

# ministry area profile 2016

Diocese of Oakland - Contra Costa Cty Only  
2121 Harrison Street, Ste 100  
Oakland, CA 94612

## Study Area Definition: County





Prepared For:  
Diocese of Oakland - Contra Costa Cty Only  
2121 Harrison Street, Ste 100  
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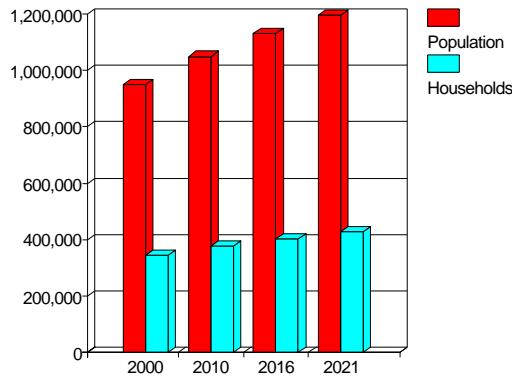
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 1,131,021 persons residing in the defined study area. This represents an increase of 182,209 or 19.2% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 5.9% or 66,874 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 45 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 18.7% 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 44.8% of the population and all other racial/ethnic groups make up a substantial 55.3% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 25.5% of the total population. *Asians* are projected to be the fastest growing group increasing by 15.7% 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 328,448 persons or 29.0% 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 *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 *somewhat high*. While 88.6% 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 39.1% 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, Time for Recreation/Leisure, Neighborhood Crime and Safety, Racial/Ethnic Prejudice* and *Long-term Financial Security*. (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 *very 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 \$114,867 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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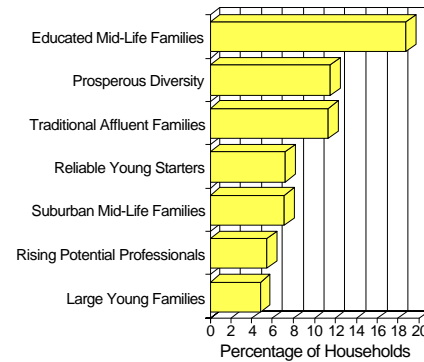
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**Population and Households**

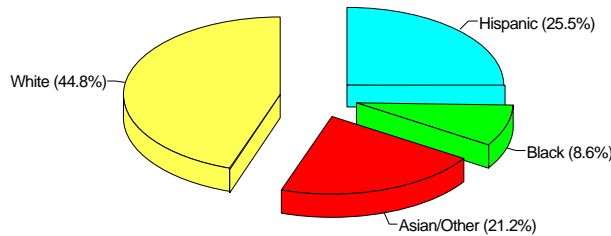


**Primary U.S. Lifestyles Segments-2016**

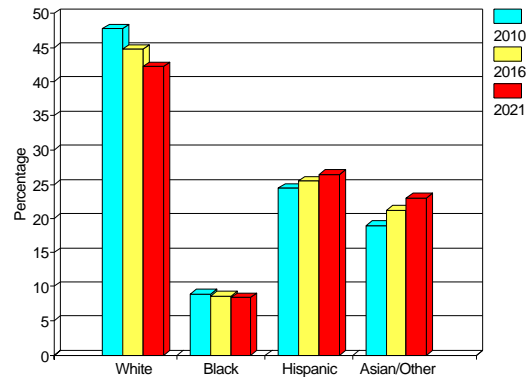


The population in the study area has increased by 81996 persons, or 7.8% since 2010 and is projected to increase by 66874 persons, or 5.9% between 2016 and 2021. The number of households has increased by 27153, or 7.2% since 2010 and is projected to increase by 23577, or 5.9% between 2016 and 2021.

**Population By Race/Ethnicity-2016**

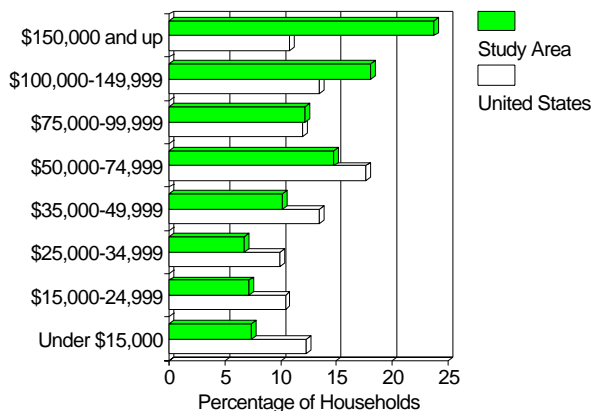


**Population By Race/Ethnicity Trend**

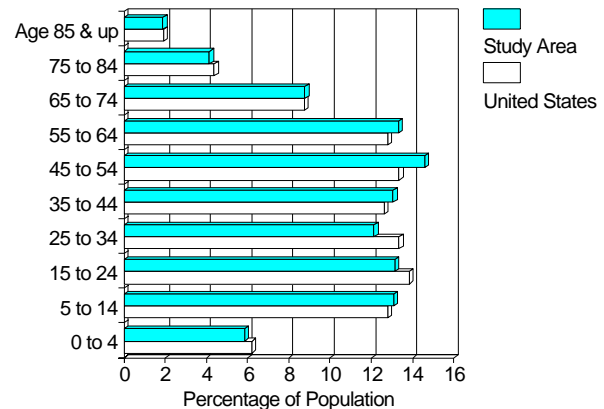


Between 2016 and 2021, the White population is projected to decrease by 1225 persons and to decrease from 44.8% to 42.2% of the total population. The Black population is projected to increase by 2756 persons and to decrease from 8.6% to 8.4% of the total. The Hispanic/Latino population is projected to increase by 28416 persons and to increase from 25.5% to 26.4% of the total. The Asian/Other population is projected to increase by 36927 persons and to increase from 21.2% to 23.1% of the total population.

