

Builders

	Analysis Group	Nat. Ave.	Index
Total Respondents	2,950	18,546	0
Margin of Error for Profile	1.61%	0.64%	

DEMOGRAPHICS**Race**

Anglo (Non-Hisp)	93.8	89.1	105
African-Am. (NH)	4.3	6.8	63
Asian/PI (NH)	0.2	0.7	29
Native (NH)	0.5	0.4	125
Other (NH)	0.1	0.6	17
Hispanic/Latino	1.1	2.4	46

Generations

Survivors (1961-1981)	0.0	17.6	0
Boomers (1943-1960)	0.0	39.7	0
Silents (1925-1942)	0.0	26.7	0
Builders (1900-1924)	100.0	15.9	629

Average Age	76.0	50.1	152
Median Age	75.0	47.0	160

Household Structure

No Kids, Unmarried Female	43.4	21.4	203
No Kids, Unmarried Male	10.9	12.8	85
No Kids, Married Couple	39.3	25.9	152
Kids, Unmarried Female	3.2	8.1	40
Kids, Unmarried Male	0.4	0.8	50
Kids, Married Couple	2.8	31.0	9

Marital Status

Now Married	42.1	56.9	74
Never Married	5.6	16.5	34
Divorced, Widowed or	52.3	26.6	197

Highest Education within Household

Grade School	4.5	1.3	346
Some High School	11.5	4.9	235
Graduated High School	33.7	23.3	145
Some College - no degree	26.8	28.1	95
College Grad (2 yr)	3.4	7.2	47
College Grad (4 yr)	10.8	19.4	56
Post Graduate Degree	9.4	15.8	59

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Household Income (Census Groups)			
Under \$7,500	12.1	6.7	181
\$7,500 to \$14,999	37.0	16.1	230
\$15,000 to \$24,999	21.7	17.8	122
\$25,000 to \$34,999	13.1	14.9	88
\$35,000 to \$49,999	8.1	17.0	48
\$50,000 to \$74,999	4.8	16.4	29
\$75,000 to \$99,999	1.5	6.3	24
\$100,000 to \$149,999	1.3	3.5	37
\$150,000 or more	0.4	1.2	33
Average Household Income	\$22,977	\$39,252	59
Median Household Income	\$16,250	\$31,250	52
Employment Status - Head of Household			
Full-Time	3.5	58.5	6
Part-Time	8.1	12.8	63
Retired	83.3	21.3	391
Not Employed	5.1	7.4	69
Occupation - Head of Household			
Managerial, Professional	3.2	31.1	10
Technical, Sales, Admin Support	2.3	15.8	15
Service	1.4	7.3	19
Farming, Forestry, Fishing	0.5	0.9	56
Craftsman, Repairman	0.4	4.3	9
Operator, Laborer	0.6	5.3	11
Retired, Student, Armed Forces	91.7	35.2	261
Below the Poverty Level			
No	67.9	82.2	83
Yes	32.1	17.8	180
Lifestage			
Roommates (same sex)	0.6	2.3	26
Young Singles (under 35)	0.0	5.0	0
Middle Singles (35 to 65)	0.0	13.1	0
Older Singles (over 65)	51.6	10.4	496
Young Couple (under 35 - no child)	0.1	7.1	1
Working Older Couple (45+ no child)	10.4	11.1	94
Retired Older Couple (45+ no child)	30.8	11.1	277
Young Parent (under 45, child<6)	0.0	12.1	0
Middle Parent (under 45, child>6)	0.1	12.6	1
Older Parent (over 45, child @ home)	6.4	15.3	42

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

Not Involved	29.7	37.8	79
Somewhat Involved	32.1	30.1	107
Strongly Involved	38.1	32.0	119

Faith Involvement 10 Years Ago

Not Involved	22.4	30.6	73
Somewhat Involved	31.5	34.2	92
Strongly Involved	46.2	35.2	131

Change In Faith Involvement

Decreased	22.8	29.2	78
Same	61.5	48.4	127
Increased	15.6	22.4	70

Level of Active Participation Now

Not Active	36.4	47.4	77
Somewhat Active	30.3	25.2	120
Very Active	33.2	27.4	121

Level of Participation: 10 Years

Not Active	27.2	38.2	71
Somewhat Active	30.7	30.0	102
Very Active	42.1	31.8	132

Change in Participation

Decreased	25.3	29.9	85
Same	58.6	49.2	119
Increased	16.2	20.8	78

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RELIGIOUS PREFERENCES**Religious Preference: Now**

