

LAUMC AREA DEMOGRAPHICS

Note: This summary is based on data presented in the Ministry Area Profile report prepared by the Percept Group in mid-2008. The study area extended between bay and mountains from Redwood City to Highway 17. Year 2008 demographic data were updated from 2000 Census data and subsequently projected to 2013, only 5 years into the 12-year period from 2008 to 2020. The Percept Group “estimated” values and preference numbers using an undefined method. The study area data may not be representative of the current or future LAUMC congregation.

Study Area Population and Household Information

- The study area population grew more slowly than the U.S. population from 1990 to 2008—8.6% (63K to 793K) vs. 21%; that is 0.7% per year. [Graph A]
- The study area population is projected to increase by 1.8% (14K) by 2013 (vs. 4.6% for the U.S. population). [Graph A]
- The number of households decreased 1% from 2000 to 2008, but will then increase 0.9% by 2013. [Graph A]
- Households by family structure:
 - Married couple 52.8% of the population
 - Single M/F 25.8%
 - Other household M/F head 12.1% 1st 3 account for 79.3% of population
 - Non-family M/F head 9.3%
- Households by occupation: 77.9% white collar, 22.1% blue collar.
- Average number of people in a household: 2.6 (the same as the national average).

Study Area Population Characteristics

- Age distribution: [Graph B]
- Estimated age distribution changes from 2008 to 2013:

Under 5	down 4%	(-2.4K)
5-9	up 7%	(+3.5K)
10-14	up 4%	(+2.2K)
15-17	up 7%	(+1.9K)

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18-20	up 8%	(+2.3K)
21-24	up 10%	(+3.6K)
25-34	down 16%	(-17.K)
35-54	down 2%	(-4.4K)
55-64	up 18%	(+14.9K)
65-74	up 19%	(+9.4K)
75-84	down 2%	(-0.7K)
85+	up 14%	(+2.0K)

➤ Poverty status:

	Age 0-64	Age 65+
Above poverty line	77% (229K)	17.5% (52.2K)
Below poverty line	4.5% (13.4K)	1.0% (2.9K)

➤ Lifestyles: The Profile reports that the diversity of the study area is “extremely high,” with 35 of 50 lifestyle segments represented. (The segments are not described in the report.) However, only seven are of significant size (at least 5% of the households of the study area). [see Graph C]

➤ Race/Ethnicity: [see Graphs D and E]

– The race/ethnicity composition of the study area population was estimated to be:

	2008	2013
White	47.2%	41.4%
Asian/Other	32.2%	37.3%
Hispanic/Latino	18.0%	19.0%
African-American	2.6%	2.3%

- The number of Whites declined 12% from 2000 to 2008, and is estimated to decline 11% from 2008 to 2013.
- The number of Hispanics grew 8% from 2000 to 2008, and is estimated to grow 7.5% from 2008 to 2013.
- The number of African-Americans declined 10% from 2000 to 2008, and is estimated to decline 10% from 2008 to 2013.
- The number of Asian/Others grew 23% from 2000 to 2008, and is estimated to grow 18% between 2008 and 2013.

Ethos {study report term}

Primary concerns

- The study report organized 31 concerns into five groups. Percentage of households likely to be primarily concerned with (top 10 of 31 concerns and their assigned group):

– Achieving long-term financial security	56.6%	Hopes and Dreams
– Maintaining personal health	42.2%	The Basics
– Finding time for recreation/leisure	30.7%	Hopes and Dreams
– Dealing with stress	30.4%	Spiritual/Personal
– Neighborhood crime and safety	30.3%	Community Problems
– Day-to-day financial worries	25.9%	The Basics
– Finding/providing good schools	23.5%	Community Problems
– Achieving a fulfilling marriage	23.5%	Hopes and Dreams
– Finding better quality healthcare	22.9%	Hopes and Dreams
– Finding a satisfying job/career	20.7%	Hopes and Dreams

- The five concerns assigned to the Family Problems group were estimated to be a primary concern of no more than 17.5% of the households.

