

ministry area profile 2004

Percept

Study Area Definition:
United States



ID# 283:25257

**Study Area Definition:
United States**

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

A Currently, there are 290,647,163 persons residing in the defined study area. This represents an increase of 41,937,290 or 16.9% 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 5.3% or 15,270,908 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 all 50 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rural Working Families* representing 8.8% 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 68.2% of the population and all other racial/ethnic groups make up 31.8% which is about the same as the national average of 32%. The largest of these groups, *Hispanics/Latinos*, accounts for 13.2% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 13.2% 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 86,496,596 persons or 29.8% of the total population in the area. (see page 4)

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

A The area can be described as *somewhat 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 *about average*. While 80.4% 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 24.4% 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 All of the primary household concerns are likely to be near the national averages. (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 *about average* 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 \$63,207 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *about average*. (see page 4 and 17)

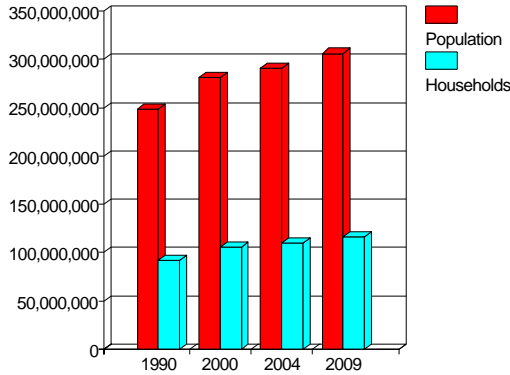


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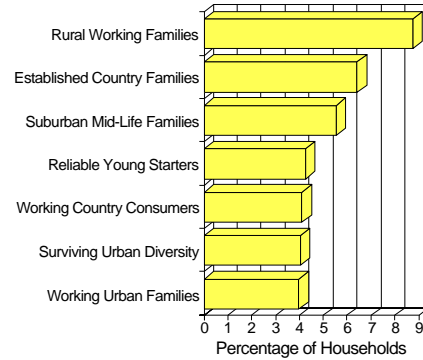
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Population and Households

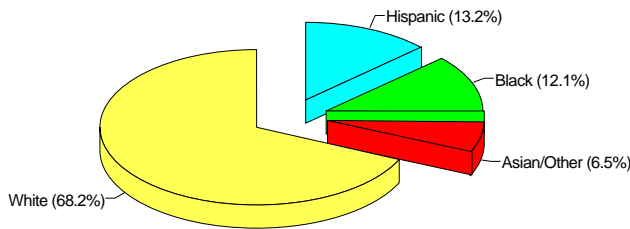


Primary U.S. Lifestyles Segments-2004

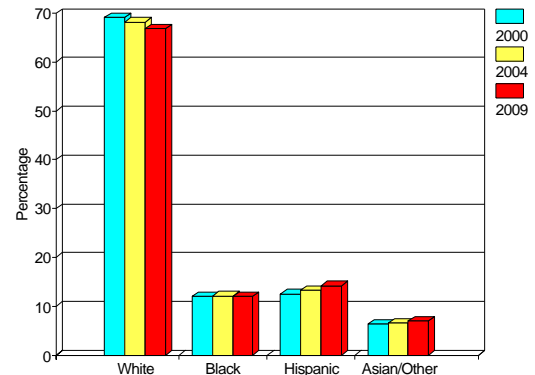


The population in the study area has increased by 9225257 persons, or 3.3% since 2000 and is projected to increase by 15270908 persons, or 5.3% between 2004 and 2009. The number of households has increased by 3900937, or 3.7% since 2000 and is projected to increase by 6594413, or 6.0% between 2004 and 2009.

Population By Race/Ethnicity-2004

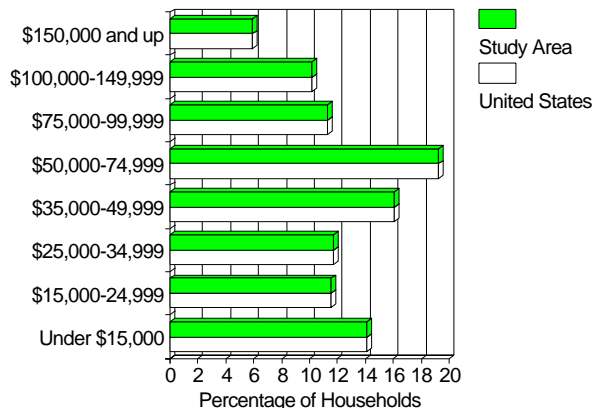


Population By Race/Ethnicity Trend

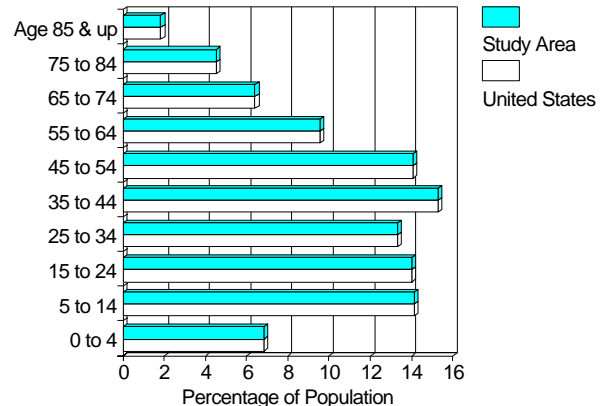


Between 2004 and 2009, the White population is projected to increase by 6426212 persons and to decrease from 68.2% to 66.9% of the total population. The Black population is projected to increase by 1570180 persons and to remain stable at 12.0% of the total. The Hispanic/Latino population is projected to increase by 5031107 persons and to increase from 13.2% to 14.2% of the total. The Asian/Other population is projected to increase by 2243409 persons and to increase from 6.5% to 6.9% of the total population.

