

ministry area profile 2008

Valley Ranch Baptist Church
1501 E. Belt Line Rd.
Coppell, TX 75019

Study Area Definition: Custom Polygon



ID# 38844:83557



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

Currently, there are 63,157 persons residing in the defined study area. This represents an increase of 39,555 or 167.6% since 1990. During the same period of time, the U.S. as a whole grew by 21.0%. (see page 4)



2 Is the population in this area projected to grow?

Yes, between 2008 and 2013, the population is projected to increase by 8.4% or 5,297 additional persons. During the same period, the U.S. population is projected to grow by 4.6%. (see page 4)



3 How much lifestyle diversity is represented?

The lifestyle diversity in the area is *somewhat high* with 26 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated New Starters* representing 39.9% of all households. (see pages 13 and 14)



4 How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 65.1% of the population and all other racial/ethnic groups make up 34.9% which is about the same as the national average of 34%. The largest of these groups, *Asians*, accounts for 14.6% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 41.9% between 2008 and 2013. (see pages 4 and 7)



5 What are the major generational groups represented?

The largest age group in terms of numbers is *Survivors* (age 27 to 47) comprised of 25,345 persons or 40.1% of the total population in the area. Compared to a national average of 29.5%, *Survivors* are also the most over-represented group in the area. (see page 4)



6 Overall, how traditional are the family structures?

The area can be described as *very traditional* due to the above average presence of married persons and two-parent families. (see page 6)



7 How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 96.6% of the population aged 25 and over have graduated from high school as compared to the national average of 80.4%, college graduates account for 61.0% of those over 25 in the area versus 24.4% in the U.S. (see page 8)



8 Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Achieving a Fulfilling Marriage*, *Satisfying Job/Career*, *Social Injustice*, *Aging Parent Care*, *Finding Life Direction* and *Time for Recreation/Leisure*. (see page 16)



9 What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *about average* when compared to national averages. (see page 15)



10 What is the likely giving potential in the area?

Based upon the average household income of \$116,853 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

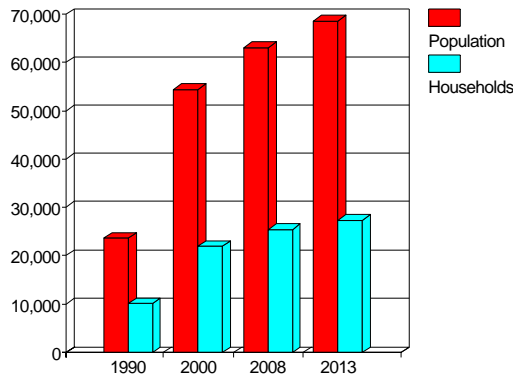


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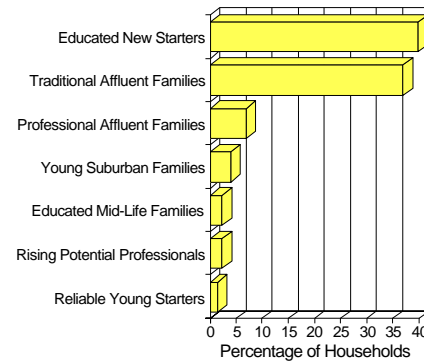
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Population and Households

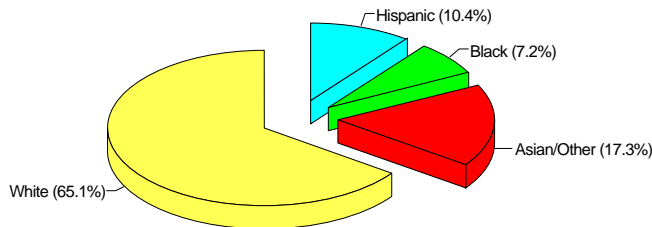


The population in the study area has increased by 8753 persons, or 16.1% since 2000 and is projected to increase by 5297 persons, or 8.4% between 2008 and 2013. The number of households has increased by 3359, or 15.3% since 2000 and is projected to increase by 2008, or 7.9% between 2008 and 2013.

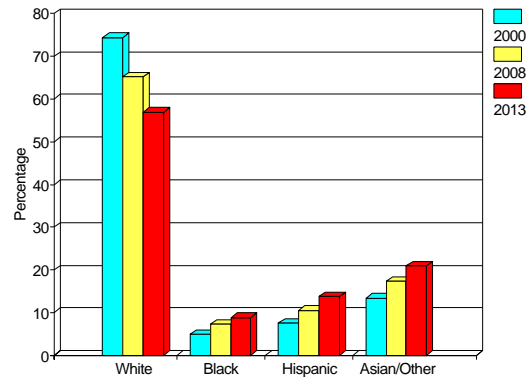
Primary U.S. Lifestyles Segments-2008



Population By Race/Ethnicity-2008

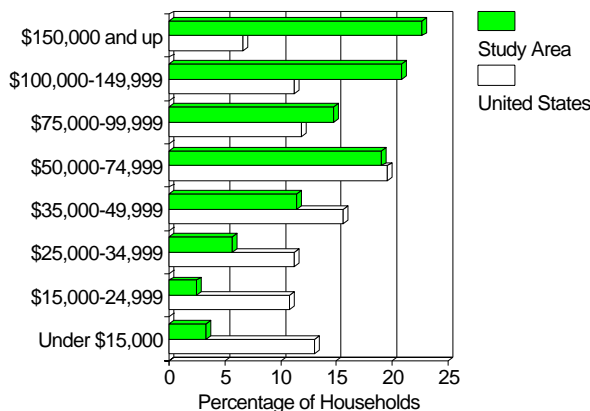


Population By Race/Ethnicity Trend

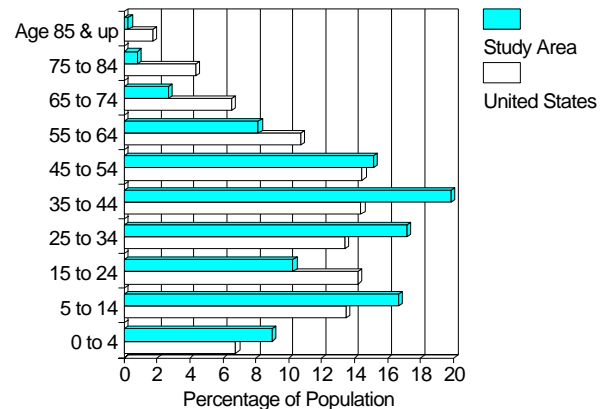


Between 2008 and 2013, the White population is projected to decrease by 2263 persons and to decrease from 65.1% to 56.8% of the total population. The Black population is projected to increase by 1399 persons and to increase from 7.2% to 8.7% of the total. The Hispanic/Latino population is projected to increase by 2766 persons and to increase from 10.4% to 13.7% of the total. The Asian/Other population is projected to increase by 3396 persons and to increase from 17.3% to 20.9% of the total population.

