

PERCEPT STUDY: MINISTRY AREA PROFILE: 7 MILE RADIUS OF LUTHERAN CHURCH OF THE MASTER

A copy of the entire study (~30 pages in PDF format) is available by email request to president@lcotm.org

Summary

21.6% growth since 1990, U.S. experienced 22.3% growth

1% growth expected 2009-2014, U.S. expected 4.9%

20.8% of families in Prosperous Diversity category

68.15% Anglo, 46.4% Hispanic/Latino and growing, 4% Black, 11.6% Asian

30.6% ages 28-48, U.S. 29.4%

Families very traditional

88% graduated from high school, 80.4% U.S.

36.7% graduated from college, U.S. 24.4%

Concerns for Leisure, Satisfying Job, Gangs, Parenting Skills, Retirement Opportunities, Long-term Financial Security

\$94,285 average income, \$78,501 median income, U.S. \$67,918 average income

35.9 is average age, U.S. 37.5 years is average age

Preschool through High School population expected to decrease 1.1%

70.1% have white collar jobs

31.9% Catholic, 14.9% Lutheran, 6.8% Baptist, U.S. 23.7% Catholic, 7.2% Lutheran, 16.1% Baptist

79.5% want the pastoral leader to help decide what to do and do it

81.4% "I believe there is a God."

91.1% want to preserve traditional family structure

81.8% desire a healthy environment

95.0% think public education is essential

People looking for a church are more likely to want a church day school, cultural and sports events

Church program preferences: 8.2% above U.S. average want personal development, 7.5% above U.S.

average want recreation, 14.3% above U.S. average look for intellectually challenging worship, 21.3%

prefer traditional worship

Music style: 17.0% above U.S. average prefer contemporary, 8.8% above U.S. average prefer traditional music

Architecture: 19% prefer contemporary, 40.6% prefer light and airy

39.3% prefer a local mission focus

Data as of May 2009