

ministry area profile 2016

Catholic Community of Pleasanton

Study Area Definition:
Custom Polygon





Prepared For:
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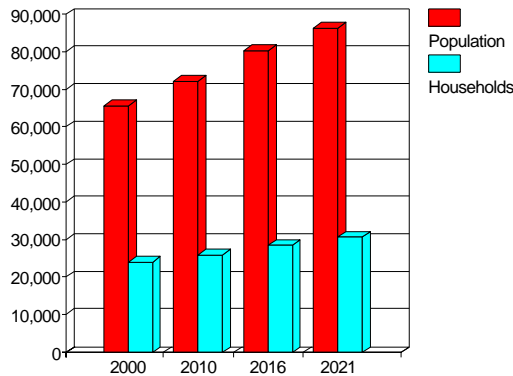
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 80,262 persons residing in the defined study area. This represents an increase of 14,599 or 22.2% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 7.4% or 5,968 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 *somewhat high* with 23 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 29.8% 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 55.5% of the population and all other racial/ethnic groups make up 44.5% which is somewhat above the national average of 39%. The largest of these groups, *Asians*, accounts for 27.9% of the total population. *Asians* are also projected to be the fastest growing group increasing by 23.2% 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 24,970 persons or 31.1% 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 *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 *somewhat high*. While 95.3% 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 56.8% 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, Neighborhood Gangs, Aging Parent Care, Finding Life Direction* 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 \$164,756 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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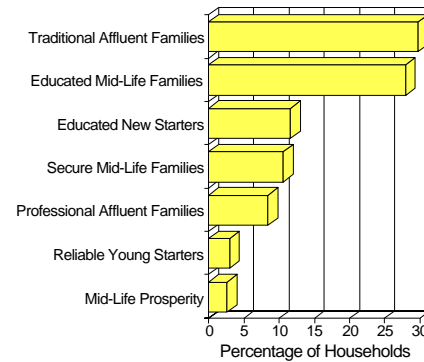
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Population and Households

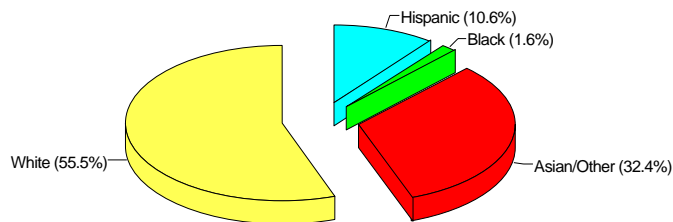


Primary U.S. Lifestyles Segments-2016

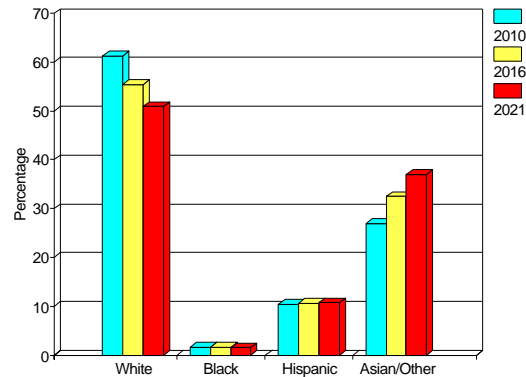


The population in the study area has increased by 8184 persons, or 11.4% since 2010 and is projected to increase by 5968 persons, or 7.4% between 2016 and 2021. The number of households has increased by 2608, or 10.1% since 2010 and is projected to increase by 2072, or 7.3% between 2016 and 2021.

Population By Race/Ethnicity-2016

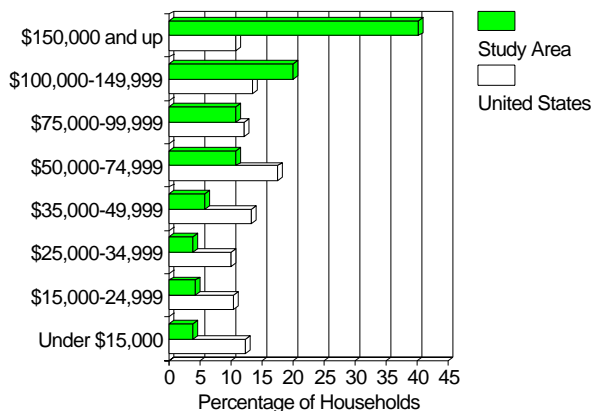


Population By Race/Ethnicity Trend

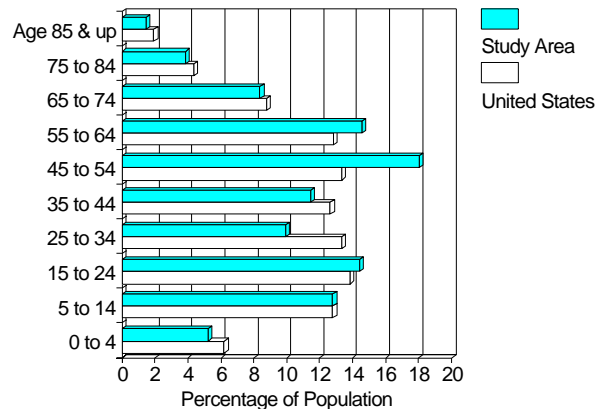


Between 2016 and 2021, the White population is projected to decrease by 644 persons and to decrease from 55.5% to 50.9% of the total population. The Black population is projected to increase by 57 persons and to remain stable at 1.5% of the total. The Hispanic/Latino population is projected to increase by 753 persons and to increase from 10.6% to 10.7% of the total. The Asian/Other population is projected to increase by 5802 persons and to increase from 32.4% to 36.9% of the total population.

