



# In Our Community

## Demographic Study

*Community Data for Defining Your Mission*

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### Information Packet

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Another valuable tool provided by the  
**Lutheran Church Extension Fund**  
to help organizations reach their goals  
in support of the Great Commission.



# PRODUCT DESCRIPTION

## In Our Community

### Demographic Study

*Community Data for Your Defining Mission*

LCEF's "In Our Community" demographic study combines updated census data, marketing research data and religious survey data to give you a complete and comprehensive look at the people in your community.

More than a collection of statistical tables, "In Our Community" includes analysis tools and resources to help you get the most use out of the results.

Each "In Our Community" demographic study is custom-built for your organization. YOU determine the geographic area and select characteristics to study. A typical "In Our Community" study includes:

- **Parish Data Reports**—Church membership statistics for all faiths located in your county.  
When applicable, this section includes a ten-year historical look at your congregation's membership statistics.
- **Area Data Reports**—Population statistics for your defined ministry area indicating current trends.  
Reports include number of households, population density, race, age, income, education, marital status, estimated population growth, and more. An optional feature is a map plotting where your members live.
- **"Lifestages" Reports**—A look at the gender, race, housing values and income for three "Lifestage" groups: Young Adults, Middle Years, and Senior Life.
- **Consumer Buying Power**—A report showing how much money households are spending on such items as tuition, charitable contributions, childcare, elder care, and other household expenditures.  
This report includes aggregate and average consumer household spending data.
- **"PRIZM<sub>NE</sub>" Lifestyles Report**—A report on the dominant lifestyles in your community.  
An optional feature is a comparison between the dominant lifestyles in your congregation (or school student) households and those in your community. A "financial potential" report for your congregation is also included with this option.
- **Religious Survey Results**—The results of a nation-wide religious survey conducted by Lutheran Church Extension Fund and Lutheran Hour Ministries.  
The results are used to show key religious attitudes, perspectives, practices and expressed spiritual and social needs of people in your community.
- **Funding the Mission Resource Guide**—A succinct yet practical guide for finding biblical ways to gather and deploy financial resources to accomplish your ministry plan.
- **Additional Resources**—A planning process workbook enabling you to use the demographic data to help shape your ministry plan and a CD-ROM of additional resources for aiding your research.

Considerable additional information is available if desired. Should your organization desire to explore further a particular aspect or have any questions or comments about the study, please contact Cindy Douglas at 1-800-854-4004 ext. 6425 or Debbie Borawski at ext. 6431.

To order an "In Our Community" demographic study for your organization, please complete the "Preparing to Place Your Order" work sheet and call Cindy Douglas at 1-800-854-4004 ext. 6425 or Debbie Borawski at ext. 6431.



# PREPARING TO PLACE YOUR ORDER\*

## In Our Community

### Demographic Study

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\* Please complete this work sheet prior to placing your order. All orders must be initiated by telephone.

### 1. Customer Information:

Report is for:  Church  School  Other: \_\_\_\_\_

Customer Name: \_\_\_\_\_ Title/Responsibility: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Referred by: \_\_\_\_\_ Purpose of the study: \_\_\_\_\_

### 2. Ministry Name and Location (center point of geographical area to be studied):

a) Report is for  existing  new ministry location. Name: \_\_\_\_\_

b) Entire street address (including county) to be used as the center point for this study:  
 Address: \_\_\_\_\_ City: \_\_\_\_\_  
 County: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

c) As a back-up alternative, what is the nearest major intersection?  
 Intersection of \_\_\_\_\_ and \_\_\_\_\_

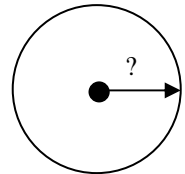
### 3. Ministry Area (geographical area to be studied):

*First, choose only one of the following three options:*

**Option 1 – RADIUS – a circle around your center point and defined in terms of miles:**

Define area to encompass by moving outward from the ministry location (select one only):

