95
Family oriented activities	40.7%	22.8%	39.5%	23.9%	103	95
Marriage enrichment	37.0%	12.4%	35.2%	13.6%	105	91
Parenting development	30.8%	10.4%	29.4%	11.7%	105	89
Personal/family counseling	40.8%	12.6%	39.6%	14.0%	103	90
Community Involvement and Advocacy Programs	47.9%	14.9%	47.7%	16.1%	100	93
Adult social activities	52.5%	15.6%	51.8%	16.9%	101	92
Involvement in social causes	48.7%	14.2%	48.6%	15.4%	100	92
Social justice advocacy work	39.1%	10.4%	39.3%	11.6%	99	90
Opportunities for volunteering in the community	51.2%	19.4%	51.2%	20.4%	100	95
Community Activities or Cultural Programs	42.5%	15.6%	42.3%	16.5%	101	94
Cultural programs (music, drama, art)	43.1%	11.2%	45.2%	12.7%	95	88
Holiday programs/activities	48.7%	17.7%	48.9%	18.0%	100	98
Seniors/retiree activities	43.6%	15.9%	42.0%	16.7%	104	95
Youth social activities	34.5%	17.6%	32.9%	18.7%	105	94
Religious/Spiritual Programs	35.4%	18.6%	34.2%	18.9%	103	98
Alternative spiritual practices (meditation, yoga, etc.)	26.4%	6.7%	28.1%	8.0%	94	84
Bible or Scripture study/prayer groups	34.6%	20.6%	32.5%	21.4%	106	96
Christian education for children	30.0%	22.3%	27.7%	21.9%	108	102
Contemporary worship services	42.7%	16.8%	40.2%	16.9%	106	99
Spiritual discussion groups	41.0%	13.6%	40.0%	14.9%	102	91
Traditional worship services	37.8%	31.4%	36.8%	30.3%	103	104

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.

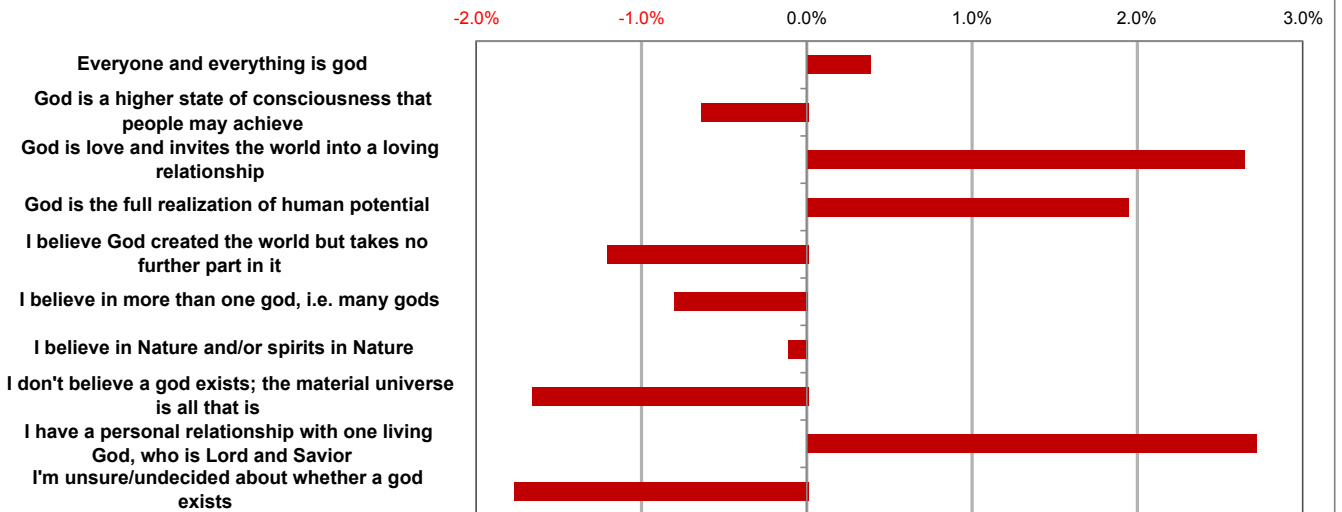
	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Blogs	13.9%	4.3%	14.8%	5.1%	94	84
Email letters	29.6%	31.9%	29.3%	32.6%	101	98
Facebook	19.7%	39.8%	20.9%	36.6%	94	109
Linked in	8.5%	2.0%	9.8%	2.4%	86	83
Local TV News	25.3%	59.6%	26.8%	56.3%	94	106
National TV News	31.2%	45.3%	31.0%	45.0%	101	101
Online News (e.g. CNN/ABC)	30.9%	30.0%	31.2%	31.8%	99	94
Other	14.3%	7.3%	35.8%	27.2%	40	27
Print Media	37.2%	28.1%	27.8%	26.8%	134	105
Public TV/Radio	28.7%	26.3%	34.5%	36.0%	83	73
Radio	34.5%	38.4%	7.0%	4.5%	489	854
Twitter	6.3%	3.4%	15.1%	8.3%	42	40

