DEMOGRAPHICS REPORT

North American Mission Board

WHY IS THIS REPORT ESSENTIAL TO YOUR CHURCH'S MINISTRY?

Your church is the instrument through which God plans to reach the community. He placed your church right where it is for such a time as this so that the people living near you would see your good works and give glory to God and so that they could hear the gospel shared in a way that they can understand and receive. How will your church fulfill Jesus' commands to fulfill the Great Commission and the Great Commandments if you don't know the people living in your neighborhood? This report is designed to help you learn about the people living around the church so you may develop effective ministry strategies to reach them for Jesus.

WHAT IS A DEMOGRAPHICS REPORT?

This document is concise and easy to understand while providing three kinds of information designed to help you learn more about your neighbors:

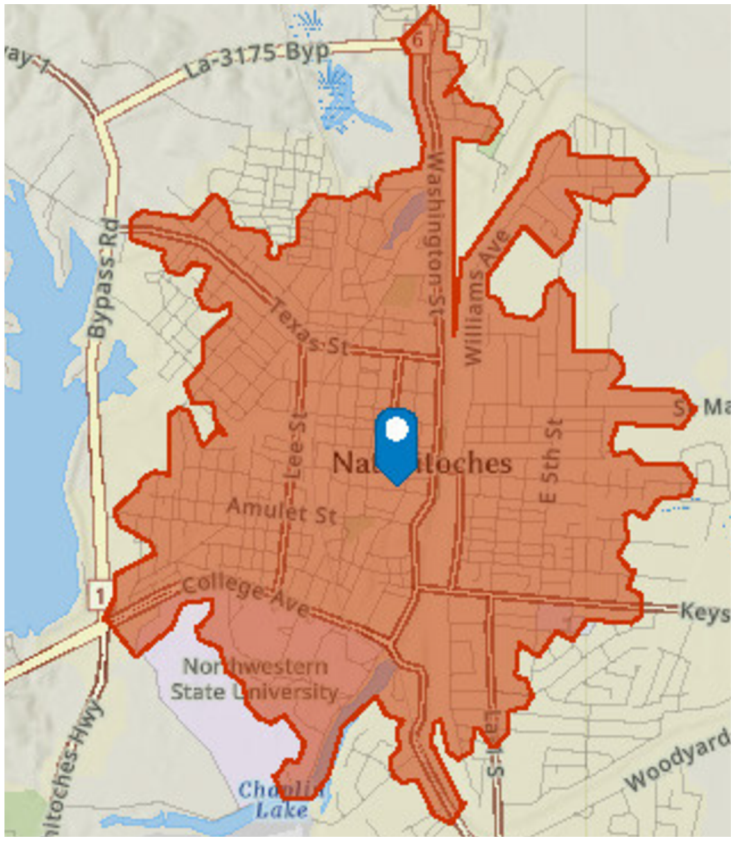
1) Demographics, 2) Psychographics, & 3) Religiosity.

Demographics are statistical data representing the characteristics of a population. Some types of demographics include age, race, gender, income, education, occupation, spoken language, and marital status.

Psychographics shifts the focus from who a person is to what that person believes in. It identifies lifestyle habits, values, attitudes, and other defining attributes.

Religiosity is the religious beliefs and habits of a people. This part of the report focuses on your community's participation in various religions and the proportion of the neighborhood who are Southern Baptist.

HOW DO WE DETERMINE THE GEOGRAPHIC PARAMETERS OF OUR NEIGHBORHOOD?



A geographic parameter (in red above) is the area from which we gather demographic data from the population. The demographic information for every person living within the boundary in red is represented in the demographic report.

There are several types of geographic parameters that could be used for a demographics report. Some of these include city, county, state, radius, and drive time boundaries. People tend to drive to church in most ministry contexts, which makes the drive time boundary the most effective geographic parameter in most cases. The latest research shows that people are willing to drive up to 20 minutes to attend a church, so we use a 20-minute drive time as the geographic parameter in most reports.

CAN I TRUST THIS DATA? IS IT ACCURATE?

We use data and software provided by the Environmental Systems Research Institute (ESRI). This is the same company that provides demographic information for universities, governmental agencies, and research firms at the global level. ESRI uses the most recent data available using sources such as the U.S. Census, American Community Survey, voter registration, postal address information, Experian, Bureau of Labor Statistics, and proprietary information.

We have provided thousands of reports and research data for ministries serving all around the world since 2016 and feel confident that the information you receive from us is the very best available information.

HOW DID YOU CREATE MY REPORT?

Our team analyzed ESRI's vast database and selected specific types of information that will help you get to know your neighborhood and develop effective ministry strategies. Think of this report as the beginning of your discovery process. We are happy to provide you with additional information as needed.

HOW SHOULD YOU INTERPRET THIS REPORT?

This report will help you answer one very important question: How does this information help us see our community with Jesus's eyes and develop a ministry strategy to fulfill our mission? It is full of important information, and we selected every type of data to help you get to know your neighbors in the best possible way.

As you read over the report, carefully consider each quadrant of information. Here are some questions that will guide you along the way:

- How many people live in your ministry context?
- How is your ministry context changing?
- What is the spiritual temperature of your ministry context?
- What are the biggest needs in your ministry context?
- What are the habits, cares, desires, and goals of the people in your ministry context?

Once you've answered these questions, consider how your current ministry strategy could change in light of your answers.

HOW TO USE YOUR DEMOGRAPHICS REPORT

A Powerful Tool for Evangelism

Your demographics report is a valuable resource designed to help you understand your community and tailor your evangelism efforts accordingly. By using this data effectively, you can identify opportunities to reach the people in your community with the gospel.

Important Note Regarding Future Reports

Please note that due to limited resources, we can only provide one demographics report per church every two years. This allows us to ensure that the reports are distributed equitably and that each church has sufficient time to implement the insights from the previous report.

Coordinating Requests

To avoid multiple requests from the same church, please ensure that all requests are coordinated through your senior pastor. This will help us manage our resources effectively and prevent duplication of efforts.

If you would like to request another report after two years, please visit **namb.net/demographics** and coordinate with your senior pastor.

Key Steps for Using Your Report

1. **Analyze the Data:** Carefully review the demographic information provided, focusing on key areas such as:
    - **Population trends:** Are there significant changes in population size or composition?
    - **Age distribution:** What is the age breakdown of your community?
    - **Income levels:** What is the average income and income distribution?
    - **Ethnic and cultural diversity:** What is the ethnic and cultural makeup of your community?

2. **Identify Actionable Insights:** Use the data to identify the existence of potential gospel barriers. By gospel barriers, we mean anything that could potentially hinder the spread of the gospel from your church to the residents within your community. These barriers could be ethnic, linguistic, cultural, political, etc. For example, if your church is largely monoethnic, but your community is multiethnic, then an ethnic barrier could exist. Next, identify some gospel bridges. By gospel bridges, we mean options to overcome the barriers to reaching the people within your community. Returning to our example, if you are a monoethnic church in a multiethnic community, you could learn the various ethnicities to effectively cross ethnic lines, discover needs to display God's love to them in tangible ways, befriend them to build trusting relationships, etc.
3. **Develop Targeted Strategies:** However, it is important to move from options to action. Therefore, you will want to identify your gospel actions. In other words, as you consider the gospel bridges or options before you, which one(s) are you going to act on or implement. Continuing our example, you may decide, as a gospel action, to study the various ethnicities in your community to equip your church for cross-cultural evangelism. Or perhaps, you will discover needs amongst the various ethnicities that result in open doors for the gospel as you mobilize your church to meet them. The goal is to create evangelistic plan that is specifically designed to reach your community with the gospel.
4. **Track and Measure Results:** Monitor the effectiveness of your evangelism efforts and make adjustments as needed based on the insights from the demographic report.

Conclusion

Your demographics report is a valuable tool that can help you understand your community and tailor your evangelism efforts to reach more people with the gospel. By using this data effectively, you can create a more targeted and effective evangelism strategy for your church.

DEMOGRAPHICS REPORT

An Area Within a 15-Minute Drive of 714 S Pines Rd, Spokane Valley, Washington, 99206

