

## Interested But No Preference

	Analysis Group	Nat. Ave.	Index
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	
<b>DEMOGRAPHICS</b>			
<b>Race</b>			
Anglo (Non-Hisp)	91.4	89.1	103
African-Am. (NH)	4.1	6.8	60
Asian/PI (NH)	1.0	0.7	143
Native (NH)	0.2	0.4	50
Other (NH)	1.0	0.6	167
Hispanic/Latino	2.2	2.4	92
<b>Generations</b>			
Survivors (1961-1981)	23.2	17.6	132
Boomers (1943-1960)	45.8	39.7	115
Silents (1925-1942)	20.6	26.7	77
Builders (1900-1924)	10.4	15.9	65
<b>Average Age</b>	45.9	50.1	92
<b>Median Age</b>	42.0	47.0	89
<b>Household Structure</b>			
No Kids, Unmarried Female	21.9	21.4	102
No Kids, Unmarried Male	18.1	12.8	141
No Kids, Married Couple	21.6	25.9	83
Kids, Unmarried Female	9.0	8.1	111
Kids, Unmarried Male	1.0	0.8	125
Kids, Married Couple	28.3	31.0	91
<b>Marital Status</b>			
Now Married	49.9	56.9	88
Never Married	22.3	16.5	135
Divorced, Widowed or	27.8	26.6	105
<b>Highest Education within Household</b>			
Grade School	0.7	1.3	54
Some High School	5.2	4.9	106
Graduated High School	24.1	23.3	103
Some College - no degree	31.2	28.1	111
College Grad (2 yr)	8.5	7.2	118
College Grad (4 yr)	17.6	19.4	91
Post Graduate Degree	12.7	15.8	80

## Interested But No Preference

	Analysis Group	Nat. Ave.	Index
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	
<b>Household Income (Census Groups)</b>			
Under \$7,500	5.5	6.7	82
\$7,500 to \$14,999	15.6	16.1	97
\$15,000 to \$24,999	20.3	17.8	114
\$25,000 to \$34,999	14.7	14.9	99
\$35,000 to \$49,999	19.1	17.0	112
\$50,000 to \$74,999	15.7	16.4	96
\$75,000 to \$99,999	4.7	6.3	75
\$100,000 to \$149,999	3.4	3.5	97
\$150,000 or more	1.0	1.2	83
<b>Average Household Income</b>	\$38,419	\$39,252	98
<b>Median Household Income</b>	\$31,250	\$31,250	100
<b>Employment Status - Head of Household</b>			
Full-Time	63.3	58.5	108
Part-Time	11.2	12.8	88
Retired	17.0	21.3	80
Not Employed	8.5	7.4	115
<b>Occupation - Head of Household</b>			
Managerial, Professional	31.5	31.1	101
Technical, Sales, Admin Support	19.0	15.8	120
Service	8.1	7.3	111
Farming, Forestry, Fishing	0.8	0.9	89
Craftsman, Repairman	3.8	4.3	88
Operator, Laborer	6.4	5.3	121
Retired, Student, Armed Forces	30.4	35.2	86
<b>Below the Poverty Level</b>			
No	83.6	82.2	102
Yes	16.4	17.8	92
<b>Lifestage</b>			
Roommates (same sex)	3.9	2.3	170
Young Singles (under 35)	8.0	5.0	160
Middle Singles (35 to 65)	16.3	13.1	124
Older Singles (over 65)	7.7	10.4	74
Young Couple (under 35 - no child)	9.7	7.1	137
Working Older Couple (45+ no child)	7.6	11.1	68
Retired Older Couple (45+ no child)	8.5	11.1	77
Young Parent (under 45, child<6)	13.4	12.1	111
Middle Parent (under 45, child>6)	13.3	12.6	106
Older Parent (over 45, child @ home)	11.7	15.3	76

**Interested But No Preference**

	<b>Analysis Group</b>	<b>Nat. Ave.</b>	<b>Index</b>
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	

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

Not Involved	79.1	37.8	209
Somewhat Involved	13.5	30.1	45
Strongly Involved	7.4	32.0	23

**Faith Involvement 10 Years Ago**

Not Involved	57.4	30.6	188
Somewhat Involved	29.7	34.2	87
Strongly Involved	12.8	35.2	36

