

ministry
area ●●●●●●
profile **2016**

Christ the King Parish

Study Area Definition:
Custom Polygon





Prepared For:
Christ the King Parish

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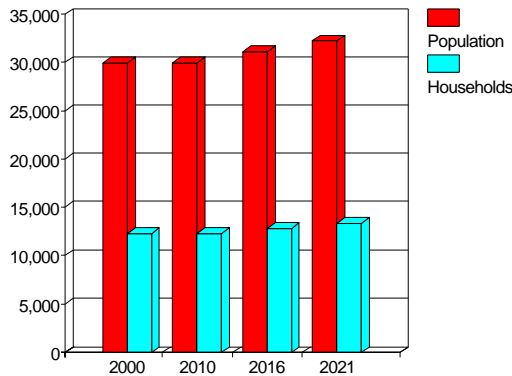
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 31,094 persons residing in the defined study area. This represents an increase of 1,165 or 3.9% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 3.7% or 1,141 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 low* with 17 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 37.5% 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 70.4% of the population and all other racial/ethnic groups make up only 29.6% which is somewhat below the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 11.8% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 13.4% 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 9,120 persons or 29.3% of the total population in the area. *Builders* (age 92 and up) make up 0.6% of the population which compared to a national average of 0.4% 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 *somewhat 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 96.3% 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 49.7% 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, Neighborhood Gangs, Time for Recreation/Leisure, Finding Life Direction, Long-term Financial Security* and *Aging Parent Care*. (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 \$116,880 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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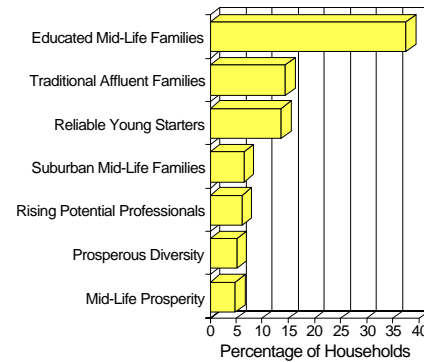
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Population and Households

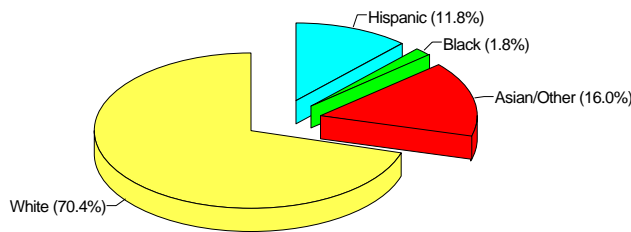


Primary U.S. Lifestyles Segments-2016

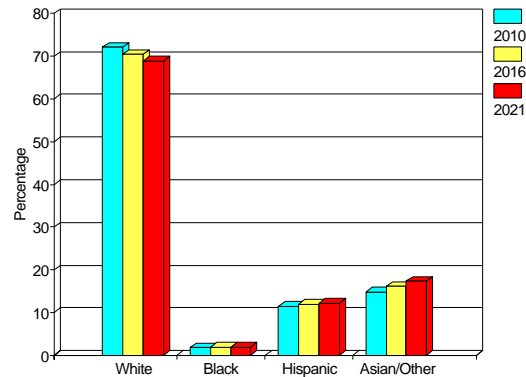


The population in the study area has increased by 1132 persons, or 3.8% since 2010 and is projected to increase by 1141 persons, or 3.7% between 2016 and 2021. The number of households has increased by 560, or 4.6% since 2010 and is projected to increase by 525, or 4.1% between 2016 and 2021.

Population By Race/Ethnicity-2016

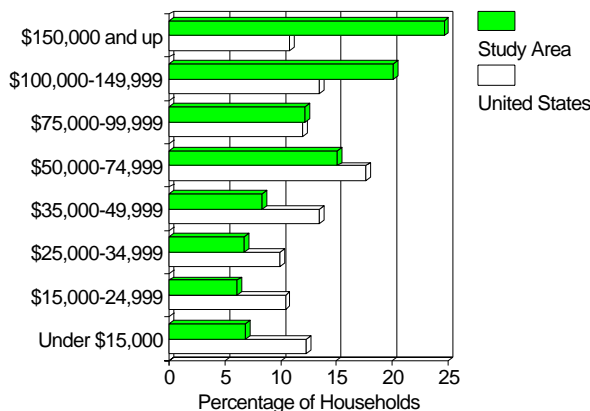


Population By Race/Ethnicity Trend

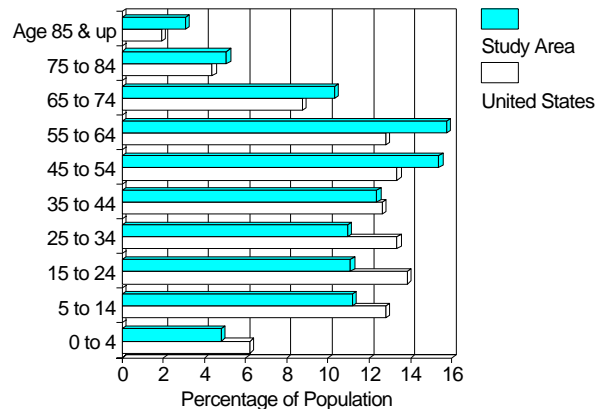


Between 2016 and 2021, the White population is projected to increase by 289 persons and to decrease from 70.4% to 68.8% of the total population. The Black population is projected to increase by 35 persons and to remain stable at 1.8% of the total. The Hispanic/Latino population is projected to increase by 227 persons and to increase from 11.8% to 12.1% of the total. The Asian/Other population is projected to increase by 590 persons and to increase from 16.0% to 17.3% of the total population.

