

ministry area profile 2016

Diocese of Oakland - Alameda County Only
2121 Harrison Street, Ste 100
Oakland, CA 94612

Study Area Definition: County





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

A Currently, there are 1,642,235 persons residing in the defined study area. This represents an increase of 198,497 or 13.7% 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 104,215 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 high* with a considerable 46 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 15.9% 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 32.2% of the population and all other racial/ethnic groups make up a substantial 67.8% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 29.2% of the total population. *Asians* are also projected to be the fastest growing group increasing by 14.4% 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 496,448 persons or 30.2% of the total population in the area. Compared to a national average of 27.3%, *Survivors* 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 *mixed* due to the about 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 86.9% 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 42.2% 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: *Neighborhood Gangs, Social Injustice, Affordable Housing, Racial/Ethnic Prejudice, Neighborhood Crime and Safety* and *Achieving Educational Objectives*. (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?**

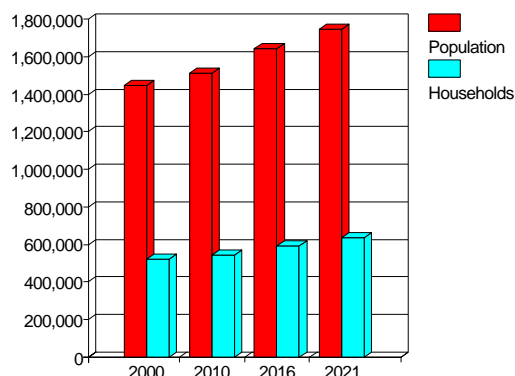
A Based upon the average household income of \$108,807 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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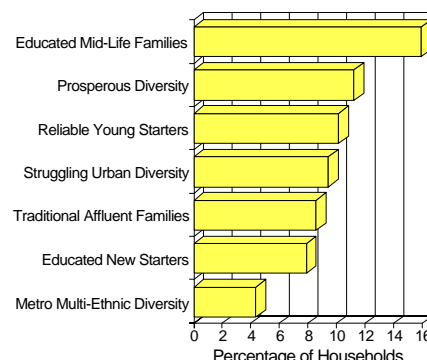
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Population and Households

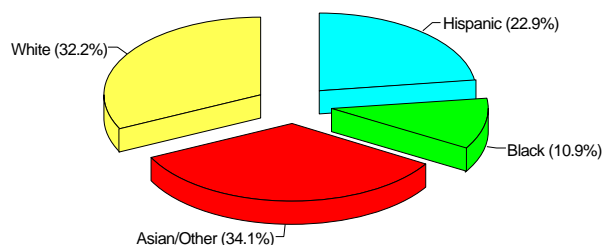


Primary U.S. Lifestyles Segments-2016

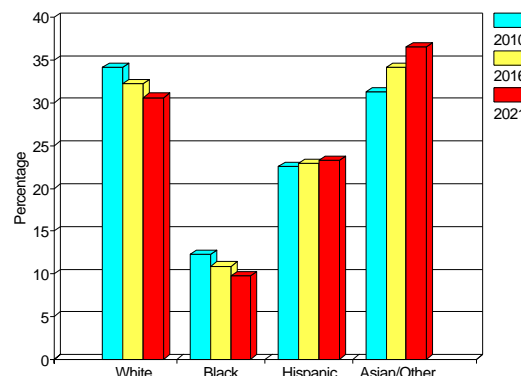


The population in the study area has increased by 131964 persons, or 8.7% since 2010 and is projected to increase by 104215 persons, or 6.3% between 2016 and 2021. The number of households has increased by 49315, or 9.0% since 2010 and is projected to increase by 39552, or 6.7% between 2016 and 2021.

Population By Race/Ethnicity-2016

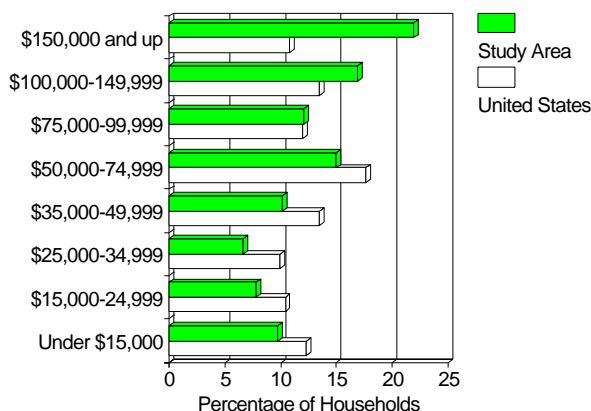


Population By Race/Ethnicity Trend

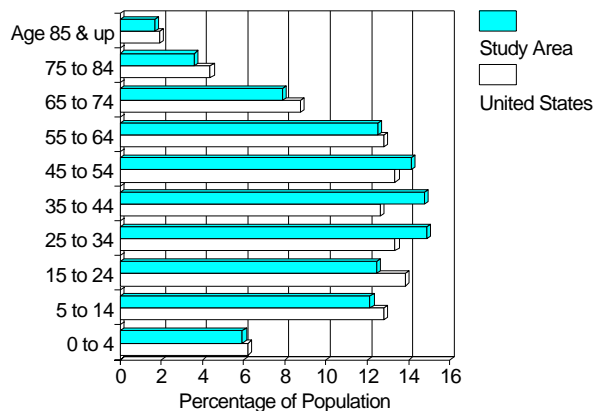


Between 2016 and 2021, the White population is projected to increase by 5197 persons and to decrease from 32.2% to 30.6% of the total population. The Black population is projected to decrease by 9070 persons and to decrease from 10.9% to 9.7% of the total. The Hispanic/Latino population is projected to increase by 29513 persons and to increase from 22.9% to 23.2% of the total. The Asian/Other population is projected to increase by 78575 persons and to increase from 34.1% to 36.5% of the total population.

