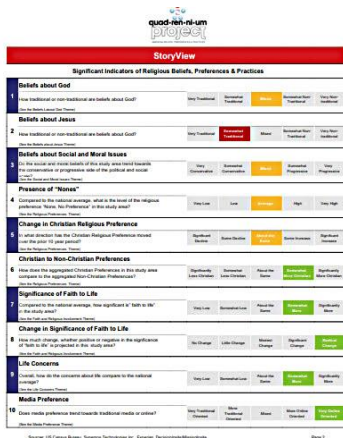


10 Key PeopleView System Applications

- Determine Best Ministry Opportunities** – Discovery of Ministry Opportunities Using MissionInsite’s **PeopleView System™** Tools Built on Google Maps.
- Answer Strategic Ministry Questions by Ministry Area** – What Type of Households Live In Our Ministry Area? Which Neighborhoods Are Growing? What is The Diversity in Our Community? Does Our Membership and Ministry Reflect Our Community?
- Understand Population Trends BEFORE They Happen With Always Current Demographic Information from STI Pop Stats** – Accepted as a Premier Demographic Forecaster by Companies like Kroger and Walgreens. Information is Updated Twice Each Year Including the 2010 Census, Current Year Estimates, 5 Year Projections and 10 Year Forecasts.
- Make Informed Ministry Decisions Based On LOCAL Religious Preferences, Practices and Beliefs** – MissionInsite’s Proprietary Quadrennium Project: An National Survey of American Religious Preferences, Practices and Beliefs. The Only Current Religious Information at Community Level Available to Local Churches.
- Identify and Reach Households in Your Ministry Area With MOSAIC USA Lifestyle Segmentation by Experian** – A Global Segmentation System Classifying More than 1 Billion People Worldwide in More than 30 Countries, Updated Annually. The 71 Distinct MOSAIC Household Types Provide the Most Comprehensive Lifestyle Information Available Today. Tom Bandy’s **Mission Impact Guide** Suggests Ministry Applications for Each MOSAIC Household Type.
- Target Specific Demographic Variables With Opportunity Scan** – The Leading Tool for Analyzing and Identifying Regional, Community and Neighborhood Ministry Potential – Down to the Block Group Level (Approx. 1500 Persons). Create Maps and Data Tables With Top Ministry Target Areas.
- Analyze Ministry Opportunities With PeoplePlot** – A Secure System for Local Churches to View and Identify Church Members and Visitors on a Map. Compare Church Households to Neighborhood Households Using the Proprietary **ComparativeInsite Report** Which Includes the Estimated Financial Support Potential for Congregations. Employ Analytical Tools For Development of Small Group Ministry, Mission Locations and Satellite Ministries.
- Create Neighborhood Thematic Maps** – Create and Print Custom Neighborhood Maps from More Than 76 Demographic Variables to Visually Display Mission Reality.
- Create Customizable Reports** – Choose Only What You Want: Ultimate Flexibility in Selecting Strategic Report Variables for Specific Ministry Applications.
- Generate Demographic Information In Seconds With Report Wizard** – Easy Access to Current Information for Any Geographic Area in seconds. Choose from **QuickInsite**, **ExecutiveInsite**, **FullInsite**, **Impressions** and **Quadrennium** Reports.



	2000	2010	2012	2017
Population	41,233	43,254	42,099	41,595
Population Change		-2,021	-1,155	-504
Percent Change		-4.90%	-2.67%	-1.20%
Households	18,654	19,783	19,210	18,934
Households Change		1,129	-573	-276
Percent Change		6.05%	-2.90%	-1.44%
Population / Households	2.21	2.19	2.19	2.20
Population / Households Change		-0.02	0	0.01
Percent Change		-0.90%	0.00%	0.46%
Family Households	10,827	10,808	10,529	10,376
Family Households Change		-19	-279	-153
Percent Change		-0.18%	-2.58%	-1.45%
Non-Family Households	1,412	1,686	1,627	1,622
Non-Family Households Change		274	-59	-5
Percent Change		19.41%	-3.50%	-0.31%
Average Age	44.82	43.72	44.54	44.85
Average Age Change		-1.10	0.82	0.31
Percent Change		-2.45%	1.86%	0.70%



Significant Indicators of Religious Beliefs, Preferences & Practices	
Beliefs about God	How often do you attend church or other religious services? (Very Frequent, Frequent, Sometimes, Rarely, Never)
Beliefs about Jesus	How often do you read the Bible? (Very Often, Often, Sometimes, Rarely, Never)
Beliefs about Social and Moral Issues	How often do you read news stories about the environment or global warming? (Very Often, Often, Sometimes, Rarely, Never)
Presence of "Nones"	How often do you read news stories about the environment or global warming? (Very Often, Often, Sometimes, Rarely, Never)
Change in Christian Religious Preference	How often do you read news stories about the environment or global warming? (Very Often, Often, Sometimes, Rarely, Never)
Christian to Non-Christian Preference	How often do you read news stories about the environment or global warming? (Very Often, Often, Sometimes, Rarely, Never)
Significance of Faith to Life	How often do you read news stories about the environment or global warming? (Very Often, Often, Sometimes, Rarely, Never)
Change in Significance of Faith to Life	How often do you read news stories about the environment or global warming? (Very Often, Often, Sometimes, Rarely, Never)
Life Concerns	How often do you read news stories about the environment or global warming? (Very Often, Often, Sometimes, Rarely, Never)
Media Preference	How often do you read news stories about the environment or global warming? (Very Often, Often, Sometimes, Rarely, Never)

