

ministry
area ●●●●●●
profile **2016**

Holy Spirit Newman Parish

Study Area Definition:
Custom Polygon





Prepared For:
Holy Spirit Newman Parish

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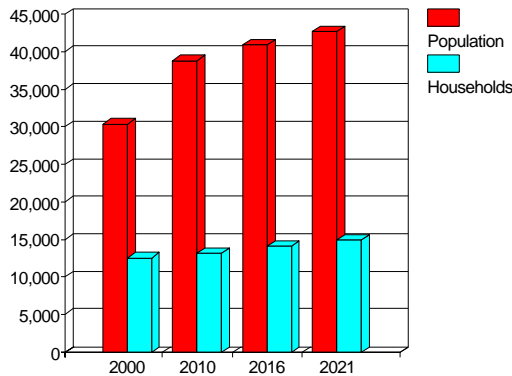
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 40,924 persons residing in the defined study area. This represents an increase of 10,540 or 34.7% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 4.3% or 1,766 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 *very low* with only 15 of the 50 U.S. Lifestyles segments represented. The top individual segment is *University Life* representing 47.0% 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 50.1% of the population and all other racial/ethnic groups make up 49.9% which is somewhat above the national average of 39%. The largest of these groups, *Asians*, accounts for 32.1% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 7.1% 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 *Millennials* (age 15 to 34) comprised of 26,875 persons or 65.7% of the total population in the area. Compared to a national average of 27.2%, *Millennials* 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 non-traditional* due to the below 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 96.7% 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 74.0% 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: *Achieving Educational Objectives, Employment Opportunities, Social Injustice, Affordable Housing, Satisfying Job/Career* and *Finding Companionship*. (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 \$88,364 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *about average*. (see page 4 and 17)

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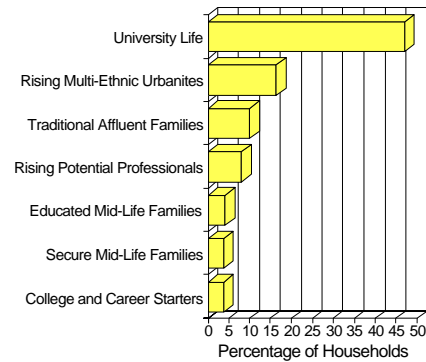
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Population and Households

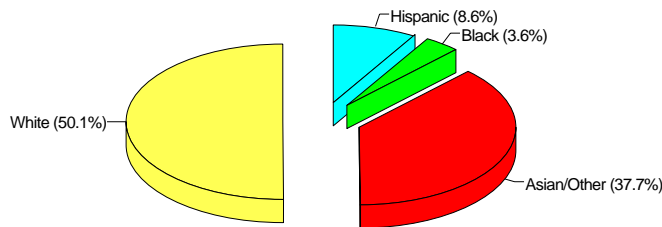


Primary U.S. Lifestyles Segments-2016

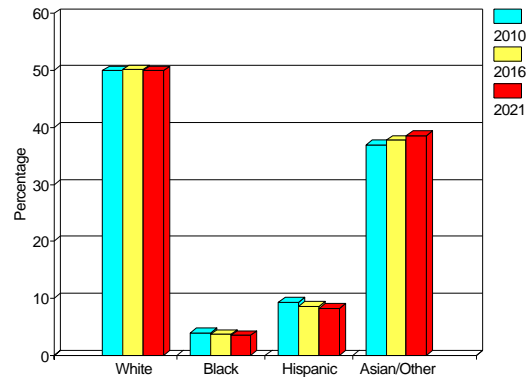


The population in the study area has increased by 2141 persons, or 5.5% since 2010 and is projected to increase by 1766 persons, or 4.3% between 2016 and 2021. The number of households has increased by 951, or 7.2% since 2010 and is projected to increase by 814, or 5.8% between 2016 and 2021.

Population By Race/Ethnicity-2016

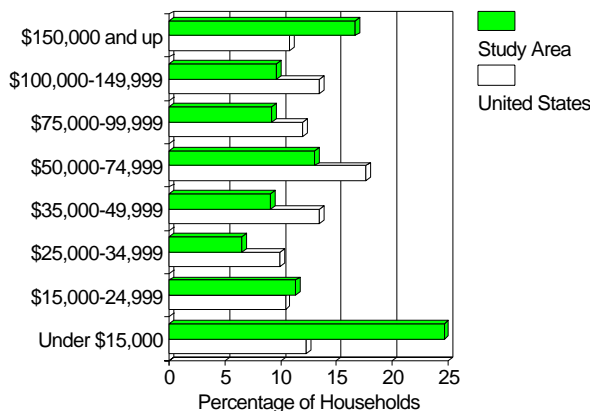


Population By Race/Ethnicity Trend

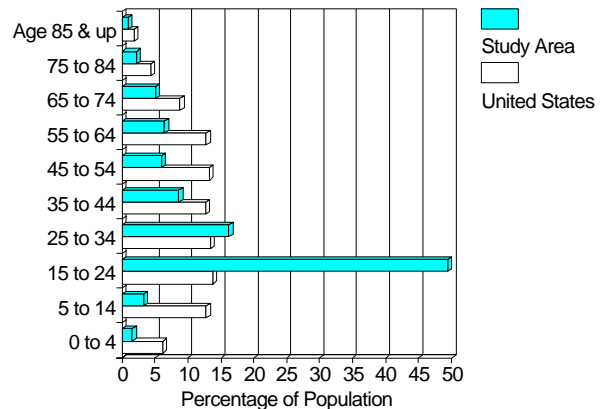


Between 2016 and 2021, the White population is projected to increase by 813 persons and to decrease from 50.1% to 49.9% of the total population. The Black population is projected to decrease by 37 persons and to decrease from 3.6% to 3.4% of the total. The Hispanic/Latino population is projected to decrease by 47 persons and to decrease from 8.6% to 8.1% of the total. The Asian/Other population is projected to increase by 1037 persons and to increase from 37.7% to 38.6% of the total population.

