

# ministry area profile 2004

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Your City, CA 90001

**Study Area Definition:**  
3.0 Mile Radius





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

Currently, there are 342,885 persons residing in the defined study area. This represents an increase of 38,519 or 12.7% since 1990. During the same period of time, the U.S. as a whole grew by 16.9%. (see page 4)



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

Yes, between 2004 and 2009, the population is projected to increase by 6.4% or 22,014 additional persons. During the same period, the U.S. population is projected to grow by 5.3%. (see page 4)



### 3 How much lifestyle diversity is represented?

The lifestyle diversity in the area is *extremely high* with a considerable 38 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated New Starters* representing 19.8% of all households. (see pages 13 and 14)



### 4 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 25.1% of the population and all other racial/ethnic groups make up a substantial 74.9% which is well above the national average of 32%. The largest of these groups, *Hispanics/Latinos*, accounts for 40.7% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 13.6% between 2004 and 2009. (see pages 4 and 7)



### 5 What are the major generational groups represented?

The largest age group in terms of numbers is *Millennials* (age 3 to 22) comprised of 116,272 persons or 33.9% of the total population in the area. *Survivors* (age 23 to 43) make up 33.1% of the population which compared to a national average of 28.4% makes them the most over-represented group in the area. (see page 4)



### 6 Overall, how traditional are the family structures?

The area can be described as *extremely non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)



### 7 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 69.3% of the population aged 25 and over have graduated from high school as compared to the national average of 80.4%, college graduates account for 21.2% of those over 25 in the area versus 24.4% in the U.S. (see page 8)



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

Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Affordable Housing, Racial/Ethnic Prejudice, Neighborhood Crime and Safety, Social Injustice* and *Finding Companionship*. (see page 16)



### 9 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 page 15)



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

Based upon the average household income of \$50,081 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)

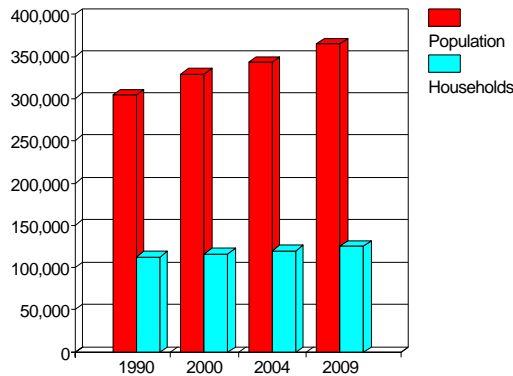


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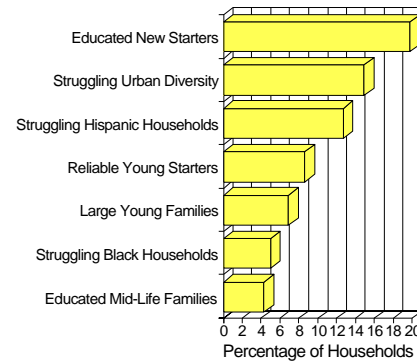
Study Area Definition:  
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### Population and Households

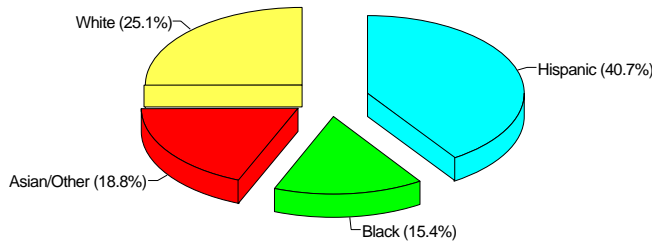


The population in the study area has increased by 13864 persons, or 4.2% since 2000 and is projected to increase by 2204 persons, or 6.4% between 2004 and 2009. The number of households has increased by 3355, or 2.9% since 2000 and is projected to increase by 5588, or 4.7% between 2004 and 2009.

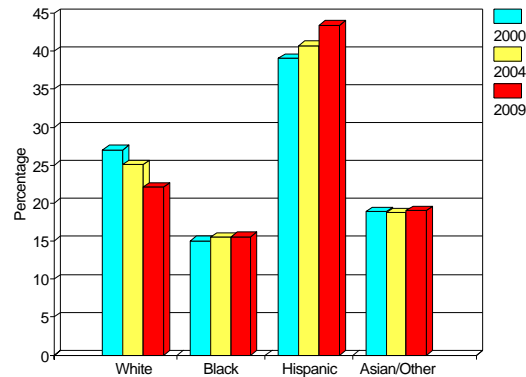
### Primary U.S. Lifestyles Segments-2004



### Population By Race/Ethnicity-2004

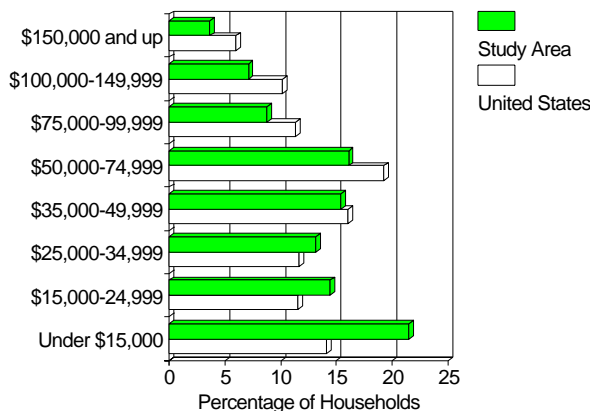


### Population By Race/Ethnicity Trend

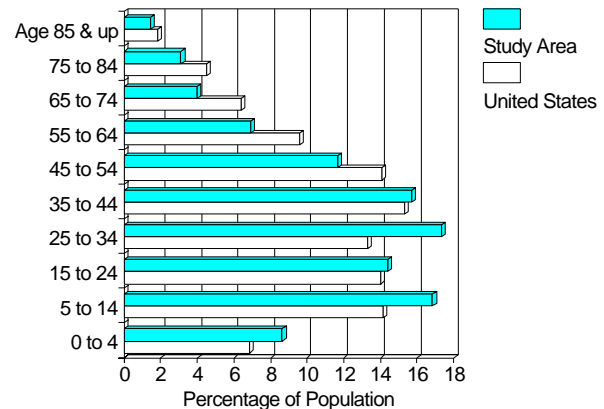


Between 2004 and 2009, the White population is projected to decrease by 5348 persons and to decrease from 25.1% to 22.1% of the total population. The Black population is projected to increase by 3654 persons and to remain stable at 15.5% of the total. The Hispanic/Latino population is projected to increase by 18909 persons and to increase from 40.7% to 43.4% of the total. The Asian/Other population is projected to increase by 4799 persons and to increase from 18.8% to 19.0% of the total population.

