

A GEOCODING STUDY OF A Custom-Defined Area

For

**Sample Baptist Church
Sample Town, USA**

Produced by

The Leavell Center for Evangelism & Church Health

located on the New Orleans Baptist Theological Seminary campus

www.leavellcenter.com

lcresearch@nobts.edu

(504)816-8820 • 1-800-662-8701 ext.3340

The Power of Demographic Studies

Understanding how demographics help to develop effective strategies

Factors that go into demographics studies include age, income, education, ethnicity, occupation, housing type, and family status.



- Neighbors tend to share similar patterns of predictable behavior. The need to “keep up with the Joneses” reflects this tendency for neighbors to buy the same products, shop at the same stores, drive similar cars, and dine out at the same restaurants
- Demographics allow you to answer four critical questions necessary to develop effective strategies

Who are our current and potential church members?

What are their lifestyles like?

Where do they live and where can I find more like them?

What media is the best for reaching them?

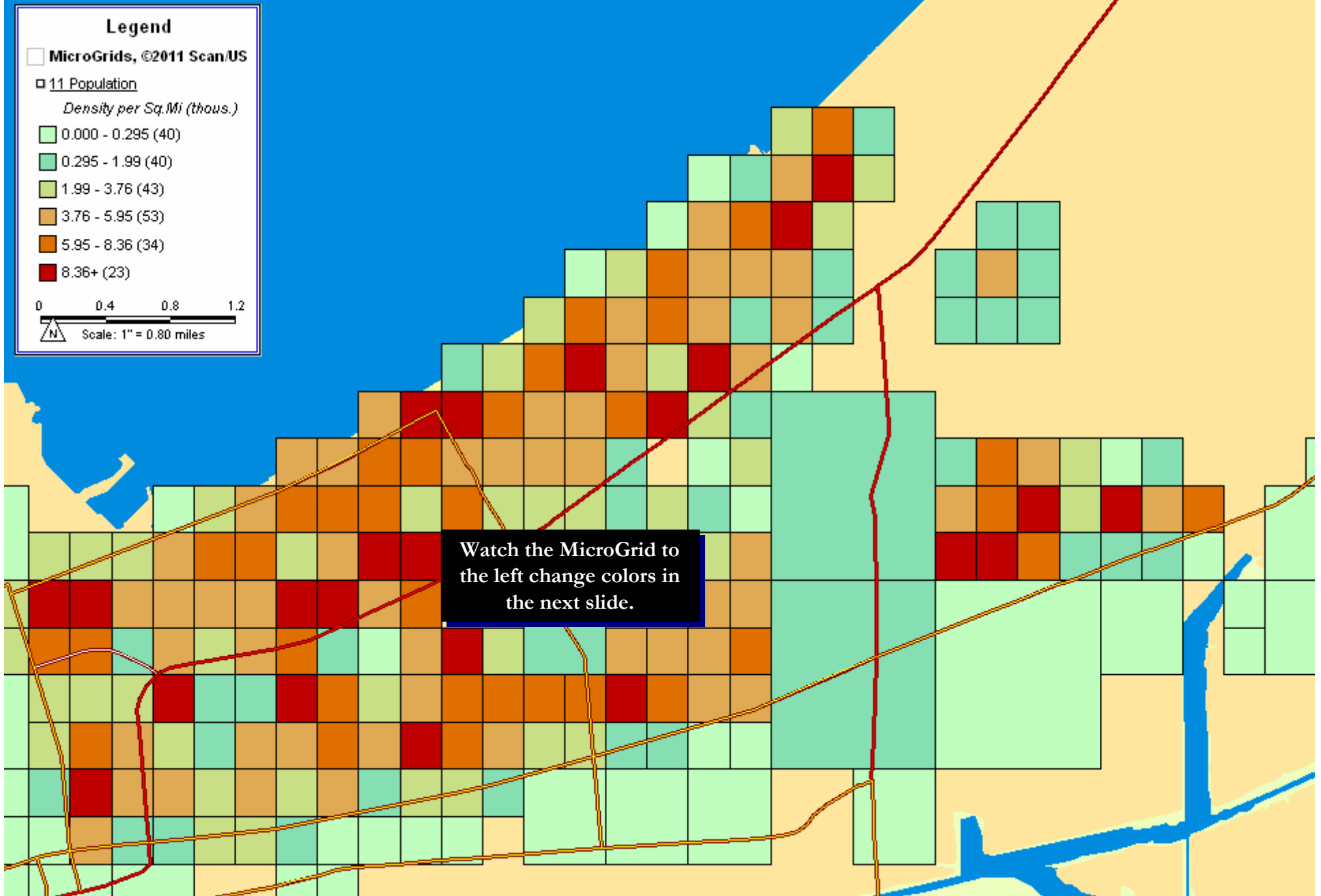
How to Use Micro-Grid Maps

Many of the micro-grid maps in this study are designed to be studied in comparison on-screen.

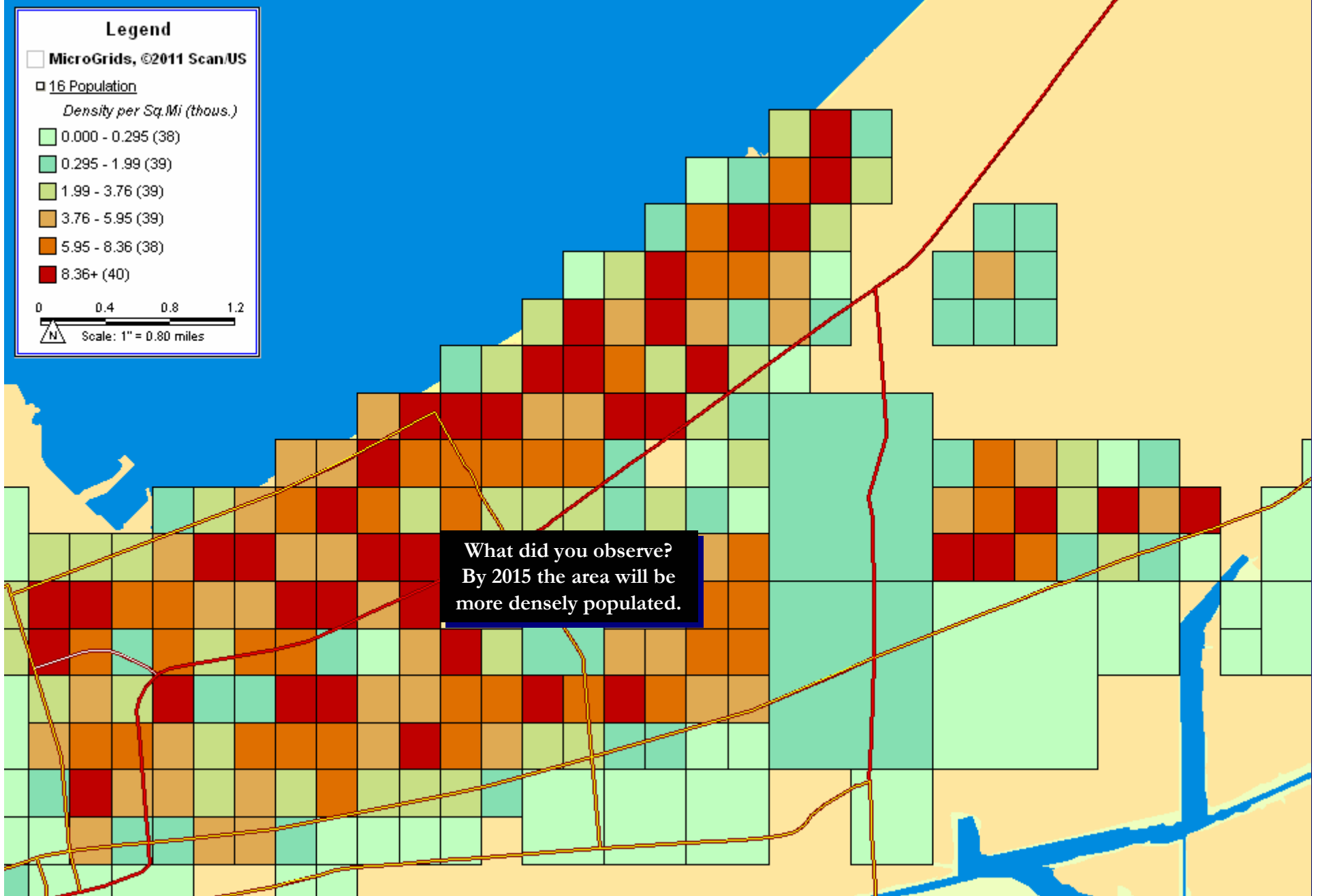
To compare, use the cursor keys on your keyboard to flip back-&-forth rapidly between map slides of related data. Focus your eyes on a specific location of interest to observe changes. Another method is to un-focus, and allow your eyes to be drawn to areas of change across the map.

Even in study areas suffering overall decline, small areas of projected growth will be revealed using this method, inviting you to locate those areas and develop a strategy to reach those people.

2011 – Population

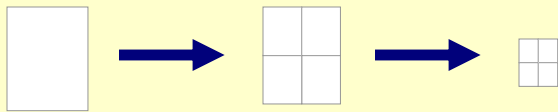


2016 – Population (Projected)



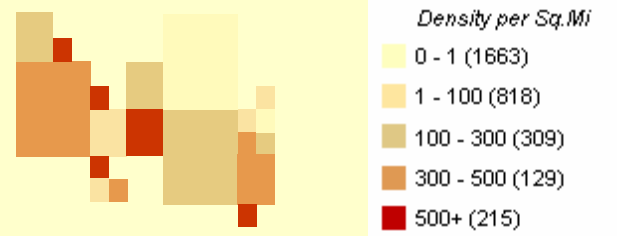
How to Read MicroGrid Density Maps

MicroGrids come in **3 sizes** to indicate population **density**. Whenever the population in a MicroGrid exceeds 2,000 it is divided into MicroGrids of the next smaller size.



The smaller the MicroGrid, the more **densely** it is populated.

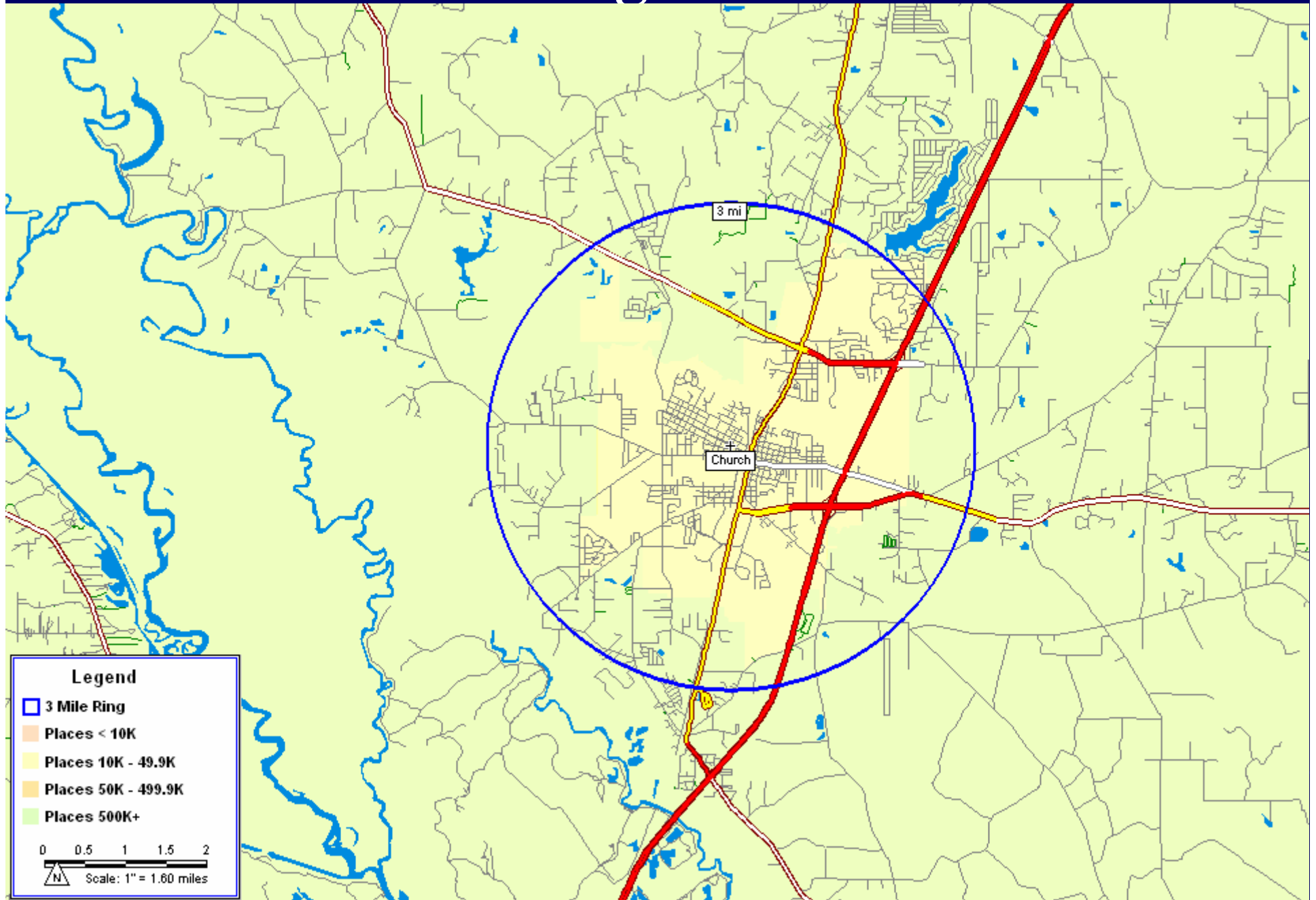
The **colors** of each MicroGrid in the following maps relate to the **density** of the specific category, measured in **units** (persons, households, etc.) **per square mile**.



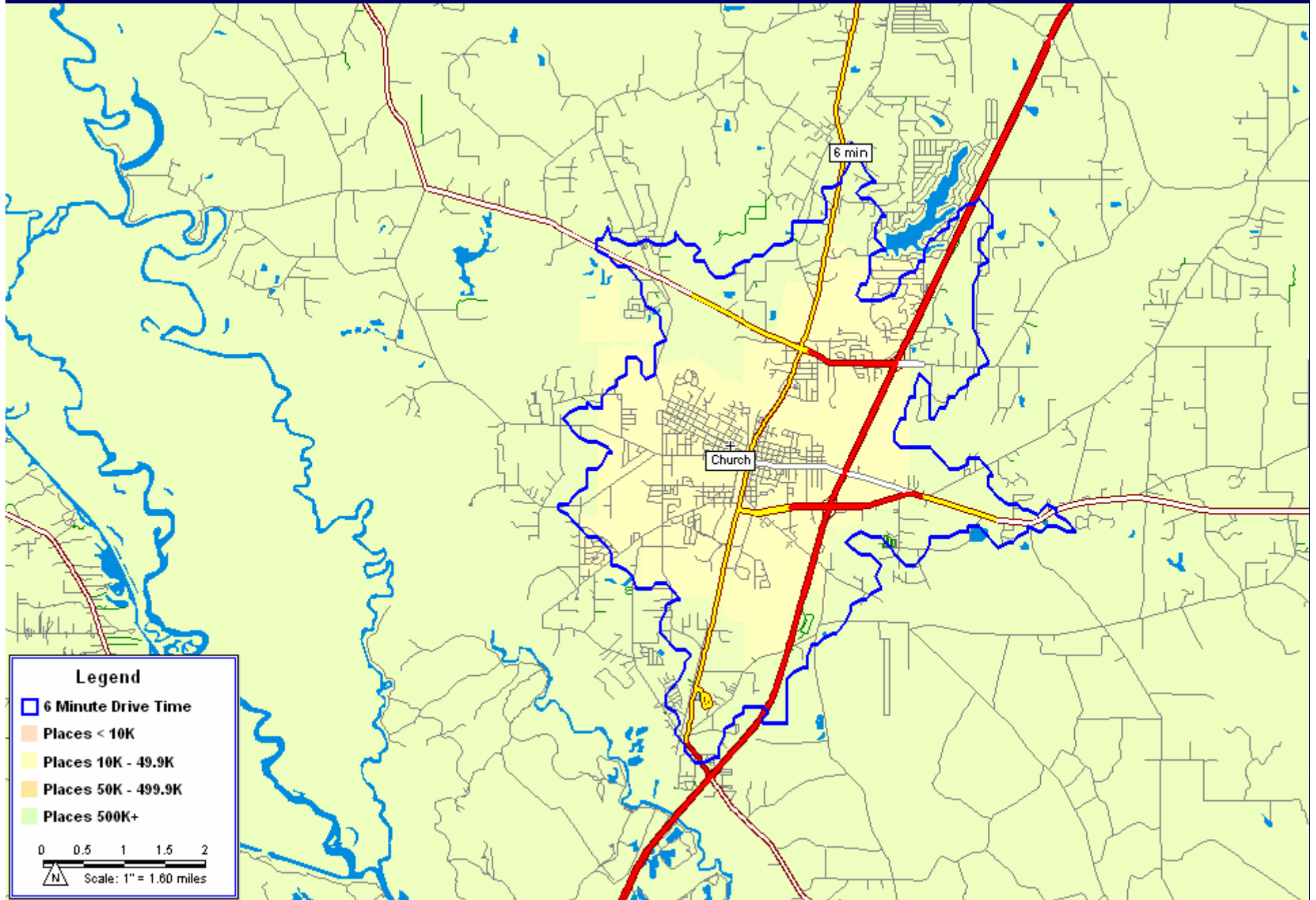
Study Area

**Study Area can be rings around the church,
a drive time from the church, or a custom
defined area can be drawn.**

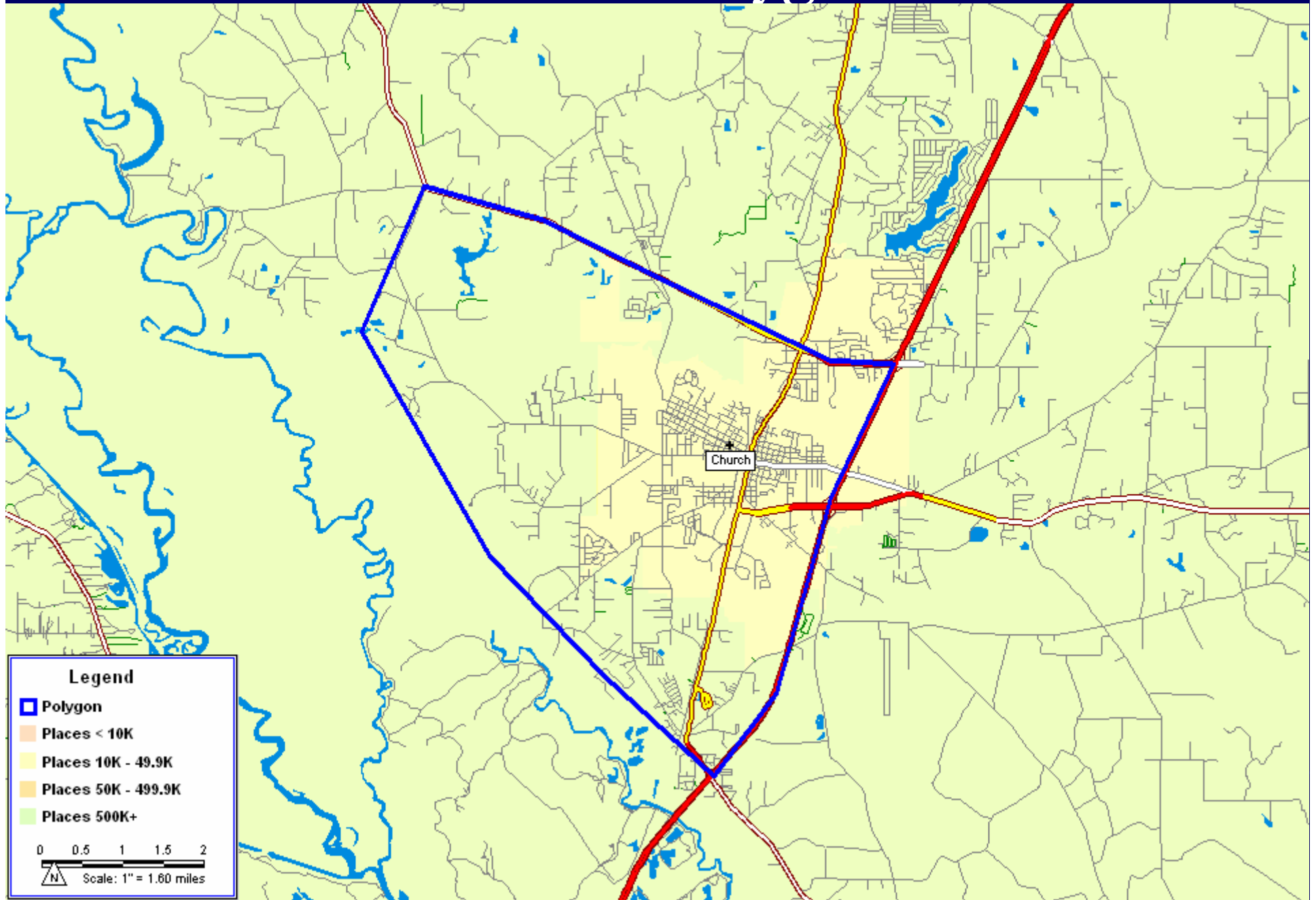
Ring Data



Drive Time



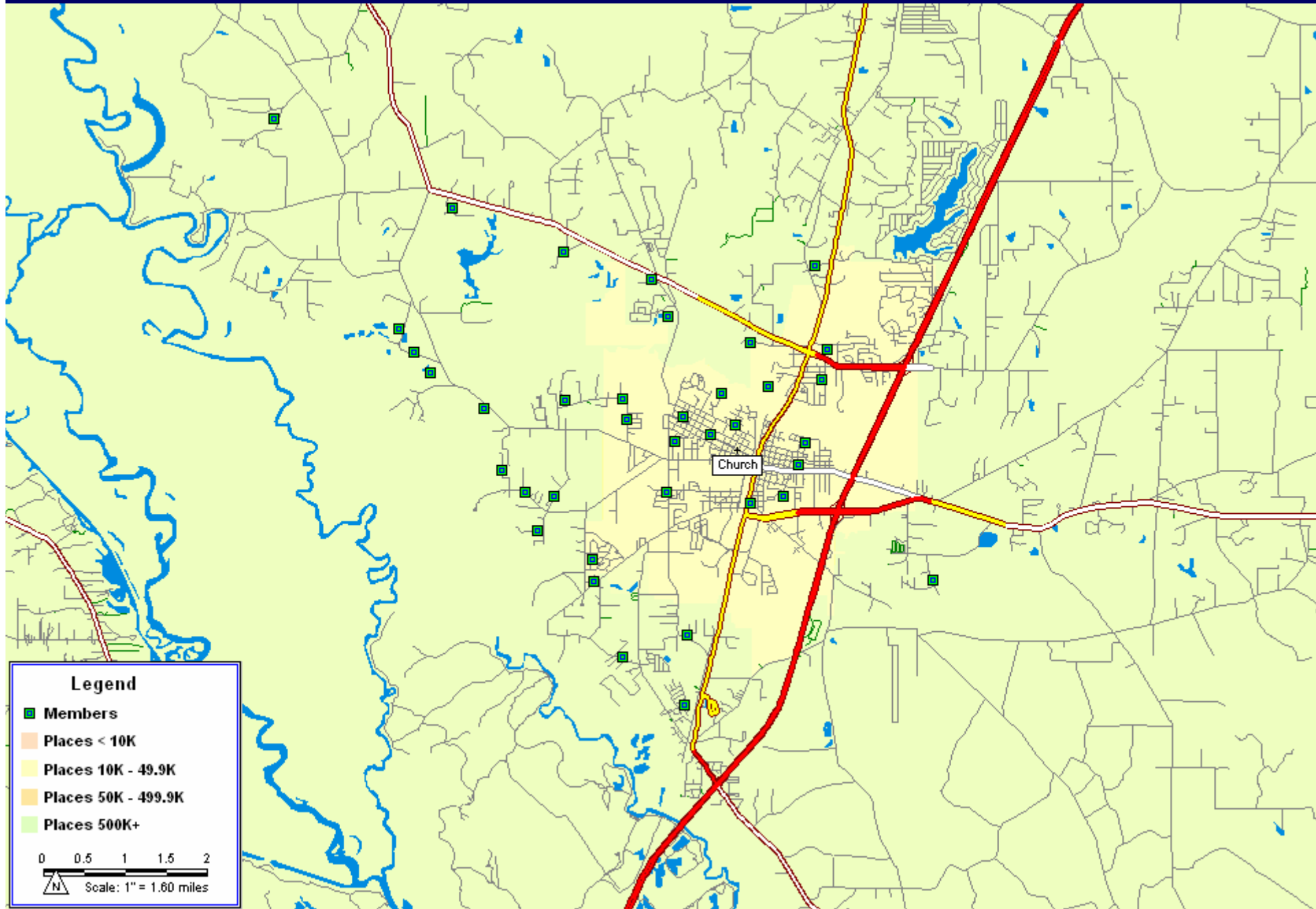
Custom Polygon



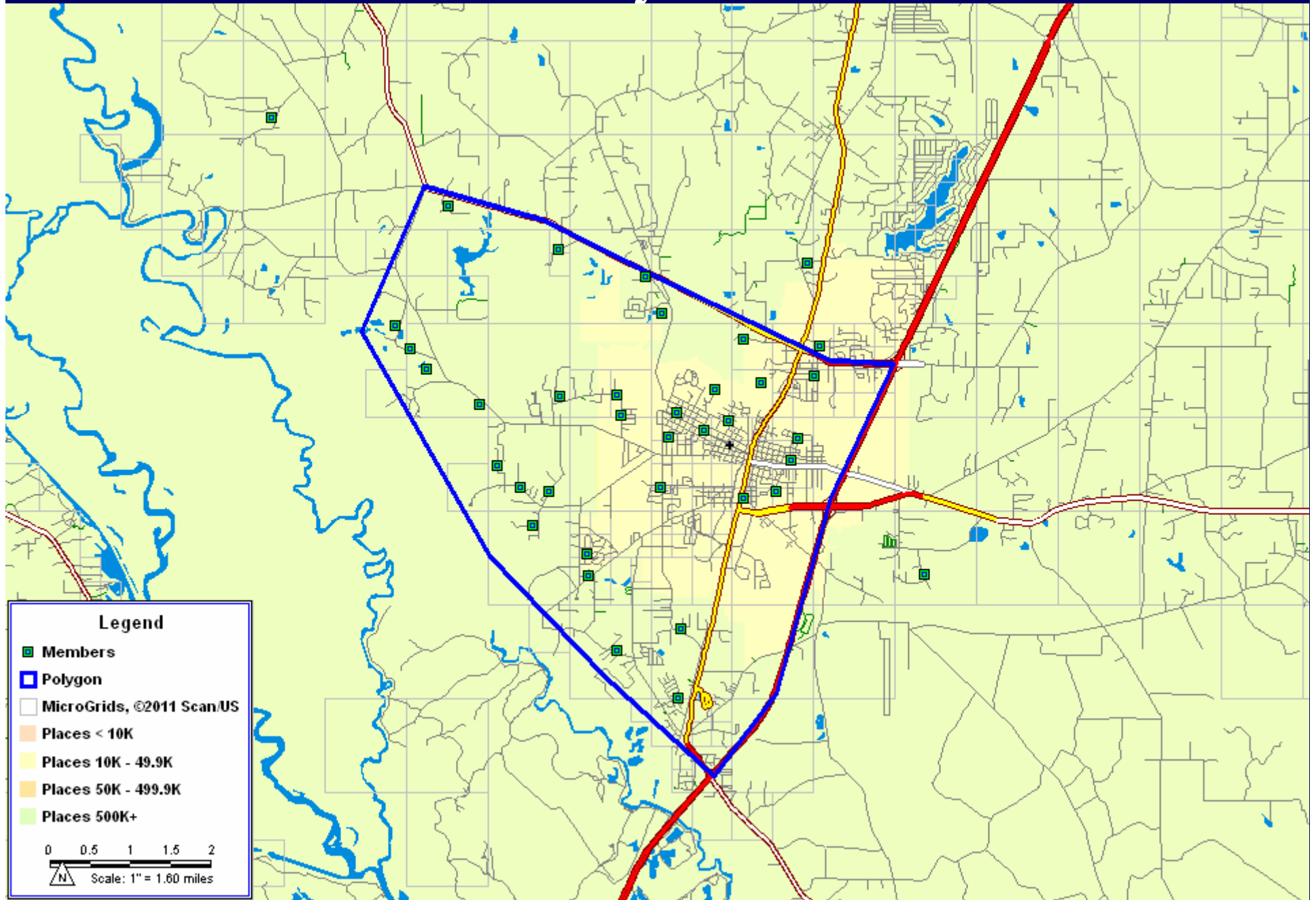
Geocoding

With an Excel list of addresses, we can then input each address on the map. From that, we can determine a proper study for your church.

