

# ministry area profile 2009

Frederick MD Percept  
7722 Edgewood  
Frederick, MD 21702

**Study Area Definition:**  
5.0 Mile Radius





Prepared For:  
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Coordinates: 39:24.79 77:25.36  
Date: 9/6/2009

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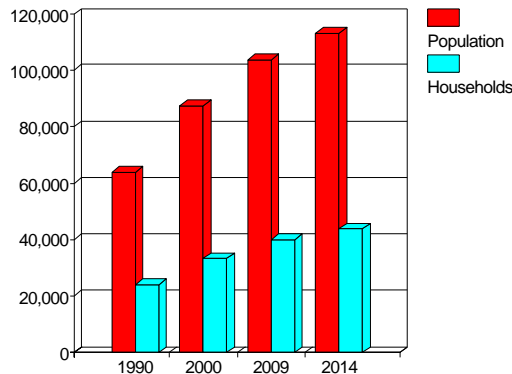
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 103,676 persons residing in the defined study area. This represents an increase of 39,813 or 62.3% since 1990. During the same period of time, the U.S. as a whole grew by 22.3%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2009 and 2014, the population is projected to increase by 9.0% or 9,369 additional persons. During the same period, the U.S. population is projected to grow by 4.9%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**  
**A** The lifestyle diversity in the area is *extremely high* with a considerable 37 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Suburban Mid-Life Families* representing 19.1% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**  
**A** Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 67.5% of the population and all other racial/ethnic groups make up 32.5% which is slightly below the national average of 35%. The largest of these groups, *African-Americans*, accounts for 14.9% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 44.2% between 2009 and 2014. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**  
**A** The largest age group in terms of numbers is *Survivors* (age 28 to 48) comprised of 35,623 persons or 34.4% of the total population in the area. Compared to a national average of 29.4%, *Survivors* are also the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**  
**A** The area can be described as *somewhat traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**  
**A** Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 86.6% 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 31.7% of those over 25 in the area versus 24.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**  
**A** Concerns which are likely to exceed the national average include: *Time for Recreation/Leisure, Parenting Skills, Satisfying Job/Career, Better Quality Healthcare, Aging Parent Care* and *Long-term Financial Security*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**  
**A** Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *about average* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**  
**A** Based upon the average household income of \$80,809 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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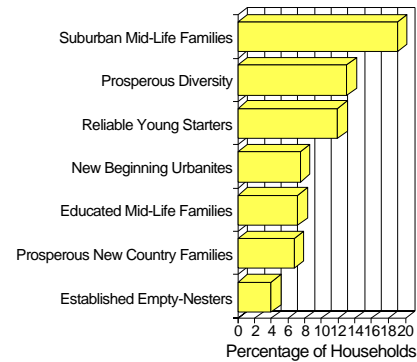
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### Population and Households

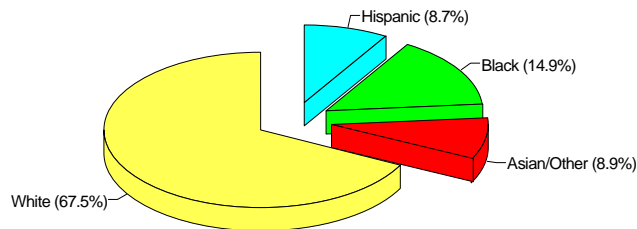


The population in the study area has increased by 16404 persons, or 18.8% since 2000 and is projected to increase by 9369 persons, or 9.0% between 2009 and 2014. The number of households has increased by 6617, or 19.8% since 2000 and is projected to increase by 3819, or 9.6% between 2009 and 2014.

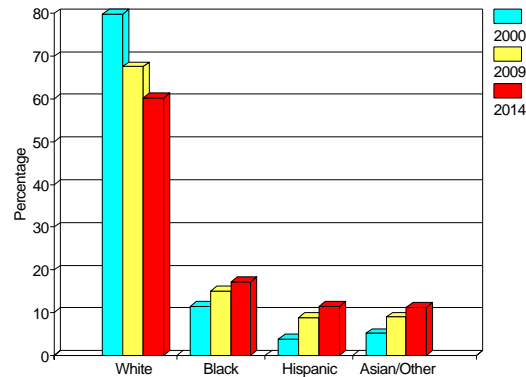
### Primary U.S. Lifestyles Segments-2009



### Population By Race/Ethnicity-2009

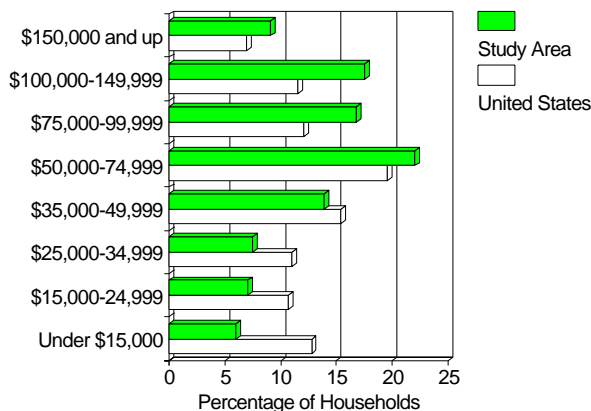


### Population By Race/Ethnicity Trend

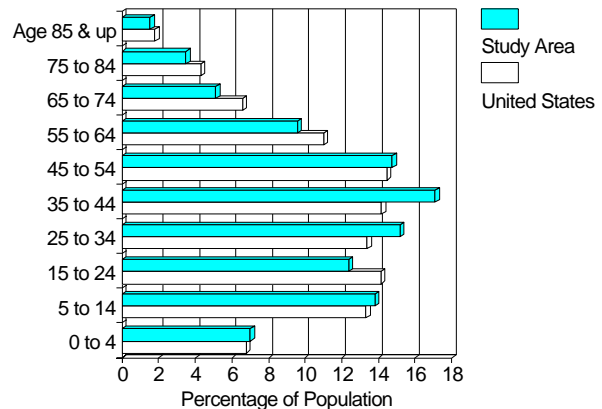


Between 2009 and 2014, the White population is projected to decrease by 1900 persons and to decrease from 67.5% to 60.2% of the total population. The Black population is projected to increase by 3914 persons and to increase from 14.9% to 17.2% of the total. The Hispanic/Latino population is projected to increase by 3981 persons and to increase from 8.7% to 11.5% of the total. The Asian/Other population is projected to increase by 3374 persons and to increase from 8.9% to 11.1% of the total population.

