

Survivors

	Analysis Group	Nat. Ave.	Index
Total Respondents	3,269	18,546	17.63%
Margin of Error for Profile	1.53%	0.64%	

DEMOGRAPHICS

Race

Anglo (Non-Hisp)	87.4	89.1	98
African-Am. (NH)	6.3	6.8	93
Asian/PI (NH)	1.4	0.7	200
Native (NH)	0.3	0.4	75
Other (NH)	0.5	0.6	83
Hispanic/Latino	4.1	2.4	171

Generations

Survivors (1961-1981)	100.0	17.6	568
Boomers (1943-1960)	0.0	39.7	0
Silents (1925-1942)	0.0	26.7	0
Builders (1900-1924)	0.0	15.9	0

Average Age

29.0 50.1 58

Median Age

30.0 47.0 64

Household Structure

No Kids, Unmarried Female	17.3	21.4	81
No Kids, Unmarried Male	15.9	12.8	124
No Kids, Married Couple	17.1	25.9	66
Kids, Unmarried Female	8.9	8.1	110
Kids, Unmarried Male	0.7	0.8	88
Kids, Married Couple	40.1	31.0	129

Martial Status

Now Married	57.3	56.9	101
Never Married	34.6	16.5	210
Divorced, Widowed or	8.2	26.6	31

Highest Education within Household

Grade School	0.2	1.3	15
Some High School	2.6	4.9	53
Graduated High School	19.2	23.3	82
Some College - no degree	30.9	28.1	110
College Grad (2 yr)	10.1	7.2	140
College Grad (4 yr)	25.5	19.4	131
Post Graduate Degree	11.5	15.8	73

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Household Income (Census Groups)			
Under \$7,500	5.9	6.7	88
\$7,500 to \$14,999	11.9	16.1	74
\$15,000 to \$24,999	20.6	17.8	116
\$25,000 to \$34,999	20.1	14.9	135
\$35,000 to \$49,999	20.9	17.0	123
\$50,000 to \$74,999	14.2	16.4	87
\$75,000 to \$99,999	4.3	6.3	68
\$100,000 to \$149,999	1.5	3.5	43
\$150,000 or more	0.5	1.2	42
Average Household Income	\$35,707	\$39,252	91
Median Household Income	\$31,250	\$31,250	100
Employment Status - Head of Household			
Full-Time	77.2	58.5	132
Part-Time	14.2	12.8	111
Retired	0.3	21.3	1
Not Employed	8.3	7.4	112
Occupation - Head of Household			
Managerial, Professional	36.2	31.1	116
Technical, Sales, Admin Support	24.0	15.8	152
Service	9.7	7.3	133
Farming, Forestry, Fishing	1.0	0.9	111
Craftsman, Repairman	7.1	4.3	165
Operator, Laborer	8.2	5.3	155
Retired, Student, Armed Forces	13.8	35.2	39
Below the Poverty Level			
No	83.5	82.2	102
Yes	16.5	17.8	93
Lifestage			
Roommates (same sex)	4.2	2.3	183
Young Singles (under 35)	22.5	5.0	450
Middle Singles (35 to 65)	0.0	13.1	0
Older Singles (over 65)	0.0	10.4	0
Young Couple (under 35 - no child)	23.0	7.1	324
Working Older Couple (45+ no child)	0.5	11.1	5
Retired Older Couple (45+ no child)	0.1	11.1	1
Young Parent (under 45, child<6)	37.1	12.1	307
Middle Parent (under 45, child>6)	12.0	12.6	95
Older Parent (over 45, child @ home)	0.6	15.3	4

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

Not Involved	42.6	37.8	113
Somewhat Involved	31.9	30.1	106
Strongly Involved	25.5	32.0	80

Faith Involvement 10 Years Ago

Not Involved	34.2	30.6	112
Somewhat Involved	37.8	34.2	111
Strongly Involved	28.1	35.2	80

