

Southern Baptist Convention

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,223	18,546	6.59%
Margin of Error for Profile	2.51%	0.64%	

DEMOGRAPHICS

Race

Anglo (Non-Hisp)	82.3	89.1	92
African-Am. (NH)	15.0	6.8	221
Asian/PI (NH)	0.3	0.7	43
Native (NH)	1.0	0.4	250
Other (NH)	0.4	0.6	67
Hispanic/Latino	1.0	2.4	42

Generations

Survivors (1961-1981)	16.4	17.6	93
Boomers (1943-1960)	39.0	39.7	98
Silents (1925-1942)	29.1	26.7	109
Builders (1900-1924)	15.5	15.9	97

Average Age

50.5 50.1 101

Median Age

48.0 47.0 102

Household Structure

No Kids, Unmarried Female	20.9	21.4	98
No Kids, Unmarried Male	8.9	12.8	70
No Kids, Married Couple	27.3	25.9	105
Kids, Unmarried Female	8.8	8.1	109
Kids, Unmarried Male	0.6	0.8	75
Kids, Married Couple	33.6	31.0	108

Martial Status

Now Married	60.9	56.9	107
Never Married	10.3	16.5	62
Divorced, Widowed or	28.8	26.6	108

Highest Education within Household

Grade School	1.4	1.3	108
Some High School	4.9	4.9	100
Graduated High School	25.5	23.3	109
Some College - no degree	34.2	28.1	122
College Grad (2 yr)	7.8	7.2	108
College Grad (4 yr)	15.3	19.4	79
Post Graduate Degree	10.9	15.8	69

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Household Income (Census Groups)			
Under \$7,500	9.0	6.7	134
\$7,500 to \$14,999	17.8	16.1	111
\$15,000 to \$24,999	20.7	17.8	116
\$25,000 to \$34,999	16.2	14.9	109
\$35,000 to \$49,999	16.6	17.0	98
\$50,000 to \$74,999	14.1	16.4	86
\$75,000 to \$99,999	3.6	6.3	57
\$100,000 to \$149,999	1.3	3.5	37
\$150,000 or more	0.6	1.2	50
Average Household Income	\$32,966	\$39,252	84
Median Household Income	\$26,250	\$31,250	84
Employment Status - Head of Household			
Full-Time	59.2	58.5	101
Part-Time	11.5	12.8	90
Retired	21.2	21.3	100
Not Employed	8.1	7.4	109
Occupation - Head of Household			
Managerial, Professional	27.8	31.1	89
Technical, Sales, Admin Support	15.4	15.8	97
Service	7.0	7.3	96
Farming, Forestry, Fishing	0.9	0.9	100
Craftsman, Repairman	5.2	4.3	121
Operator, Laborer	6.6	5.3	125
Retired, Student, Armed Forces	37.0	35.2	105
Below the Poverty Level			
No	77.7	82.2	95
Yes	22.3	17.8	125
Lifestage			
Roommates (same sex)	1.3	2.3	57
Young Singles (under 35)	3.7	5.0	74
Middle Singles (35 to 65)	10.4	13.1	79
Older Singles (over 65)	10.9	10.4	105
Young Couple (under 35 - no child)	6.0	7.1	85
Working Older Couple (45+ no child)	13.6	11.1	123
Retired Older Couple (45+ no child)	11.2	11.1	101
Young Parent (under 45, child<6)	11.5	12.1	95
Middle Parent (under 45, child>6)	16.0	12.6	127
Older Parent (over 45, child @ home)	15.4	15.3	101

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FAITH INVOLVEMENT AND PARTICIPATION

Faith Involvement - Now

Not Involved	17.3	37.8	46
Somewhat Involved	33.4	30.1	111
Strongly Involved	49.2	32.0	154

Faith Involvement 10 Years Ago

Not Involved	13.5	30.6	44
Somewhat Involved	35.8	34.2	105
Strongly Involved	50.7	35.2	144