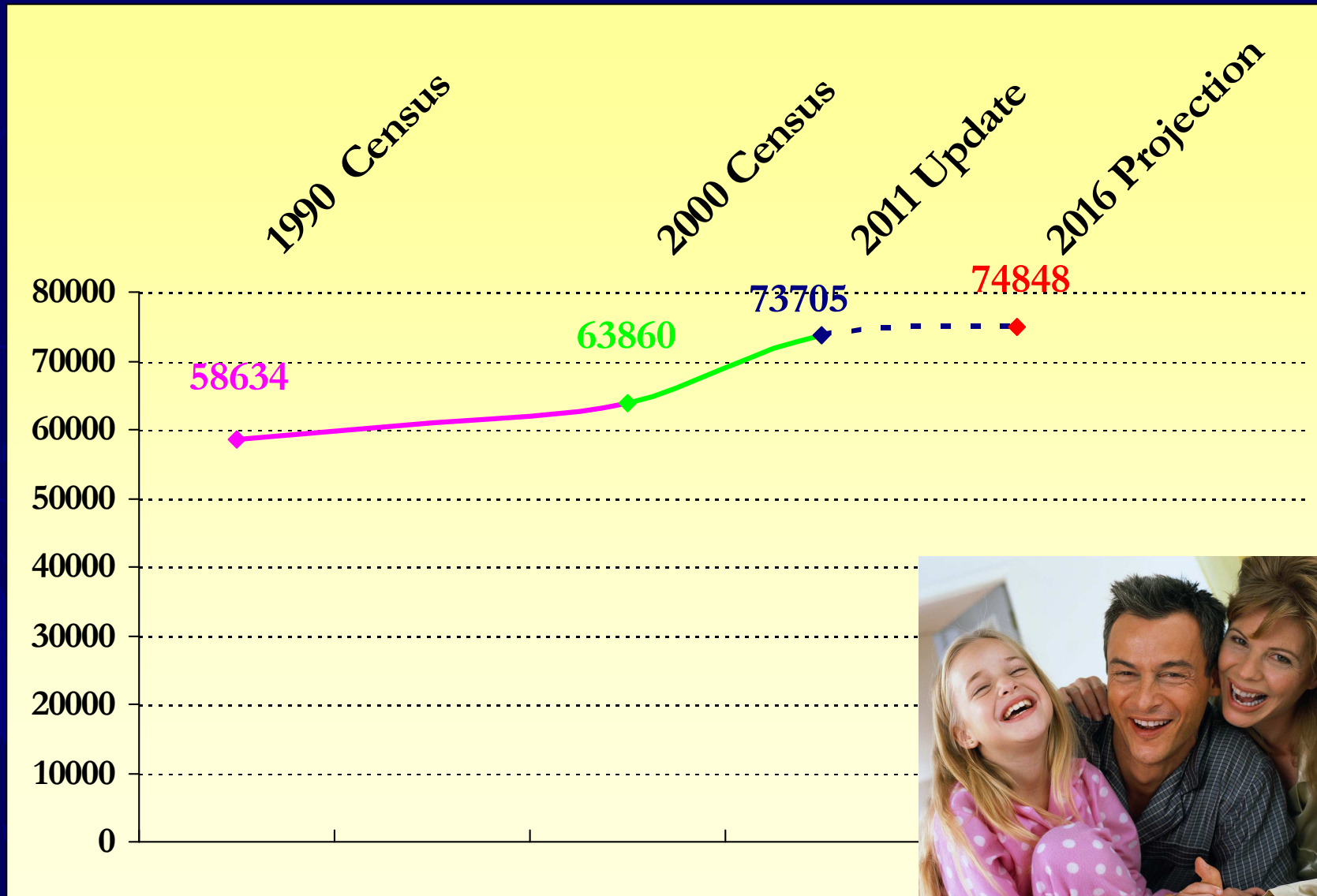
Geocoded Members



Study Area



Study Area Population

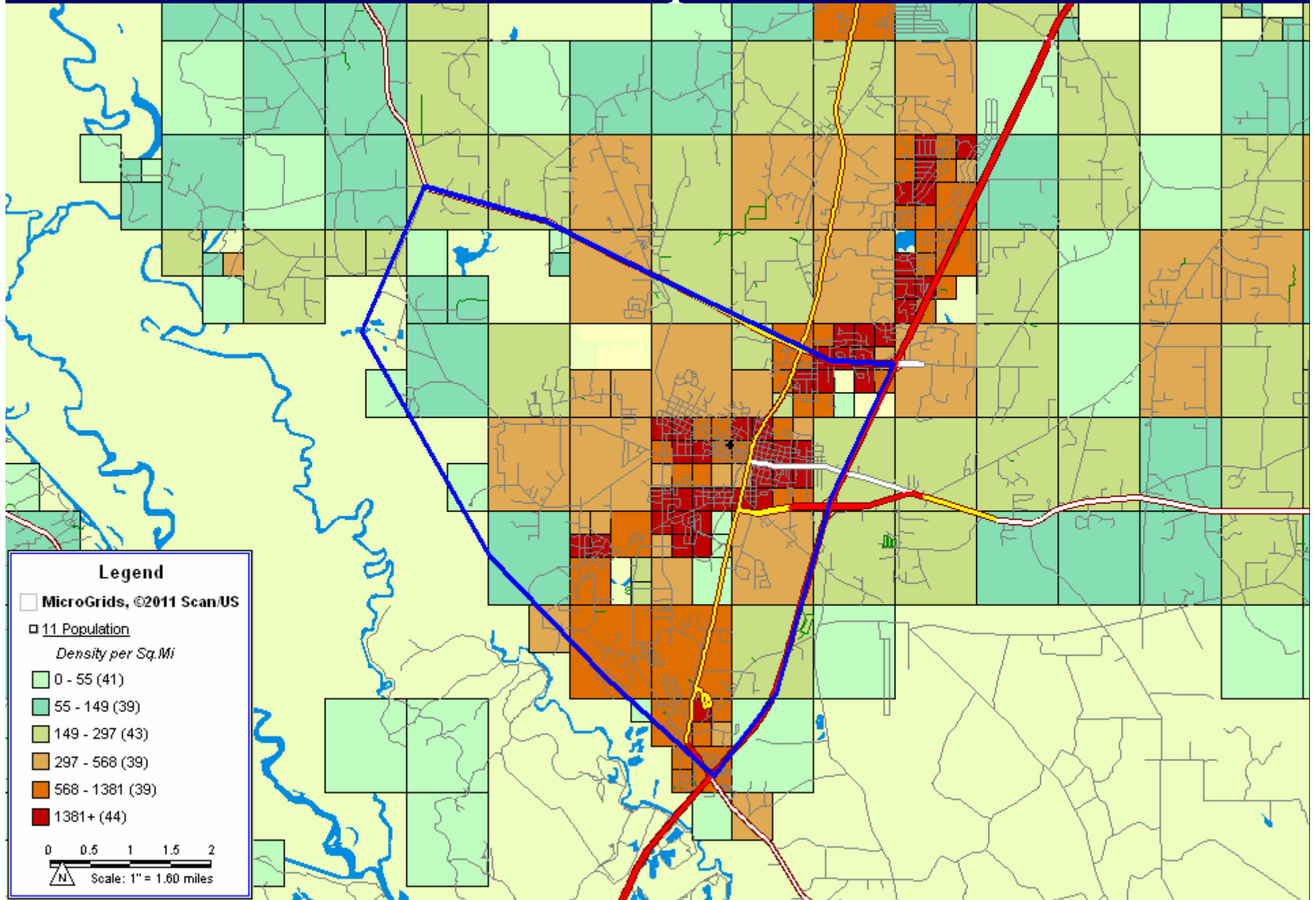


Geocoding

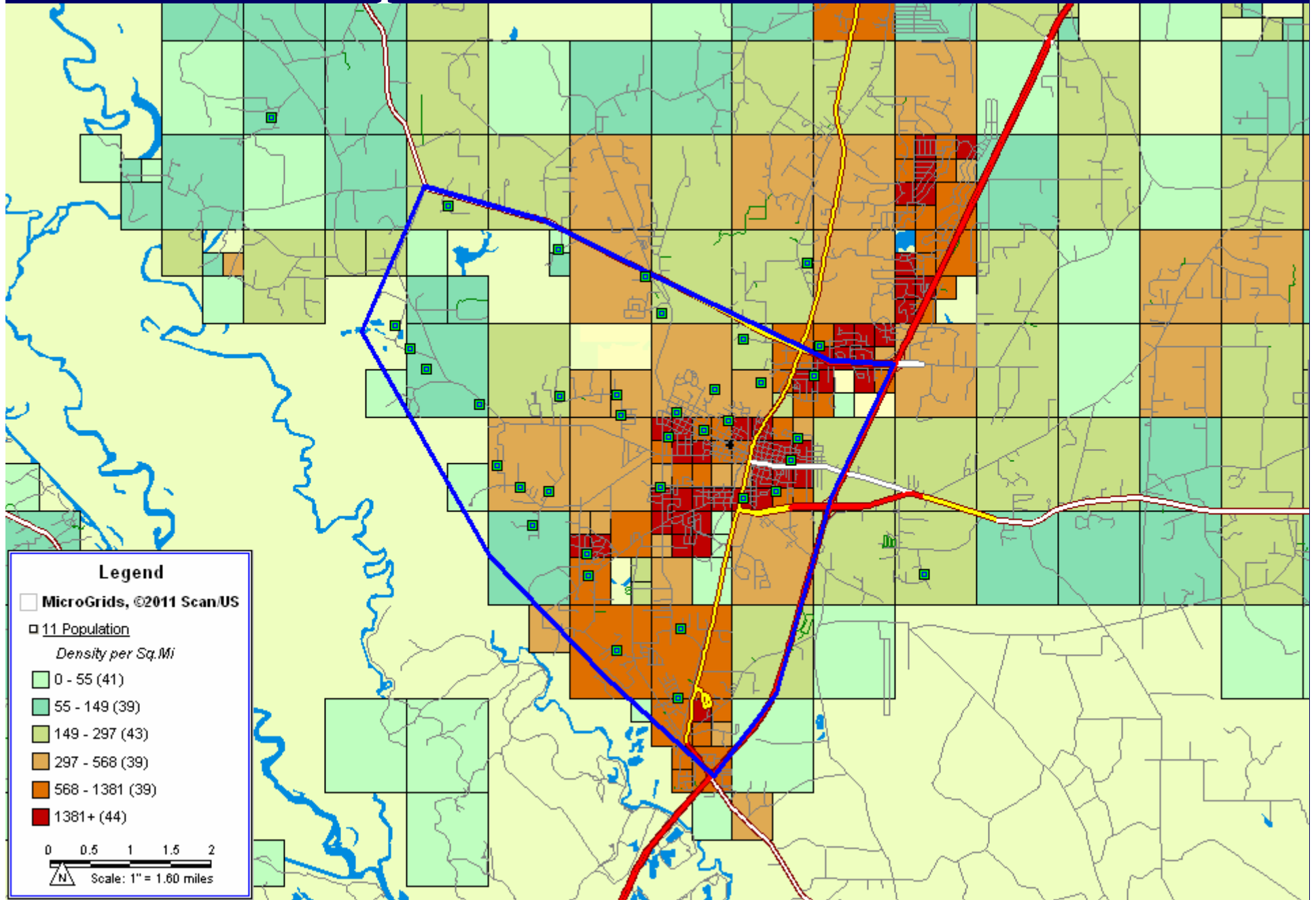
By creating a layer of your Geocoded data on the map you then can see the correlation of the demographics of the area verse your members, prospects, or any segment you wish.

Are your members coming from the populated areas?

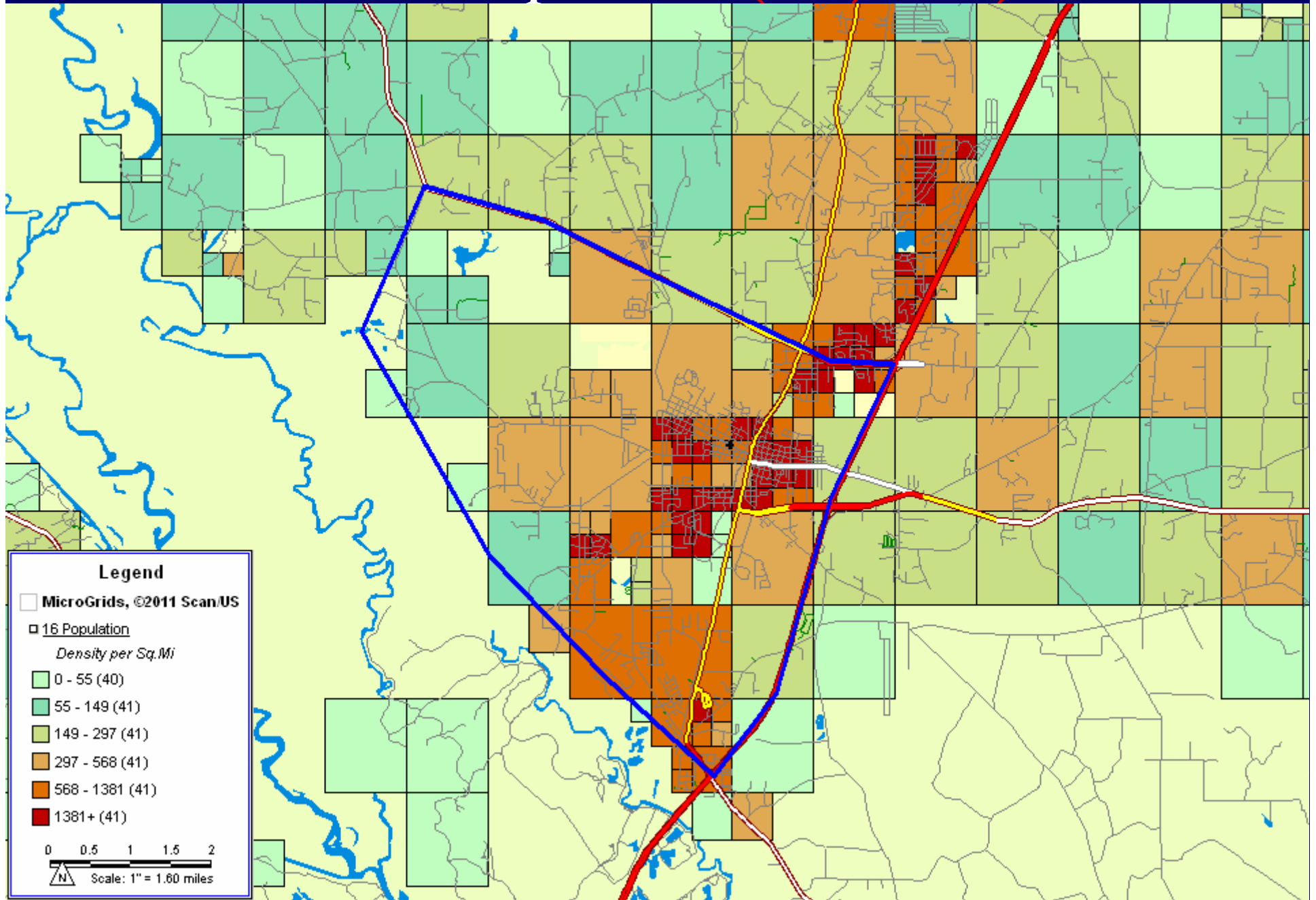
2011 – Population



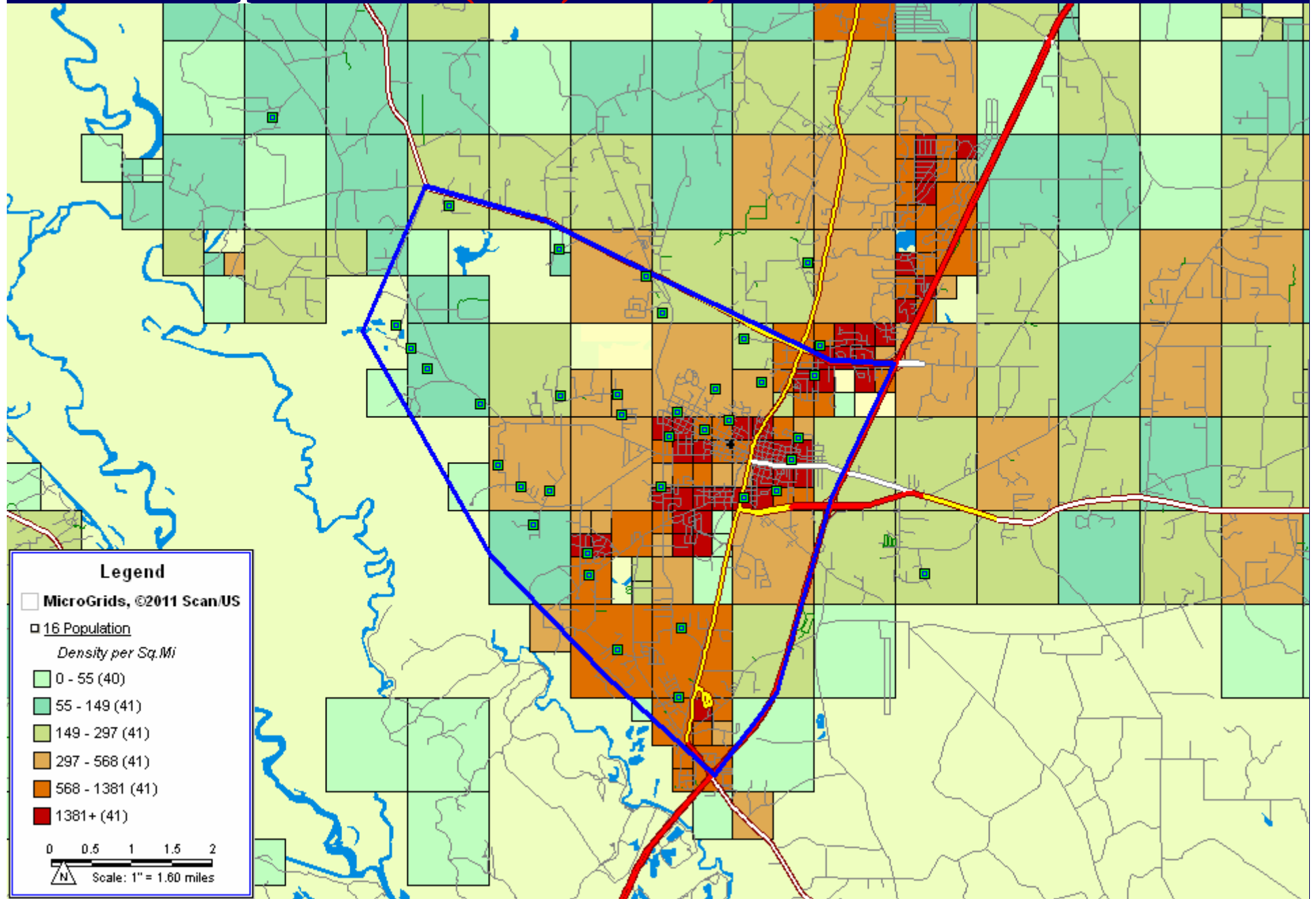
2011 – Population w/ Geocoded Members



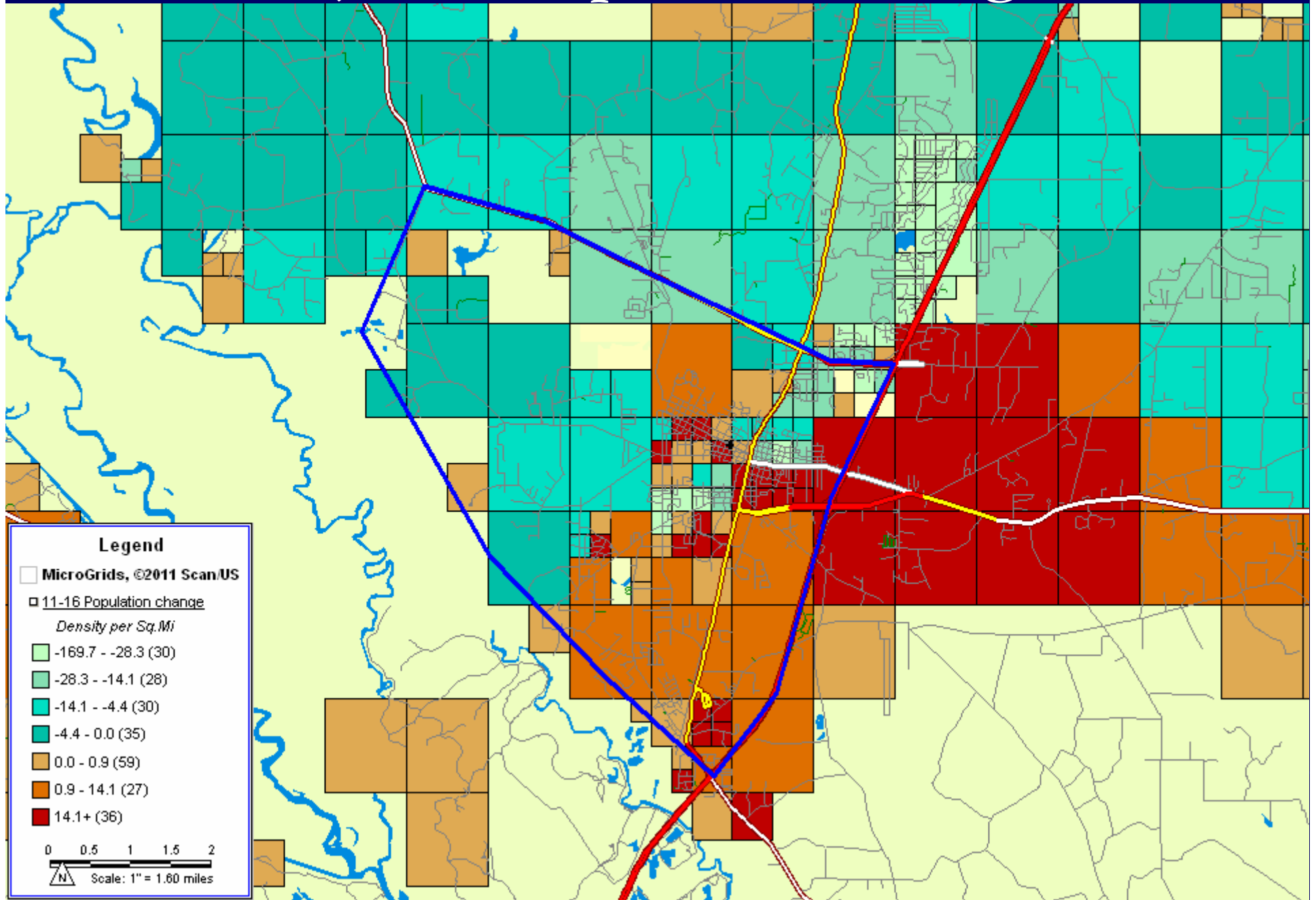
2016 – Population (Projected)