GraphView

Prepared for: Illinois Great Rivers Conference
 Study Area: Illinois Great Rivers Conference
 Quadrennium Report Region: Midwest
 Date of Report: 11/26/2013

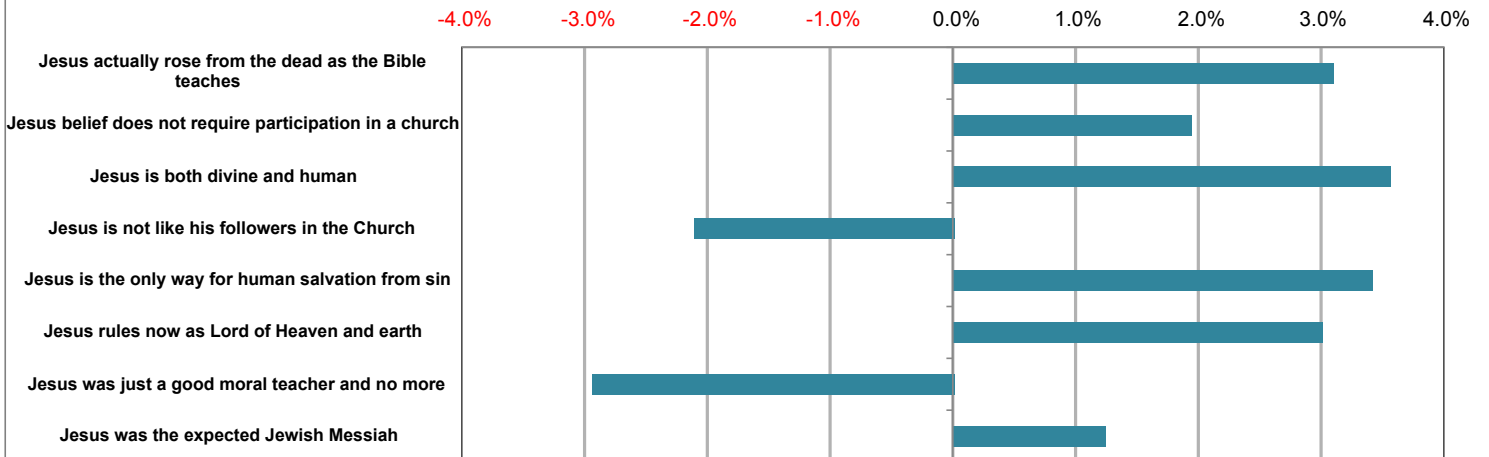
Beliefs

Beliefs About God: Agree with Statement



