

PERCEPT DEMOGRAPHIC STUDY VARIABLES

AGE - two types:

Average age indicates total age of all living persons in study area divided by the number of persons.

Median age divides population into two groups: those older than the median and those younger.

Census Report - provides the most detailed breakdown of information of all the reports in the Ministry Area Profile. Arranged in 6 sections, information comes from the 2000 census, and is regularly being updated with 2000 figures.

Church Architecture Indicator - indicates preferences:

Traditional or Contemporary or both
Somber/serious or Light/airy or both

Church Contact Method - 3 forms of communication:

Indicate - local radio, ads in newspapers, local cable channels
Direct - mail, calling and offering to send info, calling to discuss info
Face-to-face - calling and offering to visit, going door-to-door

Church Program Preference Indicator - 17 variables asking people to choose the three programs/services of greatest importance to them. The 17 concerns are grouped into 4 clusters: Spiritual Development, Personal Development, Community/Social Services, Recreation.

Compass Report - addresses questions that arise from the Ministry Area Profile; i.e. Why church/social service preferences; what worship, music and architectural Styles are preferred; best way to communicate with persons.

Data Sources: Percept uses the following data sources:

2000 Census (over 7 million blocks)
1970, 1980, 1990 censuses
Cartographically consistent geographic boundaries
Updated and enhanced TIGER Address files
Geographic linkage files
National mailing lists summary statistical files
Postal service summary statistical files
Current population surveys
Survey of consumer finances
Consumer expenditure surveys
County income and population by residence
Monthly county employment by establishment
County and zip code payroll and employment
Internal revenue records

Federal revenue sharing program
Undated Zip + 4 latitude/longitude to 2000 census geography correspondence files
WEFA regional, state, county economic forecasts
Population - total and by age
Households - total and by age
Income - total and by component
Employment - total by establishment and by residence
Payroll - total by establishment and by residence
Labor force - total by residence
Unemployment by residence
Home prices
Housing starts by size
Mobile home placements
Housing stock
Housing affordability index
Automobile registrations

Diversity Score - composite which examines presence/concentration of racial/ethnic population as well as number/distribution of Lifestyle segments in an area.

Education - several areas included:

Population by education completed (age 25+)

Elementary - 8th grade
Some high school - did not graduate
High school - graduated
Some college - did not graduate
Associate degree - graduated
Bachelor's degree - graduated
Graduate degree - graduated

Population by school enrollment (age 3+)

In both private and public school
Pre-primary - before formal schooling
Elementary/high school - through 12th grade
Enrolled in college studies
Not enrolled in school

Employment - three areas

Households with families by number of workers

Population by employment status (age 15+)

employed
unemployed
not in the labor force

Total female population by work status (age 15+)

Total working
Total unemployed
Total not in labor force

Ethos - refers to essential spirit or fundamental character of a group of people.

Ethos Report - provides information about people going beyond regular demographics.

Includes such items as: faith involvement levels, religions affiliation preferences, Leadership style preferences, primary concerns, key values and household contribution activity.

Faith Involvement Indicator - 5 questions asking people to identify their perceived level of involvement with their faith both now and ten years prior, and rate that involvement on scale of 1-10 (1=no involvement; 10= strong involvement). This category does not cover "churched" or "unchurched". It does cover the following:

Estimated households likely to be:

- Strongly involved (8-10)
- Somewhat involved (4-7)
- Not involved (1-3)

Estimated households likely to have:

- Increased their involvement in the last 10 years
- Decreased their involvement in the last 10 years

Faith Receptivity Score - percentage comparisons of study area with National averages.

