ministry area profile 2016

Good Shepherd Parish

Study Area Definition:
Custom Polygon

PerceptGroup

ID# 230460:230460

ministry area profile 2016

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Q&A INTERVIEW

Prepared For:
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1 Q A How many people live in the defined study area?

Currently, there are 31,923 persons residing in the defined study area. This represents an increase of 2,881 or 9.9% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)

2 Q A Is the population in this area projected to grow?

Yes, between 2016 and 2021, the population is projected to increase by 5.5% or 1,763 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)

3 Q A How much lifestyle diversity is represented?

The lifestyle diversity in the area is *somewhat high* with 23 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 34.7% of all households. (see pages 13 and 14)

4 Q A How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 20.1% of the population and all other racial/ethnic groups make up a substantial 79.9% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 44.7% of the total population. *Asians* are projected to be the fastest growing group increasing by 13.3% between 2016 and 2021. (see pages 4 and 7)

5 Q A What are the major generational groups represented?

The largest age group in terms of numbers is *Millenials* (age 15 to 34) comprised of 9,226 persons or 28.9% of the total population in the area. *Generation Z* (age 0 to 14) make up 21.8% of the population which compared to a national average of 19.0% makes them the most over-represented group in the area. (see page 4)

6 Q A Overall, how traditional are the family structures?

The area can be described as *somewhat non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)

7 Q A How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 77.8% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 17.9% of those over 25 in the area versus 29.4% in the U.S. (see page 8)

8 Q A Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Neighborhood Gangs*, *Affordable Housing*, *Neighborhood Crime and Safety*, *Achieving Educational Objectives*, *Finding Companionship* and *Employment Opportunities*. (see page 16)

9 Q A What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)

10 Q A What is the likely giving potential in the area?

Based upon the average household income of $76,720 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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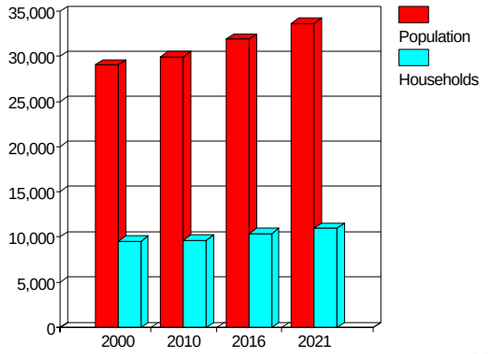
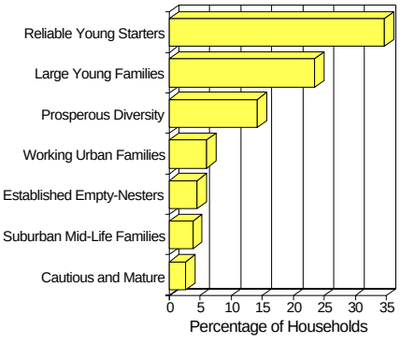
Population and Households

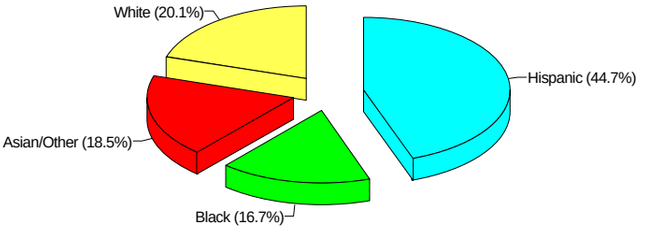


Primary U.S. Lifestyles Segments-2016

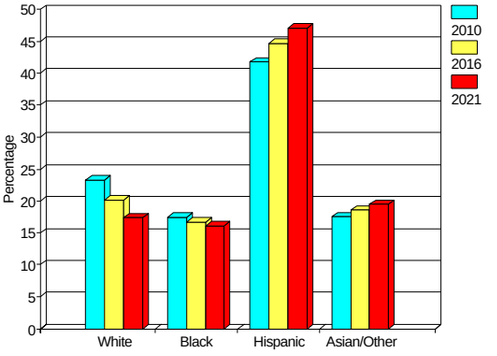


The population in the study area has increased by 1994 persons, or 6.7% since 2010 and is projected to increase by 1763 persons, or 5.5% between 2016 and 2021. The number of households has increased by 729, or 7.6% since 2010 and is projected to increase by 626, or 6.0% between 2016 and 2021.

Population By Race/Ethnicity-2016

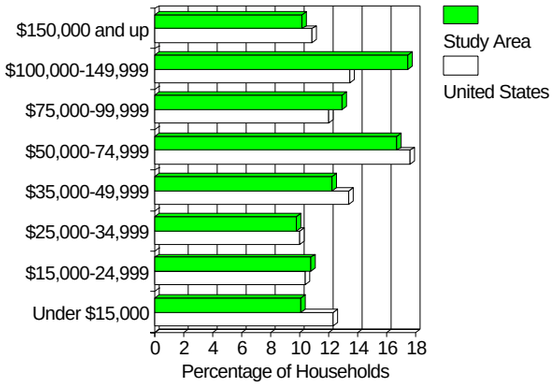


Population By Race/Ethnicity Trend

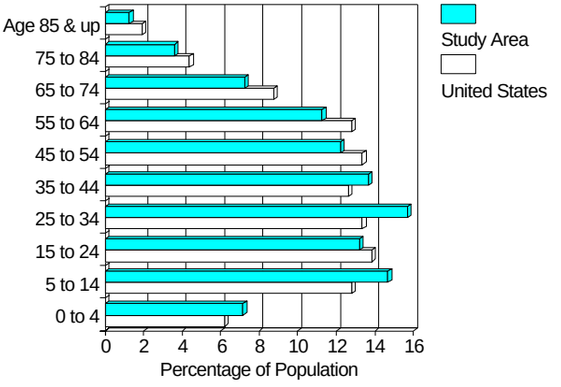


Between 2016 and 2021, the White population is projected to decrease by 568 persons and to decrease from 20.1% to 17.4% of the total population. The Black population is projected to increase by 89 persons and to decrease from 16.7% to 16.1% of the total. The Hispanic/Latino population is projected to increase by 1592 persons and to increase from 44.7% to 47.1% of the total. The Asian/Other population is projected to increase by 651 persons and to increase from 18.5% to 19.5% of the total population.

