MINISTRY AREA PROFILE & Maps Description *from Percept*

Affordable custom demographic reports from within your own ministry area.

Ministry Area Profile. This comprehensive 27-page report serves as a community reference that includes extensive demographic data, faith indicators, primary concerns, lifestyle clusters, and six "InfoMaps" used for neighborhood detail based on a geographic boundary of your choice: ZIP Code(s), Radius, or Polygon.

FirstView is a graphical six-page "smart report" that introduces school leaders to their community and integrates select faith indicators. FirstView cross-references detail found in the Ministry Area Profile. **FirstView is an introductory report** with just the right amount of demographic information to engage the imagination of those needing to develop an "external focus" toward their community without being overwhelmed with data. **Create your own Ministry Area** with a geographic boundary of your choice: ZIP Code(s), Radius, or Polygon (multi-sided boundary shaped

FirstView has been designed as a companion to the Ministry Area Profile. It actually interprets your ministry area, providing insight into features relevant to your ministry, such as Faith Receptivity, Family Structure, Lifestyle and Ethnic Diversity, Church Program Preference, and even Giving Potential. FirstView does so by integrating details found in the Ministry Area Profile. For instance, Giving Potential is determined by integrating "Average Household Income" with "Likely Contribution Behavior", creating a *Giving Potential* score. Ministry Area Profile page references are included in FirstView to point to the appropriate supporting detail. Together FirstView and Ministry Area Profile provide a powerful and complete information resource that equips church leaders with the presentation tools and knowledge base required for effective ministry within their community.

TRENDS
- POPULATION
- HOUSEHOLDS
- POPULATION BY RACE/ETHNICITY
- POPULATION BY GENDER
- AGE
- INCOME
- POPULATION BY PHASE OF LIFE
- POPULATION BY AGE (DETAIL)

CENSUS
- MARITAL STATUS
- FAMILY STRUCTURE
- GROUP QUARTERS
- RACE/ETHNICITY

- EDUCATION
- OCCUPATION
- EMPLOYMENT
- POVERTY AND RETIREMENT INCOME
- HOUSING
- TRANSPORTATION

ETHOS 15
- FAITH INVOLVEMENT
- RELIGIOUS PREFERENCE
- LEADERSHIP PREFERENCE
- PRIMARY CONCERNS
- KEY VALUES
- HOUSEHOLD CONTRIBUTIONS

Ministry Area Maps are based on a geographic boundary of your choice: ZIP Code(s), Radius, or Polygon.
- PERCENTAGE OF POP. CHILDREN (0-17)
- PERCENTAGE OF POP. RISING ADULTS (30-49)
- PERCENTAGE OF POP: YOUNG ADULTS (18-29)
- 5 YR. PROJECTED POP. GROWTH %
- AVERAGE HOUSEHOLD INCOME

ministry area profile 2021

YOUR SCHOOL NAME
GOES HERE

Study Area Definition:
Custom Polygon

Percept Group

ministry area profile 2021

Prepared For:
YOUR SCHOOL NAME
GOES HERE

Study Area Definition:
Custom Polygon

Table of Contents

ministry area profile 2021 Q&A INTERVIEW

Prepared For:
**YOUR SCHOOL
NAME GOES HERE**

Date: 12/12/2021

Study Area Definition:
Custom Polygon

1 Q How many people live in the defined study area?

A Currently, there are 653,106 persons residing in the defined study area. This represents an increase of 68,234 or 11.7% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)

2 Q Is the population in this area projected to grow?

A Yes, between 2021 and 2026, the population is projected to increase by 2.9% or 19,109 additional persons. During the same period, the U.S. population is projected to grow by 2.9%. (see page 4)

3 Q How much lifestyle diversity is represented?

A The lifestyle diversity in the area is *extremely high* with a considerable 47 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 19.1% of all households. (see pages 13 and 14)

4 Q How do racial or ethnic groups contribute to diversity in this area?

A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 32.2% of the population and all other racial/ethnic groups make up a substantial 67.9% which is well above the national average of 41%. The largest of these groups, *Hispanics/Latinos*, accounts for 56.5% of the total population. *Asians* are projected to be the fastest growing group increasing by 8.6% between 2021 and 2026. (see pages 4 and 7)

5 Q What are the major generational groups represented?

A The largest age group in terms of numbers is *Millenials* (age 20 to 39) comprised of 192,666 persons or 29.5% of the total population in the area. *Generation Z* (age 0 to 19) make up 27.5% of the population which compared to a national average of 24.3% makes them the most over-represented group in the area. (see page 4)

6 Q Overall, how traditional are the family structures?

A The area can be described as *mixed* due to the about average presence of married persons and two-parent families. (see page 6)

7 Q How educated are the adults?

A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 77.2% of the population aged 25 and over have graduated from high school as compared to the national average of 88.1%, college graduates account for 27.5% of those over 25 in the area versus 32.3% in the U.S. (see page 8)

8 Q Which household concerns are unusually high in the area?

A Concerns which are likely to exceed the national average include: *Neighborhood Gangs*, *Affordable Housing*, *Neighborhood Crime and Safety*, *Social Injustice*, *Achieving Educational Objectives* and *Child Care*. (see page 16)

9 Q What is the likely faith receptivity?

A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)

10 Q What is the likely giving potential in the area?

A Based upon the average household income of $121,268 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

Population and Households
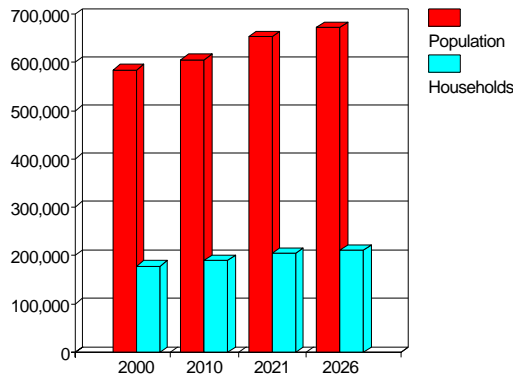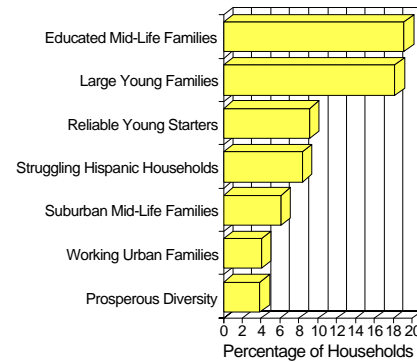

Primary U.S. Lifestyles Segments-2021

The population in the study area has increased by 47696 persons, or 7.9% since 2010 and is projected to increase by 19109 persons, or 2.9% between 2021 and 2026. The number of households has increased by 14929, or 7.9% since 2010 and is projected to increase by 6234, or 3.1% between 2021 and 2026.

Population By Race/Ethnicity-2021
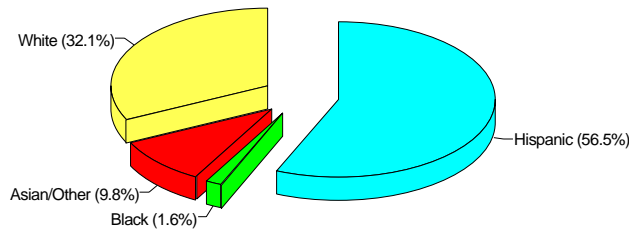
Population By Race/Ethnicity Trend
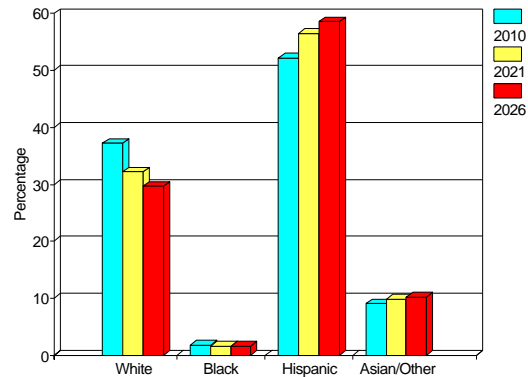
Between 2021 and 2026, the White population is projected to decrease by 10340 persons and to decrease from 32.1% to 29.7% of the total population. The Black population is projected to decrease by 87 persons and to remain stable at 1.6% of the total. The Hispanic/Latino population is projected to increase by 24691 persons and to increase from 56.5% to 58.5% of the total. The Asian/Other population is projected to increase by 4844 persons and to increase from 9.8% to 10.2% of the total population.

Households By Income-2021
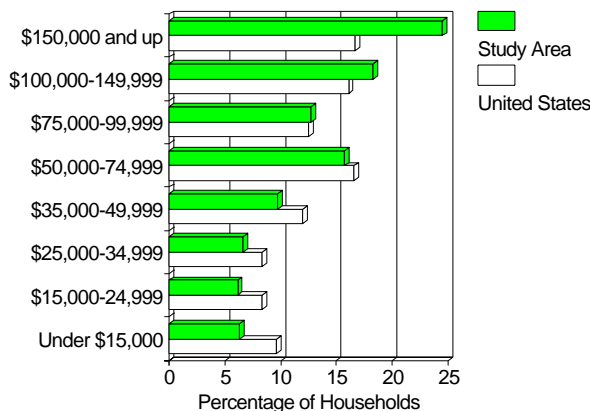
Population by Age-2021
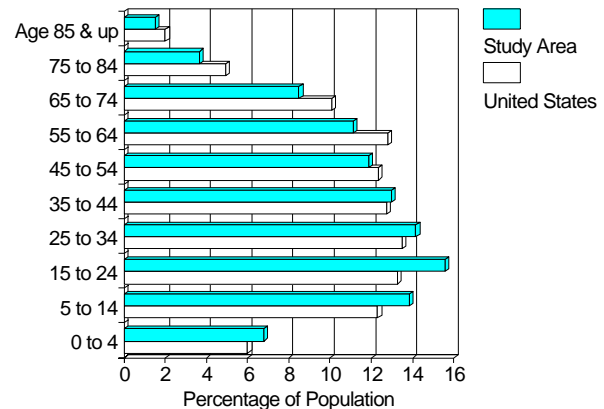
The average household income in the study area is $121268 a year as compared to the U.S. average of $96765. The average age in the study area is 36.9 and is projected to increase to 37.7 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

ministry area profile 2021

FingerPrint
Your Area Compared To The U.S.

