

ministry area profile 2004

Your Organization Name Here
Your Address
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)

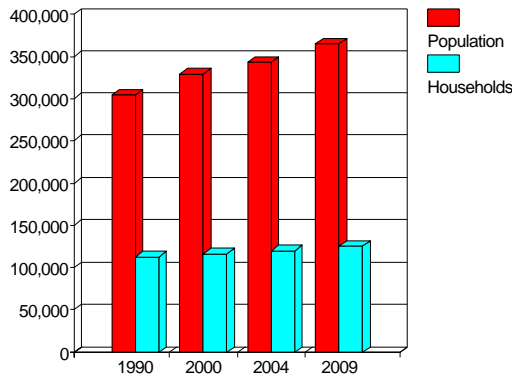


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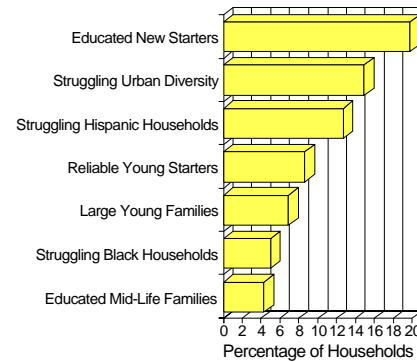
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Population and Households

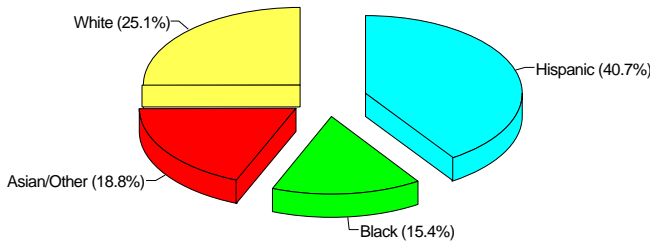


Primary U.S. Lifestyles Segments-2004

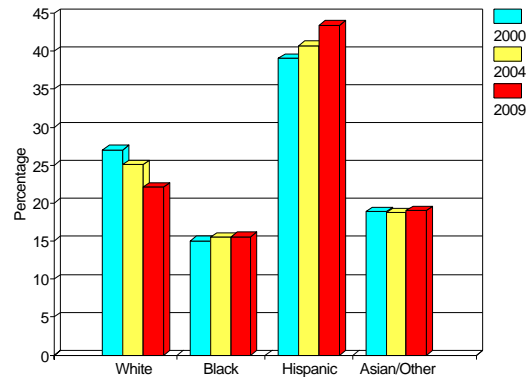


The population in the study area has increased by 13864 persons, or 4.2% since 2000 and is projected to increase by 22014 persons, or 6.4% between 2004 and 2009. The number of households has increased by 3355, or 2.9% since 2000 and is projected to increase by 5588, or 4.7% between 2004 and 2009.

Population By Race/Ethnicity-2004

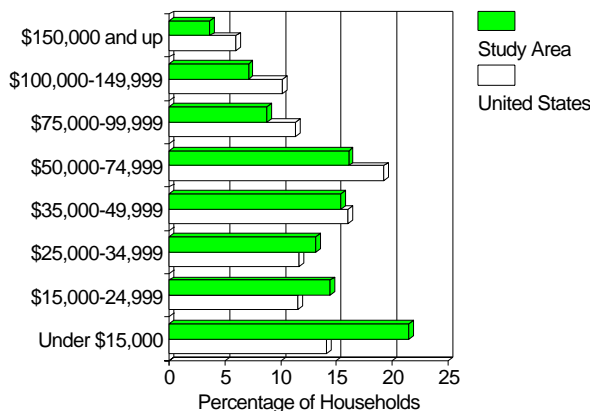


Population By Race/Ethnicity Trend

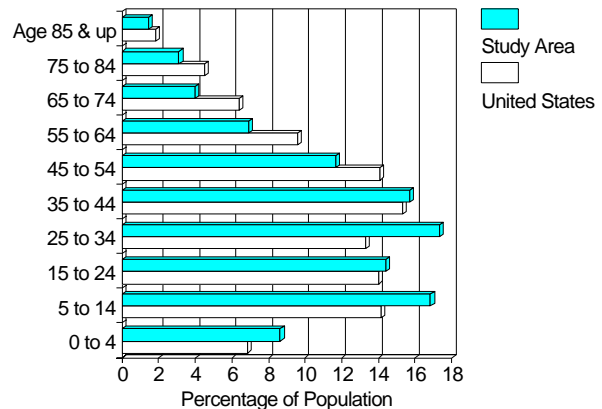


Between 2004 and 2009, the White population is projected to decrease by 5348 persons and to decrease from 25.1% to 22.1% of the total population. The Black population is projected to increase by 3654 persons and to remain stable at 15.5% of the total. The Hispanic/Latino population is projected to increase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



