

The Episcopal Church

	Analysis Group	Nat. Ave.	Index
Total Respondents	464	18,546	2.50%
Margin of Error for Profile	4.07%	0.64%	
DEMOGRAPHICS			
Race			
Anglo (Non-Hisp)	84.4	89.1	95
African-Am. (NH)	12.9	6.8	190
Asian/PI (NH)	1.0	0.7	143
Native (NH)	0.3	0.4	75
Other (NH)	0.4	0.6	67
Hispanic/Latino	0.9	2.4	38
Generations			
Survivors (1961-1981)	14.2	17.6	81
Boomers (1943-1960)	35.8	39.7	90
Silents (1925-1942)	31.6	26.7	118
Builders (1900-1924)	18.4	15.9	116
Average Age	52.5	50.1	105
Median Age	51.5	47.0	109
Household Structure			
No Kids, Unmarried Female	23.7	21.4	111
No Kids, Unmarried Male	16.6	12.8	130
No Kids, Married Couple	28.4	25.9	110
Kids, Unmarried Female	5.5	8.1	68
Kids, Unmarried Male	0.6	0.8	75
Kids, Married Couple	25.2	31.0	81
Marital Status			
Now Married	53.6	56.9	94
Never Married	22.4	16.5	136
Divorced, Widowed or	23.9	26.6	90
Highest Education within Household			
Grade School	0.0	1.3	0
Some High School	1.7	4.9	35
Graduated High School	13.5	23.3	58
Some College - no degree	23.6	28.1	84
College Grad (2 yr)	5.4	7.2	75
College Grad (4 yr)	26.8	19.4	138
Post Graduate Degree	29.0	15.8	184

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Household Income (Census Groups)			
Under \$7,500	5.4	6.7	81
\$7,500 to \$14,999	10.3	16.1	64
\$15,000 to \$24,999	13.2	17.8	74
\$25,000 to \$34,999	12.8	14.9	86
\$35,000 to \$49,999	21.0	17.0	124
\$50,000 to \$74,999	19.6	16.4	120
\$75,000 to \$99,999	8.5	6.3	135
\$100,000 to \$149,999	7.6	3.5	217
\$150,000 or more	1.6	1.2	133
Average Household Income	\$48,508	\$39,252	124
Median Household Income	\$42,500	\$31,250	136
Employment Status - Head of Household			
Full-Time	57.9	58.5	99
Part-Time	12.7	12.8	99
Retired	23.9	21.3	112
Not Employed	5.5	7.4	74
Occupation - Head of Household			
Managerial, Professional	38.3	31.1	123
Technical, Sales, Admin Support	14.6	15.8	92
Service	5.1	7.3	70
Farming, Forestry, Fishing	0.2	0.9	22
Craftsman, Repairman	2.7	4.3	63
Operator, Laborer	2.8	5.3	53
Retired, Student, Armed Forces	36.4	35.2	103
Below the Poverty Level			
No	89.4	82.2	109
Yes	10.6	17.8	60
Lifestage			
Roommates (same sex)	4.7	2.3	204
Young Singles (under 35)	6.3	5.0	126
Middle Singles (35 to 65)	13.2	13.1	101
Older Singles (over 65)	12.1	10.4	116
Young Couple (under 35 - no child)	6.3	7.1	89
Working Older Couple (45+ no child)	14.2	11.1	128
Retired Older Couple (45+ no child)	11.9	11.1	107
Young Parent (under 45, child<6)	7.2	12.1	60
Middle Parent (under 45, child>6)	8.3	12.6	66
Older Parent (over 45, child @ home)	15.8	15.3	103

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FAITH INVOLVEMENT AND PARTICIPATION			
Faith Involvement - Now			
Not Involved	30.8	37.8	81
Somewhat Involved	35.2	30.1	117
Strongly Involved	34.0	32.0	106
Faith Involvement 10 Years Ago			
Not Involved	27.1	30.6	89
Somewhat Involved	36.6	34.2	107
Strongly Involved	36.3	35.2	103
Change In Faith Involvement			
Decreased	32.1	29.2	110
Same	40.8	48.4	84
Increased	27.1	22.4	121
Level of Active Participation Now			
Not Active	38.7	47.4	82
Somewhat Active	31.6	25.2	125
Very Active	29.7	27.4	108
Level of Participation: 10 Years			
Not Active	36.6	38.2	96
Somewhat Active	29.1	30.0	97
Very Active	34.4	31.8	108
Change in Participation			
Decreased	32.8	29.9	110
Same	39.6	49.2	80
Increased	27.6	20.8	133

