

Community Context SUMMARY

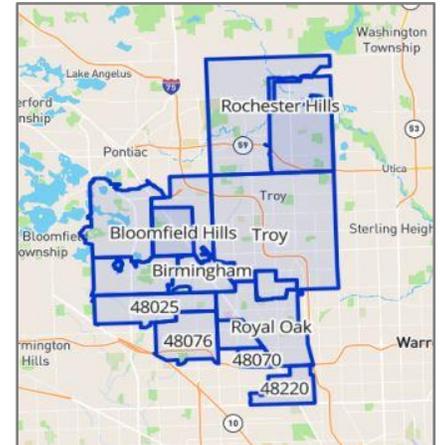
MissionInsite Report 'Demographic Story': Demographic trends for a defined area (income, education, employment, 'Mosaic' geographic demographic clusters)

MinistryInsite Report: Projection of likely religious beliefs, preferences and practices within a defined area

MissionInsite

Select Demographics

2019 data	Oakland County	Bloomfield Hills	'CCB Plus' (map)	Pontiac
Average Age	47.17	50.26	42	37.11
Bachelor's Degree or More	45%	60%	57.9%	11%
White Collar Job	74%	86%	81.9%	44%
Children w/ Married Parents	75.7%	89.2%	81.7%	36%



Population Growth

- CCB Plus: Predicted 25-34 age group, with and without children as well as over 65 age group will grow
- Pontiac: Over 65 age is the only population group predicted to grow

Current Year Racial/Ethnicity as Percentage of Population

	White	Black/ Af Am	Asian	Hispanic/ Latino
Oakland County	75%	13%	6%	4%
Bloomfield Hills	85%	3%	7%	1%
CCB Plus	80%	4%	11%	3%
Pontiac	27%	50%	4%	17%

Mosaic Geo-Demo Clusters: CCB Plus study area - multiple common characteristics (education, presence of children, occupation)

Power Elite - American Royalty (40% of Bloomfield Hills falls in this segment - extremely high)
 Young, City Solos - Status Seeking Singles
 Booming with Confidence - Silver Sophisticates
 Thriving Boomers - Full Pockets, Empty Nests
 Significant Singles - Wired for Success
 Power Elite - Couples w Clout
 Power Elite - Kids and Cabernet

MinistryInsight Priorities Report provides a projection of likely religious beliefs, preferences and practices for a defined study area. It is based upon a national survey conducted by MissionInsite every five (5) years.

2017 Findings:

Religious people are too judgmental

- Top reason for not participating in a religious congregation
- Those who believe this to be true, ratio of 3.2 to 1

Warm and friendly encounters

- Top programmatic recommendation
- Those who consider this an important programmatic priority, ratio of 5.5 to 1

	Somewhat or Strongly...	Agree %	Disagree %
Beliefs about God / Jesus			
God is love and invites the world into a loving relationship		71.9	8.7
I have a personal relationship with one living God who is lord and savior		64.4	17.8
Jesus is both divine and human		62.5	12.8
Jesus actually rose from the dead as the Bible teaches		61.9	13.1
Jesus is the only way for human salvation from sin		54.1	22.6
Beliefs about Social and Moral Values			
I believe tolerance is necessary for social peace and wellbeing		70.5	10.4
We must be good stewards of the environment even if it means restricting natural resource development		62.9	15.2
Our society must give more attention to accomplishing economic justice		56.6	14.6
Religion must play a primary role in shaping social morality		45.1	31.5

Note: Beliefs reflected by the survey / area are likely more conservative / less progressive than CCB's values.

Commentary from Paul Nixon

- Covid-19 is expected to have a substantial effect on churches: perhaps only 75% will return post-pandemic; a 'tide going out' with those with weak ties not returning.
- Older congregants have many similarities across mainline churches.
- Younger UCC congregants are more distinctive; many start with a church history but their life experience has 'stretched them', they have developed a 'world view'. These people are open to questioning and feel a need to integrate faith in unconventional and creative ways if they are to join in a faith journey.
- CCB opportunity may be with 'unchurched seekers', those who have or may be giving up on religious institutions. Many young progressives grew up evangelical and want to find a more expansive space to do church or raise kids.
- A robust sense of mission or purpose in line with the heart of their faith (think justice initiatives and new expressions of community) is needed to engage many young progressives.

Observations for Discussion

- CCB needs to clarify its relationship with Pontiac
 - Mission service area, not a source for membership growth
 - Possibly a mission facility with partner(s) there (*e.g., space at Lighthouse?*)
- CCB potential market for new members: recapture disaffected Christians...create a profile of these potential members (e.g., progressive, unchurched)
- Is CCB duplicating what other churches in our area are doing? Could we partner better?