

ministry area profile 2015

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Study Area Definition:
3.0 Mile Radius





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Date: 12/17/2014

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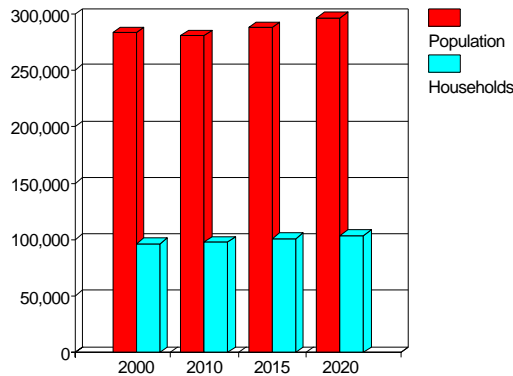
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 287,889 persons residing in the defined study area. This represents an increase of 4,451 or 1.6% since 2000. During the same period of time, the U.S. as a whole grew by 13.5%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2015 and 2020, the population is projected to increase by 3.1% or 8,842 additional persons. During the same period, the U.S. population is projected to grow by 3.5%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely high* with a considerable 36 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Urban Diversity* representing 17.0% 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 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 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 14 to 33) comprised of 89,332 persons or 31.0% of the total population in the area. Compared to a national average of 27.2%, *Millenials* are also 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 *very non-traditional* due to the below 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 *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 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, Racial/Ethnic Prejudice, Neighborhood Crime and Safety, Social Injustice and Employment Opportunities*. (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 \$62,390 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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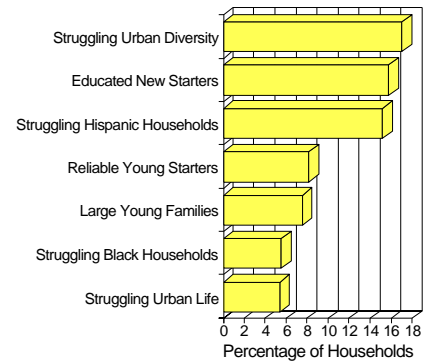
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Population and Households

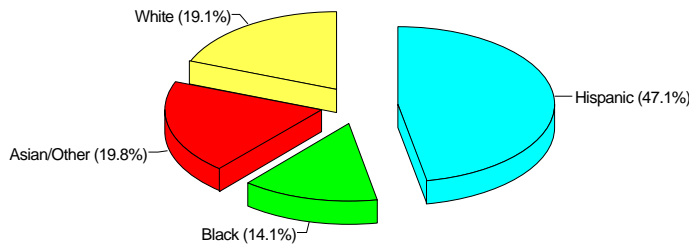


Primary U.S. Lifestyles Segments-2015

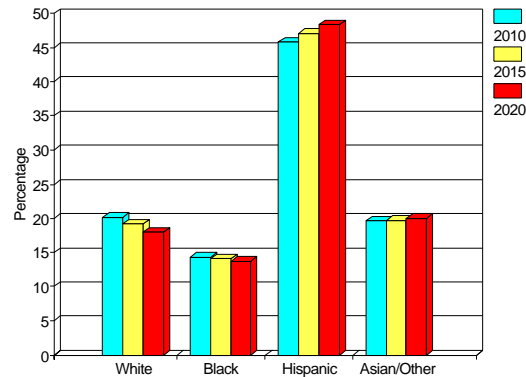


The population in the study area has increased by 7013 persons, or 2.5% since 2000 and is projected to increase by 8842 persons, or 3.1% between 2015 and 2020. The number of households has increased by 3024, or 3.1% since 2000 and is projected to increase by 3540, or 3.5% between 2015 and 2020.

Population By Race/Ethnicity-2015

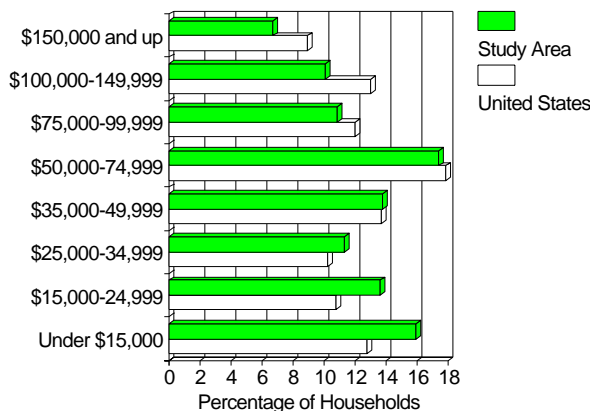


Population By Race/Ethnicity Trend

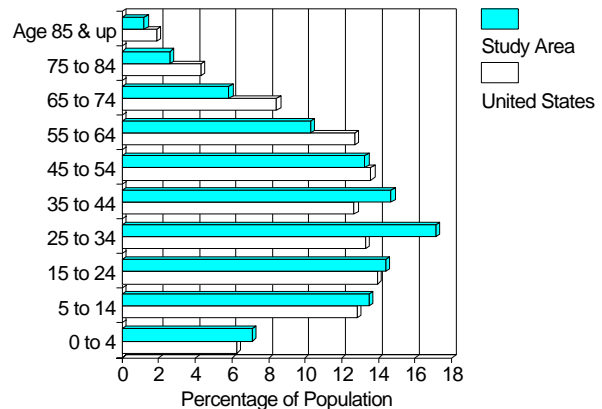


Between 2015 and 2020, the White population is projected to decrease by 1721 persons and to decrease from 19.1% to 17.9% of the total population. The Black population is projected to increase by 146 persons and to decrease from 14.1% to 13.7% of the total. The Hispanic/Latino population is projected to increase by 7999 persons and to increase from 47.1% to 48.4% of the total. The Asian/Other population is projected to increase by 2417 persons and to increase from 19.8% to 20.0% of the total population.

