



Sample VISTA Client  
Indianapolis Area

**Study Area Definition:**  
Custom Polygon for NeighborArea Study



ID# 25337:51997



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### 1 How many people live in the defined study area?

Currently, there are 288,975 persons residing in the defined study area. This represents a decrease of 57,825 or 16.7% since 1980. During the same period of time, the U.S. as a whole grew by 25.4%. (see page 4)



### 2 Is the population in this area projected to grow?

No, between 2001 and 2006, the population is projected to decrease by 3.7% or 10,821 persons. During the same period, the U.S. population is projected to grow by 4.3%. (see page 4)



### 3 How much lifestyle diversity is represented?

The lifestyle diversity in the area is *extremely high* with a considerable 41 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Surviving Urban Diversity* representing 15.8% of all households. (see pages 13 and 14)



### 4 How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 54.9% of the population and all other racial/ethnic groups make up a substantial 45.1% which is well above the national average of 30%. The largest of these groups, *African-Americans*, accounts for 39.4% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 13.0% between 2001 and 2006. (see pages 4 and 7)



### 5 What are the major generational groups represented?

The largest age group in terms of numbers is *Millenials* (age 0 to 20) comprised of 90,391 persons or 31.3% of the total population in the area. *Builders* (age 75 and up) make up 6.7% of the population which compared to a national average of 6.1% makes them the most over-represented group in the area. (see page 4)



### 6 Overall, how traditional are the family structures?

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



### 7 How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *extremely low*. While 64.6% of the population aged 25 and over have graduated from high school as compared to the national average of 75.2%, college graduates account for 13.1% of those over 25 in the area versus 20.3% in the U.S. (see page 8)



### 8 Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Neighborhood Gangs*, *Affordable Housing*, *Neighborhood Crime and Safety*, *Racial/Ethnic Prejudice*, *Adequate Food* and *Abusive Relationships*. (see page 16)



### 9 What is the likely faith receptivity?

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



### 10 What is the likely giving potential in the area?

Based upon the average household income of \$43,403 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)

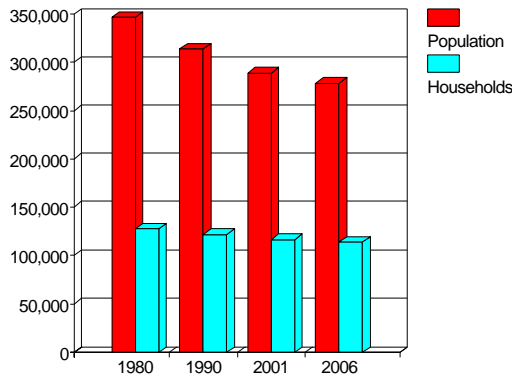


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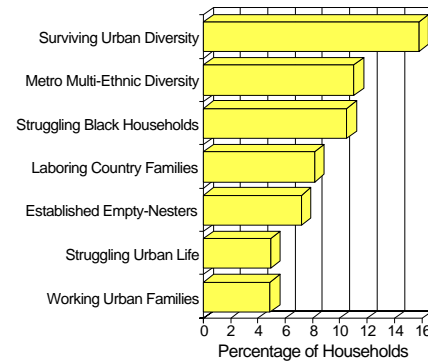
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### Population and Households

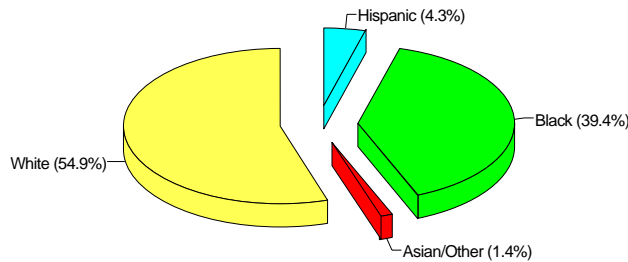


The population in the study area has decreased by 24704 persons, or 7.9% since 1990 and is projected to decrease by 10822 persons, or 3.7% between 2001 and 2006. The number of households has decreased by 4853, or 4.0% since 1990 and is projected to decrease by 2825, or 2.4% between 2001 and 2006.

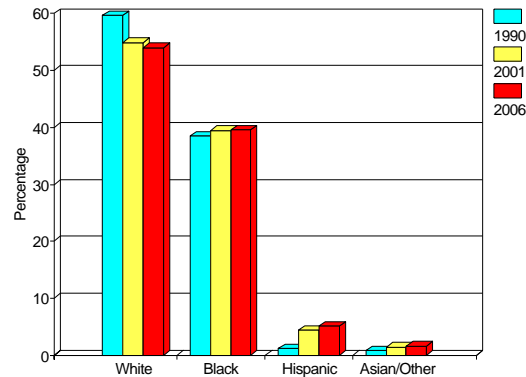
### Primary U.S. Lifestyles Segments-2001



### Population By Race/Ethnicity-2001

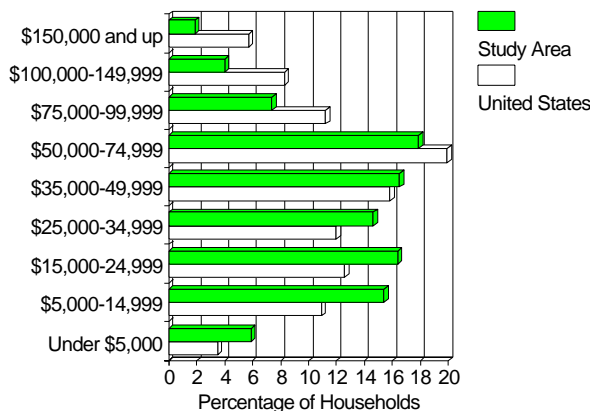


### Population By Race/Ethnicity Trend

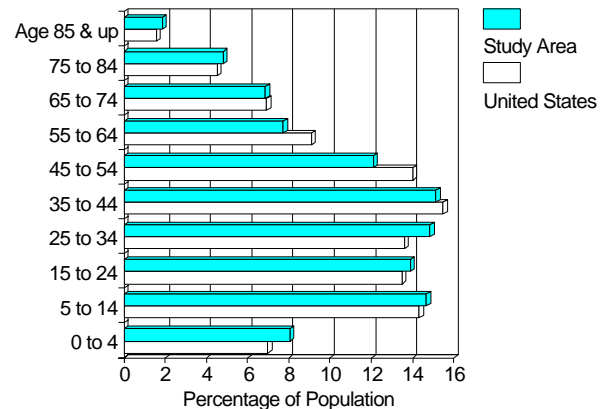


Between 2001 and 2006, the White population is projected to decrease by 8526 persons and to decrease from 54.9% to 54.0% of the total population. The Black population is projected to decrease by 4119 persons and to remain stable at 39.5% of the total. The Hispanic/Latino population is projected to increase by 1631 persons and to increase from 4.3% to 5.0% of the total. The Asian/Other population is projected to increase by 192 persons and to increase from 1.4% to 1.5% of the total population.

