

ministry area profile 2017

Hawaii - Big Island east side
78-7156 Puuloa Rd
Kailua Kona, HI 96740

Study Area Definition: Custom Polygon



ID# 279673:279673



Prepared For:
Hawaii - Big Island east side
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- 1** **Q** **How many people live in the defined study area?**

A Currently, there are 68,095 persons residing in the defined study area. This represents an increase of 20,729 or 43.8% since 2000. During the same period of time, the U.S. as a whole grew by 15.5%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**

A Yes, between 2017 and 2022, the population is projected to increase by 6.5% or 4,398 additional persons. During the same period, the U.S. population is projected to grow by 3.8%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**

A The lifestyle diversity in the area is *extremely high* with a considerable 29 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 23.3% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**

A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 38.0% of the population and all other racial/ethnic groups make up a substantial 62.0% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 28.3% of the total population. *African-Americans* are projected to be the fastest growing group increasing by 40.8% between 2017 and 2022. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**

A The largest age group in terms of numbers is *Boomers* (age 57 to 74) comprised of 17,950 persons or 26.4% of the total population in the area. Compared to a national average of 19.3%, *Boomers* are also the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**

A The area can be described as *mixed* due to the about average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**

A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 92.5% of the population aged 25 and over have graduated from high school as compared to the national average of 86.6%, college graduates account for 26.3% of those over 25 in the area versus 29.6% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**

A Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Parenting Skills, Achieving Educational Objectives, Achieving a Fulfilling Marriage, Long-term Financial Security* and *Neighborhood Crime and Safety*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**

A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**

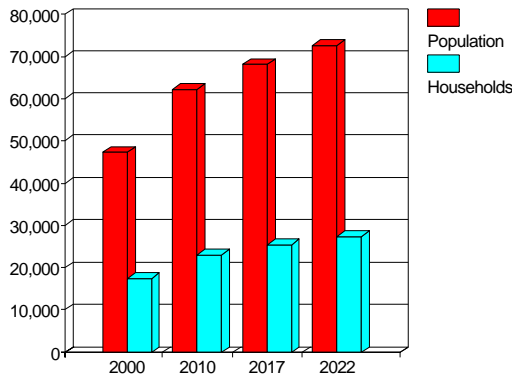
A Based upon the average household income of \$82,312 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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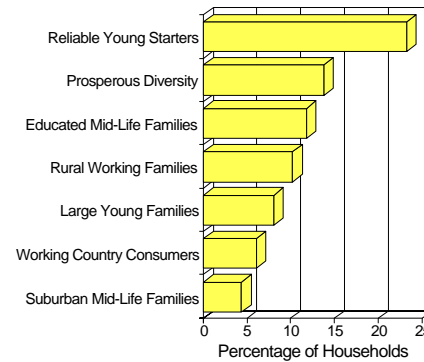
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Population and Households

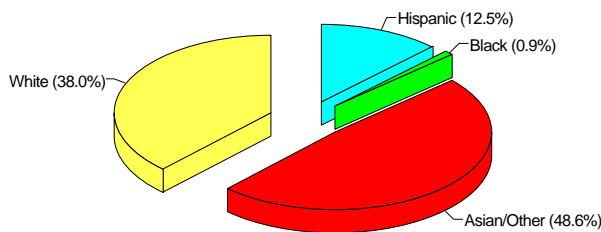


Primary U.S. Lifestyles Segments-2017

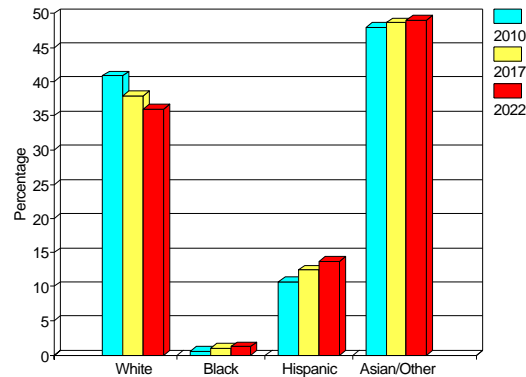


The population in the study area has increased by 5975 persons, or 9.6% since 2010 and is projected to increase by 4398 persons, or 6.5% between 2017 and 2022. The number of households has increased by 2461, or 10.7% since 2010 and is projected to increase by 1776, or 7.0% between 2017 and 2022.

Population By Race/Ethnicity-2017

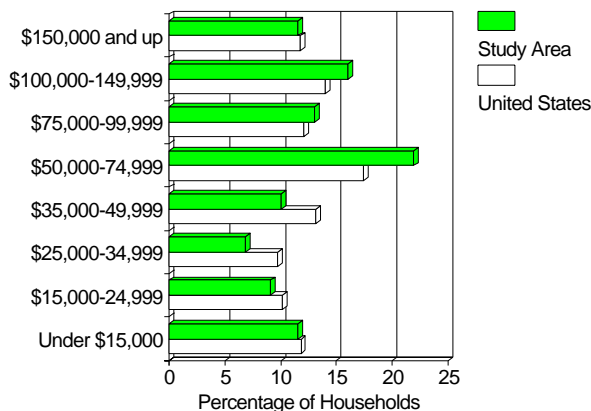


Population By Race/Ethnicity Trend

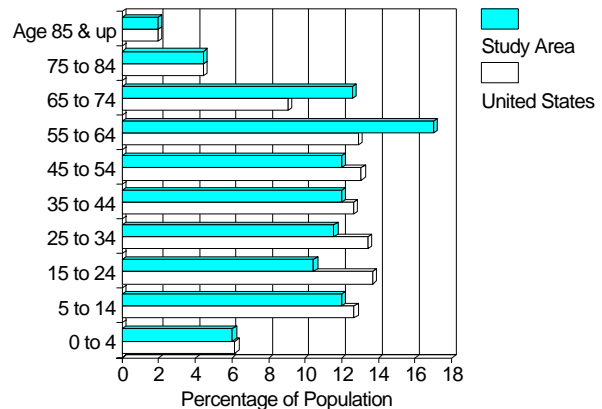


Between 2017 and 2022, the White population is projected to increase by 257 persons and to decrease from 38.0% to 36.0% of the total population. The Black population is projected to increase by 260 persons and to increase from 0.9% to 1.2% of the total. The Hispanic/Latino population is projected to increase by 1455 persons and to increase from 12.5% to 13.7% of the total. The Asian/Other population is projected to increase by 2428 persons and to increase from 48.6% to 49.0% of the total population.

