

## Pentecostal

	Analysis Group	Nat. Ave.	Index
Total Respondents	356	18,546	1.92%
Margin of Error for Profile	4.65%	0.64%	

### DEMOGRAPHICS

#### Race

Anglo (Non-Hisp)	87.1	89.1	98
African-Am. (NH)	8.7	6.8	128
Asian/PI (NH)	0.0	0.7	0
Native (NH)	1.8	0.4	450
Other (NH)	0.0	0.6	0
Hispanic/Latino	2.5	2.4	104

#### Generations

Survivors (1961-1981)	22.0	17.6	125
Boomers (1943-1960)	43.5	39.7	110
Silents (1925-1942)	27.4	26.7	103
Builders (1900-1924)	7.1	15.9	45

#### Average Age

46.4	50.1	93
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#### Median Age

43.1	47.0	92
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#### Household Structure

No Kids, Unmarried Female	19.4	21.4	91
No Kids, Unmarried Male	7.8	12.8	61
No Kids, Married Couple	24.2	25.9	93
Kids, Unmarried Female	13.6	8.1	168
Kids, Unmarried Male	0.7	0.8	88
Kids, Married Couple	34.2	31.0	110

#### Marital Status

Now Married	58.5	56.9	103
Never Married	13.3	16.5	81
Divorced, Widowed or	28.2	26.6	106

#### Highest Education within Household

Grade School	1.8	1.3	138
Some High School	10.6	4.9	216
Graduated High School	23.2	23.3	100
Some College - no degree	35.4	28.1	126
College Grad (2 yr)	8.9	7.2	124
College Grad (4 yr)	14.9	19.4	77
Post Graduate Degree	5.3	15.8	34

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<b>Household Income (Census Groups)</b>			
Under \$7,500	13.9	6.7	207
\$7,500 to \$14,999	21.9	16.1	136
\$15,000 to \$24,999	24.2	17.8	136
\$25,000 to \$34,999	11.5	14.9	77
\$35,000 to \$49,999	16.2	17.0	95
\$50,000 to \$74,999	8.2	16.4	50
\$75,000 to \$99,999	2.7	6.3	43
\$100,000 to \$149,999	1.3	3.5	37
\$150,000 or more	0.0	1.2	0
<b>Average Household Income</b>	\$27,292	\$39,252	70
<b>Median Household Income</b>	\$21,250	\$31,250	68
<b>Employment Status - Head of Household</b>			
Full-Time	55.8	58.5	95
Part-Time	14.3	12.8	112
Retired	14.5	21.3	68
Not Employed	15.4	7.4	208
<b>Occupation - Head of Household</b>			
Managerial, Professional	22.5	31.1	72
Technical, Sales, Admin Support	15.8	15.8	100
Service	8.4	7.3	115
Farming, Forestry, Fishing	1.3	0.9	144
Craftsman, Repairman	7.3	4.3	170
Operator, Laborer	8.0	5.3	151
Retired, Student, Armed Forces	36.8	35.2	105
<b>Below the Poverty Level</b>			
No	66.4	82.2	81
Yes	33.6	17.8	189
<b>Lifestage</b>			
Roommates (same sex)	1.4	2.3	61
Young Singles (under 35)	4.5	5.0	90
Middle Singles (35 to 65)	15.3	13.1	117
Older Singles (over 65)	5.1	10.4	49
Young Couple (under 35 - no child)	6.4	7.1	90
Working Older Couple (45+ no child)	11.3	11.1	102
Retired Older Couple (45+ no child)	7.5	11.1	68
Young Parent (under 45, child<6)	15.5	12.1	128
Middle Parent (under 45, child>6)	15.5	12.6	123
Older Parent (over 45, child @ home)	17.5	15.3	114

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### FAITH INVOLVEMENT AND PARTICIPATION

#### Faith Involvement - Now

Not Involved	16.2	37.8	43
Somewhat Involved	27.6	30.1	92
Strongly Involved	56.2	32.0	176

#### Faith Involvement 10 Years Ago

Not Involved	16.5	30.6	54
Somewhat Involved	31.6	34.2	92
Strongly Involved	51.9	35.2	147

