

Assessing a Planter's Fit in a Specific Place

Created by Passion for Planting (www.newchurches.com)

It is best to get the right person (planter) ministering in the right place (location) with the right plan (roadmap).

The process of assessing a planter's fit in a specific location is not scientific. In fact, not much has been written on this topic. It's best to focus at this point on what we know rather than what we don't know. Let's go back to basics and consider the following general principles:

- There are three primary paths most planters take to picking a location. First, the planter feels called to plant but is not sure where. The planter begins the journey of further defining their calling and selecting a specific location. Second, the planter feels called to plant in a specific location and seeks out partners to support the work. Third, a sponsoring organization decides to plant in a specific location and looks to find a qualified planter for that location. Often this involves talking to potential leaders about planting before they've given it serious thought.
- For planters and sponsoring organizations there is a difference between identifying a general area (e.g. Southeast United States, Virginia or Washington, DC) and selecting a specific location (e.g. zip code 20151). Often the planter or sponsoring organization knows a general area (e.g. Washington, DC) they are interested in but not a specific zip code or suburb at the time a planter is pursued and potentially hired. The process of discerning a specific location may come after the planter is hired. Ideally, the planter has been assessed for a specific location prior to hiring.
- Within most large metropolitan areas (general areas) there are a wide range of demographics. For example, in the Washington DC metro area you have urban areas, suburban areas and rural areas. You have white collar, blue collar and poverty areas. You have areas with high concentrations of one ethnicity and other areas with a more heterogeneous makeup. You have high tech industries and service industries.

With this diversity and wide range of options, it is often easier to find a fit in a specific area in a major metropolitan area than it is in a more rural, homogeneous area. Understanding the planter's fit becomes increasingly important as the location is narrowed down and becomes specific. Placing a farm boy from Iowa who spent no time in the city as a planter in the financial district of New York City may not position the planter for success.

- Indigenous leaders (natural citizens) often have an easier time building relationships and winning converts than do strangers in a foreign land. Unless a planter is starting a church in their hometown where they've lived for 25 years, they will experience some of the challenges faced by foreigners. Our goal is to understand the unique personality and traits of a planter and to compare how those traits will connect with the indigenous people of the area where the church is being planted. Will the planter be like an American in France who doesn't speak French or like an American in England? We seek to proactively understand those traits that will tend to inhibit our effectiveness with the indigenous peoples of the area.
- There are no guarantees when it comes to planting. Every planter is a risk. It's part of the paradox. God takes a risk in letting us take a risk. Although we can't and shouldn't eliminate risk entirely, we can be disciplined in proactively understanding the risks associated with putting a planter in a specific place. It is our responsibility as good stewards and as those who care for our planters to

ensure that we don't unnecessarily position a planter for failure.

- It is possible to over analyze a planter's fit and miss the opportunity to act. In the extreme we could do seemingly endless studies to understand the planter and the people in a given area. That is not our intent. A healthy tension needs to exist between acting and analyzing. We seek to ensure that the roughly right person is ministering in the roughly right place. It's not our intent to make sure the perfect person is in the perfect place. This principle gives us the freedom to do our due diligence, to make an informed decision, and to move on. With this freedom, we must avoid the trap of perpetual optimism; the assumption that everything is right and that you have to prove that something is wrong.

In the area of planter selection it is often better to assume things wrong and to prove them right. A solid approach is to assume a planter is not the right fit for a given area and to do enough due diligence that a reasonable person would conclude that they are the write planter given your evidence. Build the case through facts. Our approach in assessing a planter's fit in a specific area is to be skeptical of their fit and to gather enough evidence that they are actually in the right place.

- With the free demographic information now readily available on the internet, a reasonable understanding of the demographic of a target area is now possible for no cost and a relatively small effort. For a small fee, additional information is available to further understand the target area.

The most basic questions we can seek to answer in understanding a planter's fit in an area are:

- What makes the planter tick? How does his history, heritage and experience impact who he is today?
- Based on the planter's wiring, history and heritage, who are the people he is most likely to naturally reach?
- Who are the people in the target area? What makes them tick? How do they compare with the people the planter is most likely to reach?
- What is the risk associated with putting a planter in a specific target area? Is the risk acceptable?

General Approach:

Specific Actions: In seeking to answer these questions, consider completing the following profiles:

1. **Planter Profile** – the planter completes the Planter Profile Worksheet 1 (below). The purpose of this worksheet is to capture basic information about the planter's background, heritage and wiring; to answer the question "who am I?"
2. **Target Area Profile** – the planter completes the Target Area Profile Worksheet. The purpose of this worksheet is to gain a basic understanding of the demographics within the target area being considered; to answer the basic question "who are the people living in the area and how well do I fit with them?"
3. **Risk Assessment Profile** – the planter completes the Church Planter's Risk Factor Assessment by Tom Nebel. This self-assessment helps the planter understand the various personal risks associated with planting in a specific location; to understand the risks of you ministering in the area.

Reviews the results of the 3 profiles above and candidly consider (1) how strongly you fit in selected area (by comparing worksheet 1 and 2) and (2) your risk in the selected area (by comparing worksheets 2 and 3)

Planter Profile

Worksheet 1

This worksheet collects history and background information about the planter. The intent is to look at the planter's past in order to understand natural tendencies and affinities. The worksheet looks specifically at the cultural environments, relationship affinities and social norms.

Looking Back at the Past...

Where were you born? How long did you live there?

Provide a bullet list of the different locations you've lived during your life including location and number of years (from birth through present). For each location give a one or two word description of the setting (e.g. remote rural, rural, suburban in small metro, suburban in large metro, urban in small city, urban in large city, foreign country large city, etc).

A family's socioeconomic status is based on family income, parental education level, parental occupation, and social status in the community. On a scale of 1 (low) to 5 (high), how would you rate your family's socioeconomic status while you were growing up?

What did your father and / or mother do for a living while you were growing up?

On the 1 to 5 scale, how would you rate your best friend's family's socioeconomic status?

Were most of the kids you hung out with growing up from this same socioeconomic status? If not, how would you rate the socioeconomic status of the average kid you hung out with?

Where did you go to college?

What was your degree in?

How did you pay for college?

What was your GPA?

If married, how would you rate your spouse's family's socioeconomic status on a scale of 1 to 5?

Looking at Today...

Please provide the following basic information about yourself:

- Age?
- Marital Status?
- Socioeconomic Status of your immediate Family (on 1 to 5 scale)?
- Number and Ages of Your Children?
- Ethnicity?
- Housing Situation. Do you rent or own?
- Type of Housing (e.g. apartment, condominium, townhouse, single family home)?
- Estimate of your current house price if it were adjusted to the cost of living in the target area? This is intended to be rough estimate. Try using an online cost of living comparator. For example, CNNMoney.com has a free tool at <http://cgi.money.cnn.com/tools/costofliving/costofliving.html>. Simply enter your current salary and location and the target area location. The comparator will tell you how much higher or lower the cost of housing is in the target area:
- Cars you own or lease (make and year)?
- Does your spouse work outside the house? If so, doing what?
- Describe your travel habits including frequency of travel, purpose and locations? (in a typical year)
- What are your favorite and most frequent places to shop (e.g. Walmart, Giant, Home Depot, Macy's, etc)
- What do you like to do in your spare time (i.e. activities, hobbies, etc)?
- If you were in the private sector, what job you would pursue? (or if you've been in the private sector, what did you do?)

Describe the last 3 people / families (other than your own family) that you did something socially with including their lifestyle, profession, education, socio economic status (using the 1 to 5 scale):

Describe the people you tend to spend the most time with including their lifestyle, profession, education, and socioeconomic status (using the 1 to 5 scale):

List any memberships you hold and clubs you attend.

Review the average target family statistics from the Target Profile Worksheet. Provide your own assessment of how you compare with the average target family. How are you similar? How are you different?

Target Area Profile

Worksheet 2

Purpose: The purpose of this worksheet is to collect information about the people living in your target area. The goal is to gain a general insight into who the average person / family in a given area is. Some of the information is quantitative while some is qualitative (and more subjective). See sample of a completed Target Area Profile at the end of this worksheet.

Using one of the recommended free demographic resources listed below, fill in as much of the information for your area as you can. All of this information is available for free online. Passion for Planting (www.newchurches.com) provides detailed free demographic reports. These reports contain all the information below plus much more. See sample of a Free Demographic Report at the end of this file.