Households By Income-2017



Population by Age-2017

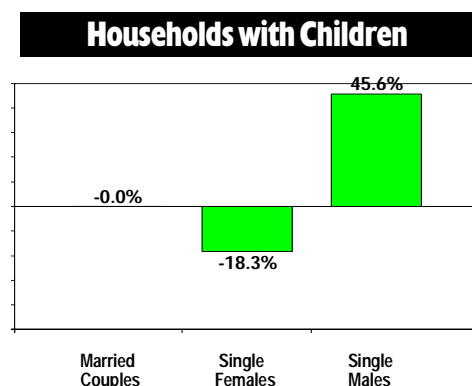
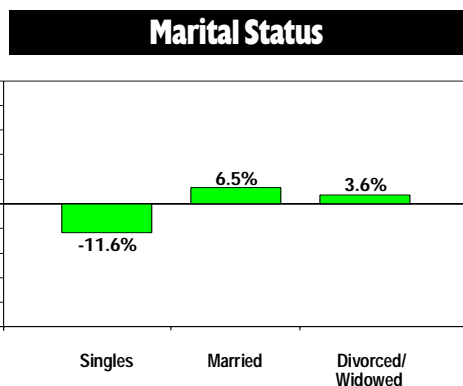
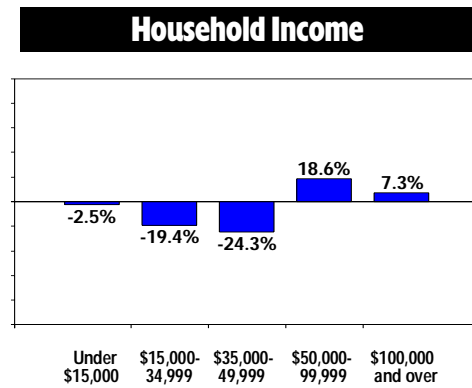
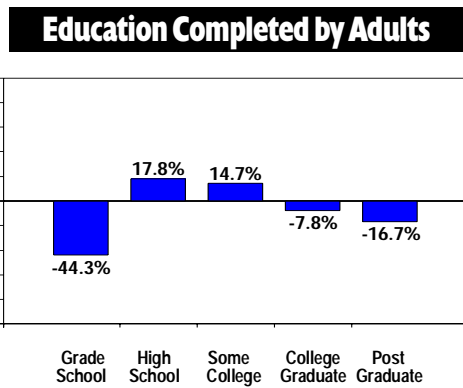
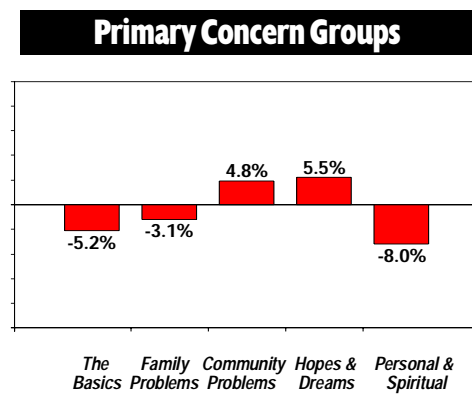
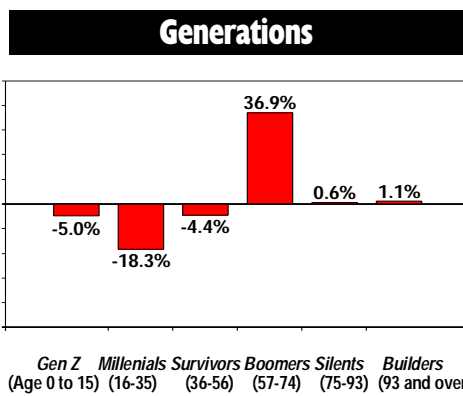
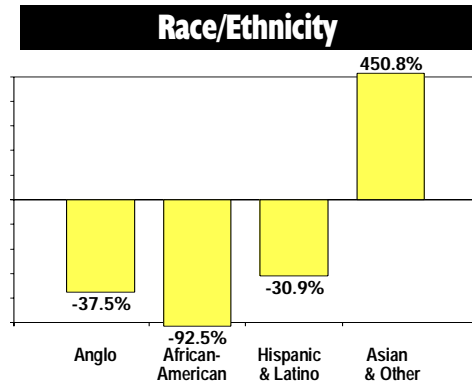
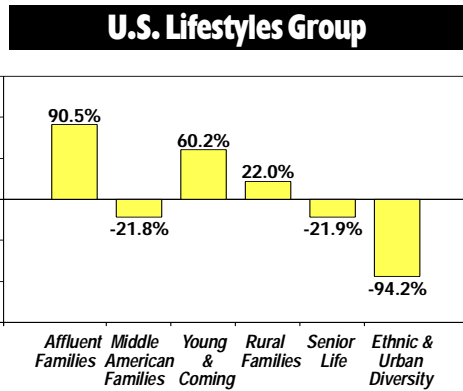


