

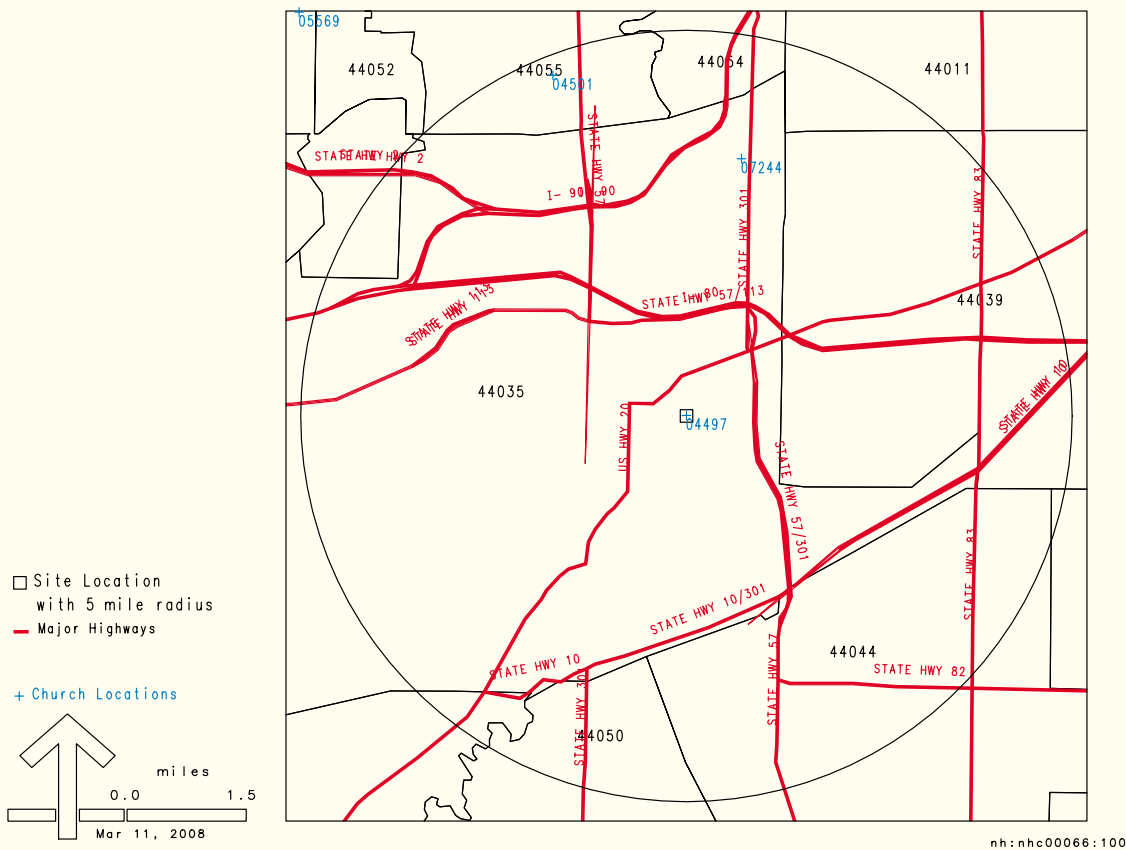
People and Place ... pgs 2 & 4

Community Issues ... pgs 3 & 5

Faces of Diversity ... pgs 2 & 4

Faith Preferences ... pgs 3 & 6

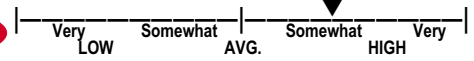
Study Area with Zip Codes



People and Place

P1 PROJECTED POPULATION DENSITY

SOMEWHAT HIGH



P2 PROJECTED POPULATION CHANGE

LOW GROWTH



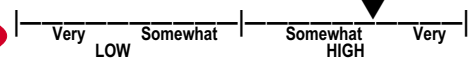
P3 POPULATION DISTRIBUTION

HIGHLY DISPERSED



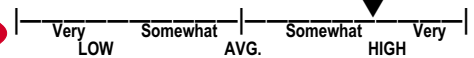
P4 DIVERSITY

VERY HIGH



P5 AREA DYNAMIC LEVEL

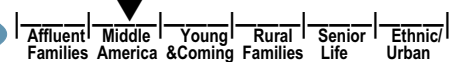
VERY HIGH



Faces of Diversity

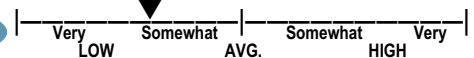
D1 U.S. LIFESTYLES GROUP

MIDDLE AMERICAN FAMILIES



D2 NON-ANGLO POPULATION

SOMEWHAT LOW



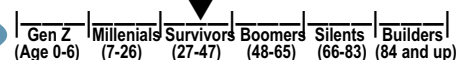
D3 FASTEST RACIAL/ETHNIC GROWTH

ASIANS



D4 GENERATION

SURVIVORS



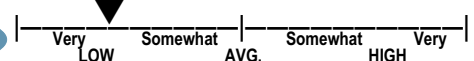
D5 FAMILY STRUCTURE

SOMEWHAT NON-TRADITIONAL



D6 EDUCATION

VERY LOW



Community Issues

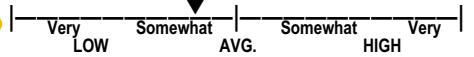
C1 PRIMARY CONCERNS

HOPES & DREAMS



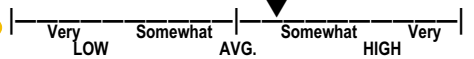
C2 RISC LEVEL (Stress Conditions)

SOMEWHAT LOW



C3 POTENTIAL RESISTANCE TO CHANGE

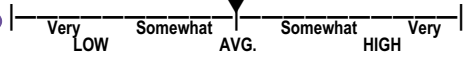
SOMEWHAT HIGH



Faith Preferences

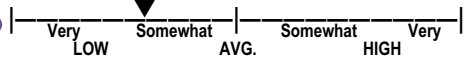
F1 FAITH RECEPTIVITY

AVERAGE



F2 FINANCIAL SUPPORT POTENTIAL

SOMEWHAT LOW



F3 CHURCH STYLE

BOTH



F4 CHURCH PROGRAM PREFERENCE

RECREATION



F5 LUTHERAN PREFERENCE

SOMEWHAT HIGH





People and Place Detail

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

Currently, there are 86,597 persons residing in the defined study area. This represents an increase of 2,584 or 3.1% since 1990. During the same period of time, the U.S. as a whole grew by 21.0%. (see MAP page 4)

Population History & Projection	1990 Census	2000 Census	2008 Update	2013 Projection
Study Area	84,013	83,446	86,597	88,822

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

Yes, between 2008 and 2013, the population is projected to increase by 2.6% or 2,225 additional persons. During the same period, the U.S. population is projected to grow by 4.6%. (see MAP page 4)

