

ministry area profile 2012

Baptist State Convention of North Carolina
205 Convention Dr PO Box 1107
Cary, NC 27511-4257

Study Area Definition: County





Prepared For:
Baptist State Convention of North Carolina
205 Convention Dr PO Box 1107
Cary, NC 27511-4257

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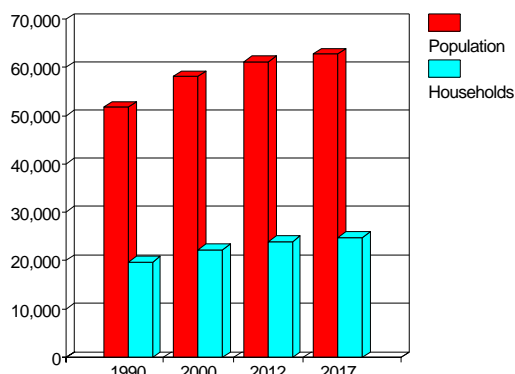
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 61,166 persons residing in the defined study area. This represents an increase of 9,401 or 18.2% since 1990. During the same period of time, the U.S. as a whole grew by 25.9%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2012 and 2017, the population is projected to increase by 2.7% or 1,629 additional persons. 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 *somewhat high* with 29 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rural Working Families* representing 44.1% 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 *very high*. Among individual groups, *Anglos* represent 82.1% of the population and all other racial/ethnic groups make up just 17.9% which is well below the national average of 37%. The largest of these groups, *African-Americans*, accounts for 10.8% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 20.1% 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 17,230 persons or 28.2% of the total population in the area. *Silents* (age 70 to 87) make up 9.7% of the population which compared to a national average of 7.8% makes them 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 *very traditional* due to the above 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 *very low*. While 79.8% 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 15.3% 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: *Finding A Good Church, Finding Spiritual Teaching, Problems in Schools, Divorce, Teen/Child Problems* and *Day-to-Day Financial Worries*. (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 high* 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 \$52,020 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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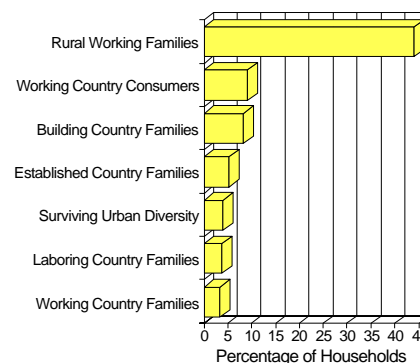
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Population and Households

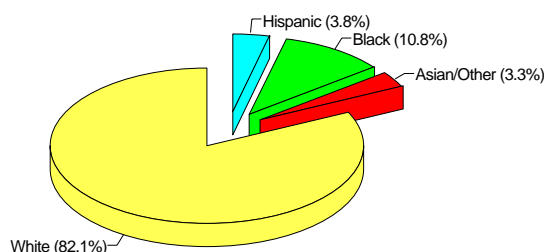


Primary U.S. Lifestyles Segments-2012

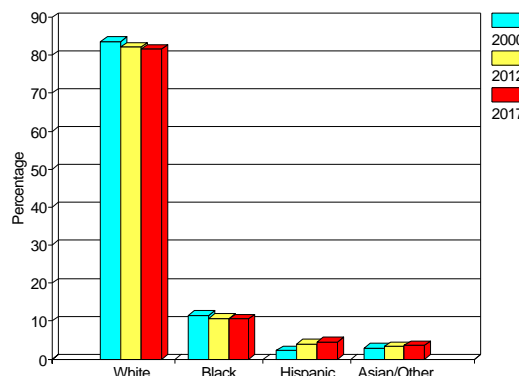


The population in the study area has increased by 3066 persons, or 5.3% since 2000 and is projected to increase by 1629 persons, or 2.7% between 2012 and 2017. The number of households has increased by 1736, or 7.8% since 2000 and is projected to increase by 886, or 3.7% between 2012 and 2017.

Population By Race/Ethnicity-2012

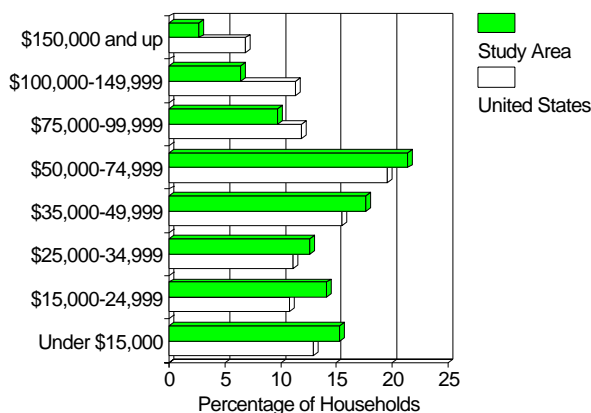


Population By Race/Ethnicity Trend

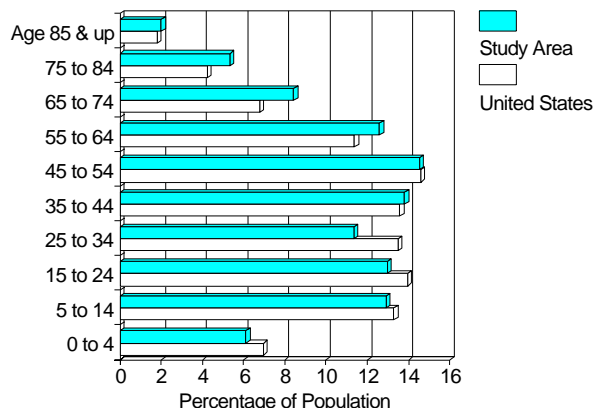


Between 2012 and 2017, the White population is projected to increase by 957 persons and to decrease from 82.1% to 81.5% of the total population. The Black population is projected to increase by 19 persons and to decrease from 10.8% to 10.5% of the total. The Hispanic/Latino population is projected to increase by 472 persons and to increase from 3.8% to 4.5% of the total. The Asian/Other population is projected to increase by 181 persons and to increase from 3.3% to 3.5% of the total population.

