

**ministry**  
**area** ●●●●●●  
**profile** **2016**

Saint Theresa Parish

**Study Area Definition:**  
Custom Polygon



ID# 39736:84625



Prepared For:  
Saint Theresa Parish

**Study Area Definition:**  
Custom Polygon

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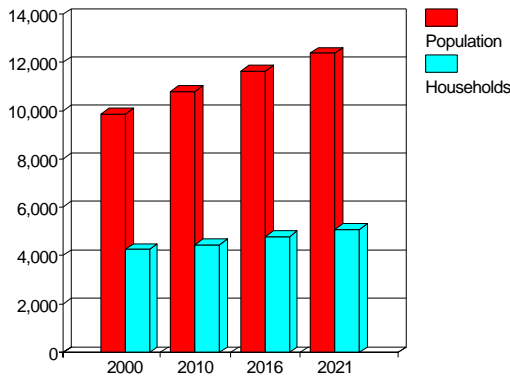
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 11,642 persons residing in the defined study area. This represents an increase of 1,783 or 18.1% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 6.3% or 735 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**  
**A** The lifestyle diversity in the area is *extremely low* with just 7 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 38.8% 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 69.1% of the population and all other racial/ethnic groups make up only 30.9% which is somewhat below the national average of 39%. The largest of these groups, *Asians*, accounts for 14.4% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 16.6% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**  
**A** The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 3,614 persons or 31.0% of the total population in the area. *Boomers* (age 56 to 73) make up 26.1% of the population which compared to a national average of 19.5% makes them 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 traditional* due to the above 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 high*. While 98.0% 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 82.8% of those over 25 in the area versus 29.4% 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: *Social Injustice, Time for Recreation/Leisure, Aging Parent Care, Finding Life Direction, Neighborhood Gangs* and *Racial/Ethnic Prejudice*. (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 *extremely low* 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 \$218,912 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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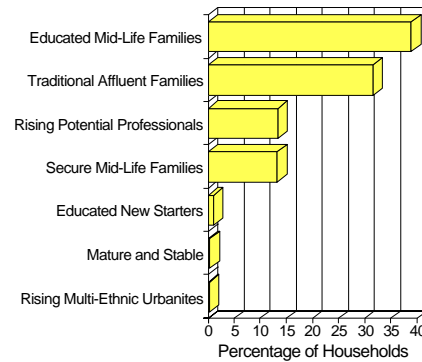
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### Population and Households

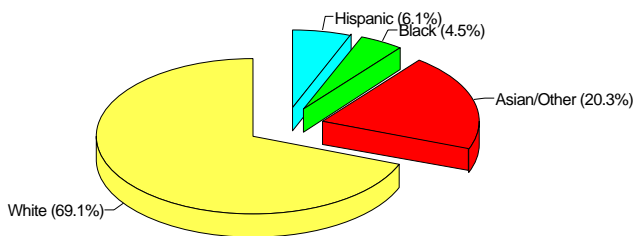


### Primary U.S. Lifestyles Segments-2016

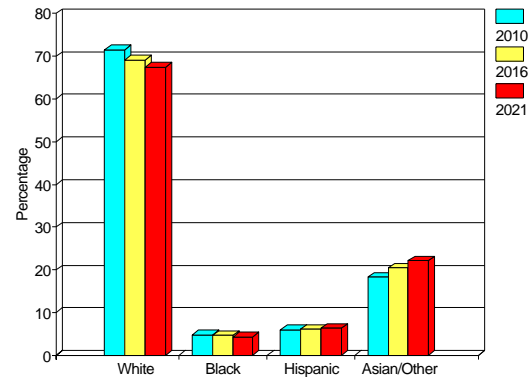


The population in the study area has increased by 859 persons, or 8.0% since 2010 and is projected to increase by 735 persons, or 6.3% between 2016 and 2021. The number of households has increased by 337, or 7.6% since 2010 and is projected to increase by 295, or 6.2% between 2016 and 2021.

### Population By Race/Ethnicity-2016

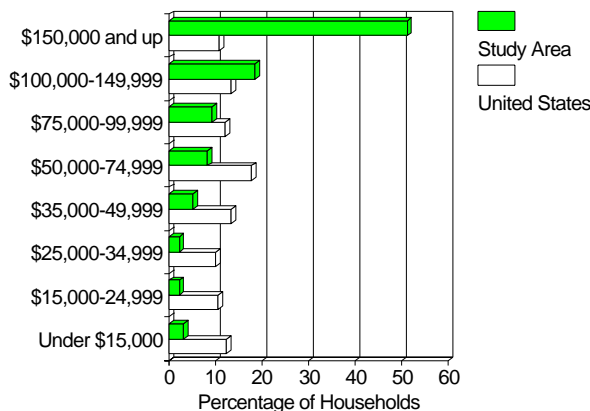


### Population By Race/Ethnicity Trend

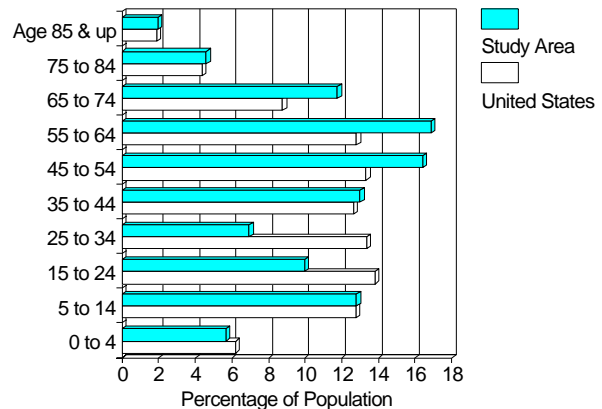


Between 2016 and 2021, the White population is projected to increase by 283 persons and to decrease from 69.1% to 67.3% of the total population. The Black population is projected to decrease from 4.5% to 4.3% of the total. The Hispanic/Latino population is projected to increase by 69 persons and to increase from 6.1% to 6.3% of the total. The Asian/Other population is projected to increase by 379 persons and to increase from 20.3% to 22.2% of the total population.