### Households By Income-2001



### Population by Age-2001



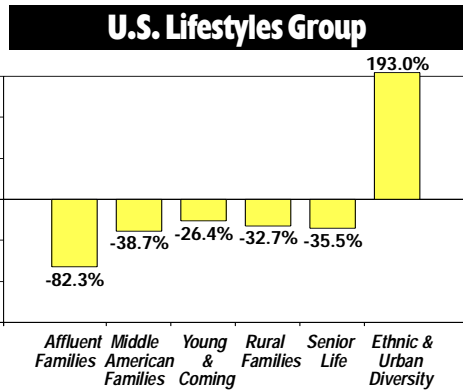
The average household income in the study area is \$43403 a year as compared to the U.S. average of \$61904. The average age in the study area is 35.8 and is projected to increase to 36.3 by 2006. The average age in the U.S. is 36.7 and is projected to increase to 37.5 by 2006.



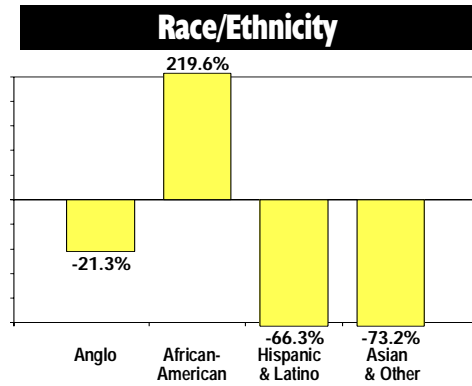
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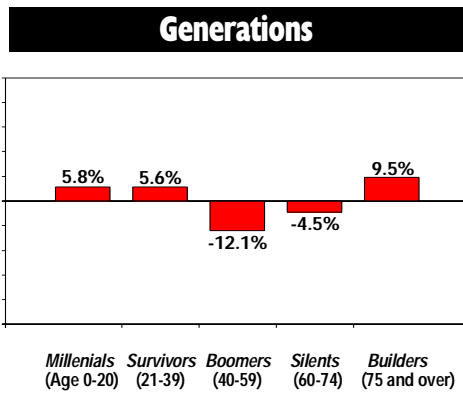
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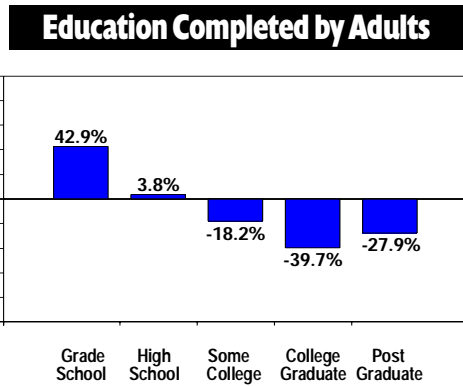
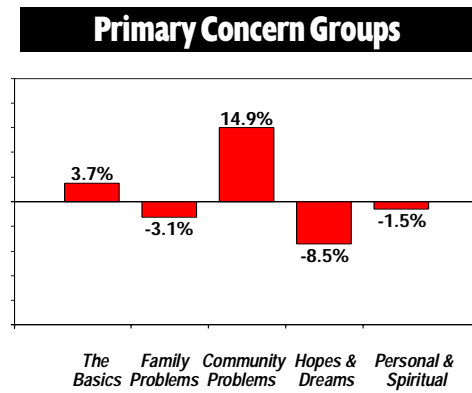
Percentage Above Average  
← U.S. Average →  
Percentage Below Average



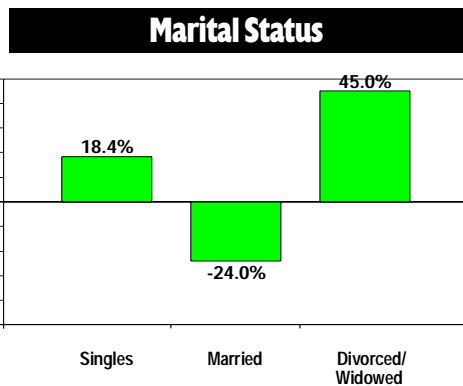
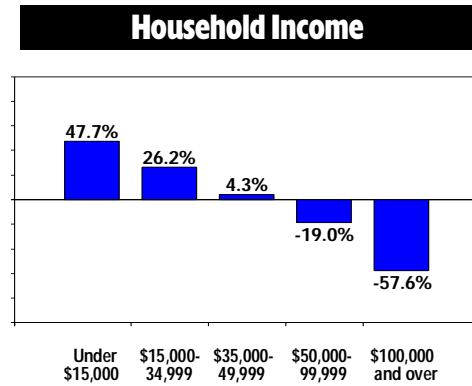
Percentage Above Average  
← U.S. Average →  
Percentage Below Average



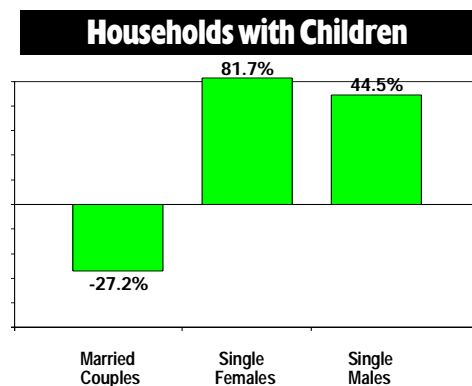
Percentage Above Average  
← U.S. Average →  
Percentage Below Average



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



Percentage Above Average  
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POPULATION						
	1980 Census	1990 Census	2001 Update	2006 Projection		
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend						
↓ Population	346,800	313,680	288,976	278,154		
Population Change		(33,120)	(24,704)	(10,822)		
Percentage Change		-9.6%	-7.9%	-3.7%		
Average Annual Growth Rate		-1.0%	-0.7%	-0.7%		
↓ Density (Pop. per square mile)	4,255	3,848	3,545	3,413		
HOUSEHOLDS						
↓ Households	127,413	121,451	116,598	113,773		
Household Change		(5,962)	(4,853)	(2,825)		
Percentage Change		-4.7%	-4.0%	-2.4%		
Average Annual Growth Rate		-0.5%	-0.4%	-0.5%		
↓ Persons Per Household	2.64	2.51	2.41	2.37		
POPULATION BY RACE/ETHNICITY						
	1990 Census		2001 Update		2006 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	186,976	59.6%	158,608	54.9%	150,082	54.0%
▲ African-American (Non-Hisp)	120,734	38.5%	113,914	39.4%	109,795	39.5%
▲ Hispanic/Latino	3,466	1.1%	12,414	4.3%	14,045	5.0%
▲ Asian/Other (Non-Hisp)	2,503	0.8%	4,040	1.4%	4,232	1.5%
POPULATION BY GENDER						
↓ Female	165,086	52.6%	151,044	52.3%	144,886	52.1%
▲ Male	148,594	47.4%	137,932	47.7%	133,268	47.9%
POPULATION BY GENERATION						
▲ Millennials (Born 1982 or later)	50,079	16.0%	90,387	31.3%	101,743	36.6%
↓ Survivors (Born 1961 to 1981)	97,574	31.1%	80,168	27.7%	77,100	27.7%
↓ Boomers (Born 1943 to 1960)	84,860	27.1%	68,614	23.7%	62,542	22.5%
Silents (Born 1925 to 1942)	39,903	12.7%	30,523	10.6%	31,231	11.2%
↓ Builders (Born 1924 and earlier)	41,264	13.2%	19,283	6.7%	5,539	2.0%
AGE						
▲ Average Age		34.9		35.8		36.3
▲ Median Age		32.3		34.3		35.0
INCOME						
▲ Average Household Income		\$27,636		\$43,403		\$51,744
▲ Median Household Income		\$23,163		\$35,956		\$41,878
▲ Per Capita Income		\$10,700		\$17,513		\$21,165



