

Step One: DESCRIBE the "Story" of your study area.

Given your knowledge of the study area, answer the following questions. If you are in a group, please answer **without** consultation with other participants.

POPULATION TRENDS

Population/Households/Families	
Population	
Population Change	_____
Percent Change	_____
Average Annual Change	_____
Households	
Households Change	_____
Percent Change	_____
Average Annual Change	_____
Population / Households	
Population / Households Change	_____
Percent Change	_____
Families	
Families Change	_____
Percent Change	_____
Average Annual Change	_____

What is the population of your study area? _____

Is the population projected to grow or decline? _____

By what percentage? _____

By how many households? _____

AGE TRENDS

What is the average age in the area? _____

Is the area growing older or younger? _____

Age	
Average Age	
Average Age Change	_____
Percent Change	_____

INCOME TRENDS

Income	
Average Household Income	
Average Household Income Change	_____
Percent Change	_____
Per Capita Income	
Per Capita Income Change	_____
Percent Change	_____

What is the Average Household Income? _____

Is the Ave. Household Income Growing or Declining? _____

GENERATIONAL TRENDS

Which group has the largest presence in the area? _____

Which group has the smallest presence in the area? _____

Which group has the greatest growth change projected? _____

Which group has the greatest decline projected? _____

Phase of Life	
Before Formal Schooling: Ages 0 to 4	
Required Formal Schooling: Ages 5 to 17	
College/Career Starts: Ages 18 to 24	
Singles and Young Families: Ages 25 to 34	
Families and Empty Nesters: Ages 35 to 54	
Enrichment Years Singles/Couples: Ages 55	
Retirement Opportunities: Age 65 and over	

RACIAL/ETHNIC TRENDS

What is the Racial/Ethnic percentage of each group? _____

Which group has the highest projected growth? _____

Which group is projected to have the greatest decline? _____

Racial/Ethnic Trends
White (Non-Hisp)
Black/African American (Non-Hisp)
Hispanic or Latino
Asian (Non-Hisp)
Pac Is/Am Ind/Alaska Nat/Oth (Non-Hisp)
Two or more races (Non-Hisp)

LIFESTYLE TRENDS

Who is your neighbor? Describe BRIEFLY the characteristics of the top 3 people groups in your study area.



- Examples:
- Young College Age Singles – Starting Careers
 - Senior Retired Adults – Leisure lifestyle
 - Working Families – Low Income
 - Families With Children – Upper Income



Given these examples, how would you describe the people groups in your study area?

Group 1:

Group 2:

Group 3:

Step Two: DISCOVER the "Story" of your study area.

- In small groups of no more than 5 persons, create a group consensus of the study area TRENDS based upon the individual responses to the questions in Step One.
- Please record the TRENDS consensus on a sheet of newsprint. Your newsprint should include POPULATION TRENDS, AGE TRENDS, INCOME TRENDS, GENERATIONAL TRENDS, RACIAL/ETHNIC TRENDS and LIFESTYLE TRENDS.
- Each small group should share their consensus report with all participants gathered. The newsprint sheets should be posted for all to see following each presentation.
- Return to the small groups and distribute the study area QuickInsite Report to each participant.
- Using the QuickInsite Report and the small group consensus report, each small group should spend 10 minutes reflecting upon the discussion questions provided below.
- Following the small group discussion, each group will move on to STEP THREE in the process.

Discussion Questions:

1. Are there any surprises after comparing the group consensus reports with the QuickInsite Report?
List them:

_____	_____
_____	_____
_____	_____

2. Are there any confirmations of what was believed to be true about the study area?
List them:

_____	_____
_____	_____
_____	_____

Step Three: *DETERMINE Your Mission Opportunity*

Regardless of theological tradition, God's people are called to "Go into all the world and preach the good news to all creation." Mark 15:15 NIV. Discovering mission opportunity begins by asking "Who is my Neighbor?" In Step One, we discovered the "story" of our mission area. In Step Two, we began to think about ways to connect to the ministry area around us.

Continuing in your small group, answer the following questions.

1. Reflecting on the "Story" of the people living within your study area, create a list of at least 3 significant "life concerns" that might likely be present in the population represented. Another way to ask the question might be; "What are their needs?"

Examples:

- Our community has a large number of families with children, but with seemingly low income. They may have need for low cost daycare services or help with finding employment.
- Our community has a growing number of more affluent retirement age families. There may be opportunities for senior ministries around leisure issues including travel.
- Our community shows a five year trend of increasing Hispanic population. There may be opportunities for the development of Hispanic ministries such as Spanish speaking worship or classes that teach "English as a second language."

A. _____

B. _____

C. _____

2. What are the ways that our congregation is like the people of our study area? Name no more than 3.
List them:

If this question resulted in easily identifying a significant number of ways in which our congregation is like our community, which two of our present ministries might best reach people in our study area?

How might we strengthen these ministries?

3. What are the ways that our congregation is different than the people of our study area? Name no more than three.
List them:

If this question resulted in indentifying a significant number of ways in which our congregation is different than our community, name at least two potential new ministries that might best reach the people in our study area?

4. Given the Discoveries above, list the next steps necessary to integrate these discoveries into the ministry of our congregation.

- a.

- b.

- c.

- d.

- e.

- f.

- g.