Households By Income-2016



Population by Age-2016

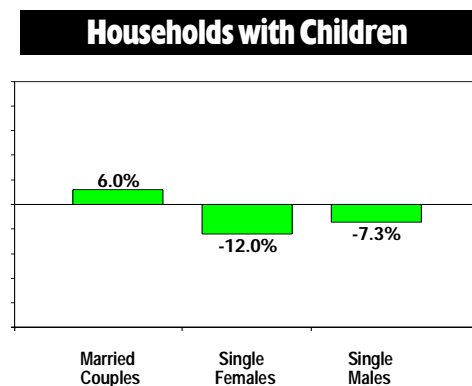
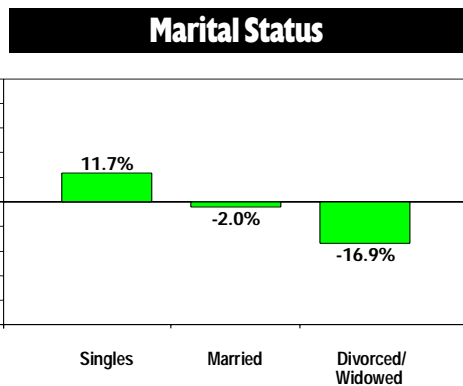
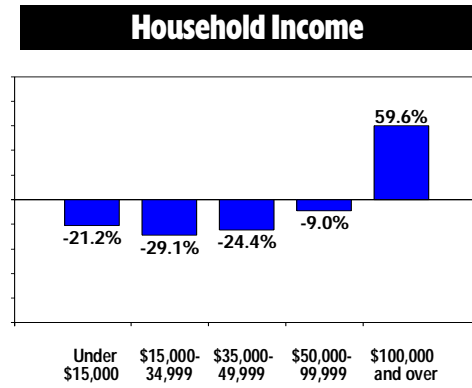
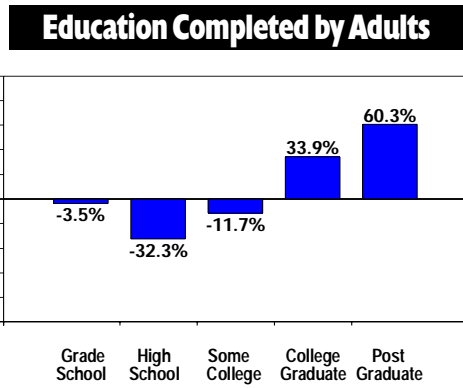
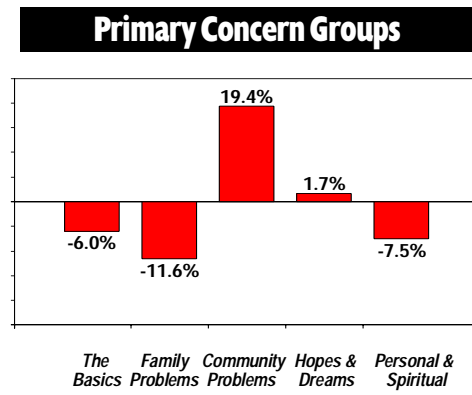
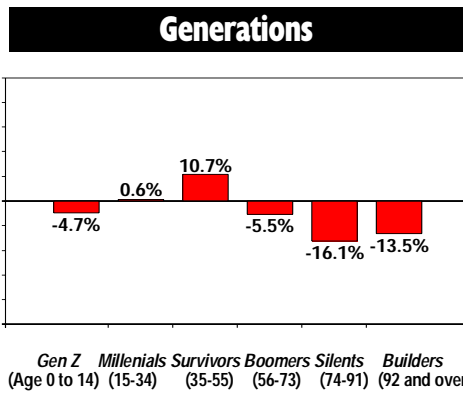
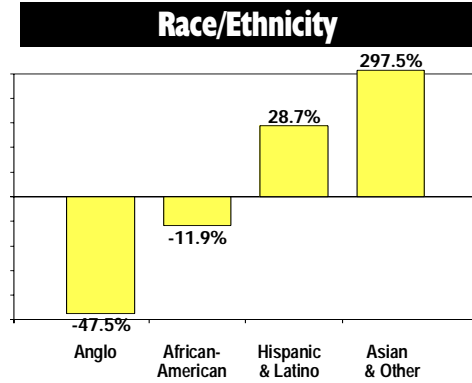
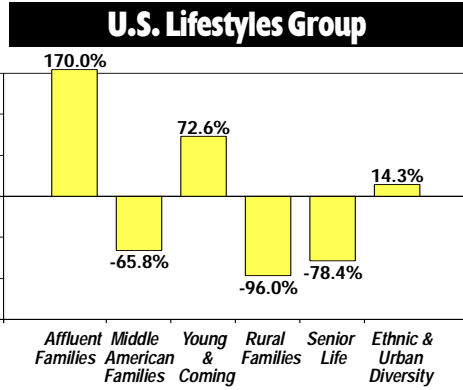


