

THE COMMUNITY

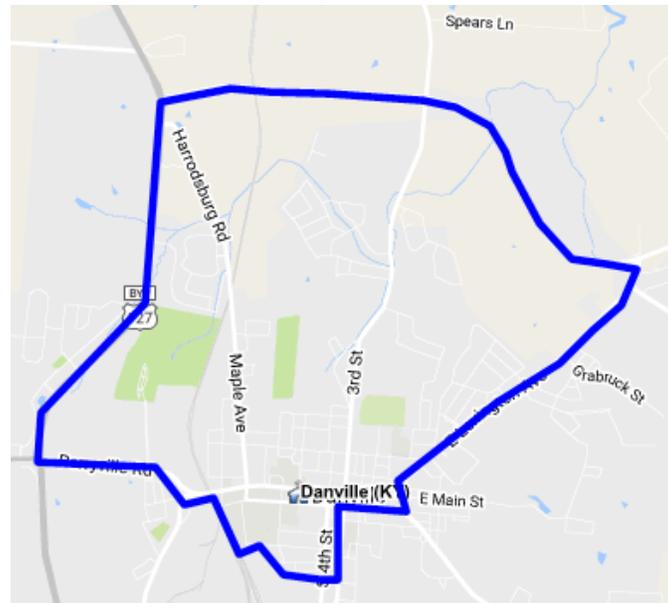
Danville, the county seat of Boyle County, also dates its beginnings to 1784. Education has always played a role in the city from the creation of Transylvania University to Centre College today and a variety of others in between. Currently, for elementary through high school, there are two main options for Danville, Boyle County Schools or Danville Independent Schools. With both well thought of, the main difference lies in the demographic makeup of the schools. Danville Independent has more ethnic diversity than Boyle County.

While many people commute to Lexington, Danville has a strong workforce in the medical industry, with Ephraim McDowell Regional Medical Centre, education, Centre College and primary schools, and small industry, notably RR Donnelly, American Greeting, Caterpillar and others. One issue facing the area is economic opportunity. Larger industries are tending to move out of town and if they are replaced it is with smaller employment opportunities. There is a variety of housing from public to middle income to upper income spread throughout the city.

Every congregation draws people from a wide area. Usually people who come great distances to church have either a historical tie to the congregation or denomination, or may even have family that worships in the church. The longer it has been since the last major adaption of the congregation (a relocation, a new sanctuary or new mission) the most likely the church has dispersed into the wider community.

Healthy congregations are connected to their immediate community. The way we like to think of it is that the church answers the questions that people in your community are actually asking. **People will likely be indifferent to a church that is indifferent to them.**

The boundaries for the study area are based on psychological and sociological boundaries. These boundaries may be freeways, waterways, railroad tracks, or commercial districts etc. The area used for your demographics research is captured in the map below.



“Birds of a feather, flock together”. Sociologically people still tend to gravitate in patterns. 71 different patterns to be exact! For years, marketing companies have been successful in predicting behaviors of people based on their socio-economics. They place these groups into “Mosaic Profile Groups”. While most churches claim some diversity, the reality is that most congregations only reach about 6-10 of the 71 “Mosaic” profile groups. If our 6-10 groups do not live in the area, we create churches that are irrelevant to the context.

The information for these Mosaic groups come from numerous sources. Banks, credit card companies, marketing research firms, retail points of sale etc. (This is why stores created loyalty cards.) If a person belongs to a certain group, we can guess; where they get their news, their comfort with the internet, the types of cars and number they buy, the kinds of magazines they read, their connection to charities, the type of home they live in, where they shop, what they buy, and even their typical first names.

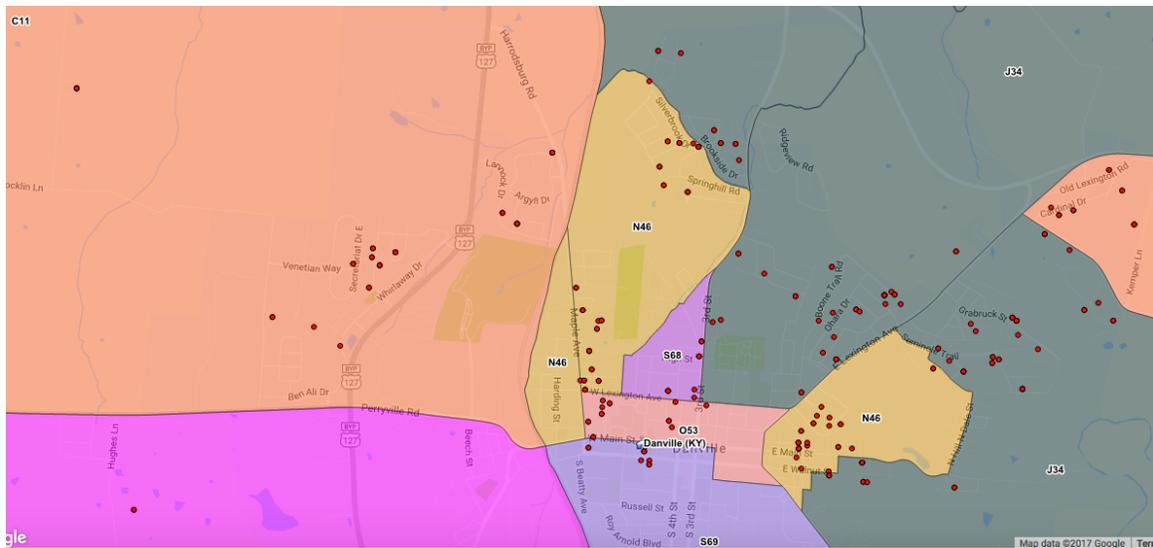
It helps churches see who their neighbors are, and how they live their lives. If a church is to be responsive to the needs of those outside its building, we need to know our neighbors. If we know their struggles and joys, we know how to connect them with God.

