

Congregational

	Analysis Group	Nat. Ave.	Index
Total Respondents	379	18,546	0
Margin of Error for Profile	4.50%	0.64%	
DEMOGRAPHICS			
Race			
Anglo (Non-Hisp)	94.0	89.1	105
African-Am. (NH)	3.8	6.8	56
Asian/PI (NH)	0.4	0.7	57
Native (NH)	0.0	0.4	0
Other (NH)	0.0	0.6	0
Hispanic/Latino	1.8	2.4	75
Generations			
Survivors (1961-1981)	13.6	17.6	77
Boomers (1943-1960)	32.9	39.7	83
Silents (1925-1942)	31.2	26.7	117
Builders (1900-1924)	22.3	15.9	140
Average Age	53.9	50.1	108
Median Age	53.0	47.0	113
Household Structure			
No Kids, Unmarried Female	21.6	21.4	101
No Kids, Unmarried Male	11.3	12.8	88
No Kids, Married Couple	31.5	25.9	122
Kids, Unmarried Female	4.3	8.1	53
Kids, Unmarried Male	0.7	0.8	88
Kids, Married Couple	30.7	31.0	99
Marital Status			
Now Married	62.2	56.9	109
Never Married	11.6	16.5	70
Divorced, Widowed or	26.2	26.6	98
Highest Education within Household			
Grade School	0.6	1.3	46
Some High School	3.1	4.9	63
Graduated High School	19.3	23.3	83
Some College - no degree	30.1	28.1	107
College Grad (2 yr)	5.3	7.2	74
College Grad (4 yr)	22.0	19.4	113
Post Graduate Degree	19.7	15.8	125

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Household Income (Census Groups)			
Under \$7,500	4.7	6.7	70
\$7,500 to \$14,999	15.2	16.1	94
\$15,000 to \$24,999	17.0	17.8	96
\$25,000 to \$34,999	14.7	14.9	99
\$35,000 to \$49,999	16.7	17.0	98
\$50,000 to \$74,999	19.3	16.4	118
\$75,000 to \$99,999	8.9	6.3	141
\$100,000 to \$149,999	2.2	3.5	63
\$150,000 or more	1.4	1.2	117
Average Household Income	\$41,459	\$39,252	106
Median Household Income	\$33,750	\$31,250	108
Employment Status - Head of Household			
Full-Time	50.2	58.5	86
Part-Time	16.4	12.8	128
Retired	28.3	21.3	133
Not Employed	5.0	7.4	68
Occupation - Head of Household			
Managerial, Professional	33.5	31.1	108
Technical, Sales, Admin Support	14.7	15.8	93
Service	5.3	7.3	73
Farming, Forestry, Fishing	1.1	0.9	122
Craftsman, Repairman	4.6	4.3	107
Operator, Laborer	2.8	5.3	53
Retired, Student, Armed Forces	37.9	35.2	108
Below the Poverty Level			
No	85.0	82.2	103
Yes	15.0	17.8	84
Lifestage			
Roommates (same sex)	2.0	2.3	87
Young Singles (under 35)	1.9	5.0	38
Middle Singles (35 to 65)	10.4	13.1	79
Older Singles (over 65)	15.1	10.4	145
Young Couple (under 35 - no child)	5.0	7.1	70
Working Older Couple (45+ no child)	13.6	11.1	123
Retired Older Couple (45+ no child)	16.3	11.1	147
Young Parent (under 45, child<6)	13.2	12.1	109
Middle Parent (under 45, child>6)	9.4	12.6	75
Older Parent (over 45, child @ home)	13.0	15.3	85

