

Demographic Research

To See a Demographic Report of Any Zip Code

Demographic information for zip codes can be obtained from the ELCA website at: <https://www.elca.org/Our-Work/Congregations-and-Synods/Research-and-Evaluation>. On that webpage look for the green box in the lower right corner called “Demographic Reports.” Click on “VIEW NOW.” You will need your synod code (5F) and your congregation ID, which can be found on your parochial report or in the Synod Yearbook, or in the ELCA Yearbook. If you cannot find it, call the Synod Office. You will need to enter your zip code. If your congregation serves more than one zip code, you will need to generate a report for each zip code and combine the information as best you can. Click “VIEW REPORT” and click the PDF Download to see the report and print it.

A very useful alternative is found at <http://thearda.com/DemographicMap/>. At the box at the top of the page, enter the street address or zip code where your congregation is located, find and click on your congregation on the map, and then choose a radius for your service area. 5 miles is a good figure. In the Part IV Comments of your Ministry Site Profile, it may be helpful to note the source of your demographic information and what you chose as your service area. It is helpful to consult your local chamber of commerce, mayor’s office, school district, regional planning office, or other business or government agencies that have this kind of information.

Other helpful research sites

<http://www.census.gov/> for Census data
<https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis> see the “Free small business data and trends” section at the bottom of the page.
<https://www.city-data.com/> detailed, informative profiles for every city in the U.S.

To See a Congregation’s Trend Report

- Step 1 Go to the ELCA “Find A Congregation” page at <https://www.elca.org/tools/FindACongregation>
- Step 2 Enter the zip code and name of the congregation and click “Search.”
- Step 3 Click on your congregation on the map.
- Step 4 In the box that comes up, click “Full Trend Report for This Congregation.”
- Step 5 Unless you already have an ELCA account, click the “Sign Up” tab. If you are a new or existing ELCA user, chances are that your preferred email address is already associated with one of the ELCA login-identity providers: Facebook, Google, LinkedIn, Microsoft or Yahoo. You may log in using one of these providers. But you need not use one of these providers to log in. To create a new ELCA login account, you can also type in an email address as your username and type in a password of your choosing. **Please use a personal address** (e.g. johnsmith@gmail.com), not a public or shared one (e.g. info@stlukelutheran.com, pastor@stlukelutheran.com). Then click “SIGN UP” at the bottom of the page.

If you have questions please contact Pr. Steve Brackett, Assistant to the Bishop, or Linda Sue Hamilton at 319-352-1414.