

ministry area profile 2019

Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

Study Area Definition:
Custom Polygon



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Table of Contents

INTERVIEW	1
SNAPSHOT	2
FINGERPRINT	3
TRENDS	4
POPULATION	4
HOUSEHOLDS	4
POPULATION BY RACE/ETHNICITY	4
POPULATION BY GENDER	4
AGE	4
INCOME	4
POPULATION BY PHASE OF LIFE	5
POPULATION BY AGE (DETAIL)	5
CENSUS	6
MARITAL STATUS	6
FAMILY STRUCTURE	6
GROUP QUARTERS	7
RACE/ETHNICITY	7
EDUCATION	8
OCCUPATION	8
EMPLOYMENT	9
POVERTY AND RETIREMENT INCOME	9
HOUSING	10
TRANSPORTATION	12
U.S. LIFESTYLES	13
ETHOS	15
FAITH INVOLVEMENT	15
RELIGIOUS PREFERENCE	15
LEADERSHIP PREFERENCE	15
PRIMARY CONCERNS	16
KEY VALUES	17
HOUSEHOLD CONTRIBUTIONS	17

Date: 5/26/2019

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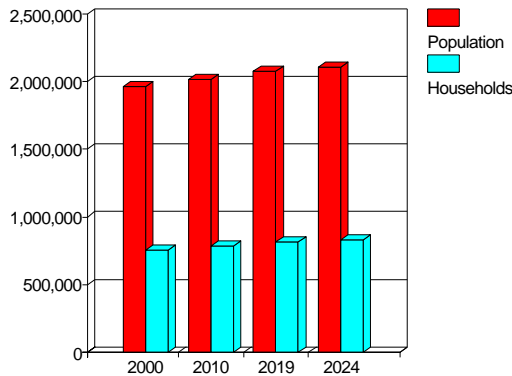
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 2,079,629 persons residing in the defined study area. This represents an increase of 113,604 or 5.8% since 2000. During the same period of time, the U.S. as a whole grew by 17.0%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2019 and 2024, the population is projected to increase by 1.5% or 32,058 additional persons. During the same period, the U.S. population is projected to grow by 3.6%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely high* with a considerable 48 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Black Households* representing 12.4% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 52.6% of the population and all other racial/ethnic groups make up 47.4% which is somewhat above the national average of 40%. The largest of these groups, *African-Americans*, accounts for 24.0% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 13.3% between 2019 and 2024. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**
A The largest age group in terms of numbers is *Millennials* (age 18 to 37) comprised of 597,061 persons or 28.7% of the total population in the area. *Builders* (age 95 and up) make up 0.2% of the population which compared to a national average of 0.1% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *very non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 87.1% of the population aged 25 and over have graduated from high school as compared to the national average of 87.3%, college graduates account for 34.1% of those over 25 in the area versus 31.0% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Racial/Ethnic Prejudice, Affordable Housing, Neighborhood Crime and Safety, Social Injustice, Employment Opportunities* and *Better Quality Healthcare*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *somewhat high* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$87,703 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

Date: 5/26/2019

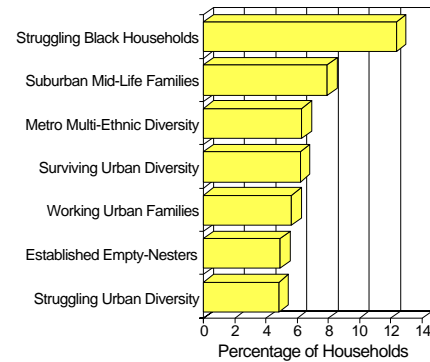
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Population and Households

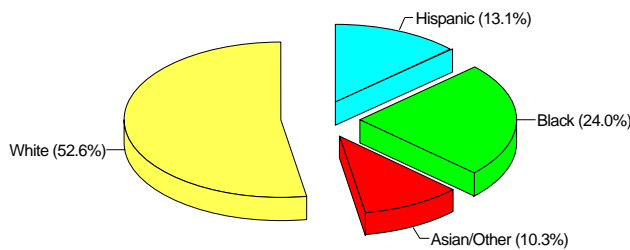


Primary U.S. Lifestyles Segments-2019

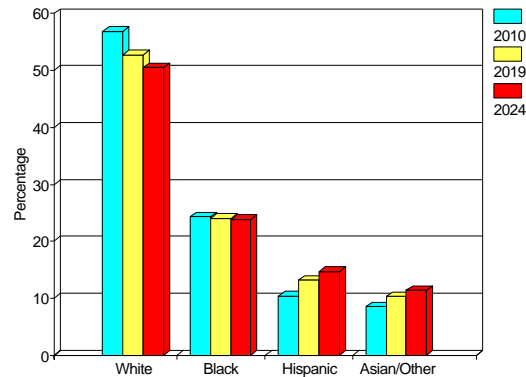


The population in the study area has increased by 65056 persons, or 3.2% since 2010 and is projected to increase by 32058 persons, or 1.5% between 2019 and 2024. The number of households has increased by 33329, or 4.2% since 2010 and is projected to increase by 15698, or 1.9% between 2019 and 2024.

Population By Race/Ethnicity-2019

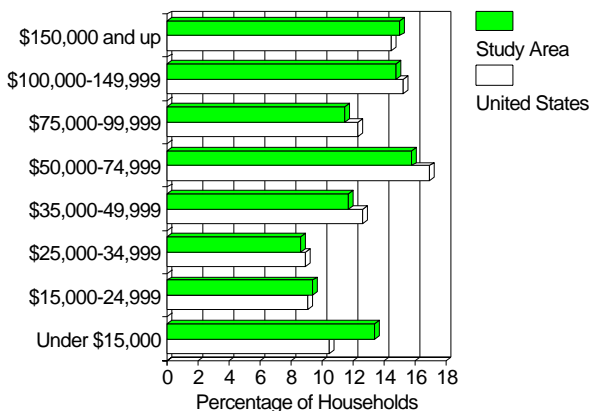


Population By Race/Ethnicity Trend

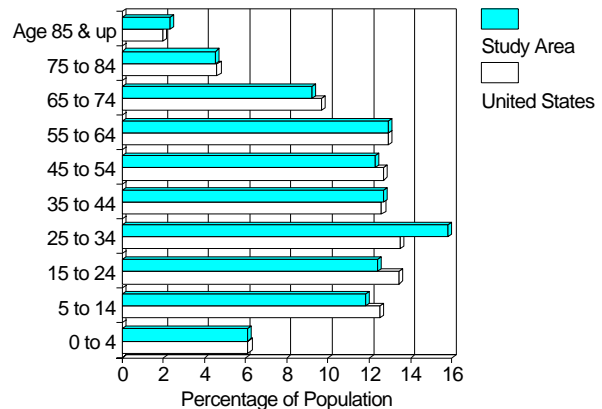


Between 2019 and 2024, the White population is projected to decrease by 30937 persons and to decrease from 52.6% to 50.4% of the total population. The Black population is projected to increase by 2426 persons and to decrease from 24.0% to 23.8% of the total. The Hispanic/Latino population is projected to increase by 36130 persons and to increase from 13.1% to 14.6% of the total. The Asian/Other population is projected to increase by 24440 persons and to increase from 10.3% to 11.3% of the total population.

