



## Church Mapping and Demographic Analysis

GeoMarket Solutions, Inc. provides a variety of mapping and demographic analyses for church congregations concerning their local communities using GIS technologies.

### What is GIS?

What is a geographic information system? There are probably as many definitions as there are applications for GIS. GIS is a particular kind of software program that utilizes very advanced statistical and multi-variant mathematics. In many ways it resembles a database management program (it analyzes and relates information stored as records), but with one crucial difference: each record in a GIS database contains information used to draw a geometric shape - usually a point, a line, or a polygon and it can be analyzed and mapped. Seeing a map gives you a totally new way to visualize information, the trends become more apparent and you'll never want to look at a plain boring spreadsheet again.

### Mapping the Congregation

Our Geographic Information Systems (GIS) Analysis Services allow church leadership to visualize the distribution of members in the local community. By understanding the demographics of your church's membership, the leadership will be able to identify important and pertinent trends in the congregation and the neighborhoods surrounding the church location. GeoMarket Solutions utilizes GIS technology to map congregations, explore Church demographics, and thus gain important insights for planning and growth. Our demographic and behavior demographic databases contain nationwide information, therefore it doesn't matter whether the growth is local or in a totally new state.

To analyze and map a congregation, the church and members' home addresses must first be geocoded. This is a computer process of converting street addresses into a map ready coordinate system. Geocoding a congregation allows the membership to be precisely displayed on a map with the local community as a backdrop. It also allows the demographics of the members to be studied.

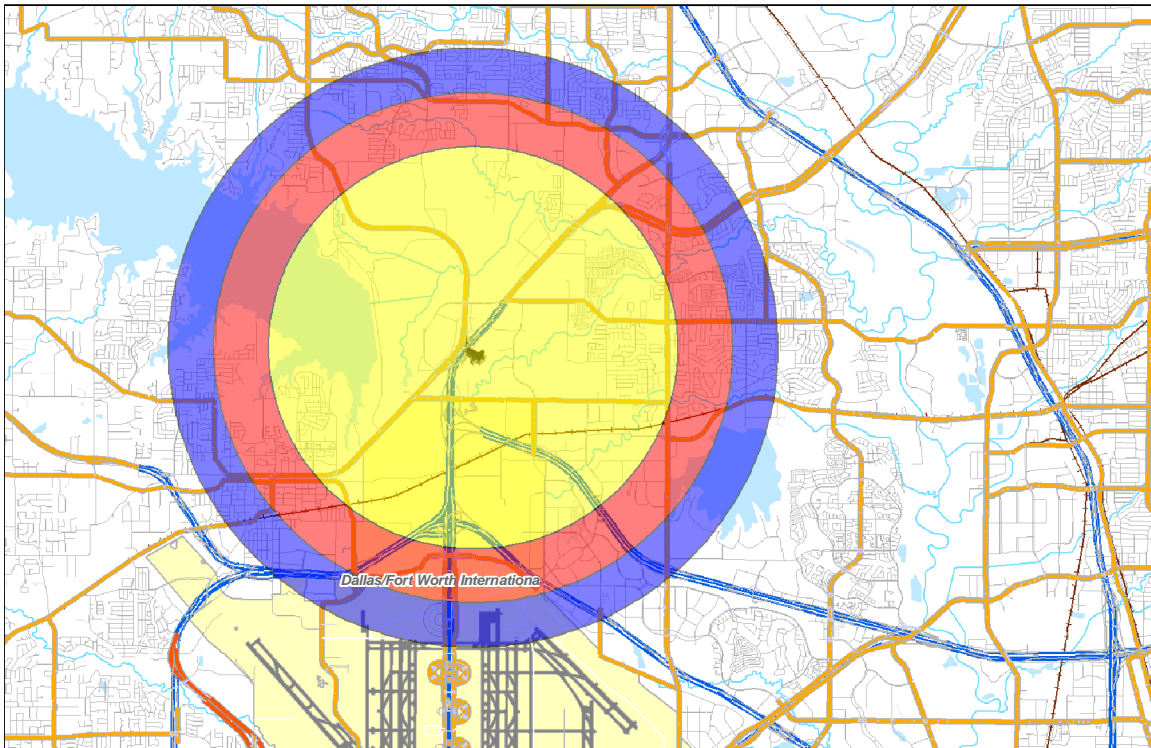
Any persons (members, musicians, staff, or vendors) or sites of interest with a street address can be mapped. Any location can be included in an analysis.



