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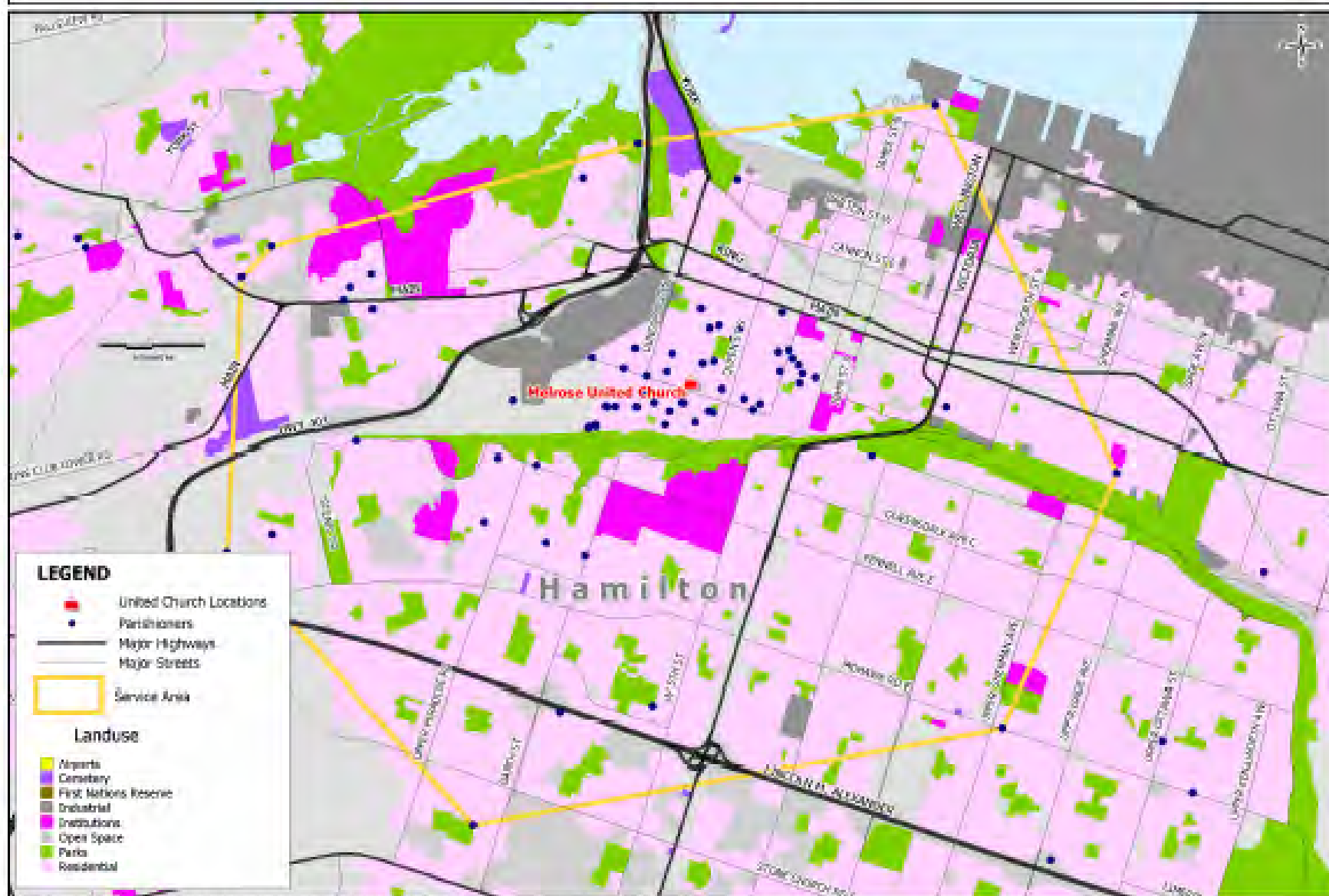


The Environics Analytics Congregational Research Pilot

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Congregation Parishioners



LEGEND

- United Church Locations
- Parishioners
- Major Highways
- Major Streets
- Service Area

Landuse

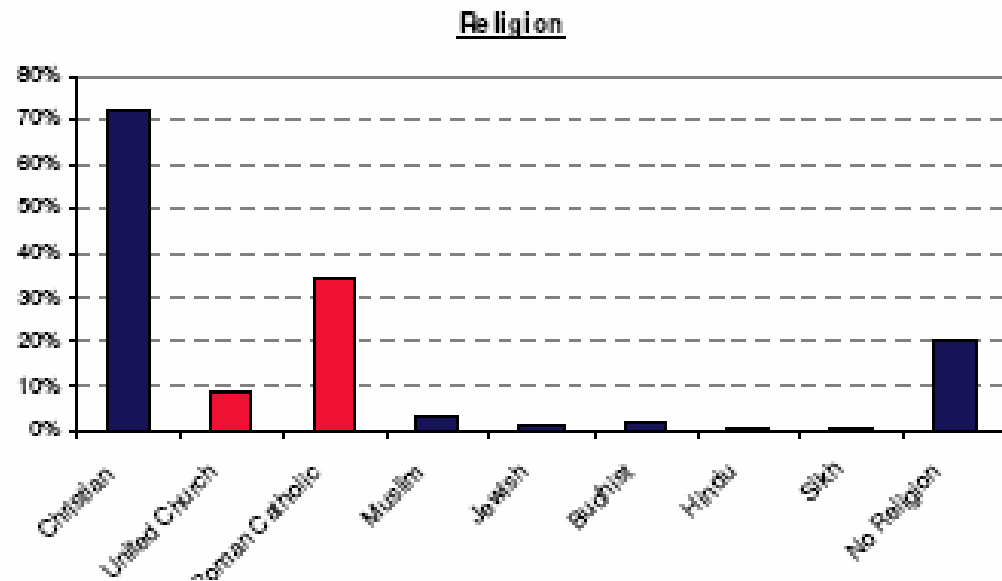
- Airports
- Cemetery
- First Nations Reserve
- Industrial
- Institutions
- Open Space
- Parks
- Residential

