

# TABLE OF CONTENTS

Table of Contents	1
Introduction	2
Section I – Questions As They Were Asked on the Questionnaire and Answers to Each	3 - 13
Section II – Church Attendance	14 - 19
Section III - Southern Baptist	20 – 24
Section IV – Those Who Do Not Attend Church	25 - 29
Section V – Analysis of Age	30 – 34
Section VI – Lafayette Area	35 - 45

## INTRODUCTION

The content of this report presents the results of eight public opinion surveys conducted from October 3, 2011 to August 10, 2012.

The following areas are included:

1. New Orleans and surrounding parishes with a total of 1,012 interviews completed in 2011.
2. Two surveys in Northshore Association with a total of 1,047 interviews completed.
3. Northwest Louisiana Baptist Association with a total of 615 interviews completed.
4. Terrebonne and Lafourche Parishes with a total of 518 completed interviews.
5. Baton Rouge with surrounding parishes with a total of 1,007 interviews completed.
6. Lake Charles – Calcasieu and Cameron Parishes with a total of 517 interviews completed.
7. Lafayette with a total of nine parishes (a total of 1,000 + “will” be completed). The results of the interviews to date are in a separate section of this report.

A total of 4,716 interviews are included in this report with all surveys 1 – 6 being included. Number 7 will be included after completion at the end of August. This Survey 1 – 6 has an error factor of plus or minus 1.5%.

This information, report and all data is the property of the Louisiana Baptist Convention, 1250 MacArthur Drive, Alexandria, Louisiana 71303.

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SECTION I  
QUESTIONS AS THEY  
WERE ASKED ON THE  
QUESTIONNAIRE AND  
ANSWERS TO EACH

## QUESTIONS AS THEY WERE ASKED

1. Many times we receive flyers, pamphlets, brochures, etc., in the mail. How do you usually handle this type of mail?

- |   |     |
|---|-----|
| a. I usually read all of it               | 13% |
| b. I read only the more attractive pieces | 9%  |
| c. I glance through it                    | 29% |
| d. I seldom read it                       | 6%  |
| e. I never read it. I always trash it.    | 43% |

**51% will at least glance at a piece of direct mail that is sent to their home.**

2. Sometimes local churches will contact residents in a community to invite them to attend their church. They will drop by the home, call on the phone or send an invitation in the mail. In the last six months, have you been contacted by any church and if so, how did they contact you?

- |  |     |
|--|-----|
| a. I have not been contacted by a church | 64% |
| b. Someone came to my door               | 15% |
| c. They called me on the phone           | 4%  |
| d. I received something in the mail      | 13% |
| e. Other                                 | 5%  |

**64% have not been contacted by any church in any manner in the past six months.**

3. How do you feel about someone coming to your door to invite you to attend his/her church?

- |   |     |
|---|-----|
| a. I don't mind at all                        | 28% |
| b. It would be okay if I had the time to talk | 15% |
| c. I object strongly                          | 44% |
| d. It depends on who contacts me              | 8%  |
| e. Not sure/no answer                         | 5%  |

**56% can be contacted at their door.**

4. Today, churches meet in schools, movie theaters and other public buildings. Would you attend church in one of these buildings?

- |             |     |
|-------------|-----|
| a. Yes      | 60% |
| b. No       | 33% |
| c. Not sure | 7%  |

**60% would meet in a building other than a traditional church building.**

5. How long have you lived in the area?

- |                            |     |
|----------------------------|-----|
| a. Less than one year      | 3%  |
| b. One to three years      | 5%  |
| c. Four to six years       | 6%  |
| d. Seven to ten years      | 6%  |
| e. Eleven to fifteen years | 7%  |
| f. Sixteen to twenty years | 6%  |
| g. More than twenty years  | 68% |

**68% have lived in their area for twenty years or longer.**

6. The following is a list of some churches that often contact people like you. Please tell me how you would personally react or feel about them contacting you and inviting you to attend his/her church.

**United Methodist**

- |  |     |
|--|-----|
| a. I would enjoy being contacted by this group               | 15% |
| b. If I had time, I would probably listen                    | 46% |
| c. I am strongly opposed to being contacted<br>by this group | 39% |

**46% can be contacted by this group.**

**Southern Baptist**

- |  |     |
|--|-----|
| a. I would enjoy being contacted by this group               | 25% |
| b. If I had time, I would probably listen                    | 36% |
| c. I am strongly opposed to being contacted<br>by this group | 40% |

**60% can be contacted by Southern Baptists.**

**Church of Latter Day Saints (Mormons)**

- |  |     |
|--|-----|
| a. I would enjoy being contacted by this group               | 12% |
| b. If I had time, I would probably listen                    | 28% |
| c. I am strongly opposed to being contacted<br>by this group | 59% |

**Only 12% can be contacted by this group and 59% strongly oppose.**

### **Jehovah Witnesses**

- |   |     |
|---|-----|
| a. I would enjoy being contacted by this group            | 7%  |
| b. If I had time, I would probably listen                 | 23% |
| c. I am strongly opposed to being contacted by this group | 70% |

**70% strongly oppose being contacted by this group.**

7. How would you describe your church attendance over the past six months?

- |                         |     |
|-------------------------|-----|
| a. Twice a week or more | 21% |
| b. Once a week          | 32% |
| c. Twice a month        | 20% |
| d. Once a month         | 5%  |
| e. A few times a year   | 10% |
| f. Did not attend       | 12% |

**53% attend church once a week or more.**

8. At this time, what church or denomination do you belong to or attend?

- |                     |     |
|---------------------|-----|
| a. Southern Baptist | 15% |
| b. Baptist          | 24% |
| c. Catholic         | 30% |
| d. Methodist        | 8%  |
| e. Non-Denomination | 7%  |
| f. Charismatic      | 7%  |
| g. Other            | 6%  |
| h. None             | 4%  |

**While 24% identified themselves as Baptist, many are Southern Baptist who could not identify with the denomination.**

9. Size of the church most favored?

- |                             |     |
|-----------------------------|-----|
| a. Less than 100            | 31% |
| b. From 100 – 200           | 38% |
| c. From 200 – 400           | 14% |
| d. From 400 – 600           | 10% |
| e. From 600 – 1,000 or more | 5%  |

**69% prefer a church with 200 people or less.**

10. When you attend church, what style of service do you enjoy the most?

- |   |     |
|---|-----|
| a. A quiet, serene, reverent service        | 27% |
| b. Formal, liturgical                       | 19% |
| c. Contemporary                             | 20% |
| d. Somewhat upbeat, informal, laughing      | 20% |
| e. Very upbeat, hand clapping, praise, etc. | 9%  |
| f. You describe your favorite style         | 5%  |

