

RESEARCH INFORMATION REPORT



**Southern
Baptist
Constituents**

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The 1990 Southern Baptist Constituency Study

The Southern Baptist Constituency Study is a rare and important opportunity to gather data from a national sample of Southern Baptist adults. Researchers have traditionally been able to survey church staff members and lay leaders—deacons, Sunday School teachers, etc.—by obtaining a sample of such persons from available lists or through an initial survey of churches. Obtaining a sample representative of all church members, however, has proven to be exceedingly difficult due to problems in identifying and addressing less active members—those who are not leaders and participate less frequently. The Constituency Study provides a means of overcoming these obstacles and obtaining data from a representative sample of all nine million Southern Baptist adult church members.

The study can therefore offer significant help in answering the questions: Who are Southern Baptists? What do they believe? What products and services best meet their needs?

Methodology

The study was conducted in the summer and fall of 1990 by the Corporate Planning and Research Department of the Sunday School Board, in conjunction with H.T.I. Custom Research of Chicago, Illinois.

Phase I consisted of a survey of 40,000 households, selected by H.T.I. to be representative of the entire

U.S. population by several criteria. In August the head of each household received a small questionnaire asking for basic demographic information about each adult (18 years and older) in his/her household. Among those questions was one concerning church membership, and, for each adult who was a church member, the head of household was asked to indicate the religious group with which the church was affiliated.

Phase II consisted of a survey of 2,220 adults selected from those identified in Phase I as Southern Baptist church members. In October, each of these persons received an eight-page questionnaire, developed by the Corporate Planning and Research Department in consultation with numerous persons both inside and outside of the Sunday School Board. In each phase those surveyed were told only that the study concerned "religion," and the identity of the Sunday School Board was masked throughout the questionnaire to prevent bias. Response to Phase II was closed one month after mailing, and data was then tabulated.

Response and Representativeness of the Findings

Of the 40,000 heads of household in Phase I, 24,240 (60.6 percent) returned completed, usable questionnaires. The response included data from 43,703 individual adults in those households; 3,717 (8.5 percent) of those adults were identified as Southern Baptist church members. A comparison of key demographic items for respondents and non-respondents revealed no significant biases in response.

In Phase II 2,220 of those 3,717 Southern Baptists were selected for the sample. A total of 1,779 (80.1

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percent) returned completed questionnaires prior to the cut-off date; however, 402 indicated that they were not Southern Baptist church members in spite of having been identified as such in Phase I. If those 402 are subtracted from the base of 2,220, the response rate for Southern Baptists in Phase II was at least 75.7 percent (1,377 of 1,818).

Analysis of the response to Phase II, including comparison with Phase I and other studies, indicated that men were somewhat over-represented. The data was therefore weighted to compensate, and the findings presented and high-lighted in the following sections are the weighted percentages.

Highlights of Findings

A. Demographics.

1. Southern Baptist adults tend to be older than the total U.S. population of adults. Forty percent of the Southern Baptist respondents were 55 years of age or older, compared to 29 percent of all U.S. adults.
2. Findings from Phase I of the Constituency Study as well as other surveys indicate that Southern Baptist adults are 42 percent male and 58 percent female. The U.S. population of adults is 48 percent male and 52 percent female.
3. Southern Baptist adults also tend to be more educated than the total U.S. population of adults. Nearly one-half of the Southern Baptists reported at least one year of college education, compared to 37 percent of all U.S. adults.
4. Nearly two-thirds of the Southern Baptists indicated that they were married. Approximately 13 percent of those who were married reported that they were "divorced and remarried." Of the 34 percent who described themselves as single, approximately one-third were widowed, one-third were divorced, and one-third were never married.
5. Slightly more than one-third of the Southern Baptist adults indicated that they had children ages 18 or younger living in their household. Nearly 10 percent of those who had children indicated that they had step-children (children by marriage) ages 18 or younger living in their household.

6. A majority (57 percent) of the Southern Baptists reported a total household income for 1989 of less than \$30,000, and 40 percent reported less than \$20,000. The household incomes reported by Southern Baptists show no significant difference from those reported by a sample of all U.S. households in Phase I of the Constituency Study.
 7. Approximately 11 percent of the Southern Baptist respondents reported moving at least once in the twelve months prior to the survey, and 32 percent reported moving at least once in the five years prior to the survey. This data showed no significant variation from that of the 1986 Constituency Study.
 8. Approximately 6 percent of the Southern Baptist adults indicated that they were students at the time of the survey.
 9. VALS typing of the respondents reveals that, compared to the U.S. adult population, Southern Baptists have a significantly higher percentage of adults in the Fulfilled type (18 versus 11 percent), and significantly lower percentages of adults who are Achievers (10 versus 13 percent) and Experiencers (7 versus 12 percent).
- #### **B. Religious/Church Life**
10. A majority (53 percent) of the Southern Baptist adults indicated that they had attended religious services at least once a week in the six months prior to the survey. Twenty percent indicated that they had been to no services at all during that period.
 11. A majority (52 percent) of the Southern Baptists reported that they live no more than four miles from their church, and a majority (53 percent) reported that it usually takes less than 15 minutes to drive to their church.
 12. Approximately 25 percent of the Southern Baptist respondents indicated that the total membership of their church is less than 200 people, and 57 percent indicate that it is less than 500 people. Though it may appear that members of small churches are over-represented in the Constituency Study, it is likely, that typical church members are not aware of their church's total membership and tend to underestimate it.

