

## The Quadrennium Report

Prepared for: Wake Cross Roads Baptist  
Study area: 10 mile radius - 3328 Forestville Road Raleigh NC 27616

Date of Report: 8/31/2017  
Quad Project Version: 2012

### About the NEW Quadrennium Project Report

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

### How to read the Quadrennium Report

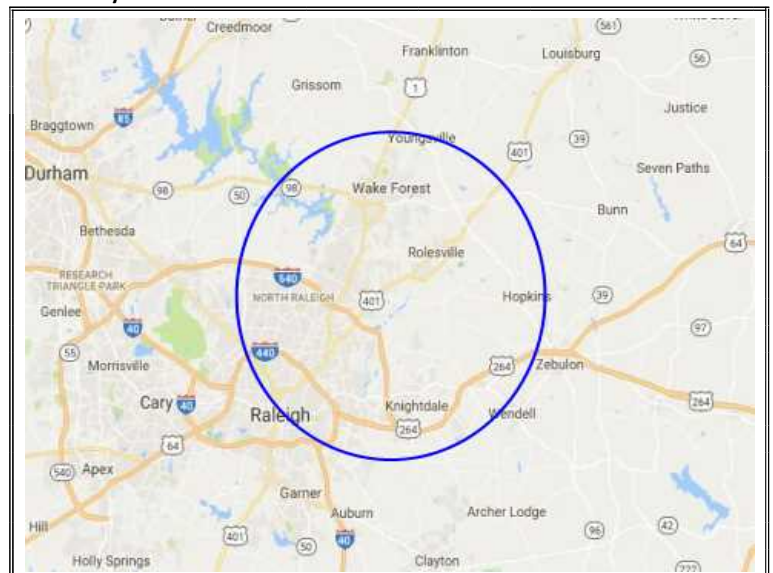
The NEW Quadrennium Project report is divided into three sections, each providing a different approach to the data.

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

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

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

### The Study Area



### More Information

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

### White Paper

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

## StoryView

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

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

## ThemeView

Prepared for: Wake Cross Roads Baptist  
 Study Area: 10 mile radius - 3328 Forestville Road Raleigh NC 27616  
 Quadrennium Report Region: South  
 Date of Report: 8/31/2017  
 Quad Project Version: 2012

## Beliefs Landscape

### Beliefs about God

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

	Study Area		US Average		Comparative Index	
	Disagree	Agree	Disagree	Agree	Disagree	Agree
Everyone and everything is god	47.8%	26.4%	43.9%	27.9%	109	95
God is a higher state of consciousness that people may achieve	36.9%	37.1%	33.5%	37.3%	110	99
God is love and invites the world into a loving relationship	8.7%	<b>75.7%</b>	10.2%	<b>71.0%</b>	84	107
God is the full realization of human potential	27.0%	43.8%	25.3%	42.3%	107	104
I believe God created the world but takes no further part in it	<b>72.3%</b>	9.3%	<b>67.8%</b>	9.7%	107	96
I believe in more than one god, i.e. many gods	<b>80.3%</b>	4.7%	<b>75.0%</b>	7.0%	107	66
I believe in Nature and/or spirits in Nature	31.0%	40.4%	26.5%	45.2%	117	89
I don't believe a god exists; the material universe is all that is	<b>78.9%</b>	9.6%	<b>74.5%</b>	10.9%	106	88
I have a personal relationship with one living God, who is Lord and Savior	16.9%	<b>70.0%</b>	19.4%	<b>63.5%</b>	87	110
I'm unsure/undecided about whether a god exists	<b>76.1%</b>	12.8%	<b>70.5%</b>	15.1%	108	85

### 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	13.7%	<b>67.9%</b>	14.6%	<b>61.8%</b>	94	110
Jesus belief does not require participation in a church	29.6%	51.7%	24.9%	53.7%	119	96
Jesus is both divine and human	14.8%	<b>63.7%</b>	14.4%	<b>60.3%</b>	103	106
Jesus is not like his followers in the Church	25.4%	38.5%	24.0%	35.0%	106	110
Jesus is the only way for human salvation from sin	21.8%	<b>60.3%</b>	24.0%	53.7%	91	112
Jesus rules now as Lord of Heaven and earth	19.4%	59.3%	19.5%	54.1%	100	110
Jesus was just a good moral teacher and no more	<b>66.4%</b>	14.8%	<b>60.1%</b>	16.3%	110	90
Jesus was the expected Jewish Messiah	12.4%	51.5%	13.2%	46.5%	94	111

## Beliefs about Social & Moral Issues

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

	Study Area		US Average		Comparative Index	
	Disagree	Agree	Disagree	Agree	Disagree	Agree
<b><i>I believe...</i></b>						
Abortion should remain legal	28.4%	54.1%	27.1%	56.0%	105	97
America has a moral responsibility to be a force for good in the world	12.6%	<b>71.6%</b>	12.6%	<b>70.2%</b>	100	102
Americans increasingly act irresponsibly to the detriment of the common good	9.7%	<b>70.6%</b>	9.1%	<b>70.4%</b>	106	100
Asking the rich to pay a higher tax rate is a way to establish justice	29.6%	52.0%	25.4%	57.3%	117	91
Children are adequately taught good moral standards today	<b>82.9%</b>	8.3%	<b>82.2%</b>	8.4%	101	99
Children ought to be raised in a two-parent, mother and father families, if possible	17.7%	<b>65.9%</b>	18.8%	<b>62.8%</b>	94	105
Marriage as a social institution is becoming obsolete	33.3%	45.0%	31.8%	45.0%	105	100
Marriage is only a relationship between one man and one woman	32.8%	54.7%	35.5%	50.8%	92	108
Our culture is too obsessed with celebrity	3.4%	<b>88.7%</b>	3.3%	<b>88.3%</b>	103	100
People should be involved in volunteer activities for the benefit of others	4.1%	<b>77.2%</b>	4.5%	<b>75.3%</b>	92	103
Religion must play a primary role in shaping individual morality	20.5%	<b>62.2%</b>	23.3%	56.7%	88	110
Religious communities should fully embrace LGBT persons (Lesbian, Gay, Bisexual, Transgender)	29.7%	44.3%	27.3%	45.6%	109	97
Same sex marriage should be legalized	42.1%	38.6%	38.4%	42.3%	110	91
If an aggressive act is committed against the US, we are justified in the use of violence in response	12.7%	<b>70.7%</b>	13.2%	<b>70.0%</b>	96	101
The government should be deeply involved in solving poverty	25.3%	<b>62.0%</b>	22.2%	<b>64.7%</b>	114	96
The government should not be able to interfere with the employment practices of religious organizations	21.3%	53.1%	23.6%	48.8%	90	109
The science that says humans are affecting the climate of the planet (i.e. global warming)	22.5%	58.9%	20.6%	<b>61.2%</b>	109	96
The US should pursue every avenue to stop illegal immigrants flowing into this country	18.1%	<b>65.4%</b>	17.2%	<b>66.6%</b>	106	98
Tolerance is necessary for social peace and well being	11.0%	<b>75.8%</b>	10.4%	<b>75.7%</b>	106	100
We must be good stewards of the environment even if it means restricting natural resource development. (such as drilling for oil, fracking, etc.)	19.2%	<b>61.5%</b>	18.5%	<b>61.2%</b>	104	101

