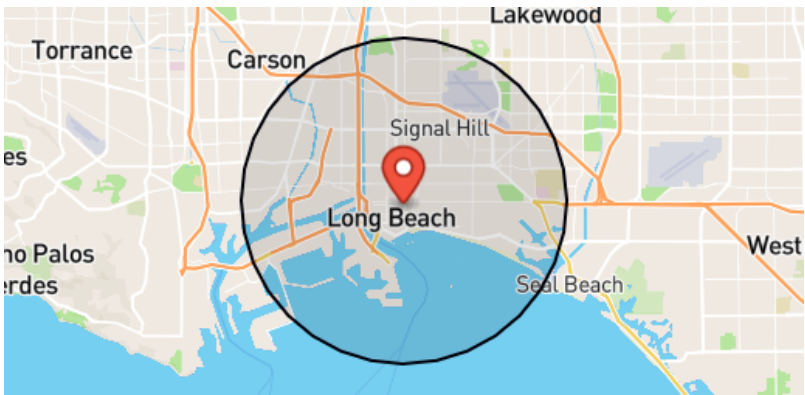


Study Area: 4.5 Miles around 525 East
7th Street, Long Beach,
California 90813, United
States
Date: 4/25/2026
American Beliefs Study Version: 2021

The MinistryInsite report focuses on practical applications of the 2025 American Beliefs Study Survey series. It includes life concerns and reasons for not being active in (or considering leaving) a religious congregation or community. You'll also find program and ministry preferences, along with traditional media and social media usage information for your study's area.

The ReligiousInsite and MinistryInsite Priorities Reports capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

The Study Area



Topics	Page
Life Concerns	2
Reasons Not Active in a Religious Community	11
Reasons for Considering Leaving a Religious Community	17
Program or Ministry Preferences	23
Social and Traditional Media Usage	26
Supporting Information	28

How to Read the Different Report Types

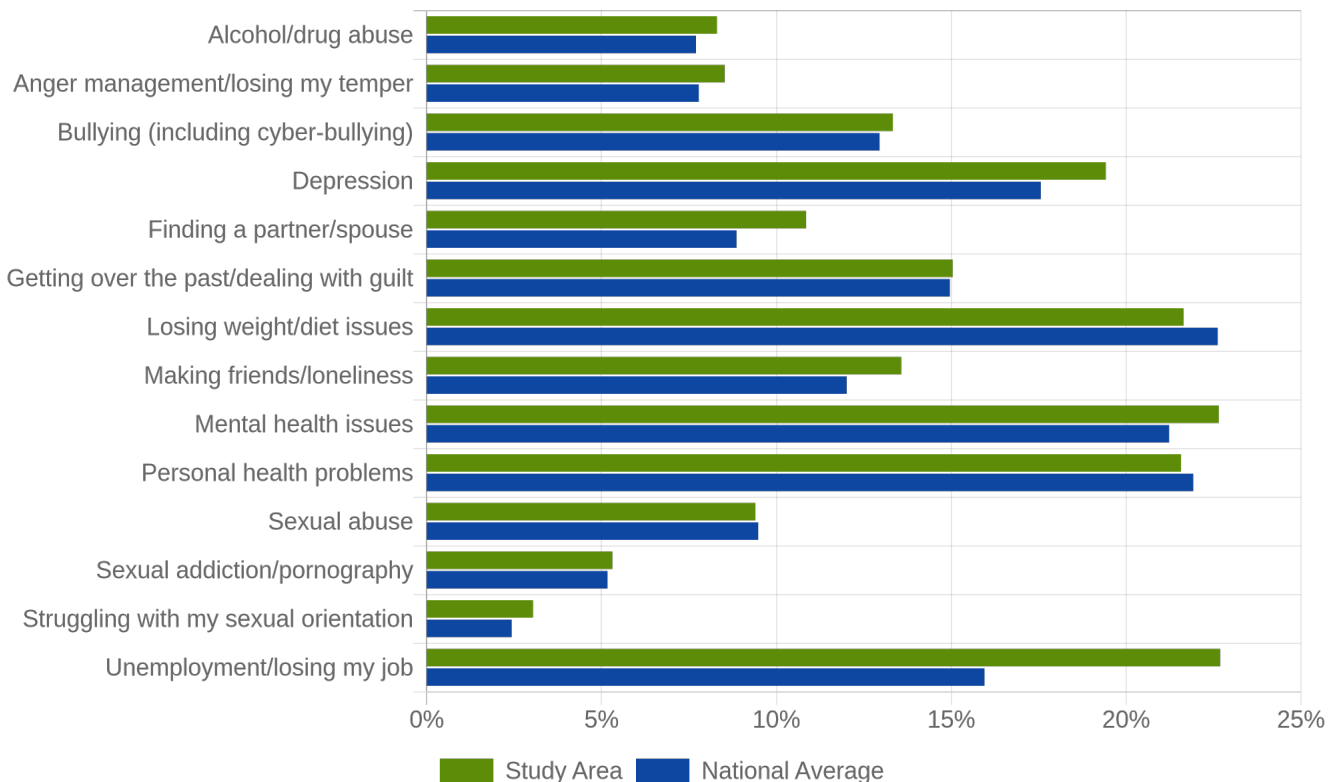
Color	Description
Window #1	Reveals the detailed responses across all options.
Window #2	Compares the study area responses to national average responses. For more details, see the last page.
Window #3	Compares data between this survey and previous surveys to reveal trends.
Window #4	Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics.

These tables display the dominant life concerns in your study area, categorized thematically and compared to the national average. At the end of this section, the top 15 concerns for your study area are ranked by the strength of concern.

Concerns About Personal Health & Life

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Alcohol/drug abuse	19.24%	8.30%	17.28%	7.70%	111	107
Anger management/losing my temper	34.27%	8.52%	33.97%	7.78%	100	109
Bullying (including cyber-bullying)	24.79%	13.33%	25.28%	12.95%	98	102
Depression	41.83%	19.42%	41.48%	17.56%	100	110
Finding a partner/spouse	21.08%	10.85%	17.97%	8.86%	117	122
Getting over the past/dealing with guilt	46.91%	15.04%	44.70%	14.96%	104	100
Losing weight/diet issues	45.72%	21.64%	44.93%	22.62%	101	95
Making friends/loneliness	42.30%	13.57%	42.57%	12.01%	99	112
Mental health issues	41.54%	22.65%	39.17%	21.23%	106	106
Personal health problems	53.44%	21.57%	54.11%	21.92%	98	98
Sexual abuse	16.36%	9.40%	13.59%	9.48%	120	99
Sexual addiction/pornography	14.53%	5.31%	12.09%	5.17%	120	102
Struggling with my sexual orientation	6.71%	3.04%	5.67%	2.43%	118	125
Unemployment/losing my job	30.52%	22.69%	27.54%	15.95%	110	142
Personal Life Average	31.37%	13.95%	30.03%	12.90%	104	108

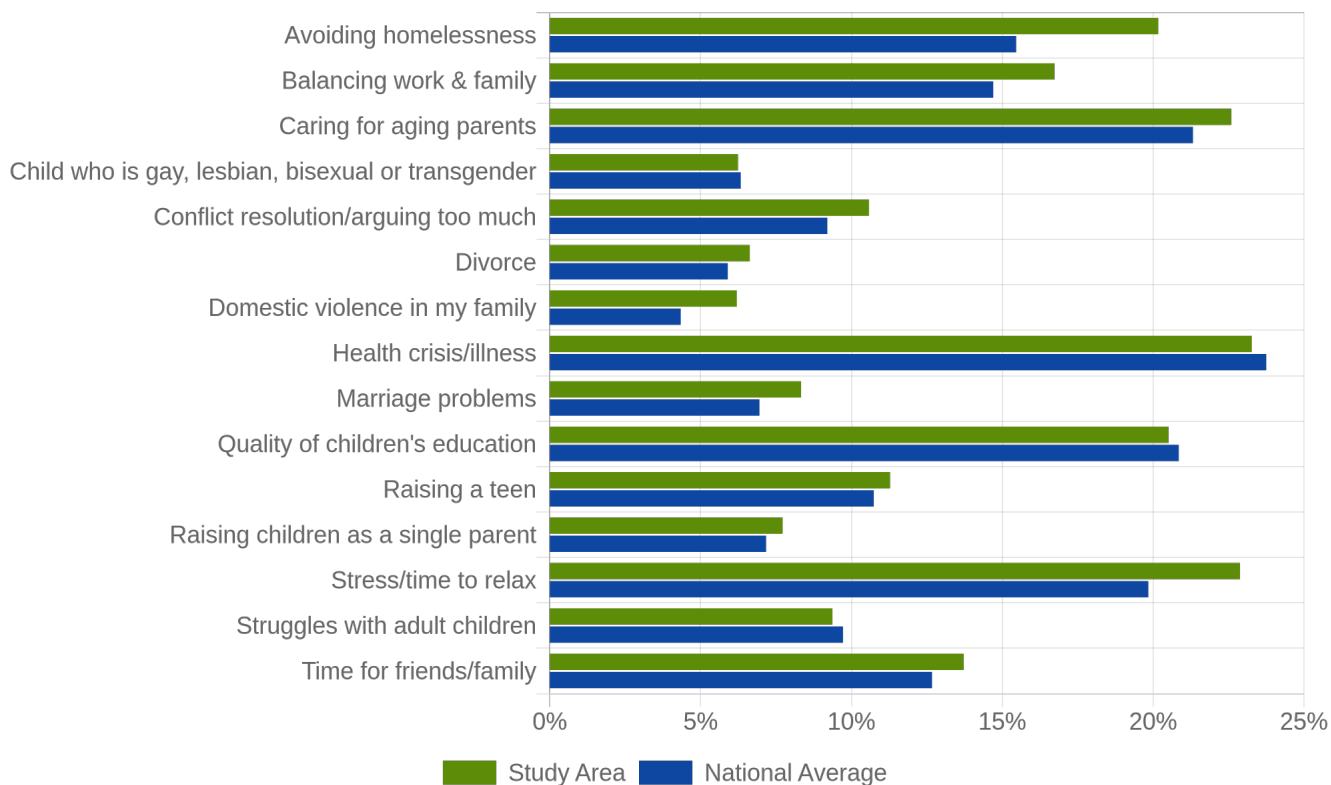
Significant Personal Health & Life Concerns Study Area Compared to National Average



Concerns About Home and Family

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	29.92%	20.17%	24.65%	15.46%	121	130
Balancing work & family	36.64%	16.73%	36.44%	14.70%	100	113
Caring for aging parents	30.55%	22.59%	28.99%	21.32%	105	105
Child who is gay, lesbian, bisexual or transgender	10.02%	6.24%	10.54%	6.33%	95	98
Conflict resolution/arguing too much	36.37%	10.58%	34.53%	9.20%	105	115
Divorce	14.54%	6.63%	13.51%	5.90%	107	112
Domestic violence in my family	10.22%	6.20%	9.80%	4.34%	104	142
Health crisis/illness	49.91%	23.27%	50.13%	23.75%	99	97
Marriage problems	20.91%	8.33%	21.14%	6.95%	98	119
Quality of children's education	25.52%	20.51%	26.77%	20.85%	95	98
Raising a teen	15.33%	11.28%	17.72%	10.74%	86	105
Raising children as a single parent	14.38%	7.72%	12.95%	7.17%	111	107
Stress/time to relax	50.46%	22.88%	50.02%	19.84%	100	115
Struggles with adult children	22.10%	9.37%	24.84%	9.72%	88	96
Time for friends/family	47.17%	13.72%	47.33%	12.67%	99	108
Home and Family Average	27.60%	13.75%	27.29%	12.60%	101	109

Significant Home and Family Concerns
Study Area Compared to National Average

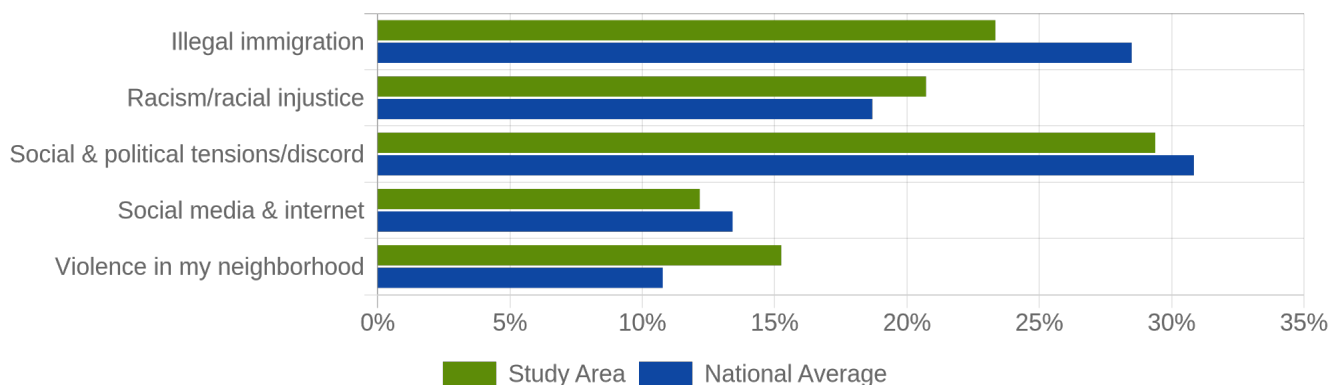


Concerns About Community

Study Area Compared to National Average	Study Area		National Average			
	Modest Concern	Significant Concern	Modest Concern	Significant Concern	Modest Concern	Significant Concern
Illegal immigration	25.87%	23.34%	26.94%	28.49%	96	81
Racism/racial injustice	38.26%	20.72%	35.16%	18.69%	108	110
Social & political tensions/discord	45.00%	29.38%	42.98%	30.84%	104	95
Social media & internet	44.10%	12.17%	41.50%	13.41%	106	90
Violence in my neighborhood	42.33%	15.25%	34.43%	10.77%	122	141
Community Average	39.11%	20.17%	36.20%	20.44%	108	98

Significant Community Concerns

Study Area Compared to National Average

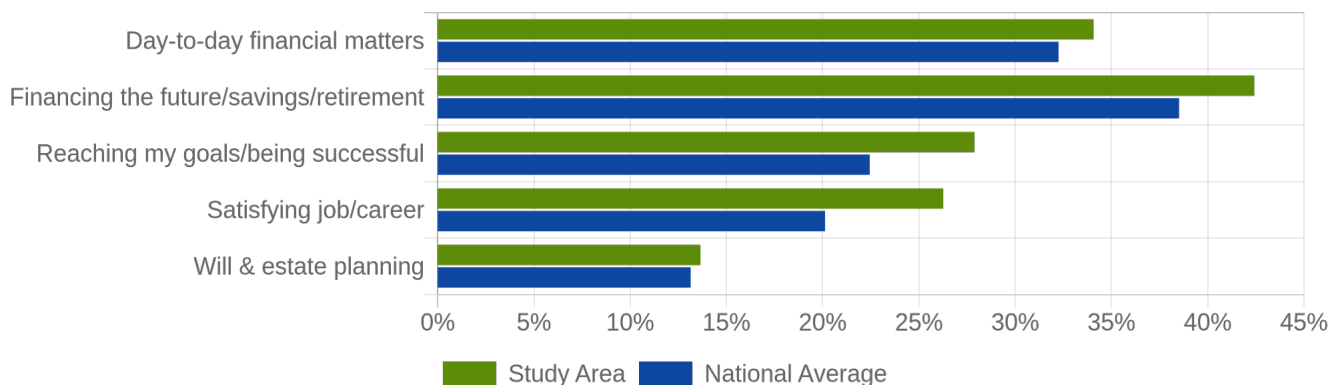


Concerns about Careers and Financial Matters

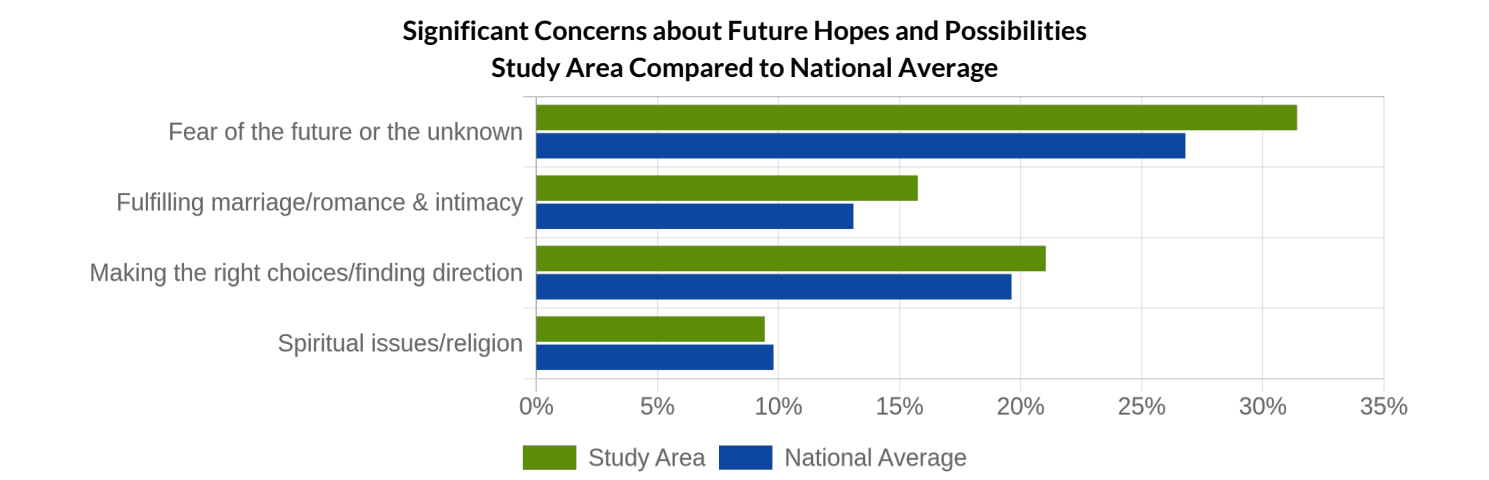
Study Area Compared to National Average	Study Area		National Average			
	Modest Concern	Significant Concern	Modest Concern	Significant Concern	Modest Concern	Significant Concern
Day-to-day financial matters	45.26%	34.07%	44.13%	32.25%	102	105
Financing the future/savings/retirement	40.79%	42.42%	43.49%	38.51%	93	110
Reaching my goals/being successful	46.87%	27.88%	45.84%	22.44%	102	124
Satisfying job/career	34.91%	26.26%	34.98%	20.12%	99	130
Will & estate planning	39.16%	13.65%	42.25%	13.14%	92	103
Careers and Financial Average	41.40%	28.86%	42.14%	25.29%	98	114