### Households By Income-2016



### Population by Age-2016

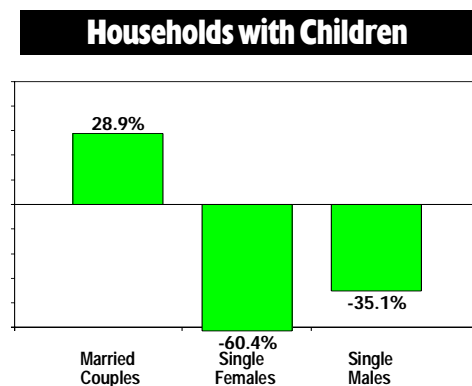
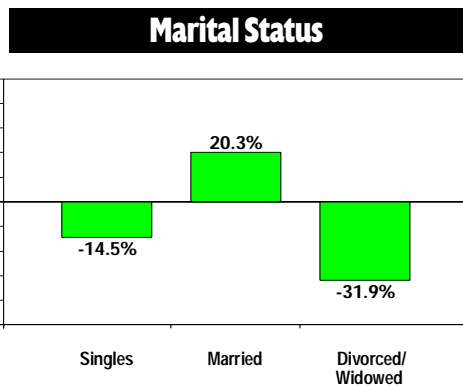
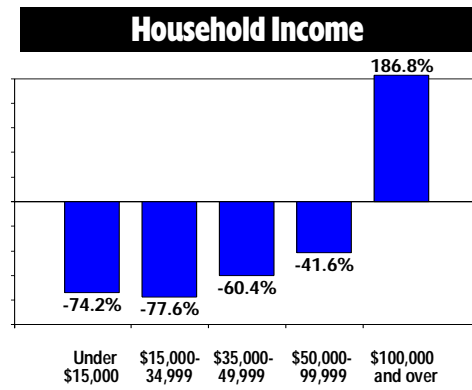
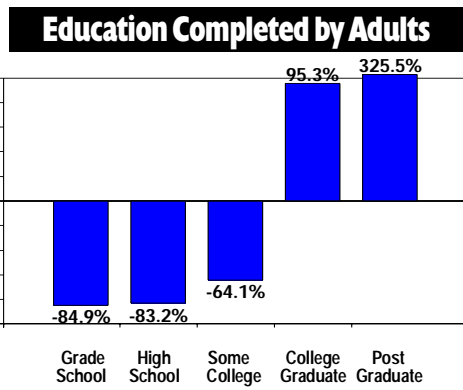
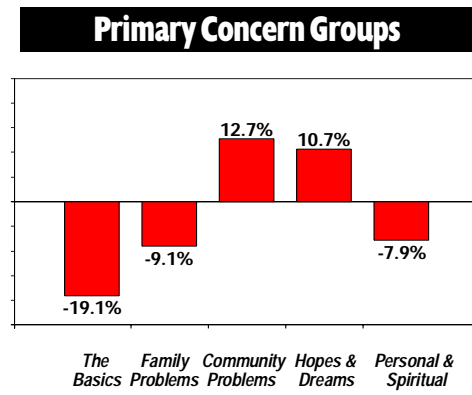
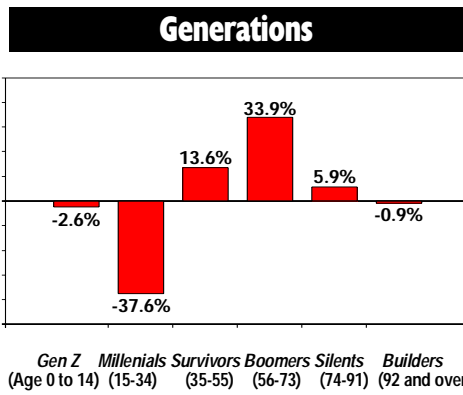
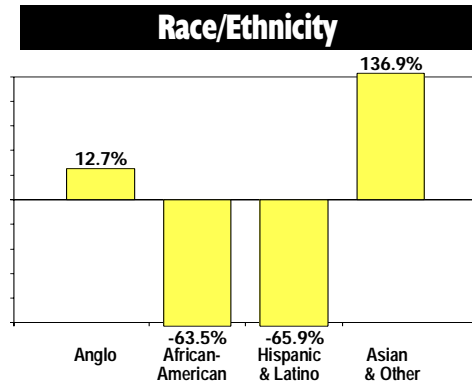
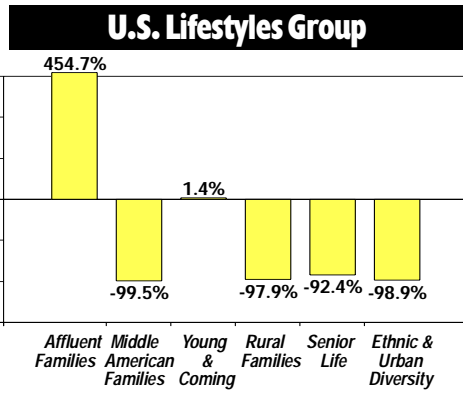


The average household income in the study area is \$218912 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.6 and is projected to increase to 43.4 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	9,859	10,783	11,642	12,377
Population Change		924	859	735
Percentage Change		9.4%	8.0%	6.3%
Average Annual Growth Rate		0.9%	1.3%	1.3%
▲ <b>Density (Pop. per square mile)</b>	3,062	3,349	3,616	3,844
HOUSEHOLDS				
▲ <b>Households</b>	4,269	4,449	4,786	5,081
Household Change		180	337	295
Percentage Change		4.2%	7.6%	6.2%
Average Annual Growth Rate		0.4%	1.3%	1.2%
▲ <b>Persons Per Household</b>	2.28	2.39	2.40	2.40

