

An aerial photograph of a suburban neighborhood. The image shows a grid of streets with houses, lawns, and trees. The houses are mostly single-story with varying roof colors. There are many green trees scattered throughout the neighborhood. The streets are paved and have some cars parked along the sides. The overall scene is a typical suburban residential area.

# Using Demographics and Psychographics for Next Generation Discipleship

Edward E. Moody, Jr., Ph.D.  
[emoody@nafwb.org](mailto:emoody@nafwb.org)



A large orange shape on the left side of the slide, consisting of a square with a quarter-circle cut out of its top-right corner.

## Our sample:

---

323 church communities out of 1990 churches

---

5, 10, 15, or 20-minute drive from the church

---

The top demographic group in these communities is females 60-64 (22%).

---

The top psychographic group is midlife constants (66%).

# Our strategy:

- Identify your Jerusalem.
- Look at your community trends.
- Look for pain points in your community.
- Look for opportunities in your community.
- Look for psychographic characteristics that can be utilized.





Assumptions:



Every  
community is  
unique.

---



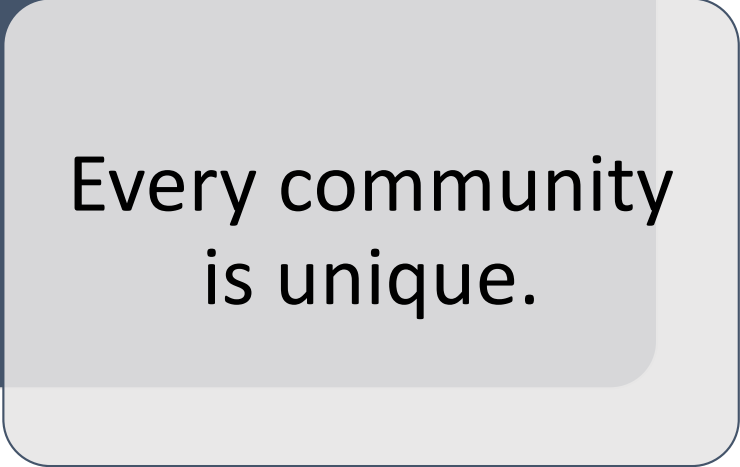
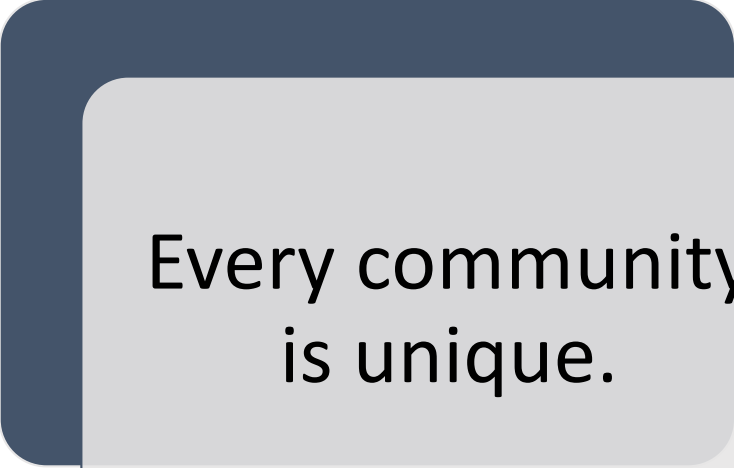
<sup>7</sup> But seek the welfare of the city where I have sent you into exile, and pray to the Lord on its behalf, for in its welfare you will find your welfare.

---

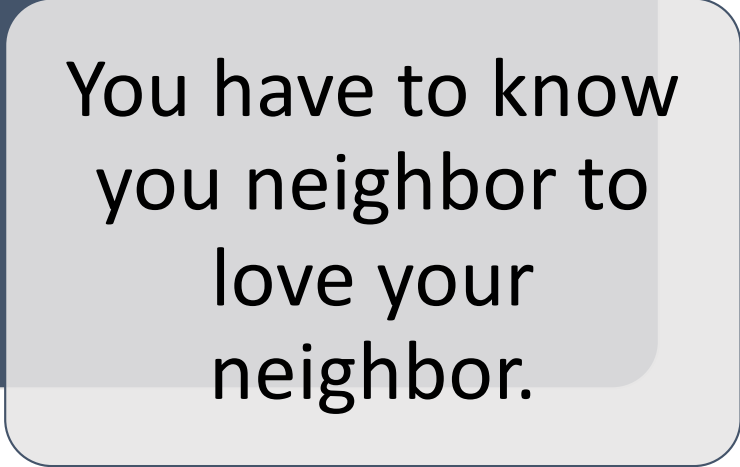
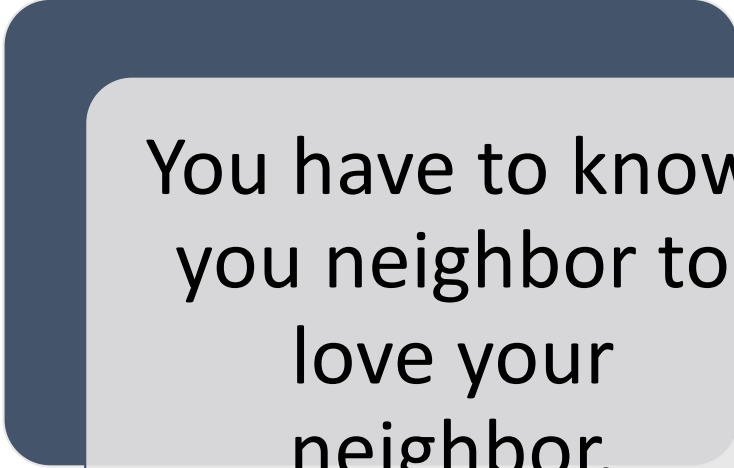
Jeremiah 29:7



## Assumptions:



Every community  
is unique.



You have to know  
you neighbor to  
love your  
neighbor.

---



<sup>37</sup> He said, “The one who showed him mercy.” And Jesus said to him, “You go, and do likewise.”

---

Luke 10:37



# Assumptions:

Every community  
is unique.

You have to know  
your neighbor to  
love your  
neighbor.

We have to study  
our neighbor to  
serve them.

---



<sup>19</sup> For though I am free from all, I have made myself a servant to all, that I might win more of them.

<sup>23</sup> I do it all for the sake of the gospel, that I may share with them in its blessings.

---

1 Corinthians 9

# Demographics

Age

Gender

Ethnicity

Income

Occupation

Marital status



# Psychographics

---

Personality.

---

Attitudes.

---

Lifestyle.

---

Social Status.

---

Activities, Interests, and Opinions (AIO).



---

# Life Style and Psychographics

---

EDITED BY  
*William D. Wells*

IN PARTNERSHIP WITH THE AMERICAN MARKETING ASSOCIATION





# The Personality OCEAN

---

Openness.

---

Extroversion.

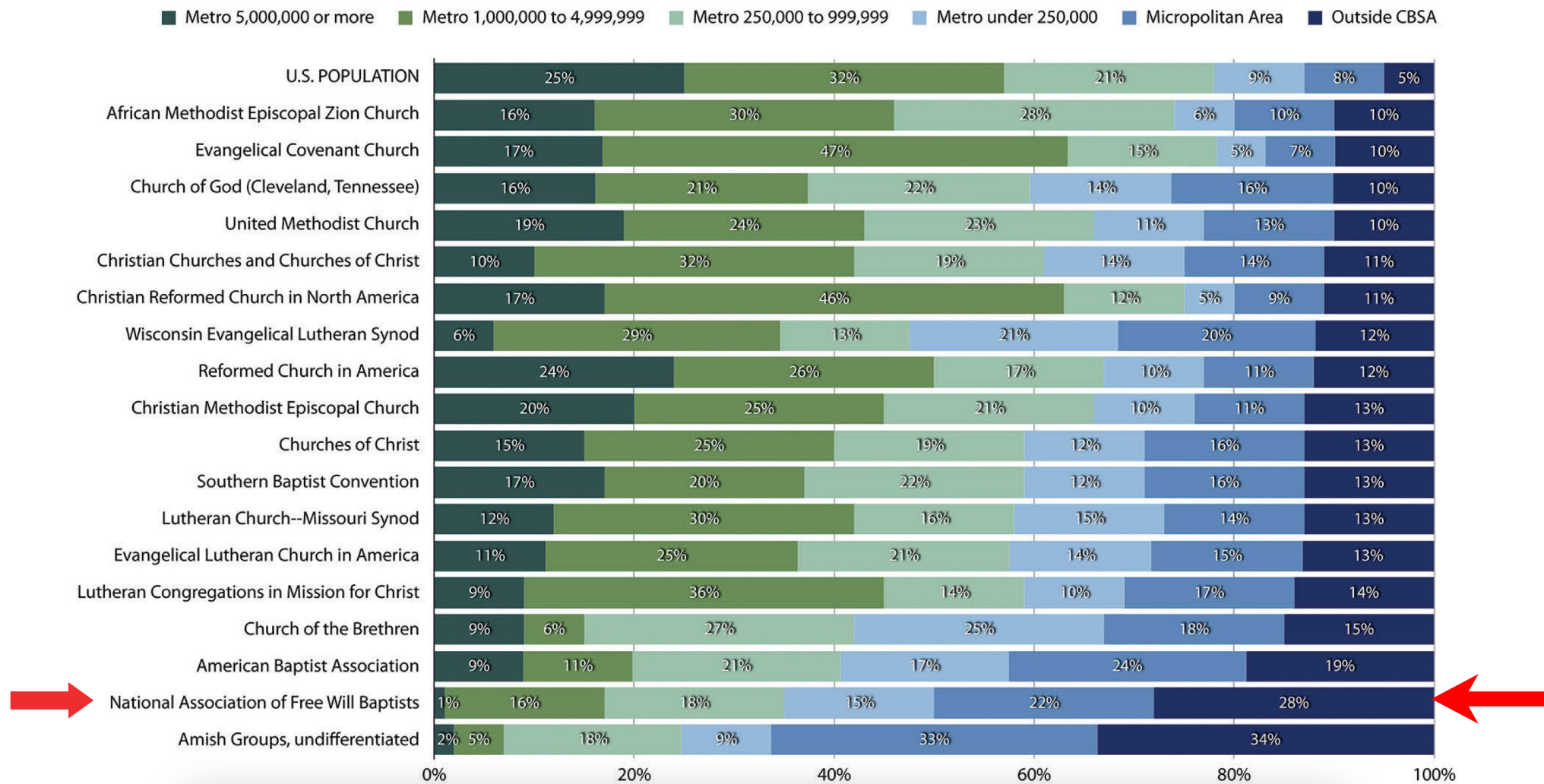
---

Agreeableness.

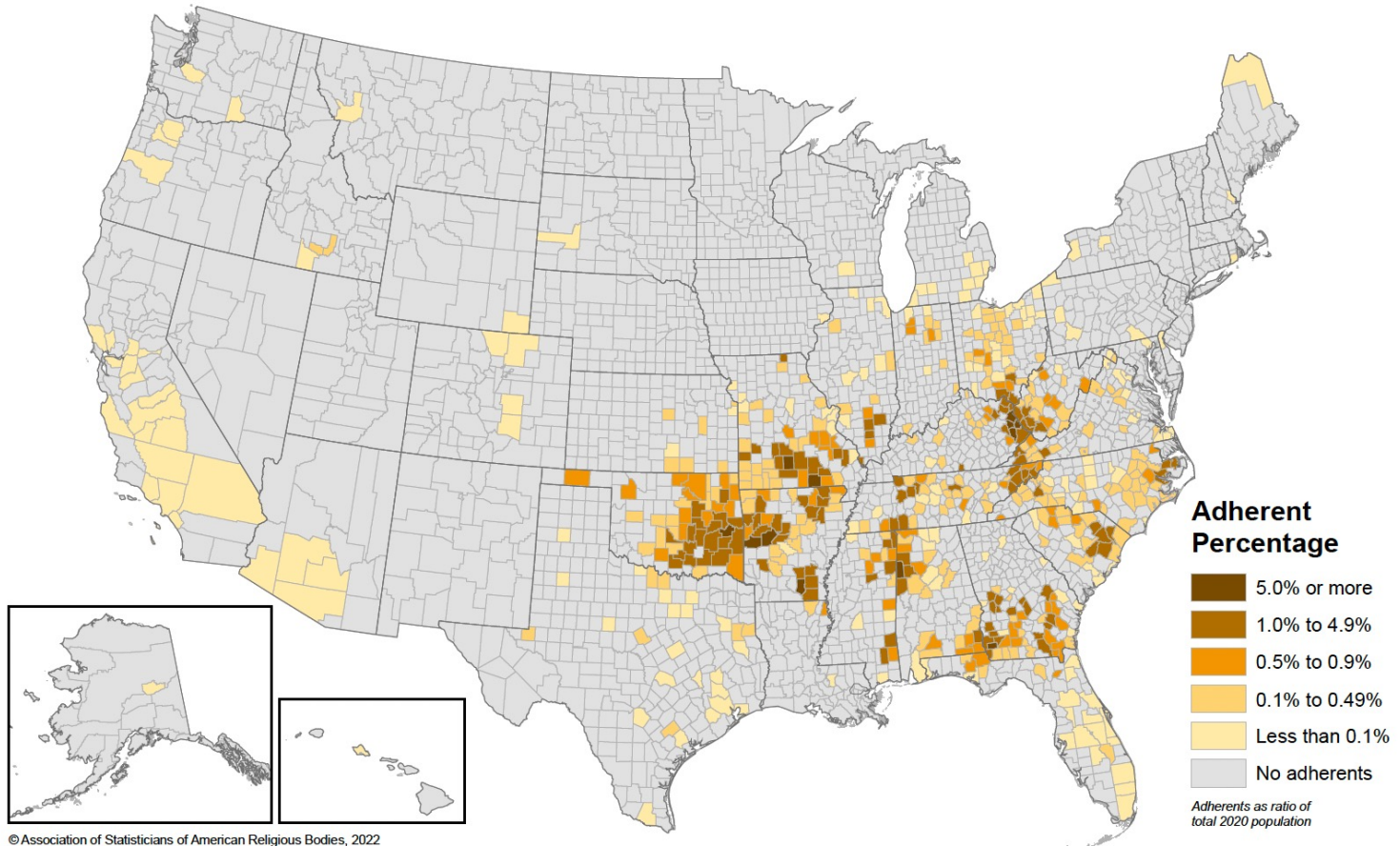
---

Neuroticism/Emotional Stability.

**Figure 2: Religious Bodies of at Least 100,000 Adherents that are Concentrated in Rural Areas, 2020**



National Association of Free Will Baptists:  
Adherents as Percentage of Population, 2020



© Association of Statisticians of American Religious Bodies, 2022  
2020 U.S. Religion Census: A County-level Enumeration  
of Religious Congregations and Adherents  
Created by Dale E. Jones using ESRI ArcMap

WHAT DO YOU REALLY KNOW ABOUT YOUR NEIGHBORS?