13. Respondents were asked to indicate all of their reasons for joining the particular church of which they were a member. The reason cited most frequently was "denominational affiliation" (61 percent), followed by "friends/family were members" (57 percent), "location" (48 percent), "friendliness of the congregation" (47 percent), and "liked the pastor/church staff" (46 percent).

Once all applicable reasons were indicated, respondents were asked to select the single most important factor in the decision to join their church. "Friends/family were members" was selected by 27 percent, and "denominational affiliation" by 24 percent. Those more involved as leaders in their church were more likely to cite "denominational affiliation," and those less involved as leaders were more likely to cite "friends/family were members."

14. The respondents were also asked to think about their involvement in their church and indicate whether it was more than, less than, or about the same as their involvement one year prior to the survey. Fifty percent indicated that they were involved about the same, and thirty percent indicated that they were less involved. Compared to the data from the 1986 Constituency Study, these findings suggest a significant trend toward less involvement in the church.

Those who reported that they were less involved were asked to indicate why; the two reasons given most frequently were "work schedule" (32 percent), and "moved to a different community and never get involved in a new church" (25 percent).

15. Approximately 9 percent of the Southern Baptist adults described themselves as "very involved as a leader" in their church. Eleven percent described themselves as "moderately involved as a leader," 20 percent as "somewhat involved," and nearly 60 percent as "not involved as a leader." Comparison of this data with that from the 1986 Constituency Study also suggests a trend toward less church involvement by Southern Baptist adults.
16. Approximately one-third of the respondents indicated that they have a private worship/devotional period on a daily basis. A majority (56 percent) of those with a family, however, indicated that their family never gathers for a home worship/devotional period.

17. The respondents were asked to use two five-point scales to indicate whether they view the worship services of their church as more formal or informal, and as more worshipful or evangelistic. Approximately 35 percent tended to view the services as informal and 18 percent as formal; one-half tended to view the services as more worshipful and only 12 percent as more evangelistic.

A majority (52 percent) described the music sung during the worship services as "mostly hymns with some choruses," and a majority (63 percent) indicated that the services include reading scripture aloud together either frequently or occasionally.

18. Approximately 39 percent of the Southern Baptist adults indicated that they had attended a Christian Education Program (Sunday School, Church Training, etc.) at least once a week in the 6 months prior to the survey. Forty-five percent reported that they had not been at all during that period. These findings reveal significantly less frequent attendance of Sunday School than of worship services.
19. When asked how frequently they read at home literature provided by the church (Sunday School material, Christian magazines, etc.), 44 percent of the respondents indicated "frequently," and an additional 25 percent indicated "occasionally." Even one-third of those who had been to no services in six months reported reading such literature either "frequently" or "occasionally."
20. The findings suggest a high degree of denominational loyalty among Southern Baptist adults. Sixty percent of the respondents indicated that it is either "extremely important" or "very important" to belong to a church of the denomination with which theirs is affiliated. This data shows little, if any, significant variation by age group.
21. A majority (51 percent) indicated that if they moved to another community with several churches, they would "definitely" attend a church of the same denomination as their current church. An additional 32 percent reported that they would "probably" attend a church of the same denomination.
22. Nearly two-thirds of the Southern Baptist adults described themselves as either "very satis-

fied" or "somewhat satisfied" with the way things are going in the denomination; 18 percent expressed some degree of general dissatisfaction.

23. The respondents were asked to indicate the extent of their agreement or disagreement with three statements related to congregational loyalty. Two-thirds agreed with the statement, "If I had to change churches, I would feel a great sense of loss," and more than three-quarters agreed with the statement, "I feel at home in my present church." A majority (51 percent) disagreed with the statement, "I would change churches if my present church developed major leadership or financial problems."

Of those who had attended no services in the previous six months, 32 percent agreed with the statement, "If I had to change churches, I would feel a great sense of loss," and 46 percent agreed with the statement, "I feel at home in my present church." This data confirms the earlier finding that a significant number of those who do not attend are absent for reasons such as work schedules, rather than problems with the church.

24. The respondents were also given a list of sixteen areas of church life or ministry and asked to indicate whether the future emphasis on each should increase, decrease, or remain the same as the present emphasis. A majority felt that at least some increased emphasis should be given to fourteen of the sixteen areas—all but "addressing social issues," and "missions education." Those areas which the largest percentages of respondents felt should be given increased emphasis were "winning the lost to Christ" (77 percent), "reclaiming inactive members" (77 percent), "training in Christian parenthood" (74 percent), and "strengthening of family life" (73 percent).

