

Your Mission Field  
Demographic Overview

# South Portsmouth/South Shore

Project Description

Prepared Jun 13, 2022.

The summary counts presented in this report are calculated based on individual household data which is updated every 6 weeks.

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# Introduction

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God strategically planted your church and each member home where it is to help every neighbor home become a vibrant, reproducing disciple of Jesus Christ. How you connect with your neighbors, pray for, minister to and share the Gospel with each home may vary according to their respective cultures, circumstances and challenges.

This analysis represents a custom defined neighborhood compared to the national average in relation to 13 different probable demographic characteristics. This neighborhood could represent the "footprint" for your church mission field, a potential area for a church plant, or a local area for which you could provide prayer and outreach.

How to read the tables:

Project # - is the number of households in the project area with the given characteristic.

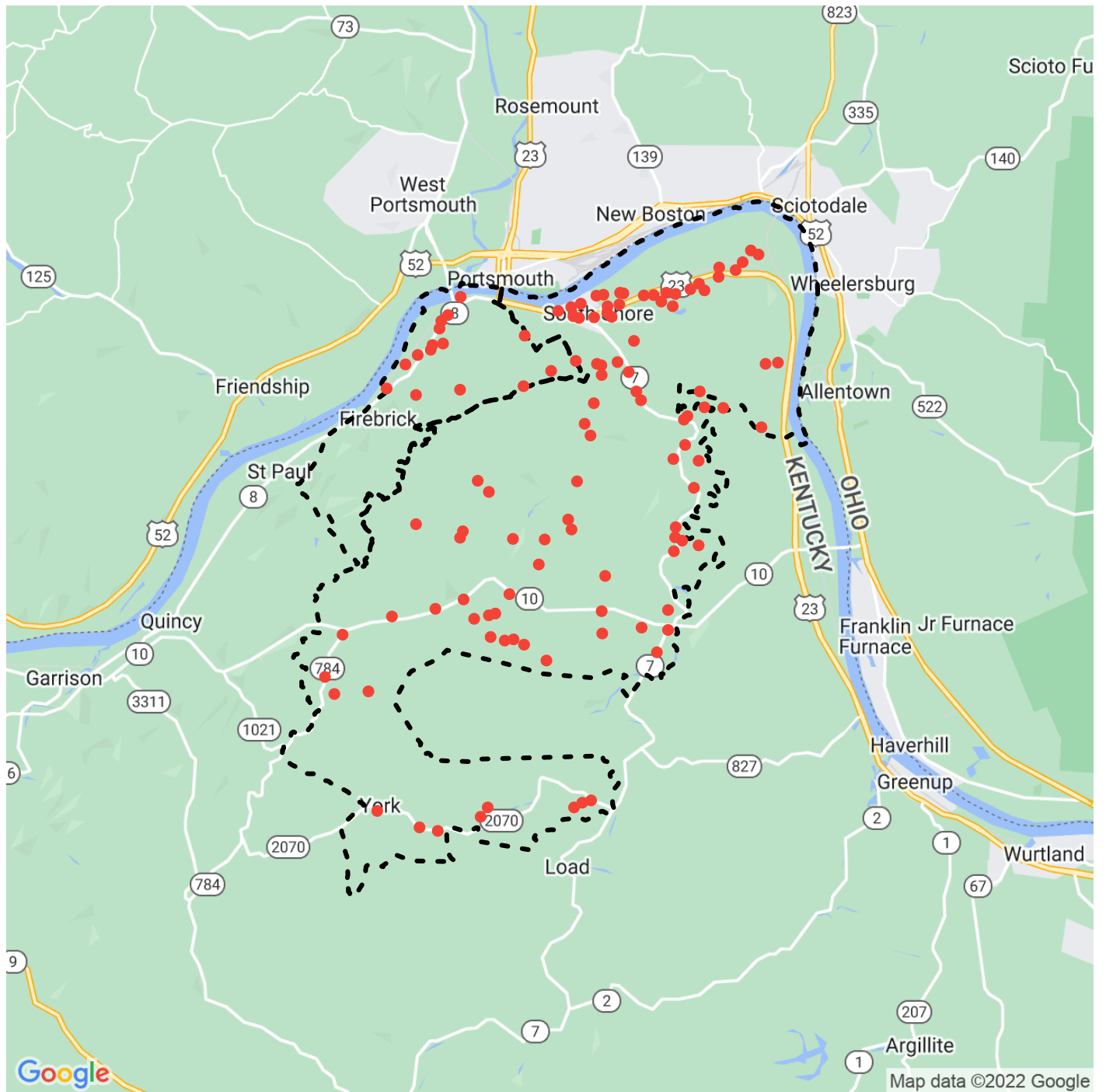
Project % - is the percentage of the project area with that characteristic.

USA % - is the percentage of the whole United States with the given characteristic.

Index - is the ratio of the Project % and the USA %. The colored arrows indicate when the index is strongly positive (over 1.2), neutral, or strongly underrepresented (under 0.8). If, for example, the Project % is the same as the USA %, the index is 1. If the index is 1.25, then the characteristic in the project area is 25% larger than the national average.

For more information about how your church can pray for and share the Gospel with every man, woman and child in your mission field, please visit [www.mappingcenter.org](http://www.mappingcenter.org) or call 1-888-627-7997 between 9 AM and 6 PM Eastern time.

# Your Low-Hanging Fruit - New Neighbors



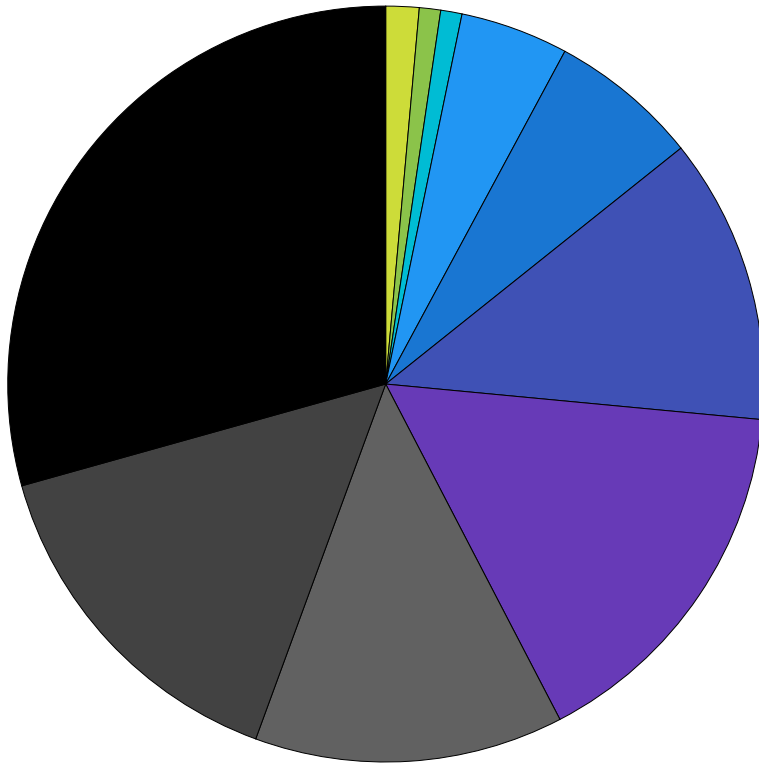
This map shows icons for the homes in your focus area which have moved in during the last 12 months. When they have moved in from outside your mission field, they are the most likely people to visit your church - especially when church members will introduce themselves and personally invite them to visit your church.

# Length of Residence

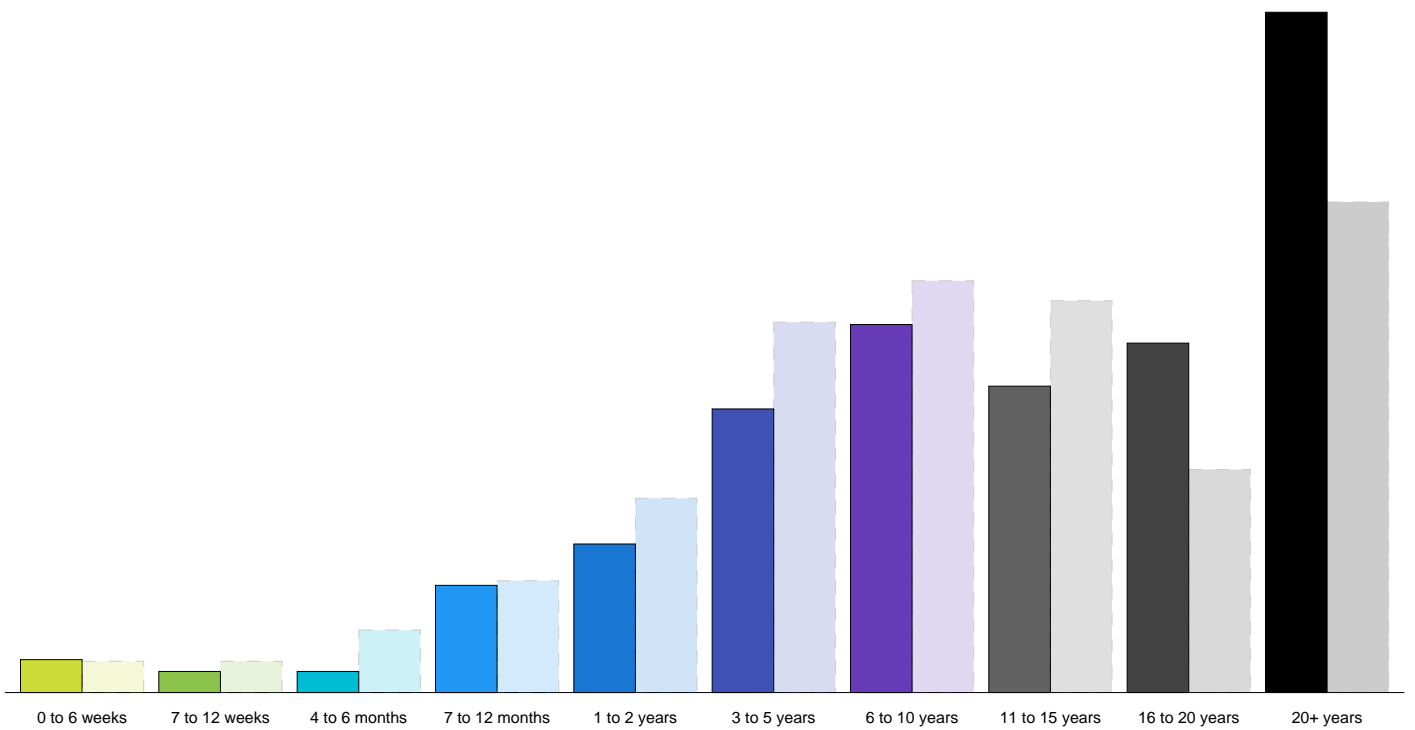
Length of Residence	Project #	Project %	USA %	index
0 to 6 weeks	39	1.42	1.35	● 1.05
7 to 12 weeks	25	0.91	1.35	↓ 0.67
4 to 6 months	25	0.91	2.70	↓ 0.34
7 to 12 months	127	4.62	4.82	● 0.96
1 to 2 years	176	6.41	8.38	↓ 0.76
3 to 5 years	336	12.23	15.97	↓ 0.77
6 to 10 years	436	15.87	17.76	● 0.89
11 to 15 years	363	13.21	16.90	↓ 0.78
16 to 20 years	414	15.07	9.62	↑ 1.57
20+ years	806	29.34	21.16	↑ 1.39
<b>Total</b>	<b>2,747 households in project</b>			

The length of time your neighbors have lived in their homes shows the relative transience of the neighbors in your mission field. Occupants of owner occupied dwellings tend to have longer lengths of residence than the occupants of rental properties.

