

Switchers

Revised: v2.1

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,467	18,546	7.91%
Margin of Error for Profile	2.29%	0.64%	

DEMOGRAPHICS**Race**

Anglo (Non-Hisp)	86.7	89.1	97
African-Am. (NH)	8.9	6.8	131
Asian/PI (NH)	0.7	0.7	100
Native (NH)	0.5	0.4	125
Other (NH)	0.3	0.6	50
Hispanic/Latino	2.8	2.4	117

Generations

Survivors (13 to 33)	27.0	17.6	153
Boomers (34 to 51)	46.2	39.7	116
Silents (52 to 69)	19.7	26.7	74
Builders (70 and up)	7.1	15.9	45

Average Age

44.1 50.1 88

Median Age

41.0 47.0 87

Household Structure

No Kids, Unmarried Female	18.0	21.4	84
No Kids, Unmarried Male	11.1	12.8	87
No Kids, Married Couple	20.6	25.9	80
Kids, Unmarried Female	10.1	8.1	125
Kids, Unmarried Male	0.8	0.8	100
Kids, Married Couple	39.4	31.0	127

Marital Status

Now Married	59.9	56.9	105
Never Married	15.0	16.5	91
Divorced, Widowed or	25.1	26.6	94

Highest Education within Household

Grade School	0.4	1.3	31
Some High School	2.6	4.9	53
Graduated High School	17.8	23.3	76
Some College - no degree	30.2	28.1	107
College Grad (2 yr)	7.6	7.2	106
College Grad (4 yr)	24.9	19.4	128
Post Graduate Degree	16.6	15.8	105

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Household Income (Census Groups)			
Under \$7,500	5.6	6.7	84
\$7,500 to \$14,999	13.7	16.1	85
\$15,000 to \$24,999	17.6	17.8	99
\$25,000 to \$34,999	16.3	14.9	109
\$35,000 to \$49,999	19.8	17.0	116
\$50,000 to \$74,999	16.3	16.4	99
\$75,000 to \$99,999	6.7	6.3	106
\$100,000 to \$149,999	3.2	3.5	91
\$150,000 or more	0.9	1.2	75
Average Household Income	\$39,718	\$39,252	101
Median Household Income	\$33,750	\$31,250	108
Employment Status - Head of Household			
Full-Time	66.9	58.5	114
Part-Time	13.4	12.8	105
Retired	12.0	21.3	56
Not Employed	7.7	7.4	104
Occupation - Head of Household			
Managerial, Professional	38.4	31.1	123
Technical, Sales, Admin Support	17.5	15.8	111
Service	8.2	7.3	112
Farming, Forestry, Fishing	0.7	0.9	78
Craftsman, Repairman	4.5	4.3	105
Operator, Laborer	6.2	5.3	117
Retired, Student, Armed Forces	24.4	35.2	69
Below the Poverty Level			
No	84.2	82.2	102
Yes	15.8	17.8	89
Lifestage			
Roommates (same sex)	3.5	2.3	152
Young Singles (under 35)	5.4	5.0	108
Middle Singles (35 to 65)	11.6	13.1	89
Older Singles (over 65)	5.2	10.4	50
Young Couple (under 35 - no child)	9.6	7.1	135
Working Older Couple (45+ no child)	8.0	11.1	72
Retired Older Couple (45+ no child)	6.4	11.1	58
Young Parent (under 45, child<6)	20.4	12.1	169
Middle Parent (under 45, child>6)	15.8	12.6	125
Older Parent (over 45, child @ home)	14.1	15.3	92

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

Not Involved	31.1	37.8	82
Somewhat Involved	35.2	30.1	117
Strongly Involved	33.8	32.0	106

Faith Involvement 10 Years Ago

Not Involved	30.4	30.6	99
Somewhat Involved	40.3	34.2	118
Strongly Involved	29.3	35.2	83

Change In Faith Involvement

Decreased	36.8	29.2	126
Same	22.4	48.4	46
Increased	40.8	22.4	182

Level of Active Participation Now

Not Active	42.2	47.4	89
Somewhat Active	29.8	25.2	118
Very Active	28.0	27.4	102

Level of Participation: 10 Years

Not Active	38.9	38.2	102
Somewhat Active	32.9	30.0	110
Very Active	28.2	31.8	89

Change in Participation

Decreased	38.6	29.9	129
Same	25.1	49.2	51
Increased	36.4	20.8	175

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RELIGIOUS PREFERENCES**Religious Preference: Now**

No Preference/Not In	0.0	11.0	0
Adventist	0.7	0.6	117
Baptist	13.7	14.8	93
Buddhist/Hindu/Shint	1.3	0.4	325
Catholic	8.1	22.7	36
Congregational	3.3	2.3	143
Episcopal	4.5	3.0	150
Holiness	1.2	0.8	150
Islamic	0.4	0.1	400
Jehovah's Witness	1.1	0.9	122
Judaism	0.6	3.7	16
Lutheran	6.2	7.0	89
Methodist	12.2	9.9	123
Mormon	1.0	1.6	63
New Age	4.1	0.8	513
Non-Denom/Independen	27.3	7.4	369
Orthodox	0.1	0.4	25
Pentecostal	5.3	2.1	252
Presbyterian/Reforme	6.1	4.2	145
Unitarian/Universali	2.9	0.8	363
No Preference/Intere	0.0	5.6	0