Family Structure -

Household by type

- single male
- Single female
- Married couple - 2 persons married to each other, w or w/o children
- Other family male/female head - no spouse present
- Non-family male/female head - 2 or more unrelated persons

Households with children 0-18

- Married couple family with children
- Other family male/female head - one spouse and children
- Non-family - unrelated persons

Population by household type

- Family - all related by birth, marriage, adoption
- Non-family - 2 or more non-related persons
- Group quarters - residence inhabited by 10+ unrelated persons,

Family Structure Score - compares area's marital status and households w/children to National average

By marital status (age 15+)

Households with children ages 0-18

Financial Support Potential Score - compares average household income with potential of contributing money to churches/religious organizations to National Average

Average household income

Percentage of households likely to give \$500 or more annually

FingerPrint - graphical page showing how study area differs from the "average"

Community opposed to the National Average. Areas covered include:

Primary US lifestyles

Race/Ethnicity

Generations

Primary concerns

Education completed

Household income

Marital status

Households with children

Generations - 5 groups:

The Builders - born circa 1901-1924 - built most of the major institutions of the 20th century; big business, government, unions, universities, churches

The Silents - born circa 1925-1942 - supported/served builders, but ambivalence promoted rise of revolutions of the 60s.

The Boomers - born 1943-1960 - idealists; born/raised during post-war boom era

The Survivors - born circa 1961-1981 - neglected children of younger silents and Boomers; left to fend for themselves while parents pursue other things.

The Millennials - born circa 1982 - youngest living generation; influence on home environment

Geography - area divided into units to address a particular question. Includes: zip codes (post office/mail distribution), census tracts (to support legislative/political concerns), county boundaries, states, cities, blocks. Includes the following:

Radius - distance from mid-circle to any point on outer edge; in miles.

Polygon - a custom, multi-sided area defined by at least 3 points.

ImagineAreas - areas designed to encompass as much population as possible in smallest number of public areas; usually 3-7 miles

FocusAreas - smaller areas; usually 1-2 miles radius; more specific

NeighborGroups - smaller yet; usually .5 to 1 mile radius

Group Quarters - number of persons living in 5 different types:

Institution - supervised care or custody in an institution

College dorm

Military - base housing, ships, transient quarters

Shelter/street - shelters, temporary quarters, blocks/open public locations

Other - non-institutional; other than any above

Households - living units, not exclusively families.

Average annual growth rate

Household changes

Percentage of change

Persons per household

Household Contribution Indicator - annual income contributions to 3 types of

Organizations: churches/religious organizations; charities; colleges/universities.

Estimated households likely to contribute

To churches/religious organizations \$100 per year +, \$1,000 +

To charities \$100 per year +, \$1,000 +

To colleges/universities \$100 per year +, \$1,000+

Households by Income - includes family and other non-family members living in household; estimated total income before deductions

Housing -includes all of the following:

Housing units by year - year unit was built between 1939-1990; both vacant and

Occupied units; especially looks at 1939-1949

Housing by heating type

Households by number of persons in unit (owned or rented)

Households by presence of telephones

Median rent

Type of occupied unit: house, apartment, mobile home/trailer, group of rooms,

Single room

Owner occupied

Renter occupied

Population by urban vs rural

Urban - population area of 2,500 or more

Rural - everyone else, not necessarily farm residence; can be a small town as long as it is outside an urbanized area and fewer than 2,500 people.

Single to multiple units ratio

Structure by number of units -occupied vs vacant units

Vacant units by type

For rent units, for sale units, seasonal units

Other: units not fitting elsewhere

2000 Owner Occupied Property Values

2000 Median Property Value

Income

Average of all households in study area and total number of households

Median income divides households in 2 equal-sized groups: those who earn more than the indicated amount and those who earn less

Per capita income - hypothetical income for each person within the designated area

Key Values Indicator - 10 variables evaluating opinions about God, society, institutional roles, racial/ethnic changes to gauge cross-section of people's beliefs and values.

Leadership Preference Indicator - persons asked to choose a leader who:

Lets them do what they want and is supportive

Lets them do what they want and stays out of the way

Tells them what to do

Works with them on deciding what to do and helps them do it

Marital Status

Marital status all persons age 15+

Single - never married

Married; not separated, divorced, widow, widower

Divorced/Widowed

Marital status females 15+

Marital status males 15+

Mission Emphasis Indicator - asks preference of involvement and mission emphasis:

Community focused or personal spiritual development or both

Focuses on global mission or local mission or both

Music Style Indicator

Traditional or contemporary or both

Performed by others or participatory or both

Occupation - Population by occupation type age 15+

Blue collar - labor intensive

Farming, forestry, fishing - agricultural related, forestry, logging, fishers, hunters, trappers

