

ministry area profile 2012

Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 Mile Radius





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Table of Contents

| | |
|-------------------------------------|-----------|
| INTERVIEW | 1 |
| SNAPSHOT | 2 |
| FINGERPRINT | 3 |
| TRENDS | 4 |
| POPULATION | 4 |
| HOUSEHOLDS | 4 |
| POPULATION BY RACE/ETHNICITY | 4 |
| POPULATION BY GENDER | 4 |
| AGE | 4 |
| INCOME | 4 |
| POPULATION BY PHASE OF LIFE | 5 |
| POPULATION BY AGE (DETAIL) | 5 |
| CENSUS | 6 |
| MARITAL STATUS | 6 |
| FAMILY STRUCTURE | 6 |
| GROUP QUARTERS | 7 |
| RACE/ETHNICITY | 7 |
| EDUCATION | 8 |
| OCCUPATION | 8 |
| EMPLOYMENT | 9 |
| POVERTY AND RETIREMENT INCOME | 9 |
| HOUSING | 10 |
| TRANSPORTATION | 12 |
| U.S. LIFESTYLES | 13 |
| ETHOS | 15 |
| FAITH INVOLVEMENT | 15 |
| RELIGIOUS PREFERENCE | 15 |
| LEADERSHIP PREFERENCE | 15 |
| PRIMARY CONCERNS | 16 |
| KEY VALUES | 17 |
| HOUSEHOLD CONTRIBUTIONS | 17 |

Coordinates: 33:48.28 118:11.30
Date: 4/16/2012

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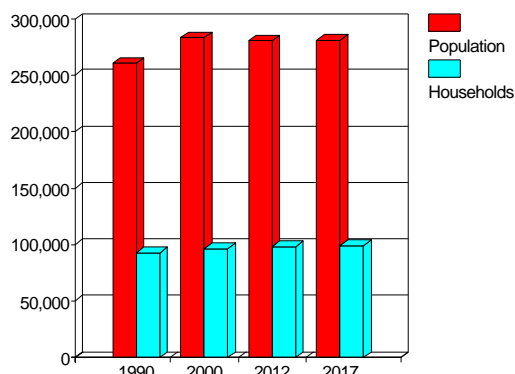
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 280,757 persons residing in the defined study area. This represents an increase of 20,078 or 7.7% since 1990. During the same period of time, the U.S. as a whole grew by 25.9%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A No, between 2012 and 2017, the population is projected to remain stable. During the same period, the U.S. population is projected to grow by 3.9%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely high* with a considerable 36 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Urban Diversity* representing 16.8% 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 19.8% of the population and all other racial/ethnic groups make up a substantial 80.2% which is well above the national average of 37%. The largest of these groups, *Hispanics/Latinos*, accounts for 46.5% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 4.3% between 2012 and 2017. (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 31 to 51) comprised of 90,011 persons or 32.1% of the total population in the area. Compared to a national average of 29.0%, *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 74.0% of the population aged 25 and over have graduated from high school as compared to the national average of 85.1%, college graduates account for 23.6% of those over 25 in the area versus 27.8% 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 Employment Opportunities*. (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 *very 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 \$53,913 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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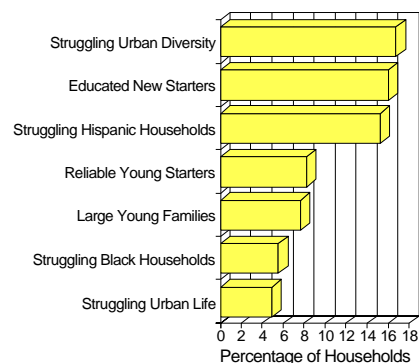
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Population and Households

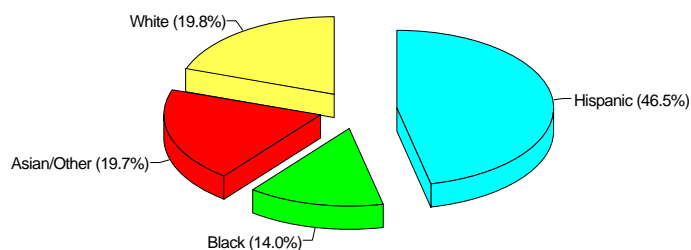


Primary U.S. Lifestyles Segments-2012

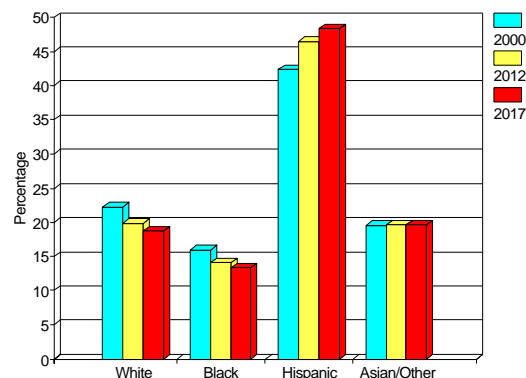


The population in the study area has decreased by 2686 persons, or 0.9% since 2000 and is projected to increase by 809 persons, or 0.3% between 2012 and 2017. The number of households has increased by 2081, or 2.2% since 2000 and is projected to increase by 1176, or 1.2% between 2012 and 2017.

Population By Race/Ethnicity-2012

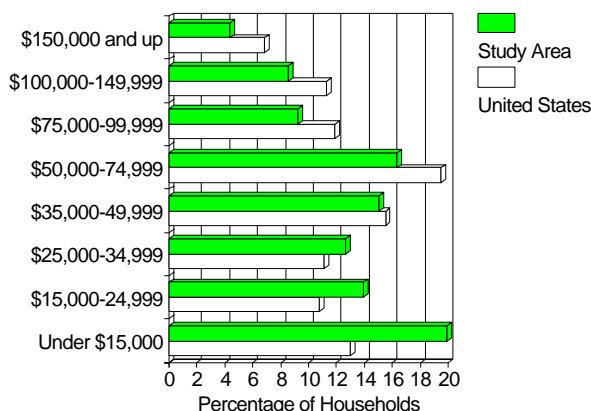


Population By Race/Ethnicity Trend

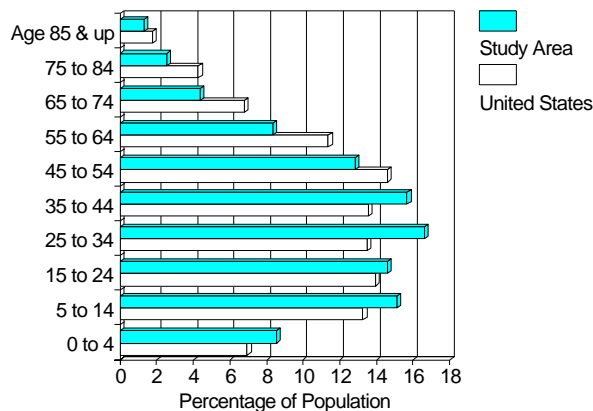


Between 2012 and 2017, the White population is projected to decrease by 2965 persons and to decrease from 19.8% to 18.7% of the total population. The Black population is projected to decrease by 1988 persons and to decrease from 14.0% to 13.3% of the total. The Hispanic/Latino population is projected to increase by 5575 persons and to increase from 46.5% to 48.4% of the total. The Asian/Other population is projected to increase by 187 persons and to remain stable at 19.7% of the total population.

