

The United Methodist Church

	Analysis Group	Nat. Ave.	Index
Total Respondents	1,450	18,546	7.82%
Margin of Error for Profile	2.30%	0.64%	
DEMOGRAPHICS			
Race			
Anglo (Non-Hisp)	94.0	89.1	105
African-Am. (NH)	4.5	6.8	66
Asian/PI (NH)	0.2	0.7	29
Native (NH)	0.4	0.4	100
Other (NH)	0.2	0.6	33
Hispanic/Latino	0.8	2.4	33
Generations			
Survivors (1961-1981)	13.4	17.6	76
Boomers (1943-1960)	32.8	39.7	83
Silents (1925-1942)	30.4	26.7	114
Builders (1900-1924)	23.3	15.9	147
Average Age	54.0	50.1	108
Median Age	54.0	47.0	115
Household Structure			
No Kids, Unmarried Female	23.5	21.4	110
No Kids, Unmarried Male	8.3	12.8	65
No Kids, Married Couple	33.8	25.9	131
Kids, Unmarried Female	7.0	8.1	86
Kids, Unmarried Male	0.4	0.8	50
Kids, Married Couple	27.1	31.0	87
Marital Status			
Now Married	60.9	56.9	107
Never Married	11.1	16.5	67
Divorced, Widowed or	28.1	26.6	106
Highest Education within Household			
Grade School	1.3	1.3	100
Some High School	3.4	4.9	69
Graduated High School	24.8	23.3	106
Some College - no degree	25.9	28.1	92
College Grad (2 yr)	5.7	7.2	79
College Grad (4 yr)	20.2	19.4	104
Post Graduate Degree	18.7	15.8	118

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Household Income (Census Groups)			
Under \$7,500	5.2	6.7	78
\$7,500 to \$14,999	17.9	16.1	111
\$15,000 to \$24,999	18.9	17.8	106
\$25,000 to \$34,999	13.5	14.9	91
\$35,000 to \$49,999	16.2	17.0	95
\$50,000 to \$74,999	16.7	16.4	102
\$75,000 to \$99,999	7.1	6.3	113
\$100,000 to \$149,999	3.0	3.5	86
\$150,000 or more	1.6	1.2	133
Average Household Income	\$39,582	\$39,252	101
Median Household Income	\$31,250	\$31,250	100
Employment Status - Head of Household			
Full-Time	53.1	58.5	91
Part-Time	12.1	12.8	95
Retired	28.9	21.3	136
Not Employed	5.8	7.4	78
Occupation - Head of Household			
Managerial, Professional	29.7	31.1	95
Technical, Sales, Admin Support	15.1	15.8	96
Service	6.0	7.3	82
Farming, Forestry, Fishing	1.2	0.9	133
Craftsman, Repairman	3.2	4.3	74
Operator, Laborer	4.1	5.3	77
Retired, Student, Armed Forces	40.6	35.2	115
Below the Poverty Level			
No	84.4	82.2	103
Yes	15.6	17.8	88
Lifestage			
Roommates (same sex)	1.9	2.3	83
Young Singles (under 35)	3.9	5.0	78
Middle Singles (35 to 65)	8.8	13.1	67
Older Singles (over 65)	13.9	10.4	134
Young Couple (under 35 - no child)	5.9	7.1	83
Working Older Couple (45+ no child)	15.0	11.1	135
Retired Older Couple (45+ no child)	16.2	11.1	146
Young Parent (under 45, child<6)	10.1	12.1	83
Middle Parent (under 45, child>6)	10.9	12.6	87
Older Parent (over 45, child @ home)	13.4	15.3	88

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FAITH INVOLVEMENT AND PARTICIPATION			
Faith Involvement - Now			
Not Involved	24.9	37.8	66
Somewhat Involved	38.1	30.1	127
Strongly Involved	37.0	32.0	116
Faith Involvement 10 Years Ago			
Not Involved	20.0	30.6	65
Somewhat Involved	37.1	34.2	108
Strongly Involved	42.9	35.2	122
Change In Faith Involvement			
Decreased	32.5	29.2	111
Same	42.5	48.4	88
Increased	25.0	22.4	112
Level of Active Participation Now			
Not Active	33.3	47.4	70
Somewhat Active	32.1	25.2	127
Very Active	34.7	27.4	127
Level of Participation: 10 Years			
Not Active	25.1	38.2	66
Somewhat Active	33.8	30.0	113
Very Active	41.1	31.8	129
Change in Participation			
Decreased	34.1	29.9	114
Same	42.1	49.2	86
Increased	23.8	20.8	114

