

ministry area profile 2018

Holy Cross Church
620 THIERIOT AVE
BRONX, NY 10473

Study Area Definition:
Custom Polygon



ID# 283437:283437



Prepared For:
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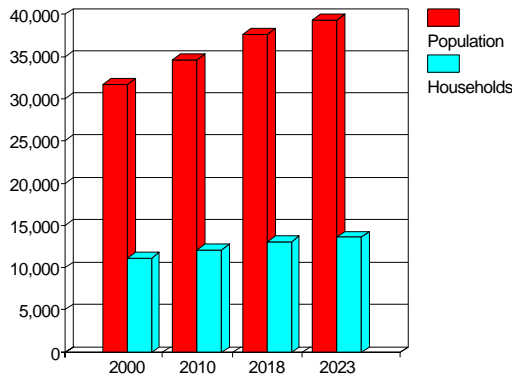
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 37,627 persons residing in the defined study area. This represents an increase of 5,941 or 18.7% since 2000. During the same period of time, the U.S. as a whole grew by 16.0%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2018 and 2023, the population is projected to increase by 4.3% or 1,625 additional persons. During the same period, the U.S. population is projected to grow by 3.5%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *somewhat low* with 13 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Urban Diversity* representing 32.6% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 2.0% of the population and all other racial/ethnic groups make up a substantial 98.0% which is well above the national average of 40%. The largest of these groups, *Hispanics/Latinos*, accounts for 57.4% of the total population. *Asians* are projected to be the fastest growing group increasing by 20.6% between 2018 and 2023. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**
A The largest age group in terms of numbers is *Millennials* (age 17 to 36) comprised of 11,303 persons or 30.0% of the total population in the area. Compared to a national average of 27.0%, *Millennials* are also the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *extremely non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 75.1% of the population aged 25 and over have graduated from high school as compared to the national average of 87.0%, college graduates account for 16.2% of those over 25 in the area versus 30.3% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Racial/Ethnic Prejudice, Affordable Housing, Employment Opportunities, Neighborhood Crime and Safety, Social Injustice* and *Finding Companionship*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *about average* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$59,258 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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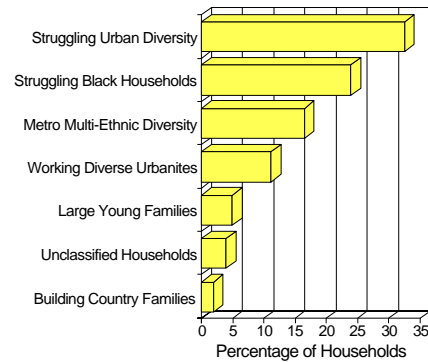
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Population and Households

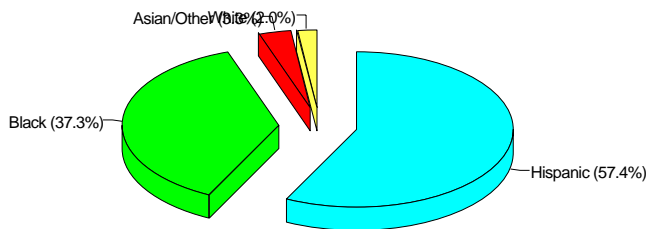


Primary U.S. Lifestyles Segments-2018

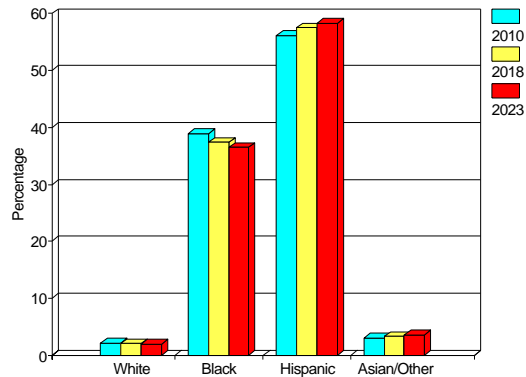


The population in the study area has increased by 3083 persons, or 8.9% since 2010 and is projected to increase by 1625 persons, or 4.3% between 2018 and 2023. The number of households has increased by 929, or 7.6% since 2010 and is projected to increase by 517, or 4.0% between 2018 and 2023.

Population By Race/Ethnicity-2018

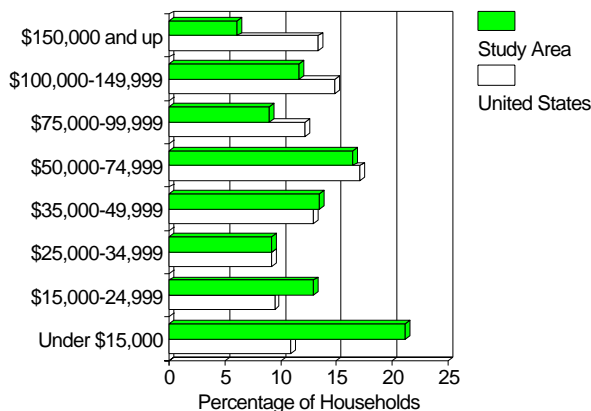


Population By Race/Ethnicity Trend

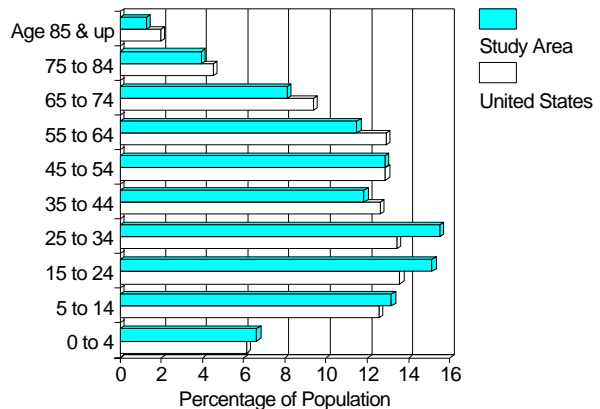


Between 2018 and 2023, the White population is projected to decrease by 21 persons and to decrease from 2.0% to 1.8% of the total population. The Black population is projected to increase by 268 persons and to decrease from 37.3% to 36.5% of the total. The Hispanic/Latino population is projected to increase by 1249 persons and to increase from 57.4% to 58.2% of the total. The Asian/Other population is projected to increase by 129 persons and to increase from 3.3% to 3.5% of the total population.