# Religious Affiliations and Preferences Landscape

## Religious Preferences

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

	Study Area			US Average			Comparative Index	
	Now	10 Years Prior	Change	Now	10 Years Prior	Change	Now	10 Years Prior
Adventist/Anabaptist/Mennonite	0.4%	0.5%	-0.1%	0.8%	0.9%	-0.1%	55	62
Baptist	19.6%	20.6%	-1.0%	12.5%	13.5%	-1.0%	157	153
Buddhism/Hindu/Sikh/Taoist	1.1%	0.9%	0.3%	1.3%	1.2%	0.1%	90	76
Catholic	16.2%	19.6%	-3.4%	20.1%	23.8%	-3.7%	81	82
Congregational	1.1%	1.1%	0.0%	1.6%	1.8%	-0.2%	67	58
Episcopal/Anglican	1.9%	2.4%	-0.5%	1.6%	1.9%	-0.2%	116	125
Holiness	0.5%	0.5%	0.0%	0.8%	0.8%	-0.1%	66	62
Islam/Baha'i	0.4%	0.4%	0.0%	0.5%	0.4%	0.0%	83	86
Jehovah's Witness	1.0%	1.0%	-0.1%	1.0%	1.1%	-0.1%	93	90
Judaism	3.5%	3.7%	-0.2%	3.4%	3.6%	-0.2%	102	103
Lutheran	3.1%	4.0%	-0.9%	4.7%	5.5%	-0.8%	65	71
Methodist	7.9%	8.9%	-1.1%	6.1%	7.0%	-0.9%	129	128
Mormon/Latter Day Saints	0.8%	0.9%	-0.1%	2.0%	2.0%	0.0%	39	45
Native American/New Age/Rastafarian/Wicca	0.8%	0.9%	-0.1%	1.3%	1.3%	-0.0%	64	74
Non-denominational/Independent	10.1%	7.4%	2.7%	7.9%	6.1%	1.9%	127	121
None/No Religious Preference	18.9%	16.1%	2.7%	22.6%	19.6%	3.0%	84	83
Orthodox	0.2%	0.3%	-0.1%	0.7%	0.7%	0.0%	31	43
Pentecostal/Charismatic	2.7%	2.8%	-0.1%	3.1%	3.1%	0.0%	88	91
Presbyterian/Reformed	3.0%	3.7%	-0.7%	2.8%	3.2%	-0.4%	109	117
Spiritual/No Religious Preference	6.6%	4.1%	2.6%	7.8%	5.2%	2.5%	86	78
Unitarian/Universalist	0.3%	0.4%	-0.0%	0.7%	0.6%	0.0%	50	58

## 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	16.4%	19.9%	-3.5%	20.8%	24.5%	-3.7%	79	81
Historic Mainline Protestant Denominations	36.6%	40.6%	-4.0%	29.4%	32.8%	-3.5%	125	124
Other Protestant Denominations/Churches	13.7%	11.2%	2.5%	12.5%	10.8%	1.7%	109	103
<b>Total: Christian Religious Preferences</b>	<b>66.6%</b>	<b>71.6%</b>	<b>-5.0%</b>	<b>62.7%</b>	<b>68.1%</b>	<b>-5.4%</b>	<b>106</b>	<b>105</b>
Other Non-Christian Religious Preferences	7.5%	7.8%	-0.3%	9.65%	9.8%	-0.1%	78	80
None/No Preference or Spiritual/No Preference	25.5%	20.2%	5.3%	30.34%	24.8%	5.6%	84	82

## 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	1.0%	1.3%	-0.3%	1.5%	1.3%	0.2%	66	99
African Methodist Episcopal Zion Church	0.4%	0.6%	-0.2%	0.4%	0.5%	-0.1%	111	110
American Baptist Churches/ USA	11.3%	9.6%	1.7%	9.1%	8.5%	0.6%	125	114
Assemblies of God	2.6%	2.7%	-0.1%	4.3%	3.8%	0.5%	61	72
Christian and Missionary Alliance	1.1%	0.7%	0.3%	2.0%	1.6%	0.4%	54	48
Christian Church (Disciples of Christ)	4.5%	3.6%	0.9%	5.3%	4.3%	1.0%	84	84
Church of Jesus Christ of Latter Day Saints	2.1%	1.9%	0.2%	5.3%	4.2%	1.1%	39	44
Church of the Nazarene	0.4%	0.6%	-0.2%	1.7%	2.0%	-0.3%	26	32
Episcopal Church	3.9%	4.4%	-0.5%	3.2%	3.8%	-0.6%	120	113
Evangelical Free Church of America	0.1%	0.3%	-0.2%	2.0%	1.5%	0.5%	4	19
Evangelical Lutheran Church in America	2.0%	2.0%	0.0%	4.2%	4.2%	-0.0%	48	47
Foursquare Gospel	0.0%	0.0%	-0.0%	1.5%	1.7%	-0.2%	0	2
Lutheran Church, Missouri Synod	2.8%	2.9%	-0.1%	4.5%	4.8%	-0.2%	62	61
Presbyterian Church (USA)	3.7%	4.2%	-0.6%	4.0%	4.1%	-0.2%	92	102
Presbyterian Church in America	1.4%	1.2%	0.2%	1.7%	1.5%	0.2%	86	84
Reformed Church, RCA/CRC	0.1%	0.0%	0.1%	1.8%	1.6%	0.2%	7	2
Roman Catholic Church	31.5%	33.0%	-1.6%	39.2%	40.2%	-1.0%	80	82
Salvation Army	0.0%	0.2%	-0.1%	0.9%	1.0%	-0.2%	3	17
Seventh Day Adventist	0.6%	0.6%	-0.1%	1.8%	1.9%	-0.1%	31	33
Southern Baptist Convention	14.8%	13.6%	1.2%	9.1%	8.3%	0.8%	162	164
United Church of Christ	1.3%	1.1%	0.2%	3.1%	2.5%	0.6%	43	45
United Methodist Church	14.5%	15.6%	-1.1%	11.4%	11.7%	-0.3%	127	133

# The Local Church Landscape

## Faith and Religious Involvement

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

	Study Area	US Average	Comparative Index
<b>Activity in a religious congregation or community:</b>			
Projected percentage involved	45.9%	38.9%	118
Projected percentage NOT involved	54.1%	61.0%	89
Estimated change over prior 10 years	-8.7%	-8.5%	
<b>Religious activity directional change:</b>			
Percent likely to have become active	7.7%	6.9%	111
Percent likely to have ceased to be active	16.4%	15.3%	107
Percent Likely to have made no change	75.9%	77.8%	98
Net Change in direction of activity	-8.7%	-8.4%	
<b>Projected significance of religious faith to life:</b>			
Not Significant	16.8%	21.1%	80
Some Significance	28.9%	32.3%	89
Very Significant	54.3%	46.7%	116
<b>Projected change in the role of religious faith over 10 years:</b>			
No Significant Change	0.5%	0.8%	65
Some Significant Change	-7.5%	-6.1%	123
Very Significant Change	6.9%	5.3%	132
<b>Probable level of participation for those involved in a religious congregation or religious community: Of those who indicated participation</b>			
Holidays only	1.8%	3.9%	47
Less than once per month	5.5%	6.5%	85
Once per month	6.4%	7.2%	89
Two to three times per month	18.9%	18.2%	103
Weekly	67.4%	65.6%	103