### Households By Income-2004



### Population by Age-2004



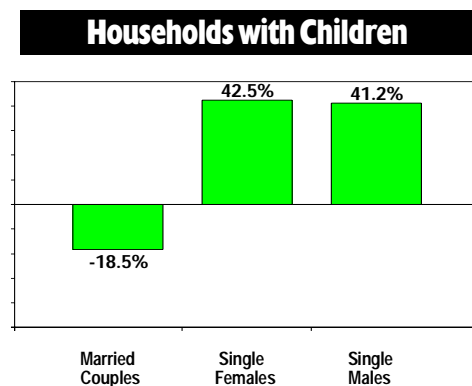
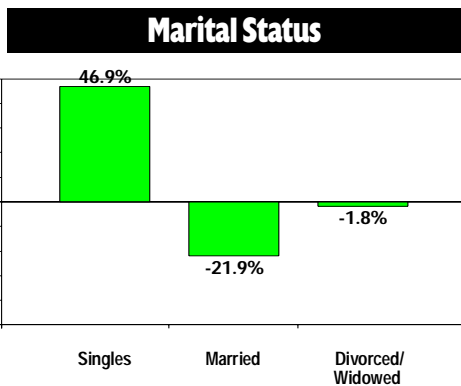
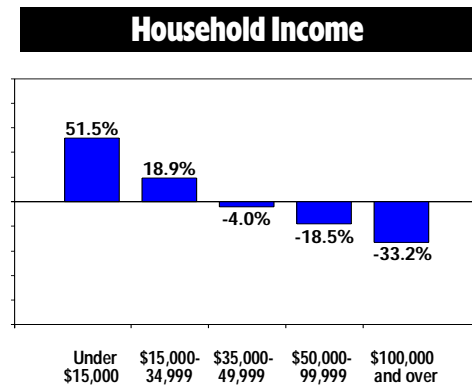
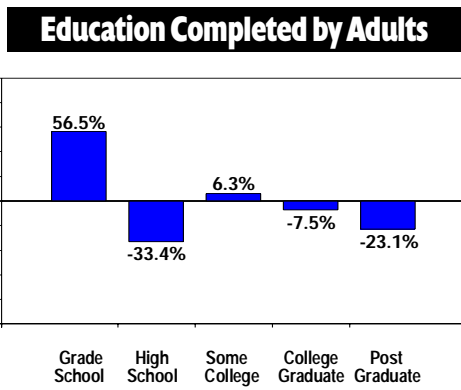
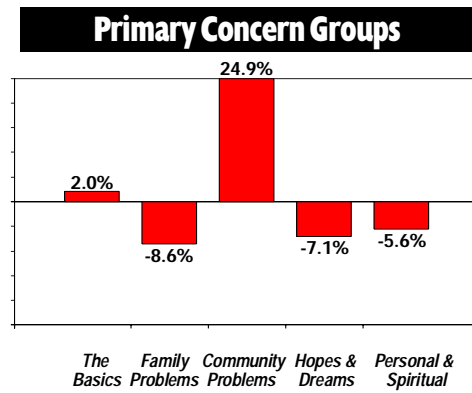
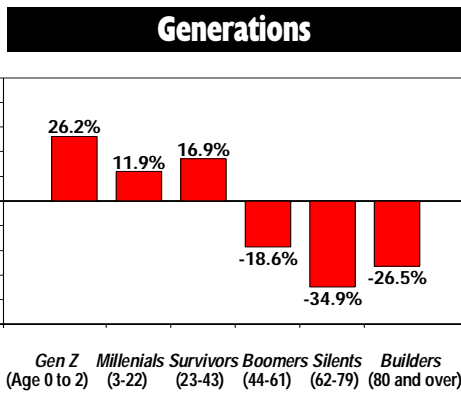
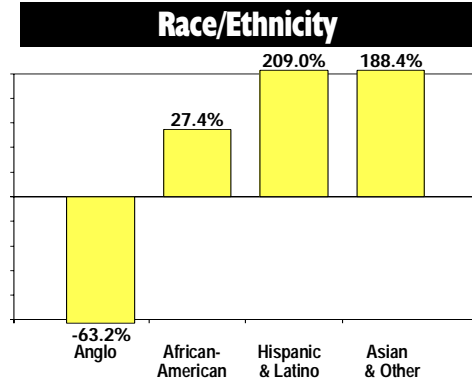
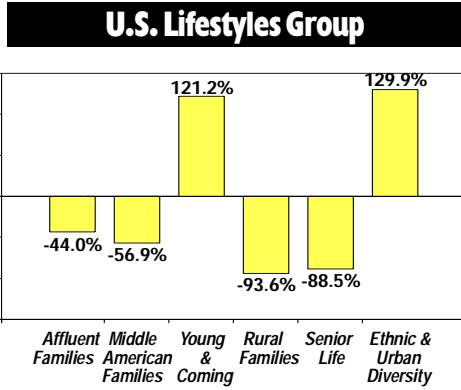
The average household income in the study area is \$50081 a year as compared to the U.S. average of \$63207. The average age in the study area is 32.7 and is projected to increase to 33.7 by 2009. The average age in the U.S. is 37.0 and is projected to increase to 37.8 by 2009.



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POPULATION				
	1990 Census	2000 Census	2004 Update	2009 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	304,366	329,021	342,885	364,899
Population Change		24,655	13,864	22,014
Percentage Change		8.1%	4.2%	6.4%
▲ <b>Average Annual Growth Rate</b>		0.8%	1.1%	1.3%
▲ <b>Density (Pop. per square mile)</b>	10,765	11,637	12,127	12,906
HOUSEHOLDS				
▲ <b>Households</b>	112,271	116,297	119,652	125,240
Household Change		4,026	3,355	5,588
Percentage Change		3.6%	2.9%	4.7%
▲ <b>Average Annual Growth Rate</b>		0.4%	0.7%	0.9%
▲ <b>Persons Per Household</b>	2.65	2.77	2.80	2.85

POPULATION BY RACE/ETHNICITY						
	2000 Census		2004 Update		2009 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	88,940	27.0%	86,008	25.1%	80,660	22.1%
▲ <b>African-American (Non-Hisp)</b>	49,513	15.0%	52,975	15.4%	56,629	15.5%
▲ <b>Hispanic/Latino</b>	128,470	39.0%	139,524	40.7%	158,433	43.4%
Asian/Other (Non-Hisp)	62,097	18.9%	64,377	18.8%	69,176	19.0%
POPULATION BY GENDER						
Female	167,521	50.9%	173,925	50.7%	185,118	50.7%
Male	161,500	49.1%	168,960	49.3%	179,781	49.3%
POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	0	0.0%	14,785	4.3%	49,083	13.5%
Millennials (Born 1982 to 2001)	102,099	31.0%	110,609	32.3%	106,978	29.3%
↓ Survivors (Born 1961 to 1981)	119,814	36.4%	119,304	34.8%	119,645	32.8%
↓ Boomers (Born 1943 to 1960)	67,541	20.5%	61,089	17.8%	60,806	16.7%
↓ Silents (Born 1925 to 1942)	26,391	8.0%	26,791	7.8%	22,745	6.2%
↓ Builders (Born 1924 and earlier)	13,176	4.0%	10,309	3.0%	5,641	1.5%
AGE						
▲ <b>Average Age</b>		32.0		32.7		33.7
▲ <b>Median Age</b>		30.0		31.0		32.3
INCOME						
▲ <b>Average Household Income</b>		\$46,983		\$50,081		\$54,226
▲ <b>Median Household Income</b>		\$36,849		\$39,851		\$43,370
▲ <b>Per Capita Income</b>		\$16,607		\$17,476		\$18,611