The average household income in the study area is \$82312 a year as compared to the U.S. average of \$80853. The average age in the study area is 42.0 and is projected to increase to 42.6 by 2022. The average age in the U.S. is 39.1 and is projected to increase to 39.9 by 2022.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2017 Update	2022 Projection		
▲ Population	47,366	62,120	68,095	72,493		
Population Change		14,754	5,975	4,398		
Percentage Change		31.1%	9.6%	6.5%		
↓ Average Annual Growth Rate		3.1%	1.4%	1.3%		
▲ Density (Pop. per square mile)	25	33	36	39		
HOUSEHOLDS						
▲ Households	17,472	23,068	25,529	27,305		
Household Change		5,596	2,461	1,776		
Percentage Change		32.0%	10.7%	7.0%		
↓ Average Annual Growth Rate		3.2%	1.5%	1.4%		
↓ Persons Per Household	2.67	2.66	2.63	2.62		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2017 Update		2022 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	25,343	40.8%	25,854	38.0%	26,111	36.0%
▲ African-American (Non-Hisp)	319	0.5%	634	0.9%	894	1.2%
▲ Hispanic/Latino	6,662	10.7%	8,495	12.5%	9,950	13.7%
▲ Asian/Other (Non-Hisp)	29,796	48.0%	33,111	48.6%	35,539	49.0%
POPULATION BY GENDER						
▲ Female	30,723	49.5%	33,814	49.7%	36,020	49.7%
↓ Male	31,397	50.5%	34,281	50.3%	36,473	50.3%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	6,934	11.2%	13,027	19.1%	17,946	24.8%
↓ Millennials (Born 1982 to 2001)	14,098	22.7%	15,091	22.2%	15,634	21.6%
Survivors (Born 1961 to 1981)	16,416	26.4%	17,637	25.9%	19,408	26.8%
↓ Boomers (Born 1943 to 1960)	17,983	28.9%	17,953	26.4%	16,236	22.4%
↓ Silents (Born 1925 to 1942)	5,771	9.3%	4,252	6.2%	3,261	4.5%
↓ Builders (Born 1924 and earlier)	903	1.5%	134	0.2%	7	0.0%
AGE						
▲ Average Age	40.5		42.0		42.6	
▲ Median Age	42.4		43.6		44.2	
INCOME						
▲ Average Household Income	\$77,841		\$82,312		\$92,961	
▲ Median Household Income	\$61,581		\$65,647		\$73,397	
▲ Per Capita Income	\$28,906		\$30,859		\$35,014	

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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	2,181	9.5%	2,951	11.6%	4,163	15.2%
▲ \$100,000 to \$149,999	3,432	14.9%	4,092	16.0%	4,830	17.7%
\$75,000 to \$99,999	3,310	14.3%	3,343	13.1%	3,770	13.8%
↓ \$50,000 to \$74,999	5,045	21.9%	5,581	21.9%	5,279	19.3%
↓ \$35,000 to \$49,999	3,058	13.3%	2,553	10.0%	2,451	9.0%
↓ \$25,000 to \$34,999	1,896	8.2%	1,745	6.8%	1,799	6.6%
\$15,000 to \$24,999	1,797	7.8%	2,325	9.1%	2,231	8.2%
Under \$15,000	2,350	10.2%	2,940	11.5%	2,782	10.2%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,960	6.4%	4,117	6.0%	4,326	6.0%
Required Formal Schooling (5-17)	9,617	15.5%	10,451	15.3%	11,246	15.5%
▲ College Years, Career Starts (18-24)	4,359	7.0%	4,815	7.1%	5,462	7.5%
↓ Singles and Young Families (25-34)	7,696	12.4%	7,880	11.6%	7,418	10.2%
↓ Families, Empty Nesters (35-54)	17,001	27.4%	16,309	24.0%	16,899	23.3%
↓ Enrichment Years Singles/Couples (55-64)	10,821	17.4%	11,581	17.0%	11,424	15.8%
▲ Retirement Opportunities (65+)	8,649	13.9%	12,941	19.0%	15,717	21.7%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,960	6.4%	4,117	6.0%	4,326	6.0%
5 to 9 years	3,717	6.0%	4,139	6.1%	4,275	5.9%
10 to 14 years	3,686	5.9%	4,012	5.9%	4,349	6.0%
15 to 17 years	2,214	3.6%	2,300	3.4%	2,622	3.6%
▲ 18 to 20 years	1,796	2.9%	2,086	3.1%	2,374	3.3%
21 to 24 years	2,563	4.1%	2,729	4.0%	3,088	4.3%
25 to 29 years	3,869	6.2%	3,580	5.3%	4,082	5.6%
30 to 34 years	3,827	6.2%	4,300	6.3%	3,336	4.6%
35 to 39 years	3,587	5.8%	4,273	6.3%	4,207	5.8%
40 to 44 years	3,777	6.1%	3,893	5.7%	4,604	6.4%
↓ 45 to 49 years	4,451	7.2%	3,895	5.7%	3,981	5.5%
↓ 50 to 54 years	5,186	8.3%	4,248	6.2%	4,107	5.7%
↓ 55 to 59 years	5,782	9.3%	5,457	8.0%	5,112	7.1%
60 to 64 years	5,039	8.1%	6,124	9.0%	6,312	8.7%
65 to 69 years	3,293	5.3%	5,056	7.4%	5,276	7.3%
▲ 70 to 74 years	1,934	3.1%	3,499	5.1%	5,347	7.4%
▲ 75 to 84 years	2,419	3.9%	3,045	4.5%	3,652	5.0%
▲ 85 or more years	1,003	1.6%	1,341	2.0%	1,442	2.0%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2017)	55,826			
Single (Never Married)	16,280	29.2%	33.0%	88
Married	29,755	53.3%	50.1%	106
Divorced/Widowed	9,791	17.5%	16.9%	104
Marital Status Females 15 and Older (2017)	27,871			
Single (Never Married)	6,921	24.8%	29.9%	83
Married	14,747	52.9%	48.7%	109
Divorced/Widowed	6,203	22.3%	21.4%	104
Marital Status Males 15 and Older (2017)	27,955			
Single (Never Married)	9,359	33.5%	36.2%	92
Married	15,008	53.7%	51.5%	104
Divorced/Widowed	3,588	12.8%	12.3%	105
FAMILY STRUCTURE				
Households By Type (2017)	25,529			
Married Couple	12,666	49.6%	48.5%	102
Other Family - Male Head of Household	1,503	5.9%	4.9%	119
↓ Other Family - Female Head of Household	2,392	9.4%	13.0%	72
Non Family - Male Head of Household	4,776	18.7%	15.8%	118
Non Family - Female Head of Household	4,192	16.4%	17.7%	93
Households With Children 0 to 18 (2017)	7,565			
Married Couple Family	4,937	65.3%	65.3%	100
▲ Other Family - Male Head of Household	932	12.3%	8.5%	146
Other Family - Female Head of Household	1,565	20.7%	25.3%	82
▲ Non Family	131	1.7%	1.0%	179
Population By Household Type (2017)	68,095			
↓ Group Quarters	832	1.2%	2.5%	49