Households By Income-2018



Population by Age-2018

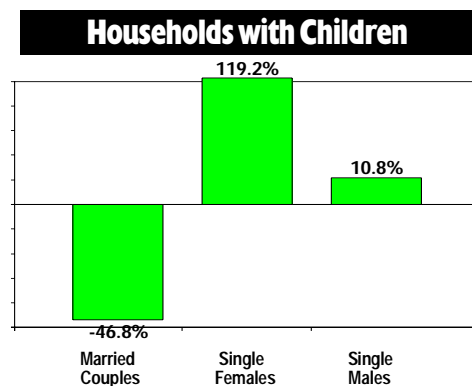
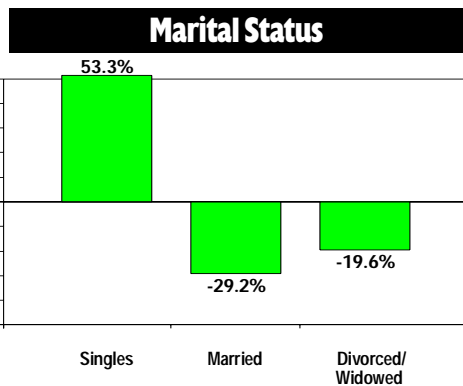
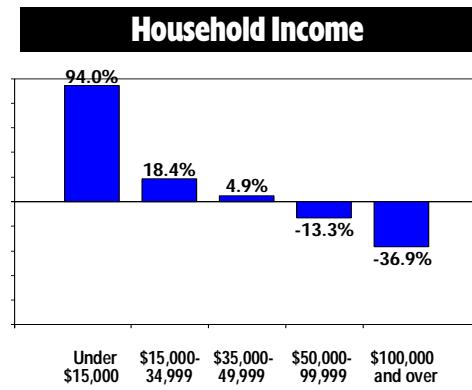
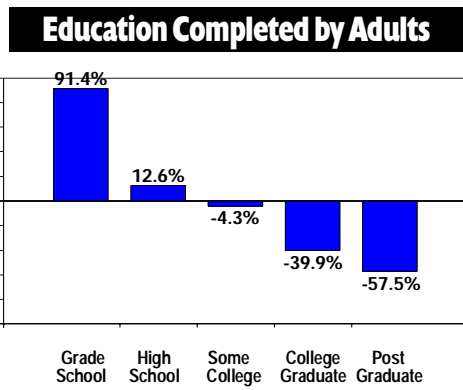
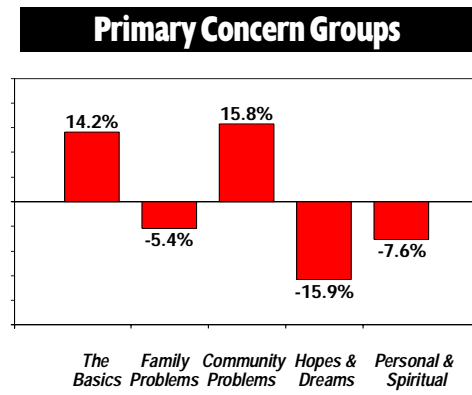
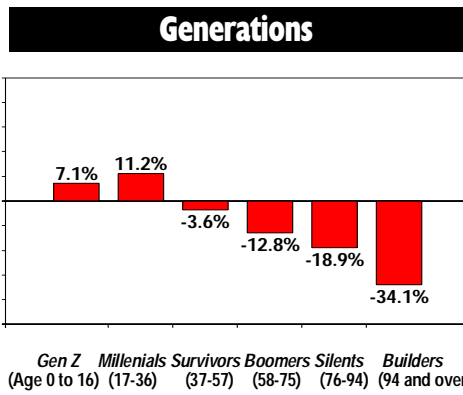
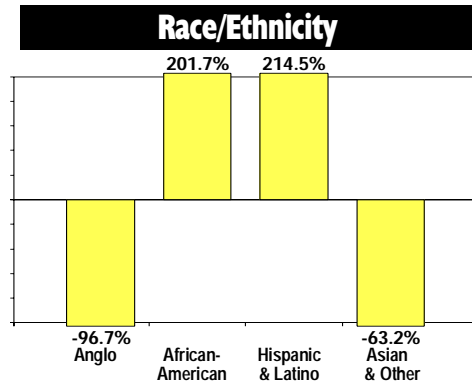
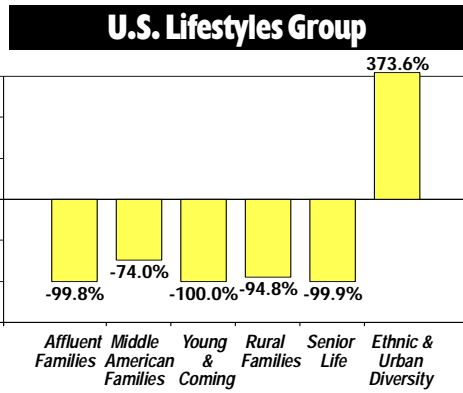