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**HOUSEHOLDS BY INCOME**

▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census		2004 Update		2009 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	3,560	3.1%	4,371	3.7%	5,610	4.5%
▲ \$100,000 to \$149,999	6,848	5.9%	8,518	7.1%	10,808	8.6%
▲ \$75,000 to \$99,999	9,379	8.1%	10,499	8.8%	11,850	9.5%
▲ \$50,000 to \$74,999	18,405	15.8%	19,268	16.1%	20,783	16.6%
\$35,000 to \$49,999	17,767	15.3%	18,394	15.4%	19,010	15.2%
↓ \$25,000 to \$34,999	15,907	13.7%	15,707	13.1%	15,594	12.5%
↓ \$15,000 to \$24,999	17,842	15.3%	17,285	14.4%	16,871	13.5%
↓ Under \$15,000	26,590	22.9%	25,611	21.4%	24,713	19.7%

**POPULATION BY PHASE OF LIFE**

Before Formal Schooling (Age 0-4)	27,834	8.5%	29,569	8.6%	31,154	8.5%
Required Formal Schooling (5-17)	69,158	21.0%	72,085	21.0%	76,358	20.9%
↓ College Years, Career Starts (18-24)	37,601	11.4%	34,926	10.2%	33,114	9.1%
↓ Singles and Young Families (25-34)	58,913	17.9%	59,438	17.3%	56,574	15.5%
▲ Families, Empty Nesters (35-54)	88,914	27.0%	93,885	27.4%	105,166	28.8%
▲ Enrichment Years Singles/Couples (55-64)	19,394	5.9%	23,667	6.9%	30,558	8.4%
▲ Retirement Opportunities (65+)	27,206	8.3%	29,316	8.5%	31,974	8.8%

**POPULATION BY AGE (DETAIL)**

Under 5 years	27,834	8.5%	29,569	8.6%	31,154	8.5%
↓ 5 to 9 years	30,166	9.2%	29,300	8.5%	29,882	8.2%
10 to 14 years	25,683	7.8%	28,435	8.3%	29,430	8.1%
▲ 15 to 17 years	13,309	4.0%	14,350	4.2%	17,046	4.7%
18 to 20 years	15,477	4.7%	13,399	3.9%	14,465	4.0%
↓ 21 to 24 years	22,124	6.7%	21,527	6.3%	18,649	5.1%
↓ 25 to 29 years	29,356	8.9%	28,158	8.2%	25,725	7.0%
30 to 34 years	29,557	9.0%	31,280	9.1%	30,849	8.5%
↓ 35 to 39 years	28,407	8.6%	28,077	8.2%	29,807	8.2%
▲ 40 to 44 years	24,655	7.5%	25,753	7.5%	28,692	7.9%
▲ 45 to 49 years	19,826	6.0%	22,070	6.4%	25,009	6.9%
▲ 50 to 54 years	16,026	4.9%	17,985	5.2%	21,658	5.9%
▲ 55 to 59 years	11,723	3.6%	13,937	4.1%	17,477	4.8%
▲ 60 to 64 years	7,671	2.3%	9,730	2.8%	13,081	3.6%
▲ 65 to 69 years	6,847	2.1%	7,337	2.1%	8,970	2.5%
70 to 74 years	6,205	1.9%	6,352	1.9%	6,785	1.9%
75 to 84 years	9,784	3.0%	10,636	3.1%	10,578	2.9%
▲ 85 or more years	4,370	1.3%	4,991	1.5%	5,641	1.5%



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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older</b>	245,338			
▲ Single (Never Married)	<b>97,630</b>	<b>39.8%</b>	<b>27.1%</b>	<b>147</b>
↓ Married	108,238	44.1%	56.5%	78
Divorced/Widowed	39,470	16.1%	16.4%	98
<b>Marital Status Females 15 and Older</b>	126,481			
▲ Single (Never Married)	<b>44,980</b>	<b>35.6%</b>	<b>24.1%</b>	<b>147</b>
Married	55,374	43.8%	54.6%	80
Divorced/Widowed	26,127	20.7%	21.3%	97
<b>Marital Status Males 15 and Older</b>	118,857			
▲ Single (Never Married)	<b>52,650</b>	<b>44.3%</b>	<b>30.3%</b>	<b>146</b>
↓ Married	52,864	44.5%	58.6%	76
Divorced/Widowed	13,343	11.2%	11.2%	101
<b>FAMILY STRUCTURE</b>				
<b>Households By Type</b>	116,297			
▲ Single Male	<b>18,277</b>	<b>15.7%</b>	<b>11.0%</b>	<b>143</b>
Single Female	18,000	15.5%	14.8%	104
↓ Married Couple	41,798	35.9%	52.5%	68
▲ Other Family - Male Head of Household	<b>7,151</b>	<b>6.1%</b>	<b>4.1%</b>	<b>151</b>
▲ Other Family - Female Head of Household	<b>20,198</b>	<b>17.4%</b>	<b>11.8%</b>	<b>147</b>
▲ Non Family - Male Head of Household	<b>6,418</b>	<b>5.5%</b>	<b>3.4%</b>	<b>163</b>
▲ Non Family - Female Head of Household	<b>4,456</b>	<b>3.8%</b>	<b>2.4%</b>	<b>162</b>
<b>Households With Children 0 to 18</b>	45,225			
Married Couple Family	25,417	56.2%	68.9%	82
▲ Other Family - Male Head of Household	<b>4,320</b>	<b>9.6%</b>	<b>6.8%</b>	<b>141</b>
▲ Other Family - Female Head of Household	<b>14,961</b>	<b>33.1%</b>	<b>23.2%</b>	<b>142</b>
Non Family	528	1.2%	1.1%	108
<b>Population By Household Type</b>	328,914			
Family Households	258,386	78.6%	82.2%	96
▲ Non Family Households	<b>63,217</b>	<b>19.2%</b>	<b>15.0%</b>	<b>128</b>
Group Quarters	7,312	2.2%	2.8%	80



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type</b>	7,312			
↓ Institutions	2,746	37.6%	52.2%	72
↓ College Dorm	479	6.6%	26.5%	25
↓ Military	1	0.0%	4.6%	0
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
<b>▲ Other</b>	<b>4,086</b>	<b>55.9%</b>	<b>16.7%</b>	<b>334</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity</b>	329,021			
↓ White (Non-Hispanic)	88,940	27.0%	69.1%	39
<b>▲ African-American (Non-Hisp)</b>	<b>49,513</b>	<b>15.0%</b>	<b>12.0%</b>	<b>126</b>
<b>▲ Hispanic/Latino</b>	<b>128,470</b>	<b>39.0%</b>	<b>12.5%</b>	<b>312</b>
↓ Native American (Non-Hisp)	1,335	0.4%	0.7%	55
<b>▲ Asian (Non-Hisp)</b>	<b>45,735</b>	<b>13.9%</b>	<b>3.6%</b>	<b>386</b>
<b>▲ Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>3,224</b>	<b>1.0%</b>	<b>0.1%</b>	<b>805</b>
<b>▲ Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>12,044</b>	<b>3.7%</b>	<b>1.9%</b>	<b>189</b>
<b>Asian Population By Race</b>	46,194			
↓ Chinese	2,058	4.5%	22.6%	20
↓ Japanese	2,131	4.6%	7.8%	59
↓ Indian	994	2.2%	16.4%	13
↓ Korean	1,134	2.5%	10.5%	23
↓ Vietnamese	3,487	7.5%	11.0%	69
<b>▲ Other Asian Races</b>	<b>36,390</b>	<b>78.8%</b>	<b>31.8%</b>	<b>248</b>
<b>Hispanic/Latino Population By Race</b>	128,470			
↓ White	42,064	32.7%	47.8%	69
↓ African-American	1,231	1.0%	1.9%	52
Native American	1,328	1.0%	1.0%	102
<b>▲ Asian</b>	<b>459</b>	<b>0.4%</b>	<b>0.3%</b>	<b>121</b>
<b>▲ Other Races &amp; Multiple Races</b>	<b>83,388</b>	<b>64.9%</b>	<b>49.0%</b>	<b>132</b>
<b>Hispanic/Latino Population By Origin</b>	128,470			
<b>▲ Mexican</b>	<b>98,992</b>	<b>77.1%</b>	<b>58.6%</b>	<b>132</b>
↓ Puerto Rican	1,809	1.4%	9.7%	15
↓ Cuban	719	0.6%	3.5%	16
↓ Other Hispanic Origin	26,850	20.9%	28.4%	74



