

The Disillusioned

	Analysis Group	Nat. Ave.	Revise Index
Total Respondents	412	18,546	2.22%
Margin of Error for Profile	4.32%	0.64%	
DEMOGRAPHICS			
Race			
Anglo (Non-Hisp)	92.1	89.1	103
African-Am. (NH)	4.7	6.8	69
Asian/PI (NH)	0.3	0.7	43
Native (NH)	0.2	0.4	50
Other (NH)	0.0	0.6	0
Hispanic/Latino	2.6	2.4	108
Generations			
Survivors (13 to 33)	27.8	17.6	158
Boomers (34 to 51)	43.4	39.7	109
Silents (52 to 69)	22.9	26.7	86
Builders (70 and up)	5.9	15.9	37
Average Age	43.6	50.1	87
Median Age	40.0	47.0	85
Household Structure			
No Kids, Unmarried Female	17.7	21.4	83
No Kids, Unmarried Male	24.8	12.8	194
No Kids, Married Couple	18.1	25.9	70
Kids, Unmarried Female	8.4	8.1	104
Kids, Unmarried Male	1.1	0.8	138
Kids, Married Couple	30.0	31.0	97
Marital Status			
Now Married	48.1	56.9	85
Never Married	25.1	16.5	152
Divorced, Widowed or	26.9	26.6	101
Highest Education within Household			
Grade School	0.3	1.3	23
Some High School	2.9	4.9	59
Graduated High School	15.7	23.3	67
Some College - no degree	31.8	28.1	113
College Grad (2 yr)	7.2	7.2	100
College Grad (4 yr)	25.7	19.4	132
Post Graduate Degree	16.5	15.8	104

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Household Income (Census Groups)			
Under \$7,500	3.8	6.7	57
\$7,500 to \$14,999	8.6	16.1	53
\$15,000 to \$24,999	17.3	17.8	97
\$25,000 to \$34,999	19.5	14.9	131
\$35,000 to \$49,999	19.7	17.0	116
\$50,000 to \$74,999	19.9	16.4	121
\$75,000 to \$99,999	5.9	6.3	94
\$100,000 to \$149,999	4.7	3.5	134
\$150,000 or more	0.5	1.2	42
Average Household Income	\$42,385	\$39,252	108
Median Household Income	\$36,250	\$31,250	116
Employment Status - Head of Household			
Full-Time	71.9	58.5	123
Part-Time	10.0	12.8	78
Retired	12.7	21.3	60
Not Employed	5.4	7.4	73
Occupation - Head of Household			
Managerial, Professional	37.4	31.1	120
Technical, Sales, Admin Support	20.8	15.8	132
Service	8.2	7.3	112
Farming, Forestry, Fishing	0.9	0.9	100
Craftsman, Repairman	5.1	4.3	119
Operator, Laborer	4.1	5.3	77
Retired, Student, Armed Forces	23.4	35.2	66
Below the Poverty Level			
No	89.6	82.2	109
Yes	10.4	17.8	58
Lifestage			
Roommates (same sex)	6.0	2.3	261
Young Singles (under 35)	10.2	5.0	204
Middle Singles (35 to 65)	16.1	13.1	123
Older Singles (over 65)	4.8	10.4	46
Young Couple (under 35 - no child)	10.1	7.1	142
Working Older Couple (45+ no child)	8.1	11.1	73
Retired Older Couple (45+ no child)	5.2	11.1	47
Young Parent (under 45, child<6)	13.0	12.1	107
Middle Parent (under 45, child>6)	14.6	12.6	116
Older Parent (over 45, child @ home)	11.9	15.3	78

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FAITH INVOLVEMENT AND PARTICIPATION

Faith Involvement - Now

Not Involved	95.3	37.8	252
Somewhat Involved	2.9	30.1	10
Strongly Involved	1.8	32.0	6

Faith Involvement 10 Years Ago

Not Involved	31.2	30.6	102
Somewhat Involved	49.5	34.2	145
Strongly Involved	19.3	35.2	55