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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	674	0.6%	2,207	1.9%	3,399	3.0%
▲ \$100,000 to \$150,000	1,057	0.9%	4,702	4.0%	7,616	6.7%
▲ \$75,000 to \$100,000	2,919	2.4%	8,614	7.4%	10,838	9.5%
▲ \$50,000 to \$75,000	11,055	9.1%	20,817	17.9%	20,998	18.5%
\$35,000 to \$50,000	18,301	15.1%	19,249	16.5%	18,404	16.2%
↓ \$25,000 to \$35,000	19,644	16.2%	17,088	14.7%	15,439	13.6%
↓ \$15,000 to \$25,000	25,509	21.0%	19,080	16.4%	17,468	15.4%
↓ \$5,000 to \$15,000	30,192	24.9%	17,992	15.4%	14,371	12.6%
↓ Under \$5,000	12,092	10.0%	6,849	5.9%	5,240	4.6%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	26,197	8.4%	23,336	8.1%	21,616	7.8%
Required Formal Schooling (5-17)	57,442	18.3%	54,403	18.8%	52,088	18.7%
College Years, Career Starts (18-24)	33,857	10.8%	28,214	9.8%	28,039	10.1%
↓ Singles and Young Families (25-34)	59,045	18.8%	42,868	14.8%	38,130	13.7%
▲ Families, Empty Nesters (35-54)	69,125	22.0%	78,764	27.3%	76,863	27.6%
Enrichment Years Singles/Couples (55-64)	26,750	8.5%	22,324	7.7%	24,649	8.9%
Retirement Opportunities (65+)	41,264	13.2%	39,066	13.5%	36,770	13.2%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	26,197	8.4%	23,336	8.1%	21,616	7.8%
↓ 5 to 9 years	23,882	7.6%	21,591	7.5%	20,255	7.3%
10 to 14 years	21,250	6.8%	20,827	7.2%	19,931	7.2%
▲ 15 to 17 years	12,310	3.9%	11,985	4.1%	11,902	4.3%
18 to 20 years	14,533	4.6%	12,648	4.4%	12,885	4.6%
↓ 21 to 24 years	19,324	6.2%	15,566	5.4%	15,154	5.4%
↓ 25 to 29 years	30,157	9.6%	20,971	7.3%	19,366	7.0%
↓ 30 to 34 years	28,888	9.2%	21,897	7.6%	18,764	6.7%
35 to 39 years	23,510	7.5%	21,734	7.5%	19,527	7.0%
40 to 44 years	18,021	5.7%	22,031	7.6%	19,443	7.0%
▲ 45 to 49 years	14,441	4.6%	19,405	6.7%	20,311	7.3%
▲ 50 to 54 years	13,153	4.2%	15,594	5.4%	17,582	6.3%
55 to 59 years	13,161	4.2%	11,584	4.0%	14,154	5.1%
60 to 64 years	13,589	4.3%	10,740	3.7%	10,495	3.8%
↓ 65 to 69 years	13,045	4.2%	10,058	3.5%	9,377	3.4%
70 to 74 years	10,150	3.2%	9,725	3.4%	8,521	3.1%
75 to 84 years	13,649	4.4%	13,906	4.8%	13,333	4.8%
▲ 85 or more years	4,420	1.4%	5,377	1.9%	5,539	2.0%



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	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older</b>	242,351			
Single (Never Married)	77,273	31.9%	26.9%	118
↓ Married	100,880	41.6%	54.8%	76
▲ Divorced/Widowed	<b>64,198</b>	<b>26.5%</b>	<b>18.3%</b>	<b>145</b>
<b>Marital Status Females 15 and Older</b>	130,043			
▲ Single (Never Married)	<b>37,284</b>	<b>28.7%</b>	<b>23.4%</b>	<b>122</b>
↓ Married	50,368	38.7%	52.4%	74
▲ Divorced/Widowed	<b>42,391</b>	<b>32.6%</b>	<b>24.1%</b>	<b>135</b>
<b>Marital Status Males 15 and Older</b>	112,308			
Single (Never Married)	39,989	35.6%	30.7%	116
↓ Married	50,512	45.0%	57.3%	78
▲ Divorced/Widowed	<b>21,807</b>	<b>19.4%</b>	<b>12.0%</b>	<b>162</b>
<b>FAMILY STRUCTURE</b>				
<b>Households By Type</b>	121,451			
▲ Single Male	<b>16,461</b>	<b>13.6%</b>	<b>10.0%</b>	<b>135</b>
▲ Single Female	<b>21,592</b>	<b>17.8%</b>	<b>14.5%</b>	<b>122</b>
↓ Married Couple	47,520	39.1%	55.1%	71
▲ Other Family - Male Head of Household	<b>5,220</b>	<b>4.3%</b>	<b>3.4%</b>	<b>126</b>
▲ Other Family - Female Head of Household	<b>23,022</b>	<b>19.0%</b>	<b>11.6%</b>	<b>163</b>
Non Family - Male Head of Household	4,621	3.8%	3.2%	119
Non Family - Female Head of Household	3,014	2.5%	2.1%	119
<b>Households With Children 0 to 18</b>	42,441			
↓ Married Couple Family	22,671	53.4%	73.3%	73
▲ Other Family - Male Head of Household	<b>2,955</b>	<b>7.0%</b>	<b>4.8%</b>	<b>145</b>
▲ Other Family - Female Head of Household	<b>16,043</b>	<b>37.8%</b>	<b>20.8%</b>	<b>182</b>
▲ Non Family	<b>772</b>	<b>1.8%</b>	<b>1.0%</b>	<b>176</b>
<b>Population By Household Type</b>	313,680			
Family Households	248,910	79.4%	83.7%	95
▲ Non Family Households	<b>55,674</b>	<b>17.7%</b>	<b>13.6%</b>	<b>130</b>
Group Quarters	9,095	2.9%	2.7%	108



