

10 Effective Ministry Applications



Prev 1 2 Next Display All Download to Excel

Demographic Trends

	2000	2010	2012	2017
Population	41,233	43,254	42,099	41,599
Population Change		2,021	-1,155	-504
Percent Change		4.90%	-2.67%	-1.20%
Households	18,654	19,783	19,210	18,934
Households Change		1,129	-573	-276
Percent Change		6.05%	-2.90%	-1.44%
Population / Households	2.21	2.19	2.19	2.20
Population / Households Change		-0.02	0	0.01
Percent Change		-0.90%	0.00%	0.46%
Family Households	10,827	10,808	10,529	10,376
Family Households Change		-19	-279	-153
Percent Change		-0.18%	-2.58%	-1.45%
Non-Family Households	1,412	1,686	1,627	1,622
Non-Family Households Change		274	-59	-5
Percent Change		19.41%	-3.50%	-0.31%
Average Age	44.82	43.72	44.54	44.85
Average Age Change		-1.10	0.82	0.31
Percent Change		-2.45%	1.88%	0.70%

- Determine Best Ministry Opportunities** – Discovery of Ministry Opportunities using MissionInsite's **PeopleView System™** tools built on Google Maps.
- Answer Strategic Ministry Questions by Neighborhood** – Where are the Families in Our Ministry Area? What Neighborhoods Are Growing? What is The Stewardship Potential in Your Ministry Area?
- Understand Population Trends BEFORE They Happen With Always Current Demographic Information from STI Pop Stats** – Accepted as a Premier Demographic Forecaster by Companies like Kroger and Walgreens. Information Is Updated Twice Each Year Including the 2010 Census, Current Year Estimates, 5 Year Projections and 10 Year Forecasts.
- Make Informed Ministry Decisions Based Upon LOCAL Religious Preferences, Practices and Beliefs** – MissionInsite's Quadrennium Project: An National Survey of American Religious Preferences, Practices and Beliefs. The Only Current Religious Information at Community Level Available to Local Churches.
- Identify and Reach Households in Your Ministry Area With MOSAIC USA Lifestyle Segmentation by Experian** – A Global Segmentation Network Classifying More than 1 Billion People Worldwide in More than 30 Countries, Updated Annually. The 71 Distinct MOSAIC Household Types Provide the Richest Lifestyle Information Available Today. Tom Bandy's **Mission Impact Guide** Suggests Ministry Applications for each MOSAIC Household Type.
- Target Specific Demographic Groups With Opportunity Scan** – The Leading Tool <http://missioninsite.com/about-us/client-list/for-Regional-Mission-Opportunity-Analysis> – Down to the Block Group Level (Approx. 1500 Persons). Create Maps and Data Tables With "Top Ten" Ministry Target Areas.
- Small Group Development, Mission Locations and Satellite Ministry Opportunities With Congregant Plot** – A Secure System for Local Churches to View and Identify Church Members and Visitors on a Map. Employ Analysis Tools For Small Group Ministry Development, Mission Location and Satellite Ministries Opportunities.
- Create Neighborhood Thematic Maps** – Create and Print Custom Neighborhood Maps from More Than 76 Demographic Variables To Graphically Display Mission Reality.
- Create Customizable Reports** – Choose Only What You Want: Ultimate Flexibility in Selecting Strategic Report Variables for Specific Ministry Applications.
- Generate Demographic Information In Seconds With Report Wizard** – Easy Access to Current Information for Any Geographic Area in seconds. Choose from **QuickInsite, ExecutiveInsite, FullInsite or Impressions** Reports.

quodren-nium PROJECT

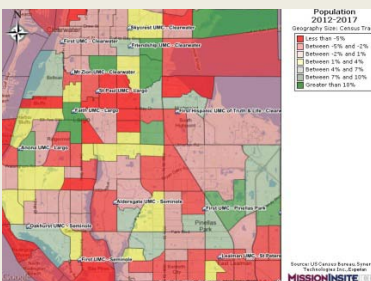
StoryView

Significant Indicators of Religious Beliefs, Preferences & Practices

Beliefs about God	1. How traditional or non-traditional are beliefs about God?	Very Traditional	Traditional	Non-Traditional	Very Non-Traditional
Beliefs about Jesus	2. How traditional or non-traditional are beliefs about Jesus?	Very Traditional	Traditional	Non-Traditional	Very Non-Traditional
Beliefs about Satan and Moral Issues	3. Do you hold and teach beliefs of this study area that Satan exists, is active, and is responsible for evil in the physical and moral world?	Yes	Probably	No	Probably Not
Presence of "None's"	4. How often do you attend church when it is not the religious preference, "None, No Preference" in this study area?	Never	Less	Often	Very Often
Change in Christian Religious Preference	5. Have you ever had the Christian Religious Preference stated as a change in your personal preference?	Never	Less Often	Often	Very Often
Christian to Non-Christian Preferences	6. How often do you agree that Christian Preferences in this study area compare to the appropriate Non-Christian Preferences?	Highly Disagree	Disagree	Agree	Highly Agree
Significance of Faith in Life	7. Compared to the national average, how significant is faith to the life of the study area?	Not Significant	Significant	Very Significant	Extremely Significant
Change in Significance of Faith to Life	8. How much change in significance of faith to life has occurred in the study area?	No Change	Little Change	Change	Major Change
Life Concerns	9. Overall, how do the concerns about life compare to the national average?	Very Low	Low	High	Very High
Media Preference	10. Does media preference tend towards traditional media or online?	Very Traditional	Traditional	Non-Traditional	Very Non-Traditional

Source: US Census Bureau, Survey Techniques Inc. Copyright: Demographics.com

Page 2



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