- The Spiritual/Personal group included the concerns:

- | | |
|------------------------------|-------|
| – Dealing with stress | 30.4% |
| – Finding companionship | 19.3% |
| – Finding life direction | 16.5% |
| – Finding a good church | 8.7% |
| – Finding spiritual teaching | 8.4% |

Faith involvement

- Half (50.5%) of households are not involved in their faith. In the last 10 years, more have decreased their involvement (21.9%) than have increased it (16.1%).

Religious preference

- | | | |
|---------------------------------|-------|--|
| – Catholic | 21.8% | |
| – Nondenominational/independent | 10.1% | |
| – Baptist | 6.9% | |
| – Lutheran | 5.9% | |
| – Presbyterian/reformed | 5.6% | |
| – Judaism | 5.2% | 1 st six: 55.5% of households |
| – Methodist | 4.7% | |
| – Others | | |
| – Interested—no preference | 5.7% | Not interested/no preference 18.7% |

Key values

- Estimated households likely to agree:
 - “I believe there is a God.”
79.5%
 - “The role of churches/synagogues is to help form and support moral values.”
79.2%
 - “Churches and religious organizations should provide more human services.”
61.6%
 - “God is actively involved in the world including nations and their governments.” 53.0%

Leadership preference

- Estimated households that prefer a leader that:
 - Works with them on deciding what to do and helps them do it 78.9%
 - Lets them do what they want and is supportive 10.8%
 - Lets them do what they want and stays out of the way 5.6%
 - Tells them what to do 4.8%

Style

Worship style preference

- Estimated households that prefer church worship that is:
 - Both emotionally uplifting and intellectually challenging 39%
 - Emotionally uplifting 22%
 - Intellectually challenging 16%
 - No preference or not interested 24%

 - Contemporary/informal 30%
 - Both contemporary/informal and Traditional/formal/ceremonial 25%
 - Traditional/formal/ceremonial 20%
 - No preference or not interested 25%

Music style preference

- Estimated households that prefer church music that is:
 - Both traditional and contemporary 30%
 - Traditional 25%
 - Contemporary 22%
 - No preference or not interested 23%

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- Both participatory and performed by others 32%
- Participatory 22%
- Performed by others 22%
- No preference or not interested 25%

Church involvement

➤ Estimated households that prefer focus on:

- Both community and personal spiritual development 35%
- Community 25%
- Personal spiritual development 16%
- No preference or not interested 25%

Mission emphasis

➤ Estimated households that prefer focus on:

- Local mission 35%
- Both local and global missions 29%
- Global mission 6%
- No preference or not interested 30%

Church architecture

➤ Estimated households that prefer architecture that is:

- Both traditional and contemporary 31%
- Traditional 25%
- Contemporary 19%
- No preference or not interested 24%

- Light and airy 40%
- Both light and airy and somber/serious 26%
- Somber/serious 8%
- No preference or not interested 26%

Program

Most important for households looking for a new church

➤ The study report organized 17 programs into four groups. Percentage of households likely to express as most important: (top 10 and their assigned group):

- Family activities and outings 32.5% Recreation

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- Youth social programs	31.2%	Recreation
- Bible study discussion and prayer groups	30.3%	SpiritualDevelopment
- Cultural programs (music, drama, art)	28.9%	Recreation
- Active retirement programs	28.2%	Recreation
- Adult theological discussion groups	22.2%	SpiritualDevelopment
- Personal or family counseling	19.8%	Community/SocialSvcs
- Marriage enrichment opportunities	15.1%	PersonalDevelopment
- Care for the terminally ill	13.8%	Community/SocialSvcs
- Spiritual retreats	11.0%	SpiritualDevelopment

Communication

Media preference

- Estimates of sources of information used by households:

Primary:		Secondary:	
TV	41%	Local newspaper	33%
Local newspaper	38%	TV	30%
Radio	13%	Radio	21%
National paper	6%	Magazine	9%
Magazines	4%	National paper	7%

- No mention of electronic mail and its variants, websites, webcasts, podcasts, streaming video, etc.

