

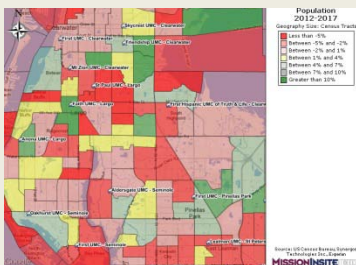
10 Key PeopleView System Applications



- 1) **Determine Best Ministry Opportunities** – Discovery of Ministry Opportunities using MissionInsite's **PeopleView System™** tools built on Google Maps.
- 2) **Answer Strategic Ministry Questions by Neighborhood** – Where are the Families in Our Ministry Area? What Neighborhoods Are Growing? What is The Stewardship Potential in Your Ministry Area?
- 3) **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.
- 4) **Make Informed Ministry Decisions Based Upon LOCAL Religious Preferences, Practices and Beliefs** – MissionInsite's Quadrennium Project: An National Survey of American Religious Preferences, Practices and Beliefs. The Only Current Religious Information at Community Level Available to Local Churches.
- 5) **Identify and Reach Households in Your Ministry Area With MOSAIC USA Lifestyle Segmentation by Experian** – A Global Segmentation Network Classifying More than 1 Billion People Worldwide in More than 30 Countries, Updated Annually. The 71 Distinct MOSAIC Household Types Provide the Richest Lifestyle Information Available Today. Tom Bandy's **Mission Impact Guide** Suggests Ministry Applications for each MOSAIC Household Type.
- 6) **Target Specific Demographic Groups With Opportunity Scan** – The Leading Tool <http://missioninsite.com/about-us/client-list/for-Regional-Mission-Opportunity-Analysis> – Down to the Block Group Level (Approx. 1500 Persons). Create Maps and Data Tables With “Top Ten” Ministry Target Areas.
- 7) **Small Group Development, Mission Locations and Satellite Ministry Opportunities With Congregant Plot** – A Secure System for Local Churches to View and Identify Church Members and Visitors on a Map. Employ Analysis Tools For Small Group Ministry Development, Mission Location and Satellite Ministries Opportunities.
- 8) **Create Neighborhood Thematic Maps** – Create and Print Custom Neighborhood Maps from More Than 76 Demographic Variables To Graphically Display Mission Reality.
- 9) **Create Customizable Reports** – Choose Only What You Want: Ultimate Flexibility in Selecting Strategic Report Variables for Specific Ministry Applications.
- 10) **Generate Demographic Information In Seconds With Report Wizard** – Easy Access to Current Information for Any Geographic Area in seconds. Choose from **QuickInsite**, **Executivelnsite**, **FullInsite** or **Impressions** Reports.

Demographic Trends				
	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	
1. How religious or non-religious are individuals about God?	Very Religious, Religious, Neutral, Non-Religious, Very Non-Religious
2. How religious or non-religious are individuals about God?	Very Religious, Religious, Neutral, Non-Religious, Very Non-Religious
3. How religious or non-religious are individuals about God?	Very Religious, Religious, Neutral, Non-Religious, Very Non-Religious
4. Compared to the national average, where is the level of the religious preference "None/No Religion/Other" in this study area?	Very High, High, Average, Low, Very Low
5. What direction has the Christian Religious Preference moved over the last 10 years period?	Significant Increase, Moderate Increase, Slight Increase, No Change, Slight Decrease, Moderate Decrease, Significant Decrease
6. How does the aggregated Christian Preference in this study area compare to the aggregated Christian Preference?	Significantly Higher, Higher, Average, Lower, Significantly Lower
7. Significance of Faith to Life	Very High, High, Average, Low, Very Low
8. Change in Significance of Faith to Life	Very High, High, Average, Low, Very Low
9. Life Concerns	Very High, High, Average, Low, Very Low
10. Media Preference	Very Religious, Religious, Neutral, Non-Religious, Very Non-Religious



MissionInsite
101 Pacifica, Suite 380
Irvine, CA 92618
(877) 230-3212
info@MissionInsite.com
www.MissionInsite.com

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