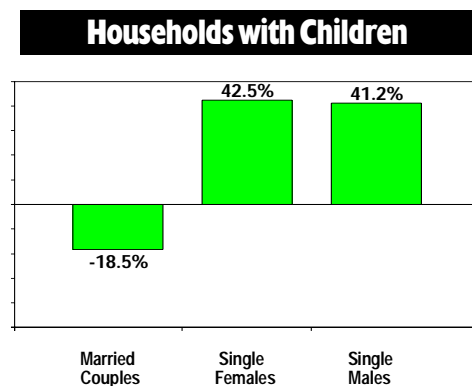
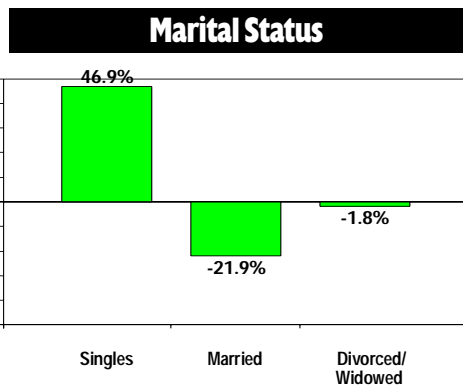
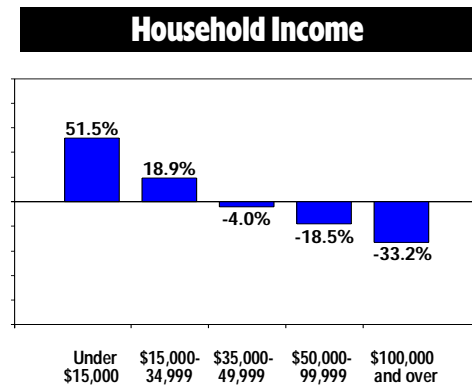
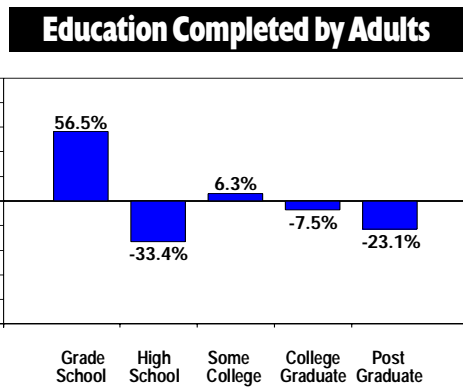
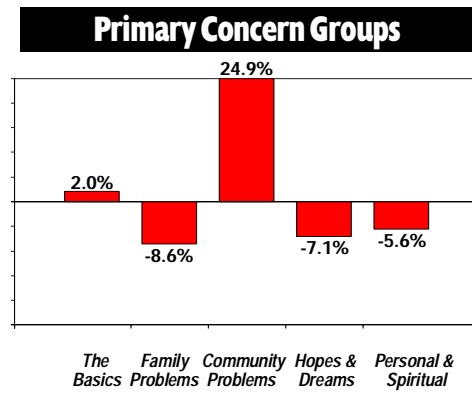
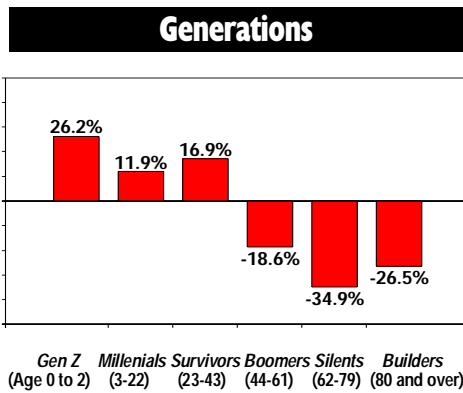
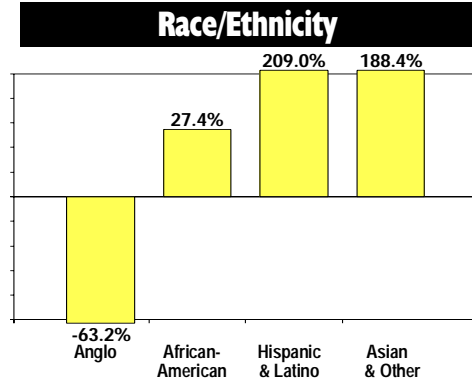
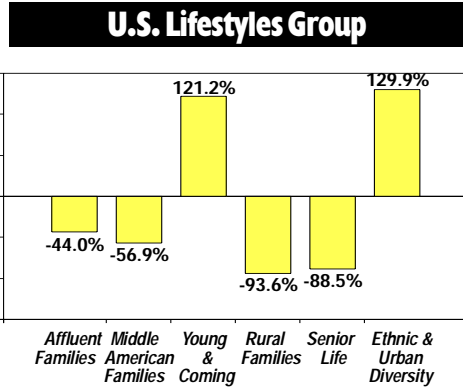
The average household income in the study area is \$50081 a year as compared to the U.S. average of \$63207. The average age in the study area is 32.7 and is projected to increase to 33.7 by 2009. The average age in the U.S. is 37.0 and is projected to increase to 37.8 by 2009.



