

The Mission of Emmanuel & Its Context

Questions & Answers

1. What is Emmanuel's mission?

Jesus Christ, the Lord of the Church, gave us our marching orders when he gave to us the "Great Commission": "Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything that I have commanded you."¹ He also gave us the power: "And remember, I am with you always, to the end of the age."

"The mission of Emmanuel Lutheran Church is to engage as many persons as will share its commitment to Christ in a ministry of worship, learning, witness, nurture and service that the redemptive work of God in Jesus Christ may be evident in their lives."² When we act on this mission, we fulfill our name Emmanuel, which means "God with us."

2. What is Emmanuel's "mission area"?

Jesus' Great Commission itself clearly indicates that the mission target for Christ's people is nothing less than the entire world. Our mission is "global."³ Yet, we make new disciples one person at a time.⁴ And so our mission is intensely "personal." But it is not individualistic, for believing persons are always gathered⁵ by the Spirit of Christ into worship assemblies that minister to the world around them.⁶ This makes our mission "congregational" and "social." Consequently, the mission of any individual congregation is "global," "personal," "congregational," "social" (in ever widening communities of people—neighborhood, city, county, region, state, nation) until we are back full circle to the entire globe and universe. For in the end, Christ and his mission is "cosmic," too!

Global: Emmanuel is involved in Christ's global mission by being a congregation of the Evangelical Lutheran Church in America (ELCA).⁷ Through the churchwide expression of the ELCA and its many mission partners Emmanuel is exactly what Jesus commanded and envisioned—a global church.⁸ Emmanuel strives to support this mission financially by passing on a tithe (10%) of envelop and loose plate giving to "ELCA Mission Support" (half of which goes to support the churchwide expression of the

¹ Matthew 28:19-20a.

² Mission statement adopted by council.

³ See also John 3:16 "For God so loved the world that he gave his only Son...."

⁴ See the example of Andrew in John 1:40-42 or Philip in Acts 8:4ff.

⁵ Compare Luther's explanation to the Third Article of the Apostles' Creed: "I believe that I cannot by my own reason or strength believe in Jesus Christ, my Lord, or come to Him' but the Holy Spirit has called me by the Gospel, enlightened me with his gifts, sanctified and kept me in true faith; even as he calls, gathers, enlightens, and sanctifies the whole Christian Church on earth, and keeping with Jesus Christ in the one true faith."

⁶ See the example of the first church born on the day of Pentecost in Acts 2:44-47.

⁷ Article 6.01 of ELC's constitution reads "This Congregation shall be an interdependent part of the Evangelical Lutheran Church in America or its successor, and of the Northeastern Ohio Synod of the Evangelical Lutheran Church in America or its successor. This Congregation is subject to the discipline of the Evangelical Lutheran Church in America."

⁸ See ELCA's "Global Mission" pages at www.elca.org

ELCA and half of which goes to our local Northeastern Ohio Synod and its mission partners, such as seminaries, camps, campus ministries, etc.).⁹

Personal: Emmanuel is involved in Christ's outreach to individual persons by the one-on-one contacts of its members, the ministries of its pastor and staff, and by its web site, phone tree, and other communication efforts through local media. Personal spiritual development is nourished by weekly worship, home devotions, bible study, retreats and personal contacts.

Congregational: Emmanuel is involved in the congregational aspect of Christ's mission by being a worshipping assembly that gathers every Lord's Day and holy days around the very Word and Sacraments that call people to discipleship, preach to them Christ's commands and promises, offer peace with God and forgiveness, pour out the Holy Spirit, and empower them for service.

Social: Emmanuel is involved in Christ's ministry to the various communities around us by contributing to "ELCA Mission Support" (see the "global" section above). We take offerings for special needs and undertake "hands on" social service projects such as "Community Meals," "School Bags," and "Christmas Stockings."

Cosmic: Emmanuel is involved in the "cosmic" dimension of Christ's ministry by living and proclaiming the nearness of God's rule in Christ¹⁰, our prayers and waiting for Christ's return¹¹, our resistance to all powers that defy God¹², and our groaning along with all of creation for its renewal and redemption our care and respect of the environment.¹³

3. What is Emmanuel's "local service area"?

A "local service area" is the immediate geographical area around a place of corporate worship (church building) from which the assembly regularly gathers (around Word and Sacraments) and to which it is sent (to "go in peace and serve the Lord").¹⁴ It can be coterminous with a city, a zip code, a region, a certain radius around the church, or a set of neighborhoods.

Emmanuel was established by the United Lutheran Church (ULC), a predecessor to the ELCA, to be a "mission" in the growing "Eastern Heights" area of the city of Elyria. Back in 1929, most people walked to church. However with the advent of the automobile and the expansion of housing around us, Emmanuel's "service area" extends as far as anyone is willing to drive. In many cities and suburbs, that

⁹ Article 6.03.a of Emmanuel's Constitution reads "This Congregation pledges its financial support and participation in the life and mission of the Evangelical Lutheran Church in America." Through a continuing resolution council has set the minimum target goal of a "tithe" (10%) of envelope giving and loose plate offering.

¹⁰ Luke 10:1-11 & 17-20

¹¹ Revelation 22:17 & 20

¹² Ephesians 6:12

¹³ Romans 8:18-25

¹⁴ This is reflected in the four-fold pattern of worship which starts with "gathering" and ends with "sending." See "Pattern for Worship" in Evangelical Lutheran Worship (ELW), pages 91-93. Gathering: The Holy Spirit calls us together as the people of God. Word: God speaks to us in scripture reading, preaching, and song. Meal: God feeds us with the presence of Jesus Christ. Sending: God blesses us and sends us in mission to the world.

distance is about a five-mile radius around the church building. Of course, a “service area” is also affected by natural boundaries such as rivers, lakes, major highways, railroad tracks, etc.

A five-mile radius around Emmanuel encompasses all of Elyria plus some adjacent cities, especially the western portion of North Ridgeville. Two-thirds (66.05%) of Emmanuel’s active membership¹⁵ live within the 44035 zip code.¹⁶ In some ways, however, Emmanuel is also a “regional church” that attracts persons from the immediate communities around it. One-third (33.54%) of Emmanuel’s active members live in Grafton (12.26%), LaGrange (5.48%), Columbia Station (3.23%), North Ridgeville (2.90%), Avon Lake (1.94%), Amherst (1.61%), Avon (1.61%), Sheffield (1.61%), Vermilion (1.61%), Strongsville (0.65%), Oberlin (0.32%), and Lorain (0.32%). In Lorain County, Emmanuel is the only ELCA congregation from the Ohio Turnpike south. Our closest ELCA neighbors are Redeemer Lutheran to the north and Spirit of Joy to the east (the nascent ELCA mission in North Ridgeville).¹⁷

Most (59.04%) of Emmanuel’s active membership is located in the eastern half of Elyria (from the Black River to the eastern boarder of Elyria). This area can be sub-divided into the Northeast quadrant, the St. Jude area, Washington Ave area, Eastern Heights area, LaPorte, Prospect school area, and the University Oaks/Chestnut area. A smaller but no less faithful number (7.10%) come from the western half of Elyria.