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GROUP QUARTERS				
Population In Group Quarters By Type (2017)	832			
↓ Correctional Facilities	3	0.4%	29.9%	1
↓ College Dorms	165	19.8%	32.0%	62
↓ Military	0	0.0%	4.2%	0
Nursing Homes	129	15.5%	18.7%	83
▲ Other	535	64.3%	15.2%	423
RACE/ETHNICITY				
Population By Race/Ethnicity (2017)	68,095			
↓ White (Non-Hispanic)	25,854	38.0%	60.8%	62
↓ African-American (Non-Hisp)	634	0.9%	12.4%	8
↓ Hispanic/Latino	8,495	12.5%	18.0%	69
↓ Native American (Non-Hisp)	303	0.4%	0.7%	61
▲ Asian (Non-Hisp)	10,824	15.9%	5.5%	290
▲ Hawaiian & Pacific Islander (Non-Hisp)	8,433	12.4%	0.2%	7,212
▲ Other Races & Multiple Races (Non-Hisp)	13,551	19.9%	2.4%	815
Asian Population By Race (2017)	11,226			
↓ Chinese	431	3.8%	22.3%	17
▲ Japanese	3,503	31.2%	5.0%	626
↓ Indian	57	0.5%	19.6%	3
↓ Korean	239	2.1%	9.6%	22
↓ Vietnamese	73	0.7%	11.0%	6
▲ Other Asian Races	6,923	61.7%	32.5%	190
Hispanic/Latino Population By Race (2017)	8,495			
↓ White	2,248	26.5%	53.0%	50
↓ African-American	27	0.3%	2.5%	13
Native American	120	1.4%	1.4%	103
▲ Asian	402	4.7%	0.4%	1,130
▲ Other Races & Multiple Races	5,698	67.1%	42.7%	157
Hispanic/Latino Population By Origin (2017)	8,495			
↓ Mexican	3,858	45.4%	62.3%	73
▲ Puerto Rican	2,412	28.4%	9.5%	298
↓ Cuban	90	1.1%	3.6%	30
Other Hispanic Origin	2,135	25.1%	24.6%	102

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	12,019			
Pre-Primary (Public)	461	3.8%	3.4%	112
▲ Pre-Primary (Private)	397	3.3%	2.6%	126
Elementary/High School (Public)	8,141	67.7%	58.9%	115
▲ Elementary/High School (Private)	1,371	11.4%	6.6%	172
↓ Enrolled in College	1,650	13.7%	28.4%	48
Population By Education Completed (Age 25 and over) (2017)	48,711			
↓ Elementary (Less than 9 years)	1,061	2.2%	5.8%	38
↓ Some High School (9 to 11 years)	2,585	5.3%	7.7%	69
High School Graduate (12 years)	15,977	32.8%	27.8%	118
Some College (13 to 15 years)	11,644	23.9%	21.1%	113
Associate Degree	4,642	9.5%	8.0%	118
Bachelor's Degree	8,275	17.0%	18.4%	92
Graduate Degree	4,527	9.3%	11.2%	83
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2017)	32,425			
TOTAL WHITE COLLAR	17,516	54.0%	61.4%	88
Executive and Managerial	3,380	10.4%	9.9%	106
↓ Professional Specialty	3,637	11.2%	16.6%	67
↓ Technical Support	1,282	4.0%	8.3%	47
▲ Sales	4,609	14.2%	10.8%	132
Administrative Support & Clerical	4,608	14.2%	15.7%	90
TOTAL BLUE COLLAR	14,910	46.0%	38.6%	119
Service: Private Households	1,257	3.9%	3.7%	105
Service: Protective	828	2.6%	2.2%	115
▲ Service: Other	3,558	11.0%	7.5%	146
▲ Farming, Forestry & Fishing	627	1.9%	0.7%	262
Precision Production and Craft	3,238	10.0%	11.0%	91
Operators and Assemblers	981	3.0%	3.2%	95
↓ Transportation and Material Moving	1,476	4.6%	6.2%	73
▲ Laborers	2,945	9.1%	4.0%	225

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2017)	55,071			
Employed	32,513	59.0%	58.3%	101
Unemployed	2,766	5.0%	5.2%	96
Not in Labor Force	19,792	35.9%	36.4%	99
Total Female Pop. By Work Status (Age 20 to 64) (2013)	19,343			
TOTAL WORKING	13,305	68.8%	66.8%	103
With No Own Children	9,179	47.5%	42.2%	112
With Own Children Age 0 to 5 only	961	5.0%	5.5%	91
With Own Children Age 6 to 17 only	2,421	12.5%	14.8%	85
With Own Children Both Age 0 to 5 and 6 to 17	744	3.8%	4.3%	89
TOTAL NOT WORKING (UNEMPLOYED)	1,075	5.6%	6.2%	89
With No Own Children	635	3.3%	3.8%	88
▲ With Own Children Age 0 to 5 only	237	1.2%	0.7%	186
↓ With Own Children Age 6 to 17 only	153	0.8%	1.3%	63
↓ With Own Children Both Age 0 to 5 and 6 to 17	50	0.3%	0.5%	47
TOTAL NOT IN THE LABOR FORCE	4,962	25.7%	27.0%	95
With No Own Children	3,607	18.6%	17.1%	109
↓ With Own Children Age 0 to 5 only	402	2.1%	2.6%	80
↓ With Own Children Age 6 to 17 only	651	3.4%	4.6%	72
↓ With Own Children Both Age 0 to 5 and 6 to 17	302	1.6%	2.6%	59
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2017)	25,529			
Above Poverty Line (Households with Children)	14,943	63.6%	59.8%	106
Above Poverty Line (Households without Children)	5,691	24.2%	26.5%	91
Below Poverty Line (Households with Children)	1,622	6.9%	7.8%	89
Below Poverty Line (Households without Children)	1,231	5.2%	5.9%	88
Households By Presence of Retirement Income (2013)	23,068			
With Retirement Income	4,147	18.0%	17.6%	102
Without Retirement Income	18,719	81.1%	81.5%	100