1 Mile  3 Miles  5 Miles  10 Miles  Other (miles): \_\_\_\_\_



**Option 2 – STANDARD – an existing census boundary such as ZIP code(s), counties, states, etc.:**

List ZIP code(s), place (borough, town, city, etc.), county, state, OR metropolitan statistical area, etc: \_\_\_\_\_

**Option 3 – POLYGON – a custom-defined area of any shape using at least three sides to create a single, enclosed area.**

Custom boundaries are created using roads, highways, county lines and/or state lines. Selecting Option 3 **requires** that you mail us a **clear, readable street map** with the boundary (the **roads, highways, county lines and/or state lines** outlining your area) **highlighted using a transparent highlighter**. Acceptable boundaries: interstates, U.S. highways, state roads, minor roads, county lines, state lines, major rivers. Unacceptable boundaries: mountain ranges, national forests, railroads, etc. Please avoid hand-drawn maps, grid maps, survey maps, or taped-together maps, etc. Maps **must** be mailed, not faxed. (We recommend you call our office for detailed instructions before proceeding with this option.)

*Second, list all the counties touched by your custom boundary:* \_\_\_\_\_

#### **4. Choose and Define “Drive Time Map” or “Drive Distance Map”:**

*Choose only one of the following options:*

- Option 1 – DRIVE TIME MAP – shows the time in minutes traveled to your center point from points in your defined ministry area:**  
Choose three drive times (e.g., 5, 15, 20 min.). You must also specify traffic volume as **light, moderate, or heavy**:  
\_\_\_\_\_ minutes    \_\_\_\_\_ minutes    \_\_\_\_\_ minutes; traffic is (select one only):     Light     Moderate     Heavy
- Option 2 – DRIVE DISTANCE MAP – shows the distance in miles traveled to your center point from points in your ministry area:**  
Choose three driving distances (e.g., 5, 15, 20 miles):    \_\_\_\_\_ miles    \_\_\_\_\_ miles    \_\_\_\_\_ miles

#### **5. PRIZM<sub>NE</sub> Lifestyle Profile Options:**

*Choose only one of the following options:*

- Option 1 – AREA PROFILE**  
Option 1 is included in the cost of the study and includes a PRIZM<sub>NE</sub> “Lifestyle” data report for your ministry area, comparing households within your ministry area to a larger geographical base (e.g., the household lifestyle types within a five-mile radius compared to those in the corresponding county).
- Option 2 – MEMBERSHIP PROFILE (\$75 minimum additional charge)**  
This option compares instead the dominant lifestyles in your congregation (or school student) households to those within your ministry area. You also will receive a membership “financial potential” report as an aid in stewardship efforts.
- NOTE: An electronic copy of your members’ and/or students’ mailing addresses is required. There is an additional data processing fee for Option 2: \$75 for the first address list profiled, \$100 for each additional address list profiled. The address list(s) must be received by LCEF within 30 days of your order and meet the “Address File Requirements for PRIZM<sub>NE</sub> Profile” on page 5.
- NOTE ALSO: If you do not select Option 2 when placing your order, you have 30 days to add this option. You will be billed accordingly. The Membership Profile option is not available more than 30 days after processing your order, and cannot be purchased separately.

#### **6. Pricing Information:**

“In Our Community” demographic study: \$550; PRIZM<sub>NE</sub> Membership Profile: \$75 for the first list profiled, \$100 for each additional address list profiled. All prices are subject to change. NOTE: If your LCMS district is paying any portion of the invoice, the district office must contact us directly to arrange payment.

#### **7. Additional Copies of the Study:**

Included with every order is a binder containing your “In Our Community” demographic study and other resources as described on page 2. You may purchase additional binders (\$75 each) and/or request that we also e-mail you the statistical portion (no charge; files are delivered in a combination of Adobe Acrobat pdf and Microsoft Excel formats.). Requests for additional binders or data files must be received within 30 days after processing your original order.

