

ministry area profile 2010

First Christian Church
1900 West Market Street
Greensboro, NC 27403

Study Area Definition:
10.0 Mile Radius





Prepared For:
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Table of Contents

INTERVIEW	1
SNAPSHOT	2
FINGERPRINT	3
TRENDS	4
POPULATION	4
HOUSEHOLDS	4
POPULATION BY RACE/ETHNICITY	4
POPULATION BY GENDER	4
AGE	4
INCOME	4
POPULATION BY PHASE OF LIFE	5
POPULATION BY AGE (DETAIL)	5
CENSUS	6
MARITAL STATUS	6
FAMILY STRUCTURE	6
GROUP QUARTERS	7
RACE/ETHNICITY	7
EDUCATION	8
OCCUPATION	8
EMPLOYMENT	9
POVERTY AND RETIREMENT INCOME	9
HOUSING	10
TRANSPORTATION	12
U.S. LIFESTYLES	13
ETHOS	15
FAITH INVOLVEMENT	15
RELIGIOUS PREFERENCE	15
LEADERSHIP PREFERENCE	15
PRIMARY CONCERNS	16
KEY VALUES	17
HOUSEHOLD CONTRIBUTIONS	17

Coordinates: 36:04.45 79:49.09
Date: 1/18/2010

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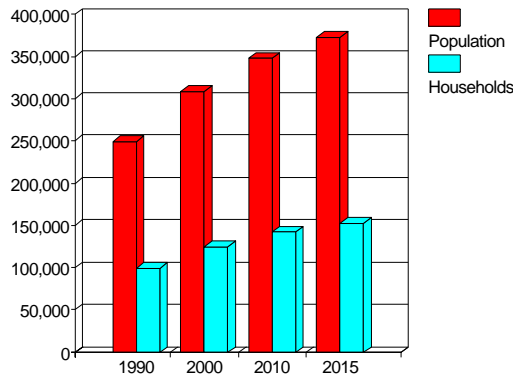
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 347,675 persons residing in the defined study area. This represents an increase of 98,325 or 39.4% since 1990. During the same period of time, the U.S. as a whole grew by 23.3%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2010 and 2015, the population is projected to increase by 7.1% or 24,522 additional persons. During the same period, the U.S. population is projected to grow by 5.1%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely high* with a considerable 44 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Metro Multi-Ethnic Diversity* representing 8.8% 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 *extremely high*. Among individual groups, *Anglos* represent 55.6% of the population and all other racial/ethnic groups make up 44.4% which is somewhat above the national average of 35%. The largest of these groups, *African-Americans*, accounts for 32.7% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 29.9% between 2010 and 2015. (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 29 to 49) comprised of 106,180 persons or 30.5% of the total population in the area. Compared to a national average of 29.2%, *Survivors* are also 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 *somewhat non-traditional* due to the below 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 high*. While 85.4% of the population aged 25 and over have graduated from high school as compared to the national average of 80.4%, college graduates account for 33.8% of those over 25 in the area versus 24.4% 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: *Racial/Ethnic Prejudice, Finding Spiritual Teaching, Problems in Schools, Finding A Good Church, Aging Parent Care* and *Finding Life Direction*. (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 *somewhat 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 \$65,011 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *about average*. (see page 4 and 17)

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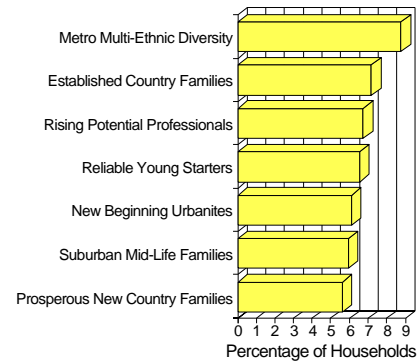
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Population and Households

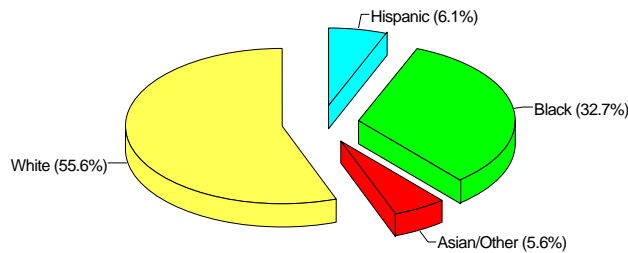


Primary U.S. Lifestyles Segments-2010

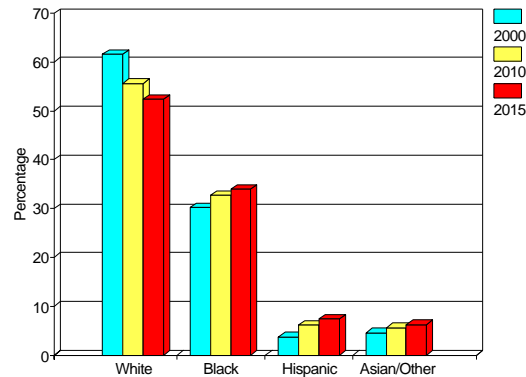


The population in the study area has increased by 39514 persons, or 12.8% since 2000 and is projected to increase by 24522 persons, or 7.1% between 2010 and 2015. The number of households has increased by 17368, or 13.9% since 2000 and is projected to increase by 10581, or 7.5% between 2010 and 2015.

Population By Race/Ethnicity-2010

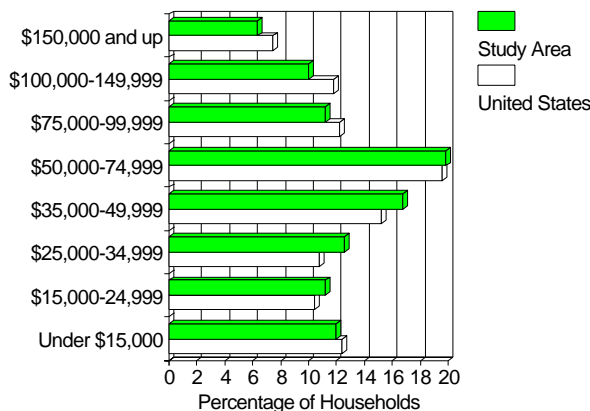


Population By Race/Ethnicity Trend

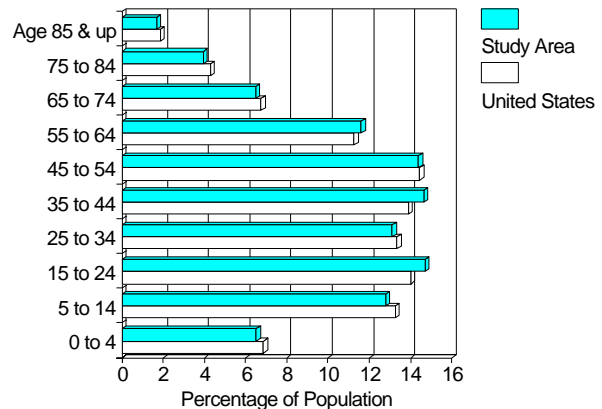


Between 2010 and 2015, the White population is projected to increase by 1609 persons and to decrease from 55.6% to 52.4% of the total population. The Black population is projected to increase by 12878 persons and to increase from 32.7% to 34.0% of the total. The Hispanic/Latino population is projected to increase by 6343 persons and to increase from 6.1% to 7.4% of the total. The Asian/Other population is projected to increase by 3693 persons and to increase from 5.6% to 6.2% of the total population.