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

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

	Study Area	US Average	Comparative Index
<b>From the Outside: Probable reasons for non-participation in a religious congregation or religious community: Percent Important</b>			
<b>About Personal Life</b>			
Demands of raising children	28.4%	28.0%	101
Moved from community	31.1%	27.7%	112
No good faith community in area	32.1%	31.1%	103
No time/less time available	43.2%	38.3%	113
<b>About Personal Faith</b>			
Don't believe in God	35.2%	35.3%	100
No longer believe	34.4%	32.9%	104
Unsure about personal beliefs	40.5%	39.5%	103
Wasn't relevant to my life	48.1%	48.3%	100
<b>About the Church</b>			
Boring/uninteresting	44.7%	42.8%	104
Conflicts in religious community	45.7%	45.2%	101
Didn't feel welcome/useful	44.7%	41.4%	108
Disillusionment with religion	54.0%	52.6%	103
Don't trust organized religion	60.2%	58.5%	103
Don't trust religious leaders	63.8%	61.7%	103
Never been invited	21.3%	19.7%	108
Not current/old fashioned	36.1%	35.6%	101
Religion too focused on money	67.4%	65.8%	102
Religious people too judgmental	68.5%	65.9%	104
Strict/inflexible beliefs	54.8%	53.9%	102
Wasn't supportive during crisis	34.7%	34.7%	100
Worship/music style	40.7%	36.6%	111



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

	Study Area	US Average	Comparative Index
<b>From the Inside: Probable reasons for considering non-participation in a religious congregation or religious community: Percent Important</b>			
(Of the 13% of the national sample who were currently participating but considered non-participation, the following are the reasons.)			
<b>About Personal Life</b>			
Demands of raising children	40.7%	41.2%	99
Moved from community	56.1%	53.7%	104
No good faith community in area	64.7%	58.2%	111
No time/less time available	52.4%	52.8%	99
<b>About Personal Faith</b>			
Don't believe in God	54.5%	49.6%	110
No longer believe	56.3%	50.9%	111
Unsure about personal beliefs	67.1%	59.8%	112
Wasn't relevant to my life	58.6%	55.9%	105
<b>About the Church</b>			
Boring/uninteresting	60.7%	56.6%	107
Conflicts in religious community	73.8%	69.1%	107
Didn't feel welcome/useful	72.1%	67.8%	106
Disillusionment with religion	68.2%	63.1%	108
Don't trust organized religion	58.1%	56.5%	103
Don't trust religious leaders	77.1%	71.8%	107
Never been invited	33.1%	34.7%	95
Not current/old fashioned	49.6%	50.2%	99
Religion too focused on money	77.1%	69.6%	111
Religious people too judgmental	71.1%	66.9%	106
Strict/inflexible beliefs	67.8%	66.5%	102
Wasn't supportive during crisis	75.1%	67.5%	111
Worship/music style	70.0%	64.4%	109

## Life Concerns

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

	Average	Study Area		US Average		Comparative Index	
		Modest Concern	Significant Concern	Modest Concern	Significant Concern	Modest Concern	Significant Concern
<b>Personal Life</b>	<b>Average</b>	<b>30.0%</b>	<b>9.6%</b>	<b>29.5%</b>	<b>9.7%</b>	<b>101</b>	<b>99</b>
Anger management/losing my temper		30.8%	5.3%	29.5%	5.4%	105	99
Depression		35.0%	9.5%	35.9%	10.4%	98	92
Finding a mate/spouse		14.9%	7.5%	15.2%	7.4%	98	100
Getting over the past/dealing with guilt		38.1%	8.0%	37.7%	7.8%	101	102
Losing weight/diet issues		49.3%	23.4%	48.4%	22.4%	102	104
Making friends		34.4%	7.3%	32.6%	6.4%	106	114
Personal health problems		52.5%	15.7%	52.3%	17.3%	100	91
Problems with addictions		10.3%	3.5%	11.9%	3.5%	86	101
Struggling with my sexual orientation		3.7%	1.5%	3.6%	1.7%	101	88
Unemployment/Losing my job		30.9%	14.2%	28.4%	14.5%	109	98
<b>Home and Family</b>	<b>Average</b>	<b>24.6%</b>	<b>8.0%</b>	<b>24.2%</b>	<b>7.8%</b>	<b>102</b>	<b>103</b>
Avoiding homelessness		22.2%	8.1%	23.1%	8.8%	96	92
Balancing work & family		36.0%	9.5%	33.1%	8.5%	109	112
Caring for aging parents		30.0%	13.5%	28.1%	13.5%	107	100
Child who is gay, lesbian, bisexual or transgender		5.3%	2.8%	4.9%	2.6%	107	108
Conflict resolution/arguing too much		30.8%	6.6%	30.4%	6.7%	101	98
Divorce		10.6%	3.7%	9.9%	3.6%	107	102
Domestic violence in my family		6.8%	2.3%	7.1%	2.4%	97	94
Health crisis/illness		47.0%	14.7%	47.7%	15.8%	99	93
Marriage problems		18.5%	5.5%	17.4%	5.1%	106	107
Raising a teen		16.7%	8.1%	15.0%	6.8%	112	119
Raising children as a single parent		6.5%	4.6%	7.9%	4.4%	81	103
Stress/time to relax		49.2%	17.1%	48.6%	16.3%	101	105
Struggles with Adult Children		19.7%	5.3%	20.5%	5.4%	96	99
Time for friends/family		45.7%	10.3%	45.1%	9.2%	101	112
<b>Community</b>	<b>Average</b>	<b>25.8%</b>	<b>12.8%</b>	<b>26.1%</b>	<b>13.7%</b>	<b>99</b>	<b>94</b>
Illegal immigration		20.8%	19.0%	21.0%	19.4%	99	98
Violence in my neighborhood		30.8%	6.7%	31.2%	8.0%	99	84
<b>Career and Financial</b>	<b>Average</b>	<b>44.6%</b>	<b>24.9%</b>	<b>43.3%</b>	<b>23.9%</b>	<b>103</b>	<b>104</b>
Day-to-day financial matters		49.5%	26.1%	48.9%	26.1%	101	100
Financing the future/savings/ retirement		48.0%	36.4%	47.0%	35.0%	102	104
Reaching my goals/being successful		45.3%	18.6%	44.2%	17.6%	102	106
Satisfying job/career		35.7%	18.4%	33.2%	17.1%	107	108
<b>Future Hopes and Possibilities</b>	<b>Average</b>	<b>41.5%</b>	<b>13.9%</b>	<b>39.7%</b>	<b>13.0%</b>	<b>104</b>	<b>107</b>
Fear of the future or the unknown		50.5%	17.2%	49.0%	17.3%	103	99
Fulfilling marriage/romance & intimacy		35.5%	14.4%	34.4%	12.4%	103	116
Making the right choices/finding direction		50.6%	15.9%	49.7%	14.9%	102	107
Spiritual issues/religion		29.3%	8.3%	25.8%	7.4%	114	112