Households By Income-2016



Population by Age-2016

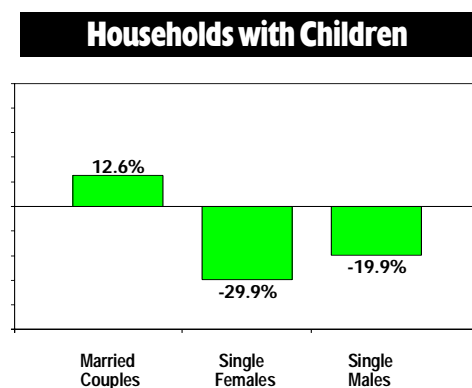
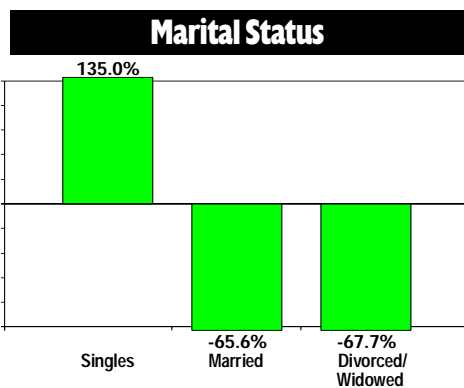
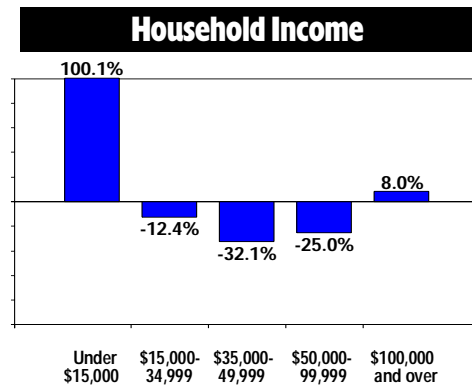
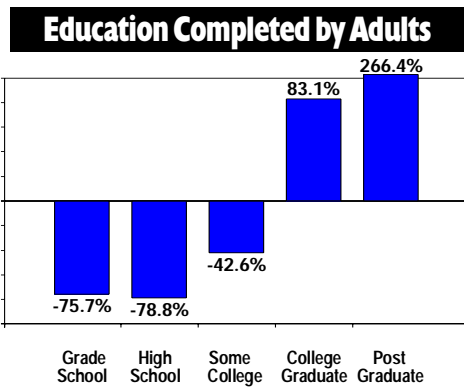
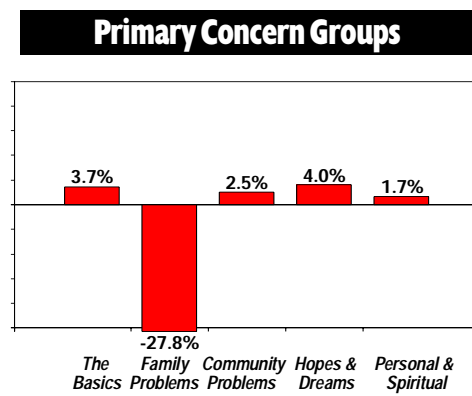
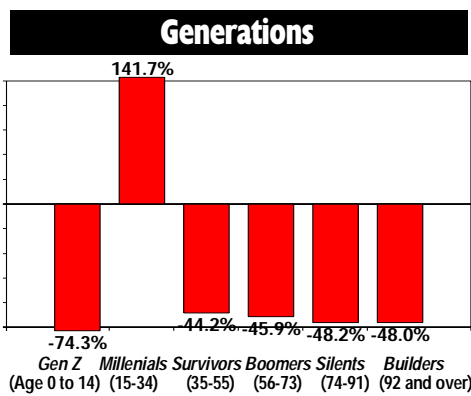
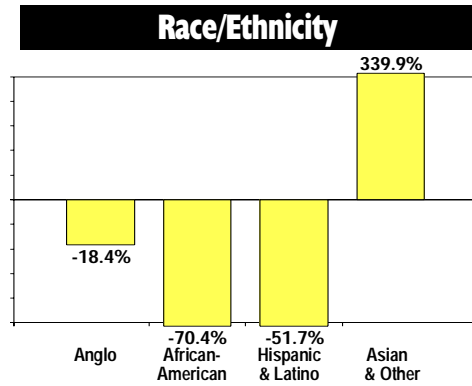
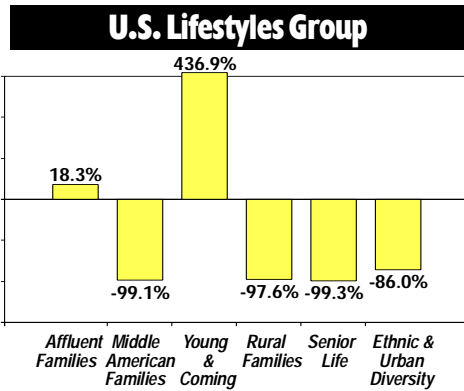


