

ministry area profile 2017

Hawaii - Big Island west side (Hilo)
1815 Kinoole St
Hilo, HI 96720

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 133,279 persons residing in the defined study area. This represents an increase of 30,804 or 30.1% 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 5.1% or 6,777 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 33 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Working Country Consumers* representing 15.8% 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 25.7% of the population and all other racial/ethnic groups make up a substantial 74.3% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 34.5% of the total population. *African-Americans* are projected to be the fastest growing group increasing by 40.5% 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 *Millennials* (age 16 to 35) comprised of 33,493 persons or 25.1% of the total population in the area. *Builders* (age 93 and up) make up 0.2% of the population which compared to a national average of 0.2% 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 91.1% 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 27.0% 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, Abusive Relationships* and *Affordable Housing*. (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?**

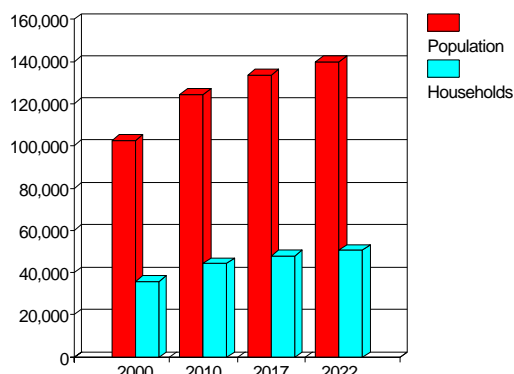
A Based upon the average household income of \$68,694 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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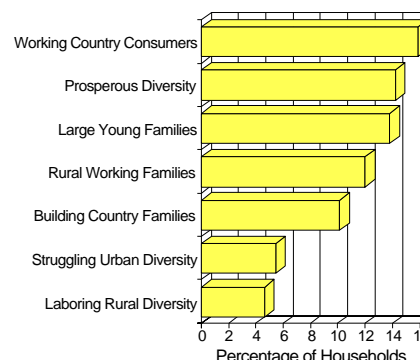
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Population and Households

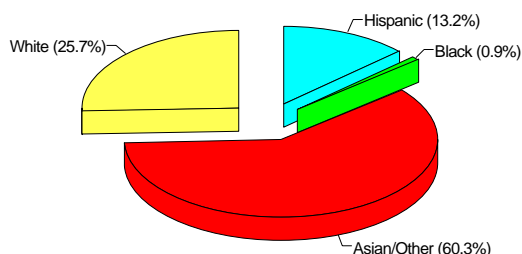


Primary U.S. Lifestyles Segments-2017

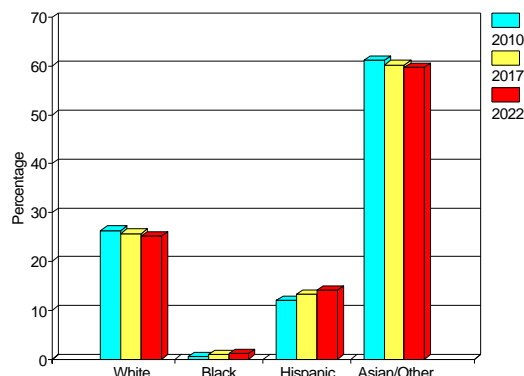


The population in the study area has increased by 8831 persons, or 7.1% since 2010 and is projected to increase by 6777 persons, or 5.1% between 2017 and 2022. The number of households has increased by 3553, or 8.0% since 2010 and is projected to increase by 2637, or 5.5% between 2017 and 2022.

Population By Race/Ethnicity-2017

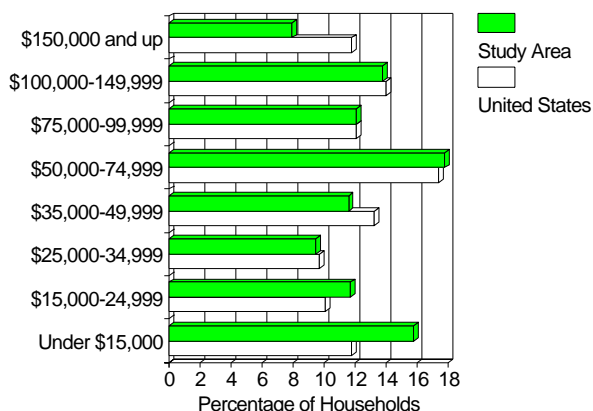


Population By Race/Ethnicity Trend

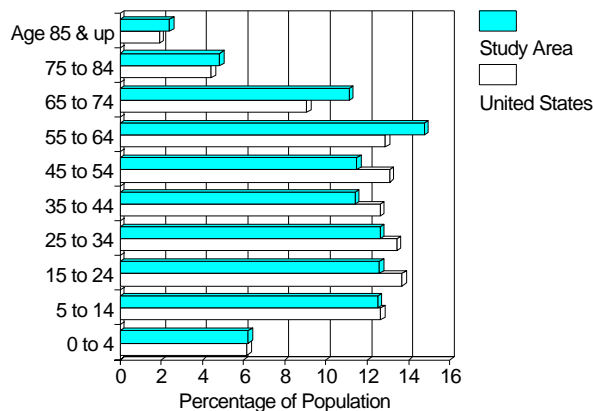


Between 2017 and 2022, the White population is projected to increase by 1033 persons and to decrease from 25.7% to 25.2% of the total population. The Black population is projected to increase by 466 persons and to increase from 0.9% to 1.1% of the total. The Hispanic/Latino population is projected to increase by 2113 persons and to increase from 13.2% to 14.0% of the total. The Asian/Other population is projected to increase by 3165 persons and to decrease from 60.3% to 59.6% of the total population.