- YES! Please send \_\_\_\_\_ additional copies of our “In Our Community” study binder at \$75 each.**
- YES! Please e-mail the statistical portion of the report to \_\_\_\_\_@\_\_\_\_\_.**

#### **8. Placing your order. Call LCEF Monday – Friday, 7:15 a.m. – 4:00 p.m. Central Time:**



1-800-854-4004 — Ext. 6425 – Cindy Douglas  
Ext. 6431 – Debbie Borawski

LCEF FAX: 1-314-996-1131 (Attn: Demographic Services)



## ADDRESS FILE REQUIREMENTS FOR PRIZM<sub>NE</sub> PROFILE

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If you include a “Membership Profile” in your order (see number 5 on page 4), we will need an electronic address file that meets the following requirements:

1. **No column headings.**
2. **Include only the mailing address (street, city, state, ZIP code).** No names or other information.
3. **Delete duplicate addresses** (this report provides data about households, not about individuals).
4. **Delete all out-of-area addresses and inactive members** (e.g., addresses for people no longer attending due to moving out of the area, attending an out-of-area college or serving in the armed services, etc.)
5. **Format the address line according to the instructions on page 6 under “CORRECT Layouts for Membership Address File.”**
6. **Save your file in one of the following acceptable file types:** Any WINDOWS-compatible text file such as MS Word for Windows, WordPerfect, ASCII Fixed Text, ASCII Delimited Text. Also acceptable are database or spreadsheet files such as MS Excel saved as “tab delimited” text (.txt). (Sorry, we cannot use files from Concordia Publishing House’s Shepherd’s Staff application. Please call CPH’s support line for help in creating a list in an acceptable format.)
7. **AFTER placing your order, e-mail us your files by or copy onto a CD and send by regular, USPS mail.**

**If sending via e-mail (preferred):** Send your file to [demographics@lcef.org](mailto:demographics@lcef.org) and call 1-800-854-4004, ext. 6425 (Cindy Douglas), or ext. 6431 (Debbie Borawski) to verify receipt. **IMPORTANT:** Please indicate in the subject line the organization name and location, along with contact name and telephone number.

**If sending a CD:** Label your CD with the church or school name, city and state. Also, please include name and daytime telephone number of a contact person. Send to the address listed below. NOTE: We can use Apple files saved in a Windows-compatible format.

By Mail: Lutheran Church Extension Fund  
Attn: Demographic Services  
PO Box 229009  
St. Louis, MO 63122-9009

(Please see page 6 for examples of correct and incorrect layouts for the membership address file.)

## CORRECT Layouts for Membership Address File

**MUST use a SINGLE LINE PER ADDRESS, single-spaced, separated by commas, tabs, or other filed separator:**

**Comma Delimited – 3 commas per line** – Any suite, apartment, or box numbers should be included with the street address without a separator. Address lines should be single-spaced:

Three commas per line, followed by a hard return

23 Main St. Apt 3B, St. Louis, MO, 63122 (hard return)  
789 Washington St., Kirkwood, MO, 63127 (hard return)

OR

**Tab Delimited – 4 columns only** – Any suite, apartment, or box numbers should be included with street address:

123 Main St. Apt. 3B (tab)	St. Louis (tab)	MO (tab)	63122 (hard return)
789 Washington St. (tab)	Kirkwood (tab)	MO (tab)	63127 (hard return)

## INCORRECT Layouts

123 Main St.  
St. Louis, MO, 63122 **Incorrect. Address should not be block style (two lines).**

John Smith  
123 Main St.  
St. Louis, MO, 63122 **Incorrect. Address should not be block style, and should not include name.**

John Smith, 123 Main St., Apt. 3B, St. Louis, MO, 63122 **Incorrect. Address should not include name AND should not have a comma between street address and apartment number.**

123 Main St., St. Louis, MO 63122 **Incorrect. Comma is missing between state and ZIP.**

123 Main St. Apt. 3B St. Louis MO 63122 **Incorrect. There should not be a tab between the street address and apartment number.**

LCEF reserves the right to return any list that is not properly formatted per these instructions. Printed lists are not acceptable. LCEF guarantees the confidentiality of the addresses provided and will not use them for any purpose other than to provide the PRIZM<sub>NE</sub> Profile Report.



**QUESTIONS? Call LCEF Monday – Friday, 7:15 a.m. – 4:00 p.m. Central Time**

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