

Baptist

	Analysis Group	Nat. Ave.	Index
Total Respondents	2,493	18,546	13.44%
Margin of Error for Profile	1.76%	0.64%	

DEMOGRAPHICS**Race**

Anglo (Non-Hisp)	76.8	89.1	86
African-Am. (NH)	20.6	6.8	303
Asian/PI (NH)	0.4	0.7	57
Native (NH)	0.8	0.4	200
Other (NH)	0.4	0.6	67
Hispanic/Latino	1.1	2.4	46

Generations

Survivors (1961-1981)	17.7	17.6	101
Boomers (1943-1960)	40.4	39.7	102
Silents (1925-1942)	27.3	26.7	102
Builders (1900-1924)	14.6	15.9	92

Average Age

49.7 50.1 99

Median Age

47.0 47.0 100

Household Structure

No Kids, Unmarried Female	21.8	21.4	102
No Kids, Unmarried Male	8.4	12.8	66
No Kids, Married Couple	26.0	25.9	100
Kids, Unmarried Female	10.8	8.1	133
Kids, Unmarried Male	0.7	0.8	88
Kids, Married Couple	32.2	31.0	104

Marital Status

Now Married	58.2	56.9	102
Never Married	13.2	16.5	80
Divorced, Widowed or	28.5	26.6	107

Highest Education within Household

Grade School	1.7	1.3	131
Some High School	7.2	4.9	147
Graduated High School	30.4	23.3	130
Some College - no degree	30.2	28.1	107
College Grad (2 yr)	8.0	7.2	111
College Grad (4 yr)	13.2	19.4	68
Post Graduate Degree	9.2	15.8	58

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Household Income (Census Groups)			
Under \$7,500	10.3	6.7	154
\$7,500 to \$14,999	19.9	16.1	124
\$15,000 to \$24,999	21.1	17.8	119
\$25,000 to \$34,999	15.9	14.9	107
\$35,000 to \$49,999	15.2	17.0	89
\$50,000 to \$74,999	12.3	16.4	75
\$75,000 to \$99,999	3.4	6.3	54
\$100,000 to \$149,999	1.3	3.5	37
\$150,000 or more	0.5	1.2	42
Average Household Income	\$31,173	\$39,252	79
Median Household Income	\$23,750	\$31,250	76
Employment Status - Head of Household			
Full-Time	59.1	58.5	101
Part-Time	11.7	12.8	91
Retired	19.9	21.3	93
Not Employed	9.3	7.4	126
Occupation - Head of Household			
Managerial, Professional	24.7	31.1	79
Technical, Sales, Admin Support	14.7	15.8	93
Service	8.6	7.3	118
Farming, Forestry, Fishing	1.4	0.9	156
Craftsman, Repairman	4.7	4.3	109
Operator, Laborer	9.1	5.3	172
Retired, Student, Armed Forces	36.8	35.2	105
Below the Poverty Level			
No	73.6	82.2	90
Yes	26.4	17.8	148
Lifestage			
Roommates (same sex)	1.0	2.3	43
Young Singles (under 35)	3.7	5.0	74
Middle Singles (35 to 65)	12.2	13.1	93
Older Singles (over 65)	9.9	10.4	95
Young Couple (under 35 - no child)	7.0	7.1	99
Working Older Couple (45+ no child)	12.3	11.1	111
Retired Older Couple (45+ no child)	10.2	11.1	92
Young Parent (under 45, child<6)	12.3	12.1	102
Middle Parent (under 45, child>6)	16.4	12.6	130
Older Parent (over 45, child @ home)	15.1	15.3	99

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FAITH INVOLVEMENT AND PARTICIPATION**Faith Involvement - Now**

Not Involved	26.5	37.8	70
Somewhat Involved	31.2	30.1	104
Strongly Involved	42.2	32.0	132

Faith Involvement 10 Years Ago

Not Involved	20.2	30.6	66
Somewhat Involved	33.6	34.2	98
Strongly Involved	46.1	35.2	131

