

ministry area profile 2016

Immaculate Heart of Mary Parish

Study Area Definition:
Custom Polygon





Prepared For:
Immaculate Heart of Mary Parish

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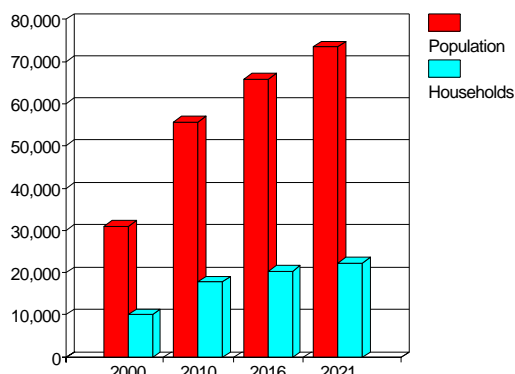
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 65,909 persons residing in the defined study area. This represents an increase of 34,786 or 111.8% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 11.3% or 7,435 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *somewhat high* with 24 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 29.4% 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 51.5% of the population and all other racial/ethnic groups make up 48.5% which is somewhat above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 24.4% of the total population. *Asians* are projected to be the fastest growing group increasing by 28.6% 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 20,063 persons or 30.4% of the total population in the area. *Generation Z* (age 0 to 14) make up 21.8% of the population which compared to a national average of 19.0% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *very 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 low*. While 89.8% 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 29.5% 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, Parenting Skills, Time for Recreation/Leisure, Good Schools, Achieving Educational Objectives* and *Neighborhood Crime and Safety*. (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 \$110,068 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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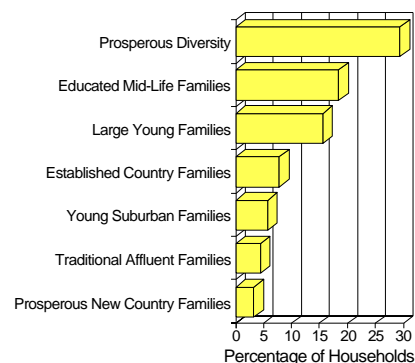
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Population and Households

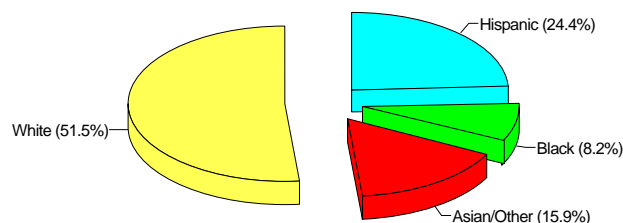


Primary U.S. Lifestyles Segments-2016

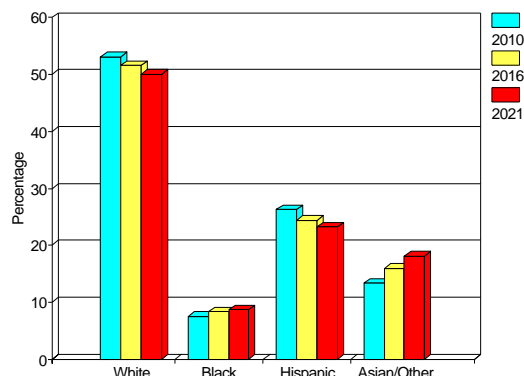


The population in the study area has increased by 10249 persons, or 18.4% since 2010 and is projected to increase by 7435 persons, or 11.3% between 2016 and 2021. The number of households has increased by 2412, or 13.5% since 2010 and is projected to increase by 2066, or 10.2% between 2016 and 2021.

Population By Race/Ethnicity-2016

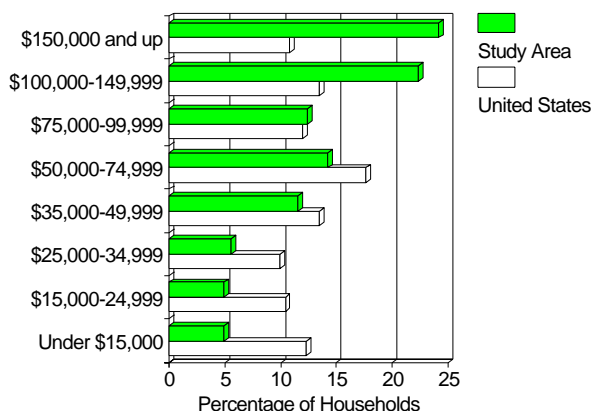


Population By Race/Ethnicity Trend

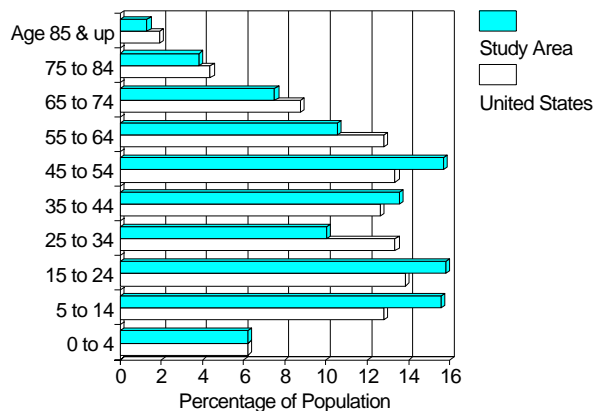


Between 2016 and 2021, the White population is projected to increase by 2726 persons and to decrease from 51.5% to 50.0% of the total population. The Black population is projected to increase by 941 persons and to increase from 8.2% to 8.7% of the total. The Hispanic/Latino population is projected to increase by 959 persons and to decrease from 24.4% to 23.2% of the total. The Asian/Other population is projected to increase by 2809 persons and to increase from 15.9% to 18.1% of the total population.