### Households By Income-2009



### Population by Age-2009

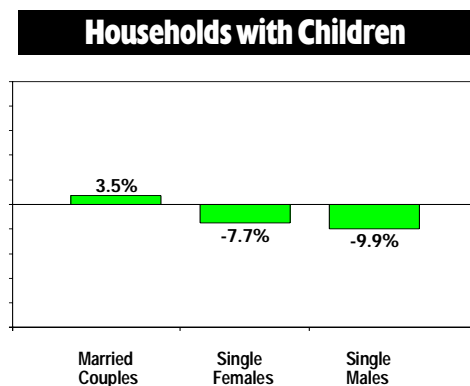
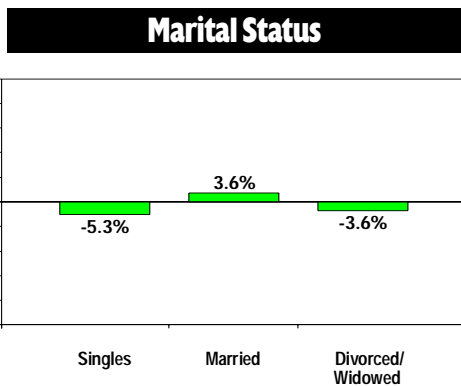
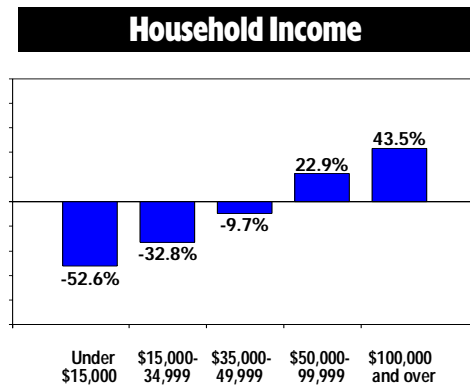
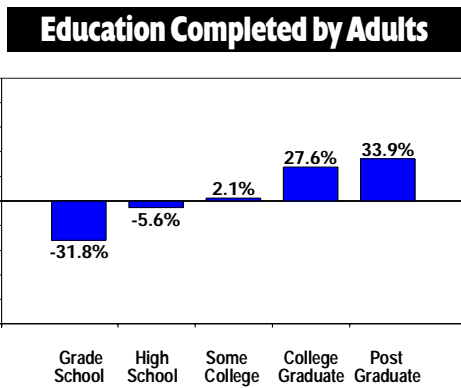
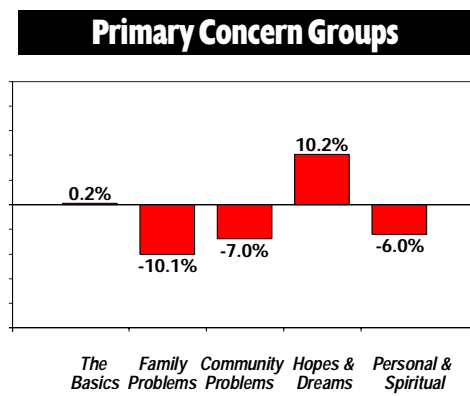
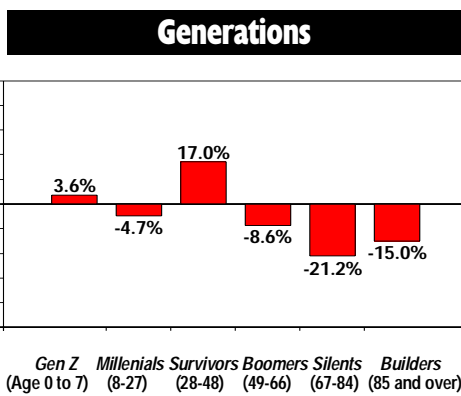
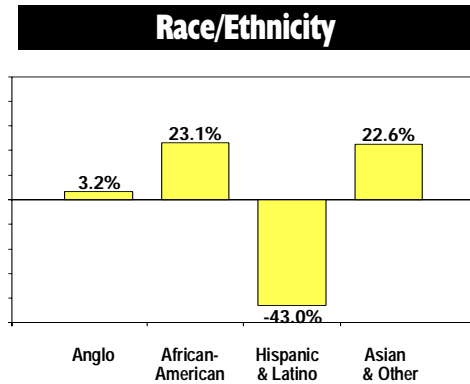
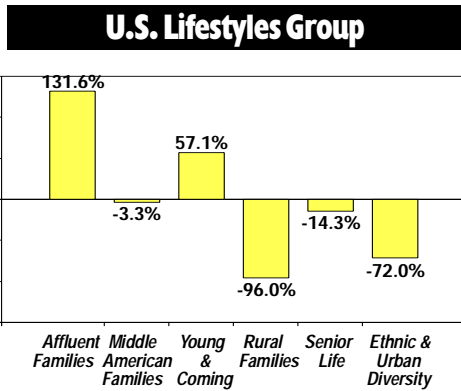


The average household income in the study area is \$80809 a year as compared to the U.S. average of \$67918. The average age in the study area is 36.2 and is projected to increase to 37.4 by 2014. The average age in the U.S. is 37.5 and is projected to increase to 38.3 by 2014.

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POPULATION				
	1990 Census	2000 Census	2009 Update	2014 Projection
▲ Indicates a consistent upward trend				
↓ Indicates a consistent downward trend				
▲ <b>Population</b>	63,863	87,272	103,676	113,045
Population Change		23,409	16,404	9,369
Percentage Change		36.7%	18.8%	9.0%
↓ Average Annual Growth Rate		3.7%	2.1%	1.8%
▲ <b>Density (Pop. per square mile)</b>	813	1,111	1,320	1,439
HOUSEHOLDS				
▲ <b>Households</b>	24,114	33,352	39,969	43,788
Household Change		9,238	6,617	3,819
Percentage Change		38.3%	19.8%	9.6%
↓ Average Annual Growth Rate		3.8%	2.2%	1.9%
↓ Persons Per Household	2.57	2.54	2.52	2.51

POPULATION BY RACE/ETHNICITY						
	2000 Census		2009 Update		2014 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	69,681	79.8%	69,990	67.5%	68,090	60.2%
▲ African-American (Non-Hisp)	9,939	11.4%	15,486	14.9%	19,400	17.2%
▲ Hispanic/Latino	3,252	3.7%	9,000	8.7%	12,981	11.5%
▲ Asian/Other (Non-Hisp)	4,401	5.0%	9,201	8.9%	12,575	11.1%

POPULATION BY GENDER						
	2000 Census	2009 Update	2009 Update	2009 Update	2014 Projection	2014 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	44,947	51.5%	53,147	51.3%	57,852	51.2%
▲ Male	42,326	48.5%	50,529	48.7%	55,194	48.8%