# know your community



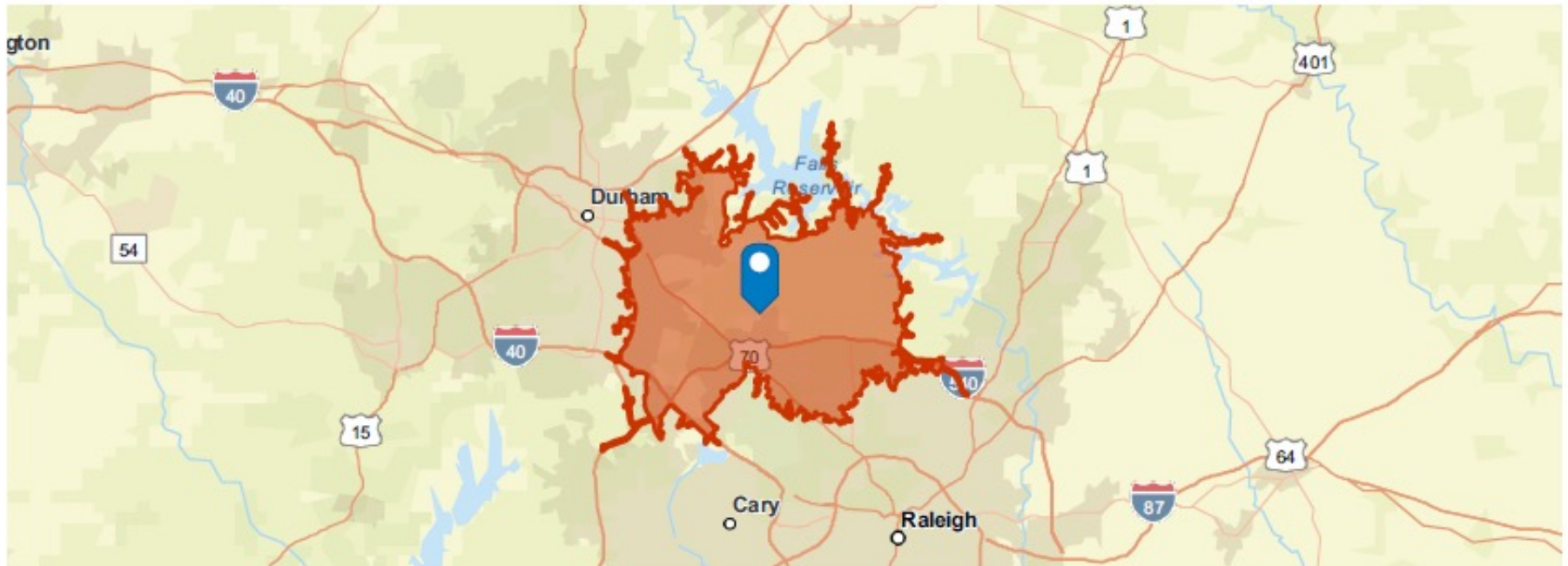
IN PARTNERSHIP WITH CHURCH ANSWERS



# Identify your Jerusalem.

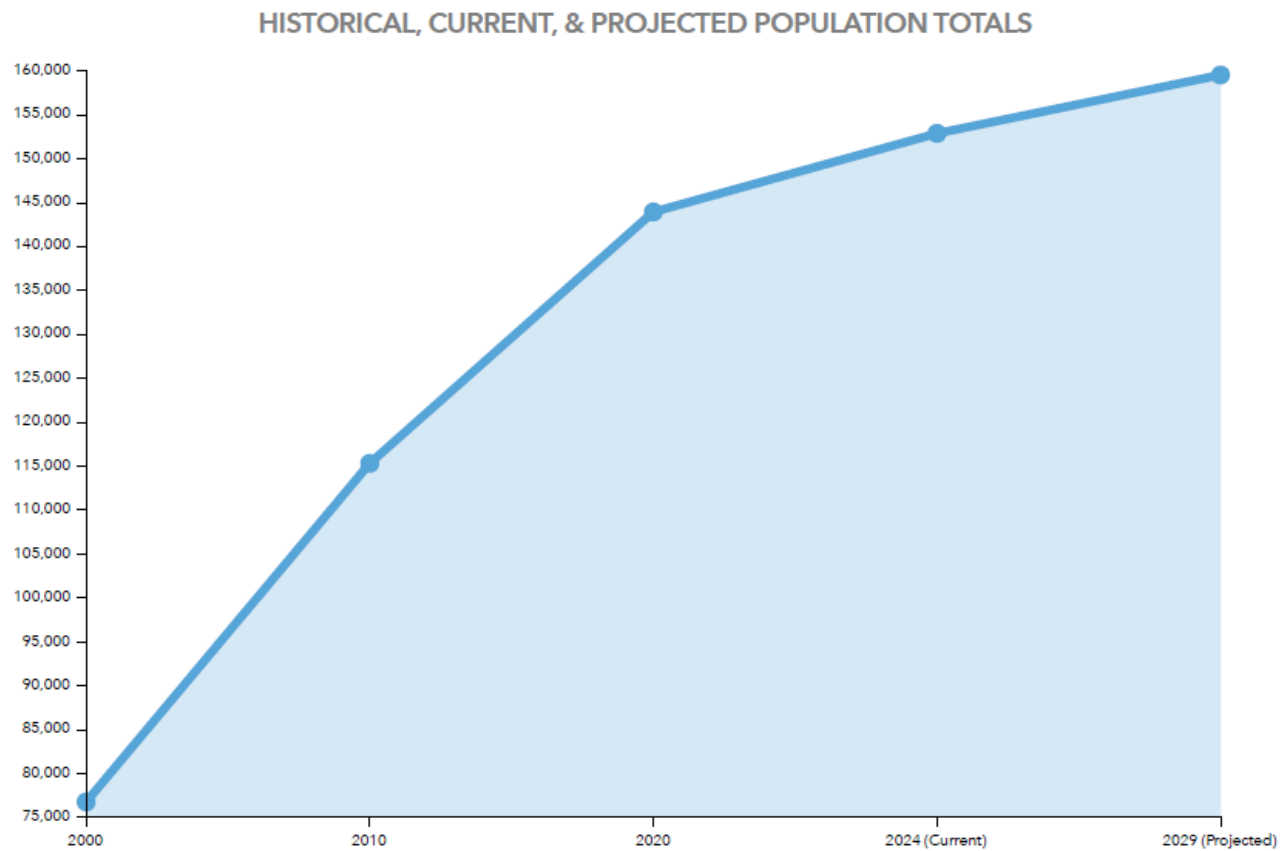
Shady Grove FWB Church

3805 Carpenter Pond Road, Durham, North Carolina, 27703



How many neighbors do you have within a 15-minute drive of your church? **152,903**

# Look at your community trends.



Now Available: Vintage 2021 Local Population and Housing Unit Estimates



// [Census.gov](#) / [Newsroom](#) / [Press Releases](#) / [Over Two-Thirds of the Nation's Counties Had Natural Decrease in 2021](#)

English

WITHIN NEWSROOM

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FOR IMMEDIATE RELEASE: THURSDAY, MARCH 24, 2022

# Over Two-Thirds of the Nation's Counties Had Natural Decrease in 2021

MARCH 24, 2022

RELEASE NUMBER CB22-51

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## Contact

Leslie Malone  
Public Information  
Office  
301-763-3030 or  
877-861-2010 (U.S. and  
Canada only)  
[pio@census.gov](mailto:pio@census.gov)

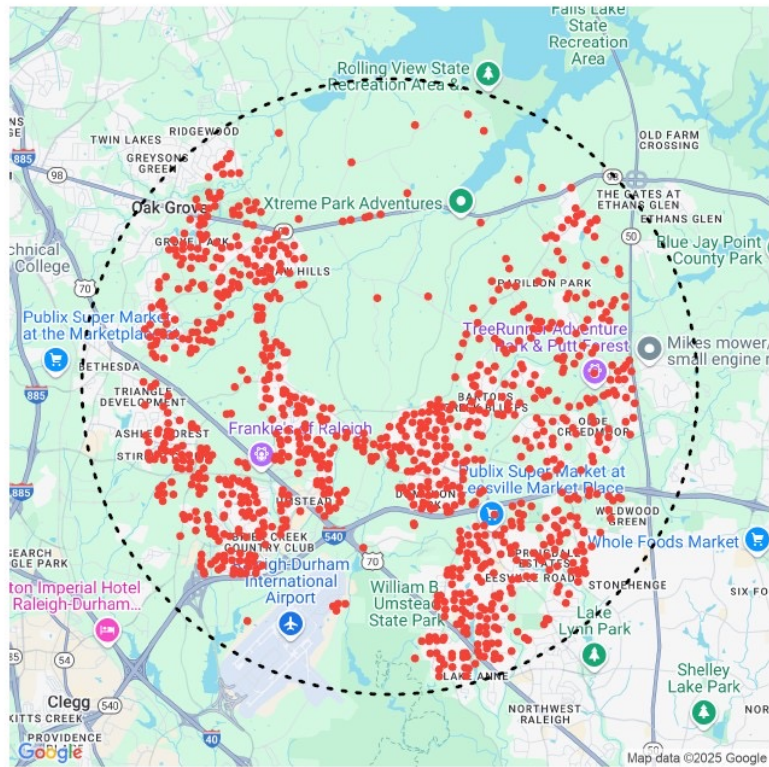
## Related Information

[Press kit](#)

## COVID-19 pandemic's impact on births and deaths results in a record number of counties experiencing natural decrease.



## Your Low-Hanging Fruit - New Neighbors



This map shows icons for the homes in your focus area which have moved in during the last 12 months. When they have moved in from outside your mission field, they are the most likely people to visit your church - especially when church members will introduce themselves and personally invite them to visit your church.

785 new  
neighbors in  
the last 6  
weeks



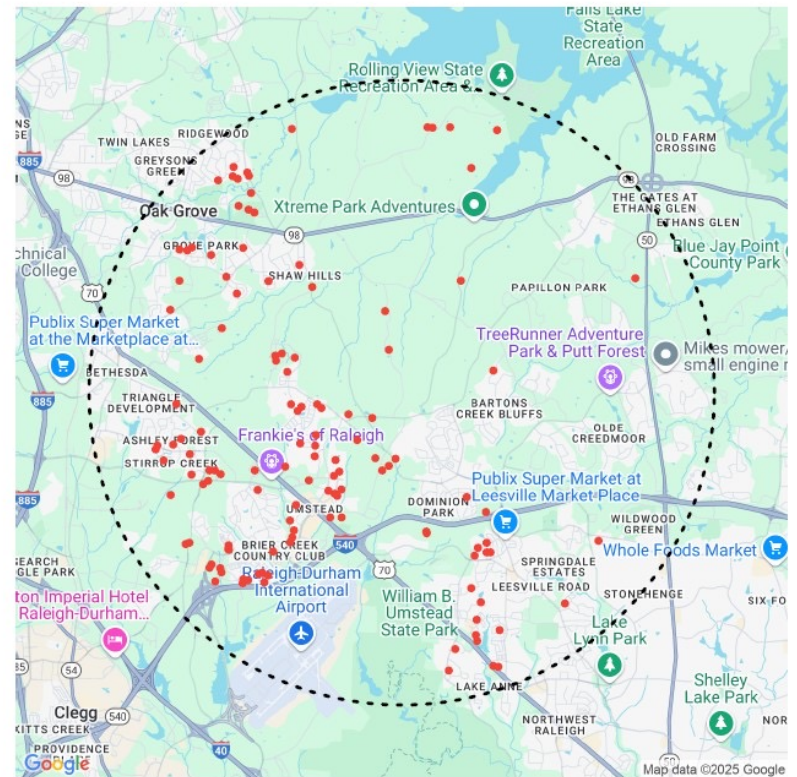


Look for pain points in a community.

There are 4,305 widows in a 15-minute drive of your church.



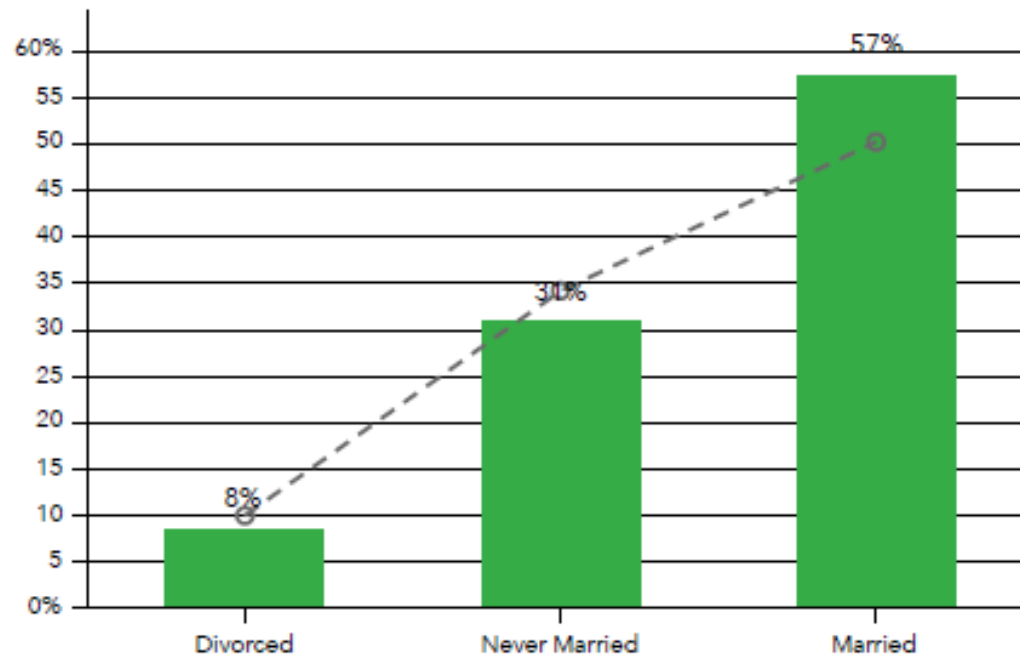
### James 1:27 Widows



This map shows icons for the homes in your focus area of women over the age of 64 who live by themselves and have low incomes. "Religion that is pure and undefiled before God the Father is this: to visit orphans and widows in their affliction, and to keep oneself unstained from the world." James 1:27 ESV. If your church has members who are neighbors with these women, the Lord will be pleased if they would reach out and minister to them. They also may be excellent prospects to start in home Bible studies and prayer groups.



### CURRENT ADULT MARRIAGE % (vs NATIONAL AVG)



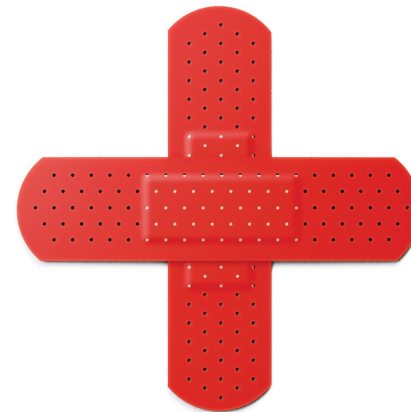
Dots show comparison to **United States**

**65,748 divorced  
people in a 15-  
minute drive of  
your church**



***Are you ready?***

*Don't let your fear of not  
knowing what to do  
keep you from helping someone!*



**FIRST** AID  
*for*  
EMOTIONAL HURTS



NAFWB.ORG/  
**FIRSTAID**

# Unmarried Partner Households

---

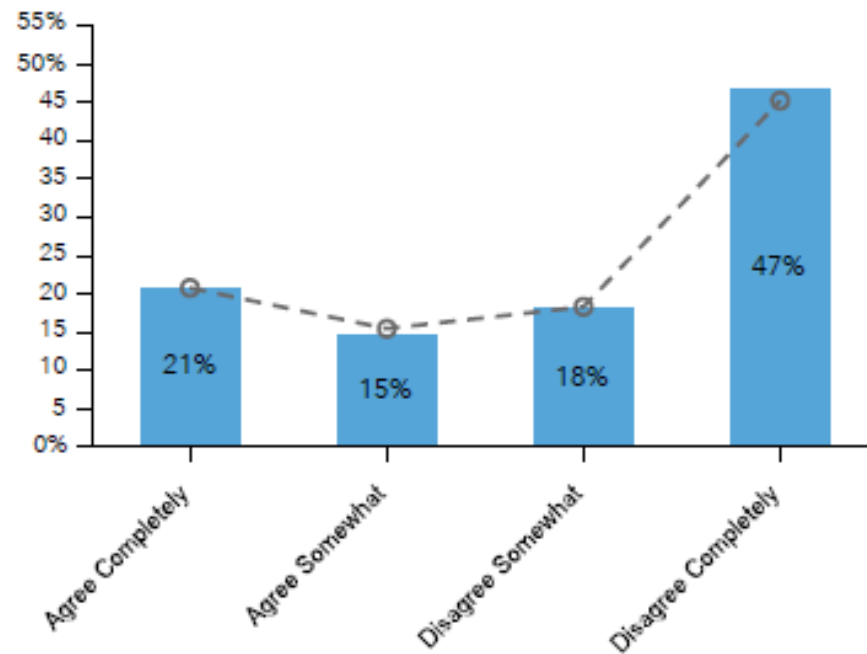
Opposite-sex: 61,901  
households

Same-sex: 337 households

## 2020 Population by Relationship and Household Type

Total	143,955
In Households	99.7%
Householder	42.2%
Opposite-Sex Spouse	20.2%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.5%
Same-Sex Unmarried Partner	0.2%
Biological Child	25.6%
Adopted Child	0.6%
Stepchild	0.8%
Grandchild	1.2%
Brother or Sister	1.1%
Parent	1.1%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	1.0%
Foster Child	0.1%
Other Nonrelatives	2.5%
In Group Quarters	0.3%
Institutionalized	0.2%
Noninstitutionalized	0.1%

## DO YOU ATTEND RELIGIOUS SERVICES REGULARLY? (vs NATIONAL AVERAGE)

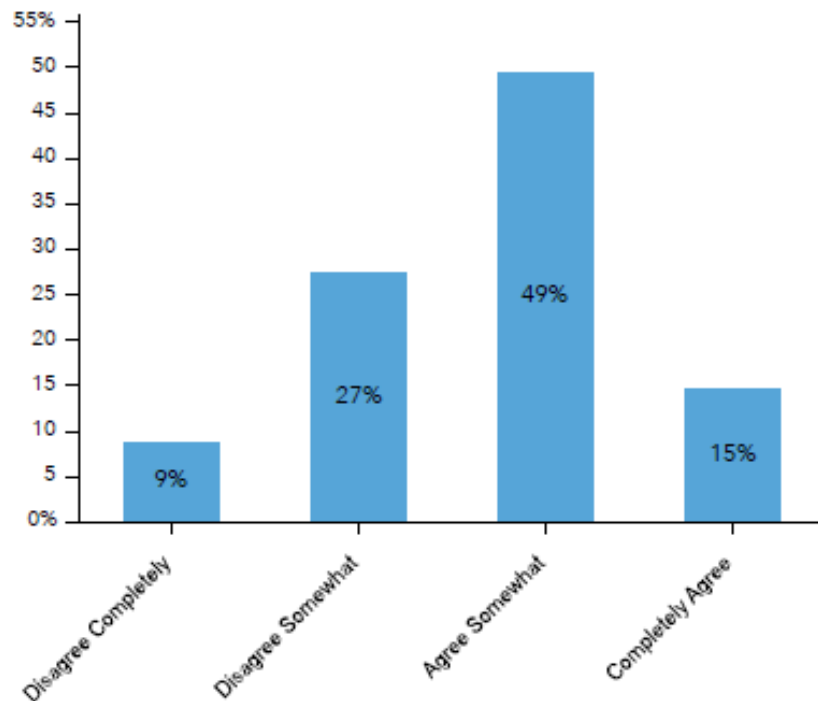


Dots show comparison to **United States**

**99,387 occasionally or rarely attend religious services.**

# What are opportunities in your community?

DO YOU HAVE HEALTHY EATING HABITS?