Households By Income-2016



Population by Age-2016



The average household income in the study area is $76720 a year as compared to the U.S. average of $77135. The average age in the study area is 36.3 and is projected to increase to 37.3 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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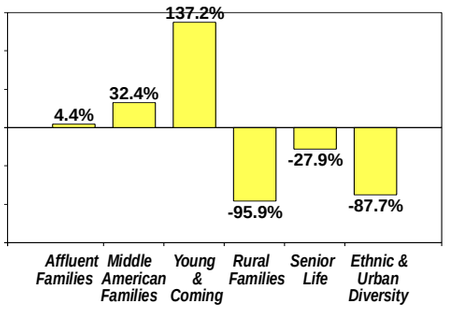
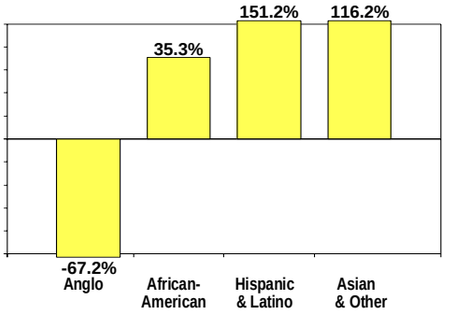
U.S. Lifestyles Group

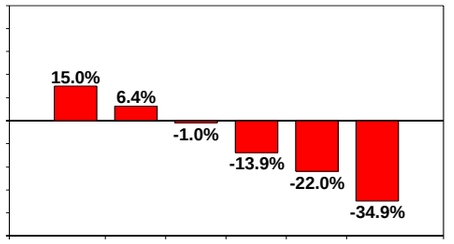


Percentage Above Average
← U.S. Average →
Percentage Below Average

Race/Ethnicity

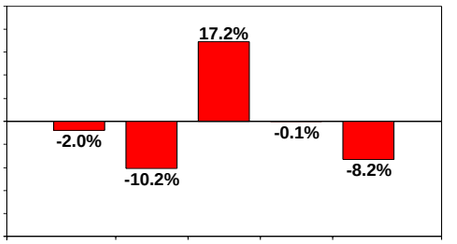


Generations

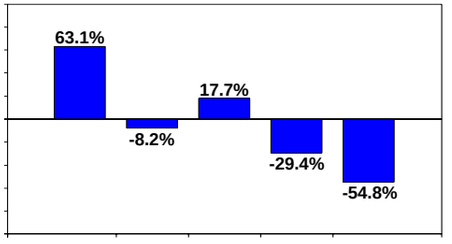


Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Concern Groups

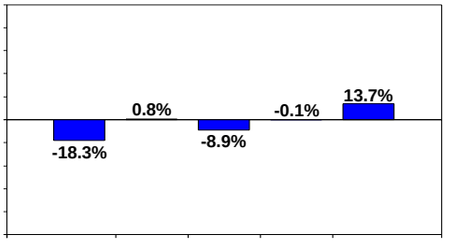


Education Completed by Adults

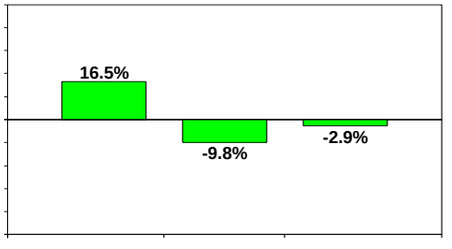


Percentage Above Average
← U.S. Average →
Percentage Below Average

Household Income

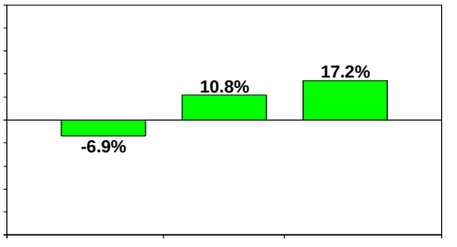


Marital Status



Percentage Above Average
← U.S. Average →
Percentage Below Average

Households with Children



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▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
POPULATION				
▲ **Population**	**29,042**	**29,929**	**31,923**	**33,686**
Population Change		887	1,994	1,763
Percentage Change		3.1%	6.7%	5.5%
Average Annual Growth Rate		0.3%	1.1%	1.1%
▲ **Density (Pop. per square mile)**	**1,470**	**1,515**	**1,616**	**1,706**
HOUSEHOLDS				
▲ **Households**	**9,554**	**9,624**	**10,353**	**10,979**
Household Change		70	729	626
Percentage Change		0.7%	7.6%	6.0%
Average Annual Growth Rate		0.1%	1.3%	1.2%
Persons Per Household	3.02	3.09	3.07	3.05

	2010 Census		2016 Update		2021 Projection	
POPULATION BY RACE/ETHNICITY	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	6,966	23.3%	6,423	20.1%	5,855	17.4%
↓ African-American (Non-Hisp)	5,216	17.4%	5,321	16.7%	5,410	16.1%
▲ **Hispanic/Latino**	**12,494**	**41.7%**	**14,262**	**44.7%**	**15,854**	**47.1%**
▲ **Asian/Other (Non-Hisp)**	**5,253**	**17.6%**	**5,917**	**18.5%**	**6,568**	**19.5%**
POPULATION BY GENDER						
↓ Female	15,546	51.9%	16,522	51.8%	17,400	51.7%
▲ **Male**	**14,383**	**48.1%**	**15,401**	**48.2%**	**16,287**	**48.3%**
POPULATION BY GENERATION						
▲ **Generation Z** (Born 2002 and later)	**4,125**	**13.8%**	**6,972**	**21.8%**	**9,484**	**28.2%**
↓ Millenials (Born 1982 to 2001)	9,112	30.4%	9,225	28.9%	9,401	27.9%
↓ Survivors (Born 1961 to 1981)	8,445	28.2%	8,633	27.0%	8,643	25.7%
↓ Boomers (Born 1943 to 1960)	5,781	19.3%	5,354	16.8%	4,872	14.5%
↓ Silents (Born 1925 to 1942)	2,172	7.3%	1,660	5.2%	1,280	3.8%
↓ Builders (Born 1924 and earlier)	315	1.1%	81	0.3%	4	0.0%
AGE						
▲ **Average Age**		**35.1**		**36.3**		**37.3**
▲ **Median Age**		**33.6**		**35.0**		**36.4**
INCOME						
▲ **Average Household Income**		**$66,997**		**$76,720**		**$82,965**
▲ **Median Household Income**		**$58,578**		**$61,610**		**$66,387**
▲ **Per Capita Income**		**$21,543**		**$24,881**		**$27,040**

