

ministry area profile 2017

Hawaii - Honolulu entire Island
1775 S Beretania St
Honolulu, HI 96826

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 980,334 persons residing in the defined study area. This represents an increase of 140,812 or 16.8% 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 4.3% or 41,981 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 45 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 22.6% 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 19.7% of the population and all other racial/ethnic groups make up a substantial 80.3% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 48.7% of the total population. *African-Americans* are projected to be the fastest growing group increasing by 38.4% 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 *Millenials* (age 16 to 35) comprised of 281,748 persons or 28.7% of the total population in the area. *Builders* (age 93 and up) make up 0.3% 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 traditional* due to the above 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 high*. While 91.2% 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 32.5% 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, Affordable Housing, Neighborhood Crime and Safety, Social Injustice and Achieving a Fulfilling Marriage*. (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?**

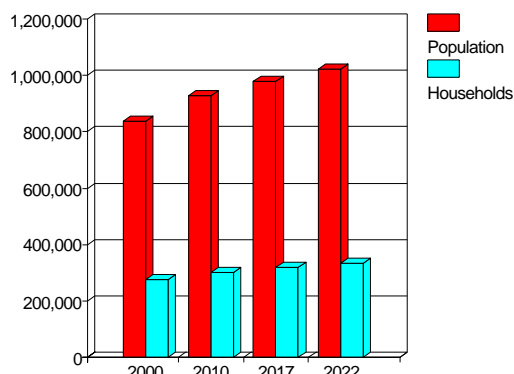
A Based upon the average household income of \$99,404 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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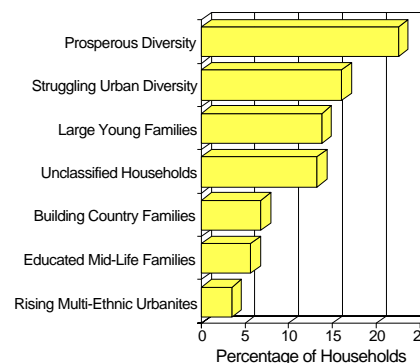
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Population and Households

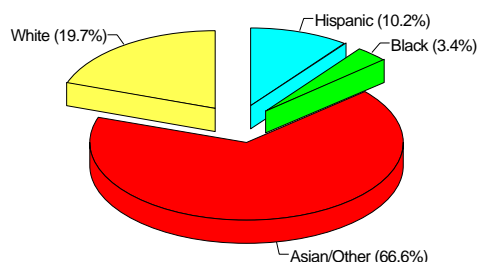


Primary U.S. Lifestyles Segments-2017

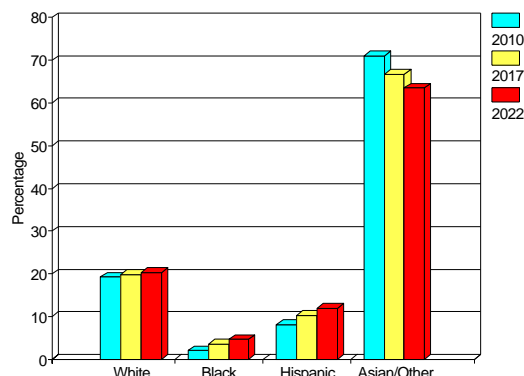


The population in the study area has increased by 54230 persons, or 5.9% since 2010 and is projected to increase by 41981 persons, or 4.3% between 2017 and 2022. The number of households has increased by 18095, or 6.0% since 2010 and is projected to increase by 14456, or 4.5% between 2017 and 2022.

Population By Race/Ethnicity-2017

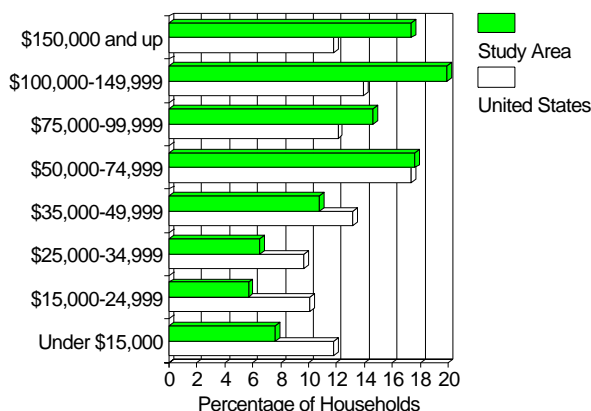


Population By Race/Ethnicity Trend

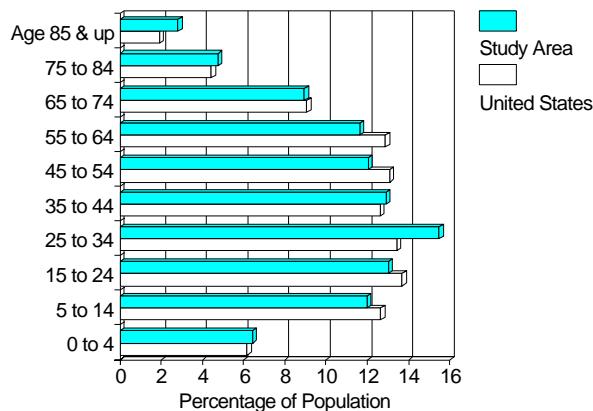


Between 2017 and 2022, the White population is projected to increase by 13436 persons and to increase from 19.7% to 20.2% of the total population. The Black population is projected to increase by 12871 persons and to increase from 3.4% to 4.5% of the total. The Hispanic/Latino population is projected to increase by 20876 persons and to increase from 10.2% to 11.8% of the total. The Asian/Other population is projected to decrease by 5201 persons and to decrease from 66.6% to 63.4% of the total population.

