

Mission Field Diversity

Who Is Our Neighbor?





Mission Field Diversity and CommunityView

The Second Essential View – Who Is Our Neighbor?

This Tutorial will Cover:

- Using The Report Wizard
- Generating Predefined Reports
- Using The ExecutiveInsite Worksheet
- Using the Mission Impact Guide
- Exploring The Impressions Report
- Exploring The Quadrennium Report

✓ Using The Report Wizard

Login to your study from the PeopleView System and from the map screen select Report Wizard from the drop down selections on the Tools menu.

COMPLETE PREPARED FOR:

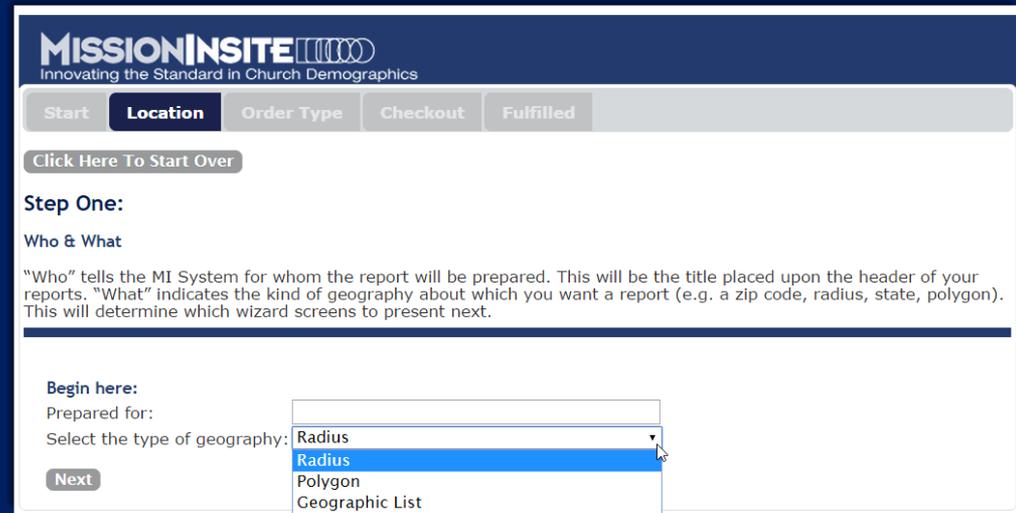
Enter your church name in the “Prepared for:” box and then select the type of geography you wish to study from the drop down menu.

SELECT THE TYPE OF GEOGRAPHY

Selecting “Radius” will require a street address to be added, selecting “Polygon” allows the user to draw a custom shape on the map, selecting “Geographic List” allows the user to select from predefined shapes such as a County or Zip Code and selecting “Custom Geographies” allows the user to select from custom shapes (if available) specific to a regional study.

Follow the instructions to complete your selection of the type of geography and

CLICK NEXT



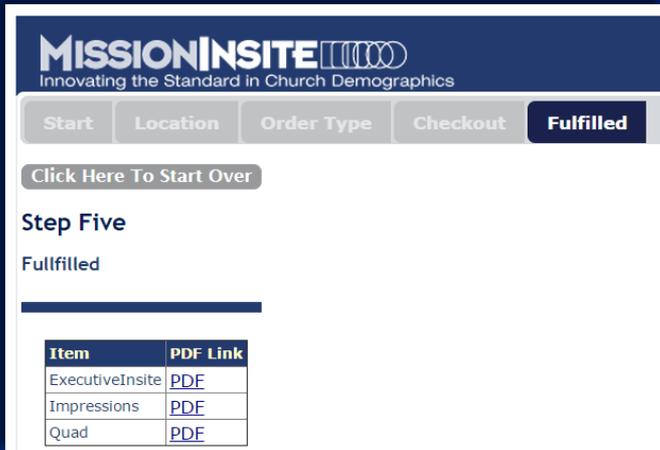
✓ GENERATING PREDEFINED REPORTS

CHOOSE YOUR REPORT TYPE:

Place checkmarks by the desired reports. For this local church module select ExecutiveInsite, Impressions and Quad reports.

CLICK GET REPORT

The selected reports will be generated in PDF format and a download link will appear to retrieve your reports.



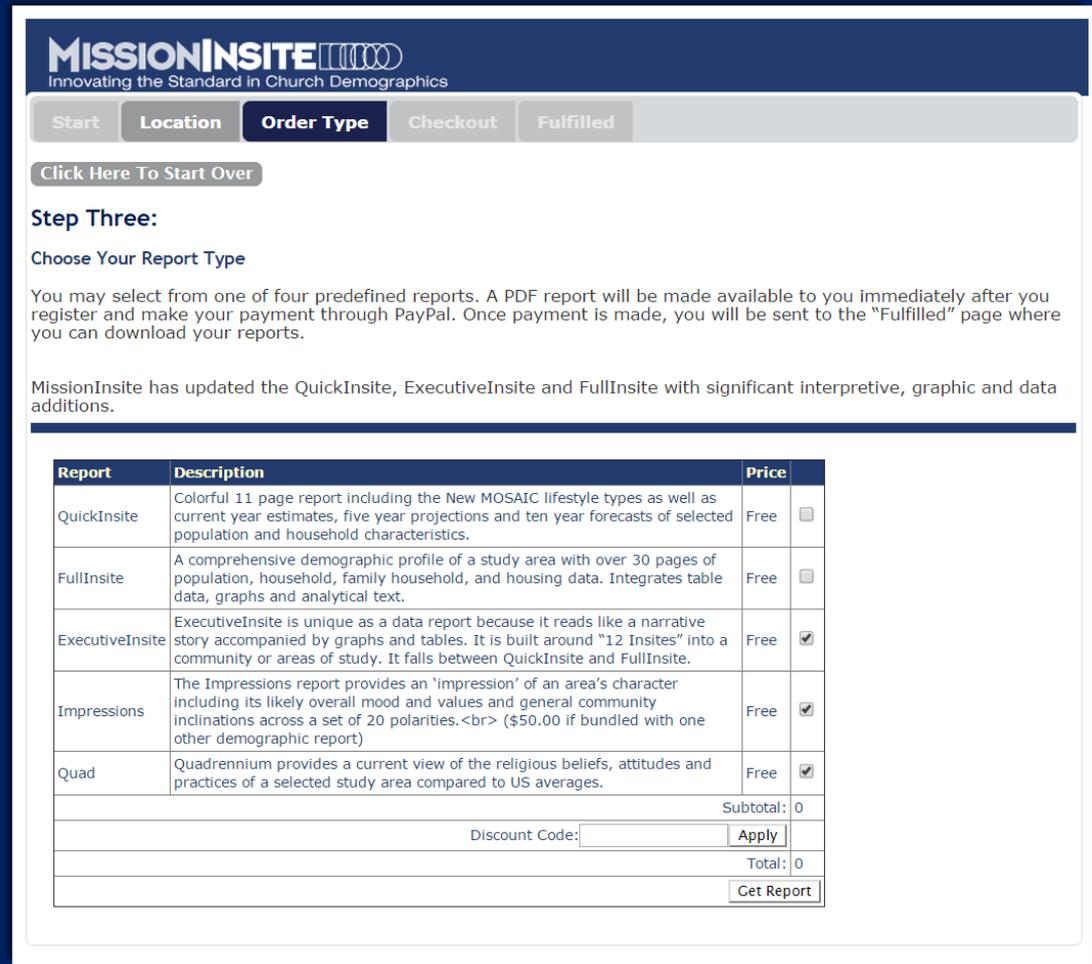
MISSIONINSITE 
 Innovating the Standard in Church Demographics