Households By Income-2012



Population by Age-2012

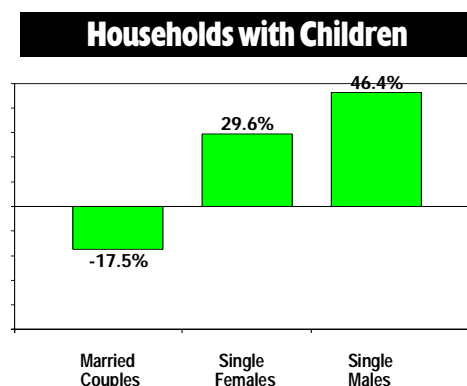
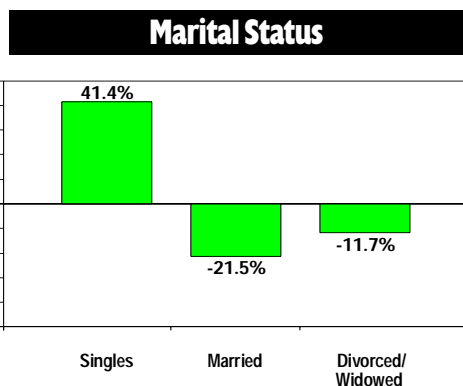
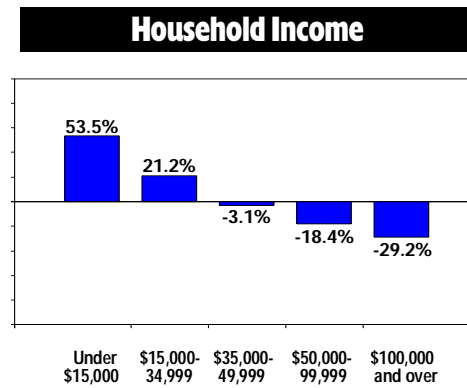
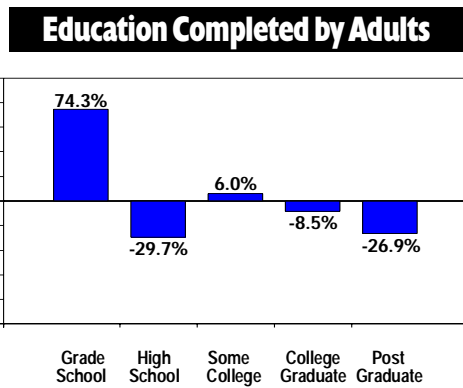
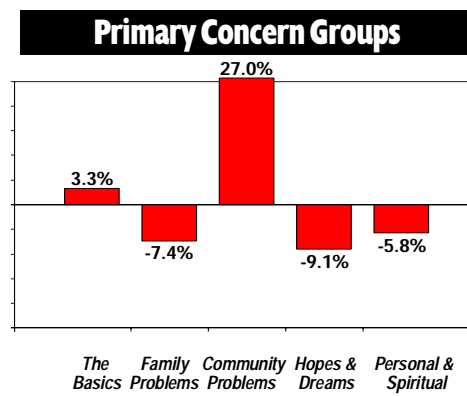
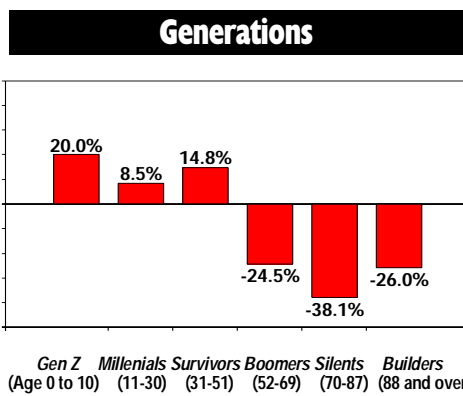
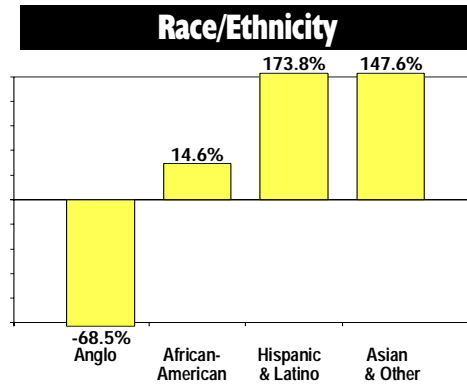
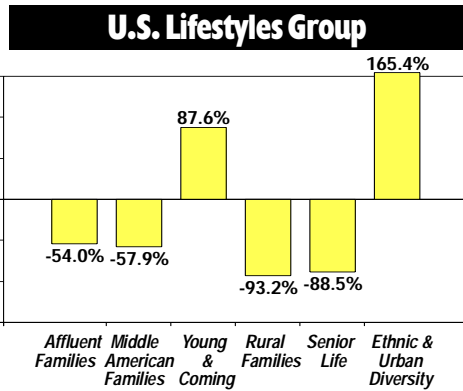


The average household income in the study area is \$53913 a year as compared to the U.S. average of \$67315. The average age in the study area is 33.5 and is projected to increase to 34.6 by 2017. The average age in the U.S. is 37.5 and is projected to increase to 38.3 by 2017.

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| POPULATION | | | | | | |
|--|----------------|----------------|----------------|--------------------|--------------------|----------|
| ▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend | 1990 Census | 2000 Census | 2012 Update | 2017 Projection | | |
| Population | 260,679 | 283,443 | 280,757 | 281,566 | | |
| Population Change | | 22,764 | (2,686) | 809 | | |
| Percentage Change | | 8.7% | -0.9% | 0.3% | | |
| Average Annual Growth Rate | | 0.9% | -0.1% | 0.1% | | |
| Density (Pop. per square mile) | 9,220 | 10,025 | 9,930 | 9,958 | | |
| HOUSEHOLDS | | | | | | |
| ▲ Households | 92,465 | 95,872 | 97,953 | 99,129 | | |
| Household Change | | 3,407 | 2,081 | 1,176 | | |
| Percentage Change | | 3.7% | 2.2% | 1.2% | | |
| Average Annual Growth Rate | | 0.4% | 0.2% | 0.2% | | |
| Persons Per Household | 2.77 | 2.91 | 2.82 | 2.79 | | |
| POPULATION BY RACE/ETHNICITY | | | | | | |
| | 2000 Census | | 2012 Update | | 2017 Projection | |
| | Number | Percent | Number | Percent | Number | Percent |
| ↓ White (Non-Hispanic) | 63,100 | 22.3% | 55,537 | 19.8% | 52,572 | 18.7% |
| ↓ African-American (Non-Hisp) | 45,070 | 15.9% | 39,429 | 14.0% | 37,441 | 13.3% |
| ▲ Hispanic/Latino | 119,965 | 42.3% | 130,587 | 46.5% | 136,162 | 48.4% |
| ▲ Asian/Other (Non-Hisp) | 55,309 | 19.5% | 55,204 | 19.7% | 55,391 | 19.7% |
| POPULATION BY GENDER | | | | | | |
| ↓ Female | 142,966 | 50.4% | 140,676 | 50.1% | 140,978 | 50.1% |
| ▲ Male | 140,477 | 49.6% | 140,081 | 49.9% | 140,588 | 49.9% |
| POPULATION BY GENERATION | | | | | | |
| ▲ Generation Z (Born 2002 and later) | 0 | 0.0% | 41,526 | 14.8% | 62,375 | 22.2% |
| ↓ Millennials (Born 1982 to 2001) | 92,860 | 32.8% | 83,030 | 29.6% | 80,410 | 28.6% |
| ↓ Survivors (Born 1961 to 1981) | 102,109 | 36.0% | 92,481 | 32.9% | 85,624 | 30.4% |
| ↓ Boomers (Born 1943 to 1960) | 55,981 | 19.8% | 44,819 | 16.0% | 39,586 | 14.1% |
| ↓ Silents (Born 1925 to 1942) | 21,734 | 7.7% | 15,547 | 5.5% | 12,413 | 4.4% |
| ↓ Builders (Born 1924 and earlier) | 10,878 | 3.8% | 3,357 | 1.2% | 1,158 | 0.4% |
| AGE | | | | | | |
| ▲ Average Age | | 31.3 | | 33.5 | | 34.6 |
| ▲ Median Age | | 29.2 | | 32.1 | | 33.4 |
| INCOME | | | | | | |
| ▲ Average Household Income | | \$43,493 | | \$53,913 | | \$55,978 |
| ▲ Median Household Income | | \$34,289 | | \$42,695 | | \$44,097 |
| ▲ Per Capita Income | | \$14,711 | | \$18,810 | | \$19,708 |

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HOUSEHOLDS BY INCOME

| ▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend | 2000 Census | | 2012 Update | | 2017 Projection | |
|--|-------------|---------|-------------|---------|-----------------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| ▲ \$150,000 or more | 2,341 | 2.4% | 4,253 | 4.3% | 4,797 | 4.8% |
| ▲ \$100,000 to \$149,999 | 4,780 | 5.0% | 8,365 | 8.5% | 9,057 | 9.1% |
| ▲ \$75,000 to \$99,999 | 7,076 | 7.4% | 9,084 | 9.3% | 9,363 | 9.4% |
| ▲ \$50,000 to \$74,999 | 14,171 | 14.8% | 15,989 | 16.3% | 16,192 | 16.3% |
| \$35,000 to \$49,999 | 14,200 | 14.8% | 14,731 | 15.0% | 14,839 | 15.0% |
| ↓ \$25,000 to \$34,999 | 13,599 | 14.2% | 12,396 | 12.7% | 12,289 | 12.4% |
| ↓ \$15,000 to \$24,999 | 15,764 | 16.4% | 13,651 | 13.9% | 13,515 | 13.6% |
| ↓ Under \$15,000 | 24,183 | 25.2% | 19,484 | 19.9% | 19,075 | 19.2% |

