

The QuickInsite Report

Prepared for: Susquehanna Conference UMC
Study area: 4 mi Around 501 Main Street, Coburn, Pennsylvania 16832, United States

Base State: PA
Current Year Estimate: 2021
5 Year Projection: 2026
10 Year Forecast: 2031
Date: 9/8/2021
Semi-Annual Projection: Summer

About the QuickInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The FullInsite or ExecutiveInsite Reports will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.

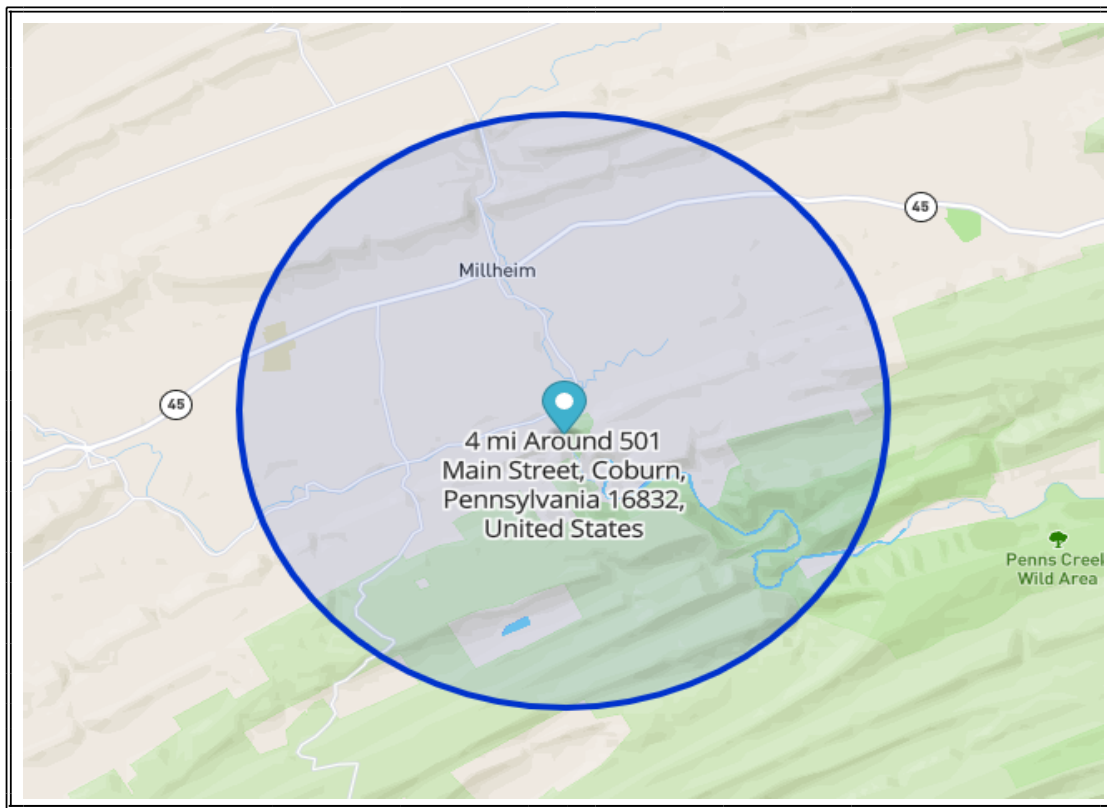
Two Sections

Two reports are provided on the following pages.

- The StoryView Report presents 9 demographic indicators of your study area.
- The ThemeView Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

THE STUDY AREA



More Information

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

StoryView

Significant Demographic Indicators of the Study Area's Story

<p>1</p>	<p>Population Change</p> <p>In the 10 year future, how is this area expected to change?</p> <p><small>(See Population and Families Theme)</small></p>	<p>Significant Decline Moderate Decline Little Change Moderate Growth Significant Growth</p>
<p>2</p>	<p>School Age Change</p> <p>In the 10 year future, how is the population of school age children in this area expected to change?</p> <p><small>(See Age Theme)</small></p>	<p>Significant Decline Moderate Decline Little Change Moderate Increase Significant Increase</p>
<p>3</p>	<p>Families with Children</p> <p>Compared to the state, are families with children more or less likely to live in two parent households?</p> <p><small>(See Population and Families Theme)</small></p>	<p>Significantly Less Somewhat Less About the Same Somewhat More Significantly More</p>
<p>4</p>	<p>Adult Educational Attainment</p> <p>For this area, what is the general level of education of the adults 25 and older?</p> <p><small>(See Education and Career Status Theme)</small></p>	<p>Very Low Low Mixed High Very High</p>
<p>5</p>	<p>Community Diversity Index</p> <p>How diverse is the racial/ethnic mix of this area?</p> <p><small>(See Community Diversity Theme)</small></p>	<p>Very Homogeneous Homogeneous Moderately Diverse Very Diverse Extremely Diverse</p>
<p>6</p>	<p>Median Family Income</p> <p>How does the median family income compare to the state for this area?</p> <p><small>(See Financial Resources Theme)</small></p>	<p>Significantly Less Somewhat Less About the Same Somewhat Greater Significantly Greater</p>
<p>7</p>	<p>Poverty</p> <p>Compared to the state, is the number of families in poverty above or below the state average?</p> <p><small>(See Financial Resources Theme)</small></p>	<p>Significantly Below Somewhat Below About the Same Somewhat Above Significantly Above</p>
<p>8</p>	<p>Blue to White Collar Occupations</p> <p>On a continuum between blue collar and white collar occupations, where does this area fall?</p> <p><small>(See Education and Career Status Theme)</small></p>	<p>Very Blue Collar Somewhat Blue Closely Split Somewhat White Very White Collar</p>
<p>9</p>	<p>Largest Racial/Ethnic Group</p> <p>In this area, which racial/ethnic group is the largest percentage of the population?</p> <p><small>(See Community Diversity Theme)</small></p>	<p>Asian (NH) Black/Afri American (NH) White (NH) Hispanic or Latino Pac Is/Amer Ind/Other</p>

ThemeView

Demographic Descriptions of the Study Area

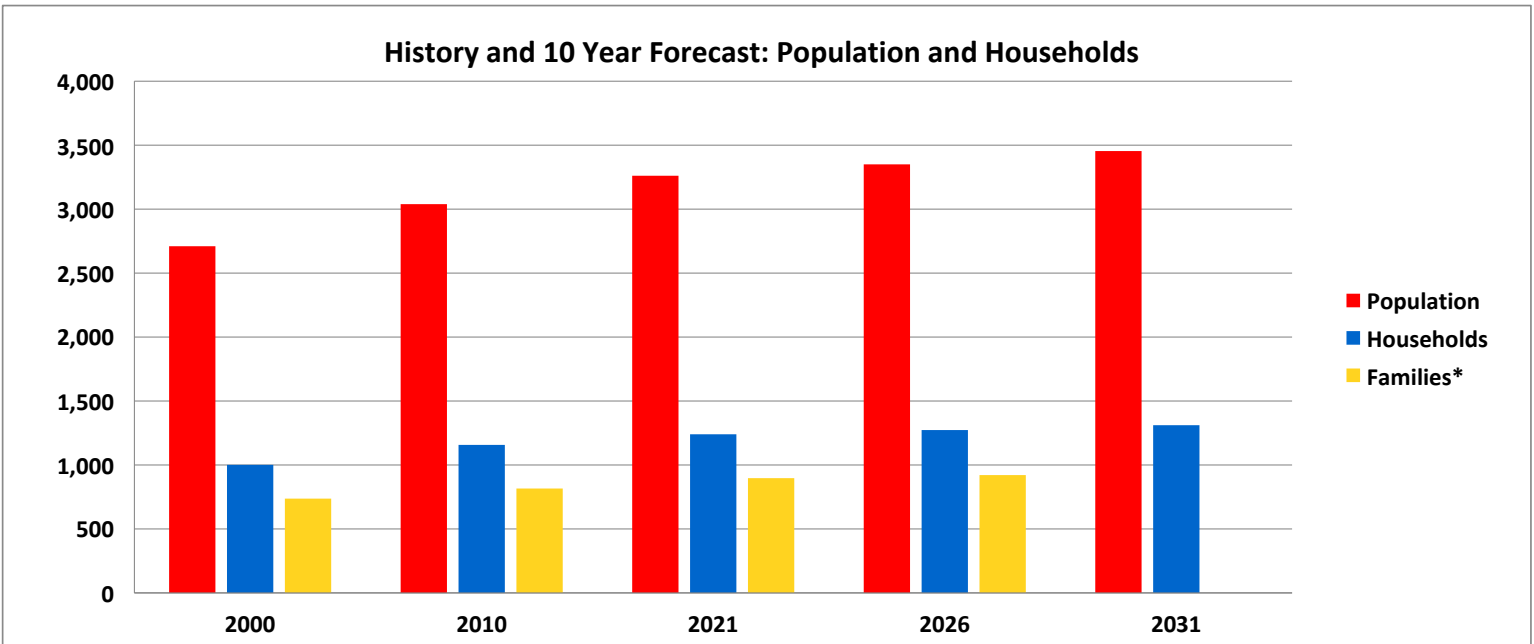
Study area: 4 mi Around 501 Main Street, Coburn, Pennsylvania 16832, United States

Date: 9/8/2021

Population and Households Theme

Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time. In addition, future population is forecasted looking out 10 years.