Households By Income-2016



Population by Age-2016

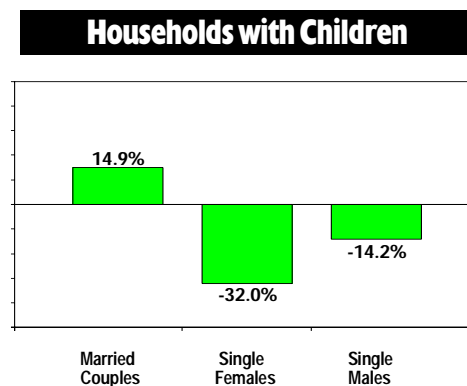
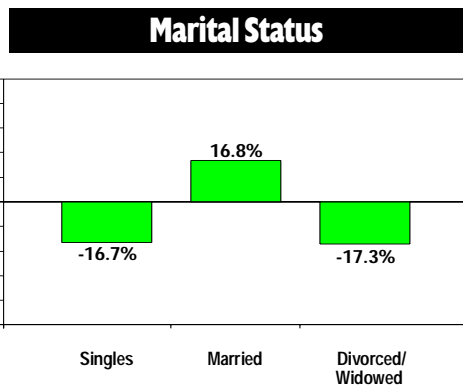
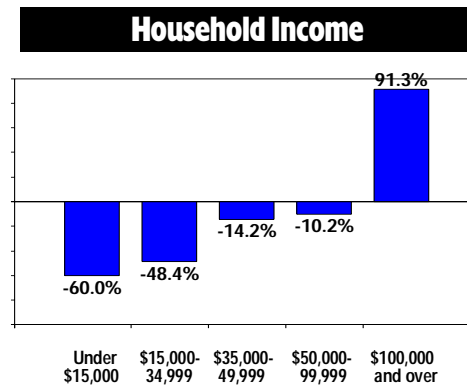
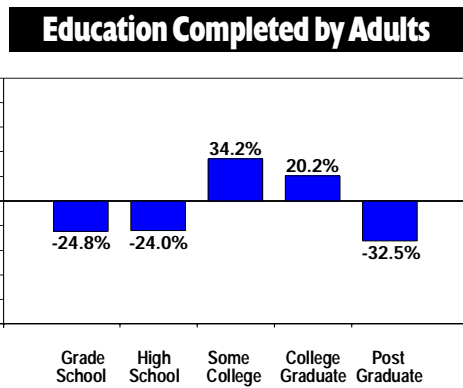
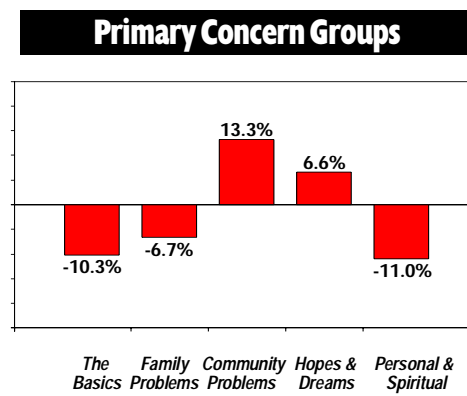
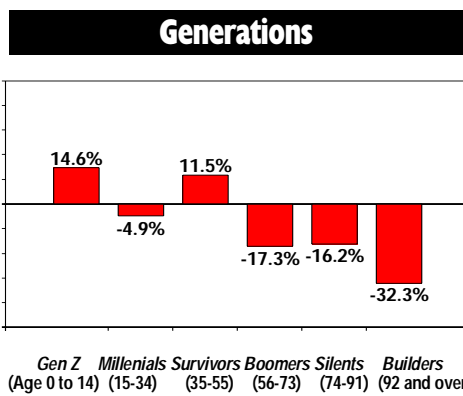
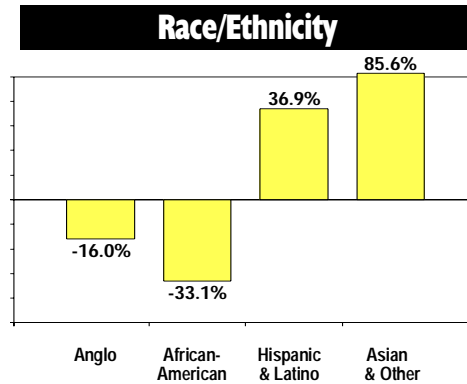
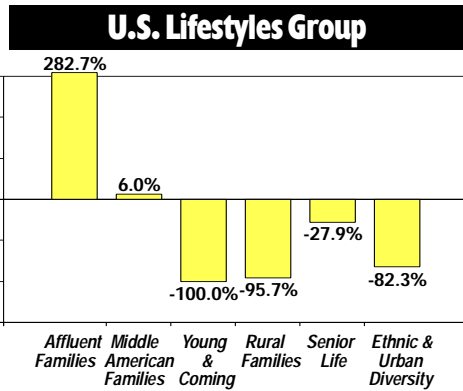


