

The Impressions Report

Prepared for: Cornerstone Chowchilla
Study area: 7 mile radius - 208 Fig Tree Road Chowchilla CA 93610

Base State: CA
Current Year Estimate: 2016
5 Year Projection: 2021
10 Year Projection: 2026
Date: 1/21/2017
Semi-Annual Projection: Fall

About the Impressions Report

The Impressions report is designed to give an 'impression' of a study area's character. It has two parts, the first of which presents the study area's likely overall mood and values. The second part presents a study area's inclinations across a set of 10 polarities.

The two parts of the report are...

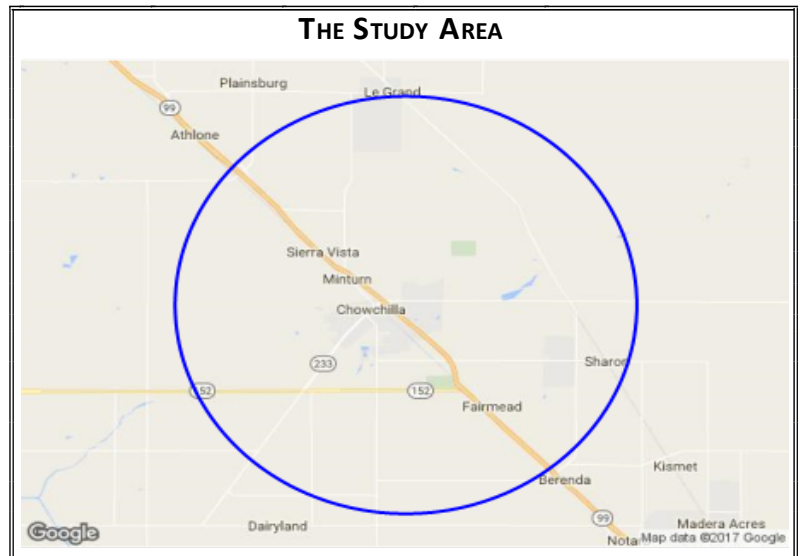
- **10 Indicators of Community Mood and Values:** These 10 indicators portray the relative strength of each category on a scale of 0 to 5.
- **10 Indicators of Community Inclinations:** These 10 indicators present a set of polarities reflecting the relative inclination of an area toward one side of the polarity or the other.

Why is it called "Impressions"?

It is called "Impressions" because unlike the demographic data normally reported which counts population, households and/or housing characteristics, these data derived from the Simmons consumer behavior information portray a more subjective impression of an area. It is one might say an 'Impressionistic' portrait in the way of the late 19th century art movement expressed in 'Impressionism.' It looks at a wide array of the Simmons data and organizes that data by interpretive categories.

How should the report be read?

There are five options for each indicator. Each indicator's score will be highlighted by a colored box, providing an answer the for each specific question.



What is the value and application of such a report?

The character of a community is more than the various views provided by demographic data alone. The Simmons data attempt to capture people's beliefs, values and behaviors--providing insight into the motivations of people. Taken in aggregate form, patterns of an area can be seen. The Impressions report tries to capture these patterns and organize them in ways that report not just data but interpreted data, providing additional dimensions of understanding about an area. As a result, a person viewing the report will gain insight into how to communicate, how a community is likely to respond to various initiatives and even where community programs might be called for.

