

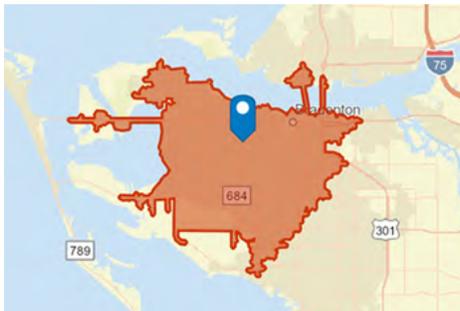
DISCOVER YOUR COMMUNITY WITH CHURCH ANSWERS

Church Answers, led by Thom and Sam Rainer, offers the "Know Your Community" report—a comprehensive demographic and psychographic analysis tailored to your church's local area. This custom report provides insights into who your neighbors are and what they value, equipping your ministry to engage more effectively. Utilizing data from ESRI, it delivers actionable information to help your church understand and reach its community better.

Scan the **QR code** on this flyer or visit churchanswers.com/solutions/tools/kyc/know-your-community to learn more and order your report.

DEFINE YOUR COMMUNITY

In most cases, we use drive time to determine the boundaries of the community. Common drive times are ten minutes (for more dense communities) and twenty minutes (less dense communities). Some locations require a different approach.



MINORITY POPULATION



HIGH SCHOOL DIPLOMA



UNEMPLOYMENT



TAPESTRY SEGMENTATION

Understand the nuances of your neighborhood with this unique feature of the "KYC" report.

Retirement Communities (9E)
LifeMode Group: Senior Styles (Full 4-page report available for this example group.)

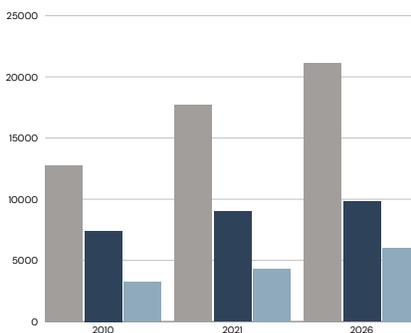
Set to Impress (11D)
LifeMode Group: Midtown Singles (Full 4-page report available for this example group.)

Comfortable Empty Nesters (5A)
LifeMode Group: GenXurban (Full 4-page report available for this example group.)

Rustbelt Traditions (5D)
LifeMode Group: GenXurban (Full 4-page report available for this example group.)

ETHNIC POPULATIONS

Compare population sizes of the past, present, and future across the various ethnic groups in your area.



LOCAL LIFESTYLE

See how those in your area spend their household income (i.e. pets, travel, eating out, sports, etc.)