HEALTHCARE COST STRUGGLES



30,063

Somewhat Struggles  
with Healthcare Costs

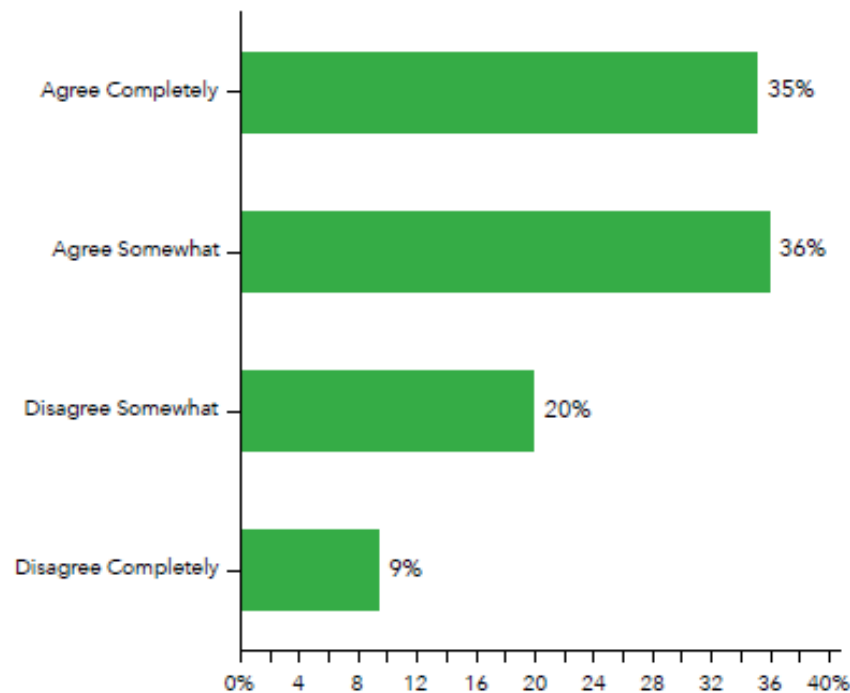


17,733

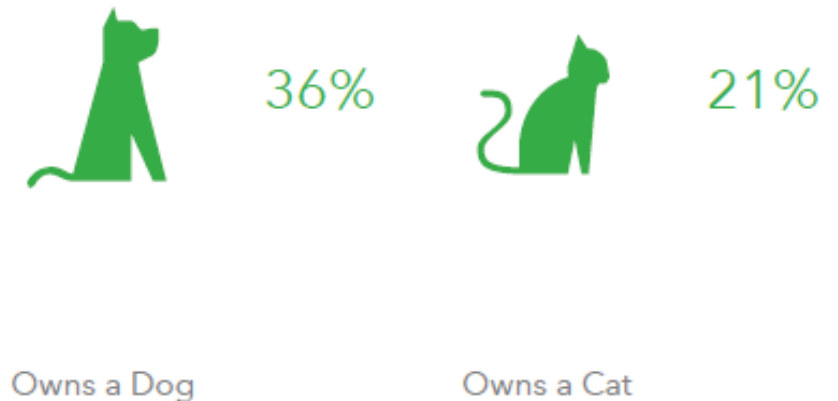
Completely  
Struggles with  
Healthcare Costs

# What are opportunities in your community?

DO YOU EXERCISE REGULARLY?



HOUSEHOLDS WITH PETS



## HOUSEHOLDS WITH CHILDREN



12,074

Married with  
Children



3,292

Single  
Mothers



1,271

Single  
Fathers





**B.L.E.S.S.**

**Become a  
Light  
for Christ.**



NAFWB





Anyone can become a Light to their neighbors with this simple lifestyle:

B - Begin with Prayer

L - Listen

E - Eat (fellowship)

S - Serve

S - Story (yours and His)



Hello Anna,  
may the Lord help you bless every home.

**Suggested prayer**

*Father, I praise and thank You for Your Word and the Spirit's power to fight the good fight, finish the race, to keep the faith. Thank You for redeeming our neighbors to have this overcoming and victorious life in Christ.*

2 Timothy 4:8

Here are the homes to pray for today. [Show on map.](#)

-  **MARILYN DILLARD, MICHAEL HABERMAN**  
644 POTOMAC PL
-  **ALYSSA LAMM**  
640 POTOMAC PL
-  **SHIRLEY CUNDIFF**  
638 POTOMAC PL
-  **GREGG REAVIS**  
634 POTOMAC PL
-  **DAVID AND LINDA STANSBERRY**  
632 POTOMAC PL

When done click:

**PRAYED**

Please make sure you click the above button to record your prayers and make them count towards your progress.






Hello Edward,  
may the Lord help you bless every home.

**Suggested prayer**

*Father, I praise and thank You for Your Word and the Spirit's power to fight the good fight, finish the race, to keep the faith. Thank You for redeeming our neighbors to have this overcoming and victorious life in Christ.*

2 Timothy 4:8

Here are the homes to pray for today. [Show on map.](#)

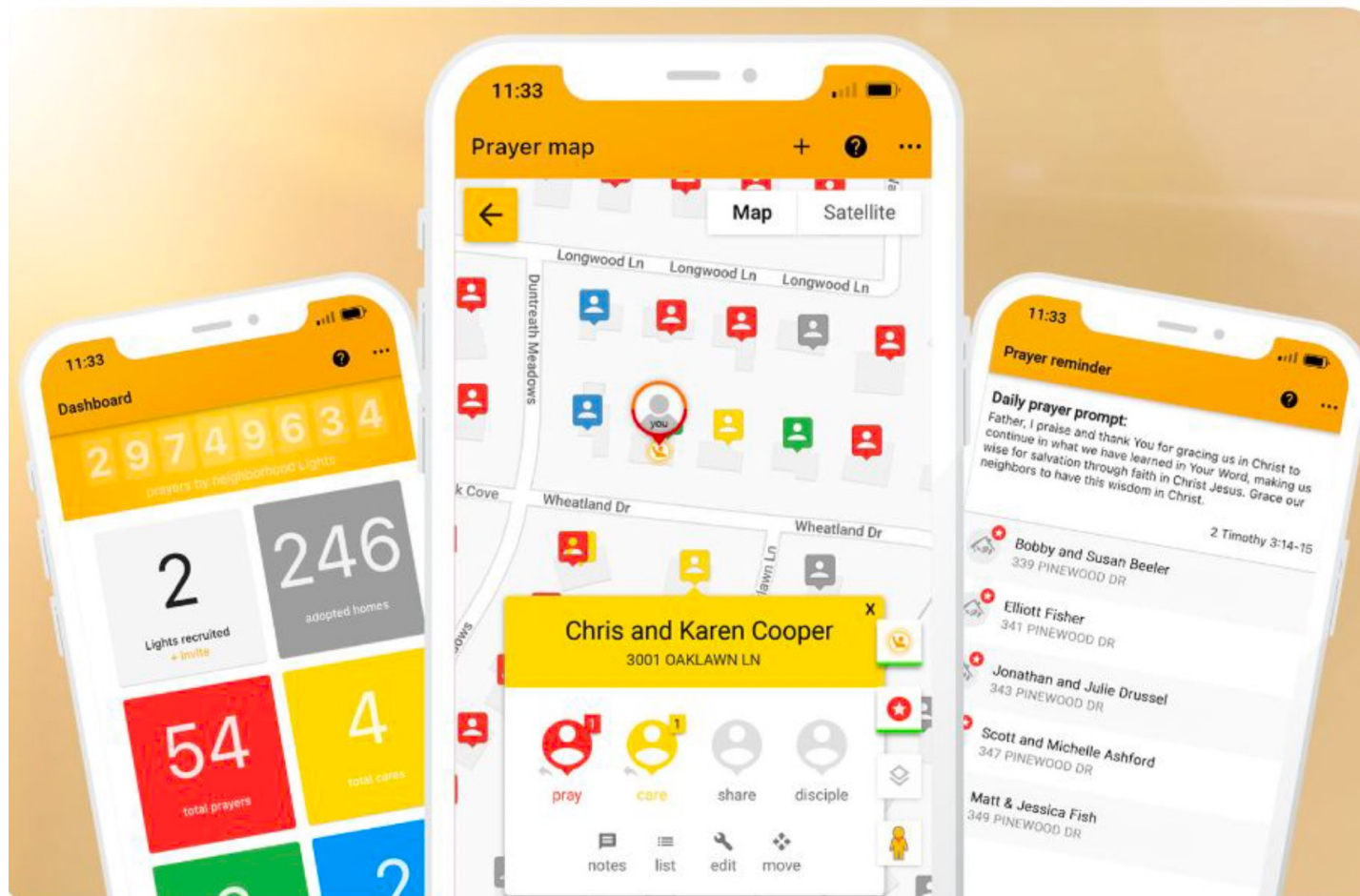
-  **GARY OROURKE, ABIGAIL AND JEFFREY TULL**  
348 CLOVERBROOK WAY
-  **EARL AND JOYCE STRONG**  
356 CLOVERBROOK WAY
-  **KENT BROWN, VICKIE TRULL**  
368 CLOVERBROOK WAY
-  **JIMMY AND CHRISTINE MORGAN**  
376 CLOVERBROOK WAY
-  **JULIE AND CHRISTOPHER PETERSON**  
380 CLOVERBROOK WAY

When done click:

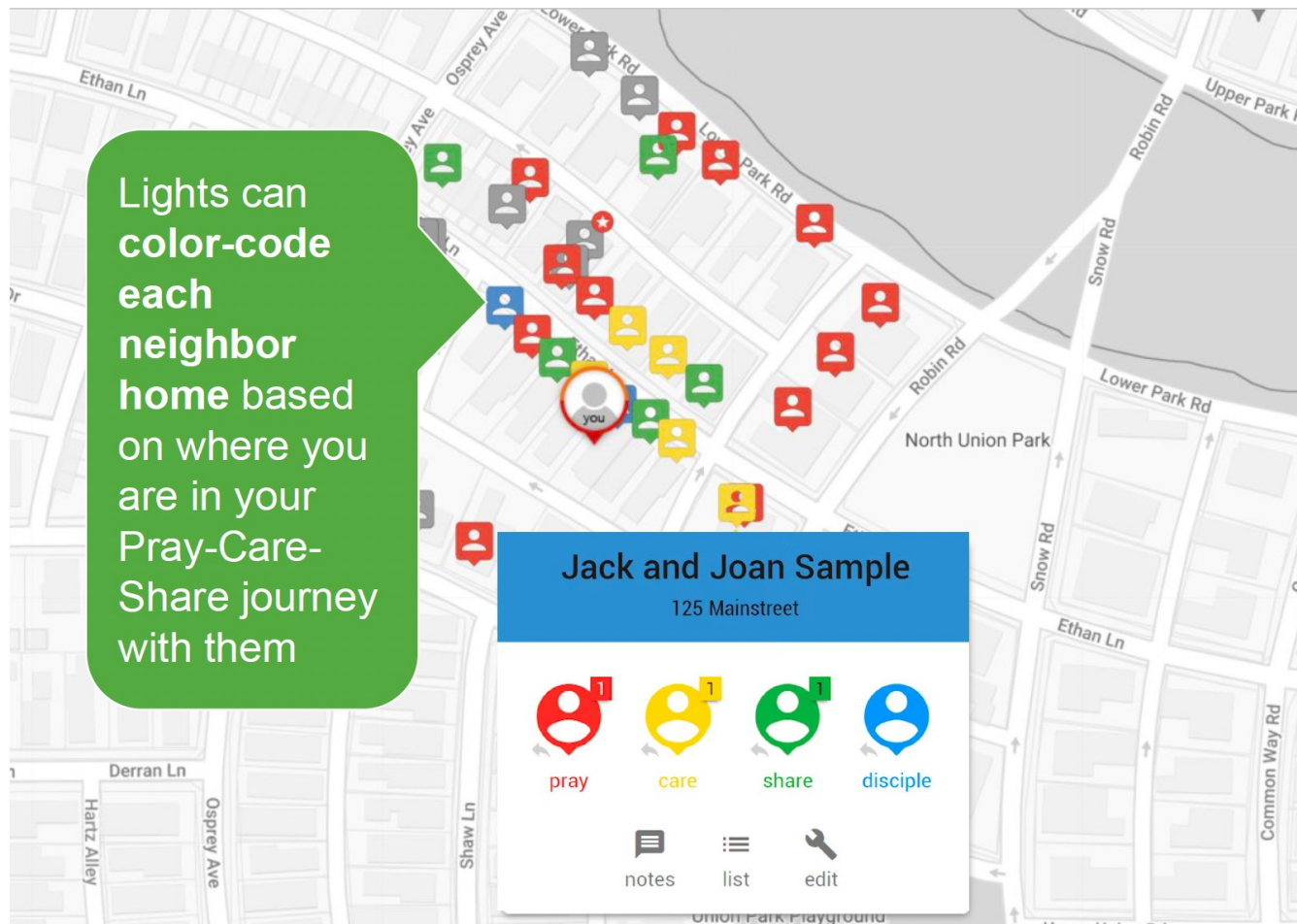
**PRAYED**

Please make sure you click the above button to record your prayers and make them count towards your progress.





Lights can  
color-code  
each  
neighbor  
home based  
on where you  
are in your  
Pray-Care-  
Share journey  
with them



Who will I  
**REACH**  
with the gospel?  
Acts 1:8

Who will I  
**TRAIN**  
in the faith?  
Matthew 28:19-20

What time, talent &  
treasure do I  
**GIVE**  
to the Lord?  
Matthew 25



ACCEPT THE  
**MISSION**

Who will I **REACH**  
with the gospel?

---

Who will I **TRAIN**  
in the faith?

---

What time, talent  
& treasure do I  
**GIVE**  
to the Lord?