Households By Income-2017



Population by Age-2017

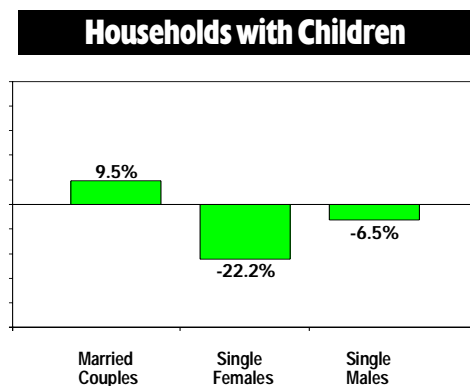
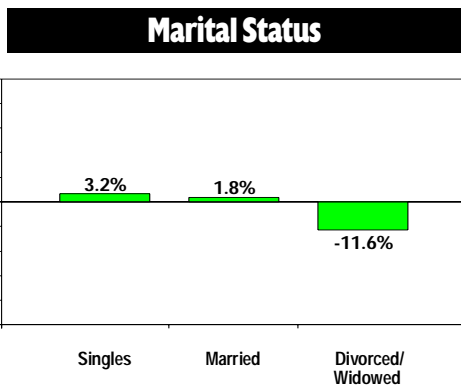
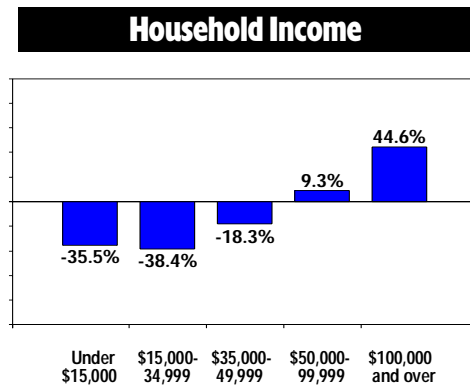
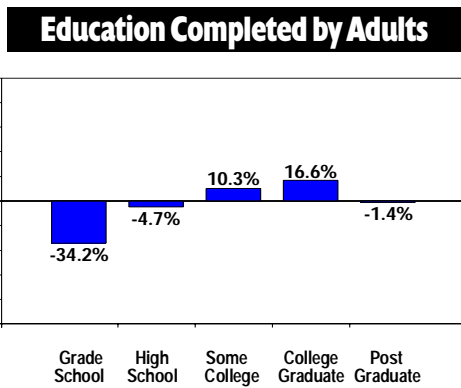
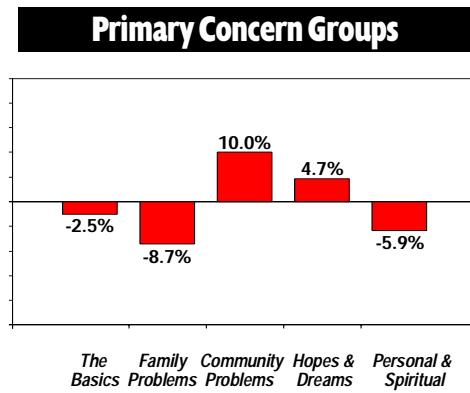
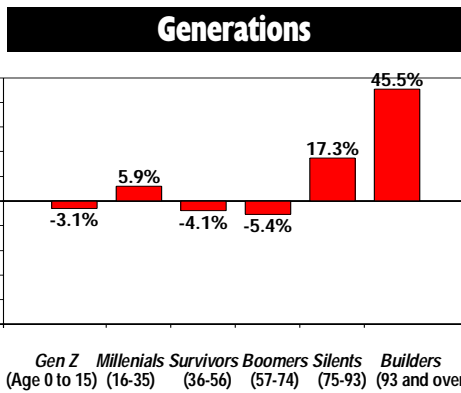
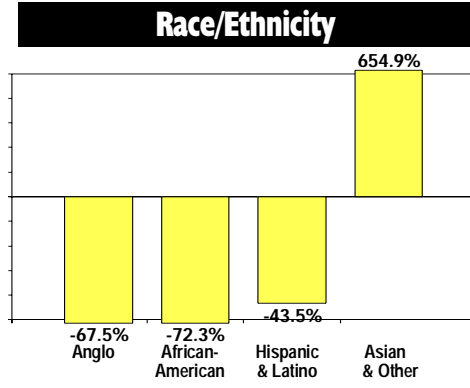
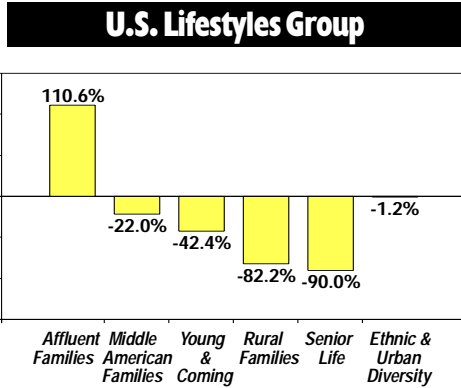


The average household income in the study area is \$99404 a year as compared to the U.S. average of \$80853. The average age in the study area is 39.3 and is projected to increase to 39.8 by 2022. The average age in the U.S. is 39.1 and is projected to increase to 39.9 by 2022.

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POPULATION				
	2000 Census	2010 Census	2017 Update	2022 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	839,522	926,104	980,334	1,022,315
Population Change		86,582	54,230	41,981
Percentage Change		10.3%	5.9%	4.3%
Average Annual Growth Rate		1.0%	0.8%	0.9%
▲ Density (Pop. per square mile)	1,191	1,314	1,391	1,450
HOUSEHOLDS				
▲ Households	276,139	303,000	321,095	335,551
Household Change		26,861	18,095	14,456
Percentage Change		9.7%	6.0%	4.5%
Average Annual Growth Rate		1.0%	0.9%	0.9%
Persons Per Household	2.92	2.94	2.93	2.93

POPULATION BY RACE/ETHNICITY						
	2010 Census		2017 Update		2022 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	176,547	19.1%	193,540	19.7%	206,976	20.2%
▲ African-American (Non-Hisp)	17,657	1.9%	33,535	3.4%	46,406	4.5%
▲ Hispanic/Latino	74,151	8.0%	99,982	10.2%	120,858	11.8%
↓ Asian/Other (Non-Hisp)	657,749	71.0%	653,276	66.6%	648,075	63.4%