Households By Income-2008



Population by Age-2008



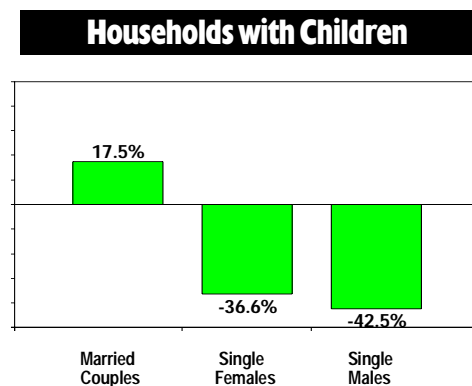
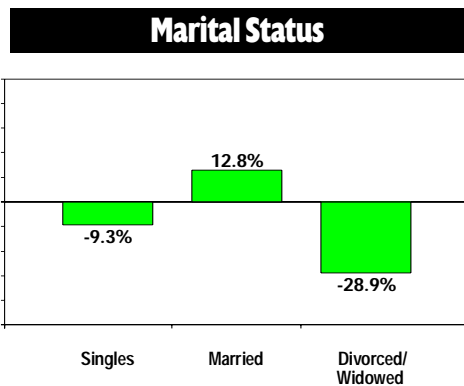
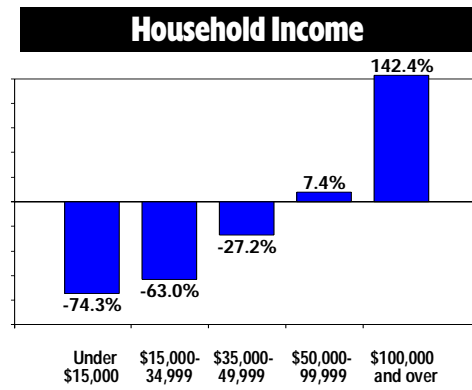
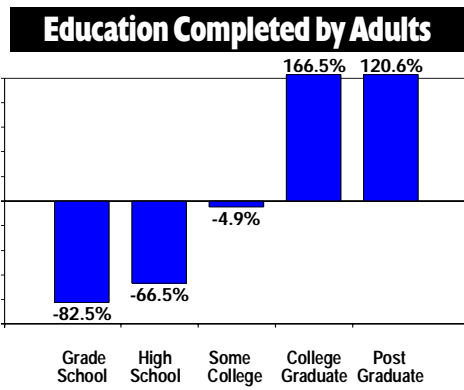
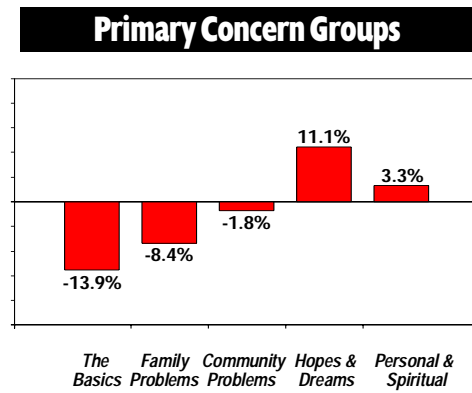
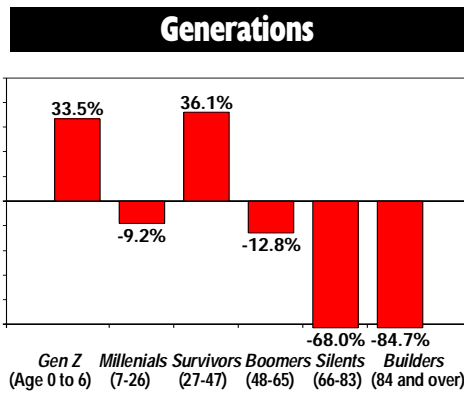
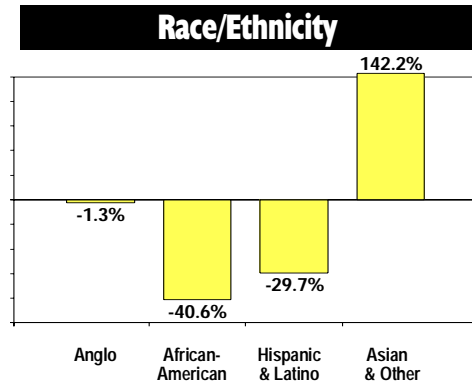
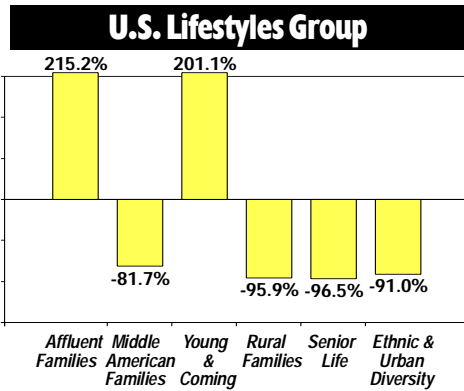
The average household income in the study area is \$116853 a year as compared to the U.S. average of \$66670. The average age in the study area is 32.2 and is projected to increase to 33.6 by 2013. The average age in the U.S. is 37.3 and is projected to increase to 38.3 by 2013.