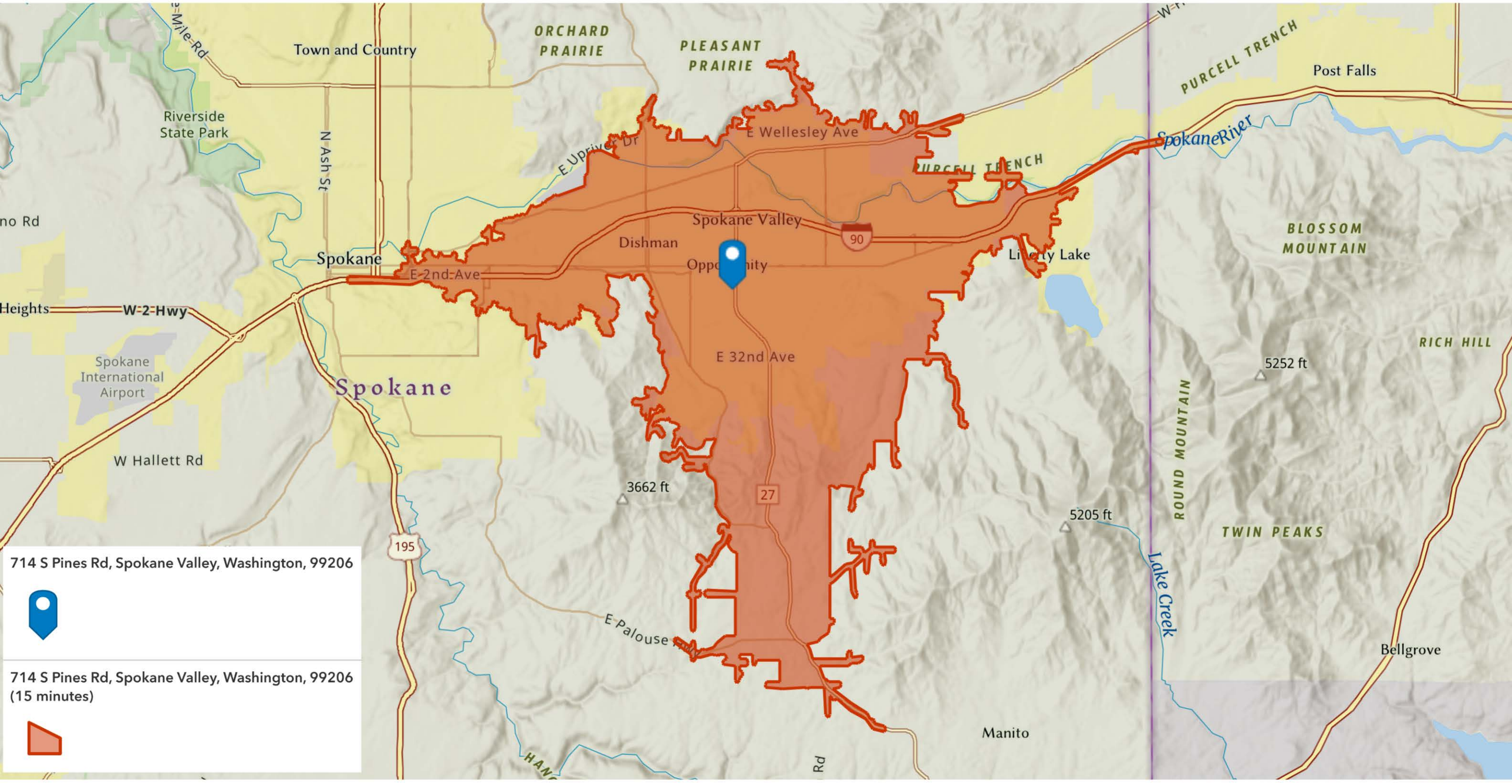
Prepared Especially for Aaron Kuchenski

1/16/2025

North American Mission Board

Josh Dryer
Missiologist

DEMOGRAPHICS REPORT



North American Mission Board

KEY FACTS

140,202

Population

38.9

Median Age

2.5

Average Household Size

$71,779

Median Household Income

1

THE POPULATION

70,376

MALE

69,826

FEMALE

30,486

CHILDREN

2

HOUSEHOLDS

55,908

TOTAL HOUSEHOLDS

34,552

OWNER OCCUPIED HOUSING

21,356

RENTER OCCUPIED HOUSING

3

INCOME

$71,779

Median Household Income

$39,578

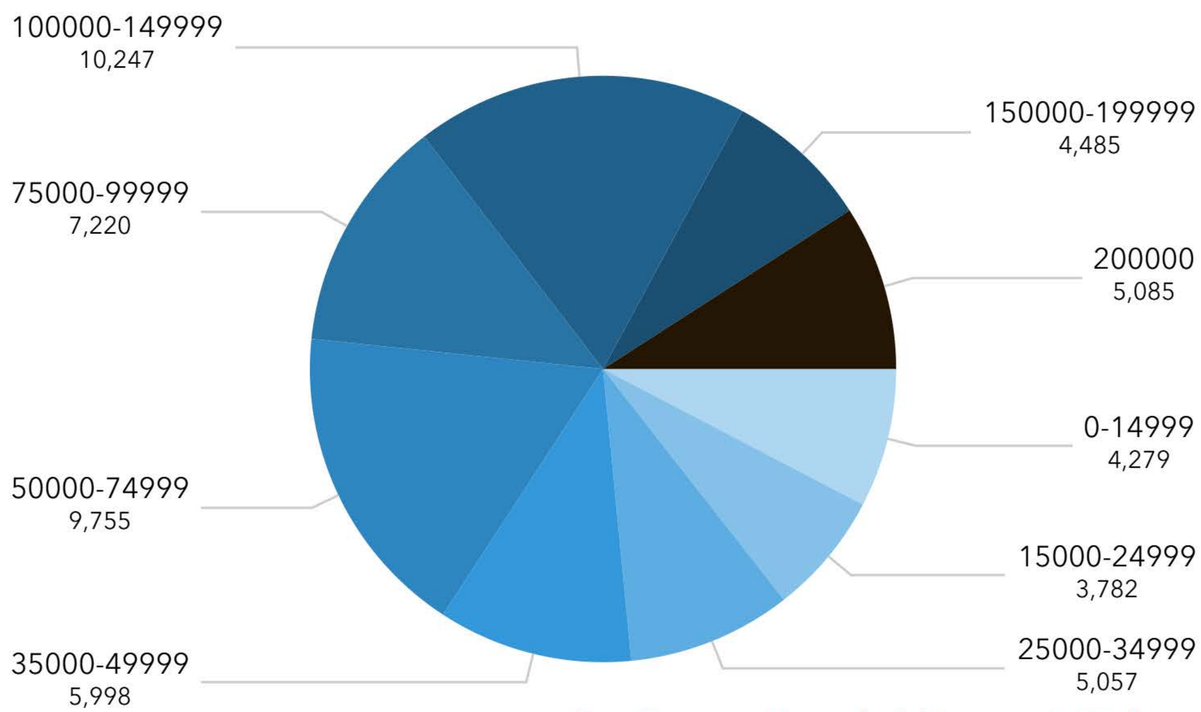
Per Capita Income

$182,633

Median Net Worth

4

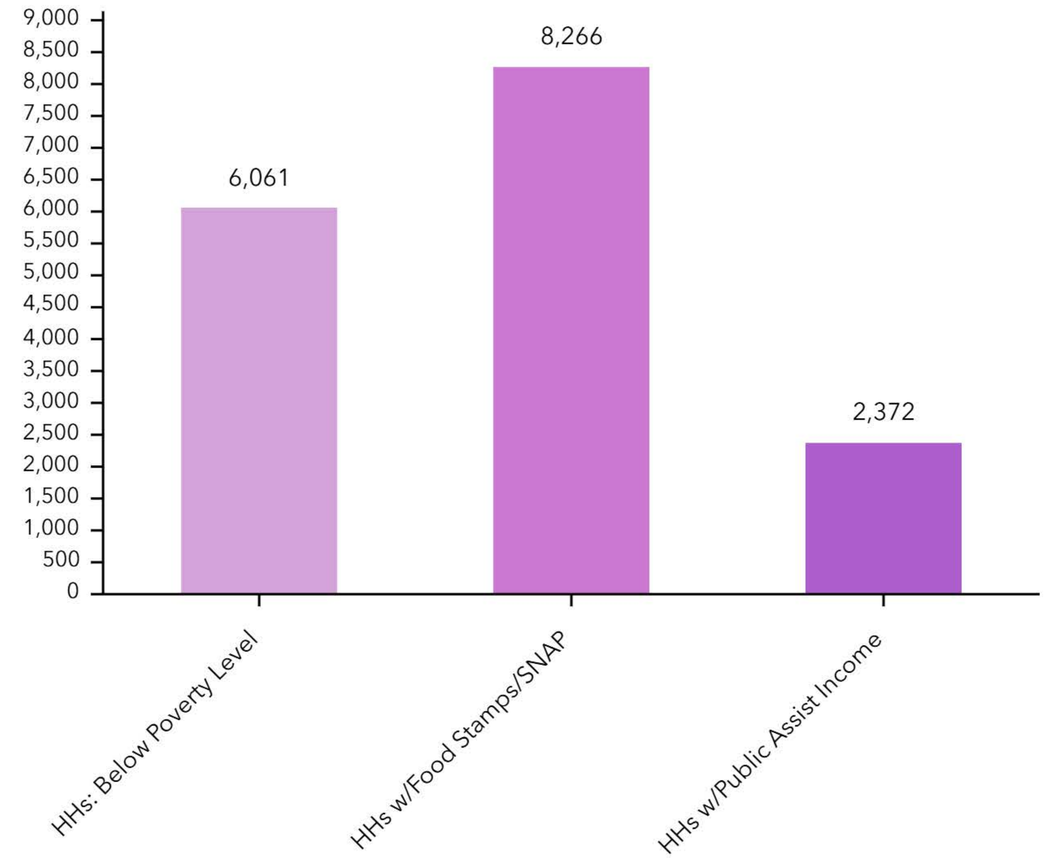
HOUSEHOLD INCOME



Top Figure = Household Income in Dollars
Bottom Figure = # of Households

5

HOUSEHOLDS AND POVERTY



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2024 Households by income (Esri)

The largest group: $100,000 - $149,999 (18.3%)

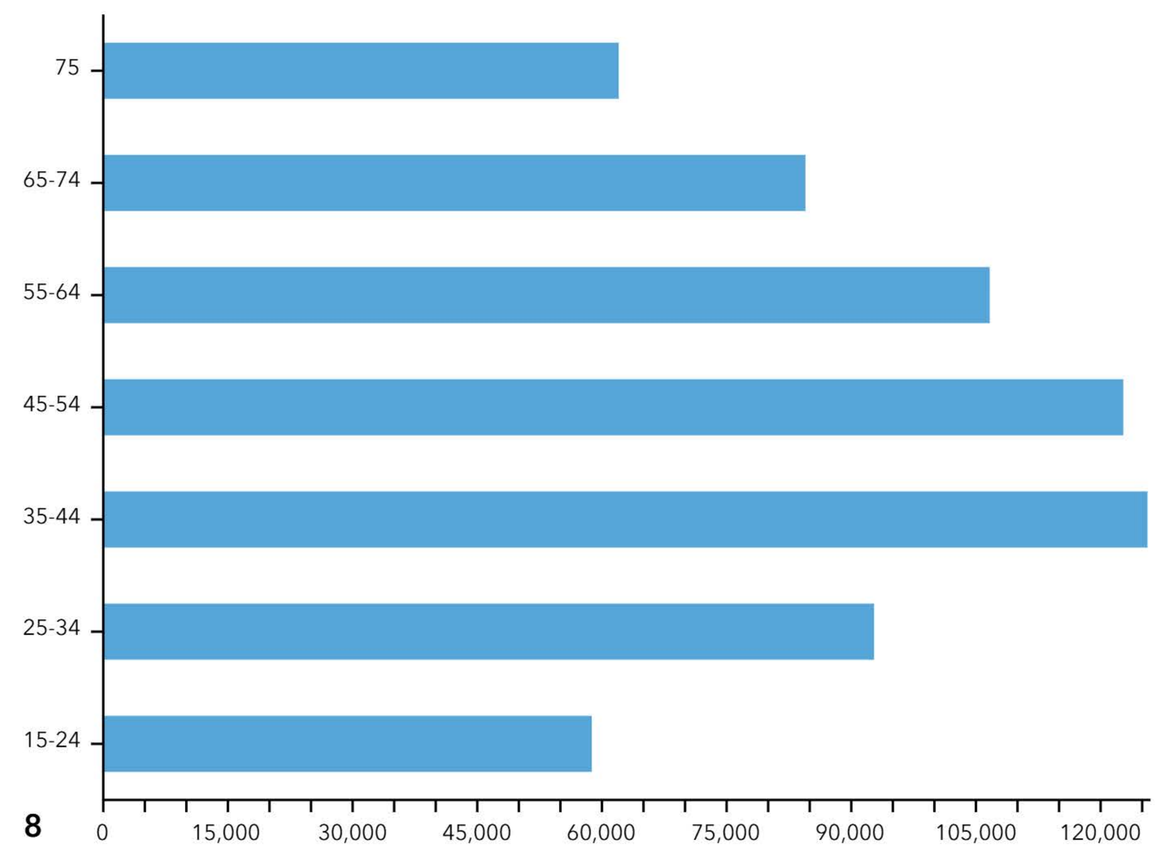
The smallest group: $15,000 - $24,999 (6.8%)

Indicator ▲	Value	Diff
<$15,000	7.7%	-0.7%
$15,000 - $24,999	6.8%	+0.3%
$25,000 - $34,999	9.0%	+0.5%
$35,000 - $49,999	10.7%	0
$50,000 - $74,999	17.4%	+0.8%
$75,000 - $99,999	12.9%	+0.7%
$100,000 - $149,999	18.3%	0
$150,000 - $199,999	8.0%	-0.5%
$200,000+	9.1%	-1.2%

Bars show deviation from Spokane County

7

Income by Age



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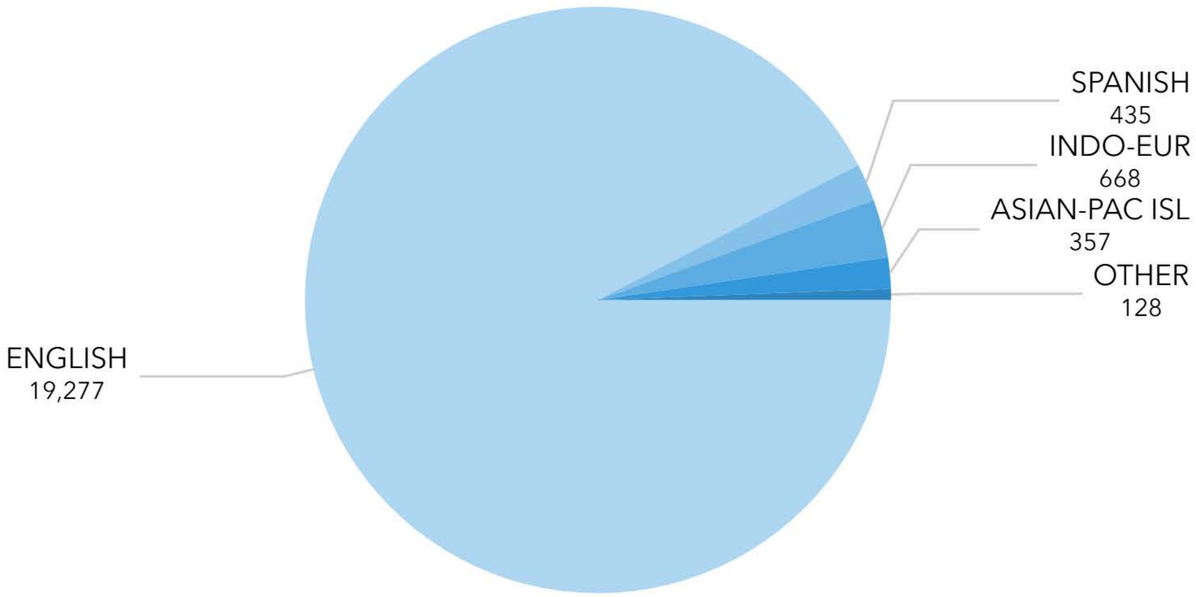
LANGUAGE CHILDREN SPEAK AT HOME



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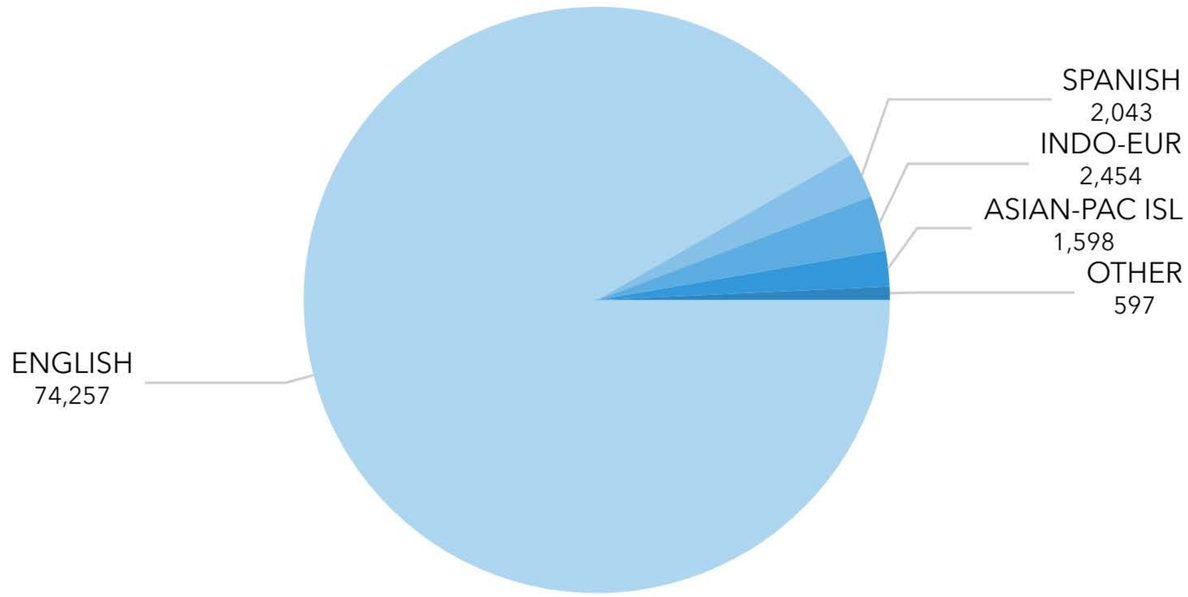
LANGUAGE ADULTS SPEAK AT HOME



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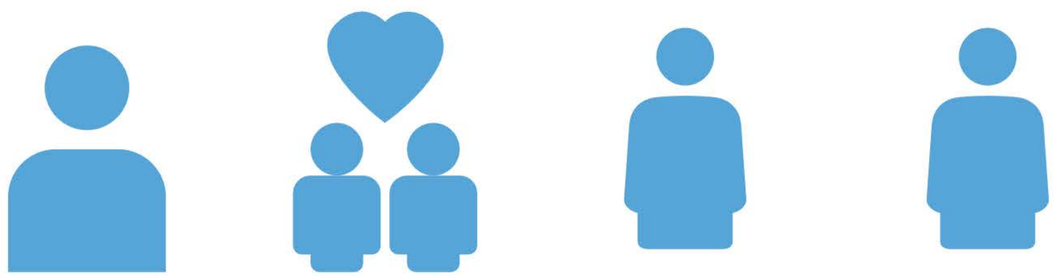
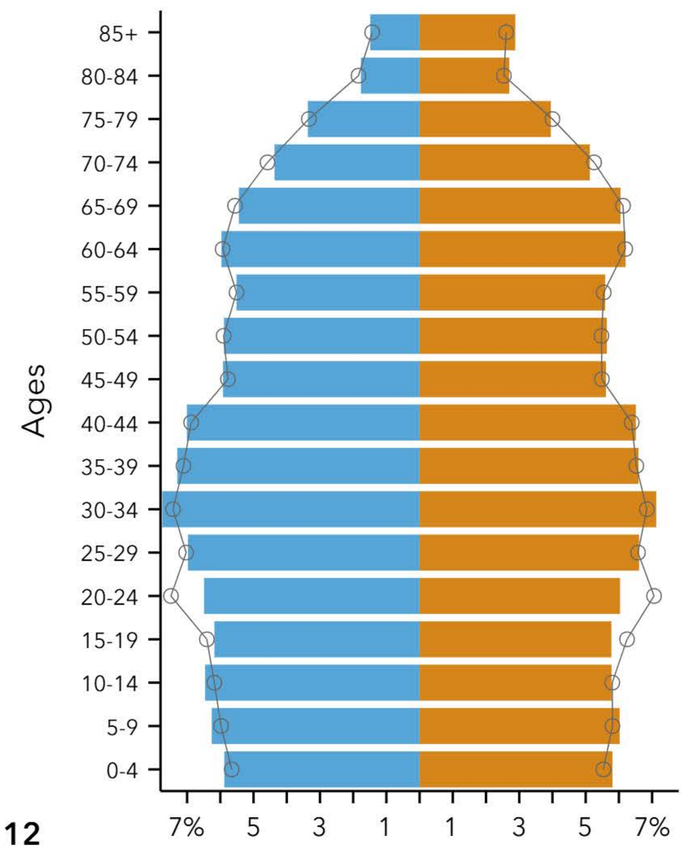
MARITAL STATUS



