SourceBook

WHERE DOES THE INFORMATION COME FROM?

HOW DO YOU PRESENT THE INFORMATION?

HOW WOULD YOU DESCRIBE YOUR METHODOLGY?

DecisionTrack

Ethographics

Demographics

revision

FingerPrint

InfoMap

Neighbor Group

Context

PopNet

50

u.s. lifestyles segments

ethos2000

ImagineArea

Snapshot

SmartReport

Math & Compass

LocalLink

WHAT ARE THE 50 U.S. LIFESTYLE SEGMENTS?

Percept

SourceBook

A Reference to Percept's Information Sources and Systems

Version 4.01

March 1, 2007

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About SourceBook

SourceBook provides additional support and resource material designed to assist you in better understanding and utilizing information and planning resources provided by PERCEPT. We have tried to be consistent across all PERCEPT programs and information. Most of your questions regarding some aspect of the PERCEPT Information System will likely be answered in SourceBook.

There are four sections to SourceBook.

Section 1: About Demographic and Ethographic Information

This section discusses the meaning and sources of the whole range of information available from PERCEPT. It includes technical information about the origin and methods of collecting PERCEPT'S data.

Section 2: Presenting Demographic and Ethographic Information

This section examines the various ways PERCEPT presents information. Reporting, graphing and mapping protocols are explained

Section 3: Glossary

This section provides an extended glossary of terms and concepts found in PERCEPT materials.

Section 4: U.S. Lifestyles Segment Descriptions

This final section provides important supporting data on each of the 50 segments in the U.S. Lifestyles segmentation system.

About Percept

PERCEPT, since its inception in 1987, has supplied thousands of churches and hundreds of regional and national denominational agencies with demographic resources to help them engage in mission within their particular context. Percept adds value to its demographic information by integrating data about the religious attitudes, preferences and behavior of the American people. Percept has regularly been recognized as one of the best strategic information companies in the country.

Milestones

1987

Mark Schulz and Mike Regele formed a partnership to develop planning solutions that would assist church leaders with the increasing demands of change. They incorporated as Ministry Consulting.

1988

Introduced *Ministry Area Profile*™ to churches throughout the United States,
the first affordable, graphical, easy-to-use demographic report with color thematic maps.

Introduced *Your Church and its Mission*, the first and only self-guided planning process, which integrated information about a church's ministry area and congregation as the basis for local mission strategy.

Company name is changed to Church Information and Development Services.

1990

Peter Wernett, an executive with the United Methodist Church, who was consulting with Annual Conferences for congregational development, joined Regele and Schulz. The company increased its scope as well as the scale of its demographic and mapping capabilities to accommodate regional and national organizations.

Introduced Regional Studies to support denominational agencies.

1991

Began Ethos90s database project, conducting a national survey of 25,000 people on
religious attitudes, preferences and behaviors.

1992

Introduced ethographics and ethographic information via the Ethos Report, which is included in the *Ministry Area Profile*.
Ethos highlights religious affiliation preference, faith involvement, primary concerns, and giving patterns.

Introduced *VISTA*, a set of strategic information resources including large *InfoMaps* for
regional governing bodies, specifically to support church development decisions.

1993

Company name is changed to Percept.

1994

Fielded second national Ethos Survey.

Introduced *ImagineArea Analysis* for the purpose of study and planning
at the level of a regional agency's total geographic area. The company's first *PeopleArea*™,
the *ImagineArea*™ (3 to 7 mile radius), is a unique geographic measuring unit, which limits analysis to
areas where people are located and facilitates the comparison of same-sized areas of population.
ImagineArea Analysis for the first time allowed church leaders to see
where their churches were in relation to population centers.

Added *Interview* (1-page Q&A summary) and *FingerPrint* (1-page graphical summary) to *Ministry Area Profile*.

1995

Introduced *ReVision*, an improved self-guided planning process for churches,
replacing *Your Church and its Mission*.

Introduced *Context*, a powerful demographic report that compares a church's congregation to the
people in the church's ministry area for the purpose of mission and ministry planning.

Introduced the *VISTA Client Program*, featuring a multi-year contractual relationship for regional agencies,
with an integrated set of information resources based upon *ImagineArea Analysis*.

Introduced *COMPASS*, a 6-page companion report to the *Ministry Area Profile* (MAP), featuring church program,
style and communication preference information derived exclusively from Percept's Ethos data base.

1996

Published *Death of the Church*, written by Percept founders Mike Regele and Mark Schulz.
The book was foundational to the corporate vision and mission of Percept, and the result of years of research.

Introduced *FocalArea Analysis* and *NeighborArea Analysis*, featuring smaller (1.5 to 2.5 mile radius)
and smallest (.25 to .75 mile) *PeopleAreas* respectively, to assist a regional agency with zooming in to specific
sub-regions or communities within their purview for the purpose of focused church development planning.

Introduced *VISTAplan*, an integrated planning process for regional denominational agencies
to facilitate intentional mission planning and church development based upon a unified vision.
The planning process is informed by regional *PeopleArea Analysis*.

Introduced *PerceptNet.com*, Percept's first informational public web site.

Named among BEST 100 Marketing Information Companies by American Demographics Magazine.

1997

Presented vision for DIGITAL distribution of client information resources
at VISTA Client Conference in Santa Fe, New Mexico.

Introduced PerceptNet Connect, a subsidy program to aid the purchase of
computer hardware to enable online access for clients.

Introduced FirstView, a low-cost, graphical, six-page summary report
available online for all of a VISTA client's PeopleAreas.

1998

Introduced *VISTA2000*, digital access to information for VISTA clients. The *VISTA2000* web site includes
KnowledgeServer, a sortable table of client *PeopleArea* variables with links to detailed information.

*(Since then Percept has pioneered, with its clients, the online delivery of its information resources.
The most current demographics are now always accessible via the web to Percept clients.)*

Fielded third and largest national Ethos Survey to over 40,000 respondents.

Surpassed 100 VISTA Clients (regional denominational agencies).

2000

Introduced *Link2Lead.com*, a web site for member-churches of Percept's regional denominational VISTA Clients
to provide online access to community demographics and leadership insight resources.

Introduced the *10 Facts Series* of instant zip code demographic reports, available to member-churches via the
Link2Lead.com web site, featuring *10 Basic Facts*, *10 Race Ethnicity Facts*, *10 Faith Facts* and *10 Generational Facts*.

Surpassed 200 VISTA Clients (regional denominational agencies).

2001

Developed Client Relations department to fully assist Vista Clients with usage of
Percept's digital information resources.

Conducted survey research into Congregational Development activities among
denominational regional bodies in the U.S..

2002

Introduced MinistryMatch for Link2Lead.com members. MinistryMatch allows a church to instantly check current
church ministries and programs to the likely preferences of those in their community (ZIP Code area).

Surpassed 300 VISTA Clients (regional denominational agencies).

2005

Equipped new training facility at Percept's Southern California location and launched no-fee Training Events
for regional denominational VISTA Clients.

Published the Context Guide, written by church consultant and author, Jill Hudson, to support the use of Context,
Percept's unique study that compares the demographics and preferences of a congregation to its community.

2006

Surpassed 50,000 registered local church users on Link2Lead.com, the website for
member-churches of Percept's regional denominational VISTA Clients to provide online access to
community demographics and leadership insight resources.

2007

Celebrated 20 years of partnership with US churches,
national and regional denominational agencies, and other religious organizations.

The Organizations Behind the Data

PERCEPT'S Demographic and Ethographic information comes from three sources: U.S. Census Bureau, Claritas, and our own proprietary national Ethos Survey Series.

U.S. Census Bureau has been charged with providing a count of the U.S. Population every ten years since 1790. Over the past 30 years, the scope and magnitude of the data collected during the decennial census as well as during the intervening years has increased dramatically. Although information about any particular individual is considered highly confidential, much of the wealth of information collected by the Bureau is made available to the public and provides the basis for nearly every demographic database available today.

Claritas (formerly National Decision Systems), since 1971, has been the pre-eminent source of accurate, up-to-date demographic data and target market research information about the population, consumer behavior, consumer spending, market segments, households and businesses within any specific geographic target market area in the United States. Claritas is a division of VNU, a world-leading marketing research, demographic, market segmentation research information and media company that includes ACNielsen, Nielsen Media Research, Spectra Marketing Systems and Scarborough Research, among others.

PERCEPT has been providing accurate and easy-to-use demographic and ethographic products since 1987. Recognized as the leading organization providing information to the church and human service markets, PERCEPT is also well known for creating the Ethos Survey Series database which enhances basic census and other demographic information with extensive data about a population's beliefs, concerns, attitudes and preferences. American Demographics magazine has chosen PERCEPT as one of the best 100 companies in America providing marketing and demographic information.

The Foundation: The U.S. Census

The foundation of all demographic information about people is the national Census. The decennial Census was established in 1790 to provide population counts for apportioning seats in the U.S. House of Representatives. The 2000 Census represents the 22nd consecutive decennial Census, and is the most sophisticated and comprehensive census in history. In addition to determining each state's congressional representation, the Census is used to redefine the boundaries state for congressional districts. The Census also provides the basis for funding and execution of federal programs, such as unemployment insurance, low-income housing, energy and child assistance. Many businesses, state and local governments, universities, as well as churches and human service organizations, depend on the Census to provide a solid and reliable foundation for understanding people and communities in the United States.

For Census 2000, as in several previous censuses, two forms were used—a short form and a long form. The short form was sent to every household, and the long form, containing the 100 percent questions plus the sample questions, was sent to only a limited number of households.

The categories of questions are summarized below:

100-Percent Component

- Household Relationship

- Sex

- Age

- Hispanic or Latino Origin

- Race

- Tenure (owned or rented)

Sample Component

Population

Social Characteristics

- Marital Status

- Place of birth, citizenship, and year of entry

- School enrollment and educational attainment

- Ancestry

- Residence 5 years ago (migration)

- Language spoken at home

- Veteran status

- Disability

- Grandparents as caregivers

Labor Force Status

- Labor force status

- Place of work and journey to work

- Occupation, industry, and class of worker

- Work status in 1999

- Income in 1999

Housing

Physical Characteristics

- Units in structure

- Year structure built

- Number of rooms and number of bedrooms

- Year moved into residence

- Plumbing and kitchen facilities

- Telephone service

- Vehicles available

- Heating fuel

- Farm residence

Financial Characteristics

- Value of home or monthly rent paid

- Utilities, mortgage, taxes, insurance, and fuel costs

Generally, about one in every six houses nationwide received the long form. The rate varied from one in two households in some smaller areas, to one in eight households for more densely populated areas.

Estimates from the Census sample were obtained from a ratio estimation procedure resulting in the assignment of a weight to each sample person or housing unit record. For any given tabulation area, a characteristic total was estimated by summing the weights assigned to the persons or housing units possessing the characteristic in the tabulation process.

Population totals for the same tract can differ depending on the source questionnaire. On the sample

questionnaire, if a census tract has fewer than 400 sample cases, it is normally combined with another tract to make up a sample-weighted area. As a result, the sample count (Summary Tape File 3) and 100-percent count (Summary Tape File 1) totals will not match exactly for either tract, but should match if the tracts are counted together. Specifically, the tract with less than 400 cases is combined with another tract having a code (tract number) nearest its own within the jurisdiction, regardless of geographic proximity. Sample and 100-percent populations will match at the county, place or minor civil division (active) level.

The Census Bureau provides demographic data and TIGER (Topologically Integrated Geographic Encoding and Referencing) files for numerous census and political geographies. The Census Bureau classifies all geographic entities into two broad categories: legal and administrative entities, and statistical entities.

Legal/Administrative Entities

Legal/Administrative entities generally originate from charters, laws, treaties, resolutions, or court decisions. They include:

Congressional District. One of the 435 areas from which people are elected to the U.S.House of Representatives.

County. The primary legal division of every state except Alaska and Louisiana. A number of geographic entities are not legally designated as a county, but are recognized by the Census Bureau as equivalent to a county for data presentation purposes. These include the boroughs, city and boroughs, municipalities, and census areas in Alaska; parishes in Louisiana; and cities that are independent of any county in Maryland, Missouri, Nevada, and Virginia. They also include the municipios in Puerto Rico, districts and islands in American Samoa, municipalities in the Northern Mariana Islands, and islands in the Virgin Islands of the United States. Because they contain no primary legal divisions, the Census Bureau treats the District of Columbia and Guam each as equivalent to a county (as well as equivalent to a state) for data presentation purposes. In American Samoa, a county is a minor civil division.

Incorporated Place (cities, towns,villages,etc.). A type of governmental unit, incorporated under state law as a city, town (except in New England, New York,and Wisconsin), borough (except in Alaska and New York), or village, generally to provide a wide array of specific governmental services for a concentration of people within legally prescribed boundaries. New for Census 2000 are "city and borough " and "municipality," which serve as both place- and county-level entities in Alaska.

Minor Civil Division (MCD). The primary governmental or administrative division of a county or statistically equivalent entity in many states and statistically equivalent entities. MCDs are identified by a variety of terms, such as township, town (in 8 states),or district. The Census Bureau recognizes MCDs in 28 states, the District of Columbia, Puerto Rico, and the Island Areas. In 20 states and American Samoa, all or many MCDs are active general-purpose governmental units. Many MCDs are not general-purpose governmental units, and therefore do not have elected officials to carry out legal functions; instead, they serve as nonfunctioning administrative entities.

State. A primary governmental division of the United States. The Census Bureau treats the District of Columbia as the equivalent of a state for data presentation purposes. It also treats a number of entities that are not legal divisions of the United States (e.g.Island Areas) as the equivalent of states for data presentation purposes.

United States. The 50 states and the District of Columbia.

Voting District (VTD). The generic name for a geographic entity—such as an election district, precinct, or ward—established by state, local, and tribal governments for the purpose of conducting elections. Some reviewing officials adjusted the boundaries of the voting districts (VTDs) they submitted to conform to census block boundaries for data presentation purposes, and therefore a VTD for which Census 2000 provides data might not exactly represent the legal entity; the Census Bureau refers to such VTDs as pseudo-voting districts

(pseudo-VTDs). Such VTDs, as well as any others for which state officials did not specify a status, are identified by a "P " in the VTD indicator field of the Public Law (PL) data file.

Statistical Entities

Statistical entities usually evolve from practice, custom, usage, or need, and generally the Census Bureau develops criteria and guidelines for their identification and delineation. They include:

Block Group (BG). A statistical subdivision of a census tract. A BG consists of all tabulation blocks whose numbers begin with the same digit in a census tract. BGs generally contain between 300 and 3,000 people, with an optimum size of 1,500 people. The BG is the lowest-level geographic entity for which the Census Bureau tabulates sample data from a decennial census.

Census Block. An area bounded on all sides by visible and/or nonvisible features shown on a map prepared by the Census Bureau. A block is the smallest geographic entity for which the Census Bureau tabulates decennial census data. The census blocks were completely renumbered for Census 2000 using 4-digit numbers.

Census County Divisions (CCD). A statistical subdivision of a county, established and delineated cooperatively by the Census Bureau and state,local, and tribal officials for data presentation purposes. CCDs have been established in 21 states.

Census Designated Place (CDP). A geographic entity that serves as the statistical counterpart of an incorporated place for the purpose of presenting census data for an area with a concentration of population, housing, and commercial structures that is identifiable by name, but is not within an incorporated place. CDPs usually are defined cooperatively with state, local, and tribal officials based on Census Bureau guidelines. For Census 2000, for the first time, CDPs did not have to meet minimum population threshold to qualify for the tabulation of census data. Note: A CDP in Puerto Rico is called a comunidad or zona urbana.

Census Regions and Divisions. The 50 states and the District of Columbia have been grouped into four regions, each containing two or three divisions.

Census Tract. A small, relatively permanent statistical subdivision of a county or statistically equivalent entity, delineated for data presentation purposes by a local group of census data users or the geographic staff of a regional census center in accordance with Census Bureau guidelines. Census tracts generally contain between 1,000 and 8,000 people. Census tract boundaries are delineated with the intention of being stable over many decades, so they generally follow relatively permanent visible features. However, they may follow governmental unit boundaries and other invisible features in some instances; the boundary of a state or county is always a census tract boundary. Block Numbering Areas (BNAs) are now called census tracts.

Metropolitan Area (MA). A large population nucleus, together with adjacent communities that have a high degree of economic and social integration with that nucleus. (Some MAs are defined around two or more nuclei.) MA is a collective term, established by the federal Office of Management and Budget in 1990, to refer to metropolitan statistical areas (MSAs), consolidated metropolitan statistical areas (CMSAs), and primary metropolitan statistical areas (PMSAs).

Metropolitan Statistical Area (MSA). An MSA is a metropolitan area (MA) that is not closely associated with another MA. An MSA consists of one or more counties,except in New England, where MSAs are defined in terms of county subdivisions (primarily cities and towns).

Primary Metropolitan Statistical Area (PMSA). If an area that qualifies as a metropolitan area (MA) has a population of 1,000,000 or more, two or more primary metropolitan statistical areas (PMSAs) may be defined within it if they meet official standards and local governments favor that designation. When PMSAs are established within an MA, that MA is designated a consolidated metropolitan statistical area.

Consolidated Metropolitan Statistical Area (CMSA). An area becomes a CMSA if it qualifies as a metropolitan area, has a population of 1,000,000 or more, has component parts that qualify as primary metropolitan statistical areas (PMSAs) based on official standards, and local governments favor the designation. CMSAs consist of whole counties except in New England, where they consist of county subdivisions (primarily cities and towns).

Public Use Microdata Area (PUMA). A geographic entity for which the U.S.Census Bureau provides specially selected extracts of raw data from a small sample of long-form census records that are screened to protect confidentiality of census records. The extract files are referred to as public use microdata samples (PUMS). Public use microdata areas (PUMAs), which must have a minimum census population of 100,000 and cannot cross a state line, receive a 5-percent sample of the longform records; these records are presented in state files. These PUMAs are aggregated into super-PUMAs, which must have a minimum census population of 400,000 and receive a 1-percent sample in a national file.PUMAs and super-PUMAs are mutually exclusive, that is, they use different records to create each sample. Data users can use these files to create their own statistical tabulations and data summaries.

Rural. All territory, population, and housing units located outside of urbanized areas and urban clusters.

Urban. All territory, population, and housing units located within urbanized areas and urban clusters.

Urbanized Area (UA). Densely settled area that has a census population of at least 50,000. The geographic core of block groups or blocks must have a population density of at least 1,000 people per square mile, and adjacent block groups and blocks with at least 500 people per square mile.

Urban Cluster (UC). Consists of a geographic core of block groups or blocks must have a population density of at least 1,000 people per square mile, and adjacent block groups and blocks with at least 500 people per square mile that together encompass a population of at least 2,500 people, but fewer than 50,000 people.

ZIP Code Tabulation Area (ZCTA). A statistical entity developed by the Census Bureau to approximate the delivery area for a U.S. Postal Service five-digit or three-digit ZIP Code in the U.S. and Puerto Rico. A ZCTA is an aggregation of census blocks that have the same predominant ZIP Code associated with the mailing addresses in the Census Bureau 's Master Address File. Thus,the Postal Service's delivery areas have been adjusted to encompass whole census blocks so that the Census Bureau can tabulate census data for the ZCTAs. ZCTAs do not include all ZIP Codes used for mail delivery.

There are both legal and statistical **American Indian, Alaska Native, and native Hawaiian entities** for which the Census Bureau provides data for Census 2000. The legal entities consist of federally recognized American Indian reservations and off-reservation trust land areas, the tribal subdivisions that can divide these entities, state recognized American Indian reservations, Alaska Native Regional Corporations, and Hawaiian home lands. The statistical entities are Alaska Native village statistical areas, Oklahoma tribal statistical areas, tribal designated statistical areas, and state designated American Indian statistical areas. Tribal subdivisions can exist within the statistical Oklahoma tribal statistical areas.

TIGER

During the 1980 Census, the Census Bureau matched its population statistics to maps, which were drawn and produced by hand. These maps were difficult to maintain because they were often out of date and inaccurate. To solve this problem, the Census Bureau developed the TIGER Line files. TIGER (Topologically Integrated Geographic Encoding and Referencing) is the most comprehensive database of digital mapping information, including roads, highways and census boundaries for the entire United States. TIGER provides the capability of integrating census statistics with relevant geographic areas more efficiently and accurately.

Presently, PERCEPT is using an enhanced TIGER database produced by Geographic Data Technology, or GDT

(acquired by Tele Atlas in 2004). The TIGER Files provide the geographical basis for all 1990 and 2000 Census data. Claritas has used GDT-enhanced versions of these files to geocode both addresses and intersections in metropolitan and rural areas.

Note: Information on the Census is derived from technical documentation from the Census Bureau, as well as a technical White Paper provided by Claritas to its information clients and adapted here with permission. See www.census.gov for more information about TIGER.

The 1st Floor: Current Estimates and Five-Year Projections

Current-year forecasts and five-year projections provided by PERCEPT are developed by Claritas using current and historical data, as well as economic modeling and data pooling statistical techniques. This process enhances demographic analysis in two important ways. First, it utilizes all current data and information to accurately estimate the current location of the population, households and income. Second, it defines the relationships between each demographic variable and the appropriate economic, cyclical, and migratory factors that cause their movements over time.

Population Characteristics

Population by Age/Sex

Population by age/sex composition is estimated and projected using cohort survival methods. Cohort survival is a major factor in changing age structures, and is driven by the reality that, for example, persons age 35 in 2000 who survive another five years, will be age 41 in 2006. Accordingly, a population with a large proportion of 35 year olds in 2000 can expect to have large proportions of 41 year olds in 2005. It is this process that has swelled the U.S. age structure at progressively older age categories as the baby boom generation (or birth cohort) has aged.

The Claritas cohort survival method is executed first at county level, then for tracts, and finally block groups, with each set of estimates controlled to the results at the next higher geographic level. To enhance consistency with Census Bureau age/sex estimates, the county estimates begin with the Census Bureau's most recent county age/sex estimates.

Note: The Census Bureau county age estimates contain a known problem in some counties with large college populations living in households (not in dormitories). After consulting with the Census Bureau, Claritas completed a project to identify counties where this problem had the greatest impact, and effective with the 2006 Update, used the Census 2000 county age data as the starting point for estimates in these counties.

Tract and block group estimates begin with Census 2000 age/sex estimates. At all levels, the method starts with five-year age/sex categories—separating persons in households from those in group quarters. Because Census 2000 data (and the Census Bureau age/sex estimates) do not provide full age/sex detail for household versus group quarters populations, Claritas estimates the detail required to execute the cohort survival method.

The cohort survival process is set into motion with the application of age/sex-specific five-year survival rates to the census age/sex data described above. Each round of cohort survival ages the population of each block group ahead five years.

For example, the process projects the number of 30-34 year olds in a block group who will survive to become 35-39 years old (and so on for all five-year age categories) by 2005. The initial survivals yield projections of age/sex composition for April 2005 (short of the January 1, 2006 estimate date), so a second survival is performed to 2010, and the results interpolated to January 2006. In the case of county estimates starting with July 2004 Census Bureau age/sex estimates, the single survival extends to July 2009, and the results are interpolated to January 2006.

Accounting for Births

As part of each round of cohort survival, the population less than age five is "survived" to age 5-9, so an estimate of births is required to fill the vacated 0-4 category. Births are estimated using the child/woman ratio—defined as the population age 0-4 divided by females age 15-44 (childbearing age).

The child/woman ratio is an indirect measure of fertility specific to each small area, but more important, it is sensitive to projected changes in the number of women of child bearing age—itself a byproduct of the cohort survival process. An increase in the number of child bearing women will result in an increased number of births even if fertility rates (or child-woman ratios) remain constant. The child/woman ratios applied in the Claritas age/sex estimates and projections are derived from the 2000 census, but reflect slight increases evident in the Census Bureau's post-2000 estimates.

Exceptions to Cohort Survival

The cohort survival process is at work in all areas, but in some areas its effects are overridden by migration. In the absence of authoritative age-specific migration data for small areas, the Claritas method defaults to the assumption that the age/sex composition gained or lost through migration is similar to the area's "survived" population.

However, because of migration, the cohort survival process is often not applicable to populations living in group quarters facilities such as dormitories, military quarters, prisons, and nursing homes. These populations have high turnover, and therefore age/sex compositions which tend to be stable, reflecting the nature of the facility. For this reason, cohort survivals are applied only to the population living in households. Group quarters populations are estimated separately and their age/sex compositions held constant with those measured in the census.

Claritas also identifies segments of the household population (such as concentrations of college students in off-campus housing) for which cohort survival is not applicable. Concentrations of these "hidden group quarters" populations are identified through their distinctive imprint on small area age compositions, and are similarly exempted from the cohort survival process.

Five Year Projections

Five year projections of age/sex composition are produced with the same method used for the current year estimates. For example, in the 2006 Update, the 2006 estimates of population by age/sex were the starting point for five year survivals to 2011. As with the current year estimates, age/sex projections are produced first for counties, followed by tracts and block groups, with adjustments ensuring consistency between geographic levels.

Population by Race and Ethnicity

There are no universally accepted definitions of race and Hispanic ethnicity. The census currently defines "Hispanic or Latino" as an ethnicity, not a race. Race and Hispanic ethnicity are separate census questions, so in census tabulations, persons of Hispanic ethnicity can be of any race. Hispanics are included in each race category, possible combinations of two or more races. When cross-tabulated by Hispanic/non-Hispanic, there are 126 race-by-Hispanic categories.

Short of presenting data for all 63 race categories, there are two basic tabulation options—single classification and all-inclusive. The single classification options are:

- White alone

- Black or African American alone

- American Indian and Alaska Native alone

- Asian alone

- Native Hawaiian and Other Pacific Islander alone

- Some other race alone

- Two or more races

This option identifies the number of persons marking each race category by itself, and then provides a seventh category identifying the number marking two or more races. The tabulation is similar to those used in the past, and sums to total population. However, it provides no information about the race of persons in the "two or more" category, so it is not possible to determine the total number of persons identifying with a given race. The total number of persons marking a given race category is revealed by the following all-inclusive categories:

- White alone or in combination

- Black or African American alone or in combination

- American Indian and Alaska Native alone or in combination

- Asian alone or in combination

- Native Hawaiian and Other Pacific Islander alone or in combination

- Some other race alone or in combination

This option identifies the total number of persons marking each race category—either by itself or as part of a combination of two or more races. However, because persons marking two or more races are counted two or more times, the table sums to totals larger than total population.