---

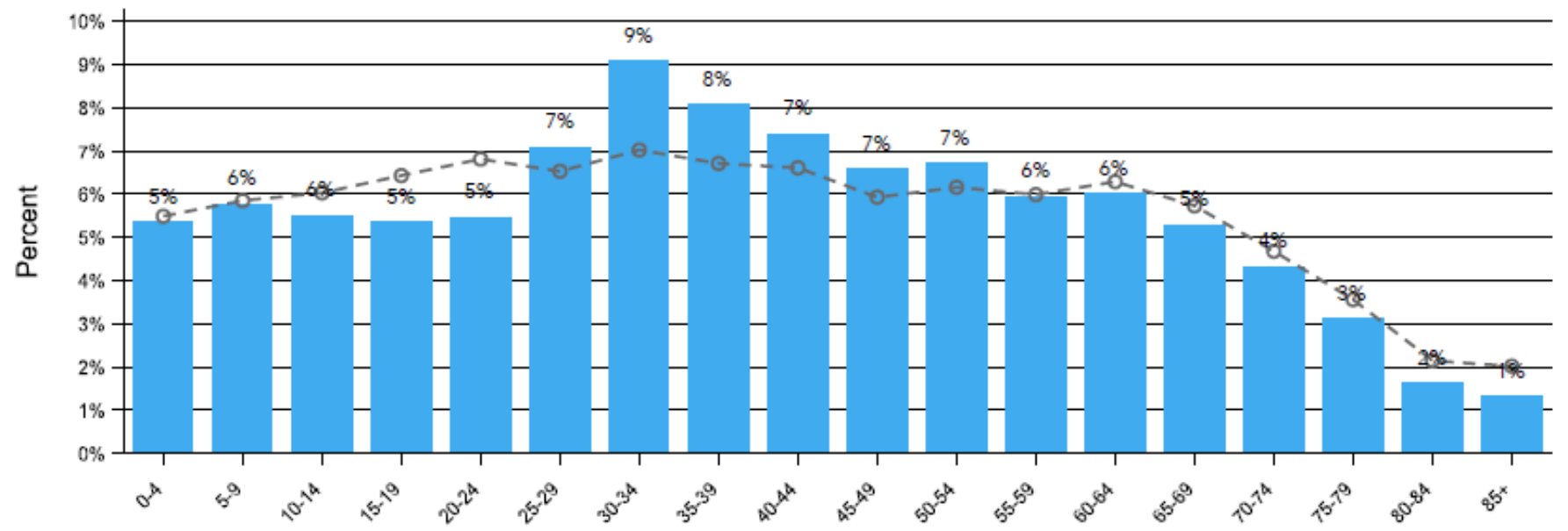
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ACCEPT THE  
**MISSION**

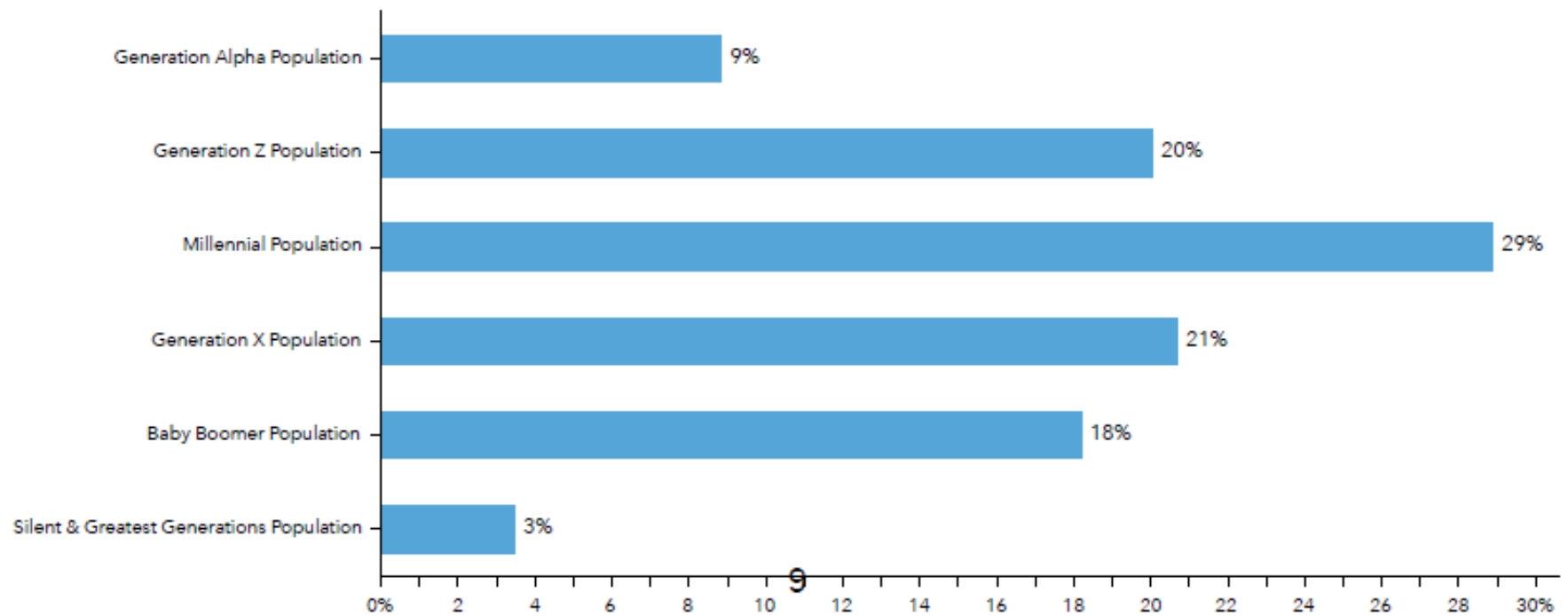
### CURRENT AGE PROFILE (vs NATIONAL AVERAGE)



Dots show comparison to **United States**



## CURRENT GENERATIONAL MIX



## POPULATION BY GENERATION



3.5%

Greatest Gen:  
Born 1945/Earlier



18.2%

Baby Boomer:  
Born 1946 to 1964



20.7%

Generation X:  
Born 1965 to 1980



28.9%

Millennial: Born  
1981 to 1998



20.0%

Generation Z:  
Born 1999 to  
2016



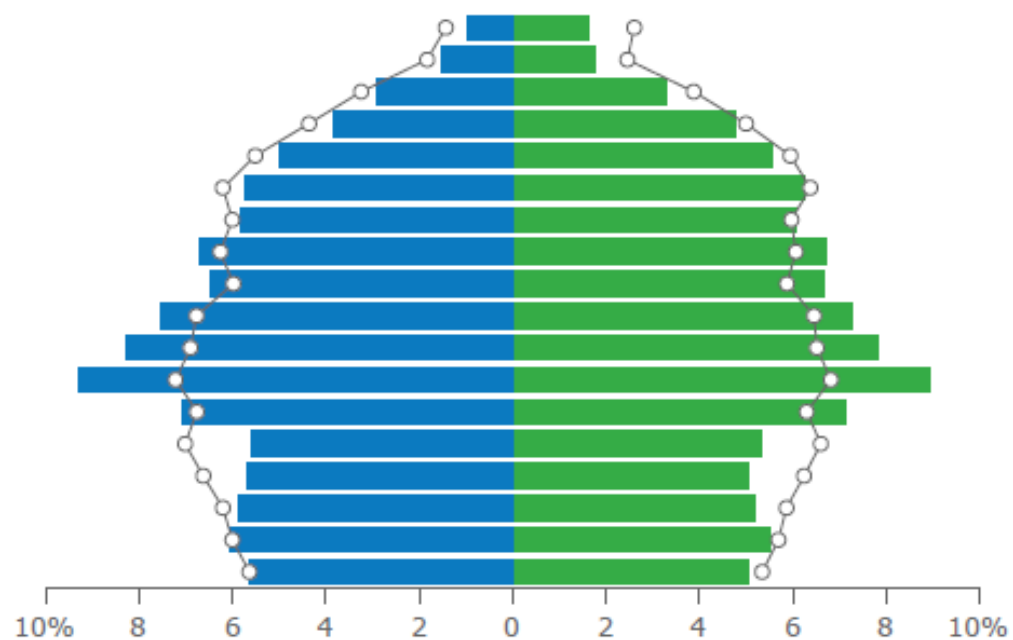
8.8%

Alpha: Born 2017  
to Present

## Age pyramid

Men

Women



The largest group:

2024 Females Age 30-34

The smallest group:

2024 Males Age 85+

Dots show comparison to

United States

# Traits of Millennials

- Digital Natives
- Highly Educated
- High Earners
- Pervasive Perceptions of Poverty
- Delaying Committed Relationships
- Delaying or Eschewing Parenthood
- Less Sexually Active
- Less Religious
- Politically Participatory as Adults
- Liberal Democrats and Libertarians
- Racially Conscious
- Happy as Teens but Depressed as Adults

The Real Differences Between  
Gen Z, Millennials, Gen X,  
Boomers, and Silents—  
and What They Mean  
for America's Future

generations

JEAN M. TWENGE, PHD

author of *iGen*

## Florida

Baulah FWB  
Pensacola, FL

Camino de Gracia FWB  
Melbourne, FL

Damascus FWB  
Marianna, FL

First FWB  
Chipley, FL

Graceway FWB  
Melbourne, FL

Parkway FWB  
Sebring, FL

Ryanwood Fellowship  
Vero Beach, FL

Truth FWB  
Titusville, FL

West Palm Beach FWB  
West Palm Beach, FL

### Largest Age Group

### Number of Widows

Females Age 30-34

12,255

Females Age 60-64

21,473

Males Age 60-64

1,185

Males Age 25-29

1,828

Females Age 60-64

1,771

Females Age 70-74

4,013

Females Age 70-74

5,530

Females Age 55-59

5,244

Males Age 25-29

25,781

### 1. AFFLUENT ESTATES

Top Tier (1A)

Professional Pride (1B)

Boomburbs (1C)

Savvy Suburbanites (1D)

Exurbanites (1E)

5

8

7

14

17

### 2. UPSCALE AVENUES

Urban Chic (2A)

Pleasantville (2B)

Pacific Heights (2C)

Enterprising Professionals (2D)

### 3. UPTOWN INDIVIDUALS

Laptops and Lattes (3A)

Metro Renters (3B)

Trendsetters (3C)

14

### 4. FAMILY LANDSCAPES

Workday Drive (4A)

Home Improvement (4B)

Middleburg (4C)

17

13

1

10

5

4

### 5. GENXURBAN

Comfortable Empty Nesters (5A)

In Style (5B)

Parks and Rec (5C)

Rustbelt Traditions (5D)

Midlife Constants (5E)

7

16

2

3

1

5

3

9

8

3

2

4

2

8

1

5

11

2

16

### 6. COZY COUNTRY LIVING

Green Acres (6A)

Salt of the Earth (6B)

The Great Outdoors (6C)

6

10

19

9

4

13

7

19

5

20

15

19

20

15



Alabama

Arizona

Colorado

Delaware

Florida

Illinois

Kentucky

Michigan

Mississippi

Missouri

North Carolina

North Dakota

Ohio

2024 Households by income (Esri)

The largest group: \$100,000 - \$149,999 (22.2%)

The smallest group: <\$15,000 (2.7%)

Indicator ▲	Value	Diff	
<\$15,000	2.7%	-5.9%	<div></div>
\$15,000 - \$24,999	3.1%	-3.2%	<div></div>
\$25,000 - \$34,999	3.7%	-3.0%	<div></div>
\$35,000 - \$49,999	6.8%	-3.3%	<div></div>
\$50,000 - \$74,999	15.3%	-0.4%	<div></div>
\$75,000 - \$99,999	12.6%	-0.2%	<div></div>
\$100,000 - \$149,999	22.2%	+4.6%	<div></div>
\$150,000 - \$199,999	13.5%	+4.0%	<div></div>
\$200,000+	20.0%	+7.4%	<div></div>

Bars show deviation from

United States





**ART RAINER**

GIVE GENEROUSLY. SAVE WISELY. LIVE APPROPRIATELY.

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[Financial Counseling](#)

[CMS](#)

[Institute](#)

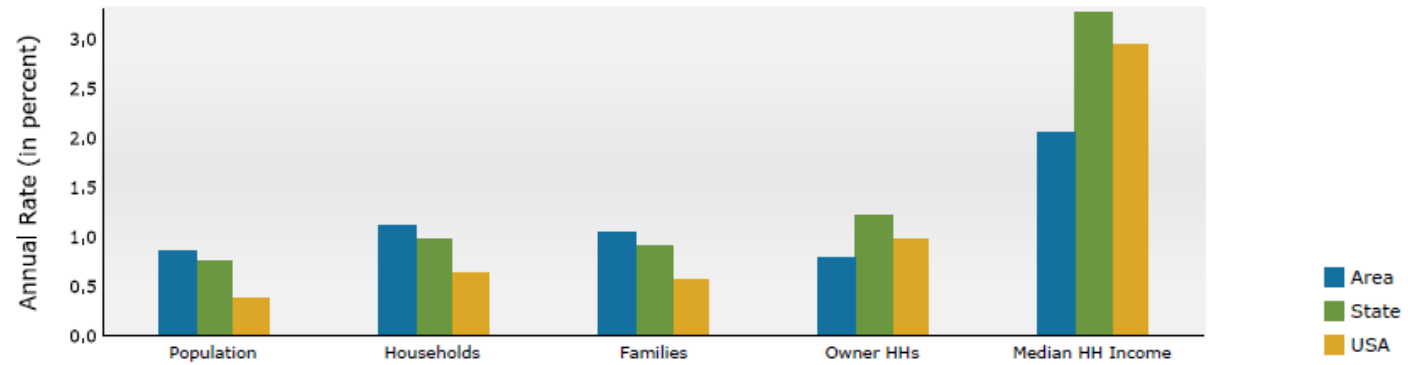
[Contact](#)



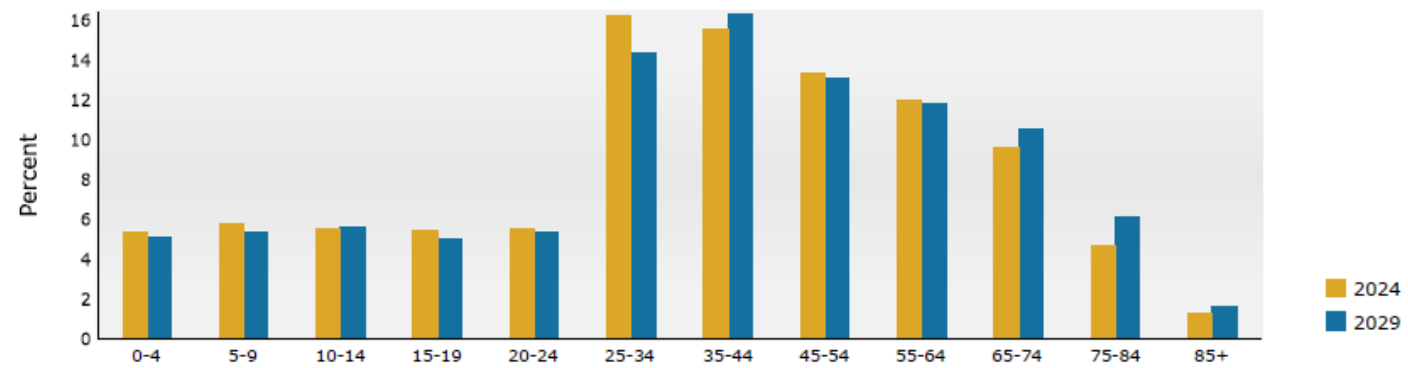
## 8 MONEY *Milestones*

Check out the new 8  
Money Milestones  
program!

### Trends 2024-2029

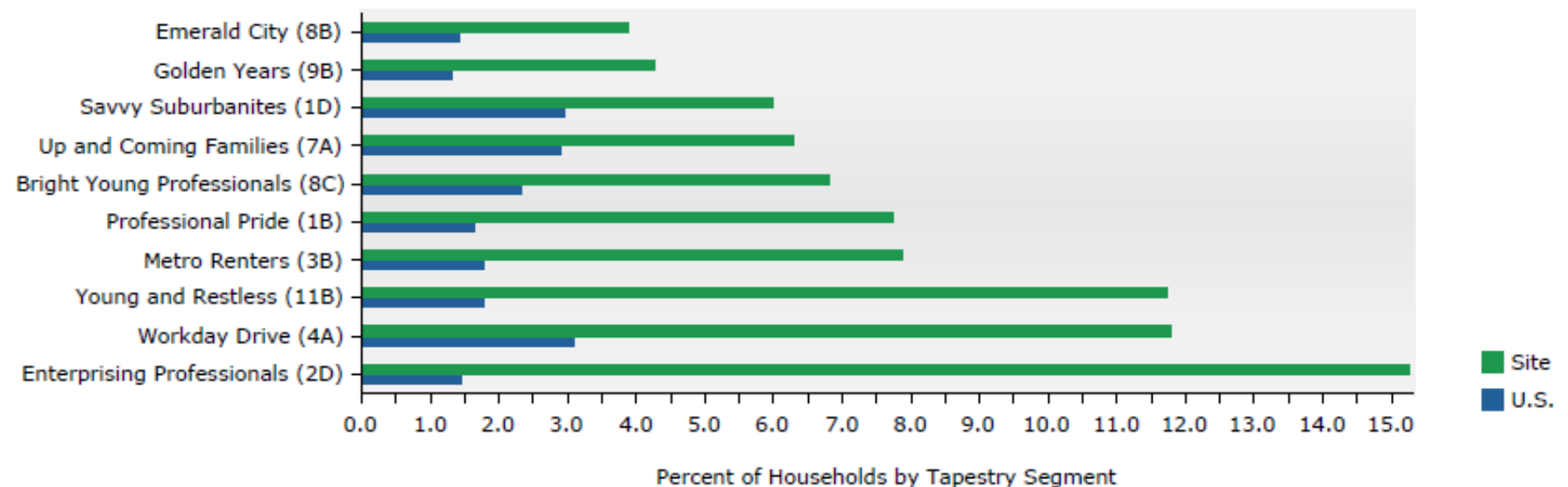


### Population by Age



# Look for psychographic characteristics that can be utilized.

Top Ten Tapestry Segments Site vs. U.S.





LifeMode Group: Upscale Avenues

## Enterprising Professionals

2D

**Households:** 1,737,200

**Average Household Size:** 2.48

**Median Age:** 35.3

**Median Household Income:** \$86,600

### WHO ARE WE?

*Enterprising Professionals* residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes, or apartments; many still rent their homes. The market is fast-growing, located in lower-density diverse neighborhoods of large metro areas. This young market makes over one and a half times more income than the US median, supplementing their income with investments. At home, they enjoy the internet and TV on high-speed connections with premier channels and services.

### OUR NEIGHBORHOOD

- Almost half of households are married couples, and 29% are single-person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

### SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Use smartphones for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.



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



LifeMode Group: Upscale Avenues

## Enterprising Professionals

2D

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**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 calculated from data by MRI-Simmons.