Population Change	Actual Change From 1990 to 2000	Actual Change From 2000 to 2008	PROJECTED Change From 2008 to 2013
Study Area	-1%	4%	3%
U.S. AVERAGE	13%	7%	5%

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

In the study area, the top three quarters of the population resides in approximately 51% of the geographical area. In the U.S. as a whole and in the average community, the top 75% of the population resides in just 25% of the populated geographical area. In comparison, the study area population is *highly dispersed* within the overall area.

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

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

P5: How dynamic is the study area?

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

Faces of Diversity Detail

D1: How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very high* with 35 of the 50 U.S. Lifestyles segments represented. Of the six major segment groupings, the largest is referred to as *Middle American Families* which accounts for 64.0% of the households in the area. The top individual segment is *Working Urban Families* representing 25.1% of all households. (see MAP pages 13 and 14)

Households By U.S. Lifestyles Group	Affluent Families	Middle American Families	Young and Coming	Rural Families	Senior Life	Ethnic & Urban Diversity
Study Area	< 1%	64%	7%	5%	11%	13%
U.S. AVERAGE	15%	31%	15%	13%	7%	18%

D2 & D3: How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 82.3% of the population and all other racial/ethnic groups make up just 17.7% which is well below the national average of 34%. The largest of these groups, *African-Americans*, accounts for 9.5% of the total population. *Asians* are projected to be the fastest growing group increasing by 28.2% between 2008 and 2013. (see MAP pages 4 and 7)

Population By Race/Ethnicity	Anglo	African-American	Hispanic	Asian	Native Am. and Other
Study Area	82%	10%	5%	1%	3%
U.S. AVERAGE	66%	12%	15%	4%	3%

D4: What are the major generational groups represented?