The areas most immediately in Emmanuel’s geographical “parish” are the last four. Together these four comprise an area which extends from the railroad tracks on the north to the Hwy 10 on the south and from the Black River on the west to North Ridgeville on the east and is home to 36.13% of Emmanuel’s active members. However, Emmanuel also has a strong contingent (20.65% of active members) from the Northeast quadrant of the city (the Community College area which Emmanuel shares with its sister congregation, Redeemer Lutheran on Abbe Road across from the Community College). Emmanuel has an appeal to those within a 10-mile radius who are looking for a church that is thriving, established, mid-sized, evangelical Lutheran, child-friendly, active, relaxed-traditional worship, musical, thoughtful, youth-sensitive, welcoming, traditional in architectural in way that is not overbearing and excessively dark).

4. What are the most significant demographic and life-style groups around us?¹⁸

Generationally, the most significant demographic group around Emmanuel is the “Survivors”¹⁹ (age 27 to 47). This is followed by the “Millenials”²⁰ (age 7 to 26) and the “Boomers”²¹ (age 48 to 65).

¹⁵ Active in this section means “Active” plus “Occasional.”

¹⁶ The following numbers are based on baptized membership as September 1, 2008.

¹⁷ The seven ELCA congregations in Lorain County are: Christ (Avon Lake), Christ (Lorain), Emmanuel (Elyria), Our Savior (Lorain), Redeemer (Elyria), Spirit of Joy (North Ridgeville mission), and Trinity (Vermilion).

¹⁸ Except where noted, the following demographic comes from FirstView 2008 studies from Percept Group Inc. The particular studies used are posted on ELC’s web site under Ministries:Strategic Planning. A summary of the statistics is given in Appendix 3.

¹⁹ Those born between 1961-1981. Called “Survivors” because they survived a “hurried” childhood or divorce, latchkeys, open classrooms, devil-child movies, and a shift from G to R ratings.” See Percept’s “Sourcebook” page 50 for a fuller description.

In all of Elyria, very few are “affluent” (less than 1% versus 15% nationally) or “rural” (5% versus 13% nationally). In the eastern half of Elyria, very few (1% or less) are “young & coming” or “ethnic.” By far, most are “middle American families” (84-90%) or “seniors” (8-15%).

Most of the “up & coming” live in the Midway Mall area (where they comprise 80% of the population), Washington Ave area (59% of the population), southwest Elyria (39% of the population). Most of Elyria’s “ethnic/urban diversity” is in the South & Near West area (57% of population), West Park area (35%) and Southwest area (25%).

The eastern half of Elyria has “very low” racial/ethnic diversity. It is primarily Anglos (88-94% versus 66% nationally) with the Washington Ave, St. Jude and Eastern Heights areas being the least racially diverse areas of the city (all over 91% Anglos). The major minority in Eastern Heights is Hispanic (3.5%) otherwise the major minority in African-American. In Elyria, African-Americans are 9.5% of the population as a whole and are the most concentrated in South & New West (24.4%), Southwest (32.0%), West Park (31.7%), Midway Mall (11.1%) all of which are in the western half of Elyria. In the eastern half of Elyria, African-Americans the most present in Prospect (7.8%), University Oaks/Chestnut (6.9%) and Northeast (5.7%) areas.

Although the lifestyle diversity in Elyria as a whole is “high” (35 out of the 50 segments), the lifestyle diversity in the eastern areas of Elyria is “very low” to “extremely low” (10 to 7 segments out of the 50). The major segment group is “Middle American Families” (84-90% of the population; except for the Washington Ave area where it is 26%), with “Working Urban Families” being the single largest individual segment (41-69%).

“Middle American Families” includes the follow lifestyle segments: (#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 and (#28) Building Country Families.²²

Elyria itself is urban. So it contains only a limited number of those categorized with the “country” lifestyles (16, 25, 28). But there are rural elements to the communities immediately to the east and south of Elyria (North Ridgeville, Eaton Township, Grafton and LaGrange) that turn to Elyria for commerce and business. And, of course, Elyria is the county seat for legal and governmental matters. Since the “country” lifestyles listed above are part of the “Middle American Families” group, too, they share natural affinities with the urban or suburban “Middle American Families” lifestyles that are so predominant in Elyria. This means that ministries at Emmanuel that are responsive to the lifestyles of “Middle American Families” in Elyria are potentially attractive to “Middle American Families” in the rural

²⁰ Those born between 1982-2001. Called “Millennials” because they came of age at the time of the new millennium. Also called the “First Global Generation.” They are the products of “Soccer moms” and a much more “hands-on” and engaged parenting style. See Percept’s “Sourcebook” page 50 for a fuller description.

²¹ Those born between 1943-1960. Called “Boomer” because they were part of a “baby boom” immediately after WWII. They came of age rebelling against their parents. See Percept’s “Sourcebook” page 49-50 for a fuller description.

²² See Appendix 1.

areas to the east and south of us, too. However, as these rural urbanize, they will probably develop their own ministry centers. This is already happening with *Spirit of Joy*, the new ELCA mission in North Ridgeville.

5. What about seniors?

Seniors have an “above average” presence in all of the areas of Elyria’s east side (11-15% of the population versus 7% nationally) except for the University Oaks/Chestnut area where their presence is about average (8%). Seniors in Elyria mainly include the following lifestyle segments: (#20) Cautious and Mature; (#21) Mature and Stable; (#22) Mature and Established; (#30) Urban Senior Life.²³ With less than one percent affluent in Elyria and only five percent rural, very few seniors on the east side of Elyria are (#7) Prosperous and Mature or (#31) Mature Country Families, which are the other two lifestyles in the “Seniors” lifestyle group.