Change In Faith Involvement

Decreased	30.2	29.2	103
Same	44.7	48.4	92
Increased	25.0	22.4	112

Level of Active Participation Now

Not Active	35.2	47.4	74
Somewhat Active	27.0	25.2	107
Very Active	37.8	27.4	138

Level of Participation: 10 Years

Not Active	26.9	38.2	70
Somewhat Active	30.0	30.0	100
Very Active	43.2	31.8	136

Change in Participation

Decreased	31.5	29.9	105
Same	44.1	49.2	90
Increased	24.4	20.8	117

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RELIGIOUS PREFERENCES**Religious Preference: Now**

No Preference/Not In	0.0	11.0	0
Adventist	0.0	0.6	0
Baptist	100.0	14.8	676
Buddhist/Hindu/Shint	0.0	0.4	0
Catholic	0.0	22.7	0
Congregational	0.0	2.3	0
Episcopal	0.0	3.0	0
Holiness	0.0	0.8	0
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	3.7	0
Lutheran	0.0	7.0	0
Methodist	0.0	9.9	0
Mormon	0.0	1.6	0
New Age	0.0	0.8	0
Non-Denom/Independen	0.0	7.4	0
Orthodox	0.0	0.4	0
Pentecostal	0.0	2.1	0
Presbyterian/Reforme	0.0	4.2	0
Unitarian/Universali	0.0	0.8	0
No Preference/Intere	0.0	5.6	0

Religious Preference: 10 Years Ago

No Preference/Not In	0.9	8.5	11
Adventist	0.2	0.7	29
Baptist	89.5	15.6	574
Buddhist/Hindu/Shint	0.2	0.3	67
Catholic	1.6	25.4	6
Congregational	0.3	2.5	12
Episcopal	0.2	3.1	6
Holiness	0.4	0.8	50
Islamic	0.0	0.1	0
Jehovah's Witness	0.1	0.9	11
Judaism	0.0	4.0	0
Lutheran	1.0	7.8	13
Methodist	2.3	10.9	21
Mormon	0.1	1.8	6
New Age	0.0	0.3	0
Non-Denom/Independen	1.5	5.4	28
Orthodox	0.0	0.4	0
Pentecostal	0.5	2.0	25
Presbyterian/Reforme	0.7	4.8	15
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	0.5	4.1	12

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Preference Now - Four Preference Groups

Catholic or Orthodox	0.0	23.1	0
No Preference	0.0	16.6	0
Historic Protestant	100.0	52.0	192
Other Non-Historic C	0.0	8.3	0

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	1.6	25.8	6
No Preference	1.5	12.6	12
Historic Protestant	96.5	53.5	180
Other Non-Historic C	0.4	8.0	5

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	0.1	2.9	3
ELCA	0.2	4.9	4
Roman Catholic	0.6	23.8	3
PC(USA)	0.6	4.3	14
United Methodist	0.6	9.0	7
Southern Baptist	50.0	7.6	658
None of the Above	47.9	47.6	101

Denominational Membership: 10 Years Ago

Episcopal	0.4	3.5	11
ELCA	0.9	5.6	16
Roman Catholic	2.6	27.0	10
PC(USA)	1.1	5.5	20
United Methodist	2.5	10.6	24
Southern Baptist	52.7	8.7	606
None of the Above	39.8	39.0	102

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	32.5	32.6	100
Secondary Source	30.9	29.3	105
Third Source	20.4	17.9	114
Fourth Source	1.1	1.1	100
Fifth Source	0.2	0.4	50
Not Chosen	15.0	18.7	80

Radio

Primary Source	11.6	12.2	95
Secondary Source	23.5	21.4	110
Third Source	32.0	30.4	105
Fourth Source	2.6	2.6	100
Fifth Source	0.8	0.9	89
Not Chosen	29.4	32.5	90

Magazine

Primary Source	2.1	2.1	100
Secondary Source	7.1	6.3	113
Third Source	18.8	18.5	102
Fourth Source	4.7	5.2	90
Fifth Source	5.2	4.4	118
Not Chosen	62.1	63.5	98

National Newspaper

Primary Source	2.8	3.7	76
Secondary Source	5.0	5.1	98
Third Source	9.7	8.3	117
Fourth Source	4.5	3.7	122
Fifth Source	6.0	6.1	98
Not Chosen	72.0	73.2	98