Households By Income-2016



Population by Age-2016

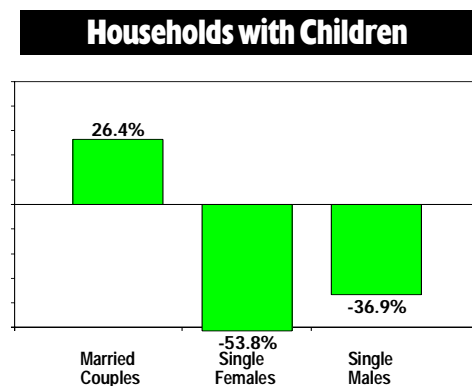
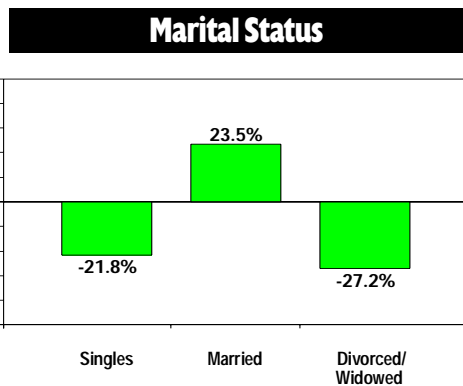
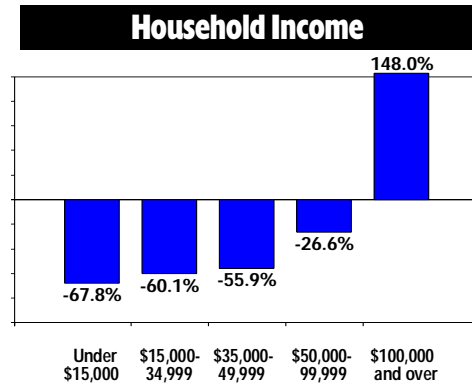
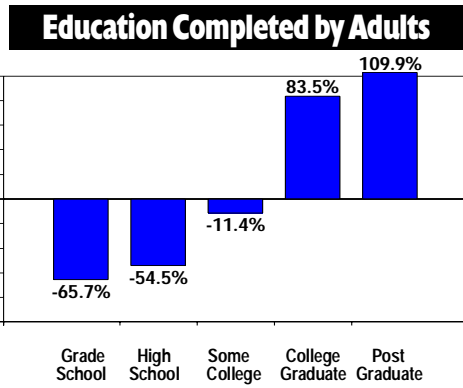
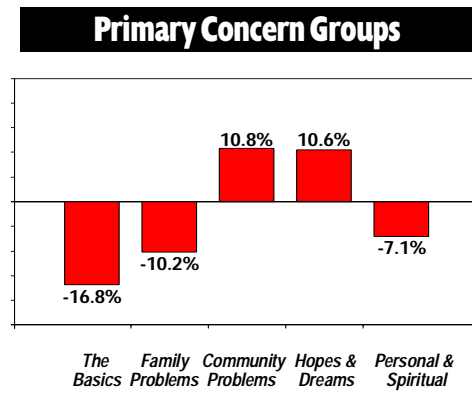
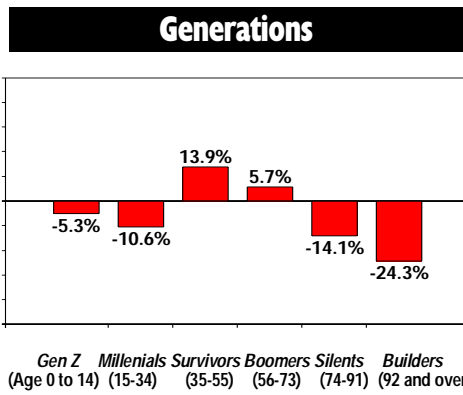
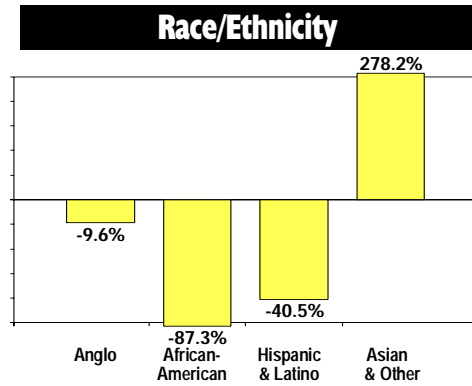
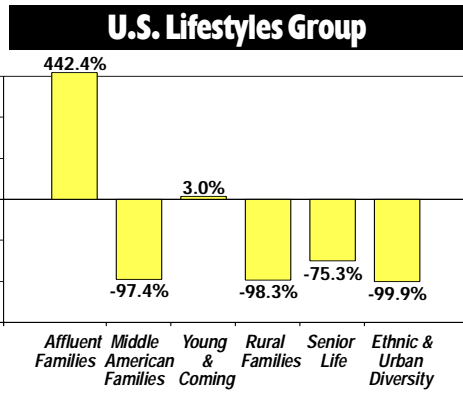


The average household income in the study area is \$164756 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.8 and is projected to increase to 41.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	65,663	72,078	80,262	86,230
Population Change		6,415	8,184	5,968
Percentage Change		9.8%	11.4%	7.4%
Average Annual Growth Rate		1.0%	1.9%	1.5%
▲ Density (Pop. per square mile)	1,150	1,263	1,406	1,510
HOUSEHOLDS				
▲ Households	24,092	25,935	28,543	30,615
Household Change		1,843	2,608	2,072
Percentage Change		7.6%	10.1%	7.3%
Average Annual Growth Rate		0.8%	1.7%	1.5%
▲ Persons Per Household	2.71	2.76	2.79	2.80