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	7,699	71.4%	8,048	69.1%	8,331	67.3%
↓ African-American (Non-Hisp)	500	4.6%	524	4.5%	529	4.3%
▲ <b>Hispanic/Latino</b>	630	5.8%	706	6.1%	775	6.3%
▲ <b>Asian/Other (Non-Hisp)</b>	1,953	18.1%	2,364	20.3%	2,743	22.2%

POPULATION BY GENDER						
▲ <b>Female</b>	5,630	52.2%	6,083	52.3%	6,470	52.3%
↓ Male	5,153	47.8%	5,559	47.7%	5,908	47.7%

POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	1,266	11.7%	2,153	18.5%	3,030	24.5%
↓ Millennials (Born 1982 to 2001)	1,883	17.5%	1,973	16.9%	1,972	15.9%
▲ <b>Survivors (Born 1961 to 1981)</b>	3,323	30.8%	3,613	31.0%	3,909	31.6%
↓ Boomers (Born 1943 to 1960)	3,079	28.6%	3,036	26.1%	2,817	22.8%
↓ Silents (Born 1925 to 1942)	1,033	9.6%	822	7.1%	648	5.2%
↓ Builders (Born 1924 and earlier)	194	1.8%	45	0.4%	2	0.0%

AGE			
▲ <b>Average Age</b>		41.7	42.6
▲ <b>Median Age</b>		44.0	45.8
			43.4
			47.3

INCOME			
▲ <b>Average Household Income</b>	\$194,696	\$218,912	\$234,968
▲ <b>Median Household Income</b>	\$152,761	\$155,920	\$174,503
▲ <b>Per Capita Income</b>	\$80,330	\$89,994	\$96,459

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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	2,248	50.5%	2,444	51.1%	2,820	55.5%
\$100,000 to \$149,999	648	14.6%	890	18.6%	895	17.6%
\$75,000 to \$99,999	391	8.8%	440	9.2%	422	8.3%
↓ \$50,000 to \$74,999	370	8.3%	388	8.1%	362	7.1%
\$35,000 to \$49,999	233	5.2%	254	5.3%	239	4.7%
↓ \$25,000 to \$34,999	181	4.1%	110	2.3%	100	2.0%
↓ \$15,000 to \$24,999	178	4.0%	109	2.3%	101	2.0%
↓ Under \$15,000	200	4.5%	152	3.2%	142	2.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	700	6.5%	661	5.7%	669	5.4%
▲ Required Formal Schooling (5-17)	1,571	14.6%	1,867	16.0%	2,005	16.2%
▲ College Years, Career Starts (18-24)	542	5.0%	789	6.8%	1,024	8.3%
↓ Singles and Young Families (25-34)	981	9.1%	809	6.9%	806	6.5%
↓ Families, Empty Nesters (35-54)	3,560	33.0%	3,420	29.4%	3,173	25.6%
↓ Enrichment Years Singles/Couples (55-64)	1,845	17.1%	1,965	16.9%	2,043	16.5%
▲ Retirement Opportunities (65+)	1,578	14.6%	2,131	18.3%	2,659	21.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	700	6.5%	661	5.7%	669	5.4%
↓ 5 to 9 years	708	6.6%	746	6.4%	712	5.8%
▲ 10 to 14 years	572	5.3%	746	6.4%	799	6.5%
▲ 15 to 17 years	291	2.7%	375	3.2%	494	4.0%
▲ 18 to 20 years	312	2.9%	433	3.7%	531	4.3%
21 to 24 years	230	2.1%	356	3.1%	493	4.0%
25 to 29 years	420	3.9%	381	3.3%	475	3.8%
↓ 30 to 34 years	561	5.2%	428	3.7%	331	2.7%
↓ 35 to 39 years	792	7.3%	659	5.7%	498	4.0%
↓ 40 to 44 years	987	9.2%	853	7.3%	715	5.8%
45 to 49 years	899	8.3%	1,009	8.7%	810	6.5%
50 to 54 years	882	8.2%	899	7.7%	1,150	9.3%
55 to 59 years	932	8.6%	966	8.3%	1,032	8.3%
60 to 64 years	913	8.5%	999	8.6%	1,011	8.2%
65 to 69 years	586	5.4%	839	7.2%	823	6.6%
▲ 70 to 74 years	345	3.2%	531	4.6%	898	7.3%
▲ 75 to 84 years	432	4.0%	534	4.6%	719	5.8%
↓ 85 or more years	215	2.0%	227	1.9%	219	1.8%

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Description ▲ 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	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	9,490			
Single (Never Married)	2,669	28.1%	32.9%	85
▲ <b>Married</b>	<b>5,726</b>	<b>60.3%</b>	<b>50.2%</b>	<b>120</b>
↓ Divorced/Widowed	1,094	11.5%	16.9%	68
<b>Marital Status Females 15 and Older (2016)</b>	5,024			
Single (Never Married)	1,335	26.6%	29.8%	89
Married	2,877	57.3%	48.8%	117
↓ Divorced/Widowed	812	16.2%	21.4%	76
<b>Marital Status Males 15 and Older (2016)</b>	4,465			
Single (Never Married)	1,334	29.9%	36.2%	83
▲ <b>Married</b>	<b>2,849</b>	<b>63.8%</b>	<b>51.6%</b>	<b>124</b>
↓ Divorced/Widowed	282	6.3%	12.3%	51
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	4,786			
Married Couple	2,687	56.1%	48.5%	116
↓ Other Family - Male Head of Household	120	2.5%	4.9%	51
↓ Other Family - Female Head of Household	288	6.0%	13.0%	46
Non Family - Male Head of Household	708	14.8%	15.8%	93
Non Family - Female Head of Household	983	20.5%	17.7%	116
<b>Households With Children 0 to 18 (2016)</b>	1,457			
▲ <b>Married Couple Family</b>	<b>1,225</b>	<b>84.1%</b>	<b>65.2%</b>	<b>129</b>
↓ Other Family - Male Head of Household	80	5.5%	8.5%	65
↓ Other Family - Female Head of Household	146	10.0%	25.3%	40
↓ Non Family	7	0.5%	1.0%	50
<b>Population By Household Type (2016)</b>	11,642			
↓ Group Quarters	160	1.4%	2.5%	55