This data tended to show little variation from that of the 1986 Constituency Study.

25. George Gallup's question concerning views of the Bible was utilized in order to facilitate comparison. Respondents were given five statements and asked to select the one which best described their feelings about the Bible. Approximately one-half selected the statement, "The Bible is the inspired word of God. It contains no errors, but some verses are to be taken symbolically rather than literally." Thirty-five percent selected the statement, "The Bible

is the actual word of God and is to be taken literally word-for-word."

Comparison of this data with that from the 1988 Gallup study reveals that Southern Baptist adults tend to have a higher (or more conservative) view of the Bible than Gallup's national sample of "churched Americans."

Nearly two-thirds of the Southern Baptist adults specified the King James Version as the version they prefer for personal use. No other version was cited by more than 13 percent.

26. Respondents were asked to review a list of five witnessing experiences and indicate those in which they had personally engaged in the year prior to the survey. Nearly one-half reported that they had engaged in none of the experiences. The two reported by the highest percentages of respondents were "cultivating the friendship of an unsaved person with the aim of helping him/her find Christ" (30 percent) and "talked with an unsaved person about becoming a Christian" (29 percent).

Comparison with data from the 1986 study suggests a decline in the number of adults engaging in each of these witnessing activities.

27. Thirty percent of the respondents reported that their family/household gave more than \$1,000 to their church in 1989; 11 percent reported that their family/household gave nothing.

Approximately thirty-seven percent indicated that in 1989 their family/household gave some amount to religious groups other than their church, 6 percent indicated some amount given to a TV evangelist, 67 percent some amount given to a charity or social service organization, and nine percent some amount given to a peace or social justice group.

C. Social Issues

28. Respondents were given a list of 24 moral issues and economic problems and asked to check the five which concerned them the most. The items checked most frequently included child abuse (55 percent), drug abuse (54 percent), parental neglect of children (34 percent), and high divorce rate (33 percent).

Response to the following items varied signifi-

cantly from the 1986 study to the 1990 study: terrorism (decreased from 27 percent to 6 percent), racial discrimination (increased from 7 percent to 15 percent), parental neglect of children (increased from 27 percent to 34 percent), misuse of natural resources/environment/ecology (increased from 16 percent to 21 percent), child abuse (increased from 50 percent to 55 percent), hunger/poverty (increased from 23 percent to 28 percent), and homosexuality (decreased from 26 percent to 21 percent).

29. Nearly 70 percent of the Southern Baptist adults felt that abortion should be legally permissible under certain circumstances. Approximately 14 percent felt that abortion should be illegal in all circumstances, and 14 percent felt it should be legally permissible under any circumstances.

Of those who indicated that abortion should be legally permissible under certain circumstances, 93 percent specified the endangerment of the mother's life, 80 percent specified

rape, and 76 percent specified incest as circumstances for which it should be legal.

Response to this question showed very little variation by education of the respondent; it did, however, show some variation by the sex of the respondent. While approximately 15 percent of both men and women felt abortion should be illegal for any reason, 11 percent of men and 15 percent of women felt it should be legal for any reason, and 72 percent of men and 67 percent of women felt it should be legal under certain circumstances.

D. Marketing Issues

30. Nearly two-thirds of the Southern Baptist adults reported that they had seen or heard of Christian videos. Of those who had seen or heard of Christian videos, however, only 6 percent indicated that they had purchased one in the six months prior to the survey. Nearly one-half of those who had purchased a video did so by mail or telephone.

Summary of Findings

A. Demographics.

1. What is your current age?

	1990 Constituency Study	Total U.S.* Population
18-24	3%	14%
25-29	10%	12%
30-34	11%	12%
35-44	20%	20%
45-54	16%	13%
55-64	18%	12%
65 or older	22%	17%
	<u>100%</u>	<u>100%</u>
	(1,377)	(184,679,000)

*Data as of July 1989 from U.S. Department of Commerce, Bureau of the Census: Current Population Reports, Series P-25, No. 1057

2. What is your sex?

	1990 Constituency Study	1986 Constituency Study	Total U.S.* Population, Ages 18 and up
Male	42%	43%	48%
Female	<u>58%</u>	<u>57%</u>	<u>52%</u>
	100%	100%	100%
	(1,377)	(1,072)	(184,679,000)

*Data as of July 1989 from U.S. Department of Commerce, Bureau of the Census: Current Population Reports, Series P-25, No. 1057

3. What is the highest level of formal education you have completed?

	1990 Constituency Study	1986 Constituency Study	Total U.S.* Population, Ages 18 and Over
Grade 8 or less	3%	3%	23%
Grade 9-11	9%	8%	
Graduated from high school	38%	35%	40%
1-3 years college	26%	29%	19%
Graduated from college (4 years)	10%	10%	18%
Attended or completed graduate school	12%	13%	
Not Indicated	2%	2%	
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)	(177,676,000)

* Data as of March 1988 from The World Almanac and Book of Facts, 1991, p. 207.

