

# Who Is My Neighbor? Mountlake Terrace (98043)

Prepared For:  
Agape Community Church  
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## Executive Summary

Agape Community Church, a start-up multi-cultural church plant in the Mountlake Terrace suburb of Seattle, WA wishes to reach out to its neighbors, but does not know their neighborhood well. This research reports on the Mountlake Terrace ZIP Code, and the five surrounding ZIP Codes, which together form a 7 mile by 5 mile rectangle around the current church meeting facility.

Key characteristics of ZIP Code 98043 include:

- Area: 3½ miles by 2½ miles (9 square miles); population = 20,333;
- Median family income above national average, lowest incomes surround church facility;
- Owner occupied housing dominates southern half, renter occupied housing dominates northern third of ZIP Code;
- Poverty level of 8.1% of population lower than national average of 12.4%;
- Primarily White (Caucasian) with substantial Asian and Latino minorities: South Korean, Filipino, Mexican and Vietnamese nationalities dominant.

Key Characteristics of the composite 6-ZIP Code area include:

- Area: 7 miles by 5 miles (30 square miles); population = 183,469;
- Larger number of youth, seniors than ZIP code 98043, smaller percentage in age 25-65 group;
- Higher percentage of home owners, fewer renters, thus more permanent population;
- Economically, significantly higher median incomes, wealth in surrounding ZIP Codes than in ZIP Code 98043;
- Significantly higher White (Caucasian) percentage in surrounding ZIP Codes, more ethnically diverse population in ZIP Code 98043

Several potential next steps are identified, including:

- Developing ministries to match population, including youth, Asian populations;
- Neighborhood surveys to assess current situation.

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## **Introduction:**

The Agape Community Church is a new church plant currently meeting at Terrace Park School (5409 228<sup>th</sup> Street SW, Mountlake Terrace, WA 98043)<sup>1</sup>. Because of their relatively new presence in the area, the church needs information regarding its current neighborhood composition. The following material is provided in response to a request from the church for such information. What follows is, first some notes on organization and accompanying assumptions, followed by a description of the immediate neighborhood (a rectangular area 3½ miles by 2½ miles). An additional description of surrounding neighborhoods is also provided, (a rectangular area 7 miles by 5 miles) from the current church meeting place. Following these descriptions is a composite summary of the characteristics of that circle of approximately 10 miles which describes the outreach neighborhood of the Agape Community Church



Demographics describe the characteristics of people within a specified population group. Those characteristics can be analyzed, combined and interpreted to provide useful guidelines for the provision of goods and services (sometimes called “marketing”). Collating census and survey data which is then analyzed for specific characteristics or traits can potentially provide useful information for those interested in knowing about a target group or a target area. The material which follows is based specifically on demographic data, collected by the US Census Bureau in both census and survey form.

## **Assumptions and Notes:**

The following data assumptions underlie the analysis which follows

### *Assumptions:*

- US Census Data: The most accurate measures of local population and population characteristics, consistent across all geographic areas, are collected every ten years (decennially) by the US Census Bureau. The census is an actual physical count of all (or nearly all) of the members in a group – in this case, the entire population of the USA. This census data is collected at a sufficiently detailed level to be attributable to a specific local geographic entity – the ZIP Code. Such data is then aggregated by the US Census Bureau so that it can be reported by city, county, state, region, and ultimately nationwide.<sup>2</sup>

It should be noted that other forms of statistical data are available, notably US Census Bureau Survey data and locally collected data.

- In each of the nine years between the decennial census, the US Census bureau conducts surveys of representative populations, with the specific intent to identify major changes taking place within population areas. Because surveys

rely on statistical sampling methods, they contain significant variation in reported accuracy. Further, sampling is done only at the large city and county levels, and thus is not attributable to specific neighborhoods or ZIP Codes. Thus, US Census Bureau Survey data is at best only generally indicative for a local organization concerned with neighborhood factors.

- Many local organizations, most notably real estate firms, collect local data annually, and sometimes as frequently as quarterly. Unfortunately, privately contracted statistical research is subject to the collector's "collection bias" (their operational focus), which decreases the reliability of the resultant statistics, as they seldom describe their collection and analysis methods, thus relegating their data to a supplemental information status only.

Thus, to insure consistency throughout, US Census Bureau data provides the basis for the analysis which follows.

- Unit of Analysis: ZIP Code: The ZIP Code system was developed by the US Postal Service in 1963 as a cartographic device to track its specific carrier routes, and to facilitate automation of postal delivery. It identifies the specific, street level geographic area serviced by a single, public access post office<sup>3</sup>. This supplanted the century old tradition of using census tracts, which were developed by the US Bureau of Land Management to record the ownership of specific parcels of land. While the census tract system<sup>4</sup> is still in use for some specific statistical data, collection of local area census data has since 1970 been correlated to postal ZIP codes, providing specific local census data in great detail. Because such statistical data is publically available, it is useful for neighborhood level studies, and thus the ZIP Code forms the basic geographic area of analysis in the material which follows. Further, because census data collection is consistent across geographic lines, the ZIP Code also provides a convenient basis for comparative (between ZIP Codes), as well as static (individual ZIP Code) analysis.
- Distance: Much research over the past three decades has addressed the issue of the relationship between distance and church attendance.<sup>5</sup> Research indicates that for Protestant churches, there exists a dichotomy of attendees, with slightly more than 50% residing within a 1½ mile radius of the church facility (the local neighborhood) while an additional 40% will reside between 1½ and 4 miles from the church facility (area of influence). Thus, to the extent practicable, the data analysis that follows conforms to this general research result, first identifying populations in the approximate three mile circle centered on the church facility and then identifying populations in an approximately eight mile circle centered on the church facility.

*Notes:* In addition to the specific assumptions identified above, the following specific methods have been employed in constructing the accompanying neighborhood analysis.

- Mapping: In addition to tabular (or statistical) data at the ZIP Code level, a number of the decennial census categories are mapped for visual comparison. These maps are in many cases available at the block level, which allows some analysis at a local level

below that of the ZIP Code. Where relevant and available, such mapping data has been included for ZIP Code 98043, where available

- **Comparative Statics:** While the basic unit of reporting is the individual ZIP Code, additional useful information can be obtained by comparing the data obtained for the resident ZIP Code (98043) with that of neighboring ZIP Codes. Comparing such data, especially when data such as the US Census Bureau census data is consistent across ZIP Codes, allows interpretation of the individual ZIP Code data in its relevant context, i.e., a broader geographic area. Comparative statics is an integral component of the analysis which follows.