No Preference/Not In	9.1	11.0	83
Adventist	0.6	0.6	100
Baptist	14.3	14.8	97
Buddhist/Hindu/Shint	0.1	0.4	25
Catholic	21.0	22.7	93
Congregational	3.3	2.3	143
Episcopal	3.6	3.0	120
Holiness	0.6	0.8	75
Islamic	0.0	0.1	0
Jehovah's Witness	0.5	0.9	56
Judaism	4.1	3.7	111
Lutheran	8.6	7.0	123
Methodist	15.0	9.9	152
Mormon	1.3	1.6	81
New Age	0.4	0.8	50
Non-Denom/Independen	4.3	7.4	58
Orthodox	0.5	0.4	125
Pentecostal	1.0	2.1	48
Presbyterian/Reforme	7.0	4.2	167
Unitarian/Universali	0.8	0.8	100
No Preference/Intere	3.9	5.6	70

Religious Preference: 10 Years Ago

No Preference/Not In	6.7	8.5	79
Adventist	0.5	0.7	71
Baptist	13.7	15.6	88
Buddhist/Hindu/Shint	0.2	0.3	67
Catholic	22.3	25.4	88
Congregational	3.7	2.5	148
Episcopal	3.7	3.1	119
Holiness	0.8	0.8	100
Islamic	0.0	0.1	0
Jehovah's Witness	0.5	0.9	56
Judaism	4.5	4.0	113
Lutheran	9.6	7.8	123
Methodist	15.7	10.9	144
Mormon	1.3	1.8	72
New Age	0.3	0.3	100
Non-Denom/Independen	3.9	5.4	72
Orthodox	0.6	0.4	150
Pentecostal	0.8	2.0	40
Presbyterian/Reforme	6.9	4.8	144
Unitarian/Universali	0.8	0.7	114
No Preference/Intere	3.7	4.1	90

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Preference Now - Four Preference Groups			
Catholic or Orthodox	21.5	23.1	93
No Preference	13.0	16.6	78
Historic Protestant	58.3	52.0	112
Other Non-Historic C	7.2	8.3	87
Preference 10 Years Ago - Four Preference Groups			
Catholic or Orthodox	23.0	25.8	89
No Preference	10.4	12.6	83
Historic Protestant	59.3	53.5	111
Other Non-Historic C	7.4	8.0	93
DENOMINATIONAL MEMBERSHIP			
Denominational Membership: Now			
Episcopal	3.4	2.9	117
ELCA	6.8	4.9	139
Roman Catholic	21.2	23.8	89
PC(USA)	8.1	4.3	188
United Methodist	13.6	9.0	151
Southern Baptist	7.6	7.6	100
None of the Above	39.3	47.6	83
Denominational Membership: 10 Years Ago			
Episcopal	4.1	3.5	117
ELCA	7.6	5.6	136
Roman Catholic	22.6	27.0	84
PC(USA)	9.6	5.5	175
United Methodist	15.0	10.6	142
Southern Baptist	7.8	8.7	90
None of the Above	33.4	39.0	86

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	42.0	32.6	129
Secondary Source	25.1	29.3	86
Third Source	11.4	17.9	64
Fourth Source	0.4	1.1	36
Fifth Source	0.2	0.4	50
Not Chosen	20.9	18.7	112

Radio

Primary Source	7.1	12.2	58
Secondary Source	16.4	21.4	77
Third Source	28.5	30.4	94
Fourth Source	1.4	2.6	54
Fifth Source	0.5	0.9	56
Not Chosen	46.1	32.5	142

Magazine

Primary Source	1.7	2.1	81
Secondary Source	5.0	6.3	79
Third Source	19.9	18.5	108
Fourth Source	2.8	5.2	54
Fifth Source	1.8	4.4	41
Not Chosen	68.9	63.5	109

National Newspaper

Primary Source	3.5	3.7	95
Secondary Source	4.8	5.1	94
Third Source	8.4	8.3	101
Fourth Source	1.6	3.7	43
Fifth Source	2.3	6.1	38
Not Chosen	79.4	73.2	108

