

Part 1 | Faith Identity & Allegiance

POPULATION PERCENT (% of entire market)

Overall Faith Importance	Pop. %	Index	HH Size (000)	US %
Agree strongly	47	82	3,722	57
Total agree (strongly/somewhat)	73	94	5,781	78

Faith Identity	Pop. %	Index	HH Size (000)	US %
Self-identified Christian	69	88	5,464	78
<i>Catholic</i>	30	150	2,376	20
<i>Protestant</i>	27	60	2,138	45
Self-identified non-Christian	31	141	2,455	22
<i>Other faith</i>	13	186	1,029	7
<i>No Faith</i>	16	123	1,267	13
<i>Not sure</i>	2	100	158	2

Denomination	Pop. %	Index	HH Size (000)	US %
Baptist	7	47	554	15
Methodist	3	60	238	5
Lutheran	2	50	158	4
Non-denominational	2	33	158	6
Mainline	10	71	792	14
Non-mainline	16	55	1,267	29
Charismatic/Pentecostal	5	100	396	5

Non-Christian	Pop. %	Index	HH Size (000)	US %
Jewish	7	350	554	2
Mormon	<1	NA	NA	1
Buddhist / Hindu	3	300	238	1
Muslim	2	200	158	1
No faith	16	123	1,267	13
Other non-Christian	4	100	317	4

Christianized	Pop. %	Index	HH Size (000)	US %
High	12	55	950	22
Moderate	36	103	2,851	35
Low	53	123	4,197	43

Secularized	Pop. %	Index	HH Size (000)	US %
High	17	131	1,346	13
Moderate	34	126	2,692	27
Low	49	82	3,880	60

Part 2 | Activity & Religious Behavior

POPULATION PERCENT (% of entire market)

Church Attendance	Pop. %	Index	HH Size (000)	US %
Churched	52	91	4,118	57
<i>very active (weekly)</i>	31	82	2,455	38
<i>somewhat active (monthly)</i>	11	110	871	10
<i>minimally active (past 6 months)</i>	10	111	792	9
Unchurched	48	112	3,801	43
<i>dechurched (not in past 6 months)</i>	36	106	2,851	34
<i>never churched</i>	12	150	950	8

Church Size*	Pop. %	Index	HH Size (000)	US %
100 or less	38	93	2,076	41
101-499	38	95	2,076	40
500-999	12	120	656	10
1000+	12	133	656	9

* among self-identified Christians

Faith Engagement (past week)	Pop. %	Index	HH Size (000)	US %
Pray to God	71	91	5,622	78
Read the Bible	29	76	2,296	38
Volunteer at church	9	50	713	18
Volunteer at non-profit	13	72	1,029	18
Attend adult Sunday school	10	59	792	17
Attend small group	9	50	713	18

Donations	Pop. %	Index	HH Size (000)	US %
Donated to churches (%)	58	97	4,593	60
Donated to non-profits (%)	74	96	5,860	77

Practicing Faith	Pop. %	Index	HH Size (000)	US %
All practicing Christians	26	72	2,059	36
Practicing Catholic	11	138	871	8
Practicing Protestant	12	48	950	25
Practicing mainline Protestant	4	67	317	6
Practicing non-mainline Protestant	7	44	554	16
Practicing other Christian	2	67	158	3
Christian, not practicing	42	105	3,326	40

Faith by Ethnicity	Pop. %	Index	HH Size (000)	US %
Hispanic - practicing Protestant	2	100	158	2
Hispanic - practicing Catholic	3	150	238	2
Hispanic - Unchurched	11	183	871	6
Caucasian - practicing Protestant	4	25	317	16
Caucasian - practicing Catholic	7	140	554	5
Caucasian - Unchurched	28	93	2,217	30
Black - practicing Protestant	5	100	396	5
Black - practicing Catholic	1	NA	79	<1
Black - Unchurched	6	150	475	4

Part 3 | Faith Views & Beliefs

POPULATION PERCENT (% of entire market)

Belief About God	Pop. %	Index	HH Size (000)	US %
Orthodox view of God	52	81	4,118	64
Other view of God	39	130	3,088	30
Do not believe in God	9	150	713	6

Bible Has Accurate Principles	Pop. %	Index	HH Size (000)	US %
Agree strongly	26	68	2,059	38
Total agree	51	85	4,039	60
Disagree strongly	22	122	1,742	18
Total disagree	46	124	3,643	37

Good Works Result in Heaven	Pop. %	Index	HH Size (000)	US %
Agree strongly	33	118	2,613	28
Total agree	68	121	5,385	56
Disagree strongly	16	59	1,267	27
Total disagree	28	70	2,217	40

Commitment to Jesus Christ	Pop. %	Index	HH Size (000)	US %
Have personal commitment	52	80	4,118	65
No personal commitment	48	137	3,801	35

Jesus Committed Sins	Pop. %	Index	HH Size (000)	US %
Agree strongly	26	118	2,059	22
Total agree	57	124	4,514	46
Disagree strongly	26	70	2,059	37
Total disagree	38	78	3,009	49

