ministry area profile 2016

Holy Spirit Fremont Parish

Study Area Definition:
Custom Polygon

PerceptGroup

ID# 229825:229825

ministry area profile 2016

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Sources: Percept, Nielsen, U.S. Census Bureau

ministry area profile 2016 D&A INTERVIEW

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1 Q A How many people live in the defined study area?

Currently, there are 45,742 persons residing in the defined study area. This represents an increase of 5,640 or 14.1% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)

2 Q A Is the population in this area projected to grow?

Yes, between 2016 and 2021, the population is projected to increase by 6.5% or 2,956 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)

3 Q A How much lifestyle diversity is represented?

The lifestyle diversity in the area is *somewhat high* with 22 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 31.2% of all households. (see pages 13 and 14)

4 Q A How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 26.8% of the population and all other racial/ethnic groups make up a substantial 73.2% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 43.7% of the total population. *Asians* are also projected to be the fastest growing group increasing by 17.5% between 2016 and 2021. (see pages 4 and 7)

5 Q A What are the major generational groups represented?

The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 14,395 persons or 31.5% 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 A Overall, how traditional are the family structures?

The area can be described as *very traditional* due to the above average presence of married persons and two-parent families. (see page 6)

7 Q A How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 89.6% 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 41.3% of those over 25 in the area versus 29.4% in the U.S. (see page 8)

8 Q A Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Neighborhood Gangs*, *Time for Recreation/Leisure*, *Parenting Skills*, *Neighborhood Crime and Safety*, *Long-term Financial Security* and *Social Injustice*. (see page 16)

9 Q A What is the likely faith receptivity?

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 A What is the likely giving potential in the area?

Based upon the average household income of $111,239 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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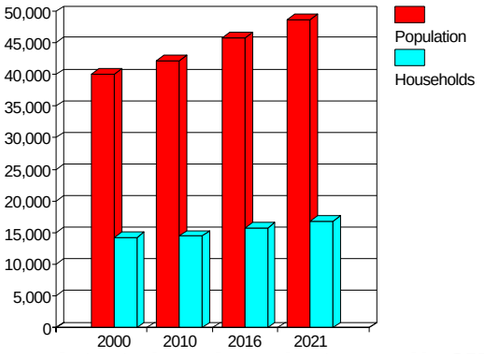
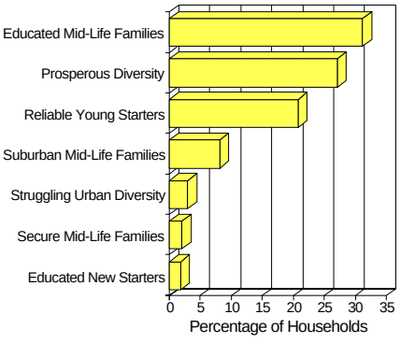
Population and Households

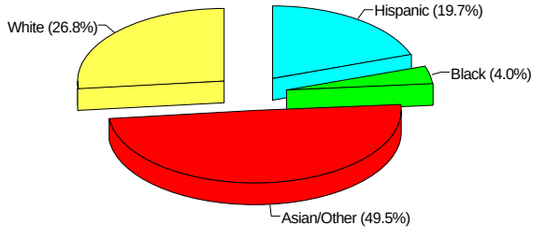


Primary U.S. Lifestyles Segments-2016

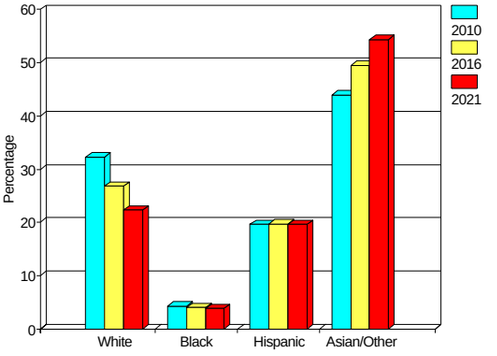


The population in the study area has increased by 3556 persons, or 8.4% since 2010 and is projected to increase by 2956 persons, or 6.5% between 2016 and 2021. The number of households has increased by 1275, or 8.8% since 2010 and is projected to increase by 1056, or 6.7% between 2016 and 2021.

Population By Race/Ethnicity-2016

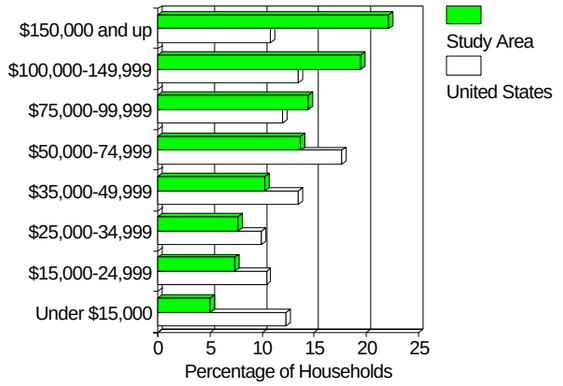


Population By Race/Ethnicity Trend

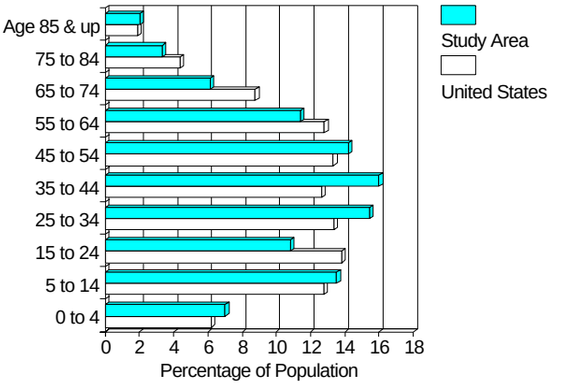


Between 2016 and 2021, the White population is projected to decrease by 1415 persons and to decrease from 26.8% to 22.3% of the total population. The Black population is projected to increase by 17 persons and to decrease from 4.0% to 3.8% of the total. The Hispanic/Latino population is projected to increase by 572 persons and to remain stable at 19.7% of the total. The Asian/Other population is projected to increase by 3781 persons and to increase from 49.5% to 54.3% of the total population.