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Prepared For:
Hawaii - Big Island east side
78-7156 Puuloa Rd
Kailua Kona, HI 96740

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Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
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HOUSING				
Occupied Units By Type (2017)	25,529			
Owner Occupied	15,882	62.2%	64.9%	96
Renter Occupied	9,646	37.8%	35.1%	108
▲ Median Rent (2013)	\$1,239		\$904	137
Structures By Number of Units (2017)	34,165			
Single Unit	23,980	70.2%	67.2%	104
3 to 4 Units	2,606	7.6%	8.1%	94
▲ 5 to 19 Units	4,762	13.9%	9.4%	149
20 to 49 Units	1,420	4.2%	3.6%	114
↓ 50 or more Units	1,328	3.9%	5.2%	75
↓ Mobile Home	69	0.2%	6.4%	3
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.37		2.56	93
Owner-Occupied Property Values (2017)	15,882			
↓ Under \$40,000	413	2.6%	7.0%	37
↓ \$40,000 to \$59,999	134	0.8%	3.5%	24
↓ \$60,000 to \$79,999	182	1.1%	4.9%	23
↓ \$80,000 to \$99,999	163	1.0%	6.2%	16
↓ \$100,000 to 149,999	650	4.1%	14.6%	28
↓ \$150,000 to \$199,999	852	5.4%	14.3%	37
↓ \$200,000 to \$299,999	1,963	12.4%	18.3%	68
▲ \$300,000 to \$499,999	5,438	34.2%	17.6%	195
▲ \$500,000 to \$999,999	4,609	29.0%	10.3%	282
▲ \$1,000,000 and over	1,477	9.3%	3.3%	285
▲ Median Property Value	\$445,932		\$197,980	225

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HOUSING (CONTINUED)				
Housing Units By Year Built (2017)	34,165			
▲ 2010 and later	2,999	8.8%	6.7%	130
▲ 2000 to 2009	8,669	25.4%	14.6%	174
▲ 1990 to 1999	5,639	16.5%	13.3%	124
▲ 1980 to 1989	6,466	18.9%	13.0%	145
▲ 1970 to 1979	6,559	19.2%	14.8%	130
↓ 1960 to 1969	1,588	4.6%	10.3%	45
↓ 1950 to 1959	917	2.7%	10.1%	27
↓ 1949 or earlier	1,328	3.9%	17.3%	23
Households By Number of Persons (2017)	25,529			
1 Person Household	6,553	25.7%	27.3%	94
2 Person Household	9,332	36.6%	32.3%	113
3 Person Household	3,710	14.5%	16.2%	90
↓ 4 Person Household	2,666	10.4%	13.1%	80
5 Person Household	1,545	6.1%	6.5%	94
▲ 6 Person Household	857	3.4%	2.7%	122
▲ 7 or more Person Household	865	3.4%	1.9%	178
Average Persons Per Household	2.7		2.6	103
Households By Heating Type (2013)	22,866			
↓ Utility and Other Gas	576	2.5%	54.0%	5
↓ Electric	3,715	16.2%	36.1%	45
↓ Oil	16	0.1%	6.1%	1
↓ Coal and Wood	269	1.2%	2.2%	53
▲ Solar/Other Fuel	362	1.6%	0.5%	320
▲ No Fuel Used	17,927	78.4%	0.9%	8,298

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2017)	25,529			
↓ No Vehicles	982	3.8%	9.0%	43
1 Vehicle	9,285	36.4%	33.6%	108
2 Vehicle	10,100	39.6%	37.5%	105
3 or more Vehicles	5,162	20.2%	19.9%	102
Workers By Travel Time to Work (2017)	28,724			
Less than 15 minutes	8,497	29.6%	27.1%	109
15 to 29 minutes	10,508	36.6%	36.4%	100
30 to 44 minutes	4,736	16.5%	20.3%	81
45 to 59 minutes	2,349	8.2%	7.8%	105
60 or more minutes	2,634	9.2%	8.4%	109
Average Travel Time to Work (minutes)	27.8		28.3	98
Workers By Type of Transportation to Work (2017)	31,301			
Drive Alone	22,234	71.0%	76.9%	92
▲ Car Pool	4,348	13.9%	9.5%	146
↓ Public Transportation	306	1.0%	5.1%	19
↓ Walk to Work	681	2.2%	2.8%	78
▲ Other Means	1,043	3.3%	1.2%	270
▲ Work at Home	2,689	8.6%	4.5%	193

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SEGMENT GROUPS

No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	7,348	28.8%	15.1%	190
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	6,271	24.6%	31.4%	78
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	5,993	23.5%	14.7%	160
4	Rural Families (27, 26, 29, 33, 35 and 38)	4,069	15.9%	13.1%	122
5	Senior Life (7, 20, 21, 22, 30 and 31)	1,376	5.4%	6.9%	78
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	273	1.1%	18.4%	6