Change In Faith Involvement

Decreased	28.2	29.2	97
Same	43.6	48.4	90
Increased	28.2	22.4	126

Level of Active Participation Now

Not Active	24.9	47.4	53
Somewhat Active	31.1	25.2	123
Very Active	44.0	27.4	161

Level of Participation: 10 Years

Not Active	19.5	38.2	51
Somewhat Active	32.5	30.0	108
Very Active	47.9	31.8	151

Change in Participation

Decreased	31.7	29.9	106
Same	40.9	49.2	83
Increased	27.5	20.8	132

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RELIGIOUS PREFERENCES

Religious Preference: Now

	Analysis Group	Nat. Ave.	Index
No Preference/Not In	0.6	11.0	5
Adventist	1.4	0.6	233
Baptist	94.1	14.8	636
Buddhist/Hindu/Shint	0.0	0.4	0
Catholic	0.4	22.7	2
Congregational	0.2	2.3	9
Episcopal	0.1	3.0	3
Holiness	0.0	0.8	0
Islamic	0.1	0.1	100
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	3.7	0
Lutheran	0.2	7.0	3
Methodist	0.4	9.9	4
Mormon	0.0	1.6	0
New Age	0.1	0.8	13
Non-Denom/Independen	0.7	7.4	9
Orthodox	0.0	0.4	0
Pentecostal	0.3	2.1	14
Presbyterian/Reforme	0.3	4.2	7
Unitarian/Universali	0.2	0.8	25
No Preference/Intere	0.8	5.6	14

Religious Preference: 10 Years Ago

	Analysis Group	Nat. Ave.	Index
No Preference/Not In	0.7	8.5	8
Adventist	1.3	0.7	186
Baptist	87.4	15.6	560
Buddhist/Hindu/Shint	0.3	0.3	100
Catholic	1.6	25.4	6
Congregational	0.3	2.5	12
Episcopal	0.4	3.1	13
Holiness	0.0	0.8	0
Islamic	0.0	0.1	0
Jehovah's Witness	0.0	0.9	0
Judaism	0.0	4.0	0
Lutheran	1.6	7.8	21
Methodist	2.6	10.9	24
Mormon	0.1	1.8	6
New Age	0.0	0.3	0
Non-Denom/Independen	1.7	5.4	31
Orthodox	0.0	0.4	0
Pentecostal	0.5	2.0	25
Presbyterian/Reforme	0.7	4.8	15
Unitarian/Universali	0.0	0.7	0
No Preference/Intere	0.8	4.1	20

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Preference Now - Four Preference Groups

Catholic or Orthodox	0.4	23.1	2
No Preference	1.4	16.6	8
Historic Protestant	97.8	52.0	188
Other Non-Historic C	0.5	8.3	6

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	1.6	25.8	6
No Preference	1.5	12.6	12
Historic Protestant	96.5	53.5	180
Other Non-Historic C	0.4	8.0	5

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)	0.0	4.3	0
United Methodist	0.0	9.0	0
Southern Baptist	100.0	7.6	1,316
None of the Above	0.0	47.6	0

Denominational Membership: 10 Years Ago

Episcopal	0.5	3.5	14
ELCA	1.5	5.6	27
Roman Catholic	2.2	27.0	8
PC(USA)	1.2	5.5	22
United Methodist	2.9	10.6	27
Southern Baptist	88.6	8.7	1,018
None of the Above	3.3	39.0	8

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INFORMATION PREFERENCES

Local Newspaper

Primary Source	33.4	32.6	102
Secondary Source	31.8	29.3	109
Third Source	18.7	17.9	104
Fourth Source	1.1	1.1	100
Fifth Source	0.1	0.4	25
Not Chosen	14.8	18.7	79

Radio

Primary Source	9.8	12.2	80
Secondary Source	22.1	21.4	103
Third Source	33.6	30.4	111
Fourth Source	2.3	2.6	88
Fifth Source	0.9	0.9	100
Not Chosen	31.3	32.5	96

Magazine

Primary Source	1.6	2.1	76
Secondary Source	6.5	6.3	103
Third Source	19.3	18.5	104
Fourth Source	5.1	5.2	98
Fifth Source	4.4	4.4	100
Not Chosen	63.2	63.5	100

National Newspaper

Primary Source	2.7	3.7	73
Secondary Source	4.7	5.1	92
Third Source	8.6	8.3	104
Fourth Source	4.1	3.7	111
Fifth Source	6.3	6.1	103
Not Chosen	73.6	73.2	101