Households By Income-2016



Population by Age-2016



The average household income in the study area is $111239 a year as compared to the U.S. average of $77135. The average age in the study area is 37.4 and is projected to increase to 38.4 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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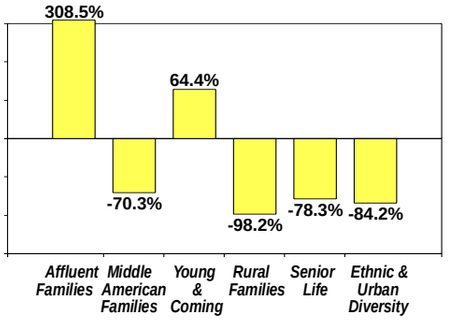
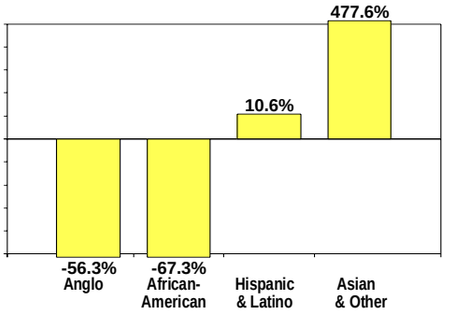
U.S. Lifestyles Group

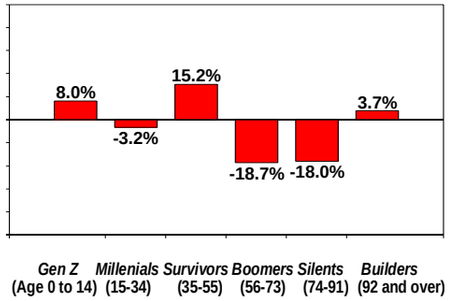


Percentage Above Average
← U.S. Average →
Percentage Below Average

Race/Ethnicity

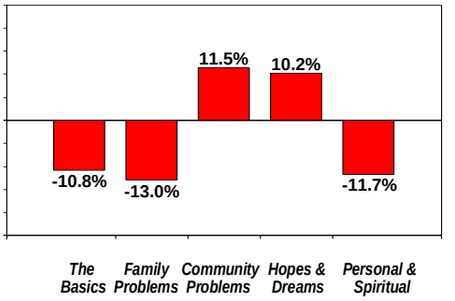


Generations

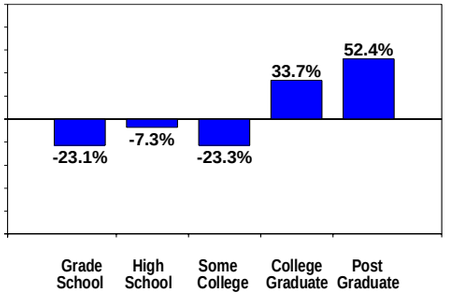


Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Concern Groups

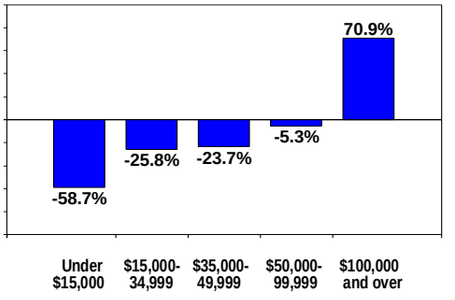


Education Completed by Adults

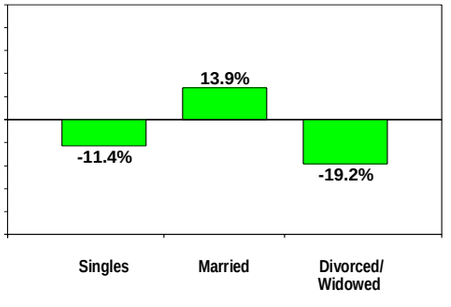


Percentage Above Average
← U.S. Average →
Percentage Below Average

Household Income

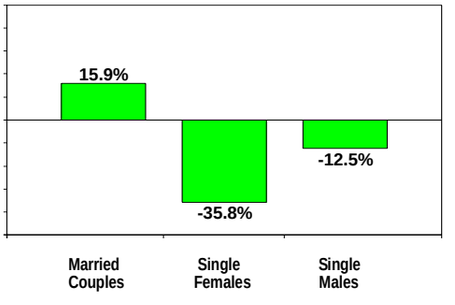


Marital Status



Percentage Above Average
← U.S. Average →
Percentage Below Average

Households with Children



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Sources: Percept, Nielsen, U.S. Census Bureau

POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ **Population**	**40,102**	**42,186**	**45,742**	**48,698**
Population Change		2,084	3,556	2,956
Percentage Change		5.2%	8.4%	6.5%
Average Annual Growth Rate		0.5%	1.4%	1.3%
▲ **Density (Pop. per square mile)**	**8,268**	**8,698**	**9,431**	**10,041**
HOUSEHOLDS				
▲ **Households**	**14,194**	**14,452**	**15,727**	**16,783**
Household Change		258	1,275	1,056
Percentage Change		1.8%	8.8%	6.7%
Average Annual Growth Rate		0.2%	1.5%	1.3%
Persons Per Household	2.78	2.87	2.86	2.85