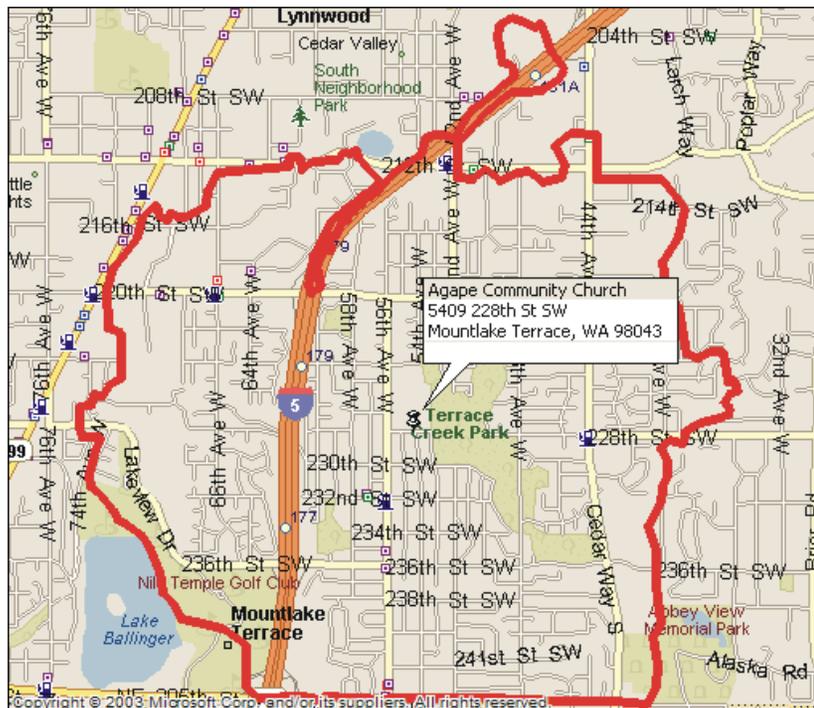
## Agape Community Church

As a church plant, the Agape Community church is relatively new (March 2008) and thus also a relatively small community of believers. Current attendance numbers approximately 50 for Sunday morning services. The church also hosts youth groups and small group bible study/cell group programs which are also small. The church is multicultural in nature, comprised of participants from a number of nationalities and ethnic groups.

As a new church plant, and in keeping with the Great Commission to “disciple all men”, the church seeks growth in attendance, participation, and conversion. To that end, the church body seeks to learn about its new surroundings, as a precursor to developing specific neighborhood based outreach programs. The church currently meets in the Terrace Park School in Mountlake Terrace, WA 98043. That ZIP Code provides the foundation for the neighborhood analysis which follows. Proceeding from the initial assumptions, first, a demographic description of the ZIP Code 98043 is provided, followed by a more general demographic analysis of the five ZIP Code areas surrounding Zip Code 98043. Once those analyses have been provided, a composite analysis is created, followed by some suggestions for “next steps” in the outreach development process.

### *Mountlake Terrace (ZIP Code 98043):*

Conveniently, the Agape Community Church currently meets very near the center of ZIP Code 98043. Although roughly circular in nature, this geographic area as shown below is rectangular: 3½ miles north to south and 2½ miles east to west, enclosing approximately 9 square miles of land area. It is comprised of a range of geographic conditions from undeveloped treed land to multi-story, multi-occupant residential housing.



**Zip Code = 98043 (Mountlake Terrace)**

General Characteristics	Number	%	US %
<b>Total Population</b>	<b>20,333</b>		
Male	10,072	49.5	49.1
Female	10,261	50.5	50.9
Median Age (years)	33	(X)	35.3
Under 5 years	1,315	6.5	6.8
18 years and over	15,189	74.7	74.3
65 years and over	1,847	9.1	12.4
<b>One Race</b>	<b>19,338</b>	<b>95.1</b>	<b>97.6</b>
White	15,803	77.7	75.1
Black or African American	516	2.5	12.3
American Indian and Alaska Native	218	1.1	0.9
Asian	2,146	10.6	3.6
Native Hawaiian and Other Pacific Is	119	0.6	0.1
Some Other Race	536	2.6	5.5
Two or more races	995	4.9	2.4
Hispanic or Latino (any race)	1,160	5.7	12.5
<b>Household Population</b>	<b>20,213</b>	<b>99.1</b>	<b>97.2</b>
Group Quarters	120	0.9	2.8
Average Household Size	2.54	(X)	2.59
Average Family Size	3.11	(X)	3.14
Total Housing Units	8,206		
Occupied housing units	7,951	95.3	91.0
Owner occupied	4,733	54.6	66.2
Renter occupied	3,218	45.4	33.8
Vacant units	255	4.7	9.0
<b>Population 25 yrs and over</b>	<b>13,386</b>		
High School Graduate	12,113	90.5	80.4

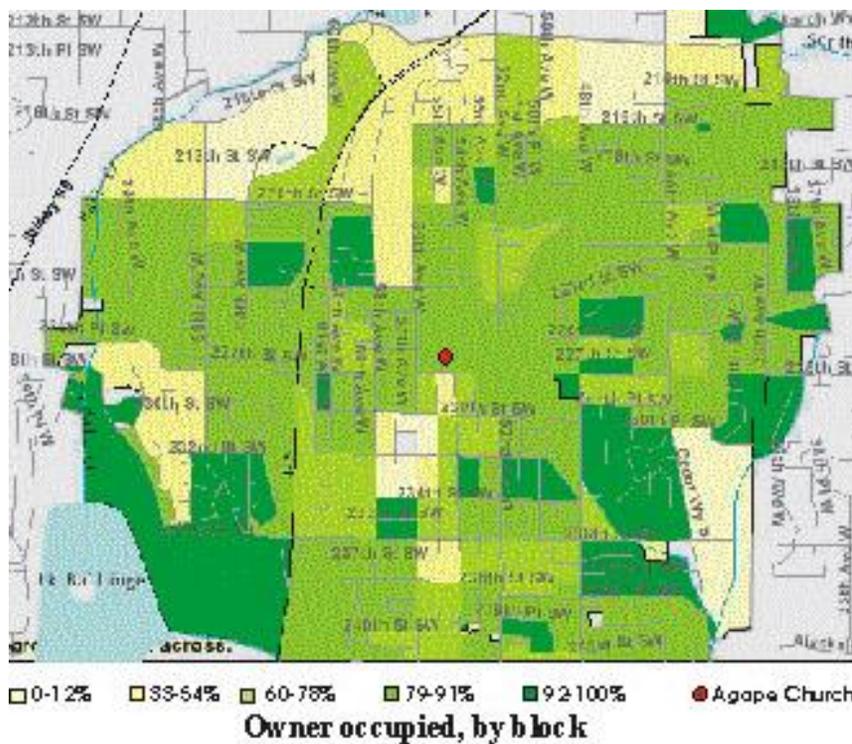
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Bachelors degree or higher	3,264	24.4	24.4
Civilian Veterans (civilian pop. 18 yrs and older)	2,266	14.9	12.7
Disability Status (population 5 yrs and older)	3,666	19.3	19.3
Foreign Born	3,429	16.8	11.1
Male, Now Married, except separated	3,974	50.4	56.7
Female, Now Married, except separated	3,925	47.9	52.1
Speak a language other than English at home	3,904	20.5	17.9
<b>Economic Characteristics</b>			
In labor force (population 16 yrs and older)	11,340	71.6	63.9
Mean Travel Time to work in minutes (16 yrs up)	28	(X)	25.5
Median Household Income	\$47,210	(X)	\$41,994
Median Family Income in 1999 (dollars)	\$51,808	(X)	\$50,046
Per capita income in 1999 (dollars)	\$21,553	(X)	\$21,587
Families below poverty level	292	5.8	9.2
Individuals below poverty level	1,636	8.1	12.4
<b>Housing Characteristics</b>			
	<b>Number</b>	<b>Percent</b>	<b>(Percent)</b>
Single Family owner-occupied homes	3,944		
Median Value (dollars)	\$169,600	(X)	\$119,600