Households By Income-2015



Population by Age-2015

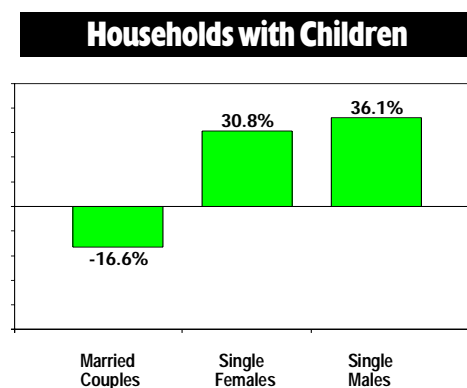
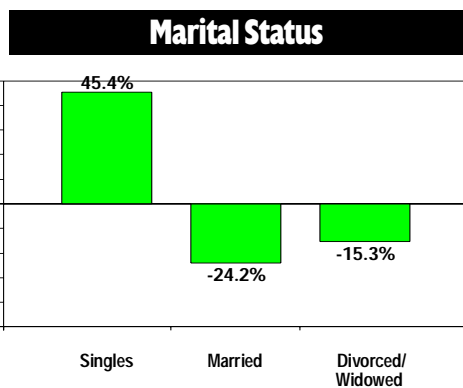
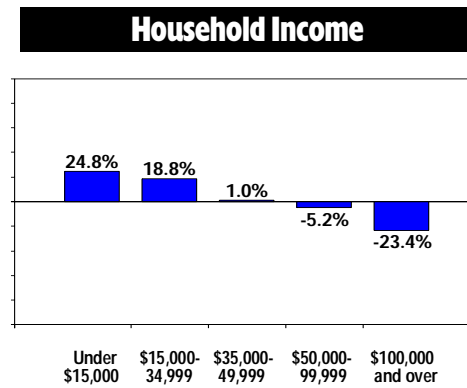
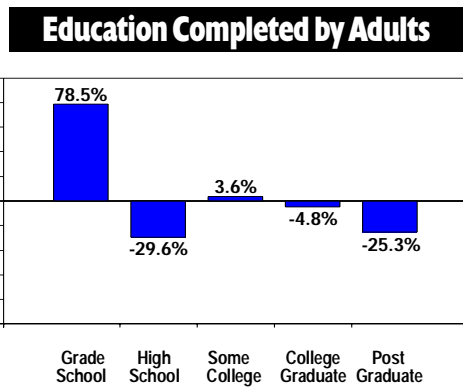
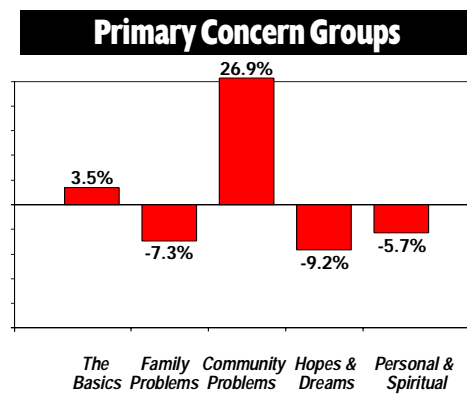
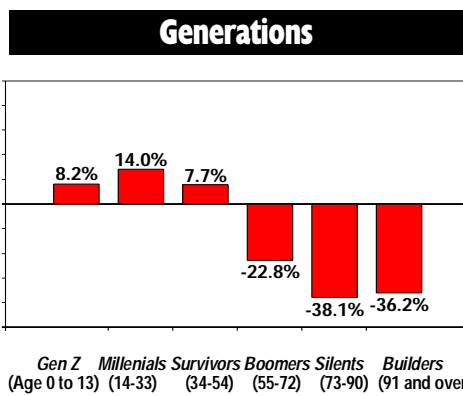
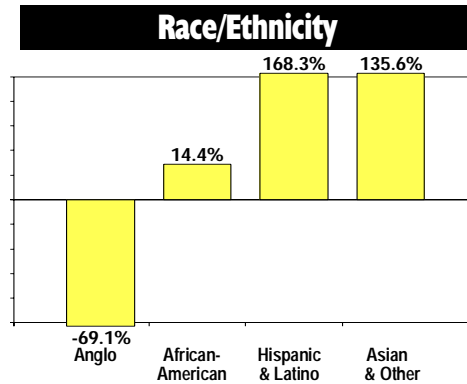
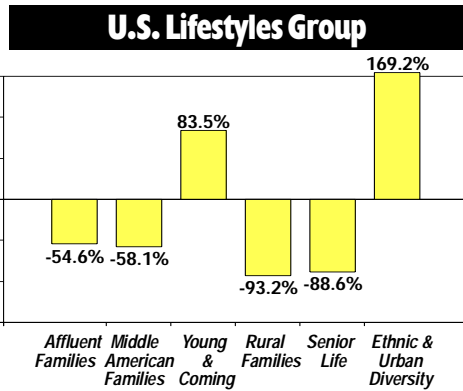


The average household income in the study area is \$62390 a year as compared to the U.S. average of \$74165. The average age in the study area is 35.4 and is projected to increase to 36.7 by 2020. The average age in the U.S. is 38.7 and is projected to increase to 39.6 by 2020.

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POPULATION				
	2000 Census	2010 Census	2015 Update	2020 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	283,438	280,876	287,889	296,731
Population Change		(2,562)	7,013	8,842
Percentage Change		-0.9%	2.5%	3.1%
▲ Average Annual Growth Rate		-0.1%	0.2%	0.6%
Density (Pop. per square mile)	10,025	9,934	10,182	10,495
HOUSEHOLDS				
▲ Households	95,848	97,319	100,343	103,883
Household Change		1,471	3,024	3,540
Percentage Change		1.5%	3.1%	3.5%
▲ Average Annual Growth Rate		0.2%	0.2%	0.7%
↓ Persons Per Household	2.90	2.83	2.82	2.80

POPULATION BY RACE/ETHNICITY						
	2010 Census		2015 Update		2020 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	56,552	20.1%	54,982	19.1%	53,261	17.9%
↓ African-American (Non-Hisp)	40,306	14.4%	40,465	14.1%	40,611	13.7%
▲ Hispanic/Latino	128,750	45.8%	135,576	47.1%	143,575	48.4%
▲ Asian/Other (Non-Hisp)	55,268	19.7%	56,867	19.8%	59,284	20.0%