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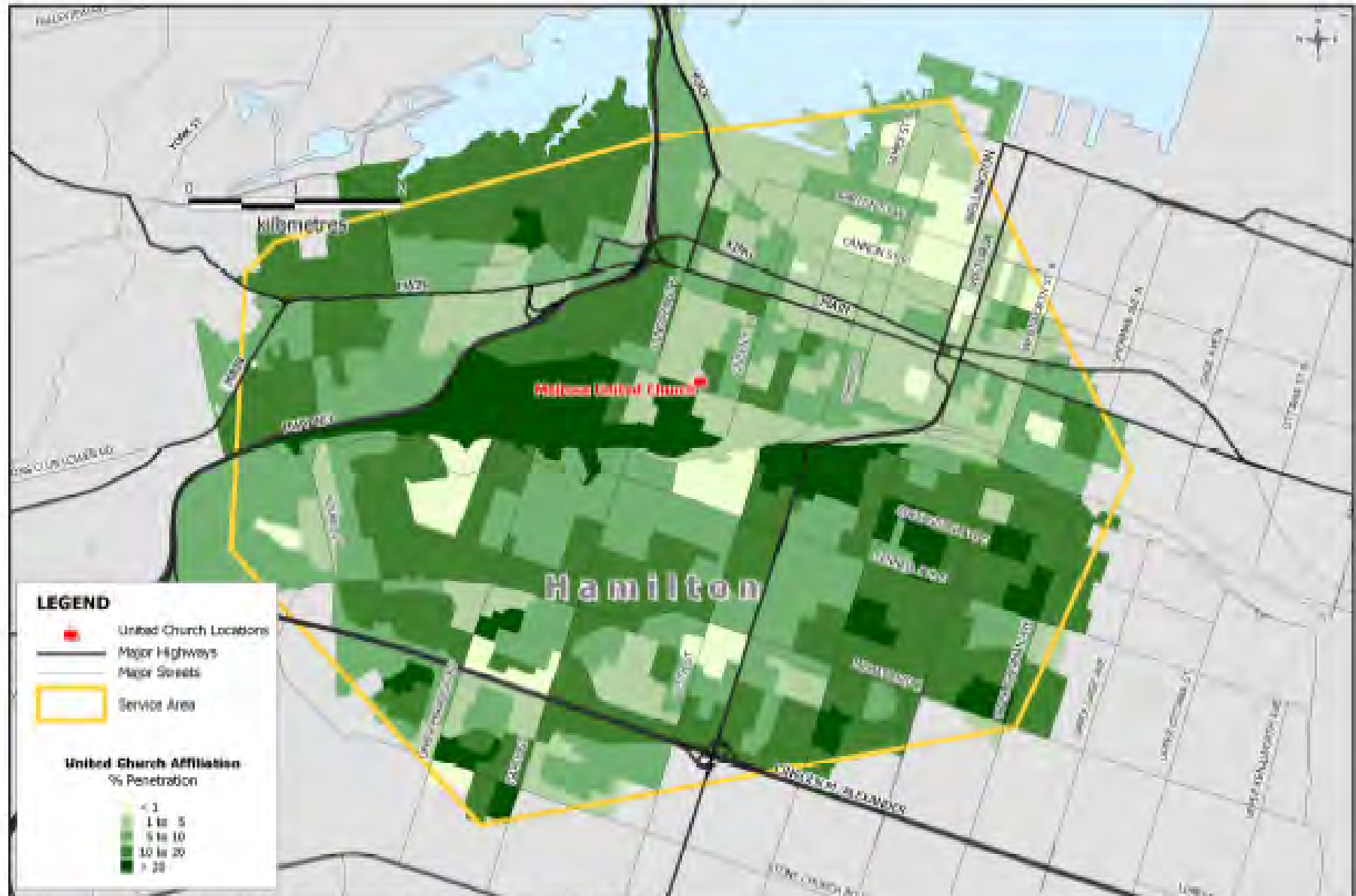
Demographic Summary of Households in the Service Area

The service area has a population of 166,804 or 73,346 households. The population has been growing at an average annual rate of 0.58% since 2001. This rate is expected to increase to 0.80% through 2017.