Households By Income-2017



Population by Age-2017



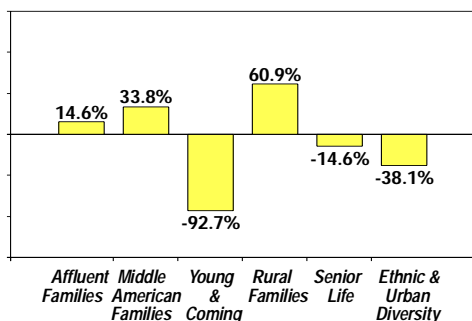
The average household income in the study area is \$68694 a year as compared to the U.S. average of \$80853. The average age in the study area is 40.6 and is projected to increase to 41.0 by 2022. The average age in the U.S. is 39.1 and is projected to increase to 39.9 by 2022.

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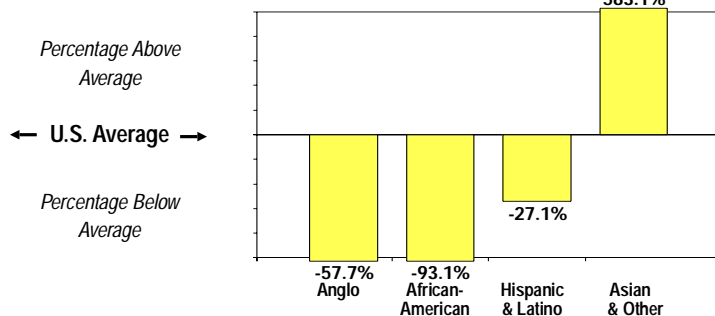
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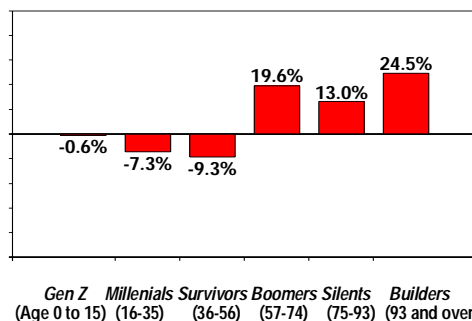
U.S. Lifestyles Group



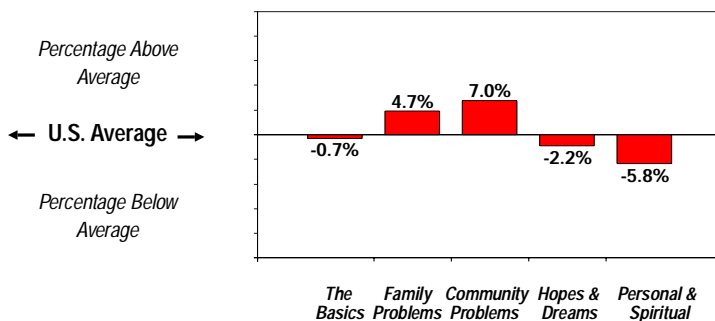
Race/Ethnicity



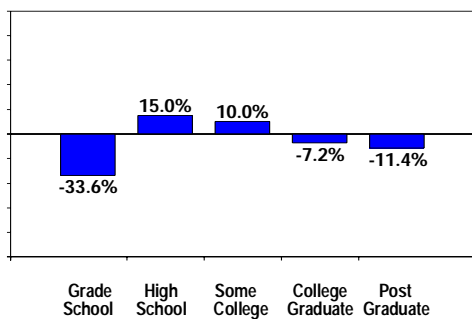
Generations



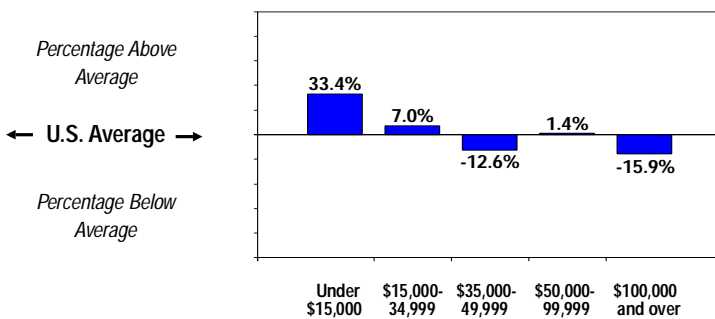
Primary Concern Groups



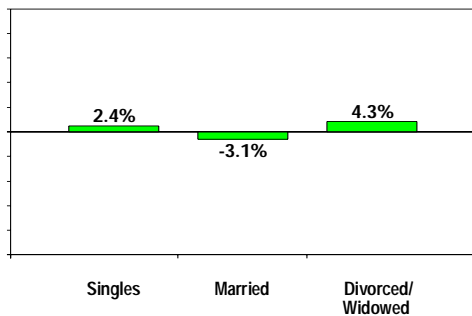
Education Completed by Adults



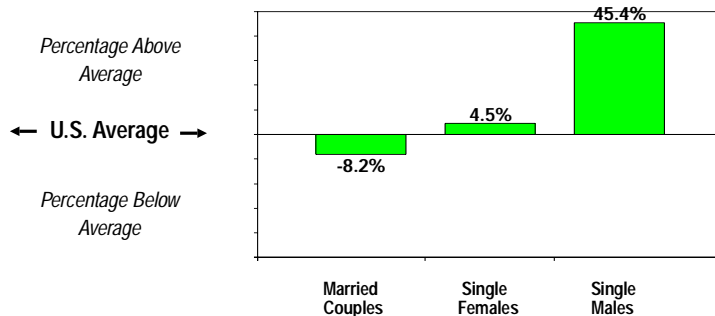
Household Income



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	102,475	124,448	133,279	140,056
Population Change		21,973	8,831	6,777
Percentage Change		21.4%	7.1%	5.1%
Average Annual Growth Rate		2.1%	1.0%	1.0%
▲ Density (Pop. per square mile)	48	59	63	66
HOUSEHOLDS				
▲ Households	35,877	44,349	47,902	50,539
Household Change		8,472	3,553	2,637
Percentage Change		23.6%	8.0%	5.5%
↓ Average Annual Growth Rate		2.4%	1.1%	1.1%
↓ Persons Per Household	2.79	2.74	2.72	2.71