Percentage Points Above or Below National Average

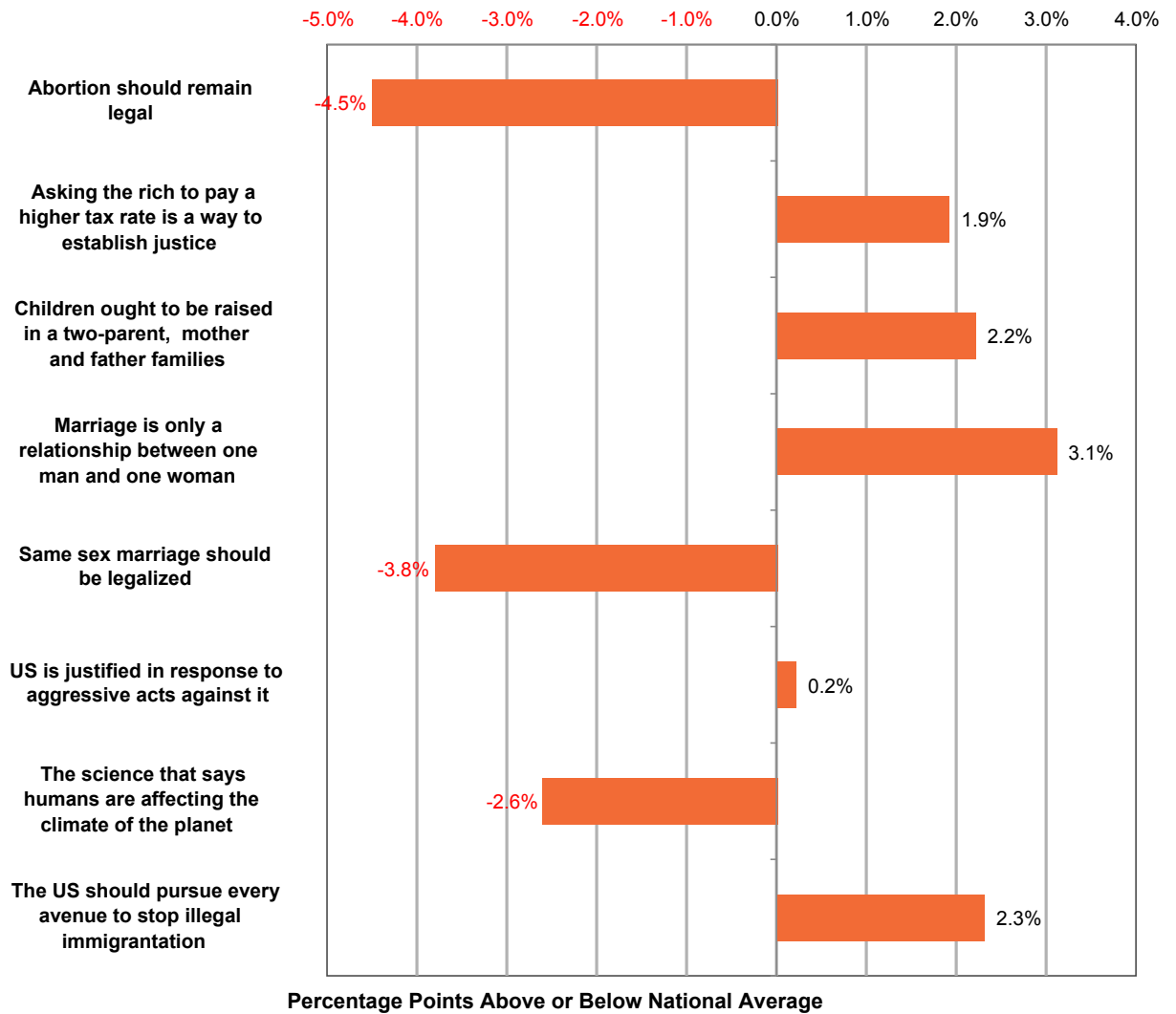
Beliefs About Jesus: Agree with Statement



Percentage Points Above or Below National Average

Beliefs

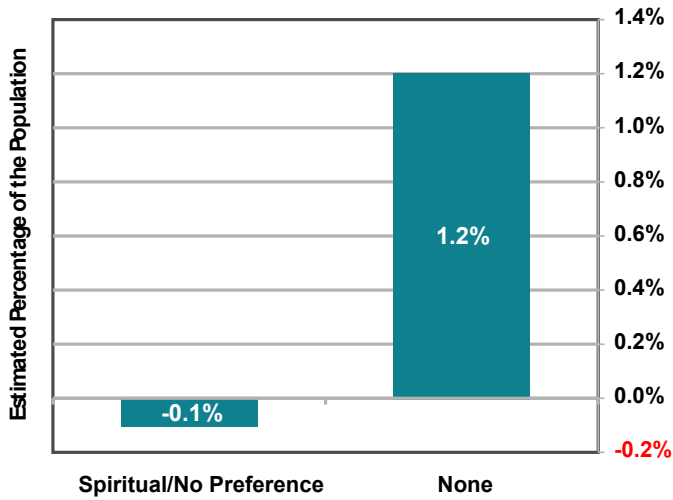
Beliefs About Social and Moral Issues: Major Social Issues