The average household income in the study area is \$108807 a year as compared to the U.S. average of \$77135. The average age in the study area is 38.6 and is projected to increase to 39.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	1,443,738	1,510,271	1,642,235	1,746,450		
Population Change		66,533	131,964	104,215		
Percentage Change		4.6%	8.7%	6.3%		
Average Annual Growth Rate		0.5%	1.5%	1.3%		
▲ Density (Pop. per square mile)	1,956	2,046	2,225	2,366		
HOUSEHOLDS						
▲ Households	523,363	545,138	594,453	634,005		
Household Change		21,775	49,315	39,552		
Percentage Change		4.2%	9.0%	6.7%		
Average Annual Growth Rate		0.4%	1.5%	1.3%		
Persons Per Household	2.69	2.70	2.69	2.69		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	514,559	34.1%	528,850	32.2%	534,047	30.6%
↓ African-American (Non-Hisp)	184,126	12.2%	178,183	10.9%	169,113	9.7%
▲ Hispanic/Latino	339,889	22.5%	375,716	22.9%	405,229	23.2%
▲ Asian/Other (Non-Hisp)	471,697	31.2%	559,486	34.1%	638,061	36.5%
POPULATION BY GENDER						
↓ Female	769,698	51.0%	836,658	50.9%	889,685	50.9%
▲ Male	740,573	49.0%	805,577	49.1%	856,765	49.1%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	173,289	11.5%	297,067	18.1%	416,505	23.8%
Millennials (Born 1982 to 2001)	408,300	27.0%	449,091	27.3%	458,149	26.2%
↓ Survivors (Born 1961 to 1981)	478,928	31.7%	496,403	30.2%	513,873	29.4%
↓ Boomers (Born 1943 to 1960)	313,606	20.8%	302,277	18.4%	284,777	16.3%
↓ Silents (Born 1925 to 1942)	113,889	7.5%	91,856	5.6%	72,865	4.2%
↓ Builders (Born 1924 and earlier)	22,260	1.5%	5,541	0.3%	281	0.0%
AGE						
▲ Average Age		37.3		38.6		39.8
▲ Median Age		36.6		38.1		39.9
INCOME						
▲ Average Household Income		\$88,867		\$108,807		\$120,268
▲ Median Household Income		\$69,384		\$76,643		\$85,313
▲ Per Capita Income		\$32,077		\$39,386		\$43,660

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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	91,883	16.9%	130,100	21.9%	163,607	25.8%
\$100,000 to \$149,999	93,987	17.2%	100,359	16.9%	110,018	17.4%
↓ \$75,000 to \$99,999	68,587	12.6%	71,463	12.0%	73,838	11.6%
↓ \$50,000 to \$74,999	89,071	16.3%	88,755	14.9%	88,402	13.9%
↓ \$35,000 to \$49,999	59,190	10.9%	60,278	10.1%	58,346	9.2%
↓ \$25,000 to \$34,999	41,135	7.5%	39,516	6.6%	39,781	6.3%
↓ \$15,000 to \$24,999	44,403	8.1%	46,384	7.8%	45,844	7.2%
↓ Under \$15,000	56,882	10.4%	57,598	9.7%	54,169	8.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	97,652	6.5%	97,839	6.0%	98,555	5.6%
↓ Required Formal Schooling (5-17)	242,969	16.1%	257,947	15.7%	273,034	15.6%
↓ College Years, Career Starts (18-24)	150,090	9.9%	146,214	8.9%	149,017	8.5%
↓ Singles and Young Families (25-34)	228,204	15.1%	244,158	14.9%	226,458	13.0%
↓ Families, Empty Nesters (35-54)	450,108	29.8%	474,717	28.9%	504,607	28.9%
▲ Enrichment Years Singles/Couples (55-64)	173,502	11.5%	205,145	12.5%	225,927	12.9%
▲ Retirement Opportunities (65+)	167,746	11.1%	216,215	13.2%	268,852	15.4%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	97,652	6.5%	97,839	6.0%	98,555	5.6%
↓ 5 to 9 years	94,546	6.3%	100,684	6.1%	102,310	5.9%
10 to 14 years	91,070	6.0%	98,544	6.0%	105,617	6.0%
15 to 17 years	57,353	3.8%	58,719	3.6%	65,107	3.7%
↓ 18 to 20 years	65,216	4.3%	63,494	3.9%	67,039	3.8%
↓ 21 to 24 years	84,874	5.6%	82,720	5.0%	81,978	4.7%
↓ 25 to 29 years	113,597	7.5%	119,856	7.3%	107,305	6.1%
↓ 30 to 34 years	114,607	7.6%	124,302	7.6%	119,153	6.8%
↓ 35 to 39 years	115,275	7.6%	122,242	7.4%	127,590	7.3%
40 to 44 years	112,216	7.4%	120,710	7.4%	131,524	7.5%
↓ 45 to 49 years	114,111	7.6%	116,543	7.1%	122,292	7.0%
50 to 54 years	108,506	7.2%	115,222	7.0%	123,201	7.1%
55 to 59 years	94,648	6.3%	108,428	6.6%	114,588	6.6%
▲ 60 to 64 years	78,854	5.2%	96,717	5.9%	111,339	6.4%
▲ 65 to 69 years	52,663	3.5%	77,278	4.7%	89,421	5.1%
▲ 70 to 74 years	37,774	2.5%	51,925	3.2%	76,234	4.4%
▲ 75 to 84 years	52,576	3.5%	59,309	3.6%	75,128	4.3%
85 or more years	24,733	1.6%	27,703	1.7%	28,069	1.6%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	1,345,168			
Single (Never Married)	494,289	36.7%	32.9%	112
Married	661,454	49.2%	50.2%	98
Divorced/Widowed	189,425	14.1%	16.9%	83
Marital Status Females 15 and Older (2016)	691,526			
Single (Never Married)	234,971	34.0%	29.8%	114
Married	330,722	47.8%	48.8%	98
Divorced/Widowed	125,833	18.2%	21.4%	85
Marital Status Males 15 and Older (2016)	653,642			
Single (Never Married)	259,318	39.7%	36.2%	110
Married	330,732	50.6%	51.6%	98
↓ Divorced/Widowed	63,592	9.7%	12.3%	79
FAMILY STRUCTURE				
Households By Type (2016)	594,453			
Married Couple	276,219	46.5%	48.5%	96
Other Family - Male Head of Household	31,126	5.2%	4.9%	106
Other Family - Female Head of Household	76,554	12.9%	13.0%	99
Non Family - Male Head of Household	97,823	16.5%	15.8%	104
Non Family - Female Head of Household	112,731	19.0%	17.7%	107
Households With Children 0 to 18 (2016)	205,799			
Married Couple Family	142,270	69.1%	65.2%	106
Other Family - Male Head of Household	16,153	7.8%	8.5%	93
Other Family - Female Head of Household	45,875	22.3%	25.3%	88
↓ Non Family	1,501	0.7%	1.0%	76
Population By Household Type (2016)	1,642,235			
Group Quarters	37,035	2.3%	2.5%	90

