

Evangelical Lutheran Church in America

	Analysis Group	Nat. Ave.	Index
Total Respondents	791	18,546	0
Margin of Error for Profile	3.12%	0.64%	
DEMOGRAPHICS			
Race			
Anglo (Non-Hisp)	97.8	89.1	110
African-Am. (NH)	1.2	6.8	18
Asian/PI (NH)	0.0	0.7	0
Native (NH)	0.0	0.4	0
Other (NH)	0.3	0.6	50
Hispanic/Latino	0.7	2.4	29
Generations			
Survivors (1961-1981)	15.2	17.6	86
Boomers (1943-1960)	35.7	39.7	90
Silents (1925-1942)	27.6	26.7	103
Builders (1900-1924)	21.5	15.9	135
Average Age	52.7	50.1	105
Median Age	51.0	47.0	109
Household Structure			
No Kids, Unmarried Female	19.3	21.4	90
No Kids, Unmarried Male	10.2	12.8	80
No Kids, Married Couple	31.9	25.9	123
Kids, Unmarried Female	5.4	8.1	67
Kids, Unmarried Male	0.4	0.8	50
Kids, Married Couple	32.8	31.0	106
Marital Status			
Now Married	64.7	56.9	114
Never Married	11.2	16.5	68
Divorced, Widowed or	24.1	26.6	91
Highest Education within Household			
Grade School	1.7	1.3	131
Some High School	4.7	4.9	96
Graduated High School	26.6	23.3	114
Some College - no degree	25.2	28.1	90
College Grad (2 yr)	7.8	7.2	108
College Grad (4 yr)	22.4	19.4	115
Post Graduate Degree	11.5	15.8	73

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Household Income (Census Groups)			
Under \$7,500	4.1	6.7	61
\$7,500 to \$14,999	15.8	16.1	98
\$15,000 to \$24,999	18.5	17.8	104
\$25,000 to \$34,999	15.9	14.9	107
\$35,000 to \$49,999	17.7	17.0	104
\$50,000 to \$74,999	17.3	16.4	105
\$75,000 to \$99,999	6.6	6.3	105
\$100,000 to \$149,999	3.3	3.5	94
\$150,000 or more	0.8	1.2	67
Average Household Income	\$39,456	\$39,252	101
Median Household Income	\$33,750	\$31,250	108
Employment Status - Head of Household			
Full-Time	52.9	58.5	90
Part-Time	12.7	12.8	99
Retired	28.7	21.3	135
Not Employed	5.7	7.4	77
Occupation - Head of Household			
Managerial, Professional	28.2	31.1	91
Technical, Sales, Admin Support	15.8	15.8	100
Service	7.2	7.3	99
Farming, Forestry, Fishing	1.6	0.9	178
Craftsman, Repairman	3.4	4.3	79
Operator, Laborer	4.1	5.3	77
Retired, Student, Armed Forces	39.8	35.2	113
Below the Poverty Level			
No	85.3	82.2	104
Yes	14.7	17.8	83
Lifestage			
Roommates (same sex)	1.3	2.3	57
Young Singles (under 35)	5.1	5.0	102
Middle Singles (35 to 65)	9.8	13.1	75
Older Singles (over 65)	11.9	10.4	114
Young Couple (under 35 - no child)	5.6	7.1	79
Working Older Couple (45+ no child)	10.9	11.1	98
Retired Older Couple (45+ no child)	16.8	11.1	151
Young Parent (under 45, child<6)	11.0	12.1	91
Middle Parent (under 45, child>6)	11.6	12.6	92
Older Parent (over 45, child @ home)	16.0	15.3	105

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FAITH INVOLVEMENT AND PARTICIPATION			
Faith Involvement - Now			
Not Involved	22.0	37.8	58
Somewhat Involved	39.7	30.1	132
Strongly Involved	38.3	32.0	120
Faith Involvement 10 Years Ago			
Not Involved	16.7	30.6	55
Somewhat Involved	40.1	34.2	117
Strongly Involved	43.2	35.2	123
Change In Faith Involvement			
Decreased	32.3	29.2	111
Same	42.6	48.4	88
Increased	25.1	22.4	112
Level of Active Participation Now			
Not Active	30.6	47.4	65
Somewhat Active	37.0	25.2	147
Very Active	32.3	27.4	118
Level of Participation: 10 Years			
Not Active	20.1	38.2	53
Somewhat Active	39.4	30.0	131
Very Active	40.5	31.8	127
Change in Participation			
Decreased	35.1	29.9	117
Same	39.8	49.2	81
Increased	25.1	20.8	121

