

Silents

	Analysis Group	Nat. Ave.	Index
Total Respondents	4,956	18,546	26.72%
Margin of Error for Profile	1.25%	0.64%	

DEMOGRAPHICS**Race**

Anglo (Non-Hisp)	90.3	89.1	101
African-Am. (NH)	6.8	6.8	100
Asian/PI (NH)	0.4	0.7	57
Native (NH)	0.5	0.4	125
Other (NH)	0.4	0.6	67
Hispanic/Latino	1.6	2.4	67

Generations

Survivors (1961-1981)	0.0	17.6	0
Boomers (1943-1960)	0.0	39.7	0
Silents (1925-1942)	100.0	26.7	375
Builders (1900-1924)	0.0	15.9	0

Average Age	60.6	50.1	121
Median Age	61.0	47.0	130

Household Structure

No Kids, Unmarried Female	23.3	21.4	109
No Kids, Unmarried Male	11.7	12.8	91
No Kids, Married Couple	43.0	25.9	166
Kids, Unmarried Female	5.9	8.1	73
Kids, Unmarried Male	0.8	0.8	100
Kids, Married Couple	15.3	31.0	49

Marital Status

Now Married	58.4	56.9	103
Never Married	8.2	16.5	50
Divorced, Widowed or	33.5	26.6	126

Highest Education within Household

Grade School	1.7	1.3	131
Some High School	6.4	4.9	131
Graduated High School	28.3	23.3	121
Some College - no degree	27.7	28.1	99
College Grad (2 yr)	5.0	7.2	69
College Grad (4 yr)	15.2	19.4	78
Post Graduate Degree	15.7	15.8	99

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Household Income (Census Groups)			
Under \$7,500	7.2	6.7	107
\$7,500 to \$14,999	17.0	16.1	106
\$15,000 to \$24,999	18.7	17.8	105
\$25,000 to \$34,999	14.0	14.9	94
\$35,000 to \$49,999	15.7	17.0	92
\$50,000 to \$74,999	15.7	16.4	96
\$75,000 to \$99,999	6.2	6.3	98
\$100,000 to \$149,999	4.2	3.5	120
\$150,000 or more	1.5	1.2	125
Average Household Income	\$39,332	\$39,252	100
Median Household Income	\$31,250	\$31,250	100
Employment Status - Head of Household			
Full-Time	44.3	58.5	76
Part-Time	13.4	12.8	105
Retired	34.3	21.3	161
Not Employed	8.0	7.4	108
Occupation - Head of Household			
Managerial, Professional	24.6	31.1	79
Technical, Sales, Admin Support	12.7	15.8	80
Service	6.3	7.3	86
Farming, Forestry, Fishing	1.0	0.9	111
Craftsman, Repairman	3.1	4.3	72
Operator, Laborer	3.6	5.3	68
Retired, Student, Armed Forces	48.7	35.2	138
Below the Poverty Level			
No	82.3	82.2	100
Yes	17.7	17.8	99
Lifestage			
Roommates (same sex)	1.5	2.3	65
Young Singles (under 35)	0.0	5.0	0
Middle Singles (35 to 65)	22.7	13.1	173
Older Singles (over 65)	8.1	10.4	78
Young Couple (under 35 - no child)	0.2	7.1	3
Working Older Couple (45+ no child)	23.7	11.1	214
Retired Older Couple (45+ no child)	21.8	11.1	196
Young Parent (under 45, child<6)	0.1	12.1	1
Middle Parent (under 45, child>6)	0.0	12.6	0
Older Parent (over 45, child @ home)	21.9	15.3	143

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

Not Involved	34.6	37.8	92
Somewhat Involved	28.8	30.1	96
Strongly Involved	36.5	32.0	114

Faith Involvement 10 Years Ago

Not Involved	26.0	30.6	85
Somewhat Involved	32.0	34.2	94
Strongly Involved	42.0	35.2	119