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	44,155	61.3%	44,507	55.5%	43,863	50.9%
↓ African-American (Non-Hisp)	1,132	1.6%	1,252	1.6%	1,309	1.5%
▲ Hispanic/Latino	7,427	10.3%	8,487	10.6%	9,240	10.7%
▲ Asian/Other (Non-Hisp)	19,364	26.9%	26,015	32.4%	31,817	36.9%

POPULATION BY GENDER						
▲ Female	36,720	50.9%	40,973	51.0%	44,069	51.1%
↓ Male	35,358	49.1%	39,289	49.0%	42,161	48.9%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	8,234	11.4%	14,431	18.0%	19,935	23.1%
↓ Millennials (Born 1982 to 2001)	18,018	25.0%	19,500	24.3%	20,492	23.8%
↓ Survivors (Born 1961 to 1981)	22,714	31.5%	24,969	31.1%	26,117	30.3%
↓ Boomers (Born 1943 to 1960)	16,739	23.2%	16,525	20.6%	15,929	18.5%
↓ Silents (Born 1925 to 1942)	5,556	7.7%	4,600	5.7%	3,745	4.3%
↓ Builders (Born 1924 and earlier)	815	1.1%	237	0.3%	13	0.0%

AGE			
▲ Average Age	38.1	39.8	41.2
▲ Median Age	40.8	42.6	43.7

INCOME			
▲ Average Household Income	\$130,217	\$164,756	\$180,345
▲ Median Household Income	\$116,552	\$130,301	\$144,655
▲ Per Capita Income	\$46,855	\$58,591	\$64,029

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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	8,811	34.0%	11,465	40.2%	13,831	45.2%
↓ \$100,000 to \$149,999	5,945	22.9%	5,732	20.1%	5,823	19.0%
↓ \$75,000 to \$99,999	3,075	11.9%	3,116	10.9%	3,072	10.0%
↓ \$50,000 to \$74,999	3,321	12.8%	3,089	10.8%	3,012	9.8%
↓ \$35,000 to \$49,999	1,791	6.9%	1,686	5.9%	1,576	5.1%
↓ \$25,000 to \$34,999	1,098	4.2%	1,099	3.9%	1,089	3.6%
↓ \$15,000 to \$24,999	864	3.3%	1,225	4.3%	1,157	3.8%
↓ Under \$15,000	1,030	4.0%	1,132	4.0%	1,056	3.4%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,956	5.5%	4,196	5.2%	4,453	5.2%
↓ Required Formal Schooling (5-17)	15,384	21.3%	13,980	17.4%	13,128	15.2%
College Years, Career Starts (18-24)	4,496	6.2%	7,805	9.7%	8,337	9.7%
▲ Singles and Young Families (25-34)	6,479	9.0%	7,950	9.9%	10,615	12.3%
↓ Families, Empty Nesters (35-54)	25,056	34.8%	23,657	29.5%	21,222	24.6%
▲ Enrichment Years Singles/Couples (55-64)	8,690	12.1%	11,682	14.6%	14,161	16.4%
▲ Retirement Opportunities (65+)	8,013	11.1%	10,992	13.7%	14,315	16.6%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,956	5.5%	4,196	5.2%	4,453	5.2%
↓ 5 to 9 years	5,347	7.4%	4,359	5.4%	4,519	5.2%
↓ 10 to 14 years	6,106	8.5%	5,876	7.3%	4,771	5.5%
↓ 15 to 17 years	3,931	5.5%	3,745	4.7%	3,838	4.5%
18 to 20 years	2,126	2.9%	3,364	4.2%	3,513	4.1%
▲ 21 to 24 years	2,370	3.3%	4,441	5.5%	4,824	5.6%
▲ 25 to 29 years	3,019	4.2%	3,895	4.9%	7,062	8.2%
30 to 34 years	3,460	4.8%	4,055	5.1%	3,553	4.1%
↓ 35 to 39 years	4,818	6.7%	3,811	4.7%	3,894	4.5%
↓ 40 to 44 years	6,287	8.7%	5,368	6.7%	4,194	4.9%
↓ 45 to 49 years	7,545	10.5%	6,470	8.1%	5,502	6.4%
50 to 54 years	6,406	8.9%	8,008	10.0%	7,632	8.9%
▲ 55 to 59 years	4,922	6.8%	6,559	8.2%	7,446	8.6%
▲ 60 to 64 years	3,768	5.2%	5,123	6.4%	6,715	7.8%
▲ 65 to 69 years	2,738	3.8%	3,887	4.8%	5,075	5.9%
▲ 70 to 74 years	1,917	2.7%	2,835	3.5%	3,853	4.5%
▲ 75 to 84 years	2,453	3.4%	3,085	3.8%	4,072	4.7%
▲ 85 or more years	905	1.3%	1,185	1.5%	1,315	1.5%

