

ministry area profile 2004

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Study Area Definition:
3.0 Mile Radius





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1 **Q** **How many people live in the defined study area?**

A 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 **Q** **Is the population in this area projected to grow?**

A 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 **Q** **How much lifestyle diversity is represented?**

A 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 **Q** **How do racial or ethnic groups contribute to diversity in this area?**

A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 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 **Q** **What are the major generational groups represented?**

A The largest age group in terms of numbers is *Survivors* (age 23 to 43) comprised of 119,290 persons or 34.8% of the total population in the area. Compared to a national average of 29.8%, *Survivors* are also the most over-represented group in the area. (see page 4)

6 **Q** **Overall, how traditional are the family structures?**

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

7 **Q** **How educated are the adults?**

A Based upon the number of years completed and college enrollment, the overall education level in the area is *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 **Q** **Which household concerns are unusually high in the area?**

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

9 **Q** **What is the likely faith receptivity?**

A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)

10 **Q** **What is the likely giving potential in the area?**

A Based upon the average household income of \$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)

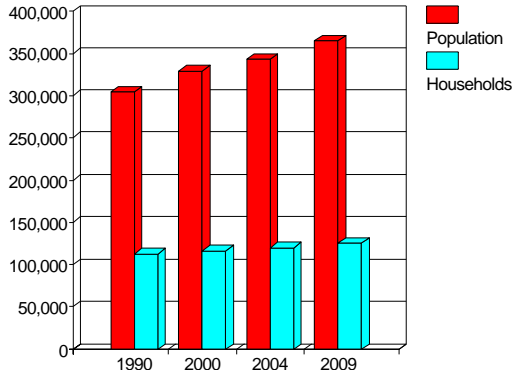


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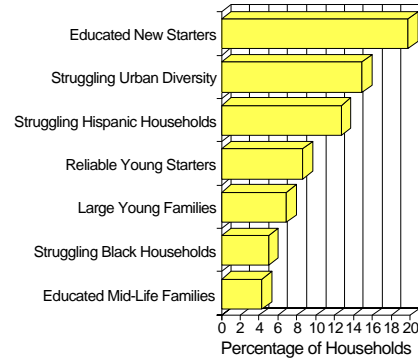
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Population and Households

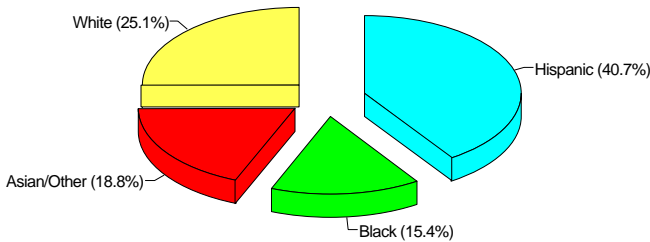


Primary U.S. Lifestyles Segments-2004

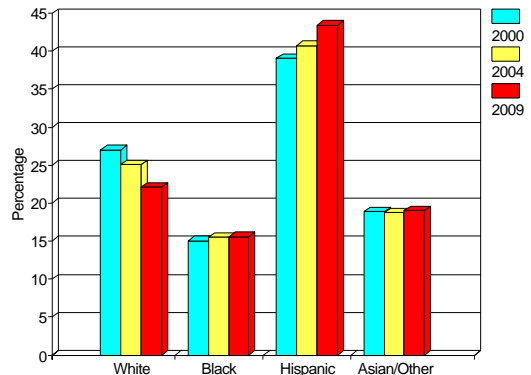


The population in the study area has increased by 13864 persons, or 4.2% since 2000 and is projected to increase by 2214 persons, or 6.4% between 2004 and 2009. The number of households has increased by 3355, or 2.9% since 2000 and is projected to increase by 5588, or 4.7% between 2004 and 2009.

