

Non-denominational/Independent

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,242	18,546	6.70%
Margin of Error for Profile	2.49%	0.64%	

DEMOGRAPHICS**Race**

Anglo (Non-Hisp)	90.5	89.1	102
African-Am. (NH)	4.9	6.8	72
Asian/PI (NH)	1.3	0.7	186
Native (NH)	0.3	0.4	75
Other (NH)	1.0	0.6	167
Hispanic/Latino	2.0	2.4	83

Generations

Survivors (1961-1981)	24.9	17.6	141
Boomers (1943-1960)	45.4	39.7	114
Silents (1925-1942)	20.9	26.7	78
Builders (1900-1924)	8.8	15.9	55

Average Age

45.3 50.1 90

Median Age

42.0 47.0 89

Household Structure

No Kids, Unmarried Female	20.3	21.4	95
No Kids, Unmarried Male	12.7	12.8	99
No Kids, Married Couple	22.5	25.9	87
Kids, Unmarried Female	8.5	8.1	105
Kids, Unmarried Male	0.2	0.8	25
Kids, Married Couple	35.7	31.0	115

Marital Status

Now Married	58.2	56.9	102
Never Married	18.0	16.5	109
Divorced, Widowed or	23.8	26.6	89

Highest Education within Household

Grade School	0.8	1.3	62
Some High School	4.0	4.9	82
Graduated High School	18.0	23.3	77
Some College - no degree	31.8	28.1	113
College Grad (2 yr)	8.2	7.2	114
College Grad (4 yr)	22.7	19.4	117
Post Graduate Degree	14.6	15.8	92

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Household Income (Census Groups)			
Under \$7,500	5.6	6.7	84
\$7,500 to \$14,999	15.6	16.1	97
\$15,000 to \$24,999	20.2	17.8	113
\$25,000 to \$34,999	16.5	14.9	111
\$35,000 to \$49,999	19.8	17.0	116
\$50,000 to \$74,999	13.2	16.4	80
\$75,000 to \$99,999	5.3	6.3	84
\$100,000 to \$149,999	2.5	3.5	71
\$150,000 or more	1.4	1.2	117
Average Household Income	\$37,426	\$39,252	95
Median Household Income	\$31,250	\$31,250	100
Employment Status - Head of Household			
Full-Time	63.5	58.5	109
Part-Time	13.8	12.8	108
Retired	13.8	21.3	65
Not Employed	8.9	7.4	120
Occupation - Head of Household			
Managerial, Professional	35.1	31.1	113
Technical, Sales, Admin Support	17.0	15.8	108
Service	8.4	7.3	115
Farming, Forestry, Fishing	1.5	0.9	167
Craftsman, Repairman	5.1	4.3	119
Operator, Laborer	5.5	5.3	104
Retired, Student, Armed Forces	27.4	35.2	78
Below the Poverty Level			
No	83.4	82.2	101
Yes	16.6	17.8	93
Lifestage			
Roommates (same sex)	2.5	2.3	109
Young Singles (under 35)	7.1	5.0	142
Middle Singles (35 to 65)	13.7	13.1	105
Older Singles (over 65)	6.4	10.4	62
Young Couple (under 35 - no child)	9.1	7.1	128
Working Older Couple (45+ no child)	8.5	11.1	77
Retired Older Couple (45+ no child)	8.2	11.1	74
Young Parent (under 45, child<6)	15.7	12.1	130
Middle Parent (under 45, child>6)	15.3	12.6	121
Older Parent (over 45, child @ home)	13.4	15.3	88

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

Not Involved	34.1	37.8	90
Somewhat Involved	27.3	30.1	91
Strongly Involved	38.6	32.0	121

Faith Involvement 10 Years Ago

Not Involved	30.8	30.6	101
Somewhat Involved	32.0	34.2	94
Strongly Involved	37.2	35.2	106

