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

<table>
<thead>
<tr>
<th>Population/Households/Families</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
</tr>
<tr>
<td>Population Change</td>
<td></td>
</tr>
<tr>
<td>Percent Change</td>
<td></td>
</tr>
<tr>
<td>Average Annual Change</td>
<td></td>
</tr>
<tr>
<td><strong>Households</strong></td>
<td></td>
</tr>
<tr>
<td>Households Change</td>
<td></td>
</tr>
<tr>
<td>Percent Change</td>
<td></td>
</tr>
<tr>
<td>Average Annual Change</td>
<td></td>
</tr>
<tr>
<td><strong>Population / Households</strong></td>
<td></td>
</tr>
<tr>
<td>Population / Households Change</td>
<td></td>
</tr>
<tr>
<td>Percent Change</td>
<td></td>
</tr>
<tr>
<td><strong>Families</strong></td>
<td></td>
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<tr>
<td>Families Change</td>
<td></td>
</tr>
<tr>
<td>Percent Change</td>
<td></td>
</tr>
<tr>
<td>Average Annual Change</td>
<td></td>
</tr>
</tbody>
</table>

- 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? ________________

### INCOME TRENDS

<table>
<thead>
<tr>
<th>Income</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Average Household Income</strong></td>
<td></td>
</tr>
<tr>
<td>Average Household Income Change</td>
<td></td>
</tr>
<tr>
<td>Percent Change</td>
<td></td>
</tr>
<tr>
<td><strong>Per Capita Income</strong></td>
<td></td>
</tr>
<tr>
<td>Per Capita Income Change</td>
<td></td>
</tr>
<tr>
<td>Percent Change</td>
<td></td>
</tr>
</tbody>
</table>

- What is the Average Household Income? ________________
- Is the Ave. Household Income Growing or Declining? ________________

### GENERATIONAL TRENDS

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

- 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? ________________
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? ____________

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 identifying 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. __________________________________________________________________