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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		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	65,832			
↓ Single (Never Married)	16,935	25.7%	32.9%	78
▲ Married	40,778	61.9%	50.2%	123
↓ Divorced/Widowed	8,120	12.3%	16.9%	73
Marital Status Females 15 and Older (2016)	33,951			
↓ Single (Never Married)	7,452	21.9%	29.8%	74
▲ Married	20,894	61.5%	48.8%	126
↓ Divorced/Widowed	5,605	16.5%	21.4%	77
Marital Status Males 15 and Older (2016)	31,881			
Single (Never Married)	9,483	29.7%	36.2%	82
▲ Married	19,883	62.4%	51.6%	121
↓ Divorced/Widowed	2,515	7.9%	12.3%	64
FAMILY STRUCTURE				
Households By Type (2016)	28,543			
▲ Married Couple	18,363	64.3%	48.5%	133
↓ Other Family - Male Head of Household	1,062	3.7%	4.9%	75
↓ Other Family - Female Head of Household	2,261	7.9%	13.0%	61
↓ Non Family - Male Head of Household	2,865	10.0%	15.8%	63
↓ Non Family - Female Head of Household	3,992	14.0%	17.7%	79
Households With Children 0 to 18 (2016)	12,112			
▲ Married Couple Family	9,988	82.5%	65.2%	126
↓ Other Family - Male Head of Household	647	5.3%	8.5%	63
↓ Other Family - Female Head of Household	1,419	11.7%	25.3%	46
↓ Non Family	57	0.5%	1.0%	49
Population By Household Type (2016)	80,262			
↓ Group Quarters	453	0.6%	2.5%	22

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	453			
↓ Correctional Facilities	6	1.3%	30.0%	4
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	126	27.8%	18.7%	148
▲ Other	321	70.9%	15.2%	466
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	80,262			
White (Non-Hispanic)	44,507	55.5%	61.3%	90
↓ African-American (Non-Hisp)	1,252	1.6%	12.3%	13
↓ Hispanic/Latino	8,487	10.6%	17.8%	59
↓ Native American (Non-Hisp)	151	0.2%	0.7%	26
▲ Asian (Non-Hisp)	22,274	27.8%	5.3%	526
Hawaiian & Pacific Islander (Non-Hisp)	152	0.2%	0.2%	112
▲ Other Races & Multiple Races (Non-Hisp)	3,438	4.3%	2.4%	179
Asian Population By Race (2016)	22,409			
▲ Chinese	7,483	33.4%	22.3%	150
↓ Japanese	773	3.4%	5.0%	69
▲ Indian	7,467	33.3%	19.5%	171
Korean	2,405	10.7%	9.6%	111
↓ Vietnamese	822	3.7%	11.0%	33
↓ Other Asian Races	3,459	15.4%	32.5%	47
Hispanic/Latino Population By Race (2016)	8,487			
White	5,099	60.1%	53.0%	113
↓ African-American	99	1.2%	2.5%	47
↓ Native American	91	1.1%	1.4%	78
▲ Asian	135	1.6%	0.4%	380
Other Races & Multiple Races	3,063	36.1%	42.7%	84
Hispanic/Latino Population By Origin (2016)	8,487			
Mexican	5,748	67.7%	62.4%	109
↓ Puerto Rican	383	4.5%	9.5%	48
↓ Cuban	114	1.3%	3.5%	38
Other Hispanic Origin	2,242	26.4%	24.6%	107

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	21,114			
↓ Pre-Primary (Public)	449	2.1%	3.4%	62
Pre-Primary (Private)	606	2.9%	2.6%	109
Elementary/High School (Public)	14,888	70.5%	58.9%	120
↓ Elementary/High School (Private)	900	4.3%	6.6%	64
↓ Enrolled in College	4,271	20.2%	28.4%	71
Population By Education Completed (Age 25 and over) (2016)	54,281			
↓ Elementary (Less than 9 years)	960	1.8%	5.8%	30
↓ Some High School (9 to 11 years)	1,569	2.9%	7.8%	37
↓ High School Graduate (12 years)	6,894	12.7%	27.9%	46
Some College (13 to 15 years)	9,624	17.7%	21.2%	84
Associate Degree	4,399	8.1%	8.0%	101
▲ Bachelor's Degree	18,244	33.6%	18.3%	183
▲ Graduate Degree	12,591	23.2%	11.0%	210
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	39,748			
▲ TOTAL WHITE COLLAR	31,567	79.4%	61.5%	129
▲ Executive and Managerial	6,945	17.5%	9.7%	179
▲ Professional Specialty	8,239	20.7%	16.6%	125
▲ Technical Support	7,154	18.0%	8.3%	217
Sales	4,847	12.2%	10.9%	112
↓ Administrative Support & Clerical	4,382	11.0%	16.0%	69
↓ TOTAL BLUE COLLAR	8,181	20.6%	38.5%	53
Service: Private Households	1,381	3.5%	3.7%	94
↓ Service: Protective	584	1.5%	2.2%	66
↓ Service: Other	2,022	5.1%	7.5%	68
↓ Farming, Forestry & Fishing	76	0.2%	0.7%	26
↓ Precision Production and Craft	1,759	4.4%	11.0%	40
↓ Operators and Assemblers	649	1.6%	3.2%	50
↓ Transportation and Material Moving	941	2.4%	6.2%	38
↓ Laborers	769	1.9%	4.0%	48

