

ministry area profile 2017

Hawaii - Maui entire Island
1655 S Kihei Rd
Kihei, HI 96753

Study Area Definition:
Custom Polygon



ID# 279675:279675



Prepared For:
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- 1** **Q** **How many people live in the defined study area?**

A Currently, there are 156,576 persons residing in the defined study area. This represents an increase of 39,133 or 33.3% 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 8,723 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 37 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Large Young Families* representing 18.8% 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 31.9% of the population and all other racial/ethnic groups make up a substantial 68.1% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 36.7% of the total population. *African-Americans* are projected to be the fastest growing group increasing by 42.2% 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 44,671 persons or 28.5% of the total population in the area. *Boomers* (age 57 to 74) make up 21.6% 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 *mixed* due to the about average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**

A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 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 26.0% 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, Achieving a Fulfilling Marriage, Neighborhood Crime and Safety* 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 *extremely low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**

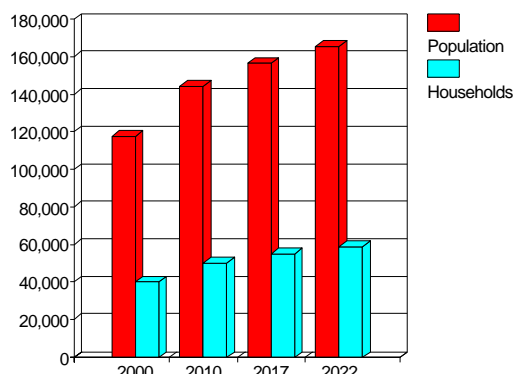
A Based upon the average household income of \$90,427 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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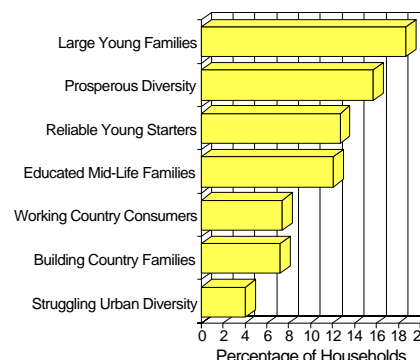
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Population and Households

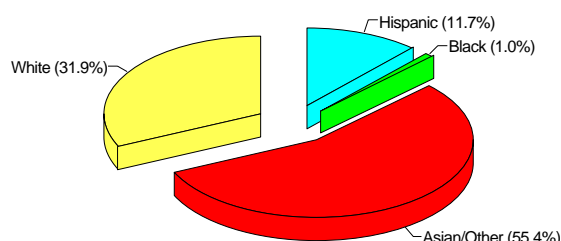


Primary U.S. Lifestyles Segments-2017

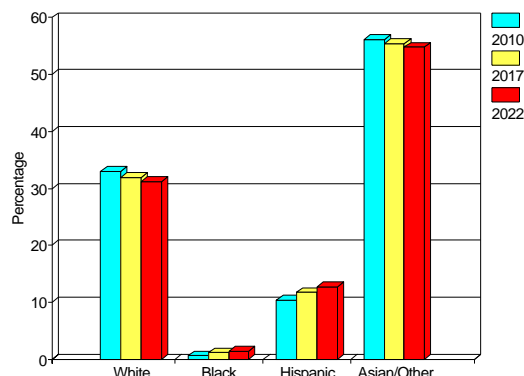


The population in the study area has increased by 12357 persons, or 8.6% since 2010 and is projected to increase by 8723 persons, or 5.6% between 2017 and 2022. The number of households has increased by 5095, or 10.2% since 2010 and is projected to increase by 3466, or 6.3% between 2017 and 2022.

Population By Race/Ethnicity-2017

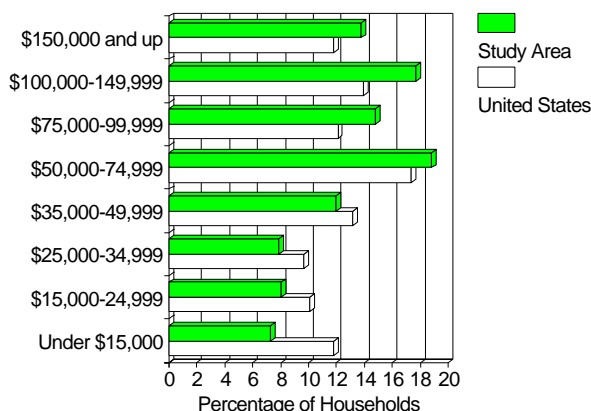


Population By Race/Ethnicity Trend

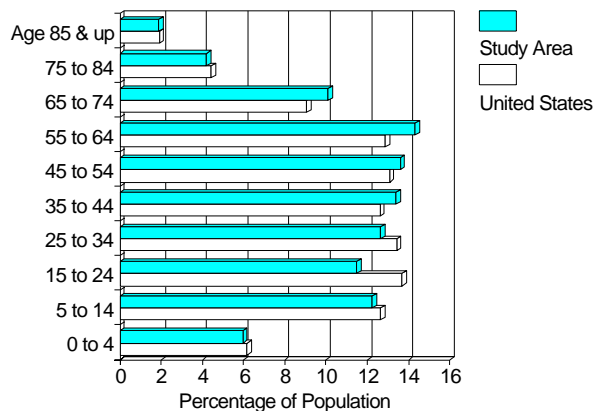


Between 2017 and 2022, the White population is projected to increase by 1523 persons and to decrease from 31.9% to 31.1% of the total population. The Black population is projected to increase by 666 persons and to increase from 1.0% to 1.4% of the total. The Hispanic/Latino population is projected to increase by 2707 persons and to increase from 11.7% to 12.7% of the total. The Asian/Other population is projected to increase by 3827 persons and to decrease from 55.4% to 54.8% of the total population.