**Change In Faith Involvement**

Decreased	33.1	29.2	113
Same	55.9	48.4	115
Increased	11.1	22.4	50

**Level of Active Participation Now**

Not Active	90.1	47.4	190
Somewhat Active	6.3	25.2	25
Very Active	3.6	27.4	13

**Level of Participation: 10 Years**

Not Active	68.7	38.2	180
Somewhat Active	21.0	30.0	70
Very Active	10.3	31.8	32

**Change in Participation**

Decreased	33.0	29.9	110
Same	60.1	49.2	122
Increased	6.9	20.8	33

**Interested But No Preference**

	<b>Analysis Group</b>	<b>Nat. Ave.</b>	<b>Index</b>
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	

**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	1,786

**Religious Preference: 10 Years Ago**

No Preference/Not In	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
Presbyterian/Reforme	4.3	4.8	90
Unitarian/Universali	1.0	0.7	143
No Preference/Intere	55.6	4.1	1,356

## Interested But No Preference

	Analysis Group	Nat. Ave.	Index
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	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	11.4	25.8	44
No Preference	59.4	12.6	471
Historic Protestant	25.8	53.5	48
Other Non-Historic C	3.5	8.0	44

## DENOMINATIONAL MEMBERSHIP

### Denominational Membership: Now

Episcopal	0.7	2.9	24
ELCA	1.1	4.9	22
Roman Catholic	5.7	23.8	24
PC(USA)	2.2	4.3	51
United Methodist	2.2	9.0	24
Southern Baptist	1.2	7.6	16
None of the Above	86.9	47.6	183

### Denominational Membership: 10 Years Ago

Episcopal	2.5	3.5	71
ELCA	2.7	5.6	48
Roman Catholic	14.5	27.0	54
PC(USA)	5.7	5.5	104
United Methodist	6.8	10.6	64
Southern Baptist	3.6	8.7	41
None of the Above	64.0	39.0	164

**Interested But No Preference**

	<b>Analysis Group</b>	<b>Nat. Ave.</b>	<b>Index</b>
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	

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

Primary Source	29.4	32.6	90
Secondary Source	29.1	29.3	99
Third Source	17.8	17.9	99
Fourth Source	1.2	1.1	109
Fifth Source	0.4	0.4	100
Not Chosen	22.0	18.7	118

**Radio**

Primary Source	11.6	12.2	95
Secondary Source	22.7	21.4	106
Third Source	30.1	30.4	99
Fourth Source	2.4	2.6	92
Fifth Source	1.7	0.9	189
Not Chosen	31.6	32.5	97

**Magazine**

Primary Source	2.0	2.1	95
Secondary Source	7.5	6.3	119
Third Source	17.9	18.5	97
Fourth Source	6.6	5.2	127
Fifth Source	4.7	4.4	107
Not Chosen	61.3	63.5	97

**National Newspaper**

Primary Source	2.9	3.7	78
Secondary Source	4.0	5.1	78
Third Source	8.9	8.3	107
Fourth Source	4.9	3.7	132
Fifth Source	7.3	6.1	120
Not Chosen	72.0	73.2	98

**Television**

Primary Source	44.0	42.8	103
Secondary Source	26.0	29.0	90
Third Source	11.5	12.5	92
Fourth Source	0.9	0.8	113
Fifth Source	0.7	0.4	175
Not Chosen	16.8	14.4	117

**Interested But No Preference**

	<b>Analysis Group</b>	<b>Nat. Ave.</b>	<b>Index</b>
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	