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ **$150,000 or more**	**655**	**6.8%**	**1,051**	**10.2%**	**1,404**	**12.8%**
▲ **$100,000 to $149,999**	**1,560**	**16.2%**	**1,809**	**17.5%**	**1,988**	**18.1%**
↓ $75,000 to $99,999	1,308	13.6%	1,335	12.9%	1,390	12.7%
↓ $50,000 to $74,999	1,825	19.0%	1,727	16.7%	1,792	16.3%
↓ $35,000 to $49,999	1,564	16.2%	1,264	12.2%	1,258	11.5%
↓ $25,000 to $34,999	1,020	10.6%	1,014	9.8%	1,039	9.5%
$15,000 to $24,999	892	9.3%	1,113	10.8%	1,090	9.9%
Under $15,000	801	8.3%	1,041	10.1%	1,019	9.3%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,329	7.8%	2,281	7.1%	2,369	7.0%
↓ Required Formal Schooling (5-17)	5,731	19.1%	6,030	18.9%	6,227	18.5%
College Years, Career Starts (18-24)	3,207	10.7%	2,876	9.0%	3,066	9.1%
Singles and Young Families (25-34)	4,572	15.3%	5,010	15.7%	4,520	13.4%
Families, Empty Nesters (35-54)	7,834	26.2%	8,255	25.9%	9,136	27.1%
Enrichment Years Singles/Couples (55-64)	3,188	10.7%	3,599	11.3%	3,685	10.9%
▲ **Retirement Opportunities (65+)**	**3,089**	**10.3%**	**3,874**	**12.1%**	**4,681**	**13.9%**
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,329	7.8%	2,281	7.1%	2,369	7.0%
↓ 5 to 9 years	2,245	7.5%	2,364	7.4%	2,312	6.9%
↓ 10 to 14 years	2,186	7.3%	2,327	7.3%	2,433	7.2%
15 to 17 years	1,300	4.3%	1,339	4.2%	1,482	4.4%
18 to 20 years	1,360	4.5%	1,217	3.8%	1,325	3.9%
↓ 21 to 24 years	1,847	6.2%	1,659	5.2%	1,741	5.2%
↓ 25 to 29 years	2,463	8.2%	2,382	7.5%	2,217	6.6%
30 to 34 years	2,109	7.0%	2,628	8.2%	2,303	6.8%
▲ **35 to 39 years**	**1,924**	**6.4%**	**2,267**	**7.1%**	**2,703**	**8.0%**
40 to 44 years	1,968	6.6%	2,092	6.6%	2,340	6.9%
45 to 49 years	1,951	6.5%	1,930	6.0%	2,068	6.1%
↓ 50 to 54 years	1,991	6.7%	1,966	6.2%	2,025	6.0%
55 to 59 years	1,764	5.9%	1,889	5.9%	1,841	5.5%
▲ **60 to 64 years**	**1,424**	**4.8%**	**1,710**	**5.4%**	**1,844**	**5.5%**
▲ **65 to 69 years**	**1,004**	**3.4%**	**1,388**	**4.3%**	**1,507**	**4.5%**
▲ **70 to 74 years**	**750**	**2.5%**	**931**	**2.9%**	**1,325**	**3.9%**
▲ **75 to 84 years**	**985**	**3.3%**	**1,150**	**3.6%**	**1,412**	**4.2%**
▲ **85 or more years**	**350**	**1.2%**	**405**	**1.3%**	**437**	**1.3%**

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	24,951			
Single (Never Married)	9,559	38.3%	32.9%	116
Married	11,288	45.2%	50.2%	90
Divorced/Widowed	4,105	16.5%	16.9%	97
Marital Status Females 15 and Older (2016)	13,046			
▲ **Single (Never Married)**	**4,681**	**35.9%**	**29.8%**	**120**
Married	5,766	44.2%	48.8%	91
Divorced/Widowed	2,599	19.9%	21.4%	93
Marital Status Males 15 and Older (2016)	11,906			
Single (Never Married)	4,878	41.0%	36.2%	113
Married	5,522	46.4%	51.6%	90
Divorced/Widowed	1,506	12.6%	12.3%	103
FAMILY STRUCTURE				
Households By Type (2016)	10,353			
Married Couple	4,991	48.2%	48.5%	99
▲ **Other Family - Male Head of Household**	**721**	**7.0%**	**4.9%**	**141**
▲ **Other Family - Female Head of Household**	**1,898**	**18.3%**	**13.0%**	**141**
↓ Non Family - Male Head of Household	1,162	11.2%	15.8%	71
Non Family - Female Head of Household	1,580	15.3%	17.7%	86
Households With Children 0 to 18 (2016)	4,415			
Married Couple Family	2,680	60.7%	65.2%	93
Other Family - Male Head of Household	438	9.9%	8.5%	117
Other Family - Female Head of Household	1,239	28.1%	25.3%	111
▲ **Non Family**	**58**	**1.3%**	**1.0%**	**136**
Population By Household Type (2016)	31,923			
↓ Group Quarters	155	0.5%	2.5%	19