Enterprising Professionals: 15.3%

Actual: 17,982

Cumulative: 15.3%



LifeMode Group: Upscale Avenues

# Enterprising Professionals



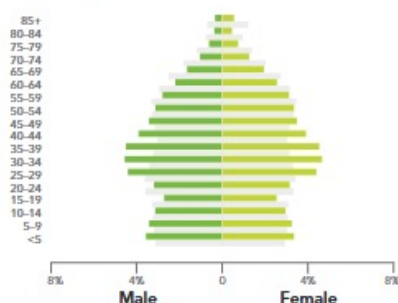
**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## AGE BY SEX

(Esri data)

Median Age: **35.3** US: 38.2

■ Indicates US

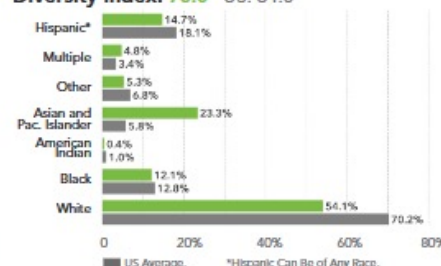


## RACE AND ETHNICITY

(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: **73.0** US: 64.0



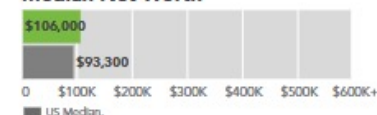
## INCOME AND NET WORTH

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

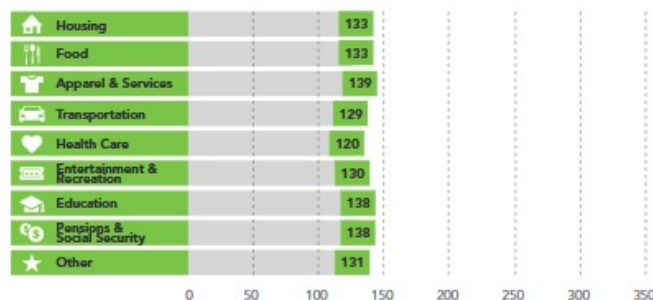


### Median Net Worth



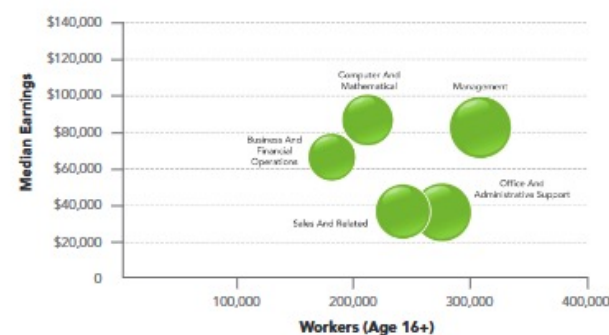
## AVERAGE HOUSEHOLD BUDGET INDEX

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.







LifeMode Group: Upscale Avenues

## Enterprising Professionals



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE

(Consumer preferences are estimated from data by MRB-Stimmons.)

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Travel to foreign and domestic destinations common.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key—shop at Amazon.com and pick up medicines at the Target pharmacy.
- Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee.
- Leisure activities include trips to museums and the beach.
- Have health insurance and a 401(k) through work.

### HOUSING

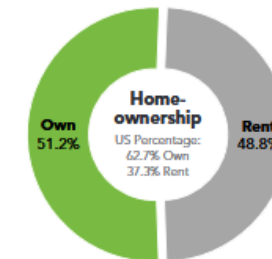
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunits;  
Single Family

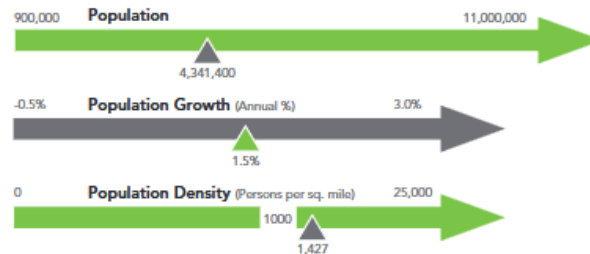
**Median Value:**  
\$340,200

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.





LifeMode Group: Upscale Avenues

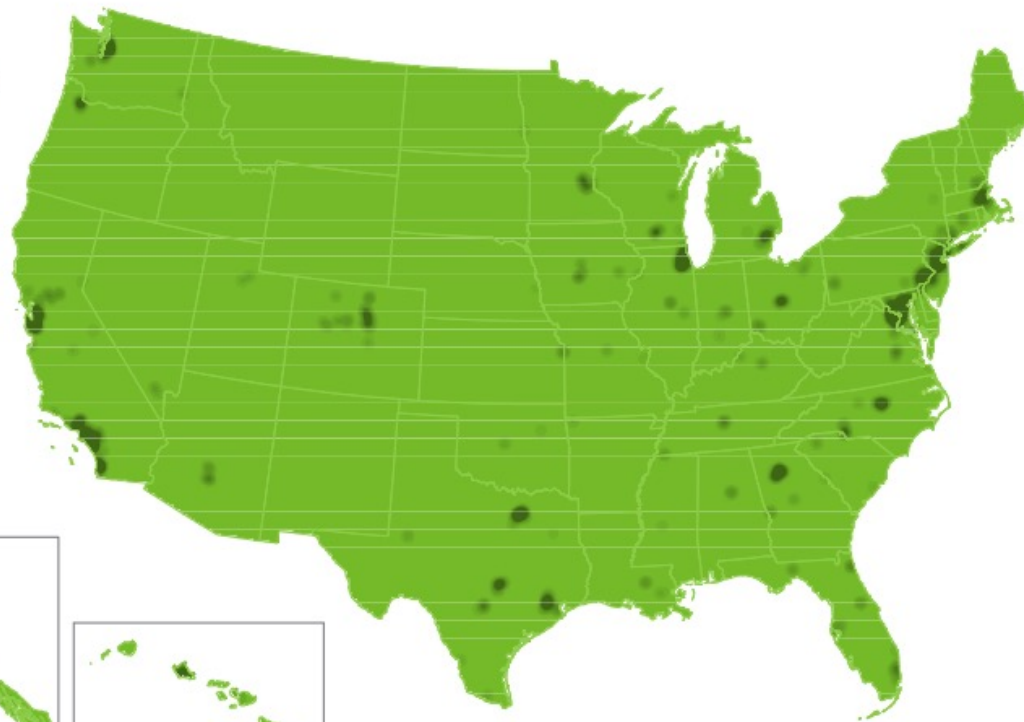
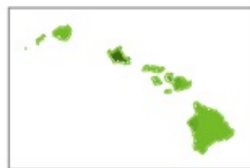
## Enterprising Professionals



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### SEGMENT DENSITY

This map illustrates the density and distribution of the *Enterprising Professionals* Tapestry Segment by households.



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**esri**

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Enterprising  
Professionals  
(2D)

---

1 - Grace City Church, CA

---

1 - Parkway Church, VA

---

1 - Riverside FWB, WA

---

5 - Collin Creek (15 min), TX



LifeMode Group: Family Landscapes

## Workday Drive

4A

**Households:** 3,541,300

**Average Household Size:** 2.97

**Median Age:** 37.0

**Median Household Income:** \$90,500

### WHO ARE WE?

*Workday Drive* is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### OUR NEIGHBORHOOD

- *Workday Drive* residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164) and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have two or three vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

### SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; two out of three households include two plus workers (Index 124).
- Connected, with a host of wireless devices —anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).



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



LifeMode Group: Family Landscapes

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4A

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Median Household Income: \$90,500

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Note: The index represents the rate of the segment rate to the US rate multiplied by 100.  
Consumer preferences are estimated from data by MRI Economic.

Workday Drive: 11.8%

Actual: 14,842

Cumulative: 27.0%

4A

LifeMode Group: Family Landscapes

# Workday Drive



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

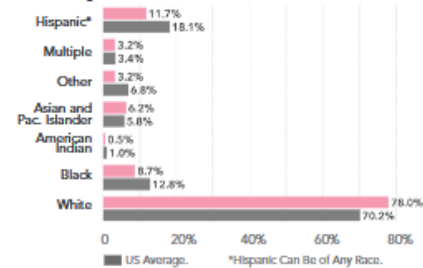
■ Indicates US



## 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: **50.8** US: 64.0



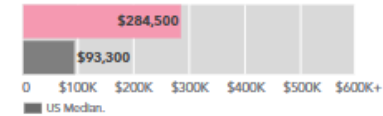
## INCOME AND NET WORTH

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

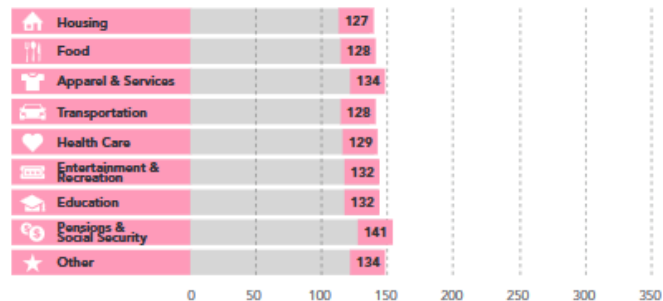


### Median Net Worth



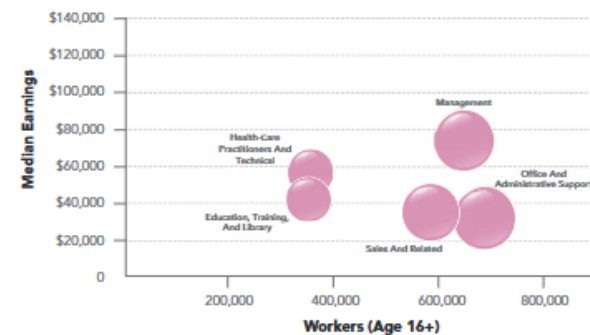
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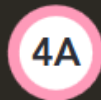


## OCCUPATION BY EARNINGS

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.







LifeMode Group: Family Landscapes

## Workday Drive



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE

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

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like four plus televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

### HOUSING

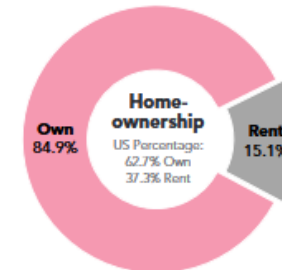
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**Typical Housing:**  
Single Family

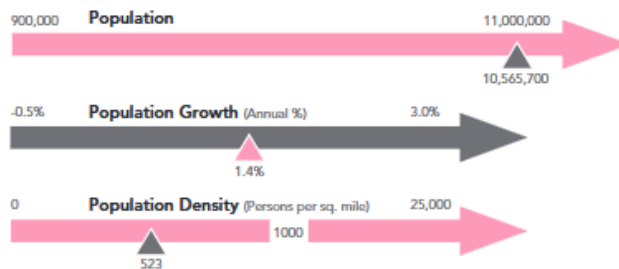
**Median Value:**  
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US Median: \$207,300



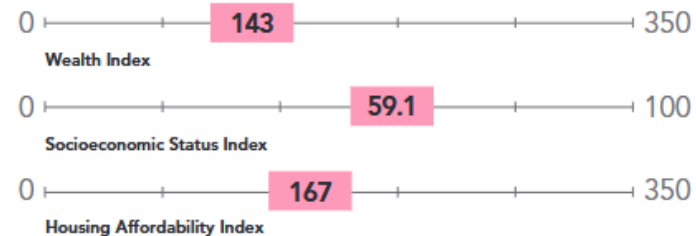
### POPULATION CHARACTERISTICS

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LifeMode Group: Family Landscapes

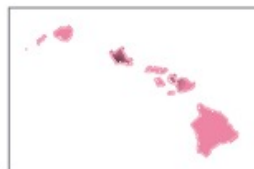
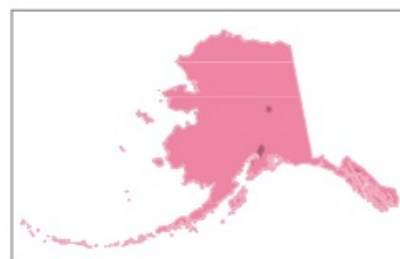
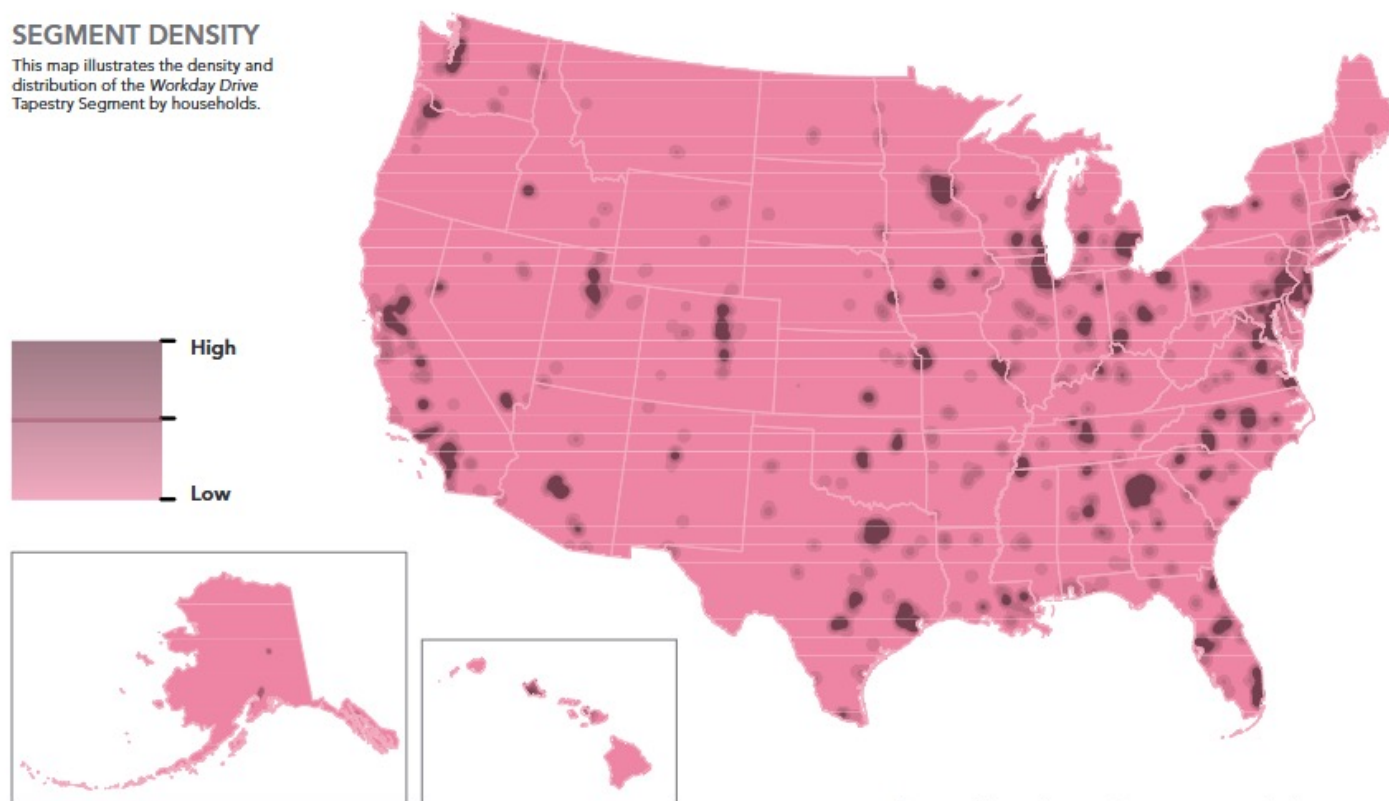
## Workday Drive



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### SEGMENT DENSITY

This map illustrates the density and distribution of the Workday Drive Tapestry Segment by households.



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# Workday Drive (4A)

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1 - First FWB, Jonesboro, AR

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1 - Rivertown Community FWB, CA

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1 - Waypoint FWB, CO

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1 - Prairie Meadows FWB, KS

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1 - Hilltop Church, NC

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1 - Cross Creek FWB, MS

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1 - First FWB (10 & 20 min), O'Fallon, MO

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1 - Unity FWB (10 min), Greenville, NC

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1 - Bethany Church (5, 10 & 20 min), OK

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1 - Generations North Church, OK

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1 - Rejoice Church, OK

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1 - Good Springs FWB, TN

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1 - Head's FWB, TN

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1 - Immanuel FWB, TN

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1 - Pardue Memorial FWB, TN

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1 - Pleasant View, TN

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1 - Wildwood FWB, TX

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1 - Great Bridge FWB (20 min), VA



LifeMode Group: Midtown Singles

## Young and Restless

11B

**Households:** 2,131,500

**Average Household Size:** 2.04

**Median Age:** 29.8

**Median Household Income:** \$40,500

### WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost one in five residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the internet extensively. *Young and Restless* consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.



### OUR NEIGHBORHOOD

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households (Index 163) with some shared households (Index 201).
- Highly mobile market, beginning careers and changing addresses frequently.
- One of the top 5 renter markets (Index 233).
- Apartment rentals popular: 44% in 5-19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).
- Majority of housing built in 1970 or later (84%).

### SOCIOECONOMIC TRAITS

- Education completed: More than two out of three have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college (Index 175).
- Labor force participation rate is exceptionally high at 75.0%.
- These careful shoppers are aware of price and demonstrate little brand loyalty.
- Like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the internet and TV rather than traditional media.
- Carry their cell phone everywhere they go.