Responsibility to Evangelize	Pop. %	Index	HH Size (000)	US %
Agree strongly	19	70	1,505	27
Total agree	39	83	3,088	47
Disagree strongly	37	119	2,930	31
Total disagree	60	118	4,751	51

Born Again Segments	Pop. %	Index	HH Size (000)	US %
All born again	21	55	1,663	38
All non-born again	79	127	6,256	62

Belief Segments	Pop. %	Index	HH Size (000)	US %
Evangelical Christian	2	29	158	7
Non-evangelical born again Christian	20	61	1,584	33
Notional Christian	50	122	3,959	41
Other faith	14	200	1,109	7
No faith	15	115	1,188	13

Bible-Minded Segments	Pop. %	Index	HH Size (000)	US %
Read Bible + accurate (strongly)	17	68	1,346	25
Read Bible + less accurate	13	100	1,029	13
Do not read Bible + accurate	27	96	2,138	28
Do not read Bible + less accurate	44	129	3,484	34

Part 4 | Key Political Segments

POPULATION PERCENT (% of entire market)

Registered Voters	Pop. %	Index	HH Size (000)	US %
Registered Republicans	19	76	1,505	25
Registered Democrats	37	116	2,930	32
Registered Independents	17	94	1,346	18

Political Segments	Pop. %	Index	HH Size (000)	US %
Republican, practicing Christian	9	60	713	15
Independent, practicing Christian	7	100	554	7
Democrat, practicing Christian	13	87	1,029	15
Not registered, practicing Christian	5	100	396	5

Political Segments, ages 18-39	Pop. %	Index	HH Size (000)	US %
Republican, practicing Christian	6	60	475	10
Independent, practicing Christian	8	114	633	7
Democrat, practicing Christian	12	92	950	13
Not registered, practicing Christian	7	78	554	9

Political Segments, ages 40 plus	Pop. %	Index	HH Size (000)	US %
Republican, practicing Christian	11	65	871	17
Independent, practicing Christian	6	86	475	7
Democrat, practicing Christian	14	88	1,109	16
Not registered, practicing Christian	4	133	317	3

Political Ideology	Pop. %	Index	HH Size (000)	US %
Conservative	26	79	2,059	33
Moderate	47	100	3,722	47
Liberal	27	135	2,138	20

CATEGORY PERCENT (% of each category)

Registered Republicans	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	36	180	542	20
Mainline	11	69	166	16
Non-mainline	19	50	286	38
Charismatic	4	80	60	5
Self-ID non-Christian	21	191	316	11
Unchurched	45	145	677	31
Practicing Christian	32	68	481	47

Registered Democrats	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	27	123	791	22
Mainline	12	75	352	16
Non-mainline	20	71	586	28
Charismatic	7	140	205	5
Non-Christian	30	150	879	20
Unchurched	46	115	1,348	40
Practicing Christian	25	68	732	37

Part 5 | Demographics / Psychographics

CATEGORY PERCENT (% of each category)

Male	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	29	145	1,217	20
Mainline	8	62	336	13
Non-mainline	16	59	672	27
Charismatic	5	125	210	4
Non-Christian	33	132	1,385	25
Unchurched	51	113	2,140	45
Practicing Christian	20	67	839	30

Female	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	32	160	1,191	20
Mainline	11	73	409	15
Non-mainline	17	53	633	32
Charismatic	6	120	223	5
Non-Christian	28	147	1,042	19
Unchurched	46	118	1,712	39
Practicing Christian	29	76	1,079	38

Age – Under 40	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	26	144	947	18
Mainline	6	60	219	10
Non-mainline	17	65	619	26
Charismatic	7	140	255	5
Non-Christian	38	127	1,384	30
Unchurched	49	107	1,785	46
Practicing Christian	20	74	729	27

Age – 40-Plus	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	35	167	1,497	21
Mainline	12	75	513	16
Non-mainline	15	47	641	32
Charismatic	4	100	171	4
Non-Christian	25	156	1,069	16
Unchurched	49	123	2,095	40
Practicing Christian	27	69	1,155	39

Married	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	36	164	1,226	22
Mainline	9	60	306	15
Non-mainline	15	47	511	32
Charismatic	5	125	170	4
Self-ID non-Christian	29	171	987	17
Unchurched	44	122	1,498	36
Practicing Christian	28	70	953	40

Part 5 | Demographics / Psychographics

CATEGORY PERCENT (% of each category)

Non-Married	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	27	150	1,219	18
Mainline	10	71	451	14
Non-mainline	17	63	767	27
Charismatic	6	120	271	5
Self-ID non-Christian	33	127	1,490	26
Unchurched	52	108	2,347	48
Practicing Christian	22	76	993	29

Have Children Under 18	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	30	143	736	21
Mainline	9	75	221	12
Non-mainline	20	65	491	31
Charismatic	9	150	221	6
Non-Christian	31	148	761	21
Unchurched	42	111	1,031	38
Practicing Christian	28	78	687	36

