Dogwood-DMBA

Project Description

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Introduction

God strategically planted your church and each member home where it is to help every neighbor home become a vibrant, reproducing disciple of Jesus Christ. How you connect with your neighbors, pray for, minister to and share the Gospel with each home may vary according to their respective cultures, circumstances and challenges.

This analysis represents a custom defined neighborhood compared to the national average in relation to 13 different probable demographic characteristics. This neighborhood could represent the "footprint" for your church mission field, a potential area for a church plant, or a local area for which you could provide prayer and outreach.

How to read the tables:

Project # - is the number of households in the project area with the given characteristic.
Project % - is the percentage of the project area with that characteristic.
USA % - is the percentage of the whole United States with the given characteristic.
Index - is the ratio of the Project % and the USA %. The colored arrows indicate when the index is strongly positive (over 1.2), neutral, or strongly underrepresented (under 0.8). If, for example, the Project % is the same as the USA %, the index is 1. If the index is 1.25, then the characteristic in the project area is 25% larger than the national average.

For more information about how your church can pray for and share the Gospel with every man, woman and child in your mission field, please visit www.mappingcenter.org or call 1-888-627-7997 between 9 AM and 6 PM Eastern time.
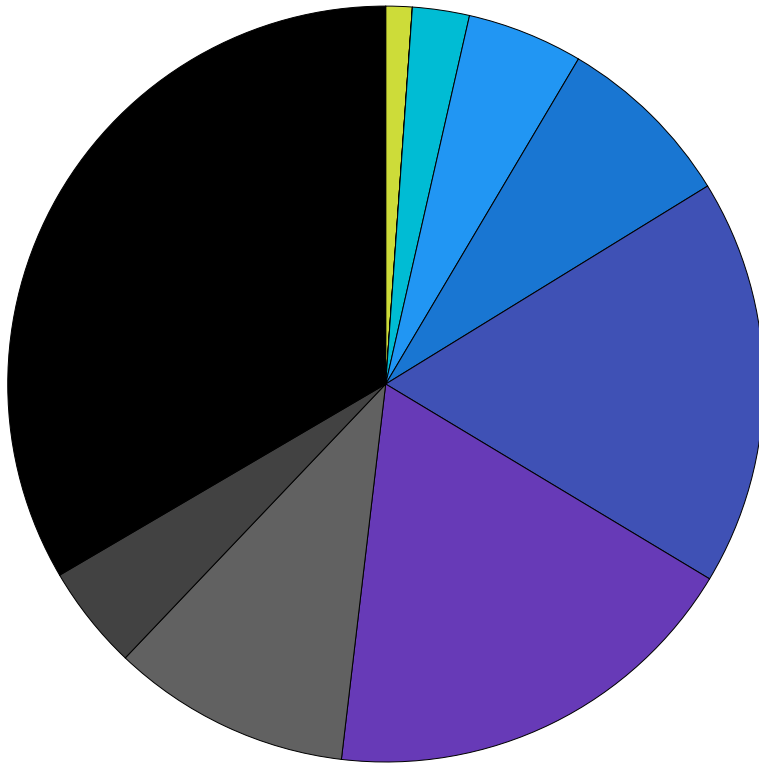
Your Low-Hanging Fruit - New Neighbors
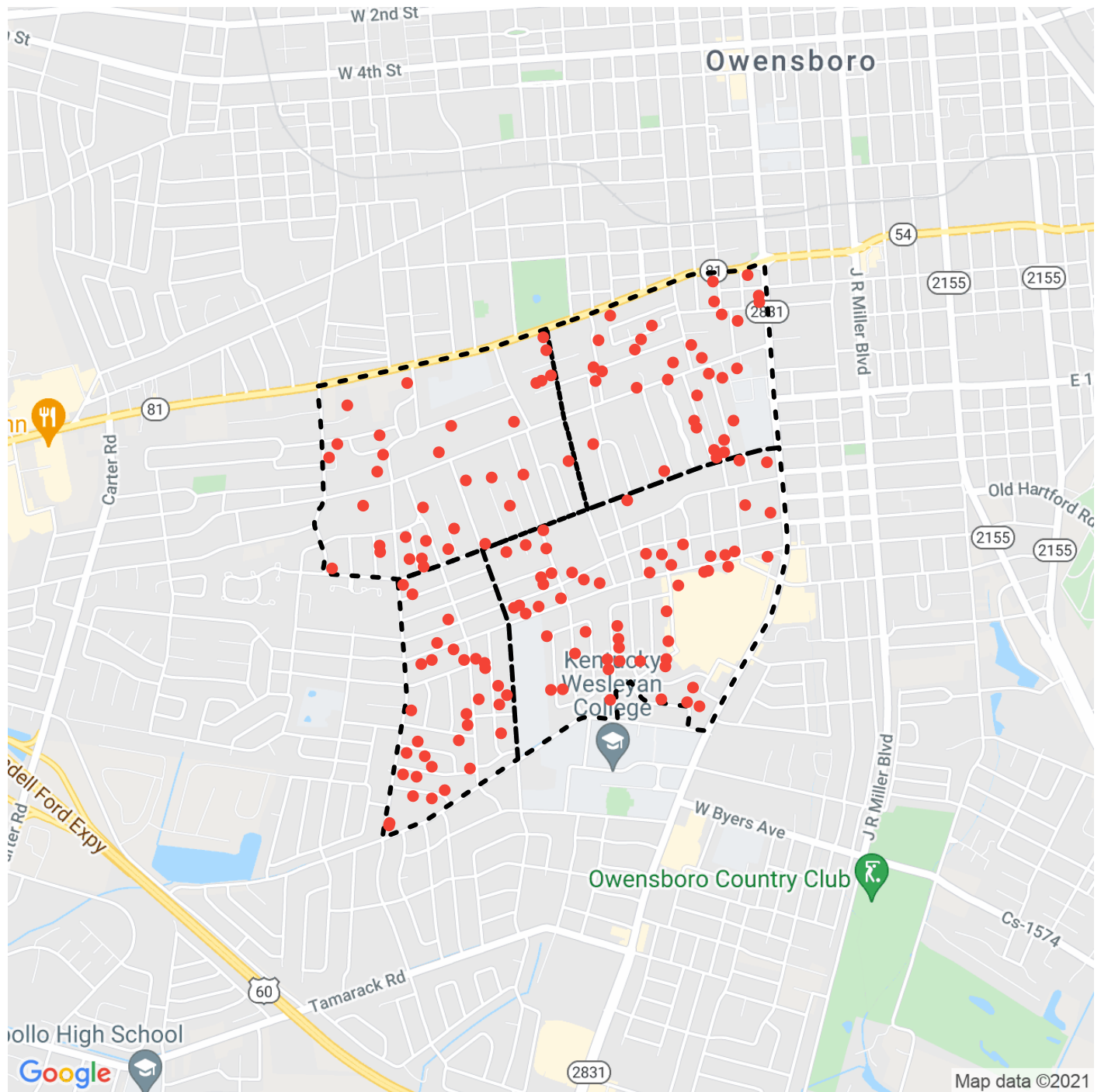
This map shows icons for the homes in your focus area which have moved in during the last 12 months. When they have moved in from outside your mission field, they are the most likely people to visit your church - especially when church members will introduce themselves and personally invite them to visit your church.
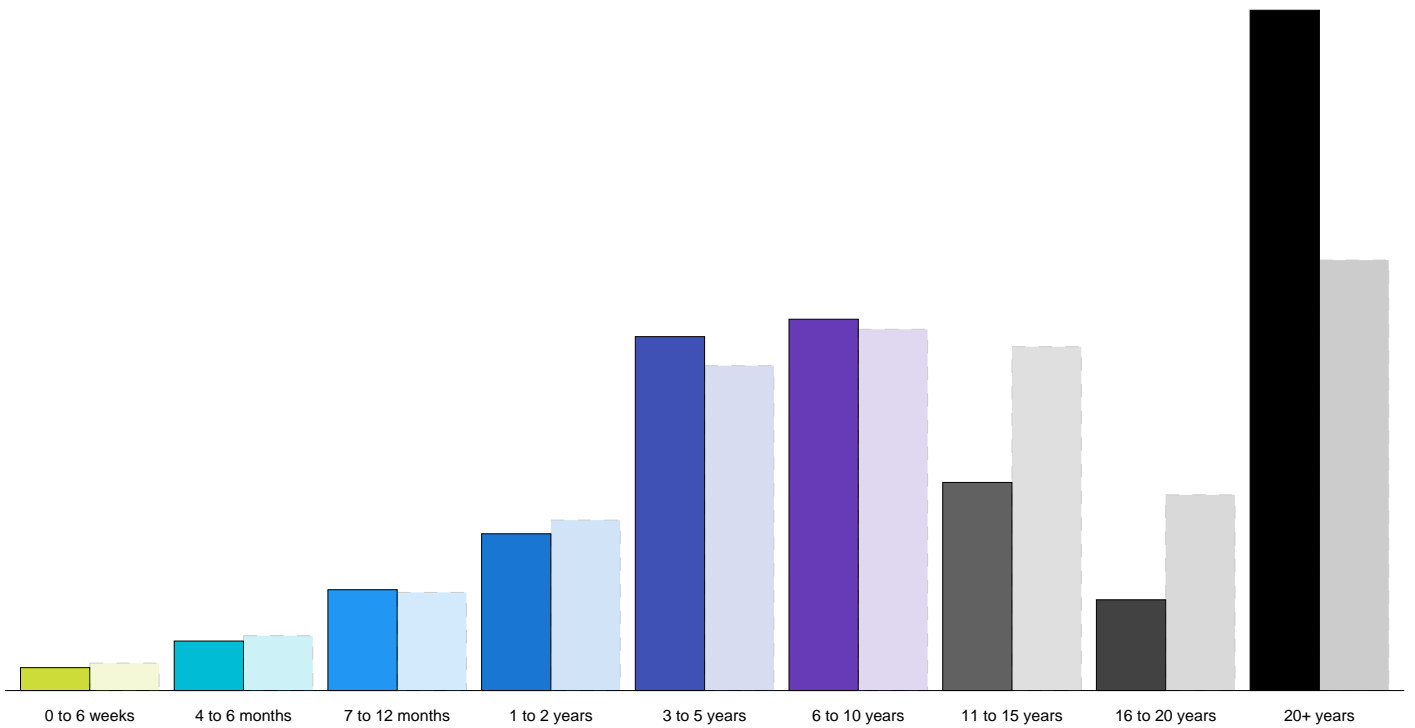
Length of Residence

	Length of Residence	Project #	Project %	USA %		index
	0 to 6 weeks	25	1.13	1.35	🟡	0.84
	7 to 12 weeks	0	0.00	1.35	⬇️	0.00
	4 to 6 months	54	2.43	2.70	🟡	0.90
	7 to 12 months	110	4.96	4.82	🟡	1.03
	1 to 2 years	171	7.71	8.38	🟡	0.92
	3 to 5 years	386	17.40	15.97	🟡	1.09
	6 to 10 years	405	18.25	17.76	🟡	1.03
	11 to 15 years	227	10.23	16.90	⬇️	0.61
	16 to 20 years	99	4.46	9.62	⬇️	0.46
	20+ years	742	33.44	21.16	⬆️	1.58
	Total	**2,219**	**households in project**			