POPULATION BY GENDER						
↓ Female	462,416	49.9%	482,509	49.2%	502,895	49.2%
▲ Male	463,688	50.1%	497,825	50.8%	519,420	50.8%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	103,929	11.2%	191,332	19.5%	266,766	26.1%
Millennials (Born 1982 to 2001)	251,438	27.2%	281,725	28.7%	281,244	27.5%
↓ Survivors (Born 1961 to 1981)	261,556	28.2%	254,562	26.0%	256,104	25.1%
↓ Boomers (Born 1943 to 1960)	197,788	21.4%	178,593	18.2%	163,405	16.0%
↓ Silents (Born 1925 to 1942)	91,770	9.9%	71,345	7.3%	54,647	5.3%
↓ Builders (Born 1924 and earlier)	19,744	2.1%	2,775	0.3%	147	0.0%

AGE			
▲ Average Age	38.8	39.3	39.8
Median Age	38.9	38.7	39.3

INCOME			
▲ Average Household Income	\$84,519	\$99,404	\$107,242
▲ Median Household Income	\$73,204	\$81,023	\$86,881
▲ Per Capita Income	\$27,653	\$32,559	\$35,200

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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	39,076	12.9%	55,646	17.3%	68,153	20.3%
▲ \$100,000 to \$149,999	55,612	18.4%	63,801	19.9%	68,590	20.4%
↓ \$75,000 to \$99,999	45,919	15.2%	46,851	14.6%	47,924	14.3%
↓ \$50,000 to \$74,999	56,572	18.7%	56,547	17.6%	55,710	16.6%
↓ \$35,000 to \$49,999	35,655	11.8%	34,661	10.8%	33,472	10.0%
↓ \$25,000 to \$34,999	23,767	7.8%	20,802	6.5%	20,052	6.0%
↓ \$15,000 to \$24,999	21,010	6.9%	18,337	5.7%	17,860	5.3%
↓ Under \$15,000	25,389	8.4%	24,449	7.6%	23,790	7.1%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	59,251	6.4%	62,970	6.4%	63,970	6.3%
Required Formal Schooling (5-17)	144,106	15.6%	150,684	15.4%	163,236	16.0%
↓ College Years, Career Starts (18-24)	95,990	10.4%	94,286	9.6%	92,086	9.0%
Singles and Young Families (25-34)	131,234	14.2%	151,881	15.5%	142,821	14.0%
Families, Empty Nesters (35-54)	249,782	27.0%	244,565	24.9%	260,807	25.5%
↓ Enrichment Years Singles/Couples (55-64)	111,140	12.0%	114,112	11.6%	116,477	11.4%
▲ Retirement Opportunities (65+)	134,722	14.5%	161,834	16.5%	182,916	17.9%
POPULATION BY AGE (DETAIL)						
Under 5 years	59,251	6.4%	62,970	6.4%	63,970	6.3%
▲ 5 to 9 years	55,848	6.0%	60,567	6.2%	64,291	6.3%
10 to 14 years	54,208	5.9%	56,801	5.8%	62,253	6.1%
15 to 17 years	34,050	3.7%	33,316	3.4%	36,692	3.6%
↓ 18 to 20 years	38,157	4.1%	38,350	3.9%	39,560	3.9%
↓ 21 to 24 years	57,833	6.2%	55,936	5.7%	52,526	5.1%
↓ 25 to 29 years	70,025	7.6%	70,068	7.1%	67,097	6.6%
30 to 34 years	61,209	6.6%	81,813	8.3%	75,724	7.4%
▲ 35 to 39 years	60,346	6.5%	66,182	6.8%	72,181	7.1%
40 to 44 years	61,534	6.6%	60,456	6.2%	68,582	6.7%
↓ 45 to 49 years	64,462	7.0%	58,448	6.0%	57,701	5.6%
50 to 54 years	63,440	6.9%	59,479	6.1%	62,343	6.1%
↓ 55 to 59 years	58,643	6.3%	58,083	5.9%	57,673	5.6%
▲ 60 to 64 years	52,497	5.7%	56,029	5.7%	58,804	5.8%
▲ 65 to 69 years	38,680	4.2%	48,491	4.9%	53,670	5.2%
▲ 70 to 74 years	28,135	3.0%	39,223	4.0%	48,984	4.8%
75 to 84 years	45,969	5.0%	46,373	4.7%	50,937	5.0%
▲ 85 or more years	21,938	2.4%	27,747	2.8%	29,325	2.9%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2017)	799,995			
Single (Never Married)	272,477	34.1%	33.0%	103
Married	407,822	51.0%	50.1%	102
Divorced/Widowed	119,696	15.0%	16.9%	88
Marital Status Females 15 and Older (2017)	394,418			
Single (Never Married)	115,755	29.3%	29.9%	98
Married	200,323	50.8%	48.7%	104
Divorced/Widowed	78,340	19.9%	21.4%	93
Marital Status Males 15 and Older (2017)	405,577			
Single (Never Married)	156,722	38.6%	36.2%	107
Married	207,499	51.2%	51.5%	99
Divorced/Widowed	41,356	10.2%	12.3%	83
FAMILY STRUCTURE				
Households By Type (2017)	321,095			
Married Couple	165,996	51.7%	48.5%	107
Other Family - Male Head of Household	17,505	5.5%	4.9%	111
Other Family - Female Head of Household	40,111	12.5%	13.0%	96
Non Family - Male Head of Household	49,068	15.3%	15.8%	96
Non Family - Female Head of Household	48,414	15.1%	17.7%	85
Households With Children 0 to 18 (2017)	111,441			
Married Couple Family	79,668	71.5%	65.3%	110
Other Family - Male Head of Household	8,816	7.9%	8.5%	93
↓ Other Family - Female Head of Household	21,941	19.7%	25.3%	78
Non Family	1,015	0.9%	1.0%	94
Population By Household Type (2017)	980,334			
▲ Group Quarters	35,878	3.7%	2.5%	147

