

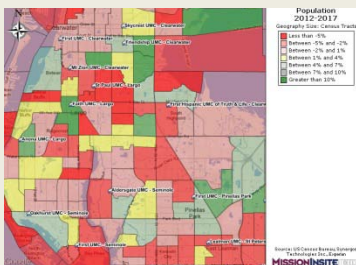
# 10 Key PeopleView System Applications



- 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? (The more you know about this, the better you know your people)                  | Very Religious   Religious   Not Religious   Very Not Religious |
| 2. How religious or non-religious are individuals about Jesus? (The more you know about this, the better you know your people)                | Very Religious   Religious   Not Religious   Very Not Religious |
| 3. How religious or non-religious are individuals about the Bible? (The more you know about this, the better you know your people)            | Very Religious   Religious   Not Religious   Very Not Religious |
| 4. How religious or non-religious are individuals about the Church? (The more you know about this, the better you know your people)           | Very Religious   Religious   Not Religious   Very Not Religious |
| 5. How religious or non-religious are individuals about the Christian faith? (The more you know about this, the better you know your people)  | Very Religious   Religious   Not Religious   Very Not Religious |
| 6. How religious or non-religious are individuals about the Christian faith? (The more you know about this, the better you know your people)  | Very Religious   Religious   Not Religious   Very Not Religious |
| 7. How religious or non-religious are individuals about the Christian faith? (The more you know about this, the better you know your people)  | Very Religious   Religious   Not Religious   Very Not Religious |
| 8. How religious or non-religious are individuals about the Christian faith? (The more you know about this, the better you know your people)  | Very Religious   Religious   Not Religious   Very Not Religious |
| 9. How religious or non-religious are individuals about the Christian faith? (The more you know about this, the better you know your people)  | Very Religious   Religious   Not Religious   Very Not Religious |
| 10. How religious or non-religious are individuals about the Christian faith? (The more you know about this, the better you know your people) | Very Religious   Religious   Not Religious   Very Not Religious |



**MissionInsite**  
 101 Pacifica, Suite 380  
 Irvine, CA 92618  
 (877) 230-3212  
[info@MissionInsite.com](mailto:info@MissionInsite.com)  
[www.MissionInsite.com](http://www.MissionInsite.com)

Enjoy exploring your ministry area and discovering new mission opportunities!