Prepared For:
Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 mile radius

FIRST™ View 2015

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

90220   90251
90805
CARSON ST
90712
90807
WILMINGTON AV
ALAMEDA ST
DEL AMO BLVD
LONG BEACH BLVD
GARDEN GROVE BLVD
90810
I-710
I-405
90806
SEPULVEDA BLVD
CHERRY AV
90755
WILLOW ST
STATE HWY 1
90804
ANAHEIM ST
90813
7TH ST
90814
OCEAN BLVD   90802
1ST ST
2ND ST

☐ Site Location
   with 3 mile radius
— Major Highways
-- Major Roads

miles
0.0   0.9
Dec 14, 2014

283:17508:100

FIRST View ™ 2015

Prepared For:
Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 mile radius

Percept Group

People and Place

P1 PROJECTED POPULATION DENSITY — **EXTREMELY HIGH**

Very LOW | Somewhat | AVG. | Somewhat | Very HIGH ▼
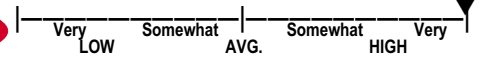
P2 PROJECTED POPULATION CHANGE — **LOW GROWTH**

Moderate DECLINE | Low STABLE | ▼ Low GROWTH | Moderate

P3 POPULATION DISTRIBUTION — **HIGHLY DISPERSED**

▼ Very DISPERSED | Somewhat AVERAGE | Somewhat CONCENTRATED | Very

P4 DIVERSITY — **SOMEWHAT HIGH**

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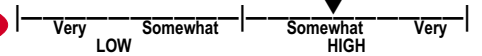
P5 AREA DYNAMIC LEVEL — **VERY HIGH**

Very LOW | Somewhat | AVG. | Somewhat HIGH | Very ▼
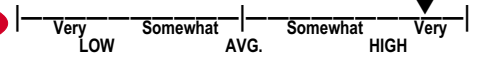
Faces of Diversity

D1 U.S. LIFESTYLES GROUP — **VERY HIGH**

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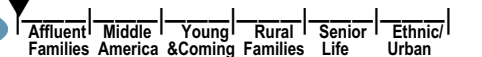
D2 NON-ANGLO POPULATION — **EXTREMELY HIGH**

Very LOW | Somewhat | AVG. | Somewhat | Very HIGH ▼
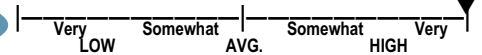
D3 FASTEST RACIAL/ETHNIC GROWTH — **NATIVE AMERICANS / OTHERS**

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

D4 GENERATION — **MILLENIALS**

Gen Z (Age 0-13) | ▼ Millenials (14-33) | Survivors (34-54) | Boomers (55-72) | Silents (73-90) | Builders (91 and up)
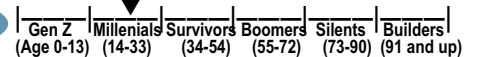
D5 FAMILY STRUCTURE — **VERY NON-TRADITIONAL**

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

D6 EDUCATION — **VERY LOW**

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

FIRST View™ 2015

Prepared For:
Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 mile radius

PerceptGroup
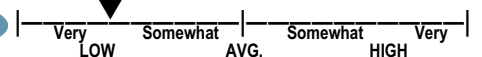
Community Issues

C1 PRIMARY CONCERNS — VERY LOW

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

C2 RISC LEVEL (Stress Conditions) — SOMEWHAT HIGH

Very LOW	Somewhat	AVG.	Somewhat	Very HIGH
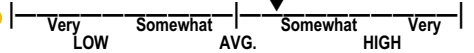
C3 POTENTIAL RESISTANCE TO CHANGE — AVERAGE

Very LOW	Somewhat	AVG.	Somewhat	Very HIGH

Faith Preferences

F1 FAITH RECEPTIVITY — EXTREMELY LOW

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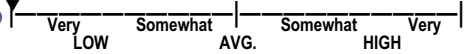
F2 FINANCIAL SUPPORT POTENTIAL — VERY LOW

Very LOW	Somewhat	AVG.	Somewhat	Very HIGH

F3 CHURCH STYLE — BOTH

Very TRADITIONAL	Somewhat	BOTH	Somewhat	Very CONTEMPORARY
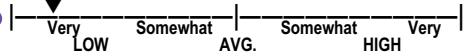
F4 CHURCH PROGRAM PREFERENCE — BOTH

Spiritual Development	Personal Development	Community/ Social Services	Recreation
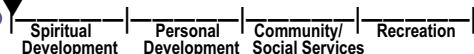
F5 HAVE A RELIGIOUS PREFERENCE — AVERAGE

Very LOW	Somewhat	AVG.	Somewhat	Very HIGH

Prepared For:
Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 mile radius

Percept Group

People and Place Detail

P1: How many people live in the defined study area?
Currently, there are 287,890 persons residing in the defined study area. This represents an increase of 4,452 or 1.6% since 2000. During the same period of time, the U.S. as a whole grew by 13.5%. (see MAP page 4)

P2: Is the population in this area projected to grow?
Yes, between 2015 and 2020, the population is projected to increase by 3.1% or 8,841 additional persons. During the same period, the U.S. population is projected to grow by 3.5%. (see MAP page 4)

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 58% 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.

