

**Boomers**

|                             | <b>Analysis Group</b> | <b>Nat. Ave.</b> | <b>Index</b> |
|-----------------------------|-----------------------|------------------|--------------|
| Total Respondents           | 7,360                 | 18,546           | 39.69%       |
| Margin of Error for Profile | 1.02%                 | 0.64%            |              |

**DEMOGRAPHICS**

**Race**

|                  |      |      |     |
|------------------|------|------|-----|
| Anglo (Non-Hisp) | 87.3 | 89.1 | 98  |
| African-Am. (NH) | 8.0  | 6.8  | 118 |
| Asian/PI (NH)    | 0.8  | 0.7  | 114 |
| Native (NH)      | 0.4  | 0.4  | 100 |
| Other (NH)       | 0.9  | 0.6  | 150 |
| Hispanic/Latino  | 2.7  | 2.4  | 113 |

**Generations**

|                       |       |      |     |
|-----------------------|-------|------|-----|
| Survivors (1961-1981) | 0.0   | 17.6 | 0   |
| Boomers (1943-1960)   | 100.0 | 39.7 | 252 |
| Silents (1925-1942)   | 0.0   | 26.7 | 0   |
| Builders (1900-1924)  | 0.0   | 15.9 | 0   |

|                    |      |      |    |
|--------------------|------|------|----|
| <b>Average Age</b> | 41.9 | 50.1 | 84 |
| <b>Median Age</b>  | 42.0 | 47.0 | 89 |

**Household Structure**

|                           |      |      |     |
|---------------------------|------|------|-----|
| No Kids, Unmarried Female | 13.1 | 21.4 | 61  |
| No Kids, Unmarried Male   | 13.0 | 12.8 | 102 |
| No Kids, Married Couple   | 12.7 | 25.9 | 49  |
| Kids, Unmarried Female    | 11.1 | 8.1  | 137 |
| Kids, Unmarried Male      | 1.1  | 0.8  | 138 |
| Kids, Married Couple      | 48.9 | 31.0 | 158 |

**Marital Status**

|                      |      |      |     |
|----------------------|------|------|-----|
| Now Married          | 61.7 | 56.9 | 108 |
| Never Married        | 18.6 | 16.5 | 113 |
| Divorced, Widowed or | 19.8 | 26.6 | 74  |

**Highest Education within Household**

|                          |      |      |     |
|--------------------------|------|------|-----|
| Grade School             | 0.3  | 1.3  | 23  |
| Some High School         | 2.3  | 4.9  | 47  |
| Graduated High School    | 17.7 | 23.3 | 76  |
| Some College - no degree | 27.7 | 28.1 | 99  |
| College Grad (2 yr)      | 8.9  | 7.2  | 124 |
| College Grad (4 yr)      | 23.0 | 19.4 | 119 |
| Post Graduate Degree     | 20.2 | 15.8 | 128 |

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| <b>Household Income (Census Groups)</b>      |                       |                  |              |
| Under \$7,500                                | 4.5                   | 6.7              | 67           |
| \$7,500 to \$14,999                          | 9.1                   | 16.1             | 57           |
| \$15,000 to \$24,999                         | 14.5                  | 17.8             | 81           |
| \$25,000 to \$34,999                         | 14.0                  | 14.9             | 94           |
| \$35,000 to \$49,999                         | 19.7                  | 17.0             | 116          |
| \$50,000 to \$74,999                         | 22.5                  | 16.4             | 137          |
| \$75,000 to \$99,999                         | 9.1                   | 6.3              | 144          |
| \$100,000 to \$149,999                       | 4.8                   | 3.5              | 137          |
| \$150,000 or more                            | 1.8                   | 1.2              | 150          |
| <b>Average Household Income</b>              | \$47,288              | \$39,252         | 120          |
| <b>Median Household Income</b>               | \$42,500              | \$31,250         | 136          |
| <b>Employment Status - Head of Household</b> |                       |                  |              |
| Full-Time                                    | 78.1                  | 58.5             | 134          |
| Part-Time                                    | 13.3                  | 12.8             | 104          |
| Retired                                      | 1.2                   | 21.3             | 6            |
| Not Employed                                 | 7.4                   | 7.4              | 100          |
| <b>Occupation - Head of Household</b>        |                       |                  |              |
| Managerial, Professional                     | 44.4                  | 31.1             | 143          |
| Technical, Sales, Admin Support              | 19.7                  | 15.8             | 125          |
| Service                                      | 9.3                   | 7.3              | 127          |
| Farming, Forestry, Fishing                   | 1.1                   | 0.9              | 122          |
| Craftsman, Repairman                         | 5.4                   | 4.3              | 126          |
| Operator, Laborer                            | 6.9                   | 5.3              | 130          |
| Retired, Student, Armed Forces               | 13.1                  | 35.2             | 37           |
| <b>Below the Poverty Level</b>               |                       |                  |              |
| No   | 87.3                  | 82.2             | 106          |
| Yes  | 12.7                  | 17.8             | 71           |
| <b>Lifestage</b>                             |                       |                  |              |
| Roommates (same sex)                         | 2.6                   | 2.3              | 113          |
| Young Singles (under 35)                     | 2.6                   | 5.0              | 52           |
| Middle Singles (35 to 65)                    | 17.8                  | 13.1             | 136          |
| Older Singles (over 65)                      | 0.0                   | 10.4             | 0            |
| Young Couple (under 35 - no child)           | 7.5                   | 7.1              | 106          |
| Working Older Couple (45+ no child)          | 7.6                   | 11.1             | 68           |
| Retired Older Couple (45+ no child)          | 0.9                   | 11.1             | 8            |
| Young Parent (under 45, child<6)             | 13.9                  | 12.1             | 115          |
| Middle Parent (under 45, child>6)            | 26.4                  | 12.6             | 210          |
| Older Parent (over 45, child @ home)         | 20.9                  | 15.3             | 137          |