Description	New Church Area	Local Trend (+ or -)	National Average
Average age			
Median age			
% Population under 18			
% Population 18-24			
% Population 25-34			
% Population 35-44			
% Population 45-54			
% Population over 55			
% Females			
% Males			
Average Household Income			
Median Household Income			
% Blue Collar workers			
% White Collar workers			
Average Number of Kids Per Family			
Average Home Price			
% People Owning Their Home vs Renting			
% White			
% Black			
% Asian			
% Hispanic			
% over 16, Unemployed			
% over 16, not in work force			
% Single Parent Homes			
% Adults Married			
% over 16, never married			
% divorced			
% Head Household with College Degree			
% over 25, no college experience			
% Commuting Outside Local Area to Work			
Average Drive Time to Work (Estimate if data not available)			

Suggested Free Demographic Resources

<http://www.newchurches.com> – Passion for Planting in partnership with Church Marketing Solutions offer's free demographic reports that will allow you to easily fill in the table above. Their reports include tables and graphs with a wealth of information. Simply request the free report via www.newchurches.com.

<http://factfinder.census.gov> - American Fact Finder (US Census Bureau) - Probably the best overall site available for obtaining FREE data tables and color coded maps. Simple enter an address of interest and then follow the on-screen instructions. A huge number of data tables and maps are available. Maps can be zoomed to obtain closer views.

<http://www.peoplegroups.info> – great resource from the North American Mission Board. All information is free but you have to register for a free account to get access to everything

<http://www.freedemographics.com> – great resource for free information

General Note about Demographic Information and Surveys

Demographic information helps answer the question "who lives in a specific geographic area." Most demographic information helps describe factually who lives in an area. However, most demographic information has limitations. Although it provides some insight, demographic information does not itself answer the questions (1) "what are the felt and real needs of the people living in the area" (a separate Converge action addresses this question) and (2) "what is the history, heritage and personality of the target community". To fully answer these questions, the planter will need to conduct some "soft demographic surveys" of people (i.e. interviews). The purpose of this worksheet is not to collect that level of information but instead to make a reasonable attempt at identifying qualitative information about the people in the area via discussions with local participating organizations and internet research. To the extent that some soft demographic surveys can be conducted will help improve the answer to this question (but it is not required).

Identify additional qualitative information about the target area and the average family in the space below: Examples of things to consider in answering this question include general comments about religion / faith (e.g. strong Catholic heritage, Mormon influence, etc), commuting habits for work (i.e. the average person spends several hours per day commuting, etc), pace of life, life transitions (e.g. new jobs, new homes, new kids, etc), what motivates the average person (e.g. family, money, prestige, power, influence, etc.) and influence of extended families (e.g. few families living in this area are within 3 hours of extended families, etc).

Write a description (detailed as possible) of the average family in your target area based on the quantitative and qualitative information above:

Sample Completion of Target Profile Worksheet

The following pages show how one church filled out the Target Profile Worksheet (all data is taken from a free Demographic Report available via NewChurches.com):

Description	New Church Area	Local Trend (+ or -)	Centreville	Sterling
Median age	38.6	+	32.8	34.7
% Population under 18	25.5%	-	9.4%	8.1%
% Population 18-24	7.7%	S	23.1%	22.0%
% Population 25-34	11.1%	-	8.8%	8.9%
% Population 35-44	17.3%	-	17.2%	14.4%
% Population 45-54	16.3%	+	20.9%	21.9%
% Population over 55	22.1%	+	22.4%	24.7%
% Females	50.2%	S	50.2%	50.4%
% Males	49.8%	S	49.8%	49.6%
Average Household Income	\$94,470	+	\$95,246	\$97,615
Median Household Income	\$78,977	+	\$85,762	\$85,779
% Blue Collar workers	29.7%	-	22.3%	23.6%
% White Collar workers	70.3%	+	77.7%	76.4%
Average Family Size	3.11		3.31	3.26
Average Home Price	\$198,367	+	\$188,957	\$177,735
Average years in current geography	3.2 years		3.0 years	3.3 years
% People Owning Their Home vs Renting	81.2%	S	74.9%	78.4%
% White	89.5%	S	75.4%	79.3%
% Black	6.9%	S	7.9%	8.2%
% Asian	1.2%	S	13.2%	8.7%
% Hispanic	2.8%	S	9.4%	10.4%
% over 16, Unemployed	1.8%	S	2.0%	1.8%
% over 16, not in work force	26.9%	S	20.3%	20.9%
% over 16, in work force	70.8%	S	76.4%	76.8%
% over 16 in armed forces	0.5%	S	1.3%	0.5%
% Adults Married	62.7%	S	58.4%	58.1%
% over 16, never married	20.2%	S	25.1%	22.8%
% divorced	4.3%	-	2.5%	2.8%
% separated	4.8%		5.8%	8.1%
% widowed	8.0%	+	8.2%	8.2%
% with College Degree	40.0%	S	58.0%	50.2%
% with some college but no degree	23.8%	S	20.0%	22.1%
% over 25, no college experience	35.1%	S	22.0%	27.7%

Include additional qualitative information about the area below:

- Traffic is bad (particularly the Route 29/Linton Hall intersection -a place to avoid) – infrastructure has not kept up with rate of construction – people tolerate the traffic but complain about it.
- Lots of new houses/subdivisions – great opportunity with new movers
- New schools – most kids are bussed to their school
- No movie theatres – nearest is in Manassas
- Most travel several miles to shop/dine/bank/doctor/health club/car repair/church (Home Depot, Walmart, Best Buy, Circuit City are all in Manassas – A few grocery stores are starting to pop up in Haymarket area)
- Interstate 66 is major commuter artery (accessed via Route 29 or Route 15)
- Historic Haymarket has a different character/feel from the rest of the area
- Several gated communities with more on the way (Lake Manassas is very expensive, Piedmont, very large seniors community in Gainesville, etc.) – gated communities could present some challenges
- Majority of families have husband and wife working
- Ratio of new households to day care centers is probably higher than average as new day care centers are not being constructed as quickly as new homes. Could mean that average family drives further from home to day care each day (more time on road away from home)
- Most people commute to work (into DC). Compared with Centreville, this adds at least 40 – 60 minutes (round trip) to the commute (extra distance and time on Route 66) – Route 66 reduced to 4 lanes in Manassas. With rate of new homes being built, situation will become even worse until Route 66 is widened. Average commuter leaves earlier in the morning and returns home later at night. With no metro, automobile is primary means of commuting.
- Many are second time home owners (not their first home)
- Many have moved from closer in to farther out to afford more home. Most “value” their homes. With relatively new homes, landscaping needs are more prevalent than renovations.

Description of the Average Family in Your Target Area

New Life is a safe place for religious seekers who are interested in spirituality and Jesus, but are suspicious of churches. New Life is a safe place to find and pursue God as the only solution that will really satisfy their elusive search for contentment. New Life's target family is 33 years old, married, considering a second child in the next 2 years, husband and wife both have a college education, half of the families have one spouse staying home with kids, earns over \$100,000 per year, have considerable debt partly resulting from the high cost of living and from a culture that promotes instant gratification, are in some form of transition (e.g. new home, new kids, new job, new friends, etc.), spend a significant amount of time commuting, have their extended families living out of the area, are sensitive to spirituality but not sure that Jesus is real or the only way, had no or some exposure to religion as a child but are now skeptical of their parents (or grandparents) church and are consumed in raising their children (wanting to do better than their parents did).

AGE: 33

EDUCATION: College Grad

FAMILY: Married. One child. 3 years old. Considering another child in the next 2 years.

- Half the church: 2 working professionals
- Half the church: wife is stay at home

INCOME: \$100,000+, and they are in debt (college, house, cars, credit card)

HOMETOWN: Not Haymarket. Not NOVA. Family lives elsewhere. Most friends live elsewhere. Friends here are all new—within the last 5 years.

COMMUTE: 30-60 minutes (one way)

PSYCHOLOGICALLY: Transitional period. Either new child, new marriage, new to area, new job, new to adulthood...transition makes them more open to church than they've been in years (if ever).

CONCERNS: Feel disconnected from people—want friends. Suspicious of churches—interested in Jesus & spirituality. Turned off by “grandma’s church”. Debt... love the stuff, buried by the burden. Raising children—want to do better than divorced parents did. Want to raise kids who are happy, moral & set up for professional success.