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POPULATION				
	1990 Census	2000 Census	2008 Update	2013 Projection
▲ Indicates a consistent upward trend				
↓ Indicates a consistent downward trend				
▲ Population	23,602	54,404	63,157	68,454
Population Change		30,802	8,753	5,297
Percentage Change		130.5%	16.1%	8.4%
↓ Average Annual Growth Rate		13.1%	2.0%	1.7%
▲ Density (Pop. per square mile)	703	1,620	1,881	2,039
HOUSEHOLDS				
▲ Households	10,082	21,977	25,336	27,344
Household Change		11,895	3,359	2,008
Percentage Change		118.0%	15.3%	7.9%
↓ Average Annual Growth Rate		11.8%	1.9%	1.6%
▲ Persons Per Household	2.34	2.47	2.49	2.50

POPULATION BY RACE/ETHNICITY						
	2000 Census		2008 Update		2013 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	40,461	74.4%	41,123	65.1%	38,860	56.8%
▲ African-American (Non-Hisp)	2,587	4.8%	4,529	7.2%	5,928	8.7%
▲ Hispanic/Latino	4,101	7.5%	6,597	10.4%	9,363	13.7%
▲ Asian/Other (Non-Hisp)	7,257	13.3%	10,907	17.3%	14,303	20.9%

POPULATION BY GENDER						
	2000 Census	2008 Update	2008 Update	2008 Update	2013 Projection	2013 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	27,663	50.8%	31,589	50.0%	34,185	49.9%
▲ Male	26,742	49.2%	31,568	50.0%	34,269	50.1%

POPULATION BY GENERATION						
	2000 Census	2008 Update	2008 Update	2008 Update	2013 Projection	2013 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	0	0.0%	7,930	12.6%	13,736	20.1%
Millennials (Born 1982 to 2001)	15,941	29.3%	15,944	25.2%	18,759	27.4%
Survivors (Born 1961 to 1981)	20,765	38.2%	25,342	40.1%	22,891	33.4%
↓ Boomers (Born 1943 to 1960)	14,518	26.7%	11,758	18.6%	11,270	16.5%
↓ Silents (Born 1925 to 1942)	2,683	4.9%	1,969	3.1%	1,650	2.4%
↓ Builders (Born 1924 and earlier)	498	0.9%	215	0.3%	148	0.2%

AGE			
	2000 Census	2008 Update	2013 Projection
▲ Average Age	30.7	32.2	33.6
▲ Median Age	33.0	33.5	33.6

INCOME			
	2000 Census	2008 Update	2013 Projection
▲ Average Household Income	\$97,834	\$116,853	\$125,843
▲ Median Household Income	\$81,193	\$93,309	\$99,384
▲ Per Capita Income	\$39,521	\$46,876	\$50,268



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HOUSEHOLDS BY INCOME

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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	3,690	16.8%	5,738	22.6%	7,102	26.0%
\$100,000 to \$149,999	4,461	20.3%	5,275	20.8%	5,669	20.7%
\$75,000 to \$99,999	3,181	14.5%	3,731	14.7%	3,956	14.5%
↓ \$50,000 to \$74,999	4,482	20.4%	4,797	18.9%	4,900	17.9%
↓ \$35,000 to \$49,999	2,946	13.4%	2,879	11.4%	2,915	10.7%
↓ \$25,000 to \$34,999	1,570	7.1%	1,432	5.7%	1,306	4.8%
↓ \$15,000 to \$24,999	847	3.9%	634	2.5%	611	2.2%
↓ Under \$15,000	801	3.6%	851	3.4%	888	3.2%

POPULATION BY PHASE OF LIFE

Before Formal Schooling (Age 0-4)	4,780	8.8%	5,670	9.0%	5,595	8.2%
▲ Required Formal Schooling (5-17)	10,794	19.8%	13,129	20.8%	14,469	21.1%
▲ College Years, Career Starts (18-24)	3,042	5.6%	3,863	6.1%	5,029	7.3%
↓ Singles and Young Families (25-34)	11,342	20.8%	10,845	17.2%	10,126	14.8%
↓ Families, Empty Nesters (35-54)	20,174	37.1%	22,072	34.9%	22,222	32.5%
▲ Enrichment Years Singles/Couples (55-64)	2,683	4.9%	5,170	8.2%	7,148	10.4%
▲ Retirement Opportunities (65+)	1,590	2.9%	2,408	3.8%	3,864	5.6%

POPULATION BY AGE (DETAIL)

Under 5 years	4,780	8.8%	5,670	9.0%	5,595	8.2%
5 to 9 years	4,763	8.8%	5,650	8.9%	5,909	8.6%
10 to 14 years	4,212	7.7%	4,863	7.7%	5,581	8.2%
▲ 15 to 17 years	1,819	3.3%	2,616	4.1%	2,979	4.4%
▲ 18 to 20 years	1,111	2.0%	1,622	2.6%	2,004	2.9%
21 to 24 years	1,931	3.5%	2,241	3.5%	3,025	4.4%
25 to 29 years	5,252	9.7%	3,029	4.8%	5,586	8.2%
30 to 34 years	6,090	11.2%	7,816	12.4%	4,540	6.6%
↓ 35 to 39 years	6,748	12.4%	5,561	8.8%	4,138	6.0%
↓ 40 to 44 years	6,317	11.6%	6,948	11.0%	7,145	10.4%
▲ 45 to 49 years	4,402	8.1%	5,333	8.4%	5,802	8.5%
▲ 50 to 54 years	2,707	5.0%	4,230	6.7%	5,137	7.5%
▲ 55 to 59 years	1,820	3.3%	3,146	5.0%	4,136	6.0%
▲ 60 to 64 years	863	1.6%	2,024	3.2%	3,012	4.4%
▲ 65 to 69 years	668	1.2%	1,124	1.8%	1,859	2.7%
▲ 70 to 74 years	383	0.7%	588	0.9%	1,039	1.5%
▲ 75 to 84 years	406	0.7%	535	0.8%	755	1.1%
▲ 85 or more years	133	0.2%	161	0.3%	211	0.3%



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	Number	Percent		
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MARITAL STATUS				
Marital Status All Persons 15 and Older	40,649			
Single (Never Married)	9,988	24.6%	27.1%	91
Married	25,925	63.8%	56.5%	113
↓ Divorced/Widowed	4,737	11.7%	16.4%	71
Marital Status Females 15 and Older	20,845			
Single (Never Married)	4,828	23.2%	24.1%	96
Married	12,974	62.2%	54.6%	114
↓ Divorced/Widowed	3,043	14.6%	21.3%	69
Marital Status Males 15 and Older	19,804			
Single (Never Married)	5,160	26.1%	30.3%	86
Married	12,950	65.4%	58.6%	112
↓ Divorced/Widowed	1,694	8.6%	11.2%	77
FAMILY STRUCTURE				
Households By Type	21,977			
▲ Single Male	2,977	13.5%	11.0%	124
Single Female	3,334	15.2%	14.8%	102
Married Couple	12,268	55.8%	52.5%	106
↓ Other Family - Male Head of Household	413	1.9%	4.1%	46
↓ Other Family - Female Head of Household	1,584	7.2%	11.8%	61
▲ Non Family - Male Head of Household	977	4.4%	3.4%	131
Non Family - Female Head of Household	424	1.9%	2.4%	81
Households With Children 0 to 18	8,995			
Married Couple Family	7,284	81.0%	68.9%	117
↓ Other Family - Male Head of Household	350	3.9%	6.8%	58
↓ Other Family - Female Head of Household	1,325	14.7%	23.2%	63
↓ Non Family	36	0.4%	1.1%	37
Population By Household Type	54,744			
Family Households	45,222	82.6%	82.2%	100
Non Family Households	9,467	17.3%	15.0%	115
↓ Group Quarters	55	0.1%	2.8%	4