POPULATION BY GENERATION						
	2000 Census	2009 Update	2009 Update	2009 Update	2014 Projection	2014 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ <b>Generation Z</b> (Born 2002 and later)	0	0.0%	11,538	11.1%	19,821	17.5%
↓ Millennials (Born 1982 to 2001)	24,065	27.6%	27,351	26.4%	29,543	26.1%
Survivors (Born 1961 to 1981)	28,678	32.9%	35,620	34.4%	36,136	32.0%
↓ Boomers (Born 1943 to 1960)	21,525	24.7%	19,852	19.1%	20,075	17.8%
↓ Silents (Born 1925 to 1942)	9,061	10.4%	7,712	7.4%	6,689	5.9%
↓ Builders (Born 1924 and earlier)	3,944	4.5%	1,606	1.5%	782	0.7%

AGE			
	2000 Census	2009 Update	2014 Projection
▲ <b>Average Age</b>	35.0	36.2	37.4
▲ <b>Median Age</b>	35.0	36.6	38.2

INCOME			
	2000 Census	2009 Update	2014 Projection
▲ <b>Average Household Income</b>	\$63,893	\$80,809	\$93,147
▲ <b>Median Household Income</b>	\$55,281	\$69,260	\$78,709
▲ <b>Per Capita Income</b>	\$24,417	\$31,153	\$36,081

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**HOUSEHOLDS BY INCOME**

▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census		2009 Update		2014 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	1,510	4.5%	3,644	9.1%	5,860	13.4%
▲ \$100,000 to \$149,999	3,675	11.0%	7,003	17.5%	9,207	21.0%
\$75,000 to \$99,999	4,865	14.6%	6,704	16.8%	7,101	16.2%
↓ \$50,000 to \$74,999	7,967	23.9%	8,806	22.0%	8,932	20.4%
↓ \$35,000 to \$49,999	5,837	17.5%	5,568	13.9%	5,026	11.5%
↓ \$25,000 to \$34,999	3,632	10.9%	3,005	7.5%	2,892	6.6%
↓ \$15,000 to \$24,999	3,084	9.2%	2,819	7.1%	2,499	5.7%
↓ Under \$15,000	2,782	8.3%	2,419	6.1%	2,272	5.2%

**POPULATION BY PHASE OF LIFE**

↓ Before Formal Schooling (Age 0-4)	6,733	7.7%	7,279	7.0%	7,681	6.8%
↓ Required Formal Schooling (5-17)	16,451	18.9%	18,695	18.0%	19,984	17.7%
▲ College Years, Career Starts (18-24)	6,707	7.7%	8,444	8.1%	10,119	9.0%
↓ Singles and Young Families (25-34)	14,650	16.8%	15,766	15.2%	14,068	12.4%
Families, Empty Nesters (35-54)	27,671	31.7%	33,023	31.9%	35,359	31.3%
▲ Enrichment Years Singles/Couples (55-64)	6,072	7.0%	9,942	9.6%	13,070	11.6%
Retirement Opportunities (65+)	8,989	10.3%	10,529	10.2%	12,765	11.3%

**POPULATION BY AGE (DETAIL)**

↓ Under 5 years	6,733	7.7%	7,279	7.0%	7,681	6.8%
↓ 5 to 9 years	7,037	8.1%	7,098	6.8%	7,643	6.8%
↓ 10 to 14 years	6,202	7.1%	7,195	6.9%	7,495	6.6%
▲ 15 to 17 years	3,212	3.7%	4,402	4.2%	4,846	4.3%
▲ 18 to 20 years	2,671	3.1%	3,531	3.4%	4,035	3.6%
21 to 24 years	4,036	4.6%	4,913	4.7%	6,084	5.4%
↓ 25 to 29 years	6,695	7.7%	7,451	7.2%	7,849	6.9%
↓ 30 to 34 years	7,955	9.1%	8,315	8.0%	6,219	5.5%
↓ 35 to 39 years	8,202	9.4%	8,302	8.0%	7,377	6.5%
▲ 40 to 44 years	7,799	8.9%	9,432	9.1%	10,360	9.2%
▲ 45 to 49 years	6,267	7.2%	8,238	7.9%	9,069	8.0%
▲ 50 to 54 years	5,403	6.2%	7,051	6.8%	8,553	7.6%
▲ 55 to 59 years	3,426	3.9%	5,743	5.5%	7,214	6.4%
▲ 60 to 64 years	2,646	3.0%	4,199	4.1%	5,856	5.2%
▲ 65 to 69 years	2,358	2.7%	3,028	2.9%	4,160	3.7%
70 to 74 years	2,374	2.7%	2,264	2.2%	2,835	2.5%
↓ 75 to 84 years	3,130	3.6%	3,631	3.5%	3,816	3.4%
▲ 85 or more years	1,127	1.3%	1,606	1.5%	1,954	1.7%

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	Number	Percent		
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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older</b>	67,301			
Single (Never Married)	17,262	25.6%	27.1%	95
Married	39,405	58.6%	56.5%	104
Divorced/Widowed	10,634	15.8%	16.4%	96
<b>Marital Status Females 15 and Older</b>	35,121			
Single (Never Married)	8,215	23.4%	24.1%	97
Married	19,941	56.8%	54.6%	104
Divorced/Widowed	6,965	19.8%	21.3%	93
<b>Marital Status Males 15 and Older</b>	32,180			
Single (Never Married)	9,047	28.1%	30.3%	93
Married	19,464	60.5%	58.6%	103
Divorced/Widowed	3,669	11.4%	11.2%	102
<b>FAMILY STRUCTURE</b>				
<b>Households By Type</b>	33,352			
Single Male	3,609	10.8%	11.0%	99
Single Female	5,104	15.3%	14.8%	103
Married Couple	17,637	52.9%	52.5%	101
Other Family - Male Head of Household	1,258	3.8%	4.1%	93
Other Family - Female Head of Household	3,383	10.1%	11.8%	86
▲ Non Family - Male Head of Household	<b>1,465</b>	<b>4.4%</b>	<b>3.4%</b>	<b>130</b>
Non Family - Female Head of Household	896	2.7%	2.4%	113
<b>Households With Children 0 to 18</b>	12,635			
Married Couple Family	9,014	71.3%	68.9%	103
Other Family - Male Head of Household	770	6.1%	6.8%	90
Other Family - Female Head of Household	2,709	21.4%	23.2%	92
Non Family	142	1.1%	1.1%	104
<b>Population By Household Type</b>	87,364			
Family Households	70,336	80.5%	82.2%	98
Non Family Households	14,464	16.6%	15.0%	110
Group Quarters	2,564	2.9%	2.8%	106