10 Community Mood and Values Indicators

1	Drive for Affluence In this area, how important is the pursuit of affluence?	Very Unimportant	Somewhat Unimportant	Somewhat Important	Very Important	Extremely Important
2	Devotion to Family In this area, how strong is the devotion to family?	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong
3	Commitment to Career In this area, how important are career pursuits?	Very Unimportant	Somewhat Unimportant	Important	Very Important	Extremely Important
4	Concern for the Environment In this area, how strong is the concern for the environment?	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong
5	Practice of Altruism and Giving In this area, how strong is the practice of altruism and giving?	Very Weak	Somewhat Weak	Somewhat Strong	Very Strong	Extremely Strong
6	Importance of Religious Faith In this area, how important is religious faith and practice?	Very Unimportant	Somewhat Unimportant	Important	Very Important	Extremely Important
7	Entertainment Activities In this area, how active is the community in entertainment activities?	Very Inactive	Somewhat Inactive	Mixed	Somewhat Active	Very Active
8	Desire to Broaden Horizons In this area, how much energy is given to activities that would broaden one's horizons?	Low Energy	Minimal Energy	Moderate Energy	Significant Energy	Vigorous Energy
9	Pursuit of Personal Growth In this area, how likely is this area to pursue avenues of personal growth and development?	Very Unlikely	Somewhat Unlikely	Somewhat Likely	Very Likely	Extremely Likely
10	Sense of Wellbeing In this area, how high is the overall sense of wellbeing?	Very Low	Low	Moderate	Somewhat High	Extremely High

10 Community Inclination Indicators

<p>1</p>	<p>Local vs Global</p> <p>In this area, is the inclination toward a local or global focus?</p>	<p>Very Local Somewhat Local Mixed Somewhat Global Very Global</p>
<p>2</p>	<p>Traditional vs Progressive</p> <p>In this area, is the outlook more traditional or progressive?</p>	<p>Very Traditional Somewhat Traditional Mixed Somewhat Progressive Very Progressive</p>
<p>3</p>	<p>Retiring vs Sociable</p> <p>In this area, is the inclination toward sociability or is it more retiring?</p>	<p>Very Retiring Somewhat Retiring Mixed Somewhat Sociable Very Sociable</p>
<p>4</p>	<p>Restrained vs Indulgent</p> <p>In this area, is the inclination more likely to be restrained in life activities or indulgent?</p>	<p>Very Restrained Somewhat Restrained Mixed Somewhat Indulgent Very Indulgent</p>
<p>5</p>	<p>Planned vs Spontaneous</p> <p>In this area, is the inclination more likely to lean towards planning of activities or spontaneity?</p>	<p>Very Planned Somewhat Planned Mixed Somewhat Spontaneous Very Spontaneous</p>
<p>6</p>	<p>Dutiful vs Carefree</p> <p>In this area, is the inclination more towards fulfilling duty or being carefree?</p>	<p>Very Dutiful Somewhat Dutiful Mixed Somewhat Carefree Very Carefree</p>
<p>7</p>	<p>Security vs Fulfillment</p> <p>In this area, is the inclination more for security or pursuing life fulfillment activities?</p>	<p>High Security Moderate Security Mixed Moderate Fulfillment High Fulfillment</p>
<p>8</p>	<p>Simplicity vs Affluence</p> <p>In this area, is the inclination toward a lifestyle of simplicity or affluence?</p>	<p>High Simplicity Moderate Simplicity Mixed Moderate Affluence High Affluence</p>
<p>9</p>	<p>Self vs Others</p> <p>In this area, is the inclination toward self concerns or the concerns of others?</p>	<p>High Self Moderate Self Mixed Moderate Others High Others</p>
<p>10</p>	<p>Follow vs Lead</p> <p>In this area, is the inclination toward leading or following?</p>	<p>High Follow Moderate Follow Mixed Moderate Lead High Lead</p>

Variables by Indicators

Underlying the 20 different indicators are 93 different Simmons Research Variables. This table lists each variable that plays a role in the calculation of an indicator. Some variables will be used for more than one indicator. Some will have a positive impact and some a negative impact.