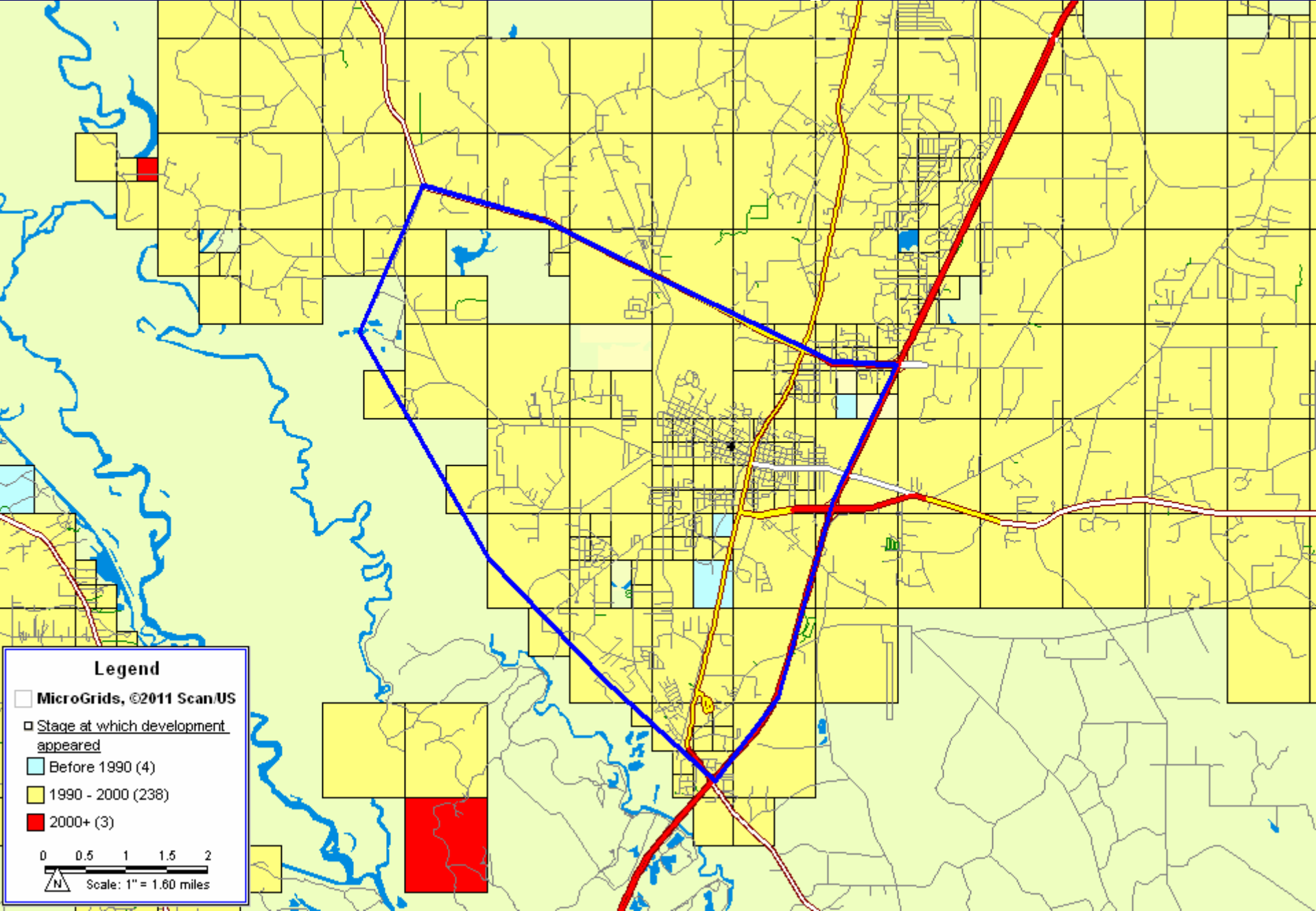
2016 – Population (Projected) w/ Geocoded Members



Projected Population Changes



Growth Trends by Year



Population

Understanding Population Shifts

What shifts and changes are occurring within the Study Area? Is your church making Active Choices to prepare for the Changes?

Stop for a moment and discuss how successful your Church is in reaching the Study Area. Every Church always has a few members who live beyond the Study Area, but how well has the Church saturated the Study Area with prayer walks, block parties, invitations, welcome to the community cards, etc?

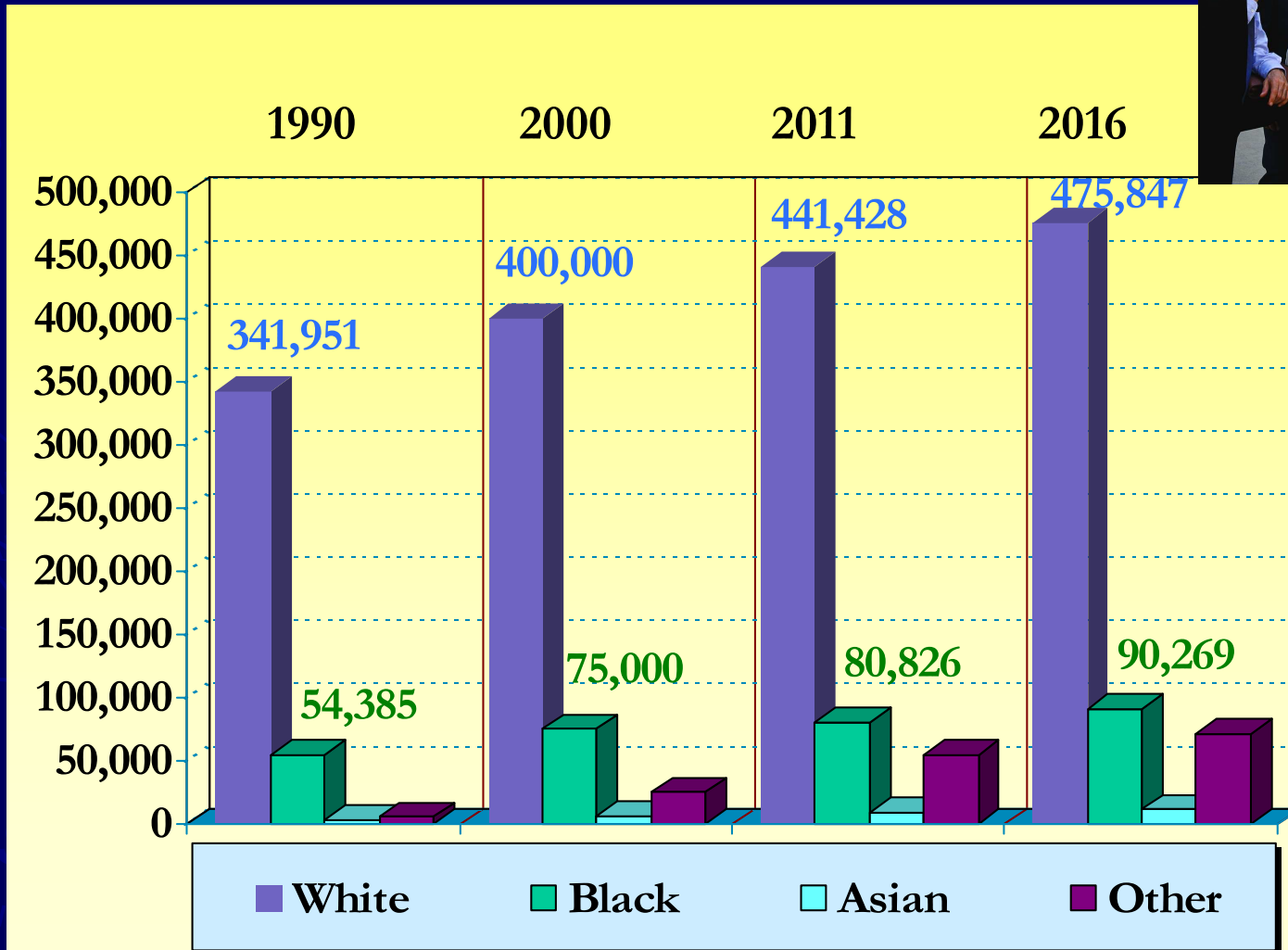
Is reaching your Study Area a normal weekly/monthly part of the Ministries of your Church? Why or why not?

Ethnic Profile

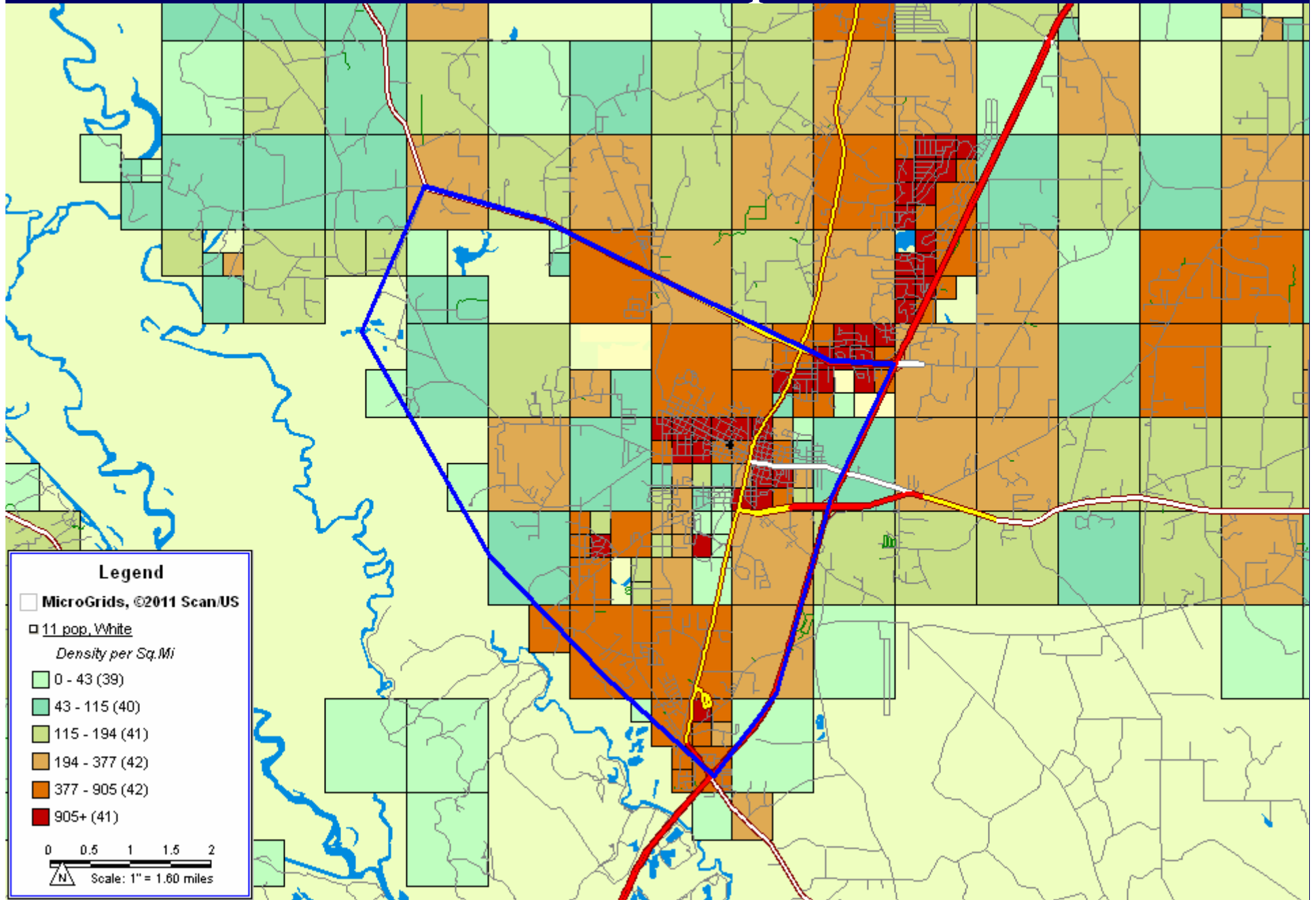
Understanding Ethnic Diversity

In the following slides, notice the Trend and Location of the Major Ethnic Groups within your Study Area...

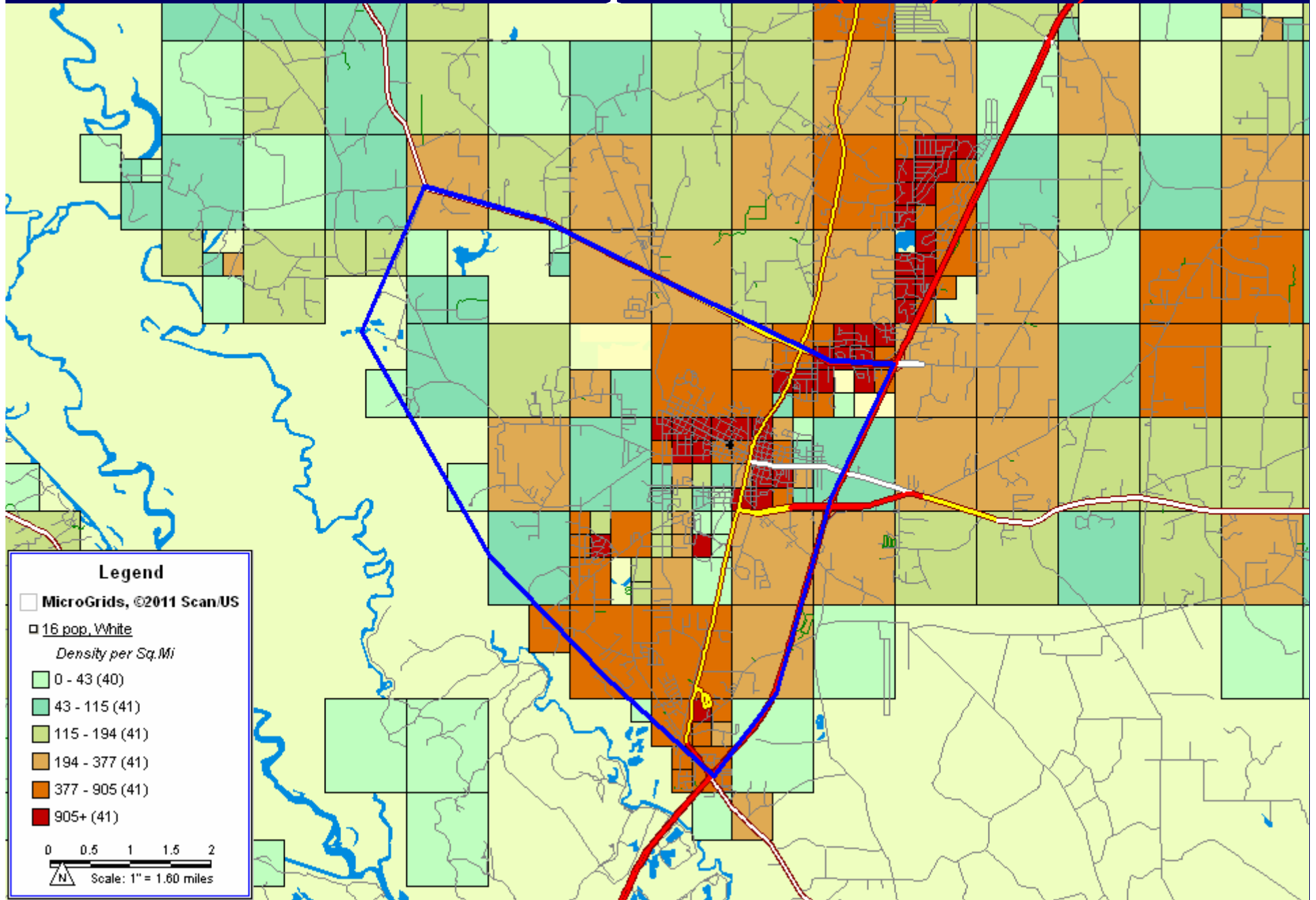
Race Comparison



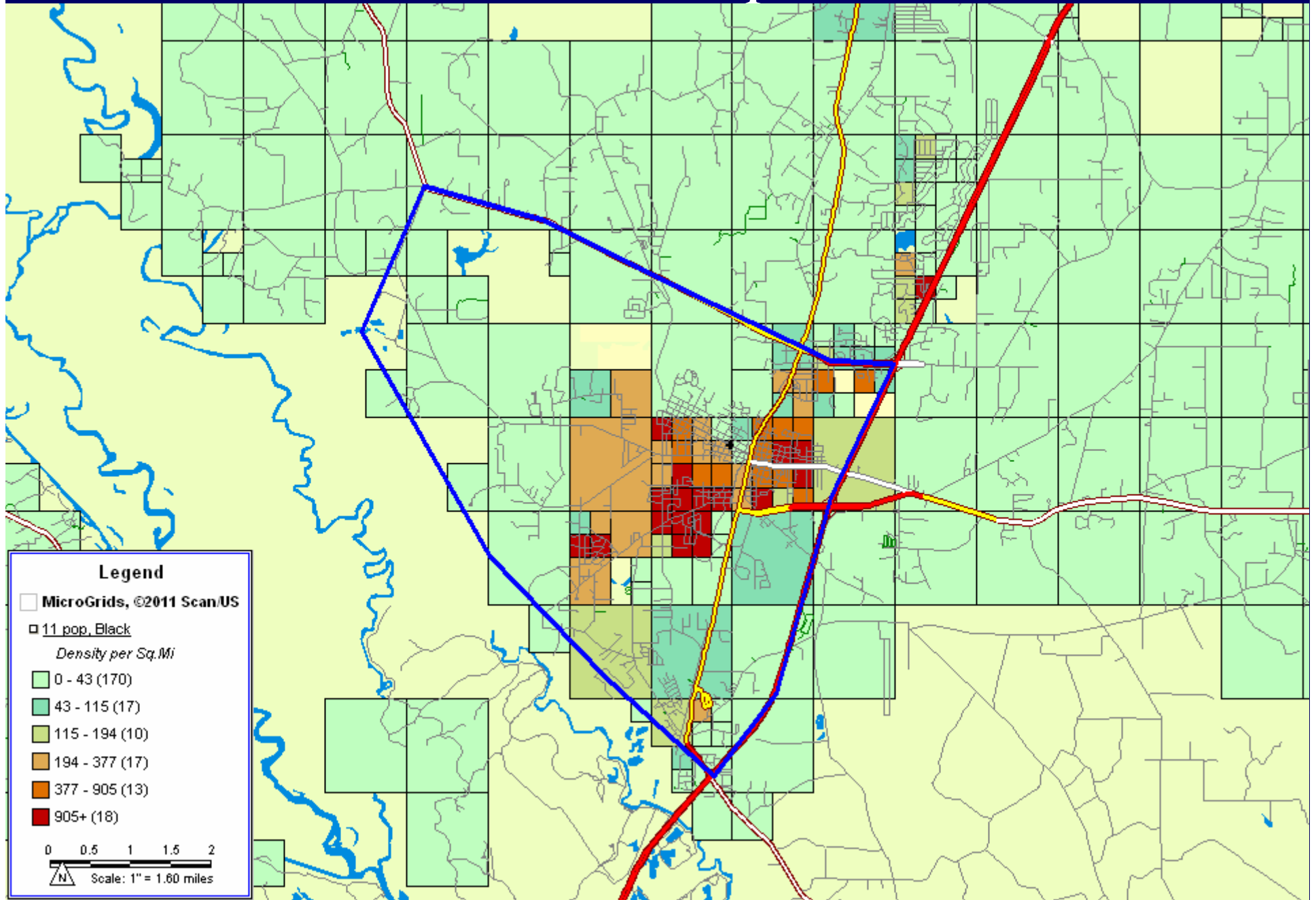
2011 – White Population



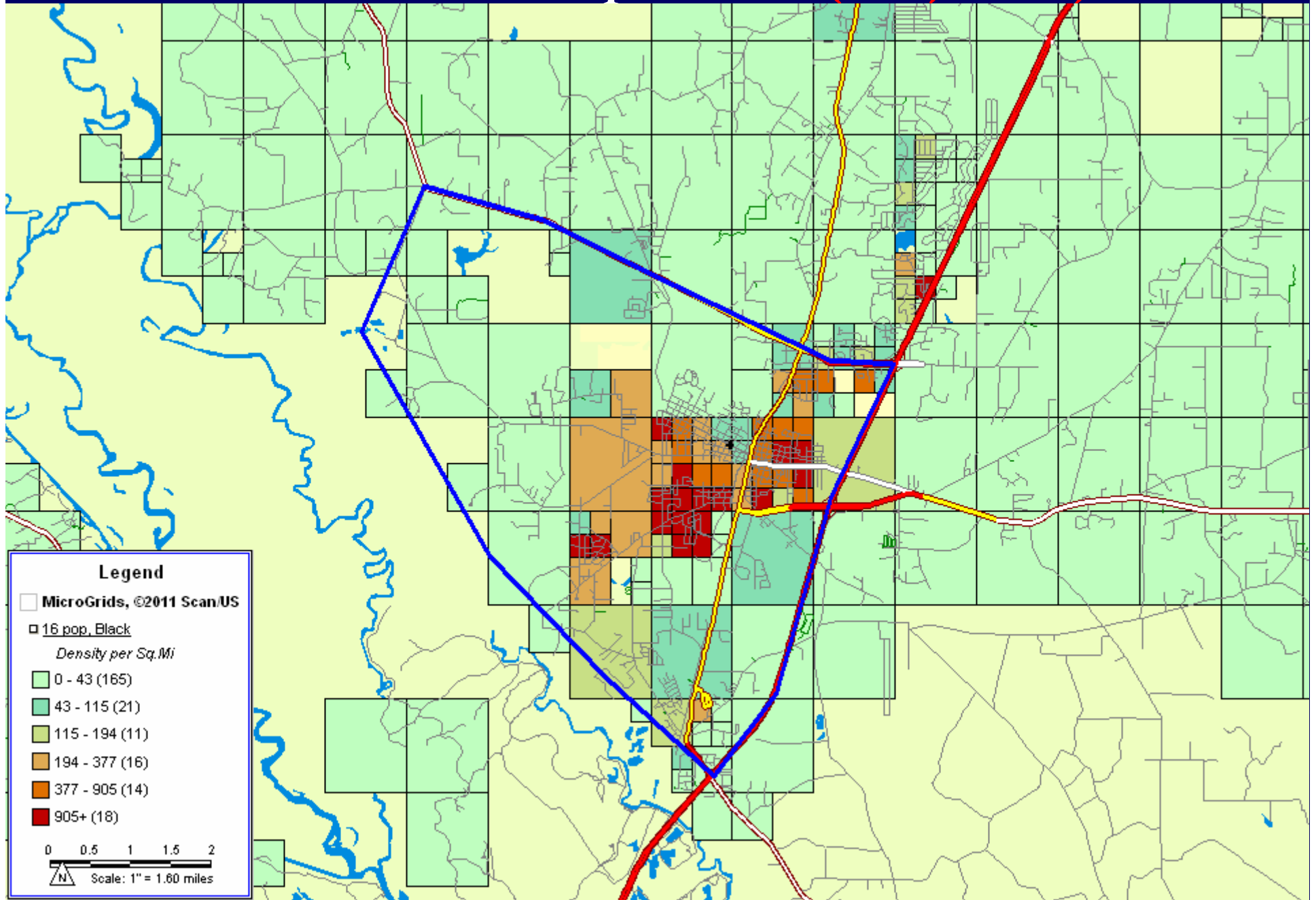
2016 – White Population (Projected)



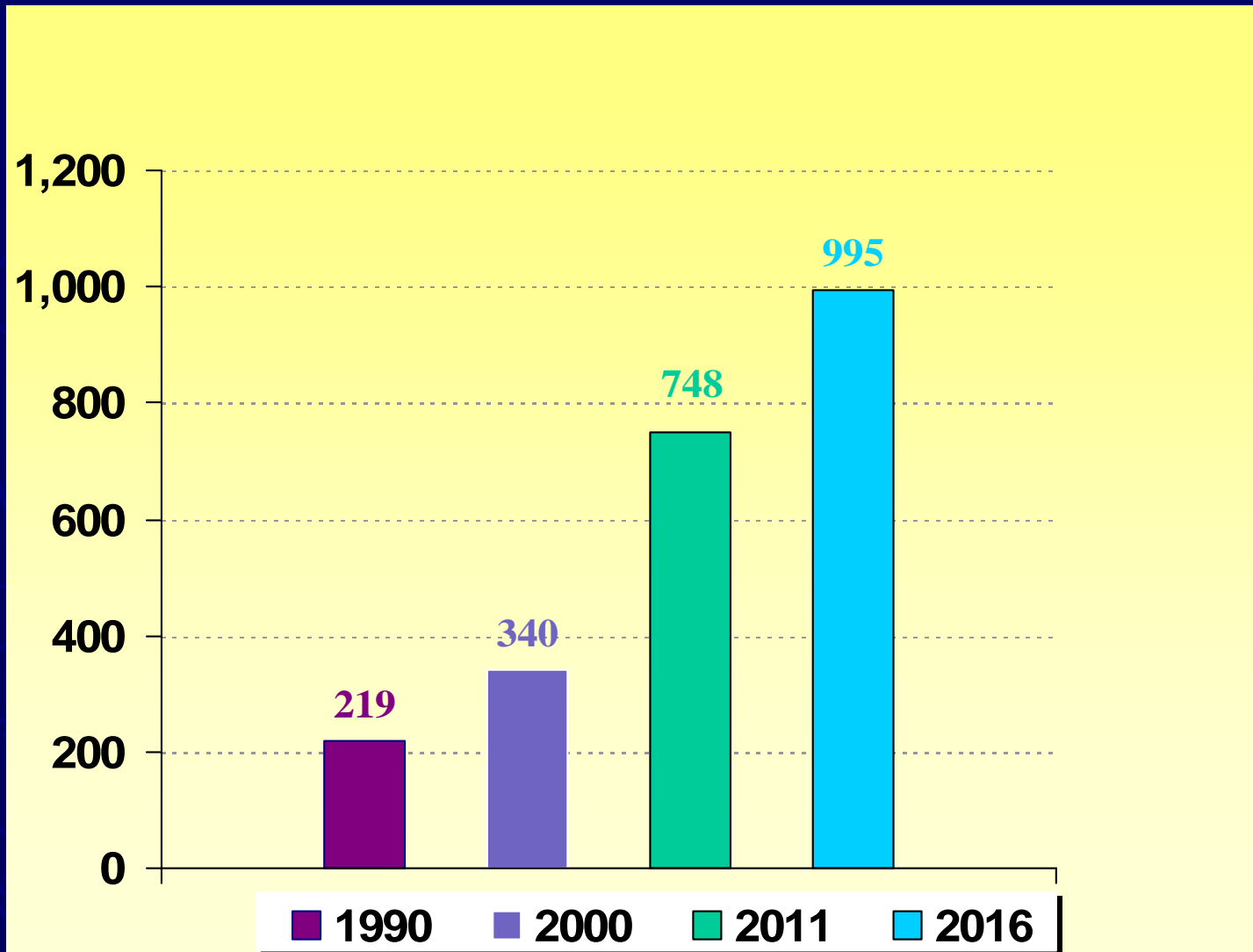
2011 – Black Population



2016 – Black Population (Projected)



Hispanic Population



Ethnic Profile

Understanding Ethnic Diversity

Are there significant changes occurring in the Ethnic Diversity of the Study Area? What are the predominate groups in your area? Is there a change in the Ethnic Diversity that is going to occur?

