

ministry area profile 2017

Hawaii - Big Island Polygon all of Island
78-7156 Puuloa Rd
Kailua Kona, HI 96740

Study Area Definition: Custom Polygon





Prepared For:
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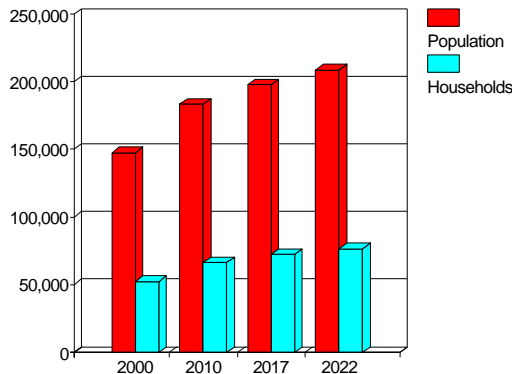
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 197,938 persons residing in the defined study area. This represents an increase of 50,709 or 34.4% since 2000. During the same period of time, the U.S. as a whole grew by 15.5%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2017 and 2022, the population is projected to increase by 5.6% or 11,053 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 35 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 13.1% 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 29.7% of the population and all other racial/ethnic groups make up a substantial 70.3% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 32.4% of the total population. *African-Americans* are projected to be the fastest growing group increasing by 41.6% 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 *Survivors* (age 36 to 56) comprised of 49,405 persons or 25.0% of the total population in the area. *Boomers* (age 57 to 74) make up 24.2% of the population which compared to a national average of 19.3% makes them 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 *somewhat non-traditional* due to the below 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 91.5% 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 26.6% 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, Achieving Educational Objectives, Parenting Skills, Teen/Child Problems, Affordable Housing* and *Day-to-Day Financial Worries*. (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 \$72,707 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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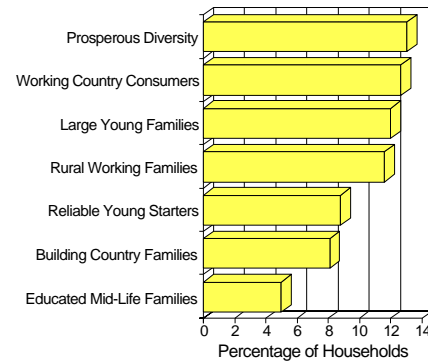
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Population and Households

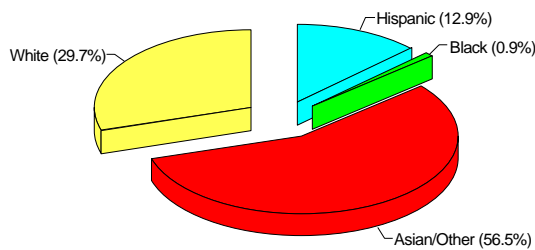


Primary U.S. Lifestyles Segments-2017

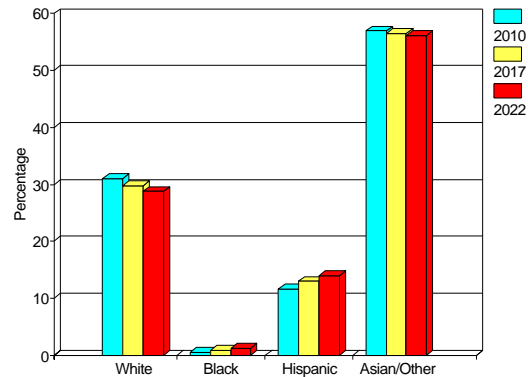


The population in the study area has increased by 14747 persons, or 8.1% since 2010 and is projected to increase by 11053 persons, or 5.6% between 2017 and 2022. The number of households has increased by 5993, or 9.0% since 2010 and is projected to increase by 4366, or 6.0% between 2017 and 2022.

Population By Race/Ethnicity-2017

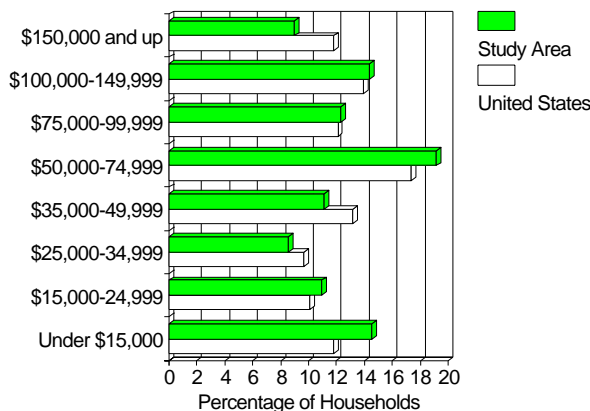


Population By Race/Ethnicity Trend

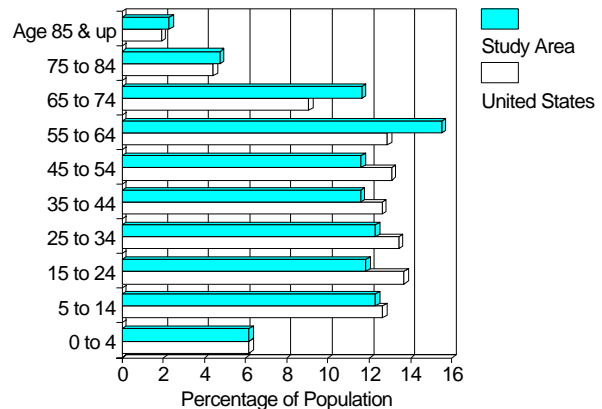


Between 2017 and 2022, the White population is projected to increase by 1287 persons and to decrease from 29.7% to 28.7% of the total population. The Black population is projected to increase by 716 persons and to increase from 0.9% to 1.2% of the total. The Hispanic/Latino population is projected to increase by 3523 persons and to increase from 12.9% to 13.9% of the total. The Asian/Other population is projected to increase by 5529 persons and to decrease from 56.5% to 56.1% of the total population.