4. Which of the following best describes your marital status?

	1990 Constituency Study	1986 Constituency Study	Total U.S. Population, Ages 18 and Over*
Single and never married	9%	11%	22%
Single but living with someone in a committed relationship	2%	1%	
Married	54%	67%	62%
Divorced and remarried	8%		
Widowed and remarried	2%	10%	8%
Divorced, now single	10%		
Separated	2%	11%	8%
Widowed, now single	13%		
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)	(177,600,000)

* Data as of 1988 from Statistical Abstract of the U.S., 1990, pp. 42-44.

5a. Do you have children, ages 18 or younger, currently living in your household?

	1990 Constituency Study
Yes	36%
No	63%
Not indicated	1%
	<u>100%</u>
	(1,377)

5b. If "yes," are there step-children (children by marriage), ages 18 or younger, currently living in your household?

	1990 Constituency Study
Yes	9%
No	88%
Not indicated	3%
	<u>100%</u>
	(497)

6. What was your total household income before taxes for the last calendar year (January through December)? (Please include income from all sources, including salaries, pensions, interest, dividends, bonuses, capital gains, profits, and so on.)

	1990 Constituency Study	Total U.S. Population* Ages 18 and up
Under \$10,000	14%	13%
\$10,000-\$19,999	26%	24%
\$20,000-\$29,999	17%	17%
\$30,000-\$39,999	15%	15%
\$40,000-\$49,999	10%	10%
\$50,000-\$59,999	8%	21%
\$60,000-\$69,999	4%	
\$70,000 or more	6%	
	100%	100%
	(1,377)	(24,240)

*Data from Phase I of 1990 Constituency Study.

7. How many times, if any, have you moved . . .

During the past 12 months?

	1990 Constituency Study	1986 Constituency Study
1	10%	10%
2	1%	2%
3	—	—
None	75%	70%
Not indicated	14%	18%
	100%	100%
	(1,377)	(1,072)

During the past 5 years?

	1990 Constituency Study	1986 Constituency Study
1	17%	14%
2	6%	7%
3	5%	4%
4	2%	2%
5 or more	2%	1%
None	59%	52%
Not indicated	9%	20%
	100%	100%
	(1,377)	(1,072)

8a. Are you currently a student?

	1990 Constituency Study	1986 Constituency Study
Yes	6%	5%
No	93%	92%
Not indicated	1%	3%
	100%	100%
	(1,377)	(1,072)

8b. If "yes", are you enrolled in a . . .

	1990 Constituency Study	1986 Constituency Study
College	51%	77%
Trade School	10%	5%
Graduate Program	26%	9%
Not indicated	13%	9%
	100%	100%
	(80)	(56)

9. VALS Typology

	1990 Constituency Study	U.S. Adult Population
Actualizers	9%	8%
Fulfilled	18%	11%
Believers	17%	16%
Achievers	10%	13%
Strivers	11%	13%
Experiencers	7%	12%
Makers	14%	13%
Strugglers	14%	14%
	100%	100%
	(1,353)	

B. RELIGIOUS/CHURCH LIFE

10. How often in the past six months did you attend religious services other than for weddings, funerals, or special holidays such as Christmas or Easter?

	1990 Constituency Study	1986 Constituency Study
More than once a week	31%	34%
Once a week	22%	17%
2-3 times a month	12%	10%
Once a month or less often	15%	11%
None in past six months	20%	13%
Not indicated	0%	15%
	100%	100%
	(1,377)	(1,072)

11a. What is the approximate distance (in miles) between your residence and the church to which you belong?

	1990 Constituency Study	1986 Constituency Study
Less than 1 mile	6%	19%
1-4 miles	46%	37%
5-9 miles	21%	21%
10-14 miles	10%	6%
15-19 miles	4%	3%
20 miles or more	11%	7%
Not indicated	2%	7%
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

11b. Approximately how many minutes does it usually take to drive from your residence to the church to which you belong?

	1990 Constituency Study
Less than 5 minutes	13%
5-9 minutes	27%
10-14 minutes	23%
15-19 minutes	14%
20-30 minutes	14%
Longer than 30 minutes	6%
Not indicated	3%
	<u>100%</u>
	(1,377)

12. Indicate the approximate total membership of your church (the one to which you belong).

	1990 Constituency Study	1986 Constituency Study	All S.B.C.* Church Members
1-99 people	10%	9%	3%
100-199 people	15%	14%	9%
200-299 people	15%	12%	10%
300-499 people	17%	17%	17%
500-749 people	11%	12%	14%
750-999 people	6%	8%	10%
1,000-1,499 people	8%	11%	13%
1,500-1,999 people	3%	5%	7%
2,000-2,999 people	5%	4%	8%
3,000 or more people	6%	6%	9%
Don't know	4%	2%	--
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)	(14,913,538)

*Data from the 1989 Uniform Church Letter for all church members, compared to adults only in the Constituency Study.