Households By Income-2004



Population by Age-2004



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

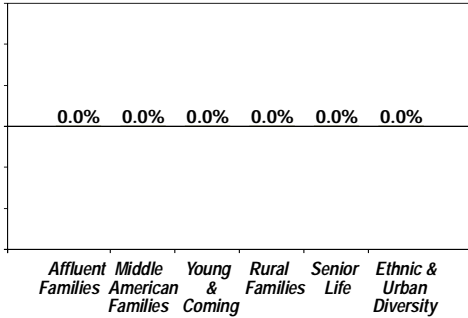


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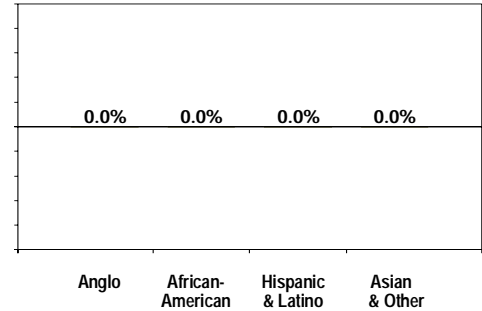
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U.S. Lifestyles Group

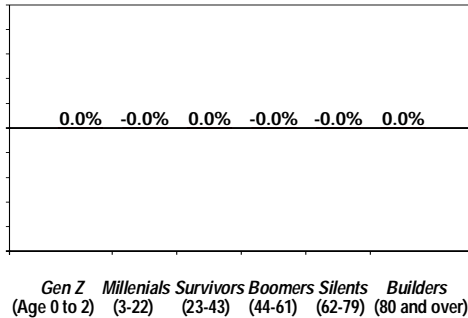


Race/Ethnicity

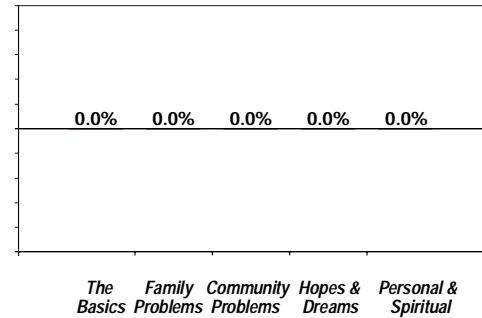


Percentage Above Average
← U.S. Average →
Percentage Below Average

Generations

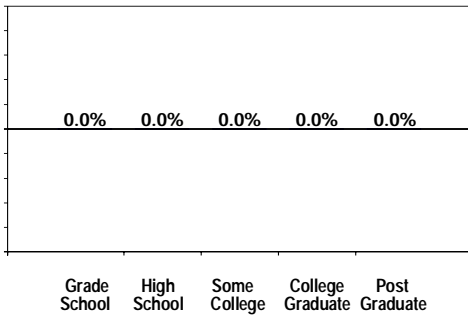


Primary Concern Groups

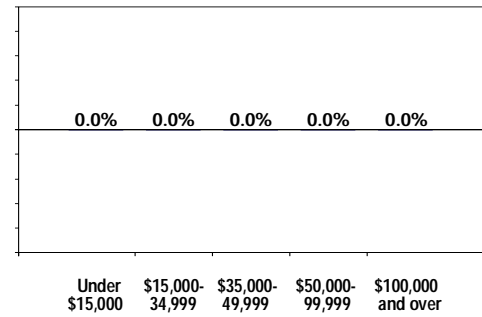


Percentage Above Average
← U.S. Average →
Percentage Below Average

Education Completed by Adults

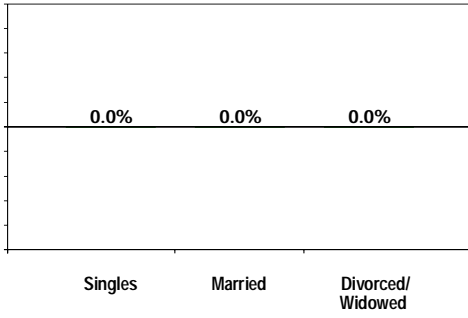


Household Income



Percentage Above Average
← U.S. Average →
Percentage Below Average

Marital Status



Households with Children



Percentage Above Average
← U.S. Average →
Percentage Below Average



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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	1990 Census	2000 Census	2004 Update	2009 Projection		
▲ Population	248,709,873	281,421,906	290,647,163	305,918,071		
Population Change		32,712,033	9,225,257	15,270,908		
Percentage Change		13.2%	3.3%	5.3%		
Average Annual Growth Rate		1.3%	0.8%	1.1%		
▲ Density (Pop. per square mile)	66	74	77	81		
HOUSEHOLDS						
▲ Households	91,947,410	105,539,122	109,440,059	116,034,472		
Household Change		13,591,712	3,900,937	6,594,413		
Percentage Change		14.8%	3.7%	6.0%		
Average Annual Growth Rate		1.5%	0.9%	1.2%		
↓ Persons Per Household	2.63	2.59	2.58	2.56		
POPULATION BY RACE/ETHNICITY						
	2000 Census		2004 Update		2009 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	194,514,140	69.1%	198,190,113	68.2%	204,616,325	66.9%
African-American (Non-Hisp)	33,707,230	12.0%	35,256,029	12.1%	36,826,209	12.0%
▲ Hispanic/Latino	35,238,481	12.5%	38,278,733	13.2%	43,309,840	14.2%
▲ Asian/Other (Non-Hisp)	17,962,055	6.4%	18,922,288	6.5%	21,165,697	6.9%
POPULATION BY GENDER						
↓ Female	143,505,720	51.0%	148,135,280	51.0%	155,834,063	50.9%
▲ Male	137,916,186	49.0%	142,511,883	49.0%	150,084,008	49.1%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	0	0.0%	9,933,802	3.4%	32,975,684	10.8%
Millennials (Born 1982 to 2001)	76,135,078	27.1%	83,763,053	28.8%	83,672,261	27.4%
↓ Survivors (Born 1961 to 1981)	85,735,883	30.5%	86,507,357	29.8%	87,755,316	28.7%
↓ Boomers (Born 1943 to 1960)	68,430,694	24.3%	63,647,644	21.9%	65,584,793	21.4%
↓ Silents (Born 1925 to 1942)	35,874,155	12.7%	34,902,324	12.0%	29,658,445	9.7%
↓ Builders (Born 1924 and earlier)	15,246,097	5.4%	11,892,983	4.1%	6,271,572	2.1%
AGE						
▲ Average Age		36.3		37.0		37.8
▲ Median Age		35.3		36.1		37.3
INCOME						
▲ Average Household Income		\$56,644		\$63,207		\$72,210
▲ Median Household Income		\$41,994		\$46,868		\$53,230
▲ Per Capita Income		\$21,243		\$23,800		\$27,389