Households By Income-2012



Population by Age-2012

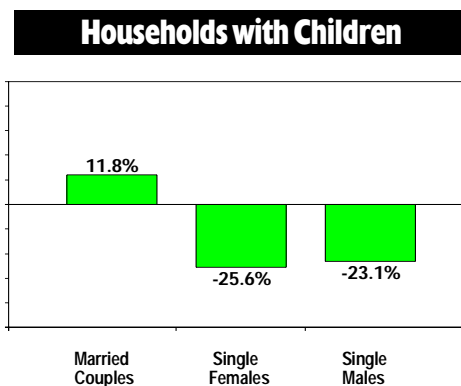
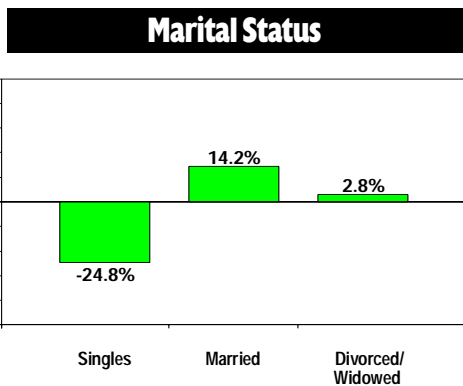
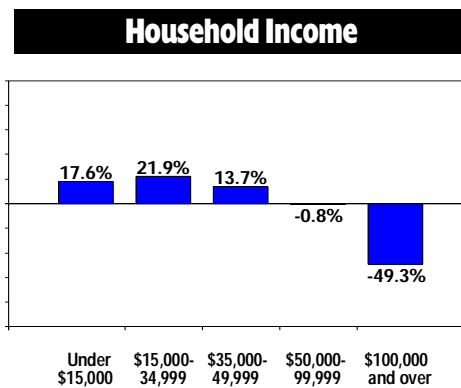
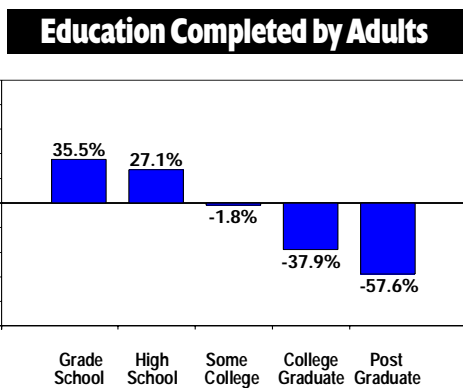
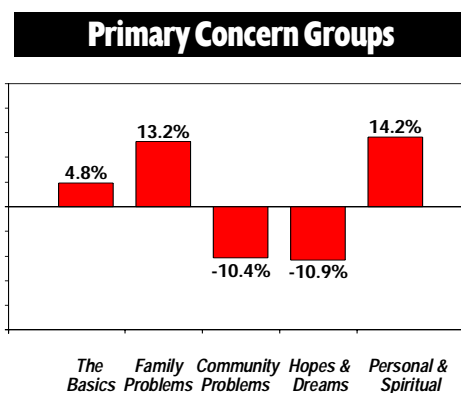
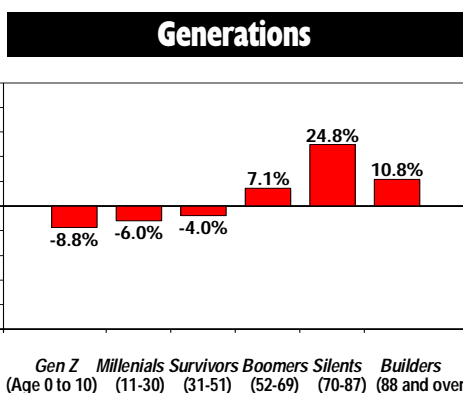
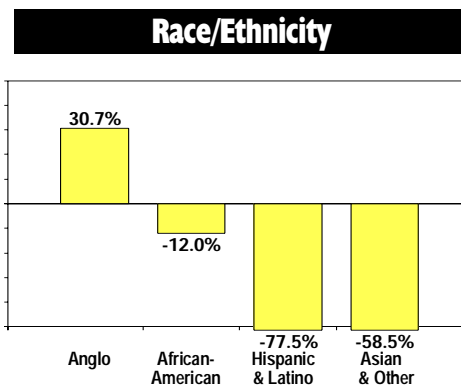
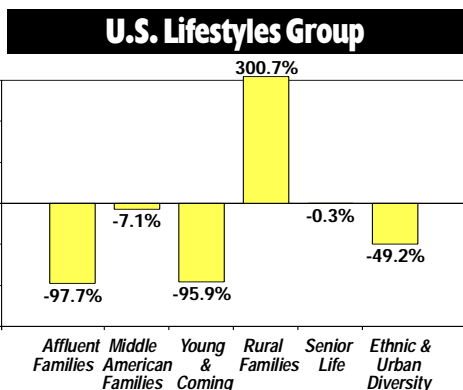


The average household income in the study area is \$52020 a year as compared to the U.S. average of \$67315. The average age in the study area is 39.6 and is projected to increase to 40.4 by 2017. The average age in the U.S. is 37.5 and is projected to increase to 38.3 by 2017.

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POPULATION				
	1990 Census	2000 Census	2012 Update	2017 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	51,765	58,100	61,166	62,795
Population Change		6,335	3,066	1,629
Percentage Change		12.2%	5.3%	2.7%
Average Annual Growth Rate		1.2%	0.4%	0.5%
▲ Density (Pop. per square mile)	128	144	151	155
HOUSEHOLDS				
▲ Households	19,747	22,223	23,959	24,845
Household Change		2,476	1,736	886
Percentage Change		12.5%	7.8%	3.7%
Average Annual Growth Rate		1.3%	0.7%	0.7%
↓ Persons Per Household	2.53	2.52	2.46	2.44

POPULATION BY RACE/ETHNICITY						
	2000 Census		2012 Update		2017 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	48,611	83.7%	50,219	82.1%	51,176	81.5%
↓ African-American (Non-Hisp)	6,641	11.4%	6,597	10.8%	6,616	10.5%
▲ Hispanic/Latino	1,237	2.1%	2,334	3.8%	2,806	4.5%
▲ Asian/Other (Non-Hisp)	1,611	2.8%	2,016	3.3%	2,197	3.5%