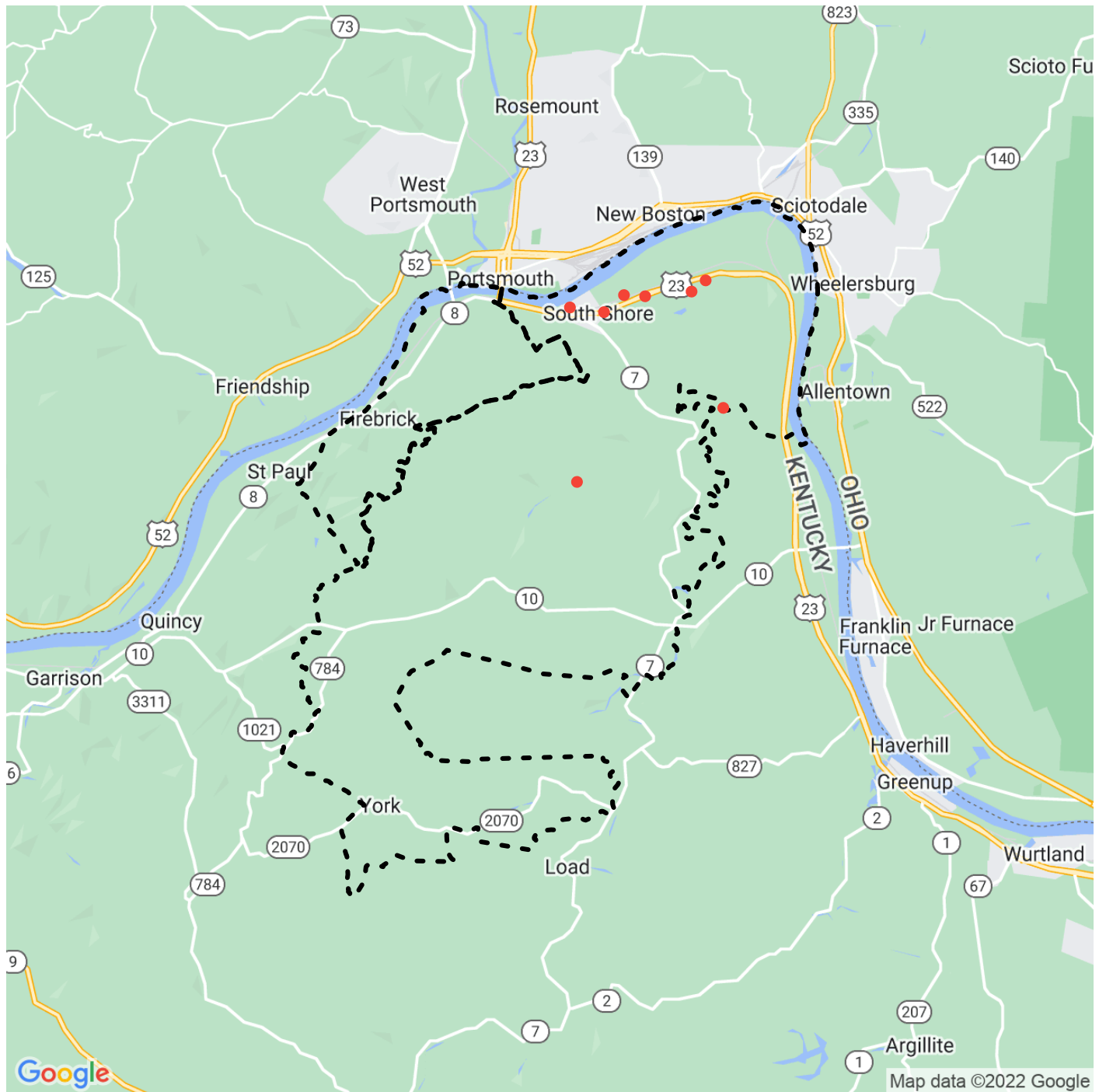
Length of Residence



Length of Residence

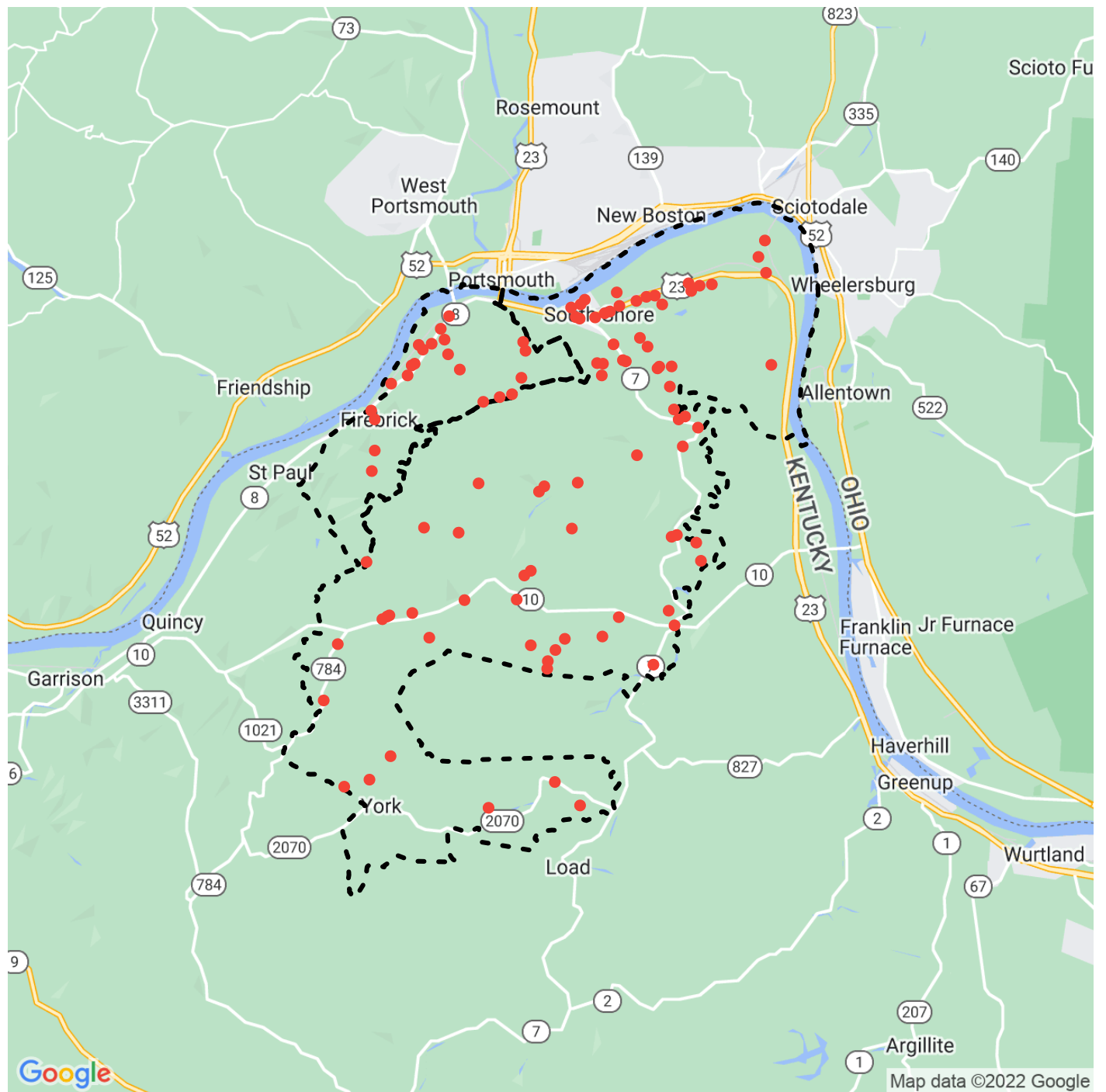


# Unreached



These neighbor homes have probably never heard the Gospel because they are from Central and Southwest Asia, The Far East, Middle East, Polynesia or Southeast Asia.

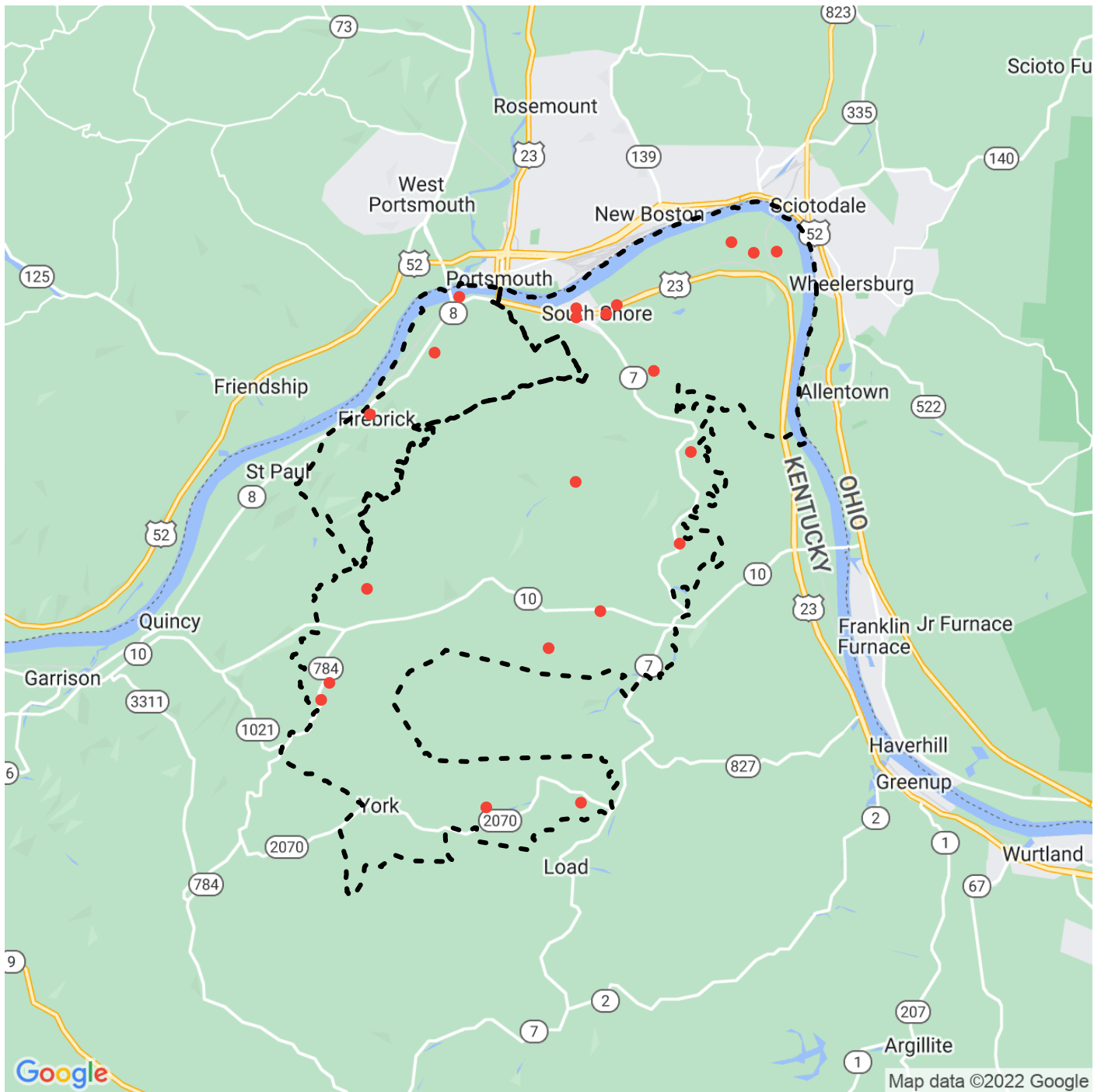
# James 1:27 Widows



This map shows icons for the homes in your focus area of women over the age of 64 who live by themselves and have low incomes. The Lord wants His Church to share their food with the hungry and bring right into their own homes those who are helpless, poor, and destitute. God says, "Clothe those who are cold, and don't hide from relatives who need your help. 8. If you do these things, God will shed his own glorious light upon you. He will heal you; your godliness will lead you forward, goodness will be a shield before you, and the glory of the Lord will protect you from behind. 9. Then, when you call, the Lord will answer. "Yes, I am here," he will quickly reply. All you need to do is to stop oppressing the weak and stop making false accusations and spreading vicious rumors! 10. Feed the hungry! Help those in trouble! Then your light will shine out from the darkness, and the darkness around you shall be as bright as day. 11. And the Lord will guide you continually, and satisfy you with all good things, and keep you healthy too; and you will be like a well-watered garden, like an ever-flowing spring." James 1:27 NIV



# James 1:27 Orphans



This map shows icons for the homes of single parents with low incomes. Many of these homes are close neighbors to your members.

