

Presbyterian Church (USA)

	Analysis Group	Nat. Ave.	Index
Total Respondents	691	18,546	3.73%
Margin of Error for Profile	3.33%	0.64%	

DEMOGRAPHICS**Race**

Anglo (Non-Hisp)	93.9	89.1	105
African-Am. (NH)	4.5	6.8	66
Asian/PI (NH)	0.3	0.7	43
Native (NH)	0.2	0.4	50
Other (NH)	0.6	0.6	100
Hispanic/Latino	0.6	2.4	25

Generations

Survivors (1961-1981)	11.2	17.6	64
Boomers (1943-1960)	30.4	39.7	77
Silents (1925-1942)	29.2	26.7	109
Builders (1900-1924)	29.1	15.9	183

Average Age

56.2 50.1 112

Median Age

58.0 47.0 123

Household Structure

No Kids, Unmarried Female	24.9	21.4	116
No Kids, Unmarried Male	9.6	12.8	75
No Kids, Married Couple	31.4	25.9	121
Kids, Unmarried Female	5.1	8.1	63
Kids, Unmarried Male	0.4	0.8	50
Kids, Married Couple	28.6	31.0	92

Marital Status

Now Married	60.0	56.9	105
Never Married	11.5	16.5	70
Divorced, Widowed or	28.5	26.6	107

Highest Education within Household

Grade School	0.6	1.3	46
Some High School	2.5	4.9	51
Graduated High School	19.1	23.3	82
Some College - no degree	26.1	28.1	93
College Grad (2 yr)	5.9	7.2	82
College Grad (4 yr)	22.7	19.4	117
Post Graduate Degree	23.0	15.8	146

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Household Income (Census Groups)			
Under \$7,500	4.5	6.7	67
\$7,500 to \$14,999	16.1	16.1	100
\$15,000 to \$24,999	16.4	17.8	92
\$25,000 to \$34,999	14.6	14.9	98
\$35,000 to \$49,999	15.0	17.0	88
\$50,000 to \$74,999	19.1	16.4	116
\$75,000 to \$99,999	8.1	6.3	129
\$100,000 to \$149,999	4.1	3.5	117
\$150,000 or more	2.0	1.2	167
Average Household Income	\$43,276	\$39,252	110
Median Household Income	\$33,750	\$31,250	108
Employment Status - Head of Household			
Full-Time	50.7	58.5	87
Part-Time	12.0	12.8	94
Retired	31.6	21.3	148
Not Employed	5.7	7.4	77
Occupation - Head of Household			
Managerial, Professional	33.2	31.1	107
Technical, Sales, Admin Support	11.9	15.8	75
Service	4.0	7.3	55
Farming, Forestry, Fishing	0.4	0.9	44
Craftsman, Repairman	3.4	4.3	79
Operator, Laborer	3.6	5.3	68
Retired, Student, Armed Forces	43.6	35.2	124
Below the Poverty Level			
No	86.8	82.2	106
Yes	13.2	17.8	74
Lifestage			
Roommates (same sex)	0.9	2.3	39
Young Singles (under 35)	2.8	5.0	56
Middle Singles (35 to 65)	10.0	13.1	76
Older Singles (over 65)	17.6	10.4	169
Young Couple (under 35 - no child)	5.7	7.1	80
Working Older Couple (45+ no child)	11.1	11.1	100
Retired Older Couple (45+ no child)	17.8	11.1	160
Young Parent (under 45, child<6)	10.9	12.1	90
Middle Parent (under 45, child>6)	9.0	12.6	71
Older Parent (over 45, child @ home)	14.2	15.3	93

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FAITH INVOLVEMENT AND PARTICIPATION			
Faith Involvement - Now			
Not Involved	28.0	37.8	74
Somewhat Involved	34.8	30.1	116
Strongly Involved	37.2	32.0	116
Faith Involvement 10 Years Ago			
Not Involved	25.1	30.6	82
Somewhat Involved	36.6	34.2	107
Strongly Involved	38.3	35.2	109
Change In Faith Involvement			
Decreased	29.6	29.2	101
Same	43.2	48.4	89
Increased	27.3	22.4	122
Level of Active Participation Now			
Not Active	34.3	47.4	72
Somewhat Active	29.7	25.2	118
Very Active	36.0	27.4	131
Level of Participation: 10 Years			
Not Active	28.8	38.2	75
Somewhat Active	31.6	30.0	105
Very Active	39.5	31.8	124
Change in Participation			
Decreased	32.4	29.9	108
Same	40.2	49.2	82
Increased	27.4	20.8	132