The average household income in the study area is \$88364 a year as compared to the U.S. average of \$77135. The average age in the study area is 32.0 and is projected to increase to 33.4 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	30,384	38,783	40,924	42,690		
Population Change		8,399	2,141	1,766		
Percentage Change		27.6%	5.5%	4.3%		
↓ Average Annual Growth Rate		2.8%	0.9%	0.9%		
▲ Density (Pop. per square mile)	6,291	8,030	8,473	8,839		
HOUSEHOLDS						
▲ Households	12,559	13,174	14,125	14,939		
Household Change		615	951	814		
Percentage Change		4.9%	7.2%	5.8%		
Average Annual Growth Rate		0.5%	1.2%	1.2%		
Persons Per Household	1.72	2.10	2.06	2.04		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
White (Non-Hispanic)	19,349	49.9%	20,490	50.1%	21,303	49.9%
↓ African-American (Non-Hisp)	1,501	3.9%	1,490	3.6%	1,453	3.4%
↓ Hispanic/Latino	3,588	9.3%	3,513	8.6%	3,466	8.1%
▲ Asian/Other (Non-Hisp)	14,345	37.0%	15,431	37.7%	16,468	38.6%
POPULATION BY GENDER						
Female	19,549	50.4%	20,595	50.3%	21,493	50.3%
Male	19,234	49.6%	20,330	49.7%	21,196	49.7%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	1,120	2.9%	2,000	4.9%	9,976	23.4%
Millennials (Born 1982 to 2001)	25,307	65.3%	26,874	65.7%	21,175	49.6%
↓ Survivors (Born 1961 to 1981)	6,158	15.9%	6,236	15.2%	6,295	14.7%
↓ Boomers (Born 1943 to 1960)	4,439	11.4%	4,316	10.5%	4,086	9.6%
↓ Silents (Born 1925 to 1942)	1,726	4.5%	1,415	3.5%	1,155	2.7%
↓ Builders (Born 1924 and earlier)	345	0.9%	83	0.2%	4	0.0%
AGE						
▲ Average Age	30.6		32.0		33.4	
▲ Median Age	27.4		28.9		30.6	
INCOME						
▲ Average Household Income	\$76,185		\$88,364		\$96,877	
Median Household Income	\$57,261		\$56,842		\$63,447	
▲ Per Capita Income	\$25,879		\$30,499		\$33,901	

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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	1,972	15.0%	2,348	16.6%	2,842	19.0%
\$100,000 to \$149,999	1,338	10.2%	1,358	9.6%	1,565	10.5%
▲ \$75,000 to \$99,999	1,037	7.9%	1,301	9.2%	1,409	9.4%
\$50,000 to \$74,999	1,625	12.3%	1,837	13.0%	1,868	12.5%
↓ \$35,000 to \$49,999	1,412	10.7%	1,285	9.1%	1,250	8.4%
\$25,000 to \$34,999	996	7.6%	925	6.5%	1,015	6.8%
\$15,000 to \$24,999	1,456	11.1%	1,596	11.3%	1,593	10.7%
↓ Under \$15,000	3,338	25.3%	3,476	24.6%	3,399	22.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	666	1.7%	665	1.6%	671	1.6%
▲ Required Formal Schooling (5-17)	1,424	3.7%	3,147	7.7%	3,295	7.7%
↓ College Years, Career Starts (18-24)	21,698	55.9%	18,420	45.0%	17,045	39.9%
Singles and Young Families (25-34)	5,086	13.1%	6,642	16.2%	6,829	16.0%
▲ Families, Empty Nesters (35-54)	4,947	12.8%	5,983	14.6%	8,065	18.9%
↓ Enrichment Years Singles/Couples (55-64)	2,622	6.8%	2,640	6.5%	2,667	6.2%
▲ Retirement Opportunities (65+)	2,651	6.8%	3,426	8.4%	4,119	9.6%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	666	1.7%	665	1.6%	671	1.6%
5 to 9 years	567	1.5%	709	1.7%	718	1.7%
▲ 10 to 14 years	476	1.2%	626	1.5%	774	1.8%
15 to 17 years	381	1.0%	1,812	4.4%	1,803	4.2%
↓ 18 to 20 years	12,311	31.7%	9,302	22.7%	8,970	21.0%
21 to 24 years	9,387	24.2%	9,118	22.3%	8,075	18.9%
25 to 29 years	3,298	8.5%	4,971	12.1%	1,061	2.5%
30 to 34 years	1,788	4.6%	1,671	4.1%	5,768	13.5%
▲ 35 to 39 years	1,339	3.5%	2,035	5.0%	3,311	7.8%
▲ 40 to 44 years	1,219	3.1%	1,469	3.6%	1,814	4.2%
▲ 45 to 49 years	1,152	3.0%	1,328	3.2%	1,508	3.5%
50 to 54 years	1,237	3.2%	1,151	2.8%	1,432	3.4%
↓ 55 to 59 years	1,308	3.4%	1,265	3.1%	1,259	2.9%
↓ 60 to 64 years	1,314	3.4%	1,375	3.4%	1,408	3.3%
65 to 69 years	967	2.5%	1,187	2.9%	1,235	2.9%
▲ 70 to 74 years	570	1.5%	927	2.3%	1,236	2.9%
▲ 75 to 84 years	731	1.9%	898	2.2%	1,221	2.9%
85 or more years	383	1.0%	414	1.0%	427	1.0%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	38,924			
▲ Single (Never Married)	30,088	77.3%	32.9%	235
↓ Married	6,709	17.2%	50.2%	34
↓ Divorced/Widowed	2,127	5.5%	16.9%	32
Marital Status Females 15 and Older (2016)	19,631			
▲ Single (Never Married)	15,137	77.1%	29.8%	259
↓ Married	3,148	16.0%	48.8%	33
↓ Divorced/Widowed	1,346	6.9%	21.4%	32
Marital Status Males 15 and Older (2016)	19,293			
▲ Single (Never Married)	14,951	77.5%	36.2%	214
↓ Married	3,561	18.5%	51.6%	36
↓ Divorced/Widowed	781	4.0%	12.3%	33
FAMILY STRUCTURE				
Households By Type (2016)	14,125			
↓ Married Couple	2,750	19.5%	48.5%	40
↓ Other Family - Male Head of Household	285	2.0%	4.9%	41
↓ Other Family - Female Head of Household	557	3.9%	13.0%	30
▲ Non Family - Male Head of Household	5,378	38.1%	15.8%	241
▲ Non Family - Female Head of Household	5,155	36.5%	17.7%	206
Households With Children 0 to 18 (2016)	1,357			
Married Couple Family	997	73.5%	65.2%	113
Other Family - Male Head of Household	92	6.8%	8.5%	80
↓ Other Family - Female Head of Household	241	17.8%	25.3%	70
▲ Non Family	27	2.0%	1.0%	206
Population By Household Type (2016)	40,924			
▲ Group Quarters	11,151	27.2%	2.5%	1,085