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GROUP QUARTERS				
Population In Group Quarters By Type (2017)	35,878			
↓ Correctional Facilities	4,214	11.7%	29.9%	39
↓ College Dorms	6,968	19.4%	32.0%	61
▲ Military	13,041	36.3%	4.2%	875
Nursing Homes	3,430	9.6%	18.7%	51
▲ Other	8,225	22.9%	15.2%	151
RACE/ETHNICITY				
Population By Race/Ethnicity (2017)	980,334			
↓ White (Non-Hispanic)	193,540	19.7%	60.8%	32
↓ African-American (Non-Hisp)	33,535	3.4%	12.4%	28
↓ Hispanic/Latino	99,982	10.2%	18.0%	57
↓ Native American (Non-Hisp)	2,495	0.3%	0.7%	35
▲ Asian (Non-Hisp)	395,680	40.4%	5.5%	736
▲ Hawaiian & Pacific Islander (Non-Hisp)	81,339	8.3%	0.2%	4,832
▲ Other Races & Multiple Races (Non-Hisp)	173,763	17.7%	2.4%	726
Asian Population By Race (2017)	406,636			
↓ Chinese	50,623	12.4%	22.3%	56
▲ Japanese	146,166	35.9%	5.0%	721
↓ Indian	1,923	0.5%	19.6%	2
↓ Korean	21,350	5.3%	9.6%	54
↓ Vietnamese	8,103	2.0%	11.0%	18
▲ Other Asian Races	178,471	43.9%	32.5%	135
Hispanic/Latino Population By Race (2017)	99,982			
↓ White	22,437	22.4%	53.0%	42
↓ African-American	1,760	1.8%	2.5%	70
↓ Native American	976	1.0%	1.4%	71
▲ Asian	10,956	11.0%	0.4%	2,617
▲ Other Races & Multiple Races	63,853	63.9%	42.7%	149
Hispanic/Latino Population By Origin (2017)	99,982			
↓ Mexican	28,356	28.4%	62.3%	46
▲ Puerto Rican	34,328	34.3%	9.5%	360
↓ Cuban	1,407	1.4%	3.6%	39
▲ Other Hispanic Origin	35,891	35.9%	24.6%	146

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	235,815			
↓ Pre-Primary (Public)	4,928	2.1%	3.4%	61
▲ Pre-Primary (Private)	8,695	3.7%	2.6%	140
Elementary/High School (Public)	114,104	48.4%	58.9%	82
▲ Elementary/High School (Private)	29,698	12.6%	6.6%	190
Enrolled in College	78,391	33.2%	28.4%	117
Population By Education Completed (Age 25 and over) (2017)	672,393			
↓ Elementary (Less than 9 years)	29,822	4.4%	5.8%	77
↓ Some High School (9 to 11 years)	29,602	4.4%	7.7%	57
High School Graduate (12 years)	178,296	26.5%	27.8%	95
Some College (13 to 15 years)	144,683	21.5%	21.1%	102
▲ Associate Degree	71,572	10.6%	8.0%	132
Bachelor's Degree	144,423	21.5%	18.4%	117
Graduate Degree	73,995	11.0%	11.2%	99
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2017)	457,076			
TOTAL WHITE COLLAR	282,731	61.9%	61.4%	101
Executive and Managerial	40,894	8.9%	9.9%	91
Professional Specialty	78,810	17.2%	16.6%	104
Technical Support	36,668	8.0%	8.3%	96
Sales	51,994	11.4%	10.8%	105
Administrative Support & Clerical	74,365	16.3%	15.7%	104
TOTAL BLUE COLLAR	174,345	38.1%	38.6%	99
Service: Private Households	15,084	3.3%	3.7%	89
▲ Service: Protective	14,766	3.2%	2.2%	146
▲ Service: Other	42,201	9.2%	7.5%	123
↓ Farming, Forestry & Fishing	1,707	0.4%	0.7%	51
↓ Precision Production and Craft	36,311	7.9%	11.0%	72
Operators and Assemblers	15,395	3.4%	3.2%	105
Transportation and Material Moving	26,560	5.8%	6.2%	93
▲ Laborers	22,321	4.9%	4.0%	121

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2017)	789,089			
Employed	494,886	62.7%	58.3%	108
↓ Unemployed	26,803	3.4%	5.2%	65
Not in Labor Force	267,399	33.9%	36.4%	93
Total Female Pop. By Work Status (Age 20 to 64) (2013)	269,337			
TOTAL WORKING	193,936	72.0%	66.8%	108
With No Own Children	127,097	47.2%	42.2%	112
With Own Children Age 0 to 5 only	15,183	5.6%	5.5%	103
With Own Children Age 6 to 17 only	39,481	14.7%	14.8%	99
With Own Children Both Age 0 to 5 and 6 to 17	12,175	4.5%	4.3%	105
↓ TOTAL NOT WORKING (UNEMPLOYED)	10,248	3.8%	6.2%	61
↓ With No Own Children	6,367	2.4%	3.8%	63
↓ With Own Children Age 0 to 5 only	1,028	0.4%	0.7%	58
↓ With Own Children Age 6 to 17 only	1,948	0.7%	1.3%	58
↓ With Own Children Both Age 0 to 5 and 6 to 17	905	0.3%	0.5%	61
TOTAL NOT IN THE LABOR FORCE	65,152	24.2%	27.0%	90
With No Own Children	40,347	15.0%	17.1%	88
With Own Children Age 0 to 5 only	8,248	3.1%	2.6%	118
↓ With Own Children Age 6 to 17 only	9,747	3.6%	4.6%	78
With Own Children Both Age 0 to 5 and 6 to 17	6,810	2.5%	2.6%	95
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2017)	321,095			
Above Poverty Line (Households with Children)	209,251	63.2%	59.8%	106
Above Poverty Line (Households without Children)	97,135	29.4%	26.5%	111
↓ Below Poverty Line (Households with Children)	14,368	4.3%	7.8%	56
↓ Below Poverty Line (Households without Children)	10,134	3.1%	5.9%	52
Households By Presence of Retirement Income (2013)	303,000			
▲ With Retirement Income	69,392	22.9%	17.6%	130
Without Retirement Income	232,643	76.8%	81.5%	94