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| POPULATION | | | | |
|--|----------------|----------------|----------------|--------------------|
| | 1990 Census | 2000 Census | 2004 Update | 2009 Projection |
| ▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend | | | | |
| ▲ Population | 304,366 | 329,021 | 342,885 | 364,899 |
| Population Change | | 24,655 | 13,864 | 22,014 |
| Percentage Change | | 8.1% | 4.2% | 6.4% |
| ▲ Average Annual Growth Rate | | 0.8% | 1.1% | 1.3% |
| ▲ Density (Pop. per square mile) | 10,765 | 11,637 | 12,127 | 12,906 |
| HOUSEHOLDS | | | | |
| ▲ Households | 112,271 | 116,297 | 119,652 | 125,240 |
| Household Change | | 4,026 | 3,355 | 5,588 |
| Percentage Change | | 3.6% | 2.9% | 4.7% |
| ▲ Average Annual Growth Rate | | 0.4% | 0.7% | 0.9% |
| ▲ Persons Per Household | 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% |
| ▲ African-American (Non-Hisp) | 49,513 | 15.0% | 52,975 | 15.4% | 56,629 | 15.5% |
| ▲ Hispanic/Latino | 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 | | | | | | |
|---|---------|-------|---------|-------|---------|-------|
| ▲ Generation Z (Born 2002 and later) | 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 | | | |
|----------------------|------|------|------|
| ▲ Average Age | 32.0 | 32.7 | 33.7 |
| ▲ Median Age | 30.0 | 31.0 | 32.3 |

| INCOME | | | |
|-----------------------------------|----------|----------|----------|
| ▲ Average Household Income | \$46,983 | \$50,081 | \$54,226 |
| ▲ Median Household Income | \$36,849 | \$39,851 | \$43,370 |
| ▲ Per Capita Income | \$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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|---|---------------|--------------|-----------------|------------------------------|
| | Number | Percent | | |
| MARITAL STATUS | | | | |
| Marital Status All Persons 15 and Older | 245,338 | | | |
| ▲ Single (Never Married) | 97,630 | 39.8% | 27.1% | 147 |
| ↓ Married | 108,238 | 44.1% | 56.5% | 78 |
| Divorced/Widowed | 39,470 | 16.1% | 16.4% | 98 |
| Marital Status Females 15 and Older | 126,481 | | | |
| ▲ Single (Never Married) | 44,980 | 35.6% | 24.1% | 147 |
| Married | 55,374 | 43.8% | 54.6% | 80 |
| Divorced/Widowed | 26,127 | 20.7% | 21.3% | 97 |
| Marital Status Males 15 and Older | 118,857 | | | |
| ▲ Single (Never Married) | 52,650 | 44.3% | 30.3% | 146 |
| ↓ Married | 52,864 | 44.5% | 58.6% | 76 |
| Divorced/Widowed | 13,343 | 11.2% | 11.2% | 101 |
| FAMILY STRUCTURE | | | | |
| Households By Type | 116,297 | | | |
| ▲ Single Male | 18,277 | 15.7% | 11.0% | 143 |
| Single Female | 18,000 | 15.5% | 14.8% | 104 |
| ↓ Married Couple | 41,798 | 35.9% | 52.5% | 68 |
| ▲ Other Family - Male Head of Household | 7,151 | 6.1% | 4.1% | 151 |
| ▲ Other Family - Female Head of Household | 20,198 | 17.4% | 11.8% | 147 |
| ▲ Non Family - Male Head of Household | 6,418 | 5.5% | 3.4% | 163 |
| ▲ Non Family - Female Head of Household | 4,456 | 3.8% | 2.4% | 162 |
| Households With Children 0 to 18 | 45,225 | | | |
| Married Couple Family | 25,417 | 56.2% | 68.9% | 82 |
| ▲ Other Family - Male Head of Household | 4,320 | 9.6% | 6.8% | 141 |
| ▲ Other Family - Female Head of Household | 14,961 | 33.1% | 23.2% | 142 |
| Non Family | 528 | 1.2% | 1.1% | 108 |
| Population By Household Type | 328,914 | | | |
| Family Households | 258,386 | 78.6% | 82.2% | 96 |
| ▲ Non Family Households | 63,217 | 19.2% | 15.0% | 128 |
| Group Quarters | 7,312 | 2.2% | 2.8% | 80 |