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type</b>	9,095			
▲ <b>Institutions</b>	<b>5,455</b>	<b>60.0%</b>	<b>49.8%</b>	<b>120</b>
College Dorm	2,557	28.1%	29.2%	96
↓ Military	22	0.2%	8.8%	3
▲ <b>Shelter/Street</b>	<b>688</b>	<b>7.6%</b>	<b>3.4%</b>	<b>222</b>
↓ Other	373	4.1%	8.8%	46
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity</b>	313,680			
↓ White (Non-Hispanic)	186,976	59.6%	75.6%	79
▲ <b>African-American (Non-Hisp)</b>	<b>120,734</b>	<b>38.5%</b>	<b>11.7%</b>	<b>328</b>
↓ Hispanic/Latino	3,466	1.1%	9.0%	12
↓ Native American (Non-Hisp)	755	0.2%	0.7%	33
↓ Asian (Non-Hisp)	1,396	0.4%	2.7%	17
↓ Pacific Islander (Non-Hisp)	47	0.0%	0.1%	10
Other Races (Non-Hisp)	306	0.1%	0.1%	97
<b>Asian Population By Race</b>	1,441			
Chinese	307	21.3%	23.8%	89
Japanese	160	11.1%	12.3%	91
Indian	194	13.5%	11.8%	114
Korean	159	11.0%	11.6%	95
▲ <b>Vietnamese</b>	<b>165</b>	<b>11.5%</b>	<b>8.9%</b>	<b>129</b>
Other Asian Races	456	31.6%	31.7%	100
<b>Hispanic/Latino Population By Race</b>	3,466			
White	1,698	49.0%	51.7%	95
▲ <b>African-American</b>	<b>556</b>	<b>16.0%</b>	<b>3.4%</b>	<b>466</b>
▲ <b>Native American</b>	<b>40</b>	<b>1.2%</b>	<b>0.7%</b>	<b>156</b>
Asian	45	1.3%	1.4%	95
↓ Other Races	1,127	32.5%	42.7%	76
<b>Hispanic/Latino Population By Origin</b>	3,466			
Mexican	2,042	58.9%	60.4%	98
Puerto Rican	388	11.2%	12.2%	92
Cuban	137	4.0%	4.7%	85
Other Hispanic Origin	899	25.9%	22.8%	114



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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 and over)</b>	297,779			
Pre-Primary (Public)	3,029	1.0%	1.1%	90
↓ Pre-Primary (Private)	1,743	0.6%	0.8%	76
Elementary/High School (Public)	45,796	15.4%	16.1%	95
▲ <b>Elementary/High School (Private)</b>	<b>6,427</b>	<b>2.2%</b>	<b>1.8%</b>	<b>123</b>
↓ Enrolled in College	17,940	6.0%	7.5%	80
Not Enrolled in School	222,844	74.8%	72.7%	103
<b>Population By Education Completed (Age 25 and over)</b>				
Elementary (Less than 9 years)	22,003	11.2%	10.4%	108
▲ <b>Some High School (9 to 11 years)</b>	<b>47,697</b>	<b>24.2%</b>	<b>14.4%</b>	<b>168</b>
High School Graduate (12 years)	61,301	31.1%	30.0%	104
Some College (13 to 15 years)	32,419	16.5%	18.7%	88
↓ Associate Degree	7,694	3.9%	6.2%	63
↓ Bachelor's Degree	15,561	7.9%	13.1%	60
↓ Graduate Degree	10,251	5.2%	7.2%	72
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over)</b>	137,451			
TOTAL WHITE COLLAR	70,846	51.5%	58.1%	89
↓ Executive and Managerial	12,416	9.0%	12.3%	73
Professional Specialty	15,582	11.3%	14.1%	80
Technical Support	4,752	3.5%	3.7%	94
Sales	13,480	9.8%	11.8%	83
Administrative Support & Clerical	24,616	17.9%	16.3%	110
TOTAL BLUE COLLAR	66,604	48.5%	41.9%	116
▲ <b>Service: Private Households</b>	<b>771</b>	<b>0.6%</b>	<b>0.5%</b>	<b>125</b>
Service: Protective	2,542	1.8%	1.7%	107
▲ <b>Service: Other</b>	<b>22,126</b>	<b>16.1%</b>	<b>11.0%</b>	<b>146</b>
↓ Farming, Forestry & Fishing	998	0.7%	2.5%	30
Precision Production and Craft	14,830	10.8%	11.3%	95
Operators and Assemblers	11,143	8.1%	6.8%	119
Transportation and Material Moving	6,473	4.7%	4.1%	115
▲ <b>Laborers</b>	<b>7,721</b>	<b>5.6%</b>	<b>3.9%</b>	<b>142</b>



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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over)</b>	238,552			
Employed	137,834	57.8%	61.2%	94
<b>▲ Unemployed</b>	<b>13,696</b>	<b>5.7%</b>	<b>4.1%</b>	<b>141</b>
Not in Labor Force	87,022	36.5%	34.7%	105
<b>Households With Families By Number of Workers</b>	76,786			
No Workers	11,831	15.4%	13.0%	118
1 Worker	24,562	32.0%	28.0%	114
2 Workers	31,334	40.8%	45.6%	90
3 or more Workers	9,059	11.8%	13.4%	88
<b>Total Female Population By Work Status (Age 15 and over)</b>	128,405			
TOTAL WORKING	66,445	51.7%	53.3%	97
With No Children	42,223	32.9%	33.2%	99
With Children Age 0 to 5 only	6,357	5.0%	4.8%	104
With Children Age 6 to 17 only	13,384	10.4%	11.7%	89
With Children Both Age 0 to 5 and 6 to 17	4,481	3.5%	3.6%	98
<b>▲ TOTAL NOT WORKING (UNEMPLOYED)</b>	<b>6,240</b>	<b>4.9%</b>	<b>3.5%</b>	<b>138</b>
With No Children	3,133	2.4%	2.0%	119
<b>▲ With Children Age 0 to 5 only</b>	<b>869</b>	<b>0.7%</b>	<b>0.5%</b>	<b>147</b>
<b>▲ With Children Age 6 to 17 only</b>	<b>1,478</b>	<b>1.2%</b>	<b>0.7%</b>	<b>168</b>
<b>▲ With Children Both Age 0 to 5 and 6 to 17</b>	<b>760</b>	<b>0.6%</b>	<b>0.3%</b>	<b>182</b>
TOTAL NOT IN THE LABOR FORCE	55,719	43.4%	43.2%	100
With No Children	43,881	34.2%	32.9%	104
With Children Age 0 to 5 only	4,021	3.1%	3.3%	95
With Children Age 6 to 17 only	4,612	3.6%	4.1%	87
With Children Both Age 0 to 5 and 6 to 17	3,205	2.5%	2.8%	88
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$12,674 for family of 4 in '90)</b>	121,451			
Above Poverty Line (Householder Age 0 to 64)	74,994	61.7%	68.8%	90
Above Poverty Line (Householder Age 65 and over)	22,931	18.9%	18.5%	102
<b>▲ Below Poverty Line (Householder Age 0 to 64)</b>	<b>18,113</b>	<b>14.9%</b>	<b>9.4%</b>	<b>159</b>
<b>▲ Below Poverty Line (Householder Age 65 and over)</b>	<b>5,405</b>	<b>4.5%</b>	<b>3.3%</b>	<b>133</b>
<b>Households By Presence of Retirement Income</b>	121,451			
With Retirement Income	20,797	17.1%	15.6%	110
Without Retirement Income	100,645	82.9%	84.4%	98