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FAITH INVOLVEMENT AND PARTICIPATION			
Faith Involvement - Now			
Not Involved	32.3	37.8	85
Somewhat Involved	32.0	30.1	106
Strongly Involved	35.7	32.0	112
Faith Involvement 10 Years Ago			
Not Involved	26.6	30.6	87
Somewhat Involved	29.6	34.2	87
Strongly Involved	43.9	35.2	125
Change In Faith Involvement			
Decreased	31.2	29.2	107
Same	45.8	48.4	95
Increased	23.0	22.4	103
Level of Active Participation Now			
Not Active	42.1	47.4	89
Somewhat Active	25.3	25.2	100
Very Active	32.6	27.4	119
Level of Participation: 10 Years			
Not Active	34.0	38.2	89
Somewhat Active	24.9	30.0	83
Very Active	41.1	31.8	129
Change in Participation			
Decreased	32.0	29.9	107
Same	46.4	49.2	94
Increased	21.6	20.8	104

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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	0.0	14.8	0
Buddhist/Hindu/Shint	0.0	0.4	0
Catholic	0.0	22.7	0
Congregational	100.0	2.3	4348
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	0.7	8.5	8
Adventist	0.0	0.7	0
Baptist	2.2	15.6	14
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	1.3	25.4	5
Congregational	84.9	2.5	3396
Episcopal	0.8	3.1	26
Holiness	0.0	0.8	0
Islamic	0.0	0.1	0
Jehovah's Witness	0.3	0.9	33
Judaism	0.0	4.0	0
Lutheran	1.0	7.8	13
Methodist	4.3	10.9	39
Mormon	0.0	1.8	0
New Age	0.0	0.3	0
Non-Denom/Independen	1.9	5.4	35
Orthodox	0.0	0.4	0
Pentecostal	0.4	2.0	20
Presbyterian/Reforme	1.3	4.8	27
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	0.9	4.1	22

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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	1.3	25.8	5
No Preference	1.6	12.6	13
Historic Protestant	96.8	53.5	181
Other Non-Historic C	0.3	8.0	4
DENOMINATIONAL MEMBERSHIP			
Denominational Membership: Now			
Episcopal	1.9	2.9	66
ELCA	0.8	4.9	16
Roman Catholic	2.9	23.8	12
PC(USA)	4.1	4.3	95
United Methodist	3.3	9.0	37
Southern Baptist	0.6	7.6	8
None of the Above	86.3	47.6	181
Denominational Membership: 10 Years Ago			
Episcopal	1.8	3.5	51
ELCA	1.6	5.6	29
Roman Catholic	3.1	27.0	11
PC(USA)	5.2	5.5	95
United Methodist	6.7	10.6	63
Southern Baptist	1.3	8.7	15
None of the Above	80.2	39.0	206

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INFORMATION PREFERENCES

Local Newspaper

Primary Source	38.9	32.6	119
Secondary Source	28.4	29.3	97
Third Source	17.2	17.9	96
Fourth Source	0.9	1.1	82
Fifth Source	0.0	0.4	0
Not Chosen	14.6	18.7	78

Radio

Primary Source	10.0	12.2	82
Secondary Source	23.0	21.4	107
Third Source	33.7	30.4	111
Fourth Source	3.4	2.6	131
Fifth Source	1.8	0.9	200
Not Chosen	28.2	32.5	87

Magazine

Primary Source	2.1	2.1	100
Secondary Source	6.6	6.3	105
Third Source	17.4	18.5	94
Fourth Source	5.4	5.2	104
Fifth Source	4.3	4.4	98
Not Chosen	64.2	63.5	101

National Newspaper

Primary Source	2.1	3.7	57
Secondary Source	3.6	5.1	71
Third Source	8.9	8.3	107
Fourth Source	2.8	3.7	76
Fifth Source	6.6	6.1	108
Not Chosen	76.1	73.2	104

Television

Primary Source	41.4	42.8	97
Secondary Source	32.5	29.0	112
Third Source	14.6	12.5	117
Fourth Source	1.0	0.8	125
Fifth Source	0.2	0.4	50
Not Chosen	10.2	14.4	71