Population By Race/Ethnicity-2004

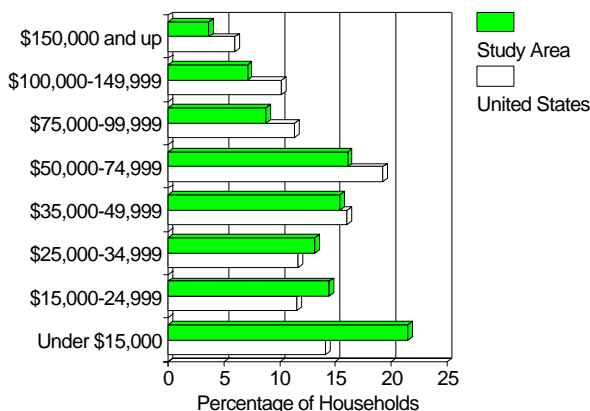


Population By Race/Ethnicity Trend

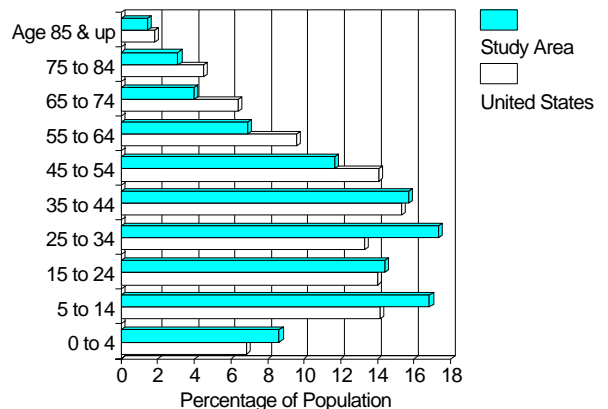


Between 2004 and 2009, the White population is projected to decrease by 5348 persons and to decrease from 25.1% to 22.1% of the total population. The Black population is projected to increase by 3654 persons and to remain stable at 15.5% of the total. The Hispanic/Latino population is projected to increase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

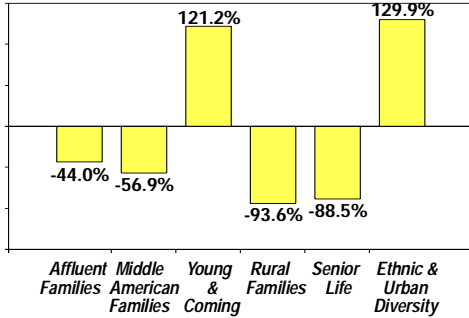


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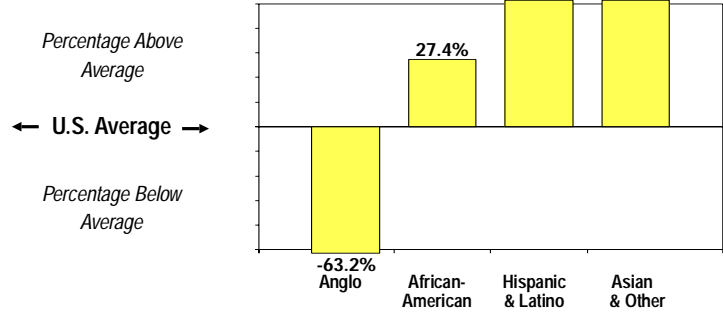
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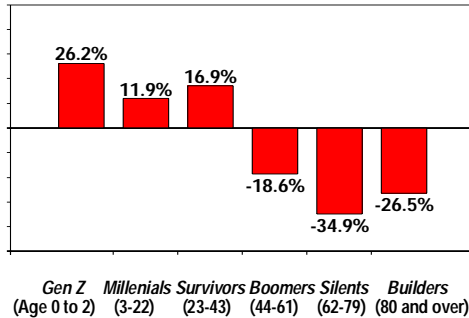
U.S. Lifestyles Group