Laborers - equipment handlers, mechanics, construction, production, freight handlers, garage/service stations, vehicle/equipment cleaners

Operators/assemblers - metal/plastic workers, printing/textile machine operators

Precision production/crafts - mechanics, repairers, construction, woodworking, plant/systems operators

Service - other - food, health, cleaning, building, personnel service occupations

Service private households - launderers, ironers, cooks, housekeepers, butlers child care workers

Service protective - firefighters/fire prevention, police/detectives, guards

Transportation/material movers - motor vehicle operators, railroad, water transportation, long shore, hoist/winch operators, crane/tower operators
 White collar workers - occupational, professional, managerial, sales, administrative support
 Administrative support - supervisors, computer operators, secretaries, typists, clerks, records processors, office machine operators, communications equipment operators, mail/message distribution occupations, adjusters, investigators
 Executive and managerial - legislators, chief executives, financial managers, personnel/labor managers, purchasing agents, marketing/advertising managers, educational administrators, medical/health managers, real estate managers, postmasters, funeral directors, management-related occupations
 Professional specialty - math/computer science, natural science, health diagnosing occupations, health assessment/treating, counselors, librarians, social scientists/urban planners, social/religious workers, lawyers, judges, writers, artists, entertainers, athletes
 Sales occupations - supervisors, representatives, other sales-related occupations
 Technical support - health and science technicians

Plan Do Concept - responds to need to respond to emerging issues accomplished through systematic listening translated into action

Primary (and Secondary) Media Sources - media preference

Broadcast media - television, radio

Print media - local/national newspapers, magazines

Population - all persons living within boundaries of a defined study area

Average annual growth rate

Density - number persons inhabiting a square mile

Percentage change - amount of change between reporting periods

Population change - actual change between reporting periods

Population by Age (Detail) - indicates how population is distributed within 18 different age groups

Under 5	40-44	0-19 = children
5-9	45-49	18-29=Young adults
10-14	50-54	30-49=Baby Boomers
15-17	55-59	50-64=Empty Nesters
18-20	60-64	65+ = Seniors
21-24	65-69	
25-29	70-74	
30-34	75-84	
35-39	85 or more	

Population by Gender - breakdown into males and female

Population by Phase of Life - related to age, personal development, life activity or experience

Before Formal Schooling - 0-4/birth to kindergarten

Required Formal Schooling - 5-17/through high school graduation

College Years/Career Starts - 18-24/transition from adolescent to adult

Singles and Young Families - 25-34 - young adults beginning careers either w/or w/out families

Families, Empty Nesters - 35-54 - established families beyond child-rearing

Enrichment years Singles/Couples - 55-64 - children raised

Retirement Opportunities - 65+

Population by Race/Ethnicity - self-identification, not biological, divided into 4 categories:

White (non-Hispanic)

Black (non-Hispanic)

Hispanic

Asian and Other; includes:

Native American Indian

Asian/Pacific Islander (Japanese, Chinese, Filipino, Korean, Asian Indian, Vietnamese, Hawaiian, Guamanian, Samoan)

Poverty and Retirement Income - poverty status. In 2000, poverty for family of 4 = \$12,674. 2 groups: 0-64, 65+.

Above Poverty Line - householder age 0-64

Above Poverty Line - 65+

Below Poverty Line - householder age 0-64

Below Poverty Line - 65+

Households by Presence of Retirement Income; social security, pension, etc.