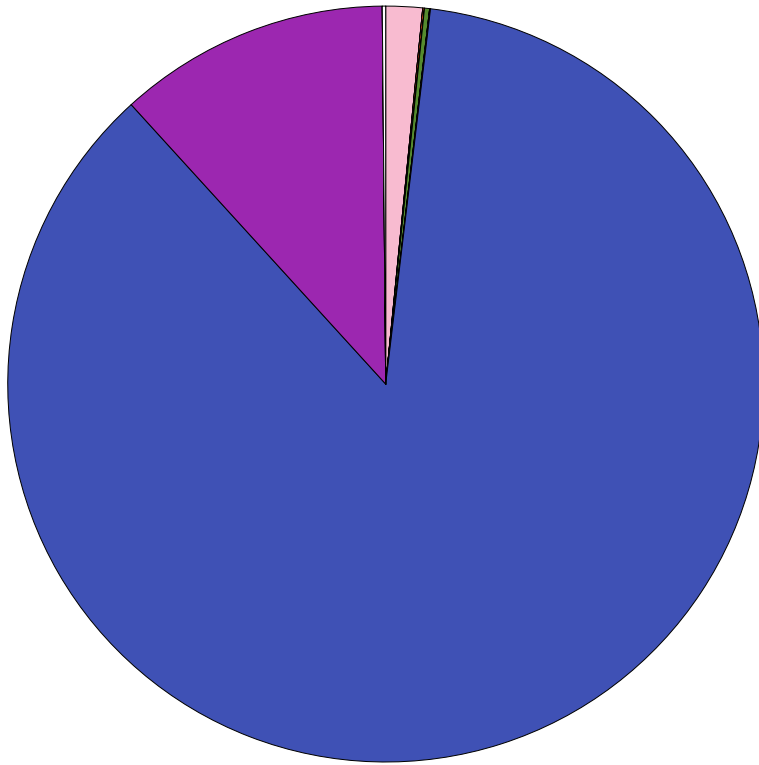
# Religions

Religion	Project #	Project %	USA %	index
Jewish	43	1.57	2.70	↓ 0.58
Shinto	0	0.00	0.35	↓ 0.00
Hindu	2	0.07	0.66	↓ 0.11
Buddhist	0	0.00	1.81	↓ 0.00
Sikh	0	0.00	0.04	↓ 0.00
Islamic/Muslim	6	0.22	0.99	↓ 0.22
Eastern Orthodox	0	0.00	0.94	↓ 0.00
Greek Orthodox	1	0.04	0.30	↓ 0.12
Lutheran	0	0.00	0.05	↓ 0.00
Protestant	2,372	86.35	64.28	↑ 1.34
Catholic	319	11.61	27.21	↓ 0.43
Mormon	0	0.00	0.45	↓ 0.00
Unknown	4	0.15	0.23	↓ 0.62
<b>Total</b>	<b>2,747 households in project</b>			

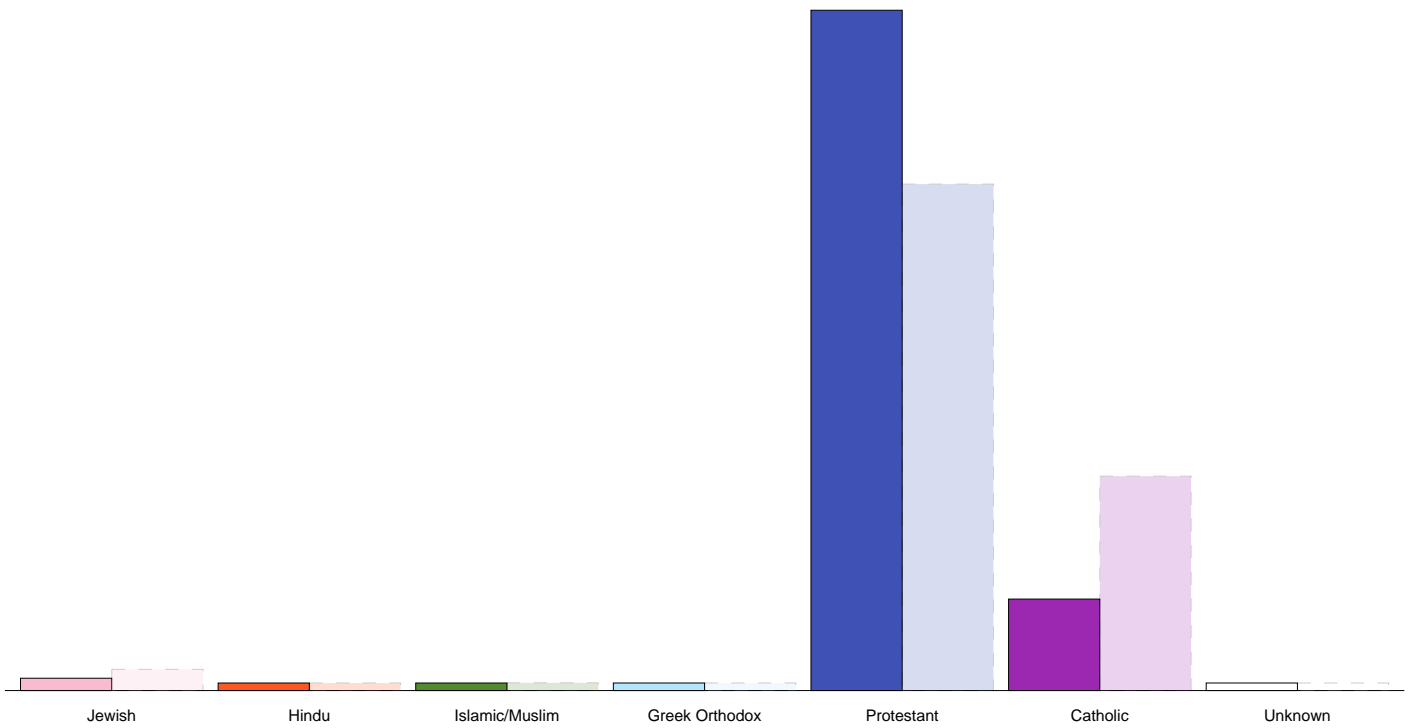
The probable religious orientation of a household is predicted based on the ethnicity and country of origin. For example, all Hispanic households from Mexico are assumed to have a Catholic religious background. It does not pretend to know a person's recent spiritual decision. Obviously, the cultural religious background can change through conversion and salvation.

Nevertheless, the charts on the following page show the distribution of religions by household in your project area. This can allow your church to be prepared with training and sensitivity about the other religions when approaching your neighbors on the mission field.

# Religions



# Religions



# Ethnic Groups

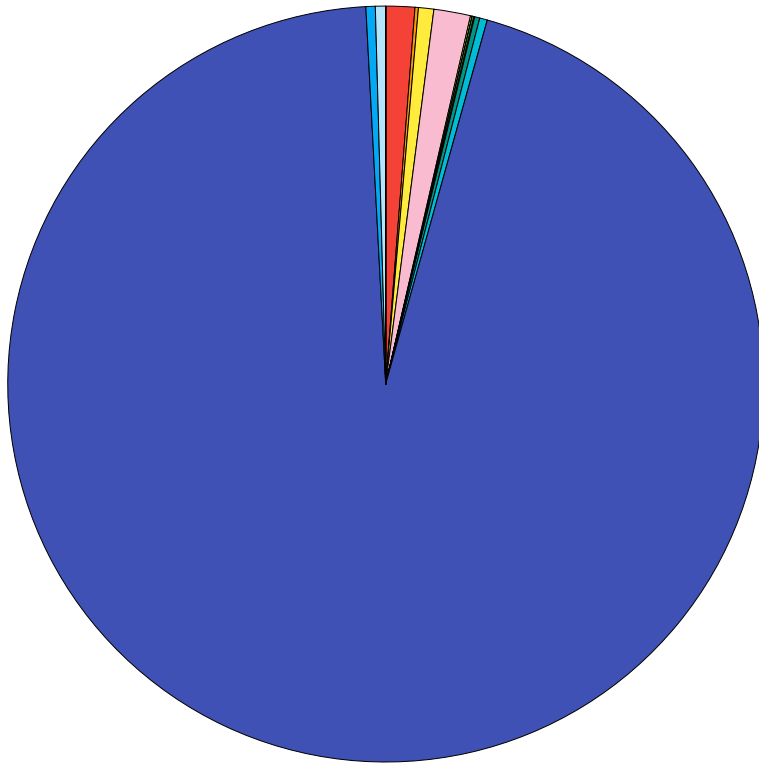
Ethnic Group	Project #	Project %	USA %	index
African American	34	1.24	6.72	↓ 0.18
Native American	4	0.15	1.21	↓ 0.12
Hispanic	18	0.66	10.33	↓ 0.06
Jewish	43	1.57	2.70	↓ 0.58
Polynesian	2	0.07	0.30	↓ 0.25
Central and Southwest Asia	0	0.00	0.15	↓ 0.00
Southeast Asia	2	0.07	0.77	↓ 0.09
Far Eastern	1	0.04	2.46	↓ 0.01
Middle Eastern	6	0.22	0.78	↓ 0.28
Mediterranean	9	0.33	4.58	↓ 0.07
Western European	2,605	94.83	65.78	↑ 1.44
Eastern European	11	0.40	3.13	↓ 0.13
Scandinavian	12	0.44	2.17	↓ 0.20
Other groups	0	0.00	0.00	↓ 0.00
Unknown	0	0.00	0.02	↓ 0.00
<b>Total</b>	<b>2,747 households in project</b>			

One of the 14 Key Variables is Ethnic Groups. There are additional tables for more specific ethnic breakouts. This table shows 13 groups summarizing the ethnicities in the target neighborhood. Each of the ethnic tables is based upon the households "likely" ethnic background based upon their name.

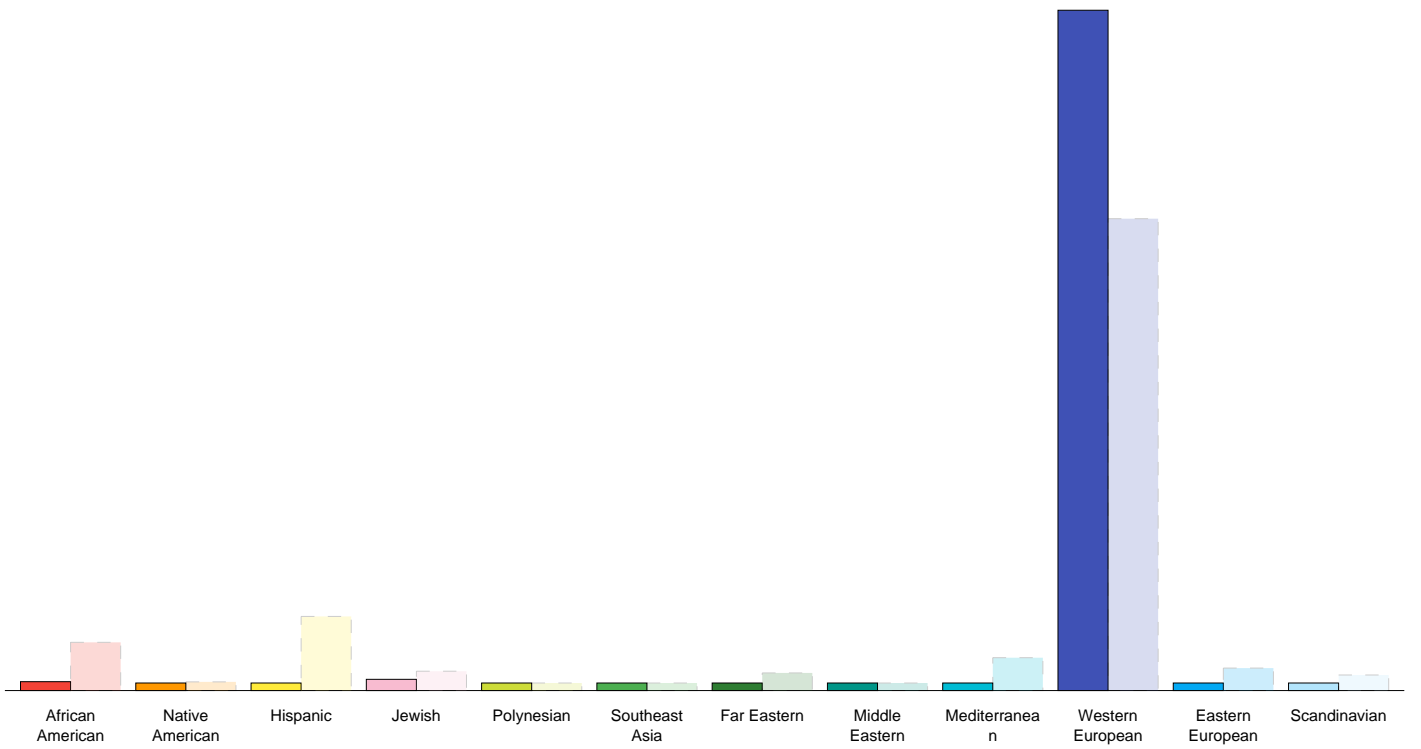
Ethnic data can be useful in helping understand the probable cultural tendencies of people in the neighborhood. This can help with church plants. For instance, a neighborhood may not be the best place for a Hispanic church plant if only 6.4% of the neighborhood is Hispanic compared to 16.4% average in the state.

If a particular neighborhood is predominantly Western European (78.6%) compared to the state average of 58.7%, the ministry would probably focus on that group.