Change In Faith Involvement

Decreased	29.2	29.2	100
Same	42.2	48.4	87
Increased	28.6	22.4	128

Level of Active Participation Now

Not Active	47.9	47.4	101
Somewhat Active	20.7	25.2	82
Very Active	31.4	27.4	115

Level of Participation: 10 Years

Not Active	39.2	38.2	103
Somewhat Active	26.5	30.0	88
Very Active	34.3	31.8	108

Change in Participation

Decreased	31.2	29.9	104
Same	44.4	49.2	90
Increased	24.4	20.8	117

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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	0.0	9.9	0
Mormon	0.0	1.6	0
New Age	0.0	0.8	0
Non-Denom/Independen	100.0	7.4	1,351
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	2.6	8.5	31
Adventist	0.6	0.7	86
Baptist	8.8	15.6	56
Buddhist/Hindu/Shint	0.3	0.3	100
Catholic	7.4	25.4	29
Congregational	0.5	2.5	20
Episcopal	1.2	3.1	39
Holiness	0.3	0.8	38
Islamic	0.1	0.1	100
Jehovah's Witness	0.2	0.9	22
Judaism	1.0	4.0	25
Lutheran	2.8	7.8	36
Methodist	4.6	10.9	42
Mormon	0.8	1.8	44
New Age	0.3	0.3	100
Non-Denom/Independen	60.2	5.4	1,115
Orthodox	0.0	0.4	0
Pentecostal	2.8	2.0	140
Presbyterian/Reforme	2.8	4.8	58
Unitarian/Universali	0.8	0.7	114
No Preference/Intere	2.2	4.1	54

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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	7.4	25.8	29
No Preference	4.7	12.6	37
Historic Protestant	84.6	53.5	158
Other Non-Historic C	3.3	8.0	41

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	0.5	2.9	17
ELCA	1.2	4.9	24
Roman Catholic	2.4	23.8	10
PC(USA)	1.2	4.3	28
United Methodist	2.4	9.0	27
Southern Baptist	0.8	7.6	11
None of the Above	91.6	47.6	192

Denominational Membership: 10 Years Ago

Episcopal	1.7	3.5	49
ELCA	2.5	5.6	45
Roman Catholic	9.3	27.0	34
PC(USA)	3.6	5.5	65
United Methodist	5.7	10.6	54
Southern Baptist	5.5	8.7	63
None of the Above	71.6	39.0	184

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	27.9	32.6	86
Secondary Source	32.1	29.3	110
Third Source	22.5	17.9	126
Fourth Source	1.1	1.1	100
Fifth Source	0.2	0.4	50
Not Chosen	16.2	18.7	87

Radio

Primary Source	16.5	12.2	135
Secondary Source	23.2	21.4	108
Third Source	29.1	30.4	96
Fourth Source	3.1	2.6	119
Fifth Source	1.4	0.9	156
Not Chosen	26.8	32.5	82

Magazine

Primary Source	2.7	2.1	129
Secondary Source	7.4	6.3	117
Third Source	19.9	18.5	108
Fourth Source	4.9	5.2	94
Fifth Source	3.4	4.4	77
Not Chosen	61.8	63.5	97

National Newspaper

Primary Source	2.3	3.7	62
Secondary Source	5.1	5.1	100
Third Source	8.4	8.3	101
Fourth Source	3.0	3.7	81
Fifth Source	6.5	6.1	107
Not Chosen	74.7	73.2	102

Television

Primary Source	46.7	42.8	109
Secondary Source	27.5	29.0	95
Third Source	13.6	12.5	109
Fourth Source	0.8	0.8	100
Fifth Source	0.5	0.4	125
Not Chosen	11.0	14.4	76

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	14.4	13.3	108
Fair	31.1	33.0	94
Good	54.5	53.7	101

