

Loyalists

Revised: v2.1

	Analysis Group	Nat. Ave.	Index
Total Respondents	11,224	18,546	60.52%
Margin of Error for Profile	0.83%	0.64%	

DEMOGRAPHICS**Race**

Anglo (Non-Hisp)	90.0	89.1	101
African-Am. (NH)	6.4	6.8	94
Asian/PI (NH)	0.5	0.7	71
Native (NH)	0.4	0.4	100
Other (NH)	0.5	0.6	83
Hispanic/Latino	2.3	2.4	96

Generations

Survivors (13 to 33)	15.5	17.6	88
Boomers (34 to 51)	39.0	39.7	98
Silents (52 to 69)	28.7	26.7	107
Builders (70 and up)	16.8	15.9	106

Average Age

51.2 50.1 102

Median Age

49.0 47.0 104

Household Structure

No Kids, Unmarried Female	20.7	21.4	97
No Kids, Unmarried Male	11.1	12.8	87
No Kids, Married Couple	27.9	25.9	108
Kids, Unmarried Female	7.2	8.1	89
Kids, Unmarried Male	0.7	0.8	88
Kids, Married Couple	32.3	31.0	104

Marital Status

Now Married	60.2	56.9	106
Never Married	15.2	16.5	92
Divorced, Widowed or	24.6	26.6	92

Highest Education within Household

Grade School	1.1	1.3	85
Some High School	4.3	4.9	88
Graduated High School	23.0	23.3	99
Some College - no degree	27.1	28.1	96
College Grad (2 yr)	7.1	7.2	99
College Grad (4 yr)	20.1	19.4	104
Post Graduate Degree	17.3	15.8	109

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Household Income (Census Groups)			
Under \$7,500	5.7	6.7	85
\$7,500 to \$14,999	15.2	16.1	94
\$15,000 to \$24,999	17.3	17.8	97
\$25,000 to \$34,999	15.1	14.9	101
\$35,000 to \$49,999	17.1	17.0	101
\$50,000 to \$74,999	17.6	16.4	107
\$75,000 to \$99,999	6.8	6.3	108
\$100,000 to \$149,999	3.9	3.5	111
\$150,000 or more	1.4	1.2	117
Average Household Income	\$40,930	\$39,252	104
Median Household Income	\$33,750	\$31,250	108
Employment Status - Head of Household			
Full-Time	57.9	58.5	99
Part-Time	13.0	12.8	102
Retired	22.6	21.3	106
Not Employed	6.5	7.4	88
Occupation - Head of Household			
Managerial, Professional	32.0	31.1	103
Technical, Sales, Admin Support	16.1	15.8	102
Service	6.7	7.3	92
Farming, Forestry, Fishing	1.0	0.9	111
Craftsman, Repairman	4.2	4.3	98
Operator, Laborer	4.9	5.3	92
Retired, Student, Armed Forces	35.2	35.2	100
Below the Poverty Level			
No	84.0	82.2	102
Yes	16.0	17.8	90
Lifestage			
Roommates (same sex)	1.9	2.3	83
Young Singles (under 35)	4.6	5.0	92
Middle Singles (35 to 65)	11.9	13.1	91
Older Singles (over 65)	10.3	10.4	99
Young Couple (under 35 - no child)	6.5	7.1	92
Working Older Couple (45+ no child)	12.0	11.1	108
Retired Older Couple (45+ no child)	12.6	11.1	114
Young Parent (under 45, child<6)	11.2	12.1	93
Middle Parent (under 45, child>6)	11.9	12.6	94
Older Parent (over 45, child @ home)	17.1	15.3	112

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

Not Involved	27.6	37.8	73
Somewhat Involved	34.2	30.1	114
Strongly Involved	38.3	32.0	120

Faith Involvement 10 Years Ago

Not Involved	20.6	30.6	67
Somewhat Involved	36.6	34.2	107
Strongly Involved	42.8	35.2	122

Change In Faith Involvement

Decreased	29.3	29.2	100
Same	51.1	48.4	106
Increased	19.7	22.4	88

Level of Active Participation Now

Not Active	37.8	47.4	80
Somewhat Active	29.2	25.2	116
Very Active	33.0	27.4	120

Level of Participation: 10 Years

Not Active	28.5	38.2	75
Somewhat Active	33.0	30.0	110
Very Active	38.5	31.8	121

Change in Participation

Decreased	30.6	29.9	102
Same	50.6	49.2	103
Increased	18.8	20.8	90

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RELIGIOUS PREFERENCES**Religious Preference: Now**