The average household income in the study area is \$59258 a year as compared to the U.S. average of \$86278. The average age in the study area is 37.1 and is projected to increase to 38.1 by 2023. The average age in the U.S. is 39.3 and is projected to increase to 40.1 by 2023.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2018 Update	2023 Projection		
▲ Population	31,686	34,544	37,627	39,252		
Population Change		2,858	3,083	1,625		
Percentage Change		9.0%	8.9%	4.3%		
Average Annual Growth Rate		0.9%	1.1%	0.9%		
▲ Density (Pop. per square mile)	20,443	22,286	24,275	25,324		
HOUSEHOLDS						
▲ Households	11,145	12,148	13,077	13,594		
Household Change		1,003	929	517		
Percentage Change		9.0%	7.6%	4.0%		
Average Annual Growth Rate		0.9%	1.0%	0.8%		
▲ Persons Per Household	2.82	2.82	2.86	2.87		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2018 Update		2023 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	722	2.1%	739	2.0%	718	1.8%
↓ African-American (Non-Hisp)	13,425	38.9%	14,048	37.3%	14,316	36.5%
▲ Hispanic/Latino	19,373	56.1%	21,590	57.4%	22,839	58.2%
▲ Asian/Other (Non-Hisp)	1,024	3.0%	1,250	3.3%	1,379	3.5%
POPULATION BY GENDER						
↓ Female	19,149	55.4%	20,561	54.6%	21,279	54.2%
▲ Male	15,395	44.6%	17,066	45.4%	17,973	45.8%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	4,223	12.2%	8,586	22.8%	11,260	28.7%
↓ Millennials (Born 1982 to 2001)	10,868	31.5%	11,304	30.0%	11,454	29.2%
↓ Survivors (Born 1961 to 1981)	9,606	27.8%	9,752	25.9%	9,803	25.0%
↓ Boomers (Born 1943 to 1960)	6,754	19.6%	6,150	16.3%	5,483	14.0%
↓ Silents (Born 1925 to 1942)	2,867	8.3%	1,794	4.8%	1,251	3.2%
↓ Builders (Born 1924 and earlier)	350	1.0%	39	0.1%	2	0.0%
AGE						
▲ Average Age	36.0		37.1		38.1	
▲ Median Age	34.1		35.2		36.3	
INCOME						
▲ Average Household Income	\$49,767		\$59,258		\$65,475	
▲ Median Household Income	\$42,182		\$46,299		\$50,571	
▲ Per Capita Income	\$17,501		\$20,595		\$22,676	

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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	456	3.8%	798	6.1%	1,107	8.1%
▲ \$100,000 to \$149,999	1,018	8.4%	1,530	11.7%	1,729	12.7%
\$75,000 to \$99,999	1,136	9.3%	1,171	9.0%	1,330	9.8%
\$50,000 to \$74,999	1,700	14.0%	2,156	16.5%	2,206	16.2%
↓ \$35,000 to \$49,999	2,098	17.3%	1,765	13.5%	1,743	12.8%
↓ \$25,000 to \$34,999	1,550	12.8%	1,204	9.2%	1,233	9.1%
\$15,000 to \$24,999	1,539	12.7%	1,690	12.9%	1,652	12.2%
↓ Under \$15,000	2,652	21.8%	2,764	21.1%	2,595	19.1%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	2,254	6.5%	2,491	6.6%	2,521	6.4%
↓ Required Formal Schooling (5-17)	7,142	20.7%	6,654	17.7%	6,670	17.0%
↓ College Years, Career Starts (18-24)	3,935	11.4%	4,004	10.6%	3,701	9.4%
▲ Singles and Young Families (25-34)	4,276	12.4%	5,847	15.5%	6,264	16.0%
↓ Families, Empty Nesters (35-54)	9,245	26.8%	9,283	24.7%	9,550	24.3%
▲ Enrichment Years Singles/Couples (55-64)	3,746	10.8%	4,321	11.5%	4,714	12.0%
▲ Retirement Opportunities (65+)	4,070	11.8%	5,026	13.4%	5,833	14.9%
POPULATION BY AGE (DETAIL)						
Under 5 years	2,254	6.5%	2,491	6.6%	2,521	6.4%
5 to 9 years	2,461	7.1%	2,434	6.5%	2,567	6.5%
↓ 10 to 14 years	2,758	8.0%	2,527	6.7%	2,495	6.4%
↓ 15 to 17 years	1,923	5.6%	1,693	4.5%	1,608	4.1%
↓ 18 to 20 years	1,933	5.6%	1,613	4.3%	1,517	3.9%
21 to 24 years	2,002	5.8%	2,391	6.4%	2,184	5.6%
25 to 29 years	2,200	6.4%	3,265	8.7%	3,116	7.9%
▲ 30 to 34 years	2,076	6.0%	2,582	6.9%	3,148	8.0%
35 to 39 years	2,204	6.4%	2,236	5.9%	2,621	6.7%
40 to 44 years	2,387	6.9%	2,216	5.9%	2,342	6.0%
↓ 45 to 49 years	2,499	7.2%	2,289	6.1%	2,193	5.6%
50 to 54 years	2,155	6.2%	2,542	6.8%	2,394	6.1%
▲ 55 to 59 years	1,917	5.5%	2,273	6.0%	2,455	6.3%
▲ 60 to 64 years	1,829	5.3%	2,048	5.4%	2,259	5.8%
▲ 65 to 69 years	1,422	4.1%	1,597	4.2%	1,840	4.7%
▲ 70 to 74 years	1,011	2.9%	1,447	3.8%	1,661	4.2%
▲ 75 to 84 years	1,248	3.6%	1,492	4.0%	1,798	4.6%
▲ 85 or more years	389	1.1%	490	1.3%	534	1.4%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2018)	30,174			
▲ Single (Never Married)	15,455	51.2%	33.4%	153
↓ Married	10,621	35.2%	49.7%	71
Divorced/Widowed	4,098	13.6%	16.9%	80
Marital Status Females 15 and Older (2018)	16,885			
▲ Single (Never Married)	8,141	48.2%	30.3%	159
↓ Married	5,631	33.3%	48.4%	69
Divorced/Widowed	3,113	18.4%	21.3%	87
Marital Status Males 15 and Older (2018)	13,290			
▲ Single (Never Married)	7,314	55.0%	36.6%	150
↓ Married	4,991	37.6%	51.1%	74
↓ Divorced/Widowed	985	7.4%	12.3%	60
FAMILY STRUCTURE				
Households By Type (2018)	13,077			
↓ Married Couple	3,609	27.6%	48.5%	57
▲ Other Family - Male Head of Household	940	7.2%	4.9%	146
▲ Other Family - Female Head of Household	4,738	36.2%	13.0%	280
↓ Non Family - Male Head of Household	1,394	10.7%	15.8%	67
Non Family - Female Head of Household	2,396	18.3%	17.7%	103
Households With Children 0 to 18 (2018)	5,499			
↓ Married Couple Family	1,911	34.8%	65.3%	53
Other Family - Male Head of Household	515	9.4%	8.5%	111
▲ Other Family - Female Head of Household	3,045	55.4%	25.3%	219
↓ Non Family	27	0.5%	1.0%	51
Population By Household Type (2018)	37,627			
↓ Group Quarters	226	0.6%	2.5%	24