13a. Please indicate why you joined the particular church to which you belong: (Check all that apply.)

	1990 Constituency Study
Location	48%
Denominational Affiliation	61%
Liked the pastor/church staff	46%
Friends/family were members	57%
Educational programs	14%
Friendliness of congregation	47%
Style of worship	40%
Other	9%
	<u>100%</u>
	(1,377)

13b. Of the answers you selected in Question 13a, which was the single most important factor in your decision to join the church to which you belong?

	1990 Constituency Study
Location	7%
Denominational Affiliation	24%
Liked the pastor/church staff	13%
Friends/family were members	27%
Educational programs	2%
Friendliness of congregation	8%
Style of worship	10%
Other	6%
Not indicated	3%
	<u>100%</u>
	(1,377)

* Total adds to more than 100 percent due to multiple answers.

14a. Think about your involvement in your church. Compared to a year ago, are you currently . . .

	1990 Constituency Study	1986 Constituency Study
More involved with your church	19%	16%
Involved about the same	50%	62%
Less involved with your church	30%	22%
Not indicated	1%	—
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

14b. If "less involved," please indicate why you are less involved with your church compared to a year ago:
(Check all that apply.)

	1990 Constituency Study	1986 Constituency Study
I moved to a different community and never got involved in a new church	25%	26%
I found other interests and activities and have less time for church-related activities	13%	20%
I have specific problems with, or objectives to, the church, its teachings, its members, or its leadership	15%	18%
The church is no longer a help to me in finding the meaning and purpose of my life	7%	8%
Change in leadership	12%	9%
I feel my lifestyle is no longer compatible with participation in church	5%	7%
Poor health	19%	16%
Work schedule	32%	28%
Divorced or separated	6%	3%
Cost to travel to church	5%	3%
Other	17%	15%
Not indicated	1%	3%
	<u>—</u>	<u>—</u>
	(425)	(236)

*Total adds to more than 100 percent due to multiple answers.

15. Which of the following statements best describes your involvement as a leader in your church?

	1990 Constituency Study	1986 Constituency Study
Not involved as a leader (i.e., do not teach a class, lead a group, serve on a committee, etc.)	59%	48%
Somewhat involved as a leader (i.e., teach a class, lead a group, serve on a committee, etc., but limit my involvement to one or two activities)	20%	19%
Moderately involved as a leader (i.e., teach a class, lead a group(s), serve on one or two committees, elder or deacon, etc.)	11%	13%
Very involved as a leader (i.e., teach a class, lead a group(s), chairman of one or more committees, elder or deacon, church treasurer, etc.)	9%	14%
Not indicated	1%	6%
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

16a. How often do you, by yourself, have a worship period when you read the Bible and/or observe a devotional period?

	1990 Constituency Study
Daily	34%
Weekly	9%
Monthly	1%
Varies at different periods	36%
As occasions arise during the day	8%
Not at all	12%
Not indicated	—
	<u>100%</u>
	(1,377)

16b. How often does your family gather for a home worship period in which you read the Bible and/or observe a devotional period?

	1990 Constituency Study
Daily	8%
Weekly	3%
Monthly	1%
Varies at different periods	25%
Single—not applicable	13%
Not at all	49%
Not indicated	1%
	<u>100%</u>
	(1,377)

17a. Please indicate how you view the worship services of the church to which you belong. (The closer you place your answer to one of the phrases, the stronger you feel that phrase describes your view.)

	1990 Constituency Study
Formal 1	6%
2	12%
3	26%
4	18%
Informal 5	17%
Not indicated	21%
	<u>100%</u>
	(1,377)
Worshipful 1	27%
2	23%
3	23%
4	6%
Evangelistic 5	6%
Not indicated	15%
	<u>100%</u>
	(1,377)

17b. During the worship service, does the church to which you belong sing choruses (short pieces of music, often sung from memory) or hymns (2-4 stanzas) from a hymnal?

	1990 Constituency Study
Choruses only	1%
Mostly choruses with some hymns	5%
Equal number of hymns and choruses	17%
Mostly hymns with some choruses	52%
Hymns only	22%
Don't know	3%
	<u>100%</u>
	(1,377)

17c. Does the service include reading Scriptures aloud together (litanies, responsive readings, etc.) ?

	1990 Constituency Study
Frequently	27%
Occasionally	36%
Rarely	22%
Never	11%
Don't know	4%
	<u>100%</u>
	(1,377)

18. How many times in the past 6 months have you attended a Christian Education Program (Sunday School, Christian training, etc.) at your church?