The US Census bureau's 2000 decennial census collected a wide range of data relative to ZIP Code 98043. That data is presented in tabular form, (previous page) in six specific categories: General population, Ethnicity, Household Population, Social Characteristics, Economic Characteristics and Housing Characteristics. These specific categories are discussed individually below.

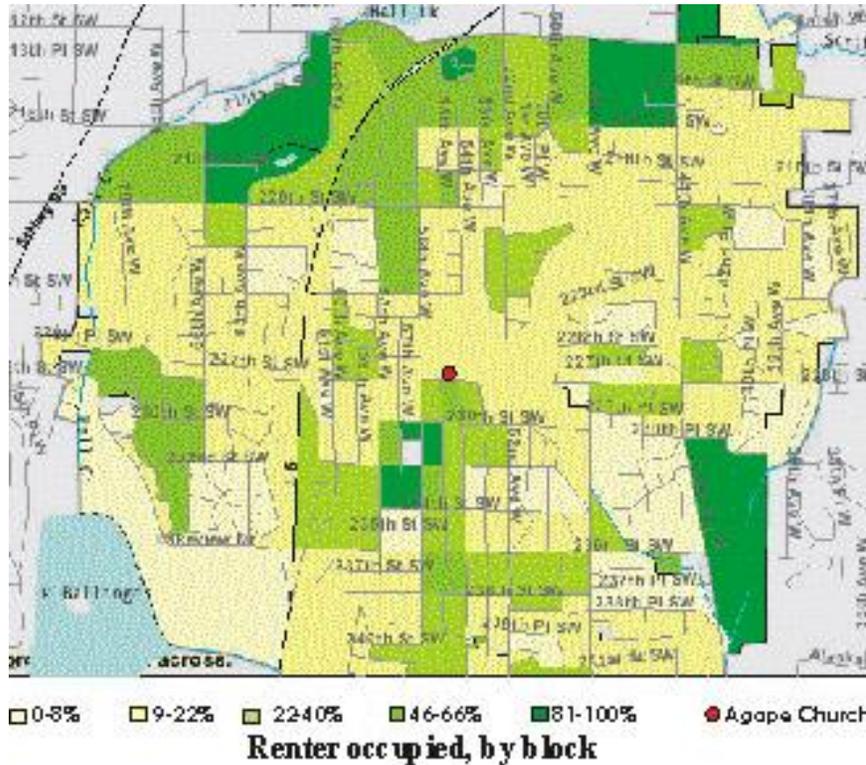
The US Census bureau's 2000 decennial census counted 20,333 persons as resident in this ZIP Code area, as described in the Fact Sheet (next page). This population is evenly split by gender, with a statistically insignificant difference between male than female residents. Fully two thirds (65.6%) of the population falls between the ages of 25 and 64, while 25.2% are youth (below 25 years) and 9.2% would be considered seniors (age 65 and above).

This population occupies approximately 7,950 of the 8,100 available housing units in the ZIP Code. The average household in either case is approximately 2.5 persons, typical of both the Washington State and US National averages. Among this population, homeowners exceed renters by 55% to 45% respectively. Data mapping at the census block level indicates a predominance of owner occupation in the lower 3/4<sup>ths</sup> of the ZIP Code, as indicated below, while

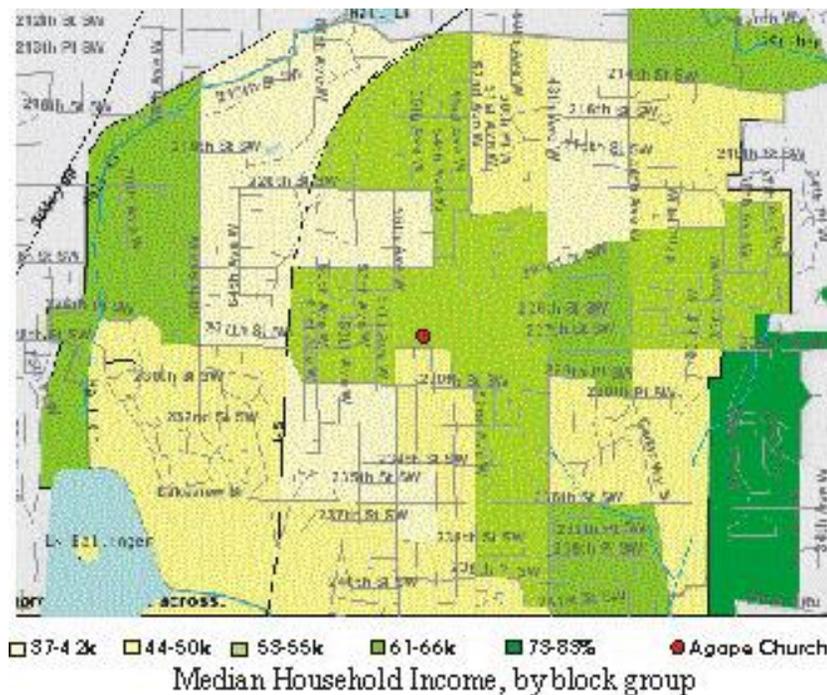


that same data mapping indicates a predominance of renter occupation in the northern 1/4<sup>th</sup> of the ZIP Code, as indicated on the 2<sup>nd</sup> following page. Owner occupied residences are distributed fairly evenly throughout the lower 3/4<sup>ths</sup> of the ZIP Code although they are most prominent in the southern half of the ZIP Code, while the bulk of the renter occupied housing is concentrated in the northern 1/4<sup>th</sup> of the of the area. It is important to note that the concentration indicators