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	11,151			
↓ Correctional Facilities	15	0.1%	30.0%	0
▲ College Dorms	10,272	92.1%	31.9%	289
↓ Military	0	0.0%	4.2%	0
Nursing Homes	104	0.9%	18.7%	5
↓ Other	760	6.8%	15.2%	45
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	40,924			
White (Non-Hispanic)	20,490	50.1%	61.3%	82
↓ African-American (Non-Hisp)	1,490	3.6%	12.3%	30
↓ Hispanic/Latino	3,513	8.6%	17.8%	48
↓ Native American (Non-Hisp)	68	0.2%	0.7%	23
▲ Asian (Non-Hisp)	13,081	32.0%	5.3%	606
↓ Hawaiian & Pacific Islander (Non-Hisp)	40	0.1%	0.2%	58
▲ Other Races & Multiple Races (Non-Hisp)	2,243	5.5%	2.4%	229
Asian Population By Race (2016)	13,161			
▲ Chinese	6,021	45.7%	22.3%	205
Japanese	742	5.6%	5.0%	112
↓ Indian	1,416	10.8%	19.5%	55
▲ Korean	1,992	15.1%	9.6%	157
↓ Vietnamese	753	5.7%	11.0%	52
↓ Other Asian Races	2,237	17.0%	32.5%	52
Hispanic/Latino Population By Race (2016)	3,513			
White	1,885	53.7%	53.0%	101
African-American	71	2.0%	2.5%	81
Native American	51	1.5%	1.4%	106
▲ Asian	80	2.3%	0.4%	544
Other Races & Multiple Races	1,426	40.6%	42.7%	95
Hispanic/Latino Population By Origin (2016)	3,513			
Mexican	2,172	61.8%	62.4%	99
↓ Puerto Rican	108	3.1%	9.5%	32
↓ Cuban	77	2.2%	3.5%	62
▲ Other Hispanic Origin	1,156	32.9%	24.6%	134

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	24,237			
↓ Pre-Primary (Public)	14	0.1%	3.4%	2
↓ Pre-Primary (Private)	159	0.7%	2.6%	25
↓ Elementary/High School (Public)	995	4.1%	58.9%	7
↓ Elementary/High School (Private)	383	1.6%	6.6%	24
▲ Enrolled in College	22,685	93.6%	28.4%	330
Population By Education Completed (Age 25 and over) (2016)	18,691			
↓ Elementary (Less than 9 years)	317	1.7%	5.8%	29
↓ Some High School (9 to 11 years)	301	1.6%	7.8%	21
↓ High School Graduate (12 years)	1,106	5.9%	27.9%	21
↓ Some College (13 to 15 years)	2,414	12.9%	21.2%	61
↓ Associate Degree	715	3.8%	8.0%	48
▲ Bachelor's Degree	6,270	33.5%	18.3%	183
▲ Graduate Degree	7,568	40.5%	11.0%	366
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	15,589			
▲ TOTAL WHITE COLLAR	12,611	80.9%	61.5%	132
Executive and Managerial	1,683	10.8%	9.7%	111
▲ Professional Specialty	4,608	29.6%	16.6%	178
▲ Technical Support	2,764	17.7%	8.3%	214
↓ Sales	1,136	7.3%	10.9%	67
Administrative Support & Clerical	2,420	15.5%	16.0%	97
↓ TOTAL BLUE COLLAR	2,980	19.1%	38.5%	50
▲ Service: Private Households	766	4.9%	3.7%	133
↓ Service: Protective	120	0.8%	2.2%	35
Service: Other	1,246	8.0%	7.5%	107
↓ Farming, Forestry & Fishing	8	0.1%	0.7%	7
↓ Precision Production and Craft	277	1.8%	11.0%	16
↓ Operators and Assemblers	119	0.8%	3.2%	24
↓ Transportation and Material Moving	259	1.7%	6.2%	27
↓ Laborers	185	1.2%	4.0%	29

