Barna

CITIES

2010-2017 Kansas City DMA (Designated Market Area)

986,300 Households

Counties includes in the Kansas City DMA

MISSOURI: Bates, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, DeKalb, Gentry, Grundy, Harrison, Henry, Jackson, Johnson, Lafayette, Linn, Livingston, Mercer, Nodaway, Pettis, Platte, Ray, Saline, and Worth.

KANSAS: Anderson, Atchison, Douglas, Franklin, Johnson, Leavenworth, Linn, Miami, and Wyandotte.

2. How to Read *Cities*

The *Cities* research is organized into two main sections:

City Rankings | This section examines and compares various cities by rank order on a number of theolographic characteristics. If you want, for example, to find the 10 cities with the most evangelical Christians or the top 10 Bible-minded cities, use the City Rankings section.

City Profiles | This section provides a market-by-market profile of each of the 132 cities or metropolitan areas included in this report. If you want to understand the faith profile of a specific market, use the City Profiles section.

Here is how to read each section of the report:

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City Rankings | Each city ranking has the following column headings:

Pop (%): This column shows the percentage of the population or demographic group (category) that has a given characteristic.

Index: This column indicates how the city rates on that variable in relation to the national average. The index gives a sense of how far above or below the U.S. norm each variable is in a given city. As is true in a typical index, a score of 100 represents an exact match to the national norm. An index over 100 indicates that a particular characteristic is above the national average, while an index of less than 100 indicates that a particular characteristic in that city is below the national norm. For example, an index of 90 for the characteristic "self-identify as Christian" means the city is under-represented by a factor of 10 percent. An index of 110 means the city is over-represented by 10 percent.

HH Size (000): This provides an estimated number of households in each city that meet the given characteristic (multiply by 1,000 for total), enabling users to identify the relative size versus ranking. In some instances, you may want to identify a city that has a larger absolute market size rather than one that is simply ranked highly. HH Size gives you that option.

City Size: This number reflects total households in the city, as reported by the U.S. Census Bureau.

US %: This is the national average for a given factor.

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City Profiles | Each city profile is divided into seven sections:

> Part 1 | Faith Identity & Allegiance
> Part 2 | Activity & Religious Behavior
> Part 3 | Faith Views & Beliefs
> Part 4 | Key Political Segments
> Part 5 | Demographics / Psychographics
> Part 6 | Practicing Christian Profile
> Part 7 | Unchurched Profile

Market Size: This number is indicated in the top right-hand corner of each profile and reflects the total population of the city as defined by the U.S. Census Bureau. These data represent households in that city.

Column headings in the City Profiles are:

> **Pop (%):** This column shows the percentage of the population or demographic group (category) that holds a given characteristic.
>
> **Index:** This column indicates how the city rates on that variable in relation to the national average. The index gives a sense of how far above or below the U.S. norm each variable is in a given city. As is true in a typical index, a score of 100 represents an exact match to the national norms. An index over 100 indicates that a particular characteristic is above the national average, while an index of less than 100 indicates that a particular characteristic in that city is below the national norm. For example, an index of 90 for the characteristic "self-identify as Christian" means that the city is under-represented by a factor of 10 percent. An index of 110 means that the city is over-represented by 10 percent.
>
> **HH Size (000):** This provides an estimated number of households in each city that meet the given characteristic (multiply by 1,000 for total), enabling users to identify the relative size versus ranking. In some instances, you may want to identify a city that has a larger absolute market size rather than one that is simply ranked highly. HH Size gives you that option.
>
> **US %:** This is the national average for a given factor.

FAQs
What's the difference between population and category percent?
There are many different ways to portray research data. *Cities* provides a mix of both population and category percentages.

> **Population percent** refers to the proportion of the total adult population in that iwith that particular characteristic. For example, in the Part 1 description of Alabama, 81 percent agree strongly that their religious faith is very important in their life. This means that 81 out of every 100 residents in the market could be

described in this way. Population percentages are used in Parts 1 through 4 of each city profile.