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	64,602			
Employed	39,877	61.7%	58.1%	106
Unemployed	3,097	4.8%	5.6%	85
Not in Labor Force	21,628	33.5%	36.3%	92
Total Female Pop. By Work Status (Age 20 to 64) (2013)	21,483			
TOTAL WORKING	13,767	64.1%	66.8%	96
With No Own Children	7,509	35.0%	42.2%	83
With Own Children Age 0 to 5 only	1,111	5.2%	5.5%	95
▲ With Own Children Age 6 to 17 only	4,333	20.2%	14.8%	136
With Own Children Both Age 0 to 5 and 6 to 17	814	3.8%	4.3%	88
TOTAL NOT WORKING (UNEMPLOYED)	1,346	6.3%	6.2%	101
With No Own Children	672	3.1%	3.8%	83
With Own Children Age 0 to 5 only	159	0.7%	0.7%	112
▲ With Own Children Age 6 to 17 only	390	1.8%	1.3%	144
With Own Children Both Age 0 to 5 and 6 to 17	125	0.6%	0.5%	106
TOTAL NOT IN THE LABOR FORCE	6,371	29.7%	27.0%	110
With No Own Children	2,942	13.7%	17.1%	80
With Own Children Age 0 to 5 only	505	2.4%	2.6%	90
▲ With Own Children Age 6 to 17 only	2,294	10.7%	4.6%	230
With Own Children Both Age 0 to 5 and 6 to 17	630	2.9%	2.6%	111
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	28,543			
Above Poverty Line (Households with Children)	20,994	62.4%	59.6%	105
▲ Above Poverty Line (Households without Children)	11,393	33.9%	26.5%	128
↓ Below Poverty Line (Households with Children)	697	2.1%	7.9%	26
↓ Below Poverty Line (Households without Children)	564	1.7%	6.0%	28
Households By Presence of Retirement Income (2013)	25,935			
With Retirement Income	4,376	16.9%	17.6%	96
Without Retirement Income	21,171	81.6%	81.5%	100

Date: 6/20/2016

Prepared For:
Catholic Community of Pleasanton

Study Area Definition:
Custom Polygon

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		
HOUSING				
Occupied Units By Type (2016)	28,543			
Owner Occupied	20,249	70.9%	65.0%	109
Renter Occupied	8,295	29.1%	35.0%	83
▲ Median Rent (2013)	\$1,569		\$904	174
Structures By Number of Units (2016)	29,449			
Single Unit	22,318	75.8%	67.3%	113
↓ 3 to 4 Units	1,700	5.8%	8.1%	71
5 to 19 Units	2,549	8.7%	9.3%	93
20 to 49 Units	996	3.4%	3.6%	94
50 or more Units	1,443	4.9%	5.1%	96
↓ Mobile Home	436	1.5%	6.4%	23
↓ Other	6	0.0%	0.1%	24
▲ Single To Multiple Unit Ratio	3.34		2.57	130
Owner-Occupied Property Values (2016)	20,249			
↓ Under \$40,000	141	0.7%	7.2%	10
↓ \$40,000 to \$59,999	41	0.2%	3.7%	5
↓ \$60,000 to \$79,999	65	0.3%	5.1%	6
↓ \$80,000 to \$99,999	31	0.2%	6.5%	2
↓ \$100,000 to 149,999	118	0.6%	15.1%	4
↓ \$150,000 to \$199,999	73	0.4%	14.6%	2
↓ \$200,000 to \$299,999	247	1.2%	18.1%	7
↓ \$300,000 to \$499,999	1,196	5.9%	16.9%	35
▲ \$500,000 to \$999,999	10,557	52.1%	9.7%	537
▲ \$1,000,000 and over	7,779	38.4%	3.0%	1,269
▲ Median Property Value	\$861,797		\$192,432	448

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	29,449			
▲ 2010 and later	2,754	9.4%	5.5%	169
↓ 2000 to 2009	2,880	9.8%	14.6%	67
▲ 1990 to 1999	4,932	16.7%	13.4%	125
▲ 1980 to 1989	7,358	25.0%	13.2%	190
▲ 1970 to 1979	5,955	20.2%	15.0%	135
1960 to 1969	3,579	12.2%	10.4%	117
↓ 1950 to 1959	1,005	3.4%	10.3%	33
↓ 1949 or earlier	987	3.4%	17.7%	19
Households By Number of Persons (2016)	28,543			
↓ 1 Person Household	5,454	19.1%	27.3%	70
2 Person Household	8,627	30.2%	32.3%	94
▲ 3 Person Household	5,566	19.5%	16.2%	120
▲ 4 Person Household	5,606	19.6%	13.1%	150
▲ 5 Person Household	2,272	8.0%	6.5%	123
6 Person Household	748	2.6%	2.8%	95
↓ 7 or more Person Household	271	0.9%	1.9%	50
Average Persons Per Household	2.8		2.6	107
Households By Heating Type (2013)	25,548			
▲ Utility and Other Gas	19,100	74.8%	54.0%	138
↓ Electric	6,200	24.3%	36.1%	67
↓ Oil	2	0.0%	6.1%	0
↓ Coal and Wood	113	0.4%	2.2%	20
↓ Solar/Other Fuel	51	0.2%	0.5%	40
↓ No Fuel Used	81	0.3%	0.9%	34

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TRANSPORTATION				
Households By Number of Vehicles (2016)	28,543			
↓ No Vehicles	831	2.9%	9.0%	32
↓ 1 Vehicle	6,602	23.1%	33.7%	69
2 Vehicle	11,753	41.2%	37.5%	110
▲ 3 or more Vehicles	9,357	32.8%	19.8%	166
Workers By Travel Time to Work (2016)	36,021			
Less than 15 minutes	9,493	26.4%	27.3%	97
↓ 15 to 29 minutes	8,821	24.5%	36.5%	67
30 to 44 minutes	6,883	19.1%	20.2%	95
▲ 45 to 59 minutes	5,751	16.0%	7.7%	206
▲ 60 or more minutes	5,073	14.1%	8.3%	170
▲ Average Travel Time to Work (minutes)	34.4		28.2	122
Workers By Type of Transportation to Work (2016)	38,381			
Drive Alone	28,103	73.2%	76.9%	95
Car Pool	3,242	8.4%	9.6%	88
▲ Public Transportation	2,868	7.5%	5.1%	146
Walk to Work	1,127	2.9%	2.8%	104
↓ Other Means	230	0.6%	1.2%	48
▲ Work at Home	2,811	7.3%	4.4%	167