The length of time your neighbors have lived in their homes shows the relative transience of the neighbors in your mission field. Occupants of owner occupied dwellings tend to have longer lengths of residence than the occupants of rental properties.
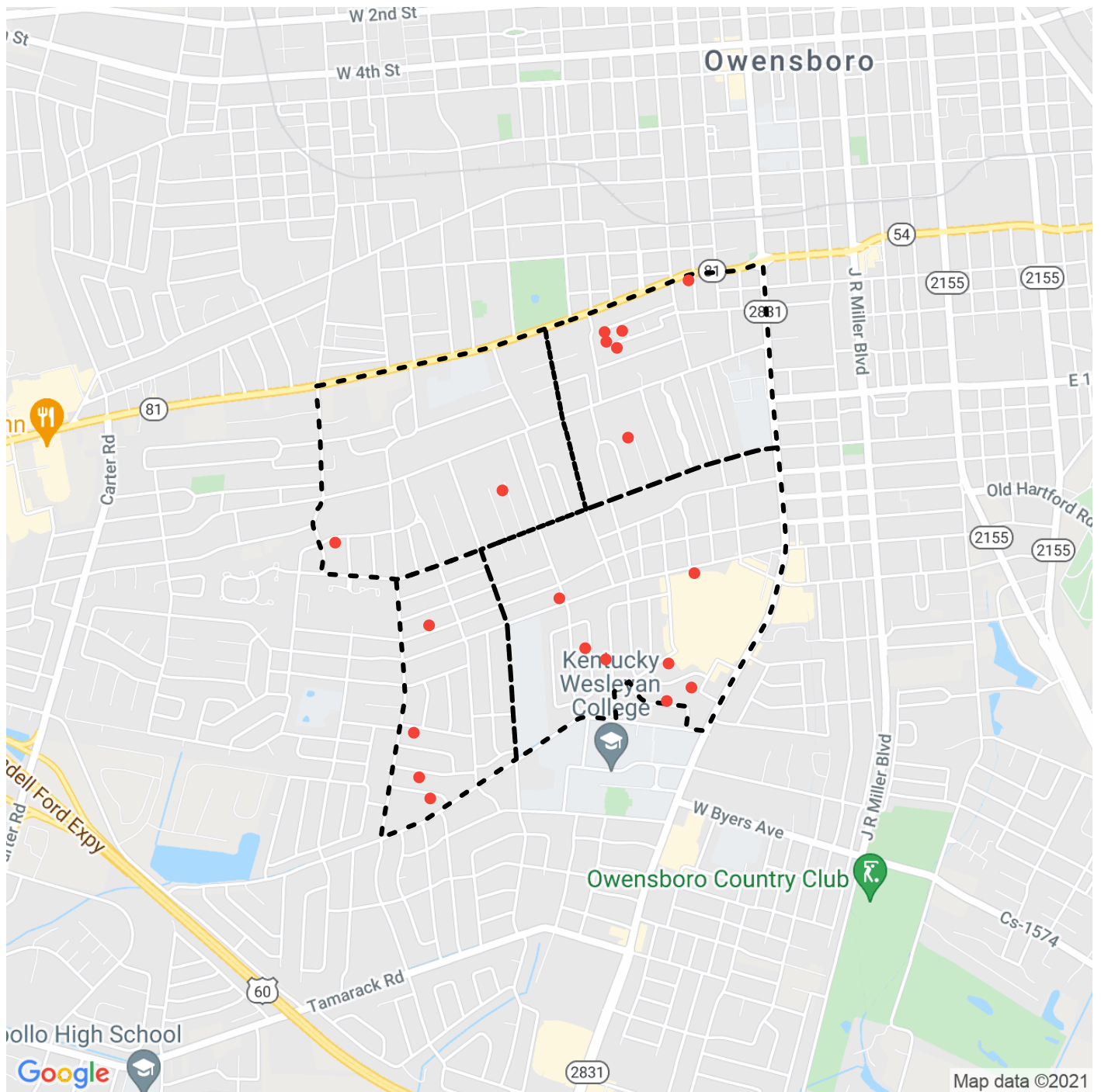
Length of Residence

Length of Residence

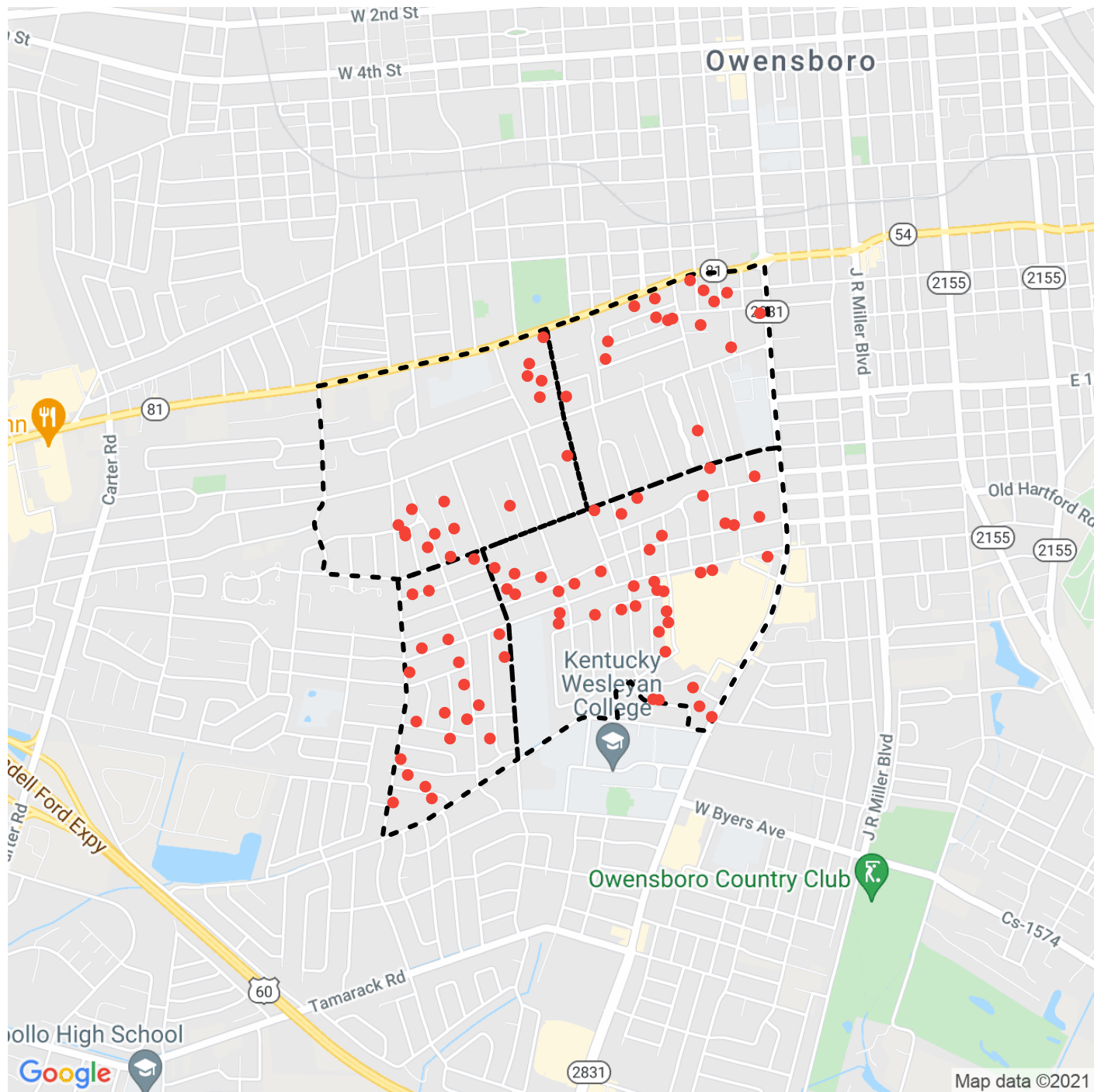| 0 to 6 weeks | 4 to 6 months | 7 to 12 months | 1 to 2 years | 3 to 5 years | 6 to 10 years | 11 to 15 years | 16 to 20 years | 20+ years |

Unreached

These neighbor homes have probably never heard the Gospel because they are from Central and Southwest Asia, The Far East, Middle East, Polynesia or Southeast Asia.

James 1:27 Widows

This map shows icons for the homes in your focus area of women over the age of 64 who live by themselves and have low incomes. The Lord wants His Church to share their food with the hungry and bring right into their own homes those who are helpless, poor, and destitute. God says, "Clothe those who are cold, and don't hide from relatives who need your help. 8. If you do these things, God will shed his own glorious light upon you. He will heal you; your godliness will lead you forward, goodness will be a shield before you, and the glory of the Lord will protect you from behind. 9. Then, when you call, the Lord will answer. "Yes, I am here," he will quickly reply. All you need to do is to stop oppressing the weak and stop making false accusations and spreading vicious rumors! 10. Feed the hungry! Help those in trouble! Then your light will shine out from the darkness, and the darkness around you shall be as bright as day. 11. And the Lord will guide you continually, and satisfy you with all good things, and keep you healthy too; and you will be like a well-watered garden, like an ever-flowing spring." James 1:27 NIV

James 1:27 Orphans
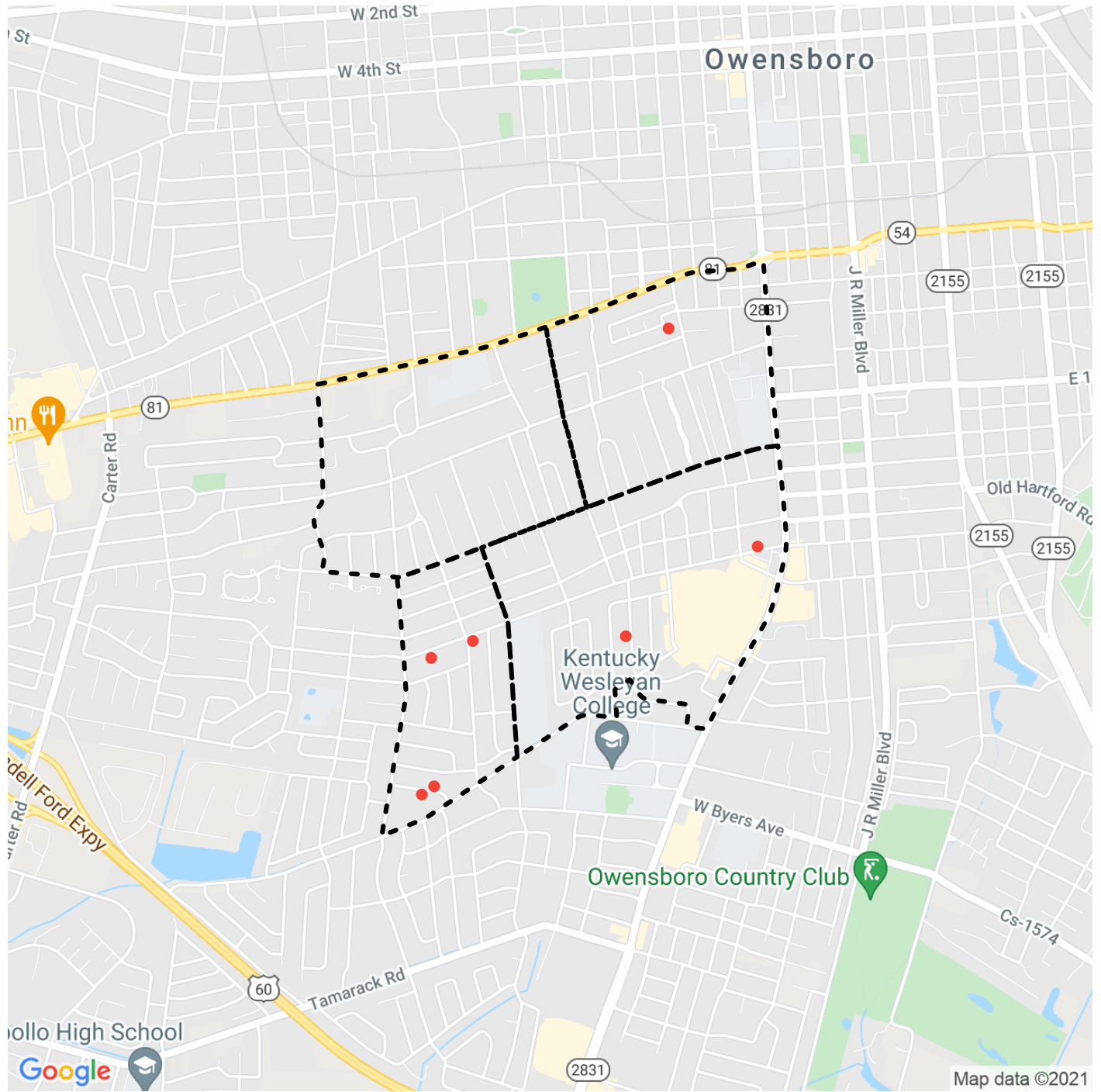
This map shows icons for the homes of single parents with low incomes. Many of these homes are close neighbors to your members.
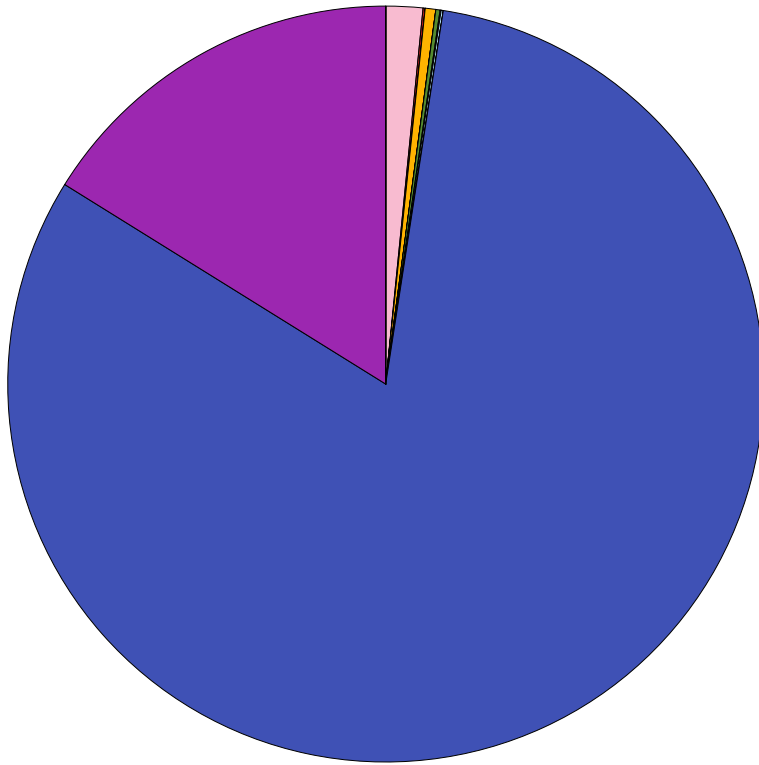
Religions

