

# ReVision **Context**<sup>2016</sup>

## The Village Church

*Address* 736 McCourry Blvd  
Incline Village, NV 89451

*Congregational Surveys* 91

*Community Definition* Selected ZIP Codes

*Date Prepared* December 22, 2016

*Order Identification #* 39743:53930



30211 Banderas, Suite 200, Rancho Santa Margarita, California 92688  
**Phone:** 949.635.1282 **Fax:** 949.635.1283 **Toll Free:** 800.442.6277 **Email:** info@PerceptGroup.com  
**Website:** www.PerceptGroup.com

<b>GETTING STARTED</b>	<b>1</b>
<b>COMMUNITY MAP</b>	<b>2</b>
<b>PART 1: THE COMMUNITY</b>	<b>3</b>
1. PROJECTED POPULATION CHANGE .....	4
2. DIVERSITY .....	4
3. PRIMARY GENERATION.....	4
4. FAMILY STRUCTURE.....	5
5. EDUCATION .....	5
6. PRIMARY CONCERNS.....	5
7. RISC LEVEL .....	6
8. FAITH RECEPTIVITY .....	6
9. FINANCIAL SUPPORT POTENTIAL .....	6
10. CHURCH STYLE.....	7
11. CHURCH PROGRAM PREFERENCE .....	7
12. RESISTANCE TO CHANGE .....	7
<b>PART 2: THE CONGREGATION</b>	<b>8</b>
1. PROJECTED MEMBERSHIP CHANGE .....	9
2. DIVERSITY .....	9
3. PRIMARY GENERATION.....	9
4. FAMILY STRUCTURE.....	10
5. EDUCATION .....	10
6. PRIMARY CONCERNS.....	10
7. RISC LEVEL .....	11
8. FAITH RECEPTIVITY .....	11
9. FINANCIAL SUPPORT POTENTIAL .....	11
10. CHURCH STYLE.....	12
11. CHURCH PROGRAM PREFERENCE .....	12
12. RESISTANCE TO CHANGE .....	12
<b>PART 3: THE COMPARISON</b>	<b>13</b>
<b>PART 4: PROGRAM RATINGS</b>	<b>16</b>
<b>PART 5: PROGRAM PREFERENCES</b>	<b>19</b>
<b>PART 6: LIFE'S SATISFACTIONS</b>	<b>22</b>
<b>PART 7: HEALTH &amp; WHOLENESS</b>	<b>25</b>
<b>COMMON QUESTIONS AND ANSWERS</b>	<b>27</b>

**WHAT IS CONTEXT?**

*Context* is a brief, easy-to-use planning resource that presents you with important and comparable information about your community, your congregation and your congregation's programs and ministries. Regardless of your data analysis experience or expertise, you can use *Context* to develop a quick and accurate grasp of your congregation's current ministry environment—a critical part of any future planning effort.

**WHERE DOES THE INFORMATION IN CONTEXT COME FROM?**

There are two primary sources for information presented in the *Context* report. Beginning on page three, Community information is provided by Percept, a nationally recognized and respected research organization that specializes in gathering and distributing census and other religious-oriented research information for churches. Beginning on page seven, information about your congregation is derived from an extensive survey which was administered to your congregation and specially designed to gather data in a format which can be easily compared to your community.

**HOW IS CONTEXT ORGANIZED?**

There are seven parts to *Context*, each designed to address a critical planning question.

- *Part 1 - The Community* begins with the question: *Who is out there?* and provides a concise summary of the extensive census and other data collected from your community.
- *Part 2 - The Congregation* uses the congregational survey data to respond to the question: *Who are we?*
- *Part 3 - The Comparison* reviews the first two parts and addresses the question: *How do we differ from the community?*
- *Part 4 - Program Ratings* returns to the congregational survey to focus on this question: *How do we feel about our congregation's programs and ministries?*
- *Part 5 - Program Preferences* examines both the community and congregation to address the question: *What do people want from a church?*
- *Part 6 - Life's Satisfaction* returns to the congregational survey and reports the results of this question: *In what areas of our lives do we feel satisfaction or discontent?*
- *Part 7 - Health & Wholeness* is a final comparison of the congregation and community and speaks to this question: *In what areas of their lives are people experiencing distress?*

When you have completed your review of *Context*, you will not have the "final" answer to any of the above questions, but you will have a solid foundation upon which to base further reflection, discussion and analysis.

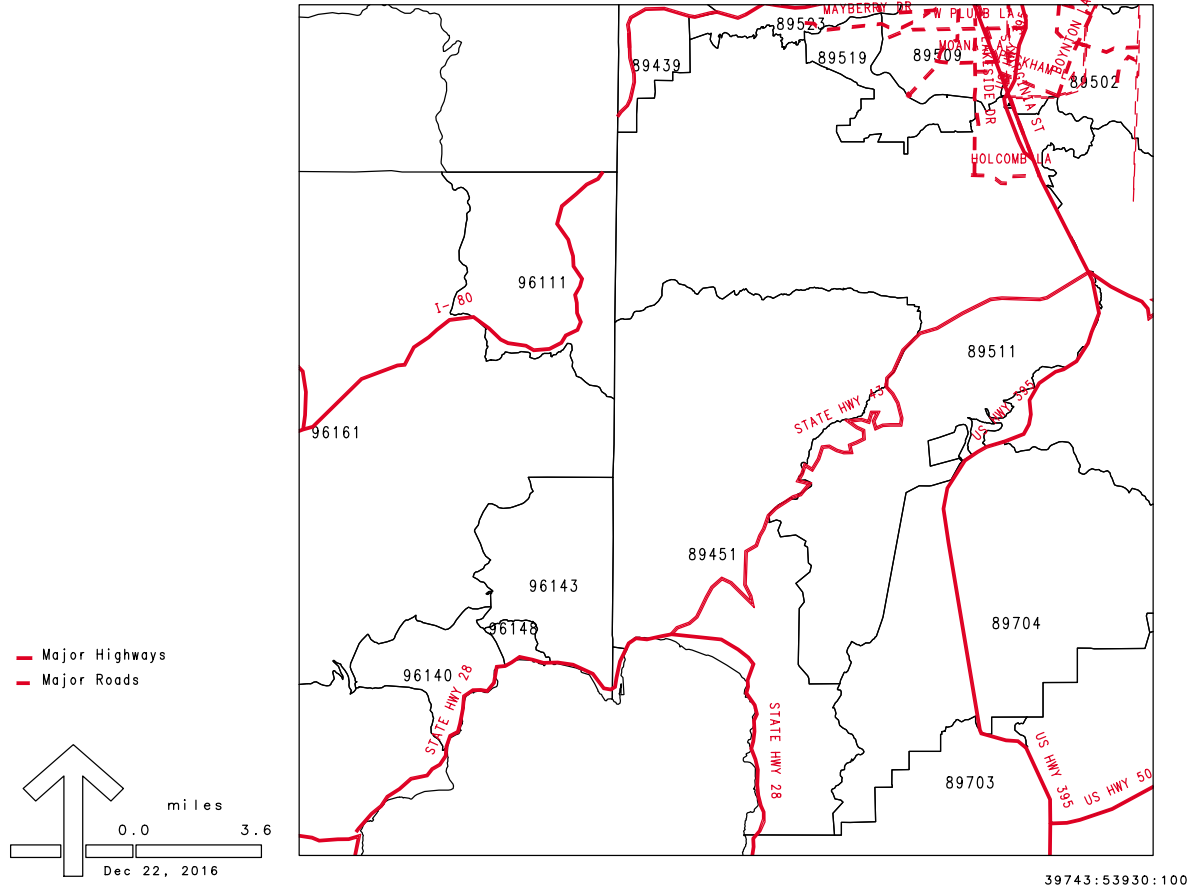
**WHAT IF I HAVE MORE QUESTIONS?**

After you finish reading this *Getting Started* section, we recommend that you hold any further questions and jump right into to page three and work your way through the report to the end. Each part of *Context* begins with an introductory page that explains that part and provides discussion questions to assist you in your review. If you still have further questions after you have read the report, please turn to the last section of *Context* which contains *Common Questions and Answers*.

With that, you are ready to begin your journey. We hope you enjoy learning more about your congregation and community and that you find it helpful as you reflect upon the future of your congregation's ministry in the 21st century.

Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

## THE VILLAGE CHURCH COMMUNITY STUDY AREA BY ZIP CODE





# The Community

## "Who is out there?"

### BACKGROUND

This part of Context provides you with an overview of the people living in your community. The geographical study area referred to as *The Community* is illustrated on the previous page in a Community Map. Please take a moment to review that page so that you are clear about the area being described.

The U.S. Census Bureau collects and distributes thousands of pieces of information about the population in your community. In addition, Percept enhances this census information with extensive religious research performed regularly throughout all regions of the U.S. In Part One, these information pieces have been consolidated and organized into 12 major theme areas referred to as *GapThemes*. Each theme attempts to address a particular question about the people in your community such as "How diverse are the people in the community?" This particular question is examined in *GapTheme # 2: Diversity*. Each of the *GapThemes* has been carefully selected and crafted to aid you in developing a "big picture" view of the unique population in your community without having to wade through all of the raw census and other data yourself.

### HOW TO READ PART ONE

Each *GapTheme* is presented in three parts:

- A summary bar which highlights the overall finding for the *GapTheme*
- Brief narrative text in a question and answer format on the left side of the page
- A simple table graph on the right side of the page showing some of the actual data figures behind the *GapTheme*

If you are seeking a quick overview, you can focus on the summary bars for each *GapTheme* and you will have the essence of the findings. If a particular *GapTheme* captures your attention, you can gain further insight by reading the narrative text below the summary bar and by reviewing the table graph on the right side of the page.

### DISCUSSION

After you have reviewed this part, do this exercise:

- You or someone in your group describe the picture you have of your community in as few words as possible based upon the information in Part One.



status

# ReVision Context 2016

Part 1

## The Community "Who is out there?"

Prepared For:

**The Village Church**

Date Prepared: December 22, 2016

GAP THEME

SUMMARY

### 1. PROJECTED POPULATION CHANGE

**MODERATE GROWTH**



#### How many people live in the defined study area?

Currently, there are 43,197 persons residing in the defined study area. This represents an increase of 7,183 or 19.9% since 2000. During the same period of time, the U.S. as a whole grew by 15.5%.

#### Is the population in this area projected to grow?

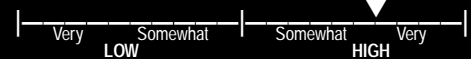
Yes, between 2017 and 2022, the population is projected to increase by 5.2% or 2,227 additional persons. During the same period, the U.S. population is projected to grow by 3.8%.

Population Percentage Change

	Actual Change From 2000 to 2010	Actual Change From 2010 to 2017	PROJECTED Change From 2017 to 2022
WELL ABOVE U.S.	13%	6%	5%
SOMEWHAT ABOVE U.S.			
NEAR U.S. AVERAGE			
SOMEWHAT BELOW U.S.			
WELL BELOW U.S.			
U.S. AVERAGE	10%	5%	4%

### 2. DIVERSITY

**VERY HIGH**



#### How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very high* with 32 of the 50 U.S. Lifestyles segments represented. Of the six major segment groupings, the largest is referred to as *Affluent Families* which accounts for 56.3% of the households in the area. The top individual segment is *Educated Mid-Life Families* representing 34.0% of all households.

#### How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 78.2% of the population and all other racial/ethnic groups make up just 21.8% which is well below the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 15.1% of the total population. *Asians* are projected to be the fastest growing group increasing by 15.8% between 2017 and 2022.

Households By U.S. Lifestyles Group

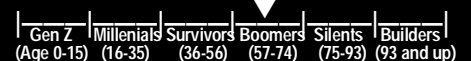
	Affluent Families	Middle American Families	Young and Coming	Rural Families	Senior Life	Ethnic & Urban Diversity
WELL ABOVE U.S.	56%					
SOMEWHAT ABOVE U.S.						
NEAR U.S. AVERAGE						
SOMEWHAT BELOW U.S.						
WELL BELOW U.S.		18%	11%	4%	4%	3%
U.S. AVERAGE	15%	31%	15%	13%	7%	18%

Population By Race/Ethnicity

	Anglo	African-American	Hispanic	Asian	Native Am. and Other
WELL ABOVE U.S.	78%				
SOMEWHAT ABOVE U.S.					
NEAR U.S. AVERAGE					
SOMEWHAT BELOW U.S.					
WELL BELOW U.S.		1%	15%	4%	2%
U.S. AVERAGE	61%	12%	18%	6%	3%

### 3. GENERATION

**BOOMERS**



#### What are the major generational groups represented?

The most significant group in terms of numbers and comparison to national averages is *Boomers* (age 57 to 74) who make up 28.7% of the total population in the area compared to 19.3% of the U.S. population as a whole.

Population By Generation

	Gen Z 0 to 15	Millennials 16 to 35	Survivors 36 to 56	Boomers 57 to 74	Silents 75 to 92	Builders 93 & up
WELL ABOVE U.S.				29%	7%	
SOMEWHAT ABOVE U.S.						
NEAR U.S. AVERAGE			26%			< 1%
SOMEWHAT BELOW U.S.						
WELL BELOW U.S.	15%	23%				
U.S. AVERAGE	20%	27%	27%	19%	6%	< 1%



Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

**GAPTHEME** **SUMMARY**

**4. FAMILY STRUCTURE** **VERY TRADITIONAL**

Very NON-TRADITIONAL | Somewhat MIXED | Somewhat TRADITIONAL | Very TRADITIONAL

**Overall, how traditional are the family structures?**  
The area can be described as *very traditional* due to the above average presence of married persons and two-parent families.

**Population By Marital Status (15 and older)**

	Single (never married)	Divorced or Widowed	Married
WELL ABOVE U.S.			58%
SOMEWHAT ABOVE U.S.			
NEAR U.S. AVERAGE			
SOMEWHAT BELOW U.S.		15%	
WELL BELOW U.S.	26%		
U.S. AVERAGE	33%	17%	50%

**Households with Children by Marital Status**

	Single Mothers	Single Fathers	Married Couples
WELL ABOVE U.S.		9%	75%
SOMEWHAT ABOVE U.S.			
NEAR U.S. AVERAGE			
SOMEWHAT BELOW U.S.			
WELL BELOW U.S.	14%		
U.S. AVERAGE	25%	8%	65%

**5. EDUCATION** **SOMEWHAT HIGH**

Very LOW | Somewhat AVG. | Somewhat HIGH | Very HIGH

**How educated are the adults?**  
Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 94.1% of the population aged 25 and over have graduated from high school as compared to the national average of 86.6%, college graduates account for 50.0% of those over 25 in the area versus 29.6% in the U.S.

**Adult Population By Education Completed**

	Less than High School	High School	Some College	College Graduate	Post Graduate
WELL ABOVE U.S.				31%	19%
SOMEWHAT ABOVE U.S.					
NEAR U.S. AVERAGE			30%		
SOMEWHAT BELOW U.S.					
WELL BELOW U.S.	6%	14%			
U.S. AVERAGE	13%	28%	29%	18%	11%

**6. PRIMARY CONCERNS** **HOPES & DREAMS**

The Basics | Family Problems | Community Problems | Hopes & Dreams | Spiritual/Personal

**Which household concerns are unusually high in the area?**  
Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Time for Recreation/Leisure, Achieving a Fulfilling Marriage, Parenting Skills, Social Injustice* and *Achieving Educational Objectives*. As an overall category, concerns related to *Hopes & Dreams* are the most significant based upon the total number of households and comparison to national averages.

**Households By Primary Concerns Group**

	The Basics	Family Problems	Community Problems	Hopes and Dreams	Spiritual/Personal
WELL ABOVE U.S.				33%	
SOMEWHAT ABOVE U.S.			17%		
NEAR U.S. AVERAGE		11%			
SOMEWHAT BELOW U.S.					14%
WELL BELOW U.S.	21%				
U.S. AVERAGE	24%	11%	16%	30%	15%



status

# ReVision Context 2016

Part 1

## The Community "Who is out there?"

Prepared For:

**The Village Church**

Date Prepared: December 22, 2016

GAPTHEME	SUMMARY
----------	---------

### 7. RISC LEVEL (Stress Conditions)

**VERY LOW**



#### What is the overall community stress level in the area?

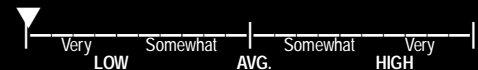
Conditions which can contribute to placing an area at risk (particularly, the children) are at an overall *very low* level. This is evidenced by noting that on the whole the area is significantly below average in the characteristics known to contribute to community problems such as households below poverty line, adults without a high school diploma, households with a single mother and unusually high concern about issues such as community problems, family problems, and/or basic necessities such as food, housing and jobs.