POPULATION BY PHASE OF LIFE

| | | | | | | |
|--|--------|-------|--------|-------|--------|-------|
| ↓ Before Formal Schooling (Age 0-4) | 25,398 | 9.0% | 24,071 | 8.6% | 23,653 | 8.4% |
| ↓ Required Formal Schooling (5-17) | 63,024 | 22.2% | 54,955 | 19.6% | 54,029 | 19.2% |
| ↓ College Years, Career Starts (18-24) | 32,553 | 11.5% | 28,374 | 10.1% | 27,400 | 9.7% |
| ↓ Singles and Young Families (25-34) | 49,650 | 17.5% | 46,563 | 16.6% | 41,477 | 14.7% |
| ▲ Families, Empty Nesters (35-54) | 74,732 | 26.4% | 80,155 | 28.5% | 81,851 | 29.1% |
| ▲ Enrichment Years Singles/Couples (55-64) | 15,786 | 5.6% | 23,410 | 8.3% | 27,069 | 9.6% |
| ▲ Retirement Opportunities (65+) | 22,419 | 7.9% | 23,232 | 8.3% | 26,088 | 9.3% |

POPULATION BY AGE (DETAIL)

| | | | | | | |
|--------------------|--------|------|--------|------|--------|------|
| ↓ Under 5 years | 25,398 | 9.0% | 24,071 | 8.6% | 23,653 | 8.4% |
| 5 to 9 years | 27,542 | 9.7% | 21,819 | 7.8% | 22,384 | 7.9% |
| ↓ 10 to 14 years | 23,327 | 8.2% | 20,615 | 7.3% | 20,423 | 7.3% |
| 15 to 17 years | 12,155 | 4.3% | 12,521 | 4.5% | 11,222 | 4.0% |
| ↓ 18 to 20 years | 13,449 | 4.7% | 12,630 | 4.5% | 11,820 | 4.2% |
| 21 to 24 years | 19,104 | 6.7% | 15,744 | 5.6% | 15,580 | 5.5% |
| 25 to 29 years | 24,801 | 8.7% | 21,445 | 7.6% | 22,611 | 8.0% |
| 30 to 34 years | 24,849 | 8.8% | 25,118 | 8.9% | 18,866 | 6.7% |
| ↓ 35 to 39 years | 24,344 | 8.6% | 21,242 | 7.6% | 20,344 | 7.2% |
| ▲ 40 to 44 years | 20,829 | 7.3% | 22,793 | 8.1% | 23,215 | 8.2% |
| ▲ 45 to 49 years | 16,550 | 5.8% | 19,039 | 6.8% | 19,748 | 7.0% |
| ▲ 50 to 54 years | 13,009 | 4.6% | 17,081 | 6.1% | 18,544 | 6.6% |
| ▲ 55 to 59 years | 9,321 | 3.3% | 12,830 | 4.6% | 14,459 | 5.1% |
| ▲ 60 to 64 years | 6,465 | 2.3% | 10,580 | 3.8% | 12,610 | 4.5% |
| ▲ 65 to 69 years | 5,593 | 2.0% | 7,214 | 2.6% | 8,579 | 3.0% |
| ▲ 70 to 74 years | 5,148 | 1.8% | 5,108 | 1.8% | 6,564 | 2.3% |
| ↓ 75 to 84 years | 8,000 | 2.8% | 7,180 | 2.6% | 7,085 | 2.5% |
| ▲ 85 or more years | 3,678 | 1.3% | 3,730 | 1.3% | 3,860 | 1.4% |

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| Description ▲ 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 | Study Area | | U.S. Average | U.S. Comparative Index |
|---|---------------|--------------|--------------|------------------------|
| | Number | Percent | | |
| MARITAL STATUS | | | | |
| Marital Status All Persons 15 and Older | 214,252 | | | |
| ▲ Single (Never Married) | 95,602 | 44.6% | 31.6% | 141 |
| ↓ Married | 86,976 | 40.6% | 51.7% | 79 |
| Divorced/Widowed | 31,674 | 14.8% | 16.7% | 88 |
| Marital Status Females 15 and Older | 108,000 | | | |
| ▲ Single (Never Married) | 44,542 | 41.2% | 28.4% | 145 |
| ↓ Married | 42,953 | 39.8% | 50.2% | 79 |
| Divorced/Widowed | 20,505 | 19.0% | 21.5% | 88 |
| Marital Status Males 15 and Older | 106,252 | | | |
| ▲ Single (Never Married) | 51,060 | 48.1% | 34.9% | 138 |
| ↓ Married | 44,023 | 41.4% | 53.3% | 78 |
| Divorced/Widowed | 11,169 | 10.5% | 11.8% | 89 |
| FAMILY STRUCTURE | | | | |
| Households By Type | 95,872 | | | |
| ↓ Married Couple | 33,692 | 35.1% | 55.3% | 63 |
| ▲ Other Family - Male Head of Household | 6,769 | 7.1% | 5.2% | 136 |
| ▲ Other Family - Female Head of Household | 17,399 | 18.1% | 14.2% | 128 |
| ▲ Non Family - Male Head of Household | 21,726 | 22.7% | 17.5% | 129 |
| Non Family - Female Head of Household | 18,367 | 19.2% | 20.2% | 95 |
| Households With Children 0 to 18 | 36,909 | | | |
| Married Couple Family | 19,996 | 54.2% | 65.7% | 83 |
| ▲ Other Family - Male Head of Household | 4,267 | 11.6% | 7.9% | 146 |
| ▲ Other Family - Female Head of Household | 12,210 | 33.1% | 25.5% | 130 |
| ▲ Non Family | 437 | 1.2% | 0.9% | 130 |
| Population By Household Type | 280,757 | | | |
| ↓ Group Quarters | 4,851 | 1.7% | 2.6% | 67 |

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| GROUP QUARTERS | | | | |
| Population In Group Quarters By Type | 4,851 | | | |
| ↓ Correctional Facilities | 130 | 2.7% | 30.4% | 9 |
| ↓ College Dorms | 72 | 1.5% | 31.6% | 5 |
| ↓ Military | 0 | 0.0% | 4.2% | 0 |
| Nursing Homes | 1,722 | 35.5% | 18.6% | 191 |
| ▲ Other | 2,927 | 60.3% | 15.2% | 397 |
| RACE/ETHNICITY | | | | |
| Population By Race/Ethnicity | 280,757 | | | |
| ↓ White (Non-Hispanic) | 55,537 | 19.8% | 69.9% | 28 |
| African-American (Non-Hisp) | 39,429 | 14.0% | 13.6% | 103 |
| ▲ Hispanic/Latino | 130,587 | 46.5% | 18.9% | 246 |
| ↓ Native American (Non-Hisp) | 797 | 0.3% | 0.8% | 35 |
| ▲ Asian (Non-Hisp) | 43,781 | 15.6% | 5.4% | 288 |
| ▲ Hawaiian & Pacific Islander (Non-Hisp) | 2,717 | 1.0% | 0.2% | 540 |
| Other Races & Multiple Races (Non-Hisp) | 7,909 | 2.8% | 2.4% | 116 |
| Asian Population By Race | 44,642 | | | |
| ↓ Chinese | 2,263 | 5.1% | 22.3% | 23 |
| ↓ Japanese | 1,315 | 2.9% | 5.6% | 53 |
| ↓ Indian | 1,197 | 2.7% | 19.1% | 14 |
| ↓ Korean | 1,222 | 2.7% | 9.8% | 28 |
| ↓ Vietnamese | 3,062 | 6.9% | 10.9% | 63 |
| ▲ Other Asian Races | 35,583 | 79.7% | 32.3% | 247 |
| Hispanic/Latino Population By Race | 130,587 | | | |
| ↓ White | 51,061 | 39.1% | 52.9% | 74 |
| ↓ African-American | 1,932 | 1.5% | 2.5% | 60 |
| Native American | 1,449 | 1.1% | 1.4% | 82 |
| ▲ Asian | 861 | 0.7% | 0.4% | 159 |
| ▲ Other Races & Multiple Races | 75,284 | 57.7% | 42.8% | 135 |
| Hispanic/Latino Population By Origin | 130,587 | | | |
| ▲ Mexican | 109,019 | 83.5% | 64.8% | 129 |
| ↓ Puerto Rican | 1,918 | 1.5% | 9.3% | 16 |
| ↓ Cuban | 660 | 0.5% | 3.6% | 14 |
| ↓ Other Hispanic Origin | 18,990 | 14.5% | 22.3% | 65 |

