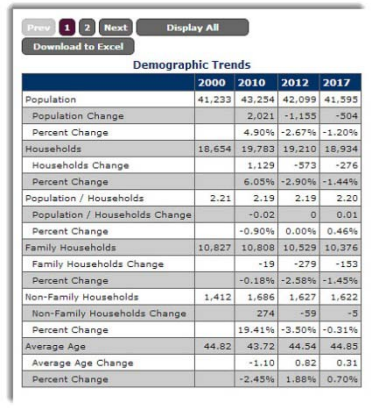
10 Effective Ministry Applications

peopleview System by MissionInsite

MissionInsite Church Demographics Specialists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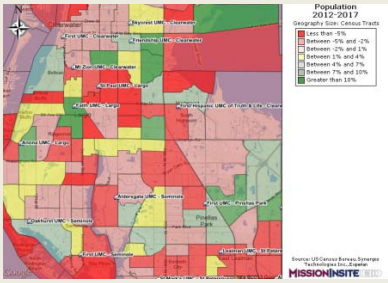
Demographic Trends

	2000	2010	2012	2017
Population	41,233	43,254	42,099	41,595
Population Change		2,021	-1,155	-504
Percent Change		4.90%	-2.67%	-1.20%
Households	18,654	19,783	19,210	18,934
Households Change		1,129	-573	-276
Percent Change		6.05%	-2.90%	-1.44%
Population / Households	2.21	2.19	2.19	2.20
Population / Households Change		-0.02	0	0.01
Percent Change		-0.90%	0.00%	0.46%
Family Households	10,827	10,808	10,529	10,376
Family Households Change		-19	-279	-153
Percent Change		-0.18%	-2.58%	-1.45%
Non-Family Households	1,412	1,686	1,627	1,622
Non-Family Households Change		274	-59	-5
Percent Change		19.41%	-3.50%	-0.31%
Average Age	44.82	43.72	44.54	44.85
Average Age Change		-1.10	0.82	0.31
Percent Change		-2.45%	1.88%	0.70%

quad-ren-ni-um project

StoryView

Significant Indicators of Religious Beliefs, Preferences & Practices


Population 2012-2017

Geography Size: Census Tracts

Less than -5%
Between -5% and -2%
Between -2% and 1%
Between 1% and 4%
Between 4% and 7%
Between 7% and 10%
Greater than 10%

Source: US Census Bureau, Synergos Technologies Inc., Esperian

MISSIONINSITE

1. **Determine Best Ministry Opportunities** – Discovery of Ministry Opportunities using MissionInsite's **PeopleView System^{tm}** tools built on Google Maps.

2. **Answer Strategic Ministry Questions by Neighborhood** – Where are the Families in Our Ministry Area? What Neighborhoods Are Growing? What is The Stewardship Potential in Your Ministry Area?

3. **Understand Population Trends BEFORE They Happen With Always Current Demographic Information from STI Pop Stats –** Accepted as a Premier Demographic Forecaster by Companies like Kroger and Walgreens. Information Is Updated Twice Each Year Including the 2010 Census, Current Year Estimates, 5 Year Projections and 10 Year Forecasts.

4. **Make Informed Ministry Decisions Based Upon LOCAL Religious Preferences, Practices and Beliefs** – MissionInsite's Quadrennium Project: An National Survey of American Religious Preferences, Practices and Beliefs. The Only Current Religious Information at Community Level Available to Local Churches.

5. **Identify and Reach Households in Your Ministry Area With MOSAIC USA Lifestyle Segmentation by Experian** – A Global Segmentation Network Classifying More than 1 Billion People Worldwide in More than 30 Countries, Updated Annually. The 71 Distinct MOSAIC Household Types Provide the Richest Lifestyle Information Available Today. Tom Bandy's ***Mission Impact Guide*** Suggests Ministry Applications for each MOSAIC Household Type.

6. **Target Specific Demographic Groups With Opportunity Scan** – The Leading Tool http://missioninsite.com/about-us/client-list/for Regional Mission Opportunity Analysis – Down to the Block Group Level (Approx. 1500 Persons). Create Maps and Data Tables With "Top Ten" Ministry Target Areas.

7. **Small Group Development, Mission Locations and Satellite Ministry Opportunities With Congregant Plot** – A Secure System for Local Churches to View and Identify Church Members and Visitors on a Map. Employ Analysis Tools For Small Group Ministry Development, Mission Location and Satellite Ministries Opportunities.

8. **Create Neighborhood Thematic Maps** – Create and Print Custom Neighborhood Maps from More Than 76 Demographic Variables To Graphically Display Mission Reality.

9. **Create Customizable Reports** – Choose Only What You Want: Ultimate Flexibility in Selecting Strategic Report Variables for Specific Ministry Applications.

10. **Generate Demographic Information In Seconds With Report Wizard –** Easy Access to Current Information for Any Geographic Area in seconds. Choose from **QuickInsite**, **ExecutiveInsite, FullInsite or Impressions** Reports.

Enjoy exploring your ministry area and discovering new mission opportunities!

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