**46% prefer a quiet, reverent style of worship.**

11. What type of music do you enjoy most?

- |                          |     |
|--------------------------|-----|
| a. Hymns from the hymnal | 24% |
| b. Classical             | 5%  |
| c. Gospel                | 17% |
| d. Contemporary          | 9%  |
| e. Choruses              | 5%  |
| f. A blend of all of it  | 35% |
| g. Other                 | 4%  |

**35% prefer a blended music program and 24% want hymns from the hymnal.**

12. Now, I'm going to call out a list of some religions or denominations you may be familiar with. Please tell me how you personally feel about each one:

**Catholic**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 42% |
| b. Somewhat positive         | 20% |
| c. Don't know enough to rate | 19% |
| d. Somewhat negative         | 8%  |
| e. Very negative             | 5%  |

**62% positive and 13% negative.**

**Southern Baptist**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 35% |
| b. Somewhat positive         | 26% |
| c. Don't know enough to rate | 27% |
| d. Somewhat negative         | 6%  |
| e. Very negative             | 6%  |

**61% rated Southern Baptist in a positive manner and 12% rated them in a negative manner.**

**Latter Day Saints (Mormons)**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 14% |
| b. Somewhat positive         | 14% |
| c. Don't know enough to rate | 46% |
| d. Somewhat negative         | 10% |
| e. Very negative             | 16% |

**27% rated this group in a negative manner.**

**Jehovah Witnesses**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 6%  |
| b. Somewhat positive         | 11% |
| c. Don't know enough to rate | 40% |
| d. Somewhat negative         | 14% |
| e. Very negative             | 30% |

**54% rated this group in a negative manner.**

**Non-Denominational**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 17% |
| b. Somewhat positive         | 21% |
| c. Don't know enough to rate | 38% |
| d. Somewhat negative         | 8%  |
| e. Very negative             | 16% |

**39% positive and 24% negative.**

13. What day of the week do you prefer to attend church, other than Sunday?

- |                      |     |
|----------------------|-----|
| a. Saturday          | 23% |
| b. Monday            | 9%  |
| c. Tuesday           | 10% |
| d. Wednesday         | 19% |
| e. Thursday          | 4%  |
| f. Friday            | 3%  |
| g. Keep it on Sunday | 33% |

**1/3 want to keep church on Sunday.**

14. Gender

- |           |     |
|-----------|-----|
| a. Male   | 43% |
| b. Female | 57% |



15. I consider myself to be a “born again” Christian.
- |                 |     |
|-----------------|-----|
| a. I agree      | 54% |
| b. I disagree   | 25% |
| c. I’m not sure | 9%  |

**54% consider themselves to be a born again Christian.**

16. I personally believe that when I die I will go to a place called heaven or “hell”.
- |                 |     |
|-----------------|-----|
| a. I agree      | 76% |
| b. I disagree   | 7%  |
| c. I’m not sure | 7%  |

**76% believe that when they die, they will go to a place called heaven or hell.**

17. It does not matter where you attend church, all teach and preach the way to go to heaven.
- |                 |     |
|-----------------|-----|
| a. I agree      | 52% |
| b. I disagree   | 38% |
| c. I’m not sure | 10% |

**52% believe all churches teach the way to go to heaven and it does not matter which church you attend.**

18. Please tell me what you consider to be the greatest problem facing you and your family today.
- |                         |     |
|-------------------------|-----|
| a. Economy/government   | 49% |
| b. Public morals        | 9%  |
| c. Violence/crime/drugs | 2%  |
| d. Health               | 9%  |
| e. Family               | 6%  |
| f. Nothing              | 10% |
| g. Life                 | 12% |

**49% said the economy is the greatest problem facing their families today.**

19. Has anyone ever tried to tell you how to become a Christian?
- |                        |     |
|------------------------|-----|
| a. Yes                 | 62% |
| b. No                  | 36% |
| c. Don’t know/not sure | 3%  |

**62% have been witnessed to at least once in their lifetime.**

If yes, how did you feel about it?

- |                     |     |
|---------------------|-----|
| a. It was okay      | 59% |
| b. I didn't like it | 31% |
| c. Not sure         | 7%  |
| d. Other            | 4%  |

**59% said they were okay with being witnessed to.**

20. Will you attend a Baptist church?

- |             |     |
|-------------|-----|
| a. Yes      | 54% |
| b. No       | 34% |
| c. Not sure | 7%  |

**54% will attend a church with the name Southern Baptist on it.**

21. The following is a list of ministries and events offered by some churches. Do you or any member of your family have a need for them? SAY "YES" ONLY IF YOU OR YOUR FAMILY WOULD ACTUALLY ATTEND.

22. A marriage seminar

- |             |     |
|-------------|-----|
| a. Yes      | 44% |
| b. No       | 51% |
| c. Not sure | 5%  |

**44% would attend a marriage seminar.**

23. An informal Bible study

- |                                |     |
|--------------------------------|-----|
| a. Yes, I have a need for this | 56% |
| b. No, I would not attend      | 38% |
| c. I'm not sure                | 5%  |

**56% said they needed and would attend an informal Bible study.**

24. A study on developing leadership skills

- |                                |     |
|--------------------------------|-----|
| a. Yes, I have a need for this | 40% |
| b. No, I would not attend      | 54% |
| c. I'm not sure                | 6%  |

**40% would attend this event or study.**

25. A block party to meet people from a local church
- |                                |     |
|--------------------------------|-----|
| a. Yes, I have a need for this | 52% |
| b. No, I would not attend      | 41% |
| c. I'm not sure                | 8%  |

**52% would attend a block party to meet new people.**

26. A prayer group where I could pray and be prayed for
- |                                |     |
|--------------------------------|-----|
| a. Yes, I have a need for this | 55% |
| b. No, I would not attend      | 33% |
| c. I'm not sure                | 9%  |

**55% need and would attend a prayer group.**

27. What is your current marital status?
- |              |     |
|--------------|-----|
| a. Married   | 48% |
| b. Single    | 18% |
| c. Widowed   | 12% |
| d. Separated | 2%  |
| e. Divorced  | 8%  |

**8% are currently divorced. This is about average when compared to the national figures.**

28. Which of the following age groups are you in?
- |                   |     |
|-------------------|-----|
| a. 18 to 25 years | 13% |
| b. 26 to 30 years | 13% |
| c. 31 to 35 years | 9%  |
| d. 36 to 40 years | 10% |
| e. 41 to 50 years | 11% |
| f. 51 to 60 years | 17% |
| g. 61 to 65 years | 8%  |
| h. Over 65 years  | 19% |