Significant Concerns about Careers and Financial Matters

Study Area Compared to National Average



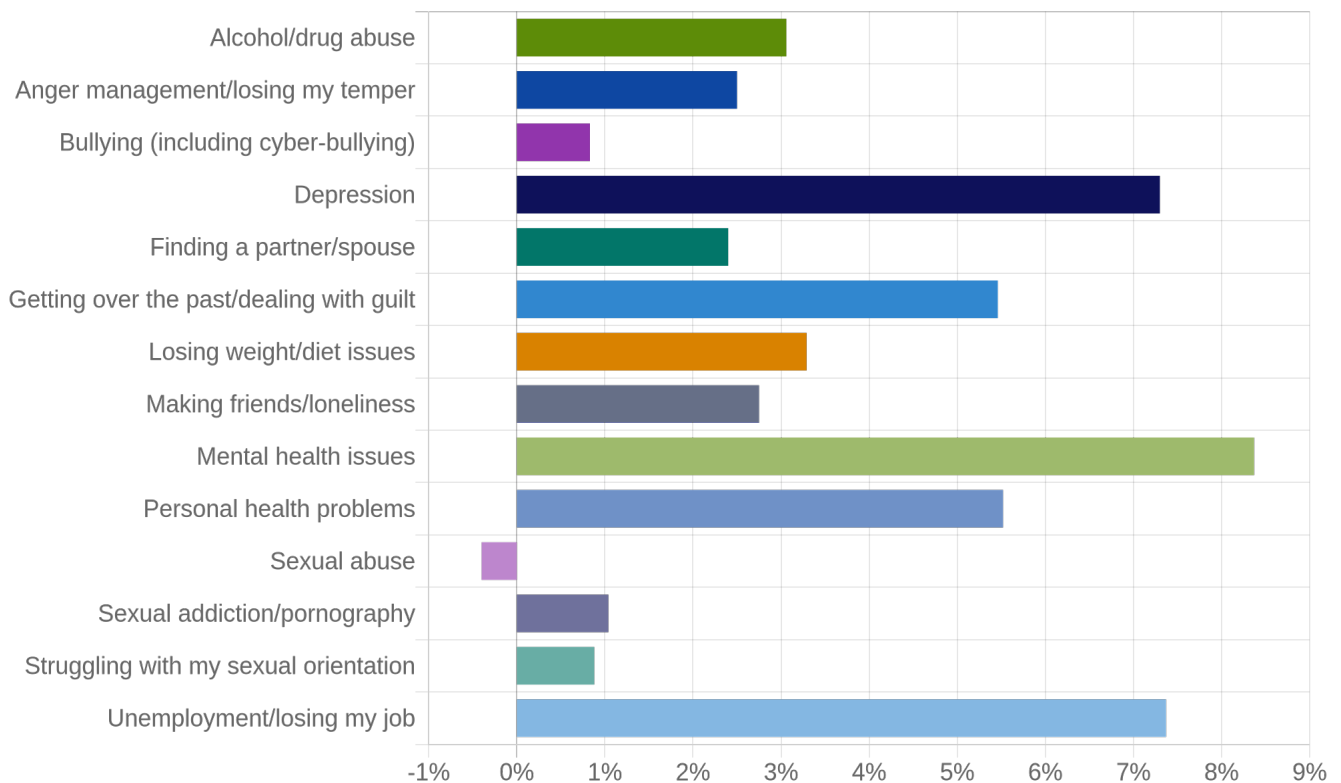
Concerns about Future Hopes and Possibilities						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Fear of the future or the unknown	47.55%	31.41%	50.06%	26.80%	94	117
Fulfilling marriage/romance & intimacy	33.78%	15.75%	33.61%	13.09%	100	120
Making the right choices/finding direction	50.42%	21.03%	48.89%	19.62%	103	107
Spiritual issues/religion	26.16%	9.43%	28.22%	9.79%	92	96
Future Hopes and Possibilities Average	39.48%	19.41%	40.20%	17.33%	98	112



Concerns About Personal Health & Life

Study Area Comparison between 2021 & 2025	2021	2025	Point Change Between Surveys
Alcohol/drug abuse	5.24%	8.30%	3.06%
Anger management/losing my temper	6.02%	8.52%	2.50%
Bullying (including cyber-bullying)	12.50%	13.33%	0.83%
Depression	12.12%	19.42%	7.30%
Finding a partner/spouse	8.45%	10.85%	2.40%
Getting over the past/dealing with guilt	9.58%	15.04%	5.46%
Losing weight/diet issues	18.35%	21.64%	3.29%
Making friends/loneliness	10.82%	13.57%	2.75%
Mental health issues	14.28%	22.65%	8.37%
Personal health problems	16.05%	21.57%	5.52%
Sexual abuse	9.80%	9.40%	-0.40%
Sexual addiction/pornography	4.27%	5.31%	1.04%
Struggling with my sexual orientation	2.16%	3.04%	0.88%
Unemployment/losing my job	15.32%	22.69%	7.37%
Personal Life Average	10.35%	13.95%	3.60%

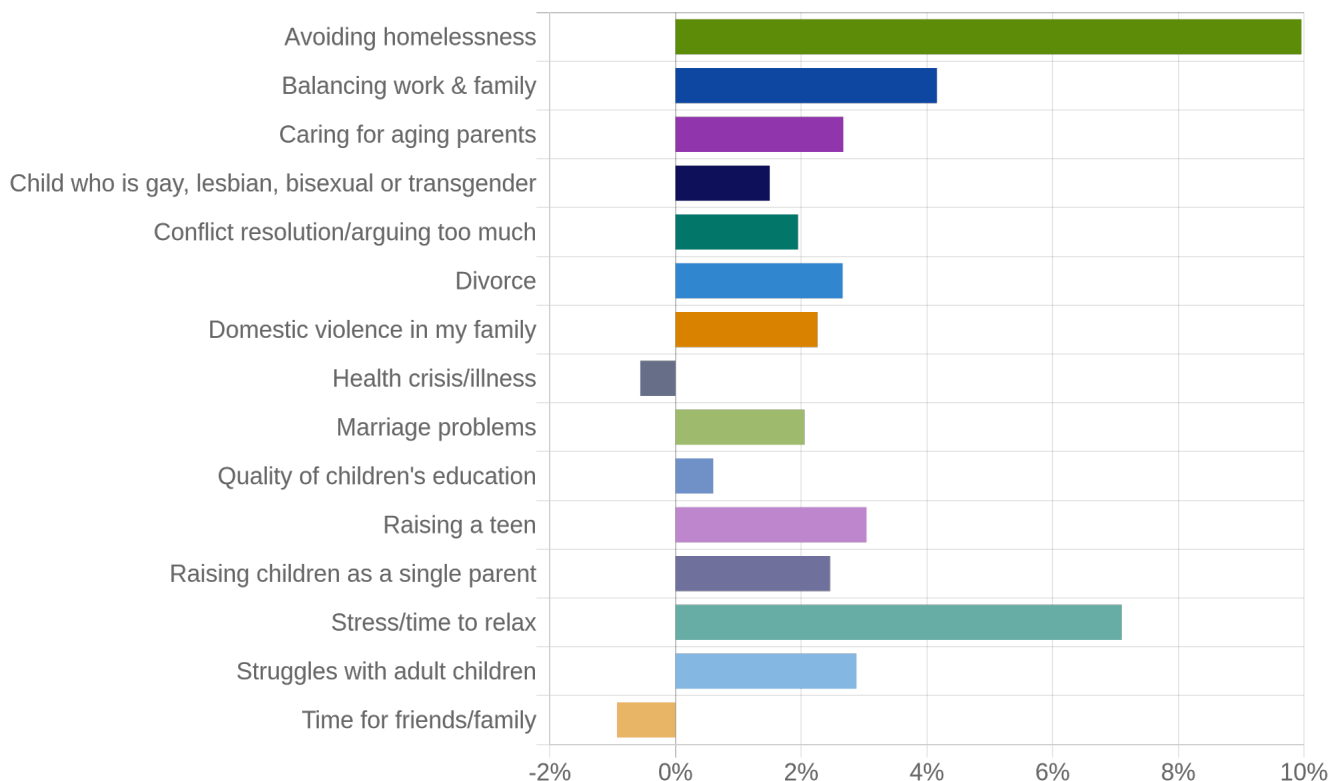
**Personal Health & Life Concerns
Point Change Between 2021 & 2025**



Concerns About Home and Family

Study Area Comparison between 2021 & 2025	2021	2025	Point Change Between Surveys
Avoiding homelessness	10.21%	20.17%	9.96%
Balancing work & family	12.57%	16.73%	4.16%
Caring for aging parents	19.92%	22.59%	2.67%
Child who is gay, lesbian, bisexual or transgender	4.74%	6.24%	1.50%
Conflict resolution/arguing too much	8.63%	10.58%	1.95%
Divorce	3.97%	6.63%	2.66%
Domestic violence in my family	3.94%	6.20%	2.26%
Health crisis/illness	23.83%	23.27%	-0.56%
Marriage problems	6.28%	8.33%	2.05%
Quality of children's education	19.91%	20.51%	0.60%
Raising a teen	8.24%	11.28%	3.04%
Raising children as a single parent	5.26%	7.72%	2.46%
Stress/time to relax	15.78%	22.88%	7.10%
Struggles with adult children	6.49%	9.37%	2.88%
Time for friends/family	14.65%	13.72%	-0.93%
Home and Family Average	10.96%	13.75%	2.79%

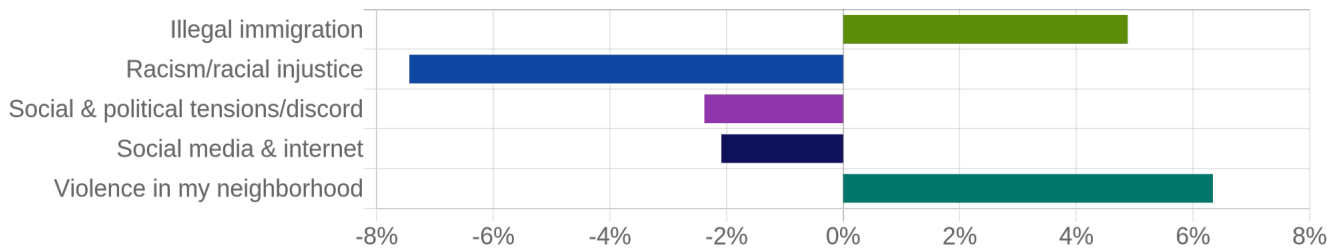
Home & Family Concerns
Point Change Between 2021 & 2025



Concerns About Community

Study Area Comparison between 2021 & 2025	2021	2025	Point Change Between Surveys
Illegal immigration	18.46%	23.34%	4.88%
Racism/racial injustice	28.16%	20.72%	-7.44%
Social & political tensions/discord	31.76%	29.38%	-2.38%
Social media & internet	14.26%	12.17%	-2.09%
Violence in my neighborhood	8.91%	15.25%	6.34%
Community Average	20.31%	20.17%	-0.14%

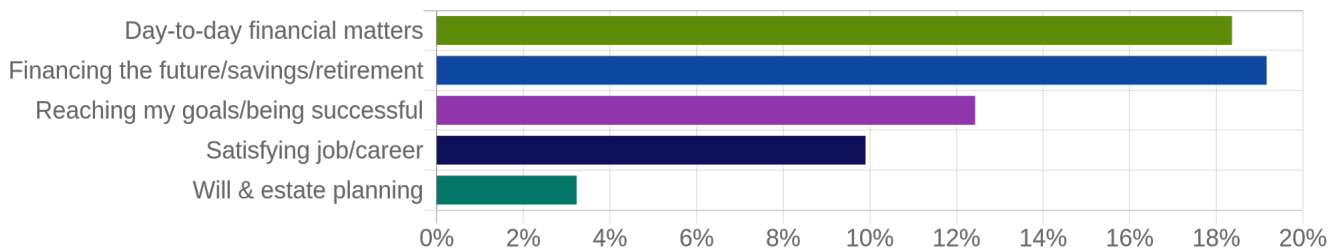
**Concerns about Community
Point Change Between 2021 & 2025**



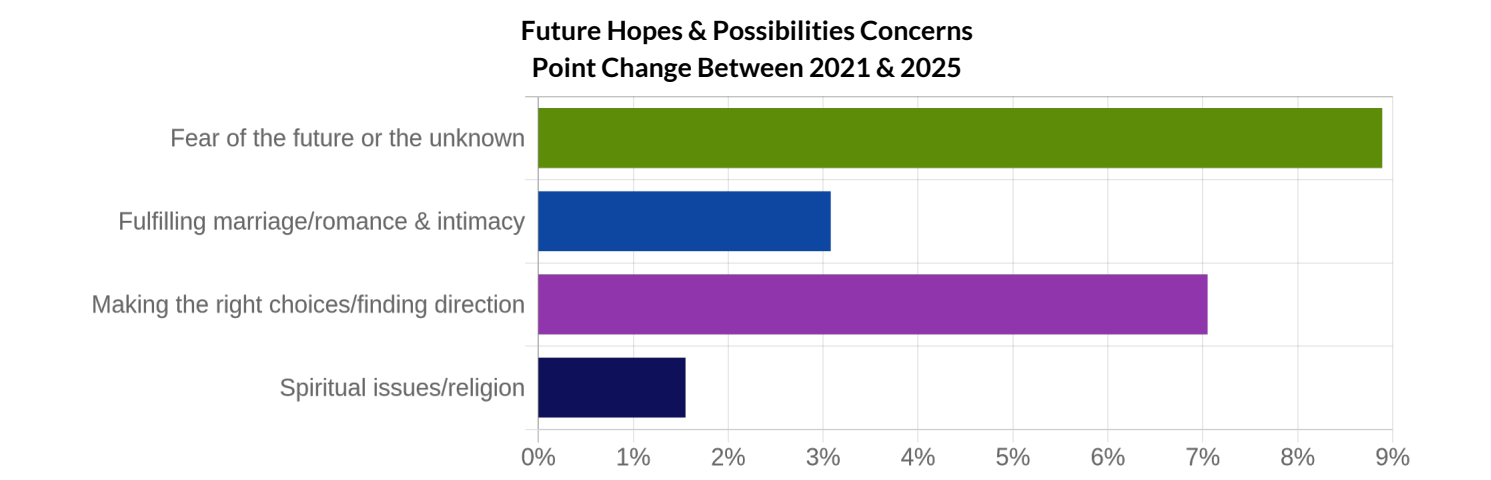
Concerns about Careers and Financial Matters