Category percent refers to the proportion of a demographic group that fits a given characteristic. For example, Albany-Schenectady-Troy, NY is described in Part 5 as having 31 percent Catholic males. This means that, among the entire male population of the city, 31 percent of the men are Catholic, compared to 20 percent of all men nationally. Category percentages are used in Parts 5, 6 and 7 of each city profile.

Why doesn't the percentage total always add up to 100?
There are several situations when this happens. Like most market statisticians, Barna rounds to the nearest whole number; this occasionally leads to percentage totals of 99, 101 or even 102.

Other times, only selected characteristics for a particular segment are shown, rather than an exhaustive list. For example, only major denominations (Baptist, Methodist, Lutheran, non-denominational) are listed in Part 1 of each city's profile; adults who belong to smaller denominations are not included in the total. As another example, only registered voters in the three major political parties are included in Parts 6 and 7; voters registered to other parties are not included in the total.

In other cases, respondents who selected "not sure" or "don't know" from the answer options are not included in the total.

What does "NA" mean?
The data in this report comes directly from Barna-conducted surveys. In some cities, the population is small enough that we have not yet collected a data set that is statistically reliable. Rather than reporting unreliable stats, we report the data as not available, "NA."

Kansas City, KS-MO

Market Size: 986,300

Part 1 | Faith Identity & Allegiance
POPULATION PERCENT (% of entire market)

Overall Faith Importance	Pop. %	Index	HH Size (000)	US %
Agree strongly	62	109	612	57
Total agree (strongly/somewhat)	80	103	789	78

Faith Identity	Pop. %	Index	HH Size (000)	US %
Self-identified Christian	82	105	809	78
Catholic	15	75	148	20
Protestant	54	120	533	45
Self-identified non-Christian	19	86	187	22
Other faith	4	57	39	7
No Faith	13	100	128	13
Not sure	2	100	20	2

Denomination	Pop. %	Index	HH Size (000)	US %
Baptist	19	127	187	15
Methodist	9	180	89	5
Lutheran	3	75	30	4
Non-denominational	4	67	39	6
Mainline	19	136	187	14
Non-mainline	33	114	325	29
Charismatic/Pentecostal	5	100	49	5

Non-Christian	Pop. %	Index	HH Size (000)	US %
Jewish	<1	NA	NA	2
Mormon	1	100	10	1
Buddhist / Hindu	2	200	20	1
Muslim	<1	NA	NA	1
No faith	13	100	128	13
Other non-Christian	4	100	39	4

Christianized	Pop. %	Index	HH Size (000)	US %
High	26	118	256	22
Moderate	35	100	345	35
Low	39	91	385	43

Secularized	Pop. %	Index	HH Size (000)	US %
High	13	100	128	13
Moderate	19	70	187	27
Low	69	115	681	60

Part 2 | Activity & Religious Behavior
POPULATION PERCENT (% of entire market)

Church Attendance	Pop. %	Index	HH Size (000)	US %
Churched	66	116	651	57
very active (weekly)	44	116	434	38
somewhat active (monthly)	13	130	128	10
minimally active (past 6 months)	9	100	89	9
Unchurched	34	79	335	43
dechurched (not in past 6 months)	29	85	286	34
never churched	6	75	59	8

Church Size*	Pop. %	Index	HH Size (000)	US %
100 or less	40	98	324	41
101-499	37	93	299	40
500-999	11	110	89	10
1000+	12	133	97	9

* among self-identified Christians

Faith Engagement (past week)	Pop. %	Index	HH Size (000)	US %
Pray to God	83	106	819	78
Read the Bible	41	108	404	38
Volunteer at church	20	111	197	18
Volunteer at non-profit	13	72	128	18
Attend adult Sunday school	14	82	138	17
Attend small group	20	111	197	18

Donations	Pop. %	Index	HH Size (000)	US %
Donated to churches (%)	62	103	612	60
Donated to non-profits (%)	78	101	769	77

