First Presbyterian Church of Libertyville
Vision Plan 2026
Appendices

Appendix A: Lake County Data at a Glance
Appendix B: Religious and Ministry Beliefs and Preferences of the Study Area

# Appendix A: Lake County Data at a Glance

Introduction

The data in this section is from reports provided by MissionInsite, which is a cloud-based demographic and geographic platform designed for churches and faith-based organizations. It uses raw community data to connect with actionable ministry insights, allowing users to map congregants, project population trends, and analyze neighborhood demographics. Because First Presbyterian Church of Libertyville (First Pres) draws its congregants from neighborhoods beyond Libertyville, the data used from these reports is drawn from an area within a 20-mile radius from the church which would include just north of the state line and as far south as Des Plaines. The data provides numbers from 2010, 2020 and 2025 for comparison purposes, and also projections to 2030 and 2035. The following information is a summary of the pertinent information that was provided.

**DEMOGRAPHIC OVERVIEW OF THE STUDY AREA (ExecutiveInsite Report)**

Population Numbers, Race and Ethnicity

Within this area the population numbers have remained fairly steady over the past 15 years, growing from 1,718,199 in 2010 to 1,758,329 in 2025. A larger increase was noted from 2010-2020 (2.21%) than from 2020-2025 (0.12%). Racial-ethnic trends have also remained steady. The 2025 information shows the following:

| Race and Ethnicity | Percent of the Total Population in 2025 | 2020-2030 Expected change |
|---|---|---|
| White (Non-Hispanic) | 61.86 | Decline by 1.45% |
| Hispanic/Latino | 19.16 | Grow by 0.91% |
| Asian (Non-Hispanic) | 11.19 | Remain the same |

| | | |
|---|---|---|
| Black/African American (Non-Hispanic) | 4.18 | Remain the same |
| Pacific Islanders/American Indians/Other (Non-Hispanic) | 3.61 | No data |

The following table is from data collected by District 70 in 2025 reflecting the high school population:

| **Ethnicity** | **Percent of High School Population** |
|---|---|
| White | 76 |
| Hispanic/Latino | 10 |
| Asian | 6 |
| Black | 2 |
| Two or more | 5 |

Age Trends

The median age of the study area has grown from 37.62 in 2010 to 42.27 in 2025, which is very consistent with the average age of the state. By 2035 the average age is predicted to be 45. Similarly, from 2020-2025, there has been slight decreases (less than 1%) in the number of children 17 years of age and younger, and in the number of adults age 25 to 64. There have been slight increases (less than 1%) in the number of adults aged 18-24 and those over 65. The community appears to be aging as children are raised and leave but parents remain.

## Phase of Life

The Phase of Life analysis provides insight into the age distribution of a population across the different stages of life experience. It can reveal a community in transition.

Focus on the color-coding in the "Change" column (far right). It quickly highlights population percentage increases or decreases for each phase.

| | 2020 | 2025 | 2030 | 2035 | 2020 % | 2025 % | 2030 % | 2035 % | 2025 - 2035 %pt Change |
|---|---|---|---|---|---|---|---|---|---|
| Before Formal Schooling | | | | | | | | | |
| Ages 0 to 4 | 93,480 | 79,239 | 81,661 | 87,231 | 5.32% | 4.51% | 4.59% | 4.82% | 0.31% |
| Required Formal Schooling | | | | | | | | | |
| Ages 5 to 17 | 303,959 | 272,926 | 240,091 | 223,651 | 17.31% | 15.52% | 13.48% | 12.36% | -3.16% |
| College/Career Starts | | | | | | | | | |
| Ages 18 to 24 | 148,831 | 172,561 | 171,861 | 156,347 | 8.47% | 9.81% | 9.65% | 8.64% | -1.17% |
| Singles & Young Families | | | | | | | | | |
| Ages 25 to 34 | 197,280 | 190,078 | 217,624 | 245,326 | 11.23% | 10.81% | 12.22% | 13.56% | 2.75% |
| Families & Empty Nesters | | | | | | | | | |
| Ages 35 to 54 | 465,452 | 437,984 | 416,204 | 406,492 | 26.50% | 24.91% | 23.38% | 22.47% | -2.44% |
| Enrichment Yrs Sing/Couples | | | | | | | | | |
| Ages 55 to 64 | 248,861 | 242,760 | 231,482 | 225,375 | 14.17% | 13.81% | 13.00% | 12.46% | -1.35% |
| Retirement Opportunities | | | | | | | | | |
| Age 65 and over | 298,387 | 362,781 | 421,542 | 464,515 | 16.99% | 20.63% | 23.68% | 25.68% | 5.05% |

Household and Family Income Trends

From 2020 to 2030, The Average Household Income Level is expected to grow 23.73%, from $123,270 to $197,758. This includes households with two or more people who are unrelated.