Religion: The predominant religion is Christian representing 71.9% of the population. 34.4% of residents declare themselves to be Roman Catholic while only 8.7% declare themselves to be members of the United Church. Approximately 21% declare that they have No Religion.

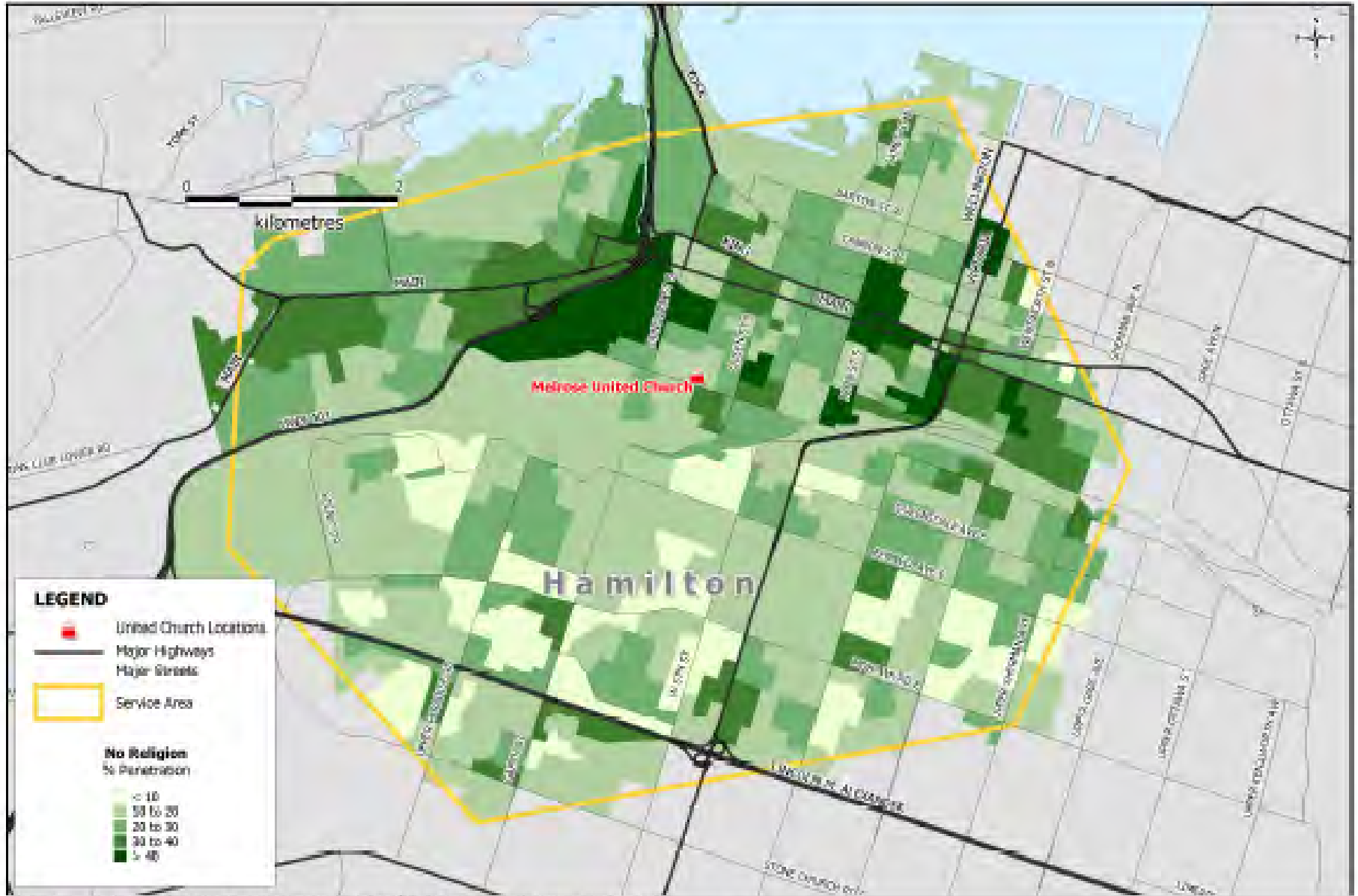


United Church - United Church Affiliation (Census)