The average household income in the study area is \$110068 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.9 and is projected to increase to 38.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	31,123	55,660	65,909	73,344
Population Change		24,537	10,249	7,435
Percentage Change		78.8%	18.4%	11.3%
↓ Average Annual Growth Rate		7.9%	3.1%	2.3%
▲ Density (Pop. per square mile)	281	502	594	661
HOUSEHOLDS				
▲ Households	10,022	17,875	20,287	22,353
Household Change		7,853	2,412	2,066
Percentage Change		78.4%	13.5%	10.2%
↓ Average Annual Growth Rate		7.8%	2.2%	2.0%
▲ Persons Per Household	3.09	3.10	3.23	3.27

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	29,504	53.0%	33,940	51.5%	36,666	50.0%
▲ African-American (Non-Hisp)	4,131	7.4%	5,431	8.2%	6,372	8.7%
↓ Hispanic/Latino	14,608	26.2%	16,051	24.4%	17,010	23.2%
▲ Asian/Other (Non-Hisp)	7,418	13.3%	10,487	15.9%	13,296	18.1%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	28,637	51.4%	33,839	51.3%	37,637	51.3%
▲ Male	27,023	48.6%	32,070	48.7%	35,707	48.7%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	7,630	13.7%	14,343	21.8%	20,112	27.4%
↓ Millennials (Born 1982 to 2001)	15,726	28.3%	17,022	25.8%	18,306	25.0%
↓ Survivors (Born 1961 to 1981)	17,472	31.4%	20,064	30.4%	21,318	29.1%
↓ Boomers (Born 1943 to 1960)	9,737	17.5%	10,624	16.1%	10,760	14.7%
↓ Silents (Born 1925 to 1942)	4,524	8.1%	3,683	5.6%	2,837	3.9%
↓ Builders (Born 1924 and earlier)	631	1.1%	174	0.3%	9	0.0%

AGE				
	2010 Census	2016 Update	2016 Update	2021 Projection
	Age	Age	Age	Age
▲ Average Age	35.5	36.9	36.9	38.2
▲ Median Age	36.3	37.5	37.5	37.8

INCOME				
	2010 Census	2016 Update	2016 Update	2021 Projection
	Income	Income	Income	Income
▲ Average Household Income	\$91,662	\$110,068	\$110,068	\$121,661
▲ Median Household Income	\$92,526	\$93,807	\$93,807	\$103,243
▲ Per Capita Income	\$29,437	\$33,879	\$33,879	\$37,079

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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	3,543	19.8%	4,899	24.1%	6,473	29.0%
↓ \$100,000 to \$149,999	4,217	23.6%	4,526	22.3%	4,908	22.0%
↓ \$75,000 to \$99,999	2,944	16.5%	2,515	12.4%	2,571	11.5%
↓ \$50,000 to \$74,999	2,956	16.5%	2,882	14.2%	3,101	13.9%
\$35,000 to \$49,999	1,549	8.7%	2,334	11.5%	2,288	10.2%
\$25,000 to \$34,999	862	4.8%	1,125	5.5%	1,089	4.9%
↓ \$15,000 to \$24,999	910	5.1%	1,008	5.0%	982	4.4%
↓ Under \$15,000	894	5.0%	999	4.9%	942	4.2%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,795	6.8%	4,098	6.2%	4,437	6.0%
↓ Required Formal Schooling (5-17)	13,282	23.9%	13,624	20.7%	13,379	18.2%
▲ College Years, Career Starts (18-24)	4,228	7.6%	7,040	10.7%	8,139	11.1%
Singles and Young Families (25-34)	5,744	10.3%	6,603	10.0%	8,958	12.2%
↓ Families, Empty Nesters (35-54)	17,378	31.2%	19,263	29.2%	18,900	25.8%
▲ Enrichment Years Singles/Couples (55-64)	4,898	8.8%	6,944	10.5%	9,177	12.5%
▲ Retirement Opportunities (65+)	6,394	11.5%	8,337	12.6%	10,353	14.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,795	6.8%	4,098	6.2%	4,437	6.0%
↓ 5 to 9 years	4,794	8.6%	4,509	6.8%	4,420	6.0%
↓ 10 to 14 years	5,288	9.5%	5,736	8.7%	5,208	7.1%
↓ 15 to 17 years	3,200	5.7%	3,379	5.1%	3,751	5.1%
▲ 18 to 20 years	2,203	4.0%	3,041	4.6%	3,427	4.7%
▲ 21 to 24 years	2,025	3.6%	3,999	6.1%	4,712	6.4%
▲ 25 to 29 years	2,564	4.6%	3,500	5.3%	5,772	7.9%
↓ 30 to 34 years	3,180	5.7%	3,103	4.7%	3,186	4.3%
↓ 35 to 39 years	4,177	7.5%	3,880	5.9%	3,505	4.8%
↓ 40 to 44 years	5,011	9.0%	5,042	7.6%	4,225	5.8%
↓ 45 to 49 years	4,591	8.2%	5,308	8.1%	4,898	6.7%
▲ 50 to 54 years	3,599	6.5%	5,033	7.6%	6,272	8.6%
▲ 55 to 59 years	2,614	4.7%	4,003	6.1%	5,110	7.0%
▲ 60 to 64 years	2,284	4.1%	2,941	4.5%	4,067	5.5%
▲ 65 to 69 years	2,066	3.7%	2,581	3.9%	3,221	4.4%
▲ 70 to 74 years	1,592	2.9%	2,374	3.6%	3,008	4.1%
▲ 75 to 84 years	2,035	3.7%	2,514	3.8%	3,193	4.4%
85 or more years	701	1.3%	868	1.3%	931	1.3%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	51,565			
Single (Never Married)	14,134	27.4%	32.9%	83
Married	30,211	58.6%	50.2%	117
Divorced/Widowed	7,221	14.0%	16.9%	83
Marital Status Females 15 and Older (2016)	26,802			
Single (Never Married)	6,749	25.2%	29.8%	85
Married	15,445	57.6%	48.8%	118
Divorced/Widowed	4,608	17.2%	21.4%	80
Marital Status Males 15 and Older (2016)	24,764			
Single (Never Married)	7,385	29.8%	36.2%	82
Married	14,766	59.6%	51.6%	116
Divorced/Widowed	2,613	10.6%	12.3%	86
FAMILY STRUCTURE				
Households By Type (2016)	20,287			
▲ Married Couple	12,810	63.1%	48.5%	130
Other Family - Male Head of Household	1,041	5.1%	4.9%	104
Other Family - Female Head of Household	2,331	11.5%	13.0%	88
↓ Non Family - Male Head of Household	1,640	8.1%	15.8%	51
↓ Non Family - Female Head of Household	2,466	12.2%	17.7%	69
Households With Children 0 to 18 (2016)	9,773			
Married Couple Family	7,328	75.0%	65.2%	115
Other Family - Male Head of Household	710	7.3%	8.5%	86
↓ Other Family - Female Head of Household	1,683	17.2%	25.3%	68
↓ Non Family	52	0.5%	1.0%	55
Population By Household Type (2016)	65,909			
↓ Group Quarters	270	0.4%	2.5%	16