Population and Household History with 5 and 10 Year Projected Change



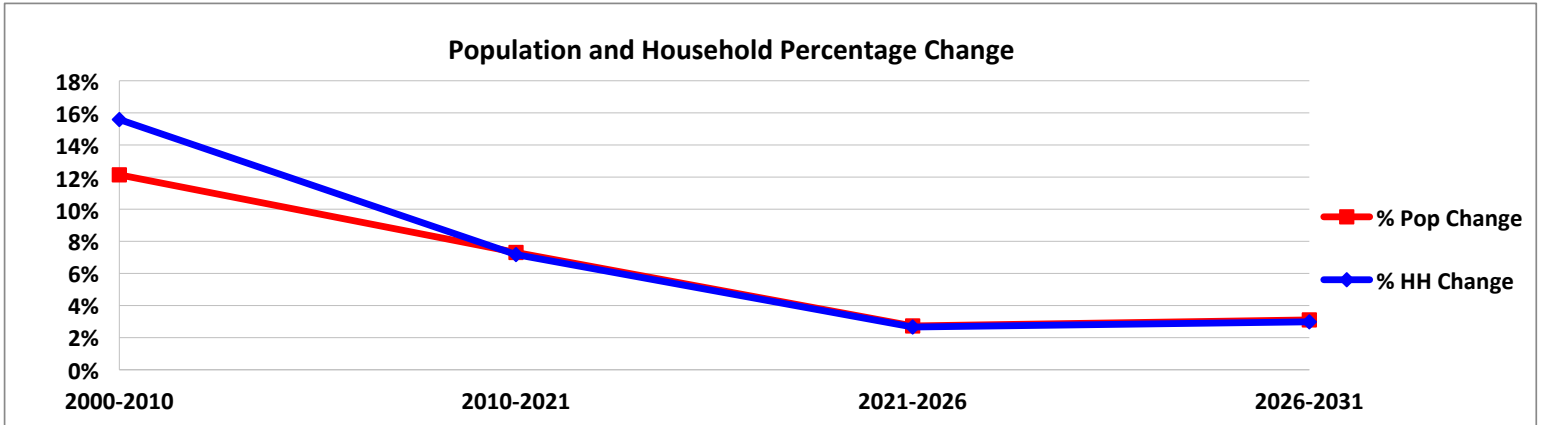
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2021	2026	2031
Population	2,710	3,039	3,261	3,350	3,454
Population Change		329	222	89	104
Percent Change		12.1%	7.3%	2.7%	3.1%
Households	1,001	1,157	1,240	1,273	1,311
Households Change		156	83	33	0
Percent Change		15.6%	7.2%	2.7%	0.0%
Population / Households	2.71	2.63	2.63	2.63	2.63
Population / Households Change		-0.08	0.00	0.00	0.00
Percent Change		-3.0%	0.1%	0.1%	0.1%
Family Households	737	816	897	921	
Family Households Change		79	81	24	
Percent Change		10.7%	9.9%	2.7%	

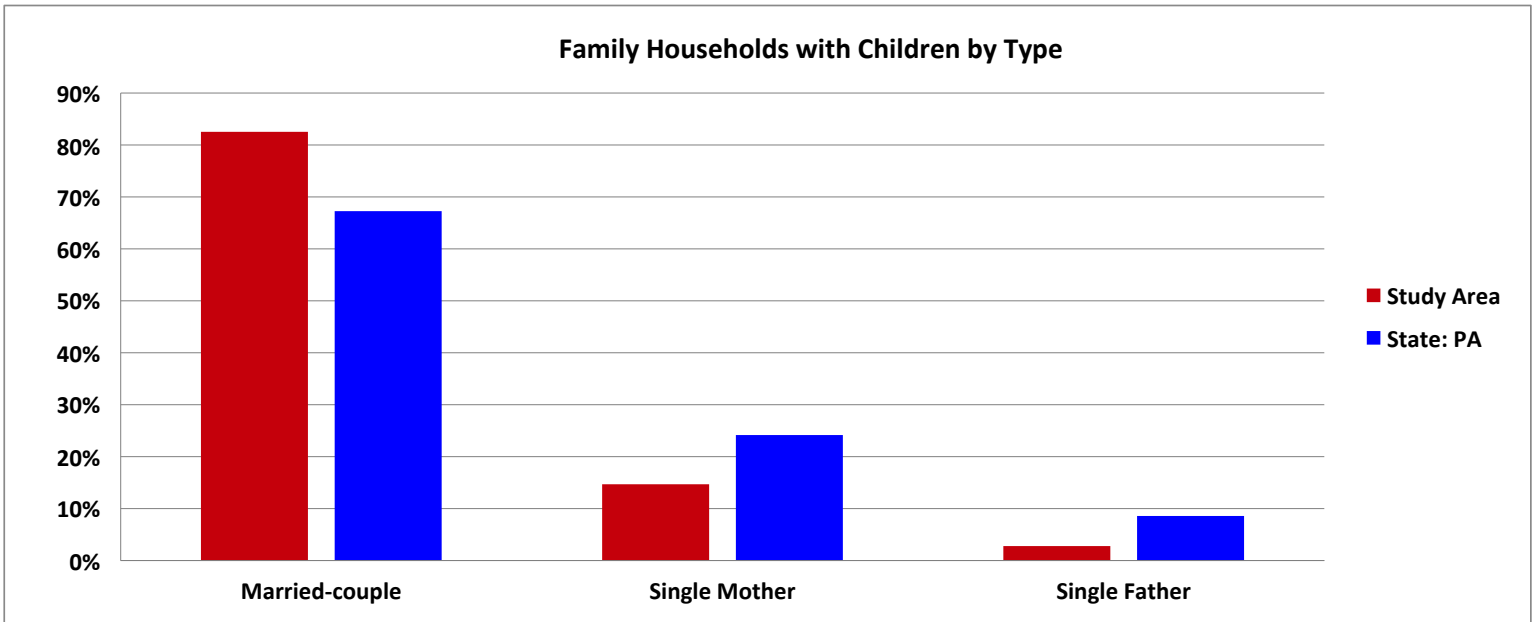
Population and Households Theme

Population and Household History with 5 and 10 Year Projected Percentage Change



Family Households

Family households with children are changing. The traditional married couple structure is evolving into many different family expressions in which children are being raised. These data provide an insight into the family structures within the study area and then compares them to the state.



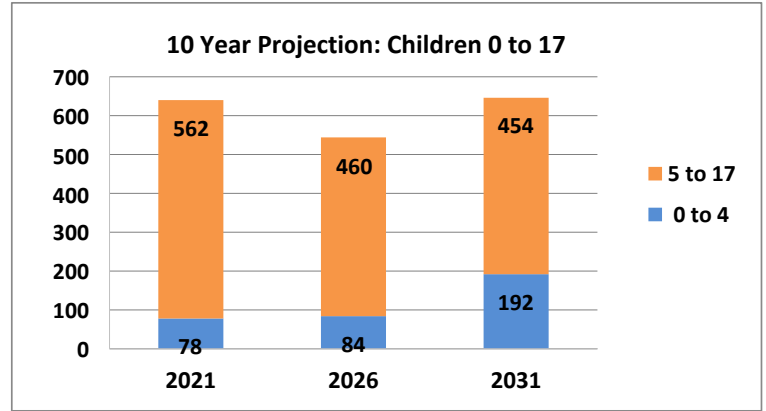
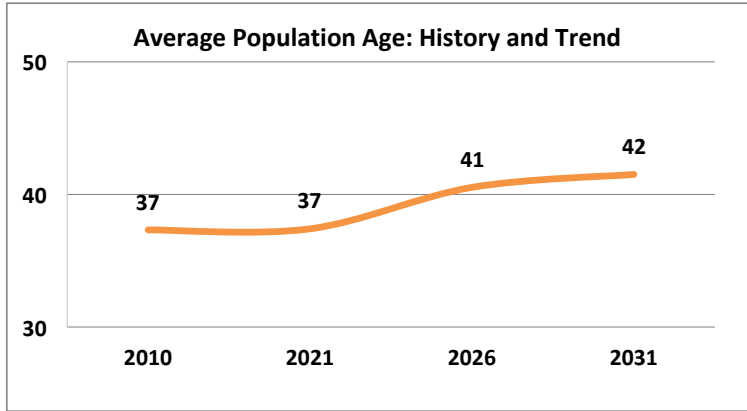
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2026 Change	Percent of all Hhlds by Year			2010 to 2026 % Change
	2010	2021	2026		2010%	2021%	2026%	
Family: Married-couple	315	326	328	13	80.2%	82.5%	82.4%	2.3%
Family: Single Mother	46	58	60	14	11.7%	14.7%	15.1%	3.4%
Family: Single Father	32	11	10	-22	8.1%	2.8%	2.5%	-5.6%
Total:	393	395	398	5	100.0%	100.0%	100.0%	

Age Theme

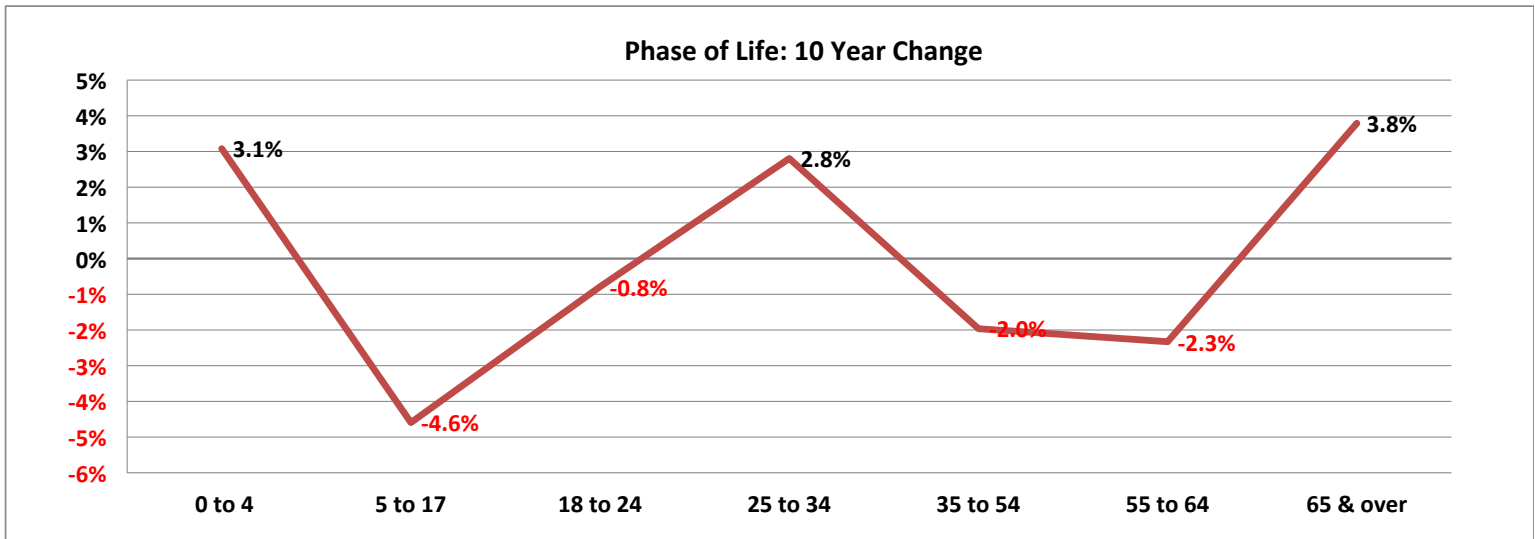
10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflect changes in a community. For example, two demographic trends currently in play are the aging of the Baby Boom generation and the decline in live births in the late 20th and 21st centuries.