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



LifeMode Group: Midtown Singles

## Young and Restless

11B

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**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

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

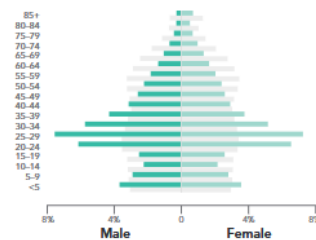
Young and Restless: 11.7%

Actual: 12,761

Cumulative: 38.8%

### AGE BY SEX (Esti data)

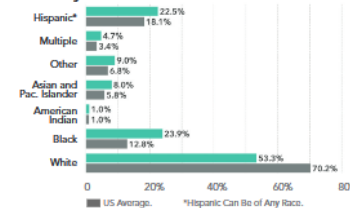
**Median Age:** 29.8 US: 38.2



### RACE AND ETHNICITY (Esti 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: 77.4 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

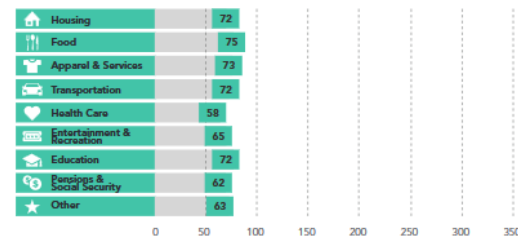


### Median Net Worth



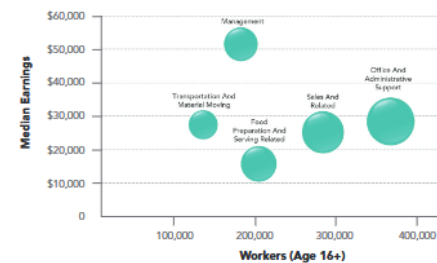
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## OCCUPATION BY EARNINGS

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.







## LifeMode Group: Midtown Singles Young and Restless



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SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

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

- No landline telephone for majority of householders, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip-hop, and dance music.
- Purchase natural and organic food, but frequent fast-food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion to music.

### HOUSING

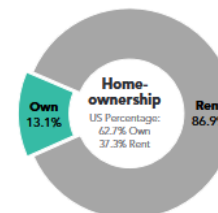
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals

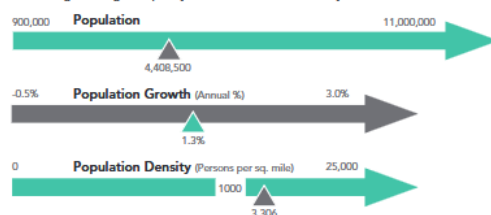
**Average Rent:**  
\$958

US Average: \$1,038



### 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.



11B

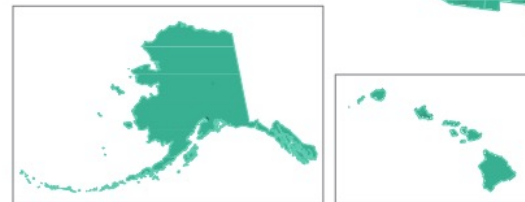
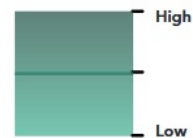
LifeMode Group: Midtown Singles  
**Young and Restless**



**TAPESTRY  
SEGMENTATION**  
[esri.com/tapestry](http://esri.com/tapestry)

**SEGMENT DENSITY**

This map illustrates the density and distribution of the *Young and Restless* Tapestry Segment by households.



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# Young and Restless (11B)

---

1 - North Valley FWB (5 & 15 min), AZ

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1 - Haven Church, NC

---

1 - Unity FWB (20 min), Greenville, NC

---

1 - Rejoice FWB, TN

---

2 - West Ridge FWB (5 min), AR

---

2 - Bethany Church (20 min), OK

---

2 - Cross Timbers FWB (15 min), TN

---

2 - The Grove, TN

---

3 - First FWB, Fayetteville, AR

---

3 - The Well, MI

---

3 - Cross Timbers FWB (5 min), TN

---

3 - Donelson Fellowship, TN

---

3 - CrossPoint Church, UT

---

3 - Lifegate FWB, VA

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3 - Mission Church (15 min), VA

---

4 - Madison FWB, AL

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4 - West Ridge FWB (20 min), AR

---

4 - Bridge Church, IL

---

4 - Lakeview Fellowship, KY

---

4 - Bethany Church (10 min), OK

---

4 - Cofer's Chapel FWB, TN

---

4 - Quest Church (10 min), Waco, TX

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LifeMode Group: Uptown Individuals

## Metro Renters

3B

**Households:** 1,911,500

**Average Household Size:** 1.67

**Median Age:** 32.5

**Median Household Income:** \$67,000

### WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

### OUR NEIGHBORHOOD


- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

### SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



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



LifeMode Group: Uptown Individuals

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Median Household Income: \$67,000

### WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

### OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.
- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.
- Renters occupy close to 80% of all households.
- Public transportation, taxis, walking, and biking are popular ways to navigate the city.

### SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



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 Simoes.

Metro Renters: 7.9%

Actual: 8,276

Cumulative: 46.6%

3B

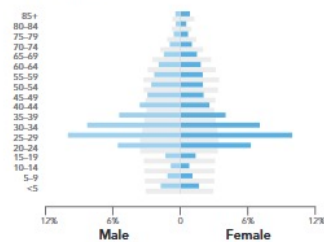
## LifeMode Group: Uptown Individuals Metro Renters



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SEGMENTATION  
esri.com/tapestry

### AGE BY SEX (first data)

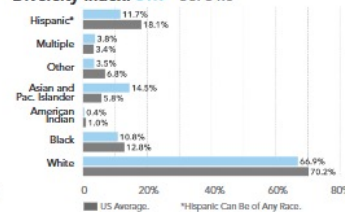
Median Age: **32.5** US: 38.2  
■ Indicates US



### RACE AND ETHNICITY (first 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: **61.9** 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

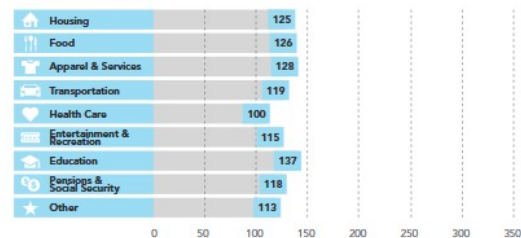


#### Median Net Worth



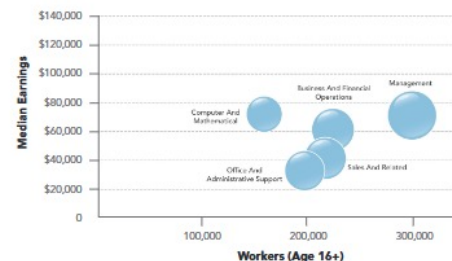
### AVERAGE HOUSEHOLD BUDGET INDEX

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.







LifeMode Group: Uptown Individuals

## Metro Renters



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### MARKET PROFILE

(Consumer preferences are estimated from data by MR-Simmons.)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

### HOUSING

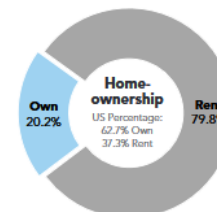
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals

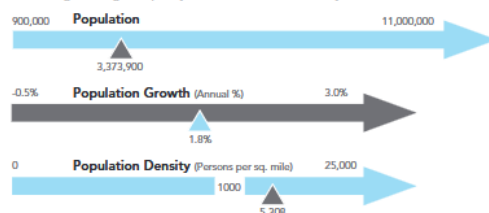
**Average Rent:**  
\$1,430

US Average: \$1,038



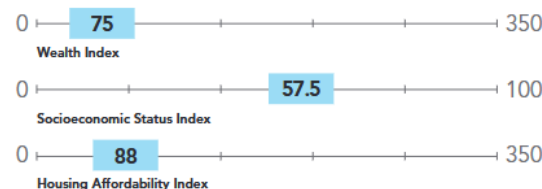
### POPULATION CHARACTERISTICS

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.



3B

LifeMode Group: Uptown Individuals

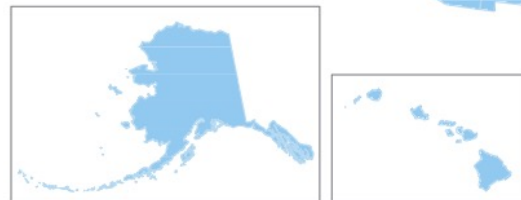
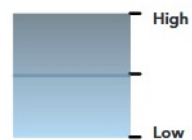
## Metro Renters



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SEGMENTATION**  
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### SEGMENT DENSITY

This map illustrates the density and distribution of the Metro Renters Tapestry Segment by households.



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Metro  
Renters (3B)

---

1 - Canaan Land FWB, OH

---

1 - Cofer's Chapel FWB, TN

---

2 - Haven Church, NC

---

2 - Heritage FWB, OH

---

5 - Victory FWB (15 min), MO



LifeMode Group: Affluent Estates

## Professional Pride

1B

**Households:** 1,982,300

**Average Household Size:** 3.13

**Median Age:** 40.8

**Median Household Income:** \$138,100

### WHO ARE WE?

*Professional Pride* consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of US\$1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.



### OUR NEIGHBORHOOD

- Typically owner-occupied (Index 146), single-family homes are in newer neighborhoods: 67% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own three or more vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

### SOCIOECONOMIC TRAITS

- *Professional Pride* consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- Most have a preferred financial institution, regularly read financial news, and use the internet for banking transactions.
- Residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

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



LifeMode Group: Affluent Estates  
**Professional Pride**

1B

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Professional Pride: 7.7%

Actual: 11,189

Cumulative: 54.4%



## LifeMode Group: Affluent Estates Professional Pride

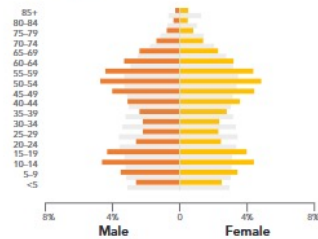


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### AGE BY SEX (Esri data)

Median Age: **40.8** US: 38.2

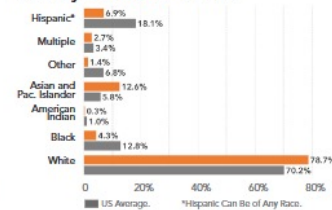
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Diversity Index: **44.5** US: 64.0



### 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

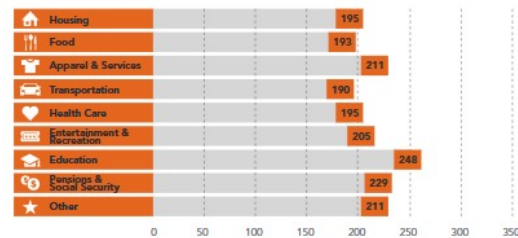


#### Median Net Worth



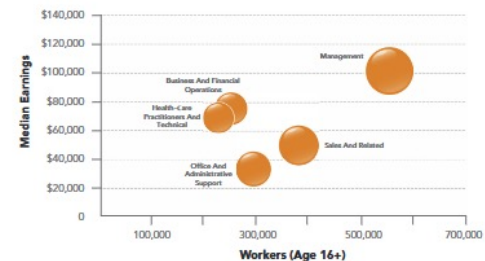
### AVERAGE HOUSEHOLD BUDGET INDEX

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### 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.







## LifeMode Group: Affluent Estates Professional Pride



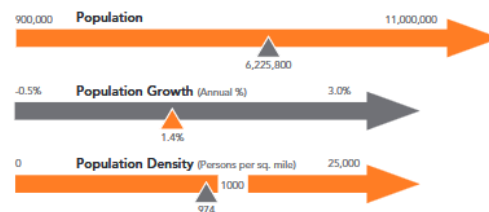
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### MARKET PROFILE (Consumer preferences are estimated from data by MR-Simmons.)

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- Hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

### 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.



### HOUSING

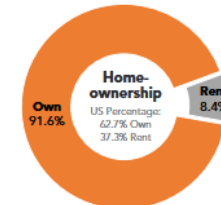
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

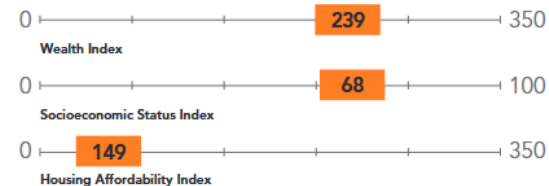
**Median Value:**  
\$433,400

US Median: \$207,300



### ESRI INDEXES

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



1B

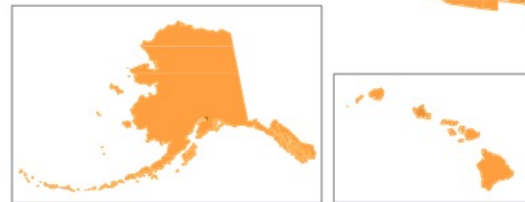
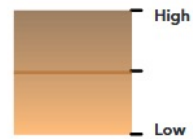
LifeMode Group: Affluent Estates  
**Professional Pride**



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**SEGMENT DENSITY**

This map illustrates the density and distribution of the *Professional Pride* Tapestry Segment by households.



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# Professional Pride (1B)

---

2 - Madison FWB, AL

---

2 - City Lights, CA

---

2 - Westerville FWB, OH

---

2 - Bethany Church (5 min), OK

---

2 - Generations North Church, OK

---

2 - Collin Creek (15 min), TX

---

2 - Connect Church (20 min), TX

---

3 - Grace City Church, CA

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3 - Summit Fellowship (5 min), OK

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3 - Clearview Church (20 min), TX

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3 - First FWB, Richmond, VA

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4 - Shallowford FWB, GA

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4 - Great Bridge FWB (10 min), VA

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5 - Discover Church, NC

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5 - Hilltop Church, NC

# Similar Churches

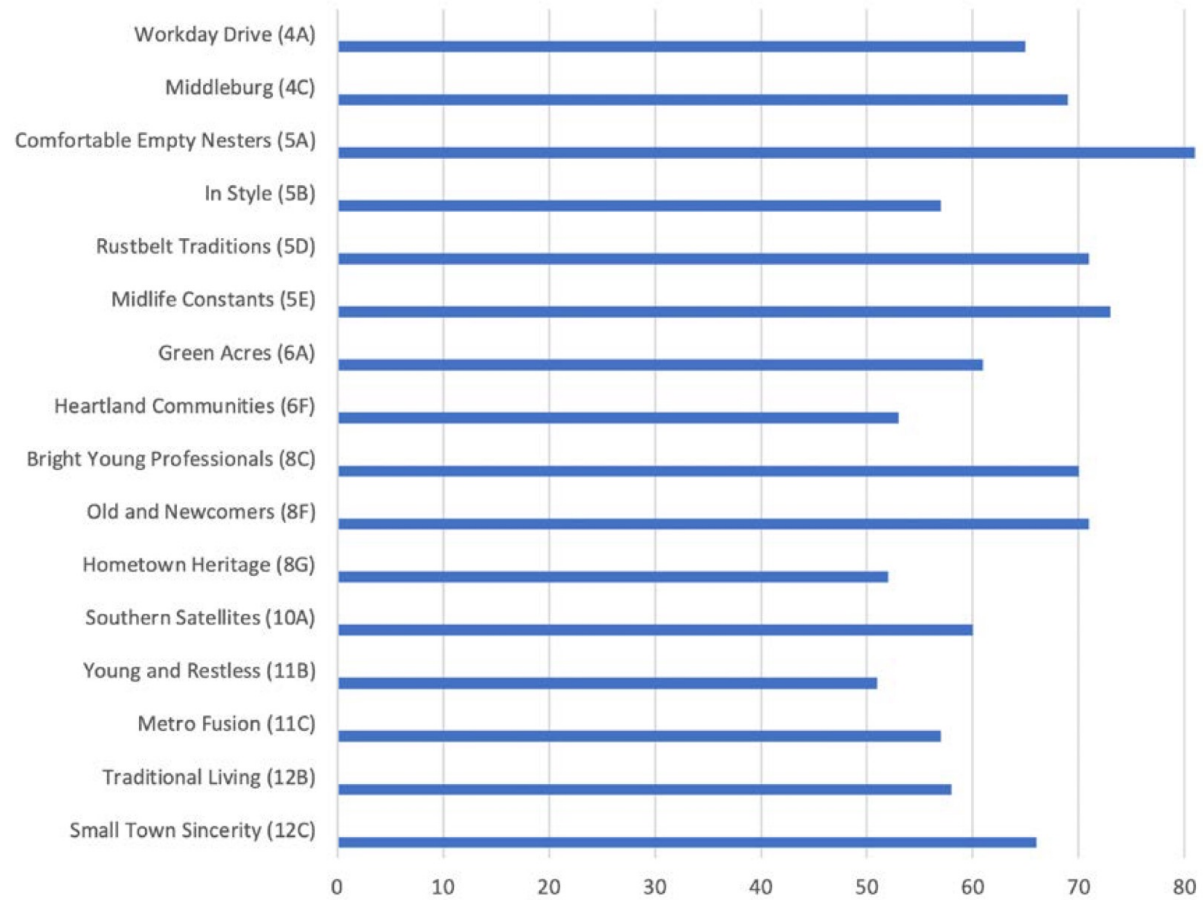
	Shady Grove FWB, NC	Parkway Church, VA	Madison FWB, AL
Enterprising Professionals (2D)	1	1	
Workday Drive (4A)	2	2	3
Young and Restless (11B)	3		4
Metro Renters (3B)	4		
Professional Pride (1B)	5		2