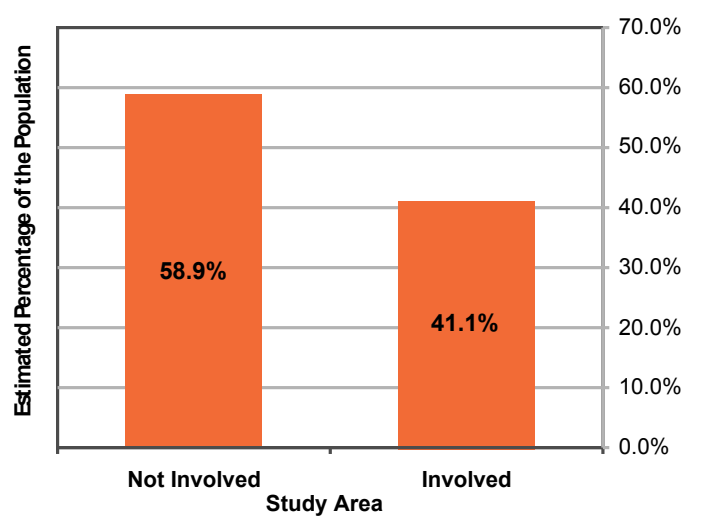
Religious Involvements

No Religious Preference

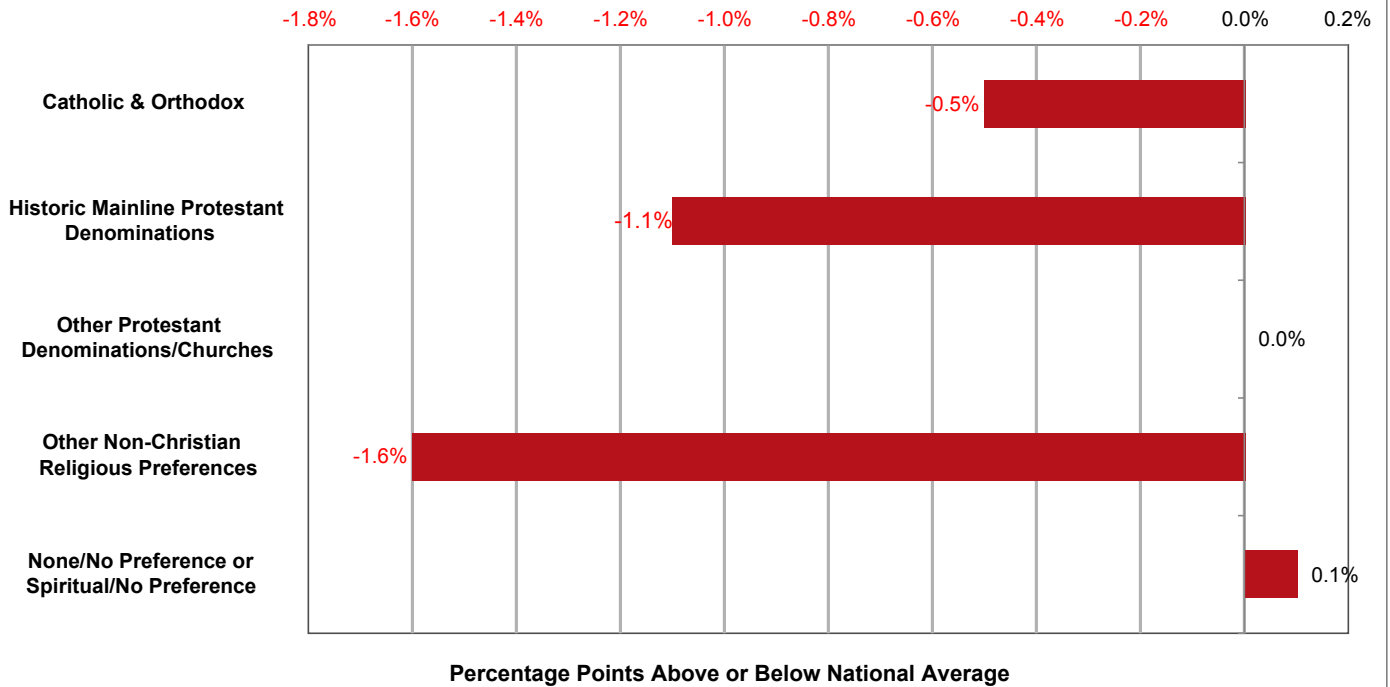
Percentage Points Above or Below National Average



