

How to Connect with Neighbors

2022 LICENSING SCHOOL WORKSHOP

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What's Our Mission?

"Go therefore and make disciples of all nations,
baptizing them in the name of the Father and of
the Son and of the Holy Spirit, and teaching them
to obey everything that I have commanded you"


Matthew 28:19-20

..and love your neighbor as yourself.

Luke 10:27

"And who is my neighbor?"

Luke 10:29



If anyone loves me, he will
carefully keep my word and my
Father will love him—**we'll move
right into the neighborhood!**

John 14:23-24 The Message (MSG)


Do you know your neighbors?


Think about the 8 homes closest to yours:

A: List the names of all who live there.

B: List what they do for a living and/or where did they live before this?

C: What are their hopes & dreams?

| | | |
|----------------|--|----------------|
| a. b. c. | a. b. c. | a. b. c. |
| a. b. c. |  | a. b. c. |
| a. b. c. | a. b. c. | a. b. c. |



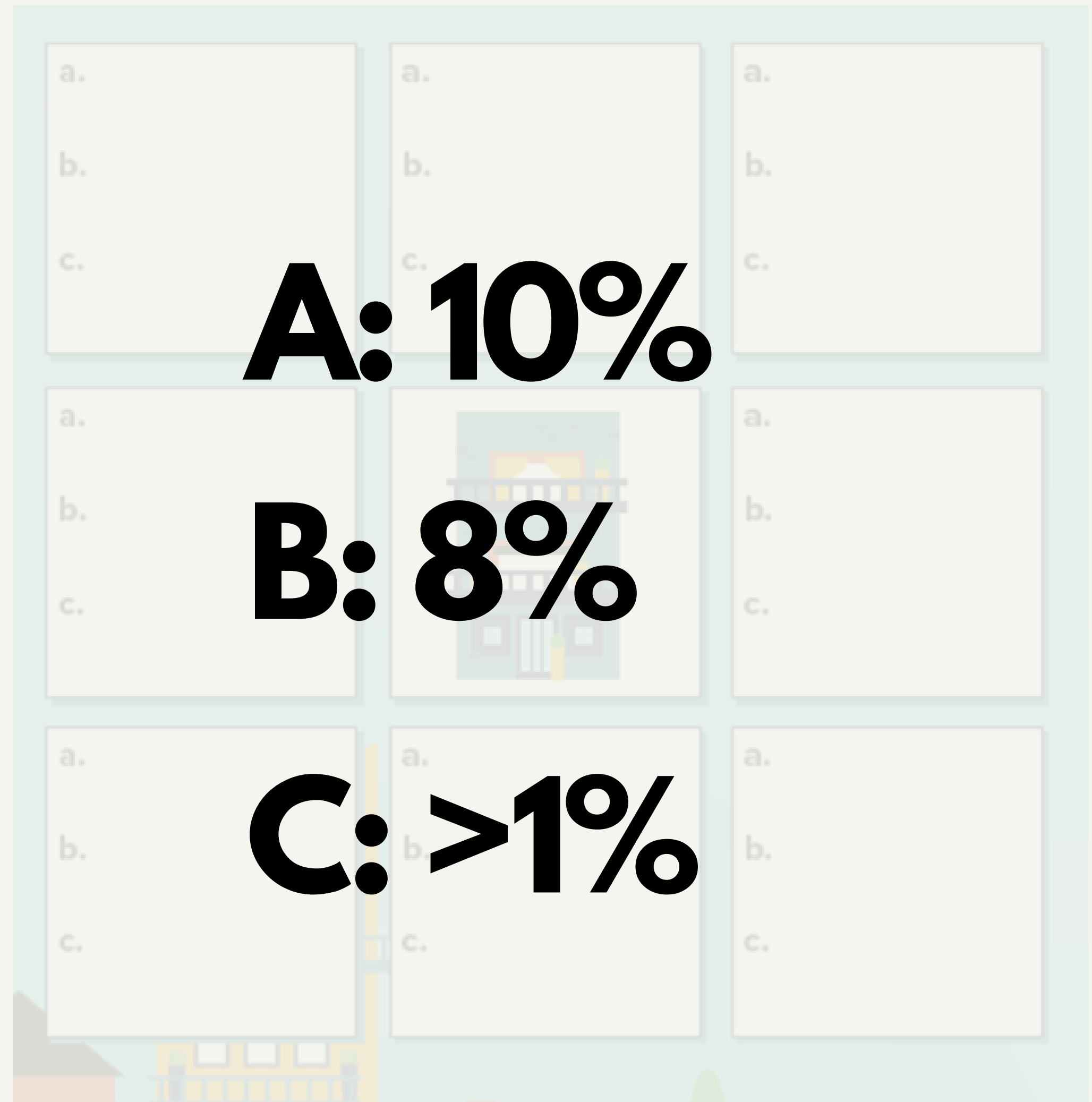
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Think about the 8 homes closest to yours:

A: List the names of all who live there.

B: List what they do for a living and/or where did they live before this?

C: What are their hopes & dreams?



Why don't we know our neighbors?

Loss of 'front porch' venues

Loss of neighborhood relationship building

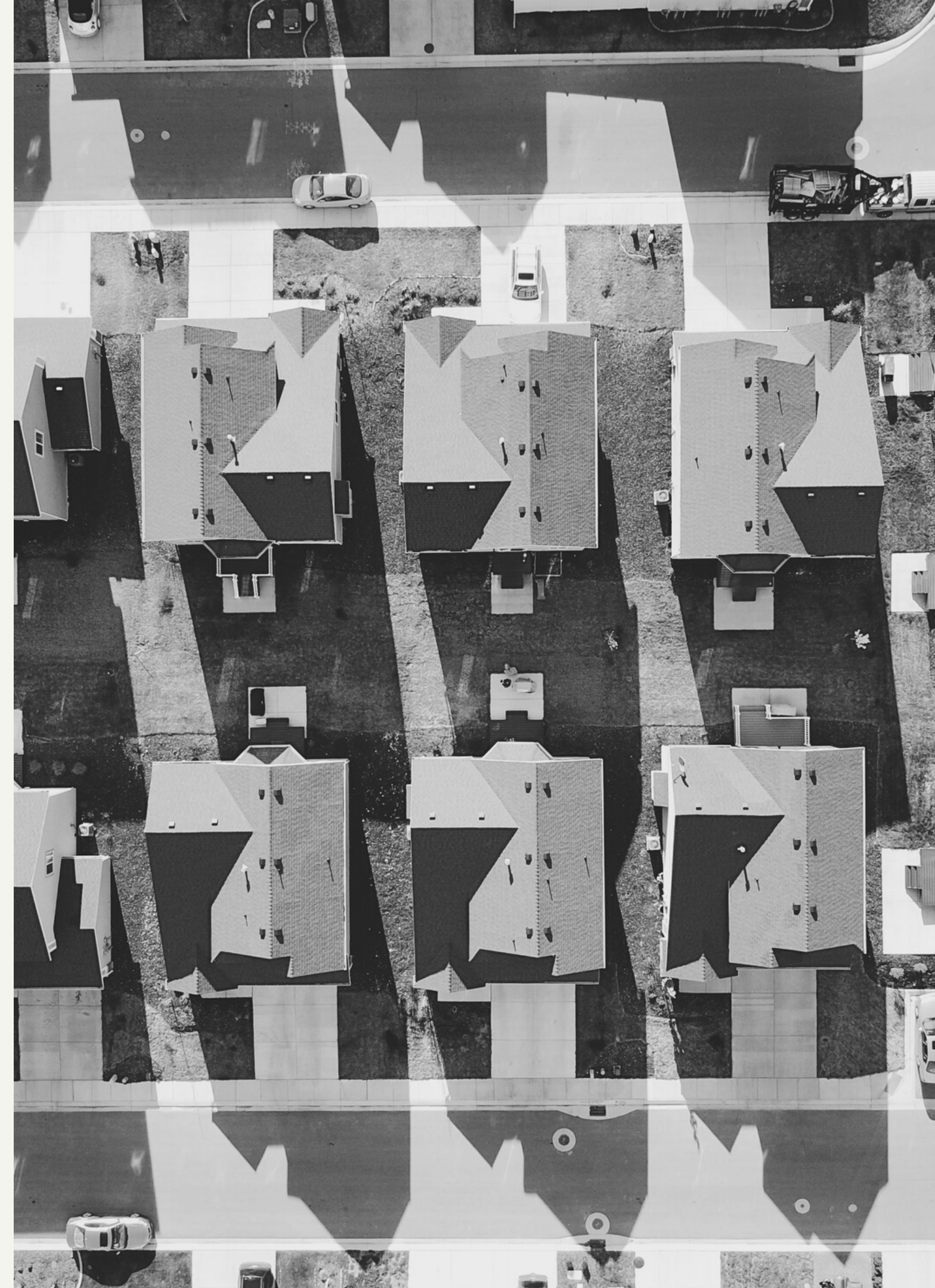
Loss of community

How can we understand our neighbors better?

Demographics give one set of clues

“Bridge people” who represent demographic groups in our neighborhoods


Prayer Walking can give another set of clues





**But first we need to
understand ourselves!**

Mission Insite is a tool that can help!

 English



Call 1-877-230-3212

 ACSTechnologies.

MISSIONINSITE

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Community Analysis Tools

Build Deeper Connections

vaumc.org/missioninsite

As part of the Virginia Conference, local churches have **FREE access to MissionInsite** and the demographic information around them. This free service is provided through your Church Extension apportionment. Every church in the Virginia Conference has been identified on the MissionInsite Web site. As a user, you will be able to obtain reports for the areas around your church by whatever geography you choose.

Reports!

The ExecutiveInsite Report

Prepared for: Virginia Annual Conference UMC
Study area: 5 mi Radius from 1301 Trap Road, Vienna, Virginia 22182, United States
Base State: MD,VA

Current Year Estimate: 2021
5 Year Projection: 2026
Date: 5/28/2022
Semi Annual Projection: Summer

This ExecutiveInsite Report has been prepared for Virginia Annual Conference UMC. Its purpose is to "tell the demographic story" of the defined geographic study area. ExecutiveInsite integrates narrative analysis with data tables and graphs. Playing on the report name, it includes 12 "insites" into the study area's story. It includes both demographic and beliefs and practices data.

ExecutiveInsite is intended to give an overview analysis of the defined geographic study area. A defined study area can be a region, a zip code, a county or some custom defined geographic area such as a radius or a user defined polygon. The area of study is displayed in the map below.

THE STUDY AREA



| INSITE | PAGE |
|---|------|
| Insite #1: Population, Household Trends | 2 |
| Insite #2: Racial/Ethnic Trends | 3 |
| Insite #3: Age Trends | 4 |
| Insite #4: School Aged Children Trends | 6 |
| Insite #5: Household Income Trends | 7 |
| Insite #6: Households and Children Trends | 8 |
| Insite #7: Marital Status Trends | 10 |
| Insite #8: Adult Educational Attainment | 11 |
| Insite #9: Employment and Occupations | 12 |
| Insite #10: Mosaic Household Types | 13 |
| Insite #11: Generations | 14 |
| Insite #12: Religious Program Or Ministry Preferences | 15 |

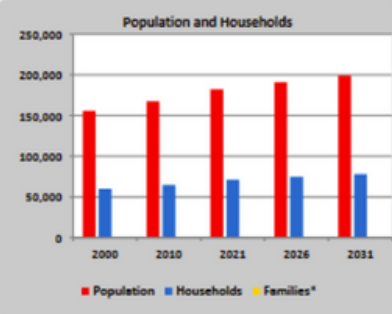
Sources: US Census Bureau, Synergis Technologies Inc., Experian, DecisionInsite

TrendView

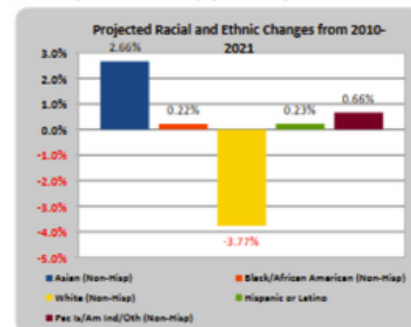
Significant Demographic Estimates and Projections

Prepared for: Virginia Annual Conference UMC
Study Area: 5 mi andrewchapel

Base State: MD,VA
Date of Report: 5/28/2022



NOTE: Family Household data is not projected out 10 years.



Sources: US Census Bureau, Synergis Technologies Inc., Experian, DecisionInsite/MissionInsite

MISSIONINSITE

THE AMERICANBELIEFS STUDY

The MinistryInsite Report 2021

Prepared for: Virginia Annual Conference UMC
Study area: 5 mi andrewchapel

Date of Report: 5/28/22
American Beliefs Study Version: 2021

About the American Beliefs Study Reports

The American Beliefs Study provides a projection of likely religious beliefs, preferences, and practices for a defined study area. This report is based on the American Beliefs Study national survey, which MissionInsite conducts every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide current local geography projections. This report is based upon the 2021 American Beliefs Study Survey.

The 2021 American Beliefs Study Survey series contains two reports. **ReligiousInsite** provides insights into community beliefs and religious preferences. **MinistryInsite** focuses on practical applications of the 2021 survey. It includes life concerns, reasons for non-participation (or considered nonparticipation) in a religious congregation or community, and a list of preferred ministries or programs. These are based on the specific study area. Customized priority lists address the study area's concerns, program and ministry preferences and more.

The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

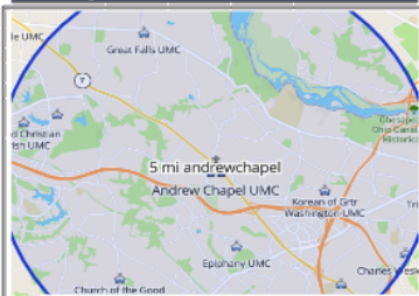
Contents of the MinistryInsite Report

The **MinistryInsite** Report has five sections that provide multiple views about a single topic.

| Topics | Page |
|--|------|
| Life Concerns | 2 |
| Reasons for Non-Participation—Those Outside of a Religious Congregation or Community | 12 |
| Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community | 17 |
| Program or Ministry Preferences | 22 |

Sources: US Census Bureau, Synergis Technologies Inc., Experian, MissionInsite

The Study Area



MinistryInsite Priority Report

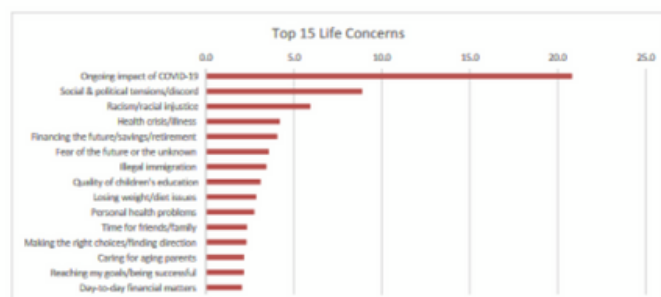
THE AMERICANBELIEFS STUDY

The MinistryInsite Priorities Report 2021

Prepared for: Virginia Annual Conference UMC
Study Area: 5 mi andrewchapel
American Beliefs Study Region: South

Life Concerns

| Priority List | Top 15 of 44 Life Concerns | Ratio |
|---------------|--|-------|
| Ranking | Concern | Ratio |
| 1 | Ongoing impact of COVID-19 | 20.8 |
| 2 | Social & political tensions/discord | 8.9 |
| 3 | Racism/racial injustice | 5.9 |
| 4 | Health crisis/illness | 4.2 |
| 5 | Financing the future/savings/retirement | 4.1 |
| 6 | Fear of the future or the unknown | 3.6 |
| 7 | Illegal immigration | 3.4 |
| 8 | Quality of children's education | 3.1 |
| 9 | Losing weight/diet issues | 2.9 |
| 10 | Personal health problems | 2.8 |
| 11 | Time for friends/family | 2.3 |
| 12 | Making the right choices/finding direction | 2.3 |
| 13 | Caring for aging parents | 2.2 |
| 14 | Reaching my goals/being successful | 2.2 |
| 15 | Day-to-day financial matters | 2.0 |



Sources: US Census Bureau, Synergis Technologies Inc., Experian, MissionInsite

THE AMERICANBELIEFS STUDY

ReligiousInsite Report 2021

Prepared for: Virginia Annual Conference UMC
Study Area: 5 mi andrewchapel
American Beliefs Study Region: South

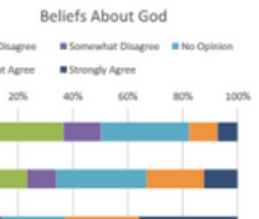
Date of Report: 5/28/2022
American Beliefs Study Version: 2021

Beliefs about God

Beliefs about God are diverse. These statements express your study area's likely beliefs, ranging from well defined monotheism to loosely defined polytheism.

| Study Area Detail | Strongly Disagree | Somewhat Disagree | No Opinion | Somewhat Agree | Strongly Agree |
|--|-------------------|-------------------|------------|----------------|----------------|
| Everyone and everything is god. | 36.6% | 13.7% | 32.2% | 10.3% | 7.2% |
| God is a higher state of consciousness that people may achieve. | 23.4% | 10.6% | 32.8% | 21.0% | 12.2% |
| God is love and invites the world into a loving relationship. | 11.7% | 2.7% | 22.8% | 26.9% | 35.9% |
| God is the full realization of human potential. | 22.2% | 8.8% | 33.4% | | |
| I believe God created a literal heaven and hell. | 24.9% | 11.5% | 27.5% | | |
| I believe God created the world but takes no further part in it. | 48.1% | 16.9% | 26.4% | | |
| I believe there are many gods. | 44.0% | 11.3% | 28.2% | | |
| I don't believe a god exists; the material universe is all that is. | 50.3% | 11.5% | 20.8% | | |
| I have a relationship with one living God. | 17.6% | 7.2% | 22.4% | | |
| I'm unsure/undecided about whether a god exists. | 49.3% | 14.6% | 17.4% | | |
| The forces of nature and the spirits within the creation are God for me. | 25.4% | 8.0% | 32.8% | | |

Hint: The report indicates how people within the study area likely respond to the use the illustrative graph to see where the largest percentage is found.



Beliefs about Jesus

| Priority List | Beliefs about Jesus in Rank Order | Ratio | Strength |
|---------------|---|-------|---------------------------|
| Ranking | Concern | Ratio | Strength |
| 1 | People in the church do not behave as Jesus would behave. | 7.0 | Somewhat strong agreement |
| 2 | Belief in Jesus does not require participation in a church. | 5.4 | Somewhat strong agreement |
| 3 | Jesus was both divine and human. | 2.9 | Weak agreement |
| 4 | Jesus was the expected Jewish Messiah. | 2.4 | Weak agreement |
| 5 | Jesus actually rose from the dead as the Bible teaches. | 2.0 | Very weak agreement |
| 6 | Jesus rules now and always as Lord of heaven and earth. | 1.8 | Very weak agreement |
| 7 | I have a personal relationship with Jesus. | 1.3 | Very weak agreement |
| 8 | Jesus lived a perfect, sinless life while on earth. | 1.2 | Very weak agreement |
| 9 | Jesus is the only way for human salvation from sin. | 1.2 | Very weak agreement |
| 10 | Jesus was a good and wise moral teacher but no more. | 0.5 | Very weak agreement |
| 11 | Jesus was a great prophet only. | 0.3 | Very weak agreement |



Sources: US Census Bureau, Synergis Technologies Inc., Experian, MissionInsite

Page 3

Charts!

The QuickInsite Report

Prepared for: Virginia Annual Conference UMC
Study area: Reville Drawn Polygon 2022

Base State: VA
Current Year Estimate: 2021
5 Year Projection: 2026
10 Year Forecast: 2031
Date: 3/7/2022
Semi-Annual Projection: Summer

About the QuickInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The FullInsite or ExecutiveInsite Reports will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.