Practicing Faith	Pop. %	Index	HH Size (000)	US %
All practicing Christians	44	122	434	36
Practicing Catholic	8	100	79	8
Practicing Protestant	32	128	316	25
Practicing mainline Protestant	9	150	89	6
Practicing non-mainline Protestant	20	125	197	16
Practicing other Christian	4	133	39	3
Christian, not practicing	35	88	345	40

Faith by Ethnicity	Pop. %	Index	HH Size (000)	US %
Hispanic - practicing Protestant	3	150	30	2
Hispanic - practicing Catholic	1	50	10	2
Hispanic - Unchurched	1	17	10	6
Caucasian - practicing Protestant	21	131	207	16
Caucasian - practicing Catholic	6	120	59	5
Caucasian - Unchurched	28	93	276	30
Black - practicing Protestant	5	100	49	5
Black - practicing Catholic	<1	NA	NA	<1
Black - Unchurched	4	100	39	4

Part 3 | Faith Views & Beliefs

POPULATION PERCENT (% of entire market)

Belief About God	Pop. %	Index	HH Size (000)	US %
Orthodox view of God	64	100	631	64
Other view of God	30	100	296	30
Do not believe in God	6	100	59	6

Bible Has Accurate Principles	Pop. %	Index	HH Size (000)	US %
Agree strongly	42	111	414	38
Total agree	63	105	621	60
Disagree strongly	17	94	168	18
Total disagree	33	89	325	37

Good Works Result in Heaven	Pop. %	Index	HH Size (000)	US %
Agree strongly	25	89	247	28
Total agree	52	93	513	56
Disagree strongly	30	111	296	27
Total disagree	44	110	434	40

Commitment to Jesus Christ	Pop. %	Index	HH Size (000)	US %
Have personal commitment	74	114	730	65
No personal commitment	26	74	256	35

Jesus Committed Sins	Pop. %	Index	HH Size (000)	US %
Agree strongly	26	118	256	22
Total agree	45	98	444	46
Disagree strongly	39	105	385	37
Total disagree	50	102	493	49

Responsibility to Evangelize	Pop. %	Index	HH Size (000)	US %
Agree strongly	30	111	296	27
Total agree	50	106	493	47
Disagree strongly	31	100	306	31
Total disagree	47	92	464	51

Born Again Segments	Pop. %	Index	HH Size (000)	US %
All born again	47	124	464	38
All non-born again	53	85	523	62

Belief Segments	Pop. %	Index	HH Size (000)	US %
Evangelical Christian	11	157	108	7
Non-evangelical born again Christian	36	109	355	33
Notional Christian	35	85	345	41
Other faith	5	71	49	7
No faith	13	100	128	13

Bible-Minded Segments	Pop. %	Index	HH Size (000)	US %
Read Bible + accurate (strongly)	31	124	306	25
Read Bible + less accurate	10	77	99	13
Do not read Bible + accurate	28	100	276	28
Do not read Bible + less accurate	31	91	306	34

Part 4 | Key Political Segments

POPULATION PERCENT (% of entire market)

Registered Voters	Pop. %	Index	HH Size (000)	US %
Registered Republicans	25	100	247	25
Registered Democrats	32	100	316	32
Registered Independents	17	94	168	18

Political Segments	Pop. %	Index	HH Size (000)	US %
Republican, practicing Christian	21	140	207	15
Independent, practicing Christian	11	157	108	7
Democrat, practicing Christian	15	100	148	15
Not registered, practicing Christian	3	60	30	5

Political Segments, ages 18-39	Pop. %	Index	HH Size (000)	US %
Republican, practicing Christian	19	190	187	10
Independent, practicing Christian	10	143	99	7
Democrat, practicing Christian	14	108	138	13
Not registered, practicing Christian	5	56	49	9