Date: 12/12/2021

Prepared For:
YOUR SCHOOL
NAME GOES HERE

Study Area Definition:
Custom Polygon

U.S. Lifestyles Group
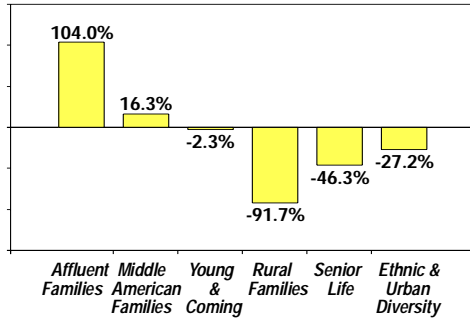
- Affluent Families: 104.0%
- Middle American Families: 16.3%
- Young & Coming: -2.3%
- Rural Families: -91.7%
- Senior Life: -46.3%
- Ethnic & Urban Diversity: -27.2%

Percentage Above Average
← U.S. Average →
Percentage Below Average

Race/Ethnicity

- Anglo: -45.5%
- African-American: -87.0%
- Hispanic & Latino: 193.5%
- Asian & Other: 4.1%

Generations

- Gen Z (Age 0 to 18): 13.3%
- Millenials (19-38): 8.0%
- Survivors (39-59): -5.2%
- Boomers (60-77): -16.4%
- Silents (78-95): -25.5%
- Builders (96 and over): -25.4%
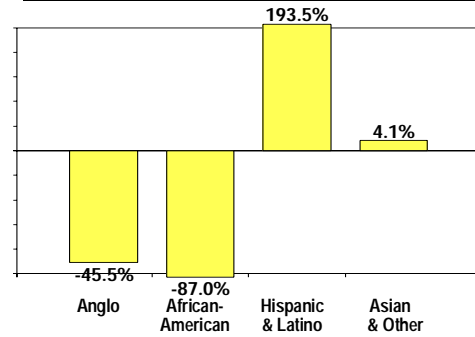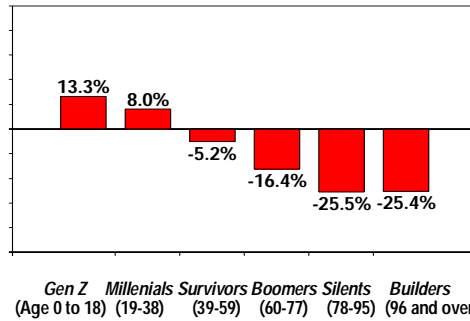
Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Concern Groups

- The Basics: -5.9%
- Family Problems: -5.8%
- Community Problems: 17.1%
- Hopes & Dreams: 1.0%
- Personal & Spiritual: -9.2%
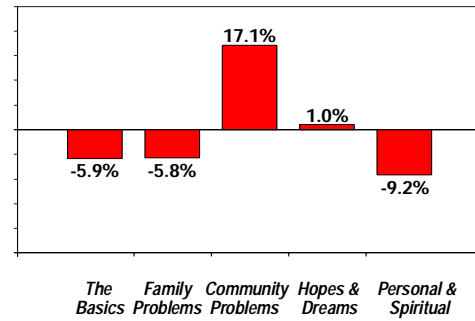
Education Completed by Adults

- Grade School: 92.0%
- High School: -25.4%
- Some College: 2.4%
- College Graduate: -13.9%
- Post Graduate: -16.4%

Percentage Above Average
← U.S. Average →
Percentage Below Average

Household Income

- Under $15,000: -35.3%
- $15,000-34,999: -22.8%
- $35,000-49,999: -18.3%
- $50,000-99,999: -2.2%
- $100,000 and over: 30.7%

Marital Status

- Singles: 16.0%
- Married: -3.4%
- Divorced/Widowed: -22.2%

Percentage Above Average
← U.S. Average →
Percentage Below Average

Households with Children

- Married Couples: 4.6%
- Single Females: -15.5%
- Single Males: 11.9%

POPULATION

▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2021 Update	2026 Projection
▲ **Population**	**584,872**	**605,410**	**653,106**	**672,215**
Population Change		20,538	47,696	19,109
Percentage Change		3.5%	7.9%	2.9%
Average Annual Growth Rate		0.4%	0.7%	0.6%
▲ **Density (Pop. per square mile)**	**700**	**724**	**782**	**804**

HOUSEHOLDS

▲ **Households**	**178,800**	**189,365**	**204,294**	**210,528**
Household Change		10,565	14,929	6,234
Percentage Change		5.9%	7.9%	3.1%
Average Annual Growth Rate		0.6%	0.7%	0.6%
↓ Persons Per Household	3.18	3.11	3.11	3.10

POPULATION BY RACE/ETHNICITY

	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	225,027	37.2%	209,952	32.1%	199,612	29.7%
↓ African-American (Non-Hisp)	10,567	1.7%	10,550	1.6%	10,463	1.6%
▲ **Hispanic/Latino**	**315,643**	**52.1%**	**368,793**	**56.5%**	**393,484**	**58.5%**
▲ **Asian/Other (Non-Hisp)**	**54,173**	**8.9%**	**63,812**	**9.8%**	**68,656**	**10.2%**

POPULATION BY GENDER

▲ **Female**	**302,800**	**50.0%**	**328,256**	**50.3%**	**338,018**	**50.3%**
↓ Male	302,610	50.0%	324,850	49.7%	334,197	49.7%

POPULATION BY GENERATION

▲ **Generation Z** (Born 2002 and later)	**81,698**	**13.5%**	**179,415**	**27.5%**	**235,330**	**35.0%**
↓ Millenials (Born 1982 to 2001)	189,327	31.3%	192,640	29.5%	181,683	27.0%
↓ Survivors (Born 1961 to 1981)	171,849	28.4%	162,468	24.9%	158,657	23.6%
↓ Boomers (Born 1943 to 1960)	115,654	19.1%	96,758	14.8%	83,940	12.5%
↓ Silents (Born 1925 to 1942)	39,516	6.5%	21,334	3.3%	12,596	1.9%
↓ Builders (Born 1924 and earlier)	7,590	1.3%	491	0.1%	10	0.0%

AGE

▲ **Average Age**		**34.9**		**36.9**		**37.7**
▲ **Median Age**		**34.0**		**35.9**		**36.6**

INCOME

▲ **Average Household Income**		**$78,775**		**$121,268**		**$138,205**
▲ **Median Household Income**		**$64,803**		**$92,777**		**$105,629**
▲ **Per Capita Income**		**$24,640**		**$37,933**		**$43,284**

	2010 Census		2021 Update		2026 Projection	
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**

HOUSEHOLDS BY INCOME

	Number	Percent	Number	Percent	Number	Percent
▲ **$150,000 or more**	**21,432**	**11.3%**	**50,031**	**24.5%**	**63,334**	**30.1%**
▲ **$100,000 to $149,999**	**28,456**	**15.0%**	**37,360**	**18.3%**	**39,054**	**18.6%**
↓ $75,000 to $99,999	25,239	13.3%	25,943	12.7%	25,470	12.1%
↓ $50,000 to $74,999	34,541	18.2%	32,028	15.7%	29,559	14.0%
↓ $35,000 to $49,999	24,622	13.0%	19,967	9.8%	18,431	8.8%
↓ $25,000 to $34,999	17,877	9.4%	13,535	6.6%	12,449	5.9%
↓ $15,000 to $24,999	18,394	9.7%	12,638	6.2%	11,010	5.2%
↓ Under $15,000	18,804	9.9%	12,791	6.3%	11,220	5.3%

POPULATION BY PHASE OF LIFE

	Number	Percent	Number	Percent	Number	Percent
↓ Before Formal Schooling (Age 0-4)	46,170	7.6%	44,297	6.8%	45,036	6.7%
↓ Required Formal Schooling (5-17)	115,502	19.1%	118,776	18.2%	117,958	17.5%
↓ College Years, Career Starts (18-24)	73,243	12.1%	73,196	11.2%	72,336	10.8%
↓ Singles and Young Families (25-34)	86,905	14.4%	92,377	14.1%	93,083	13.8%
Families, Empty Nesters (35-54)	161,441	26.7%	162,379	24.9%	168,450	25.1%
Enrichment Years Singles/Couples (55-64)	64,129	10.6%	72,733	11.1%	72,083	10.7%
▲ **Retirement Opportunities (65+)**	**58,244**	**9.6%**	**89,347**	**13.7%**	**103,269**	**15.4%**

POPULATION BY AGE (DETAIL)

	Number	Percent	Number	Percent	Number	Percent
↓ Under 5 years	46,170	7.6%	44,297	6.8%	45,036	6.7%
↓ 5 to 9 years	44,410	7.3%	44,622	6.8%	44,111	6.6%
↓ 10 to 14 years	43,459	7.2%	45,713	7.0%	44,789	6.7%
↓ 15 to 17 years	27,633	4.6%	28,441	4.4%	29,058	4.3%
↓ 18 to 20 years	34,102	5.6%	32,684	5.0%	32,821	4.9%
↓ 21 to 24 years	39,141	6.5%	40,512	6.2%	39,515	5.9%
↓ 25 to 29 years	45,137	7.5%	46,047	7.1%	45,265	6.7%
▲ **30 to 34 years**	**41,768**	**6.9%**	**46,330**	**7.1%**	**47,818**	**7.1%**
▲ **35 to 39 years**	**40,047**	**6.6%**	**43,409**	**6.6%**	**45,283**	**6.7%**
40 to 44 years	40,092	6.6%	41,386	6.3%	43,317	6.4%
45 to 49 years	40,915	6.8%	38,195	5.8%	41,027	6.1%
↓ 50 to 54 years	40,387	6.7%	39,389	6.0%	38,823	5.8%
↓ 55 to 59 years	35,740	5.9%	36,189	5.5%	35,750	5.3%
60 to 64 years	28,389	4.7%	36,544	5.6%	36,333	5.4%
▲ **65 to 69 years**	**18,564**	**3.1%**	**30,266**	**4.6%**	**33,618**	**5.0%**
▲ **70 to 74 years**	**12,777**	**2.1%**	**25,243**	**3.9%**	**30,844**	**4.6%**
▲ **75 to 84 years**	**18,470**	**3.1%**	**24,028**	**3.7%**	**29,113**	**4.3%**
85 or more years	8,433	1.4%	9,810	1.5%	9,694	1.4%

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	**Percent**		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2021)	518,474			
Single (Never Married)	202,804	39.1%	33.7%	116
Married	248,604	47.9%	49.6%	97
↓ Divorced/Widowed	67,066	12.9%	16.6%	78
Marital Status Females 15 and Older (2021)	262,167			
Single (Never Married)	94,494	36.0%	30.7%	118
Married	123,543	47.1%	48.5%	97
Divorced/Widowed	44,130	16.8%	20.9%	81
Marital Status Males 15 and Older (2021)	256,307			
Single (Never Married)	108,310	42.3%	36.9%	114
Married	125,061	48.8%	50.9%	96
↓ Divorced/Widowed	22,936	8.9%	12.2%	73
FAMILY STRUCTURE				
Households By Type (2021)	204,294			
Married Couple	105,498	51.6%	48.7%	106
▲ **Other Family - Male Head of Household**	**12,676**	**6.2%**	**4.9%**	**126**
Other Family - Female Head of Household	27,097	13.3%	12.9%	103
Non Family - Male Head of Household	27,397	13.4%	15.8%	85
Non Family - Female Head of Household	31,627	15.5%	17.7%	88
Households With Children 0 to 18 (2021)	85,235			
Married Couple Family	58,405	68.5%	65.5%	105
Other Family - Male Head of Household	8,043	9.4%	8.4%	112
Other Family - Female Head of Household	18,084	21.2%	25.1%	85
Non Family	703	0.8%	1.0%	85
Population By Household Type (2021)	653,106			
Group Quarters	17,273	2.6%	2.5%	108