Stop for a moment and discuss how well your Church is currently reflecting the Ethnic Diversity of the Study Area. Does your Church currently teach, preach and train on the necessity of reaching people from a variety of Ethnic backgrounds?

Race can be broken down into Seven segments:

White, Black, American Indian, Asian, Pacific Islander, Other/Multi-Racial, & Hispanic

Age can be shown at:

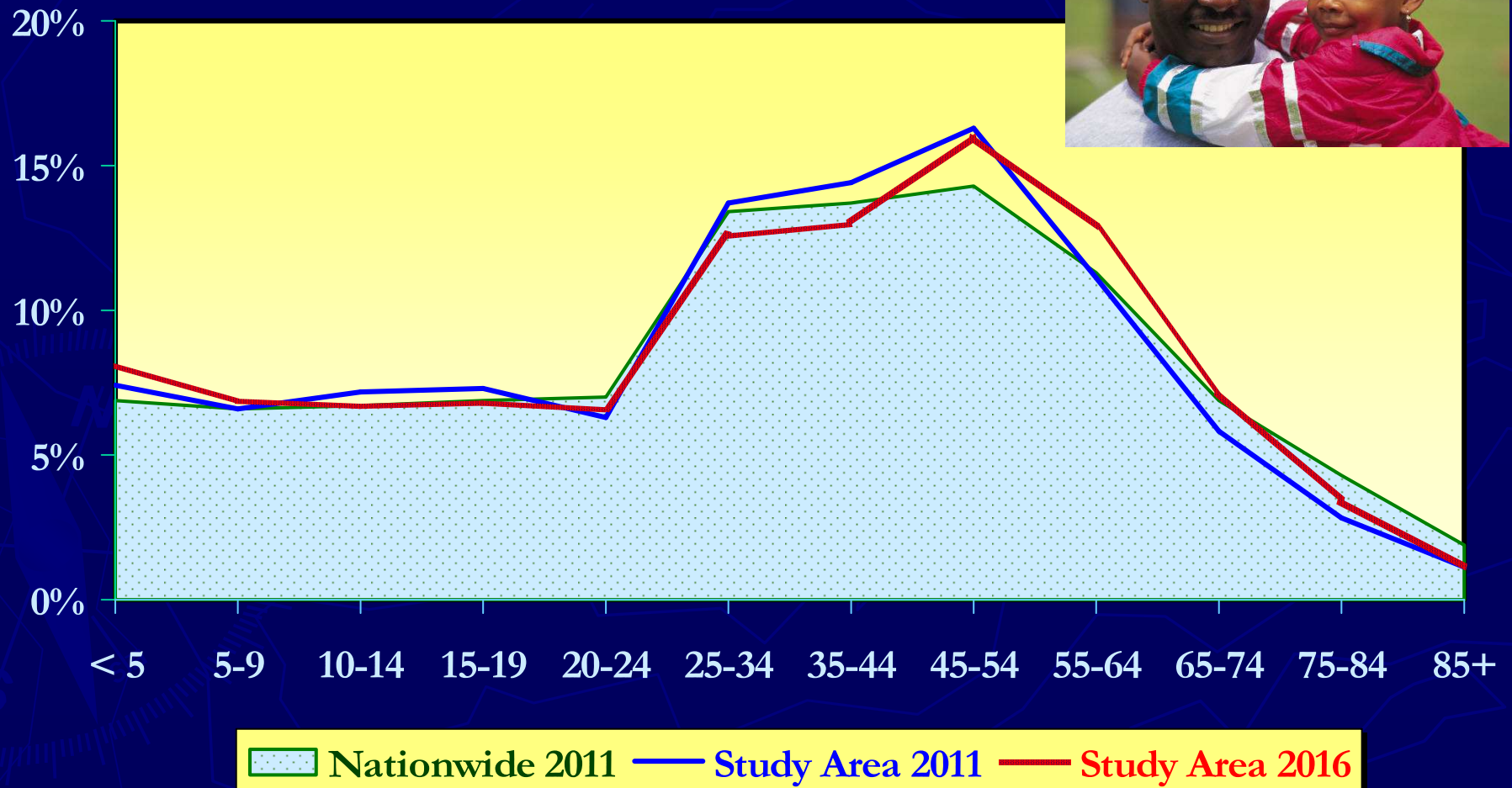
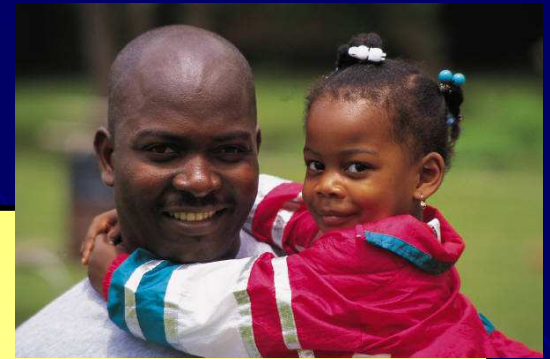
<5 years, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, & 85+

Age Groups

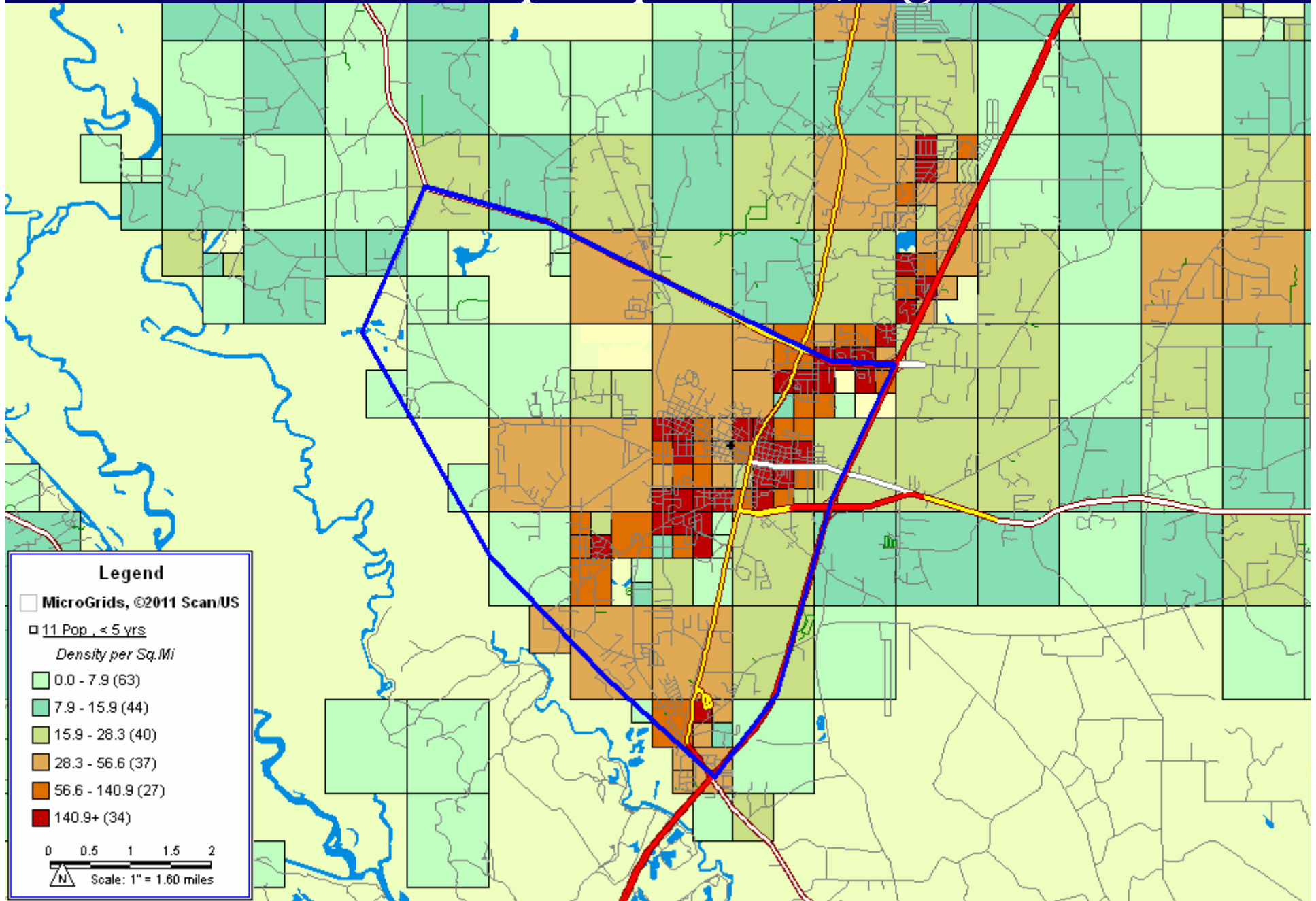
Understanding Age Group Trends

In the following slides, notice the Trend and Location of the Major Age Groups within your Study Area...

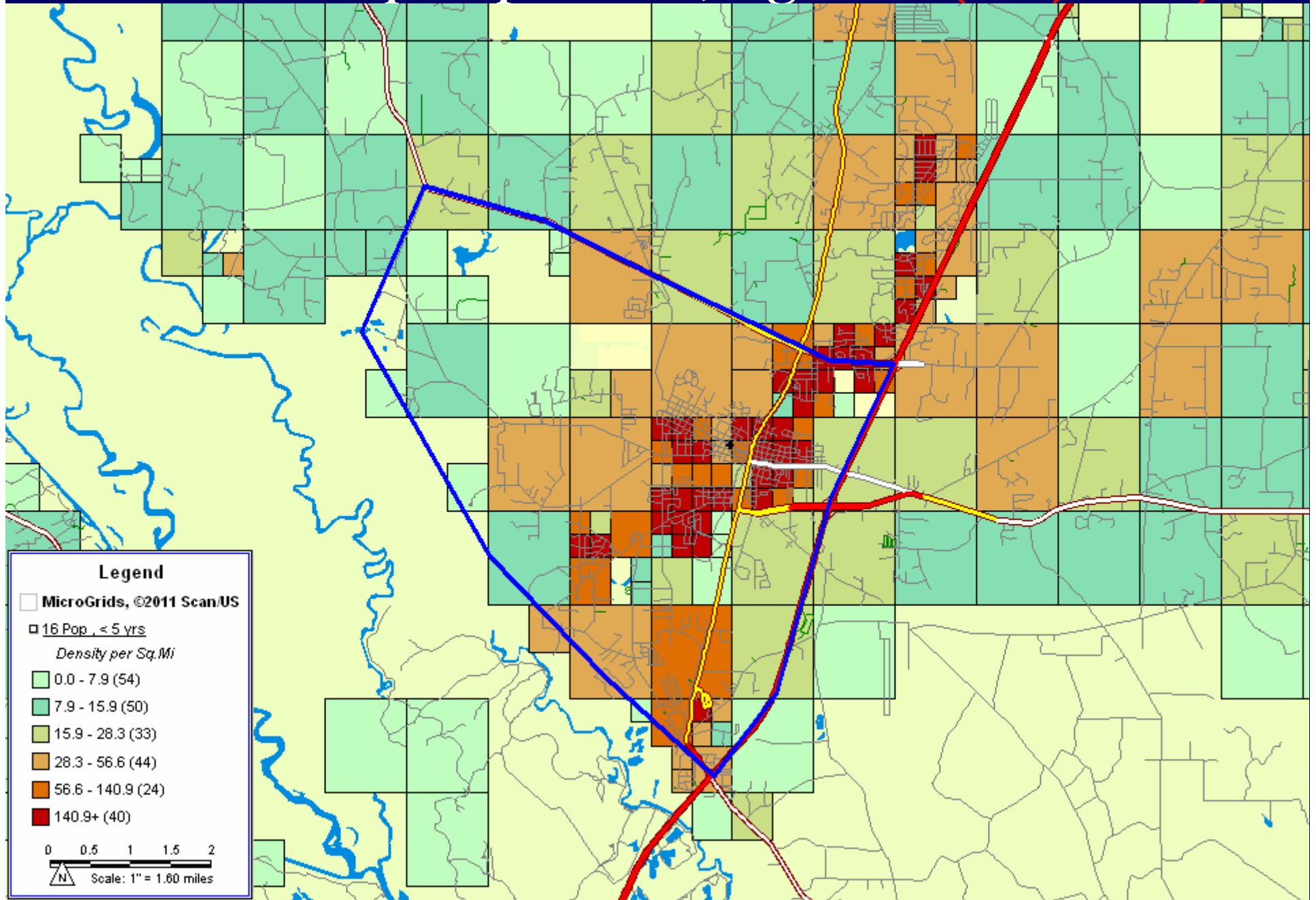
Comparison of Age Group Percentages



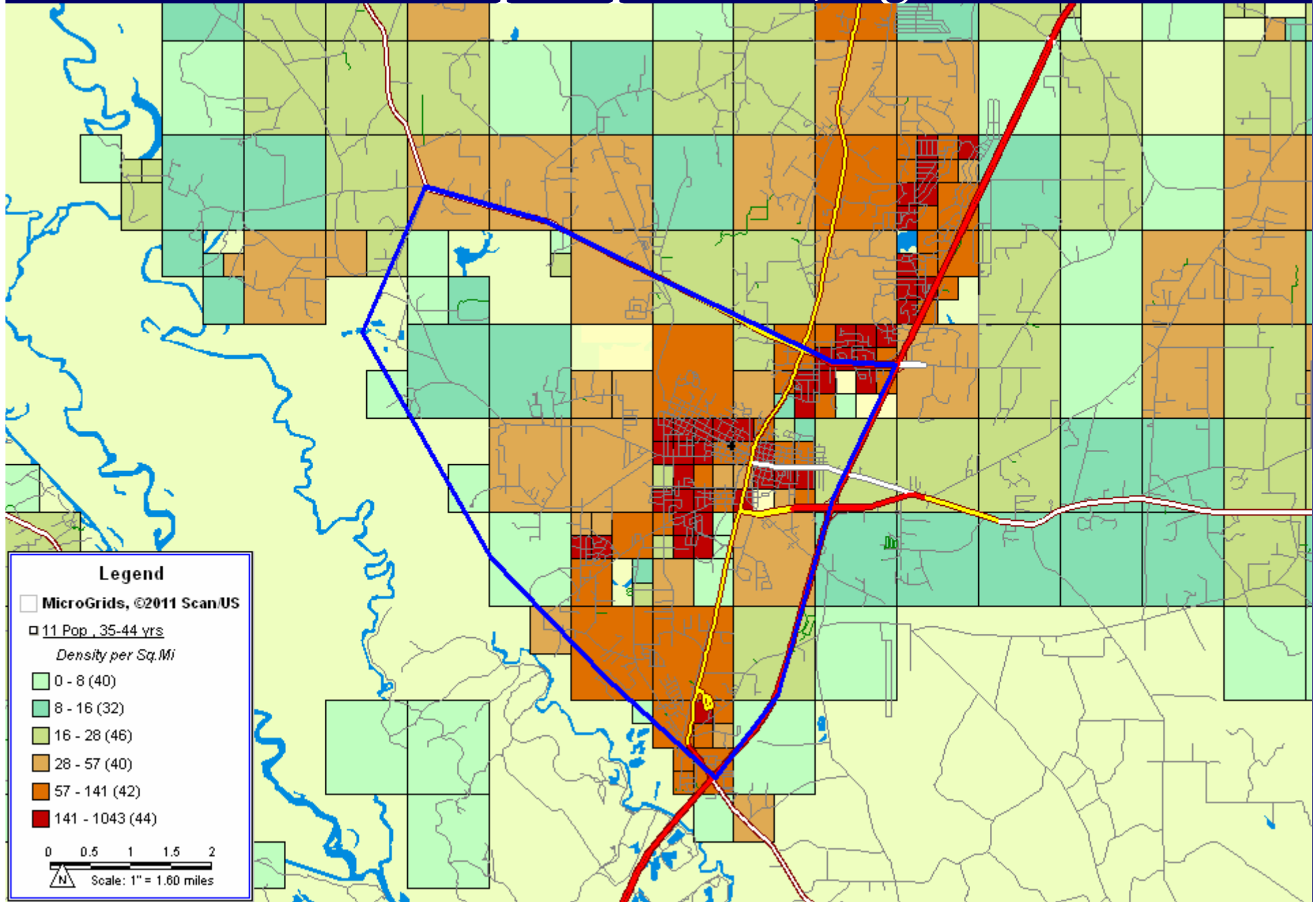
2011 – Group Population, Ages < 5



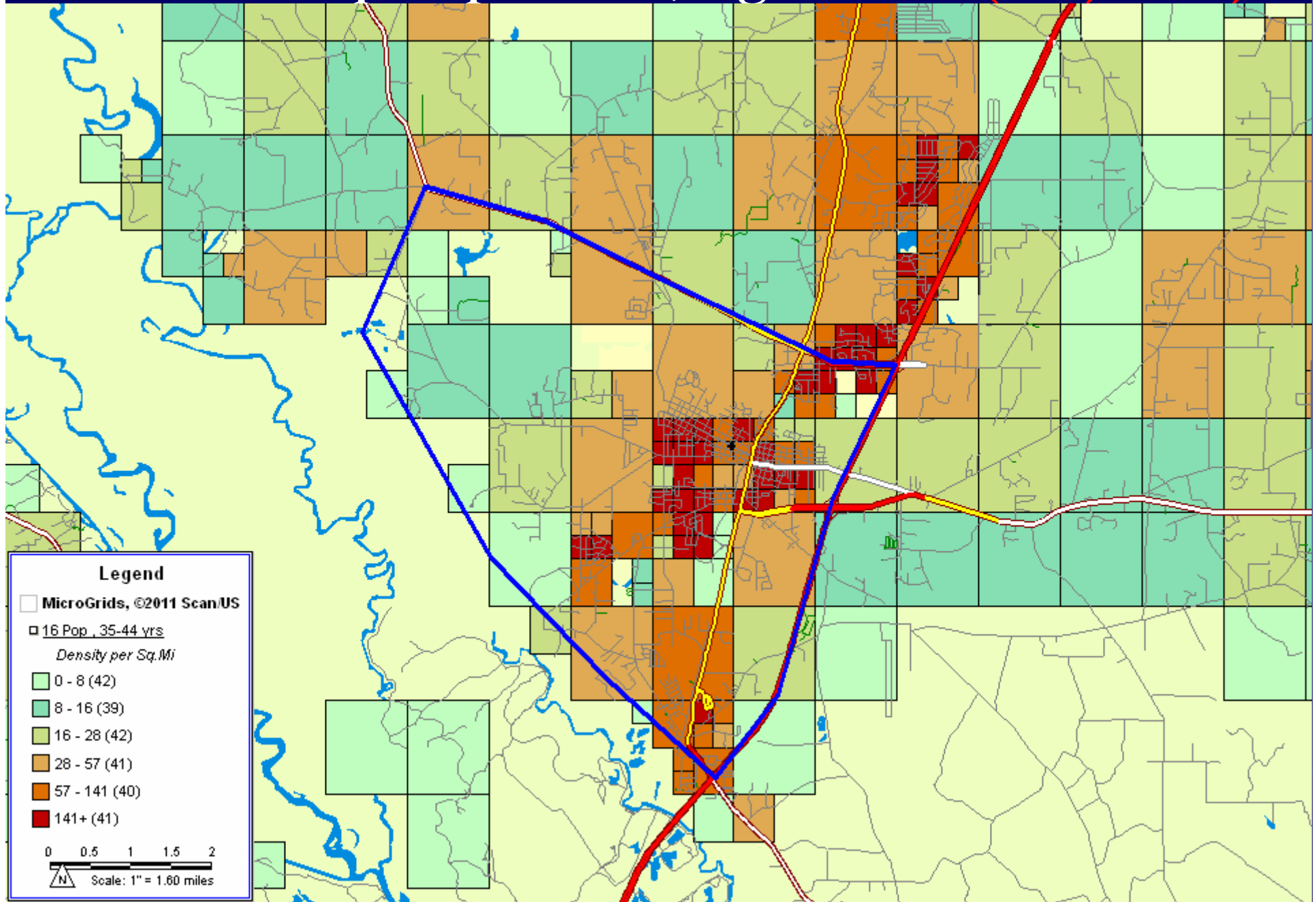
2016 – Group Population, Ages <5 (Projected)