	1990 Constituency Study
More than once a week	12%
Once a week	27%
2-3 times a month	7%
Once a month or less often	9%
None in the past 6 months	45%
	<u>100%</u>
	(1,377)

19. How often do you read literature at home provided by your church (Sunday School material, Christian magazines, workbooks, etc.)?

	1990 Constituency Study
Frequently	44%
Occasionally	25%
Rarely	17%
Never	13%
Not indicated	1%
	<u>100%</u>
	(1,377)

20. How important is it to you to belong to a church of the denomination with which your church is affiliated?

	1990 Constituency Study
Extremely important	30%
Very important	30%
Somewhat important	22%
Slightly important	8%
Not important at all	10%
	<u>100%</u>
	(1,377)

21. If you moved to another community that had several churches from which to choose, would you attend a church of the same denomination to which you now belong?

	1990 Constituency Study
Yes, definitely	51%
Yes, probably	32%
Maybe	14%
Probably not	2%
Definitely not	1%
	<u>100%</u>
	(1,377)

22. In general, how satisfied are you with the way things are going in the denomination with which your church is affiliated?

	1990 Constituency Study
Very satisfied	28%
Somewhat satisfied	37%
Neither satisfied nor dissatisfied	16%
Somewhat dissatisfied	14%
Very dissatisfied	4%
Not indicated	1%
	<u>100%</u>
	(1,377)

23. For each of the following statements, please indicate how much you agree or disagree with that statement?

(Statements and related answers are listed in the next column)

23. (Agree/Disagree with Statement) *continued . . .*

a. If I had to change churches, I would feel a great sense of loss.

	1990 Constituency Study
Agree strongly	37%
Agree somewhat	29%
Neither agree nor disagree	20%
Disagree somewhat	7%
Disagree strongly	5%
Not indicated	2%
	<u>100%</u>
	(1,377)

b. I feel at home in my present church.

	1990 Constituency Study
Agree strongly	56%
Agree somewhat	22%
Neither agree nor disagree	11%
Disagree somewhat	6%
Disagree strongly	3%
Not indicated	2%
	<u>100%</u>
	(1,377)

c. I would change churches if my present church developed major leadership or financial problems.

	1990 Constituency Study
Agree strongly	6%
Agree somewhat	14%
Neither agree nor disagree	28%
Disagree somewhat	19%
Disagree strongly	32%
Not indicated	1%
	<u>100%</u>
	(1,377)

24. Based on your experience in churches of your denomination, how much emphasis should be placed on the following areas in the future?

(Different areas and related answers are listed on the next page)

24. (Emphasis Areas in Future) *continued* . . .

	1990 Constituency Study	1986 Constituency Study
Christian education		
Greatly increased emphasis	35%	36%
Some increased emphasis	32%	37%
Retain present emphasis	29%	23%
Some decreased emphasis	1%	1%
Greatly decreased emphasis	1%	—
Not indicated	2%	3%
	100%	100%
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Ministering to members (i.e., visiting sick, helping with personal problems)		
Greatly increased emphasis	36%	36%
Some increased emphasis	33%	37%
Retain present emphasis	28%	25%
Some decreased emphasis	1%	1%
Greatly decreased emphasis	—	—
Not indicated	2%	1%
	100%	100%
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Enlisting new members		
Greatly increased emphasis	34%	35%
Some increased emphasis	35%	34%
Retain present emphasis	27%	25%
Some decreased emphasis	2%	2%
Greatly decreased emphasis	—	—
Not indicated	2%	4%
	100%	100%
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Winning the lost to Christ		
Greatly increased emphasis	54%	57%
Some increased emphasis	23%	23%
Retain present emphasis	19%	16%
Some decreased emphasis	1%	1%
Greatly decreased emphasis	—	—
Not indicated	3%	3%
	100%	100%
	(1,377)	(1,072)

24. (Emphasis Areas in Future) *continued* . . .

	1990 Constituency Study	1986 Constituency Study
Worshipping		
Greatly increased emphasis	34%	40%
Some increased emphasis	28%	29%
Retain present emphasis	35%	28%
Some decreased emphasis	1%	1%
Greatly decreased emphasis	—	—
Not indicated	2%	2%
	100%	100%
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Tithing		
Greatly increased emphasis	28%	33%
Some increased emphasis	27%	26%
Retain present emphasis	36%	32%
Some decreased emphasis	5%	5%
Greatly decreased emphasis	1%	1%
Not indicated	3%	3%
	100%	100%
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Reclaiming inactive members		
Greatly increased emphasis	38%	44%
Some increased emphasis	39%	35%
Retain present emphasis	18%	15%
Some decreased emphasis	2%	1%
Greatly decreased emphasis	—	1%
Not indicated	3%	4%
	100%	100%
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Training church members to fulfill the mission of the New Testament church		
Greatly increased emphasis	29%	36%
Some increased emphasis	30%	34%
Retain present emphasis	34%	26%
Some decreased emphasis	2%	2%
Greatly decreased emphasis	1%	1%
Not indicated	4%	1%
	100%	100%
	(1,377)	(1,072)

24. (Emphasis Areas in Future) *continued* . . .