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RELIGIOUS PREFERENCES

Religious Preference: Now

No Preference/Not In	1.8	11.0	16
Adventist	0.2	0.6	33
Baptist	0.9	14.8	6
Buddhist/Hindu/Shint	0.1	0.4	25
Catholic	0.5	22.7	2
Congregational	0.8	2.3	35
Episcopal	0.0	3.0	0
Holiness	0.1	0.8	13
Islamic	0.1	0.1	100
Jehovah's Witness	0.0	0.9	0
Judaism	0.1	3.7	3
Lutheran	0.3	7.0	4
Methodist	90.8	9.9	917
Mormon	0.1	1.6	6
New Age	0.1	0.8	13
Non-Denom/Independen	1.9	7.4	26
Orthodox	0.0	0.4	0
Pentecostal	0.1	2.1	5
Presbyterian/Reforme	0.5	4.2	12
Unitarian/Universali	0.2	0.8	25
No Preference/Intere	1.3	5.6	23

Religious Preference: 10 Years Ago

No Preference/Not In	1.4	8.5	16
Adventist	0.2	0.7	29
Baptist	3.0	15.6	19
Buddhist/Hindu/Shint	0.2	0.3	67
Catholic	1.3	25.4	5
Congregational	1.1	2.5	44
Episcopal	0.8	3.1	26
Holiness	0.1	0.8	13
Islamic	0.1	0.1	100
Jehovah's Witness	0.1	0.9	11
Judaism	0.0	4.0	0
Lutheran	2.1	7.8	27
Methodist	84.5	10.9	775
Mormon	0.2	1.8	11
New Age	0.2	0.3	67
Non-Denom/Independen	1.3	5.4	24
Orthodox	0.0	0.4	0
Pentecostal	0.1	2.0	5
Presbyterian/Reforme	2.0	4.8	42
Unitarian/Universali	0.1	0.7	14
No Preference/Intere	1.3	4.1	32

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Preference Now - Four Preference Groups			
Catholic or Orthodox	0.5	23.1	2
No Preference	3.1	16.6	19
Historic Protestant	95.8	52.0	184
Other Non-Historic C	0.6	8.3	7
Preference 10 Years Ago - Four Preference Groups			
Catholic or Orthodox	1.3	25.8	5
No Preference	2.8	12.6	22
Historic Protestant	95.1	53.5	178
Other Non-Historic C	0.8	8.0	10
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	100.0	9.0	1,111
Southern Baptist	0.0	7.6	0
None of the Above	0.0	47.6	0
Denominational Membership: 10 Years Ago			
Episcopal	0.7	3.5	20
ELCA	1.4	5.6	25
Roman Catholic	1.6	27.0	6
PC(USA)	2.3	5.5	42
United Methodist	88.0	10.6	830
Southern Baptist	2.6	8.7	30
None of the Above	3.3	39.0	8

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INFORMATION PREFERENCES

Local Newspaper

Primary Source	36.5	32.6	112
Secondary Source	29.8	29.3	102
Third Source	17.1	17.9	96
Fourth Source	1.2	1.1	109
Fifth Source	0.2	0.4	50
Not Chosen	15.2	18.7	81

Radio

Primary Source	10.5	12.2	86
Secondary Source	20.1	21.4	94
Third Source	31.1	30.4	102
Fourth Source	2.6	2.6	100
Fifth Source	1.0	0.9	111
Not Chosen	34.7	32.5	107

Magazine

Primary Source	1.9	2.1	90
Secondary Source	6.7	6.3	106
Third Source	21.0	18.5	114
Fourth Source	5.4	5.2	104
Fifth Source	3.4	4.4	77
Not Chosen	61.5	63.5	97

National Newspaper

Primary Source	3.7	3.7	100
Secondary Source	4.1	5.1	80
Third Source	7.2	8.3	87
Fourth Source	3.4	3.7	92
Fifth Source	6.8	6.1	111
Not Chosen	74.7	73.2	102