POPULATION BY RACE/ETHNICITY	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	13,601	32.2%	12,258	26.8%	10,843	22.3%
↓ African-American (Non-Hisp)	1,765	4.2%	1,842	4.0%	1,859	3.8%
Hispanic/Latino	8,294	19.7%	8,998	19.7%	9,570	19.7%
▲ **Asian/Other (Non-Hisp)**	**18,526**	**43.9%**	**22,645**	**49.5%**	**26,426**	**54.3%**
POPULATION BY GENDER						
↓ Female	21,297	50.5%	23,080	50.5%	24,561	50.4%
▲ **Male**	**20,889**	**49.5%**	**22,663**	**49.5%**	**24,137**	**49.6%**
POPULATION BY GENERATION						
▲ **Generation Z** (Born 2002 and later)	**5,524**	**13.1%**	**9,383**	**20.5%**	**12,841**	**26.4%**
Millenials (Born 1982 to 2001)	10,834	25.7%	12,033	26.3%	12,299	25.3%
↓ Survivors (Born 1961 to 1981)	14,233	33.7%	14,396	31.5%	14,790	30.4%
↓ Boomers (Born 1943 to 1960)	7,792	18.5%	7,244	15.8%	6,795	14.0%
↓ Silents (Born 1925 to 1942)	3,078	7.3%	2,502	5.5%	1,961	4.0%
↓ Builders (Born 1924 and earlier)	764	1.8%	185	0.4%	9	0.0%
AGE						
▲ **Average Age**		**36.6**		**37.4**		**38.4**
▲ **Median Age**		**36.2**		**37.6**		**39.1**
INCOME						
▲ **Average Household Income**		**$93,488**		**$111,239**		**$121,902**
▲ **Median Household Income**		**$80,986**		**$87,633**		**$95,767**
▲ **Per Capita Income**		**$32,027**		**$38,246**		**$42,011**

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Sources: Percept, Nielsen, U.S. Census Bureau

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**	**2,513**	**17.4%**	**3,471**	**22.1%**	**4,358**	**26.0%**
$100,000 to $149,999	2,985	20.7%	3,058	19.4%	3,319	19.8%
$75,000 to $99,999	1,979	13.7%	2,260	14.4%	2,326	13.9%
↓ $50,000 to $74,999	2,628	18.2%	2,150	13.7%	2,088	12.4%
$35,000 to $49,999	1,466	10.1%	1,609	10.2%	1,620	9.7%
↓ $25,000 to $34,999	1,260	8.7%	1,214	7.7%	1,235	7.4%
$15,000 to $24,999	826	5.7%	1,165	7.4%	1,077	6.4%
↓ Under $15,000	795	5.5%	799	5.1%	760	4.5%

POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	3,252	7.7%	3,206	7.0%	3,216	6.6%
▲ **Required Formal Schooling (5-17)**	**6,965**	**16.5%**	**7,755**	**17.0%**	**8,536**	**17.5%**
College Years, Career Starts (18-24)	3,508	8.3%	3,381	7.4%	3,608	7.4%
↓ Singles and Young Families (25-34)	6,934	16.4%	7,074	15.5%	6,175	12.7%
Families, Empty Nesters (35-54)	12,869	30.5%	13,825	30.2%	14,766	30.3%
▲ **Enrichment Years Singles/Couples (55-64)**	**4,126**	**9.8%**	**5,224**	**11.4%**	**5,973**	**12.3%**
▲ **Retirement Opportunities (65+)**	**4,571**	**10.8%**	**5,278**	**11.5%**	**6,422**	**13.2%**

POPULATION BY AGE (DETAIL)

↓ Under 5 years	3,252	7.7%	3,206	7.0%	3,216	6.6%
5 to 9 years	2,840	6.7%	3,227	7.1%	3,304	6.8%
▲ **10 to 14 years**	**2,560**	**6.1%**	**2,950**	**6.4%**	**3,357**	**6.9%**
15 to 17 years	1,565	3.7%	1,578	3.4%	1,875	3.9%
18 to 20 years	1,429	3.4%	1,439	3.1%	1,626	3.3%
↓ 21 to 24 years	2,079	4.9%	1,942	4.2%	1,982	4.1%
25 to 29 years	3,291	7.8%	2,984	6.5%	3,182	6.5%
30 to 34 years	3,643	8.6%	4,090	8.9%	2,993	6.1%
↓ 35 to 39 years	3,462	8.2%	3,701	8.1%	3,605	7.4%
▲ **40 to 44 years**	**3,237**	**7.7%**	**3,623**	**7.9%**	**4,144**	**8.5%**
45 to 49 years	3,233	7.7%	3,287	7.2%	3,628	7.4%
50 to 54 years	2,937	7.0%	3,214	7.0%	3,389	7.0%
▲ **55 to 59 years**	**2,369**	**5.6%**	**2,856**	**6.2%**	**3,043**	**6.2%**
▲ **60 to 64 years**	**1,757**	**4.2%**	**2,368**	**5.2%**	**2,930**	**6.0%**
▲ **65 to 69 years**	**1,215**	**2.9%**	**1,695**	**3.7%**	**2,157**	**4.4%**
▲ **70 to 74 years**	**932**	**2.2%**	**1,120**	**2.4%**	**1,600**	**3.3%**
75 to 84 years	1,575	3.7%	1,538	3.4%	1,736	3.6%
85 or more years	849	2.0%	925	2.0%	929	1.9%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	36,359			
Single (Never Married)	10,600	29.2%	32.9%	89
Married	20,783	57.2%	50.2%	114
Divorced/Widowed	4,975	13.7%	16.9%	81
Marital Status Females 15 and Older (2016)	18,489			
Single (Never Married)	4,710	25.5%	29.8%	86
Married	10,371	56.1%	48.8%	115
Divorced/Widowed	3,408	18.4%	21.4%	86
Marital Status Males 15 and Older (2016)	17,870			
Single (Never Married)	5,890	33.0%	36.2%	91
Married	10,413	58.3%	51.6%	113
↓ Divorced/Widowed	1,567	8.8%	12.3%	71
FAMILY STRUCTURE				
Households By Type (2016)	15,727			
Married Couple	8,922	56.7%	48.5%	117
Other Family - Male Head of Household	914	5.8%	4.9%	118
Other Family - Female Head of Household	1,779	11.3%	13.0%	87
↓ Non Family - Male Head of Household	1,974	12.6%	15.8%	79
↓ Non Family - Female Head of Household	2,139	13.6%	17.7%	77
Households With Children 0 to 18 (2016)	6,436			
Married Couple Family	4,868	75.6%	65.2%	116
Other Family - Male Head of Household	477	7.4%	8.5%	88
↓ Other Family - Female Head of Household	1,046	16.3%	25.3%	64
↓ Non Family	45	0.7%	1.0%	72
Population By Household Type (2016)	45,742			
↓ Group Quarters	709	1.5%	2.5%	62