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type</b>	2,564			
Institutions	1,404	54.8%	52.2%	105
↓ College Dorm	429	16.7%	26.5%	63
▲ <b>Military</b>	<b>254</b>	<b>9.9%</b>	<b>4.6%</b>	<b>217</b>
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
Other	477	18.6%	16.7%	111
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity</b>	87,272			
White (Non-Hispanic)	69,681	79.8%	69.1%	116
African-American (Non-Hisp)	9,939	11.4%	12.0%	95
↓ Hispanic/Latino	3,251	3.7%	12.5%	30
↓ Native American (Non-Hisp)	200	0.2%	0.7%	31
↓ Asian (Non-Hisp)	2,435	2.8%	3.6%	77
↓ Hawaiian & Pacific Islander (Non-Hisp)	25	0.0%	0.1%	24
Other Races & Multiple Races (Non-Hisp)	1,786	2.0%	1.9%	105
<b>Asian Population By Race</b>	2,458			
Chinese	556	22.6%	22.6%	100
↓ Japanese	110	4.5%	7.8%	58
▲ <b>Indian</b>	<b>638</b>	<b>26.0%</b>	<b>16.4%</b>	<b>158</b>
▲ <b>Korean</b>	<b>407</b>	<b>16.6%</b>	<b>10.5%</b>	<b>157</b>
↓ Vietnamese	168	6.8%	11.0%	62
↓ Other Asian Races	579	23.6%	31.8%	74
<b>Hispanic/Latino Population By Race</b>	3,251			
White	1,400	43.1%	47.8%	90
▲ <b>African-American</b>	<b>153</b>	<b>4.7%</b>	<b>1.9%</b>	<b>253</b>
▲ <b>Native American</b>	<b>53</b>	<b>1.6%</b>	<b>1.0%</b>	<b>161</b>
▲ <b>Asian</b>	<b>23</b>	<b>0.7%</b>	<b>0.3%</b>	<b>240</b>
Other Races & Multiple Races	1,622	49.9%	49.0%	102
<b>Hispanic/Latino Population By Origin</b>	3,251			
↓ Mexican	885	27.2%	58.6%	46
▲ <b>Puerto Rican</b>	<b>632</b>	<b>19.4%</b>	<b>9.7%</b>	<b>201</b>
Cuban	95	2.9%	3.5%	83
▲ <b>Other Hispanic Origin</b>	<b>1,683</b>	<b>51.8%</b>	<b>28.4%</b>	<b>182</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 and over)</b>	83,186			
Pre-Primary (Public)	1,972	2.4%	2.3%	103
▲ Pre-Primary (Private)	<b>1,196</b>	<b>1.4%</b>	<b>1.1%</b>	<b>133</b>
Elementary/High School (Public)	13,936	16.8%	16.6%	101
↓ Elementary/High School (Private)	1,100	1.3%	1.9%	69
Enrolled in College	4,964	6.0%	6.5%	92
Not Enrolled in School	60,017	72.1%	71.6%	101
<b>Population By Education Completed (Age 25 and over)</b>	57,382			
↓ Elementary (Less than 9 years)	2,472	4.3%	7.5%	57
↓ Some High School (9 to 11 years)	5,197	9.1%	12.1%	75
High School Graduate (12 years)	15,501	27.0%	28.6%	94
Some College (13 to 15 years)	12,113	21.1%	21.0%	100
Associate Degree	3,917	6.8%	6.3%	108
▲ Bachelor's Degree	<b>11,377</b>	<b>19.8%</b>	<b>15.5%</b>	<b>128</b>
▲ Graduate Degree	<b>6,806</b>	<b>11.9%</b>	<b>8.9%</b>	<b>134</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over)</b>	46,243			
TOTAL WHITE COLLAR	31,341	67.8%	60.3%	112
▲ Executive and Managerial	<b>7,617</b>	<b>16.5%</b>	<b>13.5%</b>	<b>122</b>
Professional Specialty	5,674	12.3%	10.7%	115
▲ Technical Support	<b>5,986</b>	<b>12.9%</b>	<b>9.5%</b>	<b>136</b>
Sales	4,892	10.6%	11.2%	94
Administrative Support & Clerical	7,172	15.5%	15.4%	100
TOTAL BLUE COLLAR	14,902	32.2%	39.7%	81
Service: Private Households	1,140	2.5%	2.8%	88
Service: Protective	970	2.1%	2.0%	107
Service: Other	2,704	5.8%	6.8%	86
↓ Farming, Forestry & Fishing	96	0.2%	0.7%	28
↓ Precision Production and Craft	3,590	7.8%	12.4%	62
Operators and Assemblers	2,806	6.1%	5.5%	110
↓ Transportation and Material Moving	2,086	4.5%	6.1%	74
Laborers	1,510	3.3%	3.3%	100

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Date: 9/6/2009

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Frederick MD Percept  
7722 Edgewood  
Frederick, MD 21702

Study Area Definition:  
5.0 Mile Radius

Description	Study Area		U.S. Average	U.S. Comparative Index
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↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over)</b>	66,211			
Employed	47,056	71.1%	60.3%	118
↓ Unemployed	1,731	2.6%	3.7%	71
↓ Not in Labor Force	17,424	26.3%	36.1%	73
<b>Households With Families By Number of Workers</b>	22,278			
↓ No Workers	1,552	7.0%	12.7%	55
1 Worker	6,182	27.7%	30.4%	91
2 Workers	11,900	53.4%	45.0%	119
3 or more Workers	2,644	11.9%	11.9%	100
<b>Total Female Population By Work Status (Age 16 and over)</b>	34,584			
TOTAL WORKING	22,214	64.2%	54.2%	119
With No Children	13,914	40.2%	33.8%	119
▲ With Children Age 0 to 5 only	<b>1,912</b>	<b>5.5%</b>	<b>4.4%</b>	<b>125</b>
With Children Age 6 to 17 only	4,924	14.2%	12.4%	115
With Children Both Age 0 to 5 and 6 to 17	1,464	4.2%	3.6%	119
TOTAL NOT WORKING (UNEMPLOYED)	963	2.8%	3.3%	83
With No Children	620	1.8%	2.2%	82
With Children Age 0 to 5 only	119	0.3%	0.3%	99
↓ With Children Age 6 to 17 only	150	0.4%	0.6%	78
With Children Both Age 0 to 5 and 6 to 17	74	0.2%	0.3%	82
↓ TOTAL NOT IN THE LABOR FORCE	11,409	33.0%	42.5%	78
↓ With No Children	8,605	24.9%	32.9%	76
With Children Age 0 to 5 only	991	2.9%	2.7%	104
↓ With Children Age 6 to 17 only	995	2.9%	4.3%	67
With Children Both Age 0 to 5 and 6 to 17	818	2.4%	2.5%	93
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$17,603 for family of 4 in '00)</b>	33,352			
Above Poverty Line (Householder Age 0 to 64)	26,479	79.4%	69.5%	114
Above Poverty Line (Householder Age 65 and over)	5,070	15.2%	18.7%	81
↓ Below Poverty Line (Householder Age 0 to 64)	1,440	4.3%	9.4%	46
↓ Below Poverty Line (Householder Age 65 and over)	363	1.1%	2.4%	45
<b>Households By Presence of Retirement Income</b>	33,352			
With Retirement Income	5,342	16.0%	16.7%	96
Without Retirement Income	28,010	84.0%	83.3%	101