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	Number	Percent		
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	155			
↓ Correctional Facilities	8	5.2%	30.0%	17
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	78	50.3%	18.7%	269
▲ **Other**	**70**	**45.2%**	**15.2%**	**297**
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	31,923			
↓ White (Non-Hispanic)	6,423	20.1%	61.3%	33
▲ **African-American (Non-Hisp)**	**5,321**	**16.7%**	**12.3%**	**135**
▲ **Hispanic/Latino**	**14,261**	**44.7%**	**17.8%**	**251**
↓ Native American (Non-Hisp)	96	0.3%	0.7%	41
▲ **Asian (Non-Hisp)**	**4,206**	**13.2%**	**5.3%**	**250**
▲ **Hawaiian & Pacific Islander (Non-Hisp)**	**407**	**1.3%**	**0.2%**	**757**
▲ **Other Races & Multiple Races (Non-Hisp)**	**1,209**	**3.8%**	**2.4%**	**158**
Asian Population By Race (2016)	4,301			
↓ Chinese	114	2.7%	22.3%	12
↓ Japanese	161	3.7%	5.0%	75
↓ Indian	665	15.5%	19.5%	79
↓ Korean	6	0.1%	9.6%	1
Vietnamese	510	11.9%	11.0%	108
▲ **Other Asian Races**	**2,845**	**66.1%**	**32.5%**	**204**
Hispanic/Latino Population By Race (2016)	14,261			
↓ White	5,329	37.4%	53.0%	71
↓ African-American	196	1.4%	2.5%	55
Native American	219	1.5%	1.4%	112
▲ **Asian**	**95**	**0.7%**	**0.4%**	**159**
▲ **Other Races & Multiple Races**	**8,422**	**59.1%**	**42.7%**	**138**
Hispanic/Latino Population By Origin (2016)	14,261			
Mexican	10,672	74.8%	62.4%	120
↓ Puerto Rican	494	3.5%	9.5%	37
↓ Cuban	58	0.4%	3.5%	11
Other Hispanic Origin	3,038	21.3%	24.6%	87

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	Number	Percent		
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	7,749			
↓ Pre-Primary (Public)	163	2.1%	3.4%	61
↓ Pre-Primary (Private)	159	2.1%	2.6%	78
Elementary/High School (Public)	4,753	61.3%	58.9%	104
Elementary/High School (Private)	497	6.4%	6.6%	97
Enrolled in College	2,177	28.1%	28.4%	99
Population By Education Completed (Age 25 and over) (2016)	20,737			
▲ **Elementary (Less than 9 years)**	**2,414**	**11.6%**	**5.8%**	**200**
▲ **Some High School (9 to 11 years)**	**2,181**	**10.5%**	**7.8%**	**135**
High School Graduate (12 years)	5,308	25.6%	27.9%	92
▲ **Some College (13 to 15 years)**	**5,351**	**25.8%**	**21.2%**	**122**
Associate Degree	1,765	8.5%	8.0%	106
↓ Bachelor's Degree	2,682	12.9%	18.3%	71
↓ Graduate Degree	1,036	5.0%	11.0%	45
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	14,262			
TOTAL WHITE COLLAR	7,572	53.1%	61.5%	86
↓ Executive and Managerial	880	6.2%	9.7%	63
↓ Professional Specialty	1,485	10.4%	16.6%	63
↓ Technical Support	841	5.9%	8.3%	71
↓ Sales	1,152	8.1%	10.9%	74
▲ **Administrative Support & Clerical**	**3,214**	**22.5%**	**16.0%**	**141**
▲ **TOTAL BLUE COLLAR**	**6,691**	**46.9%**	**38.5%**	**122**
▲ **Service: Private Households**	**790**	**5.5%**	**3.7%**	**150**
Service: Protective	267	1.9%	2.2%	85
Service: Other	1,102	7.7%	7.5%	104
↓ Farming, Forestry & Fishing	22	0.2%	0.7%	21
▲ **Precision Production and Craft**	**2,020**	**14.2%**	**11.0%**	**129**
Operators and Assemblers	509	3.6%	3.2%	110
↓ Transportation and Material Moving	688	4.8%	6.2%	78
▲ **Laborers**	**1,293**	**9.1%**	**4.0%**	**224**

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	Number	Percent		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	24,510			
Employed	14,243	58.1%	58.1%	100
Unemployed	1,449	5.9%	5.6%	105
Not in Labor Force	8,818	36.0%	36.3%	99
Total Female Pop. By Work Status (Age 20 to 64) (2013)	9,951			
TOTAL WORKING	6,139	61.7%	66.8%	92
With No Own Children	3,879	39.0%	42.2%	92
▲ **With Own Children Age 0 to 5 only**	**664**	**6.7%**	**5.5%**	**122**
With Own Children Age 6 to 17 only	1,235	12.4%	14.8%	84
With Own Children Both Age 0 to 5 and 6 to 17	361	3.6%	4.3%	84
TOTAL NOT WORKING (UNEMPLOYED)	567	5.7%	6.2%	92
With No Own Children	340	3.4%	3.8%	91
↓ With Own Children Age 0 to 5 only	37	0.4%	0.7%	56
▲ **With Own Children Age 6 to 17 only**	**162**	**1.6%**	**1.3%**	**129**
↓ With Own Children Both Age 0 to 5 and 6 to 17	28	0.3%	0.5%	51
▲ **TOTAL NOT IN THE LABOR FORCE**	**3,246**	**32.6%**	**27.0%**	**121**
▲ **With No Own Children**	**2,095**	**21.1%**	**17.1%**	**123**
▲ **With Own Children Age 0 to 5 only**	**355**	**3.6%**	**2.6%**	**137**
With Own Children Age 6 to 17 only	518	5.2%	4.6%	112
With Own Children Both Age 0 to 5 and 6 to 17	278	2.8%	2.6%	105
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status ($24,250 for family of 4) (2016)	10,353			
Above Poverty Line (Households with Children)	6,695	57.3%	59.6%	96
Above Poverty Line (Households without Children)	3,250	27.8%	26.5%	105
Below Poverty Line (Households with Children)	918	7.9%	7.9%	100
Below Poverty Line (Households without Children)	820	7.0%	6.0%	116
Households By Presence of Retirement Income (2013)	9,624			
With Retirement Income	1,755	18.2%	17.6%	104
Without Retirement Income	8,032	83.5%	81.5%	102