Phase of Life

The Phase of Life 10 Year Change graph highlights life phases that will increase or decrease as a percentage of the total population in the forecasted 10 year future.



Phase of Life presents how a community changes and people age through their various life phases.

Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2021	2026	2031	2010%	2021%	2026%	2031%
Before Formal Schooling: 0 to 4	240	78	84	192	7.9%	2.5%	2.6%	5.5%
Required Formal Schooling: 5 to 17	590	562	460	454	19.4%	17.7%	14.1%	13.1%
College/Career Starts: 18 to 24	228	342	389	346	7.5%	10.8%	11.9%	10.0%
Singles & Young Families: 25 to 34	312	390	468	523	10.3%	12.3%	14.3%	15.1%
Families & Empty Nesters: 35 to 54	878	756	733	757	28.9%	23.8%	22.5%	21.8%
Enrichment Yrs Singles/Cpls: 55 to 64	354	468	449	430	11.6%	14.7%	13.8%	12.4%
Retirement Opportunities: 65 & over	437	584	680	769	14.4%	18.4%	20.8%	22.2%
Total:	3,039	3,180	3,263	3,471	100.0%	100.0%	100.0%	100.0%

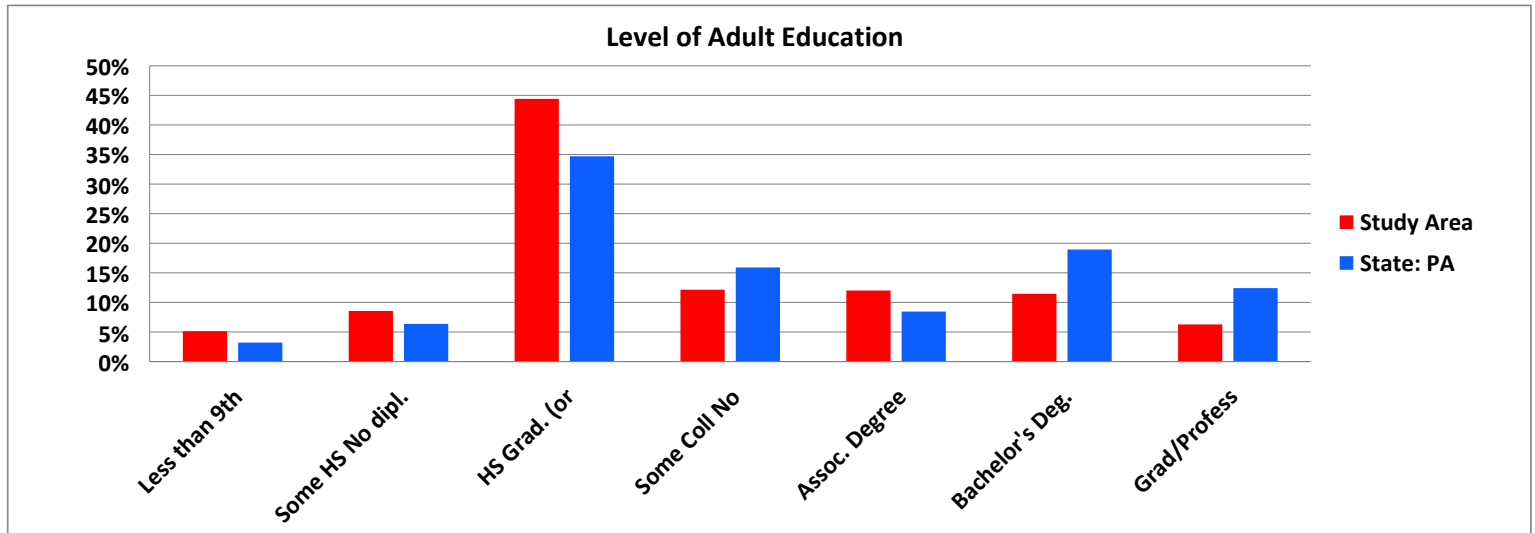
Education and Career Status Theme

The Education/Career Status theme portrays the level of education and the career types by the categories of Blue Collar and White Collar in the study area.

Adult Educational Attainment

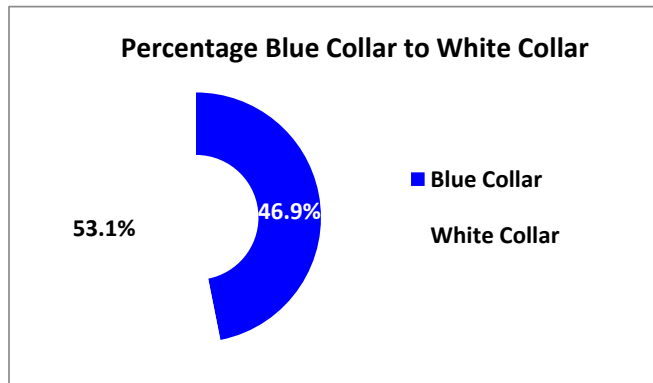
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of PA



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2021 to 2026 Change	Percent of all Hhlds by Year		2021 to 2026 % Change
	2021	2026		2021%	2026%	
Less than 9th Grade	113	117	4	5.1%	5.0%	-0.1%
Some High School, No diploma	188	203	15	8.6%	8.7%	0.2%
High School Graduate (or GED)	976	1,013	37	44.4%	43.5%	-0.9%
Some College, No degree	267	292	25	12.1%	12.5%	0.4%
Associate Degree	264	280	16	12.0%	12.0%	0.0%
Bachelor's Degree	252	275	23	11.5%	11.8%	0.3%
Graduate or Professional school degree	138	150	12	6.3%	6.4%	0.2%
Total:	2,198	2,330	132	100.0%	100.0%	

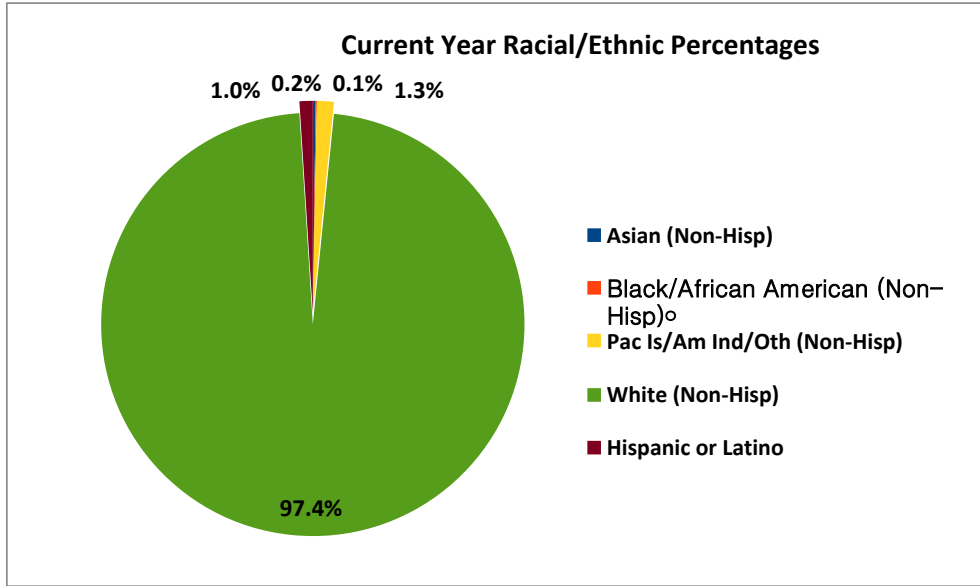
Career Types: Blue Collar and White Collar



Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.

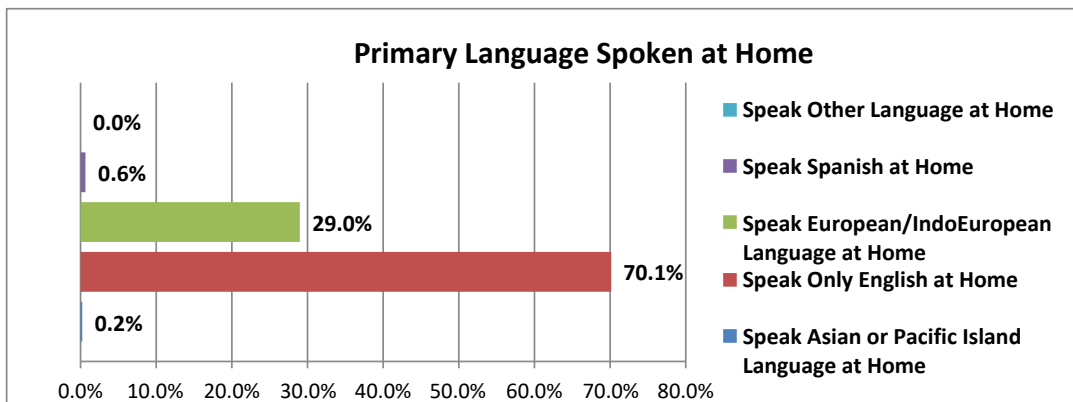
Study Area Racial and Ethnic Diversity



NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Race and Ethnic History and Trends