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GROUP QUARTERS				
Population In Group Quarters By Type	55			
▲ Institutions	37	67.3%	52.2%	129
↓ College Dorm	0	0.0%	26.5%	0
↓ Military	0	0.0%	4.6%	0
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
▲ Other	19	34.5%	16.7%	207
RACE/ETHNICITY				
Population By Race/Ethnicity	54,404			
White (Non-Hispanic)	40,461	74.4%	69.1%	108
↓ African-American (Non-Hisp)	2,587	4.8%	12.0%	40
↓ Hispanic/Latino	4,101	7.5%	12.5%	60
↓ Native American (Non-Hisp)	204	0.4%	0.7%	50
▲ Asian (Non-Hisp)	6,042	11.1%	3.6%	308
↓ Hawaiian & Pacific Islander (Non-Hisp)	25	0.0%	0.1%	38
Other Races & Multiple Races (Non-Hisp)	1,195	2.2%	1.9%	113
Asian Population By Race	6,068			
↓ Chinese	1,002	16.5%	22.6%	73
Japanese	414	6.8%	7.8%	88
▲ Indian	2,078	34.2%	16.4%	209
▲ Korean	1,494	24.6%	10.5%	234
↓ Vietnamese	381	6.3%	11.0%	57
↓ Other Asian Races	699	11.5%	31.8%	36
Hispanic/Latino Population By Race	4,101			
▲ White	2,671	65.1%	47.8%	136
↓ African-American	41	1.0%	1.9%	54
↓ Native American	9	0.2%	1.0%	22
▲ Asian	26	0.6%	0.3%	215
↓ Other Races & Multiple Races	1,354	33.0%	49.0%	67
Hispanic/Latino Population By Origin	4,101			
Mexican	2,672	65.2%	58.6%	111
↓ Puerto Rican	189	4.6%	9.7%	48
Cuban	150	3.7%	3.5%	104
Other Hispanic Origin	1,176	28.7%	28.4%	101



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EDUCATION				
Population By School Enrollment (Age 3 and over)	51,598			
▲ Pre-Primary (Public)	1,447	2.8%	2.3%	122
▲ Pre-Primary (Private)	1,391	2.7%	1.1%	250
Elementary/High School (Public)	9,088	17.6%	16.6%	106
↓ Elementary/High School (Private)	711	1.4%	1.9%	72
Enrolled in College	2,972	5.8%	6.5%	89
Not Enrolled in School	35,988	69.7%	71.6%	97
Population By Education Completed (Age 25 and over)	35,788			
↓ Elementary (Less than 9 years)	390	1.1%	7.5%	14
↓ Some High School (9 to 11 years)	836	2.3%	12.1%	19
↓ High School Graduate (12 years)	3,431	9.6%	28.6%	33
Some College (13 to 15 years)	7,247	20.2%	21.0%	96
Associate Degree	2,065	5.8%	6.3%	91
▲ Bachelor's Degree	14,824	41.4%	15.5%	267
▲ Graduate Degree	6,994	19.5%	8.9%	221
OCCUPATION				
Population By Occupation Type (Age 15 and over)	31,625			
▲ TOTAL WHITE COLLAR	27,612	87.3%	60.3%	145
▲ Executive and Managerial	9,907	31.3%	13.5%	233
Professional Specialty	4,064	12.9%	10.7%	120
▲ Technical Support	4,680	14.8%	9.5%	156
▲ Sales	5,067	16.0%	11.2%	142
↓ Administrative Support & Clerical	3,894	12.3%	15.4%	80
↓ TOTAL BLUE COLLAR	4,013	12.7%	39.7%	32
↓ Service: Private Households	655	2.1%	2.8%	74
↓ Service: Protective	226	0.7%	2.0%	36
↓ Service: Other	626	2.0%	6.8%	29
↓ Farming, Forestry & Fishing	18	0.1%	0.7%	8
↓ Precision Production and Craft	1,184	3.7%	12.4%	30
↓ Operators and Assemblers	385	1.2%	5.5%	22
↓ Transportation and Material Moving	690	2.2%	6.1%	36
↓ Laborers	229	0.7%	3.3%	22



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EMPLOYMENT				
Population By Employment Status (Age 15 and over)	39,938			
▲ Employed	31,645	79.2%	60.3%	131
↓ Unemployed	655	1.6%	3.7%	45
↓ Not in Labor Force	7,638	19.1%	36.1%	53
Households With Families By Number of Workers	14,265			
↓ No Workers	329	2.3%	12.7%	18
1 Worker	4,081	28.6%	30.4%	94
▲ 2 Workers	8,573	60.1%	45.0%	134
↓ 3 or more Workers	1,282	9.0%	11.9%	75
Total Female Population By Work Status (Age 16 and over)	20,499			
▲ TOTAL WORKING	14,439	70.4%	54.2%	130
▲ With No Children	8,963	43.7%	33.8%	129
▲ With Children Age 0 to 5 only	1,436	7.0%	4.4%	158
▲ With Children Age 6 to 17 only	3,144	15.3%	12.4%	124
▲ With Children Both Age 0 to 5 and 6 to 17	896	4.4%	3.6%	123
↓ TOTAL NOT WORKING (UNEMPLOYED)	372	1.8%	3.3%	54
↓ With No Children	250	1.2%	2.2%	56
↓ With Children Age 0 to 5 only	43	0.2%	0.3%	61
↓ With Children Age 6 to 17 only	68	0.3%	0.6%	60
↓ With Children Both Age 0 to 5 and 6 to 17	11	0.1%	0.3%	20
↓ TOTAL NOT IN THE LABOR FORCE	5,689	27.8%	42.5%	65
↓ With No Children	2,690	13.1%	32.9%	40
▲ With Children Age 0 to 5 only	1,003	4.9%	2.7%	178
▲ With Children Age 6 to 17 only	1,125	5.5%	4.3%	127
▲ With Children Both Age 0 to 5 and 6 to 17	871	4.2%	2.5%	167
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$17,603 for family of 4 in '00)	21,977			
▲ Above Poverty Line (Householder Age 0 to 64)	20,488	93.2%	69.5%	134
↓ Above Poverty Line (Householder Age 65 and over)	811	3.7%	18.7%	20
↓ Below Poverty Line (Householder Age 0 to 64)	608	2.8%	9.4%	30
↓ Below Poverty Line (Householder Age 65 and over)	70	0.3%	2.4%	13
Households By Presence of Retirement Income	21,977			
↓ With Retirement Income	1,082	4.9%	16.7%	29
Without Retirement Income	20,895	95.1%	83.3%	114