POPULATION BY GENDER						
Female	29,429	50.7%	30,927	50.6%	31,755	50.6%
Male	28,671	49.3%	30,239	49.4%	31,040	49.4%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	0	0.0%	6,880	11.2%	10,851	17.3%
↓ Millennials (Born 1982 to 2001)	15,226	26.2%	15,671	25.6%	15,738	25.1%
↓ Survivors (Born 1961 to 1981)	16,729	28.8%	16,847	27.5%	17,044	27.1%
↓ Boomers (Born 1943 to 1960)	14,095	24.3%	13,849	22.6%	13,126	20.9%
↓ Silents (Born 1925 to 1942)	8,472	14.6%	6,824	11.2%	5,575	8.9%
↓ Builders (Born 1924 and earlier)	3,579	6.2%	1,095	1.8%	461	0.7%

AGE			
▲ Average Age		37.7	39.6
▲ Median Age		37.0	39.8

INCOME			
▲ Average Household Income		\$46,046	\$52,020
▲ Median Household Income		\$37,372	\$41,796
▲ Per Capita Income		\$17,613	\$20,376

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HOUSEHOLDS BY INCOME

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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	457	2.1%	662	2.8%	728	2.9%
▲ \$100,000 to \$149,999	823	3.7%	1,548	6.5%	1,712	6.9%
▲ \$75,000 to \$99,999	1,753	7.9%	2,334	9.7%	2,491	10.0%
↓ \$50,000 to \$74,999	4,552	20.5%	5,123	21.4%	5,303	21.3%
↓ \$35,000 to \$49,999	4,177	18.8%	4,228	17.6%	4,339	17.5%
↓ \$25,000 to \$34,999	3,011	13.5%	3,024	12.6%	3,106	12.5%
↓ \$15,000 to \$24,999	3,522	15.8%	3,388	14.1%	3,447	13.9%
↓ Under \$15,000	3,908	17.6%	3,652	15.2%	3,719	15.0%

POPULATION BY PHASE OF LIFE

Before Formal Schooling (Age 0-4)	3,609	6.2%	3,737	6.1%	3,888	6.2%
↓ Required Formal Schooling (5-17)	10,883	18.7%	10,512	17.2%	10,271	16.4%
▲ College Years, Career Starts (18-24)	4,906	8.4%	5,327	8.7%	5,934	9.4%
↓ Singles and Young Families (25-34)	7,703	13.3%	6,945	11.4%	7,190	11.4%
↓ Families, Empty Nesters (35-54)	17,030	29.3%	17,314	28.3%	16,350	26.0%
▲ Enrichment Years Singles/Couples (55-64)	5,655	9.7%	7,696	12.6%	8,047	12.8%
▲ Retirement Opportunities (65+)	8,314	14.3%	9,635	15.8%	11,115	17.7%

POPULATION BY AGE (DETAIL)

Under 5 years	3,609	6.2%	3,737	6.1%	3,888	6.2%
↓ 5 to 9 years	3,998	6.9%	3,929	6.4%	3,777	6.0%
↓ 10 to 14 years	4,446	7.7%	3,967	6.5%	3,982	6.3%
15 to 17 years	2,439	4.2%	2,616	4.3%	2,512	4.0%
▲ 18 to 20 years	2,225	3.8%	2,404	3.9%	2,515	4.0%
21 to 24 years	2,681	4.6%	2,923	4.8%	3,419	5.4%
↓ 25 to 29 years	3,639	6.3%	3,719	6.1%	3,718	5.9%
30 to 34 years	4,064	7.0%	3,226	5.3%	3,472	5.5%
↓ 35 to 39 years	4,854	8.4%	3,926	6.4%	3,796	6.0%
40 to 44 years	4,235	7.3%	4,511	7.4%	3,733	5.9%
45 to 49 years	4,029	6.9%	4,440	7.3%	4,158	6.6%
▲ 50 to 54 years	3,912	6.7%	4,437	7.3%	4,663	7.4%
▲ 55 to 59 years	3,198	5.5%	3,916	6.4%	4,172	6.6%
60 to 64 years	2,457	4.2%	3,780	6.2%	3,875	6.2%
▲ 65 to 69 years	2,288	3.9%	2,860	4.7%	3,380	5.4%
▲ 70 to 74 years	2,145	3.7%	2,290	3.7%	2,832	4.5%
▲ 75 to 84 years	3,025	5.2%	3,268	5.3%	3,366	5.4%
▲ 85 or more years	856	1.5%	1,217	2.0%	1,537	2.4%

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MARITAL STATUS				
Marital Status All Persons 15 and Older	49,533			
↓ Single (Never Married)	11,761	23.7%	31.6%	75
Married	29,246	59.0%	51.7%	114
Divorced/Widowed	8,526	17.2%	16.7%	103
Marital Status Females 15 and Older	25,219			
↓ Single (Never Married)	4,994	19.8%	28.4%	70
Married	14,820	58.8%	50.2%	117
Divorced/Widowed	5,405	21.4%	21.5%	100
Marital Status Males 15 and Older	24,314			
↓ Single (Never Married)	6,767	27.8%	34.9%	80
Married	14,426	59.3%	53.3%	111
Divorced/Widowed	3,121	12.8%	11.8%	109
FAMILY STRUCTURE				
Households By Type	22,223			
Married Couple	13,497	60.7%	55.3%	110
Other Family - Male Head of Household	971	4.4%	5.2%	84
↓ Other Family - Female Head of Household	2,423	10.9%	14.2%	77
Non Family - Male Head of Household	3,159	14.2%	17.5%	81
Non Family - Female Head of Household	3,909	17.6%	20.2%	87
Households With Children 0 to 18	7,948			
Married Couple Family	5,835	73.4%	65.7%	112
↓ Other Family - Male Head of Household	483	6.1%	7.9%	77
↓ Other Family - Female Head of Household	1,509	19.0%	25.5%	74
▲ Non Family	121	1.5%	0.9%	167
Population By Household Type	61,166			
▲ Group Quarters	2,072	3.4%	2.6%	132