Households By Income-2017



Population by Age-2017



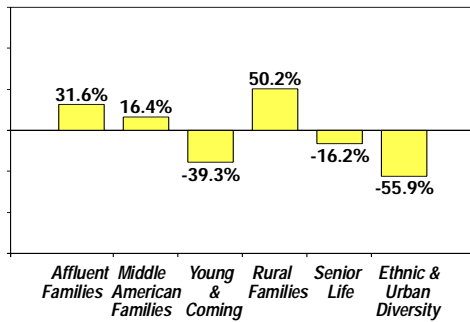
The average household income in the study area is \$72707 a year as compared to the U.S. average of \$80853. The average age in the study area is 41.1 and is projected to increase to 41.6 by 2022. The average age in the U.S. is 39.1 and is projected to increase to 39.9 by 2022.

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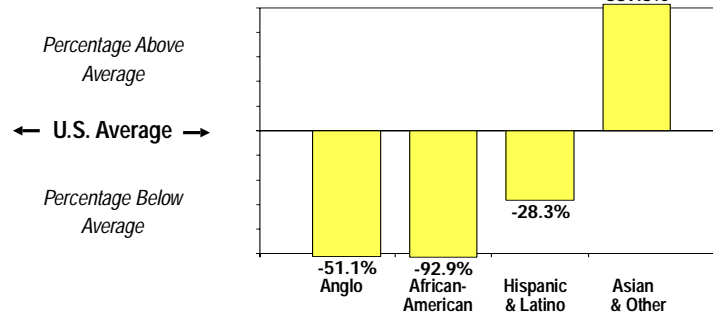
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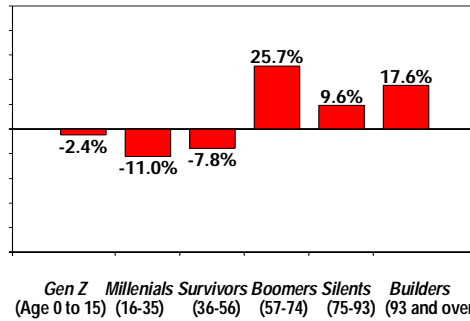
U.S. Lifestyles Group



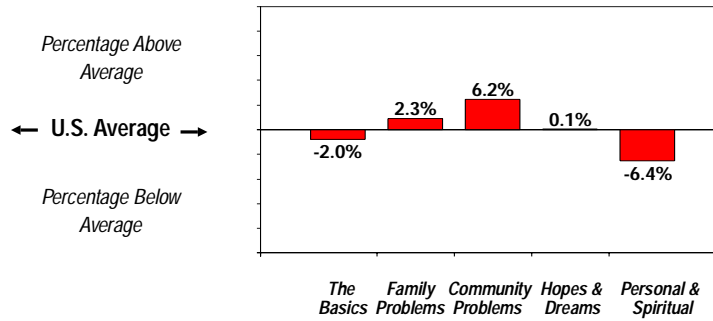
Race/Ethnicity



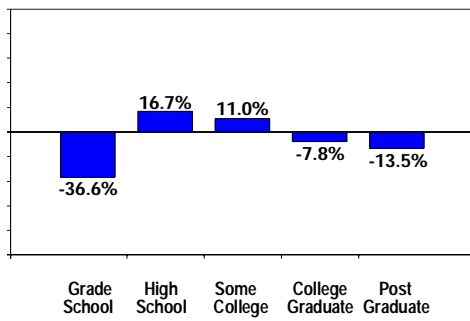
Generations



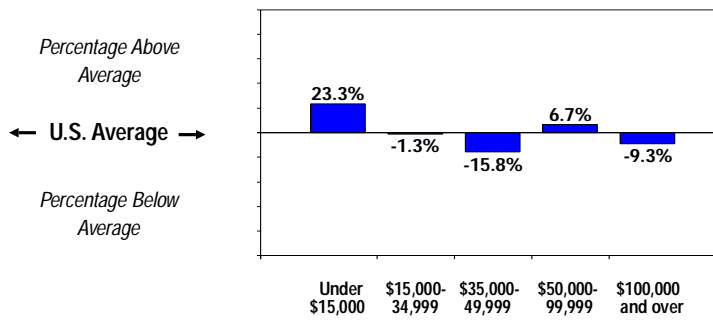
Primary Concern Groups



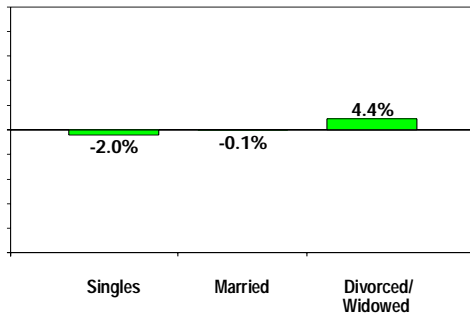
Education Completed by Adults



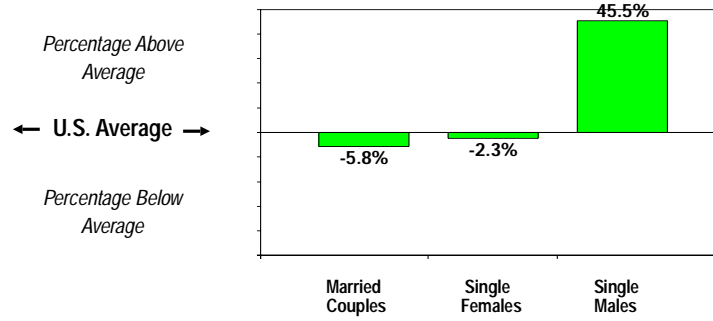
Household Income



Marital Status



Households with Children



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POPULATION				
	2000 Census	2010 Census	2017 Update	2022 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	147,229	183,191	197,938	208,991
Population Change		35,962	14,747	11,053
Percentage Change		24.4%	8.1%	5.6%
↓ Average Annual Growth Rate		2.4%	1.2%	1.1%
▲ Density (Pop. per square mile)	35	43	47	49
HOUSEHOLDS				
▲ Households	52,439	66,253	72,246	76,612
Household Change		13,814	5,993	4,366
Percentage Change		26.3%	9.0%	6.0%
↓ Average Annual Growth Rate		2.6%	1.3%	1.2%
↓ Persons Per Household	2.75	2.71	2.68	2.67