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

|                   |      |      |     |
|-------------------|------|------|-----|
| Not Involved      | 40.8 | 37.8 | 108 |
| Somewhat Involved | 29.5 | 30.1 | 98  |
| Strongly Involved | 29.7 | 32.0 | 93  |

**Faith Involvement 10 Years Ago**

|                   |      |      |     |
|-------------------|------|------|-----|
| Not Involved      | 34.8 | 30.6 | 114 |
| Somewhat Involved | 35.1 | 34.2 | 103 |
| Strongly Involved | 30.1 | 35.2 | 86  |

**Change In Faith Involvement**

|           |      |      |     |
|-----------|------|------|-----|
| Decreased | 29.7 | 29.2 | 102 |
| Same      | 44.8 | 48.4 | 93  |
| Increased | 25.4 | 22.4 | 113 |

**Level of Active Participation Now**

|                 |      |      |     |
|-----------------|------|------|-----|
| Not Active      | 50.4 | 47.4 | 106 |
| Somewhat Active | 24.1 | 25.2 | 96  |
| Very Active     | 25.6 | 27.4 | 93  |

**Level of Participation: 10 Years**

|                 |      |      |     |
|-----------------|------|------|-----|
| Not Active      | 43.6 | 38.2 | 114 |
| Somewhat Active | 29.4 | 30.0 | 98  |
| Very Active     | 27.0 | 31.8 | 85  |

**Change in Participation**

|           |      |      |     |
|-----------|------|------|-----|
| Decreased | 29.7 | 29.9 | 99  |
| Same      | 46.6 | 49.2 | 95  |
| Increased | 23.8 | 20.8 | 114 |

**Boomers**

|                             | <b>Analysis Group</b> | <b>Nat. Ave.</b> | <b>Index</b> |
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**RELIGIOUS PREFERENCES**

**Religious Preference: Now**

|                      |      |      |     |
|----------------------|------|------|-----|
| No Preference/Not In | 11.8 | 11.0 | 107 |
| Adventist            | 0.6  | 0.6  | 100 |
| Baptist              | 14.8 | 14.8 | 100 |
| Buddhist/Hindu/Shint | 0.6  | 0.4  | 150 |
| Catholic             | 23.1 | 22.7 | 102 |
| Congregational       | 1.8  | 2.3  | 78  |
| Episcopal            | 2.5  | 3.0  | 83  |
| Holiness             | 0.9  | 0.8  | 113 |
| Islamic              | 0.1  | 0.1  | 100 |
| Jehovah's Witness    | 1.0  | 0.9  | 111 |
| Judaism              | 3.7  | 3.7  | 100 |
| Lutheran             | 6.7  | 7.0  | 96  |
| Methodist            | 8.1  | 9.9  | 82  |
| Mormon               | 1.7  | 1.6  | 106 |
| New Age              | 1.0  | 0.8  | 125 |
| Non-Denom/Independen | 8.3  | 7.4  | 112 |
| Orthodox             | 0.3  | 0.4  | 75  |
| Pentecostal          | 2.3  | 2.1  | 110 |
| Presbyterian/Reforme | 3.6  | 4.2  | 86  |
| Unitarian/Universali | 0.8  | 0.8  | 100 |
| No Preference/Intere | 6.4  | 5.6  | 114 |