Church Planting Risk Factors Mobilization Assessment

Worksheet 3 (Courtesy of Tom Nebel)

Church planting is a risky business, but experience shows that when a qualified church planter is fitted with the right environmental situation the likelihood of success is greatly enhanced. The following guide is to help you, the potential church planter, determine whether now is the right time and this is the right place for you to enter into the arena of church planting.

For the following, circle the number on each line which best represents your situation:

How will you be personally funded?

1-----2-----3-----4-----5
faith bi-vocational partial support strong support fully funded
(25 -50%) (50% or more) (100%)

Does the site selection match your cultural background or experience?

1-----2-----3-----4-----5
not really a little moderately pretty much absolutely

How many ministry partners / family units will move with you?

1-----2-----3-----4-----5
none 1 or 2 3 or 4 5 or 6 7 or 8

How many pre-existing adult contacts (individuals or couples) that you already know or are aware of, might likely become part of your team?

1-----2-----3-----4-----5
none 1 or 2 3 or 4 5 or 6 7 or 8

How near is your family or your spouse's family or natural support group?

1-----2-----3
would take an airplane within driving distance nearby
for a weekend visit.

How closely does your ministry site approximate your geographic roots?

1-----2-----3
not much somewhat quite a bit

How close are you to other supportive churches who really want you to succeed?

1-----2-----3
not close at all somewhat v ery close

How much vocational ministry success have you personally experienced?

1-----2-----3
none so far a little a lot

Scoring

Now total your score, and compare it to the general guidelines below.

8-15 HIGH RISK: As a qualified church planter you will seriously need to consider whether this is the right time and/or the right place to church plant. Prayerfully discuss this with district personnel who may be able to point you to less risky opportunities or help you to re-engineer your time line.

16-23 MODERATE RISK: As a qualified church planter, you need to realize that this will be a challenging experience. Bring this decision before the Lord and others experienced in church planting. If God's calling seems clear, proceed with conviction and wisdom. If there is strong uncertainty, district personnel may be able to point you to less risky opportunities or help you to re-engineer your time line. Remember: some risk is normal. The Great Commission does not call us to avoid challenging situations!

24-32 LOW RISK: As a qualified church planter, the environmental issues here seem to point toward a positive church planting experience. There will still be challenges, of course. You must prayerfully consider God's leading in this venture. If he so leads, you will likely find success.

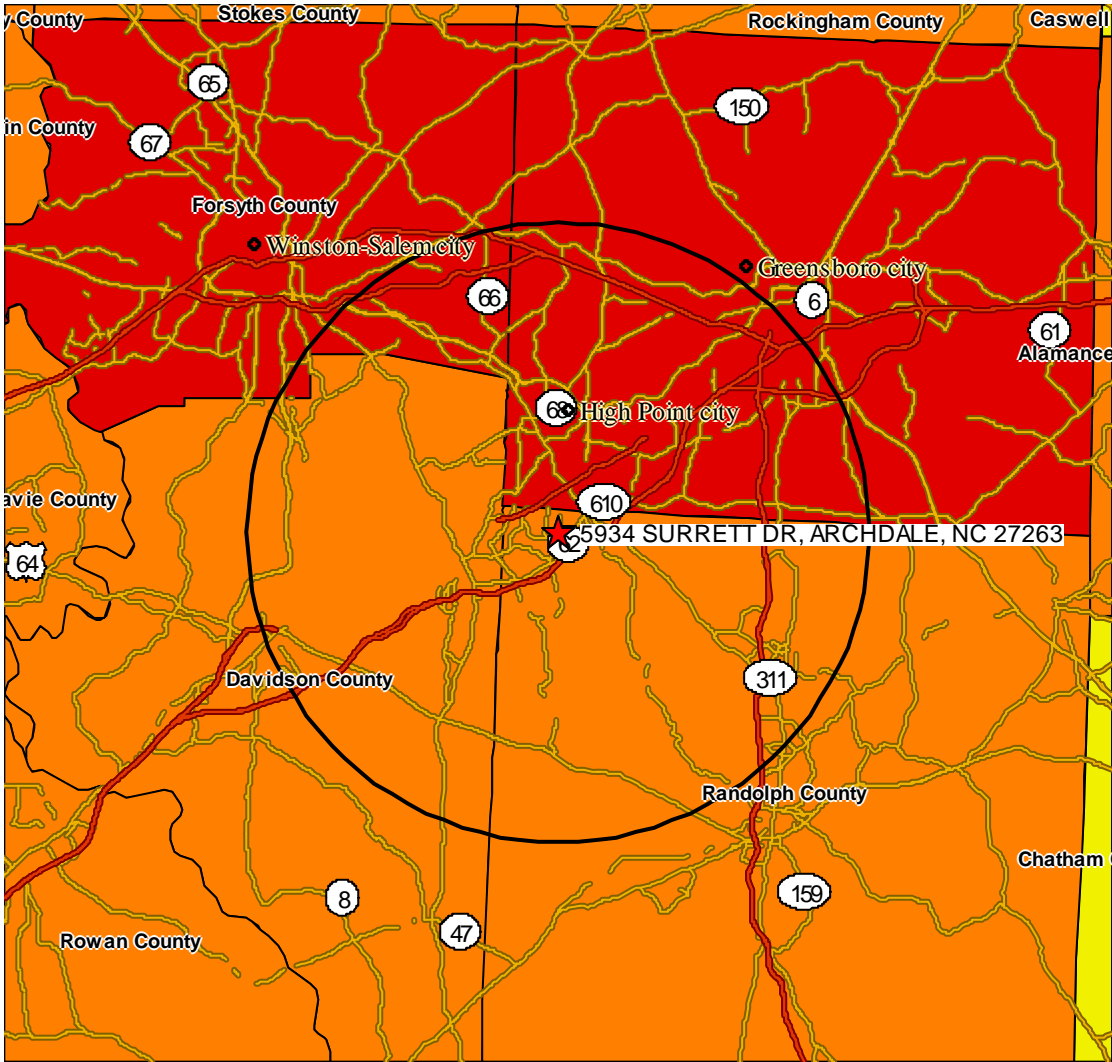
My numerical score _____

My risk category _____

Other thought and/or action steps:

Sample FREE Demographic Report for Completing Target Area Profile

Available via Passion for Planting (www.newchurches.com) in partnership with Church Marketing Solutions



Date: 08/28/07
Current Geography Selection: (1 Selected) 15 mile radius: 5934 SURRETT DR, ARCHDALE, NC 27263

Lat: 35.901893 Long: -79.999924
City: Trinity city Pop: 6,586
County: Randolph County Pop: 138,956
Zip: 27370 Pop: 14,880

Demographic Detail Summary Report

Population Demographics

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Total Population	305,424		363,462		385,530		402,952		19.0%	4.5%
Population Density (Pop/Sq Mi)	432.1		514.2		545.4		570.1		19.0%	4.5%
Total Households	121,119		145,800		155,358		163,088		20.4%	5.0%
Population by Gender:										
Male	146,851	48.1%	176,506	48.6%	188,158	48.8%	197,385	49.0%	20.2%	4.9%
Female	158,574	51.9%	186,956	51.4%	197,372	51.2%	205,567	51.0%	17.9%	4.2%

Population by Race/Ethnicity

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
White	251,317	82.3%	270,107	74.3%	287,297	74.5%	300,935	74.7%	7.5%	4.7%
Black	49,344	16.2%	70,471	19.4%	73,412	19.0%	75,814	18.8%	42.8%	3.3%
American Indian or Alaska Native	1,536	0.5%	1,774	0.5%	1,511	0.4%	1,311	0.3%	15.5%	-13.2%
Asian or Pacific Islander	2,640	0.9%	8,580	2.4%	11,303	2.9%	13,344	3.3%	225.0%	18.1%
Some Other Race	586	0.2%	7,433	2.0%	7,079	1.8%	7,418	1.8%	1,167.5%	4.8%
Two or More Races			5,096	1.4%	4,928	1.3%	4,131	1.0%		-16.2%
Hispanic Ethnicity	2,080	0.7%	15,186	4.2%	25,170	6.5%	33,375	8.3%	630.0%	32.6%
Not Hispanic or Latino	303,345	99.3%	348,275	95.8%	360,360	93.5%	369,577	91.7%	14.8%	2.6%