**Households By Income-2016**



**Population by Age-2016**

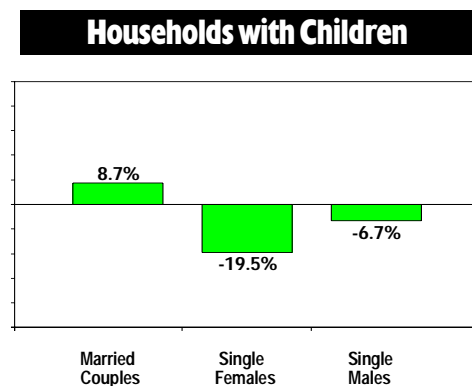
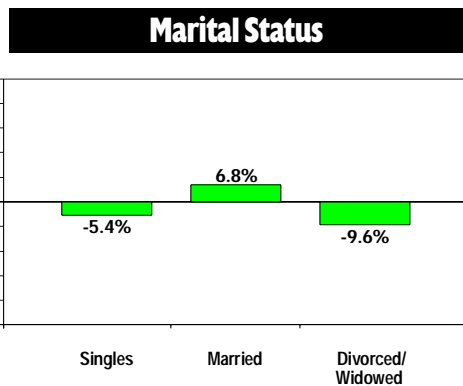
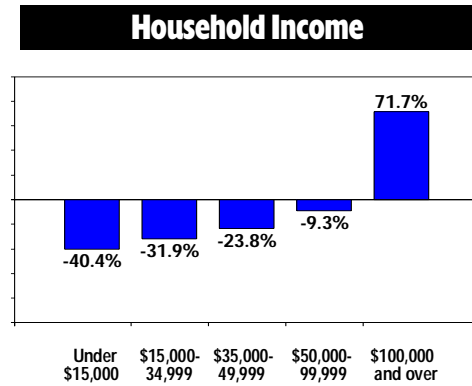
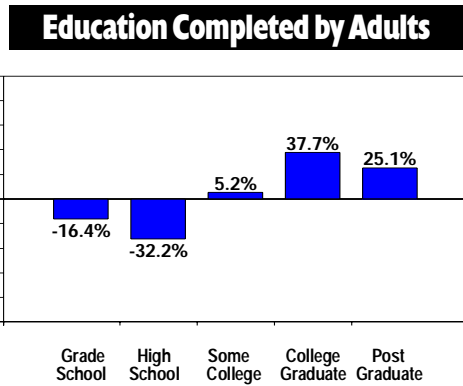
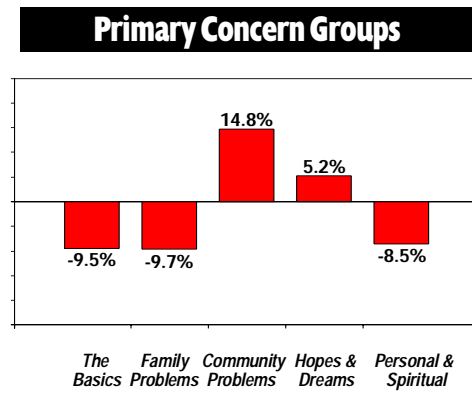
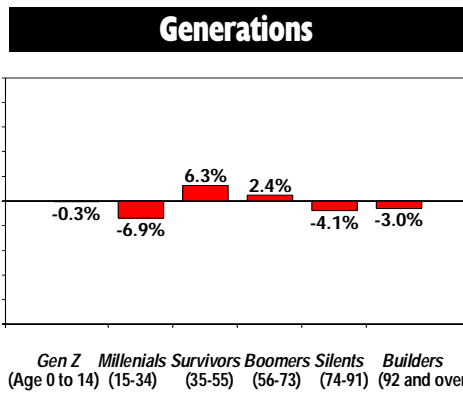
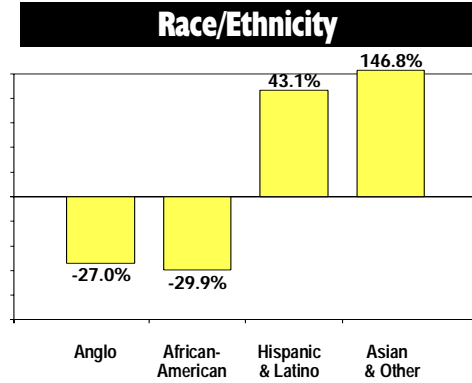
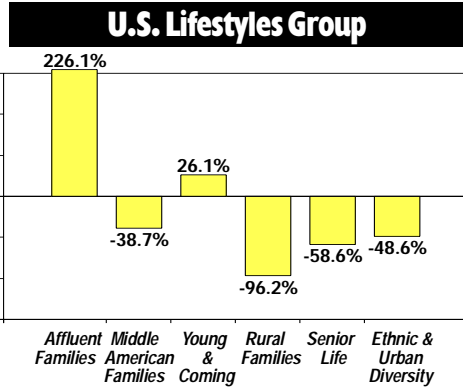


The average household income in the study area is \$114867 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.3 and is projected to increase to 40.4 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	<b>948,812</b>	<b>1,049,025</b>	<b>1,131,021</b>	<b>1,197,895</b>
Population Change		100,213	81,996	66,874
Percentage Change		10.6%	7.8%	5.9%
Average Annual Growth Rate		1.1%	1.3%	1.2%
▲ <b>Density (Pop. per square mile)</b>	<b>1,329</b>	<b>1,469</b>	<b>1,584</b>	<b>1,678</b>
HOUSEHOLDS				
▲ <b>Households</b>	<b>344,126</b>	<b>375,364</b>	<b>402,517</b>	<b>426,094</b>
Household Change		31,238	27,153	23,577
Percentage Change		9.1%	7.2%	5.9%
Average Annual Growth Rate		0.9%	1.2%	1.2%
▲ <b>Persons Per Household</b>	<b>2.73</b>	<b>2.77</b>	<b>2.78</b>	<b>2.78</b>

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	500,923	47.8%	506,248	44.8%	505,023	42.2%
↓ African-American (Non-Hisp)	93,604	8.9%	97,646	8.6%	100,402	8.4%
▲ <b>Hispanic/Latino</b>	<b>255,560</b>	<b>24.4%</b>	<b>287,907</b>	<b>25.5%</b>	<b>316,323</b>	<b>26.4%</b>
▲ <b>Asian/Other (Non-Hisp)</b>	<b>198,938</b>	<b>19.0%</b>	<b>239,220</b>	<b>21.2%</b>	<b>276,147</b>	<b>23.1%</b>

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	537,499	51.2%	578,478	51.1%	612,669	51.1%
▲ <b>Male</b>	<b>511,526</b>	<b>48.8%</b>	<b>552,543</b>	<b>48.9%</b>	<b>585,226</b>	<b>48.9%</b>