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HOUSING				
Occupied Units By Type (2017)	321,095			
Owner Occupied	177,990	55.4%	64.9%	85
▲ Renter Occupied	143,106	44.6%	35.1%	127
▲ Median Rent (2013)	\$1,409		\$904	156
Structures By Number of Units (2017)	347,105			
Single Unit	190,794	55.0%	67.2%	82
3 to 4 Units	24,147	7.0%	8.1%	86
▲ 5 to 19 Units	43,189	12.4%	9.4%	133
▲ 20 to 49 Units	21,034	6.1%	3.6%	167
▲ 50 or more Units	67,588	19.5%	5.2%	374
↓ Mobile Home	279	0.1%	6.4%	1
↓ Other	74	0.0%	0.1%	25
↓ Single To Multiple Unit Ratio	1.22		2.56	48
Owner-Occupied Property Values (2017)	177,990			
↓ Under \$40,000	2,060	1.2%	7.0%	16
↓ \$40,000 to \$59,999	748	0.4%	3.5%	12
↓ \$60,000 to \$79,999	872	0.5%	4.9%	10
↓ \$80,000 to \$99,999	746	0.4%	6.2%	7
↓ \$100,000 to 149,999	1,397	0.8%	14.6%	5
↓ \$150,000 to \$199,999	2,252	1.3%	14.3%	9
↓ \$200,000 to \$299,999	10,954	6.2%	18.3%	34
▲ \$300,000 to \$499,999	37,611	21.1%	17.6%	120
▲ \$500,000 to \$999,999	90,508	50.9%	10.3%	494
▲ \$1,000,000 and over	30,843	17.3%	3.3%	530
▲ Median Property Value	\$656,771		\$197,980	332

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HOUSING (CONTINUED)				
Housing Units By Year Built (2017)	347,105			
2010 and later	23,836	6.9%	6.7%	102
↓ 2000 to 2009	37,424	10.8%	14.6%	74
1990 to 1999	41,293	11.9%	13.3%	90
1980 to 1989	41,666	12.0%	13.0%	92
▲ 1970 to 1979	80,846	23.3%	14.8%	157
▲ 1960 to 1969	62,584	18.0%	10.3%	175
1950 to 1959	35,550	10.2%	10.1%	102
↓ 1949 or earlier	23,905	6.9%	17.3%	40
Households By Number of Persons (2017)	321,095			
1 Person Household	75,356	23.5%	27.3%	86
2 Person Household	92,947	28.9%	32.3%	90
3 Person Household	55,260	17.2%	16.2%	106
4 Person Household	43,611	13.6%	13.1%	104
5 Person Household	24,381	7.6%	6.5%	117
▲ 6 Person Household	13,406	4.2%	2.7%	152
▲ 7 or more Person Household	16,133	5.0%	1.9%	264
Average Persons Per Household	2.9		2.6	113
Households By Heating Type (2013)	302,035			
↓ Utility and Other Gas	9,753	3.2%	54.0%	6
Electric	111,826	37.0%	36.1%	102
↓ Oil	60	0.0%	6.1%	0
↓ Coal and Wood	121	0.0%	2.2%	2
▲ Solar/Other Fuel	4,910	1.6%	0.5%	329
▲ No Fuel Used	175,365	58.1%	0.9%	6,145

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2017)	321,095			
No Vehicles	32,100	10.0%	9.0%	112
1 Vehicle	111,290	34.7%	33.6%	103
2 Vehicle	112,868	35.2%	37.5%	94
3 or more Vehicles	64,838	20.2%	19.9%	101
Workers By Travel Time to Work (2017)	468,780			
↓ Less than 15 minutes	98,725	21.1%	27.1%	78
15 to 29 minutes	156,458	33.4%	36.4%	92
▲ 30 to 44 minutes	121,549	25.9%	20.3%	128
▲ 45 to 59 minutes	44,551	9.5%	7.8%	122
▲ 60 or more minutes	47,498	10.1%	8.4%	120
Average Travel Time to Work (minutes)	31.3		28.3	110
Workers By Type of Transportation to Work (2017)	479,919			
Drive Alone	310,908	64.8%	76.9%	84
▲ Car Pool	69,032	14.4%	9.5%	151
▲ Public Transportation	42,324	8.8%	5.1%	172
▲ Walk to Work	26,441	5.5%	2.8%	198
▲ Other Means	14,403	3.0%	1.2%	243
↓ Work at Home	16,811	3.5%	4.5%	79

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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)	102,183	31.8%	15.1%	211
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	78,741	24.5%	31.4%	78
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	58,313	18.2%	18.4%	99
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	27,106	8.4%	14.7%	58
4	Rural Families (27, 26, 29, 33, 35 and 38)	7,461	2.3%	13.1%	18
5	Senior Life (7, 20, 21, 22, 30 and 31)	2,226	0.7%	6.9%	10