Put Ad in Local Newspaper

Poor	21.5	21.5	100
Fair	41.9	44.8	94
Good	36.5	33.7	108

Door to Door

Poor	65.2	64.7	101
Fair	22.0	21.7	101
Good	12.8	13.6	94

Call and discuss on the phone

Poor	64.4	61.2	105
Fair	23.7	27.1	87
Good	11.9	11.7	102

Call and offer to visit

Poor	52.5	50.3	104
Fair	30.1	29.9	101
Good	17.4	19.8	88

Call and offer to send information by mail

Poor	36.8	34.3	107
Fair	35.3	36.4	97
Good	27.9	29.3	95

Local radio announcements

Poor	13.0	19.4	67
Fair	41.6	44.4	94
Good	45.3	36.2	125

Local cable channels

Poor	25.9	30.4	85
Fair	37.8	39.0	97
Good	36.3	30.6	119

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	85.3	79.5	107
Agree	14.7	20.5	72
It is our moral obligation to stop social injustice			
Disagree	14.5	15.8	92
Agree	85.5	84.2	102
If an action is legal, it is morally right			
Disagree	89.0	80.2	111
Agree	11.0	19.8	56
Moral Values Indicator	40.2	56.1	140
There is a lack of moral values in the US today.			
Disagree	9.0	11.8	76
Agree	91.0	88.2	103
Social problems today are the result of the loss of morals			
Disagree	8.2	10.5	78
Agree	91.8	89.5	103
Social Values Indicator	17.2	22.3	130
Ethics Indicator	46.4	58.6	126

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PERSONAL STYLE PREFERENCES**Worship which is:**

Emotionally uplifting	26.4	26.2	101
Both	47.8	45.2	106
Intellectually challenging	16.5	12.8	129
No Preference Indicated	9.3	15.8	59

Traditional/Formal	11.7	21.3	55
Both	21.8	28.3	77
Contemporary/Informal	54.6	30.1	181
No Preference Indicated	11.9	20.2	59

Music which is:

Traditional	23.4	30.2	77
Both	35.3	34.9	101
Contemporary	30.3	18.4	165
No Preference Indicated	11.0	16.5	67

Performed by Others	15.5	18.9	82
Both	40.3	36.3	111
Participatory	32.1	24.7	130
No Preference Indicated	12.1	20.1	60

Involvement and Mission Emphasis which is:

Community Focused	22.4	25.2	89
Both	46.8	41.4	113
Personal Spiritual Development	19.5	14.4	135
No Preference Indicated	11.2	19.0	59

Global Mission	8.4	6.7	125
Both	38.4	33.0	116
Local Mission	40.0	36.9	108
No Preference Indicated	13.2	23.3	57

Church Architecture which is:

Traditional	17.7	29.8	59
Both	42.7	35.8	119
Contemporary	27.8	16.7	166
No Preference Indicated	11.8	17.8	66

Somber/Serious	5.6	10.1	55
Both	27.7	30.5	91
Light and Airy	53.9	38.8	139
No Preference Indicated	12.8	20.7	62

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CONCERNS**Basics**

Day to Day Financial Worries	34.7	33.9	102
Personal Health	35.3	37.3	95
Health Insurance	29.1	35.5	82
Affordable Housing	11.1	12.0	93
Employment Opportunities	15.9	17.1	93
Child Care	5.6	6.0	93
Adequate Food	5.9	7.5	79
Basics Index			92

Family

Abusive Relationships	9.7	10.5	92
Teen/Child Problems	18.4	18.7	98
Divorce	3.4	3.4	100
Alcohol/Drug Abuse	18.5	20.8	89
Aging Parent Care	10.9	13.6	80
Family Index			91

Community

Neighborhood Gangs	14.3	15.6	92
Racial/Ethnic Prejudice	15.3	15.7	97
Neighborhood Crime & Safety	31.7	34.6	92
Problems in Schools	16.4	17.0	96
Social Injustice	15.1	13.0	116
Good Schools	24.1	23.1	104
Community Index			98