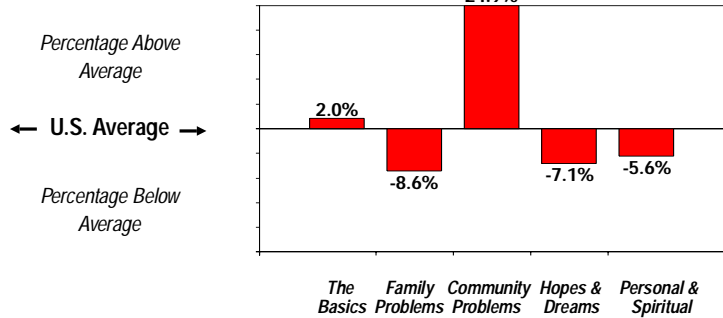
Race/Ethnicity



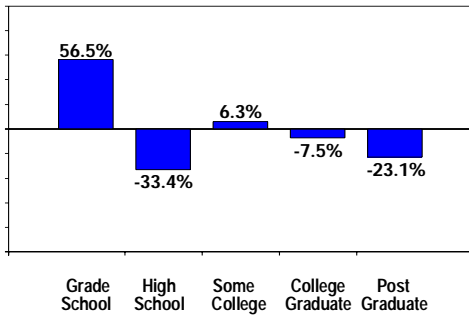
Generations



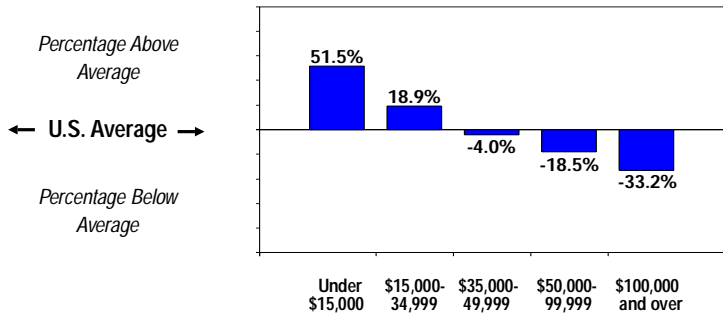
Primary Concern Groups



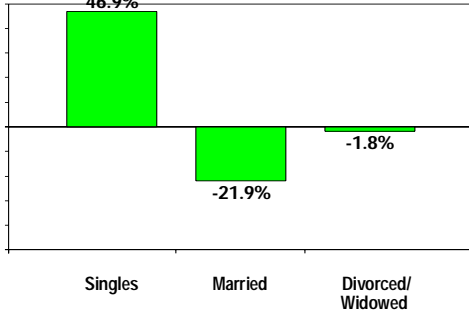
Education Completed by Adults



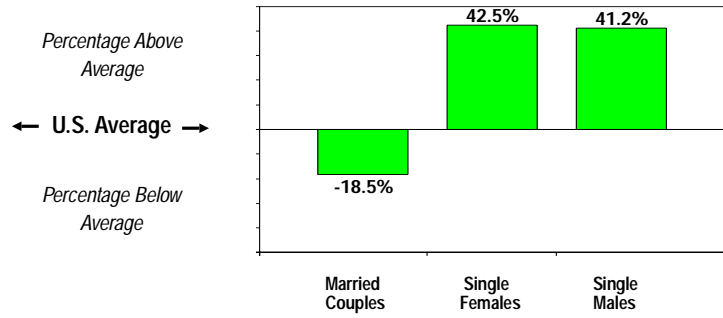
Household Income



Marital Status



Households with Children





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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

	1990 Census	2000 Census	2004 Update	2009 Projection
▲ 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

	2000 Census	2004 Update	2009 Projection
Female	167,521	173,925	185,118
Male	161,500	168,960	179,781

POPULATION BY GENERATION

	2000 Census	2004 Update	2009 Projection
▲ Generation Z (Born 2002 and later)	0	14,785	49,083
Millennials (Born 1982 to 2001)	102,099	110,609	106,978
↓ Survivors (Born 1961 to 1981)	119,814	119,304	119,645
↓ Boomers (Born 1943 to 1960)	67,541	61,089	60,806
↓ Silents (Born 1925 to 1942)	26,391	26,791	22,745
↓ Builders (Born 1924 and earlier)	13,176	10,309	5,641

AGE

	2000 Census	2004 Update	2009 Projection
▲ Average Age	32.0	32.7	33.7
▲ Median Age	30.0	31.0	32.3

INCOME

	2000 Census	2004 Update	2009 Projection
▲ 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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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
Population By Education Completed (Age 25 and over)				
▲ 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



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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

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				
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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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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	Number	Percent		
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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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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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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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

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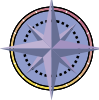


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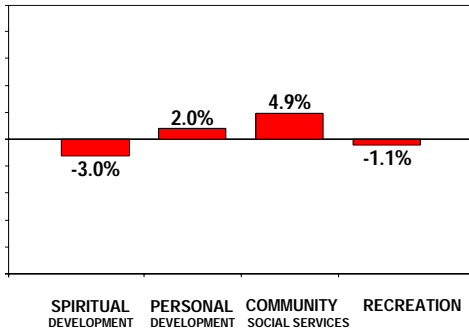


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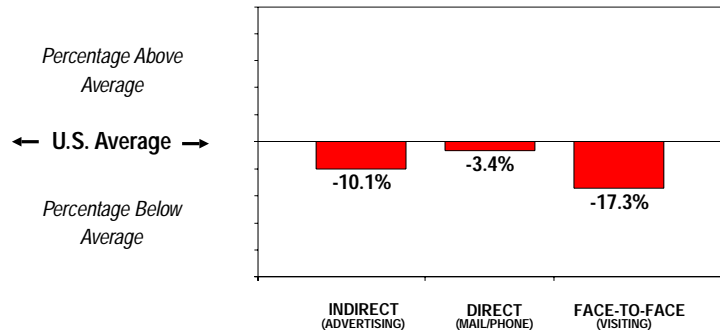
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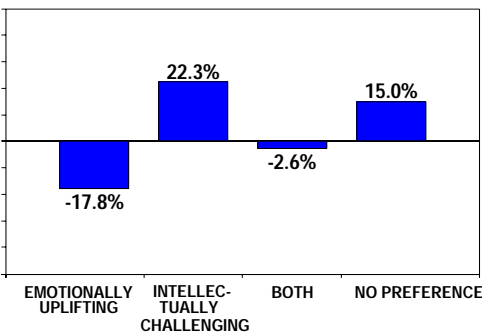
Church Program Preferences



