

The Floating

	All Seekers	Nat. Ave.	Revised: v2.1 Stable
Total Respondents	854	18,546	558
Margin of Error for Profile	3.00%	0.64%	3.71%

DEMOGRAPHICS

Race

Anglo (Non-Hisp)	91.4	89.1	93
African-Am. (NH)	4.0	6.8	4
Asian/PI (NH)	0.9	0.7	1
Native (NH)	0.2	0.4	0
Other (NH)	1.1	0.6	1
Hispanic/Latino	2.3	2.4	2

Generations

Survivors (13 to 33)	22.9	17.6	21
Boomers (34 to 51)	47.3	39.7	48
Silents (52 to 69)	20.2	26.7	21
Builders (70 and up)	9.6	15.9	11

Average Age

45.7	50.1	47
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Median Age

42.0	47.0	44
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Household Structure

No Kids, Unmarried Female	20.8	21.4	20
No Kids, Unmarried Male	18.8	12.8	20
No Kids, Married Couple	21.9	25.9	23
Kids, Unmarried Female	8.6	8.1	8
Kids, Unmarried Male	1.1	0.8	1
Kids, Married Couple	28.9	31.0	29

Martial Status

Now Married	50.8	56.9	51
Never Married	22.7	16.5	22
Divorced, Widowed or	26.5	26.6	27

Highest Education within Household

Grade School	0.5	1.3	1
Some High School	4.6	4.9	5
Graduated High School	23.4	23.3	24
Some College - no degree	31.3	28.1	32
College Grad (2 yr)	8.4	7.2	9
College Grad (4 yr)	18.2	19.4	16
Post Graduate Degree	13.6	15.8	14

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Household Income (Census Groups)			
Under \$7,500	4.7	6.7	6
\$7,500 to \$14,999	14.1	16.1	16
\$15,000 to \$24,999	20.6	17.8	19
\$25,000 to \$34,999	15.0	14.9	14
\$35,000 to \$49,999	19.5	17.0	20
\$50,000 to \$74,999	16.1	16.4	15
\$75,000 to \$99,999	5.1	6.3	5
\$100,000 to \$149,999	3.7	3.5	4
\$150,000 or more	1.1	1.2	1
Average Household Income	\$39,628	\$39,252	39,282
Median Household Income	\$31,250	\$31,250	31,250
Employment Status - Head of Household			
Full-Time	64.5	58.5	62
Part-Time	10.7	12.8	11
Retired	16.8	21.3	19
Not Employed	8.0	7.4	9
Occupation - Head of Household			
Managerial, Professional	33.3	31.1	32
Technical, Sales, Admin Support	18.7	15.8	18
Service	8.1	7.3	7
Farming, Forestry, Fishing	0.8	0.9	1
Craftsman, Repairman	3.9	4.3	4
Operator, Laborer	6.3	5.3	6
Retired, Student, Armed Forces	29.0	35.2	33
Below the Poverty Level			
No	85.2	82.2	83
Yes	14.8	17.8	17
Lifestage			
Roommates (same sex)	3.8	2.3	4
Young Singles (under 35)	8.5	5.0	7
Middle Singles (35 to 65)	16.2	13.1	17
Older Singles (over 65)	7.0	10.4	8
Young Couple (under 35 - no child)	9.8	7.1	9
Working Older Couple (45+ no child)	7.5	11.1	8
Retired Older Couple (45+ no child)	8.6	11.1	9
Young Parent (under 45, child<6)	13.0	12.1	13
Middle Parent (under 45, child>6)	13.8	12.6	14
Older Parent (over 45, child @ home)	11.8	15.3	12

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FAITH INVOLVEMENT AND PARTICIPATION

Faith Involvement - Now

Not Involved	79.8	37.8	76
Somewhat Involved	12.7	30.1	13
Strongly Involved	7.5	32.0	11

Faith Involvement 10 Years Ago

Not Involved	57.8	30.6	81
Somewhat Involved	29.1	34.2	13
Strongly Involved	13.2	35.2	6

Change In Faith Involvement

Decreased	33.7	29.2	0
Same	57.1	48.4	86
Increased	9.2	22.4	14

Level of Active Participation Now

Not Active	90.7	47.4	88
Somewhat Active	5.7	25.2	7
Very Active	3.6	27.4	5

Level of Participation: 10 Years

Not Active	69.0	38.2	88
Somewhat Active	20.5	30.0	7
Very Active	10.5	31.8	5

Change in Participation

Decreased	33.7	29.9	6
Same	61.5	49.2	87
Increased	4.8	20.8	7

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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	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	100.0	5.6	100

