

Methodist

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,669	18,546	9.00%
Margin of Error for Profile	2.15%	0.64%	

DEMOGRAPHICS

Race

Anglo (Non-Hisp)	91.3	89.1	102
African-Am. (NH)	7.0	6.8	103
Asian/PI (NH)	0.2	0.7	29
Native (NH)	0.5	0.4	125
Other (NH)	0.2	0.6	33
Hispanic/Latino	0.7	2.4	29

Generations

Survivors (1961-1981)	14.1	17.6	80
Boomers (1943-1960)	32.9	39.7	83
Silents (1925-1942)	30.1	26.7	113
Builders (1900-1924)	22.9	15.9	144

Average Age

53.8 50.1 107

Median Age

54.0 47.0 115

Household Structure

No Kids, Unmarried Female	24.3	21.4	114
No Kids, Unmarried Male	8.4	12.8	66
No Kids, Married Couple	32.7	25.9	126
Kids, Unmarried Female	7.0	8.1	86
Kids, Unmarried Male	0.5	0.8	63
Kids, Married Couple	27.2	31.0	88

Marital Status

Now Married	59.9	56.9	105
Never Married	11.4	16.5	69
Divorced, Widowed or	28.7	26.6	108

Highest Education within Household

Grade School	1.5	1.3	115
Some High School	3.9	4.9	80
Graduated High School	25.3	23.3	109
Some College - no degree	26.7	28.1	95
College Grad (2 yr)	6.0	7.2	83
College Grad (4 yr)	19.0	19.4	98
Post Graduate Degree	17.6	15.8	111

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Household Income (Census Groups)			
Under \$7,500	5.2	6.7	78
\$7,500 to \$14,999	19.0	16.1	118
\$15,000 to \$24,999	18.4	17.8	103
\$25,000 to \$34,999	14.1	14.9	95
\$35,000 to \$49,999	15.7	17.0	92
\$50,000 to \$74,999	16.5	16.4	101
\$75,000 to \$99,999	6.7	6.3	106
\$100,000 to \$149,999	3.0	3.5	86
\$150,000 or more	1.3	1.2	108
Average Household Income	\$38,729	\$39,252	99
Median Household Income	\$31,250	\$31,250	100
Employment Status - Head of Household			
Full-Time	53.5	58.5	91
Part-Time	11.8	12.8	92
Retired	28.7	21.3	135
Not Employed	6.0	7.4	81
Occupation - Head of Household			
Managerial, Professional	27.8	31.1	89
Technical, Sales, Admin Support	15.3	15.8	97
Service	6.6	7.3	90
Farming, Forestry, Fishing	0.9	0.9	100
Craftsman, Repairman	3.7	4.3	86
Operator, Laborer	4.8	5.3	91
Retired, Student, Armed Forces	40.9	35.2	116
Below the Poverty Level			
No	83.5	82.2	102
Yes	16.5	17.8	93
Lifestage			
Roommates (same sex)	1.8	2.3	78
Young Singles (under 35)	3.9	5.0	78
Middle Singles (35 to 65)	9.3	13.1	71
Older Singles (over 65)	14.1	10.4	136
Young Couple (under 35 - no child)	5.9	7.1	83
Working Older Couple (45+ no child)	14.8	11.1	133
Retired Older Couple (45+ no child)	15.5	11.1	140
Young Parent (under 45, child<6)	10.3	12.1	85
Middle Parent (under 45, child>6)	11.1	12.6	88
Older Parent (over 45, child @ home)	13.3	15.3	87

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

Not Involved	30.4	37.8	80
Somewhat Involved	35.2	30.1	117
Strongly Involved	34.4	32.0	108

Faith Involvement 10 Years Ago

Not Involved	24.6	30.6	80
Somewhat Involved	35.9	34.2	105
Strongly Involved	39.4	35.2	112

Change In Faith Involvement

Decreased	32.7	29.2	112
Same	44.2	48.4	91
Increased	23.1	22.4	103

Level of Active Participation Now

Not Active	38.5	47.4	81
Somewhat Active	29.0	25.2	115
Very Active	32.5	27.4	119

Level of Participation: 10 Years

Not Active	30.1	38.2	79
Somewhat Active	31.2	30.0	104
Very Active	38.7	31.8	122

Change in Participation

Decreased	33.1	29.9	111
Same	44.7	49.2	91
Increased	22.2	20.8	107

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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	100.0	9.9	1,010
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	1.0	8.5	12
Adventist	0.2	0.7	29
Baptist	3.2	15.6	21
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	1.6	25.4	6
Congregational	0.8	2.5	32
Episcopal	1.0	3.1	32
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	1.4	7.8	18
Methodist	86.5	10.9	794
Mormon	0.1	1.8	6
New Age	0.1	0.3	33
Non-Denom/Independen	0.6	5.4	11
Orthodox	0.0	0.4	0
Pentecostal	0.2	2.0	10
Presbyterian/Reforme	2.0	4.8	42
Unitarian/Universali	0.1	0.7	14
No Preference/Intere	1.0	4.1	24

