

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	

DEMOGRAPHICS**Race**

Anglo (Non-Hisp)	91.8	89.1	103
African-Am. (NH)	3.2	6.8	47
Asian/PI (NH)	1.8	0.7	257
Native (NH)	0.5	0.4	125
Other (NH)	0.4	0.6	67
Hispanic/Latino	2.3	2.4	96

Generations

Survivors (1961-1981)	20.1	17.6	114
Boomers (1943-1960)	43.1	39.7	109
Silents (1925-1942)	24.2	26.7	91
Builders (1900-1924)	12.5	15.9	79

Average Age

47.6 50.1 95

Median Age

45.0 47.0 96

Household Structure

No Kids, Unmarried Female	20.6	21.4	96
No Kids, Unmarried Male	24.0	12.8	188
No Kids, Married Couple	23.7	25.9	92
Kids, Unmarried Female	7.7	8.1	95
Kids, Unmarried Male	1.0	0.8	125
Kids, Married Couple	22.9	31.0	74

Marital Status

Now Married	46.6	56.9	82
Never Married	25.4	16.5	154
Divorced, Widowed or	28.0	26.6	105

Highest Education within Household

Grade School	1.1	1.3	85
Some High School	5.2	4.9	106
Graduated High School	21.5	23.3	92
Some College - no degree	29.8	28.1	106
College Grad (2 yr)	6.8	7.2	94
College Grad (4 yr)	21.0	19.4	108
Post Graduate Degree	14.5	15.8	92

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	
Household Income (Census Groups)			
Under \$7,500	7.1	6.7	106
\$7,500 to \$14,999	14.2	16.1	88
\$15,000 to \$24,999	17.8	17.8	100
\$25,000 to \$34,999	15.4	14.9	103
\$35,000 to \$49,999	17.1	17.0	101
\$50,000 to \$74,999	16.3	16.4	99
\$75,000 to \$99,999	6.3	6.3	100
\$100,000 to \$149,999	4.5	3.5	129
\$150,000 or more	1.3	1.2	108
Average Household Income	\$40,458	\$39,252	103
Median Household Income	\$31,250	\$31,250	100
Employment Status - Head of Household			
Full-Time	63.0	58.5	108
Part-Time	10.8	12.8	84
Retired	18.2	21.3	85
Not Employed	8.0	7.4	108
Occupation - Head of Household			
Managerial, Professional	31.2	31.1	100
Technical, Sales, Admin Support	16.2	15.8	103
Service	8.3	7.3	114
Farming, Forestry, Fishing	0.8	0.9	89
Craftsman, Repairman	4.9	4.3	114
Operator, Laborer	5.7	5.3	108
Retired, Student, Armed Forces	32.7	35.2	93
Below the Poverty Level			
No	83.4	82.2	101
Yes	16.6	17.8	93
Lifestage			
Roommates (same sex)	4.0	2.3	174
Young Singles (under 35)	7.5	5.0	150
Middle Singles (35 to 65)	19.4	13.1	148
Older Singles (over 65)	8.5	10.4	82
Young Couple (under 35 - no child)	9.1	7.1	128
Working Older Couple (45+ no child)	10.8	11.1	97
Retired Older Couple (45+ no child)	9.0	11.1	81
Young Parent (under 45, child<6)	9.5	12.1	79
Middle Parent (under 45, child>6)	12.2	12.6	97
Older Parent (over 45, child @ home)	10.0	15.3	65

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	

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

Not Involved	93.2	37.8	247
Somewhat Involved	3.8	30.1	13
Strongly Involved	3.0	32.0	9

Faith Involvement 10 Years Ago

Not Involved	74.1	30.6	242
Somewhat Involved	18.1	34.2	53
Strongly Involved	7.8	35.2	22