Change In Faith Involvement

Decreased	37.7	29.2	129
Same	32.7	48.4	68
Increased	29.6	22.4	132

Level of Active Participation Now

Not Active	55.9	47.4	118
Somewhat Active	23.3	25.2	92
Very Active	20.9	27.4	76

Level of Participation: 10 Years

Not Active	43.2	38.2	113
Somewhat Active	31.6	30.0	105
Very Active	25.2	31.8	79

Change in Participation

Decreased	38.5	29.9	129
Same	35.8	49.2	73
Increased	25.7	20.8	124

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RELIGIOUS PREFERENCES

Religious Preference: Now

No Preference/Not In	12.2	11.0	111
Adventist	0.7	0.6	117
Baptist	14.4	14.8	97
Buddhist/Hindu/Shint	0.4	0.4	100
Catholic	23.2	22.7	102
Congregational	1.7	2.3	74
Episcopal	2.4	3.0	80
Holiness	0.6	0.8	75
Islamic	0.3	0.1	300
Jehovah's Witness	1.2	0.9	133
Judaism	2.6	3.7	70
Lutheran	5.7	7.0	81
Methodist	7.7	9.9	78
Mormon	1.9	1.6	119
New Age	0.9	0.8	113
Non-Denom/Independen	10.1	7.4	136
Orthodox	0.4	0.4	100
Pentecostal	2.6	2.1	124
Presbyterian/Reforme	3.2	4.2	76
Unitarian/Universali	0.7	0.8	88
No Preference/Intere	7.2	5.6	129

Religious Preference: 10 Years Ago

No Preference/Not In	9.8	8.5	115
Adventist	0.9	0.7	129
Baptist	16.8	15.6	108
Buddhist/Hindu/Shint	0.2	0.3	67
Catholic	27.3	25.4	107
Congregational	2.0	2.5	80
Episcopal	2.2	3.1	71
Holiness	0.6	0.8	75
Islamic	0.1	0.1	100
Jehovah's Witness	1.1	0.9	122
Judaism	2.7	4.0	68
Lutheran	6.6	7.8	85
Methodist	9.0	10.9	83
Mormon	2.3	1.8	128
New Age	0.3	0.3	100
Non-Denom/Independen	6.5	5.4	120
Orthodox	0.4	0.4	100
Pentecostal	2.1	2.0	105
Presbyterian/Reforme	3.8	4.8	79
Unitarian/Universali	0.4	0.7	57
No Preference/Intere	4.6	4.1	112

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Preference Now - Four Preference Groups

Catholic or Orthodox	23.6	23.1	102
No Preference	19.4	16.6	117
Historic Protestant	49.0	52.0	94
Other Non-Historic C	8.1	8.3	98

Preference 10 Years Ago - Four Preference Groups

Catholic or Orthodox	27.7	25.8	107
No Preference	14.4	12.6	114
Historic Protestant	50.6	53.5	95
Other Non-Historic C	7.3	8.0	91

DENOMINATIONAL MEMBERSHIP**Denominational Membership: Now**

Episcopal	2.3	2.9	79
ELCA	4.2	4.9	86
Roman Catholic	23.8	23.8	100
PC(USA)	2.7	4.3	63
United Methodist	6.8	9.0	76
Southern Baptist	7.0	7.6	92
None of the Above	53.3	47.6	112

Denominational Membership: 10 Years Ago

Episcopal	2.8	3.5	80
ELCA	4.5	5.6	80
Roman Catholic	28.5	27.0	106
PC(USA)	4.1	5.5	75
United Methodist	8.0	10.6	75
Southern Baptist	9.0	8.7	103
None of the Above	43.2	39.0	111

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	22.3	32.6	68
Secondary Source	31.2	29.3	106
Third Source	25.0	17.9	140
Fourth Source	1.8	1.1	164
Fifth Source	0.4	0.4	100
Not Chosen	19.2	18.7	103

Radio

Primary Source	15.1	12.2	124
Secondary Source	26.7	21.4	125
Third Source	29.4	30.4	97
Fourth Source	3.4	2.6	131
Fifth Source	1.1	0.9	122
Not Chosen	24.3	32.5	75

Magazine

Primary Source	2.1	2.1	100
Secondary Source	7.4	6.3	117
Third Source	17.9	18.5	97
Fourth Source	6.4	5.2	123
Fifth Source	6.6	4.4	150
Not Chosen	59.7	63.5	94

National Newspaper

Primary Source	2.9	3.7	78
Secondary Source	5.2	5.1	102
Third Source	8.2	8.3	99
Fourth Source	5.3	3.7	143
Fifth Source	8.4	6.1	138
Not Chosen	69.9	73.2	95