Population by Age

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
0 to 4	20,530	6.7%	24,575	6.8%	26,353	6.8%	26,737	6.6%	19.7%	1.5%
5 to 14	38,499	12.6%	49,313	13.6%	51,099	13.3%	51,494	12.8%	28.1%	0.8%
15 to 19	21,273	7.0%	21,963	6.0%	23,960	6.2%	24,821	6.2%	3.2%	3.6%
20 to 24	24,637	8.1%	24,620	6.8%	25,086	6.5%	26,460	6.6%	-0.1%	5.5%
25 to 34	55,176	18.1%	58,141	16.0%	56,222	14.6%	54,834	13.6%	5.4%	-2.5%
35 to 44	47,938	15.7%	59,447	16.4%	58,322	15.1%	57,115	14.2%	24.0%	-2.1%
45 to 54	34,124	11.2%	49,590	13.6%	54,521	14.1%	57,818	14.3%	45.3%	6.0%
55 to 64	27,526	9.0%	32,599	9.0%	41,539	10.8%	48,283	12.0%	18.4%	16.2%
65 to 74	20,689	6.8%	23,487	6.5%	25,694	6.7%	30,991	7.7%	13.5%	20.6%
75 to 84	11,392	3.7%	14,419	4.0%	15,917	4.1%	17,049	4.2%	26.6%	7.1%
85+	3,617	1.2%	5,308	1.5%	6,817	1.8%	7,351	1.8%	46.7%	7.8%

Median Age:

Total Population	33.6		35.5		36.7		38.0		5.7%	3.5%
------------------	------	--	------	--	------	--	------	--	------	------

Households by Income

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
\$0 - \$15,000	27,516	22.7%	20,812	14.3%	19,690	12.7%	19,217	11.8%	-24.4%	-2.4%
\$15,000 - \$24,999	23,599	19.5%	19,868	13.6%	17,957	11.6%	17,274	10.6%	-15.8%	-3.8%
\$25,000 - \$34,999	22,734	18.8%	21,355	14.6%	20,078	12.9%	20,501	12.6%	-6.1%	2.1%
\$35,000 - \$49,999	23,769	19.6%	27,121	18.6%	26,436	17.0%	25,038	15.4%	14.1%	-5.3%
\$50,000 - \$74,999	16,182	13.4%	31,001	21.3%	34,054	21.9%	34,506	21.2%	234.2%	1.3%
\$75,000 - \$99,999	4,139	3.4%	13,192	9.1%	17,670	11.4%	21,380	13.1%	218.7%	21.0%
\$100,000 - \$149,999	2,071	1.7%	8,338	5.7%	13,060	8.4%	16,500	10.1%	302.6%	26.3%
\$150,000 +	1,073	0.9%	4,113	2.8%	6,412	4.1%	8,673	5.3%	283.3%	35.3%
Average Hhld Income	\$34,609		\$51,126		\$56,274		\$60,972		47.7%	8.3%
Median Hhld Income	\$28,893		\$40,766		\$45,776		\$49,710		41.1%	8.6%
Per Capita Income	\$13,813		\$20,509		\$23,284		\$25,320		48.5%	8.7%

Employment and Business

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Age 16 + Population	242,481		285,082		303,325		319,825		17.6%	5.4%
In Labor Force	176,629	72.8%	198,353	69.6%	210,412	69.4%	221,521	69.3%	12.3%	5.3%
Employed	169,496	96.0%	189,673	95.6%	199,760	94.9%	210,174	94.9%	11.9%	5.2%

Unemployed	6,823	3.9%	8,502	4.3%	10,433	5.0%	11,091	5.0%	24.6%	6.3%
In Armed Forces	271	0.1%	179	0.1%	219	0.1%	257	0.1%	-34.0%	17.3%
Not In Labor Force	65,852	27.2%	86,729	30.4%	92,694	30.6%	98,047	30.7%	31.7%	5.8%
Number of Employees (Daytime Pop)	212,945									
Number of Establishments	19,292									
Emp in Blue Collar Occupations			83,778	44.2%						
Emp in White Collar Occupations			105,895	55.8%						

Housing Units

											Percent Change	
	1990 Census		2000 Census		2006 Estimate		2011 Projection		1990 to 2000		2006 to 2011	
Total Housing Units	128,468		155,204		173,478		188,435		20.8%		8.6%	
Owner Occupied	78,661	61.2%	96,042	61.9%	101,513	58.5%	105,961	56.2%	22.1%		4.4%	
Renter Occupied	42,455	33.1%	49,758	32.1%	53,845	31.0%	57,126	30.3%	17.2%		6.1%	
Vacant	7,351	5.7%	9,404	6.1%	18,120	10.5%	25,348	13.5%	27.9%		39.9%	

Vehicles Available

											Percent Change	
	1990 Census		2000 Census		2006 Estimate		2011 Projection		1990 to 2000		2006 to 2011	
Average Vehicles Per Hhld	1.80		1.70		2.00		2.20		-6.9%		9.8%	
0 Vehicles Available	9,859	7.5%	9,623	6.6%	9,080	5.8%	9,024	5.5%	-2.4%		-0.6%	
1 Vehicle Available	36,683	27.9%	48,096	33.0%	48,581	31.3%	49,119	30.1%	31.1%		1.1%	
2+ Vehicles Available	84,845	64.6%	88,081	60.4%	97,697	62.9%	104,944	64.3%	3.8%		7.4%	

Marital Status

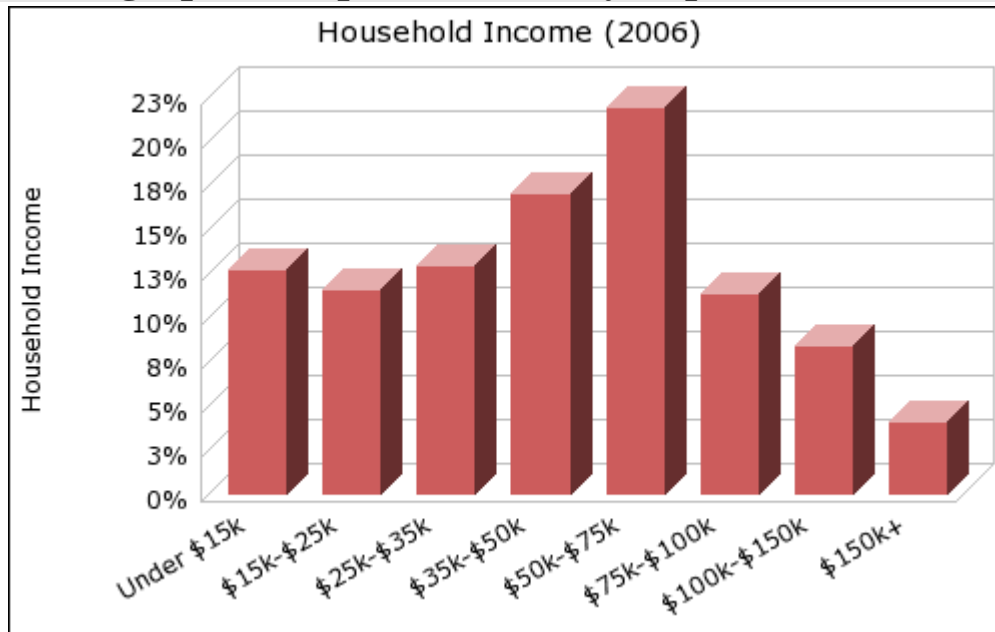
											Percent Change	
	1990 Census		2000 Census		2006 Estimate		2011 Projection		1990 to 2000		2006 to 2011	
Age 15+ Population	246,371		289,574		308,077		324,721		17.5%		5.4%	
Married, Spouse Present	140,767	57.1%	154,577	53.4%	165,485	53.7%	175,164	53.9%	9.8%		5.8%	
Married, Spouse Absent	8,412	3.4%	17,096	5.9%	17,914	5.8%	18,682	5.8%	103.2%		4.3%	
Divorced	20,611	8.4%	29,196	10.1%	30,944	10.0%	32,539	10.0%	41.7%		5.2%	
Widowed	18,324	7.4%	18,625	6.4%	19,590	6.4%	20,468	6.3%	1.6%		4.5%	
Never Married	58,263	23.7%	70,080	24.2%	74,138	24.1%	77,867	24.0%	20.3%		5.0%	