## Church Service Areas

Church Service Areas are defined to identify geographic concentrations of where members live. Once defined, these concentrations are quantified as a percentage of the membership living closest to the church. Any percentage may be used. Often overlapping concentric areas are defined with a primary, secondary, and tertiary percentage. For example, this map displays the closest 40, 60, and 80-percent of a congregation to its church. A large proportion of the membership often will live within fifteen minutes of the church, while smaller groups will travel longer. Service Areas provide visualization of the markets served by the church. In order to create a Service Area map the membership list must be used for mapping purposes.

To look at the number of households surrounding the church the GIS has access to the census numbers, both current and projected. The map below represents three rings of household numbers. The yellow ring covers 5,000 households. The orange ring an additional 5,000 and the blue an additional 10,000 households for a total of 20,000 households. Other parameters can be included, such as the number of households with children between 6 and 16 years of age.





### Home Study Group Areas

The initial organization of home teams or home study groups is based on a neighborhood or sub-division groups of believers. The age window for a home team and married or single description is used in the analysis. To determine the placement of 10-20 member groups, a member distribution map is generated and drive times are calculated for clusters of member's homes. A report can be created to show the roster for the proposed group. An analysis of existing home teams will give a map depicting the home team leadership and homes of each of the members.

### Demographic Analysis

Once the church and membership are geocoded, a variety of demographic analyses may be performed. By examining the Census information from the neighborhoods where the members' live, church leadership can understand the growth and social makeup of the membership. Census household data is released once a year along with a five-year projection for the same information. By examining current Census information, the leadership can understand more about the households that comprise the congregation. Exploring the five-year projections can identify trends in church neighborhoods.

The Census Bureau provides a wealth of data on household and neighborhood characteristics. These include:

- Population
- Number of Households
- Owner-Occupied Housing versus Rental Property
- Disposable Household Income
- Population by Age or Race
- Ages in Household
- Presence of Children
- Number of Parents in the House

These are only a handful of the hundreds of U.S. Census Bureau variables available. Simply by plugging in member home addresses, GIS technology can provide summary tools that will give automatic profiling of a congregations' membership. Once a church has a spreadsheet/database of associating addresses and various member information and demographic data (leadership,



staff, children, members, etc.) demographic profiles of these congregational subgroups can also be examined.

Reports are provided for each profile at the base geographical resolution searched Zip Code, Census Tract, and Census Block Group. Reports are provided in an Adobe PDF format. For example, a typical report contains extensive information on the current neighborhood population (by race, by age, by gender) and household demographics; income levels, number of households, and expenditures by household.

### Demographic Examples

In urban areas, church growth may be planned by the emerging demographics in the adjacent neighborhoods. For example, Census statistics will allow the church to see the number of families with grade school-aged children in a three-mile radius or within a five-minute drive to the church.

A map may display concentric range rings. Drive time maps display an area reachable in a time period. Another map can display how much of the local population may reach the church in a five-minute drive with children between 5 and 9 years of age. An infinite number of combinations are possible.

Neighborhood churches can explore the projected growth of families in the surrounding area over the next five years and then closely predict the number of households, household income, single family dwellings, and household members by age categories, races, gender, etc. For example, a trend indicating growth in Hispanic households with children may influence a Church to employ a Spanish-speaking youth director or plan Hispanic-oriented programs.

Any geographic area or church group may be profiled. Demographics within a three-minute drive from the church may be contrasted with those from a five or ten-minute drive. Congregational subgroups (home teams) can be identified and profiled. Prospecting tools will allow the church to search the community for concentrations of any specific demographic entity. Search results allow the mapping of targeted neighborhoods or can generate lists of names and addresses of prospective church members.

### Behavior Demographic Analysis

Behavior Demographics profile the buying behavior of the member population. Our databases include variables such as:

- Income
- Net Income



- Historic spending behavior on dozens of consumer items
- Home ownership
- Membership in various organizations
- Over 500 other detailed buying behavior variables

Using these types of historic spending trends give you the unique ability to analyze where your current members live and to identify the spending profile of the members' immediate neighborhood. By knowing the profile of your members we can identify other areas with matching behavioral characteristics. When a church is growing and targeting neighborhoods for visitation, this type of neighborhood analysis is a true benefit to the church.