Households By Income-2016



Population by Age-2016

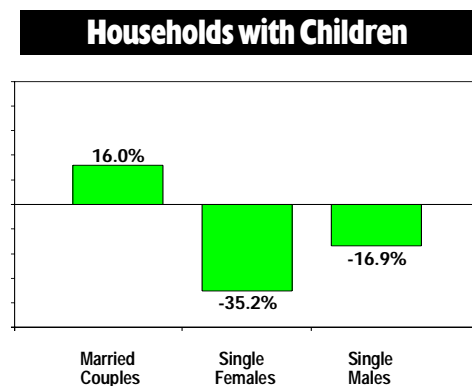
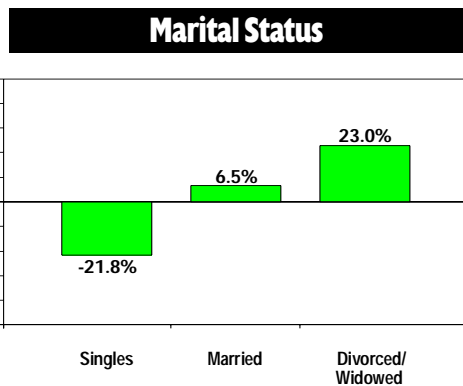
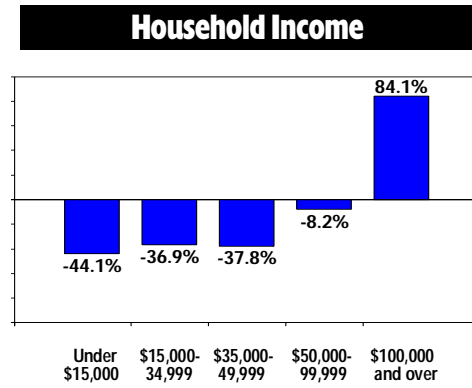
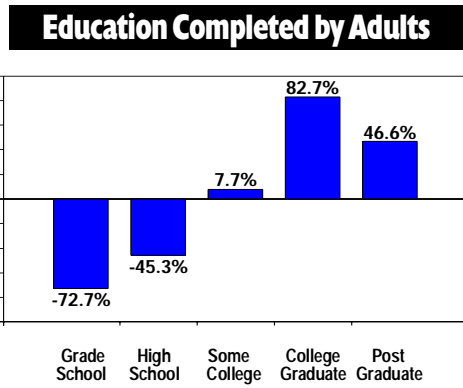
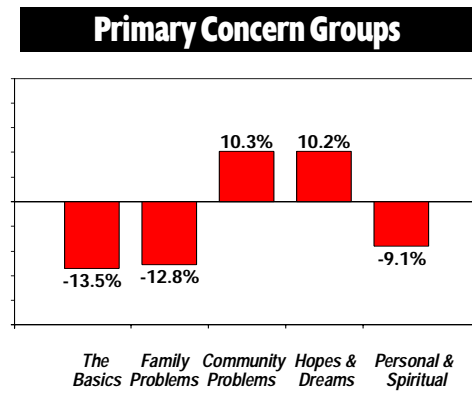
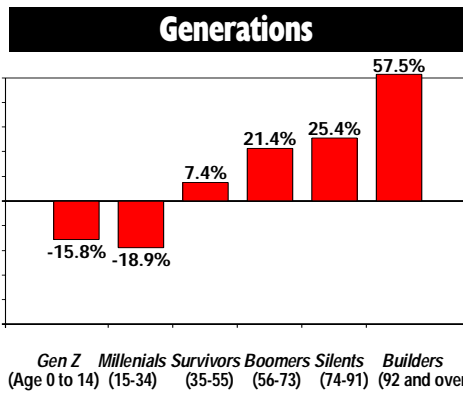
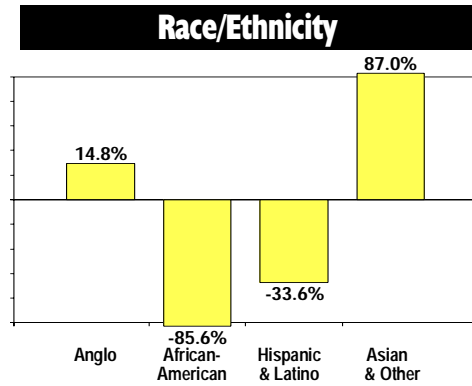
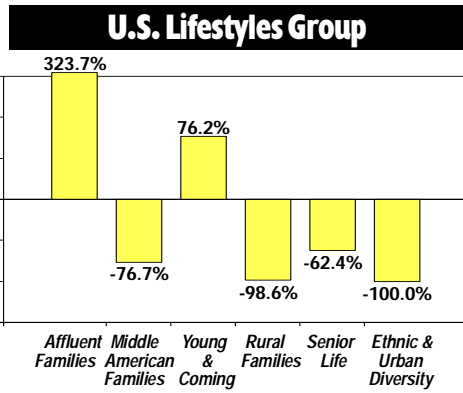