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GROUP QUARTERS				
Population In Group Quarters By Type (2018)	226			
↓ Correctional Facilities	0	0.0%	29.8%	0
↓ College Dorms	0	0.0%	32.0%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	184	81.4%	18.7%	434
▲ Other	42	18.6%	15.2%	122
RACE/ETHNICITY				
Population By Race/Ethnicity (2018)	37,627			
↓ White (Non-Hispanic)	739	2.0%	60.4%	3
▲ African-American (Non-Hisp)	14,048	37.3%	12.4%	302
▲ Hispanic/Latino	21,590	57.4%	18.2%	314
↓ Native American (Non-Hisp)	127	0.3%	0.7%	46
↓ Asian (Non-Hisp)	562	1.5%	5.6%	27
↓ Hawaiian & Pacific Islander (Non-Hisp)	19	0.1%	0.2%	29
↓ Other Races & Multiple Races (Non-Hisp)	542	1.4%	2.5%	58
Asian Population By Race (2018)	621			
↓ Chinese	21	3.4%	22.8%	15
↓ Japanese	18	2.9%	4.5%	65
▲ Indian	172	27.7%	21.1%	132
▲ Korean	132	21.3%	8.7%	243
Vietnamese	54	8.7%	10.4%	83
Other Asian Races	224	36.1%	32.5%	111
Hispanic/Latino Population By Race (2018)	21,590			
↓ White	7,257	33.6%	53.0%	63
▲ African-American	3,190	14.8%	2.5%	589
Native American	346	1.6%	1.4%	117
↓ Asian	59	0.3%	0.4%	65
Other Races & Multiple Races	10,738	49.7%	42.7%	117
Hispanic/Latino Population By Origin (2018)	21,590			
↓ Mexican	552	2.6%	62.1%	4
▲ Puerto Rican	13,209	61.2%	9.6%	637
↓ Cuban	257	1.2%	3.6%	33
▲ Other Hispanic Origin	7,572	35.1%	24.7%	142

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	10,365			
▲ Pre-Primary (Public)	429	4.1%	3.4%	120
↓ Pre-Primary (Private)	20	0.2%	2.6%	7
Elementary/High School (Public)	6,143	59.3%	58.9%	101
Elementary/High School (Private)	626	6.0%	6.6%	91
Enrolled in College	3,148	30.4%	28.4%	107
Population By Education Completed (Age 25 and over) (2018)	24,478			
▲ Elementary (Less than 9 years)	2,809	11.5%	5.6%	205
▲ Some High School (9 to 11 years)	3,284	13.4%	7.4%	181
High School Graduate (12 years)	7,609	31.1%	27.6%	113
Some College (13 to 15 years)	4,494	18.4%	20.9%	88
Associate Degree	2,313	9.4%	8.2%	115
↓ Bachelor's Degree	2,774	11.3%	18.9%	60
↓ Graduate Degree	1,195	4.9%	11.5%	43
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2018)	13,936			
TOTAL WHITE COLLAR	7,422	53.3%	61.4%	87
↓ Executive and Managerial	728	5.2%	10.1%	51
↓ Professional Specialty	1,845	13.2%	16.6%	80
↓ Technical Support	649	4.7%	8.5%	55
↓ Sales	1,057	7.6%	10.7%	71
▲ Administrative Support & Clerical	3,143	22.6%	15.5%	146
▲ TOTAL BLUE COLLAR	6,514	46.7%	38.6%	121
▲ Service: Private Households	874	6.3%	3.7%	169
▲ Service: Protective	761	5.5%	2.2%	254
▲ Service: Other	1,407	10.1%	7.6%	134
↓ Farming, Forestry & Fishing	8	0.1%	0.7%	8
↓ Precision Production and Craft	878	6.3%	11.0%	57
Operators and Assemblers	398	2.9%	3.2%	90
▲ Transportation and Material Moving	1,574	11.3%	6.3%	179
Laborers	614	4.4%	3.9%	112

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2018)	29,618			
Employed	14,451	48.8%	58.9%	83
▲ Unemployed	1,650	5.6%	4.3%	130
▲ Not in Labor Force	13,517	45.6%	36.8%	124
Total Female Pop. By Work Status (Age 20 to 64) (2013)	12,134			
TOTAL WORKING	6,996	57.7%	66.8%	86
With No Own Children	4,418	36.4%	42.2%	86
↓ With Own Children Age 0 to 5 only	386	3.2%	5.5%	58
With Own Children Age 6 to 17 only	1,593	13.1%	14.8%	89
With Own Children Both Age 0 to 5 and 6 to 17	599	4.9%	4.3%	114
TOTAL NOT WORKING (UNEMPLOYED)	798	6.6%	6.2%	106
With No Own Children	545	4.5%	3.8%	120
↓ With Own Children Age 0 to 5 only	58	0.5%	0.7%	73
▲ With Own Children Age 6 to 17 only	184	1.5%	1.3%	121
↓ With Own Children Both Age 0 to 5 and 6 to 17	11	0.1%	0.5%	17
▲ TOTAL NOT IN THE LABOR FORCE	4,339	35.8%	27.0%	132
▲ With No Own Children	2,982	24.6%	17.1%	144
With Own Children Age 0 to 5 only	377	3.1%	2.6%	120
With Own Children Age 6 to 17 only	653	5.4%	4.6%	116
With Own Children Both Age 0 to 5 and 6 to 17	327	2.7%	2.6%	102
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2018)	13,077			
↓ Above Poverty Line (Households with Children)	6,845	47.6%	60.2%	79
Above Poverty Line (Households without Children)	3,275	22.8%	26.6%	85
▲ Below Poverty Line (Households with Children)	2,439	17.0%	7.4%	228
▲ Below Poverty Line (Households without Children)	1,821	12.7%	5.7%	223
Households By Presence of Retirement Income (2013)	12,148			
With Retirement Income	1,773	14.6%	17.6%	83
Without Retirement Income	10,490	86.4%	81.5%	106