#### Regionally Indexed Stress Conditions (RISC)

	Households Below Poverty (\$15,000)	Households with Children: Single Mothers	Adult Pop.: High School Dropouts	Primary Concerns: The Basics	Primary Concerns: Family Problems	Primary Concerns: Community Problems
WELL ABOVE U.S.						
SOMEWHAT ABOVE U.S.						17%
NEAR U.S. AVERAGE					11%	
SOMEWHAT BELOW U.S.						
WELL BELOW U.S.	7%	14%	6%	21%		
U.S. AVERAGE	12%	25%	13%	24%	11%	16%

### 8. FAITH RECEPTIVITY

**EXTREMELY LOW**



#### What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages.

#### Households By Faith Involvement Level

	Not Involved	Somewhat Involved	Strongly Involved
WELL ABOVE U.S.	48%		
SOMEWHAT ABOVE U.S.			
NEAR U.S. AVERAGE			
SOMEWHAT BELOW U.S.			
WELL BELOW U.S.		24%	29%
U.S. AVERAGE	35%	30%	35%

#### Households By Religious Preference

	No Preference	Non-"Historic Christian" Groups	"Historic Christian" Groups
WELL ABOVE U.S.	24%	13%	
SOMEWHAT ABOVE U.S.			
NEAR U.S. AVERAGE			
SOMEWHAT BELOW U.S.			
WELL BELOW U.S.			63%
U.S. AVERAGE	15%	8%	77%

### 9. FINANCIAL SUPPORT POTENTIAL

**EXTREMELY HIGH**



#### What is the likely giving potential in the area?

Based upon the average household income of \$111,498 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*.

#### Households By Religious Giving Potential

	Average Annual Household Income	Households Contributing More Than \$500 per Year to Churches
WELL ABOVE U.S.	\$111,498	34%
SOMEWHAT ABOVE U.S.		
NEAR U.S. AVERAGE		
SOMEWHAT BELOW U.S.		
WELL BELOW U.S.		
U.S. AVERAGE	\$80,853	31%





status

# ReVision Context 2016

Part 1

## The Community "Who is out there?"

Prepared For:

**The Village Church**

Date Prepared: December 22, 2016

### GAPTHEME SUMMARY

#### 10. CHURCH STYLE

#### SOMEWHAT CONTEMPORARY



#### Do households prefer an overall church style which is more traditional or contemporary?

Based upon likely worship, music and architectural style preferences in the area, the overall church style preference can be described as *somewhat contemporary*.

Households By Church Styles Preferences

	Worship: Traditional	Music: Traditional	Architecture: Traditional	Worship: Contemporary	Music: Contemporary	Architecture: Contemporary
WELL ABOVE U.S.				30%	23%	20%
SOMEWHAT ABOVE U.S.						
NEAR U.S. AVERAGE	20%	24%				
SOMEWHAT BELOW U.S.						
WELL BELOW U.S.			24%			
U.S. AVERAGE	20%	24%	27%	26%	20%	16%

#### 11. CHURCH PROGRAM PREFERENCE

#### RECREATION



#### Which general church programs or services are most likely to be preferred in the area?

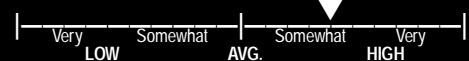
Church program preferences which are likely to exceed the national average include: *Cultural Programs (Music, Art, etc.), Sports and/or Camping Programs, Youth Social Programs and Marriage Enrichment Opportunities*. As an overall category, programs related to *Recreation* are the most significant based upon total number of households and comparison to national averages.

Households By Church Program Preference Category

	Spiritual Development	Personal Development	Community/Social Services	Recreation
WELL ABOVE U.S.				
SOMEWHAT ABOVE U.S.				42%
NEAR U.S. AVERAGE		10%		
SOMEWHAT BELOW U.S.				
WELL BELOW U.S.	22%		17%	
U.S. AVERAGE	25%	10%	20%	38%

#### 12. POTENTIAL RESISTANCE TO CHANGE

#### SOMEWHAT HIGH

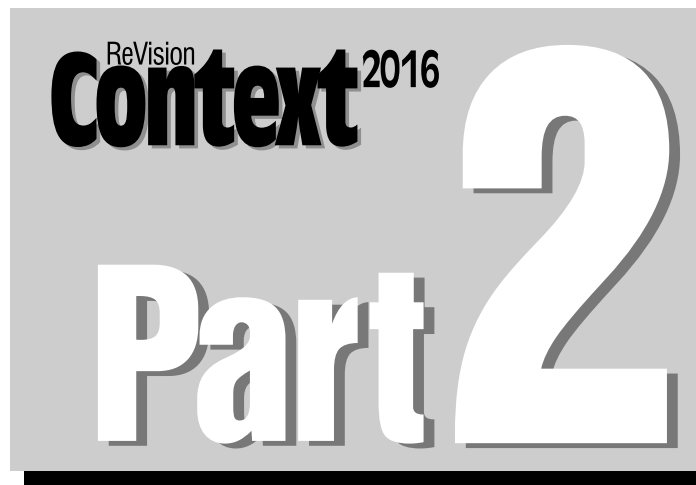


#### How much overall resistance to change is likely in the area?

Based upon the assumption that as a group of people become older and more diverse the potential for resistance to change becomes more significant, the area's potential resistance is likely to be *somewhat high*.

Population By Age and Diversity

	Average Age	Overall Lifestyle and Racial/Ethnic Diversity
WELL ABOVE U.S.	44.2	8
SOMEWHAT ABOVE U.S.		
NEAR U.S. AVERAGE		
SOMEWHAT BELOW U.S.		
WELL BELOW U.S.		
U.S. AVERAGE	39.1	5



# The Congregation

## "Who are we?"

### BACKGROUND

Part Two of Context provides you with an overview of the respondents who participated in the survey administered to your congregation.

Following the same design as *Part One - The Community*, the extensive information gathered in this congregational survey has been consolidated and organized into the same 12 *GapThemes* as were presented in Part One. This will make the comparison between the community and the congregation that begins in Part Three much easier and more insightful.

### HOW TO READ PART TWO

Each GapTheme is presented in three parts:

- A summary bar which highlights the overall finding for the GapTheme
- Brief narrative text in a question and answer format on the left side of the page
- A simple table graph on the right side of the page showing some of the actual data figures behind the GapTheme

If you are seeking a quick overview, you can focus on the summary bars for each GapTheme and you will have the essence of the findings. If a particular GapTheme captures your attention, you can gain further insight by reading the narrative text below the summary bar and by reviewing the table graph on the right side of the page.

### DISCUSSION

After you have reviewed Part Two, do this exercise:

- You or someone in your group describe the picture you now have of your congregation in as few words as possible based upon the information in Part Two.



Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

**GAP THEME** **SUMMARY**

**1. PROJECTED MEMBERSHIP CHANGE** **LOW DECLINE**

**How many people are members of this congregation?**  
Currently, there are 191 persons who are members of this congregation. This represents a decrease of 13 or 6.4% since 1997.

**How many members can be projected in five years?**  
If the trend since 2000 continues into the next five years, the membership will decrease by 2.6% or 5 members bringing the total to 186.

Membership Percentage Change

	Actual Change From 2000 to 2017	PROJECTED Change From 2017 to 2022
WELL ABOVE U.S.		
SOMEWHAT ABOVE U.S.		
NEAR U.S. AVERAGE		
SOMEWHAT BELOW U.S.		
WELL BELOW U.S.	-9%	-3%
U.S. AVERAGE	5%	4%

**2. DIVERSITY** **VERY LOW**

**How do different lifestyles contribute to overall diversity in the congregation?**  
The lifestyle diversity in the congregation is *very low* with only 1 of the 6 possible Age and Income groups represented near or above the national average. The largest group is *Mature and Affluent* (Age 45 and older, household income \$50,000 or higher) representing 72.7% of the households in the congregation.

**How do racial or ethnic groups contribute to diversity in the congregation?**  
Based upon the total number of different groups present, the racial/ethnic diversity in the congregation is *very low*. Among individual groups, *Anglos* represent 98.9% of the congregation and all other racial/ethnic groups make up just 1.1% which is well below the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 1.1% of the congregation.

Congregational Households By Age and Income Groups

	Age 44 and under			Age 45 and over		
	Young & Restricted (<\$25k)	Young & Comfortable (\$25k to \$49k)	Young & Affluent (\$50k or more)	Mature & Restricted (<\$25k)	Mature & Comfortable (\$25k to \$49k)	Mature & Affluent (\$50k or more)
WELL ABOVE U.S.						73%
SOMEWHAT ABOVE U.S.						
NEAR U.S. AVERAGE						
SOMEWHAT BELOW U.S.						
WELL BELOW U.S.	2%	4%	13%	< 1%	11%	
U.S. AVERAGE	15%	17%	16%	21%	15%	17%

Congregation By Race/Ethnicity

	Anglo	African-American	Hispanic	Asian	Native Am. and Other
WELL ABOVE U.S.	99%				
SOMEWHAT ABOVE U.S.					
NEAR U.S. AVERAGE					
SOMEWHAT BELOW U.S.					
WELL BELOW U.S.		< 1%	1%	< 1%	< 1%
U.S. AVERAGE	61%	12%	18%	6%	3%

**3. GENERATION** **BOOMERS**

**What are the major generational groups represented?**  
The most significant group in terms of numbers and comparison to national averages is *Boomers* (age 57 to 74) accounting for an estimated 41.2% of the congregational respondents and their families compared to 19.3% of the U.S. population as a whole.

Congregation By Generation

	Gen Z (0 to 15)	Millennials (16 to 35)	Survivors (36 to 56)	Boomers (57 to 74)	Silents (75 to 92)	Builders (93 and up)
WELL ABOVE U.S.				41%	16%	
SOMEWHAT ABOVE U.S.						
NEAR U.S. AVERAGE						< 1%
SOMEWHAT BELOW U.S.						
WELL BELOW U.S.	7%	23%	13%			
U.S. AVERAGE	20%	27%	27%	19%	6%	< 1%



Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

**GAPTHEME** **SUMMARY**

**4. FAMILY STRUCTURE** **EXTREMELY TRADITIONAL** Very NON-TRADITIONAL | Somewhat MIXED | Somewhat TRADITIONAL | Very TRADITIONAL

**Overall, how traditional are the family structures?**

The congregational respondents can be described as *extremely traditional* due to the above average presence of married persons and two-parent families.

**Congregation By Marital Status (15 and older)**

	Single (never married)	Divorced or Widowed	Married
WELL ABOVE U.S.			80%
SOMEWHAT ABOVE U.S.			
NEAR U.S. AVERAGE			
SOMEWHAT BELOW U.S.			
WELL BELOW U.S.	10%	10%	
U.S. AVERAGE	33%	17%	50%

**Congregational Households with Children by Marital Status**

	Single Mothers	Single Fathers	Married Couples
WELL ABOVE U.S.			89%
SOMEWHAT ABOVE U.S.			
NEAR U.S. AVERAGE			
SOMEWHAT BELOW U.S.			
WELL BELOW U.S.	11%	< 1%	
U.S. AVERAGE	25%	8%	65%

**5. EDUCATION** **SOMEWHAT HIGH** Very LOW | Somewhat AVG. | Somewhat HIGH | Very HIGH

**How educated are the adults?**

Based upon the number of years completed and college enrollment, the overall education level in the congregation is *somewhat high*. While 97.7% of the respondents aged 25 and over have graduated from high school as compared to the national average of 86.6%, college graduates account for 62.5% of those over 25 in the congregation versus 29.6% in the U.S.

**Congregational Adults By Education Completed**

	Less than High School	High School	Some College	College Graduate	Post Graduate
WELL ABOVE U.S.				32%	31%
SOMEWHAT ABOVE U.S.					
NEAR U.S. AVERAGE			30%		
SOMEWHAT BELOW U.S.					
WELL BELOW U.S.	2%	6%			
U.S. AVERAGE	13%	28%	29%	18%	11%

**6. PRIMARY CONCERNS** **SPIRITUAL / PERSONAL** The Basics | Family Problems | Community Problems | Hopes & Dreams | Spiritual/Personal

**Which household concerns are unusually high in the congregation?**

Concerns which are likely to exceed the national average include: *Finding Spiritual Teaching, Finding A Good Church, Finding Life Direction, Achieving a Fulfilling Marriage, Problems in Schools and Social Injustice*. As an overall category, concerns related to *Personal/Spiritual* are the most significant based upon the total number of households and comparison to national averages.

**Congregational Households By Primary Concerns Group**

	The Basics	Family Problems	Community Problems	Hopes and Dreams	Spiritual/Personal
WELL ABOVE U.S.					32%
SOMEWHAT ABOVE U.S.					
NEAR U.S. AVERAGE		12%	16%		
SOMEWHAT BELOW U.S.					
WELL BELOW U.S.	11%			26%	
U.S. AVERAGE	24%	11%	16%	30%	15%



status

# ReVision Context 2016

Part 2

## The Congregation "Who are we?"

Prepared For:

**The Village Church**

Date Prepared: December 22, 2016

GAPTHEME	SUMMARY
----------	---------

### 7. RISC LEVEL (Stress Conditions)

**VERY LOW**



#### What is the overall community stress level in the congregation?

Conditions which can contribute to placing a group of people at risk (particularly, the children) are at an overall *very low* level. This is evidenced by noting that on the whole the congregation is significantly below average in the characteristics known to contribute to community problems such as households below poverty line, adults without a high school diploma, households with a single mother and unusually high concern about issues such as community problems, family problems, and/or basic necessities such as food, housing and jobs.

Regionally Indexed Stress Conditions (RISC)

	Households Below Poverty (\$15,000)	Households with Children: Single Mothers	Adult Pop.: High School Dropouts	Primary Concerns: The Basics	Primary Concerns: Family Problems	Primary Concerns: Community Problems
WELL ABOVE U.S.						
SOMEWHAT ABOVE U.S.						
NEAR U.S. AVERAGE					12%	16%
SOMEWHAT BELOW U.S.						
WELL BELOW U.S.	3%	11%	2%	11%		
U.S. AVERAGE	12%	25%	13%	24%	11%	16%

### 8. FAITH RECEPTIVITY

**EXTREMELY HIGH**



#### What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely high* when compared to national averages.

Congregational Households By Faith Involvement Level

	Not Involved	Somewhat Involved	Strongly Involved
WELL ABOVE U.S.		35%	64%
SOMEWHAT ABOVE U.S.			
NEAR U.S. AVERAGE			
SOMEWHAT BELOW U.S.			
WELL BELOW U.S.	3%		
U.S. AVERAGE	35%	30%	35%

### 9. FINANCIAL SUPPORT POTENTIAL

**EXTREMELY HIGH**



#### What is the likely giving potential in the congregation?

Based upon the average household income of \$96,761 per year and the likely contribution behavior in the congregation, the overall religious giving potential can be described as *extremely high*.

Congregational Households By Religious Giving Potential

	Average Annual Household Income	Households Contributing More Than \$500 per Year to Churches
WELL ABOVE U.S.	\$96,761	84%
SOMEWHAT ABOVE U.S.		
NEAR U.S. AVERAGE		
SOMEWHAT BELOW U.S.		
WELL BELOW U.S.		
U.S. AVERAGE	\$80,853	31%



Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

**GAPTHEME** **SUMMARY**

**10. CHURCH STYLE** **EXTREMELY CONTEMPORARY** Very TRADITIONAL | Somewhat TRADITIONAL | BOTH | Somewhat CONTEMPORARY | Very CONTEMPORARY

**Do the respondents prefer an overall church style which is more traditional or contemporary?**

Based upon worship, music and architectural style preferences expressed by the congregation, the overall church style preference can be described as *extremely contemporary*.

**Congregational Households By Church Styles Preferences**

	Worship: Traditional	Music: Traditional	Architecture: Traditional	Worship: Contemporary	Music: Contemporary	Architecture: Contemporary
WELL ABOVE U.S.				42%	36%	18%
SOMEWHAT ABOVE U.S.						
NEAR U.S. AVERAGE						
SOMEWHAT BELOW U.S.						
WELL BELOW U.S.	13%	15%	22%			
U.S. AVERAGE	20%	24%	27%	26%	20%	16%

**11. CHURCH PROGRAM PREFERENCE** **SPIRITUAL DEVELOPMENT** Spiritual Development | Personal Development | Community/Social Services | Recreation

**Which general church programs or services are most likely to be preferred in the congregation?**

Church program preferences which exceed the national average include: *Sports and/or Camping Programs, Twelve-Step Programs, Food Pantry/Clothing Resources and Adult Theological Discussion Groups*. As an overall category, programs related to *Spiritual Development* are the most significant based upon total number of households and comparison to national averages.