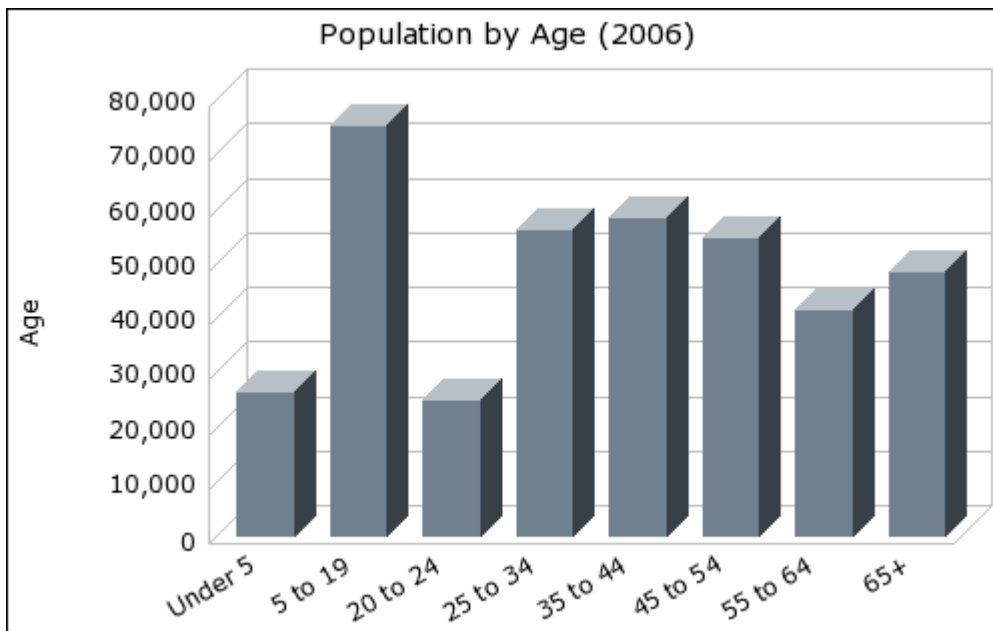
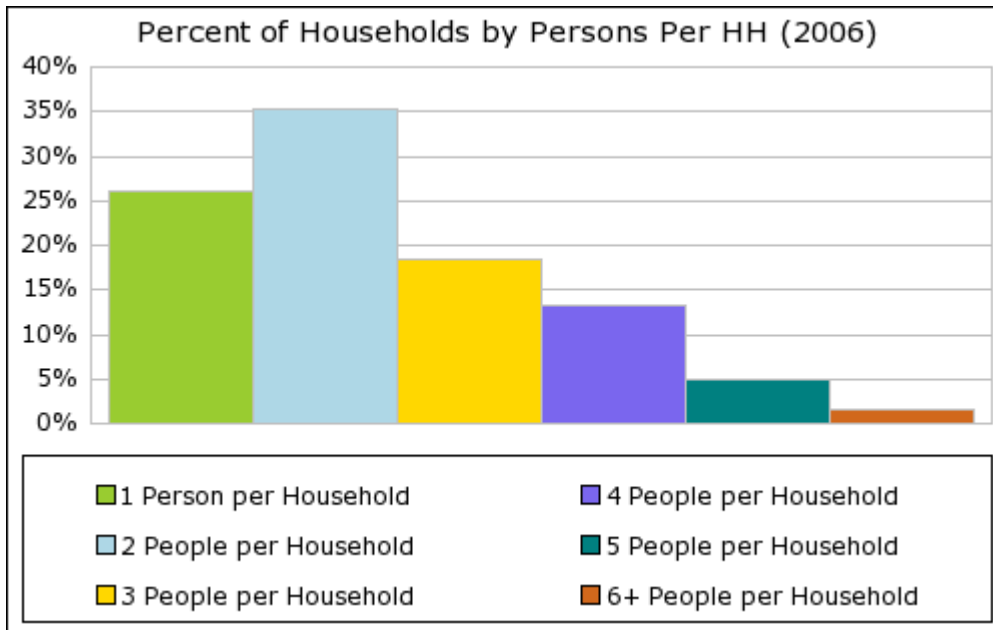
Educational Attainment

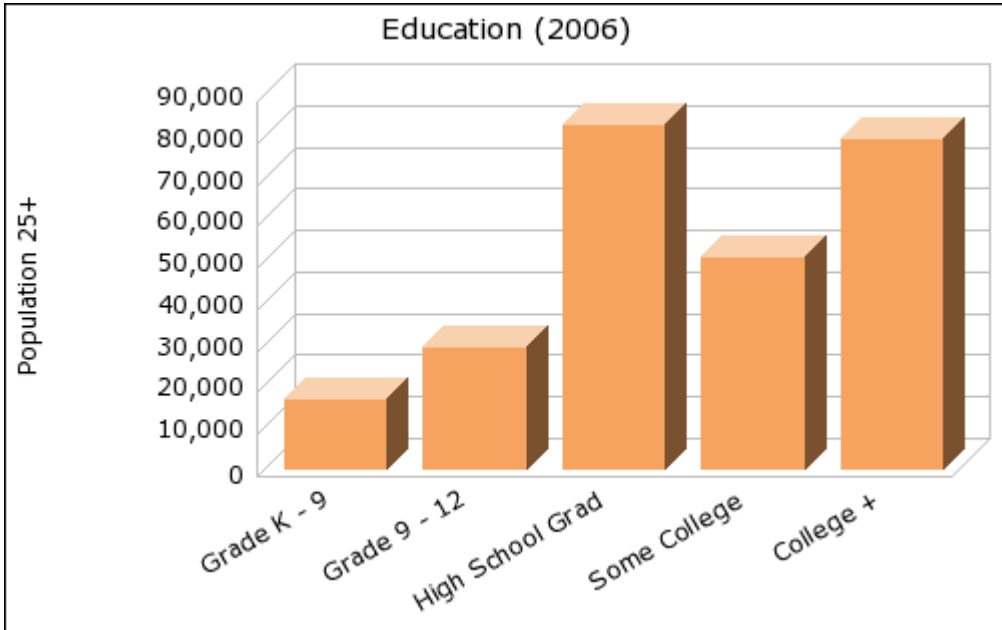
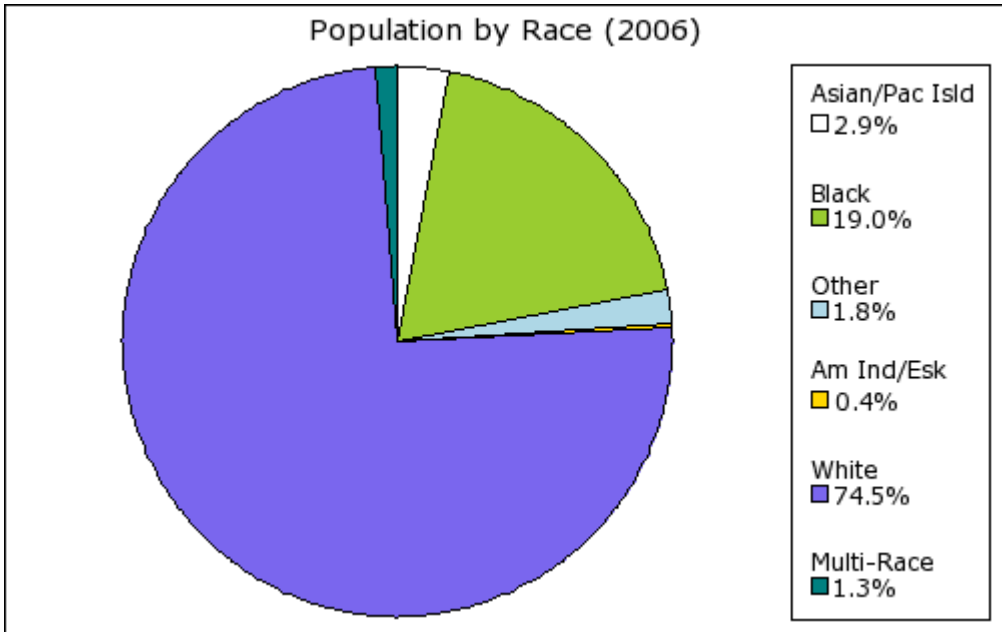
											Percent Change	
	1990		2000		2006		2011		1990 to 2000		2006 to 2011	