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ <b>Generation Z (Born 2002 and later)</b>	<b>124,846</b>	<b>11.9%</b>	<b>214,139</b>	<b>18.9%</b>	<b>294,421</b>	<b>24.6%</b>
↓ Millennials (Born 1982 to 2001)	274,408	26.2%	286,165	25.3%	297,241	24.8%
↓ Survivors (Born 1961 to 1981)	310,501	29.6%	328,462	29.0%	335,762	28.0%
↓ Boomers (Born 1943 to 1960)	233,598	22.3%	225,609	19.9%	213,325	17.8%
↓ Silents (Born 1925 to 1942)	88,238	8.4%	72,367	6.4%	56,927	4.8%
↓ Builders (Born 1924 and earlier)	17,435	1.7%	4,279	0.4%	219	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Age</b>	<b>38.0</b>	<b>39.3</b>	<b>40.4</b>
▲ <b>Median Age</b>	<b>38.2</b>	<b>39.4</b>	<b>40.5</b>

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Household Income</b>	<b>\$101,223</b>	<b>\$114,867</b>	<b>\$125,308</b>
▲ <b>Median Household Income</b>	<b>\$78,385</b>	<b>\$83,007</b>	<b>\$90,614</b>
▲ <b>Per Capita Income</b>	<b>\$36,220</b>	<b>\$40,880</b>	<b>\$44,572</b>

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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	74,609	19.9%	95,441	23.7%	116,221	27.3%
\$100,000 to \$149,999	69,652	18.6%	72,414	18.0%	77,959	18.3%
↓ \$75,000 to \$99,999	50,780	13.5%	49,143	12.2%	50,255	11.8%
↓ \$50,000 to \$74,999	60,901	16.2%	59,037	14.7%	58,724	13.8%
↓ \$35,000 to \$49,999	39,076	10.4%	41,097	10.2%	40,746	9.6%
↓ \$25,000 to \$34,999	26,705	7.1%	27,056	6.7%	26,695	6.3%
\$15,000 to \$24,999	25,102	6.7%	28,801	7.2%	27,644	6.5%
↓ Under \$15,000	28,539	7.6%	29,528	7.3%	27,850	6.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	67,018	6.4%	66,045	5.8%	68,572	5.7%
↓ Required Formal Schooling (5-17)	193,487	18.4%	195,591	17.3%	194,143	16.2%
▲ College Years, Career Starts (18-24)	86,951	8.3%	101,358	9.0%	111,322	9.3%
↓ Singles and Young Families (25-34)	129,643	12.4%	137,310	12.1%	144,786	12.1%
↓ Families, Empty Nesters (35-54)	312,730	29.8%	312,451	27.6%	308,695	25.8%
▲ Enrichment Years Singles/Couples (55-64)	128,758	12.3%	150,622	13.3%	165,708	13.8%
▲ Retirement Opportunities (65+)	130,438	12.4%	167,644	14.8%	204,669	17.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	67,018	6.4%	66,045	5.8%	68,572	5.7%
↓ 5 to 9 years	72,285	6.9%	71,214	6.3%	68,996	5.8%
↓ 10 to 14 years	74,444	7.1%	76,880	6.8%	74,655	6.2%
15 to 17 years	46,758	4.5%	47,497	4.2%	50,492	4.2%
▲ 18 to 20 years	39,521	3.8%	43,914	3.9%	47,323	4.0%
21 to 24 years	47,430	4.5%	57,444	5.1%	63,999	5.3%
25 to 29 years	64,747	6.2%	66,523	5.9%	80,899	6.8%
30 to 34 years	64,896	6.2%	70,787	6.3%	63,887	5.3%
↓ 35 to 39 years	70,520	6.7%	72,170	6.4%	72,839	6.1%
↓ 40 to 44 years	78,130	7.4%	75,396	6.7%	73,957	6.2%
↓ 45 to 49 years	84,006	8.0%	79,969	7.1%	75,414	6.3%
↓ 50 to 54 years	80,074	7.6%	84,916	7.5%	86,485	7.2%
55 to 59 years	69,400	6.6%	80,055	7.1%	83,456	7.0%
▲ 60 to 64 years	59,358	5.7%	70,567	6.2%	82,252	6.9%
▲ 65 to 69 years	41,276	3.9%	58,324	5.2%	66,298	5.5%
▲ 70 to 74 years	29,443	2.8%	40,842	3.6%	57,731	4.8%
▲ 75 to 84 years	40,347	3.8%	47,082	4.2%	58,735	4.9%
85 or more years	19,372	1.8%	21,396	1.9%	21,905	1.8%

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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	916,882			
Single (Never Married)	285,432	31.1%	32.9%	95
Married	491,024	53.6%	50.2%	107
Divorced/Widowed	140,426	15.3%	16.9%	90
<b>Marital Status Females 15 and Older (2016)</b>	473,510			
Single (Never Married)	133,208	28.1%	29.8%	94
Married	246,246	52.0%	48.8%	107
Divorced/Widowed	94,056	19.9%	21.4%	93
<b>Marital Status Males 15 and Older (2016)</b>	443,372			
Single (Never Married)	152,224	34.3%	36.2%	95
Married	244,778	55.2%	51.6%	107
Divorced/Widowed	46,370	10.5%	12.3%	85
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	402,517			
Married Couple	213,576	53.1%	48.5%	109
Other Family - Male Head of Household	20,964	5.2%	4.9%	106
Other Family - Female Head of Household	50,185	12.5%	13.0%	96
Non Family - Male Head of Household	51,789	12.9%	15.8%	81
Non Family - Female Head of Household	66,003	16.4%	17.7%	92
<b>Households With Children 0 to 18 (2016)</b>	151,039			
Married Couple Family	107,134	70.9%	65.2%	109
Other Family - Male Head of Household	11,926	7.9%	8.5%	93
Other Family - Female Head of Household	30,799	20.4%	25.3%	80
Non Family	1,180	0.8%	1.0%	81
<b>Population By Household Type (2016)</b>	1,131,021			
↓ Group Quarters	10,492	0.9%	2.5%	37