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GROUP QUARTERS				
Population In Group Quarters By Type	2,072			
Correctional Facilities	678	32.7%	30.4%	108
↓ College Dorms	500	24.1%	31.6%	76
↓ Military	0	0.0%	4.2%	0
Nursing Homes	680	32.8%	18.6%	176
↓ Other	214	10.3%	15.2%	68
RACE/ETHNICITY				
Population By Race/Ethnicity	61,166			
White (Non-Hispanic)	50,219	82.1%	69.9%	117
↓ African-American (Non-Hisp)	6,597	10.8%	13.6%	79
↓ Hispanic/Latino	2,334	3.8%	18.9%	20
↓ Native American (Non-Hisp)	181	0.3%	0.8%	37
↓ Asian (Non-Hisp)	1,123	1.8%	5.4%	34
↓ Hawaiian & Pacific Islander (Non-Hisp)	10	0.0%	0.2%	9
↓ Other Races & Multiple Races (Non-Hisp)	702	1.1%	2.4%	47
Asian Population By Race	1,133			
↓ Chinese	50	4.4%	22.3%	20
↓ Japanese	16	1.4%	5.6%	25
Indian	257	22.7%	19.1%	119
↓ Korean	68	6.0%	9.8%	61
↓ Vietnamese	0	0.0%	10.9%	0
▲ Other Asian Races	742	65.5%	32.3%	203
Hispanic/Latino Population By Race	2,334			
↓ White	804	34.4%	52.9%	65
↓ African-American	43	1.8%	2.5%	75
↓ Native American	24	1.0%	1.4%	76
Asian	10	0.4%	0.4%	104
▲ Other Races & Multiple Races	1,453	62.3%	42.8%	145
Hispanic/Latino Population By Origin	2,334			
▲ Mexican	1,906	81.7%	64.8%	126
↓ Puerto Rican	91	3.9%	9.3%	42
↓ Cuban	0	0.0%	3.6%	0
↓ Other Hispanic Origin	337	14.4%	22.3%	65

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2000)	55,923			
Pre-Primary (Public)	1,249	2.2%	2.3%	97
Pre-Primary (Private)	484	0.9%	1.1%	80
Elementary/High School (Public)	9,729	17.4%	16.6%	105
↓ Elementary/High School (Private)	475	0.8%	1.9%	44
↓ Enrolled in College	2,196	3.9%	6.5%	61
Not Enrolled in School	41,790	74.7%	71.6%	104
Population By Education Completed (Age 25 and over)	41,590			
Elementary (Less than 9 years)	2,745	6.6%	6.3%	105
▲ Some High School (9 to 11 years)	5,667	13.6%	8.6%	158
▲ High School Graduate (12 years)	15,185	36.5%	28.7%	127
Some College (13 to 15 years)	8,155	19.6%	21.0%	93
Associate Degree	3,495	8.4%	7.5%	112
↓ Bachelor's Degree	4,534	10.9%	17.6%	62
↓ Graduate Degree	1,809	4.3%	10.3%	42
OCCUPATION				
Population By Occupation Type (Age 15 and over)	30,197			
TOTAL WHITE COLLAR	15,478	51.3%	61.3%	84
↓ Executive and Managerial	2,262	7.5%	9.7%	77
Professional Specialty	4,232	14.0%	16.2%	87
↓ Technical Support	1,466	4.9%	7.8%	62
Sales	2,785	9.2%	11.2%	82
Administrative Support & Clerical	4,733	15.7%	16.4%	96
▲ TOTAL BLUE COLLAR	14,719	48.7%	38.7%	126
Service: Private Households	998	3.3%	3.5%	95
▲ Service: Protective	1,167	3.9%	2.2%	173
Service: Other	2,009	6.7%	7.2%	93
↓ Farming, Forestry & Fishing	135	0.4%	0.7%	64
▲ Precision Production and Craft	5,611	18.6%	11.7%	158
▲ Operators and Assemblers	1,719	5.7%	3.4%	169
Transportation and Material Moving	1,957	6.5%	6.0%	108
Laborers	1,123	3.7%	3.9%	95

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EMPLOYMENT				
Population By Employment Status (Age 15 and over)	48,683			
Employed	27,200	55.9%	59.7%	94
Unemployed	2,565	5.3%	5.6%	93
Not in Labor Force	18,918	38.9%	34.7%	112
Households With Families By Number of Workers	16,225			
No Workers	2,012	12.4%	12.7%	98
1 Worker	4,509	27.8%	30.4%	91
2 Workers	7,761	47.8%	45.0%	106
3 or more Workers	1,943	12.0%	11.9%	100
Total Female Pop. By Work Status (Age 16 & over) (2000)	23,234			
TOTAL WORKING	13,128	56.5%	54.2%	104
With No Children	7,997	34.4%	33.8%	102
With Children Age 0 to 5 only	1,123	4.8%	4.4%	109
With Children Age 6 to 17 only	3,100	13.3%	12.4%	108
With Children Both Age 0 to 5 and 6 to 17	908	3.9%	3.6%	110
↓ TOTAL NOT WORKING (UNEMPLOYED)	572	2.5%	3.3%	74
↓ With No Children	349	1.5%	2.2%	69
With Children Age 0 to 5 only	76	0.3%	0.3%	94
With Children Age 6 to 17 only	125	0.5%	0.6%	97
↓ With Children Both Age 0 to 5 and 6 to 17	22	0.1%	0.3%	36
TOTAL NOT IN THE LABOR FORCE	9,534	41.0%	42.5%	97
With No Children	7,673	33.0%	32.9%	101
↓ With Children Age 0 to 5 only	479	2.1%	2.7%	75
With Children Age 6 to 17 only	947	4.1%	4.3%	95
↓ With Children Both Age 0 to 5 and 6 to 17	435	1.9%	2.5%	74
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$23,050 for family of 4)	23,959			
Above Poverty Line (Households with Children)	16,001	72.0%	69.2%	104
Above Poverty Line (Households without Children)	6,904	31.1%	32.4%	96
Below Poverty Line (Households with Children)	1,437	6.5%	7.9%	82
Below Poverty Line (Households without Children)	1,109	5.0%	6.2%	81
Households By Presence of Retirement Income (2000)	22,223			
With Retirement Income	3,843	17.3%	16.7%	103
Without Retirement Income	18,360	82.6%	83.3%	99