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	Number	Percent		
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	709			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	354	49.9%	18.7%	266
▲ **Other**	**355**	**50.1%**	**15.2%**	**329**
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	45,742			
↓ White (Non-Hispanic)	12,258	26.8%	61.3%	44
↓ African-American (Non-Hisp)	1,842	4.0%	12.3%	33
Hispanic/Latino	8,997	19.7%	17.8%	111
↓ Native American (Non-Hisp)	105	0.2%	0.7%	31
▲ **Asian (Non-Hisp)**	**19,661**	**43.0%**	**5.3%**	**814**
▲ **Hawaiian & Pacific Islander (Non-Hisp)**	**332**	**0.7%**	**0.2%**	**431**
▲ **Other Races & Multiple Races (Non-Hisp)**	**2,548**	**5.6%**	**2.4%**	**233**
Asian Population By Race (2016)	19,777			
Chinese	5,003	25.3%	22.3%	113
↓ Japanese	535	2.7%	5.0%	54
▲ **Indian**	**8,314**	**42.0%**	**19.5%**	**216**
↓ Korean	698	3.5%	9.6%	37
↓ Vietnamese	864	4.4%	11.0%	40
↓ Other Asian Races	4,363	22.1%	32.5%	68
Hispanic/Latino Population By Race (2016)	8,997			
↓ White	3,228	35.9%	53.0%	68
↓ African-American	119	1.3%	2.5%	53
▲ **Native American**	**210**	**2.3%**	**1.4%**	**171**
▲ **Asian**	**116**	**1.3%**	**0.4%**	**308**
▲ **Other Races & Multiple Races**	**5,324**	**59.2%**	**42.7%**	**138**
Hispanic/Latino Population By Origin (2016)	8,997			
▲ **Mexican**	**6,902**	**76.7%**	**62.4%**	**123**
↓ Puerto Rican	319	3.5%	9.5%	37
↓ Cuban	60	0.7%	3.5%	19
↓ Other Hispanic Origin	1,717	19.1%	24.6%	78

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	Number	Percent		
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	11,578			
↓ Pre-Primary (Public)	273	2.4%	3.4%	69
▲ **Pre-Primary (Private)**	**447**	**3.9%**	**2.6%**	**147**
Elementary/High School (Public)	6,858	59.2%	58.9%	101
Elementary/High School (Private)	682	5.9%	6.6%	89
Enrolled in College	3,317	28.6%	28.4%	101
Population By Education Completed (Age 25 and over) (2016)	31,400			
Elementary (Less than 9 years)	1,618	5.2%	5.8%	89
↓ Some High School (9 to 11 years)	1,661	5.3%	7.8%	68
High School Graduate (12 years)	8,113	25.8%	27.9%	93
↓ Some College (13 to 15 years)	4,784	15.2%	21.2%	72
Associate Degree	2,244	7.1%	8.0%	89
▲ **Bachelor's Degree**	**7,693**	**24.5%**	**18.3%**	**134**
▲ **Graduate Degree**	**5,287**	**16.8%**	**11.0%**	**152**
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	21,287			
TOTAL WHITE COLLAR	15,428	72.5%	61.5%	118
▲ **Executive and Managerial**	**2,548**	**12.0%**	**9.7%**	**123**
Professional Specialty	3,272	15.4%	16.6%	93
▲ **Technical Support**	**4,213**	**19.8%**	**8.3%**	**239**
Sales	2,448	11.5%	10.9%	106
Administrative Support & Clerical	2,947	13.8%	16.0%	86
↓ TOTAL BLUE COLLAR	5,858	27.5%	38.5%	71
Service: Private Households	630	3.0%	3.7%	80
↓ Service: Protective	265	1.2%	2.2%	56
Service: Other	1,528	7.2%	7.5%	96
↓ Farming, Forestry & Fishing	98	0.5%	0.7%	64
↓ Precision Production and Craft	1,366	6.4%	11.0%	58
Operators and Assemblers	555	2.6%	3.2%	80
Transportation and Material Moving	1,101	5.2%	6.2%	84
↓ Laborers	315	1.5%	4.0%	37

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	Number	Percent		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	35,838			
Employed	21,556	60.1%	58.1%	104
Unemployed	1,747	4.9%	5.6%	87
Not in Labor Force	12,534	35.0%	36.3%	96
Total Female Pop. By Work Status (Age 20 to 64) (2013)	13,749			
TOTAL WORKING	8,769	63.8%	66.8%	95
With No Own Children	5,355	38.9%	42.2%	92
With Own Children Age 0 to 5 only	789	5.7%	5.5%	105
With Own Children Age 6 to 17 only	1,879	13.7%	14.8%	92
▲ **With Own Children Both Age 0 to 5 and 6 to 17**	**746**	**5.4%**	**4.3%**	**126**
TOTAL NOT WORKING (UNEMPLOYED)	999	7.3%	6.2%	117
With No Own Children	543	3.9%	3.8%	105
↓ With Own Children Age 0 to 5 only	21	0.2%	0.7%	23
▲ **With Own Children Age 6 to 17 only**	**302**	**2.2%**	**1.3%**	**175**
▲ **With Own Children Both Age 0 to 5 and 6 to 17**	**133**	**1.0%**	**0.5%**	**177**
TOTAL NOT IN THE LABOR FORCE	3,981	29.0%	27.0%	107
With No Own Children	2,079	15.1%	17.1%	88
▲ **With Own Children Age 0 to 5 only**	**648**	**4.7%**	**2.6%**	**181**
With Own Children Age 6 to 17 only	745	5.4%	4.6%	117
▲ **With Own Children Both Age 0 to 5 and 6 to 17**	**509**	**3.7%**	**2.6%**	**140**
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status ($24,250 for family of 4) (2016)	15,727			
Above Poverty Line (Households with Children)	11,033	61.5%	59.6%	103
▲ **Above Poverty Line (Households without Children)**	**5,889**	**32.8%**	**26.5%**	**124**
↓ Below Poverty Line (Households with Children)	583	3.3%	7.9%	41
↓ Below Poverty Line (Households without Children)	432	2.4%	6.0%	40
Households By Presence of Retirement Income (2013)	14,452			
↓ With Retirement Income	1,952	13.5%	17.6%	77
Without Retirement Income	12,700	87.9%	81.5%	108

