

# YOUR ORGANIZATION NAME HERE - YOUR CITY, CA

## MINISTRY AREA BY BLOCK GROUP

### PRIMARY U.S. LIFESTYLES SEGMENT

- Traditional Affluent Families
- Educated Mid-Life Families
- Prosperous Diversity
- Rising Potential Professionals
- Suburban Mid-Life Families
- Educated New Starters
- Secure Mid-Life Families
- Reliable Young Starters
- Large Young Families
- Established Empty-Nesters
- Metro Multi-Ethnic Diversity
- Building Country Families
- Working Urban Life
- Rising Multi-Ethnic Urbanites
- Surviving Urban Diversity
- Struggling Hispanic Households
- Struggling Urban Diversity
- Struggling Black Households
- Struggling Urban Life
- Unclassified Households

- Site Location with 3 mile radius
- Major Highways
- Major Roads