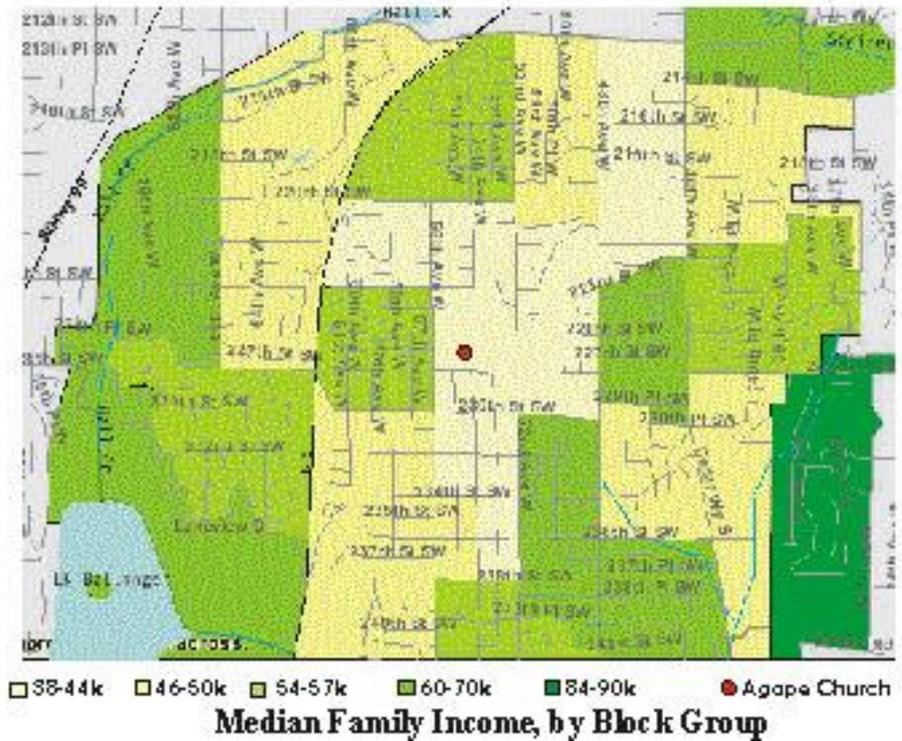
(legend) differ between mapped owner occupied and renter occupied data, though this difference has no effect on the overall conclusion regarding distribution.



Economically, the median *household* income is \$47,210, which though slightly higher than the national average, is statistically equivalent to the national average. Block level data mapping (below) indicates that highest median incomes are concentrated in the southeastern corner



adjoining ZIP Code 98036. While Agape Community Church is bordered on the west, north and east by median income households significantly above this average, median household income to the south and southwest is significantly below this same average.



In contrast, median *family* income of \$51,808 exceeds the national average by 3.5%. Families differ from households in that a household include all who live within a specified living facility (home, condominium, apartment, etc.) while families are relationship based units. Thus, unrelated people living in a single facility (i.e., college students sharing an apartment) would be counted in households, but not in families. In general family incomes tend to be higher than household incomes to the extent that an area has a population of unrelated people living in specific living facilities. Of interest to Agape Community church, in general higher family incomes tend toward the edges of this geographic area, while lowest ZIP Code 98043 median family income (below average) is concentrated in the central portion of the area, including the area immediately adjacent to Agape Community Church.

The composite of these two indicators would suggest that, while households (domicile facilities) tend toward incomes higher than the national or local average, family incomes (relationally based) tend at or below the local average. This intimates that there are a small, but substantial number of non-family individuals living in specific household facilities.

With per capita income of \$21,533 and an average household size of 2.5 persons, it can be assumed that the majority of the families are two income families.

Poverty is an issue in ZIP Code 98043, as 1,636 individuals were identified at or below the poverty level in 2000. This comprises 8.1% of the Zip Code population, somewhat below the

national average of 12.4%. For this census, the poverty level was set at \$8,501 for an individual and \$11, 214 for a couple, and \$17,029 for a family of four. The data does not allow a differentiation of the specific numbers in each category. It should also be noted that these individuals may include retirees living on pensions and annuities, who may own a home and have no mortgage costs, but once again, it is not possible to separate these individuals from the data collected.

*Multi-ethnic and Multi-cultural influences:* An important consideration for any church desirous of developing a multi-ethnic and multi-cultural emphasis is the geographic area characteristics of ethnicity and nationality. As indicated below (from the previous Factsheet), the predominant ethnic group resident in ZIP Code 98043 is white (Caucasian) – regardless of national origin. This group comprises nearly 78% of the population, with all other ethnic groups comprising 22% in the aggregate. Of that aggregate group, nearly half (10.6%) are of Asian ethnicity, and an additional 5.7% are Latino (yellow highlight below). The remaining 5.7%

White	15,803	77.7	75.1
Black or African American	516	2.5	12.3
American Indian and Alaska Native	218	1.1	0.9
Asian	2,146	10.6	4.0
Native Hawaiian and Other Pacific Islander	119	0.6	0.1
Some Other Race	536	2.6	5.5
Two or more races	995	4.9	2.4
Hispanic or Latino (any race)	1,160	5.7	12.5

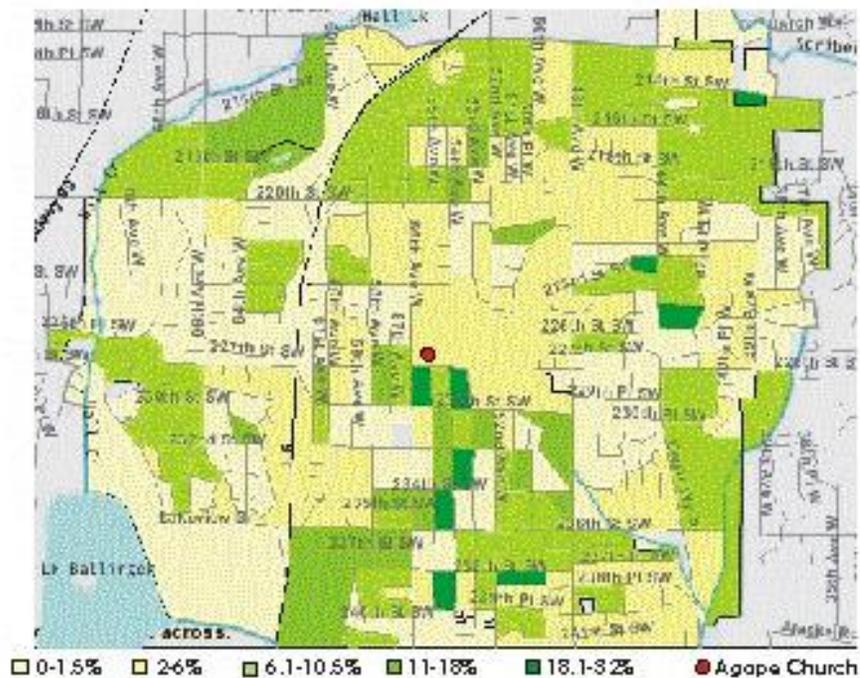
aggregates those of any other race, including Black or African American, Hawaiian/Pacific Islander and Native American/Alaskan Native, and any other race a respondent might identify for themselves. From a technical statistical perspective, some individuals will identify themselves as members of two races simultaneously (gray highlight above), thus requiring the qualifying statistic above. From an outreach standpoint, these few individuals are primarily “white and some other race, mixed”, and are thus not treated as a separate racial group.