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COMMUNICATE NEW SERVICES			
Send Information by Mail			
Poor	9.8	13.3	74
Fair	30.7	33.0	93
Good	59.5	53.7	111
Put Ad in Local Newspaper			
Poor	18.9	21.5	88
Fair	46.7	44.8	104
Good	34.5	33.7	102
Door to Door			
Poor	65.5	64.7	101
Fair	22.9	21.7	106
Good	11.6	13.6	85
Call and discuss on the phone			
Poor	58.8	61.2	96
Fair	31.0	27.1	114
Good	10.2	11.7	87
Call and offer to visit			
Poor	46.3	50.3	92
Fair	34.0	29.9	114
Good	19.7	19.8	99
Call and offer to send information by mail			
Poor	32.5	34.3	95
Fair	34.9	36.4	96
Good	32.6	29.3	111
Local radio announcements			
Poor	22.9	19.4	118
Fair	41.8	44.4	94
Good	35.4	36.2	98
Local cable channels			
Poor	35.0	30.4	115
Fair	35.9	39.0	92
Good	29.1	30.6	95

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	87.7	79.5	110
Agree	12.3	20.5	60
It is our moral obligation to stop social injustice			
Disagree	16.1	15.8	102
Agree	83.9	84.2	100
If an action is legal, it is morally right			
Disagree	85.9	80.2	107
Agree	14.1	19.8	71
Moral Values Indicator	42.5	56.1	132
There is a lack of moral values in the US today.			
Disagree	8.5	11.8	72
Agree	91.5	88.2	104
Social problems today are the result of the loss of morals			
Disagree	5.5	10.5	52
Agree	94.5	89.5	106
Social Values Indicator	14.0	22.3	159
Ethics Indicator	42.4	58.6	138

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PERSONAL STYLE PREFERENCES			
Worship which is:			
Emotionally uplifting	24.1	26.2	92
Both	51.8	45.2	115
Intellectually challenging	13.4	12.8	105
No Preference Indicated	10.7	15.8	68
Traditional/Formal	20.1	21.3	94
Both	30.2	28.3	107
Contemporary/Informal	34.8	30.1	116
No Preference Indicated	14.9	20.2	74
Music which is:			
Traditional	33.7	30.2	112
Both	39.6	34.9	113
Contemporary	16.4	18.4	89
No Preference Indicated	10.3	16.5	62
Performed by Others	21.2	18.9	112
Both	47.2	36.3	130
Participatory	19.6	24.7	79
No Preference Indicated	12.0	20.1	60
Involvement and Mission Emphasis which is:			
Community Focused	31.9	25.2	127
Both	44.6	41.4	108
Personal Spiritual Development	10.8	14.4	75
No Preference Indicated	12.7	19.0	67
Global Mission	6.1	6.7	91
Both	33.1	33.0	100
Local Mission	44.0	36.9	119
No Preference Indicated	16.9	23.3	73
Church Architecture which is:			
Traditional	34.5	29.8	116
Both	39.8	35.8	111
Contemporary	13.1	16.7	78
No Preference Indicated	12.7	17.8	71
Somber/Serious	6.1	10.1	60
Both	35.3	30.5	116
Light and Airy	43.4	38.8	112
No Preference Indicated	15.3	20.7	74

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CONCERNS			
Basics			
Day to Day Financial Worries	32.5	33.9	96
Personal Health	37.1	37.3	99
Health Insurance	37.1	35.5	105
Affordable Housing	12.6	12.0	105
Employment Opportunities	14.9	17.1	87
Child Care	5.5	6.0	92
Adequate Food	6.7	7.5	89
Basics Index			98
Family			
Abusive Relationships	8.6	10.5	82
Teen/Child Problems	15.9	18.7	85
Divorce	3.3	3.4	97
Alcohol/Drug Abuse	22.2	20.8	107
Aging Parent Care	14.4	13.6	106
Family Index			96
Community			
Neighborhood Gangs	16.7	15.6	107
Racial/Ethnic Prejudice	14.2	15.7	90
Neighborhood Crime & Safety	30.5	34.6	88
Problems in Schools	17.1	17.0	101
Social Injustice	16.4	13.0	126
Good Schools	25.7	23.1	111
Community Index			101
Hopes and Dreams			
Fulfilling Marriage	17.2	17.5	98
Parenting Skills	11.8	13.3	89
Educational Objectives	7.3	7.4	99
Long-term Financial Security	56.3	50.9	111
Retirement Opportunities	18.2	17.6	103
Better Quality Healthcare	25.5	22.3	114
Satisfying/Job Career	13.8	18.0	77
Time for Recreation/Leisure	26.0	23.9	109
Hopes and Dreams Index			103
Spiritual and Personal Development			
Stress	25.1	27.6	91
Companionship	15.7	14.7	107
Spiritual Teaching	9.5	11.0	86
Life Direction	8.9	10.2	87
Good Church	16.2	13.7	118
Spiritual and Personal Index			98