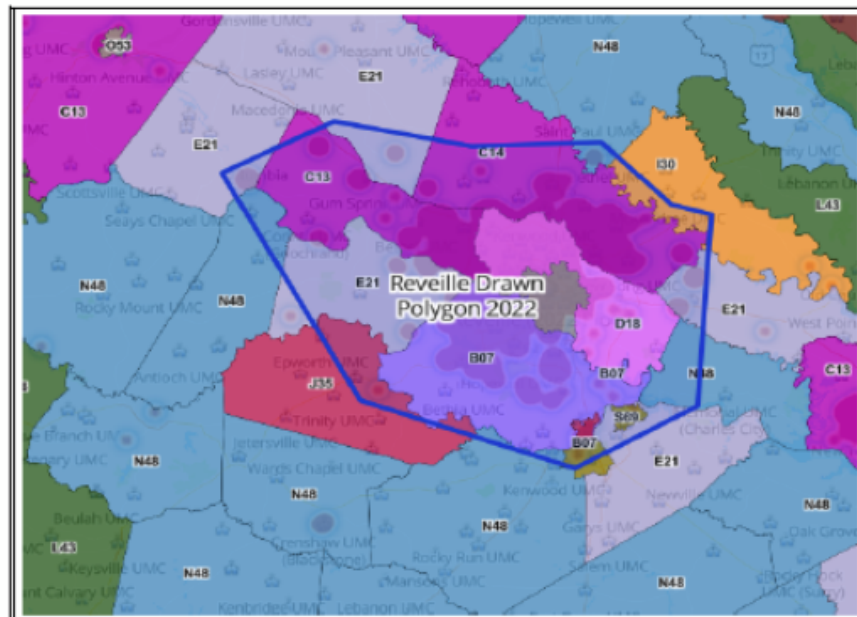
Two Sections

Two reports are provided on the following pages.

- The StoryView Report presents 9 demographic indicators of your study area.
- The ThemeView Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

THE STUDY AREA



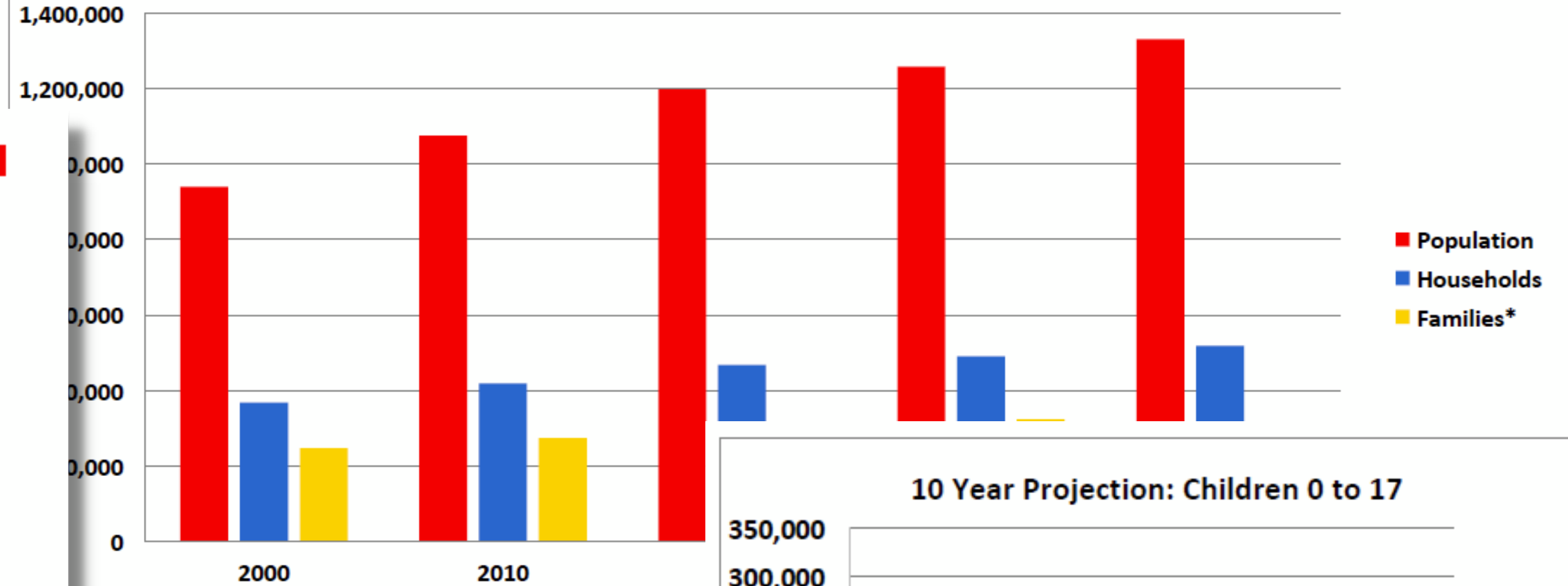
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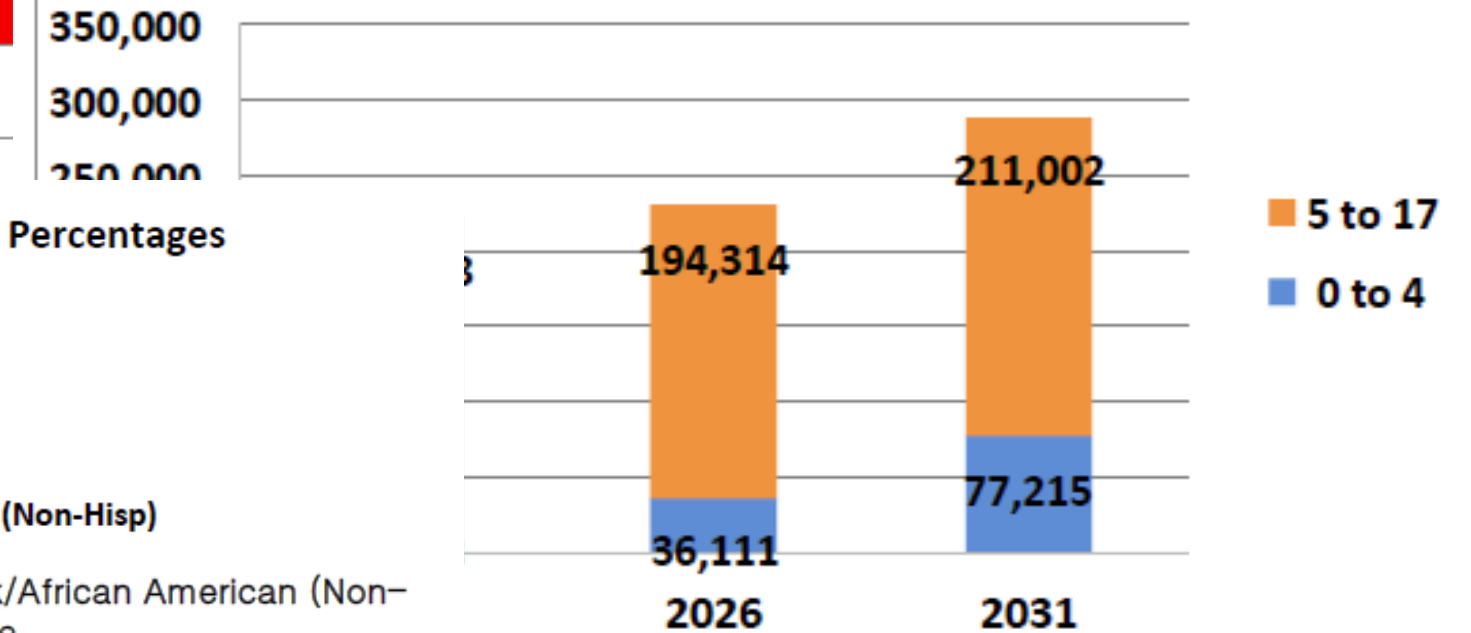
Page 1

History and 10 Year Forecast: Population and Households

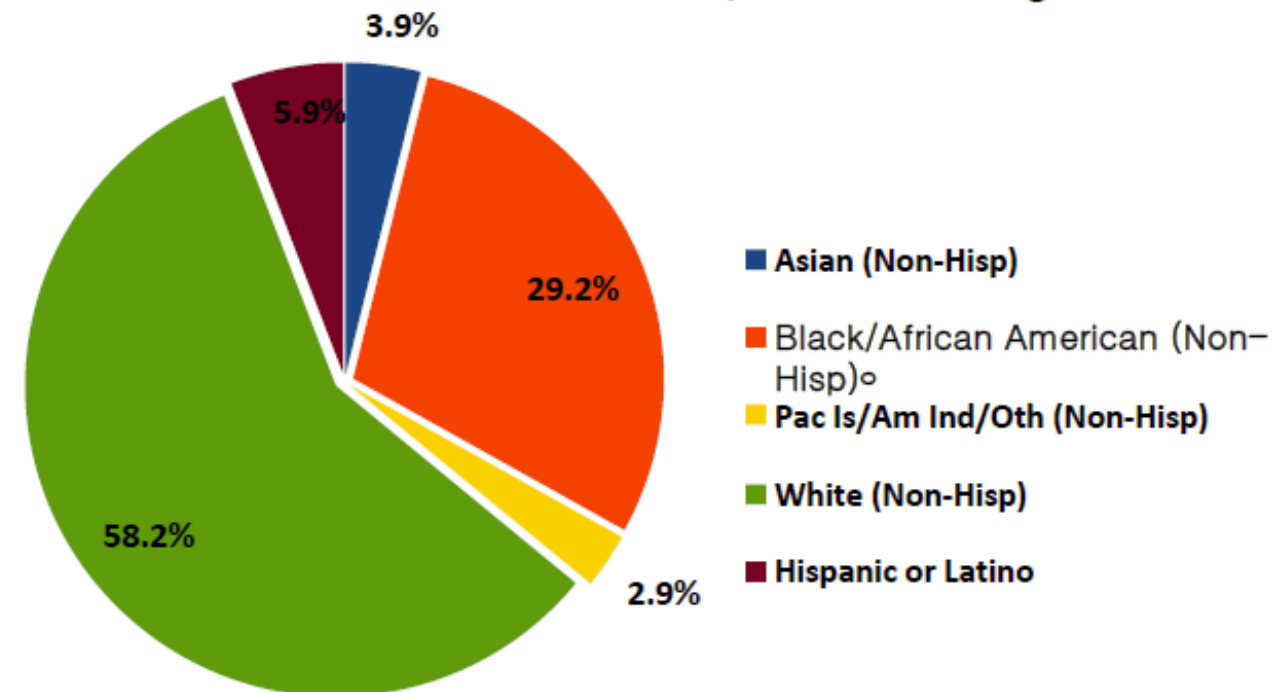


Family Household data is not projected out 10 years.

10 Year Projection: Children 0 to 17



Current Year Racial/Ethnic Percentages



Info!



The MinistryInsite Report 2021

Prepared for: Virginia Annual Conference UMC
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Date of Report: 5/28/22
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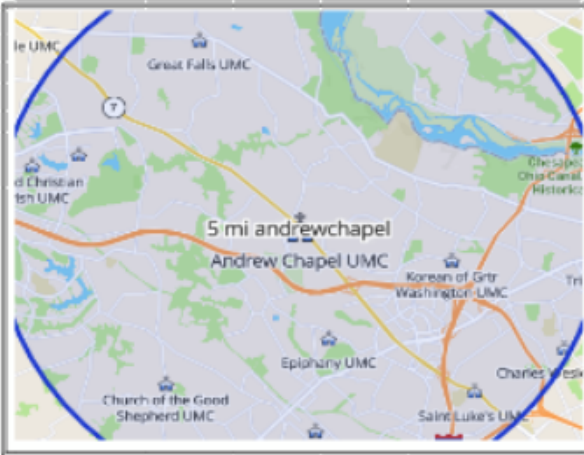
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Information Services and Social Analytics Technologies Inc., Expert, MissionInsite

The Study Area



How to Read the Different Report Types

Four windows provide insight into the respondent's answers.

| | |
|------------|--|
| Window #1: | Reveals the detailed responses across all options. |
| Window #2: | Compares the study area responses to national average responses. For more details, see the last page. |
| Window #3: | Compares data between this survey and previous surveys to reveal trends. |
| Window #4: | Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics. |

Priority List

Top 15 of 44 Life Concerns

Ranked by greatest concerns

| Ranking | Concern | Ratio | Strength of Concern |
|---------|---|-------|---------------------|
| 1 | Ongoing impact of COVID-19 | 20.8 | Very Strong Concern |
| 2 | Social & political tensions/discord | 8.9 | Very Strong Concern |
| 3 | Racism/racial injustice | 5.9 | Very Strong Concern |
| 4 | Health crisis/illness | 4.2 | Very Strong Concern |
| 5 | Financing the future/savings/retirement | 4.1 | Very Strong Concern |
| 6 | Fear of the future or the unknown | 3.6 | Very Strong Concern |
| 7 | Illegal immigration | 3.4 | Very Strong Concern |
| 8 | Quality of children's education | 3.1 | Very Strong Concern |
| 9 | Losing weight/diet issues | 2.9 | Strong Concern |

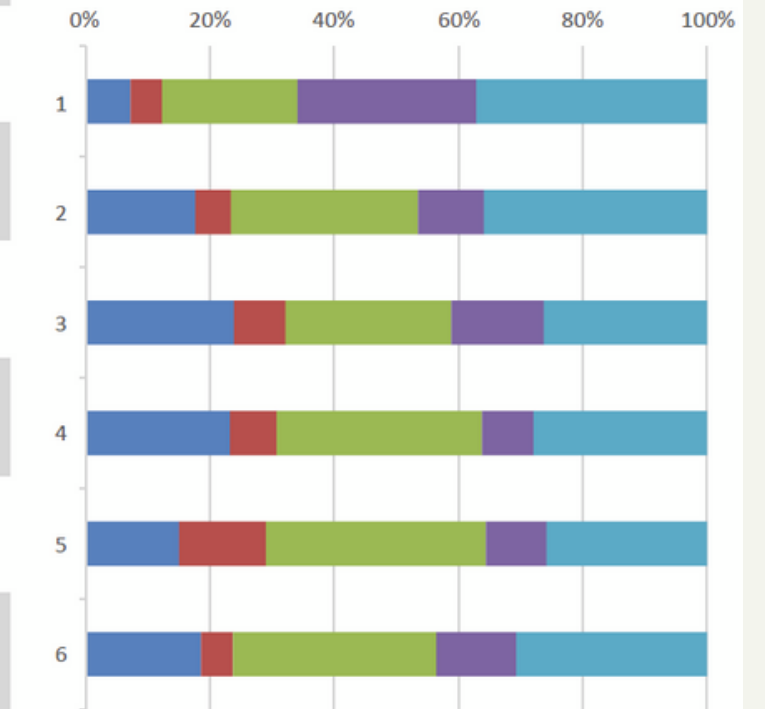
Beliefs About Jesus

Study Area Detail

| | Strongly Disagree | Somewhat Disagree | No Opinion | Somewhat Agree | Strongly Agree |
|---|-------------------|-------------------|------------|----------------|----------------|
| Belief in Jesus does not require participation in a church. | 7.2% | 5.1% | 21.8% | 28.7% | 37.1% |
| Jesus actually rose from the dead as the Bible teaches. | 17.6% | 5.7% | 30.1% | 10.6% | 35.9% |
| I have a personal relationship with Jesus. | 23.9% | 8.3% | 26.7% | 14.9% | 26.2% |
| Jesus is the only way for human salvation from sin. | 23.3% | 7.5% | 33.0% | 8.3% | 27.9% |
| Jesus lived a perfect, sinless life while on earth. | 15.1% | 14.0% | 35.4% | 9.8% | 25.8% |
| Jesus rules now and always as Lord of heaven and earth. | 18.6% | 5.1% | 32.7% | 12.8% | 30.7% |

Beliefs About Jesus

Strongly Disagree Somewhat Disagree No Opinion
Somewhat Agree Strongly Agree



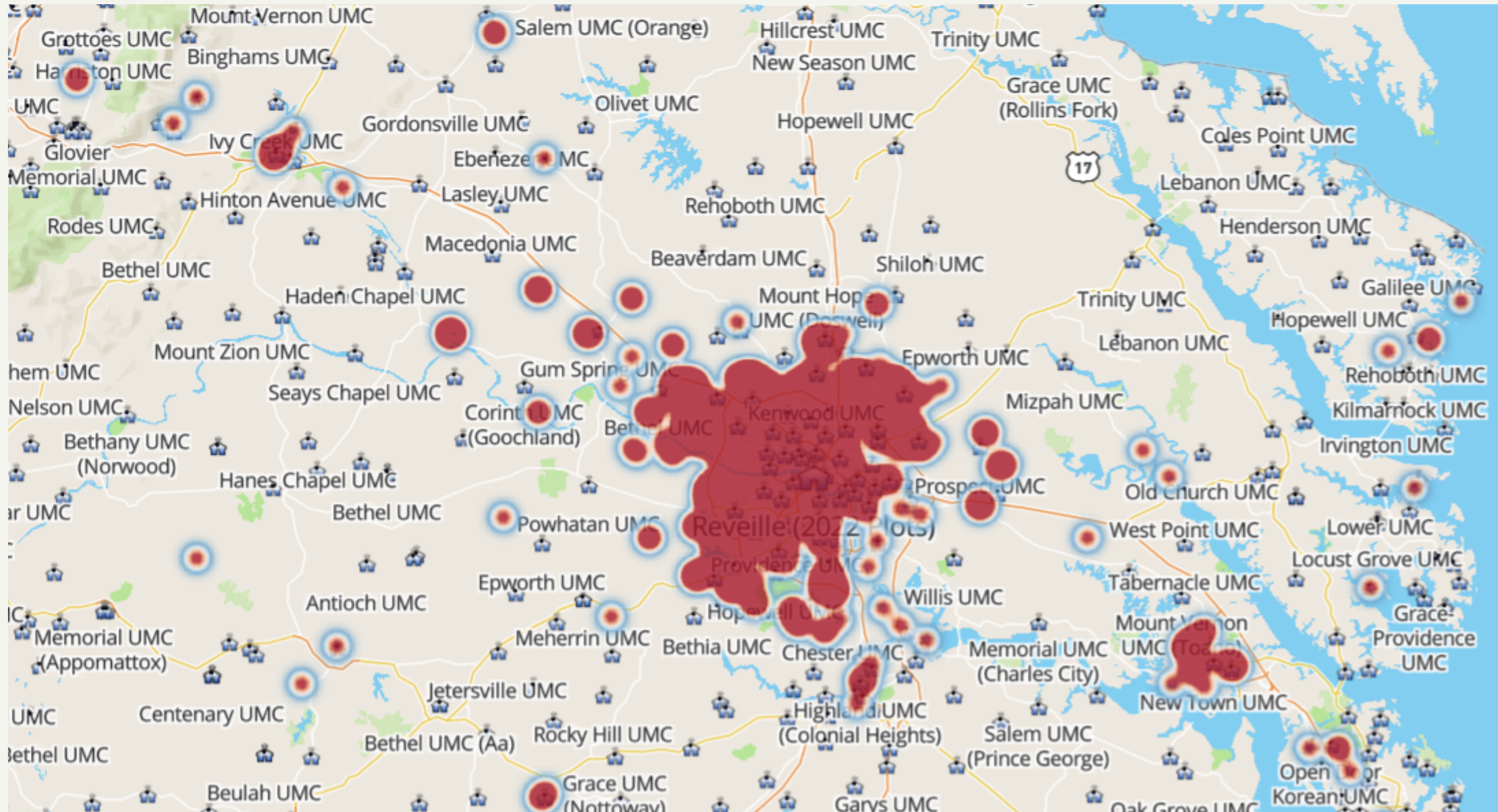
| Predefined Reports | What is it? |
|--|--|
| Quick Insite | 10 pages. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data. |
| Executive Insite | 16 pages. Its purpose is to "tell the demographic story" of the defined geographic study area. ExecutiveInsite integrates narrative analysis with data tables and graphs. Playing on the report name, it includes 12 "Insites" into the study area's story. It includes both demographic and beliefs and practices data. |
| Full Insite | 35 pages. The FullInsite report is designed to provide an extensive demographic portrait of a user-defined geographic area. The FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system! |
| Comparative Insite | 10 pages The ComparativeInsite report provides an organization with a broad comparison of the demographic profile of a defined mission area with a demographic profile of an organization's core people*. It accomplishes this by matching a select set of variables from within the Experian Mosaic Segment of a study area with that part of the study area in which an organization's core people reside. To accomplish this, a Mosaic Profile of both the study area and the organization's core people is generated within the MissionInsite PeopleView System. |
| MinistryInsite & ReligiousInsite | 30 pages. ReligiousInsite provides insights into community beliefs and religious preferences. MinistryInsite focuses on practical applications of the 2021 survey. It includes life concerns, reasons for non-participation (or considered nonparticipation) in a religious congregation or community, and a list of preferred ministries or programs. These are based on the specific study area. Customized priority lists address the study area's concerns, program and ministry preferences and more. |
| MinistryInsite/ ReligiousInsite Priorities | 8 pages. The ReligiousInsite Priorities Report and MinistryInsite Priorities Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports. |