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RELIGIOUS PREFERENCES

Religious Preference: Now

No Preference/Not In	1.8	11.0	16
Adventist	0.0	0.6	0
Baptist	0.5	14.8	3
Buddhist/Hindu/Shint	0.1	0.4	25
Catholic	1.3	22.7	6
Congregational	0.4	2.3	17
Episcopal	0.1	3.0	3
Holiness	0.1	0.8	13
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	3.7	0
Lutheran	91.2	7.0	1303
Methodist	0.6	9.9	6
Mormon	0.1	1.6	6
New Age	0.3	0.8	38
Non-Denom/Independen	1.8	7.4	24
Orthodox	0.0	0.4	0
Pentecostal	0.3	2.1	14
Presbyterian/Reforme	0.2	4.2	5
Unitarian/Universali	0.0	0.8	0
No Preference/Intere	1.2	5.6	21

Religious Preference: 10 Years Ago

No Preference/Not In	1.5	8.5	18
Adventist	0.4	0.7	57
Baptist	1.7	15.6	11
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	3.2	25.4	13
Congregational	0.5	2.5	20
Episcopal	0.5	3.1	16
Holiness	0.1	0.8	13
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	4.0	0
Lutheran	86.3	7.8	1106
Methodist	1.7	10.9	16
Mormon	0.1	1.8	6
New Age	0.0	0.3	0
Non-Denom/Independen	1.3	5.4	24
Orthodox	0.0	0.4	0
Pentecostal	0.3	2.0	15
Presbyterian/Reforme	1.2	4.8	25
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	1.2	4.1	29

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Preference Now - Four Preference Groups			
Catholic or Orthodox	1.3	23.1	6
No Preference	3.0	16.6	18
Historic Protestant	95.2	52.0	183
Other Non-Historic C	0.5	8.3	6
Preference 10 Years Ago - Four Preference Groups			
Catholic or Orthodox	3.2	25.8	12
No Preference	2.7	12.6	21
Historic Protestant	94.0	53.5	176
Other Non-Historic C	0.1	8.0	1
DENOMINATIONAL MEMBERSHIP			
Denominational Membership: Now			
Episcopal	0.0	2.9	0
ELCA	100.0	4.9	2041
Roman Catholic	0.0	23.8	0
PC(USA)	0.0	4.3	0
United Methodist	0.0	9.0	0
Southern Baptist	0.0	7.6	0
None of the Above	0.0	47.6	0
Denominational Membership: 10 Years Ago			
Episcopal	0.7	3.5	20
ELCA	89.0	5.6	1589
Roman Catholic	3.3	27.0	12
PC(USA)	1.3	5.5	24
United Methodist	1.4	10.6	13
Southern Baptist	1.3	8.7	15
None of the Above	3.0	39.0	8

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INFORMATION PREFERENCES

Local Newspaper

Primary Source	35.2	32.6	108
Secondary Source	29.5	29.3	101
Third Source	21.3	17.9	119
Fourth Source	0.0	1.1	0
Fifth Source	0.3	0.4	75
Not Chosen	13.6	18.7	73

Radio

Primary Source	13.4	12.2	110
Secondary Source	22.7	21.4	106
Third Source	33.5	30.4	110
Fourth Source	2.2	2.6	85
Fifth Source	0.2	0.9	22
Not Chosen	28.0	32.5	86

Magazine

Primary Source	1.5	2.1	71
Secondary Source	4.2	6.3	67
Third Source	17.9	18.5	97
Fourth Source	5.6	5.2	108
Fifth Source	3.4	4.4	77
Not Chosen	67.5	63.5	106

National Newspaper

Primary Source	2.6	3.7	70
Secondary Source	4.8	5.1	94
Third Source	6.1	8.3	73
Fourth Source	3.5	3.7	95
Fifth Source	6.4	6.1	105
Not Chosen	76.6	73.2	105