Change In Faith Involvement

Decreased	26.4	29.2	90
Same	67.8	48.4	140
Increased	5.7	22.4	25

Level of Active Participation Now

Not Active	96.2	47.4	203
Somewhat Active	2.1	25.2	8
Very Active	1.7	27.4	6

Level of Participation: 10 Years

Not Active	79.6	38.2	208
Somewhat Active	13.8	30.0	46
Very Active	6.7	31.8	21

Change in Participation

Decreased	23.0	29.9	77
Same	71.9	49.2	146
Increased	5.1	20.8	25

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	

RELIGIOUS PREFERENCES

Religious Preference: Now

No Preference/Not In	100.0	11.0	909
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	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	72.2	8.5	849
Adventist	0.3	0.7	43
Baptist	2.7	15.6	17
Buddhist/Hindu/Shint	0.3	0.3	100
Catholic	9.3	25.4	37
Congregational	0.7	2.5	28
Episcopal	1.2	3.1	39
Holiness	0.1	0.8	13
Islamic	0.1	0.1	100
Jehovah's Witness	0.5	0.9	56
Judaism	0.7	4.0	18
Lutheran	2.2	7.8	28
Methodist	3.7	10.9	34
Mormon	0.2	1.8	11
New Age	0.1	0.3	33
Non-Denom/Independen	1.2	5.4	22
Orthodox	0.1	0.4	25
Pentecostal	0.5	2.0	25
Presbyterian/Reforme	1.5	4.8	31
Unitarian/Universali	0.6	0.7	86
No Preference/Intere	2.0	4.1	49

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	

Preference Now - Four Preference Groups

Catholic or Orthodox	0.0	23.1	0
No Preference	100.0	16.6	602
Historic Protestant	0.0	52.0	0
Other Non-Historic C	0.0	8.3	0

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	9.4	25.8	36
No Preference	74.1	12.6	588
Historic Protestant	14.1	53.5	26
Other Non-Historic C	2.4	8.0	30

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	0.5	2.9	17
ELCA	0.9	4.9	18
Roman Catholic	4.2	23.8	18
PC(USA)	1.6	4.3	37
United Methodist	1.6	9.0	18
Southern Baptist	0.5	7.6	7
None of the Above	90.8	47.6	191

Denominational Membership: 10 Years Ago

Episcopal	2.1	3.5	60
ELCA	2.2	5.6	39
Roman Catholic	12.7	27.0	47
PC(USA)	4.4	5.5	80
United Methodist	6.4	10.6	60
Southern Baptist	1.9	8.7	22
None of the Above	70.2	39.0	180

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	

INFORMATION PREFERENCES**Local Newspaper**

Primary Source	26.4	32.6	81
Secondary Source	21.6	29.3	74
Third Source	13.3	17.9	74
Fourth Source	1.3	1.1	118
Fifth Source	0.4	0.4	100
Not Chosen	37.0	18.7	198

Radio

Primary Source	10.0	12.2	82
Secondary Source	17.1	21.4	80
Third Source	23.7	30.4	78
Fourth Source	2.5	2.6	96
Fifth Source	0.6	0.9	67
Not Chosen	46.0	32.5	142

Magazine

Primary Source	2.5	2.1	119
Secondary Source	6.4	6.3	102
Third Source	15.9	18.5	86
Fourth Source	4.0	5.2	77
Fifth Source	3.8	4.4	86
Not Chosen	67.4	63.5	106

National Newspaper

Primary Source	3.6	3.7	97
Secondary Source	3.9	5.1	76
Third Source	6.4	8.3	77
Fourth Source	2.9	3.7	78
Fifth Source	5.0	6.1	82
Not Chosen	78.2	73.2	107

Television

Primary Source	31.7	42.8	74
Secondary Source	22.6	29.0	78
Third Source	11.3	12.5	90
Fourth Source	0.7	0.8	88
Fifth Source	0.5	0.4	125
Not Chosen	33.1	14.4	230

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	

COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	23.4	13.3	176
Fair	36.4	33.0	110
Good	40.3	53.7	75