The average household income in the study area is \$116880 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.8 and is projected to increase to 43.7 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Population	29,929	29,962	31,094	32,235
Population Change		33	1,132	1,141
Percentage Change		0.1%	3.8%	3.7%
▲ Average Annual Growth Rate		0.0%	0.6%	0.7%
▲ Density (Pop. per square mile)	3,877	3,881	4,028	4,176
HOUSEHOLDS				
Households	12,294	12,279	12,839	13,364
Household Change		(15)	560	525
Percentage Change		-0.1%	4.6%	4.1%
▲ Average Annual Growth Rate		-0.0%	0.8%	0.8%
Persons Per Household	2.41	2.41	2.40	2.39

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	21,589	72.1%	21,885	70.4%	22,174	68.8%
▲ African-American (Non-Hisp)	513	1.7%	553	1.8%	588	1.8%
▲ Hispanic/Latino	3,435	11.5%	3,672	11.8%	3,899	12.1%
▲ Asian/Other (Non-Hisp)	4,425	14.8%	4,984	16.0%	5,574	17.3%

POPULATION BY GENDER						
↓ Female	15,537	51.9%	16,044	51.6%	16,602	51.5%
▲ Male	14,425	48.1%	15,050	48.4%	15,633	48.5%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,974	9.9%	4,974	16.0%	6,772	21.0%
▲ Millenials (Born 1982 to 2001)	6,574	21.9%	6,853	22.0%	7,121	22.1%
Survivors (Born 1961 to 1981)	8,642	28.8%	9,119	29.3%	9,406	29.2%
↓ Boomers (Born 1943 to 1960)	7,846	26.2%	7,353	23.6%	6,896	21.4%
↓ Silents (Born 1925 to 1942)	3,114	10.4%	2,601	8.4%	2,033	6.3%
↓ Builders (Born 1924 and earlier)	832	2.8%	191	0.6%	9	0.0%

AGE			
▲ Average Age	41.8	42.8	43.7
▲ Median Age	43.0	44.8	45.9

INCOME			
▲ Average Household Income	\$112,595	\$116,880	\$127,159
Median Household Income	\$97,431	\$92,295	\$99,970
▲ Per Capita Income	\$46,144	\$48,261	\$52,717

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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	2,970	24.2%	3,161	24.6%	3,778	28.3%
\$100,000 to \$149,999	2,756	22.4%	2,580	20.1%	2,698	20.2%
↓ \$75,000 to \$99,999	1,534	12.5%	1,563	12.2%	1,583	11.8%
↓ \$50,000 to \$74,999	1,894	15.4%	1,929	15.0%	1,884	14.1%
\$35,000 to \$49,999	948	7.7%	1,070	8.3%	1,027	7.7%
\$25,000 to \$34,999	733	6.0%	868	6.8%	833	6.2%
\$15,000 to \$24,999	693	5.6%	784	6.1%	735	5.5%
Under \$15,000	751	6.1%	883	6.9%	825	6.2%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,615	5.4%	1,491	4.8%	1,517	4.7%
↓ Required Formal Schooling (5-17)	4,543	15.2%	4,591	14.8%	4,529	14.0%
▲ College Years, Career Starts (18-24)	2,117	7.1%	2,345	7.5%	2,566	8.0%
↓ Singles and Young Families (25-34)	3,327	11.1%	3,400	10.9%	3,513	10.9%
↓ Families, Empty Nesters (35-54)	9,128	30.5%	8,620	27.7%	8,167	25.3%
▲ Enrichment Years Singles/Couples (55-64)	4,494	15.0%	4,901	15.8%	5,130	15.9%
▲ Retirement Opportunities (65+)	4,758	15.9%	5,743	18.5%	6,815	21.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,615	5.4%	1,491	4.8%	1,517	4.7%
↓ 5 to 9 years	1,699	5.7%	1,683	5.4%	1,554	4.8%
↓ 10 to 14 years	1,742	5.8%	1,800	5.8%	1,786	5.5%
15 to 17 years	1,102	3.7%	1,108	3.6%	1,189	3.7%
▲ 18 to 20 years	949	3.2%	1,004	3.2%	1,084	3.4%
21 to 24 years	1,168	3.9%	1,341	4.3%	1,482	4.6%
25 to 29 years	1,591	5.3%	1,649	5.3%	1,919	6.0%
↓ 30 to 34 years	1,736	5.8%	1,751	5.6%	1,594	4.9%
↓ 35 to 39 years	1,858	6.2%	1,877	6.0%	1,768	5.5%
↓ 40 to 44 years	2,212	7.4%	1,969	6.3%	1,961	6.1%
↓ 45 to 49 years	2,518	8.4%	2,249	7.2%	1,983	6.2%
↓ 50 to 54 years	2,540	8.5%	2,525	8.1%	2,455	7.6%
↓ 55 to 59 years	2,439	8.1%	2,494	8.0%	2,476	7.7%
▲ 60 to 64 years	2,055	6.9%	2,407	7.7%	2,654	8.2%
▲ 65 to 69 years	1,354	4.5%	1,916	6.2%	2,154	6.7%
▲ 70 to 74 years	986	3.3%	1,294	4.2%	1,878	5.8%
▲ 75 to 84 years	1,494	5.0%	1,579	5.1%	1,853	5.7%
↓ 85 or more years	924	3.1%	954	3.1%	930	2.9%