#### Change In Faith Involvement

Decreased	25.8	29.2	88
Same	40.9	48.4	85
Increased	33.4	22.4	149

#### Level of Active Participation Now

Not Active	22.6	47.4	48
Somewhat Active	28.9	25.2	115
Very Active	48.5	27.4	177

#### Level of Participation: 10 Years

Not Active	23.1	38.2	60
Somewhat Active	30.2	30.0	101
Very Active	46.8	31.8	147

#### Change in Participation

Decreased	27.2	29.9	91
Same	38.9	49.2	79
Increased	33.8	20.8	163

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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	0.0	7.4	0
Orthodox	0.0	0.4	0
Pentecostal	100.0	2.1	4,762
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	2.1	8.5	25
Adventist	0.3	0.7	43
Baptist	9.3	15.6	60
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	4.1	25.4	16
Congregational	0.0	2.5	0
Episcopal	0.4	3.1	13
Holiness	1.2	0.8	150
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	4.0	0
Lutheran	1.7	7.8	22
Methodist	3.7	10.9	34
Mormon	0.4	1.8	22
New Age	0.0	0.3	0
Non-Denom/Independen	1.5	5.4	28
Orthodox	0.0	0.4	0
Pentecostal	72.5	2.0	3,625
Presbyterian/Reforme	2.0	4.8	42
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	0.8	4.1	20

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<b>Preference Now - Four Preference Groups</b>			
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
<b>Preference 10 Years Ago - Four Preference Groups</b>			
Catholic or Orthodox	4.1	25.8	16
No Preference	2.8	12.6	22
Historic Protestant	92.6	53.5	173
Other Non-Historic C	0.4	8.0	5
<b>DENOMINATIONAL MEMBERSHIP</b>			
<b>Denominational Membership: Now</b>			
Episcopal	0.0	2.9	0
ELCA	0.8	4.9	16
Roman Catholic	0.7	23.8	3
PC(USA)	1.7	4.3	40
United Methodist	0.6	9.0	7
Southern Baptist	1.3	7.6	17
None of the Above	94.9	47.6	199
<b>Denominational Membership: 10 Years Ago</b>			
Episcopal	0.8	3.5	23
ELCA	1.6	5.6	29
Roman Catholic	7.1	27.0	26
PC(USA)	4.6	5.5	84
United Methodist	5.1	10.6	48
Southern Baptist	7.9	8.7	91
None of the Above	72.9	39.0	187

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

Primary Source	28.5	32.6	87
Secondary Source	30.3	29.3	103
Third Source	26.2	17.9	146
Fourth Source	1.2	1.1	109
Fifth Source	0.0	0.4	0
Not Chosen	13.8	18.7	74

**Radio**

Primary Source	16.6	12.2	136
Secondary Source	27.2	21.4	127
Third Source	28.0	30.4	92
Fourth Source	2.5	2.6	96
Fifth Source	0.9	0.9	100
Not Chosen	24.9	32.5	77

**Magazine**

Primary Source	2.0	2.1	95
Secondary Source	7.6	6.3	121
Third Source	18.3	18.5	99
Fourth Source	5.2	5.2	100
Fifth Source	3.7	4.4	84
Not Chosen	63.3	63.5	100

**National Newspaper**

Primary Source	3.2	3.7	86
Secondary Source	4.5	5.1	88
Third Source	7.7	8.3	93
Fourth Source	3.2	3.7	86
Fifth Source	6.7	6.1	110
Not Chosen	74.7	73.2	102

**Television**

Primary Source	50.6	42.8	118
Secondary Source	25.9	29.0	89
Third Source	12.6	12.5	101
Fourth Source	0.0	0.8	0
Fifth Source	0.5	0.4	125
Not Chosen	10.4	14.4	72

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### COMMUNICATE NEW SERVICES