Households By Income-2019



Population by Age-2019

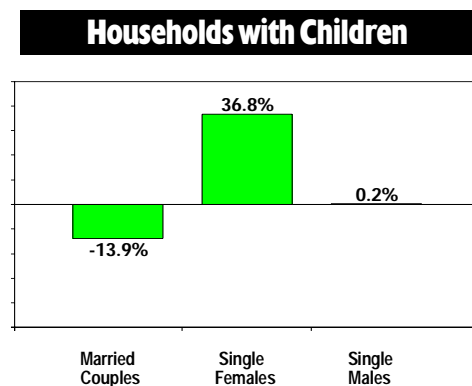
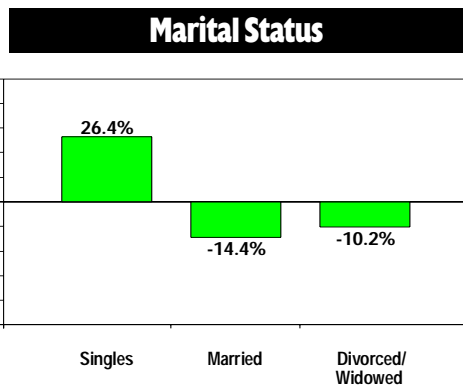
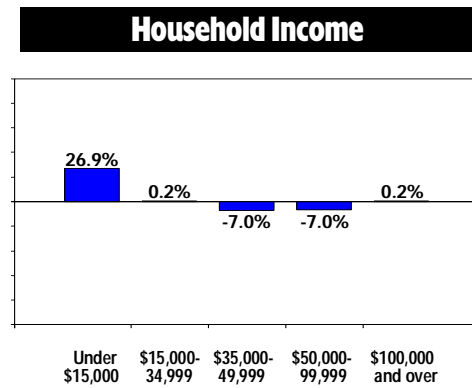
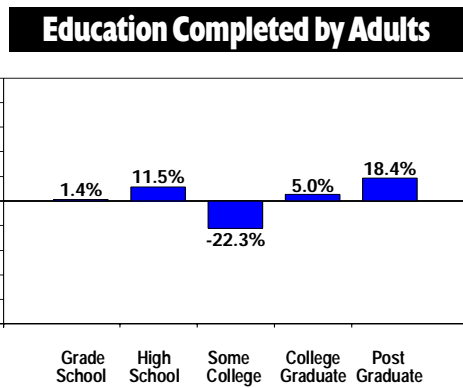
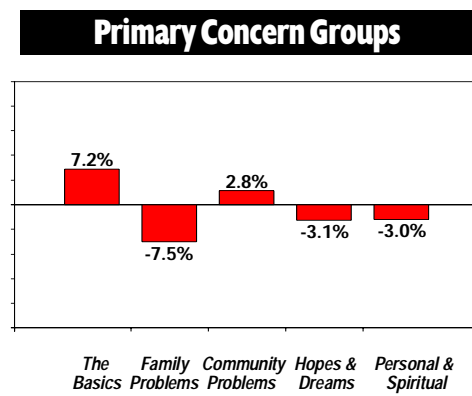
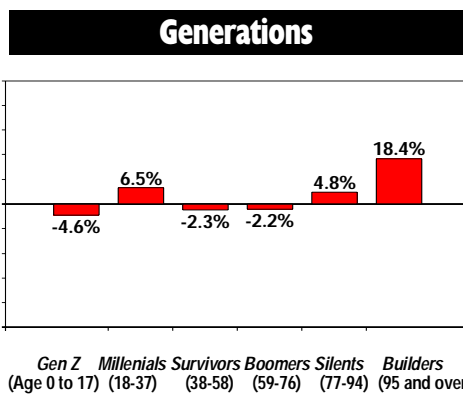
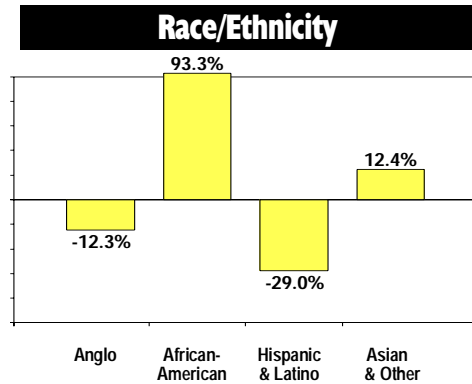
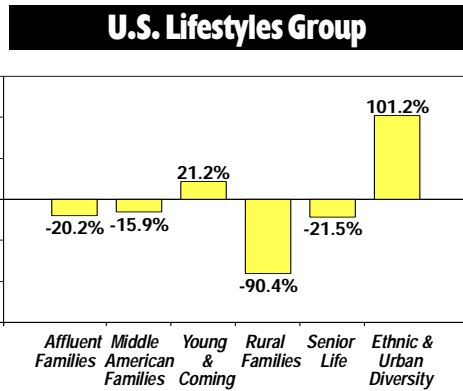