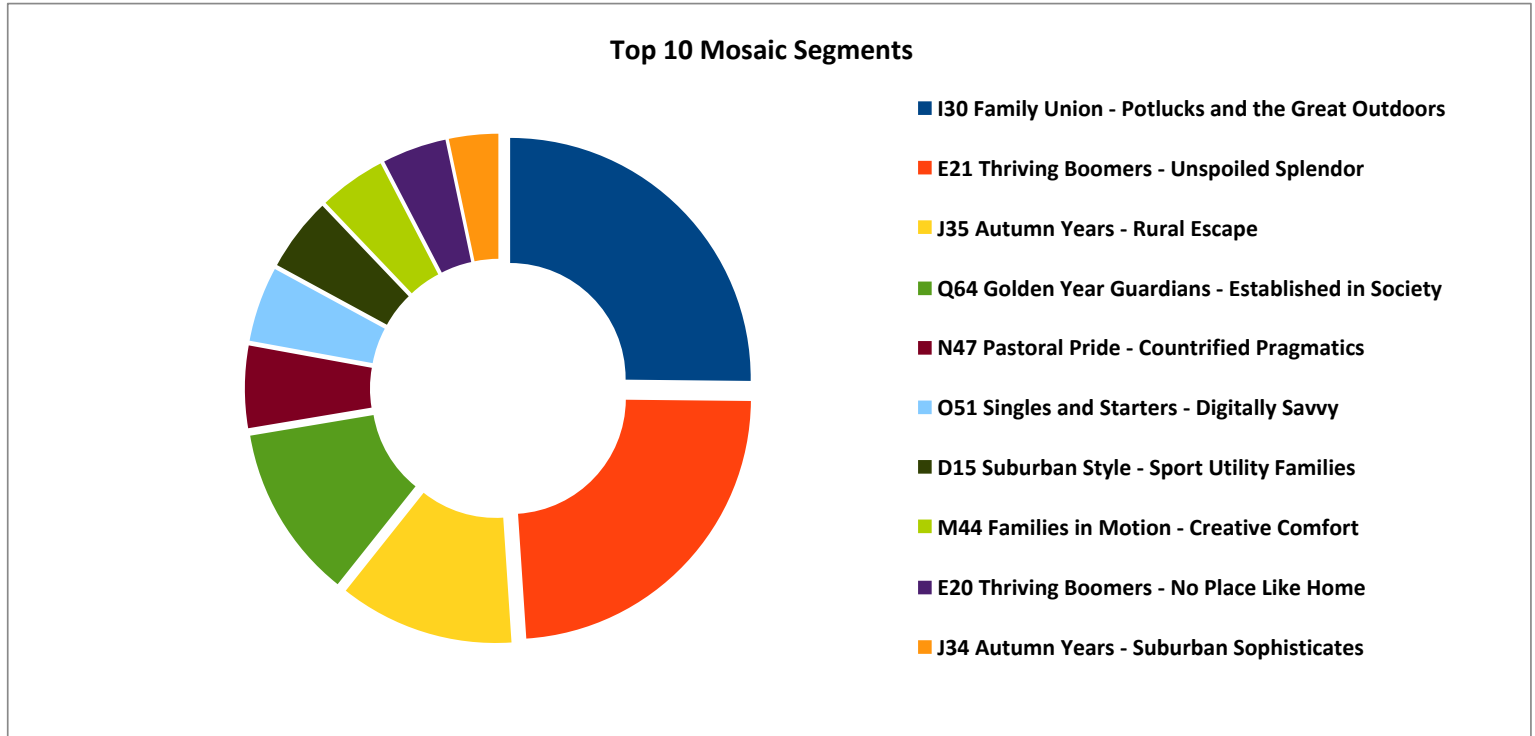
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2026 Change	Percent of all Pop by Year			2010 to 2026 % Change
	2010	2021	2026		2010%	2021%	2026%	
Asian (Non-Hisp)	7	7	8	1	0.2%	0.2%	0.2%	0.0%
Black/African American (Non-Hisp)	5	3	3	-2	0.2%	0.1%	0.1%	-0.1%
White (Non-Hisp)	2,987	3,176	3,255	268	98.3%	97.4%	97.2%	-1.1%
Hispanic or Latino	15	33	38	23	0.5%	1.0%	1.1%	0.6%
Pac Is/Am Ind/Oth (Non-Hisp)	25	42	46	21	0.8%	1.3%	1.4%	0.6%
Total:	3,039	3,261	3,350	311	100.0%	100.0%	100.0%	



Community Diversity Theme

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.



Mosaic	Study Area		State		Comparative Index
I30 Family Union - Potlucks and the Great Outdoors	274	22.1%	169,958	3.3%	664
E21 Thriving Boomers - Unspoiled Splendor	259	20.9%	181,895	3.6%	587
J35 Autumn Years - Rural Escape	128	10.3%	99,752	1.9%	529
Q64 Golden Year Guardians - Established in Society	127	10.2%	200,108	3.9%	261
N47 Pastoral Pride - Countrified Pragmatics	60	4.8%	34,596	0.7%	714
O51 Singles and Starters - Digitally Savvy	55	4.4%	170,415	3.3%	133
D15 Suburban Style - Sport Utility Families	54	4.3%	87,346	1.7%	255
M44 Families in Motion - Creative Comfort	49	3.9%	96,207	1.9%	210
E20 Thriving Boomers - No Place Like Home	47	3.8%	217,231	4.2%	89
J34 Autumn Years - Suburban Sophisticates	36	2.9%	298,268	5.8%	50
	1,089		1,555,776		

Learn about your Mosaic Households

To access Mosaic Portrait data click on:

[Mosaic USA E-Handbook by Experian \(To open in a new Tab hold Control key when you click on the link\)](#)

Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

[How to Read and Understand a Mosaic Portrait - Video](#)

[Understanding Mosaic Portraits for Mission Planning - Video](#)

Faith based clients: To access the Mosaic application guide click on:

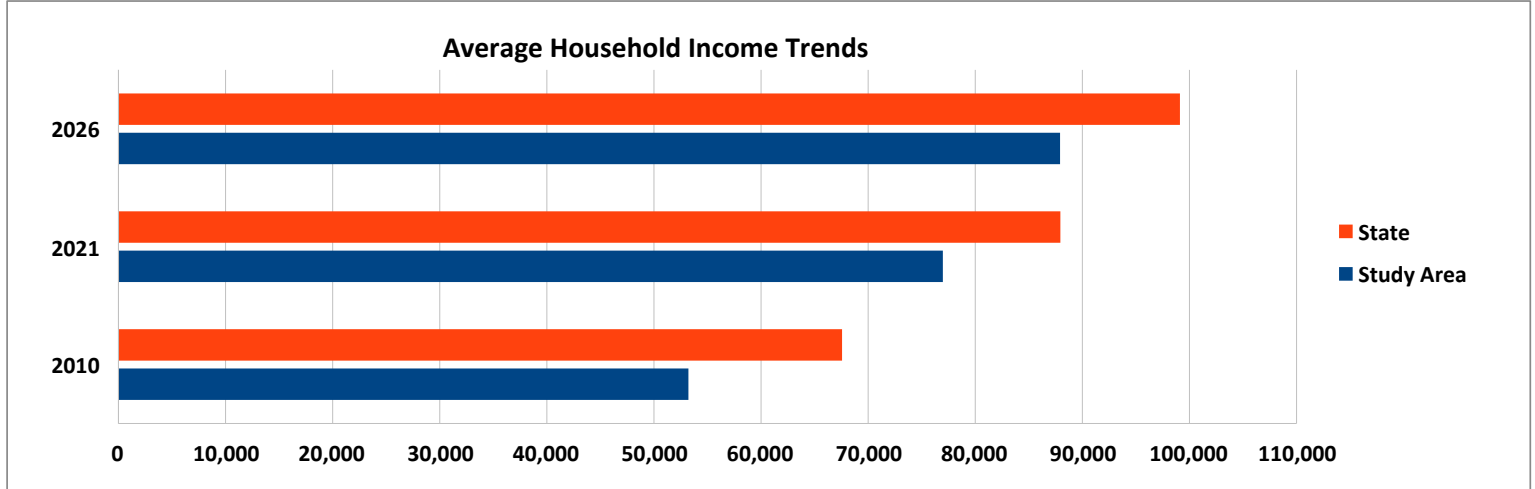
[Mission Impact Mosaic Application Guide by Bandy \(To open in a new Tab hold Control key when you click on the link\)](#)

Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite

Financial Resources Theme

Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

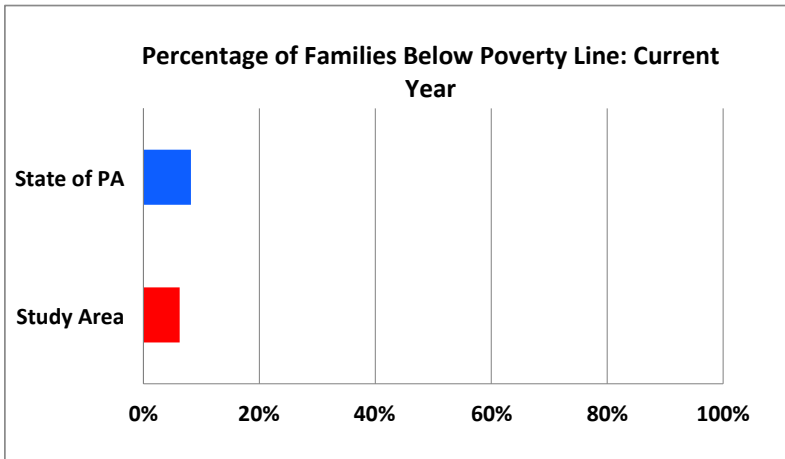
Household Income



Income Trends: Households and Families

	2010	2021	2026	2010 to 2026 Change
Average Household Income	53,217	76,974	87,918	34,700
Median Household Income	46,408	62,325	74,458	28,050
Per Capita Income	20,261	29,269	33,409	13148
Median Family Income		70,973	70,459	514

Poverty



Poverty Level	Pop	Area % Pop	PA % Pop
Above poverty level	840	93.8%	91.8%
Below poverty level	56	6.3%	8.2%
Total	896	100.0%	100.0%

Supporting Information

Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8		

Interpreting the Report

The QuickInsight report is formatted to help you interpret data at a glance.

Change over time: Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding: Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your study area on the MissionInsight website.

[Download QuickInsight Worksheet](#) (To open in a new Tab hold Control key when you click on the link)

Indexes: Some 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 state or states within which the study area falls. 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.

Support

If you need support with this report, please email MissionInsight at misupport@missioninsight.com.



The ReligiousInsite Priorities Report 2017

Prepared for: Susquehanna Conference UMC
 Study area: 4 mi Around 501 Main Street, Coburn, Pennsylvania 16832, United States

Date of Report: 9/8/2021
 Quad Project Version: 2017

About the NEW 2017 Quadrennium Reports

The Quadrennium Project provides a projection of likely religious beliefs, preferences and practices for a defined study area. It is based upon the Quadrennium Project national survey conducted by MissionInsite every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current. This report is based upon the 2017 Quadrennium Survey; the most recent following the initial 2012 survey.

There are two reports in the Quadrennium Survey series for 2017. The first report is called ReligiousInsite. It provides insights into community beliefs and religious preferences. The second report is called MinistryInsite. The focus of this report is on practical applications of the 2017 survey. It includes life concerns, reasons for non-participation or considered non-participation in a religious congregation or community and a list of preferred ministries or programs--all of which is based upon the very specific profile of the study area. One final innovation for this survey version is the "Priority Lists". Using MissionInsite analytics, very customized priority lists zoom the reader right into the heart of study area concerns, program and ministry preferences and more.