## Program or Ministry Preferences

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

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
<b>Personal Growth</b>	33.9%	10.3%	32.6%	9.2%	104	112
Addiction support groups	26.0%	9.9%	26.9%	10.0%	97	99
Health/weight loss programs	35.3%	10.7%	33.9%	9.1%	104	118
Practical training seminars	40.4%	10.3%	37.1%	8.5%	109	121
<b>Family Support and Intervention Services</b>	35.6%	17.1%	35.0%	14.8%	102	116
Daycare/After-School Programs	23.9%	11.8%	24.3%	10.6%	98	111
Crisis support groups	42.7%	14.7%	41.7%	14.3%	102	103
Family oriented activities	40.0%	27.8%	39.5%	24.0%	101	116
Marriage enrichment	36.5%	17.3%	35.3%	13.7%	104	126
Parenting development	30.3%	14.0%	29.6%	11.7%	102	119
Personal/family counseling	40.2%	16.7%	39.6%	14.2%	101	118
<b>Community Involvement and Advocacy Programs</b>	49.0%	18.5%	47.7%	16.1%	103	115
Adult social activities	53.3%	19.8%	51.8%	17.0%	103	116
Involvement in social causes	50.2%	17.8%	48.6%	15.5%	103	115
Social justice advocacy work	40.0%	13.1%	39.3%	11.6%	102	113
Opportunities for volunteering in the community	52.6%	23.5%	51.1%	20.4%	103	115
<b>Community Activities or Cultural Programs</b>	42.3%	18.6%	42.3%	16.6%	100	112
Cultural programs (music, drama, art)	46.9%	14.9%	45.2%	12.8%	104	117
Holiday programs/activities	49.6%	20.7%	49.0%	18.0%	101	115
Seniors/retiree activities	40.0%	17.9%	41.8%	16.7%	96	107
Youth social activities	32.6%	21.1%	33.0%	18.8%	99	112
<b>Religious/Spiritual Programs</b>	35.6%	22.2%	34.2%	19.0%	104	117
Alternative spiritual practices (meditation, yoga, etc.)	27.5%	8.4%	28.2%	8.0%	98	105
Bible or Scripture study/prayer groups	34.8%	26.9%	32.5%	21.6%	107	125
Christian education for children	28.6%	26.2%	27.8%	22.0%	103	119
Contemporary worship services	41.3%	19.8%	40.2%	17.0%	103	116
Spiritual discussion groups	43.5%	17.8%	40.1%	15.0%	109	119
Traditional worship services	37.9%	34.0%	36.8%	30.3%	103	112

## 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.

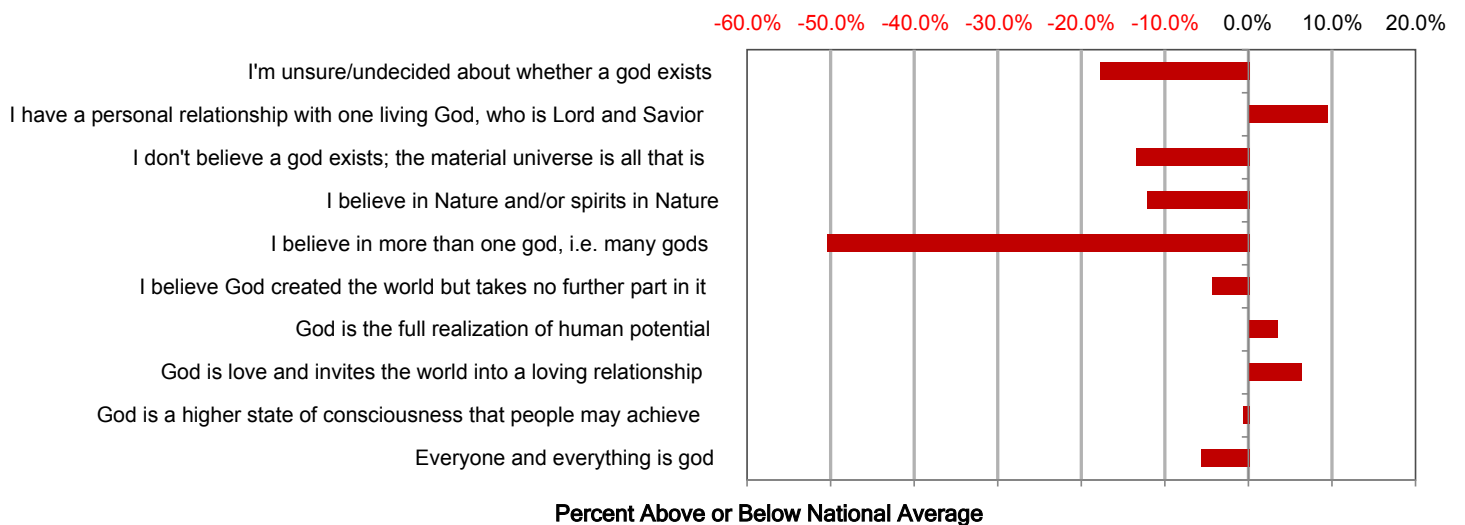
	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Blogs	16.4%	5.3%	14.8%	5.2%	110	103
Email letters	28.8%	34.3%	29.3%	32.4%	98	106
Facebook	22.2%	37.4%	20.9%	36.8%	107	101
Linked in	12.1%	2.4%	9.8%	2.4%	123	101
Local TV News	28.3%	54.7%	26.9%	56.0%	105	98
National TV News	31.9%	45.9%	31.1%	44.8%	103	103
Online News (e.g. CNN/ABC)	33.7%	33.9%	31.3%	31.8%	108	107
Print Media	36.8%	25.9%	35.9%	26.9%	103	96
Public TV/Radio	29.9%	27.3%	27.8%	26.7%	107	102
Radio	36.0%	37.6%	34.6%	35.9%	104	105
Twitter	7.6%	5.3%	7.1%	4.6%	107	117
Other	15.7%	9.3%	15.1%	8.3%	104	112

## GraphView

Prepared for: Wake Cross Roads Baptist  
 Study Area: 10 mile radius - 3328 Forestville  
 Quadrennium Report Region: South  
 Date of Report: 8/31/2017