POPULATION BY RACE/ETHNICITY						
	2010 Census		2017 Update		2022 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	32,791	26.3%	34,233	25.7%	35,266	25.2%
▲ African-American (Non-Hisp)	580	0.5%	1,141	0.9%	1,607	1.1%
▲ Hispanic/Latino	14,936	12.0%	17,536	13.2%	19,649	14.0%
↓ Asian/Other (Non-Hisp)	76,141	61.2%	80,369	60.3%	83,534	59.6%

POPULATION BY GENDER						
Female	62,358	50.1%	66,892	50.2%	70,254	50.2%
Male	62,090	49.9%	66,387	49.8%	69,802	49.8%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	14,392	11.6%	26,661	20.0%	36,875	26.3%
↓ Millennials (Born 1982 to 2001)	32,143	25.8%	33,497	25.1%	33,893	24.2%
Survivors (Born 1961 to 1981)	31,339	25.2%	32,757	24.6%	34,449	24.6%
↓ Boomers (Born 1943 to 1960)	31,985	25.7%	30,691	23.0%	27,874	19.9%
↓ Silents (Born 1925 to 1942)	12,363	9.9%	9,348	7.0%	6,946	5.0%
↓ Builders (Born 1924 and earlier)	2,354	1.9%	323	0.2%	17	0.0%

AGE			
▲ Average Age	39.6	40.6	41.0
▲ Median Age	40.1	40.6	40.9

INCOME			
▲ Average Household Income	\$63,322	\$68,694	\$76,857
▲ Median Household Income	\$52,006	\$52,225	\$58,065
▲ Per Capita Income	\$22,566	\$24,689	\$27,734

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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	2,803	6.3%	3,776	7.9%	5,465	10.8%
▲ \$100,000 to \$149,999	5,701	12.9%	6,590	13.8%	7,699	15.2%
\$75,000 to \$99,999	6,265	14.1%	5,796	12.1%	6,297	12.5%
↓ \$50,000 to \$74,999	8,273	18.7%	8,515	17.8%	8,394	16.6%
↓ \$35,000 to \$49,999	5,344	12.0%	5,536	11.6%	5,415	10.7%
\$25,000 to \$34,999	3,942	8.9%	4,542	9.5%	4,615	9.1%
\$15,000 to \$24,999	5,100	11.5%	5,598	11.7%	5,443	10.8%
Under \$15,000	6,921	15.6%	7,550	15.8%	7,211	14.3%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	8,046	6.5%	8,332	6.3%	8,709	6.2%
↓ Required Formal Schooling (5-17)	21,247	17.1%	21,716	16.3%	22,775	16.3%
↓ College Years, Career Starts (18-24)	11,237	9.0%	11,712	8.8%	12,272	8.8%
Singles and Young Families (25-34)	14,737	11.8%	16,828	12.6%	17,052	12.2%
↓ Families, Empty Nesters (35-54)	32,371	26.0%	30,570	22.9%	31,685	22.6%
↓ Enrichment Years Singles/Couples (55-64)	18,663	15.0%	19,638	14.7%	18,912	13.5%
▲ Retirement Opportunities (65+)	18,275	14.7%	24,482	18.4%	28,649	20.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	8,046	6.5%	8,332	6.3%	8,709	6.2%
↓ 5 to 9 years	7,933	6.4%	8,360	6.3%	8,617	6.2%
↓ 10 to 14 years	8,010	6.4%	8,301	6.2%	8,695	6.2%
15 to 17 years	5,304	4.3%	5,055	3.8%	5,463	3.9%
18 to 20 years	5,065	4.1%	5,080	3.8%	5,391	3.8%
↓ 21 to 24 years	6,172	5.0%	6,632	5.0%	6,881	4.9%
25 to 29 years	7,507	6.0%	8,563	6.4%	8,950	6.4%
30 to 34 years	7,230	5.8%	8,265	6.2%	8,102	5.8%
▲ 35 to 39 years	7,044	5.7%	7,853	5.9%	8,298	5.9%
40 to 44 years	7,243	5.8%	7,391	5.5%	8,309	5.9%
↓ 45 to 49 years	8,321	6.7%	7,407	5.6%	7,378	5.3%
↓ 50 to 54 years	9,763	7.8%	7,919	5.9%	7,700	5.5%
↓ 55 to 59 years	10,119	8.1%	9,395	7.0%	8,599	6.1%
60 to 64 years	8,544	6.9%	10,243	7.7%	10,313	7.4%
▲ 65 to 69 years	5,931	4.8%	8,538	6.4%	9,281	6.6%
▲ 70 to 74 years	3,902	3.1%	6,273	4.7%	8,809	6.3%
▲ 75 to 84 years	5,827	4.7%	6,438	4.8%	7,193	5.1%
85 or more years	2,615	2.1%	3,233	2.4%	3,366	2.4%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2017)	108,286			
Single (Never Married)	36,612	33.8%	33.0%	102
Married	52,553	48.5%	50.1%	97
Divorced/Widowed	19,121	17.7%	16.9%	104
Marital Status Females 15 and Older (2017)	54,781			
Single (Never Married)	16,461	30.0%	29.9%	100
Married	25,573	46.7%	48.7%	96
Divorced/Widowed	12,747	23.3%	21.4%	109
Marital Status Males 15 and Older (2017)	53,505			
Single (Never Married)	20,151	37.7%	36.2%	104
Married	26,980	50.4%	51.5%	98
Divorced/Widowed	6,374	11.9%	12.3%	97
FAMILY STRUCTURE				
Households By Type (2017)	47,902			
Married Couple	22,406	46.8%	48.5%	96
▲ Other Family - Male Head of Household	3,224	6.7%	4.9%	137
Other Family - Female Head of Household	6,608	13.8%	13.0%	106
Non Family - Male Head of Household	8,149	17.0%	15.8%	107
Non Family - Female Head of Household	7,514	15.7%	17.7%	88
Households With Children 0 to 18 (2017)	16,045			
Married Couple Family	9,617	59.9%	65.3%	92
▲ Other Family - Male Head of Household	1,974	12.3%	8.5%	145
Other Family - Female Head of Household	4,242	26.4%	25.3%	104
▲ Non Family	212	1.3%	1.0%	137
Population By Household Type (2017)	133,279			
Group Quarters	2,892	2.2%	2.5%	87

