

**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	

**DEMOGRAPHICS****Race**

Anglo (Non-Hisp)	92.2	89.1	103
African-Am. (NH)	2.2	6.8	32
Asian/PI (NH)	2.3	0.7	329
Native (NH)	0.5	0.4	125
Other (NH)	0.5	0.6	83
Hispanic/Latino	2.3	2.4	96

**Generations**

Survivors (13 to 33)	17.5	17.6	99
Boomers (34 to 51)	45.1	39.7	114
Silents (52 to 69)	24.5	26.7	92
Builders (70 and up)	12.9	15.9	81

**Average Age**

48.4 50.1 97

**Median Age**

45.1 47.0 96

**Household Structure**

No Kids, Unmarried Female	21.8	21.4	102
No Kids, Unmarried Male	24.4	12.8	191
No Kids, Married Couple	25.6	25.9	99
Kids, Unmarried Female	6.6	8.1	81
Kids, Unmarried Male	1.1	0.8	138
Kids, Married Couple	20.7	31.0	67

**Marital Status**

Now Married	46.3	56.9	81
Never Married	26.6	16.5	161
Divorced, Widowed or	27.1	26.6	102

**Highest Education within Household**

Grade School	0.7	1.3	54
Some High School	4.4	4.9	90
Graduated High School	21.8	23.3	94
Some College - no degree	28.3	28.1	101
College Grad (2 yr)	6.7	7.2	93
College Grad (4 yr)	21.9	19.4	113
Post Graduate Degree	16.2	15.8	103

**Indifferent**

	<b>Analysis Group</b>	<b>Nat. Ave.</b>	<b>Revised: v2 Index</b>
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	
<b>Household Income (Census Groups)</b>			
Under \$7,500	7.0	6.7	104
\$7,500 to \$14,999	13.4	16.1	83
\$15,000 to \$24,999	16.3	17.8	92
\$25,000 to \$34,999	14.5	14.9	97
\$35,000 to \$49,999	17.8	17.0	105
\$50,000 to \$74,999	17.1	16.4	104
\$75,000 to \$99,999	6.9	6.3	110
\$100,000 to \$149,999	5.1	3.5	146
\$150,000 or more	1.9	1.2	158
<b>Average Household Income</b>	\$42,780	\$39,252	109
<b>Median Household Income</b>	\$33,750	\$31,250	108
<b>Employment Status - Head of Household</b>			
Full-Time	63.8	58.5	109
Part-Time	9.9	12.8	77
Retired	18.9	21.3	89
Not Employed	7.5	7.4	101
<b>Occupation - Head of Household</b>			
Managerial, Professional	33.0	31.1	106
Technical, Sales, Admin Support	15.3	15.8	97
Service	7.5	7.3	103
Farming, Forestry, Fishing	0.8	0.9	89
Craftsman, Repairman	4.5	4.3	105
Operator, Laborer	5.7	5.3	108
Retired, Student, Armed Forces	33.3	35.2	95
<b>Below the Poverty Level</b>			
No	84.1	82.2	102
Yes	15.9	17.8	89
<b>Lifestage</b>			
Roommates (same sex)	3.8	2.3	165
Young Singles (under 35)	7.1	5.0	142
Middle Singles (35 to 65)	21.7	13.1	166
Older Singles (over 65)	8.4	10.4	81
Young Couple (under 35 - no child)	9.1	7.1	128
Working Older Couple (45+ no child)	11.6	11.1	105
Retired Older Couple (45+ no child)	10.0	11.1	90
Young Parent (under 45, child<6)	8.1	12.1	67
Middle Parent (under 45, child>6)	11.0	12.6	87
Older Parent (over 45, child @ home)	9.3	15.3	61

**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	

**FAITH INVOLVEMENT AND PARTICIPATION****Faith Involvement - Now**

Not Involved	93.6	37.8	248
Somewhat Involved	2.9	30.1	10
Strongly Involved	3.5	32.0	11

**Faith Involvement 10 Years Ago**

Not Involved	92.7	30.6	303
Somewhat Involved	3.4	34.2	10
Strongly Involved	3.8	35.2	11

**Change In Faith Involvement**

Decreased	3.8	29.2	13
Same	93.1	48.4	192
Increased	3.0	22.4	13

**Level of Active Participation Now**

Not Active	96.4	47.4	203
Somewhat Active	1.6	25.2	6
Very Active	2.0	27.4	7

**Level of Participation: 10 Years**

Not Active	94.7	38.2	248
Somewhat Active	2.5	30.0	8
Very Active	2.8	31.8	9

**Change in Participation**

Decreased	3.8	29.9	13
Same	94.0	49.2	191
Increased	2.1	20.8	10

**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	

**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	100.0	8.5	1,176
Adventist	0.0	0.7	0
Baptist	0.0	15.6	0
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	0.0	25.4	0
Congregational	0.0	2.5	0
Episcopal	0.0	3.1	0
Holiness	0.0	0.8	0
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	4.0	0
Lutheran	0.0	7.8	0
Methodist	0.0	10.9	0
Mormon	0.0	1.8	0
New Age	0.0	0.3	0
Non-Denom/Independen	0.0	5.4	0
Orthodox	0.0	0.4	0
Pentecostal	0.0	2.0	0
Presbyterian/Reforme	0.0	4.8	0
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	0.0	4.1	0