6. How many local residents are involved in their faith?

In the city of Elyria, 85% are likely to express a preference for some particular religious tradition or affiliation, with the vast majority being for “Historic Christian” Groups (81% versus 77% nationally), some for Non-“Historic Christian” Groups (4% versus 8% nationally), and the rest indicating no preference (15% versus 15% nationally). The preference for Lutheran is slightly above average (9.0% versus 7.2% nationally). Thus, Elyria is “Lutheran-friendly” territory.

In most areas in Elyria about a third are “strongly involved,” a third “somewhat involved,” and a third “not involved” in their faith tradition. Faith receptivity and involvement is “somewhat high” in the South & Near West area and the West Park area and it is “somewhat lower” in the Washington Ave area.

7. What are the major household concerns in our local service area?

Throughout Elyria, “Child Care” and “Food” are clearly the top two in all areas. The top six household concerns for Elyria as a whole are “Child Care,” “Food,” “Stress,” “Marriage,” “Schools” and “Time for Leisure.” In the Eastern half of Elyria “Food” is listed as a major concern in the Prospect, St. Jude and Washington Ave areas, but not in the Eastern Heights, Northeast, and University Oaks/Chestnut areas. In those last three areas, “Aging Parents” and “Parenting Skills” are a greater concern than providing adequate food. In the Washington Ave area “Finding Companionship” and “Educational Objectives” are the top two concerns, which makes sense because this is the one area on the east side where a significant concentration of the “Up & Coming” live. On the west side, “Child Care,” “Food,” “Employment,” “Racial/Ethnic prejudice,” “Alcohol/Drug Abuse,” “Teen/Child Issues,” “Divorce,” and “Housing” are also rated as major household concerns.

Nationally, the major household concerns of the primary lifestyle segments present in Elyria are:

²³ See Appendix 2.

Lifestyle Segment	Major Household Concerns ²⁴
#9 – Educated Working Families	Finding Life Direction, Aging Parent Care, Long-Term Financial Security, Companionship, Educational Objectives and Personal Health
#10 – Suburban Mid-Life Families	Child Care, Time for Recreation/Leisure, Retirement Opportunities, Parenting Skills and Long-Term Financial Security
#11 – Young Suburban Families	Parenting Skills, Divorce, Fulfilling Marriage, Retirement Opportunities, Good School and Time for Recreation/Leisure
#17 – Large Young Families	Neighborhood Gangs, Parenting Skills, Finding Spiritual Teaching, Teen/Child Problems, Adequate Food and Day-to-Day Financial Worries
#18 – Working Urban Families	Racial/Ethnic Prejudice, Educational Objectives, Time for Recreation/Leisure, Affordable Housing, Adequate Food and Abusive Relationships
#20 – Cautious and Mature	Better Healthcare, Finding a Good Church, Personal Health, Health Insurance, Neighborhood Crime and Safety, Neighborhood Gangs
#21 – Mature and Stable	Better Healthcare, Adequate Food, Health Insurance, Finding Spiritual Teaching, Neighborhood Crime and Safety
#22 – Mature and Established	Neighborhood Gangs, Retirement Opportunities, Finding a Good Church, Health Insurance, and Alcohol/Drug Abuse
#23 – Established Empty-Nesters	Adequate Food, Personal Health, Health Insurance, Companionship, Retirement Opportunities and Better Health Care
#30 – Urban Senior Life	Better Health Care, Racial/Ethnic Prejudice, Health Insurance, Personal Health, Neighborhood Crime and Safety, and Neighborhood Gangs

On the eastern half of Elyria and in the Westwood area, Community Stress is “Very Low” to “Somewhat Low.” This is indicated by a relatively low number of those below the poverty level (\$15,000), single mother households, and adults who dropped out of high school. In the South & Near West, Southwest, West Park, and Midway Mall areas the Community Stress is “Somewhat High” to “Very High.” This is indicated by a relatively high number of those below the poverty level (\$15,000), single mother households, and adults who dropped out of high school. In Elyria as a whole, Community Stress is “Somewhat Low.”

²⁴ Taken from the U.S. Lifestyle Segment Descriptions in Percept’s “Sourcebook,” pages 83-104.

Family Structure is “Somewhat Traditional” in the Eastern Heights, Northeast, University Oaks/Chestnut, and Westwood areas; “Mixed” in the Prospect area; “Somewhat Non-Traditional” in the St. Jude and Washington Ave areas; “Very Non-Traditional” in the West Park area; and “Extremely Non-Traditional” in the South & Near West, Southwest and Midway Mall areas. “Traditional” means households consisting of two persons, married to each other, with or without children. “Non-traditional” means a family with a related male or female head of household and no spouse of the householder present OR a household with two or more unrelated persons living together. It is not clear how households with a single male or female fit it. In the Eastern Heights, Northeast and University Oaks/Chestnut areas 74-75% of households consist of a married couple with kids as compared to 69% nationally and 62% for Elyria as a whole. In the South & Near West, Southwest and Midway Mall areas only 40-42% of households consist of a married couple with kids. In these areas more than the national average are Single Moms (46-49% versus 23% nationally), Single Dads (9-11% versus 7% nationally) and Divorced/Widowed (24-34% versus 16% nationally). Overall, Elyria’s Family Structure is “Somewhat Non-Traditional.”

The Education Level of Elyria as a whole is “Very Low.” While 81.2% 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 only 13.0% of those over 25 versus 24.4% in the U.S. The only area where the Education Level is “Somewhat High” is in the Washington Ave area where 85.1% of those over 25 are high school graduates and 30.9% are college graduates. The only two areas where the Education Level is “Average” are Eastern Heights and Northeast Elyria. In Eastern Heights 90.3% of adults over 25 are high school graduates and 26.1% are college graduates. In the Northeast area, 91.3% are high school graduates and 19.9% are college graduates. In the St. Jude, South & Near West, Southwest & West Park areas those over 25 who are college graduates are 7-9%.

8. What are the Church Program Preferences of our local service area?

For Elyria, preferences for church programming which are the most above the national average are most likely to be “Divorce Recovery Programs,” “Church Sponsored Day-School,” “Twelve-Step Programs,” and “Marriage Enrichment Opportunities.” The individual areas break down as follows:

- “Divorce Recovery” and “Church Sponsored Day-School” in every area.
- “Twelve-Step Programs” in the St. Jude, Washington Ave, Southwest, West Park, Westwood and Midway Mall areas.
- “Marriage Enrichment Opportunities” are mentioned in all areas on the East side and the Westwood area.
- “Sports and/or Camping Programs” in Eastern Heights, Northeast Elyria, and the University Oaks/Chestnut areas.
- “Daycare” in the Prospect and Midway Mall areas.
- “Spiritual Retreats” in the South & Near West, West Park, and Midway Mall areas.
- “Social Services” in the South & Near West area.
- “Programs for the Terminally Ill” and their families in the Southwest area.