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RELIGIOUS PREFERENCES**Religious Preference: Now**

No Preference/Not In	4.0	11.0	36
Adventist	0.0	0.6	0
Baptist	2.1	14.8	14
Buddhist/Hindu/Shint	0.8	0.4	200
Catholic	0.8	22.7	4
Congregational	2.4	2.3	104
Episcopal	0.5	3.0	17
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	0.7	7.0	10
Methodist	1.6	9.9	16
Mormon	0.0	1.6	0
New Age	0.3	0.8	38
Non-Denom/Independen	2.1	7.4	28
Orthodox	0.0	0.4	0
Pentecostal	0.8	2.1	38
Presbyterian/Reforme	80.6	4.2	1,919
Unitarian/Universali	0.3	0.8	38
No Preference/Intere	3.0	5.6	54

Religious Preference: 10 Years Ago

No Preference/Not In	4.2	8.5	49
Adventist	0.0	0.7	0
Baptist	4.2	15.6	27
Buddhist/Hindu/Shint	0.2	0.3	67
Catholic	3.4	25.4	13
Congregational	2.5	2.5	100
Episcopal	1.2	3.1	39
Holiness	0.2	0.8	25
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	0.1	4.0	3
Lutheran	1.3	7.8	17
Methodist	4.2	10.9	39
Mormon	0.2	1.8	11
New Age	0.0	0.3	0
Non-Denom/Independen	1.1	5.4	20
Orthodox	0.0	0.4	0
Pentecostal	0.5	2.0	25
Presbyterian/Reforme	73.0	4.8	1,521
Unitarian/Universali	0.3	0.7	43
No Preference/Intere	3.3	4.1	80

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Preference Now - Four Preference Groups

Catholic or Orthodox	0.8	23.1	3
No Preference	7.0	16.6	42
Historic Protestant	90.9	52.0	175
Other Non-Historic C	1.4	8.3	17

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	3.4	25.8	13
No Preference	7.5	12.6	60
Historic Protestant	88.4	53.5	165
Other Non-Historic C	0.8	8.0	10

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	0.0	2.9	0
ELCA	0.0	4.9	0
Roman Catholic	0.0	23.8	0
PC(USA)	100.0	4.3	2,326
United Methodist	0.0	9.0	0
Southern Baptist	0.0	7.6	0
None of the Above	0.0	47.6	0

Denominational Membership: 10 Years Ago

Episcopal	0.8	3.5	23
ELCA	0.5	5.6	9
Roman Catholic	2.6	27.0	10
PC(USA)	86.6	5.5	1,575
United Methodist	3.5	10.6	33
Southern Baptist	2.1	8.7	24
None of the Above	4.0	39.0	10

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	36.7	32.6	113
Secondary Source	31.0	29.3	106
Third Source	14.7	17.9	82
Fourth Source	0.7	1.1	64
Fifth Source	1.5	0.4	375
Not Chosen	15.4	18.7	82

Radio

Primary Source	9.3	12.2	76
Secondary Source	19.3	21.4	90
Third Source	32.6	30.4	107
Fourth Source	3.0	2.6	115
Fifth Source	1.0	0.9	111
Not Chosen	34.8	32.5	107

Magazine

Primary Source	2.6	2.1	124
Secondary Source	5.6	6.3	89
Third Source	21.8	18.5	118
Fourth Source	5.5	5.2	106
Fifth Source	3.1	4.4	70
Not Chosen	61.5	63.5	97

National Newspaper

Primary Source	4.0	3.7	108
Secondary Source	5.0	5.1	98
Third Source	6.8	8.3	82
Fourth Source	3.1	3.7	84
Fifth Source	5.9	6.1	97
Not Chosen	75.2	73.2	103

Television

Primary Source	41.9	42.8	98
Secondary Source	31.0	29.0	107
Third Source	12.3	12.5	98
Fourth Source	1.0	0.8	125
Fifth Source	0.5	0.4	125
Not Chosen	13.4	14.4	93

