

**Newcomers**

		Revised: v2	
	Analysis Group	Nat. Ave.	Index
Total Respondents	275	18,546	1.48%
Margin of Error for Profile	5.29%	0.64%	

**DEMOGRAPHICS****Race**

Anglo (Non-Hisp)	91.6	89.1	103
African-Am. (NH)	3.3	6.8	49
Asian/PI (NH)	1.2	0.7	171
Native (NH)	0.4	0.4	100
Other (NH)	1.1	0.6	183
Hispanic/Latino	2.5	2.4	104

**Generations**

Survivors (13 to 33)	38.3	17.6	218
Boomers (34 to 51)	48.5	39.7	122
Silents (52 to 69)	7.5	26.7	28
Builders (70 and up)	5.7	15.9	36

**Average Age**

39.7 50.1 79

**Median Age**

36.0 47.0 77

**Household Structure**

No Kids, Unmarried Female	20.6	21.4	96
No Kids, Unmarried Male	13.4	12.8	105
No Kids, Married Couple	16.7	25.9	64
Kids, Unmarried Female	9.9	8.1	122
Kids, Unmarried Male	0.7	0.8	88
Kids, Married Couple	38.7	31.0	125

**Marital Status**

Now Married	55.4	56.9	97
Never Married	23.8	16.5	144
Divorced, Widowed or	20.7	26.6	78

**Highest Education within Household**

Grade School	1.1	1.3	85
Some High School	1.7	4.9	35
Graduated High School	15.2	23.3	65
Some College - no degree	35.4	28.1	126
College Grad (2 yr)	7.8	7.2	108
College Grad (4 yr)	21.6	19.4	111
Post Graduate Degree	17.2	15.8	109

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<b>Household Income (Census Groups)</b>			
Under \$7,500	4.4	6.7	66
\$7,500 to \$14,999	15.7	16.1	98
\$15,000 to \$24,999	23.3	17.8	131
\$25,000 to \$34,999	14.3	14.9	96
\$35,000 to \$49,999	15.2	17.0	89
\$50,000 to \$74,999	16.6	16.4	101
\$75,000 to \$99,999	7.9	6.3	125
\$100,000 to \$149,999	0.9	3.5	26
\$150,000 or more	1.7	1.2	142
<b>Average Household Income</b>	\$38,411	\$39,252	98
<b>Median Household Income</b>	\$28,750	\$31,250	92
<b>Employment Status - Head of Household</b>			
Full-Time	67.6	58.5	116
Part-Time	15.6	12.8	122
Retired	7.7	21.3	36
Not Employed	9.1	7.4	123
<b>Occupation - Head of Household</b>			
Managerial, Professional	34.3	31.1	110
Technical, Sales, Admin Support	21.2	15.8	134
Service	9.0	7.3	123
Farming, Forestry, Fishing	0.7	0.9	78
Craftsman, Repairman	6.2	4.3	144
Operator, Laborer	6.6	5.3	125
Retired, Student, Armed Forces	22.0	35.2	63
<b>Below the Poverty Level</b>			
No	83.9	82.2	102
Yes	16.1	17.8	90
<b>Lifestage</b>			
Roommates (same sex)	4.2	2.3	183
Young Singles (under 35)	10.0	5.0	200
Middle Singles (35 to 65)	13.5	13.1	103
Older Singles (over 65)	3.2	10.4	31
Young Couple (under 35 - no child)	13.0	7.1	183
Working Older Couple (45+ no child)	3.4	11.1	31
Retired Older Couple (45+ no child)	3.4	11.1	31
Young Parent (under 45, child<6)	25.2	12.1	208
Middle Parent (under 45, child>6)	15.4	12.6	122
Older Parent (over 45, child @ home)	8.7	15.3	57

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

Not Involved	26.2	37.8	69
Somewhat Involved	38.5	30.1	128
Strongly Involved	35.4	32.0	111

**Faith Involvement 10 Years Ago**

Not Involved	86.0	30.6	281
Somewhat Involved	9.3	34.2	27
Strongly Involved	4.7	35.2	13

**Change In Faith Involvement**

Decreased	6.4	29.2	22
Same	16.0	48.4	33
Increased	77.6	22.4	346

**Level of Active Participation Now**

Not Active	42.1	47.4	89
Somewhat Active	26.7	25.2	106
Very Active	31.2	27.4	114

**Level of Participation: 10 Years**

Not Active	90.1	38.2	236
Somewhat Active	6.4	30.0	21
Very Active	3.6	31.8	11

**Change in Participation**

Decreased	7.7	29.9	26
Same	26.1	49.2	53
Increased	66.2	20.8	318

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**RELIGIOUS PREFERENCES****Religious Preference: Now**