The most significant group in terms of numbers and comparison to national averages is *Survivors* (age 27 to 47) who make up 29.4% of the total population in the area compared to 29.5% of the U.S. population as a whole. (see MAP page 4)

Population By Generation	Gen Z 0 to 6	Millenials 7 to 26	Survivors 27 to 47	Boomers 48 to 65	Silents 66 to 83	Builders 84 & up
Study Area	9%	26%	29%	22%	10%	2%
U.S. AVERAGE	9%	28%	29%	21%	10%	2%

Faces of Diversity Detail (cont.)

D5: Overall, how traditional are the family structures?

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

Population By Marital Status (15 and older)	Single (never married)	Divorced or Widowed	Married
Study Area	25%	19%	56%
U.S. AVERAGE	27%	16%	57%

D6: How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 81.7% 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 12.9% of those over 25 in the area versus 24.4% in the U.S. (see MAP page 8)

Households with Children by Marital Status	Single Mothers	Single Fathers	Married Couples
Study Area	27%	8%	64%
U.S. AVERAGE	23%	7%	69%

Adult Population By Education Completed	Less than High School	High School	Some College	College Graduate	Post Graduate
Study Area	18%	39%	30%	9%	4%
U.S. AVERAGE	20%	29%	27%	16%	9%

Community Issues Detail

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

Concerns which are likely to exceed the national average include: *Child Care, Adequate Food, Dealing with Stress, Achieving a Fulfilling Marriage, Good Schools and Time for Recreation/Leisure*. As an overall category, concerns related to *Hopes & Dreams* are the most significant based upon the total number of households and comparison to national averages. (see MAP page 16)

Households By Primary Concerns Group	The Basics	Family Problems	Community Problems	Hopes and Dreams	Spiritual/Personal
Study Area	24%	12%	15%	31%	15%
U.S. AVERAGE	24%	11%	16%	30%	15%

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

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

Regionally Indexed Stress Conditions (RISC)	Households Below Poverty (\$15,000)	Households with Children: Single Mothers	Adult Pop.: High School Dropouts	Primary Concerns: The Basics	Primary Concerns: Family Problems	Primary Concerns: Community Problems
Study Area	11%	27%	18%	24%	12%	15%
U.S. AVERAGE	13%	23%	20%	24%	11%	16%

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

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

Population By Age and Diversity	Average Age	Overall Lifestyle and Racial/Ethnic Diversity
Study Area	38.2	8
U.S. AVERAGE	37.3	5



Faith Preferences Detail

F1: What is the likely faith receptivity?

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

Households By Faith Involvement Level	Not Involved	Somewhat Involved	Strongly Involved
Study Area	35%	31%	33%
U.S. AVERAGE	35%	30%	35%

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

Based upon the average household income of \$56,915 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see MAP page 4 and 17)

Households By Religious Giving Potential	Average Annual Household Income	Households Contributing More Than \$500 per Year to Churches
Study Area	\$56,915	31%
U.S. AVERAGE	\$66,670	31%

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

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

Households By Church Styles Preferences	Worship: Traditional	Music: Traditional	Architecture: Traditional	Worship: Contemporary	Music: Contemporary	Architecture: Contemporary
Study Area	21%	23%	27%	26%	20%	16%
U.S. AVERAGE	20%	24%	27%	26%	20%	16%

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

Church program preferences which are likely to exceed the national average include: *Divorce Recovery Programs, Church Sponsored Day-School, Twelve-Step Programs and Marriage Enrichment Opportunities*. As an overall category, programs related to *Recreation* are the most significant based upon total number of households and comparison to national averages. (see COMPASS page 2)

Households By Church Program Preference Category	Spiritual Development	Personal Development	Community/Social Services	Recreation
Study Area	24%	11%	21%	37%
U.S. AVERAGE	25%	10%	20%	38%

F5: How likely are people to express a Lutheran preference?

In the study area, 9.0% of the households are likely to express a Lutheran preference, somewhat above the national average of 7.2%. (see MAP page 15)

Households By Religious Preference	No Preference	Non-"Historic Christian" Groups	"Historic Christian" Groups
Study Area	15%	4%	81%
U.S. AVERAGE	15%	8%	77%