The average household income in the study area is \$87703 a year as compared to the U.S. average of \$89646. The average age in the study area is 39.5 and is projected to increase to 40.3 by 2024. The average age in the U.S. is 39.4 and is projected to increase to 40.2 by 2024.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2019 Update	2024 Projection		
▲ Population	1,966,025	2,014,573	2,079,629	2,111,687		
Population Change		48,548	65,056	32,058		
Percentage Change		2.5%	3.2%	1.5%		
Average Annual Growth Rate		0.2%	0.4%	0.3%		
▲ Density (Pop. per square mile)	4,000	4,098	4,231	4,296		
HOUSEHOLDS						
▲ Households	755,523	784,348	817,677	833,375		
Household Change		28,825	33,329	15,698		
Percentage Change		3.8%	4.2%	1.9%		
Average Annual Growth Rate		0.4%	0.5%	0.4%		
↓ Persons Per Household	2.53	2.50	2.48	2.47		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2019 Update		2024 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	1,144,456	56.8%	1,094,668	52.6%	1,063,731	50.4%
↓ African-American (Non-Hisp)	488,753	24.3%	499,112	24.0%	501,538	23.8%
▲ Hispanic/Latino	209,855	10.4%	272,248	13.1%	308,378	14.6%
▲ Asian/Other (Non-Hisp)	171,509	8.5%	213,601	10.3%	238,041	11.3%
POPULATION BY GENDER						
↓ Female	1,053,060	52.3%	1,083,249	52.1%	1,097,293	52.0%
▲ Male	961,512	47.7%	996,380	47.9%	1,014,394	48.0%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	220,700	11.0%	446,378	21.5%	582,043	27.6%
Millennials (Born 1982 to 2001)	574,915	28.5%	597,053	28.7%	581,007	27.5%
↓ Survivors (Born 1961 to 1981)	564,542	28.0%	541,684	26.0%	538,726	25.5%
↓ Boomers (Born 1943 to 1960)	426,443	21.2%	370,728	17.8%	328,233	15.5%
↓ Silents (Born 1925 to 1942)	188,270	9.3%	120,370	5.8%	81,529	3.9%
↓ Builders (Born 1924 and earlier)	39,488	2.0%	3,414	0.2%	150	0.0%
AGE						
▲ Average Age		38.3		39.5		40.3
▲ Median Age		37.7		39.2		40.1
INCOME						
▲ Average Household Income		\$66,275		\$87,703		\$97,308
▲ Median Household Income		\$55,334		\$66,733		\$73,481
▲ Per Capita Income		\$25,803		\$34,483		\$38,403

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2019 Update		2024 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	69,152	8.8%	122,439	15.0%	151,091	18.1%
▲ \$100,000 to \$149,999	95,340	12.2%	120,584	14.7%	130,681	15.7%
\$75,000 to \$99,999	91,788	11.7%	94,017	11.5%	95,898	11.5%
↓ \$50,000 to \$74,999	132,401	16.9%	128,509	15.7%	126,219	15.1%
↓ \$35,000 to \$49,999	102,204	13.0%	95,876	11.7%	92,163	11.1%
↓ \$25,000 to \$34,999	78,430	10.0%	70,504	8.6%	66,287	8.0%
↓ \$15,000 to \$24,999	84,179	10.7%	76,696	9.4%	71,089	8.5%
↓ Under \$15,000	130,854	16.7%	109,052	13.3%	99,946	12.0%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	124,659	6.2%	126,429	6.1%	124,594	5.9%
Required Formal Schooling (5-17)	326,925	16.2%	319,949	15.4%	327,268	15.5%
↓ College Years, Career Starts (18-24)	219,900	10.9%	183,908	8.8%	179,865	8.5%
Singles and Young Families (25-34)	288,761	14.3%	328,188	15.8%	303,841	14.4%
Families, Empty Nesters (35-54)	546,297	27.1%	518,831	24.9%	527,633	25.0%
Enrichment Years Singles/Couples (55-64)	233,609	11.6%	268,407	12.9%	266,479	12.6%
▲ Retirement Opportunities (65+)	274,207	13.6%	333,916	16.1%	382,009	18.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	124,659	6.2%	126,429	6.1%	124,594	5.9%
5 to 9 years	120,051	6.0%	124,767	6.0%	126,007	6.0%
10 to 14 years	124,450	6.2%	121,010	5.8%	124,760	5.9%
15 to 17 years	82,424	4.1%	74,172	3.6%	76,501	3.6%
↓ 18 to 20 years	93,989	4.7%	81,458	3.9%	81,723	3.9%
↓ 21 to 24 years	125,911	6.3%	102,450	4.9%	98,142	4.6%
↓ 25 to 29 years	155,163	7.7%	148,220	7.1%	136,812	6.5%
30 to 34 years	133,598	6.6%	179,968	8.7%	167,029	7.9%
35 to 39 years	123,863	6.1%	141,595	6.8%	142,462	6.7%
40 to 44 years	132,027	6.6%	122,182	5.9%	141,701	6.7%
↓ 45 to 49 years	144,021	7.1%	124,097	6.0%	121,743	5.8%
↓ 50 to 54 years	146,386	7.3%	130,957	6.3%	121,727	5.8%
55 to 59 years	127,739	6.3%	134,763	6.5%	126,964	6.0%
▲ 60 to 64 years	105,870	5.3%	133,644	6.4%	139,515	6.6%
▲ 65 to 69 years	77,414	3.8%	105,124	5.1%	121,437	5.8%
▲ 70 to 74 years	59,875	3.0%	86,255	4.1%	104,899	5.0%
75 to 84 years	93,042	4.6%	93,764	4.5%	105,706	5.0%
▲ 85 or more years	43,876	2.2%	48,773	2.3%	49,967	2.4%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2019)	1,707,422			
▲ Single (Never Married)	724,919	42.5%	33.6%	126
Married	724,427	42.4%	49.6%	86
Divorced/Widowed	258,077	15.1%	16.8%	90
Marital Status Females 15 and Older (2019)	900,808			
▲ Single (Never Married)	361,582	40.1%	30.5%	131
Married	364,723	40.5%	48.3%	84
Divorced/Widowed	174,503	19.4%	21.1%	92
Marital Status Males 15 and Older (2019)	806,614			
▲ Single (Never Married)	363,337	45.0%	36.8%	122
Married	359,703	44.6%	50.9%	88
Divorced/Widowed	83,574	10.4%	12.3%	84
FAMILY STRUCTURE				
Households By Type (2019)	817,677			
Married Couple	321,423	39.3%	48.6%	81
Other Family - Male Head of Household	41,790	5.1%	4.9%	104
▲ Other Family - Female Head of Household	137,929	16.9%	12.9%	130
Non Family - Male Head of Household	143,297	17.5%	15.8%	111
Non Family - Female Head of Household	173,238	21.2%	17.7%	120
Households With Children 0 to 18 (2019)	250,075			
Married Couple Family	140,773	56.3%	65.4%	86
Other Family - Male Head of Household	21,150	8.5%	8.4%	100
▲ Other Family - Female Head of Household	86,174	34.5%	25.2%	137
Non Family	1,977	0.8%	1.0%	82
Population By Household Type (2019)	2,079,629			
Group Quarters	53,719	2.6%	2.5%	105