Ethnic Group



Ethnic Group



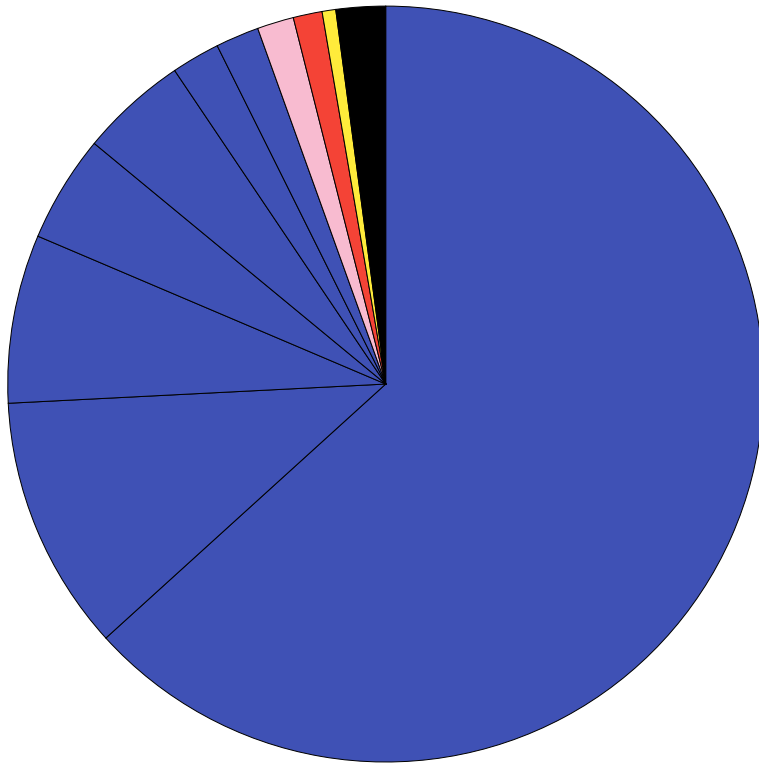
# Ethnicity

Ethnicity	Project #	Project %	USA %	index
English	1,738	63.27	36.28	↑ 1.74
Scotch	300	10.92	7.34	↑ 1.49
Irish	198	7.21	6.08	● 1.18
German	126	4.59	7.92	↓ 0.58
Welsh	126	4.59	3.01	↑ 1.53
Dutch	57	2.07	1.81	● 1.14
French	51	1.86	2.83	↓ 0.66
Jewish	43	1.57	2.70	↓ 0.58
African American	34	1.24	6.47	↓ 0.19
Hispanic*	16	0.58	9.84	↓ 0.06
...	58	2.11	15.73	↓ 0.13
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

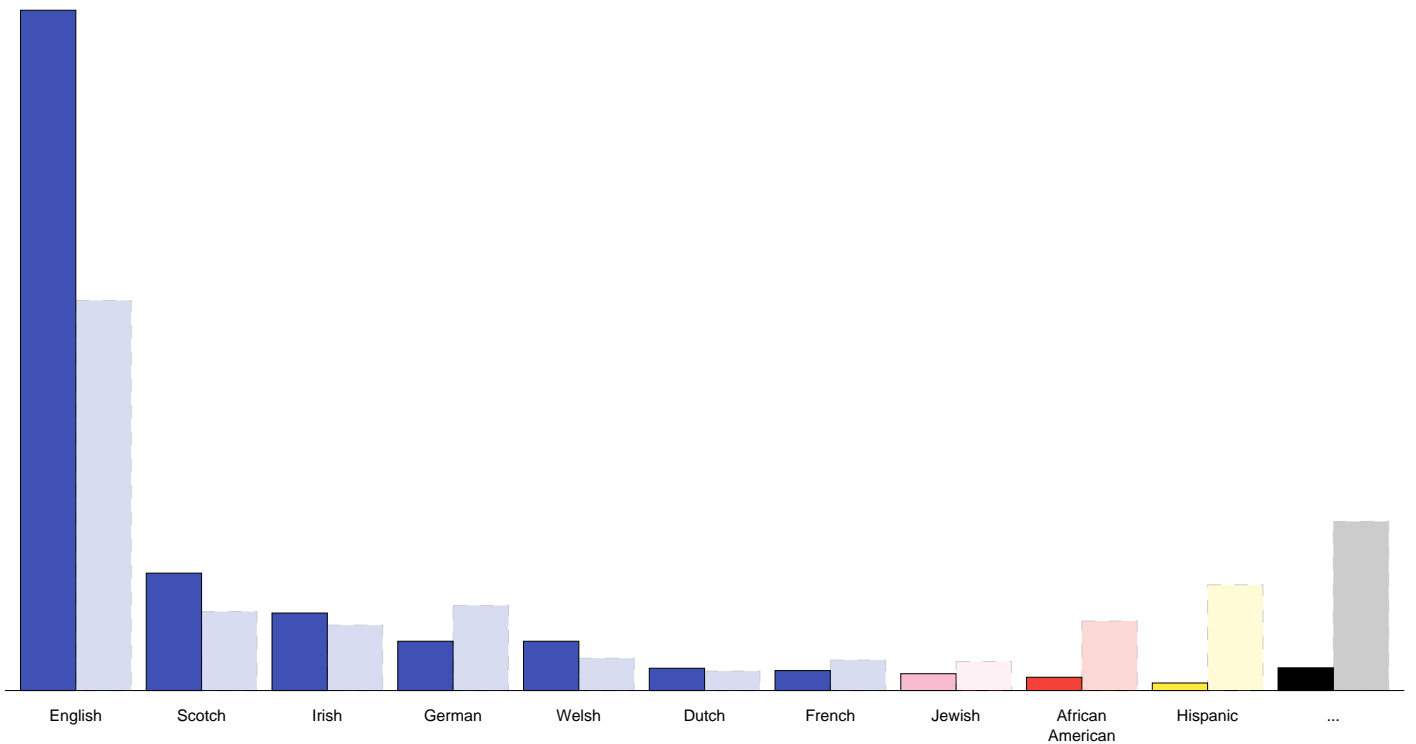
This table helps focus on ethnicities. It's purpose contributes to be a better understanding of the composition of the church neighborhood.

\*Assimilation information is available on these households on the next page.

Ethnicity



Ethnicity



# Assimilation

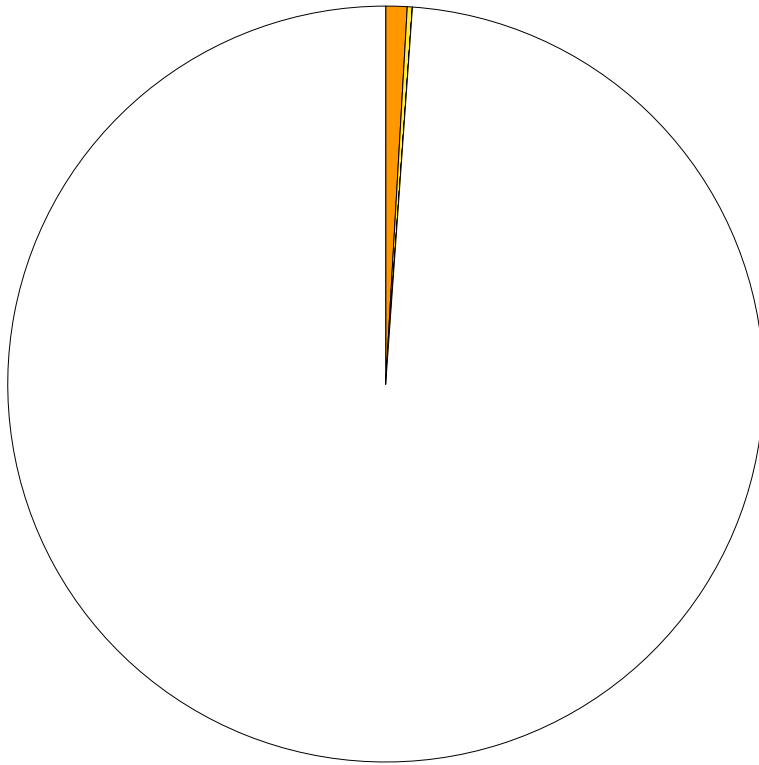
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Assimilation	Project #	Project %	USA %	index
Assimilated - English speaking	25	0.91	4.64	↓ 0.20
Bilingual - English primary	6	0.22	3.54	↓ 0.06
Bilingual - native language primary	0	0.00	2.53	↓ 0.00
Unassimilated - native language only	0	0.00	3.89	↓ 0.00
Not applicable	2,716	98.87	85.41	● 1.16
<b>Total</b>	<b>2,747 households in project</b>			

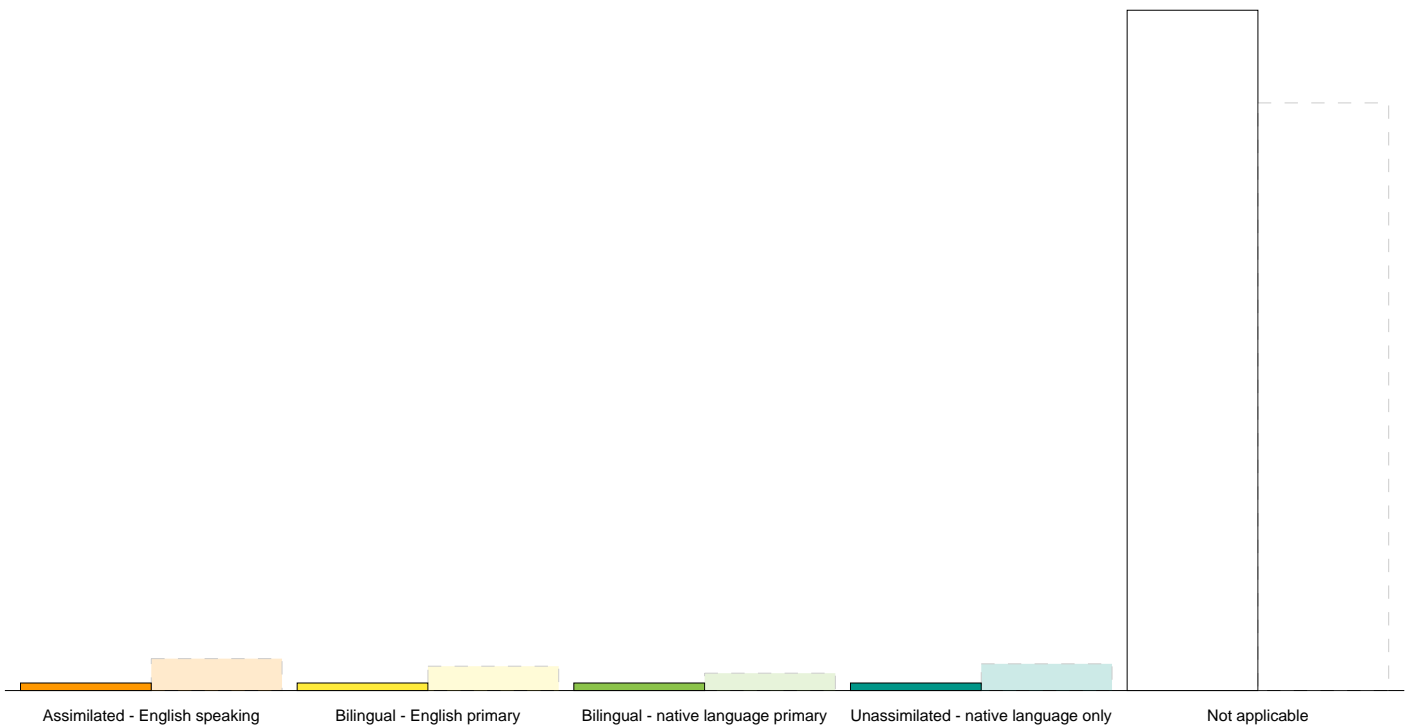
Of those households where another language may be used, this page helps understand the degree of assimilation. Where other languages are present, this can help determine how to best minister to less assimilated households.