The income of family households (two or more people living in the same dwelling unit who are related, usually with children) is also expected to increase. In 2025, 58% of all family incomes exceeded $100,000 per year. By 2030, that number is projected to be 67%.

Households and Children Trends

When looking at households with children under 18, the data divides them into two groups: Married couple families, and single parent families. Although the numbers of both of these groups increased from 2020-2025, when those numbers are considered as a percentage of the total population, they actually reflect a decrease in married couple families and an increase in single parent families. This trend is expected to continue.

**Households with Children under 18**

| | 2020 | 2025 | 2030 | 2020 % | 2025 % | 2030 % | 2025 - 2030 %pt Change |
|---|---|---|---|---|---|---|---|
| Married Couple | 152,326 | 154,589 | 160,508 | 81.48% | 78.34% | 76.65% | -1.69% |
| Single Parent | 34,632 | 42,733 | 48,885 | 18.52% | 21.66% | 23.35% | 1.69% |

Marital Status Trends

The percentages of people in various marital types of status has remained fairly steady from 2020-2025, and is expected to remain fairly consistent over the next 5 years.

| Marital Type | Percent of Population in 2025 | Expected change by 2030 |
|---|---|---|
| Never Married | 28.98 | 0.73 (Increase) |
| Married | 55.87 | -0.68 (Decrease) |
| Divorced | 8.78 | 0.08 (Increase) |
| Separated | 1.15 | 0.10 (Increase) |
| Widowed | 5.21 | -0.23 (Decrease) |

Adult Educational Attainment

The educational level of adults has been rising very slightly over the past few years and is expected to continue to rise by 0.63% by 2030. The overall educational attainment of the adults in this area is greater than that of the rest of the state. In 2025, 48% of the population in the study area had a bachelor's degree or above.

Population by Employment

In 2025, 70.4% of the employed population 16 years and over were considered "white collar workers" and 29.8% were "blue collar workers." Although this study area is close to the state average for White Collar workers, it is well below the state average for Blue Collar workers.