Households By Income-2017



Population by Age-2017

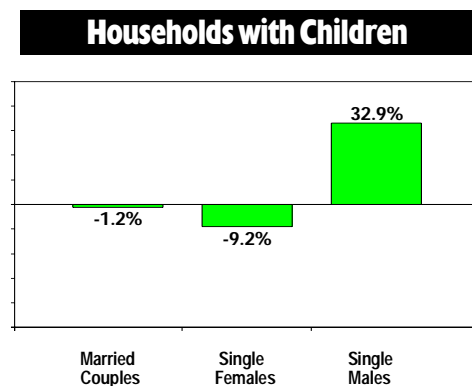
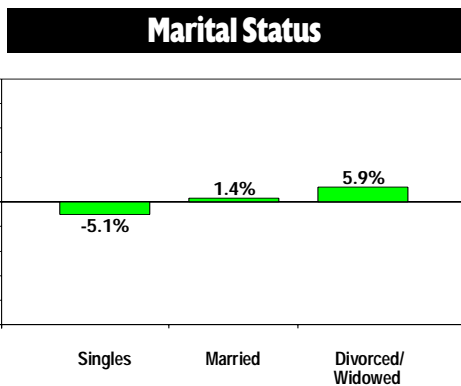
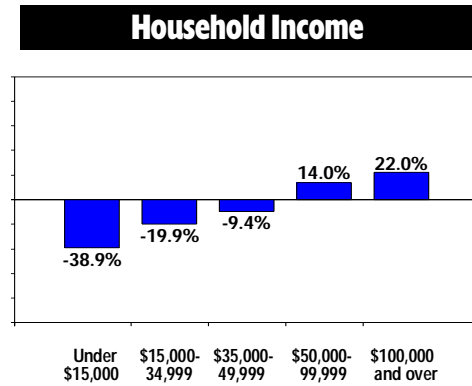
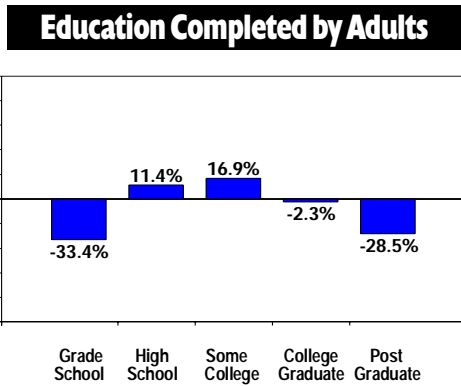
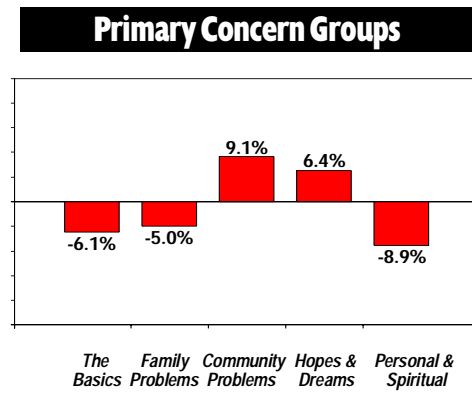
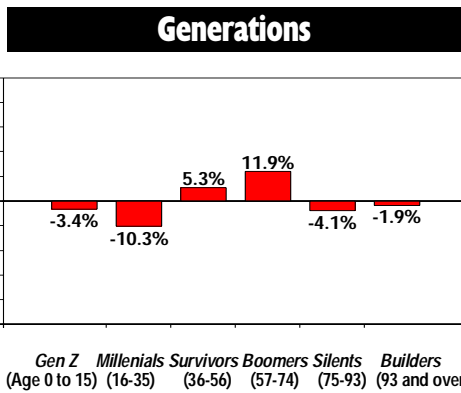
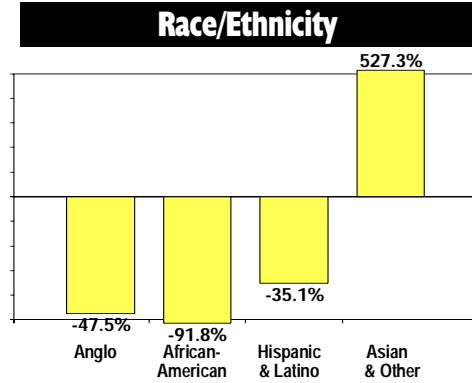
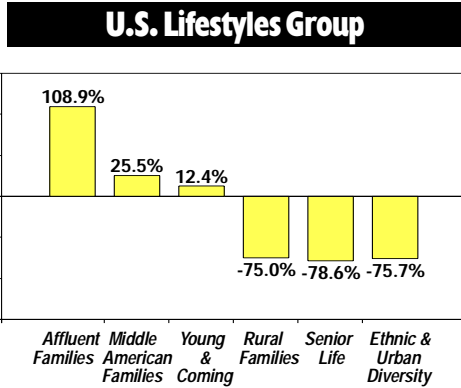


The average household income in the study area is \$90427 a year as compared to the U.S. average of \$80853. The average age in the study area is 40.3 and is projected to increase to 41.2 by 2022. The average age in the U.S. is 39.1 and is projected to increase to 39.9 by 2022.