**Religious Preference: 10 Years Ago**

|                      |      |      |     |
|----------------------|------|------|-----|
| No Preference/Not In | 9.6  | 8.5  | 113 |
| Adventist            | 0.7  | 0.7  | 100 |
| Baptist              | 15.8 | 15.6 | 101 |
| Buddhist/Hindu/Shint | 0.5  | 0.3  | 167 |
| Catholic             | 26.3 | 25.4 | 104 |
| Congregational       | 2.0  | 2.5  | 80  |
| Episcopal            | 2.6  | 3.1  | 84  |
| Holiness             | 0.8  | 0.8  | 100 |
| Islamic              | 0.1  | 0.1  | 100 |
| Jehovah's Witness    | 1.1  | 0.9  | 122 |
| Judaism              | 3.9  | 4.0  | 98  |
| Lutheran             | 7.3  | 7.8  | 94  |
| Methodist            | 8.8  | 10.9 | 81  |
| Mormon               | 1.9  | 1.8  | 106 |
| New Age              | 0.4  | 0.3  | 133 |
| Non-Denom/Independen | 6.0  | 5.4  | 111 |
| Orthodox             | 0.4  | 0.4  | 100 |
| Pentecostal          | 2.3  | 2.0  | 115 |
| Presbyterian/Reforme | 4.1  | 4.8  | 85  |
| Unitarian/Universali | 0.6  | 0.7  | 86  |
| No Preference/Intere | 4.8  | 4.1  | 117 |

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**Preference Now - Four Preference Groups**

|                      |      |      |     |
|----------------------|------|------|-----|
| Catholic or Orthodox | 23.4 | 23.1 | 101 |
| No Preference        | 18.2 | 16.6 | 110 |
| Historic Protestant  | 49.6 | 52.0 | 95  |
| Other Non-Historic C | 8.9  | 8.3  | 107 |

**Preference 10 Years Ago - Four Preference Groups**

|                      |      |      |     |
|----------------------|------|------|-----|
| Catholic or Orthodox | 26.7 | 25.8 | 103 |
| No Preference        | 14.4 | 12.6 | 114 |
| Historic Protestant  | 50.6 | 53.5 | 95  |
| Other Non-Historic C | 8.4  | 8.0  | 105 |

**DENOMINATIONAL MEMBERSHIP****Denominational Membership: Now**

|                   |      |      |     |
|-------------------|------|------|-----|
| Episcopal         | 2.6  | 2.9  | 90  |
| ELCA              | 4.3  | 4.9  | 88  |
| Roman Catholic    | 24.8 | 23.8 | 104 |
| PC(USA)           | 3.2  | 4.3  | 74  |
| United Methodist  | 7.3  | 9.0  | 81  |
| Southern Baptist  | 7.3  | 7.6  | 96  |
| None of the Above | 50.4 | 47.6 | 106 |

**Denominational Membership: 10 Years Ago**

|                   |      |      |     |
|-------------------|------|------|-----|
| Episcopal         | 3.1  | 3.5  | 89  |
| ELCA              | 5.0  | 5.6  | 89  |
| Roman Catholic    | 28.7 | 27.0 | 106 |
| PC(USA)           | 4.4  | 5.5  | 80  |
| United Methodist  | 8.8  | 10.6 | 83  |
| Southern Baptist  | 8.5  | 8.7  | 98  |
| None of the Above | 41.6 | 39.0 | 107 |

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**INFORMATION PREFERENCES****Local Newspaper**

|                  |      |      |     |
|------------------|------|------|-----|
| Primary Source   | 30.8 | 32.6 | 94  |
| Secondary Source | 30.4 | 29.3 | 104 |
| Third Source     | 19.6 | 17.9 | 109 |
| Fourth Source    | 1.3  | 1.1  | 118 |
| Fifth Source     | 0.4  | 0.4  | 100 |
| Not Chosen       | 17.5 | 18.7 | 94  |