No Preference/Not In	0.0	11.0	0
Adventist	0.6	0.6	100
Baptist	17.7	14.8	120
Buddhist/Hindu/Shint	0.3	0.4	75
Catholic	30.6	22.7	135
Congregational	2.7	2.3	117
Episcopal	3.4	3.0	113
Holiness	0.9	0.8	113
Islamic	0.1	0.1	100
Jehovah's Witness	1.0	0.9	111
Judaism	5.2	3.7	141
Lutheran	8.9	7.0	127
Methodist	12.0	9.9	121
Mormon	2.2	1.6	138
New Age	0.4	0.8	50
Non-Denom/Independen	6.1	7.4	82
Orthodox	0.5	0.4	125
Pentecostal	2.1	2.1	100
Presbyterian/Reforme	4.9	4.2	117
Unitarian/Universali	0.6	0.8	75
No Preference/Intere	0.0	5.6	0

Religious Preference: 10 Years Ago

No Preference/Not In	0.0	8.5	0
Adventist	0.6	0.7	86
Baptist	17.7	15.6	113
Buddhist/Hindu/Shint	0.3	0.3	100
Catholic	30.6	25.4	120
Congregational	2.7	2.5	108
Episcopal	3.4	3.1	110
Holiness	0.9	0.8	113
Islamic	0.1	0.1	100
Jehovah's Witness	1.0	0.9	111
Judaism	5.2	4.0	130
Lutheran	8.9	7.8	114
Methodist	12.0	10.9	110
Mormon	2.2	1.8	122
New Age	0.4	0.3	133
Non-Denom/Independen	6.1	5.4	113
Orthodox	0.5	0.4	125
Pentecostal	2.1	2.0	105
Presbyterian/Reforme	4.9	4.8	102
Unitarian/Universali	0.6	0.7	86
No Preference/Intere	0.0	4.1	0

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Preference Now - Four Preference Groups			
Catholic or Orthodox	31.1	23.1	135
No Preference	0.0	16.6	0
Historic Protestant	59.3	52.0	114
Other Non-Historic C	9.7	8.3	117
Preference 10 Years Ago - Four Preference Groups			
Catholic or Orthodox	31.1	25.8	121
No Preference	0.0	12.6	0
Historic Protestant	59.3	53.5	111
Other Non-Historic C	9.7	8.0	121
DENOMINATIONAL MEMBERSHIP			
Denominational Membership: Now			
Episcopal	3.1	2.9	107
ELCA	5.9	4.9	120
Roman Catholic	30.5	23.8	128
PC(USA)	4.2	4.3	98
United Methodist	10.3	9.0	114
Southern Baptist	9.0	7.6	118
None of the Above	37.1	47.6	78
Denominational Membership: 10 Years Ago			
Episcopal	3.6	3.5	103
ELCA	6.3	5.6	113
Roman Catholic	32.1	27.0	119
PC(USA)	4.8	5.5	87
United Methodist	11.2	10.6	106
Southern Baptist	9.6	8.7	110
None of the Above	32.3	39.0	83

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	34.0	32.6	104
Secondary Source	30.5	29.3	104
Third Source	18.3	17.9	102
Fourth Source	1.1	1.1	100
Fifth Source	0.4	0.4	100
Not Chosen	15.8	18.7	84

Radio

Primary Source	12.2	12.2	100
Secondary Source	21.2	21.4	99
Third Source	32.0	30.4	105
Fourth Source	2.6	2.6	100
Fifth Source	0.8	0.9	89
Not Chosen	31.3	32.5	96

Magazine

Primary Source	1.8	2.1	86
Secondary Source	6.0	6.3	95
Third Source	19.0	18.5	103
Fourth Source	5.1	5.2	98
Fifth Source	4.6	4.4	105
Not Chosen	63.5	63.5	100

National Newspaper

Primary Source	3.7	3.7	100
Secondary Source	5.1	5.1	100
Third Source	8.2	8.3	99
Fourth Source	3.8	3.7	103
Fifth Source	5.9	6.1	97
Not Chosen	73.3	73.2	100

Television

Primary Source	43.4	42.8	101
Secondary Source	30.8	29.0	106
Third Source	12.5	12.5	100
Fourth Source	0.8	0.8	100
Fifth Source	0.4	0.4	100
Not Chosen	12.1	14.4	84

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	11.7	13.3	88
Fair	32.0	33.0	97
Good	56.3	53.7	105

Put Ad in Local Newspaper

Poor	21.3	21.5	99
Fair	44.9	44.8	100
Good	33.9	33.7	101

Door to Door

Poor	62.8	64.7	97
Fair	22.4	21.7	103
Good	14.8	13.6	109

Call and discuss on the phone

Poor	58.4	61.2	95
Fair	28.9	27.1	107
Good	12.7	11.7	109

Call and offer to visit

Poor	47.6	50.3	95
Fair	31.0	29.9	104
Good	21.3	19.8	108

Call and offer to send information by mail

Poor	31.4	34.3	92
Fair	37.4	36.4	103
Good	31.2	29.3	106

Local radio announcements

Poor	19.8	19.4	102
Fair	44.2	44.4	100
Good	36.0	36.2	99

Local cable channels

Poor	31.5	30.4	104
Fair	38.7	39.0	99
Good	29.8	30.6	97

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	81.7	79.5	103
Agree	18.3	20.5	89
It is our moral obligation to stop social injustice			
Disagree	14.5	15.8	92
Agree	85.5	84.2	102
If an action is legal, it is morally right			
Disagree	81.3	80.2	101
Agree	18.7	19.8	94
Moral Values Indicator			
	51.5	56.1	109
There is a lack of moral values in the US today.			
Disagree	10.5	11.8	89
Agree	89.5	88.2	101
Social problems today are the result of the loss of morals			
Disagree	9.1	10.5	87
Agree	90.9	89.5	102
Social Values Indicator			
	19.6	22.3	114
Ethics Indicator			
	52.4	58.6	112

