



Percentage of Current Year Households with:		28128	U.S.
1	No Faith Involvement	24%	35%
2	Moderate Faith Involvement	31%	30%
3	Strong Faith Involvement	46%	35%
4	Preference for "Historic Christian" Tradition	87%	77%
5	Preference for a Non-Historic Christian Tradition	3%	8%
6	No Religious Affiliation Preference	11%	15%
7	Overall Faith Receptivity Level	Very High	Average
8	Overall Church Program Preference Category	Spiritual Development	Recreation
9	Overall Church Style Preference (Traditional vs Contemporary)	Somewhat Traditional	Both
10	Households Contributing \$500 or more/year to Churches	31%	31%



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Sources: Percept, Claritas/NDS, Census Bureau (v05a1)

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