Television

Primary Source	43.2	42.8	101
Secondary Source	33.3	29.0	115
Third Source	13.0	12.5	104
Fourth Source	0.4	0.8	50
Fifth Source	0.4	0.4	100
Not Chosen	9.6	14.4	67

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COMMUNICATE NEW SERVICES			
Send Information by Mail			
Poor	11.0	13.3	83
Fair	32.6	33.0	99
Good	56.4	53.7	105
Put Ad in Local Newspaper			
Poor	22.5	21.5	105
Fair	42.8	44.8	96
Good	34.7	33.7	103
Door to Door			
Poor	61.9	64.7	96
Fair	23.5	21.7	108
Good	14.6	13.6	107
Call and discuss on the phone			
Poor	54.6	61.2	89
Fair	32.9	27.1	121
Good	12.5	11.7	107
Call and offer to visit			
Poor	43.2	50.3	86
Fair	34.3	29.9	115
Good	22.5	19.8	114
Call and offer to send information by mail			
Poor	29.1	34.3	85
Fair	41.9	36.4	115
Good	29.0	29.3	99
Local radio announcements			
Poor	22.6	19.4	116
Fair	44.2	44.4	100
Good	33.2	36.2	92
Local cable channels			
Poor	35.3	30.4	116
Fair	39.3	39.0	101
Good	25.4	30.6	83

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	82.7	79.5	104
Agree	17.3	20.5	84
It is our moral obligation to stop social injustice			
Disagree	13.4	15.8	85
Agree	86.6	84.2	103
If an action is legal, it is morally right			
Disagree	78.8	80.2	98
Agree	21.2	19.8	107
Moral Values Indicator	51.9	56.1	108
There is a lack of moral values in the US today.			
Disagree	11.8	11.8	100
Agree	88.2	88.2	100
Social problems today are the result of the loss of morals			
Disagree	9.3	10.5	89
Agree	90.7	89.5	101
Social Values Indicator	21.1	22.3	106
Ethics Indicator	51.8	58.6	113

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PERSONAL STYLE PREFERENCES			
Worship which is:			
Emotionally uplifting	34.8	26.2	133
Both	45.7	45.2	101
Intellectually challenging	8.2	12.8	64
No Preference Indicated	11.4	15.8	72
Traditional/Formal	30.4	21.3	143
Both	30.6	28.3	108
Contemporary/Informal	25.0	30.1	83
No Preference Indicated	14.0	20.2	69
Music which is:			
Traditional	40.3	30.2	133
Both	32.8	34.9	94
Contemporary	15.4	18.4	84
No Preference Indicated	11.6	16.5	70
Performed by Others	17.4	18.9	92
Both	37.6	36.3	104
Participatory	28.9	24.7	117
No Preference Indicated	16.1	20.1	80
Involvement and Mission Emphasis which is:			
Community Focused	30.2	25.2	120
Both	42.8	41.4	103
Personal Spiritual Development	13.2	14.4	92
No Preference Indicated	13.8	19.0	73
Global Mission	5.9	6.7	88
Both	33.2	33.0	101
Local Mission	43.7	36.9	118
No Preference Indicated	17.3	23.3	74
Church Architecture which is:			
Traditional	34.9	29.8	117
Both	39.5	35.8	110
Contemporary	13.0	16.7	78
No Preference Indicated	12.7	17.8	71
Somber/Serious	10.6	10.1	105
Both	30.4	30.5	100
Light and Airy	42.7	38.8	110
No Preference Indicated	16.3	20.7	79

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CONCERNS			
Basics			
Day to Day Financial Worries	29.4	33.9	87
Personal Health	40.1	37.3	108
Health Insurance	37.5	35.5	106
Affordable Housing	9.8	12.0	82
Employment Opportunities	16.9	17.1	99
Child Care	5.0	6.0	83
Adequate Food	7.5	7.5	100
Basics Index			98
Family			
Abusive Relationships	9.4	10.5	90
Teen/Child Problems	17.2	18.7	92
Divorce	3.4	3.4	100
Alcohol/Drug Abuse	20.5	20.8	99
Aging Parent Care	15.7	13.6	115
Family Index			99
Community			
Neighborhood Gangs	15.5	15.6	99
Racial/Ethnic Prejudice	13.3	15.7	85
Neighborhood Crime & Safety	33.1	34.6	96
Problems in Schools	16.1	17.0	95
Social Injustice	13.3	13.0	102
Good Schools	25.1	23.1	109
Community Index			98
Hopes and Dreams			
Fulfilling Marriage	16.0	17.5	91
Parenting Skills	14.3	13.3	108
Educational Objectives	5.3	7.4	72
Long-term Financial Security	52.3	50.9	103
Retirement Opportunities	20.2	17.6	115
Better Quality Healthcare	26.2	22.3	117
Satisfying/Job Career	15.8	18.0	88
Time for Recreation/Leisure	27.4	23.9	115
Hopes and Dreams Index			104
Spiritual and Personal Development			
Stress	28.2	27.6	102
Companionship	12.5	14.7	85
Spiritual Teaching	10.2	11.0	93
Life Direction	7.3	10.2	72
Good Church	19.0	13.7	139
Spiritual and Personal Index			100