Change In Faith Involvement

Decreased	83.9	29.2	287
Same	13.7	48.4	28
Increased	2.4	22.4	11

Level of Active Participation Now

Not Active	98.3	47.4	207
Somewhat Active	1.2	25.2	5
Very Active	0.4	27.4	1

Level of Participation: 10 Years

Not Active	44.5	38.2	116
Somewhat Active	37.6	30.0	125
Very Active	17.9	31.8	56

Change in Participation

Decreased	71.7	29.9	240
Same	25.8	49.2	52
Increased	2.5	20.8	12

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RELIGIOUS PREFERENCES

Religious Preference: Now

No Preference/Not In	100.0	11.0	909
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	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	0.0	8.5	0
Adventist	1.0	0.7	143
Baptist	10.5	15.6	67
Buddhist/Hindu/Shint	1.2	0.3	400
Catholic	35.9	25.4	141
Congregational	2.7	2.5	108
Episcopal	4.7	3.1	152
Holiness	0.2	0.8	25
Islamic	0.2	0.1	200
Jehovah's Witness	1.9	0.9	211
Judaism	2.5	4.0	63
Lutheran	8.6	7.8	110
Methodist	14.2	10.9	130
Mormon	0.8	1.8	44
New Age	0.4	0.3	133
Non-Den/Indep	4.8	5.4	89
Orthodox	0.3	0.4	75
Pentecostal	1.8	2.0	90
Presb/Reform	5.9	4.8	123
UnitarUniver	2.3	0.7	329
No Preference/Intere	0.0	4.1	0

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Preference Now - Four Preference Groups

Catholic or Orthodox	0.0	23.1	0
No Preference	100.0	16.6	602
Historic Protestant	0.0	52.0	0
Other Non-Historic C	0.0	8.3	0

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	36.2	25.8	140
No Preference	0.0	12.6	0
Historic Protestant	54.4	53.5	102
Other Non-Historic C	9.3	8.0	116

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	1.5	2.9	52
ELCA	1.4	4.9	29
Roman Catholic	8.7	23.8	37
PC(USA)	1.3	4.3	30
United Methodist	2.9	9.0	32
Southern Baptist	0.6	7.6	8
None of the Above	83.5	47.6	175

Denominational Membership: 10 Years Ago

Episcopal	4.4	3.5	126
ELCA	5.2	5.6	93
Roman Catholic	34.0	27.0	126
PC(USA)	7.1	5.5	129
United Methodist	15.4	10.6	145
Southern Baptist	5.6	8.7	64
None of the Above	28.3	39.0	73

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	28.7	32.6	88
Secondary Source	27.2	29.3	93
Third Source	17.3	17.9	97
Fourth Source	1.4	1.1	127
Fifth Source	0.6	0.4	150
Not Chosen	24.7	18.7	132

Radio

Primary Source	12.5	12.2	102
Secondary Source	19.4	21.4	91
Third Source	29.7	30.4	98
Fourth Source	3.6	2.6	138
Fifth Source	0.8	0.9	89
Not Chosen	34.0	32.5	105

Magazine

Primary Source	3.7	2.1	176
Secondary Source	6.2	6.3	98
Third Source	19.9	18.5	108
Fourth Source	4.9	5.2	94
Fifth Source	4.8	4.4	109
Not Chosen	60.5	63.5	95

National Newspaper

Primary Source	3.2	3.7	86
Secondary Source	4.9	5.1	96
Third Source	4.8	8.3	58
Fourth Source	4.6	3.7	124
Fifth Source	7.0	6.1	115
Not Chosen	75.5	73.2	103

Television

Primary Source	38.6	42.8	90
Secondary Source	27.8	29.0	96
Third Source	11.8	12.5	94
Fourth Source	1.1	0.8	138
Fifth Source	0.9	0.4	225
Not Chosen	19.7	14.4	137

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	22.4	13.3	168
Fair	33.0	33.0	100
Good	44.6	53.7	83

Put Ad in Local Newspaper

Poor	26.8	21.5	125
Fair	40.2	44.8	90
Good	33.0	33.7	98

Door to Door

Poor	82.4	64.7	127
Fair	12.2	21.7	56
Good	5.4	13.6	40

Call and discuss on the phone

Poor	77.0	61.2	126
Fair	21.1	27.1	78
Good	1.8	11.7	15

Call and offer to visit

Poor	69.0	50.3	137
Fair	23.0	29.9	77
Good	8.0	19.8	40

Call and offer to send information by mail

Poor	49.1	34.3	143
Fair	34.2	36.4	94
Good	16.7	29.3	57

Local radio announcements

Poor	20.1	19.4	104
Fair	44.1	44.4	99
Good	35.8	36.2	99

Local cable channels

Poor	26.8	30.4	88
Fair	37.9	39.0	97
Good	35.2	30.6	115

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	69.0	79.5	87
Agree	31.0	20.5	151
It is our moral obligation to stop social injustice			
Disagree	16.4	15.8	104
Agree	83.6	84.2	99
If an action is legal, it is morally right			
Disagree	81.9	80.2	102
Agree	18.1	19.8	91
Moral Values Indicator	65.5	56.1	86
There is a lack of moral values in the US today.			
Disagree	19.1	11.8	162
Agree	80.9	88.2	92
Social problems today are the result of the loss of morals			
Disagree	16.6	10.5	158
Agree	83.4	89.5	93
Social Values Indicator	35.7	22.3	62
Total Ethics Indicator	83.1	58.6	71