**The median age is approximately 45. Those under age 18 were not interviewed. The median age will be lower when that group is factored in.**

29. What level of education have you obtained?

a. Did not finish high school	23%
b. High school graduate	23%
c. Some college	17%
d. College graduate	13%
e. Some graduate work	6%
f. Masters or higher	8%
g. Special education, voc-tech, specialty training	4%

**46% are high school graduates or below.**

30. What is your occupation?

a. Retired	35%
b. Professional	24%
c. Blue collar	9%
d. Office work	6%
e. Retail/Sales	6%
f. Homemaker	8%
g. Unemployed/Disabled	6%

**About 1/3 are currently retired.**

31. What is your race?

a. White	56%
b. African American	22%
c. Asian	6%
d. Hispanic	6%
e. Other	2%

**56% are white with 22% African American.**

32. Which of the following income groups does your family fall into, annually?

a. Under \$15,000 annually	21%
b. \$16,000 to \$25,000 annually	11%
c. \$26,000 to \$35,000 annually	30%
d. \$36,000 to \$45,000 annually	5%
e. \$46,000 to \$55,000 annually	6%
f. \$56,000 to \$65,000 annually	4%
g. \$66,000 to \$80,000 annually	8%
h. \$81,000 to \$100,000 annually	8%
i. Over \$100,000	9%

**The median household annual income is \$26,000 - \$28,000.**

33. Please tell me in your own words how a person can become a Christian.

- |                      |     |
|----------------------|-----|
| a. Does know how     | 18% |
| b. Might know how    | 10% |
| c. Does not know how | 72% |

**72% do not know how a person can become a Christian.**

34. What is one thing a church could do that would cause you to attend?

- |                  |     |
|------------------|-----|
| a. Less judgment | 20% |
| b. Clear message | 34% |
| c. Ask me        | 6%  |

**34% want a clear message or good preacher.**

# SECTION II

# CHURCH ATTENDANCE

## CHURCH ATTENDANCE

- \* 53% attend church once a week or more
- \* 12% do not attend church

## WHO IS ATTENDING CHURCH

- \* 72% of all those who attend church twice a week or more have lived in their area for twenty years or longer
- \* 62% of all those who do not attend have lived in their area for twenty years or longer

	TWICE A WEEK OR MORE	ONCE A WEEK	DOES NOT ATTEND
Southern Baptist	16%	38%	6%
Baptist	24%	29%	6%
Catholic	21%	40%	10%
Methodist	18%	25%	24%
Non-denominational	27%	28%	7%
Charismatic	25%	25%	8%

## OF THOSE WHO DO NOT ATTEND CHURCH

- \* 20% have lived in their area for twenty years or more
- \* 49% prefer a church with 100 people or less
- \* 35% prefer a quiet, reverent style worship service
- \* 47% would want church services on Sunday

## GENDER

	TWICE A WEEK OR MORE	ONCE A WEEK	DOES NOT ATTEND
Male attendance	20%	32%	16%
Female attendance	24%	35%	12%

## HOW CAN A PERSON BECOME A CHRISTIAN

	TWICE A WEEK OR MORE	ONCE A WEEK	DOES NOT ATTEND
Does know how to become a Christian	18%	27%	8%
Might know	24%	32%	18%
Does not know	22%	36%	10%

## CHURCH ATTENDANCE

1. How long have you lived in the area?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Less than one year	2%	2%	3%	1%	4%	4%
One to three years	4%	4%	6%	3%	8%	7%
Four to six years	5%	7%	5%	6%	7%	5%
Seven to ten years	5%	6%	4%	6%	7%	8%
Eleven to fifteen years	6%	6%	8%	7%	6%	6%
Sixteen to twenty years	6%	5%	6%	8%	8%	7%
More than twenty years	72%	70%	69%	69%	60%	62%

2. What church or denomination do you belong to?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Southern Baptist	16%	38%	26%	5%	9%	6%
Baptist	24%	29%	27%	5%	9%	6%
Catholic	21%	40%	13%	5%	10%	10%
Methodist	18%	25%	17%	6%	11%	24%
Non-denominational	27%	28%	25%	6%	8%	7%
Charismatic	25%	25%	31%	2%	9%	8%
Other	25%	29%	9%	7%	12%	17%
None	5%	16%	6%	5%	11%	58%

3. Size of the church most favored?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Less than 100	21%	31%	14%	6%	11%	16%
From 100 - 200	20%	33%	22%	6%	11%	8%
From 200 - 400	22%	34%	21%	6%	9%	8%
From 400 - 600	23%	36%	21%	4%	9%	6%
From 600 – 1,000 or more	33%	35%	12%	3%	5%	11%



4. When you attend church, what style of service do you enjoy the most?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Quiet, serene, reverent	19%	33%	17%	7%	10%	13%
Formal, liturgical	14%	33%	36%	3%	8%	6%
Contemporary	18%	34%	25%	4%	9%	9%
Very upbeat, hand clapping, praise, etc.	34%	29%	12%	6%	10%	9%
Somewhat upbeat, informal, laughing	16%	40%	13%	7%	11%	13%

5. What type of music do you enjoy most?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Hymns from the hymnal	22%	37%	18%	6%	8%	8%
Classical	10%	25%	37%	5%	11%	11%
Gospel	23%	31%	23%	4%	9%	10%
Contemporary	16%	29%	35%	5%	9%	6%
Chorus	12%	30%	46%	3%	4%	4%
A blend of it all	25%	35%	12%	6%	12%	10%

6. What day of the week do you prefer to attend church, other than Sunday?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Saturday	18%	39%	19%	4%	11%	9%
Monday	10%	26%	50%	2%	5%	7%
Tuesday	14%	23%	51%	1%	6%	5%
Wednesday	31%	30%	13%	7%	10%	9%
Thursday	21%	16%	40%	5%	6%	12%
Friday	26%	30%	13%	9%	11%	11%
Keep it on Sunday	21%	37%	8%	7%	12%	15%

7. Gender

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Male	20%	32%	14%	7%	10%	16%
Female	24%	35%	12%	6%	11%	12%

8. What is your current marital status?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Married	21%	34%	20%	5%	9%	11%
Single	14%	26%	38%	5%	8%	10%
Widowed	23%	36%	15%	6%	8%	11%
Separated	20%	27%	10%	8%	21%	13%
Divorced	18%	26%	12%	6%	18%	21%