Study Area Comparison between 2021 & 2025	2021	2025	Point Change Between Surveys
Day-to-day financial matters	15.71%	34.07%	18.36%
Financing the future/savings/retirement	23.26%	42.42%	19.16%
Reaching my goals/being successful	15.45%	27.88%	12.43%
Satisfying job/career	16.36%	26.26%	9.90%
Will & estate planning	10.42%	13.65%	3.23%
Career and Financial Average	16.24%	28.86%	12.62%

**Career & Financial Concerns
Point Change Between 2021 & 2025**

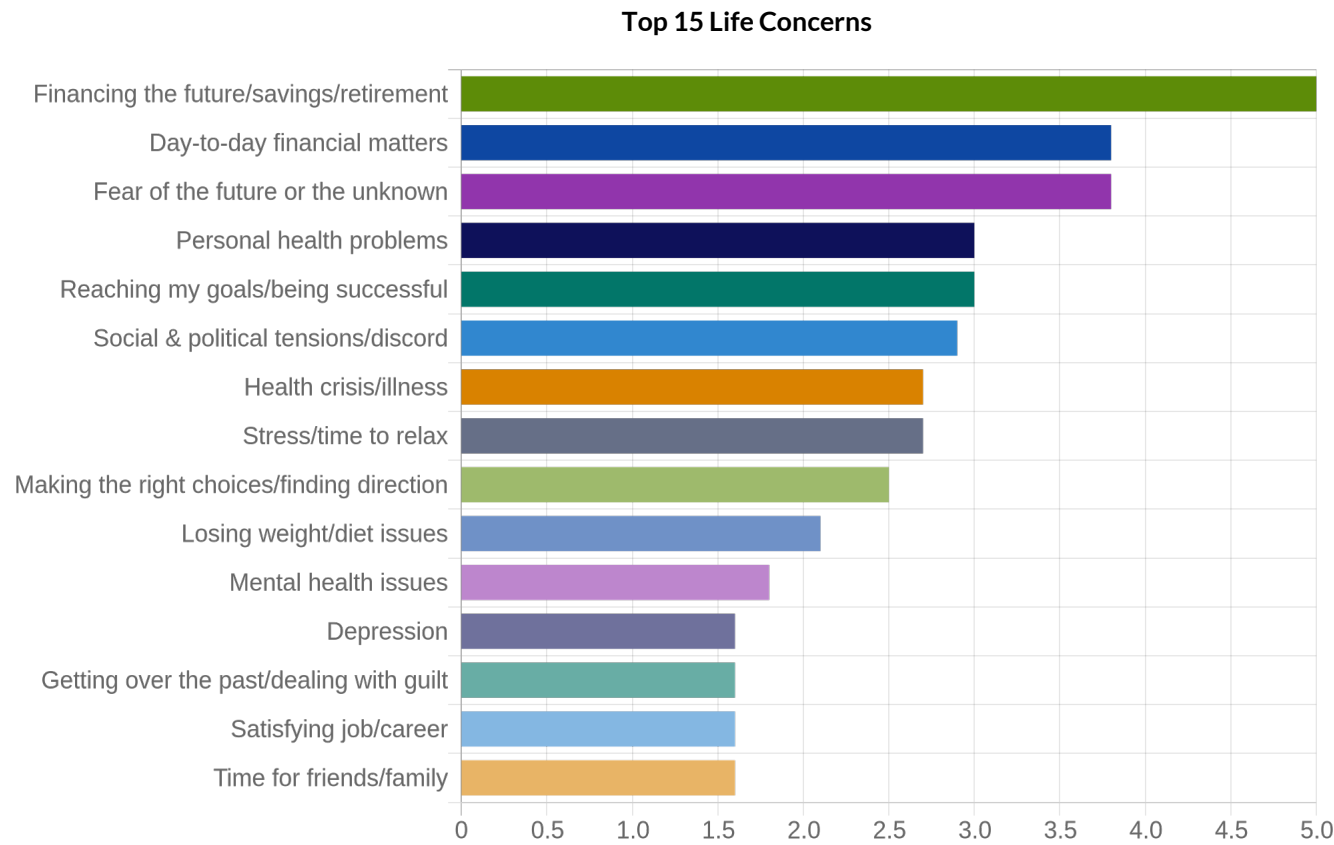


Concerns about Future Hopes and Possibilities			
Study Area Comparison between 2021 & 2025	2021	2025	Point Change Between Surveys
Fear of the future or the unknown	22.52%	31.41%	8.89%
Fulfilling marriage/romance & intimacy	12.67%	15.75%	3.08%
Making the right choices/finding direction	13.98%	21.03%	7.05%
Spiritual issues/religion	7.88%	9.43%	1.55%
Future Hopes and Possibilities Average	14.26%	19.41%	5.14%



To effectively serve, congregational ministries and programs must understand the community's concerns. This report analyzes Life Concerns data to identify the top 15 concerns in your study area, offering valuable insights for targeted community outreach.

Top 15 Life Concerns			
Priority List			
Ranking	Concern	Ratio	Strength of Concern
1	Financing the future/savings/retirement	5.0	Very Strong Concern
2	Day-to-day financial matters	3.8	Strong Concern
3	Fear of the future or the unknown	3.8	Strong Concern
4	Personal health problems	3.0	Strong Concern
5	Reaching my goals/being successful	3.0	Strong Concern
6	Social & political tensions/discord	2.9	Strong Concern
7	Health crisis/illness	2.7	Strong Concern
8	Stress/time to relax	2.7	Strong Concern
9	Making the right choices/finding direction	2.5	Strong Concern
10	Losing weight/diet issues	2.1	Strong Concern
11	Mental health issues	1.8	Somewhat Strong Concern
12	Depression	1.6	Somewhat Strong Concern
13	Getting over the past/dealing with guilt	1.6	Somewhat Strong Concern
14	Satisfying job/career	1.6	Somewhat Strong Concern
15	Time for friends/family	1.6	Somewhat Strong Concern



This report compares the percentage of people with significant concern about an issue to those with little to no concern.

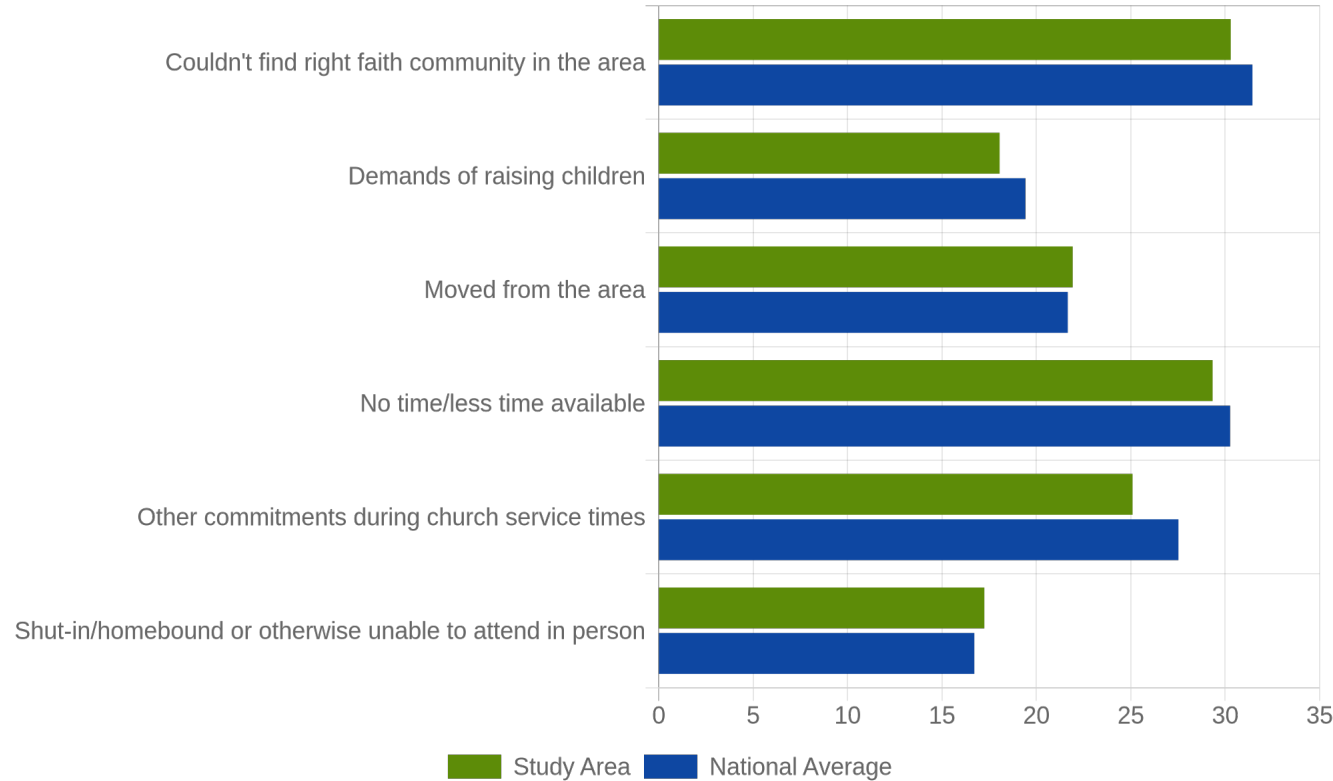
Reasons Not Active in a Religious Community

This group of respondents are not currently active in a religious congregation or community and have provided reasons for why they continue to not participate. Though potentially sensitive, understanding the reasons why people choose not to be active in a religious community is vital for congregational outreach and growth.

This section examines those reasons, categorized by personal life, personal faith, and about the church, which are benchmarked against national averages. The top 10 reasons are then summarized for further reflection.

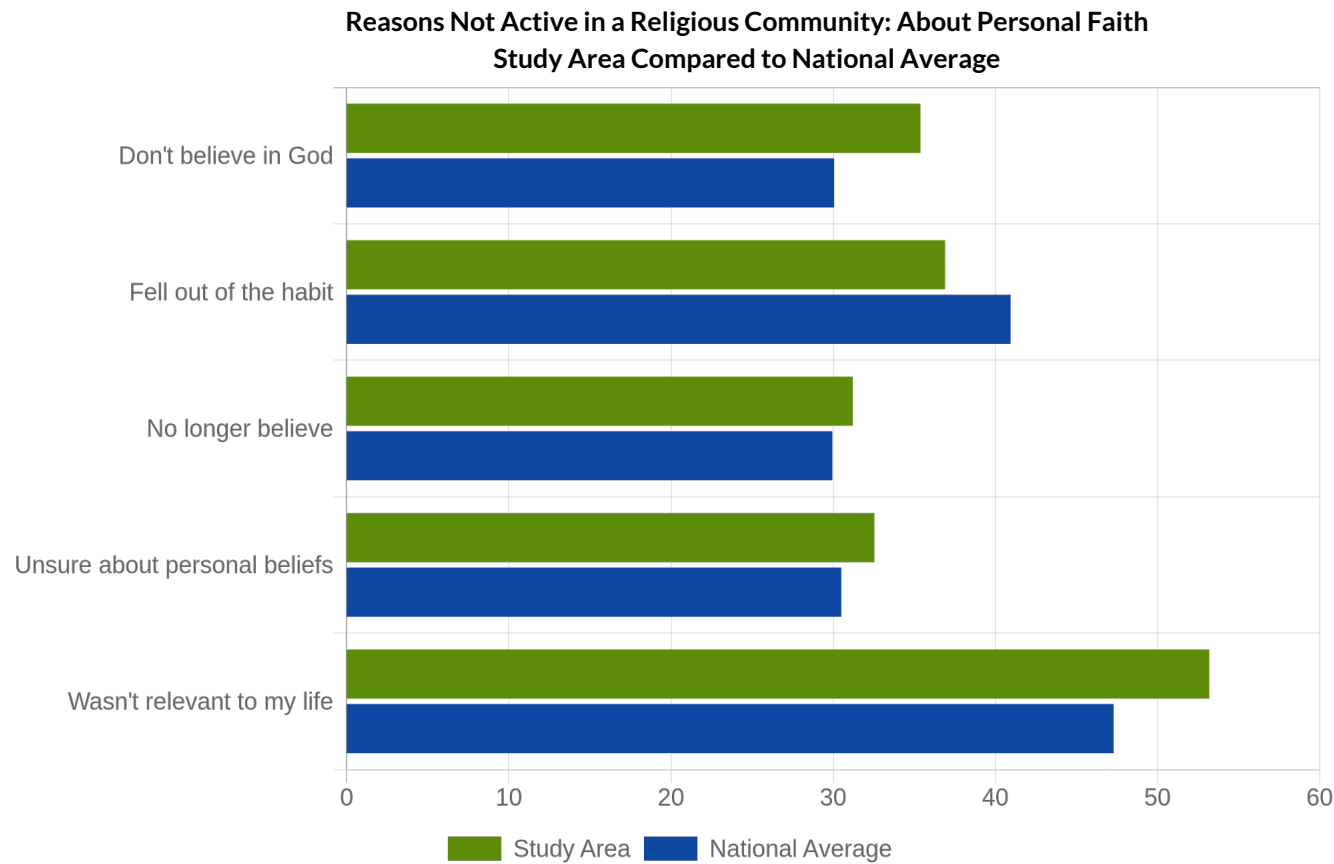
Study Area Compared to National Average	Reasons Not Active in a Religious Community		
About Personal Life	Study Area	National Average	Comparative Index
Couldn't find right faith community in the area	30.29%	31.44%	96
Demands of raising children	18.05%	19.42%	92
Moved from the area	21.92%	21.66%	101
No time/less time available	29.33%	30.26%	96
Other commitments during church service times	25.09%	27.52%	91
Shut-in/homebound or otherwise unable to attend in person	17.24%	16.71%	103
Average of Personal Life	23.65%	24.50%	96

Reasons Not Active in a Religious Community: About Personal Life
Study Area Compared to National Average



Reasons Not Active in a Religious Community

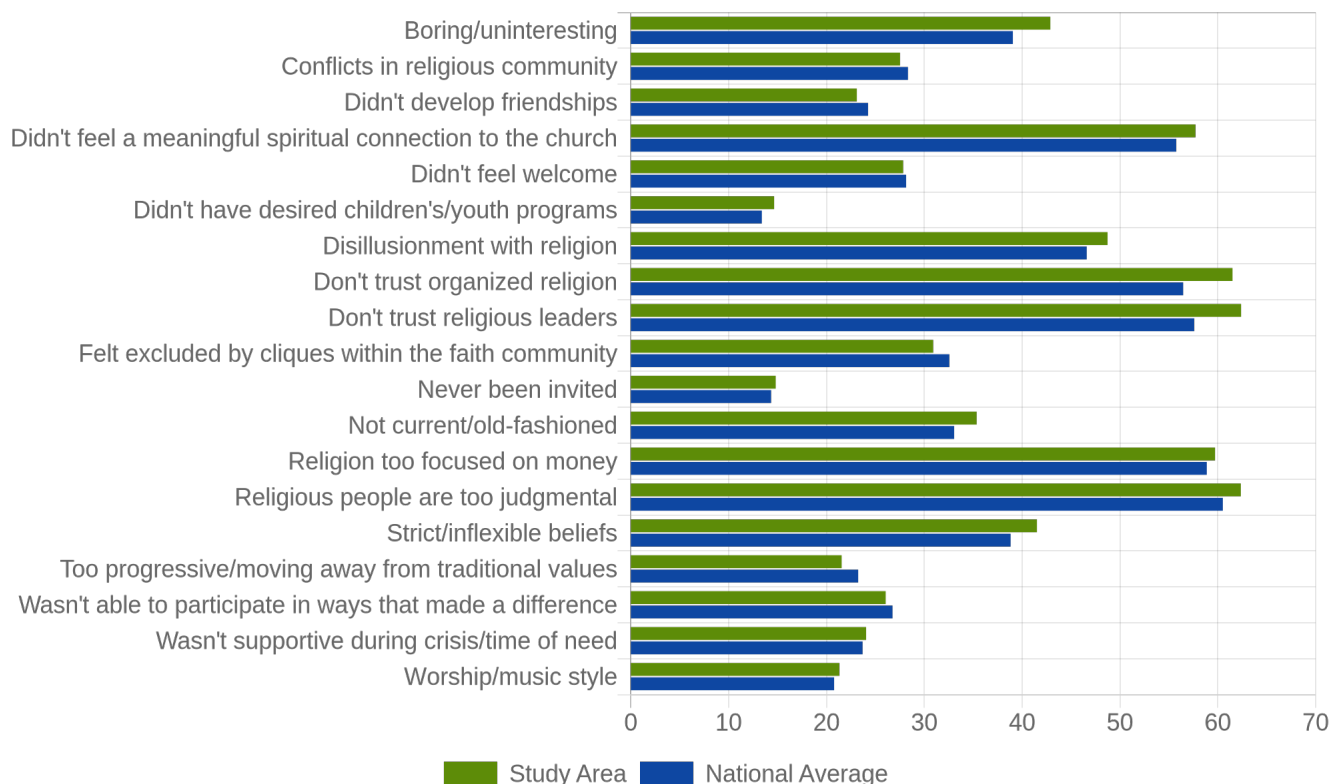
About Personal Faith	Study Area	National Average	Comparative Index
Don't believe in God	35.38%	30.06%	117
Fell out of the habit	36.90%	40.94%	90
No longer believe	31.21%	29.95%	104
Unsure about personal beliefs	32.54%	30.50%	106
Wasn't relevant to my life	53.19%	47.29%	112
Average of About Personal Faith	37.84%	35.75%	105