No Preference/Not In	0.0	11.0	0
Adventist	1.3	0.6	217
Baptist	11.8	14.8	80
Buddhist/Hindu/Shint	2.2	0.4	550
Catholic	11.6	22.7	51
Congregational	2.1	2.3	91
Episcopal	3.5	3.0	117
Holiness	0.3	0.8	38
Islamic	0.9	0.1	900
Jehovah's Witness	2.5	0.9	278
Judaism	2.8	3.7	76
Lutheran	3.9	7.0	56
Methodist	11.5	9.9	116
Mormon	1.4	1.6	88
New Age	7.5	0.8	938
Non-Denom/Independen	19.8	7.4	268
Orthodox	0.0	0.4	0
Pentecostal	3.3	2.1	157
Presbyterian/Reforme	7.2	4.2	171
Unitarian/Universali	6.4	0.8	800
No Preference/Intere	0.0	5.6	0

**Religious Preference: 10 Years Ago**

No Preference/Not In	53.9	8.5	634
Adventist	0.0	0.7	0
Baptist	0.0	15.6	0
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	0.0	25.4	0
Congregational	0.0	2.5	0
Episcopal	0.0	3.1	0
Holiness	0.0	0.8	0
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	4.0	0
Lutheran	0.0	7.8	0
Methodist	0.0	10.9	0
Mormon	0.0	1.8	0
New Age	0.0	0.3	0
Non-Denom/Independen	0.0	5.4	0
Orthodox	0.0	0.4	0
Pentecostal	0.0	2.0	0
Presbyterian/Reforme	0.0	4.8	0
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	46.1	4.1	1,124

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**Preference Now - Four Preference Groups**

Catholic or Orthodox	11.6	23.1	50
No Preference	0.0	16.6	0
Historic Protestant	64.7	52.0	124
Other Non-Historic C	23.7	8.3	286

**Preference 10 Years Ago - Four Preference Groups**

Catholic or Orthodox	0.0	25.8	0
No Preference	100.0	12.6	794
Historic Protestant	0.0	53.5	0
Other Non-Historic C	0.0	8.0	0

**DENOMINATIONAL MEMBERSHIP****Denominational Membership: Now**

Episcopal	3.2	2.9	110
ELCA	4.2	4.9	86
Roman Catholic	8.4	23.8	35
PC(USA)	5.9	4.3	137
United Methodist	9.0	9.0	100
Southern Baptist	3.9	7.6	51
None of the Above	65.5	47.6	138

**Denominational Membership: 10 Years Ago**

Episcopal	1.7	3.5	49
ELCA	3.8	5.6	68
Roman Catholic	6.8	27.0	25
PC(USA)	2.2	5.5	40
United Methodist	0.8	10.6	8
Southern Baptist	1.0	8.7	11
None of the Above	83.7	39.0	215

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**INFORMATION PREFERENCES****Local Newspaper**

Primary Source	28.3	32.6	87
Secondary Source	35.8	29.3	122
Third Source	24.4	17.9	136
Fourth Source	1.3	1.1	118
Fifth Source	0.6	0.4	150
Not Chosen	9.6	18.7	51

**Radio**

Primary Source	19.4	12.2	159
Secondary Source	21.6	21.4	101
Third Source	27.5	30.4	90
Fourth Source	4.7	2.6	181
Fifth Source	0.8	0.9	89
Not Chosen	26.0	32.5	80

**Magazine**

Primary Source	2.6	2.1	124
Secondary Source	8.9	6.3	141
Third Source	25.8	18.5	139
Fourth Source	3.8	5.2	73
Fifth Source	6.8	4.4	155
Not Chosen	52.1	63.5	82

**National Newspaper**

Primary Source	2.6	3.7	70
Secondary Source	4.5	5.1	88
Third Source	5.9	8.3	71
Fourth Source	5.8	3.7	157
Fifth Source	6.9	6.1	113
Not Chosen	74.4	73.2	102

**Television**

Primary Source	47.7	42.8	111
Secondary Source	29.4	29.0	101
Third Source	13.5	12.5	108
Fourth Source	0.6	0.8	75
Fifth Source	0.6	0.4	150
Not Chosen	8.2	14.4	57

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**COMMUNICATE NEW SERVICES****Send Information by Mail**

Poor	12.3	13.3	92
Fair	29.3	33.0	89
Good	58.5	53.7	109

**Put Ad in Local Newspaper**

Poor	24.3	21.5	113
Fair	45.7	44.8	102
Good	30.0	33.7	89

**Door to Door**

Poor	71.1	64.7	110
Fair	19.8	21.7	91
Good	9.1	13.6	67

**Call and discuss on the phone**

Poor	66.6	61.2	109
Fair	24.9	27.1	92
Good	8.6	11.7	74

**Call and offer to visit**

Poor	59.6	50.3	118
Fair	24.0	29.9	80
Good	16.5	19.8	83

**Call and offer to send information by mail**

Poor	43.8	34.3	128
Fair	32.2	36.4	88
Good	24.1	29.3	82

**Local radio announcements**

Poor	13.3	19.4	69
Fair	45.8	44.4	103
Good	41.0	36.2	113

**Local cable channels**

Poor	31.0	30.4	102
Fair	38.8	39.0	99
Good	30.3	30.6	99

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<b>ETHICAL VIEWPOINTS</b>			
<b>An action is moral if no one gets hurt</b>			
Disagree	81.3	79.5	102
Agree	18.7	20.5	91
<b>It is our moral obligation to stop social injustice</b>			
Disagree	11.4	15.8	72
Agree	88.6	84.2	105
<b>If an action is legal, it is morally right</b>			
Disagree	87.9	80.2	110
Agree	12.1	19.8	61
<b>Moral Values Indicator</b>	42.2	56.1	133
<b>There is a lack of moral values in the US today.</b>			
Disagree	12.7	11.8	108
Agree	87.3	88.2	99
<b>Social problems today are the result of the loss of morals</b>			
Disagree	11.2	10.5	107
Agree	88.8	89.5	99
<b>Social Values Indicator</b>	23.9	22.3	93
<b>Ethics Indicator</b>	54.0	58.6	109