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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	1.6	25.8	6
No Preference	2.0	12.6	16
Historic Protestant	96.0	53.5	179
Other Non-Historic C	0.3	8.0	4

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	0.6	2.9	21
ELCA	0.3	4.9	6
Roman Catholic	0.2	23.8	1
PC(USA)	0.7	4.3	16
United Methodist	81.8	9.0	909
Southern Baptist	0.3	7.6	4
None of the Above	16.1	47.6	34

Denominational Membership: 10 Years Ago

Episcopal	1.0	3.5	29
ELCA	1.5	5.6	27
Roman Catholic	1.9	27.0	7
PC(USA)	2.2	5.5	40
United Methodist	76.8	10.6	725
Southern Baptist	2.6	8.7	30
None of the Above	14.1	39.0	36

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	36.2	32.6	111
Secondary Source	29.6	29.3	101
Third Source	18.0	17.9	101
Fourth Source	1.2	1.1	109
Fifth Source	0.4	0.4	100
Not Chosen	14.6	18.7	78

Radio

Primary Source	10.2	12.2	84
Secondary Source	20.7	21.4	97
Third Source	30.6	30.4	101
Fourth Source	2.7	2.6	104
Fifth Source	0.8	0.9	89
Not Chosen	34.9	32.5	107

Magazine

Primary Source	1.6	2.1	76
Secondary Source	6.1	6.3	97
Third Source	21.7	18.5	117
Fourth Source	5.7	5.2	110
Fifth Source	3.1	4.4	70
Not Chosen	61.8	63.5	97

National Newspaper

Primary Source	3.6	3.7	97
Secondary Source	4.3	5.1	84
Third Source	7.4	8.3	89
Fourth Source	2.9	3.7	78
Fifth Source	6.9	6.1	113
Not Chosen	75.0	73.2	102

Television

Primary Source	44.1	42.8	103
Secondary Source	32.4	29.0	112
Third Source	12.1	12.5	97
Fourth Source	0.4	0.8	50
Fifth Source	0.1	0.4	25
Not Chosen	10.9	14.4	76

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	8.8	13.3	66
Fair	31.4	33.0	95
Good	59.8	53.7	111

Put Ad in Local Newspaper

Poor	19.5	21.5	91
Fair	45.3	44.8	101
Good	35.2	33.7	104

Door to Door

Poor	62.3	64.7	96
Fair	23.6	21.7	109
Good	14.1	13.6	104

Call and discuss on the phone

Poor	55.0	61.2	90
Fair	31.2	27.1	115
Good	13.8	11.7	118

Call and offer to visit

Poor	45.0	50.3	89
Fair	30.8	29.9	103
Good	24.2	19.8	122

Call and offer to send information by mail

Poor	31.7	34.3	92
Fair	36.5	36.4	100
Good	31.8	29.3	109

Local radio announcements

Poor	21.2	19.4	109
Fair	43.4	44.4	98
Good	35.4	36.2	98

Local cable channels

Poor	29.5	30.4	97
Fair	40.1	39.0	103
Good	30.4	30.6	99

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	81.8	79.5	103
Agree	18.2	20.5	89
It is our moral obligation to stop social injustice			
Disagree	13.7	15.8	87
Agree	86.3	84.2	102
If an action is legal, it is morally right			
Disagree	80.6	80.2	100
Agree	19.4	19.8	98
Moral Values Indicator	51.3	56.1	109
There is a lack of moral values in the US today.			
Disagree	10.2	11.8	86
Agree	89.8	88.2	102
Social problems today are the result of the loss of morals			
Disagree	8.4	10.5	80
Agree	91.6	89.5	102
Social Values Indicator	18.6	22.3	120
Ethics Indicator	50.5	58.6	116

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PERSONAL STYLE PREFERENCES**Worship which is:**

Emotionally uplifting	27.0	26.2	103
Both	48.9	45.2	108
Intellectually challenging	11.5	12.8	90
No Preference Indicated	12.6	15.8	80

Traditional/Formal	22.5	21.3	106
Both	31.2	28.3	110
Contemporary/Informal	30.1	30.1	100
No Preference Indicated	16.1	20.2	80

Music which is:

Traditional	36.6	30.2	121
Both	37.1	34.9	106
Contemporary	13.3	18.4	72
No Preference Indicated	13.0	16.5	79

Performed by Others	18.5	18.9	98
Both	41.6	36.3	115
Participatory	23.1	24.7	94
No Preference Indicated	16.8	20.1	84

Involvement and Mission Emphasis which is:

Community Focused	29.5	25.2	117
Both	43.2	41.4	104
Personal Spiritual Development	11.7	14.4	81
No Preference Indicated	15.6	19.0	82

Global Mission	5.1	6.7	76
Both	31.9	33.0	97
Local Mission	43.2	36.9	117
No Preference Indicated	19.8	23.3	85

Church Architecture which is:

Traditional	34.9	29.8	117
Both	37.5	35.8	105
Contemporary	13.4	16.7	80
No Preference Indicated	14.2	17.8	80

Somber/Serious	9.2	10.1	91
Both	32.5	30.5	107
Light and Airy	40.8	38.8	105
No Preference Indicated	17.4	20.7	84