Reasons Not Active in a Religious Community

About the Church	Study Area	National Average	Comparative Index
Boring/uninteresting	42.88%	39.05%	109
Conflicts in religious community	27.52%	28.33%	97
Didn't develop friendships	23.10%	24.25%	95
Didn't feel a meaningful spiritual connection to the church	57.72%	55.75%	103
Didn't feel welcome	27.84%	28.14%	98
Didn't have desired children's/youth programs	14.65%	13.39%	109
Disillusionment with religion	48.73%	46.60%	104
Don't trust organized religion	61.50%	56.46%	108
Don't trust religious leaders	62.38%	57.59%	108
Felt excluded by cliques within the faith community	30.91%	32.56%	94
Never been invited	14.81%	14.34%	103
Not current/old-fashioned	35.35%	33.05%	106
Religion too focused on money	59.72%	58.87%	101
Religious people are too judgmental	62.35%	60.51%	103
Strict/inflexible beliefs	41.51%	38.82%	106
Too progressive/moving away from traditional values	21.55%	23.24%	92
Wasn't able to participate in ways that made a difference	26.05%	26.75%	97
Wasn't supportive during crisis/time of need	24.05%	23.69%	101
Worship/music style	21.32%	20.78%	102
Average About the Church	37.05%	35.90%	103

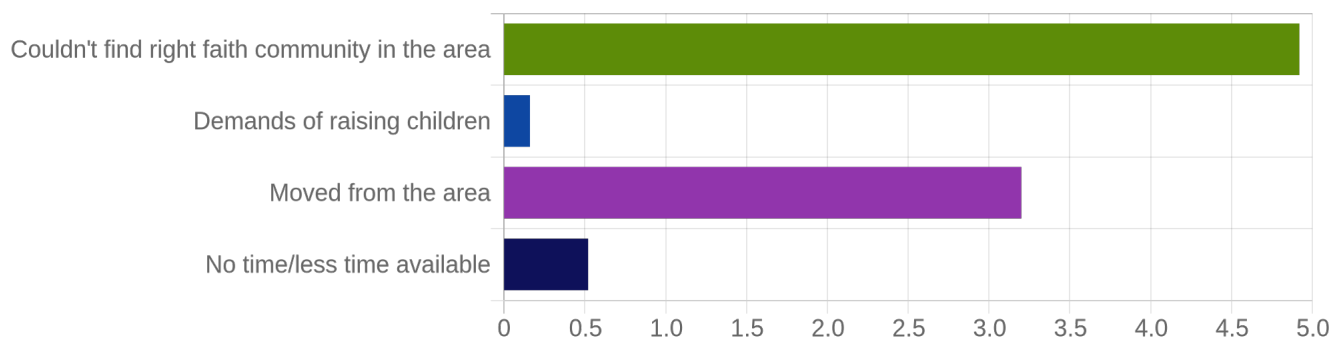
Reasons Not Active in a Religious Community: About the Church
Study Area Compared to National Average



Reasons Not Active in a Religious Community

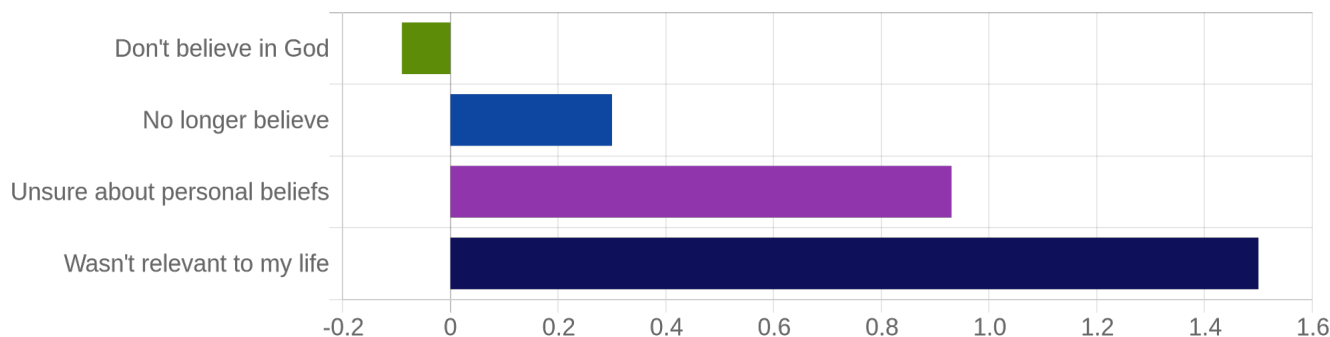
Study Area Comparison between 2021 & 2025		Reasons Not Active in a Religious Community		
About Personal Life	2021	2025	Change	
Couldn't find right faith community in the area	25.37%	30.29%	4.92%	
Demands of raising children	17.89%	18.05%	0.16%	
Moved from the area	18.72%	21.92%	3.20%	
No time/less time available	28.81%	29.33%	0.52%	
Average of Personal Life	22.70%	24.90%	2.20%	

Reasons Not Active in a Religious Community: About Personal Life
Point Change Between 2021 & 2025



About Personal Faith	2021	2025	Change
Don't believe in God	35.47%	35.38%	-0.09%
No longer believe	30.91%	31.21%	0.30%
Unsure about personal beliefs	31.61%	32.54%	0.93%
Wasn't relevant to my life	51.69%	53.19%	1.50%
Average of About Personal Faith	37.42%	38.08%	0.66%

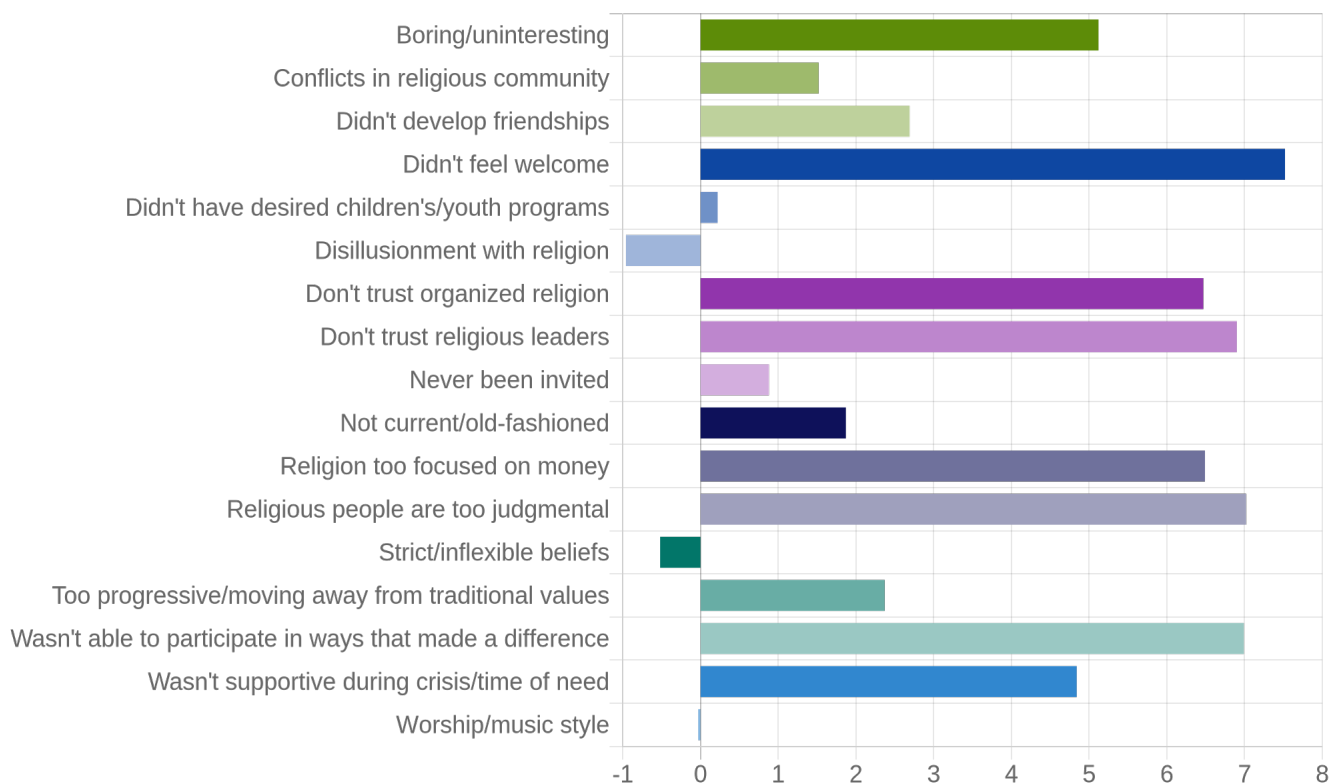
Reasons Not Active in a Religious Community: About Personal Faith
Point Change Between 2021 & 2025



Reasons Not Active in a Religious Community

About the Church	2021	2025	Change
Boring/uninteresting	37.76%	42.88%	5.12%
Conflicts in religious community	26.00%	27.52%	1.52%
Didn't develop friendships	20.41%	23.10%	2.69%
Didn't feel welcome	20.32%	27.84%	7.52%
Didn't have desired children's/youth programs	14.43%	14.65%	0.22%
Disillusionment with religion	49.69%	48.73%	-0.96%
Don't trust organized religion	55.03%	61.50%	6.47%
Don't trust religious leaders	55.48%	62.38%	6.90%
Never been invited	13.93%	14.81%	0.88%
Not current/old-fashioned	33.48%	35.35%	1.87%
Religion too focused on money	53.23%	59.72%	6.49%
Religious people are too judgmental	55.33%	62.35%	7.02%
Strict/inflexible beliefs	42.03%	41.51%	-0.52%
Too progressive/moving away from traditional values	19.18%	21.55%	2.37%
Wasn't able to participate in ways that made a difference	19.06%	26.05%	6.99%
Wasn't supportive during crisis/time of need	19.21%	24.05%	4.84%
Worship/music style	21.35%	21.32%	-0.03%
Average About the Church	32.70%	36.19%	3.49%

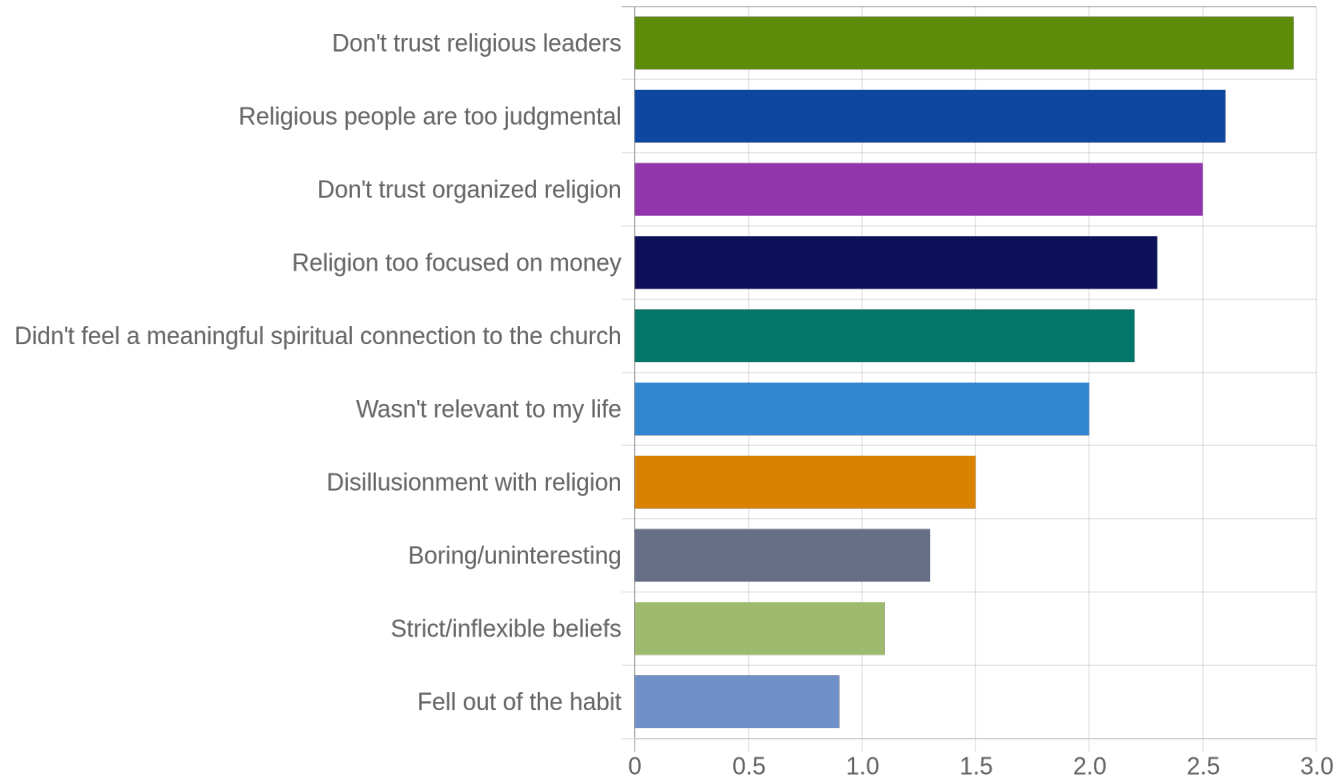
Reasons Not Active in a Religious Community: About the Church
Point Change Between 2021 & 2025



Reasons Not Active in a Religious Community

Priority List		Top 10 Reasons Not Active in a Religious Community	
Ranking	Reason	Ratio	Strength of Reason
1	Don't trust religious leaders	2.9	Strong Reason
2	Religious people are too judgmental	2.6	Strong Reason
3	Don't trust organized religion	2.5	Strong Reason
4	Religion too focused on money	2.3	Strong Reason
5	Didn't feel a meaningful spiritual connection to the church	2.2	Strong Reason
6	Wasn't relevant to my life	2.0	Strong Reason
7	Disillusionment with religion	1.5	Somewhat Strong Reason
8	Boring/uninteresting	1.3	Somewhat Strong Reason
9	Strict/inflexible beliefs	1.1	Moderate Reason
10	Fell out of the habit	0.9	Moderate Reason

Top 10 Reasons Not Active in a Religious Community



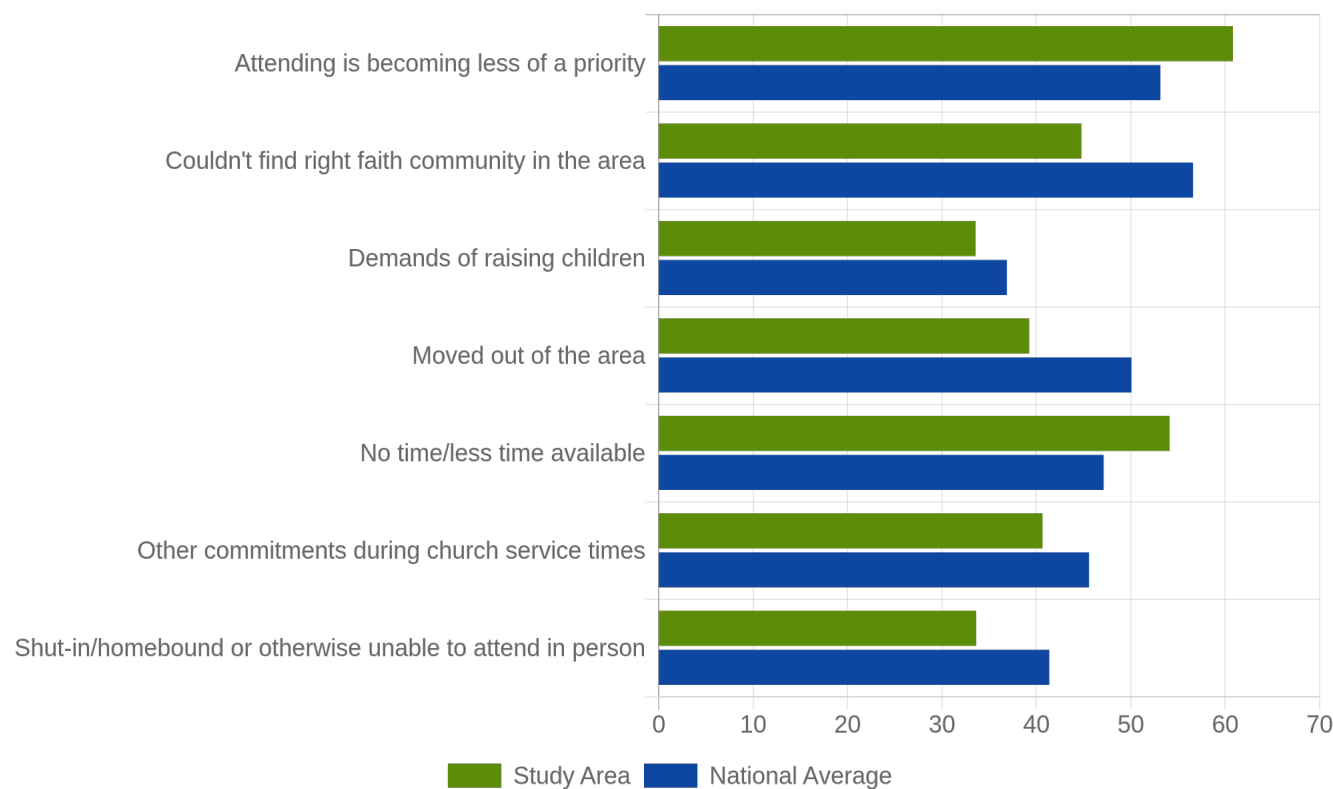
Hint: This report compares the percentage of people who found the reasons at least somewhat important to those who found them not important. "Not Sure" responses are excluded.