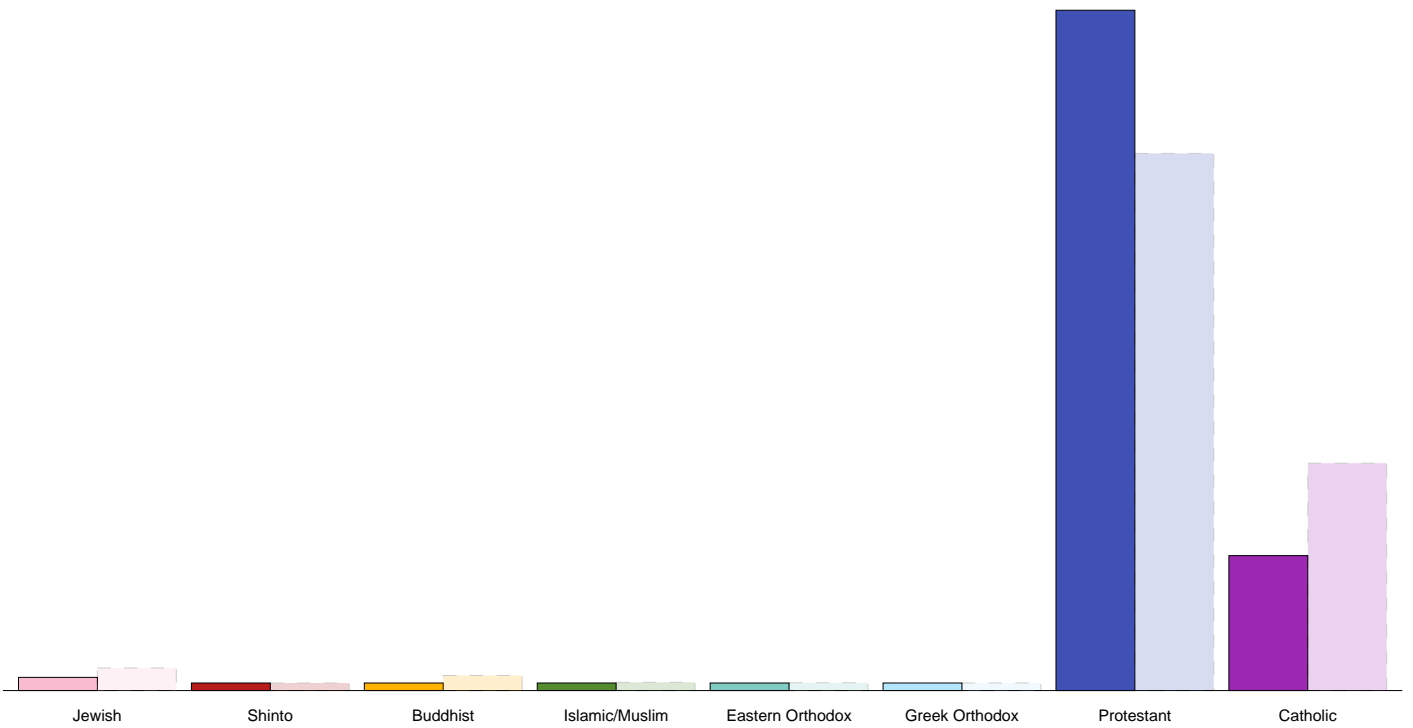|	Religion	Project #	Project %	USA %		index
	Jewish	35	1.58	2.70	⬇	0.59
	Shinto	2	0.09	0.35	⬇	0.26
	Hindu	0	0.00	0.66	⬇	0.00
	Buddhist	10	0.45	1.81	⬇	0.25
	Sikh	0	0.00	0.04	⬇	0.00
	Islamic/Muslim	4	0.18	0.99	⬇	0.18
	Eastern Orthodox	1	0.05	0.94	⬇	0.05
	Greek Orthodox	2	0.09	0.30	⬇	0.30
	Lutheran	0	0.00	0.05	⬇	0.00
	Protestant	1,805	81.42	64.28	⬆	1.27
	Catholic	358	16.15	27.21	⬇	0.59
	Mormon	0	0.00	0.45	⬇	0.00
	Unknown	0	0.00	0.23	⬇	0.00
	Total	**2,217**	**households in project**			

The probable religious orientation of a household is predicted based on the ethnicity and country of origin. For example, all Hispanic households from Mexico are assumed to have a Catholic religious background. It does not pretend to know a person's recent spiritual decision. Obviously, the cultural religious background can change through conversion and salvation.

Nevertheless, the charts on the following page show the distribution of religions by household in your project area. This can allow your church to be prepared with training and sensitivity about the other religions when approaching your neighbors on the mission field.
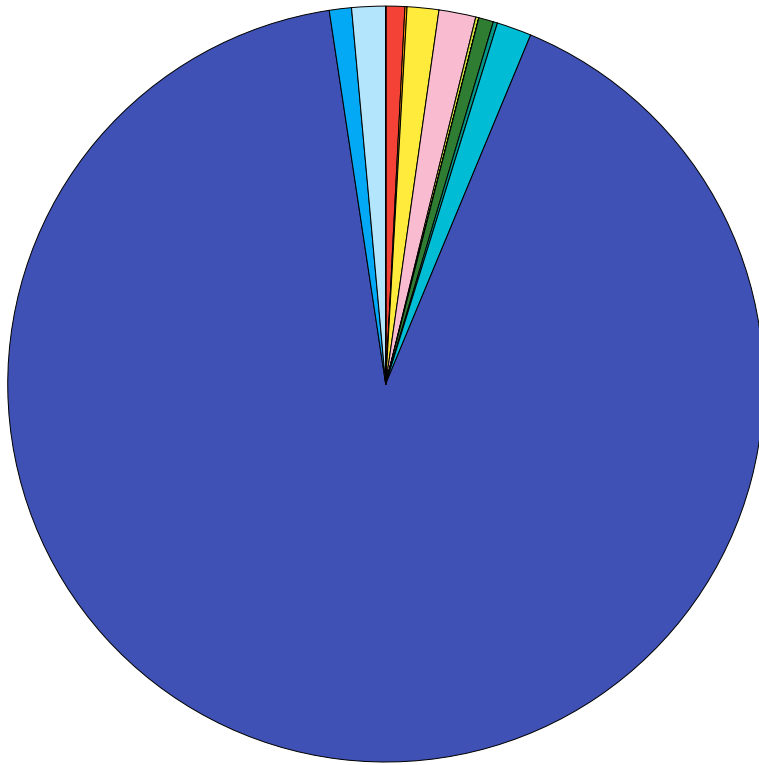
Religions

Religions

| Jewish | Shinto | Buddhist | Islamic/Muslim | Eastern Orthodox | Greek Orthodox | Protestant | Catholic |

Ethnic Groups

	Ethnic Group	Project #	Project %	USA %		index
	African American	18	0.81	6.72	⬇	0.12
	Native American	2	0.09	1.21	⬇	0.07
	Hispanic	30	1.35	10.33	⬇	0.13
	Jewish	35	1.58	2.70	⬇	0.58
	Polynesian	3	0.14	0.30	⬇	0.46
	Central and Southwest Asia	0	0.00	0.15	⬇	0.00
	Southeast Asia	0	0.00	0.77	⬇	0.00
	Far Eastern	14	0.63	2.46	⬇	0.26
	Middle Eastern	4	0.18	0.78	⬇	0.23
	Mediterranean	33	1.49	4.58	⬇	0.32
	Western European	2,027	91.35	65.78	⬆	1.39
	Eastern European	21	0.95	3.13	⬇	0.30
	Scandinavian	32	1.44	2.17	⬇	0.66
	Other groups	0	0.00	0.00	⬇	0.00
	Unknown	0	0.00	0.02	⬇	0.00
	Total	**2,219**	**households in project**			

One of the 14 Key Variables is Ethnic Groups. There are additional tables for more specific ethnic breakouts. This table shows 13 groups summarizing the ethnicities in the target neighborhood. Each of the ethnic tables is based upon the households "likely" ethnic background based upon their name.
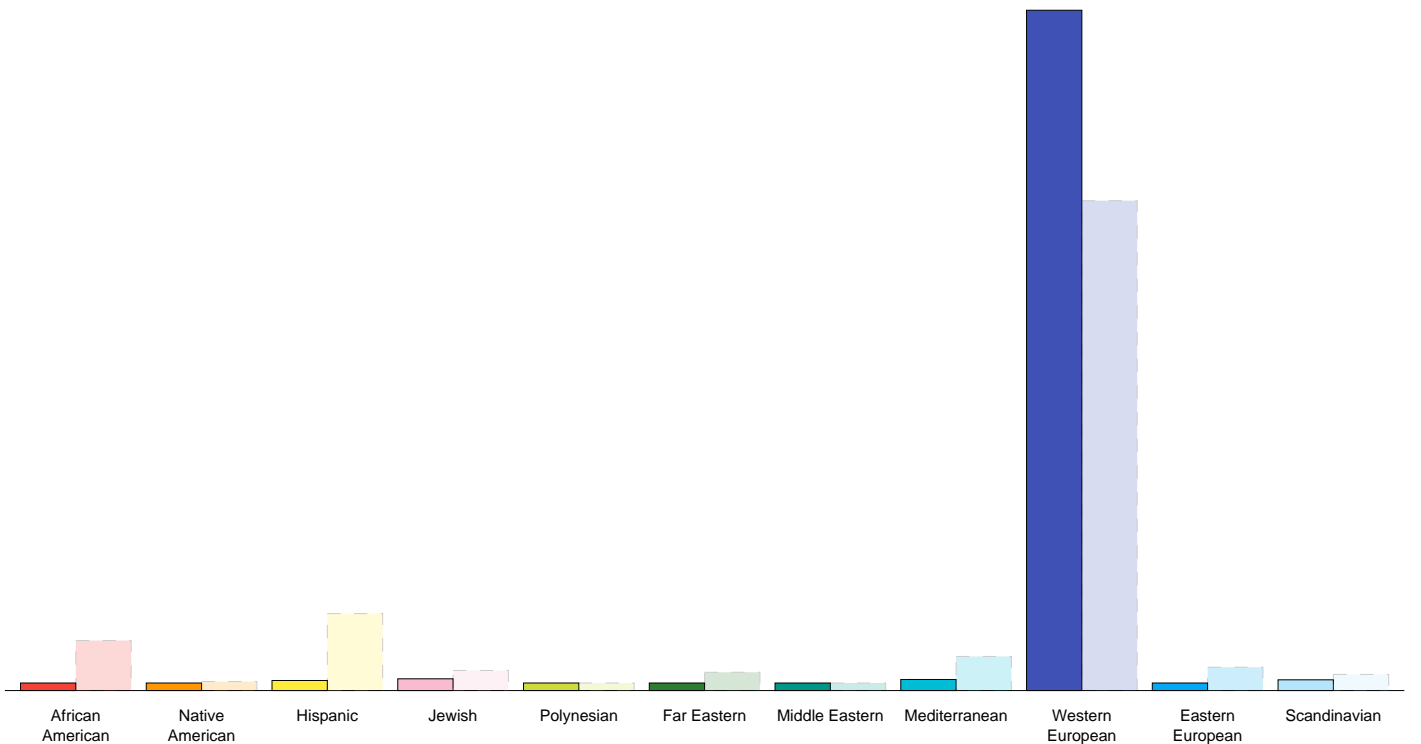
Ethnic data can be useful in helping understand the probable cultural tendencies of people in the neighborhood. This can help with church plants. For instance,a neighborhood may not the best place for an Hispanic church plant if only 6.4% of the neighborhood is Hispanic compared to 16.4% average in the state.

If a particular neighborhood is predominantly Western European (78.6%) compared to the state average of 58.7%, the ministry would probably focus on that group.