This can help us make decisions

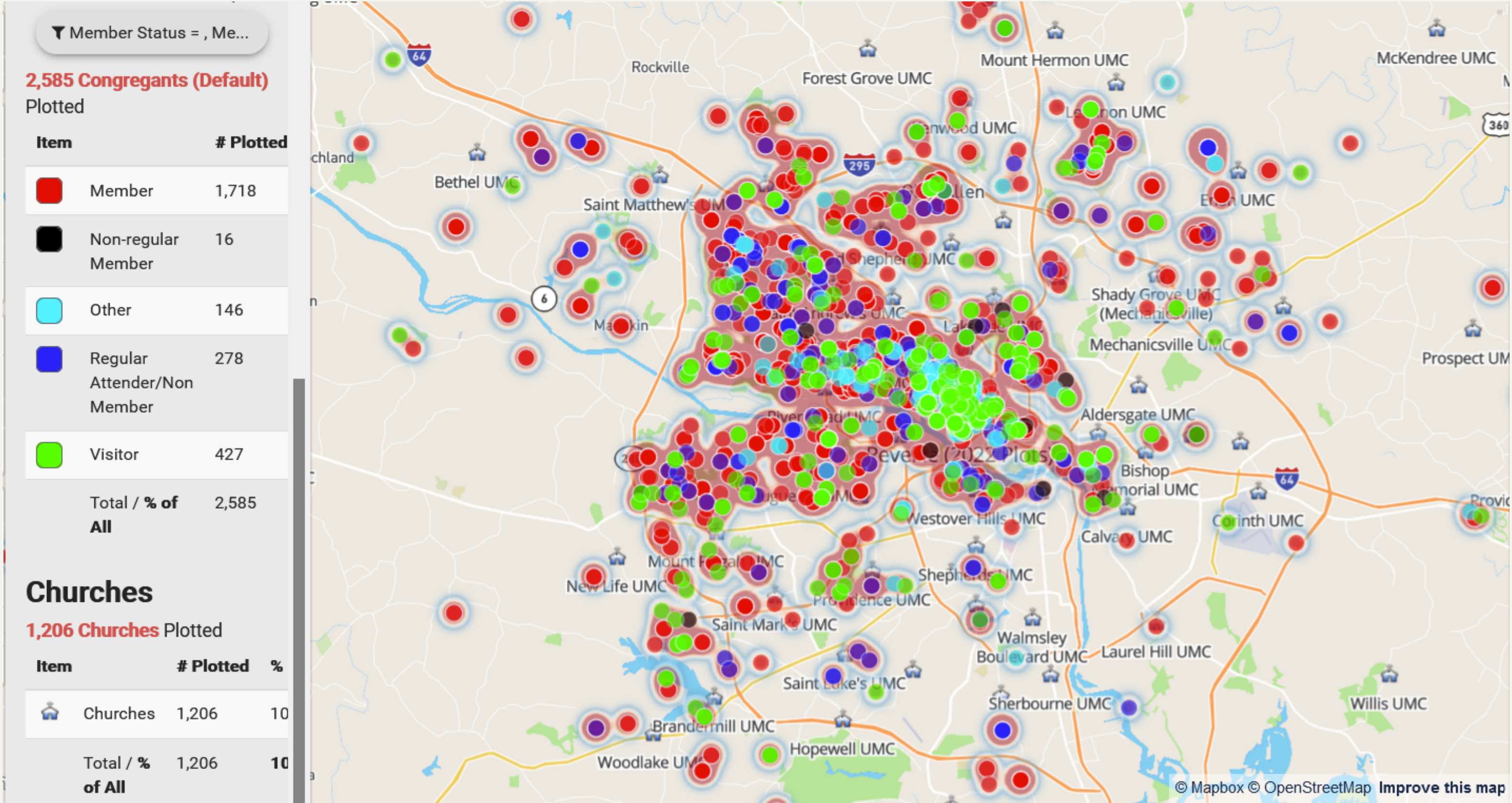
- We don't have to guess at all the things.
- We can make informed decisions regarding ministries and direction
 - Language--ESL-- who can get to you, what languages should/could you offer
 - "We just need young families!" Are there any?
 - Staffing for growth

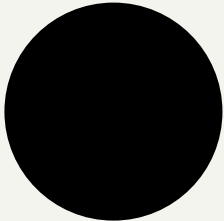



What else does it do?

Plot your people!



Sort Your people!








| Dot Color | Mission Insite Member Status | Reveille Member Types |
|---|--------------------------------|---|
|  | 1. Member | Professing Member, Baptized Member, Clergy |
|  | 2. Non-regular Member | Staff |
|  | 3. Other | Reveille Weekday School student families |
|  | 4. Regular Attender/Non Member | Constituent, Constituent Child, Constituent Lifetime, Clergy Outside Reveille, Affiliate-Associate |
|  | 5 – Visitor | Visitors |

▼ Member Status = , Me...


2,585 Congregants (Default)

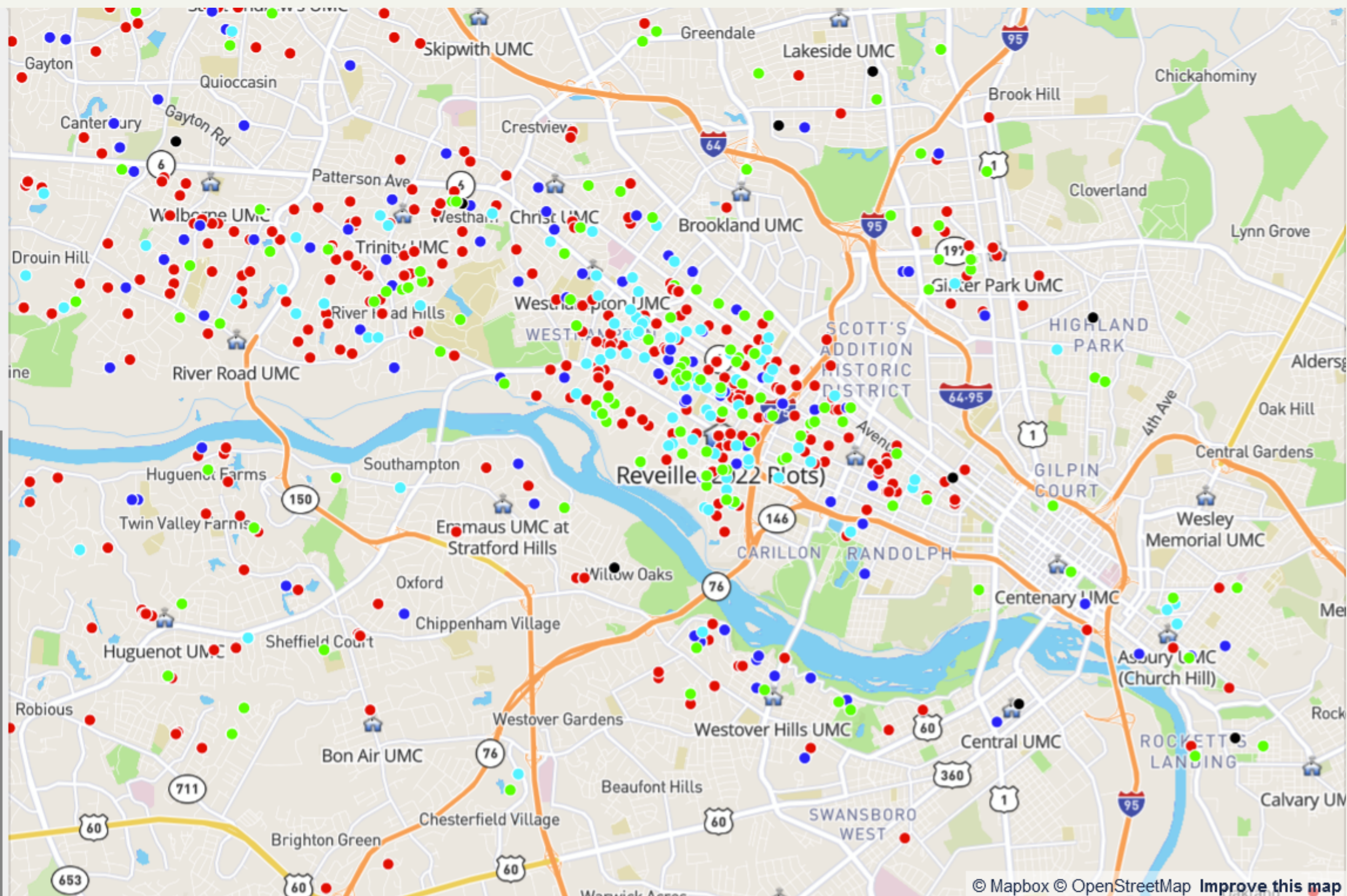
Plotted

| Item | # Plotted |
|---|-----------|
|  Member | 1,718 |
|  Non-regular Member | 16 |
|  Other | 146 |
|  Regular Attender/Non Member | 278 |
|  Visitor | 427 |
| Total / % of All | 2,585 |

Churches

1,206 Churches Plotted

| Item | # Plotted | % |
|--|-----------|----|
|  Churches | 1,206 | 10 |
| Total / % of All | 1,206 | 10 |



Study Area

We plotted **2,585** households.

With a total population in
2021 of **1,198,170**

Using the Data

Mosaic Groups & Ministry Reports



Handouts!

We are providing you with your Quick Insite Report for a 5-mile radius around your church.

- Note- we were trying to compare 'apples to apples' and so this is what we picked- BUT Herndon UMC for example had **238,375** people in that radius in 2021. Parrish Chapel/Emmaus had **9,018**.



The QuickInsite Report

Prepared for: Virginia Annual Conference UMC
Study area: Reville Drawn Polygon 2022

| | |
|-------------------------|----------|
| Base State: | VA |
| Current Year Estimate: | 2021 |
| 5 Year Projection: | 2026 |
| 10 Year Forecast: | 2031 |
| Date: | 3/7/2022 |
| Semi-Annual Projection: | Summer |

About the QuickInsite Report

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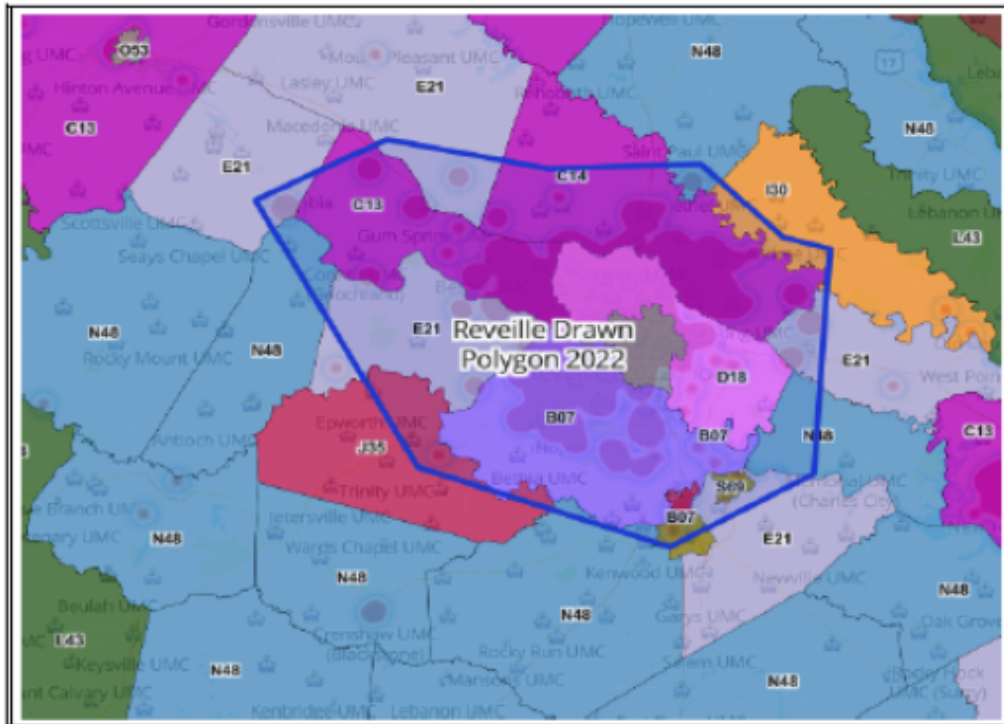
Two Sections

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For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

THE STUDY AREA

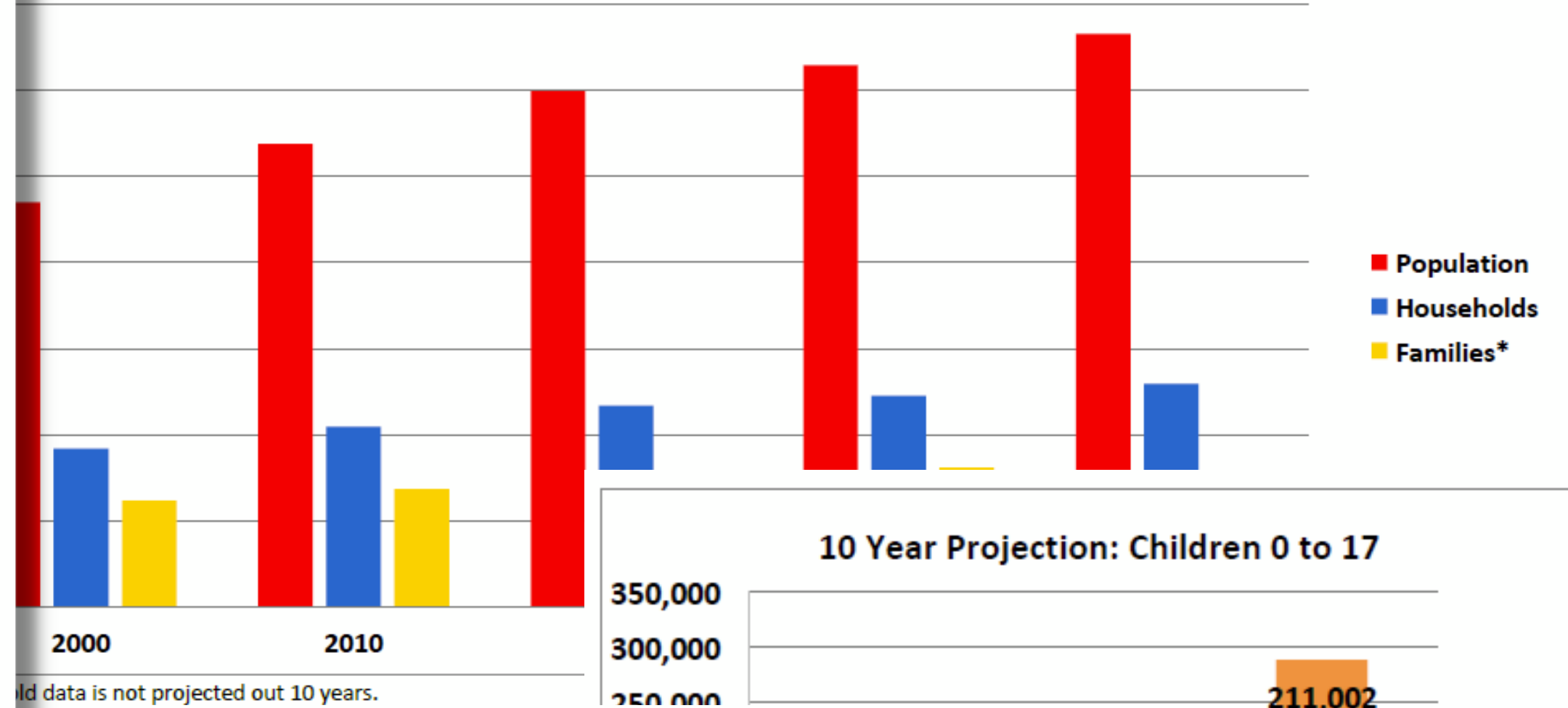


More Information

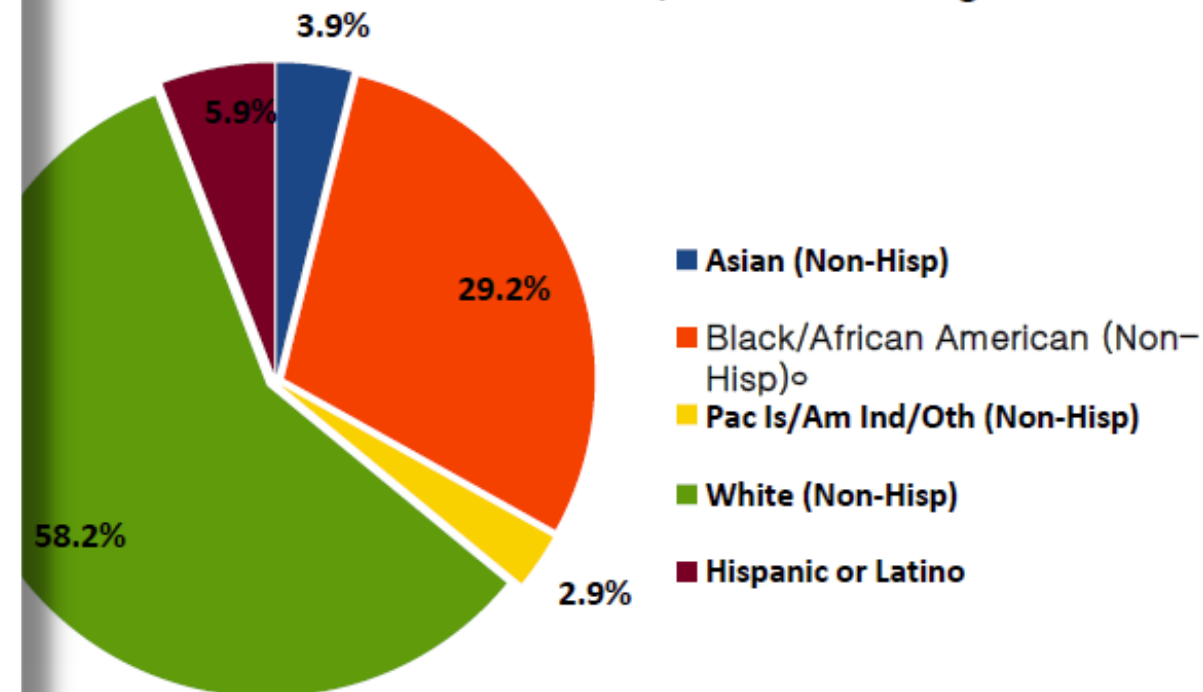
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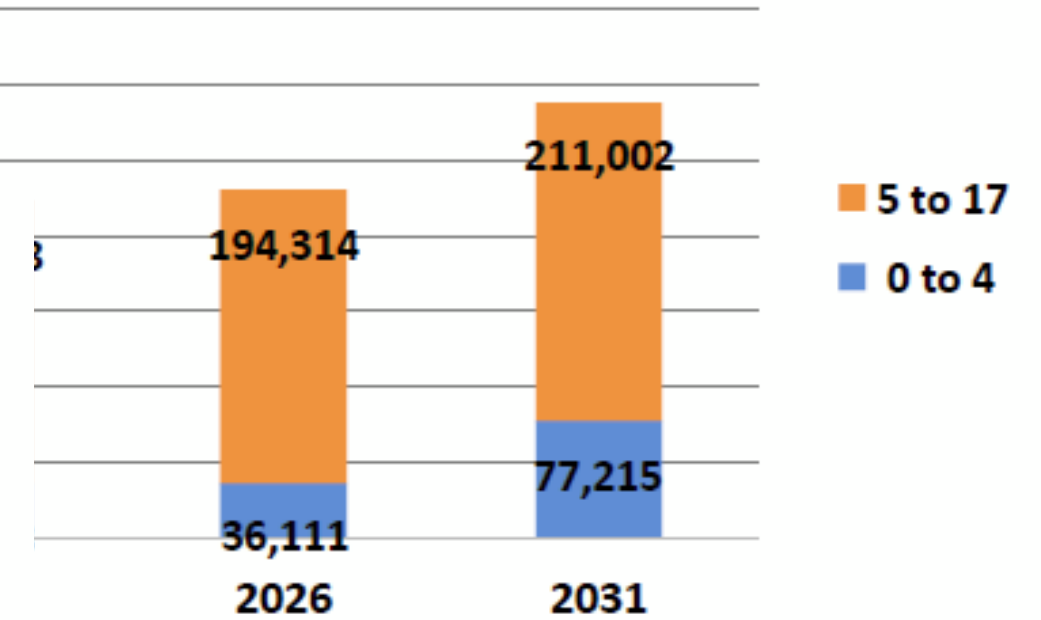
History and 10 Year Forecast: Population and Households