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	Number	Percent		
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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	26,119			
↓ Single (Never Married)	6,722	25.7%	32.9%	78
Married	13,957	53.4%	50.2%	107
▲ Divorced/Widowed	5,440	20.8%	16.9%	123
Marital Status Females 15 and Older (2016)	13,630			
↓ Single (Never Married)	2,960	21.7%	29.8%	73
Married	6,848	50.2%	48.8%	103
▲ Divorced/Widowed	3,822	28.0%	21.4%	131
Marital Status Males 15 and Older (2016)	12,489			
Single (Never Married)	3,762	30.1%	36.2%	83
Married	7,109	56.9%	51.6%	110
Divorced/Widowed	1,618	13.0%	12.3%	106
FAMILY STRUCTURE				
Households By Type (2016)	12,839			
Married Couple	6,495	50.6%	48.5%	104
Other Family - Male Head of Household	522	4.1%	4.9%	82
↓ Other Family - Female Head of Household	1,216	9.5%	13.0%	73
Non Family - Male Head of Household	1,890	14.7%	15.8%	93
Non Family - Female Head of Household	2,717	21.2%	17.7%	119
Households With Children 0 to 18 (2016)	3,769			
Married Couple Family	2,851	75.6%	65.2%	116
Other Family - Male Head of Household	265	7.0%	8.5%	83
↓ Other Family - Female Head of Household	619	16.4%	25.3%	65
Non Family	35	0.9%	1.0%	96
Population By Household Type (2016)	31,094			
↓ Group Quarters	332	1.1%	2.5%	43

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	332			
↓ Correctional Facilities	25	7.5%	30.0%	25
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	189	56.9%	18.7%	304
▲ Other	118	35.5%	15.2%	234
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	31,094			
White (Non-Hispanic)	21,885	70.4%	61.3%	115
↓ African-American (Non-Hisp)	553	1.8%	12.3%	14
↓ Hispanic/Latino	3,672	11.8%	17.8%	66
↓ Native American (Non-Hisp)	65	0.2%	0.7%	29
▲ Asian (Non-Hisp)	3,455	11.1%	5.3%	211
Hawaiian & Pacific Islander (Non-Hisp)	44	0.1%	0.2%	84
▲ Other Races & Multiple Races (Non-Hisp)	1,420	4.6%	2.4%	191
Asian Population By Race (2016)	3,513			
▲ Chinese	1,178	33.5%	22.3%	150
▲ Japanese	360	10.2%	5.0%	204
↓ Indian	153	4.4%	19.5%	22
▲ Korean	450	12.8%	9.6%	133
Vietnamese	320	9.1%	11.0%	83
Other Asian Races	1,052	29.9%	32.5%	92
Hispanic/Latino Population By Race (2016)	3,672			
White	2,191	59.7%	53.0%	113
↓ African-American	30	0.8%	2.5%	33
Native American	50	1.4%	1.4%	99
▲ Asian	58	1.6%	0.4%	377
Other Races & Multiple Races	1,343	36.6%	42.7%	86
Hispanic/Latino Population By Origin (2016)	3,672			
Mexican	2,147	58.5%	62.4%	94
↓ Puerto Rican	181	4.9%	9.5%	52
↓ Cuban	53	1.4%	3.5%	41
▲ Other Hispanic Origin	1,292	35.2%	24.6%	143

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	7,731			
↓ Pre-Primary (Public)	145	1.9%	3.4%	55
▲ Pre-Primary (Private)	400	5.2%	2.6%	197
Elementary/High School (Public)	3,853	49.8%	58.9%	85
▲ Elementary/High School (Private)	707	9.1%	6.6%	138
Enrolled in College	2,626	34.0%	28.4%	120
Population By Education Completed (Age 25 and over) (2016)	22,665			
↓ Elementary (Less than 9 years)	344	1.5%	5.8%	26
↓ Some High School (9 to 11 years)	495	2.2%	7.8%	28
↓ High School Graduate (12 years)	3,455	15.2%	27.9%	55
Some College (13 to 15 years)	5,247	23.2%	21.2%	109
Associate Degree	1,869	8.2%	8.0%	103
▲ Bachelor's Degree	7,585	33.5%	18.3%	183
▲ Graduate Degree	3,672	16.2%	11.0%	147
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	15,040			
▲ TOTAL WHITE COLLAR	11,532	76.7%	61.5%	125
▲ Executive and Managerial	2,499	16.6%	9.7%	170
Professional Specialty	2,952	19.6%	16.6%	118
▲ Technical Support	2,150	14.3%	8.3%	173
Sales	1,896	12.6%	10.9%	116
Administrative Support & Clerical	2,035	13.5%	16.0%	84
↓ TOTAL BLUE COLLAR	3,507	23.3%	38.5%	61
↓ Service: Private Households	383	2.5%	3.7%	69
Service: Protective	383	2.5%	2.2%	115
↓ Service: Other	844	5.6%	7.5%	75
↓ Farming, Forestry & Fishing	12	0.1%	0.7%	11
↓ Precision Production and Craft	975	6.5%	11.0%	59
↓ Operators and Assemblers	252	1.7%	3.2%	52
↓ Transportation and Material Moving	305	2.0%	6.2%	33
↓ Laborers	353	2.3%	4.0%	58

