

## Presbyterian/Reformed

	Analysis Group	Nat. Ave.	Index
Total Respondents	710	18,546	3.83%
Margin of Error for Profile	3.29%	0.64%	

### DEMOGRAPHICS

#### Race

Anglo (Non-Hisp)	96.3	89.1	108
African-Am. (NH)	2.9	6.8	43
Asian/PI (NH)	0.0	0.7	0
Native (NH)	0.0	0.4	0
Other (NH)	0.3	0.6	50
Hispanic/Latino	0.4	2.4	17

#### Generations

Survivors (1961-1981)	13.7	17.6	78
Boomers (1943-1960)	34.4	39.7	87
Silents (1925-1942)	26.9	26.7	101
Builders (1900-1924)	25.1	15.9	158

#### Average Age

54.1 50.1 108

#### Median Age

53.0 47.0 113

#### Household Structure

No Kids, Unmarried Female	24.5	21.4	114
No Kids, Unmarried Male	8.6	12.8	67
No Kids, Married Couple	29.1	25.9	112
Kids, Unmarried Female	4.8	8.1	59
Kids, Unmarried Male	0.3	0.8	38
Kids, Married Couple	32.6	31.0	105

#### Martial Status

Now Married	61.7	56.9	108
Never Married	11.4	16.5	69
Divorced, Widowed or	26.8	26.6	101

#### Highest Education within Household

Grade School	0.8	1.3	62
Some High School	2.4	4.9	49
Graduated High School	18.1	23.3	78
Some College - no degree	24.9	28.1	89
College Grad (2 yr)	5.2	7.2	72
College Grad (4 yr)	24.9	19.4	128
Post Graduate Degree	23.8	15.8	151

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<b>Household Income (Census Groups)</b>			
Under \$7,500	4.0	6.7	60
\$7,500 to \$14,999	15.4	16.1	96
\$15,000 to \$24,999	15.2	17.8	85
\$25,000 to \$34,999	14.5	14.9	97
\$35,000 to \$49,999	15.3	17.0	90
\$50,000 to \$74,999	20.7	16.4	126
\$75,000 to \$99,999	8.9	6.3	141
\$100,000 to \$149,999	4.3	3.5	123
\$150,000 or more	1.8	1.2	150
<b>Average Household Income</b>	\$44,413	\$39,252	113
<b>Median Household Income</b>	\$36,250	\$31,250	116
<b>Employment Status - Head of Household</b>			
Full-Time	55.9	58.5	96
Part-Time	11.6	12.8	91
Retired	27.4	21.3	129
Not Employed	5.1	7.4	69
<b>Occupation - Head of Household</b>			
Managerial, Professional	37.4	31.1	120
Technical, Sales, Admin Support	13.0	15.8	82
Service	3.8	7.3	52
Farming, Forestry, Fishing	0.9	0.9	100
Craftsman, Repairman	3.1	4.3	72
Operator, Laborer	3.6	5.3	68
Retired, Student, Armed Forces	38.2	35.2	109
<b>Below the Poverty Level</b>			
No	87.0	82.2	106
Yes	13.0	17.8	73
<b>Lifestage</b>			
Roommates (same sex)	1.0	2.3	43
Young Singles (under 35)	3.7	5.0	74
Middle Singles (35 to 65)	9.9	13.1	76
Older Singles (over 65)	15.7	10.4	151
Young Couple (under 35 - no child)	6.3	7.1	89
Working Older Couple (45+ no child)	11.2	11.1	101
Retired Older Couple (45+ no child)	14.4	11.1	130
Young Parent (under 45, child<6)	13.7	12.1	113
Middle Parent (under 45, child>6)	9.4	12.6	75
Older Parent (over 45, child @ home)	14.7	15.3	96

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

Not Involved	29.1	37.8	77
Somewhat Involved	31.9	30.1	106
Strongly Involved	39.0	32.0	122

**Faith Involvement 10 Years Ago**

Not Involved	24.3	30.6	79
Somewhat Involved	36.7	34.2	107
Strongly Involved	39.1	35.2	111

