



Faith Fulfills

Summary

This highly religious segment, who spend more time than average volunteering for religious or non-profit organizations, is most likely to trust God to take care of things. With an average age of 48, they experience low levels of stress and are the least likely to have been raised by a single parent or to worry about money a lot.



Overview

Demographics

- **Later middle aged or older:** 83% are 35 or older
- **Over three-fifths female**
- **Upper-middle socio-economics:**
 - 73% have HH income of at least \$25,000, and 31% are between \$50,000-\$100,000
 - Two-thirds are employed (and over half have white-collar jobs)
 - One fifth (21%) are retired
 - 55% own their own homes
 - 38% have at least a 2-year college degree
- **Four-fifths (79%) are parents:**
 - 40% are grandparents
 - Only 30% are single parents
- **45% are married/living together** (and only 23% are separated/divorced/widowed)
- **This segment sees their faith as a focal point in their life:**
 - 91% trust God to take care of things
 - 77% feel that without faith in God, they are much less likely to recover from a serious illness
 - More likely to donate to and volunteer for religious or non-profit groups
 - 6 in 10 watch religious TV show at least weekly
- **Their faith in God may be related to their lower levels of stress and higher trust in institutions.**

Life Attitudes

- **Highly religious and “trusting in God to take care of things”**
- **Low overall levels of stress:**
 - Low levels of stress about home, family, and main personal relationship
 - Less likely than average to relieve stress by drinking, going out, or buying themselves a treat or gift (from *Yankelovich Multicultural* data)

- **More likely than average to:**
 - Find a sense of belonging in their family and their church
 - Believe things are getting better
 - Dress with flair and style
- **Least likely to have been raised by a single parent**

Black Identity, Attitudes and Experience

- **They are the least likely segment to say that:**
 - They have been discriminated against in the last three months
 - They are often in situations where they have to hide their Blackness

Technology and Activities

- **Technology:**
 - Least likely segment to be interested in the latest technology
 - Below average usage/ownership of a wide range of technologies
 - Below average usage of a wide range of Web sites and Web applications
 - Least likely to buy DVDs
 - **More likely than average to:**
 - Use a desktop computer
 - Connect to the Internet at work

Media Consumption and Preferences

- **Media Preferences**
 - **34% primarily listen to gospel** – and also are more likely than average to primarily listen to smooth jazz