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GROUP QUARTERS				
Population In Group Quarters By Type (2017)	2,892			
Correctional Facilities	794	27.5%	29.9%	92
↓ College Dorms	679	23.5%	32.0%	73
↓ Military	0	0.0%	4.2%	0
Nursing Homes	667	23.1%	18.7%	123
▲ Other	752	26.0%	15.2%	171
RACE/ETHNICITY				
Population By Race/Ethnicity (2017)	133,279			
↓ White (Non-Hispanic)	34,233	25.7%	60.8%	42
↓ African-American (Non-Hisp)	1,141	0.9%	12.4%	7
↓ Hispanic/Latino	17,536	13.2%	18.0%	73
↓ Native American (Non-Hisp)	548	0.4%	0.7%	56
▲ Asian (Non-Hisp)	30,583	22.9%	5.5%	419
▲ Hawaiian & Pacific Islander (Non-Hisp)	15,441	11.6%	0.2%	6,747
▲ Other Races & Multiple Races (Non-Hisp)	33,798	25.4%	2.4%	1,038
Asian Population By Race (2017)	31,948			
↓ Chinese	887	2.8%	22.3%	12
▲ Japanese	15,103	47.3%	5.0%	949
↓ Indian	9	0.0%	19.6%	0
↓ Korean	722	2.3%	9.6%	23
↓ Vietnamese	102	0.3%	11.0%	3
▲ Other Asian Races	15,125	47.3%	32.5%	146
Hispanic/Latino Population By Race (2017)	17,536			
↓ White	3,273	18.7%	53.0%	35
↓ African-American	125	0.7%	2.5%	28
Native American	215	1.2%	1.4%	89
▲ Asian	1,365	7.8%	0.4%	1,859
▲ Other Races & Multiple Races	12,558	71.6%	42.7%	168
Hispanic/Latino Population By Origin (2017)	17,536			
↓ Mexican	3,453	19.7%	62.3%	32
▲ Puerto Rican	9,027	51.5%	9.5%	540
↓ Cuban	201	1.1%	3.6%	32
Other Hispanic Origin	4,856	27.7%	24.6%	112

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	31,918			
↓ Pre-Primary (Public)	845	2.6%	3.4%	77
▲ Pre-Primary (Private)	1,100	3.4%	2.6%	131
Elementary/High School (Public)	18,414	57.7%	58.9%	98
▲ Elementary/High School (Private)	3,053	9.6%	6.6%	144
Enrolled in College	8,507	26.7%	28.4%	94
Population By Education Completed (Age 25 and over) (2017)	91,519			
↓ Elementary (Less than 9 years)	2,420	2.6%	5.8%	46
Some High School (9 to 11 years)	5,740	6.3%	7.7%	82
High School Graduate (12 years)	29,300	32.0%	27.8%	115
Some College (13 to 15 years)	20,107	22.0%	21.1%	104
▲ Associate Degree	9,243	10.1%	8.0%	126
Bachelor's Degree	15,657	17.1%	18.4%	93
Graduate Degree	9,053	9.9%	11.2%	89
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2017)	54,536			
TOTAL WHITE COLLAR	31,381	57.5%	61.4%	94
Executive and Managerial	5,054	9.3%	9.9%	94
Professional Specialty	9,077	16.6%	16.6%	100
↓ Technical Support	2,827	5.2%	8.3%	62
Sales	6,041	11.1%	10.8%	102
Administrative Support & Clerical	8,382	15.4%	15.7%	98
TOTAL BLUE COLLAR	23,155	42.5%	38.6%	110
↓ Service: Private Households	1,589	2.9%	3.7%	79
Service: Protective	1,378	2.5%	2.2%	114
▲ Service: Other	5,194	9.5%	7.5%	127
▲ Farming, Forestry & Fishing	1,561	2.9%	0.7%	388
Precision Production and Craft	5,161	9.5%	11.0%	86
↓ Operators and Assemblers	1,350	2.5%	3.2%	77
↓ Transportation and Material Moving	2,385	4.4%	6.2%	70
▲ Laborers	4,537	8.3%	4.0%	206