Current Year Racial/Ethnic Percentages



10 Year Projection: Children 0 to 17

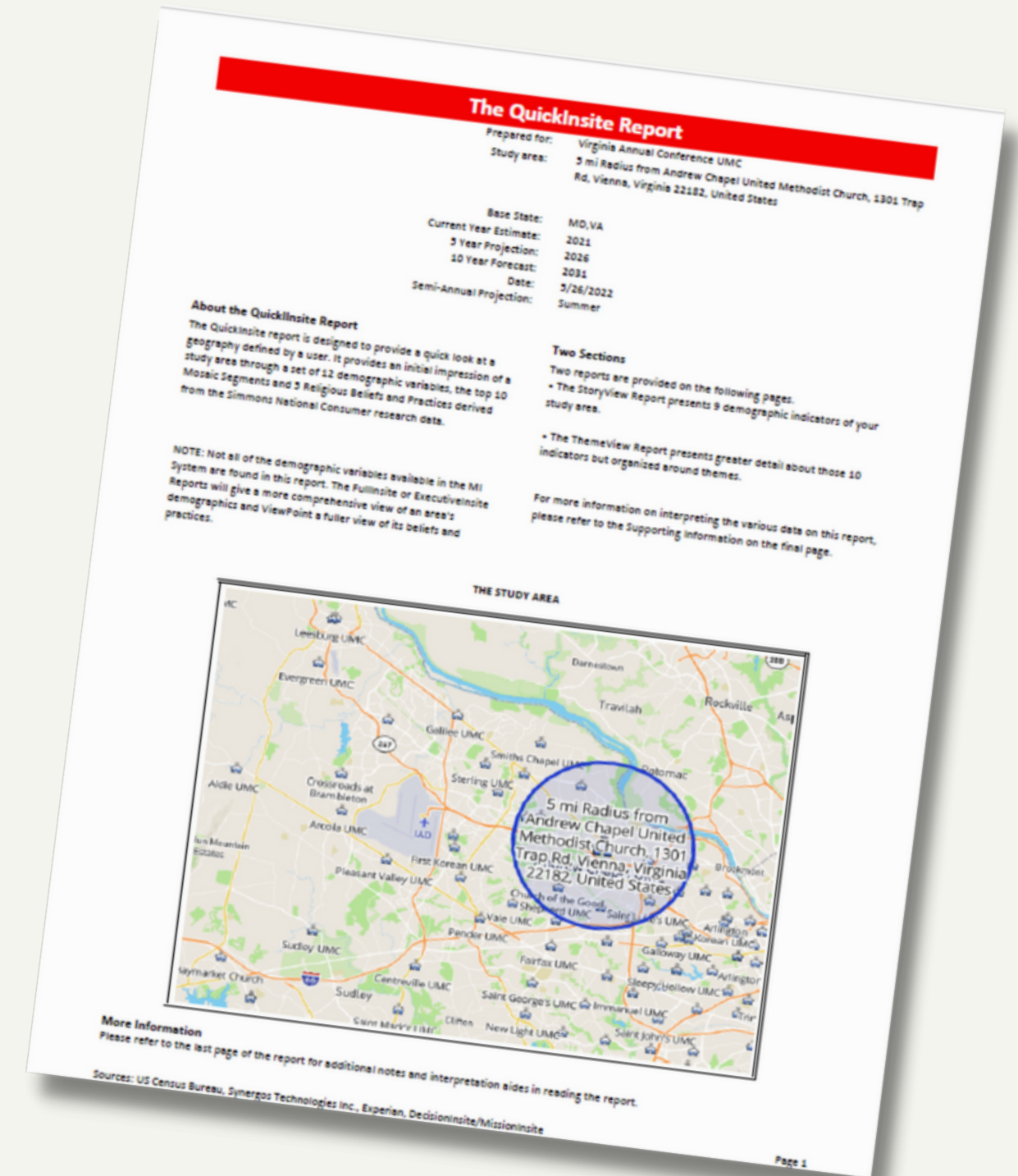


Take 2-3 minutes to flip through the Quick Insite Report!

RESIST the temptation to flip through the second handout!

We will get there! I promise! I believe in you!

****Remember this is reporting on the circled area--5mile radius from your church!***

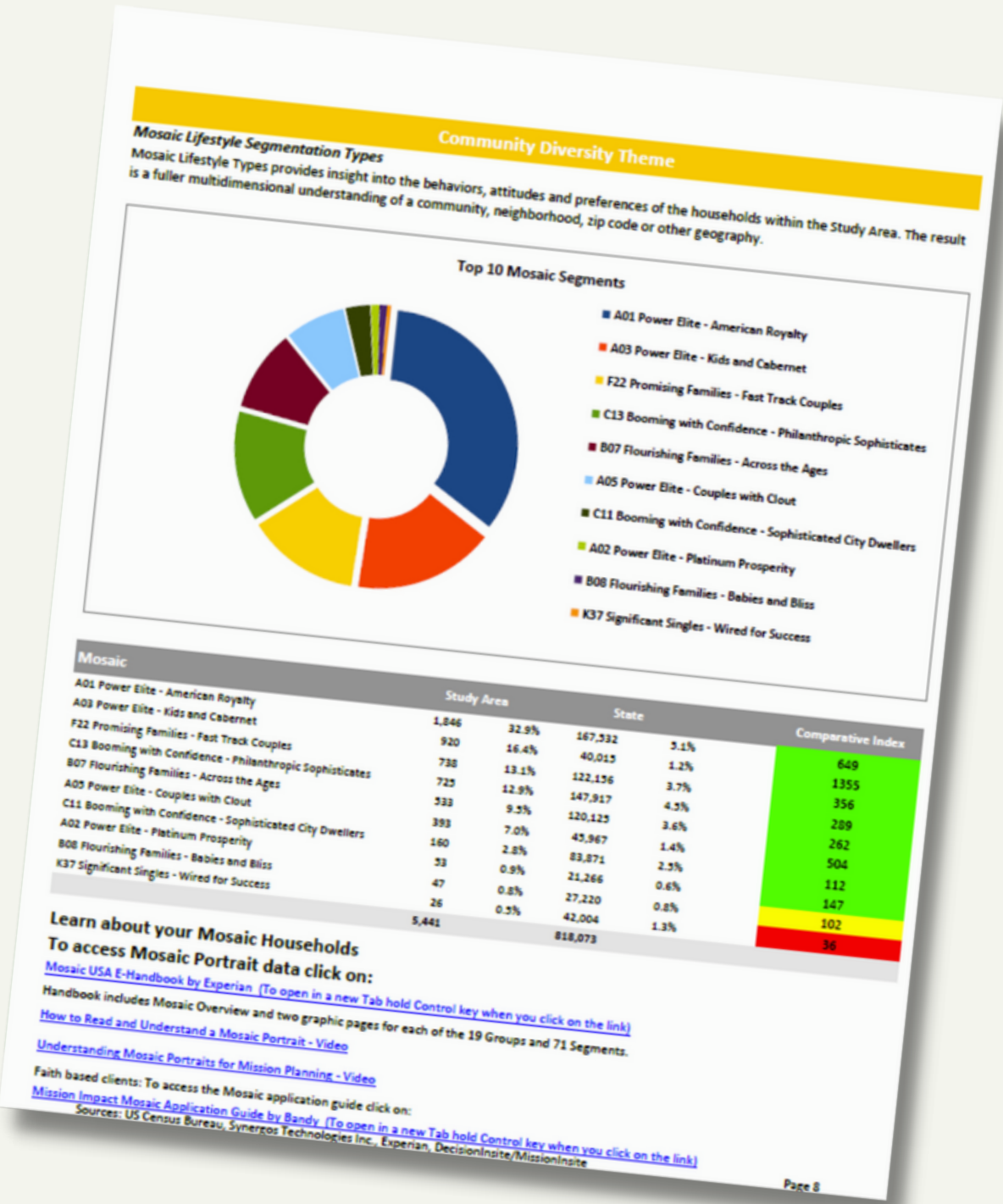


Mosaic Segments

Turn to page 8 in your Quick Insite

These are your top 10 Mosaic Segments.

Mosaic Lifestyle Types provides insight into the behaviors, attitudes, and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.



Mosaic is a consumer segmentation that describes American Consumers. (The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.) (Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.)

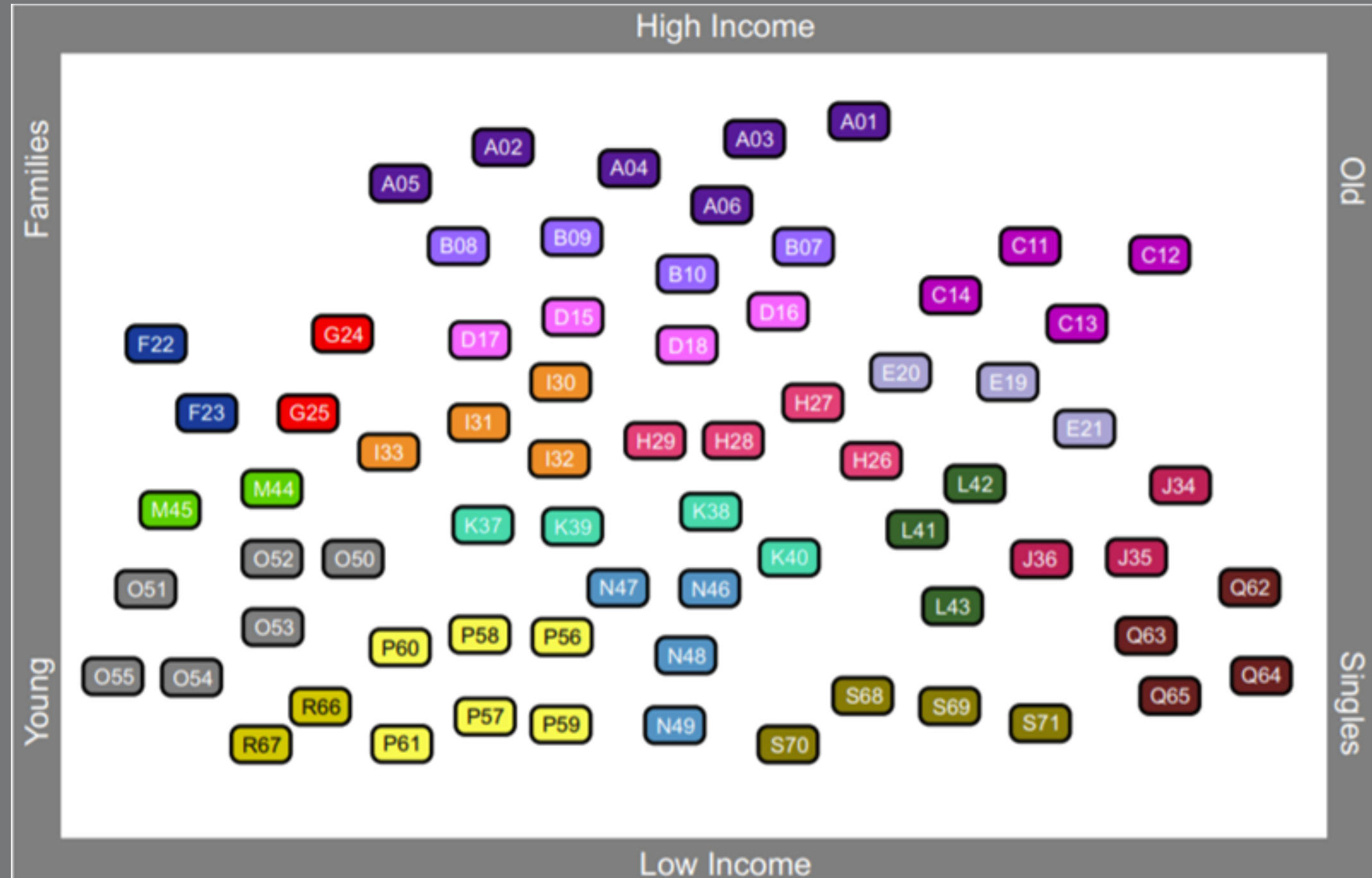


Why does this matter?

Mosaic Groups Can Help Us
Make Informed Decisions

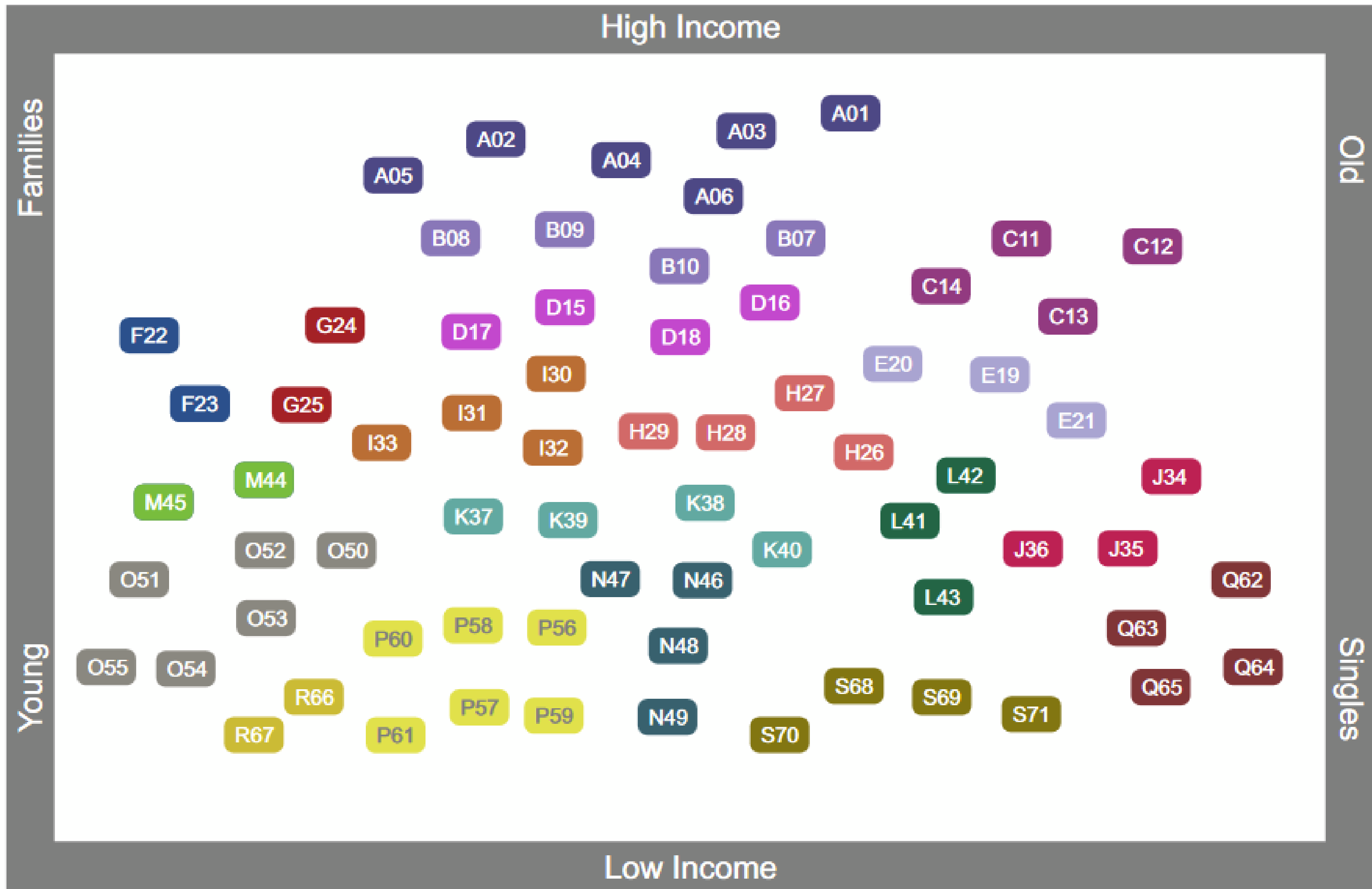
Mosaic Groups

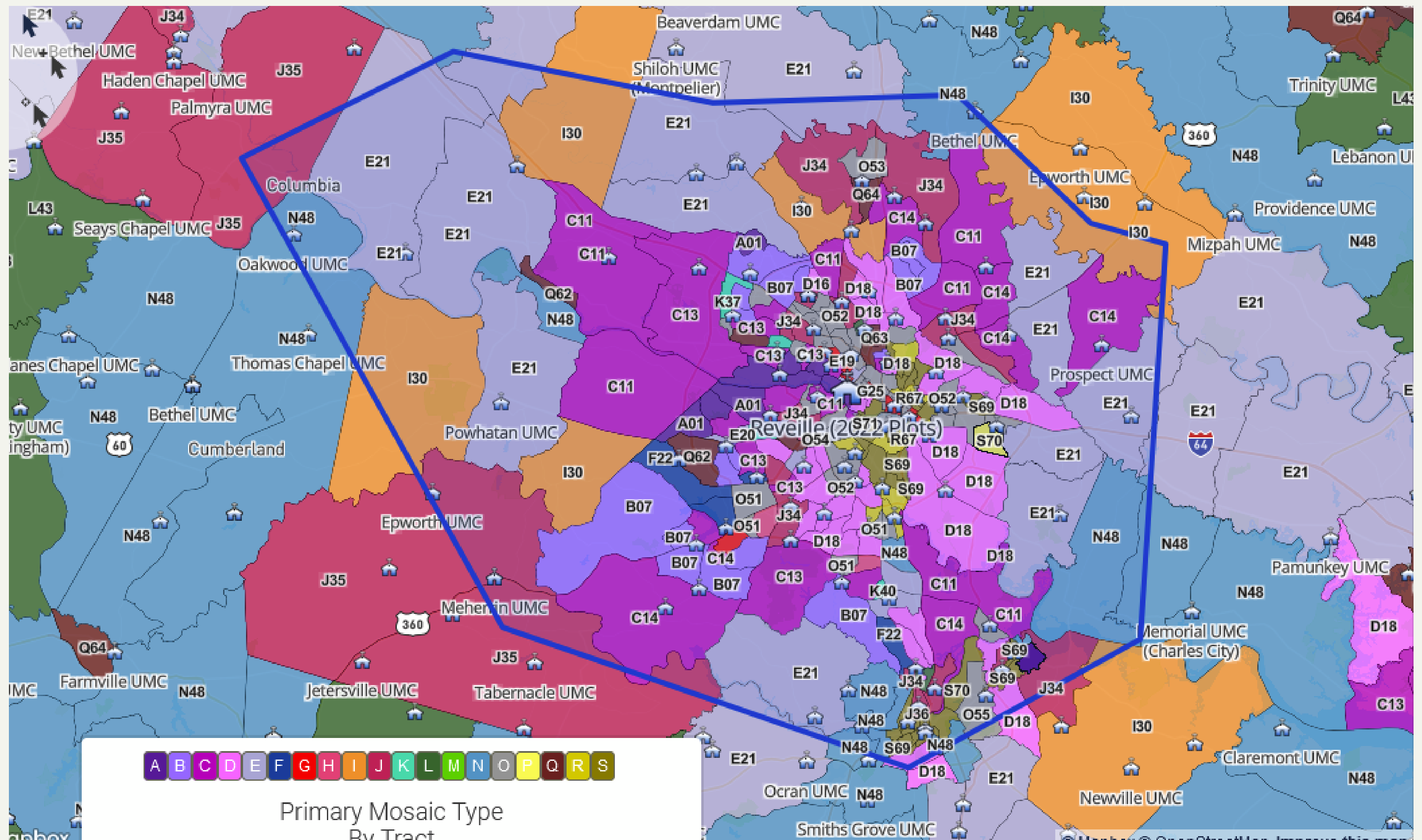
Experian's Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences and habits.