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GROUP QUARTERS				
Population In Group Quarters By Type (2019)	53,719			
↓ Correctional Facilities	7,860	14.6%	29.7%	49
College Dorms	20,627	38.4%	32.0%	120
↓ Military	136	0.3%	4.3%	6
Nursing Homes	12,935	24.1%	18.7%	128
▲ Other	12,160	22.6%	15.2%	149
RACE/ETHNICITY				
Population By Race/Ethnicity (2019)	2,079,629			
White (Non-Hispanic)	1,094,668	52.6%	60.0%	88
▲ African-American (Non-Hisp)	499,112	24.0%	12.4%	193
↓ Hispanic/Latino	272,248	13.1%	18.4%	71
↓ Native American (Non-Hisp)	3,281	0.2%	0.7%	22
▲ Asian (Non-Hisp)	161,646	7.8%	5.7%	136
↓ Hawaiian & Pacific Islander (Non-Hisp)	589	0.0%	0.2%	16
Other Races & Multiple Races (Non-Hisp)	48,085	2.3%	2.5%	91
Asian Population By Race (2019)	162,948			
Chinese	42,676	26.2%	22.9%	114
↓ Japanese	1,139	0.7%	4.5%	16
▲ Indian	44,033	27.0%	21.4%	126
▲ Korean	18,166	11.1%	8.5%	132
Vietnamese	19,159	11.8%	10.4%	113
↓ Other Asian Races	37,775	23.2%	32.3%	72
Hispanic/Latino Population By Race (2019)	272,248			
↓ White	101,066	37.1%	53.1%	70
▲ African-American	21,612	7.9%	2.5%	316
▲ Native American	5,059	1.9%	1.4%	136
Asian	1,302	0.5%	0.4%	115
▲ Other Races & Multiple Races	143,209	52.6%	42.6%	123
Hispanic/Latino Population By Origin (2019)	272,248			
↓ Mexican	30,818	11.3%	62.0%	18
▲ Puerto Rican	164,385	60.4%	9.7%	624
↓ Cuban	6,329	2.3%	3.6%	64
Other Hispanic Origin	70,716	26.0%	24.7%	105

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	522,779			
Pre-Primary (Public)	15,783	3.0%	3.4%	88
▲ Pre-Primary (Private)	19,065	3.6%	2.6%	139
Elementary/High School (Public)	263,705	50.4%	58.9%	86
▲ Elementary/High School (Private)	60,795	11.6%	6.6%	175
Enrolled in College	163,431	31.3%	28.4%	110
Population By Education Completed (Age 25 and over) (2019)	1,449,343			
Elementary (Less than 9 years)	66,134	4.6%	5.4%	84
Some High School (9 to 11 years)	120,657	8.3%	7.3%	115
High School Graduate (12 years)	441,364	30.5%	27.3%	112
↓ Some College (13 to 15 years)	234,614	16.2%	20.7%	78
↓ Associate Degree	92,380	6.4%	8.3%	77
Bachelor's Degree	291,867	20.1%	19.2%	105
Graduate Degree	202,327	14.0%	11.8%	118
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2019)	961,325			
TOTAL WHITE COLLAR	627,679	65.3%	61.5%	106
Executive and Managerial	95,241	9.9%	10.2%	97
Professional Specialty	183,975	19.1%	16.8%	114
Technical Support	98,203	10.2%	8.6%	118
Sales	94,014	9.8%	10.6%	93
Administrative Support & Clerical	156,246	16.3%	15.2%	107
TOTAL BLUE COLLAR	333,647	34.7%	38.5%	90
Service: Private Households	39,493	4.1%	3.8%	109
Service: Protective	23,653	2.5%	2.1%	117
Service: Other	74,146	7.7%	7.6%	101
↓ Farming, Forestry & Fishing	1,698	0.2%	0.7%	25
Precision Production and Craft	84,336	8.8%	10.9%	81
↓ Operators and Assemblers	23,702	2.5%	3.1%	79
Transportation and Material Moving	53,048	5.5%	6.4%	87
Laborers	33,571	3.5%	4.0%	88

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2019)	1,683,105			
Employed	976,261	58.0%	59.3%	98
▲ Unemployed	83,091	4.9%	3.8%	129
Not in Labor Force	623,753	37.1%	36.8%	101
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	418,136	66.2%	66.8%	99
With No Own Children	280,537	44.4%	42.2%	105
With Own Children Age 0 to 5 only	32,723	5.2%	5.5%	95
With Own Children Age 6 to 17 only	81,157	12.9%	14.8%	87
With Own Children Both Age 0 to 5 and 6 to 17	23,719	3.8%	4.3%	87
TOTAL NOT WORKING (UNEMPLOYED)	46,627	7.4%	6.2%	119
▲ With No Own Children	29,003	4.6%	3.8%	122
▲ With Own Children Age 0 to 5 only	5,275	0.8%	0.7%	127
With Own Children Age 6 to 17 only	8,515	1.3%	1.3%	107
With Own Children Both Age 0 to 5 and 6 to 17	3,834	0.6%	0.5%	111
TOTAL NOT IN THE LABOR FORCE	166,611	26.4%	27.0%	98
With No Own Children	114,655	18.2%	17.1%	106
With Own Children Age 0 to 5 only	13,843	2.2%	2.6%	84
With Own Children Age 6 to 17 only	26,012	4.1%	4.6%	89
↓ With Own Children Both Age 0 to 5 and 6 to 17	12,101	1.9%	2.6%	72
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$25,100 for family of 4) (2019)	817,677			
Above Poverty Line (Households with Children)	437,108	59.5%	60.7%	98
Above Poverty Line (Households without Children)	187,509	25.5%	26.8%	95
▲ Below Poverty Line (Households with Children)	64,036	8.7%	7.2%	122
Below Poverty Line (Households without Children)	46,179	6.3%	5.4%	117
Households By Presence of Retirement Income (2013)	784,348			
With Retirement Income	126,084	16.1%	17.6%	92
Without Retirement Income	637,093	81.2%	81.5%	100