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| | Number | Percent | | |
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| EDUCATION | | | | |
| Population By School Enrollment (Age 3 & over) (2000) | 268,441 | | | |
| ▲ Pre-Primary (Public) | 9,116 | 3.4% | 2.3% | 148 |
| ↓ Pre-Primary (Private) | 1,585 | 0.6% | 1.1% | 55 |
| ▲ Elementary/High School (Public) | 57,420 | 21.4% | 16.6% | 129 |
| ↓ Elementary/High School (Private) | 2,758 | 1.0% | 1.9% | 53 |
| ▲ Enrolled in College | 21,996 | 8.2% | 6.5% | 127 |
| Not Enrolled in School | 175,565 | 65.4% | 71.6% | 91 |
| Population By Education Completed (Age 25 and over) | 173,358 | | | |
| ▲ Elementary (Less than 9 years) | 28,236 | 16.3% | 6.3% | 259 |
| Some High School (9 to 11 years) | 16,861 | 9.7% | 8.6% | 113 |
| ↓ High School Graduate (12 years) | 35,028 | 20.2% | 28.7% | 70 |
| Some College (13 to 15 years) | 40,741 | 23.5% | 21.0% | 112 |
| Associate Degree | 11,645 | 6.7% | 7.5% | 90 |
| Bachelor's Degree | 27,859 | 16.1% | 17.6% | 92 |
| ↓ Graduate Degree | 12,987 | 7.5% | 10.3% | 73 |
| OCCUPATION | | | | |
| Population By Occupation Type (Age 15 and over) | 110,328 | | | |
| TOTAL WHITE COLLAR | 61,315 | 55.6% | 61.3% | 91 |
| Executive and Managerial | 8,703 | 7.9% | 9.7% | 81 |
| Professional Specialty | 15,598 | 14.1% | 16.2% | 88 |
| ↓ Technical Support | 6,572 | 6.0% | 7.8% | 76 |
| Sales | 11,040 | 10.0% | 11.2% | 89 |
| Administrative Support & Clerical | 19,402 | 17.6% | 16.4% | 107 |
| TOTAL BLUE COLLAR | 49,011 | 44.4% | 38.7% | 115 |
| ▲ Service: Private Households | 6,030 | 5.5% | 3.5% | 157 |
| Service: Protective | 2,667 | 2.4% | 2.2% | 108 |
| Service: Other | 8,773 | 8.0% | 7.2% | 111 |
| ↓ Farming, Forestry & Fishing | 345 | 0.3% | 0.7% | 45 |
| Precision Production and Craft | 12,858 | 11.7% | 11.7% | 99 |
| Operators and Assemblers | 3,410 | 3.1% | 3.4% | 91 |
| ▲ Transportation and Material Moving | 8,904 | 8.1% | 6.0% | 134 |
| ▲ Laborers | 6,024 | 5.5% | 3.9% | 139 |

Coordinates: 33:48.28 118:11.30
Date: 4/16/2012

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 |
|--|---------------|--------------|--------------|------------------------|
| | 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) | 210,013 | | | |
| Employed | 126,801 | 60.4% | 59.7% | 101 |
| ▲ Unemployed | 16,545 | 7.9% | 5.6% | 140 |
| Not in Labor Force | 66,667 | 31.7% | 34.7% | 91 |
| Households With Families By Number of Workers | 59,141 | | | |
| No Workers | 8,289 | 14.0% | 12.7% | 111 |
| ▲ 1 Worker | 23,903 | 40.4% | 30.4% | 133 |
| ↓ 2 Workers | 20,653 | 34.9% | 45.0% | 78 |
| 3 or more Workers | 6,295 | 10.6% | 11.9% | 89 |
| Total Female Pop. By Work Status (Age 16 & over) (2000) | 104,221 | | | |
| TOTAL WORKING | 47,526 | 45.6% | 54.2% | 84 |
| With No Children | 30,523 | 29.3% | 33.8% | 87 |
| With Children Age 0 to 5 only | 4,039 | 3.9% | 4.4% | 87 |
| ↓ With Children Age 6 to 17 only | 8,756 | 8.4% | 12.4% | 68 |
| With Children Both Age 0 to 5 and 6 to 17 | 4,208 | 4.0% | 3.6% | 113 |
| ▲ TOTAL NOT WORKING (UNEMPLOYED) | 6,733 | 6.5% | 3.3% | 193 |
| ▲ With No Children | 4,073 | 3.9% | 2.2% | 179 |
| ▲ With Children Age 0 to 5 only | 730 | 0.7% | 0.3% | 202 |
| ▲ With Children Age 6 to 17 only | 1,073 | 1.0% | 0.6% | 185 |
| ▲ With Children Both Age 0 to 5 and 6 to 17 | 857 | 0.8% | 0.3% | 314 |
| TOTAL NOT IN THE LABOR FORCE | 49,963 | 47.9% | 42.5% | 113 |
| With No Children | 32,470 | 31.2% | 32.9% | 95 |
| ▲ With Children Age 0 to 5 only | 4,433 | 4.3% | 2.7% | 155 |
| ▲ With Children Age 6 to 17 only | 6,771 | 6.5% | 4.3% | 151 |
| ▲ With Children Both Age 0 to 5 and 6 to 17 | 6,289 | 6.0% | 2.5% | 237 |
| POVERTY AND RETIREMENT INCOME | | | | |
| Households By Poverty Status (\$23,050 for family of 4) | 97,953 | | | |
| ↓ Above Poverty Line (Households with Children) | 47,136 | 49.2% | 69.2% | 71 |
| Above Poverty Line (Households without Children) | 27,268 | 28.4% | 32.4% | 88 |
| ▲ Below Poverty Line (Households with Children) | 11,790 | 12.3% | 7.9% | 156 |
| ▲ Below Poverty Line (Households without Children) | 9,923 | 10.4% | 6.2% | 167 |
| Households By Presence of Retirement Income (2000) | 95,872 | | | |
| ↓ With Retirement Income | 9,614 | 10.0% | 16.7% | 60 |
| Without Retirement Income | 86,500 | 90.2% | 83.3% | 108 |

Coordinates: 33:48.28 118:11.30
Date: 4/16/2012

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 |
|--|------------------|--------------|------------------|------------------------|
| | 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 | 97,953 | | | |
| ↓ Owner Occupied | 31,631 | 32.3% | 66.1% | 49 |
| ▲ Renter Occupied | 66,323 | 67.7% | 33.9% | 200 |
| Median Rent (2000) | \$640 | | \$657 | 97 |
| Vacant Units By Type (2000) | 5,787 | | | |
| ▲ For Rent | 3,174 | 54.8% | 25.7% | 214 |
| ▲ For Sale | 1,106 | 19.1% | 13.7% | 140 |
| ↓ Seasonal | 540 | 9.3% | 37.1% | 25 |
| ↓ Other | 968 | 16.7% | 23.5% | 71 |
| Structures By Number of Units | 106,800 | | | |
| ↓ Single Unit | 39,006 | 36.5% | 67.3% | 54 |
| ▲ 3 to 4 Units | 15,177 | 14.2% | 8.4% | 169 |
| ▲ 5 to 19 Units | 30,787 | 28.8% | 9.5% | 305 |
| ▲ 20 to 49 Units | 9,878 | 9.2% | 3.5% | 267 |
| ▲ 50 or more Units | 11,068 | 10.4% | 4.7% | 220 |
| ↓ Mobile Home | 773 | 0.7% | 6.6% | 11 |
| ▲ Other | 111 | 0.1% | 0.1% | 129 |
| ↓ Single To Multiple Unit Ratio | 0.58 | | 2.59 | 23 |
| 2010 Owner-Occupied Property Values | 31,631 | | | |
| ↓ Under \$40,000 | 435 | 1.4% | 6.2% | 22 |
| ↓ \$40,000 to \$59,999 | 340 | 1.1% | 4.9% | 22 |
| ↓ \$60,000 to \$79,999 | 484 | 1.5% | 5.9% | 26 |
| ↓ \$80,000 to \$99,999 | 489 | 1.5% | 7.3% | 21 |
| ↓ \$100,000 to 149,999 | 1,948 | 6.2% | 20.2% | 30 |
| ↓ \$150,000 to \$199,999 | 3,070 | 9.7% | 14.9% | 65 |
| ▲ \$200,000 to \$299,999 | 9,991 | 31.6% | 18.2% | 173 |
| ▲ \$300,000 to \$499,999 | 10,623 | 33.6% | 13.6% | 246 |
| ▲ \$500,000 to \$999,999 | 6,992 | 22.1% | 11.8% | 187 |
| \$1,000,000 and over | 553 | 1.7% | 1.6% | 107 |
| ▲ 2010 Median Property Value | \$304,085 | | \$168,275 | 181 |