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**PERSONAL STYLE PREFERENCES****Worship which is:**

Emotionally uplifting	27.9	26.2	106
Both	48.5	45.2	107
Intellectually challenging	19.3	12.8	151
No Preference Indicated	4.3	15.8	27

## Traditional/Formal

Traditional/Formal	17.6	21.3	83
Both	22.6	28.3	80
Contemporary/Informal	53.4	30.1	177
No Preference Indicated	6.4	20.2	32

**Music which is:**

Traditional	23.4	30.2	77
Both	41.7	34.9	119
Contemporary	29.8	18.4	162
No Preference Indicated	5.1	16.5	31

## Performed by Others

Performed by Others	24.1	18.9	128
Both	40.3	36.3	111
Participatory	29.5	24.7	119
No Preference Indicated	6.1	20.1	30

**Involvement and Mission Emphasis which is:**

Community Focused	29.3	25.2	116
Both	43.8	41.4	106
Personal Spiritual Development	21.4	14.4	149
No Preference Indicated	5.5	19.0	29

## Global Mission

Global Mission	5.1	6.7	76
Both	34.5	33.0	105
Local Mission	51.7	36.9	140
No Preference Indicated	8.8	23.3	38

**Church Architecture which is:**

Traditional	26.1	29.8	88
Both	43.7	35.8	122
Contemporary	24.8	16.7	149
No Preference Indicated	5.4	17.8	30

## Somber/Serious

Somber/Serious	4.2	10.1	42
Both	28.8	30.5	94
Light and Airy	59.3	38.8	153
No Preference Indicated	7.7	20.7	37

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**CONCERNS****Basics**

Day to Day Financial Worries	35.2	33.9	104
Personal Health	33.8	37.3	91
Health Insurance	26.8	35.5	75
Affordable Housing	14.7	12.0	123
Employment Opportunities	23.9	17.1	140
Child Care	7.2	6.0	120
Adequate Food	7.9	7.5	105
Basics Index			100

**Family**

Abusive Relationships	7.6	10.5	72
Teen/Child Problems	20.3	18.7	109
Divorce	3.0	3.4	88
Alcohol/Drug Abuse	15.6	20.8	75
Aging Parent Care	9.9	13.6	73
Family Index			84

**Community**

Neighborhood Gangs	15.6	15.6	100
Racial/Ethnic Prjudice	16.7	15.7	106
Neighborhood Crime & Safety	31.4	34.6	91
Problems in Schools	17.5	17.0	103
Social Injustice	13.3	13.0	102
Good Schools	21.4	23.1	93
Community Index			97

**Hopes and Dreams**

Fufilling Marriage	31.1	17.5	178
Parenting Skills	24.8	13.3	186
Educational Objectives	13.5	7.4	182
Long-term Financial Security	42.9	50.9	84
Retirement Opportunities	9.7	17.6	55
Better Quality Healthcare	13.7	22.3	61
Satisfying/Job Career	25.5	18.0	142
Time for Recreation/Leisure	25.3	23.9	106
Hopes and Dreams Index			109

**Spiritual and Personal Development**

Stress	25.6	27.6	93
Companionship	20.7	14.7	141
Spiritual Teaching	13.9	11.0	126
Life Direction	15.1	10.2	148
Good Church	12.9	13.7	94
Spiritual and Personal Index			114

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**PROGRAMS****Social Services**

Food/Clothing Resources	13.1	10.1	130
Day Care Services	9.9	6.7	148
Personal/Family Counseling	23.1	26.4	88
Church Sponsored Day School	9.7	6.1	159
Care for Terminally Ill	10.2	15.6	65
Social Services Index			102

**Spiritual Development**

Bible Study/Prayer Groups	40.4	42.0	96
Spiritual Retreats	14.9	11.3	132
Adult Theo. Discussion Groups	22.4	23.9	94
Spiritual Development Index			101

**Personal Development**

Parent Training Programs	10.0	9.1	110
Twelve Step Programs	7.9	3.7	214
Marriage Enrichment	14.4	12.3	117
Divorce Recovery	0.6	2.0	30
Personal Development Index			121

**Social/Recreation**

Family Activities	36.9	33.5	110
Sports or Camping	7.4	6.2	119
Youth Social Programs	39.9	36.1	111
Cultural Programs (music, drama)	19.2	16.8	114
Active Retirement Programs	8.6	24.8	35
Social/Recreation Index			95