

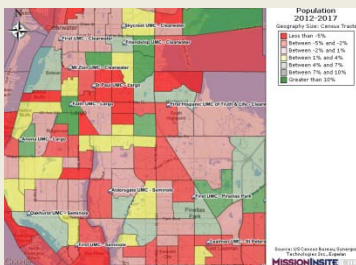
# 10 Key PeopleView System Applications



- 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 can target.)	Very Religious, Religious, Not Religious, Non-Religious
2. How religious or non-religious are individuals about Jesus? (The more you know about this, the better you can target.)	Very Religious, Religious, Not Religious, Non-Religious
3. How religious or non-religious are individuals about the Bible? (The more you know about this, the better you can target.)	Very Religious, Religious, Not Religious, Non-Religious
4. How religious or non-religious are individuals about the Church? (The more you know about this, the better you can target.)	Very Religious, Religious, Not Religious, Non-Religious
5. How religious or non-religious are individuals about the Christian faith? (The more you know about this, the better you can target.)	Very Religious, Religious, Not Religious, Non-Religious
6. How religious or non-religious are individuals about the Christian faith? (The more you know about this, the better you can target.)	Very Religious, Religious, Not Religious, Non-Religious
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Enjoy exploring your ministry area and discovering new mission opportunities!