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	9.5	13.3	71
Fair	33.3	33.0	101
Good	57.2	53.7	107

Put Ad in Local Newspaper

Poor	22.5	21.5	105
Fair	49.1	44.8	110
Good	28.4	33.7	84

Door to Door

Poor	63.0	64.7	97
Fair	24.4	21.7	112
Good	12.6	13.6	93

Call and discuss on the phone

Poor	54.3	61.2	89
Fair	33.9	27.1	125
Good	11.8	11.7	101

Call and offer to visit

Poor	42.6	50.3	85
Fair	31.8	29.9	106
Good	25.6	19.8	129

Call and offer to send information by mail

Poor	27.3	34.3	80
Fair	35.9	36.4	99
Good	36.7	29.3	125

Local radio announcements

Poor	22.1	19.4	114
Fair	48.8	44.4	110
Good	29.1	36.2	80

Local cable channels

Poor	35.5	30.4	117
Fair	39.3	39.0	101
Good	25.2	30.6	82

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	83.7	79.5	105
Agree	16.3	20.5	80
It is our moral obligation to stop social injustice			
Disagree	16.1	15.8	102
Agree	83.9	84.2	100
If an action is legal, it is morally right			
Disagree	80.2	80.2	100
Agree	19.8	19.8	100
Moral Values Indicator			
	52.2	56.1	107
There is a lack of moral values in the US today.			
Disagree	10.5	11.8	89
Agree	89.5	88.2	101
Social problems today are the result of the loss of morals			
Disagree	9.1	10.5	87
Agree	90.9	89.5	102
Social Values Indicator			
	19.6	22.3	114
Ethics Indicator			
	52.0	58.6	113

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PERSONAL STYLE PREFERENCES			
Worship which is:			
Emotionally uplifting	21.9	26.2	84
Both	52.3	45.2	116
Intellectually challenging	14.6	12.8	114
No Preference Indicated	11.1	15.8	70
Traditional/Formal	23.4	21.3	110
Both	34.0	28.3	120
Contemporary/Informal	27.5	30.1	91
No Preference Indicated	15.1	20.2	75
Music which is:			
Traditional	35.0	30.2	116
Both	38.2	34.9	109
Contemporary	14.7	18.4	80
No Preference Indicated	12.1	16.5	73
Performed by Others	19.2	18.9	102
Both	42.5	36.3	117
Participatory	23.4	24.7	95
No Preference Indicated	14.9	20.1	74
Involvement and Mission Emphasis which is:			
Community Focused	29.2	25.2	116
Both	43.4	41.4	105
Personal Spiritual Development	12.9	14.4	90
No Preference Indicated	14.5	19.0	76
Global Mission	5.3	6.7	79
Both	33.5	33.0	102
Local Mission	43.2	36.9	117
No Preference Indicated	18.0	23.3	77
Church Architecture which is:			
Traditional	35.3	29.8	118
Both	36.9	35.8	103
Contemporary	15.2	16.7	91
No Preference Indicated	12.6	17.8	71
Somber/Serious	10.4	10.1	103
Both	30.7	30.5	101
Light and Airy	43.1	38.8	111
No Preference Indicated	15.8	20.7	76

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CONCERNS**Basics**

Day to Day Financial Worries	27.4	33.9	81
Personal Health	40.0	37.3	107
Health Insurance	39.3	35.5	111
Affordable Housing	9.3	12.0	78
Employment Opportunities	12.6	17.1	74
Child Care	6.3	6.0	105
Adequate Food	6.3	7.5	84
Basics Index			95

Family

Abusive Relationships	9.9	10.5	94
Teen/Child Problems	16.0	18.7	86
Divorce	2.9	3.4	85
Alcohol/Drug Abuse	22.7	20.8	109
Aging Parent Care	16.5	13.6	121
Family Index			101

Community

Neighborhood Gangs	17.4	15.6	112
Racial/Ethnic Prejudice	14.3	15.7	91
Neighborhood Crime & Safety	41.0	34.6	118
Problems in Schools	19.3	17.0	114
Social Injustice	12.6	13.0	97
Good Schools	25.5	23.1	110
Community Index			109