Date: 4/30/2012

Prepared For:
Baptist State Convention of North Carolina
205 Convention Dr PO Box 1107
Cary, NC 27511-4257

Study Area Definition:
County

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	23,959			
Owner Occupied	17,937	74.9%	66.1%	113
↓ Renter Occupied	6,022	25.1%	33.9%	74
↓ Median Rent (2000)	\$473		\$657	72
Vacant Units By Type (2000)	2,359			
↓ For Rent	369	15.6%	25.7%	61
For Sale	354	15.0%	13.7%	110
↓ Seasonal	680	28.8%	37.1%	78
▲ Other	956	40.5%	23.5%	172
Structures By Number of Units	27,538			
Single Unit	21,448	77.9%	67.3%	116
↓ 3 to 4 Units	1,080	3.9%	8.4%	47
↓ 5 to 19 Units	747	2.7%	9.5%	29
↓ 20 to 49 Units	39	0.1%	3.5%	4
↓ 50 or more Units	7	0.0%	4.7%	1
▲ Mobile Home	4,208	15.3%	6.6%	231
↓ Other	9	0.0%	0.1%	41
▲ Single To Multiple Unit Ratio	11.45		2.59	443
2010 Owner-Occupied Property Values	17,937			
▲ Under \$40,000	1,335	7.4%	6.2%	120
▲ \$40,000 to \$59,999	1,065	5.9%	4.9%	122
▲ \$60,000 to \$79,999	1,440	8.0%	5.9%	135
▲ \$80,000 to \$99,999	1,910	10.6%	7.3%	145
▲ \$100,000 to 149,999	5,262	29.3%	20.2%	145
\$150,000 to \$199,999	2,787	15.5%	14.9%	105
\$200,000 to \$299,999	2,633	14.7%	18.2%	80
↓ \$300,000 to \$499,999	1,129	6.3%	13.6%	46
↓ \$500,000 to \$999,999	664	3.7%	11.8%	31
↓ \$1,000,000 and over	50	0.3%	1.6%	17
↓ 2010 Median Property Value	\$130,582		\$168,275	78

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HOUSING (CONTINUED)				
Housing Units By Year Built	27,538			
↓ 2005 and later	676	2.5%	4.7%	52
2000 to 2004	2,191	8.0%	9.1%	88
1990 to 1999	4,344	15.8%	14.7%	107
1980 to 1989	4,130	15.0%	14.4%	104
1970 to 1979	4,430	16.1%	16.2%	99
1960 to 1969	3,595	13.1%	11.0%	118
1950 to 1959	3,295	12.0%	10.7%	112
1949 or earlier	4,877	17.7%	19.1%	93
Households By Number of Persons	23,959			
1 Person Household	6,104	25.5%	26.0%	98
2 Person Household	8,488	35.4%	32.8%	108
3 Person Household	4,265	17.8%	17.1%	104
4 Person Household	3,273	13.7%	13.6%	101
↓ 5 Person Household	1,198	5.0%	6.3%	79
↓ 6 Person Household	440	1.8%	2.6%	70
↓ 7 or more Person Household	191	0.8%	1.5%	53
Average Persons Per Household	2.5		2.6	97
Population By Urban/Rural (2000)	58,100			
↓ Urban	18,739	32.3%	79.0%	41
▲ Rural	39,361	67.7%	21.0%	323
Households By Heating Type (2000)	22,223			
↓ Utility Gas	2,411	10.8%	51.2%	21
▲ Other Gas	4,487	20.2%	6.5%	310
▲ Electric	8,452	38.0%	30.3%	125
▲ Oil	6,172	27.8%	9.0%	310
↓ Coal	0	0.0%	0.1%	0
▲ Wood	570	2.6%	1.7%	153
↓ Solar/Other Fuel	40	0.2%	0.4%	41
↓ No Fuel Used	91	0.4%	0.7%	59
Households By Presence of Telephone (2000)	22,223			
With Telephone	21,581	97.1%	97.6%	100
Without Telephone	642	2.9%	2.4%	119

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TRANSPORTATION				
Households By Number of Vehicles	23,959			
↓ No Vehicles	1,044	4.4%	8.8%	49
↓ 1 Vehicle	6,377	26.6%	33.6%	79
2 Vehicle	8,865	37.0%	37.7%	98
▲ 3 or more Vehicles	7,673	32.0%	19.9%	161
Workers By Travel Time to Work	28,968			
Less than 15 minutes	9,782	33.8%	28.6%	118
15 to 29 minutes	8,770	30.3%	36.4%	83
30 to 44 minutes	4,689	16.2%	19.7%	82
▲ 45 to 59 minutes	3,104	10.7%	7.4%	144
60 or more minutes	2,623	9.1%	7.9%	115
Average Travel Time to Work (minutes)	28.0		27.6	102
Workers By Type of Transportation to Work	29,629			
Drive Alone	25,065	84.6%	76.6%	110
Car Pool	3,167	10.7%	10.3%	104
↓ Public Transportation	18	0.1%	4.9%	1
↓ Walk to Work	361	1.2%	2.8%	43
↓ Other Means	244	0.8%	1.2%	68
↓ Work at Home	774	2.6%	4.2%	62

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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.		
4	Rural Families (27, 26, 29, 33, 35 and 38)	12,539	52.3%	13.1%	401
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	6,997	29.2%	31.4%	93
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,236	9.3%	18.4%	51
5	Senior Life (7, 20, 21, 22, 30 and 31)	1,649	6.9%	6.9%	100
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	144	0.6%	14.7%	4
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	82	0.3%	15.1%	2