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	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	15,727			
↓ Owner Occupied	8,072	51.3%	65.0%	79
▲ Renter Occupied	**7,656**	**48.7%**	**35.0%**	**139**
▲ Median Rent (2013)	**$1,440**		**$904**	**159**
Structures By Number of Units (2016)	16,525			
Single Unit	9,661	58.5%	67.3%	87
↓ 3 to 4 Units	654	4.0%	8.1%	49
5 to 19 Units	1,288	7.8%	9.3%	83
▲ 20 to 49 Units	**739**	**4.5%**	**3.6%**	**124**
▲ 50 or more Units	**4,183**	**25.3%**	**5.1%**	**495**
↓ Mobile Home	0	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.41		2.57	55
Owner-Occupied Property Values (2016)	8,072			
↓ Under $40,000	125	1.5%	7.2%	21
↓ $40,000 to $59,999	9	0.1%	3.7%	3
↓ $60,000 to $79,999	53	0.7%	5.1%	13
↓ $80,000 to $99,999	7	0.1%	6.5%	1
↓ $100,000 to 149,999	42	0.5%	15.1%	3
↓ $150,000 to $199,999	90	1.1%	14.6%	8
↓ $200,000 to $299,999	647	8.0%	18.1%	44
$300,000 to $499,999	1,460	18.1%	16.9%	107
▲ $500,000 to $999,999	**4,943**	**61.2%**	**9.7%**	**631**
▲ $1,000,000 and over	**696**	**8.6%**	**3.0%**	**285**
▲ Median Property Value	**$622,715**		**$192,432**	**324**

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	16,525			
▲ **2010 and later**	**1,316**	**8.0%**	**5.5%**	**144**
↓ 2000 to 2009	854	5.2%	14.6%	35
↓ 1990 to 1999	1,016	6.1%	13.4%	46
1980 to 1989	1,963	11.9%	13.2%	90
▲ **1970 to 1979**	**6,125**	**37.1%**	**15.0%**	**247**
▲ **1960 to 1969**	**2,610**	**15.8%**	**10.4%**	**152**
▲ **1950 to 1959**	**2,200**	**13.3%**	**10.3%**	**130**
↓ 1949 or earlier	440	2.7%	17.7%	15
Households By Number of Persons (2016)	15,727			
↓ 1 Person Household	3,129	19.9%	27.3%	73
2 Person Household	4,479	28.5%	32.3%	88
▲ **3 Person Household**	**3,281**	**20.9%**	**16.2%**	**128**
▲ **4 Person Household**	**2,739**	**17.4%**	**13.1%**	**133**
5 Person Household	1,188	7.6%	6.5%	117
▲ **6 Person Household**	**533**	**3.4%**	**2.8%**	**122**
▲ **7 or more Person Household**	**379**	**2.4%**	**1.9%**	**126**
Average Persons Per Household	2.9		2.6	111
Households By Heating Type (2013)	14,652			
▲ **Utility and Other Gas**	**11,562**	**78.9%**	**54.0%**	**146**
↓ Electric	2,939	20.1%	36.1%	55
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	0	0.0%	2.2%	0
↓ Solar/Other Fuel	25	0.2%	0.5%	34
No Fuel Used	127	0.9%	0.9%	92

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2016)	15,727			
↓ No Vehicles	880	5.6%	9.0%	62
1 Vehicle	4,953	31.5%	33.7%	93
2 Vehicle	6,840	43.5%	37.5%	116
3 or more Vehicles	3,055	19.4%	19.8%	98
Workers By Travel Time to Work (2016)	16,556			
↓ Less than 15 minutes	3,273	19.8%	27.3%	73
↓ 15 to 29 minutes	4,664	28.2%	36.5%	77
▲ 30 to 44 minutes	**4,491**	**27.1%**	**20.2%**	**134**
▲ 45 to 59 minutes	**1,965**	**11.9%**	**7.7%**	**153**
▲ 60 or more minutes	**2,163**	**13.1%**	**8.3%**	**157**
▲ Average Travel Time to Work (minutes)	**34.0**		**28.2**	**120**
Workers By Type of Transportation to Work (2016)	17,129			
Drive Alone	12,535	73.2%	76.9%	95
Car Pool	1,753	10.2%	9.6%	107
▲ Public Transportation	**1,628**	**9.5%**	**5.1%**	**186**
↓ Walk to Work	298	1.7%	2.8%	62
Other Means	196	1.1%	1.2%	92
Work at Home	719	4.2%	4.4%	96

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SEGMENT GROUPS

No.	Group Name Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	**Affluent Families** (segments 1, 2, 3, 4, 5, 6 and 14)	9,709	61.7%	15.1%	408
3	**Young And Coming** (8, 12, 13, 15, 19, 34, 37, 39 and 47)	3,788	24.1%	14.7%	164
2	**Middle American Families** (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,469	9.3%	31.4%	30
6	**Ethnic And Urban Diversity** (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	458	2.9%	18.4%	16
5	**Senior Life** (7, 20, 21, 22, 30 and 31)	236	1.5%	6.9%	22
4	**Rural Families** (27, 26, 29, 33, 35 and 38)	37	0.2%	13.1%	2

