***Statistical Insights***

What do demographic statistics tell you about your mission field in the following areas?

Ethnic diversity—What are the different ethnic groups represented? Who are the majority group or groups? Who are the minority groups? How many languages are spoken? How has the population changed over the past ten years in terms of numbers and ethnicity? What are the projections for the next ten years?

Economic issues—What is the median income and income range in your area? How would your area be

described in terms of income and lifestyles?

Employment—What are the different kinds of employment in the area? Who are the major employers? What is the mixture of “white collar”, “blue collar” and “no collar” (information and technology) jobs in your area? What is the unemployment rate? How far do people drive to go to work?

Educational—What are the different schools in the area? What is the average level of education?

Entertainment—What kind of entertainment businesses are there? How many of them are harmful to healthy families and communities? Where and how do people spend their money? What kind of recreation facilities are in the area?

“Environment”—How will ministry in this area be affected by local geography, politics and social attitudes?

Family make up—How many are married? Single? What percentage of people fit into the different ages and stages of life (such as children, teens, young adults, senior citizens, etc)? How many single parent families are there?

Churches—What kinds of churches or spiritual centers of other religions are in the area? What does that tell you?

As you further review the demographic information, what are other insights you should note? Ask the Holy Spirit to point out what He wants you to focus on.

After you review these initial demographic findings, what are your impressions about the kinds of churches and ministries are needed for people in your area?