#### Send Information by Mail

Poor	9.0	13.3	68
Fair	29.7	33.0	90
Good	61.3	53.7	114

#### Put Ad in Local Newspaper

Poor	16.4	21.5	76
Fair	37.1	44.8	83
Good	46.5	33.7	138

#### Door to Door

Poor	48.6	64.7	75
Fair	27.2	21.7	125
Good	24.2	13.6	178

#### Call and discuss on the phone

Poor	49.0	61.2	80
Fair	29.9	27.1	110
Good	21.2	11.7	181

#### Call and offer to visit

Poor	37.3	50.3	74
Fair	33.0	29.9	110
Good	29.6	19.8	149

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

Poor	28.4	34.3	83
Fair	34.1	36.4	94
Good	37.6	29.3	128

#### Local radio announcements

Poor	12.4	19.4	64
Fair	36.4	44.4	82
Good	51.2	36.2	141

#### Local cable channels

Poor	23.1	30.4	76
Fair	34.9	39.0	89
Good	42.0	30.6	137

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<b>ETHICAL VIEWPOINTS</b>			
<b>An action is moral if no one gets hurt</b>			
Disagree	86.5	79.5	109
Agree	13.5	20.5	66
<b>It is our moral obligation to stop social injustice</b>			
Disagree	17.0	15.8	108
Agree	83.0	84.2	99
<b>If an action is legal, it is morally right</b>			
Disagree	87.1	80.2	109
Agree	12.9	19.8	65
<b>Moral Values Indicator</b>	43.4	56.1	129
<b>There is a lack of moral values in the US today.</b>			
Disagree	6.6	11.8	56
Agree	93.4	88.2	106
<b>Social problems today are the result of the loss of morals</b>			
Disagree	6.7	10.5	64
Agree	93.3	89.5	104
<b>Social Values Indicator</b>	13.3	22.3	168
<b>Ethics Indicator</b>	43.8	58.6	134



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### PERSONAL STYLE PREFERENCES

#### Worship which is:

Emotionally uplifting	40.7	26.2	155
Both	47.0	45.2	104
Intellectually challenging	4.1	12.8	32
No Preference Indicated	8.3	15.8	53
Traditional/Formal	8.9	21.3	42
Both	26.6	28.3	94
Contemporary/Informal	45.2	30.1	150
No Preference Indicated	19.2	20.2	95

#### Music which is:

Traditional	20.0	30.2	66
Both	38.8	34.9	111
Contemporary	27.0	18.4	147
No Preference Indicated	14.1	16.5	85
Performed by Others	10.0	18.9	53
Both	42.4	36.3	117
Participatory	34.9	24.7	141
No Preference Indicated	12.6	20.1	63

#### Involvement and Mission Emphasis which is:

Community Focused	17.8	25.2	71
Both	49.8	41.4	120
Personal Spiritual Development	20.5	14.4	142
No Preference Indicated	11.9	19.0	63
Global Mission	8.0	6.7	119
Both	48.1	33.0	146
Local Mission	29.3	36.9	79
No Preference Indicated	14.6	23.3	63

#### Church Architecture which is:

Traditional	18.9	29.8	63
Both	43.5	35.8	122
Contemporary	23.8	16.7	143
No Preference Indicated	13.9	17.8	78
Somber/Serious	7.0	10.1	69
Both	31.6	30.5	104
Light and Airy	47.8	38.8	123
No Preference Indicated	13.6	20.7	66

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### CONCERNS

#### Basics

Day to Day Financial Worries	35.0	33.9	103
Personal Health	26.8	37.3	72
Health Insurance	34.8	35.5	98
Affordable Housing	16.5	12.0	138
Employment Opportunities	18.3	17.1	107
Child Care	7.3	6.0	122
Adequate Food	10.9	7.5	145
Basics Index			100

#### Family

Abusive Relationships	14.0	10.5	133
Teen/Child Problems	23.1	18.7	124
Divorce	5.4	3.4	159
Alcohol/Drug Abuse	21.3	20.8	102
Aging Parent Care	9.4	13.6	69
Family Index			109

#### Community

Neighborhood Gangs	16.4	15.6	105
Racial/Ethnic Prejudice	13.6	15.7	87
Neighborhood Crime & Safety	27.8	34.6	80
Problems in Schools	16.9	17.0	99
Social Injustice	7.1	13.0	55
Good Schools	23.3	23.1	101
Community Index			88

#### Hopes and Dreams

Fulfilling Marriage	21.8	17.5	125
Parenting Skills	15.5	13.3	117
Educational Objectives	4.6	7.4	62
Long-term Financial Security	39.2	50.9	77
Retirement Opportunities	13.2	17.6	75
Better Quality Healthcare	16.9	22.3	76
Satisfying/Job Career	15.5	18.0	86
Time for Recreation/Leisure	15.0	23.9	63
Hopes and Dreams Index			83