Coordinates: 33:48.28 118:11.30
Date: 4/16/2012

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

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|--|------------|---------|--------------|------------------------|
| | Number | Percent | | |
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| HOUSING (CONTINUED) | | | | |
| Housing Units By Year Built | 106,800 | | | |
| ↓ 2005 and later | 1,655 | 1.5% | 4.7% | 33 |
| ↓ 2000 to 2004 | 2,392 | 2.2% | 9.1% | 25 |
| ↓ 1990 to 1999 | 4,733 | 4.4% | 14.7% | 30 |
| ↓ 1980 to 1989 | 11,873 | 11.1% | 14.4% | 77 |
| ↓ 1970 to 1979 | 13,648 | 12.8% | 16.2% | 79 |
| ▲ 1960 to 1969 | 15,400 | 14.4% | 11.0% | 131 |
| ▲ 1950 to 1959 | 15,879 | 14.9% | 10.7% | 139 |
| ▲ 1949 or earlier | 41,219 | 38.6% | 19.1% | 202 |
| Households By Number of Persons | 97,953 | | | |
| 1 Person Household | 29,740 | 30.4% | 26.0% | 117 |
| ↓ 2 Person Household | 23,947 | 24.4% | 32.8% | 74 |
| 3 Person Household | 14,588 | 14.9% | 17.1% | 87 |
| 4 Person Household | 12,041 | 12.3% | 13.6% | 91 |
| ▲ 5 Person Household | 8,192 | 8.4% | 6.3% | 132 |
| ▲ 6 Person Household | 5,407 | 5.5% | 2.6% | 209 |
| ▲ 7 or more Person Household | 4,039 | 4.1% | 1.5% | 274 |
| Average Persons Per Household | 2.9 | | 2.6 | 112 |
| Population By Urban/Rural (2000) | 283,560 | | | |
| ▲ Urban | 283,560 | 100.0% | 79.0% | 127 |
| ↓ Rural | 0 | 0.0% | 21.0% | 0 |
| Households By Heating Type (2000) | 95,895 | | | |
| ▲ Utility Gas | 67,979 | 70.9% | 51.2% | 138 |
| ↓ Other Gas | 1,418 | 1.5% | 6.5% | 23 |
| ↓ Electric | 22,119 | 23.1% | 30.3% | 76 |
| ↓ Oil | 79 | 0.1% | 9.0% | 1 |
| ↓ Coal | 0 | 0.0% | 0.1% | 0 |
| ↓ Wood | 113 | 0.1% | 1.7% | 7 |
| Solar/Other Fuel | 348 | 0.4% | 0.4% | 83 |
| ▲ No Fuel Used | 3,839 | 4.0% | 0.7% | 577 |
| Households By Presence of Telephone (2000) | 95,895 | | | |
| With Telephone | 92,116 | 96.1% | 97.6% | 98 |
| ▲ Without Telephone | 3,778 | 3.9% | 2.4% | 162 |

Coordinates: 33:48.28 118:11.30
Date: 4/16/2012

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

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 | 97,953 | | | |
| ▲ No Vehicles | 14,344 | 14.6% | 8.8% | 166 |
| ▲ 1 Vehicle | 40,350 | 41.2% | 33.6% | 123 |
| 2 Vehicle | 30,103 | 30.7% | 37.7% | 82 |
| ↓ 3 or more Vehicles | 13,156 | 13.4% | 19.9% | 67 |
| Workers By Travel Time to Work | 104,899 | | | |
| ↓ Less than 15 minutes | 22,362 | 21.3% | 28.6% | 75 |
| 15 to 29 minutes | 37,404 | 35.7% | 36.4% | 98 |
| ▲ 30 to 44 minutes | 25,951 | 24.7% | 19.7% | 125 |
| 45 to 59 minutes | 8,356 | 8.0% | 7.4% | 107 |
| ▲ 60 or more minutes | 10,827 | 10.3% | 7.9% | 131 |
| Average Travel Time to Work (minutes) | 30.9 | | 27.6 | 112 |
| Workers By Type of Transportation to Work | 106,013 | | | |
| Drive Alone | 72,467 | 68.4% | 76.6% | 89 |
| ▲ Car Pool | 13,434 | 12.7% | 10.3% | 123 |
| ▲ Public Transportation | 11,486 | 10.8% | 4.9% | 223 |
| Walk to Work | 3,225 | 3.0% | 2.8% | 107 |
| Other Means | 1,351 | 1.3% | 1.2% | 105 |
| Work at Home | 4,050 | 3.8% | 4.2% | 90 |

Coordinates: 33:48.28 118:11.30
Date: 4/16/2012

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

Study Area Definition:
3.0 Mile Radius

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) | 47,781 | 48.8% | 18.4% | 265 |
| 3 | Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47) | 26,931 | 27.5% | 14.7% | 188 |
| 2 | Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28) | 12,963 | 13.2% | 31.4% | 42 |
| 1 | Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14) | 6,815 | 7.0% | 15.1% | 46 |
| 4 | Rural Families (27, 26, 29, 33, 35 and 38) | 873 | 0.9% | 13.1% | 7 |
| 5 | Senior Life (7, 20, 21, 22, 30 and 31) | 779 | 0.8% | 6.9% | 12 |

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. | | |
| 45 | Struggling Urban Diversity | 16,426 | 16.8% | 2.5% | 683 |
| 12 | Educated New Starters | 15,655 | 16.0% | 2.9% | 544 |
| 41 | Struggling Hispanic Households | 14,937 | 15.2% | 1.6% | 943 |
| 15 | Reliable Young Starters | 8,058 | 8.2% | 4.3% | 194 |
| 17 | Large Young Families | 7,486 | 7.6% | 2.2% | 355 |
| 46 | Struggling Black Households | 5,443 | 5.6% | 2.5% | 221 |
| 48 | Struggling Urban Life | 4,833 | 4.9% | 0.8% | 608 |
| 40 | Surviving Urban Diversity | 3,301 | 3.4% | 4.0% | 83 |
| 4 | Educated Mid-Life Families | 3,045 | 3.1% | 3.4% | 91 |
| 10 | Suburban Mid-Life Families | 3,029 | 3.1% | 5.5% | 56 |
| 5 | Prosperous Diversity | 2,218 | 2.3% | 3.1% | 73 |
| 8 | Rising Potential Professionals | 1,876 | 1.9% | 2.3% | 82 |
| 28 | Building Country Families | 1,749 | 1.8% | 2.8% | 64 |
| 50 | Unclassified Households | 1,731 | 1.8% | 0.2% | 813 |
| 24 | Metro Multi-Ethnic Diversity | 1,219 | 1.2% | 2.7% | 45 |
| 14 | Secure Mid-Life Families | 1,079 | 1.1% | 0.7% | 168 |
| 32 | Working Urban Life | 1,002 | 1.0% | 1.7% | 62 |
| 25 | Working Country Consumers | 654 | 0.7% | 4.1% | 16 |
| 37 | Rising Multi-Ethnic Urbanites | 650 | 0.7% | 0.6% | 118 |
| 29 | Working Country Families | 499 | 0.5% | 1.0% | 53 |

Coordinates: 33:48.28 118:11.30
Date: 4/16/2012

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Your Organization Name Here
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Your City, CA 90001