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| GROUP QUARTERS | | | | |
| Population In Group Quarters By Type | 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 |
| ▲ Other | 4,086 | 55.9% | 16.7% | 334 |
| RACE/ETHNICITY | | | | |
| Population By Race/Ethnicity | 329,021 | | | |
| ↓ White (Non-Hispanic) | 88,940 | 27.0% | 69.1% | 39 |
| ▲ African-American (Non-Hisp) | 49,513 | 15.0% | 12.0% | 126 |
| ▲ Hispanic/Latino | 128,470 | 39.0% | 12.5% | 312 |
| ↓ Native American (Non-Hisp) | 1,335 | 0.4% | 0.7% | 55 |
| ▲ Asian (Non-Hisp) | 45,735 | 13.9% | 3.6% | 386 |
| ▲ Hawaiian & Pacific Islander (Non-Hisp) | 3,224 | 1.0% | 0.1% | 805 |
| ▲ Other Races & Multiple Races (Non-Hisp) | 12,044 | 3.7% | 1.9% | 189 |
| Asian Population By Race | 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 |
| ▲ Other Asian Races | 36,390 | 78.8% | 31.8% | 248 |
| Hispanic/Latino Population By Race | 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 |
| ▲ Asian | 459 | 0.4% | 0.3% | 121 |
| ▲ Other Races & Multiple Races | 83,388 | 64.9% | 49.0% | 132 |
| Hispanic/Latino Population By Origin | 128,470 | | | |
| ▲ Mexican | 98,992 | 77.1% | 58.6% | 132 |
| ↓ 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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| EDUCATION | | | | |
| Population By School Enrollment (Age 3 and over) | 312,433 | | | |
| ▲ Pre-Primary (Public) | 9,993 | 3.2% | 2.3% | 139 |
| ↓ Pre-Primary (Private) | 2,008 | 0.6% | 1.1% | 60 |
| ▲ Elementary/High School (Public) | 62,314 | 19.9% | 16.6% | 120 |
| ↓ Elementary/High School (Private) | 3,504 | 1.1% | 1.9% | 58 |
| ▲ Enrolled in College | 28,417 | 9.1% | 6.5% | 141 |
| Not Enrolled in School | 206,198 | 66.0% | 71.6% | 92 |
| EDUCATION | | | | |
| Population By Education Completed (Age 25 and over) | 194,428 | | | |
| ▲ Elementary (Less than 9 years) | 32,206 | 16.6% | 7.5% | 219 |
| 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 |
| OCCUPATION | | | | |
| Population By Occupation Type (Age 15 and over) | 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 |
| ▲ Service: Private Households | 4,452 | 3.4% | 2.8% | 121 |
| 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 |
| ▲ Laborers | 5,243 | 4.0% | 3.3% | 121 |