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

Poor	16.5	13.3	124
Fair	39.0	33.0	118
Good	44.5	53.7	83

**Put Ad in Local Newspaper**

Poor	20.5	21.5	95
Fair	43.7	44.8	98
Good	35.8	33.7	106

**Door to Door**

Poor	75.0	64.7	116
Fair	17.7	21.7	82
Good	7.3	13.6	54

**Call and discuss on the phone**

Poor	76.8	61.2	125
Fair	18.7	27.1	69
Good	4.5	11.7	38

**Call and offer to visit**

Poor	62.6	50.3	124
Fair	26.9	29.9	90
Good	10.5	19.8	53

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

Poor	43.5	34.3	127
Fair	36.1	36.4	99
Good	20.5	29.3	70

**Local radio announcements**

Poor	15.6	19.4	80
Fair	46.6	44.4	105
Good	37.9	36.2	105

**Local cable channels**

Poor	23.8	30.4	78
Fair	43.2	39.0	111
Good	33.0	30.6	108

## Interested But No Preference

	Analysis Group	Nat. Ave.	Index
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	
<b>ETHICAL VIEWPOINTS</b>			
<b>An action is moral if no one gets hurt</b>			
Disagree	76.3	79.5	96
Agree	23.7	20.5	116
<b>It is our moral obligation to stop social injustice</b>			
Disagree	18.1	15.8	115
Agree	81.9	84.2	97
<b>If an action is legal, it is morally right</b>			
Disagree	81.0	80.2	101
Agree	19.0	19.8	96
<b>Moral Values Indicator</b>	60.8	56.1	92
<b>There is a lack of moral values in the US today.</b>			
Disagree	12.1	11.8	103
Agree	87.9	88.2	100
<b>Social problems today are the result of the loss of morals</b>			
Disagree	12.8	10.5	122
Agree	87.2	89.5	97
<b>Social Values Indicator</b>	24.9	22.3	90
<b>Ethics Indicator</b>	66.7	58.6	88



## Interested But No Preference

	Analysis Group	Nat. Ave.	Index
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	

### PERSONAL STYLE PREFERENCES

#### Worship which is:

Emotionally uplifting	23.8	26.2	91
Both	43.3	45.2	96
Intellectually challenging	16.1	12.8	126
No Preference Indicated	16.8	15.8	106

Traditional/Formal	11.7	21.3	55
Both	27.5	28.3	97
Contemporary/Informal	40.5	30.1	135
No Preference Indicated	20.4	20.2	101

#### Music which is:

Traditional	21.8	30.2	72
Both	36.0	34.9	103
Contemporary	25.1	18.4	136
No Preference Indicated	17.1	16.5	104

Performed by Others	23.3	18.9	123
Both	33.9	36.3	93
Participatory	24.2	24.7	98
No Preference Indicated	18.5	20.1	92

#### Involvement and Mission Emphasis which is:

Community Focused	26.6	25.2	106
Both	39.7	41.4	96
Personal Spiritual Development	15.3	14.4	106
No Preference Indicated	18.4	19.0	97

Global Mission	4.6	6.7	69
Both	28.8	33.0	87
Local Mission	44.1	36.9	120
No Preference Indicated	22.5	23.3	97

#### Church Architecture which is:

Traditional	25.2	29.8	85
Both	37.5	35.8	105
Contemporary	18.9	16.7	113
No Preference Indicated	18.4	17.8	103

Somber/Serious	7.5	10.1	74
Both	28.8	30.5	94
Light and Airy	44.9	38.8	116
No Preference Indicated	18.7	20.7	90

## Interested But No Preference

	Analysis Group	Nat. Ave.	Index
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	
<b>CONCERNS</b>			
<b>Basics</b>			
Day to Day Financial Worries	39.7	33.9	117
Personal Health	38.5	37.3	103
Health Insurance	31.1	35.5	88
Affordable Housing	14.4	12.0	120
Employment Opportunities	21.1	17.1	123
Child Care	6.9	6.0	115
Adequate Food	6.8	7.5	91
Basics Index			106
<b>Family</b>			
Abusive Relationships	12.0	10.5	114
Teen/Child Problems	18.3	18.7	98
Divorce	2.2	3.4	65
Alcohol/Drug Abuse	21.6	20.8	104
Aging Parent Care	10.1	13.6	74
Family Index			96
<b>Community</b>			
Neighborhood Gangs	13.4	15.6	86
Racial/Ethnic Prejudice	16.2	15.7	103
Neighborhood Crime & Safety	34.4	34.6	99
Problems in Schools	14.9	17.0	88
Social Injustice	13.6	13.0	105
Good Schools	22.0	23.1	95
Community Index			96
<b>Hopes and Dreams</b>			
Fulfilling Marriage	15.4	17.5	88
Parenting Skills	14.2	13.3	107
Educational Objectives	9.3	7.4	126
Long-term Financial Security	54.0	50.9	106
Retirement Opportunities	14.5	17.6	82
Better Quality Healthcare	23.2	22.3	104
Satisfying/Job Career	24.5	18.0	136
Time for Recreation/Leisure	25.1	23.9	105
Hopes and Dreams Index			105
<b>Spiritual and Personal Development</b>			
Stress	27.8	27.6	101
Companionship	19.2	14.7	131
Spiritual Teaching	5.3	11.0	48
Life Direction	15.0	10.2	147
Good Church	4.5	13.7	33
Spiritual and Personal Index			93

