

YOUR ORGANIZATION NAME HERE - YOUR CITY, CA

MINISTRY AREA BY BLOCK GROUP

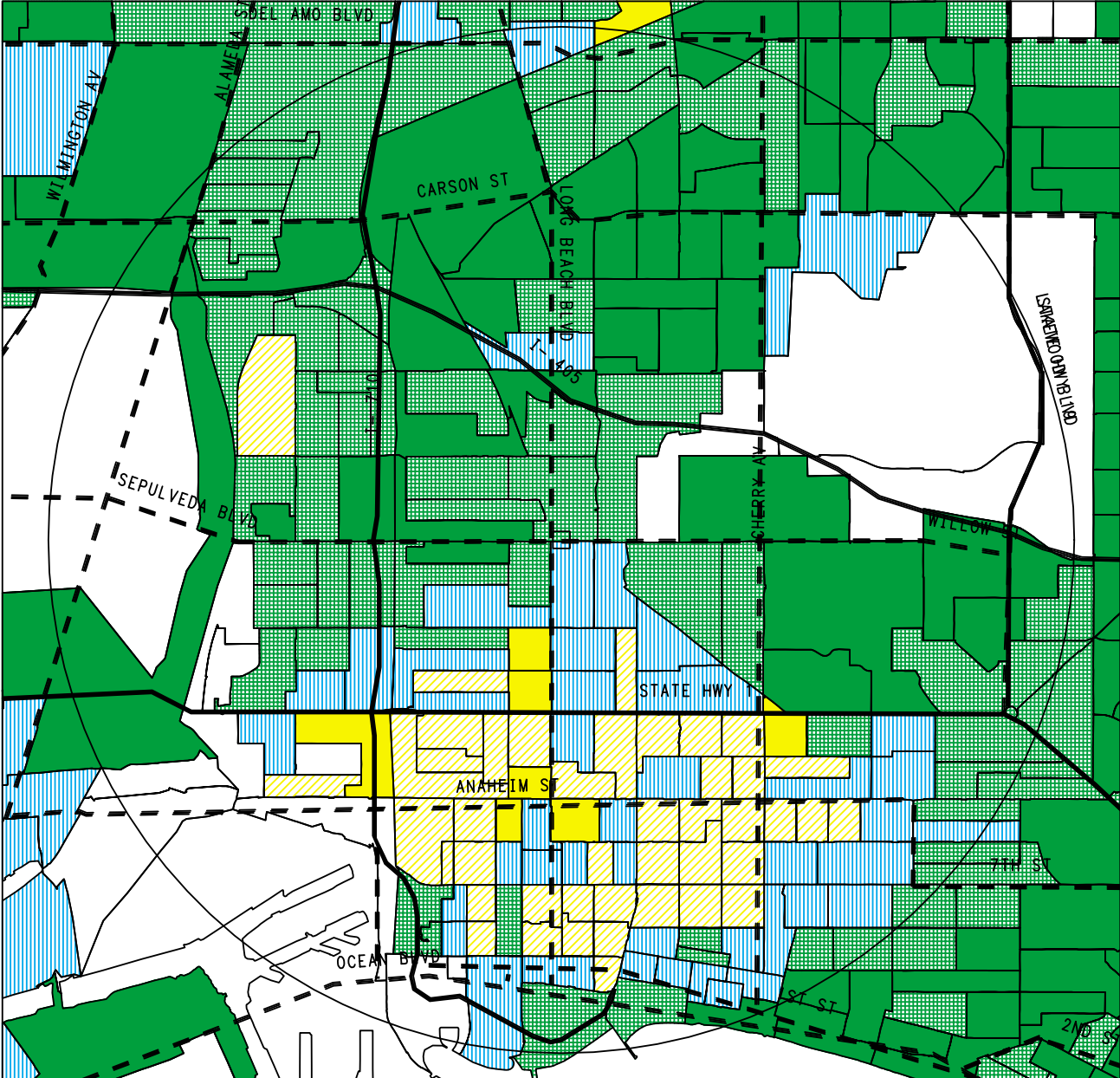
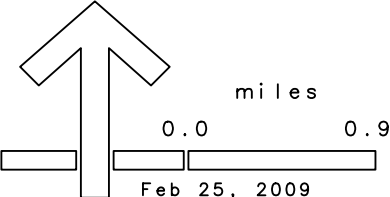
ESTIMATED 2009 AVERAGE HOUSEHOLD INCOME