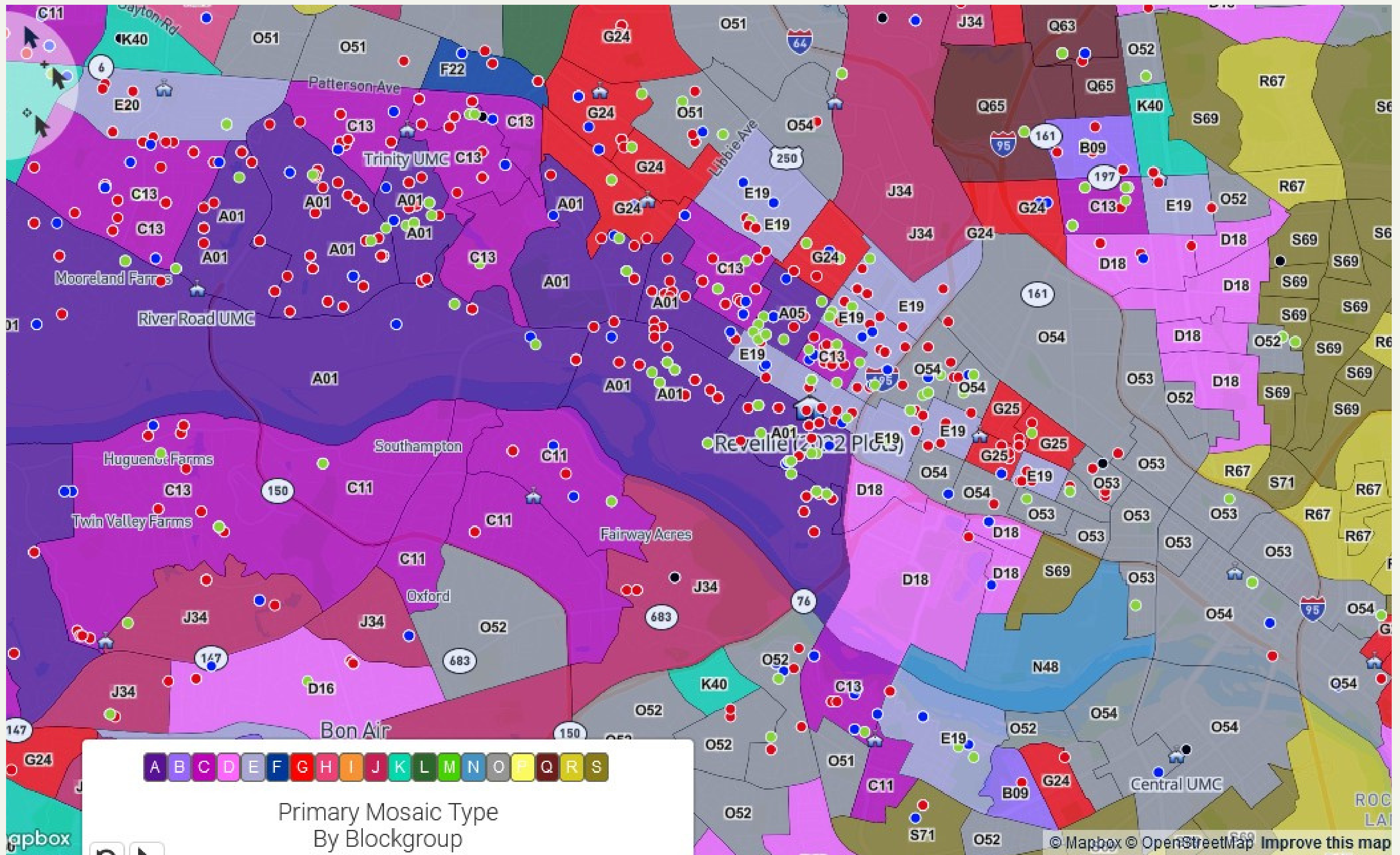


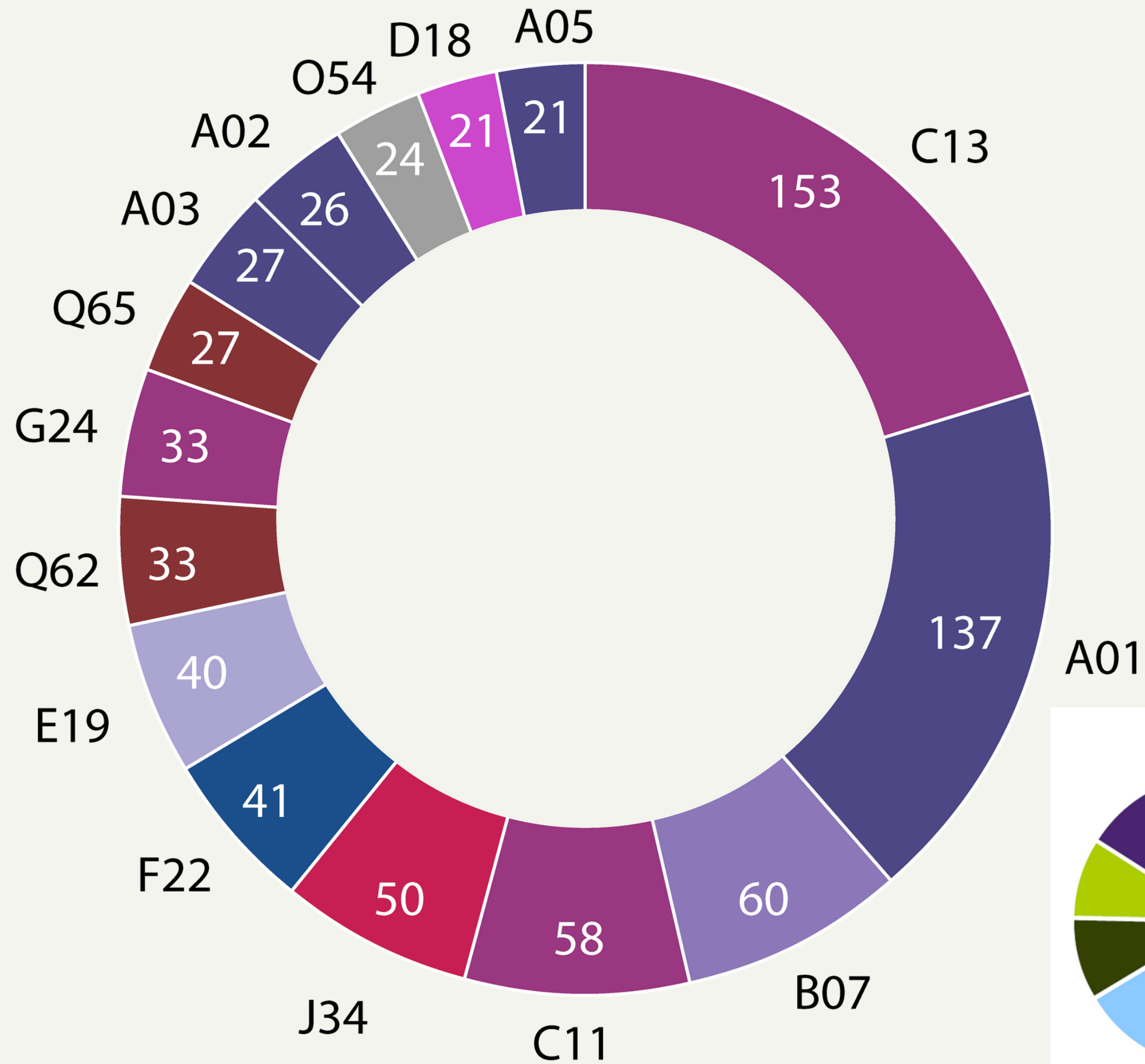
Mosaic Groups

| | | | | | | |
|--|--|---|---|--|--|--|
| <div>A</div> <div>Power Elite</div> | <div>B</div> <div>Flourishing Families</div> | <div>C</div> <div>Booming with Confidence</div> | <div>D</div> <div>Suburban Style</div> | <div>E</div> <div>Thriving Boomers</div> | <div>F</div> <div>Promising Families</div> | <div>G</div> <div>Young City Silos</div> |
| <div>H</div> <div>Bourgeois Melting Pot</div> | <div>I</div> <div>Family Union</div> | <div>J</div> <div>Autumn Years</div> | <div>K</div> <div>Significant Singles</div> | <div>L</div> <div>Blue Sky Boomers</div> | <div>M</div> <div>Families in Motion</div> | <div>N</div> <div>Pastoral Pride</div> |
| <div>O</div> <div>Singles & Starters</div> | <div>P</div> <div>Cultural Connections</div> | <div>Q</div> <div>Golden Year Guardians</div> | <div>R</div> <div>Aspirational Fusion</div> | <div>S</div> <div>Thrifty Habits</div> | | |



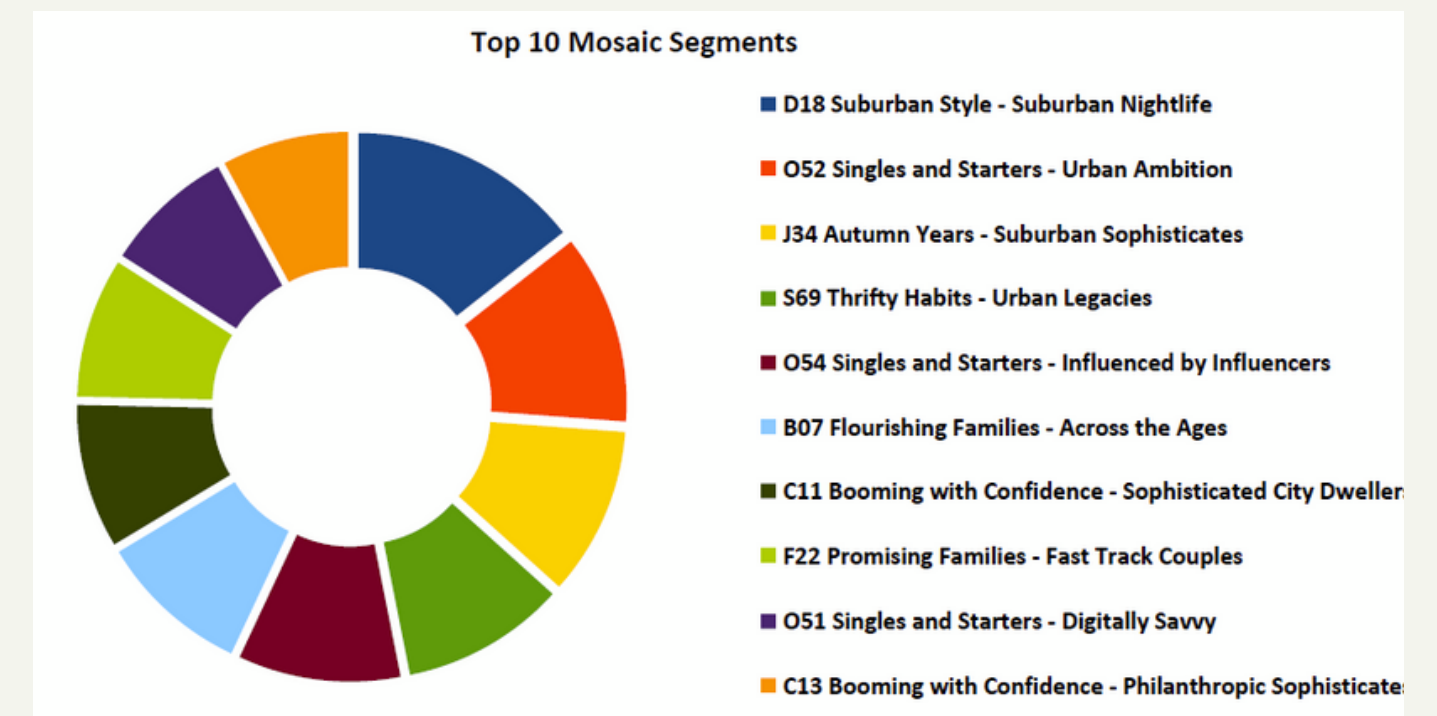


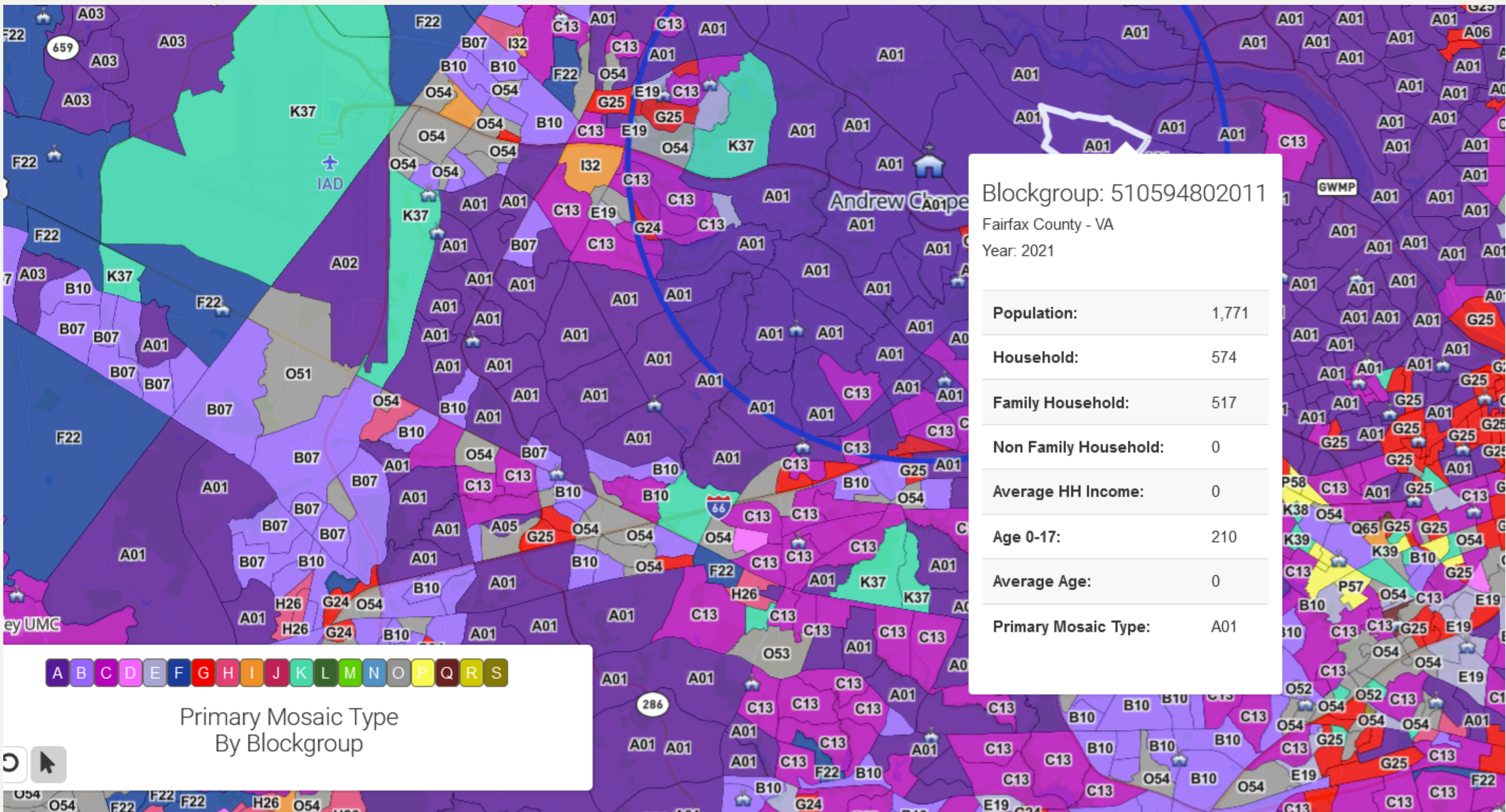




A01 Mosaic Group

137 Reville Households



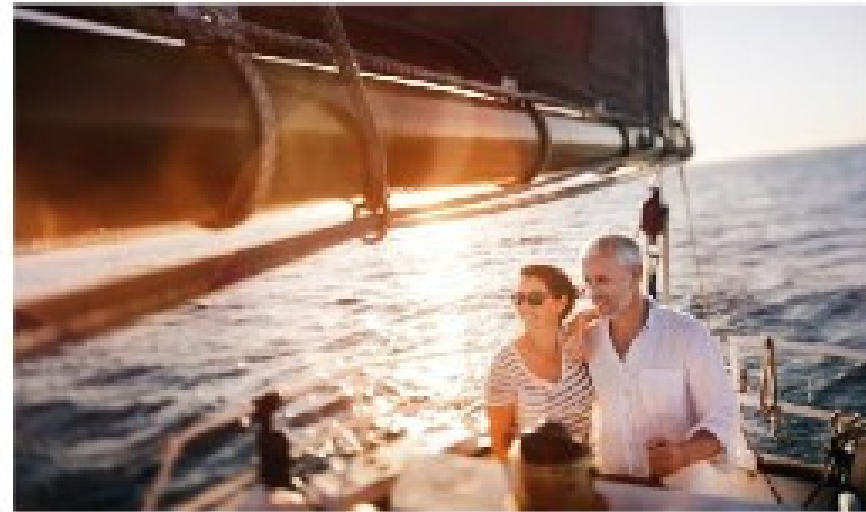


But
who
are
these
A01s?

A01 American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs

🏠 2.27% | 3.04% 👤



Key features

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers



Who we are

Head of household age



51–65

145 | 41.2%

Type of property



Single family

107 | 98.8%

Est. Household income



\$250,000+

740 | 40.3%

Household size



5+ persons

218 | 23.0%

Home ownership



Homeowner

114 | 93.3%

Age of children



13–18

142 | 18.2%

Channel preference



100



71



3



121



475



228

Technology adoption



Journeymen

American Royalty regard church membership as a social status. Religion is a good thing, and the church as an institution makes a valuable contribution to society. **They enjoy privileges of membership and expect to shape policy and oversee personnel.** However, they may be sporadic in church attendance, and may gladly connect with a church via web casts on the internet from wherever they happen to be traveling. **They generally prefer a larger church (but not necessarily a mega-church).** It will be a **church of history or significant reputation**, which is acknowledged as influential in a denomination or in public affairs. **Attitudes toward the church are increasingly ambivalent, partly because churches are so often critical of personal wealth.** They tend to personalize religion and associate spirituality with health and wellness and nature.

They can be extraordinarily generous givers, but only if the church has a proven record of excellent stewardship. They are generous benefactors of evangelical and social service missions with their time, expertise, and/or money, but demand clear strategic plans and measurable results. **They are inclined to be leaders rather than followers, and often participate in churches through board membership and policy development, capital campaigns for property, and fund raising for local or global charities.** They have a strong sense of well-being and desire to leave a lasting legacy.

13 of
you
have
Q64 in
your
top 5!

Q

Q62

Q63

Q64

Q65

Q64 Established in Society

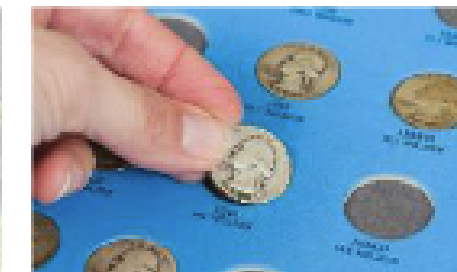
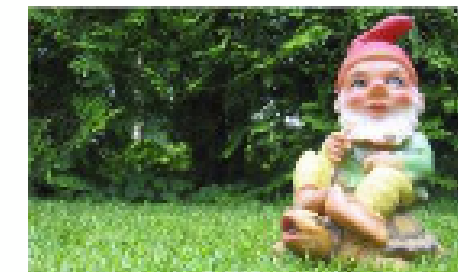
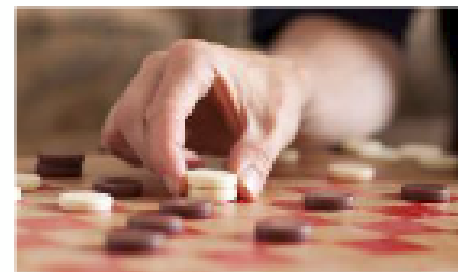
Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

🏠 2.87% | 2.95% 👤



Key features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Conservative values
- Cautious money managers



Who we are

Head of household age



76+

574 | 54.7%

Type of property



Single family

105 | 97.7%

Est. Household income



\$25,000–\$34,999

327 | 24.4%

Household size



2 persons

129 | 36.5%

Home ownership



Homeowner

115 | 93.6%

Age of children



7–9

2 | 0.3%

Channel preference



49



153



7



6



18



11

Technology adoption



Novices

Faith, family, and community are pillars of strength for these older retirees who are aging in homes and hometowns where they have lived for as much as 25 years. They are not particularly mobile, and **like to stay close to home**. They've been downsizing their possessions, and are content with less. They have lower incomes and fewer investments, but also have lower costs and expenses. They are happy with their standard of living and don't worry too much about themselves ... but they are worried about the world, their local community, and the future of their church.

These tend to be **very spiritual people who practice personal devotions and try to lead ethical lives**. They gravitate to more theologically and ideologically conservative established churches that preserve orthodoxy, respect elders, and protect traditional family values. **They usually try to avoid extreme opinions, radical politics, risky ventures, and hasty decisions**. They are more than willing to serve on a church board. They stay well informed about local and global events, and denominational policies and missions.

These people have deep roots in the community and church, and many of their friends are among church members. They are often interested in developing human potential, **and personally participate in opportunities for Christian education**. Within their physical and financial limitations, they are glad to volunteer or donate for a good cause. Harmony, continuity, and predictability are important values for a church.