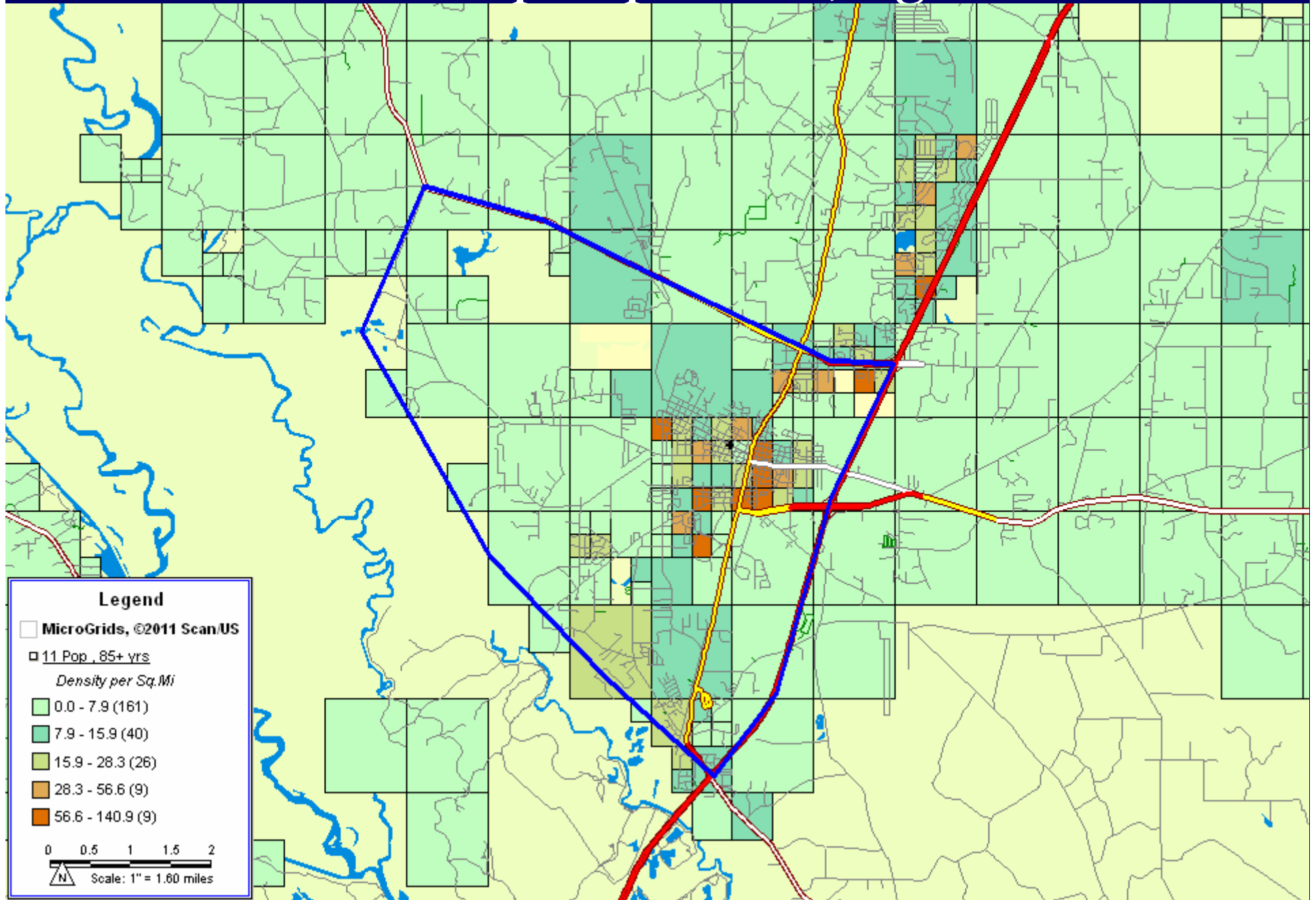
2011 – Group Population, Ages 35-44



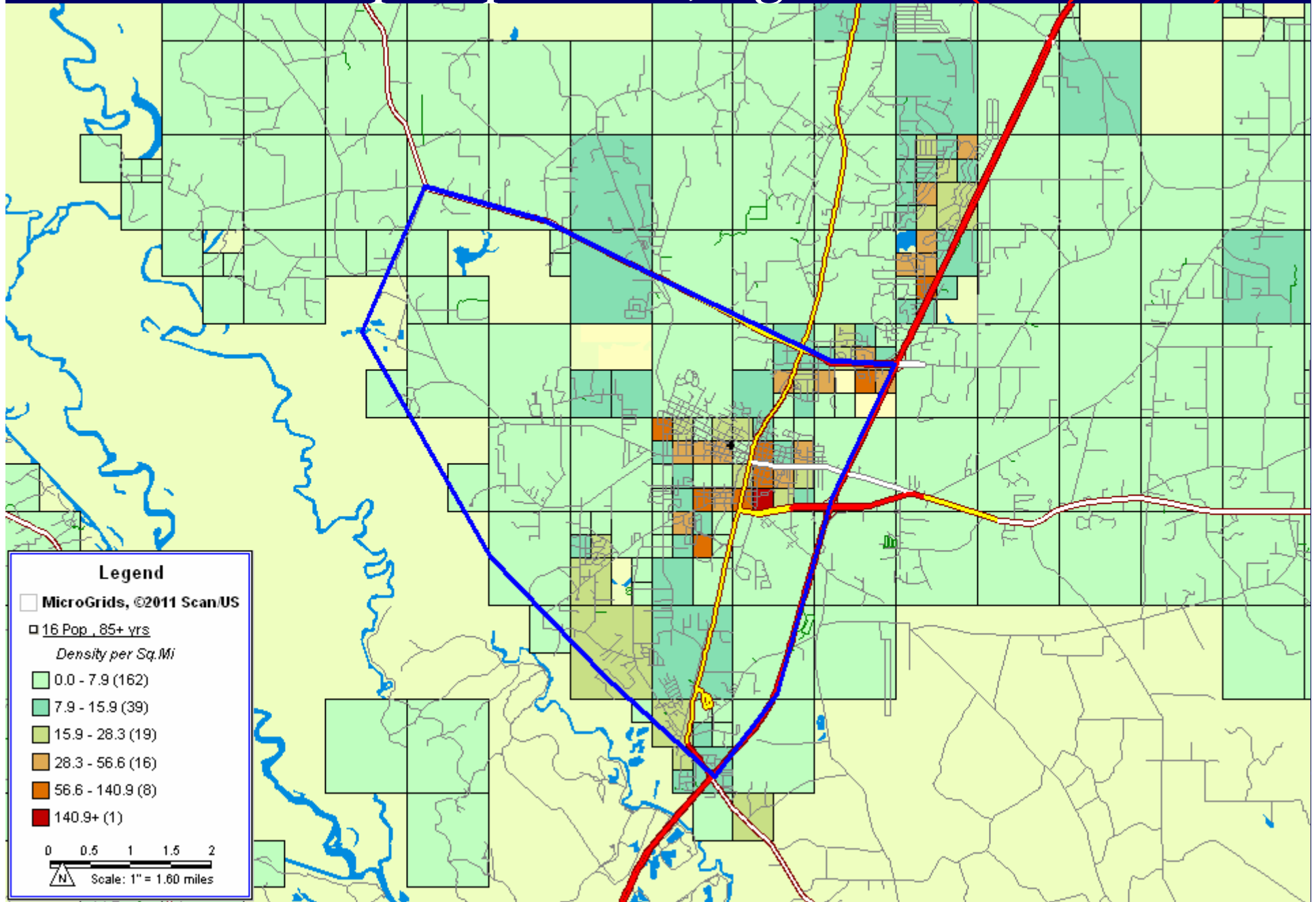
2016 – Group Population, Ages 35-44 (Projected)



2011 – Group Population, Ages 85+



2016 – Group Population, Ages 85+ (Projected)



Age Groups

Understanding Age Group Trends

Take a moment to ask yourselves how well the Church is currently reflecting the Current Age Group Trends within your Study Area.

Did you notice any large growth trends or significant declines occurring in comparison to National Trends? Are there any Age Groups that are missing from your Current Congregation?

What can your Church do in order to focus on Age Groups like children, young adults or senior adults? If activities in the past did not work, what are some new ways or changes that can be made?

Family

Understanding Housing and Family Trends

In the following slides, notice the Housing Trends and Location of the Major Household Groups within your Study Area...

Family and Household data can include:

Family verse Non-Family Households

Household Structures

Size of Household

Type of Housing Unit (Vacant, Owned, Rented)

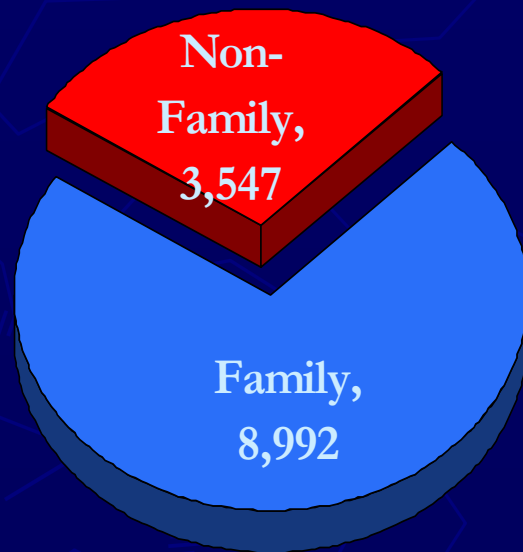
Income

Education

Work Force

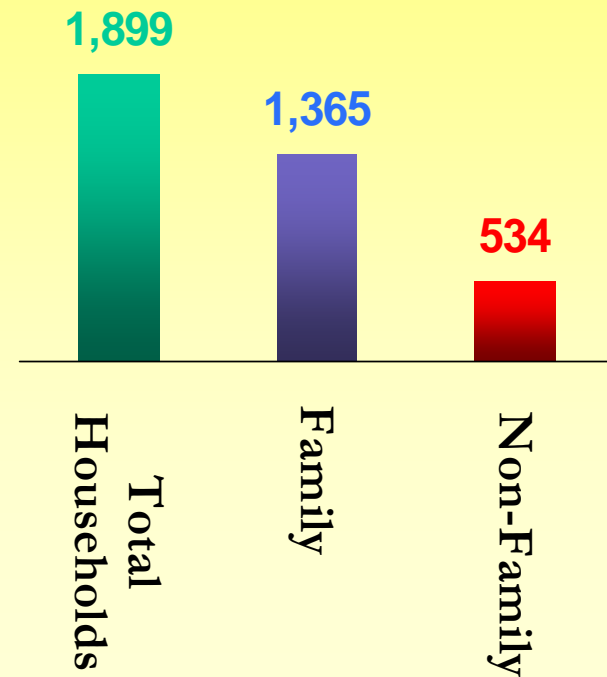
Area Households

2011



Total Households: 12,539

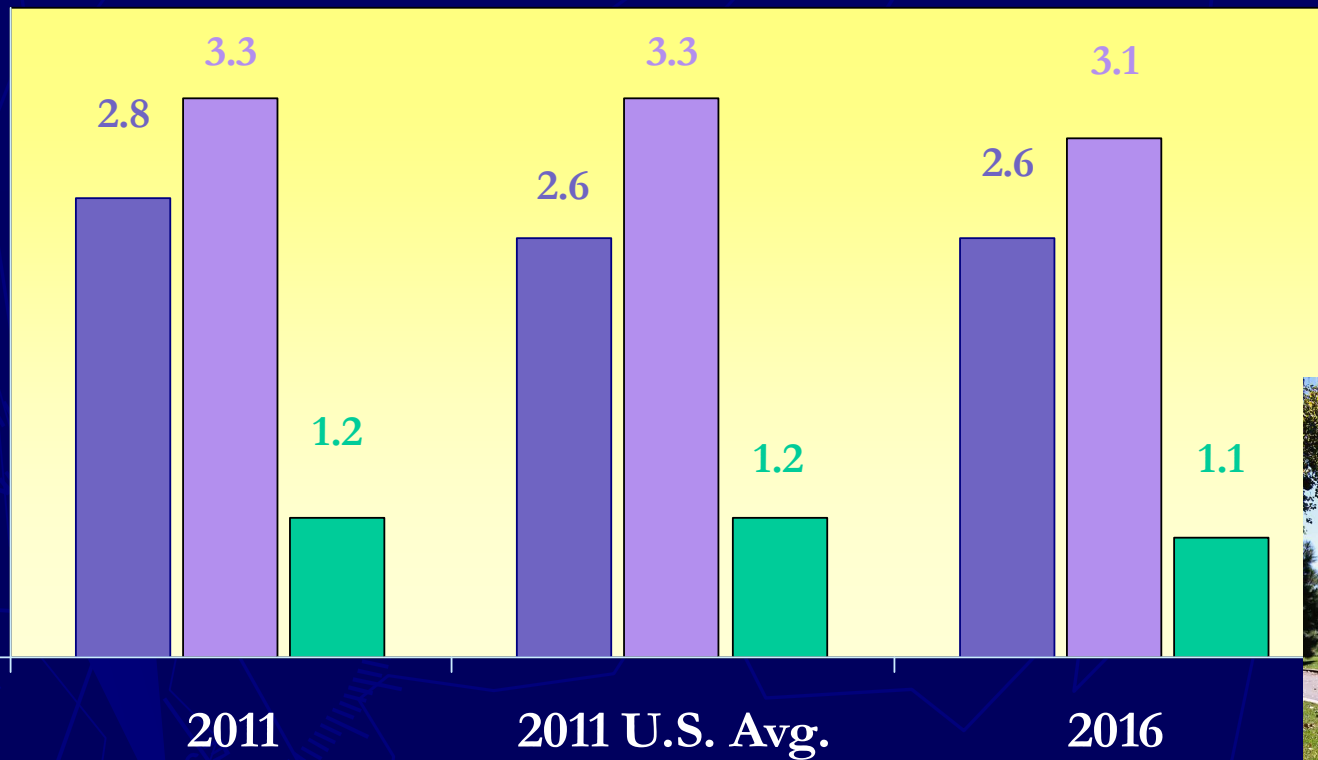
Projected Changes in Number of Households by 2016



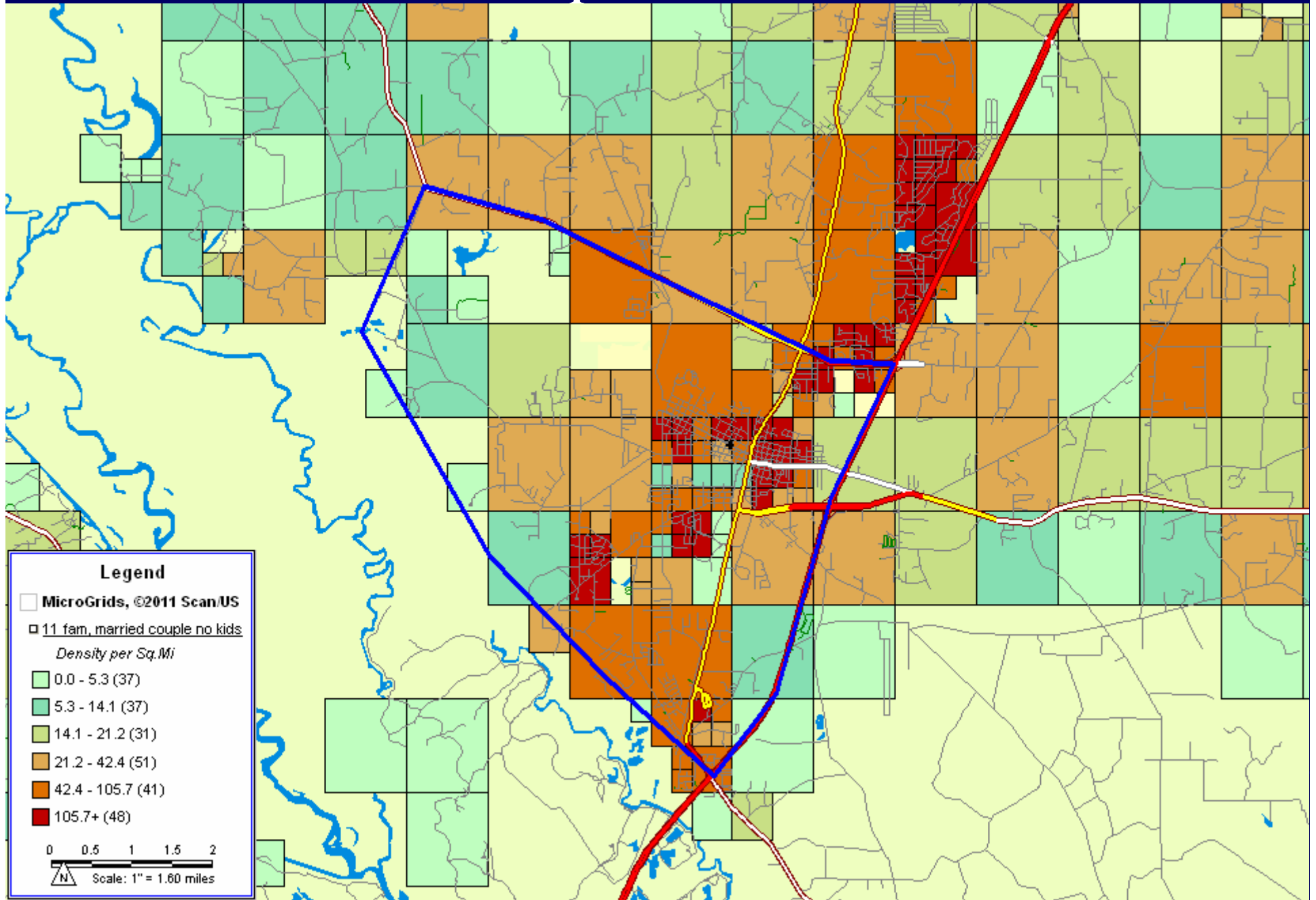
Area Households

Average Number in Household

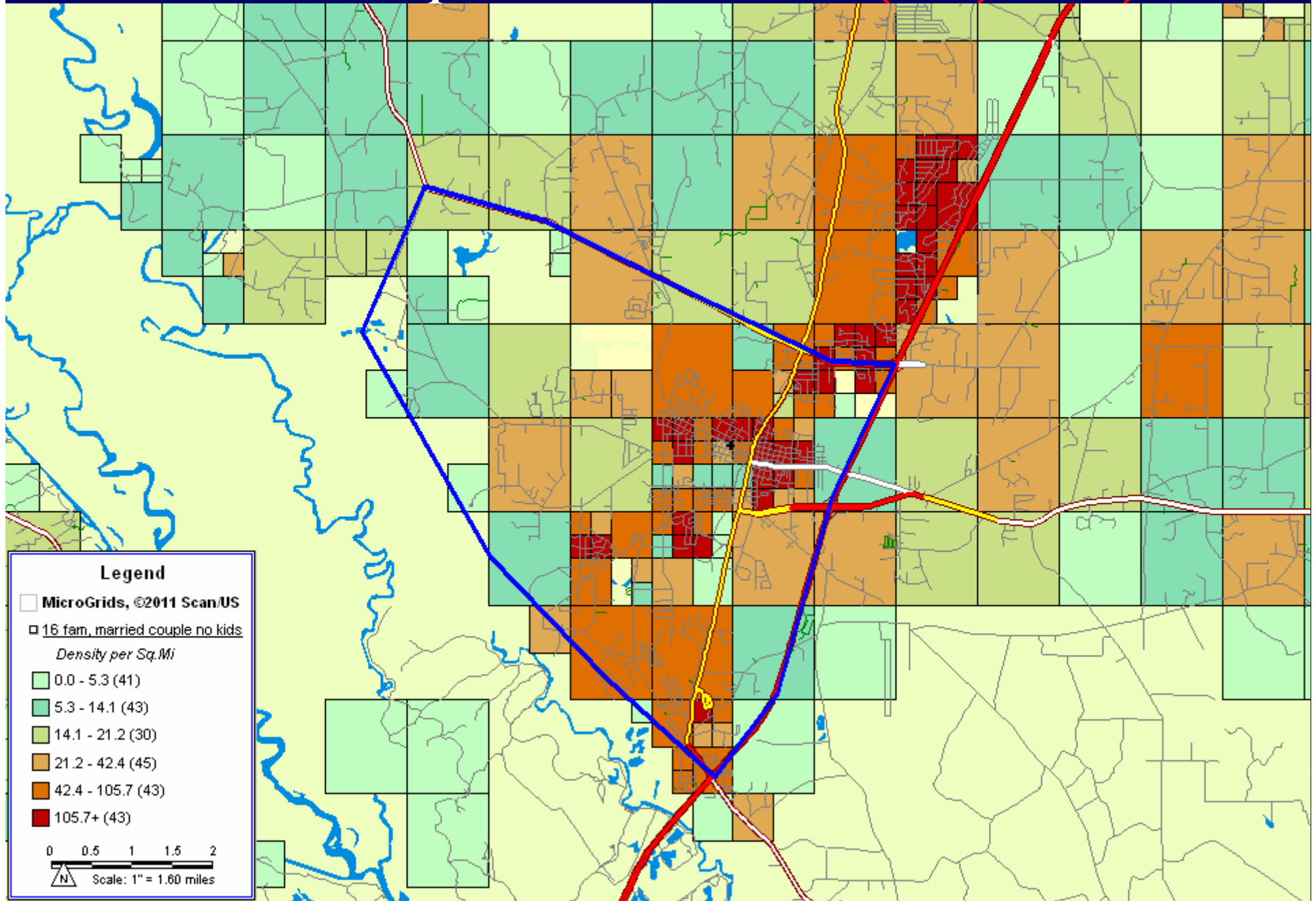
■ Household ■ Family ■ NonFamily



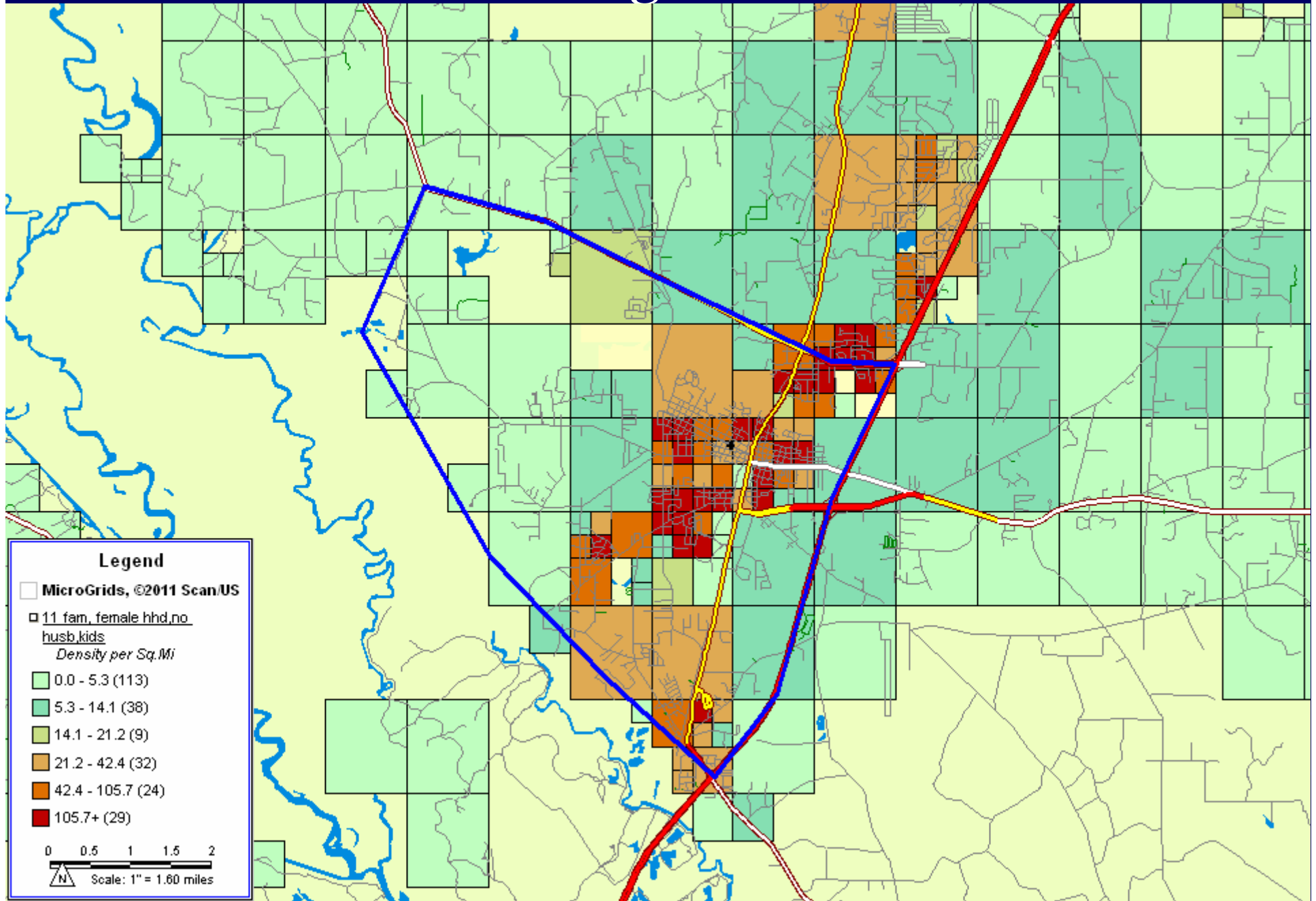
2011 - Couples without Kids



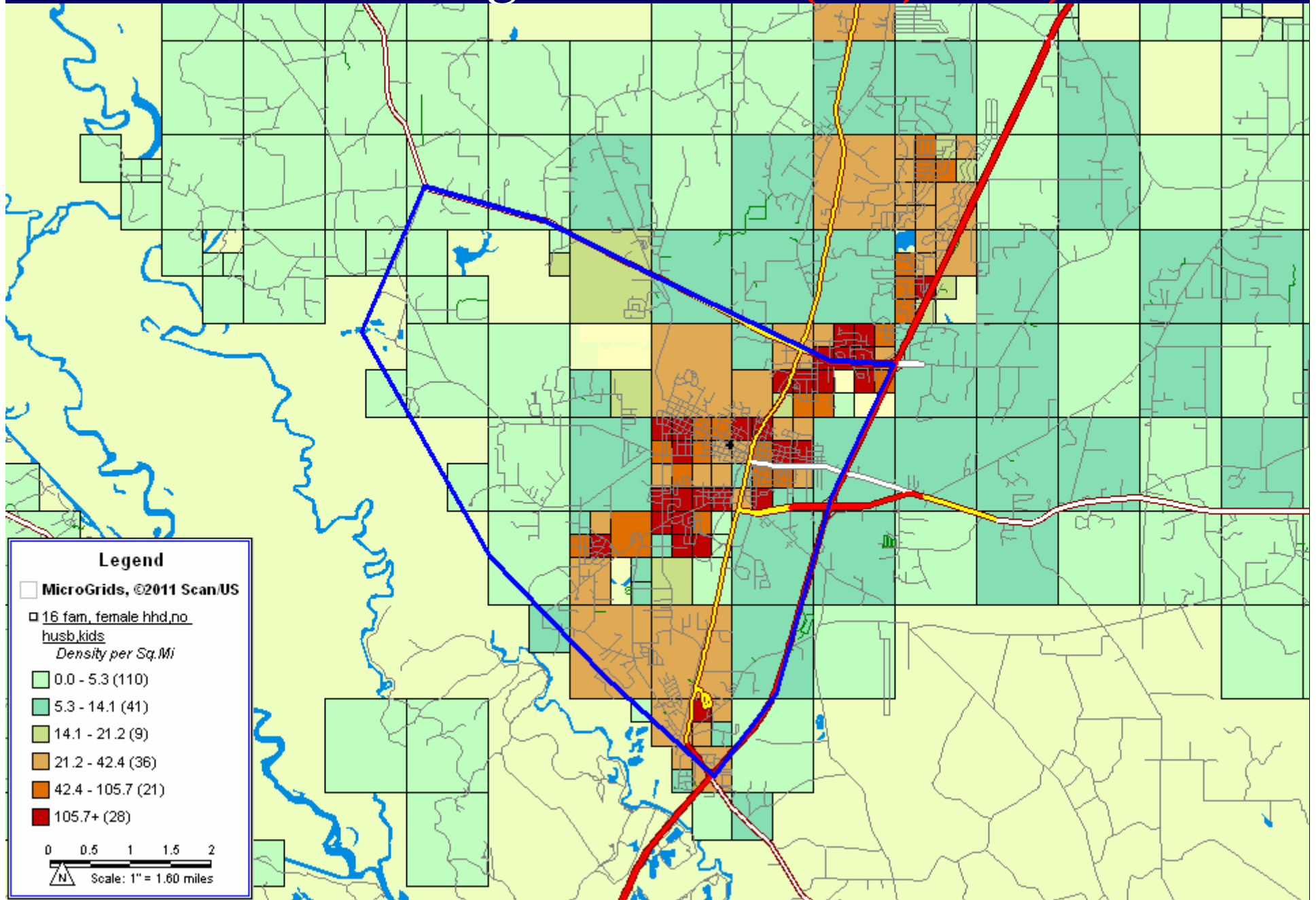
2016 - Couples without Kids (Projected)