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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)	23,397	82.0%	15.1%	542
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,309	15.1%	14.7%	103
5	Senior Life (7, 20, 21, 22, 30 and 31)	486	1.7%	6.9%	25
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	237	0.8%	31.4%	3
4	Rural Families (27, 26, 29, 33, 35 and 38)	64	0.2%	13.1%	2
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	7	0.0%	18.4%	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.		
1	Traditional Affluent Families	8,511	29.8%	3.5%	857
4	Educated Mid-Life Families	7,992	28.0%	3.4%	821
12	Educated New Starters	3,301	11.6%	2.9%	394
14	Secure Mid-Life Families	3,021	10.6%	0.7%	1615
2	Professional Affluent Families	2,401	8.4%	0.8%	1044
15	Reliable Young Starters	860	3.0%	4.3%	71
3	Mid-Life Prosperity	738	2.6%	1.5%	170
5	Prosperous Diversity	663	2.3%	3.1%	75
20	Cautious and Mature	249	0.9%	2.6%	33
21	Mature and Stable	129	0.5%	0.6%	80
8	Rising Potential Professionals	121	0.4%	2.3%	18
7	Prosperous and Mature	97	0.3%	0.5%	63
10	Suburban Mid-Life Families	86	0.3%	5.5%	5
28	Building Country Families	80	0.3%	2.8%	10
6	Prosperous New Country Families	71	0.2%	2.1%	12
27	Country Family Diversity	49	0.2%	0.3%	50
25	Working Country Consumers	40	0.1%	4.1%	3
9	Educated Working Families	31	0.1%	0.1%	129
49	Exception Households	28	0.1%	0.2%	39
29	Working Country Families	15	0.1%	1.0%	5

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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.		
39	New Beginning Urbanites	14	0.0%	2.8%	2
19	Educated and Promising	13	0.0%	0.1%	58
30	Urban Senior Life	11	0.0%	0.8%	5
44	Laboring Urban Life	4	0.0%	0.1%	19
48	Struggling Urban Life	3	0.0%	0.8%	1
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	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
11	Young Suburban Families	0	0.0%	3.0%	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
45	Struggling Urban Diversity	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	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
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
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
	TOTALS	28,528	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.9%	35.4%	76
↓ Somewhat Involved with Their Faith	24.6%	29.9%	82
▲ Not Involved with Their Faith	49.1%	34.7%	142

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.1%	22.1%	73
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.8%	23.7%	88

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	133
↓ Baptist	6.3%	16.1%	39
Catholic	22.0%	23.7%	93
Congregational	2.0%	2.0%	103
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	293
Episcopal	3.2%	2.9%	110
↓ Holiness	0.2%	0.8%	19
↓ Jehovah's Witnesses	0.9%	1.1%	81
▲ Judaism	5.9%	3.2%	188
↓ Lutheran	6.1%	7.2%	84
↓ Methodist	4.9%	10.1%	48
▲ Mormon	2.8%	1.8%	160
▲ New Age	1.0%	0.6%	177
▲ Non-Denominational / Independent	9.6%	6.9%	138
↓ Orthodox	0.3%	0.3%	87
↓ Pentecostal	1.9%	2.4%	79
▲ Presbyterian / Reformed	6.0%	4.6%	132
▲ Unitarian / Universalist	1.0%	0.7%	143
▲ Interested but No Preference	5.4%	3.9%	140
▲ Not Interested and No Preference	18.5%	11.1%	167

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	4.8%	4.0%	120
Lets them do what they want and is supportive	10.9%	11.7%	93
▲ Lets them do what they want and stays out of the way	5.7%	4.8%	119
Works with them on deciding what to do and helps them do it	78.8%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.9%	43.5%	99
↓ Finding/Providing Health Insurance	21.3%	29.0%	74
↓ Day-to-Day Financial Worries	22.9%	31.6%	72
Finding Employment Opportunities	13.5%	14.4%	93
↓ Finding Affordable Housing	9.6%	11.3%	85
↓ Providing Adequate Food	4.2%	8.6%	49
Finding Child Care	6.0%	6.3%	95
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.7%	16.7%	88
↓ Dealing With Teen / Child Problems	16.9%	20.7%	82
▲ Finding/Providing Aging Parent Care	18.8%	15.5%	121
↓ Dealing With Abusive Relationships	8.6%	11.4%	76
↓ Dealing With Divorce	2.8%	4.5%	62
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	27.7%	27.0%	103
Finding/Providing Good Schools	24.8%	23.5%	105
Dealing with Problems in Schools	13.2%	13.6%	97
▲ Dealing With Racial / Ethnic Prejudice	15.3%	13.1%	117
▲ Dealing With Neighborhood Gangs	10.4%	8.5%	122
▲ Dealing with Social Injustice	16.0%	11.3%	142
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.1%	50.6%	115
▲ Finding Time for Recreation / Leisure	32.7%	25.3%	129
Finding Better Quality Healthcare	23.3%	23.9%	97
Finding A Satisfying Job / Career	20.5%	19.3%	106
Finding Retirement Opportunities	19.0%	18.9%	100
▲ Achieving A Fulfilling Marriage	25.1%	22.3%	112
Developing Parenting Skills	15.5%	14.7%	105
Achieving Educational Objectives	7.8%	7.5%	104
SPIRITUAL / PERSONAL:			
Dealing With Stress	31.4%	29.8%	105
Finding Companionship	18.2%	17.3%	105
↓ Finding A Good Church	8.5%	15.2%	56
↓ Finding Spiritual Teaching	8.1%	12.9%	62
▲ Finding Life Direction	16.7%	14.0%	120