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	38,350			
↓ Employed	15,709	41.0%	58.1%	71
Unemployed	1,869	4.9%	5.6%	87
▲ Not in Labor Force	20,771	54.2%	36.3%	149
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	5,836	56.8%	66.8%	85
With No Own Children	5,060	49.2%	42.2%	117
↓ With Own Children Age 0 to 5 only	255	2.5%	5.5%	45
↓ With Own Children Age 6 to 17 only	437	4.3%	14.8%	29
↓ With Own Children Both Age 0 to 5 and 6 to 17	84	0.8%	4.3%	19
↓ TOTAL NOT WORKING (UNEMPLOYED)	506	4.9%	6.2%	79
With No Own Children	436	4.2%	3.8%	113
↓ With Own Children Age 0 to 5 only	22	0.2%	0.7%	32
↓ With Own Children Age 6 to 17 only	48	0.5%	1.3%	37
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
▲ TOTAL NOT IN THE LABOR FORCE	3,935	38.3%	27.0%	142
▲ With No Own Children	3,679	35.8%	17.1%	209
↓ With Own Children Age 0 to 5 only	87	0.8%	2.6%	33
↓ With Own Children Age 6 to 17 only	91	0.9%	4.6%	19
↓ With Own Children Both Age 0 to 5 and 6 to 17	78	0.8%	2.6%	29
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	14,125			
Above Poverty Line (Households with Children)	3,276	67.9%	59.6%	114
Above Poverty Line (Households without Children)	1,064	22.0%	26.5%	83
Below Poverty Line (Households with Children)	314	6.5%	7.9%	83
↓ Below Poverty Line (Households without Children)	172	3.6%	6.0%	59
Households By Presence of Retirement Income (2013)				
↓ With Retirement Income	1,345	10.2%	17.6%	58
Without Retirement Income	11,251	85.4%	81.5%	105

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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		
HOUSING				
Occupied Units By Type (2016)	14,125			
↓ Owner Occupied	3,553	25.2%	65.0%	39
▲ Renter Occupied	10,572	74.8%	35.0%	214
▲ Median Rent (2013)	\$1,326		\$904	147
Structures By Number of Units (2016)	15,127			
↓ Single Unit	4,189	27.7%	67.3%	41
▲ 3 to 4 Units	2,061	13.6%	8.1%	168
▲ 5 to 19 Units	3,909	25.8%	9.3%	277
▲ 20 to 49 Units	3,257	21.5%	3.6%	597
▲ 50 or more Units	1,641	10.8%	5.1%	212
↓ Mobile Home	70	0.5%	6.4%	7
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.39		2.57	15
Owner-Occupied Property Values (2016)	3,553			
↓ Under \$40,000	44	1.2%	7.2%	17
↓ \$40,000 to \$59,999	9	0.3%	3.7%	7
↓ \$60,000 to \$79,999	30	0.8%	5.1%	16
↓ \$80,000 to \$99,999	6	0.2%	6.5%	3
↓ \$100,000 to 149,999	23	0.6%	15.1%	4
↓ \$150,000 to \$199,999	14	0.4%	14.6%	3
↓ \$200,000 to \$299,999	48	1.4%	18.1%	7
↓ \$300,000 to \$499,999	204	5.7%	16.9%	34
▲ \$500,000 to \$999,999	1,167	32.8%	9.7%	338
▲ \$1,000,000 and over	2,007	56.5%	3.0%	1,866
▲ Median Property Value	\$924,903		\$192,432	481

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	15,127			
▲ 2010 and later	1,002	6.6%	5.5%	120
↓ 2000 to 2009	804	5.3%	14.6%	36
↓ 1990 to 1999	1,494	9.9%	13.4%	74
↓ 1980 to 1989	826	5.5%	13.2%	41
↓ 1970 to 1979	1,462	9.7%	15.0%	65
1960 to 1969	1,437	9.5%	10.4%	91
1950 to 1959	1,416	9.4%	10.3%	91
▲ 1949 or earlier	6,687	44.2%	17.7%	250
Households By Number of Persons (2016)	14,125			
▲ 1 Person Household	5,640	39.9%	27.3%	146
2 Person Household	4,668	33.0%	32.3%	102
3 Person Household	1,900	13.5%	16.2%	83
↓ 4 Person Household	1,251	8.9%	13.1%	68
↓ 5 Person Household	407	2.9%	6.5%	44
↓ 6 Person Household	133	0.9%	2.8%	34
↓ 7 or more Person Household	125	0.9%	1.9%	46
Average Persons Per Household	2.1		2.6	81
Households By Heating Type (2013)	12,596			
▲ Utility and Other Gas	8,862	70.4%	54.0%	130
↓ Electric	3,262	25.9%	36.1%	72
↓ Oil	34	0.3%	6.1%	4
↓ Coal and Wood	4	0.0%	2.2%	1
▲ Solar/Other Fuel	114	0.9%	0.5%	183
▲ No Fuel Used	318	2.5%	0.9%	267

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TRANSPORTATION				
Households By Number of Vehicles (2016)	14,125			
▲ No Vehicles	4,373	31.0%	9.0%	345
▲ 1 Vehicle	6,285	44.5%	33.7%	132
↓ 2 Vehicle	2,486	17.6%	37.5%	47
↓ 3 or more Vehicles	981	6.9%	19.8%	35
Workers By Travel Time to Work (2016)	13,528			
Less than 15 minutes	4,110	30.4%	27.3%	111
15 to 29 minutes	4,987	36.9%	36.5%	101
30 to 44 minutes	2,206	16.3%	20.2%	81
45 to 59 minutes	947	7.0%	7.7%	90
60 or more minutes	1,279	9.5%	8.3%	114
Average Travel Time to Work (minutes)	27.6		28.2	98
Workers By Type of Transportation to Work (2016)	14,330			
↓ Drive Alone	4,056	28.3%	76.9%	37
↓ Car Pool	713	5.0%	9.6%	52
▲ Public Transportation	2,904	20.3%	5.1%	396
▲ Walk to Work	4,704	32.8%	2.8%	1,168
Other Means	183	1.3%	1.2%	103
▲ Work at Home	1,770	12.4%	4.4%	281