Date: 5/26/2019

Prepared For:
Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

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Custom Polygon

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HOUSING				
Occupied Units By Type (2019)	817,677			
Owner Occupied	503,999	61.6%	65.0%	95
Renter Occupied	313,678	38.4%	35.0%	110
Median Rent (2013)	\$960		\$904	106
Structures By Number of Units (2019)	890,947			
Single Unit	615,209	69.1%	67.3%	103
▲ 3 to 4 Units	105,407	11.8%	8.0%	147
↓ 5 to 19 Units	60,760	6.8%	9.4%	73
20 to 49 Units	26,366	3.0%	3.6%	81
▲ 50 or more Units	77,662	8.7%	5.3%	164
↓ Mobile Home	5,331	0.6%	6.3%	10
↓ Other	213	0.0%	0.1%	28
Single To Multiple Unit Ratio	2.28		2.55	89
Owner-Occupied Property Values (2019)	503,999			
↓ Under \$40,000	17,337	3.4%	5.6%	61
\$40,000 to \$59,999	12,609	2.5%	3.0%	83
\$60,000 to \$79,999	17,523	3.5%	4.2%	82
\$80,000 to \$99,999	21,973	4.4%	5.4%	81
\$100,000 to 149,999	58,270	11.6%	13.2%	88
\$150,000 to \$199,999	65,640	13.0%	13.6%	96
▲ \$200,000 to \$299,999	124,778	24.8%	18.8%	132
▲ \$300,000 to \$499,999	127,194	25.2%	19.6%	129
\$500,000 to \$999,999	50,205	10.0%	12.3%	81
↓ \$1,000,000 and over	8,470	1.7%	4.2%	40
Median Property Value	\$269,413		\$226,495	119

Date: 5/26/2019

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HOUSING (CONTINUED)				
Housing Units By Year Built (2019)	890,947			
↓ 2010 and later	46,679	5.2%	7.8%	67
↓ 2000 to 2009	45,709	5.1%	14.5%	35
↓ 1990 to 1999	50,161	5.6%	13.4%	42
↓ 1980 to 1989	65,529	7.4%	12.9%	57
↓ 1970 to 1979	89,733	10.1%	14.6%	69
1960 to 1969	107,591	12.1%	10.1%	119
▲ 1950 to 1959	152,920	17.2%	9.9%	174
▲ 1949 or earlier	332,627	37.3%	16.8%	222
Households By Number of Persons (2019)	817,677			
1 Person Household	255,404	31.2%	27.2%	115
2 Person Household	244,361	29.9%	32.4%	92
3 Person Household	132,647	16.2%	16.2%	100
4 Person Household	101,352	12.4%	13.1%	94
5 Person Household	49,952	6.1%	6.4%	95
6 Person Household	20,548	2.5%	2.7%	92
7 or more Person Household	13,413	1.6%	1.9%	86
Average Persons Per Household	2.5		2.6	97
Households By Heating Type (2013)	763,177			
▲ Utility and Other Gas	516,598	67.7%	54.0%	125
↓ Electric	143,387	18.8%	36.1%	52
▲ Oil	95,817	12.6%	6.1%	204
↓ Coal and Wood	2,910	0.4%	2.2%	17
↓ Solar/Other Fuel	1,735	0.2%	0.5%	46
↓ No Fuel Used	2,730	0.4%	0.9%	38

Date: 5/26/2019

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2019)	817,677			
▲ No Vehicles	161,076	19.7%	8.6%	230
1 Vehicle	319,134	39.0%	32.9%	118
↓ 2 Vehicle	239,052	29.2%	37.5%	78
↓ 3 or more Vehicles	98,415	12.0%	21.0%	57
Workers By Travel Time to Work (2019)	902,283			
↓ Less than 15 minutes	169,653	18.8%	26.1%	72
15 to 29 minutes	283,439	31.4%	36.1%	87
30 to 44 minutes	221,924	24.6%	20.6%	119
▲ 45 to 59 minutes	106,511	11.8%	8.1%	145
▲ 60 or more minutes	120,756	13.4%	9.0%	149
Average Travel Time to Work (minutes)	34.3		29.0	118
Workers By Type of Transportation to Work (2019)	927,819			
Drive Alone	600,643	64.7%	76.9%	84
Car Pool	76,865	8.3%	9.1%	91
▲ Public Transportation	144,139	15.5%	5.1%	304
▲ Walk to Work	53,577	5.8%	2.7%	211
Other Means	9,641	1.0%	1.2%	84
Work at Home	42,955	4.6%	4.9%	94

Date: 5/26/2019

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2410 Huntingdon Pike
Huntingdon Valley, PA 19006

Study Area Definition:
Custom Polygon

SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	302,260	37.0%	18.4%	201
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	216,192	26.4%	31.4%	84
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	145,193	17.8%	14.7%	121
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	98,554	12.1%	15.1%	80
5	Senior Life (7, 20, 21, 22, 30 and 31)	44,329	5.4%	6.9%	79
4	Rural Families (27, 26, 29, 33, 35 and 38)	10,205	1.2%	13.1%	10

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
46	Struggling Black Households	101,001	12.4%	2.5%	491
10	Suburban Mid-Life Families	64,643	7.9%	5.5%	143
24	Metro Multi-Ethnic Diversity	51,572	6.3%	2.7%	230
40	Surviving Urban Diversity	50,576	6.2%	4.0%	153
18	Working Urban Families	46,114	5.6%	4.0%	142
23	Established Empty-Nesters	40,211	4.9%	3.4%	145
45	Struggling Urban Diversity	39,544	4.8%	2.5%	197
15	Reliable Young Starters	37,733	4.6%	4.3%	109
37	Rising Multi-Ethnic Urbanites	32,258	3.9%	0.6%	702
32	Working Urban Life	30,676	3.8%	1.7%	227
11	Young Suburban Families	29,763	3.6%	3.0%	123
1	Traditional Affluent Families	27,227	3.3%	3.5%	96
39	New Beginning Urbanites	24,819	3.0%	2.8%	110
12	Educated New Starters	21,827	2.7%	2.9%	91
3	Mid-Life Prosperity	20,960	2.6%	1.5%	168
8	Rising Potential Professionals	20,158	2.5%	2.3%	105
20	Cautious and Mature	17,587	2.2%	2.6%	82
5	Prosperous Diversity	16,596	2.0%	3.1%	65
4	Educated Mid-Life Families	16,032	2.0%	3.4%	57
48	Struggling Urban Life	15,487	1.9%	0.8%	233