Socio-economics groups are very complex. They basically look at education levels, household income levels, language spoken in the home, job sectors, family structures and race. A congregation can be multi-racial, but chances are they have a similar education background and household income. There is no single factor that goes into determining a Mosaic group, but multiple commonalities determine the grouping.

By looking at the socio-economic groups in your congregation, and comparing them to the community we can identify gaps. The table below shows the top Mosaic groups in your area, along with the numbers of people from your church that also represent those types. This analysis calculates your index (100 represents a perfect match with the community) and “penetration

rate” (the number of households your church represents in that Mosaic group). The map that follows shows the dominance of Mosaic groups in each census blockgroup.

Mosaic Codes	Mosaic Segment	Study Area		Congregation		Analysis	
		2016	2016 %	Cong HH	Cong HH %	Index	Pen Rate
N46	True Grit Americans	1,132	15.3%	12	8.4%	55	1.1%
Q64	Town Elders	714	9.7%	13	9.1%	94	1.8%
S68	Small Town Shallow Pockets	564	7.6%	1	0.7%	9	0.2%
J34	Aging in Place	489	6.6%	24	16.8%	255	4.9%
C11	Aging of Aquarius	473	6.4%	22	15.4%	241	4.7%
O51	Digital Dependents	410	5.6%	5	3.5%	64	1.2%
Q62	Reaping Rewards	290	3.9%	12	8.4%	215	4.1%
L42	Rooted Flower Power	285	3.9%	4	2.8%	72	1.4%
N48	Rural Southern Bliss	275	3.7%	0	0.0%	0	0.0%
A04	Picture Perfect Families	228	3.1%	10	7.0%	226	4.4%
O53	Colleges and Cafes	215	2.9%	1	0.7%	24	0.5%
M45	Diapers and Debit Cards	207	2.8%	0	0.0%	0	0.0%
O55	Family Troopers	205	2.8%	0	0.0%	0	0.0%
S69	Urban Survivors	173	2.3%	2	1.4%	61	1.2%
E20	No Place Like Home	171	2.3%	11	7.7%	335	6.4%
D15	Sports Utility Families	166	2.2%	5	3.5%	152	3.0%
Q65	Senior Discounts	157	2.1%	0	0.0%	0	0.0%
E21	Unspoiled Splendor	146	2.0%	6	4.2%	210	4.1%
B09	Family Fun-tastic	139	1.9%	4	2.8%	147	2.9%
R67	Hope for Tomorrow	126	1.7%	0	0.0%	0	0.0%
K40	Bohemian Groove	117	1.6%	0	0.0%	0	0.0%
A02	Platinum Prosperity	87	1.2%	4	2.8%	233	4.6%
R66	Dare to Dream	81	1.1%	1	0.7%	64	1.2%
S70	Tight Money	77	1.0%	1	0.7%	70	1.3%
S71	Tough Times	72	1.0%	0	0.0%	0	0.0%
J36	Settled and Sensible	58	0.8%	0	0.0%	0	0.0%
K37	Wired for Success	58	0.8%	0	0.0%	0	0.0%
B08	Babies and Bliss	35	0.5%	1	0.7%	140	2.9%
L41	Booming and Consuming	35	0.5%	0	0.0%	0	0.0%
I30	Stockcars and State Parks	33	0.4%	1	0.7%	175	3.0%
L43	Homemade Happiness	28	0.4%	1	0.7%	175	3.6%
M44	Red, White and Bluegrass	25	0.3%	0	0.0%	0	0.0%
F22	Fast Track Couples	23	0.3%	1	0.7%	233	4.3%
O54	Striving Single Scene	12	0.2%	0	0.0%	0	0.0%



More detailed descriptions for these groups can be found in **Appendix C**. For descriptions of the

Mosaic: Top 15 Segments

N46 Pastoral Pride - True Grit Americans

J34 Autumn Years - Aging in Place

Q64 Golden Year Guardians - Town Elders

C11 Booming with Confidence - Aging of Aquarius

A04 Power Elite - Picture Perfect Families

O53 Singles and Starters - Colleges and Cafes

N48 Pastoral Pride - Rural Southern Bliss

S68 Economic Challenges - Small Town Shallow Pockets

S69 Economic Challenges - Urban Survivors

ALL MOSAIC codes, visit the Interactive Mosaic Guide online at: <http://guides.business-strategies.co.uk/mosaicusa2011/html/visualisation.htm>

So, what does all this mean and what does it have to do with ministry for your faith community? Some questions to consider when observing this data include:

- What do these largest Mosaic groups have in common with the people of our congregation?
- What may be some gaps (or under-represented groups) between our church and our immediate community?
- Looking at the description of the largest one or two Mosaic groups in our community, what ministry needs are likely to be present among these people? What style of worship would they most likely be drawn to? What types of community groups are already effectively reaching out to these people?