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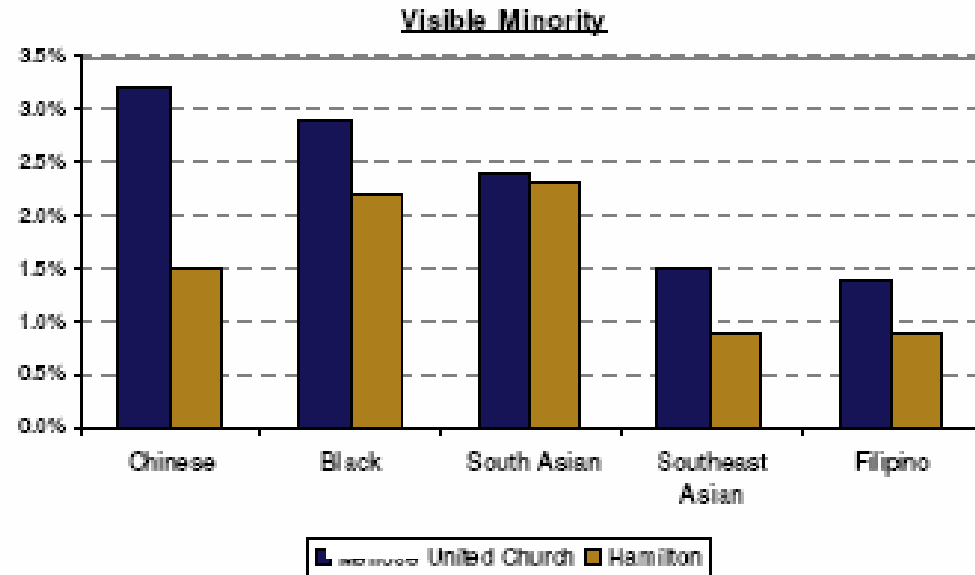
United Church - No Religion (Census)



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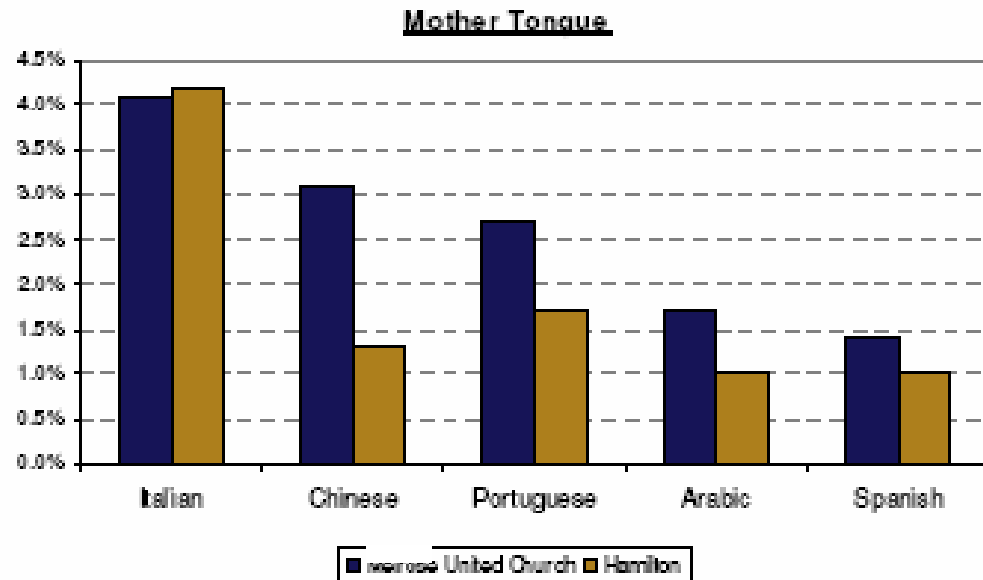
Visible Minority:

At 16.1% the service area has a high level of visible minorities in comparison to Hamilton. Many of these visible minorities are Chinese (3.2%) or Black (2.9%). There is also a stronger than average proportion of Filipinos, Latin Americans, Southeast Asians, Arabs, West Asians, Koreans and Japanese in this service area.



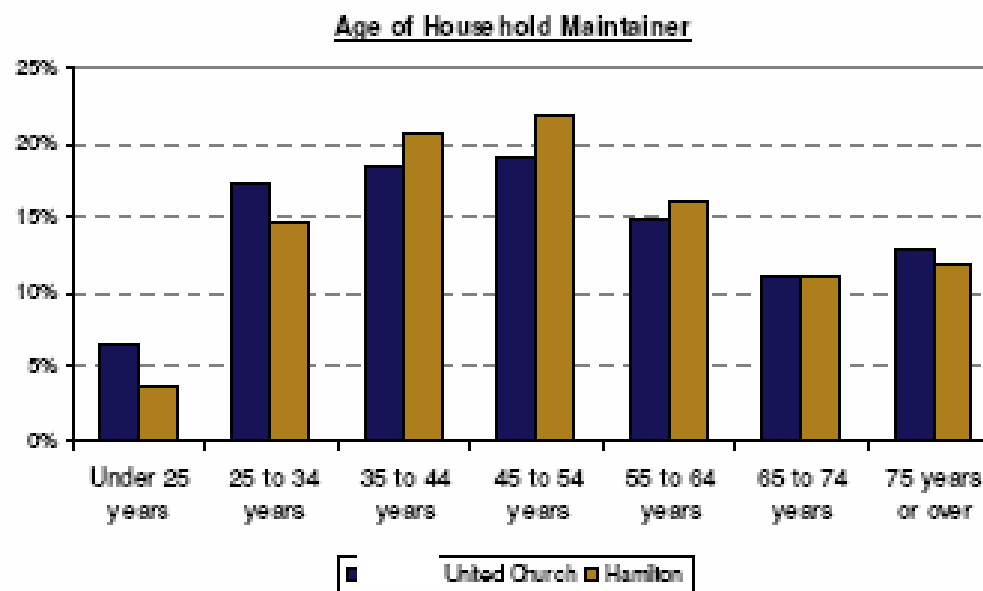
Mother Tongue:

Most residents state that their mother tongue is English (69.7%). 27.6% claim their mother tongue to be an unofficial language. Of these unofficial languages, Italian (4.1%), Chinese (3.1%) and Portuguese (2.7%) are most often claimed as a mother tongue.