Hopes and Dreams

Fulfilling Marriage	15.3	17.5	87
Parenting Skills	12.8	13.3	96
Educational Objectives	5.8	7.4	78
Long-term Financial Security	52.1	50.9	102
Retirement Opportunities	19.9	17.6	113
Better Quality Healthcare	26.7	22.3	120
Satisfying/Job Career	14.2	18.0	79
Time for Recreation/Leisure	23.6	23.9	99
Hopes and Dreams Index			100

Spiritual and Personal Development

Stress	24.8	27.6	90
Companionship	13.9	14.7	95
Spiritual Teaching	9.7	11.0	88
Life Direction	8.6	10.2	84
Good Church	15.0	13.7	109
Spiritual and Personal Index			93

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PROGRAMS			
Social Services			
Food/Clothing Resources	10.2	10.1	101
Day Care Services	5.3	6.7	79
Personal/Family Counseling	22.6	26.4	86
Church Sponsored Day School	5.2	6.1	85
Care for Terminally Ill	13.4	15.6	86
Social Services Index			87
Spiritual Development			
Bible Study/Prayer Groups	47.5	42.0	113
Spiritual Retreats	10.1	11.3	89
Adult Theo. Discussion Groups	32.2	23.9	135
Spiritual Development Index			116
Personal Development			
Parent Training Programs	7.1	9.1	78
Twelve Step Programs	2.7	3.7	73
Marriage Enrichment	10.6	12.3	86
Divorce Recovery	0.7	2.0	35
Personal Development Index			78
Social/Recreation			
Family Activities	31.0	33.5	93
Sports or Camping	4.7	6.2	76
Youth Social Programs	34.7	36.1	96
Cultural Programs (music, drama)	19.8	16.8	118
Active Retirement Programs	31.9	24.8	129
Social/Recreation Index			104

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GEOGRAPHIES			
Northeast Region	1.3	5.4	24
Connecticut	0.5	1.4	36
Maine	0.0	0.5	0
Massachusetts	0.3	2.4	13
New Hampshire	0.2	0.4	50
Rhode Island	0.2	0.5	40
Vermont	0.1	0.2	50
Mid-Atlantic	20.0	15.9	126
Delaware	0.4	0.3	133
New Jersey	4.3	3.1	139
New York	8.0	8.0	100
Pennsylvania	7.3	4.5	162
South Atlantic	21.8	17.6	124
Washington DC	0.0	0.2	0
Florida	8.1	5.5	147
Georgia	2.3	2.5	92
Maryland	1.3	2.0	65
North Carolina	5.0	2.7	185
South Carolina	1.6	1.4	114
Virginia	3.2	2.6	123
West Virginia	0.3	0.7	43
East North Central	15.2	17.3	88
Illinois	4.1	5.1	80
Indiana	2.0	2.2	91
Michigan	2.2	3.7	59
Ohio	4.9	4.3	114
Wisconsin	2.0	2.0	100
East South Central	6.4	6.0	107
Alabama	1.5	1.8	83
Kentucky	0.8	1.4	57
Mississippi	1.4	0.9	156
Tennessee	2.7	1.9	142
West North Central	7.4	7.8	95
Kansas	1.7	1.0	170
Iowa	1.6	1.4	114
Minnesota	1.3	1.9	68
Missouri	1.7	2.1	81
Nebraska	0.7	0.7	100
North Dakota	0.0	0.3	0

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South Dakota	0.4	0.4	100
West South Central	6.1	9.9	62
Arkansas	0.8	1.0	80
Louisiana	0.1	1.5	7
Oklahoma	0.4	1.4	29
Texas	4.8	6.0	80
Mountain	6.5	5.5	118
Arizona	1.8	1.4	129
Colorado	2.3	1.5	153
Idaho	0.5	0.4	125
Montana	0.1	0.3	33
Nevada	0.0	0.5	0
New Mexico	1.5	0.6	250
Utah	0.1	0.6	17
Wyoming	0.2	0.2	100
Pacific	15.3	14.5	106
Alaska	0.0	0.0	100
California	12.6	11.4	111
Hawaii	0.0	0.0	100
Oregon	0.8	1.1	73
Washington	1.9	2.0	95