POPULATION BY GENDER						
↓ Female	141,901	50.5%	145,355	50.5%	149,795	50.5%
▲ Male	138,975	49.5%	142,535	49.5%	146,936	49.5%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	36,103	12.9%	55,533	19.3%	75,507	25.4%
↓ Millennials (Born 1982 to 2001)	89,882	32.0%	89,327	31.0%	88,515	29.8%
↓ Survivors (Born 1961 to 1981)	88,430	31.5%	85,512	29.7%	83,165	28.0%
↓ Boomers (Born 1943 to 1960)	47,953	17.1%	43,825	15.2%	39,726	13.4%
↓ Silents (Born 1925 to 1942)	15,426	5.5%	12,290	4.3%	9,713	3.3%
↓ Builders (Born 1924 and earlier)	3,025	1.1%	1,401	0.5%	103	0.0%

AGE			
▲ Average Age		34.1	35.4
▲ Median Age		32.4	34.0
			36.7
			35.8

INCOME			
▲ Average Household Income		\$59,196	\$62,390
Median Household Income		\$48,725	\$47,419
▲ Per Capita Income		\$20,511	\$21,746
			\$64,791
			\$49,148
			\$22,683

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HOUSEHOLDS BY INCOME

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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	6,260	6.4%	6,740	6.7%	7,564	7.3%
▲ \$100,000 to \$149,999	9,317	9.6%	10,099	10.1%	11,145	10.7%
▲ \$75,000 to \$99,999	10,530	10.8%	10,897	10.9%	11,413	11.0%
↓ \$50,000 to \$74,999	17,187	17.7%	17,440	17.4%	17,920	17.3%
↓ \$35,000 to \$49,999	14,240	14.6%	13,821	13.8%	14,278	13.7%
\$25,000 to \$34,999	10,763	11.1%	11,365	11.3%	11,524	11.1%
\$15,000 to \$24,999	12,827	13.2%	13,664	13.6%	13,796	13.3%
Under \$15,000	15,228	15.6%	15,948	15.9%	15,766	15.2%

POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	20,984	7.5%	20,463	7.1%	19,975	6.7%
↓ Required Formal Schooling (5-17)	51,626	18.4%	51,245	17.8%	51,900	17.5%
↓ College Years, Career Starts (18-24)	33,097	11.8%	28,933	10.1%	26,592	9.0%
Singles and Young Families (25-34)	47,857	17.0%	49,318	17.1%	46,482	15.7%
▲ Families, Empty Nesters (35-54)	78,280	27.9%	80,414	27.9%	84,925	28.6%
▲ Enrichment Years Singles/Couples (55-64)	26,012	9.3%	29,647	10.3%	32,919	11.1%
▲ Retirement Opportunities (65+)	22,963	8.2%	27,869	9.7%	33,936	11.4%

POPULATION BY AGE (DETAIL)

↓ Under 5 years	20,984	7.5%	20,463	7.1%	19,975	6.7%
5 to 9 years	18,899	6.7%	20,164	7.0%	20,259	6.8%
10 to 14 years	19,717	7.0%	18,633	6.5%	19,914	6.7%
↓ 15 to 17 years	13,010	4.6%	12,448	4.3%	11,727	4.0%
↓ 18 to 20 years	13,589	4.8%	11,824	4.1%	11,005	3.7%
↓ 21 to 24 years	19,508	6.9%	17,109	5.9%	15,587	5.3%
↓ 25 to 29 years	25,348	9.0%	23,826	8.3%	21,279	7.2%
30 to 34 years	22,509	8.0%	25,492	8.9%	25,203	8.5%
▲ 35 to 39 years	20,997	7.5%	21,851	7.6%	23,841	8.0%
40 to 44 years	20,442	7.3%	20,460	7.1%	21,369	7.2%
↓ 45 to 49 years	19,412	6.9%	19,529	6.8%	20,111	6.8%
▲ 50 to 54 years	17,429	6.2%	18,574	6.5%	19,604	6.6%
▲ 55 to 59 years	14,623	5.2%	16,098	5.6%	17,313	5.8%
▲ 60 to 64 years	11,389	4.1%	13,549	4.7%	15,606	5.3%
▲ 65 to 69 years	7,520	2.7%	10,136	3.5%	11,974	4.0%
▲ 70 to 74 years	5,244	1.9%	6,737	2.3%	9,412	3.2%
▲ 75 to 84 years	6,838	2.4%	7,494	2.6%	9,114	3.1%
85 or more years	3,361	1.2%	3,502	1.2%	3,436	1.2%

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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 (2015)	228,630			
▲ Single (Never Married)	108,211	47.3%	32.5%	145
↓ Married	87,476	38.3%	50.4%	76
Divorced/Widowed	32,943	14.4%	17.0%	85
Marital Status Females 15 and Older (2015)	116,343			
▲ Single (Never Married)	51,784	44.5%	29.4%	151
↓ Married	43,869	37.7%	49.1%	77
Divorced/Widowed	20,690	17.8%	21.5%	83
Marital Status Males 15 and Older (2015)	112,287			
▲ Single (Never Married)	56,427	50.3%	35.8%	140
↓ Married	43,607	38.8%	51.9%	75
Divorced/Widowed	12,253	10.9%	12.3%	89
FAMILY STRUCTURE				
Households By Type (2015)	100,343			
↓ Married Couple	34,310	34.2%	50.3%	68
▲ Other Family - Male Head of Household	7,150	7.1%	5.1%	139
▲ Other Family - Female Head of Household	17,880	17.8%	13.5%	132
▲ Non Family - Male Head of Household	21,666	21.6%	16.4%	131
Non Family - Female Head of Household	19,337	19.3%	18.4%	105
Households With Children 0 to 18 (2015)	36,946			
Married Couple Family	20,073	54.3%	65.2%	83
▲ Other Family - Male Head of Household	4,263	11.5%	8.5%	136
▲ Other Family - Female Head of Household	12,262	33.2%	25.4%	131
Non Family	348	0.9%	1.0%	97
Population By Household Type (2015)	287,889			
↓ Group Quarters	5,176	1.8%	2.5%	71