	1990 Constituency Study	1986 Constituency Study
Strengthening marriages		
Greatly increased emphasis	39%	47%
Some increased emphasis	35%	33%
Retain present emphasis	23%	17%
Some decreased emphasis	1%	1%
Greatly decreased emphasis	—	—
Not indicated	2%	2%
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Training in Christian parenthood		
Greatly increased emphasis	39%	43%
Some increased emphasis	35%	37%
Retain present emphasis	22%	17%
Some decreased emphasis	—	1%
Greatly decreased emphasis	—	—
Not indicated	4%	2%
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Providing Recreational Activities		
Greatly increased emphasis	19%	18%
Some increased emphasis	31%	33%
Retain present emphasis	41%	41%
Some decreased emphasis	4%	4%
Greatly decreased emphasis	2%	1%
Not indicated	3%	3%
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

	1990 Constituency Study	1986 Constituency Study
Addressing Social Issues		
Greatly increased emphasis	16%	15%
Some increased emphasis	30%	31%
Retain present emphasis	45%	43%
Some decreased emphasis	5%	5%
Greatly decreased emphasis	2%	3%
Not indicated	2%	3%
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

24. (Emphasis Areas in Future) *continued* . . .

	1990 Constituency Study	1986 Constituency Study
Mission education		
Greatly increased emphasis	21%	21%
Some increased emphasis	24%	31%
Retain present emphasis	48%	41%
Some decreased emphasis	3%	4%
Greatly decreased emphasis	1%	1%
Not indicated	3%	2%
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

	1990 Constituency Study
Ministry with single adults	
Greatly increased emphasis	26%
Some increased emphasis	30%
Retain present emphasis	40%
Some decreased emphasis	1%
Greatly decreased emphasis	—
Not indicated	3%
	<u>100%</u>
	(1,377)

	1990 Constituency Study
Ministry with senior adults	
Greatly increased emphasis	24%
Some increased emphasis	29%
Retain present emphasis	43%
Some decreased emphasis	1%
Greatly decreased emphasis	—
Not indicated	3%
	<u>100%</u>
	(1,377)

	1990 Constituency Study
Strengthening of family life	
Greatly increased emphasis	41%
Some increased emphasis	32%
Retain present emphasis	24%
Some decreased emphasis	—
Greatly decreased emphasis	—
Not indicated	3%
	<u>100%</u>
	(1,377)

25a. Which of the following statements best describes your feelings about the Bible?

	1990 Constituency Study	Churched* Americans	Unchurched* Americans
The Bible is the actual word of God and is to be taken literally word for word	35%	37%	22%
The Bible is the inspired word of God. It contains no errors, but some verses are to be taken symbolically rather than literally. . . .	49%	29%	20%
The Bible is the inspired word of God, but it may contain historical and scientific errors.	11%	23%	21%
The Bible was not inspired by God, but it represents humankind's best understanding of God's nature.	2%	4%	11%
The Bible is an ancient book of human fables, legends, history, and moral precepts	1%	4%	17%
Not indicated	2%	3%	9%
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(1,377)	(1,471)	(1,067)

* From *The Unchurched American—10 Years Later*, a 1988 study by the Princeton Religion Research Center. Churched Americans = sample of all U.S. adults who had attended religious services in the six months prior to the survey.

25b. Which version of the Bible do you prefer for your personal use?

	1990 Constituency Study
King James Version	62%
<u>The Living Bible</u>	13%
New International Version	9%
New American Standard	6%
Revised Standard Version	5%
Not indicated	5%
	<u>100%</u>
	(1,377)

26. Which, if any, of the following "witnessing" experiences have you, personally, engaged in during the past year? (Check all that apply.)

	1990 Constituency Study	1986 Constituency Study
Brought an unsaved person to Sunday School or a church service	17%	26%
Shared written materials with an unsaved person	23%	31%
Talked with an unsaved person about becoming a Christian	29%	40%
Cultivated the friendship of an unsaved person with the aim of helping him/her find Christ	30%	36%
Led a person to make a commitment to Christ	8%	11%
None	47%	6%
Not indicated	1%	36%
	<u>100%</u>	<u>100%</u>
	(1,377)	(1,072)

* Total adds to more than 100 percent due to multiple answers.

27. During the last calendar year (January through December), about how much money did your family/household contribute to each of the following?