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PERSONAL STYLE PREFERENCES			
Worship which is:			
Emotionally uplifting	16.6	26.2	63
Both	37.9	45.2	84
Intellectually challenging	22.9	12.8	179
No Preference Indicated	22.6	15.8	143
Traditional/Formal	12.3	21.3	58
Both	21.9	28.3	77
Contemporary/Informal	43.0	30.1	143
No Preference Indicated	22.8	20.2	113
Music which is:			
Traditional	20.1	30.2	67
Both	34.1	34.9	98
Contemporary	26.0	18.4	141
No Preference Indicated	19.7	16.5	119
Performed by Others	24.9	18.9	132
Both	33.9	36.3	93
Participatory	18.8	24.7	76
No Preference Indicated	22.5	20.1	112
Involvement and Mission Emphasis which is:			
Community Focused	32.0	25.2	127
Both	34.0	41.4	82
Personal Spiritual Development	12.5	14.4	87
No Preference Indicated	21.5	19.0	113
Global Mission	4.2	6.7	63
Both	24.0	33.0	73
Local Mission	47.9	36.9	130
No Preference Indicated	23.9	23.3	103
Church Architecture which is:			
Traditional	21.4	29.8	72
Both	34.5	35.8	96
Contemporary	21.9	16.7	131
No Preference Indicated	22.2	17.8	125
Somber/Serious	3.7	10.1	37
Both	26.6	30.5	87
Light and Airy	48.1	38.8	124
No Preference Indicated	21.7	20.7	105

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CONCERNS			
Basics			
Day to Day Financial Worries	34.0	33.9	100
Personal Health	29.5	37.3	79
Health Insurance	29.2	35.5	82
Affordable Housing	11.9	12.0	99
Employment Opportunities	18.9	17.1	111
Child Care	6.8	6.0	113
Adequate Food	7.4	7.5	99
Basics Index			92
Family			
Abusive Relationships	8.7	10.5	83
Teen/Child Problems	21.2	18.7	113
Divorce	1.8	3.4	53
Alcohol/Drug Abuse	16.7	20.8	80
Aging Parent Care	11.5	13.6	85
Family Index			89
Community			
Neighborhood Gangs	16.1	15.6	103
Racial/Ethnic Prjudice	16.3	15.7	104
Neighborhood Crime & Safety	34.7	34.6	100
Problems in Schools	18.8	17.0	111
Social Injustice	14.2	13.0	109
Good Schools	24.5	23.1	106
Community Index			105
Hopes and Dreams			
Fulfilling Marriage	22.3	17.5	127
Parenting Skills	12.9	13.3	97
Educational Objectives	10.6	7.4	143
Long-term Financial Security	56.3	50.9	111
Retirement Opportunities	20.9	17.6	119
Better Quality Healthcare	18.7	22.3	84
Satisfying/Job Career	28.4	18.0	158
Time for Recreation/Leisure	29.7	23.9	124
Hopes and Dreams Index			117
Spiritual and Personal Development			
Stress	28.5	27.6	103
Companionship	20.2	14.7	137
Spiritual Teaching	0.7	11.0	6
Life Direction	13.2	10.2	129
Good Church	1.0	13.7	7
Spiritual and Personal Index			82

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PROGRAMS			
Social Services			
Food/Clothing Resources	14.5	10.1	144
Day Care Services	9.9	6.7	148
Personal/Family Counseling	32.2	26.4	122
Church Sponsored Day School	6.6	6.1	108
Care for Terminally Ill	20.4	15.6	131
Social Services Index			129
Spiritual Development			
Bible Study/Prayer Groups	12.1	42.0	29
Spiritual Retreats	4.8	11.3	42
Adult Theo. Discussion Groups	18.8	23.9	79
Spiritual Development Index			46
Personal Development			
Parent Training Programs	12.7	9.1	140
Twelve Step Programs	5.0	3.7	135
Marriage Enrichment	13.3	12.3	108
Divorce Recovery	2.7	2.0	135
Personal Development Index			124
Social/Recreation			
Family Activities	36.7	33.5	110
Sports or Camping	14.9	6.2	240
Youth Social Programs	35.6	36.1	99
Cultural Programs (music, drama)	19.2	16.8	114
Active Retirement Programs	24.5	24.8	99
Social/Recreation Index			111