Date: 5/26/2019

Prepared For:
Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

Study Area Definition:
Custom Polygon

No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
25	Working Country Consumers	14,528	1.8%	4.1%	43
22	Mature and Established	12,271	1.5%	1.8%	84
28	Building Country Families	12,230	1.5%	2.8%	53
6	Prosperous New Country Families	9,233	1.1%	2.1%	53
2	Professional Affluent Families	7,318	0.9%	0.8%	111
7	Prosperous and Mature	6,185	0.8%	0.5%	140
35	Laboring Country Families	6,138	0.8%	2.7%	27
41	Struggling Hispanic Households	5,756	0.7%	1.6%	44
43	Laboring Urban Diversity	5,678	0.7%	0.5%	137
21	Mature and Stable	5,251	0.6%	0.6%	113
47	University Life	4,345	0.5%	0.8%	71
16	Established Country Families	4,303	0.5%	6.4%	8
17	Large Young Families	3,933	0.5%	2.2%	22
29	Working Country Families	3,328	0.4%	1.0%	42
13	Affluent Educated Urbanites	3,110	0.4%	0.4%	97
30	Urban Senior Life	2,781	0.3%	0.8%	41
14	Secure Mid-Life Families	1,188	0.1%	0.7%	22
42	Laboring Rural Diversity	942	0.1%	1.5%	8
36	Working Diverse Urbanites	868	0.1%	0.4%	25
34	College and Career Starters	721	0.1%	0.6%	15
27	Country Family Diversity	617	0.1%	0.3%	22
49	Exception Households	603	0.1%	0.2%	30
9	Educated Working Families	467	0.1%	0.1%	68
31	Mature Country Families	254	0.0%	0.5%	6
50	Unclassified Households	241	0.0%	0.2%	14
19	Educated and Promising	222	0.0%	0.1%	35
44	Laboring Urban Life	160	0.0%	0.1%	26
26	Working Suburban Families	112	0.0%	0.1%	11
38	Rural Working Families	9	0.0%	8.8%	0
33	Laboring Rural Families	1	0.0%	0.1%	0
TOTALS		817,577	100.0%	100.0%	100

Date: 5/26/2019

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Huntingdon Valley Presbyterian Church
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FAITH INVOLVEMENT INDICATOR

Estimated 2019 Households Likely to Be:

Strongly Involved with Their Faith	37.0%	35.4%	104
Somewhat Involved with Their Faith	30.5%	29.9%	102
Not Involved with Their Faith	32.5%	34.7%	94

Estimated 2019 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	20.9%	22.1%	94
Decreased Their Involvement with Their Faith in the Last 10 Years	23.9%	23.7%	101

RELIGIOUS PREFERENCE INDICATOR

Estimated 2019 Households Likely to Prefer:

↓ Adventist	0.4%	0.5%	80
↓ Baptist	10.0%	16.1%	62
▲ Catholic	33.0%	23.7%	139
↓ Congregational	1.1%	2.0%	54
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.5%	0.4%	118
▲ Episcopal	3.7%	2.9%	128
↓ Holiness	0.5%	0.8%	58
▲ Jehovah's Witnesses	1.4%	1.1%	135
▲ Judaism	4.9%	3.2%	157
Lutheran	6.7%	7.2%	93
Methodist	10.6%	10.1%	105
↓ Mormon	0.4%	1.8%	20
↓ New Age	0.4%	0.6%	63
↓ Non-Denominational / Independent	3.9%	6.9%	57
▲ Orthodox	0.8%	0.3%	253
↓ Pentecostal	1.8%	2.4%	74
▲ Presbyterian / Reformed	6.4%	4.6%	140
Unitarian / Universalist	0.6%	0.7%	90
Interested but No Preference	3.7%	3.9%	95
↓ Not Interested and No Preference	9.0%	11.1%	81
↓ Likely to Have Changed Their Preference in the Last 10 Years	14.4%	16.8%	86

LEADERSHIP PREFERENCE INDICATOR

Estimated 2019 Households Likely to Prefer A Leader Who:

Tells them what to do	3.7%	4.0%	93
Lets them do what they want and is supportive	11.7%	11.7%	100
Lets them do what they want and stays out of the way	5.2%	4.8%	108
Works with them on deciding what to do and helps them do it	79.4%	79.6%	100

Date: 5/26/2019

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PRIMARY CONCERN INDICATOR			
Estimated 2019 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	46.2%	43.5%	106
Finding/Providing Health Insurance	30.2%	29.0%	104
Day-to-Day Financial Worries	33.3%	31.6%	105
▲ Finding Employment Opportunities	16.0%	14.4%	111
▲ Finding Affordable Housing	14.5%	11.3%	129
Providing Adequate Food	8.5%	8.6%	99
Finding Child Care	6.3%	6.3%	101
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.8%	16.7%	94
Dealing With Teen / Child Problems	18.8%	20.7%	91
Finding/Providing Aging Parent Care	14.6%	15.5%	94
Dealing With Abusive Relationships	11.5%	11.4%	101
↓ Dealing With Divorce	3.0%	4.5%	67
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	31.2%	27.0%	116
Finding/Providing Good Schools	22.2%	23.5%	95
↓ Dealing with Problems in Schools	11.7%	13.6%	86
▲ Dealing With Racial / Ethnic Prejudice	16.9%	13.1%	129
↓ Dealing With Neighborhood Gangs	4.6%	8.5%	54
▲ Dealing with Social Injustice	13.0%	11.3%	115
HOPES AND DREAMS:			
Achieving Long-term Financial Security	49.1%	50.6%	97
Finding Time for Recreation / Leisure	24.8%	25.3%	98
▲ Finding Better Quality Healthcare	26.5%	23.9%	111
Finding A Satisfying Job / Career	19.4%	19.3%	100
Finding Retirement Opportunities	17.4%	18.9%	92
↓ Achieving A Fulfilling Marriage	19.1%	22.3%	86
↓ Developing Parenting Skills	12.9%	14.7%	87
Achieving Educational Objectives	7.8%	7.5%	103
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.7%	29.8%	100
Finding Companionship	18.4%	17.3%	107
↓ Finding A Good Church	12.9%	15.2%	85
↓ Finding Spiritual Teaching	11.4%	12.9%	88
Finding Life Direction	14.1%	14.0%	101