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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	4,824,713	4.6%	6,513,744	6.0%	9,655,706	8.3%
▲ \$100,000 to \$149,999	8,147,826	7.7%	11,138,165	10.2%	15,005,410	12.9%
▲ \$75,000 to \$99,999	10,799,245	10.2%	12,379,351	11.3%	14,180,069	12.2%
↓ \$50,000 to \$74,999	20,540,604	19.5%	21,028,811	19.2%	22,021,564	19.0%
↓ \$35,000 to \$49,999	17,446,272	16.5%	17,528,231	16.0%	17,212,927	14.8%
↓ \$25,000 to \$34,999	13,519,242	12.8%	12,789,669	11.7%	12,023,310	10.4%
↓ \$15,000 to \$24,999	13,536,965	12.8%	12,595,409	11.5%	11,656,313	10.0%
↓ Under \$15,000	16,724,255	15.8%	15,466,679	14.1%	14,279,173	12.3%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	19,046,754	6.8%	19,867,603	6.8%	20,665,600	6.8%
↓ Required Formal Schooling (5-17)	53,096,003	18.9%	53,424,033	18.4%	53,636,850	17.5%
▲ College Years, Career Starts (18-24)	27,067,510	9.6%	28,431,640	9.8%	30,207,325	9.9%
↓ Singles and Young Families (25-34)	39,577,357	14.1%	38,662,888	13.3%	38,871,265	12.7%
↓ Families, Empty Nesters (35-54)	83,484,080	29.7%	85,351,543	29.4%	87,652,128	28.7%
▲ Enrichment Years Singles/Couples (55-64)	24,171,230	8.6%	27,822,847	9.6%	34,353,478	11.2%
▲ Retirement Opportunities (65+)	34,978,972	12.4%	37,086,609	12.8%	40,531,425	13.2%
POPULATION BY AGE (DETAIL)						
Under 5 years	19,046,754	6.8%	19,867,603	6.8%	20,665,600	6.8%
↓ 5 to 9 years	20,608,282	7.3%	20,029,912	6.9%	20,516,806	6.7%
↓ 10 to 14 years	20,618,199	7.3%	21,032,254	7.2%	20,486,383	6.7%
15 to 17 years	11,869,522	4.2%	12,361,867	4.3%	12,633,661	4.1%
18 to 20 years	12,097,943	4.3%	12,488,334	4.3%	13,530,640	4.4%
21 to 24 years	14,969,567	5.3%	15,943,306	5.5%	16,676,685	5.5%
25 to 29 years	19,212,244	6.8%	18,696,341	6.4%	20,230,282	6.6%
↓ 30 to 34 years	20,365,113	7.2%	19,966,547	6.9%	18,640,983	6.1%
↓ 35 to 39 years	23,083,337	8.2%	21,139,993	7.3%	20,734,924	6.8%
↓ 40 to 44 years	22,822,134	8.1%	23,347,568	8.0%	21,577,534	7.1%
▲ 45 to 49 years	20,181,127	7.2%	21,790,560	7.5%	23,387,203	7.6%
▲ 50 to 54 years	17,397,482	6.2%	19,073,422	6.6%	21,952,467	7.2%
▲ 55 to 59 years	13,383,251	4.8%	15,686,974	5.4%	18,943,904	6.2%
▲ 60 to 64 years	10,787,979	3.8%	12,135,873	4.2%	15,409,574	5.0%
65 to 69 years	9,569,199	3.4%	9,847,270	3.4%	11,503,519	3.8%
70 to 74 years	8,931,950	3.2%	8,782,884	3.0%	9,349,114	3.1%
75 to 84 years	12,317,262	4.4%	13,126,944	4.5%	13,407,220	4.4%
▲ 85 or more years	4,160,561	1.5%	5,329,511	1.8%	6,271,572	2.1%



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MARITAL STATUS				
Marital Status All Persons 15 and Older	221,148,671			
Single (Never Married)	59,913,370	27.1%	27.1%	100
Married	125,000,493	56.5%	56.5%	100
Divorced/Widowed	36,234,808	16.4%	16.4%	100
Marital Status Females 15 and Older	114,121,266			
Single (Never Married)	27,531,993	24.1%	24.1%	100
Married	62,308,654	54.6%	54.6%	100
Divorced/Widowed	24,280,619	21.3%	21.3%	100
Marital Status Males 15 and Older	107,027,405			
Single (Never Married)	32,381,377	30.3%	30.3%	100
Married	62,691,839	58.6%	58.6%	100
Divorced/Widowed	11,954,189	11.2%	11.2%	100
FAMILY STRUCTURE				
Households By Type	105,539,122			
Single Male	11,569,038	11.0%	11.0%	100
Single Female	15,634,686	14.8%	14.8%	100
Married Couple	55,458,451	52.5%	52.5%	100
Other Family - Male Head of Household	4,302,568	4.1%	4.1%	100
Other Family - Female Head of Household	12,500,761	11.8%	11.8%	100
Non Family - Male Head of Household	3,570,290	3.4%	3.4%	100
Non Family - Female Head of Household	2,503,328	2.4%	2.4%	100
Households With Children 0 to 18	38,022,115			
Married Couple Family	26,212,007	68.9%	68.9%	100
Other Family - Male Head of Household	2,572,370	6.8%	6.8%	100
Other Family - Female Head of Household	8,827,729	23.2%	23.2%	100
Non Family	410,009	1.1%	1.1%	100
Population By Household Type	281,421,906			
Family Households	231,374,718	82.2%	82.2%	100
Non Family Households	42,268,555	15.0%	15.0%	100
Group Quarters	7,778,633	2.8%	2.8%	100