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<b>HOUSING</b>				
<b>Occupied Units By Type</b>	33,439			
Owner Occupied	21,818	65.2%	66.2%	99
Renter Occupied	11,620	34.7%	33.8%	103
Median Rent	\$738		\$657	112
<b>Vacant Units By Type</b>	1,669			
▲ For Rent	661	39.6%	25.7%	154
▲ For Sale	526	31.5%	13.7%	231
↓ Seasonal	110	6.6%	37.1%	18
Other	371	22.2%	23.5%	94
<b>Structures By Number of Units</b>	35,108			
Single Unit	25,464	72.5%	65.8%	110
↓ 2 to 9 Units	3,690	10.5%	13.7%	77
▲ 10 to 19 Units	4,224	12.0%	4.0%	301
↓ 20 to 49 Units	771	2.2%	3.3%	66
↓ 50 or more Units	797	2.3%	5.3%	43
↓ Mobile Home	162	0.5%	7.6%	6
↓ Other	0	0.0%	0.2%	0
Single To Multiple Unit Ratio	2.69		2.50	108
<b>2000 Owner-Occupied Property Values</b>	19,364			
↓ Under \$25,000	49	0.3%	2.4%	11
↓ \$25,000 to \$49,999	62	0.3%	7.5%	4
↓ \$50,000 to \$74,999	572	3.0%	16.3%	18
↓ \$75,000 to \$99,999	2,065	10.7%	14.1%	76
▲ \$100,000 to \$149,999	7,397	38.2%	23.7%	161
▲ \$150,000 to \$199,999	4,342	22.4%	14.6%	153
▲ \$200,000 to \$299,999	4,036	20.8%	11.9%	175
↓ \$300,000 to \$399,999	527	2.7%	4.4%	62
↓ \$400,000 to \$499,999	150	0.8%	2.1%	37
↓ \$500,000 and over	164	0.8%	2.9%	29
2000 Median Property Value	\$167,956		\$158,934	106

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built</b>	35,108			
▲ 1995 to 2000	5,227	14.9%	9.7%	154
▲ 1990 to 1994	5,575	15.9%	7.3%	217
▲ 1980 to 1989	8,388	23.9%	15.8%	151
1970 to 1979	5,527	15.7%	18.5%	85
↓ 1960 to 1969	2,784	7.9%	13.7%	58
↓ 1950 to 1959	2,099	6.0%	12.7%	47
↓ 1940 to 1949	1,179	3.4%	7.3%	46
1939 or earlier	4,328	12.3%	15.0%	82
<b>Households By Number of Persons</b>	33,352			
1 Person Household	8,713	26.1%	25.8%	101
2 Person Household	10,634	31.9%	32.5%	98
3 Person Household	5,831	17.5%	16.5%	106
4 Person Household	5,022	15.1%	14.3%	106
5 Person Household	2,197	6.6%	6.7%	98
↓ 6 Person Household	675	2.0%	2.7%	76
↓ 7 or more Person Household	281	0.8%	1.7%	50
Average Persons Per Household	2.5		2.6	98
<b>Population By Urban/Rural</b>	87,272			
▲ Urban	83,328	95.5%	79.0%	121
↓ Rural	3,944	4.5%	21.0%	22
<b>Households By Heating Type</b>	33,439			
↓ Utility Gas	11,497	34.4%	51.2%	67
↓ Other Gas	440	1.3%	6.5%	20
▲ Electric	16,819	50.3%	30.3%	166
▲ Oil	4,358	13.0%	9.0%	145
↓ Coal	6	0.0%	0.1%	13
↓ Wood	232	0.7%	1.7%	41
↓ Solar/Other Fuel	40	0.1%	0.4%	27
↓ No Fuel Used	47	0.1%	0.7%	20
<b>Households By Presence of Telephone</b>	33,439			
With Telephone	33,032	98.8%	97.6%	101
↓ Without Telephone	406	1.2%	2.4%	50

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles</b>	33,439			
↓ No Vehicles	2,465	7.4%	10.3%	72
1 Vehicle	10,937	32.7%	34.2%	96
2 Vehicle	14,224	42.5%	38.4%	111
3 or more Vehicles	5,812	17.4%	17.1%	102
<b>Workers By Travel Time to Work</b>	44,768			
Work At Home	1,476	3.3%	3.4%	98
Less than 10 minutes	6,653	14.9%	14.4%	103
10 to 29 minutes	20,046	44.8%	51.1%	88
30 to 59 minutes	10,764	24.0%	26.5%	91
▲ 60 to 89 minutes	5,566	12.4%	5.2%	239
▲ 90 or more minutes	1,739	3.9%	2.8%	140
Average Travel Time to Work (minutes)	29.3		25.5	115
<b>Workers By Type of Transportation to Work</b>	46,244			
Drive Alone	35,859	77.5%	75.7%	102
Car Pool	6,373	13.8%	12.2%	113
↓ Public Transportation	671	1.5%	4.7%	31
↓ Motorcycle	165	0.4%	0.5%	73
Walk to Work	1,492	3.2%	2.9%	110
↓ Other Means	208	0.4%	0.7%	64
Work at Home	1,476	3.2%	3.3%	98

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**SEGMENT GROUPS**

No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	13,991	35.0%	15.1%	232
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	12,144	30.4%	31.4%	97
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	9,199	23.0%	14.7%	157
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	2,365	5.9%	6.9%	86
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,056	5.1%	18.4%	28
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	211	0.5%	13.1%	4

**INDIVIDUAL SEGMENTS**

No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
10	Suburban Mid-Life Families	7,628	19.1%	5.5%	344
5	Prosperous Diversity	5,192	13.0%	3.1%	419
15	Reliable Young Starters	4,769	11.9%	4.3%	281
39	New Beginning Urbanites	2,981	7.5%	2.8%	270
4	Educated Mid-Life Families	2,863	7.2%	3.4%	210
6	Prosperous New Country Families	2,702	6.8%	2.1%	317
23	Established Empty-Nesters	1,601	4.0%	3.4%	118
40	Surviving Urban Diversity	1,227	3.1%	4.0%	76
1	Traditional Affluent Families	1,194	3.0%	3.5%	86
12	Educated New Starters	1,187	3.0%	2.9%	101
20	Cautious and Mature	1,147	2.9%	2.6%	109
3	Mid-Life Prosperity	1,123	2.8%	1.5%	184
2	Professional Affluent Families	843	2.1%	0.8%	262
16	Established Country Families	687	1.7%	6.4%	27
25	Working Country Consumers	684	1.7%	4.1%	42
7	Prosperous and Mature	612	1.5%	0.5%	284
11	Young Suburban Families	550	1.4%	3.0%	46
28	Building Country Families	393	1.0%	2.8%	35
18	Working Urban Families	330	0.8%	4.0%	21
45	Struggling Urban Diversity	320	0.8%	2.5%	33