Nationally, the Church Program Preferences of the primary lifestyle segments present in Elyria are:

Lifestyle Segment	Preferences for Church Programming and Characteristics ²⁵
#9 – Educated Working Families	Cultural Programs, Divorce Recovery Programs, Adult Theological Discussion Groups, Food Resources, Twelve-Step Programs, Traditional/Formal Worship and Somber/Serious Architecture
#10 – Suburban Mid-Life Families	Divorce Recovery Programs, Marriage Enrichment Opportunities, Parent Training Programs, and Participatory Music
#11 – Young Suburban Families	Marriage Enrichment Opportunities, Parent Training Programs, Family Activities, and Sports/Camping
#17 – Large Young Families	Church Sponsored Day School, Marriage and Enrichment Opportunities, Youth Social Programs, Daycare Services, and Family Activities
#18 – Working Urban Families	Marriage Enrichment Opportunities, Daycare Services, Twelve-step Programs, Church Sponsored Day School, Youth Social Programs, and Personal or Family Counseling
#20 – Cautious and Mature	Active Retirement Programs, Care for the Terminally Ill, Bible Study and Prayer Groups, Adult Theological Discussion Groups, and Spiritual Retreats
#21 – Mature and Stable	Active Retirement Programs, Spiritual Retreats, Bible Study and Prayer Groups, Adult Theological Discussion Groups, Care for the Terminally Ill, and Cultural Programs
#22 – Mature and Established	Active Retirement Programs, Twelve-Step Programs, Care for the Terminally Ill, Bible Study and Prayer Groups, and Adult Theological Discussion Groups
#23 – Established Empty-Nesters	Spiritual Retreats, Food Resources, Care for the Terminally Ill, Active Retirement Programs, and Emotional Worship
#30 – Urban Senior Life	Active Retirement Programs (ranks number one of all segments), Care for the Terminally Ill, Divorce Recovery Programs, Daycare Services, and Adult Theological Discussion Groups

9. What are the “architectural” and “worship” preferences of our local ministry area?

In Elyria, 20% prefer “Traditional” worship, 26% prefer “Contemporary” worship, and 53% prefer a combination of “Both” or have no preference. Musically, 23% prefer “Traditional” music, 20% prefer “Contemporary” music, and 57% prefer a combination of “Both” or have no preference. Architecturally, 27% prefer “Traditional” architecture, 16% prefer “Contemporary” architecture, and 57% prefer “Both” or have no preference. This is pretty consistent in all areas of Elyria and matches the national averages.

²⁵ Taken from the U.S. Lifestyle Segment Descriptions in Percept’s “Sourcebook,” pages 83-104.

The two source questions that were asked for “Worship” were: Do you prefer worship which is “Emotionally uplifting,” “Intellectually challenging,” or “Both”? Do you prefer worship which is “Traditional/Formal/Ceremonial,” “Contemporary/Informal,” or “Both”?

The two source questions that were asked for “Music” were: Do you prefer music which is “Traditional,” “Contemporary,” or “Both”? Do you prefer music which is “Performed by others,” “Participatory,” or “Both”?

The two source questions that were asked for “Architecture” were: Do you prefer church architecture which is “Traditional,” “Contemporary,” or “Both”? Do you prefer church architecture which is “Somber/serious,” “Light and airy,” or “Both”?²⁶

In Elyria, the major preference in all these areas is clearly “Both” with a slight bias to “Contemporary” worship and “Traditional” music and a strong bias to “Traditional” architecture.

10. What is the “Giving Potential” of our local ministry area?

The Giving Potential for Elyria as a whole is “Somewhat Low” compared to the national average. This is based on the likely contribution behavior of the lifestyle segments in the area and the fact that the Average Household Income for Elyria is \$54,170, which is 18.7% lower than the national average of \$66,670.

In Eastern Heights and Northeast Elyria the Giving Potential is “Average.” Eastern Heights has an Average Household Income of \$65,722, and Northeast Elyria has an Average Household Income of \$67,482.

In three areas, the Giving Potential is “Very Low.” The Average Household Income of the Southwest area is \$36,637, the South & Near West is \$40,408, and the Midway Mall area is \$44,804.

Currently, most of Emmanuel’s membership comes from areas where the Giving Potential is “Average.” Very few are located where the Giving Potential is “Very low.”

11. What is the population density and population trends in and around Elyria?²⁷

The population density of Elyria is “High” compared to the national average. In other words, Elyria is “urban” and the residential areas within the city limits are fully developed. There is basically no new housing development within the city of Elyria itself, except for the area east of Hwy 57 and north of Chestnut and the proposal to develop housing on the Spring Valley Golf and Athletic Club property around the golf course in the Northeastern area of Elyria.

²⁶ Percept “Sourcebook,” page 45

²⁷ On the one hand, these projections should be used with some caution since they were probably generated before the burst of the housing bubble. On the other hand, Elyria is pretty well developed and so population change due to “new construction” in the city limits is not a major factor.

Over the past two decades (1990 to 2008), the population of Elyria has slowly declined by -1.8% while the population of the U.S. as a whole grew by +21.0%. In the next five years, the population is projected to remain stable (less than 1% growth), while the U.S. population is projected to grow by +4.6%

The areas that have seen the greatest growth from 1990 to 2008 are University Oaks/Chestnut (+46.9%), Prospect (+12.2%) and St. Jude (+11.8%). In the next five years growth in these areas is projected to be slower: University Oaks/Chestnut (+6.9%), Prospect (+0.6%) and St. Jude (+1.7%). During the same period of time the U.S. population is projected to grow +4.6%.

The areas that have seen the greatest decline from 1990 to 2008 are Westwood (-14.6%), West Park (-12.3%), Northeast Elyria (-10.1%), and South and Near West (-8.3%). The next five years the change in these areas is projected to be: Westwood (+4.6%), West Park (-4.6%), Northeast Elyria (+0.6%), and South and Near West (+1.5%).

Despite the tremendous growth of new homes in the communities around Elyria (Sheffield, Avon, North Ridgeville, Eaton Township, Grafton & LaGrange), Emmanuel has very few “new members” from these areas. Those members who do live in these communities tend to be those who had some previous contact with Emmanuel while in Elyria and then moved out, or who have some family/friend connection at Emmanuel.