Television

Primary Source	42.9	42.8	100
Secondary Source	32.0	29.0	110
Third Source	13.1	12.5	105
Fourth Source	0.4	0.8	50
Fifth Source	0.1	0.4	25
Not Chosen	11.5	14.4	80

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COMMUNICATE NEW SERVICES

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Send Information by Mail			
Poor	9.4	13.3	71
Fair	31.0	33.0	94
Good	59.6	53.7	111
Put Ad in Local Newspaper			
Poor	18.6	21.5	87
Fair	46.1	44.8	103
Good	35.3	33.7	105
Door to Door			
Poor	61.4	64.7	95
Fair	24.6	21.7	113
Good	14.0	13.6	103
Call and discuss on the phone			
Poor	52.4	61.2	86
Fair	33.5	27.1	124
Good	14.1	11.7	121
Call and offer to visit			
Poor	42.9	50.3	85
Fair	32.1	29.9	107
Good	25.1	19.8	127
Call and offer to send information by mail			
Poor	30.7	34.3	90
Fair	37.2	36.4	102
Good	32.2	29.3	110
Local radio announcements			
Poor	21.1	19.4	109
Fair	45.2	44.4	102
Good	33.7	36.2	93
Local cable channels			
Poor	29.4	30.4	97
Fair	42.0	39.0	108
Good	28.6	30.6	93

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ETHICAL VIEWPOINTS			
An action is moral if no one gets hurt			
Disagree	82.7	79.5	104
Agree	17.3	20.5	84
It is our moral obligation to stop social injustice			
Disagree	14.0	15.8	89
Agree	86.0	84.2	102
If an action is legal, it is morally right			
Disagree	81.9	80.2	102
Agree	18.1	19.8	91
Moral Values Indicator	49.4	56.1	114
There is a lack of moral values in the US today.			
Disagree	11.6	11.8	98
Agree	88.4	88.2	100
Social problems today are the result of the loss of morals			
Disagree	9.3	10.5	89
Agree	90.7	89.5	101
Social Values Indicator	20.9	22.3	107
Ethics Indicator	52.2	58.6	112

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PERSONAL STYLE PREFERENCES			
Worship which is:			
Emotionally uplifting	26.8	26.2	102
Both	49.5	45.2	110
Intellectually challenging	11.2	12.8	88
No Preference Indicated	12.5	15.8	79
Traditional/Formal	23.3	21.3	109
Both	31.5	28.3	111
Contemporary/Informal	28.5	30.1	95
No Preference Indicated	16.6	20.2	82
Music which is:			
Traditional	36.9	30.2	122
Both	37.3	34.9	107
Contemporary	13.1	18.4	71
No Preference Indicated	12.6	16.5	76
Performed by Others	17.5	18.9	93
Both	41.5	36.3	114
Participatory	24.0	24.7	97
No Preference Indicated	17.0	20.1	85
Involvement and Mission Emphasis which is:			
Community Focused	30.1	25.2	119
Both	44.0	41.4	106
Personal Spiritual Development	11.0	14.4	76
No Preference Indicated	15.0	19.0	79
Global Mission	4.4	6.7	66
Both	31.7	33.0	96
Local Mission	44.5	36.9	121
No Preference Indicated	19.4	23.3	83
Church Architecture which is:			
Traditional	35.2	29.8	118
Both	37.3	35.8	104
Contemporary	13.3	16.7	80
No Preference Indicated	14.2	17.8	80
Somber/Serious	9.0	10.1	89
Both	33.3	30.5	109
Light and Airy	40.6	38.8	105
No Preference Indicated	17.1	20.7	83