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GROUP QUARTERS				
Population In Group Quarters By Type	7,778,633			
Institutions	4,059,039	52.2%	52.2%	100
College Dorm	2,064,128	26.5%	26.5%	100
Military	355,155	4.6%	4.6%	100
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
Other	1,300,311	16.7%	16.7%	100
RACE/ETHNICITY				
Population By Race/Ethnicity	281,421,906			
White (Non-Hispanic)	194,514,140	69.1%	69.1%	100
African-American (Non-Hisp)	33,707,230	12.0%	12.0%	100
Hispanic/Latino	35,238,481	12.5%	12.5%	100
Native American (Non-Hisp)	2,091,206	0.7%	0.7%	100
Asian (Non-Hisp)	10,138,991	3.6%	3.6%	100
Hawaiian & Pacific Islander (Non-Hisp)	342,743	0.1%	0.1%	100
Other Races & Multiple Races (Non-Hisp)	5,460,293	1.9%	1.9%	100
Asian Population By Race	10,242,998			
Chinese	2,314,537	22.6%	22.6%	100
Japanese	796,700	7.8%	7.8%	100
Indian	1,678,765	16.4%	16.4%	100
Korean	1,076,872	10.5%	10.5%	100
Vietnamese	1,122,528	11.0%	11.0%	100
Other Asian Races	3,253,596	31.8%	31.8%	100
Hispanic/Latino Population By Race	35,238,481			
White	16,839,585	47.8%	47.8%	100
African-American	654,510	1.9%	1.9%	100
Native American	356,783	1.0%	1.0%	100
Asian	104,007	0.3%	0.3%	100
Other Races & Multiple Races	17,283,596	49.0%	49.0%	100
Hispanic/Latino Population By Origin	35,238,481			
Mexican	20,640,711	58.6%	58.6%	100
Puerto Rican	3,406,178	9.7%	9.7%	100
Cuban	1,241,685	3.5%	3.5%	100
Other Hispanic Origin	10,017,244	28.4%	28.4%	100



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EDUCATION				
Population By School Enrollment (Age 3 and over)	270,076,176			
Pre-Primary (Public)	6,202,651	2.3%	2.3%	100
Pre-Primary (Private)	2,912,422	1.1%	1.1%	100
Elementary/High School (Public)	44,838,594	16.6%	16.6%	100
Elementary/High School (Private)	5,195,998	1.9%	1.9%	100
Enrolled in College	17,483,262	6.5%	6.5%	100
Not Enrolled in School	193,443,249	71.6%	71.6%	100
Population By Education Completed (Age 25 and over)	182,211,639			
Elementary (Less than 9 years)	13,755,477	7.5%	7.5%	100
Some High School (9 to 11 years)	21,960,148	12.1%	12.1%	100
High School Graduate (12 years)	52,168,981	28.6%	28.6%	100
Some College (13 to 15 years)	38,351,595	21.0%	21.0%	100
Associate Degree	11,512,833	6.3%	6.3%	100
Bachelor's Degree	28,317,792	15.5%	15.5%	100
Graduate Degree	16,144,813	8.9%	8.9%	100
OCCUPATION				
Population By Occupation Type (Age 15 and over)	129,721,512			
TOTAL WHITE COLLAR	78,268,121	60.3%	60.3%	100
Executive and Managerial	17,448,038	13.5%	13.5%	100
Professional Specialty	13,893,512	10.7%	10.7%	100
Technical Support	12,305,181	9.5%	9.5%	100
Sales	14,592,699	11.2%	11.2%	100
Administrative Support & Clerical	20,028,691	15.4%	15.4%	100
TOTAL BLUE COLLAR	51,453,391	39.7%	39.7%	100
Service: Private Households	3,628,243	2.8%	2.8%	100
Service: Protective	2,549,906	2.0%	2.0%	100
Service: Other	8,844,433	6.8%	6.8%	100
Farming, Forestry & Fishing	951,810	0.7%	0.7%	100
Precision Production and Craft	16,115,494	12.4%	12.4%	100
Operators and Assemblers	7,149,269	5.5%	5.5%	100
Transportation and Material Moving	7,959,871	6.1%	6.1%	100
Laborers	4,254,365	3.3%	3.3%	100



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EMPLOYMENT				
Population By Employment Status (Age 15 and over)	217,168,077			
Employed	130,873,649	60.3%	60.3%	100
Unemployed	7,947,286	3.7%	3.7%	100
Not in Labor Force	78,347,142	36.1%	36.1%	100
Households With Families By Number of Workers	72,261,780			
No Workers	9,148,427	12.7%	12.7%	100
1 Worker	21,981,637	30.4%	30.4%	100
2 Workers	32,520,874	45.0%	45.0%	100
3 or more Workers	8,610,842	11.9%	11.9%	100
Total Female Population By Work Status (Age 16 and over)	112,185,795			
TOTAL WORKING	60,794,308	54.2%	54.2%	100
With No Children	37,950,261	33.8%	33.8%	100
With Children Age 0 to 5 only	4,973,569	4.4%	4.4%	100
With Children Age 6 to 17 only	13,875,453	12.4%	12.4%	100
With Children Both Age 0 to 5 and 6 to 17	3,995,025	3.6%	3.6%	100
TOTAL NOT WORKING (UNEMPLOYED)	3,753,424	3.3%	3.3%	100
With No Children	2,446,624	2.2%	2.2%	100
With Children Age 0 to 5 only	388,783	0.3%	0.3%	100
With Children Age 6 to 17 only	623,784	0.6%	0.6%	100
With Children Both Age 0 to 5 and 6 to 17	294,233	0.3%	0.3%	100
TOTAL NOT IN THE LABOR FORCE	47,638,063	42.5%	42.5%	100
With No Children	36,862,018	32.9%	32.9%	100
With Children Age 0 to 5 only	3,082,780	2.7%	2.7%	100
With Children Age 6 to 17 only	4,838,455	4.3%	4.3%	100
With Children Both Age 0 to 5 and 6 to 17	2,854,810	2.5%	2.5%	100
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$17,603 for family of 4 in '00)	105,539,122			
Above Poverty Line (Householder Age 0 to 64)	73,395,018	69.5%	69.5%	100
Above Poverty Line (Householder Age 65 and over)	19,739,867	18.7%	18.7%	100
Below Poverty Line (Householder Age 0 to 64)	9,868,651	9.4%	9.4%	100
Below Poverty Line (Householder Age 65 and over)	2,535,586	2.4%	2.4%	100
Households By Presence of Retirement Income	105,539,122			
With Retirement Income	17,659,058	16.7%	16.7%	100
Without Retirement Income	87,880,064	83.3%	83.3%	100