**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	
<b>Preference Now - Four Preference Groups</b>			
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
<b>Preference 10 Years Ago - Four Preference Groups</b>			
Catholic or Orthodox	0.0	25.8	0
No Preference	100.0	12.6	794
Historic Protestant	0.0	53.5	0
Other Non-Historic C	0.0	8.0	0
<b>DENOMINATIONAL MEMBERSHIP</b>			
<b>Denominational Membership: Now</b>			
Episcopal	0.2	2.9	7
ELCA	0.6	4.9	12
Roman Catholic	2.7	23.8	11
PC(USA)	1.6	4.3	37
United Methodist	0.7	9.0	8
Southern Baptist	0.3	7.6	4
None of the Above	94.1	47.6	198
<b>Denominational Membership: 10 Years Ago</b>			
Episcopal	0.6	3.5	17
ELCA	0.7	5.6	13
Roman Catholic	3.6	27.0	13
PC(USA)	2.2	5.5	40
United Methodist	1.6	10.6	15
Southern Baptist	0.5	8.7	6
None of the Above	90.9	39.0	233

**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	

**INFORMATION PREFERENCES****Local Newspaper**

Primary Source	25.1	32.6	77
Secondary Source	19.7	29.3	67
Third Source	11.9	17.9	66
Fourth Source	1.3	1.1	118
Fifth Source	0.2	0.4	50
Not Chosen	41.8	18.7	224

**Radio**

Primary Source	9.1	12.2	75
Secondary Source	16.4	21.4	77
Third Source	20.8	30.4	68
Fourth Source	2.2	2.6	85
Fifth Source	0.5	0.9	56
Not Chosen	50.9	32.5	157

**Magazine**

Primary Source	2.1	2.1	100
Secondary Source	7.0	6.3	111
Third Source	15.3	18.5	83
Fourth Source	3.5	5.2	67
Fifth Source	3.0	4.4	68
Not Chosen	69.0	63.5	109

**National Newspaper**

Primary Source	3.8	3.7	103
Secondary Source	3.6	5.1	71
Third Source	6.1	8.3	73
Fourth Source	2.0	3.7	54
Fifth Source	4.5	6.1	74
Not Chosen	79.9	73.2	109

**Television**

Primary Source	28.9	42.8	68
Secondary Source	20.6	29.0	71
Third Source	11.4	12.5	91
Fourth Source	0.5	0.8	63
Fifth Source	0.5	0.4	125
Not Chosen	38.1	14.4	265

**Indifferent**

	<b>Analysis Group</b>	<b>Nat. Ave.</b>	<b>Revised: v2 Index</b>
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	

**COMMUNICATE NEW SERVICES****Send Information by Mail**

Poor	24.1	13.3	181
Fair	36.2	33.0	110
Good	39.6	53.7	74

**Put Ad in Local Newspaper**

Poor	25.7	21.5	120
Fair	44.6	44.8	100
Good	29.7	33.7	88

**Door to Door**

Poor	79.6	64.7	123
Fair	15.3	21.7	71
Good	5.1	13.6	38

**Call and discuss on the phone**

Poor	80.7	61.2	132
Fair	15.5	27.1	57
Good	3.8	11.7	32

**Call and offer to visit**

Poor	74.3	50.3	148
Fair	18.4	29.9	62
Good	7.3	19.8	37

**Call and offer to send information by mail**

Poor	57.0	34.3	166
Fair	27.2	36.4	75
Good	15.8	29.3	54

**Local radio announcements**

Poor	21.6	19.4	111
Fair	46.6	44.4	105
Good	31.8	36.2	88

**Local cable channels**

Poor	30.3	30.4	100
Fair	41.5	39.0	106
Good	28.2	30.6	92

**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	
<b>ETHICAL VIEWPOINTS</b>			
<b>An action is moral if no one gets hurt</b>			
Disagree	68.2	79.5	86
Agree	31.8	20.5	155
<b>It is our moral obligation to stop social injustice</b>			
Disagree	19.0	15.8	120
Agree	81.0	84.2	96
<b>If an action is legal, it is morally right</b>			
Disagree	81.1	80.2	101
Agree	18.9	19.8	95
<b>Moral Values Indicator</b>	69.7	56.1	80
<b>There is a lack of moral values in the US today.</b>			
Disagree	20.5	11.8	174
Agree	79.5	88.2	90
<b>Social problems today are the result of the loss of morals</b>			
Disagree	19.9	10.5	190
Agree	80.1	89.5	89
<b>Social Values Indicator</b>	40.4	22.3	55
<b>Ethics Indicator</b>	91.2	58.6	64