Date: 3/22/2018

Prepared For:
Holy Cross Church
620 THIERIOT AVE
BRONX, NY 10473

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
HOUSING				
Occupied Units By Type (2018)	13,077			
↓ Owner Occupied	3,328	25.4%	65.0%	39
▲ Renter Occupied	9,749	74.6%	35.0%	213
Median Rent (2013)	\$795		\$904	88
Structures By Number of Units (2018)	13,605			
↓ Single Unit	3,506	25.8%	67.2%	38
▲ 3 to 4 Units	2,755	20.2%	8.1%	251
↓ 5 to 19 Units	721	5.3%	9.4%	56
▲ 20 to 49 Units	1,458	10.7%	3.6%	295
▲ 50 or more Units	5,146	37.8%	5.2%	721
↓ Mobile Home	19	0.1%	6.3%	2
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.35		2.55	14
Owner-Occupied Property Values (2018)	3,328			
↓ Under \$40,000	87	2.6%	5.9%	44
↓ \$40,000 to \$59,999	30	0.9%	3.3%	27
↓ \$60,000 to \$79,999	13	0.4%	4.6%	8
↓ \$80,000 to \$99,999	44	1.3%	5.9%	22
↓ \$100,000 to 149,999	103	3.1%	14.1%	22
↓ \$150,000 to \$199,999	112	3.4%	14.3%	24
↓ \$200,000 to \$299,999	466	14.0%	18.6%	75
▲ \$300,000 to \$499,999	2,054	61.7%	18.5%	333
\$500,000 to \$999,999	420	12.6%	11.1%	114
↓ \$1,000,000 and over	0	0.0%	3.6%	0
▲ Median Property Value	\$368,110		\$209,770	175

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HOUSING (CONTINUED)				
Housing Units By Year Built (2018)	13,605			
2010 and later	997	7.3%	6.7%	109
↓ 2000 to 2009	1,189	8.7%	14.8%	59
↓ 1990 to 1999	749	5.5%	13.4%	41
↓ 1980 to 1989	429	3.2%	13.0%	24
1970 to 1979	2,175	16.0%	14.8%	108
▲ 1960 to 1969	3,137	23.1%	10.2%	225
▲ 1950 to 1959	1,900	14.0%	10.0%	140
▲ 1949 or earlier	3,030	22.3%	17.1%	130
Households By Number of Persons (2018)	13,077			
1 Person Household	3,281	25.1%	27.3%	92
↓ 2 Person Household	3,245	24.8%	32.3%	77
3 Person Household	2,525	19.3%	16.2%	119
4 Person Household	1,911	14.6%	13.1%	112
▲ 5 Person Household	1,124	8.6%	6.5%	133
▲ 6 Person Household	551	4.2%	2.7%	153
▲ 7 or more Person Household	440	3.4%	1.9%	177
Average Persons Per Household	2.8		2.6	109
Households By Heating Type (2013)	12,263			
Utility and Other Gas	6,424	52.4%	54.0%	97
↓ Electric	780	6.4%	36.1%	18
▲ Oil	4,826	39.4%	6.1%	640
↓ Coal and Wood	0	0.0%	2.2%	0
Solar/Other Fuel	71	0.6%	0.5%	117
▲ No Fuel Used	162	1.3%	0.9%	140

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2018)	13,077			
▲ No Vehicles	5,956	45.5%	8.7%	521
1 Vehicle	4,875	37.3%	33.3%	112
↓ 2 Vehicle	1,838	14.1%	37.5%	37
↓ 3 or more Vehicles	407	3.1%	20.5%	15
Workers By Travel Time to Work (2018)	13,441			
↓ Less than 15 minutes	1,266	9.4%	26.5%	36
↓ 15 to 29 minutes	2,505	18.6%	36.3%	51
30 to 44 minutes	2,866	21.3%	20.4%	105
▲ 45 to 59 minutes	1,710	12.7%	8.0%	158
▲ 60 or more minutes	5,093	37.9%	8.8%	430
▲ Average Travel Time to Work (minutes)	49.5		28.8	172
Workers By Type of Transportation to Work (2018)	13,622			
↓ Drive Alone	4,729	34.7%	77.0%	45
↓ Car Pool	899	6.6%	9.2%	72
▲ Public Transportation	7,140	52.4%	5.2%	1,011
▲ Walk to Work	591	4.3%	2.8%	156
↓ Other Means	82	0.6%	1.2%	49
↓ Work at Home	181	1.3%	4.6%	29

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SEGMENT GROUPS

No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	11,380	87.0%	18.4%	474
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,070	8.2%	31.4%	26
4	Rural Families (27, 26, 29, 33, 35 and 38)	89	0.7%	13.1%	5
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	3	0.0%	15.1%	0
5	Senior Life (7, 20, 21, 22, 30 and 31)	1	0.0%	6.9%	0
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	0	0.0%	14.7%	0