**Radio**

|                  |      |      |     |
|------------------|------|------|-----|
| Primary Source   | 13.9 | 12.2 | 114 |
| Secondary Source | 22.7 | 21.4 | 106 |
| Third Source     | 31.4 | 30.4 | 103 |
| Fourth Source    | 2.8  | 2.6  | 108 |
| Fifth Source     | 1.1  | 0.9  | 122 |
| Not Chosen       | 28.1 | 32.5 | 86  |

**Magazine**

|                  |      |      |     |
|------------------|------|------|-----|
| Primary Source   | 2.3  | 2.1  | 110 |
| Secondary Source | 6.4  | 6.3  | 102 |
| Third Source     | 17.4 | 18.5 | 94  |
| Fourth Source    | 6.3  | 5.2  | 121 |
| Fifth Source     | 5.0  | 4.4  | 114 |
| Not Chosen       | 62.6 | 63.5 | 99  |

**National Newspaper**

|                  |      |      |     |
|------------------|------|------|-----|
| Primary Source   | 4.0  | 3.7  | 108 |
| Secondary Source | 5.1  | 5.1  | 100 |
| Third Source     | 7.9  | 8.3  | 95  |
| Fourth Source    | 4.1  | 3.7  | 111 |
| Fifth Source     | 7.6  | 6.1  | 125 |
| Not Chosen       | 71.3 | 73.2 | 97  |

**Television**

|                  |      |      |     |
|------------------|------|------|-----|
| Primary Source   | 42.7 | 42.8 | 100 |
| Secondary Source | 27.9 | 29.0 | 96  |
| Third Source     | 13.7 | 12.5 | 110 |
| Fourth Source    | 1.0  | 0.8  | 125 |
| Fifth Source     | 0.6  | 0.4  | 150 |
| Not Chosen       | 14.1 | 14.4 | 98  |

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**COMMUNICATE NEW SERVICES****Send Information by Mail**

|      |      |      |     |
|------|------|------|-----|
| Poor | 13.0 | 13.3 | 98  |
| Fair | 34.3 | 33.0 | 104 |
| Good | 52.7 | 53.7 | 98  |

**Put Ad in Local Newspaper**

|      |      |      |     |
|------|------|------|-----|
| Poor | 20.2 | 21.5 | 94  |
| Fair | 44.8 | 44.8 | 100 |
| Good | 35.0 | 33.7 | 104 |

**Door to Door**

|      |      |      |     |
|------|------|------|-----|
| Poor | 66.4 | 64.7 | 103 |
| Fair | 21.5 | 21.7 | 99  |
| Good | 12.1 | 13.6 | 89  |

**Call and discuss on the phone**

|      |      |      |     |
|------|------|------|-----|
| Poor | 64.0 | 61.2 | 105 |
| Fair | 26.0 | 27.1 | 96  |
| Good | 10.0 | 11.7 | 85  |

**Call and offer to visit**

|      |      |      |     |
|------|------|------|-----|
| Poor | 54.9 | 50.3 | 109 |
| Fair | 29.0 | 29.9 | 97  |
| Good | 16.2 | 19.8 | 82  |

**Call and offer to send information by mail**

|      |      |      |     |
|------|------|------|-----|
| Poor | 37.0 | 34.3 | 108 |
| Fair | 35.4 | 36.4 | 97  |
| Good | 27.5 | 29.3 | 94  |

**Local radio announcements**

|      |      |      |     |
|------|------|------|-----|
| Poor | 16.1 | 19.4 | 83  |
| Fair | 45.4 | 44.4 | 102 |
| Good | 38.6 | 36.2 | 107 |

**Local cable channels**

|      |      |      |     |
|------|------|------|-----|
| Poor | 28.3 | 30.4 | 93  |
| Fair | 40.1 | 39.0 | 103 |
| Good | 31.6 | 30.6 | 103 |