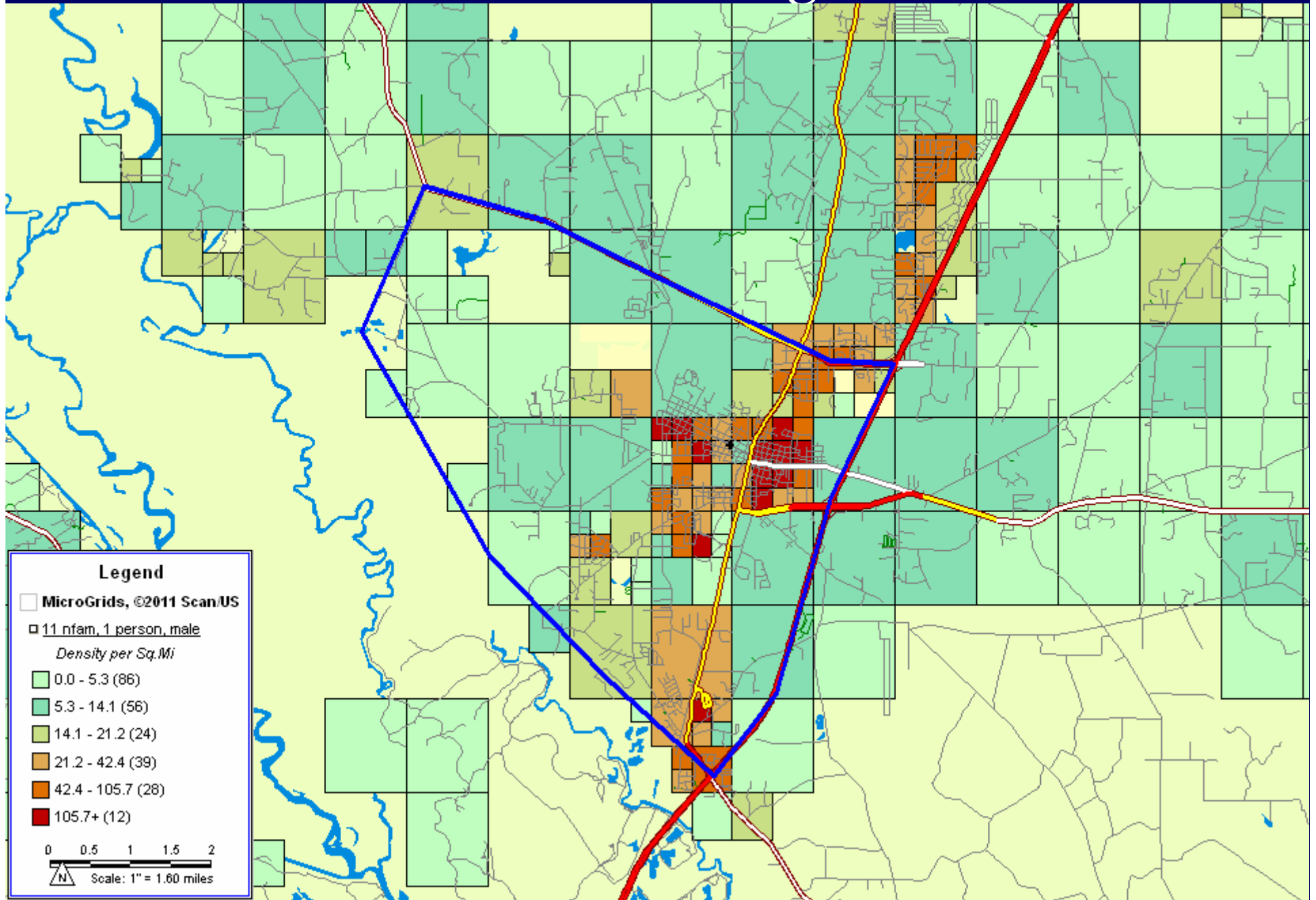
2011 – Single Mothers



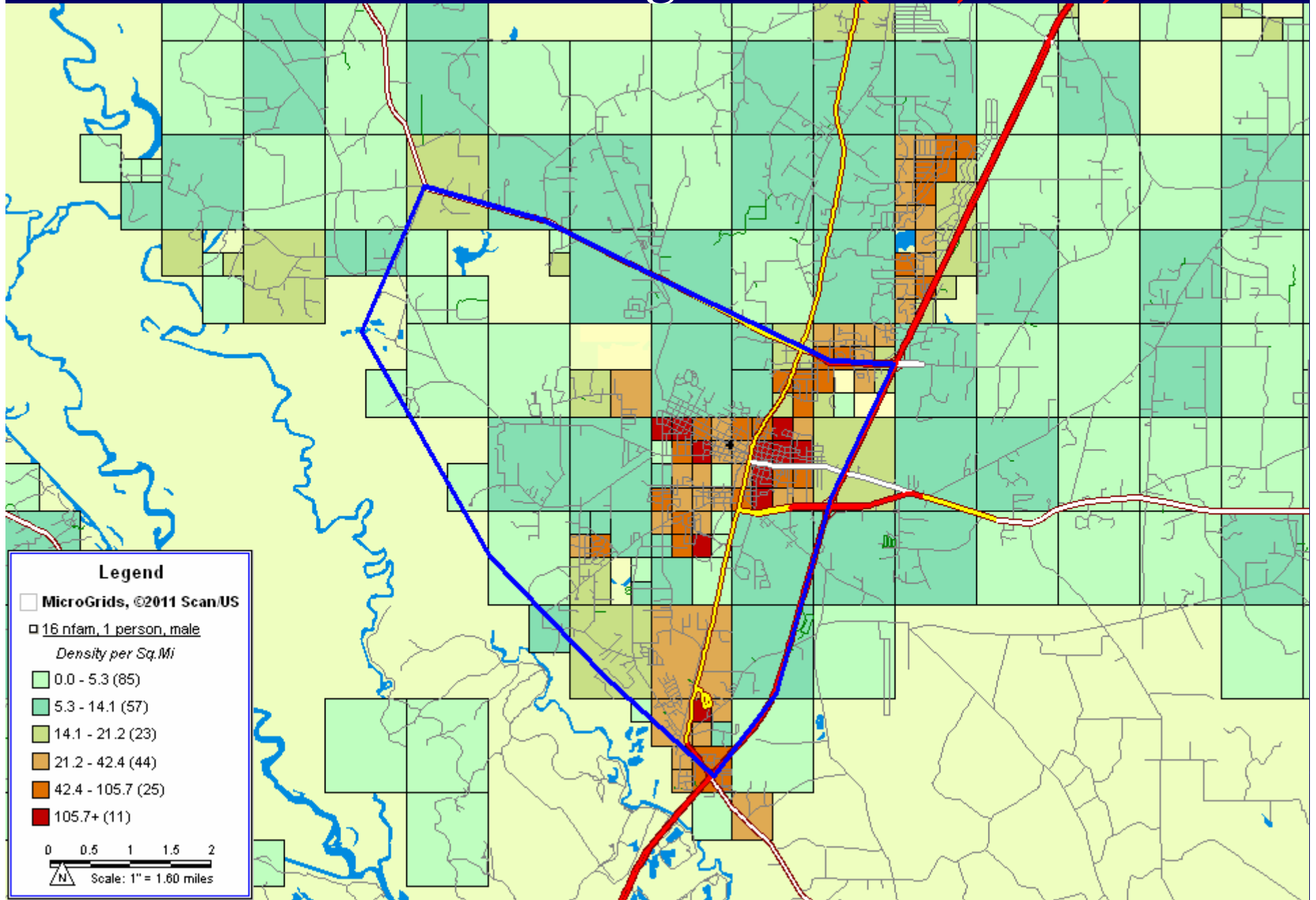
2016 – Single Mothers (Projected)



2011 – Males Living Alone

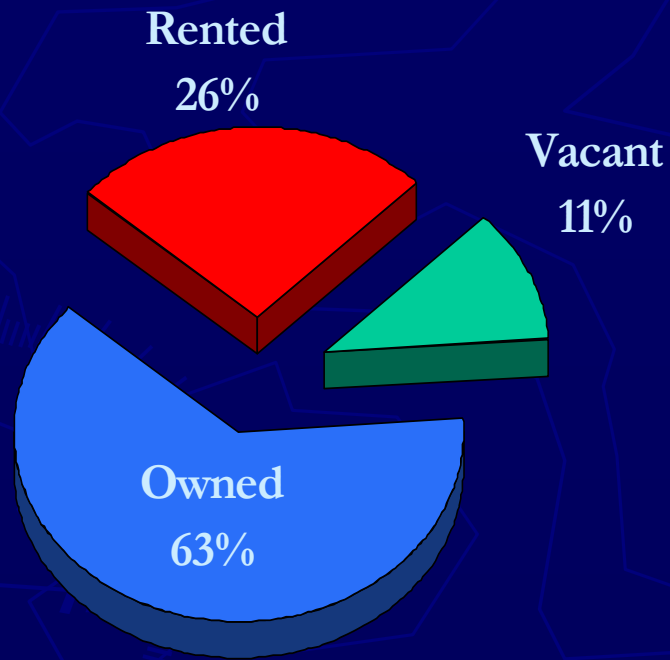


2016 – Males Living Alone (Projected)

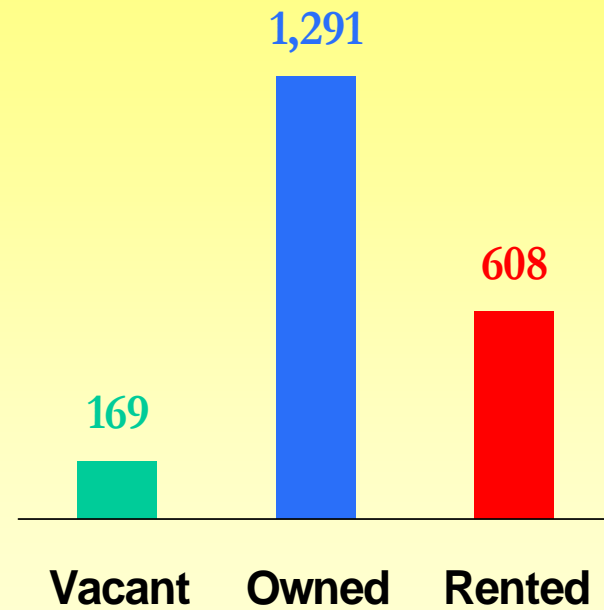


Housing Tenure

2011



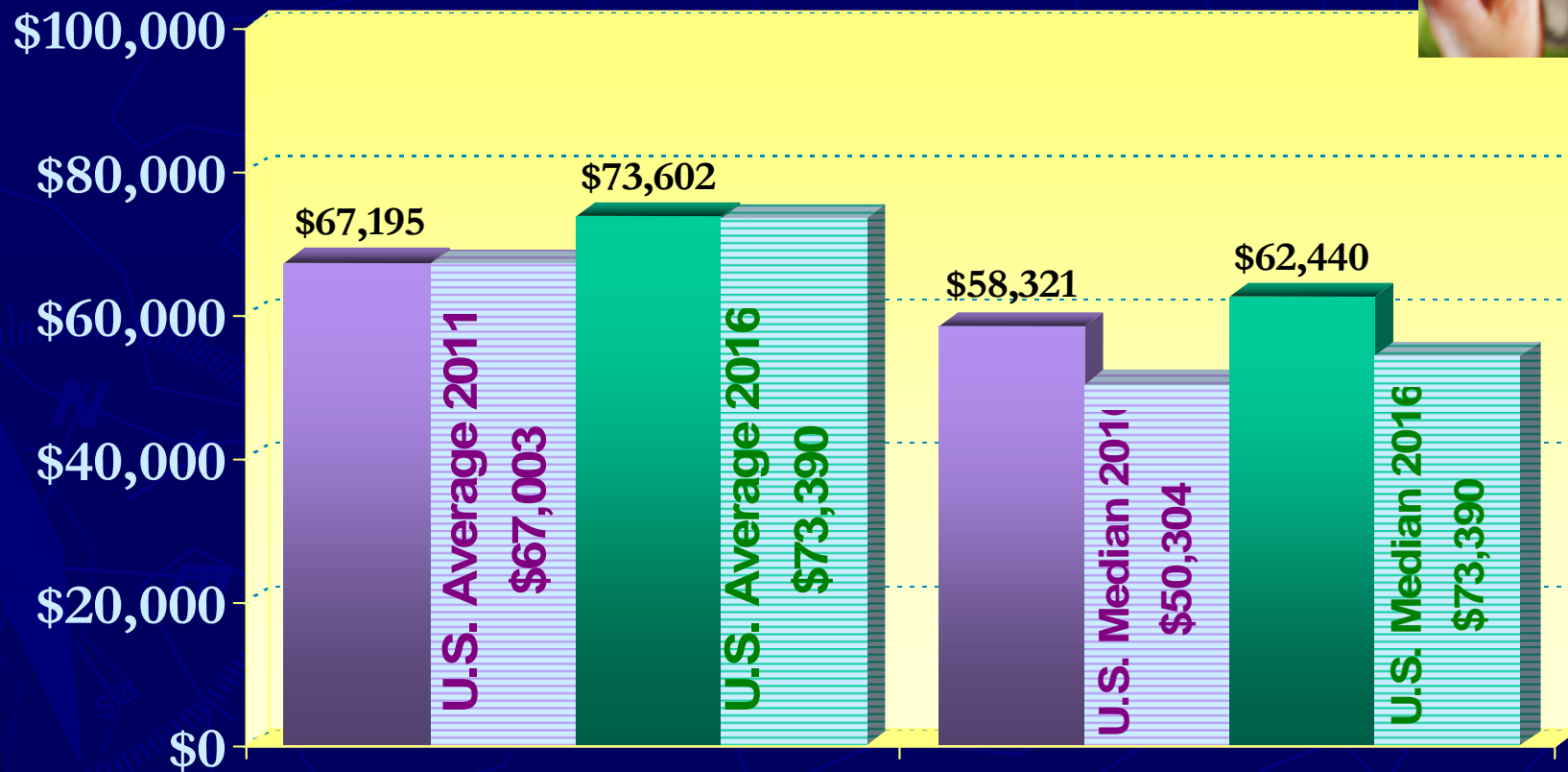
Projected Changes by 2016



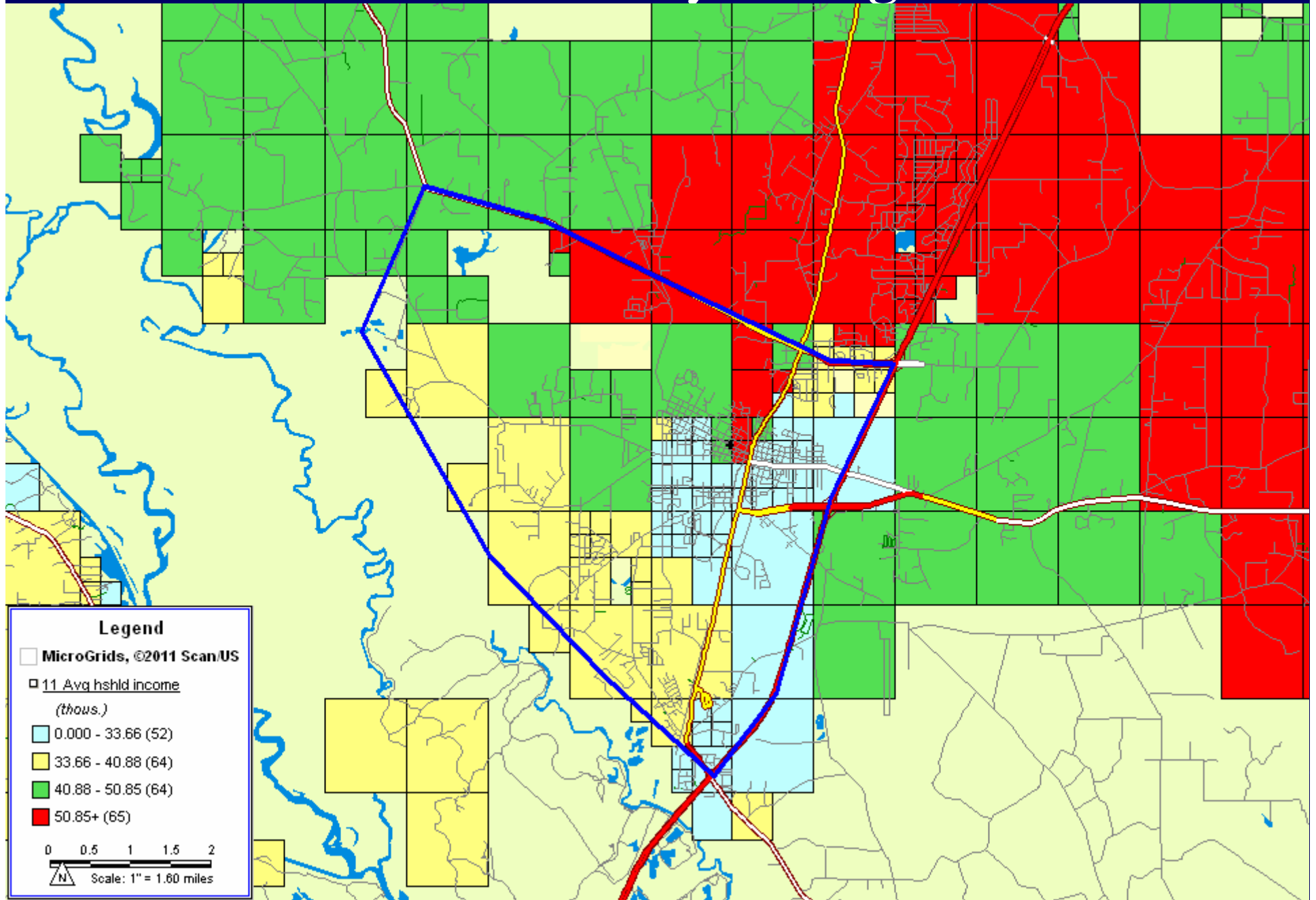
Average & Median Household Incomes



■ 2011 ■ U.S. Average ■ 2016 ■ U.S. Average

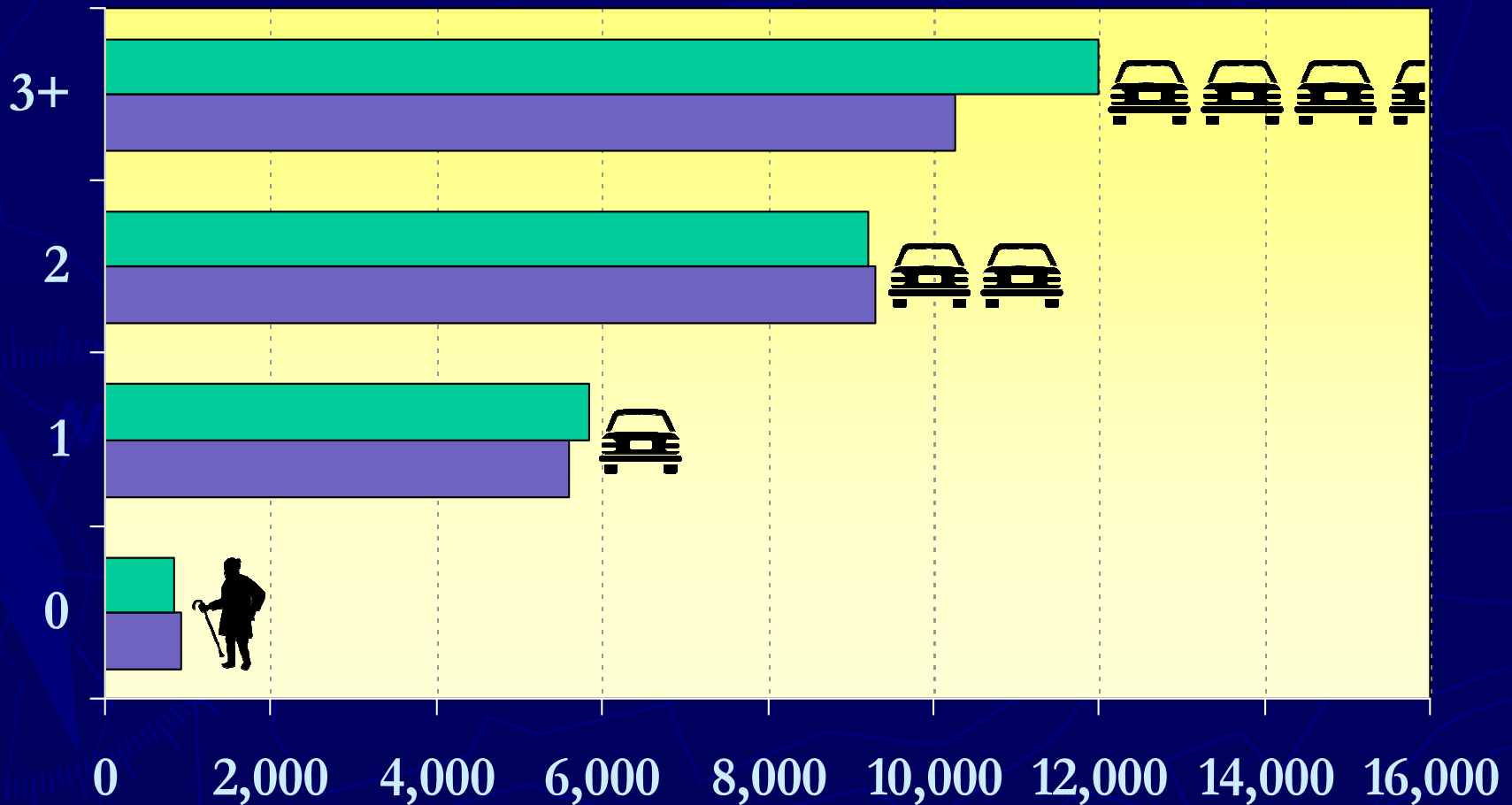


2011 – Households by Average Income

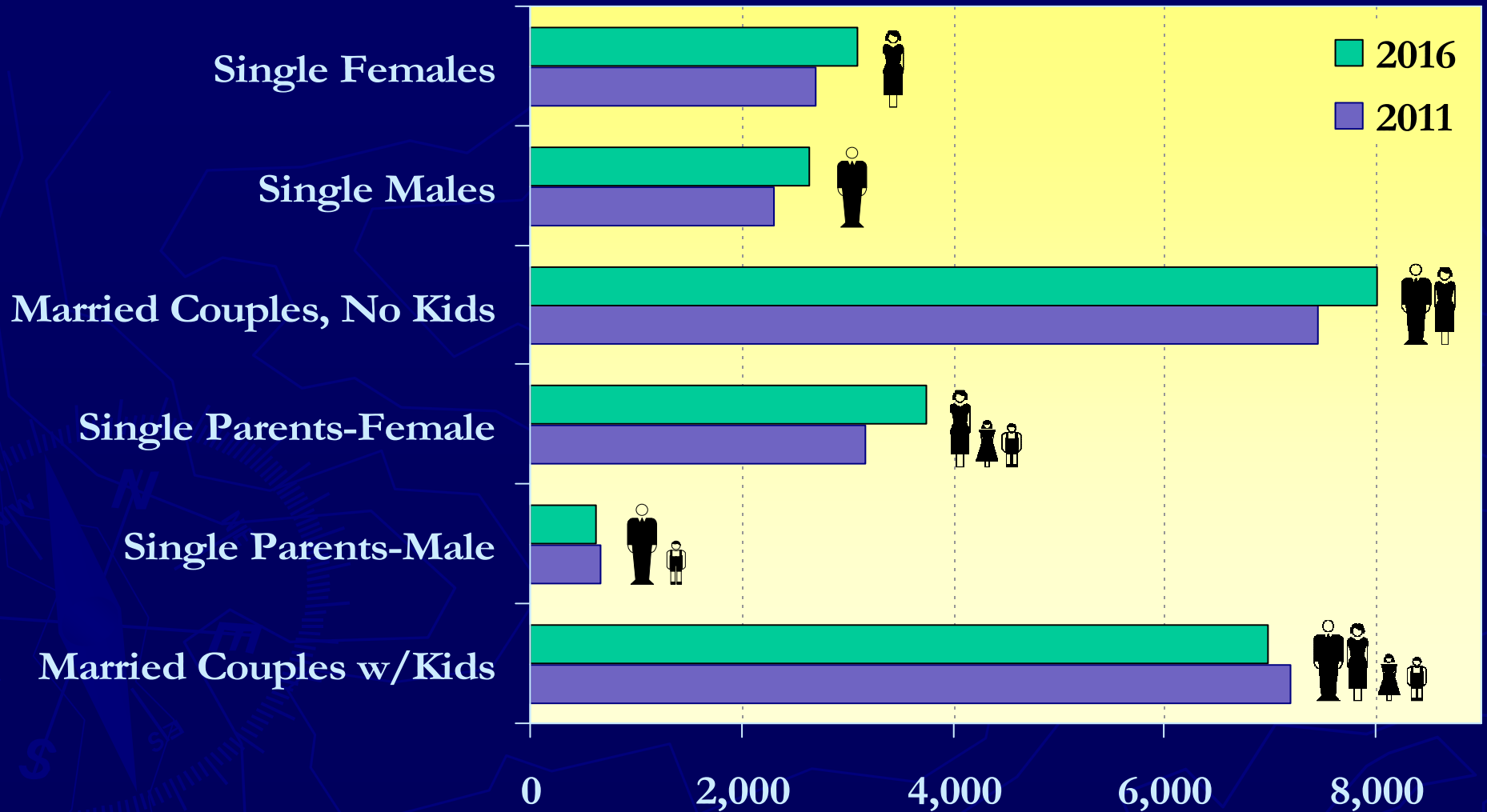


Vehicles per Household

2011 2016



Key Household Types



Family

Understanding Housing and Family Trends

Did you Notice any Changes in Housing and Traditional Families occurring?

