

Total National Ethos II

	Analysis Group
Total Respondents	18,546
Margin of Error for Profile	0.64%
DEMOGRAPHICS	
Race	
Anglo (Non-Hisp)	89.1
African-Am. (NH)	6.8
Asian/PI (NH)	0.7
Native (NH)	0.4
Other (NH)	0.6
Hispanic/Latino	2.4
Generations	
Survivors (1961-1981)	17.6
Boomers (1943-1960)	39.7
Silents (1925-1942)	26.7
Builders (1900-1924)	15.9
Average Age	50.1
Median Age	47.0
Household Structure	
No Kids, Unmarried Female	21.4
No Kids, Unmarried Male	12.8
No Kids, Married Couple	25.9
Kids, Unmarried Female	8.1
Kids, Unmarried Male	0.8
Kids, Married Couple	31.0
Marital Status	
Now Married	56.9
Never Married	16.5
Divorced, Widowed or	26.6
Highest Education within Household	
Grade School	1.3
Some High School	4.9
Graduated High School	23.3
Some College - no degree	28.1
College Grad (2 yr)	7.2
College Grad (4 yr)	19.4
Post Graduate Degree	15.8

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Household Income (Census Groups)	
Under \$7,500	6.7
\$7,500 to \$14,999	16.1
\$15,000 to \$24,999	17.8
\$25,000 to \$34,999	14.9
\$35,000 to \$49,999	17.0
\$50,000 to \$74,999	16.4
\$75,000 to \$99,999	6.3
\$100,000 to \$149,999	3.5
\$150,000 or more	1.2
Average Household Income	\$39,252
Median Household Income	\$31,250
Employment Status - Head of Houshold	
Full-Time	58.5
Part-Time	12.8
Retired	21.3
Not Employed	7.4
Occupation - Head of Houshold	
Managerial, Professional	31.1
Technical, Sales, Admin Support	15.8
Service	7.3
Faming, Forestry, Fishing	0.9
Craftsman, Repairman	4.3
Operator, Laborer	5.3
Retired, Student, Armed Forces	35.2
Below the Poverty Level	
No	82.2
Yes	17.8
Lifestage	
Roommates (same sex)	2.3
Young Singles (under 35)	5.0
Middle Singles (35 to 65)	13.1
Older Singles (over 65)	10.4
Young Couple (under 35 - no child)	7.1
Working Older Couple (45+ no child)	11.1
Retired Older Couple (45+ no child)	11.1
Young Parent (under 45, child<6)	12.1
Middle Parent (under 45, child>6)	12.6
Older Parent (over 45, child @ home)	15.3

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

Not Involved	37.8
Somewhat Involved	30.1
Strongly Involved	32.0

Faith Involvement 10 Years Ago

Not Involved	30.6
Somewhat Involved	34.2
Strongly Involved	35.2

Change In Faith Involvement

Decreased	29.2
Same	48.4
Increased	22.4

Level of Active Participation Now

Not Active	47.4
Somewhat Active	25.2
Very Active	27.4

Level of Participation: 10 Years

Not Active	38.2
Somewhat Active	30.0
Very Active	31.8

Change in Participation

Decreased	29.9
Same	49.2
Increased	20.8

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RELIGIOUS PREFERENCES**Religious Preference: Now**

No Preference/Not In	11.0
Adventist	0.6
Baptist	14.8
Buddhist/Hindu/Shint	0.4
Catholic	22.7
Congregational	2.3
Episcopal	3.0
Holiness	0.8
Islamic	0.1
Jehovah's Witness	0.9
Judaism	3.7
Lutheran	7.0
Methodist	9.9
Mormon	1.6
New Age	0.8
Non-Denom/Independen	7.4
Orthodox	0.4
Pentecostal	2.1
Presbyterian/Reforme	4.2
Unitarian/Universali	0.8
No Preference/Intere	5.6