Reasons for Considering Leaving Religious Community

These respondents currently participate in a religious congregation or community but may consider leaving and discontinuing participation for some of the following reasons.

Study Area Compared to National Average		Reasons for Considering Leaving Religious Community		
About Personal Life	Study Area	National Average	Comparative Index	
Attending is becoming less of a priority	60.81%	53.13%	114	
Couldn't find right faith community in the area	44.76%	56.59%	79	
Demands of raising children	33.54%	36.87%	90	
Moved out of the area	39.23%	50.06%	78	
No time/less time available	54.11%	47.12%	114	
Other commitments during church service times	40.64%	45.57%	89	
Shut-in/homebound or otherwise unable to attend in person	33.62%	41.36%	81	
Average of Personal Life	43.82%	47.24%	92	

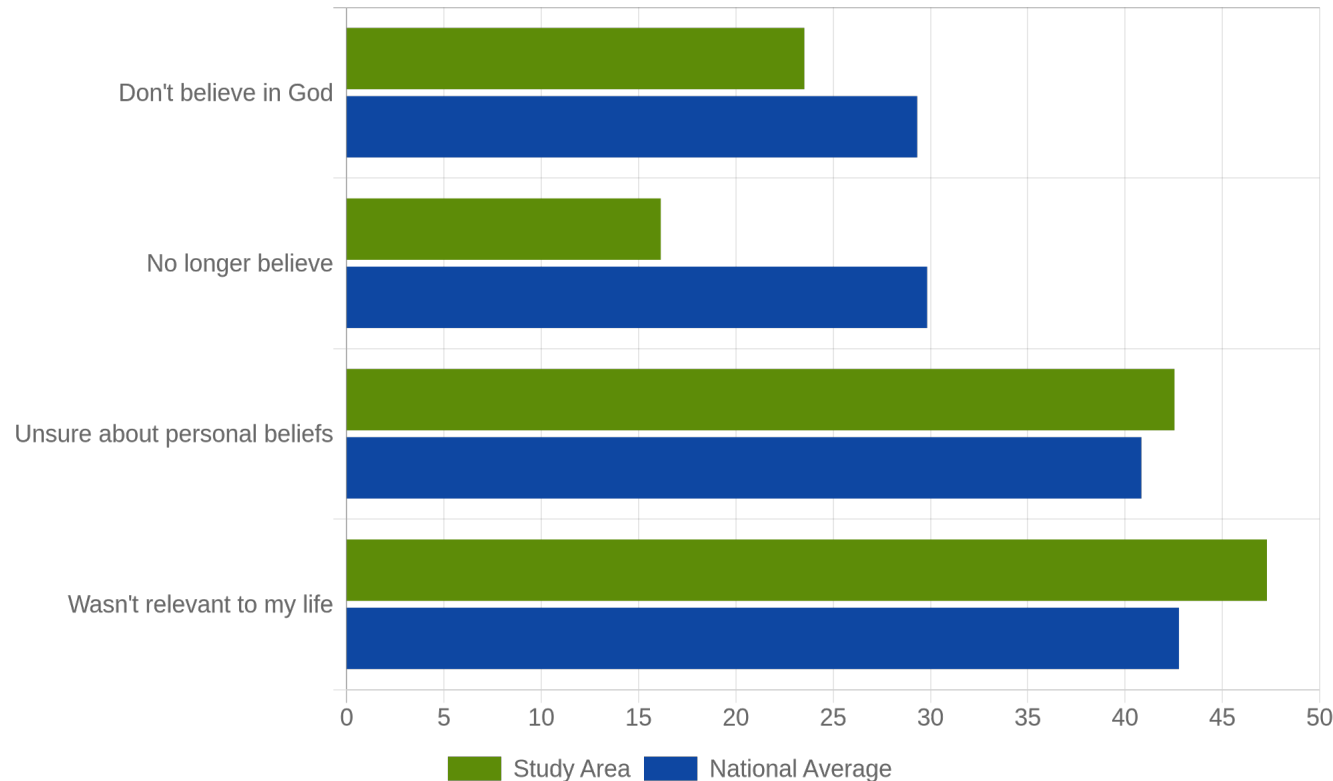
Reasons for Considering Leaving Religious Community: About Personal Life
Study Area Compared to National Average



Reasons for Considering Leaving Religious Community

About Personal Faith	Study Area	National Average	Comparative Index
Don't believe in God	23.52%	29.32%	80
No longer believe	16.14%	29.83%	54
Unsure about personal beliefs	42.54%	40.84%	104
Wasn't relevant to my life	47.29%	42.77%	110
Average About Personal Faith	32.37%	35.69%	90

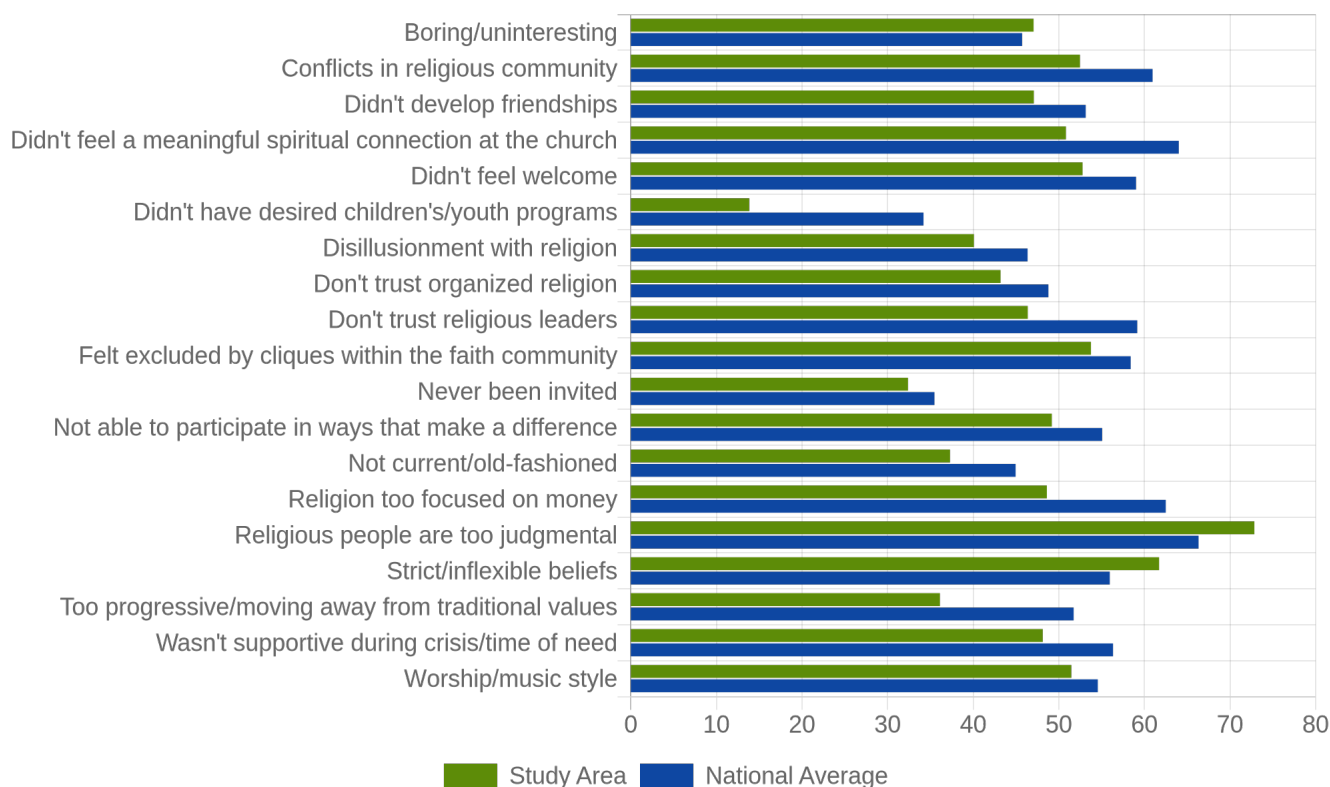
Reasons for Considering Leaving Religious Community: About Personal Faith
Study Area Compared to National Average



Reasons for Considering Leaving Religious Community

About the Church	Study Area	National Average	Comparative Index
Boring/uninteresting	47.05%	45.71%	102
Conflicts in religious community	52.47%	60.95%	86
Didn't develop friendships	47.08%	53.14%	88
Didn't feel a meaningful spiritual connection at the church	50.83%	64.01%	79
Didn't feel welcome	52.77%	59.02%	89
Didn't have desired children's/youth programs	13.84%	34.19%	40
Disillusionment with religion	40.08%	46.35%	86
Don't trust organized religion	43.19%	48.78%	88
Don't trust religious leaders	46.37%	59.16%	78
Felt excluded by cliques within the faith community	53.75%	58.39%	92
Never been invited	32.38%	35.47%	91
Not able to participate in ways that make a difference	49.18%	55.06%	89
Not current/old-fashioned	37.29%	44.95%	82
Religion too focused on money	48.60%	62.49%	77
Religious people are too judgmental	72.84%	66.32%	109
Strict/inflexible beliefs	61.71%	55.95%	110
Too progressive/moving away from traditional values	36.11%	51.73%	69
Wasn't supportive during crisis/time of need	48.12%	56.33%	85
Worship/music style	51.46%	54.55%	94
Average about the Church	46.59%	53.29%	87

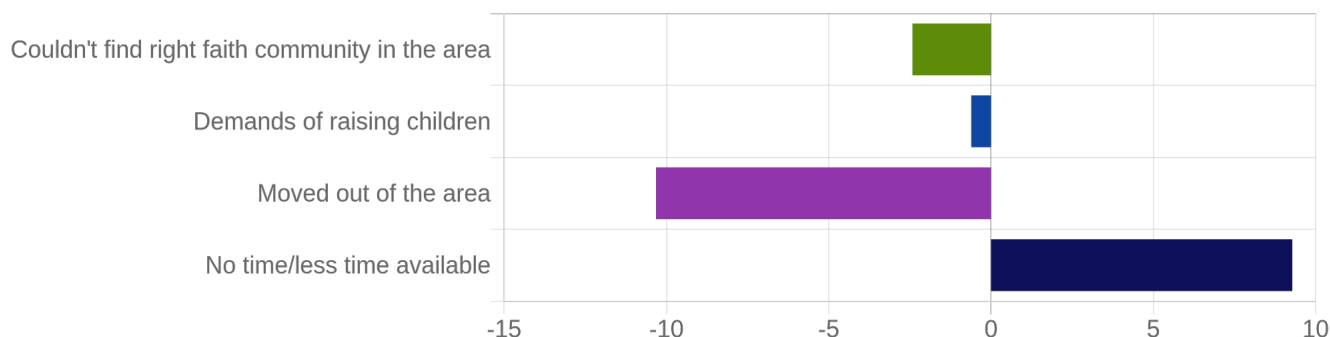
Reasons for Considering Leaving Religious Community: About the Church
Study Area Compared to National Average



Reasons for Considering Leaving Religious Community

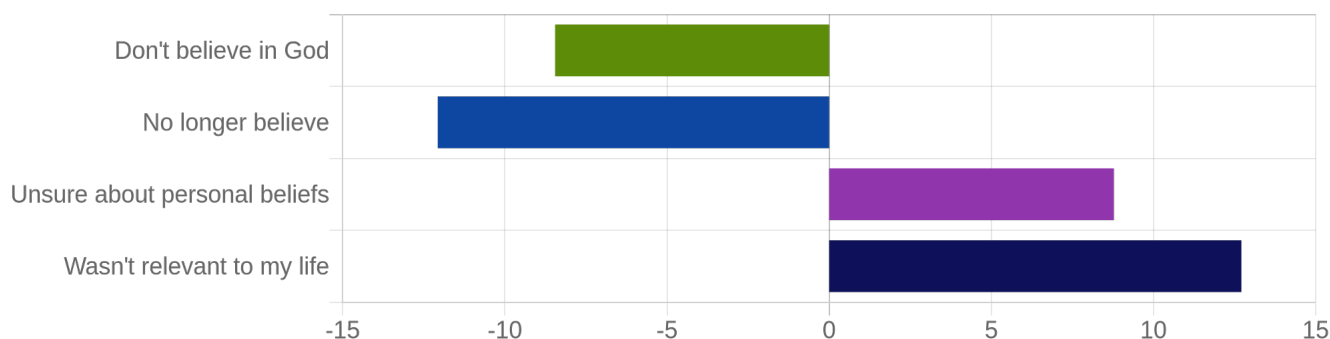
Study Area Comparison between 2021 & 2025		Reasons for Considering Leaving Religious Community		
About Personal Life	2021	2025	Change	
Couldn't find right faith community in the area	47.18%	44.76%	-2.42%	
Demands of raising children	34.15%	33.54%	-0.61%	
Moved out of the area	49.55%	39.23%	-10.32%	
No time/less time available	44.83%	54.11%	9.28%	
Average of Personal Life	43.93%	42.91%	-1.02%	

Reasons for Considering Leaving Religious Community: About Personal Life
Point Change Between 2021 & 2025



About Personal Faith	2021	2025	Change	
Don't believe in God	31.97%	23.52%	-8.45%	
No longer believe	28.21%	16.14%	-12.07%	
Unsure about personal beliefs	33.76%	42.54%	8.78%	
Wasn't relevant to my life	34.58%	47.29%	12.71%	
Average About Personal Faith	32.13%	32.37%	0.24%	