Start Location Order Type Checkout **Fulfilled**

[Click Here To Start Over](#)

Step Five
 Fullfilled

Item	PDF Link
ExecutiveInsite	PDF
Impressions	PDF
Quad	PDF



MISSIONINSITE 
 Innovating the Standard in Church Demographics

Start Location **Order Type** Checkout Fulfilled

[Click Here To Start Over](#)

Step Three:
 Choose Your Report Type

You may select from one of four predefined reports. A PDF report will be made available to you immediately after you register and make your payment through PayPal. Once payment is made, you will be sent to the "Fulfilled" page where you can download your reports.

MissionInsite has updated the QuickInsite, ExecutiveInsite and FullInsite with significant interpretive, graphic and data additions.

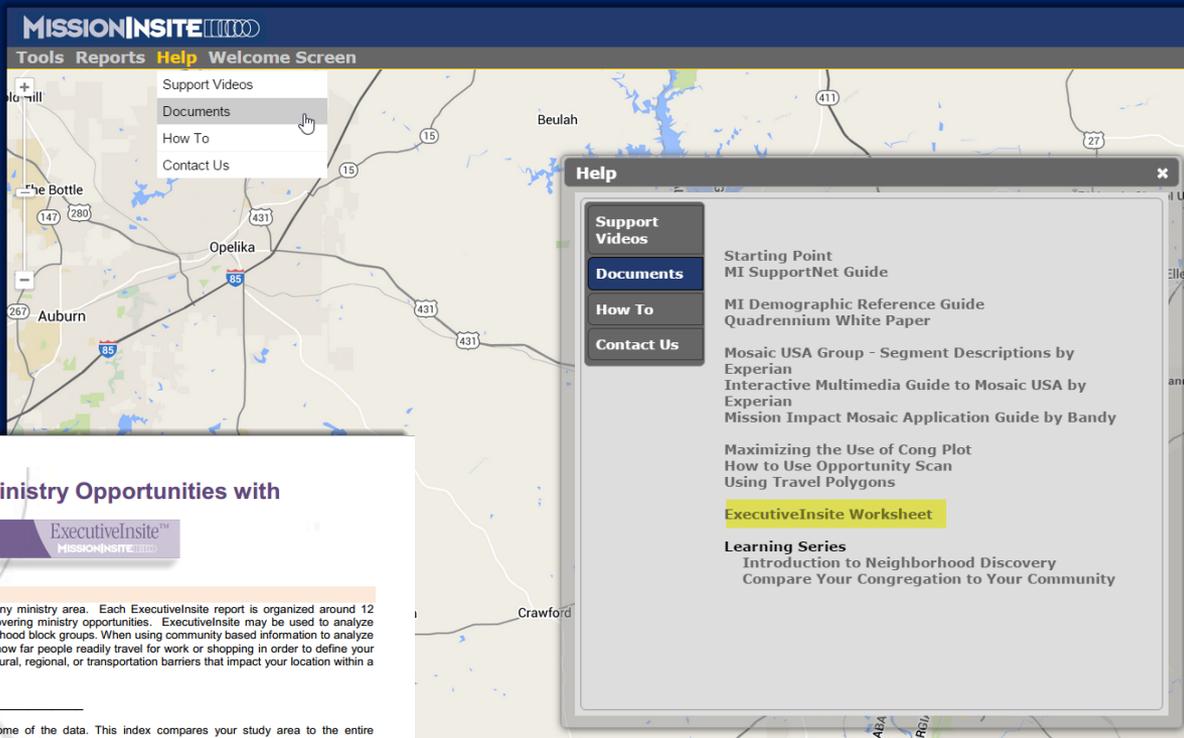
Report	Description	Price	
QuickInsite	Colorful 11 page report including the New MOSAIC lifestyle types as well as current year estimates, five year projections and ten year forecasts of selected population and household characteristics.	Free	<input type="checkbox"/>
FullInsite	A comprehensive demographic profile of a study area with over 30 pages of population, household, family household, and housing data. Integrates table data, graphs and analytical text.	Free	<input type="checkbox"/>
ExecutiveInsite	ExecutiveInsite is unique as a data report because it reads like a narrative story accompanied by graphs and tables. It is built around "12 Insites" into a community or areas of study. It falls between QuickInsite and FullInsite.	Free	<input checked="" type="checkbox"/>
Impressions	The Impressions report provides an 'impression' of an area's character including its likely overall mood and values and general community inclinations across a set of 20 polarities. (\$50.00 if bundled with one other demographic report)	Free	<input checked="" type="checkbox"/>
Quad	Quadrennium provides a current view of the religious beliefs, attitudes and practices of a selected study area compared to US averages.	Free	<input checked="" type="checkbox"/>
		Subtotal:	0
		Discount Code:	<input type="text"/> <input type="button" value="Apply"/>
		Total:	0
		<input type="button" value="Get Report"/>	

✓ USING THE EXECUTIVEINSITE WORKSHEET

SELECT Documents From the Help MENU

From the Documents menu SELECT the ExecutiveInsite Worksheet.