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POPULATION				
	2000 Census	2010 Census	2017 Update	2022 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	117,443	144,219	156,576	165,299
Population Change		26,776	12,357	8,723
Percentage Change		22.8%	8.6%	5.6%
↓ Average Annual Growth Rate		2.3%	1.2%	1.1%
▲ Density (Pop. per square mile)	153	188	204	216
HOUSEHOLDS				
▲ Households	39,964	50,116	55,211	58,677
Household Change		10,152	5,095	3,466
Percentage Change		25.4%	10.2%	6.3%
↓ Average Annual Growth Rate		2.5%	1.5%	1.3%
↓ Persons Per Household	2.88	2.82	2.78	2.76

POPULATION BY RACE/ETHNICITY						
	2010 Census		2017 Update		2022 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	47,546	33.0%	49,937	31.9%	51,460	31.1%
▲ African-American (Non-Hisp)	784	0.5%	1,589	1.0%	2,255	1.4%
▲ Hispanic/Latino	14,918	10.3%	18,346	11.7%	21,053	12.7%
↓ Asian/Other (Non-Hisp)	80,972	56.1%	86,704	55.4%	90,531	54.8%

POPULATION BY GENDER						
Female	71,904	49.9%	77,832	49.7%	82,264	49.8%
Male	72,315	50.1%	78,744	50.3%	83,035	50.2%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	16,509	11.4%	30,461	19.5%	41,383	25.0%
Millennials (Born 1982 to 2001)	35,001	24.3%	38,078	24.3%	39,193	23.7%
↓ Survivors (Born 1961 to 1981)	43,026	29.8%	44,674	28.5%	46,377	28.1%
↓ Boomers (Born 1943 to 1960)	35,298	24.5%	33,749	21.6%	31,251	18.9%
↓ Silents (Born 1925 to 1942)	12,152	8.4%	9,315	5.9%	7,079	4.3%
↓ Builders (Born 1924 and earlier)	2,227	1.5%	299	0.2%	15	0.0%

AGE			
▲ Average Age	38.9	40.3	41.2
▲ Median Age	39.6	40.8	41.9

INCOME			
▲ Average Household Income	\$79,007	\$90,427	\$96,486
▲ Median Household Income	\$69,167	\$71,448	\$76,055
▲ Per Capita Income	\$27,455	\$31,886	\$34,250

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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	5,902	11.8%	7,578	13.7%	9,298	15.8%
▲ \$100,000 to \$149,999	8,142	16.2%	9,742	17.6%	10,936	18.6%
\$75,000 to \$99,999	7,336	14.6%	8,158	14.8%	8,535	14.5%
↓ \$50,000 to \$74,999	10,304	20.6%	10,388	18.8%	10,650	18.2%
↓ \$35,000 to \$49,999	6,345	12.7%	6,613	12.0%	6,547	11.2%
↓ \$25,000 to \$34,999	4,419	8.8%	4,335	7.9%	4,466	7.6%
\$15,000 to \$24,999	3,763	7.5%	4,413	8.0%	4,279	7.3%
↓ Under \$15,000	3,905	7.8%	3,984	7.2%	3,965	6.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	9,210	6.4%	9,388	6.0%	9,658	5.8%
↓ Required Formal Schooling (5-17)	23,791	16.5%	24,914	15.9%	25,987	15.7%
▲ College Years, Career Starts (18-24)	10,880	7.5%	12,277	7.8%	13,557	8.2%
↓ Singles and Young Families (25-34)	19,273	13.4%	19,806	12.6%	18,698	11.3%
↓ Families, Empty Nesters (35-54)	42,977	29.8%	42,293	27.0%	43,057	26.0%
Enrichment Years Singles/Couples (55-64)	19,958	13.8%	22,423	14.3%	23,137	14.0%
▲ Retirement Opportunities (65+)	18,125	12.6%	25,475	16.3%	31,204	18.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	9,210	6.4%	9,388	6.0%	9,658	5.8%
↓ 5 to 9 years	9,124	6.3%	9,558	6.1%	9,747	5.9%
↓ 10 to 14 years	9,043	6.3%	9,623	6.1%	9,979	6.0%
15 to 17 years	5,624	3.9%	5,733	3.7%	6,261	3.8%
▲ 18 to 20 years	4,507	3.1%	5,214	3.3%	5,738	3.5%
21 to 24 years	6,373	4.4%	7,063	4.5%	7,819	4.7%
25 to 29 years	9,537	6.6%	8,984	5.7%	10,341	6.3%
30 to 34 years	9,736	6.8%	10,822	6.9%	8,357	5.1%
35 to 39 years	9,748	6.8%	10,767	6.9%	10,365	6.3%
40 to 44 years	10,415	7.2%	10,223	6.5%	11,555	7.0%
↓ 45 to 49 years	11,220	7.8%	10,367	6.6%	10,033	6.1%
↓ 50 to 54 years	11,594	8.0%	10,936	7.0%	11,104	6.7%
↓ 55 to 59 years	10,868	7.5%	11,337	7.2%	11,236	6.8%
▲ 60 to 64 years	9,090	6.3%	11,086	7.1%	11,901	7.2%
▲ 65 to 69 years	6,244	4.3%	9,135	5.8%	10,499	6.4%
▲ 70 to 74 years	4,016	2.8%	6,726	4.3%	9,509	5.8%
▲ 75 to 84 years	5,391	3.7%	6,620	4.2%	8,204	5.0%
85 or more years	2,474	1.7%	2,994	1.9%	2,992	1.8%

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	Number	Percent		
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MARITAL STATUS				
Marital Status All Persons 15 and Older (2017)	128,007			
Single (Never Married)	40,095	31.3%	33.0%	95
Married	64,960	50.7%	50.1%	101
Divorced/Widowed	22,953	17.9%	16.9%	106
Marital Status Females 15 and Older (2017)	63,987			
Single (Never Married)	17,444	27.3%	29.9%	91
Married	31,779	49.7%	48.7%	102
Divorced/Widowed	14,764	23.1%	21.4%	108
Marital Status Males 15 and Older (2017)	64,020			
Single (Never Married)	22,651	35.4%	36.2%	98
Married	33,180	51.8%	51.5%	101
Divorced/Widowed	8,189	12.8%	12.3%	104
FAMILY STRUCTURE				
Households By Type (2017)	55,211			
Married Couple	26,011	47.1%	48.5%	97
▲ Other Family - Male Head of Household	3,549	6.4%	4.9%	130
Other Family - Female Head of Household	6,641	12.0%	13.0%	93
Non Family - Male Head of Household	9,916	18.0%	15.8%	113
Non Family - Female Head of Household	9,094	16.5%	17.7%	93
Households With Children 0 to 18 (2017)	18,968			
Married Couple Family	12,232	64.5%	65.3%	99
▲ Other Family - Male Head of Household	2,133	11.2%	8.5%	133
Other Family - Female Head of Household	4,358	23.0%	25.3%	91
▲ Non Family	245	1.3%	1.0%	134
Population By Household Type (2017)	156,576			
↓ Group Quarters	2,780	1.8%	2.5%	71