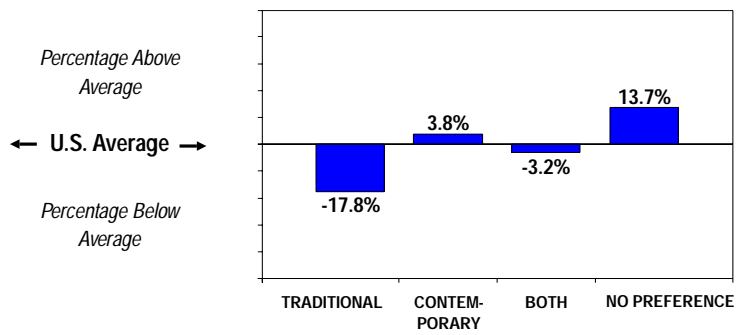
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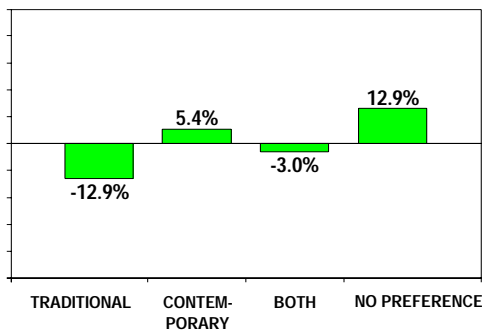
Worship Style (1)



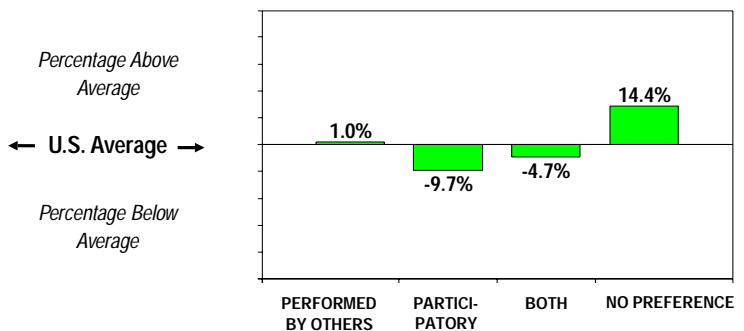
Worship Style (2)



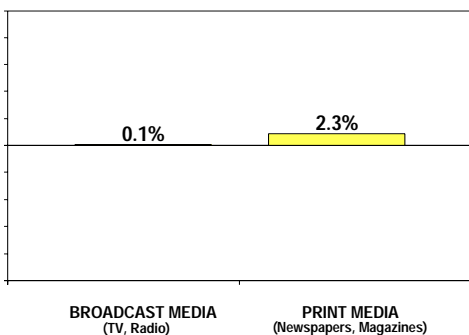
Music Style (1)



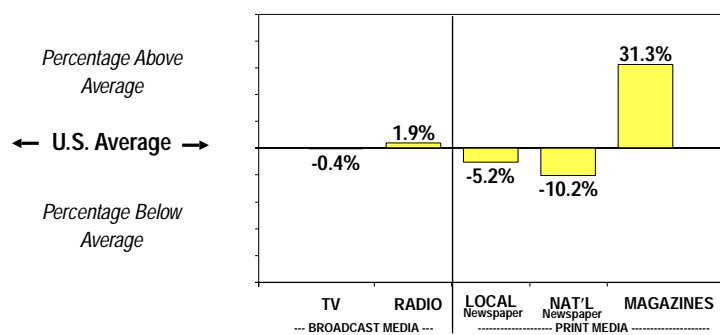
Music Style (2)



Primary Media Summary



Primary Media Preferences





Coordinates: 33:48.28 118:11.30
 Date: 10/4/2004

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

Study Area Definition:
 3.0 Mile Radius

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

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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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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CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
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
<i>DIRECT METHODS (MORE PERSONAL):</i>			
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
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ 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:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
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
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ 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
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ 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