Households By Income-2010



Population by Age-2010



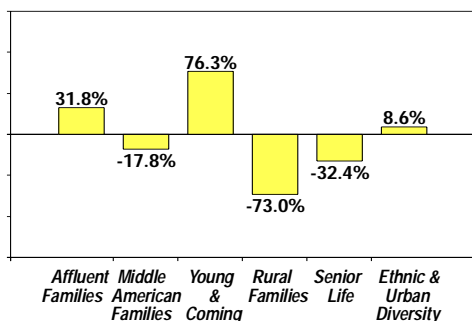
The average household income in the study area is \$65011 a year as compared to the U.S. average of \$69376. The average age in the study area is 37.5 and is projected to increase to 38.5 by 2015. The average age in the U.S. is 37.6 and is projected to increase to 38.4 by 2015.

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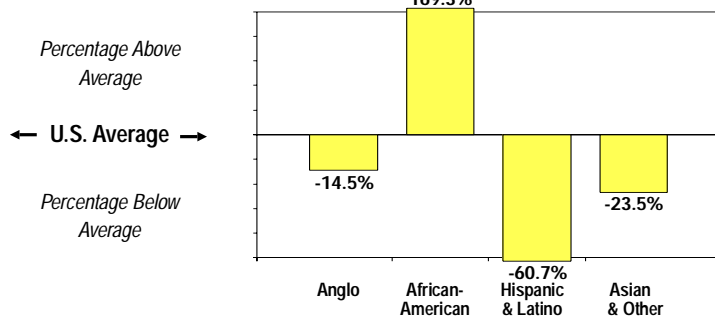
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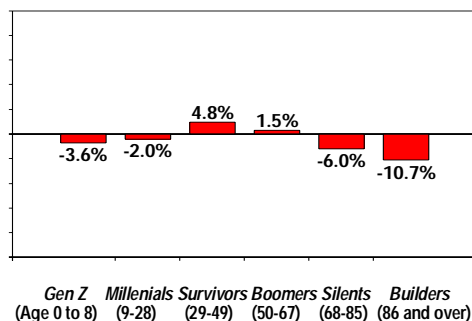
U.S. Lifestyles Group



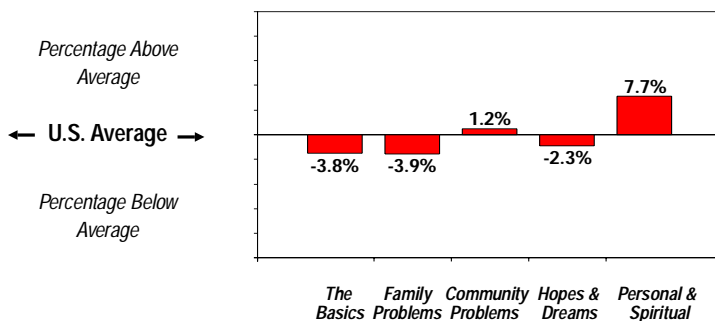
Race/Ethnicity



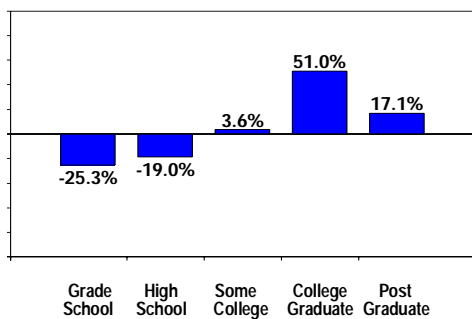
Generations



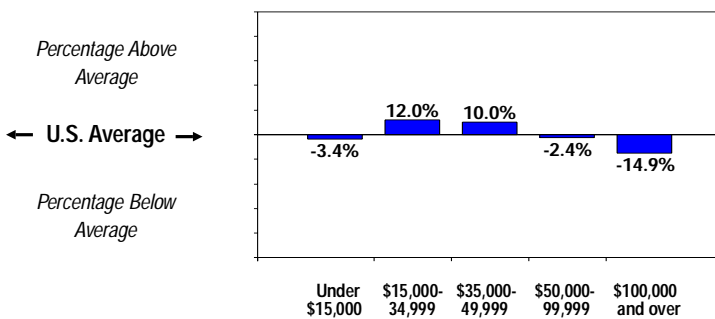
Primary Concern Groups



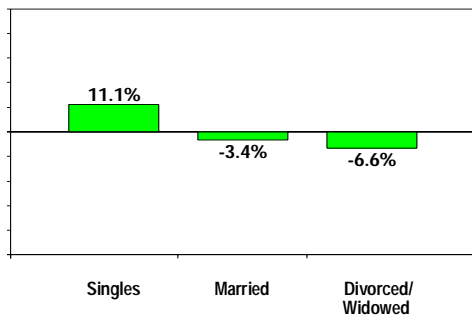
Education Completed by Adults



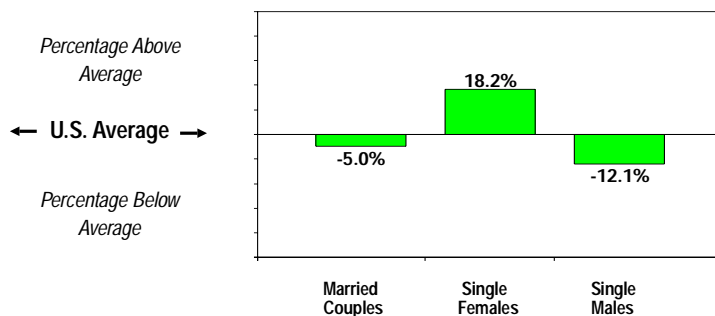
Household Income



Marital Status



Households with Children



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POPULATION				
	1990 Census	2000 Census	2010 Update	2015 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	249,350	308,161	347,675	372,197
Population Change		58,811	39,514	24,522
Percentage Change		23.6%	12.8%	7.1%
Average Annual Growth Rate		2.4%	1.3%	1.4%
▲ Density (Pop. per square mile)	794	981	1,107	1,185
HOUSEHOLDS				
▲ Households	99,555	124,640	142,008	152,589
Household Change		25,085	17,368	10,581
Percentage Change		25.2%	13.9%	7.5%
Average Annual Growth Rate		2.5%	1.4%	1.5%
↓ Persons Per Household	2.41	2.38	2.36	2.35

