

Based upon the area you are studying, read the following questions and check one answer for each.

1 Approximately how many people are currently estimated to reside in the area?

- a) Less than 5,000
- b) 5,000 to 9,999
- c) 10,000 to 19,999
- d) 20,000 to 29,999
- e) 30,000 or more

2 Over the next five years, how is the population projected to change in the area?

- a) Decline by more than 1%
- b) Grow or decline by less than 1%
- c) Grow between 1% and 5%
- d) Grow between 6% and 10%
- e) Grow by more than 10%

3 Which of the following lifestyle groups is the largest in number?

- a) Affluent Families
- b) Middle American Families
- c) Young and Coming
- d) Rural Families
- e) Senior Life
- f) Ethnic and Urban Diversity

4 What percentage of the population is non-Anglo?

- a) Less than 1%
- b) 1% to 9%
- c) 10% to 24%
- d) 25% to 49%
- e) 50% or more

5 Which of the following racial/ethnic groups is projected to grow the fastest over the next five years?

- a) Anglo
- b) African-American
- c) Hispanic / Latino
- d) Asian
- e) Native American & Others

6 What percentage of households is estimated to have no faith involvement?

- a) Less than 10%
- b) 10% to 19%
- c) 20% to 29%
- d) 30% to 39%
- e) 40% or more

7 What is the average age in the area?

- a) Less than 25
- b) 25 to 29
- c) 30 to 34
- d) 35 to 39
- e) 40 or more

8 What is the average annual household income estimated to be in the area?

- a) Less than \$25,000
- b) \$25,000 to \$49,999
- c) \$50,000 to \$74,999
- d) \$75,000 to \$99,999
- e) \$100,000 or more

9 Of households with children under 18, what percentage are headed by a single parent?

- a) Less than 10%
- b) 10% to 19%
- c) 20% to 29%
- d) 30% to 39%
- e) 40% or more

10 What percentage of the people age 25 and older has completed college?

- a) Less than 10%
- b) 10% to 19%
- c) 20% to 29%
- d) 30% to 39%
- e) 40% or more

Answers to the 10 Questions may be found in any Percept demographic report (i.e., 10 Facts, FirstView, Ministry Area Profile, Context)