Ethnicity – White	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	37	195	1,524	19
Mainline	9	60	371	15
Non-mainline	10	33	412	30
Charismatic	4	100	165	4
Non-Christian	33	157	1,359	21
Unchurched	51	116	2,100	44
Practicing Christian	22	65	906	34

Ethnicity – Non-white	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	24	109	912	22
Mainline	11	92	418	12
Non-mainline	23	79	874	29
Charismatic	7	117	266	6
Non-Christian	29	126	1,102	23
Unchurched	46	118	1,748	39
Practicing Christian	27	77	1,026	35

Upscale	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	29	126	482	23
Mainline	10	67	166	15
Non-mainline	11	44	183	25
Charismatic	4	133	67	3
Non-Christian	41	152	682	27
Unchurched	53	129	881	41
Practicing Christian	21	62	349	34

Part 6 | Practicing Christian Profile

CATEGORY PERCENT (% of all practicing Christians)

Gender	Cat. %	Index	HH Size (000)	US Cat. %
Male	43	100	885	43
Female	57	100	1,174	57
Generation	Cat. %	Index	HH Size (000)	US Cat. %
Millennials (ages 18 to 32)	22	157	453	14
Gen-Xers (ages 33 to 51)	31	100	638	31
Boomers (ages 52 to 70)	31	86	638	36
Elders (ages 71+)	16	80	329	20
Family Profile	Cat. %	Index	HH Size (000)	US Cat. %
Married	50	82	1,029	61
Never married	32	168	659	19
Currently divorced	8	100	165	8
Widowed	7	70	144	10
Have ever been divorced	18	72	371	25
Have children under 18	36	109	741	33
No children under 18	64	96	1,318	67
Ethnicity	Cat. %	Index	HH Size (000)	US Cat. %
White / Caucasian	47	72	968	65
Black / African-American	25	147	515	17
Hispanic / Latino	22	157	453	14
All non-white	53	151	1,091	35
Education	Cat. %	Index	HH Size (000)	US Cat. %
High school or less	39	91	803	43
Some college	28	97	576	29
College graduate (4-year degree)	33	118	679	28
Household Income	Cat. %	Index	HH Size (000)	US Cat. %
Low income (under \$30K)	25	86	515	29
Middle income (\$30K to \$75K)	41	91	844	45
Upper income (\$75K+)	34	126	700	27
Key Faith Characteristics	Cat. %	Index	HH Size (000)	US Cat. %
Born again	47	70	968	67
Notional Christian	53	161	1,091	33
Faith Practices	Cat. %	Index	HH Size (000)	US Cat. %
Read the Bible, past week	58	85	1,194	68
Attend church, past week	77	95	1,585	81
Religious Beliefs	Cat. %	Index	HH Size (000)	US Cat. %
Jesus was without sin	47	80	968	59
Bible is accurate	57	84	1,174	68
Responsibility to evangelize	42	84	865	50
Cannot earn heaven	20	50	412	40

Part 7 | Unchurched Profile

CATEGORY PERCENT (% of all unchurched)

Gender	Cat. %	Index	HH Size (000)	US Cat. %
Male	55	104	2,091	53
Female	45	96	1,710	47
Generation	Cat. %	Index	HH Size (000)	US Cat. %
Millennials (ages 18 to 32)	27	123	1,026	22
Gen-Xers (ages 33 to 51)	36	106	1,368	34
Boomers (ages 52 to 70)	25	76	950	33
Elders (ages 71+)	12	100	456	12
Family Profile	Cat. %	Index	HH Size (000)	US Cat. %
Married	41	87	1,558	47
Never married	40	125	1,520	32
Currently divorced	9	82	342	11
Widowed	7	100	266	7
Have ever been divorced	16	59	608	27
Have children under 18	27	93	1,026	29
No children under 18	73	103	2,775	71
Ethnicity	Cat. %	Index	HH Size (000)	US Cat. %
White / Caucasian	55	80	2,091	69
Black / African-American	12	120	456	10
Hispanic / Latino	21	150	798	14
All non-white	45	145	1,710	31
Education	Cat. %	Index	HH Size (000)	US Cat. %
High school or less	38	84	1,444	45
Some college	27	93	1,026	29
College graduate (4-year degree)	35	135	1,330	26
Household Income	Cat. %	Index	HH Size (000)	US Cat. %
Low income (under \$30K)	24	77	912	31
Middle income (\$30K to \$75K)	37	93	1,406	40
Upper income (\$75K+)	40	138	1,520	29
Key faith characteristics	Cat. %	Index	HH Size (000)	US Cat. %
Born again	10	56	380	18
Notional Christian	43	98	1,634	44
Faith Practices	Cat. %	Index	HH Size (000)	US Cat. %
Read the Bible, past week	13	100	494	13
Religious Beliefs	Cat. %	Index	HH Size (000)	US Cat. %
Jesus was without sin	20	91	760	22
Bible is accurate	15	83	570	18
Responsibility to evangelize	8	73	304	11
Cannot earn heaven	19	90	722	21