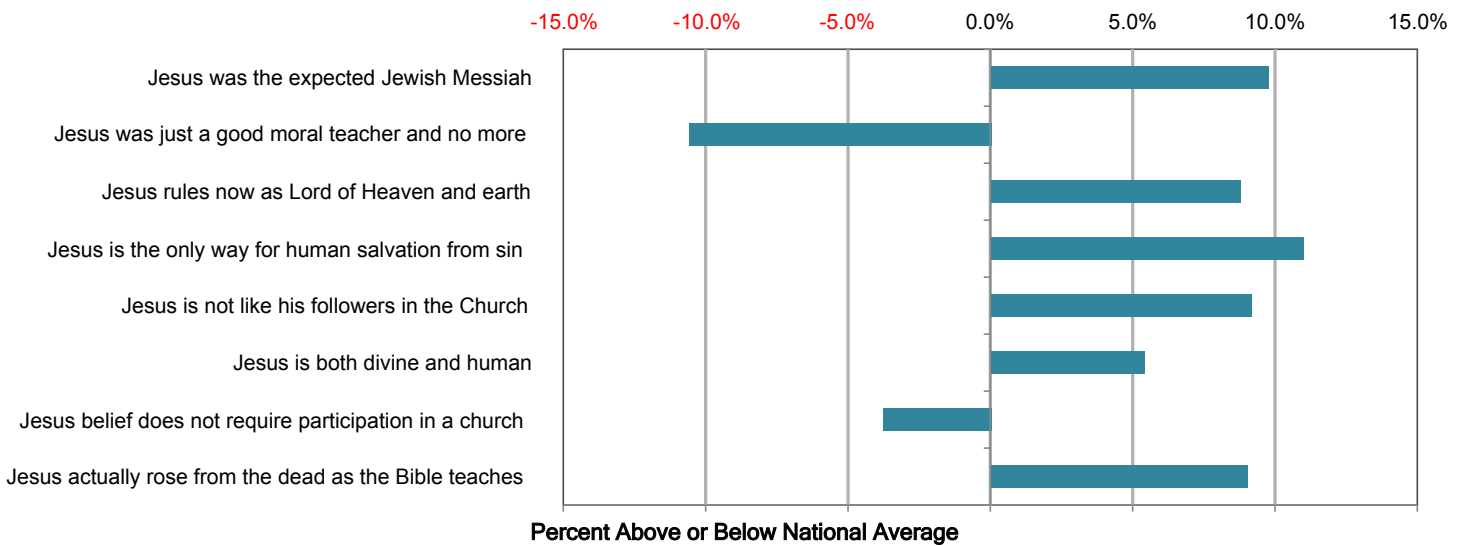
### Beliefs

#### Beliefs About God: Agree with Statement



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

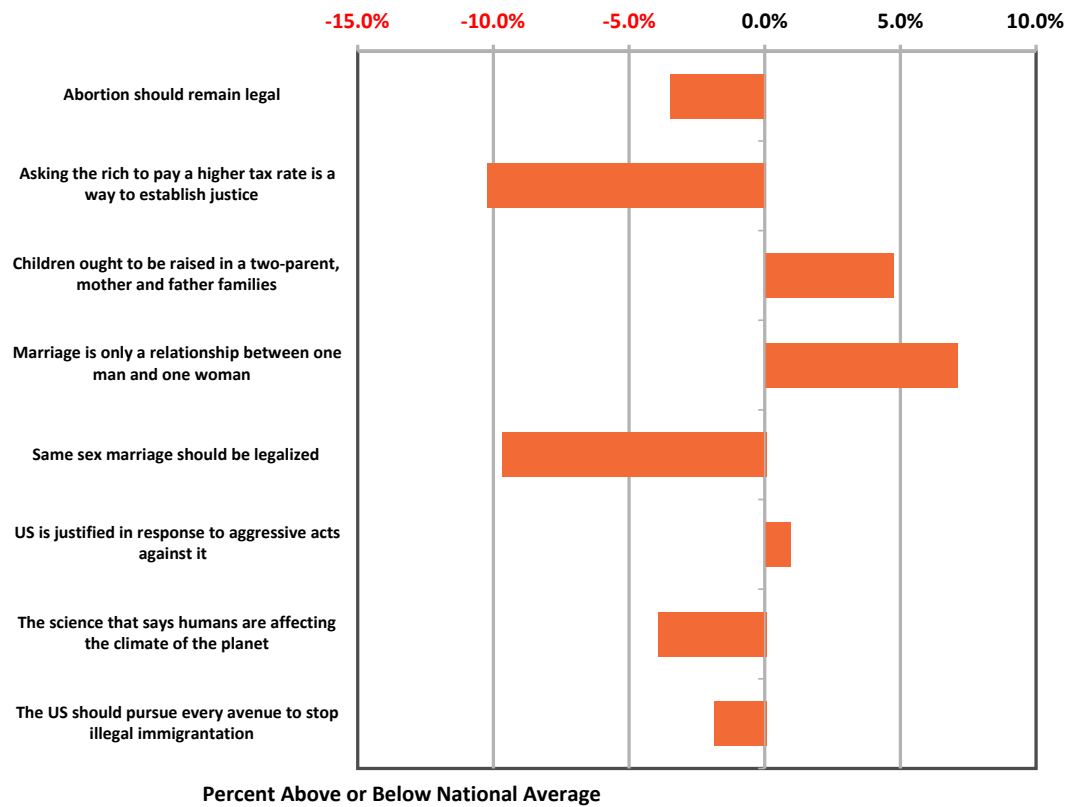
#### Beliefs About Jesus: Agree with Statement