9. Which of the following age groups are you in?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
18 to 25 years	10%	22%	59%	2%	5%	3%
26 to 30 years	17%	28%	36%	3%	9%	7%
31 to 35 years	17%	32%	18%	8%	12%	14%
36 to 40 years	19%	37%	14%	6%	13%	12%
41 to 50 years	20%	34%	13%	9%	12%	14%
51 to 60 years	25%	36%	8%	4%	10%	16%
61 to 65 years	30%	35%	10%	5%	11%	9%
Over 65 years	28%	35%	6%	6%	9%	16%

10. What is your race?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
White	21%	34%	12%	7%	11%	15%
African American	26%	31%	24%	5%	8%	8%
Asian	9%	28%	53%	3%	4%	3%
Hispanic	14%	26%	51%	2%	3%	5%
Other	19%	32%	27%	3%	10%	9%

11. Which of the following income groups does your family fall into, annually?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Under \$15,000 annually	17%	26%	36%	4%	7%	10%
\$16,000 to \$25,000	24%	28%	22%	4%	8%	14%
\$26,000 to \$35,000	20%	35%	13%	6%	12%	14%
\$36,000 to \$45,000	21%	33%	9%	3%	17%	18%
\$46,000 to \$55,000	21%	24%	31%	4%	8%	13%
\$56,000 to \$65,000	18%	31%	32%	5%	4%	10%
\$66,000 to \$80,000	18%	24%	40%	8%	6%	5%
\$81,000 to \$100,000	20%	31%	31%	3%	7%	7%
Over \$100,000	15%	32%	31%	3%	9%	10%

12. Please tell me in your own words how a person can become a Christian.

	<b>TWICE A WEEK OR MORE</b>	<b>ONCE A WEEK</b>	<b>TWICE A MONTH</b>	<b>ONCE A MONTH</b>	<b>A FEW TIMES A YEAR</b>	<b>DID NOT ATTEND</b>
Does know how	18%	27%	36%	4%	8%	8%
Might know how	24%	32%	9%	5%	12%	18%
Does not know how	22%	36%	17%	6%	9%	10%

**SECTION III**

**SOUTHERN  
BAPTIST**

## SOUTHERN BAPTIST

- \* 67% consider themselves to be a born again Christian
- \* 87% believe in a place called heaven and hell
- \* 46% believe all churches teach the way to go to heaven and it does not matter where you attend

## WHO ARE THEY

- \* 30% married; 14% single; 9% widowed; 3% separated; 10% divorced
- \* 24% 18 – 25; 23% 26 – 30; 14% 31 – 35; 15% 36 – 40; 6% 41 – 50; 10% 51 – 60; 4% 61 – 65; 5% over 65

## KNOW HOW TO BECOME A CHRISTIAN

	<u>Does Know</u>	<u>Might Know</u>	<u>Does Not Know</u>
Southern Baptist	55%	13%	32%

- \* 83% of those who are not Southern Baptist, but identify themselves as Baptist, can be contacted by Southern Baptists
- \* 45% of the Catholics can be contacted by Southern Baptists
- \* 88% of the Catholics rate Southern Baptist in a positive manner. Less than 4% rate them in a negative manner.

## DENOMINATIONS BY: KNOW HOW TO BECOME A CHRISTIAN

	<u>Southern Baptist</u>	<u>Catholic</u>
Does know how	55%	13%
Might know how	13%	10%
Does not know how	32%	77%

## DENOMINATIONS BY: KNOW HOW TO BECOME A CHRISTIAN

1. Do you consider yourself to be a “born again” Christian?

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER	NONE
Agree	67%	68%	45%	63%	60%	53%	61%	46%
Disagree	24%	7%	42%	21%	13%	15%	32%	42%
Not sure	9%	8%	10%	10%	9%	8%	8%	12%

2. I personally believe that when I die I will go to a place called heaven or “hell”.

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER	NONE
Agree	65%	73%	88%	79%	72%	62%	78%	67%
Disagree	6%	3%	5%	6%	4%	12%	14%	19%
Not sure	7%	5%	5%	9%	8%	11%	7%	14%

3. It does not matter where you attend church, all teach and preach the way to go to heaven.

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER	NONE
Agree	46%	46%	65%	48%	46%	41%	44%	53%
Disagree	49%	44%	23%	38%	43%	52%	42%	34%
Not sure	5%	10%	11%	13%	11%	7%	13%	13%

4. What is your marital status?

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER	NONE
Married	30%	47%	57%	49%	55%	33%	51%	48%
Single	14%	24%	11%	17%	25%	30%	14%	19%
Widowed	9%	13%	14%	9%	8%	10%	17%	7%
Separated	3%	3%	1%	5%	1%	3%	3%	0%
Divorced	10%	7%	7%	8%	7%	4%	7%	13%

5. Which of the following age groups are you in?

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER	NONE
18 - 25	24%	22%	5%	12%	18%	11%	5%	3%
26 - 30	23%	12%	9%	10%	14%	30%	9%	9%
31 - 35	14%	8%	6%	14%	8%	10%	6%	10%
36 - 40	15%	6%	9%	12%	8%	9%	13%	8%
41 - 50	6%	10%	13%	17%	16%	7%	15%	16%
51 - 60	10%	15%	20%	16%	17%	14%	19%	27%
61 - 65	4%	9%	11%	7%	6%	5%	12%	4%
Over 65	5%	18%	27%	13%	14%	15%	21%	23%

6. What level of education have you obtained?

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER	NONE
Didn't finish high school	39%	26%	16%	14%	21%	29%	13%	14%
High school graduate	11%	26%	28%	19%	19%	26%	21%	33%
Some college	12%	17%	17%	20%	24%	12%	18%	18%
College graduate	5%	11%	18%	15%	15%	8%	19%	18%
Some graduate work	6%	5%	5%	6%	7%	9%	6%	2%
Masters or higher	5%	6%	11%	11%	10%	4%	15%	8%
Special education, voc-tech, specialty training	7%	5%	2%	3%	2%	4%	4%	4%

7. What is your current occupation?

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER	NONE
Retired	19%	20%	32%	8%	5%	6%	6%	4%
Professional	14%	19%	35%	10%	6%	6%	8%	3%
Blue Collar	9%	31%	34%	8%	5%	5%	5%	4%
Office Work	9%	23%	34%	10%	9%	8%	4%	4%
Retail/Sales	19%	23%	28%	4%	8%	11%	5%	3%
Homemaker	11%	30%	24%	8%	10%	11%	5%	2%
Unemployed Disabled	8%	33%	23%	7%	11%	5%	6%	8%
Other	28%	33%	10%	5%	8%	11%	2%	3%

8. Which of the following income groups does your family fall into annually?

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER	NONE
Under \$15,000	18%	33%	18%	5%	7%	11%	5%	3%
\$16,000 to \$25,000	15%	22%	28%	9%	7%	9%	5%	4%
\$26,000 to \$35,000	38%	13%	19%	12%	3%	8%	5%	3%
\$36,000 to \$45,000	8%	25%	36%	9%	9%	6%	6%	3%
\$46,000 to \$55,000	13%	23%	33%	7%	7%	10%	7%	1%
\$56,000 to \$65,000	16%	24%	25%	5%	14%	9%	6%	1%
\$66,000 to \$80,000	12%	27%	31%	6%	8%	8%	7%	1%
\$81,000 to \$100,000	21%	28%	29%	4%	10%	2%	5%	2%
Over \$100,000	11%	24%	33%	9%	7%	10%	4%	4%

9. Please tell me how you would personally react or feel about them contacting you and inviting you to attend his/her church.