INDIVIDUAL SEGMENTS

No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
45	Struggling Urban Diversity	4,262	32.6%	2.5%	1327
46	Struggling Black Households	3,135	24.0%	2.5%	954
24	Metro Multi-Ethnic Diversity	2,155	16.5%	2.7%	600
36	Working Diverse Urbanites	1,453	11.1%	0.4%	2575
17	Large Young Families	645	4.9%	2.2%	229
50	Unclassified Households	514	3.9%	0.2%	1809
28	Building Country Families	243	1.9%	2.8%	66
40	Surviving Urban Diversity	189	1.4%	4.0%	36
25	Working Country Consumers	182	1.4%	4.1%	34
32	Working Urban Life	136	1.0%	1.7%	63
29	Working Country Families	78	0.6%	1.0%	62
43	Laboring Urban Diversity	40	0.3%	0.5%	60
49	Exception Households	11	0.1%	0.2%	34
27	Country Family Diversity	10	0.1%	0.3%	22
44	Laboring Urban Life	10	0.1%	0.1%	102
3	Mid-Life Prosperity	3	0.0%	1.5%	2
20	Cautious and Mature	1	0.0%	2.6%	0
26	Working Suburban Families	1	0.0%	0.1%	6
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
4	Educated Mid-Life Families	0	0.0%	3.4%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
14	Secure Mid-Life Families	0	0.0%	0.7%	0
34	College and Career Starters	0	0.0%	0.6%	0
21	Mature and Stable	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	0	0.0%	0.5%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
TOTALS		13,068	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2018 Households Likely to Be:

Strongly Involved with Their Faith	33.6%	35.4%	95
Somewhat Involved with Their Faith	32.1%	29.9%	107
Not Involved with Their Faith	32.6%	34.7%	94

Estimated 2018 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.3%	22.1%	78
Decreased Their Involvement with Their Faith in the Last 10 Years	24.8%	23.7%	105

RELIGIOUS PREFERENCE INDICATOR

Estimated 2018 Households Likely to Prefer:

↓ Adventist	0.2%	0.5%	37
↓ Baptist	9.4%	16.1%	59
▲ Catholic	35.5%	23.7%	150
▲ Congregational	4.3%	2.0%	222
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	100
▲ Episcopal	4.7%	2.9%	163
↓ Holiness	0.6%	0.8%	78
▲ Jehovah's Witnesses	1.6%	1.1%	149
▲ Judaism	8.6%	3.2%	274
↓ Lutheran	3.3%	7.2%	46
↓ Methodist	6.2%	10.1%	62
↓ Mormon	0.5%	1.8%	27
New Age	0.6%	0.6%	102
↓ Non-Denominational / Independent	2.9%	6.9%	42
▲ Orthodox	0.5%	0.3%	170
↓ Pentecostal	1.8%	2.4%	74
↓ Presbyterian / Reformed	2.3%	4.6%	51
▲ Unitarian / Universalist	1.4%	0.7%	201
↓ Interested but No Preference	2.7%	3.9%	70
Not Interested and No Preference	10.7%	11.1%	97
↓ Likely to Have Changed Their Preference in the Last 10 Years	13.6%	16.8%	81

LEADERSHIP PREFERENCE INDICATOR

Estimated 2018 Households Likely to Prefer A Leader Who:

Tells them what to do	4.3%	4.0%	108
▲ Lets them do what they want and is supportive	13.0%	11.7%	111
▲ Lets them do what they want and stays out of the way	6.3%	4.8%	131
Works with them on deciding what to do and helps them do it	76.5%	79.6%	96

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PRIMARY CONCERN INDICATOR			
Estimated 2018 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	43.2%	43.5%	99
Finding/Providing Health Insurance	29.4%	29.0%	101
Day-to-Day Financial Worries	34.8%	31.6%	110
▲ Finding Employment Opportunities	20.3%	14.4%	141
▲ Finding Affordable Housing	20.7%	11.3%	183
▲ Providing Adequate Food	9.9%	8.6%	116
Finding Child Care	6.8%	6.3%	109
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	16.7%	16.7%	100
Dealing With Teen / Child Problems	19.4%	20.7%	93
↓ Finding/Providing Aging Parent Care	12.9%	15.5%	83
▲ Dealing With Abusive Relationships	13.3%	11.4%	117
↓ Dealing With Divorce	2.8%	4.5%	63
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	36.8%	27.0%	137
↓ Finding/Providing Good Schools	19.2%	23.5%	82
↓ Dealing with Problems in Schools	9.8%	13.6%	73
▲ Dealing With Racial / Ethnic Prejudice	24.5%	13.1%	187
↓ Dealing With Neighborhood Gangs	6.5%	8.5%	76
▲ Dealing with Social Injustice	15.4%	11.3%	136
HOPES AND DREAMS:			
Achieving Long-term Financial Security	47.0%	50.6%	93
↓ Finding Time for Recreation / Leisure	20.2%	25.3%	80
Finding Better Quality Healthcare	23.3%	23.9%	97
↓ Finding A Satisfying Job / Career	16.7%	19.3%	87
↓ Finding Retirement Opportunities	16.0%	18.9%	85
↓ Achieving A Fulfilling Marriage	13.1%	22.3%	59
↓ Developing Parenting Skills	8.6%	14.7%	58
▲ Achieving Educational Objectives	8.7%	7.5%	116
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.7%	29.8%	96
▲ Finding Companionship	20.5%	17.3%	119
↓ Finding A Good Church	9.0%	15.2%	59
↓ Finding Spiritual Teaching	10.6%	12.9%	82
Finding Life Direction	13.7%	14.0%	98

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KEY VALUES INDICATOR

Estimated 2018 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	83.5%	84.5%	99
"God is actively involved in the world including nations and their governments"	62.6%	63.8%	98

SOCIETY:

"It is important to preserve the traditional American family structure"	88.0%	91.5%	96
"A healthy environment has become a national crisis"	84.5%	82.8%	102
"Public education is essential to the future of American society"	92.4%	94.0%	98

INSTITUTIONAL ROLES:

▲ "Government should be the primary provider of human welfare services"	58.4%	50.1%	117
"The role of Churches / Synagogues is to help form and support moral values"	79.0%	81.1%	97
▲ "Churches and religious organizations should provide more human services"	71.9%	62.6%	115

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	43.2%	36.3%	119
↓ "The changing racial / ethnic face of America is a threat to our national heritage"	31.0%	36.3%	85

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2018 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.9%	59.8%	100
More than \$500 per year	30.0%	31.2%	96
More than \$1,000 per year	15.7%	17.4%	90

TO CHARITIES:

More than \$100 per year	33.3%	33.7%	99
More than \$500 per year	6.6%	6.8%	97
▲ More than \$1,000 per year	2.9%	2.3%	126

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	19.7%	16.1%	122
▲ More than \$500 per year	6.0%	4.3%	140
▲ More than \$1,000 per year	2.8%	2.2%	127

Ministry Area Profile 2018
Compass
REPORT

Holy Cross Church
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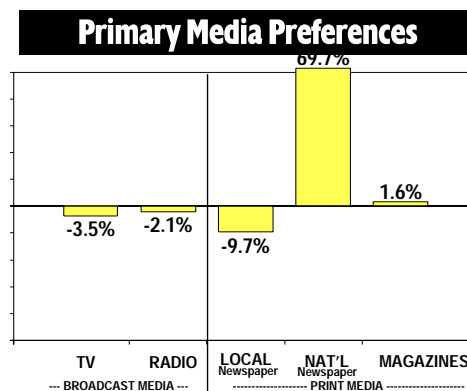
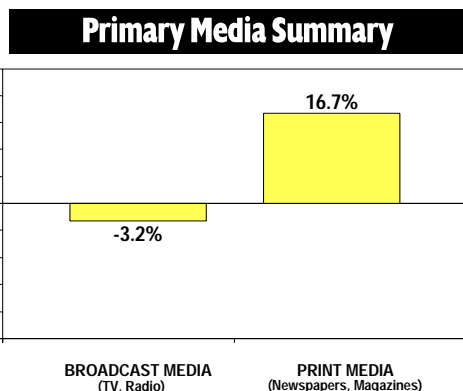
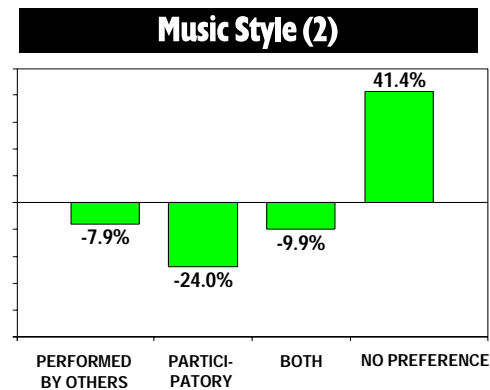
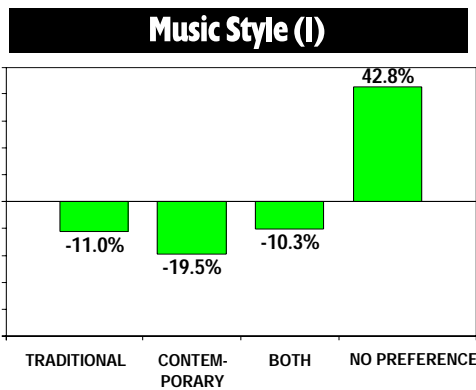
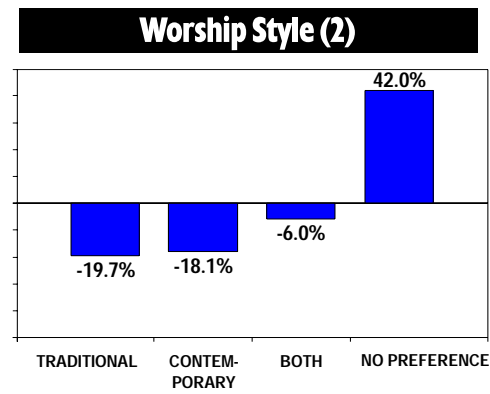
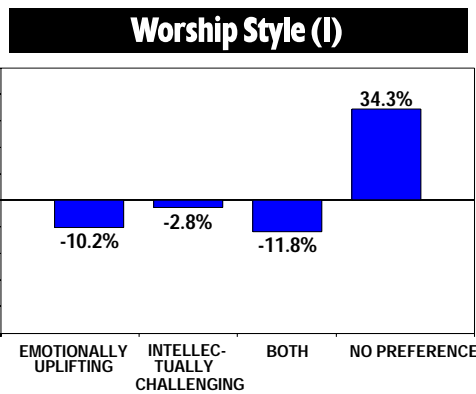
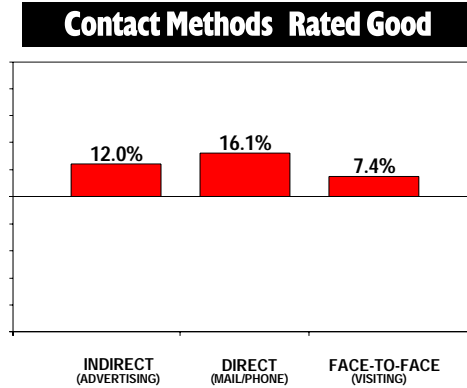
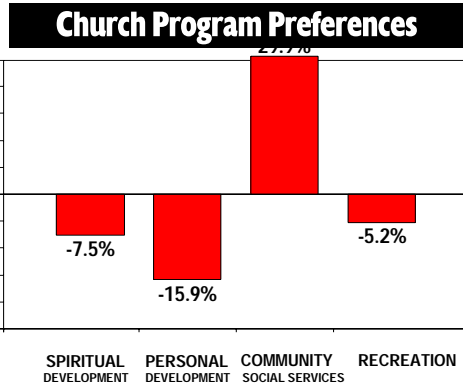
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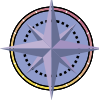