36,369	57,377	6,937	14,135
Population Age 15+: Never Married	Population Age 15+: Married	Population Age 15+: Widowed	Population Age 15+: Divorced

11

Age Pyramid



The largest group:

2024 Males Age 30-34

The smallest group:

2024 Males Age 85+

Male Population in Blue

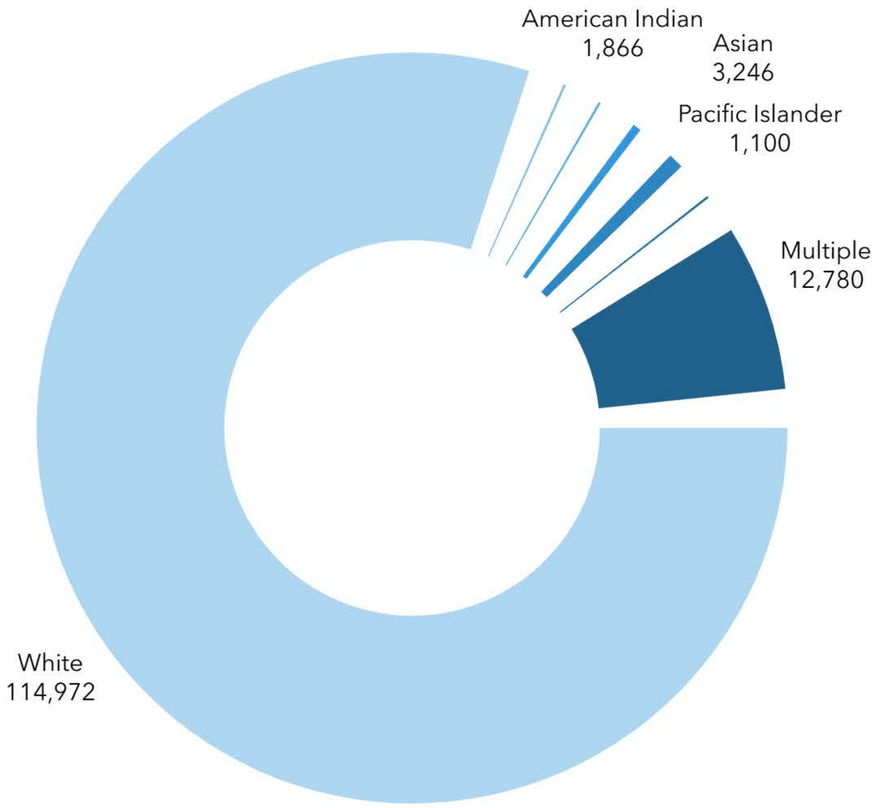
Female Population in Gold

Dots show comparison to

Spokane County

12

Racial Diversity



2024 Race and ethnicity (Esri)

The largest group: White Alone (82.00)

The smallest group: Pacific Islander Alone (0.78)

Indicator ▲	Value	Diff
White Alone	82.00	+1.21
Black Alone	1.84	-0.33
American Indian/Alaska Native Alone	1.33	-0.20
Asian Alone	2.32	-0.19
Pacific Islander Alone	0.78	-0.15
Other Race	2.61	+0.19
Two or More Races	9.12	-0.53
Hispanic Origin (Any Race)	7.54	+0.24

Bars show deviation from Spokane County

HOUSING STATS

$450,045

Median Home Value

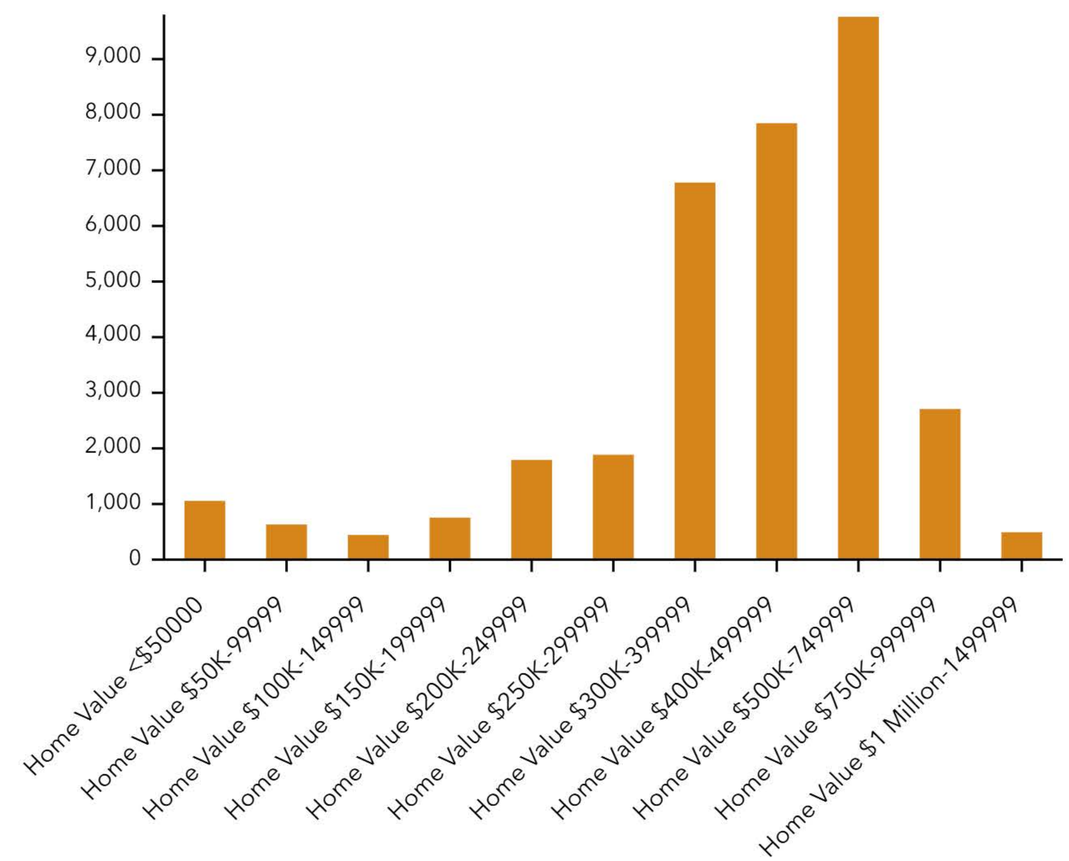
$11,705

Average Spent on Mortgage & Basics

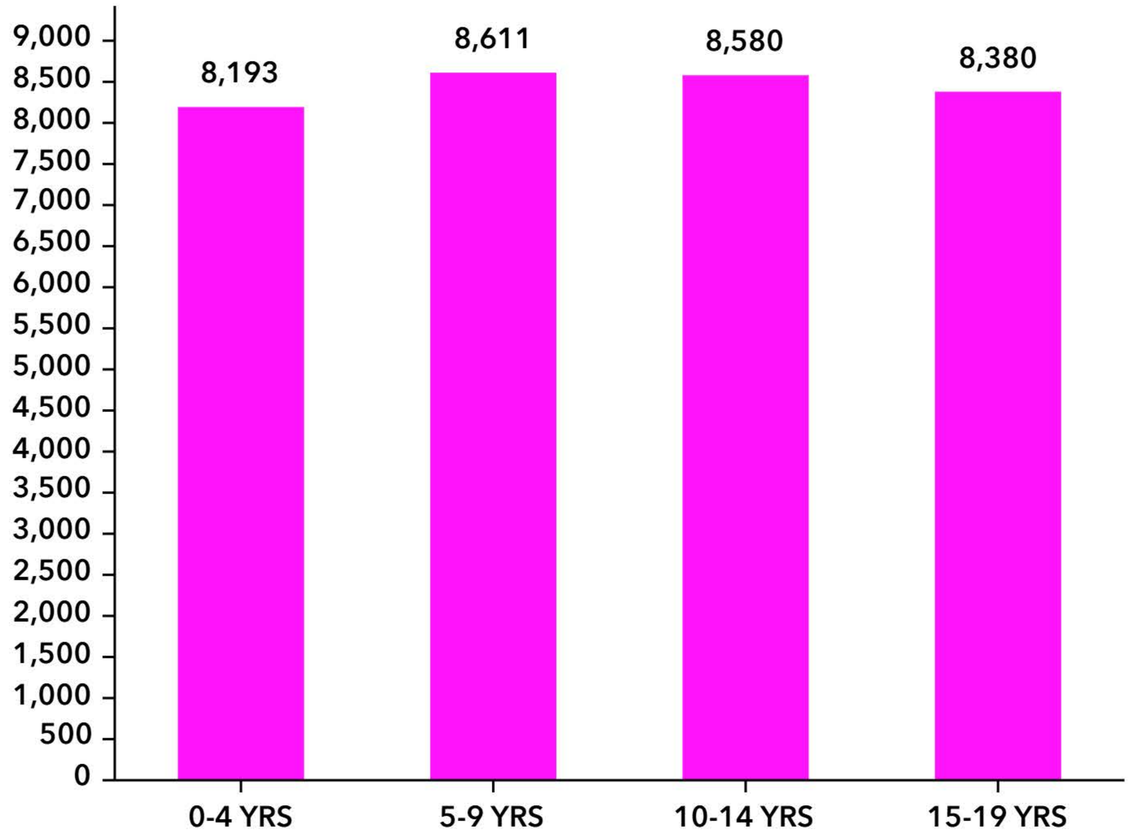
$1,046

Median Contract Rent

Home Value



Population Ages 0-19



POPULATION BY GENERATION

13,325
Generation Alpha
Born 2017 or Later

31,057
Generation Z
Born 1999 to 2016

35,523
Millennial
Born 1981 to 1998

25,750
Generation X
Born 1965 to 1980

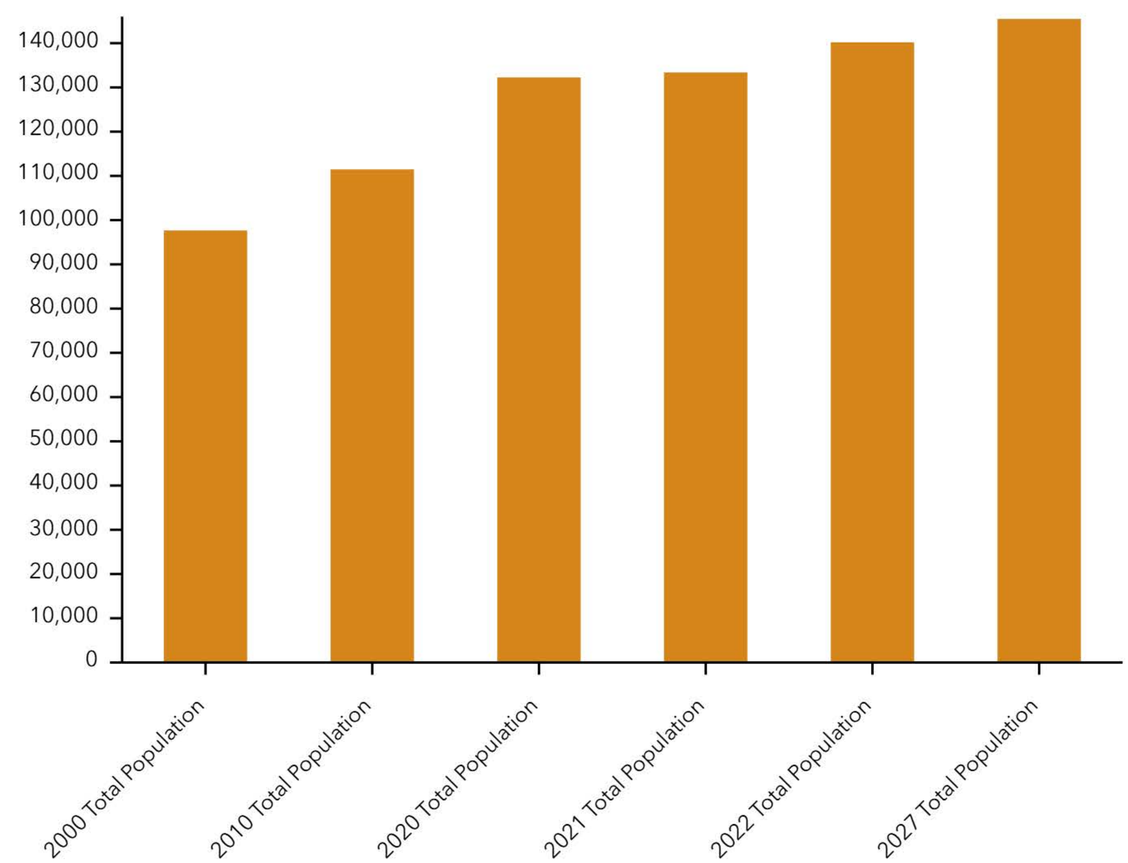
27,481
Baby Boomer
Born 1946 to 1964

7,066
Silent & Greatest Gen
Born 1945/Earlier

POPULATION PROJECTIONS

Variables	15 minutes
2021 Total Population	140,202
2021 Household Population	138,017
2021 Family Population	104,808
2026 Total Population	145,483
2026 Household Population	143,298
2026 Family Population	108,568