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	**Percent**		
GROUP QUARTERS				
Population In Group Quarters By Type (2021)	17,273			
↓ Correctional Facilities	1,989	11.5%	29.7%	39
▲ **College Dorms**	**7,684**	**44.5%**	**31.9%**	**139**
↓ Military	165	1.0%	4.3%	22
Nursing Homes	1,688	9.8%	18.7%	52
▲ **Other**	**5,747**	**33.3%**	**15.3%**	**218**
RACE/ETHNICITY				
Population By Race/Ethnicity (2021)	653,106			
↓ White (Non-Hispanic)	209,952	32.1%	59.0%	55
↓ African-American (Non-Hisp)	10,550	1.6%	12.4%	13
▲ **Hispanic/Latino**	**368,794**	**56.5%**	**19.2%**	**294**
↓ Native American (Non-Hisp)	2,009	0.3%	0.7%	42
Asian (Non-Hisp)	41,328	6.3%	5.9%	108
▲ **Hawaiian & Pacific Islander (Non-Hisp)**	**2,165**	**0.3%**	**0.2%**	**187**
Other Races & Multiple Races (Non-Hisp)	18,312	2.8%	2.6%	108
Asian Population By Race (2021)	43,690			
↓ Chinese	7,661	17.5%	22.8%	77
▲ **Japanese**	**4,331**	**9.9%**	**4.2%**	**234**
↓ Indian	5,071	11.6%	22.4%	52
Korean	3,116	7.1%	8.1%	88
Vietnamese	3,622	8.3%	10.2%	81
▲ **Other Asian Races**	**19,889**	**45.5%**	**32.1%**	**142**
Hispanic/Latino Population By Race (2021)	368,794			
↓ White	151,252	41.0%	53.1%	77
↓ African-American	2,225	0.6%	2.5%	24
Native American	5,626	1.5%	1.4%	111
▲ **Asian**	**2,362**	**0.6%**	**0.4%**	**155**
▲ **Other Races & Multiple Races**	**207,329**	**56.2%**	**42.6%**	**132**
Hispanic/Latino Population By Origin (2021)	368,794			
▲ **Mexican**	**332,121**	**90.1%**	**61.8%**	**146**
↓ Puerto Rican	3,457	0.9%	9.8%	10
↓ Cuban	742	0.2%	3.6%	6
↓ Other Hispanic Origin	32,473	8.8%	24.7%	36

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	**Percent**		
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	183,910			
Pre-Primary (Public)	6,498	3.5%	3.4%	103
↓ Pre-Primary (Private)	3,480	1.9%	2.6%	72
Elementary/High School (Public)	108,508	59.0%	58.9%	100
↓ Elementary/High School (Private)	8,338	4.5%	6.6%	68
Enrolled in College	57,086	31.0%	28.4%	109
Population By Education Completed (Age 25 and over) (2021)	416,837			
▲ **Elementary (Less than 9 years)**	**65,569**	**15.7%**	**5.1%**	**311**
Some High School (9 to 11 years)	29,504	7.1%	6.8%	104
↓ High School Graduate (12 years)	83,777	20.1%	26.9%	75
Some College (13 to 15 years)	87,067	20.9%	20.4%	103
Associate Degree	36,388	8.7%	8.5%	102
Bachelor's Degree	71,211	17.1%	19.8%	86
Graduate Degree	43,322	10.4%	12.4%	84
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2021)	310,866			
TOTAL WHITE COLLAR	168,821	54.3%	61.5%	88
Executive and Managerial	28,976	9.3%	10.1%	93
Professional Specialty	43,622	14.0%	17.0%	83
↓ Technical Support	21,734	7.0%	9.4%	74
Sales	29,742	9.6%	10.3%	93
Administrative Support & Clerical	44,747	14.4%	14.7%	98
TOTAL BLUE COLLAR	142,046	45.7%	38.5%	119
Service: Private Households	8,890	2.9%	2.8%	101
Service: Protective	6,126	2.0%	2.1%	93
Service: Other	25,688	8.3%	7.5%	111
▲ **Farming, Forestry & Fishing**	**21,605**	**6.9%**	**0.7%**	**1,008**
Precision Production and Craft	32,862	10.6%	10.9%	97
Operators and Assemblers	7,738	2.5%	3.1%	82
Transportation and Material Moving	23,865	7.7%	7.6%	101
▲ **Laborers**	**15,272**	**4.9%**	**3.9%**	**127**

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2021)	509,175			
Employed	316,448	62.1%	60.0%	104
Unemployed	19,066	3.7%	3.2%	116
Not in Labor Force	173,661	34.1%	36.8%	93
Total Female Pop. By Work Status (Age 20 to 64) (2013)	179,470			
TOTAL WORKING	116,078	64.7%	66.8%	97
With No Own Children	71,301	39.7%	42.2%	94
With Own Children Age 0 to 5 only	9,437	5.3%	5.5%	96
With Own Children Age 6 to 17 only	25,523	14.2%	14.8%	96
▲ **With Own Children Both Age 0 to 5 and 6 to 17**	**9,817**	**5.5%**	**4.3%**	**127**
▲ **TOTAL NOT WORKING (UNEMPLOYED)**	**13,592**	**7.6%**	**6.2%**	**122**
With No Own Children	7,753	4.3%	3.8%	115
With Own Children Age 0 to 5 only	1,183	0.7%	0.7%	100
▲ **With Own Children Age 6 to 17 only**	**3,133**	**1.7%**	**1.3%**	**139**
▲ **With Own Children Both Age 0 to 5 and 6 to 17**	**1,523**	**0.8%**	**0.5%**	**155**
TOTAL NOT IN THE LABOR FORCE	49,800	27.7%	27.0%	103
With No Own Children	29,117	16.2%	17.1%	95
With Own Children Age 0 to 5 only	5,260	2.9%	2.6%	113
With Own Children Age 6 to 17 only	9,433	5.3%	4.6%	113
▲ **With Own Children Both Age 0 to 5 and 6 to 17**	**5,990**	**3.3%**	**2.6%**	**126**
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status ($26,500 for family of 4) (2021)	204,294			
Above Poverty Line (Households with Children)	132,468	60.1%	62.0%	97
Above Poverty Line (Households without Children)	65,155	29.6%	26.8%	110
Below Poverty Line (Households with Children)	12,784	5.8%	6.5%	90
Below Poverty Line (Households without Children)	9,936	4.5%	4.7%	95
Households By Presence of Retirement Income (2013)	189,365			
With Retirement Income	29,885	15.8%	17.6%	90
Without Retirement Income	160,238	84.6%	81.5%	104

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	**Percent**		
HOUSING				
Occupied Units By Type (2021)	204,294			
Owner Occupied	108,770	53.2%	65.2%	82
▲ **Renter Occupied**	**95,525**	**46.8%**	**34.8%**	**134**
▲ **Median Rent (2013)**	**$1,268**		**$904**	**140**
Structures By Number of Units (2021)	218,689			
Single Unit	150,405	68.8%	67.4%	102
▲ **3 to 4 Units**	**21,070**	**9.6%**	**7.9%**	**122**
5 to 19 Units	22,863	10.5%	9.2%	113
20 to 49 Units	6,594	3.0%	3.6%	83
↓ 50 or more Units	6,305	2.9%	5.5%	53
Mobile Home	11,102	5.1%	6.2%	81
▲ **Other**	**349**	**0.2%**	**0.1%**	**175**
Single To Multiple Unit Ratio	2.65		2.57	103
Owner-Occupied Property Values (2021)	108,770			
↓ Under $40,000	1,878	1.7%	4.8%	36
↓ $40,000 to $59,999	577	0.5%	2.6%	21
↓ $60,000 to $79,999	422	0.4%	3.6%	11
↓ $80,000 to $99,999	572	0.5%	4.6%	11
↓ $100,000 to 149,999	1,514	1.4%	11.4%	12
↓ $150,000 to $199,999	1,086	1.0%	12.6%	8
↓ $200,000 to $299,999	3,044	2.8%	19.1%	15
↓ $300,000 to $499,999	18,374	16.9%	22.0%	77
▲ **$500,000 to $999,999**	**53,722**	**49.4%**	**14.5%**	**342**
▲ **$1,000,000 and over**	**27,581**	**25.4%**	**5.0%**	**509**
▲ **Median Property Value**	**$767,646**		**$254,824**	**301**

	Prepared For: YOUR SCHOOL NAME GOES HERE	
Date: 12/12/2021		Study Area Definition: **Custom Polygon**

Description	Study Area		U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	**Number**	**Percent**		
HOUSING (CONTINUED)				
Housing Units By Year Built (2021)	218,689			
2010 and later	16,917	7.7%	9.7%	80
↓ 2000 to 2009	20,448	9.4%	13.9%	67
1990 to 1999	27,868	12.7%	13.3%	96
1980 to 1989	32,771	15.0%	12.7%	118
▲ **1970 to 1979**	**42,641**	**19.5%**	**14.3%**	**136**
▲ **1960 to 1969**	**27,584**	**12.6%**	**10.0%**	**127**
1950 to 1959	22,558	10.3%	9.7%	107
↓ 1949 or earlier	27,902	12.8%	16.4%	78
Households By Number of Persons (2021)	204,294			
↓ 1 Person Household	43,656	21.4%	27.3%	78
2 Person Household	55,512	27.2%	32.4%	84
3 Person Household	32,991	16.1%	16.3%	99
4 Person Household	30,678	15.0%	13.0%	115
▲ **5 Person Household**	**18,819**	**9.2%**	**6.4%**	**143**
▲ **6 Person Household**	**10,783**	**5.3%**	**2.8%**	**191**
▲ **7 or more Person Household**	**11,855**	**5.8%**	**1.9%**	**307**
Average Persons Per Household	3.1		2.6	120
Households By Heating Type (2013)	190,123			
▲ **Utility and Other Gas**	**130,607**	**68.7%**	**54.0%**	**127**
↓ Electric	50,580	26.6%	36.1%	74
↓ Oil	200	0.1%	6.1%	2
Coal and Wood	4,824	2.5%	2.2%	114
Solar/Other Fuel	1,047	0.6%	0.5%	111
▲ **No Fuel Used**	**2,864**	**1.5%**	**0.9%**	**159**

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	**Percent**		
TRANSPORTATION				
Households By Number of Vehicles (2021)	204,294			
↓ No Vehicles	9,141	4.5%	8.4%	53
1 Vehicle	54,236	26.5%	32.4%	82
2 Vehicle	75,700	37.1%	37.3%	99
▲ **3 or more Vehicles**	**65,217**	**31.9%**	**21.9%**	**146**
Workers By Travel Time to Work (2021)	290,481			
Less than 15 minutes	75,205	25.9%	25.3%	102
15 to 29 minutes	106,928	36.8%	36.0%	102
↓ 30 to 44 minutes	47,214	16.3%	20.9%	78
45 to 59 minutes	25,395	8.7%	8.4%	105
▲ **60 or more minutes**	**35,739**	**12.3%**	**9.3%**	**132**
Average Travel Time to Work (minutes)	30.7		29.4	104
Workers By Type of Transportation to Work (2021)	301,227			
Drive Alone	220,896	73.3%	76.8%	95
Car Pool	31,940	10.6%	9.0%	117
↓ Public Transportation	5,522	1.8%	4.9%	37
Walk to Work	9,404	3.1%	2.6%	119
▲ **Other Means**	**18,140**	**6.0%**	**1.3%**	**462**
Work at Home	15,325	5.1%	5.3%	96