POPULATION BY RACE/ETHNICITY						
	2010 Census		2017 Update		2022 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	56,784	31.0%	58,780	29.7%	60,067	28.7%
▲ African-American (Non-Hisp)	884	0.5%	1,748	0.9%	2,464	1.2%
▲ Hispanic/Latino	21,230	11.6%	25,612	12.9%	29,135	13.9%
↓ Asian/Other (Non-Hisp)	104,293	56.9%	111,797	56.5%	117,326	56.1%

POPULATION BY GENDER						
Female	91,361	49.9%	98,954	50.0%	104,460	50.0%
Male	91,830	50.1%	98,983	50.0%	104,531	50.0%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	20,865	11.4%	38,906	19.7%	53,802	25.7%
↓ Millennials (Born 1982 to 2001)	45,411	24.8%	47,793	24.1%	48,722	23.3%
Survivors (Born 1961 to 1981)	46,763	25.5%	49,412	25.0%	52,901	25.3%
↓ Boomers (Born 1943 to 1960)	49,070	26.8%	47,912	24.2%	43,445	20.8%
↓ Silents (Born 1925 to 1942)	17,889	9.8%	13,461	6.8%	10,097	4.8%
↓ Builders (Born 1924 and earlier)	3,222	1.8%	453	0.2%	24	0.0%

AGE			
▲ Average Age	39.9	41.1	41.6
▲ Median Age	40.9	41.7	42.1

INCOME			
▲ Average Household Income	\$67,818	\$72,707	\$81,633
▲ Median Household Income	\$54,775	\$56,186	\$62,612
▲ Per Capita Income	\$24,527	\$26,538	\$29,925

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2017 Update		2022 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	4,831	7.3%	6,495	9.0%	9,292	12.1%
▲ \$100,000 to \$149,999	8,883	13.4%	10,358	14.3%	12,147	15.9%
\$75,000 to \$99,999	9,304	14.0%	8,873	12.3%	9,804	12.8%
↓ \$50,000 to \$74,999	13,056	19.7%	13,845	19.2%	13,510	17.6%
↓ \$35,000 to \$49,999	8,331	12.6%	8,041	11.1%	7,800	10.2%
↓ \$25,000 to \$34,999	5,771	8.7%	6,213	8.6%	6,366	8.3%
\$15,000 to \$24,999	6,831	10.3%	7,899	10.9%	7,665	10.0%
Under \$15,000	9,246	14.0%	10,521	14.6%	10,029	13.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	11,752	6.4%	12,210	6.2%	12,799	6.1%
Required Formal Schooling (5-17)	30,208	16.5%	31,527	15.9%	33,376	16.0%
College Years, Career Starts (18-24)	15,369	8.4%	16,249	8.2%	17,413	8.3%
Singles and Young Families (25-34)	22,014	12.0%	24,330	12.3%	24,097	11.5%
↓ Families, Empty Nesters (35-54)	48,367	26.4%	45,952	23.2%	47,687	22.8%
↓ Enrichment Years Singles/Couples (55-64)	28,956	15.8%	30,725	15.5%	29,877	14.3%
▲ Retirement Opportunities (65+)	26,553	14.5%	36,943	18.7%	43,742	20.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	11,752	6.4%	12,210	6.2%	12,799	6.1%
↓ 5 to 9 years	11,391	6.2%	12,252	6.2%	12,650	6.1%
10 to 14 years	11,440	6.2%	12,065	6.1%	12,795	6.1%
15 to 17 years	7,377	4.0%	7,210	3.6%	7,931	3.8%
18 to 20 years	6,774	3.7%	7,042	3.6%	7,627	3.6%
21 to 24 years	8,595	4.7%	9,207	4.7%	9,786	4.7%
25 to 29 years	11,183	6.1%	11,988	6.1%	12,799	6.1%
30 to 34 years	10,831	5.9%	12,342	6.2%	11,298	5.4%
35 to 39 years	10,389	5.7%	11,914	6.0%	12,300	5.9%
40 to 44 years	10,794	5.9%	11,035	5.6%	12,697	6.1%
↓ 45 to 49 years	12,512	6.8%	11,058	5.6%	11,124	5.3%
↓ 50 to 54 years	14,672	8.0%	11,945	6.0%	11,566	5.5%
↓ 55 to 59 years	15,602	8.5%	14,606	7.4%	13,505	6.5%
60 to 64 years	13,354	7.3%	16,119	8.1%	16,372	7.8%
▲ 65 to 69 years	9,070	5.0%	13,385	6.8%	14,328	6.9%
▲ 70 to 74 years	5,759	3.1%	9,644	4.9%	13,940	6.7%
▲ 75 to 84 years	8,144	4.4%	9,385	4.7%	10,707	5.1%
85 or more years	3,580	2.0%	4,529	2.3%	4,767	2.3%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2017)	161,411			
Single (Never Married)	52,186	32.3%	33.0%	98
Married	80,697	50.0%	50.1%	100
Divorced/Widowed	28,527	17.7%	16.9%	104
Marital Status Females 15 and Older (2017)	81,253			
Single (Never Married)	23,146	28.5%	29.9%	95
Married	39,426	48.5%	48.7%	100
Divorced/Widowed	18,681	23.0%	21.4%	108
Marital Status Males 15 and Older (2017)	80,158			
Single (Never Married)	29,040	36.2%	36.2%	100
Married	41,272	51.5%	51.5%	100
Divorced/Widowed	9,846	12.3%	12.3%	100
FAMILY STRUCTURE				
Households By Type (2017)	72,246			
Married Couple	34,338	47.5%	48.5%	98
▲ Other Family - Male Head of Household	4,660	6.5%	4.9%	131
Other Family - Female Head of Household	8,896	12.3%	13.0%	95
Non Family - Male Head of Household	12,780	17.7%	15.8%	112
Non Family - Female Head of Household	11,572	16.0%	17.7%	90
Households With Children 0 to 18 (2017)	23,132			
Married Couple Family	14,227	61.5%	65.3%	94
▲ Other Family - Male Head of Household	2,848	12.3%	8.5%	146
Other Family - Female Head of Household	5,720	24.7%	25.3%	98
▲ Non Family	336	1.5%	1.0%	150
Population By Household Type (2017)	197,938			
↓ Group Quarters	3,732	1.9%	2.5%	76