The Claritas Update provides estimates and projections for both the single-classification and all-inclusive tabulations. Estimates for the seven single-classification categories (by Hispanic/not-Hispanic ethnicity) are produced first, and all-inclusive estimates are then derived from the single-classification numbers.

Estimates and Projections of Race and Hispanic Ethnicity
At the county level and above, estimates of race and Hispanic ethnicity are based on the Census Bureau's estimates of population by race and ethnicity at the county level.

The application is not straightforward, since the Census Bureau's race estimates reflect a modified definition, in which persons marking "Some other race" were re-assigned (with imputation techniques) to a specified race category. This reassignment increases the numbers in the specified categories, making them inconsistent with the census definition race counts reported in standard Census 2000 products.

For this reason, the Claritas method applies the Census Bureau's estimated rates of change from the most applicable modified race category to the relevant Census 2000 race counts. For example, the census estimates might suggest a 4.2 percent increase in the percent of a county's population that is (modified) "Asian not-Hispanic." The Claritas estimate is established by applying this rate of change to "percent Asian not-Hispanic" from the 2000 census. Estimates are produced for the seven not-Hispanic race categories. Percent Hispanic or Latino population is estimated separately based on the rate of change in percent Hispanic population suggested by the Census Bureau estimates. The Hispanic or Latino estimates are then distributed to race based on county specific percentages from the 2000 census. The estimates for the 14 race/ethnicity categories are then finalized by applying estimated percent race/ethnicity to the previously completed estimates of total population for each county.

Race/ethnicity estimates below the county level are based on 1990-2000 census trends in the percent of

population in each race/ethnicity category. Again, the method focuses on the percent of population in each category. Estimates are produced first for tract level (with adjustments to county level), then for block groups (with adjustments to tract level). The projection of inter-censal trends is not a preferred method, but the approach was an achievement made possible by the conversion of 1990 data to 2000 geography, and the bridging of 1990 race to 2000 race definitions.

Race Bridging

The current race definitions make it impossible to identify definitive race trends between the 1990 and 2000 censuses. However, to estimate 1990-2000 trends, Claritas "bridged" 1990 census race data to the 2000 definitions. Specifically, Claritas estimated what the 1990 census race data might have looked like had it been collected using 2000 categories, and the option of marking two or more races.

All race bridging was accomplished separately for the Hispanic or Latino and not-Hispanic populations (preserving race by Hispanic cross-tabulation options) for all block groups nationwide. The first step was the bridging of 2000 race to 1990 definitions. After combining the Asian and Native Hawaiian and Other Pacific Islander categories (whether alone or part of combinations) to the 1990 Asian or Pacific Islander Category, counts from the remaining multiple-race categories were distributed to single 1990 race categories. This distribution was accomplished with equal fractions assignments in most cases (combinations of two races distributed half to one category and half to the other, combinations of three races distributed by thirds, and so forth), but National Health Interview Survey proportions were used for selected combinations. These include:

- White and Black or African American

- White and American Indian or Alaska Native

- White and Asian

- Black or African American and American Indian or Alaska Native

The bridged 2000 race data suggests how many persons would have been added to each "race alone" category had multiple-race response not been an option in 2000. For example, bridging 2000 data to 1990 definitions added some persons from multi-race categories to "Black or African American alone" to estimate the 1990 "Black" category. From the reverse perspective, the data suggests the proportion of the bridged "Black" population that would be lost to race combinations when transitioning back to the 2000 "Black or African American alone" definition. The 2000 bridged data suggests such percentages for all 1990 race categories, and these percentages were applied to the 1990 census race data (converted to 2000 block groups) to estimate the number that would have been lost from each category to multiple race responses in 1990. Census 2000 patterns then were used to distribute the estimated 1990 "two or more races" population to the 57 categories reflecting combinations of two or more 2000 census race categories.

The bridging project produced a set of 1990 census population data distributed to the 126 Census 2000 race by Hispanic categories, and converted to 2000 census block groups. This data—collapsed to single-assignment race—provided a basis for estimating race/Hispanic population trends for census tracts and block groups.

Five-Year Projections

Five year projections of race/ethnicity are produced with similar methods—projecting the current year estimates (of percent race/ethnicity) to the five-year projection date. Again, projections are made for percent race/ethnicity distributions, and applied to previously completed projections of population. Counties are projected first, followed by tracts and block groups, with adjustments ensuring consistency between geographic levels.

All-Inclusive Race

Estimates and projections for all-inclusive race/ethnicity are produced as derivatives of the single-classification estimates and projections. For each race/ethnicity category, the 2000 census ratio of all-inclusive race/single-classification race is identified, and applied to the estimate or projection of single-classification race—with adjustments made in some areas to ensure consistency with the number of persons estimated (or projected) to be of two or more races. Because the all-inclusive estimates and projections are derived from data already adjusted to county controls, the all-inclusive estimates and projections are produced only at the block group level, and summed to higher levels.

Population by Age/Sex by Race/Ethnicity

Estimates and projections also are provided for the cross-tabulation of population by age/sex/race/ethnicity. These estimates start with the completed estimates of population by age/sex and population by race/ethnicity at the block group level. Census 2000 does not provide age/sex/race/ethnicity detail at the block group level. For this reason, age/sex/race/ethnicity distributions for census tracts are used as "seed values" for component block groups, and iteratively adjusted to conform with the previously completed estimates of population by age/sex and population by race/ethnicity. This application of IPF produces block group estimates consistent with estimated age/sex and race/ethnicity, as well as the statistical relationship between these characteristics observed for the census tract in the 2000 census.

Household Characteristics

Households by Income

All Claritas income estimates are expressed in current year dollars using the money income definition reported in the 2000 census. The estimates and projections reflect household income, which includes the income earned by all persons living in a housing unit (i.e., all household members). In contrast to the 2000 census, which reported income for the previous calendar year (1999), Claritas income estimates are for the calendar year relevant to each set of estimates and projections. For example, the 2006 estimates would reflect 2006 income for 2006 households.

The method starts by estimating rates of change in median household income for each area. Based on this rate of change, household income distributions from the 2000 census are advanced to current (or projection) year. As with the population estimates and projections, data was first produced for large areas, then for progressively smaller areas, with successive ratio adjustments ensuring consistency between levels. Aggregate and per capita income numbers were derived from the resulting income distributions. Claritas estimates household income for all 16 income categories reported by the 2000 census in Summary File 3 (SF3).

Income Estimation Method

Income change at the national level is estimated based on national estimates of income change from the Current Population Survey and the American Community Survey. The final estimates reflect an average of estimates based on the two sources. The national income distributions serve as a target for the state estimates, rather than a control total.

State income estimates are based on IRS wage and salary data, and BEA estimates of per capita income. Because national IRS and BEA income data tends to reflect more rapid income growth than the national estimate, these sources are used to monitor each state's income growth relative to the national level—change in the ratio of state income to national income. The final rates of change reflect the average of such ratios based on IRS and BEA data, as well as a projection of the ratio based on 1990-2000 census trends.

County income rates of change are estimated with similar procedures—this time applying county/state ratios of IRS and BEA income data to 2000 census county/state income ratios. Again, the final estimated rates of change reflect the average of ratios based on IRS and BEA data, and the projection of 1990-2000 census trends.

Income change at the tract level also is estimated with alternative sources, with the final estimated rate reflecting the average of these rates. The first estimate is based on historical performance. Specifically, tracts were estimated to outpace or lag behind county income growth in proportion to their performance relative to county during the 1990 to 2000 census period. The second is based on post-2000 trends in income estimates aggregated from the Equifax TotalSource consumer household database. The TotalSource income estimates are modeled for all individual household records on the database. The third is based on trends in the Equifax ACE-Geosummary database, which provides tract level summaries of consumer financial information from the Equifax Consumer Marketing Database (ECMD). Although not a direct measure of income, the ECMD data item "Average sum of credit limits for bank, national credit card, savings & loan, and credit union revolving accounts" is strongly associated with income at the tract level, so change in this variable is used to track change in income at the tract level.

The approach with all three sources is to track change in the tract/county ratios—or the performance of tract income relative to county level. Income change at the block group level is estimated with sources and methods similar to those described for census tracts above.

For all geographic levels, the estimated rate of income change is used to advance, or shift, the 2000 census distribution of households by income forward to current year. This procedure involves the estimation of the number of households advancing from one income category to another—based on the area's estimated rate of income growth.

The resulting current year distribution is adjusted to conform with that estimated for the next higher geographic level. For example, the estimated household income distribution for states is adjusted to the national distribution, the county estimates are adjusted to the final state distributions, and so forth.

Five Year Projections

Five year projections of income begin with the projection of current year median household income to the projection year, and the advancing of the household income distribution to reflect the projected change. Median incomes for sub-national areas are produced by projecting estimated income change to the projection year, and advancing the current year estimated income distribution to reflect that rate of change. As with the current year estimates, the initial income distributions are adjusted to the final distributions for the next higher geographic level. State projections are adjusted to national, county to state, and so forth.

Family Household Income

A family household is one in which the householder is related to one or more persons living in the household. Family households also include any other non-related persons living in the same housing unit. Family household income includes the income of all persons living in a family household.

Family household income is estimated by applying the final estimated household income growth rates (1999 to current year) to the 2000 census distribution of family households by income—advancing the family household income distribution to reflect the relevant rate of income growth. Five year projections were produced by trending the estimated rate of family income change out five years, and advancing the current year distribution to reflect the projected change. Because the estimates and projections of family household income are derivatives of the completed household income estimates—which already reflect control totals for large areas— they are estimated and projected at block group level only, and summed directly to higher levels.

Income by Age of Householder

The cross-tabulation of household income by age of householder is valuable because income and life cycle stage, when combined, are so strongly associated with consumer needs and behavior. The Claritas income by age updates are produced after the estimates of population by age and households by income have been completed. The data constitutes a 198 cell table defined by 18 categories of household income and 11 categories of householder age. The row and column totals from these tables (the income and age totals) are commonly referred to as the marginal totals.

The estimates of households by income serve as the income marginals, but population by age estimates must be converted to householder by age for use as the age marginals. For each area estimated, 2000 census data is used to determine age-specific headship rates, or the percent of persons in specific age categories who are householders. These headship rates are then applied to estimated population by age to produce estimated householders by age. A final adjustment to total households ensures consistency with that critical base count.

With the income and age (row and column) marginal totals estimated, the final step is to estimate the full cross-tabulation of income by age of householder. In other words, values must be determined for each of the 198 income by age categories, or cells. Block group level income by age cell values from the 2000 census provide the initial input (or seed values). Within each age category, the 2000 census income distributions are advanced to reflect the block group's (previously) estimated rate of income growth. This adjustment expresses the 2000 census income by age distribution in current dollar values. The resulting table is then adjusted to conform with both the income and age of householder totals estimated for current year. These adjustments are accomplished through iterative proportional fitting, which adjusts the 2000 table to conform simultaneously with the household income and householder by age estimates, while preserving the block group specific statistical relationship between income and age reflected in the 2000 census income by age data.

The income by age estimates are produced at the county, tract, and block group levels, with adjustments ensuring consistency between levels.

Five year projections are produced using similar methods. Projected households by income serve as the income marginal totals, and Census 2000 headship rates again are used to convert projected population by age to projected householders by age. The income by age table is then advanced to projection year dollar values, and iteratively adjusted to the projected income and age marginal totals.

Income by Race and Ethnicity of Householder

Estimates and projections of households by the race and ethnicity of the householder are produced by applying the estimated/projected rates of change in income for each area to the income distribution for each race/ethnicity group in the area. The rates of change are used to project each distribution forward to the current (or projected) year, and the resulting distributions are adjusted to conform with the householder by race/ethnicity estimates and projections described above.

Householders by Race and Ethnicity

Estimates and projections of householders by (single assignment) race and Hispanic ethnicity are based on the estimates and projections of population by race/ethnicity.

For each block group, the 2000 census ratio of householders by race/Hispanic to population by race/ethnicity is identified, and applied to the current year estimate of population by race/ethnicity. This ratio indicates the percent of persons in each race/ethnicity category who were householders in the 2000 census. The final ratio is modified somewhat through the adjustment of householders by race to total households for each area, and it is the final current year ratio that is applied to the five-year projections.

Households by Size

Working at the block group level, estimates of households by size (number of persons) are produced for the following categories:

- 1 person

- 2 persons

- 3 persons

- 4 persons

- 5 persons

- 6 persons

- 7 or more persons

The distribution of households by size from the 2000 census serves as the base from which the current year estimates are derived. The 2000 distribution is advanced to current year based on estimated change in persons per household (average household size). Iterative proportional fitting is then used to ensure consistency with estimated household totals and average household size.

Projections of households by size are based on the 2000 census and current year estimated distribution of households by size. The current year distribution is shifted to reflect the growth or decline in average household size during the projection interval. Iterative proportional fitting is then used to ensure consistency with projected household totals and average household size.

Households by Year Moved Into Unit

Year moved in survival probabilities are computed from 1990 and 2000 census data (in this case reflecting the loss of residents of specific lengths of residence). These national level probabilities are applied to the 2000 census distribution of households by "Year Moved In" to establish estimated and projected distributions. Households in excess of those surviving (staying in place) to longer lengths of residence are those estimated to have moved in following the 2000 census. Thus, areas with rapid household growth will show the greatest concentrations of new movers.

Housing Unit Characteristics

Housing Value

Housing value (often referred to as home value) is estimated and projected for all owner-occupied housing units, and is based on the 2000 census measure, which reflects census respondents' estimates of how much their dwellings would sell for, or the asking price of units currently for sale. Median value is estimated and projected as well as the distribution of units among the 24 categories of value reported by the 2000 census.

The total number of owner-occupied housing units is estimated by applying the relevant 2000 census percentage to the completed estimate of total occupied housing units. The basic rate of change in value is estimated first, and is used to advance the 2000 census distribution of units by value to reflect this rate of change.

At the national and state levels, the rate of change in home value is monitored through the Census Bureau's American Community Survey (ACS), and House Price Index data from the OFHEO. Even in its test phase, the ACS was collecting data on home value from a nationwide sample of 700,000 households. And the OFHEO

House Price Index is a measure of post-2000 changes in housing value derived from Fannie Mae and Freddie Mac mortgage transaction data.

County rates of change in home value are derived from two sources at the metropolitan area level. The first is data indicating the change in median sales price from the NAR. Changes in sales price reflect only units sold during the time in question, but are strongly associated with overall change in home value. The second source is change in the OFHEO House Price Index described above.

At the census tract level, change in home value is tracked with ACE-Geosummary data from the Equifax Consumer Marketing database. The Equifax files do not measure home value directly, but the variable "Average original balance on mortgage accounts" is strongly associated with home value. Claritas has compiled tract summaries of this variable for all census tracts for years back to 2000, and uses trends to track small area changes in home value. The greater the increase in mortgage amounts, the greater the increase in home values.

Five Year Projections

Five year projections of value are based on rates of change derived form change in median value from 2000 census to the current year estimate.

For each geographic level, the estimated rates of change are used to advance the 2000 census home value distribution to current year. Estimates and projections are produced first at state and national levels, but these estimates serve as targets for the county estimates and projections, rather than control totals. Starting at the county level, the estimates and projections serve as control totals for smaller areas.

Housing Units by Year Built

Estimates and projections of housing units by year built start with the distributions from the 2000 census. These distributions are advanced to current year (and five year) targets based on housing loss patterns exhibited in the 1990 and 2000 censuses.

Additional Terminology

Block Group Parts

Many Claritas methods are executed at what is technically the block group and block group part level of geography. Block group parts are defined where block groups are split by place and/or MCD boundaries, and census data reported for block groups is reported for these block group parts. Thus, block group parts function as a geographic level between block group and block. Because it is more familiar, the term block group level is used throughout this document. However, it is worth keeping in mind that Claritas block group level applications usually refer to data and methodologies executed for block groups and block group parts.

Consistency of Complete Count and Sample Census Totals

Because much census information was collected on a sample basis using the census long form, the Census Bureau used weighting techniques to present such data in complete count form. The weighted sample totals presented in SF 3 often differ from the SF 1 complete count totals by small amounts. For example, a census tract with 1,200 (SF 1) households might have an income table (from SF 3) summing to 1,206 or 1,197 households. The differences are statistically inconsequential.

Claritas products provide 2000 census data as published by the Census Bureau. The 1990 census data also is provided as published, but has been converted to 2000 census geography. Thus, for both 1990 and 2000 census, the usually minor discrepancies between sample and complete count totals are preserved.

Adjustment Techniques

The adjustment process is essential to the production of estimates that use input data at various geographic levels, and are consistent across all levels of geography. The Claritas updates are geographically consistent, meaning that for each data item, block group data always sums to tract totals, which always sums in turn to county, state, and national totals. Adjustment techniques also ensure that characteristic distributions sum to base count totals (e.g., households by income always sums to total households). The simultaneous adjustment of characteristics to higher level control totals and to total persons or households within each smaller area is achieved with IPF. The basic techniques are described below.

Ratio Adjustment

Ratio adjustment is used to bring small area data into conformity with large area totals. For example, if preliminary block group population estimates sum to a tract total of 552, but the independent tract estimate is 561, the preliminary block group estimates are adjusted upward by 1.63 percent (561/552) to achieve the target tract total. Similar adjustments are made to bring preliminary distributions (such as age and race) into conformity with population totals for each geographic unit.

Iterative Proportional Fitting

Iterative Proportional Fitting (IPF) methods are an elaborate form of ratio-adjustment, and are used when estimates must be adjusted to conform simultaneously with two sets of marginal control totals—often referred to as the dimensions of a two-dimensional table. Income by age of householder is a good example. The estimates must sum to both households by income and householders by age.

IPF methods begin with a table with target row and column totals, referred to as the row and column marginal totals. For example, one might have 12 categories of households by income as the row totals and 11 categories of householders by age as the column totals established for a 132 cell (12 by 11) table. The objective is to produce estimates for the table's 132 cells that sum to both the row and column marginals.

The execution of IPF methods requires initial or seed cell values. In the case of income by age of householder, seed values are obtained from the 1990 census. This matrix of cell values reflects an intricate set of probabilities defining the relationship between income and age—as measured for the specific geography in the census. However, these 1990 census figures sum to neither estimated households by income nor estimated householders by age.

Iterative proportional fitting achieves this conformity through a series of ratio adjustments to the row and column marginal totals. Each round (or iteration) of row and column adjustments brings the seed values closer to conformity with the marginal totals. The number of iterations required varies by area, but the values eventually converge on a result that sums, within rounding error, to the marginal totals. The resulting estimates not only sum to the desired marginal totals, but preserve the statistical relationship between the two variables (income and age) measured for the area by the census.

Income Distributions

A source of occasional confusion is the fact that the 2000 census reported income earned during calendar year 1999. This is the case whether the data are described as 1999 income or 2000 census income. The one year census lag is logical, since no one had yet received their 2000 income in April 2000 when the census was taken. The Claritas update is not constrained by this reporting limitation, and therefore presents income for the calendar year corresponding to the household estimate or projections. For example, the 2005 update provided estimates of 2005 households by income earned in 2005. When comparing such estimates against the census, note that total households represent a five year change since 2000, while income represents a six year change since 1999.
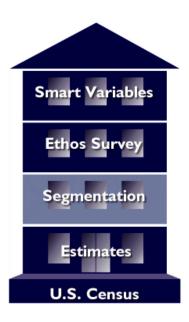
Inflation and Income

A common question is how the effect of inflation is accounted for in the Claritas income estimates. Inflation, as commonly measured by the Consumer Price Index, reflects changing prices, and a corresponding change in the value of a dollar. For example, items that would have cost $100 in 1983, would have cost about $147 by 1993— a 47 percent inflation in prices. Thus, $100 was not the same in 1993 as it was in 1983.

Inflation is not a measure of income change, but the two are related. Some income sources (such as Social Security and some union contracts) are indexed by inflation, and workers typically require and demand more pay to cover the increased costs of living. Although income tends to follow inflation, it does not move at the same rate. There are periods when income growth outpaces inflation, and periods when it lags behind. These income changes relative to inflation are referred to as real income growth.

The Claritas income estimates and projections are expressed in current dollar values, which reflect how many dollars are being received at the relevant year. As such, they reflect both real income growth (or decline) and the change due to the effect of inflation. Rather than estimating the effects separately, Claritas measures the combined or net effect through input sources (such as the Bureau of Economic Analysis income estimates), which themselves estimate income change in current dollars. The inflation effect built into these estimates is implicitly incorporated into the Claritas estimates. Note that accounting for inflation in this manner is different from controlling for inflation, which requires removing the effect of inflation, to produce estimates in constant dollar values.

The 2nd Floor:
Segmentation Systems and U.S. Lifestyles

There are many tools and techniques available today to assist in performing demographic analysis. Some are very simple while others are much more sophisticated. It is important that the correct tool be used for the type of analysis and results you are seeking to accomplish. If you are simply analyzing one variable at a time such as population counts in your area, it is probably not necessary to invest a great deal of time and money in learning and using complicated analysis tools such as statistical computer software. You can answer many questions you might have by simply adding or subtracting two numbers. For example, to determine if the population has grown during some period of time, you can subtract by hand the current population estimate from an earlier figure and arrive at a quick and accurate answer.

On the other hand, there are occasions when it is helpful or necessary to examine more than one variable at a time to determine if and how they are related and might influence one another. Many techniques are available to assist in this examination including regression analysis, correlation analysis and cluster analysis to name a few.

Geo-demographic clustering has become an invaluable tool for managing the huge number of demographic variables collected for the large and diverse American population. The purpose of a national geo-demographic clustering or segmentation system is to analyze the billions of pieces of data available from the U.S. Census and other sources and to create from that data a manageable number of population groups which share commonalities in their demographic configuration and lifestyle behavior. The challenge of building such a system is to create enough groups so as to provide a multi-dimensional cross-section of the American population, but not so many groups that you cannot easily comprehend and use the segmentation system. This requires elements of both art and science.

The use of segmentation in the business world for marketing and other purposes is now commonplace. Increasingly, church leaders have used segmentation to help them understand and reach the many diverse population groups in the United States and in their own communities. The mass marketing approach used by both secular businesses and the church in the 40s, 50s and 60s is increasingly ineffective in dealing with smaller and more diverse population niches—each with their own special needs, concerns and expectations.

It is important to understand that the purpose of segmentation is not to replace one-on-one ministry in church settings. Using segmentation in ministry planning is clearly an intermediate step to assist in moving the discussion from abstract concepts such as "Americans", or "everyone in our community" down to a pragmatic level like "have we communicated with the new family living across the street from the church?" Clearly, the first level is too vague and unspecific while the later discussion of a specific family is probably too narrowly focused for long-term strategy development. Used properly, segmentation provides a bridge for moving from the "macro" level of planning to the "micro" level of execution of the plan.

How is a Geo-Demographic Segmentation System Created?

Without the enormous processing power of computers, it would be impossible to create a statistically valid clustering system based upon dozens of variables such as age, income, education, occupation, racial/ethnicity, housing and location. It is still extremely difficult to divide the diverse U.S. population into perfectly distinct and

separate groups. Regardless of the number of groups, many of them will share commonalities in some areas. However, the groups will also have important differences. Some may contain predominately young families, others will be primarily singles and couples without children and so on. The important thing to understand is that the computer processing is so extensive that the households in each cluster group end up sharing many critical characteristics including ones of great importance to the work of the church.

Because segmentation is based upon many more variables than the human mind can keep track of at any one time, your initial instinct as to what segments you should see in your area may be misleading. Most of us tend to classify people in our minds using only two or three variables, one of which is often income or race. Therefore, if you have persons in your community who are well off financially, you may wish to see those people classified in a segment which typically has above average income. However, because segmentation factors in over 100 variables at the same time, it is possible that other variables such as occupation, age, racial/ethnicity, education or financial behavior can cause individual families with higher incomes to be grouped in segments with typically average incomes. Does that mean the segments are wrong? No, only that segmentation systems are multi-dimensional and human beings tend to think in one dimension at a time. The bottom line is that each household ends up classified in the segment with which it shares the strongest overall relationship.

What is U.S. Lifestyles?

The U.S. Lifestyles system is a geo-demographic segmentation system that classifies every household in the United States into one of 50 different segments. Each segment consists of households that tend to be at similar points in their life cycle and share common interests, needs for services, and financial behavior. The system is created and maintained by Claritas and is referred to as MicroVision. MicroVision is based on the 160 million up-to-date individual consumer records in the Equifax Consumer Marketing Database (ECMD), as well as the nation's most current census data. The basic building block of the system is ZIP+4 geography which allows targeting as few as 10 households compared to the 200 to 300 households of traditional segmentation systems. In addition, it is currently the only system that not only annually updates population and household counts, but also annually updates the classification of its 22 million ZIP+4s. This provides the system with the unique ability to monitor and adjust to the ever-changing U.S. population.

PERCEPT has licensed the MicroVision system and has undergone an extensive process of renaming the system and all of the segments to be more descriptive and useful to church leaders and human services agencies.

Why are the Segments Given Names?

It is not uncommon for each of us to generalize about people groups in order to facilitate discussion. We often refer to groups with names like: "Americans", "Easterners", "Californians", "Native Americans", "Hispanics", "New Yorkers", "the wealthy", "the homeless", "the unchurched", "baby-boomers", etc. Generally, there is unspoken agreement among most of us that we recognize these labels are one-dimensional and that the groups represented by these simplistic words are diverse. Just as there are times when it is appropriate to distinguish between Mexicans, Puerto Ricans and Cubans and even further sub-groups within these categories, there are also times when simply saying "Hispanics" is enough to make a point or answer a question without creating confusion.

Given the rich, three-dimensional nature of segmentation and the diverse individuals it represents, it would be nice to avoid general names for the groups. Unfortunately, as human beings, we are simply incapable of holding fifty different multi-dimensional cluster group descriptions in our heads. We could refer to the segments by number, but that could get confusing. We could also refer to the segments by long multiple-sentence descriptions, but that could be cumbersome. Instead we have assigned simple labels to each group. These labels are designed to create memorable impressions. They do not and cannot convey the full richness of the segment.

These short and easy-to-remember segment names work well as long as you understand them for what they are. They provide a mechanism for interpreting reports and maps without necessarily having to constantly turn to a long reference document. The names function as easy handles to hold on to while you are developing strategy. They are only a means to an end, not a comprehensive or literal description of a group of people.

How Should One Interpret U.S. Lifestyles for a Study Area?