The Worksheet will download and open in a new window for printing or saving to your computer in a PDF file format.



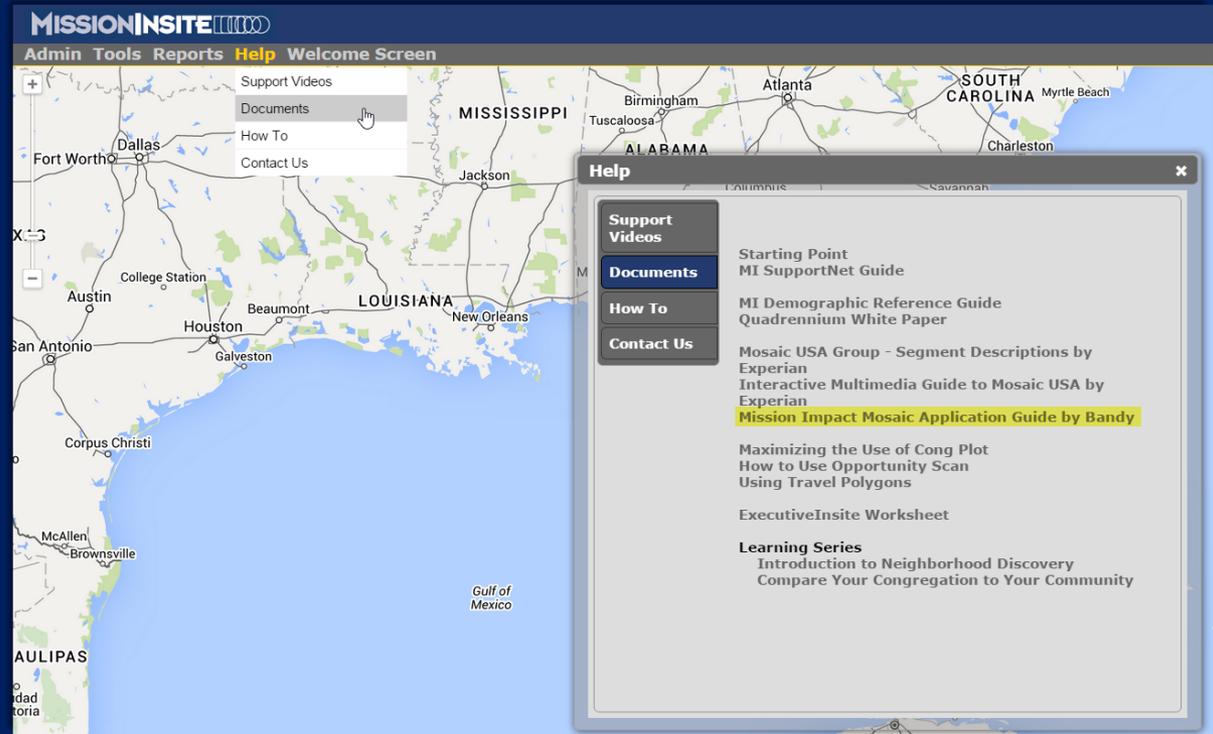
✓ USING THE MISSION IMPACT GUIDE

SELECT Documents from the Help MENU

From the Documents menu **SELECT the Mission Impact Application Guide by Bandy.**

The Mission Impact Guide will open in a new window for printing or saving to your computer in a PDF file format. **You may select, print and save INDIVIDUAL MOSAIC HOUSEHOLD SEGMENTS** from this page.

The Mission Impact Guide provides practical **MINISTRY APPLICATION SUGGESTIONS** for each of the 71 Mosaic Household segments. You will find the Mosaic Segments your study area defined in the QuickInsite, ExecutiveInsite, FullInsite and ComparativeInsite Reports.



The screenshot shows the MissionInsite website interface. At the top, there is a navigation bar with 'Admin Tools Reports Help Welcome Screen'. A dropdown menu is open under 'Help', showing 'Support Videos', 'Documents', 'How To', and 'Contact Us'. The 'Documents' option is selected. A 'Help' window is open on the right side of the screen, displaying a list of resources. The 'Mission Impact Mosaic Application Guide by Bandy' is highlighted in yellow. Other resources listed include 'Starting Point MI SupportNet Guide', 'MI Demographic Reference Guide Quadrennium White Paper', 'Mosaic USA Group - Segment Descriptions by Experian', 'Interactive Multimedia Guide to Mosaic USA by Experian', 'Maximizing the Use of Cong Plot', 'How to Use Opportunity Scan Using Travel Polygons', 'ExecutiveInsite Worksheet', and 'Learning Series' including 'Introduction to Neighborhood Discovery' and 'Compare Your Congregation to Your Community'.

✓ USING THE MISSION IMPACT GUIDE

The Mission Impact Guide provides practical **MINISTRY APPLICATION SUGGESTIONS** for each of the 71 Mosaic Household segments. You will find the Mosaic Segments present your study area defined in the QuickInsite, ExecutiveInsite, FullInsite and ComparativeInsite Reports.

Ministry Application Choices Include:

- Leadership
- Hospitality
- Worship
- Education
- Small Group
- Outreach
- Property and Technology
- Stewardship and Financial Management
- Communication

Mission Impact Guide V2.0 by Thomas G. Bandy Group C, "Booming With Confidence"

SEGMENT C12: GOLF CARTS AND GOURMETS

Mission Impact...Focusing your heartburst for the people around you

Mission Impact Guide V 2.0
Group C, "Booming With Confidence"

Upscale retirees and empty-nesters in comfortable communities

Resource: Mosaic by Experian

General Spiritual Insight:

Golf Carts is part of the Lifestyle Group C (*Booming With Confidence*). Please refer to the description of Group C for the larger context of this segment's potential relationship with the church.