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 |
|--|---------------|--------------|--------------|------------------------|
| | Number | Percent | | |
| ▲ 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 | | | | |
| EMPLOYMENT | | | | |
| Population By Employment Status (Age 15 and over) | 240,832 | | | |
| Employed | 132,203 | 54.9% | 60.3% | 91 |
| ▲ Unemployed | 15,172 | 6.3% | 3.7% | 172 |
| Not in Labor Force | 93,457 | 38.8% | 36.1% | 108 |
| Households With Families By Number of Workers | 69,147 | | | |
| No Workers | 9,476 | 13.7% | 12.7% | 108 |
| ▲ 1 Worker | 26,851 | 38.8% | 30.4% | 128 |
| 2 Workers | 25,589 | 37.0% | 45.0% | 82 |
| 3 or more Workers | 7,231 | 10.5% | 11.9% | 88 |
| Total Female Population By Work Status (Age 16 and over) | 124,184 | | | |
| 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 |
| ▲ TOTAL NOT WORKING (UNEMPLOYED) | 7,301 | 5.9% | 3.3% | 176 |
| ▲ With No Children | 4,506 | 3.6% | 2.2% | 166 |
| ▲ With Children Age 0 to 5 only | 755 | 0.6% | 0.3% | 175 |
| ▲ With Children Age 6 to 17 only | 1,157 | 0.9% | 0.6% | 168 |
| ▲ With Children Both Age 0 to 5 and 6 to 17 | 883 | 0.7% | 0.3% | 271 |
| TOTAL NOT IN THE LABOR FORCE | 56,838 | 45.8% | 42.5% | 108 |
| With No Children | 38,016 | 30.6% | 32.9% | 93 |
| ▲ With Children Age 0 to 5 only | 4,939 | 4.0% | 2.7% | 145 |
| ▲ With Children Age 6 to 17 only | 7,328 | 5.9% | 4.3% | 137 |
| ▲ With Children Both Age 0 to 5 and 6 to 17 | 6,555 | 5.3% | 2.5% | 207 |
| POVERTY AND RETIREMENT INCOME | | | | |
| Households By Poverty Status (\$17,603 for family of 4 in '00) | 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 |
| ▲ Below Poverty Line (Householder Age 0 to 64) | 22,047 | 19.0% | 9.4% | 203 |
| ↓ Below Poverty Line (Householder Age 65 and over) | 2,073 | 1.8% | 2.4% | 74 |
| Households By Presence of Retirement Income | 116,297 | | | |
| ↓ With Retirement Income | 12,160 | 10.5% | 16.7% | 62 |
| Without Retirement Income | 104,137 | 89.5% | 83.3% | 108 |



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Study Area Definition:
3.0 Mile Radius

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|---|------------------|--------------|------------------|------------------------------|
| | Number | Percent | | |
| HOUSING | | | | |
| Occupied Units By Type | 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 |
| Vacant Units By Type | 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 |
| Structures By Number of Units | 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 |
| 2000 Owner-Occupied Property Values | 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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|--|----------------|---------------|--------------|------------------------|
| | Number | Percent | | |
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| HOUSING (CONTINUED) | | | | |
| Housing Units By Year Built | 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 | 22,451 | 18.3% | 12.7% | 144 |
| ▲ 1940 to 1949 | 19,280 | 15.7% | 7.3% | 216 |
| ▲ 1939 or earlier | 25,199 | 20.6% | 15.0% | 137 |
| Households By Number of Persons | 116,297 | | | |
| ▲ 1 Person Household | 36,277 | 31.2% | 25.8% | 121 |
| ↓ 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 | 5,819 | 5.0% | 2.7% | 188 |
| ▲ 7 or more Person Household | 5,191 | 4.5% | 1.7% | 266 |
| Average Persons Per Household | 2.8 | | 2.6 | 107 |
| Population By Urban/Rural | 329,021 | | | |
| ▲ Urban | 329,021 | 100.0% | 79.0% | 127 |
| ↓ Rural | 0 | 0.0% | 21.0% | 0 |
| Households By Heating Type | 116,099 | | | |
| ▲ Utility Gas | 83,225 | 71.7% | 51.2% | 140 |
| ↓ 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 | 4,063 | 3.5% | 0.7% | 505 |
| Households By Presence of Telephone | 116,099 | | | |
| With Telephone | 112,177 | 96.6% | 97.6% | 99 |
| ▲ Without Telephone | 3,921 | 3.4% | 2.4% | 139 |