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	10,492			
↓ Correctional Facilities	2,016	19.2%	30.0%	64
↓ College Dorms	1,590	15.2%	31.9%	48
↓ Military	0	0.0%	4.2%	0
Nursing Homes	3,375	32.2%	18.7%	172
▲ <b>Other</b>	<b>3,511</b>	<b>33.5%</b>	<b>15.2%</b>	<b>220</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	1,131,021			
↓ White (Non-Hispanic)	506,248	44.8%	61.3%	73
↓ African-American (Non-Hisp)	97,646	8.6%	12.3%	70
▲ <b>Hispanic/Latino</b>	<b>287,907</b>	<b>25.5%</b>	<b>17.8%</b>	<b>143</b>
↓ Native American (Non-Hisp)	3,127	0.3%	0.7%	38
▲ <b>Asian (Non-Hisp)</b>	<b>180,037</b>	<b>15.9%</b>	<b>5.3%</b>	<b>302</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>4,950</b>	<b>0.4%</b>	<b>0.2%</b>	<b>260</b>
▲ <b>Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>51,106</b>	<b>4.5%</b>	<b>2.4%</b>	<b>189</b>
<b>Asian Population By Race (2016)</b>	182,953			
Chinese	48,952	26.8%	22.3%	120
Japanese	8,953	4.9%	5.0%	97
Indian	29,156	15.9%	19.5%	82
↓ Korean	8,585	4.7%	9.6%	49
↓ Vietnamese	8,048	4.4%	11.0%	40
▲ <b>Other Asian Races</b>	<b>79,259</b>	<b>43.3%</b>	<b>32.5%</b>	<b>133</b>
<b>Hispanic/Latino Population By Race (2016)</b>	287,907			
White	127,966	44.4%	53.0%	84
↓ African-American	4,007	1.4%	2.5%	56
Native American	3,536	1.2%	1.4%	90
▲ <b>Asian</b>	<b>2,916</b>	<b>1.0%</b>	<b>0.4%</b>	<b>242</b>
▲ <b>Other Races &amp; Multiple Races</b>	<b>149,482</b>	<b>51.9%</b>	<b>42.7%</b>	<b>121</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	287,907			
Mexican	201,721	70.1%	62.4%	112
↓ Puerto Rican	8,091	2.8%	9.5%	30
↓ Cuban	1,844	0.6%	3.5%	18
Other Hispanic Origin	76,251	26.5%	24.6%	108

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	289,437			
↓ Pre-Primary (Public)	7,940	2.7%	3.4%	80
▲ Pre-Primary (Private)	<b>10,591</b>	<b>3.7%</b>	<b>2.6%</b>	<b>139</b>
Elementary/High School (Public)	175,787	60.7%	58.9%	103
Elementary/High School (Private)	20,539	7.1%	6.6%	107
Enrolled in College	74,580	25.8%	28.4%	91
<b>Population By Education Completed (Age 25 and over) (2016)</b>	768,027			
Elementary (Less than 9 years)	44,585	5.8%	5.8%	100
↓ Some High School (9 to 11 years)	42,676	5.6%	7.8%	72
↓ High School Graduate (12 years)	145,227	18.9%	27.9%	68
Some College (13 to 15 years)	171,884	22.4%	21.2%	106
Associate Degree	63,781	8.3%	8.0%	104
▲ Bachelor's Degree	<b>193,676</b>	<b>25.2%</b>	<b>18.3%</b>	<b>138</b>
▲ Graduate Degree	<b>106,198</b>	<b>13.8%</b>	<b>11.0%</b>	<b>125</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	530,745			
TOTAL WHITE COLLAR	351,920	66.3%	61.5%	108
▲ Executive and Managerial	<b>67,069</b>	<b>12.6%</b>	<b>9.7%</b>	<b>130</b>
Professional Specialty	88,370	16.7%	16.6%	100
▲ Technical Support	<b>60,434</b>	<b>11.4%</b>	<b>8.3%</b>	<b>138</b>
Sales	58,187	11.0%	10.9%	101
Administrative Support & Clerical	77,860	14.7%	16.0%	92
TOTAL BLUE COLLAR	178,825	33.7%	38.5%	87
Service: Private Households	22,753	4.3%	3.7%	116
Service: Protective	12,202	2.3%	2.2%	104
Service: Other	33,493	6.3%	7.5%	85
↓ Farming, Forestry & Fishing	1,582	0.3%	0.7%	41
↓ Precision Production and Craft	43,691	8.2%	11.0%	75
Operators and Assemblers	15,405	2.9%	3.2%	90
↓ Transportation and Material Moving	23,621	4.5%	6.2%	72
▲ Laborers	<b>26,078</b>	<b>4.9%</b>	<b>4.0%</b>	<b>122</b>

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	901,309			
Employed	530,691	58.9%	58.1%	101
Unemployed	53,940	6.0%	5.6%	106
Not in Labor Force	316,678	35.1%	36.3%	97
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	325,601			
TOTAL WORKING	215,031	66.0%	66.8%	99
With No Own Children	133,126	40.9%	42.2%	97
With Own Children Age 0 to 5 only	17,604	5.4%	5.5%	99
With Own Children Age 6 to 17 only	49,037	15.1%	14.8%	102
With Own Children Both Age 0 to 5 and 6 to 17	15,264	4.7%	4.3%	109
TOTAL NOT WORKING (UNEMPLOYED)	22,534	6.9%	6.2%	111
With No Own Children	13,946	4.3%	3.8%	114
With Own Children Age 0 to 5 only	2,186	0.7%	0.7%	102
▲ With Own Children Age 6 to 17 only	<b>5,333</b>	<b>1.6%</b>	<b>1.3%</b>	<b>130</b>
↓ With Own Children Both Age 0 to 5 and 6 to 17	1,069	0.3%	0.5%	60
TOTAL NOT IN THE LABOR FORCE	88,036	27.0%	27.0%	100
With No Own Children	50,881	15.6%	17.1%	91
With Own Children Age 0 to 5 only	8,906	2.7%	2.6%	105
▲ With Own Children Age 6 to 17 only	<b>18,678</b>	<b>5.7%</b>	<b>4.6%</b>	<b>123</b>
With Own Children Both Age 0 to 5 and 6 to 17	9,571	2.9%	2.6%	111
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	402,517			
Above Poverty Line (Households with Children)	262,031	61.0%	59.6%	102
Above Poverty Line (Households without Children)	126,840	29.5%	26.5%	111
↓ Below Poverty Line (Households with Children)	22,682	5.3%	7.9%	67
↓ Below Poverty Line (Households without Children)	17,746	4.1%	6.0%	68
<b>Households By Presence of Retirement Income (2013)</b>	375,364			
With Retirement Income	70,108	18.7%	17.6%	106
Without Retirement Income	305,747	81.5%	81.5%	100