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CONCERNS

Basics

Day to Day Financial Worries	30.6	33.9	90
Personal Health	38.0	37.3	102
Health Insurance	39.3	35.5	111
Affordable Housing	7.9	12.0	66
Employment Opportunities	14.4	17.1	84
Child Care	5.6	6.0	93
Adequate Food	6.6	7.5	88
Basics Index			95

Family

Abusive Relationships	10.5	10.5	100
Teen/Child Problems	17.8	18.7	95
Divorce	3.9	3.4	115
Alcohol/Drug Abuse	23.6	20.8	113
Aging Parent Care	15.4	13.6	113
Family Index			106

Community

Neighborhood Gangs	13.2	15.6	85
Racial/Ethnic Prejudice	13.8	15.7	88
Neighborhood Crime & Safety	33.8	34.6	98
Problems in Schools	20.5	17.0	121
Social Injustice	12.2	13.0	94
Good Schools	26.2	23.1	113
Community Index			101

Hopes and Dreams

Fulfilling Marriage	15.9	17.5	91
Parenting Skills	12.9	13.3	97
Educational Objectives	6.6	7.4	89
Long-term Financial Security	52.6	50.9	103
Retirement Opportunities	20.4	17.6	116
Better Quality Healthcare	24.9	22.3	112
Satisfying/Job Career	14.2	18.0	79
Time for Recreation/Leisure	23.7	23.9	99
Hopes and Dreams Index			100

Spiritual and Personal Development

Stress	26.9	27.6	97
Companionship	13.4	14.7	91
Spiritual Teaching	10.5	11.0	95
Life Direction	10.2	10.2	100
Good Church	16.9	13.7	123
Spiritual and Personal Index			101

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PROGRAMS**Social Services**

Food/Clothing Resources	10.2	10.1	101
Day Care Services	5.2	6.7	78
Personal/Family Counseling	24.1	26.4	91
Church Sponsored Day School	4.5	6.1	74
Care for Terminally Ill	13.8	15.6	88
Social Services Index			89

Spiritual Development

Bible Study/Prayer Groups	46.7	42.0	111
Spiritual Retreats	9.1	11.3	81
Adult Theo. Discussion Groups	26.5	23.9	111
Spiritual Development Index			107

Personal Development

Parent Training Programs	7.5	9.1	82
Twelve Step Programs	2.1	3.7	57
Marriage Enrichment	10.6	12.3	86
Divorce Recovery	1.9	2.0	95
Personal Development Index			82

Social/Recreation

Family Activities	37.6	33.5	112
Sports or Camping	4.6	6.2	74
Youth Social Programs	36.1	36.1	100
Cultural Programs (music, drama)	18.5	16.8	110
Active Retirement Programs	29.2	24.8	118
Social/Recreation Index			107

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GEOGRAPHIES

Northeast Region	3.0	5.4	56
Connecticut	0.9	1.4	64
Maine	0.3	0.5	60
Massachusetts	1.0	2.4	42
New Hampshire	0.5	0.4	125
Rhode Island	0.0	0.5	0
Vermont	0.3	0.2	150
Mid-Atlantic	13.2	15.9	83
Delaware	0.9	0.3	300
New Jersey	2.1	3.1	68
New York	4.7	8.0	59
Pennsylvania	5.5	4.5	122
South Atlantic	25.6	17.6	145
Washington DC	0.0	0.2	0
Florida	6.6	5.5	120
Georgia	4.2	2.5	168
Maryland	3.3	2.0	165
North Carolina	3.9	2.7	144
South Carolina	2.4	1.4	171
Virginia	2.8	2.6	108
West Virginia	2.4	0.7	343
East North Central	20.2	17.3	117
Illinois	5.8	5.1	114
Indiana	3.3	2.2	150
Michigan	3.8	3.7	103
Ohio	6.4	4.3	149
Wisconsin	0.9	2.0	45
East South Central	7.8	6.0	130
Alabama	2.6	1.8	144
Kentucky	1.3	1.4	93
Mississippi	1.4	0.9	156
Tennessee	2.5	1.9	132
West North Central	8.8	7.8	113
Kansas	2.2	1.0	220
Iowa	2.3	1.4	164
Minnesota	0.6	1.9	32
Missouri	2.0	2.1	95
Nebraska	1.1	0.7	157
North Dakota	0.2	0.3	67

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South Dakota	0.4	0.4	100
West South Central	9.7	9.9	98
Arkansas	1.1	1.0	110
Louisiana	0.8	1.5	53
Oklahoma	1.6	1.4	114
Texas	6.2	6.0	103
Mountain	4.0	5.5	73
Arizona	1.1	1.4	79
Colorado	1.4	1.5	93
Idaho	0.3	0.4	75
Montana	0.3	0.3	100
Nevada	0.3	0.5	60
New Mexico	0.3	0.6	50
Utah	0.1	0.6	17
Wyoming	0.2	0.2	100
Pacific	7.7	14.5	53
Alaska	0.0	0.0	100
California	5.1	11.4	45
Hawaii	0.0	0.0	100
Oregon	0.8	1.1	73
Washington	1.8	2.0	90