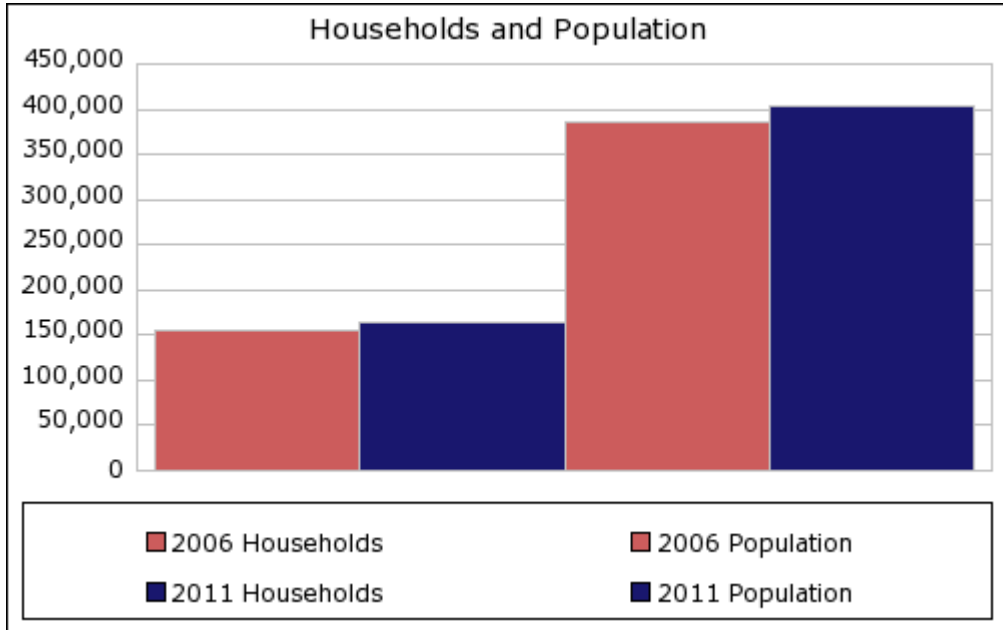
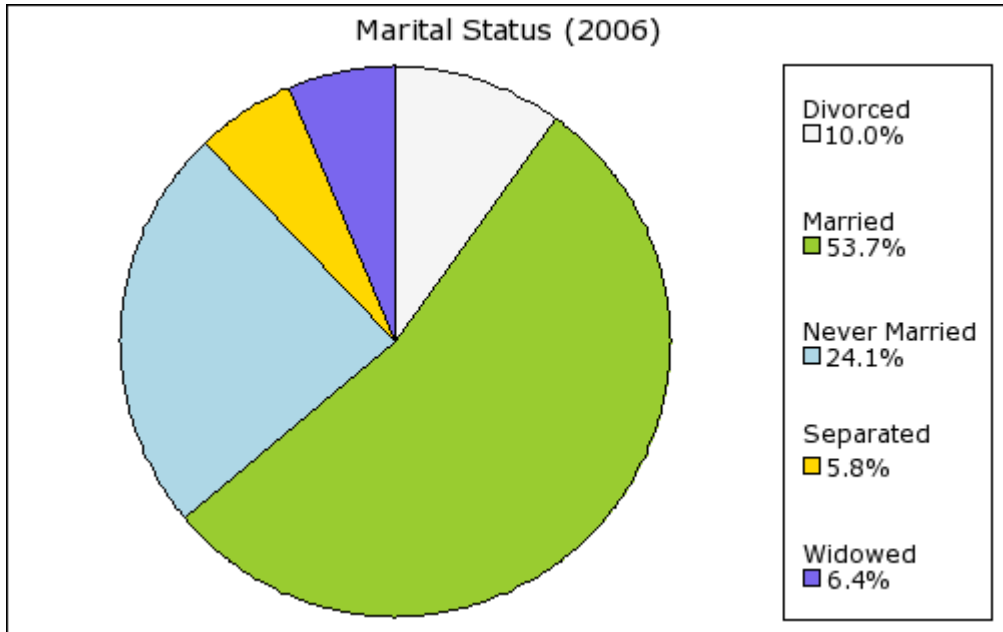
	Census		Census		Estimate		Projection		2000	
Age 25+ Population	200,462		242,991		259,031		273,652		21.2%	5.6%
Grade K - 8	23,550	11.8%	15,571	6.4%	16,674	6.4%	15,626	5.7%	-33.9%	-6.3%
Grade 9 - 12	35,661	17.8%	37,517	15.4%	29,393	11.4%	24,292	8.9%	5.2%	-17.4%
High School Graduate	61,189	30.5%	71,995	29.6%	82,737	31.9%	91,641	33.5%	17.7%	10.8%
Some College, No Degree	34,440	17.2%	50,423	20.8%	51,051	19.7%	51,223	18.7%	46.4%	0.3%
Associates Degree	12,378	6.2%	14,798	6.1%	16,775	6.5%	18,145	6.6%	19.6%	8.2%
Bachelor's Degree	24,866	12.4%	37,045	15.3%	46,696	18.0%	54,827	20.0%	49.0%	17.4%
Graduate Degree	8,361	4.2%	13,118	5.4%	15,706	6.1%	17,898	6.5%	56.9%	14.0%
No Schooling Completed			2,523	1.0%						

Demographic Snapshot Summary Report with Charts









Demographic Trend Summary Report

Population Demographics

	1990 Census	2000 Census	2006 Estimate	2011 Projection	Percent Change	
					1990 to 2000	2006 to 2011
Total Population	305,424	363,462	385,530	402,952	19.0%	4.5%
Total Households	121,119	145,800	155,358	163,088	20.4%	5.0%

Gender:

Male	146,851	48.1%	176,506	48.6%	188,158	48.8%	197,385	49.0%	20.2%	4.9%
------	---------	-------	---------	-------	---------	-------	---------	-------	-------	------

Female	158,574	51.9%	186,956	51.4%	197,372	51.2%	205,567	51.0%	17.9%	4.2%
--------	---------	-------	---------	-------	---------	-------	---------	-------	-------	------

Population by Race/Ethnicity

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
White	251,317	82.3%	270,107	74.3%	287,297	74.5%	300,935	74.7%	7.5%	4.7%
Black	49,344	16.2%	70,471	19.4%	73,412	19.0%	75,814	18.8%	42.8%	3.3%
American Indian or Alaska Native	1,536	0.5%	1,774	0.5%	1,511	0.4%	1,311	0.3%	15.5%	-13.2%
Asian or Pacific Islander	2,640	0.9%	8,580	2.4%	11,303	2.9%	13,344	3.3%	225.0%	18.1%
Some Other Race	586	0.2%	7,433	2.0%	7,079	1.8%	7,418	1.8%	1,167.5%	4.8%
Two or More Races			5,096	1.4%	4,928	1.3%	4,131	1.0%		-16.2%
Hispanic Ethnicity	2,080	0.7%	15,186	4.2%	25,170	6.5%	33,375	8.3%	630.0%	32.6%
Not Hispanic or Latino	303,345	99.3%	348,275	95.8%	360,360	93.5%	369,577	91.7%	14.8%	2.6%

Population by Age

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
0 to 4	20,530	6.7%	24,575	6.8%	26,353	6.8%	26,737	6.6%	19.7%	1.5%
5 to 14	38,499	12.6%	49,313	13.6%	51,099	13.3%	51,494	12.8%	28.1%	0.8%
15 to 19	21,273	7.0%	21,963	6.0%	23,960	6.2%	24,821	6.2%	3.2%	3.6%
20 to 24	24,637	8.1%	24,620	6.8%	25,086	6.5%	26,460	6.6%	-0.1%	5.5%
25 to 34	55,176	18.1%	58,141	16.0%	56,222	14.6%	54,834	13.6%	5.4%	-2.5%
35 to 44	47,938	15.7%	59,447	16.4%	58,322	15.1%	57,115	14.2%	24.0%	-2.1%
45 to 54	34,124	11.2%	49,590	13.6%	54,521	14.1%	57,818	14.3%	45.3%	6.0%
55 to 64	27,526	9.0%	32,599	9.0%	41,539	10.8%	48,283	12.0%	18.4%	16.2%
65 to 74	20,689	6.8%	23,487	6.5%	25,694	6.7%	30,991	7.7%	13.5%	20.6%
75 to 84	11,392	3.7%	14,419	4.0%	15,917	4.1%	17,049	4.2%	26.6%	7.1%
85+	3,617	1.2%	5,308	1.5%	6,817	1.8%	7,351	1.8%	46.7%	7.8%

Median Age:

Total Population	33.6		35.5		36.7		38.0		5.7%	3.5%
------------------	------	--	------	--	------	--	------	--	------	------