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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.		
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	11,113	78.7%	14.7%	537
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	2,525	17.9%	15.1%	118
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	364	2.6%	18.4%	14
4	Rural Families (27, 26, 29, 33, 35 and 38)	45	0.3%	13.1%	2
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	42	0.3%	31.4%	1
5	Senior Life (7, 20, 21, 22, 30 and 31)	7	0.0%	6.9%	1

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.		
47	University Life	6,641	47.0%	0.8%	6253
37	Rising Multi-Ethnic Urbanites	2,310	16.4%	0.6%	2909
1	Traditional Affluent Families	1,415	10.0%	3.5%	288
8	Rising Potential Professionals	1,140	8.1%	2.3%	345
4	Educated Mid-Life Families	580	4.1%	3.4%	120
14	Secure Mid-Life Families	530	3.8%	0.7%	572
34	College and Career Starters	526	3.7%	0.6%	647
12	Educated New Starters	317	2.2%	2.9%	76
48	Struggling Urban Life	199	1.4%	0.8%	174
45	Struggling Urban Diversity	160	1.1%	2.5%	46
39	New Beginning Urbanites	148	1.0%	2.8%	38
28	Building Country Families	39	0.3%	2.8%	10
27	Country Family Diversity	36	0.3%	0.3%	75
49	Exception Households	31	0.2%	0.2%	88
15	Reliable Young Starters	27	0.2%	4.3%	4
29	Working Country Families	9	0.1%	1.0%	7
21	Mature and Stable	5	0.0%	0.6%	6
24	Metro Multi-Ethnic Diversity	4	0.0%	2.7%	1
19	Educated and Promising	4	0.0%	0.1%	36
25	Working Country Consumers	3	0.0%	4.1%	1

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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	1	0.0%	2.6%	0
7	Prosperous and Mature	1	0.0%	0.5%	1
44	Laboring Urban Life	1	0.0%	0.1%	9
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	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
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	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
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	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
9	Educated Working Families	0	0.0%	0.1%	0
TOTALS		14,127	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	24.3%	35.4%	69
↓ Somewhat Involved with Their Faith	24.6%	29.9%	82
▲ Not Involved with Their Faith	52.8%	34.7%	152

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.7%	22.1%	75
▲ Decreased Their Involvement with Their Faith in the Last 10 Years	26.4%	23.7%	111

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	1.0%	0.5%	196
↓ Baptist	8.4%	16.1%	52
↓ Catholic	18.9%	23.7%	80
↓ Congregational	1.7%	2.0%	87
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.5%	0.4%	343
Episcopal	3.1%	2.9%	107
↓ Holiness	0.4%	0.8%	46
↓ Jehovah's Witnesses	0.8%	1.1%	71
▲ Judaism	4.4%	3.2%	138
↓ Lutheran	5.5%	7.2%	75
↓ Methodist	4.5%	10.1%	45
▲ Mormon	3.2%	1.8%	180
▲ New Age	1.1%	0.6%	195
▲ Non-Denominational / Independent	9.6%	6.9%	138
Orthodox	0.3%	0.3%	110
▲ Pentecostal	3.0%	2.4%	124
Presbyterian / Reformed	4.1%	4.6%	90
▲ Unitarian / Universalist	1.1%	0.7%	160
▲ Interested but No Preference	6.7%	3.9%	174
▲ Not Interested and No Preference	21.8%	11.1%	197
▲ Likely to Have Changed Their Preference in the Last 10 Years	22.3%	16.8%	133

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.4%	4.0%	135
↓ Lets them do what they want and is supportive	8.6%	11.7%	74
▲ Lets them do what they want and stays out of the way	9.1%	4.8%	190
Works with them on deciding what to do and helps them do it	77.0%	79.6%	97

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	44.4%	43.5%	102
↓ Finding/Providing Health Insurance	20.8%	29.0%	72
Day-to-Day Financial Worries	29.9%	31.6%	95
▲ Finding Employment Opportunities	23.6%	14.4%	164
▲ Finding Affordable Housing	17.7%	11.3%	157
Providing Adequate Food	8.0%	8.6%	93
↓ Finding Child Care	5.5%	6.3%	88
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	10.9%	16.7%	65
↓ Dealing With Teen / Child Problems	13.9%	20.7%	67
↓ Finding/Providing Aging Parent Care	12.7%	15.5%	82
↓ Dealing With Abusive Relationships	10.1%	11.4%	89
↓ Dealing With Divorce	2.2%	4.5%	48
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	29.8%	27.0%	111
↓ Finding/Providing Good Schools	16.6%	23.5%	71
↓ Dealing with Problems in Schools	10.9%	13.6%	80
▲ Dealing With Racial / Ethnic Prejudice	14.7%	13.1%	113
Dealing With Neighborhood Gangs	8.7%	8.5%	103
▲ Dealing with Social Injustice	18.5%	11.3%	163
HOPES AND DREAMS:			
Achieving Long-term Financial Security	54.3%	50.6%	107
Finding Time for Recreation / Leisure	25.6%	25.3%	101
↓ Finding Better Quality Healthcare	17.2%	23.9%	72
▲ Finding A Satisfying Job / Career	28.2%	19.3%	146
↓ Finding Retirement Opportunities	13.7%	18.9%	73
Achieving A Fulfilling Marriage	23.0%	22.3%	103
↓ Developing Parenting Skills	12.0%	14.7%	82
▲ Achieving Educational Objectives	15.8%	7.5%	211
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.9%	29.8%	97
▲ Finding Companionship	25.0%	17.3%	145
↓ Finding A Good Church	8.6%	15.2%	57
↓ Finding Spiritual Teaching	8.3%	12.9%	64
▲ Finding Life Direction	19.9%	14.0%	143

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

↓ "I believe there is a God"	72.7%	84.5%	86
↓ "God is actively involved in the world including nations and their governments"	46.2%	63.8%	72