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	25,754			
Employed	15,087	58.6%	58.1%	101
Unemployed	1,408	5.5%	5.6%	97
Not in Labor Force	9,259	36.0%	36.3%	99
Total Female Pop. By Work Status (Age 20 to 64) (2013)	9,945			
TOTAL WORKING	6,754	67.9%	66.8%	102
With No Own Children	4,393	44.2%	42.2%	105
With Own Children Age 0 to 5 only	619	6.2%	5.5%	114
With Own Children Age 6 to 17 only	1,441	14.5%	14.8%	98
↓ With Own Children Both Age 0 to 5 and 6 to 17	301	3.0%	4.3%	70
TOTAL NOT WORKING (UNEMPLOYED)	627	6.3%	6.2%	101
▲ With No Own Children	491	4.9%	3.8%	132
↓ With Own Children Age 0 to 5 only	34	0.3%	0.7%	52
↓ With Own Children Age 6 to 17 only	98	1.0%	1.3%	78
↓ With Own Children Both Age 0 to 5 and 6 to 17	4	0.0%	0.5%	7
TOTAL NOT IN THE LABOR FORCE	2,565	25.8%	27.0%	96
With No Own Children	1,683	16.9%	17.1%	99
With Own Children Age 0 to 5 only	212	2.1%	2.6%	82
▲ With Own Children Age 6 to 17 only	571	5.7%	4.6%	124
↓ With Own Children Both Age 0 to 5 and 6 to 17	99	1.0%	2.6%	38
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	12,839			
Above Poverty Line (Households with Children)	7,913	66.6%	59.6%	112
Above Poverty Line (Households without Children)	3,476	29.2%	26.5%	110
↓ Below Poverty Line (Households with Children)	319	2.7%	7.9%	34
↓ Below Poverty Line (Households without Children)	182	1.5%	6.0%	25
Households By Presence of Retirement Income (2013)	12,279			
▲ With Retirement Income	2,726	22.2%	17.6%	126
Without Retirement Income	9,924	80.8%	81.5%	99

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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)	12,839			
Owner Occupied	8,709	67.8%	65.0%	104
Renter Occupied	4,130	32.2%	35.0%	92
▲ Median Rent (2013)	\$1,392		\$904	154
Structures By Number of Units (2016)	13,372			
Single Unit	9,641	72.1%	67.3%	107
3 to 4 Units	980	7.3%	8.1%	90
5 to 19 Units	1,249	9.3%	9.3%	100
20 to 49 Units	482	3.6%	3.6%	100
▲ 50 or more Units	1,017	7.6%	5.1%	149
↓ Mobile Home	3	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.59		2.57	101
Owner-Occupied Property Values (2016)	8,709			
↓ Under \$40,000	139	1.6%	7.2%	22
↓ \$40,000 to \$59,999	30	0.3%	3.7%	9
↓ \$60,000 to \$79,999	23	0.3%	5.1%	5
↓ \$80,000 to \$99,999	10	0.1%	6.5%	2
↓ \$100,000 to 149,999	19	0.2%	15.1%	1
↓ \$150,000 to \$199,999	70	0.8%	14.6%	6
↓ \$200,000 to \$299,999	273	3.1%	18.1%	17
▲ \$300,000 to \$499,999	2,231	25.6%	16.9%	151
▲ \$500,000 to \$999,999	4,969	57.1%	9.7%	588
▲ \$1,000,000 and over	945	10.9%	3.0%	359
▲ Median Property Value	\$619,127		\$192,432	322

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Prepared For:
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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	13,372			
2010 and later	610	4.6%	5.5%	83
↓ 2000 to 2009	381	2.8%	14.6%	20
↓ 1990 to 1999	740	5.5%	13.4%	41
▲ 1980 to 1989	2,893	21.6%	13.2%	164
▲ 1970 to 1979	2,670	20.0%	15.0%	133
▲ 1960 to 1969	2,400	17.9%	10.4%	173
▲ 1950 to 1959	2,599	19.4%	10.3%	189
↓ 1949 or earlier	1,080	8.1%	17.7%	46
Households By Number of Persons (2016)	12,839			
1 Person Household	3,579	27.9%	27.3%	102
2 Person Household	4,452	34.7%	32.3%	108
3 Person Household	2,198	17.1%	16.2%	105
4 Person Household	1,777	13.8%	13.1%	106
↓ 5 Person Household	576	4.5%	6.5%	69
↓ 6 Person Household	173	1.3%	2.8%	49
↓ 7 or more Person Household	84	0.7%	1.9%	34
Average Persons Per Household	2.4		2.6	93
Households By Heating Type (2013)	12,650			
▲ Utility and Other Gas	9,391	74.2%	54.0%	137
↓ Electric	3,078	24.3%	36.1%	67
↓ Oil	23	0.2%	6.1%	3
↓ Coal and Wood	62	0.5%	2.2%	22
↓ Solar/Other Fuel	37	0.3%	0.5%	59
↓ No Fuel Used	59	0.5%	0.9%	49

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TRANSPORTATION				
Households By Number of Vehicles (2016)	12,839			
↓ No Vehicles	885	6.9%	9.0%	77
1 Vehicle	3,855	30.0%	33.7%	89
2 Vehicle	5,101	39.7%	37.5%	106
3 or more Vehicles	2,998	23.4%	19.8%	118
Workers By Travel Time to Work (2016)	13,470			
Less than 15 minutes	3,353	24.9%	27.3%	91
15 to 29 minutes	4,022	29.9%	36.5%	82
30 to 44 minutes	2,576	19.1%	20.2%	95
▲ 45 to 59 minutes	1,285	9.5%	7.7%	123
▲ 60 or more minutes	2,235	16.6%	8.3%	200
▲ Average Travel Time to Work (minutes)	33.9		28.2	120
Workers By Type of Transportation to Work (2016)	14,514			
Drive Alone	10,018	69.0%	76.9%	90
Car Pool	1,124	7.7%	9.6%	81
▲ Public Transportation	1,946	13.4%	5.1%	262
↓ Walk to Work	144	1.0%	2.8%	35
Other Means	166	1.1%	1.2%	92
▲ Work at Home	1,118	7.7%	4.4%	176