Ethnic Group

Ethnic Group

African American | Native American | Hispanic | Jewish | Polynesian | Far Eastern | Middle Eastern | Mediterranean | Western European | Eastern European | Scandinavian

Ethnicity

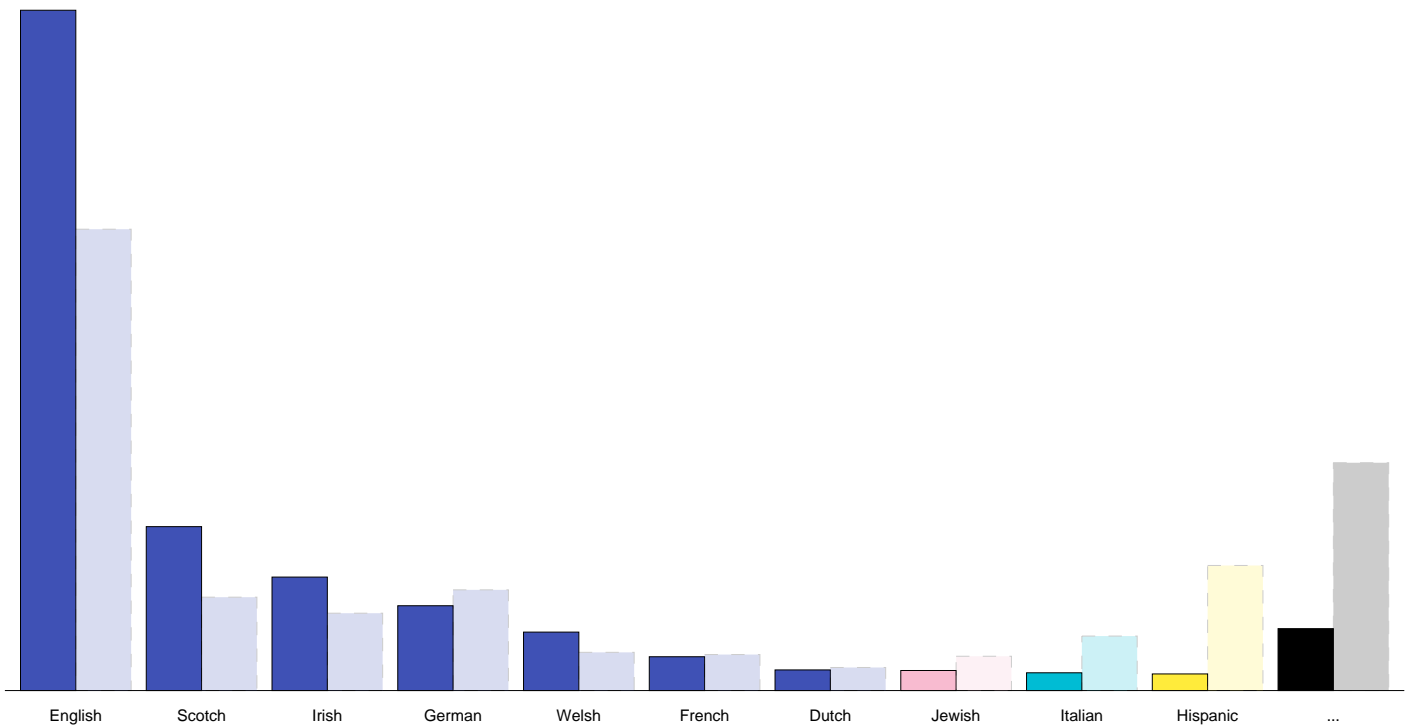| Ethnicity	Project #	Project %	USA %	index	
English	1,187	53.49	36.28	⬆	1.47
Scotch	286	12.89	7.34	⬆	1.76
Irish	198	8.92	6.08	⬆	1.47
German	148	6.67	7.92	🟡	0.84
Welsh	102	4.60	3.01	⬆	1.53
French	59	2.66	2.83	🟡	0.94
Dutch	36	1.62	1.81	🟡	0.89
Jewish	35	1.58	2.70	⬇	0.58
Italian	31	1.40	4.29	⬇	0.33
Hispanic*	29	1.31	9.84	⬇	0.13
...	108	4.87	17.91	⬇	0.27
Total	**2,219**	**households in project**			

This table helps focus on ethnicities. It's purpose contributes to be a better understanding of the composition of the church neighborhood.

*Assimilation information is available on these households on the next page.

Ethnicity

Ethnicity

English   Scotch   Irish   German   Welsh   French   Dutch   Jewish   Italian   Hispanic   ...
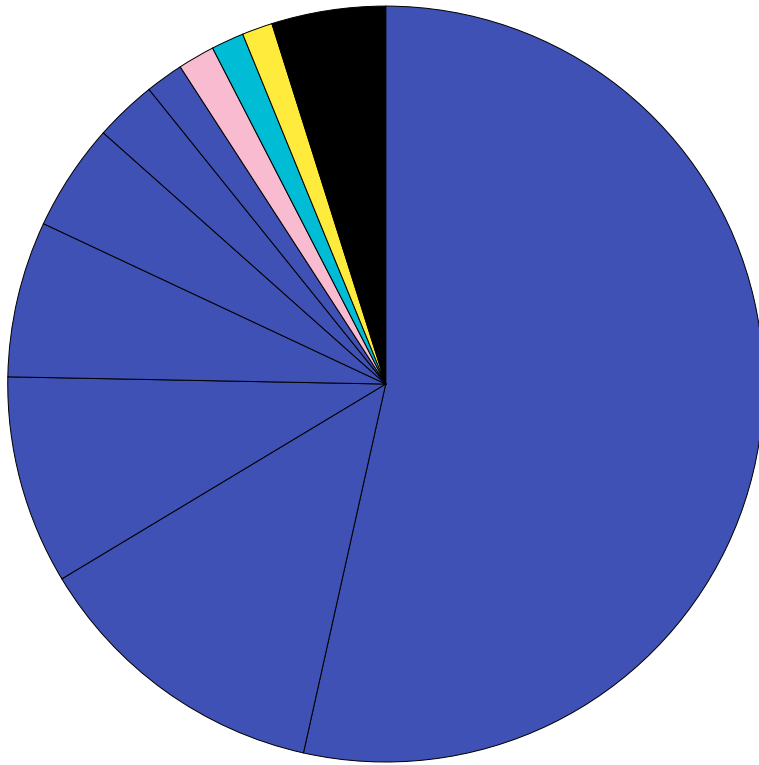
Assimilation

	Assimilation	Project #	Project %	USA %		index
	Assimilated - English speaking	35	67.31	4.64	⬆	14.50
	Bilingual - English primary	16	30.77	3.54	⬆	8.69
	Unassimilated - native language only	1	1.92	3.89	⬇	0.50
	Bilingual - native language primary	0	0.00	2.53	⬇	0.00
	Not applicable	0	0.00	85.41	⬇	0.00
	Total	**52**	**households in project**			

Of those households where another language may be used, this page helps understand the degree of assimilation. Where other languages are present, this can help determine how to best minister to less assimilated households.

Assimilation


Assimilation

| Assimilated - English speaking | Bilingual - English primary | Unassimilated - native language only | Bilingual - native language primary | Not applicable |
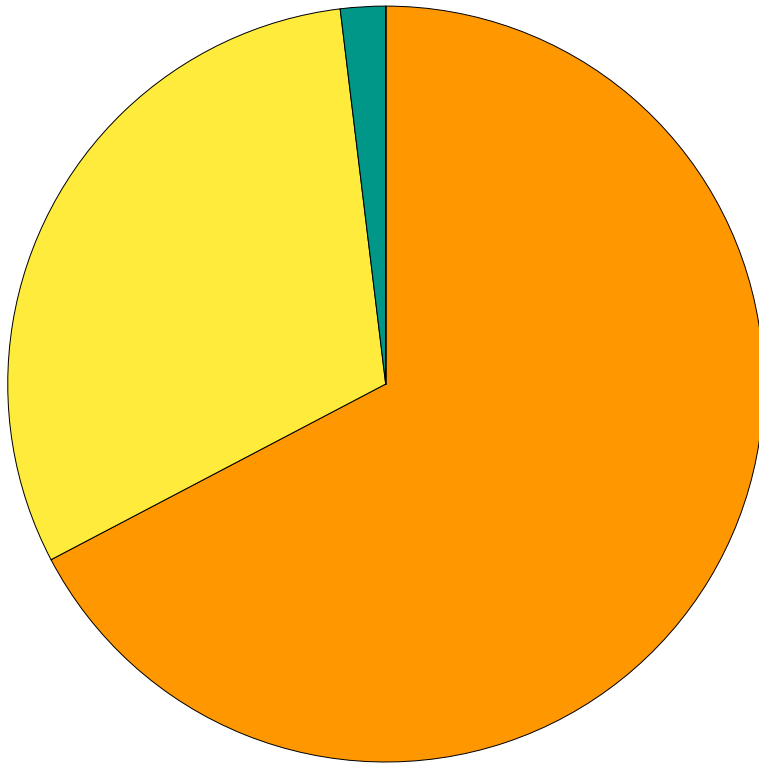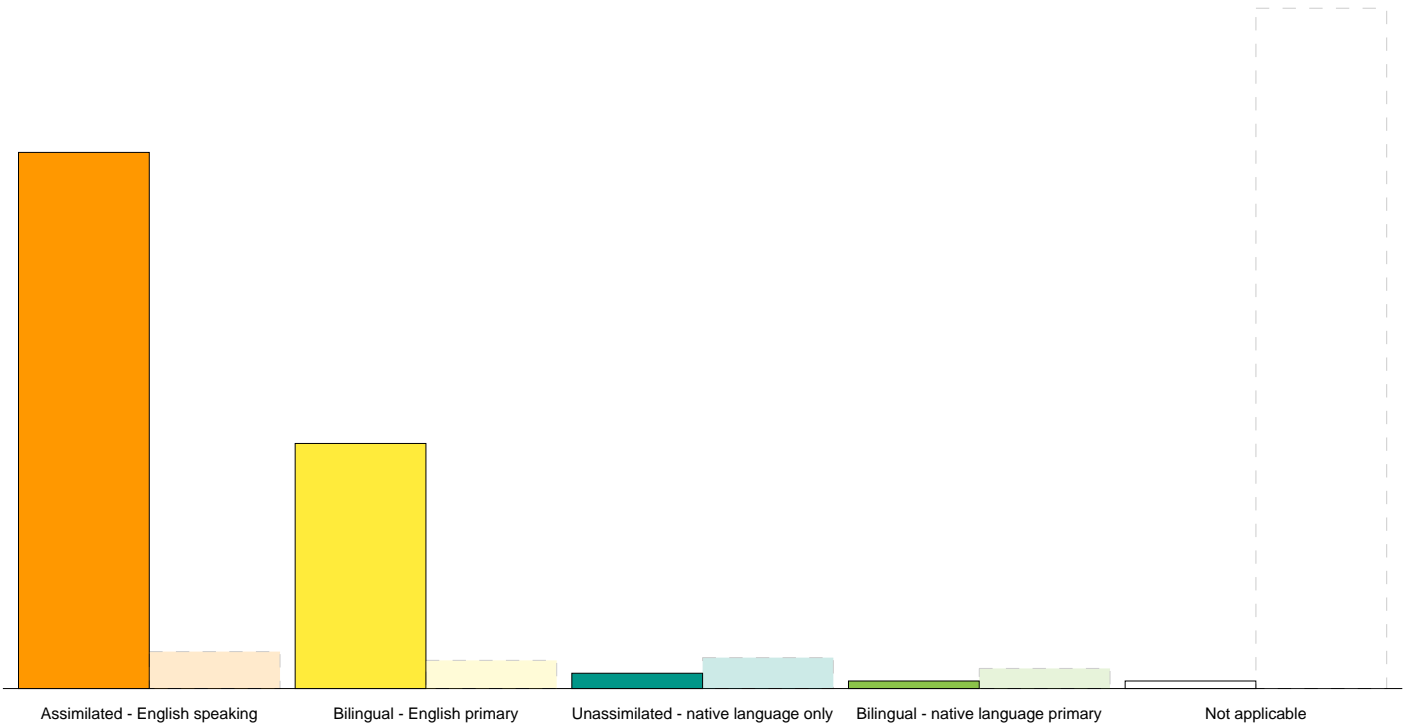
Language

	Language	Project #	Project %	USA %		index
🟦	English	2,201	99.19	91.59	🟡	1.08
🟨	Spanish	11	0.50	5.54	⬇️	0.09
🟩	Chinese	2	0.09	0.46	⬇️	0.20
	Burmese	1	0.05	0.00	⬆️	15.02
	Hebrew	1	0.05	0.07	⬇️	0.62
	Hungarian	1	0.05	0.03	⬆️	1.37
	Japanese	1	0.05	0.08	⬇️	0.56
	Korean	1	0.05	0.18	⬇️	0.25
⬛	...	0	0.00	2.04	⬇️	0.00
	Total	**2,219**	**households in project**			

This page shows the likely language spoken in the home. We typically see that the primary language is English in most neighborhoods. However, in those neighborhoods where other languages are spoken, this can be indicative of the need for a bi-lingual ministry.

One of the fastest growing segments in US is Spanish speaking homes, these charts can indicate if the neighborhood has a high enough concentration to focus on the culture and language of Hispanics. In some cases, there may be other languages present to be considered.