# Assimilation



# Assimilation



# Language

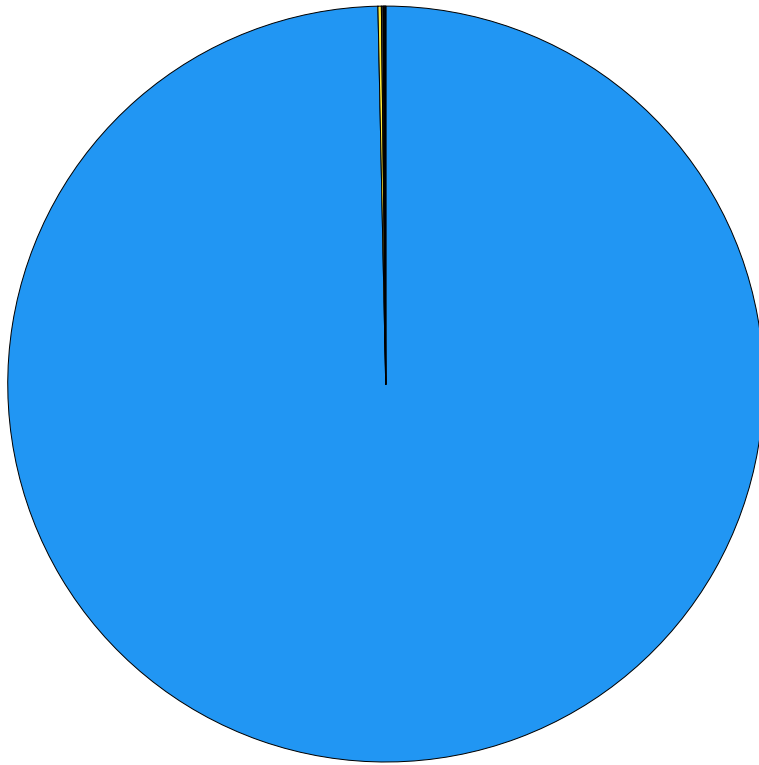
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Language	Project #	Project %	USA %	index
English	2,738	99.67	91.59	● 1.09
Spanish	4	0.15	5.54	↓ 0.03
German	2	0.07	0.10	↓ 0.74
Hungarian	1	0.04	0.03	● 1.10
Italian	1	0.04	0.26	↓ 0.14
Korean	1	0.04	0.18	↓ 0.20
...	0	0.00	2.29	↓ 0.00
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

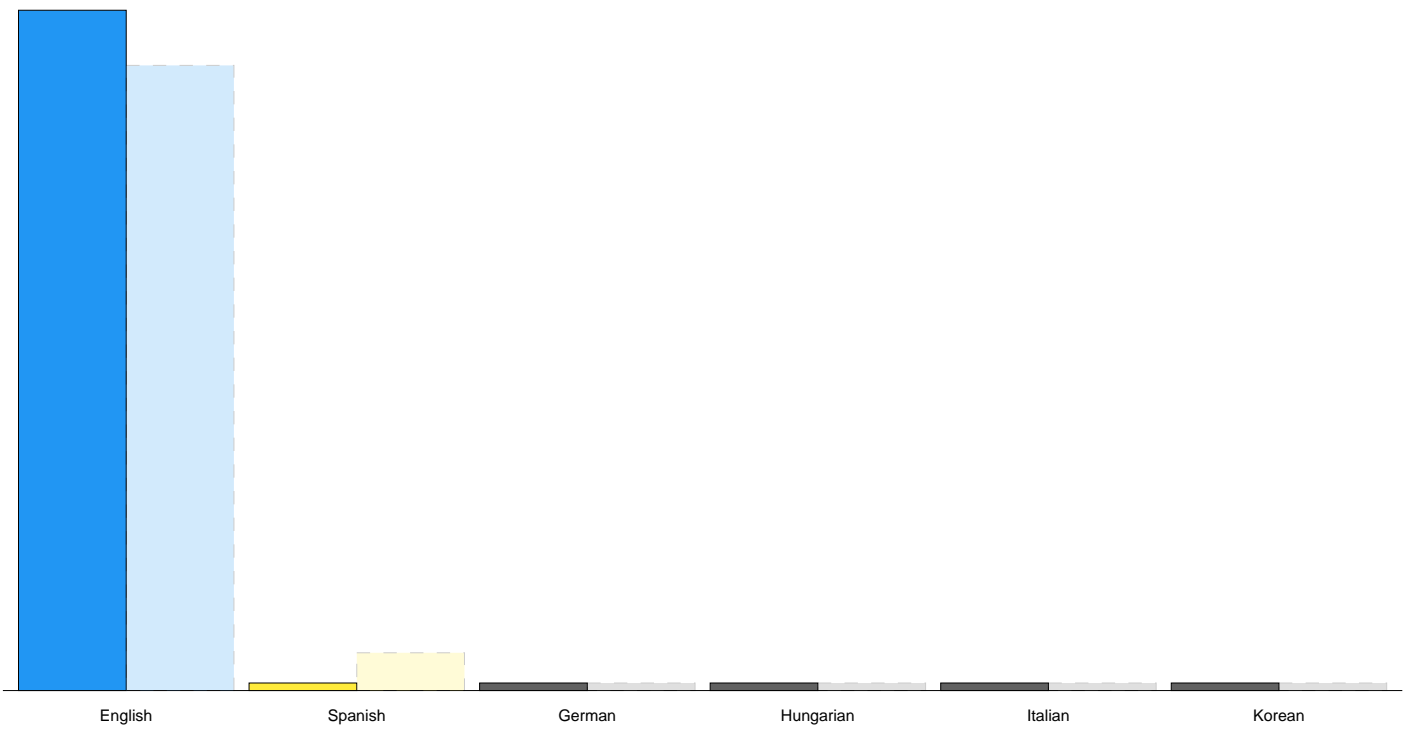
This page shows the likely language spoken in the home. We typically see that the primary language is English in most neighborhoods. However, in those neighborhoods where other languages are spoken, this can be indicative of the need for a bi-lingual ministry.

One of the fastest growing segments in US is Spanish speaking homes, these charts can indicate if the neighborhood has a high enough concentration to focus on the culture and language of Hispanics. In some cases, there may be other languages present to be considered.

# Language



# Language

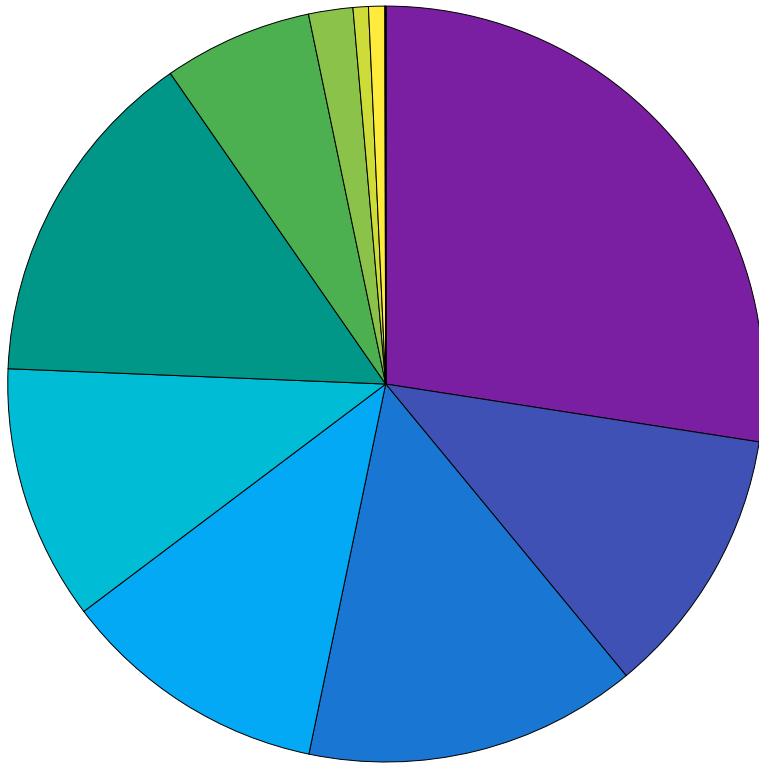


# Income

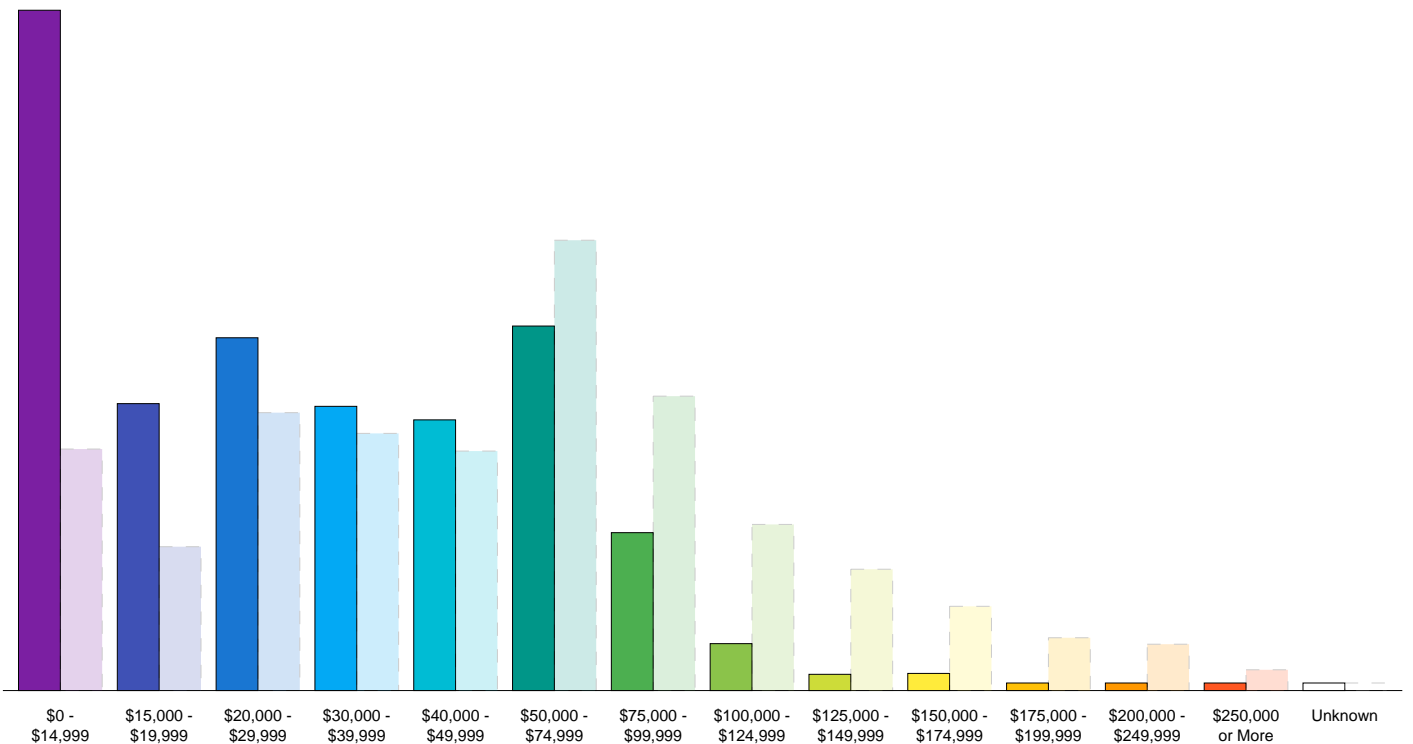
Income	Project #	Project %	USA %	index
\$0 - \$14,999	754	27.45	9.74	↑ 2.82
\$15,000 - \$19,999	318	11.58	5.80	↑ 1.99
\$20,000 - \$29,999	391	14.23	11.21	↑ 1.27
\$30,000 - \$39,999	315	11.47	10.38	● 1.11
\$40,000 - \$49,999	300	10.92	9.66	● 1.13
\$50,000 - \$74,999	404	14.71	18.17	● 0.81
\$75,000 - \$99,999	175	6.37	11.88	↓ 0.54
\$100,000 - \$124,999	52	1.89	6.70	↓ 0.28
\$125,000 - \$149,999	18	0.66	4.90	↓ 0.13
\$150,000 - \$174,999	19	0.69	3.40	↓ 0.20
\$175,000 - \$199,999	1	0.04	2.13	↓ 0.02
\$200,000 - \$249,999	0	0.00	1.87	↓ 0.00
\$250,000 or More	0	0.00	0.84	↓ 0.00
Unknown	0	0.00	0.00	↓ 0.00
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

Income is an important demographic for families. It "sets the stage" for practicing certain lifestyles. It also helps a church or ministry understand the financial abilities of members to support the mission ministry. While the actual dollar amount is not important, the comparison of the neighborhood with the national average for income helps determine the economic mobility of the area.