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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 and over)</b>	312,433			
▲ <b>Pre-Primary (Public)</b>	<b>9,993</b>	<b>3.2%</b>	<b>2.3%</b>	<b>139</b>
↓ Pre-Primary (Private)	2,008	0.6%	1.1%	60
▲ <b>Elementary/High School (Public)</b>	<b>62,314</b>	<b>19.9%</b>	<b>16.6%</b>	<b>120</b>
↓ Elementary/High School (Private)	3,504	1.1%	1.9%	58
▲ <b>Enrolled in College</b>	<b>28,417</b>	<b>9.1%</b>	<b>6.5%</b>	<b>141</b>
Not Enrolled in School	206,198	66.0%	71.6%	92
<b>EDUCATION</b>				
<b>Population By Education Completed (Age 25 and over)</b>	194,428			
▲ <b>Elementary (Less than 9 years)</b>	<b>32,206</b>	<b>16.6%</b>	<b>7.5%</b>	<b>219</b>
Some High School (9 to 11 years)	27,432	14.1%	12.1%	117
↓ High School Graduate (12 years)	37,054	19.1%	28.6%	67
Some College (13 to 15 years)	43,843	22.5%	21.0%	107
Associate Degree	12,703	6.5%	6.3%	103
Bachelor's Degree	27,950	14.4%	15.5%	92
↓ Graduate Degree	13,240	6.8%	8.9%	77
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over)</b>	131,937			
TOTAL WHITE COLLAR	77,591	58.8%	60.3%	97
Executive and Managerial	15,884	12.0%	13.5%	90
Professional Specialty	15,045	11.4%	10.7%	106
Technical Support	10,815	8.2%	9.5%	86
Sales	13,706	10.4%	11.2%	92
Administrative Support & Clerical	22,141	16.8%	15.4%	109
TOTAL BLUE COLLAR	54,346	41.2%	39.7%	104
▲ <b>Service: Private Households</b>	<b>4,452</b>	<b>3.4%</b>	<b>2.8%</b>	<b>121</b>
Service: Protective	2,647	2.0%	2.0%	102
Service: Other	10,286	7.8%	6.8%	114
↓ Farming, Forestry & Fishing	188	0.1%	0.7%	19
Precision Production and Craft	16,399	12.4%	12.4%	100
↓ Operators and Assemblers	5,765	4.4%	5.5%	79
Transportation and Material Moving	9,366	7.1%	6.1%	116
▲ <b>Laborers</b>	<b>5,243</b>	<b>4.0%</b>	<b>3.3%</b>	<b>121</b>



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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over)</b>	240,832			
Employed	132,203	54.9%	60.3%	91
▲ <b>Unemployed</b>	<b>15,172</b>	<b>6.3%</b>	<b>3.7%</b>	<b>172</b>
Not in Labor Force	93,457	38.8%	36.1%	108
<b>Households With Families By Number of Workers</b>				
No Workers	9,476	13.7%	12.7%	108
▲ <b>1 Worker</b>	<b>26,851</b>	<b>38.8%</b>	<b>30.4%</b>	<b>128</b>
2 Workers	25,589	37.0%	45.0%	82
3 or more Workers	7,231	10.5%	11.9%	88
<b>Total Female Population By Work Status (Age 16 and over)</b>				
TOTAL WORKING	60,045	48.4%	54.2%	89
With No Children	40,089	32.3%	33.8%	95
With Children Age 0 to 5 only	4,857	3.9%	4.4%	88
↓ With Children Age 6 to 17 only	10,396	8.4%	12.4%	68
With Children Both Age 0 to 5 and 6 to 17	4,703	3.8%	3.6%	106
▲ <b>TOTAL NOT WORKING (UNEMPLOYED)</b>	<b>7,301</b>	<b>5.9%</b>	<b>3.3%</b>	<b>176</b>
▲ <b>With No Children</b>	<b>4,506</b>	<b>3.6%</b>	<b>2.2%</b>	<b>166</b>
▲ <b>With Children Age 0 to 5 only</b>	<b>755</b>	<b>0.6%</b>	<b>0.3%</b>	<b>175</b>
▲ <b>With Children Age 6 to 17 only</b>	<b>1,157</b>	<b>0.9%</b>	<b>0.6%</b>	<b>168</b>
▲ <b>With Children Both Age 0 to 5 and 6 to 17</b>	<b>883</b>	<b>0.7%</b>	<b>0.3%</b>	<b>271</b>
<b>TOTAL NOT IN THE LABOR FORCE</b>				
TOTAL NOT IN THE LABOR FORCE	56,838	45.8%	42.5%	108
With No Children	38,016	30.6%	32.9%	93
▲ <b>With Children Age 0 to 5 only</b>	<b>4,939</b>	<b>4.0%</b>	<b>2.7%</b>	<b>145</b>
▲ <b>With Children Age 6 to 17 only</b>	<b>7,328</b>	<b>5.9%</b>	<b>4.3%</b>	<b>137</b>
▲ <b>With Children Both Age 0 to 5 and 6 to 17</b>	<b>6,555</b>	<b>5.3%</b>	<b>2.5%</b>	<b>207</b>
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$17,603 for family of 4 in '00)</b>	116,297			
Above Poverty Line (Householder Age 0 to 64)	78,814	67.8%	69.5%	97
↓ Above Poverty Line (Householder Age 65 and over)	13,364	11.5%	18.7%	61
▲ <b>Below Poverty Line (Householder Age 0 to 64)</b>	<b>22,047</b>	<b>19.0%</b>	<b>9.4%</b>	<b>203</b>
↓ Below Poverty Line (Householder Age 65 and over)	2,073	1.8%	2.4%	74
<b>Households By Presence of Retirement Income</b>				
↓ With Retirement Income	12,160	10.5%	16.7%	62
Without Retirement Income	104,137	89.5%	83.3%	108