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
21	Mature and Stable	240	0.6%	0.6%	106
32	Working Urban Life	239	0.6%	1.7%	36
22	Mature and Established	209	0.5%	1.8%	29
17	Large Young Families	184	0.5%	2.2%	21
8	Rising Potential Professionals	159	0.4%	2.3%	17
30	Urban Senior Life	144	0.4%	0.8%	43
24	Metro Multi-Ethnic Diversity	130	0.3%	2.7%	12
46	Struggling Black Households	116	0.3%	2.5%	12
19	Educated and Promising	98	0.2%	0.1%	313
29	Working Country Families	89	0.2%	1.0%	23
9	Educated Working Families	87	0.2%	0.1%	259
14	Secure Mid-Life Families	74	0.2%	0.7%	28
35	Laboring Country Families	57	0.1%	2.7%	5
27	Country Family Diversity	54	0.1%	0.3%	40
43	Laboring Urban Diversity	21	0.1%	0.5%	10
31	Mature Country Families	13	0.0%	0.5%	6
26	Working Suburban Families	11	0.0%	0.1%	23
49	Exception Households	8	0.0%	0.2%	8
34	College and Career Starters	5	0.0%	0.6%	2
44	Laboring Urban Life	3	0.0%	0.1%	10
38	Rural Working Families	0	0.0%	8.8%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>39,974</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2009 Households Likely to Be:**

Strongly Involved with Their Faith	33.8%	35.4%	95
Somewhat Involved with Their Faith	30.6%	29.9%	102
Not Involved with Their Faith	35.4%	34.7%	102

**Estimated 2009 Households Likely to Have:**

Increased Their Involvement with Their Faith in the Last 10 Years	20.6%	22.1%	93
Decreased Their Involvement with Their Faith in the Last 10 Years	23.8%	23.7%	100

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2009 Households Likely to Prefer:**

↓ Adventist	0.3%	0.5%	67
↓ Baptist	7.5%	16.1%	47
▲ Catholic	<b>35.0%</b>	<b>23.7%</b>	<b>148</b>
↓ Congregational	1.2%	2.0%	63
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.5%	0.4%	107
▲ Episcopal	<b>3.7%</b>	<b>2.9%</b>	<b>129</b>
↓ Holiness	0.2%	0.8%	30
Jehovah's Witnesses	1.1%	1.1%	103
▲ Judaism	<b>5.5%</b>	<b>3.2%</b>	<b>173</b>
Lutheran	7.3%	7.2%	101
Methodist	10.5%	10.1%	104
↓ Mormon	0.4%	1.8%	25
↓ New Age	0.4%	0.6%	65
↓ Non-Denominational / Independent	4.1%	6.9%	59
▲ Orthodox	<b>0.8%</b>	<b>0.3%</b>	<b>270</b>
↓ Pentecostal	1.5%	2.4%	60
▲ Presbyterian / Reformed	<b>7.1%</b>	<b>4.6%</b>	<b>157</b>
Unitarian / Universalist	0.6%	0.7%	91
Interested but No Preference	3.6%	3.9%	93
↓ Not Interested and No Preference	9.3%	11.1%	84
↓ Likely to Have Changed Their Preference in the Last 10 Years	14.1%	16.8%	84

**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2009 Households Likely to Prefer A Leader Who:**

Tells them what to do	3.9%	4.0%	98
Lets them do what they want and is supportive	11.6%	11.7%	99
Lets them do what they want and stays out of the way	4.9%	4.8%	102
Works with them on deciding what to do and helps them do it	79.6%	79.6%	100

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**PRIMARY CONCERN INDICATOR**

**Estimated 2009 Households Likely to Be Primarily Concerned With:**

**THE BASICS:**

Maintaining Personal Health	46.9%	43.5%	108
Finding/Providing Health Insurance	29.1%	29.0%	100
Day-to-Day Financial Worries	31.3%	31.6%	99
Finding Employment Opportunities	14.0%	14.4%	97
Finding Affordable Housing	10.4%	11.3%	92
↓ Providing Adequate Food	6.9%	8.6%	81
Finding Child Care	6.4%	6.3%	102

**FAMILY PROBLEMS:**

↓ Dealing With Alcohol/Drug Abuse	14.2%	16.7%	85
↓ Dealing With Teen / Child Problems	18.4%	20.7%	89
Finding/Providing Aging Parent Care	16.9%	15.5%	109
↓ Dealing With Abusive Relationships	9.2%	11.4%	81
↓ Dealing With Divorce	3.1%	4.5%	70

**COMMUNITY PROBLEMS:**

Neighborhood Crime and Safety	25.9%	27.0%	96
Finding/Providing Good Schools	24.5%	23.5%	104
↓ Dealing with Problems in Schools	12.1%	13.6%	89
Dealing With Racial / Ethnic Prejudice	12.7%	13.1%	97
↓ Dealing With Neighborhood Gangs	3.6%	8.5%	43
Dealing with Social Injustice	11.4%	11.3%	101

**HOPES AND DREAMS:**

Achieving Long-term Financial Security	55.0%	50.6%	109
▲ Finding Time for Recreation / Leisure	<b>30.3%</b>	<b>25.3%</b>	<b>120</b>
Finding Better Quality Healthcare	26.2%	23.9%	110
▲ Finding A Satisfying Job / Career	<b>21.4%</b>	<b>19.3%</b>	<b>111</b>
Finding Retirement Opportunities	20.0%	18.9%	106
Achieving A Fulfilling Marriage	24.1%	22.3%	108
▲ Developing Parenting Skills	<b>16.9%</b>	<b>14.7%</b>	<b>115</b>
Achieving Educational Objectives	7.5%	7.5%	100

**SPIRITUAL / PERSONAL:**

Dealing With Stress	31.0%	29.8%	104
Finding Companionship	16.8%	17.3%	97
↓ Finding A Good Church	11.9%	15.2%	79
↓ Finding Spiritual Teaching	9.3%	12.9%	72
Finding Life Direction	14.8%	14.0%	106

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#### KEY VALUES INDICATOR

##### Estimated 2009 Households Likely to Agree With the Following Statements:

###### **GOD:**

"I believe there is a God"	82.6%	84.5%	98
"God is actively involved in the world including nations and their governments"	59.2%	63.8%	93

###### **SOCIETY:**

"It is important to preserve the traditional American family structure"	91.0%	91.5%	99
"A healthy environment has become a national crisis"	82.4%	82.8%	100
"Public education is essential to the future of American society"	94.4%	94.0%	100