With Retirement Income - some type of retirement income is present

Without Retirement Income - no retirement income present

Primary Concerns Indicator - 31 variables are in this section. They are designed to indicate stress. Participants are asked to choose the top 6 of greatest concern. They are grouped into 5 clusters:

The Basics - maintaining personal health, finding/providing health insurance, day-to-day financial worries, finding employment opportunities, finding affordable housing, providing adequate food, finding child care

The Family - dealing with alcohol/drug abuse, dealing with teen/child problems, finding/providing aging parent care, dealing with abusive relationships, dealing with divorce

The Community - neighborhood crime/safety, finding/providing good schools, dealing with problems at school, dealing with racial/ethnic prejudice, dealing with neighborhood gangs, dealing with social injustice

Hopes and Dreams - achieving long-term financial security, finding time for recreation/leisure, finding better quality healthcare, finding a satisfying job/career, finding retirement opportunities, achieving a fulfilling marriage, developing parenting skills, achieving educational objectives

Spiritual/Personal - dealing with stress, finding companionship, finding a good church, finding spiritual teaching, finding life direction

Race/Ethnicity

White (includes: Canadian, German, Italian, Lebanese, Polish, no Spanish)

African-American (includes: Puerto Rican, Haitian, Jamaican, West Indian, Nigerian)

Hispanic/Latino (Mexican, Puerto Rican, Cuban, other Spanish)

Native American (American Indian, Eskimo, Aleut, Canadian Indian, French-American Indian)

Asian

Pacific Islander (Polynesian, Micronesian, Melanesian)

Other (not included in the above categories)

Religious Preference Indicator - 20 variables ask respondents to identify their general affiliation preferences now and 10 years prior.

Estimated households likely to prefer:

Adventist	Mormon
Baptist	New Age
Catholic	Non-Denominational
Congregational	Independent
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	Orthodox
Episcopal	Pentecostal
Holiness	Presbyterian/Reformed
Jehovah's Witness	Unitarian/Universalist
Judaism	United Methodist
Lutheran	Interested; no preference

Not interested; no preference

Likely to have changed their preference in the last 10 years

ReVision - strategic planning process

Snapshot - InfoGraph report; covers:

Households by income - in each of the 9 nine categories

Under \$5,000	\$25,000-\$35,000	\$75,000-\$100,000
\$5,000-\$15,000	\$35,000-\$50,000	\$100,000-\$150,000
\$15,000-\$25,000	\$50,000-\$75,000	\$150,000 or more

Primary US lifestyle segments - shows 7 highest
Population and households - trends from 1970+
Population by Age - in each of 10 age groupings
Population by Race/Ethnicity - total percentages in 4 groupings
Population by Race/Ethnicity Trend - changes from 1990 to present, then 5-yr
projections

Transportation - number of vehicles per household
Workers by travel time to work
Workers by type of transportation to work

U.S. Lifestyles Report - population divided into 50 groups based on a combination of
over 100 demographic, socio-economic and financial variables. They are:

1. Traditional Affluent Families
2. Professional Affluent Families
3. Mid-Life Prosperity
4. Educated Mid-Life Families
5. Prosperous Diversity
6. Prosperous New Country Families
7. Prosperous and Mature
8. Rising Potential Professionals
9. Educated Working Families
10. Suburban Mid-Life Families
11. Young Suburban Families
12. Educated New Starters
13. Affluent Educated Urbanites
14. Secure Mid-Life Families
15. Reliable Young Starters
16. Established Country Families
17. Large Young Families
18. Working Urban Families
19. Educated and Promising
20. Cautions and Mature
21. Mature and Stable
22. Mature and Established
23. Established Empty-Nesters
24. Metro-Multi-Ethnic Diversity
25. Working Country Consumers
26. Working Suburban Families
27. Country Family Diversity
28. Building Country Families
29. Working Country Families
30. Urban Senior Life
31. Mature Country Families
32. Working Urban Life
33. Laboring Rural Families
34. College & Career Starters
35. Laboring Country Families
36. Working Diverse Urbanites
37. Rising Multi-Ethnic Urbanites
38. Rural Working Families
39. New Beginning Urbanites
40. Surviving Urban Diversity
41. Struggling Hispanic Households
42. Laboring Rural Diversity
43. Laboring Urban Diversity
44. Laboring Urban Life
45. Struggling Urban Diversity
46. Struggling Black Households
47. University Life
48. Struggling Urban Life
49. Exception Households
50. Unclassified Households

Vista - multi-phased information system and strategic planning program.

Worship Style Preferences - Asks the question: Do you prefer worship that is:
Emotionally uplifting, intellectually challenging, or both?
Traditional/formal/ceremonial, contemporary/informal or both?