12. What is the ELCA doing to respond to population trends?

While there is an ELCA congregation in Avon Lake (Christ), there are no ELCA congregations in Avon. The ELCA should have established a new mission in Avon years ago before the land prices got to be too high. Both Redeemer Lutheran (in the northeastern corner of Elyria across from Lorain Community College) and Christ (Avon Lake), and perhaps to some extent Prince of Peace (Westlake), have historically seen Avon as part of their local ministry areas. However, “New Avon” is shaping up to be its own community, and anecdotal evidence suggests people in Avon are often reluctant to cross community lines when it comes to places to worship.

Not to get caught short a second time, the ELCA is establishing a new mission in North Ridgeville called “Spirit of Joy.” The mission developer is Pastor Glenn Zimmermann, an energetic and spirited missionary who started early in 2008. This mission is holding worship in a leased space on Center Ridge Road (the site of the Lutheran Brethren Church). This mission will have some overlap with Prince of Peace (Westlake) on the east and Emmanuel on the west, just like Emmanuel has some overlap with Redeemer.

Officials at Lorain Community College have already noted that there is a difference between the new developments on the east side of Lorain County (like Avon Lake and Avon) and the developments in the southern part of the county (like Grafton and LaGrange). The eastern developments tend to be more upscale, closer together, fast-paced, home less often, and oriented towards Cleveland. They tend to show little interest in the two old, urban centers of Lorain County, namely, Lorain and Elyria. In the southern part they tend to be more relaxed, laid back, home based, spread out, family and country oriented. They still connect with Elyria as a major business and shopping area.

The one area of Elyria with which Emmanuel may potential have some future ties is the new housing going in off of Chestnut Road east of Hwy 57. Residents there would have easy access to Emmanuel by coming down Chestnut Road.

Appendix 1: Middle American Families Life-style Group

Lifestyle Segment ²⁸	General Characteristics
#9 – Educated Working Families	<p>Closely tracks the national average in most categories. Slightly above average in married households, children between 5 and 17, household size, education, and median household income. Many are married couples between 45 and 59 years of age, who own detached single-family homes. Nearly two-thirds work in white-collar occupations and they are more likely than average to be in executive, managerial and professional specialty positions. Nearly 80% own their own home with a property value above the national average. This segment has a high concentration of do-it-yourselfers and a very high share of purchases is used for home improvement and car repairs. They often go to upscale restaurants. Primary media source is the radio. A significant larger percentage than average is strongly involved with their faith, believe in God, and believe that God is actively involved in the world including nations and their governments. More than average tend to be Orthodox, Congregational, Adventist, Jewish, Lutheran and Episcopal. The segment ranks above average in contributions to religious organizations and charities, but below average in contributions to educational institutions.</p>
#10 – Suburban Mid-Life Families	<p>This group, among the highest in median income, is represented by above average numbers of adults age 35 to 69. These household are typically married couples with few if any children living at home. The group ranks high in the number of households which receive retirement income, and is above average in every white collar occupation category. Almost all own their own home and tend to have a great deal invested in it. Faith involvement is at or somewhat below the national average. More than average tend to be Congregational, Catholic, Presbyterian/Reformed, Orthodox, New Age and Unitarian/Universalist. The segment ranks above average in contributions to religious organizations, charities and educational institutions.</p>
#11 – Young Suburban Families	<p>One of the younger overall segments, its ranks high in the number of persons living in family households, number of households with three or more workers, and the number of working women with children. These households are generally persons between the age of 40 and 49 years old with children. Many of these children are less than 17 years old. More than half of these individuals are high school graduates or above, and workers are split in near-average proportions of white and blue collar occupations. They rank top in administrative support and protective service occupations. Popular activities range from home improvement to bowling and include boating, camping, and in-line skating. They prefer television to either radio or magazines. Faith involvement levels match the national average. More than average tend to be Eastern Religions, Mormon, Catholic, Lutheran and Orthodox. These households contribute significantly more to charities than average, less to educational institutions, and about the same to religious organizations.</p>

²⁸ From Percept “Sourcebook” pages 82-104.

Lifestyle Segment ²⁸	General Characteristics
#16 – Established Country Families	<p>This mainly rural segment has fewer young adults and seniors than most, with an above average number of married individuals. They are typically married couples between the ages of 45 and 49 with children present in the home. Virtually all households have vehicles (often three or more). Median household income is somewhat above average, which education beyond high school is below average. Blue collar occupations account for half of all workers, with the segment ranking first in the number of precision production and crafts personnel. Over 82% own their own homes and almost 15% live in mobile homes (twice the national average). They rank first in ownership of riding lawn mowers, chain saws and trucks. These households enjoy outdoor activities such as hunting and camping. They tend to own motor homes, boats, rifles and fishing equipment. They listen to country music and read fishing and hunting magazines. Faith involvement tracks very close to the national average. More than average tend to be Adventist, Congregational, Methodist, Lutheran and Presbyterian/Reformed. This segment contributes more to religious organizations and less to charities and educational institutions than average.</p>
#17 – Large Young Families	<p>One of the youngest segments, this segment is one of the highest in the number of children age 0 to 14. In fact, the segment is above average in all age groups below 40 and is among the lowest for individuals 50 or older. They are more likely than average to be under age 39. They live primarily in urban and suburban areas. They are more likely than average to be renters or to live in a single detached house. Median household income is somewhat above average, but the large average household size contributes to a per capita income, which is significantly less than average. The segment ranks high in the number of personnel on active duty in the armed services, and has above average numbers of workers in blue collar categories. They like to eat at quick service hamburger restaurants and play video games. Individuals in this segment are far more likely to be heavily involved with their faith than the national average. More than average tend to be Mormon (ranks number one of all the segments), New Age, Holiness, Non-Denominational and Jehovah's Witness. Contributions to religious organizations and charities are below the national average, while contributions to educational institutions are slightly above.</p>
#18 – Working Urban Families	<p>This primarily urban segment is spread across all age groups with slight over-representation of young families with children. They are slightly more likely than average to be married persons between 35 and 44 years of age with one or two children. Their incomes are average while their educations are somewhat below average. They tend to work in precision production, crafts, and administrative support positions. Many own their own homes and their median property value is below the national average. Many of these households enjoy bingo, bowling and home delivery meals, such as pizza. They often have personal loans for home improvement projects. Faith involvement is somewhat lower than average. More than average tend to be Unitarian/Universalist, Pentecostal, Eastern Religions, Lutheran and Catholic. Contributions to religious organizations are about average, while contributions to charities and educational institutions are less.</p>