# Appendix B: Religious and Ministry Beliefs and Preferences of the Study Area

Introduction

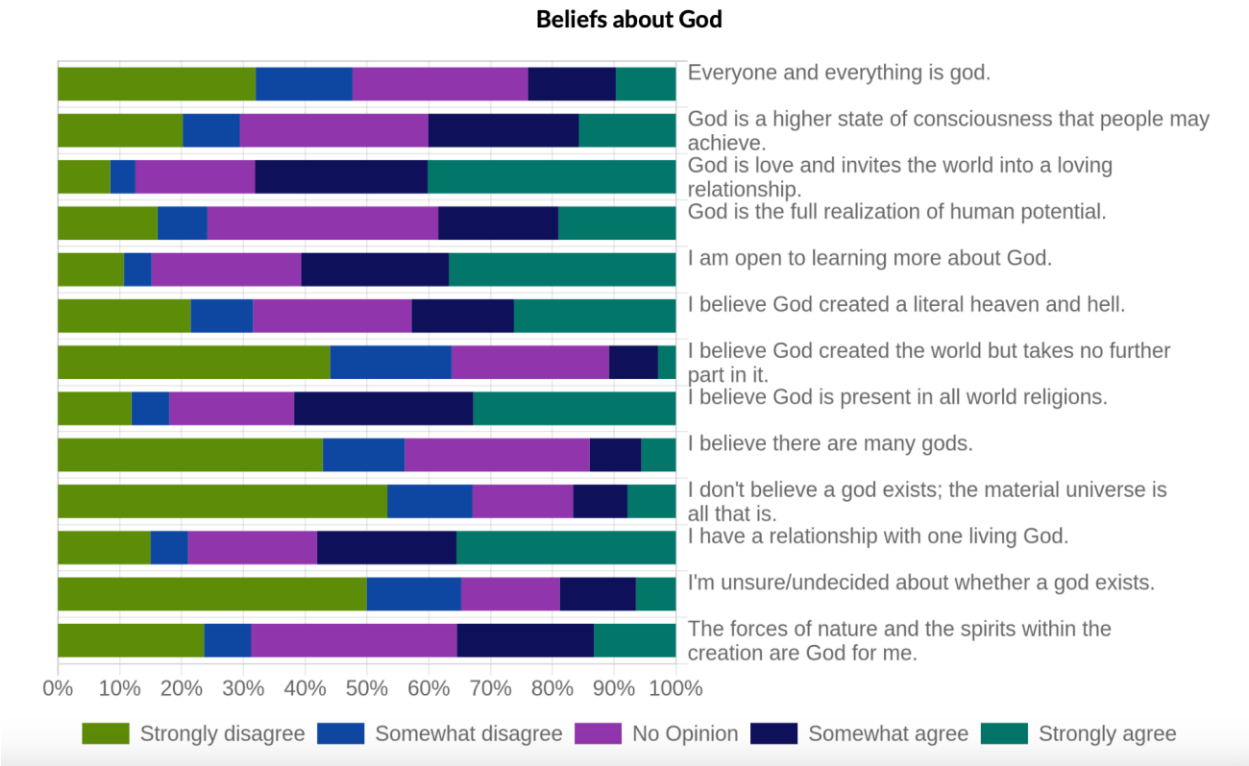
The data in this section is again from reports provided by MissionInsite (see above introduction), and this data provides a wonderful view into the hearts and values of our neighbors and nearby communities so we know their religious beliefs about God and Jesus, their religious affiliations and involvement and their values and preferences to help us better serve them spiritually. Again, the data used from these reports is drawn from an area within a 20-mile radius from the church. The data provided is based on the 2025 American Beliefs Study series. Some of the data is compared to data collected in the same study in 2021.

An overwhelming majority — nearly 85%, see strong families as the foundation of a stable society, and most of us also value tolerance as key to peace and wellbeing. Along with our neighbors, we all share a deep sense of purpose about America's role in the world, with 79% believing in the USA as a world leader and nearly 75% affirming a moral responsibility to be a force for good globally. Practical concerns are on our hearts too, including immigration policy, sensible approaches to gun violence, and economic justice. Many in our community feel children today aren't being taught solid moral standards, while still holding onto real hope for the future of our own neighborhoods and communities. Altogether, these responses paint a picture of a community that cares deeply about family, faith-driven values, and building a better world together. Learning this data lets us know that we have much in common with our neighbors, both in our church and outside of it.