Religious Preference: 10 Years Ago

No Preference/Not In	0.0	8.5	0
Adventist	2.1	0.7	300
Baptist	19.6	15.6	126
Buddhist/Hindu/Shint	0.7	0.3	233
Catholic	18.3	25.4	72
Congregational	3.5	2.5	140
Episcopal	4.5	3.1	145
Holiness	1.1	0.8	138
Islamic	0.2	0.1	200
Jehovah's Witness	0.7	0.9	78
Judaism	1.7	4.0	43
Lutheran	9.3	7.8	119
Methodist	15.1	10.9	139
Mormon	1.5	1.8	83
New Age	0.4	0.3	133
Non-Denom/Independen	7.2	5.4	133
Orthodox	0.3	0.4	75
Pentecostal	4.2	2.0	210
Presbyterian/Reforme	8.5	4.8	177
Unitarian/Universali	1.0	0.7	143
No Preference/Intere	0.0	4.1	0

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Preference Now - Four Preference Groups			
Catholic or Orthodox	8.2	23.1	35
No Preference	0.0	16.6	0
Historic Protestant	80.4	52.0	155
Other Non-Historic C	11.4	8.3	137
Preference 10 Years Ago - Four Preference Groups			
Catholic or Orthodox	18.7	25.8	72
No Preference	0.0	12.6	0
Historic Protestant	75.2	53.5	141
Other Non-Historic C	6.2	8.0	78
DENOMINATIONAL MEMBERSHIP			
Denominational Membership: Now			
Episcopal	5.2	2.9	179
ELCA	5.1	4.9	104
Roman Catholic	10.3	23.8	43
PC(USA)	6.3	4.3	147
United Methodist	12.3	9.0	137
Southern Baptist	8.3	7.6	109
None of the Above	52.6	47.6	111
Denominational Membership: 10 Years Ago			
Episcopal	4.5	3.5	129
ELCA	6.8	5.6	121
Roman Catholic	20.4	27.0	76
PC(USA)	7.9	5.5	144
United Methodist	15.2	10.6	143
Southern Baptist	12.2	8.7	140
None of the Above	32.9	39.0	84

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INFORMATION PREFERENCES**Local Newspaper**

Primary Source	29.4	32.6	90
Secondary Source	30.3	29.3	103
Third Source	22.7	17.9	127
Fourth Source	1.0	1.1	91
Fifth Source	0.2	0.4	50
Not Chosen	16.4	18.7	88

Radio

Primary Source	14.7	12.2	120
Secondary Source	24.4	21.4	114
Third Source	30.5	30.4	100
Fourth Source	3.5	2.6	135
Fifth Source	1.4	0.9	156
Not Chosen	25.6	32.5	79

Magazine

Primary Source	2.9	2.1	138
Secondary Source	7.4	6.3	117
Third Source	18.5	18.5	100
Fourth Source	6.5	5.2	125
Fifth Source	4.0	4.4	91
Not Chosen	60.8	63.5	96

National Newspaper

Primary Source	4.0	3.7	108
Secondary Source	5.7	5.1	112
Third Source	8.3	8.3	100
Fourth Source	3.0	3.7	81
Fifth Source	7.8	6.1	128
Not Chosen	71.1	73.2	97

Television

Primary Source	46.4	42.8	108
Secondary Source	28.0	29.0	97
Third Source	14.5	12.5	116
Fourth Source	0.9	0.8	113
Fifth Source	0.3	0.4	75
Not Chosen	9.8	14.4	68

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COMMUNICATE NEW SERVICES			
Send Information by Mail			
Poor	11.2	13.3	84
Fair	32.0	33.0	97
Good	56.7	53.7	106
Put Ad in Local Newspaper			
Poor	19.3	21.5	90
Fair	46.6	44.8	104
Good	34.1	33.7	101
Door to Door			
Poor	65.4	64.7	101
Fair	22.0	21.7	101
Good	12.6	13.6	93
Call and discuss on the phone			
Poor	60.6	61.2	99
Fair	27.4	27.1	101
Good	12.0	11.7	103
Call and offer to visit			
Poor	50.0	50.3	99
Fair	30.1	29.9	101
Good	19.9	19.8	101
Call and offer to send information by mail			
Poor	32.9	34.3	96
Fair	35.4	36.4	97
Good	31.7	29.3	108
Local radio announcements			
Poor	14.8	19.4	76
Fair	43.1	44.4	97
Good	42.1	36.2	116
Local cable channels			
Poor	26.7	30.4	88
Fair	39.3	39.0	101
Good	33.9	30.6	111