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Study Area Definition:
United States

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
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HOUSING				
Occupied Units By Type	105,480,101			
Owner Occupied	69,816,513	66.2%	66.2%	100
Renter Occupied	35,663,588	33.8%	33.8%	100
Median Rent	\$657		\$657	100
Vacant Units By Type	10,424,540			
For Rent	2,676,107	25.7%	25.7%	100
For Sale	1,423,490	13.7%	13.7%	100
Seasonal	3,872,468	37.1%	37.1%	100
Other	2,452,475	23.5%	23.5%	100
Structures By Number of Units	115,904,641			
Single Unit	76,313,410	65.8%	65.8%	100
2 to 9 Units	15,904,618	13.7%	13.7%	100
10 to 19 Units	4,636,717	4.0%	4.0%	100
20 to 49 Units	3,873,383	3.3%	3.3%	100
50 or more Units	6,134,675	5.3%	5.3%	100
Mobile Home	8,779,228	7.6%	7.6%	100
Other	262,610	0.2%	0.2%	100
Single To Multiple Unit Ratio	2.50		2.50	100
2000 Owner-Occupied Property Values	55,212,108			
Under \$25,000	1,301,333	2.4%	2.4%	100
\$25,000 to \$49,999	4,156,484	7.5%	7.5%	100
\$50,000 to \$74,999	9,005,425	16.3%	16.3%	100
\$75,000 to \$99,999	7,773,546	14.1%	14.1%	100
\$100,000 to 149,999	13,110,384	23.7%	23.7%	100
\$150,000 to \$199,999	8,075,904	14.6%	14.6%	100
\$200,000 to \$299,999	6,583,049	11.9%	11.9%	100
\$300,000 to \$399,999	2,442,848	4.4%	4.4%	100
\$400,000 to \$499,999	1,141,260	2.1%	2.1%	100
\$500,000 and over	1,621,875	2.9%	2.9%	100
2000 Median Property Value	\$158,934		\$158,934	100



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HOUSING (CONTINUED)				
Housing Units By Year Built	115,904,641			
1995 to 2000	11,234,050	9.7%	9.7%	100
1990 to 1994	8,467,008	7.3%	7.3%	100
1980 to 1989	18,326,847	15.8%	15.8%	100
1970 to 1979	21,438,863	18.5%	18.5%	100
1960 to 1969	15,911,903	13.7%	13.7%	100
1950 to 1959	14,710,149	12.7%	12.7%	100
1940 to 1949	8,435,768	7.3%	7.3%	100
1939 or earlier	17,380,053	15.0%	15.0%	100
Households By Number of Persons	105,539,122			
1 Person Household	27,203,724	25.8%	25.8%	100
2 Person Household	34,261,844	32.5%	32.5%	100
3 Person Household	17,378,773	16.5%	16.5%	100
4 Person Household	15,041,414	14.3%	14.3%	100
5 Person Household	7,067,874	6.7%	6.7%	100
6 Person Household	2,815,726	2.7%	2.7%	100
7 or more Person Household	1,769,767	1.7%	1.7%	100
Average Persons Per Household	2.6		2.6	100
Population By Urban/Rural	281,421,906			
Urban	222,358,309	79.0%	79.0%	100
Rural	59,063,597	21.0%	21.0%	100
Households By Heating Type	105,480,101			
Utility Gas	54,027,880	51.2%	51.2%	100
Other Gas	6,880,185	6.5%	6.5%	100
Electric	32,010,401	30.3%	30.3%	100
Oil	9,457,850	9.0%	9.0%	100
Coal	142,876	0.1%	0.1%	100
Wood	1,769,781	1.7%	1.7%	100
Solar/Other Fuel	459,622	0.4%	0.4%	100
No Fuel Used	731,506	0.7%	0.7%	100
Households By Presence of Telephone	105,480,101			
With Telephone	102,909,396	97.6%	97.6%	100
Without Telephone	2,570,705	2.4%	2.4%	100



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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles	105,480,101			
No Vehicles	10,861,067	10.3%	10.3%	100
1 Vehicle	36,123,613	34.2%	34.2%	100
2 Vehicle	40,461,920	38.4%	38.4%	100
3 or more Vehicles	18,033,501	17.1%	17.1%	100
Workers By Travel Time to Work	124,095,005			
Work At Home	4,184,223	3.4%	3.4%	100
Less than 10 minutes	17,868,011	14.4%	14.4%	100
10 to 29 minutes	63,424,929	51.1%	51.1%	100
30 to 59 minutes	32,904,317	26.5%	26.5%	100
60 to 89 minutes	6,461,905	5.2%	5.2%	100
90 or more minutes	3,435,843	2.8%	2.8%	100
Average Travel Time to Work (minutes)	25.5		25.5	100
Workers By Type of Transportation to Work	128,279,228			
Drive Alone	97,102,050	75.7%	75.7%	100
Car Pool	15,634,051	12.2%	12.2%	100
Public Transportation	6,067,703	4.7%	4.7%	100
Motorcycle	630,921	0.5%	0.5%	100
Walk to Work	3,758,982	2.9%	2.9%	100
Other Means	901,298	0.7%	0.7%	100
Work at Home	4,184,223	3.3%	3.3%	100



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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.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	34,390,639	31.4%	31.4%	100
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	20,111,178	18.4%	18.4%	100
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	16,539,686	15.1%	15.1%	100
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	16,037,857	14.7%	14.7%	100
4	Rural Families (27, 26, 29, 33, 35 and 38)	14,293,928	13.1%	13.1%	100
5	Senior Life (7, 20, 21, 22, 30 and 31)	7,555,697	6.9%	6.9%	100