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2017)	106,631			
Employed	54,453	51.1%	58.3%	88
Unemployed	4,580	4.3%	5.2%	82
▲ Not in Labor Force	47,598	44.6%	36.4%	123
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	23,497	65.6%	66.8%	98
With No Own Children	15,073	42.1%	42.2%	100
With Own Children Age 0 to 5 only	1,759	4.9%	5.5%	90
With Own Children Age 6 to 17 only	4,934	13.8%	14.8%	93
With Own Children Both Age 0 to 5 and 6 to 17	1,731	4.8%	4.3%	112
TOTAL NOT WORKING (UNEMPLOYED)	1,803	5.0%	6.2%	81
With No Own Children	1,344	3.8%	3.8%	100
↓ With Own Children Age 0 to 5 only	140	0.4%	0.7%	59
↓ With Own Children Age 6 to 17 only	196	0.5%	1.3%	44
↓ With Own Children Both Age 0 to 5 and 6 to 17	123	0.3%	0.5%	63
TOTAL NOT IN THE LABOR FORCE	10,524	29.4%	27.0%	109
▲ With No Own Children	7,594	21.2%	17.1%	124
With Own Children Age 0 to 5 only	871	2.4%	2.6%	94
↓ With Own Children Age 6 to 17 only	1,098	3.1%	4.6%	66
With Own Children Both Age 0 to 5 and 6 to 17	961	2.7%	2.6%	101
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2017)	47,902			
Above Poverty Line (Households with Children)	27,414	58.2%	59.8%	97
Above Poverty Line (Households without Children)	11,459	24.3%	26.5%	92
▲ Below Poverty Line (Households with Children)	4,822	10.2%	7.8%	131
▲ Below Poverty Line (Households without Children)	3,420	7.3%	5.9%	122
Households By Presence of Retirement Income (2013)				
With Retirement Income	9,183	20.7%	17.6%	118
Without Retirement Income	33,336	75.2%	81.5%	92

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2017)	47,902			
Owner Occupied	32,666	68.2%	64.9%	105
Renter Occupied	15,236	31.8%	35.1%	91
Median Rent (2013)	\$1,005		\$904	111
Structures By Number of Units (2017)	55,196			
▲ Single Unit	48,677	88.2%	67.2%	131
↓ 3 to 4 Units	2,057	3.7%	8.1%	46
↓ 5 to 19 Units	2,088	3.8%	9.4%	40
↓ 20 to 49 Units	1,342	2.4%	3.6%	67
↓ 50 or more Units	786	1.4%	5.2%	27
↓ Mobile Home	214	0.4%	6.4%	6
↓ Other	34	0.1%	0.1%	73
▲ Single To Multiple Unit Ratio	7.76		2.56	304
Owner-Occupied Property Values (2017)	32,666			
↓ Under \$40,000	681	2.1%	7.0%	30
↓ \$40,000 to \$59,999	213	0.7%	3.5%	19
↓ \$60,000 to \$79,999	672	2.1%	4.9%	42
↓ \$80,000 to \$99,999	487	1.5%	6.2%	24
↓ \$100,000 to 149,999	2,389	7.3%	14.6%	50
↓ \$150,000 to \$199,999	3,370	10.3%	14.3%	72
↓ \$200,000 to \$299,999	7,030	21.5%	18.3%	118
▲ \$300,000 to \$499,999	11,575	35.4%	17.6%	202
▲ \$500,000 to \$999,999	5,130	15.7%	10.3%	153
↓ \$1,000,000 and over	1,118	3.4%	3.3%	105
▲ Median Property Value	\$324,012		\$197,980	164

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HOUSING (CONTINUED)				
Housing Units By Year Built (2017)	55,196			
▲ 2010 and later	4,858	8.8%	6.7%	130
▲ 2000 to 2009	10,361	18.8%	14.6%	129
▲ 1990 to 1999	10,297	18.7%	13.3%	141
▲ 1980 to 1989	10,243	18.6%	13.0%	143
1970 to 1979	8,874	16.1%	14.8%	109
↓ 1960 to 1969	3,416	6.2%	10.3%	60
↓ 1950 to 1959	2,583	4.7%	10.1%	47
↓ 1949 or earlier	4,564	8.3%	17.3%	48
Households By Number of Persons (2017)	47,902			
1 Person Household	12,199	25.5%	27.3%	93
2 Person Household	15,308	32.0%	32.3%	99
3 Person Household	7,738	16.2%	16.2%	100
4 Person Household	5,892	12.3%	13.1%	94
5 Person Household	3,390	7.1%	6.5%	110
▲ 6 Person Household	1,775	3.7%	2.7%	135
▲ 7 or more Person Household	1,599	3.3%	1.9%	175
Average Persons Per Household	2.7		2.6	106
Households By Heating Type (2013)	42,519			
↓ Utility and Other Gas	1,535	3.6%	54.0%	7
↓ Electric	7,561	17.8%	36.1%	49
↓ Oil	11	0.0%	6.1%	0
▲ Coal and Wood	1,160	2.7%	2.2%	123
▲ Solar/Other Fuel	481	1.1%	0.5%	229
▲ No Fuel Used	31,771	74.7%	0.9%	7,909

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TRANSPORTATION				
Households By Number of Vehicles (2017)	47,902			
↓ No Vehicles	2,276	4.8%	9.0%	53
1 Vehicle	17,064	35.6%	33.6%	106
2 Vehicle	19,095	39.9%	37.5%	106
3 or more Vehicles	9,467	19.8%	19.9%	99
Workers By Travel Time to Work (2017)	49,005			
▲ Less than 15 minutes	16,082	32.8%	27.1%	121
15 to 29 minutes	15,257	31.1%	36.4%	85
30 to 44 minutes	8,840	18.0%	20.3%	89
45 to 59 minutes	3,949	8.1%	7.8%	103
60 or more minutes	4,877	10.0%	8.4%	118
Average Travel Time to Work (minutes)	28.1		28.3	99
Workers By Type of Transportation to Work (2017)	53,117			
Drive Alone	39,791	74.9%	76.9%	97
▲ Car Pool	6,491	12.2%	9.5%	129
↓ Public Transportation	837	1.6%	5.1%	31
Walk to Work	1,262	2.4%	2.8%	85
Other Means	603	1.1%	1.2%	92
▲ Work at Home	4,133	7.8%	4.5%	175

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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)	20,138	42.0%	31.4%	134
4	Rural Families (27, 26, 29, 33, 35 and 38)	10,066	21.0%	13.1%	161
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	8,293	17.3%	15.1%	115
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	5,447	11.4%	18.4%	62
5	Senior Life (7, 20, 21, 22, 30 and 31)	2,823	5.9%	6.9%	85
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	513	1.1%	14.7%	7