- \$17,500 to \$25,000
- \$25,000 to \$35,000
- \$35,000 to \$50,000
- \$50,000 to \$75,000
- \$75,000 to \$225,000

National Average: \$67,918

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

Only areas with at least 10 households shown

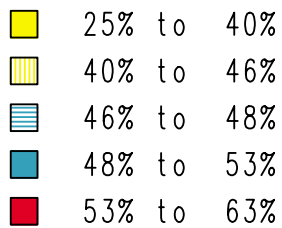


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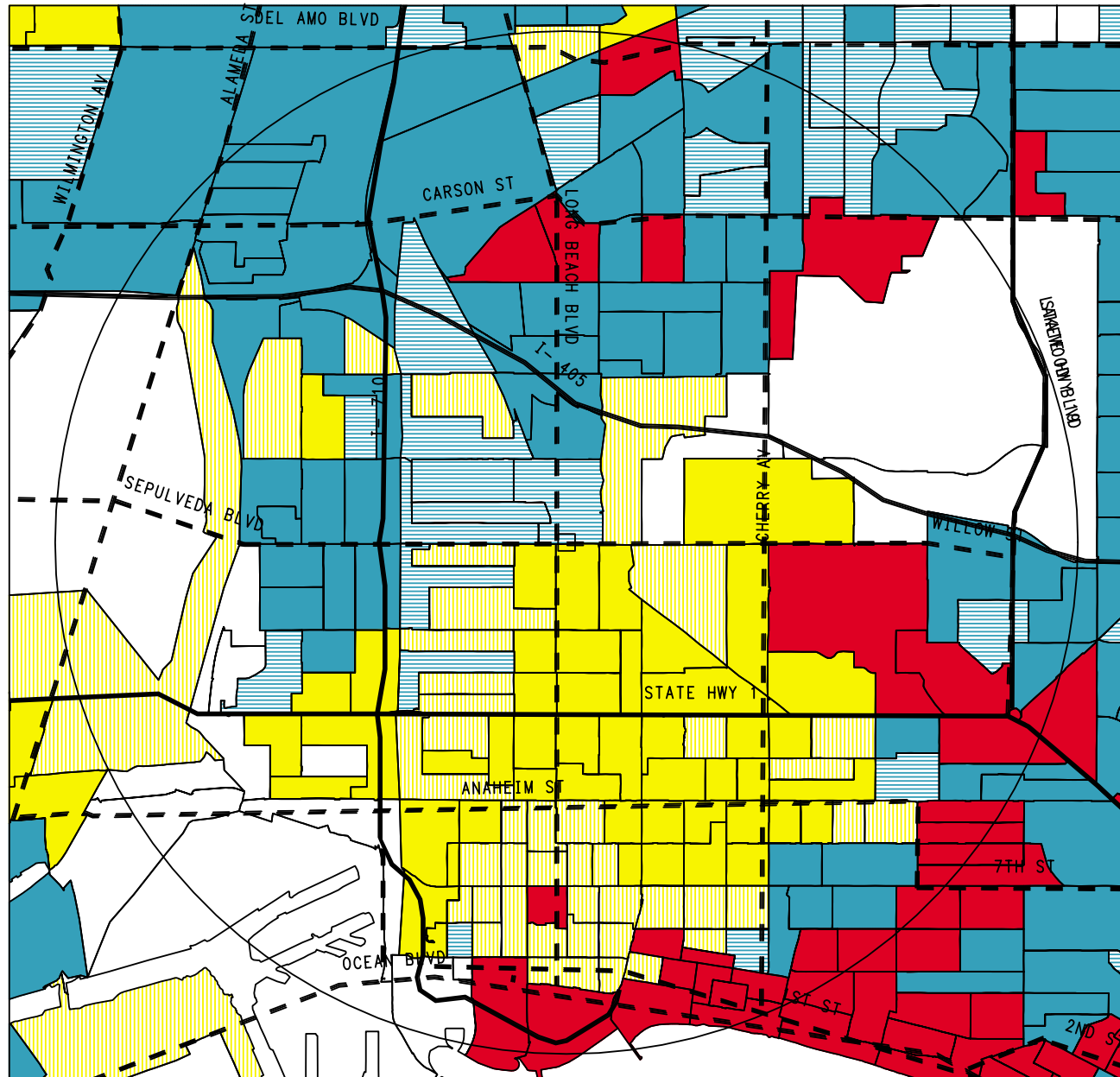
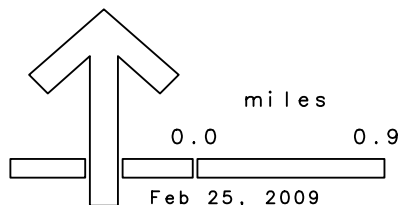
ESTIMATED PERCENTAGE
OF 2009 HOUSEHOLDS WITH
LIKELIHOOD OF
NO FAITH INVOLVEMENT