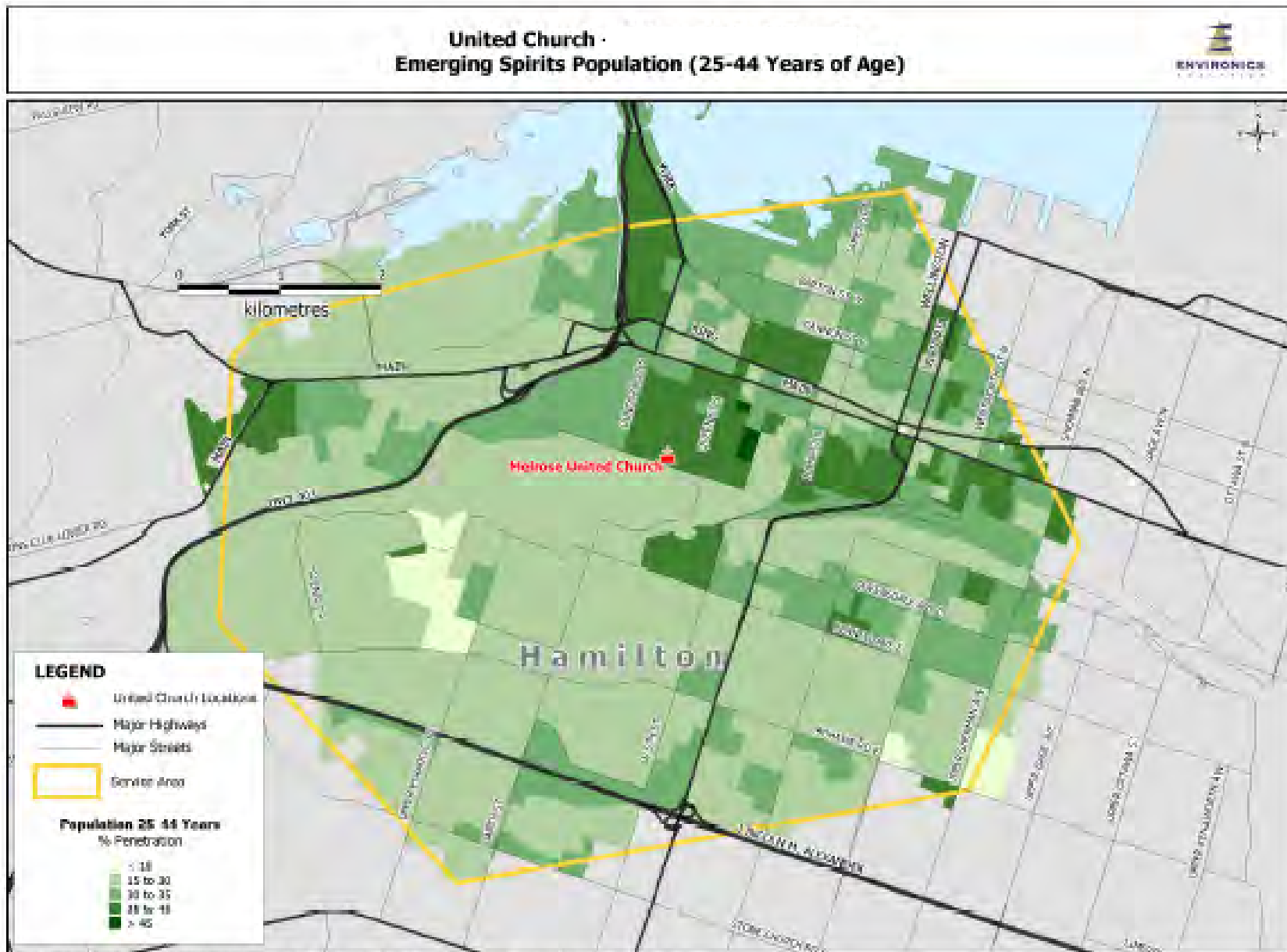


Family Formation and Age of Maintainer:

The households that reside in the area are predominantly comprised of one person. Houses are typically rented, single-detached houses with 29.0% of the households living in low-rise apartments. When compared to Hamilton, the largest cohorts of household maintainers are under 24 and 25 to 34 years of age (together, 24%). The Emerging Spirits category (25 to 44 years of age) makes up 36% of household maintainers.