**Southern Baptist**

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC
Would enjoy being contacted	24%	47%	14%	21%	24%	18%
If I had time, I would probably listen	42%	36%	31%	38%	46%	37%
I am strongly opposed to being contacted	34%	17%	55%	41%	30%	45%

10. Please tell me how you personally feel about the following religion or denomination.

**Catholic**

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL	CHARISMATIC	OTHER
Very positive	58%	18%	78%	19%	17%	18%	23%
Somewhat positive	10%	29%	10%	32%	28%	23%	28%
Don't know enough to rate	11%	30%	7%	26%	27%	22%	23%
Somewhat negative	6%	9%	3%	9%	10%	13%	15%
Very negative	1%	3%	1%	10%	8%	11%	11%

11. Please tell me in your own words how a person can become a Christian.

	SOUTHERN BAPTIST	BAPTIST	CATHOLIC	METHODIST	NON-DENOMINATIONAL
Does know how	55%	32%	13%	34%	40%
Might know how	13%	16%	10%	17%	21%
Does not know how	32%	43%	77%	35%	32%



**SECTION IV**

**THOSE WHO  
DO NOT  
ATTEND CHURCH**

## **THOSE WHO DO NOT ATTEND CHURCH**

- \* 50% will at least glance at a piece of direct mail that is sent to their home
- \* 68% have not been contacted by any church in the past six months
- \* 46% can be contacted at their door
- \* 44% will attend church in a non-traditional building
- \* 44% can be contacted by Southern Baptists
- \* 43% rate Southern Baptists in a positive manner. 32% do not know enough to rate and 25% rate them in a negative manner
- \* 62% have been witnessed to at least once in their lifetime
- \* 48% said they were okay with it

## THOSE WHO DO NOT ATTEND CHURCH

1. Sometimes local churches will contact residents in a community to invite them to attend their church. They will drop by the home, call on the phone or send an invitation in the mail. In the last six months, have you been contacted by any church and if so, how did they contact you?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
I have not been contacted by a local church	66%	63%	59%	57%	66%	68%
Someone came to my door	12%	14%	16%	17%	16%	16%
They called me on the phone	4%	4%	4%	5%	3%	1%
I received something in the mail	12%	13%	18%	15%	12%	10%
Other	6%	6%	4%	7%	4%	5%

2. How do you feel about someone coming to your door to invite you to attend his/her church?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
I don't mind at all	36%	28%	32%	21%	23%	21%
It would be okay if I had time to talk	13%	17%	14%	13%	18%	11%
I object strongly	36%	43%	42%	50%	50%	54%
It depends on who contacts me	10%	8%	9%	10%	5%	8%
Not sure/no answer	4%	5%	4%	7%	4%	6%

3. Today, churches meet in schools, movie theaters and other public buildings. Would you attend church in one of these buildings?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Yes	66%	61%	64%	57%	61%	44%
No	27%	33%	28%	35%	31%	48%
Not sure	7%	6%	7%	8%	7%	8%

4. Tell me how you would personally react or feel about them contacting you and inviting you to attend his/her church.

**Southern Baptist**

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
I would enjoy being contacted by this group	35%	22%	26%	24%	20%	17%
If I had time, I would probably listen	31%	40%	37%	38%	38%	26%
I am strongly opposed to being contacted by this group	34%	38%	37%	39%	42%	56%

5. Please tell me how you personally feel about the following religion or denomination.

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Very positive	44%	36%	33%	42%	33%	23%
Somewhat positive	23%	29%	26%	26%	30%	20%
Don't know enough to rate	23%	27%	29%	23%	26%	32%
Somewhat negative	5%	4%	6%	4%	8%	11%
Very negative	5%	4%	6%	4%	4%	14%

6. Has anyone ever tried to tell you how to become a Christian?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Yes	58%	54%	75%	61%	63%	62%
No	39%	43%	21%	37%	36%	35%
Not sure	2%	3%	4%	2%	1%	3%

If yes, how did you feel about it?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
It was okay	75%	61%	51%	54%	56%	48%
I didn't like it	17%	28%	38%	36%	31%	41%
Don't know/not sure	5%	7%	9%	7%	7%	5%

7. Will you attend a church with the name Baptist on it?

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Yes	58%	57%	50%	55%	55%	46%
No	34%	35%	24%	35%	38%	46%
Not sure	7%	5%	9%	10%	7%	8%

8. The following is a list of ministries and events offered by some churches. Do you or any member of your family have a need for them? SAY "YES" ONLY IF YOU OR YOUR FAMILY WOULD ACTUALLY ATTEND.

9. A marriage seminar

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Yes	47%	47%	58%	38%	31%	21%
No	49%	48%	39%	53%	62%	72%
Not sure	4%	5%	4%	9%	7%	7%

10. An informal Bible study

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Yes	64%	60%	64%	51%	46%	34%
No	32%	35%	27%	42%	47%	61%
Not sure	4%	5%	6%	7%	7%	6%

11. A block party to meet people from a local church

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Yes	56%	55%	59%	52%	45%	31%
No	38%	38%	35%	39%	44%	60%
Not sure	6%	8%	6%	9%	11%	10%

12. A prayer group where I could pray and be prayed for

	TWICE A WEEK OR MORE	ONCE A WEEK	TWICE A MONTH	ONCE A MONTH	A FEW TIMES A YEAR	DID NOT ATTEND
Yes	66%	62%	46%	50%	53%	40%
No	21%	27%	46%	37%	33%	47%
Not sure	10%	9%	7%	12%	9%	7%

# SECTION V

## ANALYSIS OF AGE

## **ANALYSIS OF AGE** (Ages 18 – 25)

- \* 75% will attend church in a public building that is not a traditional church building
- \* 78% can be contacted by Southern Baptists
- \* About 1/3 (32%) attend church once a week or more
- \* Of those young people ages 18 – 25, only 31% rate Catholics in a positive manner. The rate of positive increases by age for the Catholics. Almost 75% of those over 65 rate them in a positive manner. 47% of those 18 – 25 rate Catholics in a negative manner.
- \* 55% of the 18 – 25 rate Southern Baptists in a positive manner. 30% do not know enough about Southern Baptists to rate. Only 14% rate them in a negative manner.
- \* 56% do not believe all churches teach the way to go to heaven
- \* The number one problem facing young people age 18 – 25 is economic (79%).
- \* 85% of those 18 – 25 have been witnessed to at least once in their lifetime. 47% said they were okay with the event.
- \* Only 19% of those 18 – 25 would not attend a church with the name Baptist on it

## **SUMMARY**

Southern Baptists have an open door with the young people in Louisiana (areas surveyed to date).