POPULATION BY RACE/ETHNICITY						
	2000 Census		2010 Update		2015 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	189,642	61.5%	193,308	55.6%	194,917	52.4%
▲ African-American (Non-Hisp)	93,177	30.2%	113,793	32.7%	126,671	34.0%
▲ Hispanic/Latino	11,457	3.7%	21,168	6.1%	27,511	7.4%
▲ Asian/Other (Non-Hisp)	13,884	4.5%	19,406	5.6%	23,099	6.2%

POPULATION BY GENDER						
↓ Female	161,122	52.3%	181,188	52.1%	193,671	52.0%
▲ Male	147,038	47.7%	166,487	47.9%	178,526	48.0%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	0	0.0%	40,652	11.7%	66,635	17.9%
Millennials (Born 1982 to 2001)	76,598	24.9%	93,705	27.0%	99,230	26.7%
↓ Survivors (Born 1961 to 1981)	104,077	33.8%	106,192	30.5%	107,491	28.9%
↓ Boomers (Born 1943 to 1960)	75,416	24.5%	72,565	20.9%	71,918	19.3%
↓ Silents (Born 1925 to 1942)	37,036	12.0%	29,328	8.4%	24,849	6.7%
↓ Builders (Born 1924 and earlier)	15,036	4.9%	5,231	1.5%	2,074	0.6%

AGE			
▲ Average Age	36.0	37.5	38.5
▲ Median Age	35.2	37.8	39.2

INCOME			
▲ Average Household Income	\$59,252	\$65,011	\$68,112
▲ Median Household Income	\$47,832	\$51,750	\$54,001
▲ Per Capita Income	\$23,965	\$26,554	\$27,924

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HOUSEHOLDS BY INCOME

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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	6,491	5.2%	9,075	6.4%	10,955	7.2%
▲ \$100,000 to \$149,999	10,306	8.3%	14,245	10.0%	16,631	10.9%
▲ \$75,000 to \$99,999	12,777	10.3%	15,939	11.2%	17,681	11.6%
\$50,000 to \$74,999	24,904	20.0%	28,176	19.8%	30,360	19.9%
↓ \$35,000 to \$49,999	21,197	17.0%	23,764	16.7%	24,907	16.3%
↓ \$25,000 to \$34,999	16,818	13.5%	17,811	12.5%	18,344	12.0%
↓ \$15,000 to \$24,999	15,696	12.6%	15,942	11.2%	16,176	10.6%
↓ Under \$15,000	16,452	13.2%	17,056	12.0%	17,534	11.5%

POPULATION BY PHASE OF LIFE

Before Formal Schooling (Age 0-4)	19,558	6.3%	22,768	6.5%	24,038	6.5%
↓ Required Formal Schooling (5-17)	51,665	16.8%	57,759	16.6%	61,415	16.5%
↓ College Years, Career Starts (18-24)	36,151	11.7%	37,834	10.9%	38,747	10.4%
↓ Singles and Young Families (25-34)	48,626	15.8%	45,626	13.1%	46,145	12.4%
↓ Families, Empty Nesters (35-54)	91,384	29.7%	101,043	29.1%	103,011	27.7%
▲ Enrichment Years Singles/Couples (55-64)	25,627	8.3%	40,441	11.6%	47,018	12.6%
▲ Retirement Opportunities (65+)	35,151	11.4%	42,202	12.1%	51,823	13.9%

POPULATION BY AGE (DETAIL)

Under 5 years	19,558	6.3%	22,768	6.5%	24,038	6.5%
↓ 5 to 9 years	20,869	6.8%	22,355	6.4%	23,887	6.4%
↓ 10 to 14 years	20,153	6.5%	22,057	6.3%	23,387	6.3%
15 to 17 years	10,643	3.5%	13,347	3.8%	14,141	3.8%
18 to 20 years	16,288	5.3%	18,402	5.3%	19,285	5.2%
21 to 24 years	19,863	6.4%	19,432	5.6%	19,462	5.2%
25 to 29 years	24,217	7.9%	19,995	5.8%	23,743	6.4%
↓ 30 to 34 years	24,409	7.9%	25,631	7.4%	22,402	6.0%
↓ 35 to 39 years	24,675	8.0%	24,917	7.2%	23,520	6.3%
↓ 40 to 44 years	25,257	8.2%	26,055	7.5%	26,770	7.2%
45 to 49 years	22,114	7.2%	25,590	7.4%	26,339	7.1%
▲ 50 to 54 years	19,338	6.3%	24,481	7.0%	26,382	7.1%
▲ 55 to 59 years	14,511	4.7%	22,186	6.4%	24,844	6.7%
▲ 60 to 64 years	11,116	3.6%	18,255	5.3%	22,174	6.0%
▲ 65 to 69 years	9,977	3.2%	12,739	3.7%	17,264	4.6%
70 to 74 years	8,930	2.9%	9,919	2.9%	12,727	3.4%
▲ 75 to 84 years	12,081	3.9%	13,732	3.9%	14,919	4.0%
▲ 85 or more years	4,163	1.4%	5,812	1.7%	6,913	1.9%

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MARITAL STATUS				
Marital Status All Persons 15 and Older	247,581			
Single (Never Married)	74,536	30.1%	27.1%	111
Married	135,173	54.6%	56.5%	97
Divorced/Widowed	37,873	15.3%	16.4%	93
Marital Status Females 15 and Older	131,378			
Single (Never Married)	37,369	28.4%	24.1%	118
Married	67,689	51.5%	54.6%	94
Divorced/Widowed	26,320	20.0%	21.3%	94
Marital Status Males 15 and Older	116,203			
Single (Never Married)	37,167	32.0%	30.3%	106
Married	67,483	58.1%	58.6%	99
Divorced/Widowed	11,553	9.9%	11.2%	89
FAMILY STRUCTURE				
Households By Type	124,640			
Single Male	14,972	12.0%	11.0%	110
Single Female	21,145	17.0%	14.8%	115
Married Couple	59,182	47.5%	52.5%	90
Other Family - Male Head of Household	4,651	3.7%	4.1%	92
Other Family - Female Head of Household	15,569	12.5%	11.8%	105
▲ Non Family - Male Head of Household	5,082	4.1%	3.4%	121
▲ Non Family - Female Head of Household	4,038	3.2%	2.4%	137
Households With Children 0 to 18	40,466			
Married Couple Family	26,508	65.5%	68.9%	95
Other Family - Male Head of Household	2,406	5.9%	6.8%	88
Other Family - Female Head of Household	11,102	27.4%	23.2%	118
Non Family	450	1.1%	1.1%	103
Population By Household Type	308,131			
Family Households	238,136	77.3%	82.2%	94
▲ Non Family Households	58,303	18.9%	15.0%	126
▲ Group Quarters	11,692	3.8%	2.8%	137