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	270			
↓ Correctional Facilities	31	11.5%	30.0%	38
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	24	8.9%	18.7%	47
▲ Other	215	79.6%	15.2%	524
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	65,909			
White (Non-Hispanic)	33,940	51.5%	61.3%	84
↓ African-American (Non-Hisp)	5,431	8.2%	12.3%	67
▲ Hispanic/Latino	16,051	24.4%	17.8%	137
↓ Native American (Non-Hisp)	216	0.3%	0.7%	45
▲ Asian (Non-Hisp)	6,679	10.1%	5.3%	192
▲ Hawaiian & Pacific Islander (Non-Hisp)	226	0.3%	0.2%	204
▲ Other Races & Multiple Races (Non-Hisp)	3,367	5.1%	2.4%	213
Asian Population By Race (2016)	6,868			
↓ Chinese	945	13.8%	22.3%	62
Japanese	392	5.7%	5.0%	114
↓ Indian	448	6.5%	19.5%	33
↓ Korean	146	2.1%	9.6%	22
Vietnamese	805	11.7%	11.0%	107
▲ Other Asian Races	4,132	60.2%	32.5%	185
Hispanic/Latino Population By Race (2016)	16,051			
White	8,568	53.4%	53.0%	101
↓ African-American	277	1.7%	2.5%	69
Native American	188	1.2%	1.4%	86
▲ Asian	189	1.2%	0.4%	281
Other Races & Multiple Races	6,829	42.5%	42.7%	100
Hispanic/Latino Population By Origin (2016)	16,051			
Mexican	11,913	74.2%	62.4%	119
↓ Puerto Rican	719	4.5%	9.5%	47
↓ Cuban	91	0.6%	3.5%	16
Other Hispanic Origin	3,327	20.7%	24.6%	84

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	17,645			
↓ Pre-Primary (Public)	307	1.7%	3.4%	51
▲ Pre-Primary (Private)	565	3.2%	2.6%	122
Elementary/High School (Public)	12,151	68.9%	58.9%	117
↓ Elementary/High School (Private)	907	5.1%	6.6%	77
↓ Enrolled in College	3,715	21.1%	28.4%	74
Population By Education Completed (Age 25 and over) (2016)	41,146			
Elementary (Less than 9 years)	2,282	5.5%	5.8%	95
↓ Some High School (9 to 11 years)	1,919	4.7%	7.8%	60
↓ High School Graduate (12 years)	8,718	21.2%	27.9%	76
▲ Some College (13 to 15 years)	10,880	26.4%	21.2%	125
▲ Associate Degree	5,218	12.7%	8.0%	159
▲ Bachelor's Degree	9,061	22.0%	18.3%	120
↓ Graduate Degree	3,069	7.5%	11.0%	68
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	29,799			
TOTAL WHITE COLLAR	19,331	64.9%	61.5%	106
Executive and Managerial	2,979	10.0%	9.7%	103
Professional Specialty	4,955	16.6%	16.6%	100
Technical Support	2,549	8.6%	8.3%	103
▲ Sales	4,024	13.5%	10.9%	124
Administrative Support & Clerical	4,824	16.2%	16.0%	101
TOTAL BLUE COLLAR	10,468	35.1%	38.5%	91
Service: Private Households	992	3.3%	3.7%	90
▲ Service: Protective	1,108	3.7%	2.2%	168
↓ Service: Other	1,579	5.3%	7.5%	71
Farming, Forestry & Fishing	185	0.6%	0.7%	86
Precision Production and Craft	2,986	10.0%	11.0%	91
▲ Operators and Assemblers	1,253	4.2%	3.2%	130
↓ Transportation and Material Moving	1,402	4.7%	6.2%	76
↓ Laborers	963	3.2%	4.0%	80