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<b>HOUSING</b>				
<b>Occupied Units By Type</b>	116,099			
↓ Owner Occupied	37,874	32.6%	66.2%	49
▲ Renter Occupied	78,225	67.4%	33.8%	199
Median Rent	\$668		\$657	102
<b>Vacant Units By Type</b>	6,523			
▲ For Rent	3,528	54.1%	25.7%	211
▲ For Sale	1,239	19.0%	13.7%	139
↓ Seasonal	602	9.2%	37.1%	25
↓ Other	1,154	17.7%	23.5%	75
<b>Structures By Number of Units</b>	122,622			
↓ Single Unit	45,047	36.7%	65.8%	56
▲ 2 to 9 Units	35,859	29.2%	13.7%	213
▲ 10 to 19 Units	18,143	14.8%	4.0%	370
▲ 20 to 49 Units	11,269	9.2%	3.3%	275
▲ 50 or more Units	11,390	9.3%	5.3%	175
↓ Mobile Home	732	0.6%	7.6%	8
↓ Other	182	0.1%	0.2%	66
↓ Single To Multiple Unit Ratio	0.59		2.50	24
<b>2000 Owner-Occupied Property Values</b>	27,755			
↓ Under \$25,000	159	0.6%	2.4%	24
↓ \$25,000 to \$49,999	115	0.4%	7.5%	6
↓ \$50,000 to \$74,999	287	1.0%	16.3%	6
↓ \$75,000 to \$99,999	874	3.1%	14.1%	22
\$100,000 to 149,999	5,463	19.7%	23.7%	83
▲ \$150,000 to \$199,999	9,235	33.3%	14.6%	227
▲ \$200,000 to \$299,999	6,979	25.1%	11.9%	211
▲ \$300,000 to \$399,999	2,331	8.4%	4.4%	190
▲ \$400,000 to \$499,999	1,150	4.1%	2.1%	200
▲ \$500,000 and over	1,162	4.2%	2.9%	143
▲ 2000 Median Property Value	\$226,747		\$158,934	143



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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built</b>	122,622			
↓ 1995 to 2000	1,679	1.4%	9.7%	14
↓ 1990 to 1994	4,308	3.5%	7.3%	48
↓ 1980 to 1989	13,229	10.8%	15.8%	68
↓ 1970 to 1979	17,004	13.9%	18.5%	75
1960 to 1969	19,471	15.9%	13.7%	116
▲ 1950 to 1959	<b>22,451</b>	<b>18.3%</b>	<b>12.7%</b>	<b>144</b>
▲ 1940 to 1949	<b>19,280</b>	<b>15.7%</b>	<b>7.3%</b>	<b>216</b>
▲ 1939 or earlier	<b>25,199</b>	<b>20.6%</b>	<b>15.0%</b>	<b>137</b>
<b>Households By Number of Persons</b>	116,297			
▲ 1 Person Household	<b>36,277</b>	<b>31.2%</b>	<b>25.8%</b>	<b>121</b>
↓ 2 Person Household	29,498	25.4%	32.5%	78
3 Person Household	16,276	14.0%	16.5%	85
4 Person Household	13,977	12.0%	14.3%	84
5 Person Household	9,260	8.0%	6.7%	119
▲ 6 Person Household	<b>5,819</b>	<b>5.0%</b>	<b>2.7%</b>	<b>188</b>
▲ 7 or more Person Household	<b>5,191</b>	<b>4.5%</b>	<b>1.7%</b>	<b>266</b>
Average Persons Per Household	2.8		2.6	107
<b>Population By Urban/Rural</b>	329,021			
▲ Urban	<b>329,021</b>	<b>100.0%</b>	<b>79.0%</b>	<b>127</b>
↓ Rural	0	0.0%	21.0%	0
<b>Households By Heating Type</b>	116,099			
▲ Utility Gas	<b>83,225</b>	<b>71.7%</b>	<b>51.2%</b>	<b>140</b>
↓ Other Gas	1,727	1.5%	6.5%	23
↓ Electric	26,487	22.8%	30.3%	75
↓ Oil	79	0.1%	9.0%	1
↓ Coal	0	0.0%	0.1%	0
↓ Wood	146	0.1%	1.7%	7
↓ Solar/Other Fuel	372	0.3%	0.4%	74
▲ No Fuel Used	<b>4,063</b>	<b>3.5%</b>	<b>0.7%</b>	<b>505</b>
<b>Households By Presence of Telephone</b>	116,099			
With Telephone	112,177	96.6%	97.6%	99
▲ Without Telephone	<b>3,921</b>	<b>3.4%</b>	<b>2.4%</b>	<b>139</b>



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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles</b>	116,099			
▲ No Vehicles	<b>21,918</b>	<b>18.9%</b>	<b>10.3%</b>	<b>183</b>
▲ 1 Vehicle	<b>50,671</b>	<b>43.6%</b>	<b>34.2%</b>	<b>127</b>
↓ 2 Vehicle	31,723	27.3%	38.4%	71
↓ 3 or more Vehicles	11,787	10.2%	17.1%	59
<b>Workers By Travel Time to Work</b>	125,168			
↓ Work At Home	3,267	2.6%	3.4%	77
↓ Less than 10 minutes	10,765	8.6%	14.4%	60
10 to 29 minutes	60,389	48.2%	51.1%	94
▲ 30 to 59 minutes	<b>40,569</b>	<b>32.4%</b>	<b>26.5%</b>	<b>122</b>
▲ 60 to 89 minutes	<b>9,336</b>	<b>7.5%</b>	<b>5.2%</b>	<b>143</b>
90 or more minutes	4,110	3.3%	2.8%	119
Average Travel Time to Work (minutes)	28.9		25.5	113
<b>Workers By Type of Transportation to Work</b>	128,435			
Drive Alone	89,798	69.9%	75.7%	92
▲ Car Pool	<b>19,113</b>	<b>14.9%</b>	<b>12.2%</b>	<b>122</b>
▲ Public Transportation	<b>10,381</b>	<b>8.1%</b>	<b>4.7%</b>	<b>171</b>
▲ Motorcycle	<b>1,265</b>	<b>1.0%</b>	<b>0.5%</b>	<b>200</b>
Walk to Work	3,542	2.8%	2.9%	94
Other Means	1,069	0.8%	0.7%	118
↓ Work at Home	3,267	2.5%	3.3%	78



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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	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	50,552	42.2%	18.4%	230
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	38,788	32.4%	14.7%	221
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	16,211	13.5%	31.4%	43
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	10,135	8.5%	15.1%	56
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	994	0.8%	13.1%	6
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	948	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.		
12	Educated New Starters	23,702	19.8%	2.9%	675
45	Struggling Urban Diversity	17,865	14.9%	2.5%	608
41	Struggling Hispanic Households	15,236	12.7%	1.6%	787
15	Reliable Young Starters	10,288	8.6%	4.3%	202
17	Large Young Families	8,271	6.9%	2.2%	321
46	Struggling Black Households	6,029	5.0%	2.5%	200
4	Educated Mid-Life Families	5,178	4.3%	3.4%	127
10	Suburban Mid-Life Families	5,025	4.2%	5.5%	76
48	Struggling Urban Life	4,490	3.8%	0.8%	462
8	Rising Potential Professionals	3,892	3.3%	2.3%	139
40	Surviving Urban Diversity	3,433	2.9%	4.0%	71
5	Prosperous Diversity	3,136	2.6%	3.1%	84
28	Building Country Families	1,999	1.7%	2.8%	60
50	Unclassified Households	1,867	1.6%	0.2%	718
24	Metro Multi-Ethnic Diversity	1,694	1.4%	2.7%	52
14	Secure Mid-Life Families	1,366	1.1%	0.7%	174
32	Working Urban Life	1,105	0.9%	1.7%	56
25	Working Country Consumers	808	0.7%	4.1%	16
29	Working Country Families	544	0.5%	1.0%	47
27	Country Family Diversity	425	0.4%	0.3%	104