**Change In Faith Involvement**

Decreased	30.8	29.2	105
Same	42.5	48.4	88
Increased	26.7	22.4	119

**Level of Active Participation Now**

Not Active	35.3	47.4	74
Somewhat Active	27.0	25.2	107
Very Active	37.7	27.4	138

**Level of Participation: 10 Years**

Not Active	28.7	38.2	75
Somewhat Active	32.0	30.0	107
Very Active	39.2	31.8	123

**Change in Participation**

Decreased	33.2	29.9	111
Same	40.5	49.2	82
Increased	26.4	20.8	127

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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	0.0	2.1	0
Presbyterian/Reforme	100.0	4.2	2,381
Unitarian/Universali	0.0	0.8	0
No Preference/Intere	0.0	5.6	0

#### Religious Preference: 10 Years Ago

No Preference/Not In	1.3	8.5	15
Adventist	0.2	0.7	29
Baptist	2.6	15.6	17
Buddhist/Hindu/Shint	0.0	0.3	0
Catholic	2.2	25.4	9
Congregational	1.1	2.5	44
Episcopal	1.0	3.1	32
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	1.2	7.8	15
Methodist	3.7	10.9	34
Mormon	0.0	1.8	0
New Age	0.0	0.3	0
Non-Denom/Independen	0.9	5.4	17
Orthodox	0.0	0.4	0
Pentecostal	0.1	2.0	5
Presbyterian/Reforme	83.5	4.8	1,740
Unitarian/Universali	0.1	0.7	14
No Preference/Intere	1.7	4.1	41

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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	2.2	25.8	9
No Preference	3.0	12.6	24
Historic Protestant	94.6	53.5	177
Other Non-Historic C	0.3	8.0	4

## DENOMINATIONAL MEMBERSHIP

### Denominational Membership: Now

Episcopal	0.5	2.9	17
ELCA	0.3	4.9	6
Roman Catholic	0.3	23.8	1
PC(USA)	76.1	4.3	1,770
United Methodist	1.1	9.0	12
Southern Baptist	0.5	7.6	7
None of the Above	21.3	47.6	45

### Denominational Membership: 10 Years Ago

Episcopal	1.2	3.5	34
ELCA	0.4	5.6	7
Roman Catholic	2.3	27.0	9
PC(USA)	71.3	5.5	1,296
United Methodist	4.0	10.6	38
Southern Baptist	2.1	8.7	24
None of the Above	18.8	39.0	48

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

Primary Source	36.4	32.6	112
Secondary Source	31.2	29.3	106
Third Source	14.6	17.9	82
Fourth Source	0.4	1.1	36
Fifth Source	1.3	0.4	325
Not Chosen	16.0	18.7	86

**Radio**

Primary Source	10.3	12.2	84
Secondary Source	19.8	21.4	93
Third Source	35.2	30.4	116
Fourth Source	2.1	2.6	81
Fifth Source	1.0	0.9	111
Not Chosen	31.7	32.5	98

**Magazine**

Primary Source	2.4	2.1	114
Secondary Source	6.0	6.3	95
Third Source	20.3	18.5	110
Fourth Source	6.0	5.2	115
Fifth Source	3.6	4.4	82
Not Chosen	61.7	63.5	97

**National Newspaper**

Primary Source	4.1	3.7	111
Secondary Source	6.0	5.1	118
Third Source	6.8	8.3	82
Fourth Source	3.7	3.7	100
Fifth Source	5.9	6.1	97
Not Chosen	73.5	73.2	100

**Television**

Primary Source	42.0	42.8	98
Secondary Source	30.7	29.0	106
Third Source	12.9	12.5	103
Fourth Source	1.4	0.8	175
Fifth Source	0.3	0.4	75
Not Chosen	12.7	14.4	88

