

## 10 Key PeopleView System™ Ministry Applications

Custom Demographics Report

Study Area: Radius (2.5 mi)

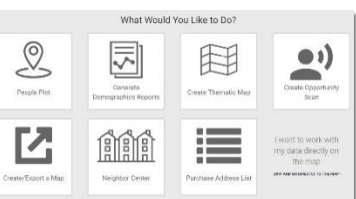
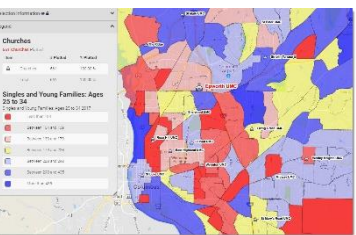
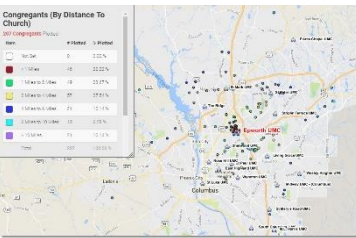
Function: With Children

Function: With Children	2010	2017	2022	2010 %	2017 %	2022 %
Family: Married-couple	2,498	2,332	2,317	50.5%	51.2%	50.4%
Other Family: Female no husband present	2,199	1,763	1,789	41.2%	38.7%	38.9%
Other Family: Male no wife present	446	460	492	8.2%	10.1%	10.7%
<b>TOTAL:</b>	<b>5,143</b>	<b>4,555</b>	<b>4,598</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Summary: Phase of Life

Summary: Phase of Life	2010	2017	2022	2010 %	2017 %	2022 %
Before Formal Schooling: Ages 0 to 4	3,051	3,258	3,236	7.8%	7.4%	7.4%
Required Formal Schooling: Ages 5 to 17	6,792	7,229	7,898	15.5%	16.0%	17.4%
College/Center Status: Ages 18 to 24	5,516	4,649	4,644	12.6%	9.4%	9.2%
Singles and Young Families: Ages 25 to 34	6,750	6,693	5,883	15.0%	15.0%	12.9%
Families and Empty Nesters: Ages 35 to 54	19,849	19,756	11,557	34.9%	24.9%	26.3%
Enrollment Years Singles/Couples: Ages 55 to 64	4,510	4,898	4,844	10.5%	11.4%	11.0%
Retirement Opportunities: Age 65 and over	6,113	6,218	6,760	14.0%	14.4%	15.4%
<b>TOTAL:</b>	<b>43,651</b>	<b>43,093</b>	<b>44,022</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



- 1) **Determine Best Ministry Opportunities** – Discovery of Ministry Opportunities Using MissionInsite’s **PeopleView System™** Tools Built on Google Maps.
- 2) **Answer Strategic Ministry Questions in Your Community** – What Type of Households Live in Your Ministry Area? Which Neighborhoods Are Growing? What is The Diversity in Your Community? **Does Your Church Membership and Mission Reflect Your Community?**
- 3) **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.**
- 4) **Make Informed Ministry Decisions Based on LOCAL Religious Preferences, Practices, and Beliefs** – MissionInsite’s Proprietary Quadrennium Project: An National Survey of American Religious Preferences, Practices, and Beliefs. The Only Current **Religious Information at Neighborhood Level** Available to Local Churches. **NEW! 2017 MinistryInsite and ReligiousInsite Priorities Reports for local churches!**
- 5) **Identify and Reach Households in Your Ministry Area with MOSAIC USA Lifestyle Segmentation by Experian** – A Global Segmentation System Classifying More than 1 Billion People Worldwide in More than 30 Countries, Updated Annually. The 71 Distinct MOSAIC Household Types Provide the Most Comprehensive Lifestyle Information Available Today. Tom Bandy’s **Mission Impact Guide Suggests Ministry Applications** for Each MOSAIC Household Type.
- 6) **Target Specific Demographic Variables with Opportunity Scan** – The Leading Tool for Analyzing and Identifying Regional, Community and Neighborhood Ministry Potential – Down to the Block Group Level (Approx. 1500 Persons). Create Maps and Data Tables with **Top Ministry Target Areas for Your Church or Regional Agency.**
- 7) **Analyze Ministry Opportunities with PeoplePlot** – A Secure System for Local Churches to View and Identify Church Members and Visitors on a Map. Compare Church Households to Neighborhood Households Using the Proprietary **ComparativeInsite Report which includes the Estimated Financial Support Potential for Congregations.** Employ Analytical Tools For Development of Small Group Ministry, Mission Locations and Satellite Ministries.
- 8) **Create Neighborhood Thematic Maps** – Create and Print Custom Neighborhood Maps from More Than 76 Demographic Variables to **Visually Display Mission Reality.**
- 9) **Create Customizable Reports** – **Choose Only the Information You Want:** Ultimate Flexibility in Selecting Strategic Report Variables for Specific Ministry Applications.
- 10) **Accomplish Essential Tasks in Seconds with NEW USER ASSISTANTS** – Easy Access to Plotting People, Generating Reports & Theme Maps, Opportunity Scan, Create & Export Maps, Neighbor Center and the Purchase of Address Lists with our new User Assistants. Designed for new and returning users as a simplified means to complete essential **PeopleView System™** tasks without additional training.