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RELIGIOUS PREFERENCES

Religious Preference: Now

	Analysis Group	Nat. Ave.	Index
No Preference/Not In	1.6	11.0	15
Adventist	0.0	0.6	0
Baptist	0.6	14.8	4
Buddhist/Hindu/Shint	0.0	0.4	0
Catholic	0.8	22.7	4
Congregational	1.5	2.3	65
Episcopal	88.5	3.0	2,950
Holiness	0.4	0.8	50
Islamic	0.2	0.1	200
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	3.7	0
Lutheran	0.4	7.0	6
Methodist	2.1	9.9	21
Mormon	0.2	1.6	13
New Age	0.3	0.8	38
Non-Denom/Independen	1.2	7.4	16
Orthodox	0.0	0.4	0
Pentecostal	0.0	2.1	0
Presbyterian/Reforme	0.7	4.2	17
Unitarian/Universali	0.2	0.8	25
No Preference/Intere	1.3	5.6	23

Religious Preference: 10 Years Ago

	Analysis Group	Nat. Ave.	Index
No Preference/Not In	1.6	8.5	19
Adventist	0.2	0.7	29
Baptist	2.8	15.6	18
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	3.7	25.4	15
Congregational	1.3	2.5	52
Episcopal	80.1	3.1	2,584
Holiness	0.5	0.8	63
Islamic	0.0	0.1	0
Jehovah's Witness	0.4	0.9	44
Judaism	0.2	4.0	5
Lutheran	1.0	7.8	13
Methodist	4.1	10.9	38
Mormon	0.0	1.8	0
New Age	0.0	0.3	0
Non-Denom/Independen	1.7	5.4	31
Orthodox	0.0	0.4	0
Pentecostal	0.0	2.0	0
Presbyterian/Reforme	0.5	4.8	10
Unitarian/Universali	0.3	0.7	43
No Preference/Intere	1.6	4.1	39

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Preference Now - Four Preference Groups

Catholic or Orthodox	0.8	23.1	3
No Preference	3.0	16.6	18
Historic Protestant	95.4	52.0	183
Other Non-Historic C	0.9	8.3	11

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	3.7	25.8	14
No Preference	3.2	12.6	25
Historic Protestant	92.1	53.5	172
Other Non-Historic C	0.9	8.0	11

DENOMINATIONAL MEMBERSHIP

Denominational Membership: Now

Episcopal	100.0	2.9	3,448
ELCA	0.0	4.9	0
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	85.2	3.5	2,434
ELCA	0.2	5.6	4
Roman Catholic	4.2	27.0	16
PC(USA)	0.8	5.5	15
United Methodist	4.2	10.6	40
Southern Baptist	1.6	8.7	18
None of the Above	3.8	39.0	10

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INFORMATION PREFERENCES

Local Newspaper

Primary Source	36.0	32.6	110
Secondary Source	32.5	29.3	111
Third Source	15.8	17.9	88
Fourth Source	0.8	1.1	73
Fifth Source	0.2	0.4	50
Not Chosen	14.7	18.7	79

Radio

Primary Source	14.3	12.2	117
Secondary Source	18.1	21.4	85
Third Source	31.3	30.4	103
Fourth Source	3.8	2.6	146
Fifth Source	1.8	0.9	200
Not Chosen	30.7	32.5	94

Magazine

Primary Source	1.7	2.1	81
Secondary Source	6.9	6.3	110
Third Source	19.9	18.5	108
Fourth Source	5.2	5.2	100
Fifth Source	4.3	4.4	98
Not Chosen	61.9	63.5	97

National Newspaper

Primary Source	4.6	3.7	124
Secondary Source	6.9	5.1	135
Third Source	8.7	8.3	105
Fourth Source	3.6	3.7	97
Fifth Source	7.5	6.1	123
Not Chosen	68.8	73.2	94