Religious Perspectives:	"It's The Right Thing To Do"
Key Behaviors:	Quiet Good Taste, Morality With Minimum Sacrifice
Strong Impressions:	Inclination & Attitudes: Global Perspective, Planned Lifestyles
	Mood & Values: High Commitment to Career, High Sense of Well Being

Download resources for your mission field through www.missioninsite.com. Mission Impact Guide V2.0 © Missioninsite, LLC

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Mission Impact Guide V2.0 by Thomas G. Bandy Group C, "Booming With Confidence"

Relevant Ministry Choices:

Leadership	Hospitality
<p>Enabler, CEO</p> <p>The senior pastor is usually a veteran minister. He or she has been trained in established seminaries of the denomination and ordained for a number of years. The pastor has climbed the career ladder and has a solid reputation with the denomination. He or she understands parliamentary procedure, builds consensus, shepherds committees and task groups, and facilitates nominations for lay leadership.</p> <p>The pastor is a capable preacher. More importantly, the pastor is approachable, personable, and available in any crisis or emergency. He or she is a capable and fiscally conservative administrator. The church manages a variety of midweek programs for members, and the pastor is expected to coordinate a community center.</p>	<p>Multiple Choices, Healthy Choices</p> <p>Hospitality is comfortable, but not opulent. People in this segment lead understated lifestyles, but their clothes have designer labels and they drive luxury cars. Provide extra-wide parking spaces that are well illuminated, and also a covered drop-off entrance. Everything is accessible and directions are clear. Greeters should be rotated frequently and provide warm welcomes. The Welcome Center should provide abundant print information about the church, but also about community social services.</p> <p>Provide a variety of refreshments, and designate a special serving station for sugar-free choices. Provide hot and cold drinks, but avoid anything "instant". Coffee and cream may be flavored, but don't bother with espresso. Homemade cooking is often appreciated, provided that it is high quality and labeled to prevent allergic reactions. Serve refreshments before, during, and after worship to encourage people to linger. Provide spare umbrellas, and deploy volunteers after worship to assist people returning to their vehicles.</p>
<p>Leadership</p> <p>Compelling Issues:</p> <p>The pastor's spouse is expected to be a "helpmate", and the pastor's family is expected to model traditional virtues and honor traditional beliefs.</p>	<p>Hospitality</p> <p>Compelling Issues:</p> <p>Staff should always mingle during refreshments, and the church secretary should make a point of taking notes to serve as reminders for the pastor during the week.</p>

Download resources for your mission field through www.missioninsite.com. Mission Impact Guide V2.0 © Missioninsite, LLC

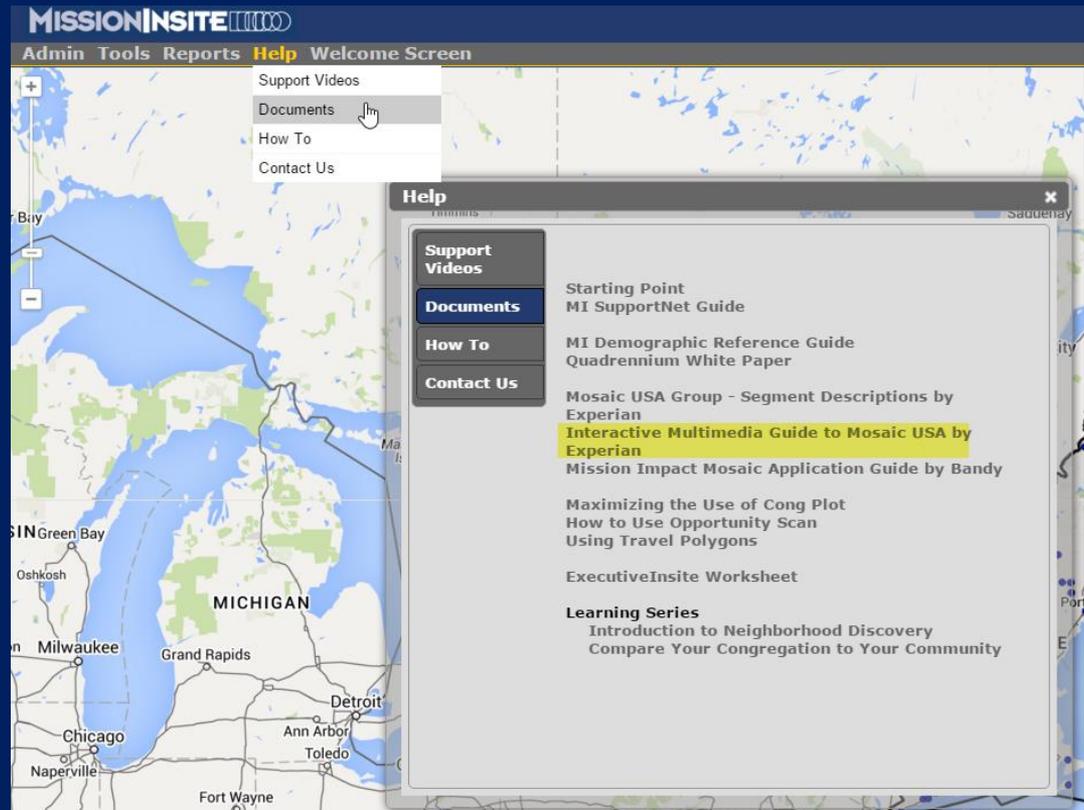
C12-page 3

✓ USING THE INTERACTIVE MULTIMEDIA GUIDE TO MOSAIC USA BY EXPERIAN

SELECT Documents from the Help MENU

From the Documents menu **SELECT the Interactive Multimedia Guide to Mosaic USA by Experian.**

