

Below are sample reports you can use to understand your community better. For more information on reports and analysis tools you can use to build deeper connections within your community, check out [MissionInsite](#).

What types of households are in my community, and how do we best communicate with them?



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O55 Family Troopers

Families and single parent households living near military bases

🏠 2.00% | 1.48% 👤



Who we are

Head of household age

25–30

515 | 53.0%

Type of property

Multi-family: 3 units

523 | 5.2%

Est. Household income

\$15,000–\$24,999

261 | 14.6%

Household size

1 person

244 | 84.1%

Home ownership

Renter

718 | 92.8%

Age of children

0–3

414 | 35.6%

Channel preference



155



76



568



321



17



30

Technology adoption



Wizards

Key features

- Renters
- Military base communities
- Ethnically diverse
- Parents
- Modest educations
- Tech-savvy



What are their preferences, specifically around giving and communication?

Financial Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Giving Target		Giving Method	
	Unified Budgets & General Funds		Informed Philanthropy & Pledging
	Designated Programs & Mission Projects	x	Lifestyle Coaching & Family Financial Planning

Family Troopers often struggle with budgeting and have cash flow problems. They are less likely to participate in church stewardship campaigns that involve long term commitments. They tend to make weekly cash donations, with a little extra for missions, or on special occasions, but are less likely to pledge in advance. They may not really understand what it costs to manage a church, and don't want to waste money on perceived overhead. They don't want to invest much in property maintenance, although they may upgrade technology. They will respond generously if there is an emergency but prefer not to build large reserve funds. They are reluctant to participate in a capital campaign but are open to apply for grants and subsidies. They often feel financial insecure, and do not have much experience in managing money or planning a financial future. They will respond to a church that offers solid financial advice to develop an overall personal or family financial plan that is shaped around Christian values. Financial counseling helps them shape generous lifestyles, but also helps them get out of debt, develop some investments, and establish good credit.

Lifestyle Connectivity

Create both a lending library in the church and a virtual library on the website with tips and tools for financial management and household budgeting.

Communication

Resource: *Mosaic E-Handbook* by Experian

Communication in Daily Living				Communication in Church Participation					
x	Broadcast/Streaming TV	Direct Mail	x Radio	x	Live/Recorded Video	x	Print and Paper	x	Announcements or Visits
x	Mobile SMS	Email	Social Media	x	Text Message		Email		Social Media

Family Troopers will read brochures, hang on to bulletin inserts, and read short, printed communications. It's often helpful to offer these in additional languages. They will look at bulletin boards for calendar updates and pay attention to external signs if they are illuminated and updated regularly. Consider investing in a high quality, large screen television, and create space at the church for a home theater where children and families can watch cartoons and feature films, and adults can gather to watch sports events.

Lifestyle Connectivity

They rely on the internet as their main source of news, entertainment, and long-distance communication. They'll use mobile devices for audio and video conversations. Churches need to have a simple but effective website. It should provide practical resources and devotional material that can be easily downloaded, along with newsletters, mission updates, etc. Allow church members to upload personal and family photos. Some small groups may want to create special forums. Communicate via instant messaging.

What are their concerns so we can meet the needs in our community?

Life Concerns

Priority List	Top 15 of 44 Life Concerns			
	Ranked by greatest concerns			
	Ranking	Concern	Ratio	Strength of Concern
	1	Ongoing impact of COVID-19	20.0	Extremely Strong Concern
	2	Social & political tensions/discord	7.5	Very Strong Concern
	3	Racism/racial injustice	4.7	Very Strong Concern
	4	Financing the future/savings/retirement	4.4	Very Strong Concern
	5	Health crisis/illness	4.3	Very Strong Concern
	6	Fear of the future or the unknown	3.7	Strong Concern
	7	Losing weight/diet issues	2.9	Strong Concern
	8	Quality of children's education	2.9	Strong Concern
	9	Illegal immigration	2.7	Strong Concern
	10	Personal health problems	2.7	Strong Concern
	11	Reaching my goals/being successful	2.4	Strong Concern
	12	Stress/time to relax	2.4	Strong Concern
	13	Caring for aging parents	2.3	Strong Concern
	14	Time for friends/family	2.3	Strong Concern
	15	Day-to-day financial matters	2.2	Strong Concern

What are people in my community looking for in a church?

Program or Ministry Preferences

Priority List	Top 15 ministry or program recommendations based on this study area		
	Preferences are ranked by ratio of important to not important		
	<i>Ranking</i>	<i>Program</i>	<i>Ratio</i>
			<i>Strength of Preference</i>
	1	Warm and friendly encounters	3.7 Strong Preference
	2	Quality sermons	1.7 Somewhat Strong Preference
	3	Opportunities to develop personal relationships	1.5 Somewhat Strong Preference
	4	Opportunities for volunteering in the community	1.3 Somewhat Strong Preference
	5	Holiday programs/activities	1.3 Somewhat Strong Preference
	6	Adult social activities	1.2 Moderate Preference
	7	Involvement in social causes	1.1 Moderate Preference
	8	Traditional worship experiences	1.0 Moderate Preference
	9	Seniors/retiree activities	0.9 Moderate Preference
	10	Family oriented activities	0.9 Moderate Preference
	11	Small groups (i.e., life groups, personal interest groups)	0.8 Somewhat Minimal Preference
	12	Social justice advocacy work	0.7 Somewhat Minimal Preference
	13	Cultural programs (music, drama, art)	0.7 Somewhat Minimal Preference
	14	Celebration of sacraments	0.7 Somewhat Minimal Preference
	15	Contemporary worship experiences	0.7 Somewhat Minimal Preference