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	37,035			
↓ Correctional Facilities	7,208	19.5%	30.0%	65
College Dorms	12,872	34.8%	31.9%	109
↓ Military	666	1.8%	4.2%	43
Nursing Homes	5,213	14.1%	18.7%	75
▲ Other	11,076	29.9%	15.2%	197
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	1,642,235			
↓ White (Non-Hispanic)	528,850	32.2%	61.3%	53
African-American (Non-Hisp)	178,183	10.9%	12.3%	88
▲ Hispanic/Latino	375,716	22.9%	17.8%	129
↓ Native American (Non-Hisp)	4,311	0.3%	0.7%	36
▲ Asian (Non-Hisp)	466,178	28.4%	5.3%	538
▲ Hawaiian & Pacific Islander (Non-Hisp)	13,269	0.8%	0.2%	480
▲ Other Races & Multiple Races (Non-Hisp)	75,728	4.6%	2.4%	193
Asian Population By Race (2016)	470,640			
▲ Chinese	168,619	35.8%	22.3%	160
↓ Japanese	15,273	3.2%	5.0%	65
Indian	86,416	18.4%	19.5%	94
↓ Korean	20,871	4.4%	9.6%	46
↓ Vietnamese	38,752	8.2%	11.0%	75
Other Asian Races	140,709	29.9%	32.5%	92
Hispanic/Latino Population By Race (2016)	375,716			
↓ White	148,747	39.6%	53.0%	75
↓ African-American	6,991	1.9%	2.5%	74
▲ Native American	6,201	1.7%	1.4%	121
▲ Asian	4,462	1.2%	0.4%	284
▲ Other Races & Multiple Races	209,315	55.7%	42.7%	130
Hispanic/Latino Population By Origin (2016)	375,716			
Mexican	274,700	73.1%	62.4%	117
↓ Puerto Rican	13,459	3.6%	9.5%	38
↓ Cuban	2,684	0.7%	3.5%	20
Other Hispanic Origin	84,873	22.6%	24.6%	92

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	414,999			
Pre-Primary (Public)	11,584	2.8%	3.4%	81
▲ Pre-Primary (Private)	14,852	3.6%	2.6%	136
Elementary/High School (Public)	220,299	53.1%	58.9%	90
Elementary/High School (Private)	25,929	6.2%	6.6%	94
▲ Enrolled in College	142,335	34.3%	28.4%	121
Population By Education Completed (Age 25 and over) (2016)	1,140,235			
▲ Elementary (Less than 9 years)	83,915	7.4%	5.8%	127
↓ Some High School (9 to 11 years)	65,518	5.7%	7.8%	74
↓ High School Graduate (12 years)	215,415	18.9%	27.9%	68
Some College (13 to 15 years)	218,518	19.2%	21.2%	91
Associate Degree	75,231	6.6%	8.0%	83
▲ Bachelor's Degree	279,624	24.5%	18.3%	134
▲ Graduate Degree	202,014	17.7%	11.0%	160
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	787,960			
TOTAL WHITE COLLAR	540,403	68.6%	61.5%	112
Executive and Managerial	90,709	11.5%	9.7%	118
Professional Specialty	149,304	18.9%	16.6%	114
▲ Technical Support	109,822	13.9%	8.3%	168
Sales	78,221	9.9%	10.9%	91
Administrative Support & Clerical	112,347	14.3%	16.0%	89
TOTAL BLUE COLLAR	247,557	31.4%	38.5%	82
Service: Private Households	34,089	4.3%	3.7%	117
↓ Service: Protective	12,284	1.6%	2.2%	70
Service: Other	49,955	6.3%	7.5%	85
↓ Farming, Forestry & Fishing	1,419	0.2%	0.7%	25
↓ Precision Production and Craft	64,906	8.2%	11.0%	75
↓ Operators and Assemblers	18,117	2.3%	3.2%	71
Transportation and Material Moving	41,528	5.3%	6.2%	86
↓ Laborers	25,259	3.2%	4.0%	79

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	1,325,905			
Employed	796,157	60.0%	58.1%	103
Unemployed	81,957	6.2%	5.6%	110
Not in Labor Force	447,791	33.8%	36.3%	93
Total Female Pop. By Work Status (Age 20 to 64) (2013)	488,280			
TOTAL WORKING	324,741	66.5%	66.8%	100
With No Own Children	212,416	43.5%	42.2%	103
With Own Children Age 0 to 5 only	28,278	5.8%	5.5%	106
With Own Children Age 6 to 17 only	64,805	13.3%	14.8%	90
With Own Children Both Age 0 to 5 and 6 to 17	19,242	3.9%	4.3%	91
TOTAL NOT WORKING (UNEMPLOYED)	34,092	7.0%	6.2%	112
With No Own Children	21,915	4.5%	3.8%	120
With Own Children Age 0 to 5 only	2,828	0.6%	0.7%	88
With Own Children Age 6 to 17 only	6,669	1.4%	1.3%	109
With Own Children Both Age 0 to 5 and 6 to 17	2,680	0.5%	0.5%	100
TOTAL NOT IN THE LABOR FORCE	129,447	26.5%	27.0%	98
With No Own Children	80,328	16.5%	17.1%	96
With Own Children Age 0 to 5 only	14,338	2.9%	2.6%	113
With Own Children Age 6 to 17 only	22,692	4.6%	4.6%	100
With Own Children Both Age 0 to 5 and 6 to 17	12,089	2.5%	2.6%	93
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	594,453			
Above Poverty Line (Households with Children)	350,288	60.1%	59.6%	101
Above Poverty Line (Households without Children)	173,349	29.7%	26.5%	112
↓ Below Poverty Line (Households with Children)	33,624	5.8%	7.9%	73
↓ Below Poverty Line (Households without Children)	25,811	4.4%	6.0%	73
Households By Presence of Retirement Income (2013)	545,138			
With Retirement Income	84,388	15.5%	17.6%	88
Without Retirement Income	460,683	84.5%	81.5%	104