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GROUP QUARTERS				
Population In Group Quarters By Type (2017)	2,780			
Correctional Facilities	783	28.2%	29.9%	94
↓ College Dorms	0	0.0%	32.0%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	686	24.7%	18.7%	132
▲ Other	1,311	47.2%	15.2%	310
RACE/ETHNICITY				
Population By Race/Ethnicity (2017)	156,576			
↓ White (Non-Hispanic)	49,937	31.9%	60.8%	52
↓ African-American (Non-Hisp)	1,589	1.0%	12.4%	8
↓ Hispanic/Latino	18,347	11.7%	18.0%	65
↓ Native American (Non-Hisp)	563	0.4%	0.7%	49
▲ Asian (Non-Hisp)	42,605	27.2%	5.5%	497
▲ Hawaiian & Pacific Islander (Non-Hisp)	14,775	9.4%	0.2%	5,495
▲ Other Races & Multiple Races (Non-Hisp)	28,760	18.4%	2.4%	752
Asian Population By Race (2017)	43,940			
↓ Chinese	1,644	3.7%	22.3%	17
▲ Japanese	12,512	28.5%	5.0%	572
↓ Indian	118	0.3%	19.6%	1
↓ Korean	920	2.1%	9.6%	22
↓ Vietnamese	530	1.2%	11.0%	11
▲ Other Asian Races	28,216	64.2%	32.5%	198
Hispanic/Latino Population By Race (2017)	18,347			
↓ White	4,986	27.2%	53.0%	51
↓ African-American	64	0.3%	2.5%	14
Native American	259	1.4%	1.4%	103
▲ Asian	1,335	7.3%	0.4%	1,738
▲ Other Races & Multiple Races	11,703	63.8%	42.7%	149
Hispanic/Latino Population By Origin (2017)	18,347			
↓ Mexican	7,341	40.0%	62.3%	64
▲ Puerto Rican	6,001	32.7%	9.5%	343
↓ Cuban	197	1.1%	3.6%	30
Other Hispanic Origin	4,807	26.2%	24.6%	106

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	33,298			
Pre-Primary (Public)	916	2.8%	3.4%	80
▲ Pre-Primary (Private)	1,482	4.5%	2.6%	169
Elementary/High School (Public)	19,578	58.8%	58.9%	100
▲ Elementary/High School (Private)	4,012	12.0%	6.6%	182
↓ Enrolled in College	7,310	22.0%	28.4%	77
Population By Education Completed (Age 25 and over) (2017)	109,997			
↓ Elementary (Less than 9 years)	4,114	3.7%	5.8%	65
↓ Some High School (9 to 11 years)	5,726	5.2%	7.7%	68
High School Graduate (12 years)	34,093	31.0%	27.8%	111
Some College (13 to 15 years)	27,720	25.2%	21.1%	119
Associate Degree	9,758	8.9%	8.0%	110
Bachelor's Degree	19,802	18.0%	18.4%	98
↓ Graduate Degree	8,784	8.0%	11.2%	72
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2017)	79,965			
TOTAL WHITE COLLAR	42,313	52.9%	61.4%	86
Executive and Managerial	6,727	8.4%	9.9%	85
Professional Specialty	11,511	14.4%	16.6%	86
↓ Technical Support	3,889	4.9%	8.3%	58
Sales	9,633	12.0%	10.8%	111
Administrative Support & Clerical	10,553	13.2%	15.7%	84
▲ TOTAL BLUE COLLAR	37,654	47.1%	38.6%	122
Service: Private Households	3,287	4.1%	3.7%	111
▲ Service: Protective	2,377	3.0%	2.2%	134
▲ Service: Other	8,841	11.1%	7.5%	147
▲ Farming, Forestry & Fishing	960	1.2%	0.7%	163
Precision Production and Craft	7,724	9.7%	11.0%	88
Operators and Assemblers	2,490	3.1%	3.2%	97
Transportation and Material Moving	5,008	6.3%	6.2%	101
▲ Laborers	6,967	8.7%	4.0%	216

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2017)	126,118			
Employed	80,260	63.6%	58.3%	109
Unemployed	6,286	5.0%	5.2%	95
Not in Labor Force	39,572	31.4%	36.4%	86
Total Female Pop. By Work Status (Age 20 to 64) (2013)	44,146			
TOTAL WORKING	33,368	75.6%	66.8%	113
With No Own Children	21,410	48.5%	42.2%	115
With Own Children Age 0 to 5 only	2,877	6.5%	5.5%	119
With Own Children Age 6 to 17 only	6,709	15.2%	14.8%	103
▲ With Own Children Both Age 0 to 5 and 6 to 17	2,372	5.4%	4.3%	125
↓ TOTAL NOT WORKING (UNEMPLOYED)	2,068	4.7%	6.2%	75
With No Own Children	1,422	3.2%	3.8%	86
↓ With Own Children Age 0 to 5 only	171	0.4%	0.7%	59
↓ With Own Children Age 6 to 17 only	359	0.8%	1.3%	65
↓ With Own Children Both Age 0 to 5 and 6 to 17	116	0.3%	0.5%	48
↓ TOTAL NOT IN THE LABOR FORCE	8,711	19.7%	27.0%	73
With No Own Children	6,247	14.2%	17.1%	83
↓ With Own Children Age 0 to 5 only	822	1.9%	2.6%	72
↓ With Own Children Age 6 to 17 only	1,012	2.3%	4.6%	49
↓ With Own Children Both Age 0 to 5 and 6 to 17	630	1.4%	2.6%	54
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2017)	55,211			
Above Poverty Line (Households with Children)	33,361	62.1%	59.8%	104
Above Poverty Line (Households without Children)	15,245	28.4%	26.5%	107
↓ Below Poverty Line (Households with Children)	2,839	5.3%	7.8%	68
↓ Below Poverty Line (Households without Children)	2,315	4.3%	5.9%	72
Households By Presence of Retirement Income (2013)	50,116			
With Retirement Income	9,609	19.2%	17.6%	109
Without Retirement Income	39,380	78.6%	81.5%	96