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	72,293	22.5%	3.1%	726
45	Struggling Urban Diversity	51,653	16.1%	2.5%	655
17	Large Young Families	44,193	13.8%	2.2%	640
50	Unclassified Households	42,418	13.2%	0.2%	6078
28	Building Country Families	21,846	6.8%	2.8%	243
4	Educated Mid-Life Families	18,157	5.7%	3.4%	166
37	Rising Multi-Ethnic Urbanites	11,205	3.5%	0.6%	621
25	Working Country Consumers	7,691	2.4%	4.1%	58
29	Working Country Families	6,939	2.2%	1.0%	225
12	Educated New Starters	6,483	2.0%	2.9%	69
1	Traditional Affluent Families	5,504	1.7%	3.5%	49
14	Secure Mid-Life Families	5,001	1.6%	0.7%	238
15	Reliable Young Starters	4,166	1.3%	4.3%	31
36	Working Diverse Urbanites	4,151	1.3%	0.4%	300
16	Established Country Families	4,131	1.3%	6.4%	20
34	College and Career Starters	2,823	0.9%	0.6%	153
41	Struggling Hispanic Households	1,901	0.6%	1.6%	37
49	Exception Households	1,427	0.4%	0.2%	178
47	University Life	1,384	0.4%	0.8%	57
20	Cautious and Mature	1,336	0.4%	2.6%	16

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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.		
2	Professional Affluent Families	1,097	0.3%	0.8%	42
8	Rising Potential Professionals	913	0.3%	2.3%	12
10	Suburban Mid-Life Families	710	0.2%	5.5%	4
21	Mature and Stable	544	0.2%	0.6%	30
27	Country Family Diversity	400	0.1%	0.3%	37
46	Struggling Black Households	246	0.1%	2.5%	3
7	Prosperous and Mature	165	0.1%	0.5%	10
22	Mature and Established	114	0.0%	1.8%	2
3	Mid-Life Prosperity	114	0.0%	1.5%	2
13	Affluent Educated Urbanites	113	0.0%	0.4%	9
48	Struggling Urban Life	105	0.0%	0.8%	4
42	Laboring Rural Diversity	86	0.0%	1.5%	2
9	Educated Working Families	75	0.0%	0.1%	28
26	Working Suburban Families	72	0.0%	0.1%	19
32	Working Urban Life	59	0.0%	1.7%	1
43	Laboring Urban Diversity	53	0.0%	0.5%	3
24	Metro Multi-Ethnic Diversity	52	0.0%	2.7%	1
18	Working Urban Families	48	0.0%	4.0%	0
23	Established Empty-Nesters	39	0.0%	3.4%	0
31	Mature Country Families	36	0.0%	0.5%	2
30	Urban Senior Life	31	0.0%	0.8%	1
38	Rural Working Families	30	0.0%	8.8%	0
33	Laboring Rural Families	20	0.0%	0.1%	5
19	Educated and Promising	19	0.0%	0.1%	8
6	Prosperous New Country Families	17	0.0%	2.1%	0
11	Young Suburban Families	8	0.0%	3.0%	0
44	Laboring Urban Life	6	0.0%	0.1%	2
40	Surviving Urban Diversity	1	0.0%	4.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
TOTALS		319,875	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2017 Households Likely to Be:

Strongly Involved with Their Faith	32.4%	35.4%	91
↓ Somewhat Involved with Their Faith	22.5%	29.9%	75
▲ Not Involved with Their Faith	45.5%	34.7%	131

Estimated 2017 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.6%	22.1%	79
Decreased Their Involvement with Their Faith in the Last 10 Years	22.7%	23.7%	96

RELIGIOUS PREFERENCE INDICATOR

Estimated 2017 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	112
↓ Baptist	8.6%	16.1%	54
↓ Catholic	15.5%	23.7%	66
Congregational	1.9%	2.0%	96
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.5%	0.4%	120
↓ Episcopal	2.4%	2.9%	82
↓ Holiness	0.5%	0.8%	56
▲ Jehovah's Witnesses	1.3%	1.1%	128
↓ Judaism	1.8%	3.2%	58
Lutheran	7.4%	7.2%	102
↓ Methodist	5.7%	10.1%	56
▲ Mormon	10.9%	1.8%	620
▲ New Age	1.9%	0.6%	330
▲ Non-Denominational / Independent	11.0%	6.9%	159
↓ Orthodox	0.1%	0.3%	33
Pentecostal	2.4%	2.4%	100
↓ Presbyterian / Reformed	3.9%	4.6%	85
▲ Unitarian / Universalist	1.0%	0.7%	143
▲ Interested but No Preference	5.1%	3.9%	131
▲ Not Interested and No Preference	18.7%	11.1%	168
▲ 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	4.1%	4.0%	102
Lets them do what they want and is supportive	12.6%	11.7%	108
Lets them do what they want and stays out of the way	5.2%	4.8%	108
Works with them on deciding what to do and helps them do it	78.2%	79.6%	98

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PRIMARY CONCERN INDICATOR			
Estimated 2017 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	39.9%	43.5%	92
↓ Finding/Providing Health Insurance	24.4%	29.0%	84
Day-to-Day Financial Worries	32.6%	31.6%	103
Finding Employment Opportunities	15.6%	14.4%	108
▲ Finding Affordable Housing	15.1%	11.3%	134
↓ Providing Adequate Food	6.9%	8.6%	81
Finding Child Care	6.5%	6.3%	103
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.3%	16.7%	79
Dealing With Teen / Child Problems	21.2%	20.7%	102
↓ Finding/Providing Aging Parent Care	13.7%	15.5%	88
Dealing With Abusive Relationships	10.2%	11.4%	90
Dealing With Divorce	4.4%	4.5%	98
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	32.6%	27.0%	121
Finding/Providing Good Schools	22.7%	23.5%	97
↓ Dealing with Problems in Schools	12.0%	13.6%	88
Dealing With Racial / Ethnic Prejudice	12.8%	13.1%	97
▲ Dealing With Neighborhood Gangs	13.4%	8.5%	158
▲ Dealing with Social Injustice	13.2%	11.3%	117
HOPES AND DREAMS:			
Achieving Long-term Financial Security	55.6%	50.6%	110
Finding Time for Recreation / Leisure	26.4%	25.3%	105
↓ Finding Better Quality Healthcare	17.7%	23.9%	74
▲ Finding A Satisfying Job / Career	21.9%	19.3%	113
↓ Finding Retirement Opportunities	15.4%	18.9%	81
▲ Achieving A Fulfilling Marriage	25.9%	22.3%	116
▲ Developing Parenting Skills	16.7%	14.7%	114
▲ Achieving Educational Objectives	11.7%	7.5%	156
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	25.2%	29.8%	85
▲ Finding Companionship	19.1%	17.3%	111
↓ Finding A Good Church	12.3%	15.2%	81
Finding Spiritual Teaching	12.8%	12.9%	99
Finding Life Direction	14.5%	14.0%	104