SEGMENT GROUPS

No.	Group Name Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	**Middle American Families** (9, 10, 11, 16, 17, 18, 23, 25 and 28)	74,664	36.5%	31.4%	116
1	**Affluent Families** (segments 1, 2, 3, 4, 5, 6 and 14)	62,998	30.8%	15.1%	204
3	**Young And Coming** (8, 12, 13, 15, 19, 34, 37, 39 and 47)	29,235	14.3%	14.7%	98
6	**Ethnic And Urban Diversity** (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	27,319	13.4%	18.4%	73
5	**Senior Life** (7, 20, 21, 22, 30 and 31)	7,568	3.7%	6.9%	54
4	**Rural Families** (27, 26, 29, 33, 35 and 38)	2,223	1.1%	13.1%	8

INDIVIDUAL SEGMENTS

No.	Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Educated Mid-Life Families	39,028	19.1%	3.4%	560
17	Large Young Families	37,234	18.2%	2.2%	847
15	Reliable Young Starters	18,659	9.1%	4.3%	215
41	Struggling Hispanic Households	17,170	8.4%	1.6%	519
10	Suburban Mid-Life Families	12,534	6.1%	5.5%	111
18	Working Urban Families	8,323	4.1%	4.0%	103
5	Prosperous Diversity	7,930	3.9%	3.1%	125
14	Secure Mid-Life Families	6,767	3.3%	0.7%	505
40	Surviving Urban Diversity	6,542	3.2%	4.0%	79
16	Established Country Families	6,506	3.2%	6.4%	50
20	Cautious and Mature	3,657	1.8%	2.6%	68
25	Working Country Consumers	3,437	1.7%	4.1%	41
11	Young Suburban Families	3,185	1.6%	3.0%	53
39	New Beginning Urbanites	3,093	1.5%	2.8%	55
1	Traditional Affluent Families	2,983	1.5%	3.5%	42
8	Rising Potential Professionals	2,916	1.4%	2.3%	61
12	Educated New Starters	2,728	1.3%	2.9%	45
2	Professional Affluent Families	2,137	1.0%	0.8%	130
6	Prosperous New Country Families	2,109	1.0%	2.1%	48
28	Building Country Families	2,089	1.0%	2.8%	37

Prepared For:
YOUR SCHOOL
NAME GOES HERE

Date: 12/12/2021

Study Area Definition:
Custom Polygon

No.	Individual Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
3	Mid-Life Prosperity	2,044	1.0%	1.5%	66
32	Working Urban Life	1,548	0.8%	1.7%	46
22	Mature and Established	1,397	0.7%	1.8%	38
23	Established Empty-Nesters	1,152	0.6%	3.4%	17
7	Prosperous and Mature	1,014	0.5%	0.5%	92
34	College and Career Starters	924	0.5%	0.6%	79
38	Rural Working Families	897	0.4%	8.8%	5
47	University Life	815	0.4%	0.8%	53
21	Mature and Stable	711	0.3%	0.6%	61
30	Urban Senior Life	641	0.3%	0.8%	38
29	Working Country Families	529	0.3%	1.0%	27
45	Struggling Urban Diversity	509	0.2%	2.5%	10
24	Metro Multi-Ethnic Diversity	474	0.2%	2.7%	8
27	Country Family Diversity	469	0.2%	0.3%	67
48	Struggling Urban Life	421	0.2%	0.8%	25
46	Struggling Black Households	325	0.2%	2.5%	6
9	Educated Working Families	204	0.1%	0.1%	119
49	Exception Households	202	0.1%	0.2%	40
31	Mature Country Families	148	0.1%	0.5%	13
26	Working Suburban Families	147	0.1%	0.1%	60
42	Laboring Rural Diversity	140	0.1%	1.5%	5
43	Laboring Urban Diversity	137	0.1%	0.5%	13
35	Laboring Country Families	121	0.1%	2.7%	2
19	Educated and Promising	98	0.0%	0.1%	61
33	Laboring Rural Families	60	0.0%	0.1%	21
50	Unclassified Households	52	0.0%	0.2%	12
44	Laboring Urban Life	51	0.0%	0.1%	33
37	Rising Multi-Ethnic Urbanites	2	0.0%	0.6%	0
36	Working Diverse Urbanites	2	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
	TOTALS	**204,261**	**100.0%**	**100.0%**	**100**

ministry area profile 2021

ethos™

Date: 12/12/2021

Prepared For:
YOUR SCHOOL
NAME GOES HERE

Study Area Definition:
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
FAITH INVOLVEMENT INDICATOR			
Estimated 2021 Households Likely to Be:			
↓ Strongly Involved with Their Faith	27.8%	35.4%	78
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ **Not Involved with Their Faith**	**48.6%**	**34.7%**	**140**
Estimated 2021 Households Likely to Have:			
↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.4%	22.1%	78
Decreased Their Involvement with Their Faith in the Last 10 Years	21.8%	23.7%	92
RELIGIOUS PREFERENCE INDICATOR			
Estimated 2021 Households Likely to Prefer:			
▲ **Adventist**	**0.8%**	**0.5%**	**159**
↓ Baptist	8.7%	16.1%	54
Catholic	21.3%	23.7%	90
Congregational	1.8%	2.0%	92
▲ **Eastern Religions (Buddhist/Hindu/Shinto/Islam)**	**1.1%**	**0.4%**	**241**
↓ Episcopal	2.5%	2.9%	88
↓ Holiness	0.2%	0.8%	27
Jehovah's Witnesses	1.1%	1.1%	104
Judaism	3.4%	3.2%	107
↓ Lutheran	5.6%	7.2%	77
↓ Methodist	4.8%	10.1%	48
▲ **Mormon**	**4.2%**	**1.8%**	**236**
▲ **New Age**	**1.2%**	**0.6%**	**205**
▲ **Non-Denominational / Independent**	**11.2%**	**6.9%**	**162**
Orthodox	0.3%	0.3%	107
▲ **Pentecostal**	**2.8%**	**2.4%**	**114**
Presbyterian / Reformed	4.7%	4.6%	102
Unitarian / Universalist	0.8%	0.7%	107
▲ **Interested but No Preference**	**5.8%**	**3.9%**	**151**
▲ **Not Interested and No Preference**	**18.2%**	**11.1%**	**164**
Likely to Have Changed Their Preference in the Last 10 Years	18.2%	16.8%	108
LEADERSHIP PREFERENCE INDICATOR			
Estimated 2021 Households Likely to Prefer A Leader Who:			
▲ **Tells them what to do**	**4.9%**	**4.0%**	**123**
↓ Lets them do what they want and is supportive	10.5%	11.7%	90
Lets them do what they want and stays out of the way	4.4%	4.8%	92
Works with them on deciding what to do and helps them do it	80.2%	79.6%	101

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
PRIMARY CONCERN INDICATOR			
Estimated 2021 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	39.4%	43.5%	91
↓ Finding/Providing Health Insurance	21.6%	29.0%	75
Day-to-Day Financial Worries	31.1%	31.6%	99
Finding Employment Opportunities	15.7%	14.4%	109
▲ **Finding Affordable Housing**	**13.6%**	**11.3%**	**120**
↓ Providing Adequate Food	7.6%	8.6%	89
▲ **Finding Child Care**	**7.0%**	**6.3%**	**111**
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.1%	16.7%	90
Dealing With Teen / Child Problems	20.4%	20.7%	99
Finding/Providing Aging Parent Care	14.9%	15.5%	96
Dealing With Abusive Relationships	10.8%	11.4%	95
↓ Dealing With Divorce	3.6%	4.5%	80
COMMUNITY PROBLEMS:			
▲ **Neighborhood Crime and Safety**	**32.1%**	**27.0%**	**119**
Finding/Providing Good Schools	25.0%	23.5%	106
Dealing with Problems in Schools	13.0%	13.6%	95
Dealing With Racial / Ethnic Prejudice	13.7%	13.1%	105
▲ **Dealing With Neighborhood Gangs**	**16.5%**	**8.5%**	**195**
▲ **Dealing with Social Injustice**	**13.2%**	**11.3%**	**116**
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.2%	50.6%	105
Finding Time for Recreation / Leisure	27.1%	25.3%	107
Finding Better Quality Healthcare	21.9%	23.9%	92
Finding A Satisfying Job / Career	18.6%	19.3%	96
Finding Retirement Opportunities	17.1%	18.9%	90
Achieving A Fulfilling Marriage	22.4%	22.3%	100
Developing Parenting Skills	15.5%	14.7%	105
▲ **Achieving Educational Objectives**	**8.6%**	**7.5%**	**115**
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.6%	29.8%	96
Finding Companionship	17.6%	17.3%	102
↓ Finding A Good Church	10.7%	15.2%	70
↓ Finding Spiritual Teaching	10.0%	12.9%	78
Finding Life Direction	14.1%	14.0%	101

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

KEY VALUES INDICATOR

Estimated 2021 Households Likely to Agree With the Following Statements:

	Study Area	U.S. Average	U.S. Comparative Index
GOD:			
"I believe there is a God"	82.8%	84.5%	98
"God is actively involved in the world including nations and their governments"	60.5%	63.8%	95
SOCIETY:			
"It is important to preserve the traditional American family structure"	90.4%	91.5%	99
"A healthy environment has become a national crisis"	83.9%	82.8%	101
"Public education is essential to the future of American society"	94.5%	94.0%	101
INSTITUTIONAL ROLES:			
"Government should be the primary provider of human welfare services"	48.3%	50.1%	96
"The role of Churches / Synagogues is to help form and support moral values"	79.3%	81.1%	98
"Churches and religious organizations should provide more human services"	62.0%	62.6%	99
RACIAL / ETHNIC CHANGE:			
"The United States must open its doors to all people groups"	37.6%	36.3%	104
"The changing racial / ethnic face of America is a threat to our national heritage"	35.7%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2021 Households Likely to Contribute:

	Study Area	U.S. Average	U.S. Comparative Index
TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than $100 per year	58.9%	59.8%	98
More than $500 per year	30.9%	31.2%	99
More than $1,000 per year	18.2%	17.4%	105
TO CHARITIES:			
▲ More than $100 per year	37.1%	33.7%	110
▲ More than $500 per year	8.6%	6.8%	126
▲ More than $1,000 per year	2.9%	2.3%	126
TO COLLEGES AND UNIVERSITIES:			
▲ More than $100 per year	18.1%	16.1%	112
▲ More than $500 per year	5.3%	4.3%	123
▲ More than $1,000 per year	3.3%	2.2%	150