Keep in mind that within each segment, there is some diversity. In Segment 1, Traditional Affluent Families, there are some single and divorced persons and even a few families that are struggling financially. The segment name is describing overall tendencies ("propensities") within the segment. You will not have to search far to find exceptions.

As you interpret segment information for a study area, concentrate on overall likely behavior and its implications for your work. Try not to oversimplify segmentation by focusing on literal descriptions or individual variables.

For example, you are located in an area where you believe most of the families have very high incomes. You expect to see many households in Segment 1, Traditional Affluent Families. However, when you examine your U.S. Lifestyles report, you notice that most of the families are shown in Segment 16, Established Country Families. How can this be? There are many possible explanations. In addition to typically (though not exclusively) having high incomes, Segment 1 families also tend to have very high education, executive and managerial occupations and very high debt loads. If the high income families in your area differ significantly on any of these other important variables, the households would not be classified in Segment 1. What the segmentation system is telling you is that given all the variables involved, the households in your area are correctly categorized as Segment 16. Although Segment 16 overall is typically a medium income segment, there are a wide range of incomes represented within Segment 16. As with all the segments, there are other variables such as rural locations, education, occupation and number of children that are just as important to the segmentation process as household income.

U.S. Lifestyles Segment Descriptions

Each of the segments is described in detail in Section 4: U.S. Lifestyles Segment Descriptions of Sourcebook. We highly recommend that you read the full description of any segment with which you are interested. Do not rely solely on a segment name to capture the fullness of the segment.
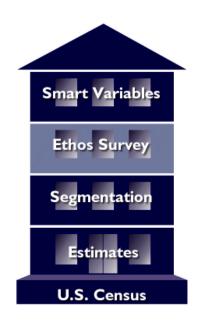
The 3rd Floor:
The Ethos Survey Series

The Ethos Survey Series is a national research project undertaken by PERCEPT to collect and distribute information about the beliefs, attitudes, concerns and religious behavior of the American people. The primary purpose of the project is to provide church leaders with useable, cost-effective tools to help them better understand and respond to people they seek to reach.

What does Ethos mean?

Ethos comes from a Greek word and refers to the essential spirit and fundamental character of a group of people which is comprised of similar beliefs, attitudes and concerns, and the typical behavioral responses that accompany such.

Why is the Ethos Survey Series Important?

Demographic information provides you with a powerful introduction to the people in a community by detailing such things as their age, income, race/ethnicity, education level, occupation and family structure. However, demographics do not describe what people believe or value, or what concerns they might have. In some ways, demographic information is like a blueprint of a group of people. Although the information provides outline and structure, it is missing the color and three-dimensional detail that would be found, for example, in a full architectural rendering. Since it is not practical for most church leaders or social services agencies to enhance demographic data by personally interviewing each and every member of a typical community, survey research is a commonly used technique for gathering information on a smaller scale and projecting the results to the larger population.

Churches, religious organizations and social services agencies have for many years conducted surveys and used the results to enhance and focus ministry and human services efforts. Unfortunately, this research is often limited by the time and financial commitment it requires. Many simply do not have the resources to undertake extensive regional or local survey research. As a result, critical information which could guide and enhance decision-making often remains unavailable. Planning efforts are forced to rely almost entirely on the perceptions and experience of the participants to fill in the picture.

Through the Ethos Survey Series, PERCEPT surveys extensive cross-sections of the American public. This assures that the Ethos Survey database is responsive to the information needs and concerns of local, regional and national church leaders as well as human services agencies across the United States. A national report on American religious behavior is certainly useful and interesting, and as such, the Ethos research has much to say about the larger trends in the United States. However, national views are just scratching the surface of the capabilities Ethos provides. In fact, one of the most valuable features of the Ethos database is its usability for projecting the likely ethos of any particular community or region in the United States based upon the demographic characteristics of that area. This has been accomplished by linking the Ethos Survey database to a sophisticated geo-demographic segmentation system called U.S. Lifestyles. PERCEPT refers to this technique as LocalLink™ and it has been recognized by American Demographics magazine and thousands of clients as a cost-effective and accurate means of understanding local or regional dynamics beyond basic demographics.

How was the Information Collected?

PERCEPT contracts with National Family Opinion Research (NFO; www.mysurvey.com) based in Toledo, Ohio to conduct the surveys for the Ethos Survey Series. NFO Research has been employed for several reasons:

- NFO Research is a nationally known and respected research organization that maintains one of the largest and most statistically reliable survey panels in the United States. It is used extensively by many of the Fortune 500 companies in the United States for their consumer research needs;

- The NFO Research panel contains over 375,000 nationally balanced households that represent every region of the country and all walks of life. The panel is balanced to the latest U.S. Census information with respect to market size, age of household head, and income within each of the Census regions. The sample also matches Census quotas on family versus non-family households, state quotas, and the top 25 Metropolitan Statistical Areas (MSAs).

- All households in the NFO panel are coded by their U.S. Lifestyle segment, the key to LocalLink technology and accurate local area projections.

- NFO provides the U.S. Lifestyle segment distribution of the respondent universe for weighting of the survey results.

- The panel can be used to track respondents over time and to collect trend information.

What is the Size and Sampling Error of Each Survey?

Year of Survey	Survey Distribution	Sample Size	Return Rate	Sampling Error
Ethos I Fall, 1991	25,000	15,000	60%	Less than 1%
Ethos II Fall, 1993	30,000	18,500	62%	Less than 1%
Ethos III Spring, 1998	40,000	27,500	69%	Less than 1%

Due to the large sample size, the overall survey sampling error is plus or minus 1% at a 95% confidence level on any national Ethos Survey. For example, the Ethos II survey found that 37.8% of American households say they are not involved with their faith. The sampling error for this question is plus or minus 1%. Therefore, were a similar survey to be conducted randomly and within the same time frame, there is a 95% level of confidence that the results would fall within one percentage point of the 37.8% figure.

The average sampling error for individual U.S. Lifestyles segments is plus or minus 4 percent.

How are the Results Biased?

In spite of our best efforts, bias exists in any survey research exercise. We have addressed sampling bias through the selection of a household panel in which the household representation in the panel closely matches representation in U.S. households overall. The results have been weighted (adjusted) to reflect the degree to which the respondent universe matches the incidence of households in the U.S. overall. These efforts have decreased the problem of the sample being biased in favor of affluent households, or white households, or households from any particular geographic region of the country.

- Weighting to minimize sampling bias is done primarily by U.S. Lifestyles. We determine the percentage of households receiving the survey in each U.S. Lifestyles segment, and compare these percentages to the percentage each segment represents among all U.S. households using U.S. Census and Claritas data. We then weight the findings up or down to reflect the difference. These adjustments are very minimal since the survey panel percentages were close to the national averages for each segment.

- Questionnaire-related bias is minimized through intensive questionnaire design workshop sessions conducted by PERCEPT. Ethos Surveys are also pre-tested. This testing is designed

to assure that the survey questions are universally understood and to uncover any sensitivities toward certain questions that might result in biased responses, or no response at all.

- Non-response bias is controlled through the choice of a national panel which produced an average 61% response rate. This suggests that non-response bias, though present, is minimal.

How is Ethos Survey Information Projected for a Local Study Area?

Every community and region in the United States can be described as a unique combination of some or all of the 50 U.S. segments, which are created at the ZIP+4 level. ZIP+4s typically contain 10 to 15 households on a common street and as such, are extremely accurate in distinguishing neighborhood characteristics. Since PERCEPT has extensive and statistically sound survey research describing the ethographic characteristics of each of the 50 household segments, it is possible to project the likely ethos of an area based upon the segments found there. For example, the survey research has found that households in segment number 32 are more than twice as likely as an average household to describe their religious preference as Catholic. No matter where you are located in the United States, if you have households from segment 32 near you, these households are statistically twice as likely as an average household to express a Catholic preference. However, PERCEPT has also created projections for segment 32 (as well as the other 49 segments) that are sensitive to 11 sub-regions within the United States generally corresponding to the U.S. Census regions. Therefore, segment 32 households in California may be slightly less likely to express a Catholic preference than segment 32 households in Illinois where there is a historically stronger Catholic presence. By combining the regionally adjusted projections for all the segments found in your local area, PERCEPT can make a highly accurate inference (i.e., projection) for each ethographic variable. PERCEPT refers to this methodology as LocalLink and it has been recognized by American Demographics magazine as well as thousands of PERCEPT clients as the most accurate ethographic projections available today.

How are the Regions in the U.S. Defined?

The eleven regions of the United States used for Ethos projections are created by combining neighboring states into state groups (i.e., regions) that are generally proportional in total population. They are defined as follows:

- **Region 1** - Northeast Atlantic: Connecticut, Massachusetts, Maine, New Hampshire, New York, Vermont and Rhode Island

- **Region 2** - North Atlantic: District of Columbia, Delaware, Maryland, New Jersey and Pennsylvania

- **Region 3** - Mid-Atlantic: North Carolina, South Carolina, Virginia and West Virginia

- **Region 4** - South Atlantic: Georgia and Florida

- **Region 5** - Southeast Central: Alabama, Arkansas, Kentucky, Mississippi and Tennessee

- **Region 6** - Southwest Central: Louisiana, Oklahoma and Texas

- **Region 7** - Northeast Central: Ohio and Michigan

- **Region 8** - Mid-North Central: Illinois, Indiana and Wisconsin

- **Region 9** - Northwest Central: Iowa, Kansas, Minnesota, Missouri, North Dakota, Nebraska and South Dakota

- **Region 10** - Mountain Pacific: Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming

- **Region 11** - California

How Should Ethos Information Be Interpreted for a Local Study Area?

First and foremost, it is very important to understand that Ethos estimates for a study area are only partially based upon a local survey of that area. While the U.S. Lifestyles component of LocalLink technology is driven entirely by local census and other data, the Ethos Survey portion is not. To gather household concern and religious preference data at that level would require an effort similar in scope to the U.S. Census, which typically consumes several billion dollars of taxpayer resources, is hugely labor intensive and requires many years of advance planning. Since an effort of that magnitude is clearly not practical for local churches or human services agencies or even national denominations or agencies, PERCEPT has instead surveyed households extensively in each of the 50 U.S. Lifestyles segments in 11 major regions of the country and linked the results to each of the nearly 400,000 census block groups in the United States via PERCEPT's proprietary and nationally recognized LocalLink technology.

The ethos projected in the reports and maps for a local study area is computed based upon the actual distribution of U.S. Lifestyles segments in that area. As a simple example, if 100% of the households in a local study area are classified as segment 1, and the Ethos database indicates that 50% of the households in segment 1 in that region are primarily concerned about maintaining personal health, then the projection for the study area would be that 50% of the households are concerned about their health. In reality, an extensive local surveying process might return a figure which is somewhat higher or lower, but short of that kind of undertaking, there is no way to know with precision whether the local figure is closer to 52% or 48%. However, since only 37% of all the households in America expressed this concern, it is safe to say that in this particular community, the concern about personal health is well above the national average (50% versus 37%). If you are willing and able to conduct additional research and there is a justifiable reason for doing so, you may be able to obtain a more precise local figure. However, in many cases, this is not necessary since knowing that the concern is well above average is precise enough. It might be nice to have a more finely tuned local figure, but generally it is not necessary given how the Ethos information is being used. Therefore, it is critical to understand why and how you are using Ethos projections.

The real value of Ethos information is that it creates a picture of a community or region much like an impressionist painting. The impressionist approach to painting is defined as "the depiction of a scene, emotion, or character by details intended to achieve a vividness or effectiveness more by evoking subjective and sensory impressions than by recreating an objective reality" (Webster). Though impressionism seeks to evoke an affective response, it is still possible to comprehend that which the painting portrays.

By analogy, Ethos information seeks to accomplish the same end by creating a powerful impression of how a community is likely to look and feel. The information is designed to stimulate or evoke response by making human need and related opportunities more vivid and engaging. It provides a baseline from which to ask additional questions and narrow your focus to specific issues. Ethos information should never be portrayed as the final word on any issue.
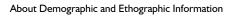
Now, with this concept in mind, consider how you might use the Primary Concern Indicator on maintaining personal health. You might ask, what good does it do me to know that 50% of the households in my community are likely to be concerned about this? Well, since the national average is only 37%, the average household in your area is considerably more likely to be concerned about their health. In the absence of information to the contrary, you now have some objective data indicating that this is a higher than average concern in your community and a likely source of distress. You now have some basis upon which to justify further examination of this issue whether it be in the form of local interviews, additional surveying or some other form of research. Without the initial Ethos projection, you have no objective basis upon which to narrow the focus of your exploration.

Even in this simple example, it should be apparent that the best use of the Ethos information is to stimulate thinking by creating a powerful and engaging impression. Building upon this, what has your experience and other

information told you about the community? Does the Ethos information confirm or challenge that? If the Ethos information contradicts assumptions you have made, why is that? Don't just assume that an Ethos estimate is too high or too low. It may be, but perhaps you should investigate your assumptions further. Let them be challenged and shaped by the information.

For instance, someone may perceive that the Ethos estimate of households with their particular religious preference is way too low for their community. Yet, a possible explanation for this perceived discrepancy may be that their church had been unusually successful in attracting households that typically do not prefer their religious affiliation.

To state it again, Ethos information is attempting to provide a powerful impression of what is likely to be true in a study area. It is simply saying that in the absence of extenuating circumstances, this is the ethos we might expect in a typical community populated with the kind of people in the study area. PERCEPT has found through thousands of local community studies, that in most cases the projections closely match both client experience as well as locally collected survey and other data. In cases where they don't, try to focus your energy on the possible reasons for perceived discrepancies (i.e., extenuating circumstances). Ultimately the question is this: What's really going on in your community and how should you respond?

Figure 1: Ethos I Survey Instrument (1991)

ANSWER THIS SIDE FIRST
The following questions are to obtain
people's attitudes about various topics.
There are no right or wrong answers and all
answers will be held in strict confidence.

1. Please indicate the extent to which you agree or disagree with each statement using the following scale.

1 = Strongly Agree	4 = Somewhat Disagree
2 = Somewhat Agree	5 = Strongly Disagree
3 = Neither Agree Nor Disagree	

It is important to preserve the traditional American Family structure . . . . ____

Government should be the primary provider of human welfare services . . . . . ____

The role of Churches and Synagogues is to help form and support moral values . . ____

Public education is essential to the future of American society . . . . ____

God is actively involved in the world including nations and their governments . . . ____

I do not believe there is a God . . . . ____

The United States must open its doors to all people groups . . . . ____

A healthy environment has become a national crisis . . . . ____

The changing racial/ethnic face of America is not a threat to our national heritage . . . . ____

Churches and religious organizations should provide more human services . . . ____

2. Suppose a leader were addressing you, Which statement most appeals to you?

1 ☐ "You know what you need to do. You don't need me to interfere, I'll be elsewhere."

2 ☐ "I believe you know what you need to do. I'll be here to cheer you on."

3 ☐ "We all have some idea of what we need to do. We'll decide together."

4 ☐ "I know what we need to do. Follow me."

3. Indicate your annual household contribution to following groups. (✔**One Box For Each**)

	Less Than $99	**$100 To $499**	**$500 To $999**	**$1000 To $4,999**	**$5,000 And Over**
Charities (i.e. United Way) .	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Churches/Syn./ Religious Org	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Colleges/ Universities	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐

CONTINUE ⟶ ◢

ANSWER OTHER SIDE FIRST
4. Among the following 29 choices, ✔ the top 5 challenges of greatest concern to you.

Dealing with:
01 ☐ Abusive relationships   06 ☐ Change
02 ☐ Teen/Child problems   07 ☐ Divorce
03 ☐ Neighborhood gangs   08 ☐ Drug abuse
04 ☐ Racial/ethnic prejudice   09 ☐ Stress
05 ☐ Alcohol abuse

Developing/Achieving:
10 ☐ Financial security   14 ☐ Personal health
11 ☐ Personal safety   15 ☐ Parenting skills
12 ☐ Fulfilling marriage   16 ☐ Educational
13 ☐ Marketable skills   objectives

Finding/Providing:
17 ☐ Satisfying job/Career   25 ☐ Life direction
18 ☐ Affordable housing   26 ☐ Good church
19 ☐ Companionship   27 ☐ Time for
20 ☐ Employment   recreation/
     opportunities   leisure
21 ☐ Aging parent care   28 ☐ Child care
22 ☐ Retirement   29 ☐ Adequate
     opportunities   food
23 ☐ Spiritual teaching
24 ☐ Adequate health care

5.a. Check the general religious affilliation that best describes your preference both now and 10 years ago.

	Now	10 Yrs. Ago
Not interested/none	01 ☐	01 ☐
Adventist	02 ☐	02 ☐
Baptist	03 ☐	03 ☐
Buddhist/Hindu	04 ☐	04 ☐
Catholic/Orthodox	05 ☐	05 ☐
Congregational	06 ☐	06 ☐
Episcopal	07 ☐	07 ☐
Holiness Churches	08 ☐	08 ☐
Islam	09 ☐	09 ☐
Jehovah's Witnesses	10 ☐	10 ☐
Judaism	11 ☐	11 ☐
Lutheran	12 ☐	12 ☐
Methodist	13 ☐	13 ☐
Mormon	14 ☐	14 ☐
New Age	15 ☐	15 ☐
Non-Denominational	16 ☐	16 ☐
Pentecostal	17 ☐	17 ☐
Presbyterian/Reformed . . .	18 ☐	18 ☐
Interested/No preference . .	19 ☐	19 ☐
Other	20 ☐	20 ☐

5.b. Indicate your level of involvement with your faith both now and 10 years ago.

	Not Involved		**Somewhat Involved**		**Strongly Involved**	
Now	1 2	3 4	5 6	7 8	9 10	
10 yrs ago	1 2	3 4	5 6	7 8	9 10	

Figure 2: Ethos II Survey Instrument-Card 1 of 2 (1993)

ANSWER THIS SIDE FIRST

1. Among the following 31 items, select the SIX of greatest concern to you and enter the numbers in the boxes below: (Write in ONE Number In EACH Box)

Dealing with:
- 01 Abusive relationships
- 02 Teen/child problems
- 03 Neighborhood gangs
- 04 Racial/ethnic prejudice
- 05 Divorce
- 06 Alcohol/drug abuse
- 07 Stress
- 08 Neighborhood crime & safety
- 09 Problems in schools
- 10 Day-to-day financial worries
- 11 Social injustice

Developing/Achieving:
- 12 Fulfilling marriage
- 13 Personal health
- 14 Parenting skills
- 15 Educational objectives
- 16 Long-term financial security

Finding/providing:
- 17 Health insurance
- 18 Affordable housing
- 19 Compnionship
- 20 Employment opportunities
- 21 Aging parent care
- 22 Retirement opportunities
- 23 Spiritual teaching
- 24 Better quality healthcare
- 25 Satisfying job/career
- 26 Life direction
- 27 Good church
- 28 Time for recreation/ leisure
- 29 Child care
- 30 Adequate food
- 31 Good schools

2. Check below if your are or were a member of any one of the following denominations, both now and 10 years ago. (Check ONE Box For EACH Column)

Denomination:	Now	10 Yrs. Ago
The Episcopal Church	1 ☐	1 ☐
Evangelical Lutheran Church in America	2 ☐	2 ☐
Roman Catholic	3 ☐	3 ☐
Presbyterian Church (USA)	4 ☐	4 ☐
The United Methodist Church	5 ☐	5 ☐
Southern Baptist Convention	6 ☐	6 ☐
None of the above	7 ☐	7 ☐

CONTINUE ⇨

ANSWER THIS SIDE SECOND

3. Check the general religious affiliation or tradition that best describes your preference now, and ten years ago. (Check ONE Box For EACH Column)

	Now	10 Yrs. Ago
NONE/Not interested	01 ☐	01 ☐
Adventist	02 ☐	02 ☐
Baptist	03 ☐	03 ☐
Buddhist/Hindu/Shinto/etc.	04 ☐	04 ☐
Catholic	05 ☐	05 ☐
Congregational	06 ☐	06 ☐
Episcopal	07 ☐	07 ☐
Holiness	08 ☐	08 ☐
Islamic	09 ☐	09 ☐
Jehovah's Witness	10 ☐	10 ☐
Judaism	11 ☐	11 ☐
Lutheran	12 ☐	12 ☐
Methodist	13 ☐	13 ☐
Mormon	14 ☐	14 ☐
New Age	15 ☐	15 ☐
Non-denominational/Independent	16 ☐	16 ☐
Orthodox	17 ☐	17 ☐
Pentecostal	18 ☐	18 ☐
Presbyterian/Reformed	19 ☐	19 ☐
Unitarian/Universalist	20 ☐	20 ☐
Interested/No preference	21 ☐	21 ☐

4. Indicate your level of Involvement with your faith now, and 10 years ago. (Check ONE Box For Each)

	Not Involved				Somewhat Involved				Strongly Involved	
Now	01☐	02☐	03☐	04☐	05☐	06☐	07☐	08☐	09☐	10☐
10 Yrs. Ago	01☐	02☐	03☐	04☐	05☐	06☐	07☐	08☐	09☐	10☐

5. Indicate your level of activity or participation with your local church, synagogue, or place of worship now, and 10 years ago. (Check ONE Box For Each)

	Not Active				Somewhat Active				Very Active	
Now	01☐	02☐	03☐	04☐	05☐	06☐	07☐	08☐	09☐	10☐
10 Yrs. Ago	01☐	02☐	03☐	04☐	05☐	06☐	07☐	08☐	09☐	10☐

CONTINUE ⇨

Figure 3: Ethos II Survey Instrument-Card 2 of 2 (1993)

ANSWER THIS SIDE THIRD

6. Put a "1" beside the source of information most important to you. Place a "2" beside the second most important source, and a "3" beside the third most important source. (Write In Number)

Local newspaper.... _____   Radio...................... _____
Magazines.............. _____   National Newpaper _____
Television................ _____

7. If a local church or community service group was trying to inform you about a new service, how do you rate each of these methods? (Check ONE Box For EACH Service)

	Poor	Fair	Good
Sending information by mail	1 ☐	2 ☐	3 ☐
Putting ad in local newspaper	1 ☐	2 ☐	3 ☐
Going door to door	1 ☐	2 ☐	3 ☐
Calling and discussing on the phone	1 ☐	2 ☐	3 ☐
Calling and offering to visit in person, when convenient	1 ☐	2 ☐	3 ☐
Calling and offering to send information by mail	1 ☐	2 ☐	3 ☐
Local radio announcements or advertisements	1 ☐	2 ☐	3 ☐
Local cable channels	1 ☐	2 ☐	3 ☐

8. Do you agree or disagree with each of the following? (Check ONE Box For EACH)

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree
An action is moral if no one gets hurt	1 ☐	2 ☐	3 ☐	4 ☐
It is our moral obligation to stop social injustice	1 ☐	2 ☐	3 ☐	4 ☐
If an action is legal, it is morally right	1 ☐	2 ☐	3 ☐	4 ☐
There is a lack of universal moral values in the U.S. today	1 ☐	2 ☐	3 ☐	4 ☐
Some social problems today are the result of a loss of universal moral values..	1 ☐	2 ☐	3 ☐	4 ☐

CONTINUE ⇨ ◢

ANSWER THIS SIDE FOURTH

9. If you were looking for a new church or synogogue, which programs or services would be most important to you? (Please Choose Up To Three) (Enter Items In Boxes Below)

☐☐☐

01 Family activities and outings (picnics)
02 Sports or camping
03 Bible study discussion and prayer groups
04 Spiritual Retreats
05 Food pantry and clothing resources
06 Youth social programs
07 Parent training programs
08 12 step programs
09 Divorce recovery
10 Day care services
11 Adult theological discussion groups
12 Personal or family counseling
13 Cultural programs (music, drama, art)
14 Marriage enrichment opportunities
15 Church sponsored day-school
16 Care for the terminally ill
17 Active retirement programs

10. Check the box closest to your personal preference. If your preference is for both, equally, check the "3". (Check ONE Box For EACH)

Worship which is:
Emotionally   Intellectually
uplifting....... 1☐ 2☐ 3☐ 4☐ 5☐ .....challenging
Traditional/
Formal/   Contemporary/
Ceremonial.. 1☐ 2☐ 3☐ 4☐ 5☐ .....Informal

Music which is:
Traditional...... 1☐ 2☐ 3☐ 4☐ 5☐ ...Contemporary
Performed
by others... 1☐ 2☐ 3☐ 4☐ 5☐ ...Participatory

Involvement and Mission emphasis which is:
Community   Personal Spiritual
focused...... 1☐ 2☐ 3☐ 4☐ 5☐ ...Development
Global mission 1☐ 2☐ 3☐ 4☐ 5☐ ...Local mission

Church Architecture which is:
Traditional........ 1☐ 2☐ 3☐ 4☐ 5☐ ....Contemporary
Somber/
serious........ 1☐ 2☐ 3☐ 4☐ 5☐ ....Light and airy

Figure 4: Ethos III Survey Instrument-Card 1 of 2 (1998)

ANSWER THIS SIDE FIRST

1. Indicate your level of Involvement with your faith now and 10 years ago. **(X ONE Box For Each)**

	No Involvement			Somewhat Involved			Strong Involvement	

Now 01☐ 02☐ 03☐ 04☐ 05☐ 06☐ 07☐ 08☐ 09☐ 10☐

10 Yrs. Ago 01☐ 02☐ 03☐ 04☐ 05☐ 06☐ 07☐ 08☐ 09☐ 10☐

2. Currently are you actively involved in a church, synagogue or other place of worship? **(X ONE)**

1☐ Yes   2☐ No, never   3☐ No, but once was

3. Average # of times you attended a service of worship in the past year? **(X ONE That Comes Closest)**

1☐ Never   3☐ Once or twice in 3 mos.
2☐ Less than 3 times a year   4☐ Once a month
                       5☐ Once a week or more

4. How would you describe your level of activity in a church, synagogue or other place of worship now and 10 years ago? **(X ONE For Each)**

	Not Active			Somewhat Active			Very Active	

Now 01☐ 02☐ 03☐ 04☐ 05☐ 06☐ 07☐ 08☐ 09☐ 10☐

10 Yrs. Ago 01☐ 02☐ 03☐ 04☐ 05☐ 06☐ 07☐ 08☐ 09☐ 10☐

5. If your involvement has increased or you anticipate an increase, which of the following reasons contributed? **(X ALL That Apply)**