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	160			
↓ Correctional Facilities	0	0.0%	30.0%	0
▲ College Dorms	149	93.1%	31.9%	292
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
↓ Other	11	6.9%	15.2%	45
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	11,642			
White (Non-Hispanic)	8,048	69.1%	61.3%	113
↓ African-American (Non-Hisp)	524	4.5%	12.3%	37
↓ Hispanic/Latino	705	6.1%	17.8%	34
↓ Native American (Non-Hisp)	21	0.2%	0.7%	25
▲ Asian (Non-Hisp)	1,671	14.4%	5.3%	272
↓ Hawaiian & Pacific Islander (Non-Hisp)	9	0.1%	0.2%	46
▲ Other Races & Multiple Races (Non-Hisp)	664	5.7%	2.4%	238
<b>Asian Population By Race (2016)</b>	1,691			
▲ Chinese	789	46.7%	22.3%	209
▲ Japanese	114	6.7%	5.0%	134
↓ Indian	184	10.9%	19.5%	56
Korean	140	8.3%	9.6%	86
↓ Vietnamese	134	7.9%	11.0%	72
↓ Other Asian Races	330	19.5%	32.5%	60
<b>Hispanic/Latino Population By Race (2016)</b>	705			
White	411	58.3%	53.0%	110
African-American	20	2.8%	2.5%	113
▲ Native American	17	2.4%	1.4%	176
▲ Asian	20	2.8%	0.4%	678
↓ Other Races & Multiple Races	237	33.6%	42.7%	79
<b>Hispanic/Latino Population By Origin (2016)</b>	705			
↓ Mexican	350	49.6%	62.4%	80
↓ Puerto Rican	42	6.0%	9.5%	63
▲ Cuban	31	4.4%	3.5%	124
▲ Other Hispanic Origin	284	40.3%	24.6%	164

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	2,563			
↓ Pre-Primary (Public)	0	0.0%	3.4%	0
▲ Pre-Primary (Private)	302	11.8%	2.6%	448
↓ Elementary/High School (Public)	911	35.5%	58.9%	60
▲ Elementary/High School (Private)	691	27.0%	6.6%	406
Enrolled in College	659	25.7%	28.4%	91
<b>Population By Education Completed (Age 25 and over) (2016)</b>	8,325			
↓ Elementary (Less than 9 years)	56	0.7%	5.8%	12
↓ Some High School (9 to 11 years)	115	1.4%	7.8%	18
↓ High School Graduate (12 years)	391	4.7%	27.9%	17
↓ Some College (13 to 15 years)	606	7.3%	21.2%	34
↓ Associate Degree	265	3.2%	8.0%	40
▲ Bachelor's Degree	2,978	35.8%	18.3%	195
▲ Graduate Degree	3,914	47.0%	11.0%	425
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	6,329			
▲ TOTAL WHITE COLLAR	5,624	88.9%	61.5%	145
▲ Executive and Managerial	1,249	19.7%	9.7%	202
▲ Professional Specialty	2,004	31.7%	16.6%	191
▲ Technical Support	1,372	21.7%	8.3%	262
↓ Sales	539	8.5%	10.9%	78
↓ Administrative Support & Clerical	460	7.3%	16.0%	45
↓ TOTAL BLUE COLLAR	705	11.1%	38.5%	29
↓ Service: Private Households	145	2.3%	3.7%	62
↓ Service: Protective	44	0.7%	2.2%	31
↓ Service: Other	267	4.2%	7.5%	57
↓ Farming, Forestry & Fishing	1	0.0%	0.7%	2
↓ Precision Production and Craft	167	2.6%	11.0%	24
↓ Operators and Assemblers	25	0.4%	3.2%	12
↓ Transportation and Material Moving	25	0.4%	6.2%	6
↓ Laborers	31	0.5%	4.0%	12

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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	9,367			
Employed	6,393	68.3%	58.1%	118
↓ Unemployed	306	3.3%	5.6%	58
↓ Not in Labor Force	2,668	28.5%	36.3%	78
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	3,465			
TOTAL WORKING	2,743	79.2%	66.8%	119
With No Own Children	1,719	49.6%	42.2%	118
▲ With Own Children Age 0 to 5 only	303	8.7%	5.5%	160
With Own Children Age 6 to 17 only	609	17.6%	14.8%	119
↓ With Own Children Both Age 0 to 5 and 6 to 17	112	3.2%	4.3%	75
↓ TOTAL NOT WORKING (UNEMPLOYED)	101	2.9%	6.2%	47
↓ With No Own Children	88	2.5%	3.8%	68
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
↓ With Own Children Age 6 to 17 only	13	0.4%	1.3%	30
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
↓ TOTAL NOT IN THE LABOR FORCE	621	17.9%	27.0%	66
↓ With No Own Children	414	11.9%	17.1%	70
↓ With Own Children Age 0 to 5 only	27	0.8%	2.6%	30
↓ With Own Children Age 6 to 17 only	116	3.3%	4.6%	72
↓ With Own Children Both Age 0 to 5 and 6 to 17	64	1.8%	2.6%	70
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	4,786			
Above Poverty Line (Households with Children)	3,064	67.8%	59.6%	114
Above Poverty Line (Households without Children)	1,392	30.8%	26.5%	116
↓ Below Poverty Line (Households with Children)	33	0.7%	7.9%	9
↓ Below Poverty Line (Households without Children)	32	0.7%	6.0%	12
<b>Households By Presence of Retirement Income (2013)</b>	4,449			
With Retirement Income	830	18.7%	17.6%	106
Without Retirement Income	3,533	79.4%	81.5%	97