Ministry Area Profile 2021

Compass
REPORT

Prepared For:
YOUR SCHOOL
NAME GOES HERE

Study Area Definition:
Custom Polygon

Percept Group

ID# 296037:296037

Ministry Area Profile 2021

Compass
REPORT

Study Area Definition:
Custom Polygon

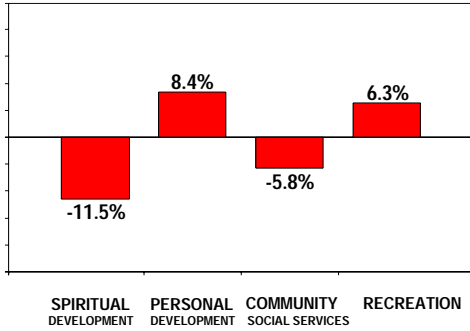Prepared For:
YOUR SCHOOL
NAME GOES HERE

Table of Contents

Date: 12/12/2021

Prepared For:
YOUR SCHOOL
NAME GOES HERE

Study Area Definition:
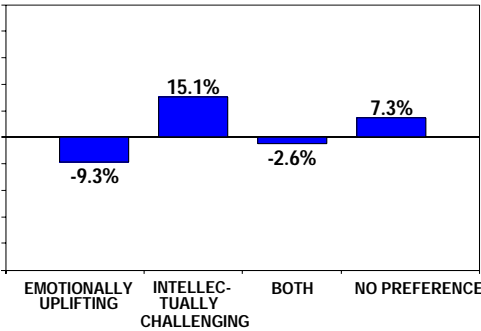**Custom Polygon**

Church Program Preferences

Percentage Above Average

← **U.S. Average** →

Percentage Below Average

8.4%
6.3%
-5.8%
-11.5%

SPIRITUAL DEVELOPMENT PERSONAL DEVELOPMENT COMMUNITY SOCIAL SERVICES RECREATION

Contact Methods Rated Good

-11.0%
-7.7%
-20.0%

INDIRECT (ADVERTISING) DIRECT (MAIL/PHONE) FACE-TO-FACE (VISITING)

Worship Style (1)

Percentage Above Average

← **U.S. Average** →

Percentage Below Average

15.1%
7.3%
-9.3%
-2.6%

EMOTIONALLY UPLIFTING INTELLEC-TUALLY CHALLENGING BOTH NO PREFERENCE

Worship Style (2)

12.1%
1.1%
-13.5%
-2.8%

TRADITIONAL CONTEM-PORARY BOTH NO PREFERENCE

Music Style (1)

Percentage Above Average

← **U.S. Average** →

Percentage Below Average

11.1%
2.3%
-8.8%
-2.1%

TRADITIONAL CONTEM-PORARY BOTH NO PREFERENCE

Music Style (2)

7.6%
1.3%
-2.6%
-3.8%
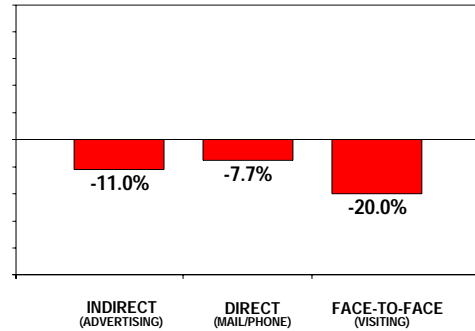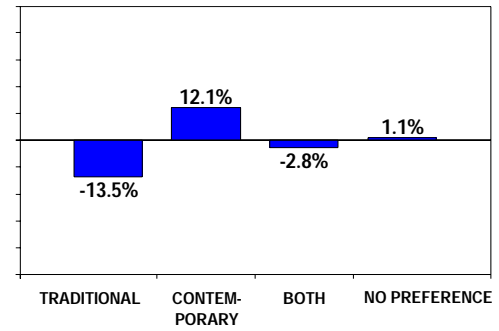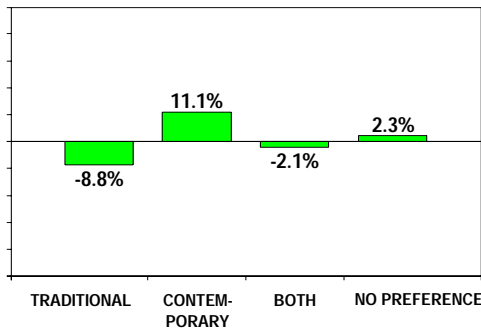
PERFORMED BY OTHERS PARTICI-PATORY BOTH NO PREFERENCE

Primary Media Summary

Percentage Above Average

← **U.S. Average** →

Percentage Below Average

2.6%
-3.7%

BROADCAST MEDIA (TV, Radio) PRINT MEDIA (Newspapers, Magazines)

Primary Media Preferences

5.6%
1.2%
14.3%
-6.3%
-9.9%

TV RADIO LOCAL Newspaper NAT'L Newspaper MAGAZINES
--- BROADCAST MEDIA --- -------------------- PRINT MEDIA --------------------

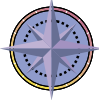| Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2021 Households If Looking for a New Church Likely to Express as Most Important:			
SPIRITUAL DEVELOPMENT:			
↓ Bible Study Discussion and Prayer Groups	34.7%	41.1%	84
Adult Theological Discussion Groups	20.3%	22.5%	90
Spiritual Retreats	11.6%	11.6%	100
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	15.9%	15.2%	105
▲ **Parent Training Programs**	**9.3%**	**7.8%**	**119**
Twelve Step Programs	3.8%	3.5%	110
Divorce Recovery	2.2%	2.4%	93
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	21.9%	22.5%	97
Care for the Terminally Ill	14.1%	15.7%	90
↓ Food and Clothing Resources	7.8%	11.1%	70
▲ **Day Care Services**	**7.6%**	**6.1%**	**125**
Church Sponsored Day-School	6.1%	5.7%	108
RECREATION:			
▲ **Youth Social Programs**	**33.3%**	**29.7%**	**112**
Family Activities and Outings	35.0%	32.8%	107
Active Retirement Programs	25.0%	26.8%	93
▲ **Cultural Programs (Music, Drama, Art)**	**21.0%**	**18.9%**	**111**
▲ **Sports or Camping**	**7.6%**	**6.3%**	**120**

SUMMARY	
↓ Spiritual Development Index	88
Personal Development Index	108
Community/Social Services Index	94
Recreation Index	106

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
WORSHIP STYLE INDICATOR			
Estimated 2021 Households Likely to Prefer Church Worship which is:			
PART 1:			
A. Emotionally Uplifting	23.9%	26.4%	91
▲ **B. Intellectually Challenging**	**12.8%**	**11.1%**	**115**
C. Both A and B	38.2%	39.2%	97
D. No Preference or Not Interested	25.1%	23.4%	107
PART 2:			
↓ A. Traditional/Formal/Ceremonial	17.5%	20.2%	87
▲ **B. Contemporary/Informal**	**29.5%**	**26.3%**	**112**
C. Both A and B	25.8%	26.5%	97
D. No Preference or Not Interested	27.2%	26.9%	101
MUSIC STYLE INDICATOR			
Estimated 2021 Households Likely to Prefer Church Music which is:			
PART 1:			
A. Traditional	22.3%	24.4%	91
▲ **B. Contemporary**	**21.9%**	**19.7%**	**111**
C. Both A and B	30.5%	31.1%	98
D. No Preference or Not Interested	25.4%	24.8%	102
PART 2:			
A. Performed by Others	20.1%	18.7%	108
B. Participatory	22.3%	22.9%	97
C. Both A and B	31.0%	32.2%	96
D. No Preference or Not Interested	26.5%	26.2%	101

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
MISSION EMPHASIS INDICATOR			
Estimated 2021 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:			
PART 1:			
A. Community	22.1%	22.0%	100
B. Personal Spiritual Development	14.9%	14.3%	104
C. Both A and B	36.2%	37.4%	97
D. No Preference or Not Interested	26.7%	26.3%	102
PART 2:			
A. Global Mission	6.7%	6.2%	108
B. Local Mission	32.3%	33.3%	97
C. Both A and B	29.2%	30.1%	97
D. No Preference or Not Interested	31.7%	30.4%	104
CHURCH ARCHITECTURE INDICATOR			
Estimated 2021 Households Likely to Prefer Church Architecture which is:			
PART 1:			
↓ A. Traditional	22.9%	26.6%	86
▲ B. Contemporary	**18.9%**	**15.9%**	**119**
C. Both A and B	32.4%	32.3%	100
D. No Preference or Not Interested	25.7%	25.1%	103
PART 2:			
↓ A. Somber/Serious	7.3%	9.4%	78
B. Light and Airy	38.3%	34.7%	110
C. Both A and B	26.3%	27.7%	95
D. No Preference or Not Interested	28.2%	28.2%	100

Prepared For:
**YOUR SCHOOL
NAME GOES HERE**

Date: 12/12/2021

Study Area Definition:
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
PRIMARY MEDIA PREFERENCE			
Estimated 2021 Households Likely to Describe Their Primary Media Information Source As:			
BROADCAST MEDIA:			
Television	44.3%	47.3%	94
Radio	14.1%	13.3%	106
PRINT MEDIA:			
Local Newspaper	37.0%	36.1%	102
National Newspaper	3.9%	4.3%	90
▲ **Magazines**	**3.1%**	**2.4%**	**129**
SECONDARY MEDIA PREFERENCE			
Estimated 2021 Households Likely to Describe Their Secondary Media Information Source As:			
BROADCAST MEDIA:			
Television	31.5%	31.9%	99
Radio	21.4%	23.8%	90
PRINT MEDIA:			
Local Newspaper	33.1%	32.7%	101
National Newspaper	5.7%	5.8%	99
▲ **Magazines**	**8.1%**	**7.0%**	**114**

SUMMARY	
Overall Broadcast Media Index (100 = Average)	96
Overall Print Media Index	103

Prepared For:
YOUR SCHOOL NAME GOES HERE

Date: 12/12/2021

Study Area Definition:
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
CHURCH CONTACT METHODS RATED GOOD			
Estimated 2021 Households Likely to Rate As Good the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	32.8%	36.2%	90
↓ Putting Ad in Local Newspaper	29.5%	33.8%	87
↓ Local Cable Channels	27.1%	30.4%	89
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	50.7%	53.7%	94
↓ Calling and Offering to Send Information By Mail	25.9%	29.5%	88
Calling and Discussing on the Phone	11.3%	12.0%	94
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	15.2%	20.1%	76
↓ Going Door to Door	12.1%	14.0%	86
CHURCH CONTACT METHODS RATED POOR			
Estimated 2021 Households Likely to Rate As Poor the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
▲ Local Radio Announcements or Advertisements	**23.3%**	**19.6%**	**119**
▲ Putting Ad in Local Newspaper	**26.5%**	**21.5%**	**123**
Local Cable Channels	33.9%	30.7%	110
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	**17.4%**	**13.3%**	**131**
▲ Calling and Offering to Send Information By Mail	**39.0%**	**34.0%**	**114**
Calling and Discussing on the Phone	66.7%	60.6%	110
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	**57.2%**	**49.6%**	**115**
Going Door to Door	67.5%	64.0%	105

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	89
Direct Methods Index	92
↓ Face-to-Face Methods Index	80