Television

Primary Source	39.5	42.8	92
Secondary Source	29.5	29.0	102
Third Source	15.6	12.5	125
Fourth Source	2.0	0.8	250
Fifth Source	0.7	0.4	175
Not Chosen	12.7	14.4	88

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COMMUNICATE NEW SERVICES

Send Information by Mail

Poor	11.5	13.3	86
Fair	32.5	33.0	98
Good	56.0	53.7	104

Put Ad in Local Newspaper

Poor	22.8	21.5	106
Fair	46.4	44.8	104
Good	30.8	33.7	91

Door to Door

Poor	71.2	64.7	110
Fair	19.0	21.7	88
Good	9.7	13.6	71

Call and discuss on the phone

Poor	61.0	61.2	100
Fair	23.2	27.1	86
Good	15.8	11.7	135

Call and offer to visit

Poor	52.5	50.3	104
Fair	27.2	29.9	91
Good	20.4	19.8	103

Call and offer to send information by mail

Poor	35.8	34.3	104
Fair	35.2	36.4	97
Good	29.0	29.3	99

Local radio announcements

Poor	26.0	19.4	134
Fair	44.4	44.4	100
Good	29.7	36.2	82

Local cable channels

Poor	36.1	30.4	119
Fair	39.9	39.0	102
Good	24.0	30.6	78

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	80.5	79.5	101
Agree	19.5	20.5	95
It is our moral obligation to stop social injustice			
Disagree	15.0	15.8	95
Agree	85.0	84.2	101
If an action is legal, it is morally right			
Disagree	80.1	80.2	100
Agree	19.9	19.8	101
Moral Values Indicator	54.4	56.1	103
There is a lack of moral values in the US today.			
Disagree	12.3	11.8	104
Agree	87.7	88.2	99
Social problems today are the result of the loss of morals			
Disagree	11.9	10.5	113
Agree	88.1	89.5	98
Social Values Indicator	24.2	22.3	92
Ethics Indicator	58.7	58.6	100

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PERSONAL STYLE PREFERENCES			
Worship which is:			
Emotionally uplifting	25.4	26.2	97
Both	46.3	45.2	102
Intellectually challenging	16.5	12.8	129
No Preference Indicated	11.8	15.8	75
Traditional/Formal	43.0	21.3	202
Both	25.4	28.3	90
Contemporary/Informal	16.8	30.1	56
No Preference Indicated	14.8	20.2	73
Music which is:			
Traditional	41.3	30.2	137
Both	35.5	34.9	102
Contemporary	12.4	18.4	67
No Preference Indicated	10.8	16.5	65
Performed by Others	19.4	18.9	103
Both	38.6	36.3	106
Participatory	27.8	24.7	113
No Preference Indicated	14.2	20.1	71
Involvement and Mission Emphasis which is:			
Community Focused	29.4	25.2	117
Both	41.2	41.4	100
Personal Spiritual Development	15.2	14.4	106
No Preference Indicated	14.2	19.0	75
Global Mission	6.8	6.7	101
Both	30.0	33.0	91
Local Mission	46.5	36.9	126
No Preference Indicated	16.7	23.3	72
Church Architecture which is:			
Traditional	45.1	29.8	151
Both	34.0	35.8	95
Contemporary	10.5	16.7	63
No Preference Indicated	10.5	17.8	59
Somber/Serious	17.9	10.1	177
Both	38.8	30.5	127
Light and Airy	28.8	38.8	74
No Preference Indicated	14.5	20.7	70

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CONCERNS			
Basics			
Day to Day Financial Worries	32.1	33.9	95
Personal Health	37.3	37.3	100
Health Insurance	33.8	35.5	95
Affordable Housing	10.8	12.0	90
Employment Opportunities	18.0	17.1	105
Child Care	3.7	6.0	62
Adequate Food	2.8	7.5	37
Basics Index			93
Family			
Abusive Relationships	8.9	10.5	85
Teen/Child Problems	14.8	18.7	79
Divorce	4.3	3.4	126
Alcohol/Drug Abuse	22.4	20.8	108
Aging Parent Care	14.4	13.6	106
Family Index			97
Community			
Neighborhood Gangs	18.3	15.6	117
Racial/Ethnic Prejudice	23.0	15.7	146
Neighborhood Crime & Safety	34.4	34.6	99
Problems in Schools	17.6	17.0	104
Social Injustice	16.5	13.0	127
Good Schools	22.9	23.1	99
Community Index			112
Hopes and Dreams			
Fulfilling Marriage	16.0	17.5	91
Parenting Skills	9.3	13.3	70
Educational Objectives	10.7	7.4	145
Long-term Financial Security	55.3	50.9	109
Retirement Opportunities	18.8	17.6	107
Better Quality Healthcare	23.9	22.3	107
Satisfying/Job Career	15.2	18.0	84
Time for Recreation/Leisure	26.1	23.9	109
Hopes and Dreams Index			103
Spiritual and Personal Development			
Stress	24.0	27.6	87
Companionship	14.0	14.7	95
Spiritual Teaching	8.2	11.0	75
Life Direction	11.3	10.2	111
Good Church	12.9	13.7	94
Spiritual and Personal Index			91