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GROUP QUARTERS				
Population In Group Quarters By Type (2017)	3,732			
↓ Correctional Facilities	797	21.4%	29.9%	71
↓ College Dorms	844	22.6%	32.0%	71
↓ Military	0	0.0%	4.2%	0
Nursing Homes	796	21.3%	18.7%	114
▲ Other	1,295	34.7%	15.2%	228
RACE/ETHNICITY				
Population By Race/Ethnicity (2017)	197,938			
↓ White (Non-Hispanic)	58,780	29.7%	60.8%	49
↓ African-American (Non-Hisp)	1,748	0.9%	12.4%	7
↓ Hispanic/Latino	25,612	12.9%	18.0%	72
↓ Native American (Non-Hisp)	822	0.4%	0.7%	57
▲ Asian (Non-Hisp)	40,788	20.6%	5.5%	376
▲ Hawaiian & Pacific Islander (Non-Hisp)	23,363	11.8%	0.2%	6,874
▲ Other Races & Multiple Races (Non-Hisp)	46,825	23.7%	2.4%	968
Asian Population By Race (2017)	42,545			
↓ Chinese	1,253	2.9%	22.3%	13
▲ Japanese	18,311	43.0%	5.0%	864
↓ Indian	62	0.1%	19.6%	1
↓ Korean	952	2.2%	9.6%	23
↓ Vietnamese	176	0.4%	11.0%	4
▲ Other Asian Races	21,791	51.2%	32.5%	158
Hispanic/Latino Population By Race (2017)	25,612			
↓ White	5,381	21.0%	53.0%	40
↓ African-American	144	0.6%	2.5%	22
Native American	331	1.3%	1.4%	94
▲ Asian	1,757	6.9%	0.4%	1,638
▲ Other Races & Multiple Races	17,999	70.3%	42.7%	165
Hispanic/Latino Population By Origin (2017)	25,612			
↓ Mexican	7,133	27.9%	62.3%	45
▲ Puerto Rican	11,312	44.2%	9.5%	463
↓ Cuban	282	1.1%	3.6%	31
Other Hispanic Origin	6,885	26.9%	24.6%	109

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	43,082			
Pre-Primary (Public)	1,306	3.0%	3.4%	88
▲ Pre-Primary (Private)	1,430	3.3%	2.6%	126
Elementary/High School (Public)	26,073	60.5%	58.9%	103
▲ Elementary/High School (Private)	4,276	9.9%	6.6%	150
Enrolled in College	9,998	23.2%	28.4%	82
Population By Education Completed (Age 25 and over) (2017)	137,952			
↓ Elementary (Less than 9 years)	3,456	2.5%	5.8%	43
↓ Some High School (9 to 11 years)	8,300	6.0%	7.7%	78
High School Graduate (12 years)	44,812	32.5%	27.8%	117
Some College (13 to 15 years)	31,029	22.5%	21.1%	107
▲ Associate Degree	13,607	9.9%	8.0%	123
Bachelor's Degree	23,435	17.0%	18.4%	92
Graduate Degree	13,314	9.7%	11.2%	86
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2017)	85,175			
TOTAL WHITE COLLAR	47,867	56.2%	61.4%	92
Executive and Managerial	8,153	9.6%	9.9%	97
Professional Specialty	12,553	14.7%	16.6%	89
↓ Technical Support	4,017	4.7%	8.3%	57
Sales	10,328	12.1%	10.8%	112
Administrative Support & Clerical	12,816	15.0%	15.7%	96
TOTAL BLUE COLLAR	37,307	43.8%	38.6%	113
Service: Private Households	2,805	3.3%	3.7%	89
Service: Protective	2,171	2.5%	2.2%	115
▲ Service: Other	8,433	9.9%	7.5%	132
▲ Farming, Forestry & Fishing	2,209	2.6%	0.7%	352
Precision Production and Craft	8,203	9.6%	11.0%	88
Operators and Assemblers	2,276	2.7%	3.2%	83
↓ Transportation and Material Moving	3,846	4.5%	6.2%	73
▲ Laborers	7,364	8.6%	4.0%	214

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2017)	159,048			
Employed	85,196	53.6%	58.3%	92
Unemployed	7,202	4.5%	5.2%	86
Not in Labor Force	66,650	41.9%	36.4%	115
Total Female Pop. By Work Status (Age 20 to 64) (2013)	54,252			
TOTAL WORKING	36,087	66.5%	66.8%	100
With No Own Children	23,796	43.9%	42.2%	104
With Own Children Age 0 to 5 only	2,643	4.9%	5.5%	89
With Own Children Age 6 to 17 only	7,231	13.3%	14.8%	90
With Own Children Both Age 0 to 5 and 6 to 17	2,417	4.5%	4.3%	103
TOTAL NOT WORKING (UNEMPLOYED)	2,835	5.2%	6.2%	84
With No Own Children	1,954	3.6%	3.8%	96
With Own Children Age 0 to 5 only	357	0.7%	0.7%	100
↓ With Own Children Age 6 to 17 only	351	0.6%	1.3%	51
↓ With Own Children Both Age 0 to 5 and 6 to 17	173	0.3%	0.5%	58
TOTAL NOT IN THE LABOR FORCE	15,330	28.3%	27.0%	105
With No Own Children	11,100	20.5%	17.1%	120
With Own Children Age 0 to 5 only	1,246	2.3%	2.6%	88
↓ With Own Children Age 6 to 17 only	1,722	3.2%	4.6%	68
With Own Children Both Age 0 to 5 and 6 to 17	1,262	2.3%	2.6%	88
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2017)	72,246			
Above Poverty Line (Households with Children)	41,472	59.8%	59.8%	100
Above Poverty Line (Households without Children)	16,788	24.2%	26.5%	91
Below Poverty Line (Households with Children)	6,422	9.3%	7.8%	119
Below Poverty Line (Households without Children)	4,630	6.7%	5.9%	112
Households By Presence of Retirement Income (2013)	66,253			
With Retirement Income	13,212	19.9%	17.6%	114
Without Retirement Income	50,977	76.9%	81.5%	94