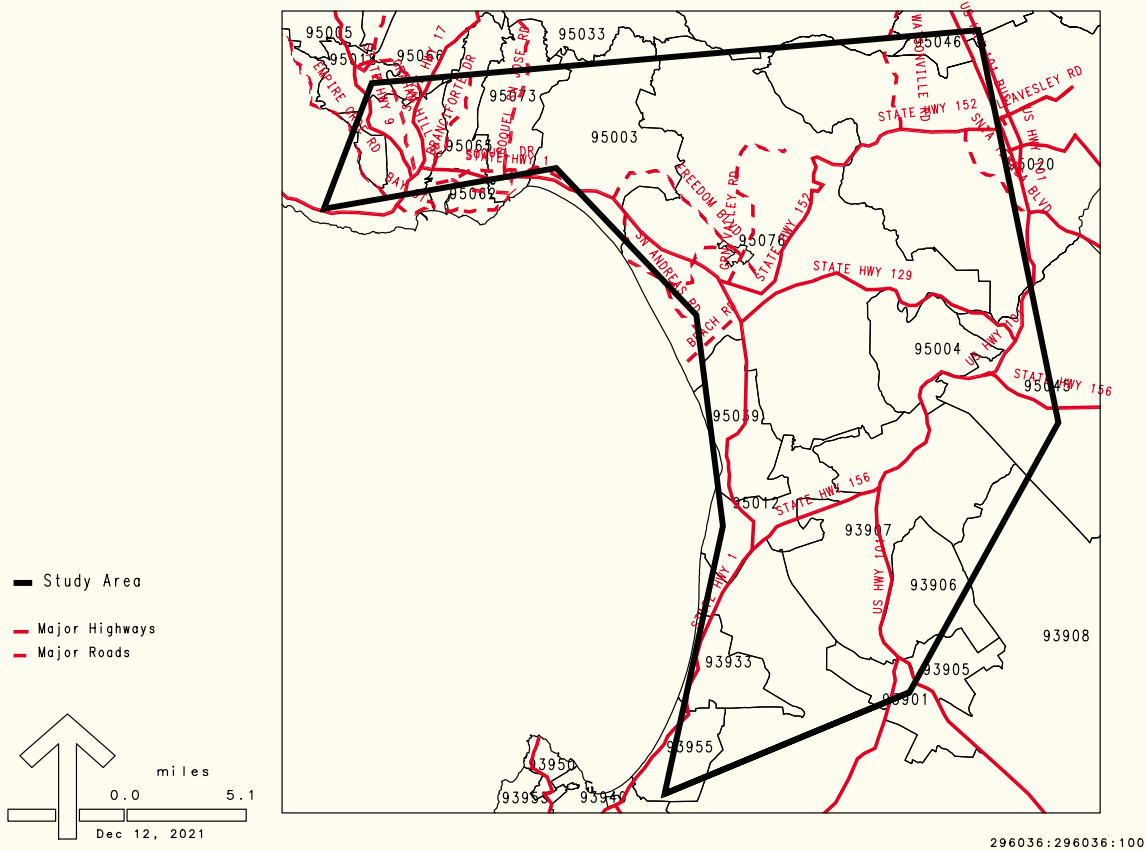| SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	**116**
▲ Direct Methods Index	**114**
Face-to-Face Methods Index	110

FIRST View 2021

Percept Group

People and Place ... pgs 2 & 4

Community Issues ... pgs 3 & 5

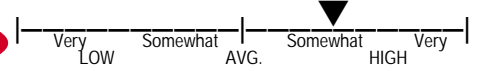Faces of Diversity ... pgs 2 & 4

Faith Preferences ... pgs 3 & 6

Study Area with Zip Codes

Study Area
Major Highways
Major Roads

miles
0.0   5.1

Dec 12, 2021

296036:296036:100

FIRST *View* 2021

Percept**Group**

People and Place

P1 PROJECTED POPULATION DENSITY — SOMEWHAT HIGH

Very LOW | Somewhat | AVG. | Somewhat | Very HIGH ▼

P2 PROJECTED POPULATION CHANGE — LOW GROWTH

Moderate DECLINE | Low STABLE | Low GROWTH ▼ | Moderate

P3 POPULATION DISTRIBUTION — HIGHLY DISPERSED

▼ Very DISPERSED | Somewhat AVERAGE | Somewhat CONCENTRATED | Very

P4 DIVERSITY — EXTREMELY HIGH

Very LOW | Somewhat | Somewhat HIGH | Very ▼
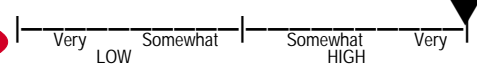
P5 AREA DYNAMIC LEVEL — VERY HIGH

Very LOW | Somewhat AVG. | Somewhat HIGH | Very ▼

Faces of Diversity

D1 U.S. LIFESTYLES GROUP — MIDDLE AMERICAN FAMILIES

Affluent Families | Middle America ▼ | Young &Coming | Rural Families | Senior Life | Ethnic/ Urban
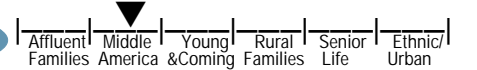
D2 NON-ANGLO POPULATION — EXTREMELY HIGH

Very LOW | Somewhat AVG. | Somewhat HIGH | Very ▼
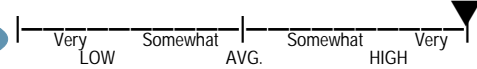
D3 FASTEST RACIAL/ETHNIC GROWTH — ASIANS

No Group Growing | Anglo | African American | Hispanic Latino | Asian ▼ | Native/ Other

D4 GENERATION — GENERATIONZ

▼ Gen Z (Age 0-19) | Millenials (20-39) | Survivors (40-60) | Boomers (61-78) | Silents (79-96) | Builders (97 and up)
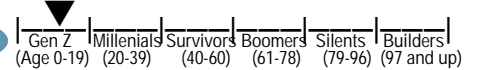
D5 FAMILY STRUCTURE — MIXED

Very NON-TRADITIONAL | Somewhat MIXED ▼ | Somewhat TRADITIONAL | Very

D6 EDUCATION — SOMEWHAT LOW

Very LOW | Somewhat ▼ | AVG. | Somewhat HIGH | Very

FIRST *View* 2021

Prepared For:
**YOUR SCHOOL NAME
GOES HERE**

Study Area Definition:
Custom Polygon

Percept Group
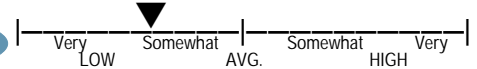
Community Issues

C1 PRIMARY CONCERNS — COMMUNITY PROBLEMS

| The Basics | Family Problems | Community Problems ▼ | Hopes & Dreams | Spiritual/ Personal |

C2 RISC LEVEL (Stress Conditions) — AVERAGE

| Very LOW | Somewhat | AVG. ▼ | Somewhat | Very HIGH |

C3 POTENTIAL RESISTANCE TO CHANGE — SOMEWHAT HIGH

| Very LOW | Somewhat | AVG. | Somewhat ▼ | Very HIGH |
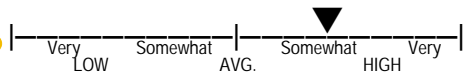
Faith Preferences

F1 FAITH RECEPTIVITY — VERY LOW

| Very ▼ LOW | Somewhat | AVG. | Somewhat | Very HIGH |
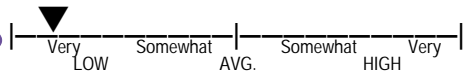
F2 FINANCIAL SUPPORT POTENTIAL — VERY HIGH

| Very LOW | Somewhat | AVG. | Somewhat HIGH | Very ▼ |
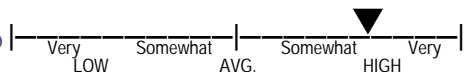
F3 CHURCH STYLE — VERY CONTEMPORARY

| Very TRADITIONAL | Somewhat | BOTH | Somewhat CONTEMPORARY ▼ | Very |
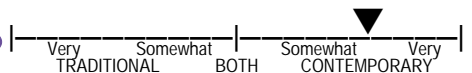
F4 CHURCH PROGRAM PREFERENCE — RECREATION

| Spiritual Development | Personal Development | Community/ Social Services | Recreation ▼ |

F5 HAVE A RELIGIOUS PREFERENCE — EXTREMELY LOW
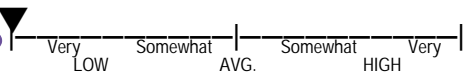
| Very ▼ LOW | Somewhat | AVG. | Somewhat HIGH | Very |

FIRST View 2021

Prepared For:
YOUR SCHOOL NAME GOES HERE

Study Area Definition:
Custom Polygon

PerceptGroup

People and Place Detail

P1: How many people live in the defined study area?
Currently, there are 374,297 persons residing in the defined study area. This represents an increase of 30,148 or 8.8% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see MAP page 4)

P2: Is the population in this area projected to grow?
Yes, between 2021 and 2026, the population is projected to increase by 2.6% or 9,818 additional persons. During the same period, the U.S. population is projected to grow by 2.9%. (see MAP page 4)

Population History & Projection	2000 Census	2010 Census	2021 Update	2026 Projection
Study Area	344,149	349,005	374,297	384,115

P3: How spread out is the population in the study area?
In the study area, the top three quarters of the population resides in approximately 53% of the geographical area. In the U.S. as a whole and in the average community, the top 75% of the population resides in just 25% of the populated geographical area. In comparison, the study area population is *highly dispersed* within the overall area.

Population Change	Actual Change From 2000 to 2010	Actual Change From 2010 to 2021	PROJECTED Change From 2021 to 2026
Study Area	1%	7%	3%
U.S. AVERAGE	10%	7%	3%

P4: What is the overall level of diversity in the area?
Based upon the number of different lifestyle and racial/ethnic groups in the area, the overall diversity in the study area can be described as *extremely high*. See D1 and D2 below.

P5: How dynamic is the study area?
As the population density and overall diversity in an area increase, the environment becomes more complex and challenging. Given these factors, the study area dynamic level can be described as *very high*.

Faces of Diversity Detail

D1: How much lifestyle diversity is represented?
The lifestyle diversity in the area is *extremely high* with a considerable 47 of the 50 U.S. Lifestyles segments represented. Of the six major segment groupings, the largest is referred to as *Middle American Families* which accounts for 42.8% of the households in the area. The top individual segment is *Large Young Families* representing 22.1% of all households. (see MAP pages 13 and 14)

Households By U.S. Lifestyles Group	Affluent Families	Middle American Families	Young and Coming	Rural Families	Senior Life	Ethnic & Urban Diversity
Study Area	32%	43%	11%	1%	4%	9%
U.S. AVERAGE	15%	31%	15%	13%	7%	18%

D2 & D3: How do racial or ethnic groups contribute to diversity in this area?
Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 31.8% of the population and all other racial/ethnic groups make up a substantial 68.2% which is well above the national average of 41%. The largest of these groups, *Hispanics/Latinos*, accounts for 55.6% of the total population. *Asians* are projected to be the fastest growing group increasing by 7.5% between 2021 and 2026. (see MAP pages 4 and 7)

Population By Race/Ethnicity	Anglo	African-American	Hispanic	Asian	Native Am. and Other
Study Area	32%	2%	56%	8%	3%
U.S. AVERAGE	59%	12%	19%	6%	3%

D4: What are the major generational groups represented?
The most significant group in terms of numbers and comparison to national averages is *Generation Z* (age 0 to 19) who make up 27.6% of the total population in the area compared to 24.3% of the U.S. population as a whole. (see MAP page 4)

Population By Generation	Gen Z 0 to 19	Millenials 20 to 39	Survivors 40 to 60	Boomers 61 to 78	Silents 79 to 96	Builders 97 & up
Study Area	28%	30%	24%	15%	3%	< 1%
U.S. AVERAGE	24%	27%	26%	18%	4%	< 1%

Faces of Diversity Detail (cont.)