★☐ Does Not Apply → Skip To Qu. 6

1☐ A personal trauma   5☐ Looking for community ties
2☐ Moved into new community   6☐ More time available
3☐ A spiritual experience   7☐ Stronger faith
                              8☐ Found a good church
4☐ Because of children   9☐ Other

6. If your involvement has decreased or you anticipate a decrease, which of the following reasons contributed? **(X ALL That Apply)**

★☐ Does Not Apply → Skip To Qu. 7

1☐ Greater time demands   7☐ Moved out of community
2☐ Disillusionment with religion   8☐ Conflict in church/synagogue
3☐ Leadership scandal   9☐ No longer believe
4☐ Because of children   10☐ Feel no need
5☐ Disagreement with leadership   11☐ Church teaching
6☐ Personal moral failure   12☐ Other

CONTINUE ⬇

ANSWER THIS SIDE SECOND

7. Continuing on faith involvement, where would you like your faith involvement to be in the future? (X ONE)

	Not Active			Somewhat Active			Very Involved	

01☐ 02☐ 03☐ 04☐ 05☐ 06☐ 07☐ 08☐ 09☐ 10☐

8. In Column "A", X the general religious affiliation that best describes your preference both now and 10 years ago. (X ONE Box in Column "A" AND In Column "B")

	"A" Now	"B" 10 Yrs. Ago
Not interested/none	01☐	01☐
Adventist	02☐	02☐
Baptist	03☐	03☐
Buddhist/Hindu/Shinto/etc.	04☐	04☐
Catholic	05☐	05☐
Congregational	06☐	06☐
Episcopal	07☐	07☐
Holiness	08☐	08☐
Islamic	09☐	09☐
Jehovah's Witness	10☐	10☐
Judaism	11☐	11☐
Lutheran	12☐	12☐
Methodist	13☐	13☐
Mormon	14☐	14☐
New Age	15☐	15☐
Non-denominational/Independent	16☐	16☐
Orthodox	17☐	17☐
Pentecostal	18☐	18☐
Presbyterian/Reformed	19☐	19☐
Unitarian/Universalist	20☐	20☐
Interested/No preference	21☐	21☐

9. Indicate your annual household contribution to the following groups. **(X One Box For Each)**

	Less Than $99	$100 To $499	$500 To $999	$1000 To $4,999	$5,000 And Over
Charities (i.e. United Way)	1☐	2☐	3☐	4☐	5☐
Churches, Synagogue, Religious Org	1☐	2☐	3☐	4☐	5☐
Colleges/Universities	1☐	2☐	3☐	4☐	5☐

CONTINUE ⬇

Figure 5: Ethos III Survey Instrument-Card 2 of 2 (1998)

ANSWER THIS SIDE THIRD

10. Among the following 31 items, select the SIX of greatest concern to you and enter the #'s in the boxes below: **(Write in ONE # In EACH Box)**

Dealing with:
- 01 Abusive relationships
- 02 Teen/child problems
- 03 Neighborhood gangs
- 04 Racial/ethnic prejudice
- 05 Divorce
- 06 Alcohol/drug abuse
- 07 Stress
- 08 Neighborhood crime & safety
- 09 Problems in schools
- 10 Day-to-day financial worries
- 11 Social injustice

Developing/Achieving:
- 12 Fulfilling marriage
- 13 Personal health
- 14 Parenting skills
- 15 Educational objectives
- 16 Long-term financial security

Finding/providing:
- 17 Health insurance
- 18 Affordable housing
- 19 Compnionship
- 20 Employment opportunities
- 21 Aging parent care
- 22 Retirement opportunities
- 23 Spiritual teaching
- 24 Better quality healthcare
- 25 Satisfying job/career
- 26 Life direction
- 27 Good church
- 28 Time for recreation/ leisure
- 29 Child care
- 30 Adequate food
- 31 Good schools

11. In Col. "A", X if you are now a member of any one of the following denominations; and In Col. "B", if you were a member 10 years ago.
(X ONE Box in Col. "A" AND In Col. "B")

	"A" Now	"B" 10 Yrs. Ago
Southern Baptist Convention	01 ☐	01 ☐
The United Methodist Church	02 ☐	02 ☐
National Baptist Convention, USA	03 ☐	03 ☐
Roman Catholic Church	04 ☐	04 ☐
Church of God in Christ	05 ☐	05 ☐
Assemblies of God	06 ☐	06 ☐
Presbyterian Church (U.S.A.)	07 ☐	07 ☐
Evangelical Lutheran Ch./ America	08 ☐	08 ☐
African Methodist Episcopal	09 ☐	09 ☐
The Episcopal Church	10 ☐	10 ☐
Lutheran Church- Missouri Synod	11 ☐	11 ☐
United Church of Christ	12 ☐	12 ☐
Nat'l Baptist Convention/America	13 ☐	13 ☐
American Baptist/ USA	14 ☐	14 ☐
National Missionary Baptist	15 ☐	15 ☐
None of the above	16 ☐	16 ☐

CONTINUE ↓ ◣

ANSWER THIS SIDE FOURTH

12. If you were looking for a new church or synogogue, which programs or services would be most important to you? **(Please Choose Up To Three) (Enter Items In Boxes Below)**

- 01 Family activities and outings (picnics)
- 02 Sports or camping
- 03 Bible study discussion and prayer groups
- 04 Spiritual Retreats
- 05 Food pantry and clothing resources
- 06 Youth social programs
- 07 Parent training programs
- 08 12 step programs
- 09 Divorce recovery
- 10 Day care services
- 11 Adult theological discussion groups
- 12 Personal or family counseling
- 13 Cultural programs (music, drama, art)
- 14 Marriage enrichment opportunities
- 15 Church sponsored day-school
- 16 Care for the terminally ill
- 17 Active retirement programs

13. X the box closest to your personal preference. If your preference is for both, equally, check the "3". **(X ONE Box For EACH)**

Worship which is:

Emotionally uplifting....... 1☐ 2☐ 3☐ 4☐ 5☐ .....Intellectually challenging

Traditional/ Formal/ Ceremonial.. 1☐ 2☐ 3☐ 4☐ 5☐ .....Contemporary/ Informal

Music which is:

Traditional...... 1☐ 2☐ 3☐ 4☐ 5☐ ...Contemporary

Performed by others... 1☐ 2☐ 3☐ 4☐ 5☐ ...Participatory

Involvement and Mission emphasis which is:

Community focused...... 1☐ 2☐ 3☐ 4☐ 5☐ ...Personal Spiritual Development

Global mission 1☐ 2☐ 3☐ 4☐ 5☐ ...Local mission

Church Architecture which is:

Traditional........ 1☐ 2☐ 3☐ 4☐ 5☐ ....Contemporary

Somber/ serious........ 1☐ 2☐ 3☐ 4☐ 5☐ ....Light and airy

The 4th Floor: Smart Variables

In order to contribute to a meaningful ministry planning process that doesn't bog down in the myriad data available, Percept has developed Smart Variables™. *Smart Variables combine individual data variables into a select set of themes relevant to understanding and telling the story of a particular mission context.*

How Are Smart Variables Created?

It is important to note that many of the different Smart Variables are actually created from several different and more detailed variables. For instance, Smart Variable D6: Education Level is computed using three different sub-variables: High School Graduates, College Graduates and the percentage of the population enrolled in college. While you can easily review the details of each of these three breakdowns, your planning process will most likely become tedious should you spend much time in the details beyond the Smart Variable.

Smart Variable Descriptions

There are 19 Smart Variables that are organized into four simple thematic groupings: **1) People and Place**, **2) Faces of Diversity**, **3) Community Issues**, and **4) Faith Preferences**. Percept will always provide ethographic detail through reference reports such as Ministry Area Profile, Context Reference and Detail reports in the various levels of PeopleArea analysis. Smart Variables inform initial planning phases through summary information resources such as 10 Facts reports, FirstView, Context Status, and ImagineArea, FocalArea and NeighborArea Study Guides. In some of these resources you will find Smart Variables referred to as Gap Themes (see Gap Themes in Glossary section). The 19 Smart Variables are listed as follows by their four thematic groupings, each with an explanation of the supporting data. They are labeled (P1, D3, F2, etc.) for easy product reference.

People and Place

Projected Population Density (P1)

Projected Population is the number of persons predicted to reside in a study area five years from now. The projected figure is based on past trends as well as the latest information available for an area, which would indicate the likely rate of future growth (or decline). The population density is computed by dividing the projected population in an area by the number of square miles. The national average for all *populated areas* (Percept ImagineAreas) in the United States is 200 persons per square mile.

Projected Population Change (P2)

Projected Population Change compares the current population with that projected five years from now. The projected figure is based on past trends as well as the latest information available for an area, which would indicate the likely rate of future growth (or decline).

Population Distribution (P3)

Across the nation, 75% of the population is gathered in approximately 25% of the population centers. If your area is more evenly spread out than this figure, it is referred to as dispersed. If the population in the study area is accumulated in fewer areas, it is referred to as concentrated. Areas which match this national ratio (75/25) are identified as having average distribution.

Diversity (P4)

The Diversity score is a composite Smart Variable. It is based upon a scoring methodology, which examines the presence and concentration of racial/ethnic population as well as the number and distribution of U.S. Lifestyles segments within an area. A score of 0 indicates an area with very little, if any, racial ethnic population, and few US Lifestyles segments, i.e., a homogeneous population. Conversely, a score of 10 indicates an area with a substantial racial/ethnic population and a large number of US Lifestyles segments with no individual segment dominating, i.e., a heterogeneous population.

Area Dynamic Level (P5)

The Area Dynamic Level (ADL) is computed by combining the Projected Population Density (P1) with the overall Diversity Score (P4) into a single score from 0 to 10. Areas with a score of 0 are referred to as Static indicating very little population and almost no diversity. Areas with scores of 10 are referred to as Transformational indicating extremely high population and diversity. Areas with typical population densities and diversity are referred to as average.

As the Area Dynamic Level increases, it indicates an increasingly complex and challenging environment given the large number of people and likely differences in lifestyle and racial/ethnicity.

Faces of Diversity

U.S. Lifestyles Group (D1)

Clustering similar U.S. Lifestyles Segments creates U.S. Lifestyles Groups. The U.S. Lifestyles Group designated "Primary" in your report represents the greatest number of households within the designated study area.

Group 1
Affluent Families consists of segments 1, 2, 3, 4, 5, 6 and 14 (Abbreviation: Affluent). These segments are generally above average in income and education.

Group 2
Middle American Families consists of segments 9, 10, 11, 16, 17, 18, 23, 25, 28 (Abbreviation: Middle). These segments represent classic Middle America.

Group 3
Young and Coming consists of segments 8, 12, 13, 15, 19, 34, 37, 39 and 47 (Abbreviation: Young). These segments are mostly (though not exclusively) comprised of young singles and couples in the beginnings of their career life.

Group 4
Rural Families consists of segments 26, 27, 29, 33, 35, 38 (Abbreviation: Rural). These segments are comprised of mostly families in rural America working in primarily blue collar occupations.

Group 5
Senior Life consists of segments 7, 20, 21, 22, 30 and 31 (Abbreviation: Seniors). These segments consist mostly of senior and mature adults in or near retirement.

Group 6
Ethnic and Urban Diversity consists of segments 24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48 (Abbreviation: Diversity). These segments are found mostly (though not exclusively) in urban centers and reflect high racial/ethnic diversity.

Non-Anglo Population (D2)

All non-Anglo populations within a designated area. Consists of African-American, Hispanic/Latino, Asian, Native American and Other.

Fastest Racial/Ethnic Growth (D3)

Indicates which of the five primary racial/ethnic groups is projected to grow at the highest rate over the next five years. The projections are based on past trends as well as the latest information available for an area, which would indicate the likely rate of future growth. By focusing the growth question on the fastest growing racial/ethnic group, you can obtain a better sense of how an environment is likely to change. Generally speaking, the group that is growing the fastest is likely to have a significant influence on the future ethos of the area examined.

Generation (D4)

Age groups defined by William Strauss and Neil Howe in their book, *Generations* (New York: William Morrow, 1991), which are characterized by a shared coming of age experience. The following generational descriptions are currently found on their website, www.fourthturning.com.

Builders (born 1901 to 1924)
"The Builders (Strauss and Howe call this group the G.I. Generation) developed a special and "good kid" reputation as the beneficiaries of new playgrounds, scouting clubs, vitamins, and child-labor restrictions. They came of age with the sharpest rise in schooling ever recorded. As young adults, their uniformed corps patiently endured depression and heroically conquered foreign enemies. In a midlife subsidized by the G.I. Bill, they built gleaming suburbs, invented miracle vaccines, plugged "missile gaps," and launched moon rockets. Their unprecedented grip on the Presidency began with a New Frontier, a Great Society, and Model Cities, but wore down through Vietnam, Watergate, deficits, and problems with "the vision thing." As "senior citizens," they safeguarded their own "entitlements" but had little influence over culture and values."

Silents (born 1925 to 1942)
"The Silent Generation grew up as the suffocated children of war and depression. They came of age just too late to be war heroes and just too early to be youthful free spirits. Instead, this early-marrying Lonely Crowd became the risk-averse technicians and professionals—as well as the sensitive rock 'n rollers and civil-rights advocates—of a post-crisis era in which conformity seemed to be a sure ticket to success. Midlife was an anxious "passage" for a generation torn between stolid elders and passionate juniors. Their surge to power coincided with fragmenting families, cultural diversity, institutional complexity, and prolific litigation. They entered elderhood with unprecedented affluence, a "hip" style, and a reputation for indecision."

Boomers (born 1943 to 1960)
"The Boom Generation basked as children in Dr. Spock permissiveness, suburban conformism, Sputnik-era schooling, Beaver Cleaver friendliness, and Father Knows Best family order. From the Summer of Love to the Days of Rage, they came of age rebelling against the worldly blueprints of their parents. As their "flower child,"

Black Panther, Weathermen, and Jesus Freak fringes proclaimed themselves arbiters of public morals, youth pathologies worsened—and SAT scores began a 17-year slide. In the early 1980s, many young adults became self-absorbed "yuppies" with mainstream careers but perfectionist lifestyles. Boomers entered midlife (and national power) trumpeting values, touting a "politics of meaning," and waging scorched-earth Culture Wars."

Survivors (born 1961 - 1981)

"The Survivors (Strauss and Howe call this group Thirteeners, or the 13th Generation) survived a "hurried" childhood of divorce, latchkeys, open classrooms, devil-child movies, and a shift from G to R ratings. They came of age curtailing the earlier rise in youth crime and fall in test scores—yet heard themselves denounced as so wild and stupid as to put The Nation At Risk. As young adults, they maneuvered through a sexual battlescape of AIDS and blighted courtship rituals—they date and marry cautiously. In jobs, they embrace risk and prefer free agency over loyal corporatism. From grunge to hip-hop, their splintery culture reveals a hardened edge. Politically, they lean toward pragmatism and nonaffiliation, and would rather volunteer than vote. Widely criticized as "Xers" or "slackers," they inhabit a Reality Bites economy of declining young-adult living standards."

Millennials (born 1982 - 2001)

"The Millennial Generation first arrived when "Babies on Board" signs appeared. As abortion and divorce rates ebbed, the popular culture began stigmatizing hands-off parental styles and recasting babies as special. Child abuse and child safety became hot topics, while books teaching virtues and values became best-sellers. Politicians defined adult issues (from tax cuts to deficits) in terms of their effects on children. Hollywood replaced cinematic child devils with child angels, and cable TV and the internet cordoned off "child-friendly" havens. While educators speak of "standards" and "cooperative learning," school uniforms are surging in popularity. With adults viewing children more positively, U.S. test scores are faring better in international comparisons."

Generation Z (born after 2001)

Based upon the historic cycle explained in *Generations* this newest generation is expected to be adaptive and conforming, following the strong Millennials. In fact, they are sometimes referred to as the "New Silents".

Family Structure (D5)

A scoring methodology which compares an area's Marital Status and Households with Children configurations to the national average. A score of 0 indicates a very non-traditional family structure with high number of singles, divorcees and single parents. A score of 10 indicates a very traditional family structure with the majority of adults married and most households with children headed by married couples. A score of 5 indicates an area that overall is consistent with national averages.

Two variables are used to compute the score:

Population By Marital Status (Age 15 and Over)

The national average in the 2000 Census was 56.5% Married.

Households With Children Age 0 to 18

The national average in the 2000 Census was 68.9% of Households with Children were headed by Married Couples.

Education (D6)

A scoring methodology which compares an area's education levels to national averages. A score of 0 indicates an area with a low overall educational attainment. A score of 10 indicates an area with above average educational attainment. A score of 5 indicates an area that overall is consistent with national averages.

There are three variables used to compute this score:

Percentage of the Population Age 25 and older: Graduated from High School

Percentage of the Population Age 25 and older: Graduated from College

Percentage of the Population Age 3 and over

Community Issues

Primary Concerns (C1)

Thematically similar Concerns from Percept's Ethos Survey are grouped and measured for a designated area. The High Index group is the group of concerns, which cumulatively exceed the national average for that particular group by more than any other group of concerns. The Primary Concerns Groups are:

The Basics include: Day-to-Day Financial Worries, Adequate Food, Affordable Housing, Employment Opportunities, Childcare, Health Insurance and Personal Health.

Family Problems include: Abusive Relationships, Teen/Child Problems, Alcohol and Drug Abuse, Divorce and Aging Parent Care.

Community Problems include: Neighborhood Gangs, Racial/Ethnic Prejudice, Social Injustice, Neighborhood Crime and Safety, Finding Good Schools and Dealing with Problems in Schools.

Hopes and Dreams include: Achieving Financial Security, Better Quality Healthcare, Achieving a Fulfilling Marriage, Developing Parenting Skills, Achieving Educational Objectives, Finding a Satisfying Job/Career, Finding Time for Recreation/Leisure and Finding Retirement Opportunities.

Spiritual/Personal includes: Finding Life Direction, Finding a Good Church, Finding Spiritual Teaching, Dealing with Stress, Finding Companionship.

RISC Level (C2)

The RISC Score (Regionally Indexed Stress Conditions) is an indicator created explicitly for the purpose of identifying and assessing areas where there is likely to be a high level of social-economic community stress (particularly, related to children). While no single variable will create such stress, certain factors typically accompany such a condition.

Using U.S. Census data as well as Percept's Ethos data base, the RISC Score measures the extent to which an area exhibits any or all of the following characteristics:

High Percentage of Households with Children Headed by Single Mothers

High Percentage of the Adult Population Which Has Not Completed High School

High Percentage of the Households with Annual Incomes below the Poverty Line

High Percentage of Households with Basic Concerns (i.e., Food, Housing, Health, Employment, etc.)

High Percentage of Households with Family Concerns (i.e., Drugs/Alcohol, Divorce, Abusive Relationships, Teen/Child Problems, etc.)

High Percentage of Households with Community Concerns (i.e., Gangs, Crime, Schools, Racial/Ethnic Prejudice).

Potential Resistance to Change (C3)

Potential Resistance to Change is computed by combining the overall Diversity Score for an area (P4) with the overall average age. The assumption is that as a group of persons becomes older and more diverse, the potential resistance to change is likely to increase.

Faith Preferences

Faith Receptivity (F1)

A scoring methodology which compares an area's likely faith involvement levels and religious affiliation preferences to national averages. A score of 0 indicates an area with a low propensity for faith involvement and identification with historic Christian groups. A score of 10 indicates an area with above average likelihood of high faith involvement and identification with historic Christian groups. A score of 5 indicates an area that overall is consistent with national averages.

There are two variables used to compute this score:

Percentage of Households with Likelihood of Some or Strong Involvement with Their Faith.

Percentage of Households Likely to Prefer a Historic Christian Group. Historic Christian Groups include Adventist, Baptist, Catholic/Orthodox, Congregational, Episcopal, Holiness, Lutheran, Methodist, Non-Denominational, Pentecostal and Presbyterian/Reformed.

Financial Support Potential (F2)

A scoring methodology which compares an area's average household income and propensity to contribute money to churches and religious organizations to national averages. A score of 0 indicates an area with below average household income and likelihood to give to churches. A score of 10 indicates an area with above average income and giving to churches. A score of 5 indicates an area that overall is consistent with national averages.

There are two variables used to compute this score:

Average Household Income.

Percentage of Households Likely to Give $500 or More Annually to Churches and Religious Organizations.

Church Style (F3)

The Church Style Smart Variable is a composite variable computed from Percept's Ethos database combining Worship Style, Music Style and Church Architectural Style preference variables into an overall indicator of church style preference.

Church Program Preference (F4)

Percept's Ethos Survey asked people to describe church programs and ministries they would find appealing if they were looking for church. The 17 programs identified have been combined into four major categories. Nationally, programs in the Recreation category are the most preferred. The category shown for your area has the highest overall combination of actual number of households and above average comparison to the national average.

Spiritual Development
Bible Study Discussion and Prayer Groups

Adult Theological Discussion Groups
Spiritual Retreats

Personal Development
Marriage Enrichment Opportunities
Parent Training Programs
Twelve Step Programs
Divorce Recovery

Community/Social Services
Personal or Family Counseling
Care for the Terminally Ill
Food and Clothing Resources
Day Care Services
Church Sponsored Day-School

Recreation
Youth Social Programs
Family Activities and Outings
Active Retirement Programs
Cultural Programs (Music, Drama, Art)
Sports or Camping

Religious Preference (F5)

In PERCEPT'S Ethos Surveys, respondents were asked to identify the general religious affiliation which best represented their preference. Following are national averages as a percentage of all households, which can be used as benchmarks. (Based upon 1998 Ethos Survey).

Historic Christian Groups 77.3%
Catholic/Orthodox 24.5%
Mainline Protestant (see below) 26.6%
Conservative Protestant (see below) 26.2%

> **Mainline Protestant 26.6%**
> Congregational 1.9%
> Episcopal 2.9%
> Lutheran 7.2%
> Methodist 10.0%
> Presbyterian/Reformed 4.6%
>
> **Conservative Protestant 26.2%**
> Adventist 0.5%
> Baptist 15.6%
> Holiness 0.8%
> Non-Denom./Independent 6.9%
> Pentecostal 2.4%

No Preference 14.9%
No Preference, but Interested 3.9%
No Preference and Not Interested 11.0%

Non-Historic Christian Groups 7.8%

Presenting Demographic and Ethographic Information

SmartReports

SmartReports are PERCEPT'S unique style of presenting demographic and ethographic information using text bolding, special symbols and extensive comparison data.

Significance Pointers

To help you in studying the report, variables which have a high index (above 110) are shown in bold type with a special up arrow symbol (▲) to call your attention to the line. Variables which have a low index (below 90) are shown with a small down arrow at the beginning of the line (↓).

Thematic Structure

All PERCEPT reports are grouped around themes. Data can overwhelm without an adequate context. These themes are designed to provide that context. For example, one theme is "Marital Status." Under this heading, you will find three sub-themes: the marital status of all persons 15 years of age and older, the marital status of single females 15 years of age and older and the marital status of males 15 years of age and older.

Each theme is defined in the glossary that follows this section. It provides technical definitions for each theme and its sub-themes.

Comparative Indices

What is being compared?

If you are not used to encountering an index, it can be confusing. The most important thing to understand is that the index number reflects a comparison of two groups. You will also notice that prior to the index column in Percept reports are two other columns. The first represents the study area being considered. The second represents the national average. The Comparative Index is a way of comparing these two numbers.

How are Comparative Indices calculated?

An index of 100 in this column indicates that your area is estimated to be approximately the same as the national average. A value of 150 would indicate that your area is estimated to be 1.5 times the national average. A value of 50 would indicate that your area is estimated to be only one-half (.5) of the national average. The index is computed by dividing the value for your area by the U.S. Average and multiplying the result by 100. For example, if your area is 10% and the national average is 5%, divide 10 by 5, which results in 2. Then multiply 2 by 100 and you have the index of 200.

Why is a comparison important?

For meaningful perceptions to form, we need a context. It is by comparing one situation to another that the significance of a particular piece of information emerges. For example, suppose your study area indicates that 38% of the adults over 15 are single and have never been married. How is one to think about that? We need to compare it to something. Therefore, PERCEPT also provides the national average. In this case, the national average is 26.9%. Single, never married is well above the national average. How much? Well the Comparative Index is 140 which means this study area is 140% or 1.4 times the national average for persons of this marital status.

Comparative indices are not the whole story. The actual percentages are equally, if not more, important. However, they provide an orientation by allowing you to see how a study area's profile compares to the national profile.

Ethos Indicators

What are Ethos Indicators?

Information derived from PERCEPT'S Ethos Survey Series is reported as an Indicator. We use the word indicator to mean a group of variables which taken together provide an indication of the likely tendencies of a particular group of people regarding some issue or behavior. For example, the Primary Concerns Indicator within an area profile is a series of 29 issues in which the values for each of the concerns vary from community to community. When viewed as a whole, the likely concerns of any particular area are often clumped around various themes. In some communities, the likely prevailing concerns will consist of things like finding adequate housing and food. In other areas, they may group around hopes and dreams for the future. It is important to understand that the purpose of the indicators is to create overall impressions. When you analyze the Faith Involvement Indicator, for instance, you should note that it actually consists of five different variables:

- Strongly Involved with Their Faith

- Somewhat Involved with Their Faith

- Not Involved with Their Faith

- Increased Their Involvement with Their Faith in the Last 10 Years

- Decreased Their Involvement with Their Faith in the Last 10 Years

The real value of the indicator is in looking at these five variables and their possible relationships together as a whole, not as five separate and independent variables.

Also, some of the most powerful impressions in the Ethos report come from comparing the different indicators with each other. For example, how do the likely religious affiliation preferences compare with the primary concerns? How might the faith involvement levels relate to the household contributions?

How is the Comparative Index for Ethos calculated?

Ethos indices are calculated in exactly the same manner as all other Comparative Indices. The study area is divided by the national Ethos profile.

How is the study area percentage calculated?

The study area percentage is computed by first multiplying the individual U.S. Lifestyles segment average for a particular variable times the number of households in that segment within the study area. This is repeated for each segment in the area which results in a total number of households likely to be represented by that variable. This number is then divided by the total number of households in the area to calculate the percentage. For example, if the variable to be computed is No Faith Involvement, the calculation starts with Segment 1 in which 37.4% of the households claim no faith involvement. If there are 100 households in the study area from Segment 1, approximately 37 of them would be estimated to be likely to express no faith involvement. This calculation is repeated for Segments 2 through 50 while keeping a running total of the number of households likely to have no faith involvement. In the example, if that number ended up being 2,000 households and the total number of households in the study area was 5,000, then the No Faith Involvement estimate would be 40%.