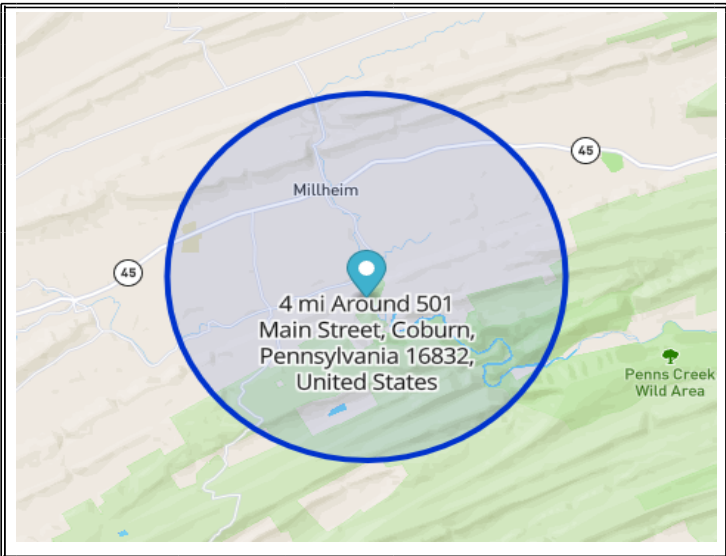
Additionally, there are two reports that capture just the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the fuller reports. The first is the ReligiousInsite Priorities Report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

Contents of the ReligiousInsite **Priorities** Report

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

Topics	Page
Beliefs about God	2
Beliefs about Jesus	3
Beliefs about Social & Moral Values	4
Faith and Religious Involvement	6

The Study Area



Data Detail Reports and Supporting Documents

The **ReligiousInsite Priority Report** provides a top level view that summarizes and prioritizes the topic areas of the full **ReligiousInsite Report**. To obtain the full and complete supporting detail, please obtain the **ReligiousInsite Report**. Additionally, to understand ministry or program preferences, please obtain the **MinistryInsite Report**.

Quadrennium Project White Paper

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

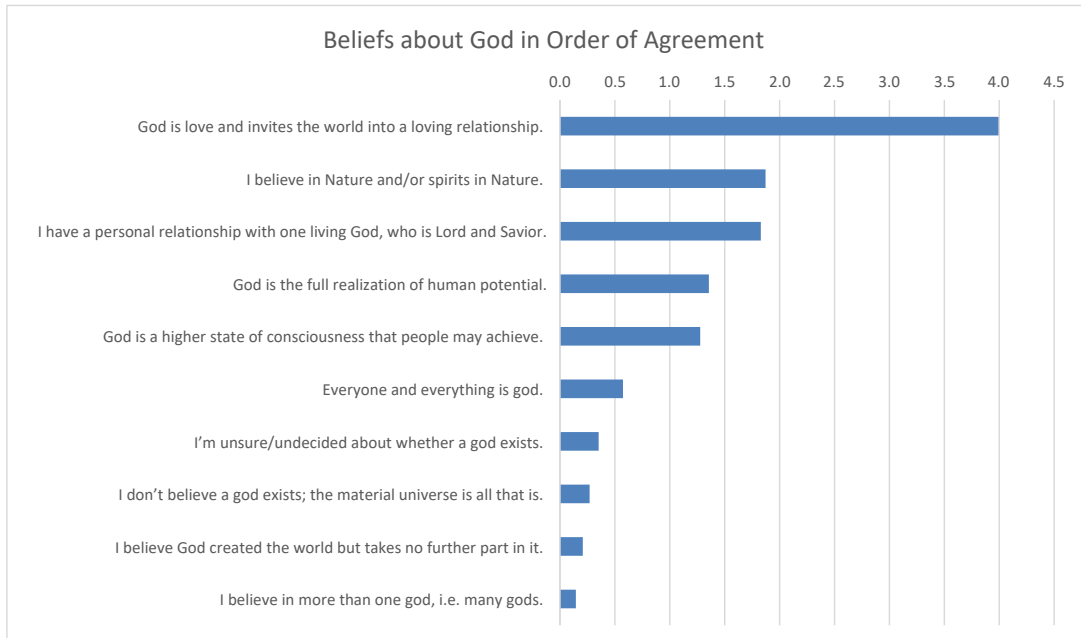


ReligiousInsite Priority Report 2017

Prepared for: Susquehanna Conference UMC Date of Report: 9/8/2021
 Study Area: 4 mi Around 501 Main Street, Coburn, Pennsylvania 16832, United States Version: 2017
 Quadrennium Report Region: Northeast

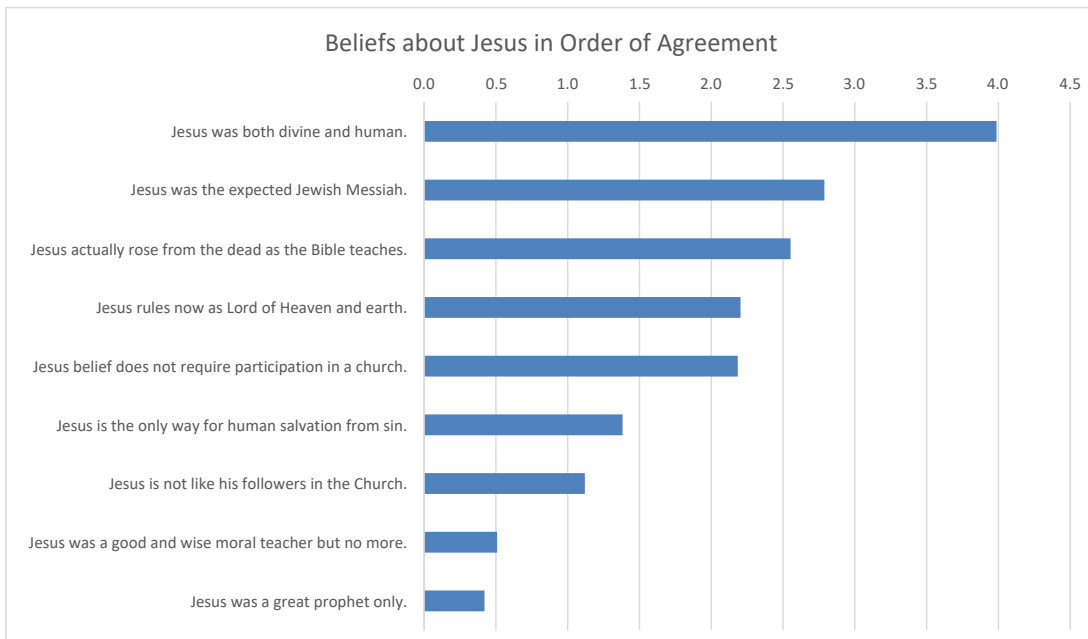
Beliefs about God

Priority List	Beliefs about God in Rank Order		
Ranking	Concern	Ratio	Strength
1	God is love and invites the world into a loving relationship.	4.0	Somewhat strong agreement
2	I believe in Nature and/or spirits in Nature.	1.9	Weak agreement
3	I have a personal relationship with one living God, who is Lord and Savior.	1.8	Weak agreement
4	God is the full realization of human potential.	1.4	Weak agreement
5	God is a higher state of consciousness that people may achieve.	1.3	Weak agreement
6	Everyone and everything is god.	0.6	Very weak agreement
7	I'm unsure/undecided about whether a god exists.	0.4	Very weak agreement
8	I don't believe a god exists; the material universe is all that is.	0.3	Very weak agreement
9	I believe God created the world but takes no further part in it.	0.2	Very weak agreement
10	I believe in more than one god, i.e. many gods.	0.1	Very weak agreement



Beliefs about Jesus

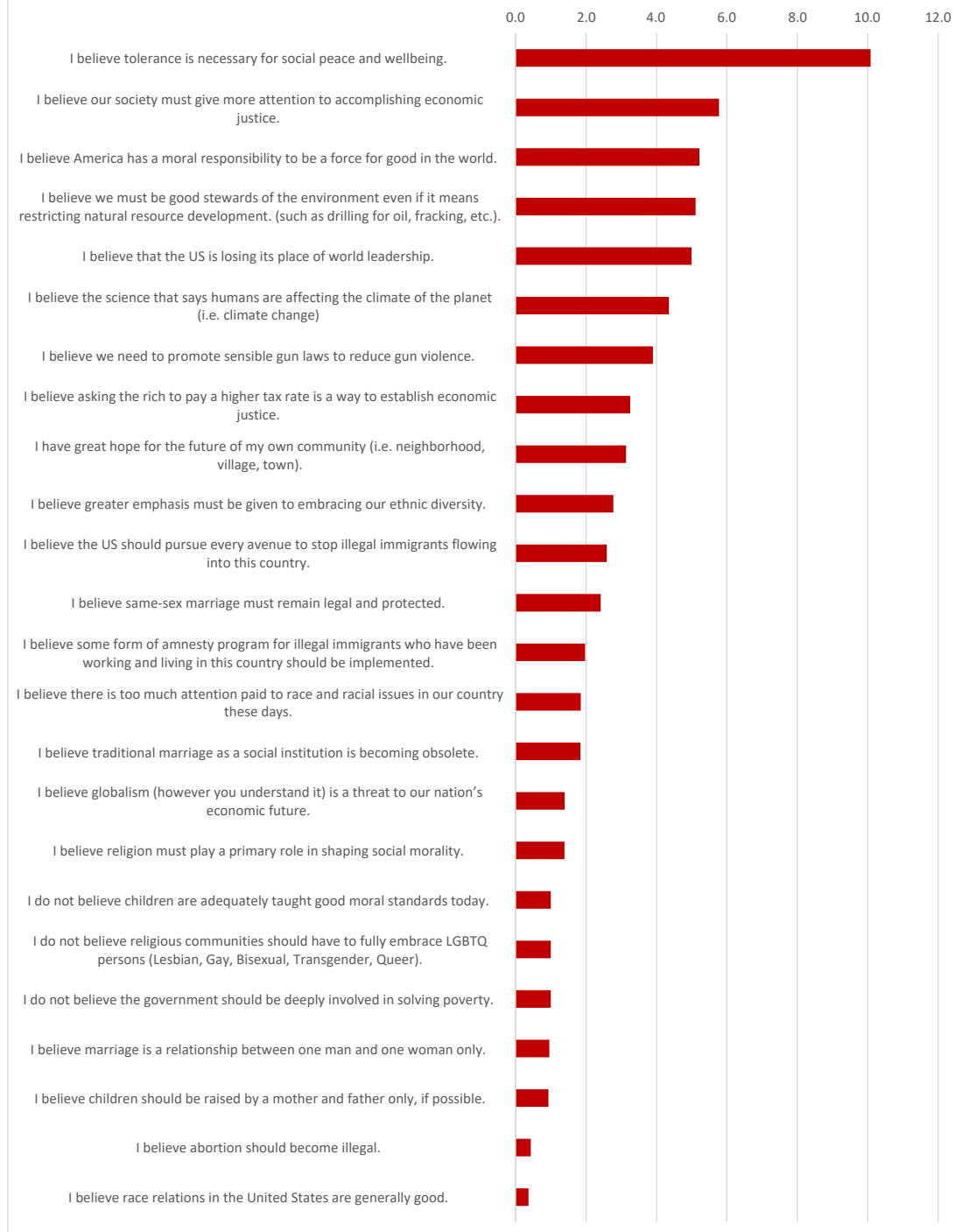
Priority List		Beliefs about Jesus in Rank Order		
Ranking	Concern	Ratio	Strength	
1	Jesus was both divine and human.	4.0	Weak agreement	
2	Jesus was the expected Jewish Messiah.	2.8	Weak agreement	
3	Jesus actually rose from the dead as the Bible teaches.	2.6	Weak agreement	
4	Jesus rules now as Lord of Heaven and earth.	2.2	Weak agreement	
5	Jesus belief does not require participation in a church.	2.2	Weak agreement	
6	Jesus is the only way for human salvation from sin.	1.4	Very weak agreement	
7	Jesus is not like his followers in the Church.	1.1	Very weak agreement	
8	Jesus was a good and wise moral teacher but no more.	0.5	Very weak agreement	
9	Jesus was a great prophet only.	0.4	Very weak agreement	