SOCIETY:

↓ "It is important to preserve the traditional American family structure"	77.1%	91.5%	84
"A healthy environment has become a national crisis"	82.7%	82.8%	100
"Public education is essential to the future of American society"	92.3%	94.0%	98

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	54.2%	50.1%	108
↓ "The role of Churches / Synagogues is to help form and support moral values"	70.6%	81.1%	87
"Churches and religious organizations should provide more human services"	62.7%	62.6%	100

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	44.2%	36.3%	122
↓ "The changing racial / ethnic face of America is a threat to our national heritage"	24.0%	36.3%	66

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

↓ More than \$100 per year	49.0%	59.8%	82
↓ More than \$500 per year	20.6%	31.2%	66
↓ More than \$1,000 per year	10.8%	17.4%	62

TO CHARITIES:

▲ More than \$100 per year	37.1%	33.7%	110
▲ More than \$500 per year	12.1%	6.8%	178
▲ More than \$1,000 per year	4.2%	2.3%	183

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	24.9%	16.1%	155
▲ More than \$500 per year	6.0%	4.3%	140
▲ More than \$1,000 per year	2.7%	2.2%	123

Ministry Area Profile 2016
Compass
REPORT

Holy Spirit Newman Parish

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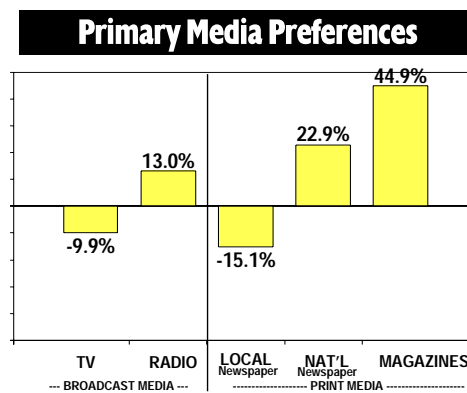
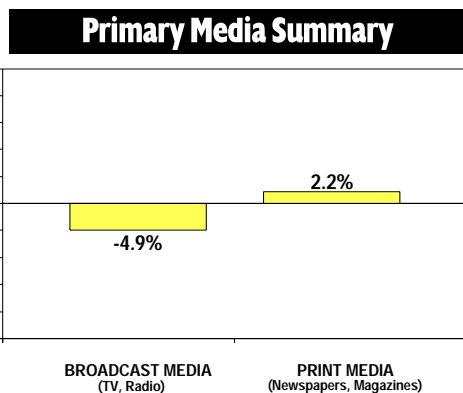
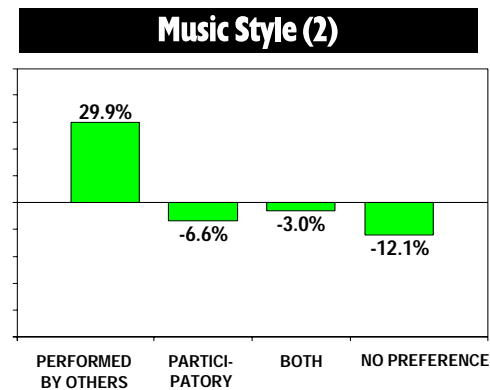
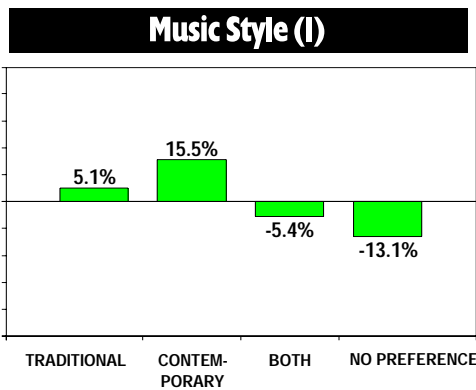
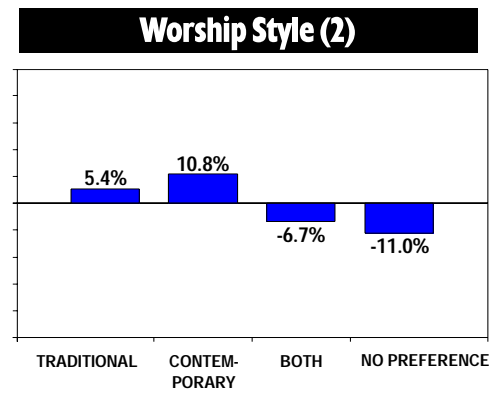
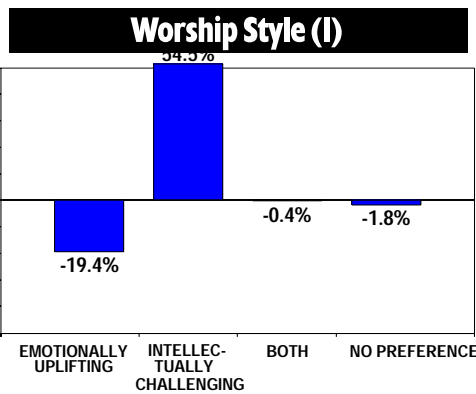
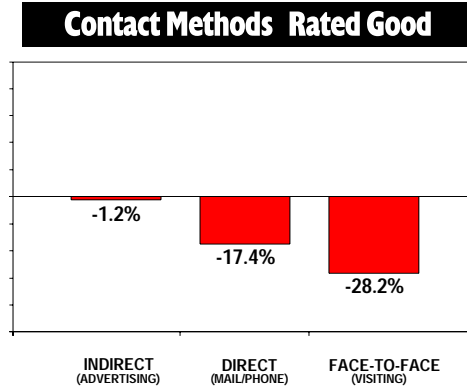
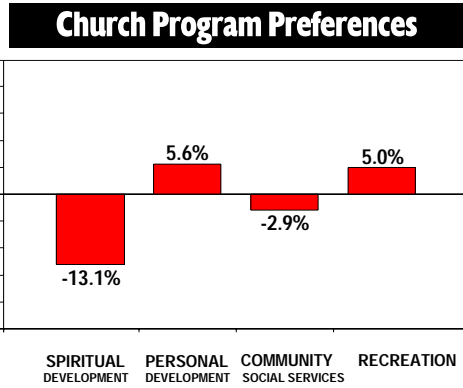
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:			
↓ Bible Study Discussion and Prayer Groups	30.3%	41.1%	74
Adult Theological Discussion Groups	22.7%	22.5%	101
Spiritual Retreats	12.4%	11.6%	107
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	15.1%	15.2%	99
Parent Training Programs	8.5%	7.8%	109
▲ Twelve Step Programs	4.7%	3.5%	136
Divorce Recovery	2.2%	2.4%	90
COMMUNITY/SOCIAL SERVICES:			
▲ Personal or Family Counseling	24.9%	22.5%	111
Care for the Terminally Ill	14.7%	15.7%	94
↓ Food and Clothing Resources	7.8%	11.1%	70
▲ Day Care Services	7.4%	6.1%	122
↓ Church Sponsored Day-School	4.5%	5.7%	79
RECREATION:			
Youth Social Programs	26.9%	29.7%	91
Family Activities and Outings	29.7%	32.8%	91
↓ Active Retirement Programs	22.2%	26.8%	83
▲ Cultural Programs (Music, Drama, Art)	30.3%	18.9%	160
▲ Sports or Camping	11.1%	6.3%	176