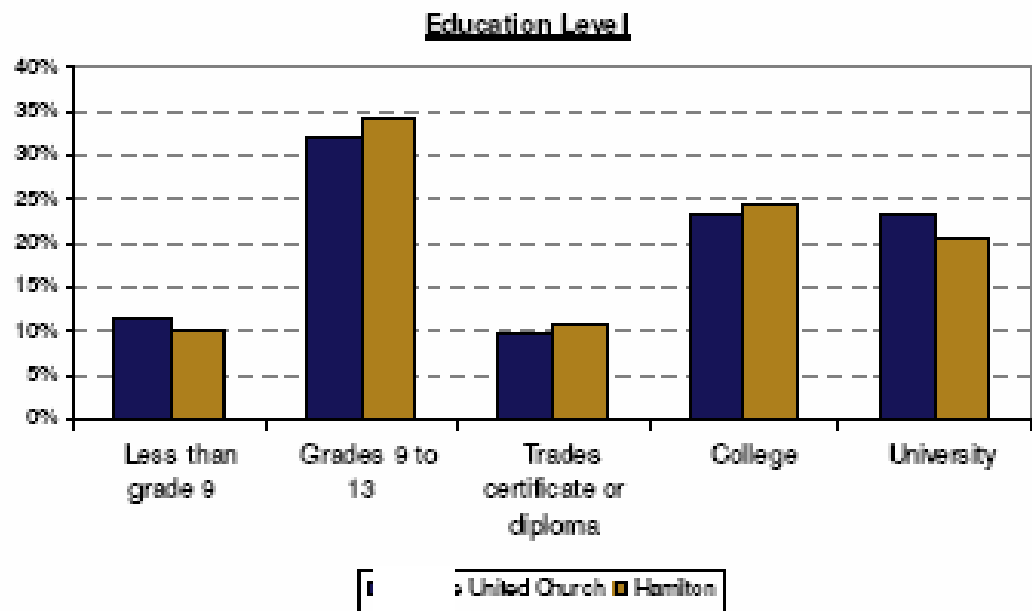
The following map shows areas that have a high Emerging Spirits penetration.



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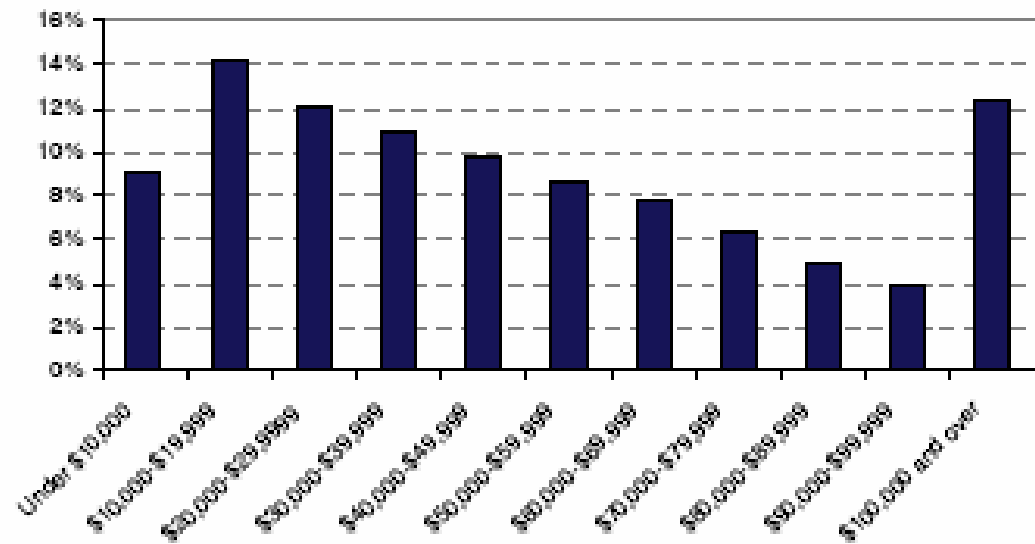
Education and Occupations:

Service area households exhibit a mix between high and low levels of education (strong numbers of residents with below grade 9 and university educations) while occupations are principally comprised of service sector and white collar.



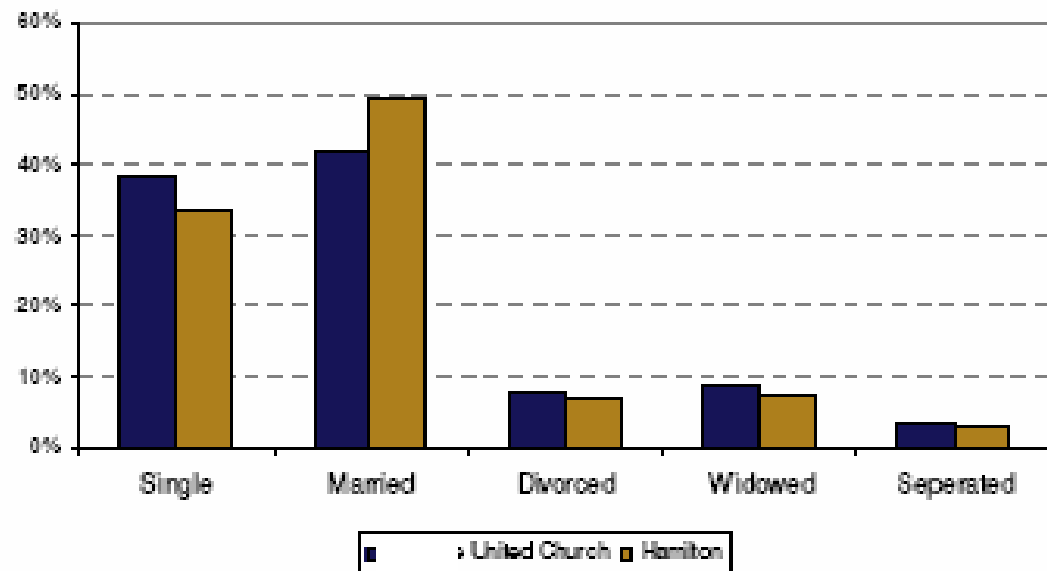
Income: There is a moderate proportion of dual income households with approximately 53.9% of all females in the labour force. Average household incomes (\$54,306) are 19% below the Hamilton average.