Beliefs about Social & Moral Values

Priority List	Social and Moral Beliefs by Strength of Importance		
	Ranking	Concern	Ratio Strength
	1	I believe tolerance is necessary for social peace and wellbeing.	10.1 Very strong agreement
	2	I believe our society must give more attention to accomplishing economic justice.	5.8 Somewhat strong agreement
	3	I believe America has a moral responsibility to be a force for good in the world.	5.2 Somewhat strong agreement
	4	I believe we must be good stewards of the environment even if it means restricting natural resource development. (such as drilling for oil, fracking,	5.1 Somewhat strong agreement
	5	I believe that the US is losing its place of world leadership.	5.0 Somewhat strong agreement
	6	I believe the science that says humans are affecting the climate of the planet (i.e. climate change)	4.4 Somewhat strong agreement
	7	I believe we need to promote sensible gun laws to reduce gun violence.	3.9 Very weak agreement
	8	I believe asking the rich to pay a higher tax rate is a way to establish economic justice.	3.3 Very weak agreement
	9	I have great hope for the future of my own community (i.e. neighborhood, village, town).	3.1 Very weak agreement
	10	I believe greater emphasis must be given to embracing our ethnic diversity.	2.8 Very weak agreement
	11	I believe the US should pursue every avenue to stop illegal immigrants flowing into this country.	2.6 Very weak agreement
	12	I believe same-sex marriage must remain legal and protected.	2.4 Very weak agreement
	13	I believe some form of amnesty program for illegal immigrants who have been working and living in this country should be implemented.	2.0 Very weak agreement
	14	I believe there is too much attention paid to race and racial issues in our country these days.	1.9 Very weak agreement
	15	I believe traditional marriage as a social institution is becoming obsolete.	1.8 Very weak agreement
	16	I believe globalism (however you understand it) is a threat to our nation's economic future.	1.4 Very weak agreement
	17	I believe religion must play a primary role in shaping social morality.	1.4 Very weak agreement
	18	I do not believe children are adequately taught good moral standards today.	1.0 Very weak agreement
	19	I do not believe religious communities should have to fully embrace LGBTQ persons (Lesbian, Gay, Bisexual, Transgender, Queer).	1.0 Very weak agreement
	20	I do not believe the government should be deeply involved in solving poverty.	1.0 Very weak agreement
	21	I believe marriage is a relationship between one man and one woman only.	1.0 Very weak agreement
	22	I believe children should be raised by a mother and father only, if possible.	0.9 Very weak agreement
	23	I believe abortion should become illegal.	0.4 Very weak agreement
	24	I believe race relations in the United States are generally good.	0.4 Very weak agreement

Social and Moral Beliefs in Order of Agreement



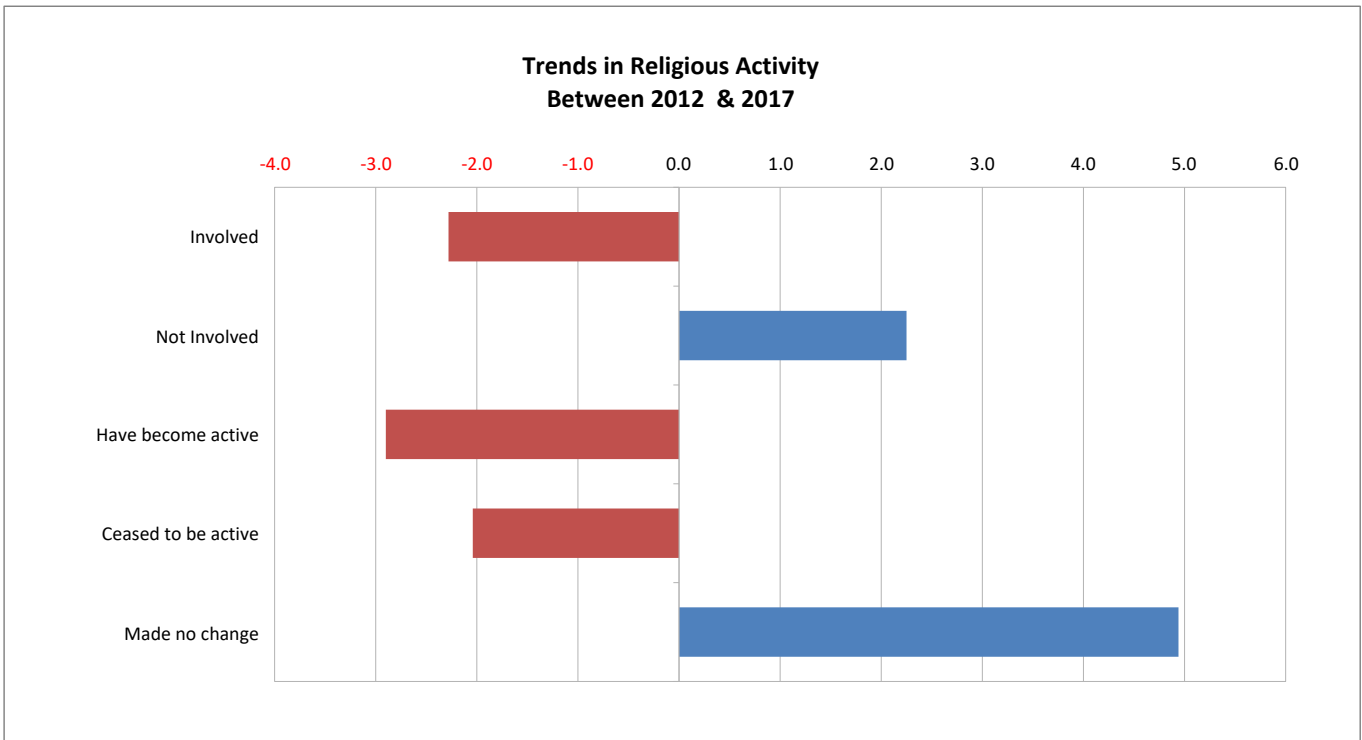
Faith and Religious Involvement

Activity in a Religious Congregation or Community

Study Area Comparison between 2012 & 2017	2012	2017	Point Change Between Surveys
Projected percentage involved	35.3%	33.0%	-2.3
Projected percentage NOT involved	64.8%	67.0%	2.3

	2012	2017	Point Change Between Surveys
Directional Change in Involvement			
Percent likely to have become active	6.6%	3.7%	-2.9
Percent likely to have ceased to be active	15.1%	13.1%	-2.0
Percent Likely to have made no change	78.3%	83.3%	4.9

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



Supporting Information

Interpreting the Report

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Support

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The MinistryInsite Priorities Report 2017

Prepared for: Susquehanna Conference UMC
 Study area: 4 mi Around 501 Main Street, Coburn, Pennsylvania 16832, United States

Date of Report: 9/8/21
 Quad Project Version: 2017

About the NEW 2017 Quadrennium Reports

The Quadrennium Project provides a projection of likely religious beliefs, preferences and practices for a defined study area. It is based upon the Quadrennium Project national survey conducted by MissionInsite every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current. This report is based upon the 2017 Quadrennium Survey; the most recent following the initial 2012 survey.

There are two reports in the Quadrennium Survey series for 2017. The first report is called **ReligiousInsite**. It provides insights into community beliefs and religious preferences. The second report is called **MinistryInsite**. The focus of this report is on practical applications of the 2017 survey. It includes life concerns, reasons for non-participation or considered non-participation in a religious congregation or community and a list of preferred ministries or programs--all of which is based upon the very specific profile of the study area. One final innovation for this survey version is the "Priority Lists". Using MissionInsite analytics, very customized priority lists zoom the reader right into the heart of study area concerns, program and ministry preferences and more.

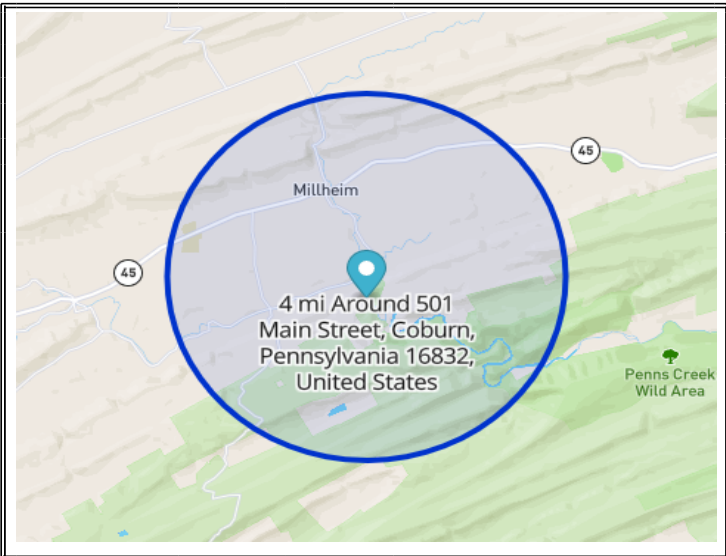
Additionally, there are two reports that capture just the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the fuller reports. The first is the **ReligiousInsite Priorities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

Contents of the MinistryInsite **Priorities** Report

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

Topics	Page
Life Concerns	2
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	3
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	4
Program or Ministry Preferences	5
Information Sources and Social Media Preferences	6