D5: Overall, how traditional are the family structures?
The area can be described as *mixed* due to the about average presence of married persons and two-parent families. (see MAP page 6)

Population By Marital Status (15 and older)	Single (never married)	Divorced or Widowed	Married
Study Area	**39%**	**13%**	**48%**
U.S. AVERAGE	34%	17%	50%

D6: How educated are the adults?
Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 77.9% of the population aged 25 and over have graduated from high school as compared to the national average of 88.1%, college graduates account for 27.7% of those over 25 in the area versus 32.3% in the U.S. (see MAP page 8)

Households with Children by Marital Status	Single Mothers	Single Fathers	Married Couples
Study Area	**22%**	**9%**	**69%**
U.S. AVERAGE	25%	8%	66%

Adult Population By Education Completed	Less than High School	High School	Some College	College Graduate	Post Graduate
Study Area	**22%**	**20%**	**30%**	**17%**	**11%**
U.S. AVERAGE	12%	27%	29%	20%	12%

Community Issues Detail

C1: Which household concerns are unusually high in the area?
Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Neighborhood Crime and Safety, Affordable Housing, Achieving Educational Objectives, Social Injustice* and *Child Care*. As an overall category, concerns related to *Community Problems* are the most significant based upon the total number of households and comparison to national averages. (see MAP page 16)

Households By Primary Concerns Group	The Basics	Family Problems	Community Problems	Hopes and Dreams	Spiritual/ Personal
Study Area	**22%**	**11%**	**19%**	**31%**	**14%**
U.S. AVERAGE	24%	11%	16%	30%	15%

C2: What is the overall community stress level in the area?
Conditions which can contribute to placing an area at risk (particularly, the children) are at an overall *average* level. This is evidenced by noting that on the whole the area is about average in the characteristics known to contribute to community problems such as households below poverty line, adults without a high school diploma, households with a single mother and unusually high concern about issues such as community problems, family problems, and/or basic necessities such as food, housing and jobs. (see MAP pages 5, 6, 8, 9 and 16)

Regionally Indexed Stress Conditions (RISC)	House-holds Below Poverty ($15,000)	House-holds with Children: Single Mothers	Adult Pop.: High School Dropouts	Primary Concerns: The Basics	Primary Concerns: Family Problems	Primary Concerns: Commu-nity Problems
Study Area	**6%**	**22%**	**22%**	**22%**	**11%**	**19%**
U.S. AVERAGE	10%	25%	12%	24%	11%	16%

C3: How much overall resistance to change is likely in the area?
Based upon the assumption that as a group of people become older and more diverse the potential for resistance to change becomes more significant, the area's potential resistance is likely to be *somewhat high*. (see MAP pages 4-5, 13-14)

Population By Age and Diversity	Average Age	Overall Lifestyle and Racial/Ethnic Diversity
Study Area	**36.9**	**10**
U.S. AVERAGE	39.8	5

FIRST *View* 2021

Prepared For:
YOUR SCHOOL NAME GOES HERE

Study Area Definition:
Custom Polygon

PerceptGroup

Faith Preferences Detail

F1: What is the likely faith receptivity?
Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see MAP page 15)

Households By Faith Involvement Level	Not Involved	Somewhat Involved	Strongly Involved
Study Area	**49%**	**24%**	**28%**
U.S. AVERAGE	35%	30%	35%

F2: What is the likely giving potential in the area?
Based upon the average household income of $123,344 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see MAP page 4 and 17)

Households By Religious Giving Potential	Average Annual Household Income	Households Contributing More Than $500 per Year to Churches
Study Area	**$123,344**	**32%**
U.S. AVERAGE	$96,765	31%

F3: Do households prefer an overall church style which is more traditional or contemporary?
Based upon likely worship, music and architectural style preferences in the area, the overall church style preference can be described as *very contemporary*. (see COMPASS pages 3 and 4)

Households By Church Styles Preferences	Worship: Traditional	Music: Traditional	Architecture: Traditional	Worship: Contemporary	Music: Contemporary	Architecture: Contemporary
Study Area	**18%**	**22%**	**23%**	**30%**	**22%**	**19%**
U.S. AVERAGE	20%	24%	27%	26%	20%	16%

F4: Which general church programs or services are most likely to be preferred in the area?
Church program preferences which are likely to exceed the national average include: *Daycare Services, Parent Training Programs, Sports and/or Camping Programs* and *Youth Social Programs*. As an overall category, programs related to *Recreation* are the most significant based upon total number of households and comparison to national averages. (see COMPASS page 2)

Households By Church Program Preference Category	Spiritual Development	Personal Development	Community/ Social Services	Recreation
Study Area	**22%**	**10%**	**19%**	**41%**
U.S. AVERAGE	25%	10%	20%	38%

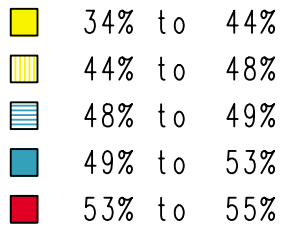**F5: How likely are people to have some religious preference?**
In the study area, 76.0% of the households are likely to express a preference for some particular religious tradition or affiliation, well below the national average of 85.1%. (see MAP page 15)

Households By Religious Preference	No Preference	Non-"Historic Christian" Groups	"Historic Christian" Groups
Study Area	**24%**	**11%**	**65%**
U.S. AVERAGE	15%	8%	77%

YOUR SCHOOL NAME GOES HERE

MINISTRY AREA BY BLOCK GROUP

ESTIMATED 2021 AVERAGE HOUSEHOLD INCOME

- ☐ $37,629 to $50,000
- ☐ $50,000 to $75,000
- ☐ $75,000 to $316,409

National Average: $96,765

▬ Study Area

▬ Major Highways
▬ Major Roads

Only areas with at least 10 households shown

miles
0.0   6.5

Dec 12, 2021

Percept Group   **Website** www.PerceptGroup.com   **Phone** 800.442.6277

96037:296037:10

YOUR SCHOOL NAME GOES HERE

ethos™
Beliefs, Attitudes, and Behaviors of the U.S. Population

ESTIMATED PERCENTAGE
OF 2021 HOUSEHOLDS WITH
LIKELIHOOD OF

NO FAITH INVOLVEMENT

■	34% to 44%
▤	44% to 48%
▥	48% to 49%
■	49% to 53%
■	53% to 55%

National Average: 34.7%
— Study Area

— Major Highways
— Major Roads

Only areas with at least 10 households s

miles

0.0   6.5

Dec 12, 2021

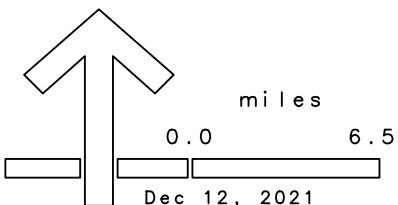# YOUR SCHOOL NAME GOES HERE

PERCENTAGE OF 2021
POPULATION:

AGES 0-17

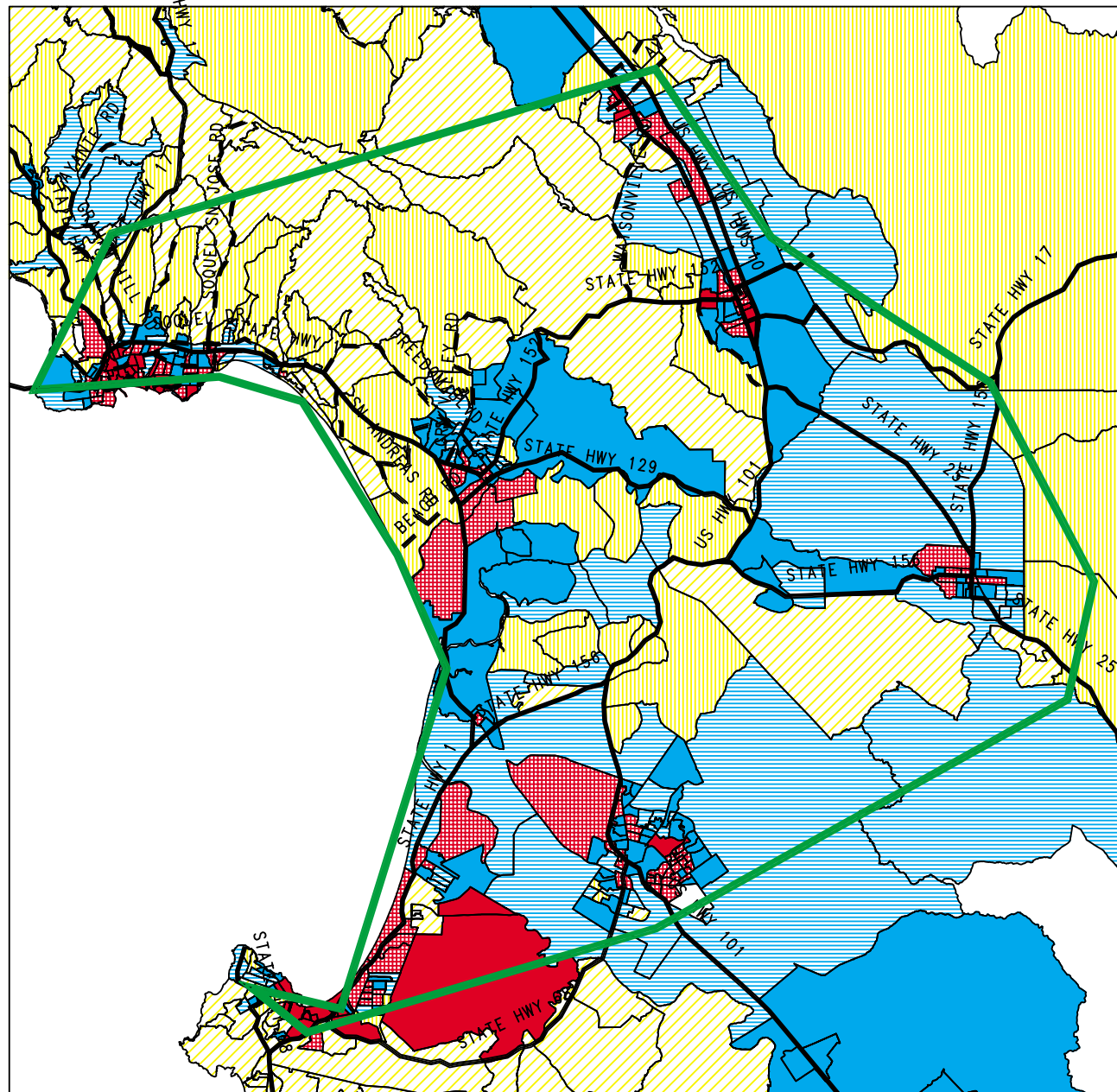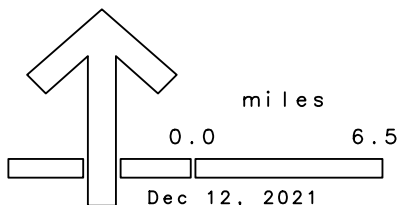|	
	1% to 14%
	14% to 18%
	18% to 22%
	22% to 26%
	26% to 30%
	30% to 44%
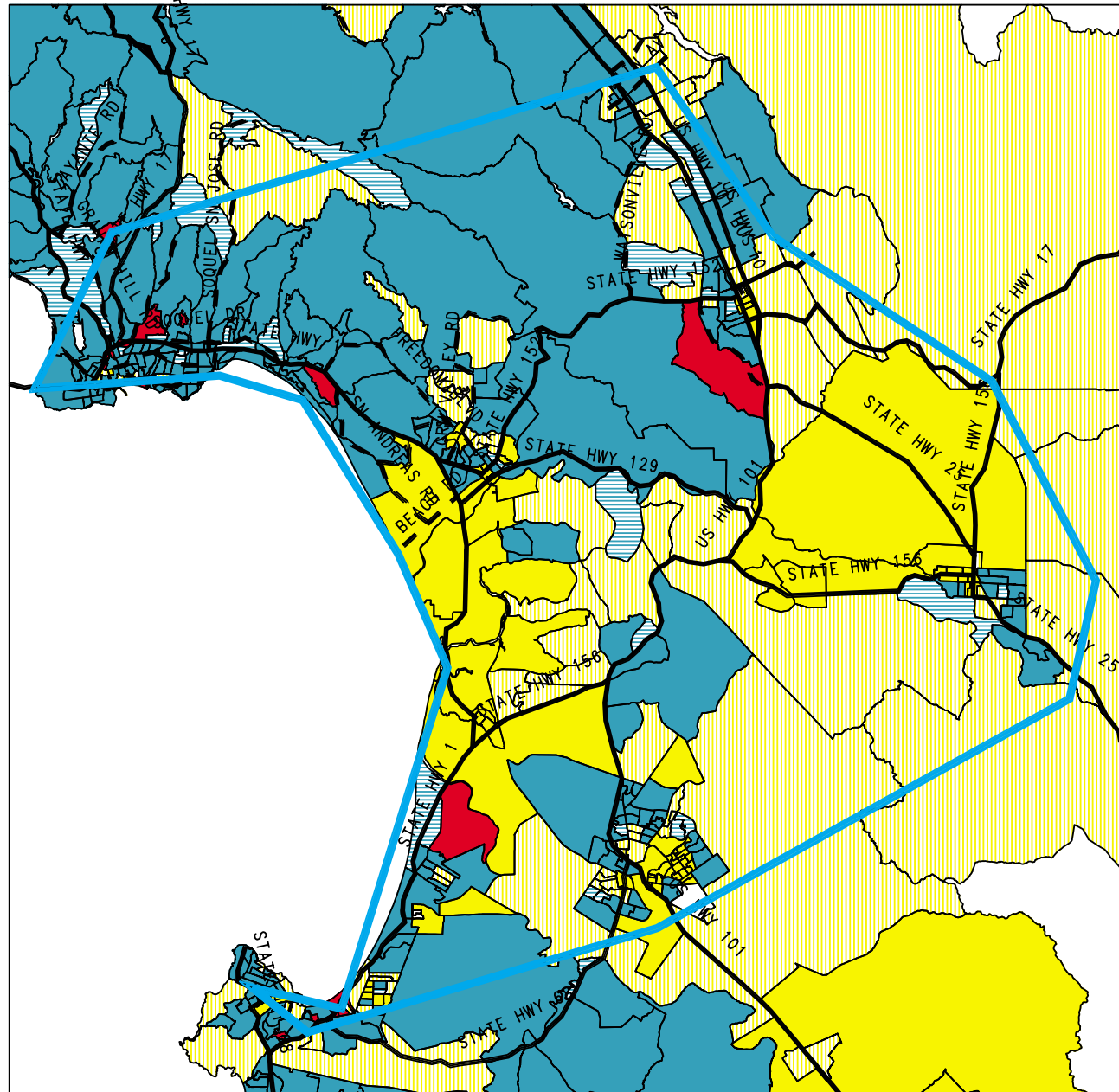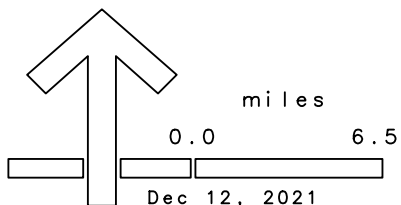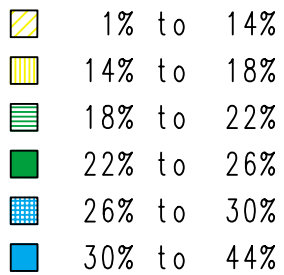
National Average: 22.2%

— Study Area

— Major Highways
— Major Roads

Only areas with at least 10 household

miles
0.0   6.5

Dec 12, 2021

Percept Group   **Website** www.PerceptGroup.com   **Phone** 800.442.6277

96037:296037:4

YOUR SCHOOL NAME GOES HERE

PERCENTAGE OF 2021
POPULATION:

AGES 30-49

▨	1% to 19%
▨	19% to 22%
▨	22% to 25%
■	25% to 28%
▨	28% to 31%
■	31% to 42%
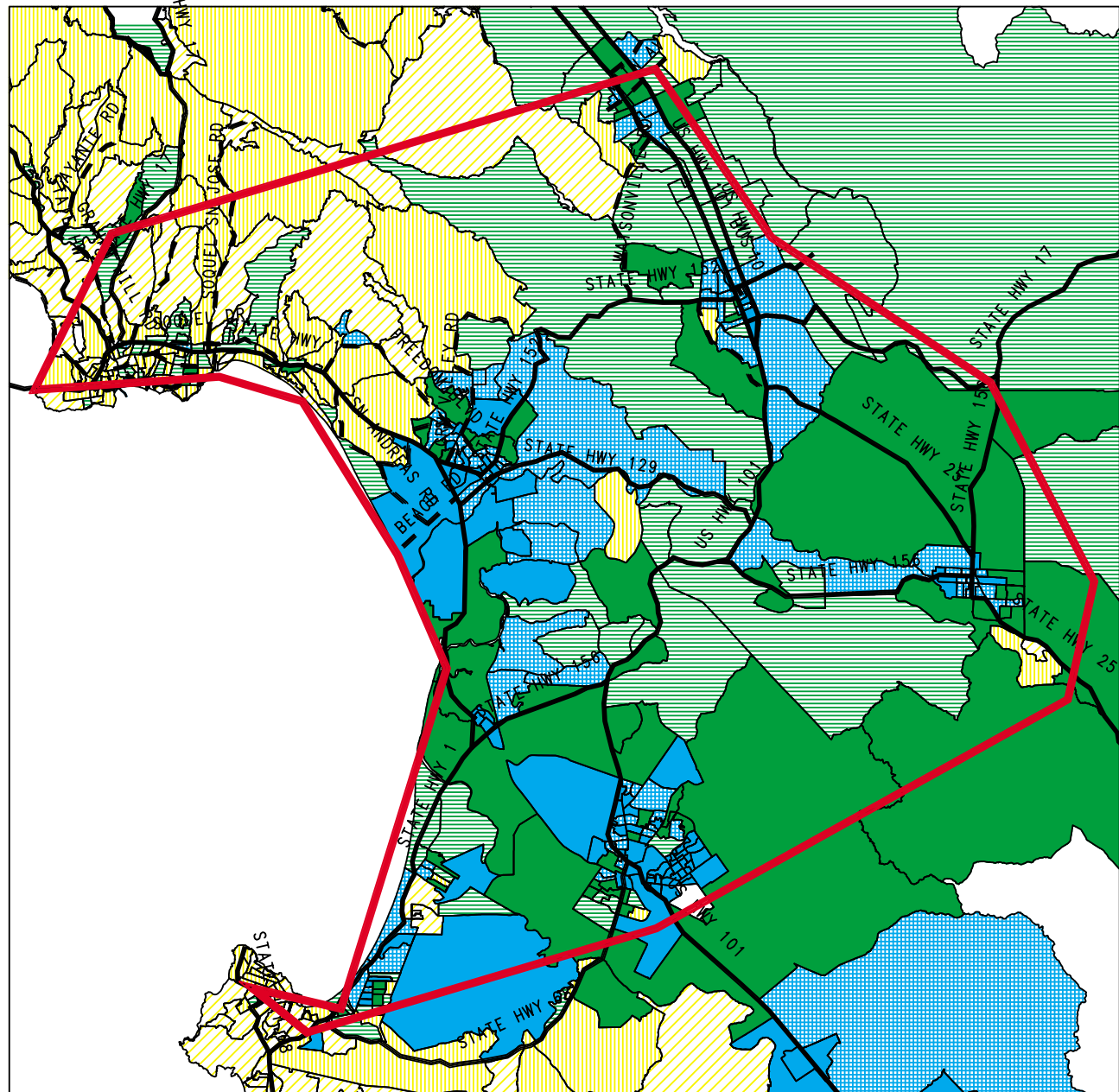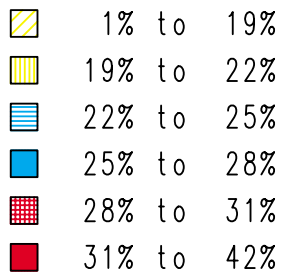
National Average: 25.5%

━━━ Study Area

━━ Major Highways

━━ Major Roads

Only areas with at least 10 households show

miles

0.0   6.5

Dec 12, 2021

Percept Group   **Website** www.PerceptGroup.com   **Phone** 800.442.6277

.296037:5

YOUR SCHOOL NAME GOES HERE

PERCENTAGE OF 2021
POPULATION:

AGES 18-29

	4% to 10%
	10% to 13%
	13% to 17%
	17% to 21%
	21% to 24%
	24% to 97%

National Average: 16.1%

━━━ Study Area

━━━ Major Highways

━━ Major Roads

Only areas with at least 10 household

miles

0.0   6.5

Dec 12, 2021

PerceptGroup   **Website** www.PerceptGroup.com   **Phone** 800.442.6277
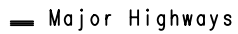
.296037:85
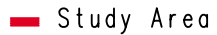
YOUR SCHOOL NAME GOES HERE
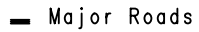
PROJECTED POPULATION
GROWTH PERCENTAGE
BETWEEN 2021 AND 2026

- −2% to −1%
- −1% to 1%
- 1% to 5%
- 5% to 10%
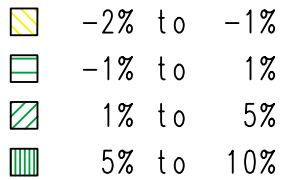
National Average: 2.9%

━━━ Study Area

━━ Major Highways
━ Major Roads

Only areas with at least 10 household

miles
0.0   6.5

Dec 12, 2021

PerceptGroup   **Website** www.PerceptGroup.com   **Phone** 800.442.6277

37:296037:9

□ Zip Codes

miles

0.0   6.5

Dec 12, 2021

Percept Group   **Website** www.PerceptGroup.com   **Phone** 800.442.6277

296037:296037:99

Map zip codes shown:
95032, 95120, 95033, 95037, 95018, 95066, 95046, 95073, 95003, 95020, 95065, 95062, 95023, 95004, 95045, 95039, 95012, 93907, 93906, 93933, 93905, 93908, 93901, 93955, 93925, 93926, 93953, 93940, 93923