Date: 6/30/2017

Prepared For:
Hawaii - Big Island Polygon all of Island
78-7156 Puuloa Rd
Kailua Kona, HI 96740

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Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
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HOUSING				
Occupied Units By Type (2017)	72,246			
Owner Occupied	47,793	66.2%	64.9%	102
Renter Occupied	24,453	33.8%	35.1%	97
Median Rent (2013)	\$1,083		\$904	120
Structures By Number of Units (2017)	87,790			
▲ Single Unit	71,848	81.8%	67.2%	122
↓ 3 to 4 Units	4,345	4.9%	8.1%	61
↓ 5 to 19 Units	6,465	7.4%	9.4%	79
20 to 49 Units	2,719	3.1%	3.6%	85
↓ 50 or more Units	2,095	2.4%	5.2%	46
↓ Mobile Home	285	0.3%	6.4%	5
↓ Other	34	0.0%	0.1%	46
▲ Single To Multiple Unit Ratio	4.60		2.56	180
Owner-Occupied Property Values (2017)	47,793			
↓ Under \$40,000	1,076	2.3%	7.0%	32
↓ \$40,000 to \$59,999	349	0.7%	3.5%	21
↓ \$60,000 to \$79,999	866	1.8%	4.9%	37
↓ \$80,000 to \$99,999	658	1.4%	6.2%	22
↓ \$100,000 to 149,999	3,077	6.4%	14.6%	44
↓ \$150,000 to \$199,999	4,246	8.9%	14.3%	62
\$200,000 to \$299,999	8,975	18.8%	18.3%	103
▲ \$300,000 to \$499,999	16,531	34.6%	17.6%	197
▲ \$500,000 to \$999,999	9,469	19.8%	10.3%	193
▲ \$1,000,000 and over	2,549	5.3%	3.3%	163
▲ Median Property Value	\$361,325		\$197,980	183

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HOUSING (CONTINUED)				
Housing Units By Year Built (2017)	87,790			
▲ 2010 and later	7,804	8.9%	6.7%	132
▲ 2000 to 2009	18,518	21.1%	14.6%	145
▲ 1990 to 1999	15,492	17.6%	13.3%	133
▲ 1980 to 1989	16,283	18.5%	13.0%	143
1970 to 1979	15,363	17.5%	14.8%	118
↓ 1960 to 1969	4,951	5.6%	10.3%	55
↓ 1950 to 1959	3,506	4.0%	10.1%	40
↓ 1949 or earlier	5,874	6.7%	17.3%	39
Households By Number of Persons (2017)	72,246			
1 Person Household	18,574	25.7%	27.3%	94
2 Person Household	24,202	33.5%	32.3%	104
3 Person Household	11,224	15.5%	16.2%	96
4 Person Household	8,385	11.6%	13.1%	89
5 Person Household	4,843	6.7%	6.5%	104
▲ 6 Person Household	2,591	3.6%	2.7%	131
▲ 7 or more Person Household	2,428	3.4%	1.9%	176
Average Persons Per Household	2.7		2.6	105
Households By Heating Type (2013)	64,189			
↓ Utility and Other Gas	2,106	3.3%	54.0%	6
↓ Electric	11,091	17.3%	36.1%	48
↓ Oil	27	0.0%	6.1%	1
Coal and Wood	1,440	2.2%	2.2%	101
▲ Solar/Other Fuel	829	1.3%	0.5%	261
▲ No Fuel Used	48,696	75.9%	0.9%	8,029

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2017)	72,246			
↓ No Vehicles	3,263	4.5%	9.0%	50
1 Vehicle	26,004	36.0%	33.6%	107
2 Vehicle	28,655	39.7%	37.5%	106
3 or more Vehicles	14,324	19.8%	19.9%	100
Workers By Travel Time to Work (2017)	76,071			
Less than 15 minutes	24,245	31.9%	27.1%	118
15 to 29 minutes	25,187	33.1%	36.4%	91
30 to 44 minutes	13,167	17.3%	20.3%	85
45 to 59 minutes	6,099	8.0%	7.8%	103
60 or more minutes	7,373	9.7%	8.4%	115
Average Travel Time to Work (minutes)	27.9		28.3	99
Workers By Type of Transportation to Work (2017)	82,694			
Drive Alone	60,735	73.4%	76.9%	95
▲ Car Pool	10,496	12.7%	9.5%	134
↓ Public Transportation	1,145	1.4%	5.1%	27
Walk to Work	1,927	2.3%	2.8%	84
▲ Other Means	1,652	2.0%	1.2%	162
▲ Work at Home	6,739	8.1%	4.5%	183

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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.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	26,422	36.6%	31.4%	116
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	14,366	19.9%	15.1%	132
4	Rural Families (27, 26, 29, 33, 35 and 38)	14,177	19.6%	13.1%	150
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	6,431	8.9%	14.7%	61
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	5,851	8.1%	18.4%	44
5	Senior Life (7, 20, 21, 22, 30 and 31)	4,180	5.8%	6.9%	84