**Households By Church Program Preference Category**

	Spiritual Development	Personal Development	Community/Social Services	Recreation
WELL ABOVE U.S.	39%			
SOMEWHAT ABOVE U.S.				
NEAR U.S. AVERAGE				
SOMEWHAT BELOW U.S.				36%
WELL BELOW U.S.		8%	15%	
U.S. AVERAGE	25%	10%	20%	38%

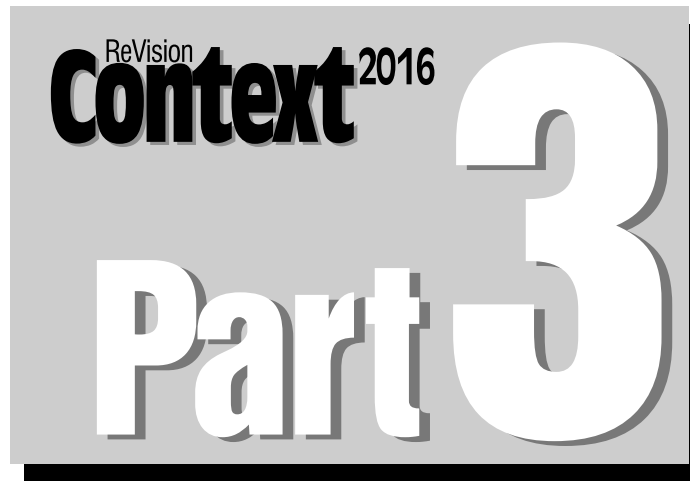
**12. POTENTIAL RESISTANCE TO CHANGE** **AVERAGE** Very LOW | Somewhat | AVG. | Somewhat | Very HIGH

**How much overall resistance to change is likely in the congregation?**

Based upon the assumption that as a group of people become older and more diverse the potential for resistance to change becomes more significant, the congregation's potential resistance is likely to be *about average*.

**Congregation By Age and Diversity**

	Average Age	Overall Lifestyle and Racial/Ethnic Diversity
WELL ABOVE U.S.	50.8	
SOMEWHAT ABOVE U.S.		
NEAR U.S. AVERAGE		
SOMEWHAT BELOW U.S.		
WELL BELOW U.S.		2
U.S. AVERAGE	39.1	5



# The Comparison

## "How do we differ from the community?"

### BACKGROUND

Now that you have completed the first two parts of Context and have a better understanding of your community and congregation, an instinctive question is: *How do these two groups of people compare to each other?*

This part of Context addresses this question using the same 12 GapThemes you are now familiar with from Parts One and Two. The technical phrase for Part Three is *Divergence Analysis*; however, the technique employed is actually quite simple. For each GapTheme, the question asked is: *In this particular theme area, to what extent are these two groups of people (i.e., the larger community and your congregation) different?* The more the groups differ from one another, the higher the *Divergence*. The more the groups are alike, the lower the *Divergence*. If the two groups are identical, this condition is referred to as *Convergence*. It is important to note that the condition of High Divergence is not necessarily negative, nor is Convergence between the groups necessarily positive. As you reflect upon each individual GapTheme, you will need to assess the extent to which you believe the Divergence or Convergence points to a challenge for the future of your congregation. This part of Context cannot and does not attempt to perform this critical analysis for you. Again, this part of Context provides a foundation for your further reflection, discussion and analysis.

### HOW TO READ PART THREE

In Part Three, you will find the same GapThemes presented in Parts One and Two. The difference is that in this part, the GapThemes have been sorted beginning with those areas where there is highest divergence between the community and the congregation and ending with the areas where the groups are most similar. Each GapTheme has these characteristics:

- A Divergence summary bar which captures the results of the comparison with a brief phrase (i.e., *High Divergence*) and a simple graphical bar referred to as a *Divergence Indicator* that illustrates the amount of divergence or convergence.
- Below each divergence summary bar, information from the Community and Congregation in parts one and two is repeated for reference.

### DISCUSSION

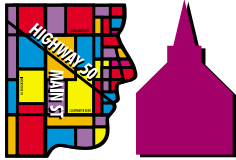
- Which GapThemes have the greatest divergence?
- Which GapThemes have the greatest convergence?
- Is this surprising to you? Why? or Why not?



Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

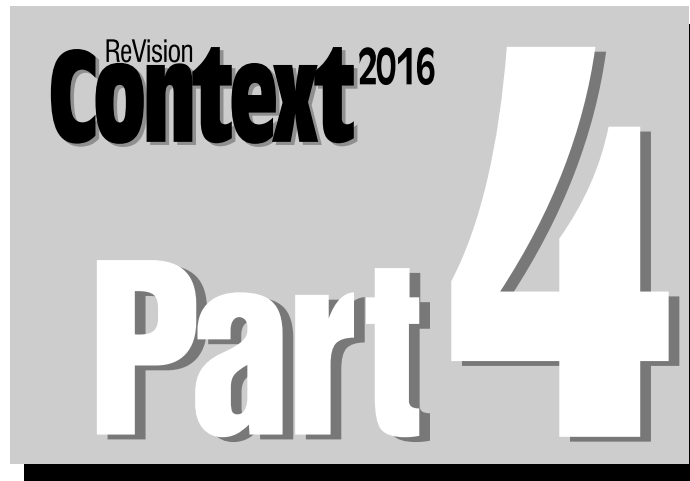
GAPTHEME (Sorted By Divergence)		SUMMARY	DIVERGENCE INDICATOR
<b>1. FAITH RECEPTIVITY</b>		<b>HIGH DIVERGENCE</b>	
Community	Extremely Low		
Congregation	Extremely High		
<b>2. CHURCH PROGRAM PREFERENCE</b>		<b>HIGH DIVERGENCE</b>	
Community	Recreation		
Congregation	Spiritual Development		
<b>3. DIVERSITY</b>		<b>HIGH DIVERGENCE</b>	
Community	Very High		
Congregation	Very Low		
<b>4. PROJECTED POPULATION CHANGE</b>		<b>MODERATE DIVERGENCE</b>	
Community	Moderate Growth		
Congregation	Low Decline		
<b>5. CHURCH STYLE</b>		<b>MODERATE DIVERGENCE</b>	
Community	Somewhat Contemporary		
Congregation	Extremely Contemporary		
<b>6. FAMILY STRUCTURE</b>		<b>LOW DIVERGENCE</b>	
Community	Very Traditional		
Congregation	Extremely Traditional		





Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

GAPTHEME (Sorted By Divergence)		SUMMARY	DIVERGENCE INDICATOR
<b>7. PRIMARY CONCERNS</b>		<b>LOW DIVERGENCE</b>	
Community	Hopes & Dreams		
Congregation	Spiritual / Personal		
<b>8. POTENTIAL RESISTANCE TO CHANGE</b>		<b>LOW DIVERGENCE</b>	
Community	Somewhat High		
Congregation	Average		
<b>9. GENERATION</b>		<b>CONVERGENCE</b>	
Community	Boomers		
Congregation	Boomers		
<b>10. EDUCATION</b>		<b>CONVERGENCE</b>	
Community	Somewhat High		
Congregation	Somewhat High		
<b>11. RISC LEVEL (Stress Conditions)</b>		<b>CONVERGENCE</b>	
Community	Very Low		
Congregation	Very Low		
<b>12. FINANCIAL SUPPORT POTENTIAL</b>		<b>CONVERGENCE</b>	
Community	Extremely High		
Congregation	Extremely High		



# Program Ratings

**"How do we feel about our programs?"**

## BACKGROUND

In Part Four, your attention is directed to the programs and ministries of your local congregation and the question is asked: *How do we as a congregation feel about our various programs and ministries?* Since the congregational survey requested that respondents rate each program on a continuum from very positive to very negative, the results of those ratings are presented here in this part of Context. The ratings of individual respondents have been combined to provide an overall rating for each program. If the *ideal* condition is defined as all respondents rating a particular program very positive, then it is a simple exercise to rank each program by the extent to which it differs from this ideal. The more negative the overall rating of a program, the higher the divergence from the ideal. The more positive the overall rating, the lower the divergence from the ideal. Upon completion of Part Four, you should have a clearer picture as to where the congregation perceives overall strengths and weaknesses in the programs and ministries of your congregation.

## HOW TO READ PART FOUR

In this part of Context, the GapThemes are actually the individual programs for which rating information is available. As in Part Three, they have been sorted beginning with those areas where there is highest divergence between the ideal and the current ratings of the congregation and ending with the programs which exhibit the highest overall positive ratings and therefore are closest to convergence with the ideal condition. Each GapTheme has the following characteristics:

- A Divergence summary bar which captures the results of the comparison with a brief phrase (i.e., *High Divergence*) and a simple graphical bar referred to as a *Divergence Indicator* that illustrates the amount of divergence or convergence.
- Directly below the Divergence summary text, is a phrase indicating the percentage of the congregational respondents who rated that particular program. This allows you to contextualize the rating. For example, if only 10% of the respondents rated a particular program and it was rated very positive, you may want to explore further why 90% of the respondents were unfamiliar with the program and whether this is an area of concern or not.

## DISCUSSION

- Which GapThemes (i.e., Programs) have the greatest divergence?
- Which GapThemes (i.e., Programs) have the greatest convergence?
- Is this surprising to you? Why? or Why not?



status

# ReVision Context 2016

Part 4

## Program Ratings

"How do we feel about our programs?"

Prepared For:











**The Village Church**

Date Prepared: December 22, 2016

GAP THEME (Your Church Programs Sorted By Divergence)	SUMMARY (How many respondents rated this program?)	DIVERGENCE INDICATOR (How far are we from very positive ratings?)
1. Social Outings - Reno Aces, Etc.	<b>MODERATE DIVERGENCE</b> (49% of respondents rated this program)	 IDEAL
2. Children's Sunday School	<b>MODERATE DIVERGENCE</b> (47% of respondents rated this program)	 IDEAL
3. Men's & Women's Bible Studies	<b>MODERATE DIVERGENCE</b> (60% of respondents rated this program)	 IDEAL
4. Small Group Meetings	<b>MODERATE DIVERGENCE</b> (42% of respondents rated this program)	 IDEAL
5. Women's Retreats	<b>MODERATE DIVERGENCE</b> (36% of respondents rated this program)	 IDEAL
6. Choir	<b>MODERATE DIVERGENCE</b> (89% of respondents rated this program)	 IDEAL
7. Praise Team/Music Ministry	<b>LOW DIVERGENCE</b> (91% of respondents rated this program)	 IDEAL
8. Youth Programs	<b>LOW DIVERGENCE</b> (52% of respondents rated this program)	 IDEAL
9. Saturday Hikes	<b>LOW DIVERGENCE</b> (49% of respondents rated this program)	 IDEAL
10. Church Service Opportunities	<b>LOW DIVERGENCE</b> (78% of respondents rated this program)	 IDEAL



Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

GAPTHEME (Your Church Programs Sorted By Divergence)	SUMMARY (How many respondents rated this program?)	DIVERGENCE INDICATOR (How far are we from very positive ratings?)
11. Local Missions	LOW DIVERGENCE (73% of respondents rated this program)	 <<< Less Positive   More Positive >>>
12. Vacation Bible School	LOW DIVERGENCE (46% of respondents rated this program)	 <<< Less Positive   More Positive >>>
13. Global Missions	LOW DIVERGENCE (70% of respondents rated this program)	 <<< Less Positive   More Positive >>>
14. After Church Fellowship	LOW DIVERGENCE (78% of respondents rated this program)	 <<< Less Positive   More Positive >>>
15. Deacon's Ministry	LOW DIVERGENCE (45% of respondents rated this program)	 <<< Less Positive   More Positive >>>
16. Women's Ministry Thrift Shop	CONVERGENCE (74% of respondents rated this program)	 <<< Less Positive   More Positive >>>
17. Sunday Worship	CONVERGENCE (96% of respondents rated this program)	 <<< Less Positive   More Positive >>>
18. Outdoor Worship	CONVERGENCE (89% of respondents rated this program)	 <<< Less Positive   More Positive >>>
19. Village Christian Preschool	CONVERGENCE (58% of respondents rated this program)	 <<< Less Positive   More Positive >>>
20. Food Closet Ministry	CONVERGENCE (68% of respondents rated this program)	 <<< Less Positive   More Positive >>>



# Program Preferences

## "What do people want from a church?"

### BACKGROUND

Part Five of Context uses community preference data to examine the general type of church programs and services which are likely to be of interest to your community. In addition, you will see how your congregational survey respondents also rated the same program categories. In this case, divergence is assessed based upon whether or not your congregation has a program offering of some type in the category being rated by both groups. For instance, if both the community and congregation indicate that *Youth Social Programs* are of high importance and your church does not offer these, this would indicate High Divergence from their preferences. On the other hand, if your congregation offers this type of activities, there would be low divergence since the community and congregation have both rated *Youth Social Programs* as important. Your church leadership provided a checklist of which categories had actual ongoing programs which is the source of the *Yes* and *No* columns on the next two pages.

In actual practice, it may be rare for both the community and your congregation to be in complete agreement about the importance of a particular program or service category, which means you will have to reflect further on the extent to which divergence represents a potential opportunity or a potential threat to the future of your congregation.

### HOW TO READ PART FIVE

In this part of Context, the GapThemes are actually the individual program and service areas for which rating information is available. Again, they have been sorted beginning with those areas where there is highest divergence between the preferences of the community and congregation and the actual program offerings of your church. Each GapTheme has the following characteristics:

- Two Divergence summary bars which capture the results of the analysis for both the community and congregation with a brief phrase (i.e., *High Divergence*) and a simple graphical bar referred to as a *Divergence Indicator* that illustrates the amount of divergence or convergence.
- The Divergence indicator bars are based upon whether your congregation offers a program or service in each particular category. If yes, then the bar is drawn from the right side of the graph. If no, then the bar is drawn from the left.

### DISCUSSION

- Which GapThemes have the greatest divergence?
- Which GapThemes have the greatest convergence?
- Are there any GapThemes where the congregation preferences differ greatly from those of the larger community?
- Is this surprising to you? Why?



Prepared For:

**The Village Church**

Date Prepared: December 22, 2016

**DOES OUR CHURCH CURRENTLY HAVE AN ONGOING PROGRAM IN THIS CATEGORY?**

1. Cultural Programs (Music, Drama, Art, etc.)	Community	HIGH DIVERGENCE		
	Congregation	MODERATE DIVERGENCE		
2. Spiritual Retreats	Community	HIGH DIVERGENCE		
	Congregation	HIGH DIVERGENCE		
3. Church-Sponsored Day School	Community	MODERATE DIVERGENCE		
	Congregation	HIGH DIVERGENCE		
4. Twelve Step Recovery Programs	Community	HIGH DIVERGENCE		
	Congregation	LOW DIVERGENCE		
5. Marriage Enrichment Opportunities	Community	HIGH DIVERGENCE		
	Congregation	LOW DIVERGENCE		
6. Active Retirement Programs	Community	HIGH DIVERGENCE		
	Congregation	MODERATE DIVERGENCE		
7. Personal or Family Counseling	Community	HIGH DIVERGENCE		
	Congregation	LOW DIVERGENCE		
8. Food and Clothing Resources	Community	HIGH DIVERGENCE		
	Congregation	CONVERGENCE		
9. Parent Training Programs	Community	MODERATE DIVERGENCE		
	Congregation	LOW DIVERGENCE		



Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

**DOES OUR CHURCH CURRENTLY HAVE AN ONGOING PROGRAM IN THIS CATEGORY?**

10. Family Activities and Outings	Community	LOW DIVERGENCE	
	Congregation	LOW DIVERGENCE	
11. Youth Social Programs	Community	LOW DIVERGENCE	
	Congregation	MODERATE DIVERGENCE	
12. Bible Study Discussion and Prayer Groups	Community	MODERATE DIVERGENCE	
	Congregation	CONVERGENCE	
13. Care for the Terminally Ill	Community	LOW DIVERGENCE	
	Congregation	LOW DIVERGENCE	
14. Day Care Services	Community	MODERATE DIVERGENCE	
	Congregation	LOW DIVERGENCE	
15. Sports or Camping Programs	Community	LOW DIVERGENCE	
	Congregation	LOW DIVERGENCE	
16. Adult Theological Discussion Groups	Community	LOW DIVERGENCE	
	Congregation	CONVERGENCE	
17. Divorce Recovery	Community	LOW DIVERGENCE	
	Congregation	CONVERGENCE	



# Life's Satisfaction

"How do we feel about our lives?"

## BACKGROUND

Part Six of Context draws from your congregational surveys to present how your congregation feels about various areas of their lives. Respondents rated their degree of satisfaction or dissatisfaction with a broad range of life issues from relationships with spouses to general satisfaction with the church.