Political Segments, ages 40 plus	Pop. %	Index	HH Size (000)	US %
Republican, practicing Christian	22	129	217	17
Independent, practicing Christian	12	171	118	7
Democrat, practicing Christian	16	100	158	16
Not registered, practicing Christian	2	67	20	3

Political Ideology	Pop. %	Index	HH Size (000)	US %
Conservative	33	100	325	33
Moderate	47	100	464	47
Liberal	20	100	197	20

CATEGORY PERCENT (% of each category)

Registered Republicans	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	16	80	39	20
Mainline	25	156	62	16
Non-mainline	41	108	101	38
Charismatic	6	120	15	5
Self-ID non-Christian	7	64	17	11
Unchurched	19	61	47	31
Practicing Christian	64	136	158	47

Registered Democrats	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	12	55	38	22
Mainline	15	94	47	16
Non-mainline	36	129	114	28
Charismatic	5	100	16	5
Non-Christian	16	80	50	20
Unchurched	36	90	114	40
Practicing Christian	36	97	114	37

Part 5 | Demographics / Psychographics
CATEGORY PERCENT (% of each category)

Male	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	19	95	96	20
Mainline	17	131	86	13
Non-mainline	29	107	146	27
Charismatic	4	100	20	4
Non-Christian	21	84	106	25
Unchurched	38	84	191	45
Practicing Christian	39	130	196	30

Female	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	11	55	53	20
Mainline	20	133	97	15
Non-mainline	38	119	184	32
Charismatic	6	120	29	5
Non-Christian	16	84	77	19
Unchurched	33	85	159	39
Practicing Christian	45	118	217	38

Age – Under 40	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	12	67	44	18
Mainline	16	160	58	10
Non-mainline	29	112	106	26
Charismatic	4	80	15	5
Non-Christian	24	80	88	30
Unchurched	39	85	142	46
Practicing Christian	37	137	135	27

Age – 40-Plus	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	17	81	106	21
Mainline	20	125	124	16
Non-mainline	36	113	224	32
Charismatic	6	150	37	4
Non-Christian	16	100	99	16
Unchurched	34	85	211	40
Practicing Christian	45	115	280	39

Married	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	15	68	87	22
Mainline	18	120	105	15
Non-mainline	41	128	239	32
Charismatic	5	125	29	4
Self-ID non-Christian	14	82	81	17
Unchurched	30	83	175	36
Practicing Christian	47	118	274	40

Part 5 | Demographics / Psychographics
CATEGORY PERCENT (% of each category)

Non-Married	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	16	89	65	18
Mainline	19	136	77	14
Non-mainline	23	85	93	27
Charismatic	5	100	20	5
Self-ID non-Christian	25	96	101	26
Unchurched	44	92	178	48
Practicing Christian	36	124	146	29

Have Children Under 18	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	17	81	60	21
Mainline	18	150	64	12
Non-mainline	38	123	135	31
Charismatic	6	100	21	6
Non-Christian	13	62	46	21
Unchurched	28	74	99	38
Practicing Christian	42	117	149	36

Ethnicity – White	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	14	74	99	19
Mainline	19	127	135	15
Non-mainline	34	113	241	30
Charismatic	5	125	36	4
Non-Christian	20	95	142	21
Unchurched	38	86	270	44
Practicing Christian	41	121	291	34

Ethnicity – Non-white	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	17	77	47	22
Mainline	17	142	47	12
Non-mainline	32	110	88	29
Charismatic	4	67	11	6
Non-Christian	15	65	41	23
Unchurched	28	72	77	39
Practicing Christian	46	131	127	35

Upscale	Cat. %	Index	HH Size (000)	US Cat. %
Catholic	15	65	28	23
Mainline	17	113	32	15
Non-mainline	36	144	67	25
Charismatic	3	100	6	3
Non-Christian	23	85	43	27
Unchurched	25	61	47	41
Practicing Christian	48	141	90	34

Part 6 | Practicing Christian Profile
CATEGORY PERCENT (% of all practicing Christians)