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Study Area Definition:
3.0 Mile Radius

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|---|---------------|--------------|--------------|------------------------|
| | Number | Percent | | |
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| ↓ Indicates the study area percentage is less than 0.8 times the U.S. average | | | | |
| TRANSPORTATION | | | | |
| Households By Number of Vehicles | 116,099 | | | |
| ▲ No Vehicles | 21,918 | 18.9% | 10.3% | 183 |
| ▲ 1 Vehicle | 50,671 | 43.6% | 34.2% | 127 |
| ↓ 2 Vehicle | 31,723 | 27.3% | 38.4% | 71 |
| ↓ 3 or more Vehicles | 11,787 | 10.2% | 17.1% | 59 |
| Workers By Travel Time to Work | 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 | 40,569 | 32.4% | 26.5% | 122 |
| ▲ 60 to 89 minutes | 9,336 | 7.5% | 5.2% | 143 |
| 90 or more minutes | 4,110 | 3.3% | 2.8% | 119 |
| Average Travel Time to Work (minutes) | 28.9 | | 25.5 | 113 |
| Workers By Type of Transportation to Work | 128,435 | | | |
| Drive Alone | 89,798 | 69.9% | 75.7% | 92 |
| ▲ Car Pool | 19,113 | 14.9% | 12.2% | 122 |
| ▲ Public Transportation | 10,381 | 8.1% | 4.7% | 171 |
| ▲ Motorcycle | 1,265 | 1.0% | 0.5% | 200 |
| 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 | Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48) | 50,552 | 42.2% | 18.4% | 230 |
| 3 | Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47) | 38,788 | 32.4% | 14.7% | 221 |
| 2 | Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28) | 16,211 | 13.5% | 31.4% | 43 |
| 1 | Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14) | 10,135 | 8.5% | 15.1% | 56 |
| 4 | Rural Families (27, 26, 29, 33, 35 and 38) | 994 | 0.8% | 13.1% | 6 |
| 5 | Senior Life (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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Study Area Definition:
3.0 Mile Radius

| 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 |
| TOTALS | | 119,649 | 100.0% | 100.0% | 100 |



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| ↓ Indicates the study area percentage is less than 0.9 times the U.S. average | | | |

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 | 46.8% | 34.7% | 135 |

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

| | | | |
|--|-------|-------|-----|
| Likely to Have Changed Their Preference in the Last 10 Years | 18.5% | 16.8% | 110 |
|--|-------|-------|-----|

LEADERSHIP PREFERENCE INDICATOR

Estimated 2004 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 | 11.6% | 11.7% | 99 |
| ▲ 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 | 78.6% | 79.6% | 99 |



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| ↓ Indicates the study area percentage is less than 0.9 times the U.S. average | | | |

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 | 17.6% | 14.4% | 122 |
| ▲ Finding Affordable Housing | 19.4% | 11.3% | 172 |
| 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 | 37.7% | 27.0% | 140 |
| ↓ Finding/Providing Good Schools | 20.6% | 23.5% | 88 |
| ↓ Dealing with Problems in Schools | 11.2% | 13.6% | 83 |
| ▲ Dealing With Racial / Ethnic Prejudice | 18.3% | 13.1% | 140 |
| ▲ Dealing With Neighborhood Gangs | 17.8% | 8.5% | 209 |
| ▲ Dealing with Social Injustice | 15.4% | 11.3% | 137 |

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 | 9.0% | 7.5% | 120 |

SPIRITUAL / PERSONAL:

| | | | |
|------------------------------|--------------|--------------|------------|
| Dealing With Stress | 27.1% | 29.8% | 91 |
| ▲ Finding Companionship | 21.2% | 17.3% | 123 |
| ↓ 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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| ↓ Indicates the study area percentage is less than 0.9 times the U.S. average | | | |

KEY VALUES INDICATOR

Estimated 2004 Households Likely to Agree With the Following Statements:

| | | | |
|---|-------|-------|-----|
| GOD: | | | |
| "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 |
| SOCIETY: | | | |
| "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 |
| INSTITUTIONAL ROLES: | | | |
| "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 |
| RACIAL / ETHNIC CHANGE: | | | |
| ▲ "The United States must open its doors to all people groups" | 40.9% | 36.3% | 113 |
| "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:

| | | | |
|---|-------|-------|-----|
| TO CHURCHES AND RELIGIOUS ORGANIZATIONS: | | | |
| 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 |
| TO CHARITIES: | | | |
| 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 |
| TO COLLEGES AND UNIVERSITIES: | | | |
| ▲ More than \$100 per year | 17.8% | 16.1% | 111 |
| ▲ More than \$500 per year | 4.9% | 4.3% | 114 |
| More than \$1,000 per year | 2.4% | 2.2% | 109 |