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KEY VALUES INDICATOR

Estimated 2017 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	83.6%	84.5%	99
"God is actively involved in the world including nations and their governments"	60.0%	63.8%	94

SOCIETY:

"It is important to preserve the traditional American family structure"	89.6%	91.5%	98
"A healthy environment has become a national crisis"	82.2%	82.8%	99
"Public education is essential to the future of American society"	94.5%	94.0%	101

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	49.0%	50.1%	98
"The role of Churches / Synagogues is to help form and support moral values"	78.0%	81.1%	96
"Churches and religious organizations should provide more human services"	62.6%	62.6%	100

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	38.8%	36.3%	107
"The changing racial / ethnic face of America is a threat to our national heritage"	33.9%	36.3%	93

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2017 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.1%	59.8%	97
More than \$500 per year	30.1%	31.2%	96
More than \$1,000 per year	17.3%	17.4%	99

TO CHARITIES:

More than \$100 per year	36.3%	33.7%	108
▲ More than \$500 per year	7.8%	6.8%	115
More than \$1,000 per year	2.4%	2.3%	104

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	17.0%	16.1%	106
More than \$500 per year	4.4%	4.3%	102
More than \$1,000 per year	2.3%	2.2%	105

Ministry Area Profile 2017
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REPORT

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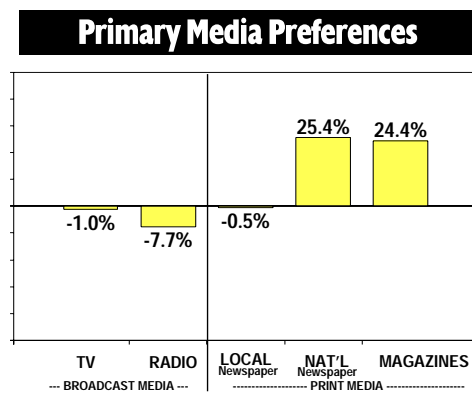
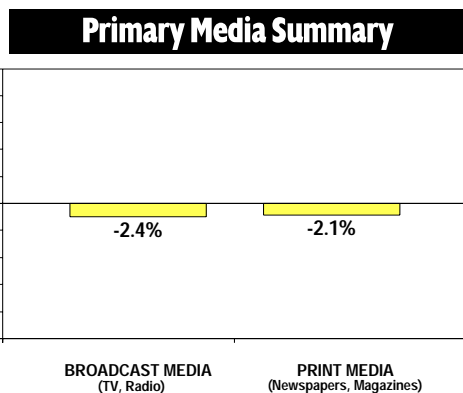
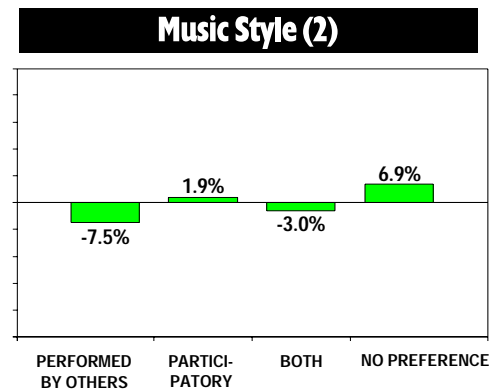
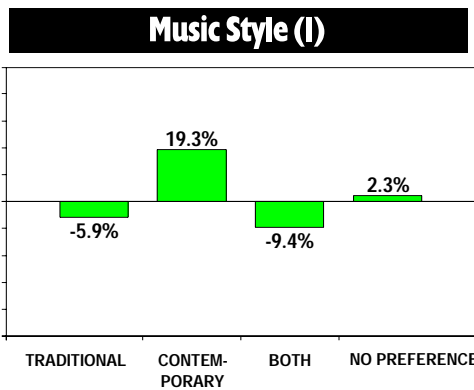
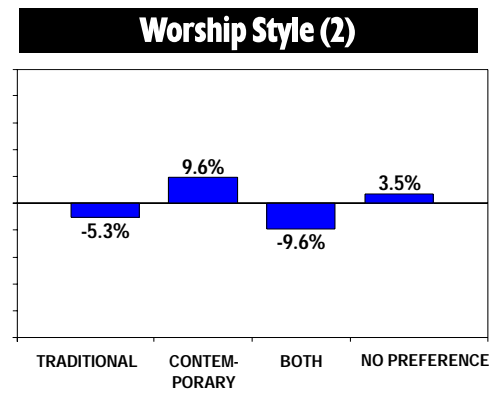
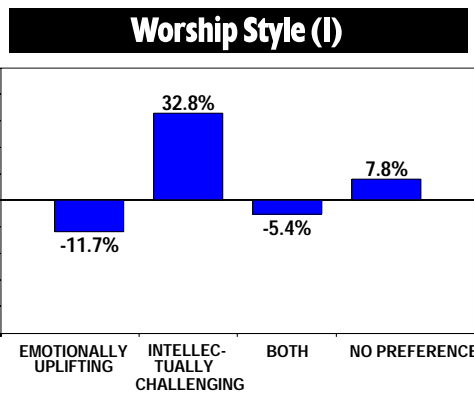
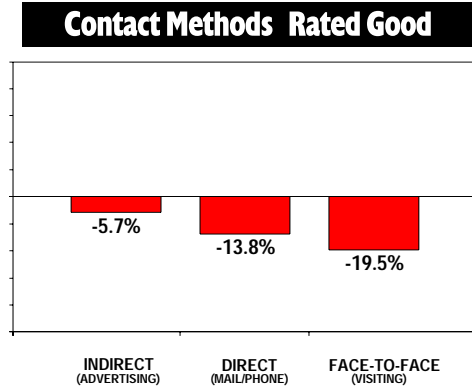
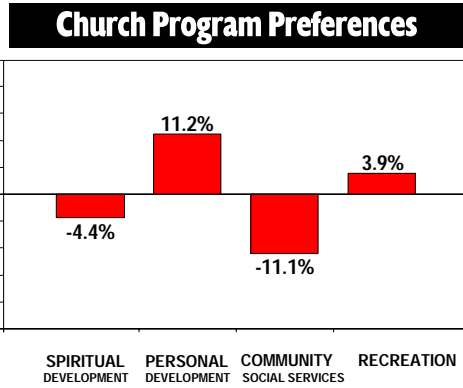
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