10 of
you
have
E21 in
your
top 5!

E

E19

E20

E21

E21 Unspoiled Splendor

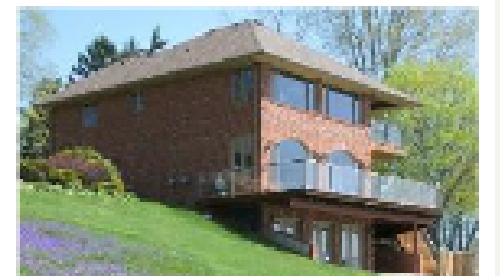
Comfortably established baby boomer couples in town and country communities

🏠 1.50% | 2.19% 👤



Key features

- Price-conscious
- Politically conservative
- Do-it-yourselfers
- Racing fanatics
- Outdoor enthusiasts
- Domestic travelers



Who we are

Head of household age



51–65

321 | 91.3%

Type of property



Single family

106 | 98.7%

Est. Household income



\$50,000–\$74,999

152 | 30.8%

Household size



2 persons

119 | 33.6%

Home ownership



Homeowner

118 | 96.6%

Age of children



0–3

7 | 0.6%

Channel preference



10



80



4



4



33



86

Technology adoption



Apprentices

These boomer couples have **deliberately chosen to remain in, or relocate to, quite rural or even remote regions**. However, these are not aging "hippies" seeking "flower power". They are socially conservative, hard working, mainstream households that **prefer to blend in** rather than stand out. They tend to **be spiritual and religious, living lifestyles that are sensitive to God and creation and connecting with established churches**. Many are in agricultural careers, and more work in mid-level professional or retail jobs.

These people **dig deep roots in the community**. They care about their neighbors, volunteer in community social services, and take leadership in municipalities. **They will provide board and committee leadership for a local congregation, and step up to mentor the next generation**. They gravitate toward socially conservative established churches, Catholic or Protestant, and are not particularly ambitious to think outside the box or challenge traditional authorities. However, they will have strong opinions about what makes a just society and a faithful church.

Most people will prefer to connect with a **small to medium-sized church that is networked with similar churches into a wider "parish"**; some may be willing to drive further to a central location in order to participate in a larger, resource-size church. However, on the whole **they value small population centers and join churches in part to keep those communities vital**.

9 of
you
have
C13 in
your
top 5!

C

C11

C12

C13

C14

C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

🏠 2.98% | 3.41% 👤



Key features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles



Who we are

Head of household age



66–75

251 | 29.6%

Type of property



Single family

106 | 98.1%

Est. Household income



\$100,000–\$124,999

161 | 15.5%

Household size



2 persons

108 | 30.4%

Home ownership



Homeowner

115 | 94.0%

Age of children



13–18

21 | 2.7%

Channel preference



55



125



3



59



222



113

Technology adoption

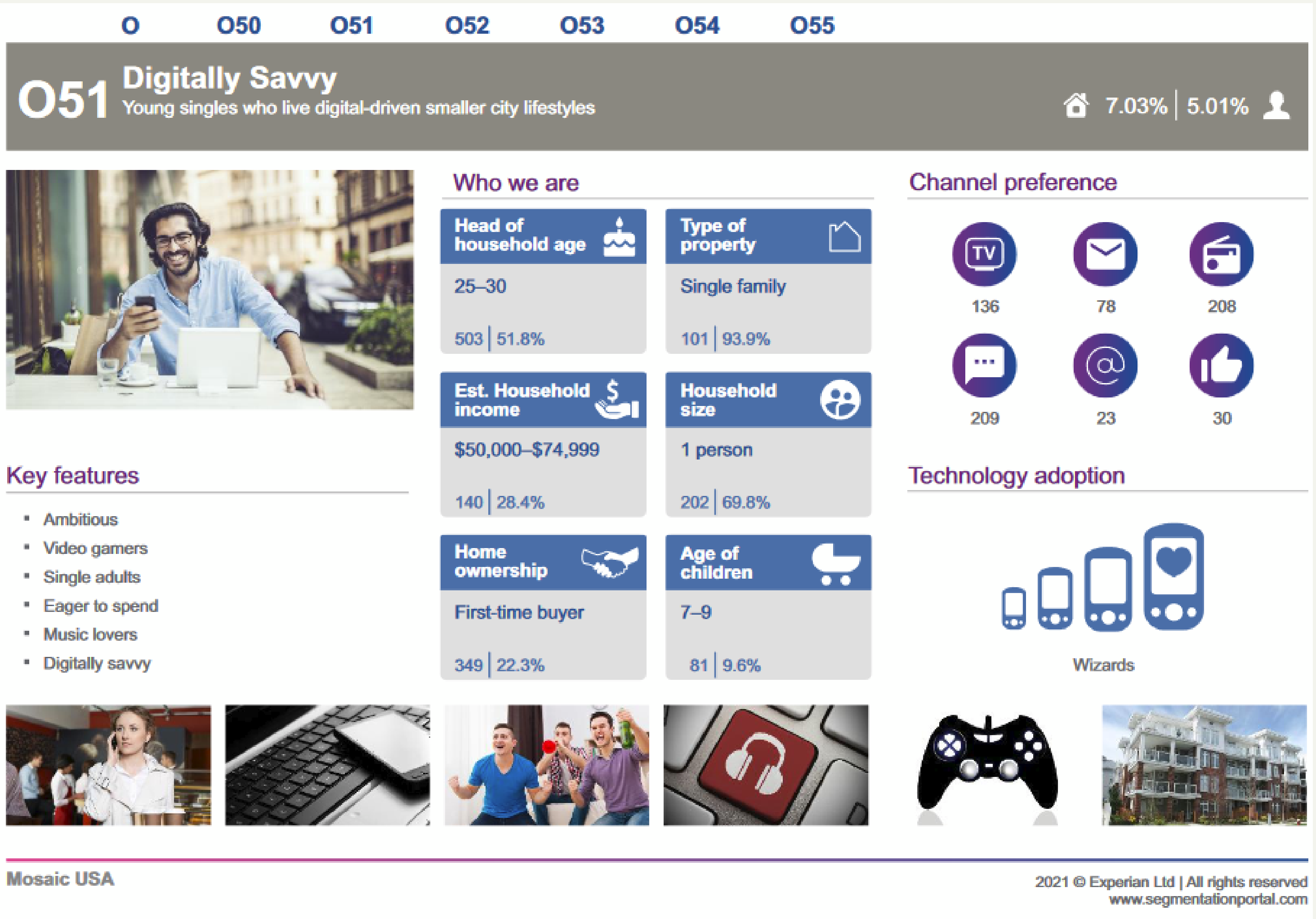


Apprentices

Philanthropic Sophisticates **see the church as an important part of the educational and social service networks** in the United States. Spiritual life and lifelong education are closely related, along with donations to charities and philanthropic activities. **They join churches that prioritize education and the arts, and which have the resources to provide high quality worship. Their church usually supports at least one, major, ongoing "signature" outreach ministry that has a citywide or regional reach.** They generally have a more global than local perspective, with a high sense of wellbeing. They are committed to their careers and have planned lifestyles. They are relatively liberal in their social views and tend to connect with moderate or more liberal churches. They may serve on church or non-profit boards, and often find satisfaction mentoring young protégés.

Philanthropic Sophisticates are over 65 and many are widowed or divorced. They are long-time residents in stylish homes of their neighborhood. They tend to be very loyal to their local church and denomination. **The members are often old friends, although they may not socialize regularly during the week.** They may make generous bequests to the church. The architecture, liturgy, and symbols of the church provide a strong sense of belonging. **They often support the idea of family friendly, seeker sensitive, bi-racial, and culturally diverse churches ... but participation may challenge their comfort zones.** They encourage church planting but may not easily participate in new churches. Their ideals and skills make them the “back bone” for many large churches and denominations.

9 of
you
have
O51 in
your
top 5!



These adventurous, outspoken, and creative risk-takers spend more time in the virtual world than the real one. They are **college-educated singles** who revel in multi-tasking. They do not consider simultaneous video streams and text messages a distraction for lectures or reading, but an exponential enhancement to understanding. This is one reason why they find traditional church worship boring, and often struggle in traditional educational settings.

When they aren't online chatting, blogging, surfing, texting, and tweeting, they may work in sales, service, and food industries for modest incomes. They live relatively quiet lives by day and active social lives at night. They like to explore hidden, fringe, or offbeat experiences, shopping at new trendy stores and probing underground websites. They are ardent gamers, and mingle with others who share that passion. **The church, even in some of its most creative forms, is just not relevant. They are more likely to sleep in on Sunday morning.**

Churches probably won't connect with them through Sunday worship, but they may connect through sophisticated, interactive websites. Make no mistake ... it is possible to have intimate friendships and profound conversations through the internet. Small groups are a real possibility built around affinities for relationships, gaming, fantasy, and liberal social causes ... but groups will meet in cyberspace and only occasionally in an internet cafe. They may watch a podcast of a religious performance, or a presentation by a credible spiritual leader or panel of religion and culture.

Just a Sample!



Segment C13: *Philanthropic Sophisticates*

Mature, upscale couples and singles in suburban homes
Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *It's the right thing to do!*
Common Spiritual Issues: *Feeling lost, lonely, or discarded*

Common Church Presence

- Spiritual life as lifelong learning
- Global perspective
- Denominationally loyal
- Generous to the church
- Value faith-based non-profits
- Liberal attitudes but protective of comfort zones



Potential Influence

| Lifestyle Compatibility | Family Group C <i>Booming with Confidence</i> | Frequent Neighbors |
|---|---|--|
| E21 Unspoiled Splendor J34 Suburban Sophisticates G24 Ambitious Singles | C11 Sophisticated City Dwellers C12 Golf Carts and Gourmets C13 Philanthropic Sophisticates C14 Boomers and Boomerangs | A01 American Royalty B08 Babies and Bliss E19 Consummate Consumers |

General Comments:

Philanthropic Sophisticates see the church as an important part of the educational and social service networks in the United States. Spiritual life and lifelong education are closely related, along with donations to charities and philanthropic activities. They join churches that prioritize education and the arts, and which have the resources to provide high quality worship. Their church usually supports at least one, major, ongoing "signature" outreach ministry that has a citywide or regional reach. They generally have a more global than local perspective, with a high sense of wellbeing. They are committed to their careers and have planned lifestyles. They are relatively liberal in their social views and tend to connect with moderate or more liberal churches. They may serve on church or non-profit boards, and often find satisfaction mentoring young protégés.

Philanthropic Sophisticates are over 65 and many are widowed or divorced. They are long-time residents in stylish homes of their neighborhood. They tend to be very loyal to their local church and denomination. The members are often old friends, although they may not socialize regularly during the week. They may make generous bequests to the church. The architecture, liturgy, and symbols of the church provide a strong sense of belonging. They often support the idea of family friendly, seeker sensitive, bi-racial, and culturally diverse churches ... but participation may challenge their comfort zones. They encourage church planting but may not easily participate in new churches. Their ideals and skills make them the "back bone" for many large churches and denominations.

| Color Key | High Priority | Medium Priority | Low Priority |
|-----------|---------------|-----------------|--------------|
|-----------|---------------|-----------------|--------------|

High Priorities also marked with "X" for churches photocopying in black and white.

Ministry Reports

MINISTRY REPORTS BY TOM BANDY

Give us the information and take the guesswork out of what church, ministry, and religion preferences are.

Tom Bandy Reports

Ok! Grab handout 2!

This is your TOP Mosaic Group Ministry Impact Guide.

This is what helps take some of the guesswork out of your ministry.

The report is broken down into several ministry areas.

Turn to page 3! (Education)

MISSIONINSITE

Segment A01: American Royalty

Affluent, influential, and successful couples and families living in prestigious suburbs


Resource: Mosaic 2021 by Experian

Religious Experience in a Nutshell

Religious Perspective:
Common Spiritual Issues:
Entitled spirituality
Feeling lost or lonely, anxieties over aging and dying

Common Church Presence

- Church membership and social status
- Religion and social influence
- High aesthetic expectations
- Philanthropic attitudes
- Sporadic attendance
- Global awareness



Potential Influence

| Lifestyle Compatibility | Family Group A Power Elite | Frequent Neighbors |
|--|---|--|
| B08 Babies and Bliss B09 Family Fun-Tastic B10 Cosmopolitan Achievers C14 Golf Carts and Gourmets | A02 Platinum Prosperity A03 Kids and Cabernet A04 Picture Perfect Families A05 Couples with Clout A06 Jet Set Urbanites | C13 Philanthropic Sophisticates E19 Consummate Consumers G24 Ambitious Singles F22 Fast Track Couples |

General Comments:

American Royalty regard church membership as a social status. Religion is a good thing, and the church as an institution makes a valuable contribution to society. They enjoy privileges of membership and expect to shape policy and oversee personnel. However, they may be sporadic in church attendance, and may gladly connect with a church via web casts on the internet from wherever they happen to be traveling. They generally prefer a larger church (but not necessarily a mega-church). It will be a church of history or significant reputation, which is acknowledged as influential in a denomination or in public affairs. Attitudes toward the church are increasingly ambivalent, partly because churches are so often critical of personal wealth. They tend to personalize religion and associate spirituality with health and wellness and nature.

They can be extraordinarily generous givers, but only if the church has a proven record of excellent stewardship. They are generous benefactors of evangelical and social service missions with their time, expertise, and/or money, but demand clear strategic plans and measurable results. They are inclined to be leaders rather than followers, and often participate in churches through board membership and policy development, capital campaigns for property, and fund raising for local or global charities. They have a strong sense of well-being and desire to leave a lasting legacy.

Color Key

High Priority

Medium Priority

Low Priority

High Priorities also marked with "X" for churches photocopying in black and white.

Mission Impact 4.0 by Thomas Bandy Last Rev Dec 2021 © 2021 ACS Technologies

1

Powered by the people of ACS Technologies.

Education

A01 American Royalty often have great interest in the methodologies of public education and broadcasting. They want to support performing artists and intellectuals and help them access a wider audience. They are keen to intervene in natural or national disasters, learn first about environmental issues, explore diversity, and contribute to peace and dialogue.

Christian education reflects a system of theology and clear ethical norms. Classroom or seminar educational opportunities are good, but they are more likely to pursue Christian education privately through reading or on the internet. They often attend a lecture by a noted authority. **If they do participate in a Sunday morning class or formal seminar, it is usually based on a book, text, or a body of research.** Education is topical but supplemented with references from Scripture and the history of the church. They are most comfortable learning with peers who share their life experiences, technological preferences, and aesthetic preferences while listening to an expert in the subject matter.

E21 Unspoiled Splendor is likely to rely on **structured educational events using a book, workbook, or curriculum.** The curriculum may be tied to the lectionary used in worship or the Christian year, but they will also observe major cultural holidays like Mother's Day, Halloween, and Thanksgiving. **They are prone to bring their grandchildren to church, even though the parents of the children tend to be intermittent participants.** Adult commitment to Sunday school is mixed. Those adults with strong and consistent church backgrounds may continue the practice of Sunday morning classes. These are usually led by an older, highly respected member (clergy or retired clergy). **People remain in the same class for a long time. Increasingly, however, adults tend to replace Sunday school with expanded hospitality on Sunday morning, and transfer Christian education to midweek small group experiences.**

C13 Philanthropic Sophisticates often have advanced degrees or specialized professional training. Their careers have often been in business, science, law, or higher education. **They tend to approach Christian education with a solid background in history and literature but focus more on practical applications for strategic thinking or daily living. Bible studies are often integrated with preaching and follow the Christian year, or they focus on historical background and contemporary social issues.** They often do book studies, based on **newsworthy current events**, and occasional fiction.

O51 Influenced by Influencers **are not attracted to traditional Christian education on Sunday morning.** If they participate, it will likely be **a small group** that happens to meet on Sunday morning. In other words, the learning methodology is informal, relational, dialogical, and intimate, rather than formal, programmatic, presentational, and impersonal (which is how people in this lifestyle segment perceive most Sunday schools). They value continuing education. Many will take additional courses to develop their creative talents. **Christian education can attract their interest if it connects with community college content or encourages them to use and experiment with creative arts.**

Q64 Established in Society want to understand scripture, tradition, and doctrine. **Churches may have smaller Sunday schools, but they are important because the adults believe that the children are the future of Christendom.** Classes are organized by age, and study a curriculum approved by the denomination. **. If the church is large enough, they will have a Christian Education Director.** Since church attendance is relatively stable all year round, churches often sponsor a Vacation Bible School for several weeks in the summer as an important outreach to young families that might not regularly attend. **Adult education is also important. Classes focus on scripture, doctrine, ethics, and emerging urgent issues. Classes tend to stay together a long time and have a special name (like “Homebuilders Class”).** Some are led by a very credible, long-time member of the church and others rotate leadership. It is usually easier to start a new class than assimilate new people into an ongoing class unless the newcomer already shares ongoing friendships with numerous people. Clergy often lead a short-term class during Advent or Lent

Segment C13:

Philanthropic Sophisticates

Mature, upscale couples and singles
Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *It's a Journey*
Common Spiritual Issues: *Family and Faith*

Common Church Presence

- Spiritual life as lifelong learning
- Global perspective

- Denominationally loyal
- Generous to the church

- Value faith-based non-profit
- Liberal attitudes but protective

Potential Influence

| Lifestyle Compatibility |
|---|
| E21 Unspoiled Splendor J34 Suburban Sophisticates G24 Ambitious Singles |

General Comments:

Philanthropic Sophisticates are active in church networks in the United States. Spiritual gifts, charities and philanthropic activities. They are resources to provide high quality work and outreach ministry that has a citywide impact with a high sense of wellbeing. They are liberal in their social views and tend to be on non-profit boards, and often find satisfaction in volunteer work.

Philanthropic Sophisticates live in stylish homes of their neighborhoods. Members are often old friends, although they may be new to the church. The architecture is often integrated with the church. They often support the idea of family participation may challenge their community. Their ideals and skills are often integrated with the church.

Color Key **H**

High Priorities also include:

Worship Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

| Traditional | | Modern | | Postmodern |
|---|---|--|--|--|
| Caregiving Worship | x | Inspirational Worship | | Mission-Connection Worship |
| x Educational Worship | | Transformational Worship | | Coaching Worship |
| Healing Worship | | | | |

Philanthropic Sophisticates appreciate worship that lifts the heart and challenges the mind. Inspirational worship is not necessarily loud or rhythmic. It may be dramatic or liturgical, with excellent musical performances, rich images, and eloquent speakers. Worship conveys a sense of history and tradition. Preaching may be motivational, but its main intention is to educate. Preaching explains doctrinal or ethical points, reflects historical continuity, and exposit scripture. These people prefer reasonable argument and gentle persuasion, but dislike pedantic lectures or ideological rants. Worship and preaching often refer to the Christian year, and the Common Lectionary may interface with Sunday school and the private devotions of participants. Baptism, Holy Communion, and Confirmation can be very important, and they may have strong views about how these rites should be celebrated. Recognition of life cycle changes can also be important (births, birthdays, anniversaries, and other memorials). Holidays like Thanksgiving, Christmas Eve, Mother's Day, and Easter can also be important times for church attendance, and they may invite friends or family to join them.

Lifestyle Connectivity

Audio should be excellent. Make sure that all voices (including children) are amplified, and acoustics are crisp. Use the most recent software to facilitate virtual choir and ensemble rehearsals and performances. Incorporate individuals from different locations virtually leading liturgy and prayer or reading scripture.

Education Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

| Form | | Content | | Grouping |
|--|---|--|---|--|
| x Curricular | | Biblical | x | Generational |
| Experiential | x | Topical | | Peer Group |

Philanthropic Sophisticates often have advanced degrees or specialized professional training. Their undergraduate training has often included a core curriculum in liberal arts. However, their careers have often been in business, science, law, or higher education. They tend to approach Christian education with a solid background in history and literature but focus more on practical applications for strategic thinking or daily living. Bible studies are often integrated with preaching and follow the Christian year, or they focus on historical background and contemporary social issues. They often do book studies, based on newsworthy current events, and occasional fiction.

Their children do not often attend worship or participate in Sunday school, but grandparents may bring grandchildren. Classes are usually organized generationally through pre-teen years. After that, education is organized around peer groups or friendship circles. They tend to see the youth as the future of the church, and education as the best means to shape their worldviews. They favor youth programs in almost any form and will invest in professional leadership to design and lead youth programs.

Lifestyle Connectivity

They often prefer Christian education that uses modern media (printed books and workbooks), although an increasing number use e-readers, follow bloggers, and visit internet chat rooms. If they download resources, they may print and distribute them, but they will also follow links to parallel websites in any given topic.