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	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	10,353			
Owner Occupied	5,670	54.8%	65.0%	84
▲ **Renter Occupied**	**4,684**	**45.2%**	**35.0%**	**129**
▲ **Median Rent (2013)**	**$1,219**		**$904**	**135**
Structures By Number of Units (2016)	11,050			
Single Unit	7,693	69.6%	67.3%	103
3 to 4 Units	972	8.8%	8.1%	109
5 to 19 Units	1,097	9.9%	9.3%	106
↓ 20 to 49 Units	102	0.9%	3.6%	26
▲ **50 or more Units**	**938**	**8.5%**	**5.1%**	**166**
↓ Mobile Home	249	2.3%	6.4%	35
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.47		2.57	96
Owner-Occupied Property Values (2016)	5,670			
↓ Under $40,000	304	5.4%	7.2%	74
↓ $40,000 to $59,999	117	2.1%	3.7%	56
↓ $60,000 to $79,999	35	0.6%	5.1%	12
↓ $80,000 to $99,999	58	1.0%	6.5%	16
↓ $100,000 to 149,999	401	7.1%	15.1%	47
$150,000 to $199,999	795	14.0%	14.6%	96
▲ **$200,000 to $299,999**	**1,641**	**28.9%**	**18.1%**	**160**
▲ **$300,000 to $499,999**	**1,882**	**33.2%**	**16.9%**	**196**
↓ $500,000 to $999,999	369	6.5%	9.7%	67
↓ $1,000,000 and over	69	1.2%	3.0%	40
▲ **Median Property Value**	**$272,800**		**$192,432**	**142**

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	11,050			
▲ **2010 and later**	**929**	**8.4%**	**5.5%**	**152**
2000 to 2009	1,784	16.1%	14.6%	111
↓ 1990 to 1999	1,012	9.2%	13.4%	68
▲ **1980 to 1989**	**1,903**	**17.2%**	**13.2%**	**131**
▲ **1970 to 1979**	**2,707**	**24.5%**	**15.0%**	**164**
1960 to 1969	1,132	10.2%	10.4%	99
1950 to 1959	1,008	9.1%	10.3%	89
↓ 1949 or earlier	574	5.2%	17.7%	29
Households By Number of Persons (2016)	10,353			
↓ 1 Person Household	2,116	20.4%	27.3%	75
2 Person Household	2,767	26.7%	32.3%	83
3 Person Household	1,876	18.1%	16.2%	112
4 Person Household	1,533	14.8%	13.1%	113
▲ **5 Person Household**	**1,015**	**9.8%**	**6.5%**	**151**
▲ **6 Person Household**	**569**	**5.5%**	**2.8%**	**199**
▲ **7 or more Person Household**	**477**	**4.6%**	**1.9%**	**241**
Average Persons Per Household	3.1		2.6	119
Households By Heating Type (2013)	9,787			
Utility and Other Gas	6,085	62.2%	54.0%	115
Electric	3,587	36.7%	36.1%	101
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	50	0.5%	2.2%	23
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	65	0.7%	0.9%	70

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2016)	10,353			
No Vehicles	811	7.8%	9.0%	87
1 Vehicle	2,996	28.9%	33.7%	86
2 Vehicle	3,600	34.8%	37.5%	93
▲ 3 or more Vehicles	**2,946**	**28.5%**	**19.8%**	**144**
Workers By Travel Time to Work (2016)	13,520			
↓ Less than 15 minutes	2,190	16.2%	27.3%	59
15 to 29 minutes	4,039	29.9%	36.5%	82
30 to 44 minutes	2,731	20.2%	20.2%	100
▲ 45 to 59 minutes	**1,621**	**12.0%**	**7.7%**	**155**
▲ 60 or more minutes	**2,940**	**21.7%**	**8.3%**	**262**
▲ Average Travel Time to Work (minutes)	**39.3**		**28.2**	**139**
Workers By Type of Transportation to Work (2016)	13,878			
Drive Alone	9,609	69.2%	76.9%	90
▲ Car Pool	**2,316**	**16.7%**	**9.6%**	**175**
▲ Public Transportation	**1,066**	**7.7%**	**5.1%**	**150**
↓ Walk to Work	171	1.2%	2.8%	44
▲ Other Means	**235**	**1.7%**	**1.2%**	**136**
↓ Work at Home	483	3.5%	4.4%	79

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SEGMENT GROUPS

No.	Group Name Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	**Middle American Families** (9, 10, 11, 16, 17, 18, 23, 25 and 28)	4,309	41.6%	31.4%	132
3	**Young And Coming** (8, 12, 13, 15, 19, 34, 37, 39 and 47)	3,599	34.8%	14.7%	237
1	**Affluent Families** (segments 1, 2, 3, 4, 5, 6 and 14)	1,633	15.8%	15.1%	104
5	**Senior Life** (7, 20, 21, 22, 30 and 31)	515	5.0%	6.9%	72
6	**Ethnic And Urban Diversity** (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	234	2.3%	18.4%	12
4	**Rural Families** (27, 26, 29, 33, 35 and 38)	56	0.5%	13.1%	4

INDIVIDUAL SEGMENTS

No.	Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
15	Reliable Young Starters	3,595	34.7%	4.3%	817
17	Large Young Families	2,427	23.4%	2.2%	1090
5	Prosperous Diversity	1,471	14.2%	3.1%	458
18	Working Urban Families	624	6.0%	4.0%	152
23	Established Empty-Nesters	463	4.5%	3.4%	132
10	Suburban Mid-Life Families	390	3.8%	5.5%	68
20	Cautious and Mature	271	2.6%	2.6%	99
25	Working Country Consumers	256	2.5%	4.1%	60
4	Educated Mid-Life Families	137	1.3%	3.4%	39
22	Mature and Established	136	1.3%	1.8%	73
28	Building Country Families	132	1.3%	2.8%	46
24	Metro Multi-Ethnic Diversity	122	1.2%	2.7%	43
21	Mature and Stable	53	0.5%	0.6%	90
45	Struggling Urban Diversity	51	0.5%	2.5%	20
41	Struggling Hispanic Households	48	0.5%	1.6%	29
29	Working Country Families	43	0.4%	1.0%	43
7	Prosperous and Mature	28	0.3%	0.5%	50
30	Urban Senior Life	25	0.2%	0.8%	29
1	Traditional Affluent Families	13	0.1%	3.5%	4
49	Exception Households	13	0.1%	0.2%	50