Put Ad in Local Newspaper

Poor	25.5	21.5	119
Fair	44.4	44.8	99
Good	30.0	33.7	89

Door to Door

Poor	79.5	64.7	123
Fair	14.8	21.7	68
Good	5.7	13.6	42

Call and discuss on the phone

Poor	79.6	61.2	130
Fair	17.1	27.1	63
Good	3.3	11.7	28

Call and offer to visit

Poor	70.9	50.3	141
Fair	21.7	29.9	73
Good	7.5	19.8	38

Call and offer to send information by mail

Poor	53.5	34.3	156
Fair	30.5	36.4	84
Good	15.9	29.3	54

Local radio announcements

Poor	21.6	19.4	111
Fair	46.9	44.4	106
Good	31.5	36.2	87

Local cable channels

Poor	29.2	30.4	96
Fair	41.1	39.0	105
Good	29.7	30.6	97

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	
ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	69.0	79.5	87
Agree	31.0	20.5	151
It is our moral obligation to stop social injustice			
Disagree	19.0	15.8	120
Agree	81.0	84.2	96
If an action is legal, it is morally right			
Disagree	79.4	80.2	99
Agree	20.6	19.8	104
Moral Values Indicator			
	70.6	56.1	79
There is a lack of moral values in the US today.			
Disagree	19.8	11.8	168
Agree	80.2	88.2	91
Social problems today are the result of the loss of morals			
Disagree	18.1	10.5	172
Agree	81.9	89.5	92
Social Values Indicator			
	37.9	22.3	59
Ethics Indicator			
	87.9	58.6	67

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	

PERSONAL STYLE PREFERENCES**Worship which is:**

Emotionally uplifting	13.5	26.2	52
Both	29.7	45.2	66
Intellectually challenging	17.7	12.8	138
No Preference Indicated	39.1	15.8	247

Traditional/Formal	10.3	21.3	48
Both	18.6	28.3	66
Contemporary/Informal	29.9	30.1	99
No Preference Indicated	41.2	20.2	204

Music which is:

Traditional	16.8	30.2	56
Both	27.2	34.9	78
Contemporary	18.9	18.4	103
No Preference Indicated	37.2	16.5	225

Performed by Others	22.0	18.9	116
Both	25.2	36.3	69
Participatory	12.7	24.7	51
No Preference Indicated	40.1	20.1	200

Involvement and Mission Emphasis which is:

Community Focused	24.4	25.2	97
Both	27.3	41.4	66
Personal Spiritual Development	8.7	14.4	60
No Preference Indicated	39.6	19.0	208

Global Mission	5.4	6.7	81
Both	21.6	33.0	65
Local Mission	30.5	36.9	83
No Preference Indicated	42.5	23.3	182

Church Architecture which is:

Traditional	17.6	29.8	59
Both	26.8	35.8	75
Contemporary	16.3	16.7	98
No Preference Indicated	39.4	17.8	221

Somber/Serious	6.4	10.1	63
Both	21.8	30.5	71
Light and Airy	31.6	38.8	81
No Preference Indicated	40.2	20.7	194

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	

CONCERNS**Basics**

Day to Day Financial Worries	34.6	33.9	102
Personal Health	36.1	37.3	97
Health Insurance	33.2	35.5	94
Affordable Housing	14.0	12.0	117
Employment Opportunities	21.2	17.1	124
Child Care	4.5	6.0	75
Adequate Food	8.7	7.5	116
Basics Index			102

Family

Abusive Relationships	10.1	10.5	96
Teen/Child Problems	17.4	18.7	93
Divorce	2.9	3.4	85
Alcohol/Drug Abuse	19.7	20.8	95
Aging Parent Care	13.0	13.6	96
Family Index			94

Community

Neighborhood Gangs	17.5	15.6	112
Racial/Ethnic Prejudice	16.7	15.7	106
Neighborhood Crime & Safety	35.1	34.6	101
Problems in Schools	15.3	17.0	90
Social Injustice	16.6	13.0	128
Good Schools	20.3	23.1	88
Community Index			102

Hopes and Dreams

Fulfilling Marriage	14.5	17.5	83
Parenting Skills	10.3	13.3	77
Educational Objectives	8.1	7.4	109
Long-term Financial Security	56.4	50.9	111
Retirement Opportunities	19.4	17.6	110
Better Quality Healthcare	21.2	22.3	95
Satisfying/Job Career	22.7	18.0	126
Time for Recreation/Leisure	29.1	23.9	122
Hopes and Dreams Index			106