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

Poor	10.0	13.3	75
Fair	31.2	33.0	95
Good	58.8	53.7	109

**Put Ad in Local Newspaper**

Poor	21.2	21.5	99
Fair	48.8	44.8	109
Good	30.0	33.7	89

**Door to Door**

Poor	64.5	64.7	100
Fair	24.1	21.7	111
Good	11.4	13.6	84

**Call and discuss on the phone**

Poor	55.1	61.2	90
Fair	32.4	27.1	120
Good	12.5	11.7	107

**Call and offer to visit**

Poor	45.3	50.3	90
Fair	30.0	29.9	100
Good	24.7	19.8	125

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

Poor	30.5	34.3	89
Fair	34.6	36.4	95
Good	34.8	29.3	119

**Local radio announcements**

Poor	19.7	19.4	102
Fair	46.0	44.4	104
Good	34.4	36.2	95

**Local cable channels**

Poor	34.6	30.4	114
Fair	37.7	39.0	97
Good	27.7	30.6	91

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<b>ETHICAL VIEWPOINTS</b>			
<b>An action is moral if no one gets hurt</b>			
Disagree	83.3	79.5	105
Agree	16.7	20.5	81
<b>It is our moral obligation to stop social injustice</b>			
Disagree	15.9	15.8	101
Agree	84.1	84.2	100
<b>If an action is legal, it is morally right</b>			
Disagree	81.9	80.2	102
Agree	18.1	19.8	91
<b>Moral Values Indicator</b>	50.7	56.1	111
<b>There is a lack of moral values in the US today.</b>			
Disagree	8.9	11.8	75
Agree	91.1	88.2	103
<b>Social problems today are the result of the loss of morals</b>			
Disagree	7.9	10.5	75
Agree	92.1	89.5	103
<b>Social Values Indicator</b>	16.8	22.3	133
<b>Ethics Indicator</b>	49.4	58.6	119



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### PERSONAL STYLE PREFERENCES

#### Worship which is:

Emotionally uplifting	21.6	26.2	82
Both	53.3	45.2	118
Intellectually challenging	15.6	12.8	122
No Preference Indicated	9.5	15.8	60

Traditional/Formal	26.4	21.3	124
Both	32.7	28.3	116
Contemporary/Informal	27.9	30.1	93
No Preference Indicated	12.9	20.2	64

#### Music which is:

Traditional	36.5	30.2	121
Both	38.6	34.9	111
Contemporary	13.7	18.4	74
No Preference Indicated	11.2	16.5	68

Performed by Others	18.0	18.9	95
Both	45.0	36.3	124
Participatory	24.7	24.7	100
No Preference Indicated	12.3	20.1	61

#### Involvement and Mission Emphasis which is:

Community Focused	29.3	25.2	116
Both	45.7	41.4	110
Personal Spiritual Development	12.8	14.4	89
No Preference Indicated	12.2	19.0	64

Global Mission	5.2	6.7	78
Both	34.7	33.0	105
Local Mission	44.9	36.9	122
No Preference Indicated	15.2	23.3	65

#### Church Architecture which is:

Traditional	38.0	29.8	128
Both	36.5	35.8	102
Contemporary	14.2	16.7	85
No Preference Indicated	11.3	17.8	63

Somber/Serious	11.4	10.1	113
Both	31.7	30.5	104
Light and Airy	43.5	38.8	112
No Preference Indicated	13.4	20.7	65

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<b>CONCERNS</b>			
<b>Basics</b>			
Day to Day Financial Worries	26.8	33.9	79
Personal Health	39.5	37.3	106
Health Insurance	37.8	35.5	106
Affordable Housing	8.5	12.0	71
Employment Opportunities	13.8	17.1	81
Child Care	6.3	6.0	105
Adequate Food	5.8	7.5	77
Basics Index			93
<b>Family</b>			
Abusive Relationships	9.8	10.5	93
Teen/Child Problems	15.4	18.7	82
Divorce	2.3	3.4	68
Alcohol/Drug Abuse	21.2	20.8	102
Aging Parent Care	16.6	13.6	122
Family Index			97
<b>Community</b>			
Neighborhood Gangs	16.1	15.6	103
Racial/Ethnic Prejudice	14.0	15.7	89
Neighborhood Crime & Safety	36.5	34.6	105
Problems in Schools	18.7	17.0	110
Social Injustice	11.4	13.0	88
Good Schools	25.4	23.1	110
Community Index			103
<b>Hopes and Dreams</b>			
Fulfilling Marriage	18.3	17.5	105
Parenting Skills	14.3	13.3	108
Educational Objectives	5.6	7.4	76
Long-term Financial Security	53.1	50.9	104
Retirement Opportunities	18.5	17.6	105
Better Quality Healthcare	24.8	22.3	111
Satisfying/Job Career	16.9	18.0	94
Time for Recreation/Leisure	27.1	23.9	113
Hopes and Dreams Index			105
<b>Spiritual and Personal Development</b>			
Stress	24.8	27.6	90
Companionship	14.1	14.7	96
Spiritual Teaching	12.1	11.0	110
Life Direction	10.0	10.2	98
Good Church	17.1	13.7	125
Spiritual and Personal Index			101