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No.	Individual Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
11	Young Suburban Families	12	0.1%	3.0%	4
14	Secure Mid-Life Families	11	0.1%	0.7%	16
27	Country Family Diversity	11	0.1%	0.3%	31
40	Surviving Urban Diversity	10	0.1%	4.0%	2
19	Educated and Promising	4	0.0%	0.1%	49
16	Established Country Families	3	0.0%	6.4%	0
43	Laboring Urban Diversity	3	0.0%	0.5%	6
31	Mature Country Families	2	0.0%	0.5%	4
26	Working Suburban Families	2	0.0%	0.1%	16
9	Educated Working Families	2	0.0%	0.1%	23
2	Professional Affluent Families	1	0.0%	0.8%	1
38	Rural Working Families	0	0.0%	8.8%	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
46	Struggling Black Households	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
32	Working Urban Life	0	0.0%	1.7%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	**10,359**	**100.0%**	**100.0%**	**100**

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FAITH INVOLVEMENT INDICATOR			
Estimated 2016 Households Likely to Be:			
↓ Strongly Involved with Their Faith	27.4%	35.4%	77
↓ Somewhat Involved with Their Faith	23.8%	29.9%	80
▲ **Not Involved with Their Faith**	**49.6%**	**34.7%**	**143**
Estimated 2016 Households Likely to Have:			
↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.7%	22.1%	76
Decreased Their Involvement with Their Faith in the Last 10 Years	21.9%	23.7%	92
RELIGIOUS PREFERENCE INDICATOR			
Estimated 2016 Households Likely to Prefer:			
▲ **Adventist**	**0.8%**	**0.5%**	**155**
↓ Baptist	8.9%	16.1%	56
Catholic	21.4%	23.7%	91
↓ Congregational	1.7%	2.0%	85
▲ **Eastern Religions (Buddhist/Hindu/Shinto/Islam)**	**1.1%**	**0.4%**	**248**
↓ Episcopal	2.4%	2.9%	83
↓ Holiness	0.2%	0.8%	23
Jehovah's Witnesses	1.1%	1.1%	103
Judaism	3.2%	3.2%	101
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.7%	10.1%	47
▲ **Mormon**	**4.4%**	**1.8%**	**252**
▲ **New Age**	**1.2%**	**0.6%**	**209**
▲ **Non-Denominational / Independent**	**11.6%**	**6.9%**	**167**
Orthodox	0.3%	0.3%	110
▲ **Pentecostal**	**2.7%**	**2.4%**	**112**
Presbyterian / Reformed	4.3%	4.6%	94
↓ Unitarian / Universalist	0.5%	0.7%	76
▲ **Interested but No Preference**	**5.8%**	**3.9%**	**149**
▲ **Not Interested and No Preference**	**18.1%**	**11.1%**	**163**
Likely to Have Changed Their Preference in the Last 10 Years	18.1%	16.8%	108
LEADERSHIP PREFERENCE INDICATOR			
Estimated 2016 Households Likely to Prefer A Leader Who:			
Tells them what to do	4.0%	4.0%	100
Lets them do what they want and is supportive	12.1%	11.7%	103
Lets them do what they want and stays out of the way	4.5%	4.8%	94
Works with them on deciding what to do and helps them do it	79.4%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.5%	43.5%	93
↓ Finding/Providing Health Insurance	23.1%	29.0%	80
Day-to-Day Financial Worries	33.7%	31.6%	107
Finding Employment Opportunities	15.6%	14.4%	108
▲ **Finding Affordable Housing**	**14.9%**	**11.3%**	**132**
Providing Adequate Food	7.8%	8.6%	91
Finding Child Care	6.2%	6.3%	100
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.4%	16.7%	86
Dealing With Teen / Child Problems	19.3%	20.7%	93
↓ Finding/Providing Aging Parent Care	13.6%	15.5%	88
Dealing With Abusive Relationships	10.9%	11.4%	96
↓ Dealing With Divorce	3.7%	4.5%	83
COMMUNITY PROBLEMS:			
▲ **Neighborhood Crime and Safety**	**35.0%**	**27.0%**	**130**
Finding/Providing Good Schools	23.8%	23.5%	101
Dealing with Problems in Schools	12.8%	13.6%	95
Dealing With Racial / Ethnic Prejudice	13.8%	13.1%	105
▲ **Dealing With Neighborhood Gangs**	**16.7%**	**8.5%**	**197**
Dealing with Social Injustice	11.4%	11.3%	101
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.6%	50.6%	106
Finding Time for Recreation / Leisure	26.0%	25.3%	103
Finding Better Quality Healthcare	21.6%	23.9%	90
Finding A Satisfying Job / Career	18.9%	19.3%	98
Finding Retirement Opportunities	17.2%	18.9%	91
Achieving A Fulfilling Marriage	21.7%	22.3%	97
Developing Parenting Skills	14.6%	14.7%	99
▲ **Achieving Educational Objectives**	**8.9%**	**7.5%**	**119**
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.7%	29.8%	96
Finding Companionship	18.8%	17.3%	109
↓ Finding A Good Church	10.8%	15.2%	71
↓ Finding Spiritual Teaching	10.0%	12.9%	78
Finding Life Direction	13.5%	14.0%	96