Television

Primary Source	50.0	42.8	117
Secondary Source	29.1	29.0	100
Third Source	9.8	12.5	78
Fourth Source	0.4	0.8	50
Fifth Source	0.2	0.4	50
Not Chosen	10.6	14.4	74

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	11.4	13.3	86
Fair	33.4	33.0	101
Good	55.2	53.7	103

Put Ad in Local Newspaper

Poor	17.0	21.5	79
Fair	44.5	44.8	99
Good	38.6	33.7	115

Door to Door

Poor	50.1	64.7	77
Fair	27.9	21.7	129
Good	22.1	13.6	163

Call and discuss on the phone

Poor	52.2	61.2	85
Fair	32.0	27.1	118
Good	15.9	11.7	136

Call and offer to visit

Poor	38.1	50.3	76
Fair	33.6	29.9	112
Good	28.4	19.8	143

Call and offer to send information by mail

Poor	26.4	34.3	77
Fair	40.7	36.4	112
Good	32.9	29.3	112

Local radio announcements

Poor	14.4	19.4	74
Fair	40.3	44.4	91
Good	45.3	36.2	125

Local cable channels

Poor	26.4	30.4	87
Fair	37.0	39.0	95
Good	36.5	30.6	119

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	81.5	79.5	103
Agree	18.5	20.5	90
It is our moral obligation to stop social injustice			
Disagree	16.7	15.8	106
Agree	83.3	84.2	99
If an action is legal, it is morally right			
Disagree	79.5	80.2	99
Agree	20.5	19.8	104
Moral Values Indicator			
	55.7	56.1	101
There is a lack of moral values in the US today.			
Disagree	10.2	11.8	86
Agree	89.8	88.2	102
Social problems today are the result of the loss of morals			
Disagree	9.2	10.5	88
Agree	90.8	89.5	101
Social Values Indicator			
	19.4	22.3	115
Ethics Indicator			
	54.6	58.6	107

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PERSONAL STYLE PREFERENCES**Worship which is:**

Emotionally uplifting	31.0	26.2	118
Both	46.9	45.2	104
Intellectually challenging	9.2	12.8	72
No Preference Indicated	12.9	15.8	82

Traditional/Formal	17.9	21.3	84
Both	29.9	28.3	106
Contemporary/Informal	30.1	30.1	100
No Preference Indicated	22.1	20.2	109

Music which is:

Traditional	34.1	30.2	113
Both	36.8	34.9	105
Contemporary	14.2	18.4	77
No Preference Indicated	14.8	16.5	90

Performed by Others	17.4	18.9	92
Both	41.2	36.3	113
Participatory	22.3	24.7	90
No Preference Indicated	19.1	20.1	95

Involvement and Mission Emphasis which is:

Community Focused	21.9	25.2	87
Both	46.5	41.4	112
Personal Spiritual Development	14.4	14.4	100
No Preference Indicated	17.3	19.0	91

Global Mission	6.2	6.7	93
Both	38.7	33.0	117
Local Mission	32.1	36.9	87
No Preference Indicated	23.0	23.3	99

Church Architecture which is:

Traditional	29.9	29.8	100
Both	40.0	35.8	112
Contemporary	13.8	16.7	83
No Preference Indicated	16.3	17.8	92

Somber/Serious	11.1	10.1	110
Both	32.9	30.5	108
Light and Airy	35.1	38.8	90
No Preference Indicated	21.0	20.7	101

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CONCERNS**Basics**

Day to Day Financial Worries	35.7	33.9	105
Personal Health	32.3	37.3	87
Health Insurance	36.5	35.5	103
Affordable Housing	11.9	12.0	99
Employment Opportunities	15.3	17.1	89
Child Care	6.1	6.0	102
Adequate Food	8.9	7.5	119
Basics Index			98

Family

Abusive Relationships	12.0	10.5	114
Teen/Child Problems	22.6	18.7	121
Divorce	4.4	3.4	129
Alcohol/Drug Abuse	23.6	20.8	113
Aging Parent Care	13.5	13.6	99
Family Index			114

Community

Neighborhood Gangs	15.7	15.6	101
Racial/Ethnic Prejudice	15.1	15.7	96
Neighborhood Crime & Safety	34.3	34.6	99
Problems in Schools	20.3	17.0	119
Social Injustice	9.9	13.0	76
Good Schools	24.1	23.1	104
Community Index			100