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.		
5	Prosperous Diversity	9,440	13.1%	3.1%	421
25	Working Country Consumers	9,152	12.7%	4.1%	308
17	Large Young Families	8,655	12.0%	2.2%	557
38	Rural Working Families	8,401	11.6%	8.8%	133
15	Reliable Young Starters	6,344	8.8%	4.3%	207
28	Building Country Families	5,848	8.1%	2.8%	289
4	Educated Mid-Life Families	3,605	5.0%	3.4%	146
45	Struggling Urban Diversity	2,715	3.8%	2.5%	153
42	Laboring Rural Diversity	2,494	3.5%	1.5%	227
29	Working Country Families	2,374	3.3%	1.0%	342
35	Laboring Country Families	1,750	2.4%	2.7%	88
20	Cautious and Mature	1,513	2.1%	2.6%	79
14	Secure Mid-Life Families	1,219	1.7%	0.7%	257
10	Suburban Mid-Life Families	1,188	1.6%	5.5%	30
16	Established Country Families	1,097	1.5%	6.4%	24
22	Mature and Established	993	1.4%	1.8%	77
31	Mature Country Families	924	1.3%	0.5%	237
49	Exception Households	817	1.1%	0.2%	453
27	Country Family Diversity	735	1.0%	0.3%	299
40	Surviving Urban Diversity	508	0.7%	4.0%	17

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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.		
33	Laboring Rural Families	487	0.7%	0.1%	493
26	Working Suburban Families	430	0.6%	0.1%	499
21	Mature and Stable	417	0.6%	0.6%	102
7	Prosperous and Mature	268	0.4%	0.5%	69
9	Educated Working Families	264	0.4%	0.1%	435
18	Working Urban Families	140	0.2%	4.0%	5
6	Prosperous New Country Families	100	0.1%	2.1%	6
43	Laboring Urban Diversity	94	0.1%	0.5%	26
30	Urban Senior Life	65	0.1%	0.8%	11
23	Established Empty-Nesters	60	0.1%	3.4%	2
19	Educated and Promising	59	0.1%	0.1%	104
48	Struggling Urban Life	22	0.0%	0.8%	4
11	Young Suburban Families	18	0.0%	3.0%	1
12	Educated New Starters	17	0.0%	2.9%	1
41	Struggling Hispanic Households	11	0.0%	1.6%	1
39	New Beginning Urbanites	6	0.0%	2.8%	0
44	Laboring Urban Life	6	0.0%	0.1%	11
8	Rising Potential Professionals	4	0.0%	2.3%	0
1	Traditional Affluent Families	1	0.0%	3.5%	0
24	Metro Multi-Ethnic Diversity	1	0.0%	2.7%	0
3	Mid-Life Prosperity	1	0.0%	1.5%	0
47	University Life	1	0.0%	0.8%	0
46	Struggling Black Households	0	0.0%	2.5%	0
32	Working Urban Life	0	0.0%	1.7%	0
2	Professional Affluent Families	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
TOTALS		72,244	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2017 Households Likely to Be:

Strongly Involved with Their Faith	34.5%	35.4%	97
↓ Somewhat Involved with Their Faith	22.7%	29.9%	76
▲ Not Involved with Their Faith	42.7%	34.7%	123

Estimated 2017 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	19.8%	22.1%	89
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%	133
↓ Baptist	9.8%	16.1%	61
↓ Catholic	14.9%	23.7%	63
Congregational	1.8%	2.0%	91
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.5%	0.4%	114
↓ Episcopal	2.2%	2.9%	76
↓ Holiness	0.6%	0.8%	78
▲ Jehovah's Witnesses	1.3%	1.1%	121
↓ Judaism	1.4%	3.2%	45
Lutheran	7.0%	7.2%	98
↓ Methodist	6.7%	10.1%	66
▲ Mormon	10.5%	1.8%	594
▲ New Age	1.1%	0.6%	186
▲ Non-Denominational / Independent	11.5%	6.9%	165
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.1%	2.4%	129
↓ Presbyterian / Reformed	4.1%	4.6%	89
Unitarian / Universalist	0.6%	0.7%	90
▲ Interested but No Preference	4.9%	3.9%	126
▲ Not Interested and No Preference	17.8%	11.1%	160
▲ Likely to Have Changed Their Preference in the Last 10 Years	20.9%	16.8%	125

LEADERSHIP PREFERENCE INDICATOR

Estimated 2017 Households Likely to Prefer A Leader Who:

Tells them what to do	4.0%	4.0%	100
Lets them do what they want and is supportive	11.6%	11.7%	99
↓ Lets them do what they want and stays out of the way	4.2%	4.8%	88
Works with them on deciding what to do and helps them do it	80.2%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2017 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.1%	43.5%	92
Finding/Providing Health Insurance	27.7%	29.0%	95
Day-to-Day Financial Worries	34.2%	31.6%	108
Finding Employment Opportunities	13.3%	14.4%	92
▲ Finding Affordable Housing	12.6%	11.3%	111
Providing Adequate Food	8.4%	8.6%	99
↓ Finding Child Care	5.4%	6.3%	86
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	16.2%	16.7%	97
▲ Dealing With Teen / Child Problems	23.1%	20.7%	112
Finding/Providing Aging Parent Care	14.0%	15.5%	90
Dealing With Abusive Relationships	12.3%	11.4%	108
Dealing With Divorce	4.8%	4.5%	107
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	29.1%	27.0%	108
Finding/Providing Good Schools	24.9%	23.5%	106
Dealing with Problems in Schools	14.3%	13.6%	105
↓ Dealing With Racial / Ethnic Prejudice	10.5%	13.1%	80
▲ Dealing With Neighborhood Gangs	12.9%	8.5%	152
Dealing with Social Injustice	11.3%	11.3%	100
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.0%	50.6%	105
Finding Time for Recreation / Leisure	24.3%	25.3%	96
↓ Finding Better Quality Healthcare	20.9%	23.9%	87
Finding A Satisfying Job / Career	18.4%	19.3%	95
↓ Finding Retirement Opportunities	16.0%	18.9%	85
Achieving A Fulfilling Marriage	23.5%	22.3%	105
▲ Developing Parenting Skills	17.6%	14.7%	120
▲ Achieving Educational Objectives	9.0%	7.5%	121
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	26.1%	29.8%	87
Finding Companionship	16.8%	17.3%	97
Finding A Good Church	14.7%	15.2%	97
Finding Spiritual Teaching	13.5%	12.9%	104
↓ Finding Life Direction	12.5%	14.0%	89