Lifestyle Segment ²⁸	General Characteristics
#23 – Established Empty-Nesters	<p>With high numbers of people age 60 and older; this segment ranks high in households receiving retirement income and in employment in sales, technical support and administrative support categories. These are primarily households of older couples or singles, with no children. Most of them are likely to be 55 years of age or older and there is a high likelihood of being over 70. They are found in the greatest concentrations around the Great Lakes Region and in the Midwest. Medium household income is only slightly below the national average, though more than half of adults have no education beyond a high school diploma. Most households are owner occupied, and an unusually high number of housing units were built in the 1940s and 1950s. Many are civilian veterans. They like to stay active and enjoy doing things themselves, including minor home improvements and automobile oil changes. Their media choices are often home and garden oriented. Faith involvement is about the same as the national average. More than average tend to be New Age, Orthodox, Lutheran, Catholic, Pentecostal and Unitarian/Universalist. Contributions range from above average for religious organizations to below average for educational institutions.</p>
#25 – Working Country Consumers	<p>Once located primarily in rural areas, this segment is evenly split between urban and rural populations. It consists of persons of all ages, with income and education somewhat below average. Blue collar employment is high, as are precision production and craft occupations. Over two-thirds of all homes are single-unit structures and mobile homes make up a noticeable percentage of the total. They enjoy dining out, ordering home delivery meals, and frequently shop convenience stores. They prefer country music and outdoor magazines. While strong faith involvement is only slightly below the national average, a significantly higher percentage than average say they are not involved. More than average then to be Pentecostal, Holiness, Mormon, Baptist or Methodist.</p>
#28 – Building Country Families	<p>One third of the adults in this segment have not graduated from high school. Median households income, property value and vehicle ownership are below the national average. Above average are the number of divorcees, single-parent families and families with one or more workers. These households are almost as likely to be rural as urban. This segment is often on the road, eats on the go, and is likely to frequent fast food restaurants and convenience stores. They enjoy reading magazines and watching prime time television. Strong faith involvement and belief in God are far above the national average. More than average tend to be Adventist, Eastern Religions, Baptist, Congregational and Holiness. Contributions to charities, religious organizations and educational institutions are below average.</p>

Appendix 2: Senior Lifestyle Group

Lifestyle Segment ²⁹	General Characteristics
#20 – Cautious and Mature	<p>This segment is well above average for population over 55. Most are older singles and couples with no children living with them. Households receiving retirement income is well above the national average and median household income is very near the national average. Most housing structures are single family units, and almost half of the housing is more than 35 years old. Television viewing habits are especially strong for Sunday Mid-Day programs and all News Specials, although they are the number one segment in indicating their primary media preference as local newspapers. This segment is more likely to be members of a fraternal order, civic or veterans club. They drive large, American made cars. They enjoy prime time television and are likely to read mature market magazines. Strong faith involvement is above the national average, though less than average have become more involved with their faith in the past ten years. Far more of this segment than average feel that the changing racial/ethnic face of America is a threat to our national heritage. More than average tend to be New Age, Presbyterian/Reformed, Methodist and Jehovah’s Witness. This segment ranks near the bottom of all segments for having changed religious affiliations in the last ten years.</p>
#21 – Mature and Stable	<p>This segment is mainly urban, but with a significant rural component. Almost a third of individuals in this segment are age 55 or over, and about the same percentage of households are single individuals. An overwhelming majority of the adult females in this segment live without children. They are more likely than average to live in non-family households or group quarters. Education, income and home ownership are all very close to the national average. They are likely to own or lease a Buick and have their oil changed at gas station. They watch a great deal of television, particularly during the daytime. Strong faith involvement is well above the national average. Although fewer than average indicate that they have become more involved with faith in the past ten years, it’s also true that fewer than average have become less involved. More than average tend to be Orthodox, New Age, Jewish, Congregational, Unitarian/Universalist and Jehovah’s Witness. When it comes to preferred leadership style, individuals in this segment would definitely rather be left on their own without interference from a leader. And donations to religious organizations, charities and educational institutions are all below the national average.</p>
#22 – Mature and Established	<p>While the median household income in this segment is only slightly below average, one in ten households is below the poverty level. There is also a below average number of multiple-worker families, and one in five households receives some form of retirement income. The segment ranks high in the number of adults in their 60s, especially in the 70 to 85+ age range. They frequent restaurants like Bob Evan’s, Cracker Barrel and Friendly’s. They have their social security directly deposited and are likely to have annuities. Individuals in this segment are more likely to be involved with their faith than the national average. More than average are Adventist, Lutheran, Holiness, Pentecostal, Mormon and Methodist. Contributions to religious organizations are slightly above the national average, while contributions to educational institutions and charities are slightly above.</p>

²⁹ From Percept “Sourcebook” pages 82-104.

Lifestyle Segment ²⁹	General Characteristics
#30 – Urban Senior Life	<p>Primarily urban, this segment is number one in persons 55 years of age and older. They rank first in all age ranges between 60 and 84 years and have the highest median age among the segments. They are seniors living in one-unit attached and multi-unit housing units and are one to two person households. Most are homeowners and the value of their home is above the national average. Children are present in only a very low percentage of these households. This segment ranks first in the percentage of households receiving some form of retirement income, nearly one-third of all families contain no workers, and twenty percent of all individuals are veterans of service in the armed forces. These households are likely to travel domestically fifteen or more nights a year and to have taken a cruise in the last three years. Many live or winter in Florida and Arizona. They enjoy mature market magazines and special television programming. More than half of these households have funds in certificates of deposit. Significantly more than average believe that church and religious organizations should provide more human services, while less believe the changing racial/ethnic face of America is a threat to our national heritage. Faith involvement is near the national average in all categories. More than average are Jewish, Episcopal, Congregational, Lutheran, New Age and Holiness.</p>