In the analysis of Part Six, the *ideal* is defined as all respondents very satisfied in each general area of life. The extent to which they have expressed dissatisfaction with a particular area of their lives represents divergence from that ideal. On the other hand, the more people who express satisfaction with a particular area, the closer to convergence with the ideal. In reality, it is very rare for any group of people to express uniformly high satisfaction; however, when you have completed this part of Context, you should have a more complete picture of which areas seem to be causing the most satisfaction and those which are causing the most discontent. With further reflection and discussion, some of these areas may represent potential opportunities to your congregation while others may represent potential threats to a viable future.

## HOW TO READ PART SIX

In this part of Context, the GapThemes are actual areas of life such as *Relationship to God* and *My Health*. The GapThemes continue to be sorted beginning with those areas where there is highest divergence between the the ideal of high satisfaction and the actual ratings of the congregation and ending with those areas where there seems to be the highest overall satisfaction. Each GapTheme has the following characteristics:

- A Divergence summary bar which captures the results of the analysis for the congregation with a brief phrase (i.e., *High Divergence*) and a simple graphical bar referred to as a *Divergence Indicator* that illustrates the amount of divergence or convergence.
- Directly below the Divergence summary text, is a phrase indicating the percentage of the congregational respondents who rated that particular area of life. This allows you to contextualize the rating. For example, if only 10% of the respondents rated a particular area and it was rated very dissatisfied, you may want to explore further whether this is actually a serious issue for the larger congregation or a serious issue for a smaller portion of the congregation.

## DISCUSSION

- Which GapThemes have the greatest divergence?
- Which GapThemes have the greatest convergence?
- Is this surprising to you? Why? or Why not?





status

# ReVision Context 2016

Part 6

## Life's Satisfaction "How do we feel about our lives?"

Prepared For:

**The Village Church**

Date Prepared: December 22, 2016

GAP THEME (Sorted By Divergence)	SUMMARY (How many respondents rated this area?)	DIVERGENCE INDICATOR (How far are we from feeling very satisfied?)
1. SPIRITUAL DEVELOPMENT OF MY FAMILY	<b>HIGH DIVERGENCE</b> (93% of respondents rated this area)	 IDEAL
2. SHARING MY FAITH WITH OTHERS	<b>MODERATE DIVERGENCE</b> (96% of respondents rated this area)	 IDEAL
3. IF DIVORCED, RELATIONSHIP WITH FORMER SPOUSE	<b>MODERATE DIVERGENCE</b> (20% of respondents rated this area)	 IDEAL
4. MY ACTUAL MINISTRY INVOLVEMENT IN CHURCH	<b>MODERATE DIVERGENCE</b> (97% of respondents rated this area)	 IDEAL
5. PERSONAL BIBLE STUDY AND PRAYER	<b>MODERATE DIVERGENCE</b> (91% of respondents rated this area)	 IDEAL
6. RELATIONSHIP WITH MY EXTENDED FAMILY	<b>MODERATE DIVERGENCE</b> (98% of respondents rated this area)	 IDEAL
7. RELATIONSHIP WITH STEPCHILDREN	<b>MODERATE DIVERGENCE</b> (30% of respondents rated this area)	 IDEAL
8. MY HEALTH	<b>MODERATE DIVERGENCE</b> (97% of respondents rated this area)	 IDEAL
9. PERSONAL SPIRITUAL GROWTH	<b>LOW DIVERGENCE</b> (97% of respondents rated this area)	 IDEAL
10. MY PERSONAL FINANCIAL SITUATION	<b>LOW DIVERGENCE</b> (98% of respondents rated this area)	 IDEAL



status

# ReVision Context 2016

Part 6

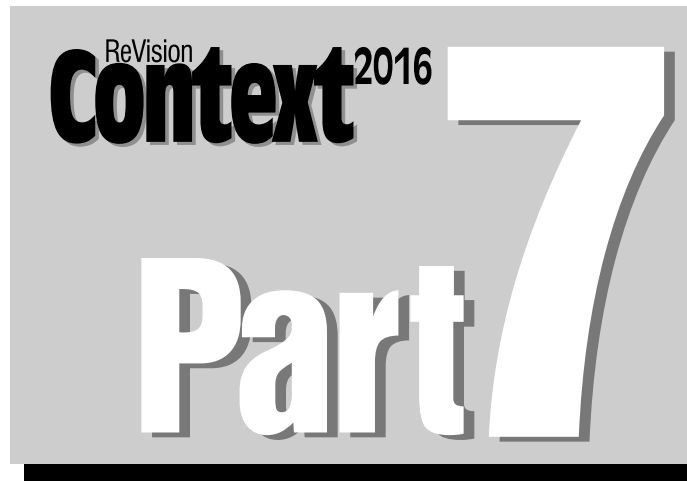
## Life's Satisfaction "How do we feel about our lives?"

Prepared For:

**The Village Church**

Date Prepared: December 22, 2016

GAPTHEME (Sorted By Divergence)	SUMMARY (How many respondents rated this area?)	DIVERGENCE INDICATOR (How far are we from feeling very satisfied?)
11. PERSONAL RELATIONSHIPS WITH PEOPLE IN CHURCH	LOW DIVERGENCE (97% of respondents rated this area)	
12. MY CHILDREN'S EDUCATIONAL ENVIRONMENT	LOW DIVERGENCE (65% of respondents rated this area)	
13. MY JOB/CAREER	LOW DIVERGENCE (71% of respondents rated this area)	
14. MY FAMILY LIFE	LOW DIVERGENCE (99% of respondents rated this area)	
15. QUALITY OF LIFE IN MY COMMUNITY	LOW DIVERGENCE (99% of respondents rated this area)	
16. RELATIONSHIP WITH GOD	LOW DIVERGENCE (97% of respondents rated this area)	
17. RELATIONSHIP WITH MY CHILDREN	LOW DIVERGENCE (81% of respondents rated this area)	
18. MY EDUCATION	LOW DIVERGENCE (98% of respondents rated this area)	
19. MARRIAGE RELATIONSHIP WITH MY SPOUSE	CONVERGENCE (84% of respondents rated this area)	
20. GENERAL SATISFACTION WITH THE CHURCH	CONVERGENCE (99% of respondents rated this area)	



# Health & Wholeness

## "Where are people distressed?"

### BACKGROUND

Congratulations! You have made it to the final section of Context. In Part Seven, community concern data is evaluated to identify those areas of life in which people in the community are likely to be experiencing concern and distress. At the same time, you will see the congregation's level of concern in the same area and can easily compare it with the community. In this part of Context, the ideal is defined as no distress in a particular theme area. The extent to which the community or congregation expresses concern about that area represents divergence from this ideal. The information in this part is based entirely upon the Primary Concerns section of the survey. It does not include any of the information from Part 6 which is available only for the congregation.

When you have completed your review of Part Seven, you will have a clearer picture of the areas of life about which the community and congregation are most concerned. With further reflection and discussion, you may again find ministry opportunities as well as potential threats to your congregation's future.

Hopefully, if you have thoroughly studied and reflected upon the previous parts of Context, you will begin to visualize a larger "picture" emerging which transcends the specific details of individual GapThemes or pieces of data. This larger picture is your emerging mental portrait of *The Gap* between "what is" and "what ought to be" as it uniquely appears in your congregation's mission context.

### HOW TO READ PART SEVEN

In this part of Context, the GapThemes are areas of primary concern which have been organized into seven main categories. Again, they have been sorted beginning with those areas where there is highest divergence from the ideal and ending with those areas with the highest convergence with the ideal. Each GapTheme has the following characteristics:

- Two Divergence summary bars which capture the results of the analysis for both the community and congregation with a brief phrase (i.e., *High Divergence*) and a simple graphical bar referred to as a *Divergence Indicator* that illustrates the amount of divergence or convergence.
- Under each GapTheme name is a list of all the primary concerns which were combined to create the larger category.

### DISCUSSION

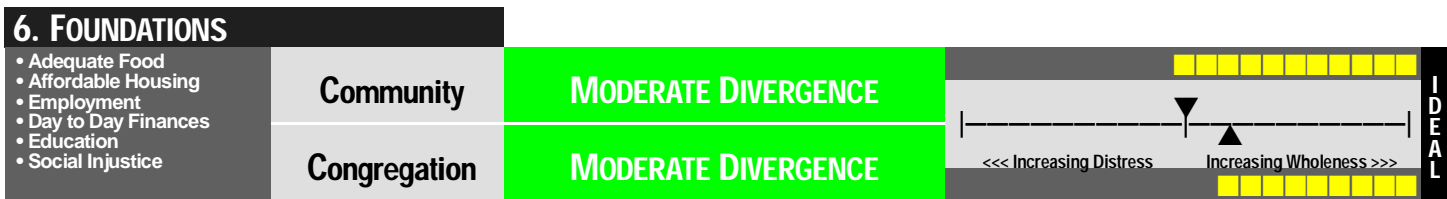
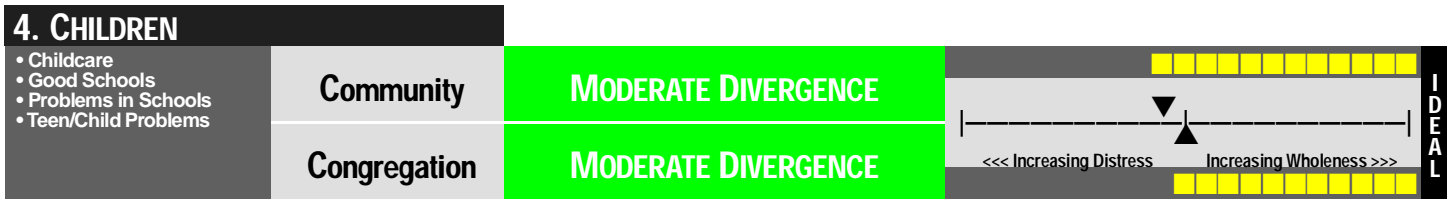
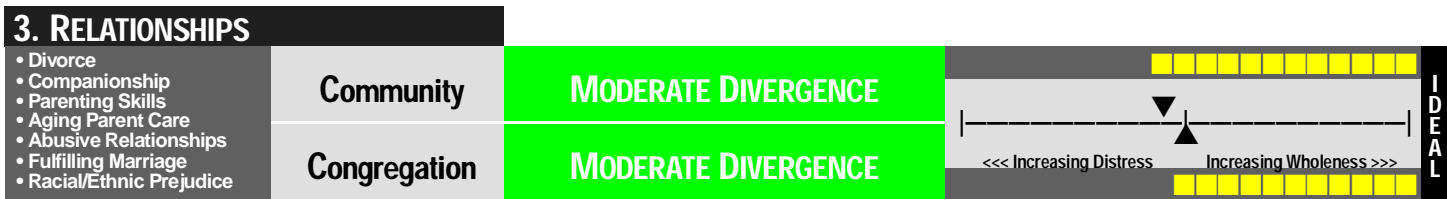
When you have completed the Context report, discuss the following questions:

- What are the 3 to 5 most significant discoveries you have made?
- What 3 to 5 findings concern you the most?
- What are the 3 to 5 most significant opportunities you see for your congregation?



Prepared For:  
**The Village Church**  
Date Prepared: December 22, 2016

**DIVERGENCE BETWEEN CURRENT CONDITION AND "THE IDEAL"**



**OUR MINISTRY ENVIRONMENT IS COMPLEX AND MULTI-FACETED. HOW CAN CONTEXT SUMMARIZE IT IN JUST A FEW PAGES?**

Studied in enough detail, every organizational environment can seem incomprehensibly complex. However, if you hope to make competent decisions about future direction, you must find a way to reduce the details (i.e., complexity) to a manageable level. Clearly, the only way Context can assist you in this process is by masking the many unnecessary details and focusing your attention on a smaller number of important themes in a logical sequence. Percept refers to this approach as the *Percept Information Principle*.

**WHAT IS THE PERCEPT INFORMATION PRINCIPLE?**

The Percept Information Principles states that *information must answer the right planning question at the appropriate time for meaningful perceptions to be formed*. In any planning or reflection process, there is always more information obtainable than your group can hope to make sense of. The challenge is to gather and review the right information at the right time to develop accurate and useful perceptions about your environment.

**SO WE NEED MANAGEABLE DETAIL, WHO DECIDES WHAT THEMES ARE IN CONTEXT?**

Since 1987, Percept has joined with over 40,000 local congregations and hundreds of church governing bodies to assist them in better understanding their environmental context. By creatively using census and other demographic data, custom research and local surveys, Percept has developed numerous tools and methodologies that have proven themselves time and again to be the most effective resources available for church planning and development. The GapThemes and Divergence Analysis used in Context are examples of these tools.

**WHERE DOES PERCEPT GET THEIR INFORMATION?**

The community information provided in Context is derived from many reliable sources. Much of the information comes from the latest census conducted by the U.S. Census Bureau. Demographic updates and projections are provided by Claritas, the recognized leader in the demographic industry for over 20 years. Religious-related data is derived from Percept's exclusive *Ethos* database, the only comprehensive source of local community religious projections available in the United States. The high value and accuracy of the Ethos database has contributed to Percept being honored as one of the top 100 Information Resource firms in the country by *American Demographics* magazine.

**WHAT IS A GAPTHEME?**

A GapTheme is simply a piece of information which can be easily compared between two groups such as a congregation and the community or between a group and some "ideal" condition. For example, the overall education level of the total population within the community can easily be compared to the education level of your congregation. Doing so, you may discover that they are at similar levels or that one is different from the other. This comparison is referred to as Divergence Analysis.

**HOW ARE GAPTHEMES CREATED?**

It is important to note that many of the different GapThemes in the Context report are actually created from several different and more detailed variables. For instance, GapTheme 5: *Education Levels*

computed using three different sub-variables: *High School Graduates*, *College Graduates* and the percentage of the population enrolled in college. While you can easily review the details of each of these three breakdowns (for both the congregation and the community), your strategic planning process will most likely bog down if you spend much time in the details beyond the overall GapTheme. In addition, your comparison between the congregation and community will be more burdensome, since you have many more comparisons to make. Keep in mind that the goal behind the design of Context is not to exhaust you with detail, but rather provide the overall essence of each theme area, so you can quickly gain the insight you need and move on to the next issue.

#### **WHAT IS DIVERGENCE ANALYSIS?**

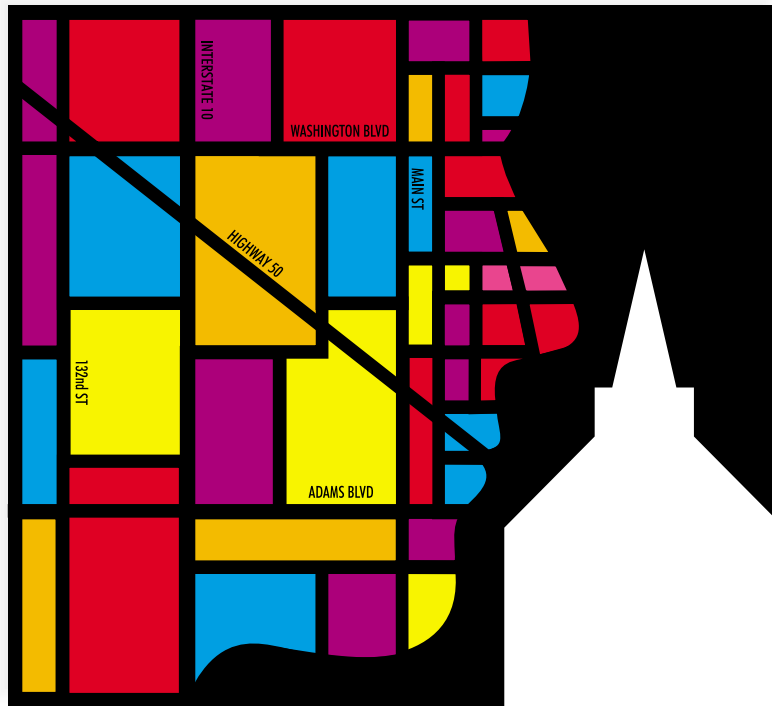
Divergence Analysis is the comparison of two related items (i.e., GapThemes) to assess the extent to which they are alike or different. If they are scored identical, this condition is referred to as *Convergence*. The extent to which they might differ is referred to as *Divergence*. If the difference is slight, it is *Low Divergence*. If the difference is substantial, it is called *High Divergence*. The ultimate purpose of Divergence Analysis is to clarify possible ministry opportunities and uncover possible threats to your congregation's future viability.

#### **IS THERE ANY MORE DETAILED COMMUNITY OR CONGREGATIONAL INFORMATION AVAILABLE?**

Context is delivered with a companion report called *Reference* which contains additional detail about each GapTheme.

#### **WHAT IF I HAVE ADDITIONAL QUESTIONS?**

Context is shipped with a companion resource called *Sourcebook* which describes data sources and explains various methodologies used in Context in much greater detail. Please refer to SourceBook if you have additional questions not covered here.