As indicated above and mapped below (next page), the largest ethnic group present in ZIP Code 98043 –the Asian population – is generally distributed concentrically around the Agape Community church facility. Highest block level concentrations of Asian - those with Asians as 11% to 40% of the population as a percentage of total block level population are to the northeast and southeast, with others to the southwest. Smaller concentrations lie to the west of Interstate 5 within the Zip Code. Lower concentrations reside in the areas directly around the church facility, and isolated blocks to the southwest and west of the church.



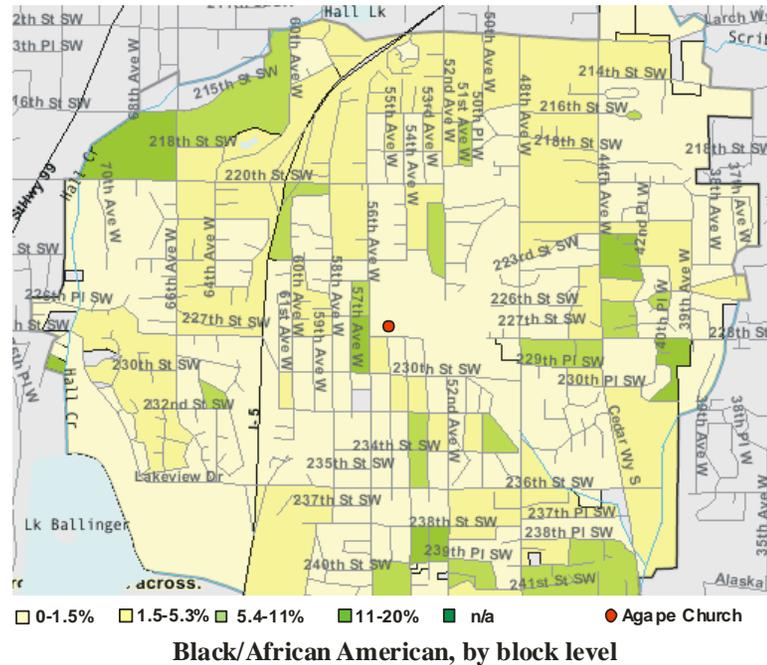
**Asian Population, by block level**

From the table above (preceding page) the second largest ethnic group is Latino's. Unlike the Asian population which is distributed fairly evenly throughout the ZIP Code area, Latino's tend to congregate in greater numbers in smaller blocks, as indicated by the mapped data below. With the exception of a single block area immediately to the west of Agape Community Church, the bulk of the Latino population is concentrated to the southeast of the church facility.



**Hispanic Population, by block level**

Finally, the small Black/African American population for ZIP Code 98043 is mapped by block level below. The largest concentrations of this ethnic group, relative to the Agape Community Church facility lie directly to the south and to the east of the facility, with the exception of a single large block area to the far northwest of the facility. In no case does the ethnic population percentage exceed 25% for this group, anywhere within the ZIP Code area.



Combining this data indicates that, in the immediate south and southeast directions from the church facility are very mixed racial neighborhoods, containing Asian, Latino and Black/African American populations. Latino—dominated blocks tend to be sandwiched between Asian dominated blocks with small pockets of Black/African American neighborhoods in isolated blocks. It should be noted that, despite the relative numerical strength of the various ethnic populations, there remain a majority of White (Caucasian) residents in each block.

Thus, in addition to the predominant white (Caucasian) population, ministry outreach directed at first, the Asian community and second, the Latino community, would reach the greatest number of potential ethnic minority people resident within this ZIP Code.

Because America is essentially a nation of immigrants, most of the population has a historical nationality background. However, with the continuing policies of immigration and refugee resettlement adopted by the US government, large numbers of foreign-born individuals reside among the US population. These individuals provide cultural breadth and richness to the resident population.

The table (right) identifies those foreign born residents of ZIP Code 98043. Thirty-nine non-English speaking nationalities are resident in this area. Largest individual nationality populations (highlighted) in this geographic area are South Korean (484), Filipino (413), Mexican (263) and Vietnamese (222).

In common verbal usage Americans speak of “Hispanics”, “Russians” and “Chinese”, all of which are general identifying terms (stereotypes) regarding a specific language-based group (Spanish, Russian, and Chinese respectively) rather than a nationality. Yet each of these language groups includes populations from a number of distinct nationality cultures, each of which has its own history and cultural practices. In ZIP Code 98043, the Hispanic population (423) collectively includes 14 Bolivians, 6 Brazilians, 15 Columbians, 263 Mexicans, 27 Nicaraguans, 87 Salvadorans, and 11 Spaniards. The “Russian” population (316) includes 185 White Russians and 131 Ukrainians while the “Chinese” population (185) includes 150 from the People’s Republic and 35 from Taiwan.

Thus, while the largest non-white ethnicity in ZIP Code 98043 is Asian, that ethnicity is made up of nationals from Cambodia, Mainland China, Indonesia, Japan, Laos, Malaysia, the Philippines, South Korea, Taiwan, Thailand and Vietnam. With the exception of the Koreans, Filipino’s, mainland Chinese and the Vietnamese, none of these nationality populations exceed 60 persons in this ZIP Code area.