- \* We enjoy very high ratings
- \* They can be contacted
- \* They are not “locked” into any specific style of worship or music
- \* They do understand some doctrine and they are strongly opposed to the Catholic church, the predominant church in most areas surveyed.
- \* The vast majority would attend a church with the name Baptist on it

NOTE: Based on research findings from national polls and from those in other states (Florida, Pennsylvania, Maryland, Virginia and Nevada), this generation of young people seem to have returned or they are at least open to the church.

## ANALYSIS OF AGE

1. Today, churches meet in schools, movie theaters and other public buildings. Would you attend church in one of these buildings?

	18 - 25	26 - 30	31 - 35	36 - 40	41 - 50	51 - 60	61 - 65	Over 65
Yes	75%	57%	63%	55%	64%	62%	54%	54%
No	19%	35%	31%	37%	28%	32%	38%	38%
Not sure	6%	7%	6%	8%	7%	5%	8%	8%

2. Please tell me how you would personally react or feel about them contacting you and inviting you to attend his/her church.

### Southern Baptist

	18 - 25	26 - 30	31 - 35	36 - 40	41 - 50	51 - 60	61 - 65	Over 65
I would enjoy being contacted by this group	31%	25%	29%	24%	25%	22%	23%	23%
If I had time, I would probably listen	46%	35%	42%	36%	37%	35%	30%	30%
I am strongly opposed to being contacted by this group	22%	40%	30%	40%	38%	44%	47%	47%

3. At this time, what church or denomination do you belong to or attend?

	18 - 25	26 - 30	31 - 35	36 - 40	41 - 50	51 - 60	61 - 65	Over 65
Southern Baptist	27%	25%	23%	24%	8%	9%	7%	4%
Baptist	38%	21%	22%	14%	21%	22%	26%	23%
Catholic	11%	21%	21%	29%	33%	37%	40%	45%
Methodist	7%	6%	13%	11%	12%	8%	7%	6%
Non-denominational	9%	7%	6%	6%	9%	7%	5%	5%
Charismatic	6%	16%	8%	7%	4%	6%	4%	6%
Other	2%	4%	4%	7%	7%	7%	9%	6%
None	1%	2%	4%	3%	5%	6%	2%	4%

4. How would you describe your church attendance over the past six months?

	18 - 25	26 - 30	31 - 35	36 - 40	41 - 50	51 - 60	61 - 65	Over 65
Twice a week or more	10%	17%	17%	19%	20%	25%	30%	28%
Once a week	22%	28%	32%	37%	34%	36%	35%	35%
Twice a month	59%	36%	18%	14%	13%	8%	10%	6%
Once a month	2%	3%	8%	6%	9%	4%	5%	6%
A few times a year	5%	9%	12%	13%	12%	10%	11%	9%
Did not attend	3%	7%	14%	12%	14%	16%	9%	16%



5. When you attend church, what style of service do you enjoy the most?

	18 - 25	26 - 30	31 - 35	36 - 40	41 - 50	51 - 60	61 - 65	Over 65
Quiet, serene, reverent service	23%	26%	20%	26%	18%	23%	27%	44%
Formal, liturgical	38%	24%	15%	15%	15%	13%	14%	12%
Contemporary	27%	19%	21%	18%	21%	20%	21%	14%
Very upbeat, hand clapping, praise, etc.	9%	23%	29%	26%	27%	22%	19%	14%
Somewhat upbeat, informal, laughing, etc.	2%	5%	10%	12%	12%	15%	12%	6%
You describe your favorite style	1%	3%	5%	3%	7%	7%	8%	9%

6. What type of music do you enjoy most?

	18 - 25	26 - 30	31 - 35	36 - 40	41 - 50	51 - 60	61 - 65	Over 65
Hymns from the hymnal	15%	26%	18%	24%	16%	24%	31%	35%
Classical	11%	7%	5%	5%	4%	4%	3%	5%
Gospel	24%	22%	20%	16%	11%	13%	18%	15%
Contemporary	21%	10%	11%	7%	11%	6%	3%	3%
Chorus	16%	5%	4%	2%	2%	2%	2%	2%
A blend of it all	13%	26%	41%	41%	49%	48%	38%	34%
Other	0%	4%	2%	4%	7%	4%	5%	7%

7. It does not matter where you attend church, all teach and preach the way to go to heaven.

	18 - 25	26 - 30	31 - 35	36 - 40	41 - 50	51 - 60	61 - 65	Over 65
I agree	40%	49%	56%	51%	55%	51%	50%	54%
I disagree	56%	46%	34%	30%	31%	35%	37%	33%
I'm not sure	3%	5%	9%	9%	15%	14%	13%	13%

8. Please tell me what you consider to be the greatest problem facing you and your family today.

	18 - 25	26 - 30	31 - 35	36 - 40	41 - 50	51 - 60	61 - 65	Over 65
Economic/financial	79%	59%	46%	41%	46%	47%	41%	30%
Public morality	7%	12%	5%	9%	9%	10%	9%	9%
Drugs/alcohol/violence	2%	5%	2%	1%	3%	2%	3%	3%
Health	3%	6%	10%	14%	7%	10%	12%	14%
Family	2%	7%	10%	8%	5%	6%	8%	6%
Nothing	3%	5%	11%	9%	14%	11%	15%	16%
Life	3%	5%	9%	12%	15%	13%	12%	22%

9. Has anyone ever tried to tell you how to become a Christian?

	<b>18 - 25</b>	<b>26 - 30</b>	<b>31 - 35</b>	<b>36 - 40</b>	<b>41 - 50</b>	<b>51 - 60</b>	<b>61 - 65</b>	<b>Over 65</b>
Yes	85%	61%	54%	61%	65%	62%	57%	47%
No	13%	35%	41%	36%	33%	36%	42%	49%
Don't know/not sure	2%	4%	4%	4%	2%	2%	1%	3%

If yes, how did you feel about it?