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Hawaii - Maui entire Island
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Kihei, HI 96753

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	Number	Percent		
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HOUSING				
Occupied Units By Type (2017)	55,211			
Owner Occupied	30,713	55.6%	64.9%	86
▲ Renter Occupied	24,498	44.4%	35.1%	127
▲ Median Rent (2013)	\$1,334		\$904	148
Structures By Number of Units (2017)	70,485			
Single Unit	43,902	62.3%	67.2%	93
▲ 3 to 4 Units	6,902	9.8%	8.1%	121
▲ 5 to 19 Units	9,271	13.2%	9.4%	140
▲ 20 to 49 Units	4,261	6.0%	3.6%	166
▲ 50 or more Units	6,021	8.5%	5.2%	164
↓ Mobile Home	119	0.2%	6.4%	3
↓ Other	10	0.0%	0.1%	17
↓ Single To Multiple Unit Ratio	1.66		2.56	65
Owner-Occupied Property Values (2017)	30,713			
↓ Under \$40,000	463	1.5%	7.0%	21
↓ \$40,000 to \$59,999	70	0.2%	3.5%	6
↓ \$60,000 to \$79,999	339	1.1%	4.9%	23
↓ \$80,000 to \$99,999	159	0.5%	6.2%	8
↓ \$100,000 to 149,999	564	1.8%	14.6%	13
↓ \$150,000 to \$199,999	853	2.8%	14.3%	19
↓ \$200,000 to \$299,999	1,614	5.3%	18.3%	29
▲ \$300,000 to \$499,999	8,035	26.2%	17.6%	149
▲ \$500,000 to \$999,999	13,984	45.5%	10.3%	443
▲ \$1,000,000 and over	4,633	15.1%	3.3%	462
▲ Median Property Value	\$606,887		\$197,980	307

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HOUSING (CONTINUED)				
Housing Units By Year Built (2017)	70,485			
▲ 2010 and later	6,026	8.5%	6.7%	127
2000 to 2009	12,234	17.4%	14.6%	119
1990 to 1999	11,042	15.7%	13.3%	118
▲ 1980 to 1989	13,535	19.2%	13.0%	148
▲ 1970 to 1979	15,693	22.3%	14.8%	151
↓ 1960 to 1969	5,613	8.0%	10.3%	77
↓ 1950 to 1959	3,251	4.6%	10.1%	46
↓ 1949 or earlier	3,093	4.4%	17.3%	25
Households By Number of Persons (2017)	55,211			
1 Person Household	13,848	25.1%	27.3%	92
2 Person Household	17,430	31.6%	32.3%	98
3 Person Household	9,013	16.3%	16.2%	101
4 Person Household	6,871	12.4%	13.1%	95
5 Person Household	3,722	6.7%	6.5%	104
▲ 6 Person Household	2,065	3.7%	2.7%	136
▲ 7 or more Person Household	2,263	4.1%	1.9%	215
Average Persons Per Household	2.8		2.6	109
Households By Heating Type (2013)	48,989			
↓ Utility and Other Gas	1,443	2.9%	54.0%	5
↓ Electric	13,171	26.9%	36.1%	74
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	404	0.8%	2.2%	37
▲ Solar/Other Fuel	1,167	2.4%	0.5%	481
▲ No Fuel Used	32,805	67.0%	0.9%	7,088

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2017)	55,211			
↓ No Vehicles	3,342	6.1%	9.0%	68
1 Vehicle	18,320	33.2%	33.6%	99
2 Vehicle	20,314	36.8%	37.5%	98
▲ 3 or more Vehicles	13,235	24.0%	19.9%	120
Workers By Travel Time to Work (2017)	72,480			
▲ Less than 15 minutes	26,700	36.8%	27.1%	136
15 to 29 minutes	24,038	33.2%	36.4%	91
↓ 30 to 44 minutes	11,746	16.2%	20.3%	80
45 to 59 minutes	5,667	7.8%	7.8%	100
↓ 60 or more minutes	4,329	6.0%	8.4%	71
Average Travel Time to Work (minutes)	25.0		28.3	88
Workers By Type of Transportation to Work (2017)	76,843			
Drive Alone	54,682	71.2%	76.9%	93
▲ Car Pool	11,194	14.6%	9.5%	153
↓ Public Transportation	2,017	2.6%	5.1%	51
Walk to Work	2,354	3.1%	2.8%	110
▲ Other Means	1,769	2.3%	1.2%	186
▲ Work at Home	4,827	6.3%	4.5%	141

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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)	21,779	39.4%	31.4%	126
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	17,430	31.6%	15.1%	209
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	9,095	16.5%	14.7%	112
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,470	4.5%	18.4%	24
4	Rural Families (27, 26, 29, 33, 35 and 38)	1,805	3.3%	13.1%	25
5	Senior Life (7, 20, 21, 22, 30 and 31)	816	1.5%	6.9%	21