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Prepared For:
Valley Ranch Baptist Church
1501 E. Belt Line Rd.
Coppell, TX 75019

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Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
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HOUSING				
Occupied Units By Type	21,934			
Owner Occupied	12,868	58.7%	66.2%	89
▲ Renter Occupied	9,066	41.3%	33.8%	122
▲ Median Rent	\$940		\$657	143
Vacant Units By Type	1,292			
▲ For Rent	856	66.3%	25.7%	258
↓ For Sale	116	9.0%	13.7%	66
↓ Seasonal	221	17.1%	37.1%	46
↓ Other	99	7.7%	23.5%	33
Structures By Number of Units	23,226			
Single Unit	13,141	56.6%	65.8%	86
2 to 9 Units	3,691	15.9%	13.7%	116
▲ 10 to 19 Units	2,710	11.7%	4.0%	292
20 to 49 Units	857	3.7%	3.3%	110
▲ 50 or more Units	2,056	8.9%	5.3%	167
↓ Mobile Home	508	2.2%	7.6%	29
▲ Other	263	1.1%	0.2%	500
↓ Single To Multiple Unit Ratio	1.41		2.50	56
2000 Owner-Occupied Property Values	11,844			
↓ Under \$25,000	24	0.2%	2.4%	9
↓ \$25,000 to \$49,999	89	0.8%	7.5%	10
↓ \$50,000 to \$74,999	186	1.6%	16.3%	10
↓ \$75,000 to \$99,999	389	3.3%	14.1%	23
\$100,000 to 149,999	2,543	21.5%	23.7%	90
▲ \$150,000 to \$199,999	2,880	24.3%	14.6%	166
▲ \$200,000 to \$299,999	3,758	31.7%	11.9%	266
▲ \$300,000 to \$399,999	1,355	11.4%	4.4%	259
▲ \$400,000 to \$499,999	433	3.7%	2.1%	177
↓ \$500,000 and over	188	1.6%	2.9%	54
▲ 2000 Median Property Value	\$218,310		\$158,934	137



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HOUSING (CONTINUED)				
Housing Units By Year Built	23,226			
▲ 1995 to 2000	8,310	35.8%	9.7%	369
▲ 1990 to 1994	5,103	22.0%	7.3%	301
▲ 1980 to 1989	8,245	35.5%	15.8%	225
↓ 1970 to 1979	1,067	4.6%	18.5%	25
↓ 1960 to 1969	239	1.0%	13.7%	7
↓ 1950 to 1959	167	0.7%	12.7%	6
↓ 1940 to 1949	51	0.2%	7.3%	3
↓ 1939 or earlier	45	0.2%	15.0%	1
Households By Number of Persons	21,977			
1 Person Household	6,311	28.7%	25.8%	111
2 Person Household	6,568	29.9%	32.5%	92
3 Person Household	3,616	16.5%	16.5%	100
4 Person Household	3,727	17.0%	14.3%	119
5 Person Household	1,295	5.9%	6.7%	88
↓ 6 Person Household	410	1.9%	2.7%	70
↓ 7 or more Person Household	51	0.2%	1.7%	14
Average Persons Per Household	2.5		2.6	95
Population By Urban/Rural	54,404			
▲ Urban	53,501	98.3%	79.0%	124
↓ Rural	903	1.7%	21.0%	8
Households By Heating Type	21,934			
Utility Gas	9,054	41.3%	51.2%	81
↓ Other Gas	281	1.3%	6.5%	20
▲ Electric	12,510	57.0%	30.3%	188
↓ Oil	0	0.0%	9.0%	0
↓ Coal	0	0.0%	0.1%	0
↓ Wood	13	0.1%	1.7%	4
↓ Solar/Other Fuel	0	0.0%	0.4%	0
↓ No Fuel Used	76	0.3%	0.7%	50
Households By Presence of Telephone	21,934			
With Telephone	21,805	99.4%	97.6%	102
↓ Without Telephone	129	0.6%	2.4%	24



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TRANSPORTATION				
Households By Number of Vehicles	21,934			
↓ No Vehicles	546	2.5%	10.3%	24
1 Vehicle	7,816	35.6%	34.2%	104
▲ 2 Vehicle	10,756	49.0%	38.4%	128
↓ 3 or more Vehicles	2,817	12.8%	17.1%	75
Workers By Travel Time to Work	29,962			
▲ Work At Home	1,360	4.5%	3.4%	135
↓ Less than 10 minutes	2,215	7.4%	14.4%	51
10 to 29 minutes	15,956	53.3%	51.1%	104
▲ 30 to 59 minutes	11,034	36.8%	26.5%	139
↓ 60 to 89 minutes	465	1.6%	5.2%	30
↓ 90 or more minutes	291	1.0%	2.8%	35
Average Travel Time to Work (minutes)	24.9		25.5	98
Workers By Type of Transportation to Work	31,322			
Drive Alone	27,534	87.9%	75.7%	116
↓ Car Pool	1,875	6.0%	12.2%	49
↓ Public Transportation	172	0.5%	4.7%	12
↓ Motorcycle	20	0.1%	0.5%	13
↓ Walk to Work	218	0.7%	2.9%	24
↓ Other Means	143	0.5%	0.7%	65
▲ Work at Home	1,360	4.3%	3.3%	133