POPULATION CHANGE OVER TIME



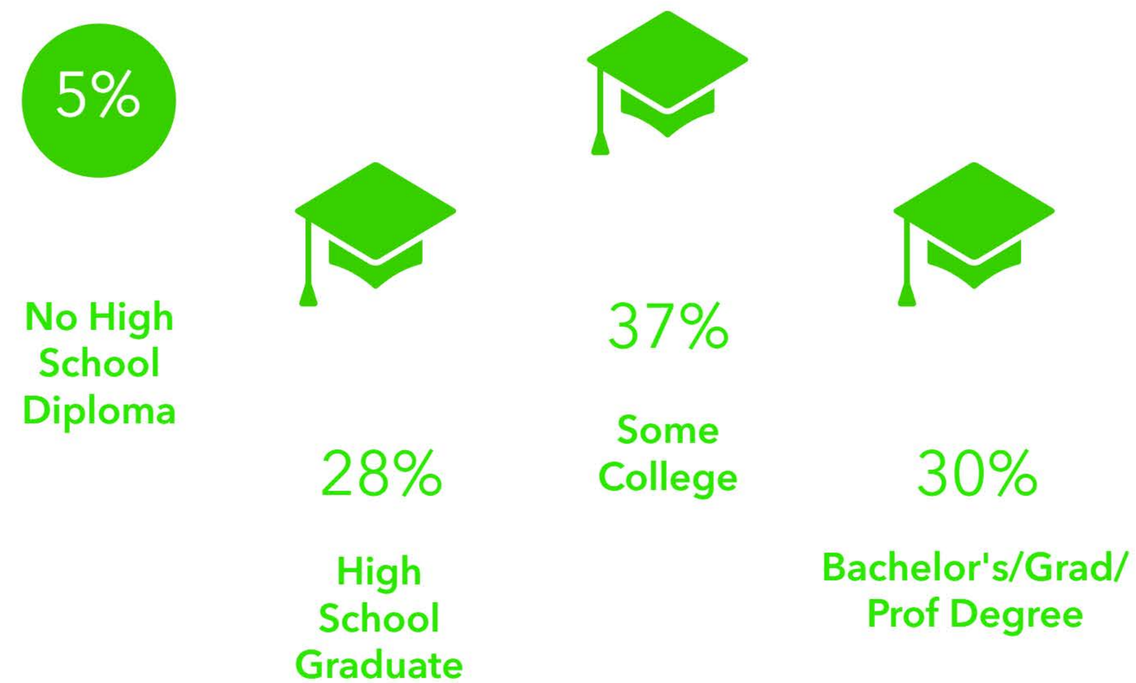
Average household size

for this area

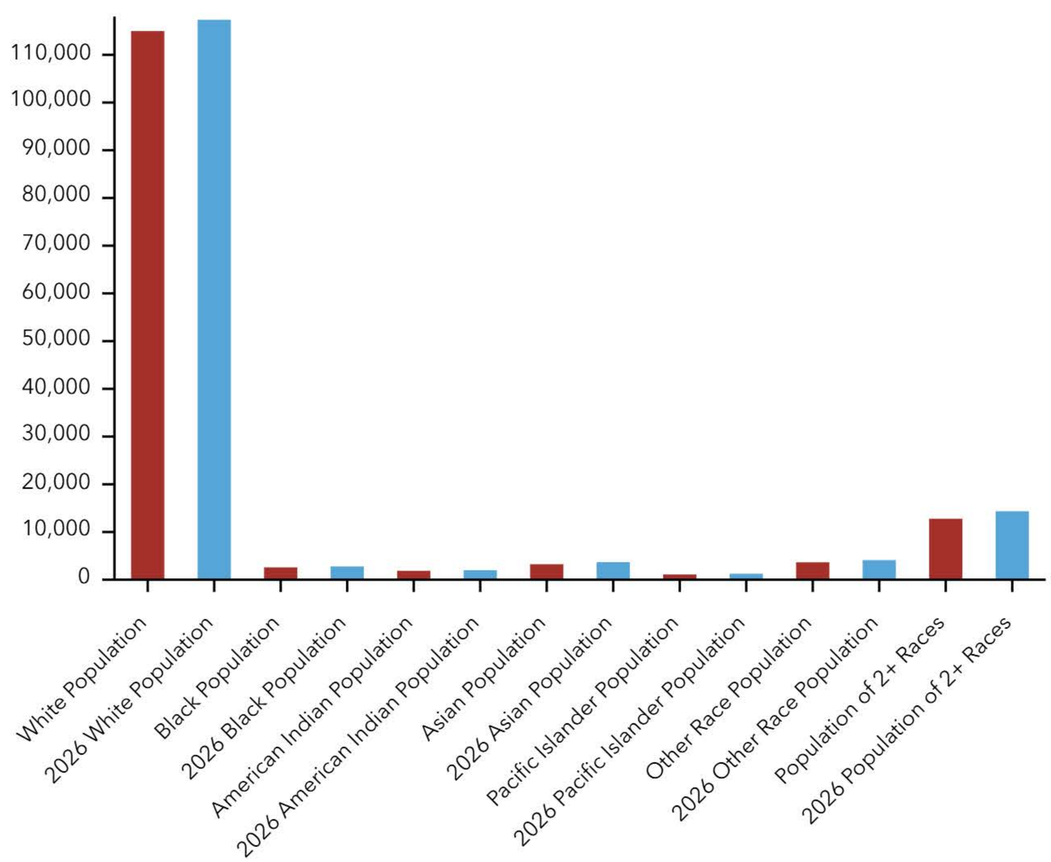
2.47 which is less than the average for United States

Area	Value ▼	0.00 — 4.00
Washington	2.53	
United States	2.53	
This area	**2.47**	
Spokane County	2.45	

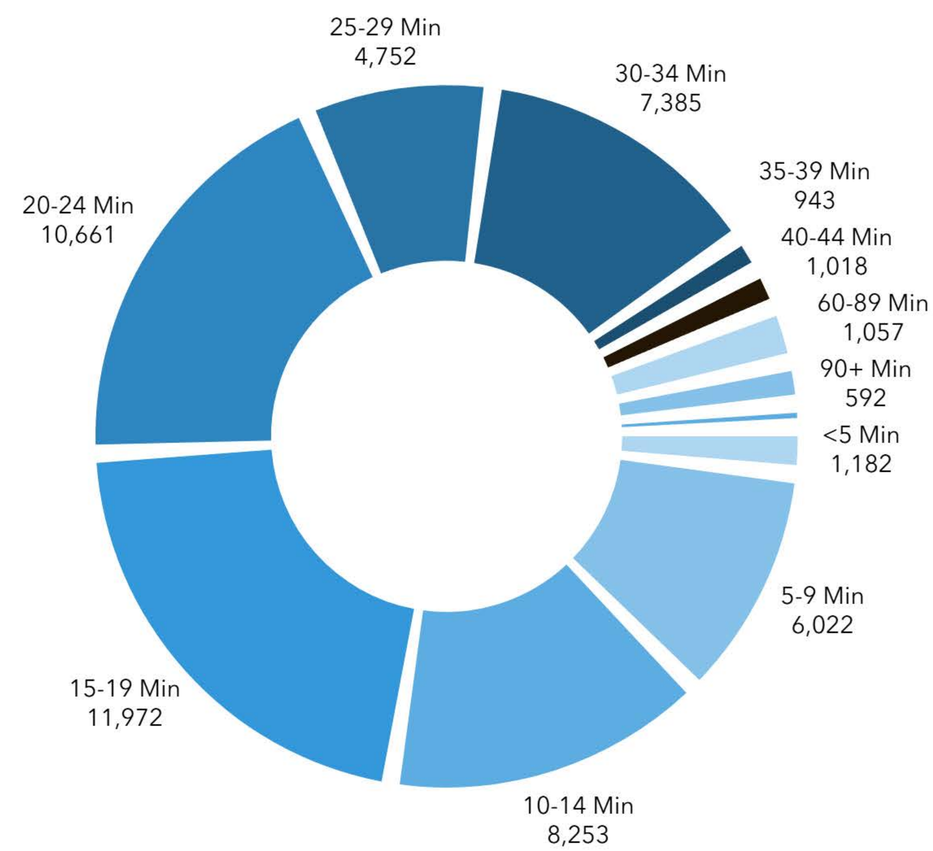
EDUCATION



CURRENT AND PROJECTED POPULATION BY RACE



Travel Time to Work



ANNUAL LIFESTYLE SPENDING

$2,639

Travel

$69

Theatre/Operas/ Concerts

$55

Movies/Museums/ Parks

$72

Sports Events

$8

Online Games

ANNUAL HOUSEHOLD SPENDING

$2,090

Apparel & Services

$242

Computers & Hardware

$3,444

Eating Out

$6,387

Groceries

$6,728

Health Care

POLITICAL AFFILIATION

32,668

Affiliated With Democratic Party

29,759

Affiliated With Republican Party

45,046

Affiliated With Independent or No Party

INTERNET ACCESS

80%

Use Computer

87%

Use Cell Phone

"DO YOU ATTEND CHURCH REGULARLY?"

51,659

Disagree Completely

19,327

Disagree Somewhat

15,850

Agree Somewhat

22,881

Agree Completely

NEAREST CHURCHES	Direction	Distance
Valley Point Pines Center	E	0.0
Washington Spokane Mission	SE	0.1
Opportunity Christian Fellowship	S	0.4
LDS Family Services	NW	0.6
Family Services the Church of Jesus Christ of Latter-Day Sai	NW	0.6
Spokane Valley Baptist Church	SE	0.6
Fathers House	SE	0.6

Closest 7 locations

The typical amount of money each household gives to a church or religious organization per year.

$1,014

Projected amount of money given to churches or religious organizations by each household in 2027.

$1,217

CRIME INDEX

177

Total Crime Index

64	Murder
81	Personal Crime
102	Rape
83	Robbery
77	Assault
205	Larceny
195	Property Crime
165	Burglary

Values above 100 indicate the area has an above average risk of occurring compared to the US. Values below 100 indicate a below average risk.

Business Summary	
Utilities	15
Construction	565
Manufacturing	394
Wholesale Trade	349
Retail Trade	852
Motor Vehicle/Parts Dealers	171
Furniture/Home Furnishings	47
Electronics/Appliances	23
Bldg Material/Garden Equip&Supply	105
Food & Beverage Stores	85
Health/Personal Care	73
Gas Stations	63
Clothing/Accessories	79
Sports/Hobby/Book/Music	135
General Merchandise Stores	71
Transportation/Warehouse	142
Information	106
Finance & Insurance	296
Real Estate/Rental/Leasing	282
Prof/Scientific/Tech Sry	482
Educational Services	131
Health Care/Social Assistance	690
Arts/Entertainment/Recreation	99
Accommodation/Food Services	370
Food Srv & Drinking Places	330

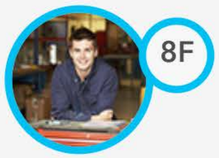
INCOME PROJECTIONS

Variables	15 minutes
2021 Per Capita Income	$39,578
2021 Median Household Income	$71,779
2021 Average Household Income	$98,863
2026 Per Capita Income	$47,638
2026 Median Household Income	$85,567
2026 Average Household Income	$118,750

Tapestry segments

5C **Parks and Rec** 7,944 households — 14.2% of Households

11D **Set to Impress** 5,879 households — 10.5% of Households



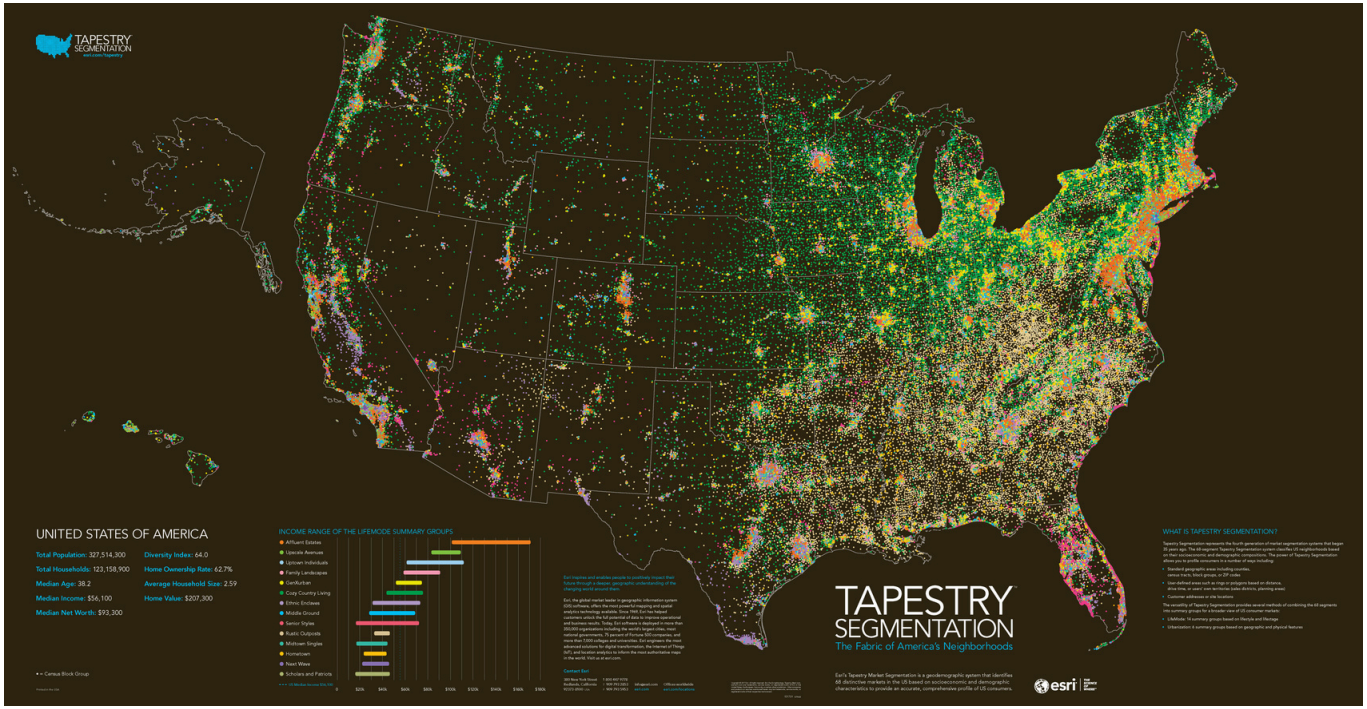
8F **Old and Newcomers** 5,465 households — 9.8% of Households

WHAT IS TAPESTRY SEGMENTATION?

One section of your report contains ESRI's valuable Tapestry Segmentation. Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

IN OTHER WORDS...

Tapestry segmentation is a way to study our neighborhood and to identify things about people that help us to understand them better. Some things we learn about our neighborhoods through this kind of research include income, spending habits, ethnicity, occupations, interests, family dynamics, housing, and lifestyles.



North American Mission Board

LifeMode Group: GenXurban

Parks and Rec

5C

Households: 2,449,600

Average Household Size: 2.51

Median Age: 40.9

Median Household Income: $60,000

WHO ARE WE?