SEGMENT GROUPS

Middle American Families

- 9 Educated Working Families
- 10 Suburban Mid-Life Families
- 11 Young Suburban Families
- 16 Established Country Families
- 17 Large Young Families
- 18 Working Urban Families
- 23 Established Empty-Nesters
- 25 Working Country Consumers
- 28 Building Country Families

Affluent Families

- 1 Traditional Affluent Families
- 2 Professional Affluent Families
- 3 Mid-Life Prosperity
- 4 Educated Mid-Life Families
- 5 Prosperous Diversity
- 6 Prosperous New Country Families
- 14 Secure Mid-Life Families

Ethnic and Urban Diversity

- 24 Metro Multi-Ethnic Diversity
- 32 Working Urban Life
- 36 Working Diverse Urbanites
- 40 Surviving Urban Diversity
- 41 Struggling Hispanic Households
- 42 Laboring Rural Diversity
- 43 Laboring Urban Diversity
- 44 Laboring Urban Life
- 45 Struggling Urban Diversity
- 46 Struggling Black Households
- 48 Struggling Urban Life

Rural Families

- 26 Working Suburban Families
- 27 Country Family Diversity
- 29 Working Country Families
- 33 Laboring Rural Families
- 35 Laboring Country Families
- 38 Rural Working Families

Young and Coming

- 8 Rising Potential Professionals
- 12 Educated New Starters
- 13 Affluent Educated Urbanites
- 15 Reliable Young Starters
- 19 Educated and Promising
- 34 College and Career Starters
- 37 Rising Multi-Ethnic Urbanites
- 39 New Beginning Urbanites
- 47 University Life

Senior Life

- 7 Prosperous and Mature
- 20 Cautious and Mature
- 21 Mature and Stable
- 22 Mature and Established
- 30 Urban Senior Life
- 31 Mature Country Families

No Segment Group

- 49 Exception Household
- 50 Unclassified Household

COMPARISON
PRIMARY CONCERNS AND RISC LEVELS

PRIMARY CONCERNS

RISC LEVELS

(Regionally Indexed Stress Conditions)

The Basics

Day-to-day finances
Adequate food
Affordable housing
Employment opportunities
Child care
Health insurance/personal health

High Levels of Stress

Areas particularly related to children

% households with children/single mothers

Family Problems

Abusive relationships
Alcohol/drug abuse
Aging parent care
Teen/child problems
divorce

% adult population not completed high school

% households with annual income below \$15,000 (Poverty level)

Community Problems

Neighborhood gangs
Social injustice
Finding good schools
Racial/ethnic prejudice
Neighborhood crime/safety
Dealing with problems in school

% households with basic concerns (food, housing, health, employment, etc.)

% households with family concerns (drug/alcohol abuse, physical/mental abuse, divorce, teen/child problems, etc.)

Hopes and Dreams

Achieving financial security
Achieving educational objectives
Finding time for recreation/leisure
Better quality healthcare
Developing parenting skills
Finding satisfying job/career
Finding retirement opportunities

% households with community concerns (gangs, crime, schools, racial/ethnic prejudice)

a score of 10 = critical

a score of 5 = average

a score of 0 = extremely low

Spiritual/Personal

Finding life direction
Finding spiritual teaching
Finding companionship
Finding a good church
Dealing with stress

Church Program Preference Indicator

SPIRITUAL DEVELOPMENT

- Bible Study Discussion and Prayer Groups
- Adult Theological Discussion Groups
- Spiritual Retreats

PERSONAL DEVELOPMENT

- Marriage Enrichment Opportunities
- Parent Training Programs
- Twelve-Step Programs
- Divorce Recovery

COMMUNITY/SOCIAL SERVICES

- Personal or Family Counseling
- Care for the Terminally Ill
- Food and Clothing Resources
- Day Care Services
- Church-Sponsored Day Schools

RECREATION

- Youth Social Programs
- Family Activities and Outings
- Active Retirement Programs
- Cultural Programs (Music, Drama, Art)
- Sports or Camping