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| <b>ETHICAL VIEWPOINTS</b>   |                       |                  |              |
| <b>An action is moral if no one gets hurt</b>                     |                       |                  |              |
| Disagree  | 80.4                  | 79.5             | 101          |
| Agree   | 19.6                  | 20.5             | 96           |
| <b>It is our moral obligation to stop social injustice</b>        |                       |                  |              |
| Disagree  | 15.2                  | 15.8             | 96           |
| Agree   | 84.8                  | 84.2             | 101          |
| <b>If an action is legal, it is morally right</b>                 |                       |                  |              |
| Disagree  | 82.3                  | 80.2             | 103          |
| Agree   | 17.7                  | 19.8             | 89           |
| <b>Moral Values Indicator</b>                                     | 52.5                  | 56.1             | 107          |
| <b>There is a lack of moral values in the US today.</b>           |                       |                  |              |
| Disagree  | 13.0                  | 11.8             | 110          |
| Agree   | 87.0                  | 88.2             | 99           |
| <b>Social problems today are the result of the loss of morals</b> |                       |                  |              |
| Disagree  | 11.2                  | 10.5             | 107          |
| Agree   | 88.8                  | 89.5             | 99           |
| <b>Social Values Indicator</b>                                    | 24.2                  | 22.3             | 92           |
| <b>Ethics Indicator</b>   | 59.0                  | 58.6             | 99           |



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**PERSONAL STYLE PREFERENCES****Worship which is:**

|                            |      |      |     |
|----------------------------|------|------|-----|
| Emotionally uplifting      | 27.3 | 26.2 | 104 |
| Both                       | 46.0 | 45.2 | 102 |
| Intellectually challenging | 14.0 | 12.8 | 109 |
| No Preference Indicated    | 12.6 | 15.8 | 80  |

|                         |      |      |     |
|-------------------------|------|------|-----|
| Traditional/Formal      | 20.7 | 21.3 | 97  |
| Both                    | 28.9 | 28.3 | 102 |
| Contemporary/Informal   | 35.8 | 30.1 | 119 |
| No Preference Indicated | 14.6 | 20.2 | 72  |

**Music which is:**

|                         |      |      |     |
|-------------------------|------|------|-----|
| Traditional             | 25.7 | 30.2 | 85  |
| Both                    | 37.5 | 34.9 | 107 |
| Contemporary            | 23.7 | 18.4 | 129 |
| No Preference Indicated | 13.1 | 16.5 | 79  |

|                         |      |      |     |
|-------------------------|------|------|-----|
| Performed by Others     | 18.5 | 18.9 | 98  |
| Both                    | 38.6 | 36.3 | 106 |
| Participatory           | 28.0 | 24.7 | 113 |
| No Preference Indicated | 14.9 | 20.1 | 74  |

**Involvement and Mission Emphasis which is:**

|                                |      |      |     |
|--------------------------------|------|------|-----|
| Community Focused              | 25.4 | 25.2 | 101 |
| Both                           | 44.8 | 41.4 | 108 |
| Personal Spiritual Development | 15.5 | 14.4 | 108 |
| No Preference Indicated        | 14.3 | 19.0 | 75  |

|                         |      |      |     |
|-------------------------|------|------|-----|
| Global Mission          | 6.0  | 6.7  | 90  |
| Both                    | 34.5 | 33.0 | 105 |
| Local Mission           | 42.3 | 36.9 | 115 |
| No Preference Indicated | 17.2 | 23.3 | 74  |

**Church Architecture which is:**

|                         |      |      |     |
|-------------------------|------|------|-----|
| Traditional             | 27.3 | 29.8 | 92  |
| Both                    | 39.1 | 35.8 | 109 |
| Contemporary            | 19.2 | 16.7 | 115 |
| No Preference Indicated | 14.4 | 17.8 | 81  |

|                         |      |      |     |
|-------------------------|------|------|-----|
| Somber/Serious          | 8.8  | 10.1 | 87  |
| Both                    | 32.2 | 30.5 | 106 |
| Light and Airy          | 43.7 | 38.8 | 113 |
| No Preference Indicated | 15.3 | 20.7 | 74  |

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**CONCERNS**

**Basics**

|                              |      |      |     |
|------------------------------|------|------|-----|
| Day to Day Financial Worries | 36.6 | 33.9 | 108 |
| Personal Health              | 31.9 | 37.3 | 86  |
| Health Insurance             | 28.2 | 35.5 | 79  |
| Affordable Housing           | 11.1 | 12.0 | 93  |
| Employment Opportunities     | 21.6 | 17.1 | 126 |
| Child Care                   | 5.9  | 6.0  | 98  |
| Adequate Food                | 5.8  | 7.5  | 77  |
| Basics Index                 |      |      | 95  |

**Family**

|                       |      |      |     |
|-----------------------|------|------|-----|
| Abusive Relationships | 10.1 | 10.5 | 96  |
| Teen/Child Problems   | 24.5 | 18.7 | 131 |
| Divorce               | 3.3  | 3.4  | 97  |
| Alcohol/Drug Abuse    | 18.6 | 20.8 | 89  |
| Aging Parent Care     | 14.8 | 13.6 | 109 |
| Family Index          |      |      | 106 |