Television

Primary Source	35.8	42.8	84
Secondary Source	35.5	29.0	122
Third Source	9.9	12.5	79
Fourth Source	0.4	0.8	50
Fifth Source	0.4	0.4	100
Not Chosen	18.0	14.4	125

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	15.0	13.3	113
Fair	30.6	33.0	93
Good	54.4	53.7	101

Put Ad in Local Newspaper

Poor	25.8	21.5	120
Fair	45.4	44.8	101
Good	28.8	33.7	85

Door to Door

Poor	59.3	64.7	92
Fair	24.2	21.7	112
Good	16.6	13.6	122

Call and discuss on the phone

Poor	53.1	61.2	87
Fair	31.3	27.1	115
Good	15.6	11.7	133

Call and offer to visit

Poor	38.0	50.3	76
Fair	32.9	29.9	110
Good	29.1	19.8	147

Call and offer to send information by mail

Poor	29.7	34.3	87
Fair	39.9	36.4	110
Good	30.4	29.3	104

Local radio announcements

Poor	31.6	19.4	163
Fair	44.3	44.4	100
Good	24.1	36.2	67

Local cable channels

Poor	41.8	30.4	138
Fair	35.8	39.0	92
Good	22.4	30.6	73

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	77.9	79.5	98
Agree	22.1	20.5	108
It is our moral obligation to stop social injustice			
Disagree	17.0	15.8	108
Agree	83.0	84.2	99
If an action is legal, it is morally right			
Disagree	74.3	80.2	93
Agree	25.7	19.8	130
Moral Values Indicator	64.8	56.1	87
There is a lack of moral values in the US today.			
Disagree	10.4	11.8	88
Agree	89.6	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	19.6	22.3	114
Ethics Indicator	58.7	58.6	100

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PERSONAL STYLE PREFERENCES

Worship which is:

Emotionally uplifting	23.1	26.2	88
Both	40.5	45.2	90
Intellectually challenging	10.8	12.8	84
No Preference Indicated	25.6	15.8	162

Traditional/Formal	19.9	21.3	93
Both	25.8	28.3	91
Contemporary/Informal	17.7	30.1	59
No Preference Indicated	36.6	20.2	181

Music which is:

Traditional	39.3	30.2	130
Both	27.0	34.9	77
Contemporary	6.5	18.4	35
No Preference Indicated	27.2	16.5	165

Performed by Others	19.7	18.9	104
Both	27.3	36.3	75
Participatory	16.1	24.7	65
No Preference Indicated	36.8	20.1	183

Involvement and Mission Emphasis which is:

Community Focused	26.3	25.2	104
Both	29.5	41.4	71
Personal Spiritual Development	11.2	14.4	78
No Preference Indicated	33.0	19.0	174

Global Mission	8.2	6.7	122
Both	25.7	33.0	78
Local Mission	24.6	36.9	67
No Preference Indicated	41.5	23.3	178

Church Architecture which is:

Traditional	33.7	29.8	113
Both	26.0	35.8	73
Contemporary	11.2	16.7	67
No Preference Indicated	29.0	17.8	163

Somber/Serious	11.0	10.1	109
Both	25.4	30.5	83
Light and Airy	25.7	38.8	66
No Preference Indicated	38.0	20.7	184

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CONCERNS

Basics

Day to Day Financial Worries	25.2	33.9	74
Personal Health	48.5	37.3	130
Health Insurance	50.8	35.5	143
Affordable Housing	12.8	12.0	107
Employment Opportunities	5.6	17.1	33
Child Care	1.8	6.0	30
Adequate Food	12.0	7.5	160
Basics Index			105

Family

Abusive Relationships	11.3	10.5	108
Teen/Child Problems	13.7	18.7	73
Divorce	2.6	3.4	76
Alcohol/Drug Abuse	27.1	20.8	130
Aging Parent Care	11.5	13.6	85
Family Index			99

Community

Neighborhood Gangs	24.3	15.6	156
Racial/Ethnic Prejudice	19.8	15.7	126
Neighborhood Crime & Safety	49.2	34.6	142
Problems in Schools	16.4	17.0	96
Social Injustice	17.6	13.0	135
Good Schools	21.4	23.1	93
Community Index			125