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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	402,517			
Owner Occupied	269,560	67.0%	65.0%	103
Renter Occupied	132,957	33.0%	35.0%	94
<b>▲ Median Rent (2013)</b>	<b>\$1,365</b>		<b>\$904</b>	<b>151</b>
<b>Structures By Number of Units (2016)</b>	427,820			
Single Unit	319,042	74.6%	67.3%	111
3 to 4 Units	29,830	7.0%	8.1%	86
5 to 19 Units	35,618	8.3%	9.3%	89
20 to 49 Units	14,814	3.5%	3.6%	96
50 or more Units	20,872	4.9%	5.1%	95
↓ Mobile Home	7,296	1.7%	6.4%	27
Other	348	0.1%	0.1%	95
<b>▲ Single To Multiple Unit Ratio</b>	<b>3.15</b>		<b>2.57</b>	<b>123</b>
<b>Owner-Occupied Property Values (2016)</b>	269,560			
↓ Under \$40,000	7,595	2.8%	7.2%	39
↓ \$40,000 to \$59,999	2,176	0.8%	3.7%	22
↓ \$60,000 to \$79,999	1,440	0.5%	5.1%	10
↓ \$80,000 to \$99,999	1,917	0.7%	6.5%	11
↓ \$100,000 to \$149,999	8,664	3.2%	15.1%	21
↓ \$150,000 to \$199,999	13,241	4.9%	14.6%	34
↓ \$200,000 to \$299,999	34,001	12.6%	18.1%	70
<b>▲ \$300,000 to \$499,999</b>	<b>68,506</b>	<b>25.4%</b>	<b>16.9%</b>	<b>150</b>
<b>▲ \$500,000 to \$999,999</b>	<b>84,498</b>	<b>31.3%</b>	<b>9.7%</b>	<b>323</b>
<b>▲ \$1,000,000 and over</b>	<b>47,522</b>	<b>17.6%</b>	<b>3.0%</b>	<b>583</b>
<b>▲ Median Property Value</b>	<b>\$491,620</b>		<b>\$192,432</b>	<b>255</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	427,820			
▲ <b>2010 and later</b>	<b>29,852</b>	<b>7.0%</b>	<b>5.5%</b>	<b>126</b>
2000 to 2009	54,625	12.8%	14.6%	87
1990 to 1999	48,059	11.2%	13.4%	84
1980 to 1989	66,292	15.5%	13.2%	118
1970 to 1979	75,862	17.7%	15.0%	118
▲ <b>1960 to 1969</b>	<b>56,083</b>	<b>13.1%</b>	<b>10.4%</b>	<b>126</b>
1950 to 1959	52,142	12.2%	10.3%	119
↓ 1949 or earlier	44,905	10.5%	17.7%	59
<b>Households By Number of Persons (2016)</b>	402,517			
1 Person Household	92,297	22.9%	27.3%	84
2 Person Household	122,377	30.4%	32.3%	94
3 Person Household	69,629	17.3%	16.2%	106
4 Person Household	62,347	15.5%	13.1%	119
▲ <b>5 Person Household</b>	<b>31,467</b>	<b>7.8%</b>	<b>6.5%</b>	<b>121</b>
▲ <b>6 Person Household</b>	<b>13,933</b>	<b>3.5%</b>	<b>2.8%</b>	<b>125</b>
▲ <b>7 or more Person Household</b>	<b>10,467</b>	<b>2.6%</b>	<b>1.9%</b>	<b>136</b>
Average Persons Per Household	2.8		2.6	107
<b>Households By Heating Type (2013)</b>	375,855			
▲ <b>Utility and Other Gas</b>	<b>275,805</b>	<b>73.4%</b>	<b>54.0%</b>	<b>136</b>
↓ Electric	92,860	24.7%	36.1%	68
↓ Oil	218	0.1%	6.1%	1
↓ Coal and Wood	2,622	0.7%	2.2%	31
↓ Solar/Other Fuel	1,283	0.3%	0.5%	69
No Fuel Used	3,067	0.8%	0.9%	86

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	402,517			
↓ No Vehicles	22,242	5.5%	9.0%	62
1 Vehicle	115,743	28.8%	33.7%	85
2 Vehicle	162,981	40.5%	37.5%	108
▲ 3 or more Vehicles	<b>101,551</b>	<b>25.2%</b>	<b>19.8%</b>	<b>128</b>
<b>Workers By Travel Time to Work (2016)</b>	485,595			
↓ Less than 15 minutes	93,081	19.2%	27.3%	70
↓ 15 to 29 minutes	131,572	27.1%	36.5%	74
30 to 44 minutes	102,054	21.0%	20.2%	104
▲ 45 to 59 minutes	<b>61,286</b>	<b>12.6%</b>	<b>7.7%</b>	<b>163</b>
▲ 60 or more minutes	<b>97,602</b>	<b>20.1%</b>	<b>8.3%</b>	<b>242</b>
▲ Average Travel Time to Work (minutes)	<b>38.1</b>		<b>28.2</b>	<b>135</b>
<b>Workers By Type of Transportation to Work (2016)</b>	512,309			
Drive Alone	355,108	69.3%	76.9%	90
▲ Car Pool	<b>60,417</b>	<b>11.8%</b>	<b>9.6%</b>	<b>123</b>
▲ Public Transportation	<b>51,530</b>	<b>10.1%</b>	<b>5.1%</b>	<b>197</b>
↓ Walk to Work	8,375	1.6%	2.8%	58
Other Means	7,384	1.4%	1.2%	116
▲ Work at Home	<b>29,495</b>	<b>5.8%</b>	<b>4.4%</b>	<b>131</b>