Involvement in Religious Congregation or Community

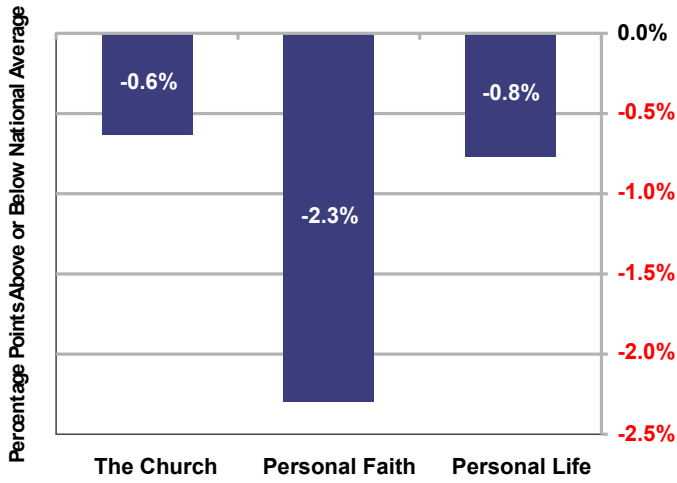


Estimated Change in Religious Preferences Over 10 Years

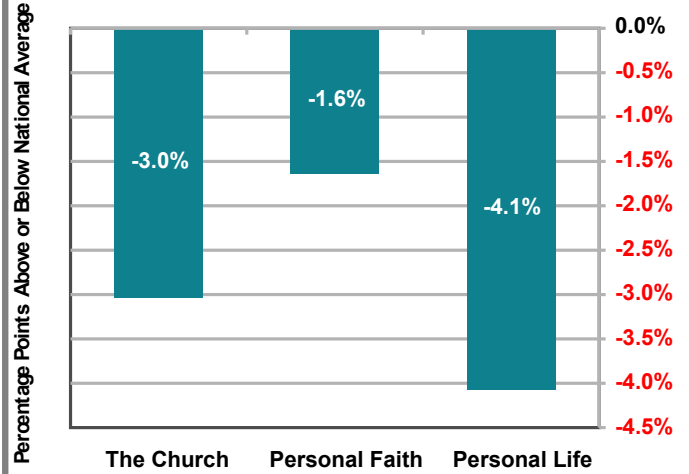


Religious Involvements

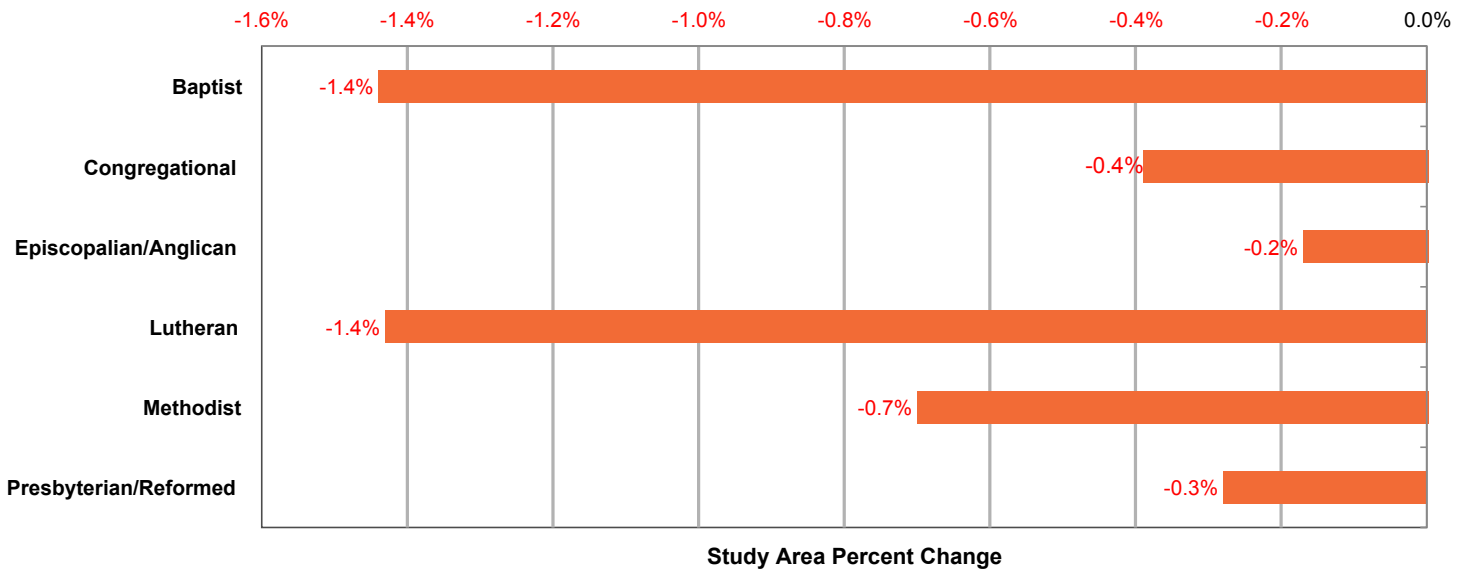
Reasons for Non-Participation: From Outside