### Income



### Income



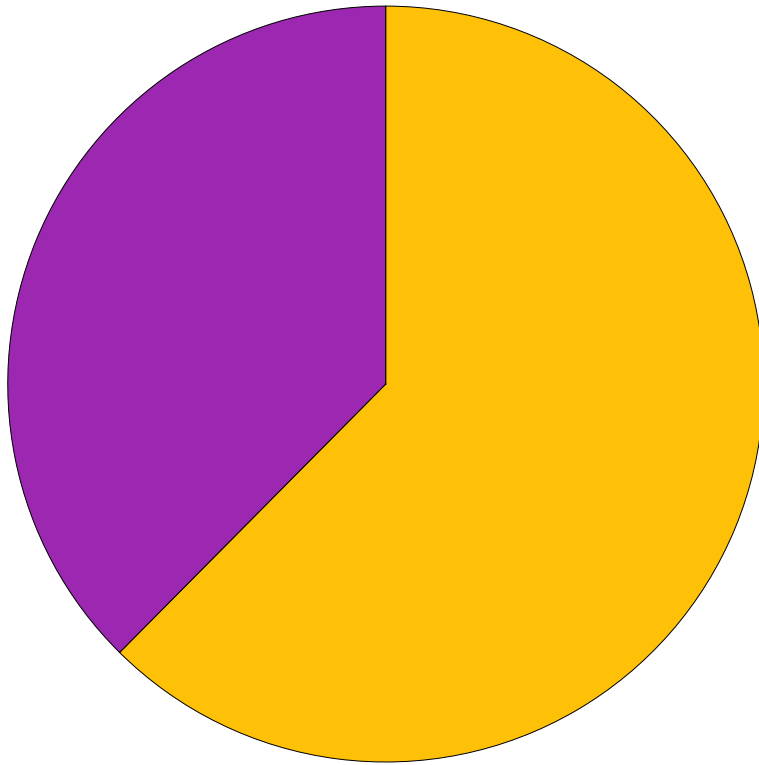
# Marital Status

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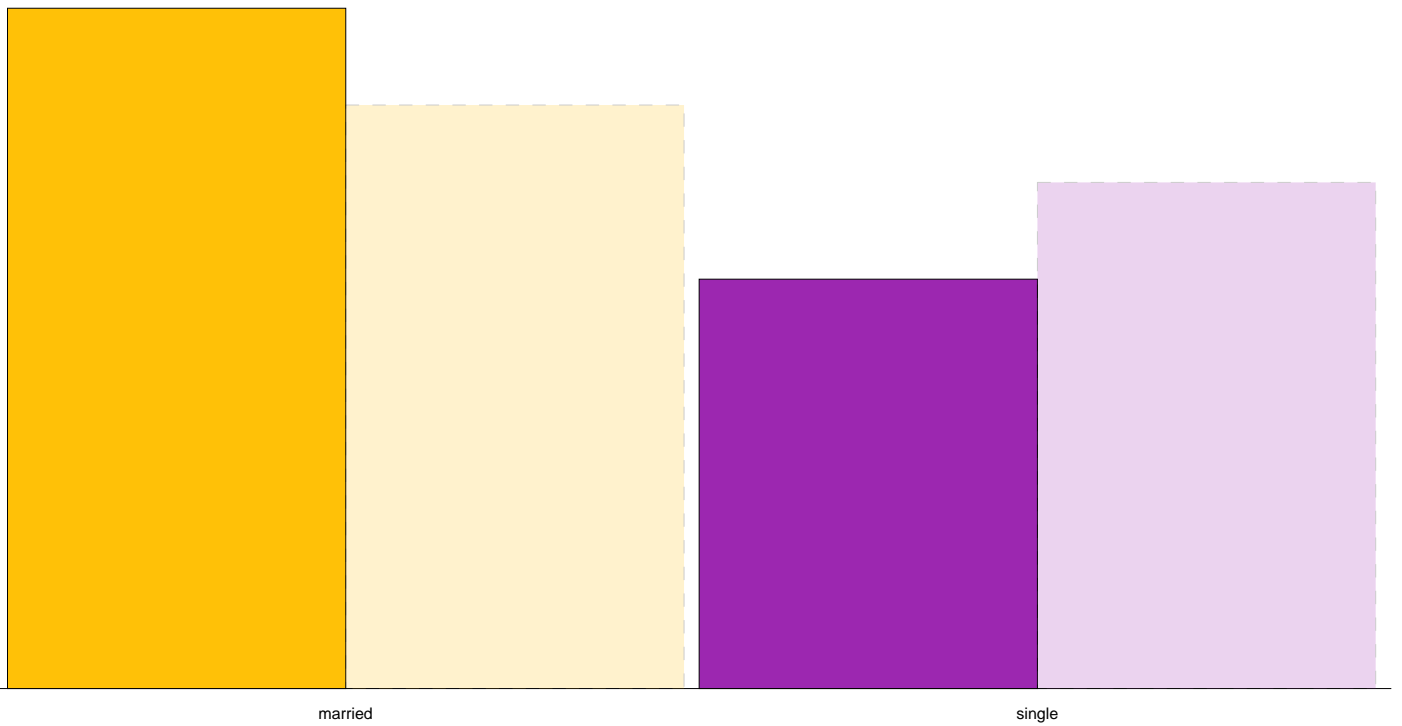
Marital Status	Project #	Project %	USA %	index
married	1,715	62.43	53.55	● 1.17
single	1,032	37.57	46.45	● 0.81
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

It is important to know the marital composition of your neighborhood. If an area has a concentration of married couples, a focus on family oriented ministry is probably well-placed. Also, the concentration of singles compared to the average in the state may indicate a sizable enough group for a singles ministry.

Marital Status



Marital Status



# Dwelling Type

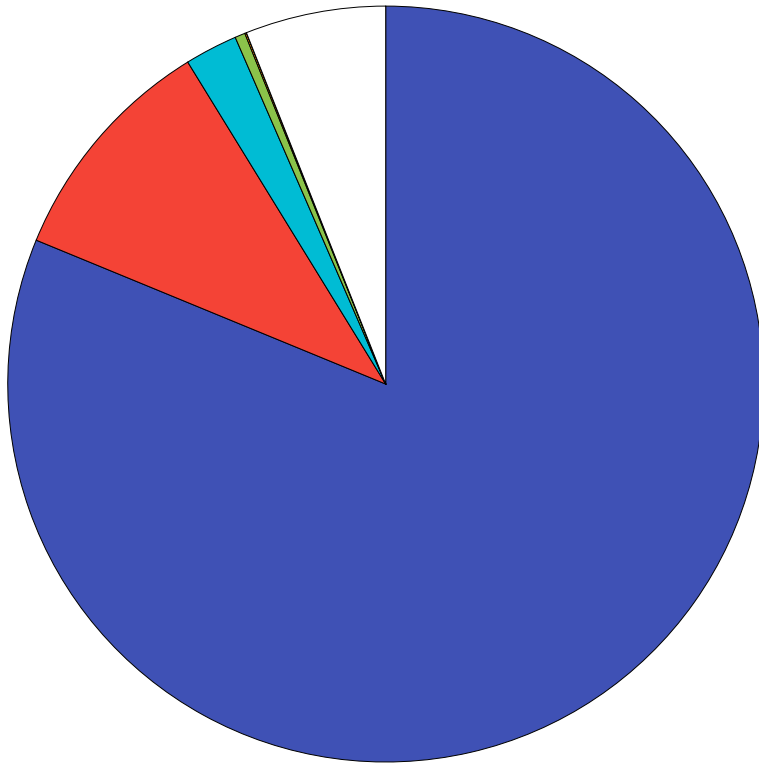
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Dwelling Type	Project #	Project %	USA %	index
SFDU	2,231	81.22	77.51	● 1.05
Mobile Home	275	10.01	2.57	↑ 3.90
MFDU	62	2.26	10.79	↓ 0.21
Business	12	0.44	5.08	↓ 0.09
Condo	2	0.07	5.07	↓ 0.01
CMRA	0	0.00	0.00	↓ 0.00
Unknown	165	6.01	0.00	↓ 0.00
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

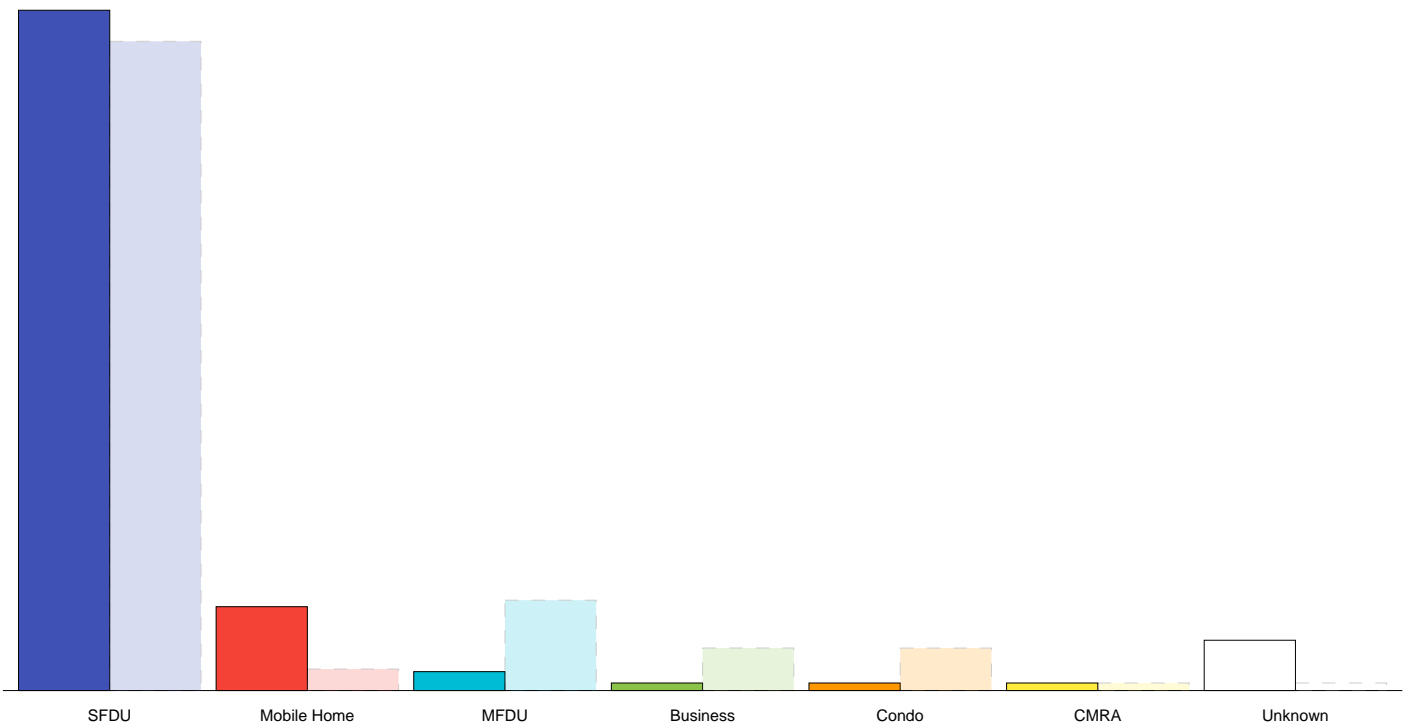
SFDU means Single Family Dwelling Unit while MFDU indicates Multiple Family Units (Apartments, Condos, High Rise, etc.). The mobility of the neighborhood can be much better understood by the type of housing available for residents.