Language

Language

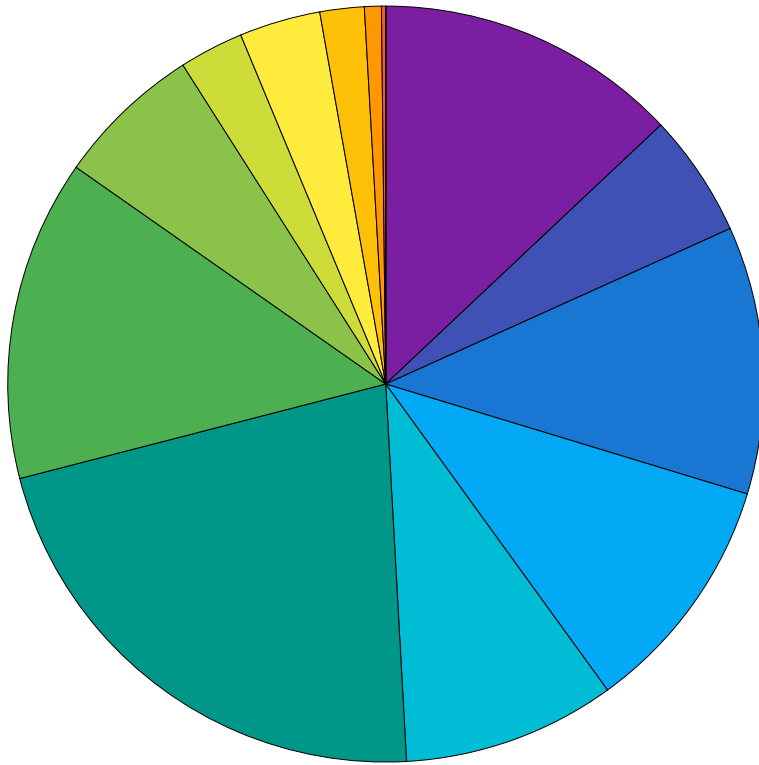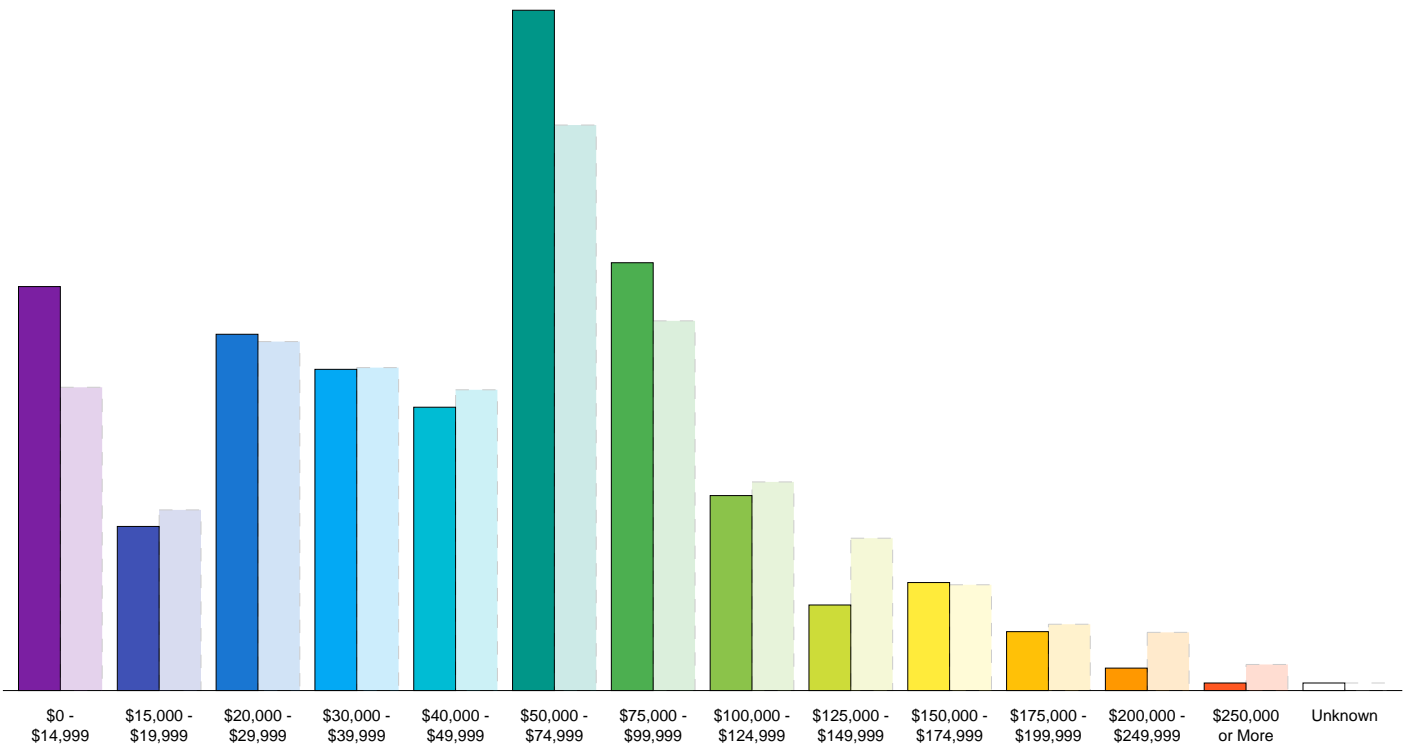English   Spanish   Chinese   Burmese   Hebrew   Hungarian   Japanese   Korean
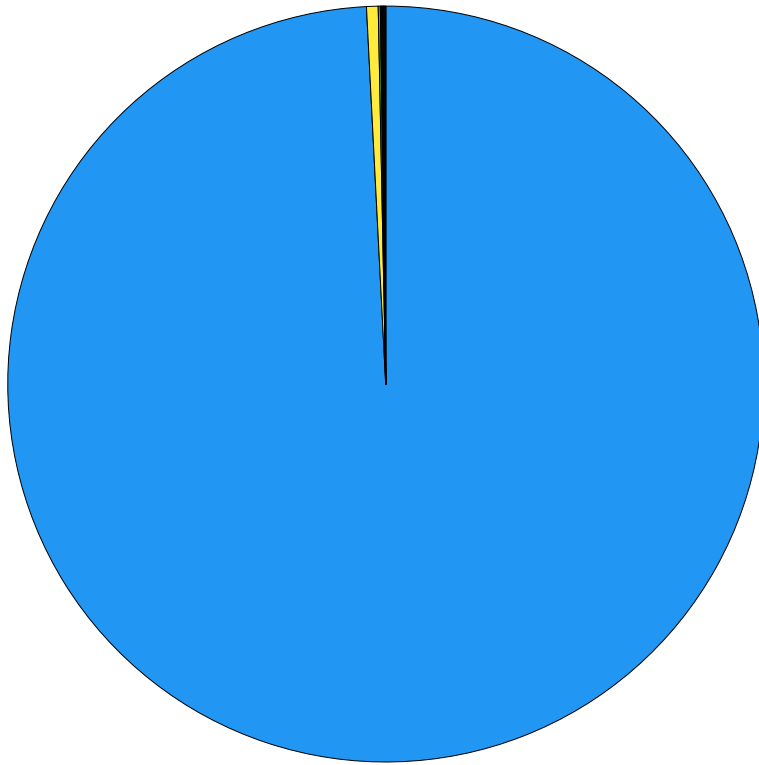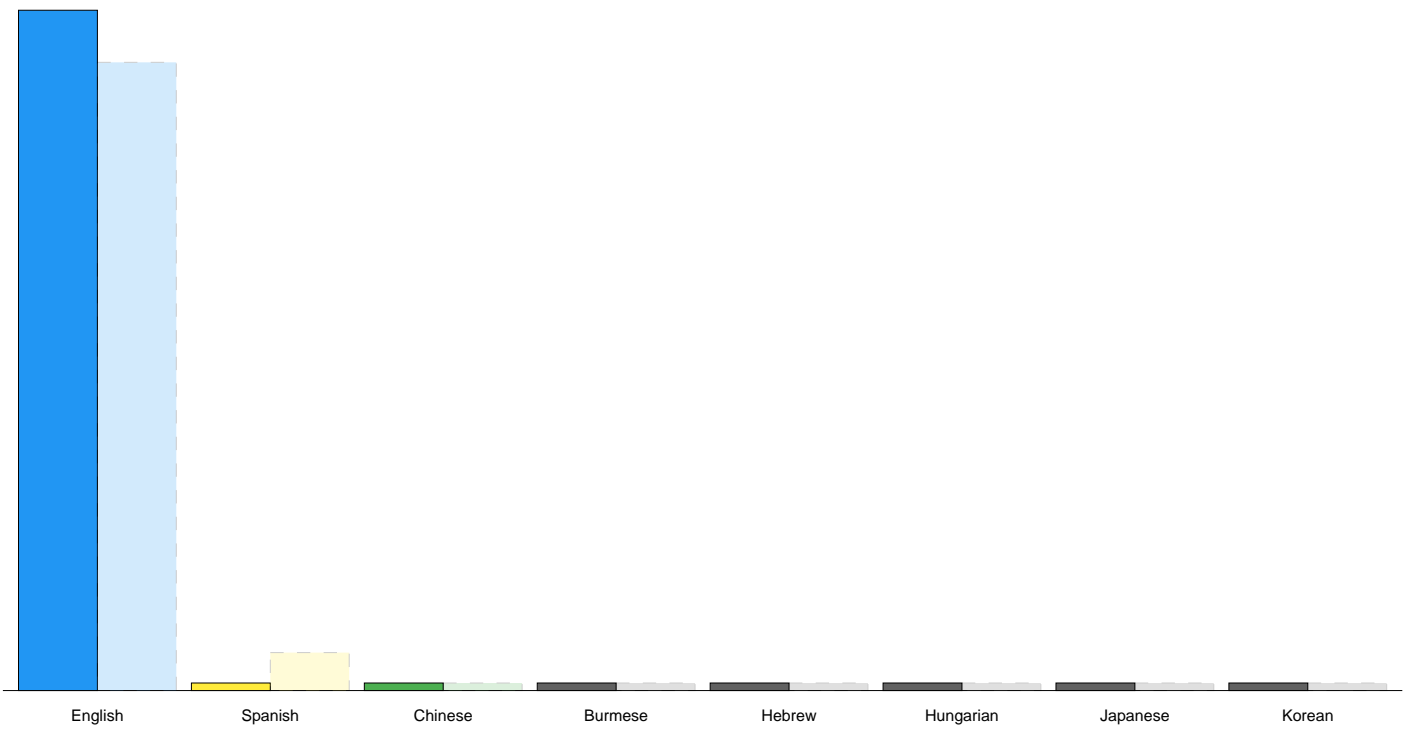
Income

Income	Project #	Project %	USA %		index
$0 - $14,999	288	12.98	9.74	⬆	1.33
$15,000 - $19,999	117	5.27	5.80	🟡	0.91
$20,000 - $29,999	254	11.45	11.21	🟡	1.02
$30,000 - $39,999	229	10.32	10.38	🟡	0.99
$40,000 - $49,999	202	9.10	9.66	🟡	0.94
$50,000 - $74,999	485	21.86	18.17	⬆	1.20
$75,000 - $99,999	305	13.74	11.88	🟡	1.16
$100,000 - $124,999	139	6.26	6.70	🟡	0.93
$125,000 - $149,999	61	2.75	4.90	⬇	0.56
$150,000 - $174,999	77	3.47	3.40	🟡	1.02
$175,000 - $199,999	42	1.89	2.13	🟡	0.89
$200,000 - $249,999	16	0.72	1.87	⬇	0.39
$250,000 or More	4	0.18	0.84	⬇	0.22
Unknown	0	0.00	0.00	⬇	0.00
Total	**2,219**	**households in project**			

Income is an important demographic for families. It "sets the stage" for practicing certain lifestyles. It also helps a church or ministry understand the financial abilities of members to support the mission ministry. While the actual dollar amount is not important, the comparison of the neighborhood with the national average for income helps determine the economic mobility of the area.

Income

Income

| $0 - $14,999 | $15,000 - $19,999 | $20,000 - $29,999 | $30,000 - $39,999 | $40,000 - $49,999 | $50,000 - $74,999 | $75,000 - $99,999 | $100,000 - $124,999 | $125,000 - $149,999 | $150,000 - $174,999 | $175,000 - $199,999 | $200,000 - $249,999 | $250,000 or More | Unknown |

Marital Status

|	Marital Status	Project #	Project %	USA %		index
	married	1,376	62.01	53.55	🟡	1.16
	single	843	37.99	46.45	🟡	0.82
	Total	**2,219**	**households in project**			

It is important to know the marital composition of your neighborhood. If an area has a concentration of married couples, a focus on family oriented ministry is probably well-placed. Also, the concentration of singles compared to the average in the state may indicate a sizable enough group for a singles ministry.