## National Populations - 98043

<a href="#">Australia</a>	12
<a href="#">Bolivia</a>	14
<a href="#">Brazil</a>	6
<a href="#">Cambodia</a>	59
<a href="#">Canada</a>	162
<a href="#">China</a>	150
<a href="#">Colombia</a>	15
<a href="#">Egypt</a>	21
<a href="#">El Salvador</a>	87
<a href="#">Ethiopia</a>	23
<a href="#">France</a>	13
<a href="#">Germany</a>	109
<a href="#">Greece</a>	15
<a href="#">Haiti</a>	5
<a href="#">Hungary</a>	6
<a href="#">India</a>	125
<a href="#">Indonesia</a>	62
<a href="#">Iran</a>	58
<a href="#">Israel</a>	34
<a href="#">Italy</a>	19
<a href="#">Japan</a>	43
<a href="#">Jordan</a>	7
<a href="#">Korea, South</a>	484
<a href="#">Laos</a>	39
<a href="#">Lebanon</a>	29
<a href="#">Malaysia</a>	27
<a href="#">Mexico</a>	263
<a href="#">Netherlands</a>	16
<a href="#">Nicaragua</a>	27
<a href="#">Nigeria</a>	8
<a href="#">Pakistan</a>	86
<a href="#">Philippines</a>	413
<a href="#">Romania</a>	25
<a href="#">Russia</a>	185
<a href="#">South Africa</a>	20
<a href="#">Spain</a>	11
<a href="#">Sweden</a>	7
<a href="#">Syria</a>	8
<a href="#">Taiwan</a>	35
<a href="#">Thailand</a>	20
<a href="#">Turkey</a>	21
<a href="#">Ukraine</a>	131
<a href="#">United Kingdom</a>	30
<a href="#">Vietnam</a>	222

While most foreign-born immigrants/refugees will make an effort to learn English and absorb some of the local customs and culture, they continue to speak their mother tongue, especially in the home. In addition to English (of some form) being spoken in the home, 11 major languages are used in family communication in Zip Code 98043, as identified to the right. Second to English is Spanish, followed by Korean, Tagalog (Filipino), Russian, German and Vietnamese.

Our research indicates that the mother tongue is used at home for three primary reasons. First, it is used because the foreign born, usually parents, are more comfortable in that language. They find that it takes an effort to communicate in

**Language spoken at home**

<a href="#">Arabic</a>	105
<a href="#">English only</a>	23805
<a href="#">French</a>	120
<a href="#">German</a>	245
<a href="#">Italian</a>	45
<a href="#">Japanese</a>	40
<a href="#">Korean</a>	695
<a href="#">Norwegian</a>	55
<a href="#">Russian</a>	295
<a href="#">Spanish</a>	1025
<a href="#">Tagalog</a>	375
<a href="#">Vietnamese</a>	225

English, and they are either afraid to communicate in English, embarrassed at their pronunciation and grammatical ability, or simply reticent to use their foreign language ability. Second, they find it more comfortable to use their mother tongue, in part because they can express themselves more clearly, having a better grasp of idiomatic and cultural nuances in that language. Third, they use their mother tongue as a mechanism to communicate their culture to their children, as a means of enculturating the next generation of their family line. Implicit in this usage is the hope that the children (and grandchildren) will retain some of the parents culture as they develop while being immersed in American society and culture.

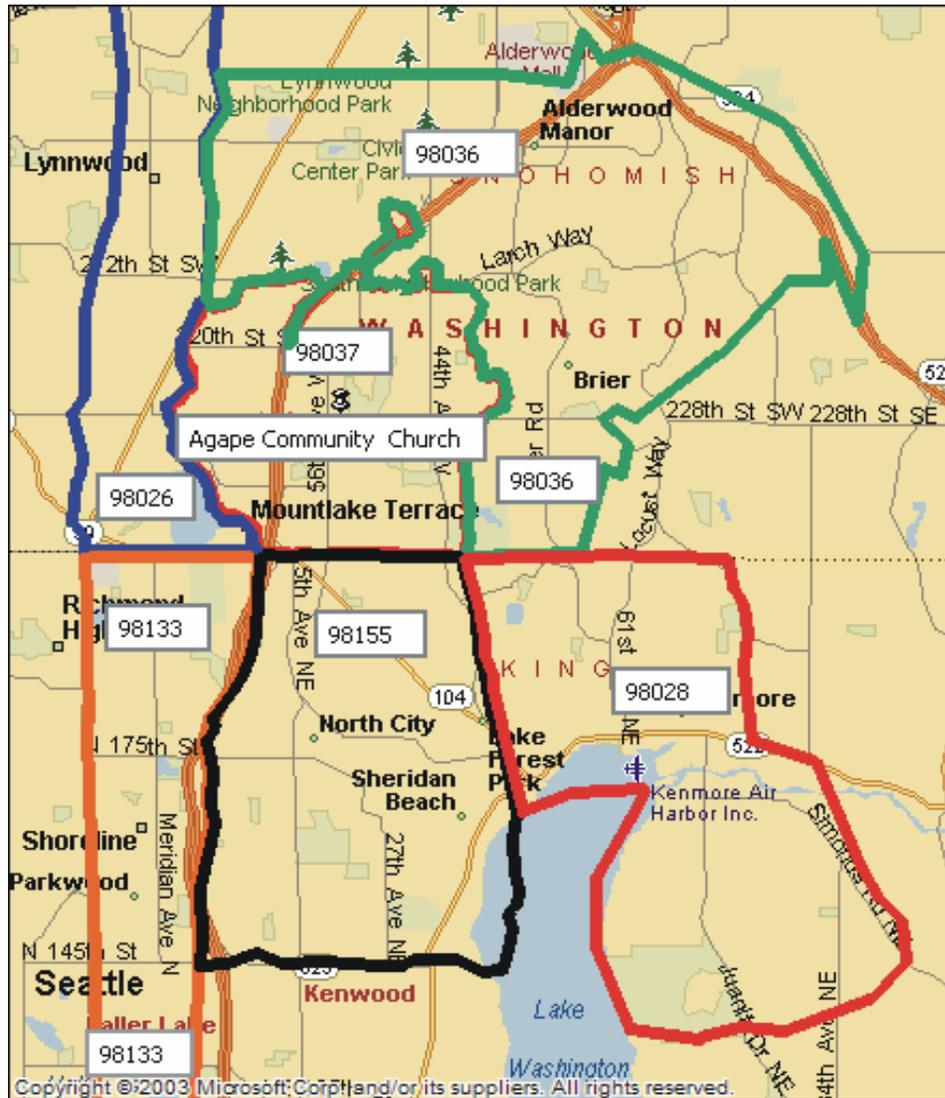
As indicated above, the approximately 3,500 foreign born residents represent 17% of the ZIP Code 98043 population and displays a significant breadth of nationality, linguistic and cultural backgrounds.

*Summary:* The foregoing indicates that ZIP Code 98043 is primarily residential in nature, majority White (Caucasian) racially, but with a significant minority of both Asian and Latino residents. Economically, the area is essentially equal to the US National average, with a small population far exceeding the national average, and 8% of the area population living below the official poverty level. Geographically, home owners live in the lower half of the ZIP Code, while renters dominate the northern third of the ZIP Code. Ethnic minorities are dispersed throughout the ZIP Code, with the dominant Asian minority being the most widely dispersed of the minority groups.

The area immediately surrounding the church is residential in nature, with above average household income but below average family income, indicating a significant number of shared occupancy dwellings. Asian minority populations reside to the east, south and southwest of the church, and Latino populations reside to the south (central, east and west) of the church facility. The nominal Black/African American population resides in small pockets, essentially south of the church facility.