These suburbanites have achieved the dream of home -ownership. They have purchased homes that are within their means. Their homes are older, and townhomes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

OUR NEIGHBORHOOD

- Homes are primarily owner-occupied, single-family residences built prior to 1970; townhomes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

SOCIOECONOMIC TRAITS

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The workforce is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These residents tend to use their cell phones for calls and texting only.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

5C

LifeMode Group: GenXurban

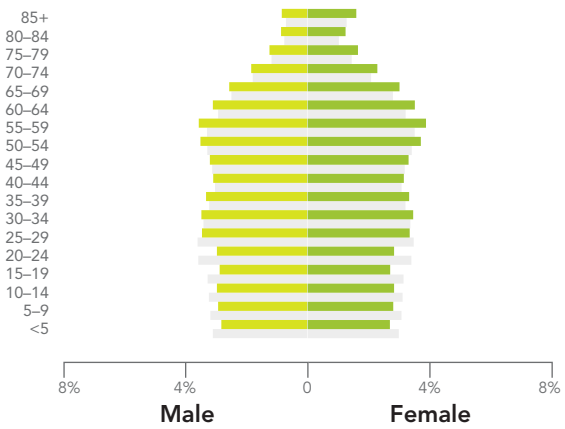
Parks and Rec

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 40.9 US: 38.2

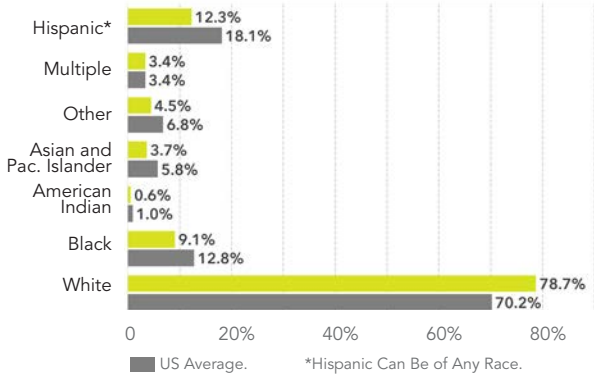
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 50.7 US: 64.0

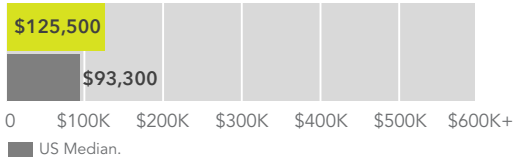


INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

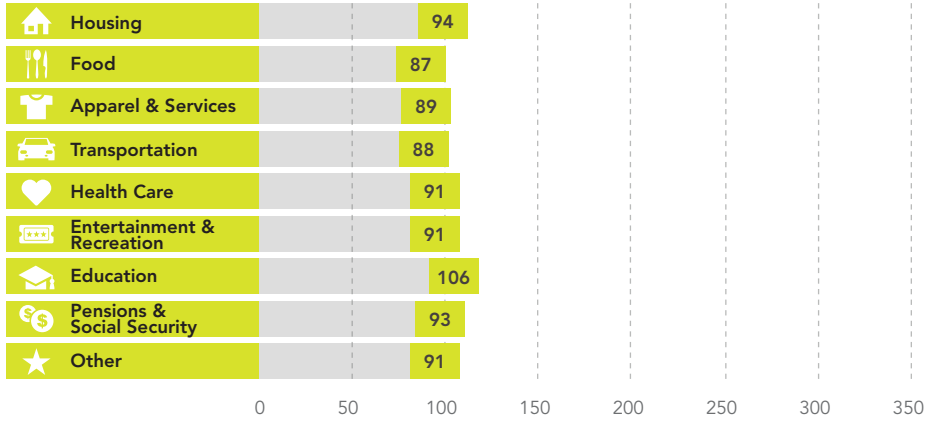
Median Household Income

Median Net Worth



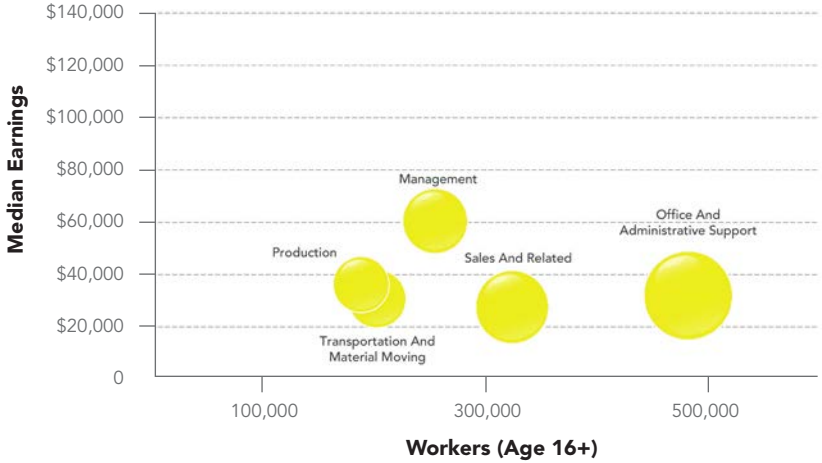
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



5C

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Parks and Rec

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Cost and practicality come first when purchasing a vehicle; *Parks and Rec* residents are more likely to buy SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

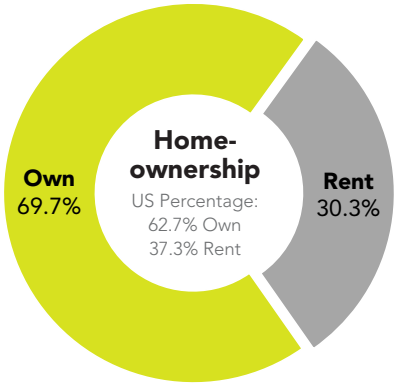
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$198,500

US Median: $207,300

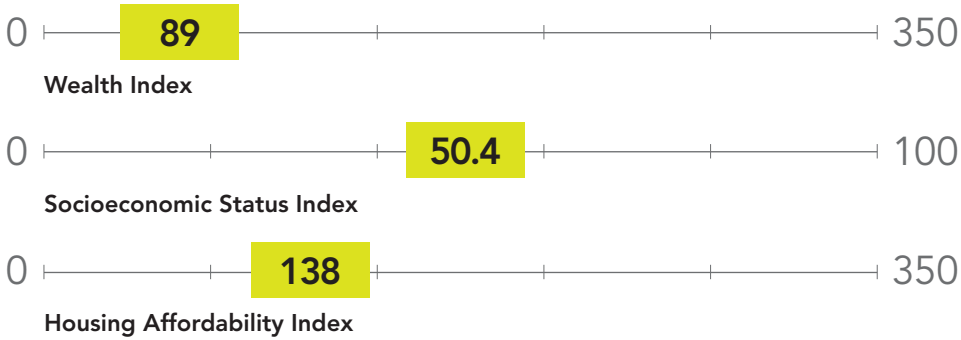


POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



5C

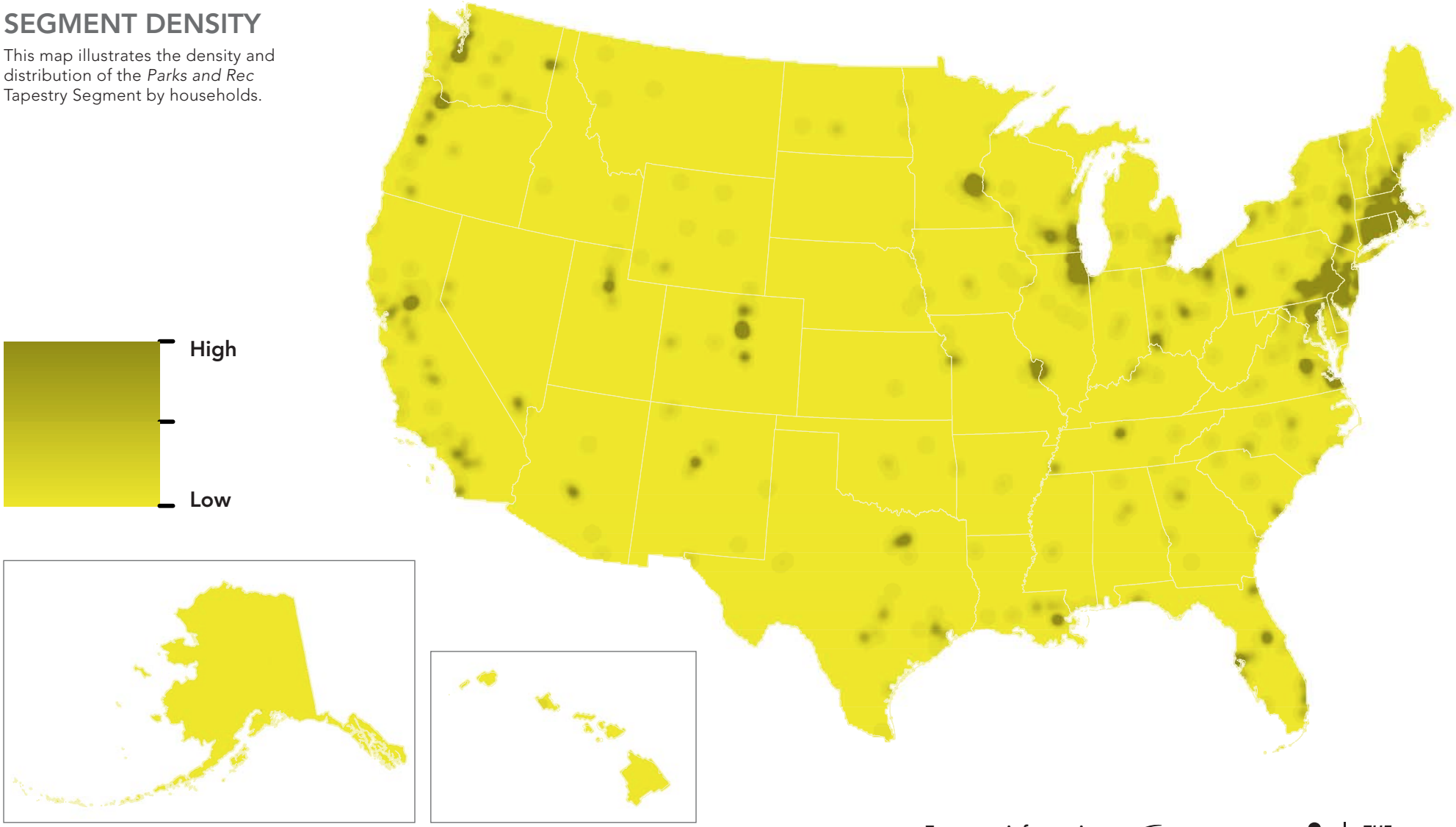
LifeMode Group: GenXurban

Parks and Rec

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Parks and Rec* Tapestry Segment by households.



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G2831429

LifeMode Group: Midtown Singles

Set to Impress

11D

Households: 1,714,100

Average Household Size: 2.12

Median Age: 33.9

Median Household Income: $32,800

WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- Mostly found in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

SOCIOECONOMIC TRAITS

- Residents are educated and mobile.
- Many are enrolled in college (Index 141).
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by MRI-Simmons.

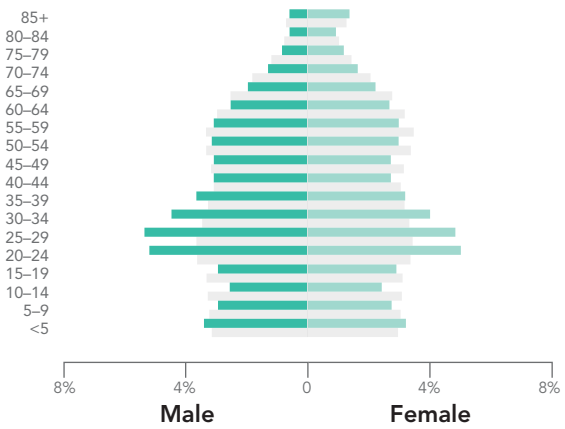
11D LifeMode Group: Midtown Singles
Set to Impress

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 33.9 US: 38.2

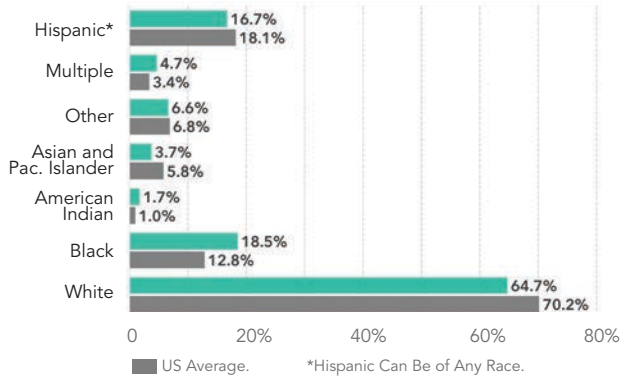
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

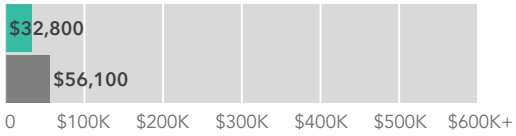
Diversity Index: 67.2 US: 64.0



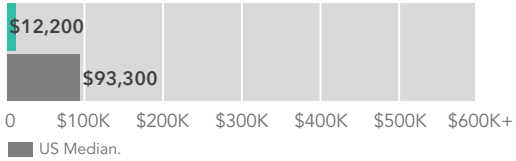
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

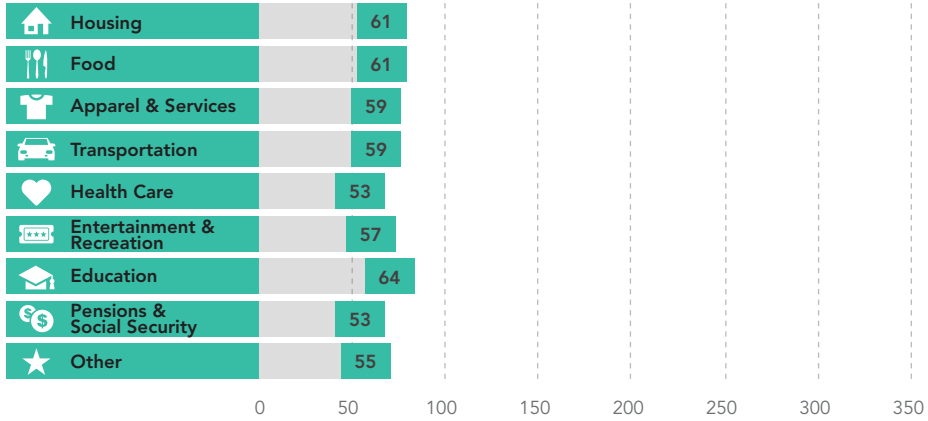


Median Net Worth



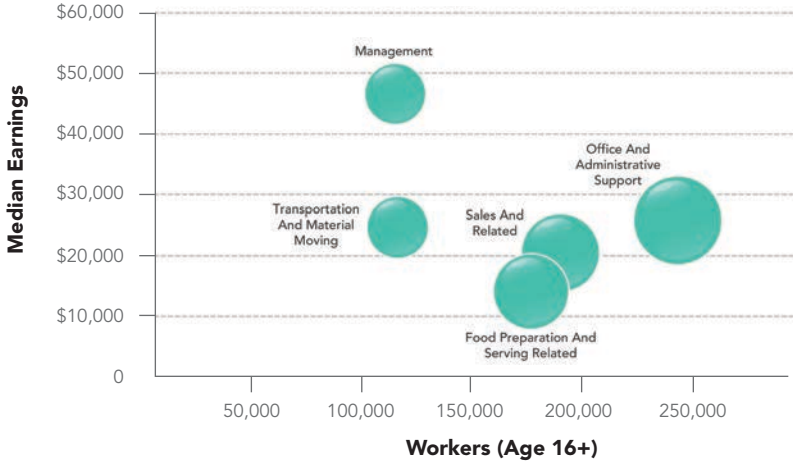
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