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<b>HOUSING</b>				
<b>Occupied Units By Type</b>	121,451			
Owner Occupied	67,000	55.2%	64.2%	86
▲ Renter Occupied	<b>54,451</b>	<b>44.8%</b>	<b>35.8%</b>	<b>125</b>
↓ Median Rent	\$279		\$374	75
<b>Vacant Units By Type</b>	15,968			
▲ For Rent	<b>5,934</b>	<b>37.2%</b>	<b>29.5%</b>	<b>126</b>
For Sale	1,684	10.5%	12.2%	86
↓ Seasonal	218	1.4%	29.9%	5
▲ Other	<b>8,132</b>	<b>50.9%</b>	<b>28.4%</b>	<b>179</b>
<b>Structures By Number of Units</b>	137,419			
Single Unit	95,629	69.6%	64.3%	108
2 to 9 Units	20,996	15.3%	14.5%	105
10 to 19 Units	7,133	5.2%	4.8%	108
20 to 49 Units	6,187	4.5%	3.8%	119
50 or more Units	5,185	3.8%	4.3%	88
↓ Mobile Home	704	0.5%	7.2%	7
Other	1,584	1.2%	1.1%	105
Single To Multiple Unit Ratio	2.42		2.35	103
<b>1990 Owner-Occupied Property Values</b>	60,317			
▲ Under \$25,000	<b>11,397</b>	<b>18.9%</b>	<b>6.6%</b>	<b>287</b>
▲ \$25,000 to \$49,999	<b>29,985</b>	<b>49.7%</b>	<b>18.8%</b>	<b>264</b>
\$50,000 to \$74,999	11,316	18.8%	22.0%	85
↓ \$75,000 to \$99,999	4,318	7.2%	15.7%	46
↓ \$100,000 to 149,999	2,129	3.5%	15.1%	23
↓ \$150,000 to \$199,999	693	1.1%	8.9%	13
↓ \$200,000 to \$299,999	308	0.5%	7.5%	7
↓ \$300,000 to \$399,999	80	0.1%	2.7%	5
↓ \$400,000 to \$499,999	43	0.1%	1.1%	6
↓ \$500,000 and over	49	0.1%	1.5%	5
↓ 1990 Median Property Value	\$45,238		\$79,098	57



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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built</b>	121,501			
↓ 1989 to 1990	664	0.5%	1.8%	30
↓ 1985 to 1988	1,817	1.5%	8.6%	17
↓ 1980 to 1984	1,520	1.3%	9.5%	13
↓ 1970 to 1979	6,857	5.6%	21.7%	26
1960 to 1969	17,441	14.4%	16.4%	87
▲ 1950 to 1959	<b>23,920</b>	<b>19.7%</b>	<b>15.0%</b>	<b>132</b>
▲ 1940 to 1949	<b>21,184</b>	<b>17.4%</b>	<b>8.6%</b>	<b>202</b>
▲ 1939 or earlier	<b>48,099</b>	<b>39.6%</b>	<b>18.3%</b>	<b>216</b>
<b>Households By Number of Persons</b>	121,451			
▲ 1 Person Household	<b>38,053</b>	<b>31.3%</b>	<b>24.6%</b>	<b>128</b>
2 Person Household	35,435	29.2%	32.0%	91
3 Person Household	19,686	16.2%	17.4%	93
4 Person Household	14,840	12.2%	15.1%	81
5 Person Household	7,632	6.3%	6.7%	93
6 Person Household	3,374	2.8%	2.5%	111
7 or more Person Household	2,431	2.0%	1.7%	115
Average Persons Per Household	2.5		2.6	95
<b>Population By Urban/Rural</b>	313,687			
▲ Urban	<b>313,687</b>	<b>100.0%</b>	<b>75.2%</b>	<b>133</b>
↓ Rural	0	0.0%	24.8%	0
<b>Households By Heating Type</b>	121,501			
▲ Utility Gas	<b>100,195</b>	<b>82.5%</b>	<b>51.0%</b>	<b>162</b>
↓ Other Gas	1,053	0.9%	5.7%	15
↓ Electric	12,003	9.9%	25.8%	38
↓ Oil	5,474	4.5%	12.2%	37
↓ Coal	70	0.1%	0.4%	15
↓ Wood	305	0.3%	3.9%	6
▲ Solar/Other Fuel	<b>1,870</b>	<b>1.5%</b>	<b>0.4%</b>	<b>354</b>
↓ No Fuel Used	532	0.4%	0.6%	74
<b>Households By Presence of Telephone</b>	121,501			
With Telephone	108,798	89.5%	94.8%	94
▲ Without Telephone	<b>12,703</b>	<b>10.5%</b>	<b>5.2%</b>	<b>200</b>



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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles</b>	121,501			
▲ <b>No Vehicles</b>	<b>25,285</b>	<b>20.8%</b>	<b>11.5%</b>	<b>180</b>
1 Vehicle	48,660	40.0%	33.8%	119
↓ 2 Vehicle	34,394	28.3%	37.4%	76
↓ 3 or more Vehicles	13,162	10.8%	17.3%	62
<b>Workers By Travel Time to Work</b>	134,810			
↓ Work At Home	2,437	1.8%	3.0%	61
↓ Less than 10 minutes	15,744	11.7%	15.9%	74
▲ <b>10 to 29 minutes</b>	<b>86,322</b>	<b>64.0%</b>	<b>51.6%</b>	<b>124</b>
↓ 30 to 59 minutes	25,152	18.7%	23.7%	79
↓ 60 to 89 minutes	3,034	2.3%	4.3%	52
90 or more minutes	2,120	1.6%	1.5%	103
Average Travel Time to Work (minutes)	20.6		21.7	95
<b>Workers By Type of Transportation to Work</b>	134,810			
Drive Alone	92,463	68.6%	73.2%	94
▲ <b>Car Pool</b>	<b>23,111</b>	<b>17.1%</b>	<b>13.4%</b>	<b>128</b>
▲ <b>Public Transportation</b>	<b>9,500</b>	<b>7.0%</b>	<b>5.3%</b>	<b>134</b>
↓ Motorcycle	126	0.1%	0.2%	45
Walk to Work	5,815	4.3%	3.9%	111
Other Means	1,358	1.0%	1.1%	91
↓ Work at Home	2,437	1.8%	3.0%	61



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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	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	61,051	52.4%	17.9%	293
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	24,201	20.8%	33.8%	61
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	12,437	10.7%	14.5%	74
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	10,878	9.3%	13.9%	67
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	5,160	4.4%	6.9%	65
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	2,643	2.3%	12.8%	18

