

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	

DEMOGRAPHICS

Race

Anglo (Non-Hisp)	97.8	89.1	110
African-Am. (NH)	1.3	6.8	19
Asian/PI (NH)	0.0	0.7	0
Native (NH)	0.0	0.4	0
Other (NH)	0.2	0.6	33
Hispanic/Latino	0.6	2.4	25

Generations

Survivors (1961-1981)	14.8	17.6	84
Boomers (1943-1960)	38.3	39.7	96
Silents (1925-1942)	28.1	26.7	105
Builders (1900-1924)	18.7	15.9	118

Average Age	51.9	50.1	104
Median Age	50.0	47.0	106

Household Structure

No Kids, Unmarried Female	19.9	21.4	93
No Kids, Unmarried Male	10.4	12.8	81
No Kids, Married Couple	30.2	25.9	117
Kids, Unmarried Female	5.1	8.1	63
Kids, Unmarried Male	0.8	0.8	100
Kids, Married Couple	33.6	31.0	108

Marital Status

Now Married	63.9	56.9	112
Never Married	11.9	16.5	72
Divorced, Widowed or	24.2	26.6	91

Highest Education within Household

Grade School	1.2	1.3	92
Some High School	4.0	4.9	82
Graduated High School	28.0	23.3	120
Some College - no degree	25.7	28.1	91
College Grad (2 yr)	7.2	7.2	100
College Grad (4 yr)	21.3	19.4	110
Post Graduate Degree	12.5	15.8	79

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	
Household Income (Census Groups)			
Under \$7,500	4.9	6.7	73
\$7,500 to \$14,999	15.9	16.1	99
\$15,000 to \$24,999	18.1	17.8	102
\$25,000 to \$34,999	15.1	14.9	101
\$35,000 to \$49,999	17.2	17.0	101
\$50,000 to \$74,999	18.3	16.4	112
\$75,000 to \$99,999	6.3	6.3	100
\$100,000 to \$149,999	3.4	3.5	97
\$150,000 or more	0.9	1.2	75
Average Household Income	\$39,498	\$39,252	101
Median Household Income	\$31,250	\$31,250	100
Employment Status - Head of Household			
Full-Time	54.1	58.5	92
Part-Time	14.7	12.8	115
Retired	25.6	21.3	120
Not Employed	5.7	7.4	77
Occupation - Head of Household			
Managerial, Professional	28.3	31.1	91
Technical, Sales, Admin Support	16.8	15.8	106
Service	7.9	7.3	108
Farming, Forestry, Fishing	1.4	0.9	156
Craftsman, Repairman	3.8	4.3	88
Operator, Laborer	5.4	5.3	102
Retired, Student, Armed Forces	36.4	35.2	103
Below the Poverty Level			
No	85.2	82.2	104
Yes	14.8	17.8	83
Lifestage			
Roommates (same sex)	1.7	2.3	74
Young Singles (under 35)	4.6	5.0	92
Middle Singles (35 to 65)	10.5	13.1	80
Older Singles (over 65)	11.7	10.4	113
Young Couple (under 35 - no child)	5.6	7.1	79
Working Older Couple (45+ no child)	12.0	11.1	108
Retired Older Couple (45+ no child)	14.3	11.1	129
Young Parent (under 45, child<6)	10.7	12.1	88
Middle Parent (under 45, child>6)	12.7	12.6	101
Older Parent (over 45, child @ home)	16.1	15.3	105

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	

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

Not Involved	28.3	37.8	75
Somewhat Involved	36.5	30.1	121
Strongly Involved	35.2	32.0	110

Faith Involvement 10 Years Ago

Not Involved	21.0	30.6	69
Somewhat Involved	38.1	34.2	111
Strongly Involved	40.9	35.2	116