**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	

**PERSONAL STYLE PREFERENCES****Worship which is:**

Emotionally uplifting	10.9	26.2	42
Both	26.3	45.2	58
Intellectually challenging	18.0	12.8	141
No Preference Indicated	44.8	15.8	284

Traditional/Formal	8.6	21.3	40
Both	16.4	28.3	58
Contemporary/Informal	27.7	30.1	92
No Preference Indicated	47.3	20.2	234

**Music which is:**

Traditional	15.5	30.2	51
Both	24.1	34.9	69
Contemporary	18.0	18.4	98
No Preference Indicated	42.4	16.5	257

Performed by Others	22.3	18.9	118
Both	21.0	36.3	58
Participatory	11.2	24.7	45
No Preference Indicated	45.5	20.1	226

**Involvement and Mission Emphasis which is:**

Community Focused	22.5	25.2	89
Both	24.4	41.4	59
Personal Spiritual Development	7.5	14.4	52
No Preference Indicated	45.6	19.0	240

Global Mission	5.7	6.7	85
Both	20.3	33.0	62
Local Mission	25.6	36.9	69
No Preference Indicated	48.4	23.3	208

**Church Architecture which is:**

Traditional	16.7	29.8	56
Both	23.9	35.8	67
Contemporary	14.5	16.7	87
No Preference Indicated	44.9	17.8	252

Somber/Serious	6.9	10.1	68
Both	19.4	30.5	64
Light and Airy	27.8	38.8	72
No Preference Indicated	45.9	20.7	222

**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	

**CONCERNS****Basics**

Day to Day Financial Worries	34.3	33.9	101
Personal Health	39.0	37.3	105
Health Insurance	33.0	35.5	93
Affordable Housing	14.0	12.0	117
Employment Opportunities	22.4	17.1	131
Child Care	4.0	6.0	67
Adequate Food	8.6	7.5	115
Basics Index			104

**Family**

Abusive Relationships	9.2	10.5	88
Teen/Child Problems	14.9	18.7	80
Divorce	2.8	3.4	82
Alcohol/Drug Abuse	18.6	20.8	89
Aging Parent Care	14.7	13.6	108
Family Index			90

**Community**

Neighborhood Gangs	16.3	15.6	104
Racial/Ethnic Prjudice	18.3	15.7	117
Neighborhood Crime & Safety	35.3	34.6	102
Problems in Schools	14.2	17.0	84
Social Injustice	18.7	13.0	144
Good Schools	19.4	23.1	84
Community Index			103

**Hopes and Dreams**

Fufilling Marriage	11.9	17.5	68
Parenting Skills	9.2	13.3	69
Educational Objectives	8.1	7.4	109
Long-term Financial Security	58.0	50.9	114
Retirement Opportunities	18.9	17.6	107
Better Quality Healthcare	21.5	22.3	96
Satisfying/Job Career	23.0	18.0	128
Time for Recreation/Leisure	30.7	23.9	128
Hopes and Dreams Index			106

**Spiritual and Personal Development**

Stress	28.9	27.6	105
Companionship	18.3	14.7	124
Spiritual Teaching	1.6	11.0	15
Life Direction	10.9	10.2	107
Good Church	1.2	13.7	9
Spiritual and Personal Index			79

**Indifferent**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	1,152	18,546	6.21%
Margin of Error for Profile	2.58%	0.64%	

**PROGRAMS****Social Services**

Food/Clothing Resources	18.3	10.1	181
Day Care Services	10.8	6.7	161
Personal/Family Counseling	23.7	26.4	90
Church Sponsored Day School	4.7	6.1	77
Care for Terminally Ill	25.3	15.6	162
Social Services Index			128

**Spiritual Development**

Bible Study/Prayer Groups	11.8	42.0	28
Spiritual Retreats	5.9	11.3	52
Adult Theo. Discussion Groups	13.1	23.9	55
Spiritual Development Index			40

**Personal Development**

Parent Training Programs	9.5	9.1	104
Twelve Step Programs	3.8	3.7	103
Marriage Enrichment	9.3	12.3	76
Divorce Recovery	1.6	2.0	80
Personal Development Index			89

**Social/Recreation**

Family Activities	34.3	33.5	102
Sports or Camping	20.1	6.2	324
Youth Social Programs	32.9	36.1	91
Cultural Programs (music, drama)	28.8	16.8	171
Active Retirement Programs	28.8	24.8	116
Social/Recreation Index			123