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.		
25	Working Country Consumers	7,587	15.8%	4.1%	385
5	Prosperous Diversity	6,809	14.2%	3.1%	458
17	Large Young Families	6,608	13.8%	2.2%	641
38	Rural Working Families	5,746	12.0%	8.8%	137
28	Building Country Families	4,842	10.1%	2.8%	361
45	Struggling Urban Diversity	2,598	5.4%	2.5%	221
42	Laboring Rural Diversity	2,217	4.6%	1.5%	305
29	Working Country Families	1,900	4.0%	1.0%	412
35	Laboring Country Families	1,326	2.8%	2.7%	101
20	Cautious and Mature	977	2.0%	2.6%	77
4	Educated Mid-Life Families	913	1.9%	3.4%	56
31	Mature Country Families	668	1.4%	0.5%	258
22	Mature and Established	661	1.4%	1.8%	77
16	Established Country Families	633	1.3%	6.4%	21
49	Exception Households	617	1.3%	0.2%	516
40	Surviving Urban Diversity	508	1.1%	4.0%	26
14	Secure Mid-Life Families	493	1.0%	0.7%	157
15	Reliable Young Starters	479	1.0%	4.3%	24
27	Country Family Diversity	465	1.0%	0.3%	285
33	Laboring Rural Families	350	0.7%	0.1%	535

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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	293	0.6%	0.6%	108
26	Working Suburban Families	279	0.6%	0.1%	488
7	Prosperous and Mature	201	0.4%	0.5%	78
9	Educated Working Families	191	0.4%	0.1%	475
18	Working Urban Families	120	0.3%	4.0%	6
10	Suburban Mid-Life Families	95	0.2%	5.5%	4
43	Laboring Urban Diversity	84	0.2%	0.5%	35
6	Prosperous New Country Families	77	0.2%	2.1%	8
23	Established Empty-Nesters	60	0.1%	3.4%	4
30	Urban Senior Life	23	0.0%	0.8%	6
48	Struggling Urban Life	22	0.0%	0.8%	6
12	Educated New Starters	17	0.0%	2.9%	1
41	Struggling Hispanic Households	11	0.0%	1.6%	1
19	Educated and Promising	10	0.0%	0.1%	27
39	New Beginning Urbanites	6	0.0%	2.8%	0
44	Laboring Urban Life	6	0.0%	0.1%	17
11	Young Suburban Families	2	0.0%	3.0%	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
1	Traditional Affluent Families	0	0.0%	3.5%	0
46	Struggling Black Households	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	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		47,897	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2017 Households Likely to Be:

Strongly Involved with Their Faith	35.4%	35.4%	100
↓ Somewhat Involved with Their Faith	22.7%	29.9%	76
▲ Not Involved with Their Faith	41.5%	34.7%	120

Estimated 2017 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	20.1%	22.1%	91
Decreased Their Involvement with Their Faith in the Last 10 Years	21.9%	23.7%	92

RELIGIOUS PREFERENCE INDICATOR

Estimated 2017 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	133
↓ Baptist	10.5%	16.1%	65
↓ Catholic	14.5%	23.7%	61
↓ Congregational	1.7%	2.0%	89
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.5%	0.4%	105
↓ Episcopal	2.1%	2.9%	74
↓ Holiness	0.7%	0.8%	85
▲ Jehovah's Witnesses	1.4%	1.1%	129
↓ Judaism	1.2%	3.2%	39
Lutheran	7.0%	7.2%	96
↓ Methodist	6.8%	10.1%	67
▲ Mormon	10.6%	1.8%	601
▲ New Age	1.1%	0.6%	186
▲ Non-Denominational / Independent	11.6%	6.9%	167
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.2%	2.4%	133
↓ Presbyterian / Reformed	3.8%	4.6%	84
↓ Unitarian / Universalist	0.6%	0.7%	86
▲ Interested but No Preference	4.9%	3.9%	126
▲ Not Interested and No Preference	17.5%	11.1%	158
▲ 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	3.9%	4.0%	98
Lets them do what they want and is supportive	11.7%	11.7%	100
↓ Lets them do what they want and stays out of the way	4.1%	4.8%	85
Works with them on deciding what to do and helps them do it	80.3%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2017 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	39.8%	43.5%	92
Finding/Providing Health Insurance	28.1%	29.0%	97
▲ Day-to-Day Financial Worries	34.9%	31.6%	111
Finding Employment Opportunities	13.6%	14.4%	95
▲ Finding Affordable Housing	12.7%	11.3%	112
Providing Adequate Food	8.8%	8.6%	103
↓ Finding Child Care	5.5%	6.3%	88
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	16.6%	16.7%	99
▲ Dealing With Teen / Child Problems	24.1%	20.7%	116
↓ Finding/Providing Aging Parent Care	13.7%	15.5%	89
▲ Dealing With Abusive Relationships	12.8%	11.4%	113
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	14.6%	13.6%	108
↓ Dealing With Racial / Ethnic Prejudice	10.4%	13.1%	80
▲ Dealing With Neighborhood Gangs	13.5%	8.5%	159
Dealing with Social Injustice	11.1%	11.3%	98
HOPES AND DREAMS:			
Achieving Long-term Financial Security	51.8%	50.6%	102
Finding Time for Recreation / Leisure	23.2%	25.3%	92
↓ Finding Better Quality Healthcare	21.0%	23.9%	88
Finding A Satisfying Job / Career	17.8%	19.3%	92
↓ Finding Retirement Opportunities	15.7%	18.9%	83
Achieving A Fulfilling Marriage	22.6%	22.3%	101
▲ Developing Parenting Skills	17.6%	14.7%	119
▲ Achieving Educational Objectives	9.0%	7.5%	120
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	26.0%	29.8%	87
Finding Companionship	16.5%	17.3%	96
Finding A Good Church	15.4%	15.2%	101
Finding Spiritual Teaching	14.1%	12.9%	109
↓ Finding Life Direction	12.1%	14.0%	86