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PROGRAMS			
Social Services			
Food/Clothing Resources	10.5	10.1	104
Day Care Services	7.0	6.7	104
Personal/Family Counseling	23.0	26.4	87
Church Sponsored Day School	9.2	6.1	151
Care for Terminally Ill	12.9	15.6	83
Social Services Index			96
Spiritual Development			
Bible Study/Prayer Groups	44.5	42.0	106
Spiritual Retreats	7.6	11.3	67
Adult Theo. Discussion Groups	29.5	23.9	123
Spiritual Development Index			106
Personal Development			
Parent Training Programs	7.4	9.1	81
Twelve Step Programs	2.2	3.7	59
Marriage Enrichment	10.0	12.3	81
Divorce Recovery	1.3	2.0	65
Personal Development Index			77
Social/Recreation			
Family Activities	35.0	33.5	104
Sports or Camping	4.9	6.2	79
Youth Social Programs	38.0	36.1	105
Cultural Programs (music, drama)	14.6	16.8	87
Active Retirement Programs	28.0	24.8	113
Social/Recreation Index			103

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GEOGRAPHIES			
Northeast Region	1.6	5.4	30
Connecticut	0.6	1.4	43
Maine	0.0	0.5	0
Massachusetts	0.5	2.4	21
New Hampshire	0.2	0.4	50
Rhode Island	0.2	0.5	40
Vermont	0.1	0.2	50
Mid-Atlantic	16.0	15.9	101
Delaware	0.1	0.3	33
New Jersey	1.5	3.1	48
New York	5.3	8.0	66
Pennsylvania	9.1	4.5	202
South Atlantic	11.4	17.6	65
Washington DC	0.2	0.2	100
Florida	2.9	5.5	53
Georgia	1.1	2.5	44
Maryland	2.2	2.0	110
North Carolina	1.9	2.7	70
South Carolina	0.7	1.4	50
Virginia	1.9	2.6	73
West Virginia	0.5	0.7	71
East North Central	29.0	17.3	168
Illinois	8.7	5.1	171
Indiana	1.2	2.2	55
Michigan	6.7	3.7	181
Ohio	4.7	4.3	109
Wisconsin	7.7	2.0	385
East South Central	1.8	6.0	30
Alabama	0.4	1.8	22
Kentucky	0.7	1.4	50
Mississippi	0.3	0.9	33
Tennessee	0.4	1.9	21
West North Central	23.8	7.8	305
Kansas	0.9	1.0	90
Iowa	2.5	1.4	179
Minnesota	11.4	1.9	600
Missouri	3.4	2.1	162
Nebraska	1.6	0.7	229
North Dakota	2.2	0.3	733

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South Dakota	1.8	0.4	450
West South Central	4.3	9.9	43
Arkansas	0.3	1.0	30
Louisiana	0.0	1.5	0
Oklahoma	0.1	1.4	7
Texas	3.9	6.0	65
Mountain	4.7	5.5	85
Arizona	1.6	1.4	114
Colorado	1.5	1.5	100
Idaho	0.2	0.4	50
Montana	0.5	0.3	167
Nevada	0.2	0.5	40
New Mexico	0.5	0.6	83
Utah	0.0	0.6	0
Wyoming	0.2	0.2	100
Pacific	7.5	14.5	52
Alaska	0.0	0.0	100
California	5.2	11.4	46
Hawaii	0.0	0.0	100
Oregon	0.8	1.1	73
Washington	1.5	2.0	75