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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.		
20	Cautious and Mature	423	0.4%	2.6%	13
43	Laboring Urban Diversity	376	0.3%	0.5%	62
39	New Beginning Urbanites	367	0.3%	2.8%	11
44	Laboring Urban Life	324	0.3%	0.1%	361
1	Traditional Affluent Families	285	0.2%	3.5%	7
21	Mature and Stable	283	0.2%	0.6%	42
19	Educated and Promising	265	0.2%	0.1%	282
3	Mid-Life Prosperity	170	0.1%	1.5%	9
37	Rising Multi-Ethnic Urbanites	167	0.1%	0.6%	25
49	Exception Households	154	0.1%	0.2%	52
47	University Life	103	0.1%	0.8%	11
30	Urban Senior Life	93	0.1%	0.8%	9
7	Prosperous and Mature	89	0.1%	0.5%	14
22	Mature and Established	58	0.0%	1.8%	3
11	Young Suburban Families	50	0.0%	3.0%	1
18	Working Urban Families	36	0.0%	4.0%	1
26	Working Suburban Families	25	0.0%	0.1%	18
23	Established Empty-Nesters	13	0.0%	3.4%	0
9	Educated Working Families	9	0.0%	0.1%	9
13	Affluent Educated Urbanites	4	0.0%	0.4%	1
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
<b>TOTALS</b>		<b>119,649</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2004 Households Likely to Be:**

↓ Strongly Involved with Their Faith	28.7%	35.4%	81
↓ Somewhat Involved with Their Faith	24.4%	29.9%	82
▲ Not Involved with Their Faith	<b>46.8%</b>	<b>34.7%</b>	<b>135</b>

**Estimated 2004 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.4%	22.1%	74
Decreased Their Involvement with Their Faith in the Last 10 Years	23.6%	23.7%	99

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2004 Households Likely to Prefer:**

▲ Adventist	<b>0.8%</b>	<b>0.5%</b>	<b>159</b>
↓ Baptist	10.0%	16.1%	62
↓ Catholic	20.5%	23.7%	86
↓ Congregational	1.6%	2.0%	79
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	<b>1.2%</b>	<b>0.4%</b>	<b>261</b>
Episcopal	2.6%	2.9%	91
↓ Holiness	0.3%	0.8%	40
▲ Jehovah's Witnesses	<b>1.4%</b>	<b>1.1%</b>	<b>130</b>
▲ Judaism	<b>3.7%</b>	<b>3.2%</b>	<b>117</b>
↓ Lutheran	5.4%	7.2%	75
↓ Methodist	4.8%	10.1%	48
▲ Mormon	<b>3.2%</b>	<b>1.8%</b>	<b>182</b>
▲ New Age	<b>1.4%</b>	<b>0.6%</b>	<b>246</b>
▲ Non-Denominational / Independent	<b>10.9%</b>	<b>6.9%</b>	<b>157</b>
Orthodox	0.3%	0.3%	90
▲ Pentecostal	<b>2.9%</b>	<b>2.4%</b>	<b>119</b>
Presbyterian / Reformed	4.1%	4.6%	91
▲ Unitarian / Universalist	<b>0.9%</b>	<b>0.7%</b>	<b>126</b>
▲ Interested but No Preference	<b>6.1%</b>	<b>3.9%</b>	<b>158</b>
▲ Not Interested and No Preference	<b>18.1%</b>	<b>11.1%</b>	<b>164</b>

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

**Estimated 2004 Households Likely to Prefer A Leader Who:**

▲ Tells them what to do	<b>4.5%</b>	<b>4.0%</b>	<b>113</b>
Lets them do what they want and is supportive	11.6%	11.7%	99
▲ Lets them do what they want and stays out of the way	<b>5.4%</b>	<b>4.8%</b>	<b>113</b>
Works with them on deciding what to do and helps them do it	78.6%	79.6%	99



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**PRIMARY CONCERN INDICATOR**

**Estimated 2004 Households Likely to Be Primarily Concerned With:**

**THE BASICS:**

Maintaining Personal Health	40.7%	43.5%	94
↓ Finding/Providing Health Insurance	22.6%	29.0%	78
Day-to-Day Financial Worries	32.0%	31.6%	101
▲ Finding Employment Opportunities	<b>17.6%</b>	<b>14.4%</b>	<b>122</b>
▲ Finding Affordable Housing	<b>19.4%</b>	<b>11.3%</b>	<b>172</b>
Providing Adequate Food	8.8%	8.6%	102
Finding Child Care	6.6%	6.3%	105

**FAMILY PROBLEMS:**

Dealing With Alcohol/Drug Abuse	15.3%	16.7%	91
Dealing With Teen / Child Problems	19.0%	20.7%	92
↓ Finding/Providing Aging Parent Care	12.8%	15.5%	83
Dealing With Abusive Relationships	12.5%	11.4%	110
↓ Dealing With Divorce	3.3%	4.5%	74

**COMMUNITY PROBLEMS:**

▲ Neighborhood Crime and Safety	<b>37.7%</b>	<b>27.0%</b>	<b>140</b>
↓ Finding/Providing Good Schools	20.6%	23.5%	88
↓ Dealing with Problems in Schools	11.2%	13.6%	83
▲ Dealing With Racial / Ethnic Prejudice	<b>18.3%</b>	<b>13.1%</b>	<b>140</b>
▲ Dealing With Neighborhood Gangs	<b>17.8%</b>	<b>8.5%</b>	<b>209</b>
▲ Dealing with Social Injustice	<b>15.4%</b>	<b>11.3%</b>	<b>137</b>

**HOPES AND DREAMS:**

Achieving Long-term Financial Security	50.5%	50.6%	100
Finding Time for Recreation / Leisure	24.5%	25.3%	97
↓ Finding Better Quality Healthcare	21.3%	23.9%	89
Finding A Satisfying Job / Career	19.5%	19.3%	101
↓ Finding Retirement Opportunities	15.1%	18.9%	80
↓ Achieving A Fulfilling Marriage	18.5%	22.3%	83
↓ Developing Parenting Skills	11.4%	14.7%	77
▲ Achieving Educational Objectives	<b>9.0%</b>	<b>7.5%</b>	<b>120</b>

**SPIRITUAL / PERSONAL:**

Dealing With Stress	27.1%	29.8%	91
▲ Finding Companionship	<b>21.2%</b>	<b>17.3%</b>	<b>123</b>
↓ Finding A Good Church	10.6%	15.2%	69
↓ Finding Spiritual Teaching	11.1%	12.9%	86
Finding Life Direction	14.2%	14.0%	102