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2121 Harrison Street, Ste 100
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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 (2016)	594,453			
Owner Occupied	316,457	53.2%	65.0%	82
▲ Renter Occupied	277,996	46.8%	35.0%	134
▲ Median Rent (2013)	\$1,289		\$904	143
Structures By Number of Units (2016)	632,533			
Single Unit	380,666	60.2%	67.3%	89
▲ 3 to 4 Units	69,908	11.1%	8.1%	136
5 to 19 Units	70,713	11.2%	9.3%	120
▲ 20 to 49 Units	42,873	6.8%	3.6%	188
▲ 50 or more Units	59,853	9.5%	5.1%	185
↓ Mobile Home	8,149	1.3%	6.4%	20
↓ Other	371	0.1%	0.1%	69
↓ Single To Multiple Unit Ratio	1.56		2.57	61
Owner-Occupied Property Values (2016)	316,457			
↓ Under \$40,000	6,836	2.2%	7.2%	30
↓ \$40,000 to \$59,999	2,084	0.7%	3.7%	18
↓ \$60,000 to \$79,999	2,402	0.8%	5.1%	15
↓ \$80,000 to \$99,999	1,738	0.5%	6.5%	8
↓ \$100,000 to 149,999	5,571	1.8%	15.1%	12
↓ \$150,000 to \$199,999	6,691	2.1%	14.6%	15
↓ \$200,000 to \$299,999	21,228	6.7%	18.1%	37
▲ \$300,000 to \$499,999	73,478	23.2%	16.9%	137
▲ \$500,000 to \$999,999	142,102	44.9%	9.7%	463
▲ \$1,000,000 and over	54,327	17.2%	3.0%	567
▲ Median Property Value	\$614,839		\$192,432	320

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	632,533			
▲ 2010 and later	53,542	8.5%	5.5%	153
↓ 2000 to 2009	49,459	7.8%	14.6%	54
↓ 1990 to 1999	49,568	7.8%	13.4%	59
↓ 1980 to 1989	63,957	10.1%	13.2%	77
1970 to 1979	97,101	15.4%	15.0%	102
1960 to 1969	77,685	12.3%	10.4%	118
1950 to 1959	75,566	11.9%	10.3%	116
▲ 1949 or earlier	165,655	26.2%	17.7%	148
Households By Number of Persons (2016)	594,453			
1 Person Household	156,375	26.3%	27.3%	96
2 Person Household	173,540	29.2%	32.3%	91
3 Person Household	102,498	17.2%	16.2%	106
4 Person Household	85,776	14.4%	13.1%	110
5 Person Household	41,064	6.9%	6.5%	107
6 Person Household	19,171	3.2%	2.8%	117
▲ 7 or more Person Household	16,029	2.7%	1.9%	141
Average Persons Per Household	2.7		2.6	104
Households By Heating Type (2013)	545,071			
▲ Utility and Other Gas	396,261	72.7%	54.0%	135
↓ Electric	135,533	24.9%	36.1%	69
↓ Oil	518	0.1%	6.1%	2
↓ Coal and Wood	2,508	0.5%	2.2%	21
↓ Solar/Other Fuel	1,944	0.4%	0.5%	72
▲ No Fuel Used	8,307	1.5%	0.9%	161

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TRANSPORTATION				
Households By Number of Vehicles (2016)	594,453			
No Vehicles	60,095	10.1%	9.0%	113
1 Vehicle	202,099	34.0%	33.7%	101
2 Vehicle	210,998	35.5%	37.5%	95
3 or more Vehicles	121,261	20.4%	19.8%	103
Workers By Travel Time to Work (2016)	705,068			
↓ Less than 15 minutes	135,738	19.3%	27.3%	71
15 to 29 minutes	229,565	32.6%	36.5%	89
▲ 30 to 44 minutes	172,660	24.5%	20.2%	121
▲ 45 to 59 minutes	80,475	11.4%	7.7%	147
▲ 60 or more minutes	86,630	12.3%	8.3%	148
Average Travel Time to Work (minutes)	33.3		28.2	118
Workers By Type of Transportation to Work (2016)	730,467			
Drive Alone	474,276	64.9%	76.9%	84
Car Pool	76,692	10.5%	9.6%	110
▲ Public Transportation	98,476	13.5%	5.1%	264
▲ Walk to Work	27,357	3.7%	2.8%	133
▲ Other Means	10,954	1.5%	1.2%	121
▲ Work at Home	42,712	5.8%	4.4%	133

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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	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	242,573	40.8%	15.1%	270
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	150,357	25.3%	14.7%	173
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	124,885	21.0%	18.4%	114
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	63,872	10.7%	31.4%	34
5	Senior Life (7, 20, 21, 22, 30 and 31)	8,871	1.5%	6.9%	22
4	Rural Families (27, 26, 29, 33, 35 and 38)	3,074	0.5%	13.1%	4