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KEY VALUES INDICATOR

Estimated 2017 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	87.0%	84.5%	103
"God is actively involved in the world including nations and their governments"	68.6%	63.8%	108

SOCIETY:

"It is important to preserve the traditional American family structure"	93.1%	91.5%	102
"A healthy environment has become a national crisis"	81.4%	82.8%	98
"Public education is essential to the future of American society"	94.8%	94.0%	101

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	49.7%	50.1%	99
"The role of Churches / Synagogues is to help form and support moral values"	81.6%	81.1%	101
"Churches and religious organizations should provide more human services"	61.7%	62.6%	99

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"	37.2%	36.3%	102

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2017 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.2%	59.8%	99
More than \$500 per year	30.4%	31.2%	97
More than \$1,000 per year	17.1%	17.4%	98

TO CHARITIES:

↓ More than \$100 per year	28.7%	33.7%	85
↓ More than \$500 per year	4.4%	6.8%	65
↓ More than \$1,000 per year	1.4%	2.3%	61

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	12.4%	16.1%	77
↓ More than \$500 per year	3.2%	4.3%	74
↓ More than \$1,000 per year	1.6%	2.2%	73

Ministry Area Profile 2017
Compass
REPORT

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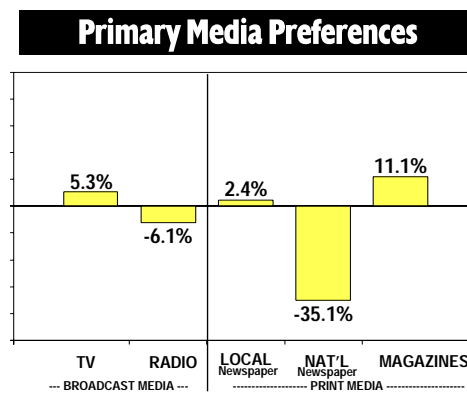
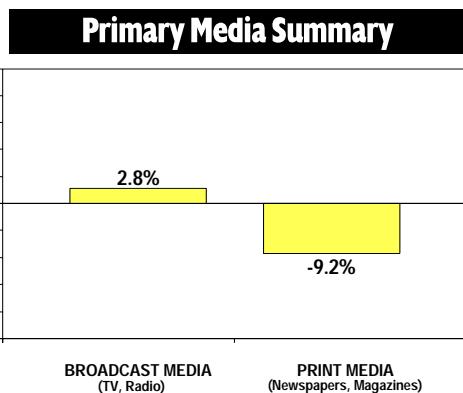
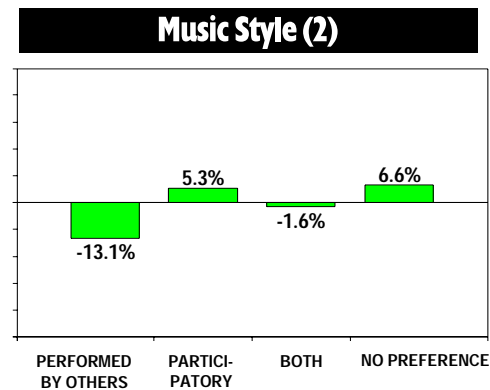
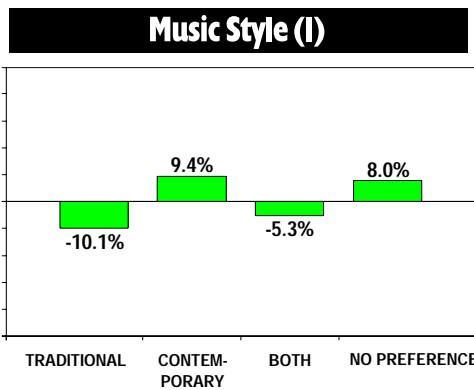
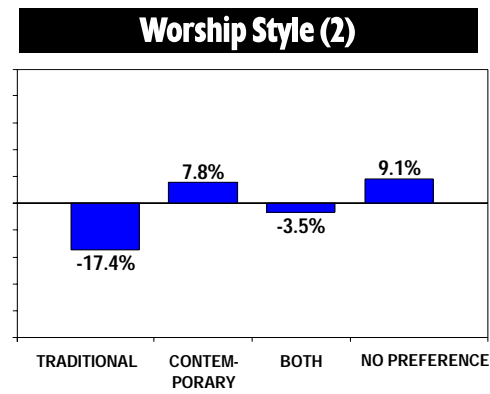
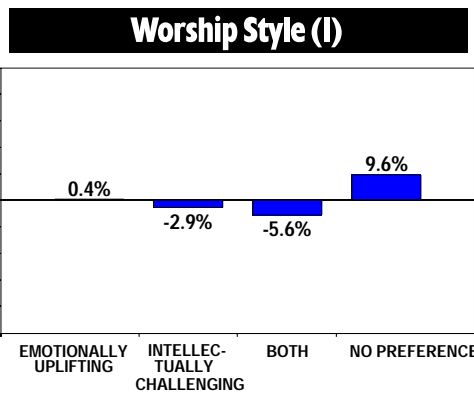
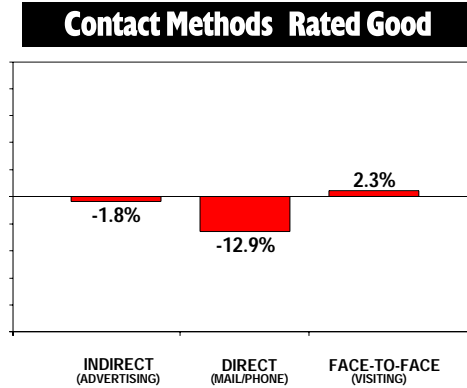
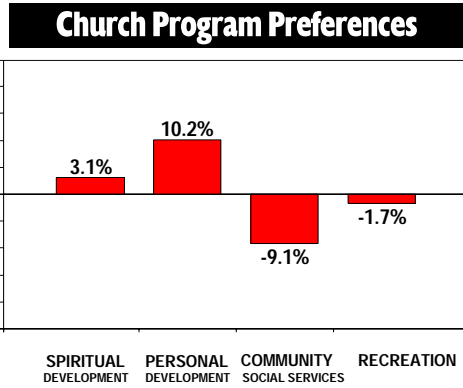
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	45.7%	41.1%	111
Adult Theological Discussion Groups	21.4%	22.5%	95
Spiritual Retreats	10.4%	11.6%	90