Resource: *Spiritual Leadership* by Thom

| | Progressive | |
|---|---|---|
| | Discipler | Visitor |
| | Guru | Men |
| | | Pilgr |

usually veteran ministers with years of experience probably served on committees or staff in the ; and leading worship and excellent preachers. They have an advanced degree. Clergy may occasionally the local church. Approachable and friendly, they somewhat conservative administration for the train a solid volunteer core of leaders on an ad giving to other professional staff, and invest in wealth, and education sectors. They cast large vial community causes or denominational public management leaders in other public sectors.

Lifestyle Connectivity

logs, regularly upload sermons to websites, act nart phone, which is a constant companion. They eetings remotely. They often maintain and use e. However, they *do not* expect people in this s

irce: *Worship Ways* by Thomas Bandy and Luc

| | Modern | Postmodern |
|---|--|--|
| | x Multiple Choices | Take-4 |
| | x Healthy Choices | |

ake worship attendance a habit whenever they eeted respectfully and by name. They usually h eds. They do not like to be the center of attenti children and grandchildren visiting with them. They tastefully decorated, with natural lighting and a le. They are careful about their health. They app teas; fruit juices and water. If the core values c fter worship or on special occasions. Hospitality ut issues, missions, controversies, or opportunit ips to gather and include areas with comfortabl

Lifestyle Connectivity

nd after worship outdoors to reassure health-co wledge their presence and include them in inter

Facility Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

| | Proper |
|---|---|
| x | Ecclesiasti |
| | Utilitarian |

Philanthropic S

However, they may be o design must still be tastel traditional facility. Interio religious traditions. They

Technologies ar be the primary instrumen instrumentations, and the a decidedly Christian wa traditionally designed. TI projectors. Lighting is ad

All rooms, inclu these people to participat groups or other events. A

Financial Preferenc

| | Civi |
|---|--|
| x | Unified Budget |
| | Designated Pro |

Philanthropic S denominations address co distinct funds (operations consider debt if it is for e to micro-charities, and st outcomes of any project.

They trust churc center of the church. The committed to percentage make very generous one-generosity is often motiv often scrutinize personne

These household campaign gifts. They als money using a computer

Small Group Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

| Leadership | | Focus |
|---|--|--|
| x | Trained Leader | x Curriculum Study |
| | Rotate Leaders | x Shared Affinity |

Philanthropic Sophisticates readily welcome small groups into their homes. Some groups are organized around studies of world religions, philosophy, history, and the arts. Other groups may form around affinities for cardio and low impact exercise, or mission awareness for the environment and global emergencies. Increasingly, groups form around key theological debates or ethical issues. Many in this lifestyle segment have expertise in a variety of topics. However, they usually prefer a designated leader that brings expertise to the conversation, or one who facilitates hospitality and conversation. Group leaders are trained to be diplomatic to overcome personality conflicts and encourage shy people. Groups tend to be seasonal (allowing time for travel and seasonal homes) but also tend to last longer.

Lifestyle Connectivity

Groups increasingly incorporate streaming video and website resources. Individuals often participate remotely using conferencing platforms, especially if the are travelling or have health concerns. Group conversation often spills over into social media, but it is harder to ensure accountability. Civil discourse is a high priority.

Outreach Preferences

Resource: *Strategic Thinking* by Thomas Bandy (Abingdon Press)

| | Personal Need | Readiness to Volunteer |
|-----------------------------|---|---|
| Basic Survival | | |
| Health and Wellness | x | |
| Quality of Life | | x |
| Addiction Intervention | | |
| Interpersonal Relationships | x | x |
| Human Potential | | x |
| Salvation and Human Destiny | | |

Many *Philanthropic Sophisticates* are widowed or divorced, and empty-nest couples may live at a distance from children and relatives. They are always interested in opportunities to build friendships. They regard church dinners, dances, concerts, and other fellowship events as a form of mission. They are very concerned with healthy living and interested in ministries related to physical and mental exercise.

Philanthropic Sophisticates tend to be more outwardly focused than their *Golf Carts and Gourmets* counterparts. They have strong philanthropic interests, and may contribute generously to universities, arts, environmental groups, veterans' groups, and social welfare non-profits. They may underwrite special church outreach projects, and occasionally volunteer to be on an advisory or governing board. They consider themselves citizens in a global village and are interested in improving the quality of life for others. They often support denominational missions for famine relief, peace and reconciliation, disease control, and emergency intervention.

Lifestyle Connectivity

Outreach is cooperative, and these people often use social media, websites, and conferencing software to attend board meetings, encourage mission workers, support grandchildren away on mission trips, or track investments and expenses. They donate to a variety of charities via internet and may follow theological or ideological debates through the denomination's website.

Take ~5 Minutes to look through your Bandy Report!

MISSIONINSITE

Segment A01: American Royalty

Affluent, influential, and successful couples and families living in prestigious suburbs

Resource: Mosaic 2021 by Experian

Religious Experience in a Nutshell

Religious Perspective:
Common Spiritual Issues:
Common Church Presence

Entitled spirituality
Feeling lost or lonely, anxieties over aging and dying

- Church membership and social status
- Religion and social influence
- High aesthetic expectations
- Philanthropic attitudes
- Sporadic attendance
- Global awareness

Potential Influence

| Lifestyle Compatibility | Family Group A Power Elite | Frequent Neighbors |
|--|---|--|
| B08 Babies and Bliss B09 Family Fun-Tastic B10 Cosmopolitan Achievers C14 Golf Carts and Gourmets | A02 Platinum Prosperity A03 Kids and Cabernet A04 Picture Perfect Families A05 Couples with Clout A06 Jet Set Urbanites | C13 Philanthropic Sophisticates E19 Consummate Consumers G24 Ambitious Singles F22 Fast Track Couples |

General Comments:

American Royalty regard church membership as a social status. Religion is a good thing, and the church as an institution makes a valuable contribution to society. They enjoy privileges of membership and expect to shape policy and oversee personnel. However, they may be sporadic in church attendance, and may gladly connect with a church via web casts on the internet from wherever they happen to be traveling. They generally prefer a larger church (but not necessarily a mega-church). It will be a church of history or significant reputation, which is acknowledged as influential in a denomination or in public affairs. Attitudes toward the church are increasingly ambivalent, partly because churches are so often critical of personal wealth. They tend to personalize religion and associate spirituality with health and wellness and nature.

They can be extraordinarily generous givers, but only if the church has a proven record of excellent stewardship. They are generous benefactors of evangelical and social service missions with their time, expertise, and/or money, but demand clear strategic plans and measurable results. They are inclined to be leaders rather than followers, and often participate in churches through board membership and policy development, capital campaigns for property, and fund raising for local or global charities. They have a strong sense of well-being and desire to leave a lasting legacy.

Color Key

High Priority

Medium Priority

Low Priority

High Priorities also marked with "X" for churches photocopying in black and white.

Mission Impact 4.0 by Thomas Bandy Last Rev Dec 2021 © 2021 ACS Technologies

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For the next 15 minutes

Get with **3 people** with **DIFFERENT** Primary Mosaic Groups (Different **LETTER**)

Using the report compare/contrast the **Outreach, Hospitality, & Communication** sections.

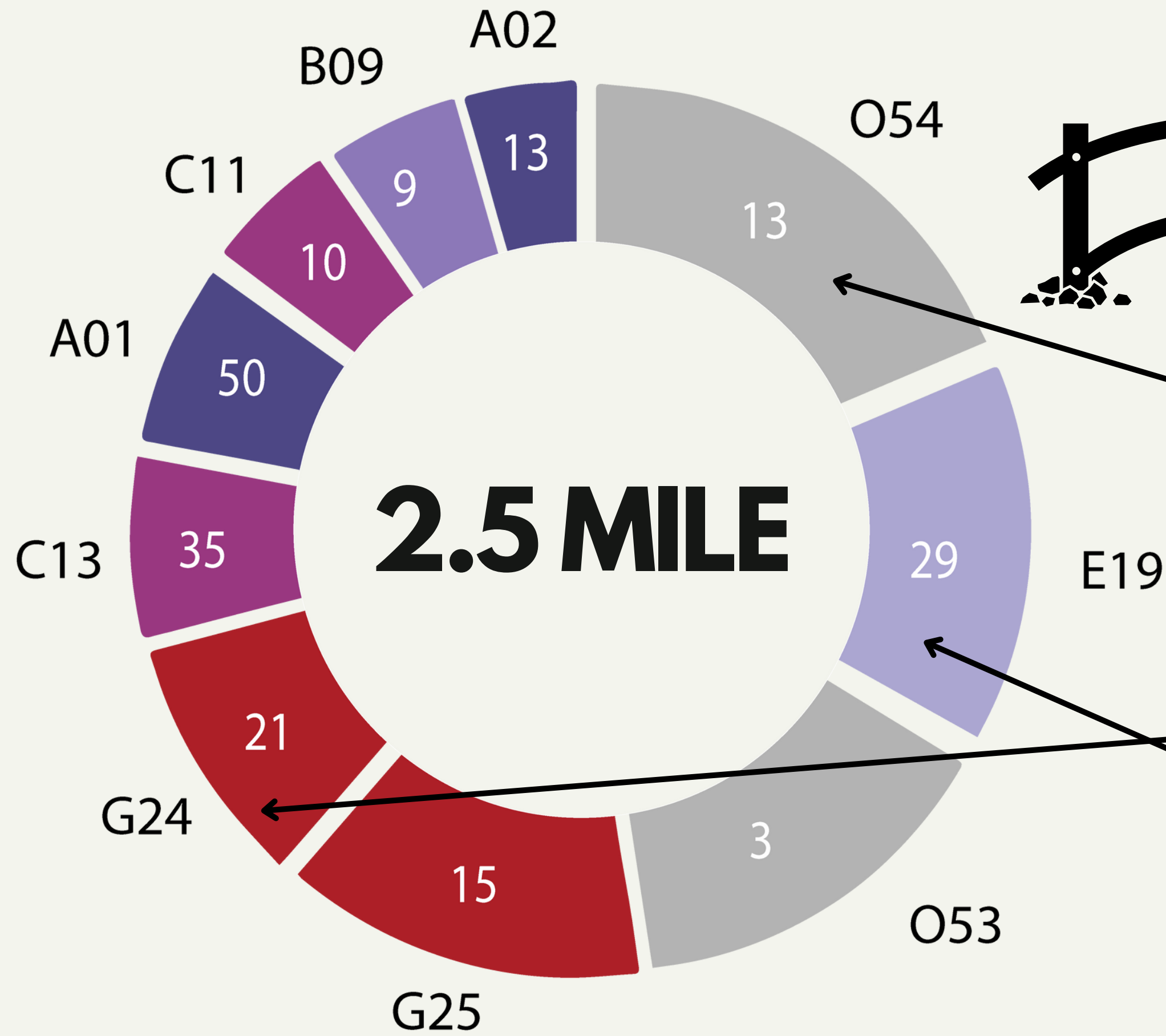
- What is similar?
- What is different?
- How could you use this information to inform ministry decisions/programs/events?

What Else?

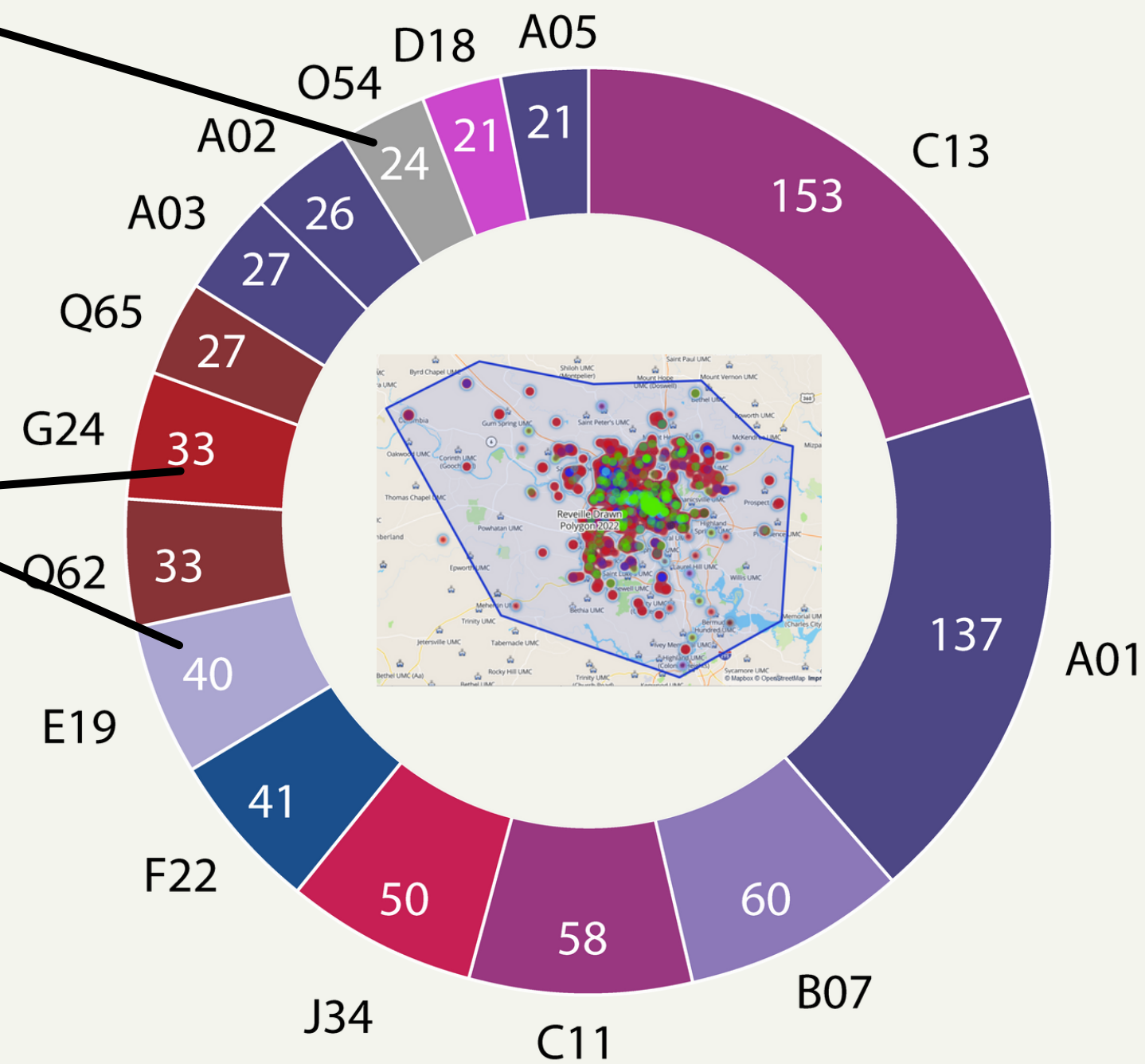
There's SO Much More!



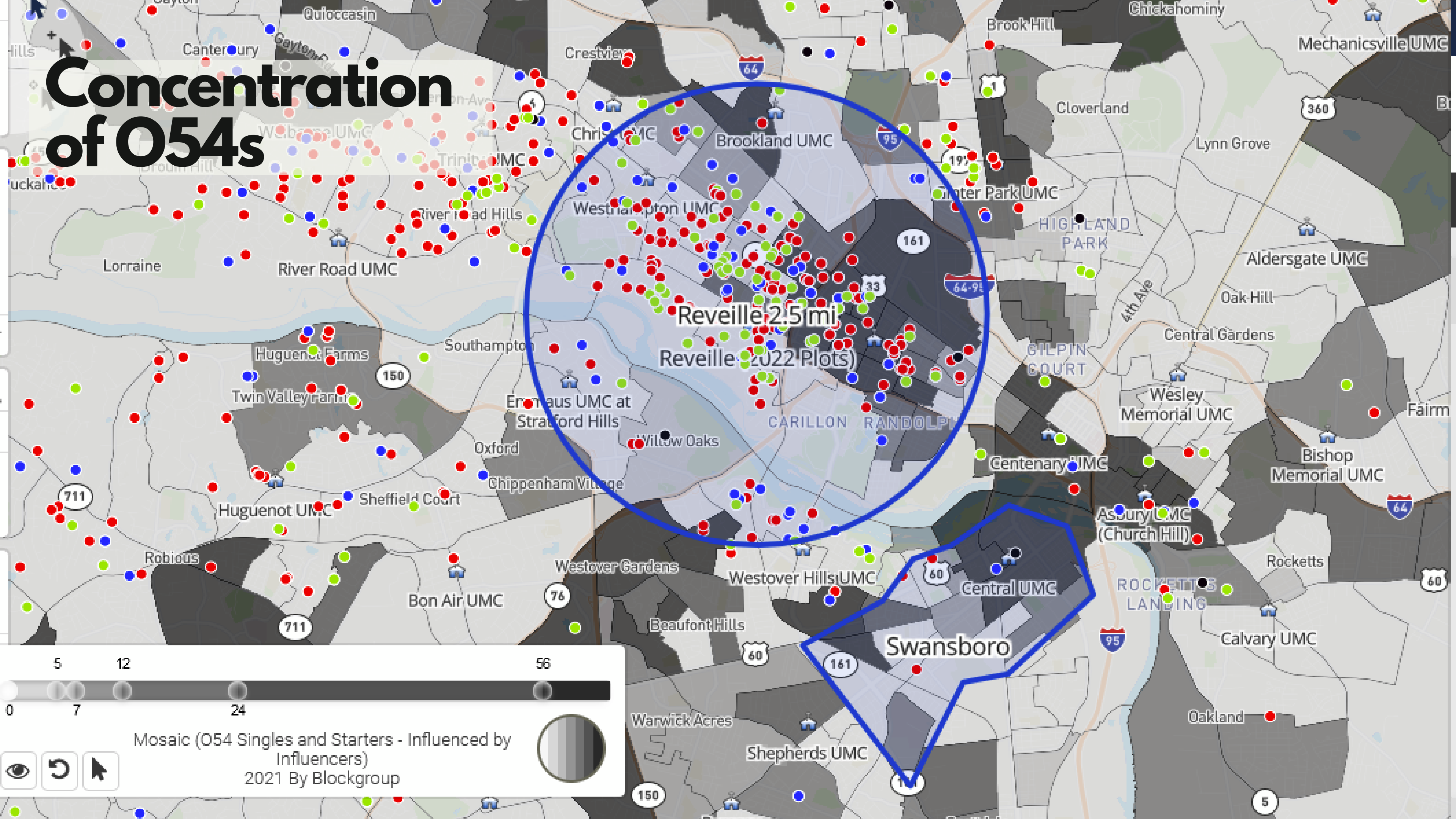
| Priority List | Top 15 of 44 Life Concerns | | | |
|---------------|-----------------------------|---|-------|---------------------|
| | Ranked by greatest concerns | | | |
| | Ranking | Concern | Ratio | Strength of Concern |
| | 1 | Ongoing impact of COVID-19 | 19.7 | Very Strong Concern |
| | 2 | Social & political tensions/discord | 7.7 | Very Strong Concern |
| | 3 | Racism/racial injustice | 5.3 | Very Strong Concern |
| | 4 | Financing the future/savings/retirement | 4.5 | Very Strong Concern |
| | 5 | Health crisis/illness | 4.1 | Very Strong Concern |
| | 6 | Fear of the future or the unknown | 3.9 | Very Strong Concern |
| | 7 | Losing weight/diet issues | 3.3 | Very Strong Concern |
| | 8 | Quality of children's education | 3.0 | Strong Concern |
| | 9 | Illegal immigration | 2.7 | Strong Concern |
| | 10 | Reaching my goals/being successful | 2.7 | Strong Concern |
| | 11 | Stress/time to relax | 2.6 | Strong Concern |
| | 12 | Caring for aging parents | 2.6 | Strong Concern |
| | 13 | Satisfying job/career | 2.6 | Strong Concern |
| | 14 | Personal health problems | 2.5 | Strong Concern |
| | 15 | Time for friends/family | 2.4 | Strong Concern |