Spiritual and Personal Development

Stress	28.7	27.6	104
Companionship	18.4	14.7	125
Spiritual Teaching	1.5	11.0	14
Life Direction	10.9	10.2	107
Good Church	1.5	13.7	11
Spiritual and Personal Index			79

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	
PROGRAMS			
Social Services			
Food/Clothing Resources	16.6	10.1	164
Day Care Services	11.0	6.7	164
Personal/Family Counseling	26.2	26.4	99
Church Sponsored Day School	5.4	6.1	89
Care for Terminally Ill	24.6	15.6	158
Social Services Index			129
Spiritual Development			
Bible Study/Prayer Groups	13.1	42.0	31
Spiritual Retreats	5.4	11.3	48
Adult Theo. Discussion Groups	14.3	23.9	60
Spiritual Development Index			42
Personal Development			
Parent Training Programs	10.6	9.1	116
Twelve Step Programs	4.6	3.7	124
Marriage Enrichment	10.8	12.3	88
Divorce Recovery	2.0	2.0	100
Personal Development Index			103
Social/Recreation			
Family Activities	35.7	33.5	107
Sports or Camping	17.6	6.2	284
Youth Social Programs	34.0	36.1	94
Cultural Programs (music, drama)	23.8	16.8	142
Active Retirement Programs	27.8	24.8	112
Social/Recreation Index			118

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	
GEOGRAPHIES			
Northeast Region	7.4	5.4	137
Connecticut	1.6	1.4	114
Maine	1.0	0.5	200
Massachusetts	3.3	2.4	138
New Hampshire	0.7	0.4	175
Rhode Island	0.4	0.5	80
Vermont	0.4	0.2	200
Mid-Atlantic	15.5	15.9	97
Delaware	0.4	0.3	133
New Jersey	2.7	3.1	87
New York	8.7	8.0	109
Pennsylvania	3.7	4.5	82
South Atlantic	15.9	17.6	90
Washington DC	0.2	0.2	100
Florida	6.9	5.5	125
Georgia	1.9	2.5	76
Maryland	1.0	2.0	50
North Carolina	1.5	2.7	56
South Carolina	1.0	1.4	71
Virginia	2.6	2.6	100
West Virginia	0.8	0.7	114
East North Central	16.4	17.3	95
Illinois	4.8	5.1	94
Indiana	2.4	2.2	109
Michigan	4.1	3.7	111
Ohio	3.8	4.3	88
Wisconsin	1.3	2.0	65
East South Central	3.7	6.0	62
Alabama	1.1	1.8	61
Kentucky	1.0	1.4	71
Mississippi	0.3	0.9	33
Tennessee	1.3	1.9	68
West North Central	4.9	7.8	63
Kansas	0.8	1.0	80
Iowa	0.9	1.4	64
Minnesota	1.2	1.9	63
Missouri	1.5	2.1	71
Nebraska	0.2	0.7	29
North Dakota	0.1	0.3	33

No Preference/Not Interested

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,855	18,546	10.00%
Margin of Error for Profile	2.04%	0.64%	
South Dakota	0.2	0.4	50
West South Central	7.3	9.9	74
Arkansas	0.9	1.0	90
Louisiana	0.5	1.5	33
Oklahoma	1.1	1.4	79
Texas	4.8	6.0	80
Mountain	6.6	5.5	120
Arizona	1.0	1.4	71
Colorado	2.5	1.5	167
Idaho	0.5	0.4	125
Montana	0.3	0.3	100
Nevada	0.7	0.5	140
New Mexico	1.1	0.6	183
Utah	0.2	0.6	33
Wyoming	0.3	0.2	150
Pacific	22.5	14.5	155
Alaska	0.0	0.0	100
California	17.9	11.4	157
Hawaii	0.0	0.0	100
Oregon	1.3	1.1	118
Washington	3.3	2.0	165