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.		
38	Rural Working Families	9,583,656	8.8%	8.8%	100
16	Established Country Families	7,013,953	6.4%	6.4%	100
10	Suburban Mid-Life Families	6,070,378	5.5%	5.5%	100
15	Reliable Young Starters	4,652,232	4.3%	4.3%	100
25	Working Country Consumers	4,500,736	4.1%	4.1%	100
40	Surviving Urban Diversity	4,425,945	4.0%	4.0%	100
18	Working Urban Families	4,343,661	4.0%	4.0%	100
1	Traditional Affluent Families	3,809,017	3.5%	3.5%	100
4	Educated Mid-Life Families	3,733,434	3.4%	3.4%	100
23	Established Empty-Nesters	3,703,866	3.4%	3.4%	100
5	Prosperous Diversity	3,394,643	3.1%	3.1%	100
11	Young Suburban Families	3,249,641	3.0%	3.0%	100
12	Educated New Starters	3,214,016	2.9%	2.9%	100
28	Building Country Families	3,062,735	2.8%	2.8%	100
39	New Beginning Urbanites	3,026,952	2.8%	2.8%	100
24	Metro Multi-Ethnic Diversity	3,007,232	2.7%	2.7%	100
35	Laboring Country Families	3,004,720	2.7%	2.7%	100
20	Cautious and Mature	2,887,483	2.6%	2.6%	100
46	Struggling Black Households	2,751,394	2.5%	2.5%	100
45	Struggling Urban Diversity	2,688,285	2.5%	2.5%	100



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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.		
8	Rising Potential Professionals	2,561,498	2.3%	2.3%	100
17	Large Young Families	2,353,715	2.2%	2.2%	100
6	Prosperous New Country Families	2,335,450	2.1%	2.1%	100
22	Mature and Established	1,959,908	1.8%	1.8%	100
32	Working Urban Life	1,808,074	1.7%	1.7%	100
41	Struggling Hispanic Households	1,770,628	1.6%	1.6%	100
3	Mid-Life Prosperity	1,667,843	1.5%	1.5%	100
42	Laboring Rural Diversity	1,662,480	1.5%	1.5%	100
29	Working Country Families	1,053,038	1.0%	1.0%	100
30	Urban Senior Life	907,026	0.8%	0.8%	100
48	Struggling Urban Life	888,062	0.8%	0.8%	100
2	Professional Affluent Families	882,014	0.8%	0.8%	100
47	University Life	822,881	0.8%	0.8%	100
14	Secure Mid-Life Families	717,285	0.7%	0.7%	100
34	College and Career Starters	629,750	0.6%	0.6%	100
21	Mature and Stable	620,520	0.6%	0.6%	100
37	Rising Multi-Ethnic Urbanites	615,191	0.6%	0.6%	100
31	Mature Country Families	590,620	0.5%	0.5%	100
7	Prosperous and Mature	590,140	0.5%	0.5%	100
43	Laboring Urban Diversity	554,704	0.5%	0.5%	100
36	Working Diverse Urbanites	472,251	0.4%	0.4%	100
13	Affluent Educated Urbanites	429,494	0.4%	0.4%	100
27	Country Family Diversity	372,324	0.3%	0.3%	100
49	Exception Households	273,225	0.2%	0.2%	100
50	Unclassified Households	237,849	0.2%	0.2%	100
33	Laboring Rural Families	149,590	0.1%	0.1%	100
26	Working Suburban Families	130,600	0.1%	0.1%	100
9	Educated Working Families	91,954	0.1%	0.1%	100
19	Educated and Promising	85,843	0.1%	0.1%	100
44	Laboring Urban Life	82,123	0.1%	0.1%	100
	TOTALS	109,440,059	100.0%	100.0%	100



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Description	Study Area	U.S. Average	U.S. Comparative Index
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FAITH INVOLVEMENT INDICATOR

Estimated 2004 Households Likely to Be:

Strongly Involved with Their Faith	35.4%	35.4%	100
Somewhat Involved with Their Faith	29.9%	29.9%	100
Not Involved with Their Faith	34.7%	34.7%	100

Estimated 2004 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	22.1%	22.1%	100
Decreased Their Involvement with Their Faith in the Last 10 Years	23.7%	23.7%	100

RELIGIOUS PREFERENCE INDICATOR

Estimated 2004 Households Likely to Prefer:

Adventist	0.5%	0.5%	100
Baptist	16.1%	16.1%	100
Catholic	23.7%	23.7%	100
Congregational	2.0%	2.0%	100
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	100
Episcopal	2.9%	2.9%	100
Holiness	0.8%	0.8%	100
Jehovah's Witnesses	1.1%	1.1%	100
Judaism	3.2%	3.2%	100
Lutheran	7.2%	7.2%	100
Methodist	10.1%	10.1%	100
Mormon	1.8%	1.8%	100
New Age	0.6%	0.6%	100
Non-Denominational / Independent	6.9%	6.9%	100
Orthodox	0.3%	0.3%	100
Pentecostal	2.4%	2.4%	100
Presbyterian / Reformed	4.6%	4.6%	100
Unitarian / Universalist	0.7%	0.7%	100
Interested but No Preference	3.9%	3.9%	100
Not Interested and No Preference	11.1%	11.1%	100

Likely to Have Changed Their Preference in the Last 10 Years	16.8%	16.8%	100
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2004 Households Likely to Prefer A Leader Who:

Tells them what to do	4.0%	4.0%	100
Lets them do what they want and is supportive	11.7%	11.7%	100
Lets them do what they want and stays out of the way	4.8%	4.8%	100
Works with them on deciding what to do and helps them do it	79.6%	79.6%	100