11D

LifeMode Group: Midtown Singles

Set to Impress

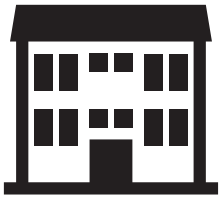
TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the internet for social media, downloading video games and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

HOUSING

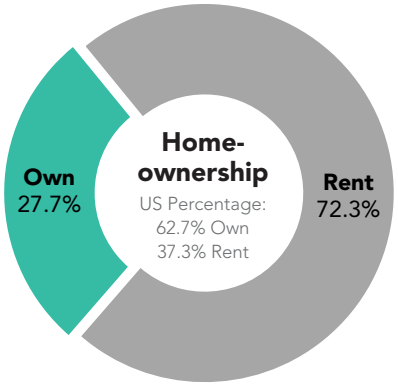
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunit Rentals; Single Family

Average Rent:
$787

US Average: $1,038



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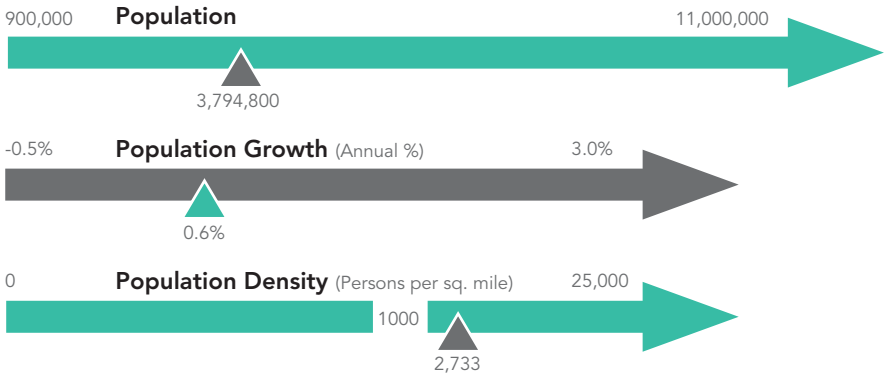

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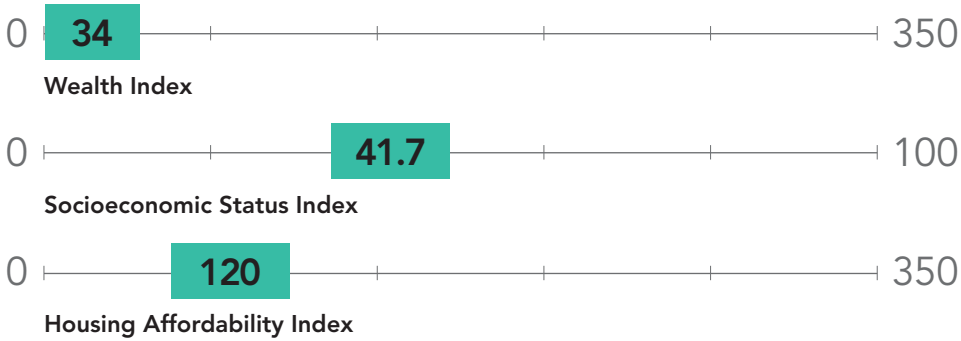


11D

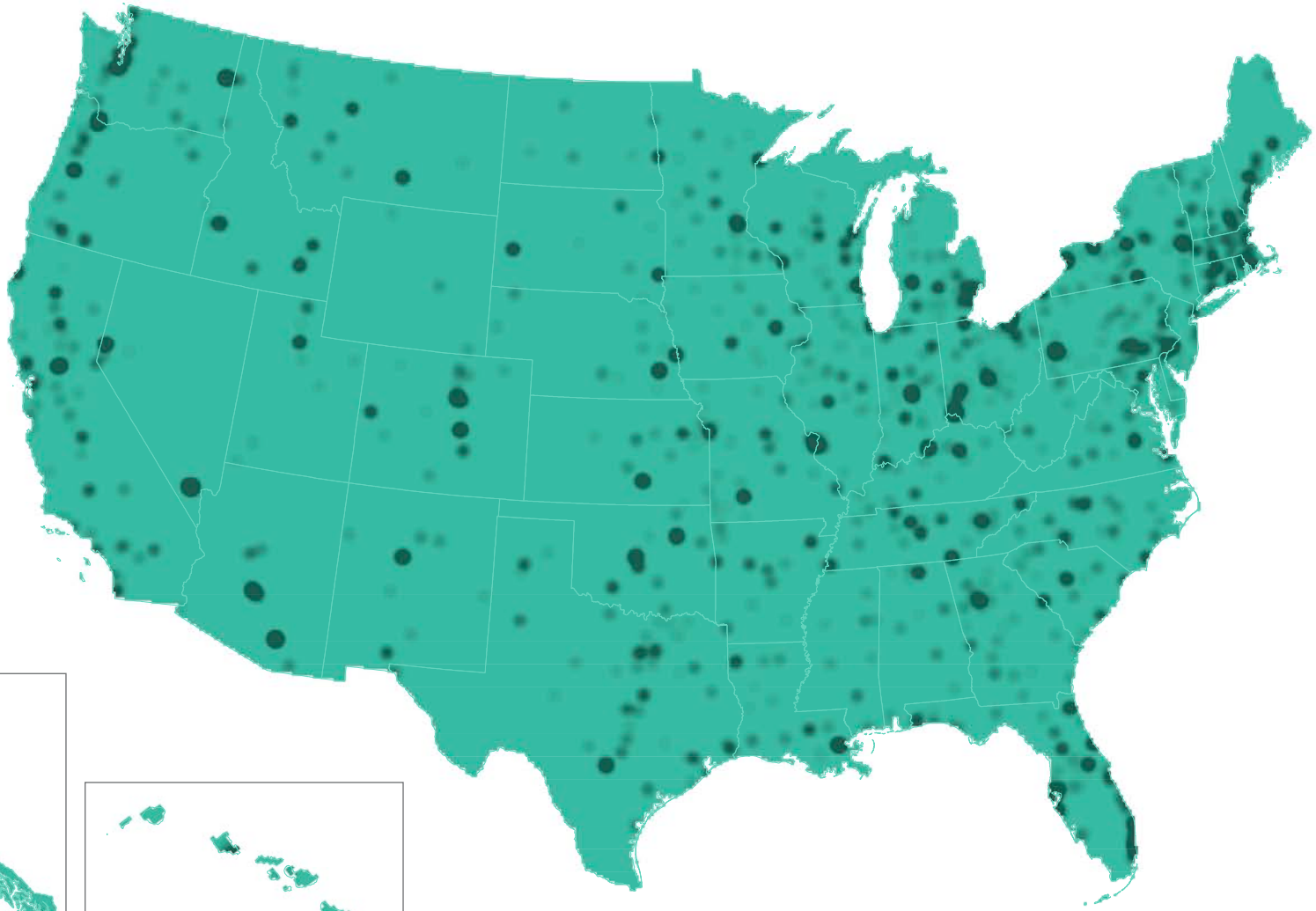
LifeMode Group: Midtown Singles

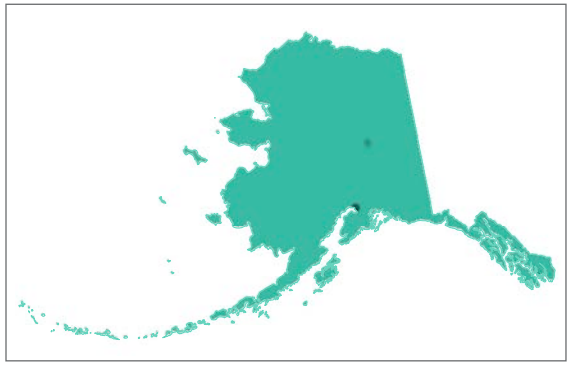
Set to Impress

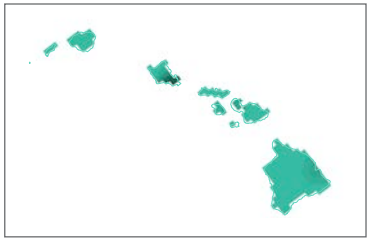
TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Set to Impress* Tapestry Segment by households.







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G2831429

LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: $44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

8F

LifeMode Group: Middle Ground

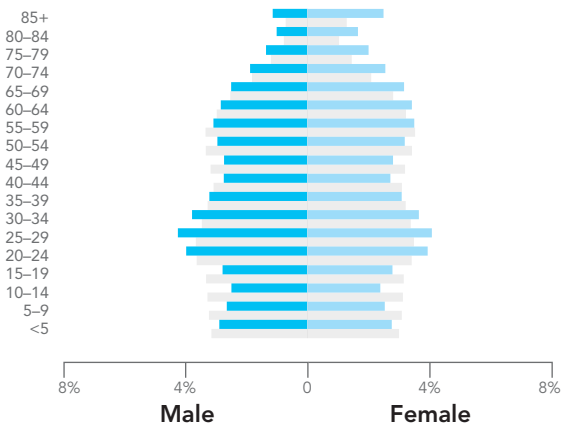
Old and Newcomers

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 39.4 US: 38.2

Indicates US



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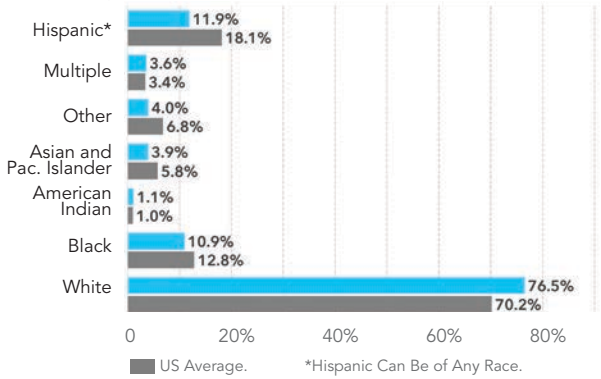

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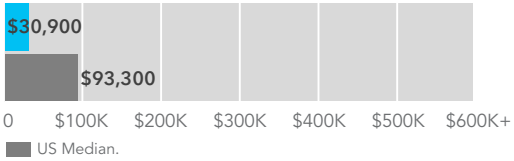
Median Household Income

Median Net Worth



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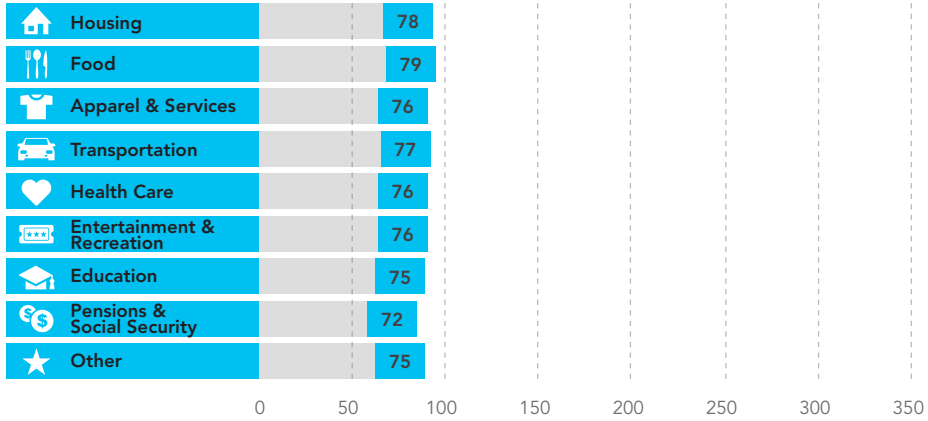

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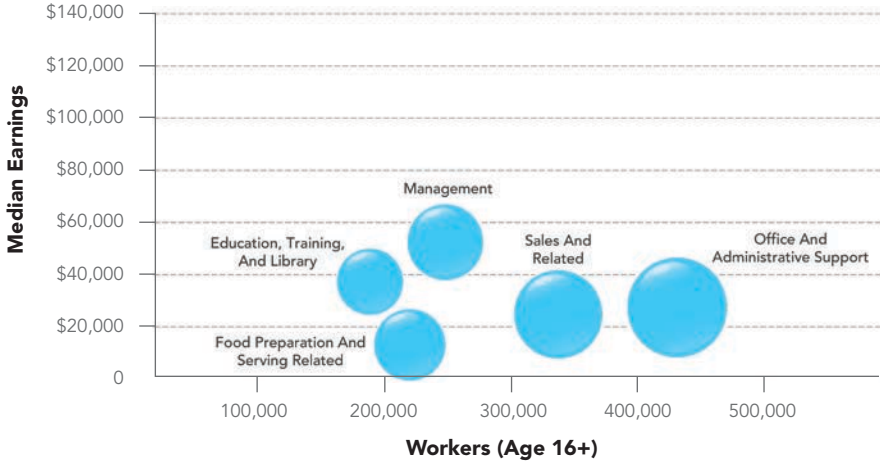


8F

LifeMode Group: Middle Ground

Old and Newcomers

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen, and fast food.
- They do banking as likely in person as online.