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.		
40	Surviving Urban Diversity	18,399	15.8%	3.4%	461
24	Metro Multi-Ethnic Diversity	12,870	11.0%	2.0%	559
46	Struggling Black Households	12,229	10.5%	2.3%	455
35	Laboring Country Families	9,453	8.1%	3.2%	250
23	Established Empty-Nesters	8,321	7.1%	3.6%	200
48	Struggling Urban Life	5,745	4.9%	0.8%	583
18	Working Urban Families	5,664	4.9%	4.8%	101
45	Struggling Urban Diversity	5,327	4.6%	1.7%	264
25	Working Country Consumers	4,549	3.9%	4.4%	88
12	Educated New Starters	4,101	3.5%	2.9%	120
8	Rising Potential Professionals	4,033	3.5%	2.9%	120
28	Building Country Families	2,976	2.6%	2.7%	96
43	Laboring Urban Diversity	2,681	2.3%	0.5%	461
22	Mature and Established	2,368	2.0%	2.0%	102
10	Suburban Mid-Life Families	2,121	1.8%	6.9%	26
20	Cautious and Mature	2,107	1.8%	2.6%	69
32	Working Urban Life	1,683	1.4%	2.4%	61
37	Rising Multi-Ethnic Urbanites	1,636	1.4%	0.5%	258
15	Reliable Young Starters	1,329	1.1%	5.0%	23
1	Traditional Affluent Families	1,076	0.9%	3.0%	30



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		Households	Percent.		
3	Mid-Life Prosperity	1,018	0.9%	1.4%	61
41	Struggling Hispanic Households	1,010	0.9%	1.6%	53
29	Working Country Families	897	0.8%	0.9%	84
42	Laboring Rural Diversity	875	0.8%	1.4%	52
39	New Beginning Urbanites	655	0.6%	1.7%	32
17	Large Young Families	472	0.4%	2.0%	20
4	Educated Mid-Life Families	428	0.4%	3.7%	10
27	Country Family Diversity	415	0.4%	0.3%	120
34	College and Career Starters	354	0.3%	0.3%	90
19	Educated and Promising	316	0.3%	0.1%	362
21	Mature and Stable	279	0.2%	0.4%	53
30	Urban Senior Life	266	0.2%	0.7%	30
49	Exception Households	227	0.2%	0.2%	90
36	Working Diverse Urbanites	134	0.1%	1.6%	7
14	Secure Mid-Life Families	119	0.1%	0.6%	17
26	Working Suburban Families	113	0.1%	0.1%	77
44	Laboring Urban Life	98	0.1%	0.1%	93
7	Prosperous and Mature	97	0.1%	0.6%	15
11	Young Suburban Families	92	0.1%	3.1%	3
31	Mature Country Families	43	0.0%	0.5%	7
47	University Life	13	0.0%	0.3%	3
9	Educated Working Families	6	0.0%	0.1%	5
5	Prosperous Diversity	1	0.0%	2.3%	0
2	Professional Affluent Families	1	0.0%	0.4%	0
38	Rural Working Families	0	0.0%	9.2%	0
16	Established Country Families	0	0.0%	6.3%	0
6	Prosperous New Country Families	0	0.0%	1.3%	0
13	Affluent Educated Urbanites	0	0.0%	0.7%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
50	Unclassified Households	0	0.0%	0.0%	0
<b>TOTALS</b>		<b>116,597</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2001 Households Likely to Be:**

Strongly Involved with Their Faith	36.0%	35.1%	102
Somewhat Involved with Their Faith	31.9%	29.9%	107
Not Involved with Their Faith	32.0%	35.0%	91

**Estimated 2001 Households Likely to Have:**

Increased Their Involvement with Their Faith in the Last 10 Years	22.4%	22.1%	101
Decreased Their Involvement with Their Faith in the Last 10 Years	23.6%	23.7%	100

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2001 Households Likely to Prefer:**

↓ Adventist	0.3%	0.5%	61
↓ Baptist	11.5%	15.6%	73
▲ Catholic	<b>27.9%</b>	<b>24.2%</b>	<b>115</b>
↓ Congregational	1.6%	1.9%	82
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.3%	0.5%	69
↓ Episcopal	1.6%	2.9%	57
↓ Holiness	0.5%	0.8%	61
▲ Jehovah's Witnesses	<b>1.2%</b>	<b>1.0%</b>	<b>119</b>
↓ Judaism	1.2%	3.4%	34
▲ Lutheran	<b>13.8%</b>	<b>7.2%</b>	<b>192</b>
Methodist	10.8%	9.9%	108
↓ Mormon	0.2%	1.7%	11
↓ New Age	0.5%	0.6%	84
Non-Denominational / Independent	6.5%	6.9%	95
▲ Orthodox	<b>0.4%</b>	<b>0.3%</b>	<b>132</b>
↓ Pentecostal	2.1%	2.4%	87
↓ Presbyterian / Reformed	3.5%	4.6%	77
Unitarian / Universalist	0.8%	0.7%	107
Interested but No Preference	3.8%	3.8%	99
Not Interested and No Preference	10.5%	11.1%	94
Likely to Have Changed Their Preference in the Last 10 Years	15.6%	16.7%	94

**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2001 Households Likely to Prefer A Leader Who:**

Tells them what to do	3.7%	4.0%	93
Lets them do what they want and is supportive	11.7%	11.5%	102
Lets them do what they want and stays out of the way	4.8%	4.7%	102
Works with them on deciding what to do and helps them do it	79.8%	79.8%	100



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**PRIMARY CONCERN INDICATOR**

**Estimated 2001 Households Likely to Be Primarily Concerned With:**

**THE BASICS:**

Maintaining Personal Health	41.6%	43.7%	95
Finding/Providing Health Insurance	30.3%	29.1%	104
Day-to-Day Financial Worries	32.1%	31.7%	101
Finding Employment Opportunities	14.7%	14.3%	103
▲ Finding Affordable Housing	<b>15.5%</b>	<b>11.3%</b>	<b>136</b>
▲ Providing Adequate Food	<b>9.9%</b>	<b>8.6%</b>	<b>115</b>
Finding Child Care	6.3%	6.3%	101

**FAMILY PROBLEMS:**

Dealing With Alcohol/Drug Abuse	17.2%	16.8%	103
Dealing With Teen / Child Problems	19.5%	20.6%	95
↓ Finding/Providing Aging Parent Care	13.2%	15.6%	85
▲ Dealing With Abusive Relationships	<b>12.6%</b>	<b>11.3%</b>	<b>112</b>
↓ Dealing With Divorce	4.0%	4.5%	89

**COMMUNITY PROBLEMS:**

▲ Neighborhood Crime and Safety	<b>33.3%</b>	<b>26.9%</b>	<b>124</b>
Finding/Providing Good Schools	21.6%	23.4%	93
Dealing with Problems in Schools	12.4%	13.6%	91
▲ Dealing With Racial / Ethnic Prejudice	<b>16.0%</b>	<b>12.9%</b>	<b>123</b>
▲ Dealing With Neighborhood Gangs	<b>16.5%</b>	<b>8.4%</b>	<b>198</b>
Dealing with Social Injustice	11.1%	11.3%	98