### Competition

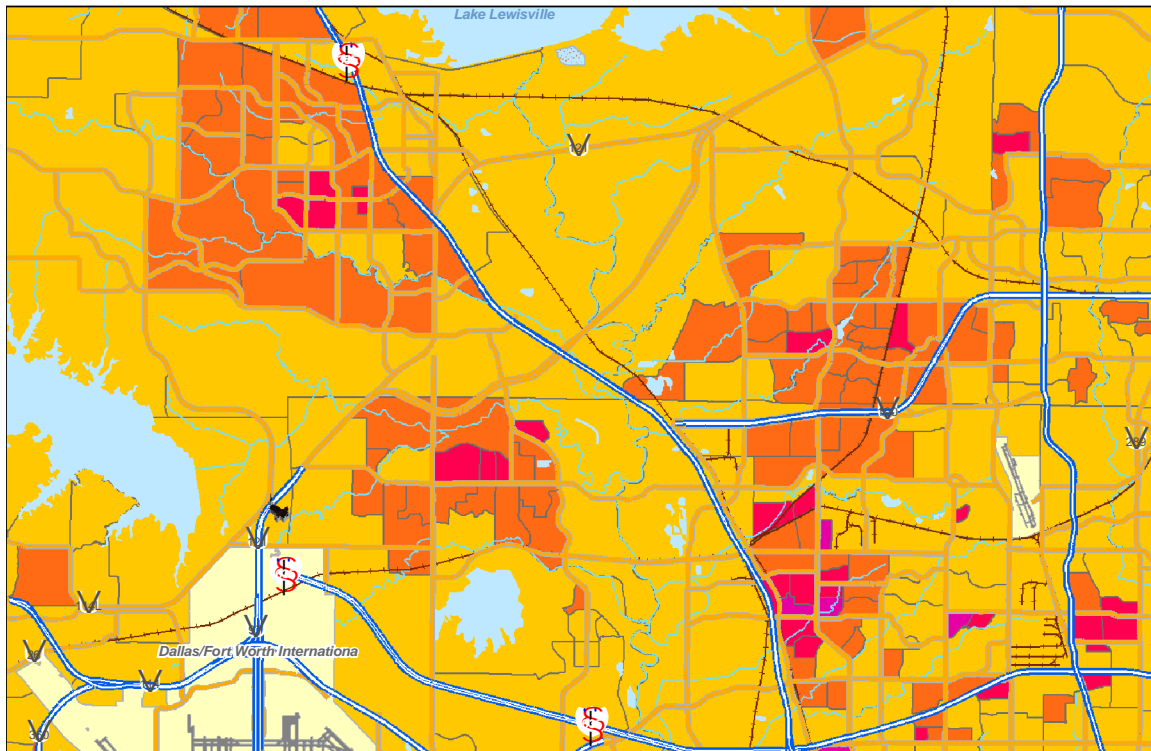
Other church entities can also be mapped to allow a church to see the demographics of neighboring churches from the same or different faiths and/or denominations.

### Site Analysis

A church constrained by space may analyze available sites for relocation and choose one with comparable demographics or minimum drive times for the current congregation. Understanding the current congregation demographics and its prospective demographics will enable the Church to predict future growth in different areas of the city.

### Church Prospecting Tools

Church Planners may search for neighborhood demographics similar to a current congregation or a completely different one. For example, an established church may sponsor a new church in a low-income neighborhood or one with characteristics similar to its own makeup. Our GIS prospecting tools will allow a church to identify neighborhoods with people matching certain profiles. Names and home addresses may also be acquired for matching profiles. A church may desire to promote a more youthful congregation or desire to attract married couples with children of the ages 13-18. Each shaded area indicates a concentration of married couples with Junior High to High School-aged children.



## Legend

### Block Groups (ESRI BIS)

#### 2000 Married-couple Families: Related Children <6 and 6-17

	0 - 100
	100 - 200
	200 - 500
	500 - 1,200
	1,200 - 4,000

Each demographic or prospecting analysis includes detailed reports with a wide range of social variables and charts. For each area searched (Zip Code, Census Tract, or Census Block Group), a complete statistical summary is generated. For example, a typical report contains extensive information on the current neighborhood population (by race, by age, by gender) and household demographics; income levels, number of households, expenditures by household category.



### Demographic Variables Available

GeoMarket Solutions has more than 1,600 demographic variables available for mapping or analysis at the block group level. Many variables are available in a five-year projection allowing predictive modeling.

### Conclusion

With GeoMarket Solution's segmentation systems and vast data resources, you'll be able to:

- Uncover new opportunities for your church
- Identify potential members and prospects
- Benchmark current performance for member acquisition
- Understand your targeted neighborhoods
- Analyze home study group distribution

GeoMarket Solutions, Inc. is in a unique position to assist your church in the analysis of your congregation. We can assist in your growth, expansion, Vacation Bible School projections, and youth programs.

We want to be your member analysis partner.