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KEY VALUES INDICATOR			
Estimated 2016 Households Likely to Agree With the Following Statements:			
GOD:			
"I believe there is a God"	84.1%	84.5%	100
"God is actively involved in the world including nations and their governments"	61.7%	63.8%	97
SOCIETY:			
"It is important to preserve the traditional American family structure"	91.5%	91.5%	100
"A healthy environment has become a national crisis"	82.8%	82.8%	100
"Public education is essential to the future of American society"	94.2%	94.0%	100
INSTITUTIONAL ROLES:			
"Government should be the primary provider of human welfare services"	48.9%	50.1%	98
"The role of Churches / Synagogues is to help form and support moral values"	78.7%	81.1%	97
"Churches and religious organizations should provide more human services"	58.7%	62.6%	94
***RACIAL / ETHNIC CHANGE*:**			
"The United States must open its doors to all people groups"	36.9%	36.3%	102
"The changing racial / ethnic face of America is a threat to our national heritage"	35.4%	36.3%	98
HOUSEHOLD CONTRIBUTION INDICATOR			
Estimated 2016 Households Likely to Contribute:			
TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than $100 per year	57.3%	59.8%	96
More than $500 per year	30.6%	31.2%	98
More than $1,000 per year	18.6%	17.4%	107
TO CHARITIES:			
More than $100 per year	34.3%	33.7%	102
↓ More than $500 per year	5.8%	6.8%	85
↓ More than $1,000 per year	2.0%	2.3%	87
TO COLLEGES AND UNIVERSITIES:			
More than $100 per year	16.1%	16.1%	100
More than $500 per year	3.9%	4.3%	91
More than $1,000 per year	2.1%	2.2%	95

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Ministry Area Profile 2016

Compass REPORT

Good Shepherd Parish

Study Area Definition:
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CHURCH CONTACT METHODS RATED GOOD 6
CHURCH CONTACT METHODS RATED POOR 6

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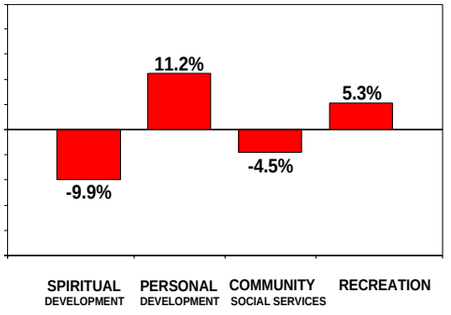
Sources: Percept, Nielsen, U.S. Census Bureau

Prepared For:
Good Shepherd Parish

Date: 6/20/2016

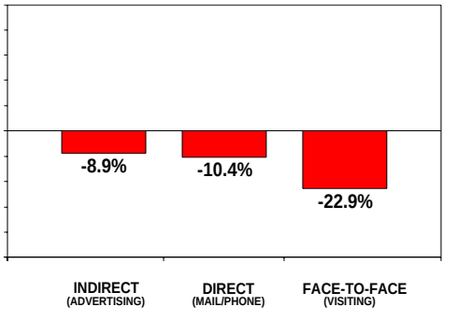
Study Area Definition:
Custom Polygon

Church Program Preferences

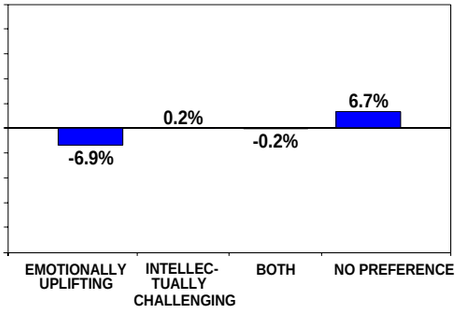


Percentage Above Average
← U.S. Average →
Percentage Below Average

Contact Methods Rated Good

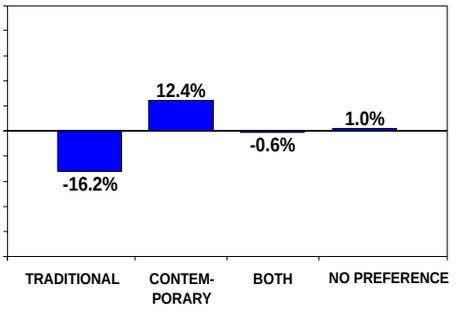


Worship Style (1)

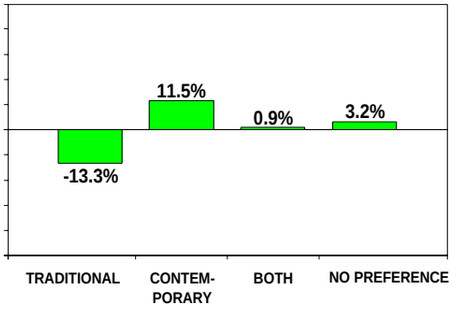


Percentage Above Average
← U.S. Average →
Percentage Below Average

Worship Style (2)

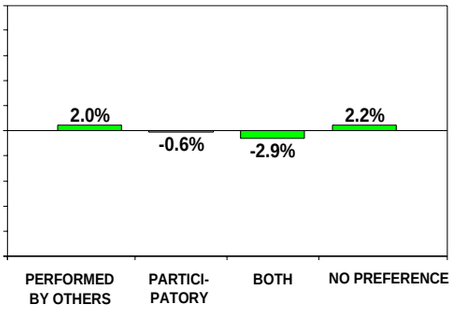


Music Style (1)

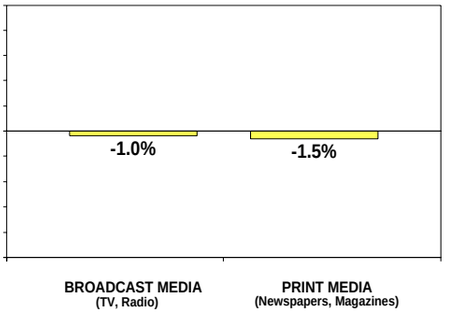


Percentage Above Average
← U.S. Average →
Percentage Below Average

Music Style (2)