Marital Status

Marital Status

married	single
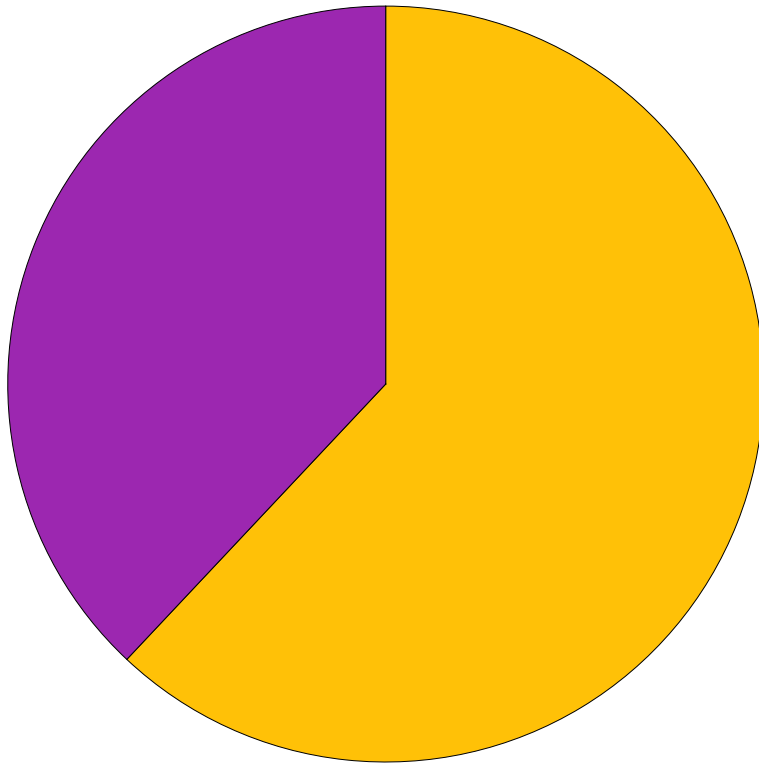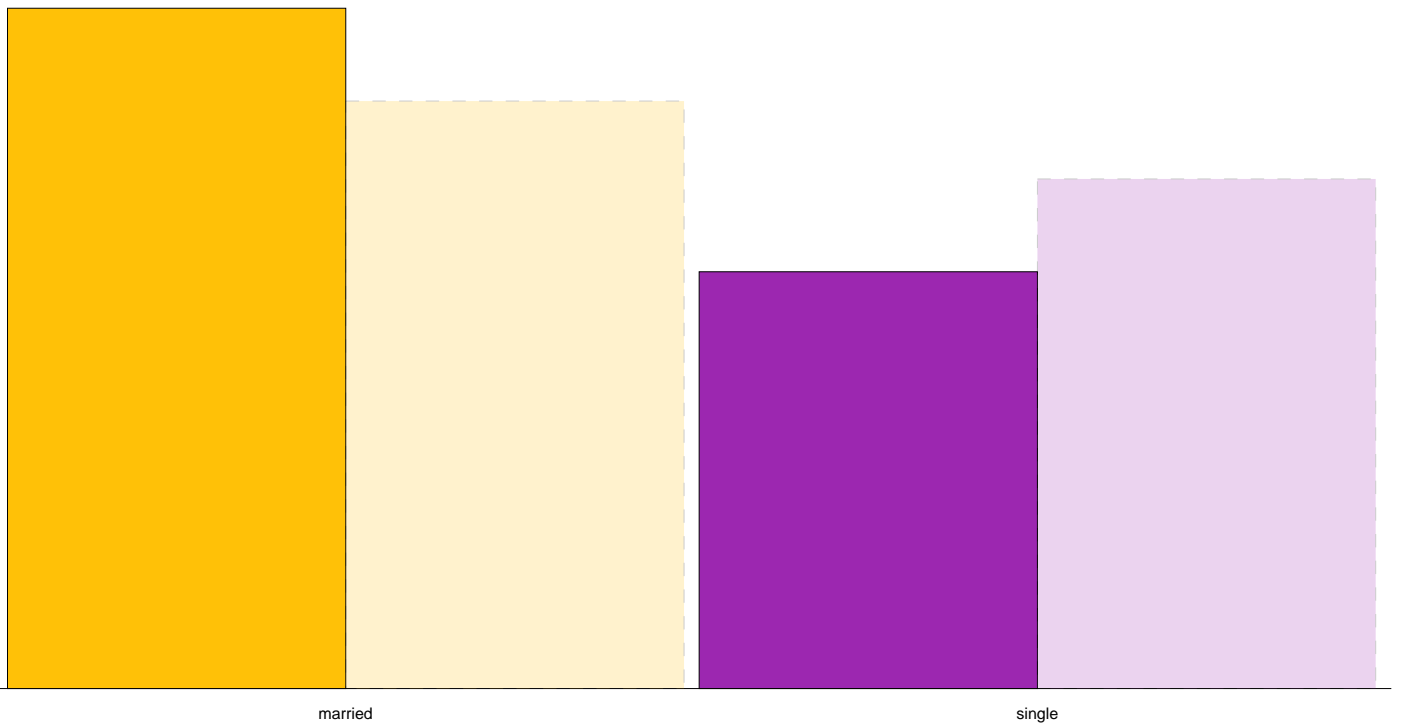
Dwelling Type

	Dwelling Type	Project #	Project %	USA %		index
	SFDU	1,997	90.00	77.51	🟡	1.16
	MFDU	205	9.24	10.79	🟡	0.86
	Condo	17	0.77	5.07	⬇️	0.15
	Business	0	0.00	5.08	⬇️	0.00
	CMRA	0	0.00	0.00	⬇️	0.00
	Mobile Home	0	0.00	2.57	⬇️	0.00
	Unknown	0	0.00	0.00	⬇️	0.00
	Total	**2,219**	**households in project**			

SFDU means Single Family Dwelling Unit while MFDU indicates Multiple Family Units (Apartments, Condos, High Rise, etc.). The mobility of the neighborhood can be much better understood by the type of housing available for residents.

Dwelling Type

Dwelling Type

| SFDU | MFDU | Condo | Business | CMRA | Mobile Home | Unknown |
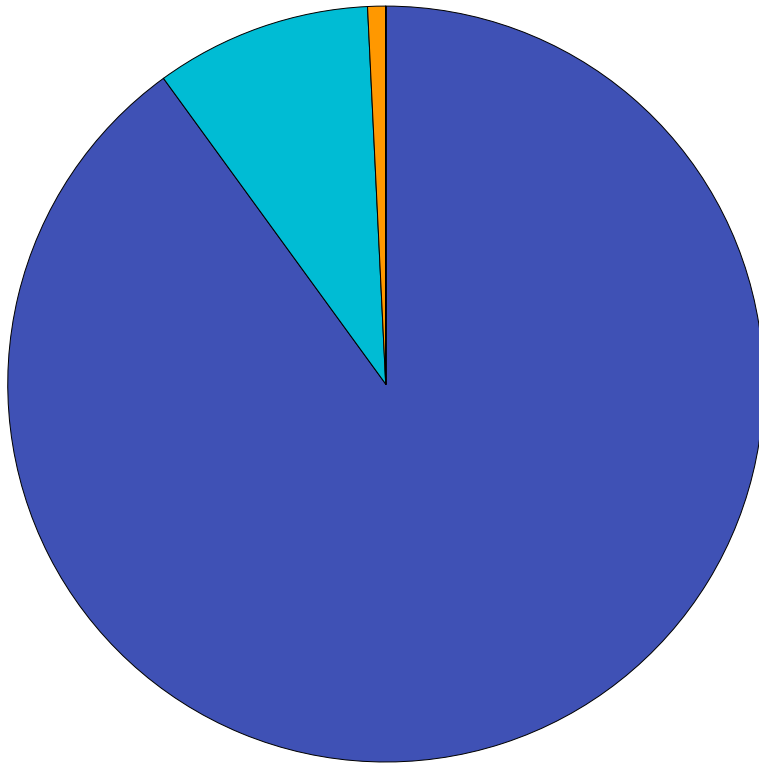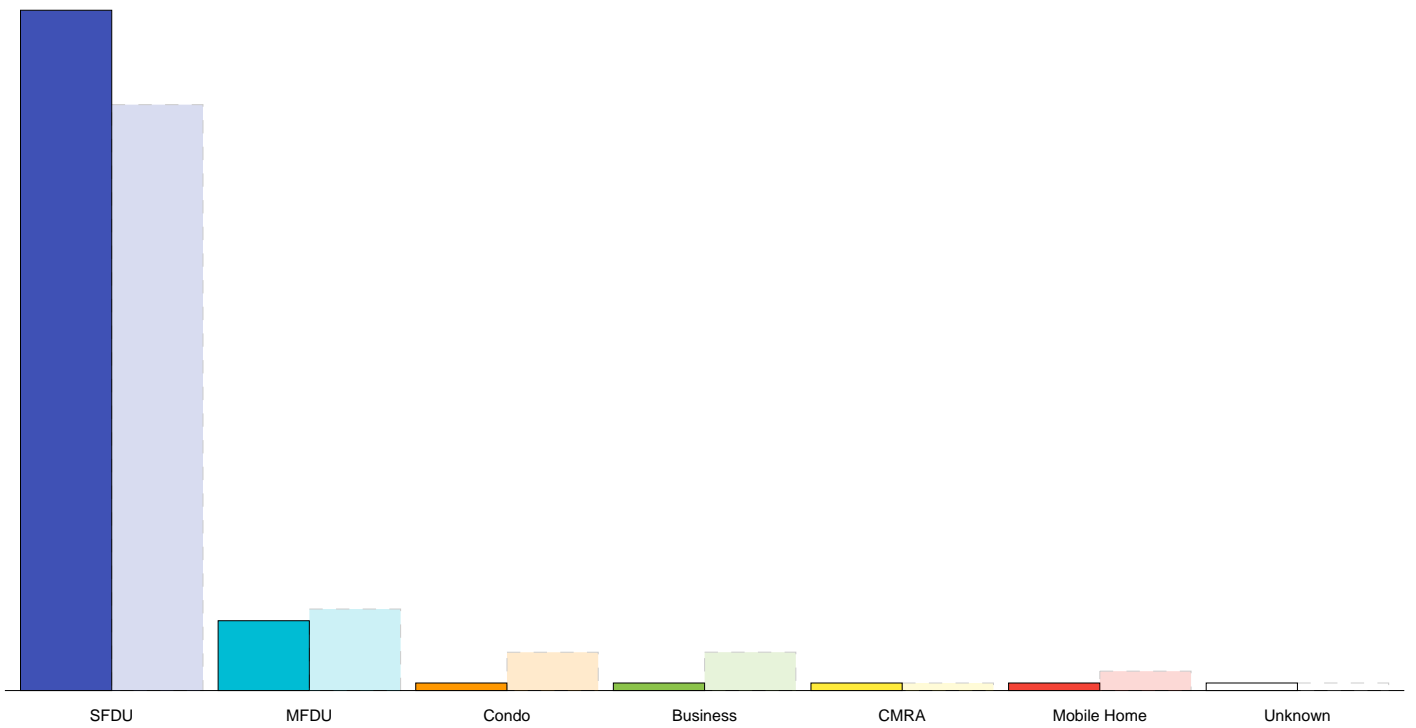
Education

	Education	Project #	Project %	USA %		index
	some high school or less	0	0.00	3.95	⬇	0.00
	high school	186	8.38	31.79	⬇	0.26
	some college	1,335	60.16	34.50	⬆	1.74
	college	579	26.09	25.89	🟡	1.01
	graduate school	119	5.36	3.75	⬆	1.43
	Unknown	0	0.00	0.00	⬇	0.00
	Total	**2,219**	**households in project**			

In many cases the achieved level of education is predicted by neighborhood characteristics rather than specific household level information.