Dwelling Type



Dwelling Type



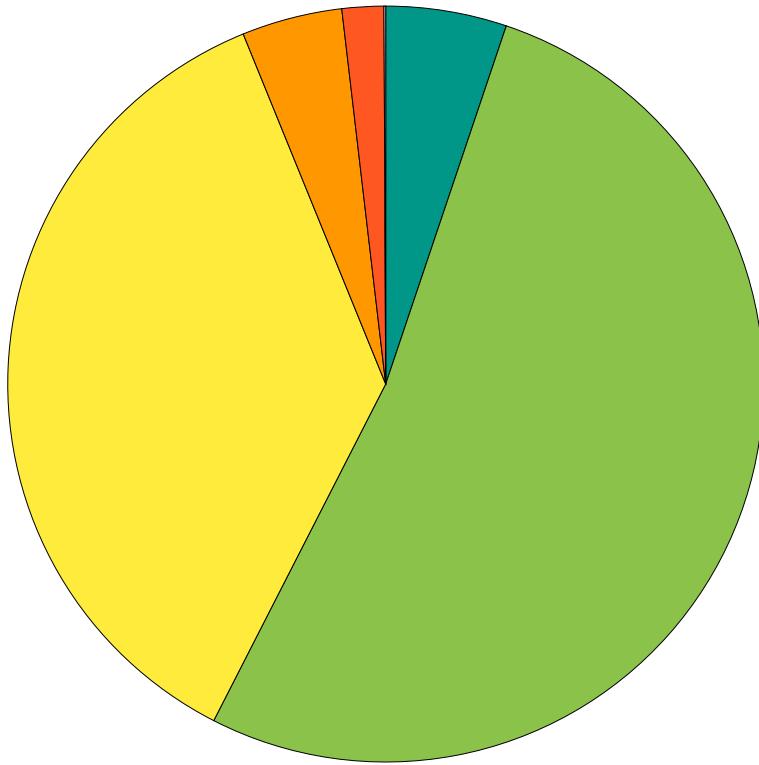
# Education

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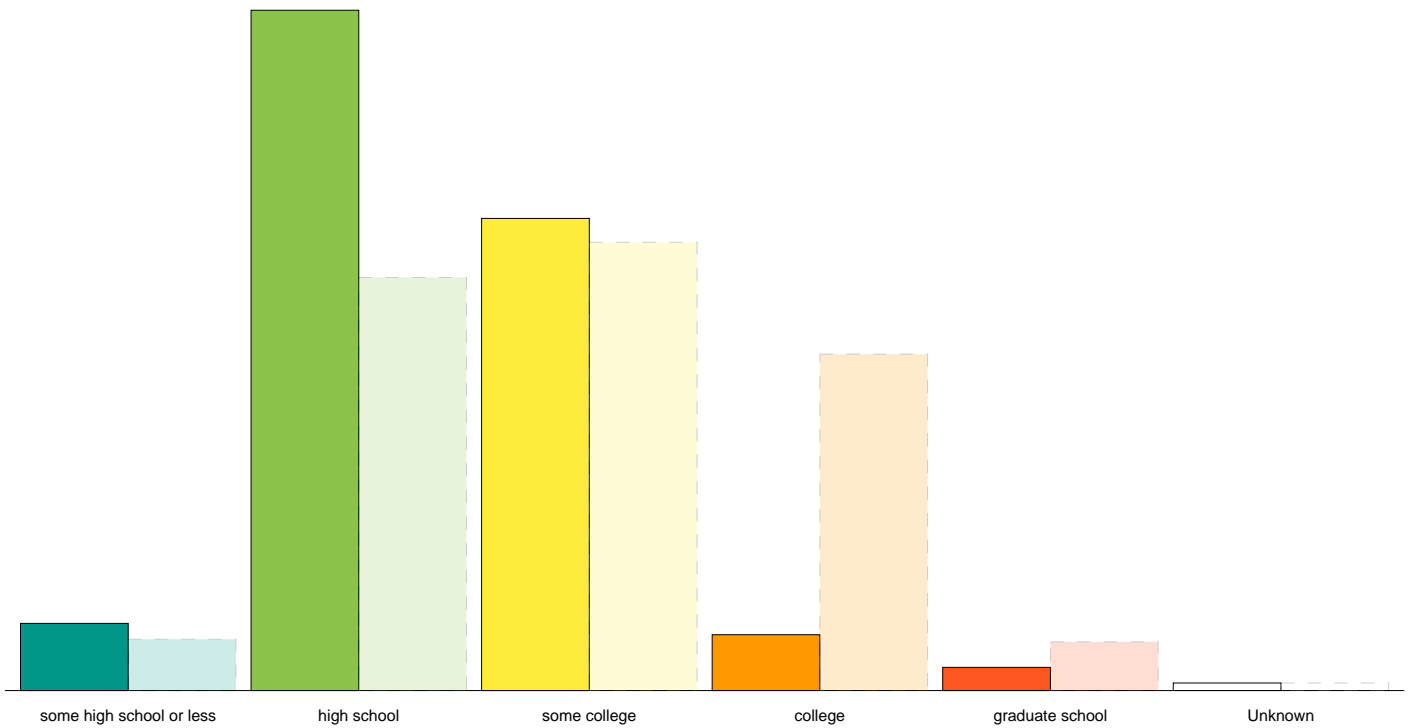
Education	Project #	Project %	USA %	index
some high school or less	142	5.17	3.95	↑ 1.31
high school	1,438	52.35	31.79	↑ 1.65
some college	998	36.33	34.50	● 1.05
college	118	4.30	25.89	↓ 0.17
graduate school	49	1.78	3.75	↓ 0.48
Unknown	2	0.07	0.00	↓ 0.00
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

In many cases the achieved level of education is predicted by neighborhood characteristics rather than specific household level information.

### Education



### Education



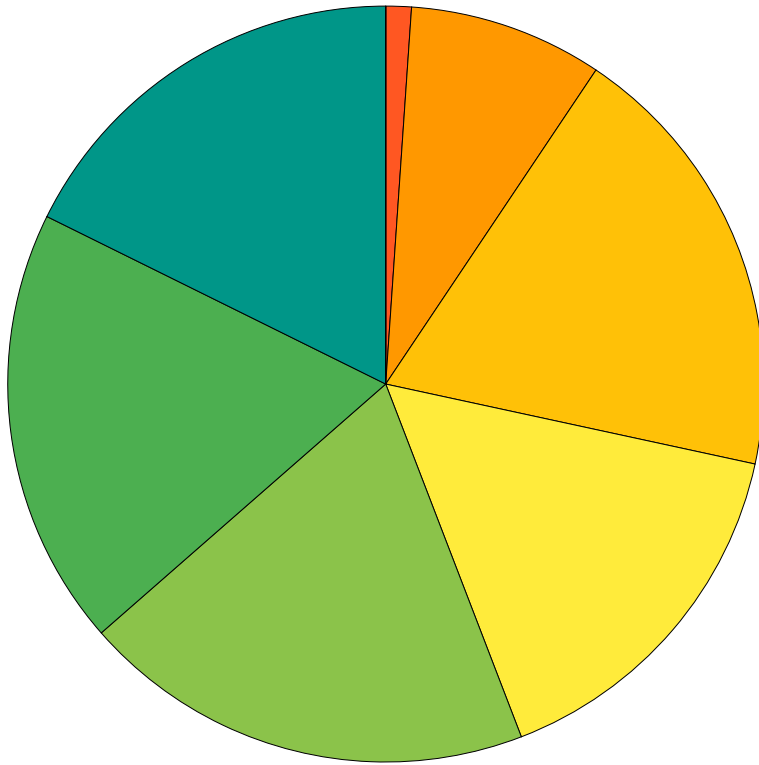
# Age of Primary Adult

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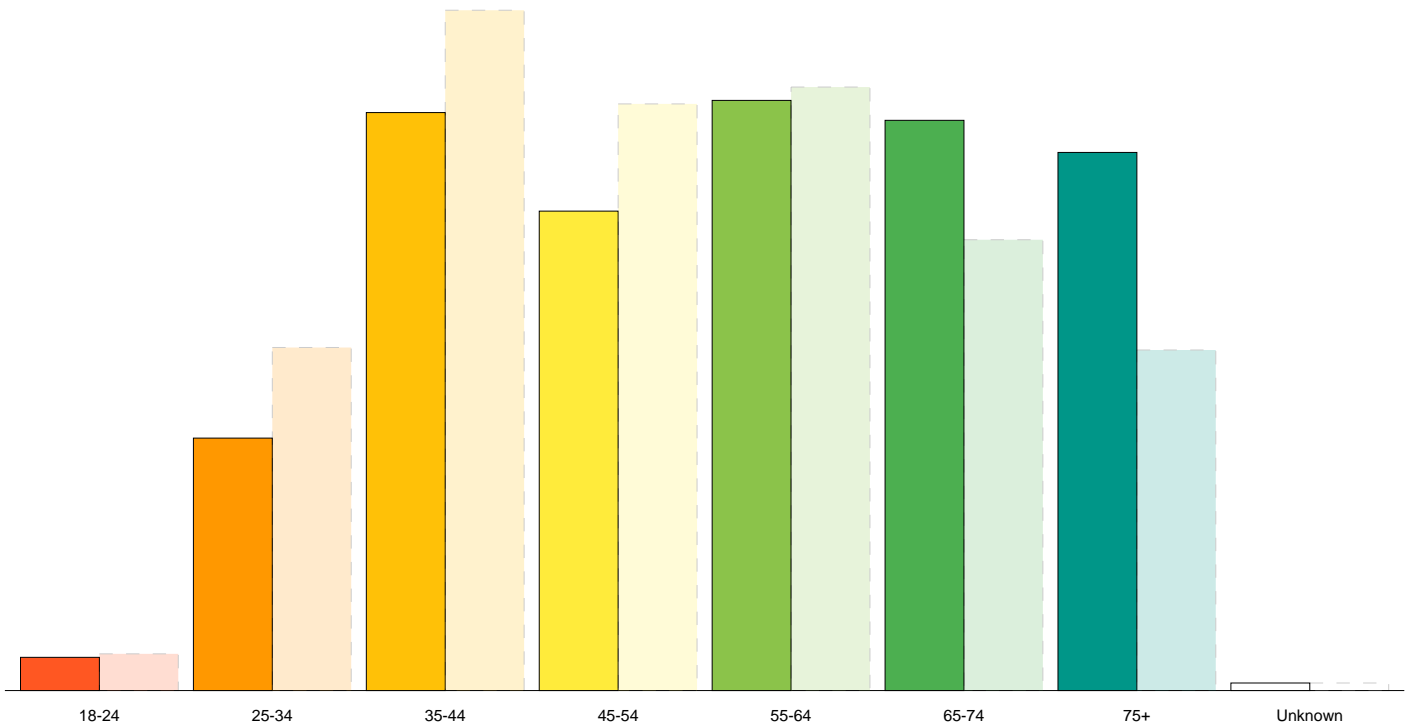
Age	Project #	Project %	USA %	index
18-24	30	1.09	1.21	● 0.90
25-34	228	8.30	11.28	↓ 0.74
35-44	522	19.00	22.37	● 0.85
45-54	433	15.76	19.29	● 0.82
55-64	533	19.40	19.84	● 0.98
65-74	515	18.75	14.82	↑ 1.26
75+	486	17.69	11.20	↑ 1.58
Unknown	0	0.00	0.00	↓ 0.00
<b>Total</b>	<b>2,747 households in project</b>			

Age is an important indicator of life-stage. This helps you prepare workers for the harvest in your neighborhood by matching like age groups. Also, using the Comparison Index helps us understand where the size of the target age group is larger or smaller than what we would find in the state.

Age of Primary Adult



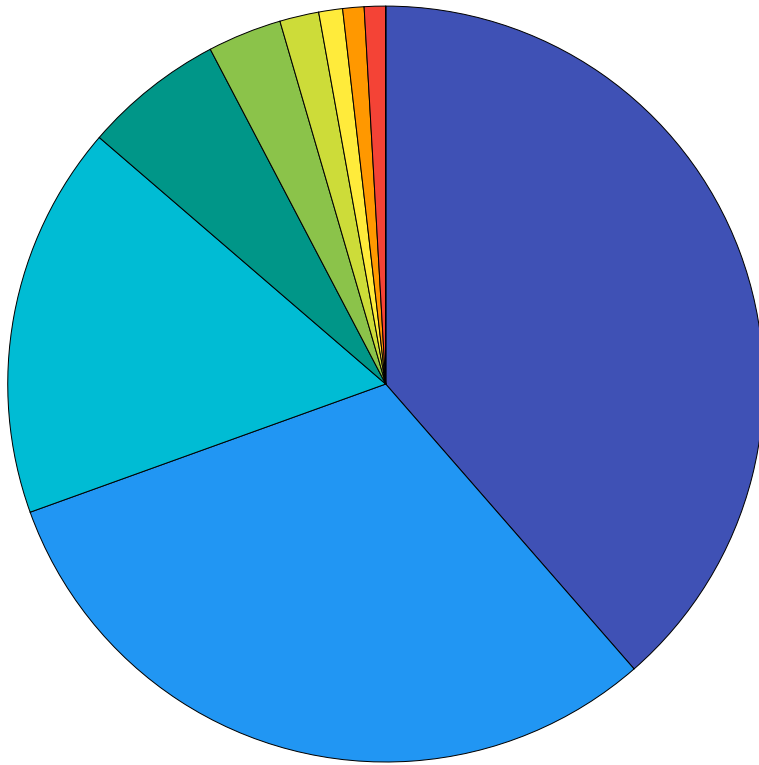
Age of Primary Adult



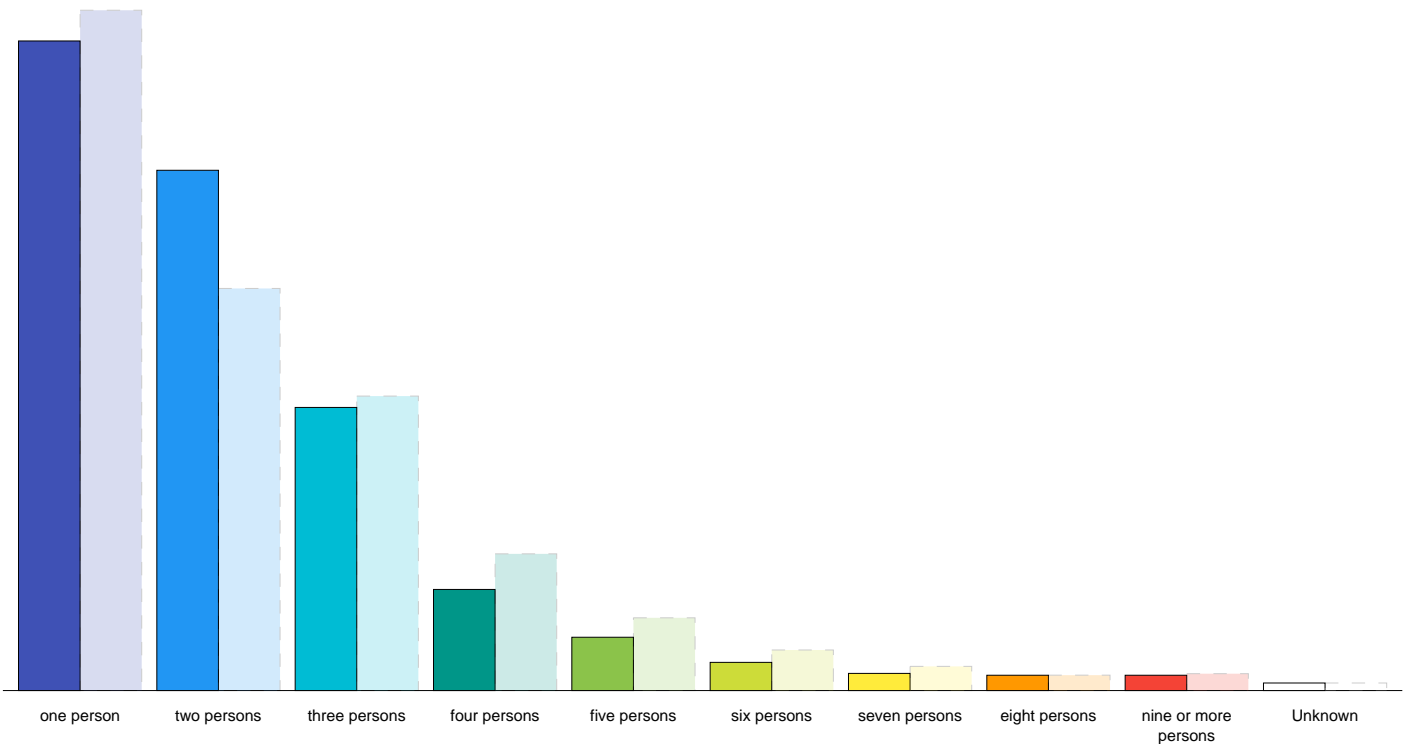
# Household Size

Household Size	Project #	Project %	USA %	index
one person	1,060	38.59	40.41	● 0.95
two persons	849	30.91	23.89	↑ 1.29
three persons	462	16.82	17.49	● 0.96
four persons	165	6.01	8.12	↓ 0.74
five persons	87	3.17	4.32	↓ 0.73
six persons	46	1.67	2.41	↓ 0.69
seven persons	28	1.02	1.44	↓ 0.71
eight persons	25	0.91	0.92	● 0.99
nine or more persons	25	0.91	1.00	● 0.91
Unknown	0	0.00	0.00	↓ 0.00
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