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KEY VALUES INDICATOR

Estimated 2017 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	86.3%	84.5%	102
"God is actively involved in the world including nations and their governments"	67.0%	63.8%	105

SOCIETY:

"It is important to preserve the traditional American family structure"	92.6%	91.5%	101
"A healthy environment has become a national crisis"	81.6%	82.8%	99
"Public education is essential to the future of American society"	94.6%	94.0%	101

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	48.9%	50.1%	98
"The role of Churches / Synagogues is to help form and support moral values"	81.1%	81.1%	100
"Churches and religious organizations should provide more human services"	60.9%	62.6%	97

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	34.9%	36.3%	96
"The changing racial / ethnic face of America is a threat to our national heritage"	37.0%	36.3%	102

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2017 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.3%	59.8%	99
More than \$500 per year	30.8%	31.2%	99
More than \$1,000 per year	17.5%	17.4%	101

TO CHARITIES:

↓ More than \$100 per year	30.3%	33.7%	90
↓ More than \$500 per year	5.3%	6.8%	78
↓ More than \$1,000 per year	1.7%	2.3%	74

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	13.4%	16.1%	83
↓ More than \$500 per year	3.5%	4.3%	81
↓ More than \$1,000 per year	1.8%	2.2%	82

Ministry Area Profile 2017
Compass
REPORT

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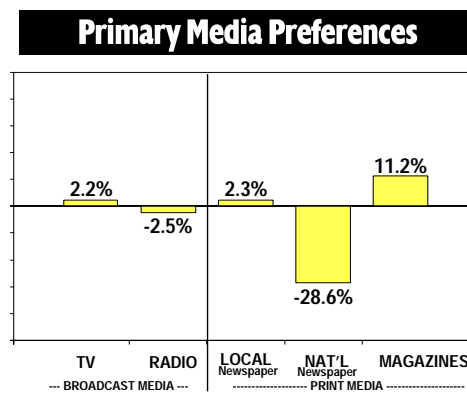
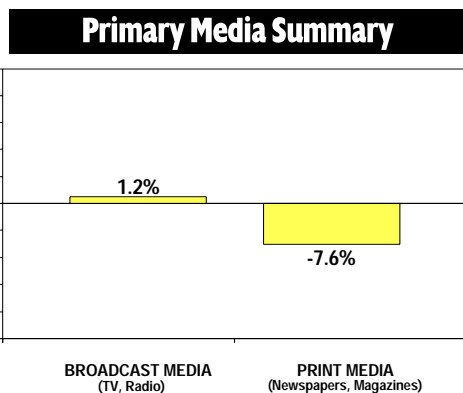
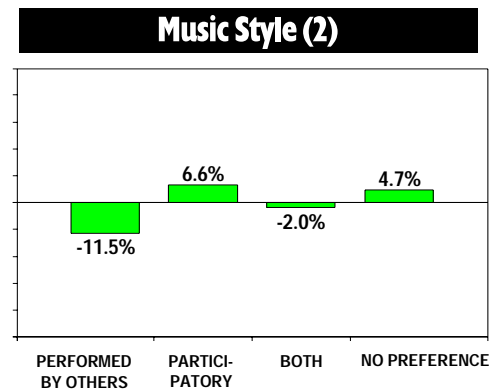
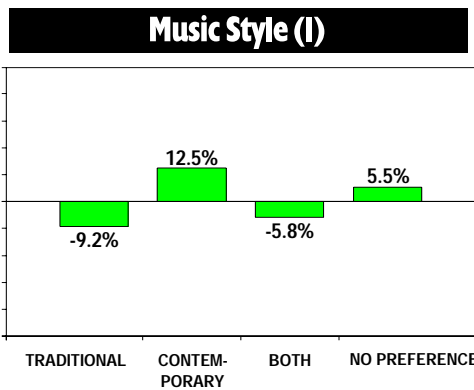
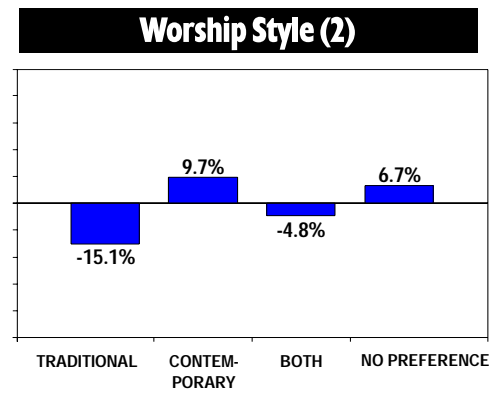
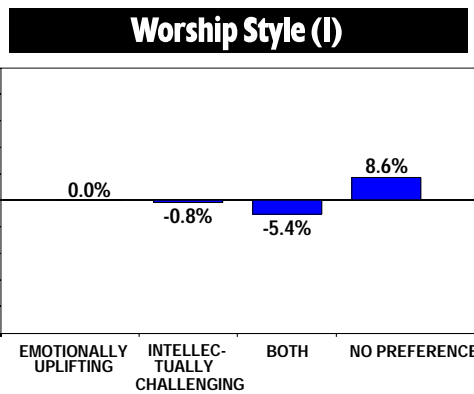
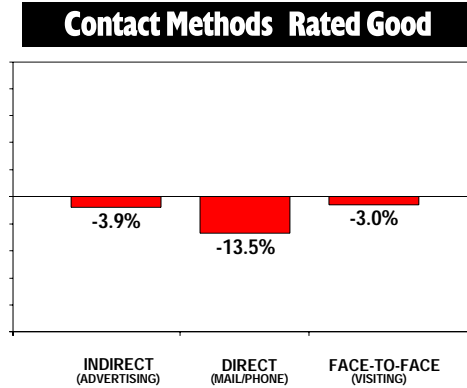
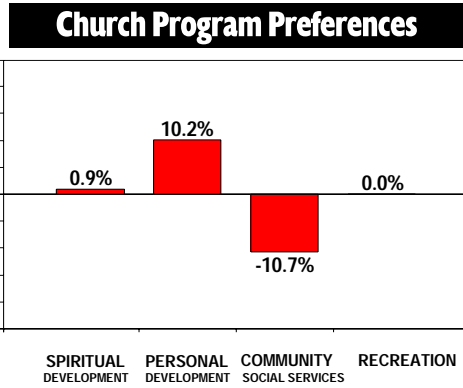
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