How should one study a SmartReport?

As you analyze values on any PERCEPT report that includes a Comparative Index it is important to watch for two situations. The first is a high or low index for some particular variable. This does not mean you should ignore those items which have an average index (near 100). However, as you seek to capture the demographic and ethographic essence of a study area, it will probably be those items which vary significantly from the national average that will provide the most insight. Secondly, as you are looking for high and low index variables, you should also observe the estimated percentages.

As an example, the likely Eastern Religions preference index for a particular study area might be 357. This would mean that the area is likely to have three and a half times the national average for this particular preference. However, the actual percentage of households estimated to have this preference might only be 1.8 percent. The reason the index is so high is because the national average for this preference is a tiny .5 percent. Since you have a high index and a low percentage, you should note that you have an unusually high likelihood to have persons with an Eastern religious preference, but that this group is still a fairly small percentage of the total households in your community.

Conversely, you might find that your area has an index of only 50 for the Catholic/Orthodox preference. However, because the national average for this preference is almost 22.6 percent, even a low index of 50 would mean that at least 11% of the households in your area are likely to have this preference. You might conclude that your area is not dominated by folks with a Catholic/Orthodox preference, but these households still have a significant presence.

We recommend that the first time you review your reports, you simply scan for the bold items and the lines preceded with a down arrow. Watch how these variables are grouped. Don't rush into line by line analysis too quickly until you have allowed yourself the opportunity to absorb the larger impression this report can create. We believe that the "big picture" impression you receive from the entire report may be just as valuable as the insights that come from line by line analysis.

InfoMaps

An InfoMap is a full color thematic map that portrays selected variables for a study area. InfoMaps are easy to understand since they are designed to look similar to everyday road maps. They provide a visual means of communicating demographic information. It is not unusual for you to make an important discovery from your profile and realize that an additional InfoMap highlighting and clarifying your discovery would be helpful. Many times the reports will describe a demographic characteristic of interest such as a large percentage of children within a 5-mile radius of the church. However, the reports do not specify where within the 5-mile radius the concentrations of children are located. A color InfoMap showing children by census tract quickly clarifies where they are located and in what proportions.

InfoGraphs

InfoMaps are one form of graphic data presentation. They are organized around geography. Additionally, PERCEPT presents critical information as statistical graphs. These graphs translate data into pictures. These pictures often make it easier to grasp the essential learning from a data set.

Some InfoGraphs simply chart data on a particular study area. A racial/ethnic pie chart illustrates quickly the particular distribution of racial/ethnic groups within a study area. However, some InfoGraphs are specifically designed to provide a comparison between a study area and the national average. These InfoGraphs provide in chart form essentially what Comparative Indices do on a report.

PERCEPT has developed a special InfoGraph page called FingerPrint. FingerPrint always compares specific variables within a study area to the national average on those same variables. As such it provides a "finger print" of a community.

Glossary

Age

- Average Age indicates the total age of all living persons within the study area divided by the number of persons.

- Median Age divides the population into two equal groups: those who are older than the median, and those who are younger. The median is normally a better description of the typical person's age in a designated area because it is less likely to be distorted by a small number of very old or very young persons.

See Also: Generations, Population By Age, Population By Phase of Life

Area Dynamic Level

The Area Dynamic Level (ADL) is computed by combining the Projected Population Density with the overall Diversity Score into a single score from 0 to 10. Areas with a score of 0 are referred to as Static indicating very little population and almost no diversity. Areas with scores of 10 are referred to as Transformational indicating extremely high population and diversity. Areas with typical population densities and diversity are referred to as Average. As the Area Dynamic Level increases, it indicates an increasingly complex and challenging environment for mission given the large number of people and likely differences in lifestyle and racial/ethnicity.

Boomers

"Born 1943-1960, the Boom Generation basked as children in Dr. Spock permissiveness, suburban conformism, Sputnik-era schooling, Beaver Cleaver friendliness, and Father Knows Best family order. From the Summer of Love to the Days of Rage, they came of age rebelling against the worldly blueprints of their parents. As their 'flower child,' Black Panther, Weathermen, and Jesus Freak fringes proclaimed themselves arbiters of public morals, youth pathologies worsened—and SAT scores began a 17-year slide. In the early 1980s, many young adults became self-absorbed 'yuppies' with mainstream careers but perfectionist lifestyles. Boomers entered midlife (and national power) trumpeting values, touting a 'politics of meaning,' and waging scorched-earth Culture Wars. (William Strauss and Neil Howe, http://www.fourthturning.com/html/boom_generation.html)

Builders

"Born 1901-1924, the Builder Generation (Strauss and Howe call this group the GI Generation) developed a special and 'good kid' reputation as the beneficiaries of new playgrounds, scouting clubs, vitamins, and child-labor restrictions. They came of age with the sharpest rise in schooling ever recorded. As young adults, their uniformed corps patiently endured depression and heroically conquered foreign enemies. In a midlife subsidized by the GI Bill, they built gleaming suburbs, invented miracle vaccines, plugged 'missile gaps,' and launched moon rockets. Their unprecedented grip on the Presidency began with a New Frontier, a Great Society, and Model Cities, but wore down through Vietnam, Watergate, deficits, and problems with 'the vision thing.' As 'senior citizens,' they safeguarded their own 'entitlements' but had little influence over culture and values." (William Strauss and Neil Howe, http://www.fourthturning.com/html/gi_generation.html)

Census Report

Census provides the most detailed breakdown of demographic information of all the reports in the Ministry Area Profile. The information in this report is especially valuable when a more detailed analysis of a study

area is desired. All information in this report is derived from the 2000 Census. The Census report is arranged into six sections. Each section contains multiple variable lines and each variable line includes four columns of numbers. The first column represents the actual figure from the 2000 Census for the variable in question. The second column is the percentage for the study area. The third column represents the U.S. Average for that variable and the fourth column, U.S. Comparative Index, provides a quick comparison of your study area to the national average.

On the Census report, it is possible that a column of percentages may not add up to exactly 100%. This is caused by rounding, which occurs when the figures from many block groups/census tracts are being accumulated for your report. Rest assured this is normal and does not compromise the figures in any way.

Church Architecture Indicator

The base question asked respondents to identify their personal preferences on two continua.

Do you prefer church architecture that is:

- Traditional or Contemporary, or both?

- Somber/serious or Light and airy, or both?

Church Contact Methods

The base question asked respondents to rate contact methods. The eight options ranged from local radio to door to door. PERCEPT created three groupings from least personal to very personal in nature.

- **Indirect Methods** includes local radio announcements or advertising, ads in local newspapers and local cable channels.

- **Direct Methods** includes sending information by mail, calling and offering to send information, and calling and discussing on the phone.

- **Face-to-face Methods** includes calling and offering to visit and going door-to-door.

Church Program Preference Indicator

Seventeen variables comprise this indicator. The base question asked respondents to choose the three programs or services of greatest importance to them from the list of choices. PERCEPT has sorted the 17 preferences into four groups called: Spiritual Development, Personal Development, Community/Social Services and Recreation. These groups are designed to make the large number of program variables more manageable.

Compass Report

The Compass report is designed to build upon the Ministry Area Profile. Ministry Area Profiles provide foundational demographic and ethographic information of the people within a study area. However, once this foundational profile is clear, new questions immediately arise. What are their church and social service program preferences? What worship, music and architectural styles do they prefer? And finally, what is the best way to communicate with them? These are the questions addressed for a specific study area through a Compass report.

Context Report

The Context report provides a comparison of a congregation and a community. It uses data from a congregational survey together with ministry area demographics to allow a church to see itself in the context of its larger community. The first section of Context is the Status report. It provides a graphical summary of many

thematic groupings of data. These include: Projected Population Change, Diversity, Primary Generation, Family Structure, Education, Primary Concerns, RISC Level, Faith Receptivity, Financial Support Potential, Church Style, Church Program Preference and Resistance to Change. The second section is the Reference report, which provides several pages of underlying detail. Context is used as the primary information resource for ReVision. See Also: Gap Themes, ReVision

Diversity Score

A composite score which examines the presence and concentration of racial/ethnic population as well as the number and distribution of U.S. Lifestyles segments within an area. A score of 0 indicates an area with very little population other than White, and few U.S. Lifestyles segments, i.e., a homogeneous population. Conversely, a score of 10 indicates an area with a substantial non-White racial/ethnic population and a large number of U.S. Lifestyles segments with no individual segment dominating, i.e., a heterogeneous population.

See Also: VISTA, Mission Trajectory Analysis

Education

Population By Education Completed (Age 25 and over) groups the population aged 25 and over by the number of years of completed education.

- **Elementary** indicates an education level no higher than eighth grade (Less than 9 years of schooling)

- **Some High School** indicates though there was some high school, the persons did not graduate. (Between 9 and 11 years of schooling)

- **High School Graduate** indicates graduation from 12th grade and a high school diploma. (12 years of schooling)

- **Some College** indicates that though there was some college, the persons did not graduate. (13 to 15 years of schooling)

- **Associate Degree** indicates graduation from a two year college with an Associates degree.

- **Bachelor's Degree** indicates graduation from a college or university with a college diploma.

- **Graduate Degree** indicates completion of post graduate work from a college or university.

Population By School Enrollment (Age 3 and over) indicates all persons three years old and older enrolled in a private or public school. It is divided into four categories with the additional distinction of the percentage of each category that is enrolled in public or private institutions.

- **Pre-Primary School** indicates before formal schooling.

- **Elementary/High School** indicates formal schooling through the twelfth grade.

- **Enrolled in College** indicates those persons enrolled in higher education.

- **Not Enrolled in School** indicates those persons not enrolled in any form of schooling.

Employment

Households With Families by Number of Workers indicates the number of persons in a family household who were employed at the time of the census.

Population by Employment Status (Age 15 and Over) indicates the employment status of the respondents at the time of the census. As the decade progresses, these figures are likely to fluctuate up and down in accordance with economic cycles in the nation and particularly in your region.

- **Employed** applies to those persons who were employed at the time of the census.

- **Unemployed** applies to those persons who were not employed at the time of the census.

- **Not in the Labor Force** applies to those persons who were not in the labor force at the time of the Census. This means they were not considered unemployed.

Total Female Population by Work Status (Age 15 and over): This variable provides two key pieces of information. First, it categorized females relative to their employment status. In addition, it sub-divides each of these categories by the presence, if any, of children and their ages at the time of the census.

- **Total Working** applies to those women who were employed at the time of the census.

- **Total Not Working** (Unemployed) applies to those women who were not employed at the time of the census.

- **Total Not in the Labor Force** applies to those women who were not in the labor force at the time of the census. This means they were not considered unemployed.

Ethos

Ethos refers to the essential spirit or fundamental character of a group of people.

Ethos Report

The Ethos report is designed to provide valuable information about the people in your community that goes beyond pure demographics. Included in this report are indicators of such things as likely faith involvement levels, religious affiliation preferences, leadership style preferences, primary concerns, key values and household contribution activity. This information comes from Percept's exclusive national Ethos Survey Series. The report for a particular study area is shaped by the type of people living there and how these type of persons typically respond to surveys about their concerns, preferences, beliefs and religious behavior. Although this information is not the equivalent of an extensive local survey, it does provide an easy and cost-effective means of getting beyond demographics and into people's hearts and minds.

Faith Involvement Indicator

Five variables comprise this indicator. The base question asked respondents to identify their perceived level of involvement with their faith both now and ten years prior. This provides two perspectives, one being level of involvement and the other being the ten-year trend. Respondents were asked to rate their involvement level on a scale from one to ten—one meaning no involvement and ten meaning strong involvement. For analysis purposes, PERCEPT has classified those answers from one to three as Not Involved. Answers from four to seven are classified as Somewhat Involved and answers from eight to ten are classified as Strongly Involved.

Respondents who indicated a higher faith involvement ranking currently than they chose for ten years ago were classified as Increased Involvement. Those who indicated a lower ranking currently than they indicated for ten years ago were classified as Decreased Involvement.

It is important to note that "involvement" is intentionally not defined on the survey, partly because to adequately define the term in the survey context is cumbersome, and partly to eliminate the chance that our definition might introduce a bias or in some way influence responses. As you analyze the Faith Involvement Indicator, keep in mind that respondents were also not asked to define what they meant by faith involvement. Many respondents may have associated faith involvement with church membership or participation, but this is not necessarily the case for everyone. The Ethos research clearly identifies a significant percentage of the population which does not associate church membership and participation with faith involvement. It is important not to confuse faith involvement with the somewhat vague notion of "churched" versus "unchurched." Therefore, as you interpret these percentages, remember that you may have a significant number of households which express strong involvement with their faith and do not actively participate or hold membership in a local church.

Estimated Households Likely to Be:

- **Strongly Involved with Their Faith** indicates those who are likely to express strong involvement with their faith.

- **Somewhat Involved with Their Faith** indicates those who are likely to state that they are somewhat involved with their faith.

- **Not Involved with Their Faith** indicates those who are likely to state that they are not involved with their faith.

Estimated Households Likely to Have:

- **Increased Their Involvement with Their Faith in the Last 10 Years** estimates the percentage of households that are likely to indicate a higher level of involvement with their faith now than ten years prior.

- **Decreased Their Involvement with Their Faith in the Last 10 Years** estimates the percentage of households that are likely to indicate a lower level of involvement with their faith now that ten years prior.

Faith Receptivity Score

A composite score which compares an area's likely faith involvement levels and religious affiliation preferences to national averages. A score of 0 indicates an area with a low propensity for faith involvement and identification with historic Christian groups. A score of 10 indicates an area with above average likelihood of high faith involvement and identification with historic Christian groups. A score of 5 indicates an area that overall is consistent with national averages.

There are two variables used to compute this score:

- **Percentage of Households with Likelihood of Some or Strong Involvement with Their Faith** - The national average for this variable is 65.2%.

- **Percentage of Households Likely to Prefer a Historic Christian Group** - the national average is 77%. "Historic Christian Groups" include Adventist, Baptist, Catholic/Orthodox, Congregational, Episcopal, Holiness, Lutheran, Methodist, Non-Denominational, Pentecostal and Presbyterian/Reformed.

Family Structure

Household by Type indicates the number of households within the designated ministry area divided into seven categories based upon head of household.

- **Single Male**: Households which consist of a single male person.

- **Single Female**: Households which consist of a single female person.

- **Married Couple**: Household of two persons, married to each other, with or without children or other persons present.

- **Other Family Male/Female Head**: A family with a male or female head of household and no spouse of the householder present.

- **Non-family Male/Female Head**: A household with two or more unrelated persons living together. One person designates himself/herself as the head of household.

Households with Children 0 to 18 is a breakdown of the persons who live in occupied households and have children under 19 years of age in the home. This variable is sub-divided into four categories.

- **Married Couple Family**: Household with children which contain a married couple.

- **Other Family Male/Female Head**: Household with a family of one spouse and children. These are generally single parent households.

- **Non-Family**: A household with two or more unrelated persons living together. One person designates himself/herself as the head of household.

Population by Household Type describes the category of household. The Census designates three different household categories.

- **Family**: All persons within a family household. A family household consists of a householder and one or more other persons who are related to the householder by birth, marriage or adoption. All persons in the household who are related to the householder are regarded as members of his or her family. Not all households contain families since a household may comprise a group of unrelated persons or one person living alone.

- **Non-Family**: Two or more unrelated individuals living together (e.g. roommates) or single person households.

- **Group Quarters**: A type of residence inhabited by 10 or more persons, unrelated to the householder (for example, college dormitories, military barracks, institutions).

Family Structure Score

Family Structure Score is a special composite variable generated specifically by PERCEPT. Composite scores generally incorporate two or more variables to create an assessment score. The Family Structure Score compares an area's marital status and households with children configurations to the national average. A score of 0 indicates a very non-traditional family structure with an unusually high percentage of singles, divorcees and/or single parents. A score of 10 indicates a very traditional family structure with the majority of adults married and most households with children headed by married couples. A score of 5 indicates an area that overall is consistent with national averages.

Two variables are used to compute the score:

- **By Marital Status** (Age 15 and Over) - The national average in the 2000 Census was 56.5% Married.

- **Households With Children Age 0 to 18** - The national average in the 2000 Census
  was 68.9% of households with children were headed by Married Couples.

Financial Support Potential Score

A composite which compares an area's average household income and propensity to contribute money to churches and religious organizations to national averages. A score of 0 indicates an area with below average household income and likelihood to give to churches. A score of 10 indicates an area with above average income and giving to churches. A score of 5 indicates an area that overall is consistent with national averages.

There are two variables used to compute this score:

- Average Household Income

- Percentage of Households Likely to Give $500 or more
  Annually to Churches and Religious Organizations

FingerPrint

A graphical page provided with Ministry Area Profile and the Compass Report. The purpose of FingerPrint graphs is to emphasize how a study area differs in a unique way from the "average" community in the United States. All FingerPrint graphs begin with a horizontal line that represents the U.S. Average for a particular variable such as African American population. If the study area in question has a higher figure for that variable, then the bar extends up from the horizontal line. If the study area is lower than the national average, the bar extends downward from the horizontal line. With a quick glance at a FingerPrint page, you can quickly identify those characteristics of a study area that are "unusual" and help to capture the essence of the people in that study area.

FirstView

FirstView is a six-page graphical summary of area demographics, which may be downloaded via the Web as a PDF file. FirstView features an identifying area map on the front page and a color-coded graphic presentation of thematic variables, with brief supporting text. Since this summary report is designed to provide a first look at an area, each variable cross-references Percept's Ministry Area Profile to make it easy to find further detail when needed.

FocalArea

A PeopleArea of a 1.5 to 2.5 mile radius used to refine understanding of an area such as a county or major metropolitan area.

Gap Theme

A GapTheme is simply a piece of information which can be easily compared between two groups such as a congregation and a community or between a group and some "ideal" condition. For example, the overall education level of the total population within a community can be easily compared to the education level of a congregation. Doing so, you may discover that they are at similar levels or that one is different from the other, in which case there is a "gap" between the congregation and the community. Gap Themes are generally created by combining two or more related data variables. They are also referred to by Percept as Smart Variables. GapThemes are found in Percept's Context report for churches as well as all levels of PeopleArea analysis (ImagineArea, FocalArea and NeighborArea) for regional church development planning.

Generations

Age cohort groups defined by William Strauss and Neil Howe in their book, *Generations* (New York: William Morrow, 1991), which are characterized by a shared coming of age experience. The following generational descriptions are currently found on their website, http://www.fourthturning.com.

Builders (born 1901 to 1924)

"The Builders (Strauss and Howe call this group the GI Generation) developed a special and "good kid" reputation as the beneficiaries of new playgrounds, scouting clubs, vitamins, and child-labor restrictions. They came of age with the sharpest rise in schooling ever recorded. As young adults, their uniformed corps patiently endured depression and heroically conquered foreign enemies. In a midlife subsidized by the G.I. Bill, they built gleaming suburbs, invented miracle vaccines, plugged "missile gaps," and launched moon rockets. Their unprecedented grip on the Presidency began with a New Frontier, a Great Society, and Model Cities, but wore down through Vietnam, Watergate, deficits, and problems with "the vision thing." As "senior citizens," they safeguarded their own "entitlements" but had little influence over culture and values."

Silents (born 1925 to 1942)

"The Silent Generation grew up as the suffocated children of war and depression. They came of age just too late to be war heroes and just too early to be youthful free spirits. Instead, this early-marrying Lonely Crowd became the risk-averse technicians and professionals—as well as the sensitive rock 'n rollers and civil-rights advocates—of a post-crisis era in which conformity seemed to be a sure ticket to success. Midlife was an anxious "passage" for a generation torn between stolid elders and passionate juniors. Their surge to power coincided with fragmenting families, cultural diversity, institutional complexity, and prolific litigation. They entered elderhood with unprecedented affluence, a "hip" style, and a reputation for indecision."

Boomers (born 1943 to 1960)

"The Boom Generation basked as children in Dr. Spock permissiveness, suburban conformism, Sputnik-era schooling, Beaver Cleaver friendliness, and Father Knows Best family order. From the Summer of Love to the Days of Rage, they came of age rebelling against the worldly blueprints of their parents. As their "flower child," Black Panther, Weathermen, and Jesus Freak fringes proclaimed themselves arbiters of public morals, youth pathologies worsened—and SAT scores began a 17-year slide. In the early 1980s, many young adults became self-absorbed "yuppies" with mainstream careers but perfectionist lifestyles. Boomers entered midlife (and national power) trumpeting values, touting a "politics of meaning," and waging scorched-earth Culture Wars."

Survivors (born 1961 - 1981)

"The Survivors (Strauss and Howe call this group Thirteeners, or the 13th Generation) survived a "hurried" childhood of divorce, latchkeys, open classrooms, devil-child movies, and a shift from G to R ratings. They came of age curtailing the earlier rise in youth crime and fall in test scores—yet heard themselves denounced as so wild and stupid as to put The Nation At Risk. As young adults, they maneuvered through a sexual battlescape of AIDS and blighted courtship rituals—they date and marry cautiously. In jobs, they embrace risk and prefer free agency over loyal corporatism. From grunge to hip-hop, their splintery culture reveals a hardened edge. Politically, they lean toward pragmatism and nonaffiliation, and would rather volunteer than vote. Widely criticized as "Xers" or "slackers," they inhabit a Reality Bites economy of declining young-adult living standards."

Millennials (born 1982 - 2001)

"The Millennial Generation first arrived when "Babies on Board" signs appeared. As abortion and divorce rates ebbed, the popular culture began stigmatizing hands-off parental styles and recasting babies as special. Child abuse and child safety became hot topics, while books teaching virtues and values became best-sellers. Politicians defined adult issues (from tax cuts to deficits) in terms of their effects on children. Hollywood replaced cinematic child devils with child angels, and cable TV and the internet cordoned off "child-friendly" havens. While educators

speak of "standards" and "cooperative learning," school uniforms are surging in popularity. With adults viewing children more positively, U.S. test scores are faring better in international comparisons."

Generation Z (born after 2001)
Based upon the historic cycle explained in *Generations* this newest generation is expected to be adaptive and conforming, following the strong Millennials. In fact, Gen Z is sometimes referred to as the "New Silents".

Geography

All demographic and ethographic information is ultimately tied to geography. Even a national average ties a piece of information to the population that resides within the bounds (geography) of the entire United States. Geography is divided into units. Units of geography are shaped and formed for various reasons, usually to address a particular question. Common units of geography include zip codes, census tracts, county boundaries, states, cities, blocks etc. Zip codes are formed to assist the post office in the effective distribution of mail. Census tracts are formed to support legislative and political concerns.

Occasionally, custom units of geography are created to serve specific purposes. PERCEPT creates many study area reports based upon a client-requested radius or client designated polygon.

- **Radius**: The distance from the middle of a circle to any point on the outer edge of the circle. Usually expressed in miles. Can be converted to a diameter by multiplying by two. For instance, a circle with a 5 mile-radius has a diameter of 10 miles.

- **Polygon**: A custom multi-sided area defined by at least three points. Can be any shape, but none of the edges can overlap one another.

PERCEPT has also created three geographic units specifically designed to assist strategic planning efforts for church and social services agencies.

- **ImagineArea:** An ImagineArea provides a standard planning unit (same size) that is strategically located (optimized) by population centers. In other words, ImagineAreas are designed to encompass as much population as possible in the fewest number of study areas. The primary purpose of an ImagineArea is to support strategic planning efforts for a region. ImagineAreas generally range from three to seven miles in radius. PERCEPT also has developed a national system using 15 mile radii which are referred to as RegionAreas.

- **FocalArea**: Basically smaller ImagineAreas that are used to provide additional detail for certain planning efforts that are larger than a single ImagineArea, but not so large as to require a full ImagineArea Analysis. These are typically created with a 1 to 2 mile radius.

- **NeighborArea**: The NeighborArea is a sub-unit of geography based upon an ImagineArea. When general planning decisions have targeted particular ImagineAreas for further planning and development, a NeighborArea study is completed for each targeted ImagineArea. A NeighborArea provides detail data on an ImagineArea by creating a group of small population centers within it. NeighborAreas generally range from .5 to 1 mile in radius.

Group Quarters

Population in Group Quarters By Type indicates the number of persons living in five different types of group quarters.

- **Institutions**: Includes persons under formally authorized, supervised care or custody in an institution.

- **College Dorm**: Includes college students in dormitories (provided the dormitory is restricted

to students who do not have their families living with them), fraternity and sorority houses, and on-campus residential quarters used exclusively for those in religious orders who are attending college. Students in privately-owned rooming and boarding houses off campus are also included if the place is reserved exclusively for occupancy by college-level students and if there are 10 or more unrelated persons. Students living at home with their families are not included in the figure.

- **Military**: Includes military personnel living in barracks and dormitories on base, transient quarters on base for temporary residents (both civilian and military), and military ships. However, patients in military hospitals receiving treatment for chronic diseases or who have no usual home elsewhere, and persons being held in military stockades were included as part of the institutional population.

- **Shelter/Street** (not included in 2000 Census): Includes shelters and group homes which provide temporary sleeping quarters. The Census Bureau designation "street" includes street blocks and open public locations designated before census day by city and community officials as places where the homeless congregate at night. All persons found at pre designated street sites from 2 a.m. to 4 a.m. and leaving abandoned or boarded-up buildings from 4 a.m. to 8 a.m. on March 21, 1990, were counted during "street" enumeration, except persons in uniform such as police and persons engaged in obvious money-making activities other than begging and panhandling. Note: The Census Bureau has specifically disclaimed that their shelter/street count is a comprehensive accounting of all homeless persons in the United States. Use these numbers for comparison, but remember there may be a significant undercount of homeless persons in your area.

- **Other**: Also referred to as "non-institutional group quarters." Includes all persons who live in group quarters other than institutions, college dorms and military facilities.

Households

The description Households refers to living units in which people dwell. Often this means families, but not exclusively. A single person living alone in one dwelling unit or two or more unrelated individuals is considered a household. Therefore a single family dwelling is a household but so also is an apartment or a condominium. However, group quarters, such as a school dormitory or a prison in which 10 or more unrelated persons dwell is not considered a household.

- **Average Annual Growth Rate** refers to the percentage growth or decline between reporting periods on an annual basis.

- **Household Change** indicates the actual change in the number of households between report periods as indicated by the columns. This variable will indicate either an increase or decrease in actual households.

- **Percentage Change** signifies the percentage change between each reporting period as indicated by the columns.