Appendix 3: FirstView 2008 All Areas

	USA	5 Mile Radius	Eastern Hts	Northeast Elyria	Prospect	University Oaks Chestnut	St. Jude	Washington Ave
Current Population		86,446	4,921	9,669	6,696	4,029	4,588	1,683
Change 1990 to 08	+ 21.0%	+ 3.1%	+ 6.6%	0.1%	+ 12.2%	+ 46.9%	+ 11.8%	+ 1.5%
2008-2013 projection	+ 4.6%	+ 2.6%	+1.0%	+ 0.6%	0.6%	+ 6.9%	+ 1.7%	+ 3.5%
Sprawl	25%		High: 57%	High: 50%	Swht High: 40%	High: 50%	Very High: 80%	High:67 %
Lifestyle Diversity	High	High	Very Low	Very Low	Extremely Low	Very Low	Extremely Low	Extremely Low
Lifestyle Segments	50	35	10	10	7	10	7	8
Affluent	15%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Middle American Fam	31%	64%	84%	87%	86%	90%	85%	26%
Young & Coming	15%	7%	<1%	1%	<1%	<1%	<1%	59%
Rural	13%	5%	<1%	<1%	<1%	1%	3%	<1%
Senior	7%	11%	15%	11%	13%	8%	12%	14%
Ethnic/Urban Div.	18%	13%	1%	<1%	<1%	1%	<1%	1%
Working Urban Families		25.1%	41.1%	42.2%	69.0%	40.4%	52.6%	54.2%
Racial/ethnic Diversity		Low	Very Low	Very Low	Somewhat Low	Somewhat Low	Very Low	Very Low
Anglos	66%	82.3%	91.2%	87.8%	86.4%	88.1%	93.0%	94.0%
Others	34%	17.7%	8.8%	12.2%	13.6%	11.9%	7.0%	6.0%
Major Minority	Hispanic 12%	African-Am 9.5%	Hispanic 3.5%	African-Am 5.7%	African-Am 7.8%	African-Am 6.9%	African-Am 2.3%	African-Am 2.2%
Gen Z (0 to 6)	9%	9%	9%	8%	10%	10%	8%	7%
Millenials (7 to 26)	28%	26%	27%	25%	27%	27%	25%	24%
Survivors (27 to 47)	29%	29%	29%	28%	32%	31%	32%	28%
Boomers (48 to 65)	21%	22%	22%	25%	20%	21%	20%	24%
Silents (66 to 83)	10%	10%	10%	12%	9%	9%	11%	14%
Builders (84 & up)	2%	2%	3%	2%	2%	2%	3%	3%
Average Age	37.3	38.2	38.1	39.5	36.5	37.0	38.8	41.3

	USA	5 Mile Radius	Eastern HTs	Northeast Elyria	Prospect	University Oaks Chestnut	St. Jude	Washington Ave
Family Structure		Non-Trad	Somewhat Trad	Somewhat Trad	Mixed	Somewhat Trad.	Swht Non-Trad	Swht Non-Trad
Single (never married)	27%	25%	22%	20%	22%	20%	23%	23%
Divorced/Widowed	16%	19%	15%	14%	19%	17%	22%	26%
Married	57%	56%	63%	66%	59%	63%	55%	51%
Single Moms	23%	27%	19%	19%	23%	19%	23%	14%
Single Dads	7%	8%	5%	5%	7%	6%	8%	14%
Married with kids	69%	64%	74%	75%	68%	75%	67%	70%
Education Level		Very Low	Average	Average	Very Low	Somewhat Low	Very Low	Somewhat High
High School Grad	80.4%	81.7%	90.3%	91.3%	83.1%	85.4%	84.1%	85.1%
College Grad	24.4%	12.9%	26.1%	19.9%	14.0%	16.7%	9.5%	30.9%
Household Concerns exceeding National Average		Child Care Food Stress Marriage Schools Time for Leisure	Child Care Time for Leisure Marriage Stress Schools Aging Parents	Child Care Marriage Leisure Stress Schools Parenting	Child Care Stress Food Marriage School Parenting Skills	Child Care Marriage Leisure Schools Stress Parenting	Child Care Food Stress Marriage Leisure Schools	Companionship Educational Obj Stress Leisure Food Housing
The Basics	24%	24%	24%	24%	25%	24%	25%	24%
Family Problems	11%	12%	11%	11%	12%	11%	12%	11%
Community Problems	16%	15%	15%	15%	15%	15%	15%	15%
Hopes & Dreams	30%	31%	32%	33%	31%	33%	31%	31%
Spiritual/Personal	15%	15%	15%	15%	15%	15%	15%	15%
Community Stress		Somewhat Low	Very Low	Very Low	Somewhat Low	Somewhat Low	Somewhat Low	Very Low
Below Poverty (\$15K)	13%	11%	6%	6%	12%	11%	9%	13%
Single Mother HH's	23%	27%	19%	19%	23%	19%	23%	14%
Adult HS Dropouts	20%	11%	9%	9%	17%	15%	16%	15%
Resistance to Change		Somewhat High	Somewhat Low	Somewhat Low	Somewhat Low	Somewhat Low	Somewhat Low	Somewhat Low
Faith receptivity		Average	Average	Average	Average	Average	Average	Average
Not Involved	35%	35%	36%	36%	36%	37%	36%	39%
Somewhat Involved	30%	31%	31%	31%	31%	31%	31%	31%
Strongly Involved	35%	33%	33%	32%	33%	32%	33%	30%

	USA	5 Mile Radius	Eastern HTs	Northeast Elyria	Prospect	University Oaks Chestnut	St. Jude	Washington Ave
Avg Household Income	\$66,670	\$56,915	\$65,722	\$67,482	\$56,715	\$60,580	\$50,744	\$57,080
Giving Potential		Somewhat Low	Average	Average	Somewhat Low	Somewhat Low	Swht Low	Swht Low
Trad. vs. Contemp.		Both	Both	Both	Swht Contemp	Both	Both	Both
Worship	20%/26%	21%/26%	22%/27%	21%/27%	20%/27%	21%/27%	20%/27%	21%/26%
Music	24%/20%	23%/20%	24%/21%	24%/21%	23%/21%	24%/21%	23%/21%	23%/20%
Architecture	27%/16%	27%/16%	28%/17%	27%/17%	27%/16%	27%/17%	27%/16%	25%/16%
Church Programs		Divorce Recovery Day-School 12 Step Marriage Enrich	Divorce Recovery Day-School Marriage Enrich Sports/Camp ping	Day-School Divorce Recovery Marriage Enrich Sports/Camp ing	Divorce Recovery Day-School Marriage Enrich Daycare	Day School Divorce Recovery Marriage Enrich Sports/Camp ping	Divorce Rec overy Day School Twelve Step Marriage Enrich	Divorce Rec overy Day School Twelve Step Marriage Enrich
Spiritual	25%	24%	23%	23%	23%	23%	23%	23%
Personal	10%	11%	11%	11%	11%	11%	11%	10%
Community/Soc. Ser.	20%	21%	21%	21%	22%	21%	22%	22%
Recreation	38%	37%	38%	38%	37%	39%	37%	38%
Historic Christian Pref.	77%	81%	82%	82%	82%	82%	82%	80%
Lutheran Pref.	7.2%	9.0%						