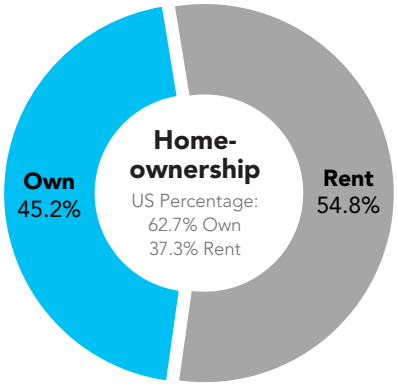
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Multi-Units

Average Rent:
$880

US Average: $1,038



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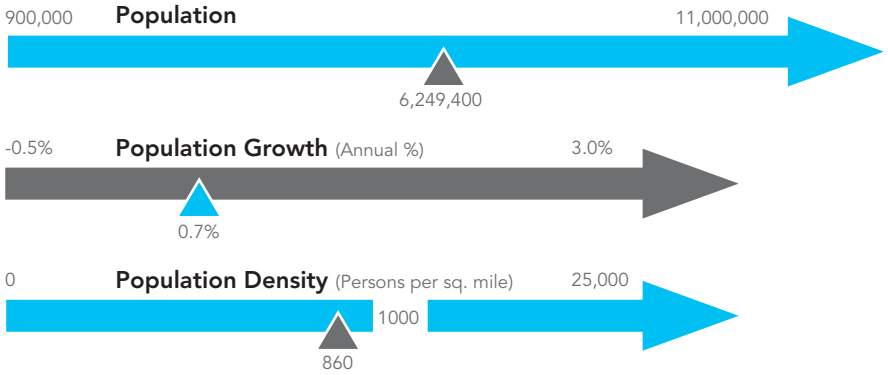

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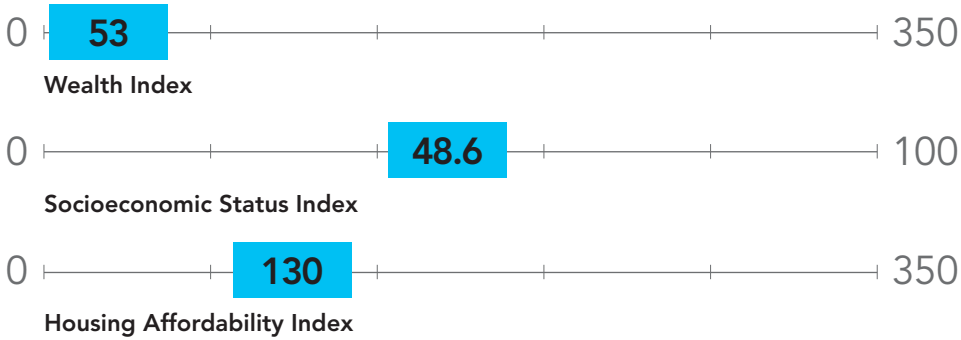


8F

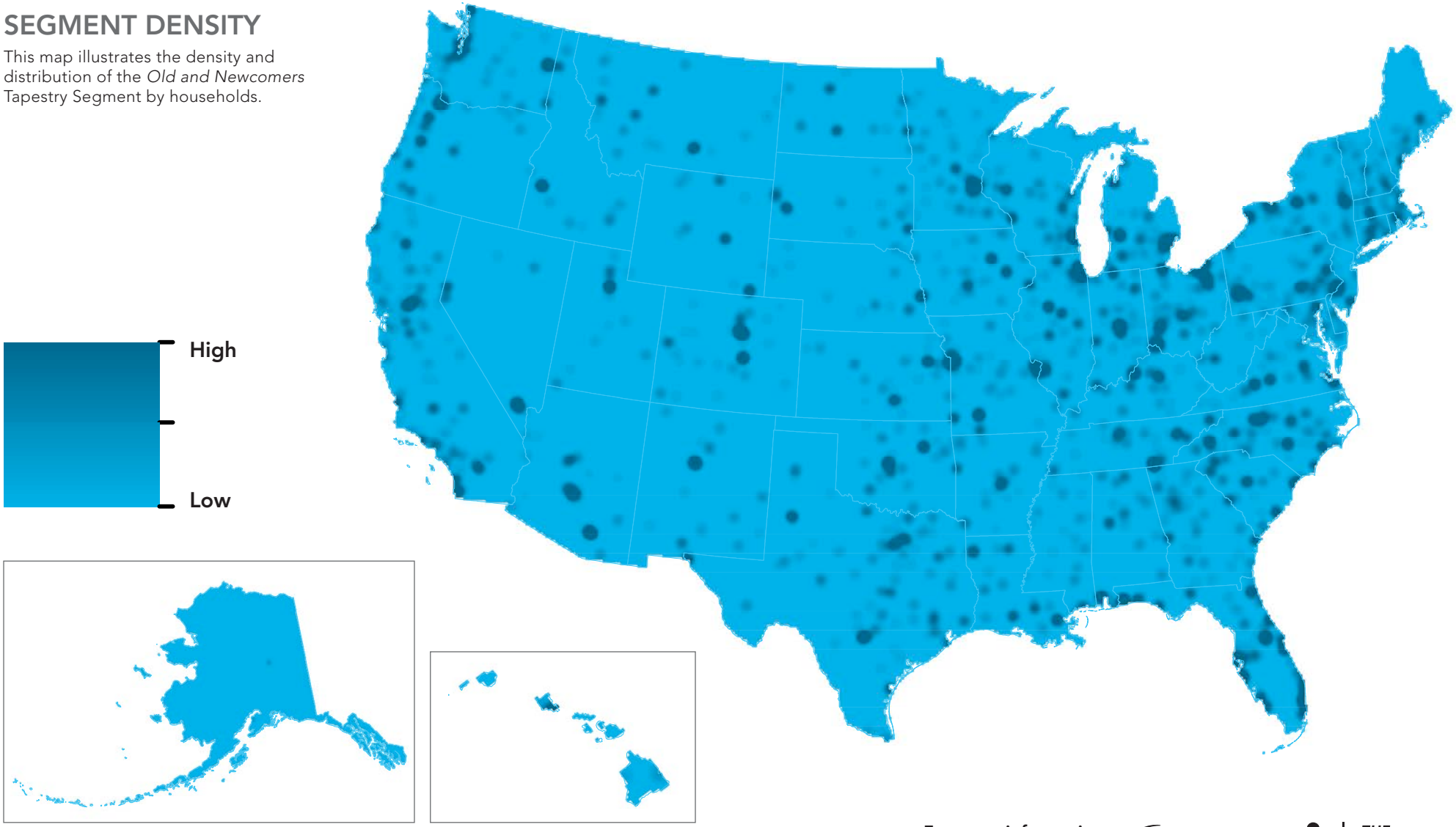
LifeMode Group: Middle Ground

Old and Newcomers

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Old and Newcomers* Tapestry Segment by households.



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WHAT IS THE RELIGION ADHERENTS REPORT?

The Religion Adherents Report represents the results of the U.S. Religion Census, which was originally conducted by the U.S. government in five special reports from 1890 through 1936. Since 1990, this decadal census has been conducted by the *Association of Statisticians of American Religious Bodies. Coverage now includes many non-Christian groups as well as special counts for religious traditions that do not have central data collection points, such as non-denominational churches or Muslim and Jewish communities.

With more than 370 religious bodies, over 350,000 congregations, and over 160 million adherents, the 2020 U.S. Religion Census is the most extensive count of congregations ever conducted.

This report depicts the number of "adherents" to each religion (including those who do not affiliate with any religion). The adherent figure represents people affiliated with a congregation, and the most comparable count of people across all participating groups. Adherents may include all those with an affiliation to a congregation (children, members, and attendees who are not members).

the ARDA THE ASSOCIATION OF RELIGION DATA ARCHIVES

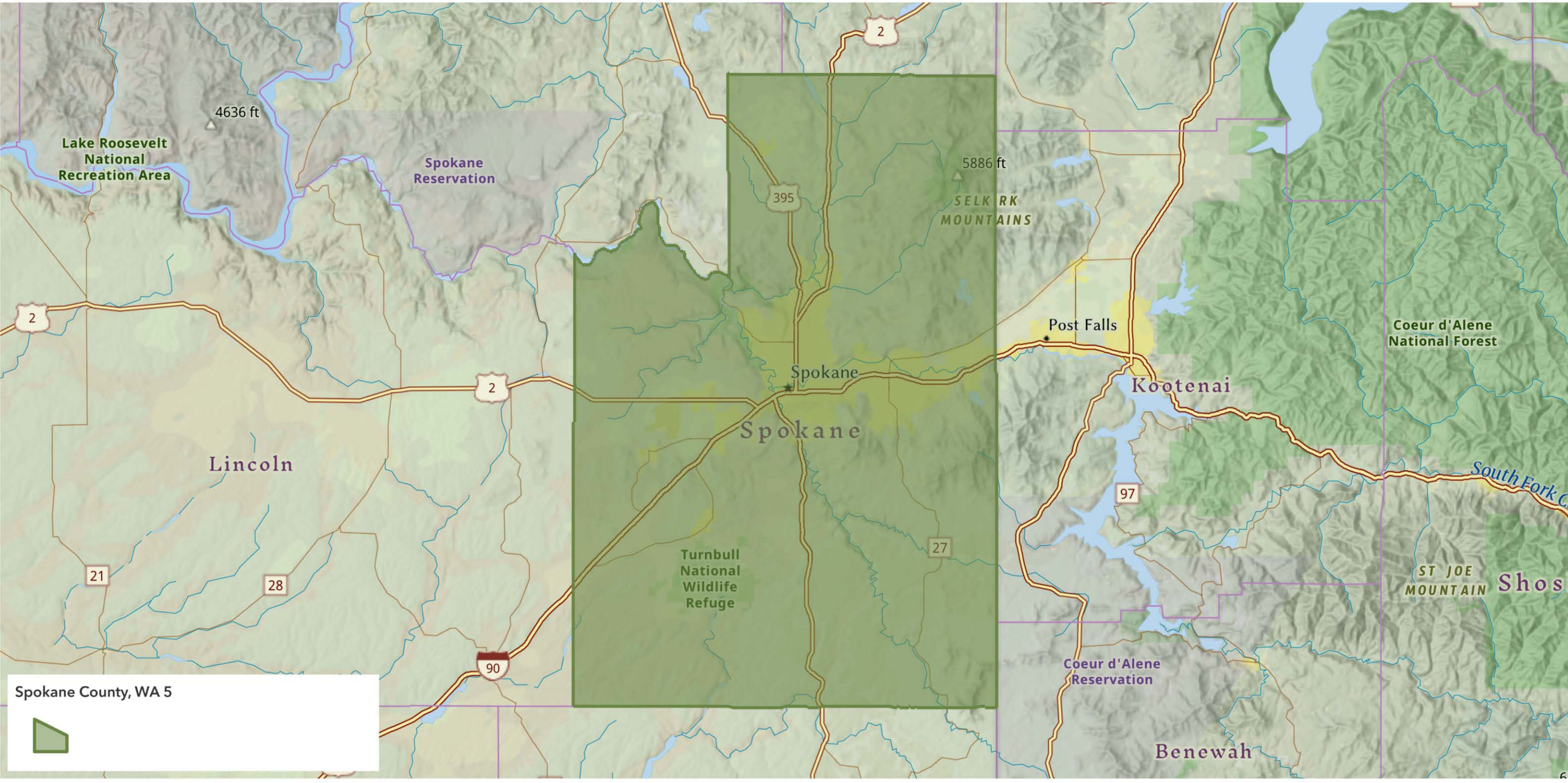
Association of Statisticians of ASARB American Religious Bodies

US Religion Census

*For more information, go to: https://www.usreligioncensus.org/about-census

North American Mission Board

DEMOGRAPHICS REPORT



North American Mission Board

SPECIAL REPORT: RELIGION ADHERENTS

DATA OBTAINED FROM THE ASSOCIATION OF RELIGION DATA ARCHIVES:
https://www.usreligioncensus.org/index.php/node/1639

US RELIGION CENSUS 2020

Data Collected

U.S. Religion Census collects data on the number of congregations, members, adherents, and attendees. These data are aggregated to the county level for each group participating. Participating groups are welcome to use their own definitions to determine what and/or who is counted. Each group is asked to explain its definitions concerning the items for which they submit data, and to comment on U.S. Religion Census procedures for estimating adherents if the group is not providing adherent figures. Not all groups collect or report all items.

General Guidelines for Defining Congregations, Members, Adherents, and Attendees.

Congregations: Congregations may be churches, mosques, temples, or other meeting places. A congregation may generally be defined as a group of people who meet regularly (typically weekly or monthly) at a pre-announced time and location.

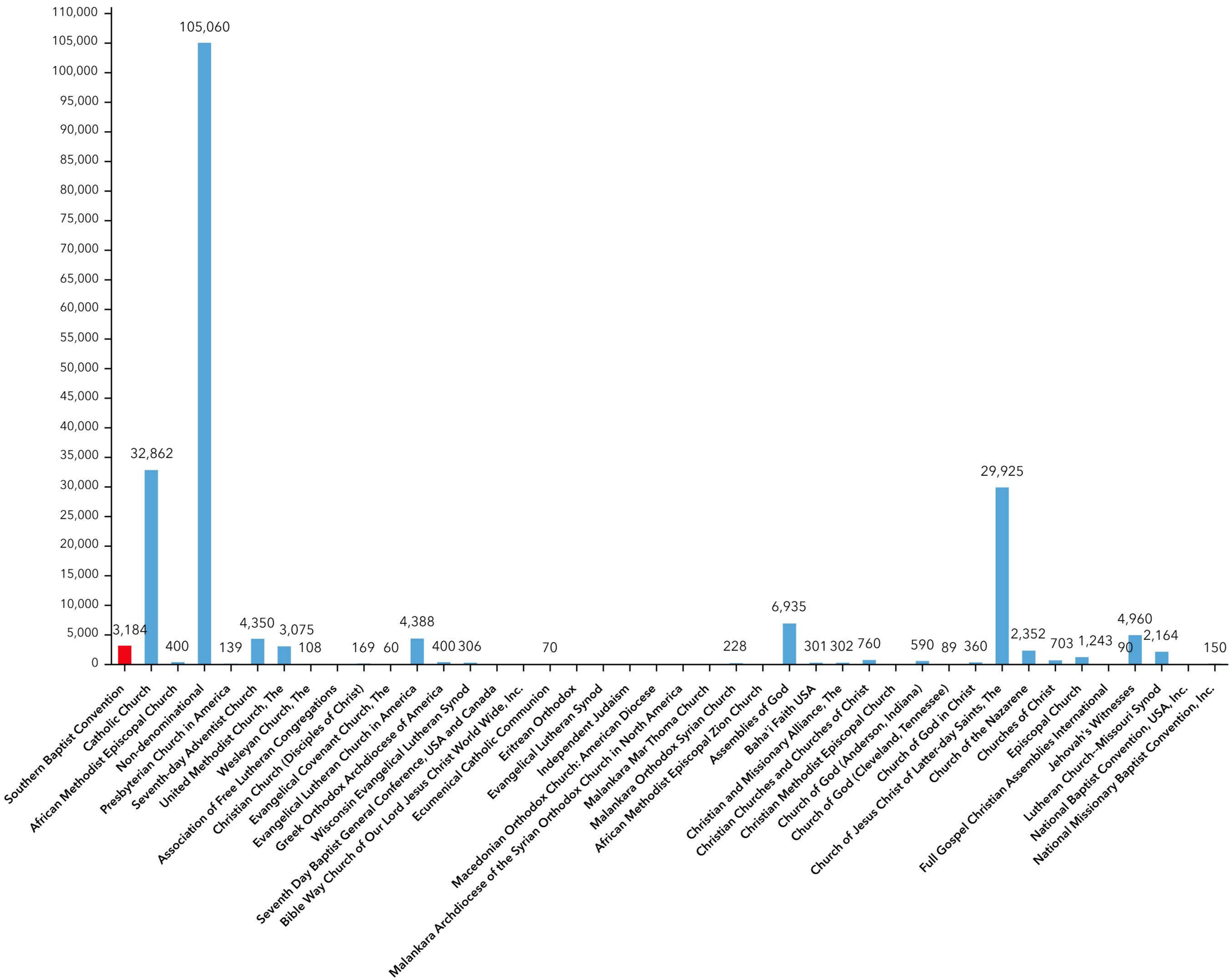
Members: Members are determined by the by-laws of each participating group. Members in Christian Protestant denominations are most often referred to as "full" or "communicant" members.