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. | | |
| 27 | Country Family Diversity | 350 | 0.4% | 0.3% | 105 |
| 20 | Cautious and Mature | 341 | 0.3% | 2.6% | 13 |
| 39 | New Beginning Urbanites | 334 | 0.3% | 2.8% | 12 |
| 43 | Laboring Urban Diversity | 320 | 0.3% | 0.5% | 64 |
| 1 | Traditional Affluent Families | 310 | 0.3% | 3.5% | 9 |
| 44 | Laboring Urban Life | 300 | 0.3% | 0.1% | 408 |
| 21 | Mature and Stable | 258 | 0.3% | 0.6% | 46 |
| 19 | Educated and Promising | 203 | 0.2% | 0.1% | 264 |
| 3 | Mid-Life Prosperity | 163 | 0.2% | 1.5% | 11 |
| 47 | University Life | 150 | 0.2% | 0.8% | 20 |
| 49 | Exception Households | 134 | 0.1% | 0.2% | 55 |
| 30 | Urban Senior Life | 76 | 0.1% | 0.8% | 9 |
| 22 | Mature and Established | 55 | 0.1% | 1.8% | 3 |
| 7 | Prosperous and Mature | 47 | 0.0% | 0.5% | 9 |
| 18 | Working Urban Families | 29 | 0.0% | 4.0% | 1 |
| 26 | Working Suburban Families | 24 | 0.0% | 0.1% | 21 |
| 9 | Educated Working Families | 8 | 0.0% | 0.1% | 10 |
| 23 | Established Empty-Nesters | 6 | 0.0% | 3.4% | 0 |
| 13 | Affluent Educated Urbanites | 5 | 0.0% | 0.4% | 1 |
| 11 | Young Suburban Families | 2 | 0.0% | 3.0% | 0 |
| 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 | | 98,007 | 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 2012 Households Likely to Be:

| | | | |
|--|--------------|--------------|------------|
| ↓ Strongly Involved with Their Faith | 29.0% | 35.4% | 82 |
| ↓ Somewhat Involved with Their Faith | 24.5% | 29.9% | 82 |
| ▲ Not Involved with Their Faith | 46.2% | 34.7% | 133 |

Estimated 2012 Households Likely to Have:

| | | | |
|---|-------|-------|----|
| ↓ Increased Their Involvement with Their Faith in the Last 10 Years | 16.3% | 22.1% | 74 |
| Decreased Their Involvement with Their Faith in the Last 10 Years | 23.6% | 23.7% | 99 |

RELIGIOUS PREFERENCE INDICATOR

Estimated 2012 Households Likely to Prefer:

| | | | |
|--|--------------|--------------|------------|
| ▲ Adventist | 0.8% | 0.5% | 161 |
| ↓ Baptist | 10.4% | 16.1% | 65 |
| ↓ Catholic | 20.3% | 23.7% | 86 |
| ↓ Congregational | 1.5% | 2.0% | 78 |
| ▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam) | 1.1% | 0.4% | 255 |
| Episcopal | 2.6% | 2.9% | 90 |
| ↓ Holiness | 0.3% | 0.8% | 42 |
| ▲ Jehovah's Witnesses | 1.4% | 1.1% | 135 |
| Judaism | 3.5% | 3.2% | 110 |
| ↓ Lutheran | 5.4% | 7.2% | 74 |
| ↓ Methodist | 4.8% | 10.1% | 48 |
| ▲ Mormon | 3.3% | 1.8% | 186 |
| ▲ New Age | 1.4% | 0.6% | 246 |
| ▲ Non-Denominational / Independent | 11.0% | 6.9% | 158 |
| Orthodox | 0.3% | 0.3% | 93 |
| ▲ Pentecostal | 3.0% | 2.4% | 124 |
| ↓ Presbyterian / Reformed | 4.0% | 4.6% | 88 |
| ▲ Unitarian / Universalist | 0.9% | 0.7% | 124 |
| ▲ Interested but No Preference | 6.1% | 3.9% | 159 |
| ▲ Not Interested and No Preference | 18.1% | 11.1% | 164 |

| | | | |
|--|-------|-------|-----|
| Likely to Have Changed Their Preference in the Last 10 Years | 18.6% | 16.8% | 110 |
|--|-------|-------|-----|

LEADERSHIP PREFERENCE INDICATOR

Estimated 2012 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 | 11.8% | 11.7% | 101 |
| ▲ Lets them do what they want and stays out of the way | 5.3% | 4.8% | 110 |
| Works with them on deciding what to do and helps them do it | 78.4% | 79.6% | 98 |

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

PRIMARY CONCERN INDICATOR

Estimated 2012 Households Likely to Be Primarily Concerned With:

THE BASICS:

| | | | |
|--------------------------------------|--------------|--------------|------------|
| Maintaining Personal Health | 40.2% | 43.5% | 92 |
| ↓ Finding/Providing Health Insurance | 22.7% | 29.0% | 78 |
| Day-to-Day Financial Worries | 32.6% | 31.6% | 103 |
| ▲ Finding Employment Opportunities | 17.9% | 14.4% | 124 |
| ▲ Finding Affordable Housing | 20.3% | 11.3% | 179 |
| Providing Adequate Food | 9.2% | 8.6% | 107 |
| Finding Child Care | 6.7% | 6.3% | 106 |

FAMILY PROBLEMS:

| | | | |
|---------------------------------------|--------------|--------------|------------|
| Dealing With Alcohol/Drug Abuse | 15.5% | 16.7% | 93 |
| Dealing With Teen / Child Problems | 19.5% | 20.7% | 94 |
| ↓ Finding/Providing Aging Parent Care | 12.5% | 15.5% | 80 |
| ▲ Dealing With Abusive Relationships | 12.9% | 11.4% | 114 |
| ↓ Dealing With Divorce | 3.3% | 4.5% | 75 |

COMMUNITY PROBLEMS:

| | | | |
|--|--------------|--------------|------------|
| ▲ Neighborhood Crime and Safety | 38.4% | 27.0% | 142 |
| ↓ Finding/Providing Good Schools | 20.5% | 23.5% | 87 |
| ↓ Dealing with Problems in Schools | 11.2% | 13.6% | 82 |
| ▲ Dealing With Racial / Ethnic Prejudice | 18.8% | 13.1% | 144 |
| ▲ Dealing With Neighborhood Gangs | 18.7% | 8.5% | 220 |
| ▲ Dealing with Social Injustice | 15.5% | 11.3% | 137 |

HOPES AND DREAMS:

| | | | |
|--|-------------|-------------|------------|
| Achieving Long-term Financial Security | 49.6% | 50.6% | 98 |
| Finding Time for Recreation / Leisure | 23.7% | 25.3% | 94 |
| ↓ Finding Better Quality Healthcare | 21.1% | 23.9% | 88 |
| Finding A Satisfying Job / Career | 18.9% | 19.3% | 98 |
| ↓ Finding Retirement Opportunities | 14.7% | 18.9% | 78 |
| ↓ Achieving A Fulfilling Marriage | 17.8% | 22.3% | 80 |
| ↓ Developing Parenting Skills | 11.3% | 14.7% | 76 |
| ▲ Achieving Educational Objectives | 9.2% | 7.5% | 122 |

SPIRITUAL / PERSONAL:

| | | | |
|------------------------------|--------------|--------------|------------|
| ↓ Dealing With Stress | 26.7% | 29.8% | 89 |
| ▲ Finding Companionship | 21.3% | 17.3% | 123 |
| ↓ Finding A Good Church | 10.8% | 15.2% | 71 |
| ↓ Finding Spiritual Teaching | 11.5% | 12.9% | 89 |
| Finding Life Direction | 13.8% | 14.0% | 99 |

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

KEY VALUES INDICATOR

Estimated 2012 Households Likely to Agree With the Following Statements:

| | | | |
|---|-------|-------|-----|
| GOD: | | | |
| "I believe there is a God" | 82.5% | 84.5% | 98 |
| "God is actively involved in the world including nations and their governments" | 60.7% | 63.8% | 95 |
| SOCIETY: | | | |
| "It is important to preserve the traditional American family structure" | 88.0% | 91.5% | 96 |
| "A healthy environment has become a national crisis" | 85.0% | 82.8% | 103 |
| "Public education is essential to the future of American society" | 92.8% | 94.0% | 99 |
| INSTITUTIONAL ROLES: | | | |
| "Government should be the primary provider of human welfare services" | 54.2% | 50.1% | 108 |
| "The role of Churches / Synagogues is to help form and support moral values" | 79.6% | 81.1% | 98 |
| "Churches and religious organizations should provide more human services" | 68.1% | 62.6% | 109 |
| RACIAL / ETHNIC CHANGE: | | | |
| ▲ "The United States must open its doors to all people groups" | 41.4% | 36.3% | 114 |
| "The changing racial / ethnic face of America is a threat to our national heritage" | 33.8% | 36.3% | 93 |