# ReVision **Context** 2016

## The Village Church

*Address* 736 McCourry Blvd  
Incline Village, NV 89451

*Congregational Surveys* 91

*Community Definition* Selected ZIP Codes

*Date Prepared* December 22, 2016

*Order Identification #* 39743:53930



30211 Banderas, Suite 200, Rancho Santa Margarita, California 92688  
**Phone:** 949.635.1282 **Fax:** 949.635.1283 **Toll Free:** 800.442.6277 **Email:** info@PerceptGroup.com  
**Website:** www.PerceptGroup.com

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

**PART ONE - THE COMMUNITY**

<b>TRENDS</b>	<b>1</b>
POPULATION .....	1
HOUSEHOLDS .....	1
POPULATION BY RACE/ETHNICITY .....	1
POPULATION BY GENDER .....	1
AGE .....	1
INCOME .....	1
POPULATION BY PHASE OF LIFE .....	2
POPULATION BY AGE (DETAIL) .....	2
<b>CENSUS</b>	<b>3</b>
MARITAL STATUS .....	3
FAMILY STRUCTURE .....	3
GROUP QUARTERS .....	4
RACE/ETHNICITY .....	4
EDUCATION .....	5
OCCUPATION .....	5
<b>U.S. LIFESTYLES</b>	<b>6</b>
SEGMENT GROUPS .....	6
INDIVIDUAL SEGMENTS .....	6
<b>ETHOS</b>	<b>8</b>
FAITH INVOLVEMENT .....	8
RELIGIOUS PREFERENCE .....	8
LEADERSHIP PREFERENCE .....	8
PRIMARY CONCERNS .....	9
KEY VALUES .....	10
HOUSEHOLD CONTRIBUTIONS .....	10
<b>CHURCH PREFERENCES</b>	<b>11</b>
PROGRAM PREFERENCES .....	11
WORSHIP STYLE .....	12
MUSIC STYLE .....	12
MISSION EMPHASIS .....	13
CHURCH ARCHITECTURE .....	13

**PART TWO - THE CONGREGATION**

<b>CHURCH PARTICIPATION</b>	<b>14</b>
MEMBERSHIP .....	14
DISTANCE .....	14
DENOMINATIONAL TRADITION .....	15
FAITH INVOLVEMENT .....	15
CHURCH INVOLVEMENT .....	16
ATTENDANCE .....	17
LEADERSHIP POSITIONS .....	17
FRIENDS IN CONGREGATION .....	17
CONTRIBUTIONS .....	17
<b>CHURCH PREFERENCES</b>	<b>18</b>
SPIRITUAL DEVELOPMENT .....	18
PERSONAL DEVELOPMENT .....	18
COMMUNITY/SOCIAL SERVICE .....	18
RECREATION .....	18
WORSHIP STYLE .....	18
MUSIC STYLE .....	19
MISSION EMPHASIS .....	19
CHURCH ARCHITECTURE .....	19
<b>PRIMARY CONCERNS</b>	<b>20</b>
THE BASICS .....	20
FAMILY PROBLEMS .....	20
COMMUNITY PROBLEMS .....	20
HOPES AND DREAMS .....	20
SPIRITUAL/PERSONAL .....	20
<b>LIFE'S SATISFACTIONS</b>	<b>21</b>
<b>BACKGROUND INFORMATION</b>	<b>25</b>
AGE/GENERATION/MARITAL STATUS .....	25
SPOUSE/CHILDREN .....	26
RACE/ETHNICITY/INCOME/EDUCATION .....	27
EMPLOYMENT/TOP ZIP CODES .....	28
RESIDENCE/MOVING/COMMUNITY ACTIVITIES/SEX .....	29
<b>RATING OUR CHURCH PROGRAMS</b>	<b>30</b>
<b>CHURCH LEADERSHIP (OPTIONAL)</b>	<b>34</b>





reference

# ReVision Context 2016

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

POPULATION						
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
	2000 Census	2010 Census	2017 Update	2022 Projection		
▲ Population	36,014	40,626	43,197	45,424		
Population Change		4,612	2,571	2,227		
Percentage Change		12.8%	6.3%	5.2%		
Average Annual Growth Rate		1.3%	0.9%	1.0%		
▲ Density (Pop. per square mile)	164	186	197	207		
HOUSEHOLDS						
▲ Households	14,133	16,448	17,513	18,428		
Household Change		2,315	1,065	915		
Percentage Change		16.4%	6.5%	5.2%		
Average Annual Growth Rate		1.6%	0.9%	1.0%		
↓ Persons Per Household	2.52	2.44	2.44	2.43		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2017 Update		2022 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	32,288	79.5%	33,778	78.2%	35,067	77.2%
↓ African-American (Non-Hisp)	228	0.6%	240	0.6%	248	0.5%
▲ Hispanic/Latino	5,890	14.5%	6,503	15.1%	7,056	15.5%
▲ Asian/Other (Non-Hisp)	2,218	5.5%	2,678	6.2%	3,049	6.7%
POPULATION BY GENDER						
▲ Female	19,860	48.9%	21,336	49.4%	22,529	49.6%
↓ Male	20,768	51.1%	21,861	50.6%	22,896	50.4%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	3,728	9.2%	6,500	15.0%	8,793	19.4%
↓ Millennials (Born 1982 to 2001)	9,385	23.1%	9,904	22.9%	10,377	22.8%
Survivors (Born 1961 to 1981)	10,772	26.5%	11,312	26.2%	12,248	27.0%
↓ Boomers (Born 1943 to 1960)	11,974	29.5%	12,386	28.7%	11,715	25.8%
↓ Silents (Born 1925 to 1942)	4,329	10.7%	3,026	7.0%	2,292	5.0%
↓ Builders (Born 1924 and earlier)	491	1.2%	75	0.2%	4	0.0%
AGE						
▲ Average Age	41.8		44.2		45.5	
▲ Median Age	44.2		47.5		49.4	
INCOME						
Average Household Income	\$115,079		\$111,498		\$118,149	
Median Household Income	\$87,510		\$85,752		\$90,466	
Per Capita Income	\$46,591		\$45,204		\$47,932	



reference

# ReVision Context<sup>2016</sup>

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2017 Update		2022 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	3,392	20.6%	3,711	21.2%	4,393	23.8%
↓ \$100,000 to \$149,999	3,362	20.4%	3,368	19.2%	3,486	18.9%
\$75,000 to \$99,999	2,021	12.3%	2,254	12.9%	2,348	12.7%
↓ \$50,000 to \$74,999	2,914	17.7%	2,802	16.0%	2,895	15.7%
↓ \$35,000 to \$49,999	1,755	10.7%	1,708	9.8%	1,689	9.2%
↓ \$25,000 to \$34,999	1,271	7.7%	1,290	7.4%	1,282	7.0%
\$15,000 to \$24,999	862	5.2%	1,114	6.4%	1,092	5.9%
Under \$15,000	870	5.3%	1,265	7.2%	1,244	6.8%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	1,870	4.6%	1,748	4.0%	1,849	4.1%
↓ Required Formal Schooling (5-17)	6,345	15.6%	5,770	13.4%	5,435	12.0%
College Years, Career Starts (18-24)	3,140	7.7%	3,527	8.2%	3,596	7.9%
▲ Singles and Young Families (25-34)	4,208	10.4%	4,932	11.4%	5,532	12.2%
↓ Families, Empty Nesters (35-54)	11,814	29.1%	10,220	23.7%	9,652	21.2%
Enrichment Years Singles/Couples (55-64)	7,013	17.3%	7,785	18.0%	7,875	17.3%
▲ Retirement Opportunities (65+)	6,288	15.5%	9,219	21.3%	11,490	25.3%
POPULATION BY AGE (DETAIL)						
Under 5 years	1,870	4.6%	1,748	4.0%	1,849	4.1%
↓ 5 to 9 years	2,323	5.7%	1,923	4.5%	1,872	4.1%
↓ 10 to 14 years	2,455	6.0%	2,327	5.4%	2,043	4.5%
↓ 15 to 17 years	1,567	3.9%	1,520	3.5%	1,520	3.3%
18 to 20 years	1,344	3.3%	1,502	3.5%	1,509	3.3%
21 to 24 years	1,796	4.4%	2,025	4.7%	2,087	4.6%
▲ 25 to 29 years	2,198	5.4%	2,475	5.7%	2,985	6.6%
30 to 34 years	2,010	4.9%	2,457	5.7%	2,547	5.6%
35 to 39 years	2,296	5.7%	2,134	4.9%	2,325	5.1%
↓ 40 to 44 years	2,756	6.8%	2,190	5.1%	2,165	4.8%
↓ 45 to 49 years	3,270	8.0%	2,760	6.4%	2,182	4.8%
↓ 50 to 54 years	3,492	8.6%	3,136	7.3%	2,980	6.6%
↓ 55 to 59 years	3,603	8.9%	3,796	8.8%	3,674	8.1%
▲ 60 to 64 years	3,410	8.4%	3,989	9.2%	4,201	9.2%
▲ 65 to 69 years	2,448	6.0%	3,371	7.8%	3,864	8.5%
▲ 70 to 74 years	1,631	4.0%	2,748	6.4%	3,920	8.6%
▲ 75 to 84 years	1,664	4.1%	2,355	5.5%	2,820	6.2%
▲ 85 or more years	545	1.3%	745	1.7%	886	2.0%



reference

# ReVision Context<sup>2016</sup>

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2017)</b>	37,201			
↓ Single (Never Married)	9,725	26.1%	33.0%	79
Married	21,734	58.4%	50.1%	117
Divorced/Widowed	5,740	15.4%	16.9%	91
<b>Marital Status Females 15 and Older (2017)</b>	18,404			
↓ Single (Never Married)	3,718	20.2%	29.9%	68
▲ Married	<b>11,260</b>	<b>61.2%</b>	<b>48.7%</b>	<b>126</b>
Divorced/Widowed	3,426	18.6%	21.4%	87
<b>Marital Status Males 15 and Older (2017)</b>	18,797			
Single (Never Married)	6,007	32.0%	36.2%	88
Married	10,476	55.7%	51.5%	108
Divorced/Widowed	2,314	12.3%	12.3%	100
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2017)</b>	17,513			
Married Couple	9,997	57.1%	48.5%	118
Other Family - Male Head of Household	707	4.0%	4.9%	82
↓ Other Family - Female Head of Household	1,096	6.3%	13.0%	48
Non Family - Male Head of Household	3,080	17.6%	15.8%	111
Non Family - Female Head of Household	2,633	15.0%	17.7%	85
<b>Households With Children 0 to 18 (2017)</b>	4,845			
Married Couple Family	3,652	75.4%	65.3%	115
Other Family - Male Head of Household	454	9.4%	8.5%	111
↓ Other Family - Female Head of Household	680	14.0%	25.3%	55
▲ Non Family	<b>58</b>	<b>1.2%</b>	<b>1.0%</b>	<b>124</b>
<b>Population By Household Type (2017)</b>	43,197			
↓ Group Quarters	499	1.2%	2.5%	46



Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2017)</b>	499			
↓ Correctional Facilities	0	0.0%	29.9%	0
College Dorms	148	29.7%	32.0%	93
↓ Military	0	0.0%	4.2%	0
Nursing Homes	266	53.3%	18.7%	284
Other	85	17.0%	15.2%	112
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2017)</b>	43,197			
▲ White (Non-Hispanic)	33,778	78.2%	60.8%	129
↓ African-American (Non-Hisp)	240	0.6%	12.4%	4
Hispanic/Latino	6,503	15.1%	18.0%	83
↓ Native American (Non-Hisp)	202	0.5%	0.7%	64
↓ Asian (Non-Hisp)	1,552	3.6%	5.5%	66
Hawaiian & Pacific Islander (Non-Hisp)	68	0.2%	0.2%	92
Other Races & Multiple Races (Non-Hisp)	857	2.0%	2.4%	81
<b>Asian Population By Race (2017)</b>	1,584			
Chinese	361	22.8%	22.3%	102
↓ Japanese	41	2.6%	5.0%	52
Indian	347	21.9%	19.6%	112
↓ Korean	47	3.0%	9.6%	31
Vietnamese	209	13.2%	11.0%	120
Other Asian Races	579	36.6%	32.5%	113
<b>Hispanic/Latino Population By Race (2017)</b>	6,503			
▲ White	4,217	64.8%	53.0%	122
↓ African-American	21	0.3%	2.5%	13
↓ Native American	50	0.8%	1.4%	56
Asian	32	0.5%	0.4%	118
↓ Other Races & Multiple Races	2,183	33.6%	42.7%	79
<b>Hispanic/Latino Population By Origin (2017)</b>	6,503			
▲ Mexican	5,337	82.1%	62.3%	132
↓ Puerto Rican	125	1.9%	9.5%	20
↓ Cuban	52	0.8%	3.6%	22
↓ Other Hispanic Origin	991	15.2%	24.6%	62



reference

# ReVision Context<sup>2016</sup>

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	10,114			
▲ Pre-Primary (Public)	454	4.5%	3.4%	131
Pre-Primary (Private)	268	2.6%	2.6%	101
Elementary/High School (Public)	5,633	55.7%	58.9%	95
▲ Elementary/High School (Private)	962	9.5%	6.6%	143
Enrolled in College	2,796	27.6%	28.4%	97
<b>Population By Education Completed (Age 25 and over) (2017)</b>	32,152			
↓ Elementary (Less than 9 years)	850	2.6%	5.8%	46
↓ Some High School (9 to 11 years)	1,067	3.3%	7.7%	43
↓ High School Graduate (12 years)	4,467	13.9%	27.8%	50
Some College (13 to 15 years)	7,245	22.5%	21.1%	107
Associate Degree	2,460	7.7%	8.0%	95
▲ Bachelor's Degree	9,972	31.0%	18.4%	168
▲ Graduate Degree	6,095	19.0%	11.2%	170
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2017)</b>	21,993			
TOTAL WHITE COLLAR	15,473	70.4%	61.4%	115
▲ Executive and Managerial	3,481	15.8%	9.9%	161
▲ Professional Specialty	4,766	21.7%	16.6%	130
Technical Support	2,143	9.7%	8.3%	117
Sales	2,605	11.8%	10.8%	110
↓ Administrative Support & Clerical	2,478	11.3%	15.7%	72
↓ TOTAL BLUE COLLAR	6,523	29.7%	38.6%	77
Service: Private Households	891	4.1%	3.7%	110
↓ Service: Protective	346	1.6%	2.2%	71
Service: Other	1,671	7.6%	7.5%	101
↓ Farming, Forestry & Fishing	8	0.0%	0.7%	5
↓ Precision Production and Craft	1,638	7.4%	11.0%	68
↓ Operators and Assemblers	387	1.8%	3.2%	55
↓ Transportation and Material Moving	769	3.5%	6.2%	56
Laborers	813	3.7%	4.0%	92
<b>EMPLOYMENT</b>				



reference

# ReVision Context<sup>2016</sup>

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	9,862	56.3%	15.1%	373
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	3,128	17.9%	31.4%	57
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,890	10.8%	14.7%	74
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	781	4.5%	13.1%	34
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	722	4.1%	6.9%	60
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	480	2.7%	18.4%	15

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Educated Mid-Life Families	5,959	34.0%	3.4%	997
15	Reliable Young Starters	1,767	10.1%	4.3%	237
10	Suburban Mid-Life Families	1,720	9.8%	5.5%	177
14	Secure Mid-Life Families	1,650	9.4%	0.7%	1438
6	Prosperous New Country Families	1,521	8.7%	2.1%	407
50	Unclassified Households	608	3.5%	0.2%	1597
16	Established Country Families	542	3.1%	6.4%	48
35	Laboring Country Families	519	3.0%	2.7%	108
7	Prosperous and Mature	384	2.2%	0.5%	407
1	Traditional Affluent Families	382	2.2%	3.5%	63
25	Working Country Consumers	289	1.7%	4.1%	40
32	Working Urban Life	270	1.5%	1.7%	93
23	Established Empty-Nesters	244	1.4%	3.4%	41
40	Surviving Urban Diversity	205	1.2%	4.0%	29
20	Cautious and Mature	189	1.1%	2.6%	41
3	Mid-Life Prosperity	181	1.0%	1.5%	68
5	Prosperous Diversity	157	0.9%	3.1%	29
18	Working Urban Families	139	0.8%	4.0%	20
28	Building Country Families	111	0.6%	2.8%	23
26	Working Suburban Families	106	0.6%	0.1%	507



reference

# ReVision Context<sup>2016</sup>

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
27	Country Family Diversity	99	0.6%	0.3%	166
9	Educated Working Families	82	0.5%	0.1%	557
21	Mature and Stable	66	0.4%	0.6%	66
8	Rising Potential Professionals	51	0.3%	2.3%	12
49	Exception Households	51	0.3%	0.2%	117
29	Working Country Families	49	0.3%	1.0%	29
19	Educated and Promising	46	0.3%	0.1%	335
22	Mature and Established	33	0.2%	1.8%	11
30	Urban Senior Life	28	0.2%	0.8%	19
39	New Beginning Urbanites	25	0.1%	2.8%	5
31	Mature Country Families	22	0.1%	0.5%	23
2	Professional Affluent Families	12	0.1%	0.8%	9
33	Laboring Rural Families	8	0.0%	0.1%	33
45	Struggling Urban Diversity	4	0.0%	2.5%	1
11	Young Suburban Families	1	0.0%	3.0%	0
12	Educated New Starters	1	0.0%	2.9%	0
44	Laboring Urban Life	1	0.0%	0.1%	8
38	Rural Working Families	0	0.0%	8.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
<b>TOTALS</b>		<b>17,522</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



reference

# ReVision Context<sup>2016</sup>

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

### FAITH INVOLVEMENT INDICATOR

#### Estimated 2017 Households Likely to Be:

↓ Strongly Involved with Their Faith	28.6%	35.4%	81
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	48.0%	34.7%	138