#### Spiritual and Personal Development

Stress	21.6	27.6	78
Companionship	15.9	14.7	108
Spiritual Teaching	33.4	11.0	304
Life Direction	10.6	10.2	104
Good Church	37.4	13.7	273
Spiritual and Personal Index			154

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<b>PROGRAMS</b>			
<b>Social Services</b>			
Food/Clothing Resources	7.5	10.1	74
Day Care Services	5.0	6.7	75
Personal/Family Counseling	29.9	26.4	113
Church Sponsored Day School	6.0	6.1	98
Care for Terminally Ill	6.8	15.6	44
Social Services Index			85
<b>Spiritual Development</b>			
Bible Study/Prayer Groups	82.0	42.0	195
Spiritual Retreats	18.7	11.3	165
Adult Theo. Discussion Groups	21.5	23.9	90
Spiritual Development Index			158
<b>Personal Development</b>			
Parent Training Programs	9.3	9.1	102
Twelve Step Programs	2.2	3.7	59
Marriage Enrichment	12.7	12.3	103
Divorce Recovery	1.3	2.0	65
Personal Development Index			94
<b>Social/Recreation</b>			
Family Activities	28.2	33.5	84
Sports or Camping	4.2	6.2	68
Youth Social Programs	38.1	36.1	106
Cultural Programs (music, drama)	6.9	16.8	41
Active Retirement Programs	8.3	24.8	33
Social/Recreation Index			73

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<b>GEOGRAPHIES</b>			
<b>Northeast Region</b>			
	2.0	5.4	37
Connecticut	0.0	1.4	0
Maine	0.8	0.5	160
Massachusetts	0.7	2.4	29
New Hampshire	0.5	0.4	125
Rhode Island	0.0	0.5	0
Vermont	0.0	0.2	0
<b>Mid-Atlantic</b>			
	9.3	15.9	58
Delaware	0.0	0.3	0
New Jersey	0.8	3.1	26
New York	5.2	8.0	65
Pennsylvania	3.3	4.5	73
<b>South Atlantic</b>			
	19.5	17.6	111
Washington DC	0.0	0.2	0
Florida	6.1	5.5	111
Georgia	2.1	2.5	84
Maryland	2.0	2.0	100
North Carolina	3.8	2.7	141
South Carolina	1.3	1.4	93
Virginia	2.1	2.6	81
West Virginia	2.1	0.7	300
<b>East North Central</b>			
	14.6	17.3	84
Illinois	4.9	5.1	96
Indiana	2.3	2.2	105
Michigan	2.5	3.7	68
Ohio	4.4	4.3	102
Wisconsin	0.5	2.0	25
<b>East South Central</b>			
	9.1	6.0	152
Alabama	2.1	1.8	117
Kentucky	2.6	1.4	186
Mississippi	2.2	0.9	244
Tennessee	2.2	1.9	116
<b>West North Central</b>			
	9.0	7.8	115
Kansas	0.5	1.0	50
Iowa	0.9	1.4	64
Minnesota	0.5	1.9	26
Missouri	4.9	2.1	233
Nebraska	0.8	0.7	114
North Dakota	0.3	0.3	100

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South Dakota	1.1	0.4	275
<b>West South Central</b>	14.0	9.9	141
Arkansas	2.6	1.0	260
Louisiana	1.4	1.5	93
Oklahoma	2.9	1.4	207
Texas	7.1	6.0	118
<b>Mountain</b>	3.6	5.5	65
Arizona	0.4	1.4	29
Colorado	0.2	1.5	13
Idaho	0.8	0.4	200
Montana	0.5	0.3	167
Nevada	0.0	0.5	0
New Mexico	1.5	0.6	250
Utah	0.0	0.6	0
Wyoming	0.2	0.2	100
<b>Pacific</b>	18.9	14.5	130
Alaska	0.0	0.0	100
California	14.0	11.4	123
Hawaii	0.0	0.0	100
Oregon	1.9	1.1	173
Washington	3.0	2.0	150