Community Mood and Values Indicators

Drive for Affluence

- Money Is Best Measure Of Success
- Only Work Current Job For The Money
- Enjoy Owning Good Quality Things
- I Am A Workaholic
- Prefer To Have Few Possessions As Possible

Devotion to Family

- Enjoy Spending Time With My Family
- Friends More Important Than My Family
- Like Spending Most Time Home With Family
- Provide My Kids With The Little Extras
- Rarely Sit Down to a Meal Together At Home
- Important Family Thinks I Am Doing Well
- Willing To Give Up Time With Family To Advance

Commitment to Career

- I Am A Workaholic
- If Won Lottery Would Never Work Again
- Look At Work I Do As Career Not Just Job
- Want To Get To very Top In My Career
- Willing To Give Up Time With Family To Advance

Concern for the Environment

- Environmental-\$200 Or More
- Like To Understand About Nature
- Make Conscious Effort To Recycle
- People Have Duty To Recycle
- Worried About Pollution Caused By Cars

Practice of Altruism and Giving

- Education-\$200 Or More
- Health-\$200 Or More
- Religious-\$200 Or More
- Social Services/Welfare-\$200 Or More
- Willing To Volunteer My Time/Good Cause
- Charitable Contributions in General
- Religious Under \$200

Importance of Faith

- Consider Myself A Spiritual Person
- Important to Attend Religious Services
- My Faith Is Really Important To Me
- Conservative Evangelical Christian
- Enjoy Watching Religious TV Programs
- Religious-\$200 Or More

Participation in Entertainment Activities

- Arts/Culture/Humanities
- Music Important Part of My Life
- Too Much Sponsorship In Arts/Sports
- Consider Myself Interested In The Arts
- Do Some Sport/Exercise Once A Week
- Enjoy Entertaining People In My Home
- Have Keen Sense Of Adventure

Desire to Broaden Horizons

- Am Interested In International Events
- Don't Judge People/Way They Live Life
- Important To Be Well Informed

Pursuit of Personal Growth

- Consider Myself Interested In The Arts
- Have Keen Sense Of Adventure
- I Am A Perfectionist
- If At First Do Not Succeed Keep Trying
- Important Continue Learning New Things
- Important To Be Well Informed
- Like To Just Enjoy Life
- You Should Seize Opportunities In Life
- Look At Work I Do As Career Not Just Job

Sense of Wellbeing

- Do Some Sport/Exercise Once A Week
- Enjoy Life/ Don't Worry Future
- Feel Very Alone In The World
- Happy With My Standard Of Living
- How Spend Time More Important Than Money
- Important Feel Respected By My Peers
- Important To Have Lasting Relationship
- Little I Can Do To Change My Life
- Try Not To Worry About The Future
- Very Happy With My Life As It Is
- Worry A Lot About Myself
- Enjoy Spending Time With My Family
- In Job Security More Important Than Money
- Like To Just Enjoy Life
- More Important Do Duty Than Enjoy Life
- Prefer To Spend Quiet Evening At Home

Community Inclination Indicators

Local vs Global

- Am Interested In International Events
- Important To Respect Customs And Beliefs
- Interested In Other Cultures
- Home Is An Important Part Of Who I Am
- Woman's Place Is In The Home
- Worry About Violence And Crime

Traditional vs Progressive

- Conservative Evangelical Christian
- Consider Myself More Pro-Life
- Don't Judge People/Way They Live Life
- Enjoy Watching Religious TV Programs
- Home Is An Important Part Of Who I Am
- Like To Pursue Challenge/Novelty/Change
- Marijuana Should Be Legalized
- On Whole People Get What They Deserve
- Pornographic Movies/Shops Should Close
- We Should Strive For Equality For All
- Woman's Place Is In The Home
- Children Should Be Allowed To Express Themselves
- Enjoy Taking Risks
- Friends More Important Than My Family
- Have Practical Outlook On Life
- Interested In Other Cultures

Retiring vs Sociable

- Enjoy Entertaining People In My Home
- Like To Have Circle Of Close Friends
- Prefer To Spend Quiet Evening At Home
- Prefer Work Part Of Team Than Alone
- Feel Very Alone In The World
- Important to Attend Religious Services
- Important To Have Lasting Relationship
- Try To Be Nice To People As Much As I Can
- Like to Stand Out In A Crowd