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Description ▲ 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	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	4,786			
▲ Owner Occupied	3,923	82.0%	65.0%	126
↓ Renter Occupied	863	18.0%	35.0%	51
▲ Median Rent (2013)	\$1,779		\$904	197
<b>Structures By Number of Units (2016)</b>	4,990			
Single Unit	3,894	78.0%	67.3%	116
↓ 3 to 4 Units	232	4.6%	8.1%	57
↓ 5 to 19 Units	152	3.0%	9.3%	33
▲ 20 to 49 Units	392	7.9%	3.6%	218
▲ 50 or more Units	321	6.4%	5.1%	126
↓ Mobile Home	0	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	3.55		2.57	138
<b>Owner-Occupied Property Values (2016)</b>	3,923			
↓ Under \$40,000	9	0.2%	7.2%	3
↓ \$40,000 to \$59,999	1	0.0%	3.7%	1
↓ \$60,000 to \$79,999	14	0.4%	5.1%	7
↓ \$80,000 to \$99,999	1	0.0%	6.5%	0
↓ \$100,000 to 149,999	6	0.2%	15.1%	1
↓ \$150,000 to \$199,999	8	0.2%	14.6%	1
↓ \$200,000 to \$299,999	36	0.9%	18.1%	5
↓ \$300,000 to \$499,999	130	3.3%	16.9%	20
▲ \$500,000 to \$999,999	1,356	34.6%	9.7%	356
▲ \$1,000,000 and over	2,362	60.2%	3.0%	1,989
▲ Median Property Value	\$986,384		\$192,432	513

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	4,990			
▲ <b>2010 and later</b>	<b>355</b>	<b>7.1%</b>	<b>5.5%</b>	<b>129</b>
↓ 2000 to 2009	191	3.8%	14.6%	26
▲ <b>1990 to 1999</b>	<b>1,375</b>	<b>27.6%</b>	<b>13.4%</b>	<b>206</b>
↓ 1980 to 1989	224	4.5%	13.2%	34
↓ 1970 to 1979	244	4.9%	15.0%	33
1960 to 1969	506	10.1%	10.4%	98
1950 to 1959	475	9.5%	10.3%	93
▲ <b>1949 or earlier</b>	<b>1,620</b>	<b>32.5%</b>	<b>17.7%</b>	<b>184</b>
<b>Households By Number of Persons (2016)</b>	4,786			
1 Person Household	1,236	25.8%	27.3%	95
2 Person Household	1,740	36.4%	32.3%	113
3 Person Household	823	17.2%	16.2%	106
4 Person Household	730	15.3%	13.1%	117
↓ 5 Person Household	201	4.2%	6.5%	65
↓ 6 Person Household	39	0.8%	2.8%	29
↓ 7 or more Person Household	16	0.3%	1.9%	18
Average Persons Per Household	2.4		2.6	92
<b>Households By Heating Type (2013)</b>	4,363			
▲ <b>Utility and Other Gas</b>	<b>3,561</b>	<b>81.6%</b>	<b>54.0%</b>	<b>151</b>
↓ Electric	732	16.8%	36.1%	46
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	10	0.2%	2.2%	10
▲ <b>Solar/Other Fuel</b>	<b>32</b>	<b>0.7%</b>	<b>0.5%</b>	<b>148</b>
↓ No Fuel Used	28	0.6%	0.9%	68

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	4,786			
↓ No Vehicles	150	3.1%	9.0%	35
1 Vehicle	1,444	30.2%	33.7%	89
▲ <b>2 Vehicle</b>	<b>2,176</b>	<b>45.5%</b>	<b>37.5%</b>	<b>121</b>
3 or more Vehicles	1,015	21.2%	19.8%	107
<b>Workers By Travel Time to Work (2016)</b>	5,517			
↓ Less than 15 minutes	934	16.9%	27.3%	62
15 to 29 minutes	1,816	32.9%	36.5%	90
▲ <b>30 to 44 minutes</b>	<b>1,456</b>	<b>26.4%</b>	<b>20.2%</b>	<b>131</b>
▲ <b>45 to 59 minutes</b>	<b>763</b>	<b>13.8%</b>	<b>7.7%</b>	<b>179</b>
60 or more minutes	547	9.9%	8.3%	120
Average Travel Time to Work (minutes)	33.5		28.2	119
<b>Workers By Type of Transportation to Work (2016)</b>	6,089			
↓ Drive Alone	3,661	60.1%	76.9%	78
Car Pool	555	9.1%	9.6%	95
▲ <b>Public Transportation</b>	<b>992</b>	<b>16.3%</b>	<b>5.1%</b>	<b>319</b>
↓ Walk to Work	87	1.4%	2.8%	51
Other Means	69	1.1%	1.2%	91
▲ <b>Work at Home</b>	<b>724</b>	<b>11.9%</b>	<b>4.4%</b>	<b>271</b>

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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.		
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	4,012	83.8%	15.1%	555
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	711	14.9%	14.7%	101
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	25	0.5%	6.9%	8
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	13	0.3%	13.1%	2
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	10	0.2%	18.4%	1
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	7	0.1%	31.4%	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.		
4	Educated Mid-Life Families	1,858	38.8%	3.4%	1138
1	Traditional Affluent Families	1,512	31.6%	3.5%	908
8	Rising Potential Professionals	643	13.4%	2.3%	574
14	Secure Mid-Life Families	634	13.2%	0.7%	2021
12	Educated New Starters	50	1.0%	2.9%	36
21	Mature and Stable	19	0.4%	0.6%	70
37	Rising Multi-Ethnic Urbanites	13	0.3%	0.6%	48
45	Struggling Urban Diversity	10	0.2%	2.5%	9
49	Exception Households	10	0.2%	0.2%	84
3	Mid-Life Prosperity	8	0.2%	1.5%	11
27	Country Family Diversity	8	0.2%	0.3%	49
28	Building Country Families	7	0.1%	2.8%	5
29	Working Country Families	5	0.1%	1.0%	11
19	Educated and Promising	5	0.1%	0.1%	133
20	Cautious and Mature	3	0.1%	2.6%	2
7	Prosperous and Mature	3	0.1%	0.5%	12
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	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.		
25	Working Country Consumers	0	0.0%	4.1%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	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
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	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
34	College and Career Starters	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	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
26	Working Suburban Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>4,788</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	26.7%	35.4%	75
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	<b>50.1%</b>	<b>34.7%</b>	<b>144</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.3%	22.1%	74
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.0%	23.7%	84