INDIVIDUAL SEGMENTS

No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
15	Reliable Young Starters	5,936	23.3%	4.3%	547
5	Prosperous Diversity	3,512	13.8%	3.1%	444
4	Educated Mid-Life Families	3,004	11.8%	3.4%	345
38	Rural Working Families	2,598	10.2%	8.8%	116
17	Large Young Families	2,047	8.0%	2.2%	373
25	Working Country Consumers	1,537	6.0%	4.1%	146
10	Suburban Mid-Life Families	1,096	4.3%	5.5%	77
28	Building Country Families	993	3.9%	2.8%	139
14	Secure Mid-Life Families	752	2.9%	0.7%	449
20	Cautious and Mature	537	2.1%	2.6%	80
29	Working Country Families	485	1.9%	1.0%	197
16	Established Country Families	466	1.8%	6.4%	28
35	Laboring Country Families	423	1.7%	2.7%	60
22	Mature and Established	328	1.3%	1.8%	72
27	Country Family Diversity	281	1.1%	0.3%	324
31	Mature Country Families	254	1.0%	0.5%	184
49	Exception Households	200	0.8%	0.2%	314
26	Working Suburban Families	151	0.6%	0.1%	496
42	Laboring Rural Diversity	148	0.6%	1.5%	38
33	Laboring Rural Families	131	0.5%	0.1%	375

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
21	Mature and Stable	124	0.5%	0.6%	86
45	Struggling Urban Diversity	117	0.5%	2.5%	19
9	Educated Working Families	96	0.4%	0.1%	448
7	Prosperous and Mature	91	0.4%	0.5%	66
6	Prosperous New Country Families	78	0.3%	2.1%	14
19	Educated and Promising	53	0.2%	0.1%	265
30	Urban Senior Life	42	0.2%	0.8%	20
18	Working Urban Families	20	0.1%	4.0%	2
11	Young Suburban Families	16	0.1%	3.0%	2
43	Laboring Urban Diversity	8	0.0%	0.5%	6
8	Rising Potential Professionals	4	0.0%	2.3%	1
1	Traditional Affluent Families	1	0.0%	3.5%	0
3	Mid-Life Prosperity	1	0.0%	1.5%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		25,530	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2017 Households Likely to Be:

Strongly Involved with Their Faith	32.7%	35.4%	92
↓ Somewhat Involved with Their Faith	22.5%	29.9%	75
▲ Not Involved with Their Faith	45.2%	34.7%	130

Estimated 2017 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	19.2%	22.1%	87
Decreased Their Involvement with Their Faith in the Last 10 Years	22.0%	23.7%	93

RELIGIOUS PREFERENCE INDICATOR

Estimated 2017 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	127
↓ Baptist	8.3%	16.1%	52
↓ Catholic	15.8%	23.7%	67
Congregational	1.9%	2.0%	96
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.6%	0.4%	132
↓ Episcopal	2.3%	2.9%	81
↓ Holiness	0.5%	0.8%	63
Jehovah's Witnesses	1.1%	1.1%	106
↓ Judaism	1.8%	3.2%	57
Lutheran	7.3%	7.2%	101
↓ Methodist	6.3%	10.1%	63
▲ Mormon	10.2%	1.8%	581
▲ New Age	1.1%	0.6%	188
▲ Non-Denominational / Independent	11.3%	6.9%	163
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	2.8%	2.4%	117
Presbyterian / Reformed	4.6%	4.6%	100
Unitarian / Universalist	0.7%	0.7%	100
▲ Interested but No Preference	4.8%	3.9%	125
▲ Not Interested and No Preference	18.2%	11.1%	164
▲ Likely to Have Changed Their Preference in the Last 10 Years	20.9%	16.8%	124

LEADERSHIP PREFERENCE INDICATOR

Estimated 2017 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.4%	4.0%	110
Lets them do what they want and is supportive	11.2%	11.7%	96
Lets them do what they want and stays out of the way	4.4%	4.8%	92
Works with them on deciding what to do and helps them do it	79.9%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2017 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.7%	43.5%	94
Finding/Providing Health Insurance	26.5%	29.0%	91
Day-to-Day Financial Worries	32.5%	31.6%	103
↓ Finding Employment Opportunities	12.6%	14.4%	87
Finding Affordable Housing	12.1%	11.3%	107
↓ Providing Adequate Food	7.4%	8.6%	87
↓ Finding Child Care	5.2%	6.3%	83
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.3%	16.7%	91
Dealing With Teen / Child Problems	21.1%	20.7%	102
Finding/Providing Aging Parent Care	14.7%	15.5%	95
Dealing With Abusive Relationships	10.9%	11.4%	96
Dealing With Divorce	4.7%	4.5%	105
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	29.0%	27.0%	107
Finding/Providing Good Schools	25.1%	23.5%	107
Dealing with Problems in Schools	13.4%	13.6%	99
↓ Dealing With Racial / Ethnic Prejudice	10.6%	13.1%	81
▲ Dealing With Neighborhood Gangs	11.8%	8.5%	139
Dealing with Social Injustice	11.7%	11.3%	103
HOPES AND DREAMS:			
Achieving Long-term Financial Security	55.7%	50.6%	110
Finding Time for Recreation / Leisure	26.8%	25.3%	106
↓ Finding Better Quality Healthcare	20.7%	23.9%	86
Finding A Satisfying Job / Career	19.9%	19.3%	103
↓ Finding Retirement Opportunities	16.8%	18.9%	89
▲ Achieving A Fulfilling Marriage	25.5%	22.3%	114
▲ Developing Parenting Skills	18.2%	14.7%	123
▲ Achieving Educational Objectives	9.2%	7.5%	123
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	26.2%	29.8%	88
Finding Companionship	17.2%	17.3%	99
↓ Finding A Good Church	13.3%	15.2%	88
Finding Spiritual Teaching	12.1%	12.9%	93
Finding Life Direction	13.3%	14.0%	95

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KEY VALUES INDICATOR

Estimated 2017 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	84.8%	84.5%	100
"God is actively involved in the world including nations and their governments"	63.2%	63.8%	99