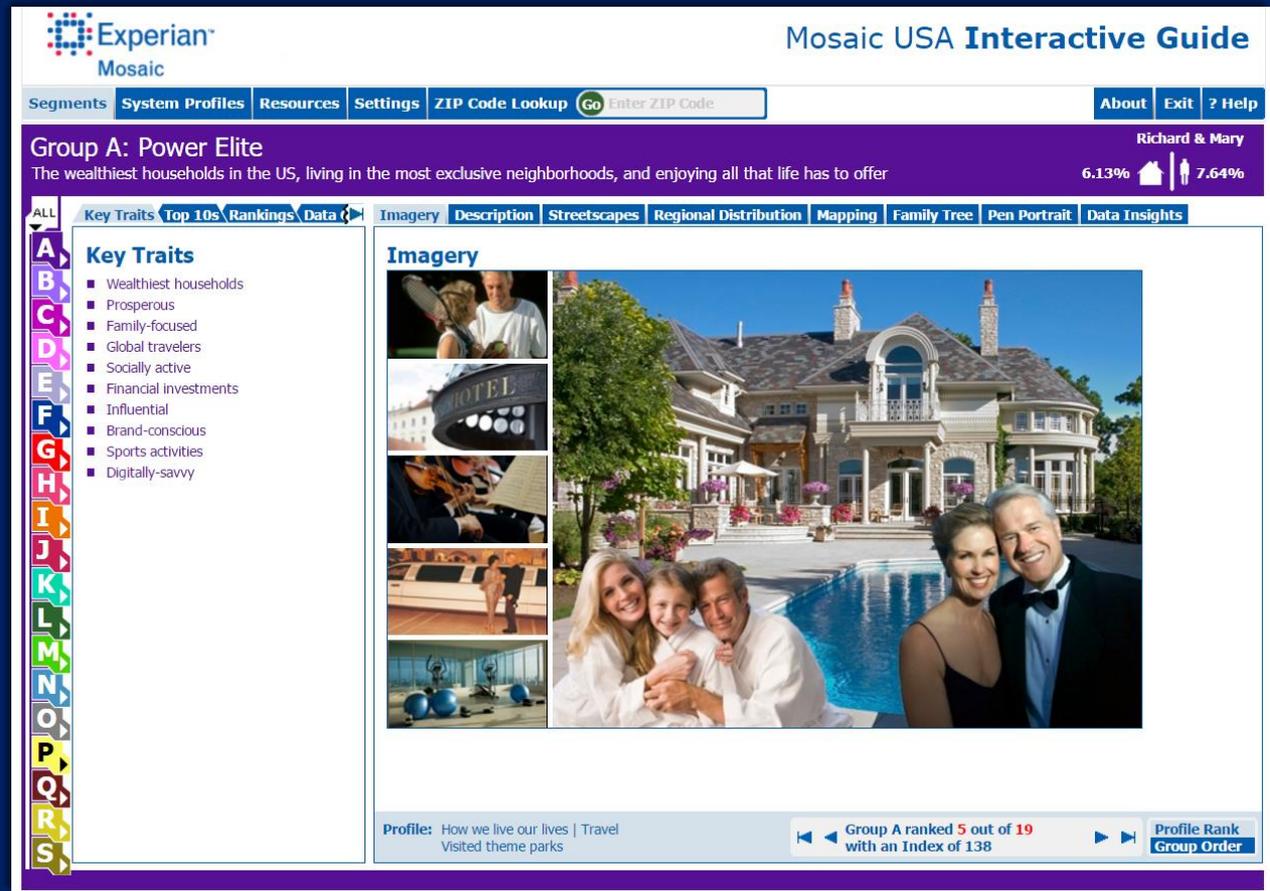
A new browser window will open displaying Experian's Interactive Multimedia Guide to Mosaic USA. Note: This is an Experian web site, which often takes a few moments to open. This is not a downloadable file.



✓ USING THE INTERACTIVE MULTIMEDIA GUIDE TO MOSAIC USA BY EXPERIAN

The Interactive Multimedia Guide to Mosaic provides detailed information and analytics for each of the 19 Mosaic Groups and 71 Individual Mosaic Segments.

Use images illustrating each Mosaic Household Type, Word Clouds (Description Tab) and Pen Portraits to communicate the uniqueness of each Mosaic household type in your mission area.



The screenshot shows the 'Mosaic USA Interactive Guide' interface for 'Group A: Power Elite'. The page features a navigation bar with tabs for 'Key Traits', 'Top 10s', 'Rankings', 'Data', 'Imagery', 'Description', 'Streetscapes', 'Regional Distribution', 'Mapping', 'Family Tree', 'Pen Portrait', and 'Data Insights'. The 'Key Traits' section lists characteristics such as 'Wealthiest households', 'Prosperous', 'Family-focused', 'Global travelers', 'Socially active', 'Financial investments', 'Influential', 'Brand-conscious', 'Sports activities', and 'Digitally-savvy'. The 'Imagery' section displays a collage of images including a family, a large mansion, a couple, and a pool. At the bottom, a profile summary indicates 'Group A ranked 5 out of 19 with an Index of 138'.

Type H27: Birkenstocks and Beemers

Upper middle-class, established couples living leisure lifestyles in small towns and cities

Imagery



Key Traits

- Relaxed lifestyles
- Enjoys traveling
- Bargains rather than brands
- Contented
- Charitable
- Practical
- Favors traditional media
- Active investors
- Careful money managers
- Digital utilitarian



Description

Overview

Birkenstocks and Beemers are dominated by couples in their 40s and 50s living in mid-scale communities that offer the benefits of a relaxed lifestyle while still being within a reasonable drive of the amenities offered by smaller cities. These households feature educated couples and divorced and widowed individuals who seek to exit the rat race so they can enjoy life's simpler pleasures. Many hold jobs in white-collar, service-sector or sales professions. With their mid-scale incomes and low-cost locations, they can afford to own older homes and condos in communities that offer a sense of belonging, even if they've only lived in their home for a few years.

These Americans have rediscovered the joys of leisure. They like to travel abroad and take cruises to warm weather destinations. They have the time and taste to frequent plays, museums and antique shows. They enjoy eating out, particularly at casual dining restaurants with decent salad bars and two-for-one specials. They also take pleasure in what they cook up at home - figuratively and literally. They enjoy woodworking, needlepoint, gardening and cooking. They're fond of traditional media; they read newspapers, listen to the radio and watch cable TV programs on the Hallmark Channel and AMC. They're still rookies when it comes to the Internet, but they increasingly go online for news, travel planning and shopping. If they want exercise, they can literally step out the door and hike to their local waterway or woody trail.