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GROUP QUARTERS				
Population In Group Quarters By Type (2015)	5,176			
↓ Correctional Facilities	186	3.6%	30.0%	12
↓ College Dorms	58	1.1%	31.9%	4
↓ Military	0	0.0%	4.2%	0
Nursing Homes	1,747	33.8%	18.7%	180
▲ Other	3,185	61.5%	15.2%	405
RACE/ETHNICITY				
Population By Race/Ethnicity (2015)	287,889			
↓ White (Non-Hispanic)	54,982	19.1%	63.9%	30
African-American (Non-Hisp)	40,465	14.1%	12.7%	111
▲ Hispanic/Latino	135,575	47.1%	18.2%	259
↓ Native American (Non-Hisp)	834	0.3%	0.8%	38
▲ Asian (Non-Hisp)	44,625	15.5%	5.3%	291
▲ Hawaiian & Pacific Islander (Non-Hisp)	2,713	0.9%	0.2%	549
▲ Other Races & Multiple Races (Non-Hisp)	8,695	3.0%	2.4%	125
Asian Population By Race (2015)	45,517			
↓ Chinese	2,472	5.4%	22.4%	24
↓ Japanese	1,417	3.1%	5.1%	61
↓ Indian	1,180	2.6%	19.4%	13
↓ Korean	1,100	2.4%	9.6%	25
↓ Vietnamese	3,071	6.7%	11.0%	62
▲ Other Asian Races	36,277	79.7%	32.5%	245
Hispanic/Latino Population By Race (2015)	135,575			
↓ White	52,947	39.1%	52.9%	74
↓ African-American	2,009	1.5%	2.5%	59
Native American	1,487	1.1%	1.4%	80
▲ Asian	892	0.7%	0.4%	158
▲ Other Races & Multiple Races	78,240	57.7%	42.8%	135
Hispanic/Latino Population By Origin (2015)	135,575			
▲ Mexican	110,180	81.3%	62.6%	130
↓ Puerto Rican	2,150	1.6%	9.4%	17
↓ Cuban	749	0.6%	3.5%	16
↓ Other Hispanic Origin	22,497	16.6%	24.5%	68

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	83,715			
▲ Pre-Primary (Public)	3,685	4.4%	3.4%	128
↓ Pre-Primary (Private)	1,129	1.3%	2.6%	51
Elementary/High School (Public)	51,255	61.2%	58.9%	104
↓ Elementary/High School (Private)	2,262	2.7%	6.6%	41
Enrolled in College	25,383	30.3%	28.4%	107
Population By Education Completed (Age 25 and over) (2015)	187,249			
▲ Elementary (Less than 9 years)	26,822	14.3%	5.9%	243
▲ Some High School (9 to 11 years)	19,528	10.4%	8.0%	131
↓ High School Graduate (12 years)	37,028	19.8%	28.1%	70
Some College (13 to 15 years)	42,571	22.7%	21.3%	107
Associate Degree	13,993	7.5%	7.9%	95
Bachelor's Degree	32,215	17.2%	18.1%	95
↓ Graduate Degree	15,091	8.1%	10.8%	75
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2015)	131,400			
TOTAL WHITE COLLAR	74,070	56.4%	61.5%	92
Executive and Managerial	10,530	8.0%	9.6%	83
Professional Specialty	20,027	15.2%	16.6%	92
↓ Technical Support	8,142	6.2%	8.2%	76
Sales	13,573	10.3%	11.0%	94
Administrative Support & Clerical	21,798	16.6%	16.2%	103
TOTAL BLUE COLLAR	57,331	43.6%	38.5%	113
▲ Service: Private Households	7,424	5.6%	3.7%	154
Service: Protective	3,035	2.3%	2.2%	104
Service: Other	11,492	8.7%	7.4%	118
↓ Farming, Forestry & Fishing	438	0.3%	0.7%	46
Precision Production and Craft	13,654	10.4%	11.0%	95
↓ Operators and Assemblers	3,404	2.6%	3.3%	78
▲ Transportation and Material Moving	10,666	8.1%	6.1%	132
▲ Laborers	7,218	5.5%	4.0%	136

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2015)	224,533			
Employed	129,071	57.5%	57.8%	99
▲ Unemployed	20,263	9.0%	6.2%	146
Not in Labor Force	75,200	33.5%	36.0%	93
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	54,992	63.2%	66.8%	95
With No Own Children	36,653	42.1%	42.2%	100
With Own Children Age 0 to 5 only	4,291	4.9%	5.5%	90
With Own Children Age 6 to 17 only	10,434	12.0%	14.8%	81
With Own Children Both Age 0 to 5 and 6 to 17	3,614	4.2%	4.3%	96
▲ TOTAL NOT WORKING (UNEMPLOYED)	7,497	8.6%	6.2%	139
▲ With No Own Children	4,692	5.4%	3.8%	144
▲ With Own Children Age 0 to 5 only	700	0.8%	0.7%	122
▲ With Own Children Age 6 to 17 only	1,590	1.8%	1.3%	145
With Own Children Both Age 0 to 5 and 6 to 17	515	0.6%	0.5%	108
TOTAL NOT IN THE LABOR FORCE	24,565	28.2%	27.0%	105
With No Own Children	15,147	17.4%	17.1%	102
With Own Children Age 0 to 5 only	1,972	2.3%	2.6%	87
With Own Children Age 6 to 17 only	4,601	5.3%	4.6%	114
▲ With Own Children Both Age 0 to 5 and 6 to 17	2,845	3.3%	2.6%	123
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$23,850 for family of 4) (2015)	100,343			
↓ Above Poverty Line (Households with Children)	46,446	47.7%	60.8%	78
Above Poverty Line (Households without Children)	25,036	25.7%	27.3%	94
▲ Below Poverty Line (Households with Children)	12,899	13.3%	8.1%	164
▲ Below Poverty Line (Households without Children)	10,768	11.1%	6.2%	177
Households By Presence of Retirement Income (2013)				
↓ With Retirement Income	10,044	10.3%	17.6%	59
Without Retirement Income	87,944	90.4%	81.5%	111