*The Mountlake Area (ZIP Code 98043 plus 98036, 98026, 98133, 98155, 98028)*

The Mountlake Terrace ZIP Code (98043) is surrounded by five additional ZIP Codes which collectively extends the rough rectangle centered on Agape Community Church to approximately 7 miles north to south and 5 miles east to west enclosing approximately 30 square miles, more than three times the area of ZIP Code 98043 alone. The five adjacent ZIP Codes include 98036, 98026, 98133, 98155, 98028, as depicted below. The area includes the adjacent communities of Lynnwood, Alderwood Manor, Brier, Kenmore, Lake Forest Park, North City, and Richmond Heights.



While the geographic area has more than tripled in size over that of ZIP Code 98043 alone, the total population of this expanded area has increased by a factor of nine times (183,469) over that of ZIP Code 98043 alone (20,333) as indicated on the composite Fact Sheet on the next page. Significant increases occur to the southwest (Richmond Heights) while some population density decrease occurs to the southeast (Kenmore).

**A three-page width foldout table is inserted manually here, page width is too large for pdf printer – see original document**

The US Census bureau's 2000 decennial census collected a wide range of data relative to each ZIP Code. That data is presented in tabular form, (preceding page) in six specific categories: General population, Ethnicity, Household Population, Social Characteristics, Economic Characteristics and Housing Characteristics. The table presents seven groups of data. The first group (three columns) contains the data for ZIP Code 98043, as presented in the earlier discussion for that ZIP Code. The next five groups (three columns each) present the same data for ZIP Codes 98036, 98026, 98133, 98155 and 98026 respectively. The final group is a composite of the data<sup>6</sup> of the six ZIP Codes. The six specific Census Bureau categories are discussed individually below, relative to the composite data for the six ZIP Codes combined.

Cumulatively, this 30 square mile area houses 183,469 people in a range of residential facilities – from single family dwellings to multi-story, multi-family apartment complexes. This population, as with ZIP Code 98043, is evenly represented by gender. The average household in both ZIP Code 98043 and the 6-ZIP composite area is approximately 2.5 persons, typical of both the Washington State and US National averages. Though there are slightly more males than females, the difference is statistically insignificant. Unlike ZIP Code 98043, less than two thirds (57.2%) of the composite 6 ZIP Code population falls between the ages of 25 and 64 as compared to 65.6% of the Population in ZIP Code 98043. Further, 31.1% of the composite population are youth (below 25 years) as opposed to only 25.2% for ZIP Code 98043. while 11.7% would be considered seniors (age 65 and above) as opposed to the 9.2% in ZIP Code 98043. Thus, ZIP Code 98043 has a greater proportion of working age individuals, while the composite group has a wider dispersion, with significantly more youth and slightly more seniors than ZIP Code 98043.

Age Group	98043	6-ZIP
Under 25	25.2%	31.1%
25-64	65.6%	57.2%
65 & over	9.2%	11.7%

In the 6-ZIP code area, the population occupies 73,354 of the available 75,700 housing units: 46,236 of which are owner occupied while 27,118 are renter occupied. This compares with 55% and 45% respectively for ZIP Code 98043, indicating that there are more renters in ZIP Code 98043 than in the surrounding area. Because of the statistically significant difference between the Agape Community Church ZIP Code and the greater (composite) area, the Agape Community Church area contains a more transitory population than that of the surrounding area. Thus, the Agape Community Church area is likely to exhibit neighborhood changes more rapidly than its surrounding area, especially the northern third of ZIP Code 98043, where renter occupation dominates.

Housing	98043	6-ZIP
Owner occupied	55%	63%
Renter Occupied	45%	37%

Unfortunately, block level and census tract data mapping for the cumulative composite ZIP Code data is unavailable, although data mapping for each of the individual ZIP Codes may be provided on request.

Economically, the 6-ZIP Code composite area median *household* income is \$52,450, which significantly exceeds the national average, and exceeds ZIP Code 98043 median *household* income of \$47,210 by \$5,240 or 11.0%. Further, the 6-ZIP Code composite median *family* income of \$62,113 also exceeds the ZIP Code 98043 median *family* income of \$51,808 by \$10,305 or 19.9%. Families differ from households in that a household include all who live within a specified living facility (home, condominium, apartment, etc.) while families are relationship based units. Thus, unrelated people living in a single facility (i.e., college students sharing an apartment) would be counted in households, but not in families. In general family incomes tend to be higher than household incomes to the extent that an area has a population of unrelated people living in specific living facilities

These economic differences are further exhibited in comparing the median value of owner-occupied homes in the 6-ZIP Code composite area of \$207,833 with the median value of owner-occupied homes in ZIP Code 98043 of \$169,600. The difference between the two is \$38,233, or 22.5% of the ZIP Code 98043 median value of owner-occupied homes. Collectively, this data indicates a less economically advantaged population in the ZIP Code 98043 geographic area compared to its surrounds. Such conclusion is reinforced by noting that, of the 6 ZIP Code areas in the table, ZIP Code 98043 has the second highest individual and family poverty level, above all but ZIP Code 98133 located to the southwest.

*Multi-ethnic and Multi-cultural influences:* An important consideration for any church desirous of developing a multi-ethnic and multi-cultural emphasis is the characteristics of geographic area ethnicity and nationality. As indicated below, the predominant ethnic group

<b>Race</b>	<b>6-ZIP</b>		<b>98043</b>	
White	144,950	82.5%	15,803	77.7%
Black or African American	4,922	2.8%	516	2.5%
American Indian or Alaska Native	1,682	1.0%	218	1.1%
Asian	20,056	11.4%	2,146	10.6%
Native Hawaiian/Pacific Islander	612	0.3%	119	0.6%
Some Other Race	3,548	2.0%	536	2.6%
Two or more races	7,699	4.2%	995	4.9%
Hispanic or Latino (any race)	8,672	4.7%	1,160	5.7%

resident in both the 6-ZIP Code composite area and ZIP Code 98043 is white (Caucasian) – regardless of national origin, but it is a significantly smaller proportion in ZIP Code 98043 than in the 6-ZIP Code composite area. This group comprises 82.5% of the 6-ZIP Code population, with all other ethnic groups comprising only 17.5% in the aggregate. Of that aggregate group, by far the largest racial group (11.4%) are of Asian ethnicity, and an additional 4.7% are Latino, highlighted above. While this is similar to that of ZIP Code 98043, that Zip Code would appear to be more ethnically diverse than its surrounding area, in that 5% more of the population in ZIP Code 98043 is of a race other than white (Caucasian). In either case, in terms of multi-ethnic ministry, by far the largest non-white opportunity is in the Asian community.