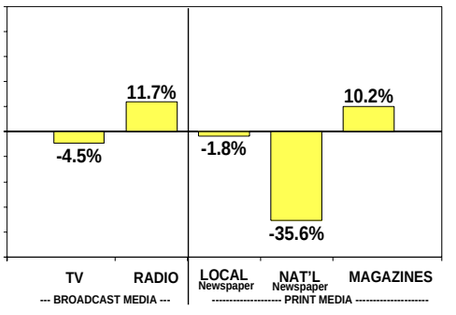


Primary Media Summary



Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Media Preferences



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ID# 230460:230460

Prepared For:
Good Shepherd Parish

Date: 6/20/2016

Study Area Definition:
Custom Polygon

Description ▲ 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	Study Area	U.S. Average	U.S. Comparative Index
CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
SPIRITUAL DEVELOPMENT:			
↓ Bible Study Discussion and Prayer Groups	36.0%	41.1%	88
Adult Theological Discussion Groups	20.9%	22.5%	93
Spiritual Retreats	10.8%	11.6%	93
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	16.7%	15.2%	110
▲ **Parent Training Programs**	**8.8%**	**7.8%**	**113**
▲ **Twelve Step Programs**	**4.2%**	**3.5%**	**123**
Divorce Recovery	2.3%	2.4%	96
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	22.6%	22.5%	100
Care for the Terminally Ill	14.9%	15.7%	95
↓ Food and Clothing Resources	7.1%	11.1%	64
▲ **Day Care Services**	**7.7%**	**6.1%**	**127**
Church Sponsored Day-School	6.0%	5.7%	106
RECREATION:			
Youth Social Programs	31.7%	29.7%	107
Family Activities and Outings	35.8%	32.8%	109
Active Retirement Programs	25.4%	26.8%	95
Cultural Programs (Music, Drama, Art)	20.1%	18.9%	106
▲ **Sports or Camping**	**7.7%**	**6.3%**	**122**

SUMMARY	
Spiritual Development Index	90
▲ **Personal Development Index**	**111**
Community/Social Services Index	95
Recreation Index	105

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WORSHIP STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Worship which is:			
PART 1:			
A. Emotionally Uplifting	24.5%	26.4%	93
B. Intellectually Challenging	11.1%	11.1%	100
C. Both A and B	39.1%	39.2%	100
D. No Preference or Not Interested	25.0%	23.4%	107
PART 2:			
↓ A. Traditional/Formal/Ceremonial	17.0%	20.2%	84
▲ **B. Contemporary/Informal**	**29.6%**	**26.3%**	**112**
C. Both A and B	26.4%	26.5%	99
D. No Preference or Not Interested	27.2%	26.9%	101
MUSIC STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Music which is:			
PART 1:			
↓ A. Traditional	21.2%	24.4%	87
▲ **B. Contemporary**	**22.0%**	**19.7%**	**112**
C. Both A and B	31.4%	31.1%	101
D. No Preference or Not Interested	25.6%	24.8%	103
PART 2:			
A. Performed by Others	19.1%	18.7%	102
B. Participatory	22.8%	22.9%	99
C. Both A and B	31.2%	32.2%	97
D. No Preference or Not Interested	26.8%	26.2%	102

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MISSION EMPHASIS INDICATOR			
Estimated 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:			
PART 1:			
A. Community	21.7%	22.0%	99
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	36.8%	37.4%	98
D. No Preference or Not Interested	26.2%	26.3%	100
PART 2:			
▲ **A. Global Mission**	**7.2%**	**6.2%**	**117**
B. Local Mission	31.5%	33.3%	94
C. Both A and B	29.8%	30.1%	99
D. No Preference or Not Interested	31.5%	30.4%	104
CHURCH ARCHITECTURE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Architecture which is:			
PART 1:			
↓ A. Traditional	21.7%	26.6%	81
▲ **B. Contemporary**	**19.6%**	**15.9%**	**123**
C. Both A and B	33.5%	32.3%	103
D. No Preference or Not Interested	25.5%	25.1%	102
PART 2:			
↓ A. Somber/Serious	7.1%	9.4%	76
B. Light and Airy	38.0%	34.7%	110
C. Both A and B	27.1%	27.7%	98
D. No Preference or Not Interested	27.9%	28.2%	99

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PRIMARY MEDIA PREFERENCE			
Estimated 2016 Households Likely to Describe Their Primary Media Information Source As:			
BROADCAST MEDIA:			
Television	45.1%	47.3%	95
▲ **Radio**	**14.9%**	**13.3%**	**112**
PRINT MEDIA:			
Local Newspaper	36.7%	36.1%	101
↓ National Newspaper	2.8%	4.3%	64
▲ **Magazines**	**2.8%**	**2.4%**	**117**
SECONDARY MEDIA PREFERENCE			
Estimated 2016 Households Likely to Describe Their Secondary Media Information Source As:			
BROADCAST MEDIA:			
Television	31.7%	31.9%	99
Radio	23.5%	23.8%	99
PRINT MEDIA:			
Local Newspaper	32.1%	32.7%	98
↓ National Newspaper	4.8%	5.8%	84
Magazines	7.8%	7.0%	110

SUMMARY	
Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	98

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CHURCH CONTACT METHODS RATED GOOD			
Estimated 2016 Households Likely to Rate As Good the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	33.9%	36.2%	94
↓ Putting Ad in Local Newspaper	29.1%	33.8%	86
Local Cable Channels	28.5%	30.4%	94
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	49.8%	53.7%	93
↓ Calling and Offering to Send Information By Mail	25.2%	29.5%	85
↓ Calling and Discussing on the Phone	10.4%	12.0%	87
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	14.8%	20.1%	74
↓ Going Door to Door	11.5%	14.0%	82
CHURCH CONTACT METHODS RATED POOR			
Estimated 2016 Households Likely to Rate As Poor the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	21.3%	19.6%	109
▲ Putting Ad in Local Newspaper	**26.8%**	**21.5%**	**124**
Local Cable Channels	31.8%	30.7%	103
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	**17.0%**	**13.3%**	**128**
▲ Calling and Offering to Send Information By Mail	**40.2%**	**34.0%**	**118**
▲ Calling and Discussing on the Phone	**68.5%**	**60.6%**	**113**
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	**58.0%**	**49.6%**	**117**
Going Door to Door	69.0%	64.0%	108

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	91
Direct Methods Index	90
↓ Face-to-Face Methods Index	77

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	**111**
▲ Direct Methods Index	**116**
▲ Face-to-Face Methods Index	**112**

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