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	198,360	49.3%	15.1%	326
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	77,592	19.3%	31.4%	61
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	74,364	18.5%	14.7%	126
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	38,027	9.4%	18.4%	51
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	11,493	2.9%	6.9%	41
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	1,990	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	75,466	18.7%	3.4%	550
5	Prosperous Diversity	46,373	11.5%	3.1%	371
1	Traditional Affluent Families	45,587	11.3%	3.5%	325
15	Reliable Young Starters	29,241	7.3%	4.3%	171
10	Suburban Mid-Life Families	28,656	7.1%	5.5%	128
8	Rising Potential Professionals	21,958	5.5%	2.3%	233
17	Large Young Families	19,515	4.8%	2.2%	225
14	Secure Mid-Life Families	15,788	3.9%	0.7%	598
12	Educated New Starters	15,350	3.8%	2.9%	130
45	Struggling Urban Diversity	10,174	2.5%	2.5%	103
40	Surviving Urban Diversity	9,432	2.3%	4.0%	58
2	Professional Affluent Families	8,828	2.2%	0.8%	272
39	New Beginning Urbanites	7,558	1.9%	2.8%	68
24	Metro Multi-Ethnic Diversity	7,465	1.9%	2.7%	67
11	Young Suburban Families	7,363	1.8%	3.0%	62
18	Working Urban Families	7,361	1.8%	4.0%	46
46	Struggling Black Households	6,652	1.7%	2.5%	66
25	Working Country Consumers	5,303	1.3%	4.1%	32
3	Mid-Life Prosperity	5,075	1.3%	1.5%	83
28	Building Country Families	3,660	0.9%	2.8%	32

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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.		
20	Cautious and Mature	3,392	0.8%	2.6%	32
16	Established Country Families	3,368	0.8%	6.4%	13
21	Mature and Stable	2,371	0.6%	0.6%	104
30	Urban Senior Life	2,311	0.6%	0.8%	69
7	Prosperous and Mature	2,143	0.5%	0.5%	99
23	Established Empty-Nesters	2,091	0.5%	3.4%	15
41	Struggling Hispanic Households	1,481	0.4%	1.6%	23
32	Working Urban Life	1,457	0.4%	1.7%	22
6	Prosperous New Country Families	1,243	0.3%	2.1%	14
22	Mature and Established	1,233	0.3%	1.8%	17
29	Working Country Families	871	0.2%	1.0%	22
27	Country Family Diversity	745	0.2%	0.3%	54
49	Exception Households	690	0.2%	0.2%	69
43	Laboring Urban Diversity	664	0.2%	0.5%	33
48	Struggling Urban Life	588	0.1%	0.8%	18
9	Educated Working Families	275	0.1%	0.1%	81
19	Educated and Promising	215	0.1%	0.1%	68
38	Rural Working Families	211	0.1%	8.8%	1
44	Laboring Urban Life	97	0.0%	0.1%	32
26	Working Suburban Families	88	0.0%	0.1%	18
35	Laboring Country Families	65	0.0%	2.7%	1
31	Mature Country Families	43	0.0%	0.5%	2
37	Rising Multi-Ethnic Urbanites	28	0.0%	0.6%	1
42	Laboring Rural Diversity	16	0.0%	1.5%	0
47	University Life	14	0.0%	0.8%	0
33	Laboring Rural Families	10	0.0%	0.1%	2
36	Working Diverse Urbanites	1	0.0%	0.4%	0
34	College and Career Starters	0	0.0%	0.6%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
<b>TOTALS</b>		<b>402,516</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	28.0%	35.4%	79
↓ Somewhat Involved with Their Faith	24.2%	29.9%	81
▲ Not Involved with Their Faith	<b>48.0%</b>	<b>34.7%</b>	<b>138</b>

**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	21.2%	23.7%	89

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

▲ Adventist	<b>0.7%</b>	<b>0.5%</b>	<b>137</b>
↓ Baptist	8.1%	16.1%	51
Catholic	21.7%	23.7%	92
Congregational	1.9%	2.0%	96
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	<b>1.1%</b>	<b>0.4%</b>	<b>257</b>
Episcopal	2.9%	2.9%	100
↓ Holiness	0.2%	0.8%	25
Jehovah's Witnesses	1.0%	1.1%	98
▲ Judaism	<b>4.4%</b>	<b>3.2%</b>	<b>140</b>
↓ Lutheran	5.8%	7.2%	81
↓ Methodist	4.9%	10.1%	49
▲ Mormon	<b>3.1%</b>	<b>1.8%</b>	<b>176</b>
▲ New Age	<b>1.1%</b>	<b>0.6%</b>	<b>198</b>
▲ Non-Denominational / Independent	<b>10.6%</b>	<b>6.9%</b>	<b>152</b>
Orthodox	0.3%	0.3%	90
Pentecostal	2.3%	2.4%	97
▲ Presbyterian / Reformed	<b>5.1%</b>	<b>4.6%</b>	<b>111</b>
▲ Unitarian / Universalist	<b>0.8%</b>	<b>0.7%</b>	<b>121</b>
▲ Interested but No Preference	<b>5.6%</b>	<b>3.9%</b>	<b>145</b>
▲ Not Interested and No Preference	<b>18.1%</b>	<b>11.1%</b>	<b>164</b>

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	<b>4.5%</b>	<b>4.0%</b>	<b>113</b>
Lets them do what they want and is supportive	11.0%	11.7%	94
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	79.5%	79.6%	100

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	41.8%	43.5%	96
↓ Finding/Providing Health Insurance	22.0%	29.0%	76
↓ Day-to-Day Financial Worries	27.7%	31.6%	88
Finding Employment Opportunities	14.8%	14.4%	103
Finding Affordable Housing	12.2%	11.3%	108
↓ Providing Adequate Food	6.2%	8.6%	73
Finding Child Care	6.2%	6.3%	98
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.5%	16.7%	87
Dealing With Teen / Child Problems	18.6%	20.7%	90
Finding/Providing Aging Parent Care	16.2%	15.5%	104
↓ Dealing With Abusive Relationships	9.7%	11.4%	85
↓ Dealing With Divorce	3.2%	4.5%	71
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>31.4%</b>	<b>27.0%</b>	<b>116</b>
Finding/Providing Good Schools	24.7%	23.5%	105
Dealing with Problems in Schools	12.9%	13.6%	95
▲ Dealing With Racial / Ethnic Prejudice	<b>14.9%</b>	<b>13.1%</b>	<b>114</b>
▲ Dealing With Neighborhood Gangs	<b>13.0%</b>	<b>8.5%</b>	<b>153</b>
▲ Dealing with Social Injustice	<b>14.2%</b>	<b>11.3%</b>	<b>126</b>
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	55.5%	50.6%	110
▲ Finding Time for Recreation / Leisure	<b>29.6%</b>	<b>25.3%</b>	<b>117</b>
Finding Better Quality Healthcare	22.7%	23.9%	95
Finding A Satisfying Job / Career	19.8%	19.3%	102
Finding Retirement Opportunities	18.1%	18.9%	96
Achieving A Fulfilling Marriage	23.1%	22.3%	104
Developing Parenting Skills	15.2%	14.7%	103
Achieving Educational Objectives	8.2%	7.5%	109
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	29.5%	29.8%	99
Finding Companionship	17.8%	17.3%	103
↓ Finding A Good Church	9.7%	15.2%	64
↓ Finding Spiritual Teaching	9.4%	12.9%	72
Finding Life Direction	15.1%	14.0%	108