Change In Faith Involvement

Decreased	32.6	29.2	112
Same	45.5	48.4	94
Increased	21.9	22.4	98

Level of Active Participation Now

Not Active	36.3	47.4	77
Somewhat Active	32.5	25.2	129
Very Active	31.2	27.4	114

Level of Participation: 10 Years

Not Active	26.1	38.2	68
Somewhat Active	35.0	30.0	117
Very Active	38.9	31.8	122

Change in Participation

Decreased	33.7	29.9	113
Same	44.7	49.2	91
Increased	21.6	20.8	104

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	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	100.0	7.0	1,429
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	0.3	8.5	4
Adventist	0.1	0.7	14
Baptist	1.6	15.6	10
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	2.3	25.4	9
Congregational	0.2	2.5	8
Episcopal	0.3	3.1	10
Holiness	0.0	0.8	0
Islamic	0.0	0.1	0
Jehovah's Witness	0.1	0.9	11
Judaism	0.0	4.0	0
Lutheran	90.8	7.8	1,164
Methodist	1.1	10.9	10
Mormon	0.1	1.8	6
New Age	0.1	0.3	33
Non-Denom/Independen	1.1	5.4	20
Orthodox	0.0	0.4	0
Pentecostal	0.2	2.0	10
Presbyterian/Reforme	1.1	4.8	23
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	0.7	4.1	17

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	

Preference Now - Four Preference Groups

Catholic or Orthodox	0.0	23.1	0
No Preference	0.0	16.6	0
Historic Protestant	100.0	52.0	192
Other Non-Historic C	0.0	8.3	0

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	2.3	25.8	9
No Preference	1.0	12.6	8
Historic Protestant	96.5	53.5	180
Other Non-Historic C	0.3	8.0	4

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	0.2	2.9	7
ELCA	65.5	4.9	1,337
Roman Catholic	0.4	23.8	2
PC(USA)	0.4	4.3	9
United Methodist	0.4	9.0	4
Southern Baptist	0.2	7.6	3
None of the Above	33.0	47.6	69

Denominational Membership: 10 Years Ago

Episcopal	0.4	3.5	11
ELCA	63.6	5.6	1,136
Roman Catholic	3.4	27.0	13
PC(USA)	1.7	5.5	31
United Methodist	1.8	10.6	17
Southern Baptist	0.8	8.7	9
None of the Above	28.4	39.0	73

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	

INFORMATION PREFERENCES**Local Newspaper**

Primary Source	36.1	32.6	111
Secondary Source	30.7	29.3	105
Third Source	18.7	17.9	104
Fourth Source	0.8	1.1	73
Fifth Source	0.5	0.4	125
Not Chosen	13.1	18.7	70

Radio

Primary Source	12.7	12.2	104
Secondary Source	21.5	21.4	100
Third Source	35.1	30.4	115
Fourth Source	2.1	2.6	81
Fifth Source	0.4	0.9	44
Not Chosen	28.3	32.5	87

Magazine

Primary Source	1.7	2.1	81
Secondary Source	4.4	6.3	70
Third Source	18.6	18.5	101
Fourth Source	6.1	5.2	117
Fifth Source	3.3	4.4	75
Not Chosen	65.9	63.5	104

National Newspaper

Primary Source	2.5	3.7	68
Secondary Source	4.7	5.1	92
Third Source	6.2	8.3	75
Fourth Source	3.0	3.7	81
Fifth Source	6.4	6.1	105
Not Chosen	77.3	73.2	106

Television

Primary Source	42.9	42.8	100
Secondary Source	33.3	29.0	115
Third Source	12.9	12.5	103
Fourth Source	0.5	0.8	63
Fifth Source	0.4	0.4	100
Not Chosen	10.0	14.4	69