Bible Study Discussion and Prayer Groups	43.9%	41.1%	107
Adult Theological Discussion Groups	21.9%	22.5%	97
↓ Spiritual Retreats	10.1%	11.6%	87

PERSONAL DEVELOPMENT:

▲ Marriage Enrichment Opportunities	17.3%	15.2%	114
▲ Parent Training Programs	9.3%	7.8%	119
Twelve Step Programs	3.1%	3.5%	90
↓ Divorce Recovery	2.1%	2.4%	88

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	21.6%	22.5%	96
↓ Care for the Terminally Ill	13.0%	15.7%	83
↓ Food and Clothing Resources	9.2%	11.1%	83
Day Care Services	5.8%	6.1%	95
↓ Church Sponsored Day-School	4.9%	5.7%	86

RECREATION:

▲ Youth Social Programs	33.4%	29.7%	113
Family Activities and Outings	34.3%	32.8%	104
↓ Active Retirement Programs	21.6%	26.8%	81
Cultural Programs (Music, Drama, Art)	17.5%	18.9%	93
▲ Sports or Camping	7.7%	6.3%	122

SUMMARY

Spiritual Development Index	101
Personal Development Index	110
↓ Community/Social Services Index	89
Recreation Index	100



Date: 6/30/2017

Prepared For:
 Hawaii - Big Island Polygon all of Island
 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			

WORSHIP STYLE INDICATOR

Estimated 2017 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	26.4%	26.4%	100
B. Intellectually Challenging	11.0%	11.1%	99
C. Both A and B	37.0%	39.2%	95
D. No Preference or Not Interested	25.4%	23.4%	109

PART 2:

↓ A. Traditional/Formal/Ceremonial	17.2%	20.2%	85
B. Contemporary/Informal	28.9%	26.3%	110
C. Both A and B	25.3%	26.5%	95
D. No Preference or Not Interested	28.7%	26.9%	107

MUSIC STYLE INDICATOR

Estimated 2017 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.2%	24.4%	91
▲ B. Contemporary	22.2%	19.7%	112
C. Both A and B	29.3%	31.1%	94
D. No Preference or Not Interested	26.1%	24.8%	106

PART 2:

↓ A. Performed by Others	16.6%	18.7%	89
B. Participatory	24.5%	22.9%	107
C. Both A and B	31.5%	32.2%	98
D. No Preference or Not Interested	27.4%	26.2%	105



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	20.1%	22.0%	91
▲ B. Personal Spiritual Development	15.9%	14.3%	111
C. Both A and B	36.2%	37.4%	97
D. No Preference or Not Interested	27.8%	26.3%	106

PART 2:

▲ A. Global Mission	8.9%	6.2%	144
↓ B. Local Mission	29.3%	33.3%	88
C. Both A and B	30.4%	30.1%	101
D. No Preference or Not Interested	31.6%	30.4%	104

CHURCH ARCHITECTURE INDICATOR

Estimated 2017 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	20.6%	26.6%	77
▲ B. Contemporary	19.5%	15.9%	122
C. Both A and B	32.7%	32.3%	101
D. No Preference or Not Interested	27.2%	25.1%	108

PART 2:

↓ A. Somber/Serious	6.2%	9.4%	66
B. Light and Airy	38.0%	34.7%	110
C. Both A and B	26.3%	27.7%	95
D. No Preference or Not Interested	29.5%	28.2%	105



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	48.3%	47.3%	102
Radio	13.0%	13.3%	98

PRINT MEDIA:

Local Newspaper	34.6%	36.1%	96
↓ National Newspaper	3.1%	4.3%	71
↓ Magazines	2.0%	2.4%	81

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	30.9%	31.9%	97
Radio	25.3%	23.8%	106

PRINT MEDIA:

Local Newspaper	33.4%	32.7%	102
↓ National Newspaper	4.3%	5.8%	75
▲ Magazines	7.8%	7.0%	111

SUMMARY

Overall Broadcast Media Index (100 = Average)	101
Overall Print Media Index	96



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Description	Study Area	U.S. Average	U.S. Comparative Index
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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	37.3%	36.2%	103
↓ Putting Ad in Local Newspaper	29.4%	33.8%	87
Local Cable Channels	29.9%	30.4%	98
<i>DIRECT METHODS (MORE PERSONAL):</i>			
↓ Sending Information By Mail	46.1%	53.7%	86
↓ Calling and Offering to Send Information By Mail	24.9%	29.5%	84
Calling and Discussing on the Phone	11.3%	12.0%	94
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	18.0%	20.1%	90
Going Door to Door	15.1%	14.0%	108

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	19.0%	19.6%	97
Putting Ad in Local Newspaper	23.0%	21.5%	107
Local Cable Channels	32.5%	30.7%	106
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.2%	13.3%	129
▲ Calling and Offering to Send Information By Mail	38.7%	34.0%	114
Calling and Discussing on the Phone	64.0%	60.6%	106
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	50.9%	49.6%	103
Going Door to Door	63.8%	64.0%	100

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	96
↓ Direct Methods Index	86
Face-to-Face Methods Index	97

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	104
▲ Direct Methods Index	111
Face-to-Face Methods Index	101