**Community**

|                             |      |      |     |
|-----------------------------|------|------|-----|
| Neighborhood Gangs          | 12.5 | 15.6 | 80  |
| Racial/Ethnic Prejudice     | 14.3 | 15.7 | 91  |
| Neighborhood Crime & Safety | 28.2 | 34.6 | 82  |
| Problems in Schools         | 19.0 | 17.0 | 112 |
| Social Injustice            | 12.0 | 13.0 | 92  |
| Good Schools                | 25.7 | 23.1 | 111 |
| Community Index             |      |      | 94  |

**Hopes and Dreams**

|                              |      |      |     |
|------------------------------|------|------|-----|
| Fulfilling Marriage          | 21.3 | 17.5 | 122 |
| Parenting Skills             | 17.9 | 13.3 | 135 |
| Educational Objectives       | 9.2  | 7.4  | 124 |
| Long-term Financial Security | 54.3 | 50.9 | 107 |
| Retirement Opportunities     | 15.3 | 17.6 | 87  |
| Better Quality Healthcare    | 14.4 | 22.3 | 65  |
| Satisfying/Job Career        | 25.2 | 18.0 | 140 |
| Time for Recreation/Leisure  | 28.6 | 23.9 | 120 |
| Hopes and Dreams Index       |      |      | 109 |

**Spiritual and Personal Development**

|                              |      |      |     |
|------------------------------|------|------|-----|
| Stress                       | 31.7 | 27.6 | 115 |
| Companionship                | 14.5 | 14.7 | 99  |
| Spiritual Teaching           | 11.0 | 11.0 | 100 |
| Life Direction               | 12.1 | 10.2 | 119 |
| Good Church                  | 10.9 | 13.7 | 80  |
| Spiritual and Personal Index |      |      | 104 |

**Boomers**

|                             | <b>Analysis Group</b> | <b>Nat. Ave.</b> | <b>Index</b> |
|-----------------------------|-----------------------|------------------|--------------|
| Total Respondents           | 7,360                 | 18,546           | 39.69%       |
| Margin of Error for Profile | 1.02%                 | 0.64%            |              |

**PROGRAMS****Social Services**

|                             |      |      |     |
|-----------------------------|------|------|-----|
| Food/Clothing Resources     | 9.8  | 10.1 | 97  |
| Day Care Services           | 5.9  | 6.7  | 88  |
| Personal/Family Counseling  | 29.3 | 26.4 | 111 |
| Church Sponsored Day School | 5.9  | 6.1  | 97  |
| Care for Terminally Ill     | 11.2 | 15.6 | 72  |
| Social Services Index       |      |      | 96  |

**Spiritual Development**

|                               |      |      |    |
|-------------------------------|------|------|----|
| Bible Study/Prayer Groups     | 38.8 | 42.0 | 92 |
| Spiritual Retreats            | 11.1 | 11.3 | 98 |
| Adult Theo. Discussion Groups | 21.3 | 23.9 | 89 |
| Spiritual Development Index   |      |      | 92 |

**Personal Development**

|                            |      |      |     |
|----------------------------|------|------|-----|
| Parent Training Programs   | 9.8  | 9.1  | 108 |
| Twelve Step Programs       | 4.4  | 3.7  | 119 |
| Marriage Enrichment        | 14.0 | 12.3 | 114 |
| Divorce Recovery           | 2.6  | 2.0  | 130 |
| Personal Development Index |      |      | 114 |

**Social/Recreation**

|                                  |      |      |     |
|----------------------------------|------|------|-----|
| Family Activities                | 39.9 | 33.5 | 119 |
| Sports or Camping                | 7.1  | 6.2  | 115 |
| Youth Social Programs            | 44.7 | 36.1 | 124 |
| Cultural Programs (music, drama) | 16.9 | 16.8 | 101 |
| Active Retirement Programs       | 11.4 | 24.8 | 46  |
| Social/Recreation Index          |      |      | 102 |

**Boomers**

|                             | <b>Analysis Group</b> | <b>Nat. Ave.</b> | <b>Index</b> |
|-----------------------------|-----------------------|------------------|--------------|
| Total Respondents           | 7,360                 | 18,546           | 39.69%       |
| Margin of Error for Profile | 1.02%                 | 0.64%            |              |