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	

COMMUNICATE NEW SERVICES

Send Information by Mail

Poor	11.2	13.3	84
Fair	35.0	33.0	106
Good	53.8	53.7	100

Put Ad in Local Newspaper

Poor	22.5	21.5	105
Fair	44.6	44.8	100
Good	32.9	33.7	98

Door to Door

Poor	62.1	64.7	96
Fair	23.9	21.7	110
Good	14.0	13.6	103

Call and discuss on the phone

Poor	55.7	61.2	91
Fair	31.7	27.1	117
Good	12.7	11.7	109

Call and offer to visit

Poor	44.4	50.3	88
Fair	33.9	29.9	113
Good	21.7	19.8	110

Call and offer to send information by mail

Poor	30.9	34.3	90
Fair	40.0	36.4	110
Good	29.0	29.3	99

Local radio announcements

Poor	23.2	19.4	120
Fair	46.1	44.4	104
Good	30.7	36.2	85

Local cable channels

Poor	35.2	30.4	116
Fair	39.8	39.0	102
Good	25.0	30.6	82

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	
ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	83.1	79.5	105
Agree	16.9	20.5	82
It is our moral obligation to stop social injustice			
Disagree	13.9	15.8	88
Agree	86.1	84.2	102
If an action is legal, it is morally right			
Disagree	79.9	80.2	100
Agree	20.1	19.8	102
Moral Values Indicator			
	50.9	56.1	110
There is a lack of moral values in the US today.			
Disagree	11.4	11.8	97
Agree	88.6	88.2	100
Social problems today are the result of the loss of morals			
Disagree	8.7	10.5	83
Agree	91.3	89.5	102
Social Values Indicator			
	20.1	22.3	111
Ethics Indicator			
	50.9	58.6	115

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	

PERSONAL STYLE PREFERENCES**Worship which is:**

Emotionally uplifting	33.0	26.2	126
Both	47.2	45.2	104
Intellectually challenging	8.9	12.8	70
No Preference Indicated	10.9	15.8	69

Traditional/Formal	30.5	21.3	143
Both	32.2	28.3	114
Contemporary/Informal	23.7	30.1	79
No Preference Indicated	13.6	20.2	67

Music which is:

Traditional	39.1	30.2	129
Both	34.7	34.9	99
Contemporary	15.2	18.4	83
No Preference Indicated	11.0	16.5	67

Performed by Others	18.2	18.9	96
Both	38.3	36.3	106
Participatory	27.5	24.7	111
No Preference Indicated	15.9	20.1	79

Involvement and Mission Emphasis which is:

Community Focused	29.4	25.2	117
Both	42.9	41.4	104
Personal Spiritual Development	13.8	14.4	96
No Preference Indicated	13.8	19.0	73

Global Mission	6.2	6.7	93
Both	34.8	33.0	105
Local Mission	42.0	36.9	114
No Preference Indicated	17.0	23.3	73

Church Architecture which is:

Traditional	36.4	29.8	122
Both	38.6	35.8	108
Contemporary	12.8	16.7	77
No Preference Indicated	12.2	17.8	69

Somber/Serious	10.2	10.1	101
Both	34.8	30.5	114
Light and Airy	39.3	38.8	101
No Preference Indicated	15.6	20.7	75

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	
CONCERNS			
Basics			
Day to Day Financial Worries	30.6	33.9	90
Personal Health	37.4	37.3	100
Health Insurance	37.9	35.5	107
Affordable Housing	11.4	12.0	95
Employment Opportunities	17.0	17.1	99
Child Care	5.5	6.0	92
Adequate Food	7.8	7.5	104
Basics Index			99
Family			
Abusive Relationships	9.2	10.5	88
Teen/Child Problems	18.1	18.7	97
Divorce	3.4	3.4	100
Alcohol/Drug Abuse	22.1	20.8	106
Aging Parent Care	15.5	13.6	114
Family Index			102
Community			
Neighborhood Gangs	17.5	15.6	112
Racial/Ethnic Prejudice	12.8	15.7	82
Neighborhood Crime & Safety	34.0	34.6	98
Problems in Schools	16.3	17.0	96
Social Injustice	11.5	13.0	88
Good Schools	23.7	23.1	103
Community Index			97
Hopes and Dreams			
Fulfilling Marriage	16.8	17.5	96
Parenting Skills	14.9	13.3	112
Educational Objectives	6.3	7.4	85
Long-term Financial Security	52.4	50.9	103
Retirement Opportunities	21.0	17.6	119
Better Quality Healthcare	23.8	22.3	107
Satisfying/Job Career	15.8	18.0	88
Time for Recreation/Leisure	25.6	23.9	107
Hopes and Dreams Index			103
Spiritual and Personal Development			
Stress	28.0	27.6	101
Companionship	12.2	14.7	83
Spiritual Teaching	10.1	11.0	92
Life Direction	8.7	10.2	85
Good Church	17.3	13.7	126
Spiritual and Personal Index			99