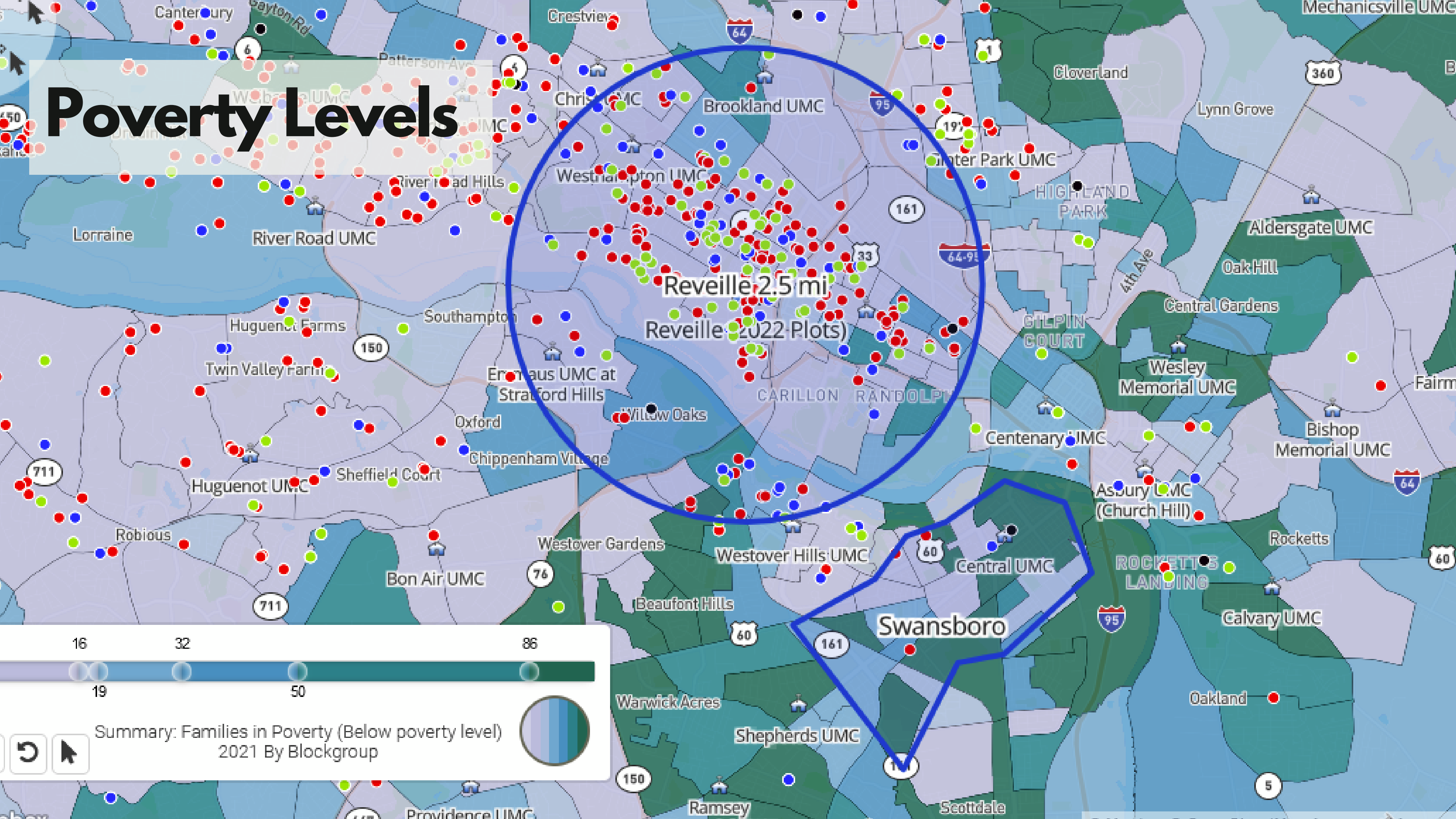
**All
Reveille**



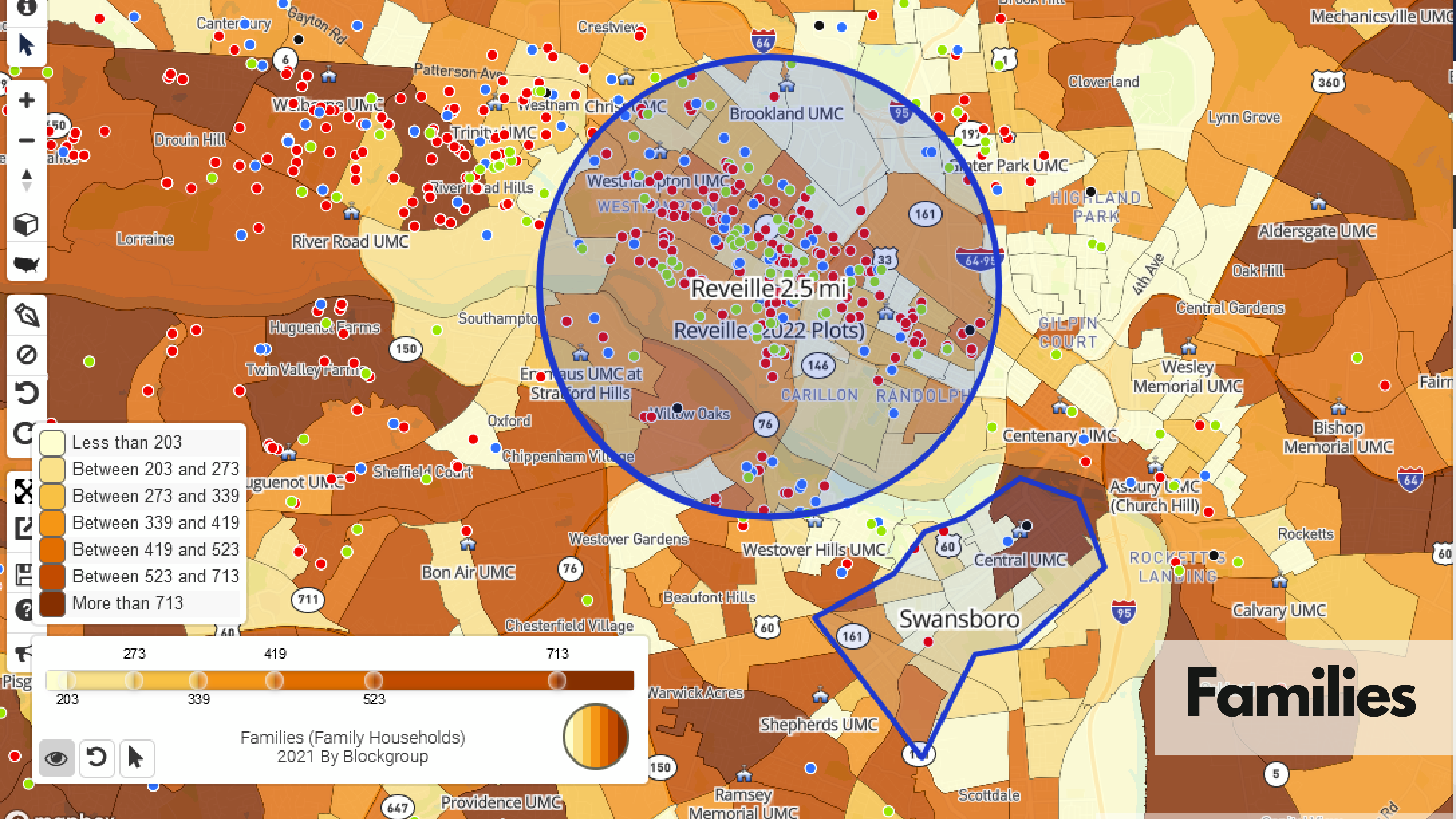
Concentration of O54s



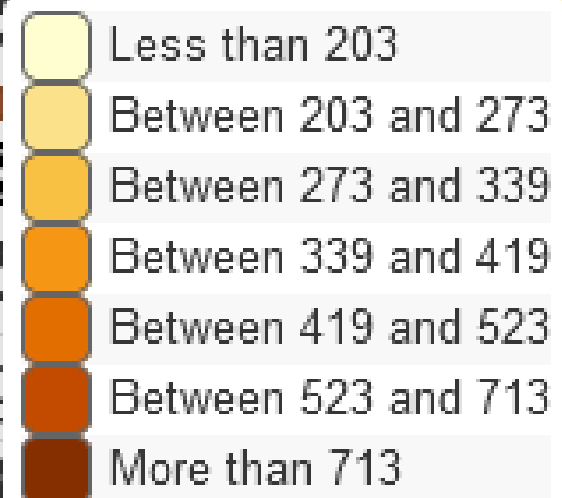
Poverty Levels



Summary: Families in Poverty (Below poverty level)
2021 By Blockgroup



Families



Families (Family Households)
2021 By Blockgroup

Blockgroup: 51760040101

Richmond city - VA

Year: 2021

Population: 2,451

Household: 1,391

Family Household: 441

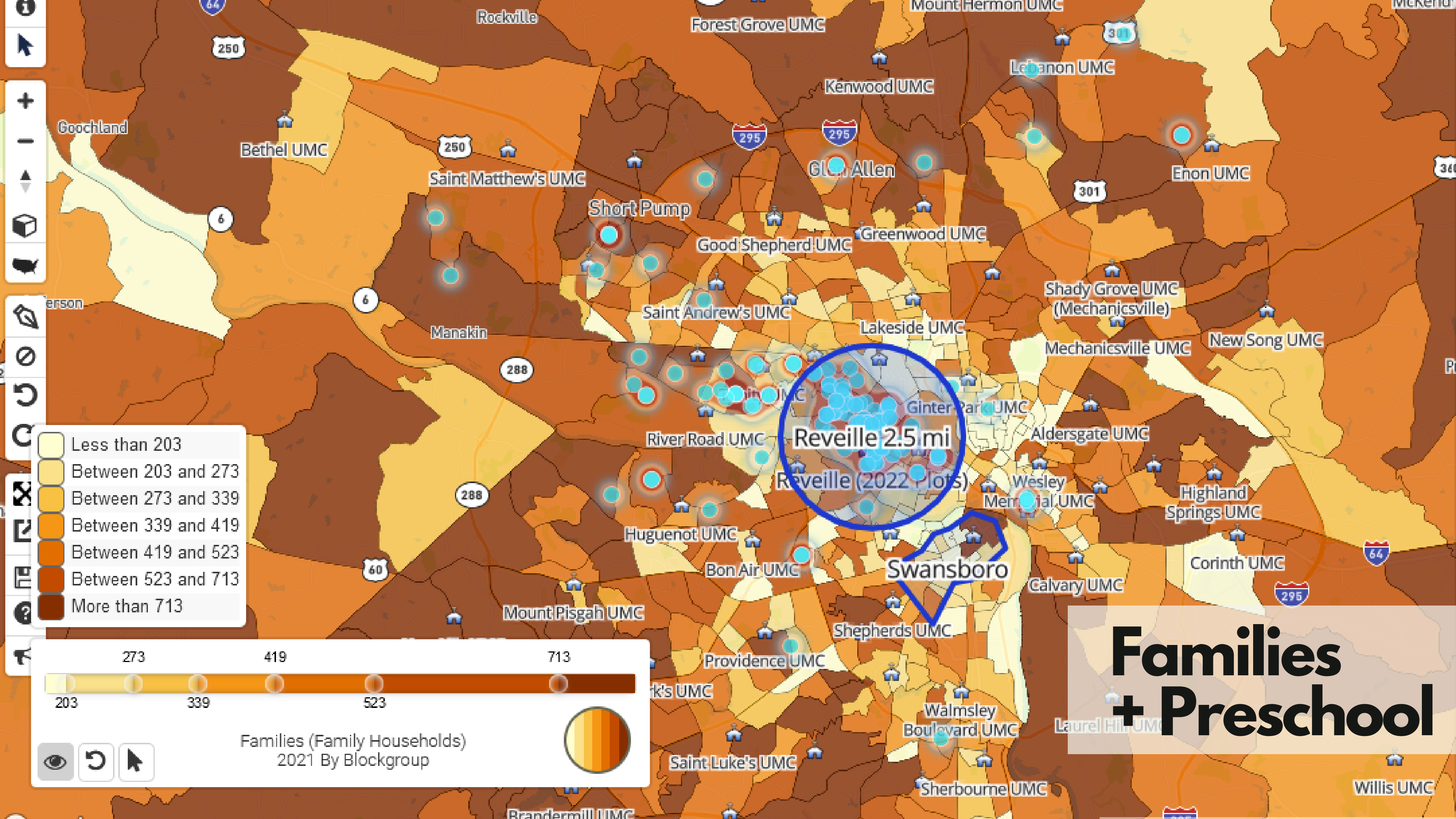
Non Family Household: 304

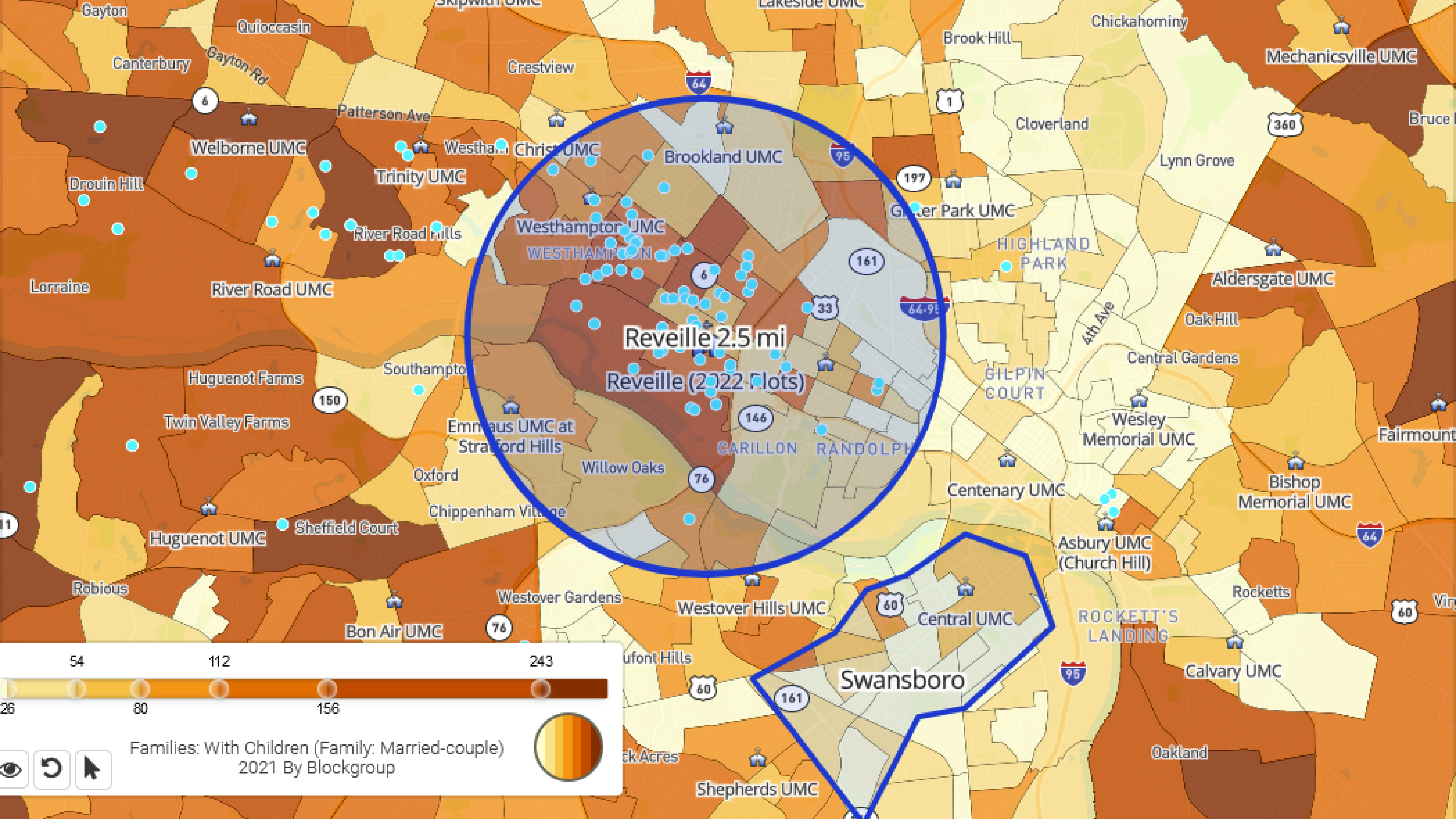
Average HH Income: 0

Age 0-17: 526

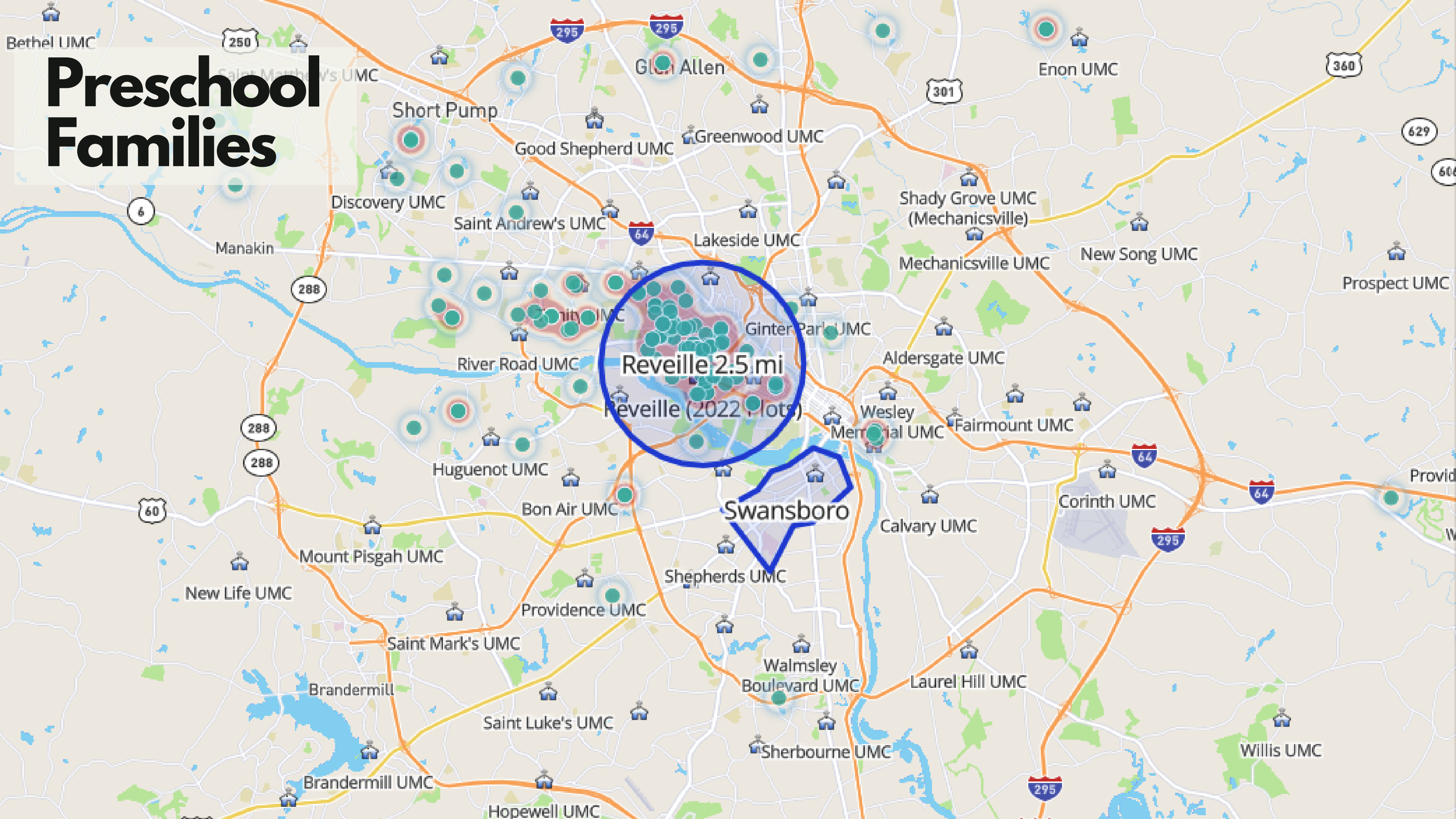
Average Age: 0

Primary Mosaic Type: 054





Preschool Families



Preschool Families

The map displays the Reville area, centered around the 'Reville (2022 Plots)' area, which is 2.5 miles from the center. The map includes various neighborhoods such as Westhampton, Brookland, and Highland Park. Several churches (UMCs) are marked, including Welborne UMC, Trinity UMC, Christ UMC, Brookland UMC, River Road UMC, River Road Hills, Westhampton UMC, Westover Hills UMC, Central UMC, Asbury UMC (Church Hill), Wesley Memorial UMC, and Bon Air UMC. Parks like Huguenot Farms, Twin Valley Farms, and Central Gardens are also shown. Major roads like I-95 and I-64 are highlighted in orange. A large blue circle indicates the 2.5-mile radius from the center of the Reville area.

vaumc.org/missioninsite

acstechnologies.com/missioninsite



What's Next?

That's up to you!

Kim Johnson

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