Change In Faith Involvement

Decreased	26.3	29.2	90
Same	57.0	48.4	118
Increased	16.7	22.4	75

Level of Active Participation Now

Not Active	43.3	47.4	91
Somewhat Active	25.4	25.2	101
Very Active	31.3	27.4	114

Level of Participation: 10 Years

Not Active	32.4	38.2	85
Somewhat Active	29.4	30.0	98
Very Active	38.1	31.8	120

Change in Participation

Decreased	27.3	29.9	91
Same	57.0	49.2	116
Increased	15.7	20.8	75

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RELIGIOUS PREFERENCES

Religious Preference: Now

No Preference/Not In	10.1	11.0	92
Adventist	0.5	0.6	83
Baptist	15.4	14.8	104
Buddhist/Hindu/Shint	0.3	0.4	75
Catholic	22.8	22.7	100
Congregational	2.7	2.3	117
Episcopal	3.8	3.0	127
Holiness	0.8	0.8	100
Islamic	0.1	0.1	100
Jehovah's Witness	0.7	0.9	78
Judaism	4.1	3.7	111
Lutheran	7.5	7.0	107
Methodist	11.3	9.9	114
Mormon	1.4	1.6	88
New Age	0.6	0.8	75
Non-Denom/Independen	5.8	7.4	78
Orthodox	0.3	0.4	75
Pentecostal	2.2	2.1	105
Presbyterian/Reforme	4.3	4.2	102
Unitarian/Universali	0.9	0.8	113
No Preference/Intere	4.4	5.6	79

Religious Preference: 10 Years Ago

No Preference/Not In	7.1	8.5	84
Adventist	0.7	0.7	100
Baptist	15.4	15.6	99
Buddhist/Hindu/Shint	0.2	0.3	67
Catholic	24.4	25.4	96
Congregational	2.7	2.5	108
Episcopal	4.2	3.1	135
Holiness	0.9	0.8	113
Islamic	0.1	0.1	100
Jehovah's Witness	0.7	0.9	78
Judaism	4.6	4.0	115
Lutheran	8.3	7.8	106
Methodist	12.8	10.9	117
Mormon	1.5	1.8	83
New Age	0.3	0.3	100
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Orthodox	0.3	0.4	75
Pentecostal	2.1	2.0	105
Presbyterian/Reforme	5.2	4.8	108
Unitarian/Universali	1.0	0.7	143
No Preference/Intere	2.9	4.1	71

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Preference Now - Four Preference Groups

Catholic or Orthodox	23.1	23.1	100
No Preference	14.5	16.6	87
Historic Protestant	54.3	52.0	104
Other Non-Historic C	8.1	8.3	98

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	24.8	25.8	96
No Preference	10.0	12.6	79
Historic Protestant	56.8	53.5	106
Other Non-Historic C	8.4	8.0	105

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	3.4	2.9	117
ELCA	5.1	4.9	104
Roman Catholic	23.8	23.8	100
PC(USA)	4.7	4.3	109
United Methodist	10.3	9.0	114
Southern Baptist	8.3	7.6	109
None of the Above	44.2	47.6	93

Denominational Membership: 10 Years Ago

Episcopal	4.3	3.5	123
ELCA	6.1	5.6	109
Roman Catholic	26.0	27.0	96
PC(USA)	6.0	5.5	109
United Methodist	12.6	10.6	119
Southern Baptist	9.3	8.7	107
None of the Above	35.6	39.0	91

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	36.4	32.6	112
Secondary Source	29.1	29.3	99
Third Source	14.6	17.9	82
Fourth Source	0.9	1.1	82
Fifth Source	0.4	0.4	100
Not Chosen	18.6	18.7	99

Radio

Primary Source	10.8	12.2	89
Secondary Source	19.1	21.4	89
Third Source	30.8	30.4	101
Fourth Source	2.4	2.6	92
Fifth Source	0.7	0.9	78
Not Chosen	36.1	32.5	111

Magazine

Primary Source	2.0	2.1	95
Secondary Source	6.3	6.3	100
Third Source	19.6	18.5	106
Fourth Source	4.3	5.2	83
Fifth Source	3.7	4.4	84
Not Chosen	64.1	63.5	101

National Newspaper

Primary Source	3.8	3.7	103
Secondary Source	5.1	5.1	100
Third Source	8.7	8.3	105
Fourth Source	3.2	3.7	86
Fifth Source	4.7	6.1	77
Not Chosen	74.4	73.2	102