Beliefs About God

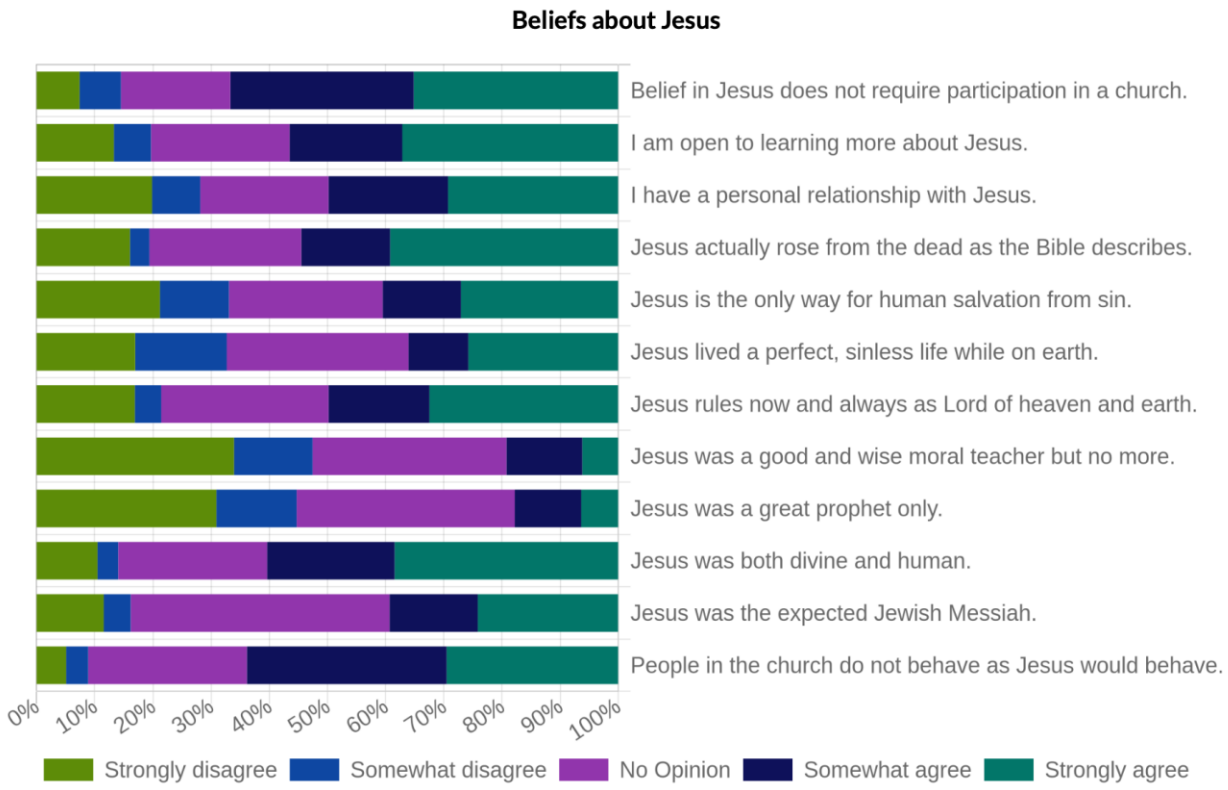
Beliefs about God within the study area reflect a wide range of perspectives. Survey responses suggest that residents' views span the spectrum from well-defined monotheism—belief in a single, clearly understood God—to more loosely defined polytheistic or pluralistic understandings of the divine. This diversity highlights the varied spiritual landscape First Pres is called to engage as it shapes its vision for ministry.

The following data offers details about what people around us believe about God:




Beliefs About Jesus

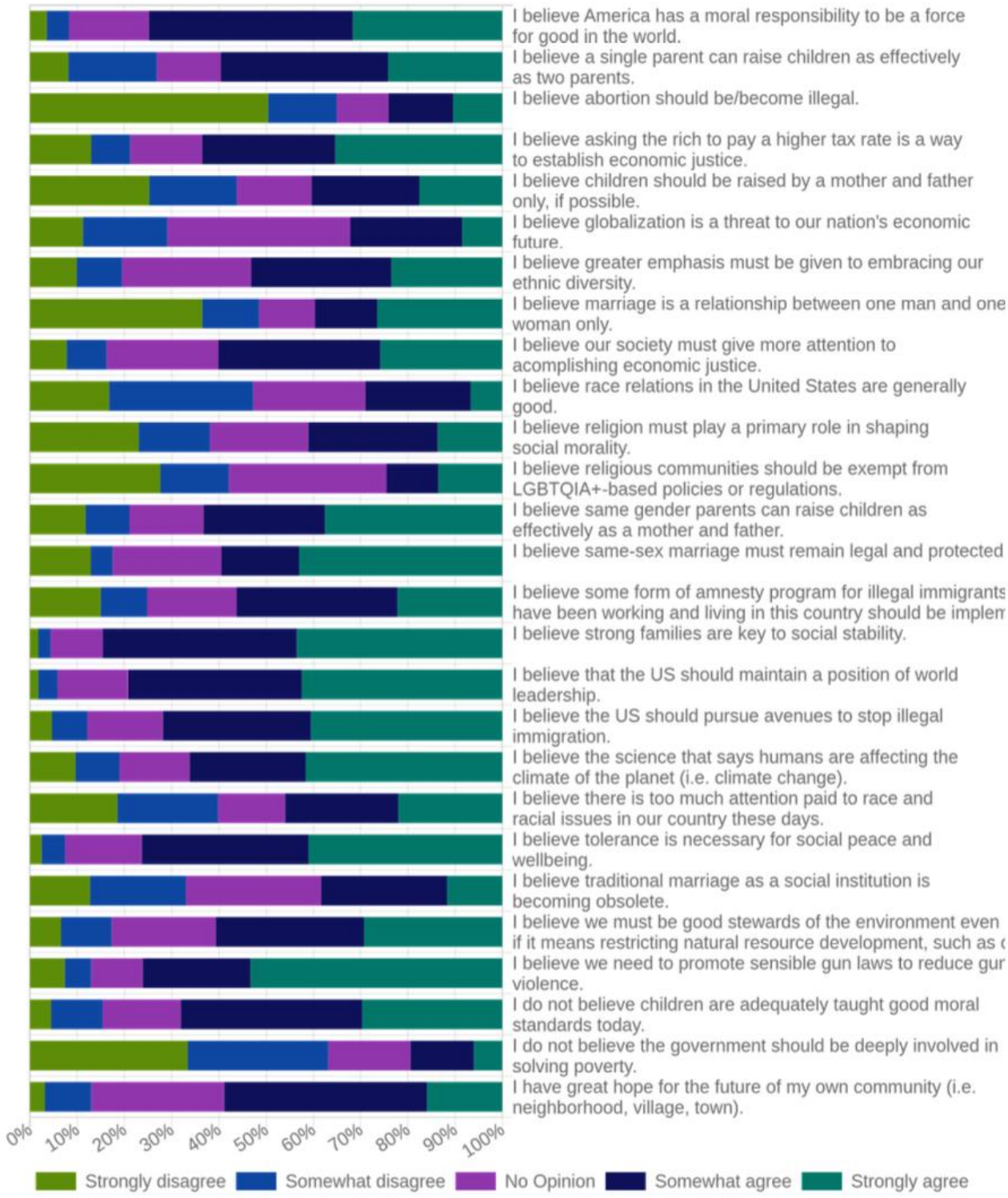
Jesus is a figure of significant interest in the area where we live, though beliefs about who he was and what he accomplished vary widely among residents. Survey responses point to a range of perspectives on his identity and significance, reflecting the diverse spiritual convictions present in the community First Pres seeks to serve. One of the more interesting responses was that almost 64% of the participants believe that people in the church don't behave as Jesus would. This is an important call for integration between our faith and our actions.
Some of the other responses are listed below:




Beliefs about Social and Moral Values

Social and moral values within the study area are similarly diverse, with residents holding a wide range of views on these issues. Survey responses reflect differing perspectives shaped by varied backgrounds, experiences, and beliefs. This diversity is an important consideration as First Pres discerns how to engage and minister to its surrounding community.

**Beliefs about Social & Moral Values**



Religious Preferences and Denominations

Religious preferences within the study area span a broad spectrum, ranging from those with no religious affiliation ("Nones") to those of specific faith traditions. This data offers valuable insight into how the religious landscape surrounding First Pres has shifted, informing the church's approach to future ministry.

The majority of respondents to the survey consider themselves Christian (64.34%), with 34.36% being Catholic and Orthodox, 12.48% historic mainline Protestant denominations and 17.49% other Protestant denominations/churches. Catholics and mainline Protestants saw a slight decline from 2015-2025 (5.06 and 4.02 percentage points, respectively) while other Protestant denominations saw a very slight increase (0.52%).

Other religious preferences greater than 1% of the population are as follows:

| Religious Preference | Percent of population | Percent of change from 2015-2025 |
|---|---|---|
| None/No religious preference | 13.70 | 2.11 |
| Agnostic | 6.98 | 1.72 |
| Jewish | 6.14 | 0.01 |
| Atheist | 4.32 | 0.72 |
| Muslim/Islam | 1.22 | -0.35 |

Denomination Affiliations

This section highlights denominational identification within the study area, showing which specific traditions residents affiliate with. The data compares current affiliations to those recorded ten years earlier, revealing how denominational preferences have shifted over time. Understanding these trends can help FPCL better recognize its place within the broader religious landscape of the community.