The Study Area



Data Detail Reports and Supporting Documents

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

Quadrennium Project White Paper

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

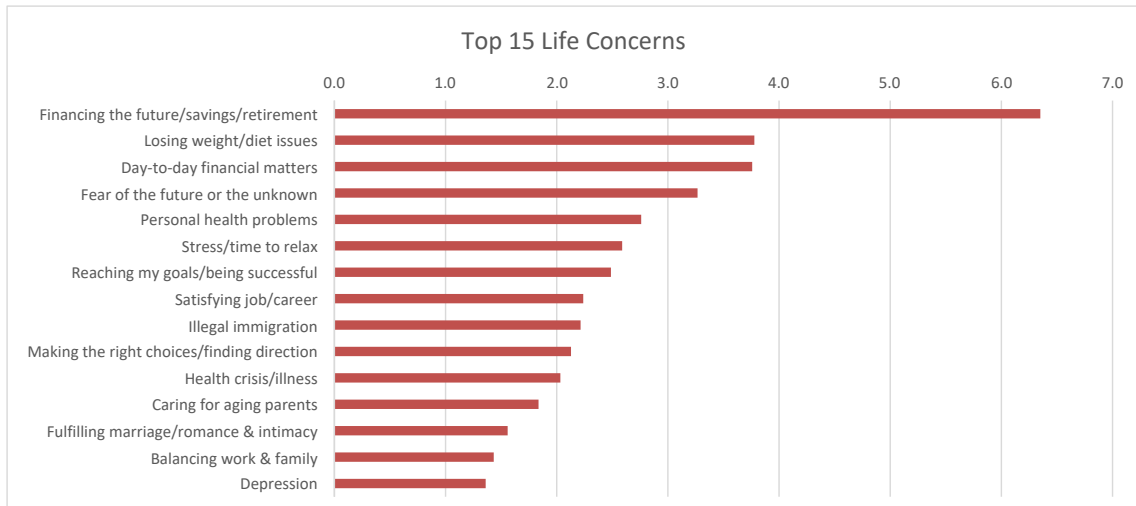


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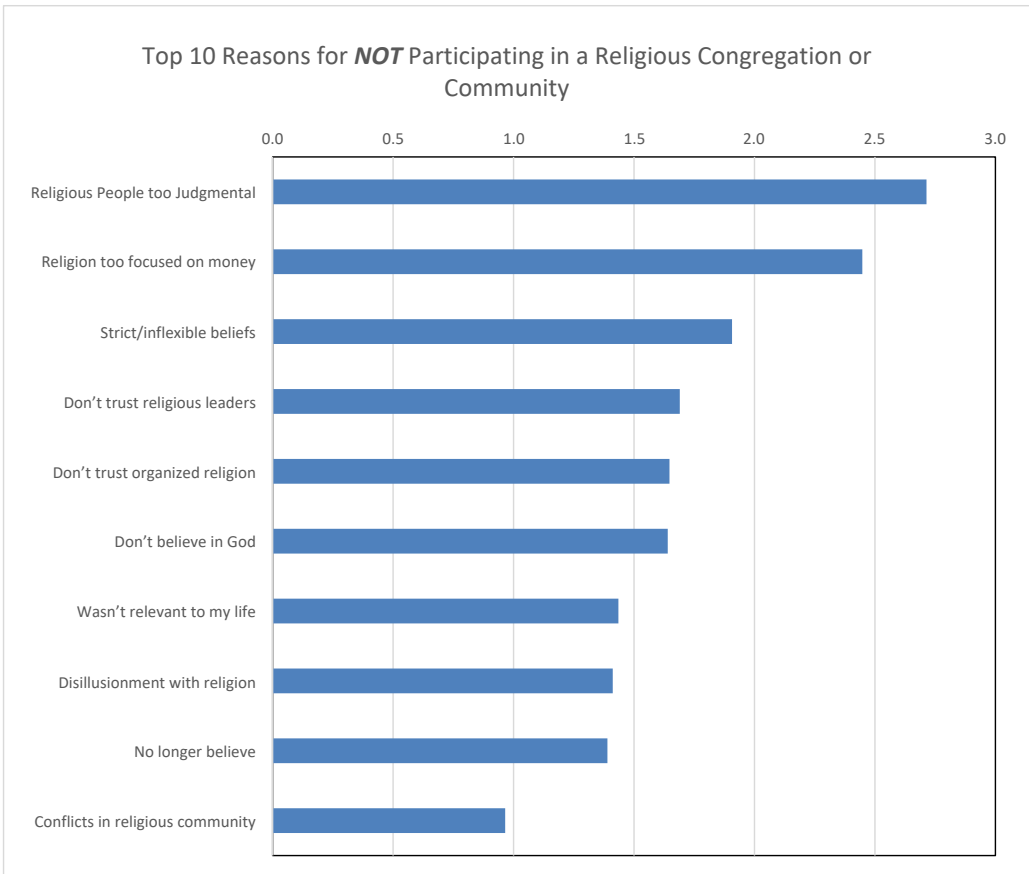
Life Concerns

Priority List	Top 15 of 34 Life Concerns Ranked by Greatest Concerns			
	<i>Ranking</i>	<i>Concern</i>	<i>Ratio</i>	<i>Strength of Concern</i>
	1	Financing the future/savings/retirement	6.4	Very Strong Concern
	2	Losing weight/diet issues	3.8	Very Strong Concern
	3	Day-to-day financial matters	3.8	Very Strong Concern
	4	Fear of the future or the unknown	3.3	Very Strong Concern
	5	Personal health problems	2.8	Strong Concern
	6	Stress/time to relax	2.6	Strong Concern
	7	Reaching my goals/being successful	2.5	Strong Concern
	8	Satisfying job/career	2.2	Strong Concern
	9	Illegal immigration	2.2	Strong Concern
	10	Making the right choices/finding direction	2.1	Strong Concern
	11	Health crisis/illness	2.0	Strong Concern
	12	Caring for aging parents	1.8	Moderate Concern
	13	Fulfilling marriage/romance & intimacy	1.6	Moderate Concern
	14	Balancing work & family	1.4	Moderate Concern
	15	Depression	1.4	Moderate Concern



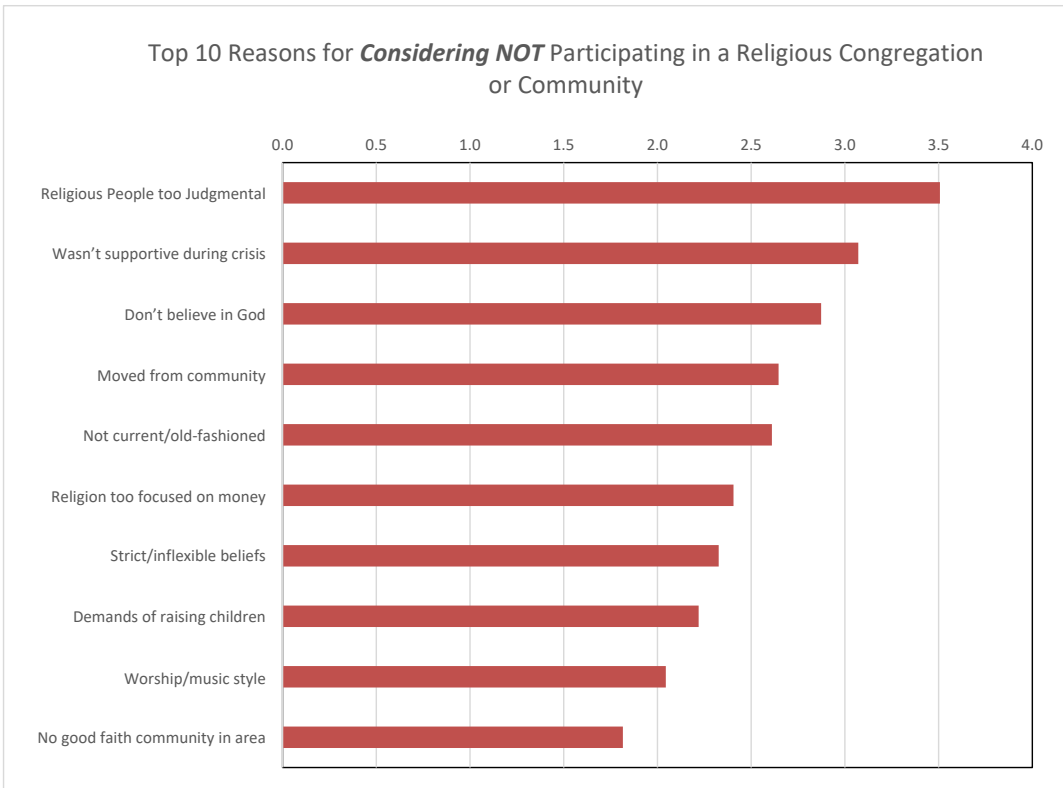
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community

Priority List		Top 10 of 21 Reasons for People Outside a Religious Congregation or Community for Not Participating		
Ranking	Concern	Ratio	Strength of Reason	
1	Religious People too Judgmental	2.7	Very Strong Reason	
2	Religion too focused on money	2.4	Very Strong Reason	
3	Strict/inflexible beliefs	1.9	Very Strong Reason	
4	Don't trust religious leaders	1.7	Somewhat Strong Reason	
5	Don't trust organized religion	1.6	Somewhat Strong Reason	
6	Don't believe in God	1.6	Somewhat Strong Reason	
7	Wasn't relevant to my life	1.4	Somewhat Strong Reason	
8	Disillusionment with religion	1.4	Somewhat Strong Reason	
9	No longer believe	1.4	Somewhat Strong Reason	
10	Conflicts in religious community	1.0	Somewhat Weak Reason	