- **Persons Per Household** indicates the average number of persons who dwell in each household within your ministry area. This is an important indication of family structures.

Household Contribution Indicator

Nine variables comprise this indicator. The base question asked respondents to indicate their annual household contributions to three different types of organizations: churches and religious organizations, charities, and colleges and universities. The Ethos report in the Ministry Area Profile shows estimated percentages of households likely to give at three different levels: more than $100, $500 and $1,000 per year to the three different kinds of organizations.

Estimated Households Likely to Contribute:

- **To Churches and Religious Organizations** - More than $100 per year - More than $500 per year - More than $1,000 per year. These three variables estimate the percentage of households likely to contribute these annual amounts to churches and religious organizations.

- **To Charities** - More than $100 per year - More than $500 per year - More than $1,000 per year. These three variables estimate the percentage of households likely to contribute these annual amounts to charities such as the United Way.

- **To Colleges and Universities** More than $100 per year…More than $1,000 per year. These three variables estimate the percentage of households likely to contribute these annual amounts to colleges and universities.

Households By Income

Household Income refers to the income for the family, plus other non-family members that are present in the household. The figures shown represent the estimated total income before deductions.

See Also: Income

Housing

Average Persons Per Household is calculated by taking the total population less the population living in group quarters and dividing it by the number of households (or occupied units).

- **Housing Units by Year Built** indicates the number and percentage of houses that were built during specific ranges of years beginning in 1939 and ending in the year the 2000 Census was taken. This variable includes both vacant and occupied units. Of particular interest are the subcategories: Built 1940 to 1949 and 1939 or earlier. These figures represent the percentage of very old housing. In metropolitan or urban areas a high percentage represented by this subcategory could signal the transition of housing from single to multiple dwellings or low density to high density population. Check your Trends report under the Density projections.

- **Households by Heating Type** provides insight about the type of housing in a community.

- **Households By Number of Persons** indicates the number of persons in all occupied units (owned or rented).

- **Households by Presence of Telephone** indicates the number and percentage of households that do and do not have telephones.

- **Median Rent** indicates the median rent from the universe of all rental properties.

- **Occupied Units By Type**: A house, apartment, mobile home or trailer, group of rooms, or single room occupied as a separate living quarter. The number of households and the number of occupied units will be the same. Occupied Units do not include group quarters.

- **Owner Occupied** indicates that the owner or co-owner of the unit lives in the unit even if it is mortgaged or not fully paid for.

- **Renter Occupied** indicates that the unit is rented by the persons who live in it.

- **Population by Urban Versus Rural** classifies areas as either urban or rural.

- **Urban**: Persons living in urbanized areas and in places of 2,500 or more inhabitants outside of urbanized areas.

- **Rural**: Everyone else; not necessarily farm residence. Can be a small town as long as it is outside of an urbanized area and has fewer than 2,500 inhabitants.

- **Single to Multiple Unit Ratio** indicates the number of single units compared to the multiple units. If the ratio is minimal, this indicates an area where the number of multiple unit dwellings is close to the number of single unit dwellings. Where the ratio is broad (e.g. 18 to 1), it indicates a community which is predominately made up of single family units.

- **Structures by Number of Units** denotes occupied units plus vacant units. Single Unit is a single family dwelling detached from any other structure with open space on all four sides. They may also include a one unit structure which has one or more walls extending from ground to roof separating it from adjoining structures. 2 to 9 Units, 10 to 19 Units, 20 to 49 Units and 50 or more Units are multiple unit dwellings, usually apartments or condominiums. Mobile Home indicates non-permanent living dwellings to which no permanent rooms have been added. Other category is for any living quarters occupied as a housing unit that does not fit the previous categories. Examples include houseboats, railroad cars, campers and vans.

- **Vacant Units by Type**. Vacancy status and other characteristics of vacant units were determined by Census enumerators obtaining information from landlords, owners, neighbors, rental agents, and others. Vacant units are subdivided according to their housing market classification.

- **For Rent** includes vacant units offered "for rent" and vacant units offered either "for rent or for sale."

- **For Sale** includes vacant units being offered "for sale only," including units in cooperatives and condominium projects if the individual units are offered "for sale only."

- **Seasonal** includes vacant units used or intended for use only in certain seasons or for weekend or other occasional use throughout the year.

- **Other** includes all vacant units that do not fall into one of the above categories.

- **2000 Owner Occupied Property Values** indicates owner-occupied property values in 2000.

- **2000 Median Property Value** indicates the point where there are as many properties valued under the median as there are valued over the median.

ImagineArea

A PeopleArea of a 3 to 7 mile radius used to define the boundaries of a population. The statistical characteristics of an ImagineArea are that it is the primary community planning unit and it is large enough to define a community wide strategic planning effort but small enough to distinguish local community characteristics.

Income

- **Average Income**: The average is computed by dividing the total income of all households in the study area by the total number of households.

- **Median Income**: Unlike the average income, the median income divides the households of the study area into two equal sized groups: those who earn more than the indicated amount, and those who earn less. The median is often a better description of the typical household in the study area because it is less likely to be distorted by a small number of households with unusually high or extremely low income.

- **Per Capita Income**: A calculation which indicates the hypothetical average income for each

individual within the designated area. It is computed by dividing the total income for the study area by the total number of persons living in the study area.

InfoMap

A full color, thematic map that portrays selected demographic and ethographic variables.

Key Values Indicator

The ten variables in this indicator are generated from question one in the Ethos Survey. The question asked respondents to rank their agreement or disagree with ten statements relating to their opinions about God, society, institutional roles and racial/ethnic change in the United States. The statements are by no means exhaustive or comprehensive, but they are broad enough to capture a helpful cross-section of people's beliefs and values. The statements have been gathered into four theme groups called: God, Society, Institutional Roles and Racial/Ethnic Change.

Leadership Preference Indicator

The four variables in this indicator are generated from question two in the Ethos 1 survey. The question asked respondents to read four different statements made by a hypothetical leader and select the one with which they were the most comfortable. The four leadership styles represented in the statements were derived from the classic study of leadership and management in which two leadership factors are matrixed: level of relational involvement by a leader and level of task orientation. Nationally, almost 80% of the respondents preferred a highly collaborative leadership style in which the leader provides strong relational and task support. Of special interest will be those areas where one or more of the other three styles emerges above the national average.

Estimated Households Likely to Prefer a Leader Who:

- **Lets them do what they want and is supportive** This description corresponds to the leader statement "I believe you know what you need to do. I'll be here to cheer you on." This would better represent a leader with a higher relational but lower task orientation.

- **Lets them do what they want and stays out of the way** This descriptions corresponds to the leader statement "You know what you need to do. You don't need me to interfere, I'll be elsewhere." This would be more representational of a leader with a lower task and a lower relational orientation.

- **Tells them what to do** This description corresponds to the leader statement on the survey "I know what we need to do. Follow me." This would be more representational of a leader with a higher task but lower relational orientation.

- **Works with them on deciding what to do and help them do it** This description corresponds to the leader statement "We all have some idea of what we need to do. We'll decide together." This would be more representational of a leader with a higher task and higher relational orientation. Almost 80% of U.S. households prefer this type of leadership orientation.

Marital Status

- **Marital Status All Persons 15 and Older** identifies the marital status of all living persons who are 15 years or older. The single category does NOT include youth in the home unless they are Head of Household.

- **Single** indicates all persons who consider themselves single, never married.

- **Married** indicates all persons who consider themselves married and whose current marriage

has not ended by divorce or widowhood. This category includes persons who are separated.

- **Divorced/Widowed** indicates persons formerly married but now single due to divorce or loss of spouse by death.

- **Marital Status Females 15 and Older** identifies the marital status of females who are 15 years or older.

- **Marital Status Males 15 and Older** identifies the marital status of males who are 15 years or older.

Millennials

"Born 1982-2001, the Millennial Generation first arrived when 'Babies on Board' signs appeared. As abortion and divorce rates ebbed, the popular culture began stigmatizing hands-off parental styles and recasting babies as special. Child abuse and child safety became hot topics, while books teaching virtues and values became best-sellers. Politicians defined adult issues (from tax cuts to deficits) in terms of their effects on children. Hollywood replaced cinematic child devils with child angels, and cable TV and the internet cordoned off 'child-friendly' havens. While educators speak of 'standards' and 'cooperative learning,' school uniforms are surging in popularity. With adults viewing children more positively, U.S. test scores are faring better in international comparisons." (William Strauss and Neil Howe, http://www.fourthturning.com/html/millennial_generation.html)

Mission Emphasis Indicator

The base question asked respondents to identify their personal preferences on two continua.

Do you prefer involvement and mission emphasis that is:

- Community Focused or focused on Personal Spiritual Development, or both

- Focuses on Global Mission or Local Mission, or both

Music Style Indicator

The base question asked respondents to identify their personal preferences on two continua.

Do you prefer music that is:

- Traditional or Contemporary, or both?

- Performed by Others or Participatory, or both?

NeighborArea

A PeopleArea of a .25 to .75 mile radius used to support specific local strategies, which are both sensitive to larger communities and take into account particular neighborhood attributes.

Occupation

Population By Occupation Type (Age 15 and over) :

- **Blue Collar** applies to those occupational categories typically considered to be labor intensive, both production and services sectors. In 2000, 39.7% of the population 15 and older was employed in blue collar occupations.

- **Farming, Forestry and Fishing** includes Farm Operators and Managers, Agricultural Related Occupations, Forestry and Logging Occupations, Fishers, Hunters and Trappers

- **Laborers** include Equipment Handlers, Mechanics, Construction Helpers and Laborers, Production Helpers, Freight Handlers, Garage and Service Station occupations, Vehicle and Equipment Cleaners and Hand Packers.

- **Operators and Assemblers** includes Metal Workers, Plastic Workers, Printing Machine Operators and Textile Operators.

- **Precision Production and Craft** includes Mechanics and Repairers, Construction Trades, Precision Woodworking, Plant and System Operators.

- **Service Other** includes Food Service Preparation, Health Services, Cleaning and Building Services and Personnel Service Occupations

- **Service Private Households** includes Launderers and Ironers, Cooks, Housekeepers, Butlers and Childcare Workers.

- **Service Protective** includes Firefighting and Fire Prevention, Police and Detectives, and Guards.

- **Transportation and Material Moving** includes Motor Vehicle Operators, Railroad, Water Transportation, Long Shore, Hoist and Winch Operators, Crane and Tower Operators.

- **White Collar** applies to those occupational categories typically considered professional, managerial, sales, and administrative support. In 2000, 60.3% of the population 15 and older was employed in white collar occupations.

- **Administrative Support** includes Administrative Supervisors, Computer Equipment Operators, Secretaries, Typists, Information Clerks, Records Processing, Office Machine Operators, Communications Equipment Operators, Mail and Message Distribution Occupations, Adjusters and Investigators.

- **Executive and Managerial** includes Legislators, Chief Executives, Financial Managers, Personnel and Labor Relations Managers, Purchasing Managers, Marketing and Advertising Managers, Educational Administrators, Medical and Health Managers, Real Estate Managers, Postmasters, Funeral Directors and Management Related Occupations.

- **Professional Specialty** includes Math and Computer Scientists, Natural Scientists, Health Diagnosing Occupations, Health Assessment and Treating Occupations, Teachers, Counselors, Librarians, Social Scientists and Urban Planners, Social Workers, Religious Workers, Lawyers, Judges, Writers, Artists, Entertainers and Athletes.

- **Sales Occupations** includes Sales Supervisors, Sales Representatives and other Sales Related Occupations

- **Technical Support** includes Health Technicians and Science Technicians.

PeopleArea

Uniform circular geographic areas optimized to encompass the largest number of people in the fewest number of areas, which are designed to provide analysis framework for data concerning Population Centers. These circles can be drawn in any size based upon how the data will be applied and commonly occur in four levels: RegionAreas, ImagineAreas, FocalAreas, and NeighborAreas.

PlanDo Concept

So often, planning is an activity that is done in isolation from the implementation of the plans. Far too often, as most are aware, many more plans are made than are ever acted upon. This is no small problem. However,

in today's environment, the separation of planning from implementation is a luxury we can no longer enjoy. Indeed, PERCEPT believes that the gap between planning and doing must collapse, that the two must become two faces of the same activity. We capture this concept by the term "PlanDo." In a rapidly changing, chaotic and turbulent world, those who can plan and do in the same motion will be the most effective.

The PlanDo principle is driven by a mission development model that assumes the need to respond to emerging issues and this is accomplished through systematic listening which translates into actions.

Population

Refers to all living persons within the boundaries of the defined study area.

- **Average Annual Growth Rate** refers to the percentage growth or decline between reporting periods on an annual basis. Average annual figures allow you to compare growth rates for periods of time, which are different in length. For example, if total growth between 1990 and 2000 was 10% and the projected growth over the next five years is 5%, these two growth rates would average to 1% per year.

- **Density** is the number of persons who inhabit a square mile. Urban areas typically have much higher density figures than rural areas since more people are living in a smaller amount of space.

- **Percentage Change** signifies the percentage change between each reporting period as indicated by the columns.

- **Population Change** denotes the actual change in population between reporting periods as indicated by the columns. This variable will indicate either an increase or decrease in actual population. For example, the first column will indicate the population in 1990. The second will indicate the growth/decline between 1990 and 2000 and so on.

Population By Age (Detail)

Population by Age indicates how the total population is distributed into 18 different age groups.

Population By Gender

Population by Gender reflects the breakdown of the total population into males and females.

Population By Phase of Life

These groupings represent phases of life people pass through that are related to age, personal development and primary life activity and/or experience.

- **Before Formal Schooling (0-4)** includes the years from birth to the start of Kindergarten.

- **Required Formal Schooling (5-17)** includes the traditional years formal education, generally this means through high school graduation.

- **College Years, Career Starts (18-24)** includes the years of transition from adolescence to adult. Some are in college or trade schools, others go directly into the work force.

- **Singles and Young Families (25-34)** are young adults beginning to establish themselves in families and/or careers.

- **Families, Empty Nesters (35-54)** includes established families and those transitioning out of the child-rearing years.

- **Enrichment Years Singles/Couples (55-64)** includes persons who have raised their children.

- **Retirement Opportunities (65+)** includes persons embarking upon their years of retirement.

Population By Race/Ethnicity

Population by Race is a racial self-identification by respondents to the Census, not a scientific or biological classification. Race classifications identified on the report are divided into four categories. Currently, only these four categories are updated with current year estimates and five year projections on an annual basis.

- White (non-Hispanic)

- Black (non-Hispanic)

- Hispanic

- Asian and Other: includes Native American Indian, Asian or Pacific Islander (Japanese, Chinese, Filipino, Korean, Asian Indian, Vietnamese, Hawaiian, Guamanian and Samoan or the person did not identify themselves, or did not consider themselves a part of any race listed).

Population Distribution

Across the nation, 75% of the population is gathered in approximately 25% of the population centers. If an area is more evenly spread out than this figure, it is referred to as dispersed. If the population in the study area is accumulated in fewer areas, it is referred to as concentrated. Areas which match this national ratio (75/25) are identified as having average distribution.

Poverty and Retirement Income

Households By Poverty Status: The Census Bureau each year sets a national poverty line based upon the number of family members. The poverty line for a family of four in 2000 was $17,603. The Bureau also breaks the poverty line into two broad age groups; those 0 to 64 and those 65 and older. This allows you to study separately the extent of poverty in the senior population.

- **Above Poverty Line (Householder Age 0 to 64)**: The number and percentage of households above the poverty line and between the ages of 0 and 64.

- **Above Poverty Line (Householder Age 65 and Older)**: The number and percentage of households above the poverty line and 65 years of age or older.

- **Below Poverty Line (Householder Age 0 to 64)**: The number and percentage of households below the poverty line and between the ages of 0 and 64.

- **Below Poverty Line (Householder Age 65 and Older)**: The number and percentage of households below the poverty line and 65 years of age or older.

The following table shows the 2000 poverty line for other family sizes:

Family Size	Poverty Line
1	$8,794
2	$11,239
3	$13,738
4	$17,603
5	$20,819
6	$23,528
7	$26,754
8	$29,701
9	$35,060

- **Households By Presence of Retirement Income** indicates the number of households in which retirement income is the source of financial support. Retirement income can be social security, pension or other type of income. The base is the total of all households.

- **With Retirement Income** indicates the number and percentage of households in which some form of retirement income is present.

- **Without Retirement Income** indicates the remaining number and percentage of households where retirement income is not present.

Primary Concerns Indicator

Thirty-one variables comprise this indicator. The base question asked respondents to choose the top six challenges of greatest concern to them from the list of choices. PERCEPT has sorted the 31 concerns into five groups called: The Basics, The Family, The Community, Hopes and Dreams, and Spiritual/Personal. These groupings are designed to make the large number of concern variables more manageable. You may notice that several of the concerns could actually fit into more than one group.

As you seek to develop impressions about the likely ethos in your community, we believe that the Primary Concerns Groups will provide you with the most insight as to where people are likely feeling stress.

You should be aware of two cautionary factors in interpreting primary concern information. First, some households may express as a primary concern something like Dealing With Drug/Alcohol Abuse. It may be that this is a problem in their households, or they may be referring to a concern for dealing with the drug and alcohol problem in society at large. Either way, they are indicating that dealing with drug and alcohol abuse is an important challenge with which they are concerned. Secondly, there is undoubtedly a gap between what people express as their primary concerns and their actual needs. For example, some people may have a personal or family problem with drug abuse, but not necessarily indicate that as one of their six highest concerns. This could be accounted for by several possible explanations. They might be in denial or they might have other issues which are even more pressing on their minds. Be careful not to make an automatic link between concerns and needs. In many cases, they will be related, but you should not necessarily make that assumption.

Estimated Households Likely to Be Primarily Concerned With:

- **The Basics**: Concerns in this group have to do with items that most of us would agree represent the basic necessities of life: food, housing, employment, Healthcare, etc. Providing Adequate Food..Finding/Providing Aging Parent Care. These seven variables indicate the percentage of households likely to express any of these seven concerns as primary.

- **The Community**: Concerns in this group primarily revolve around community problems. Dealing With Neighborhood Gangs..Maintaining Personal Safety. These three variables indicate the percentage of households likely to express any of these three concerns as primary.

- **The Family**: Concerns in this group primarily revolve around family relations and issues. Dealing With Abusive Relationships..Dealing With Divorce. These five variables indicate the percentage of households likely to express any of these five concerns as primary.

- **Hopes and Dreams**: Concerns in this group primarily revolve around longer term quality of life issues: fulfilling marriage, financial security, satisfying career, etc. Achieving Financial Security..Finding Retirement Opportunities. These eight variables indicate the percentage of households likely to express any of these eight concerns as primary.

- **Spiritual/Personal**: Concerns in this group primarily revolve around personal issues. These concerns might also be referred to as a "searching" group. Here people are dealing with change, loneliness, stress and finding direction.

Primary (and Secondary) Media Sources

The base question asked respondents to indicate their primary and secondary source of information. PERCEPT created two groups: Broadcast Media, which includes television and radio and Print Media, which includes local and national newspapers and magazines.

Program Ratings (Context: Part 4)

The purpose of the Divergence Indicator in Part 4 of Context is to provide a group with a quick assessment of how far the congregation rates programs from the "ideal" which would be 100% Very Positive. The programs listed first with "High" or "Moderate" divergence are those which tend to have the highest percentage of answers that are not "Very Positive."

The system weights the answers increasingly as the answers move farther from "Very Positive." In other words, "Very Negative" is weighted the most while "Somewhat Positive" is weighted the least. **It is important to note that "High Divergence" does not mean the congregation overall is negative about a particular program**. It simply means that the program is farther from the ideal than other programs (i.e., those with Low Divergence or Convergence). Some groups may find this to be a cause for concern and further exploration while others may take satisfaction that the program is still rated overall positive and no further action is warranted. Either response can be equally valid depending upon the circumstances.

In summary, Part 4 allows you to quickly identify the "hot spots" in the large amount of program rating data. For those that wish, they can easily supplement Part 4 information with their own analysis of the raw results presented in the Reference section of the Context Report. The formula used to calculate the Divergence Indicator is included below for your information:

Formula for the Divergence Indicator in Program Ratings

1. Multiply the:

   Very Negative Percentage times 15,
   Somewhat Negative times 10,
   Neutral times 6,
   Somewhat Positive times 3,
   Very Positive times -1 (that's negative 1)

2. Add the resulting figures together and divide the total by .5 (that's "point five")
3. If the result is more than 10, round it down to 10. If the result is less than 0, round it to zero.
4. Subtract the answer in Step 3 from 10. The rounded result is the Score shown in the Reference section.

Example:

Step 1:

   The Very Negative is 10%. Multiply .1 X 15 or 1.5.
   Somewhat Negative is 10% would be .1 X 10 or 1.
   Neutral is 20% would be .2 X 6 or 1.2.
   Somewhat Positive is 40% would be .4 X 3 = 1.2
   Very Positive is 20% would be .2 X -1 = -.2

Step 2: Add them up is 4.7. Now divide by .5, the answer is 9.4
Step 3: Answer is between 0 and 10, so no rounding required.
Step 4: Subtract 9.4 from 10, the resulting score would be .6. Round .6 to 1. The resulting score would be a 1.

Race/Ethnicity

Population by Race/Ethnicity signifies the racial/ethnic distribution of persons within your ministry area according to the self-identification of the respondents. It does not denote a clear-cut scientific definition of biological type.

- **White**: Persons who identified their race as White, as well as persons who did not classify themselves in one of the specific race categories listed on the Census questionnaire but provided a written response such as Canadian, German, Italian, Lebanese or Polish. Persons of Hispanic origin who indicated White as their race have been subtracted from this figure.

- **African American**: Persons who indicated their race as Black or Negro, as well as persons who did not classify themselves in one of the specific race categories listed on the questionnaire, but reported entries such as African-American, Afro-American, Black Puerto Rican, Haitian, Jamaican, West Indian, or Nigerian. Persons of Hispanic origin who indicated Black as their race have been subtracted from this figure.

- **Hispanic/Latino**: An ethnic rather than race classification which identifies the number of persons of Spanish/ Hispanic descent including: Mexican, Puerto Rican, Cuban, and Other Spanish. Persons of Spanish origin may be of any race. All persons who indicated Hispanic origin are included in this figure regardless of the race they chose.

- **Native American**: Persons who classified themselves as American Indian, Eskimo or Aleut. In addition, persons who did not report themselves in one of the specific race categories, but reported the name of an American Indian Tribe or reported entries such as Canadian Indian, French-American Indian were classified as American Indian. Persons of Hispanic origin who indicated Native American as their race have been subtracted from this figure.

- **Asian includes**: Persons who identified themselves as such by selecting one of the Asian Races. Persons of Hispanic origin who indicated Asian as their race have been subtracted from this figure. See Asian Population By Race below for a detailed breakdown of Asian population.

- **Pacific Islander** includes persons who indicated their race as Pacific Islander or identified themselves as one of the Pacific Islander cultural groups of Polynesian, Micronesian, or Melanesian.

- **Other Races** includes those persons not included in the categories White, Black, American Indian, Eskimo or Aleut, and Asian and Pacific Islander. Persons who provided such write-in entries such as Interracial, Wesort, Issues, Jackson White or a Spanish/Hispanic origin group (for example, Mexican, Cuban, Puerto Rican) were included in the "Other race" category. Persons of Hispanic origin who indicated Other as their race have been subtracted from this figure.

Note: The Trends report provides updated and projected racial/ethnic figures although they are not as detailed as these Census figures.

RegionArea

A PeopleArea of an 8 to 20 mile radius used to develop strategy over an extremely large area such as the entirety of the United States.

Religious Preference Indicator

Twenty variables comprise this indicator. The base question asked respondents to identify their general religious affiliation preference both now and ten years prior. Respondents who indicated that their preference had changed during the ten year period were classified as Changed Preference. As you analyze the Religious Preference Indicator, keep in mind that respondents were not asked whether they attended church or were members in the affiliation they chose. They were simply asked to describe their preference, if they had one. Many of the respondents indicated that they had an affiliation preference, but at the same time indicated little or

no involvement with their faith. This likely means that are not currently active in a local church.

Due to space limitations on the survey, respondents were allowed to choose from general religious classifications and traditions. These affiliations do not represent specific denominations. Be careful not to fall into the trap of interpreting a general affiliation as meaning your denomination or trying to make the percentages match your membership or attendance estimates.

Also, note the two No Preference categories. We divided those who indicated that they did not have a preference into two groups: those who indicated they were not interested and those who indicated that they were interested. We believe the group Interested but No Preference may be a key opportunity group for the church.

Estimated Households Likely to Prefer:

- **Adventist thru Unitarian Affiliation**: These 18 variables estimate the percentage of households likely to express a preference for the particular affiliation.

- **Interested but No Preference**: Households likely to have no current preference but are interested in possibly developing one.

- **Not Interested and No Preference**: Households likely to have no current preference and are not interested in developing one.

- **Likely to Have Changed Their Preference in the Last 10 Years**: Households likely to have changed their preference in the last ten years.

ReVision

ReVision is a resource designed by PERCEPT to support local church congregations in an effective and systematic strategic planning process. It weaves together information sources on a community and a congregation within a theologically-driven planning model.

Silents

"Born 1925-1942, the Silent Generation grew up as the suffocated children of war and depression. They came of age just too late to be war heroes and just too early to be youthful free spirits. Instead, this early-marrying Lonely Crowd became the risk-averse technicians and professionals—as well as the sensitive rock 'n rollers and civil-rights advocates—of a post-crisis era in which conformity seemed to be a sure ticket to success. Midlife was an anxious 'passage' for a generation torn between stolid elders and passionate juniors. Their surge to power coincided with fragmenting families, cultural diversity, institutional complexity, and prolific litigation. They entered elderhood with unprecedented affluence, a 'hip' style, and a reputation for indecision." (William Strauss and Neil Howe, http://www.fourthturning.com/html/silent_generation.html)

Snapshot

Snapshot is one of PERCEPT'S InfoGraph reports. In an age of data overload, it is important to present information in an understandable format that can be grasped quickly. Snapshot is an invaluable tool for doing just that. It can be used in formal presentations to many different groups because it clearly illustrates the demographic essence of your ministry area. The black and white version can be inexpensively copied and distributed as is, while the color version is provided on transparency film and can be used with an overhead projector. Snapshot can help you build a sense of vision, as people are able to easily understand the overall demographics of a study area.

- **Households by Income**: This graph indicates the percentage of households in each of nine income categories.