Adherents: The adherent figure is meant to be the most complete count of people affiliated with a congregation, and the most comparable count of people across all participating groups. Adherents may include all those with an affiliation to a congregation (children, members, and attendees who are not members). If a participating group does not provide the number of adherents, U.S. Religion Census may estimate the number of adherents through the use of a statistical procedure (this will only be done with the approval of the participating group). For groups that report the number of members but not adherents, the general formula for estimating adherents is: Compute what percentage the group's membership is of the county's adult population (14 and older), and then apply that percentage to the county's child population (13 and younger), and then take the resulting figure and add it to the group's membership figure.

Attendees: U.S. Religion Census looks for the number most comparable to an average weekly attendance (or monthly depending on the frequency of the group's meetings) during worship services.

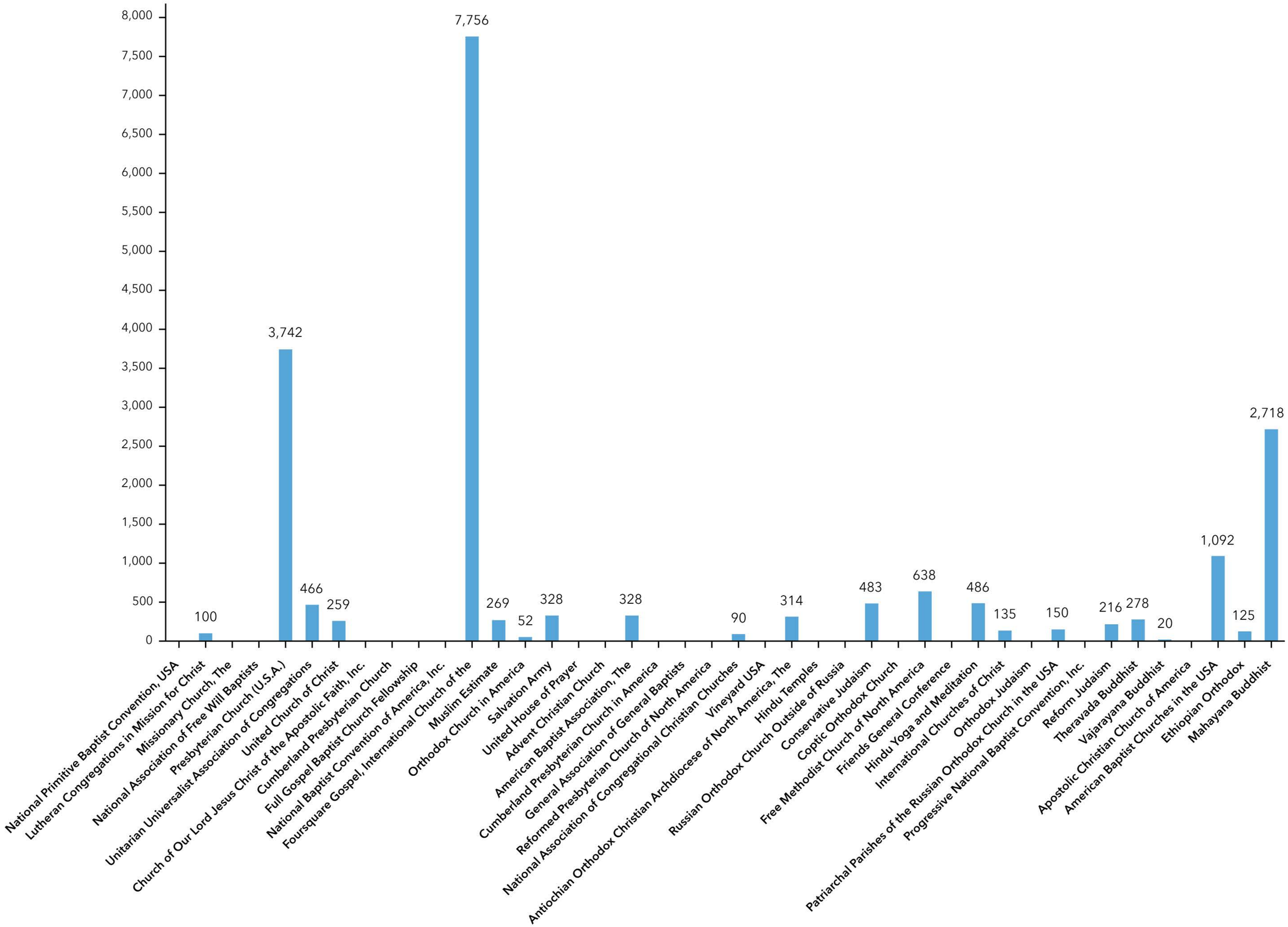
For more information about the U.S. Religion Census refer to: www.usreligioncensus.org.

RELIGION ADHERENTS



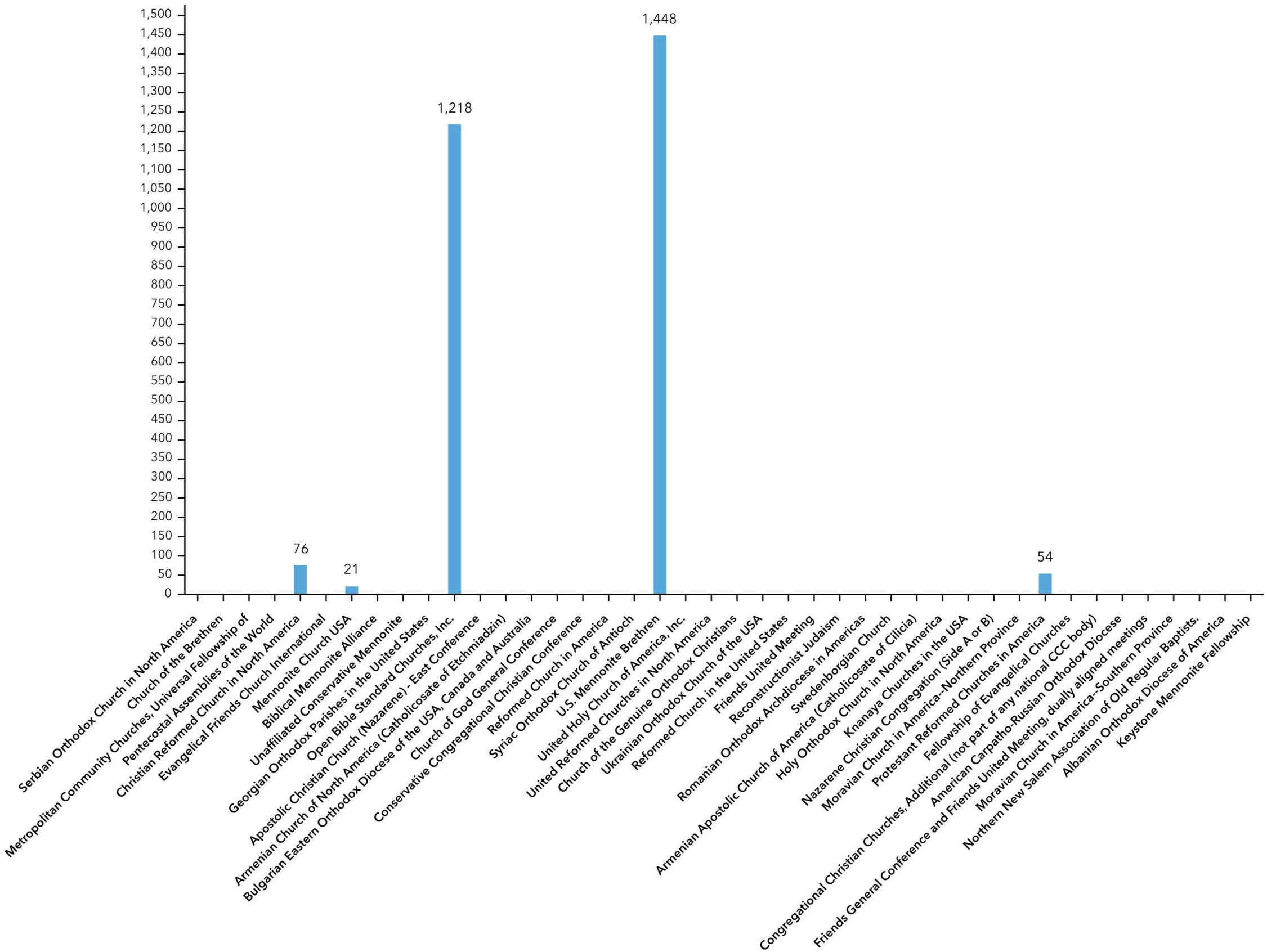
Religion

RELIGION ADHERENTS

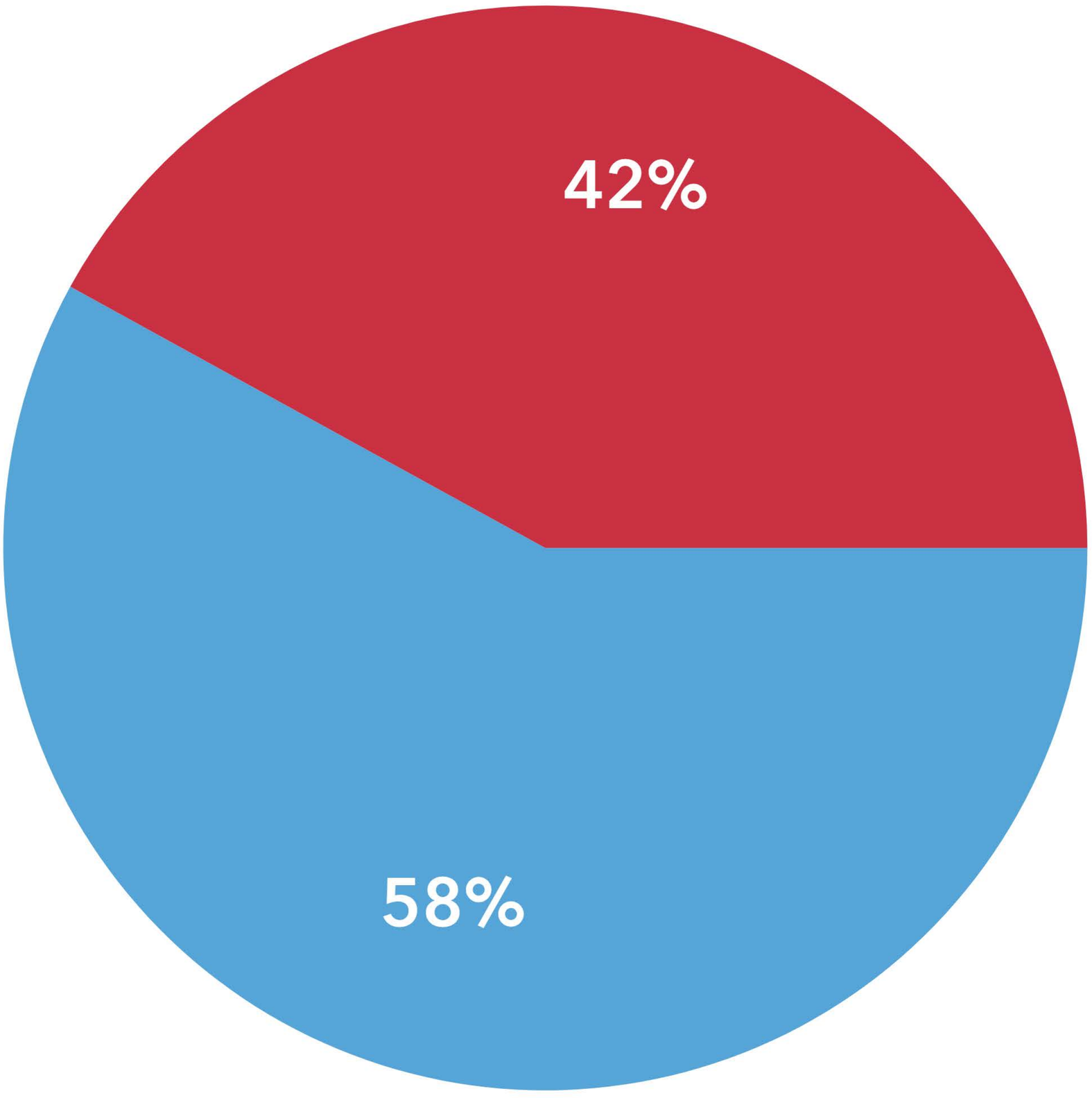


Religion

RELIGION ADHERENTS



PERCENTAGE OF RELIGION ADHERENTS



• Nones • Adherents

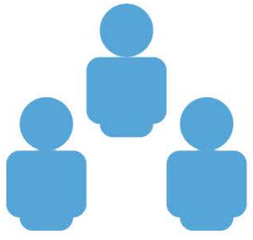
CONGREGATIONS

447

ADHERENTS

228,728

PEOPLE WITH NO RELIGIOUS AFFILIATION (NONES)



310,611

WHAT PERCENTAGE OF THE POPULATION IS SBC?

1%