

People and Place

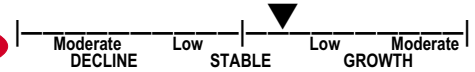
P1 PROJECTED POPULATION DENSITY

AVERAGE



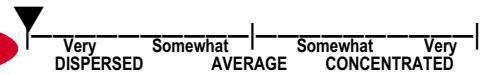
P2 PROJECTED POPULATION CHANGE

STABLE



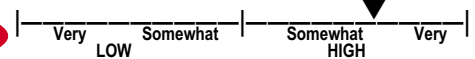
P3 POPULATION DISTRIBUTION

HIGHLY DISPERSED



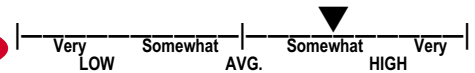
P4 DIVERSITY

VERY HIGH



P5 AREA DYNAMIC LEVEL

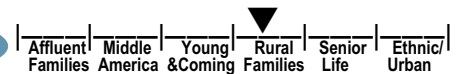
SOMEWHAT HIGH



Faces of Diversity

D1 U.S. LIFESTYLES GROUP

RURAL FAMILIES



D2 NON-ANGLO POPULATION

AVERAGE



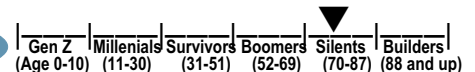
D3 FASTEST RACIAL/ETHNIC GROWTH

HISPANICS/LATINOS



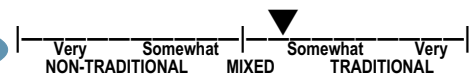
D4 GENERATION

SILENTS



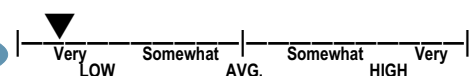
D5 FAMILY STRUCTURE

SOMEWHAT TRADITIONAL



D6 EDUCATION

VERY LOW



Community Issues

C1 PRIMARY CONCERNS

SPIRITUAL / PERSONAL



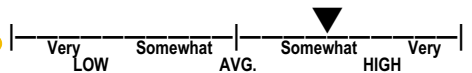
C2 RISC LEVEL (Stress Conditions)

SOMEWHAT HIGH



C3 POTENTIAL RESISTANCE TO CHANGE

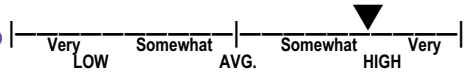
SOMEWHAT HIGH



Faith Preferences

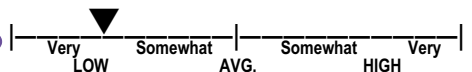
F1 FAITH RECEPTIVITY

VERY HIGH



F2 FINANCIAL SUPPORT POTENTIAL

VERY LOW



F3 CHURCH STYLE

SOMEWHAT TRADITIONAL



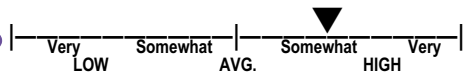
F4 CHURCH PROGRAM PREFERENCE

SPIRITUAL DEVELOPMENT



F5 HAVE A RELIGIOUS PREFERENCE

SOMEWHAT HIGH





People and Place Detail

P1: How many people live in the defined study area?

Currently, there are 28,040 persons residing in the defined study area. This represents an increase of 2,988 or 11.9% since 1990. During the same period of time, the U.S. as a whole grew by 25.9%. (see MAP page 4)

| Population History & Projection | 1990 Census | 2000 Census | 2012 Update | 2017 Projection |
|---------------------------------|-------------|-------------|-------------|-----------------|
| Study Area | 25,052 | 27,381 | 28,040 | 28,597 |

P2: Is the population in this area projected to grow?

Yes, between 2012 and 2017, the population is projected to increase by 2.0% or 557 additional persons. During the same period, the U.S. population is projected to grow by 3.9%. (see MAP page 4)

| Population Change | Actual Change From 1990 to 2000 | Actual Change From 2000 to 2012 | PROJECTED Change From 2012 to 2017 |
|-------------------|---------------------------------|---------------------------------|------------------------------------|
| Study Area | 9% | 2% | 2% |
| U.S. AVERAGE | 13% | 11% | 4% |

P3: How spread out is the population in the study area?