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

▲ Adventist	<b>0.7%</b>	<b>0.5%</b>	<b>135</b>
↓ Baptist	6.0%	16.1%	38
Catholic	21.9%	23.7%	93
▲ Congregational	<b>2.2%</b>	<b>2.0%</b>	<b>112</b>
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	<b>1.3%</b>	<b>0.4%</b>	<b>291</b>
▲ Episcopal	<b>3.4%</b>	<b>2.9%</b>	<b>118</b>
↓ Holiness	0.1%	0.8%	16
↓ Jehovah's Witnesses	0.8%	1.1%	79
▲ Judaism	<b>5.9%</b>	<b>3.2%</b>	<b>189</b>
↓ Lutheran	5.8%	7.2%	80
↓ Methodist	4.7%	10.1%	47
▲ Mormon	<b>2.7%</b>	<b>1.8%</b>	<b>154</b>
▲ New Age	<b>1.0%</b>	<b>0.6%</b>	<b>182</b>
▲ Non-Denominational / Independent	<b>9.7%</b>	<b>6.9%</b>	<b>139</b>
Orthodox	0.3%	0.3%	90
↓ Pentecostal	1.9%	2.4%	78
▲ Presbyterian / Reformed	<b>6.3%</b>	<b>4.6%</b>	<b>137</b>
▲ Unitarian / Universalist	<b>1.1%</b>	<b>0.7%</b>	<b>160</b>
▲ Interested but No Preference	<b>5.4%</b>	<b>3.9%</b>	<b>139</b>
▲ Not Interested and No Preference	<b>18.7%</b>	<b>11.1%</b>	<b>169</b>

Likely to Have Changed Their Preference in the Last 10 Years	17.2%	16.8%	102
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**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer A Leader Who:**

▲ Tells them what to do	<b>5.2%</b>	<b>4.0%</b>	<b>130</b>
↓ Lets them do what they want and is supportive	9.9%	11.7%	85
▲ Lets them do what they want and stays out of the way	<b>5.4%</b>	<b>4.8%</b>	<b>113</b>
Works with them on deciding what to do and helps them do it	79.5%	79.6%	100

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	42.4%	43.5%	97
↓ Finding/Providing Health Insurance	20.5%	29.0%	71
↓ Day-to-Day Financial Worries	21.5%	31.6%	68
Finding Employment Opportunities	13.5%	14.4%	93
↓ Finding Affordable Housing	9.2%	11.3%	81
↓ Providing Adequate Food	3.9%	8.6%	46
Finding Child Care	6.0%	6.3%	96
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.7%	16.7%	88
↓ Dealing With Teen / Child Problems	17.3%	20.7%	83
▲ Finding/Providing Aging Parent Care	<b>19.6%</b>	<b>15.5%</b>	<b>126</b>
↓ Dealing With Abusive Relationships	8.3%	11.4%	73
↓ Dealing With Divorce	2.7%	4.5%	60
<b>COMMUNITY PROBLEMS:</b>			
Neighborhood Crime and Safety	27.4%	27.0%	102
Finding/Providing Good Schools	25.3%	23.5%	108
Dealing with Problems in Schools	13.8%	13.6%	102
▲ Dealing With Racial / Ethnic Prejudice	<b>15.6%</b>	<b>13.1%</b>	<b>119</b>
▲ Dealing With Neighborhood Gangs	<b>10.2%</b>	<b>8.5%</b>	<b>120</b>
▲ Dealing with Social Injustice	<b>16.9%</b>	<b>11.3%</b>	<b>150</b>
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	<b>58.2%</b>	<b>50.6%</b>	<b>115</b>
▲ Finding Time for Recreation / Leisure	<b>32.9%</b>	<b>25.3%</b>	<b>130</b>
Finding Better Quality Healthcare	24.0%	23.9%	100
Finding A Satisfying Job / Career	20.0%	19.3%	103
Finding Retirement Opportunities	18.8%	18.9%	99
Achieving A Fulfilling Marriage	24.6%	22.3%	110
Developing Parenting Skills	15.9%	14.7%	108
Achieving Educational Objectives	7.9%	7.5%	105
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	31.3%	29.8%	105
Finding Companionship	17.9%	17.3%	103
↓ Finding A Good Church	8.2%	15.2%	54
↓ Finding Spiritual Teaching	7.9%	12.9%	61
▲ Finding Life Direction	<b>16.9%</b>	<b>14.0%</b>	<b>121</b>

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#### KEY VALUES INDICATOR

##### Estimated 2016 Households Likely to Agree With the Following Statements:

###### **GOD:**

“I believe there is a God”	78.2%	84.5%	93
↓ “God is actively involved in the world including nations and their governments”	50.2%	63.8%	79

###### **SOCIETY:**

“It is important to preserve the traditional American family structure”	88.5%	91.5%	97
“A healthy environment has become a national crisis”	82.6%	82.8%	100
“Public education is essential to the future of American society”	95.3%	94.0%	101

###### **INSTITUTIONAL ROLES:**

↓ “Government should be the primary provider of human welfare services”	41.9%	50.1%	84
“The role of Churches / Synagogues is to help form and support moral values”	78.8%	81.1%	97
“Churches and religious organizations should provide more human services”	61.9%	62.6%	99

###### **RACIAL / ETHNIC CHANGE:**

“The United States must open its doors to all people groups”	38.1%	36.3%	105
“The changing racial / ethnic face of America is a threat to our national heritage”	34.9%	36.3%	96

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2016 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