Television

Primary Source	40.9	42.8	96
Secondary Source	30.8	29.0	106
Third Source	12.6	12.5	101
Fourth Source	0.7	0.8	88
Fifth Source	0.3	0.4	75
Not Chosen	14.8	14.4	103

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	13.1	13.3	98
Fair	30.9	33.0	94
Good	56.0	53.7	104

Put Ad in Local Newspaper

Poor	20.8	21.5	97
Fair	44.1	44.8	98
Good	35.1	33.7	104

Door to Door

Poor	61.6	64.7	95
Fair	21.6	21.7	100
Good	16.7	13.6	123

Call and discuss on the phone

Poor	55.5	61.2	91
Fair	29.8	27.1	110
Good	14.6	11.7	125

Call and offer to visit

Poor	43.4	50.3	86
Fair	31.8	29.9	106
Good	24.9	19.8	126

Call and offer to send information by mail

Poor	29.4	34.3	86
Fair	37.6	36.4	103
Good	33.0	29.3	113

Local radio announcements

Poor	23.5	19.4	121
Fair	44.4	44.4	100
Good	32.1	36.2	89

Local cable channels

Poor	34.0	30.4	112
Fair	37.1	39.0	95
Good	28.9	30.6	94

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	80.8	79.5	102
Agree	19.2	20.5	94
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	79.4	80.2	99
Agree	20.6	19.8	104
Moral Values Indicator	56.0	56.1	100
There is a lack of moral values in the US today.			
Disagree	10.7	11.8	91
Agree	89.3	88.2	101
Social problems today are the result of the loss of morals			
Disagree	9.5	10.5	90
Agree	90.5	89.5	101
Social Values Indicator	20.2	22.3	110
Ethics Indicator	55.6	58.6	105

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PERSONAL STYLE PREFERENCES**Worship which is:**

Emotionally uplifting	24.7	26.2	94
Both	45.6	45.2	101
Intellectually challenging	12.0	12.8	94
No Preference Indicated	17.7	15.8	112

Traditional/Formal	22.7	21.3	107
Both	29.9	28.3	106
Contemporary/Informal	23.4	30.1	78
No Preference Indicated	24.0	20.2	119

Music which is:

Traditional	37.3	30.2	124
Both	34.3	34.9	98
Contemporary	9.7	18.4	53
No Preference Indicated	18.6	16.5	113

Performed by Others	17.8	18.9	94
Both	36.8	36.3	101
Participatory	22.3	24.7	90
No Preference Indicated	23.1	20.1	115

Involvement and Mission Emphasis which is:

Community Focused	24.7	25.2	98
Both	39.8	41.4	96
Personal Spiritual Development	13.4	14.4	93
No Preference Indicated	22.2	19.0	117

Global Mission	6.9	6.7	103
Both	32.2	33.0	98
Local Mission	33.4	36.9	91
No Preference Indicated	27.5	23.3	118

Church Architecture which is:

Traditional	31.5	29.8	106
Both	35.0	35.8	98
Contemporary	13.5	16.7	81
No Preference Indicated	20.0	17.8	112

Somber/Serious	11.6	10.1	115
Both	30.9	30.5	101
Light and Airy	34.0	38.8	88
No Preference Indicated	23.4	20.7	113

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CONCERNS

Basics

Day to Day Financial Worries	29.6	33.9	87
Personal Health	46.4	37.3	124
Health Insurance	46.5	35.5	131
Affordable Housing	9.4	12.0	78
Employment Opportunities	11.6	17.1	68
Child Care	1.9	6.0	32
Adequate Food	8.8	7.5	117
Basics Index			103

Family

Abusive Relationships	11.4	10.5	109
Teen/Child Problems	13.0	18.7	70
Divorce	3.6	3.4	106
Alcohol/Drug Abuse	25.3	20.8	122
Aging Parent Care	18.1	13.6	133
Family Index			107

Community

Neighborhood Gangs	18.8	15.6	121
Racial/Ethnic Prejudice	17.3	15.7	110
Neighborhood Crime & Safety	41.4	34.6	120
Problems in Schools	14.8	17.0	87
Social Injustice	15.2	13.0	117
Good Schools	16.5	23.1	71
Community Index			104