Ministry Area Profile 2004
Compass
REPORT

Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 Mile Radius



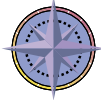


Prepared For:
Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 Mile Radius

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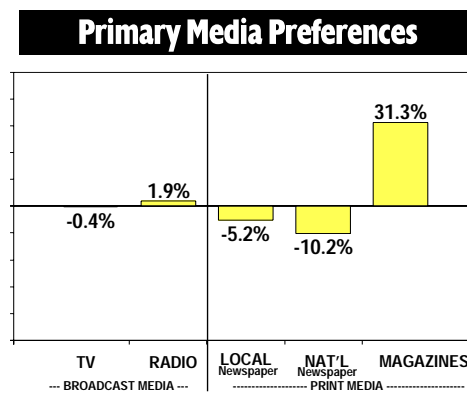
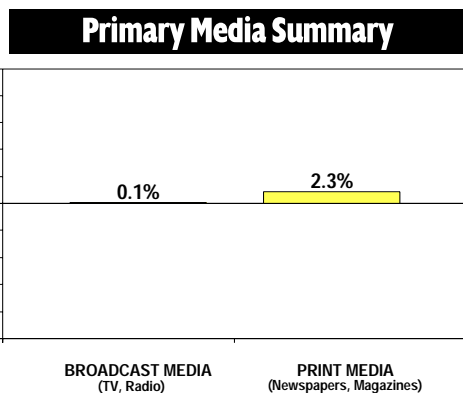
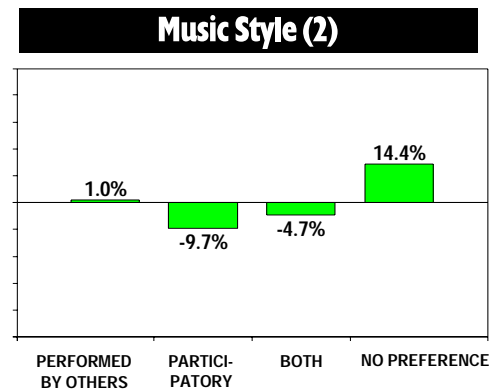
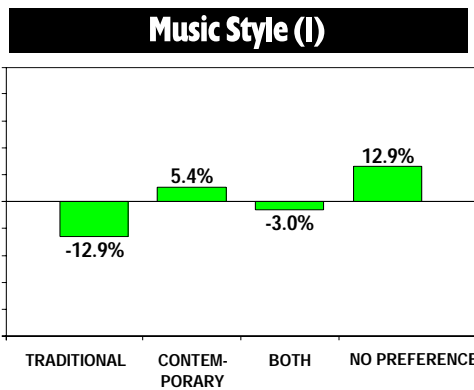
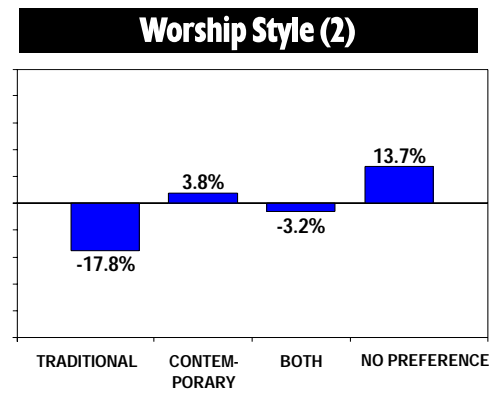
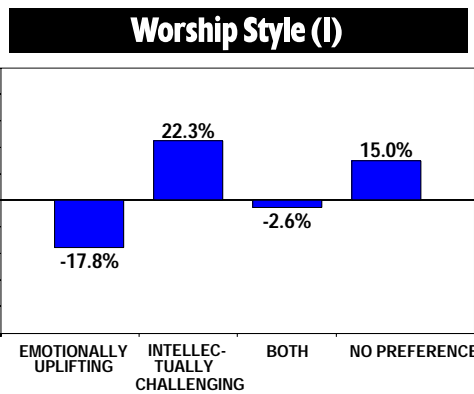
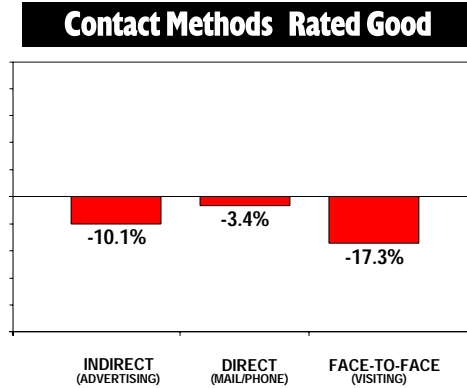
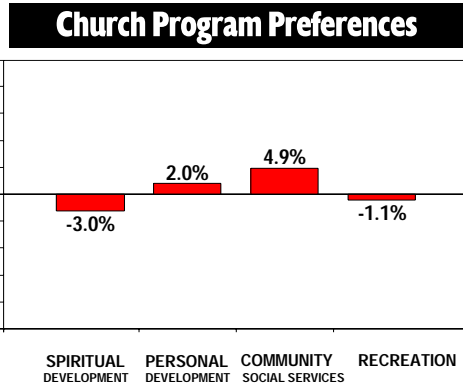
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