Date: 6/9/2016

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Diocese of Oakland - Contra Costa Cty Only  
2121 Harrison Street, Ste 100  
Oakland, CA 94612

Study Area Definition:  
County

Description	Study Area	U.S. Average	U.S. Comparative Index
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#### KEY VALUES INDICATOR

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

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

"I believe there is a God"	81.3%	84.5%	96
↓ "God is actively involved in the world including nations and their governments"	56.6%	63.8%	89

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

"It is important to preserve the traditional American family structure"	90.0%	91.5%	98
"A healthy environment has become a national crisis"	82.6%	82.8%	100
"Public education is essential to the future of American society"	94.8%	94.0%	101

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

"Government should be the primary provider of human welfare services"	46.1%	50.1%	92
"The role of Churches / Synagogues is to help form and support moral values"	79.1%	81.1%	98
"Churches and religious organizations should provide more human services"	61.3%	62.6%	98

###### **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	62.1%	59.8%	104
More than \$500 per year	34.2%	31.2%	110
▲ More than \$1,000 per year	20.5%	17.4%	118

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

▲ More than \$100 per year	42.9%	33.7%	127
▲ More than \$500 per year	12.0%	6.8%	176
▲ More than \$1,000 per year	4.3%	2.3%	187

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

▲ More than \$100 per year	23.4%	16.1%	145
▲ More than \$500 per year	6.9%	4.3%	160
▲ More than \$1,000 per year	4.2%	2.2%	191

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

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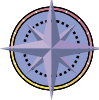
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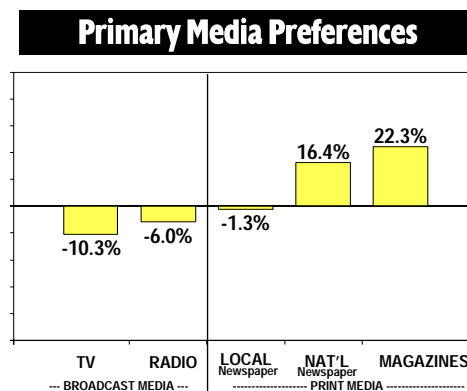
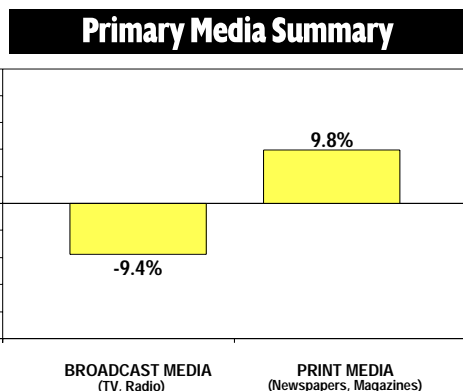
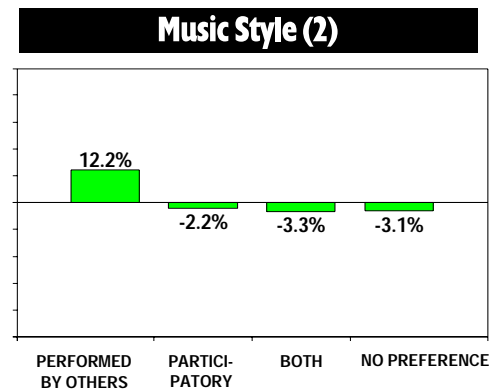
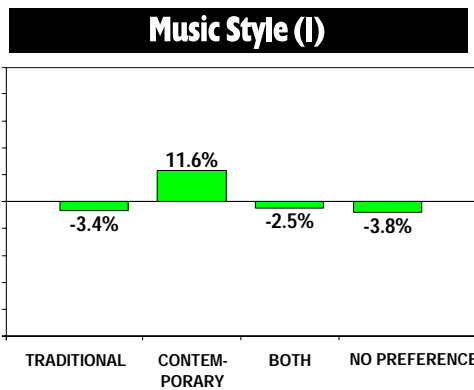
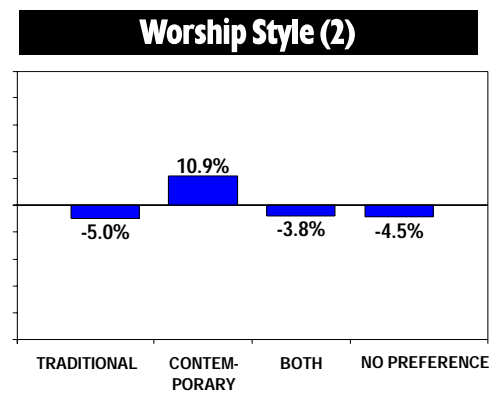
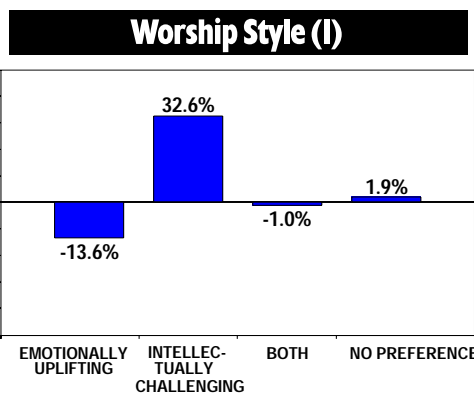
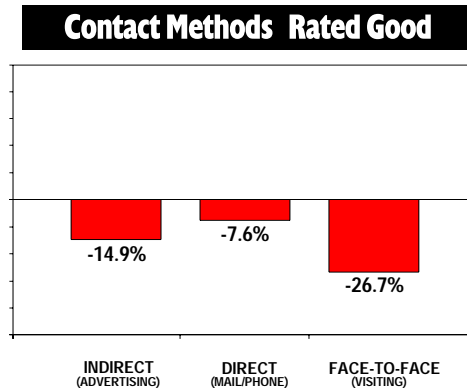
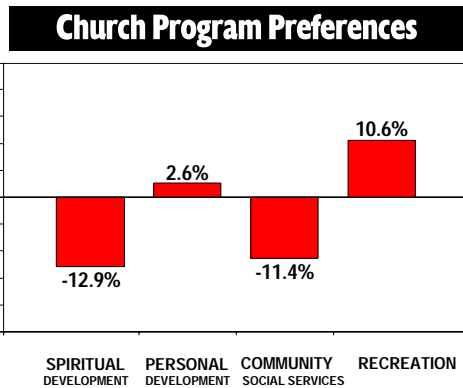
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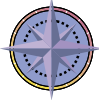