SUMMARY	
↓ Spiritual Development Index	87
Personal Development Index	106
Community/Social Services Index	97
Recreation Index	105



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.3%	26.4%	81
▲ B. Intellectually Challenging	17.2%	11.1%	154
C. Both A and B	39.0%	39.2%	100
D. No Preference or Not Interested	23.0%	23.4%	98

PART 2:

A. Traditional/Formal/Ceremonial	21.3%	20.2%	105
▲ B. Contemporary/Informal	29.2%	26.3%	111
C. Both A and B	24.7%	26.5%	93
↓ D. No Preference or Not Interested	24.0%	26.9%	89

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	25.7%	24.4%	105
▲ B. Contemporary	22.8%	19.7%	116
C. Both A and B	29.4%	31.1%	95
↓ D. No Preference or Not Interested	21.5%	24.8%	87

PART 2:

▲ A. Performed by Others	24.3%	18.7%	130
B. Participatory	21.4%	22.9%	93
C. Both A and B	31.2%	32.2%	97
↓ D. No Preference or Not Interested	23.0%	26.2%	88



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.1%	22.0%	100
▲ B. Personal Spiritual Development	17.2%	14.3%	120
C. Both A and B	36.5%	37.4%	98
D. No Preference or Not Interested	24.0%	26.3%	91

PART 2:

A. Global Mission	6.1%	6.2%	99
B. Local Mission	35.0%	33.3%	105
C. Both A and B	29.6%	30.1%	98
D. No Preference or Not Interested	28.9%	30.4%	95

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	24.8%	26.6%	93
▲ B. Contemporary	18.5%	15.9%	116
C. Both A and B	33.0%	32.3%	102
D. No Preference or Not Interested	23.2%	25.1%	93

PART 2:

A. Somber/Serious	9.3%	9.4%	99
▲ B. Light and Airy	38.8%	34.7%	112
C. Both A and B	26.6%	27.7%	96
↓ D. No Preference or Not Interested	24.9%	28.2%	88



Date: 6/20/2016

Prepared For:
 Holy Spirit Newman 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			

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	42.6%	47.3%	90
▲ Radio	15.1%	13.3%	113

PRINT MEDIA:

Local Newspaper	33.8%	36.1%	94
▲ National Newspaper	5.3%	4.3%	123
▲ Magazines	4.7%	2.4%	195

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.1%	31.9%	91
Radio	23.9%	23.8%	101

PRINT MEDIA:

↓ Local Newspaper	27.7%	32.7%	85
▲ National Newspaper	8.7%	5.8%	151
▲ Magazines	10.2%	7.0%	145

SUMMARY

Overall Broadcast Media Index (100 = Average)	95
Overall Print Media Index	102



Date: 6/20/2016

Prepared For:
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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			

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	36.3%	36.2%	100
Putting Ad in Local Newspaper	35.1%	33.8%	104
Local Cable Channels	28.0%	30.4%	92
<i>DIRECT METHODS (MORE PERSONAL):</i>			
↓ Sending Information By Mail	46.6%	53.7%	87
↓ Calling and Offering to Send Information By Mail	23.6%	29.5%	80
↓ Calling and Discussing on the Phone	8.4%	12.0%	70
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	16.7%	20.1%	83
↓ Going Door to Door	7.7%	14.0%	55

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	27.3%	19.6%	139
▲ Putting Ad in Local Newspaper	27.2%	21.5%	126
▲ Local Cable Channels	37.2%	30.7%	121
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	13.3%	13.3%	100
▲ Calling and Offering to Send Information By Mail	43.9%	34.0%	129
▲ Calling and Discussing on the Phone	67.4%	60.6%	111
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.6%	49.6%	122
▲ Going Door to Door	71.9%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	99
↓ Direct Methods Index	83
↓ Face-to-Face Methods Index	72

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	128
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	117