| Denomination | Percent of Population in 2015 | Percent of population in 2025 | Percent of change |
|---|---|---|---|
| Catholic Church | 37.23 | 33.19 | -4.04 |
| Lutheran Church, Missouri Synod | 4.86 | 3.59 | -1.27 |
| Non-denominational | 4.34 | 5.92 | 1.58 |

| | | | |
|---|---|---|---|
| American Baptist Churches/USA | 3.46 | 2.92 | -0.54 |
| Other | 2.93 | 2.77 | -0.16 |
| United Methodist Church | 2.52 | 2.04 | -0.48 |
| Presbyterian Church (USA) | 2.07 | 1.90 | -0.17 |
| United Church of Christ | 1.87 | 1.15 | -0.72 |
| Christian Church (Disciples of Christ) | 1.76 | 2.25 | 0.49 |
| Pentecostal/Charismatic | 1.37 | 1.35 | -0.02 |

Faith and Religious Involvement

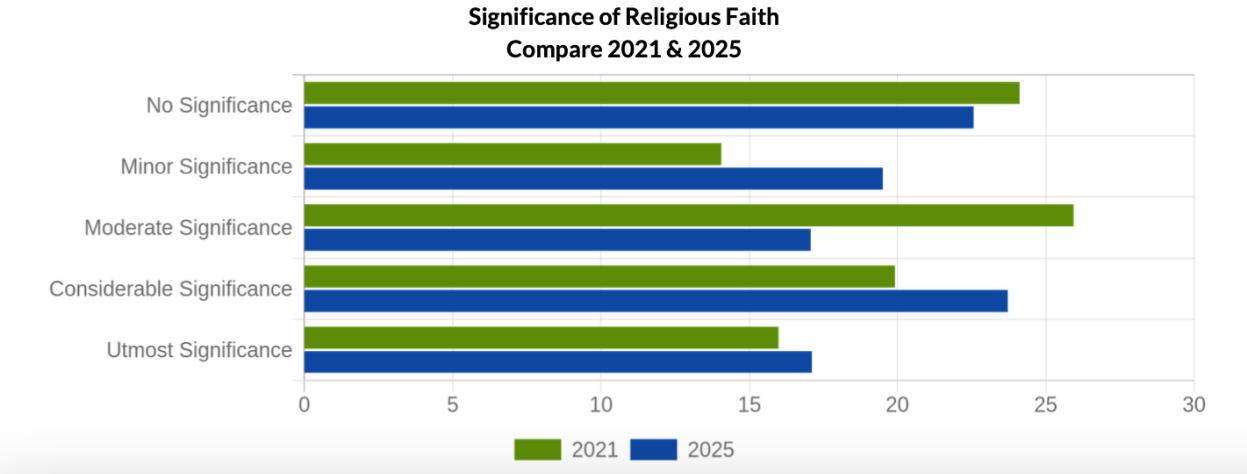
Faith is a dynamic and evolving part of many people's lives, often growing, declining, or shifting in expression over time. Similarly, the level of active religious involvement can fluctuate throughout different seasons of life. The Faith and Religious Involvement data offers multiple vantage points to help illustrate how faith and engagement are experienced by residents within the study area, providing valuable context for First Pres's ministry planning.

In 2025, the results of the survey indicated that 39.15% of the survey area was involved in activity in a religious congregation or community, and 60.85% were not. From 2021-2025 the percentage of the participants who were involved grew by almost 2 percentage points. The percentage of people not involved decreased by almost the same amount. There were also changes in the directional change of involvement.

| Activity in a Religious Congregation or Community | | | |
|---|---|---|---|
| Study Area Comparison between 2021 & 2025 | 2021 | 2025 | Point Change Between Surveys |
| Involvement | | | |
| Projected percentage involved | 37.23% | 39.15% | 1.92% |
| Projected percentage NOT involved | 62.77% | 60.85% | -1.92% |
| Directional Change in Involvement | | | |
| Percent likely to have become active | 4.27% | 5.93% | 1.66% |
| Percent likely to have ceased to be active | 13.47% | 12.78% | -0.69% |
| Percent likely to have made no change | 82.26% | 81.30% | -0.96% |

This table tracks changes in the level and direction of active involvement between the 2021 and 2025 Surveys.