- **Primary U.S. Lifestyles Segments**: This graph highlights the primary segments in your ministry area. It does not necessarily show all of the segments found in your ministry area, but it does show the seven segments with the highest percentage of households in your area.

- **Population and Households**: This bar graph illustrates the population and household trends from 1970 through the five year projections.

- **Population by Age**: This important graph shows the percentage of population in each of ten age groupings.

- **Population by Race/Ethnicity**: This pie chart shows the relative percentages of the total population for the four racial/ethnic groups.

- **Population by Race/Ethnicity Trend**: This graph illustrates the changes in the percentages of each racial/ethnic group from 2000 to the present and then five years into the future.

Survivors

"Born 1961-1981, the Survivors (Strauss and Howe call this group Thirteeners, or the 13th Generation) survived a 'hurried' childhood of divorce, latchkeys, open classrooms, devil-child movies, and a shift from G to R ratings. They came of age curtailing the earlier rise in youth crime and fall in test scores—yet heard themselves denounced as so wild and stupid as to put The Nation At Risk. As young adults, they maneuvered through a sexual battlescape of AIDS and blighted courtship rituals—they date and marry cautiously. In jobs, they embrace risk and prefer free agency over loyal corporatism. From grunge to hip-hop, their splintery culture reveals a hardened edge. Politically, they lean toward pragmatism and nonaffiliation, and would rather volunteer than vote. Widely criticized as 'Xers' or 'slackers,' they inhabit a Reality Bites economy of declining young-adult living standards." (William Strauss and Neil Howe, http://www.fourthturning.com/html/13th_generation.html)

Transportation

Households by Number of Vehicles classifies all households by the number and percentage of vehicles, if any.

- **Workers by Travel Time to Work**: Classifies all those who work by the amount of time, if any, it takes workers to travel to work. Note especially the number and percentage who work at home and who travel 90 minutes or more.

- **Workers by Type of Transportation to Work**: The kind of transportation used by the persons in the community.

U.S. Lifestyles Group

A U.S. Lifestyles Group is created by combining similar U.S. Lifestyles Segments. The U.S. Lifestyles Group designated *Primary* indicates the greatest number of households within a designated area.

U.S. Lifestyles Report

This report provides information about the lifestyles of persons in your community by dividing the population into fifty different groups based upon unique combinations of over 100 demographic, socio-economic and financial variables. It also provides a comparison of your area with the United States.

VISTA

VISTA is the multi-phased information system and strategic planning program for regional and national church and social services agencies. It weaves together planning concepts and powerful content within a guided process. The program is built upon the foundation of PERCEPT'S ImagineArea Analysis and driven by a proven strategic planning process. The program results in several functioning pilot projects and other benefits to local church/agencies.

Worship Style Preferences

The base question asked respondents to identify their personal preferences on two continua.

Do you prefer worship that is:

- Emotionally Uplifting or Intellectually Challenging, or both.

- Traditional/Formal/Ceremonial or Contemporary/Informal, or both.

U.S. Lifestyles Segment Descriptions

Following are brief summary descriptions of each of the 50 U.S. Lifestyles segments. These descriptions are designed to highlight several distinctive characteristics of each segment and to assist you in understanding the overall essence of the segment. In each segment description PERCEPT mentions a few key characteristics from the hundreds available that best distinguish each segment from the others. Also included below are Segment Group names with segments included. This grouping of segments is used at times by PERCEPT to simplify characterization.

Segment Groups (with individual segments included in the Group)

Combining similar U.S. Lifestyles Segments creates a U.S. Lifestyles Group. The group designated *Primary* indicates the greatest number of households within an area.

Affluent Families (includes segments 1, 2, 3, 4, 5, 6 and 14)
These segments are generally above average in income and education.

Middle American Families (includes segments 9, 10, 11, 16, 17, 18, 23, 25 and 28)
These segments represent classic Middle America.

Young And Coming (includes segments 8, 12, 13, 15, 19, 34, 37, 39 and 47)
These segments are mostly (though not exclusively) comprised of young singles and couples in the beginnings of their career life.

Rural Families (includes segments 26, 27, 29, 33, 35 and 38)
These segments are comprised mostly of families in rural America working primarily in blue collar occupations.

Senior Life (includes segments 7, 20, 21, 22, 30 and 31)
These segments consist mostly of senior and mature adults in or near retirement.

Ethnic And Urban Diversity (includes segments 24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)
These segments are found mostly (though not exclusively) in urban centers and reflect high racial/ethnic diversity.

Individual Segments

1. Traditional Affluent Families

This group represents the wealthiest households in America, with a median household income over three times the national average. The group naturally ranks very high, if not highest, in home ownership, property value, white collar employment, undergraduate and graduate education levels, and number of adults age 40 to 64.

Faith involvement is about the same as the national average, though belief in God and belief that God is actively involved in the world both fall substantially below the national average. Religious affiliations highest above the national average are Judaism (ranks number 3 of all the segments), Orthodox, Presbyterian/Reformed (ranks number one), Episcopal (ranks number 2) Unitarian/Universalist and Congregational.

The primary concerns of this group are Social Injustice, Aging Parent Care, Time for Recreation/Leisure, Finding Life Direction, Retirement Opportunities and Long-Term Financial Security. These individuals are much more likely than the average person to believe that the United States should open its doors to all peoples, and

significantly less likely to consider the changing racial/ethnic face of America a threat to our national heritage. They also prefer to rely more on themselves and somewhat less on a leader compared with the national average.

They rank number one in contributions to religious organizations, number one in contributions to colleges and universities, and number two in contributions to charities.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Cultural Programs, Active Retirement Programs, Adult Theological Discussion Groups, Intellectual Worship, and Emphasis on Global Mission.

2. Professional Affluent Families

This affluent, city-dwelling group ranks first in the number of adults age 35 to 44 and second in the number of children age 10 to 17. It also ranks number one in the number of married individuals, the number of workers in sales occupations, and the ownership of multiple vehicles.

Faith involvement does not differ significantly from the national average, though belief that God is actively involved in the world including nations and their governments is substantially less. Going against the trend, beliefs that our environment has become a national crisis and that our changing racial/ethnic makeup constitutes a threat are both below the national average.

Religious affiliations highest above the national average are Orthodox, Judaism, Adventist, Unitarian/Universalist, Catholic (ranks number 2 of all the segments) and Presbyterian/Reformed.

The primary concerns of this group are Parenting Skills, Retirement Opportunities, Time for Recreation/Leisure, Fulfilling Marriage, Satisfying Job/Career and Problems in Schools.

This segment tends to prefer a strong leader.

They rank number one in contributions to charities, and number two in contributions to religious organizations.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Parent Training Programs, Youth Social Programs, Intellectual Worship, and Traditional/Formal Worship.

3. Mid-Life Prosperity

Almost entirely urban, this segment mirrors the national average only in terms of age and household size. It ranks well above average in household income, married individuals, multiple-worker families, college education, and home ownership. While also above average in number of children, the segment is well below average in number of young adults.

Faith involvement is very close to the national average in most areas, though slightly less believe in God and even fewer believe that God is actively involved in the world.

Religious affiliations above average are Judaism, Presbyterian/Reformed, Episcopal, Lutheran and Congregational.

The primary concerns of this group are Time for Recreation/Leisure, Parenting Skills, Educational Objectives, Fulfilling Marriage, Aging Parent Care and Satisfying Job/Career.

This segment ranks well above average in contributions to religious organizations, charities and educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely

to indicate Sports/Camping, Daycare Services, Cultural Programs, Intellectual Worship, Music Performed by Others and Contemporary Architecture.

4. Educated Mid-Life Families

This segment is above average in median age, household income, college education, married individuals and working female adults. Blue Collar employment is only half the national average, most households own at least two vehicles, and median property value is over three times the national average.

Slightly less than the national average say they are strongly involved with their faith, while significantly less say they are only somewhat involved with their faith and substantially more say that are not involved with their faith. Belief in God and belief that God is actively involved in the world are also below average.

Religious affiliations highest above average are Eastern Religions, Unitarian/Universalist, Judaism, Presbyterian/Reformed (ranks number 4 of all segments) and Congregational. This segment is the fourth highest in households expressing no preference and no interest in developing one.

The primary concerns of this group are Fulfilling Marriage, Aging Parent Care, Parenting Skills, Good Schools, Time for Recreation/Leisure, and Problems in Schools.

The segment ranks significantly above average in contributions to religious organizations, charities and educational institutions. They tend to prefer a strong leader.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Marriage Enrichment Opportunities, Cultural Programs, Sports/Camping, and Traditional/Formal Worship as well as Intellectual Worship.

5. Prosperous Diversity

This segment ranks high in the number of adults in their thirties, high in the number of children, and very low in older age groups. Working female adults with children are concentrated in this segment, as are the number of homes built since 1980. It is the number one Asian segment and the number two for Pacific Islanders. Fast foods, Japanese cars and 401K Plans are high on the list of preferences.

Strong faith involvement and belief in God are significantly below the national average. Religious affiliations highest above the average are Judaism, Presbyterian/Reformed, Episcopal, Adventist and Catholic.

The primary concerns of this group are Parenting Skills, Fulfilling Marriage, Time for Recreation/Leisure, Good Schools, Satisfying Job/Career, and Childcare.

This segment ranks slightly above average in contributions to religious organizations, charities and educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Church Sponsored Day School, Parent Training Programs, Marriage Enrichment Opportunities, and Contemporary Architecture and Music.

6. Prosperous New Country Families

Three of four households in this segment are located in non-urban areas, but they are often close enough to commute to jobs in nearby urban centers. This segment has a high concentration of children, an above average household size and income, and ranks highest of all the segments in automobile ownership. Almost a third of these households own three or more vehicles. A majority also own garden and power tools.

Faith involvement is somewhat below the national average in most areas, while substantially more than average believes that a healthy environment has become a national crisis. This group ranks lowest of all segments in the belief that churches and religious organizations should provide more human services.

Religious affiliations highest above the national average are Orthodox, Congregational, Episcopal and Catholic.

Primary concerns are Parenting Skills, Fulfilling Marriage, Finding Life Direction, Educational Objectives, Retirement Opportunities and Aging Parent Care.

These households contribute significantly more to charities than the national average, but not particularly to religious organizations or educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Marriage Enrichment Opportunities, Parent Training Programs, Daycare Services, and Cultural and Youth Social Programs.

7. Prosperous And Mature

Among the highest ranking segments with individuals age 50 to 64, this segment also ranks high in married families with both parents at home, household income, vehicles ownership and adults who have attended at least some college. Heavily urban, this segment tends to eat at mid-scale restaurants and invest for the preservation of capital.

Faith involvement is strong and significantly higher in most areas than the population in general. This segment tends to consider the changing racial/ethnic face of America as a threat and ranks nearly last of all the segments in feeling the U.S. must open its doors to all people groups.

Religious affiliations highest above the national average are Orthodox, Judaism, New Age, Presbyterian/ Reformed, Methodist and Mormon.

The primary concerns of this group are Neighborhood Gangs, Better Healthcare, Aging Parent Care, Social Injustice, Divorce and Personal Health. Given a choice, significantly fewer than the national average would prefer to be left on their own without interference from a leader.

This segment offers strong financial support for religious organizations, charities and educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Divorce Recovery Programs, Active Retirement Programs, Traditional Music and worship which is both Traditional and Contemporary.

8. Rising Potential Professionals

This urban segment ranks among the highest in the total number of two-person households, as well as in the number of attached one-unit housing structures such as row houses and condominiums. Both the median household income and the per capita income are considerably higher than the national average. Employment is predominantly white collar, especially in the area of professional specialties.

Faith involvement is very close to the national average in most areas, while belief in God is noticeably lower. Far more than the average, individuals in this segment would prefer to have a strong leader direct them.

Religious affiliations highest above the national average are Eastern Religions, Unitarian/Universalist, Episcopal, Judaism, New Age and Presbyterian/Reformed.

The primary concerns of this group are Companionship, Fulfilling Marriage, Aging Parent Care, Finding Life

Direction, Satisfying Job/Career and Social Injustice.

The segment ranks above average in contributions to religious organizations, charities and educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Sports/Camping, Cultural Programs, Spiritual Retreats, Adult Theological Discussion Groups, Intellectual Worship and Community-Focused Mission.

9. Educated Working Families

This segment closely tracks the national average in most categories, including its proportion of urban to rural populations. However, this segment rises slightly above the average in married households, children between 5 and 17, household size, education and median household income. Individuals from this segment can often be found in upscale restaurants and they are number one for indicating their primary media source as Radio.

A significantly larger percentage than average are strongly involved with their faith, believe in God, and believe that God is actively involved in the world including nations and their governments.

Religious affiliations highest above the national average are Orthodox, Congregational, Adventist, Judaism, Lutheran and Episcopal.

The primary concerns of this group are Finding Life Direction, Aging Parent Care, Long-Term Financial Security, Companionship, Educational Objectives and Personal Health.

The segment ranks above average in contributions to religious organizations and charities, but below average in contributions to educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Cultural Programs, Divorce Recovery Programs, Adult Theological Discussion Groups, Food Resources, Twelve Step Programs, Traditional/Formal Worship and Somber/Serious Architecture.

10. Suburban Mid-Life Families

This group, among the highest in median income, is represented by above average numbers of adults age 35 to 69. The group ranks high in the number of households which receive retirement income, and is above average in every white collar occupation category. Almost all members of this segment own their own home.

Faith involvement is at or somewhat below the national average in every category. Religious affiliations highest above the national average are Congregational, Catholic, Presbyterian/Reformed, Orthodox, New Age and Unitarian/Universalist.

The primary concerns of this group are Childcare, Time for Recreation/Leisure, Retirement Opportunities, Parenting Skills and Long-Term Financial Security.

The segment ranks above average in contributions to religious organizations, charities and educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Divorce Recovery Programs, Marriage Enrichment Opportunities, Parent Training Programs and Participatory Music.

11. Young Suburban Families

One of the younger overall segments, it ranks high in the number of persons living in family households, number of households with three or more workers, and the number of working women with children. More than half of these individuals are high school graduates or above, and workers are split in near-average proportions of white and blue collar occupations. Popular activities range from home improvement to bowling.

Faith involvement levels match the national average. Religious affiliations of this segment highest above average are Eastern Religions, Mormon, Catholic, Lutheran and Orthodox

Primary concerns are Parenting Skills, Divorce, Fulfilling Marriage, Retirement Opportunities, Good Schools and Time for Recreation/Leisure.

These households contribute significantly more to charities than the national average, less to educational institutions, and about the same to religious organizations.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Marriage Enrichment Opportunities, Parent Training Programs, Family Activities and Sports/Camping.

12. Educated New Starters

Almost entirely urban, this segment ranks among the lowest for children age 0 to 17, only slightly above average in median household income and has twice the average number of adults with graduate degrees. The proportion of renter to owner is almost the reverse of the national average, with well over half of housing renter occupied. Music listening habits tend toward classic and adult-oriented rock.

Faith involvement is dramatically lower than the national average in every area, as is belief in God. Higher than average are beliefs that a healthy environment has become a national crisis and that the country must open its doors to immigration.

Religious affiliations highest above the national average are Judaism, Eastern Religions, New Age, Unitarian/Universalist or Presbyterian/Reformed.

The primary concerns of this group are Companionship, Satisfying Job/Career, Finding Life Direction, Social Injustice and Racial/Ethnic Prejudice.

This segment offers strong financial support for charities and educational institutions, but significantly less than average for religious organizations.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Cultural Programs, Adult Theological Discussion Groups, Sports/Camping, Marriage Enrichment Opportunities and Daycare Services.

13. Affluent Educated Urbanites

This segment is entirely urban and enjoys a per capital income nearly three times the national average. This segment ranks first in the number of professional specialists such as doctors and lawyers, first in the number of housing units built prior to 1940, and first in the number of households with no vehicles. They are likely to enjoy movies, musicals, dance and museums.

Faith involvement, belief in God, and contributions to religious organizations are among the lowest in the nation. These individuals are well below average in believing it is important to preserve the traditional American family. Virtually all believe that a healthy environment has become a national crisis, and a majority believe that the government should be the primary provider of human welfare services. Significantly more than average believe

the U.S. should open its doors to immigration, and few feel the changing racial/ethnic face of America is a threat. Deviating from the norm, fewer people in this segment believe the role of churches is to help form and support moral values.

Religious affiliations highest above the national average are Judaism (more than eight times the national average, ranks number one of all the segments), and to a lesser degree Orthodox, Episcopal and Unitarian/Universalist.

The primary concerns of this group are Companionship, Finding Life Direction, Racial/Ethnic Prejudice, Satisfying Job/Career, Affordable Housing and Social Injustice. Twice the national average indicate they would rather have a strong leader direct them in decision-making.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Cultural Programs, Twelve Step Programs, Spiritual Retreats, Daycare Services, Adult Theological Discussion Groups, Intellectual Worship, Music Performed by Others, and Traditional/Formal Worship.

14. Secure Mid-Life Families

This segment is primarily urban, but contains a significant percentage of rural population as well. While tracking very near the national average in most categories, these households are above average in education, white collar occupations, income and property value. Most individuals in this segment have a passport and the inclination and means to use it. They are the most likely segment to own a four-wheel drive car or a video camera and they rank very high the importance of television as their primary media source.

Faith involvement and belief in God is well below average in this segment. Of all the segments, they are last in the number of individuals who have become more involved with faith in the past ten years, and near the top in the individuals who have become less involved during that time. They rank below average in their support of the notion that the government should be the primary provider of human welfare services or that the U.S. should open its doors to all people groups.

Religious affiliations highest above the national average are New Age, Episcopal, Congregational, Judaism and Presbyterian/Reformed.

The primary concerns of this group are Companionship, Social Injustice, Neighborhood Gangs, Alcohol/Drug Abuse, Retirement Opportunities and Finding Life Direction.

The segment ranks somewhat above average in contributions to religious organizations, but below average in contributions to educational institutions and charities.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Marriage Enrichment Opportunities, Divorce Recovery Programs, Active Retirement Programs Cultural Programs, Spiritual Retreats and Care for the Terminally Ill. They are the number one segment in preferring Traditional Music.

15. Reliable Young Starters

This segment is among the highest for individuals age 25 to 34. Ranking near the top for adults with either some college or higher education degrees, the group contains an above average number of two-worker households as well as working women with or without children. Less than half of these people are buying their homes, and the rent they're paying is substantially above the average.

Faith involvement and belief in God are only slightly below the national average.

The segment ranks slightly below average in contributions to religious organizations, slightly higher in

contributions to charities, and significantly higher in contributions to educational institutions.

Religious affiliations highest above the national average are Judaism, New Age, Unitarian/Universalist and Catholic.

The primary concerns of this group are Satisfying Job/Career, Affordable Housing, Finding Life Direction, Aging Parent Care, Neighborhood Gangs and Parenting Skills.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Sports/Camping, Cultural Programs, Twelve Step Programs, Divorce Recovery Programs, Spiritual Retreats and Contemporary Music.

16. Established Country Families

This mainly rural segment has fewer young adults and seniors than most, with an above average number of married individuals. Virtually all households have vehicles, most have two or more, and the segment ranks at the very top in households having three or more vehicles. Median household income is somewhat above average, while education beyond high school is below average. Blue collar occupations account for half of all workers, with the segment ranking first in the number of precision production and crafts personnel. Not surprisingly, given their rural homes, they rank first in ownership of riding lawn mowers, chain saws and trucks.

Faith involvement tracks very close to the national average in all categories. Religious affiliations highest above average are Adventist, Congregational, Methodist, Lutheran and Presbyterian/Reformed.

Primary concerns are Childcare, Parenting Skills, Finding Spiritual Teaching, Adequate Food, Problems in Schools and Time for Recreation/Leisure.

This segment contributes more to religious organizations and less to charities and educational institutions than the national average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Divorce Recovery Programs, Marriage Enrichment Opportunities, Youth Social Programs Family Activities and Bible Study and Prayer Groups.

17. Large Young Families

One of the youngest segments, this segment is one of the highest in the number of children age 0 to 14. In fact, the segment is above average in all age groups below 40 and is among the lowest for individuals 50 or older. It is second in overall household size. Median household income is somewhat above the national average, but the large average household size contributes to a per capita income, which is significantly less than the national norm. The segment ranks high in the number of personnel on active duty in the armed services, and has above average numbers of workers in blue collar categories.

Individuals in this segment are far more likely to be heavily involved with their faith than the national average. Religious affiliations highest above average are Mormon (ranks number one of all the segments), New Age, Holiness, Non-Denominational and Jehovah's Witness.

The primary concerns of this group are Neighborhood Gangs, Parenting Skills, Finding Spiritual Teaching, Teen/ Child Problems, Adequate Food and Day-to-Day Financial Worries.

Contributions to religious organizations and charities are below the national average, while contributions to educational institutions are slightly above.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely

to indicate Church Sponsored Day School, Marriage Enrichment Opportunities, Youth Social Programs, Daycare Services and Family Activities.

18. Working Urban Families

This primarily urban segment is spread across all age groups with slight over-representation of young families with children. Their incomes are about average while their educations are somewhat below average.

Faith involvement is somewhat lower than the national average, and a higher percentage than the norm feel that the changing racial/ethnic face of America is a threat to our national heritage.

Contributions to religious organizations are about average, while contributions to charities and educational institutions are less.

Religious affiliations highest above the national average are Unitarian/Universalist, Pentecostal, Eastern Religions, Lutheran and Catholic.

The primary concerns of this group are Parenting Skills, Employment Opportunities, Fulfilling Marriage, Educational Objectives, Adequate Food and Day-to-Day Financial Worries. Fewer than the national average indicated that they would rather be left on their own without interference from a leader.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to choose Marriage Enrichment Opportunities, Daycare Services, Twelve-Step Programs, Church Sponsored Day School, Youth Social Programs and Personal or Family Counseling.

19. Educated and Promising

This segment contains relative large numbers of single-person households and relatively few children. Well more than half of all housing in this group is made up of one- and two-person units. Income is above average, as is the number of households receiving retirement income. Individuals in this segment are more likely to rent, and there is a tendency toward multiple-unit structures. Even with much of the segment still attending college, the education level of these people is above average. Television is the primary media source (ranks number 2 of all segments).

Strong faith involvement is well above average in this segment. Religious affiliations highest above average are Congregational, Non-Denominational, Mormon and Pentecostal.

The primary concerns of this group are Racial/Ethnic Prejudice, Educational Objectives, Time for Recreation/Leisure, Affordable Housing, Adequate Food and Abusive Relationships.

The segment ranks significantly below average in contributions to religious organizations, educational institutions and charities.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Divorce Recovery Programs, Twelve Step Programs, Cultural Programs, Food Resources, Marriage Enrichment Opportunities, Sports/Camping, Contemporary/Informal Worship, Contemporary Music and Focus on Personal Spiritual Development.

20. Cautious and Mature

This segment is well above average for population over age 55. Households receiving retirement income is well above the national average and median household income is very near the national average. Most housing structures are single family units, and almost half of all housing is more than 35 years old. Television viewing

habits are especially strong for Sunday Mid-Day programs and all News Specials, although they are the number one segment in indicating their primary media preference as local newspapers.

Strong faith involvement is above the national average, though less than average have become more involved with their faith in the past ten years. Far more of this segment than average feel that the changing racial/ethnic face of America is a threat to our national heritage.

Religious affiliations highest above the national average are New Age, Presbyterian/Reformed, Methodist and Jehovah's Witness. This segment ranks near the bottom of all segments for having changed religious affiliations in the last ten years.

The primary concerns of this group are Better Healthcare, Finding a Good Church, Personal Health, Health Insurance, Neighborhood Crime and Safety and Neighborhood Gangs.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Active Retirement Programs, Care for the Terminally Ill, Bible Study and Prayer Groups, Adult Theological Discussion Groups and Spiritual Retreats.

21. Mature and Stable

This segment is mainly urban, but with a significant rural component. Almost a third of individuals in this segment are age 55 or over, and about the same percentage of households are single individuals. An overwhelming majority of the adult females in this segment live without children. Education, income and home ownership are all very close to the national average.

Strong faith involvement is well above the national average. Although fewer than average indicate that they have become more involved with faith in the past ten years, it's also true that fewer than average have become less involved.

Religious affiliations highest above average are Orthodox (ranks number two of all the segments), New Age, Judaism, Congregational, Unitarian/Universalist and Jehovah's Witness.

Primary concerns are Better Healthcare (ranks number two of all the segments), Adequate Food, Health Insurance, Finding Spiritual Teaching and Neighborhood Crime and Safety. When it comes to preferred leadership style, individuals in this segment would definitely rather be left on their own without interference from a leader. And donations to religious organizations, charities and educational institutions are all below the national average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Active Retirement Programs (ranks number two of all segments), Spiritual Retreats, Bible Study and Prayer Groups, Adult Theological Discussion Groups, Care for the Terminally Ill and Cultural Programs.

22. Mature and Established

While the median household income in this segment is only slightly below average, one in ten households is below the poverty level. There is also a below average number of multiple-worker families, and one in five households receives some form of retirement income. The segment ranks high in the number of adults in their 60s.

Individuals in this segment are more likely to be involved with their faith than the national average. Religious affiliations highest above average are Adventist, Lutheran, Holiness, Pentecostal, Mormon and Methodist.

The primary concerns of this group are Neighborhood Gangs, Retirement Opportunities, Finding a Good

Church, Health Insurance and Alcohol/Drug Abuse.

Contributions to religious organizations are slightly above the national average, while contributions to educational institutions and charities are slightly below.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Active Retirement Programs, Twelve Step Programs, Care for the Terminally Ill, Bible Study and Prayer Groups and Adult Theological Discussion Groups.

23. Established Empty-Nesters

With high numbers of people age 60 and older, this segment ranks high in households receiving retirement income and in employment in sales, technical support and administrative support categories. Median household income is only slightly below the national average, though more than half of adults have no education beyond a high school diploma. Most households are owner occupied, and an unusually high number of housing units were built in the 1940s and 1950s.

Faith involvement is about the same as the national average in all areas. Religious affiliation highest above average are New Age, Orthodox, Lutheran, Catholic, Pentecostal and Unitarian/Universalist.

The primary concerns of this group are Adequate Food, Personal Health, Health Insurance, Companionship, Retirement Opportunities and Better Healthcare. Contributions range from above average for religious organizations to below average for educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to choose Spiritual Retreats, Food Resources, Care for the Terminally Ill, Active Retirement Programs and Emotional Worship.