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PROGRAMS			
Social Services			
Food/Clothing Resources	15.6	10.1	154
Day Care Services	7.8	6.7	116
Personal/Family Counseling	25.1	26.4	95
Church Sponsored Day School	5.2	6.1	85
Care for Terminally Ill	16.7	15.6	107
Social Services Index			108
Spiritual Development			
Bible Study/Prayer Groups	36.6	42.0	87
Spiritual Retreats	11.6	11.3	103
Adult Theo. Discussion Groups	32.3	23.9	135
Spiritual Development Index			104
Personal Development			
Parent Training Programs	8.1	9.1	89
Twelve Step Programs	3.6	3.7	97
Marriage Enrichment	11.2	12.3	91
Divorce Recovery	1.5	2.0	75
Personal Development Index			90
Social/Recreation			
Family Activities	27.6	33.5	82
Sports or Camping	3.7	6.2	60
Youth Social Programs	34.9	36.1	97
Cultural Programs (music, drama)	19.5	16.8	116
Active Retirement Programs	25.2	24.8	102
Social/Recreation Index			94

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GEOGRAPHIES			
Northeast Region	10.6	5.4	196
Connecticut	2.6	1.4	186
Maine	1.1	0.5	220
Massachusetts	4.5	2.4	188
New Hampshire	0.9	0.4	225
Rhode Island	1.0	0.5	200
Vermont	0.5	0.2	250
Mid-Atlantic	18.9	15.9	119
Delaware	0.2	0.3	67
New Jersey	6.6	3.1	213
New York	8.3	8.0	104
Pennsylvania	3.8	4.5	84
South Atlantic	21.0	17.6	119
Washington DC	1.2	0.2	600
Florida	5.6	5.5	102
Georgia	2.7	2.5	108
Maryland	3.2	2.0	160
North Carolina	2.5	2.7	93
South Carolina	1.8	1.4	129
Virginia	3.7	2.6	142
West Virginia	0.3	0.7	43
East North Central	12.6	17.3	73
Illinois	3.5	5.1	69
Indiana	0.7	2.2	32
Michigan	4.9	3.7	132
Ohio	2.8	4.3	65
Wisconsin	0.7	2.0	35
East South Central	5.8	6.0	97
Alabama	2.3	1.8	128
Kentucky	1.3	1.4	93
Mississippi	0.8	0.9	89
Tennessee	1.4	1.9	74
West North Central	3.1	7.8	40
Kansas	0.4	1.0	40
Iowa	0.7	1.4	50
Minnesota	0.8	1.9	42
Missouri	0.7	2.1	33
Nebraska	0.1	0.7	14
North Dakota	0.0	0.3	0

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South Dakota	0.4	0.4	100
West South Central	10.1	9.9	102
Arkansas	0.6	1.0	60
Louisiana	0.9	1.5	60
Oklahoma	1.7	1.4	121
Texas	6.9	6.0	115
Mountain	5.5	5.5	100
Arizona	0.8	1.4	57
Colorado	2.3	1.5	153
Idaho	0.2	0.4	50
Montana	0.2	0.3	67
Nevada	0.6	0.5	120
New Mexico	0.6	0.6	100
Utah	0.6	0.6	100
Wyoming	0.2	0.2	100
Pacific	12.7	14.5	88
Alaska	0.0	0.0	0
California	9.9	11.4	87
Hawaii	0.0	0.0	0
Oregon	1.3	1.1	118
Washington	1.5	2.0	75