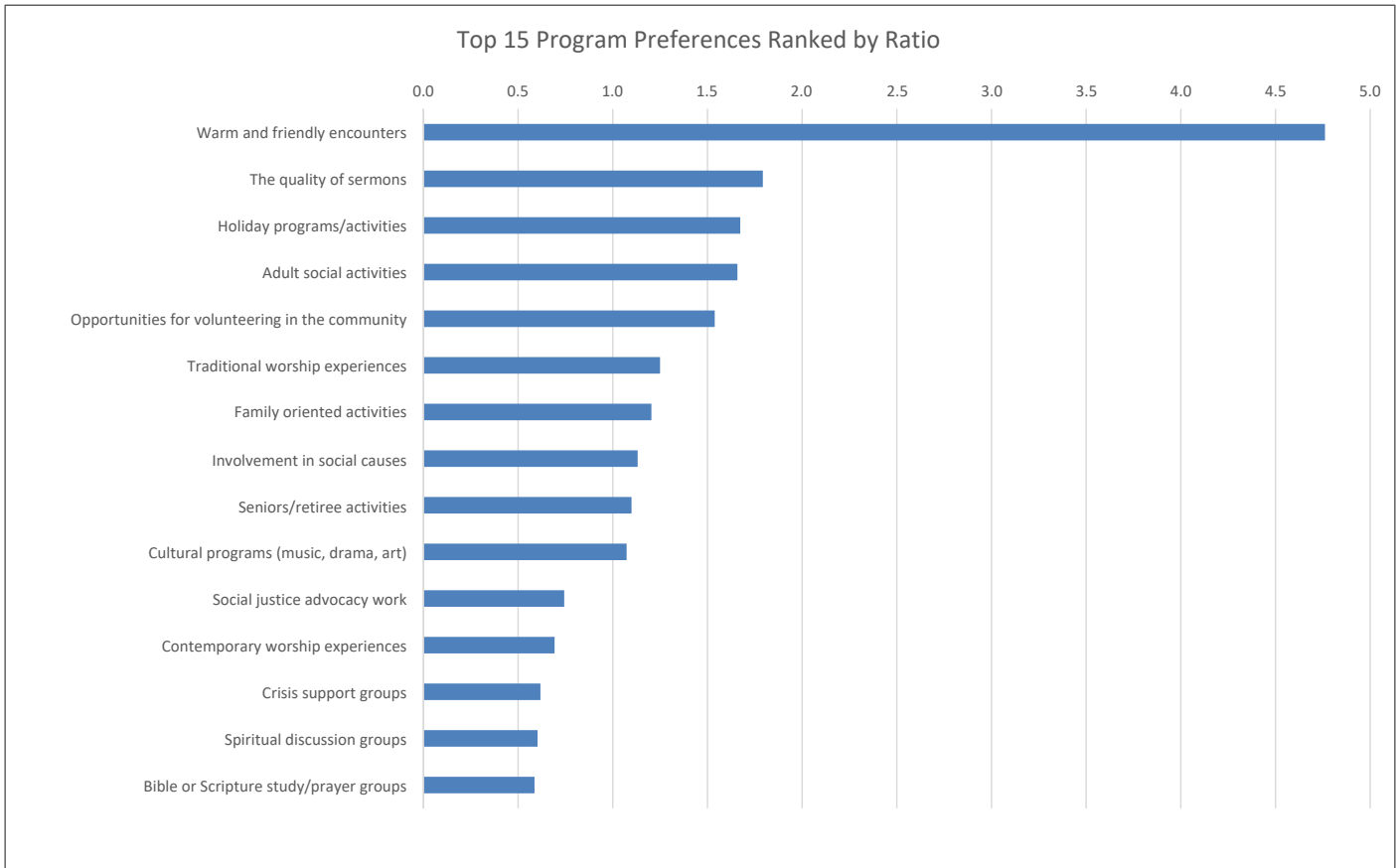
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community

Priority List		Top 10 of 21 Reasons for Considering NOT Participating in a Religious Congregation or Community	
Ranking	Concern	Ratio	Strength
1	Religious People too Judgmental	3.5	Very Strong Reason
2	Wasn't supportive during crisis	3.1	Very Strong Reason
3	Don't believe in God	2.9	Very Strong Reason
4	Moved from community	2.6	Very Strong Reason
5	Not current/old-fashioned	2.6	Very Strong Reason
6	Religion too focused on money	2.4	Very Strong Reason
7	Strict/inflexible beliefs	2.3	Very Strong Reason
8	Demands of raising children	2.2	Very Strong Reason
9	Worship/music style	2.0	Very Strong Reason
10	No good faith community in area	1.8	Very Strong Reason



Program or Ministry Preferences

Priority List	Top 15 Ministry or Program Recommendations Based Upon This Study Area		
	Program Preferences Ranked by Ratio of Important to not Important		
Ranking	Program	Ratio	Strength of Preference
1	Warm and friendly encounters	4.8	Very Strong Preference
2	The quality of sermons	1.8	Strong Preference
3	Holiday programs/activities	1.7	Strong Preference
4	Adult social activities	1.7	Strong Preference
5	Opportunities for volunteering in the community	1.5	Strong Preference
6	Traditional worship experiences	1.2	Moderately Strong Preference
7	Family oriented activities	1.2	Moderately Strong Preference
8	Involvement in social causes	1.1	Moderately Strong Preference
9	Seniors/retiree activities	1.1	Moderately Strong Preference
10	Cultural programs (music, drama, art)	1.1	Moderately Strong Preference
11	Social justice advocacy work	0.7	Minimal Preference
12	Contemporary worship experiences	0.7	Minimal Preference
13	Crisis support groups	0.6	Minimal Preference
14	Spiritual discussion groups	0.6	Minimal Preference
15	Bible or Scripture study/prayer groups	0.6	Minimal Preference

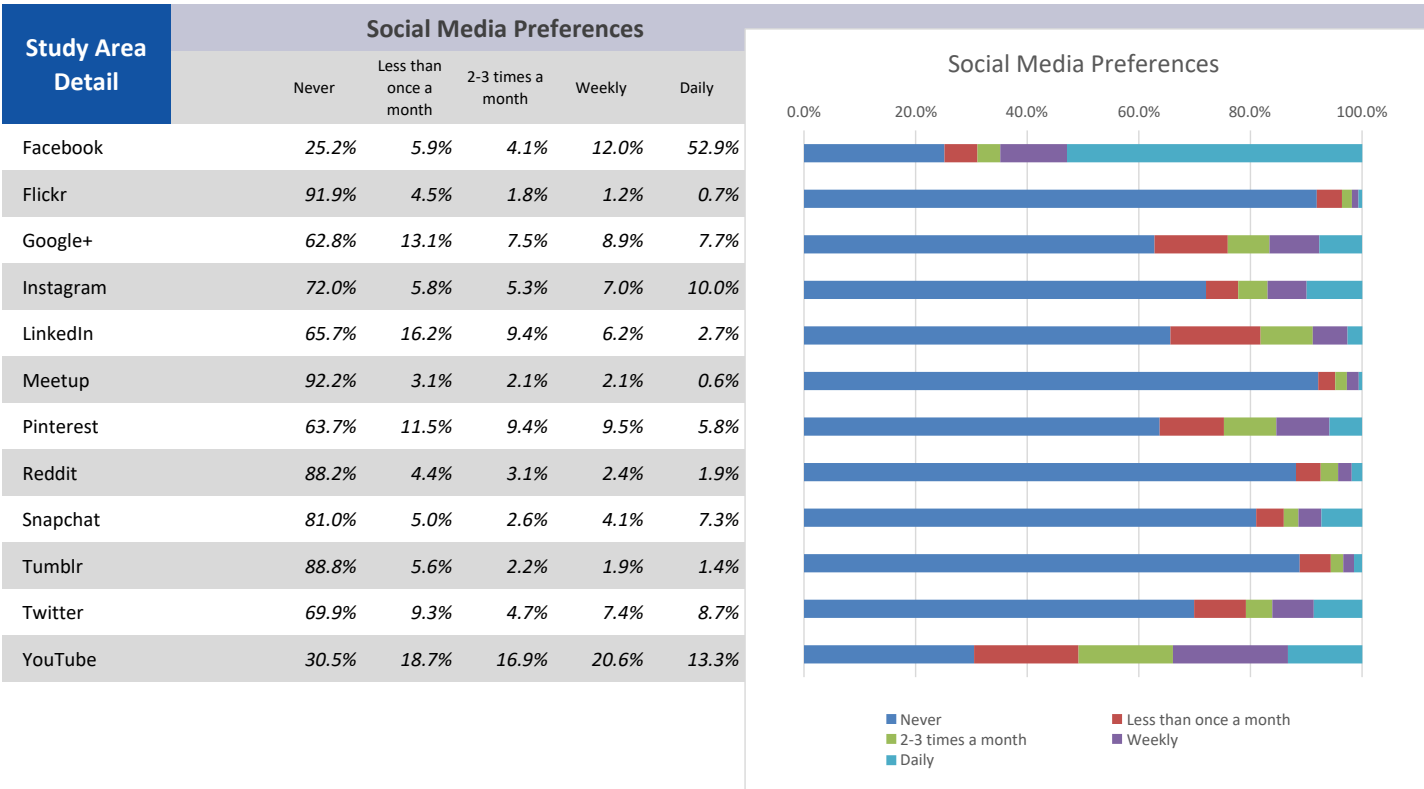


Information Sources and Social Media Preferences

We know that the options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets and the ever present social media sources. To help people sort through this mass of media options, the Quad project in 2017 ask respondents to indicate their preferences in a series of "forced pairs". These data reveal what this particular study area is inclined to prefer as its sources of information. This can prove very helpful for clients who want to identify the best channels for reaching their intended population.

Study Area Detail	Media Preferences: Forced Pairs			
	Prefer this	Media Category	OR	Prefer this
Blogs	6	15.0%	85.0%	4 Major Newspapers (e.g. LA Times, NY Times, Washington Post)
Cable News (e.g. CNN, Fox News)	1	35.8%	64.2%	5 Network News (ABC, NBC, CBS)
CNN Online News	3	58.3%	41.8%	3 Yahoo News
CNN Television News	1	55.9%	44.2%	1 Fox News
Facebook	6	24.4%	75.7%	1 Cable News (e.g. CNN, Fox News)
Facebook	6	78.9%	21.1%	6 Twitter
Fox News	1	56.6%	43.4%	6 Facebook
Fox News	1	28.0%	72.0%	2 Television News (Network OR Cable)
Huffington Post	3	43.6%	56.4%	1 Fox News
Huffington Post	3	41.6%	58.5%	3 Yahoo News
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	27.3%	72.8%	2 Television News (Network OR Cable)
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	59.1%	40.9%	4 Major Newspapers (e.g. LA Times, NY Times, Washington Post)
Twitter	6	6.3%	93.7%	2 Television News (Network OR Cable)
USA Today	4	25.0%	75.0%	1 Cable News (e.g. CNN, Fox News)
USA Today	4	18.3%	81.7%	2 Television News (Network OR Cable)
Yahoo News	3	37.6%	62.4%	1 CNN Television News

Priority List	Media Preferences by Category	
	Rank Order	Weighted Ranking
	1	Television News (Network or Cable)
	2	Cable News
	3	Major Newspapers
	4	Online News
	5	Major Network News Only (ABC, NBC, CBS)
	6	Social Media



Supporting Information

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