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.		
17	Large Young Families	10,357	18.8%	2.2%	872
5	Prosperous Diversity	8,697	15.8%	3.1%	508
15	Reliable Young Starters	7,003	12.7%	4.3%	298
4	Educated Mid-Life Families	6,696	12.1%	3.4%	356
25	Working Country Consumers	4,083	7.4%	4.1%	180
28	Building Country Families	3,980	7.2%	2.8%	258
45	Struggling Urban Diversity	2,223	4.0%	2.5%	164
14	Secure Mid-Life Families	1,713	3.1%	0.7%	473
10	Suburban Mid-Life Families	1,690	3.1%	5.5%	55
8	Rising Potential Professionals	1,662	3.0%	2.3%	129
50	Unclassified Households	1,596	2.9%	0.2%	1330
16	Established Country Families	1,341	2.4%	6.4%	38
29	Working Country Families	1,256	2.3%	1.0%	236
20	Cautious and Mature	450	0.8%	2.6%	31
12	Educated New Starters	340	0.6%	2.9%	21
6	Prosperous New Country Families	245	0.4%	2.1%	21
38	Rural Working Families	243	0.4%	8.8%	5
49	Exception Households	235	0.4%	0.2%	170
27	Country Family Diversity	223	0.4%	0.3%	119
18	Working Urban Families	169	0.3%	4.0%	8

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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.		
22	Mature and Established	119	0.2%	1.8%	12
42	Laboring Rural Diversity	115	0.2%	1.5%	14
7	Prosperous and Mature	111	0.2%	0.5%	37
9	Educated Working Families	99	0.2%	0.1%	213
19	Educated and Promising	85	0.2%	0.1%	196
1	Traditional Affluent Families	79	0.1%	3.5%	4
26	Working Suburban Families	62	0.1%	0.1%	94
21	Mature and Stable	55	0.1%	0.6%	18
30	Urban Senior Life	48	0.1%	0.8%	10
11	Young Suburban Families	47	0.1%	3.0%	3
40	Surviving Urban Diversity	37	0.1%	4.0%	2
32	Working Urban Life	37	0.1%	1.7%	4
31	Mature Country Families	33	0.1%	0.5%	11
24	Metro Multi-Ethnic Diversity	31	0.1%	2.7%	2
33	Laboring Rural Families	21	0.0%	0.1%	28
43	Laboring Urban Diversity	18	0.0%	0.5%	6
23	Established Empty-Nesters	13	0.0%	3.4%	1
44	Laboring Urban Life	9	0.0%	0.1%	22
34	College and Career Starters	3	0.0%	0.6%	1
39	New Beginning Urbanites	2	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
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
TOTALS		55,226	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2017 Households Likely to Be:

Strongly Involved with Their Faith	31.8%	35.4%	90
↓ Somewhat Involved with Their Faith	22.0%	29.9%	74
▲ Not Involved with Their Faith	47.1%	34.7%	136

Estimated 2017 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.5%	22.1%	84
Decreased Their Involvement with Their Faith in the Last 10 Years	22.2%	23.7%	93

RELIGIOUS PREFERENCE INDICATOR

Estimated 2017 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	125
↓ Baptist	8.1%	16.1%	51
↓ Catholic	15.8%	23.7%	67
Congregational	1.9%	2.0%	95
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.6%	0.4%	130
↓ Episcopal	2.4%	2.9%	82
↓ Holiness	0.4%	0.8%	54
▲ Jehovah's Witnesses	1.2%	1.1%	112
↓ Judaism	1.8%	3.2%	58
Lutheran	7.0%	7.2%	97
↓ Methodist	5.9%	10.1%	58
▲ Mormon	11.3%	1.8%	643
▲ New Age	1.3%	0.6%	230
▲ Non-Denominational / Independent	11.5%	6.9%	166
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	2.7%	2.4%	111
Presbyterian / Reformed	4.3%	4.6%	94
▲ Unitarian / Universalist	0.8%	0.7%	113
▲ Interested but No Preference	4.8%	3.9%	125
▲ Not Interested and No Preference	18.6%	11.1%	168
▲ Likely to Have Changed Their Preference in the Last 10 Years	21.0%	16.8%	125

LEADERSHIP PREFERENCE INDICATOR

Estimated 2017 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.4%	4.0%	110
Lets them do what they want and is supportive	11.2%	11.7%	96
Lets them do what they want and stays out of the way	4.5%	4.8%	94
Works with them on deciding what to do and helps them do it	80.0%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2017 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.0%	43.5%	92
↓ Finding/Providing Health Insurance	24.4%	29.0%	84
Day-to-Day Financial Worries	32.2%	31.6%	102
Finding Employment Opportunities	13.6%	14.4%	94
▲ Finding Affordable Housing	12.8%	11.3%	114
↓ Providing Adequate Food	7.0%	8.6%	82
Finding Child Care	5.8%	6.3%	92
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.2%	16.7%	85
Dealing With Teen / Child Problems	21.6%	20.7%	104
Finding/Providing Aging Parent Care	14.7%	15.5%	95
Dealing With Abusive Relationships	10.4%	11.4%	92
Dealing With Divorce	4.4%	4.5%	98
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	30.8%	27.0%	114
Finding/Providing Good Schools	25.0%	23.5%	107
Dealing with Problems in Schools	13.2%	13.6%	97
↓ Dealing With Racial / Ethnic Prejudice	11.2%	13.1%	85
▲ Dealing With Neighborhood Gangs	13.6%	8.5%	160
Dealing with Social Injustice	12.0%	11.3%	106
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	56.3%	50.6%	111
Finding Time for Recreation / Leisure	27.1%	25.3%	107
↓ Finding Better Quality Healthcare	19.3%	23.9%	81
Finding A Satisfying Job / Career	20.8%	19.3%	107
↓ Finding Retirement Opportunities	16.4%	18.9%	87
▲ Achieving A Fulfilling Marriage	25.7%	22.3%	115
▲ Developing Parenting Skills	18.7%	14.7%	127
▲ Achieving Educational Objectives	10.2%	7.5%	136
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	26.1%	29.8%	88
Finding Companionship	17.6%	17.3%	102
↓ Finding A Good Church	12.4%	15.2%	82
Finding Spiritual Teaching	11.8%	12.9%	91
Finding Life Direction	13.3%	14.0%	96