Bible Study Discussion and Prayer Groups	36.9%	41.1%	90
Adult Theological Discussion Groups	24.1%	22.5%	107
Spiritual Retreats	11.0%	11.6%	94

PERSONAL DEVELOPMENT:

▲ Marriage Enrichment Opportunities	17.9%	15.2%	118
▲ Parent Training Programs	9.4%	7.8%	120
↓ Twelve Step Programs	2.7%	3.5%	78
↓ Divorce Recovery	2.2%	2.4%	89

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	21.6%	22.5%	96
↓ Care for the Terminally Ill	11.3%	15.7%	72
↓ Food and Clothing Resources	9.5%	11.1%	86
▲ Day Care Services	6.8%	6.1%	112
↓ Church Sponsored Day-School	5.1%	5.7%	89

RECREATION:

▲ Youth Social Programs	32.9%	29.7%	111
Family Activities and Outings	35.7%	32.8%	109
↓ Active Retirement Programs	19.3%	26.8%	72
▲ Cultural Programs (Music, Drama, Art)	22.3%	18.9%	118
▲ Sports or Camping	8.8%	6.3%	140

SUMMARY

Spiritual Development Index	96
▲ Personal Development Index	111
↓ Community/Social Services Index	89
Recreation Index	104



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 Hawaii - Honolulu entire Island
 1775 S Beretania St
 Honolulu, HI 96826

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	23.3%	26.4%	88
▲ B. Intellectually Challenging	14.8%	11.1%	133
C. Both A and B	37.0%	39.2%	95
D. No Preference or Not Interested	25.2%	23.4%	108

PART 2:

A. Traditional/Formal/Ceremonial	19.2%	20.2%	95
B. Contemporary/Informal	28.8%	26.3%	110
C. Both A and B	24.0%	26.5%	90
D. No Preference or Not Interested	27.9%	26.9%	103

MUSIC STYLE INDICATOR

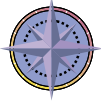
Estimated 2017 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.0%	24.4%	94
▲ B. Contemporary	23.5%	19.7%	119
C. Both A and B	28.2%	31.1%	91
D. No Preference or Not Interested	25.3%	24.8%	102

PART 2:

A. Performed by Others	17.3%	18.7%	92
B. Participatory	23.4%	22.9%	102
C. Both A and B	31.2%	32.2%	97
D. No Preference or Not Interested	28.0%	26.2%	107



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	20.6%	22.0%	94
▲ B. Personal Spiritual Development	16.1%	14.3%	112
C. Both A and B	35.6%	37.4%	95
D. No Preference or Not Interested	27.6%	26.3%	105

PART 2:

▲ A. Global Mission	9.8%	6.2%	158
↓ B. Local Mission	29.3%	33.3%	88
C. Both A and B	29.9%	30.1%	99
D. No Preference or Not Interested	31.5%	30.4%	104

CHURCH ARCHITECTURE INDICATOR

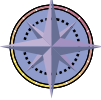
Estimated 2017 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	20.7%	26.6%	78
▲ B. Contemporary	21.4%	15.9%	134
C. Both A and B	31.6%	32.3%	98
D. No Preference or Not Interested	26.6%	25.1%	106

PART 2:

↓ A. Somber/Serious	6.6%	9.4%	71
▲ B. Light and Airy	39.7%	34.7%	114
C. Both A and B	25.2%	27.7%	91
D. No Preference or Not Interested	28.5%	28.2%	101



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
Television	46.8%	47.3%	99
Radio	12.3%	13.3%	92
PRINT MEDIA:			
Local Newspaper	34.5%	36.1%	95
▲ National Newspaper	5.4%	4.3%	125
↓ Magazines	2.1%	2.4%	86

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
Television	30.4%	31.9%	95
Radio	25.4%	23.8%	107
PRINT MEDIA:			
Local Newspaper	32.5%	32.7%	100
↓ National Newspaper	5.1%	5.8%	89
▲ Magazines	8.8%	7.0%	124

SUMMARY

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



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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	37.2%	36.2%	103
↓ Putting Ad in Local Newspaper	27.1%	33.8%	80
Local Cable Channels	30.5%	30.4%	100
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	48.2%	53.7%	90
↓ Calling and Offering to Send Information By Mail	23.4%	29.5%	79
↓ Calling and Discussing on the Phone	10.5%	12.0%	87
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	15.4%	20.1%	76
↓ Going Door to Door	12.1%	14.0%	86

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	19.7%	19.6%	101
▲ Putting Ad in Local Newspaper	26.4%	21.5%	123
Local Cable Channels	31.8%	30.7%	103
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.3%	13.3%	122
▲ Calling and Offering to Send Information By Mail	39.8%	34.0%	117
▲ Calling and Discussing on the Phone	67.2%	60.6%	111
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	56.1%	49.6%	113
Going Door to Door	68.6%	64.0%	107

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	94
↓ Direct Methods Index	86
↓ Face-to-Face Methods Index	81

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	108
▲ Direct Methods Index	114
Face-to-Face Methods Index	110