Television

Primary Source	52.3	42.8	122
Secondary Source	23.2	29.0	80
Third Source	11.9	12.5	95
Fourth Source	0.8	0.8	100
Fifth Source	0.5	0.4	125
Not Chosen	11.4	14.4	79

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COMMUNICATE NEW SERVICES**Send Information by Mail**

Poor	12.7	13.3	95
Fair	35.2	33.0	107
Good	52.1	53.7	97

Put Ad in Local Newspaper

Poor	21.9	21.5	102
Fair	45.6	44.8	102
Good	32.5	33.7	96

Door to Door

Poor	69.0	64.7	107
Fair	20.4	21.7	94
Good	10.6	13.6	78

Call and discuss on the phone

Poor	69.0	61.2	113
Fair	22.3	27.1	82
Good	8.7	11.7	74

Call and offer to visit

Poor	59.6	50.3	118
Fair	27.0	29.9	90
Good	13.5	19.8	68

Call and offer to send information by mail

Poor	38.4	34.3	112
Fair	34.3	36.4	94
Good	27.2	29.3	93

Local radio announcements

Poor	11.8	19.4	61
Fair	42.1	44.4	95
Good	46.1	36.2	127

Local cable channels

Poor	21.6	30.4	71
Fair	41.7	39.0	107
Good	36.7	30.6	120

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	77.1	79.5	97
Agree	22.9	20.5	112
It is our moral obligation to stop social injustice			
Disagree	15.4	15.8	97
Agree	84.6	84.2	100
If an action is legal, it is morally right			
Disagree	81.9	80.2	102
Agree	18.1	19.8	91
Moral Values Indicator	56.4	56.1	99
There is a lack of moral values in the US today.			
Disagree	12.2	11.8	103
Agree	87.8	88.2	100
Social problems today are the result of the loss of morals			
Disagree	11.6	10.5	110
Agree	88.4	89.5	99
Social Values Indicator	23.8	22.3	94
Ethics Indicator	62.1	58.6	94

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PERSONAL STYLE PREFERENCES

Worship which is:

Emotionally uplifting	29.0	26.2	111
Both	46.7	45.2	103
Intellectually challenging	13.0	12.8	102
No Preference Indicated	11.2	15.8	71

Traditional/Formal	21.8	21.3	102
Both	26.9	28.3	95
Contemporary/Informal	39.0	30.1	130
No Preference Indicated	12.3	20.2	61

Music which is:

Traditional	21.1	30.2	70
Both	36.9	34.9	106
Contemporary	30.5	18.4	166
No Preference Indicated	11.5	16.5	70

Performed by Others	20.8	18.9	110
Both	38.6	36.3	106
Participatory	28.5	24.7	115
No Preference Indicated	12.1	20.1	60

Involvement and Mission Emphasis which is:

Community Focused	24.4	25.2	97
Both	47.3	41.4	114
Personal Spiritual Development	16.2	14.4	113
No Preference Indicated	12.1	19.0	64

Global Mission	6.9	6.7	103
Both	37.3	33.0	113
Local Mission	41.5	36.9	112
No Preference Indicated	14.3	23.3	61

Church Architecture which is:

Traditional	28.9	29.8	97
Both	38.5	35.8	108
Contemporary	20.7	16.7	124
No Preference Indicated	11.8	17.8	66

Somber/Serious	9.8	10.1	97
Both	30.5	30.5	100
Light and Airy	46.8	38.8	121
No Preference Indicated	13.0	20.7	63

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CONCERNS

Basics

Day to Day Financial Worries	41.2	33.9	122
Personal Health	26.8	37.3	72
Health Insurance	23.5	35.5	66
Affordable Housing	17.2	12.0	143
Employment Opportunities	24.7	17.1	144
Child Care	15.6	6.0	260
Adequate Food	5.5	7.5	73
Basics Index			103

Family

Abusive Relationships	9.3	10.5	89
Teen/Child Problems	18.3	18.7	98
Divorce	3.8	3.4	112
Alcohol/Drug Abuse	14.3	20.8	69
Aging Parent Care	5.7	13.6	42
Family Index			77

Community

Neighborhood Gangs	10.7	15.6	69
Racial/Ethnic Prejudice	13.2	15.7	84
Neighborhood Crime & Safety	26.9	34.6	78
Problems in Schools	16.1	17.0	95
Social Injustice	8.5	13.0	65
Good Schools	28.6	23.1	124
Community Index			87