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### CHURCH PROGRAM PREFERENCE INDICATOR

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

##### **SPIRITUAL DEVELOPMENT:**

↓ Bible Study Discussion and Prayer Groups	33.0%	41.1%	80
Adult Theological Discussion Groups	21.4%	22.5%	95
Spiritual Retreats	11.2%	11.6%	96

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

Marriage Enrichment Opportunities	15.5%	15.2%	102
Parent Training Programs	8.5%	7.8%	109
Twelve Step Programs	3.7%	3.5%	106
↓ Divorce Recovery	1.9%	2.4%	79

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

Personal or Family Counseling	20.4%	22.5%	91
↓ Care for the Terminally Ill	13.8%	15.7%	88
↓ Food and Clothing Resources	7.3%	11.1%	65
Day Care Services	6.6%	6.1%	109
Church Sponsored Day-School	6.0%	5.7%	105

##### **RECREATION:**

Youth Social Programs	31.9%	29.7%	108
Family Activities and Outings	33.9%	32.8%	103
Active Retirement Programs	27.7%	26.8%	103
▲ Cultural Programs (Music, Drama, Art)	25.2%	18.9%	133
▲ Sports or Camping	8.0%	6.3%	126

#### SUMMARY

↓ Spiritual Development Index	87
Personal Development Index	103
↓ Community/Social Services Index	89
▲ Recreation Index	111



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

↓ A. Emotionally Uplifting	22.8%	26.4%	86
▲ B. Intellectually Challenging	<b>14.7%</b>	<b>11.1%</b>	<b>133</b>
C. Both A and B	38.8%	39.2%	99
D. No Preference or Not Interested	23.8%	23.4%	102

**PART 2:**

A. Traditional/Formal/Ceremonial	19.2%	20.2%	95
▲ B. Contemporary/Informal	<b>29.2%</b>	<b>26.3%</b>	<b>111</b>
C. Both A and B	25.5%	26.5%	96
D. No Preference or Not Interested	25.7%	26.9%	96

**MUSIC STYLE INDICATOR**

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

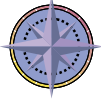
**PART 1:**

A. Traditional	23.6%	24.4%	97
▲ B. Contemporary	<b>22.0%</b>	<b>19.7%</b>	<b>112</b>
C. Both A and B	30.3%	31.1%	97
D. No Preference or Not Interested	23.8%	24.8%	96

**PART 2:**

▲ A. Performed by Others	<b>21.0%</b>	<b>18.7%</b>	<b>112</b>
B. Participatory	22.4%	22.9%	98
C. Both A and B	31.1%	32.2%	97
D. No Preference or Not Interested	25.4%	26.2%	97





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**MISSION EMPHASIS INDICATOR**

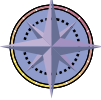
**Estimated 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:**

<b>PART 1:</b>			
A. Community	23.6%	22.0%	107
B. Personal Spiritual Development	15.2%	14.3%	106
C. Both A and B	35.7%	37.4%	95
D. No Preference or Not Interested	25.5%	26.3%	97
<b>PART 2:</b>			
A. Global Mission	6.2%	6.2%	100
B. Local Mission	33.4%	33.3%	100
C. Both A and B	29.6%	30.1%	98
D. No Preference or Not Interested	30.5%	30.4%	100

**CHURCH ARCHITECTURE INDICATOR**

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

<b>PART 1:</b>			
A. Traditional	24.2%	26.6%	91
▲ B. Contemporary	<b>19.8%</b>	<b>15.9%</b>	<b>124</b>
C. Both A and B	31.3%	32.3%	97
D. No Preference or Not Interested	24.6%	25.1%	98
<b>PART 2:</b>			
↓ A. Somber/Serious	7.7%	9.4%	83
▲ B. Light and Airy	<b>38.9%</b>	<b>34.7%</b>	<b>112</b>
C. Both A and B	26.4%	27.7%	95
D. No Preference or Not Interested	26.9%	28.2%	95



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	42.4%	47.3%	90
Radio	12.5%	13.3%	94

#### PRINT MEDIA:

Local Newspaper	38.3%	36.1%	106
▲ National Newspaper	5.0%	4.3%	116
▲ Magazines	3.8%	2.4%	158

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	30.8%	31.9%	96
Radio	22.3%	23.8%	94

#### PRINT MEDIA:

Local Newspaper	32.3%	32.7%	99
National Newspaper	6.3%	5.8%	109
▲ Magazines	8.6%	7.0%	122

### SUMMARY

Overall Broadcast Media Index (100 = Average)	93
Overall Print Media Index	107



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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	30.9%	36.2%	85
↓ Putting Ad in Local Newspaper	29.3%	33.8%	87
↓ Local Cable Channels	25.4%	30.4%	83
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.1%	53.7%	95
↓ Calling and Offering to Send Information By Mail	26.3%	29.5%	89
↓ Calling and Discussing on the Phone	10.6%	12.0%	88
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.6%	20.1%	73
↓ Going Door to Door	10.4%	14.0%	75

**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	24.8%	19.6%	127
▲ Putting Ad in Local Newspaper	27.7%	21.5%	129
▲ Local Cable Channels	35.6%	30.7%	116
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.6%	13.3%	124
▲ Calling and Offering to Send Information By Mail	38.9%	34.0%	114
▲ Calling and Discussing on the Phone	67.1%	60.6%	111
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.4%	49.6%	118
Going Door to Door	69.2%	64.0%	108

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	85
Direct Methods Index	92
↓ Face-to-Face Methods Index	73

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	123
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	112