| | | | |
|--|--------------|--------------|------------|
| Bible Study Discussion and Prayer Groups | 37.2% | 41.1% | 90 |
| Adult Theological Discussion Groups | 21.8% | 22.5% | 97 |
| ▲ Spiritual Retreats | 14.0% | 11.6% | 120 |

PERSONAL DEVELOPMENT:

| | | | |
|-----------------------------------|-------------|-------------|------------|
| Marriage Enrichment Opportunities | 13.8% | 15.2% | 91 |
| ▲ Parent Training Programs | 8.9% | 7.8% | 114 |
| ▲ Twelve Step Programs | 4.6% | 3.5% | 132 |
| Divorce Recovery | 2.2% | 2.4% | 91 |

COMMUNITY/SOCIAL SERVICES:

| | | | |
|-------------------------------|-------------|-------------|------------|
| 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 |
| ▲ Day Care Services | 7.5% | 6.1% | 124 |
| Church Sponsored Day-School | 6.1% | 5.7% | 107 |

RECREATION:

| | | | |
|--|--------------|--------------|------------|
| 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 |
| ▲ Cultural Programs (Music, Drama, Art) | 23.1% | 18.9% | 122 |
| ▲ Sports or Camping | 7.8% | 6.3% | 123 |

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. Intellectually Challenging | 13.6% | 11.1% | 122 |
| C. Both A and B | 38.1% | 39.2% | 97 |
| ▲ D. No Preference or Not Interested | 26.9% | 23.4% | 115 |

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 |
| ▲ D. No Preference or Not Interested | 30.6% | 26.9% | 114 |

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 |
| ▲ D. No Preference or Not Interested | 28.0% | 24.8% | 113 |

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 |
| ▲ D. No Preference or Not Interested | 30.0% | 26.2% | 114 |



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MISSION EMPHASIS INDICATOR

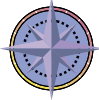
Estimated 2004 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

| 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 |
| ▲ D. No Preference or Not Interested | 29.2% | 26.3% | 111 |
| 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 |
| ▲ D. No Preference or Not Interested | 34.7% | 30.4% | 114 |

CHURCH ARCHITECTURE INDICATOR

Estimated 2004 Households Likely to Prefer Church Architecture which is:

| PART 1: | | | |
|---|--------------|--------------|------------|
| ↓ A. Traditional | 22.5% | 26.6% | 84 |
| ▲ B. Contemporary | 18.9% | 15.9% | 118 |
| C. Both A and B | 30.7% | 32.3% | 95 |
| ▲ D. No Preference or Not Interested | 28.1% | 25.1% | 112 |
| 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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| ↓ Indicates the study area percentage is less than 0.9 times the U.S. average | | | |

PRIMARY MEDIA PREFERENCE

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

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

SECONDARY MEDIA PREFERENCE

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

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

SUMMARY

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



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| ↓ Indicates the study area percentage is less than 0.9 times the U.S. average | | | |

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 |