Restrained vs Indulgent

- Children Should Be Allowed To Express Themselves
- Find It Difficult To Say No To My Kids
- Indulge My Kids With The Little Extras
- Worth Paying Extra For Quality Goods
- Provide My Kids With The Little Extras

Planned vs Spontaneous

- Do Things On Spur Of The Moment
- Enjoy Taking Risks
- Have Practical Outlook On Life
- Like To Do Unconventional Things
- Like To Pursue Challenge/Novelty/Change

Dutiful vs Carefree

- More Important Do Duty Than Enjoy Life
- Enjoy Life/ Don't Worry Future
- Like To Do Unconventional Things

Security vs Fulfillment

- In Job Security More Important Than Money
- Rather Have Boring Job Than No Job
- Worry About Violence And Crime
- Would Like To Set Up Own Business
- Arts/Culture/Humanities
- Do Things On Spur Of The Moment
- Have Keen Sense Of Adventure
- Try Not To Worry About The Future
- You Should Seize Opportunities In Life

Simplicity vs Affluence

- Enjoy Owning Good Quality Things
- Prefer To Have Few Possessions As Possible
- How Spend Time More Important Than Money
- Money Is Best Measure Of Success
- Only Work Current Job For The Money
- Worth Paying Extra For Quality Goods

Self vs Others

- Like to Stand Out In A Crowd
- People Have To Take Me As They Find Me
- Speak My Mind Even If It Upsets People
- Try To Be Nice To People As Much As I Can
- Education-\$200 Or More
- Important To Respect Customs And Beliefs
- Like Control Over People And Resources
- Like To Have Circle Of Close Friends
- Prefer Work Part Of Team Than Alone
- We Should Strive For Equality For All
- Willing To Volunteer My Time/Good Cause
- Worry A Lot About Myself
- Enjoy Entertaining People In My Home
- Important To Have Lasting Relationship

Follow vs Lead

- Don't Want Responsibility Rather Be Told
- Find That I Am Easily Swayed By Others
- Like Control Over People And Resources
- Find It Difficult To Say No To My Kids
- Like to Stand Out In A Crowd
- Little I Can Do To Change My Life
- Speak My Mind Even If It Upsets People
- Would Like To Set Up Own Business
- You Should Seize Opportunities In Life

Support Information

How are the scores calculated for the Impressions Report?

The Simmons data provides either raw population or household counts for each block group in the US. That data alone is just data. (100 people answered yes to this statement...) The Impressions report pulls in 93 variables from that data. A score of 0 to 5 is developed for each of the Simmons variables. The score is a composite of two factors. First, the size of the population or households affirming the statement relative to the total number of persons or households in each block group. The assumption is that 10% affirming a statement is of less significance than 60% affirming it. More weight is given to the greater percentage. The second factor in the creation of the score is the comparative index that measures how each block group's percentage compares to a base area, such as a state. The base is considered the average and so the index indicates if the study block is above or below that average. Relative to the scoring, the assumption is that the higher above the base average, the greater the significance. The opposite is also true relative to the base area.

Each Simmons variable is assigned to one or more of the categories in the two parts of Impressions report.

A specific variable may be used for more than one category.

Finally, each variable is assessed for its interpretive impact upon its category score. Some variables based upon the way the statement is written vis-à-vis the category would have a negative impact on the score and some a positive. For example one category assesses the relative devotion to family in an area. One variable used to generate the score is "Enjoy Spending Time With My Family." This clearly represents a positive orientation toward family. However, the statement "Friends More Important Than My Family" most would agree reflects a negative orientation toward family. Both are used to develop the "Devotion to Family" score but one pushes the total score for the category up and the other pushes it back down. The final score is derived from the relative strength of each of these as they are averaged together. Some categories may have 10 or more Simmons variables used to create the category score. None have less than five.