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KEY VALUES INDICATOR

Estimated 2017 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	84.0%	84.5%	99
"God is actively involved in the world including nations and their governments"	61.6%	63.8%	97

SOCIETY:

"It is important to preserve the traditional American family structure"	91.1%	91.5%	100
"A healthy environment has become a national crisis"	82.4%	82.8%	100
"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"	47.1%	50.1%	94
"The role of Churches / Synagogues is to help form and support moral values"	78.9%	81.1%	97
"Churches and religious organizations should provide more human services"	60.1%	62.6%	96

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	36.5%	36.3%	101
"The changing racial / ethnic face of America is a threat to our national heritage"	35.6%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2017 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.5%	59.8%	98
More than \$500 per year	31.2%	31.2%	100
More than \$1,000 per year	18.6%	17.4%	107

TO CHARITIES:

More than \$100 per year	35.3%	33.7%	105
▲ More than \$500 per year	7.6%	6.8%	112
More than \$1,000 per year	2.5%	2.3%	109

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	16.9%	16.1%	105
More than \$500 per year	4.6%	4.3%	107
▲ More than \$1,000 per year	2.6%	2.2%	118

Ministry Area Profile 2017
Compass
REPORT

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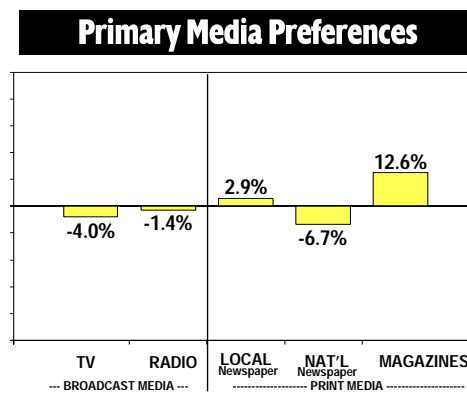
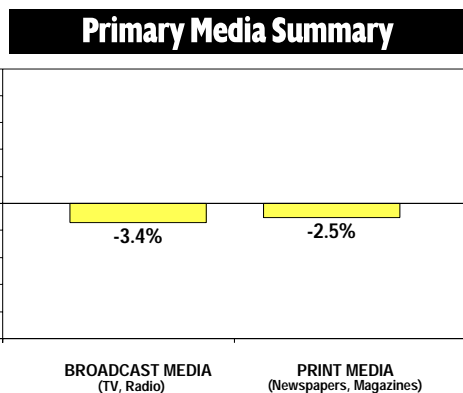
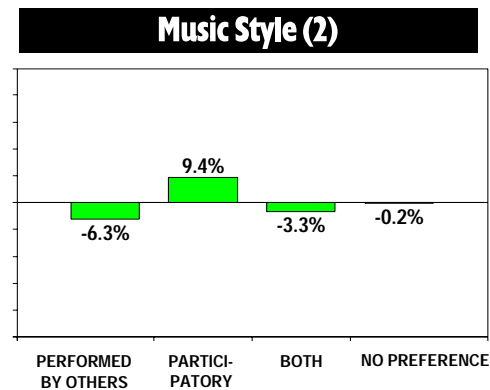
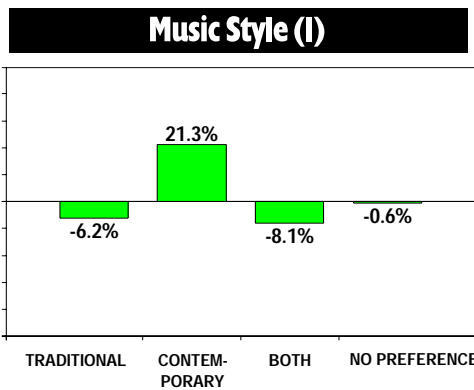
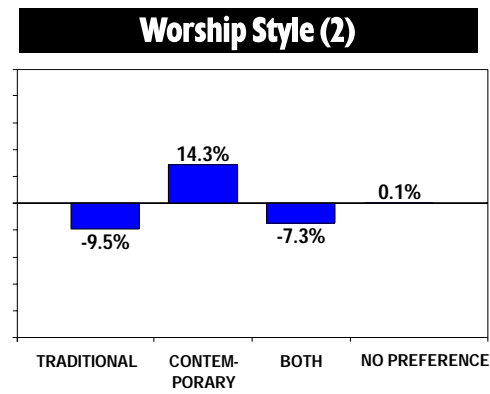
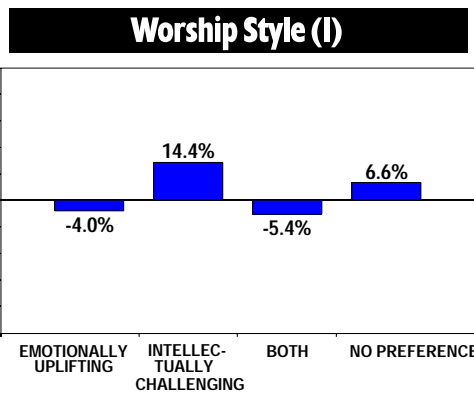
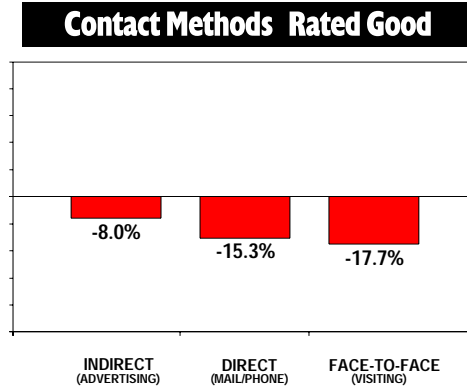
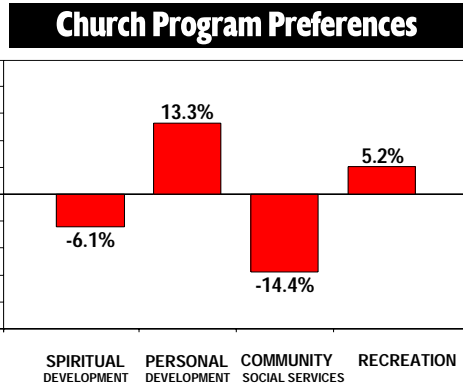
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