###### **INSTITUTIONAL ROLES:**

"Government should be the primary provider of human welfare services"	47.2%	50.1%	94
"The role of Churches / Synagogues is to help form and support moral values"	79.5%	81.1%	98
"Churches and religious organizations should provide more human services"	59.2%	62.6%	95

###### **RACIAL / ETHNIC CHANGE:**

"The United States must open its doors to all people groups"	36.2%	36.3%	100
"The changing racial / ethnic face of America is a threat to our national heritage"	35.6%	36.3%	98

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2009 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	59.6%	59.8%	100
More than \$500 per year	32.2%	31.2%	103
More than \$1,000 per year	18.7%	17.4%	107

###### **TO CHARITIES:**

▲ More than \$100 per year	39.9%	33.7%	118
▲ More than \$500 per year	8.8%	6.8%	129
▲ More than \$1,000 per year	2.8%	2.3%	122

###### **TO COLLEGES AND UNIVERSITIES:**

▲ More than \$100 per year	18.3%	16.1%	114
More than \$500 per year	4.4%	4.3%	102
More than \$1,000 per year	2.3%	2.2%	105

*Ministry Area Profile 2009*  
**Compass**  
REPORT

Frederick MD Percept  
7722 Edgewood  
Frederick, MD 21702

**Study Area Definition:**  
5.0 Mile Radius





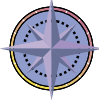
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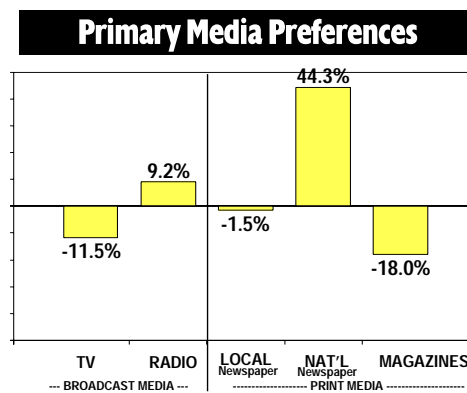
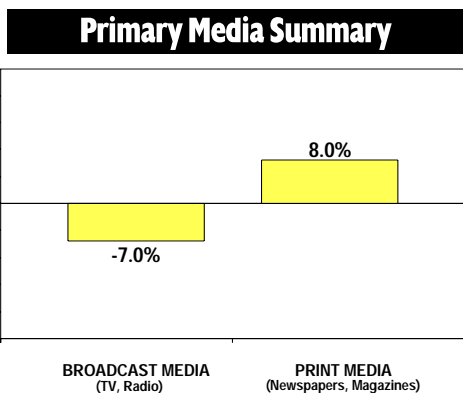
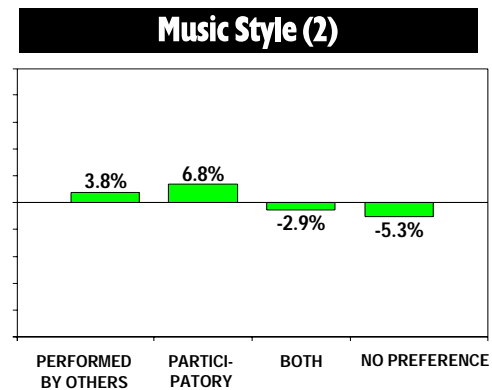
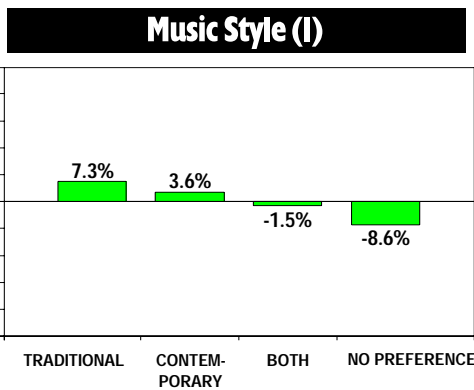
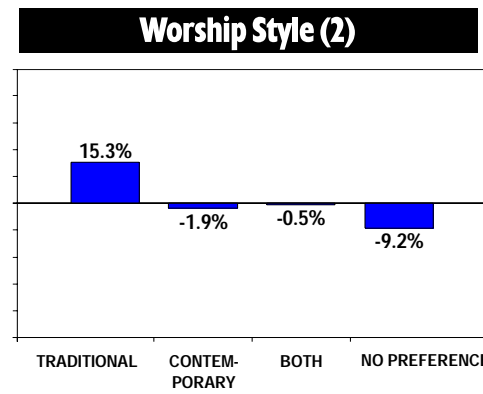
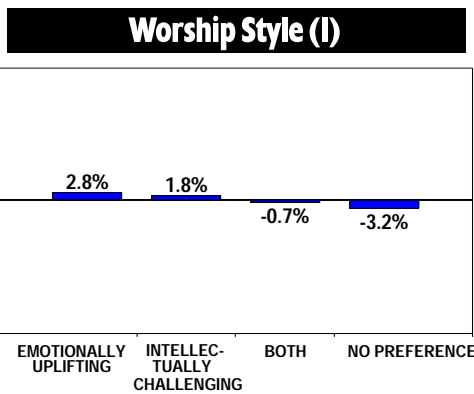
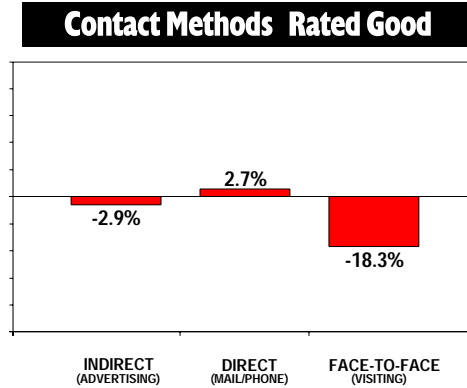
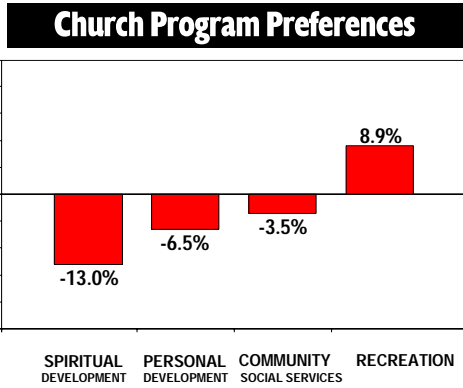
<b>FINGERPRINT</b>	<b>1</b>
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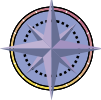


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### CHURCH PROGRAM PREFERENCE INDICATOR