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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)	12,068	47.6%	15.1%	315
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	11,180	44.1%	14.7%	301
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,455	5.7%	31.4%	18
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	419	1.7%	18.4%	9
4	Rural Families (27, 26, 29, 33, 35 and 38)	135	0.5%	13.1%	4
5	Senior Life (7, 20, 21, 22, 30 and 31)	62	0.2%	6.9%	4

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.		
12	Educated New Starters	10,098	39.9%	2.9%	1357
1	Traditional Affluent Families	9,378	37.0%	3.5%	1063
2	Professional Affluent Families	1,731	6.8%	0.8%	848
11	Young Suburban Families	1,029	4.1%	3.0%	137
4	Educated Mid-Life Families	613	2.4%	3.4%	71
8	Rising Potential Professionals	590	2.3%	2.3%	99
15	Reliable Young Starters	385	1.5%	4.3%	36
40	Surviving Urban Diversity	343	1.4%	4.0%	33
3	Mid-Life Prosperity	179	0.7%	1.5%	46
28	Building Country Families	164	0.6%	2.8%	23
5	Prosperous Diversity	107	0.4%	3.1%	14
39	New Beginning Urbanites	107	0.4%	2.8%	15
18	Working Urban Families	90	0.4%	4.0%	9
25	Working Country Consumers	80	0.3%	4.1%	8
27	Country Family Diversity	53	0.2%	0.3%	61
29	Working Country Families	51	0.2%	1.0%	21
14	Secure Mid-Life Families	51	0.2%	0.7%	31
16	Established Country Families	47	0.2%	6.4%	3
32	Working Urban Life	37	0.1%	1.7%	9
35	Laboring Country Families	30	0.1%	2.7%	4



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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.		
44	Laboring Urban Life	28	0.1%	0.1%	147
17	Large Young Families	25	0.1%	2.2%	5
30	Urban Senior Life	23	0.1%	0.8%	11
20	Cautious and Mature	19	0.1%	2.6%	3
49	Exception Households	19	0.1%	0.2%	30
10	Suburban Mid-Life Families	11	0.0%	5.5%	1
6	Prosperous New Country Families	9	0.0%	2.1%	2
21	Mature and Stable	9	0.0%	0.6%	6
7	Prosperous and Mature	8	0.0%	0.5%	6
9	Educated Working Families	7	0.0%	0.1%	33
45	Struggling Urban Diversity	6	0.0%	2.5%	1
41	Struggling Hispanic Households	5	0.0%	1.6%	1
22	Mature and Established	3	0.0%	1.8%	1
23	Established Empty-Nesters	2	0.0%	3.4%	0
26	Working Suburban Families	1	0.0%	0.1%	3
38	Rural Working Families	0	0.0%	8.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
TOTALS		25,338	100.0%	100.0%	100



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FAITH INVOLVEMENT INDICATOR			

Estimated 2008 Households Likely to Be:

Strongly Involved with Their Faith	35.6%	35.4%	100
Somewhat Involved with Their Faith	30.7%	29.9%	103
Not Involved with Their Faith	32.0%	34.7%	92

Estimated 2008 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	21.4%	22.1%	97
Decreased Their Involvement with Their Faith in the Last 10 Years	25.0%	23.7%	105

RELIGIOUS PREFERENCE INDICATOR

Estimated 2008 Households Likely to Prefer:

↓ Adventist	0.3%	0.5%	63
▲ Baptist	21.7%	16.1%	135
↓ Catholic	20.8%	23.7%	88
↓ Congregational	1.2%	2.0%	61
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.7%	0.4%	161
▲ Episcopal	3.3%	2.9%	115
↓ Holiness	0.5%	0.8%	65
↓ Jehovah's Witnesses	0.8%	1.1%	78
▲ Judaism	3.8%	3.2%	121
↓ Lutheran	4.3%	7.2%	60
Methodist	10.4%	10.1%	103
↓ Mormon	0.8%	1.8%	45
▲ New Age	0.8%	0.6%	142
▲ Non-Denominational / Independent	8.3%	6.9%	119
↓ Orthodox	0.1%	0.3%	33
Pentecostal	2.5%	2.4%	105
↓ Presbyterian / Reformed	2.9%	4.6%	63
▲ Unitarian / Universalist	0.8%	0.7%	119
↓ Interested but No Preference	3.2%	3.9%	82
↓ Not Interested and No Preference	8.5%	11.1%	77
Likely to Have Changed Their Preference in the Last 10 Years	17.3%	16.8%	103

LEADERSHIP PREFERENCE INDICATOR

Estimated 2008 Households Likely to Prefer A Leader Who:

↓ Tells them what to do	3.2%	4.0%	80
Lets them do what they want and is supportive	12.0%	11.7%	103
▲ Lets them do what they want and stays out of the way	6.2%	4.8%	129
Works with them on deciding what to do and helps them do it	78.6%	79.6%	99



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PRIMARY CONCERN INDICATOR

Estimated 2008 Households Likely to Be Primarily Concerned With:

THE BASICS:

Maintaining Personal Health	47.3%	43.5%	109
↓ Finding/Providing Health Insurance	24.0%	29.0%	83
↓ Day-to-Day Financial Worries	22.4%	31.6%	71
↓ Finding Employment Opportunities	12.3%	14.4%	85
↓ Finding Affordable Housing	8.4%	11.3%	74
↓ Providing Adequate Food	4.6%	8.6%	53
Finding Child Care	5.7%	6.3%	90

FAMILY PROBLEMS:

Dealing With Alcohol/Drug Abuse	15.1%	16.7%	90
↓ Dealing With Teen / Child Problems	16.1%	20.7%	78
▲ Finding/Providing Aging Parent Care	19.0%	15.5%	123
↓ Dealing With Abusive Relationships	8.4%	11.4%	74
Dealing With Divorce	4.4%	4.5%	98

COMMUNITY PROBLEMS:

Neighborhood Crime and Safety	25.4%	27.0%	94
Finding/Providing Good Schools	21.2%	23.5%	90
Dealing with Problems in Schools	12.7%	13.6%	94
Dealing With Racial / Ethnic Prejudice	14.1%	13.1%	107
Dealing With Neighborhood Gangs	7.7%	8.5%	90
▲ Dealing with Social Injustice	14.1%	11.3%	124

HOPES AND DREAMS:

▲ Achieving Long-term Financial Security	56.3%	50.6%	111
▲ Finding Time for Recreation / Leisure	30.2%	25.3%	119
Finding Better Quality Healthcare	22.5%	23.9%	94
▲ Finding A Satisfying Job / Career	24.2%	19.3%	125
Finding Retirement Opportunities	19.6%	18.9%	104
▲ Achieving A Fulfilling Marriage	28.0%	22.3%	125
Developing Parenting Skills	14.3%	14.7%	97
Achieving Educational Objectives	8.1%	7.5%	108

SPIRITUAL / PERSONAL:

Dealing With Stress	29.2%	29.8%	98
▲ Finding Companionship	19.5%	17.3%	113
Finding A Good Church	14.7%	15.2%	97
Finding Spiritual Teaching	11.9%	12.9%	92
▲ Finding Life Direction	16.8%	14.0%	120



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KEY VALUES INDICATOR

Estimated 2008 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	76.8%	84.5%	91
↓ "God is actively involved in the world including nations and their governments"	49.0%	63.8%	77

SOCIETY:

"It is important to preserve the traditional American family structure"	89.9%	91.5%	98
"A healthy environment has become a national crisis"	83.1%	82.8%	100
"Public education is essential to the future of American society"	95.3%	94.0%	101

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	48.0%	50.1%	96
"The role of Churches / Synagogues is to help form and support moral values"	81.4%	81.1%	100
"Churches and religious organizations should provide more human services"	63.2%	62.6%	101

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	40.3%	36.3%	111
"The changing racial / ethnic face of America is a threat to our national heritage"	35.6%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2008 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	63.9%	59.8%	107
▲ More than \$500 per year	35.4%	31.2%	113
▲ More than \$1,000 per year	20.0%	17.4%	115

TO CHARITIES:

▲ More than \$100 per year	49.4%	33.7%	147
▲ More than \$500 per year	16.0%	6.8%	235
▲ More than \$1,000 per year	5.8%	2.3%	252

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	31.3%	16.1%	194
▲ More than \$500 per year	10.1%	4.3%	235
▲ More than \$1,000 per year	5.6%	2.2%	255

Ministry Area Profile 2008
Compass
REPORT

Valley Ranch Baptist Church
1501 E. Belt Line Rd.
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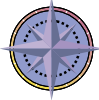


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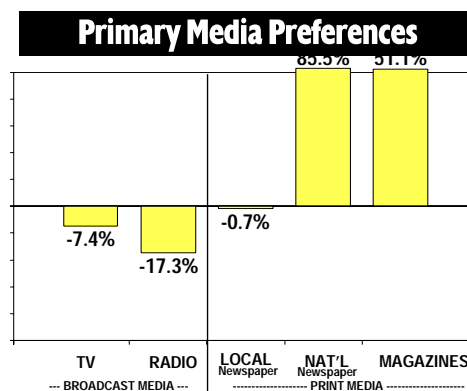
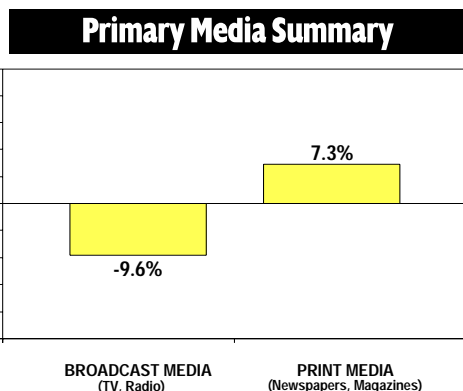
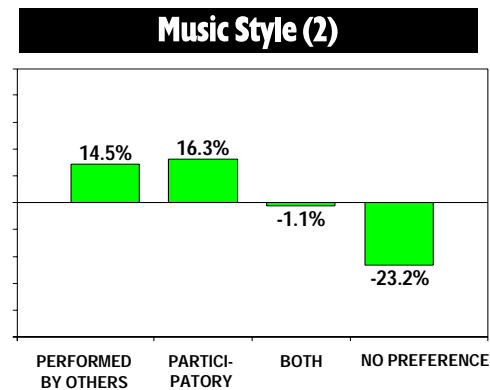
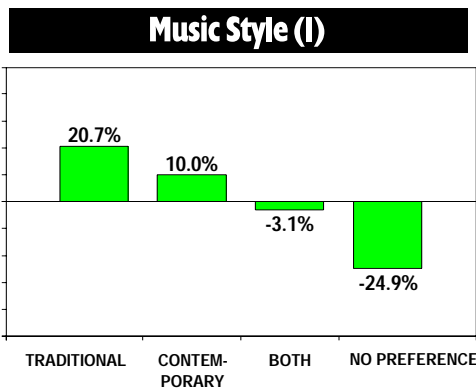
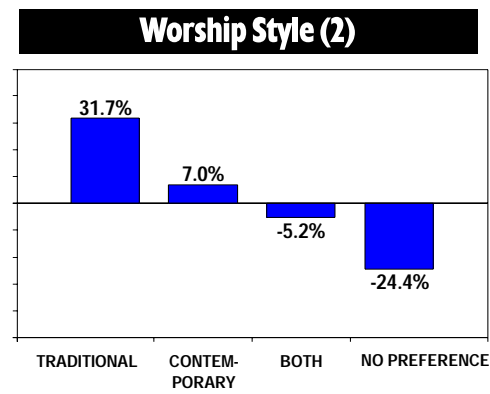
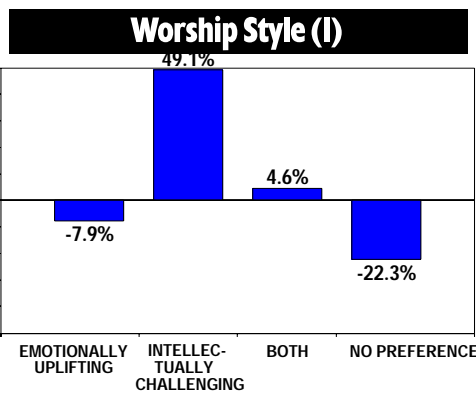
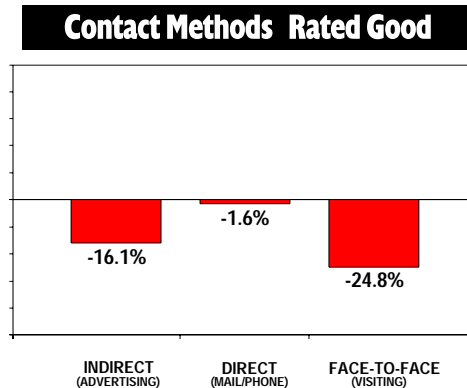
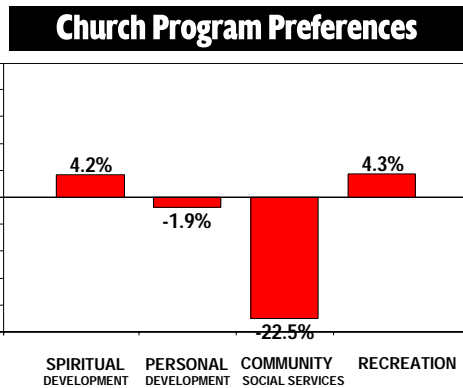
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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2008 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