Similar to the housing and income data above, block level and census tract data mapping for the cumulative composite ZIP Code area is unavailable, although data mapping for each of the individual ZIP Codes may be provided on request.

The table (next page) compiles ALL 67 nationalities represented in the 6-ZIP Code population. The largest non-English speaking nationality populations (highlighted) in descending order are: South Korean, Vietnamese, Filipino, Chinese and Mexican; data which is consistent with the previous race/ethnicity data and similar to that of ZIP Code 98043.

The table below indicates the language spoken in the home for the population of the 6-ZIP Code area. The largest non-English language groups (highlighted) in descending order are: Spanish, Korean, Tagalog (Filipino) and Vietnamese, again consistent with both the nationality and the race/ethnicity data above. It is interesting to note that Chinese (both Mandarin and Cantonese combined) are of insignificant use in the home despite the relatively large Chinese population of the area.

	98043	98036	98026	98133	98155	98028	Total
<a href="#">Amharic</a>				620			620
<a href="#">Arabic</a>	105	165	50	225	110	55	710
<a href="#">Cantonese</a>				60			60
<a href="#">English only</a>	23,805	45,990	55,520	54,845	35,605	20,000	235,765
<a href="#">French</a>	120	85	180	285	315	180	1,165
<a href="#">German</a>	245	275	430	285	165	200	1,600
<a href="#">Hindi</a>				70	70		140
<a href="#">Indonesian</a>				255			255
<a href="#">Italian</a>	45	45					90
<a href="#">Japanese</a>	40	115	240	480	210	50	1,135
<a href="#">Korean</a>	695	965	1,835	1,380	475	125	5,475
<a href="#">Mandarin</a>					45	45	90
<a href="#">Mon-Khmer, Cambodian</a>		395	55	165			615
<a href="#">Norwegian</a>	55	25	250	185			515
<a href="#">Persian</a>		75				80	155
<a href="#">Portuguese</a>				60			60
<a href="#">Russian</a>	295	515	305	530	125		1,770
<a href="#">Serbocroatian</a>		75					75
<a href="#">Spanish</a>	1,025	2,150	2,040	2,625	1,040	500	9,380
<a href="#">Swedish</a>				25			25
<a href="#">Tagalog</a>	375	515	560	1,195	440	15	3,100
<a href="#">Thai</a>				25			25
<a href="#">Ukrainian</a>		245	160				405
<a href="#">Vietnamese</a>	225	845	405	855	665		2,995

In summary, the 6-ZIP Code area is larger and at the same time less diverse than the single ZIP Code 98043. The composite area also enjoys a higher income and wealth position than ZIP Code 98043, and houses a less transient population. Despite these differences, the major racial and nationality groups are the same in both the 6-ZIP composite area and ZIP Code 98043.



northwest suburbs (Mill Creek/Maltby), and highest density in the southwest suburbs (North Ballard/Shoreline cities). Because macro analysis of necessity excludes the ability to identify specific location characteristics, further generalization regarding this broader geographic area is, at best, speculative, and thus not included here.

### **Composite Summary, Outreach Area**

Comparatively speaking, the composite 6-ZIP Code area is, in addition to being substantially larger than ZIP Code 90843, more economically well-off while being less racially and ethnically diverse. This offers Agape Community church a fairly unique opportunity to reach out to the statistically larger local ethnic populations of ZIP Code 98043 by offering appropriate, ethnically sensitive ministries and programs.

The age distribution of the 6-ZIP Code population is less middle aged, with a substantially larger number of both youth and seniors than ZIP Code 98043. Thus, Agape Community church is well placed geographically to develop outreach programs and ministry programs targeting the 25-64 age group, while perhaps placing less emphasis on seniors.

In recognition of the significant size and number of youth in the ZIP Code 98043 area, an emphasis on community youth ministries might be considered. Offering multi-cultural youth activities consistent with the significant Asian and Latino minority groups would be consistent with the ZIP Code demographics.

Given the economic disparity between the ZIP Code 98043 area and the 6\_ZZip Code area, coupled with the relative transitory nature of the ZIP Code population, fundraising can be expected to be a major issue. New church plants historically start with minimal funding, and build ministries and outreach programs based on growth potential and funding opportunities. While multicultural growth potential appears promising, the economically challenged nature of multi-cultural populations poses a significant nature impediment to rapid expansion. Given the current economic climate (early 2009), the economic challenge is potentially much greater than normal.

### **Next Steps**

The analysis above is indicative of the characteristics of the area. Further data collection and analysis from additional sources may provide additional, more accurate information, corroborating the above – especially in light of the growing age of the 2000 census data on which much of this detailed analysis must, of necessity, be based.

A logical next step would be for the church, using its own resources, to conduct a house to house, neighborhood to neighborhood canvas of those areas which seem to be most compatible with the mission of the church. A first step might be a street-by-street driving tour of the entire ZIP Code, making observations relative to the foregoing demographic analysis. Once that is complete, neighborhood interviews may be a useful source of additional information. That canvas would presuppose a church leadership decision as to which demographic characteristics to seek out, and why those demographics would prove beneficial to the mission of the church.

Building on the analysis above, the church should be encouraged at the prospect of outreach growth and attendance expansion, despite the potential difficulties standing in the way. Achieving that growth will require commitment and effort, but the potential for outreach is clear.

## Notes

<sup>1</sup> Agape Community Church. Online at: <http://www.agape-community.org>.

<sup>2</sup> ZIP Code 98043 Demographics: *American Factfinder*. US Bureau of Census, Online: <http://factfinder.census.gov/>

<sup>3</sup> US Postal Service History. <http://www.usps.gov/history>

<sup>4</sup> A small, relatively permanent statistical subdivision of a county or statistically equivalent entity, delineated for data presentation purposes by a local group of census data users or the geographic staff of a regional census center in accordance with Census Bureau guidelines. Designed to be relatively homogeneous units with respect to population characteristics, economic status, and living conditions at the time they are established, census tracts generally contain between 1,000 and 8,000 people, with an optimum size of 4,000 people. Census tract boundaries are delineated with the intention of being stable over many decades, so they generally follow relatively permanent visible features. However, they may follow governmental unit boundaries and other invisible features in some instances; the boundary of a state or county (or statistically equivalent entity) is always a census tract boundary. See block numbering area, tribal census tract. Online: <http://www.census.gov/dmd/www/glossary.html#C>

<sup>5</sup> While this is not the appropriate place for a complete literature review of past research, among the useful summaries of such research is: Farnsley, Arthur E. 2003. *Rising Expectations: Urban Congregations, Welfare Reform, and Civic Life*. Bloomington, IN: Indiana University Press.

<sup>6</sup> Numerical data has been summed, while percentage data has been recalculated based on the summed data rather than averaging the percentages.