Bible Study Discussion and Prayer Groups	37.8%	41.1%	92
Adult Theological Discussion Groups	22.9%	22.5%	102
↓ Spiritual Retreats	10.0%	11.6%	86

PERSONAL DEVELOPMENT:

▲ Marriage Enrichment Opportunities	18.4%	15.2%	121
▲ Parent Training Programs	9.4%	7.8%	121
↓ Twelve Step Programs	2.8%	3.5%	82
↓ Divorce Recovery	2.0%	2.4%	84

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	20.7%	22.5%	92
↓ Care for the Terminally Ill	11.6%	15.7%	74
↓ Food and Clothing Resources	8.5%	11.1%	76
Day Care Services	6.3%	6.1%	103
Church Sponsored Day-School	5.3%	5.7%	93

RECREATION:

▲ Youth Social Programs	34.2%	29.7%	115
Family Activities and Outings	35.9%	32.8%	109
↓ Active Retirement Programs	20.9%	26.8%	78
Cultural Programs (Music, Drama, Art)	20.8%	18.9%	110
▲ Sports or Camping	8.7%	6.3%	137

SUMMARY

Spiritual Development Index	94
▲ Personal Development Index	113
↓ Community/Social Services Index	86
Recreation Index	105



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WORSHIP STYLE INDICATOR

Estimated 2017 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	25.3%	26.4%	96
▲ B. Intellectually Challenging	12.7%	11.1%	114
C. Both A and B	37.1%	39.2%	95
D. No Preference or Not Interested	24.9%	23.4%	107

PART 2:

A. Traditional/Formal/Ceremonial	18.3%	20.2%	91
▲ B. Contemporary/Informal	30.1%	26.3%	114
C. Both A and B	24.6%	26.5%	93
D. No Preference or Not Interested	27.0%	26.9%	100

MUSIC STYLE INDICATOR

Estimated 2017 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.9%	24.4%	94
▲ B. Contemporary	23.9%	19.7%	121
C. Both A and B	28.6%	31.1%	92
D. No Preference or Not Interested	24.6%	24.8%	99

PART 2:

A. Performed by Others	17.5%	18.7%	94
B. Participatory	25.1%	22.9%	109
C. Both A and B	31.1%	32.2%	97
D. No Preference or Not Interested	26.1%	26.2%	100



Date: 6/30/2017

Prepared For:
 Hawaii - Maui entire Island
 1655 S Kihei Rd
 Kihei, HI 96753

Study Area Definition:
 Custom Polygon

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

MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	20.8%	22.0%	94
▲ B. Personal Spiritual Development	16.7%	14.3%	117
C. Both A and B	36.0%	37.4%	96
D. No Preference or Not Interested	26.5%	26.3%	101

PART 2:

▲ A. Global Mission	9.2%	6.2%	149
B. Local Mission	30.6%	33.3%	92
C. Both A and B	30.1%	30.1%	100
D. No Preference or Not Interested	30.4%	30.4%	100

CHURCH ARCHITECTURE INDICATOR

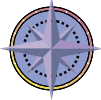
Estimated 2017 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	20.7%	26.6%	78
▲ B. Contemporary	21.5%	15.9%	135
C. Both A and B	32.3%	32.3%	100
D. No Preference or Not Interested	25.8%	25.1%	103

PART 2:

↓ A. Somber/Serious	6.2%	9.4%	66
▲ B. Light and Airy	40.5%	34.7%	117
C. Both A and B	25.6%	27.7%	92
D. No Preference or Not Interested	27.9%	28.2%	99



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	45.4%	47.3%	96
Radio	13.1%	13.3%	99

PRINT MEDIA:

Local Newspaper	35.7%	36.1%	99
National Newspaper	4.0%	4.3%	93
↓ Magazines	2.1%	2.4%	87

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.7%	31.9%	99
Radio	23.9%	23.8%	101

PRINT MEDIA:

Local Newspaper	33.6%	32.7%	103
↓ National Newspaper	4.3%	5.8%	75
▲ Magazines	7.9%	7.0%	113

SUMMARY

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



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↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

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	36.2%	36.2%	100
↓ Putting Ad in Local Newspaper	27.2%	33.8%	80
Local Cable Channels	29.0%	30.4%	95
<i>DIRECT METHODS (MORE PERSONAL):</i>			
↓ Sending Information By Mail	46.8%	53.7%	87
↓ Calling and Offering to Send Information By Mail	23.8%	29.5%	81
↓ Calling and Discussing on the Phone	10.0%	12.0%	83
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	15.3%	20.1%	76
Going Door to Door	12.7%	14.0%	91

CHURCH CONTACT METHODS RATED POOR

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	20.1%	19.6%	103
▲ Putting Ad in Local Newspaper	25.5%	21.5%	119
Local Cable Channels	32.9%	30.7%	107
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.5%	13.3%	131
▲ Calling and Offering to Send Information By Mail	40.4%	34.0%	119
▲ Calling and Discussing on the Phone	67.4%	60.6%	111
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	55.7%	49.6%	112
Going Door to Door	68.2%	64.0%	107

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	92
↓ Direct Methods Index	85
↓ Face-to-Face Methods Index	82

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	109
▲ Direct Methods Index	116
Face-to-Face Methods Index	109