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GROUP QUARTERS				
Population In Group Quarters By Type	11,692			
↓ Institutions	2,116	18.1%	52.2%	35
▲ College Dorm	7,844	67.1%	26.5%	253
↓ Military	0	0.0%	4.6%	0
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
Other	1,733	14.8%	16.7%	89
RACE/ETHNICITY				
Population By Race/Ethnicity	308,161			
White (Non-Hispanic)	189,642	61.5%	69.1%	89
▲ African-American (Non-Hisp)	93,177	30.2%	12.0%	252
↓ Hispanic/Latino	11,457	3.7%	12.5%	30
↓ Native American (Non-Hisp)	1,358	0.4%	0.7%	59
↓ Asian (Non-Hisp)	7,857	2.5%	3.6%	71
↓ Hawaiian & Pacific Islander (Non-Hisp)	93	0.0%	0.1%	25
Other Races & Multiple Races (Non-Hisp)	5,237	1.7%	1.9%	88
Asian Population By Race	7,882			
↓ Chinese	838	10.6%	22.6%	47
↓ Japanese	244	3.1%	7.8%	40
Indian	1,522	19.3%	16.4%	118
Korean	875	11.1%	10.5%	106
▲ Vietnamese	2,448	31.1%	11.0%	283
↓ Other Asian Races	1,955	24.8%	31.8%	78
Hispanic/Latino Population By Race	11,457			
White	4,907	42.8%	47.8%	90
▲ African-American	981	8.6%	1.9%	461
Native American	103	0.9%	1.0%	89
↓ Asian	25	0.2%	0.3%	74
Other Races & Multiple Races	5,441	47.5%	49.0%	97
Hispanic/Latino Population By Origin	11,457			
Mexican	7,015	61.2%	58.6%	105
Puerto Rican	999	8.7%	9.7%	90
Cuban	447	3.9%	3.5%	111
Other Hispanic Origin	2,885	25.2%	28.4%	89

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EDUCATION				
Population By School Enrollment (Age 3 and over)	296,392			
Pre-Primary (Public)	6,462	2.2%	2.3%	95
▲ Pre-Primary (Private)	3,839	1.3%	1.1%	120
Elementary/High School (Public)	43,534	14.7%	16.6%	88
Elementary/High School (Private)	4,890	1.6%	1.9%	86
▲ Enrolled in College	27,208	9.2%	6.5%	142
Not Enrolled in School	210,460	71.0%	71.6%	99
Population By Education Completed (Age 25 and over)	200,786			
↓ Elementary (Less than 9 years)	9,161	4.6%	7.5%	60
Some High School (9 to 11 years)	20,224	10.1%	12.1%	84
High School Graduate (12 years)	46,561	23.2%	28.6%	81
Some College (13 to 15 years)	44,547	22.2%	21.0%	105
Associate Degree	12,353	6.2%	6.3%	97
▲ Bachelor's Degree	47,112	23.5%	15.5%	151
Graduate Degree	20,829	10.4%	8.9%	117
OCCUPATION				
Population By Occupation Type (Age 15 and over)	160,699			
TOTAL WHITE COLLAR	106,659	66.4%	60.3%	110
▲ Executive and Managerial	25,954	16.2%	13.5%	120
Professional Specialty	18,105	11.3%	10.7%	105
Technical Support	15,311	9.5%	9.5%	100
Sales	20,569	12.8%	11.2%	114
Administrative Support & Clerical	26,720	16.6%	15.4%	108
TOTAL BLUE COLLAR	54,041	33.6%	39.7%	85
↓ Service: Private Households	3,461	2.2%	2.8%	77
↓ Service: Protective	1,840	1.1%	2.0%	58
Service: Other	10,186	6.3%	6.8%	93
↓ Farming, Forestry & Fishing	170	0.1%	0.7%	14
Precision Production and Craft	17,262	10.7%	12.4%	86
Operators and Assemblers	7,230	4.5%	5.5%	82
Transportation and Material Moving	9,288	5.8%	6.1%	94
Laborers	4,604	2.9%	3.3%	87

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EMPLOYMENT				
Population By Employment Status (Age 15 and over)	244,235			
Employed	160,872	65.9%	60.3%	109
Unemployed	9,451	3.9%	3.7%	106
Not in Labor Force	73,912	30.3%	36.1%	84
Households With Families By Number of Workers	79,402			
↓ No Workers	7,772	9.8%	12.7%	77
1 Worker	23,906	30.1%	30.4%	99
2 Workers	39,508	49.8%	45.0%	111
3 or more Workers	8,217	10.3%	11.9%	87
Total Female Population By Work Status (Age 16 and over)	129,538			
TOTAL WORKING	77,700	60.0%	54.2%	111
With No Children	51,793	40.0%	33.8%	118
With Children Age 0 to 5 only	6,163	4.8%	4.4%	107
With Children Age 6 to 17 only	15,202	11.7%	12.4%	95
With Children Both Age 0 to 5 and 6 to 17	4,542	3.5%	3.6%	98
TOTAL NOT WORKING (UNEMPLOYED)	4,843	3.7%	3.3%	112
▲ With No Children	3,407	2.6%	2.2%	121
With Children Age 0 to 5 only	530	0.4%	0.3%	118
With Children Age 6 to 17 only	633	0.5%	0.6%	88
With Children Both Age 0 to 5 and 6 to 17	273	0.2%	0.3%	80
TOTAL NOT IN THE LABOR FORCE	46,995	36.3%	42.5%	85
With No Children	37,072	28.6%	32.9%	87
With Children Age 0 to 5 only	3,311	2.6%	2.7%	93
↓ With Children Age 6 to 17 only	4,465	3.4%	4.3%	80
↓ With Children Both Age 0 to 5 and 6 to 17	2,147	1.7%	2.5%	65
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$17,603 for family of 4 in '00)	124,640			
Above Poverty Line (Householder Age 0 to 64)	92,355	74.1%	69.5%	107
Above Poverty Line (Householder Age 65 and over)	20,097	16.1%	18.7%	86
Below Poverty Line (Householder Age 0 to 64)	9,921	8.0%	9.4%	85
↓ Below Poverty Line (Householder Age 65 and over)	2,267	1.8%	2.4%	76
Households By Presence of Retirement Income	124,640			
With Retirement Income	18,359	14.7%	16.7%	88
Without Retirement Income	106,281	85.3%	83.3%	102