PERSONAL DEVELOPMENT:

▲ Marriage Enrichment Opportunities	16.9%	15.2%	111
▲ Parent Training Programs	9.4%	7.8%	121
Twelve Step Programs	3.3%	3.5%	96
↓ Divorce Recovery	2.1%	2.4%	88

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	22.0%	22.5%	98
↓ Care for the Terminally Ill	13.2%	15.7%	84
↓ Food and Clothing Resources	9.7%	11.1%	87
Day Care Services	5.9%	6.1%	97
↓ Church Sponsored Day-School	4.8%	5.7%	85

RECREATION:

▲ Youth Social Programs	33.5%	29.7%	113
Family Activities and Outings	34.2%	32.8%	104
↓ Active Retirement Programs	21.2%	26.8%	79
↓ Cultural Programs (Music, Drama, Art)	16.4%	18.9%	87
▲ Sports or Camping	7.4%	6.3%	117

SUMMARY

Spiritual Development Index	103
Personal Development Index	110
Community/Social Services Index	91
Recreation Index	98



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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	26.5%	26.4%	100
B. Intellectually Challenging	10.8%	11.1%	97
C. Both A and B	37.0%	39.2%	94
D. No Preference or Not Interested	25.6%	23.4%	110

PART 2:

↓ A. Traditional/Formal/Ceremonial	16.7%	20.2%	83
B. Contemporary/Informal	28.4%	26.3%	108
C. Both A and B	25.6%	26.5%	97
D. No Preference or Not Interested	29.4%	26.9%	109

MUSIC STYLE INDICATOR

Estimated 2017 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.0%	24.4%	90
B. Contemporary	21.6%	19.7%	109
C. Both A and B	29.5%	31.1%	95
D. No Preference or Not Interested	26.7%	24.8%	108

PART 2:

↓ A. Performed by Others	16.3%	18.7%	87
B. Participatory	24.1%	22.9%	105
C. Both A and B	31.7%	32.2%	98
D. No Preference or Not Interested	27.9%	26.2%	107



Date: 6/30/2017

Prepared For:
 Hawaii - Big Island west side (Hilo)
 1815 Kinoole St
 Hilo, HI 96720

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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	19.7%	22.0%	90
▲ B. Personal Spiritual Development	15.9%	14.3%	111
C. Both A and B	36.1%	37.4%	97
D. No Preference or Not Interested	28.3%	26.3%	108

PART 2:

▲ A. Global Mission	9.1%	6.2%	147
↓ B. Local Mission	28.5%	33.3%	85
C. Both A and B	30.7%	30.1%	102
D. No Preference or Not Interested	32.1%	30.4%	106

CHURCH ARCHITECTURE INDICATOR

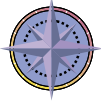
Estimated 2017 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	20.7%	26.6%	78
▲ B. Contemporary	18.9%	15.9%	118
C. Both A and B	32.6%	32.3%	101
▲ D. No Preference or Not Interested	27.7%	25.1%	111

PART 2:

↓ A. Somber/Serious	6.3%	9.4%	67
B. Light and Airy	37.0%	34.7%	107
C. Both A and B	26.5%	27.7%	95
D. No Preference or Not Interested	30.2%	28.2%	107



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	49.8%	47.3%	105
Radio	12.5%	13.3%	94

PRINT MEDIA:

Local Newspaper	34.2%	36.1%	95
↓ National Newspaper	2.8%	4.3%	65
↓ Magazines	1.9%	2.4%	79

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	30.4%	31.9%	95
Radio	25.9%	23.8%	109

PRINT MEDIA:

Local Newspaper	33.5%	32.7%	102
↓ National Newspaper	4.4%	5.8%	76
▲ Magazines	7.8%	7.0%	111

SUMMARY

Overall Broadcast Media Index (100 = Average)	102
Overall Print Media Index	96



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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:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	38.0%	36.2%	105
↓ Putting Ad in Local Newspaper	29.9%	33.8%	88
Local Cable Channels	30.8%	30.4%	101
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	46.0%	53.7%	86
↓ Calling and Offering to Send Information By Mail	25.2%	29.5%	85
Calling and Discussing on the Phone	11.7%	12.0%	98
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	18.8%	20.1%	94
▲ Going Door to Door	16.1%	14.0%	115

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	18.4%	19.6%	94
Putting Ad in Local Newspaper	22.2%	21.5%	103
Local Cable Channels	31.9%	30.7%	104
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	17.0%	13.3%	128
▲ Calling and Offering to Send Information By Mail	38.0%	34.0%	112
Calling and Discussing on the Phone	62.7%	60.6%	103
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	49.3%	49.6%	99
Going Door to Door	62.0%	64.0%	97

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	98
↓ Direct Methods Index	87
Face-to-Face Methods Index	102

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	101
Direct Methods Index	109
Face-to-Face Methods Index	98