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PRIMARY CONCERN INDICATOR			
Estimated 2004 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	43.5%	43.5%	100
Finding/Providing Health Insurance	29.0%	29.0%	100
Day-to-Day Financial Worries	31.6%	31.6%	100
Finding Employment Opportunities	14.4%	14.4%	100
Finding Affordable Housing	11.3%	11.3%	100
Providing Adequate Food	8.6%	8.6%	100
Finding Child Care	6.3%	6.3%	100
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	16.7%	16.7%	100
Dealing With Teen / Child Problems	20.7%	20.7%	100
Finding/Providing Aging Parent Care	15.5%	15.5%	100
Dealing With Abusive Relationships	11.4%	11.4%	100
Dealing With Divorce	4.5%	4.5%	100
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	27.0%	27.0%	100
Finding/Providing Good Schools	23.5%	23.5%	100
Dealing with Problems in Schools	13.6%	13.6%	100
Dealing With Racial / Ethnic Prejudice	13.1%	13.1%	100
Dealing With Neighborhood Gangs	8.5%	8.5%	100
Dealing with Social Injustice	11.3%	11.3%	100
HOPES AND DREAMS:			
Achieving Long-term Financial Security	50.6%	50.6%	100
Finding Time for Recreation / Leisure	25.3%	25.3%	100
Finding Better Quality Healthcare	23.9%	23.9%	100
Finding A Satisfying Job / Career	19.3%	19.3%	100
Finding Retirement Opportunities	18.9%	18.9%	100
Achieving A Fulfilling Marriage	22.3%	22.3%	100
Developing Parenting Skills	14.7%	14.7%	100
Achieving Educational Objectives	7.5%	7.5%	100
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.8%	29.8%	100
Finding Companionship	17.3%	17.3%	100
Finding A Good Church	15.2%	15.2%	100
Finding Spiritual Teaching	12.9%	12.9%	100
Finding Life Direction	14.0%	14.0%	100



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KEY VALUES INDICATOR

Estimated 2004 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	84.5%	84.5%	100
"God is actively involved in the world including nations and their governments"	63.8%	63.8%	100

SOCIETY:

"It is important to preserve the traditional American family structure"	91.5%	91.5%	100
"A healthy environment has become a national crisis"	82.8%	82.8%	100
"Public education is essential to the future of American society"	94.0%	94.0%	100

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	50.1%	50.1%	100
"The role of Churches / Synagogues is to help form and support moral values"	81.1%	81.1%	100
"Churches and religious organizations should provide more human services"	62.6%	62.6%	100

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	36.3%	36.3%	100
"The changing racial / ethnic face of America is a threat to our national heritage"	36.3%	36.3%	100

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2004 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.8%	59.8%	100
More than \$500 per year	31.2%	31.2%	100
More than \$1,000 per year	17.4%	17.4%	100

TO CHARITIES:

More than \$100 per year	33.7%	33.7%	100
More than \$500 per year	6.8%	6.8%	100
More than \$1,000 per year	2.3%	2.3%	100

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	16.1%	16.1%	100
More than \$500 per year	4.3%	4.3%	100
More than \$1,000 per year	2.2%	2.2%	100

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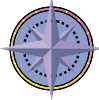
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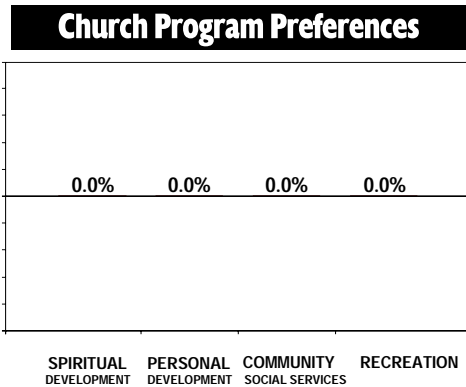
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RECREATION.....	2
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WORSHIP STYLE	3
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MISSION EMPHASIS	4
ARCHITECTURE.....	4
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PRIMARY MEDIA PREFERENCE	5
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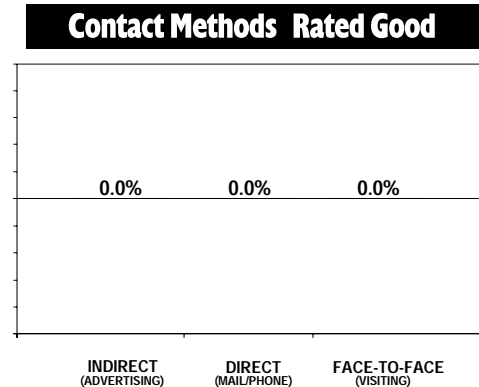
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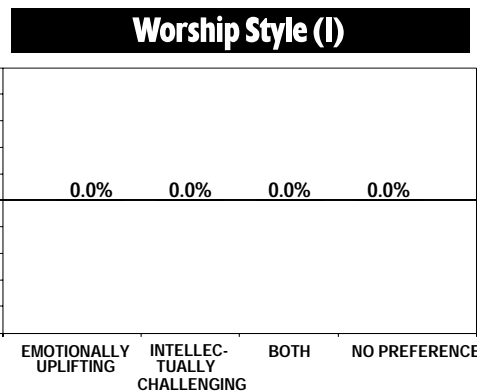
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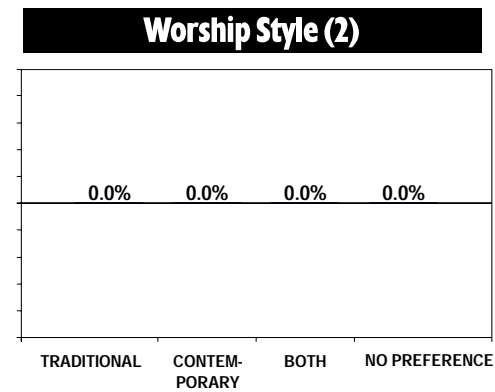
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Percentage Below Average



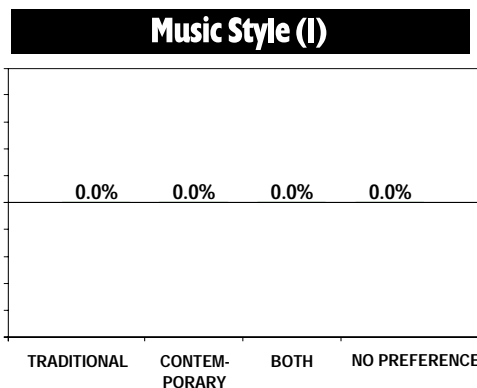
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Percentage Below Average