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	50,454			
Employed	29,674	58.8%	58.1%	101
Unemployed	2,358	4.7%	5.6%	83
Not in Labor Force	18,421	36.5%	36.3%	101
Total Female Pop. By Work Status (Age 20 to 64) (2013)	15,309			
TOTAL WORKING	10,338	67.5%	66.8%	101
With No Own Children	5,633	36.8%	42.2%	87
With Own Children Age 0 to 5 only	958	6.3%	5.5%	115
▲ With Own Children Age 6 to 17 only	2,841	18.6%	14.8%	125
▲ With Own Children Both Age 0 to 5 and 6 to 17	906	5.9%	4.3%	137
TOTAL NOT WORKING (UNEMPLOYED)	787	5.1%	6.2%	83
↓ With No Own Children	415	2.7%	3.8%	72
With Own Children Age 0 to 5 only	94	0.6%	0.7%	93
▲ With Own Children Age 6 to 17 only	233	1.5%	1.3%	121
↓ With Own Children Both Age 0 to 5 and 6 to 17	45	0.3%	0.5%	54
TOTAL NOT IN THE LABOR FORCE	4,184	27.3%	27.0%	101
↓ With No Own Children	1,821	11.9%	17.1%	70
↓ With Own Children Age 0 to 5 only	279	1.8%	2.6%	70
▲ With Own Children Age 6 to 17 only	1,213	7.9%	4.6%	170
▲ With Own Children Both Age 0 to 5 and 6 to 17	871	5.7%	2.6%	215
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	20,287			
Above Poverty Line (Households with Children)	15,347	60.9%	59.6%	102
▲ Above Poverty Line (Households without Children)	8,409	33.4%	26.5%	126
↓ Below Poverty Line (Households with Children)	833	3.3%	7.9%	42
↓ Below Poverty Line (Households without Children)	595	2.4%	6.0%	39
Households By Presence of Retirement Income (2013)	17,875			
With Retirement Income	3,486	19.5%	17.6%	111
Without Retirement Income	13,823	77.3%	81.5%	95

Date: 6/20/2016

Prepared For:
Immaculate Heart of Mary Parish

Study Area Definition:
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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)	20,287			
Owner Occupied	15,288	75.4%	65.0%	116
↓ Renter Occupied	4,999	24.6%	35.0%	70
▲ Median Rent (2013)	\$1,585		\$904	175
Structures By Number of Units (2016)	21,453			
▲ Single Unit	19,464	90.7%	67.3%	135
↓ 3 to 4 Units	329	1.5%	8.1%	19
↓ 5 to 19 Units	636	3.0%	9.3%	32
↓ 20 to 49 Units	149	0.7%	3.6%	19
↓ 50 or more Units	558	2.6%	5.1%	51
↓ Mobile Home	316	1.5%	6.4%	23
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	11.64		2.57	452
Owner-Occupied Property Values (2016)	15,288			
↓ Under \$40,000	360	2.4%	7.2%	33
↓ \$40,000 to \$59,999	56	0.4%	3.7%	10
↓ \$60,000 to \$79,999	26	0.2%	5.1%	3
↓ \$80,000 to \$99,999	25	0.2%	6.5%	3
↓ \$100,000 to 149,999	197	1.3%	15.1%	9
↓ \$150,000 to \$199,999	567	3.7%	14.6%	25
↓ \$200,000 to \$299,999	2,907	19.0%	18.1%	105
▲ \$300,000 to \$499,999	6,722	44.0%	16.9%	260
▲ \$500,000 to \$999,999	3,950	25.8%	9.7%	266
↓ \$1,000,000 and over	478	3.1%	3.0%	103
▲ Median Property Value	\$408,036		\$192,432	212

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	21,453			
▲ 2010 and later	2,554	11.9%	5.5%	216
▲ 2000 to 2009	9,473	44.2%	14.6%	303
▲ 1990 to 1999	6,180	28.8%	13.4%	215
↓ 1980 to 1989	1,482	6.9%	13.2%	52
↓ 1970 to 1979	777	3.6%	15.0%	24
↓ 1960 to 1969	342	1.6%	10.4%	15
↓ 1950 to 1959	338	1.6%	10.3%	15
↓ 1949 or earlier	306	1.4%	17.7%	8
Households By Number of Persons (2016)	20,287			
↓ 1 Person Household	3,104	15.3%	27.3%	56
2 Person Household	5,323	26.2%	32.3%	81
3 Person Household	3,564	17.6%	16.2%	108
▲ 4 Person Household	3,917	19.3%	13.1%	148
▲ 5 Person Household	2,422	11.9%	6.5%	184
▲ 6 Person Household	1,155	5.7%	2.8%	206
▲ 7 or more Person Household	801	3.9%	1.9%	207
Average Persons Per Household	3.1		2.6	120
Households By Heating Type (2013)	17,309			
▲ Utility and Other Gas	12,487	72.1%	54.0%	133
↓ Electric	4,650	26.9%	36.1%	74
↓ Oil	5	0.0%	6.1%	0
↓ Coal and Wood	71	0.4%	2.2%	18
Solar/Other Fuel	87	0.5%	0.5%	102
↓ No Fuel Used	9	0.1%	0.9%	6