Television

Primary Source	49.4	42.8	115
Secondary Source	29.2	29.0	101
Third Source	9.7	12.5	78
Fourth Source	0.1	0.8	13
Fifth Source	0.2	0.4	50
Not Chosen	11.4	14.4	79

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COMMUNICATE NEW SERVICES

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Send Information by Mail			
Poor	10.2	13.3	77
Fair	32.5	33.0	98
Good	57.2	53.7	107
Put Ad in Local Newspaper			
Poor	17.1	21.5	80
Fair	44.9	44.8	100
Good	38.0	33.7	113
Door to Door			
Poor	48.6	64.7	75
Fair	28.3	21.7	130
Good	23.1	13.6	170
Call and discuss on the phone			
Poor	47.8	61.2	78
Fair	34.9	27.1	129
Good	17.3	11.7	148
Call and offer to visit			
Poor	34.7	50.3	69
Fair	33.1	29.9	111
Good	32.2	19.8	163
Call and offer to send information by mail			
Poor	24.4	34.3	71
Fair	42.0	36.4	115
Good	33.6	29.3	115
Local radio announcements			
Poor	15.0	19.4	77
Fair	41.1	44.4	93
Good	43.9	36.2	121
Local cable channels			
Poor	26.5	30.4	87
Fair	36.5	39.0	94
Good	37.0	30.6	121

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	84.1	79.5	106
Agree	15.9	20.5	78
It is our moral obligation to stop social injustice			
Disagree	16.2	15.8	103
Agree	83.8	84.2	100
If an action is legal, it is morally right			
Disagree	82.4	80.2	103
Agree	17.6	19.8	89
Moral Values Indicator	49.7	56.1	113
There is a lack of moral values in the US today.			
Disagree	9.1	11.8	77
Agree	90.9	88.2	103
Social problems today are the result of the loss of morals			
Disagree	7.7	10.5	73
Agree	92.3	89.5	103
Social Values Indicator	16.8	22.3	133
Ethics Indicator	48.9	58.6	120

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PERSONAL STYLE PREFERENCES			
Worship which is:			
Emotionally uplifting	30.6	26.2	117
Both	47.3	45.2	105
Intellectually challenging	9.3	12.8	73
No Preference Indicated	12.7	15.8	80
Traditional/Formal	18.2	21.3	85
Both	29.7	28.3	105
Contemporary/Informal	31.1	30.1	103
No Preference Indicated	21.0	20.2	104
Music which is:			
Traditional	32.4	30.2	107
Both	37.6	34.9	108
Contemporary	16.0	18.4	87
No Preference Indicated	14.0	16.5	85
Performed by Others	16.0	18.9	85
Both	42.6	36.3	117
Participatory	23.5	24.7	95
No Preference Indicated	17.9	20.1	89
Involvement and Mission Emphasis which is:			
Community Focused	20.9	25.2	83
Both	48.8	41.4	118
Personal Spiritual Development	13.3	14.4	92
No Preference Indicated	17.0	19.0	89
Global Mission	5.2	6.7	78
Both	41.3	33.0	125
Local Mission	32.9	36.9	89
No Preference Indicated	20.6	23.3	88
Church Architecture which is:			
Traditional	29.6	29.8	99
Both	39.9	35.8	111
Contemporary	15.6	16.7	93
No Preference Indicated	14.9	17.8	84
Somber/Serious	11.2	10.1	111
Both	32.0	30.5	105
Light and Airy	37.8	38.8	97
No Preference Indicated	19.0	20.7	92

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CONCERNS			
Basics			
Day to Day Financial Worries	35.6	33.9	105
Personal Health	32.4	37.3	87
Health Insurance	34.8	35.5	98
Affordable Housing	9.5	12.0	79
Employment Opportunities	12.7	17.1	74
Child Care	6.4	6.0	107
Adequate Food	9.9	7.5	132
Basics Index			95
Family			
Abusive Relationships	9.6	10.5	91
Teen/Child Problems	22.4	18.7	120
Divorce	4.1	3.4	121
Alcohol/Drug Abuse	24.2	20.8	116
Aging Parent Care	13.9	13.6	102
Family Index			111
Community			
Neighborhood Gangs	14.0	15.6	90
Racial/Ethnic Prejudice	13.7	15.7	87
Neighborhood Crime & Safety	34.3	34.6	99
Problems in Schools	22.5	17.0	132
Social Injustice	9.5	13.0	73
Good Schools	23.9	23.1	103
Community Index			99
Hopes and Dreams			
Fulfilling Marriage	17.4	17.5	99
Parenting Skills	13.6	13.3	102
Educational Objectives	7.5	7.4	101
Long-term Financial Security	46.3	50.9	91
Retirement Opportunities	16.0	17.6	91
Better Quality Healthcare	23.9	22.3	107
Satisfying/Job Career	13.2	18.0	73
Time for Recreation/Leisure	18.6	23.9	78
Hopes and Dreams Index			92
Spiritual and Personal Development			
Stress	26.0	27.6	94
Companionship	12.2	14.7	83
Spiritual Teaching	20.6	11.0	187
Life Direction	8.0	10.2	78
Good Church	26.9	13.7	196
Spiritual and Personal Index			121