Religious Preference: 10 Years Ago

No Preference/Not In	8.5
Adventist	0.7
Baptist	15.6
Buddhist/Hindu/Shint	0.3
Catholic	25.4
Congregational	2.5
Episcopal	3.1
Holiness	0.8
Islamic	0.1
Jehovah's Witness	0.9
Judaism	4.0
Lutheran	7.8
Methodist	10.9
Mormon	1.8
New Age	0.3
Non-Denom/Independen	5.4
Orthodox	0.4
Pentecostal	2.0
Presbyterian/Reforme	4.8
Unitarian/Universali	0.7
No Preference/Intere	4.1

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Preference Now - Four Preference Groups	
Catholic or Orthodox	23.1
No Preference	16.6
Historic Protestant	52.0
Other Non-Historic C	8.3
Preference 10 Years Ago - Four Preference Groups	
Catholic or Orthodox	25.8
No Preference	12.6
Historic Protestant	53.5
Other Non-Historic C	8.0

DENOMINATIONAL MEMBERSHIP

Denominational Membership: Now

Episcopal	2.9
ELCA	4.9
Roman Catholic	23.8
PC(USA)	4.3
United Methodist	9.0
Southern Baptist	7.6
None of the Above	47.6

Denominational Membership: 10 Years Ago

Episcopal	3.5
ELCA	5.6
Roman Catholic	27.0
PC(USA)	5.5
United Methodist	10.6
Southern Baptist	8.7
None of the Above	39.0

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	32.6
Secondary Source	29.3
Third Source	17.9
Fourth Source	1.1
Fifth Source	0.4
Not Chosen	18.7

Radio

Primary Source	12.2
Secondary Source	21.4
Third Source	30.4
Fourth Source	2.6
Fifth Source	0.9
Not Chosen	32.5

Magazine

Primary Source	2.1
Secondary Source	6.3
Third Source	18.5
Fourth Source	5.2
Fifth Source	4.4
Not Chosen	63.5

National Newspaper

Primary Source	3.7
Secondary Source	5.1
Third Source	8.3
Fourth Source	3.7
Fifth Source	6.1
Not Chosen	73.2

Television

Primary Source	42.8
Secondary Source	29.0
Third Source	12.5
Fourth Source	0.8
Fifth Source	0.4
Not Chosen	14.4

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	13.3
Fair	33.0
Good	53.7

Put Ad in Local Newspaper

Poor	21.5
Fair	44.8
Good	33.7

Door to Door

Poor	64.7
Fair	21.7
Good	13.6

Call and discuss on the phone

Poor	61.2
Fair	27.1
Good	11.7

Call and offer to visit

Poor	50.3
Fair	29.9
Good	19.8

Call and offer to send information by mail

Poor	34.3
Fair	36.4
Good	29.3

Local radio announcements

Poor	19.4
Fair	44.4
Good	36.2

Local cable channels

Poor	30.4
Fair	39.0
Good	30.6

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ETHICAL VIEWPOINTS	
An action is moral if no one gets hurt	
Disagree	79.5
Agree	20.5
It is our moral obligation to stop social injustice	
Disagree	15.8
Agree	84.2
If an action is legal, it is morally right	
Disagree	80.2
Agree	19.8
Moral Values Indicator	56.1
There is a lack of moral values in the US today.	
Disagree	11.8
Agree	88.2
Social problems today are the result of the loss of morals	
Disagree	10.5
Agree	89.5
Social Values Indicator	22.3
Ethics Indicator	58.6

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PERSONAL STYLE PREFERENCES

Worship which is:

Emotionally uplifting	26.2
Both	45.2
Intellectually challenging	12.8
No Preference Indicated	15.8

Traditional/Formal	21.3
Both	28.3
Contemporary/Informal	30.1
No Preference Indicated	20.2

Music which is:

Traditional	30.2
Both	34.9
Contemporary	18.4
No Preference Indicated	16.5

Performed by Others	18.9
Both	36.3
Participatory	24.7
No Preference Indicated	20.1

Involvement and Mission Emphasis which is:

Community Focused	25.2
Both	41.4
Personal Spiritual Development	14.4
No Preference Indicated	19.0

Global Mission	6.7
Both	33.0
Local Mission	36.9
No Preference Indicated	23.3

Church Architecture which is:

Traditional	29.8
Both	35.8
Contemporary	16.7
No Preference Indicated	17.8

Somber/Serious	10.1
Both	30.5
Light and Airy	38.8
No Preference Indicated	20.7

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CONCERNS	
Basics	
Day to Day Financial Worries	33.9
Personal Health	37.3
Health Insurance	35.5
Affordable Housing	12.0
Employment Opportunities	17.1
Child Care	6.0
Adequate Food	7.5
Basics Index	
Family	
Abusive Relationships	10.5
Teen/Child Problems	18.7
Divorce	3.4
Alcohol/Drug Abuse	20.8
Aging Parent Care	13.6
Family Index	
Community	
Neighborhood Gangs	15.6
Racial/Ethnic Prejudice	15.7
Neighborhood Crime & Safety	34.6
Problems in Schools	17.0
Social Injustice	13.0
Good Schools	23.1
Community Index	
Hopes and Dreams	
Fulfilling Marriage	17.5
Parenting Skills	13.3
Educational Objectives	7.4
Long-term Financial Security	50.9
Retirement Opportunities	17.6
Better Quality Healthcare	22.3
Satisfying/Job Career	18.0
Time for Recreation/Leisure	23.9
Hopes and Dreams Index	
Spiritual and Personal Development	
Stress	27.6
Companionship	14.7
Spiritual Teaching	11.0
Life Direction	10.2
Good Church	13.7
Spiritual and Personal Index	

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PROGRAMS	
Social Services	
Food/Clothing Resources	10.1
Day Care Services	6.7
Personal/Family Counseling	26.4
Church Sponsored Day School	6.1
Care for Terminally Ill	15.6
Social Services Index	
Spiritual Development	
Bible Study/Prayer Groups	42.0
Spiritual Retreats	11.3
Adult Theo. Discussion Groups	23.9
Spiritual Development Index	
Personal Development	
Parent Training Programs	9.1
Twelve Step Programs	3.7
Marriage Enrichment	12.3
Divorce Recovery	2.0
Personal Development Index	
Social/Recreation	
Family Activities	33.5
Sports or Camping	6.2
Youth Social Programs	36.1
Cultural Programs (music, drama)	16.8
Active Retirement Programs	24.8
Social/Recreation Index	

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GEOGRAPHIES	
Northeast Region	5.4
Connecticut	1.4
Maine	0.5
Massachusetts	2.4
New Hampshire	0.4
Rhode Island	0.5
Vermont	0.2
Mid-Atlantic	15.9
Delaware	0.3
New Jersey	3.1
New York	8.0
Pennsylvania	4.5
South Atlantic	17.6
Washington DC	0.2
Florida	5.5
Georgia	2.5
Maryland	2.0
North Carolina	2.7
South Carolina	1.4
Virginia	2.6
West Virginia	0.7
East North Central	17.3
Illinois	5.1
Indiana	2.2
Michigan	3.7
Ohio	4.3
Wisconsin	2.0
East South Central	6.0
Alabama	1.8
Kentucky	1.4
Mississippi	0.9
Tennessee	1.9
West North Central	7.8
Kansas	1.0
Iowa	1.4
Minnesota	1.9
Missouri	2.1
Nebraska	0.7
North Dakota	0.3
South Dakota	0.4

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Arkansas	1.0
Louisiana	1.5
Oklahoma	1.4
Texas	6.0
Mountain	5.5
Arizona	1.4
Colorado	1.5
Idaho	0.4
Montana	0.3
Nevada	0.5
New Mexico	0.6
Utah	0.6
Wyoming	0.2
Pacific	14.5
Alaska	0.0
California	11.4
Hawaii	0.0
Oregon	1.1
Washington	2.0