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HOUSING				
Occupied Units By Type (2015)	100,343			
↓ Owner Occupied	31,932	31.8%	65.0%	49
▲ Renter Occupied	68,411	68.2%	35.0%	195
Median Rent (2013)	\$1,073		\$904	119
Structures By Number of Units (2015)	109,183			
↓ Single Unit	39,606	36.3%	67.4%	54
▲ 3 to 4 Units	15,811	14.5%	8.1%	178
▲ 5 to 19 Units	30,070	27.5%	9.3%	295
▲ 20 to 49 Units	10,354	9.5%	3.6%	265
▲ 50 or more Units	12,541	11.5%	5.0%	228
↓ Mobile Home	597	0.5%	6.5%	8
▲ Other	205	0.2%	0.1%	221
↓ Single To Multiple Unit Ratio	0.58		2.58	22
Owner-Occupied Property Values (2015)	31,932			
↓ Under \$40,000	530	1.7%	6.5%	26
↓ \$40,000 to \$59,999	236	0.7%	3.8%	20
↓ \$60,000 to \$79,999	263	0.8%	5.3%	16
↓ \$80,000 to \$99,999	155	0.5%	6.7%	7
↓ \$100,000 to 149,999	892	2.8%	15.6%	18
↓ \$150,000 to \$199,999	1,651	5.2%	14.8%	35
\$200,000 to \$299,999	5,151	16.1%	18.4%	88
▲ \$300,000 to \$499,999	12,096	37.9%	16.8%	226
▲ \$500,000 to \$999,999	14,876	46.6%	15.7%	297
▲ \$1,000,000 and over	1,638	5.1%	2.8%	182
▲ Median Property Value	\$431,852		\$191,227	226

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HOUSING (CONTINUED)				
Housing Units By Year Built (2015)	109,183			
↓ 2010 and later	3,462	3.2%	4.3%	74
↓ 2000 to 2009	5,441	5.0%	14.5%	34
↓ 1990 to 1999	4,952	4.5%	13.6%	33
1980 to 1989	12,068	11.1%	13.4%	82
↓ 1970 to 1979	13,099	12.0%	15.3%	79
1960 to 1969	13,701	12.5%	10.5%	119
▲ 1950 to 1959	15,115	13.8%	10.4%	133
▲ 1949 or earlier	41,346	37.9%	18.0%	210
Households By Number of Persons (2015)	100,343			
1 Person Household	29,637	29.5%	27.2%	109
↓ 2 Person Household	25,896	25.8%	32.3%	80
3 Person Household	14,876	14.8%	16.2%	91
4 Person Household	12,392	12.3%	13.1%	94
▲ 5 Person Household	8,294	8.3%	6.5%	128
▲ 6 Person Household	4,572	4.6%	2.7%	166
▲ 7 or more Person Household	4,677	4.7%	1.9%	244
Average Persons Per Household	2.8		2.6	109
Households By Heating Type (2013)	97,988			
Utility and Other Gas	61,372	62.6%	54.0%	116
Electric	28,890	29.5%	36.1%	82
↓ Oil	63	0.1%	6.1%	1
↓ Coal and Wood	106	0.1%	2.2%	5
↓ Solar/Other Fuel	126	0.1%	0.5%	26
▲ No Fuel Used	7,431	7.6%	0.9%	803

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TRANSPORTATION				
Households By Number of Vehicles (2015)	100,343			
▲ No Vehicles	14,539	14.5%	9.1%	159
▲ 1 Vehicle	41,316	41.2%	33.9%	121
2 Vehicle	30,500	30.4%	37.5%	81
↓ 3 or more Vehicles	13,987	13.9%	19.5%	72
Workers By Travel Time to Work (2015)	121,910			
↓ Less than 15 minutes	25,559	21.0%	27.7%	76
15 to 29 minutes	41,707	34.2%	36.4%	94
▲ 30 to 44 minutes	30,416	24.9%	20.2%	124
45 to 59 minutes	10,504	8.6%	7.6%	114
▲ 60 or more minutes	13,725	11.3%	8.2%	138
Average Travel Time to Work (minutes)	31.7		28.0	113
Workers By Type of Transportation to Work (2015)	125,655			
Drive Alone	86,854	69.1%	76.8%	90
Car Pool	14,420	11.5%	9.8%	117
▲ Public Transportation	12,563	10.0%	5.0%	200
▲ Walk to Work	4,648	3.7%	2.8%	131
Other Means	1,258	1.0%	1.2%	83
Work at Home	5,912	4.7%	4.4%	107

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SEGMENT GROUPS

No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	49,631	49.5%	18.4%	269
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	26,990	26.9%	14.7%	184
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	13,218	13.2%	31.4%	42
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	6,879	6.9%	15.1%	45
4	Rural Families (27, 26, 29, 33, 35 and 38)	893	0.9%	13.1%	7
5	Senior Life (7, 20, 21, 22, 30 and 31)	792	0.8%	6.9%	11

INDIVIDUAL SEGMENTS

No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
45	Struggling Urban Diversity	17,083	17.0%	2.5%	693
12	Educated New Starters	15,821	15.8%	2.9%	537
41	Struggling Hispanic Households	15,216	15.2%	1.6%	937
15	Reliable Young Starters	8,184	8.2%	4.3%	192
17	Large Young Families	7,593	7.6%	2.2%	352
46	Struggling Black Households	5,589	5.6%	2.5%	222
48	Struggling Urban Life	5,428	5.4%	0.8%	667
40	Surviving Urban Diversity	3,398	3.4%	4.0%	84
10	Suburban Mid-Life Families	3,109	3.1%	5.5%	56
4	Educated Mid-Life Families	3,087	3.1%	3.4%	90
5	Prosperous Diversity	2,241	2.2%	3.1%	72
8	Rising Potential Professionals	1,903	1.9%	2.3%	81
50	Unclassified Households	1,840	1.8%	0.2%	844
28	Building Country Families	1,800	1.8%	2.8%	64
24	Metro Multi-Ethnic Diversity	1,255	1.3%	2.7%	46
14	Secure Mid-Life Families	1,091	1.1%	0.7%	166
32	Working Urban Life	1,020	1.0%	1.7%	62
25	Working Country Consumers	669	0.7%	4.1%	16
29	Working Country Families	510	0.5%	1.0%	53
37	Rising Multi-Ethnic Urbanites	373	0.4%	0.6%	66