### Top Twenty Tapestry Segments

### Top Twenty Tapestry Segments

6	Savvy Suburbanites (1D)	5.1%	42.7%
7	Exurbanites (1E)	4.5%	47.3%
8	Workday Drive (4A)	4.4%	51.7%
9	Metro Fusion (11C)	4.2%	55.9%
10	Metro Renters (3B)	3.0%	58.9%
	<b>Subtotal</b>	<b>21.2%</b>	
11	NeWest Residents (13C)	3.0%	61.9%
12	Boomburbs (1C)	2.9%	64.9%
13	Comfortable Empty Nesters (5A)	2.7%	67.5%
14	In Style (5B)	2.7%	70.2%
15	Old and Newcomers (8F)	2.6%	72.8%
	<b>Subtotal</b>	<b>13.9%</b>	
16	Emerald City (8B)	2.6%	75.3%
17	Golden Years (9B)	2.3%	77.6%
18	Professional Pride (1B)	2.2%	79.8%
19	Up and Coming Families (7A)	2.2%	82.0%
20	Senior Escapes (9D)	1.7%	83.7%
	<b>Subtotal</b>	<b>11.0%</b>	

## Tapestry Segments - 50+ Churches

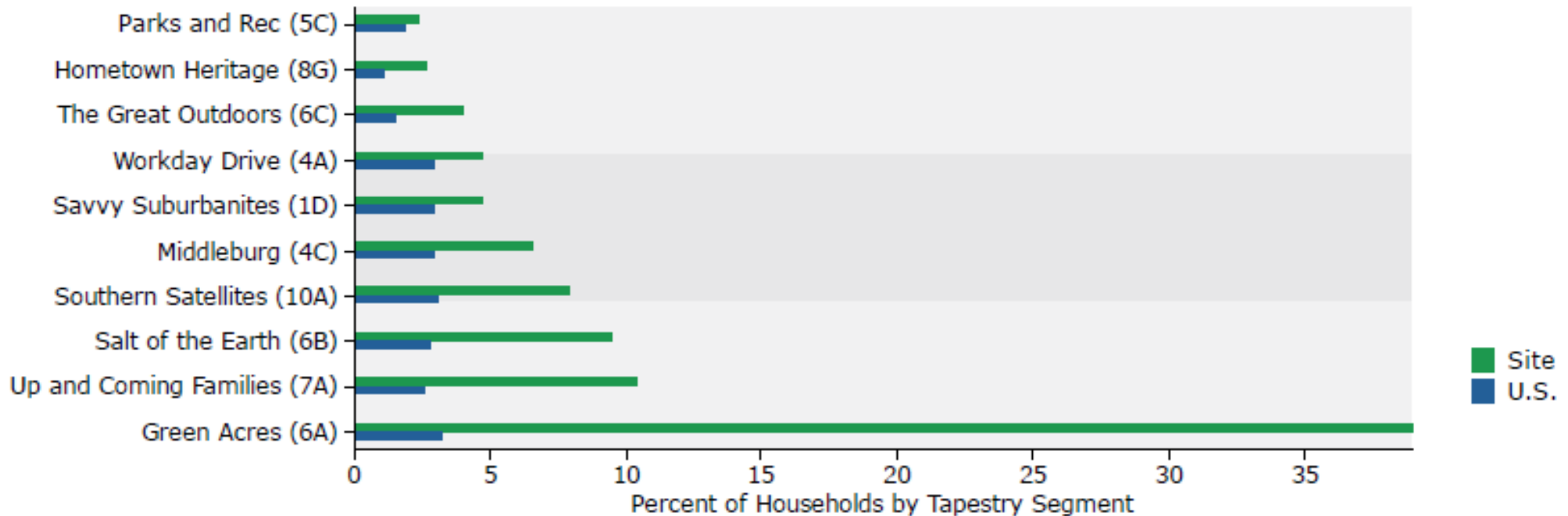




# Every Community is Unique

## Top Ten Tapestry Segments

Top Ten Tapestry Segments Site vs. U.S.





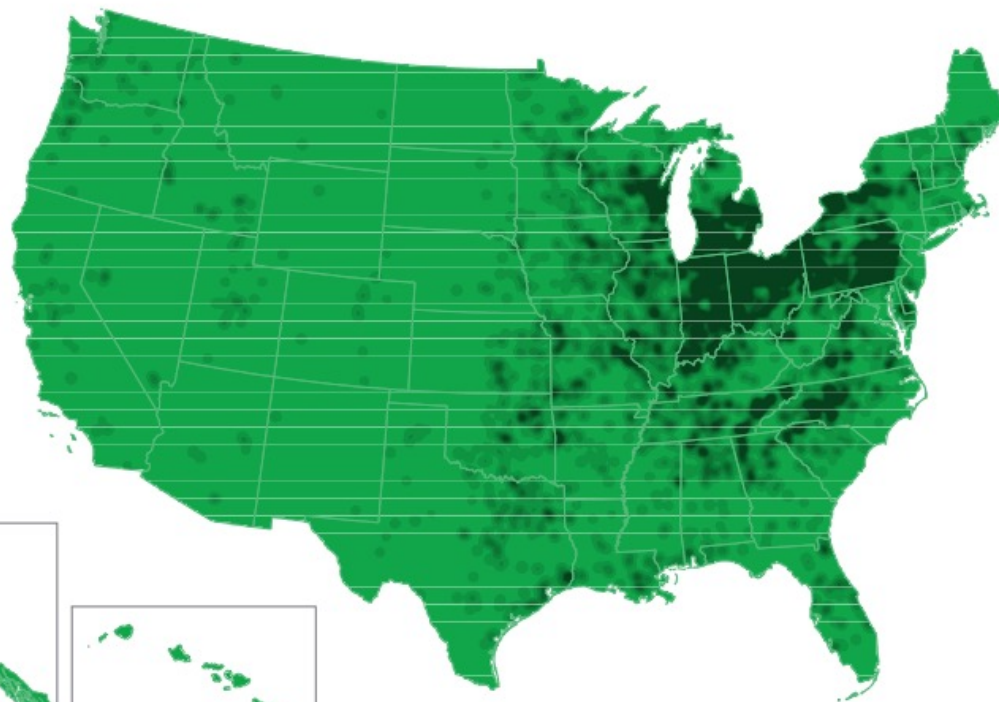
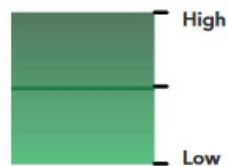
LifeMode Group: Cozy Country Living  
**Salt of the Earth**



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SEGMENTATION  
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### SEGMENT DENSITY

This map illustrates the density and distribution of the Salt of the Earth Tapestry Segment by households.



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## LifeMode Group: Cozy Country Living Salt of the Earth

6B

**Households:** 3,545,800

**Average Household Size:** 2.59

**Median Age:** 44.1

**Median Household Income:** \$56,300

### WHO ARE WE?

*Salt of the Earth* residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

### OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are composed of married couples; less than half have children at home.

### SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



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.



## LifeMode Group: Cozy Country Living

# Salt of the Earth

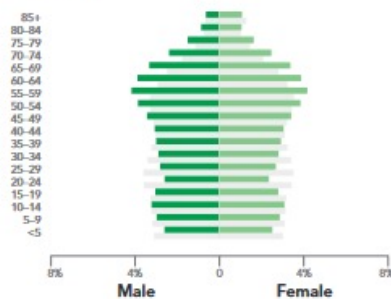


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### AGE BY SEX (Esri data)

Median Age: **44.1** US: 38.2

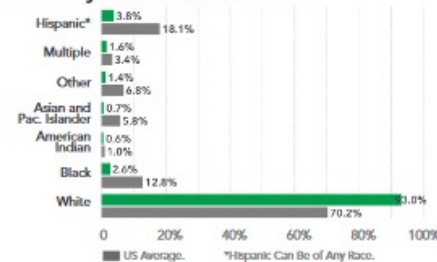
■ Indicates US



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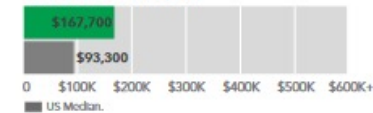
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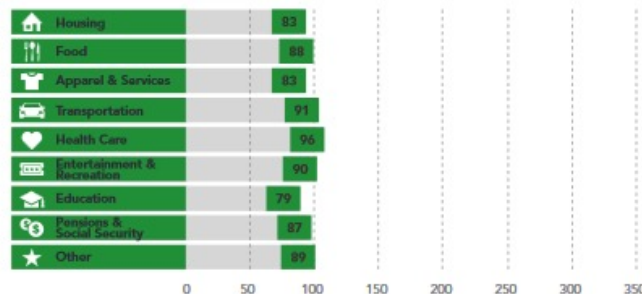


#### Median Net Worth



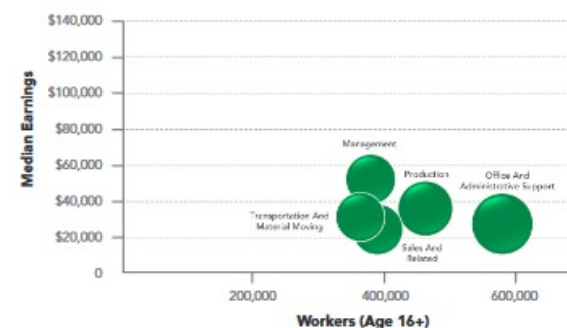
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### OCCUPATION BY EARNINGS

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.



6B

LifeMode Group: Cozy Country Living

## Salt of the Earth



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SEGMENTATION  
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### MARKET PROFILE

(Consumer preferences are estimated from data by MR-Simmons.)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

### HOUSING

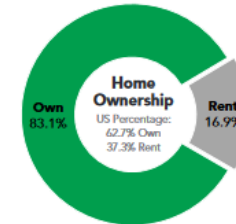
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

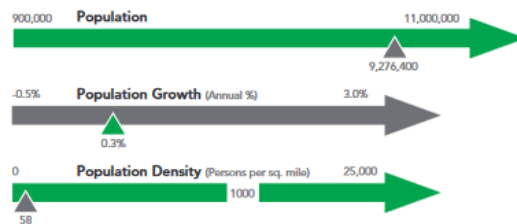
**Median Value:**  
\$154,300

US Median: \$207,300



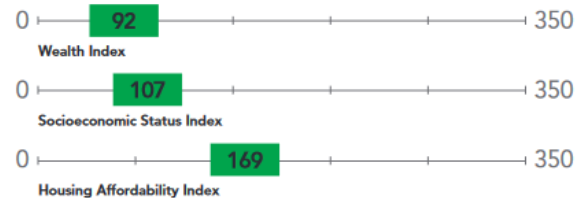
### POPULATION CHARACTERISTICS

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.





LifeMode Group: Middle Ground

## Bright Young Professionals



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE

(Consumer preferences are estimated from data by MR-Simmons.)

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

### HOUSING

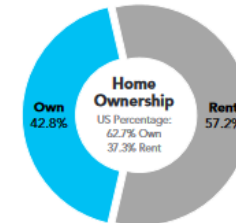
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family;  
Multi-Units

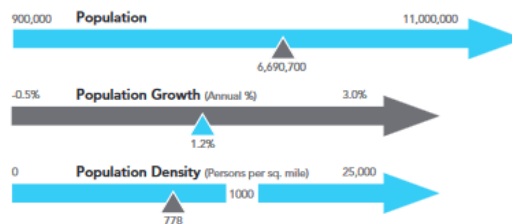
**Average Rent:**  
\$1,042

US Average: \$1,038



### 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

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## LifeMode Group: Cozy Country Living Green Acres



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE

(Consumer preferences are estimated from data by MRG-Simmons.)

- Purchasing choices reflect *Green Acres* residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.



### HOUSING

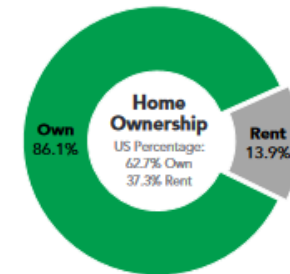
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

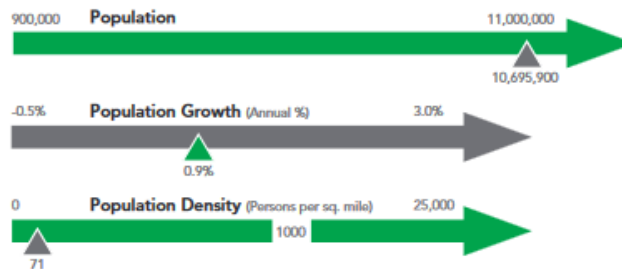
**Median Value:**  
\$235,500

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.





LifeMode Group: GenXurban

## Midlife Constants



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE

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

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

### HOUSING

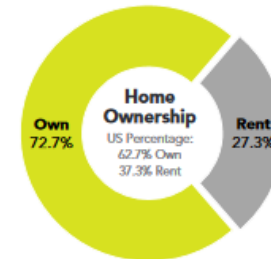
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

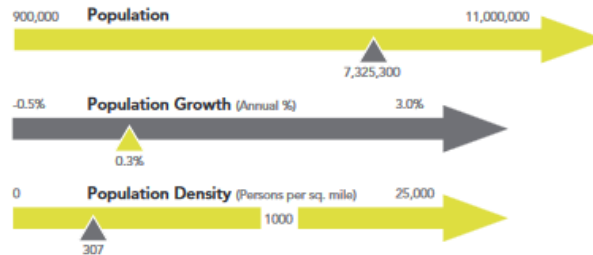
**Median Value:**  
\$154,100

US Median: \$207,300



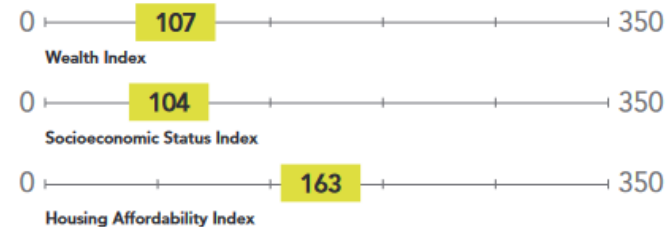
### POPULATION CHARACTERISTICS

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.





LifeMode Group: Cozy Country Living

## Heartland Communities



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE (Consumer preferences are estimated from data by MRB-Stimmons.)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

### HOUSING

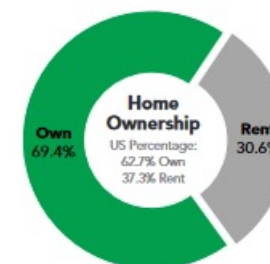
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

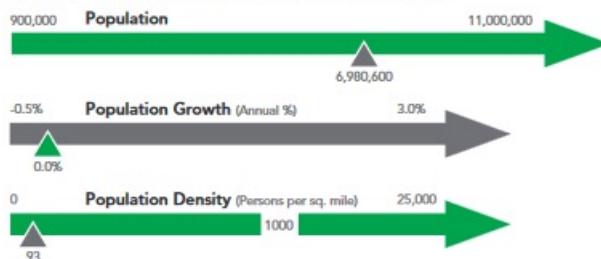
**Median Value:**  
\$95,700

US Median: \$207,300



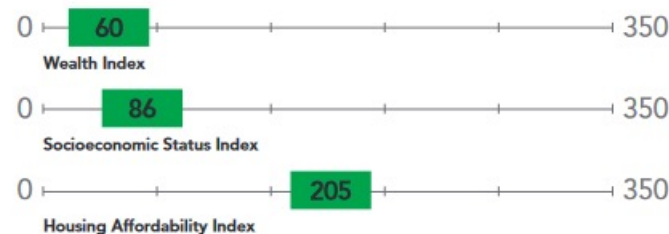
### POPULATION CHARACTERISTICS

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.



- Who is in your church like this?
- How did you reach them?
- Who do you know like this who needs the Gospel?



LifeMode Group: Cozy Country Living

## Salt of the Earth

**Households:** 3,545,800

**Average Household Size:** 2.59

**Median Age:** 44.1

**Median Household Income:** \$56,300

6B

#### WHO ARE WE?

*Salt of the Earth* residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

#### OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are composed of married couples; less than half have children at home.

#### SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

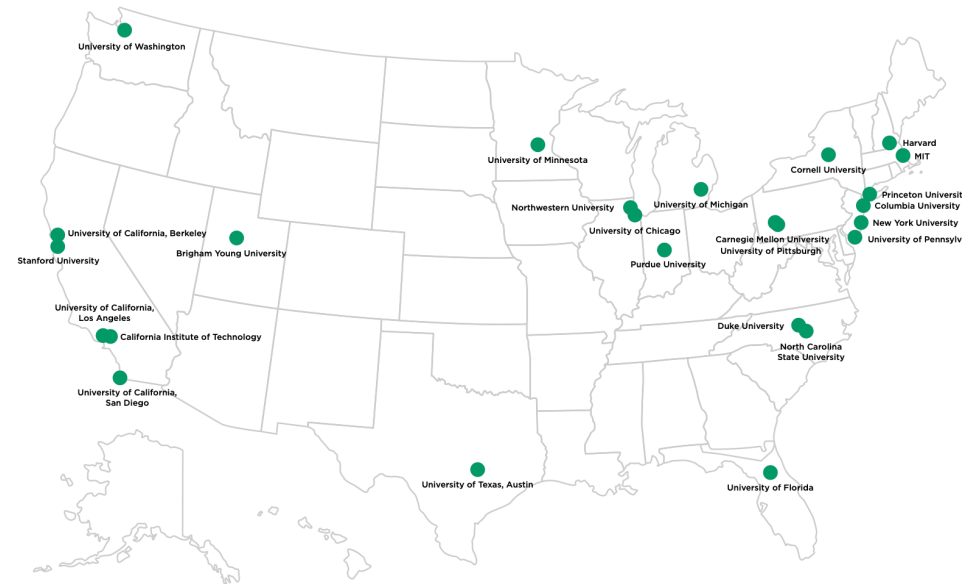


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI Simoes.

# **Know Your Community Groups** (all times CT)

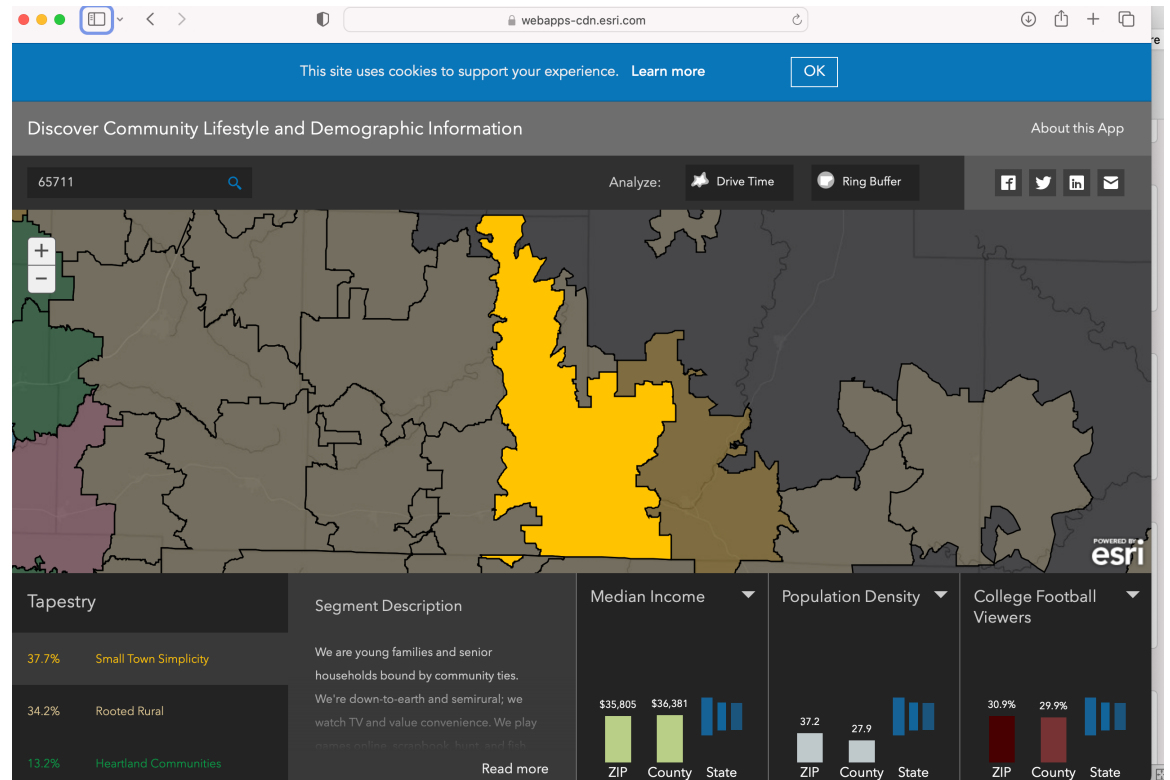
- Ben Crabtree, **Reaching the Rust Belt Subculture**, September 23 , 1 PM (46)
- Ed Goode, **Reaching the In-Style Subculture**, September 26, 7 PM (40)
- Ryan Giles, **Reaching Savvy Suburbanites**, September 27, 10 AM (37)
- Mike Cash, **Old and Newcomers**, October 11, 10 AM (49)
- Daryl Grimes, **Reaching the Traditional Living Subculture**, October 14, 9 AM (43)

What unique  
opportunities do  
you have?





How can you  
get started?

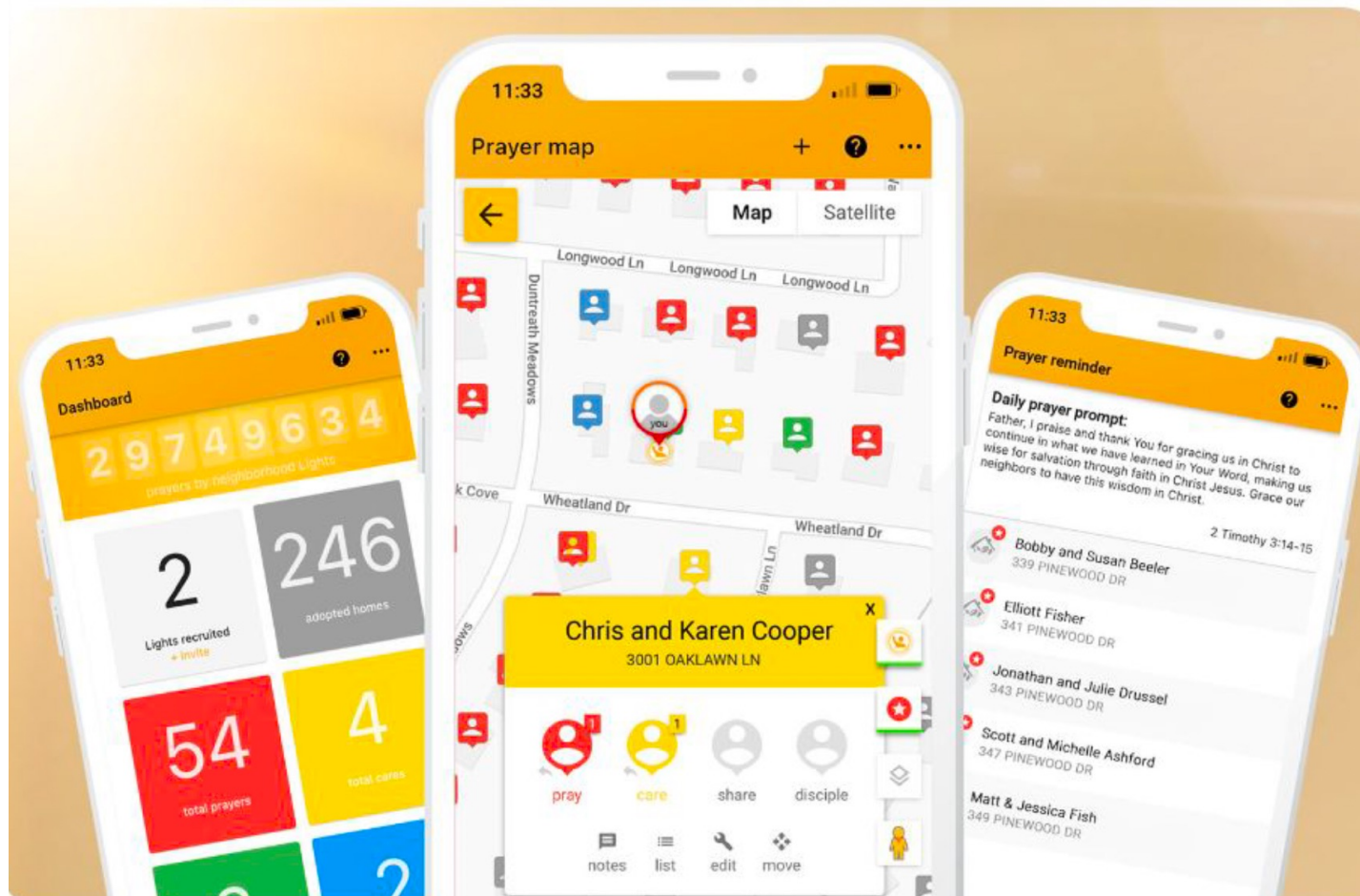


WHAT DO YOU REALLY KNOW ABOUT YOUR NEIGHBORS?

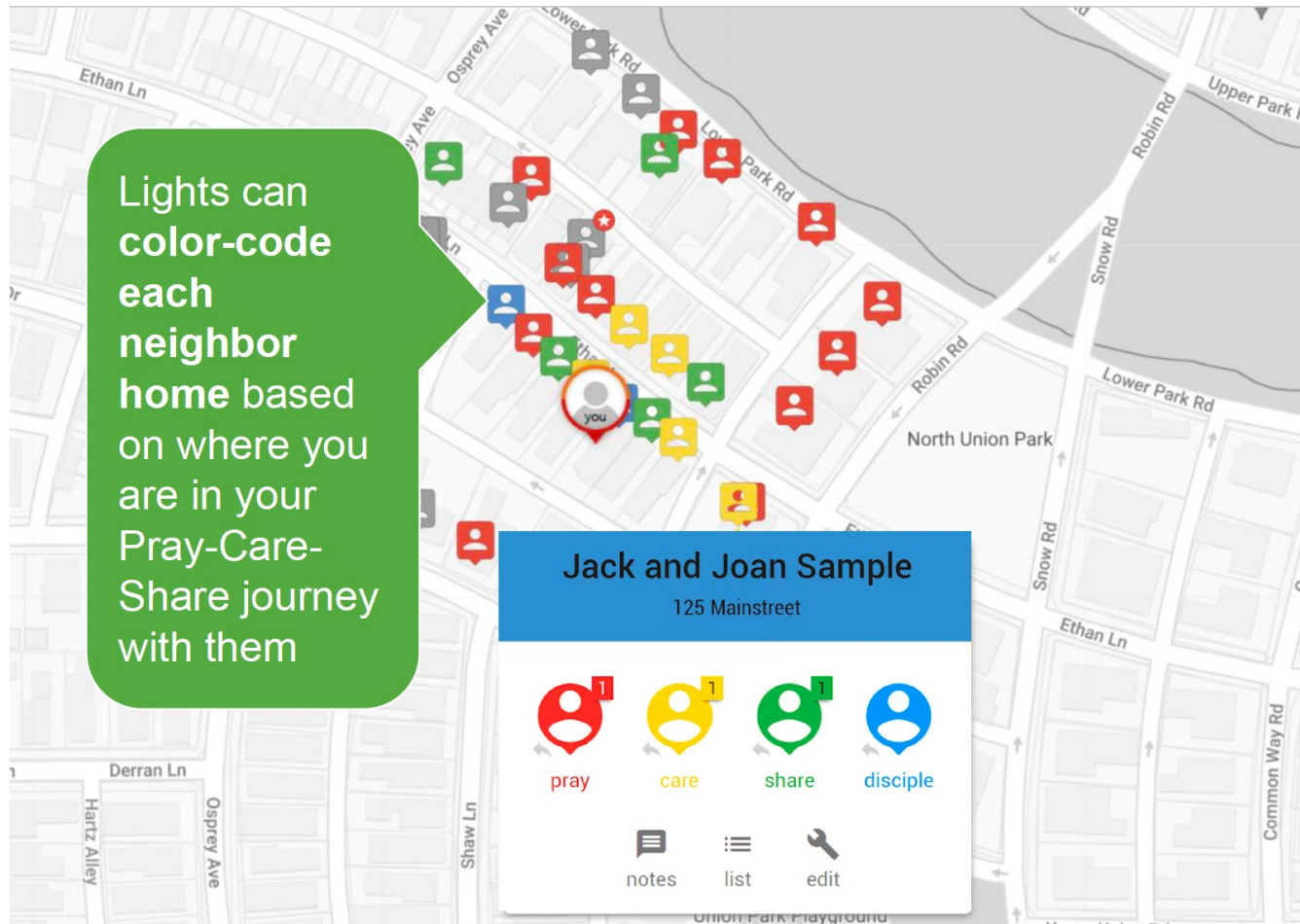
# know your community



IN PARTNERSHIP WITH CHURCH ANSWERS

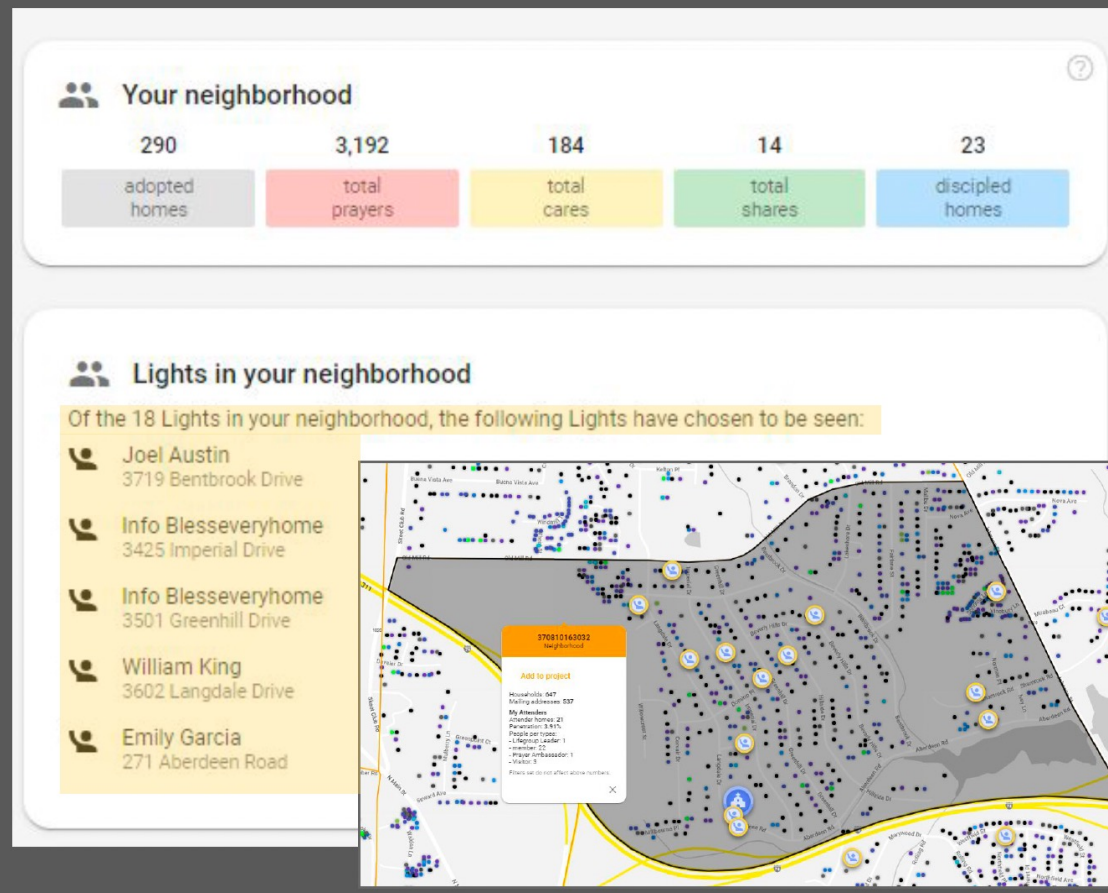


Lights can  
color-code  
each  
neighbor  
home based  
on where you  
are in your  
Pray-Care-  
Share journey  
with them



Networking  
Lights across  
church and  
denominational  
lines within  
neighborhoods.

Each Light can elect  
to be seen by the  
other Lights who  
live in their same  
neighborhood, if  
those other Lights  
have also elected to  
be seen.





# WHO are we REACHING with the GOSPEL?

AS I GO	AS I GO
Who will I <b>REACH</b> with the gospel? (Acts 1:8)	Who will I <b>REACH</b> with the gospel? _____
Who will I <b>TRAIN</b> in the faith? (Matthew 28:19-20)	Who will I <b>TRAIN</b> in the faith? _____
What time, talent, and treasure do I <b>GIVE</b> to the Lord? (Matthew 25)	What time, talent, and treasure do I <b>GIVE</b> to the Lord? _____ _____ _____
3 FOR 30 NAFWB	GO THE EXTRA MILE NAFWB



An aerial photograph of a suburban neighborhood. The image shows a grid of streets with houses on either side. The houses are mostly single-story with varying roof colors (brown, grey, white). There are many green trees scattered throughout the neighborhood, particularly along the streets and in front yards. Some houses have swimming pools visible in their backyards. The overall scene is a typical suburban residential area.

# Know Your Community

Edward E. Moody, Jr., Ph.D.  
[emoody@nafwb.org](mailto:emoody@nafwb.org)