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 *somewhat 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*.

Population History & Projection	2000 Census	2010 Census	2015 Update	2020 Projection
Study Area	283,438	280,876	287,890	296,731

Population Change	Actual Change From 2000 to 2010	Actual Change From 2010 to 2015	PROJECTED Change From 2015 to 2020
Study Area	-1%	2%	3%
U.S. AVERAGE	10%	3%	4%

Faces of Diversity Detail

D1: How much lifestyle diversity is represented?
The lifestyle diversity in the area is *somewhat low* with 0 of the 50 U.S. Lifestyles segments represented. (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	< 1%	< 1%	< 1%	< 1%	< 1%	< 1%
U.S. AVERAGE	< 1%	< 1%	< 1%	< 1%	< 1%	< 1%

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 19.1% of the population and all other racial/ethnic groups make up a substantial 80.9% which is well above the national average of 38%. The largest of these groups, *Hispanics/Latinos*, accounts for 47.1% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 6.2% between 2015 and 2020. (see MAP pages 4 and 7)

Population By Race/Ethnicity	Anglo	African-American	Hispanic	Asian	Native Am. and Other
Study Area	19%	14%	47%	16%	3%
U.S. AVERAGE	62%	12%	18%	5%	3%

D4: What are the major generational groups represented?
The most significant group in terms of numbers and comparison to national averages is *Millenials* (age 14 to 33) who make up 31.0% of the total population in the area compared to 27.2% of the U.S. population as a whole. (see MAP page 4)

Population By Generation	Gen Z 0 to 13	Millenials 14 to 33	Survivors 34 to 54	Boomers 55 to 72	Silents 73 to 90	Builders 91 & up
Study Area	19%	31%	30%	15%	4%	< 1%
U.S. AVERAGE	18%	27%	28%	20%	7%	1%

FIRST View™ 2015

Prepared For:
Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 mile radius

Percept Group

Faces of Diversity Detail (cont.)

D5: Overall, how traditional are the family structures?
The area can be described as *very non-traditional* due to the below 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	**47%**	**14%**	**38%**
U.S. AVERAGE	33%	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 *very low*. While 75.2% of the population aged 25 and over have graduated from high school as compared to the national average of 86.1%, college graduates account for 25.3% of those over 25 in the area versus 28.9% in the U.S. (see MAP page 8)

Households with Children by Marital Status	Single Mothers	Single Fathers	Married Couples
Study Area	**33%**	**12%**	**54%**
U.S. AVERAGE	25%	8%	65%

Adult Population By Education Completed	Less than High School	High School	Some College	College Graduate	Post Graduate
Study Area	**25%**	**20%**	**30%**	**17%**	**8%**
U.S. AVERAGE	14%	28%	29%	18%	11%

Community Issues Detail

C1: Which household concerns are unusually high in the area?
All of the primary household concerns are likely to be near the national averages. (see MAP page 16)

Households By Primary Concerns Group	The Basics	Family Problems	Community Problems	Hopes and Dreams	Spiritual/ Personal
Study Area	< 1%	< 1%	< 1%	< 1%	< 1%
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 *somewhat high* level. This is evidenced by noting that on the whole the area is somewhat above 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	16%	33%	25%	< 1%	< 1%	< 1%
U.S. AVERAGE	13%	25%	14%	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 *about average*. (see MAP pages 4-5, 13-14)

Population By Age and Diversity	Average Age	Overall Lifestyle and Racial/Ethnic Diversity
Study Area	35.4	7
U.S. AVERAGE	38.7	5

Prepared For:
Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 mile radius

Percept Group

Faith Preferences Detail

F1: What is the likely faith receptivity?

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

Households By Faith Involvement Level	Not Involved	Somewhat Involved	Strongly Involved
Study Area	< 1%	< 1%	< 1%
U.S. AVERAGE	< 1%	< 1%	< 1%

F2: What is the likely giving potential in the area?

Based upon the average household income of $62,390 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (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	$62,390	< 1%
U.S. AVERAGE	$74,165	< 1%

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 *both traditional and 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	< 1%	< 1%	< 1%	< 1%	< 1%	< 1%
U.S. AVERAGE	< 1%	< 1%	< 1%	< 1%	< 1%	< 1%

F4: Which general church programs or services are most likely to be preferred in the area?

All of the church program preferences are likely to be near the national averages. (see COMPASS page 2)

Households By Church Program Preference Category	Spiritual Development	Personal Development	Community/ Social Services	Recreation
Study Area	< 1%	< 1%	< 1%	< 1%
U.S. AVERAGE	25%	10%	20%	38%

F5: How likely are people to have some religious preference?

In the study area, 100.0% of the households are likely to express a preference for some particular religious tradition or affiliation, the same as the national average. (see MAP page 15)

Households By Religious Preference	No Preference	Non-"Historic Christian" Groups	"Historic Christian" Groups
Study Area	< 1%	100%	< 1%
U.S. AVERAGE	< 1%	100%	< 1%