In the study area, the top three quarters of the population resides in approximately 100% of the geographical area. In the U.S. as a whole and in the average community, the top 75% of the population resides in just 25% of the populated geographical area. In comparison, the study area population is *highly dispersed* within the overall area.

P4: What is the overall level of diversity in the area?

Based upon the number of different lifestyle and racial/ethnic groups in the area, the overall diversity in the study area can be described as *very high*. See D1 and D2 below.

P5: How dynamic is the study area?

As the population density and overall diversity in an area increase, the environment becomes more complex and challenging. Given these factors, the study area dynamic level can be described as *somewhat high*.

Faces of Diversity Detail

D1: How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very high* with 28 of the 50 U.S. Lifestyles segments represented. Of the six major segment groupings, the largest is referred to as *Rural Families* which accounts for 37.4% of the households in the area. The top individual segment is *Rural Working Families* representing 25.1% of all households. (see MAP pages 13 and 14)

| Households By U.S. Lifestyles Group | Affluent Families | Middle American Families | Young and Coming | Rural Families | Senior Life | Ethnic & Urban Diversity |
|-------------------------------------|-------------------|--------------------------|------------------|----------------|-------------|--------------------------|
| Study Area | < 1% | 35% | < 1% | 37% | 11% | 15% |
| U.S. AVERAGE | 15% | 31% | 15% | 13% | 7% | 18% |

D2 & D3: 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 76.9% of the population and all other racial/ethnic groups make up just 23.1% which is well below the national average of 37%. The largest of these groups, *African-Americans*, accounts for 15.0% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 25.0% between 2012 and 2017. (see MAP pages 4 and 7)

| Population By Race/Ethnicity | Anglo | African-American | Hispanic | Asian | Native Am. and Other |
|------------------------------|-------|------------------|----------|-------|----------------------|
| Study Area | 77% | 15% | 4% | 3% | 2% |
| U.S. AVERAGE | 63% | 12% | 17% | 5% | 3% |

D4: What are the major generational groups represented?

The most significant group in terms of numbers and comparison to national averages is *Silents* (age 70 to 87) who make up 10.8% of the total population in the area compared to 7.8% of the U.S. population as a whole. (see MAP page 4)

| Population By Generation | Gen Z 0 to 10 | Millenials 22 to 30 | Survivors 31 to 51 | Boomers 52 to 69 | Silents 70 to 87 | Builders 88 & up |
|--------------------------|---------------|---------------------|--------------------|------------------|------------------|------------------|
| Study Area | 15% | 25% | 27% | 21% | 11% | 2% |
| U.S. AVERAGE | 15% | 27% | 29% | 20% | 8% | 1% |

Faces of Diversity Detail (cont.)

D5: Overall, how traditional are the family structures?

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

| Population By Marital Status (15 and older) | Single (never married) | Divorced or Widowed | Married |
|---------------------------------------------|------------------------|---------------------|---------|
| Study Area | 24% | 20% | 56% |
| U.S. AVERAGE | 32% | 17% | 52% |

D6: How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 79.4% 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 16.2% of those over 25 in the area versus 27.8% in the U.S. (see MAP page 8)

| Households with Children by Marital Status | Single Mothers | Single Fathers | Married Couples |
|--------------------------------------------|----------------|----------------|-----------------|
| Study Area | 22% | 6% | 71% |
| U.S. AVERAGE | 26% | 8% | 66% |

| Adult Population By Education Completed | Less than High School | High School | Some College | College Graduate | Post Graduate |
|-----------------------------------------|-----------------------|-------------|--------------|------------------|---------------|
| Study Area | 21% | 35% | 28% | 11% | 5% |
| U.S. AVERAGE | 15% | 29% | 29% | 18% | 10% |

Community Issues Detail

C1: Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Finding A Good Church, Finding Spiritual Teaching, Problems in Schools, Teen/Child Problems, Day-to-Day Financial Worries and Adequate Food*. As an overall category, concerns related to *Personal/Spiritual* are the most significant based upon the total number of households and comparison to national averages. (see MAP page 16)

| Households By Primary Concerns Group | The Basics | Family Problems | Community Problems | Hopes and Dreams | Spiritual/Personal |
|--------------------------------------|------------|-----------------|--------------------|------------------|--------------------|
| Study Area | 25% | 13% | 15% | 27% | 17% |
| U.S. AVERAGE | 24% | 11% | 16% | 30% | 15% |

C2: What is the overall community stress level in the area?