Reasons for Considering Non-Participation: From Inside

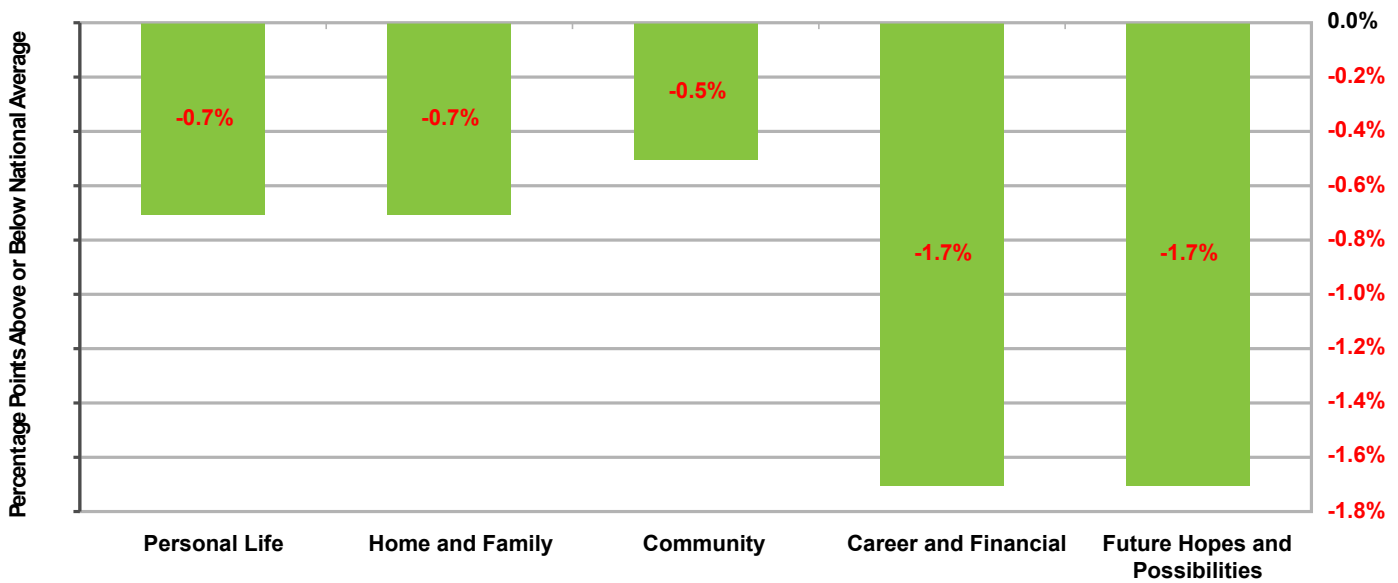


Change in Historic Mainline Protestant Denominational Affiliation Over 10 Years

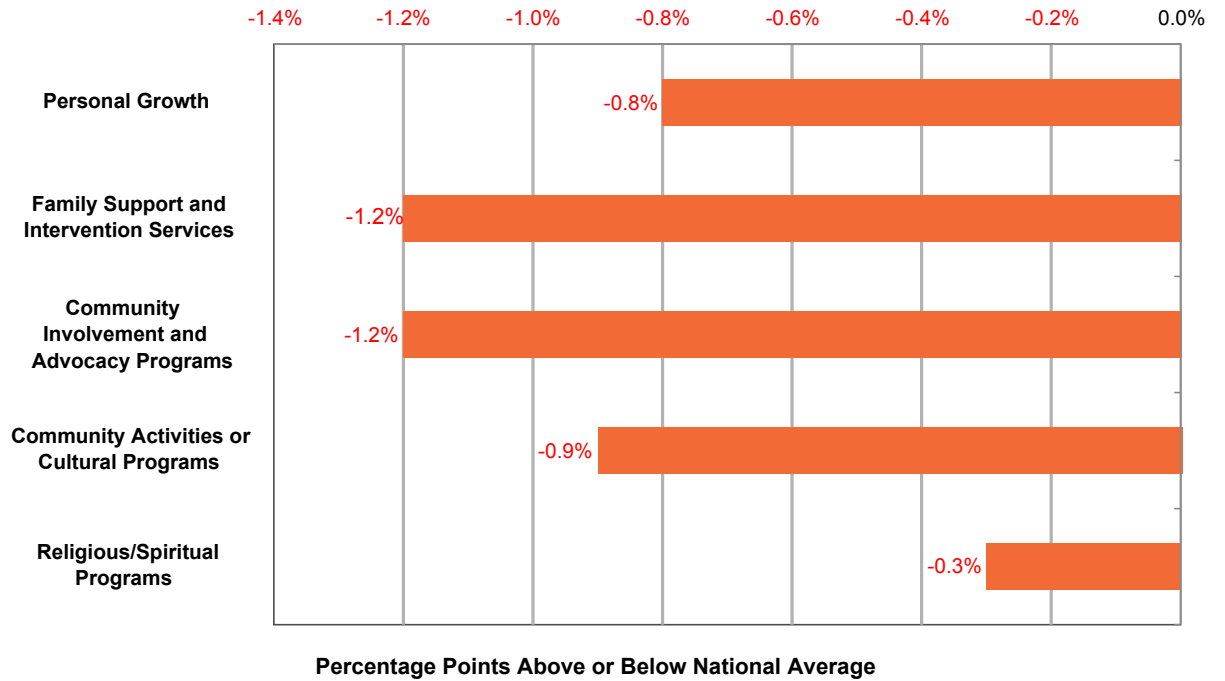


Concerns and Programs

Estimated Life Significant Concerns Compared to National Average

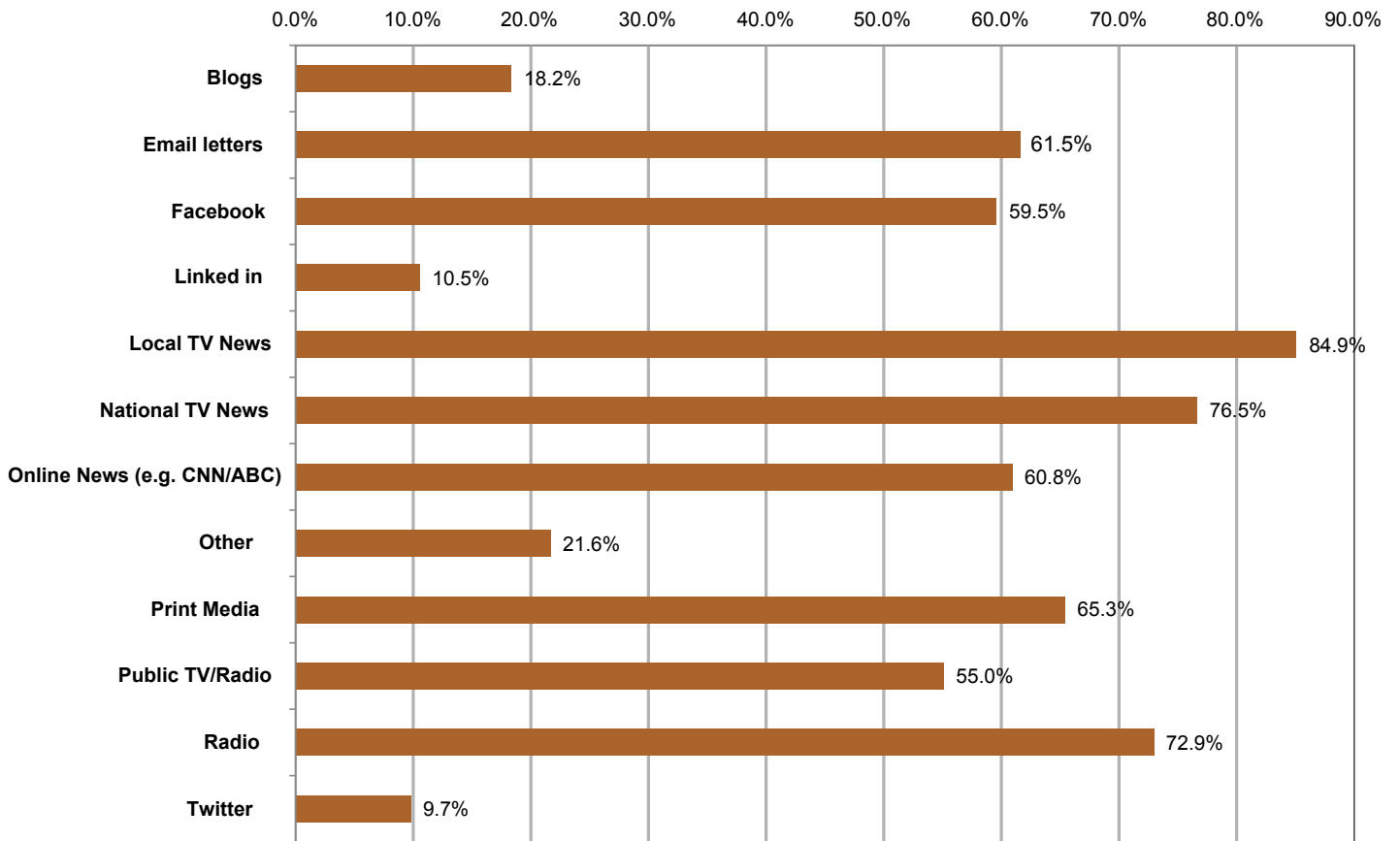


Estimated Program or Ministry Very Important Preferences Compared to National Average



Media Preferences

Estimated Media and Information Source Preferences



Study Area, Total of Modestly & Very Important

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.

The Quadrennium Project

National Survey Notes

This report provides the results of a recent survey conducted by TNS Global for MissionInsite on the religious climate in the United States. Beginning with 137,000 possible respondents all coded to one of the 19 Mosaic Groups, 15,000 completed surveys were selected that reflected within a couple of points the percentage of US households that comprise each Mosaic Group.

The margin of error calculation for the 15,000 respondents.

- Max percent error, 95% confidence level 3.49%