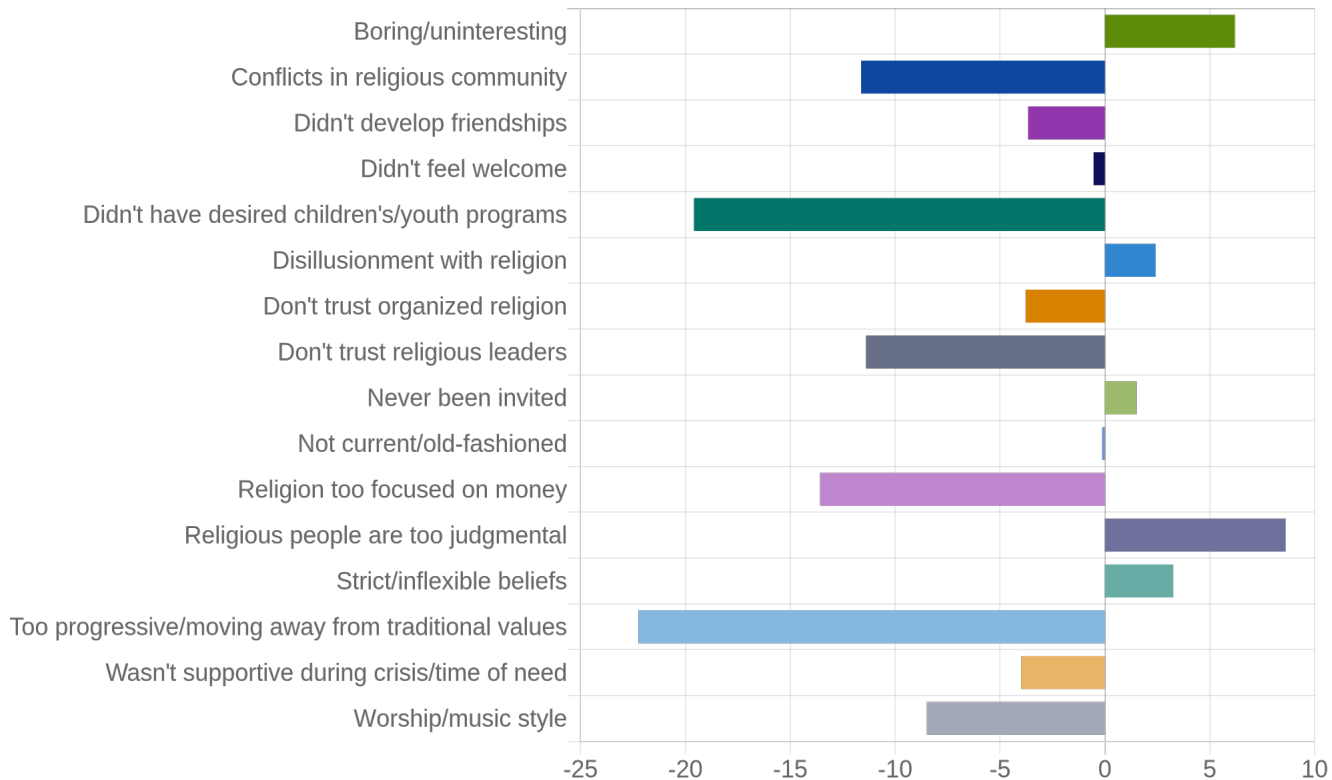
Reasons for Considering Leaving Religious Community: About Personal Faith
Point Change Between 2021 & 2025



Reasons for Considering Leaving Religious Community

About the Church	2021	2025	Change
Boring/uninteresting	40.85%	47.05%	6.20%
Conflicts in religious community	64.09%	52.47%	-11.62%
Didn't develop friendships	50.74%	47.08%	-3.66%
Didn't feel welcome	53.31%	52.77%	-0.54%
Didn't have desired children's/youth programs	33.43%	13.84%	-19.59%
Disillusionment with religion	37.66%	40.08%	2.42%
Don't trust organized religion	46.97%	43.19%	-3.78%
Don't trust religious leaders	57.76%	46.37%	-11.39%
Never been invited	30.87%	32.38%	1.51%
Not current/old-fashioned	37.42%	37.29%	-0.13%
Religion too focused on money	62.18%	48.60%	-13.58%
Religious people are too judgmental	64.22%	72.84%	8.62%
Strict/inflexible beliefs	58.45%	61.71%	3.26%
Too progressive/moving away from traditional values	58.35%	36.11%	-22.24%
Wasn't supportive during crisis/time of need	52.11%	48.12%	-3.99%
Worship/music style	59.95%	51.46%	-8.49%
Average about the Church	50.52%	45.71%	-4.81%

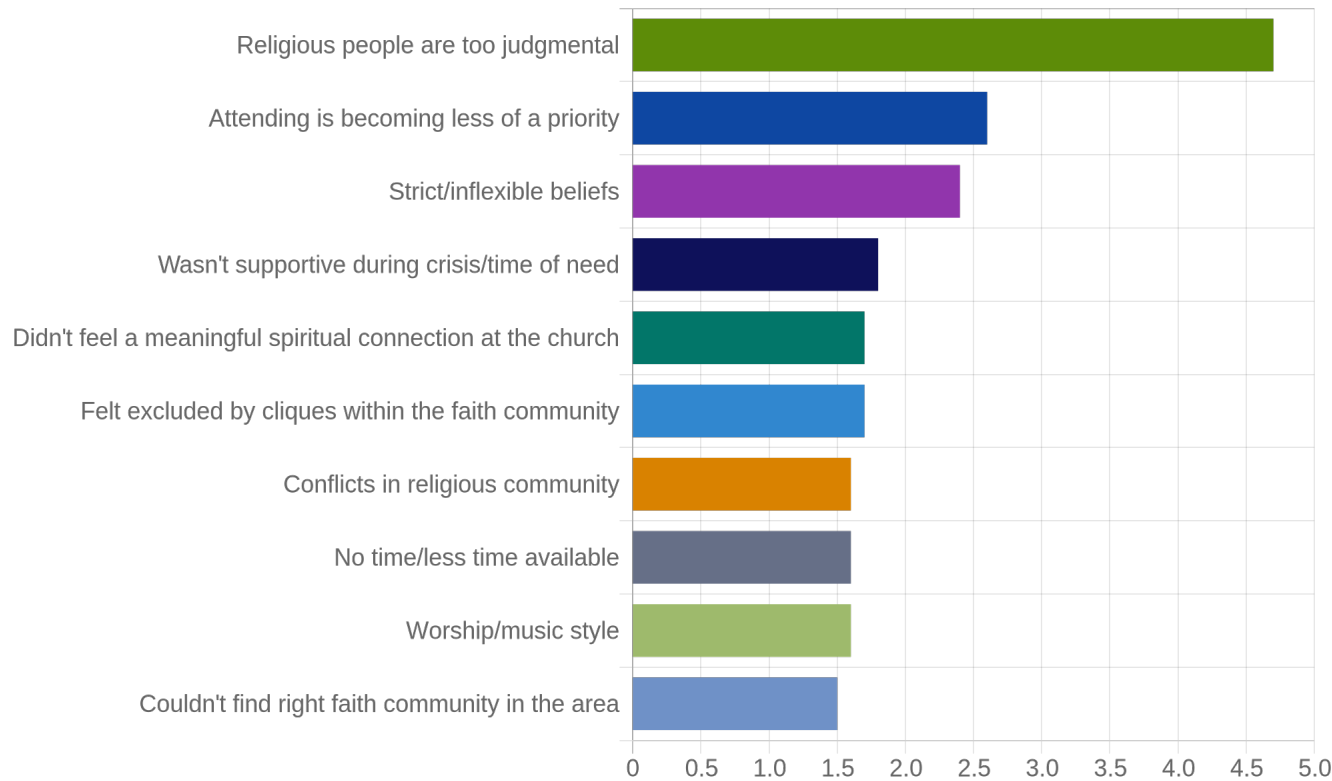
Reasons for Considering Leaving Religious Community: About the Church
Point Change Between 2021 & 2025



Reasons for Considering Leaving Religious Community

Priority List	Top 10 Reasons for Considering Leaving Religious Community		
Ranking	Reason	Ratio	Strength of Reason
1	Religious people are too judgmental	4.7	Very Strong Reason
2	Attending is becoming less of a priority	2.6	Strong Reason
3	Strict/inflexible beliefs	2.4	Strong Reason
4	Wasn't supportive during crisis/time of need	1.8	Somewhat Strong Reason
5	Didn't feel a meaningful spiritual connection at the church	1.7	Somewhat Strong Reason
6	Felt excluded by cliques within the faith community	1.7	Somewhat Strong Reason
7	Conflicts in religious community	1.6	Somewhat Strong Reason
8	No time/less time available	1.6	Somewhat Strong Reason
9	Worship/music style	1.6	Somewhat Strong Reason
10	Couldn't find right faith community in the area	1.5	Somewhat Strong Reason

Top 10 Reasons for Considering Leaving Religious Community



Hint: This report compares the percentage of people who found the reasons at least somewhat important to those who found them not important. "Not Sure" responses are excluded.

Program or Ministry Preferences

Understanding local priorities is essential for effective community development. This section compares the programs and services considered important in this study area to national averages.

The Important category includes responses of Somewhat Important and Very Important. Other options include Slightly Important, Not Sure, and Not Important.

Study Area Compared to National Average	Study Area		National Average		Comparative Index	
	Not Important	Important	Not Important	Important	Not Important	Important
Personal Growth						
Addiction support groups	51.33%	35.93%	50.09%	38.78%	102	92
Health/weight loss programs	50.53%	37.94%	52.52%	37.62%	96	100
Membership and leadership training	48.16%	37.60%	46.83%	42.15%	102	89
Opportunities to develop personal relationships	27.38%	62.27%	23.42%	68.96%	116	90
Practical training seminars (money management, computer skills, etc.)	41.32%	46.41%	43.53%	46.95%	94	98
Personal Growth	43.74%	44.03%	43.28%	46.89%	101	93
Family Support and Intervention Services						
Alternative wellness practices (meditation, yoga, etc.)	42.01%	46.16%	45.65%	44.07%	92	104
Crisis support groups	35.80%	52.05%	35.55%	54.56%	100	95
Daycare/after-school programs	55.83%	29.93%	58.23%	30.18%	95	99
Family oriented activities	37.93%	51.95%	32.13%	60.32%	118	86
Marriage enrichment	46.63%	39.29%	46.40%	42.04%	100	93
Parenting development	51.13%	34.11%	51.76%	36.84%	98	92
Personal/family counseling	39.54%	48.53%	40.57%	50.45%	97	96
Family Support and Intervention Services	44.12%	43.15%	44.33%	45.49%	99	94
Community Involvement and Advocacy Programs						
Adult social activities	28.65%	61.06%	25.83%	66.81%	110	91
Involvement in social causes	32.03%	55.95%	31.81%	58.82%	100	95
Mission trips and global outreach	51.41%	34.46%	48.61%	39.92%	105	86
Opportunities for volunteering in the community	31.39%	58.15%	26.84%	65.11%	116	89
Social justice advocacy work	37.45%	49.22%	39.83%	48.79%	94	100
Community Involvement and Advocacy Programs	36.19%	51.77%	34.58%	55.89%	104	92
Community Activities or Cultural Programs						
Cultural programs (music, drama, art)	34.09%	55.11%	35.49%	55.99%	96	98
Holiday programs/activities	30.23%	60.31%	27.06%	66.01%	111	91
Seniors/retiree activities	37.51%	51.02%	35.28%	55.43%	106	92
Singles or college-age groups	54.10%	32.43%	54.53%	33.59%	99	96
Size of church congregation	50.49%	37.35%	47.46%	43.22%	106	86
Small groups (i.e., life groups, personal interest groups)	34.53%	55.51%	31.87%	59.23%	108	93
Youth social activities	48.00%	39.01%	46.36%	43.64%	103	89
Community Activities or Cultural Programs	41.28%	47.25%	39.72%	51.02%	103	92
Religious/Spiritual Programs						
Bible or Scripture study/prayer groups	44.82%	42.96%	40.98%	49.71%	109	86
Celebration of sacraments	41.06%	40.77%	37.64%	48.22%	109	84
Christian/Parochial schools	58.31%	26.83%	56.63%	30.29%	102	88
Contemporary worship experiences	39.66%	46.78%	36.50%	51.99%	108	89
Online or virtual worship experiences	48.22%	38.96%	44.66%	44.85%	107	86
Quality sermons	29.28%	59.04%	24.16%	67.51%	121	87
Religious education for children	50.29%	36.80%	44.45%	45.08%	113	81
Spiritual discussion groups	38.81%	48.85%	37.54%	52.71%	103	92
Traditional worship experiences	36.94%	52.65%	30.02%	61.44%	123	85
Warm and friendly encounters	17.18%	75.48%	12.22%	82.38%	140	91
Religious/Spiritual Programs	40.46%	46.91%	36.48%	53.42%	110	87

Program or Ministry Preferences

You can interpret program and ministry data in three ways.

First, look at how the study area compares to the national average. This indicates if your area needs this program.

Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

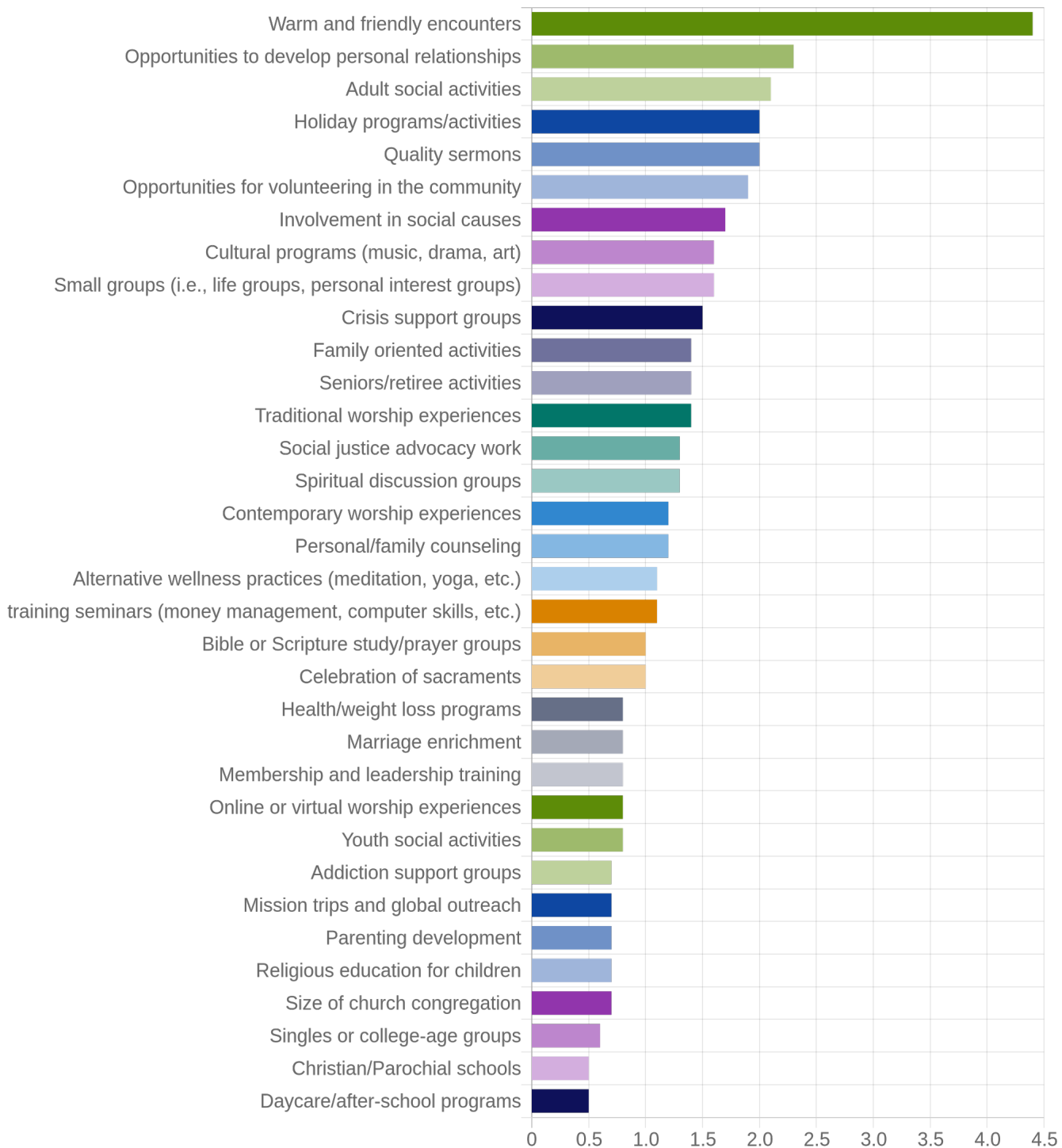
Third, look at the ratio. The ratio is calculated by dividing the Important by the Not Important responses. The higher the number, the stronger the desire for that program, especially if a program has a ratio of "1" or higher.

This table displays how program preferences for this study area rank according to their ratio.