Hopes and Dreams

Fulfilling Marriage	23.7	17.5	135
Parenting Skills	18.1	13.3	136
Educational Objectives	8.1	7.4	109
Long-term Financial Security	48.8	50.9	96
Retirement Opportunities	11.2	17.6	64
Better Quality Healthcare	16.9	22.3	76
Satisfying/Job Career	21.7	18.0	121
Time for Recreation/Leisure	25.0	23.9	105
Hopes and Dreams Index			102

Spiritual and Personal Development

Stress	26.0	27.6	94
Companionship	16.2	14.7	110
Spiritual Teaching	21.6	11.0	196
Life Direction	13.9	10.2	136
Good Church	23.5	13.7	172
Spiritual and Personal Index			131

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PROGRAMS			
Social Services			
Food/Clothing Resources	7.8	10.1	77
Day Care Services	5.0	6.7	75
Personal/Family Counseling	26.0	26.4	98
Church Sponsored Day School	5.8	6.1	95
Care for Terminally Ill	8.8	15.6	56
Social Services Index			82
Spiritual Development			
Bible Study/Prayer Groups	59.7	42.0	142
Spiritual Retreats	12.3	11.3	109
Adult Theo. Discussion Groups	25.9	23.9	108
Spiritual Development Index			127
Personal Development			
Parent Training Programs	9.5	9.1	104
Twelve Step Programs	4.7	3.7	127
Marriage Enrichment	13.4	12.3	109
Divorce Recovery	1.1	2.0	55
Personal Development Index			106
Social/Recreation			
Family Activities	32.3	33.5	96
Sports or Camping	5.4	6.2	87
Youth Social Programs	38.7	36.1	107
Cultural Programs (music, drama)	15.5	16.8	92
Active Retirement Programs	14.2	24.8	57
Social/Recreation Index			90

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GEOGRAPHIES			
Northeast Region	2.5	5.4	46
Connecticut	0.7	1.4	50
Maine	0.2	0.5	40
Massachusetts	1.3	2.4	54
New Hampshire	0.1	0.4	25
Rhode Island	0.1	0.5	20
Vermont	0.1	0.2	50
Mid-Atlantic	8.9	15.9	56
Delaware	0.1	0.3	33
New Jersey	1.5	3.1	48
New York	3.9	8.0	49
Pennsylvania	3.4	4.5	76
South Atlantic	14.5	17.6	82
Washington DC	0.0	0.2	0
Florida	4.8	5.5	87
Georgia	2.2	2.5	88
Maryland	1.2	2.0	60
North Carolina	2.2	2.7	81
South Carolina	0.9	1.4	64
Virginia	2.6	2.6	100
West Virginia	0.6	0.7	86
East North Central	15.6	17.3	90
Illinois	4.7	5.1	92
Indiana	2.5	2.2	114
Michigan	3.1	3.7	84
Ohio	4.3	4.3	100
Wisconsin	1.0	2.0	50
East South Central	5.5	6.0	92
Alabama	1.1	1.8	61
Kentucky	1.3	1.4	93
Mississippi	0.4	0.9	44
Tennessee	2.7	1.9	142
West North Central	7.3	7.8	94
Kansas	2.0	1.0	200
Iowa	1.4	1.4	100
Minnesota	1.1	1.9	58
Missouri	2.0	2.1	95
Nebraska	0.5	0.7	71
North Dakota	0.2	0.3	67

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South Dakota	0.1	0.4	25
West South Central	13.5	9.9	136
Arkansas	1.4	1.0	140
Louisiana	1.0	1.5	67
Oklahoma	2.4	1.4	171
Texas	8.7	6.0	145
Mountain	7.7	5.5	140
Arizona	2.7	1.4	193
Colorado	2.5	1.5	167
Idaho	0.6	0.4	150
Montana	0.6	0.3	200
Nevada	0.7	0.5	140
New Mexico	0.4	0.6	67
Utah	0.1	0.6	17
Wyoming	0.1	0.2	50
Pacific	24.5	14.5	169
Alaska	0.0	0.0	100
California	18.0	11.4	158
Hawaii	0.0	0.0	100
Oregon	2.6	1.1	236
Washington	3.9	2.0	195