- Max percent error, 80% confidence level 2.28%

The respondents for the 19 Mosaic Groups are also represented across the four geographic Census regions.

Study Area Notes

The study area results reflect the presence of each of the 19 Mosaic Groups found in that geography.

If one Mosaic Group dominates the study area, the profile of that group will be reflected on the study area results.

Error and Bias

Sampling Error: Ordinary sampling error occurs because one is not doing a census of the entire population. Rather one is taking a sample and assuming based upon statistical principles that the sample fairly represents the full population. This is a non-biased type of error: it is random in relation to the true values.

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.
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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.

Sampling Bias: The data gathering technique does not have an equal probability of reaching each US household, and of those it does reach, some are more likely to respond than others. Since there's probably some correlation between being the sort of household that gets included in the sample and having this or that set of attitudes, there will in general be a gap between the attitudes captured in the survey and the true attitudes of all US households. This will be a bias-type error because the selection process systematically tilts toward households that are likely to be included. MissionInsite tried to address sampling bias by insisting that the sample include representation of each of the 19 Mosaic Types. We are aware, however, that non-English speaking households may be under-represented in the total sample even though they are represented in the 19 Mosaic Groups. (See small-sample error below.)

Aggregation Error: The aggregation of the surveyed households into 19 groups for each of four large geographical regions may wash out important differences. Example: Golden Year Guardians in the West theoretically includes responses from Silicon Valley (tech sector, politically liberal) and rural Oregon (agricultural, politically conservative). This error will be unbiased on average but potentially biased in application to a local community. It is to off-set this error to the degree possible that the survey was divided into the four Census Bureau regions.