**GEOGRAPHIES**

|                           |      |      |     |
|---------------------------|------|------|-----|
| <b>Northeast Region</b>   | 5.8  | 5.4  | 107 |
| Connecticut               | 1.6  | 1.4  | 114 |
| Maine                     | 0.6  | 0.5  | 120 |
| Massachusetts             | 2.4  | 2.4  | 100 |
| New Hampshire             | 0.6  | 0.4  | 150 |
| Rhode Island              | 0.4  | 0.5  | 80  |
| Vermont                   | 0.2  | 0.2  | 100 |
| <b>Mid-Atlantic</b>       | 16.3 | 15.9 | 103 |
| Delaware                  | 0.3  | 0.3  | 100 |
| New Jersey                | 3.7  | 3.1  | 119 |
| New York                  | 8.3  | 8.0  | 104 |
| Pennsylvania              | 4.0  | 4.5  | 89  |
| <b>South Atlantic</b>     | 17.4 | 17.6 | 99  |
| Washington DC             | 0.3  | 0.2  | 150 |
| Florida                   | 4.6  | 5.5  | 84  |
| Georgia                   | 2.8  | 2.5  | 112 |
| Maryland                  | 1.7  | 2.0  | 85  |
| North Carolina            | 2.8  | 2.7  | 104 |
| South Carolina            | 1.4  | 1.4  | 100 |
| Virginia                  | 3.1  | 2.6  | 119 |
| West Virginia             | 0.7  | 0.7  | 100 |
| <b>East North Central</b> | 17.6 | 17.3 | 102 |
| Illinois                  | 5.7  | 5.1  | 112 |
| Indiana                   | 2.0  | 2.2  | 91  |
| Michigan                  | 3.6  | 3.7  | 97  |
| Ohio                      | 4.3  | 4.3  | 100 |
| Wisconsin                 | 2.0  | 2.0  | 100 |
| <b>East South Central</b> | 5.5  | 6.0  | 92  |
| Alabama                   | 1.7  | 1.8  | 94  |
| Kentucky                  | 1.3  | 1.4  | 93  |
| Mississippi               | 0.8  | 0.9  | 89  |
| Tennessee                 | 1.7  | 1.9  | 89  |
| <b>West North Central</b> | 7.4  | 7.8  | 95  |
| Kansas                    | 0.9  | 1.0  | 90  |
| Iowa                      | 1.2  | 1.4  | 86  |
| Minnesota                 | 2.0  | 1.9  | 105 |
| Missouri                  | 2.1  | 2.1  | 100 |
| Nebraska                  | 0.6  | 0.7  | 86  |
| North Dakota              | 0.2  | 0.3  | 67  |

**Boomers**

|                             | <b>Analysis Group</b> | <b>Nat. Ave.</b> | <b>Index</b> |
|-----------------------------|-----------------------|------------------|--------------|
| Total Respondents           | 7,360                 | 18,546           | 39.69%       |
| Margin of Error for Profile | 1.02%                 | 0.64%            |              |
| South Dakota                | 0.4                   | 0.4              | 100          |
| <b>West South Central</b>   | 9.8                   | 9.9              | 99           |
| Arkansas                    | 0.9                   | 1.0              | 90           |
| Louisiana                   | 1.7                   | 1.5              | 113          |
| Oklahoma                    | 1.0                   | 1.4              | 71           |
| Texas                       | 6.2                   | 6.0              | 103          |
| <b>Mountain</b>             | 5.5                   | 5.5              | 100          |
| Arizona                     | 1.2                   | 1.4              | 86           |
| Colorado                    | 1.4                   | 1.5              | 93           |
| Idaho                       | 0.4                   | 0.4              | 100          |
| Montana                     | 0.3                   | 0.3              | 100          |
| Nevada                      | 0.7                   | 0.5              | 140          |
| New Mexico                  | 0.7                   | 0.6              | 117          |
| Utah                        | 0.7                   | 0.6              | 117          |
| Wyoming                     | 0.1                   | 0.2              | 50           |
| <b>Pacific</b>              | 14.8                  | 14.5             | 102          |
| Alaska                      | 0.0                   | 0.0              | 100          |
| California                  | 11.7                  | 11.4             | 103          |
| Hawaii                      | 0.0                   | 0.0              | 100          |
| Oregon                      | 1.1                   | 1.1              | 100          |
| Washington                  | 2.0                   | 2.0              | 100          |