



Percentage of Current Year Households with:	28163	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	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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