SOCIETY:

"It is important to preserve the traditional American family structure"	91.5%	91.5%	100
"A healthy environment has become a national crisis"	82.1%	82.8%	99
"Public education is essential to the future of American society"	94.4%	94.0%	100

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	47.0%	50.1%	94
"The role of Churches / Synagogues is to help form and support moral values"	80.0%	81.1%	99
"Churches and religious organizations should provide more human services"	59.1%	62.6%	94

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	35.0%	36.3%	96
"The changing racial / ethnic face of America is a threat to our national heritage"	36.5%	36.3%	101

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2017 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.5%	59.8%	99
More than \$500 per year	31.6%	31.2%	101
More than \$1,000 per year	18.5%	17.4%	106

TO CHARITIES:

More than \$100 per year	34.3%	33.7%	102
More than \$500 per year	7.3%	6.8%	107
More than \$1,000 per year	2.5%	2.3%	109

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	15.8%	16.1%	98
More than \$500 per year	4.2%	4.3%	98
More than \$1,000 per year	2.4%	2.2%	109

Ministry Area Profile 2017
Compass
REPORT

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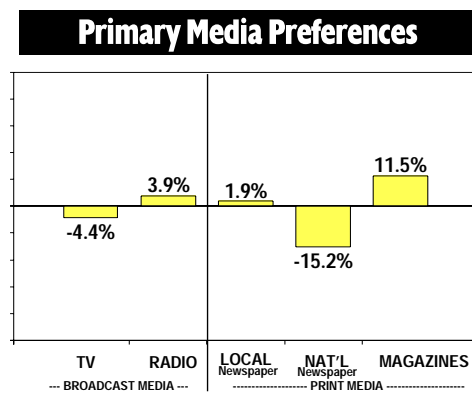
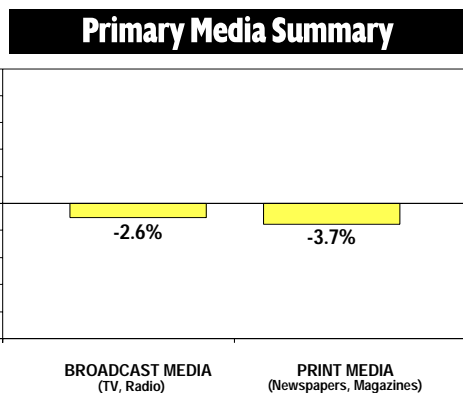
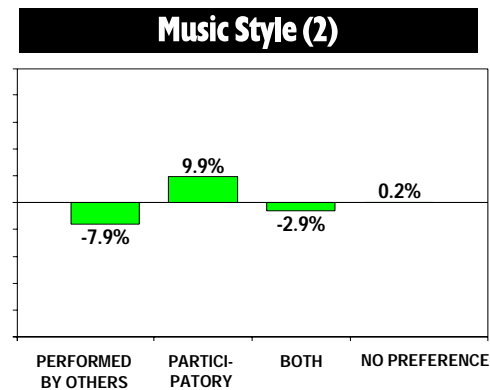
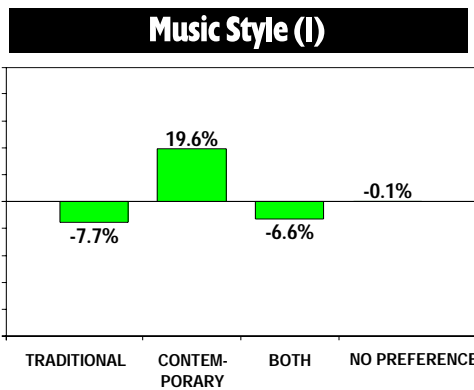
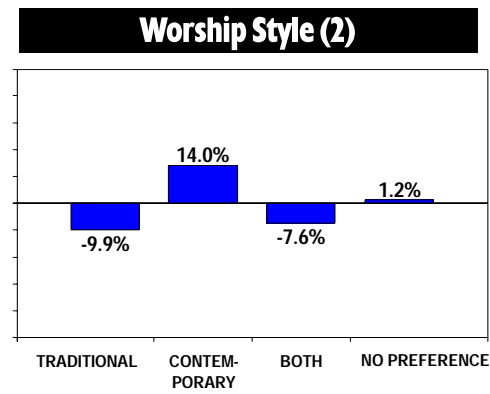
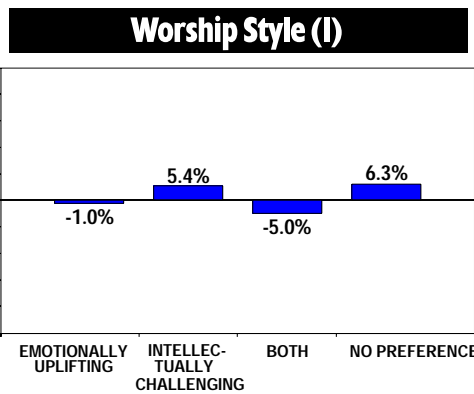
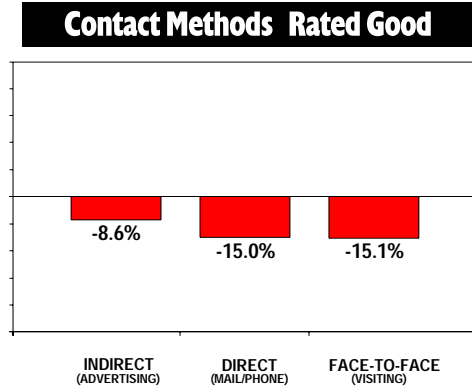
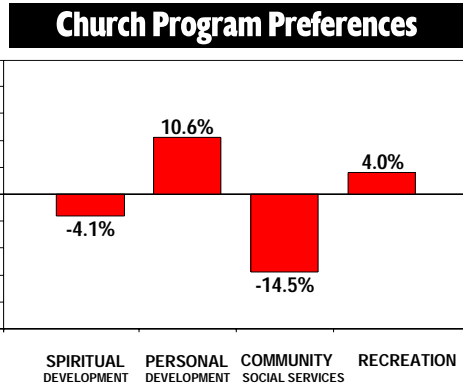
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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2017 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