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TRANSPORTATION				
Households By Number of Vehicles (2016)	20,287			
↓ No Vehicles	385	1.9%	9.0%	21
↓ 1 Vehicle	4,347	21.4%	33.7%	63
2 Vehicle	9,009	44.4%	37.5%	118
▲ 3 or more Vehicles	6,546	32.3%	19.8%	163
Workers By Travel Time to Work (2016)	26,960			
Less than 15 minutes	6,197	23.0%	27.3%	84
↓ 15 to 29 minutes	4,277	15.9%	36.5%	43
↓ 30 to 44 minutes	3,822	14.2%	20.2%	70
▲ 45 to 59 minutes	4,140	15.4%	7.7%	198
▲ 60 or more minutes	8,524	31.6%	8.3%	381
▲ Average Travel Time to Work (minutes)	45.0		28.2	159
Workers By Type of Transportation to Work (2016)	29,282			
Drive Alone	22,446	76.7%	76.9%	100
Car Pool	2,865	9.8%	9.6%	102
↓ Public Transportation	851	2.9%	5.1%	57
↓ Walk to Work	151	0.5%	2.8%	18
Other Means	374	1.3%	1.2%	103
▲ Work at Home	2,594	8.9%	4.4%	202

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	11,732	57.8%	15.1%	383
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	6,758	33.3%	31.4%	106
5	Senior Life (7, 20, 21, 22, 30 and 31)	1,010	5.0%	6.9%	72
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	658	3.2%	18.4%	18
4	Rural Families (27, 26, 29, 33, 35 and 38)	113	0.6%	13.1%	4
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	0	0.0%	14.7%	0

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
5	Prosperous Diversity	5,970	29.4%	3.1%	949
4	Educated Mid-Life Families	3,727	18.4%	3.4%	539
17	Large Young Families	3,176	15.7%	2.2%	728
16	Established Country Families	1,608	7.9%	6.4%	124
11	Young Suburban Families	1,171	5.8%	3.0%	194
1	Traditional Affluent Families	903	4.5%	3.5%	128
6	Prosperous New Country Families	659	3.2%	2.1%	152
7	Prosperous and Mature	602	3.0%	0.5%	550
25	Working Country Consumers	455	2.2%	4.1%	55
14	Secure Mid-Life Families	426	2.1%	0.7%	320
40	Surviving Urban Diversity	346	1.7%	4.0%	42
41	Struggling Hispanic Households	302	1.5%	1.6%	92
20	Cautious and Mature	246	1.2%	2.6%	46
28	Building Country Families	171	0.8%	2.8%	30
18	Working Urban Families	136	0.7%	4.0%	17
22	Mature and Established	112	0.6%	1.8%	31
2	Professional Affluent Families	46	0.2%	0.8%	28
29	Working Country Families	42	0.2%	1.0%	22
27	Country Family Diversity	40	0.2%	0.3%	58
9	Educated Working Families	39	0.2%	0.1%	229

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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.		
26	Working Suburban Families	31	0.2%	0.1%	128
21	Mature and Stable	29	0.1%	0.6%	25
49	Exception Households	15	0.1%	0.2%	30
30	Urban Senior Life	14	0.1%	0.8%	8
43	Laboring Urban Diversity	9	0.0%	0.5%	9
31	Mature Country Families	7	0.0%	0.5%	6
23	Established Empty-Nesters	2	0.0%	3.4%	0
3	Mid-Life Prosperity	1	0.0%	1.5%	0
44	Laboring Urban Life	1	0.0%	0.1%	7
38	Rural Working Families	0	0.0%	8.8%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
32	Working Urban Life	0	0.0%	1.7%	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
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
19	Educated and Promising	0	0.0%	0.1%	0
	TOTALS	20,286	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	28.8%	35.4%	81
↓ Somewhat Involved with Their Faith	23.7%	29.9%	79
▲ Not Involved with Their Faith	47.6%	34.7%	137

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.1%	22.1%	82
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.4%	23.7%	86

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	141
↓ Baptist	8.5%	16.1%	53
Catholic	21.6%	23.7%	91
Congregational	1.9%	2.0%	96
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	227
Episcopal	2.6%	2.9%	90
↓ Holiness	0.2%	0.8%	21
Jehovah's Witnesses	1.0%	1.1%	97
▲ Judaism	3.6%	3.2%	115
↓ Lutheran	6.0%	7.2%	82
↓ Methodist	4.9%	10.1%	49
▲ Mormon	4.0%	1.8%	226
▲ New Age	1.2%	0.6%	202
▲ Non-Denominational / Independent	11.4%	6.9%	165
↓ Orthodox	0.3%	0.3%	87
Pentecostal	2.5%	2.4%	103
Presbyterian / Reformed	4.7%	4.6%	102
Unitarian / Universalist	0.7%	0.7%	97
▲ Interested but No Preference	5.6%	3.9%	145
▲ Not Interested and No Preference	18.0%	11.1%	162
Likely to Have Changed Their Preference in the Last 10 Years	17.7%	16.8%	105