Gender	Cat. %	Index	HH Size (000)	US Cat. %
Male	48	112	208	43
Female	52	91	226	57

Generation	Cat. %	Index	HH Size (000)	US Cat. %
Millennials (ages 18 to 32)	8	57	35	14
Gen-Xers (ages 33 to 51)	36	116	156	31
Boomers (ages 52 to 70)	37	103	161	36
Elders (ages 71+)	19	95	82	20

Family Profile	Cat. %	Index	HH Size (000)	US Cat. %
Married	67	110	291	61
Never married	11	58	48	19
Currently divorced	12	150	52	8
Widowed	8	80	35	10
Have ever been divorced	31	124	135	25
Have children under 18	36	109	156	33
No children under 18	64	96	278	67

Ethnicity	Cat. %	Index	HH Size (000)	US Cat. %
White / Caucasian	69	106	299	65
Black / African-American	14	82	61	17
Hispanic / Latino	11	79	48	14
All non-white	31	89	135	35

Education	Cat. %	Index	HH Size (000)	US Cat. %
High school or less	35	81	152	43
Some college	32	110	139	29
College graduate (4-year degree)	33	118	143	28

Household Income	Cat. %	Index	HH Size (000)	US Cat. %
Low income (under $30K)	26	90	113	29
Middle income ($30K to $75K)	40	89	174	45
Upper income ($75K+)	34	126	148	27

Key Faith Characteristics	Cat. %	Index	HH Size (000)	US Cat. %
Born again	70	104	304	67
Notional Christian	29	88	126	33

Faith Practices	Cat. %	Index	HH Size (000)	US Cat. %
Read the Bible, past week	66	97	286	68
Attend church, past week	78	96	338	81

Religious Beliefs	Cat. %	Index	HH Size (000)	US Cat. %
Jesus was without sin	59	100	256	59
Bible is accurate	73	107	317	68
Responsibility to evangelize	54	108	234	50
Cannot earn heaven	47	118	204	40

Part 7 | Unchurched Profile
CATEGORY PERCENT (% of all unchurched)

Gender	Cat. %	Index	HH Size (000)	US Cat. %
Male	54	102	181	53
Female	46	98	154	47

Generation	Cat. %	Index	HH Size (000)	US Cat. %
Millennials (ages 18 to 32)	24	109	80	22
Gen-Xers (ages 33 to 51)	24	71	80	34
Boomers (ages 52 to 70)	37	112	124	33
Elders (ages 71+)	15	125	50	12

Family Profile	Cat. %	Index	HH Size (000)	US Cat. %
Married	48	102	161	47
Never married	28	88	94	32
Currently divorced	19	173	64	11
Widowed	5	71	17	7
Have ever been divorced	36	133	121	27
Have children under 18	27	93	91	29
No children under 18	73	103	245	71

Ethnicity	Cat. %	Index	HH Size (000)	US Cat. %
White / Caucasian	77	112	258	69
Black / African-American	12	120	40	10
Hispanic / Latino	3	21	10	14
All non-white	23	74	77	31

Education	Cat. %	Index	HH Size (000)	US Cat. %
High school or less	46	102	154	45
Some college	26	90	87	29
College graduate (4-year degree)	28	108	94	26

Household Income	Cat. %	Index	HH Size (000)	US Cat. %
Low income (under $30K)	26	84	87	31
Middle income ($30K to $75K)	46	115	154	40
Upper income ($75K+)	27	93	91	29

Key faith characteristics	Cat. %	Index	HH Size (000)	US Cat. %
Born again	21	117	70	18
Notional Christian	37	84	124	44

Faith Practices	Cat. %	Index	HH Size (000)	US Cat. %
Read the Bible, past week	14	108	47	13

Religious Beliefs	Cat. %	Index	HH Size (000)	US Cat. %
Jesus was without sin	23	105	77	22
Bible is accurate	18	100	60	18
Responsibility to evangelize	8	73	27	11
Cannot earn heaven	18	86	60	21