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

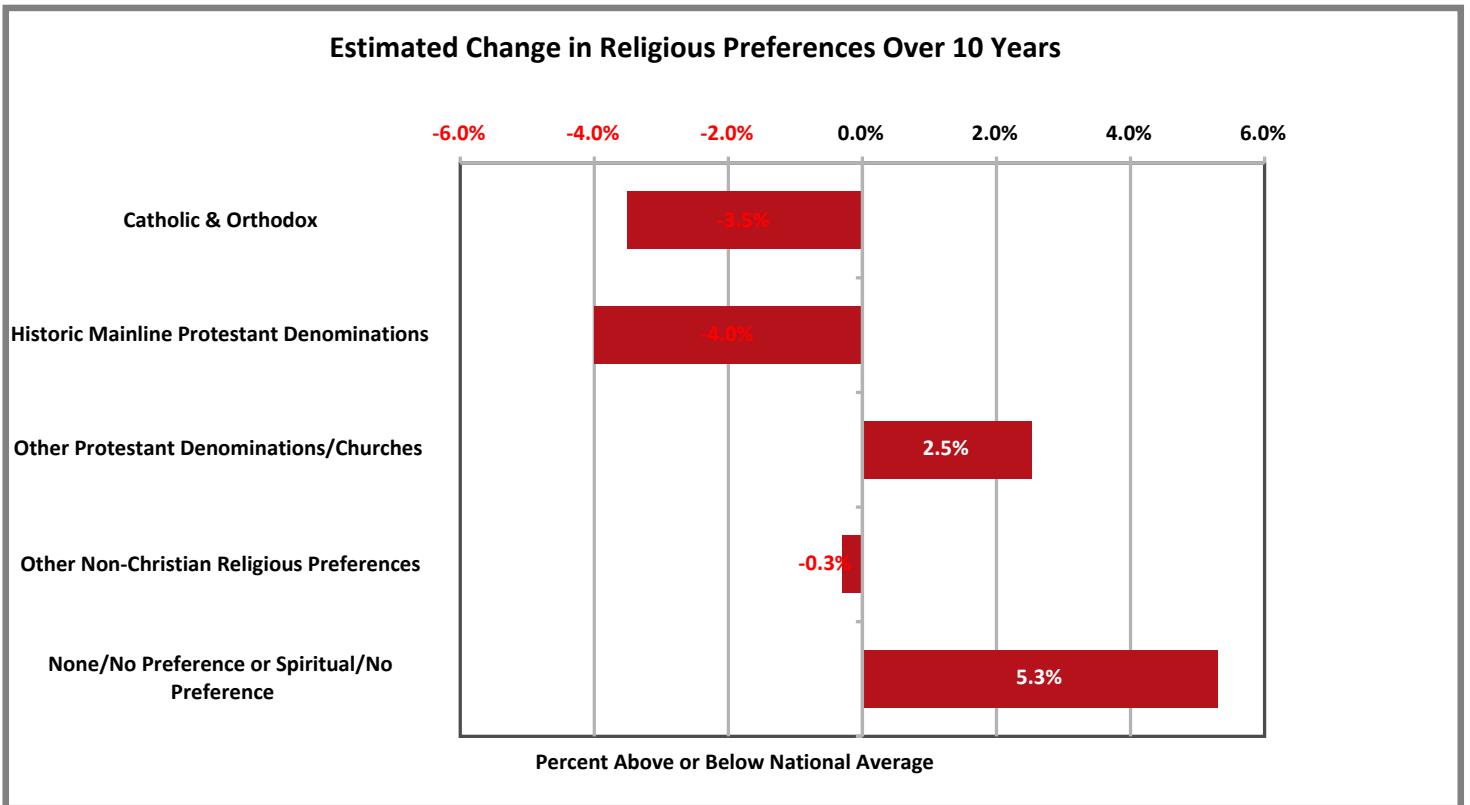
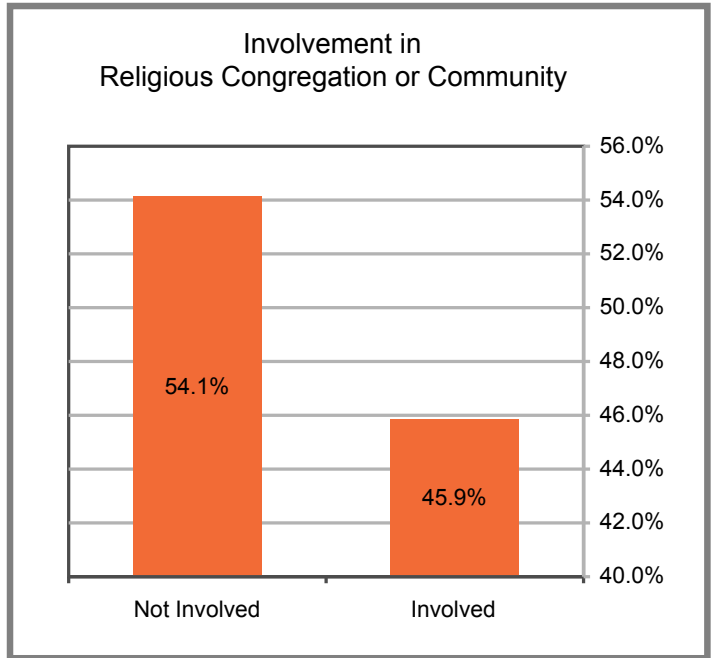
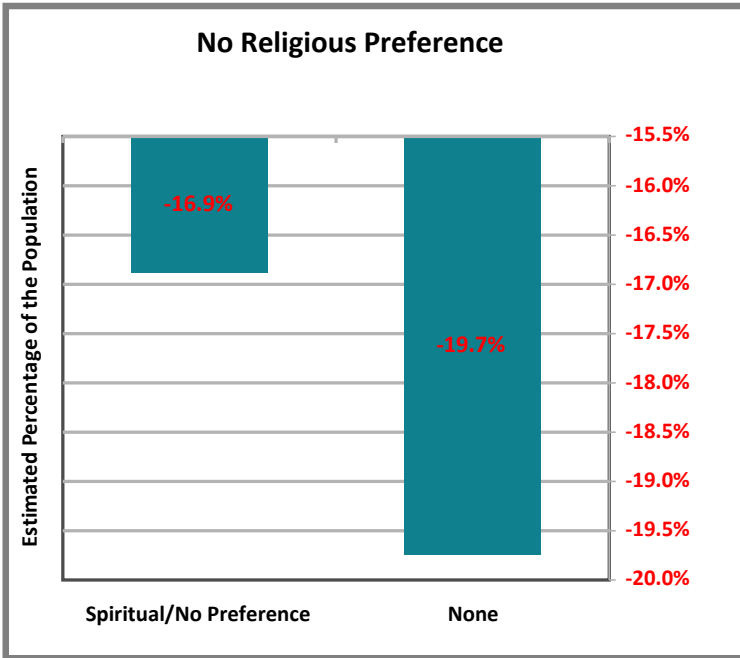
# Beliefs

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



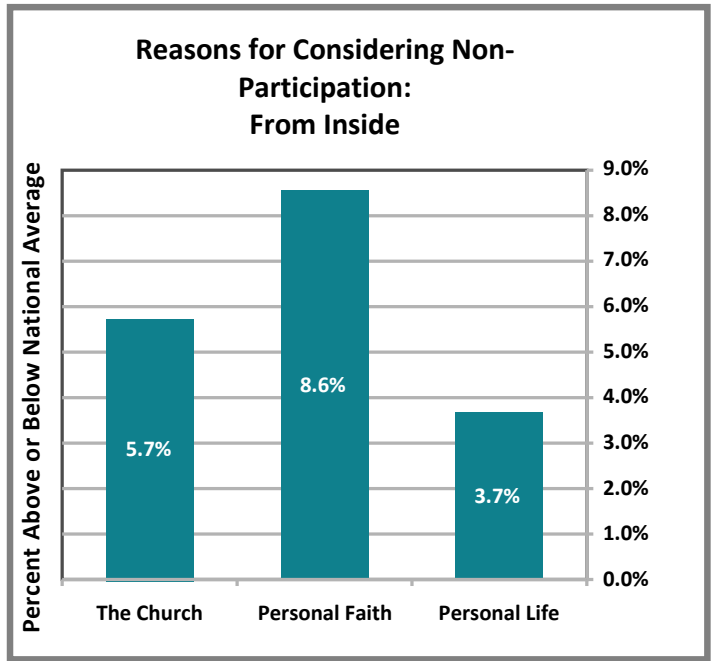
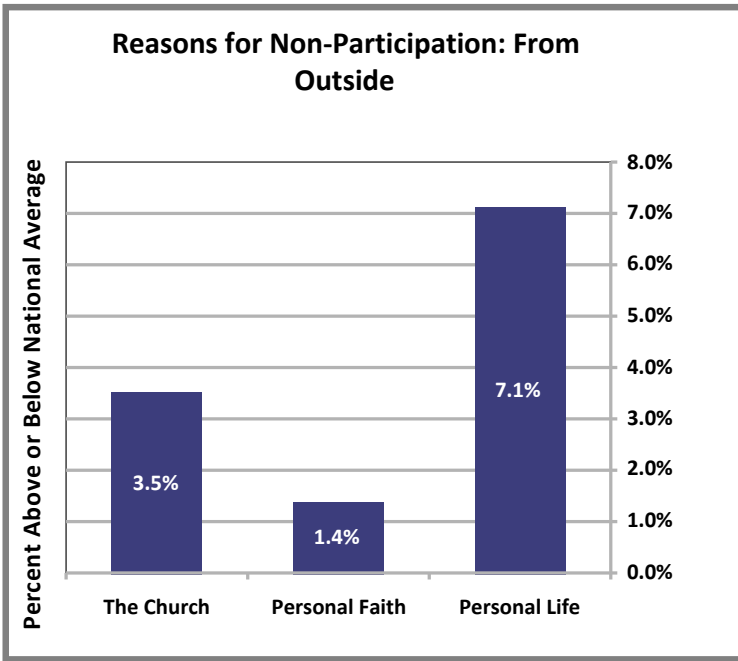
NOTE: Vertical line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.