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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”	50.6%	63.8%	79

SOCIETY:

“It is important to preserve the traditional American family structure”	89.4%	91.5%	98
“A healthy environment has become a national crisis”	82.2%	82.8%	99
“Public education is essential to the future of American society”	95.4%	94.0%	101

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	42.4%	50.1%	85
“The role of Churches / Synagogues is to help form and support moral values”	79.9%	81.1%	99
“Churches and religious organizations should provide more human services”	61.4%	62.6%	98

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	37.9%	36.3%	104
“The changing racial / ethnic face of America is a threat to our national heritage”	35.1%	36.3%	97

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	66.9%	59.8%	112
▲ More than \$500 per year	38.6%	31.2%	124
▲ More than \$1,000 per year	23.7%	17.4%	136

TO CHARITIES:

▲ More than \$100 per year	49.3%	33.7%	146
▲ More than \$500 per year	17.2%	6.8%	253
▲ More than \$1,000 per year	6.8%	2.3%	296

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	30.8%	16.1%	191
▲ More than \$500 per year	10.1%	4.3%	235
▲ More than \$1,000 per year	6.3%	2.2%	286

Ministry Area Profile 2016
Compass
REPORT

Catholic Community of Pleasanton

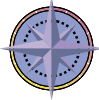
Study Area Definition:
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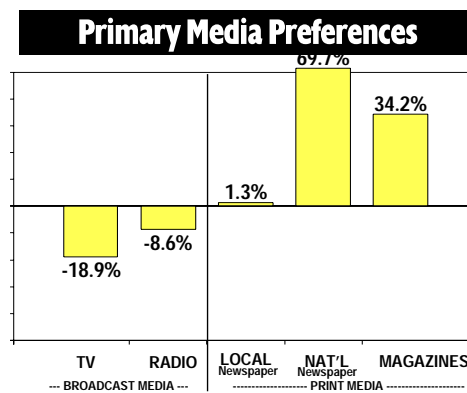
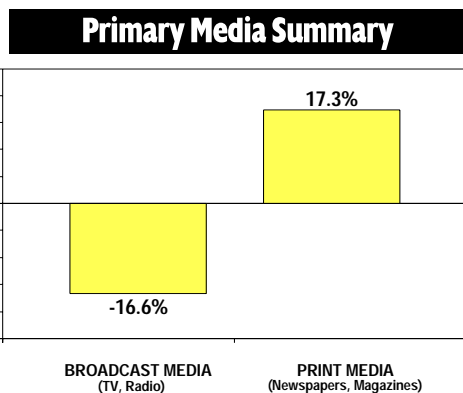
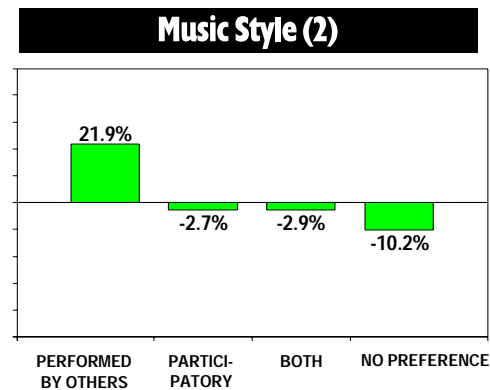
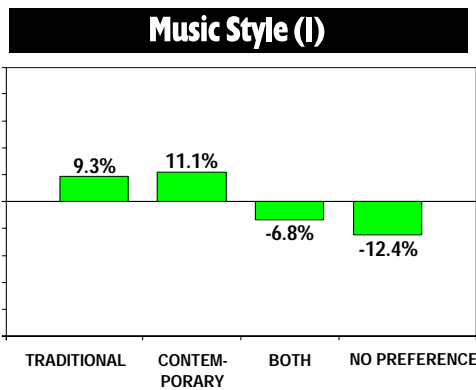
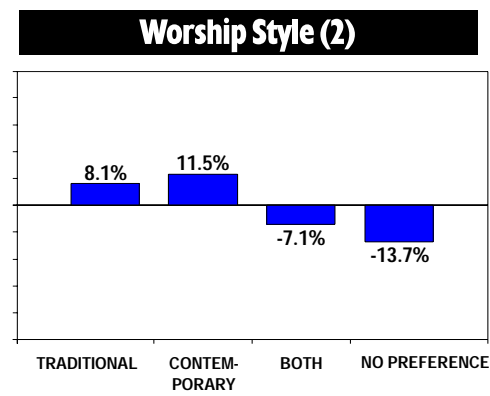
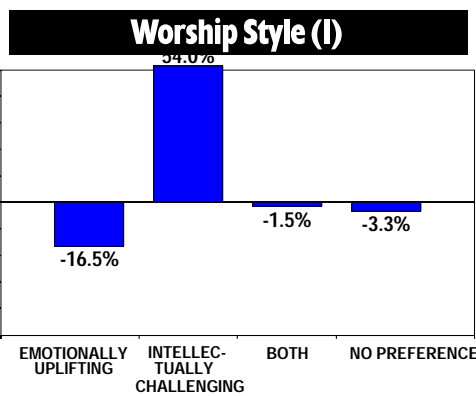
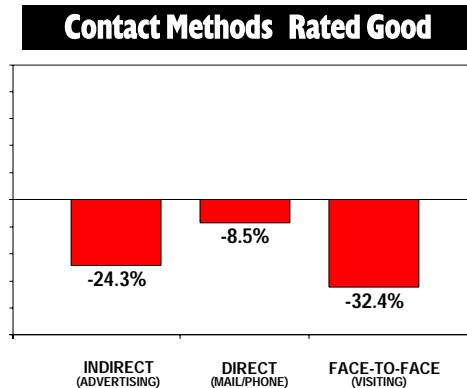
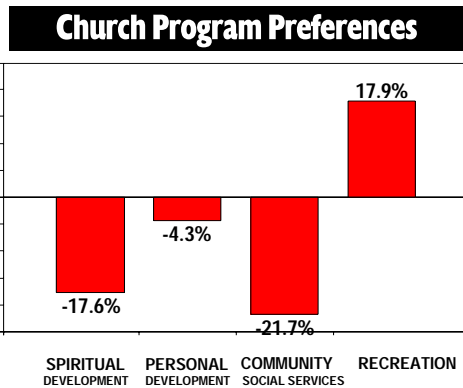
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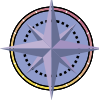