Households by Income

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
\$0 - \$15,000	27,516	22.7%	20,812	14.3%	19,690	12.7%	19,217	11.8%	-24.4%	-2.4%
\$15,000 - \$24,999	23,599	19.5%	19,868	13.6%	17,957	11.6%	17,274	10.6%	-15.8%	-3.8%
\$25,000 - \$34,999	22,734	18.8%	21,355	14.6%	20,078	12.9%	20,501	12.6%	-6.1%	2.1%
\$35,000 - \$49,999	23,769	19.6%	27,121	18.6%	26,436	17.0%	25,038	15.4%	14.1%	-5.3%
\$50,000 - \$74,999	16,182	13.4%	31,001	21.3%	34,054	21.9%	34,506	21.2%	91.6%	1.3%
\$75,000 - \$99,999	4,139	3.4%	13,192	9.1%	17,670	11.4%	21,380	13.1%	218.7%	21.0%

\$100,000 - \$149,999	2,071	1.7%	8,338	5.7%	13,060	8.4%	16,500	10.1%	302.6%	26.3%
\$150,000 +	1,073	0.9%	4,113	2.8%	6,412	4.1%	8,673	5.3%	283.3%	35.3%
Average Hhld Income	\$34,609		\$51,126		\$56,274		\$60,972		47.7%	8.3%
Median Hhld Income	\$28,893		\$40,766		\$45,776		\$49,710		41.1%	8.6%
Per Capita Income	\$13,813		\$20,509		\$23,284		\$25,320		48.5%	8.7%

Executive Demographic Summary Report

Population

The current year population in this selected geography is 385,530. The 2000 Census revealed a population of 363,462, and in 1990 it was 305,424 representing a 19.0% change. It is estimated that the population in this area will be 402,952 in 2011, representing a change of 4.5% from 2006. The current population is 48.8% male and 51.2% female. In 2006, the median age of the population in this area was 36.7, compared to the US median age which was 36.5. The population density in your area is 545.4 people per square mile.

Households

There are currently 155,358 households in this selected geography. The Census revealed household counts of 145,800 in 2000, up from 121,119 in 1990, representing a change of 20.4%. It is estimated that the number of households in this area will be 163,088 in 2011, representing a change of 5.0% from the current year. For the current year, the average household size in this area is 2.48 persons.

In 2006, the median number of years in residence in this geography's population is 2.95. The average household size in this geography was 2.44 people and the average family size was 3.09 people. The average number of vehicles per household in this geography was 2.0.

Income

In 2006, the median household income in this selected geography was \$45,776, compared to the US median which was \$48,271. The Census revealed median household incomes of \$40,766 in 2000 and \$28,893 in 1990 representing a change of 41.1%. It is estimated that the median household income in this area will be \$49,710 in 2011, which would represent a change of 8.6% from the current year.

In 2006, the per capita income in this area was \$23,284, compared to the US per capita, which was \$24,529. The 2006 average household income for this area was \$56,274, compared to the US average which was \$63,629.

Race & Ethnicity

In 2006, the racial makeup of this selected area was as follows: 74.5% White; 19.0% Black; 0.4% Native American; 2.9% Asian/Pacific Islander; and 1.8% Other. Compare these to the US racial makeup which was: 75.9% White, 12.1% Black, 0.7% Native American, 4.5% Asian/Pacific Islander and 4.5% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 6.5% of the current year population in this selected area. Compare this to the US makeup of 14.9%. Changes in the population within each race and ethnicity category from the 1990 Census to the 2000 Census are as follows: 15.5% American Indian, Eskimo, Aleut Population; 225.0% Asian, Pacific Islander; 42.8% Black; 630.0% Hispanic Ethnicity; 1,167.5% Other; White 7.5%.

Housing

The median housing value in this area was \$69,312 in 1990, compare this to the US median of \$78,382 for the same year. The 2000 Census median housing value was \$102,274, which is a 47.6% change from 1990. In 1990, there were 78,661 owner occupied housing units in this area vs. 96,042 in 2000. Also in 1990, there were 42,455 renter occupied housing units in this area vs. 49,758 in 2000. The average rent in 1990 was \$311 vs. \$465 in 2000.

Employment

In 2006, there were 210,412 people over the age of 16 in the labor force in your geography. Of these 94.9% were employed, 5.0% were unemployed, 30.6% were not in the labor force and 0.1% were in the Armed Forces. In 1990, unemployment in this area was 3.9% and in 2000 it was 4.3%.

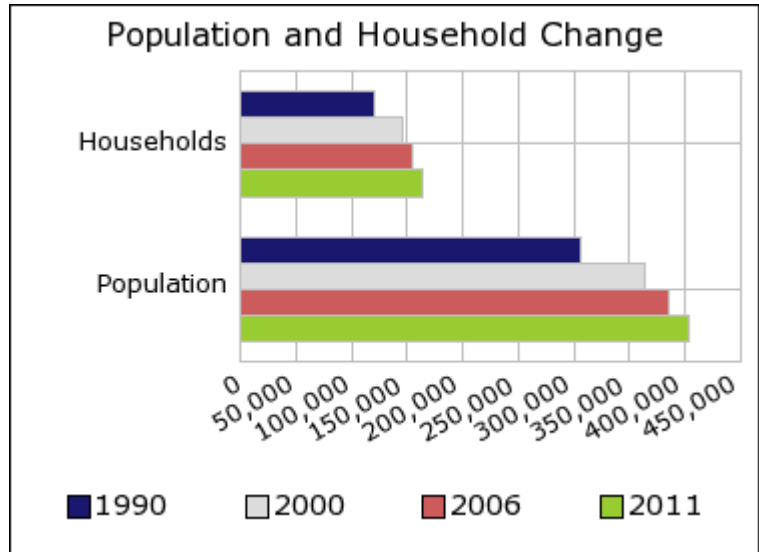
In 2006, there were 212,945 employees in this selected area (daytime population) and there were 19,292 establishments. For this area in 1990, 52.1% of employees were employed in white-collar occupations and 47.9% were employed in blue-collar occupations. In 2000, white collar workers made up 55.8% of the population, and those employed in blue collar occupations made up 44.2%. In 1990, the average time traveled to work was 12 minutes and in 2000 it was 20 minutes.

Executive Summary Report with Charts

Population Demographics:

The number of households in the study area in 1990 was **121,119** and changed to **145,800** in 2000, representing a change of **20.4%**. The household count in 2006 was **155,358** and the household projection for 2011 is **163,088**, a change of **5.0%**.

The population in the study area in 1990 was **305,424** and in 2000 it was **363,462**, roughly a **19.0%** change. The population in 2006 was **385,530** and the projection for 2011 is **402,952** representing a change of **4.5%**.



	1990 Census	2000 Census	2006 Estimate	2011 Projection	Percent Change	
					1990 to 2000	2006 to 2011
Total Population	305,424	363,462	385,530	402,952	19.0%	4.5%
Total Households	121,119	145,800	155,358	163,088	20.4%	5.0%

Population by Age



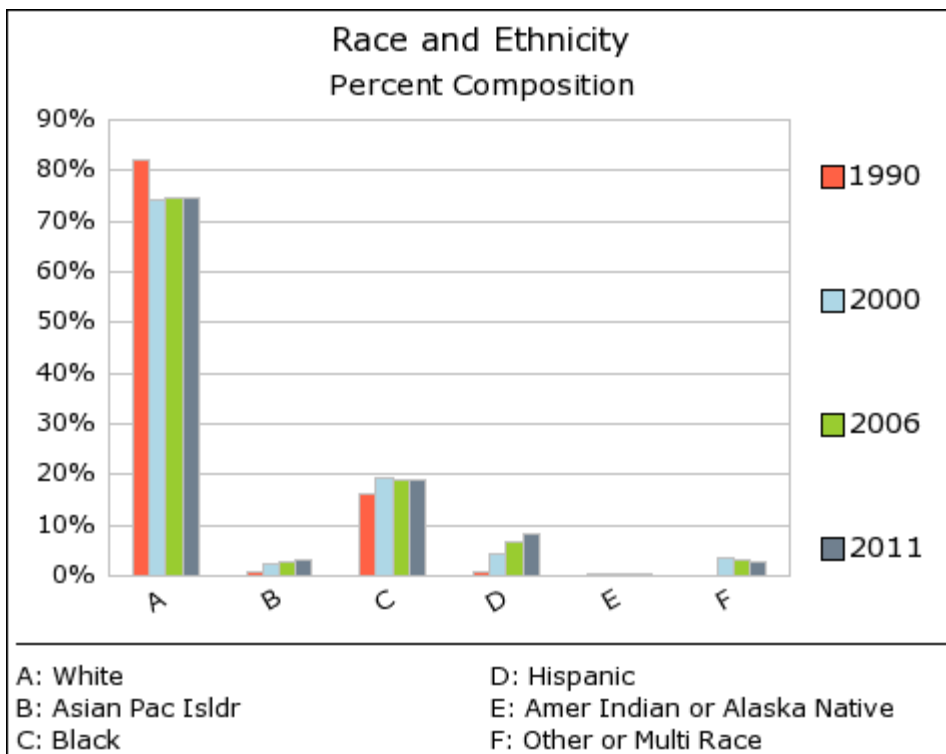
In 1990, the median age of the total population in the study area was **33.6**, and in 2000, it was **35.5**. The median age in 2006 is **36.7** and it is predicted to change in five years to **38.0** years. In 2006, females represented **51.2%** of the population with a median age of **38.0** and males represented **48.8%** of the population with a median age of **35.5** years. In 2006, the most prominent age group in this geography is **Age 35 to 44** years. The age group least represented in this geography is **75 +** years.