# Religious Involvements

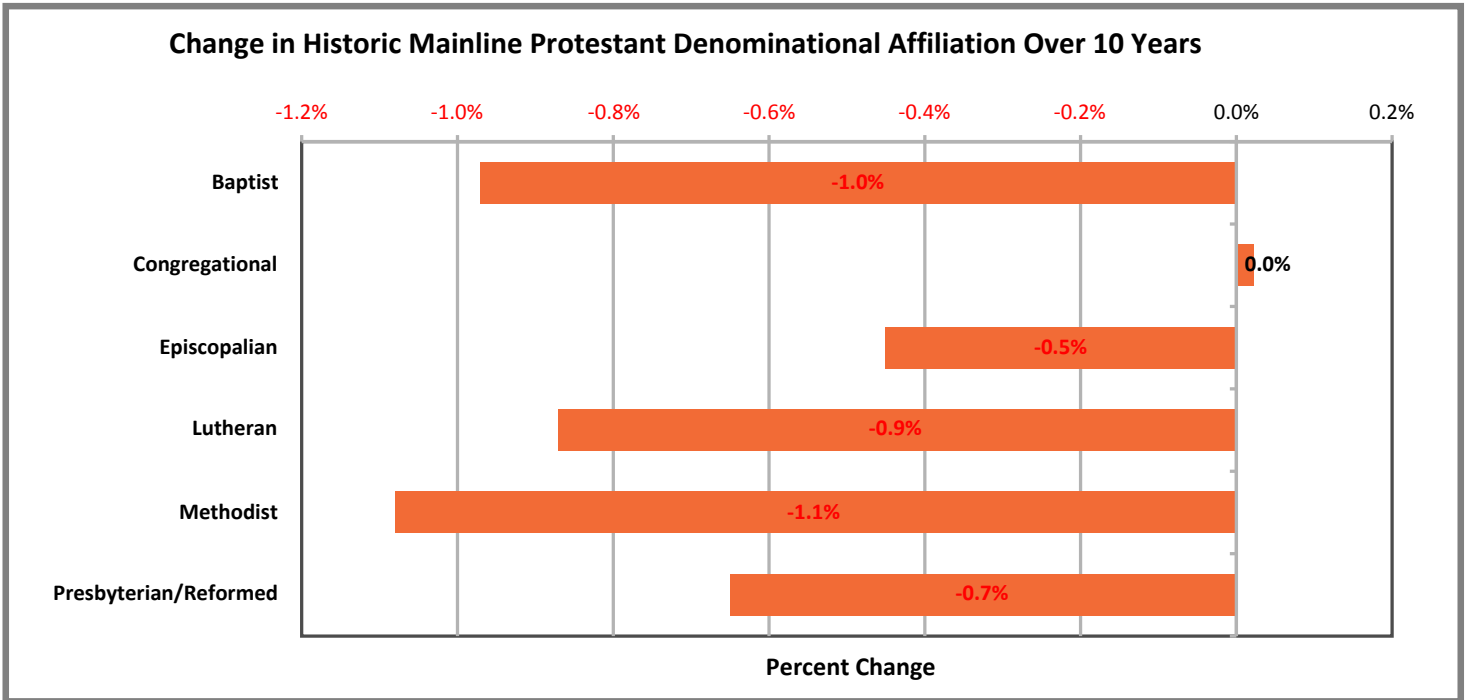


NOTE: Vertical line is the average of all comparisons, indicating the general "leaning" of the study area compared to the US.

# Religious Involvements

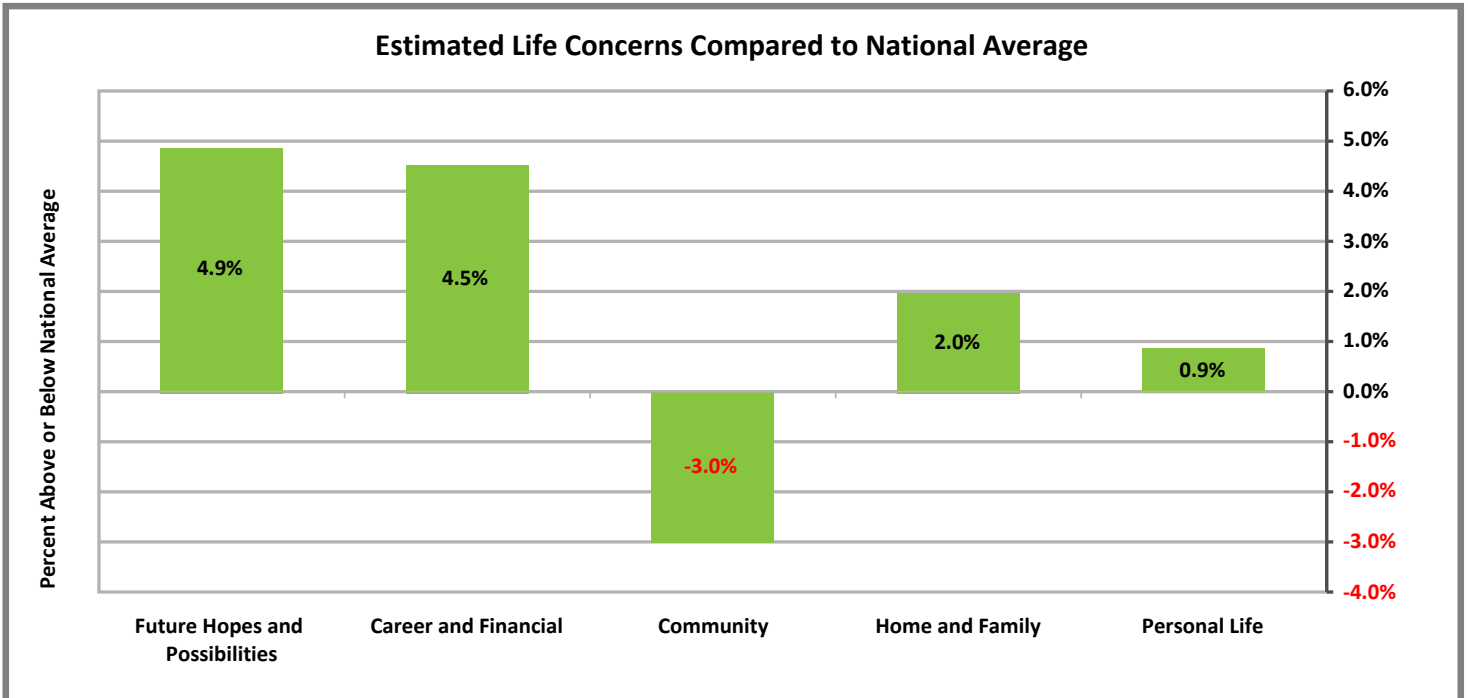


NOTE: Horizontal line is the average of all comparisons, indicating the general “leaning” of the study area compared to the US.