INDIVIDUAL SEGMENTS

No.	Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Educated Mid-Life Families	4,897	31.1%	3.4%	913
5	Prosperous Diversity	4,261	27.1%	3.1%	873
15	Reliable Young Starters	3,256	20.7%	4.3%	487
10	Suburban Mid-Life Families	1,280	8.1%	5.5%	147
45	Struggling Urban Diversity	458	2.9%	2.5%	119
14	Secure Mid-Life Families	325	2.1%	0.7%	315
12	Educated New Starters	278	1.8%	2.9%	60
1	Traditional Affluent Families	153	1.0%	3.5%	28
8	Rising Potential Professionals	153	1.0%	2.3%	42
39	New Beginning Urbanites	97	0.6%	2.8%	22
21	Mature and Stable	91	0.6%	0.6%	102
7	Prosperous and Mature	86	0.5%	0.5%	101
25	Working Country Consumers	72	0.5%	4.1%	11
28	Building Country Families	60	0.4%	2.8%	14
20	Cautious and Mature	53	0.3%	2.6%	13
3	Mid-Life Prosperity	53	0.3%	1.5%	22
11	Young Suburban Families	31	0.2%	3.0%	7
17	Large Young Families	23	0.1%	2.2%	7
27	Country Family Diversity	23	0.1%	0.3%	43
2	Professional Affluent Families	20	0.1%	0.8%	16

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No.	Individual Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
49	Exception Households	16	0.1%	0.2%	41
29	Working Country Families	14	0.1%	1.0%	9
30	Urban Senior Life	6	0.0%	0.8%	5
19	Educated and Promising	4	0.0%	0.1%	32
9	Educated Working Families	2	0.0%	0.1%	15
18	Working Urban Families	1	0.0%	4.0%	0
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
23	Established Empty-Nesters	0	0.0%	3.4%	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
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
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
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
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	**15,713**	**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	24.0%	29.9%	80
▲ **Not Involved with Their Faith**	**50.8%**	**34.7%**	**146**
Estimated 2016 Households Likely to Have:			
↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.6%	22.1%	80
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.9%	23.7%	88
RELIGIOUS PREFERENCE INDICATOR			
Estimated 2016 Households Likely to Prefer:			
▲ **Adventist**	**0.7%**	**0.5%**	**129**
↓ Baptist	7.5%	16.1%	47
Catholic	22.5%	23.7%	95
Congregational	1.9%	2.0%	96
▲ **Eastern Religions (Buddhist/Hindu/Shinto/Islam)**	**1.1%**	**0.4%**	**252**
Episcopal	2.8%	2.9%	98
↓ Holiness	0.1%	0.8%	15
Jehovah's Witnesses	1.0%	1.1%	91
▲ **Judaism**	**4.2%**	**3.2%**	**132**
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.5%	10.1%	45
▲ **Mormon**	**2.9%**	**1.8%**	**166**
▲ **New Age**	**1.2%**	**0.6%**	**202**
▲ **Non-Denominational / Independent**	**11.0%**	**6.9%**	**158**
Orthodox	0.3%	0.3%	100
Pentecostal	2.2%	2.4%	92
▲ **Presbyterian / Reformed**	**5.1%**	**4.6%**	**112**
▲ **Unitarian / Universalist**	**0.8%**	**0.7%**	**120**
▲ **Interested but No Preference**	**5.7%**	**3.9%**	**148**
▲ **Not Interested and No Preference**	**18.8%**	**11.1%**	**170**
Likely to Have Changed Their Preference in the Last 10 Years	18.0%	16.8%	107
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	9.9%	11.7%	85
Lets them do what they want and stays out of the way	4.7%	4.8%	98
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	41.3%	43.5%	95
↓ Finding/Providing Health Insurance	20.6%	29.0%	71
↓ Day-to-Day Financial Worries	28.0%	31.6%	89
Finding Employment Opportunities	15.4%	14.4%	107
Finding Affordable Housing	11.9%	11.3%	105
↓ Providing Adequate Food	5.6%	8.6%	66
Finding Child Care	6.1%	6.3%	97
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.4%	16.7%	80
↓ Dealing With Teen / Child Problems	18.5%	20.7%	89
Finding/Providing Aging Parent Care	16.3%	15.5%	105
↓ Dealing With Abusive Relationships	8.5%	11.4%	75
↓ Dealing With Divorce	3.2%	4.5%	71
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	**31.2%**	**27.0%**	**116**
Finding/Providing Good Schools	25.7%	23.5%	109
↓ Dealing with Problems in Schools	12.0%	13.6%	89
Dealing With Racial / Ethnic Prejudice	13.8%	13.1%	105
▲ Dealing With Neighborhood Gangs	**12.4%**	**8.5%**	**146**
▲ Dealing with Social Injustice	**12.9%**	**11.3%**	**114**
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	**58.2%**	**50.6%**	**115**
▲ Finding Time for Recreation / Leisure	**31.6%**	**25.3%**	**125**
↓ Finding Better Quality Healthcare	21.0%	23.9%	88
Finding A Satisfying Job / Career	21.3%	19.3%	110
Finding Retirement Opportunities	18.6%	18.9%	98
▲ Achieving A Fulfilling Marriage	**24.9%**	**22.3%**	**112**
▲ Developing Parenting Skills	**17.2%**	**14.7%**	**117**
▲ Achieving Educational Objectives	**8.4%**	**7.5%**	**112**
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.7%	29.8%	96
Finding Companionship	17.0%	17.3%	99
↓ Finding A Good Church	9.1%	15.2%	60
↓ Finding Spiritual Teaching	8.5%	12.9%	65
Finding Life Direction	15.4%	14.0%	110