Bible Study Discussion and Prayer Groups	40.0%	41.1%	97
Adult Theological Discussion Groups	22.9%	22.5%	102
↓ Spiritual Retreats	9.3%	11.6%	80

PERSONAL DEVELOPMENT:

▲ Marriage Enrichment Opportunities	18.2%	15.2%	119
▲ Parent Training Programs	9.1%	7.8%	117
↓ Twelve Step Programs	2.6%	3.5%	75
↓ Divorce Recovery	2.1%	2.4%	85

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	20.7%	22.5%	92
↓ Care for the Terminally Ill	12.6%	15.7%	81
↓ Food and Clothing Resources	8.2%	11.1%	74
Day Care Services	5.6%	6.1%	92
Church Sponsored Day-School	5.1%	5.7%	90

RECREATION:

▲ Youth Social Programs	33.6%	29.7%	113
Family Activities and Outings	34.6%	32.8%	106
↓ Active Retirement Programs	22.5%	26.8%	84
Cultural Programs (Music, Drama, Art)	20.0%	18.9%	106
▲ Sports or Camping	8.4%	6.3%	133

SUMMARY

Spiritual Development Index	96
▲ Personal Development Index	111
↓ Community/Social Services Index	86
Recreation Index	104



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WORSHIP STYLE INDICATOR

Estimated 2017 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	26.1%	26.4%	99
B. Intellectually Challenging	11.7%	11.1%	105
C. Both A and B	37.2%	39.2%	95
D. No Preference or Not Interested	24.9%	23.4%	106

PART 2:

A. Traditional/Formal/Ceremonial	18.2%	20.2%	90
▲ B. Contemporary/Informal	30.0%	26.3%	114
C. Both A and B	24.5%	26.5%	92
D. No Preference or Not Interested	27.3%	26.9%	101

MUSIC STYLE INDICATOR

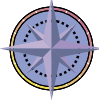
Estimated 2017 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.5%	24.4%	92
▲ B. Contemporary	23.6%	19.7%	120
C. Both A and B	29.1%	31.1%	93
D. No Preference or Not Interested	24.8%	24.8%	100

PART 2:

A. Performed by Others	17.2%	18.7%	92
B. Participatory	25.2%	22.9%	110
C. Both A and B	31.2%	32.2%	97
D. No Preference or Not Interested	26.3%	26.2%	100



Date: 6/30/2017

Prepared For:
 Hawaii - Big Island east side
 78-7156 Puuloa Rd
 Kailua Kona, HI 96740

Study Area Definition:
 Custom Polygon

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

MISSION EMPHASIS INDICATOR

Estimated 2017 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

A. Community	20.8%	22.0%	95
▲ B. Personal Spiritual Development	16.2%	14.3%	113
C. Both A and B	36.3%	37.4%	97
D. No Preference or Not Interested	26.6%	26.3%	101

PART 2:

▲ A. Global Mission	8.4%	6.2%	136
B. Local Mission	31.1%	33.3%	93
C. Both A and B	30.0%	30.1%	100
D. No Preference or Not Interested	30.5%	30.4%	100

CHURCH ARCHITECTURE INDICATOR

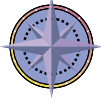
Estimated 2017 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	20.4%	26.6%	77
▲ B. Contemporary	21.0%	15.9%	132
C. Both A and B	32.9%	32.3%	102
D. No Preference or Not Interested	25.9%	25.1%	103

PART 2:

↓ A. Somber/Serious	6.1%	9.4%	65
▲ B. Light and Airy	40.2%	34.7%	116
C. Both A and B	25.8%	27.7%	93
D. No Preference or Not Interested	28.1%	28.2%	99



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PRIMARY MEDIA PREFERENCE

Estimated 2017 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

Television	45.2%	47.3%	96
Radio	13.8%	13.3%	104

PRINT MEDIA:

Local Newspaper	35.6%	36.1%	98
↓ National Newspaper	3.7%	4.3%	85
↓ Magazines	2.1%	2.4%	86

SECONDARY MEDIA PREFERENCE

Estimated 2017 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

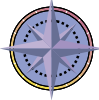
Television	31.9%	31.9%	100
Radio	24.0%	23.8%	101

PRINT MEDIA:

Local Newspaper	33.3%	32.7%	102
↓ National Newspaper	4.3%	5.8%	74
▲ Magazines	7.9%	7.0%	112

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	98



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2017 Households Likely to Rate As Good the Following Methods of Contact from a Church:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	35.7%	36.2%	99
↓ Putting Ad in Local Newspaper	28.2%	33.8%	83
Local Cable Channels	27.9%	30.4%	92
<i>DIRECT METHODS (MORE PERSONAL):</i>			
↓ Sending Information By Mail	46.5%	53.7%	87
↓ Calling and Offering to Send Information By Mail	24.3%	29.5%	82
↓ Calling and Discussing on the Phone	10.2%	12.0%	85
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	16.1%	20.1%	80
Going Door to Door	12.8%	14.0%	92

CHURCH CONTACT METHODS RATED POOR

Estimated 2017 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	20.4%	19.6%	104
▲ Putting Ad in Local Newspaper	24.6%	21.5%	114
Local Cable Channels	33.7%	30.7%	110
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.4%	13.3%	130
▲ Calling and Offering to Send Information By Mail	40.4%	34.0%	119
Calling and Discussing on the Phone	66.9%	60.6%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	54.5%	49.6%	110
Going Door to Door	67.8%	64.0%	106

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	91
↓ Direct Methods Index	85
↓ Face-to-Face Methods Index	85

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	109
▲ Direct Methods Index	115
Face-to-Face Methods Index	108