Coordinates: 36:04.45 79:49.09
Date: 1/18/2010

Prepared For:
First Christian Church
1900 West Market Street
Greensboro, NC 27403

Study Area Definition:
10.0 Mile Radius

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
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HOUSING				
Occupied Units By Type	124,600			
Owner Occupied	76,560	61.4%	66.2%	93
Renter Occupied	48,039	38.6%	33.8%	114
Median Rent	\$637		\$657	97
Vacant Units By Type	8,641			
▲ For Rent	3,893	45.1%	25.7%	175
▲ For Sale	1,865	21.6%	13.7%	158
↓ Seasonal	730	8.4%	37.1%	23
Other	2,153	24.9%	23.5%	106
Structures By Number of Units	133,240			
Single Unit	89,347	67.1%	65.8%	102
▲ 2 to 9 Units	22,587	17.0%	13.7%	124
▲ 10 to 19 Units	9,401	7.1%	4.0%	176
↓ 20 to 49 Units	3,168	2.4%	3.3%	71
↓ 50 or more Units	4,195	3.1%	5.3%	59
↓ Mobile Home	4,506	3.4%	7.6%	45
↓ Other	37	0.0%	0.2%	12
Single To Multiple Unit Ratio	2.27		2.50	91
2000 Owner-Occupied Property Values	67,581			
↓ Under \$25,000	199	0.3%	2.4%	12
↓ \$25,000 to \$49,999	1,705	2.5%	7.5%	34
\$50,000 to \$74,999	10,772	15.9%	16.3%	98
▲ \$75,000 to \$99,999	11,977	17.7%	14.1%	126
▲ \$100,000 to 149,999	19,717	29.2%	23.7%	123
\$150,000 to \$199,999	10,805	16.0%	14.6%	109
\$200,000 to \$299,999	7,629	11.3%	11.9%	95
\$300,000 to \$399,999	2,513	3.7%	4.4%	84
↓ \$400,000 to \$499,999	962	1.4%	2.1%	69
↓ \$500,000 and over	1,304	1.9%	2.9%	66
2000 Median Property Value	\$153,418		\$158,934	97

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HOUSING (CONTINUED)				
Housing Units By Year Built	133,240			
▲ 1995 to 2000	20,426	15.3%	9.7%	158
▲ 1990 to 1994	13,456	10.1%	7.3%	138
1980 to 1989	23,632	17.7%	15.8%	112
1970 to 1979	23,621	17.7%	18.5%	96
1960 to 1969	20,189	15.2%	13.7%	110
1950 to 1959	15,988	12.0%	12.7%	95
↓ 1940 to 1949	7,543	5.7%	7.3%	78
↓ 1939 or earlier	8,385	6.3%	15.0%	42
Households By Number of Persons	124,640			
1 Person Household	36,117	29.0%	25.8%	112
2 Person Household	43,192	34.7%	32.5%	107
3 Person Household	20,611	16.5%	16.5%	100
4 Person Household	15,576	12.5%	14.3%	88
↓ 5 Person Household	6,196	5.0%	6.7%	74
↓ 6 Person Household	1,870	1.5%	2.7%	56
↓ 7 or more Person Household	1,078	0.9%	1.7%	52
Average Persons Per Household	2.4		2.6	92
Population By Urban/Rural	308,161			
Urban	276,816	89.8%	79.0%	114
↓ Rural	31,345	10.2%	21.0%	48
Households By Heating Type	124,600			
Utility Gas	58,674	47.1%	51.2%	92
↓ Other Gas	4,085	3.3%	6.5%	50
▲ Electric	53,744	43.1%	30.3%	142
↓ Oil	6,876	5.5%	9.0%	62
↓ Coal	6	0.0%	0.1%	4
↓ Wood	713	0.6%	1.7%	34
↓ Solar/Other Fuel	286	0.2%	0.4%	53
↓ No Fuel Used	214	0.2%	0.7%	25
Households By Presence of Telephone	124,600			
With Telephone	122,345	98.2%	97.6%	101
↓ Without Telephone	2,254	1.8%	2.4%	74

Coordinates: 36:04.45 79:49.09
Date: 1/18/2010

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TRANSPORTATION				
Households By Number of Vehicles	124,600			
↓ No Vehicles	8,961	7.2%	10.3%	70
1 Vehicle	44,711	35.9%	34.2%	105
2 Vehicle	49,729	39.9%	38.4%	104
3 or more Vehicles	21,198	17.0%	17.1%	100
Workers By Travel Time to Work	153,441			
Work At Home	4,439	2.9%	3.4%	86
Less than 10 minutes	18,934	12.3%	14.4%	86
▲ 10 to 29 minutes	101,140	65.9%	51.1%	129
↓ 30 to 59 minutes	27,194	17.7%	26.5%	67
↓ 60 to 89 minutes	3,373	2.2%	5.2%	42
↓ 90 or more minutes	2,799	1.8%	2.8%	66
Average Travel Time to Work (minutes)	21.3		25.5	83
Workers By Type of Transportation to Work	157,880			
Drive Alone	128,687	81.5%	75.7%	108
Car Pool	18,242	11.6%	12.2%	95
↓ Public Transportation	1,949	1.2%	4.7%	26
↓ Motorcycle	430	0.3%	0.5%	55
↓ Walk to Work	2,966	1.9%	2.9%	64
Other Means	1,166	0.7%	0.7%	105
Work at Home	4,439	2.8%	3.3%	86

Coordinates: 36:04.45 79:49.09
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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.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	36,685	25.8%	31.4%	82
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	36,681	25.8%	14.7%	176
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	28,348	20.0%	18.4%	109
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	28,297	19.9%	15.1%	132
5	Senior Life (7, 20, 21, 22, 30 and 31)	6,624	4.7%	6.9%	68
4	Rural Families (27, 26, 29, 33, 35 and 38)	5,005	3.5%	13.1%	27