Education

Education
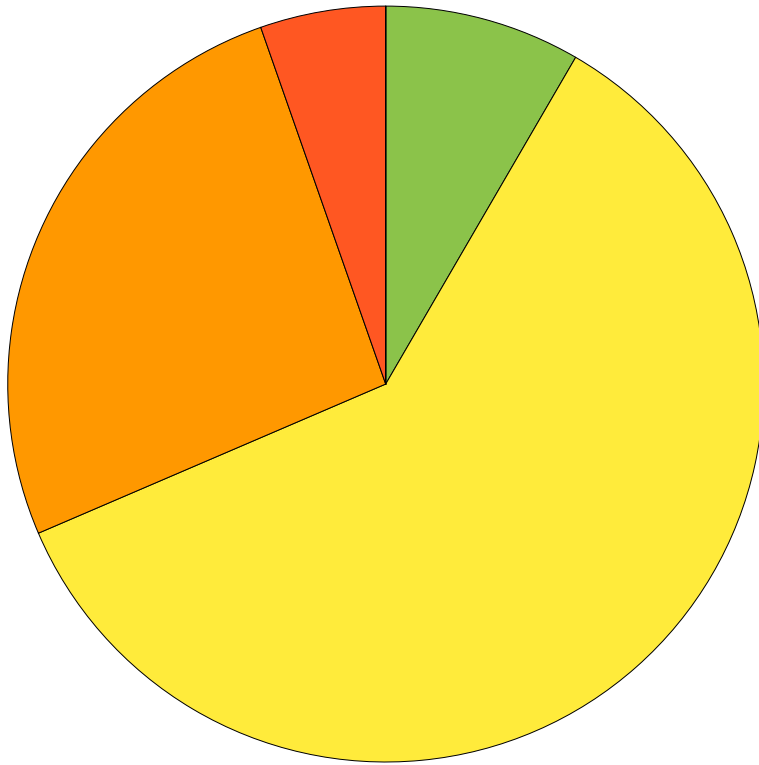

| some high school or less	high school	some college	college	graduate school	Unknown
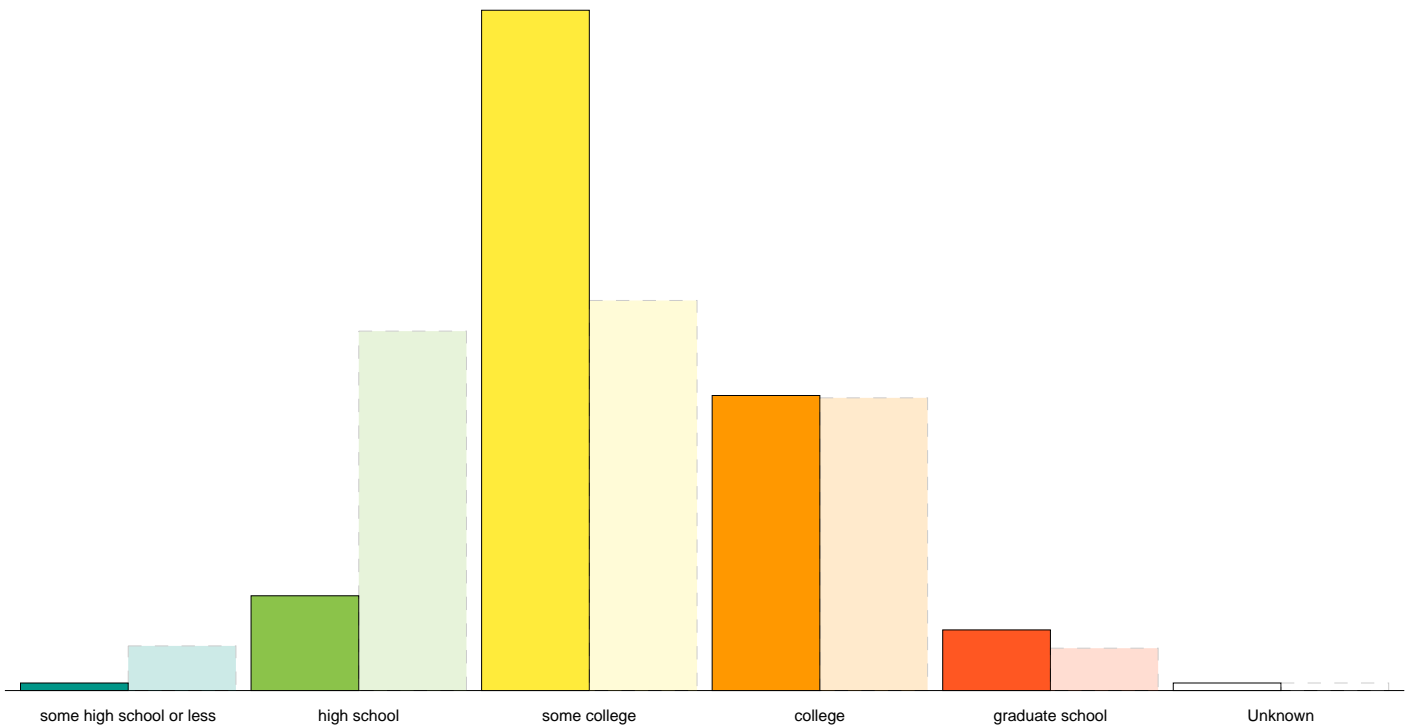
Age of Primary Adult

Age	Project #	Project %	USA %		index
18-24	15	0.68	1.21	⬇	0.56
25-34	139	6.26	11.28	⬇	0.56
35-44	423	19.06	22.37	🟡	0.85
45-54	327	14.74	19.29	⬇	0.76
55-64	374	16.85	19.84	🟡	0.85
65-74	518	23.34	14.82	⬆	1.57
75+	423	19.06	11.20	⬆	1.70
Unknown	0	0.00	0.00	⬇	0.00
Total	**2,219**	**households in project**			

Age is an important indicator of life-stage. This helps you prepare workers for the harvest in your neighborhood by matching like age groups. Also, using the Comparison Index helps us understand where the size of the target age group is larger or smaller than what we would find in the state.
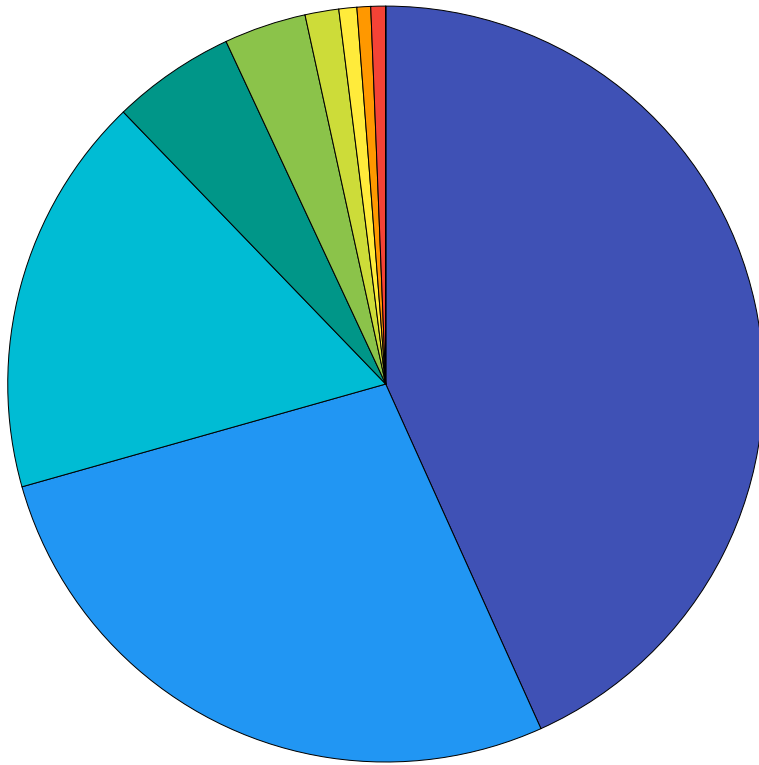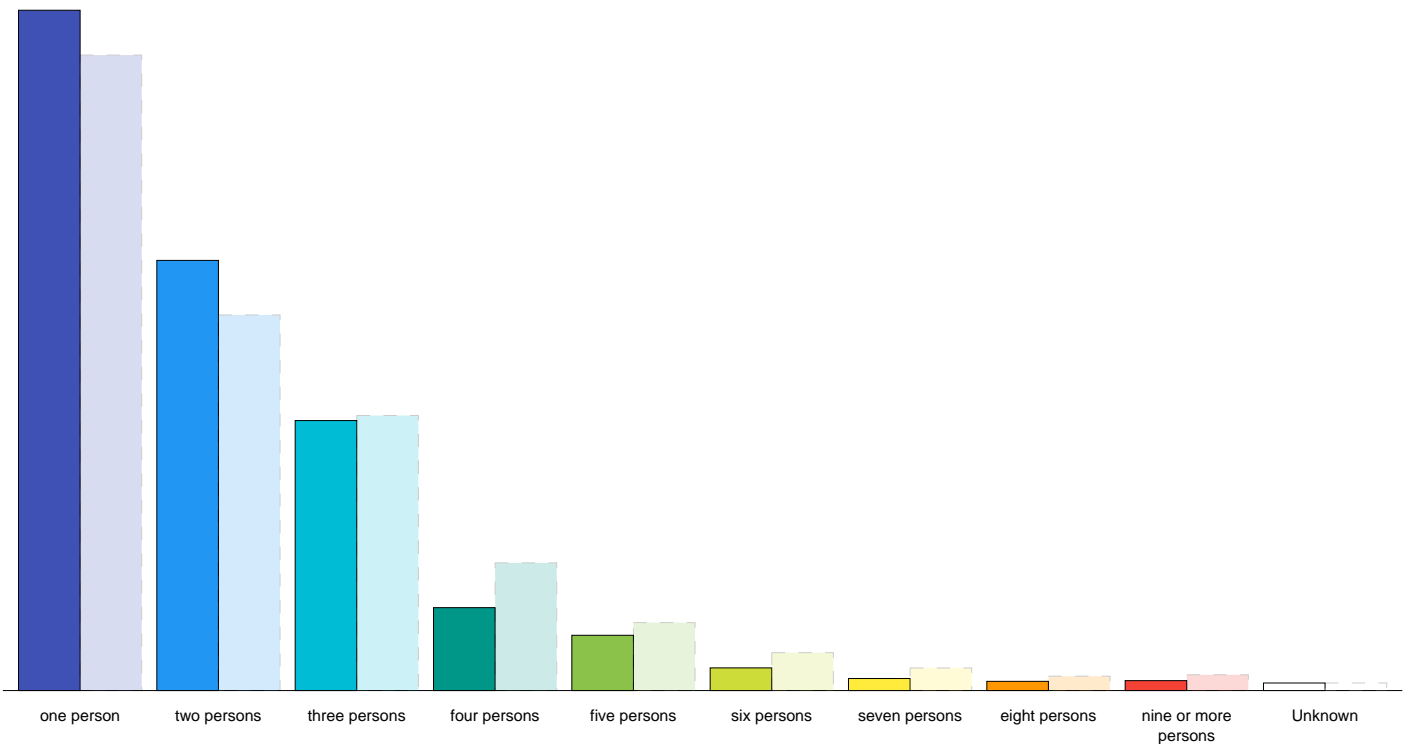
Age of Primary Adult

Age of Primary Adult

| 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | Unknown |
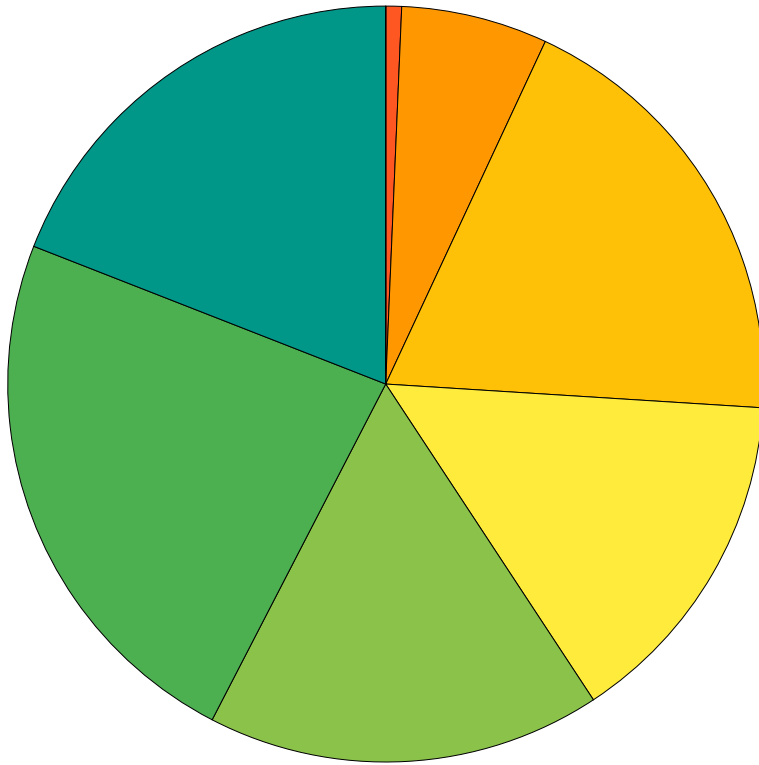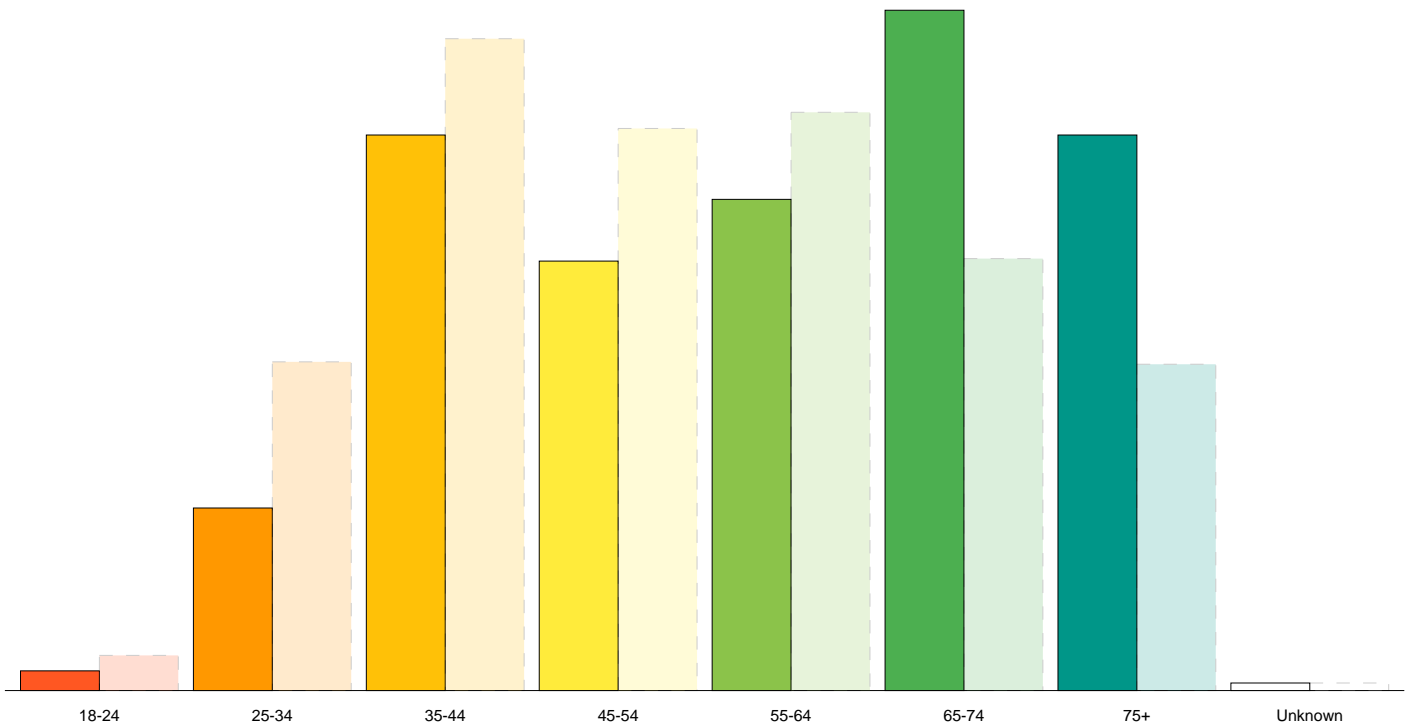
Household Size

	Household Size	Project #	Project %	USA %		index
	one person	960	43.26	40.41	🟡	1.07
	two persons	607	27.35	23.89	🟡	1.15
	three persons	381	17.17	17.49	🟡	0.98
	four persons	117	5.27	8.12	⬇	0.65
	five persons	78	3.52	4.32	🟡	0.81
	six persons	32	1.44	2.41	⬇	0.60
	seven persons	17	0.77	1.44	⬇	0.53
	eight persons	13	0.59	0.92	⬇	0.64
	nine or more persons	14	0.63	1.00	⬇	0.63
	Unknown	0	0.00	0.00	⬇	0.00
	Total	**2,219**	**households in project**			

Household Size

Household Size

one person	two persons	three persons	four persons	five persons	six persons	seven persons	eight persons	nine or more persons	Unknown

Kids Present

	Kids Present	Project #	Project %	USA %	index	
	Probably have kids	330	14.87	0.00	⬇	0.00
	No information on kids	1,889	85.13	0.00	⬇	0.00
Total		**2,219**	**households in project**			

Typically, about 34% of households in the U.S. have children present. In our database some of the homes which actually have children present may not be coded accordingly because there is no specific evidence that children live there. That's why the project % will normally be understating the number of homes with kids.