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#### KEY VALUES INDICATOR

##### Estimated 2004 Households Likely to Agree With the Following Statements:

<b>GOD:</b>			
"I believe there is a God"	82.1%	84.5%	97
"God is actively involved in the world including nations and their governments"	59.7%	63.8%	94
<b>SOCIETY:</b>			
"It is important to preserve the traditional American family structure"	88.2%	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"	93.1%	94.0%	99
<b>INSTITUTIONAL ROLES:</b>			
"Government should be the primary provider of human welfare services"	53.3%	50.1%	106
"The role of Churches / Synagogues is to help form and support moral values"	79.7%	81.1%	98
"Churches and religious organizations should provide more human services"	67.4%	62.6%	108
<b>RACIAL / ETHNIC CHANGE:</b>			
▲ "The United States must open its doors to all people groups"	<b>40.9%</b>	<b>36.3%</b>	<b>113</b>
"The changing racial / ethnic face of America is a threat to our national heritage"	34.2%	36.3%	94

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2004 Households Likely to Contribute:

<b>TO CHURCHES AND RELIGIOUS ORGANIZATIONS:</b>			
More than \$100 per year	56.8%	59.8%	95
↓ More than \$500 per year	27.3%	31.2%	88
↓ More than \$1,000 per year	13.8%	17.4%	79
<b>TO CHARITIES:</b>			
More than \$100 per year	36.8%	33.7%	109
More than \$500 per year	7.4%	6.8%	109
More than \$1,000 per year	2.2%	2.3%	96
<b>TO COLLEGES AND UNIVERSITIES:</b>			
▲ More than \$100 per year	<b>17.8%</b>	<b>16.1%</b>	<b>111</b>
▲ More than \$500 per year	<b>4.9%</b>	<b>4.3%</b>	<b>114</b>
More than \$1,000 per year	2.4%	2.2%	109

*Ministry Area Profile 2004*  
**Compass**  
REPORT

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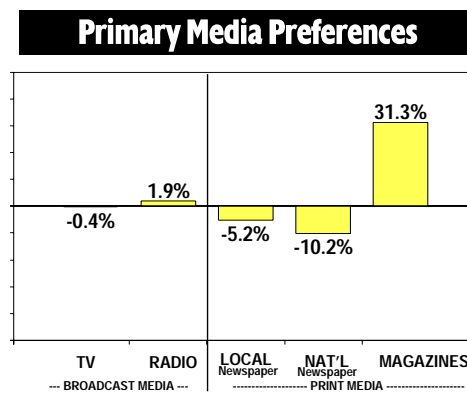
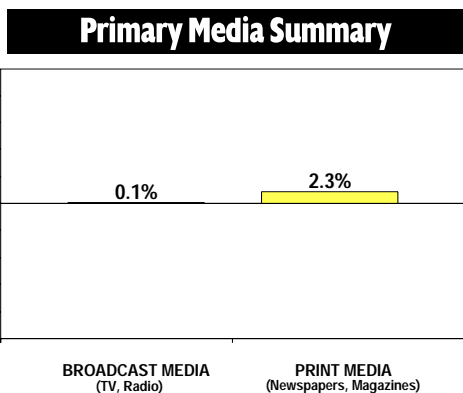
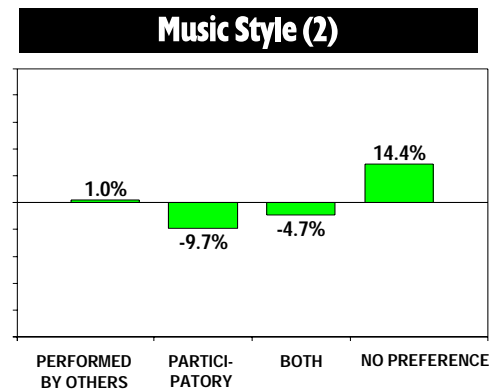
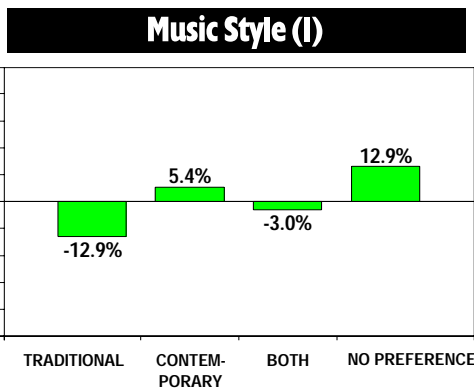
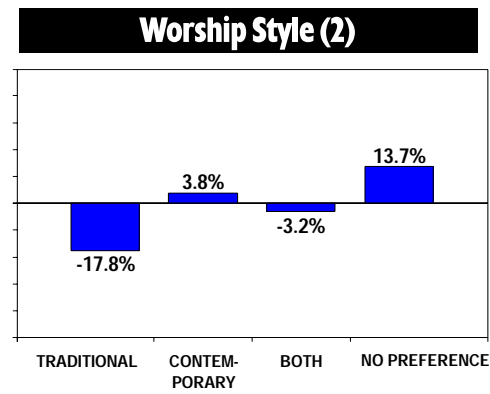
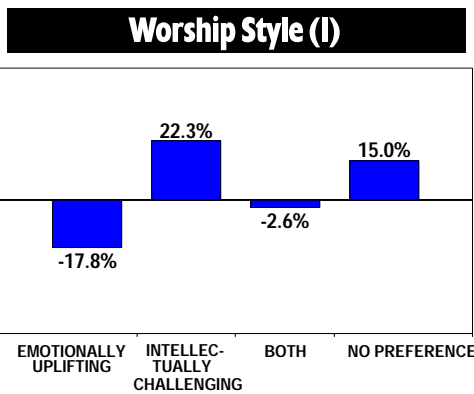
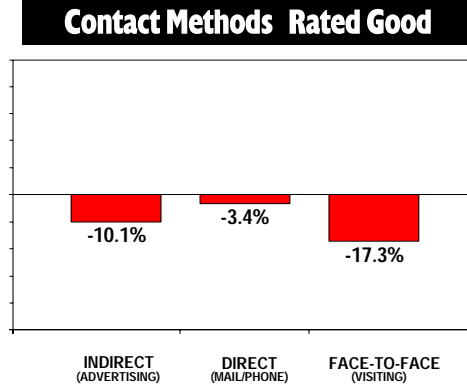
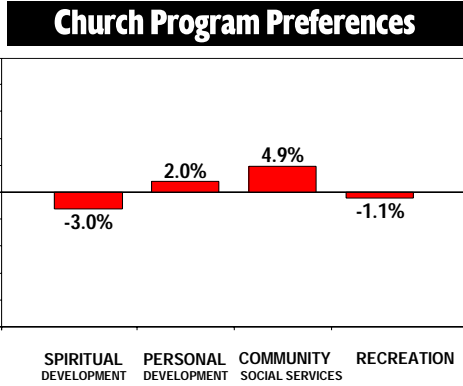
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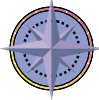


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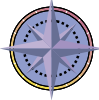
### CHURCH PROGRAM PREFERENCE INDICATOR