Did you Notice any Trend of Owned vs. Rented Household Units? Is the Church prepared to minister to incoming/outgoing families?

What is currently the Largest Type of Household Present? i.e. Married with Children, Single Parent, Couples without Children.

Is the Church currently in a Position to provide Support for the type of Families targeted by your Congregation? i.e. Married with Children will require Nurseries, Children's Ministries, Parenting Studies, etc.

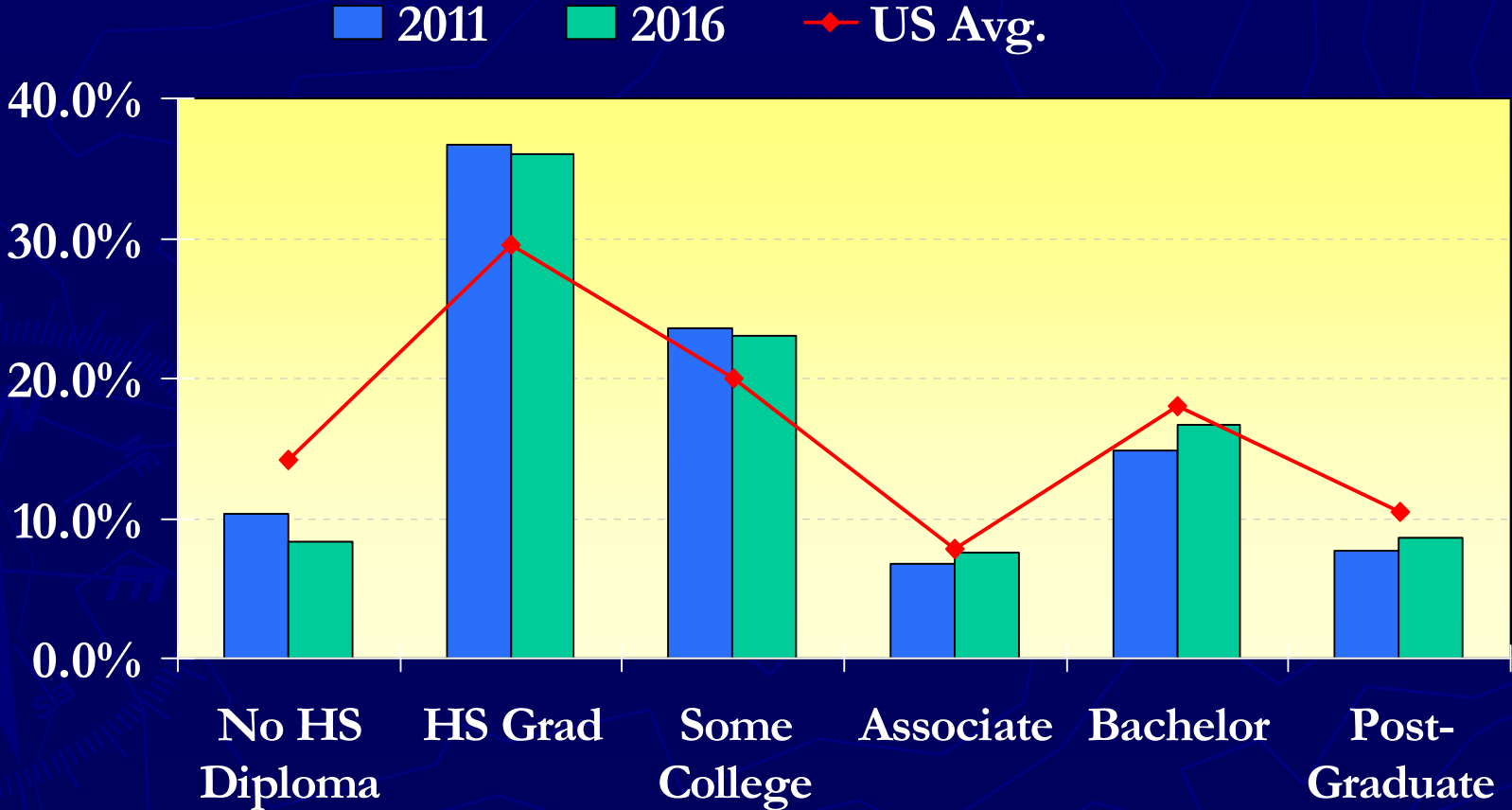
Education

Understanding Education Trends

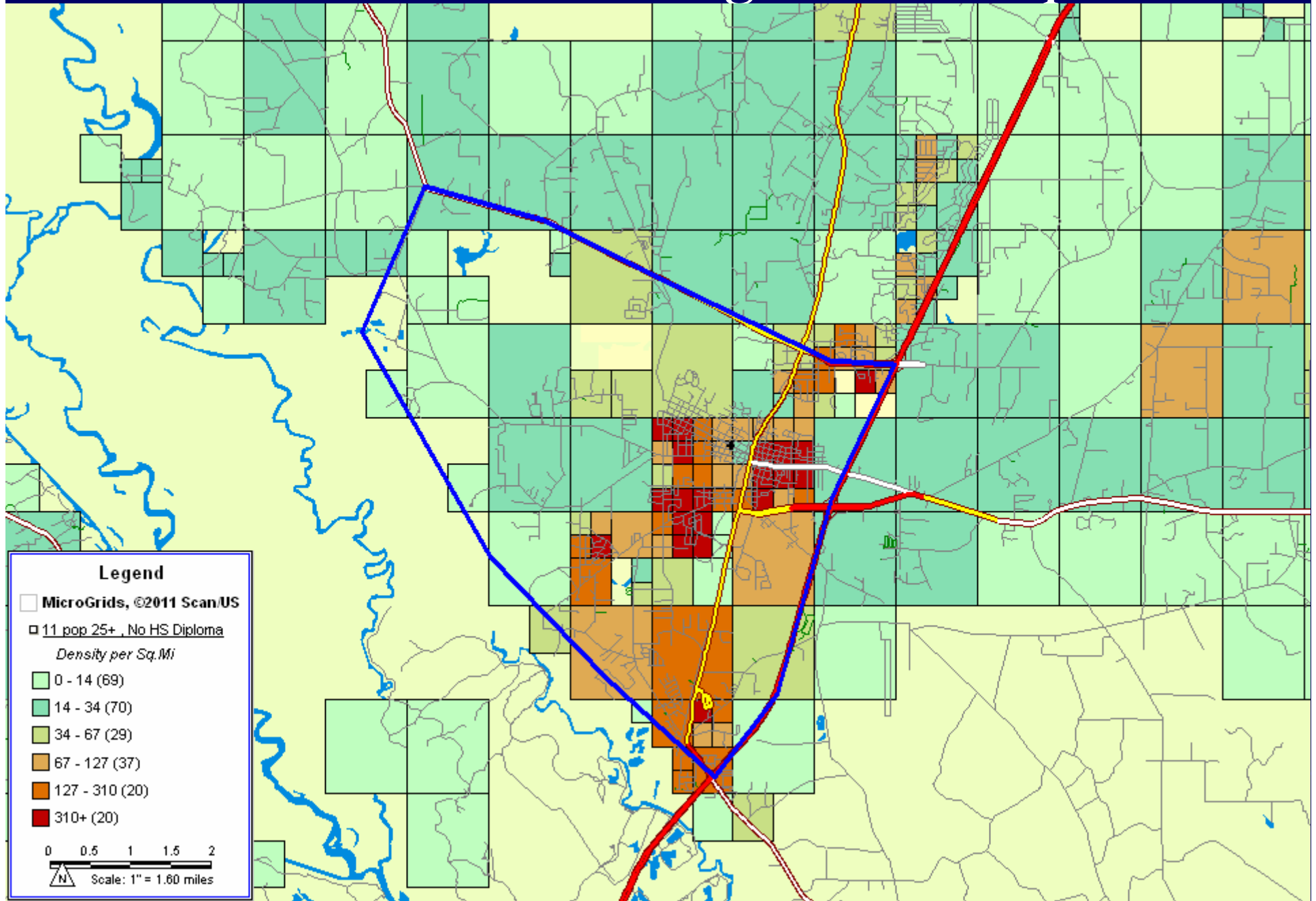
In the following slides, notice the Trend and Location of the Major Education Levels within your Study Area...

Education Level Against National Average

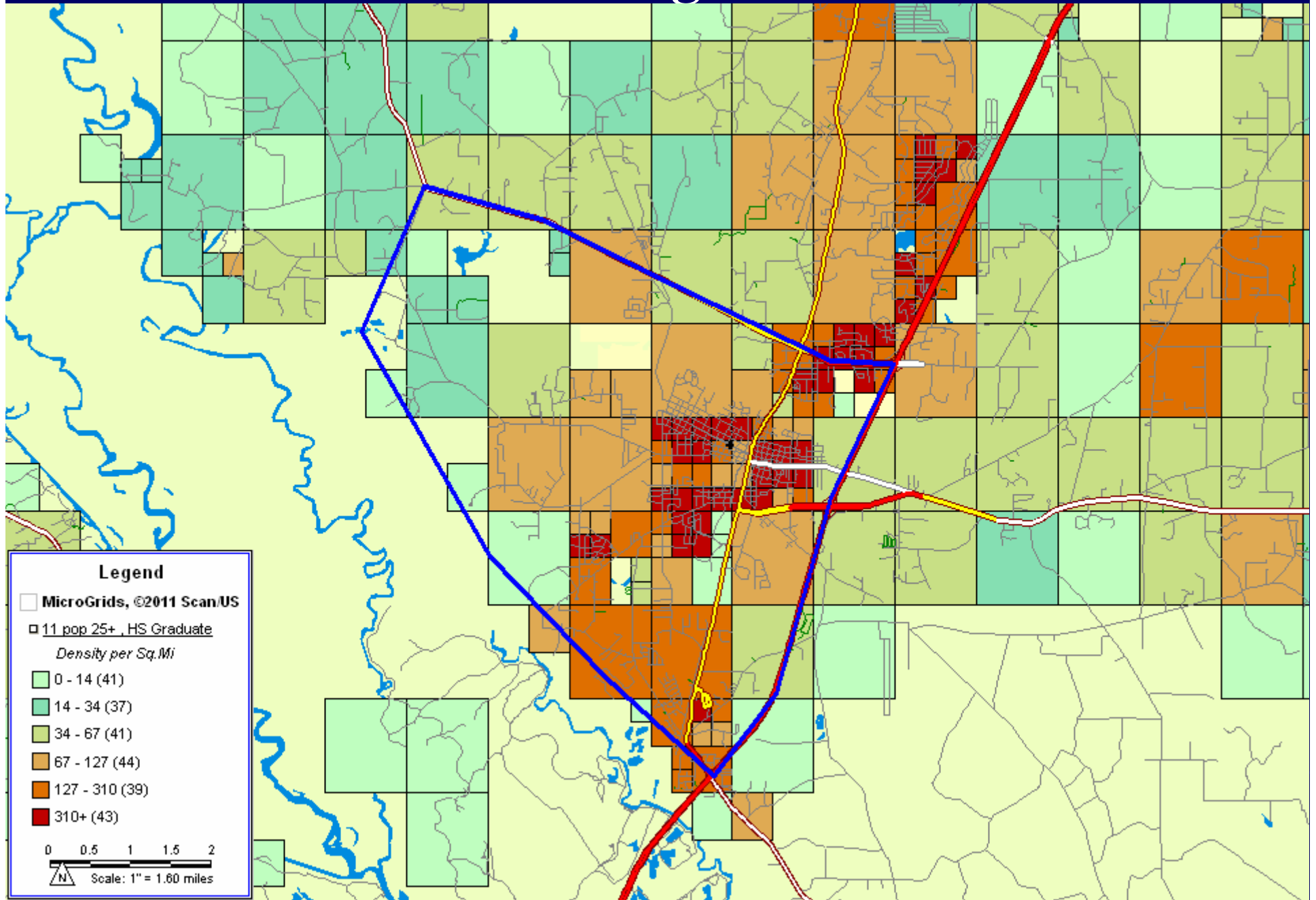
Adults 25 and older



2011 – Education: No High School Diploma



2011 – Education: High School Graduate



Education

Understanding Education Trends

How did your Study Area fare in Comparison to National Education Trends? Take a moment to Evaluate the current Type of Sermons, Bible Studies, Sunday School Lessons, and Discipleship Activities of your Congregation.

How Appropriate is the Type of Training you are Providing your Congregation according to the Average Education of your Community? Are there any Adjustments Needed? Is it Possible to introduce New Learning Methods such as Mentoring and Modeling to affect a Broader percentage of the Community?

**The LifeWay Simmons Behavioral Data
will give Institutional and Spiritual factors
of the area:**



Computers

Understanding Computer and Internet Trends

**In the following slides, notice the Trends of Computer and Internet
Usage within your Study Area...**

Internet Usage Highlights

Internet Usage (Adult Pop.):


- The Internet is The New Way I Socialize/Meet People 13.7%
- First Place I Look For Info 20.4%
- Computers Confuse Me 7.0%
- Value Local Newspaper Coverage 36.2%



Last Week Used Internet For (Adult Pop.):

- E-Mail 46.2%
- Medical Service/Information 6.5%
- News/Weather 25.3%
- Research/Education 10.2%

Household by Internet Access Type

 Voice Over IP	Number of Households	% of Households
Access with Cable Modem	2,414	19.3%
Access with DSL	3,138	25%
Access with Satellite	241	1.9%
Use Wireless/WiFi	1,809	14.4%

Total Households – 12,539

Computers

Understanding Computer and Internet Trends

Is there a Notable percentage of Internet
Users in your Study Area?

How effectively has your Congregation taken advantage of this
Information? Do you Currently have a Website showcasing your
Ministry Activities? Do you use the Website as part of your Visitation
and “Welcome to the Community” Information Packets for
new Visitors?

Also consider developing Church Invitation business cards with the
Website listed for Congregation Members to give to Co-Workers and
Friends.

Religious Trends

Within Defined Study Area

	Number of Adults	% of Adults
A Little About Myself:		
Consider Myself Spiritual	11,474	46.3%
Consider Myself More Pro- Life	6,460	26.1%
Enjoy Watching Religious TV Programming	4,635	18.7%
Dress to Please Myself	12,255	49.5%

Religious Trends

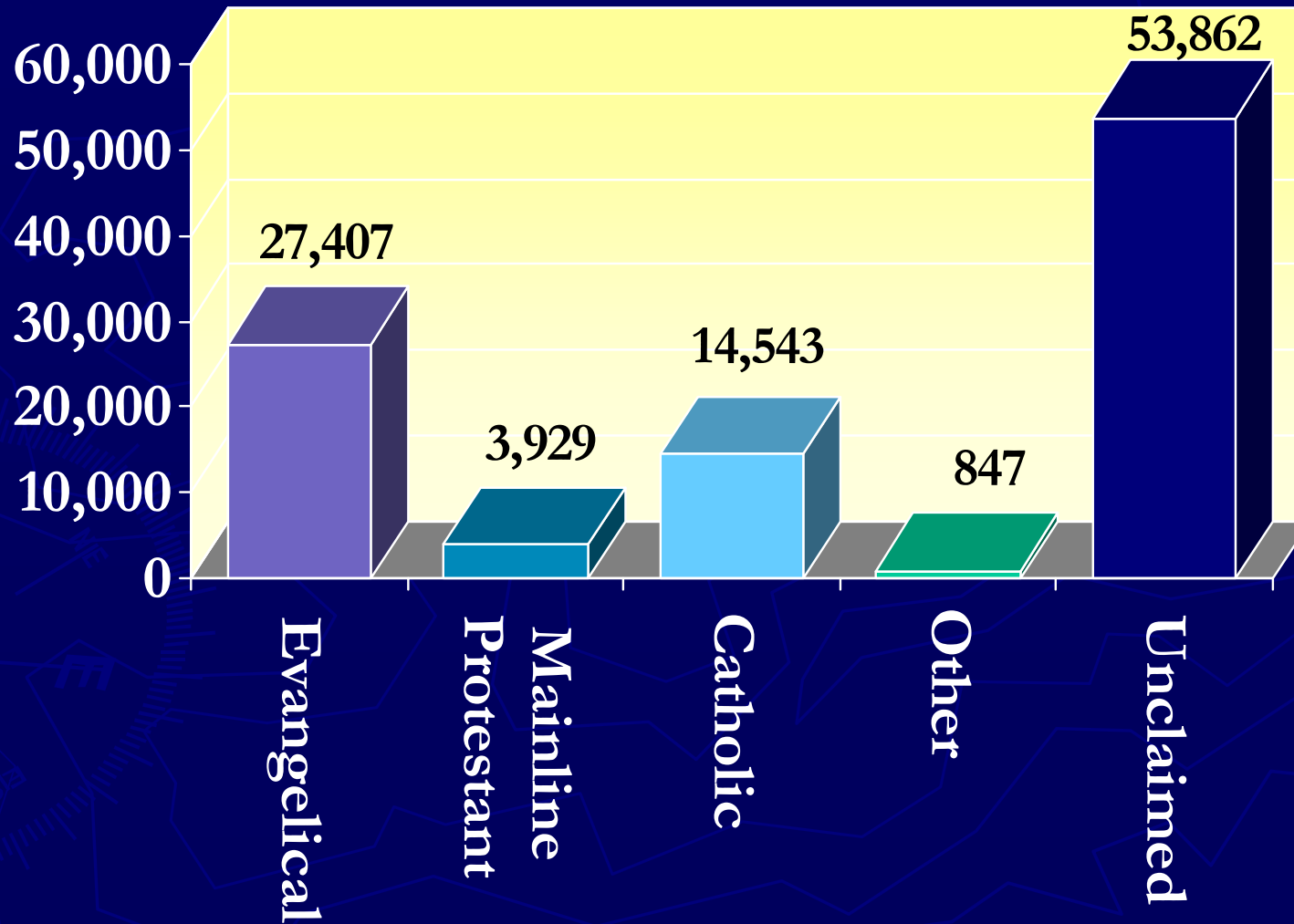
Within Defined Study Area

	No. of Adults	% of Adults
Personal Beliefs:		
Conservative Evangelical Christian	10,275	41.5%
Important to Attend Religious Services	4,512	18.2%
My Faith is Really Important to Me	4,008	16.2%
Important a Company Acts Ethically	7,969	32.2%

Religious Affiliation

Membership Report for the County - Year 2000

Updated Every Ten Years to Reflect Trends



Major Religious Bodies 1990-2000

Membership Report for the Parish

Affiliation	No. of Congregations	Total Size	Growth/Decline since 1990
Southern Baptist	51	22,312	+6.4% (+1,335)
Catholic	6	14,543	+148% (+8,669)
Assemblies of God	4	1,657	+66.4% (+661)
Church of Jesus Christ of Latter-day Saints	3	820	+14% (+101)

Religion

Understanding Religious Trends

How Effective have other Christian Groups been within your Local Community in Reaching Lost People? Is a Significant percentage of your Community still Not being Reached?

Take a Moment to Discuss the Similarities and Differences between Your Church and other Churches in your Area.

Don't be Afraid to ask yourselves, "What makes our Ministries unique? What is Special about our Church and How can we Capitalize on our Strengths?"

MOSAIC

Understanding Geodemographic Segmentation

Geodemographic segmentation, also known as clustering, is based on the premise that **people tend to gravitate towards others who are like them**, settling into communities and neighborhoods of relative homogeneity.



*Of course, you are not exactly like your neighbor and your family is not identical to the family across the street, but, painting in broad stroke, demographers have found that the old adage “**birds of a feather flock together**” is true.*

MOSAIC

Understanding Geodemographic Segmentation

We have identified the major MOSAIC Lifestyle Clusters and provided a Map and General Profile Description. These MOSAIC Lifestyle Clusters will give you the “Big Picture” of what the Average Person values and does.

On the International Mission Field, one Town may have Several different types of Tribes and Peoples that make up the Local Community with Each one having Unique Customs and Cultures. Like International Missions, there are Various MOSAIC Lifestyle groups that can be Present within a Single Town or City.

MOSAIC

Understanding Geodemographic Segmentation

A MOSAIC Lifestyle Cluster is actually made up of several Subcategories that provide even more Specific Information about the Different Types of People Living in your Community.

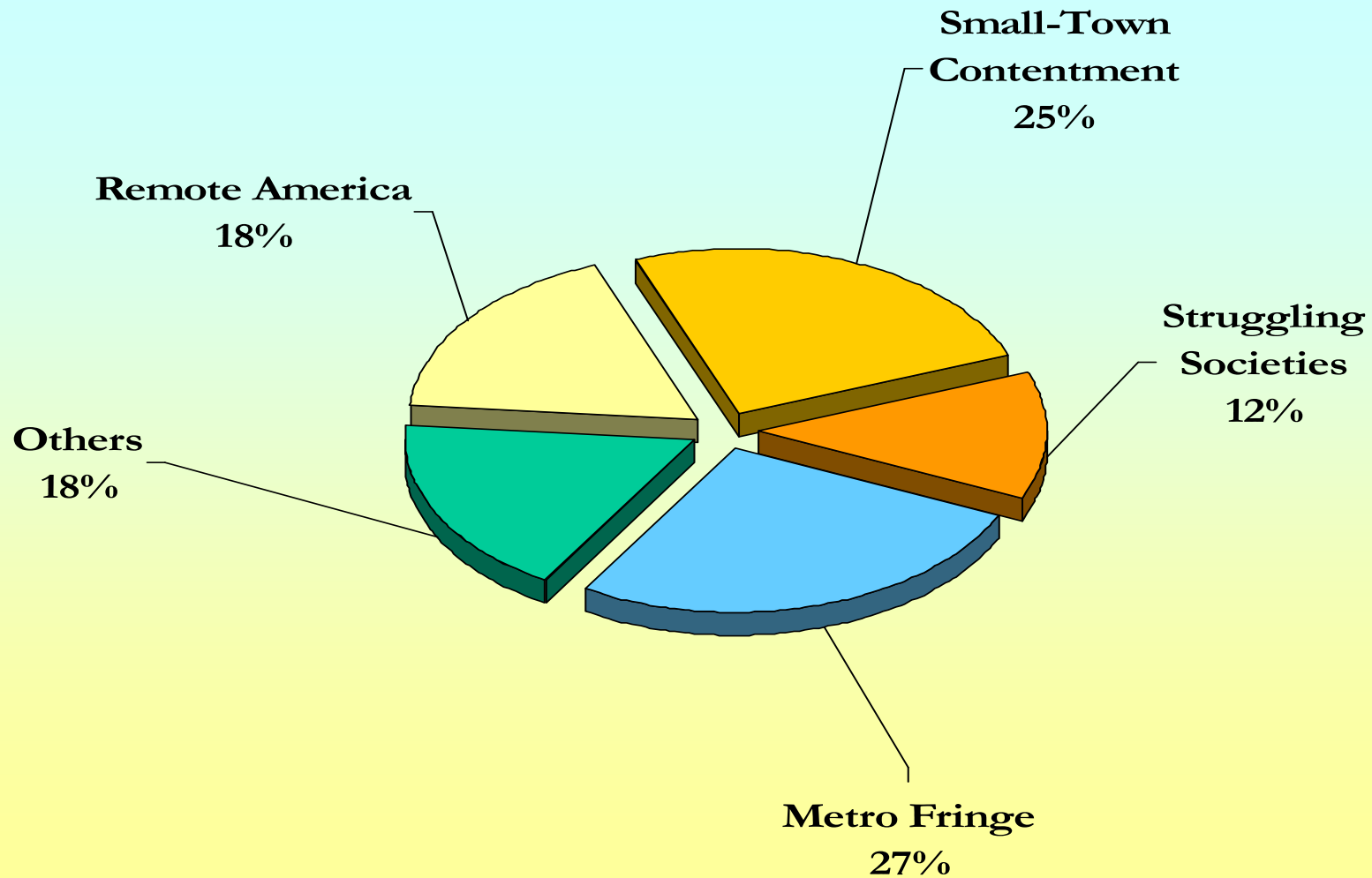
In the following presentation, each MOSAIC group is followed by the largest Subcategory in your customized study area. The combination of both the MOSAIC Cluster and Subcategories will provide you with an accurate portrait of the Average Person found within the Study Area.