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.		
24	Metro Multi-Ethnic Diversity	12,444	8.8%	2.7%	319
16	Established Country Families	10,227	7.2%	6.4%	112
8	Rising Potential Professionals	9,563	6.7%	2.3%	288
15	Reliable Young Starters	9,274	6.5%	4.3%	154
39	New Beginning Urbanites	8,655	6.1%	2.8%	220
10	Suburban Mid-Life Families	8,472	6.0%	5.5%	108
6	Prosperous New Country Families	7,990	5.6%	2.1%	264
1	Traditional Affluent Families	7,478	5.3%	3.5%	151
4	Educated Mid-Life Families	6,989	4.9%	3.4%	144
25	Working Country Consumers	6,656	4.7%	4.1%	114
12	Educated New Starters	6,010	4.2%	2.9%	144
28	Building Country Families	5,872	4.1%	2.8%	148
46	Struggling Black Households	5,284	3.7%	2.5%	148
40	Surviving Urban Diversity	4,290	3.0%	4.0%	75
45	Struggling Urban Diversity	3,965	2.8%	2.5%	114
23	Established Empty-Nesters	3,104	2.2%	3.4%	65
3	Mid-Life Prosperity	2,596	1.8%	1.5%	120
5	Prosperous Diversity	2,420	1.7%	3.1%	55
20	Cautious and Mature	2,132	1.5%	2.6%	57
47	University Life	1,955	1.4%	0.8%	183

Coordinates: 36:04.45 79:49.09
Date: 1/18/2010

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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.		
18	Working Urban Families	1,915	1.3%	4.0%	34
38	Rural Working Families	1,744	1.2%	8.8%	14
29	Working Country Families	1,652	1.2%	1.0%	121
22	Mature and Established	1,470	1.0%	1.8%	58
7	Prosperous and Mature	1,422	1.0%	0.5%	186
35	Laboring Country Families	1,336	0.9%	2.7%	34
43	Laboring Urban Diversity	1,283	0.9%	0.5%	178
34	College and Career Starters	921	0.6%	0.6%	113
21	Mature and Stable	882	0.6%	0.6%	110
14	Secure Mid-Life Families	824	0.6%	0.7%	89
42	Laboring Rural Diversity	623	0.4%	1.5%	29
30	Urban Senior Life	615	0.4%	0.8%	52
48	Struggling Urban Life	369	0.3%	0.8%	32
49	Exception Households	332	0.2%	0.2%	94
11	Young Suburban Families	301	0.2%	3.0%	7
19	Educated and Promising	272	0.2%	0.1%	244
27	Country Family Diversity	235	0.2%	0.3%	49
31	Mature Country Families	103	0.1%	0.5%	13
9	Educated Working Families	70	0.0%	0.1%	59
17	Large Young Families	68	0.0%	2.2%	2
32	Working Urban Life	46	0.0%	1.7%	2
44	Laboring Urban Life	44	0.0%	0.1%	41
26	Working Suburban Families	35	0.0%	0.1%	21
37	Rising Multi-Ethnic Urbanites	27	0.0%	0.6%	3
13	Affluent Educated Urbanites	4	0.0%	0.4%	1
33	Laboring Rural Families	3	0.0%	0.1%	2
41	Struggling Hispanic Households	0	0.0%	1.6%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
	TOTALS	141,972	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2010 Households Likely to Be:

▲ Strongly Involved with Their Faith	40.5%	35.4%	114
Somewhat Involved with Their Faith	28.5%	29.9%	95
↓ Not Involved with Their Faith	29.9%	34.7%	86

Estimated 2010 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	24.9%	22.1%	113
Decreased Their Involvement with Their Faith in the Last 10 Years	23.9%	23.7%	101

RELIGIOUS PREFERENCE INDICATOR

Estimated 2010 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	178
▲ Baptist	28.6%	16.1%	178
↓ Catholic	12.1%	23.7%	51
↓ Congregational	0.7%	2.0%	34
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.3%	0.4%	70
▲ Episcopal	4.2%	2.9%	145
▲ Holiness	1.7%	0.8%	210
▲ Jehovah's Witnesses	1.3%	1.1%	122
↓ Judaism	1.6%	3.2%	50
↓ Lutheran	4.6%	7.2%	63
▲ Methodist	13.5%	10.1%	134
↓ Mormon	0.5%	1.8%	26
↓ New Age	0.4%	0.6%	77
↓ Non-Denominational / Independent	5.8%	6.9%	84
↓ Orthodox	0.1%	0.3%	43
Pentecostal	2.6%	2.4%	105
▲ Presbyterian / Reformed	7.1%	4.6%	156
Unitarian / Universalist	0.7%	0.7%	106
↓ Interested but No Preference	3.4%	3.9%	88
↓ Not Interested and No Preference	8.6%	11.1%	78
Likely to Have Changed Their Preference in the Last 10 Years	18.6%	16.8%	110

LEADERSHIP PREFERENCE INDICATOR

Estimated 2010 Households Likely to Prefer A Leader Who:

Tells them what to do	3.8%	4.0%	95
Lets them do what they want and is supportive	11.4%	11.7%	97
▲ Lets them do what they want and stays out of the way	5.3%	4.8%	110
Works with them on deciding what to do and helps them do it	79.6%	79.6%	100

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PRIMARY CONCERN INDICATOR

Estimated 2010 Households Likely to Be Primarily Concerned With:

THE BASICS:

Maintaining Personal Health	44.0%	43.5%	101
Finding/Providing Health Insurance	28.7%	29.0%	99
Day-to-Day Financial Worries	30.2%	31.6%	95
Finding Employment Opportunities	13.8%	14.4%	96
↓ Finding Affordable Housing	9.6%	11.3%	85
↓ Providing Adequate Food	7.3%	8.6%	85
↓ Finding Child Care	5.5%	6.3%	89

FAMILY PROBLEMS:

↓ Dealing With Alcohol/Drug Abuse	14.9%	16.7%	89
Dealing With Teen / Child Problems	20.0%	20.7%	97
Finding/Providing Aging Parent Care	17.0%	15.5%	110
Dealing With Abusive Relationships	10.4%	11.4%	91
↓ Dealing With Divorce	3.9%	4.5%	87

COMMUNITY PROBLEMS:

Neighborhood Crime and Safety	26.3%	27.0%	98
Finding/Providing Good Schools	23.7%	23.5%	101
▲ Dealing with Problems in Schools	15.0%	13.6%	111
▲ Dealing With Racial / Ethnic Prejudice	16.8%	13.1%	128
↓ Dealing With Neighborhood Gangs	4.9%	8.5%	58
Dealing with Social Injustice	11.3%	11.3%	100

HOPES AND DREAMS:

Achieving Long-term Financial Security	49.7%	50.6%	98
Finding Time for Recreation / Leisure	24.1%	25.3%	95
↓ Finding Better Quality Healthcare	21.3%	23.9%	89
Finding A Satisfying Job / Career	20.4%	19.3%	106
Finding Retirement Opportunities	20.3%	18.9%	107
Achieving A Fulfilling Marriage	21.3%	22.3%	95
Developing Parenting Skills	13.9%	14.7%	94
Achieving Educational Objectives	7.5%	7.5%	100

SPIRITUAL / PERSONAL:

Dealing With Stress	31.4%	29.8%	105
Finding Companionship	17.9%	17.3%	104
Finding A Good Church	16.7%	15.2%	110
▲ Finding Spiritual Teaching	14.9%	12.9%	115
Finding Life Direction	15.1%	14.0%	108

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KEY VALUES INDICATOR

Estimated 2010 Households Likely to Agree With the Following Statements:

GOD:			
"I believe there is a God"	83.3%	84.5%	99
"God is actively involved in the world including nations and their governments"	61.4%	63.8%	96
SOCIETY:			
"It is important to preserve the traditional American family structure"	90.6%	91.5%	99
"A healthy environment has become a national crisis"	83.1%	82.8%	100
"Public education is essential to the future of American society"	94.1%	94.0%	100
INSTITUTIONAL ROLES:			
"Government should be the primary provider of human welfare services"	49.9%	50.1%	100
"The role of Churches / Synagogues is to help form and support moral values"	80.2%	81.1%	99
"Churches and religious organizations should provide more human services"	62.6%	62.6%	100
RACIAL / ETHNIC CHANGE:			
"The United States must open its doors to all people groups"	37.5%	36.3%	103
"The changing racial / ethnic face of America is a threat to our national heritage"	35.2%	36.3%	97

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2010 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than \$100 per year	59.7%	59.8%	100
More than \$500 per year	32.0%	31.2%	103
More than \$1,000 per year	18.4%	17.4%	106
TO CHARITIES:			
More than \$100 per year	36.4%	33.7%	108
▲ More than \$500 per year	8.4%	6.8%	124
▲ More than \$1,000 per year	3.0%	2.3%	130
TO COLLEGES AND UNIVERSITIES:			
▲ More than \$100 per year	19.2%	16.1%	119
▲ More than \$500 per year	5.1%	4.3%	119
▲ More than \$1,000 per year	2.7%	2.2%	123

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First Christian Church
1900 West Market Street
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10.0 Mile Radius



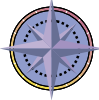


Prepared For:
First Christian Church
1900 West Market Street
Greensboro, NC 27403

Study Area Definition:
10.0 Mile Radius

Table of Contents

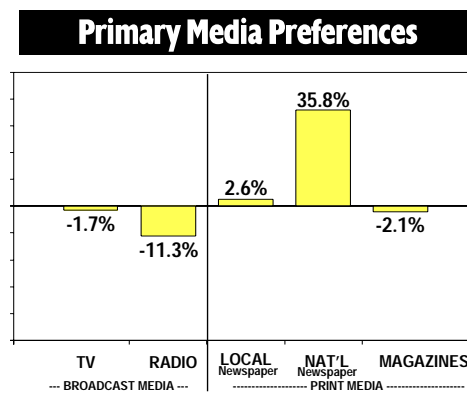
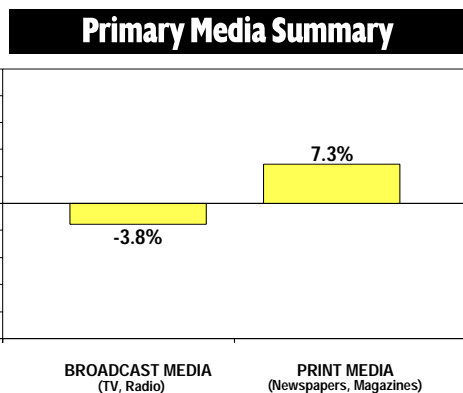
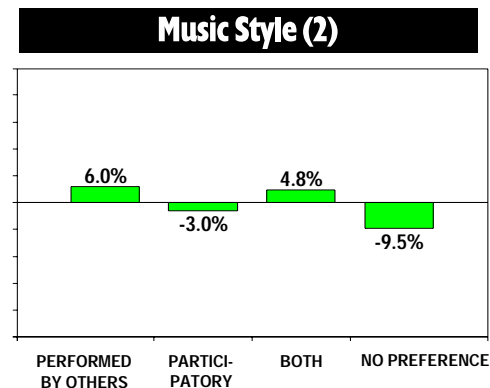
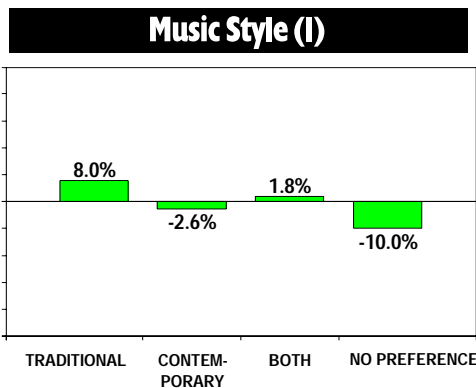
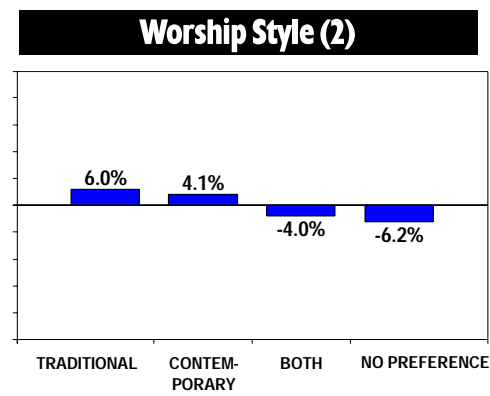
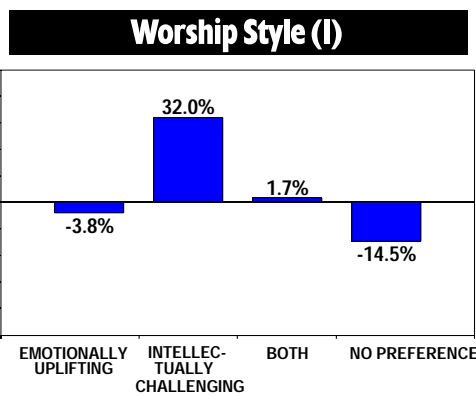
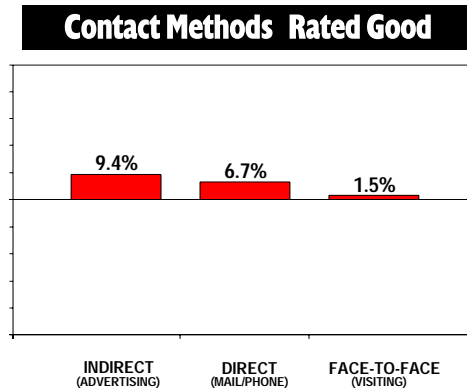
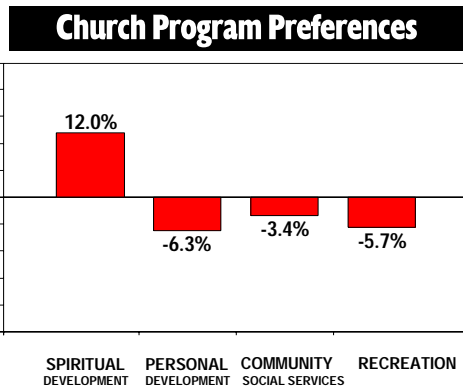
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD	6
CHURCH CONTACT METHODS RATED POOR	6