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2012 Households Likely to Contribute:

| | | | |
|---|-------|-------|-----|
| TO CHURCHES AND RELIGIOUS ORGANIZATIONS: | | | |
| More than \$100 per year | 56.4% | 59.8% | 94 |
| ↓ More than \$500 per year | 26.6% | 31.2% | 85 |
| ↓ More than \$1,000 per year | 13.4% | 17.4% | 77 |
| TO CHARITIES: | | | |
| More than \$100 per year | 35.7% | 33.7% | 106 |
| More than \$500 per year | 6.7% | 6.8% | 99 |
| More than \$1,000 per year | 2.1% | 2.3% | 91 |
| TO COLLEGES AND UNIVERSITIES: | | | |
| More than \$100 per year | 16.9% | 16.1% | 105 |
| More than \$500 per year | 4.6% | 4.3% | 107 |
| More than \$1,000 per year | 2.2% | 2.2% | 100 |

Ministry Area Profile 2012
Compass
REPORT

Your Organization Name Here
Your Address
Your City, CA 90001

Study Area Definition:
3.0 Mile Radius





Prepared For:
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Your Address
Your City, CA 90001

Study Area Definition:
3.0 Mile Radius

Table of Contents

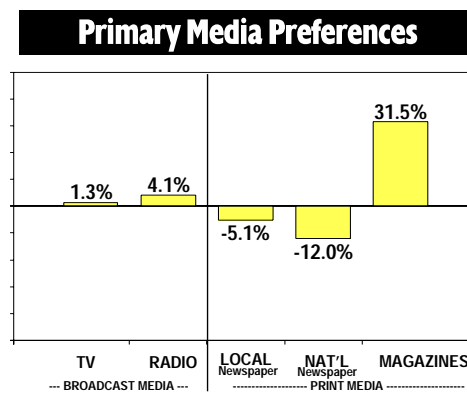
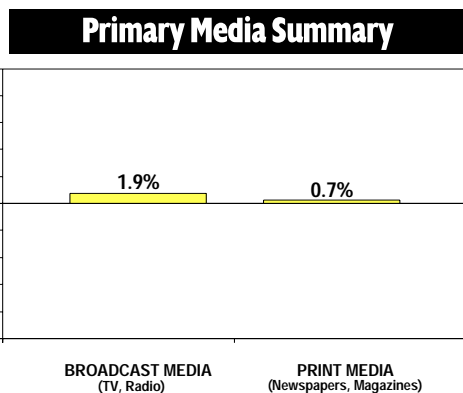
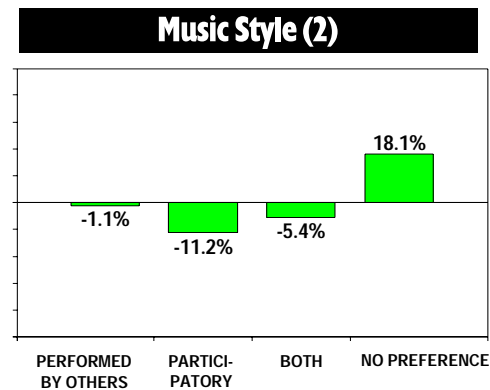
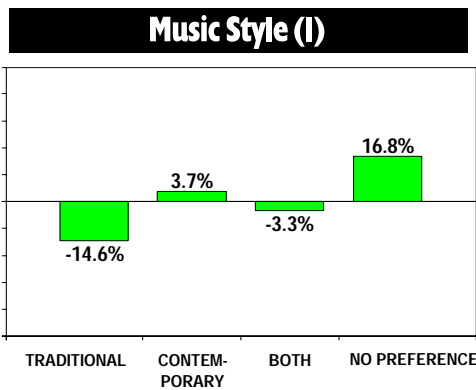
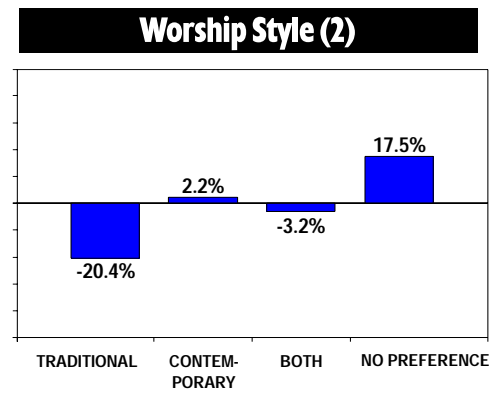
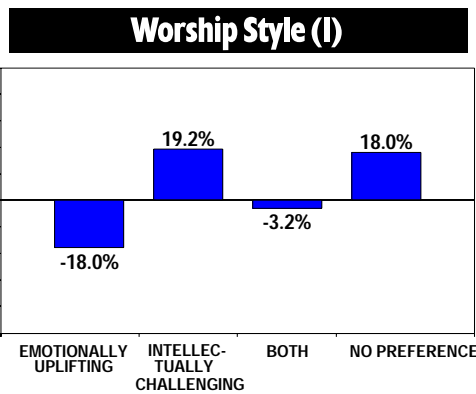
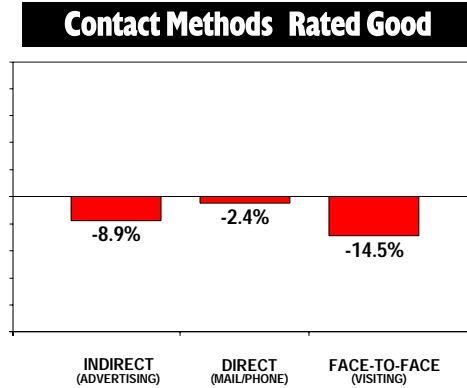
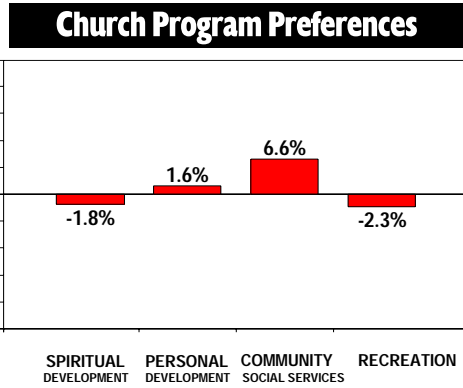
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|---|----------|
| FINGERPRINT | 1 |
| PROGRAM | 2 |
| SPIRITUAL DEVELOPMENT | 2 |
| PERSONAL DEVELOPMENT | 2 |
| COMMUNITY/SOCIAL SERVICES..... | 2 |
| RECREATION..... | 2 |
| STYLE | 3 |
| WORSHIP STYLE | 3 |
| MUSIC | 3 |
| MISSION EMPHASIS | 4 |
| ARCHITECTURE..... | 4 |
| COMMUNICATION | 5 |
| PRIMARY MEDIA PREFERENCE | 5 |
| SECONDARY MEDIA PREFERENCE..... | 5 |
| CHURCH CONTACT METHODS RATED GOOD | 6 |
| CHURCH CONTACT METHODS RATED POOR | 6 |



Coordinates: 33:48.28 118:11.30
 Date: 4/16/2012

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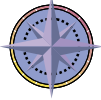
| Description | Study Area | U.S. Average | U.S. Comparative Index |
|---|------------|--------------|------------------------|
| ▲ Indicates the study area percentage is more than 1.1 times the U.S. average | | | |
| ↓ Indicates the study area percentage is less than 0.9 times the U.S. average | | |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

CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2012 Households If Looking for a New Church Likely to Express as Most Important:

| | | | |
|--|--------------|--------------|------------|
| SPIRITUAL DEVELOPMENT: | | | |
| Bible Study Discussion and Prayer Groups | 38.0% | 41.1% | 92 |
| Adult Theological Discussion Groups | 21.5% | 22.5% | 96 |
| ▲ Spiritual Retreats | 14.4% | 11.6% | 123 |
| PERSONAL DEVELOPMENT: | | | |
| ↓ Marriage Enrichment Opportunities | 13.5% | 15.2% | 89 |
| ▲ Parent Training Programs | 9.0% | 7.8% | 115 |
| ▲ Twelve Step Programs | 4.6% | 3.5% | 133 |
| Divorce Recovery | 2.3% | 2.4% | 94 |
| COMMUNITY/SOCIAL SERVICES: | | | |
| Personal or Family Counseling | 24.3% | 22.5% | 108 |
| ▲ Care for the Terminally Ill | 17.4% | 15.7% | 111 |
| ↓ Food and Clothing Resources | 9.7% | 11.1% | 87 |
| ▲ Day Care Services | 7.6% | 6.1% | 126 |
| Church Sponsored Day-School | 6.0% | 5.7% | 105 |
| RECREATION: | | | |
| Youth Social Programs | 27.8% | 29.7% | 93 |
| Family Activities and Outings | 29.5% | 32.8% | 90 |
| Active Retirement Programs | 24.9% | 26.8% | 93 |
| ▲ Cultural Programs (Music, Drama, Art) | 22.2% | 18.9% | 117 |
| ▲ Sports or Camping | 7.5% | 6.3% | 119 |

| SUMMARY | |
|---------------------------------|-----|
| Spiritual Development Index | 98 |
| Personal Development Index | 102 |
| Community/Social Services Index | 107 |
| Recreation Index | 98 |



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 Date: 4/16/2012

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WORSHIP STYLE INDICATOR

Estimated 2012 Households Likely to Prefer Church Worship which is:

PART 1:

| | | | |
|--------------------------------------|--------------|--------------|------------|
| ↓ A. Emotionally Uplifting | 21.6% | 26.4% | 82 |
| ▲ B. Intellectually Challenging | 13.2% | 11.1% | 119 |
| C. Both A and B | 37.9% | 39.2% | 97 |
| ▲ D. No Preference or Not Interested | 27.6% | 23.4% | 118 |

PART 2:

| | | | |
|--------------------------------------|--------------|--------------|------------|
| ↓ A. Traditional/Formal/Ceremonial | 16.1% | 20.2% | 80 |
| B. Contemporary/Informal | 26.9% | 26.3% | 102 |
| C. Both A and B | 25.7% | 26.5% | 97 |
| ▲ D. No Preference or Not Interested | 31.7% | 26.9% | 118 |

MUSIC STYLE INDICATOR

Estimated 2012 Households Likely to Prefer Church Music which is:

PART 1:

| | | | |
|--------------------------------------|--------------|--------------|------------|
| ↓ A. Traditional | 20.9% | 24.4% | 85 |
| B. Contemporary | 20.5% | 19.7% | 104 |
| C. Both A and B | 30.1% | 31.1% | 97 |
| ▲ D. No Preference or Not Interested | 28.9% | 24.8% | 117 |

PART 2:

| | | | |
|--------------------------------------|--------------|--------------|------------|
| A. Performed by Others | 18.5% | 18.7% | 99 |
| ↓ B. Participatory | 20.4% | 22.9% | 89 |
| C. Both A and B | 30.5% | 32.2% | 95 |
| ▲ D. No Preference or Not Interested | 30.9% | 26.2% | 118 |



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MISSION EMPHASIS INDICATOR

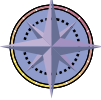
Estimated 2012 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

| PART 1: | | | |
|---|--------------|--------------|------------|
| A. Community | 21.0% | 22.0% | 95 |
| B. Personal Spiritual Development | 14.7% | 14.3% | 103 |
| C. Both A and B | 34.5% | 37.4% | 92 |
| ▲ D. No Preference or Not Interested | 30.0% | 26.3% | 114 |
| PART 2: | | | |
| A. Global Mission | 6.3% | 6.2% | 102 |
| B. Local Mission | 30.0% | 33.3% | 90 |
| C. Both A and B | 28.4% | 30.1% | 94 |
| ▲ D. No Preference or Not Interested | 35.7% | 30.4% | 118 |

CHURCH ARCHITECTURE INDICATOR

Estimated 2012 Households Likely to Prefer Church Architecture which is:

| PART 1: | | | |
|---|--------------|--------------|------------|
| ↓ A. Traditional | 22.2% | 26.6% | 83 |
| ▲ B. Contemporary | 18.5% | 15.9% | 116 |
| C. Both A and B | 30.5% | 32.3% | 94 |
| ▲ D. No Preference or Not Interested | 29.0% | 25.1% | 116 |
| PART 2: | | | |
| A. Somber/Serious | 8.8% | 9.4% | 93 |
| B. Light and Airy | 34.4% | 34.7% | 99 |
| C. Both A and B | 24.9% | 27.7% | 90 |
| ▲ D. No Preference or Not Interested | 31.7% | 28.2% | 112 |



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PRIMARY MEDIA PREFERENCE

Estimated 2012 Households Likely to Describe Their Primary Media Information Source As:

| BROADCAST MEDIA: | | | |
|-------------------------|-------|-------|-----|
| Television | 47.9% | 47.3% | 101 |
| Radio | 13.9% | 13.3% | 104 |
| PRINT MEDIA: | | | |
| Local Newspaper | 36.0% | 36.1% | 99 |
| ↓ National Newspaper | 3.8% | 4.3% | 88 |
| ▲ Magazines | 3.4% | 2.4% | 141 |

SECONDARY MEDIA PREFERENCE

Estimated 2012 Households Likely to Describe Their Secondary Media Information Source As:

| BROADCAST MEDIA: | | | |
|-------------------------|-------|-------|-----|
| Television | 30.7% | 31.9% | 96 |
| Radio | 22.9% | 23.8% | 96 |
| PRINT MEDIA: | | | |
| Local Newspaper | 31.0% | 32.7% | 95 |
| ▲ National Newspaper | 6.8% | 5.8% | 118 |
| ▲ Magazines | 9.3% | 7.0% | 132 |

SUMMARY

| | |
|---|-----|
| Overall Broadcast Media Index (100 = Average) | 99 |
| Overall Print Media Index | 102 |



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|---|------------|--------------|------------------------|
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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 2012 Households Likely to Rate As Good the Following Methods of Contact from a Church:

| INDIRECT METHODS (LEAST PERSONAL): | | | |
|--|--------------|--------------|------------|
| Local Radio Announcements or Advertisements | 33.8% | 36.2% | 93 |
| ↓ Putting Ad in Local Newspaper | 28.8% | 33.8% | 85 |
| Local Cable Channels | 28.9% | 30.4% | 95 |
| DIRECT METHODS (MORE PERSONAL): | | | |
| Sending Information By Mail | 51.4% | 53.7% | 96 |
| Calling and Offering to Send Information By Mail | 28.1% | 29.5% | 95 |
| ▲ Calling and Discussing on the Phone | 13.4% | 12.0% | 112 |
| FACE-TO-FACE METHODS (VERY PERSONAL): | | | |
| ↓ Calling and Offering to Visit When Convenient | 15.9% | 20.1% | 79 |
| Going Door to Door | 13.2% | 14.0% | 95 |

CHURCH CONTACT METHODS RATED POOR

Estimated 2012 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

| INDIRECT METHODS (LEAST PERSONAL): | | | |
|--|--------------|--------------|------------|
| Local Radio Announcements or Advertisements | 20.6% | 19.6% | 105 |
| ▲ Putting Ad in Local Newspaper | 27.4% | 21.5% | 127 |
| Local Cable Channels | 31.4% | 30.7% | 102 |
| DIRECT METHODS (MORE PERSONAL): | | | |
| ▲ Sending Information By Mail | 17.2% | 13.3% | 129 |
| ▲ Calling and Offering to Send Information By Mail | 38.0% | 34.0% | 112 |
| Calling and Discussing on the Phone | 64.1% | 60.6% | 106 |
| FACE-TO-FACE METHODS (VERY PERSONAL): | | | |
| ▲ Calling and Offering to Visit When Convenient | 54.9% | 49.6% | 111 |
| Going Door to Door | 65.1% | 64.0% | 102 |

| SUMMARY OF METHODS RATED GOOD | |
|--|----|
| Indirect Methods Index (100 = Average) | 91 |
| Direct Methods Index | 98 |
| ↓ Face-to-Face Methods Index | 86 |

| SUMMARY OF METHODS RATED POOR | |
|--------------------------------------|-----|
| Indirect Methods Index | 110 |
| Direct Methods Index | 110 |
| Face-to-Face Methods Index | 106 |