	1990 Constituency Study
To your church	
\$0	11%
\$1-\$50	13%
\$51-\$100	9%
\$101-\$500	21%
\$501-\$1,000	12%
\$1,001-\$2,000	13%
More than \$2,000	17%
Not indicated	4%
	<u>100%</u>
	(1,377)

To other religious groups/organizations

\$0	34%
\$1-\$50	19%
\$51-\$100	8%
\$101-\$500	7%
\$501-\$1,000	2%
\$1,001-\$2,000	1%
More than \$2,000	—
Not indicated	29%
	<u>100%</u>
	(1,377)

To a TV evangelist

\$0	58%
\$1-\$50	4%
\$51-\$100	1%
\$101-\$500	1%
\$501-\$1,000	—
\$1,001-\$2,000	—
More than \$2,000	—
Not indicated	36%
	<u>100%</u>
	(1,377)

To charities or social service organizations

\$0	14%
\$1-\$50	32%
\$51-\$100	17%
\$101-\$500	14%
\$501-\$1,000	3%
\$1,001-\$2,000	1%
More than \$2,000	1%
Not indicated	18%
	<u>100%</u>
	(1,377)

(Continued in next column . . .)

27. (Family/Household Contributions) *cont.* . .

	1990 Constituency Study
To peace or social justice groups	
\$0	53%
\$1-\$50	6%
\$51-\$100	2%
\$101-\$500	1%
\$501-\$1,000	—
\$1,001-\$2,000	—
More than \$2,000	—
Not indicated	38%
	<u>100%</u>
	(1,377)

C. SOCIAL ISSUES

28. Here is a list of topics many people consider to be moral issues or economic problems. Check the five which concern you the most.

	1990 Constituency Study	1986 Constituency Study
Emphasis on material possessions	12%	14%
High divorce rate	33%	30%
Misuse of natural resources/ environment/ecology	21%	16%
Racial discrimination	15%	7%
Drinking of alcoholic beverages	28%	28%
Dishonesty in business	21%	21%
Women's rights/opportunities	4%	4%
Child abuse	55%	50%
Hunger/poverty	28%	23%
Abortion	26%	28%
Immorality in sexual relationships	27%	25%
Disregard for laws	20%	20%
Homosexuality	21%	26%
Drug Abuse	54%	51%
Parental neglect of children	34%	27%
Television programming	15%	13%
War	11%	11%
Terrorism	6%	27%
Nuclear weapons	5%	7%
Reluctance of individuals to "get involved"	17%	15%
Spouse abuse	9%	6%

(Continued on next page . . .)

27. (Moral/Economic Concerns) *continued* . . .

	1990 Constituency Study	1986 Constituency Study
Sex education	9%	*
Housing/homelessness	18%	*
AIDS	20%	*
Pornography	*	20%
Capital punishment	*	2%
Other	<u>1%</u>	<u>2%</u>
	**	**
	(1,377)	(1,072)

- * Item not included on this survey.
- ** Total adds to more than 100 percent due to multiple answers.

29a. What are your feelings about abortion?

	1990 Constituency Study	All U.S.* Adults
Abortion should be illegal in all circumstances	14%	17%
Abortion should be legally permissible under any circumstances	14%	24%
Abortion should be legally permissible under certain circumstances	69%	57%
Not indicated	<u>3%</u>	<u>2%</u>
	100%	100%
	(1,377)	(1,001)

- * Data from a 1988 Gallup survey of a sample of all U.S. adults—*The Gallup Report, Feb. 1989.*

29b. If "Abortion should be legally permissible under certain circumstances," under which ones?

	1990 Constituency Study	All U.S.* Adults
The mother's life is endangered	93%	94%
The family cannot afford to care for the child	8%	19%
The pregnancy is a result of rape	80%	**
There is a good chance the baby will be born deformed	45%	60%

- * Data from a 1988 Gallup survey of a sample of all U.S. adults—*The Gallup Report, Feb. 1989.*
- ** On the Gallup survey, 85 percent indicated abortion should be legally permissible if the pregnancy is a result of rape or incest.

(Continued in next column)

29b. (Legal Abortion Circumstances) *cont* . . .

	1990 Constituency Study	All U.S.* Adults
The pregnancy is a result of incest	76%	**
The mother may suffer severe health damage	<u>65%</u>	<u>84%</u>
	***	***
	(962)	(567)

- * Data from a 1988 Gallup survey of a sample of all U.S. adults—*The Gallup Report, Feb. 1989.*
- ** On the Gallup survey, 85 percent indicated abortion should be legally permissible if the pregnancy is a result of rape or incest.
- *** Total adds to more than 100 percent due to multiple answers.

D. MARKETING ISSUES

30a. Have you seen or heard of any Christian videos?

	1990 Constituency Study
Yes	63%
No	36%
Not indicated	<u>1%</u>
	100%
	(1,377)

30b. If "yes," have you purchased a Christian video in the past 6 months?

	1990 Constituency Study
Yes	6%
No	93%
Not indicated	<u>1%</u>
	100%
	(873)

30c. If "yes," where did you purchase the Christian video? (Check all that apply.)

	1990 Constituency Study
Christian book or video store	35%
Other book or video store	12%
By mail or telephone	48%
Other	<u>29%</u>
	*
	(52)

- * Total adds to more than 100 percent due to multiple answers.