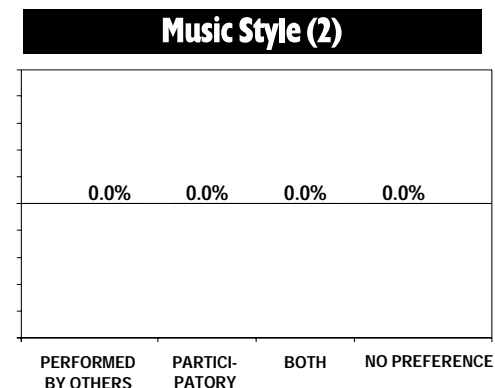
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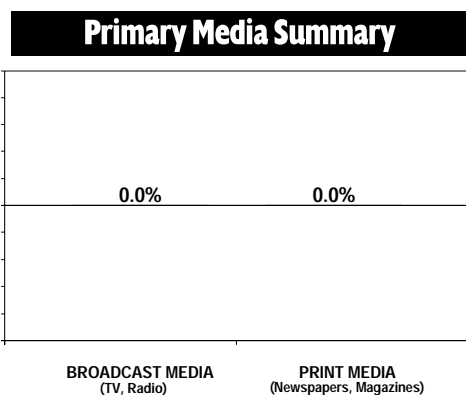
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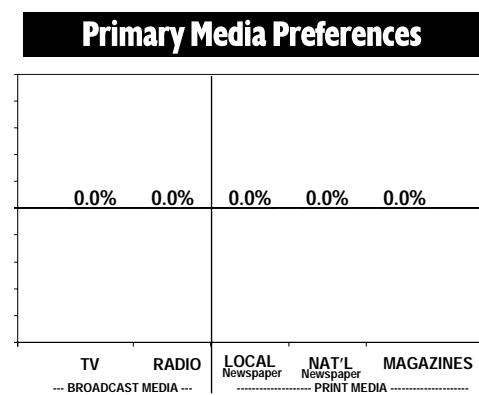
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Percentage Above Average
← U.S. Average →
Percentage Below Average



Date: 10/11/2004

Prepared For:
 Percept

Study Area Definition:
 United States

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	41.1%	41.1%	100
Adult Theological Discussion Groups	22.5%	22.5%	100
Spiritual Retreats	11.6%	11.6%	100

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.2%	15.2%	100
Parent Training Programs	7.8%	7.8%	100
Twelve Step Programs	3.5%	3.5%	100
Divorce Recovery	2.4%	2.4%	100

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	22.5%	22.5%	100
Care for the Terminally Ill	15.7%	15.7%	100
Food and Clothing Resources	11.1%	11.1%	100
Day Care Services	6.1%	6.1%	100
Church Sponsored Day-School	5.7%	5.7%	100

RECREATION:

Youth Social Programs	29.7%	29.7%	100
Family Activities and Outings	32.8%	32.8%	100
Active Retirement Programs	26.8%	26.8%	100
Cultural Programs (Music, Drama, Art)	18.9%	18.9%	100
Sports or Camping	6.3%	6.3%	100

SUMMARY

Spiritual Development Index	100
Personal Development Index	100
Community/Social Services Index	100
Recreation Index	100



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WORSHIP STYLE INDICATOR

Estimated 2004 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	26.4%	26.4%	100
B. Intellectually Challenging	11.1%	11.1%	100
C. Both A and B	39.2%	39.2%	100
D. No Preference or Not Interested	23.4%	23.4%	100

PART 2:

A. Traditional/Formal/Ceremonial	20.2%	20.2%	100
B. Contemporary/Informal	26.3%	26.3%	100
C. Both A and B	26.5%	26.5%	100
D. No Preference or Not Interested	26.9%	26.9%	100

MUSIC STYLE INDICATOR

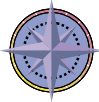
Estimated 2004 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.4%	24.4%	100
B. Contemporary	19.7%	19.7%	100
C. Both A and B	31.1%	31.1%	100
D. No Preference or Not Interested	24.8%	24.8%	100

PART 2:

A. Performed by Others	18.7%	18.7%	100
B. Participatory	22.9%	22.9%	100
C. Both A and B	32.2%	32.2%	100
D. No Preference or Not Interested	26.2%	26.2%	100



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.0%	22.0%	100
B. Personal Spiritual Development	14.3%	14.3%	100
C. Both A and B	37.4%	37.4%	100
D. No Preference or Not Interested	26.3%	26.3%	100

PART 2:

A. Global Mission	6.2%	6.2%	100
B. Local Mission	33.3%	33.3%	100
C. Both A and B	30.1%	30.1%	100
D. No Preference or Not Interested	30.4%	30.4%	100

CHURCH ARCHITECTURE INDICATOR

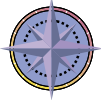
Estimated 2004 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	26.6%	26.6%	100
B. Contemporary	15.9%	15.9%	100
C. Both A and B	32.3%	32.3%	100
D. No Preference or Not Interested	25.1%	25.1%	100

PART 2:

A. Somber/Serious	9.4%	9.4%	100
B. Light and Airy	34.7%	34.7%	100
C. Both A and B	27.7%	27.7%	100
D. No Preference or Not Interested	28.2%	28.2%	100



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	47.3%	47.3%	100
Radio	13.3%	13.3%	100

PRINT MEDIA:

Local Newspaper	36.1%	36.1%	100
National Newspaper	4.3%	4.3%	100
Magazines	2.4%	2.4%	100

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.9%	31.9%	100
Radio	23.8%	23.8%	100

PRINT MEDIA:

Local Newspaper	32.7%	32.7%	100
National Newspaper	5.8%	5.8%	100
Magazines	7.0%	7.0%	100

SUMMARY

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



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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	36.2%	36.2%	100
Putting Ad in Local Newspaper	33.8%	33.8%	100
Local Cable Channels	30.4%	30.4%	100
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	53.7%	53.7%	100
Calling and Offering to Send Information By Mail	29.5%	29.5%	100
Calling and Discussing on the Phone	12.0%	12.0%	100
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	20.1%	20.1%	100
Going Door to Door	14.0%	14.0%	100

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	19.6%	19.6%	100
Putting Ad in Local Newspaper	21.5%	21.5%	100
Local Cable Channels	30.7%	30.7%	100
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	13.3%	13.3%	100
Calling and Offering to Send Information By Mail	34.0%	34.0%	100
Calling and Discussing on the Phone	60.6%	60.6%	100
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	49.6%	49.6%	100
Going Door to Door	64.0%	64.0%	100

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	100
Direct Methods Index	100
Face-to-Face Methods Index	100

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	100
Direct Methods Index	100
Face-to-Face Methods Index	100