Hopes and Dreams

Fulfilling Marriage	3.6	17.5	21
Parenting Skills	2.0	13.3	15
Educational Objectives	2.9	7.4	39
Long-term Financial Security	40.6	50.9	80
Retirement Opportunities	14.9	17.6	85
Better Quality Healthcare	41.0	22.3	184
Satisfying/Job Career	1.5	18.0	8
Time for Recreation/Leisure	11.7	23.9	49
Hopes and Dreams Index			69

Spiritual and Personal Development

Stress	18.2	27.6	66
Companionship	14.7	14.7	100
Spiritual Teaching	11.8	11.0	107
Life Direction	6.1	10.2	60
Good Church	19.9	13.7	145
Spiritual and Personal Index			92

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PROGRAMS**Social Services**

Food/Clothing Resources	10.4	10.1	103
Day Care Services	5.1	6.7	76
Personal/Family Counseling	19.5	26.4	74
Church Sponsored Day School	5.8	6.1	95
Care for Terminally Ill	28.5	15.6	183
Social Services Index			107

Spiritual Development

Bible Study/Prayer Groups	49.0	42.0	117
Spiritual Retreats	12.2	11.3	108
Adult Theo. Discussion Groups	29.9	23.9	125
Spiritual Development Index			118

Personal Development

Parent Training Programs	6.8	9.1	75
Twelve Step Programs	2.4	3.7	65
Marriage Enrichment	4.1	12.3	33
Divorce Recovery	1.3	2.0	65
Personal Development Index			54

Social/Recreation

Family Activities	18.1	33.5	54
Sports or Camping	2.1	6.2	34
Youth Social Programs	24.9	36.1	69
Cultural Programs (music, drama)	17.2	16.8	102
Active Retirement Programs	49.9	24.8	201
Social/Recreation Index			96

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GEOGRAPHIES

Northeast Region	5.5	5.4	102
Connecticut	1.2	1.4	86
Maine	0.4	0.5	80
Massachusetts	2.8	2.4	117
New Hampshire	0.3	0.4	75
Rhode Island	0.7	0.5	140
Vermont	0.1	0.2	50
Mid-Atlantic	15.7	15.9	99
Delaware	0.3	0.3	100
New Jersey	2.8	3.1	90
New York	7.2	8.0	90
Pennsylvania	5.4	4.5	120
South Atlantic	18.2	17.6	103
Washington DC	0.2	0.2	100
Florida	7.7	5.5	140
Georgia	2.0	2.5	80
Maryland	2.2	2.0	110
North Carolina	2.1	2.7	78
South Carolina	1.3	1.4	93
Virginia	2.0	2.6	77
West Virginia	0.7	0.7	100
East North Central	16.9	17.3	98
Illinois	5.0	5.1	98
Indiana	2.4	2.2	109
Michigan	3.5	3.7	95
Ohio	4.1	4.3	95
Wisconsin	1.9	2.0	95
East South Central	5.6	6.0	93
Alabama	1.5	1.8	83
Kentucky	1.0	1.4	71
Mississippi	1.3	0.9	144
Tennessee	1.8	1.9	95
West North Central	8.1	7.8	104
Kansas	1.0	1.0	100
Iowa	1.2	1.4	86
Minnesota	1.8	1.9	95
Missouri	2.3	2.1	110
Nebraska	0.8	0.7	114
North Dakota	0.5	0.3	167

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South Dakota	0.5	0.4	125
West South Central	8.5	9.9	86
Arkansas	1.0	1.0	100
Louisiana	0.7	1.5	47
Oklahoma	1.7	1.4	121
Texas	5.1	6.0	85
Mountain	5.5	5.5	100
Arizona	1.8	1.4	129
Colorado	1.3	1.5	87
Idaho	0.3	0.4	75
Montana	0.3	0.3	100
Nevada	0.5	0.5	100
New Mexico	0.7	0.6	117
Utah	0.5	0.6	83
Wyoming	0.1	0.2	50
Pacific	15.8	14.5	109
Alaska	0.0	0.0	100
California	13.0	11.4	114
Hawaii	0.0	0.0	100
Oregon	0.9	1.1	82
Washington	1.9	2.0	95