	<b>18 - 25</b>	<b>26 - 30</b>	<b>31 - 35</b>	<b>36 - 40</b>	<b>41 - 50</b>	<b>51 - 60</b>	<b>61 - 65</b>	<b>Over 65</b>
It was okay	47%	62%	57%	64%	62%	60%	63%	64%
I didn't like it	44%	28%	27%	24%	26%	31%	29%	28%
Don't know/not sure	8%	10%	8%	6%	9%	5%	4%	4%

10. Will you attend a church with the name Baptist on it?

	<b>18 - 25</b>	<b>26 - 30</b>	<b>31 - 35</b>	<b>36 - 40</b>	<b>41 - 50</b>	<b>51 - 60</b>	<b>61 - 65</b>	<b>Over 65</b>
Yes	45%	38%	51%	45%	68%	60%	64%	62%
No	19%	45%	41%	50%	25%	32%	29%	32%
Not sure	10%	8%	4%	5%	6%	7%	7%	7%

# SECTION VI

# LAFAYETTE AREA

## **LAFAYETTE AREA**

This survey, when complete, will have at least 1,000 interviews. At this time, only a small part of the interviews are reflected here. All data should be viewed with caution – this is an indicator, and the final results may be different.

This survey will be completed in the month of August.

## QUESTIONS AS THEY WERE ASKED

1. Many times we receive flyers, pamphlets, brochures, etc., in the mail. How do you usually handle this type of mail?
  - a. I usually read all of it 5%
  - b. I read only the more attractive pieces 8%
  - c. I glance through it 38%
  - d. I seldom read it 1%
  - e. I never read it. I always trash it. 48%
  
2. Sometimes local churches will contact residents in a community to invite them to attend their church. They will drop by the home, call on the phone or send an invitation in the mail. In the last six months, have you been contacted by any church and if so, how did they contact you?
  - a. I have not been contacted by a church 69%
  - b. Someone came to my door 15%
  - c. They called me on the phone 4%
  - d. I received something in the mail 9%
  - e. Other 3%
  
3. How do you feel about someone coming to your door to invite you to attend his/her church?
  - a. I don't mind at all 20%
  - b. It would be okay if I had the time to talk 10%
  - c. I object strongly 66%
  - d. It depends on who contacts me 2%
  - e. Not sure/no answer 3%
  
4. Today, churches meet in schools, movie theaters and other public buildings. Would you attend church in one of these buildings?
  - a. Yes 47%
  - b. No 47%
  - c. Not sure 5%

5. How long have you lived in the area?

- |                            |     |
|----------------------------|-----|
| a. Less than one year      | 5%  |
| b. One to three years      | 8%  |
| c. Four to six years       | 7%  |
| d. Seven to ten years      | 7%  |
| e. Eleven to fifteen years | 9%  |
| f. Sixteen to twenty years | 9%  |
| g. More than twenty years  | 56% |

6. The following is a list of some churches that often contact people like you. Please tell me how you would personally react or feel about them contacting you and inviting you to attend his/her church.

**United Methodist**

- |   |     |
|---|-----|
| a. I would enjoy being contacted by this group            | 10% |
| b. If I had time, I would probably listen                 | 32% |
| c. I am strongly opposed to being contacted by this group | 58% |

**Southern Baptist**

- |   |     |
|---|-----|
| a. I would enjoy being contacted by this group            | 15% |
| b. If I had time, I would probably listen                 | 31% |
| c. I am strongly opposed to being contacted by this group | 54% |

**Church of Latter Day Saints (Mormons)**

- |   |     |
|---|-----|
| a. I would enjoy being contacted by this group            | 6%  |
| b. If I had time, I would probably listen                 | 24% |
| c. I am strongly opposed to being contacted by this group | 70% |

**Jehovah Witnesses**

- |   |     |
|---|-----|
| a. I would enjoy being contacted by this group            | 4%  |
| b. If I had time, I would probably listen                 | 20% |
| c. I am strongly opposed to being contacted by this group | 76% |

7. How would you describe your church attendance over the past six months?
- |                         |     |
|-------------------------|-----|
| a. Twice a week or more | 36% |
| b. Once a week          | 39% |
| c. Twice a month        | 7%  |
| d. Once a month         | 7%  |
| e. A few times a year   | 4%  |
| f. Did not attend       | 7%  |
8. At this time, what church or denomination do you belong to or attend?
- |                     |     |
|---------------------|-----|
| a. Southern Baptist | 8%  |
| b. Other Baptist    | 19% |
| c. Catholic         | 56% |
| d. United Methodist | 4%  |
| e. Non-Denomination | 8%  |
| f. Charismatic      | 1%  |
| g. Other            | 9%  |
| h. None             | 4%  |
9. Size of the church most favored?
- |                             |     |
|-----------------------------|-----|
| a. Less than 100            | 32% |
| b. From 100 – 200           | 44% |
| c. From 200 – 400           | 10% |
| d. From 400 – 600           | 9%  |
| e. From 600 – 1,000 or more | 4%  |
10. When you attend church, what style of service do you enjoy the most?
- |   |     |
|---|-----|
| a. A quiet, serene, reverent service        | 39% |
| b. Formal, liturgical                       | 13% |
| c. Contemporary                             | 15% |
| d. Somewhat upbeat, informal, laughing      | 25% |
| e. Very upbeat, hand clapping, praise, etc. | 6%  |
| f. You describe your favorite style         | 1%  |
11. What type of music do you enjoy most?
- |                          |     |
|--------------------------|-----|
| a. Hymns from the hymnal | 29% |
| b. Classical             | 3%  |
| c. Gospel                | 15% |
| d. Contemporary          | 8%  |
| e. Chorus                | 1%  |
| f. A blend of all of it  | 41% |
| g. Other                 | 3%  |

12. Now, I'm going to call out a list of some religions or denominations you may be familiar with. Please tell me how you personally feel about each one:

**Catholic**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 63% |
| b. Somewhat positive         | 12% |
| c. Don't know enough to rate | 18% |
| d. Somewhat negative         | 4%  |
| e. Very negative             | 3%  |

**Southern Baptist**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 30% |
| b. Somewhat positive         | 22% |
| c. Don't know enough to rate | 42% |
| d. Somewhat negative         | 5%  |
| e. Very negative             | 1%  |

**Latter Day Saints (Mormons)**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 11% |
| b. Somewhat positive         | 13% |
| c. Don't know enough to rate | 59% |
| d. Somewhat negative         | 8%  |
| e. Very negative             | 10% |