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.		
38	Rural Working Families	10,564	44.1%	8.8%	504
25	Working Country Consumers	2,221	9.3%	4.1%	225
28	Building Country Families	1,994	8.3%	2.8%	297
16	Established Country Families	1,287	5.4%	6.4%	84
40	Surviving Urban Diversity	968	4.0%	4.0%	100
35	Laboring Country Families	907	3.8%	2.7%	138
29	Working Country Families	823	3.4%	1.0%	357
23	Established Empty-Nesters	800	3.3%	3.4%	99
22	Mature and Established	585	2.4%	1.8%	136
20	Cautious and Mature	538	2.2%	2.6%	85
46	Struggling Black Households	530	2.2%	2.5%	88
18	Working Urban Families	491	2.0%	4.0%	52
42	Laboring Rural Diversity	485	2.0%	1.5%	133
31	Mature Country Families	343	1.4%	0.5%	265
49	Exception Households	238	1.0%	0.2%	398
10	Suburban Mid-Life Families	204	0.9%	5.5%	15
43	Laboring Urban Diversity	169	0.7%	0.5%	139
27	Country Family Diversity	162	0.7%	0.3%	199
34	College and Career Starters	124	0.5%	0.6%	90
30	Urban Senior Life	97	0.4%	0.8%	49

Date: 4/30/2012

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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.		
50	Unclassified Households	72	0.3%	0.2%	138
24	Metro Multi-Ethnic Diversity	66	0.3%	2.7%	10
33	Laboring Rural Families	64	0.3%	0.1%	195
14	Secure Mid-Life Families	60	0.3%	0.7%	38
21	Mature and Stable	57	0.2%	0.6%	42
7	Prosperous and Mature	29	0.1%	0.5%	22
4	Educated Mid-Life Families	22	0.1%	3.4%	3
26	Working Suburban Families	19	0.1%	0.1%	66
39	New Beginning Urbanites	13	0.1%	2.8%	2
45	Struggling Urban Diversity	9	0.0%	2.5%	2
19	Educated and Promising	7	0.0%	0.1%	37
41	Struggling Hispanic Households	6	0.0%	1.6%	2
44	Laboring Urban Life	3	0.0%	0.1%	17
15	Reliable Young Starters	0	0.0%	4.3%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
32	Working Urban Life	0	0.0%	1.7%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
9	Educated Working Families	0	0.0%	0.1%	0
TOTALS		23,957	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2012 Households Likely to Be:

▲ Strongly Involved with Their Faith	43.9%	35.4%	124
Somewhat Involved with Their Faith	30.5%	29.9%	102
↓ Not Involved with Their Faith	25.6%	34.7%	74

Estimated 2012 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	28.2%	22.1%	127
Decreased Their Involvement with Their Faith in the Last 10 Years	23.3%	23.7%	98

RELIGIOUS PREFERENCE INDICATOR

Estimated 2012 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	182
▲ Baptist	33.1%	16.1%	206
↓ Catholic	10.3%	23.7%	44
↓ Congregational	0.6%	2.0%	32
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.2%	0.4%	41
▲ Episcopal	3.3%	2.9%	116
▲ Holiness	2.0%	0.8%	247
▲ Jehovah's Witnesses	1.3%	1.1%	128
↓ Judaism	0.6%	3.2%	17
↓ Lutheran	4.8%	7.2%	67
▲ Methodist	15.0%	10.1%	149
↓ Mormon	0.5%	1.8%	27
↓ New Age	0.4%	0.6%	61
↓ Non-Denominational / Independent	5.9%	6.9%	85
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.4%	2.4%	139
▲ Presbyterian / Reformed	6.6%	4.6%	145
↓ Unitarian / Universalist	0.5%	0.7%	67
Interested but No Preference	3.7%	3.9%	95
↓ Not Interested and No Preference	7.8%	11.1%	70

▲ Likely to Have Changed Their Preference in the Last 10 Years

18.7% **16.8%** **111**

LEADERSHIP PREFERENCE INDICATOR

Estimated 2012 Households Likely to Prefer A Leader Who:

Tells them what to do	4.0%	4.0%	100
Lets them do what they want and is supportive	12.0%	11.7%	103
↓ Lets them do what they want and stays out of the way	4.0%	4.8%	83
Works with them on deciding what to do and helps them do it	80.1%	79.6%	101

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PRIMARY CONCERN INDICATOR

Estimated 2012 Households Likely to Be Primarily Concerned With:

THE BASICS:

Maintaining Personal Health	42.3%	43.5%	97
▲ Finding/Providing Health Insurance	33.5%	29.0%	115
▲ Day-to-Day Financial Worries	37.0%	31.6%	117
Finding Employment Opportunities	14.6%	14.4%	101
↓ Finding Affordable Housing	8.4%	11.3%	75
▲ Providing Adequate Food	9.9%	8.6%	115
Finding Child Care	6.0%	6.3%	95

FAMILY PROBLEMS:

▲ Dealing With Alcohol/Drug Abuse	18.6%	16.7%	111
▲ Dealing With Teen / Child Problems	24.7%	20.7%	119
Finding/Providing Aging Parent Care	16.0%	15.5%	103
▲ Dealing With Abusive Relationships	13.1%	11.4%	116
▲ Dealing With Divorce	5.5%	4.5%	122

COMMUNITY PROBLEMS:

↓ Neighborhood Crime and Safety	20.6%	27.0%	77
Finding/Providing Good Schools	24.5%	23.5%	104
▲ Dealing with Problems in Schools	17.6%	13.6%	130
↓ Dealing With Racial / Ethnic Prejudice	10.8%	13.1%	83
↓ Dealing With Neighborhood Gangs	4.4%	8.5%	52
↓ Dealing with Social Injustice	8.8%	11.3%	78

HOPES AND DREAMS:

↓ Achieving Long-term Financial Security	44.6%	50.6%	88
↓ Finding Time for Recreation / Leisure	19.4%	25.3%	77
Finding Better Quality Healthcare	22.4%	23.9%	93
↓ Finding A Satisfying Job / Career	16.1%	19.3%	83
Finding Retirement Opportunities	19.1%	18.9%	101
Achieving A Fulfilling Marriage	20.4%	22.3%	91
Developing Parenting Skills	14.5%	14.7%	98
↓ Achieving Educational Objectives	6.3%	7.5%	84

SPIRITUAL / PERSONAL:

Dealing With Stress	32.5%	29.8%	109
Finding Companionship	15.5%	17.3%	90
▲ Finding A Good Church	22.2%	15.2%	146
▲ Finding Spiritual Teaching	18.3%	12.9%	141
Finding Life Direction	13.3%	14.0%	95