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	94,792	15.9%	3.4%	467
5	Prosperous Diversity	66,677	11.2%	3.1%	362
15	Reliable Young Starters	60,234	10.1%	4.3%	238
45	Struggling Urban Diversity	55,937	9.4%	2.5%	383
1	Traditional Affluent Families	50,849	8.6%	3.5%	246
12	Educated New Starters	46,921	7.9%	2.9%	269
24	Metro Multi-Ethnic Diversity	26,099	4.4%	2.7%	160
10	Suburban Mid-Life Families	24,176	4.1%	5.5%	73
46	Struggling Black Households	20,931	3.5%	2.5%	140
8	Rising Potential Professionals	19,009	3.2%	2.3%	137
17	Large Young Families	18,957	3.2%	2.2%	148
14	Secure Mid-Life Families	16,754	2.8%	0.7%	430
37	Rising Multi-Ethnic Urbanites	9,546	1.6%	0.6%	286
47	University Life	8,590	1.4%	0.8%	192
2	Professional Affluent Families	8,227	1.4%	0.8%	172
40	Surviving Urban Diversity	7,530	1.3%	4.0%	31
48	Struggling Urban Life	6,118	1.0%	0.8%	127
18	Working Urban Families	5,833	1.0%	4.0%	25
28	Building Country Families	5,625	0.9%	2.8%	34
3	Mid-Life Prosperity	5,087	0.9%	1.5%	56

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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	4,831	0.8%	4.1%	20
39	New Beginning Urbanites	4,362	0.7%	2.8%	27
20	Cautious and Mature	4,257	0.7%	2.6%	27
32	Working Urban Life	3,562	0.6%	1.7%	36
41	Struggling Hispanic Households	3,465	0.6%	1.6%	36
23	Established Empty-Nesters	3,447	0.6%	3.4%	17
7	Prosperous and Mature	2,184	0.4%	0.5%	68
29	Working Country Families	1,684	0.3%	1.0%	29
34	College and Career Starters	1,501	0.3%	0.6%	44
21	Mature and Stable	1,353	0.2%	0.6%	40
27	Country Family Diversity	1,266	0.2%	0.3%	63
43	Laboring Urban Diversity	955	0.2%	0.5%	32
49	Exception Households	820	0.1%	0.2%	55
22	Mature and Established	636	0.1%	1.8%	6
11	Young Suburban Families	555	0.1%	3.0%	3
30	Urban Senior Life	420	0.1%	0.8%	9
9	Educated Working Families	353	0.1%	0.1%	71
19	Educated and Promising	194	0.0%	0.1%	42
6	Prosperous New Country Families	187	0.0%	2.1%	1
36	Working Diverse Urbanites	153	0.0%	0.4%	6
16	Established Country Families	95	0.0%	6.4%	0
44	Laboring Urban Life	85	0.0%	0.1%	19
38	Rural Working Families	84	0.0%	8.8%	0
42	Laboring Rural Diversity	50	0.0%	1.5%	1
26	Working Suburban Families	39	0.0%	0.1%	5
31	Mature Country Families	21	0.0%	0.5%	1
33	Laboring Rural Families	1	0.0%	0.1%	0
35	Laboring Country Families	0	0.0%	2.7%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
TOTALS		594,452	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	28.3%	35.4%	80
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	47.9%	34.7%	138

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.8%	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	0.7%	0.5%	145
↓ Baptist	8.9%	16.1%	55
↓ Catholic	21.1%	23.7%	89
↓ Congregational	1.7%	2.0%	89
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	264
Episcopal	2.9%	2.9%	100
↓ Holiness	0.3%	0.8%	32
▲ Jehovah's Witnesses	1.2%	1.1%	114
▲ Judaism	4.3%	3.2%	136
↓ Lutheran	5.7%	7.2%	79
↓ Methodist	4.9%	10.1%	48
▲ Mormon	2.9%	1.8%	165
▲ New Age	1.2%	0.6%	207
▲ Non-Denominational / Independent	10.6%	6.9%	152
↓ Orthodox	0.3%	0.3%	87
Pentecostal	2.4%	2.4%	100
Presbyterian / Reformed	4.7%	4.6%	104
▲ Unitarian / Universalist	0.9%	0.7%	123
▲ Interested but No Preference	5.8%	3.9%	151
▲ Not Interested and No Preference	18.4%	11.1%	166

Likely to Have Changed Their Preference in the Last 10 Years	18.1%	16.8%	108
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.5%	4.0%	113
Lets them do what they want and is supportive	11.1%	11.7%	95
▲ Lets them do what they want and stays out of the way	5.4%	4.8%	113
Works with them on deciding what to do and helps them do it	79.0%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.8%	43.5%	96
↓ Finding/Providing Health Insurance	22.1%	29.0%	76
Day-to-Day Financial Worries	28.6%	31.6%	90
▲ Finding Employment Opportunities	16.1%	14.4%	111
▲ Finding Affordable Housing	14.9%	11.3%	132
↓ Providing Adequate Food	6.7%	8.6%	78
Finding Child Care	5.9%	6.3%	94
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.3%	16.7%	86
↓ Dealing With Teen / Child Problems	18.1%	20.7%	87
Finding/Providing Aging Parent Care	15.1%	15.5%	97
Dealing With Abusive Relationships	10.4%	11.4%	91
↓ Dealing With Divorce	3.0%	4.5%	67
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	34.5%	27.0%	128
Finding/Providing Good Schools	23.1%	23.5%	98
↓ Dealing with Problems in Schools	12.1%	13.6%	89
▲ Dealing With Racial / Ethnic Prejudice	17.1%	13.1%	130
▲ Dealing With Neighborhood Gangs	14.0%	8.5%	164
▲ Dealing with Social Injustice	15.0%	11.3%	133
HOPES AND DREAMS:			
Achieving Long-term Financial Security	54.5%	50.6%	108
▲ Finding Time for Recreation / Leisure	28.2%	25.3%	112
Finding Better Quality Healthcare	21.8%	23.9%	91
Finding A Satisfying Job / Career	20.2%	19.3%	104
Finding Retirement Opportunities	17.1%	18.9%	90
Achieving A Fulfilling Marriage	21.5%	22.3%	96
Developing Parenting Skills	13.8%	14.7%	94
▲ Achieving Educational Objectives	8.7%	7.5%	116
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.6%	29.8%	96
▲ Finding Companionship	19.3%	17.3%	111
↓ Finding A Good Church	9.6%	15.2%	63
↓ Finding Spiritual Teaching	9.8%	12.9%	76
Finding Life Direction	15.2%	14.0%	109