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KEY VALUES INDICATOR			
Estimated 2016 Households Likely to Agree With the Following Statements:			
GOD:			
"I believe there is a God"	81.4%	84.5%	96
↓ "God is actively involved in the world including nations and their governments"	55.7%	63.8%	87
SOCIETY:			
"It is important to preserve the traditional American family structure"	89.0%	91.5%	97
"A healthy environment has become a national crisis"	82.6%	82.8%	100
"Public education is essential to the future of American society"	94.8%	94.0%	101
INSTITUTIONAL ROLES:			
↓ "Government should be the primary provider of human welfare services"	43.9%	50.1%	88
"The role of Churches / Synagogues is to help form and support moral values"	77.5%	81.1%	96
"Churches and religious organizations should provide more human services"	58.1%	62.6%	93
***RACIAL / ETHNIC CHANGE*:**			
"The United States must open its doors to all people groups"	37.0%	36.3%	102
"The changing racial / ethnic face of America is a threat to our national heritage"	34.6%	36.3%	95
HOUSEHOLD CONTRIBUTION INDICATOR			
Estimated 2016 Households Likely to Contribute:			
TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than $100 per year	60.7%	59.8%	102
More than $500 per year	33.1%	31.2%	106
▲ **More than $1,000 per year**	**20.3%**	**17.4%**	**117**
TO CHARITIES:			
▲ **More than $100 per year**	**44.8%**	**33.7%**	**133**
▲ **More than $500 per year**	**12.7%**	**6.8%**	**187**
▲ **More than $1,000 per year**	**4.2%**	**2.3%**	**183**
TO COLLEGES AND UNIVERSITIES:			
▲ **More than $100 per year**	**21.9%**	**16.1%**	**136**
▲ **More than $500 per year**	**6.0%**	**4.3%**	**140**
▲ **More than $1,000 per year**	**3.9%**	**2.2%**	**177**

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Ministry Area Profile 2016

Compass REPORT

Holy Spirit Fremont Parish

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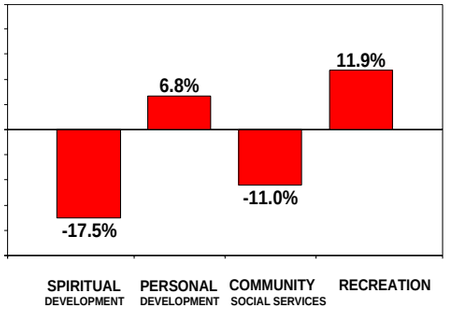
Sources: Percept, Nielsen, U.S. Census Bureau

Prepared For:
Holy Spirit Fremont Parish

Date: 6/20/2016

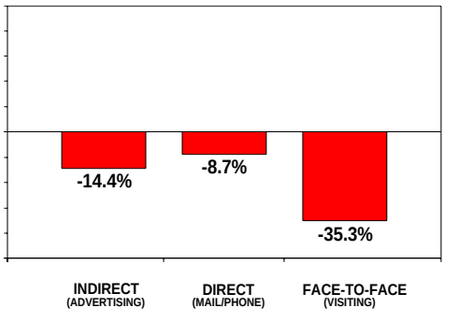
Study Area Definition:
Custom Polygon

Church Program Preferences

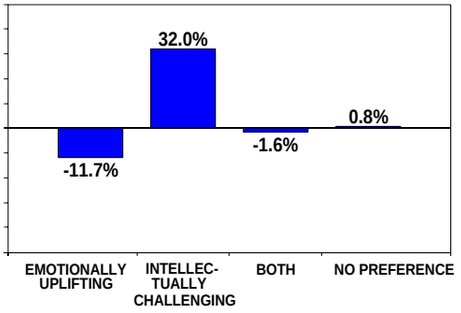


Percentage Above Average
← U.S. Average →
Percentage Below Average

Contact Methods Rated Good

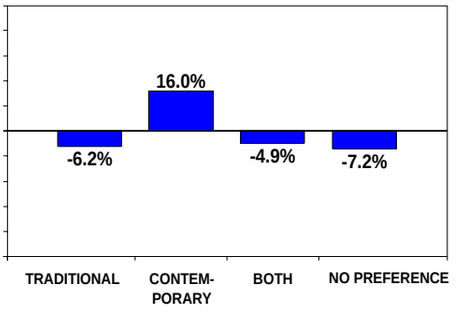


Worship Style (1)

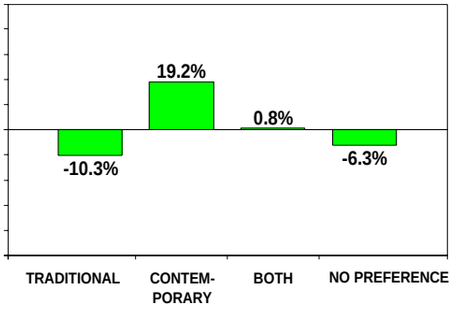


Percentage Above Average
← U.S. Average →
Percentage Below Average

Worship Style (2)

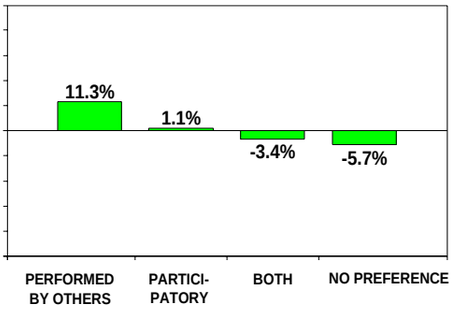


Music Style (1)

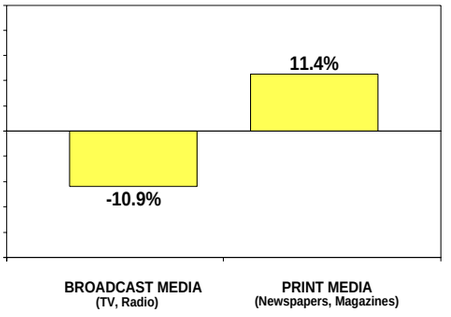


Percentage Above Average
← U.S. Average →
Percentage Below Average

Music Style (2)

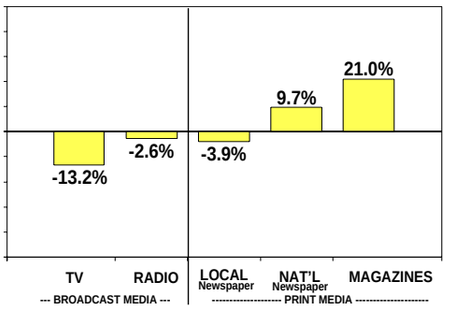


Primary Media Summary



Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Media Preferences



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Sources: Percept, Nielsen, U.S. Census Bureau