Bible Study Discussion and Prayer Groups	37.0%	41.1%	90
▲ Adult Theological Discussion Groups	30.4%	22.5%	135
Spiritual Retreats	10.9%	11.6%	94

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	16.5%	15.2%	109
↓ Parent Training Programs	6.2%	7.8%	79
Twelve Step Programs	3.6%	3.5%	103
↓ Divorce Recovery	2.1%	2.4%	87

COMMUNITY/SOCIAL SERVICES:

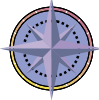
↓ Personal or Family Counseling	15.3%	22.5%	68
↓ Care for the Terminally Ill	12.4%	15.7%	79
↓ Food and Clothing Resources	8.6%	11.1%	77
↓ Day Care Services	4.6%	6.1%	76
▲ Church Sponsored Day-School	6.4%	5.7%	113

RECREATION:

Youth Social Programs	26.6%	29.7%	90
Family Activities and Outings	30.7%	32.8%	93
Active Retirement Programs	27.3%	26.8%	102
▲ Cultural Programs (Music, Drama, Art)	27.5%	18.9%	146
▲ Sports or Camping	7.4%	6.3%	116

SUMMARY

Spiritual Development Index	104
Personal Development Index	98
↓ Community/Social Services Index	77
Recreation Index	104



Date: 10/6/2008

Prepared For:
 Valley Ranch Baptist Church
 1501 E. Belt Line Rd.
 Coppell, TX 75019

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 2008 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	24.3%	26.4%	92
▲ B. Intellectually Challenging	16.6%	11.1%	149
C. Both A and B	41.0%	39.2%	105
↓ D. No Preference or Not Interested	18.2%	23.4%	78

PART 2:

▲ A. Traditional/Formal/Ceremonial	26.7%	20.2%	132
B. Contemporary/Informal	28.2%	26.3%	107
C. Both A and B	25.1%	26.5%	95
↓ D. No Preference or Not Interested	20.4%	26.9%	76

MUSIC STYLE INDICATOR

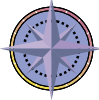
Estimated 2008 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	29.5%	24.4%	121
B. Contemporary	21.7%	19.7%	110
C. Both A and B	30.1%	31.1%	97
↓ D. No Preference or Not Interested	18.6%	24.8%	75

PART 2:

▲ A. Performed by Others	21.4%	18.7%	114
▲ B. Participatory	26.7%	22.9%	116
C. Both A and B	31.8%	32.2%	99
↓ D. No Preference or Not Interested	20.1%	26.2%	77



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MISSION EMPHASIS INDICATOR

Estimated 2008 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

▲ A. Community	24.4%	22.0%	111
▲ B. Personal Spiritual Development	17.3%	14.3%	121
C. Both A and B	36.9%	37.4%	99
↓ D. No Preference or Not Interested	21.2%	26.3%	81

PART 2:

A. Global Mission	5.6%	6.2%	91
▲ B. Local Mission	39.9%	33.3%	120
C. Both A and B	30.7%	30.1%	102
↓ D. No Preference or Not Interested	24.1%	30.4%	79

CHURCH ARCHITECTURE INDICATOR

Estimated 2008 Households Likely to Prefer Church Architecture which is:

PART 1:

▲ A. Traditional	30.5%	26.6%	114
▲ B. Contemporary	17.9%	15.9%	112
C. Both A and B	31.9%	32.3%	99
↓ D. No Preference or Not Interested	19.7%	25.1%	78

PART 2:

▲ A. Somber/Serious	11.2%	9.4%	120
B. Light and Airy	36.8%	34.7%	106
C. Both A and B	29.4%	27.7%	106
↓ D. No Preference or Not Interested	22.7%	28.2%	80



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PRIMARY MEDIA PREFERENCE

Estimated 2008 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

Television	43.8%	47.3%	93
↓ Radio	11.0%	13.3%	83

PRINT MEDIA:

Local Newspaper	33.6%	36.1%	93
▲ National Newspaper	8.0%	4.3%	185
▲ Magazines	4.4%	2.4%	183

SECONDARY MEDIA PREFERENCE

Estimated 2008 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

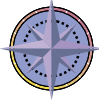
Television	29.4%	31.9%	92
Radio	23.0%	23.8%	97

PRINT MEDIA:

Local Newspaper	32.4%	32.7%	99
▲ National Newspaper	6.4%	5.8%	111
▲ Magazines	10.6%	7.0%	151

SUMMARY

Overall Broadcast Media Index (100 = Average)	92
Overall Print Media Index	108



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2008 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	29.9%	36.2%	82
↓ Putting Ad in Local Newspaper	27.1%	33.8%	80
Local Cable Channels	27.4%	30.4%	90
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	52.2%	53.7%	97
Calling and Offering to Send Information By Mail	29.9%	29.5%	101
Calling and Discussing on the Phone	11.6%	12.0%	97
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	16.7%	20.1%	83
↓ Going Door to Door	9.0%	14.0%	64

CHURCH CONTACT METHODS RATED POOR

Estimated 2008 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	18.4%	19.6%	94
▲ Putting Ad in Local Newspaper	30.8%	21.5%	143
Local Cable Channels	31.2%	30.7%	101
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	11.6%	13.3%	87
Calling and Offering to Send Information By Mail	34.4%	34.0%	101
Calling and Discussing on the Phone	61.6%	60.6%	102
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	54.3%	49.6%	109
▲ Going Door to Door	72.5%	64.0%	113

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	84
Direct Methods Index	98
↓ Face-to-Face Methods Index	75

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	112
Direct Methods Index	100
▲ Face-to-Face Methods Index	112