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	81.0%	84.5%	96
↓ "God is actively involved in the world including nations and their governments"	56.2%	63.8%	88

SOCIETY:

"It is important to preserve the traditional American family structure"	88.6%	91.5%	97
"A healthy environment has become a national crisis"	83.0%	82.8%	100
"Public education is essential to the future of American society"	94.3%	94.0%	100

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	48.2%	50.1%	96
"The role of Churches / Synagogues is to help form and support moral values"	78.6%	81.1%	97
"Churches and religious organizations should provide more human services"	62.7%	62.6%	100

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	39.3%	36.3%	108
"The changing racial / ethnic face of America is a threat to our national heritage"	33.7%	36.3%	93

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	60.7%	59.8%	102
More than \$500 per year	32.4%	31.2%	104
More than \$1,000 per year	18.9%	17.4%	109

TO CHARITIES:

▲ More than \$100 per year	42.1%	33.7%	125
▲ More than \$500 per year	11.5%	6.8%	169
▲ More than \$1,000 per year	4.2%	2.3%	183

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	23.1%	16.1%	143
▲ More than \$500 per year	6.7%	4.3%	156
▲ More than \$1,000 per year	3.9%	2.2%	177

Ministry Area Profile 2016
Compass
REPORT

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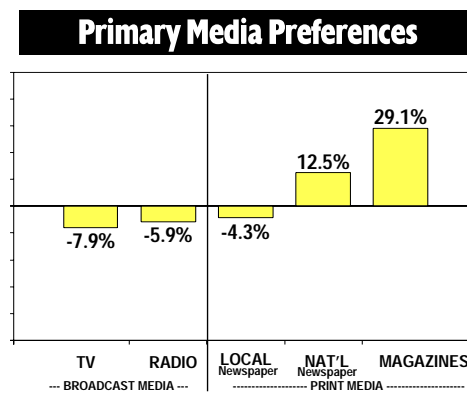
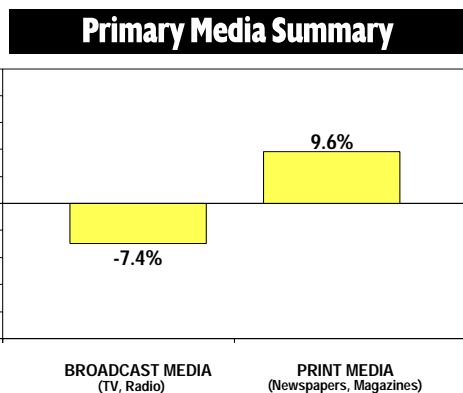
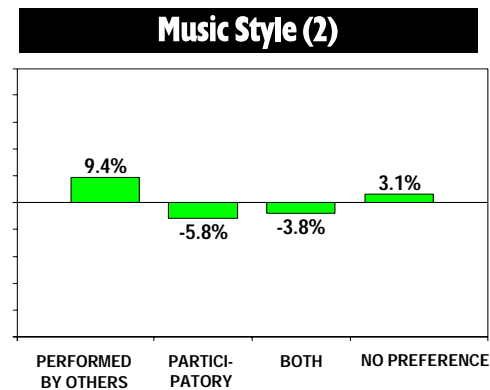
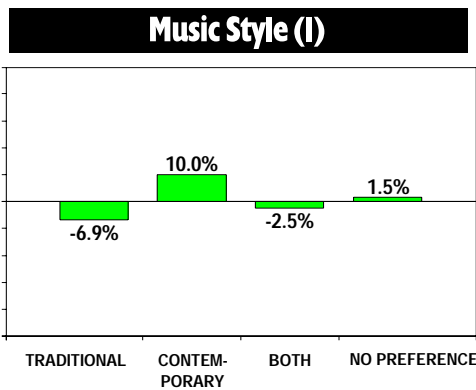
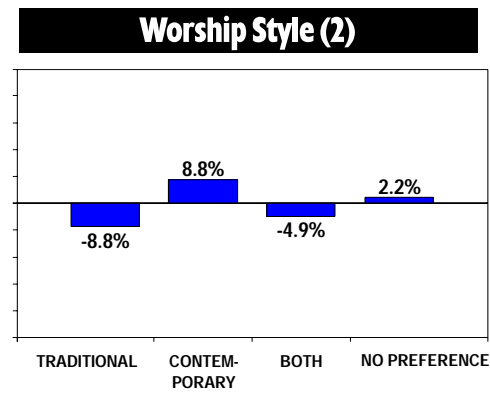
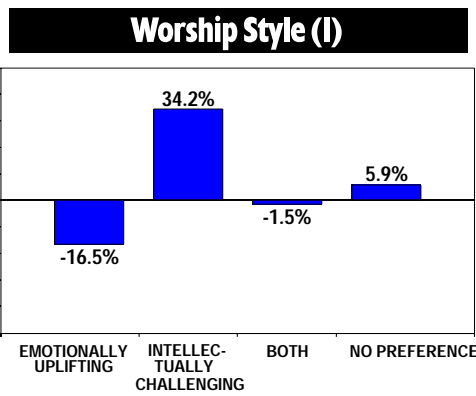
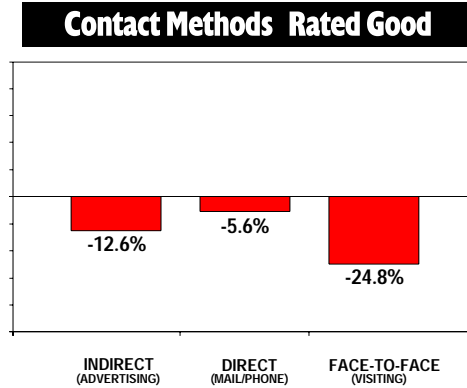
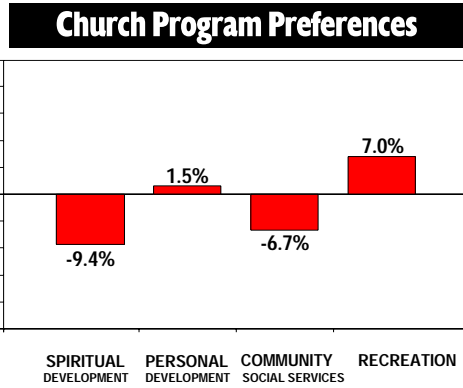
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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	34.4%	41.1%	84
Adult Theological Discussion Groups	21.6%	22.5%	96
Spiritual Retreats	12.1%	11.6%	104