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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2018 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	31.6%	41.1%	77
Adult Theological Discussion Groups	21.3%	22.5%	95
▲ Spiritual Retreats	16.7%	11.6%	144

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	9.8%	15.2%	65
↓ Parent Training Programs	7.0%	7.8%	89
▲ Twelve Step Programs	5.1%	3.5%	149
Divorce Recovery	2.4%	2.4%	98

COMMUNITY/SOCIAL SERVICES:

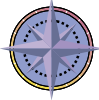
Personal or Family Counseling	24.5%	22.5%	109
▲ Care for the Terminally Ill	23.2%	15.7%	148
▲ Food and Clothing Resources	20.9%	11.1%	188
Day Care Services	6.1%	6.1%	100
↓ Church Sponsored Day-School	4.6%	5.7%	82

RECREATION:

↓ Youth Social Programs	26.6%	29.7%	89
↓ Family Activities and Outings	26.2%	32.8%	80
Active Retirement Programs	28.8%	26.8%	108
▲ Cultural Programs (Music, Drama, Art)	22.4%	18.9%	119
↓ Sports or Camping	4.6%	6.3%	72

SUMMARY

Spiritual Development Index	92
↓ Personal Development Index	84
▲ Community/Social Services Index	130
Recreation Index	95



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WORSHIP STYLE INDICATOR

Estimated 2018 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	23.7%	26.4%	90
B. Intellectually Challenging	10.8%	11.1%	97
↓ C. Both A and B	34.5%	39.2%	88
▲ D. No Preference or Not Interested	31.4%	23.4%	134

PART 2:

↓ A. Traditional/Formal/Ceremonial	16.3%	20.2%	80
↓ B. Contemporary/Informal	21.5%	26.3%	82
C. Both A and B	24.9%	26.5%	94
▲ D. No Preference or Not Interested	38.3%	26.9%	142

MUSIC STYLE INDICATOR

Estimated 2018 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	21.7%	24.4%	89
↓ B. Contemporary	15.9%	19.7%	81
C. Both A and B	27.9%	31.1%	90
▲ D. No Preference or Not Interested	35.4%	24.8%	143

PART 2:

A. Performed by Others	17.2%	18.7%	92
↓ B. Participatory	17.4%	22.9%	76
C. Both A and B	29.0%	32.2%	90
▲ D. No Preference or Not Interested	37.0%	26.2%	141



Date: 3/22/2018

Prepared For:
 Holy Cross Church
 620 THIERIOT AVE
 BRONX, NY 10473

Study Area Definition:
 Custom Polygon

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

MISSION EMPHASIS INDICATOR

Estimated 2018 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

A. Community	21.9%	22.0%	99
↓ B. Personal Spiritual Development	12.5%	14.3%	88
↓ C. Both A and B	30.5%	37.4%	82
▲ D. No Preference or Not Interested	35.6%	26.3%	135

PART 2:

↓ A. Global Mission	5.5%	6.2%	89
↓ B. Local Mission	28.5%	33.3%	86
↓ C. Both A and B	24.1%	30.1%	80
▲ D. No Preference or Not Interested	43.1%	30.4%	142

CHURCH ARCHITECTURE INDICATOR

Estimated 2018 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	25.8%	26.6%	97
B. Contemporary	14.3%	15.9%	90
↓ C. Both A and B	26.1%	32.3%	81
▲ D. No Preference or Not Interested	34.5%	25.1%	137

PART 2:

▲ A. Somber/Serious	11.6%	9.4%	124
↓ B. Light and Airy	28.9%	34.7%	83
↓ C. Both A and B	22.4%	27.7%	81
▲ D. No Preference or Not Interested	37.8%	28.2%	134



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PRIMARY MEDIA PREFERENCE

Estimated 2018 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

Television	45.6%	47.3%	97
Radio	13.1%	13.3%	98

PRINT MEDIA:

Local Newspaper	39.2%	36.1%	108
▲ National Newspaper	7.4%	4.3%	170
▲ Magazines	3.6%	2.4%	147

SECONDARY MEDIA PREFERENCE

Estimated 2018 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

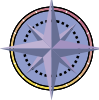
Television	30.6%	31.9%	96
Radio	25.8%	23.8%	109

PRINT MEDIA:

Local Newspaper	29.5%	32.7%	90
▲ National Newspaper	9.0%	5.8%	156
Magazines	7.2%	7.0%	102

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	108



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2018 Households Likely to Rate As Good the Following Methods of Contact from a Church:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
▲ Local Radio Announcements or Advertisements	40.8%	36.2%	113
Putting Ad in Local Newspaper	36.3%	33.8%	107
▲ Local Cable Channels	35.4%	30.4%	116
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	58.5%	53.7%	109
▲ Calling and Offering to Send Information By Mail	37.9%	29.5%	128
▲ Calling and Discussing on the Phone	14.2%	12.0%	118
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	20.8%	20.1%	103
▲ Going Door to Door	15.8%	14.0%	113

CHURCH CONTACT METHODS RATED POOR

Estimated 2018 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	16.7%	19.6%	85
↓ Putting Ad in Local Newspaper	18.4%	21.5%	86
↓ Local Cable Channels	27.2%	30.7%	88
<i>DIRECT METHODS (MORE PERSONAL):</i>			
↓ Sending Information By Mail	11.8%	13.3%	88
↓ Calling and Offering to Send Information By Mail	28.1%	34.0%	83
↓ Calling and Discussing on the Phone	53.0%	60.6%	87
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	45.2%	49.6%	91
Going Door to Door	58.4%	64.0%	91

SUMMARY OF METHODS RATED GOOD	
▲ Indirect Methods Index (100 = Average)	112
▲ Direct Methods Index	116
Face-to-Face Methods Index	107

SUMMARY OF METHODS RATED POOR	
↓ Indirect Methods Index	87
↓ Direct Methods Index	86
Face-to-Face Methods Index	91