National Average: 34.7%

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

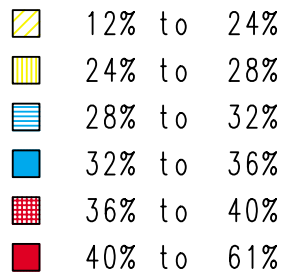
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PERCENTAGE OF 2009
POPULATION:
AGES 30-49

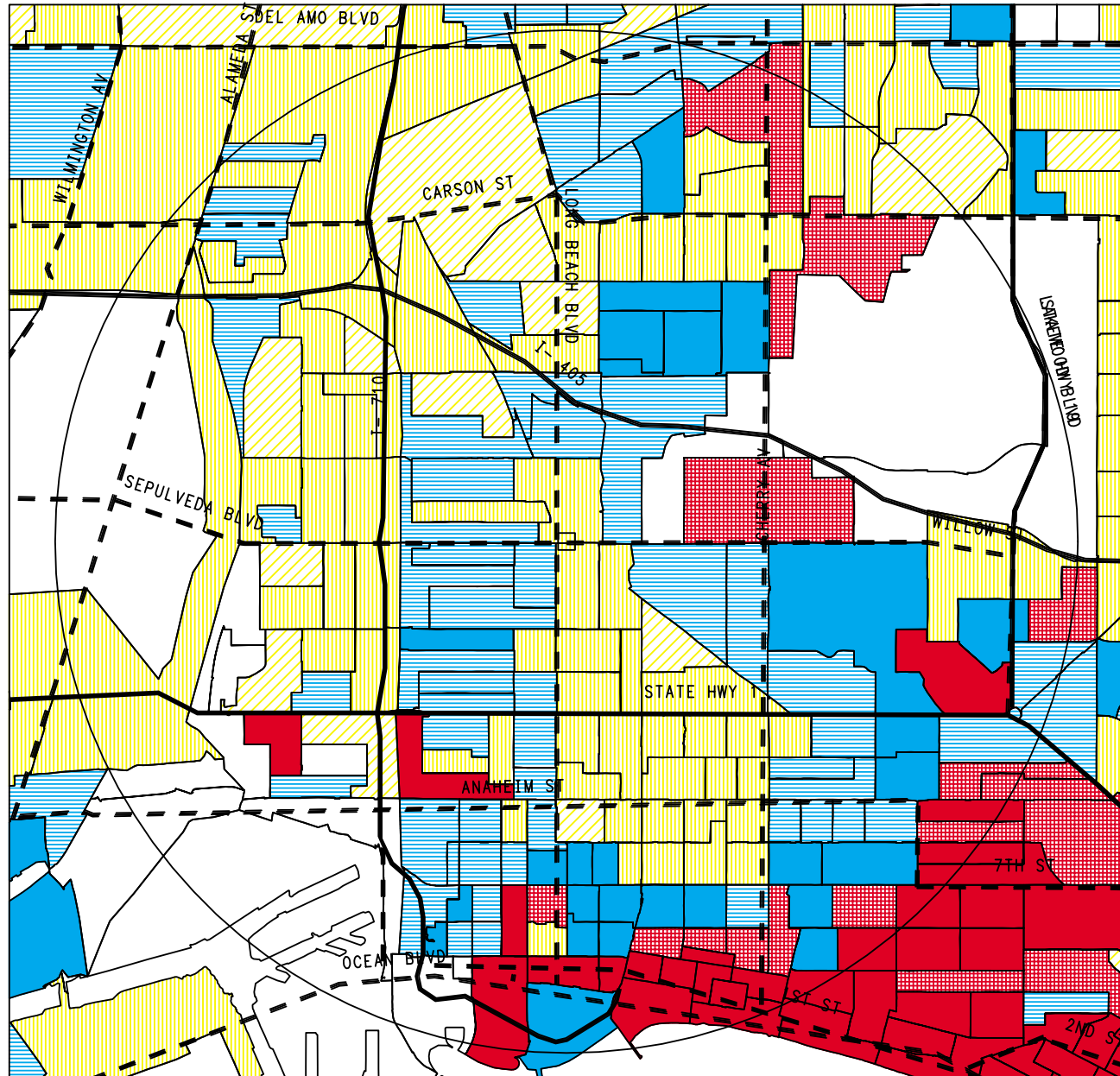
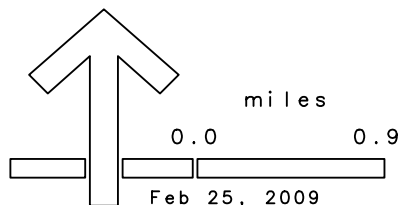