**HOPES AND DREAMS:**

Achieving Long-term Financial Security	47.3%	50.7%	93
Finding Time for Recreation / Leisure	22.7%	25.3%	90
Finding Better Quality Healthcare	23.0%	24.1%	95
Finding A Satisfying Job / Career	19.6%	19.3%	102
Finding Retirement Opportunities	18.6%	19.0%	98
↓ Achieving A Fulfilling Marriage	17.7%	22.2%	80
↓ Developing Parenting Skills	12.4%	14.6%	85
↓ Achieving Educational Objectives	5.8%	7.4%	79

**SPIRITUAL / PERSONAL:**

Dealing With Stress	28.7%	30.0%	96
Finding Companionship	17.6%	17.3%	102
Finding A Good Church	15.3%	15.0%	102
Finding Spiritual Teaching	13.5%	12.8%	105
Finding Life Direction	12.8%	14.0%	91



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**KEY VALUES INDICATOR**

**Estimated 2001 Households Likely to Agree With the Following Statements:**

**GOD:**

"I believe there is a God"	85.4%	84.4%	101
"God is actively involved in the world including nations and their governments"	65.6%	63.7%	103

**SOCIETY:**

"It is important to preserve the traditional American family structure"	90.6%	91.6%	99
"A healthy environment has become a national crisis"	84.0%	83.0%	101
"Public education is essential to the future of American society"	93.4%	93.9%	99

**INSTITUTIONAL ROLES:**

"Government should be the primary provider of human welfare services"	53.1%	50.3%	106
"The role of Churches / Synagogues is to help form and support moral values"	81.3%	81.2%	100
"Churches and religious organizations should provide more human services"	66.9%	62.7%	107

**RACIAL / ETHNIC CHANGE:**

"The United States must open its doors to all people groups"	38.9%	36.1%	108
"The changing racial / ethnic face of America is a threat to our national heritage"	35.3%	36.6%	96

**HOUSEHOLD CONTRIBUTION INDICATOR**

**Estimated 2001 Households Likely to Contribute:**

**TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	59.1%	59.7%	99
More than \$500 per year	30.0%	31.2%	96
More than \$1,000 per year	15.8%	17.3%	91

**TO CHARITIES:**

More than \$100 per year	31.5%	33.7%	93
↓ More than \$500 per year	5.7%	6.7%	85
More than \$1,000 per year	2.1%	2.3%	91

**TO COLLEGES AND UNIVERSITIES:**

More than \$100 per year	16.2%	15.8%	103
More than \$500 per year	4.7%	4.3%	109
More than \$1,000 per year	2.4%	2.2%	109

*Ministry Area Profile 2001*  
**Compass**  
REPORT

Sample VISTA Client  
Indianapolis Area

**Study Area Definition:**  
Custom Polygon for NeighborArea Study



ID# 25337:51997



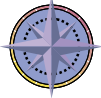
Prepared For:  
Sample VISTA Client  
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**Study Area Definition:**  
Custom Polygon for NeighborArea Study

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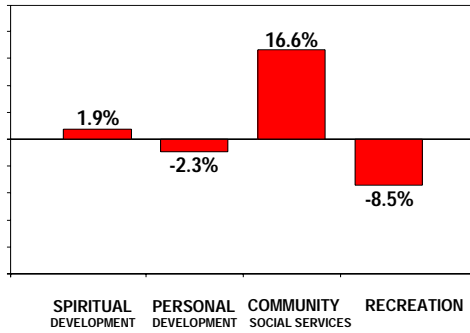


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Sample VISTA Client  
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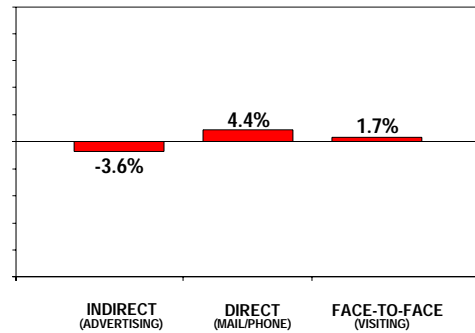
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**Church Program Preferences**

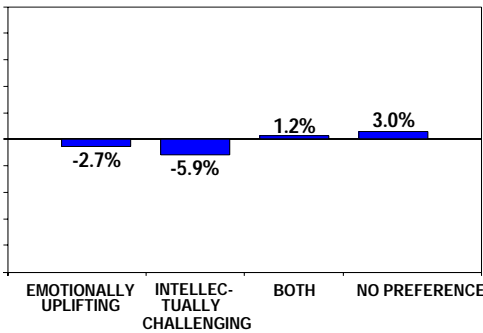


**Contact Methods Rated Good**

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

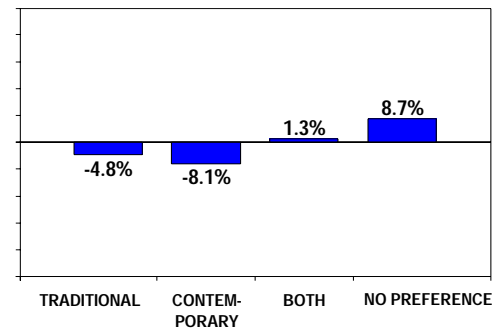


**Worship Style (1)**

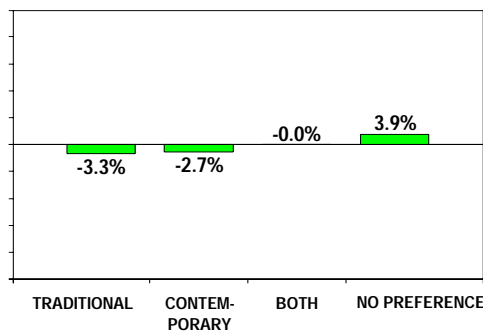


**Worship Style (2)**

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

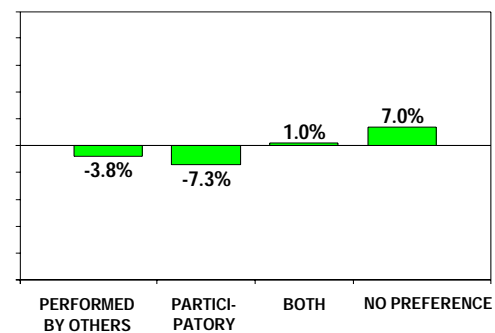


**Music Style (1)**

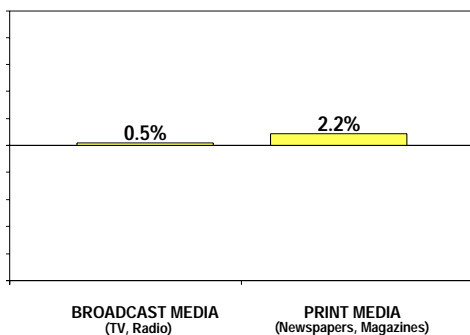


**Music Style (2)**

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

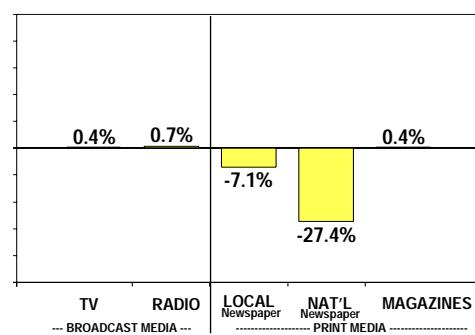


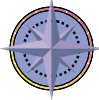
**Primary Media Summary**



**Primary Media Preferences**

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





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### CHURCH PROGRAM PREFERENCE INDICATOR