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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)	8,221	64.0%	15.1%	424
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	3,315	25.8%	14.7%	176
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	942	7.3%	31.4%	23
5	Senior Life (7, 20, 21, 22, 30 and 31)	333	2.6%	6.9%	38
4	Rural Families (27, 26, 29, 33, 35 and 38)	24	0.2%	13.1%	1
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1	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.		
4	Educated Mid-Life Families	4,816	37.5%	3.4%	1100
1	Traditional Affluent Families	1,864	14.5%	3.5%	417
15	Reliable Young Starters	1,764	13.7%	4.3%	323
10	Suburban Mid-Life Families	843	6.6%	5.5%	118
8	Rising Potential Professionals	787	6.1%	2.3%	262
5	Prosperous Diversity	651	5.1%	3.1%	163
3	Mid-Life Prosperity	630	4.9%	1.5%	322
39	New Beginning Urbanites	501	3.9%	2.8%	141
14	Secure Mid-Life Families	259	2.0%	0.7%	308
12	Educated New Starters	252	2.0%	2.9%	67
21	Mature and Stable	111	0.9%	0.6%	152
20	Cautious and Mature	100	0.8%	2.6%	30
7	Prosperous and Mature	83	0.6%	0.5%	120
28	Building Country Families	71	0.6%	2.8%	20
30	Urban Senior Life	39	0.3%	0.8%	37
25	Working Country Consumers	22	0.2%	4.1%	4
27	Country Family Diversity	14	0.1%	0.3%	32
29	Working Country Families	10	0.1%	1.0%	8
19	Educated and Promising	10	0.1%	0.1%	99
9	Educated Working Families	6	0.0%	0.1%	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.		
49	Exception Households	3	0.0%	0.2%	9
32	Working Urban Life	1	0.0%	1.7%	0
2	Professional Affluent Families	1	0.0%	0.8%	1
37	Rising Multi-Ethnic Urbanites	1	0.0%	0.6%	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
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
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
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		12,839	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.4%	35.4%	74
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	50.6%	34.7%	146

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.2%	22.1%	78
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.6%	23.7%	87

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	129
↓ Baptist	6.7%	16.1%	42
Catholic	22.3%	23.7%	94
Congregational	1.9%	2.0%	98
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	273
Episcopal	3.0%	2.9%	104
↓ Holiness	0.1%	0.8%	17
↓ Jehovah's Witnesses	0.9%	1.1%	87
▲ Judaism	5.0%	3.2%	158
↓ Lutheran	5.8%	7.2%	80
↓ Methodist	4.8%	10.1%	48
▲ Mormon	2.8%	1.8%	158
▲ New Age	1.1%	0.6%	195
▲ Non-Denominational / Independent	10.3%	6.9%	149
Orthodox	0.3%	0.3%	107
↓ Pentecostal	2.1%	2.4%	88
▲ Presbyterian / Reformed	5.6%	4.6%	123
▲ Unitarian / Universalist	1.0%	0.7%	143
▲ Interested but No Preference	5.6%	3.9%	144
▲ Not Interested and No Preference	18.8%	11.1%	170

Likely to Have Changed Their Preference in the Last 10 Years	17.8%	16.8%	106
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.0%	4.0%	125
↓ Lets them do what they want and is supportive	9.6%	11.7%	82
Lets them do what they want and stays out of the way	5.0%	4.8%	104
Works with them on deciding what to do and helps them do it	80.4%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.1%	43.5%	97
↓ Finding/Providing Health Insurance	21.2%	29.0%	73
↓ Day-to-Day Financial Worries	25.2%	31.6%	80
Finding Employment Opportunities	14.1%	14.4%	98
Finding Affordable Housing	10.9%	11.3%	96
↓ Providing Adequate Food	5.4%	8.6%	63
Finding Child Care	6.2%	6.3%	99
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.3%	16.7%	85
↓ Dealing With Teen / Child Problems	17.1%	20.7%	82
▲ Finding/Providing Aging Parent Care	17.2%	15.5%	111
↓ Dealing With Abusive Relationships	8.5%	11.4%	75
↓ Dealing With Divorce	2.9%	4.5%	66
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.8%	27.0%	107
Finding/Providing Good Schools	25.1%	23.5%	107
Dealing with Problems in Schools	12.8%	13.6%	94
Dealing With Racial / Ethnic Prejudice	14.3%	13.1%	110
▲ Dealing With Neighborhood Gangs	11.0%	8.5%	129
▲ Dealing with Social Injustice	15.0%	11.3%	132
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.1%	50.6%	115
▲ Finding Time for Recreation / Leisure	31.9%	25.3%	126
Finding Better Quality Healthcare	22.6%	23.9%	95
Finding A Satisfying Job / Career	21.0%	19.3%	108
Finding Retirement Opportunities	18.9%	18.9%	100
Achieving A Fulfilling Marriage	24.6%	22.3%	110
Developing Parenting Skills	15.9%	14.7%	108
Achieving Educational Objectives	8.1%	7.5%	108
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.6%	29.8%	99
Finding Companionship	18.0%	17.3%	104
↓ Finding A Good Church	8.8%	15.2%	58
↓ Finding Spiritual Teaching	8.3%	12.9%	64
▲ Finding Life Direction	16.3%	14.0%	117

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	79.5%	84.5%	94
↓ “God is actively involved in the world including nations and their governments”	53.3%	63.8%	84