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PERSONAL STYLE PREFERENCES**Worship which is:**

Emotionally uplifting	27.6	26.2	105
Both	48.2	45.2	107
Intellectually challenging	11.9	12.8	93
No Preference Indicated	12.2	15.8	77

Traditional/Formal	25.2	21.3	118
Both	30.4	28.3	107
Contemporary/Informal	28.1	30.1	93
No Preference Indicated	16.2	20.2	80

Music which is:

Traditional	33.8	30.2	112
Both	36.0	34.9	103
Contemporary	16.9	18.4	92
No Preference Indicated	13.3	16.5	81

Performed by Others	18.5	18.9	98
Both	38.3	36.3	106
Participatory	26.9	24.7	109
No Preference Indicated	16.3	20.1	81

Involvement and Mission Emphasis which is:

Community Focused	25.4	25.2	101
Both	44.3	41.4	107
Personal Spiritual Development	14.5	14.4	101
No Preference Indicated	15.8	19.0	83

Global Mission	7.0	6.7	104
Both	35.6	33.0	108
Local Mission	37.6	36.9	102
No Preference Indicated	19.8	23.3	85

Church Architecture which is:

Traditional	33.1	29.8	111
Both	37.3	35.8	104
Contemporary	15.6	16.7	93
No Preference Indicated	14.0	17.8	79

Somber/Serious	10.8	10.1	107
Both	33.1	30.5	109
Light and Airy	38.8	38.8	100
No Preference Indicated	17.3	20.7	84

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CONCERNS**Basics**

Day to Day Financial Worries	32.7	33.9	96
Personal Health	38.8	37.3	104
Health Insurance	36.8	35.5	104
Affordable Housing	10.7	12.0	89
Employment Opportunities	15.7	17.1	92
Child Care	5.7	6.0	95
Adequate Food	7.0	7.5	93
Basics Index			99

Family

Abusive Relationships	9.9	10.5	94
Teen/Child Problems	18.2	18.7	97
Divorce	3.5	3.4	103
Alcohol/Drug Abuse	21.0	20.8	101
Aging Parent Care	14.8	13.6	109
Family Index			101

Community

Neighborhood Gangs	15.5	15.6	99
Racial/Ethnic Prjudice	15.5	15.7	99
Neighborhood Crime & Safety	35.0	34.6	101
Problems in Schools	17.6	17.0	104
Social Injustice	12.7	13.0	98
Good Schools	23.3	23.1	101
Community Index			101

Hopes and Dreams

Fulfilling Marriage	17.7	17.5	101
Parenting Skills	13.1	13.3	98
Educational Objectives	6.9	7.4	93
Long-term Financial Security	51.4	50.9	101
Retirement Opportunities	18.5	17.6	105
Better Quality Healthcare	23.2	22.3	104
Satisfying/Job Career	16.5	18.0	92
Time for Recreation/Leisure	24.1	23.9	101
Hopes and Dreams Index			100

Spiritual and Personal Development

Stress	28.0	27.6	101
Companionship	13.6	14.7	93
Spiritual Teaching	11.6	11.0	105
Life Direction	9.6	10.2	94
Good Church	15.1	13.7	110
Spiritual and Personal Index			101

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PROGRAMS**Social Services**

Food/Clothing Resources	9.2	10.1	91
Day Care Services	5.8	6.7	87
Personal/Family Counseling	26.9	26.4	102
Church Sponsored Day School	6.4	6.1	105
Care for Terminally Ill	14.3	15.6	92
Social Services Index			96

Spiritual Development

Bible Study/Prayer Groups	44.2	42.0	105
Spiritual Retreats	11.7	11.3	104
Adult Theo. Discussion Groups	26.0	23.9	109
Spiritual Development Index			106

Personal Development

Parent Training Programs	8.4	9.1	92
Twelve Step Programs	3.1	3.7	84
Marriage Enrichment	12.4	12.3	101
Divorce Recovery	1.8	2.0	90
Personal Development Index			95

Social/Recreation

Family Activities	32.7	33.5	98
Sports or Camping	4.7	6.2	76
Youth Social Programs	36.3	36.1	101
Cultural Programs (music, drama)	17.0	16.8	101
Active Retirement Programs	26.0	24.8	105
Social/Recreation Index			99