Doing Demographics for Your Target Community
(And doing a Site Profile)

First, go to the website of any community you are interested in. Using a search engine like Google and typing in the community name and state will give you probably more information than you want!

Second, www.city-data.com is a free demographic resource that might be helpful.

Third, a comprehensive demographics package for a community can be bought from Mission Insite. Their website is

http://missioninsite.com/get-started/small-organization-nonprofit

The one we recommend most often is the Full Insite. Samples are available on their website. This is the best choice if you know your target community well enough to identify a central target (the physical epicenter of ministry area) of two cross streets, from which they will devise a survey using concentric circles to establish demographic boundaries. You can order the profile online.

If you are not completely sure what your target community ought to be, there is a lesser package available from Mission Insite called Quick Insite. It's an easy way to learn a little bit more about a community without spending nearly as much money, but it's not as detailed. Currently, the Quick Insite is $90; the Full Insite is $295

Lastly, when you've done your demographics and know how you'd like to proceed with a church plant, we invite you to use the form below as a guideline to compose your thoughts for publication on our website in the form of a Site Report. It will also prove to be very helpful for you, too, when you start recruiting a church planter, as it will help greatly in explaining the situation in a concise way.

http://pcamna.org/wp-content/uploads/2012/05/Developing-a-Site-Profile.pdf

You can click here to see some samples of Site Reports already posted. Some are a little more creative in their presentation than others, but any format is fine as long as the information is complete. The best length is about two pages of text.

http://www.pca-mna.org/churchplanting/hotspots.php