e. United Church Service Area Households by Income



Marital Status: Forty-two percent of the households are married while 38.6% are single.

Marital Status






Gifts of Money and Contributions

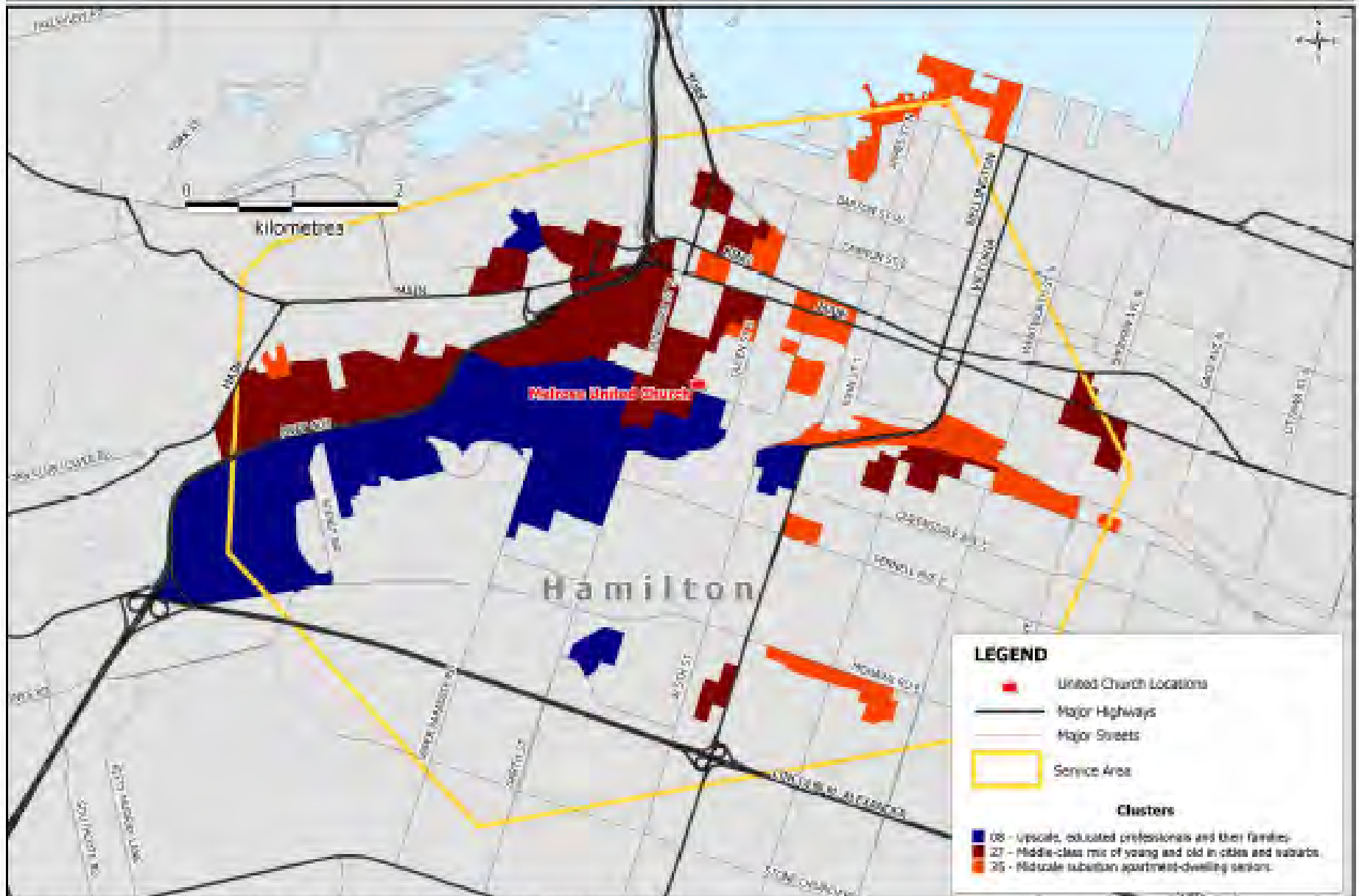
It is estimated that 0.94% of the household income in the service area is allocated to charitable contributions. Three out of five of these contributions are donated to religious organizations. The total dollar amount donated to religious organizations annually is \$22,865,610 or \$312 per household.