Coordinates: 36:04.45 79:49.09
 Date: 1/18/2010

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 First Christian Church
 1900 West Market Street
 Greensboro, NC 27403

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 10.0 Mile Radius





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Prepared For:
 First Christian Church
 1900 West Market Street
 Greensboro, NC 27403

Study Area Definition:
 10.0 Mile Radius

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			

CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2010 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	47.1%	41.1%	115
Adult Theological Discussion Groups	24.6%	22.5%	110
Spiritual Retreats	12.5%	11.6%	108

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.1%	15.2%	99
Parent Training Programs	7.1%	7.8%	91
↓ Twelve Step Programs	2.9%	3.5%	85
↓ Divorce Recovery	2.0%	2.4%	82

COMMUNITY/SOCIAL SERVICES:

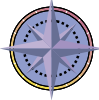
Personal or Family Counseling	23.6%	22.5%	105
Care for the Terminally Ill	14.9%	15.7%	95
Food and Clothing Resources	10.0%	11.1%	90
Day Care Services	5.8%	6.1%	96
↓ Church Sponsored Day-School	4.6%	5.7%	81

RECREATION:

Youth Social Programs	28.2%	29.7%	95
Family Activities and Outings	29.9%	32.8%	91
Active Retirement Programs	26.3%	26.8%	98
Cultural Programs (Music, Drama, Art)	18.6%	18.9%	98
↓ Sports or Camping	5.1%	6.3%	81

SUMMARY

▲ Spiritual Development Index	112
Personal Development Index	94
Community/Social Services Index	97
Recreation Index	94



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WORSHIP STYLE INDICATOR

Estimated 2010 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	25.3%	26.4%	96
▲ B. Intellectually Challenging	14.7%	11.1%	132
C. Both A and B	39.8%	39.2%	102
↓ D. No Preference or Not Interested	20.0%	23.4%	86

PART 2:

A. Traditional/Formal/Ceremonial	21.5%	20.2%	106
B. Contemporary/Informal	27.4%	26.3%	104
C. Both A and B	25.5%	26.5%	96
D. No Preference or Not Interested	25.3%	26.9%	94

MUSIC STYLE INDICATOR

Estimated 2010 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.4%	24.4%	108
B. Contemporary	19.2%	19.7%	97
C. Both A and B	31.7%	31.1%	102
D. No Preference or Not Interested	22.3%	24.8%	90

PART 2:

A. Performed by Others	19.8%	18.7%	106
B. Participatory	22.3%	22.9%	97
C. Both A and B	33.7%	32.2%	105
D. No Preference or Not Interested	23.7%	26.2%	91



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MISSION EMPHASIS INDICATOR

Estimated 2010 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:			
A. Community	22.0%	22.0%	100
B. Personal Spiritual Development	14.8%	14.3%	103
C. Both A and B	39.3%	37.4%	105
↓ D. No Preference or Not Interested	23.4%	26.3%	89
PART 2:			
A. Global Mission	6.3%	6.2%	102
B. Local Mission	33.9%	33.3%	102
C. Both A and B	32.4%	30.1%	107
↓ D. No Preference or Not Interested	26.9%	30.4%	89

CHURCH ARCHITECTURE INDICATOR

Estimated 2010 Households Likely to Prefer Church Architecture which is:

PART 1:			
A. Traditional	28.4%	26.6%	107
B. Contemporary	16.5%	15.9%	103
C. Both A and B	32.8%	32.3%	101
↓ D. No Preference or Not Interested	21.9%	25.1%	87
PART 2:			
▲ A. Somber/Serious	11.1%	9.4%	118
B. Light and Airy	34.0%	34.7%	98
C. Both A and B	28.6%	27.7%	103
D. No Preference or Not Interested	25.9%	28.2%	92



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PRIMARY MEDIA PREFERENCE

Estimated 2010 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

Television	46.5%	47.3%	98
↓ Radio	11.8%	13.3%	89

PRINT MEDIA:

Local Newspaper	37.2%	36.1%	103
▲ National Newspaper	5.9%	4.3%	136
▲ Magazines	2.9%	2.4%	120

SECONDARY MEDIA PREFERENCE

Estimated 2010 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

Television	31.9%	31.9%	100
Radio	21.3%	23.8%	90

PRINT MEDIA:

Local Newspaper	33.5%	32.7%	103
▲ National Newspaper	6.8%	5.8%	118
Magazines	6.9%	7.0%	98

SUMMARY

Overall Broadcast Media Index (100 = Average)	96
Overall Print Media Index	105



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2010 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

Local Radio Announcements or Advertisements	39.5%	36.2%	109
Putting Ad in Local Newspaper	36.3%	33.8%	107
▲ Local Cable Channels	34.1%	30.4%	112

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	57.8%	53.7%	108
Calling and Offering to Send Information By Mail	31.0%	29.5%	105
Calling and Discussing on the Phone	12.8%	12.0%	106

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	20.6%	20.1%	102
Going Door to Door	14.1%	14.0%	101

CHURCH CONTACT METHODS RATED POOR

Estimated 2010 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

Local Radio Announcements or Advertisements	17.6%	19.6%	90
Putting Ad in Local Newspaper	21.1%	21.5%	98
Local Cable Channels	29.1%	30.7%	95

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.5%	13.3%	86
Calling and Offering to Send Information By Mail	33.1%	34.0%	97
Calling and Discussing on the Phone	57.7%	60.6%	95

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	48.3%	49.6%	97
Going Door to Door	62.5%	64.0%	98

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	109
Direct Methods Index	107
Face-to-Face Methods Index	102

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	94
Direct Methods Index	95
Face-to-Face Methods Index	98