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KEY VALUES INDICATOR

Estimated 2012 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	89.2%	84.5%	106
▲ "God is actively involved in the world including nations and their governments"	73.5%	63.8%	115

SOCIETY:

"It is important to preserve the traditional American family structure"	94.5%	91.5%	103
"A healthy environment has become a national crisis"	81.4%	82.8%	98
"Public education is essential to the future of American society"	94.3%	94.0%	100

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	50.3%	50.1%	100
"The role of Churches / Synagogues is to help form and support moral values"	84.6%	81.1%	104
"Churches and religious organizations should provide more human services"	62.3%	62.6%	100

RACIAL / ETHNIC CHANGE:

↓ "The United States must open its doors to all people groups"	32.3%	36.3%	89
"The changing racial / ethnic face of America is a threat to our national heritage"	39.5%	36.3%	109

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2012 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	60.8%	59.8%	102
More than \$500 per year	30.7%	31.2%	98
More than \$1,000 per year	16.8%	17.4%	97

TO CHARITIES:

↓ More than \$100 per year	24.0%	33.7%	71
↓ More than \$500 per year	3.2%	6.8%	47
↓ More than \$1,000 per year	1.0%	2.3%	43

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	9.3%	16.1%	58
↓ More than \$500 per year	2.6%	4.3%	60
↓ More than \$1,000 per year	1.2%	2.2%	55

Ministry Area Profile 2012
Compass
REPORT

Baptist State Convention of North Carolina
205 Convention Dr PO Box 1107
Cary, NC 27511-4257

Study Area Definition:
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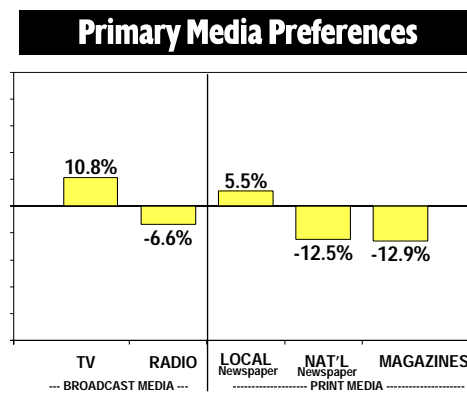
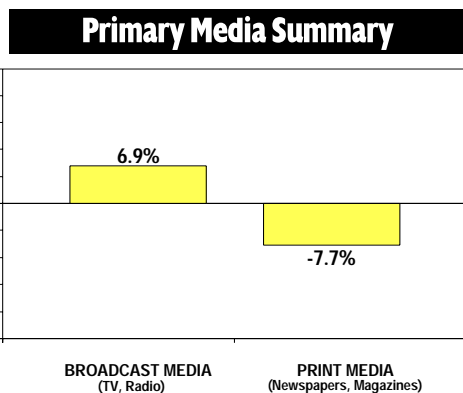
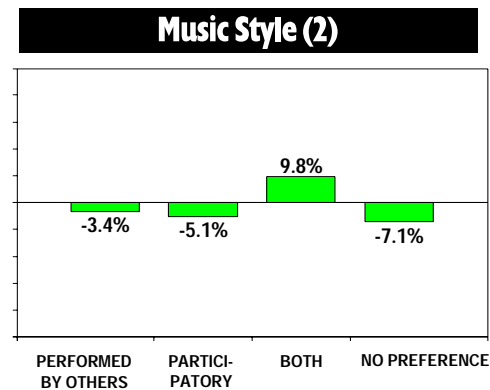
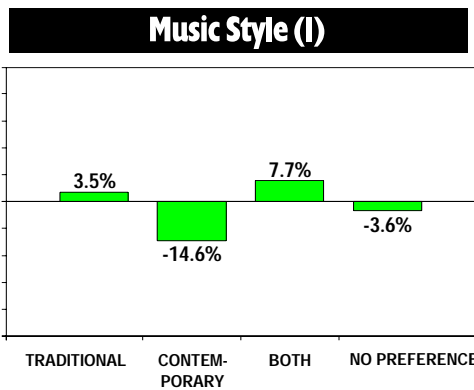
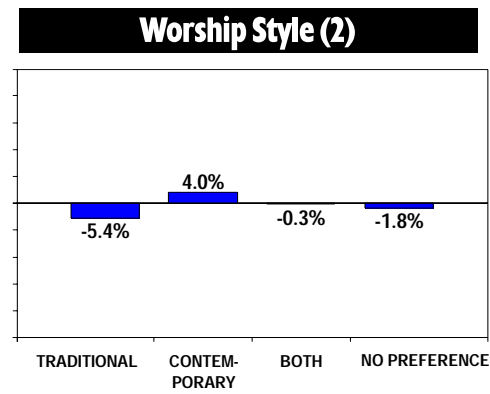
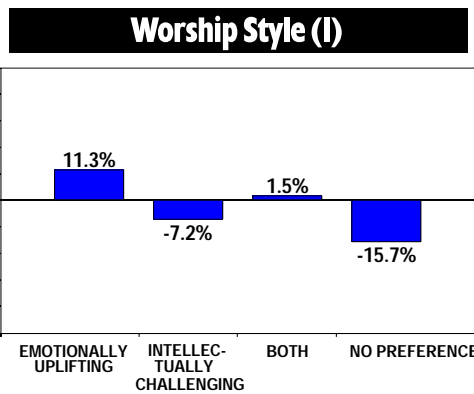
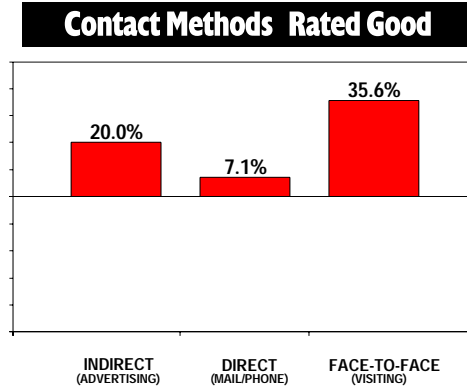
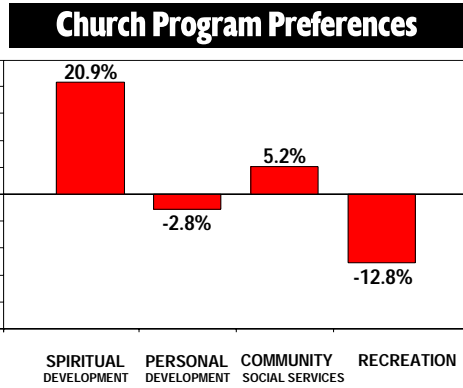
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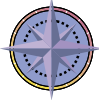