National Average: 28%

Site Location
with 3 mile radius

Major Highways
 Major Roads

Only areas with at least 10 households shown



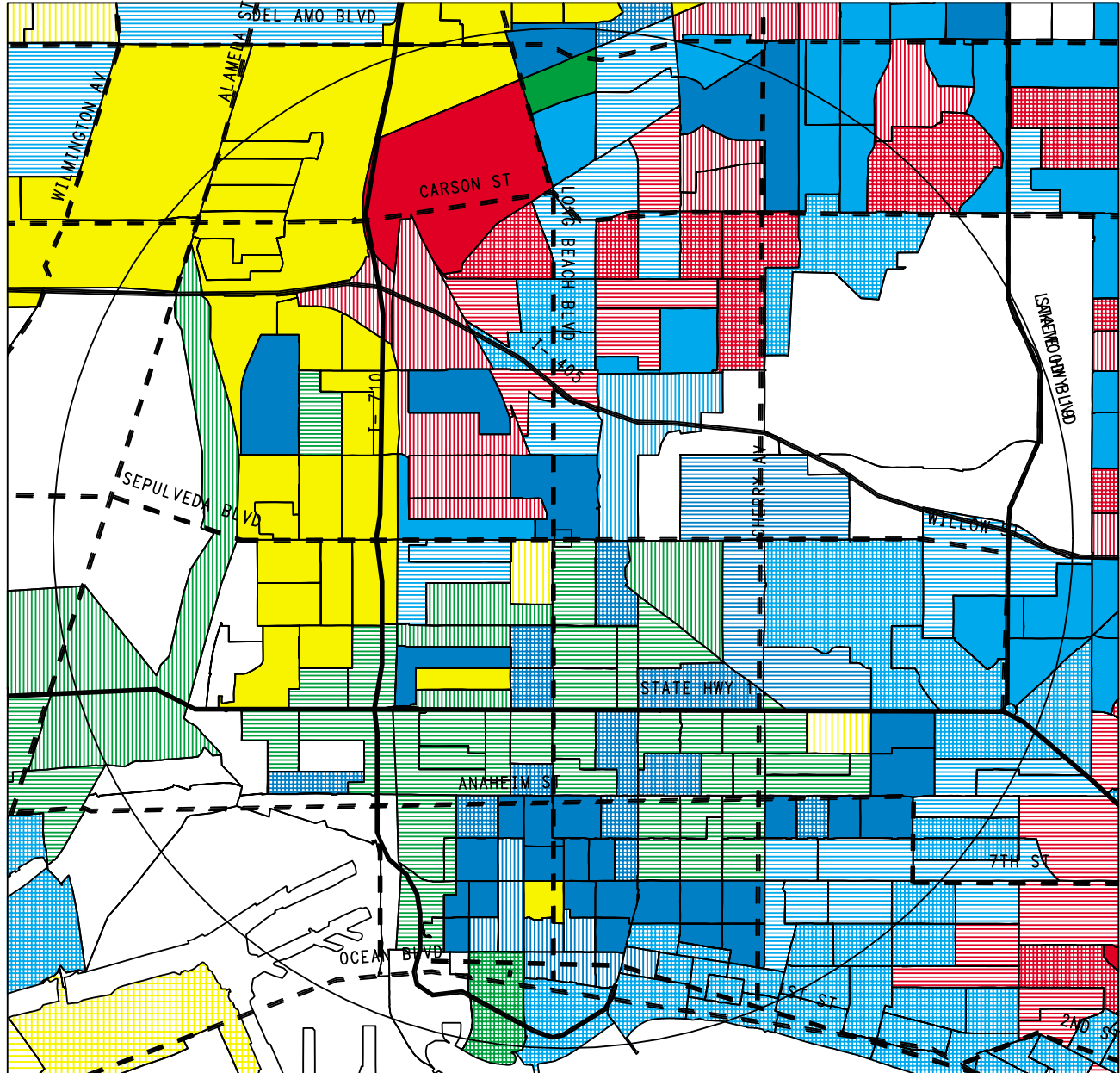
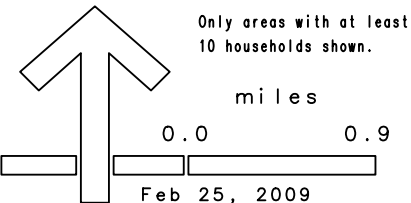
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MINISTRY AREA BY BLOCK GROUP

PRIMARY U.S. LIFESTYLES SEGMENT

- Traditional Affluent Families
- Educated Mid-Life Families
- Prosperous Diversity
- Rising Potential Professionals
- Suburban Mid-Life Families
- Educated New Starters
- Secure Mid-Life Families
- Reliable Young Starters
- Large Young Families
- Established Empty-Nesters
- Metro Multi-Ethnic Diversity
- Building Country Families
- Working Urban Life
- Rising Multi-Ethnic Urbanites
- Surviving Urban Diversity
- Struggling Hispanic Households
- Struggling Urban Diversity
- Struggling Black Households
- Struggling Urban Life
- Unclassified Households







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



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MINISTRY AREA BY BLOCK GROUP