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.8%	15.2%	98
Parent Training Programs	8.5%	7.8%	109
▲ Twelve Step Programs	4.0%	3.5%	117
↓ Divorce Recovery	1.9%	2.4%	80

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	21.6%	22.5%	96
Care for the Terminally Ill	15.0%	15.7%	96
↓ Food and Clothing Resources	7.8%	11.1%	70
Day Care Services	6.5%	6.1%	108
Church Sponsored Day-School	6.0%	5.7%	105

RECREATION:

Youth Social Programs	30.3%	29.7%	102
Family Activities and Outings	32.0%	32.8%	97
Active Retirement Programs	27.0%	26.8%	101
▲ Cultural Programs (Music, Drama, Art)	25.6%	18.9%	135
▲ Sports or Camping	7.9%	6.3%	124

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Recreation Index	107



Date: 6/9/2016

Prepared For:
 Diocese of Oakland - Alameda County Only
 2121 Harrison Street, Ste 100
 Oakland, CA 94612

Study Area Definition:
 County

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			

WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.0%	26.4%	83
▲ B. Intellectually Challenging	14.9%	11.1%	134
C. Both A and B	38.6%	39.2%	99
D. No Preference or Not Interested	24.8%	23.4%	106

PART 2:

A. Traditional/Formal/Ceremonial	18.5%	20.2%	91
B. Contemporary/Informal	28.6%	26.3%	109
C. Both A and B	25.2%	26.5%	95
D. No Preference or Not Interested	27.5%	26.9%	102

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.7%	24.4%	93
B. Contemporary	21.7%	19.7%	110
C. Both A and B	30.3%	31.1%	97
D. No Preference or Not Interested	25.2%	24.8%	102

PART 2:

A. Performed by Others	20.5%	18.7%	109
B. Participatory	21.6%	22.9%	94
C. Both A and B	31.0%	32.2%	96
D. No Preference or Not Interested	27.0%	26.2%	103



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MISSION EMPHASIS INDICATOR

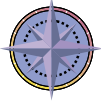
Estimated 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:			
A. Community	22.9%	22.0%	104
B. Personal Spiritual Development	15.4%	14.3%	108
C. Both A and B	34.9%	37.4%	93
D. No Preference or Not Interested	26.7%	26.3%	102
PART 2:			
A. Global Mission	6.1%	6.2%	98
B. Local Mission	32.7%	33.3%	98
C. Both A and B	29.0%	30.1%	96
D. No Preference or Not Interested	32.1%	30.4%	106

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:			
↓ A. Traditional	23.4%	26.6%	88
▲ B. Contemporary	19.9%	15.9%	125
C. Both A and B	30.9%	32.3%	95
D. No Preference or Not Interested	25.8%	25.1%	103
PART 2:			
↓ A. Somber/Serious	8.2%	9.4%	87
B. Light and Airy	37.8%	34.7%	109
C. Both A and B	25.8%	27.7%	93
D. No Preference or Not Interested	28.1%	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	43.5%	47.3%	92
Radio	12.6%	13.3%	94

PRINT MEDIA:

Local Newspaper	38.1%	36.1%	106
▲ National Newspaper	4.9%	4.3%	112
▲ Magazines	4.0%	2.4%	166

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	30.6%	31.9%	96
Radio	22.9%	23.8%	96

PRINT MEDIA:

Local Newspaper	31.3%	32.7%	96
▲ National Newspaper	6.7%	5.8%	116
▲ Magazines	9.1%	7.0%	129

SUMMARY

Overall Broadcast Media Index (100 = Average)	94
Overall Print Media Index	106



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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	32.2%	36.2%	89
↓ Putting Ad in Local Newspaper	29.4%	33.8%	87
↓ Local Cable Channels	26.2%	30.4%	86
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.5%	53.7%	96
Calling and Offering to Send Information By Mail	27.2%	29.5%	92
Calling and Discussing on the Phone	11.2%	12.0%	94
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.8%	20.1%	74
↓ Going Door to Door	10.8%	14.0%	77

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	23.5%	19.6%	120
▲ Putting Ad in Local Newspaper	27.8%	21.5%	129
▲ Local Cable Channels	34.6%	30.7%	113
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.5%	13.3%	124
▲ Calling and Offering to Send Information By Mail	38.5%	34.0%	113
Calling and Discussing on the Phone	65.9%	60.6%	109
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	57.7%	49.6%	116
Going Door to Door	68.1%	64.0%	106

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	87
Direct Methods Index	94
↓ Face-to-Face Methods Index	75

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	120
▲ Direct Methods Index	112
▲ Face-to-Face Methods Index	111