In 2025, 57.92% of the participants reported that the role of religious faith to their life is of Moderate to Utmost Significance (down from 61.84% in 2021). 42.08% reported that the role of religious faith to their life is of no or minor significance (up from 38.17% in 2021)




Life Concerns

The participants were asked how concerned they were about a variety of issues in the areas of home, family, community, careers, financial matters, future hopes and possibilities, personal health and life. Knowing what concerns the residents in our greater community can provide guidance regarding programs that might be offered in the church. The top 15 Life Concerns, in order of ranking were as follows:

1. Financing the future/savings/retirement
2. Fear of the future or the unknown
3. Personal health problems
4. Day-to-day financial matters
5. Social and political tensions/discord
6. Health crisis/illness
7. Stress/time to relax
8. Losing weight/diet issues
9. Making the right choices/finding direction
10. Reaching my goals/being successful
11. Time for friends/family
12. Mental health issues
13. Social media and internet
14. Illegal immigration
15. Will and estate planning

Reasons Not Active in a Religious Community

Our neighbors who are not active in a religious community voiced a number of reasons for this, ranging from other demands on their time to a crisis or loss of faith to criticisms about the church

itself. In fact, the primary reason they are not active in a religious community is because of their negative perceptions and experiences with a church. These reasons provide insight into why churches are not engaging to our neighbors that will be valuable as First Pres defines its ministry going forward. The top ten reasons, across the categories of personal life, personal faith and church are as follows, in order of strength of the reason:

1. Religious people are too judgmental
2. Religion too focused on money
3. Don't trust religious leaders
4. Don't trust organized religion
5. Didn't feel a meaningful spiritual connection to the church
6. Disillusionment with religion
7. Wasn't relevant to my life
8. Boring/uninteresting
9. Fell out of the habit
10. Strict/inflexible beliefs

Reasons for Considering Leaving Religious Community

Another part of the survey was directed at people who were currently part of a religious community but were considering leaving. Again, when provided with choices regarding their personal life, their personal faith and the body of the church, perceptions and experiences within the church were the primary reasons people were considering leaving their religious community. The top ten reasons are listed below, in order of significance:

1. Attending is becoming less of a priority
2. Religion is too focused on money
3. Didn't feel a meaningful spiritual connection at the church
4. Didn't feel welcome
5. Not able to participate in ways that make a difference
6. Conflicts in religious community
7. Felt excluded by cliques within the faith community
8. Religious people are too judgmental
9. Don't trust religious
10. Worship/music style

Program or Ministry Preferences

Understanding local priorities is essential for effective community development. The respondents were asked to rank a number of programs aimed at personal growth, family support, community advocacy, cultural programs and spiritual programs, and their responses are valuable

to First Pres in determining what programs and/or ministry styles to offer. Below are the top 15 program or ministry preferences ranked in order of importance to the study area respondents:

1. Warm and friendly encounters
2. Opportunities to develop personal relationships
3. Quality sermons
4. Holiday programs/activities
5. Opportunities for volunteering in the community
6. Traditional worship services
7. Adult social activities
8. Involvement in social causes
9. Cultural programs (music, drama, art)
10. Family oriented activities
11. Small groups (i.e., life groups, personal interest groups)
12. Celebration of sacraments
13. Contemporary worship experiences
14. Seniors/retiree activities
15. Crisis support groups

Social Media and Traditional Media Usage and Preferences

The way that churches communicate with their members and the greater community has changed a great deal in the last 25 years, with social media becoming the norm over traditional media for many, especially those in younger generations. Almost 71% of the respondents in this study area reported that they use social media on a daily basis or multiple times a day. 61% of the respondents said they use traditional media on a daily basis or multiple times a day. This data indicates that while it is important to use social media outlets to communicate, there is a large percentage who continue to use traditional media to get their news and information.

There are many social media platforms as well as traditional media outlets. The main social media platforms used by this study area are (in order of preference) Facebook, YouTube, Instagram and LinkedIn. The main traditional media preferences are network television news, local television news, cable television news and online news collectors.

**Conclusion**

Together, this demographic and belief data paint a fuller picture of the community surrounding First Pres—one marked by spiritual diversity, shifting religious affiliations, and varying levels of faith engagement. As First Pres moves forward in the implementation of its vision plan, these insights offer a valuable foundation for understanding who our neighbors are, what they believe, and how the church might most effectively reach and serve them in the years ahead.