



Demographic  
**SERVICES**

*“... Lift up your  
eyes, and look on  
the fields.”*

*John 4:35*

Church Growth

## About Demographic Services

Before the 1990 U.S. census, researchers divided the United States into micro grids (which represent small squares of land as seen in the map below).



A database was created that allowed the census data to be saved into their respective micro grids. Since then all of the U.S. census information has been placed in this database. The micro grids allow us to establish a point on the map (i.e., the location of your church) and to select only the data you wish to include in the study.

## What information does Demographic Services provide?

- Population trends from 1990-2007
- Age breakdown
- Household income and trends
- Race comparisons and trends
- Household sizes
- Vehicles per household
- Much, much more

## This information can be provided for a:

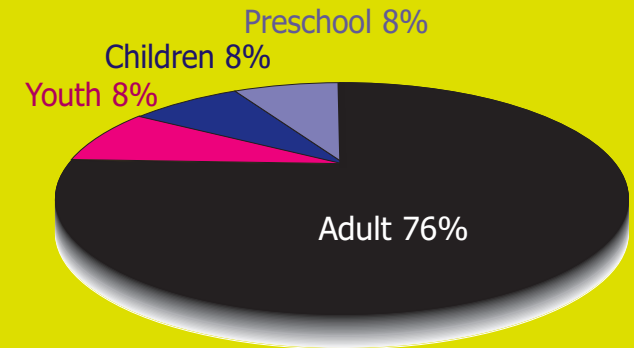
- Specified mile radius around your church
- Boundary of streets that you designate
- Specified drive time to your church
- City, a county or a zip code

By monitoring new housing starts, new utility services, ended utility services, new births, etc., researchers are able to update the data and provide us with current information.

## Lifestyle Study

In addition to demographic information, we can also identify the basic lifestyle of those living around your church. This will help your church leaders as they plan outreach strategies for your church.

## First Baptist Church AGE GROUP DIVISIONS



## Ten-Year History

Using the information you have provided through the Annual Church Profile (ACP), we are able to offer a detailed graphic look at your church history for the past 10 years. This information includes:

- Resident membership
- Additions (baptisms and other)
- Worship attendance
- Sunday School enrollment and attendance
- Age group enrollment
- Discipleship enrollment
- Missions organizations enrollment
- Music enrollment
- Giving



## Geocoding

If your church membership or prospect list is on computer, we are able to provide a map of your community that indicates where these individuals live. This service may be helpful if your church is planning to relocate or enhance its outreach ministries.



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## How to request Demographic Services

- Call the Church Growth department to obtain a Demographic Services Request Form.
- Complete the form and return it to the Church Growth department with a copy of a street map that identifies the location of the church. Please clearly mark the location of the church on the map.
- A consultant from the Church Growth department will make contact when the study is completed to arrange a time to provide interpretation of the study.