Hopes and Dreams

Fulfilling Marriage	9.3	17.5	53
Parenting Skills	2.5	13.3	19
Educational Objectives	2.9	7.4	39
Long-term Financial Security	51.1	50.9	100
Retirement Opportunities	31.0	17.6	176
Better Quality Healthcare	32.3	22.3	145
Satisfying/Job Career	8.0	18.0	44
Time for Recreation/Leisure	20.4	23.9	85
Hopes and Dreams Index			92

Spiritual and Personal Development

Stress	24.2	27.6	88
Companionship	14.5	14.7	99
Spiritual Teaching	11.0	11.0	100
Life Direction	7.7	10.2	75
Good Church	15.7	13.7	115
Spiritual and Personal Index			95

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PROGRAMS**Social Services**

Food/Clothing Resources	10.5	10.1	104
Day Care Services	3.1	6.7	46
Personal/Family Counseling	24.0	26.4	91
Church Sponsored Day School	3.6	6.1	59
Care for Terminally Ill	20.5	15.6	131
Social Services Index			95

Spiritual Development

Bible Study/Prayer Groups	46.3	42.0	110
Spiritual Retreats	13.5	11.3	119
Adult Theo. Discussion Groups	30.3	23.9	127
Spiritual Development Index			117

Personal Development

Parent Training Programs	5.4	9.1	59
Twelve Step Programs	3.8	3.7	103
Marriage Enrichment	8.8	12.3	72
Divorce Recovery	1.7	2.0	85
Personal Development Index			73

Social/Recreation

Family Activities	24.1	33.5	72
Sports or Camping	3.6	6.2	58
Youth Social Programs	25.7	36.1	71
Cultural Programs (music, drama)	17.8	16.8	106
Active Retirement Programs	44.2	24.8	178
Social/Recreation Index			98

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GEOGRAPHIES

Northeast Region	5.7	5.4	106
Connecticut	1.6	1.4	114
Maine	0.5	0.5	100
Massachusetts	2.3	2.4	96
New Hampshire	0.4	0.4	100
Rhode Island	0.6	0.5	120
Vermont	0.3	0.2	150
Mid-Atlantic	16.8	15.9	106
Delaware	0.3	0.3	100
New Jersey	2.7	3.1	87
New York	8.3	8.0	104
Pennsylvania	5.5	4.5	122
South Atlantic	17.7	17.6	101
Washington DC	0.2	0.2	100
Florida	5.7	5.5	104
Georgia	2.5	2.5	100
Maryland	2.2	2.0	110
North Carolina	2.7	2.7	100
South Carolina	1.6	1.4	114
Virginia	2.1	2.6	81
West Virginia	0.7	0.7	100
East North Central	17.0	17.3	98
Illinois	4.8	5.1	94
Indiana	2.2	2.2	100
Michigan	3.6	3.7	97
Ohio	4.3	4.3	100
Wisconsin	2.1	2.0	105
East South Central	6.7	6.0	112
Alabama	2.4	1.8	133
Kentucky	1.4	1.4	100
Mississippi	1.0	0.9	111
Tennessee	1.9	1.9	100
West North Central	7.6	7.8	97
Kansas	1.0	1.0	100
Iowa	1.7	1.4	121
Minnesota	1.8	1.9	95
Missouri	2.0	2.1	95
Nebraska	0.6	0.7	86
North Dakota	0.2	0.3	67

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South Dakota	0.3	0.4	75
West South Central	10.0	9.9	101
Arkansas	1.0	1.0	100
Louisiana	1.4	1.5	93
Oklahoma	1.4	1.4	100
Texas	6.2	6.0	103
Mountain	5.2	5.5	95
Arizona	1.6	1.4	114
Colorado	1.3	1.5	87
Idaho	0.2	0.4	50
Montana	0.2	0.3	67
Nevada	0.4	0.5	80
New Mexico	0.7	0.6	117
Utah	0.7	0.6	117
Wyoming	0.1	0.2	50
Pacific	13.3	14.5	92
Alaska	0.0	0.0	100
California	10.6	11.4	93
Hawaii	0.0	0.0	100
Oregon	1.0	1.1	91
Washington	1.7	2.0	85