**Jehovah Witnesses**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 6%  |
| b. Somewhat positive         | 13% |
| c. Don't know enough to rate | 54% |
| d. Somewhat negative         | 9%  |
| e. Very negative             | 18% |

**Non-Denominational**

- |                              |     |
|------------------------------|-----|
| a. Very positive             | 20% |
| b. Somewhat positive         | 16% |
| c. Don't know enough to rate | 52% |
| d. Somewhat negative         | 6%  |
| e. Very negative             | 6%  |



13. What day of the week do you prefer to attend church, other than Sunday?
- |                      |     |
|----------------------|-----|
| a. Saturday          | 25% |
| b. Monday            | 2%  |
| c. Tuesday           | 1%  |
| d. Wednesday         | 9%  |
| e. Thursday          | 0%  |
| f. Friday            | 2%  |
| g. Keep it on Sunday | 61% |
14. Gender
- |           |     |
|-----------|-----|
| a. Male   | 50% |
| b. Female | 50% |
15. I consider myself to be a “born again” Christian.
- |                 |     |
|-----------------|-----|
| a. I agree      | 58% |
| b. I disagree   | 37% |
| c. I’m not sure | 4%  |
16. I personally believe that when I die I will go to a place called heaven or “hell”.
- |                 |     |
|-----------------|-----|
| a. I agree      | 93% |
| b. I disagree   | 5%  |
| c. I’m not sure | 3%  |
17. It does not matter where you attend church, all teach and preach the way to go to heaven.
- |                 |     |
|-----------------|-----|
| a. I agree      | 58% |
| b. I disagree   | 36% |
| c. I’m not sure | 7%  |
18. Please tell me what you consider to be the greatest problem facing you and your family today.
- |                         |     |
|-------------------------|-----|
| a. Economy/government   | 44% |
| b. Public morals        | 5%  |
| c. Violence/crime/drugs | 4%  |
| d. Health               | 6%  |
| e. Family               | 12% |
| f. Life                 | 9%  |
| g. Nothing              | 21% |

19. Has anyone ever tried to tell you how to become a Christian?
- |                        |     |
|------------------------|-----|
| a. Yes                 | 47% |
| b. No                  | 52% |
| c. Don't know/not sure | 1%  |
- If yes, how did you feel about it?
- |                     |     |
|---------------------|-----|
| a. It was okay      | 58% |
| b. I didn't like it | 36% |
| c. Not sure         | 5%  |
| d. Other            | 2%  |
20. Will you attend a Baptist church?
- |             |     |
|-------------|-----|
| a. Yes      | 66% |
| b. No       | 33% |
| c. Not sure | 1%  |
21. Do you own or ride a motorcycle?
- |        |     |
|--------|-----|
| a. Yes | 4%  |
| b. No  | 96% |
22. How often do you ride a motorcycle?
- |                |     |
|----------------|-----|
| a. Quite often | 50% |
| b. Other       | 50% |
23. The following is a list of ministries and events offered by some churches. Do you or any member of your family have a need for them? SAY "YES" ONLY IF YOU OR YOUR FAMILY WOULD ACTUALLY ATTEND.
24. An informal Bible study
- |                                |     |
|--------------------------------|-----|
| a. Yes, I have a need for this | 53% |
| b. No, I would not attend      | 41% |
| c. I'm not sure                | 6%  |
25. A recovery program for you or any member of your family, relatives or close friends
- |                                |     |
|--------------------------------|-----|
| a. Yes, I have a need for this | 45% |
| b. No, I would not attend      | 39% |
| c. I'm not sure                | 17% |

26. A block party to meet people from a local church
- a. Yes, I have a need for this 39%
  - b. No, I would not attend 57%
  - c. I'm not sure 4%
27. A prayer group where I could pray and be prayed for
- a. Yes, I have a need for this 67%
  - b. No, I would not attend 29%
  - c. I'm not sure 4%
28. What is your current marital status?
- a. Married 61%
  - b. Single 8%
  - c. Widowed 14%
  - d. Separated 1%
  - e. Divorced 13%
29. Which of the following age groups are you in?
- a. 18 to 25 years 2%
  - b. 26 to 30 years 4%
  - c. 31 to 35 years 4%
  - d. 36 to 40 years 7%
  - e. 41 to 50 years 17%
  - f. 51 to 60 years 29%
  - g. 61 to 65 years 11%
  - h. Over 65 years 25%
30. What level of education have you obtained?
- a. Did not finish high school 9%
  - b. High school graduate 31%
  - c. Some college 13%
  - d. College graduate 21%
  - e. Some graduate work 4%
  - f. Masters or higher 19%
  - g. Special education, voc-tech, specialty training 2%

31. What is your occupation?
- |                        |     |
|------------------------|-----|
| a. Retired             | 34% |
| b. Professional        | 30% |
| c. Blue collar         | 10% |
| d. Office work         | 55% |
| e. Retail/Sales        | 3%  |
| f. Homemaker           | 9%  |
| g. Unemployed/Disabled | 4%  |
| h. Other               | 5%  |
32. What is your race?
- |                     |     |
|---------------------|-----|
| a. White            | 80% |
| b. African American | 19% |
| c. Hispanic         | 1%  |
33. Which of the following income groups does your family fall into, annually?
- |                                   |     |
|-----------------------------------|-----|
| a. Under \$15,000 annually        | 12% |
| b. \$16,000 to \$25,000 annually  | 14% |
| c. \$26,000 to \$35,000 annually  | 11% |
| d. \$36,000 to \$45,000 annually  | 7%  |
| e. \$46,000 to \$55,000 annually  | 7%  |
| f. \$56,000 to \$65,000 annually  | 12% |
| g. \$66,000 to \$80,000 annually  | 4%  |
| h. \$81,000 to \$100,000 annually | 12% |
| i. Over \$100,000                 | 21% |
34. Do you have children who are still at home?
- |        |     |
|--------|-----|
| a. Yes | 41% |
| b. No  | 57% |
35. Please tell me in your own words how a person can become a Christian.
- |                      |     |
|----------------------|-----|
| a. Does know how     | 20% |
| b. Might know how    | 18% |
| c. Does not know how | 62% |

36. What is one thing a church could do that would cause you to attend?

- |                                |     |
|--------------------------------|-----|
| a. Less judgment               | 14% |
| b. Clear message/good preacher | 36% |
| c. Ask me                      | 5%  |
| d. Strong youth programs       | 1%  |
| e. Help community              | 3%  |
| f. Nothing                     | 41% |