#### Estimated 2017 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.9%	22.1%	81
Decreased Their Involvement with Their Faith in the Last 10 Years	21.7%	23.7%	92

### RELIGIOUS PREFERENCE INDICATOR

#### Estimated 2017 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	137
↓ Baptist	7.3%	16.1%	45
↓ Catholic	19.9%	23.7%	84
▲ Congregational	2.2%	2.0%	114
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.8%	0.4%	191
Episcopal	2.8%	2.9%	96
↓ Holiness	0.3%	0.8%	32
Jehovah's Witnesses	0.9%	1.1%	90
Judaism	3.2%	3.2%	102
Lutheran	6.6%	7.2%	92
↓ Methodist	5.4%	10.1%	54
▲ Mormon	5.4%	1.8%	308
▲ New Age	1.3%	0.6%	225
▲ Non-Denominational / Independent	10.2%	6.9%	147
↓ Orthodox	0.2%	0.3%	77
Pentecostal	2.4%	2.4%	97
▲ Presbyterian / Reformed	5.5%	4.6%	120
▲ Unitarian / Universalist	1.0%	0.7%	141
▲ Interested but No Preference	5.5%	3.9%	141
▲ Not Interested and No Preference	18.4%	11.1%	166
▲ Likely to Have Changed Their Preference in the Last 10 Years	19.1%	16.8%	114

### LEADERSHIP PREFERENCE INDICATOR

#### Estimated 2017 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.2%	4.0%	130
↓ Lets them do what they want and is supportive	9.6%	11.7%	82
Lets them do what they want and stays out of the way	5.0%	4.8%	104
Works with them on deciding what to do and helps them do it	80.2%	79.6%	101





Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

**PRIMARY CONCERN INDICATOR**

**Estimated 2017 Households Likely to Be Primarily Concerned With:**

**THE BASICS:**

Maintaining Personal Health	40.0%	43.5%	92
↓ Finding/Providing Health Insurance	22.4%	29.0%	77
↓ Day-to-Day Financial Worries	27.9%	31.6%	88
Finding Employment Opportunities	14.0%	14.4%	97
Finding Affordable Housing	10.8%	11.3%	95
↓ Providing Adequate Food	5.8%	8.6%	68
Finding Child Care	6.2%	6.3%	98

**FAMILY PROBLEMS:**

Dealing With Alcohol/Drug Abuse	15.1%	16.7%	90
Dealing With Teen / Child Problems	19.7%	20.7%	95
Finding/Providing Aging Parent Care	17.1%	15.5%	110
↓ Dealing With Abusive Relationships	9.3%	11.4%	82
↓ Dealing With Divorce	3.7%	4.5%	83

**COMMUNITY PROBLEMS:**

Neighborhood Crime and Safety	27.0%	27.0%	100
Finding/Providing Good Schools	25.6%	23.5%	109
Dealing with Problems in Schools	12.7%	13.6%	93
Dealing With Racial / Ethnic Prejudice	12.1%	13.1%	93
▲ Dealing With Neighborhood Gangs	10.6%	8.5%	125
▲ Dealing with Social Injustice	13.4%	11.3%	118

**HOPES AND DREAMS:**

▲ Achieving Long-term Financial Security	57.5%	50.6%	114
▲ Finding Time for Recreation / Leisure	30.6%	25.3%	121
Finding Better Quality Healthcare	22.0%	23.9%	92
Finding A Satisfying Job / Career	20.1%	19.3%	104
Finding Retirement Opportunities	18.2%	18.9%	96
▲ Achieving A Fulfilling Marriage	26.9%	22.3%	121
▲ Developing Parenting Skills	17.5%	14.7%	119
▲ Achieving Educational Objectives	8.7%	7.5%	116

**SPIRITUAL / PERSONAL:**

Dealing With Stress	29.2%	29.8%	98
Finding Companionship	16.2%	17.3%	94
↓ Finding A Good Church	10.5%	15.2%	69
↓ Finding Spiritual Teaching	10.2%	12.9%	79
▲ Finding Life Direction	16.1%	14.0%	115



Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

**KEY VALUES INDICATOR**

**Estimated 2017 Households Likely to Agree With the Following Statements:**

<b>GOD:</b>			
"I believe there is a God"	82.0%	84.5%	97
"God is actively involved in the world including nations and their governments"	57.6%	63.8%	90
<b>SOCIETY:</b>			
"It is important to preserve the traditional American family structure"	89.8%	91.5%	98
"A healthy environment has become a national crisis"	83.5%	82.8%	101
"Public education is essential to the future of American society"	94.7%	94.0%	101
<b>INSTITUTIONAL ROLES:</b>			
↓ "Government should be the primary provider of human welfare services"	43.0%	50.1%	86
"The role of Churches / Synagogues is to help form and support moral values"	79.0%	81.1%	97
"Churches and religious organizations should provide more human services"	59.7%	62.6%	95
<b>RACIAL / ETHNIC CHANGE:</b>			
"The United States must open its doors to all people groups"	35.0%	36.3%	96
"The changing racial / ethnic face of America is a threat to our national heritage"	36.3%	36.3%	100

**HOUSEHOLD CONTRIBUTION INDICATOR**

**Estimated 2017 Households Likely to Contribute:**

<b>TO CHURCHES AND RELIGIOUS ORGANIZATIONS:</b>			
More than \$100 per year	62.7%	59.8%	105
▲ More than \$500 per year	34.5%	31.2%	111
▲ More than \$1,000 per year	20.5%	17.4%	118
<b>TO CHARITIES:</b>			
▲ More than \$100 per year	40.8%	33.7%	121
▲ More than \$500 per year	12.3%	6.8%	181
▲ More than \$1,000 per year	4.4%	2.3%	191
<b>TO COLLEGES AND UNIVERSITIES:</b>			
▲ More than \$100 per year	20.8%	16.1%	129
▲ More than \$500 per year	6.3%	4.3%	147
▲ More than \$1,000 per year	4.0%	2.2%	182



reference

# ReVision Context 2016

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

### CHURCH PROGRAM PREFERENCE INDICATOR

#### Estimated 2017 Households If Looking for a New Church Likely to Express as Most Important:

<b>SPIRITUAL DEVELOPMENT:</b>			
↓ Bible Study Discussion and Prayer Groups	32.3%	41.1%	79
Adult Theological Discussion Groups	21.7%	22.5%	96
↓ Spiritual Retreats	10.3%	11.6%	89
<b>PERSONAL DEVELOPMENT:</b>			
▲ Marriage Enrichment Opportunities	17.0%	15.2%	112
Parent Training Programs	8.5%	7.8%	109
↓ Twelve Step Programs	2.5%	3.5%	71
↓ Divorce Recovery	2.0%	2.4%	83
<b>COMMUNITY/SOCIAL SERVICES:</b>			
Personal or Family Counseling	20.4%	22.5%	90
↓ Care for the Terminally Ill	12.4%	15.7%	79
↓ Food and Clothing Resources	7.8%	11.1%	70
Day Care Services	6.0%	6.1%	99
Church Sponsored Day-School	5.9%	5.7%	103
<b>RECREATION:</b>			
▲ Youth Social Programs	34.4%	29.7%	116
Family Activities and Outings	34.6%	32.8%	105
Active Retirement Programs	24.9%	26.8%	93
▲ Cultural Programs (Music, Drama, Art)	24.2%	18.9%	128
▲ Sports or Camping	8.1%	6.3%	127

SUMMARY	
↓ Spiritual Development Index	86
Personal Development Index	104
↓ Community/Social Services Index	86
Recreation Index	110



reference

# ReVision Context<sup>2016</sup>

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

### WORSHIP STYLE INDICATOR

#### Estimated 2017 Households Likely to Prefer Church Worship which is:

##### PART 1:

A. Emotionally Uplifting	24.0%	26.4%	91
▲ B. Intellectually Challenging	14.5%	11.1%	131
C. Both A and B	37.7%	39.2%	96
D. No Preference or Not Interested	23.8%	23.4%	102

##### PART 2:

A. Traditional/Formal/Ceremonial	20.3%	20.2%	100
▲ B. Contemporary/Informal	30.3%	26.3%	115
C. Both A and B	23.8%	26.5%	90
D. No Preference or Not Interested	25.3%	26.9%	94

### MUSIC STYLE INDICATOR

#### Estimated 2017 Households Likely to Prefer Church Music which is:

##### PART 1:

A. Traditional	23.9%	24.4%	98
▲ B. Contemporary	23.3%	19.7%	118
C. Both A and B	29.3%	31.1%	94
D. No Preference or Not Interested	23.4%	24.8%	95

##### PART 2:

A. Performed by Others	20.3%	18.7%	108
B. Participatory	22.8%	22.9%	99
C. Both A and B	31.6%	32.2%	98
D. No Preference or Not Interested	25.1%	26.2%	96



reference

# ReVision Context<sup>2016</sup>

Part 1

## The Community "Who is out there?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

### MISSION EMPHASIS INDICATOR

#### Estimated 2017 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

##### PART 1:

A. Community	22.9%	22.0%	104
B. Personal Spiritual Development	15.5%	14.3%	108
C. Both A and B	35.9%	37.4%	96
D. No Preference or Not Interested	25.5%	26.3%	97

##### PART 2:

A. Global Mission	6.8%	6.2%	110
B. Local Mission	34.0%	33.3%	102
C. Both A and B	29.0%	30.1%	96
D. No Preference or Not Interested	29.9%	30.4%	98

### CHURCH ARCHITECTURE INDICATOR

#### Estimated 2017 Households Likely to Prefer Church Architecture which is:

##### PART 1:

↓ A. Traditional	23.5%	26.6%	88
▲ B. Contemporary	20.1%	15.9%	126
C. Both A and B	31.9%	32.3%	99
D. No Preference or Not Interested	24.3%	25.1%	97

##### PART 2:

↓ A. Somber/Serious	6.9%	9.4%	74
▲ B. Light and Airy	41.9%	34.7%	121
C. Both A and B	25.0%	27.7%	90
D. No Preference or Not Interested	26.4%	28.2%	94



reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

### SURVEY SECTION ONE: CHURCH PARTICIPATION

<b>1. Is this your church home?</b>	91	100.0%	NA	
A. Yes	90	98.9%	NA	
B. No	1	1.1%	NA	
<b>1a. If yes, how many years?</b>	84	92.3%	NA	
A. 0 to 2 years	20	23.8%	NA	
B. 3 to 5 years	7	8.3%	NA	
C. 6 to 9 years	10	11.9%	NA	
D. 10 to 19 years	26	31.0%	NA	
E. 20 to 29 years	17	20.2%	NA	
F. 30 years and over	4	4.8%	NA	
Average Years	12.7		NA	
Median Years	13.0		NA	
<b>2. Are you a member?</b>	91	100.0%	NA	
A. Yes	80	87.9%	NA	
B. No	11	12.1%	NA	
<b>2a. If yes, how many years?</b>	76	83.5%	NA	
A. 0 to 2 years	23	30.3%	NA	
B. 3 to 5 years	5	6.6%	NA	
C. 6 to 9 years	9	11.8%	NA	
D. 10 to 19 years	21	27.6%	NA	
E. 20 to 29 years	12	15.8%	NA	
F. 30 years and over	6	7.9%	NA	
Average Years	12.2		NA	
Median Years	10.0		NA	
<b>3. How far do you live from this church location? (HH)</b>	66	98.5%	NA	
A. Less than 2 miles	16	24.2%	NA	
B. 2 to 2.9 miles	16	24.2%	NA	
C. 3 to 4.9 miles	15	22.7%	NA	
D. 5 to 9.9 miles	5	7.6%	NA	
E. 10 to 14.9 miles	4	6.1%	NA	
F. 15 to 19.9 miles	2	3.0%	NA	
G. 20 or more miles	10	15.2%	NA	
Average Distance (miles)	11.2		NA	
Median Distance (miles)	3.0		NA	



reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION ONE: CHURCH PARTICIPATION (CONTINUED)</b>				
<b>4. Denomination/Tradition you were raised in?</b>	91	100.0%	NA	
A. Adventist	0	0.0%	NA	
B. Baptist	9	9.9%	NA	
C. Buddhist	0	0.0%	NA	
D. Catholic	11	12.1%	NA	
E. Congregational	5	5.5%	NA	
F. Episcopal	3	3.3%	NA	
G. Holiness	0	0.0%	NA	
H. Islam	0	0.0%	NA	
I. Jehovah's Witness	0	0.0%	NA	
J. Judaism	1	1.1%	NA	
K. Lutheran	7	7.7%	NA	
L. Methodist	11	12.1%	NA	
M. Mormon	0	0.0%	NA	
N. Non-Denominational/Independent	5	5.5%	NA	
O. Orthodox	0	0.0%	NA	
P. Pentecostal	0	0.0%	NA	
Q. Presbyterian/Reformed	31	34.1%	NA	
R. Unitarian/Universalist	0	0.0%	NA	
S. Other	4	4.4%	NA	
T. Not raised in any tradition	4	4.4%	NA	
<b>5a. Faith Involvement Level Now (HH)</b>	66	98.5%	NA	
↓ A. Not Involved (1 to 3)	2	3.0%	48.0%	6
▲ B. Somewhat Involved (4 to 7)	23	34.8%	24.1%	145
▲ C. Strongly Involved (8 to 10)	42	63.6%	28.6%	223
Average Level (1 to 10)	7.8		NA	
Median Level (1 to 10)	8.0		NA	
<b>5b. Faith Involvement Level Ten Years Ago (HH)</b>	62	92.5%	NA	
A. Not Involved (1 to 3)	10	16.1%	NA	
B. Somewhat Involved (4 to 7)	28	45.2%	NA	
C. Strongly Involved (8 to 10)	25	40.3%	NA	
Average Level (1 to 10)	6.5		NA	
Median Level (1 to 10)	7.0		NA	



Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION ONE: CHURCH PARTICIPATION (CONTINUED)</b>				
<b>6. Congregational involvement change last 2 years?</b>	91	100.0%	NA	
A. Increased	43	47.3%	NA	
B. Decreased	7	7.7%	NA	
C. Remained the same	38	41.8%	NA	
D. Does not apply	3	3.3%	NA	
<b>6a. Reasons for increased involvement</b>	47	51.6%	NA	
A. More time available	15	31.9%	NA	
B. Because of children	3	6.4%	NA	
C. Better health	3	6.4%	NA	
D. Accepted office/responsibility in church	23	48.9%	NA	
E. More positive attitude toward the church	12	25.5%	NA	
F. Stronger faith	25	53.2%	NA	
G. Other	9	19.1%	NA	
<b>6b. Reasons for decreased involvement</b>	13	14.3%	NA	
A. Less time available	8	61.5%	NA	
B. Because of children	2	15.4%	NA	
C. Health problems	6	46.2%	NA	
D. Give up office/responsibility in church	4	30.8%	NA	
E. More negative attitude toward church	0	0.0%	NA	
F. Stronger faith	0	0.0%	NA	
G. Other	1	7.7%	NA	





Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

**SURVEY SECTION ONE: CHURCH PARTICIPATION (CONTINUED)**

<b>7. Your average worship attendance over the past year?</b>	91	100.0%	NA	
A. Once or twice every three months	2	2.2%	NA	
B. Once or twice a month	21	23.1%	NA	
C. Weekly	68	74.7%	NA	
<b>8. Number of leadership positions/committees?</b>	91	100.0%	NA	
A. None	33	36.3%	NA	
B. One	19	20.9%	NA	
C. Two	23	25.3%	NA	
D. Three	11	12.1%	NA	
E. Four or more	5	5.5%	NA	
<b>9. Number of close friends in congregation?</b>	91	100.0%	NA	
A. None	26	28.6%	NA	
B. One	13	14.3%	NA	
C. Two	21	23.1%	NA	
D. Three	14	15.4%	NA	
E. Four	7	7.7%	NA	
F. Five or more	10	11.0%	NA	
<b>10. Annual Household Contribution to Congregation? (HH)</b>	64	70.3%	NA	
A. Under \$100	6	9.4%	NA	
B. \$100 to \$249	2	3.1%	NA	
C. \$250 to \$499	4	6.3%	NA	
D. \$500 to \$999	9	14.1%	NA	
E. \$1,000 to \$1,499	9	14.1%	NA	
F. \$1,500 to \$1,999	6	9.4%	NA	
G. \$2,000 to \$2,499	7	10.9%	NA	
H. \$2,500 to \$3,499	3	4.7%	NA	
I. \$3,500 to \$4,999	3	4.7%	NA	
J. \$5,000 to \$7,499	7	10.9%	NA	
K. \$7,500 to \$9,999	5	7.8%	NA	
L. \$10,000 or more	5	7.8%	NA	
Average Annual Household Contribution	\$ 3,081		NA	
Median Annual Household Contribution	\$ 1,750		NA	
Average Contribution as a percent of Average HH Income	3.18%		NA	



reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION TWO: CHURCH PREFERENCES</b>				
<b>1. Top 3 Church Program/Service Preferences (HH)</b>	62	92.5%	NA	
<i><b>Spiritual Development:</b></i>				
▲ 1. Bible study discussion and prayer groups	40	64.5%	32.3%	199
▲ 2. Adult Theological discussions	26	41.9%	21.7%	193
3. Spiritual Retreats	6	9.7%	10.3%	94
<i><b>Personal Development:</b></i>				
↓ 4. Marriage Enrichment opportunities	8	12.9%	17.0%	76
↓ 5. Parent Training programs	1	1.6%	8.5%	19
▲ 6. Twelve Step recovery programs	5	8.1%	2.5%	329
↓ 7. Divorce recovery	0	0.0%	2.0%	0
<i><b>Community/Social Services:</b></i>				
↓ 8. Personal or family counseling	5	8.1%	20.4%	40
↓ 9. Care for the terminally ill	5	8.1%	12.4%	65
▲ 10. Food and clothing resources	14	22.6%	7.8%	290
↓ 11. Day care services	1	1.6%	6.0%	27
12. Church sponsored day school	3	4.8%	5.9%	83
<i><b>Recreation:</b></i>				
↓ 13. Youth social programs	14	22.6%	34.4%	66
14. Family activities/outings	19	30.6%	34.6%	89
15. Active retirement programs	13	21.0%	24.9%	84
↓ 16. Cultural programs (music, drama, art, etc.)	10	16.1%	24.2%	67
▲ 17. Sports or camping programs	11	17.7%	8.1%	220
<b>2a. Prefer Worship which is: (HH)</b>				
↓ A. Emotionally uplifting	8	11.9%	24.0%	50
▲ B. Intellectually challenging	26	38.8%	14.5%	268
▲ C. Both A and B	32	47.8%	37.7%	127
↓ D. No Preference/Not Interested	1	1.5%	23.8%	6
<b>2b. Prefer Worship which is: (HH)</b>				
↓ A. Traditional/Formal/Ceremonial	9	13.4%	20.3%	66
▲ B. Contemporary/Informal	28	41.8%	30.3%	138
▲ C. Both A and B	29	43.3%	23.8%	182
↓ D. No Preference/Not Interested	1	1.5%	25.3%	6



reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION TWO: CHURCH PREFERENCES (CONTINUED)</b>				
<b>2c. Prefer Music which is: (HH)</b>	67	100.0%	NA	
↓ A. Traditional	10	14.9%	23.9%	63
▲ B. Contemporary	24	35.8%	23.3%	154
▲ C. Both A and B	32	47.8%	29.3%	163
↓ D. No Preference/Not Interested	1	1.5%	23.4%	6
<b>2d. Prefer Music which is: (HH)</b>	67	100.0%	NA	
A. Performed by others	11	16.4%	20.3%	81
▲ B. Participatory	26	38.8%	22.8%	170
▲ C. Both A and B	29	43.3%	31.6%	137
↓ D. No Preference/Not Interested	1	1.5%	25.2%	6
<b>2e. Prefer Mission Emphasis which is: (HH)</b>	67	100.0%	NA	
▲ A. Community focused	19	28.4%	22.9%	124
↓ B. Personal spiritual development focused	8	11.9%	15.5%	77
▲ C. Both A and B	38	56.7%	35.9%	158
↓ D. No Preference/Not Interested	2	3.0%	25.5%	12
<b>2f. Prefer Mission Emphasis which is: (HH)</b>	67	100.0%	NA	
▲ A. Global mission	7	10.4%	6.8%	153
B. Local mission	26	38.8%	34.0%	114
▲ C. Both A and B	34	50.7%	29.0%	175
↓ D. No Preference/Not Interested	0	0.0%	29.9%	0
<b>2g. Prefer Church Architecture which is: (HH)</b>	67	100.0%	NA	
A. Traditional	15	22.4%	23.5%	95
B. Contemporary	12	17.9%	20.1%	89
▲ C. Both A and B	37	55.2%	31.9%	173
↓ D. No Preference/Not Interested	3	4.5%	24.3%	18
<b>2h. Prefer Church Architecture which is: (HH)</b>	67	100.0%	NA	
▲ A. Somber/Serious	6	9.0%	6.9%	129
B. Light and Airy	30	44.8%	41.9%	107
▲ C. Both A and B	27	40.3%	25.0%	161
↓ D. No Preference/Not Interested	4	6.0%	26.4%	23



Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION THREE: PRIMARY CONCERNS</b>				
<b>1. Top 6 Concerns (HH)</b>	66	98.5%	NA	
<b>The Basics:</b>				
↓ 1. Personal health	17	25.8%	40.0%	64
↓ 2. Health Insurance	4	6.1%	22.4%	27
↓ 3. Day to day financial worries	5	7.6%	27.9%	27
↓ 4. Employment opportunities	6	9.1%	14.0%	65
5. Affordable housing	7	10.6%	10.8%	99
↓ 6. Adequate food	2	3.0%	5.8%	52
↓ 7. Child care	2	3.0%	6.2%	49
<b>Family Problems:</b>				
▲ 8. Alcohol/drug abuse	14	21.2%	15.1%	140
9. Teen/child problems	11	16.7%	19.7%	85
10. Aging parent care	11	16.7%	17.1%	98
▲ 11. Abusive relationships	8	12.1%	9.3%	131
12. Divorce	2	3.0%	3.7%	82
<b>Community Problems:</b>				
↓ 13. Neighborhood crime and safety	8	12.1%	27.0%	45
14. Good schools	16	24.2%	25.6%	95
▲ 15. Problems in schools	14	21.2%	12.7%	168
▲ 16. Racial/ethnic prejudice	12	18.2%	12.1%	150
↓ 17. Neighborhood gangs	2	3.0%	10.6%	29
▲ 18. Social injustice	17	25.8%	13.4%	193
<b>Hopes and Dreams:</b>				
↓ 19. Long-term financial security	14	21.2%	57.5%	37
20. Time for recreation/leisure	17	25.8%	30.6%	84
↓ 21. Better quality healthcare	8	12.1%	22.0%	55
↓ 22. Satisfying job/career	9	13.6%	20.1%	68
23. Retirement opportunities	11	16.7%	18.2%	92
▲ 24. Fulfilling marriage	29	43.9%	26.9%	163
↓ 25. Parenting skills	7	10.6%	17.5%	61
▲ 26. Educational objectives	7	10.6%	8.7%	122
<b>Spiritual/Personal:</b>				
▲ 27. Stress	23	34.8%	29.2%	119
28. Companionship	9	13.6%	16.2%	84
▲ 29. Good church	34	51.5%	10.5%	493
▲ 30. Spiritual teaching	35	53.0%	10.2%	519
▲ 31. Life direction	25	37.9%	16.1%	236



reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

### SURVEY SECTION FOUR: LIFE'S SATISFACTIONS

<b>1. Relationship with God</b>	88	96.7%	NA	
A. Very Satisfied	27	30.7%	NA	
B. Satisfied	51	58.0%	NA	
C. Neither	6	6.8%	NA	
D. Dissatisfied	4	4.5%	NA	
E. Very Dissatisfied	0	0.0%	NA	
Overall Satisfaction (0 to 10)	9		NA	
<b>2. Personal Spiritual Growth</b>	88	96.7%	NA	
A. Very Satisfied	14	15.9%	NA	
B. Satisfied	51	58.0%	NA	
C. Neither	14	15.9%	NA	
D. Dissatisfied	9	10.2%	NA	
E. Very Dissatisfied	0	0.0%	NA	
Overall Satisfaction (0 to 10)	8		NA	
<b>3. Personal Bible Study and Prayer</b>	83	91.2%	NA	
A. Very Satisfied	13	15.7%	NA	
B. Satisfied	37	44.6%	NA	
C. Neither	17	20.5%	NA	
D. Dissatisfied	13	15.7%	NA	
E. Very Dissatisfied	3	3.6%	NA	
Overall Satisfaction (0 to 10)	6		NA	
<b>4. My Health</b>	88	96.7%	NA	
A. Very Satisfied	18	20.5%	NA	
B. Satisfied	41	46.6%	NA	
C. Neither	12	13.6%	NA	
D. Dissatisfied	15	17.0%	NA	
E. Very Dissatisfied	2	2.3%	NA	
Overall Satisfaction (0 to 10)	7		NA	
<b>5. My Job/Career</b>	65	71.4%	NA	
A. Very Satisfied	24	36.9%	NA	
B. Satisfied	17	26.2%	NA	
C. Neither	17	26.2%	NA	
D. Dissatisfied	7	10.8%	NA	
E. Very Dissatisfied	0	0.0%	NA	
Overall Satisfaction (0 to 10)	8		NA	



reference

ReVision  
**Context** 2016

Part 2

**The Congregation**  
"Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

**SURVEY SECTION FOUR: LIFE'S SATISFACTIONS (CONTINUED)**

<b>6. My Personal Financial Situation</b>	89	97.8%	NA	
A. Very Satisfied	26	29.2%	NA	
B. Satisfied	38	42.7%	NA	
C. Neither	9	10.1%	NA	
D. Dissatisfied	14	15.7%	NA	
E. Very Dissatisfied	2	2.2%	NA	
Overall Satisfaction (0 to 10)	8		NA	
<b>7. My Family Life</b>	90	98.9%	NA	
A. Very Satisfied	32	35.6%	NA	
B. Satisfied	40	44.4%	NA	
C. Neither	6	6.7%	NA	
D. Dissatisfied	11	12.2%	NA	
E. Very Dissatisfied	1	1.1%	NA	
Overall Satisfaction (0 to 10)	9		NA	
<b>8. Relationship with my Extended Family</b>	89	97.8%	NA	
A. Very Satisfied	21	23.6%	NA	
B. Satisfied	32	36.0%	NA	
C. Neither	19	21.3%	NA	
D. Dissatisfied	11	12.4%	NA	
E. Very Dissatisfied	6	6.7%	NA	
Overall Satisfaction (0 to 10)	7		NA	
<b>9. Marriage Relationship with my Spouse</b>	76	83.5%	NA	
A. Very Satisfied	41	53.9%	NA	
B. Satisfied	25	32.9%	NA	
C. Neither	4	5.3%	NA	
D. Dissatisfied	3	3.9%	NA	
E. Very Dissatisfied	3	3.9%	NA	
Overall Satisfaction (0 to 10)	10		NA	
<b>10. Relationship with my Children</b>	74	81.3%	NA	
A. Very Satisfied	35	47.3%	NA	
B. Satisfied	17	23.0%	NA	
C. Neither	10	13.5%	NA	
D. Dissatisfied	9	12.2%	NA	
E. Very Dissatisfied	3	4.1%	NA	
Overall Satisfaction (0 to 10)	9		NA	



reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

### SURVEY SECTION FOUR: LIFE'S SATISFACTIONS (CONTINUED)

<b>11. Spiritual Development of my Family</b>	85	93.4%	NA	
A. Very Satisfied	11	12.9%	NA	
B. Satisfied	27	31.8%	NA	
C. Neither	21	24.7%	NA	
D. Dissatisfied	18	21.2%	NA	
E. Very Dissatisfied	8	9.4%	NA	
Overall Satisfaction (0 to 10)	5		NA	
<b>12. Sharing My Faith with Others</b>	87	95.6%	NA	
A. Very Satisfied	7	8.0%	NA	
B. Satisfied	35	40.2%	NA	
C. Neither	23	26.4%	NA	
D. Dissatisfied	21	24.1%	NA	
E. Very Dissatisfied	1	1.1%	NA	
Overall Satisfaction (0 to 10)	5		NA	
<b>13. My Actual Ministry Involvement in this Church</b>	88	96.7%	NA	
A. Very Satisfied	6	6.8%	NA	
B. Satisfied	43	48.9%	NA	
C. Neither	23	26.1%	NA	
D. Dissatisfied	14	15.9%	NA	
E. Very Dissatisfied	2	2.3%	NA	
Overall Satisfaction (0 to 10)	6		NA	
<b>14. Personal Relationships with People in this Church</b>	88	96.7%	NA	
A. Very Satisfied	21	23.9%	NA	
B. Satisfied	40	45.5%	NA	
C. Neither	18	20.5%	NA	
D. Dissatisfied	9	10.2%	NA	
E. Very Dissatisfied	0	0.0%	NA	
Overall Satisfaction (0 to 10)	8		NA	
<b>15. General Satisfaction with this Church</b>	90	98.9%	NA	
A. Very Satisfied	44	48.9%	NA	
B. Satisfied	42	46.7%	NA	
C. Neither	3	3.3%	NA	
D. Dissatisfied	1	1.1%	NA	
E. Very Dissatisfied	0	0.0%	NA	
Overall Satisfaction (0 to 10)	10		NA	



reference

ReVision  
**Context** 2016

Part 2

**The Congregation**  
"Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION FOUR: LIFE'S SATISFACTIONS (CONTINUED)</b>				
<b>16. If Divorced, Relationship with Former Spouse</b>	18	19.8%	NA	
A. Very Satisfied	3	16.7%	NA	
B. Satisfied	3	16.7%	NA	
C. Neither	9	50.0%	NA	
D. Dissatisfied	2	11.1%	NA	
E. Very Dissatisfied	1	5.6%	NA	
Overall Satisfaction (0 to 10)	5		NA	
<b>17. Relationship with Stepchildren</b>	27	29.7%	NA	
A. Very Satisfied	6	22.2%	NA	
B. Satisfied	11	40.7%	NA	
C. Neither	6	22.2%	NA	
D. Dissatisfied	3	11.1%	NA	
E. Very Dissatisfied	1	3.7%	NA	
Overall Satisfaction (0 to 10)	7		NA	
<b>18. Quality of Life in my Community</b>	90	98.9%	NA	
A. Very Satisfied	29	32.2%	NA	
B. Satisfied	40	44.4%	NA	
C. Neither	17	18.9%	NA	
D. Dissatisfied	3	3.3%	NA	
E. Very Dissatisfied	1	1.1%	NA	
Overall Satisfaction (0 to 10)	9		NA	
<b>19. My Education</b>	89	97.8%	NA	
A. Very Satisfied	35	39.3%	NA	
B. Satisfied	43	48.3%	NA	
C. Neither	4	4.5%	NA	
D. Dissatisfied	6	6.7%	NA	
E. Very Dissatisfied	1	1.1%	NA	
Overall Satisfaction (0 to 10)	9		NA	
<b>20. My Children's Educational Environment</b>	59	64.8%	NA	
A. Very Satisfied	18	30.5%	NA	
B. Satisfied	22	37.3%	NA	
C. Neither	11	18.6%	NA	
D. Dissatisfied	7	11.9%	NA	
E. Very Dissatisfied	1	1.7%	NA	
Overall Satisfaction (0 to 10)	8		NA	





reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

### SURVEY SECTION FIVE: BACKGROUND INFORMATION

<b>1. Age of Survey Respondents Only</b>	87	95.6%	NA	
A. Less than 15 years	0	0.0%	NA	
B. 15 to 24	5	5.7%	NA	
C. 25 to 34	4	4.6%	NA	
D. 35 to 44	5	5.7%	NA	
E. 45 to 54	9	10.3%	NA	
F. 55 to 64	21	24.1%	NA	
G. 65 to 74	30	34.5%	NA	
H. 75 to 84	11	12.6%	NA	
I. 85 and over	2	2.3%	NA	
Average Age	60.9		NA	
Median Age	64.0		NA	
<b>1a. Age of Respondents and Families (Estimated)</b>	136		NA	
↓ A. Less than 15 years	14	10.3%	13.9%	74
▲ B. 15 to 24	21	15.4%	11.7%	132
↓ C. 25 to 34	5	3.7%	11.4%	32
↓ D. 35 to 44	7	5.1%	10.0%	51
↓ E. 45 to 54	11	8.1%	13.6%	59
F. 55 to 64	26	19.1%	18.0%	106
▲ G. 65 to 74	37	27.2%	14.2%	192
▲ H. 75 to 84	13	9.6%	5.5%	175
I. 85 and over	2	1.5%	1.7%	85
Average Age	50.8		44.2	115
Median Age	56.0		47.5	118
<b>1b. Respondents and Families by Generation</b>	136		NA	
↓ A. Builders (Born 1901 to 1924)	0	0.0%	0.2%	0
▲ B. Silents (1925 to 1942)	22	16.2%	7.0%	231
▲ C. Boomers (1943 to 1960)	56	41.2%	28.7%	144
↓ D. Survivors (1961 to 1982)	18	13.2%	26.2%	51
E. Millenials (1982 to 2001)	31	22.8%	22.9%	99
↓ F. Generation Z (2002 and later)	9	6.6%	15.1%	44
<b>2. What is your marital status?</b>	90	98.9%	NA	
A. Single (never married)	9	10.0%	NA	
B. Married (first time)	43	47.8%	NA	
C. Separated	0	0.0%	NA	
D. Divorced	2	2.2%	NA	
E. Remarried	29	32.2%	NA	
F. Widowed	7	7.8%	NA	



Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION FIVE: BACKGROUND INFORMATION (CONTINUED)</b>				
<b>2a. If married, does your spouse attend this church?</b>	71	78.0%	NA	
A. Yes	62	87.3%	NA	
B. No	9	12.7%	NA	
<b>2b. If married, did your spouse complete a survey?</b>	69	75.8%	NA	
A. Yes	48	69.6%	NA	
B. No	21	30.4%	NA	
<b>2c. If married, is your spouse employed?</b>	67	73.6%	NA	
A. Yes, full time	25	37.3%	NA	
B. Yes, part-time	9	13.4%	NA	
C. No	33	49.3%	NA	
<b>3a. Households with children at home by Age Group (HH)</b>	18	26.9%	NA	
A. 0 to 2 years old	2	11.1%	NA	
B. 3 to 5 years old	2	11.1%	NA	
C. Elementary	2	11.1%	NA	
D. Junior High/Middle School	5	27.8%	NA	
E. High School	3	16.7%	NA	
F. Post High School	8	44.4%	NA	
<b>3b. Actual number of children by Age Group</b>	30	44.8%	NA	
A. 0 to 2 years old	2	6.7%	NA	
B. 3 to 5 years old	4	13.3%	NA	
C. Elementary	3	10.0%	NA	
D. Junior High/Middle School	5	16.7%	NA	
E. High School	5	16.7%	NA	
F. Post High School	11	36.7%	NA	
<b>3c. Households with children by Marital Status (HH)</b>	18	26.9%	NA	
A. Married Couple	16	88.9%	75.4%	118
↓ B. Single Male	0	0.0%	9.4%	0
↓ C. Single Female	2	11.1%	14.0%	79
↓ D. Other	0	0.0%	1.2%	0



reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION FIVE: BACKGROUND INFORMATION (CONTINUED)</b>				
<b>4. What is your racial or ethnic origin?</b>	90	98.9%	NA	
A. White (non-hispanic)	89	98.9%	NA	
B. African-American	0	0.0%	NA	
C. Native American	0	0.0%	NA	
D. Chinese	0	0.0%	NA	
E. Japanese	0	0.0%	NA	
F. Asian/Indian	0	0.0%	NA	
G. Korean	0	0.0%	NA	
H. Vietnamese	0	0.0%	NA	
I. Filipino	0	0.0%	NA	
J. Other Asian	0	0.0%	NA	
K. Mexican	0	0.0%	NA	
L. Cuban	0	0.0%	NA	
M. Puerto Rican	0	0.0%	NA	
N. Other Hispanic	1	1.1%	NA	
O. Hawaiian, Guamanian and Samoan	0	0.0%	NA	
P. Other Pacific Islander	0	0.0%	NA	
Q. Other Race	0	0.0%	NA	
<b>5. Annual Household Income (HH)</b>	58	63.7%	NA	
↓ A & B. Less than \$15,000	2	3.4%	7.2%	48
↓ C. \$15,000 to \$24,999	0	0.0%	6.4%	0
↓ D. \$25,000 to \$34,999	3	5.2%	7.4%	70
E. \$35,000 to \$49,999	5	8.6%	9.8%	88
F. \$50,000 to \$74,999	11	19.0%	16.0%	119
▲ G. \$75,000 to \$99,999	11	19.0%	12.9%	147
H. \$100,000 to \$149,999	13	22.4%	19.2%	117
I. \$150,000 ore more	14	24.1%	21.2%	114
Average Annual Household Income	\$ 96,761		\$111,498	87
Median Annual Household Income	\$ 87,500		\$ 85,752	102
<b>6. Highest Level of Completed Education</b>	88	96.7%	NA	
↓ A. Elementary	0	0.0%	2.6%	0
↓ B. Junior High/Middle School	2	2.3%	3.3%	68
↓ C. High School Graduate	5	5.7%	13.9%	41
↓ D. Some college, trade or vocational school	15	17.0%	22.5%	76
▲ E. College degree - Associate (2 year)	11	12.5%	7.7%	163
F. College degree - Bachelor's (4 year)	28	31.8%	31.0%	103
▲ G. Post Graduate - Master's/Doctorate	27	30.7%	19.0%	162



Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average				
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

**SURVEY SECTION FIVE: BACKGROUND INFORMATION (CONTINUED)**

<b>7. Employment Status (all that apply)</b>	89	97.8%	NA	
A. Employed full-time	25	28.1%	NA	
B. Employed part-time	17	19.1%	NA	
C. Retired	46	51.7%	NA	
D. Disabled	0	0.0%	NA	
E. Full time "houseperson" / homemaker	2	2.2%	NA	
F. Part time "houseperson" / homemaker	1	1.1%	NA	
G. Full time student	2	2.2%	NA	
H. Part time student	0	0.0%	NA	
I. Unemployed, seeking employment	0	0.0%	NA	
J. Unemployed, not in the job market	1	1.1%	NA	
<b>8. If employed, what type of employment?</b>	39	42.9%	NA	
▲ A. Executive and Managerial	8	20.5%	15.8%	130
▲ B. Professional Specialty	14	35.9%	21.7%	166
↓ C. Technical Support	1	2.6%	9.7%	26
↓ D. Sales	3	7.7%	11.8%	65
↓ E. Administrative Support	3	7.7%	11.3%	68
↓ F. Service: Private Household	0	0.0%	4.1%	0
↓ G. Service: Protective	0	0.0%	1.6%	0
▲ H. Service: Other	6	15.4%	7.6%	202
▲ I. Farming, Fishing, Forestry	1	2.6%	0.0%	7049
↓ J. Precision production and craft	0	0.0%	7.4%	0
↓ K. Machine operator	0	0.0%	1.8%	0
↓ L. Transportation and material moving	0	0.0%	3.5%	0
▲ M. Laborer	3	7.7%	3.7%	208
<b>9. Respondent Households by Top 10 Zip Codes (HH)</b>	66	98.5%	NA	
1. Zip Code 89451 - Incline Village, NV	38	57.6%	NA	
2. Zip Code 89450	7	10.6%	NA	
3. Zip Code 96143 - Kings Beach, CA	6	9.1%	NA	
4. Zip Code 89511 - Reno, NV	4	6.1%	NA	
5. Zip Code 96161 - Truckee, CA	3	4.5%	NA	
6. Zip Code 96140 - Carnelian Bay, CA	2	3.0%	NA	
7. Zip Code 89506 - Reno, NV	2	3.0%	NA	
8. Zip Code 89521 - Reno, NV	1	1.5%	NA	
9. Zip Code 89402 - Crystal Bay, NV	1	1.5%	NA	
10. Zip Code 89448 - Zephyr Cove, NV	1	1.5%	NA	



reference

# ReVision Context<sup>2016</sup>

Part 2

## The Congregation "Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION FIVE: BACKGROUND INFORMATION (CONTINUED)</b>				
<b>10. Do you own your residence? (HH)</b>	63	94.0%	NA	
A. Yes	52	82.5%	71.2%	116
↓ B. No	11	17.5%	28.8%	61
<b>11. Type of residence? (HH)</b>	65	97.0%	NA	
A. Single family dwelling	49	75.4%	NA	
B. Condominium/Townhouse	15	23.1%	NA	
C. Apartment	1	1.5%	NA	
D. Mobile Home or trailer	0	0.0%	NA	
E. Dormitory or other group quarters	0	0.0%	NA	
F. Other	0	0.0%	NA	
<b>12. Plan to move out of area in the next 3 to 5 years?</b>	87	95.6%	NA	
A. Yes	11	12.6%	NA	
B. No	76	87.4%	NA	
<b>13. How many community organizations do you belong to?</b>	89	97.8%	NA	
A. None	24	27.0%	NA	
B. One	18	20.2%	NA	
C. Two	21	23.6%	NA	
D. Three	15	16.9%	NA	
E. Four or more	11	12.4%	NA	
<b>14. Hours per week spent in community activities?</b>	89	97.8%	NA	
A. Less than 1 hour	33	37.1%	NA	
B. 1 to 5 hours	32	36.0%	NA	
C. 6 to 10 hours	15	16.9%	NA	
D. 11 to 15 hours	4	4.5%	NA	
E. 15 or more hours	5	5.6%	NA	
<b>15. What is your sex?</b>	90	98.9%	NA	
A. Female	50	55.6%	50.6%	110
B. Male	40	44.4%	49.4%	90



reference

ReVision  
**Context** 2016

Part 2

**The Congregation**  
"Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	
<b>SURVEY SECTION SIX: RATING OUR CHURCH PROGRAMS</b>				
<b>1. Sunday Worship</b>	87	95.6%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	1	1.1%	NA	
C. Neutral/Neither	1	1.1%	NA	
D. Somewhat Positive	8	9.2%	NA	
E. Very Positive	77	88.5%	NA	
Overall Rating (0 to 10)	10		NA	
<b>2. Outdoor Worship</b>	81	89.0%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	4	4.9%	NA	
D. Somewhat Positive	9	11.1%	NA	
E. Very Positive	68	84.0%	NA	
Overall Rating (0 to 10)	10		NA	
<b>3. Praise Team/Music Ministry</b>	83	91.2%	NA	
A. Very Negative	1	1.2%	NA	
B. Somewhat Negative	4	4.8%	NA	
C. Neutral/Neither	10	12.0%	NA	
D. Somewhat Positive	16	19.3%	NA	
E. Very Positive	52	62.7%	NA	
Overall Rating (0 to 10)	7		NA	
<b>4. Choir</b>	81	89.0%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	9	11.1%	NA	
C. Neutral/Neither	4	4.9%	NA	
D. Somewhat Positive	18	22.2%	NA	
E. Very Positive	50	61.7%	NA	
Overall Rating (0 to 10)	7		NA	
<b>5. Children's Sunday School</b>	43	47.3%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	3	7.0%	NA	
C. Neutral/Neither	7	16.3%	NA	
D. Somewhat Positive	11	25.6%	NA	
E. Very Positive	22	51.2%	NA	
Overall Rating (0 to 10)	6		NA	



Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average				
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

**SURVEY SECTION SIX: RATING OUR CHURCH PROGRAMS (CONT.)**

<b>6. After Church Fellowship</b>	71	78.0%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	6	8.5%	NA	
D. Somewhat Positive	18	25.4%	NA	
E. Very Positive	47	66.2%	NA	
Overall Rating (0 to 10)	9		NA	
<b>7. Youth Programs</b>	47	51.6%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	2	4.3%	NA	
C. Neutral/Neither	4	8.5%	NA	
D. Somewhat Positive	13	27.7%	NA	
E. Very Positive	28	59.6%	NA	
Overall Rating (0 to 10)	8		NA	
<b>8. Vacation Bible School</b>	42	46.2%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	6	14.3%	NA	
D. Somewhat Positive	10	23.8%	NA	
E. Very Positive	26	61.9%	NA	
Overall Rating (0 to 10)	8		NA	
<b>9. Men's &amp; Women's Bible Studies</b>	55	60.4%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	3	5.5%	NA	
C. Neutral/Neither	7	12.7%	NA	
D. Somewhat Positive	16	29.1%	NA	
E. Very Positive	29	52.7%	NA	
Overall Rating (0 to 10)	7		NA	
<b>10. Small Group Meetings</b>	38	41.8%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	7	18.4%	NA	
D. Somewhat Positive	13	34.2%	NA	
E. Very Positive	18	47.4%	NA	
Overall Rating (0 to 10)	7		NA	



Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451Study Area Definition:  
Selected ZIP Codes

Description ▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

**SURVEY SECTION SIX: RATING OUR CHURCH PROGRAMS (CONT.)**

<b>11. Church Service Opportunities</b>	71	78.0%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	2	2.8%	NA	
C. Neutral/Neither	7	9.9%	NA	
D. Somewhat Positive	19	26.8%	NA	
E. Very Positive	43	60.6%	NA	
Overall Rating (0 to 10)	8		NA	
<b>12. Saturday Hikes</b>	45	49.5%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	10	22.2%	NA	
D. Somewhat Positive	8	17.8%	NA	
E. Very Positive	27	60.0%	NA	
Overall Rating (0 to 10)	7		NA	
<b>13. Social Outings - Reno Aces, Etc.</b>	45	49.5%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	2	4.4%	NA	
C. Neutral/Neither	9	20.0%	NA	
D. Somewhat Positive	12	26.7%	NA	
E. Very Positive	22	48.9%	NA	
Overall Rating (0 to 10)	6		NA	
<b>14. Women's Retreats</b>	33	36.3%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	1	3.0%	NA	
C. Neutral/Neither	10	30.3%	NA	
D. Somewhat Positive	3	9.1%	NA	
E. Very Positive	19	57.6%	NA	
Overall Rating (0 to 10)	6		NA	
<b>15. Deacon's Ministry</b>	41	45.1%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	4	9.8%	NA	
D. Somewhat Positive	7	17.1%	NA	
E. Very Positive	30	73.2%	NA	
Overall Rating (0 to 10)	9		NA	





Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

Description	Congregational Respondents		Community Study Area Average NA = Not Applicable or Not Available	Community Comparative Index (100=Average)
	Number	Percent		
▲ Indicates the congregation is more than 1.2 times the community average ↓ Indicates the congregation is less than 0.8 times the community average				
<b>Total Congregational Respondents / Community Population</b>	91	100.0%	43,197	
<b>Est. Respondent Households (HH) / Community Households</b>	67	100.0%	17,513	

**SURVEY SECTION SIX: RATING OUR CHURCH PROGRAMS (CONT.)**

<b>16. Food Closet Ministry</b>	62	68.1%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	5	8.1%	NA	
D. Somewhat Positive	5	8.1%	NA	
E. Very Positive	52	83.9%	NA	
Overall Rating (0 to 10)	10		NA	
<b>17. Village Christian Preschool</b>	53	58.2%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	3	5.7%	NA	
D. Somewhat Positive	8	15.1%	NA	
E. Very Positive	42	79.2%	NA	
Overall Rating (0 to 10)	10		NA	
<b>18. Local Missions</b>	66	72.5%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	1	1.5%	NA	
C. Neutral/Neither	7	10.6%	NA	
D. Somewhat Positive	20	30.3%	NA	
E. Very Positive	38	57.6%	NA	
Overall Rating (0 to 10)	8		NA	
<b>19. Global Missions</b>	64	70.3%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	6	9.4%	NA	
D. Somewhat Positive	13	20.3%	NA	
E. Very Positive	45	70.3%	NA	
Overall Rating (0 to 10)	9		NA	
<b>20. Women's Ministry Thrift Shop</b>	67	73.6%	NA	
A. Very Negative	0	0.0%	NA	
B. Somewhat Negative	0	0.0%	NA	
C. Neutral/Neither	4	6.0%	NA	
D. Somewhat Positive	4	6.0%	NA	
E. Very Positive	59	88.1%	NA	
Overall Rating (0 to 10)	10		NA	



reference

ReVision  
**Context**<sup>2016</sup>

Part **2**

**The Congregation**  
"Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

---



reference

ReVision  
**Context**<sup>2016</sup>

Part **2**

**The Congregation**  
"Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

---



reference

ReVision  
**Context**<sup>2016</sup>

Part **2**

**The Congregation**  
"Who are we?"

Date: 12/22/2016

Prepared For:  
The Village Church  
736 McCourry Blvd  
Incline Village, NV 89451

Study Area Definition:  
Selected ZIP Codes

---