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	

PROGRAMS**Social Services**

Food/Clothing Resources	9.7	10.1	96
Day Care Services	5.9	6.7	88
Personal/Family Counseling	24.5	26.4	93
Church Sponsored Day School	11.1	6.1	182
Care for Terminally Ill	12.6	15.6	81
Social Services Index			98

Spiritual Development

Bible Study/Prayer Groups	44.8	42.0	107
Spiritual Retreats	7.6	11.3	67
Adult Theo. Discussion Groups	29.6	23.9	124
Spiritual Development Index			106

Personal Development

Parent Training Programs	8.4	9.1	92
Twelve Step Programs	2.1	3.7	57
Marriage Enrichment	10.8	12.3	88
Divorce Recovery	1.7	2.0	85
Personal Development Index			85

Social/Recreation

Family Activities	34.1	33.5	102
Sports or Camping	4.4	6.2	71
Youth Social Programs	38.4	36.1	106
Cultural Programs (music, drama)	14.8	16.8	88
Active Retirement Programs	27.3	24.8	110
Social/Recreation Index			101

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	

GEOGRAPHIES

Northeast Region	1.3	5.4	24
Connecticut	0.6	1.4	43
Maine	0.0	0.5	0
Massachusetts	0.3	2.4	13
New Hampshire	0.2	0.4	50
Rhode Island	0.1	0.5	20
Vermont	0.1	0.2	50
Mid-Atlantic	12.9	15.9	81
Delaware	0.1	0.3	33
New Jersey	1.2	3.1	39
New York	4.2	8.0	53
Pennsylvania	7.4	4.5	164
South Atlantic	10.3	17.6	59
Washington DC	0.1	0.2	50
Florida	3.4	5.5	62
Georgia	0.7	2.5	28
Maryland	2.6	2.0	130
North Carolina	1.5	2.7	56
South Carolina	0.4	1.4	29
Virginia	1.3	2.6	50
West Virginia	0.3	0.7	43
East North Central	29.2	17.3	169
Illinois	7.8	5.1	153
Indiana	1.6	2.2	73
Michigan	7.2	3.7	195
Ohio	3.8	4.3	88
Wisconsin	8.8	2.0	440
East South Central	1.8	6.0	30
Alabama	0.8	1.8	44
Kentucky	0.5	1.4	36
Mississippi	0.2	0.9	22
Tennessee	0.3	1.9	16
West North Central	24.6	7.8	315
Kansas	1.1	1.0	110
Iowa	2.8	1.4	200
Minnesota	10.9	1.9	574
Missouri	3.8	2.1	181
Nebraska	2.2	0.7	314
North Dakota	1.9	0.3	633

Lutheran

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,176	18,546	6.34%
Margin of Error for Profile	2.56%	0.64%	
South Dakota	1.9	0.4	475
West South Central	4.7	9.9	47
Arkansas	0.2	1.0	20
Louisiana	0.1	1.5	7
Oklahoma	0.5	1.4	36
Texas	3.9	6.0	65
Mountain	5.1	5.5	93
Arizona	1.6	1.4	114
Colorado	1.9	1.5	127
Idaho	0.2	0.4	50
Montana	0.5	0.3	167
Nevada	0.2	0.5	40
New Mexico	0.5	0.6	83
Utah	0.0	0.6	0
Wyoming	0.2	0.2	100
Pacific	9.7	14.5	67
Alaska	0.0	0.0	100
California	7.4	11.4	65
Hawaii	0.0	0.0	100
Oregon	0.6	1.1	55
Washington	1.7	2.0	85