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2410 Huntingdon Pike
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KEY VALUES INDICATOR

Estimated 2019 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	83.0%	84.5%	98
“God is actively involved in the world including nations and their governments”	61.7%	63.8%	97

SOCIETY:

“It is important to preserve the traditional American family structure”	89.8%	91.5%	98
“A healthy environment has become a national crisis”	83.8%	82.8%	101
“Public education is essential to the future of American society”	93.4%	94.0%	99

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	52.2%	50.1%	104
“The role of Churches / Synagogues is to help form and support moral values”	80.1%	81.1%	99
“Churches and religious organizations should provide more human services”	64.9%	62.6%	104

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	38.8%	36.3%	107
“The changing racial / ethnic face of America is a threat to our national heritage”	34.4%	36.3%	95

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2019 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.4%	59.8%	99
More than \$500 per year	30.5%	31.2%	98
More than \$1,000 per year	16.3%	17.4%	94

TO CHARITIES:

More than \$100 per year	36.3%	33.7%	108
▲ More than \$500 per year	7.6%	6.8%	112
▲ More than \$1,000 per year	2.8%	2.3%	122

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	18.4%	16.1%	114
▲ More than \$500 per year	5.2%	4.3%	121
▲ More than \$1,000 per year	2.8%	2.2%	127

Ministry Area Profile 2019
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Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

Study Area Definition:
Custom Polygon



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Compass
REPORT

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Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

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Custom Polygon

Table of Contents

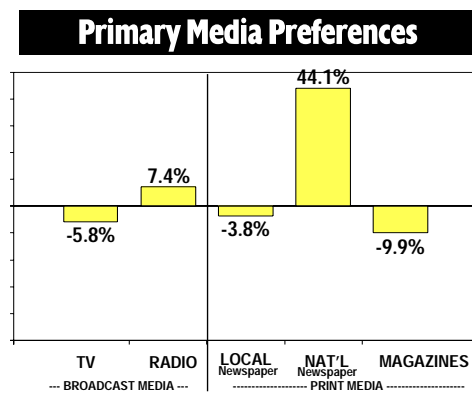
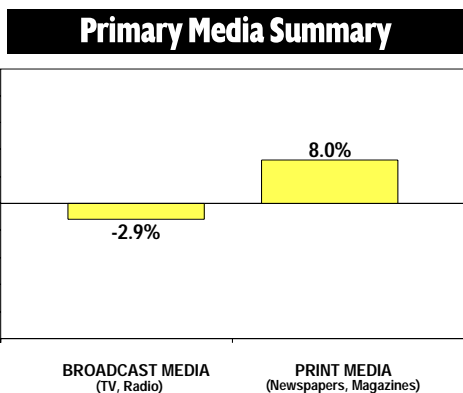
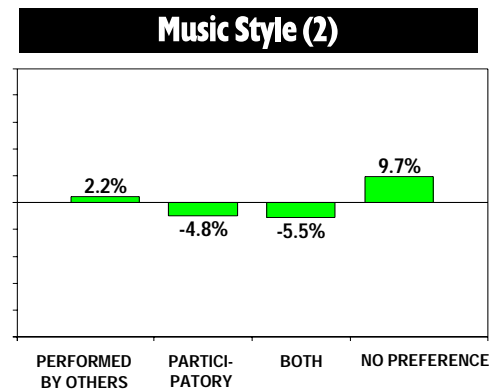
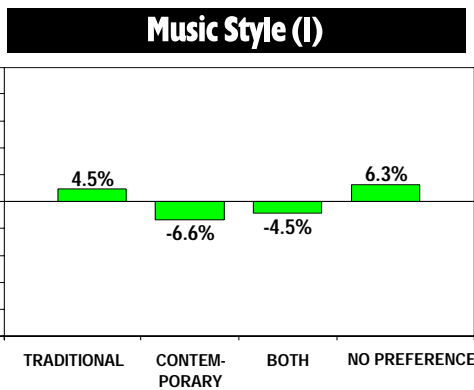
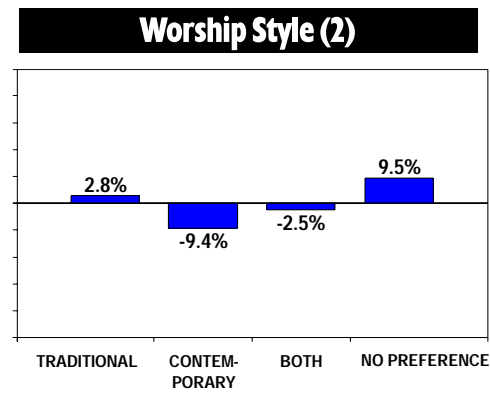
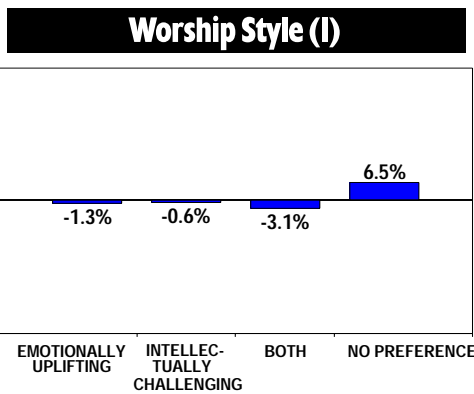
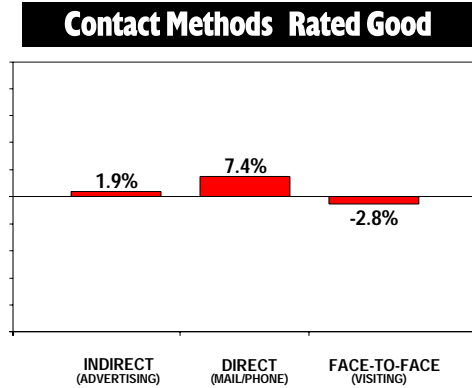
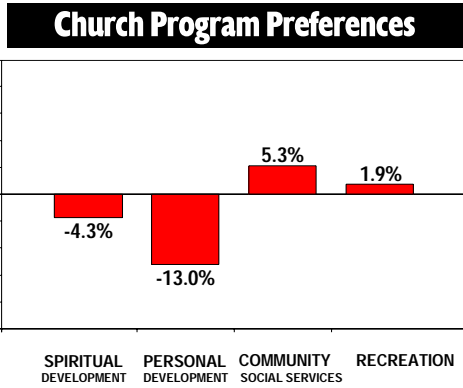
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD	6
CHURCH CONTACT METHODS RATED POOR	6