#### Estimated 2009 Households If Looking for a New Church Likely to Express as Most Important:

##### **SPIRITUAL DEVELOPMENT:**

↓ Bible Study Discussion and Prayer Groups	32.6%	41.1%	79
Adult Theological Discussion Groups	21.9%	22.5%	97
Spiritual Retreats	10.9%	11.6%	94

##### **PERSONAL DEVELOPMENT:**

Marriage Enrichment Opportunities	15.6%	15.2%	103
↓ Parent Training Programs	6.7%	7.8%	86
↓ Twelve Step Programs	2.7%	3.5%	78
↓ Divorce Recovery	1.9%	2.4%	80

##### **COMMUNITY/SOCIAL SERVICES:**

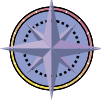
Personal or Family Counseling	22.0%	22.5%	98
Care for the Terminally Ill	14.2%	15.7%	91
↓ Food and Clothing Resources	9.2%	11.1%	83
▲ Day Care Services	<b>6.8%</b>	<b>6.1%</b>	<b>112</b>
▲ Church Sponsored Day-School	<b>6.7%</b>	<b>5.7%</b>	<b>118</b>

##### **RECREATION:**

Youth Social Programs	31.1%	29.7%	105
▲ Family Activities and Outings	<b>37.4%</b>	<b>32.8%</b>	<b>114</b>
Active Retirement Programs	29.4%	26.8%	110
▲ Cultural Programs (Music, Drama, Art)	<b>22.0%</b>	<b>18.9%</b>	<b>116</b>
↓ Sports or Camping	5.0%	6.3%	78

#### SUMMARY

↓ Spiritual Development Index	87
Personal Development Index	93
Community/Social Services Index	97
Recreation Index	109



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### WORSHIP STYLE INDICATOR

**Estimated 2009 Households Likely to Prefer Church Worship which is:**

**PART 1:**

A. Emotionally Uplifting	27.1%	26.4%	103
B. Intellectually Challenging	11.3%	11.1%	102
C. Both A and B	38.9%	39.2%	99
D. No Preference or Not Interested	22.6%	23.4%	97

**PART 2:**

▲ A. Traditional/Formal/Ceremonial	<b>23.3%</b>	<b>20.2%</b>	<b>115</b>
B. Contemporary/Informal	25.8%	26.3%	98
C. Both A and B	26.4%	26.5%	99
D. No Preference or Not Interested	24.5%	26.9%	91

### MUSIC STYLE INDICATOR

**Estimated 2009 Households Likely to Prefer Church Music which is:**

**PART 1:**

A. Traditional	26.2%	24.4%	107
B. Contemporary	20.4%	19.7%	104
C. Both A and B	30.6%	31.1%	98
D. No Preference or Not Interested	22.7%	24.8%	91

**PART 2:**

A. Performed by Others	19.4%	18.7%	104
B. Participatory	24.5%	22.9%	107
C. Both A and B	31.3%	32.2%	97
D. No Preference or Not Interested	24.8%	26.2%	95





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**MISSION EMPHASIS INDICATOR**

**Estimated 2009 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:**

**PART 1:**

A. Community	23.9%	22.0%	109
B. Personal Spiritual Development	13.0%	14.3%	91
C. Both A and B	38.8%	37.4%	104
D. No Preference or Not Interested	24.4%	26.3%	93

**PART 2:**

A. Global Mission	5.6%	6.2%	90
B. Local Mission	36.1%	33.3%	108
C. Both A and B	29.8%	30.1%	99
D. No Preference or Not Interested	28.5%	30.4%	94

**CHURCH ARCHITECTURE INDICATOR**

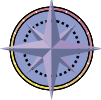
**Estimated 2009 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

A. Traditional	28.4%	26.6%	106
B. Contemporary	17.3%	15.9%	108
C. Both A and B	31.1%	32.3%	96
D. No Preference or Not Interested	23.2%	25.1%	92

**PART 2:**

A. Somber/Serious	9.9%	9.4%	105
B. Light and Airy	35.2%	34.7%	101
C. Both A and B	27.5%	27.7%	99
D. No Preference or Not Interested	27.1%	28.2%	96



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### PRIMARY MEDIA PREFERENCE

Estimated 2009 Households Likely to Describe Their Primary Media Information Source As:

#### BROADCAST MEDIA:

↓ Television	41.8%	47.3%	88
Radio	14.6%	13.3%	109

#### PRINT MEDIA:

Local Newspaper	37.9%	36.1%	105
▲ National Newspaper	<b>6.3%</b>	<b>4.3%</b>	<b>144</b>
↓ Magazines	2.1%	2.4%	88

### SECONDARY MEDIA PREFERENCE

Estimated 2009 Households Likely to Describe Their Secondary Media Information Source As:

#### BROADCAST MEDIA:

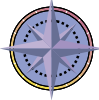
Television	34.6%	31.9%	108
Radio	22.9%	23.8%	96

#### PRINT MEDIA:

Local Newspaper	32.2%	32.7%	99
National Newspaper	5.6%	5.8%	98
↓ Magazines	5.8%	7.0%	82

### SUMMARY

Overall Broadcast Media Index (100 = Average)	98
Overall Print Media Index	102



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**CHURCH CONTACT METHODS RATED GOOD**

Estimated 2009 Households Likely to Rate As Good the Following Methods of Contact from a Church:

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
Local Radio Announcements or Advertisements	35.5%	36.2%	98
Putting Ad in Local Newspaper	32.6%	33.8%	96
Local Cable Channels	29.5%	30.4%	97
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	57.1%	53.7%	106
Calling and Offering to Send Information By Mail	30.1%	29.5%	102
↓ Calling and Discussing on the Phone	10.6%	12.0%	88
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
↓ Calling and Offering to Visit When Convenient	17.6%	20.1%	87
↓ Going Door to Door	10.3%	14.0%	74

**CHURCH CONTACT METHODS RATED POOR**

Estimated 2009 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
▲ Local Radio Announcements or Advertisements	21.8%	19.6%	111
Putting Ad in Local Newspaper	21.0%	21.5%	97
Local Cable Channels	29.2%	30.7%	95
<b>DIRECT METHODS (MORE PERSONAL):</b>			
↓ Sending Information By Mail	11.7%	13.3%	88
Calling and Offering to Send Information By Mail	33.1%	34.0%	97
Calling and Discussing on the Phone	61.5%	60.6%	102
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
Calling and Offering to Visit When Convenient	51.9%	49.6%	105
Going Door to Door	67.7%	64.0%	106

<b>SUMMARY OF METHODS RATED GOOD</b>	
Indirect Methods Index (100 = Average)	97
Direct Methods Index	103
↓ Face-to-Face Methods Index	82

<b>SUMMARY OF METHODS RATED POOR</b>	
Indirect Methods Index	100
Direct Methods Index	98
Face-to-Face Methods Index	105