



Percentage of Current Year Households with:		28137	U.S.
1	No Faith Involvement	25%	35%
2	Moderate Faith Involvement	31%	30%
3	Strong Faith Involvement	44%	35%
4	Preference for "Historic Christian" Tradition	86%	77%
5	Preference for a Non-Historic Christian Tradition	3%	8%
6	No Religious Affiliation Preference	12%	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	30%	31%



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

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