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PROGRAMS			
Social Services			
Food/Clothing Resources	9.7	10.1	96
Day Care Services	3.1	6.7	46
Personal/Family Counseling	25.3	26.4	96
Church Sponsored Day School	5.1	6.1	84
Care for Terminally Ill	15.0	15.6	96
Social Services Index			90
Spiritual Development			
Bible Study/Prayer Groups	41.0	42.0	98
Spiritual Retreats	8.6	11.3	76
Adult Theo. Discussion Groups	29.6	23.9	124
Spiritual Development Index			103
Personal Development			
Parent Training Programs	8.2	9.1	90
Twelve Step Programs	4.0	3.7	108
Marriage Enrichment	10.7	12.3	87
Divorce Recovery	0.2	2.0	10
Personal Development Index			85
Social/Recreation			
Family Activities	32.4	33.5	97
Sports or Camping	5.1	6.2	82
Youth Social Programs	38.2	36.1	106
Cultural Programs (music, drama)	22.5	16.8	134
Active Retirement Programs	31.6	24.8	127
Social/Recreation Index			111

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GEOGRAPHIES			
Northeast Region	22.5	5.4	417
Connecticut	6.7	1.4	479
Maine	2.8	0.5	560
Massachusetts	8.6	2.4	358
New Hampshire	1.5	0.4	375
Rhode Island	1.5	0.5	300
Vermont	1.4	0.2	700
Mid-Atlantic	6.4	15.9	40
Delaware	0.4	0.3	133
New Jersey	0.6	3.1	19
New York	3.4	8.0	43
Pennsylvania	2.0	4.5	44
South Atlantic	7.6	17.6	43
Washington DC	0.0	0.2	0
Florida	2.7	5.5	49
Georgia	0.6	2.5	24
Maryland	0.6	2.0	30
North Carolina	2.0	2.7	74
South Carolina	0.0	1.4	0
Virginia	1.7	2.6	65
West Virginia	0.0	0.7	0
East North Central	24.6	17.3	142
Illinois	6.5	5.1	127
Indiana	3.5	2.2	159
Michigan	4.9	3.7	132
Ohio	7.1	4.3	165
Wisconsin	2.6	2.0	130
East South Central	3.4	6.0	57
Alabama	0.2	1.8	11
Kentucky	1.5	1.4	107
Mississippi	0.0	0.9	0
Tennessee	1.7	1.9	89
West North Central	10.8	7.8	138
Kansas	1.3	1.0	130
Iowa	2.3	1.4	164
Minnesota	1.6	1.9	84
Missouri	2.1	2.1	100
Nebraska	1.5	0.7	214
North Dakota	1.1	0.3	367

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South Dakota	0.9	0.4	225
West South Central	5.2	9.9	53
Arkansas	0.2	1.0	20
Louisiana	0.6	1.5	40
Oklahoma	0.8	1.4	57
Texas	3.6	6.0	60
Mountain	5.9	5.5	107
Arizona	1.5	1.4	107
Colorado	2.9	1.5	193
Idaho	0.2	0.4	50
Montana	0.2	0.3	67
Nevada	0.0	0.5	0
New Mexico	0.9	0.6	150
Utah	0.0	0.6	0
Wyoming	0.2	0.2	100
Pacific	13.8	14.5	95
Alaska	0.0	0.0	100
California	12.2	11.4	107
Hawaii	0.0	0.0	100
Oregon	0.0	1.1	0
Washington	1.6	2.0	80