Household Size



Household Size



# Kids Present

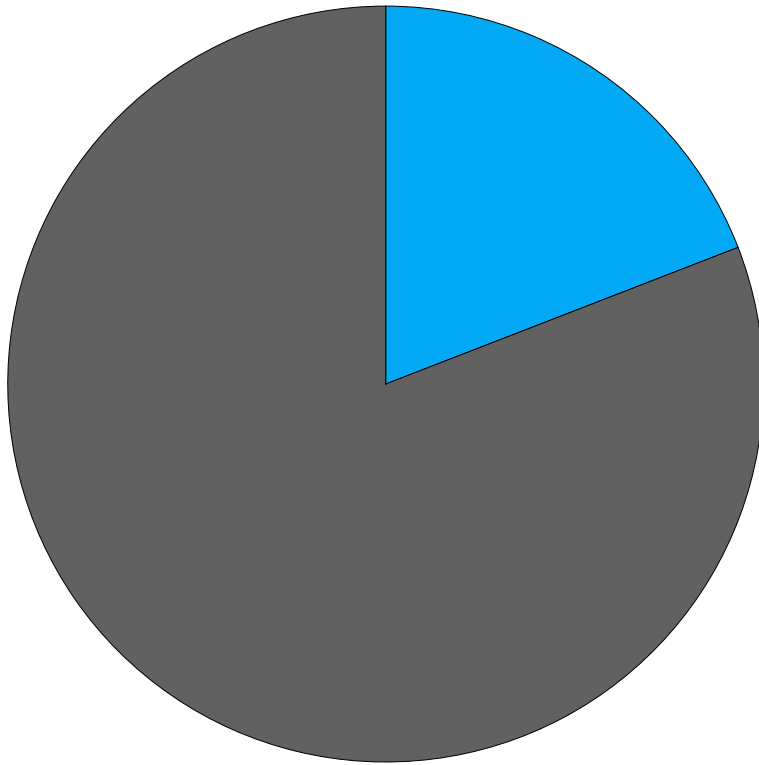
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Kids Present	Project #	Project %	USA %	index
Probably have kids	525	19.11	0.00	↓ 0.00
No information on kids	2,222	80.89	0.00	↓ 0.00
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

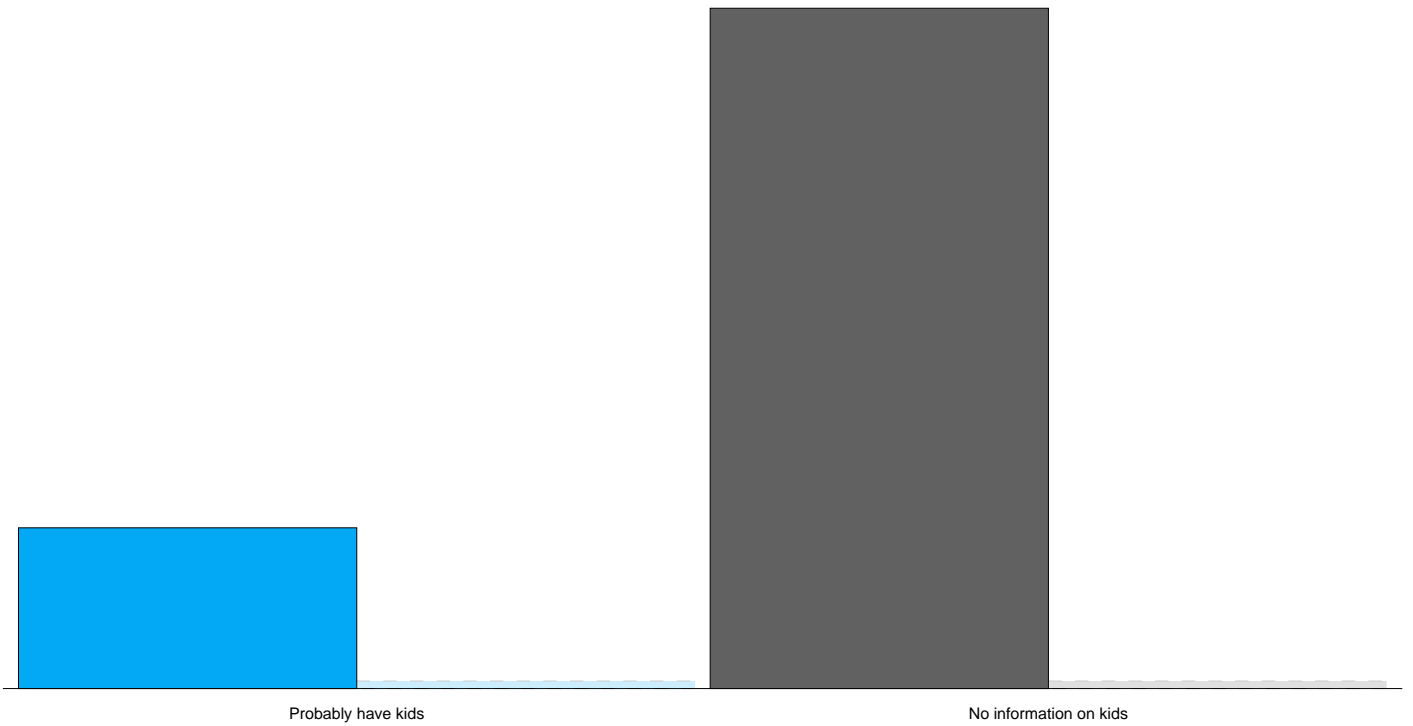
Typically, about 34% of households in the U.S. have children present. In our database some of the homes which actually have children present may not be coded accordingly because there is no specific evidence that children live there. That's why the project % will normally be understating the number of homes with kids.



Kids Present



Kids Present



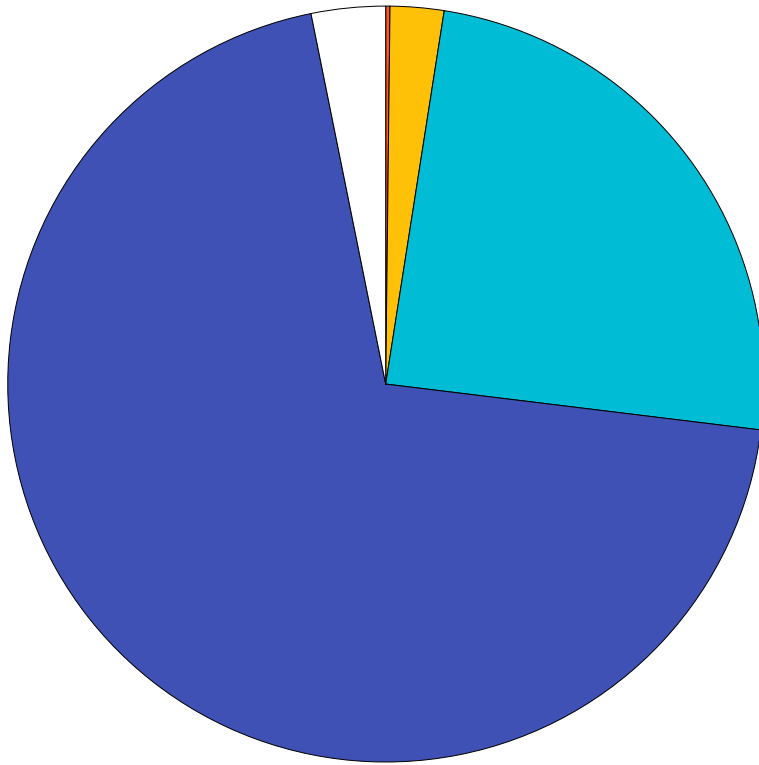
# Home Ownership

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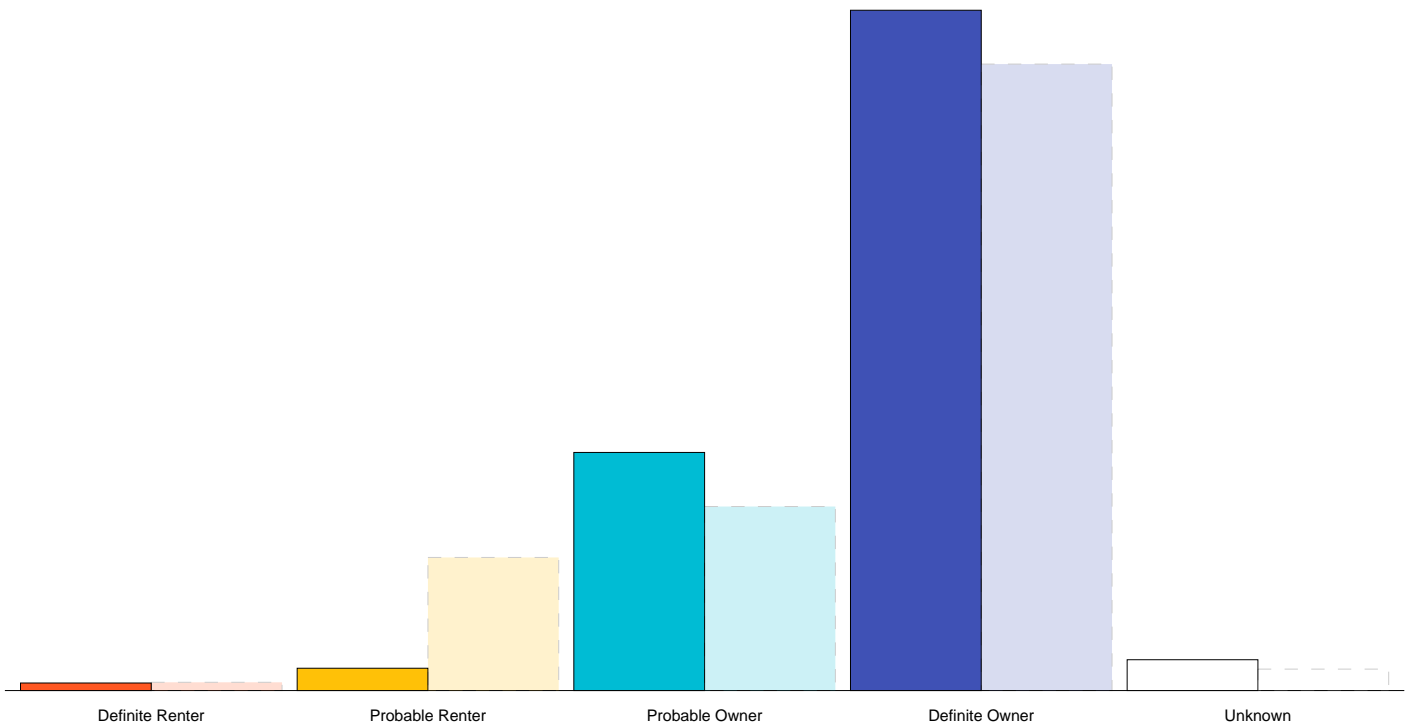
Home Ownership	Project #	Project %	USA %	index
Definite Renter	5	0.18	0.85	↓ 0.21
Probable Renter	63	2.29	13.68	↓ 0.17
Probable Owner	672	24.46	18.91	↑ 1.29
Definite Owner	1,920	69.89	64.36	● 1.09
Unknown	87	3.17	2.20	↑ 1.44
<b>Total</b>	<b>2,747</b>	<b>households in project</b>		

Home ownership is another measure of economic mobility. It is also useful in defining the stability of the neighborhood. A higher than average amount of home owners indicates likely stability in the area.

### Home Ownership



### Home Ownership



## More Information

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To learn more about how the Mapping Center can help your church or ministry reach every home in your mission field with the Gospel, please visit [blesseveryhome.com](http://blesseveryhome.com), email [info@blesseveryhome.com](mailto:info@blesseveryhome.com) or call toll-free 1-888-627-7997.

Thank you.