Contact methods assessment

- Opinion of church contact methods:

	Good	Bad	Method
- Sending information by mail	51%	18%	Direct
- Local radio announcements or ads	29%	28%	Indirect
- Putting ad in local newspaper	28%	30%	Indirect
- Calling, offering to send info by mail	26%	39%	Direct
- Local cable channels	23%	38%	Indirect
- Calling, offering to visit	14%	59%	Face-to-face
- Calling, discussing on phone	11%	68%	Direct
- Going door to door	10%	71%	Face-to-face

- Note: The study report describes indirect methods as least personal, direct methods as more personal, and face-to-face methods as very personal.



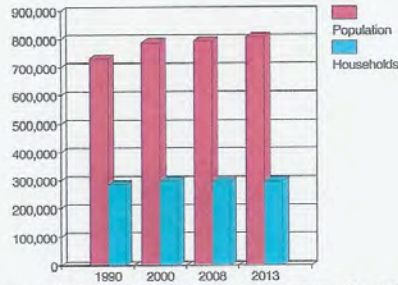
Date: 7/23/2008

Prepared For:
Los Altos UMC, Los Altos
655 Magdalena Avenue
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Study Area Definition:
Custom Polygon

(A)

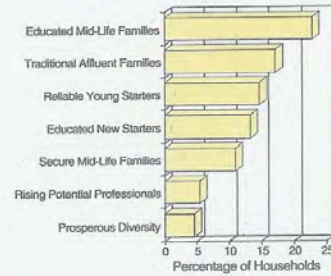
Population and Households



The population in the study area has increased by 5690 persons, or 0.7% since 2000 and is projected to increase by 14302 persons, or 1.8% between 2008 and 2013. The number of households has decreased by 3127, or 1.0% since 2000 and is projected to increase by 2737, or 0.9% between 2008 and 2013.

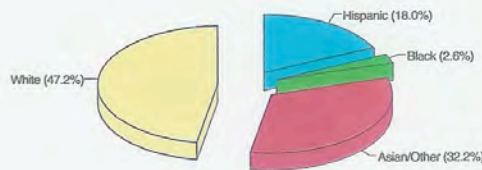
(C)

Primary U.S. Lifestyles Segments-2008



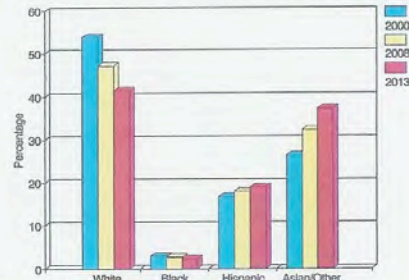
(D)

Population By Race/Ethnicity-2008



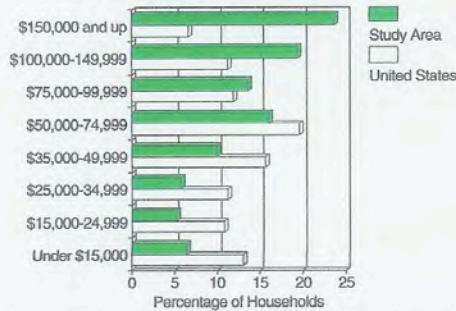
(E)

Population By Race/Ethnicity Trend



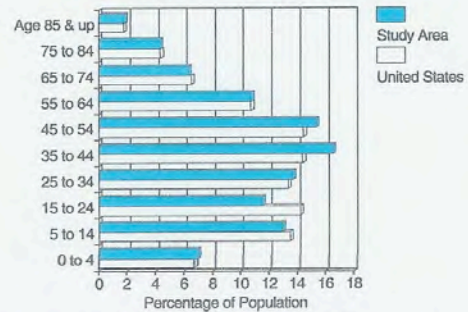
Between 2008 and 2013, the White population is projected to decrease by 39596 persons and to decrease from 47.2% to 41.4% of the total population. The Black population is projected to decrease by 2093 persons and to decrease from 2.6% to 2.3% of the total. The Hispanic/Latino population is projected to increase by 10719 persons and to increase from 18.0% to 19.0% of the total. The Asian/Other population is projected to increase by 45270 persons and to increase from 32.2% to 37.3% of the total population.

Households By Income-2008



(B)

Population by Age-2008



The average household income in the study area is \$119158 a year as compared to the U.S. average of \$66670. The average age in the study area is 38.0 and is projected to increase to 38.8 by 2013. The average age in the U.S. is 37.3 and is projected to increase to 38.3 by 2013.