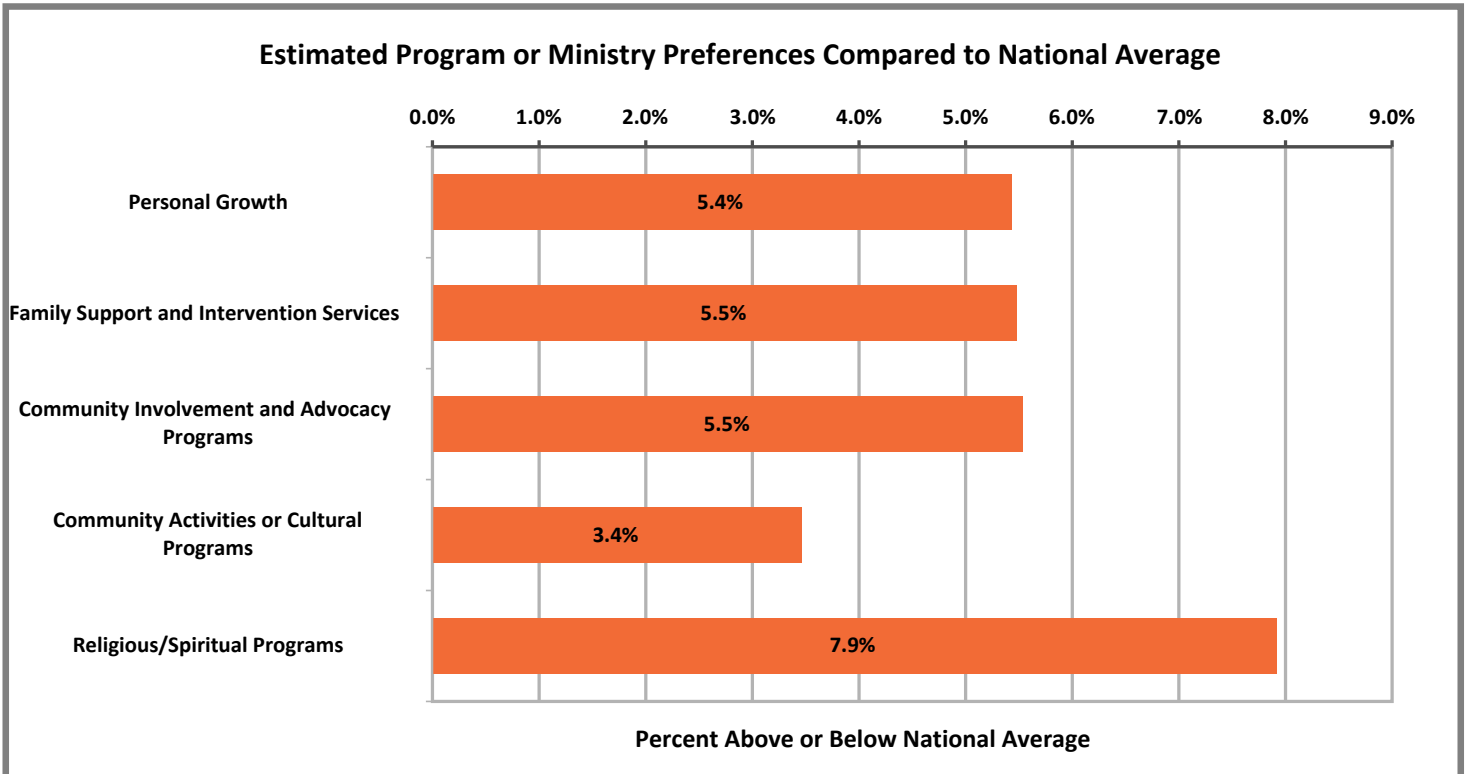




## Concerns and Programs



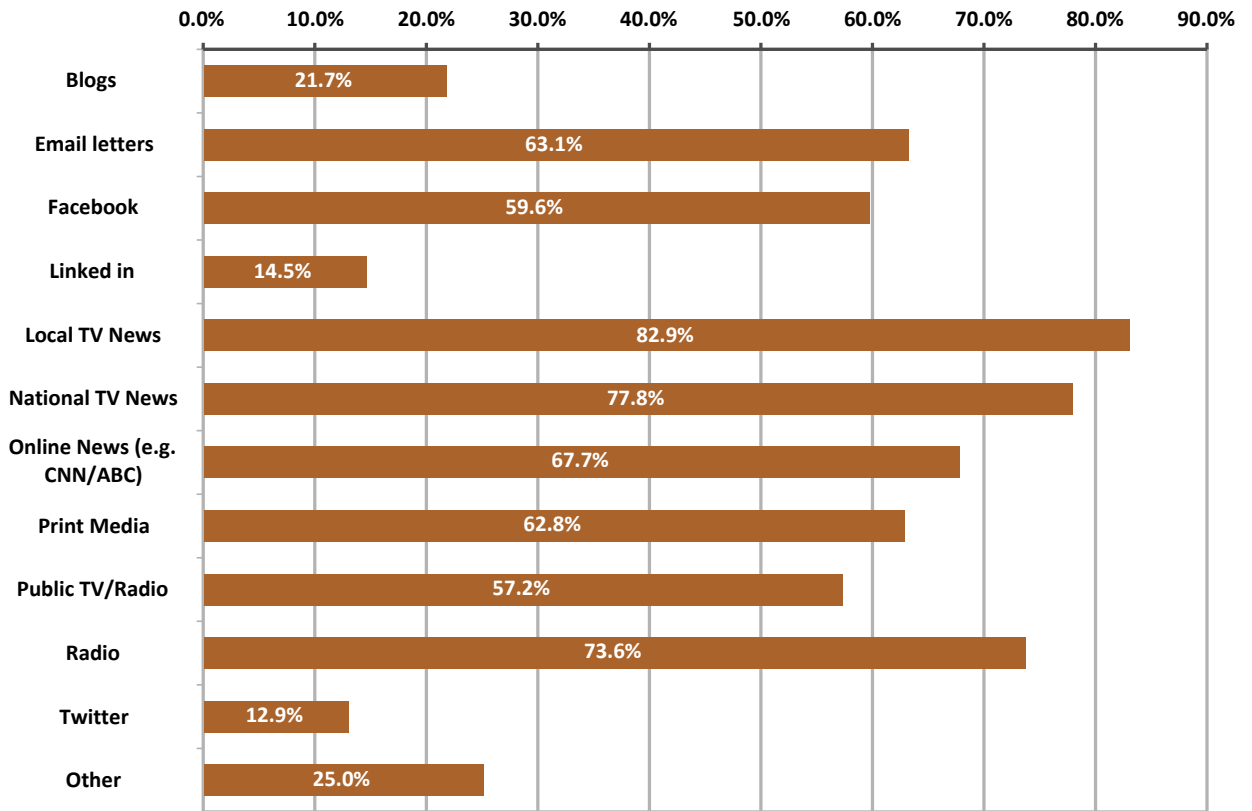
NOTE: Horizontal line is the average of all comparisons, indicating the general “leaning” of the study area compared to the US.



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

# Media Preferences

## Estimated Media and Information Source Preferences



# Supporting Information

## Interpreting the Report

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

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

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

## Note on StoryView

Report presents 10 indicators of your study area's likely religious beliefs, preferences and practices. This view has been revised to reflect how the selected area overview is

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

Index: Above Ave Ave Below Ave.

## Variable Definitions

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

## Support

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