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	80.9	79.5	102
Agree	19.1	20.5	93
It is our moral obligation to stop social injustice			
Disagree	14.8	15.8	94
Agree	85.2	84.2	101
If an action is legal, it is morally right			
Disagree	83.7	80.2	104
Agree	16.3	19.8	82
Moral Values Indicator	50.2	56.1	112
There is a lack of moral values in the US today.			
Disagree	10.4	11.8	88
Agree	89.6	88.2	102
Social problems today are the result of the loss of morals			
Disagree	8.9	10.5	85
Agree	91.1	89.5	102
Social Values Indicator	19.3	22.3	116
Ethics Indicator	53.2	58.6	110

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PERSONAL STYLE PREFERENCES**Worship which is:**

Emotionally uplifting	28.0	26.2	107
Both	48.8	45.2	108
Intellectually challenging	14.9	12.8	116
No Preference Indicated	8.3	15.8	53

Traditional/Formal	17.3	21.3	81
Both	25.6	28.3	90
Contemporary/Informal	45.8	30.1	152
No Preference Indicated	11.3	20.2	56

Music which is:

Traditional	24.2	30.2	80
Both	38.4	34.9	110
Contemporary	28.2	18.4	153
No Preference Indicated	9.2	16.5	56

Performed by Others	17.4	18.9	92
Both	42.2	36.3	116
Participatory	29.9	24.7	121
No Preference Indicated	10.5	20.1	52

Involvement and Mission Emphasis which is:

Community Focused	23.0	25.2	91
Both	47.6	41.4	115
Personal Spiritual Development	19.7	14.4	137
No Preference Indicated	9.7	19.0	51

Global Mission	6.1	6.7	91
Both	35.4	33.0	107
Local Mission	46.1	36.9	125
No Preference Indicated	12.3	23.3	53

Church Architecture which is:

Traditional	24.7	29.8	83
Both	40.3	35.8	113
Contemporary	24.6	16.7	147
No Preference Indicated	10.4	17.8	58

Somber/Serious	8.8	10.1	87
Both	29.1	30.5	95
Light and Airy	51.5	38.8	133
No Preference Indicated	10.5	20.7	51

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CONCERNS			
Basics			
Day to Day Financial Worries	36.2	33.9	107
Personal Health	30.9	37.3	83
Health Insurance	30.5	35.5	86
Affordable Housing	11.7	12.0	98
Employment Opportunities	18.1	17.1	106
Child Care	7.9	6.0	132
Adequate Food	5.8	7.5	77
Basics Index			95
Family			
Abusive Relationships	10.6	10.5	101
Teen/Child Problems	19.6	18.7	105
Divorce	2.9	3.4	85
Alcohol/Drug Abuse	17.7	20.8	85
Aging Parent Care	10.5	13.6	77
Family Index			91
Community			
Neighborhood Gangs	14.7	15.6	94
Racial/Ethnic Prjudice	16.0	15.7	102
Neighborhood Crime & Safety	31.7	34.6	92
Problems in Schools	16.5	17.0	97
Social Injustice	12.7	13.0	98
Good Schools	26.0	23.1	113
Community Index			99
Hopes and Dreams			
Fulfilling Marriage	23.9	17.5	137
Parenting Skills	18.7	13.3	141
Educational Objectives	8.9	7.4	120
Long-term Financial Security	50.9	50.9	100
Retirement Opportunities	11.3	17.6	64
Better Quality Healthcare	15.1	22.3	68
Satisfying/Job Career	23.6	18.0	131
Time for Recreation/Leisure	23.7	23.9	99
Hopes and Dreams Index			103
Spiritual and Personal Development			
Stress	28.0	27.6	101
Companionship	14.5	14.7	99
Spiritual Teaching	18.6	11.0	169
Life Direction	13.1	10.2	128
Good Church	20.5	13.7	150
Spiritual and Personal Index			123

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PROGRAMS			
Social Services			
Food/Clothing Resources	8.2	10.1	81
Day Care Services	7.5	6.7	112
Personal/Family Counseling	26.5	26.4	100
Church Sponsored Day School	6.2	6.1	102
Care for Terminally Ill	9.8	15.6	63
Social Services Index			90
Spiritual Development			
Bible Study/Prayer Groups	50.8	42.0	121
Spiritual Retreats	12.3	11.3	109
Adult Theo. Discussion Groups	25.4	23.9	106
Spiritual Development Index			115
Personal Development			
Parent Training Programs	10.6	9.1	116
Twelve Step Programs	3.6	3.7	97
Marriage Enrichment	17.0	12.3	138
Divorce Recovery	1.2	2.0	60
Personal Development Index			120
Social/Recreation			
Family Activities	35.5	33.5	106
Sports or Camping	5.6	6.2	90
Youth Social Programs	38.5	36.1	107
Cultural Programs (music, drama)	14.8	16.8	88
Active Retirement Programs	13.9	24.8	56
Social/Recreation Index			92