▲ More than \$100 per year	67.4%	59.8%	113
▲ More than \$500 per year	39.5%	31.2%	127
▲ More than \$1,000 per year	24.6%	17.4%	141

###### **TO CHARITIES:**

▲ More than \$100 per year	49.9%	33.7%	148
▲ More than \$500 per year	18.9%	6.8%	278
▲ More than \$1,000 per year	7.6%	2.3%	330

###### **TO COLLEGES AND UNIVERSITIES:**

▲ More than \$100 per year	32.6%	16.1%	202
▲ More than \$500 per year	10.9%	4.3%	253
▲ More than \$1,000 per year	7.1%	2.2%	323

*Ministry Area Profile 2016*  
**Compass**  
REPORT

Saint Theresa Parish

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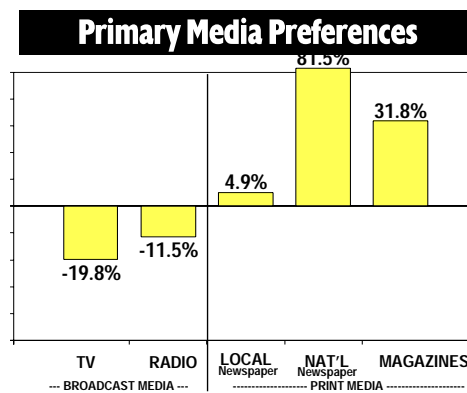
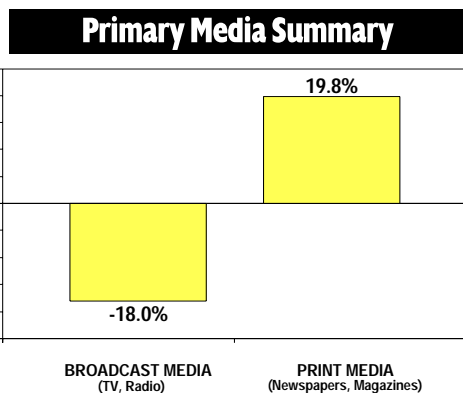
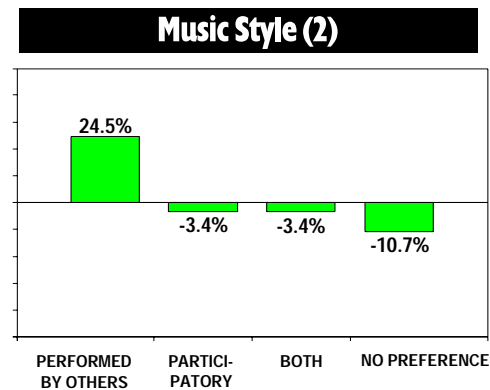
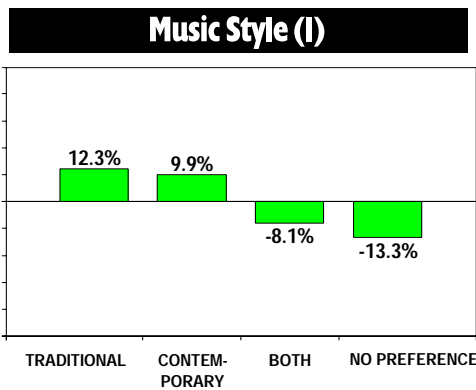
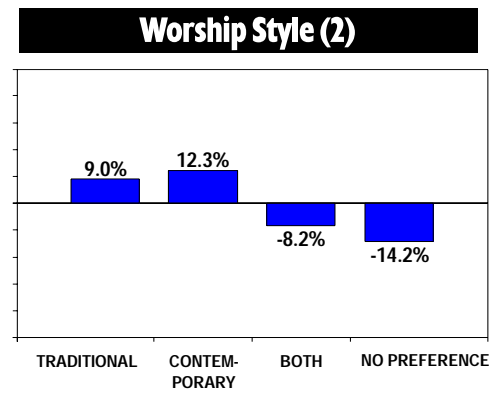
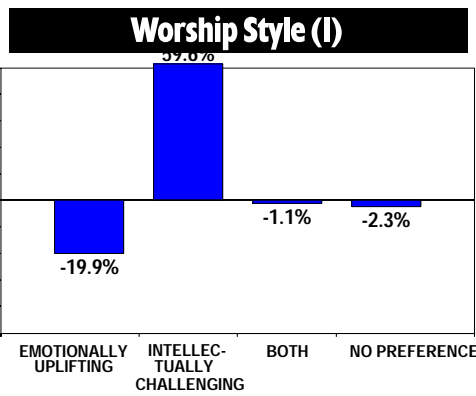
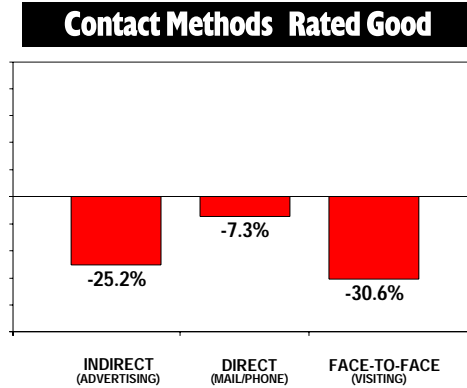
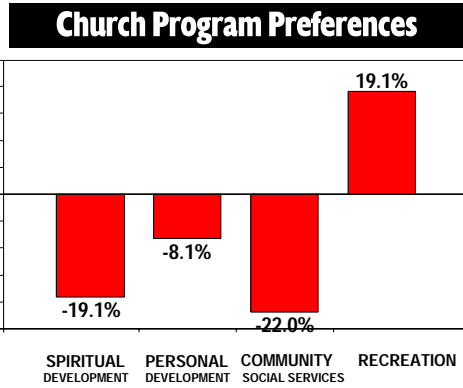
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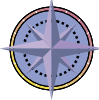


Date: 7/13/2016

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Saint Theresa Parish

Study Area Definition:  
Custom Polygon





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### 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	27.6%	41.1%	67
Adult Theological Discussion Groups	22.3%	22.5%	99
Spiritual Retreats	10.9%	11.6%	94