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.4%	4.0%	110
Lets them do what they want and is supportive	10.6%	11.7%	91
Lets them do what they want and stays out of the way	4.4%	4.8%	92
Works with them on deciding what to do and helps them do it	80.6%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.7%	43.5%	94
↓ Finding/Providing Health Insurance	21.2%	29.0%	73
Day-to-Day Financial Worries	29.1%	31.6%	92
Finding Employment Opportunities	15.4%	14.4%	107
Finding Affordable Housing	10.7%	11.3%	94
↓ Providing Adequate Food	6.2%	8.6%	72
Finding Child Care	6.7%	6.3%	107
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.8%	16.7%	82
Dealing With Teen / Child Problems	21.1%	20.7%	102
Finding/Providing Aging Parent Care	16.2%	15.5%	105
↓ Dealing With Abusive Relationships	9.4%	11.4%	83
↓ Dealing With Divorce	3.6%	4.5%	80
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	30.2%	27.0%	112
▲ Finding/Providing Good Schools	27.2%	23.5%	116
Dealing with Problems in Schools	13.1%	13.6%	97
Dealing With Racial / Ethnic Prejudice	12.6%	13.1%	96
▲ Dealing With Neighborhood Gangs	14.6%	8.5%	171
Dealing with Social Injustice	12.1%	11.3%	107
HOPES AND DREAMS:			
Achieving Long-term Financial Security	55.7%	50.6%	110
▲ Finding Time for Recreation / Leisure	29.5%	25.3%	117
↓ Finding Better Quality Healthcare	21.3%	23.9%	89
Finding A Satisfying Job / Career	19.3%	19.3%	100
Finding Retirement Opportunities	17.9%	18.9%	95
Achieving A Fulfilling Marriage	24.6%	22.3%	110
▲ Developing Parenting Skills	18.0%	14.7%	122
▲ Achieving Educational Objectives	8.5%	7.5%	113
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.2%	29.8%	98
Finding Companionship	15.6%	17.3%	90
↓ Finding A Good Church	10.8%	15.2%	71
↓ Finding Spiritual Teaching	9.8%	12.9%	75
Finding Life Direction	14.0%	14.0%	100

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	82.7%	84.5%	98
"God is actively involved in the world including nations and their governments"	59.1%	63.8%	93

SOCIETY:

"It is important to preserve the traditional American family structure"	91.4%	91.5%	100
"A healthy environment has become a national crisis"	82.9%	82.8%	100
"Public education is essential to the future of American society"	95.6%	94.0%	102

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"	59.3%	62.6%	95

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"	35.5%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	60.6%	59.8%	101
More than \$500 per year	32.4%	31.2%	104
▲ More than \$1,000 per year	19.9%	17.4%	114

TO CHARITIES:

▲ More than \$100 per year	40.8%	33.7%	121
▲ More than \$500 per year	10.0%	6.8%	147
▲ More than \$1,000 per year	3.0%	2.3%	130

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	19.4%	16.1%	120
▲ More than \$500 per year	5.2%	4.3%	121
▲ More than \$1,000 per year	3.4%	2.2%	155