Religious Preference: 10 Years Ago

No Pref/Not Inter	3.8	8.5	45
Adventist	0.2	0.7	29
Baptist	6.4	15.6	41
Buddhist/Hindu/Shint	0.2	0.3	67
Catholic	11.1	25.4	44
Congregational	0.9	2.5	36
Episcopal	1.5	3.1	48
Holiness	0.1	0.8	13
Islamic	0.1	0.1	100
Jehovah's Witness	0.5	0.9	56
Judaism	0.3	4.0	8
Lutheran	3.1	7.8	40
Methodist	6.1	10.9	56
Mormon	0.9	1.8	50
New Age	0.5	0.3	167
Non-Denom/Independen	2.3	5.4	43
Orthodox	0.3	0.4	75
Pentecostal	0.9	2.0	45
Presb/Reform	4.3	4.8	90
Unitarian/Universali	1.0	0.7	143
No Pref/Inter	55.6	4.1	1,356

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Preference Now - Four Preference Groups			
Catholic or Orthodox	0.0	23.1	0
No Preference	100.0	16.6	100
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	11.4	25.8	5
No Preference	59.4	12.6	79
Historic Protestant	25.8	53.5	15
Other Non-Historic C	3.5	8.0	2
DENOMINATIONAL MEMBERSHIP			
Denominational Membership: Now			
Episcopal	0.8	2.9	1
ELCA	1.1	4.9	1
Roman Catholic	5.3	23.8	5
PC(USA)	2.4	4.3	2
United Methodist	2.4	9.0	2
Southern Baptist	1.1	7.6	1
None of the Above	86.8	47.6	88
Denominational Membership: 10 Years Ago			
Episcopal	2.4	3.5	2
ELCA	2.4	5.6	1
Roman Catholic	14.0	27.0	8
PC(USA)	5.4	5.5	5
United Methodist	6.5	10.6	4
Southern Baptist	3.8	8.7	2
None of the Above	65.4	39.0	79

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INFORMATION PREFERENCES

Local Newspaper

Primary Source	29.5	28.7	30
Secondary Source	28.0	30.4	27
Third Source	18.4	20.2	18
Fourth Source	1.4	1.9	1
Fifth Source	0.5	0.8	0
Not Chosen	22.3	18.0	23

Radio

Primary Source	11.9	13.9	11
Secondary Source	23.3	24.3	23
Third Source	29.7	33.6	28
Fourth Source	2.5	2.8	2
Fifth Source	1.6	2.5	1
Not Chosen	30.9	23.0	34

Magazine

Primary Source	2.2	1.0	3
Secondary Source	7.2	6.9	8
Third Source	17.9	16.4	18
Fourth Source	7.0	7.5	7
Fifth Source	4.8	6.7	4
Not Chosen	61.0	61.5	61

National Newspaper

Primary Source	2.9	3.1	3
Secondary Source	4.0	4.6	4
Third Source	8.6	9.3	8
Fourth Source	4.7	8.3	3
Fifth Source	7.7	9.6	7
Not Chosen	72.1	65.1	76

Television

Primary Source	43.5	50.4	41
Secondary Source	26.4	27.9	26
Third Source	11.6	11.0	12
Fourth Source	0.9	1.1	1
Fifth Source	0.7	0.6	1
Not Chosen	16.7	9.0	20

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	15.9	13.5	17
Fair	39.0	41.7	37
Good	45.2	44.9	46

Put Ad in Local Newspaper

Poor	21.1	18.5	22
Fair	42.9	46.3	41
Good	35.9	35.2	37

Door to Door

Poor	75.0	74.4	75
Fair	18.1	17.8	18
Good	6.9	7.8	6

Call and discuss on the phone

Poor	77.6	75.8	79
Fair	18.2	18.4	18
Good	4.2	5.9	3

Call and offer to visit

Poor	62.8	60.3	65
Fair	26.9	27.8	26
Good	10.3	11.9	9

Call and offer to send information by mail

Poor	43.8	40.6	46
Fair	36.5	34.8	37
Good	19.7	24.7	17

Local radio announcements

Poor	15.1	14.5	15
Fair	46.5	47.7	46
Good	38.4	37.9	39

Local cable channels

Poor	23.4	19.5	25
Fair	43.2	47.4	41
Good	33.4	33.1	34

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	76.6	76.6	77
Agree	23.4	23.4	23
It is our moral obligation to stop social injustice			
Disagree	18.3	19.7	18
Agree	81.7	80.3	82
If an action is legal, it is morally right			
Disagree	82.0	77.9	84
Agree	18.0	22.1	16
There is a lack of moral values in the US today.			
Disagree	12.1	8.2	14.50
Agree	87.9	91.8	85.50
Social problems today are the result of the loss of morals			
Disagree	13.0	11.2	14.20
Agree	87.0	88.8	85.80