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CONCERNS			
Basics			
Day to Day Financial Worries	29.9	33.9	88
Personal Health	38.9	37.3	104
Health Insurance	38.7	35.5	109
Affordable Housing	8.1	12.0	68
Employment Opportunities	14.3	17.1	84
Child Care	6.1	6.0	102
Adequate Food	5.9	7.5	79
Basics Index			95
Family			
Abusive Relationships	10.9	10.5	104
Teen/Child Problems	18.2	18.7	97
Divorce	4.1	3.4	121
Alcohol/Drug Abuse	22.9	20.8	110
Aging Parent Care	15.3	13.6	113
Family Index			107
Community			
Neighborhood Gangs	12.9	15.6	83
Racial/Ethnic Prejudice	13.5	15.7	86
Neighborhood Crime & Safety	31.1	34.6	90
Problems in Schools	19.6	17.0	115
Social Injustice	12.4	13.0	95
Good Schools	26.3	23.1	114
Community Index			97
Hopes and Dreams			
Fulfilling Marriage	16.2	17.5	93
Parenting Skills	12.8	13.3	96
Educational Objectives	6.4	7.4	86
Long-term Financial Security	52.6	50.9	103
Retirement Opportunities	21.1	17.6	120
Better Quality Healthcare	24.4	22.3	109
Satisfying/Job Career	14.9	18.0	83
Time for Recreation/Leisure	23.3	23.9	97
Hopes and Dreams Index			100
Spiritual and Personal Development			
Stress	27.3	27.6	99
Companionship	13.8	14.7	94
Spiritual Teaching	10.9	11.0	99
Life Direction	10.4	10.2	102
Good Church	19.0	13.7	139
Spiritual and Personal Index			105

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PROGRAMS			
Social Services			
Food/Clothing Resources	9.5	10.1	94
Day Care Services	4.8	6.7	72
Personal/Family Counseling	23.1	26.4	88
Church Sponsored Day School	4.4	6.1	72
Care for Terminally Ill	13.5	15.6	87
Social Services Index			85
Spiritual Development			
Bible Study/Prayer Groups	48.3	42.0	115
Spiritual Retreats	9.5	11.3	84
Adult Theo. Discussion Groups	26.5	23.9	111
Spiritual Development Index			109
Personal Development			
Parent Training Programs	7.0	9.1	77
Twelve Step Programs	1.8	3.7	49
Marriage Enrichment	11.1	12.3	90
Divorce Recovery	1.8	2.0	90
Personal Development Index			80
Social/Recreation			
Family Activities	37.6	33.5	112
Sports or Camping	4.8	6.2	77
Youth Social Programs	36.3	36.1	101
Cultural Programs (music, drama)	18.8	16.8	112
Active Retirement Programs	29.4	24.8	119
Social/Recreation Index			108

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GEOGRAPHIES			
Northeast Region	3.2	5.4	59
Connecticut	1.0	1.4	71
Maine	0.1	0.5	20
Massachusetts	1.2	2.4	50
New Hampshire	0.4	0.4	100
Rhode Island	0.1	0.5	20
Vermont	0.4	0.2	200
Mid-Atlantic	12.2	15.9	77
Delaware	0.7	0.3	233
New Jersey	2.2	3.1	71
New York	4.3	8.0	54
Pennsylvania	5.0	4.5	111
South Atlantic	25.5	17.6	145
Washington DC	0.0	0.2	0
Florida	6.7	5.5	122
Georgia	4.1	2.5	164
Maryland	2.8	2.0	140
North Carolina	3.2	2.7	119
South Carolina	2.7	1.4	193
Virginia	3.6	2.6	138
West Virginia	2.4	0.7	343
East North Central	19.8	17.3	114
Illinois	5.9	5.1	116
Indiana	3.3	2.2	150
Michigan	3.3	3.7	89
Ohio	6.1	4.3	142
Wisconsin	1.2	2.0	60
East South Central	8.3	6.0	138
Alabama	3.3	1.8	183
Kentucky	1.4	1.4	100
Mississippi	1.3	0.9	144
Tennessee	2.3	1.9	121
West North Central	9.5	7.8	122
Kansas	2.4	1.0	240
Iowa	2.7	1.4	193
Minnesota	0.6	1.9	32
Missouri	2.0	2.1	95
Nebraska	1.3	0.7	186
North Dakota	0.2	0.3	67

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South Dakota	0.3	0.4	75
West South Central	10.2	9.9	103
Arkansas	1.1	1.0	110
Louisiana	0.9	1.5	60
Oklahoma	1.6	1.4	114
Texas	6.6	6.0	110
Mountain	5.0	5.5	91
Arizona	1.4	1.4	100
Colorado	1.6	1.5	107
Idaho	0.2	0.4	50
Montana	0.4	0.3	133
Nevada	0.5	0.5	100
New Mexico	0.6	0.6	100
Utah	0.1	0.6	17
Wyoming	0.2	0.2	100
Pacific	6.1	14.5	42
Alaska	0.0	0.0	100
California	4.1	11.4	36
Hawaii	0.0	0.0	100
Oregon	0.7	1.1	64
Washington	1.3	2.0	65