ID# 229825:229825

Prepared For:
Holy Spirit Fremont Parish

Date: 6/20/2016

Study Area Definition:
Custom Polygon

Description ▲ 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	Study Area	U.S. Average	U.S. Comparative Index
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	31.3%	41.1%	76
Adult Theological Discussion Groups	20.3%	22.5%	90
Spiritual Retreats	10.4%	11.6%	90
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	16.3%	15.2%	107
▲ **Parent Training Programs**	**9.3%**	**7.8%**	**119**
Twelve Step Programs	3.5%	3.5%	100
↓ Divorce Recovery	1.8%	2.4%	73
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	21.0%	22.5%	93
↓ Care for the Terminally Ill	13.2%	15.7%	84
↓ Food and Clothing Resources	6.5%	11.1%	59
▲ **Day Care Services**	**7.1%**	**6.1%**	**117**
▲ **Church Sponsored Day-School**	**6.5%**	**5.7%**	**114**
RECREATION:			
▲ **Youth Social Programs**	**33.6%**	**29.7%**	**113**
Family Activities and Outings	35.9%	32.8%	109
Active Retirement Programs	26.1%	26.8%	97
▲ **Cultural Programs (Music, Drama, Art)**	**24.6%**	**18.9%**	**130**
▲ **Sports or Camping**	**8.0%**	**6.3%**	**127**

SUMMARY	
↓ Spiritual Development Index	82
Personal Development Index	107
↓ Community/Social Services Index	89
▲ **Recreation Index**	**112**

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Sources: Percept, Nielsen, U.S. Census Bureau

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WORSHIP STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Worship which is:			
PART 1:			
↓ A. Emotionally Uplifting	23.3%	26.4%	88
▲ **B. Intellectually Challenging**	**14.7%**	**11.1%**	**132**
C. Both A and B	38.5%	39.2%	98
D. No Preference or Not Interested	23.6%	23.4%	101
PART 2:			
A. Traditional/Formal/Ceremonial	19.0%	20.2%	94
▲ **B. Contemporary/Informal**	**30.5%**	**26.3%**	**116**
C. Both A and B	25.2%	26.5%	95
D. No Preference or Not Interested	25.0%	26.9%	93
MUSIC STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Music which is:			
PART 1:			
A. Traditional	21.9%	24.4%	90
▲ **B. Contemporary**	**23.5%**	**19.7%**	**119**
C. Both A and B	31.3%	31.1%	101
D. No Preference or Not Interested	23.2%	24.8%	94
PART 2:			
▲ **A. Performed by Others**	**20.8%**	**18.7%**	**111**
B. Participatory	23.2%	22.9%	101
C. Both A and B	31.1%	32.2%	97
D. No Preference or Not Interested	24.7%	26.2%	94

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MISSION EMPHASIS INDICATOR			
Estimated 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:			
PART 1:			
A. Community	23.5%	22.0%	107
B. Personal Spiritual Development	15.1%	14.3%	106
C. Both A and B	36.4%	37.4%	97
D. No Preference or Not Interested	24.9%	26.3%	95
PART 2:			
A. Global Mission	6.0%	6.2%	96
B. Local Mission	34.0%	33.3%	102
C. Both A and B	30.1%	30.1%	100
D. No Preference or Not Interested	29.6%	30.4%	98
CHURCH ARCHITECTURE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Architecture which is:			
PART 1:			
↓ A. Traditional	22.4%	26.6%	84
▲ **B. Contemporary**	**21.8%**	**15.9%**	**137**
C. Both A and B	32.1%	32.3%	99
D. No Preference or Not Interested	23.9%	25.1%	95
PART 2:			
↓ A. Somber/Serious	7.1%	9.4%	76
▲ **B. Light and Airy**	**41.3%**	**34.7%**	**119**
C. Both A and B	26.1%	27.7%	94
D. No Preference or Not Interested	25.6%	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	41.0%	47.3%	87
Radio	13.0%	13.3%	97
PRINT MEDIA:			
Local Newspaper	39.1%	36.1%	108
National Newspaper	4.8%	4.3%	110
▲ **Magazines**	**3.9%**	**2.4%**	**161**
SECONDARY MEDIA PREFERENCE			
Estimated 2016 Households Likely to Describe Their Secondary Media Information Source As:			
BROADCAST MEDIA:			
Television	32.0%	31.9%	100
Radio	22.3%	23.8%	94
PRINT MEDIA:			
Local Newspaper	31.4%	32.7%	96
National Newspaper	5.7%	5.8%	98
▲ **Magazines**	**8.5%**	**7.0%**	**121**

SUMMARY	
Overall Broadcast Media Index (100 = Average)	93
Overall Print Media Index	106

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CHURCH CONTACT METHODS RATED GOOD			
Estimated 2016 Households Likely to Rate As Good the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	32.2%	36.2%	89
↓ Putting Ad in Local Newspaper	29.0%	33.8%	86
↓ Local Cable Channels	24.9%	30.4%	82
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	51.8%	53.7%	97
↓ Calling and Offering to Send Information By Mail	25.5%	29.5%	86
↓ Calling and Discussing on the Phone	9.7%	12.0%	81
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	13.2%	20.1%	66
↓ 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:			
INDIRECT METHODS (LEAST PERSONAL):			
▲ Local Radio Announcements or Advertisements	**24.2%**	**19.6%**	**123**
▲ Putting Ad in Local Newspaper	**27.7%**	**21.5%**	**129**
▲ Local Cable Channels	**35.6%**	**30.7%**	**116**
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	**16.5%**	**13.3%**	**123**
▲ Calling and Offering to Send Information By Mail	**40.5%**	**34.0%**	**119**
▲ Calling and Discussing on the Phone	**69.4%**	**60.6%**	**114**
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	**61.3%**	**49.6%**	**123**
Going Door to Door	70.5%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	86
Direct Methods Index	91
↓ Face-to-Face Methods Index	65

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	**122**
▲ Direct Methods Index	**117**
▲ Face-to-Face Methods Index	**116**

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Sources: Percept, Nielsen, U.S. Census Bureau