Age Groups

Age Groups	1990		2000		2006		2011		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2006 to 2011
0 to 4	20,530	6.7%	24,575	6.8%	26,353	6.8%	26,737	6.6%	19.7%	1.5%
5 to 14	38,499	12.6%	49,313	13.6%	51,099	13.3%	51,494	12.8%	28.1%	0.8%
15 to 19	21,273	7.0%	21,963	6.0%	23,960	6.2%	24,821	6.2%	3.2%	3.6%
20 to 24	24,637	8.1%	24,620	6.8%	25,086	6.5%	26,460	6.6%	-0.1%	5.5%
25 to 34	55,176	18.1%	58,141	16.0%	56,222	14.6%	54,834	13.6%	5.4%	-2.5%

35 to 44	47,938	15.7%	59,447	16.4%	58,322	15.1%	57,115	14.2%	24.0%	-2.1%
45 to 54	34,124	11.2%	49,590	13.6%	54,521	14.1%	57,818	14.3%	45.3%	6.0%
55 to 64	27,526	9.0%	32,599	9.0%	41,539	10.8%	48,283	12.0%	18.4%	16.2%
65 to 74	20,689	6.8%	23,487	6.5%	25,694	6.7%	30,991	7.7%	13.5%	20.6%
75 +	15,009	4.9%	19,727	5.4%	22,734	5.9%	24,400	6.1%	31.4%	7.3%

Population by Race/Ethnicity



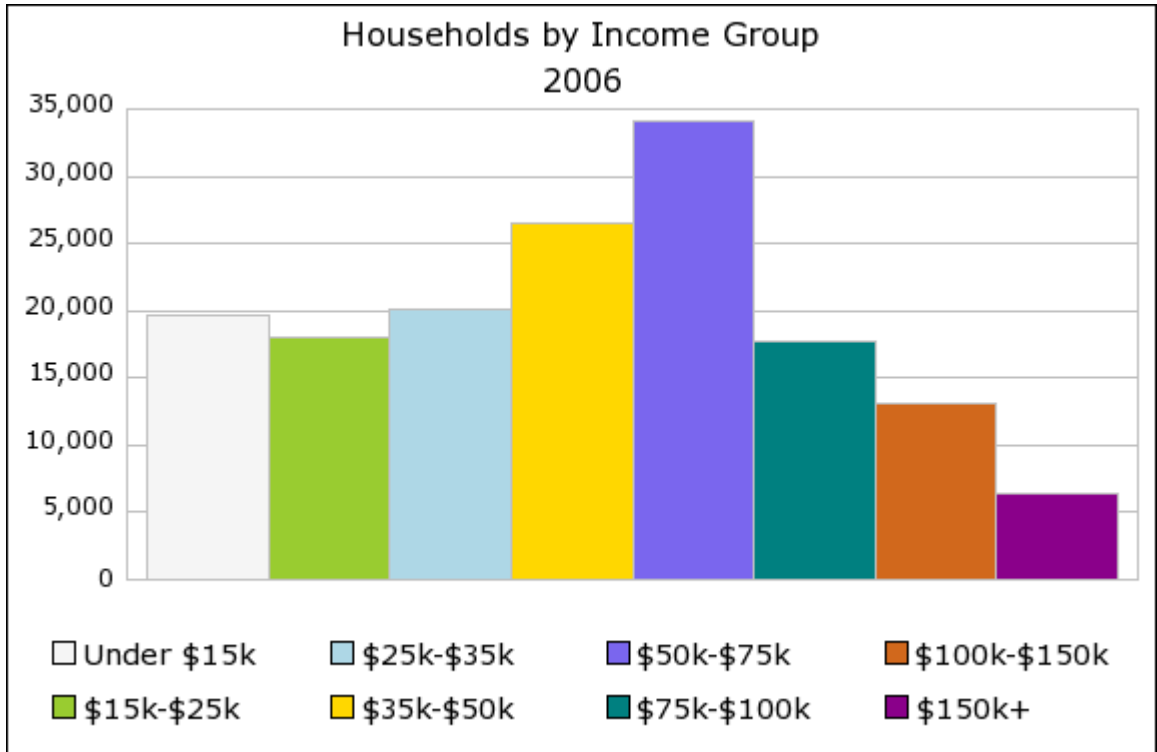
In 2006, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity

Race & Ethnicity	1990		2000		2006		2011		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2006 to 2011
White	251,317	82.3%	270,107	74.3%	287,297	74.5%	300,935	74.7%	7.5%	4.7%
Black	49,344	16.2%	70,471	19.4%	73,412	19.0%	75,814	18.8%	42.8%	3.3%
American Indian or Alaska Native	1,536	0.5%	1,774	0.5%	1,511	0.4%	1,311	0.3%	15.5%	-13.2%
Asian or Pacific Islander	2,640	0.9%	8,580	2.4%	11,303	2.9%	13,344	3.3%	225.0%	18.1%
Other Race	586	0.2%	7,433	2.0%	7,079	1.8%	7,418	1.8%	1,167.5%	4.8%
Two or More Races			5,096	1.4%	4,928	1.3%	4,131	1.0%		-16.2%
Hispanic Ethnicity	2,080	0.7%	15,186	4.2%	25,170	6.5%	33,375	8.3%	630.0%	32.6%
Not Hispanic or Latino	303,345	99.3%	348,275	95.8%	360,360	93.5%	369,577	91.7%	14.8%	2.6%

Households by Income

In 2006 the predominant household income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$150K +**.



HH Income Categories

	1990		2000		2006		2011		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	1990 to 2000	2006 to 2011
\$0 - \$15,000	27,516	22.7%	20,812	14.3%	19,690	12.7%	19,217	11.8%	-24.4%	-2.4%
\$15,000 - \$24,999	23,599	19.5%	19,868	13.6%	17,957	11.6%	17,274	10.6%	-15.8%	-3.8%
\$25,000 - \$34,999	22,734	18.8%	21,355	14.6%	20,078	12.9%	20,501	12.6%	-6.1%	2.1%
\$35,000 - \$49,999	23,769	19.6%	27,121	18.6%	26,436	17.0%	25,038	15.4%	14.1%	-5.3%
\$50,000 - \$74,999	16,182	13.4%	31,001	21.3%	34,054	21.9%	34,506	21.2%	91.6%	1.3%
\$75,000 - \$99,999	4,139	3.4%	13,192	9.1%	17,670	11.4%	21,380	13.1%	218.7%	21.0%
\$100,000 - \$149,999	2,071	1.7%	8,338	5.7%	13,060	8.4%	16,500	10.1%	302.6%	26.3%
\$150,000 +	1,073	0.9%	4,113	2.8%	6,412	4.1%	8,673	5.3%	283.3%	35.3%
Average Hhld Income	\$34,609		\$51,126		\$56,274		\$60,972		47.7%	8.3%
Median Hhld Income	\$28,893		\$40,766		\$45,776		\$49,710		41.1%	8.6%
Per Capita Income	\$13,813		\$20,509		\$23,284		\$25,320		48.5%	8.7%

Current year data is for the year **2006**, 5 year projected data is for the year **2011**. More About Our Data.
 Demographic data © 2006 by Experian/Applied Geographic Solutions.

© 2007. DemographicsNow is brought to you by SRC, LLC.

SRC, DemographicsNow.com and the SRC and DemographicsNow.com logos are trademarks of SRC, LLC. All rights reserved.
 Privacy Statement | License Agreement