#### Estimated 2004 Households If Looking for a New Church Likely to Express as Most Important:

<b>SPIRITUAL DEVELOPMENT:</b>			
Bible Study Discussion and Prayer Groups	37.2%	41.1%	90
Adult Theological Discussion Groups	21.8%	22.5%	97
▲ <b>Spiritual Retreats</b>	<b>14.0%</b>	<b>11.6%</b>	<b>120</b>
<b>PERSONAL DEVELOPMENT:</b>			
Marriage Enrichment Opportunities	13.8%	15.2%	91
▲ <b>Parent Training Programs</b>	<b>8.9%</b>	<b>7.8%</b>	<b>114</b>
▲ <b>Twelve Step Programs</b>	<b>4.6%</b>	<b>3.5%</b>	<b>132</b>
Divorce Recovery	2.2%	2.4%	91
<b>COMMUNITY/SOCIAL SERVICES:</b>			
Personal or Family Counseling	23.9%	22.5%	106
Care for the Terminally Ill	17.1%	15.7%	109
↓ Food and Clothing Resources	9.4%	11.1%	84
▲ <b>Day Care Services</b>	<b>7.5%</b>	<b>6.1%</b>	<b>124</b>
Church Sponsored Day-School	6.1%	5.7%	107
<b>RECREATION:</b>			
Youth Social Programs	27.7%	29.7%	93
Family Activities and Outings	29.6%	32.8%	90
Active Retirement Programs	25.1%	26.8%	94
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>23.1%</b>	<b>18.9%</b>	<b>122</b>
▲ <b>Sports or Camping</b>	<b>7.8%</b>	<b>6.3%</b>	<b>123</b>

#### SUMMARY

Spiritual Development Index	97
Personal Development Index	102
Community/Social Services Index	105
Recreation Index	99



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### WORSHIP STYLE INDICATOR

**Estimated 2004 Households Likely to Prefer Church Worship which is:**

**PART 1:**

↓ A. Emotionally Uplifting	21.7%	26.4%	82
▲ <b>B. Intellectually Challenging</b>	<b>13.6%</b>	<b>11.1%</b>	<b>122</b>
C. Both A and B	38.1%	39.2%	97
▲ <b>D. No Preference or Not Interested</b>	<b>26.9%</b>	<b>23.4%</b>	<b>115</b>

**PART 2:**

↓ A. Traditional/Formal/Ceremonial	16.6%	20.2%	82
B. Contemporary/Informal	27.3%	26.3%	104
C. Both A and B	25.7%	26.5%	97
▲ <b>D. No Preference or Not Interested</b>	<b>30.6%</b>	<b>26.9%</b>	<b>114</b>

### MUSIC STYLE INDICATOR

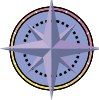
**Estimated 2004 Households Likely to Prefer Church Music which is:**

**PART 1:**

↓ A. Traditional	21.3%	24.4%	87
B. Contemporary	20.8%	19.7%	105
C. Both A and B	30.2%	31.1%	97
▲ <b>D. No Preference or Not Interested</b>	<b>28.0%</b>	<b>24.8%</b>	<b>113</b>

**PART 2:**

A. Performed by Others	18.9%	18.7%	101
B. Participatory	20.7%	22.9%	90
C. Both A and B	30.7%	32.2%	95
▲ <b>D. No Preference or Not Interested</b>	<b>30.0%</b>	<b>26.2%</b>	<b>114</b>



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**MISSION EMPHASIS INDICATOR**

**Estimated 2004 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:**

**PART 1:**

A. Community	21.2%	22.0%	96
B. Personal Spiritual Development	15.0%	14.3%	105
C. Both A and B	34.8%	37.4%	93
<b>▲ D. No Preference or Not Interested</b>	<b>29.2%</b>	<b>26.3%</b>	<b>111</b>

**PART 2:**

A. Global Mission	6.3%	6.2%	102
B. Local Mission	30.6%	33.3%	92
C. Both A and B	28.6%	30.1%	95
<b>▲ D. No Preference or Not Interested</b>	<b>34.7%</b>	<b>30.4%</b>	<b>114</b>

**CHURCH ARCHITECTURE INDICATOR**

**Estimated 2004 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	22.5%	26.6%	84
<b>▲ B. Contemporary</b>	<b>18.9%</b>	<b>15.9%</b>	<b>118</b>
C. Both A and B	30.7%	32.3%	95
<b>▲ D. No Preference or Not Interested</b>	<b>28.1%</b>	<b>25.1%</b>	<b>112</b>

**PART 2:**

A. Somber/Serious	8.7%	9.4%	92
B. Light and Airy	35.2%	34.7%	102
C. Both A and B	25.1%	27.7%	90
D. No Preference or Not Interested	30.9%	28.2%	109



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### PRIMARY MEDIA PREFERENCE

Estimated 2004 Households Likely to Describe Their Primary Media Information Source As:

<b>BROADCAST MEDIA:</b>			
Television	47.1%	47.3%	100
Radio	13.6%	13.3%	102
<b>PRINT MEDIA:</b>			
Local Newspaper	36.4%	36.1%	101
National Newspaper	3.9%	4.3%	90
▲ Magazines	<b>3.6%</b>	<b>2.4%</b>	<b>148</b>

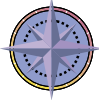
### SECONDARY MEDIA PREFERENCE

Estimated 2004 Households Likely to Describe Their Secondary Media Information Source As:

<b>BROADCAST MEDIA:</b>			
Television	30.9%	31.9%	97
Radio	22.8%	23.8%	96
<b>PRINT MEDIA:</b>			
Local Newspaper	31.0%	32.7%	95
▲ National Newspaper	<b>6.7%</b>	<b>5.8%</b>	<b>116</b>
▲ Magazines	<b>9.2%</b>	<b>7.0%</b>	<b>131</b>

### SUMMARY

Overall Broadcast Media Index (100 = Average)	98
Overall Print Media Index	103



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### CHURCH CONTACT METHODS RATED GOOD

Estimated 2004 Households Likely to Rate As Good the Following Methods of Contact from a Church:

#### INDIRECT METHODS (LEAST PERSONAL):

Local Radio Announcements or Advertisements	33.4%	36.2%	92
↓ Putting Ad in Local Newspaper	28.7%	33.8%	85
Local Cable Channels	28.2%	30.4%	93

#### DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	51.2%	53.7%	95
Calling and Offering to Send Information By Mail	27.7%	29.5%	94
Calling and Discussing on the Phone	13.1%	12.0%	109

#### FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	15.6%	20.1%	78
Going Door to Door	12.6%	14.0%	90

### CHURCH CONTACT METHODS RATED POOR

Estimated 2004 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

#### INDIRECT METHODS (LEAST PERSONAL):

Local Radio Announcements or Advertisements	20.9%	19.6%	107
▲ Putting Ad in Local Newspaper	27.8%	21.5%	129
Local Cable Channels	32.1%	30.7%	104

#### DIRECT METHODS (MORE PERSONAL):

▲ Sending Information By Mail	17.3%	13.3%	129
▲ Calling and Offering to Send Information By Mail	38.4%	34.0%	113
Calling and Discussing on the Phone	64.7%	60.6%	107

#### FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	55.7%	49.6%	112
Going Door to Door	66.1%	64.0%	103

#### SUMMARY OF METHODS RATED GOOD

Indirect Methods Index (100 = Average)	90
Direct Methods Index	97
↓ Face-to-Face Methods Index	83

#### SUMMARY OF METHODS RATED POOR

▲ Indirect Methods Index	112
▲ Direct Methods Index	111
Face-to-Face Methods Index	107