SOCIETY:

“It is important to preserve the traditional American family structure”	88.7%	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”	95.1%	94.0%	101

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	43.6%	50.1%	87
“The role of Churches / Synagogues is to help form and support moral values”	77.9%	81.1%	96
“Churches and religious organizations should provide more human services”	59.4%	62.6%	95

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	37.8%	36.3%	104
“The changing racial / ethnic face of America is a threat to our national heritage”	35.0%	36.3%	96

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	63.1%	59.8%	106
▲ More than \$500 per year	35.9%	31.2%	115
▲ More than \$1,000 per year	22.4%	17.4%	129

TO CHARITIES:

▲ More than \$100 per year	47.6%	33.7%	141
▲ More than \$500 per year	16.1%	6.8%	237
▲ More than \$1,000 per year	6.0%	2.3%	261

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	27.6%	16.1%	171
▲ More than \$500 per year	8.8%	4.3%	205
▲ More than \$1,000 per year	5.7%	2.2%	259

Ministry Area Profile 2016
Compass
REPORT

Christ the King Parish

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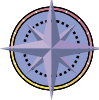


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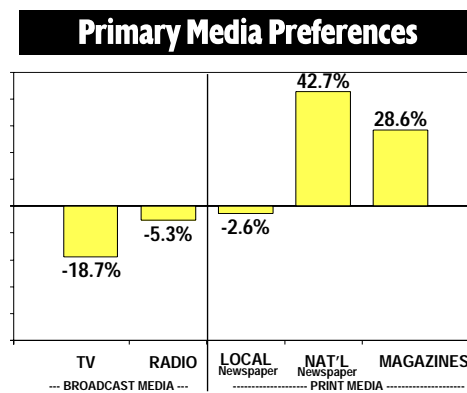
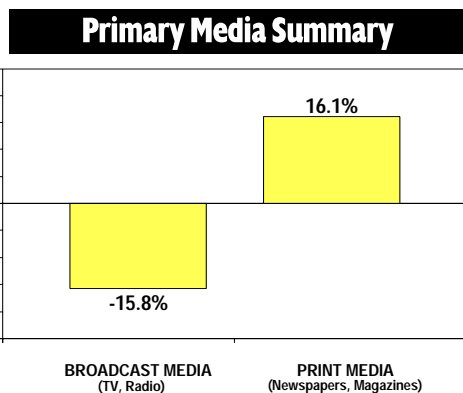
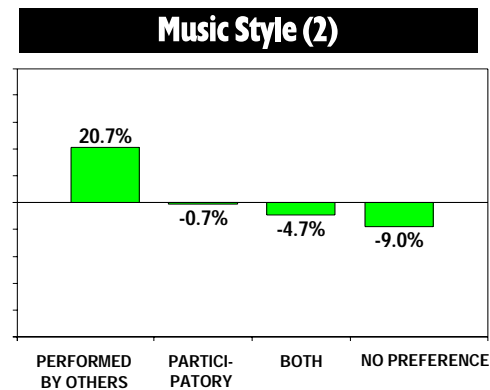
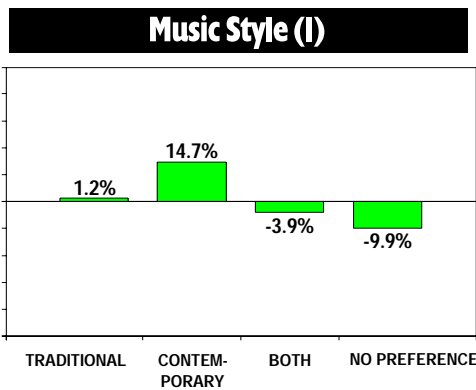
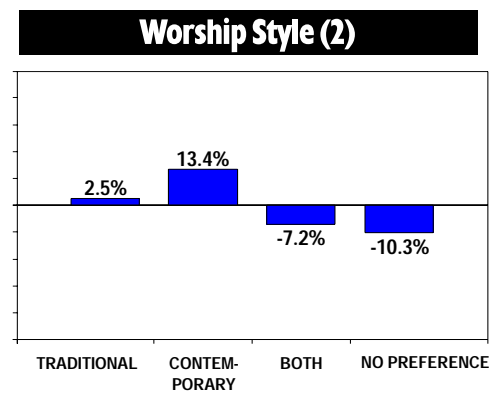
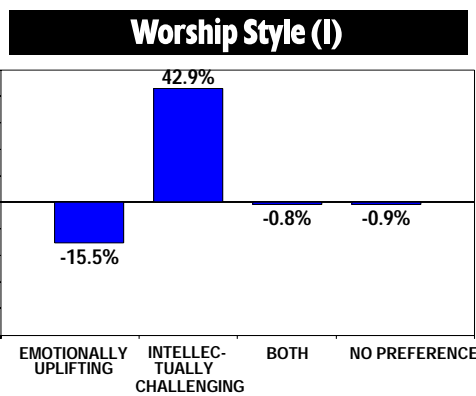
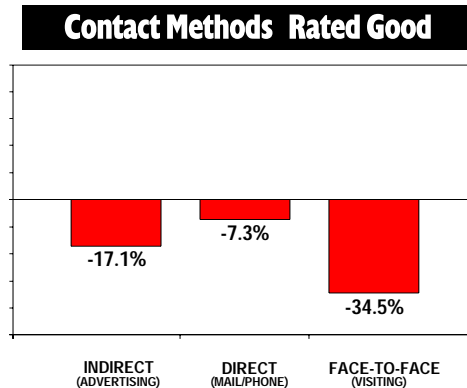
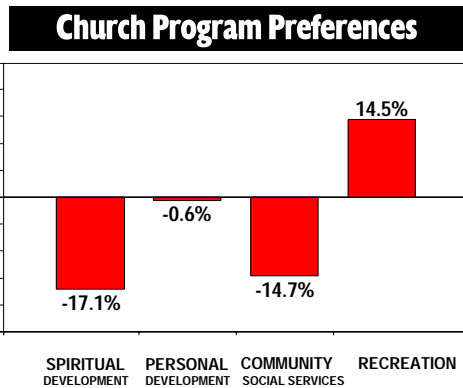
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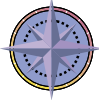