When they go shopping, Birkenstocks and Beemers care more about bargains than brands. They prefer specialty stores to national chains, appreciating solicitous clerks to the cavernous warehouse clubs. Although they ignore designer labels on the clothes racks, they do have a soft spot for fancy cars, tending to buy premium imports from Saab, Mercedes-Benz and Ferrari off the showroom floor. Asked what moves them to buy a car, and they typically cite "looks" first.

Birkenstocks and Beemers are politically left-of-center, but they tend to be moderate on social issues. They align themselves with the Democratic Party, but these people don't like to raise their voices to offend anyone. They prefer to let their money do their talking, donating to a variety of art, political, environmental and social-service causes. Having reached a contented phase in their lives, Birkenstocks and Beemers are happy to spend their free time relaxing with their new neighbors. They have little drive to reach the top of their careers; they'd rather spend time with their family or grill up a steak with their expanding circle of friends.

✓ EXPLORING THE IMPRESSIONS REPORT

About the Impressions Report

The Impressions report is designed to give an 'impression' of a **study area's character**. It has two parts, the first of which presents the study area's likely overall mood and values. The second part presents a study area's inclinations across a set of 10 polarities.

The two parts of the report are...

- **10 Indicators of Community Mood and Values:**

These 10 indicators portray the relative strength of each category on a scale of 0 to 5.

- **10 Indicators of Community Inclinations:** These 10 indicators present a set of polarities reflecting the relative inclination of an area toward one side of the polarity or the other.

The Impressions Report

Prepared for:	Sample Impressions Report
Study area:	3 mile radius
Base State:	IN
Current Year Estimate:	2015
5 Year Projection:	2020
10 Year Projection:	2025
Date:	10/21/2015
Semi-Annual Projection:	Spring

About the Impressions Report

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- **10 Indicators of Community Inclinations:** These 10 indicators present a set of polarities reflecting the relative inclination of an area toward one side of the polarity or the other.

Why is it called "Impressions"?

It is called "Impressions" because unlike the demographic data normally reported which counts population, households and/or housing characteristics, these data derived from the Simmons consumer behavior information portray a more subjective impression of an area. It is one might say an 'Impressionistic' portrait in the way of the late 19th century art movement expressed in 'Impressionism.' It looks at a wide array of the Simmons data and organizes that data by interpretive categories.

How should the report be read?

There are five options for each indicator. Each indicator's score will be highlighted by a colored box, providing an answer the for each specific question.

What is the value and application of such a report?

The character of a community is more than the various views provided by demographic data alone. The Simmons data attempt to capture people's beliefs, values and behaviors—providing insight into the motivations of people. Taken in aggregate form, patterns of an area can be seen. The Impressions report tries to capture these patterns and organize them in ways that report not just data but interpreted data, providing additional dimensions of understanding about an area. As a result, a person viewing the report will gain insight into how to communicate, how a community is likely to respond to various initiatives and even where community programs might be called for.

THE STUDY AREA



✓ EXPLORING THE IMPRESSIONS REPORT

10 Community Mood and Values Indicators						
1	Drive for Affluence In this area, how important is the pursuit of affluence?	Very Unimportant	Somewhat Unimportant	Somewhat Important	Very Important	Extremely Important
2	Devotion to Family In this area, how strong is the devotion to family?	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong
3	Commitment to Career In this area, how important are career pursuits?	Very Unimportant	Somewhat Unimportant	Important	Very Important	Extremely Important
4	Concern for the Environment In this area, how strong is the concern for the environment?	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong
5	Practice of Altruism and Giving In this area, how strong is the practice of altruism and giving?	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong
6	Importance of Religious Faith In this area, how important is religious faith and practice?	Very Unimportant	Somewhat Unimportant	Important	Very Important	Extremely Important
7	Entertainment Activities In this area, how active is the community in entertainment activities?	Very Inactive	Somewhat Inactive	Mixed	Somewhat Active	Very Active
8	Desire to Broaden Horizons In this area, how much energy is given to activities that would broaden one's horizons?	Low Energy	Minimal Energy	Moderate Energy	Significant Energy	Vigorous Energy
9	Pursuit of Personal Growth In this area, how likely is this area to pursue avenues of personal growth and development?	Very Unlikely	Somewhat Unlikely	Somewhat Likely	Very Likely	Extremely Likely
10	Sense of Wellbeing In this area, how high is the overall sense of wellbeing?	Very Low	Low	Moderate	Somewhat High	Extremely High

10 Community Inclination Indicators						
1	Local vs Global In this area, is the inclination toward a local or global focus?	Very Local	Somewhat Local	Mixed	Somewhat Global	Very Global
2	Traditional vs Progressive In this area, is the outlook more traditional or progressive?	Very Traditional	Somewhat Traditional	Mixed	Somewhat Progressive	Very Progressive
3	Retiring vs Sociable In this area, is the inclination toward sociability or is it more retiring?	Very Retiring	Somewhat Retiring	Mixed	Somewhat Sociable	Very Sociable
4	Restrained vs Indulgent In this area, is the inclination more likely to be restrained in life activities or indulgent?	Very Restrained	Somewhat Restrained	Mixed	Somewhat Indulgent	Very Indulgent
5	Planned vs Spontaneous In this area, is the inclination more likely to lean towards planning of activities or spontaneity?	Very Planned	Somewhat Planned	Mixed	Somewhat Spontaneous	Very Spontaneous
6	Dutiful vs Carefree In this area, is the inclination more towards fulfilling duty or being carefree?	Very Dutiful	Somewhat Dutiful	Mixed	Somewhat Carefree	Very Carefree
7	Security vs Fulfillment In this area, is the inclination more for security or pursuing life fulfillment activities?	High Security	Moderate Security	Mixed	Moderate Fulfillment	High Fulfillment
8	Simplicity vs Affluence In this area, is the inclination toward a lifestyle of simplicity or affluence?	High Simplicity	Moderate Simplicity	Mixed	Moderate Affluence	High Affluence
9	Self vs Others In this area, is the inclination toward self concerns or the concerns of others?	High Self	Moderate Self	Mixed	Moderate Others	High Others
10	Follow vs Lead In this area, is the inclination toward leading or following?	High Follow	Moderate Follow	Mixed	Moderate Lead	High Lead

WHAT IS THE VALUE OF THE IMPRESSIONS REPORT FOR MINISTRY?