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PROGRAMS			
Social Services			
Food/Clothing Resources	6.6	10.1	65
Day Care Services	4.8	6.7	72
Personal/Family Counseling	24.1	26.4	91
Church Sponsored Day School	3.9	6.1	64
Care for Terminally Ill	13.0	15.6	83
Social Services Index			81
Spiritual Development			
Bible Study/Prayer Groups	72.8	42.0	173
Spiritual Retreats	12.3	11.3	109
Adult Theo. Discussion Groups	23.7	23.9	99
Spiritual Development Index			141
Personal Development			
Parent Training Programs	7.6	9.1	84
Twelve Step Programs	3.4	3.7	92
Marriage Enrichment	11.6	12.3	94
Divorce Recovery	2.1	2.0	105
Personal Development Index			91
Social/Recreation			
Family Activities	31.5	33.5	94
Sports or Camping	3.6	6.2	58
Youth Social Programs	39.3	36.1	109
Cultural Programs (music, drama)	10.0	16.8	60
Active Retirement Programs	20.6	24.8	83
Social/Recreation Index			89

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GEOGRAPHIES			
Northeast Region	0.6	5.4	11
Connecticut	0.2	1.4	14
Maine	0.0	0.5	0
Massachusetts	0.3	2.4	13
New Hampshire	0.1	0.4	25
Rhode Island	0.0	0.5	0
Vermont	0.0	0.2	0
Mid-Atlantic	2.8	15.9	18
Delaware	0.1	0.3	33
New Jersey	0.4	3.1	13
New York	1.4	8.0	18
Pennsylvania	0.9	4.5	20
South Atlantic	34.2	17.6	194
Washington DC	0.4	0.2	200
Florida	5.9	5.5	107
Georgia	9.5	2.5	380
Maryland	1.7	2.0	85
North Carolina	7.6	2.7	281
South Carolina	4.6	1.4	329
Virginia	4.3	2.6	165
West Virginia	0.2	0.7	29
East North Central	4.8	17.3	28
Illinois	1.6	5.1	31
Indiana	0.9	2.2	41
Michigan	0.9	3.7	24
Ohio	1.2	4.3	28
Wisconsin	0.2	2.0	10
East South Central	22.4	6.0	373
Alabama	6.8	1.8	378
Kentucky	3.0	1.4	214
Mississippi	5.1	0.9	567
Tennessee	7.5	1.9	395
West North Central	3.8	7.8	49
Kansas	0.3	1.0	30
Iowa	0.2	1.4	14
Minnesota	0.2	1.9	11
Missouri	2.8	2.1	133
Nebraska	0.1	0.7	14
North Dakota	0.1	0.3	33

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South Dakota	0.1	0.4	25
West South Central	24.6	9.9	248
Arkansas	3.0	1.0	300
Louisiana	3.0	1.5	200
Oklahoma	3.0	1.4	214
Texas	15.6	6.0	260
Mountain	2.8	5.5	51
Arizona	0.8	1.4	57
Colorado	0.7	1.5	47
Idaho	0.0	0.4	0
Montana	0.1	0.3	33
Nevada	0.3	0.5	60
New Mexico	0.6	0.6	100
Utah	0.3	0.6	50
Wyoming	0.0	0.2	0
Pacific	4.0	14.5	28
Alaska	0.0	0.0	100
California	3.2	11.4	28
Hawaii	0.0	0.0	100
Oregon	0.4	1.1	36
Washington	0.4	2.0	20