Conditions which can contribute to placing an area at risk (particularly, the children) are at an overall *somewhat high* level. This is evidenced by noting that on the whole the area is somewhat above average in the characteristics known to contribute to community problems such as households below poverty line, adults without a high school diploma, households with a single mother and unusually high concern about issues such as community problems, family problems, and/or basic necessities such as food, housing and jobs. (see MAP pages 5, 6, 8, 9 and 16)

| Regionally Indexed Stress Conditions (RISC) | Households Below Poverty (\$15,000) | Households with Children: Single Mothers | Adult Pop.: High School Dropouts | Primary Concerns: The Basics | Primary Concerns: Family Problems | Primary Concerns: Community Problems |
|---------------------------------------------|-------------------------------------|------------------------------------------|----------------------------------|------------------------------|-----------------------------------|--------------------------------------|
| Study Area | 18% | 22% | 21% | 25% | 13% | 15% |
| U.S. AVERAGE | 13% | 26% | 15% | 24% | 11% | 16% |

C3: How much overall resistance to change is likely in the area?

Based upon the assumption that as a group of people become older and more diverse the potential for resistance to change becomes more significant, the area's potential resistance is likely to be *somewhat high*. (see MAP pages 4-5, 13-14)

| Population By Age and Diversity | Average Age | Overall Lifestyle and Racial/Ethnic Diversity |
|---------------------------------|-------------|-----------------------------------------------|
| Study Area | 40.0 | 8 |
| U.S. AVERAGE | 37.5 | 5 |



Faith Preferences Detail

F1: What is the likely faith receptivity?

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

| Households By Faith Involvement Level | Not Involved | Somewhat Involved | Strongly Involved |
|---------------------------------------|--------------|-------------------|-------------------|
| Study Area | 27% | 30% | 43% |
| U.S. AVERAGE | 35% | 30% | 35% |

F2: What is the likely giving potential in the area?

Based upon the average household income of \$47,720 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see MAP page 4 and 17)

| Households By Religious Giving Potential | Average Annual Household Income | Households Contributing More Than \$500 per Year to Churches |
|------------------------------------------|---------------------------------|--------------------------------------------------------------|
| Study Area | \$47,720 | 31% |
| U.S. AVERAGE | \$67,315 | 31% |

F3: Do households prefer an overall church style which is more traditional or contemporary?

Based upon likely worship, music and architectural style preferences in the area, the overall church style preference can be described as *somewhat traditional*. (see COMPASS pages 3 and 4)

| Households By Church Styles Preferences | Worship: Traditional | Music: Traditional | Architecture: Traditional | Worship: Contemporary | Music: Contemporary | Architecture: Contemporary |
|-----------------------------------------|----------------------|--------------------|---------------------------|-----------------------|---------------------|----------------------------|
| Study Area | 19% | 25% | 28% | 27% | 17% | 14% |
| U.S. AVERAGE | 20% | 24% | 27% | 26% | 20% | 16% |

F4: Which general church programs or services are most likely to be preferred in the area?

Church program preferences which are likely to exceed the national average include: *Bible Study and Prayer Groups, Personal or Family Counseling, Food Pantry/Clothing Resources and Spiritual Retreats*. As an overall category, programs related to *Spiritual Development* are the most significant based upon total number of households and comparison to national averages. (see COMPASS page 2)

| Households By Church Program Preference Category | Spiritual Development | Personal Development | Community/Social Services | Recreation |
|--------------------------------------------------|-----------------------|----------------------|---------------------------|------------|
| Study Area | 30% | 9% | 22% | 34% |
| U.S. AVERAGE | 25% | 10% | 20% | 38% |

F5: How likely are people to have some religious preference?

In the study area, 88.4% of the households are likely to express a preference for some particular religious tradition or affiliation, somewhat above the national average of 85.1%. (see MAP page 15)

| Households By Religious Preference | No Preference | Non-"Historic Christian" Groups | "Historic Christian" Groups |
|------------------------------------|---------------|---------------------------------|-----------------------------|
| Study Area | 12% | 3% | 85% |
| U.S. AVERAGE | 15% | 8% | 77% |