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
27	Country Family Diversity	359	0.4%	0.3%	105
20	Cautious and Mature	346	0.3%	2.6%	13
39	New Beginning Urbanites	340	0.3%	2.8%	12
43	Laboring Urban Diversity	329	0.3%	0.5%	65
44	Laboring Urban Life	313	0.3%	0.1%	416
1	Traditional Affluent Families	293	0.3%	3.5%	8
21	Mature and Stable	265	0.3%	0.6%	47
19	Educated and Promising	205	0.2%	0.1%	260
3	Mid-Life Prosperity	167	0.2%	1.5%	11
47	University Life	155	0.2%	0.8%	21
49	Exception Households	134	0.1%	0.2%	53
30	Urban Senior Life	76	0.1%	0.8%	9
22	Mature and Established	56	0.1%	1.8%	3
7	Prosperous and Mature	47	0.0%	0.5%	9
18	Working Urban Families	28	0.0%	4.0%	1
26	Working Suburban Families	24	0.0%	0.1%	20
23	Established Empty-Nesters	9	0.0%	3.4%	0
13	Affluent Educated Urbanites	9	0.0%	0.4%	2
9	Educated Working Families	8	0.0%	0.1%	9
11	Young Suburban Families	2	0.0%	3.0%	0
31	Mature Country Families	2	0.0%	0.5%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
35	Laboring Country Families	0	0.0%	2.7%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
TOTALS		100,377	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2015 Households Likely to Be:

↓ Strongly Involved with Their Faith	29.0%	35.4%	82
↓ Somewhat Involved with Their Faith	24.6%	29.9%	82
▲ Not Involved with Their Faith	46.1%	34.7%	133

Estimated 2015 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.3%	22.1%	74
Decreased Their Involvement with Their Faith in the Last 10 Years	23.6%	23.7%	99

RELIGIOUS PREFERENCE INDICATOR

Estimated 2015 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	159
↓ Baptist	10.4%	16.1%	65
↓ Catholic	20.3%	23.7%	86
↓ Congregational	1.5%	2.0%	78
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	255
Episcopal	2.6%	2.9%	90
↓ Holiness	0.4%	0.8%	43
▲ Jehovah's Witnesses	1.4%	1.1%	135
Judaism	3.4%	3.2%	109
↓ Lutheran	5.4%	7.2%	74
↓ Methodist	4.8%	10.1%	48
▲ Mormon	3.3%	1.8%	186
▲ New Age	1.4%	0.6%	247
▲ Non-Denominational / Independent	11.0%	6.9%	158
Orthodox	0.3%	0.3%	93
▲ Pentecostal	3.0%	2.4%	124
↓ Presbyterian / Reformed	4.0%	4.6%	88
▲ Unitarian / Universalist	0.9%	0.7%	126
▲ Interested but No Preference	6.1%	3.9%	159
▲ Not Interested and No Preference	18.1%	11.1%	163

Likely to Have Changed Their Preference in the Last 10 Years	18.5%	16.8%	110
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2015 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.5%	4.0%	113
Lets them do what they want and is supportive	11.8%	11.7%	101
▲ Lets them do what they want and stays out of the way	5.4%	4.8%	113
Works with them on deciding what to do and helps them do it	78.4%	79.6%	98

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PRIMARY CONCERN INDICATOR

Estimated 2015 Households Likely to Be Primarily Concerned With:

THE BASICS:

Maintaining Personal Health	40.2%	43.5%	93
↓ Finding/Providing Health Insurance	22.7%	29.0%	78
Day-to-Day Financial Worries	32.6%	31.6%	103
▲ Finding Employment Opportunities	17.9%	14.4%	124
▲ Finding Affordable Housing	20.3%	11.3%	180
Providing Adequate Food	9.2%	8.6%	108
Finding Child Care	6.7%	6.3%	106

FAMILY PROBLEMS:

Dealing With Alcohol/Drug Abuse	15.5%	16.7%	93
Dealing With Teen / Child Problems	19.5%	20.7%	94
↓ Finding/Providing Aging Parent Care	12.4%	15.5%	80
▲ Dealing With Abusive Relationships	12.9%	11.4%	114
↓ Dealing With Divorce	3.3%	4.5%	75

COMMUNITY PROBLEMS:

▲ Neighborhood Crime and Safety	38.4%	27.0%	142
↓ Finding/Providing Good Schools	20.4%	23.5%	87
↓ Dealing with Problems in Schools	11.1%	13.6%	82
▲ Dealing With Racial / Ethnic Prejudice	18.9%	13.1%	144
▲ Dealing With Neighborhood Gangs	18.7%	8.5%	220
▲ Dealing with Social Injustice	15.4%	11.3%	136

HOPES AND DREAMS:

Achieving Long-term Financial Security	49.5%	50.6%	98
Finding Time for Recreation / Leisure	23.6%	25.3%	93
↓ Finding Better Quality Healthcare	21.1%	23.9%	88
Finding A Satisfying Job / Career	18.8%	19.3%	97
↓ Finding Retirement Opportunities	14.7%	18.9%	78
↓ Achieving A Fulfilling Marriage	17.7%	22.3%	79
↓ Developing Parenting Skills	11.3%	14.7%	76
▲ Achieving Educational Objectives	9.1%	7.5%	122

SPIRITUAL / PERSONAL:

Dealing With Stress	26.7%	29.8%	90
▲ Finding Companionship	21.3%	17.3%	123
↓ Finding A Good Church	10.8%	15.2%	71
↓ Finding Spiritual Teaching	11.5%	12.9%	89
Finding Life Direction	13.8%	14.0%	99

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KEY VALUES INDICATOR

Estimated 2015 Households Likely to Agree With the Following Statements:

GOD:			
"I believe there is a God"	82.6%	84.5%	98
"God is actively involved in the world including nations and their governments"	60.8%	63.8%	95
SOCIETY:			
"It is important to preserve the traditional American family structure"	88.0%	91.5%	96
"A healthy environment has become a national crisis"	84.9%	82.8%	103
"Public education is essential to the future of American society"	92.8%	94.0%	99
INSTITUTIONAL ROLES:			
"Government should be the primary provider of human welfare services"	54.2%	50.1%	108
"The role of Churches / Synagogues is to help form and support moral values"	79.6%	81.1%	98
"Churches and religious organizations should provide more human services"	68.2%	62.6%	109
RACIAL / ETHNIC CHANGE:			
▲ "The United States must open its doors to all people groups"	41.4%	36.3%	114
"The changing racial / ethnic face of America is a threat to our national heritage"	33.7%	36.3%	93

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2015 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than \$100 per year	56.4%	59.8%	94
↓ More than \$500 per year	26.5%	31.2%	85
↓ More than \$1,000 per year	13.4%	17.4%	77
TO CHARITIES:			
More than \$100 per year	35.6%	33.7%	106
More than \$500 per year	6.6%	6.8%	97
↓ More than \$1,000 per year	2.0%	2.3%	87
TO COLLEGES AND UNIVERSITIES:			
More than \$100 per year	16.9%	16.1%	105
More than \$500 per year	4.6%	4.3%	107
More than \$1,000 per year	2.2%	2.2%	100

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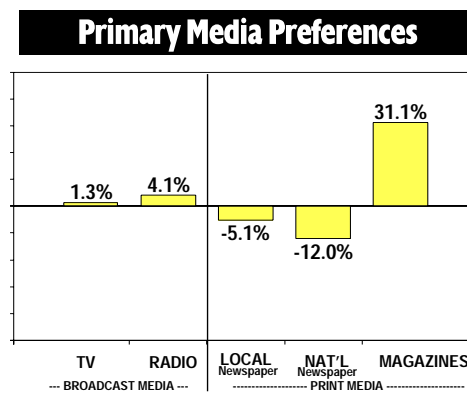
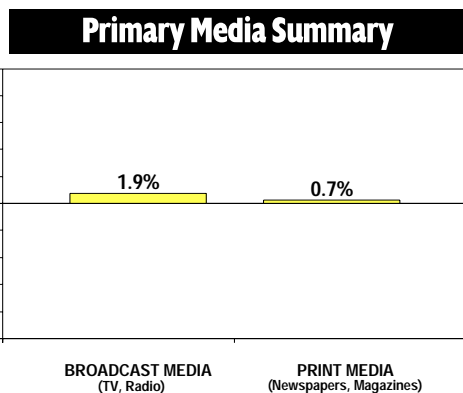
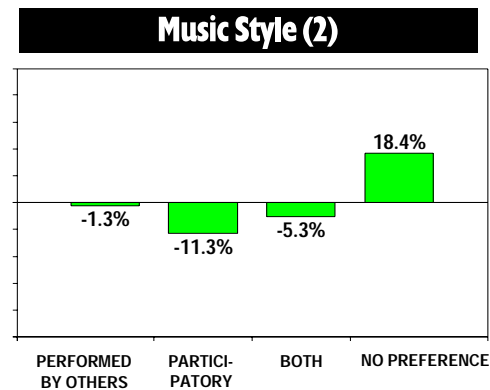
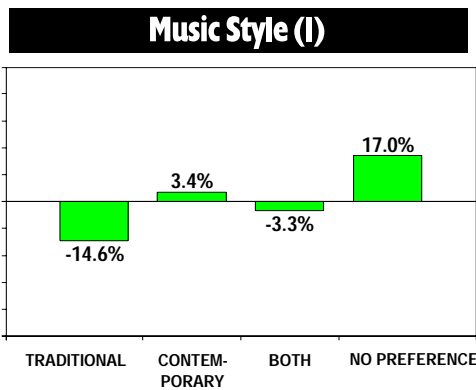
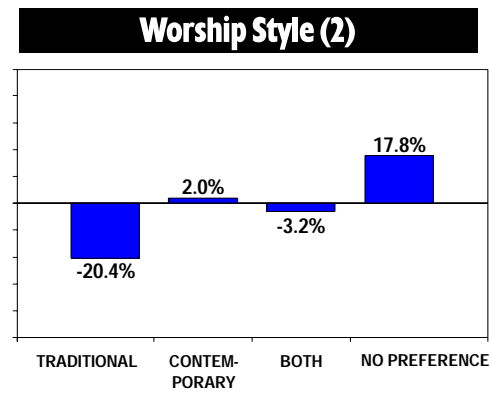
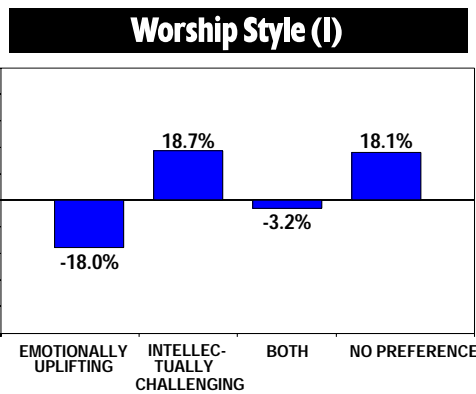
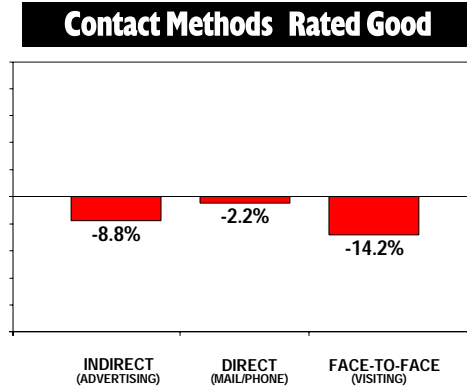
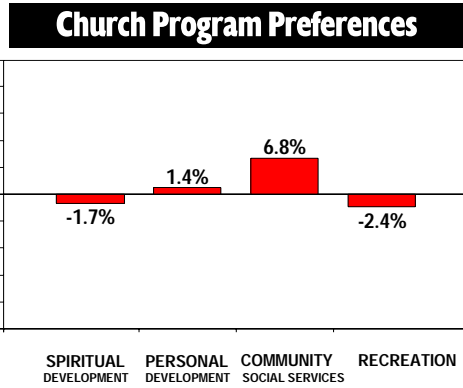
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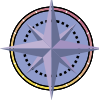
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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2015 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:			
Bible Study Discussion and Prayer Groups	38.1%	41.1%	93
Adult Theological Discussion Groups	21.5%	22.5%	96
▲ Spiritual Retreats	14.4%	11.6%	124
PERSONAL DEVELOPMENT:			
↓ Marriage Enrichment Opportunities	13.4%	15.2%	88
▲ Parent Training Programs	9.0%	7.8%	115
▲ Twelve Step Programs	4.6%	3.5%	132
Divorce Recovery	2.3%	2.4%	94
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	24.4%	22.5%	108
▲ Care for the Terminally Ill	17.5%	15.7%	111
↓ Food and Clothing Resources	9.7%	11.1%	87
▲ Day Care Services	7.7%	6.1%	126
Church Sponsored Day-School	6.0%	5.7%	105
RECREATION:			
Youth Social Programs	27.7%	29.7%	93
Family Activities and Outings	29.5%	32.8%	90
Active Retirement Programs	25.0%	26.8%	93
▲ Cultural Programs (Music, Drama, Art)	22.2%	18.9%	117
▲ Sports or Camping	7.5%	6.3%	118