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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	28.7%	41.1%	70
Adult Theological Discussion Groups	22.8%	22.5%	101
Spiritual Retreats	10.5%	11.6%	90

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.1%	15.2%	100
Parent Training Programs	7.5%	7.8%	97
↓ Twelve Step Programs	3.0%	3.5%	88
↓ Divorce Recovery	1.9%	2.4%	79

COMMUNITY/SOCIAL SERVICES:

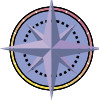
↓ Personal or Family Counseling	17.5%	22.5%	78
↓ Care for the Terminally Ill	12.2%	15.7%	78
↓ Food and Clothing Resources	6.8%	11.1%	61
↓ Day Care Services	5.3%	6.1%	88
Church Sponsored Day-School	6.0%	5.7%	105

RECREATION:

Youth Social Programs	32.4%	29.7%	109
Family Activities and Outings	33.4%	32.8%	102
▲ Active Retirement Programs	29.6%	26.8%	111
▲ Cultural Programs (Music, Drama, Art)	30.9%	18.9%	163
▲ Sports or Camping	8.8%	6.3%	138

SUMMARY

↓ Spiritual Development Index	82
Personal Development Index	96
↓ Community/Social Services Index	78
▲ Recreation Index	118



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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	17.1%	11.1%	154
C. Both A and B	38.6%	39.2%	98
D. No Preference or Not Interested	22.6%	23.4%	97

PART 2:

A. Traditional/Formal/Ceremonial	21.9%	20.2%	108
▲ B. Contemporary/Informal	29.3%	26.3%	112
C. Both A and B	24.6%	26.5%	93
↓ D. No Preference or Not Interested	23.2%	26.9%	86

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.7%	24.4%	109
▲ B. Contemporary	21.9%	19.7%	111
C. Both A and B	29.0%	31.1%	93
↓ D. No Preference or Not Interested	21.7%	24.8%	88

PART 2:

▲ A. Performed by Others	22.8%	18.7%	122
B. Participatory	22.3%	22.9%	97
C. Both A and B	31.3%	32.2%	97
D. No Preference or Not Interested	23.5%	26.2%	90



Date: 6/20/2016

Prepared For:
 Catholic Community of Pleasanton

Study Area Definition:
 Custom Polygon

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

MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	25.9%	22.0%	118
B. Personal Spiritual Development	15.8%	14.3%	110
C. Both A and B	33.8%	37.4%	90
D. No Preference or Not Interested	24.4%	26.3%	93

PART 2:

A. Global Mission	5.7%	6.2%	93
B. Local Mission	35.9%	33.3%	108
C. Both A and B	28.8%	30.1%	96
D. No Preference or Not Interested	29.1%	30.4%	96

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	26.5%	26.6%	99
▲ B. Contemporary	19.8%	15.9%	124
C. Both A and B	29.9%	32.3%	92
D. No Preference or Not Interested	23.3%	25.1%	93

PART 2:

↓ A. Somber/Serious	8.2%	9.4%	87
▲ B. Light and Airy	40.3%	34.7%	116
C. Both A and B	25.8%	27.7%	93
D. No Preference or Not Interested	25.5%	28.2%	91



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	38.3%	47.3%	81
Radio	12.2%	13.3%	91

PRINT MEDIA:

Local Newspaper	38.4%	36.1%	106
▲ National Newspaper	7.4%	4.3%	170
▲ Magazines	4.6%	2.4%	191

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

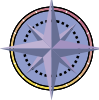
Television	30.0%	31.9%	94
↓ Radio	20.4%	23.8%	86

PRINT MEDIA:

Local Newspaper	33.1%	32.7%	101
▲ National Newspaper	7.5%	5.8%	131
▲ Magazines	9.5%	7.0%	134

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	87
▲ Overall Print Media Index	114



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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	26.7%	36.2%	74
↓ Putting Ad in Local Newspaper	27.5%	33.8%	81
↓ Local Cable Channels	21.9%	30.4%	72
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.6%	53.7%	94
↓ Calling and Offering to Send Information By Mail	25.8%	29.5%	88
↓ Calling and Discussing on the Phone	10.7%	12.0%	89
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.9%	20.1%	69
↓ Going Door to Door	9.2%	14.0%	66

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	28.4%	19.6%	145
▲ Putting Ad in Local Newspaper	30.9%	21.5%	144
▲ Local Cable Channels	39.4%	30.7%	128
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.3%	13.3%	130
▲ Calling and Offering to Send Information By Mail	38.3%	34.0%	113
Calling and Discussing on the Phone	66.8%	60.6%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	59.4%	49.6%	120
▲ Going Door to Door	71.8%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	76
Direct Methods Index	91
↓ Face-to-Face Methods Index	68

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	137
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	115