Hopes and Dreams

Fulfilling Marriage	32.6	17.5	186
Parenting Skills	28.0	13.3	211
Educational Objectives	13.5	7.4	182
Long-term Financial Security	51.4	50.9	101
Retirement Opportunities	5.6	17.6	32
Better Quality Healthcare	10.1	22.3	45
Satisfying/Job Career	30.2	18.0	168
Time for Recreation/Leisure	28.4	23.9	119
Hopes and Dreams Index			117

Spiritual and Personal Development

Stress	30.7	27.6	111
Companionship	15.2	14.7	103
Spiritual Teaching	10.5	11.0	95
Life Direction	12.8	10.2	125
Good Church	11.9	13.7	87
Spiritual and Personal Index			105

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PROGRAMS**Social Services**

Food/Clothing Resources	9.8	10.1	97
Day Care Services	14.9	6.7	222
Personal/Family Counseling	29.1	26.4	110
Church Sponsored Day School	10.2	6.1	167
Care for Terminally Ill	7.4	15.6	47
Social Services Index			110

Spiritual Development

Bible Study/Prayer Groups	36.8	42.0	88
Spiritual Retreats	7.8	11.3	69
Adult Theo. Discussion Groups	15.2	23.9	64
Spiritual Development Index			77

Personal Development

Parent Training Programs	15.0	9.1	165
Twelve Step Programs	3.1	3.7	84
Marriage Enrichment	20.5	12.3	167
Divorce Recovery	1.5	2.0	75
Personal Development Index			148

Social/Recreation

Family Activities	46.6	33.5	139
Sports or Camping	11.6	6.2	187
Youth Social Programs	41.7	36.1	116
Cultural Programs (music, drama)	14.6	16.8	87
Active Retirement Programs	4.4	24.8	18
Social/Recreation Index			101

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GEOGRAPHIES

Northeast Region	5.3	5.4	98
Connecticut	1.1	1.4	79
Maine	0.5	0.5	100
Massachusetts	2.6	2.4	108
New Hampshire	0.4	0.4	100
Rhode Island	0.4	0.5	80
Vermont	0.3	0.2	150
Mid-Atlantic	13.7	15.9	86
Delaware	0.5	0.3	167
New Jersey	2.6	3.1	84
New York	7.3	8.0	91
Pennsylvania	3.3	4.5	73
South Atlantic	18.2	17.6	103
Washington DC	0.1	0.2	50
Florida	5.6	5.5	102
Georgia	2.4	2.5	96
Maryland	2.1	2.0	105
North Carolina	3.1	2.7	115
South Carolina	1.2	1.4	86
Virginia	2.9	2.6	112
West Virginia	0.8	0.7	114
East North Central	17.3	17.3	100
Illinois	4.3	5.1	84
Indiana	2.4	2.2	109
Michigan	4.4	3.7	119
Ohio	4.2	4.3	98
Wisconsin	2.0	2.0	100
East South Central	6.4	6.0	107
Alabama	1.4	1.8	78
Kentucky	2.0	1.4	143
Mississippi	0.9	0.9	100
Tennessee	2.1	1.9	111
West North Central	8.0	7.8	103
Kansas	1.3	1.0	130
Iowa	1.4	1.4	100
Minnesota	1.8	1.9	95
Missouri	2.1	2.1	100
Nebraska	0.7	0.7	100
North Dakota	0.4	0.3	133

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South Dakota	0.3	0.4	75
West South Central	11.1	9.9	112
Arkansas	1.1	1.0	110
Louisiana	1.9	1.5	127
Oklahoma	1.9	1.4	136
Texas	6.2	6.0	103
Mountain	5.6	5.5	102
Arizona	0.8	1.4	57
Colorado	1.8	1.5	120
Idaho	0.8	0.4	200
Montana	0.4	0.3	133
Nevada	0.4	0.5	80
New Mexico	0.5	0.6	83
Utah	0.6	0.6	100
Wyoming	0.3	0.2	150
Pacific	14.4	14.5	99
Alaska	0.0	0.0	100
California	10.5	11.4	92
Hawaii	0.0	0.0	100
Oregon	1.5	1.1	136
Washington	2.4	2.0	120