The character of a community is more than the various views provided by demographic data alone. The Simmons data attempt to capture people's beliefs, values and behaviors—providing insight into the motivations of people. Taken in aggregate form, patterns of an area can be seen. The Impressions report tries to capture these patterns and organize them in ways that report not just data but interpreted data, providing additional dimensions of understanding about an area.

As a result, a person viewing the report will gain insight into (1) **how to communicate with the community around your church**, (2) **how a community is likely to respond to various ministry initiatives** and (3) **where new community based ministries might be needed**.

For further understanding of how the Impressions Report was created, review the “Variables by Indicators” section as well as “Support Information”.

What ministry applications does YOUR Impressions Report suggest?

✓ EXPLORING THE QUADRENNIUM REPORT

About the Quadrennium Project Report

The Quadrennium Project Report provides a projection of likely **religious beliefs, preferences and practices** for a defined study area. It is based upon the Quadrennium Project national survey conducted by MissionInsite.

While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current.



MISSIONINSITE 

quad·ren·ni·um project
 AMERICAN BELIEFS, PREFERENCES & PRACTICES

The Quadrennium Report

Prepared for: Sample Quadrennium Report
 Study area: 3 mile radius

Date of Report: 10/21/2015
 Quad Project Version: 2012

About the NEW Quadrennium Project Report

The Quadrennium Project Report provides a projection of likely religious beliefs, preferences and practices for a defined study area. It is based upon the Quadrennium Project national survey conducted by MissionInsite. While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current.

How to read the Quadrennium Report

The NEW Quadrennium Project report is divided into three sections, each providing a different approach to the data.

- The **Story View** Report presents 10 indicators of your study area's likely religious beliefs, preferences and practices.
- The **ThemeView** Report provides projections for the study area across all of the variables in the Quadrennium Project survey. It is organized into three theme areas, called Landscapes.
 - The Beliefs Landscape
 - Religious Affiliations and Preferences Landscape
 - The Local Church Landscape

Within each Landscape one or more specific categories are presented. In each case, the study area data is compared to the national average.

- **GraphView** provides several graphs that reflect the more significant findings, most comparing the study area to the national average.

The Study Area



More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

White Paper

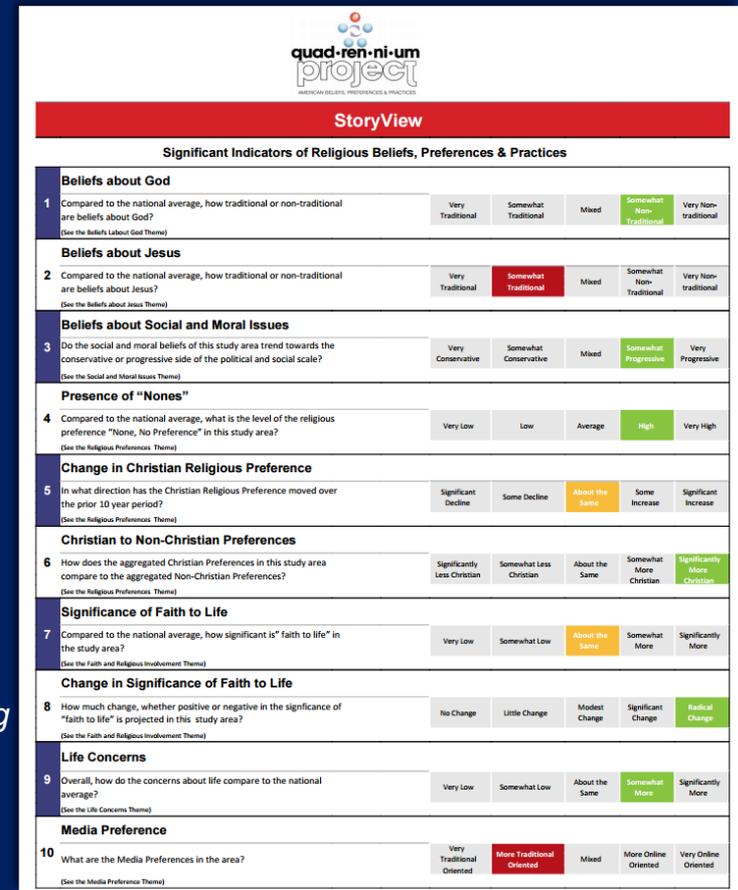
A White Paper that provides specific information about how the Quadrennium Project was developed is available on the MissionInsite website. This document will present the concept behind the project, the survey that was fielded and how projections into specific geographic areas is accomplished.

✓ EXPLORING THE QUADRENNIUM REPORT

Quadrennium: A National Survey of American Religious Preferences, Practices and Beliefs

The survey includes:

- 29 *religious/non religious tradition preferences both now and 10 years ago*
- *Active membership for 22 denominations now and 10 years ago*
- *Level of personal concern for 34 lifestyle issues*
- *Level of agreement or disagreement with 20 social and moral issues*
- *Current beliefs/feelings about the existence of a god*
- *Views about the person Jesus*
- *The level of significance of religious faith in one's life now and 10 years ago.*
- *If currently active in a religious congregation or other religious community; level of activity*
- *21 possible reasons for non-participation in a religious congregation or religious community*
- *Reporting the level of 12 media choice preferences*
- *Rating the importance of 23 activity preferences for participating in or looking for a religious congregation or other religious community*