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<b>PROGRAMS</b>			
<b>Social Services</b>			
Food/Clothing Resources	9.7	10.1	96
Day Care Services	5.7	6.7	85
Personal/Family Counseling	22.5	26.4	85
Church Sponsored Day School	5.8	6.1	95
Care for Terminally Ill	12.4	15.6	79
Social Services Index			86
<b>Spiritual Development</b>			
Bible Study/Prayer Groups	49.5	42.0	118
Spiritual Retreats	8.6	11.3	76
Adult Theo. Discussion Groups	31.3	23.9	131
Spiritual Development Index			116
<b>Personal Development</b>			
Parent Training Programs	7.6	9.1	84
Twelve Step Programs	1.5	3.7	41
Marriage Enrichment	11.4	12.3	93
Divorce Recovery	1.0	2.0	50
Personal Development Index			79
<b>Social/Recreation</b>			
Family Activities	32.5	33.5	97
Sports or Camping	5.6	6.2	90
Youth Social Programs	36.5	36.1	101
Cultural Programs (music, drama)	20.1	16.8	120
Active Retirement Programs	29.2	24.8	118
Social/Recreation Index			106

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<b>GEOGRAPHIES</b>			
<b>Northeast Region</b>	1.3	5.4	24
Connecticut	0.6	1.4	43
Maine	0.0	0.5	0
Massachusetts	0.1	2.4	4
New Hampshire	0.2	0.4	50
Rhode Island	0.1	0.5	20
Vermont	0.3	0.2	150
<b>Mid-Atlantic</b>	20.2	15.9	127
Delaware	0.8	0.3	267
New Jersey	5.5	3.1	177
New York	6.0	8.0	75
Pennsylvania	7.9	4.5	176
<b>South Atlantic</b>	21.5	17.6	122
Washington DC	0.0	0.2	0
Florida	8.2	5.5	149
Georgia	1.8	2.5	72
Maryland	0.7	2.0	35
North Carolina	4.2	2.7	156
South Carolina	2.9	1.4	207
Virginia	3.3	2.6	127
West Virginia	0.4	0.7	57
<b>East North Central</b>	16.5	17.3	95
Illinois	3.6	5.1	71
Indiana	2.0	2.2	91
Michigan	5.1	3.7	138
Ohio	4.3	4.3	100
Wisconsin	1.5	2.0	75
<b>East South Central</b>	6.3	6.0	105
Alabama	2.0	1.8	111
Kentucky	0.6	1.4	43
Mississippi	1.5	0.9	167
Tennessee	2.2	1.9	116
<b>West North Central</b>	7.6	7.8	97
Kansas	1.4	1.0	140
Iowa	1.7	1.4	121
Minnesota	1.7	1.9	89
Missouri	1.5	2.1	71
Nebraska	1.0	0.7	143
North Dakota	0.0	0.3	0

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South Dakota	0.3	0.4	75
<b>West South Central</b>	5.6	9.9	57
Arkansas	1.0	1.0	100
Louisiana	0.1	1.5	7
Oklahoma	0.3	1.4	21
Texas	4.2	6.0	70
<b>Mountain</b>	7.0	5.5	127
Arizona	2.0	1.4	143
Colorado	2.1	1.5	140
Idaho	0.3	0.4	75
Montana	0.5	0.3	167
Nevada	0.4	0.5	80
New Mexico	1.4	0.6	233
Utah	0.1	0.6	17
Wyoming	0.2	0.2	100
<b>Pacific</b>	14.1	14.5	97
Alaska	0.0	0.0	100
California	11.1	11.4	97
Hawaii	0.0	0.0	100
Oregon	1.2	1.1	109
Washington	1.8	2.0	90