Every America household has been placed into one of the 12 groupings and **60 unique** MOSAIC types.

We can show you population by household of each MOSAIC type in the study area and with your members.

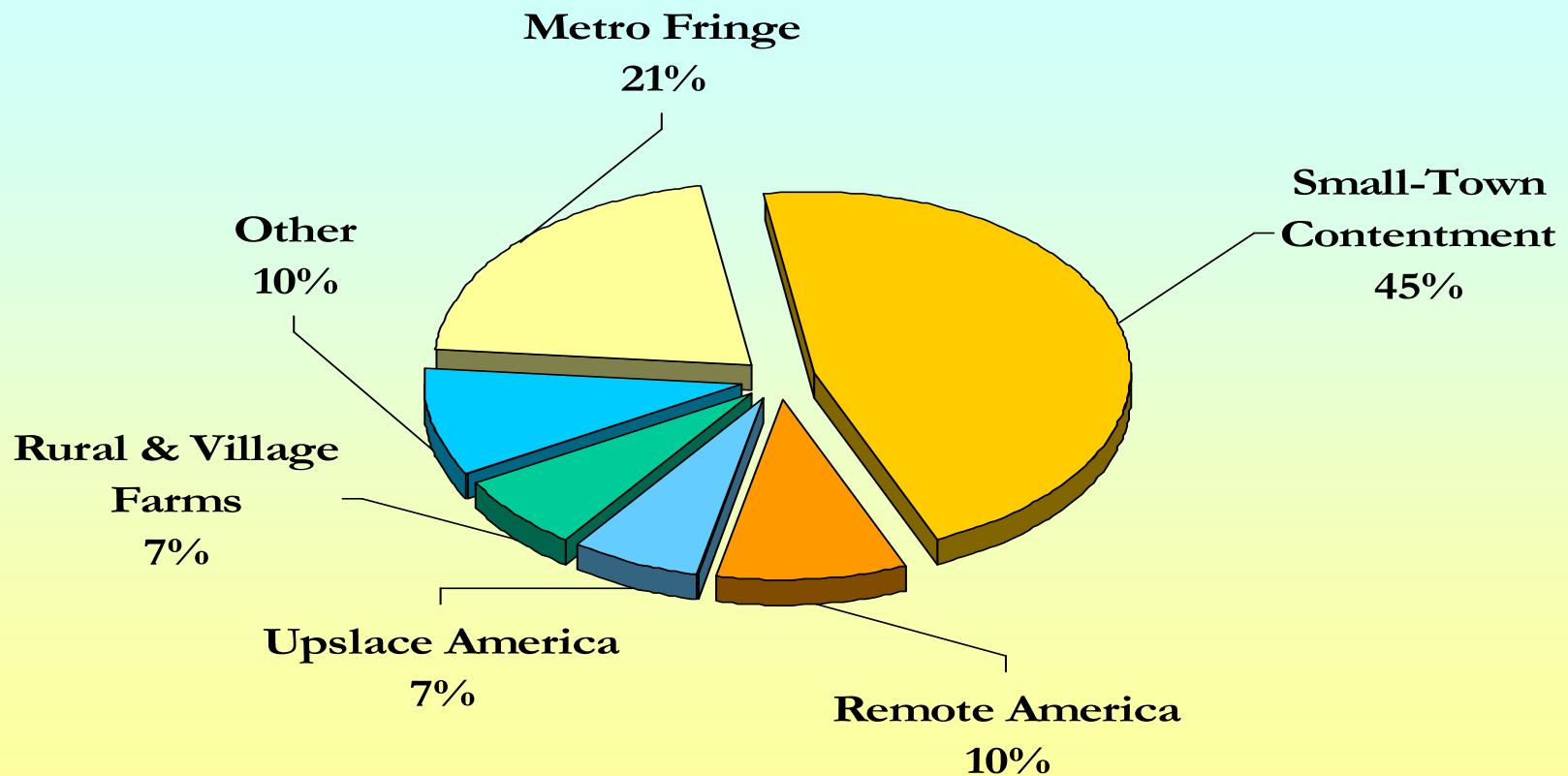
2011 MOSAIC NEIGHBORHOOD

Largest Lifestyle Clusters Within Defined Study Area



2011 MOSAIC NEIGHBORHOOD

Largest Lifestyle Clusters Within Members



Major Lifestyle:

Metro Fringe

3,004 households

Within Study Area

22 households

Within Church Members



Group F: Metro Fringe

Bernie and Hazel

Racially mixed, lower-middle-class clusters in older single-family homes, semi-detached houses and low-rise apartments in satellite cities

Major Lifestyle:

Metro Fringe

Group F: Metro Fringe



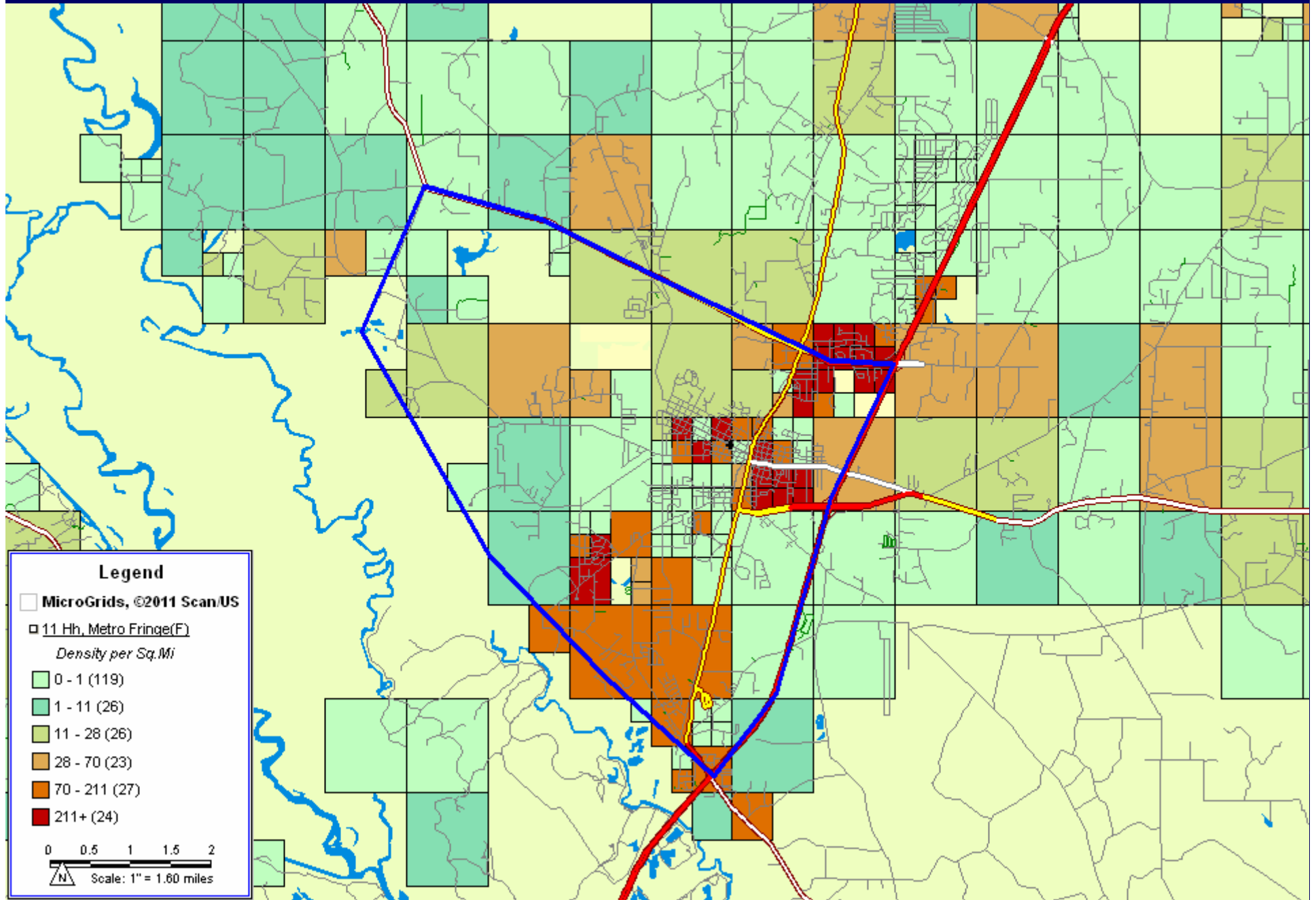
Bernie and Hazel

Metro Fringe is a collection of five racially mixed, lower middle-class Types located primarily in satellite cities such as Kissimmee, FL, Flint, MI, Joliet, IL, and Fresno, CA.

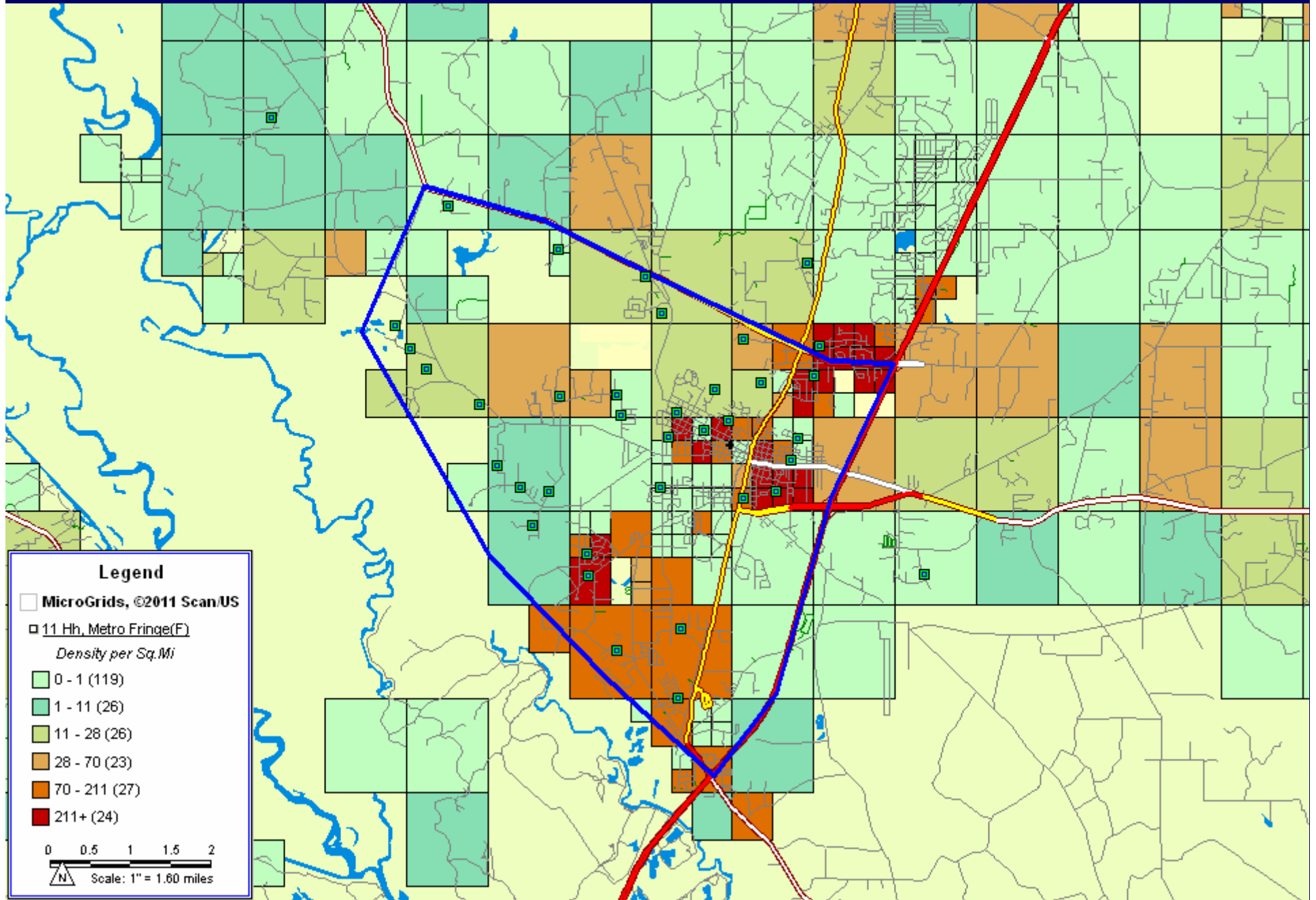
Many of the group's households consist of young singles and couples who work at blue-collar and service industry jobs. They tend to live in older single-family homes, semidetached houses and low-rise apartments. Overall, this group is relatively active and pursues sports oriented lifestyles, participating in activities such as soccer and softball, rollerblading and skateboarding, go-carting and video gaming.

As shoppers, they patronize discount retailers where they buy the latest fashion and tech gear at low prices. In their homes, they're fans of electronic media, whether it's watching youth-oriented cable channels like Spike TV, FX and Cartoon Network, or going online to chat forums and Web sites for job listings or music downloading.

Where *Metro Fringe* Are Located



Where *Metro Fringe* Are Located w/ Geocoded Members



Steadfast Conservatives

Subcategory of: Metro Fringe

Home to high-school educated mature singles and couples living in middle-class urban blue-collar neighborhoods

2,583 Households within study area

22 Households within Members

Steadfast Conservatives

Subcategory of: Metro Fringe

2,583 Households within study area

22 Households within members

Demographics

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in mid-scale urban neighborhoods. Households tend to be white, high school-educated and middle class.

Many have begun to empty nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace.

They earn middle class incomes from skilled jobs in manufacturing, retail and health care. Their incomes go far, allowing residents to own older homes and multiple cars and trucks at higher than average rates.

Steadfast Conservatives

Subcategory of: Metro Fringe

2,583 Households within study area

22 Households within members

Lifestyles

The residents of Steadfast Conservatives live up to their old fashioned reputation. They think the stock market is too risky, computers and the Internet too confusing and take preventive medicine before any sign of illness.

They even regard aerobic exercise as too strenuous, preferring to spend their leisure time fishing, gardening, antiquing or doing needlework or woodworking.

For their social life, they attend activities sponsored by fraternal orders, veterans clubs and church groups.

Steadfast Conservatives

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Lifestyles (cont.)

As consumers, they're likely to be brand loyal when they shop at favorite stores like J.C. Penney for clothes, Dick's Sporting Goods for outdoor gear and Jo-Ann for needlecrafts.

With their middle-class incomes, they make a strong automotive market, especially for American-made pickup trucks and mid-sized sedans. To further protect their established lifestyles, they buy a variety of insurance products—covering health, life, car and home—though primarily low-value policies.

Steadfast Conservatives

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Media

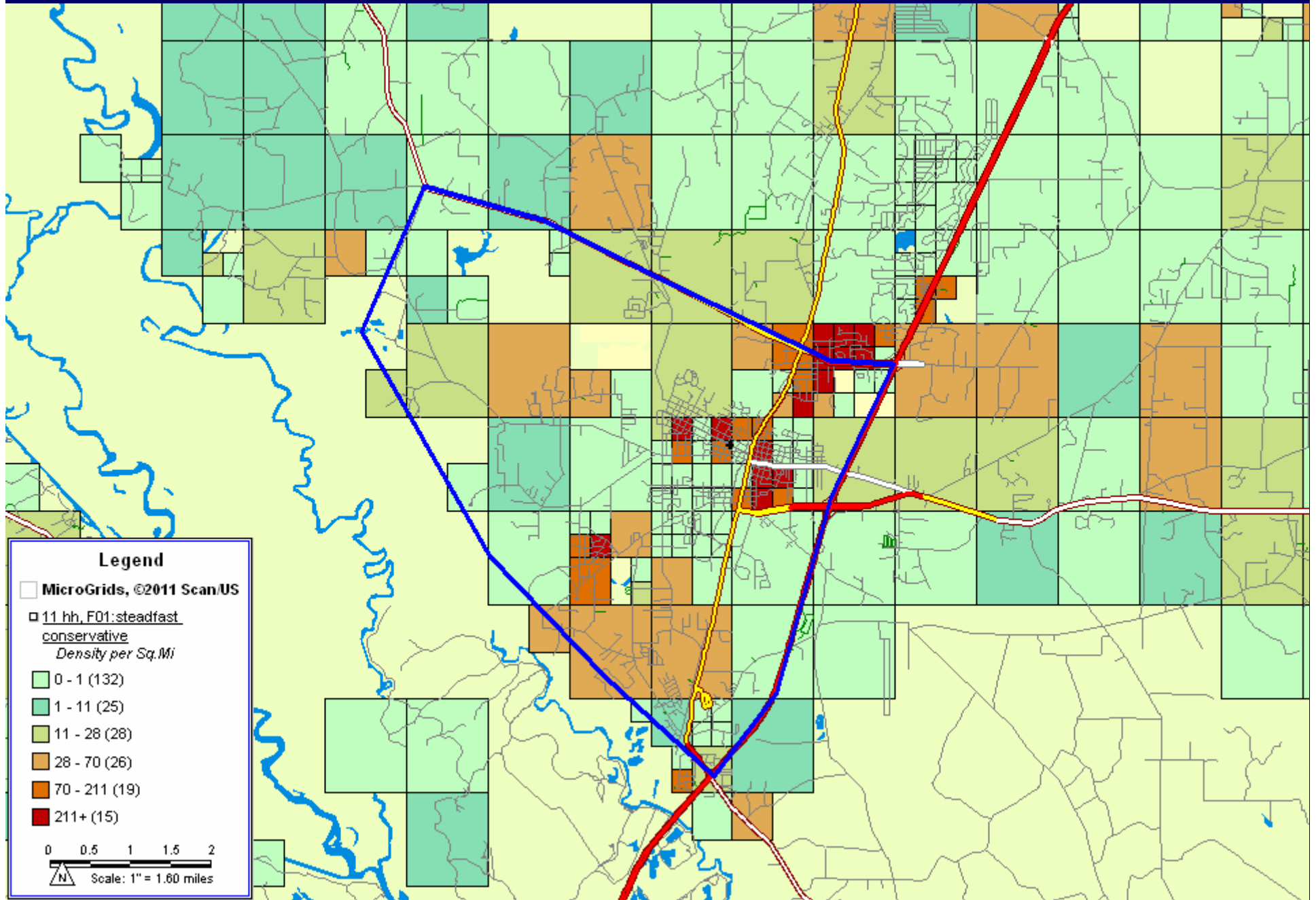
Households in Steadfast Conservatives are fans of traditional media, including print, TV and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives, and they have high rates for watching sitcoms, reality shows, daytime soaps and religious programs.

They enjoy reading magazines that appeal to their do-it-yourself sensibilities including popular titles as Family Handyman, Better Homes & Gardens and Country Living.

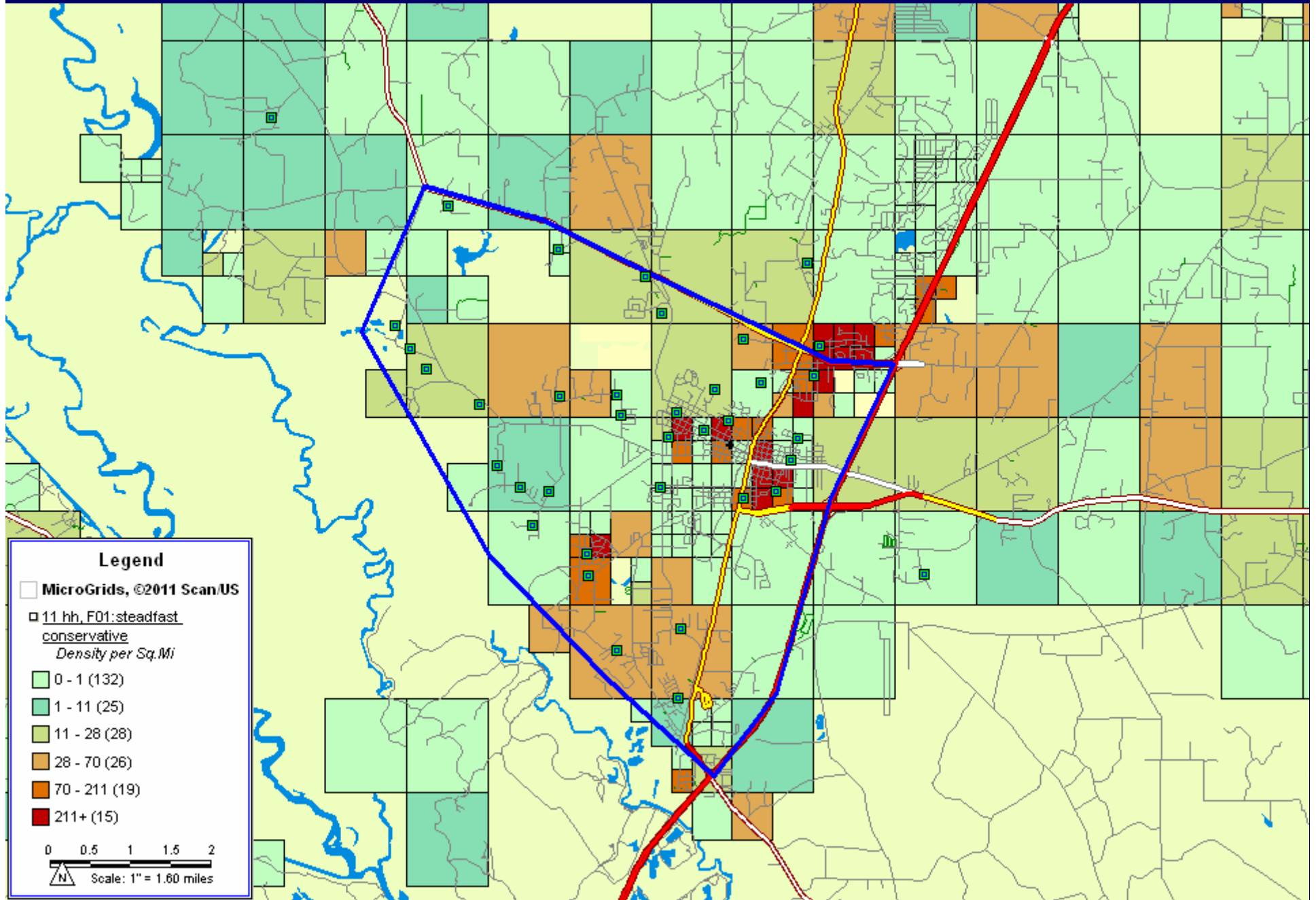
Their radio tastes include a mix of big band, classic rock, country and golden oldies.

These households are mostly unenthusiastic about the Internet, but when online they engage in chat forums and visit **NASCAR.com**.

Where *Steadfast Conservatives* Are Located



Where *Steadfast Conservatives* Are Located w/ Geocoded Members



MOSAIC

Understanding MOSAIC Profiles

Review the slides again. Did you notice the MOSAIC group that would Most Likely describe the Majority of your Congregation?

Is your Church predominately one MOSAIC Lifestyle?

What MOSAIC groups are poorly represented or completely absent from your Church?

If there are other MOSAIC groups that are not currently being reached by your Church, are there other Churches nearby that are Successful in Reaching these Groups?

MOSAIC

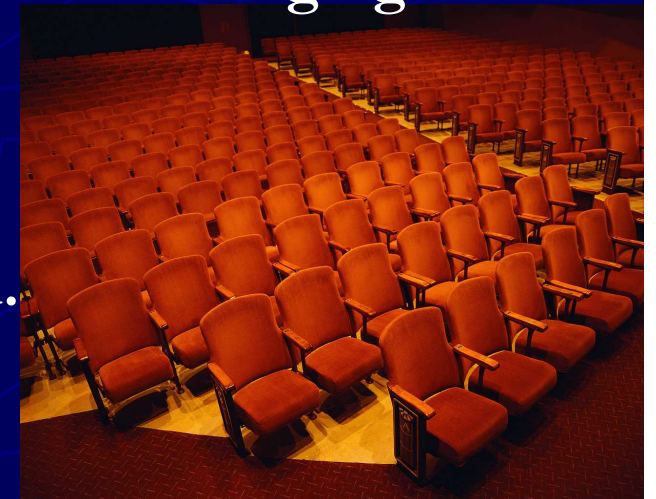
Understanding MOSAIC Profiles

**Concentrate your Effort on Reaching those you
are Already Successful in Reaching by Targeting the Areas
Noted on the MOSAIC Maps.**

**Use your remaining Resources to Sponsor, Develop and
Support new Work among the MOSAIC groups that are Not
being Reached by Your Own Ministry Activity. This would be a
great opportunity to develop strong Community projects.**

Implications of the Demographic Study

- Every Community comes with a Unique set of Circumstances. Demographics can provide you with Key information, but it is Strongest when Prayerfully discussed with your Congregation and Pastoral Leadership Team.
- Every Church is located within a Unique Community. Stock and Pre-Packaged programs may only provide a Temporary solution. The best application of Demographic information is one that places the Congregation in a focused weekly/monthly engagement of the Study Area.
- Review the Demographic Study several times as a Congregation to help your People understand the Nature and Values of your Community. Help your people develop a Missionary perspective of the Lost People in your local Neighborhood.





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for **EVANGELISM & CHURCH HEALTH**

www.leavellcenter.com

lcresearch@nobts.edu

(504)816-8820 • 1-800-662-8701 ext.3340