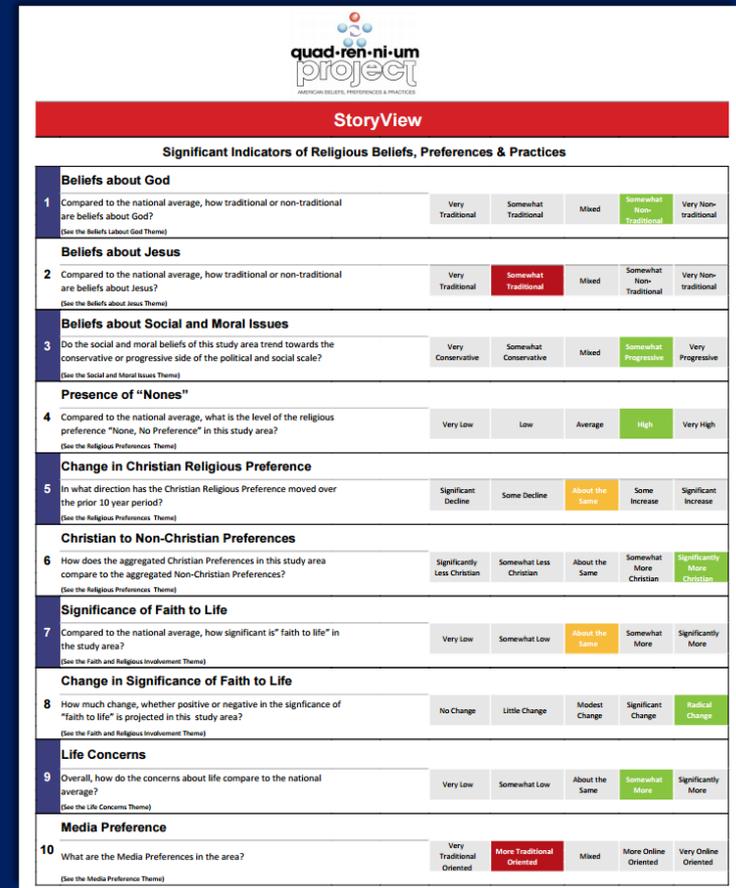
Significant Indicators of Religious Beliefs, Preferences & Practices						
Beliefs about God						
1	Compared to the national average, how traditional or non-traditional are beliefs about God? <small>(See the Beliefs About God Theme)</small>	Very Traditional	Somewhat Traditional	Mixed	Somewhat Non-Traditional	Very Non-traditional
Beliefs about Jesus						
2	Compared to the national average, how traditional or non-traditional are beliefs about Jesus? <small>(See the Beliefs about Jesus Theme)</small>	Very Traditional	Somewhat Traditional	Mixed	Somewhat Non-Traditional	Very Non-traditional
Beliefs about Social and Moral Issues						
3	Do the social and moral beliefs of this study area trend towards the conservative or progressive side of the political and social scale? <small>(See the Social and Moral Issues Theme)</small>	Very Conservative	Somewhat Conservative	Mixed	Somewhat Progressive	Very Progressive
Presence of "Nones"						
4	Compared to the national average, what is the level of the religious preference "None, No Preference" in this study area? <small>(See the Religious Preferences Theme)</small>	Very Low	Low	Average	High	Very High
Change in Christian Religious Preference						
5	In what direction has the Christian Religious Preference moved over the prior 10 year period? <small>(See the Religious Preferences Theme)</small>	Significant Decline	Some Decline	About the Same	Some Increase	Significant Increase
Christian to Non-Christian Preferences						
6	How does the aggregated Christian Preferences in this study area compare to the aggregated Non-Christian Preferences? <small>(See the Religious Preferences Theme)</small>	Significantly Less Christian	Somewhat Less Christian	About the Same	Somewhat More Christian	Significantly More Christian
Significance of Faith to Life						
7	Compared to the national average, how significant is "faith to life" in the study area? <small>(See the Faith and Religious Involvement Theme)</small>	Very Low	Somewhat Low	About the Same	Somewhat More	Significantly More
Change in Significance of Faith to Life						
8	How much change, whether positive or negative in the significance of "faith to life" is projected in this study area? <small>(See the Faith and Religious Involvement Theme)</small>	No Change	Little Change	Modest Change	Significant Change	Radical Change
Life Concerns						
9	Overall, how do the concerns about life compare to the national average? <small>(See the Life Concerns Theme)</small>	Very Low	Somewhat Low	About the Same	Somewhat More	Significantly More
Media Preference						
10	What are the Media Preferences in the area? <small>(See the Media Preference Theme)</small>	Very Traditional Oriented	More Traditional Oriented	Mixed	More Online Oriented	Very Online Oriented

✓ EXPLORING THE QUADRENNIUM REPORT

How to read the Quadrennium Report

The NEW Quadrennium Project report is divided into three sections, each providing a different approach to the data.

- The **Story View** Report presents 10 indicators of your study area's likely religious beliefs, preferences and practices.
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 - *The Beliefs Landscape*
 - *Religious Affiliations and Preferences Landscape*
 - *The Local Church Landscape*
- Within each Landscape one or more specific categories are presented. In each case, the study area data is compared to the national average.
- **GraphView** provides several graphs that reflect the more significant findings, most comparing the study area to the national average.



✓ THE QUADRENNIUM REPORT & MINISTRY APPLICATIONS

Suggestions for Exploring the Quadrennium Report for Ministry Applications:

- **What is your interpretation of “StoryView” for your report area?**
- **Review all the sections in the Quadrennium Report. Consider these sample questions:**

What is the **“Faith Involvement”** level of the report area? What opportunities or challenges might result?

What are the **“Reasons for Non-participation”** for those outside the Church and inside the church? How could the church address these issues?

How might you use **“Life Concerns”** learnings to influence preaching, worship options or missional programs?

✓ THE QUADRENNIUM REPORT & MINISTRY APPLICATIONS

What are the highest **“Program or Ministry Preferences”**? What clues might your learning provide for future ministry decisions? What new ministries should be considered? What current ministries might be eliminated? Are there collaborative opportunities with other community missions?

What are the highest **“Media Preferences”**? What impact would media preferences have on communication with the congregation? What about communication with the community? Would your learning impact the types of media used such as printed materials or electronic media? What about social media? What about your church website?

✓ THE QUADRENNIUM REPORT & MINISTRY APPLICATIONS

Compare the survey results for your area with the national average. Use the Comparative Index Score as a guide. See “Supporting Information” for explanation of how to use the index score.

What might a high index score for **“avoiding homelessness”** mean for ministry opportunities? Are families in financial crisis or facing joblessness?

What about a high index score for **“Financing the future, savings, retirement”**? What programs or services might best engage the community and congregation looking toward financial security in retirement?

What ministry applications does YOUR Quadrennium Report suggest?
Use the **GraphView** Section to support your findings for church presentations.

This Completes
Mission Field Diversity
Who Is Our Neighbor?

Look for Other Advancing Mission Series Presentations Highlighting
PeopleView System Features