Description of | United Church's Congregation

The congregation is heavily concentrated in three of the 66 lifestyle clusters representing 64% of the total congregation and 18.8% of the service area. The following information will help you gain more insight into these three groups so that you can tailor communications and programs to increase participation amongst existing members and target new members with the right information.

A large proportion of the congregation is upscale, well educated, professional families with few children. There are also a substantial proportion of active retirees, or empty nesters that are further along in their lifestage. A description of these members including the proportion of the congregation is included on the following page.

Cluster	Members		Hhlds in Area		Untapped Hhlds		Description
	Count	%	Count	%	Count	%	
<p>Upscale, educated professionals and their families</p> 	25	30.1%	2,622	3.6%	2,597	99.0%	<p>The residents of <i>Upscale, Educated Professionals and Their Families</i> seem to have it all: high incomes, advanced degrees and intellectual tastes to match their credentials. Many of these Canadians are married couples with few children who live in older, fashionable homes on small, manicured lots in urban and suburban areas. With 37 percent holding university degrees, as consumers, Upscale, Educated Professionals and Their Families exhibit cultured sensibilities in the marketplace. They tend to support the arts, buy lots of books, listen to classical music radio stations, travel abroad and subscribe to business, news and travel magazines. A politically active cluster, residents here rank high for working on community projects, serving as volunteers and writing letters to public officials.</p>
<p>Middle-class mix of young and old in cities and suburbs</p> 	16	19.3%	5,320	7.3%	5,304	99.7%	<p><i>Middle-Class Mix of Young and Old in Cities and Suburbs</i> is a prime example of two lifestyles thriving side by side: a mix of very young and old households, singles and widows, newly married couples and empty-nesting retirees. Widely scattered throughout the country's older city and suburban neighbourhoods, this bi-modal population makes for a split marketplace personality. <i>Middle-Class Mix of Young and Old in Cities and Suburbs</i> has high rates for windsurfing, bar-hopping and attending bridal shows as well as gardening, reading retirement magazines and doing crafts projects. But residents share relatively high educational levels—55 percent have gone to college or a university—and a mix of white collar and service sector jobs that results in a love of the arts and moderate, common-sense values. They oppose pornography, distrust large corporations and support equal rights for women.</p>
<p>Midscale suburban apartment-dwelling seniors</p> 	12	14.5%	5,763	7.9%	5,751	99.8%	<p>The top-ranked cluster for retirees, <i>Midscale Suburban Apartment-Dwelling Seniors</i> represent a middle-class mix of over-60 singles, couples, widows and widowers living in urban- and suburban-fringe apartments. Getting by on comfortable fixed incomes, cluster residents maintain a relaxed lifestyle, sewing and gardening at home, and socializing with friends at the theatre and art gallery. But the chief form of entertainment is television, and residents are big fans of cultural programs on Bravo, sports championships and American sitcoms like "Ed" and "Becker." Concerned about aging—one in four residents is over 75—this cluster's residents score high for buying prescription drugs, using cosmetics to help them feel younger and having a will.</p>



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Characteristic		Related Social Values Trends	Definition	Index
1	Open To Change	Adaptability to Complexity in Life	Tendency to adapt easily to the uncertainties of modern life, and to feel unthreatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunities. (Inverse to Aversion to Complexity)	86
		Current United Church Resources	Resource Description	
		<i>More Voices</i>	New contemporary and world music selections for worship and devotion.	
		<i>Alive & Well</i>	A congregational development tool to help congregations in a process of transformation and	
		<i>Dare To Change</i>	A Spirit Connection show on the changing church in changing Canadian society.	
		<i>Seismic Shifts</i>	This book, with a bound-in DVD, looks at the skills church leaders need to lead effectively in the	
Characteristic		Related Social Values Trends	Definition	Index
2	Celebrates Lifestyles	Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".	93
		Current United Church Resources	Resource Description	
		<i>Of Love and Justice</i>	A resource to move toward the Civil Recognition of Same-Sex Marriage	
		<i>All Means All</i>	This video presents a brief history of gay and lesbian oppression in society and the church;	

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How to Use this Information

This report has provided you with information about your current congregational makeup and its surrounding neighbourhoods. It may be sparking questions like:

- How does this information confirm or critique our current practices in worship, study, outreach or caring? For example, if the congregation predominantly embraces the social value, “Enthusiasm for technology”, how are we making use of technology in worship such as projection of images to accompany the liturgy?
- We now know where people live in the community who share similar values, lifestyles and outlooks to those that are predominant in the congregation. We not only know where they live but something of what they value and how they live. How can we be in conversation with them about our ministry?
- Maybe we have discovered some particular strengths of our congregation regarding the 18 traits that characterize the United Church of Canada. These characteristics are particularly valued by the Emerging Spirit demographic of 30-45 year olds with no current religious association. We also know the key current United Church resources which can help us further develop those characteristics. What programs might we initiate to further develop our strengths and also reach out to this group in the community?