Hopes and Dreams

Fulfilling Marriage	17.2	17.5	98
Parenting Skills	13.1	13.3	98
Educational Objectives	6.6	7.4	89
Long-term Financial Security	43.8	50.9	86
Retirement Opportunities	15.5	17.6	88
Better Quality Healthcare	23.2	22.3	104
Satisfying/Job Career	14.1	18.0	78
Time for Recreation/Leisure	17.2	23.9	72
Hopes and Dreams Index			88

Spiritual and Personal Development

Stress	26.0	27.6	94
Companionship	12.2	14.7	83
Spiritual Teaching	19.6	11.0	178
Life Direction	8.0	10.2	78
Good Church	24.5	13.7	179
Spiritual and Personal Index			117

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PROGRAMS			
Social Services			
Food/Clothing Resources	8.2	10.1	81
Day Care Services	5.1	6.7	76
Personal/Family Counseling	25.5	26.4	97
Church Sponsored Day School	4.5	6.1	74
Care for Terminally Ill	12.9	15.6	83
Social Services Index			87
Spiritual Development			
Bible Study/Prayer Groups	70.2	42.0	167
Spiritual Retreats	11.5	11.3	102
Adult Theo. Discussion Groups	21.6	23.9	90
Spiritual Development Index			134
Personal Development			
Parent Training Programs	8.8	9.1	97
Twelve Step Programs	3.4	3.7	92
Marriage Enrichment	10.3	12.3	84
Divorce Recovery	2.1	2.0	105
Personal Development Index			91
Social/Recreation			
Family Activities	32.8	33.5	98
Sports or Camping	3.9	6.2	63
Youth Social Programs	39.8	36.1	110
Cultural Programs (music, drama)	10.0	16.8	60
Active Retirement Programs	19.1	24.8	77
Social/Recreation Index			90

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GEOGRAPHIES

Northeast Region	1.8	5.4	33
Connecticut	0.3	1.4	21
Maine	0.4	0.5	80
Massachusetts	0.5	2.4	21
New Hampshire	0.2	0.4	50
Rhode Island	0.4	0.5	80
Vermont	0.0	0.2	0
Mid-Atlantic	6.3	15.9	40
Delaware	0.2	0.3	67
New Jersey	0.6	3.1	19
New York	2.7	8.0	34
Pennsylvania	2.8	4.5	62
South Atlantic	29.0	17.6	165
Washington DC	0.4	0.2	200
Florida	5.1	5.5	93
Georgia	7.0	2.5	280
Maryland	1.8	2.0	90
North Carolina	6.3	2.7	233
South Carolina	3.5	1.4	250
Virginia	4.1	2.6	158
West Virginia	0.8	0.7	114
East North Central	10.2	17.3	59
Illinois	3.4	5.1	67
Indiana	1.8	2.2	82
Michigan	1.7	3.7	46
Ohio	2.8	4.3	65
Wisconsin	0.5	2.0	25
East South Central	17.7	6.0	295
Alabama	5.3	1.8	294
Kentucky	3.5	1.4	250
Mississippi	3.4	0.9	378
Tennessee	5.5	1.9	289
West North Central	5.3	7.8	68
Kansas	0.6	1.0	60
Iowa	0.8	1.4	57
Minnesota	0.6	1.9	32
Missouri	2.9	2.1	138
Nebraska	0.2	0.7	29
North Dakota	0.1	0.3	33
South Dakota	0.1	0.4	25

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West South Central	19.0	9.9	192
Arkansas	2.7	1.0	270
Louisiana	2.7	1.5	180
Oklahoma	2.5	1.4	179
Texas	11.1	6.0	185
Mountain	2.8	5.5	51
Arizona	0.7	1.4	50
Colorado	0.8	1.5	53
Idaho	0.1	0.4	25
Montana	0.2	0.3	67
Nevada	0.2	0.5	40
New Mexico	0.5	0.6	83
Utah	0.2	0.6	33
Wyoming	0.1	0.2	50
Pacific	7.6	14.5	52
Alaska	0.0	0.0	100
California	5.8	11.4	51
Hawaii	0.0	0.0	100
Oregon	0.9	1.1	82
Washington	0.9	2.0	45