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PERSONAL STYLE PREFERENCES

Worship which is:

Emotionally uplifting	23.4	28.6	21
Both	43.5	45.9	43
Intellectually challenging	16.3	17.0	16
No Preference Indicated	16.8	8.6	20.10

Traditional/Formal	11.8	15.6	10.20
Both	27.7	27.5	29
Contemporary/Informal	41.1	44.8	39
No Preference Indicated	19.4	12.0	22

Music which is:

Traditional	21.6	25.0	20
Both	35.9	35.2	37
Contemporary	25.7	30.6	23
No Preference Indicated	16.7	9.2	20

Performed by Others	24.0	23.4	24.70
Both	33.6	36.6	33
Participatory	24.9	30.5	22
No Preference Indicated	17.4	9.5	21

Involvement and Mission Emphasis which is:

Community Focused	26.7	29.7	26
Both	39.5	43.2	38
Personal Spiritual Development	15.7	17.5	15
No Preference Indicated	18.1	9.6	22

Global Mission	4.0	4.4	4.00
Both	29.1	29.6	29
Local Mission	46.1	52.9	43
No Preference Indicated	20.8	13.1	24

Church Architecture which is:

Traditional	25.0	29.3	23
Both	38.0	39.6	38
Contemporary	19.1	20.1	18
No Preference Indicated	18.0	11.0	21

Somber/Serious	7.4	8.7	7
Both	28.7	30.9	28
Light and Airy	46.0	51.6	44
No Preference Indicated	17.9	8.9	21

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CONCERNS			
Basics			
Day to Day Financial Worries	39.5	39.9	39
Personal Health	38.2	39.0	37
Health Insurance	29.7	25.7	32
Affordable Housing	14.4	16.1	13.40
Employment Opportunities	20.4	19.0	21.60
Child Care	7.0	8.0	6.5
Adequate Food	6.2	5.3	6
Basics Index		153.0	156
Family			
Abusive Relationships	11.8	12.6	11
Teen/Child Problems	17.9	21.0	16
Divorce	2.2	2.6	2
Alcohol/Drug Abuse	21.4	20.6	22
Aging Parent Care	9.7	8.7	10
Family Index		65.5	61
Community			
Neighborhood Gangs	13.3	13.4	13
Racial/Ethnic Prjudice	16.4	14.8	17
Neighborhood Crime & Safety	34.7	29.0	38
Problems in Schools	15.1	15.7	15
Social Injustice	14.2	12.6	15
Good Schools	22.4	21.1	23
Community Index		106.6	122
Hopes and Dreams			
Fulfilling Marriage	15.8	20.0	14
Parenting Skills	15.0	16.3	15
Educational Objectives	9.5	8.8	10
Long-term Financial Security	54.7	53.8	55
Retirement Opportunities	14.5	14.8	15
Better Quality Healthcare	22.4	19.9	23
Satisfying/Job Career	25.3	28.7	24
Time for Recreation/Leisure	25.3	25.1	26
Hopes and Dreams Index		187.4	180
Spiritual and Personal Development			
Stress	28.2	33.0	26
Companionship	18.5	17.1	19
Spiritual Teaching	5.5	4.6	6
Life Direction	15.4	20.7	13
Good Church	4.4	5.3	4
Spiritual and Personal Index		80.7	68

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PROGRAMS			
Social Services			
Food/Clothing Resources	12.6	11.9	13
Day Care Services	9.7	9.1	10
Personal/Family Counseling	29.0	28.9	29
Church Sponsored Day School	5.1	5.7	4.60
Care for Terminally Ill	17.4	12.4	20.20
Social Services Index		68.0	76.9
Spiritual Development			
Bible Study/Prayer Groups	23.6	27.2	22
Spiritual Retreats	10.2	10.6	10
Adult Theo. Discussion Groups	22.0	23.1	22
Spiritual Development Index			53
Personal Development			
Parent Training Programs	11.2	7.0	13
Twelve Step Programs	7.5	5.9	8
Marriage Enrichment	11.8	13.4	11
Divorce Recovery	3.4	2.7	4
Personal Development Index		29.0	37
Social/Recreation			
Family Activities	33.6	33.8	34
Sports or Camping	9.7	10.6	9
Youth Social Programs	39.1	42.3	38
Cultural Programs (music, drama)	18.0	18.2	18
Active Retirement Programs	22.0	20.2	23
Social/Recreation Index		125.1	121.4