Priority List	Program or Ministry Preferences in Rank Order		
	Ranking	Program or Ministry	Strength of Preference
1	1	Warm and friendly encounters	Very Strong Preference
2	2	Opportunities to develop personal relationships	Strong Preference
3	3	Adult social activities	Strong Preference
4	4	Holiday programs/activities	Strong Preference
5	5	Quality sermons	Strong Preference
6	6	Opportunities for volunteering in the community	Somewhat Strong Preference
7	7	Involvement in social causes	Somewhat Strong Preference
8	8	Cultural programs (music, drama, art)	Somewhat Strong Preference
9	9	Small groups (i.e., life groups, personal interest groups)	Somewhat Strong Preference
10	10	Crisis support groups	Somewhat Strong Preference
11	11	Family oriented activities	Somewhat Strong Preference
12	12	Seniors/retiree activities	Somewhat Strong Preference
13	13	Traditional worship experiences	Somewhat Strong Preference
14	14	Social justice advocacy work	Somewhat Strong Preference
15	15	Spiritual discussion groups	Somewhat Strong Preference
16	16	Contemporary worship experiences	Moderate Preference
17	17	Personal/family counseling	Moderate Preference
18	18	Alternative wellness practices (meditation, yoga, etc.)	Moderate Preference
19	19	Practical training seminars (money management, computer skills, etc.)	Moderate Preference
20	20	Bible or Scripture study/prayer groups	Moderate Preference
21	21	Celebration of sacraments	Moderate Preference
22	22	Health/weight loss programs	Somewhat Minimal Preference
23	23	Marriage enrichment	Somewhat Minimal Preference
24	24	Membership and leadership training	Somewhat Minimal Preference
25	25	Online or virtual worship experiences	Somewhat Minimal Preference
26	26	Youth social activities	Somewhat Minimal Preference
27	27	Addiction support groups	Somewhat Minimal Preference
28	28	Mission trips and global outreach	Somewhat Minimal Preference
29	29	Parenting development	Somewhat Minimal Preference
30	30	Religious education for children	Somewhat Minimal Preference
31	31	Size of church congregation	Somewhat Minimal Preference
32	32	Singles or college-age groups	Somewhat Minimal Preference
33	33	Christian/Parochial schools	Minimal Preference
34	34	Daycare/after-school programs	Minimal Preference

Program or Ministry Preferences

Program or Ministry Preferences Ranked by Ratio



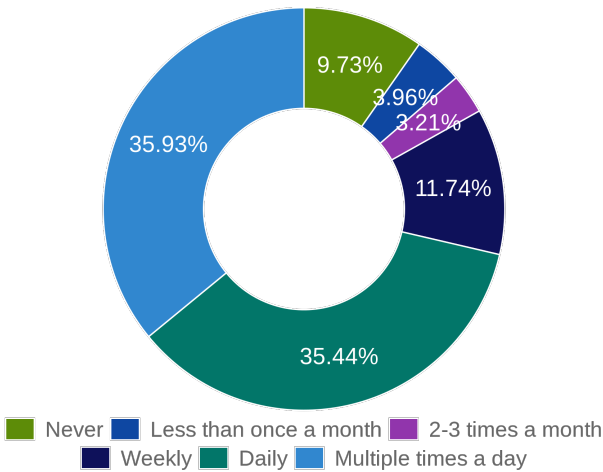
Hint: This report compares the percentage of people who found the reasons at least somewhat important to those who found them not important. "Not Sure" responses are excluded.

Social Media and Traditional Media Usage and Preferences

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

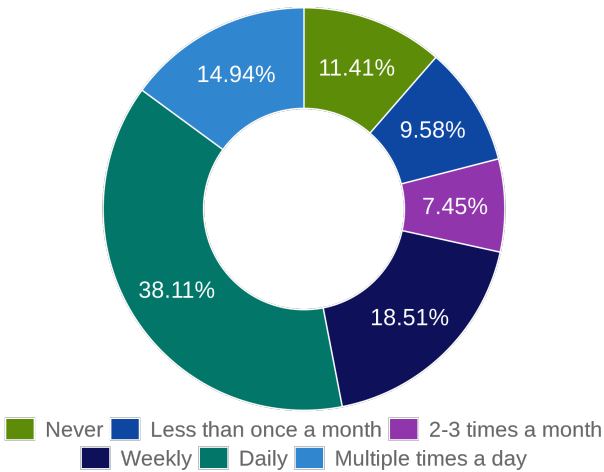
Social Media Usage	Frequency
Never	9.73%
Less than once a month	3.96%
2-3 times a month	3.21%
Weekly	11.74%
Daily	35.44%
Multiple times a day	35.93%

Usage of Social Media (Frequency)



Traditional Media Usage	Frequency
Never	11.41%
Less than once a month	9.58%
2-3 times a month	7.45%
Weekly	18.51%
Daily	38.11%
Multiple times a day	14.94%

Usage of Traditional Media (Frequency)

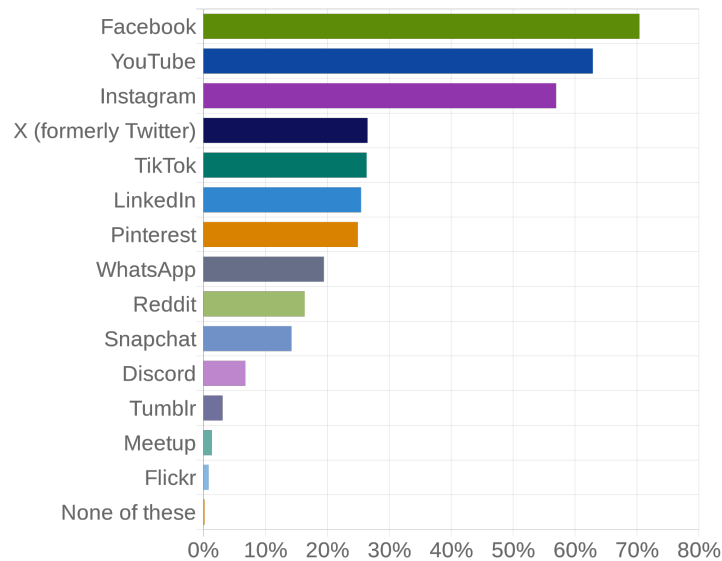


Social Media and Traditional Media Usage and Preferences

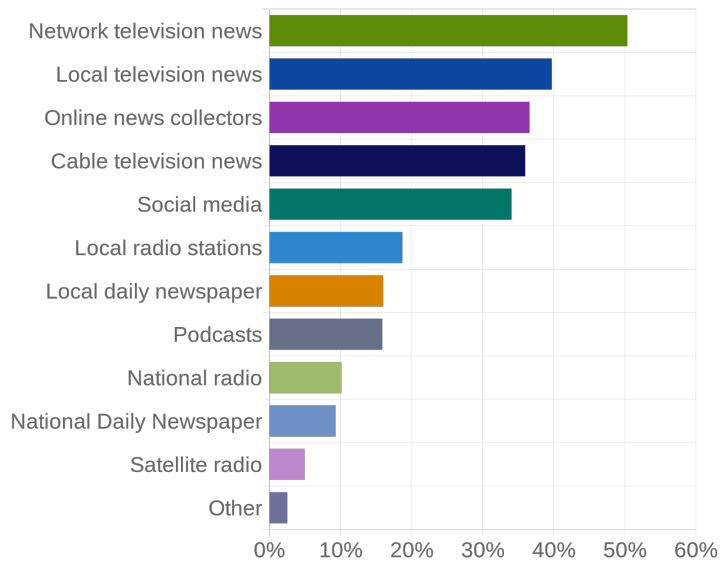
Social Media Preferences	% Who Use
Facebook	70.39%
YouTube	62.88%
Instagram	56.95%
X (formerly Twitter)	26.50%
TikTok	26.35%
LinkedIn	25.45%
Pinterest	24.89%
WhatsApp	19.45%
Reddit	16.36%
Snapchat	14.19%
Discord	6.76%
Tumblr	3.08%
Meetup	1.34%
Flickr	0.84%
None of these	0.23%

Traditional Media Preferences	% Who Use
Network television news (e.g., ABC, NBC)	50.35%
Local television news	39.72%
Online news collectors (e.g., Yahoo, Google, MSN, Apple)	36.58%
Cable television news (e.g., CNN, FOX)	35.98%
Social media (e.g., TikTok, Facebook, X, Reddit)	34.05%
Local radio stations	18.69%
Local daily newspaper (e.g., NY Times, Chicago Tribune, LA Times)	15.99%
Podcasts	15.87%
National radio (e.g., NPR)	10.15%
National Daily Newspaper (e.g., USA Today)	9.30%
Satellite radio (e.g., Sirius XM)	4.92%
Other	2.50%

Social Media Preferences



Traditional Media Preferences



Interpreting the Report

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

Comparative Indexes:

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

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

Color Coding

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

Description	Color
Above Average	Green
Below Average	Red

Support

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

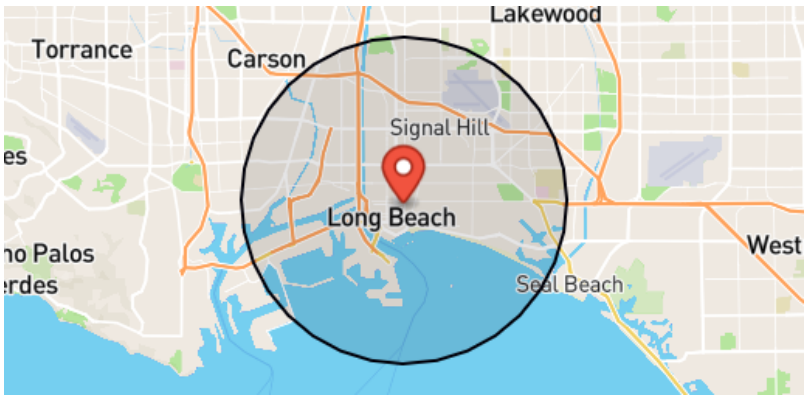
MinistryInsite Priorities

Study Area: 4.5 Miles around 525 East 7th Street, Long Beach, California 90813, United States
Date: 4/25/2026
American Beliefs Study Version: 2021

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

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

The Study Area



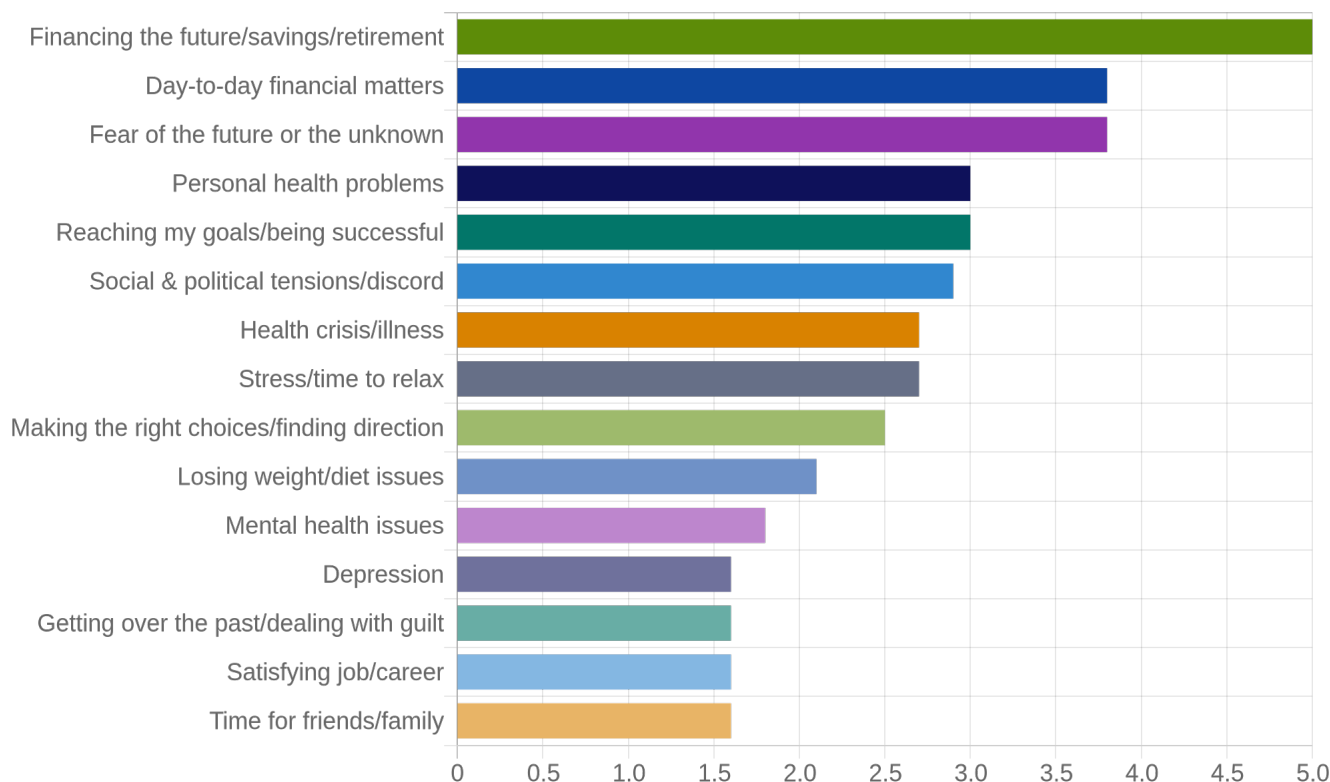
Topics	Page
Life Concerns	2
Reasons Not Active in a Religious Community	3
Reasons for Considering Leaving a Religious Community	4
Program or Ministry Preferences	5
Social and Traditional Media Usage	6
Supporting Information	8

Data Detail Reports and Supporting Documents

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

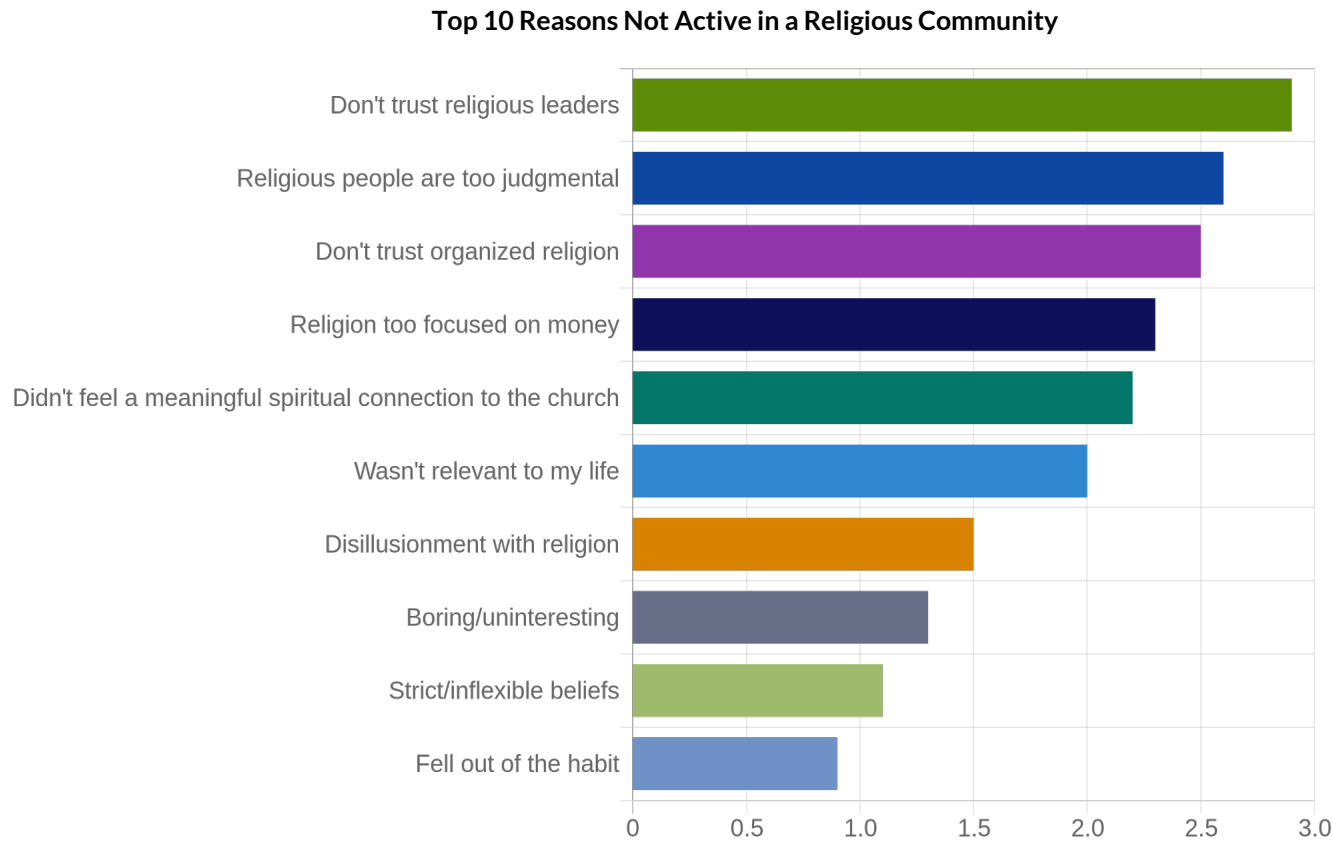
Priority List	Top 15 Life Concerns		
	Ranking	Concern	Strength of Concern
1	1	Financing the future/savings/retirement	Very Strong Concern
2	2	Day-to-day financial matters	Strong Concern
3	3	Fear of the future or the unknown	Strong Concern
4	4	Personal health problems	Strong Concern
5	5	Reaching my goals/being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