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 Baptist State Convention of North Carolina
 205 Convention Dr PO Box 1107
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	57.8%	41.1%	141
Adult Theological Discussion Groups	21.2%	22.5%	94
Spiritual Retreats	12.0%	11.6%	103

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.0%	15.2%	99
Parent Training Programs	7.3%	7.8%	94
Twelve Step Programs	3.2%	3.5%	94
Divorce Recovery	2.5%	2.4%	103

COMMUNITY/SOCIAL SERVICES:

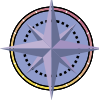
▲ Personal or Family Counseling	27.0%	22.5%	120
Care for the Terminally Ill	16.2%	15.7%	104
Food and Clothing Resources	11.7%	11.1%	106
Day Care Services	5.5%	6.1%	90
↓ Church Sponsored Day-School	3.8%	5.7%	66

RECREATION:

Youth Social Programs	30.8%	29.7%	104
Family Activities and Outings	31.1%	32.8%	95
↓ Active Retirement Programs	23.0%	26.8%	86
↓ Cultural Programs (Music, Drama, Art)	11.0%	18.9%	58
↓ Sports or Camping	4.0%	6.3%	64

SUMMARY

▲ Spiritual Development Index	121
Personal Development Index	97
Community/Social Services Index	105
↓ Recreation Index	87



Date: 4/30/2012

Prepared For:
 Baptist State Convention of North Carolina
 205 Convention Dr PO Box 1107
 Cary, NC 27511-4257

Study Area Definition:
 County

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			

WORSHIP STYLE INDICATOR

Estimated 2012 Households Likely to Prefer Church Worship which is:

PART 1:

▲ A. Emotionally Uplifting	29.3%	26.4%	111
B. Intellectually Challenging	10.3%	11.1%	93
C. Both A and B	39.8%	39.2%	102
↓ D. No Preference or Not Interested	19.7%	23.4%	84

PART 2:

A. Traditional/Formal/Ceremonial	19.2%	20.2%	95
B. Contemporary/Informal	27.4%	26.3%	104
C. Both A and B	26.4%	26.5%	100
D. No Preference or Not Interested	26.5%	26.9%	98

MUSIC STYLE INDICATOR

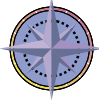
Estimated 2012 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	25.3%	24.4%	103
↓ B. Contemporary	16.9%	19.7%	85
C. Both A and B	33.5%	31.1%	108
D. No Preference or Not Interested	23.9%	24.8%	96

PART 2:

A. Performed by Others	18.1%	18.7%	97
B. Participatory	21.8%	22.9%	95
C. Both A and B	35.3%	32.2%	110
D. No Preference or Not Interested	24.3%	26.2%	93



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	21.5%	22.0%	97
B. Personal Spiritual Development	13.4%	14.3%	94
C. Both A and B	40.5%	37.4%	108
D. No Preference or Not Interested	24.1%	26.3%	92

PART 2:

A. Global Mission	6.8%	6.2%	110
B. Local Mission	32.0%	33.3%	96
C. Both A and B	33.0%	30.1%	109
D. No Preference or Not Interested	27.6%	30.4%	91

CHURCH ARCHITECTURE INDICATOR

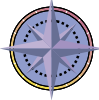
Estimated 2012 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.4%	26.6%	107
↓ B. Contemporary	13.4%	15.9%	84
C. Both A and B	34.8%	32.3%	108
D. No Preference or Not Interested	22.9%	25.1%	91

PART 2:

A. Somber/Serious	10.2%	9.4%	108
B. Light and Airy	31.7%	34.7%	92
C. Both A and B	30.4%	27.7%	110
D. No Preference or Not Interested	27.1%	28.2%	96



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

▲ Television	52.4%	47.3%	111
Radio	12.5%	13.3%	93

PRINT MEDIA:

Local Newspaper	33.5%	36.1%	93
↓ National Newspaper	3.8%	4.3%	88
Magazines	2.3%	2.4%	95

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.9%	31.9%	94
Radio	23.6%	23.8%	99

PRINT MEDIA:

Local Newspaper	34.5%	32.7%	106
National Newspaper	6.0%	5.8%	105
↓ Magazines	6.1%	7.0%	87

SUMMARY

Overall Broadcast Media Index (100 = Average)	102
Overall Print Media Index	98



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Study Area Definition:
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CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
▲ Local Radio Announcements or Advertisements	43.0%	36.2%	119
▲ Putting Ad in Local Newspaper	41.8%	33.8%	124
▲ Local Cable Channels	35.8%	30.4%	118
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	55.9%	53.7%	104
Calling and Offering to Send Information By Mail	30.4%	29.5%	103
▲ Calling and Discussing on the Phone	15.7%	12.0%	131
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	26.6%	20.1%	132
▲ Going Door to Door	19.6%	14.0%	140

CHURCH CONTACT METHODS RATED POOR

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	15.8%	19.6%	80
↓ Putting Ad in Local Newspaper	16.3%	21.5%	75
Local Cable Channels	29.4%	30.7%	95
<i>DIRECT METHODS (MORE PERSONAL):</i>			
↓ Sending Information By Mail	11.7%	13.3%	87
Calling and Offering to Send Information By Mail	31.3%	34.0%	92
↓ Calling and Discussing on the Phone	52.5%	60.6%	87
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	39.6%	49.6%	80
↓ Going Door to Door	54.2%	64.0%	85

SUMMARY OF METHODS RATED GOOD	
▲ Indirect Methods Index (100 = Average)	120
Direct Methods Index	107
▲ Face-to-Face Methods Index	136

SUMMARY OF METHODS RATED POOR	
↓ Indirect Methods Index	85
↓ Direct Methods Index	88
↓ Face-to-Face Methods Index	83