## Interested But No Preference

	Analysis Group	Nat. Ave.	Index
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	
<b>PROGRAMS</b>			
<b>Social Services</b>			
Food/Clothing Resources	13.2	10.1	131
Day Care Services	9.5	6.7	142
Personal/Family Counseling	28.6	26.4	108
Church Sponsored Day School	5.4	6.1	89
Care for Terminally Ill	19.2	15.6	123
Social Services Index			117
<b>Spiritual Development</b>			
Bible Study/Prayer Groups	24.3	42.0	58
Spiritual Retreats	9.9	11.3	88
Adult Theo. Discussion Groups	21.6	23.9	90
Spiritual Development Index			72
<b>Personal Development</b>			
Parent Training Programs	11.1	9.1	122
Twelve Step Programs	7.1	3.7	192
Marriage Enrichment	11.1	12.3	90
Divorce Recovery	3.3	2.0	165
Personal Development Index			120
<b>Social/Recreation</b>			
Family Activities	32.9	33.5	98
Sports or Camping	9.6	6.2	155
Youth Social Programs	38.3	36.1	106
Cultural Programs (music, drama)	18.4	16.8	110
Active Retirement Programs	22.6	24.8	91
Social/Recreation Index			104

## Interested But No Preference

	Analysis Group	Nat. Ave.	Index
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	
<b>GEOGRAPHIES</b>			
<b>Northeast Region</b>	5.7	5.4	106
Connecticut	2.0	1.4	143
Maine	0.4	0.5	80
Massachusetts	1.9	2.4	79
New Hampshire	0.9	0.4	225
Rhode Island	0.2	0.5	40
Vermont	0.3	0.2	150
<b>Mid-Atlantic</b>	12.0	15.9	75
Delaware	0.2	0.3	67
New Jersey	1.8	3.1	58
New York	6.1	8.0	76
Pennsylvania	3.9	4.5	87
<b>South Atlantic</b>	16.5	17.6	94
Washington DC	0.2	0.2	100
Florida	6.1	5.5	111
Georgia	1.5	2.5	60
Maryland	2.2	2.0	110
North Carolina	2.5	2.7	93
South Carolina	0.6	1.4	43
Virginia	2.8	2.6	108
West Virginia	0.6	0.7	86
<b>East North Central</b>	19.1	17.3	110
Illinois	3.6	5.1	71
Indiana	4.3	2.2	195
Michigan	4.0	3.7	108
Ohio	5.3	4.3	123
Wisconsin	1.9	2.0	95
<b>East South Central</b>	4.0	6.0	67
Alabama	1.4	1.8	78
Kentucky	1.1	1.4	79
Mississippi	0.3	0.9	33
Tennessee	1.2	1.9	63
<b>West North Central</b>	6.2	7.8	79
Kansas	1.1	1.0	110
Iowa	1.1	1.4	79
Minnesota	1.2	1.9	63
Missouri	2.0	2.1	95
Nebraska	0.8	0.7	114
North Dakota	0.0	0.3	0

**Interested But No Preference**

	<b>Analysis Group</b>	<b>Nat. Ave.</b>	<b>Index</b>
Total Respondents	945	18,546	5.10%
Margin of Error for Profile	2.85%	0.64%	
South Dakota	0.0	0.4	0
<b>West South Central</b>	<b>8.7</b>	<b>9.9</b>	<b>88</b>
Arkansas	0.9	1.0	90
Louisiana	0.4	1.5	27
Oklahoma	2.1	1.4	150
Texas	5.3	6.0	88
<b>Mountain</b>	<b>6.6</b>	<b>5.5</b>	<b>120</b>
Arizona	1.0	1.4	71
Colorado	1.6	1.5	107
Idaho	0.8	0.4	200
Montana	0.4	0.3	133
Nevada	1.0	0.5	200
New Mexico	0.8	0.6	133
Utah	0.6	0.6	100
Wyoming	0.4	0.2	200
<b>Pacific</b>	<b>21.5</b>	<b>14.5</b>	<b>148</b>
Alaska	0.0	0.0	100
California	16.6	11.4	146
Hawaii	0.0	0.0	100
Oregon	2.0	1.1	182
Washington	2.9	2.0	145