24. Metro Multi-Ethnic Diversity

Although a younger segment than most, this segment contains a substantial number of individuals in their 40s and 50s. The number of single-parent families and households with five or more persons ranks high, and overall household size is somewhat above average as well. Median household income is only slightly under the national average, though education levels are uniformly low. This is the number one segment for protective service occupations. The use of public transportation is double the national average and car pooling is the primary transportation for a significant number of workers.

Faith involvement is far above average in this segment. Religious affiliations highest above average are Jehovah's Witness (ranks number 1 of all the segments), Adventist, Holiness, Baptist, Episcopal and Methodist.

The primary concerns of this group are Racial/Ethnic Prejudice (ranks number 1 of all the segments), Social Injustice, Neighborhood Crime and Safety, Finding Spiritual Teaching Alcohol/Drug Abuse and Neighborhood Gangs.

The segment ranks significantly above average in contributions to religious organizations, educational institutions and charities. Rather than have a strong leader, they prefer to be left on their own without interference.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Bible Study and Prayer Groups, Twelve Step Programs, Youth Social Programs, Personal or Family Counseling and Church Sponsored Day School.

25. Working Country Consumers

This segment is evenly split between urban and rural populations. It consists of persons of all ages, with income and education somewhat below average. Blue collar employment is high, as are precision production and craft occupations. Over two-thirds of all homes are single-unit structures and mobile homes make up a noticeable percentage of the total.

While strong faith involvement is only slightly below the national average, a significantly higher percentage than average say they are not involved. On the other hand, significantly more than average believe that God is actively involved in the world including nations and their governments.

Religious affiliations highest above average are Pentecostal (ranks number 4 of all segments), Holiness, Mormon, Baptist or Methodist.

The primary concerns of this group are Adequate Food, Health Insurance, Day-to-Day Financial Worries, Finding Spiritual Teaching, Abusive Relationships and Stress.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Bible Study and Prayer Groups, Family Activities, Parent Training Programs, Youth Social Programs, Care for the Terminally Ill and Church Sponsored Day School.

26. Working Suburban Families

This older segment has above average concentrations of children age 0 to 17 as well as adults over the age of 55. Median household income is significantly below the national average, with almost half of all households earning less than $25,000. Education is also below average, with employment evenly split between white and blue collar occupations. This segment ranks first in subscribing to multiple pay cable TV channels.

Strong faith involvement is well above the national average. Although far fewer than average indicate that they have become more involved with faith in the past ten years, it's also true that significantly fewer than average have become less involved.

Religious affiliations highest above average are Pentecostal (ranks number 1 of all the segments), Lutheran (ranks number two), Methodist (ranks number two), Presbyterian/Reformed and Baptist.

Primary concerns are Abusive Relationships (ranks number 1 of all segments), Divorce, Social Injustice, Teen/ Child Problems, Affordable Housing and Aging Parent Care. Individuals in this segment prefer a strong leader more than the national average. Donations to religious organizations, charities and educational institutions are all below the national average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Sports/Camping (ranks number 1), Church Sponsored Day School, Active Retirement Programs, Youth Social Programs, Personal or Family Counseling and Daycare Services. This groups ranks last of all the segments in preferring Adult Theological Discussion Groups.

27. Country Family Diversity

Two-thirds urban and one-third rural, this segment is near average in most areas, although Blacks, Hispanics and Native Americans are all present in above average proportions.

Belief in God ranks number one, but strong faith involvement is only average and significantly more than average say they are not involved with their faith at all. Relatively few consider the environment a crisis, and far fewer prefer to have a strong leader direct them.

Religious affiliations highest above average are Adventist, New Age, Unitarian/Universalist, Pentecostal, Episcopal and Baptist.

The primary concerns of this group are Childcare (ranks number two of all the segments), Finding a Good Church, Day-to-Day Financial Worries (ranks number two), Fulfilling Marriage, Alcohol/Drug Abuse and Finding Life Direction. Contributions to religious organizations, educational institutions and charities are well below the national average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Sports/Camping (ranks number two), Personal or Family Counseling (ranks number two), Youth Social Programs (ranks number one), Contemporary/Informal Worship (ranks number two) and Community-Focused Mission.

28. Building Country Families

One third of the adults in this segment have not graduated from high school. Median household income, property value and vehicle ownership are below the national average. Above average are the number of divorcees, single-parent families and families with one or no workers. These households are almost as likely to be rural as urban.

Strong faith involvement and belief in God are far above the national average. Religious affiliations highest above average are Adventist, Eastern Religions, Baptist, Congregational and Holiness.

The primary concerns of this group are Finding a Good Church, Finding Spiritual Teaching, Adequate Food, Health Insurance, Divorce and Affordable Housing. Contributions to charities, religious organizations and educational institutions are below average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to choose Food Resources, Sports/Camping, Bible Study and Prayer Groups, Parent Training Programs and Emphasis on Global Mission.

29. Working Country Families

With a good balance between urban and rural populations, the distribution of individuals across age ranges in this segment mirrors the national pattern. Median household income and education levels, however, are well below the national average. One in five of these households has earnings below the poverty level.

Strong faith involvement and belief in God are well above average in this segment, as is the belief that the changing racial/ethnic face of America is a threat to our national heritage.

Religious affiliations highest above average are Holiness (ranks number two of all the segments), Pentecostal (ranks number three), Non-Denominational and Baptist. This segment is number one for expressing no preference, but an interest in developing one.

The primary concerns of this group are Childcare (ranks number one), Finding Spiritual Teaching (ranks number two), Abusive Relationships, Finding a Good Church, Affordable Housing and Parenting Skills. The segment ranks significantly below average in contributions to religious organizations, educational institutions and charities. It ranks first in preferring to decide things together with a leader.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Marriage Enrichment Opportunities (ranks number two of all segments), Parent Training Programs, Care for the Terminally Ill and Daycare Services.

30. Urban Senior Life

Primarily urban, this segment is number one in persons over 55 years of age. This segment ranks first in the percentage of households receiving some form of retirement income, nearly one-third of all families contain no workers, and twenty percent of all individuals are veterans of service in the armed forces. More than half of these households have funds in certificates of deposit.

Faith involvement is near the national average in all categories. Significantly more than average believe that churches and religious organizations should provide more human services, while less believe the changing racial/ethnic face of America is a threat to our national heritage.

Religious affiliations highest above the national average are Judaism, Episcopal, Congregational, Lutheran, New Age and Holiness.

The primary concerns of this group are Better Healthcare (ranks number three of all segments), Racial/Ethnic Prejudice, Health Insurance, Personal Health, Neighborhood Crime and Safety and Neighborhood Gangs.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Active Retirement Programs (ranks number one of all segments), Care for the Terminally Ill, Divorce Recovery Programs, Daycare Services and Adult Theological Discussion Groups.

31. Mature Country Families

This rural segment has an above average occurrence of families without workers and a below average median household income. Unusually high numbers of workers are engaged in farming, forestry, fishing and transportation occupations. One in five households owns three or more vehicles, and mobile homes make up a significant share of all property. The group ranks first in watching early morning news and talk television, as well as prime-time TV documentaries and information shows.

Strong faith involvement is well above the national average and significantly fewer than average are not involved in their faith. More than any other segment, these households believe it is important to preserve the traditional American family structure and an above average number consider the changing racial/ethnic face of America as a threat to our national heritage.

Religious affiliations highest above average are Methodist (ranks number three of all segments), Baptist, Lutheran, Holiness or Episcopal, and less likely to be Pentecostal, Presbyterian/Reformed or Catholic.

Primary concerns are Divorce, Finding a Good Church, Better Healthcare, Alcohol/Drug Abuse, Finding Spiritual Teaching and Retirement Opportunities. Donations to religious organizations are above average, while contributions to charities and educational institutions are below average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Bible Study and Prayer Groups, Active Retirement Programs, Care for the Terminally Ill, Spiritual Retreats and Divorce Recovery Programs.

32. Working Urban Life

More than half of this extremely urban population have no education beyond high school, and more than a third do not have a high school diploma. Large numbers use public transportation to travel to work, and nearly one in four households do not own a vehicle. The proportion of renters to home owners is nearly the reverse of national averages, heavily in favor of renters. The segment ranks first in the number or duplexes and small complexes of housing units.

Belief in God and faith involvement rank far below the national average, while the belief that the government

should be the primary provider of human welfare services is significantly higher. Far more than average would rather have a strong leader, while relatively few prefer to be left on their own without interference. Contributions to religious organizations, educational institutions and charities are all well below the national average.

Religious affiliations highest above the national average are Orthodox, Catholic (ranks number one of all the segments), Eastern Religions, New Age, Judaism and Unitarian/Universalist.

The primary concerns of this group are Affordable Housing, Neighborhood Crime and Safety, Abusive Relationships, Neighborhood Gangs and Employment Opportunities.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Twelve Step Programs, Care for the Terminally Ill, Active Retirement Programs and Divorce Recovery Programs.

33. Laboring Rural Families

An overwhelming majority of the adults in this highly rural segment are married, with three of four households made up of families. Almost half of the adult females have not entered the labor force, and median household income is considerably below the national average. Most housing is owner occupied, though median property value is below the national average. Almost a third of housing units were built prior to 1940 and rents are among the lowest in the country. These households rank first in ownership of a coal or wood stove, traveling 11 or more miles for grocery shopping and listening to country music radio.

Strong faith involvement and belief in God are above the national average. Religious affiliations highest above the national average are Mormon, Congregational, Methodist (ranks number one of all the segments), Lutheran, Pentecostal and Baptist.

The primary concerns of this group are Finding a Good Church (ranks number four of all segments), Health Insurance (ranks number two), Problems in Schools, Social Injustice, Retirement Opportunities and Alcohol/ Drug Abuse. Contributions to religious organizations are slightly above average, while contributions to charities and educational institutions are far below average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to choose Church Sponsored Day School, Bible Study and Prayer Groups, Active Retirement Programs, Personal or Family Counseling, Emphasis on Global Mission and Participatory Music.

34. College and Career Starters

Heavily urban, almost half of all the individuals in this segment are between the ages of 18 and 24. It is the lowest ranking segment for median age and is near last in its number of married and divorced individuals and family households. Almost a third of the population resides in group quarters such as dormitories and barracks. College enrollment is high and almost half of adults already have some type of college degree. The segment ranks first in such categories as jogging, viewing NICKELODEON and MTV.

Faith involvement tends to be lukewarm, with well above average numbers expressing that they are only somewhat involved. A well below average number consider the changing racial/ethnic face of America a threat to our national heritage.

Religious affiliations highest above average are Mormon (ranks number three), Orthodox, Episcopal, Eastern Religions and Presbyterian/Reformed (ranks number three).

The primary concerns of this group are Educational Objectives (ranks number two), Finding Life Direction (ranks number two), Abusive Relationships, Social Injustice, Fulfilling Marriage and Racial/Ethnic prejudice. The

segment ranks below average in contributions to religious organizations, above average in contributions to educational institutions and charities.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Divorce Recovery Programs, Daycare Services (ranks number two), Cultural Programs, Somber/Serious Architecture and Focus on Personal Spiritual Development.

35. Laboring Country Families

With a fairly average age distribution, this segment is above average in blue collar employment and below average in median household income. Little more than half of the women are in the labor force. Home ownership is high, with housing units typically being single family dwellings, though property values are lower than most.

Faith involvement is above the national average in all categories. Belief in God is high, and acceptance of the changing radial/ethic face of America is low.

Religious affiliations highest above average are Adventist, Holiness, Pentecostal, Baptist and Jehovah's Witness.

The primary concerns of this group are Divorce, Finding Spiritual Teaching, Abusive Relationships, Finding a Good Church, Teen/Child Problems and Parenting Skills. Contributions to religious organizations are high, support of charities and educational institutions low.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Divorce Recovery Programs, Bible Study and Prayer Groups, Food Resources, Personal or Families Counseling and Family Activities.

36. Working Diverse Urbanites

This urban segment is typical of the nation in terms of overall age and distribution of age ranges. Single parent families account for one in four households. These households are the highest users of public transportation and rank second in the number of households with no vehicles. The segment also has the highest percentage of housing, which is renter occupied. Median property value is far higher than the national average, with most housing dating from before 1960.

Other number one rankings of this segment include listening to all-news radio, union membership and considering magazines to be their primary media source.

Faith involvement and belief in God are lower than average. Donations to religious organizations are below average, while contributions to charities and educational institutions are well above average.

Religious affiliations above the national average are Judaism (ranks number two of all segments), New Age, Adventist, Jehovah's Witness, Orthodox and Catholic (ranks number four).

Primary concerns are Racial/Ethnic Prejudice (ranks number two of all segments), Affordable Housing, Social Injustice, Neighborhood Crime and Safety (ranks number one), Finding Life Direction and Educational Objectives

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Daycare Services (ranks number one), Twelve Step Programs, Sports/Camping, Cultural Programs and Contemporary Music.

37. Rising Multi-Ethnic Urbanites

This urban segment ranks first in the number of adults age 25 to 29. Average household size is among the lowest of all segments and the segment ranks high in the number of single-person households and working adult women without children. There is also a high number of non-family households and persons in group quarters. Median household income is just below the national average, yet per capita income is significantly above.

Belief in God and faith involvement are very low. In fact, this segment ranks first in saying they are not involved with their faith at all. Contributions to religious organizations are naturally low, while contributions to educational institutions and charities are above the national average.

Religious affiliations highest above average are Unitarian/Universalist (ranks number one of all the segments), Eastern Religions, Orthodox, Judaism and Episcopal.

The primary concerns of this group are Satisfying Job/Career (ranks number one of all segments), Companionship (ranks number two), Racial/Ethnic Prejudice, Social Injustice (ranks number one), Finding Life Direction and Neighborhood Crime and Safety.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Cultural Programs (ranks number two of all segments), Spiritual Retreats (ranks number one), Adult Theological Discussion Groups (ranks number one), Food Resources, Twelve-Step Programs, Emphasis on Global Mission (ranks number one) and Intellectual Worship.

38. Rural Working Families

This highly rural segment has an above average number of workers employed in farming, forestry and fishing occupations. Education and income are below the national average. Owner occupied housing is high, with mobile homes representing one in five housing units. Ownership of vehicles, especially pickup trucks, is high.

This segment is significantly more involved with their faith than most, and their belief in God is well above the national average. Religious affiliations highest above average are Holiness, Baptist, Methodist, Adventist, Lutheran and Pentecostal.

The primary concerns of this group are Divorce, Finding a Good Church, Finding Spiritual Teaching, Problems in Schools, Adequate Food and Health Insurance.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to choose Bible Study and Prayer Groups, Divorce Recovery Programs, Care for the Terminally Ill, Food Resources and Youth Social Programs. This segments ranks nearly last for Cultural Programs.

39. New Beginning Urbanites

Education levels and the proportion of white to blue collar workers are nearly average, though the median household income is significantly below the national average. More than half of these people rent, and median property value is above average. Higher than average percentages of these individuals are divorced.

Faith involvement and belief in God are well below the national average. Above average numbers believe that the U.S. must open its doors to all people. Relatively few consider the changing racial/ethnic face of America a threat.

Religious affiliations highest above the national average are Orthodox, Eastern Religions, Presbyterian/Reformed and Jehovah's Witness.

The primary concerns of this group are Affordable Housing, Companionship, Racial/Ethnic prejudice,

Neighborhood Gangs, Educational Objectives and Abusive Relationships. Contributions to religious organizations, educational institutions and charities rank somewhat below average

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Divorce Recovery Programs, Spiritual Retreats, Sports/Camping, Cultural Programs, Intellectual Worship and Focus on Personal Spiritual Development.

40. Surviving Urban Diversity

This segment has a fairly average age distribution with some concentrations in the number of young children and those in later life. One in four adults has been previously married, and household size is near average. Median household income is below the national average and there are an above average number of families without workers. Evenly split between renters and owners, this segment ranks high in the number of duplex units. This segment has above average proportions of African Americans and Hispanics.

Faith involvement is slightly below the national average, while belief in God is somewhat above. This segment is also higher than average in the belief that God is actively involved in the world including nations and their governments.

Religious affiliations highest above average are Pentecostal, Jehovah's Witness, Holiness, Mormon and Baptist.

The primary concerns of this group are Adequate Food, Abusive Relationships, Affordable Housing, Day-to-Day Financial Worries, Childcare and Neighborhood Gangs. Contributions to religious organizations, charities and educational institutions are far below average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Food Resources, Daycare Services and Somber/Serious Architecture.

41. Struggling Hispanic Households

Primarily urban and Hispanic, this segment ranks first in the percentage of individuals younger than 18 and ranks near the bottom in every age category over 35. The segment also ranks first in overall household size, first in the number of adult females with children who are not in the work force, and first in the number of adults who do not have high school diplomas. Household income and property values are below the national average.

Faith involvement is generally about the same as the national average, though belief in God is well above average. On the other hand, the number of individuals who have become less involved with their faith in the past ten years is also very high. A majority of these households believe the government should be the primary provider of human welfare services, while an ever-greater majority believes that churches and religious organizations should provide more human services.

Religious affiliations highest above average are Jehovah's Witness (ranks number two of all segments), Pentecostal (ranks number two), New Age and Mormon.

The primary concerns of this group are Neighborhood Gangs (ranks number three), Educational Objectives, Day-to-Day Financial Worries, Finding a Good Church, Teen/Child Problems and Affordable Housing.

Households in this segment rank near the bottom in contributions to religious organizations, colleges and universities, and charities.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Twelve Step Programs, Sports/Camping, Personal or Family Counseling, Participatory Music (ranks number two) and Contemporary Music.

42. Laboring Rural Diversity

This segment is primarily non-urban and is a near balance between white and black families. There are an above average number of children under age 18, and below average numbers of young and middle-age adults. Median household income is below the national average, as are property values. Almost a fourth of all housing units are mobile homes, the highest number of any segment. More than half of the households in this segment watch Saturday early-evening television.

Strong faith involvement and belief in God are well above average, as is the number of individuals who have become more involved with their faith in the past ten years. Significantly more than the average believe that the changing racial/ethnic face of America is a threat to our national heritage.

Religious affiliations highest above average are Baptist (ranks number one), Holiness, Adventist, Jehovah's Witness and Methodist.

The primary concerns of this group are Finding a Good Church (ranks number two of all segments), Finding Spiritual Teaching, Problems in Schools, Abusive Relationships, Educational Objectives and Alcohol/Drug Abuse.

This segment is above average in contributions to religious organizations and educational institutions, below average in contributions to charities.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Bible Study and Prayer Groups (ranks number one), Church Sponsored Day School, Adult Theological Discussion Groups, Somber/Serious Architecture and Focus on Personal Spiritual Development.

43. Laboring Urban Diversity

This predominantly black and urban segment ranks low in married adults and high in divorcees and single mothers. Blue collar occupations are prevalent, particularly service and machine operating positions. Nearly one in five workers travels via carpool, and vehicle ownership is correspondingly well below average. Television viewing across the board is about average, but daytime TV is watched by more people in this segment than in any other.

Faith involvement, belief in God and belief that God is actively involved in the world are all higher than average. Belief that the changing racial/ethnic face of America is a threat to our national heritage also ranks very high. Beliefs that a healthy environment has become a national crisis and that the role of churches is to help form and support moral values rank number one among all segments.

Religious affiliations highest above average are Holiness, Presbyterian/Reformed (ranks number two of all segments), Jehovah's Witness, Pentecostal, Baptist and Episcopal.

The primary concerns of this group are Neighborhood Gangs (ranks number one of all segments), Adequate Food (ranks number one), Better Healthcare (ranks number one), Abusive Relationships, Racial/Ethnic Prejudice and Teen/Child Problems.

While this segment ranks below average in contributions to charities, it ranks well above average in contributions to religious organizations and educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Spiritual Retreats, Active Retirement Programs, Bible Study and Prayer Groups, Cultural Programs, Somber/Serious Architecture and Traditional Music.

44. Laboring Urban Life

This segment is above average in the number of young adults age 18 to 29 and in the number of individuals over the age of 70. The average household size is below average, with significant group housing and other non-family household populations. Housing is predominantly rental units, with more than a third of it occupied by single persons. Education and income are low, with one in five households earning beneath the poverty level. Almost half of adult females are not currently in the labor force. This segment accounts for the heaviest TV viewers, the heaviest smokers, and heavy spending on furniture, jewelry and diet control.

Degree of faith involvement is near average in most categories, although an extraordinarily high percentage (54%) indicate that they are not involved with their faith (ranks number two of all segments). In comparison with other segments, fewer of these individuals believe it is important to preserve the traditional American family structure, while a majority believes the government should be the primary provider of human welfare services.

Religious affiliations above the national average are Eastern Religions (ranks number two of all segments), Adventist, New Age, Holiness, Mormon and Non-Denominational (ranks number two).

The primary concerns of this group are Abusive Relationships (ranks number two), Adequate Food, Affordable Housing, Day-to-Day Financial Worries, Fulfilling Marriage (ranks number one) and Finding a Good Church.

The segment ranks near the bottom in contributions to religious organizations, charities and educational institutions.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Divorce Recovery Programs (ranks number one), Twelve Step Programs, Sports/Camping, Spiritual Retreats, Food Resources, Contemporary Music (ranks number one) and Worship with an Intellectual Emphasis.

45. Struggling Urban Diversity

This racially diverse segment ranks high in the number of children and young adults. Overall household size is below average, however, with one in four households containing a single parent family. One-third of adults is without a high school degree and the number with college degrees is below average. Well over half of housing is made up of multiple-unit structures such as apartment buildings, most of it constructed prior to 1960.

Faith involvement tracks the national average in most areas, with a substantially higher percentage indicating that they have become more involved with faith in the past ten years. On the other hand, fewer than average believes that God is actively involved in the world.

Religious affiliations highest above average are Orthodox, Eastern Religions, Holiness, Episcopal, Baptist and Judaism.

The primary concerns of this group are Racial/Ethnic Prejudice, Affordable Housing, Companionship, Social Injustice, Childcare and Neighborhood Gangs.

The segment ranks below average in contributions to religious organizations.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Food Resources, Parent Training Programs, Church Sponsored Day School and Somber/Serious Architecture.

46. Struggling Black Households

This primarily black segment is concentrated in urban areas particularly in the South. Almost half of adults are without high school diplomas, median household income is far below the national average, and four in ten

households own no vehicle. This segment leads all other groups in watching Saturday mid-day and afternoon television.

Strong faith involvement and belief in God are well above the national average. Religious affiliations highest above average are Baptist (ranks number two of all the segments), Adventist, Jehovah's Witness, Holiness, Eastern Religions and Episcopal.

Primary concerns are Racial/Ethnic Prejudice, Affordable Housing (ranks number one), Neighborhood Gangs, Neighborhood Crime and Safety (ranks number two), Abusive Relationships and Alcohol/Drug Abuse. This segment ranks nearly last in concern for Recreation or Leisure Time. Contributions to religious organizations, charities and educational institutions are more or less average.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Bible Study and Prayer Groups (ranks number two), Spiritual Retreats, Twelve Step Programs, Food Resources and Daycare Services.

47. University Life

This young segment ranks first in the number of individuals age 18 to 24. It is also the number one segment for persons living in group quarters and for the number of non-family households. High numbers of adults already have undergraduate or graduate degrees. Two-thirds of workers are engaged in white collar occupations. The average commute time is among the lowest in the country, with one in four workers traveling by foot.

Individuals in this segment are far less likely to be involved with faith than the national average. Belief in God is also significantly less. A smaller percentage than any other segment believes that the changing racial/ethnic face of America is a threat to our national heritage, whereas a significantly higher percentage than average believe that the United States must open its doors to all people groups.

Religious affiliations highest above the national average are Unitarian/Universalist (ranks number two of all segments), Adventist, Episcopal, New Age and Presbyterian/Reformed.

The primary concerns of this group are Educational Objectives (ranks number one of all segments), Satisfying Job/Career (ranks number two), Companionship, Social Injustice, Affordable Housing and Adequate Food.

Contributions to religious organizations and charities are well below the national average, while contributions to educational institutions are above. More than any other segment, individuals in this group prefer to be left on their own without interference from a leader.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to indicate Cultural Programs, Sports/Camping, Care for the Terminally Ill, Twelve Step Programs, Focus on Personal Spiritual Development (ranks number two), Intellectual Worship and Contemporary Architecture.

48. Struggling Urban Life

This segment has concentrations of individuals age 18 to 29 as well as persons 70 and over. It is the number one segment for adults over the age of 84, and ranks first in the number of single-person households and divorcees. Half of these households earn $15,000 or less, and nearly one-third of the adults do not have a high school diploma. More than a fourth of the housing occupied by persons in this group dates back to the 1930s.

Strong faith involvement are belief in God are below the national average in this segment, and a higher percentage than the norm believe that the U.S. must open its doors to all people. Contributions to religious organizations and educational institutions are below average, while contributions to charities are above.

Religious affiliations highest above the national average are Eastern Religions, Orthodox, New Age, Mormon, Unitarian/Universalist and Congregational.

The primary concerns of this group are Divorce, Companionship, Affordable Housing, Neighborhood Gangs, Social Injustice and Adequate Food.

Asked to identify programs and characteristics they would prefer in a church, these households are more likely to choose Care for the Terminally Ill (ranks number one of all the segments), Cultural Programs, Active Retirement Programs, Music Performed by Others, Somber/Serious Architecture and Traditional/Formal Worship.

49. Exceptions

In every cluster solution, there are some observations that do not fit perfectly with the identified cluster. In the case of U.S. Lifestyles, there were a small number of ZIP+4s whose characteristics were unusual and unlike the homogeneous clusters in the solution. Many times these "outliers" can be forced into a clustering solution to make the resulting segmentation scheme look better. However, this can result in a loss of homogeneity within a cluster. Therefore, the ZIP+4 outliers in U.S. Lifestyles have been assigned to their own segment in order to eliminate them from consideration in the development of targeting strategies.

Statistically, these outliers include any ZIP+4 whose characteristics were more than three standard deviations away from any of the cluster centroids. Functionally, these ZIP+4s represent a small number of unusual areas. While data exist for the ZIP+4s in this segment, by definition, these ZIP+4s are not homogeneous within this segment and cannot be expected to behave in a consistent manner.

50. Unclassified

The small number of ZIP+4s included in this segment is unclassified due to lack of residential data. As a result, these areas are similar to Segment 49 in their lack of homogeneity. Since they reflect a lack of data indicating residential populations, they are likely to be business ZIP+4s or P.O. Boxes.

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