##### **PERSONAL DEVELOPMENT:**

Marriage Enrichment Opportunities	14.6%	15.2%	96
Parent Training Programs	7.1%	7.8%	91
↓ Twelve Step Programs	3.0%	3.5%	86
↓ Divorce Recovery	1.8%	2.4%	74

##### **COMMUNITY/SOCIAL SERVICES:**

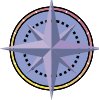
↓ Personal or Family Counseling	17.5%	22.5%	78
↓ Care for the Terminally Ill	12.3%	15.7%	78
↓ Food and Clothing Resources	6.6%	11.1%	59
↓ Day Care Services	5.4%	6.1%	88
Church Sponsored Day-School	5.9%	5.7%	103

##### **RECREATION:**

▲ Youth Social Programs	33.4%	29.7%	113
Family Activities and Outings	33.0%	32.8%	101
▲ Active Retirement Programs	30.2%	26.8%	113
▲ Cultural Programs (Music, Drama, Art)	31.3%	18.9%	165
▲ Sports or Camping	8.5%	6.3%	135

#### SUMMARY

↓ Spiritual Development Index	81
Personal Development Index	92
↓ Community/Social Services Index	78
▲ Recreation Index	119



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**WORSHIP STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Worship which is:**

**PART 1:**

↓ A. Emotionally Uplifting	21.1%	26.4%	80
<b>▲ B. Intellectually Challenging</b>	<b>17.7%</b>	<b>11.1%</b>	<b>160</b>
C. Both A and B	38.7%	39.2%	99
D. No Preference or Not Interested	22.8%	23.4%	98

**PART 2:**

A. Traditional/Formal/Ceremonial	22.1%	20.2%	109
<b>▲ B. Contemporary/Informal</b>	<b>29.5%</b>	<b>26.3%</b>	<b>112</b>
C. Both A and B	24.3%	26.5%	92
↓ D. No Preference or Not Interested	23.1%	26.9%	86

**MUSIC STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Music which is:**

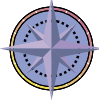
**PART 1:**

<b>▲ A. Traditional</b>	<b>27.4%</b>	<b>24.4%</b>	<b>112</b>
B. Contemporary	21.7%	19.7%	110
C. Both A and B	28.6%	31.1%	92
↓ D. No Preference or Not Interested	21.5%	24.8%	87

**PART 2:**

<b>▲ A. Performed by Others</b>	<b>23.3%</b>	<b>18.7%</b>	<b>125</b>
B. Participatory	22.2%	22.9%	97
C. Both A and B	31.1%	32.2%	97
↓ D. No Preference or Not Interested	23.4%	26.2%	89





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**MISSION EMPHASIS INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:**

**PART 1:**

▲ <b>A. Community</b>	<b>26.5%</b>	<b>22.0%</b>	<b>120</b>
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	33.9%	37.4%	91
D. No Preference or Not Interested	24.2%	26.3%	92

**PART 2:**

A. Global Mission	5.7%	6.2%	92
B. Local Mission	35.9%	33.3%	108
C. Both A and B	28.4%	30.1%	94
D. No Preference or Not Interested	29.5%	30.4%	97

**CHURCH ARCHITECTURE INDICATOR**

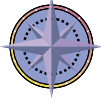
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

A. Traditional	27.4%	26.6%	103
▲ <b>B. Contemporary</b>	<b>19.0%</b>	<b>15.9%</b>	<b>119</b>
C. Both A and B	29.5%	32.3%	91
D. No Preference or Not Interested	23.4%	25.1%	93

**PART 2:**

↓ A. Somber/Serious	8.3%	9.4%	89
▲ <b>B. Light and Airy</b>	<b>40.4%</b>	<b>34.7%</b>	<b>117</b>
C. Both A and B	25.6%	27.7%	92
D. No Preference or Not Interested	25.5%	28.2%	90



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### PRIMARY MEDIA PREFERENCE

Estimated 2016 Households Likely to Describe Their Primary Media Information Source As:

**BROADCAST MEDIA:**

↓ Television	37.9%	47.3%	80
↓ Radio	11.8%	13.3%	89

**PRINT MEDIA:**

Local Newspaper	38.6%	36.1%	107
▲ National Newspaper	7.9%	4.3%	182
▲ Magazines	4.9%	2.4%	202

### SECONDARY MEDIA PREFERENCE

Estimated 2016 Households Likely to Describe Their Secondary Media Information Source As:

**BROADCAST MEDIA:**

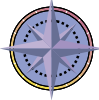
Television	29.2%	31.9%	91
↓ Radio	19.4%	23.8%	82

**PRINT MEDIA:**

Local Newspaper	34.3%	32.7%	105
▲ National Newspaper	7.9%	5.8%	136
▲ Magazines	9.3%	7.0%	132

### SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	85
▲ Overall Print Media Index	116



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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:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	26.6%	36.2%	73
↓ Putting Ad in Local Newspaper	27.8%	33.8%	82
↓ Local Cable Channels	20.8%	30.4%	68
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.3%	53.7%	96
Calling and Offering to Send Information By Mail	26.5%	29.5%	90
↓ Calling and Discussing on the Phone	10.5%	12.0%	87
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.1%	20.1%	70
↓ Going Door to Door	9.6%	14.0%	69

**CHURCH CONTACT METHODS RATED POOR**

Estimated 2016 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	30.4%	19.6%	155
▲ Putting Ad in Local Newspaper	30.7%	21.5%	142
▲ Local Cable Channels	41.0%	30.7%	133
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.1%	13.3%	128
▲ Calling and Offering to Send Information By Mail	38.5%	34.0%	113
Calling and Discussing on the Phone	66.7%	60.6%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.8%	49.6%	118
▲ Going Door to Door	71.1%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	75
Direct Methods Index	93
↓ Face-to-Face Methods Index	69

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	142
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	114