#### Estimated 2001 Households If Looking for a New Church Likely to Express as Most Important:

##### **SPIRITUAL DEVELOPMENT:**

Bible Study Discussion and Prayer Groups	41.6%	40.6%	103
Adult Theological Discussion Groups	21.8%	22.6%	97
Spiritual Retreats	12.7%	11.6%	110

##### **PERSONAL DEVELOPMENT:**

↓ Marriage Enrichment Opportunities	12.4%	15.2%	82
▲ Parent Training Programs	8.7%	7.7%	113
▲ Twelve Step Programs	4.4%	3.5%	127
Divorce Recovery	2.6%	2.4%	108

##### **COMMUNITY/SOCIAL SERVICES:**

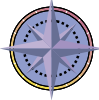
▲ Personal or Family Counseling	25.2%	22.5%	112
Care for the Terminally Ill	16.4%	15.8%	103
▲ Food and Clothing Resources	16.2%	11.1%	145
▲ Day Care Services	6.8%	6.1%	113
▲ Church Sponsored Day-School	6.9%	5.7%	121

##### **RECREATION:**

Youth Social Programs	27.1%	29.7%	91
↓ Family Activities and Outings	28.4%	32.7%	87
Active Retirement Programs	26.0%	26.9%	96
↓ Cultural Programs (Music, Drama, Art)	17.0%	19.2%	89
Sports or Camping	6.5%	6.4%	102

#### SUMMARY

Spiritual Development Index	102
Personal Development Index	98
▲ Community/Social Services Index	117
Recreation Index	91



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**WORSHIP STYLE INDICATOR**

**Estimated 2001 Households Likely to Prefer Church Worship which is:**

**PART 1:**

A. Emotionally Uplifting	25.7%	26.4%	97
B. Intellectually Challenging	10.4%	11.0%	94
C. Both A and B	39.6%	39.1%	101
D. No Preference or Not Interested	24.1%	23.4%	103

**PART 2:**

A. Traditional/Formal/Ceremonial	19.3%	20.3%	95
B. Contemporary/Informal	24.2%	26.4%	92
C. Both A and B	26.9%	26.5%	101
D. No Preference or Not Interested	29.2%	26.8%	109

**MUSIC STYLE INDICATOR**

**Estimated 2001 Households Likely to Prefer Church Music which is:**

**PART 1:**

A. Traditional	23.7%	24.5%	97
B. Contemporary	19.2%	19.7%	97
C. Both A and B	31.1%	31.1%	100
D. No Preference or Not Interested	25.8%	24.8%	104

**PART 2:**

A. Performed by Others	18.2%	18.9%	96
B. Participatory	21.2%	22.9%	93
C. Both A and B	32.4%	32.1%	101
D. No Preference or Not Interested	27.9%	26.1%	107



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**MISSION EMPHASIS INDICATOR**

**Estimated 2001 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:**

**PART 1:**

A. Community	20.7%	22.1%	94
B. Personal Spiritual Development	14.6%	14.2%	103
C. Both A and B	36.5%	37.4%	98
D. No Preference or Not Interested	28.0%	26.3%	106

**PART 2:**

↓ A. Global Mission	5.1%	6.2%	82
B. Local Mission	33.2%	33.4%	99
C. Both A and B	29.4%	30.0%	98
D. No Preference or Not Interested	31.9%	30.4%	105

**CHURCH ARCHITECTURE INDICATOR**

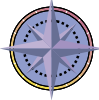
**Estimated 2001 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

A. Traditional	26.0%	26.7%	97
B. Contemporary	15.3%	15.9%	96
C. Both A and B	32.2%	32.3%	100
D. No Preference or Not Interested	26.3%	25.1%	105

**PART 2:**

▲ A. Somber/Serious	10.6%	9.4%	113
B. Light and Airy	32.5%	34.7%	94
C. Both A and B	26.7%	27.8%	96
D. No Preference or Not Interested	29.9%	28.2%	106



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### PRIMARY MEDIA PREFERENCE

Estimated 2001 Households Likely to Describe Their Primary Media Information Source As:

#### BROADCAST MEDIA:

Television	47.3%	47.1%	100
Radio	13.5%	13.4%	101

#### PRINT MEDIA:

Local Newspaper	38.8%	36.1%	107
↓ National Newspaper	3.2%	4.4%	73
↓ Magazines	1.9%	2.4%	77

### SECONDARY MEDIA PREFERENCE

Estimated 2001 Households Likely to Describe Their Secondary Media Information Source As:

#### BROADCAST MEDIA:

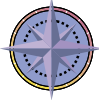
Television	32.5%	32.0%	102
Radio	24.5%	23.7%	104

#### PRINT MEDIA:

Local Newspaper	30.4%	32.7%	93
National Newspaper	6.3%	5.8%	110
Magazines	7.0%	7.0%	100

### SUMMARY

Overall Broadcast Media Index (100 = Average)	101
Overall Print Media Index	99



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**CHURCH CONTACT METHODS RATED GOOD**

**Estimated 2001 Households Likely to Rate As Good the Following Methods of Contact from a Church:**

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
Local Radio Announcements or Advertisements	33.9%	36.0%	94
Putting Ad in Local Newspaper	33.1%	33.7%	98
Local Cable Channels	29.4%	30.2%	97
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	53.8%	53.7%	100
▲ Calling and Offering to Send Information By Mail	<b>32.6%</b>	<b>29.4%</b>	<b>111</b>
Calling and Discussing on the Phone	12.8%	11.9%	108
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
Calling and Offering to Visit When Convenient	19.5%	19.9%	98
Going Door to Door	14.8%	13.9%	107

**CHURCH CONTACT METHODS RATED POOR**

**Estimated 2001 Households Likely to Rate As Poor the Following Methods of Contact from a Church:**

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
Local Radio Announcements or Advertisements	18.7%	19.5%	96
Putting Ad in Local Newspaper	20.2%	21.5%	94
Local Cable Channels	31.9%	30.9%	103
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	14.0%	13.3%	105
Calling and Offering to Send Information By Mail	30.9%	34.3%	90
Calling and Discussing on the Phone	59.5%	60.9%	98
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
Calling and Offering to Visit When Convenient	48.0%	49.9%	96
Going Door to Door	61.0%	64.2%	95

<b>SUMMARY OF METHODS RATED GOOD</b>	
Indirect Methods Index (100 = Average)	96
Direct Methods Index	104
Face-to-Face Methods Index	102

<b>SUMMARY OF METHODS RATED POOR</b>	
Indirect Methods Index	98
Direct Methods Index	96
Face-to-Face Methods Index	96