PERCENTAGE OF 2009
POPULATION:
AGES 18-29

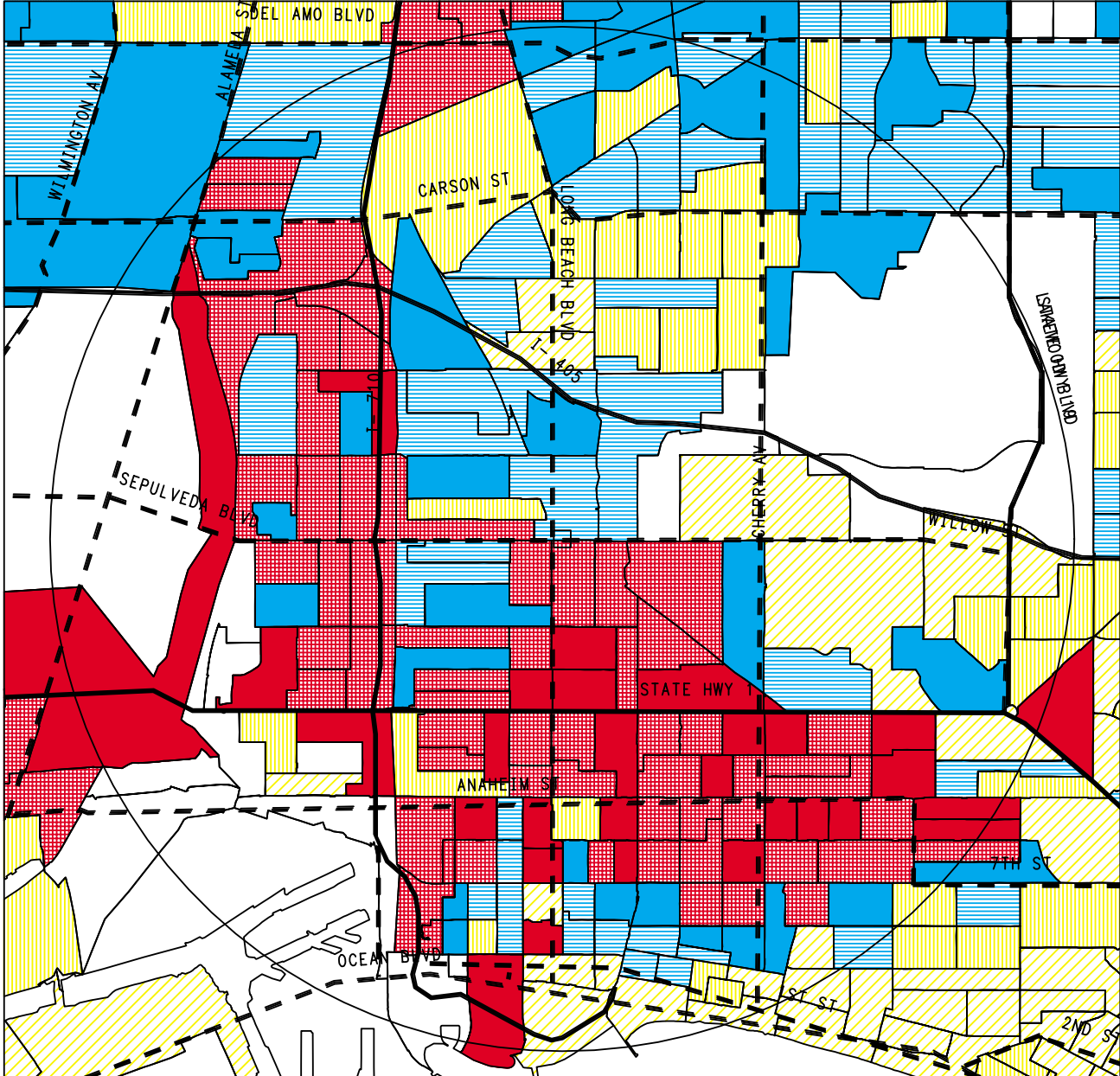
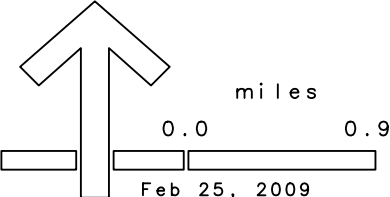
-  4% to 11%
-  11% to 13%
-  13% to 16%
-  16% to 18%
-  18% to 21%
-  21% to 48%

National Average: 16.8%

 Site Location
with 3 mile radius

-  Major Highways
-  Major Roads

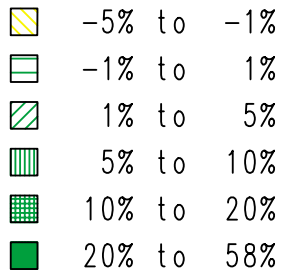
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MINISTRY AREA BY BLOCK GROUP

PROJECTED POPULATION
GROWTH PERCENTAGE
BETWEEN 2009 AND 2014



National Average: 4.9%

Site Location
with 3 mile radius

Major Highways
 Major Roads

Only areas with at least 10 households shown