Date: 5/26/2019

Prepared For:
Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

Study Area Definition:
Custom Polygon





Ministry Area Profile 2019

Compass

REPORT

Program

Date: 5/26/2019

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Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

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Custom Polygon

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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2019 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

Bible Study Discussion and Prayer Groups	37.2%	41.1%	90
Adult Theological Discussion Groups	21.6%	22.5%	96
▲ Spiritual Retreats	13.2%	11.6%	113

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	13.2%	15.2%	87
↓ Parent Training Programs	6.4%	7.8%	82
Twelve Step Programs	3.3%	3.5%	95
Divorce Recovery	2.2%	2.4%	90

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	23.6%	22.5%	105
Care for the Terminally Ill	16.5%	15.7%	105
Food and Clothing Resources	11.5%	11.1%	103
Day Care Services	6.6%	6.1%	108
Church Sponsored Day-School	6.2%	5.7%	110

RECREATION:

Youth Social Programs	29.2%	29.7%	98
Family Activities and Outings	33.2%	32.8%	101
Active Retirement Programs	28.7%	26.8%	107
▲ Cultural Programs (Music, Drama, Art)	21.0%	18.9%	111
↓ Sports or Camping	4.5%	6.3%	71

SUMMARY

Spiritual Development Index	96
↓ Personal Development Index	87
Community/Social Services Index	105
Recreation Index	102



Ministry Area Profile 2019

Compass

REPORT

Style

Date: 5/26/2019

Prepared For:
Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

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Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

WORSHIP STYLE INDICATOR

Estimated 2019 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	26.0%	26.4%	99
B. Intellectually Challenging	11.0%	11.1%	99
C. Both A and B	38.0%	39.2%	97
D. No Preference or Not Interested	24.9%	23.4%	107

PART 2:

A. Traditional/Formal/Ceremonial	20.8%	20.2%	103
B. Contemporary/Informal	23.8%	26.3%	91
C. Both A and B	25.9%	26.5%	98
D. No Preference or Not Interested	29.5%	26.9%	110

MUSIC STYLE INDICATOR

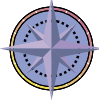
Estimated 2019 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	25.5%	24.4%	105
B. Contemporary	18.4%	19.7%	93
C. Both A and B	29.7%	31.1%	96
D. No Preference or Not Interested	26.3%	24.8%	106

PART 2:

A. Performed by Others	19.1%	18.7%	102
B. Participatory	21.8%	22.9%	95
C. Both A and B	30.4%	32.2%	94
D. No Preference or Not Interested	28.7%	26.2%	110



Ministry Area Profile 2019

Compass

REPORT

Style

Date: 5/26/2019

Prepared For:
Huntingdon Valley Presbyterian Church
2410 Huntingdon Pike
Huntingdon Valley, PA 19006

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MISSION EMPHASIS INDICATOR

Estimated 2019 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

A. Community	22.5%	22.0%	102
B. Personal Spiritual Development	13.1%	14.3%	92
C. Both A and B	36.7%	37.4%	98
D. No Preference or Not Interested	27.6%	26.3%	105

PART 2:

↓ A. Global Mission	5.4%	6.2%	87
B. Local Mission	33.5%	33.3%	101
C. Both A and B	28.2%	30.1%	94
D. No Preference or Not Interested	33.0%	30.4%	109

CHURCH ARCHITECTURE INDICATOR

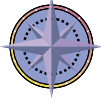
Estimated 2019 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.0%	26.6%	105
B. Contemporary	15.5%	15.9%	97
C. Both A and B	29.8%	32.3%	92
D. No Preference or Not Interested	26.7%	25.1%	106

PART 2:

▲ A. Somber/Serious	11.3%	9.4%	120
↓ B. Light and Airy	30.5%	34.7%	88
C. Both A and B	27.2%	27.7%	98
▲ D. No Preference or Not Interested	31.4%	28.2%	111



Ministry Area Profile 2019 Compass REPORT

Communication

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PRIMARY MEDIA PREFERENCE

Estimated 2019 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

Television	44.5%	47.3%	94
Radio	14.3%	13.3%	107

PRINT MEDIA:

Local Newspaper	38.0%	36.1%	105
▲ National Newspaper	6.2%	4.3%	144
↓ Magazines	2.1%	2.4%	85

SECONDARY MEDIA PREFERENCE

Estimated 2019 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

Television	33.6%	31.9%	105
Radio	23.2%	23.8%	98

PRINT MEDIA:

Local Newspaper	31.5%	32.7%	96
▲ National Newspaper	6.5%	5.8%	112
Magazines	6.3%	7.0%	90

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	102



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2019 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

Local Radio Announcements or Advertisements	37.1%	36.2%	102
Putting Ad in Local Newspaper	33.7%	33.8%	99
Local Cable Channels	31.7%	30.4%	104

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	57.6%	53.7%	107
Calling and Offering to Send Information By Mail	32.2%	29.5%	109
Calling and Discussing on the Phone	12.5%	12.0%	104

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	19.5%	20.1%	97
Going Door to Door	13.6%	14.0%	98

CHURCH CONTACT METHODS RATED POOR

Estimated 2019 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

Local Radio Announcements or Advertisements	20.5%	19.6%	105
Putting Ad in Local Newspaper	19.9%	21.5%	92
Local Cable Channels	27.9%	30.7%	91

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.6%	13.3%	87
Calling and Offering to Send Information By Mail	31.0%	34.0%	91
Calling and Discussing on the Phone	57.7%	60.6%	95

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	48.0%	49.6%	97
Going Door to Door	62.8%	64.0%	98

SUMMARY OF METHODS RATED GOOD

Indirect Methods Index (100 = Average)	102
Direct Methods Index	107
Face-to-Face Methods Index	97

SUMMARY OF METHODS RATED POOR

Indirect Methods Index	95
Direct Methods Index	93
Face-to-Face Methods Index	97