Top 15 Life Concerns



Reasons Not Active in a Religious Community

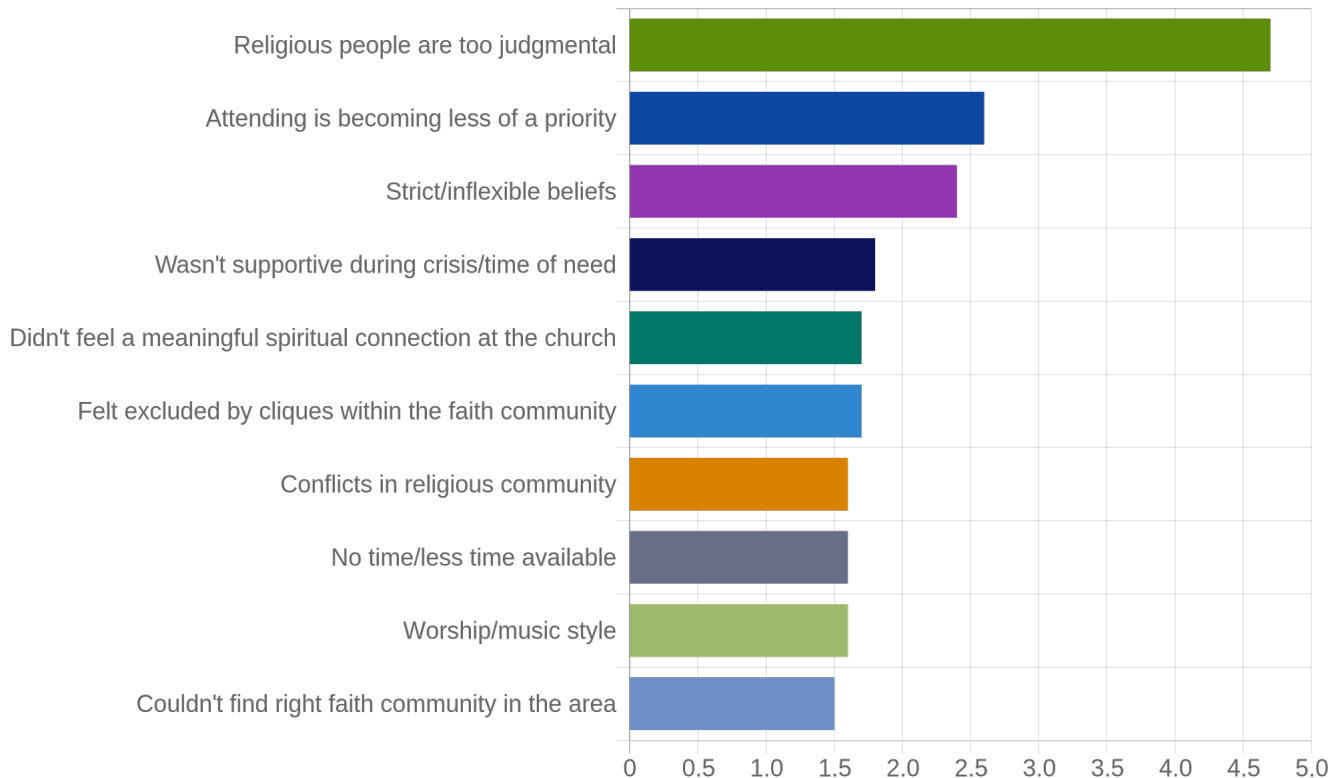
Top 10 Reasons Not Active in a Religious Community			
Priority List			
Ranking	Reason	Ratio	Strength of Reason
1	Don't trust religious leaders	2.9	Strong Reason
2	Religious people are too judgmental	2.6	Strong Reason
3	Don't trust organized religion	2.5	Strong Reason
4	Religion too focused on money	2.3	Strong Reason
5	Didn't feel a meaningful spiritual connection to the church	2.2	Strong Reason
6	Wasn't relevant to my life	2.0	Strong Reason
7	Disillusionment with religion	1.5	Somewhat Strong Reason
8	Boring/uninteresting	1.3	Somewhat Strong Reason
9	Strict/inflexible beliefs	1.1	Moderate Reason
10	Fell out of the habit	0.9	Moderate Reason



Reasons for Considering Leaving Religious Community

Priority List	Top 10 Reasons for Considering Leaving Religious Community		
	Ranking	Reason	Strength of Reason
	1	Religious people are too judgmental	4.7 Very Strong Reason
	2	Attending is becoming less of a priority	2.6 Strong Reason
	3	Strict/inflexible beliefs	2.4 Strong Reason
	4	Wasn't supportive during crisis/time of need	1.8 Somewhat Strong Reason
	5	Didn't feel a meaningful spiritual connection at the church	1.7 Somewhat Strong Reason
	6	Felt excluded by cliques within the faith community	1.7 Somewhat Strong Reason
	7	Conflicts in religious community	1.6 Somewhat Strong Reason
	8	No time/less time available	1.6 Somewhat Strong Reason
	9	Worship/music style	1.6 Somewhat Strong Reason
	10	Couldn't find right faith community in the area	1.5 Somewhat Strong Reason

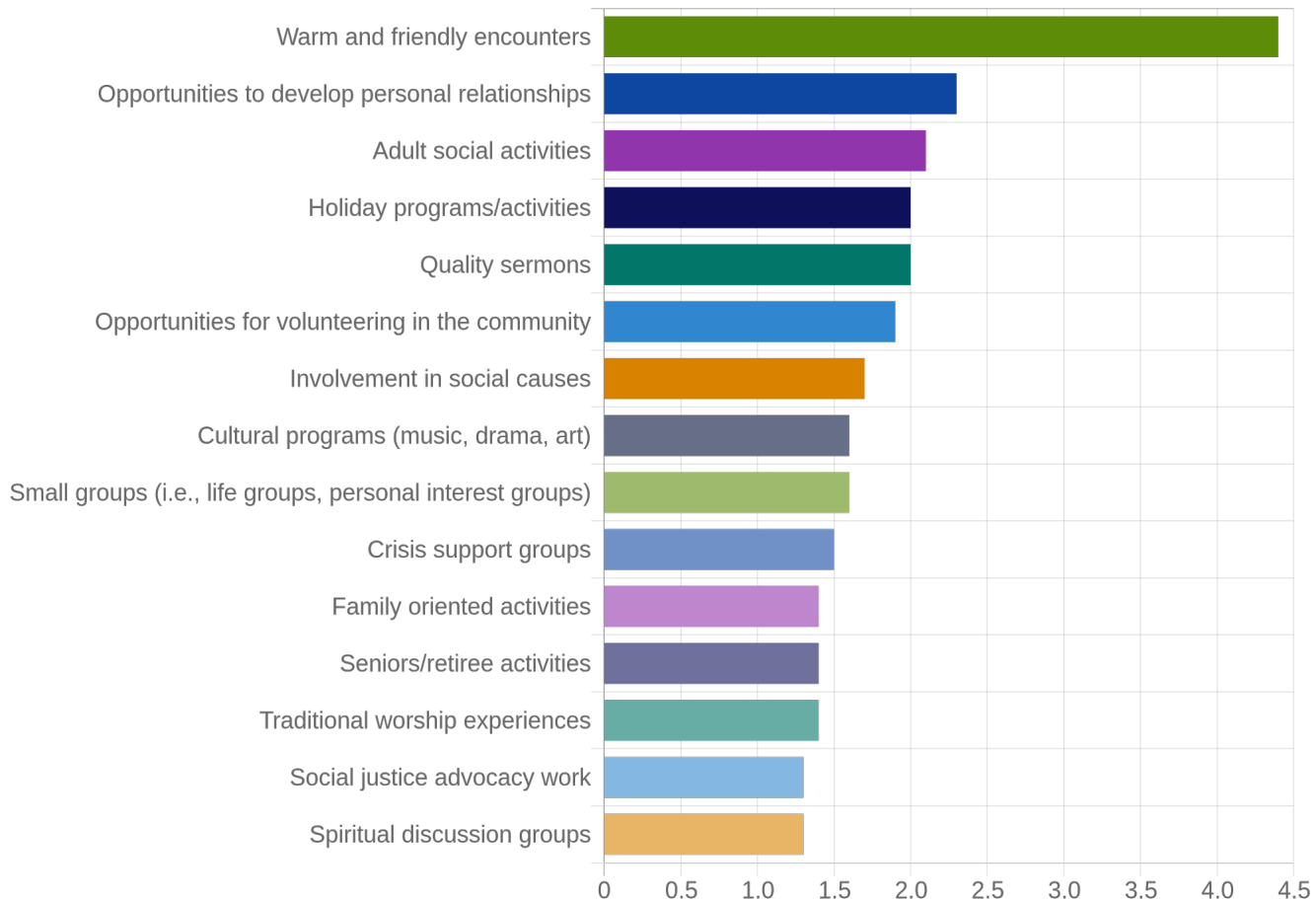
Top 10 Reasons for Considering Leaving Religious Community



Program or Ministry Preferences

Priority List	Top 15 Program or Ministry Preferences		
Ranking	Program or Ministry	Ratio	Strength of Preference
1	Warm and friendly encounters	4.4	Very Strong Preference
2	Opportunities to develop personal relationships	2.3	Strong Preference
3	Adult social activities	2.1	Strong Preference
4	Holiday programs/activities	2.0	Strong Preference
5	Quality sermons	2.0	Strong Preference
6	Opportunities for volunteering in the community	1.9	Somewhat Strong Preference
7	Involvement in social causes	1.7	Somewhat Strong Preference
8	Cultural programs (music, drama, art)	1.6	Somewhat Strong Preference
9	Small groups (i.e., life groups, personal interest groups)	1.6	Somewhat Strong Preference
10	Crisis support groups	1.5	Somewhat Strong Preference
11	Family oriented activities	1.4	Somewhat Strong Preference
12	Seniors/retiree activities	1.4	Somewhat Strong Preference
13	Traditional worship experiences	1.4	Somewhat Strong Preference
14	Social justice advocacy work	1.3	Somewhat Strong Preference
15	Spiritual discussion groups	1.3	Somewhat Strong Preference

Top 15 Program or Ministry Preferences

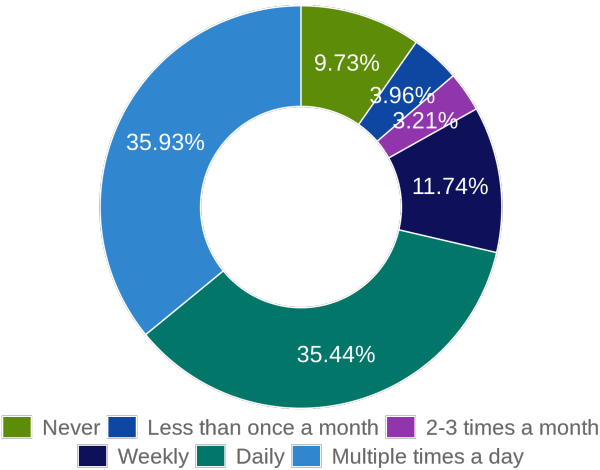


Social Media and Traditional Media Usage and Preferences

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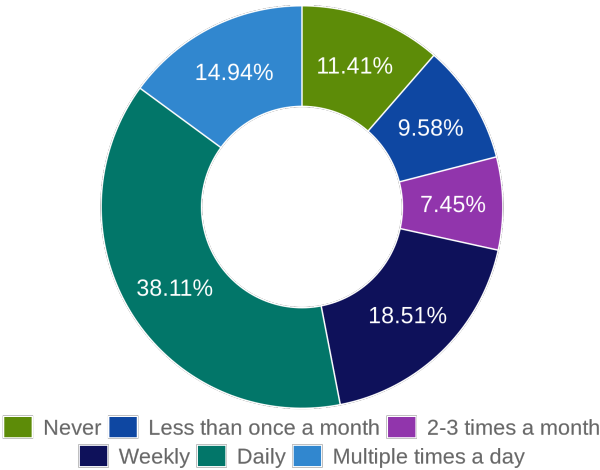
Social Media Usage	Frequency
Never	9.73%
Less than once a month	3.96%
2-3 times a month	3.21%
Weekly	11.74%
Daily	35.44%
Multiple times a day	35.93%

Usage of Social Media (Frequency)



Traditional Media Usage	Frequency
Never	11.41%
Less than once a month	9.58%
2-3 times a month	7.45%
Weekly	18.51%
Daily	38.11%
Multiple times a day	14.94%

Usage of Traditional Media (Frequency)

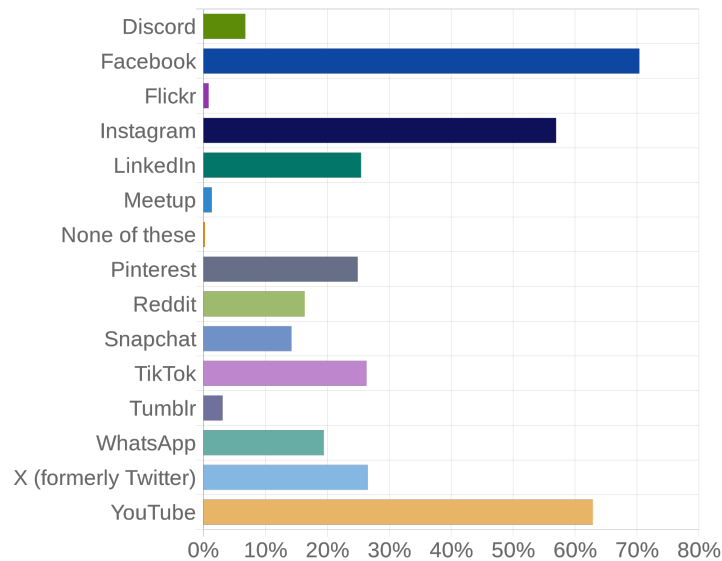


Social Media and Traditional Media Usage and Preferences

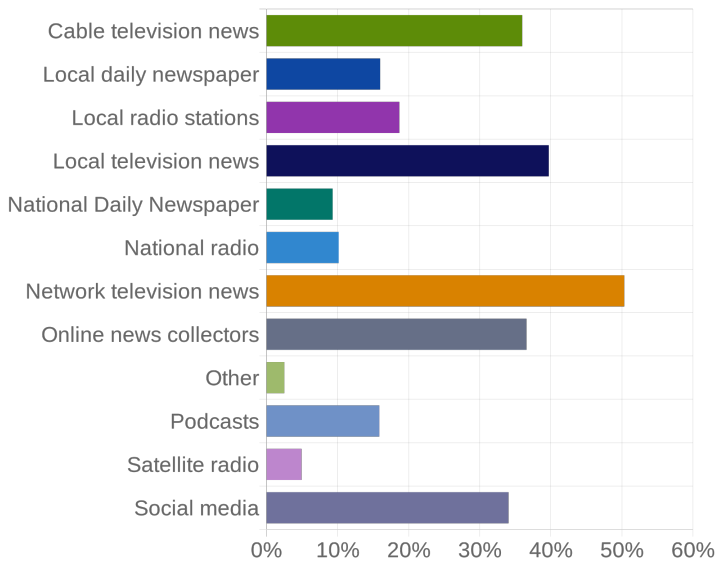
Social Media Preferences	% Who Use
Discord	6.76%
Facebook	70.39%
Flickr	0.84%
Instagram	56.95%
LinkedIn	25.45%
Meetup	1.34%
None of these	0.23%
Pinterest	24.89%
Reddit	16.36%
Snapchat	14.19%
TikTok	26.35%
Tumblr	3.08%
WhatsApp	19.45%
X (formerly Twitter)	26.50%
YouTube	62.88%

Traditional Media Preferences	% Who Use
Cable television news (e.g., CNN, FOX)	35.98%
Local daily newspaper (e.g., NY Times, Chicago Tribune, LA Times)	15.99%
Local radio stations	18.69%
Local television news	39.72%
National Daily Newspaper (e.g., USA Today)	9.30%
National radio (e.g., NPR)	10.15%
Network television news (e.g., ABC, NBC)	50.35%
Online news collectors (e.g., Yahoo, Google, MSN, Apple)	36.58%
Other	2.50%
Podcasts	15.87%
Satellite radio (e.g., Sirius XM)	4.92%
Social media (e.g., TikTok, Facebook, X, Reddit)	34.05%

Social Media Preferences



Traditional Media Preferences



Interpreting the Report

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

Comparative Indexes:

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

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

Color Coding

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

Description	Color
Above Average	Green
Below Average	Red

Support

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