	USA	5 Mile Radius	South & Near West Area	Southwest	West Park	Westwood	Midway Mall
Current Population		86,446	9,824	4,361	8,031	1,504	2,764
Change 1990 to 08	+ 21.0%	+ 3.1%	- 8.3%	+ 3.5%	- 12.3%	- 14.6%	+ 7.3%
2008-2013 projection	+ 4.6%	+ 2.6%	- 0.9%	+ 1.5%	- 4.6%	+ 4.6%	+ 1.1%
Sprawl	25%		High: 50%	Average: 25%	High: 60%	Very High: 100%	High: 50%
Lifestyle Diversity	High	High	Swht High	Swht High	Swht High	Extremely Low	Extremely Low
Lifestyle Segments	50	35	18	12	12	6	9
Affluent	15%	<1%	<1%	<1%	<1%	<1%	<1%
Middle American Fam	31%	64%	35%	22%	36%	74%	9%
Young & Coming	15%	7%	<1%	39%	<1%	<1%	80%
Rural	13%	5%	2%	2%	20%	2%	1%
Senior	7%	11%	5%	13%	9%	24%	8%
Ethnic/Urban Div.	18%	13%	57%	25%	35%	<1%	2%
Working Urban Families		25.1%	Surviving Urban Diversity 29.0%	Reliable Young Starters 38.6%	Laboring Country Families 19.3%	46.8%	New Beginning Urbanites 77.4%
Racial/ethnic Diversity		Low	Average	Average	Average	Low	Swht High
Anglos	66%	82.3%	65.7%	68.0%	68.3%	91.6%	76.5%
Others	34%	17.7%	34.3%	32.0%	31.7%	8.5%	23.6%
Major Minority	Hispanic 12%	African-Am 9.5%	African-Am 24.4%	African-Am 22.7%	African-Am 22.9%	Hispanic 3.6%	African-Am 11.1%
Gen Z (0 to 6)	9%	9%	12%	13%	9%	6%	8%
Millenials (7 to 26)	28%	26%	29%	28%	29%	22%	21%
Survivors (27 to 47)	29%	29%	29%	31%	31%	28%	31%
Boomers (48 to 65)	21%	22%	18%	18%	19%	27%	23%
Silents (66 to 83)	10%	10%	9%	8%	10%	14%	14%
Builders (84 & up)	2%	2%	4%	2%	2%	3%	3%
Average Age	37.3	38.2	36.0	34.5	36.6	42.7	41.3

	USA	5 Mile Radius	South & Near West Area	Southwest	West Park	Westwood	Midway Mall
Family Structure		Non-Trad	Extremely Non-Trad	Extremely Non-Trad	Very Non-Trad	Swht Trad	Extremely Non-Trad
Single (never married)	27%	25%	33%	33%	30%	26%	25%
Divorced/Widowed	16%	19%	26%	24%	20%	16%	34%
Married	57%	56%	41%	41%	50%	58%	37%
Single Moms	23%	27%	46%	49%	33%	13%	47%
Single Dads	7%	8%	10%	9%	10%	9%	11%
Married with kids	69%	64%	42%	40%	54%	58%	40%
Education Level		Very Low	Very Low	Very Low	Very Low	Very Low	Very Low
High School Grad	80.4%	81.7%	75.9%	77.45%	73.7%	82.1%	79.2%
College Grad	24.4%	12.9%	7.0%	7.6%	5.8%	12.2%	10.6%
Household Concerns exceeding National Average		Child Care Food Stress Marriage Schools Time for Leisure	Food Child Care Housing Employment Racial/Ethnic Prejudice Alcohol/Drug Abuse	Food Child Care Alcohol/Drugs Companionship Racial/Ethnic Prejudice Housing	Child Care Food Alcohol/Drugs Employment Teen/Child Issues Racial/Ethnic Prejudice	Child Care Food Divorce Stress Alcohol/Drugs School	Food Housing Child Care Education Companionship Leisure
The Basics	24%	24%	26%	25%	25%	25%	25%
Family Problems	11%	12%	12%	11%	12%	12%	11%
Community Problems	16%	15%	16%	15%	16%	15%	15%
Hopes & Dreams	30%	31%	27%	30%	29%	31%	30%
Spiritual/Personal	15%	15%	15%	15%	15%	15%	15%
Community Stress		Somewhat Low	Very High	Very High	Swht Hgih	Very Low	Swht High
Below Poverty (\$15K)	13%	11%	23%	20%	13%	5%	14%
Single Mother HH's	23%	27%	46%	49%	33%	13%	47%
Adult HS Dropouts	20%	11%	24%	22%	26%	18%	21%
Resistance to Change		Somewhat High	Somewhat High	Average	Swht High	Swht Low	Average
Faith receptivity		Average	Swht High	Average	Swht High	Average	Average
Not Involved	35%	35%	33%	36%	32%	35%	37%
Somewhat Involved	30%	31%	31%	31%	32%	31%	32%
Strongly Involved	35%	33%	35%	32%	36%	34%	31%

	USA	5 Mile Radius	South & Near West Area	Southwest	West Park	Westwood	Midway Mall
Avg Household Income	\$66,670	\$56,915	\$40,408	\$36,637	\$48,174	\$56,010	\$44,804
Giving Potential		Somewhat Low	Very Low	Very Low	Swht Low	Swht Low	Very Low
Trad. vs. Contemp.		Both	Swht Trad	Swht Trad	Both	Both	Both
Worship	20%/26%	21%/26%	19%/24%	20%/25%	19%/25%	20%/26%	20%/25%
Music	24%/20%	23%/20%	23%/18%	23%/19%	23%/19%	23%/20%	22%/20%
Architecture	27%/16%	27%/16%	26%/15%	25%/16%	26%/15%	27%/15%	26%/16%
Church Programs		Divorce Recovery Day-School 12 Step Marriage Enrich	Divorce Recovery Spiritual Retreats Day School Social Services	Divorce Recovery 12 Step Day School Terminally Ill	Divorce Recover 12 Step Day School Spiritual Retreats	Divorce Recovery Day School Marriage 12 Step	12 Step Daycare Divorce Spiritual Retreats
Spiritual	25%	24%	26%	24%	26%	24%	24%
Personal	10%	11%	10%	10%	10%	11%	10%
Community/Soc. Ser.	20%	21%	23%	22%	22%	21%	23%
Recreation	38%	37%	35%	37%	36%	37%	35%
Historic Christian Pref.	77%	81%	80%	80%	81%	82%	80%
Lutheran Pref.	7.2%	9.0%					