SUMMARY	
Spiritual Development Index	98
Personal Development Index	101
Community/Social Services Index	107
Recreation Index	98



Coordinates: 33:48.28 118:11.30
 Date: 12/17/2014

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

Study Area Definition:
3.0 Mile Radius

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			

WORSHIP STYLE INDICATOR

Estimated 2015 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.6%	26.4%	82
▲ B. Intellectually Challenging	13.2%	11.1%	119
C. Both A and B	37.9%	39.2%	97
▲ D. No Preference or Not Interested	27.6%	23.4%	118

PART 2:

↓ A. Traditional/Formal/Ceremonial	16.1%	20.2%	80
B. Contemporary/Informal	26.8%	26.3%	102
C. Both A and B	25.7%	26.5%	97
▲ D. No Preference or Not Interested	31.7%	26.9%	118

MUSIC STYLE INDICATOR

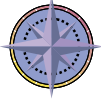
Estimated 2015 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	20.8%	24.4%	85
B. Contemporary	20.4%	19.7%	103
C. Both A and B	30.1%	31.1%	97
▲ D. No Preference or Not Interested	29.0%	24.8%	117

PART 2:

A. Performed by Others	18.5%	18.7%	99
↓ B. Participatory	20.3%	22.9%	89
C. Both A and B	30.5%	32.2%	95
▲ D. No Preference or Not Interested	31.0%	26.2%	118



Coordinates: 33:48.28 118:11.30
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MISSION EMPHASIS INDICATOR

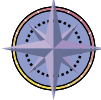
Estimated 2015 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:			
A. Community	20.9%	22.0%	95
B. Personal Spiritual Development	14.7%	14.3%	103
C. Both A and B	34.5%	37.4%	92
▲ D. No Preference or Not Interested	30.1%	26.3%	114
PART 2:			
A. Global Mission	6.3%	6.2%	102
B. Local Mission	29.9%	33.3%	90
C. Both A and B	28.3%	30.1%	94
▲ D. No Preference or Not Interested	35.8%	30.4%	118

CHURCH ARCHITECTURE INDICATOR

Estimated 2015 Households Likely to Prefer Church Architecture which is:

PART 1:			
↓ A. Traditional	22.2%	26.6%	83
▲ B. Contemporary	18.4%	15.9%	116
C. Both A and B	30.5%	32.3%	94
▲ D. No Preference or Not Interested	29.1%	25.1%	116
PART 2:			
A. Somber/Serious	8.8%	9.4%	93
B. Light and Airy	34.4%	34.7%	99
C. Both A and B	24.9%	27.7%	90
▲ D. No Preference or Not Interested	31.8%	28.2%	113



Coordinates: 33:48.28 118:11.30
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Study Area Definition:
 3.0 Mile Radius

Description	Study Area	U.S. Average	U.S. Comparative Index
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PRIMARY MEDIA PREFERENCE

Estimated 2015 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

Television	47.9%	47.3%	101
Radio	13.9%	13.3%	104

PRINT MEDIA:

Local Newspaper	36.0%	36.1%	100
↓ National Newspaper	3.8%	4.3%	88
▲ Magazines	3.4%	2.4%	141

SECONDARY MEDIA PREFERENCE

Estimated 2015 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

Television	30.7%	31.9%	96
Radio	22.9%	23.8%	96

PRINT MEDIA:

Local Newspaper	31.0%	32.7%	95
▲ National Newspaper	6.8%	5.8%	118
▲ Magazines	9.2%	7.0%	131

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	102



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Study Area Definition:
 3.0 Mile Radius

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			

CHURCH CONTACT METHODS RATED GOOD

Estimated 2015 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	33.9%	36.2%	93
↓ Putting Ad in Local Newspaper	28.9%	33.8%	85
Local Cable Channels	28.9%	30.4%	95
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	51.5%	53.7%	96
Calling and Offering to Send Information By Mail	28.2%	29.5%	95
▲ Calling and Discussing on the Phone	13.5%	12.0%	112
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	16.0%	20.1%	79
Going Door to Door	13.3%	14.0%	95

CHURCH CONTACT METHODS RATED POOR

Estimated 2015 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	20.5%	19.6%	105
▲ Putting Ad in Local Newspaper	27.2%	21.5%	126
Local Cable Channels	31.4%	30.7%	102
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	17.2%	13.3%	129
▲ Calling and Offering to Send Information By Mail	37.9%	34.0%	111
Calling and Discussing on the Phone	64.0%	60.6%	106
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	54.8%	49.6%	110
Going Door to Door	65.0%	64.0%	102

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	91
Direct Methods Index	98
↓ Face-to-Face Methods Index	86

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	110
Direct Methods Index	110
Face-to-Face Methods Index	105