

## Total National Ethos II

	<b>Analysis Group</b>
Total Respondents	18,546
Margin of Error for Profile	0.64%
<b>DEMOGRAPHICS</b>	
<b>Race</b>	
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
<b>Generations</b>	
Survivors (1961-1981)	17.6
Boomers (1943-1960)	39.7
Silents (1925-1942)	26.7
Builders (1900-1924)	15.9
<b>Average Age</b>	50.1
<b>Median Age</b>	47.0
<b>Household Structure</b>	
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
<b>Marital Status</b>	
Now Married	56.9
Never Married	16.5
Divorced, Widowed or	26.6
<b>Highest Education within Household</b>	
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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<b>Household Income (Census Groups)</b>	
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
<b>Average Household Income</b>	<b>\$39,252</b>
<b>Median Household Income</b>	<b>\$31,250</b>
<b>Employment Status - Head of Houshold</b>	
Full-Time	58.5
Part-Time	12.8
Retired	21.3
Not Employed	7.4
<b>Occupation - Head of Houshold</b>	
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
<b>Below the Poverty Level</b>	
No	82.2
Yes	17.8
<b>Lifestage</b>	
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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<b>Preference Now - Four Preference Groups</b>	
Catholic or Orthodox	23.1
No Preference	16.6
Historic Protestant	52.0
Other Non-Historic C	8.3
<b>Preference 10 Years Ago - Four Preference Groups</b>	
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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<b>ETHICAL VIEWPOINTS</b>	
<b>An action is moral if no one gets hurt</b>	
Disagree	79.5
Agree	20.5
<b>It is our moral obligation to stop social injustice</b>	
Disagree	15.8
Agree	84.2
<b>If an action is legal, it is morally right</b>	
Disagree	80.2
Agree	19.8
<b>Moral Values Indicator</b>	56.1
<b>There is a lack of moral values in the US today.</b>	
Disagree	11.8
Agree	88.2
<b>Social problems today are the result of the loss of morals</b>	
Disagree	10.5
Agree	89.5
<b>Social Values Indicator</b>	22.3
<b>Ethics Indicator</b>	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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<b>CONCERNS</b>	
<b>Basics</b>	
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	
<b>Family</b>	
Abusive Relationships	10.5
Teen/Child Problems	18.7
Divorce	3.4
Alcohol/Drug Abuse	20.8
Aging Parent Care	13.6
Family Index	
<b>Community</b>	
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	
<b>Hopes and Dreams</b>	
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	
<b>Spiritual and Personal Development</b>	
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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<b>PROGRAMS</b>	
<b>Social Services</b>	
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	
<b>Spiritual Development</b>	
Bible Study/Prayer Groups	42.0
Spiritual Retreats	11.3
Adult Theo. Discussion Groups	23.9
Spiritual Development Index	
<b>Personal Development</b>	
Parent Training Programs	9.1
Twelve Step Programs	3.7
Marriage Enrichment	12.3
Divorce Recovery	2.0
Personal Development Index	
<b>Social/Recreation</b>	
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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<b>GEOGRAPHIES</b>	
<b>Northeast Region</b>	<b>5.4</b>
Connecticut	1.4
Maine	0.5
Massachusetts	2.4
New Hampshire	0.4
Rhode Island	0.5
Vermont	0.2
<b>Mid-Atlantic</b>	<b>15.9</b>
Delaware	0.3
New Jersey	3.1
New York	8.0
Pennsylvania	4.5
<b>South Atlantic</b>	<b>17.6</b>
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
<b>East North Central</b>	<b>17.3</b>
Illinois	5.1
Indiana	2.2
Michigan	3.7
Ohio	4.3
Wisconsin	2.0
<b>East South Central</b>	<b>6.0</b>
Alabama	1.8
Kentucky	1.4
Mississippi	0.9
Tennessee	1.9
<b>West North Central</b>	<b>7.8</b>
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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<b>West South Central</b>	<b>9.9</b>
Arkansas	1.0
Louisiana	1.5
Oklahoma	1.4
Texas	6.0
<b>Mountain</b>	<b>5.5</b>
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
<b>Pacific</b>	<b>14.5</b>
Alaska	0.0
California	11.4
Hawaii	0.0
Oregon	1.1
Washington	2.0