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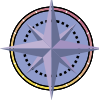
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	29.4%	41.1%	71
Adult Theological Discussion Groups	22.2%	22.5%	99
Spiritual Retreats	10.8%	11.6%	93
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.7%	15.2%	103
Parent Training Programs	7.9%	7.8%	102
Twelve Step Programs	3.4%	3.5%	98
↓ Divorce Recovery	1.7%	2.4%	71
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	19.3%	22.5%	86
↓ Care for the Terminally Ill	13.3%	15.7%	85
↓ Food and Clothing Resources	6.6%	11.1%	59
Day Care Services	6.6%	6.1%	109
▲ Church Sponsored Day-School	6.3%	5.7%	111
<i>RECREATION:</i>			
Youth Social Programs	32.7%	29.7%	110
Family Activities and Outings	33.9%	32.8%	103
Active Retirement Programs	28.5%	26.8%	106
▲ Cultural Programs (Music, Drama, Art)	27.5%	18.9%	145
▲ Sports or Camping	8.5%	6.3%	135

SUMMARY	
↓ Spiritual Development Index	83
Personal Development Index	99
↓ Community/Social Services Index	85
▲ Recreation Index	115



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.3%	26.4%	85
▲ B. Intellectually Challenging	15.9%	11.1%	143
C. Both A and B	38.9%	39.2%	99
D. No Preference or Not Interested	23.2%	23.4%	99

PART 2:

A. Traditional/Formal/Ceremonial	20.7%	20.2%	102
▲ B. Contemporary/Informal	29.8%	26.3%	113
C. Both A and B	24.6%	26.5%	93
D. No Preference or Not Interested	24.2%	26.9%	90

MUSIC STYLE INDICATOR

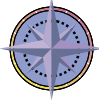
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.7%	24.4%	101
▲ B. Contemporary	22.6%	19.7%	115
C. Both A and B	29.9%	31.1%	96
D. No Preference or Not Interested	22.3%	24.8%	90

PART 2:

▲ A. Performed by Others	22.6%	18.7%	121
B. Participatory	22.8%	22.9%	99
C. Both A and B	30.7%	32.2%	95
D. No Preference or Not Interested	23.8%	26.2%	91



Date: 6/20/2016

Prepared For:
 Christ the King Parish

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	25.0%	22.0%	113
B. Personal Spiritual Development	15.0%	14.3%	105
C. Both A and B	35.4%	37.4%	95
D. No Preference or Not Interested	24.6%	26.3%	93

PART 2:

A. Global Mission	6.0%	6.2%	98
B. Local Mission	35.1%	33.3%	105
C. Both A and B	29.2%	30.1%	97
D. No Preference or Not Interested	29.3%	30.4%	97

CHURCH ARCHITECTURE INDICATOR

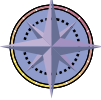
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	24.4%	26.6%	92
▲ B. Contemporary	20.8%	15.9%	130
C. Both A and B	30.9%	32.3%	96
D. No Preference or Not Interested	23.7%	25.1%	95

PART 2:

↓ A. Somber/Serious	7.4%	9.4%	79
▲ B. Light and Airy	40.8%	34.7%	118
C. Both A and B	26.4%	27.7%	95
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	38.4%	47.3%	81
Radio	12.6%	13.3%	95

PRINT MEDIA:

Local Newspaper	39.4%	36.1%	109
▲ National Newspaper	6.2%	4.3%	143
▲ Magazines	4.2%	2.4%	174

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.8%	31.9%	100
↓ Radio	20.8%	23.8%	88

PRINT MEDIA:

Local Newspaper	31.8%	32.7%	97
▲ National Newspaper	6.4%	5.8%	112
▲ Magazines	9.1%	7.0%	129

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	89
Overall Print Media Index	110



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

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	30.2%	36.2%	83
↓ Putting Ad in Local Newspaper	29.7%	33.8%	88
↓ Local Cable Channels	23.5%	30.4%	77
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.7%	53.7%	96
↓ Calling and Offering to Send Information By Mail	26.3%	29.5%	89
↓ Calling and Discussing on the Phone	10.2%	12.0%	85
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.4%	20.1%	67
↓ Going Door to Door	8.9%	14.0%	64

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	25.8%	19.6%	132
▲ Putting Ad in Local Newspaper	29.2%	21.5%	135
▲ Local Cable Channels	37.5%	30.7%	122
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.3%	13.3%	122
▲ Calling and Offering to Send Information By Mail	39.9%	34.0%	117
▲ Calling and Discussing on the Phone	68.3%	60.6%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	61.0%	49.6%	123
▲ Going Door to Door	70.9%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	83
Direct Methods Index	93
↓ Face-to-Face Methods Index	66

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	129
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	116