Kids Present

Kids Present

Probably have kids

No information on kids
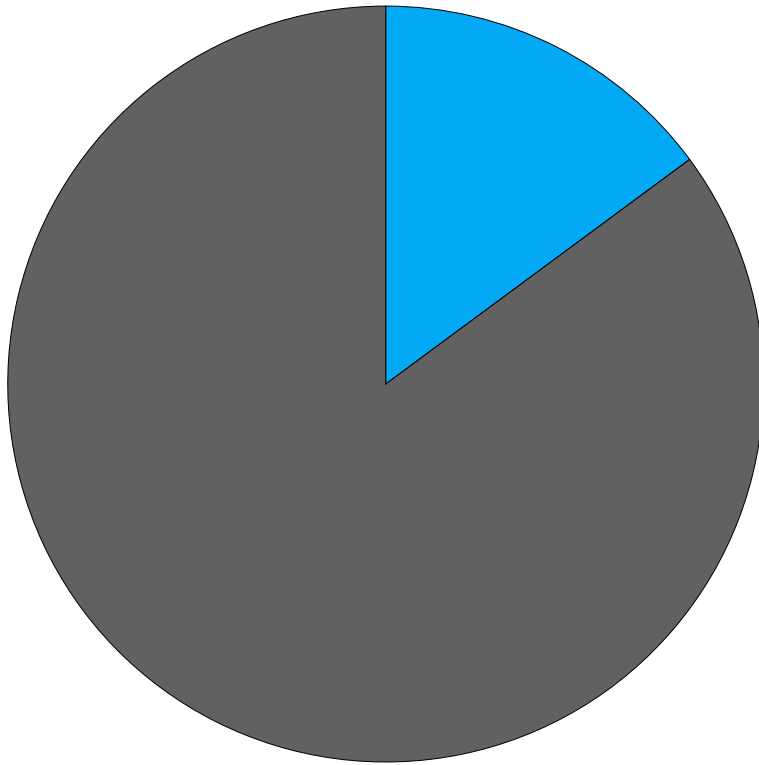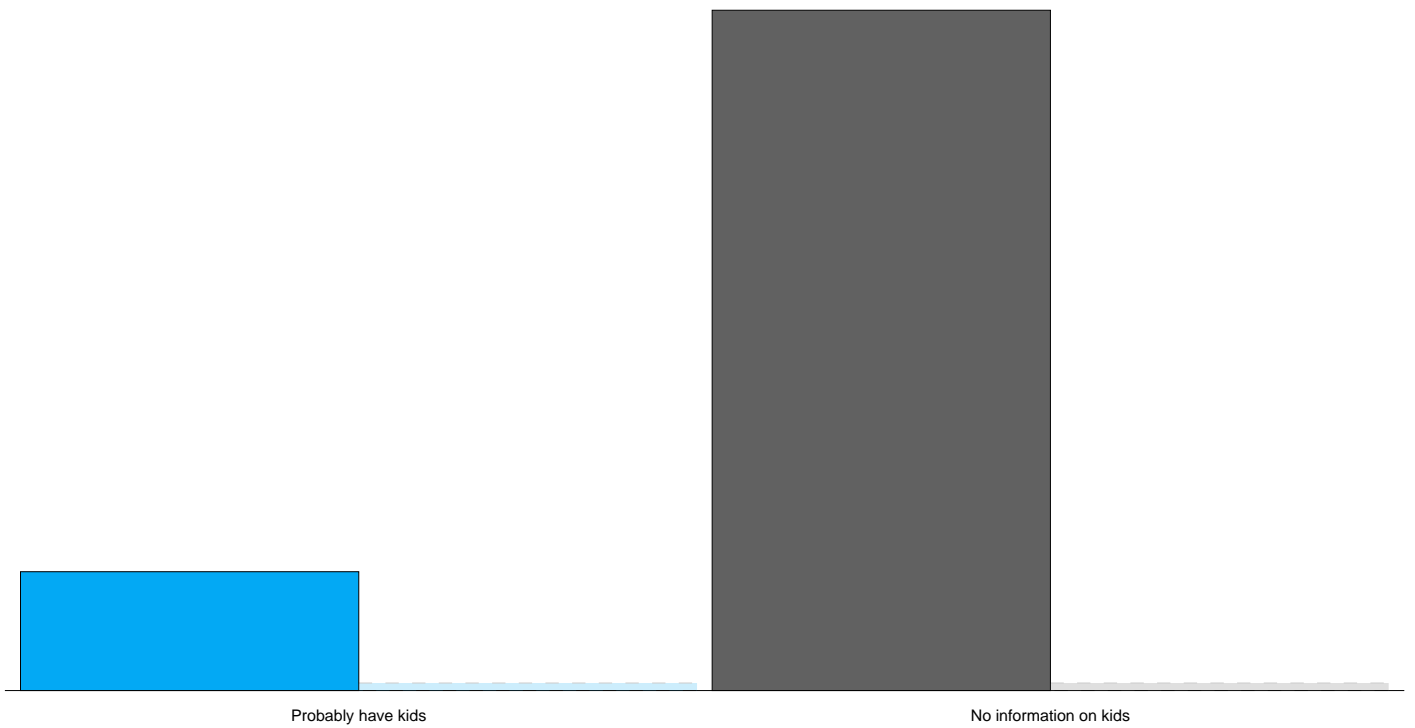
Home Ownership

	Home Ownership	Project #	Project %	USA %		index
	Definite Renter	13	0.59	0.85	⬇	0.69
	Probable Renter	177	7.98	13.68	⬇	0.58
	Probable Owner	475	21.41	18.91	🟡	1.13
	Definite Owner	1,548	69.76	64.36	🟡	1.08
	Unknown	6	0.27	2.20	⬇	0.12
	Total	**2,219**	**households in project**			

Home ownership is another measure of economic mobility. It is also useful in defining the stability of the neighborhood. A higher than average amount of home owners indicates likely stability in the area.

Home Ownership

Home Ownership

Definite Renter	Probable Renter	Probable Owner	Definite Owner	Unknown
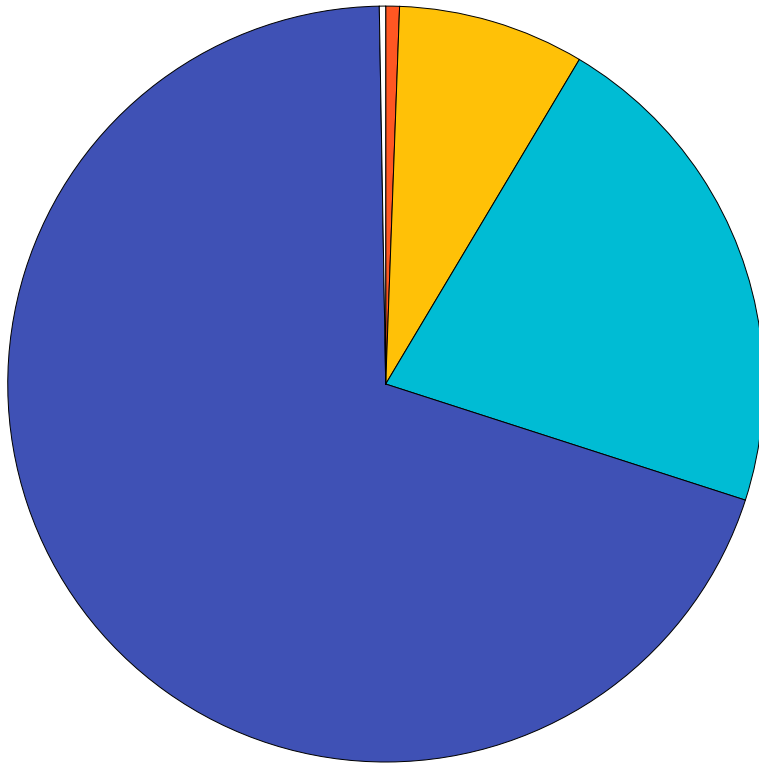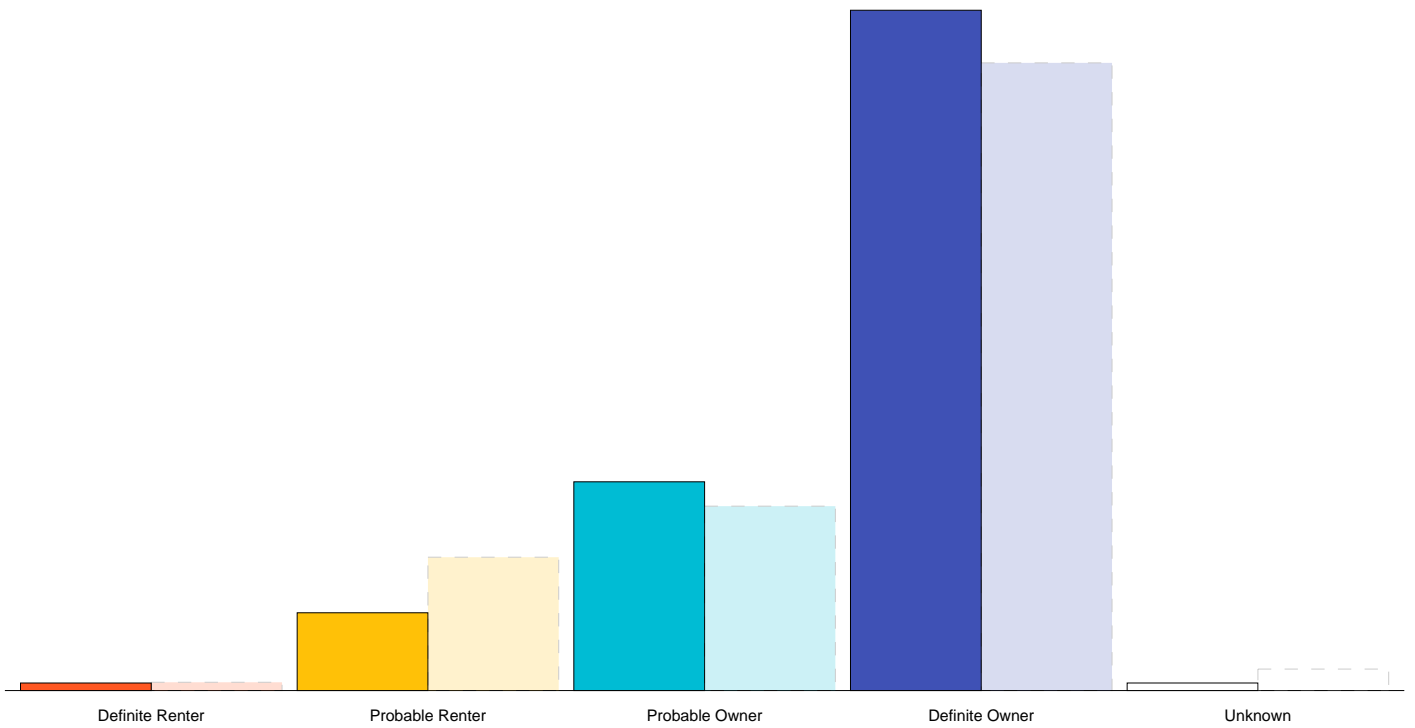
More Information

To learn more about how the Mapping Center can help your church or ministry reach every home in your mission field with the Gospel, please visit blesseveryhome.com, email info@blesseveryhome.com or call toll-free 1-888-627-7997.
Thank you.