Ministry Area Profile 2016
Compass
REPORT

Immaculate Heart of Mary Parish

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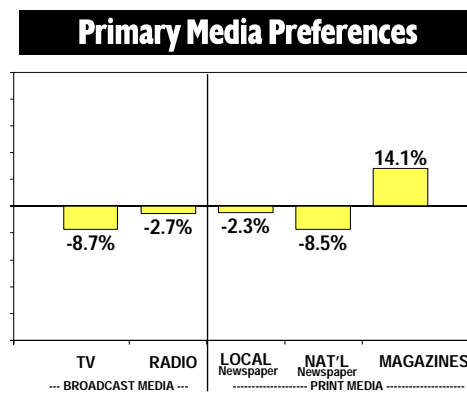
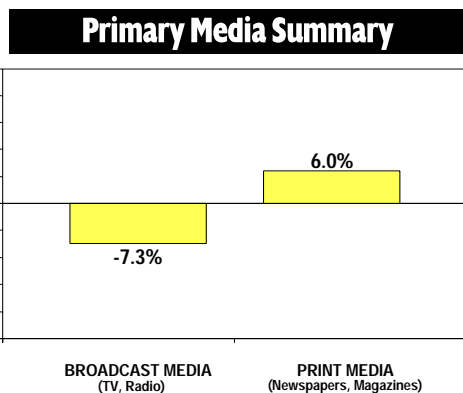
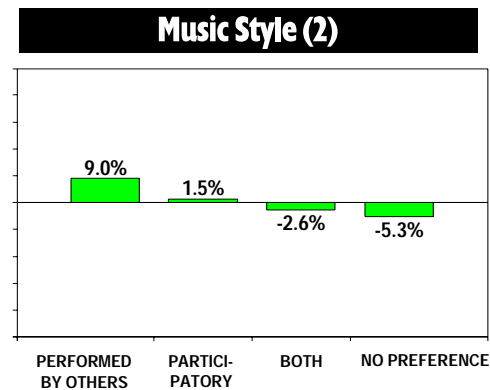
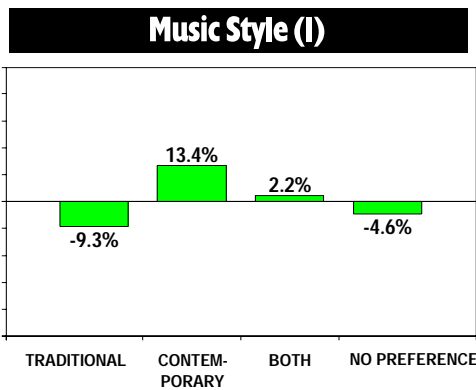
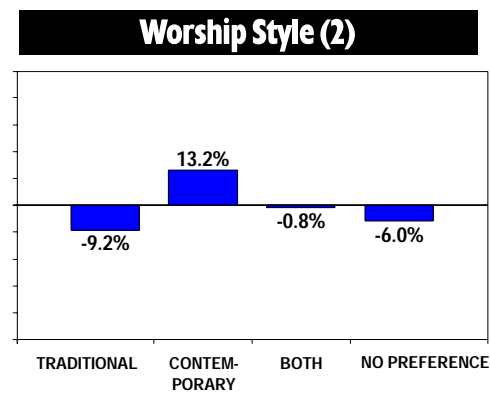
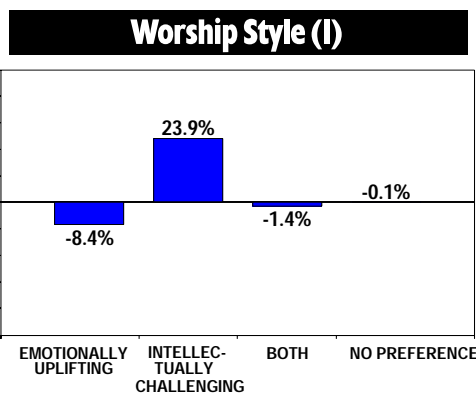
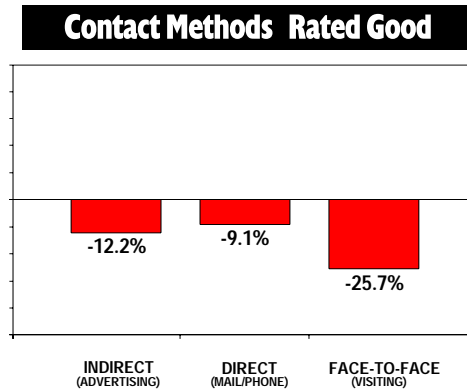
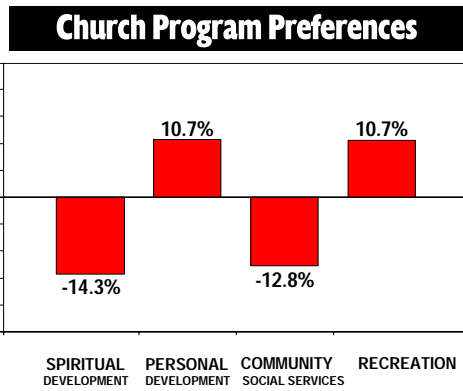
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	34.4%	41.1%	84
↓ Adult Theological Discussion Groups	19.7%	22.5%	88
Spiritual Retreats	10.4%	11.6%	90

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	16.4%	15.2%	108
▲ Parent Training Programs	9.9%	7.8%	127
Twelve Step Programs	3.8%	3.5%	110
↓ Divorce Recovery	1.9%	2.4%	77

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	20.6%	22.5%	92
↓ Care for the Terminally Ill	12.2%	15.7%	78
↓ Food and Clothing Resources	6.9%	11.1%	62
▲ Day Care Services	7.5%	6.1%	124
Church Sponsored Day-School	6.1%	5.7%	107

RECREATION:

▲ Youth Social Programs	35.0%	29.7%	118
▲ Family Activities and Outings	37.4%	32.8%	114
Active Retirement Programs	25.2%	26.8%	94
▲ Cultural Programs (Music, Drama, Art)	21.6%	18.9%	114
▲ Sports or Camping	7.6%	6.3%	120

SUMMARY

↓ Spiritual Development Index	86
▲ Personal Development Index	111
↓ Community/Social Services Index	87
▲ 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	24.1%	26.4%	92
▲ B. Intellectually Challenging	13.8%	11.1%	124
C. Both A and B	38.6%	39.2%	99
D. No Preference or Not Interested	23.4%	23.4%	100

PART 2:

A. Traditional/Formal/Ceremonial	18.4%	20.2%	91
▲ B. Contemporary/Informal	29.8%	26.3%	113
C. Both A and B	26.3%	26.5%	99
D. No Preference or Not Interested	25.3%	26.9%	94

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.1%	24.4%	91
▲ B. Contemporary	22.4%	19.7%	113
C. Both A and B	31.8%	31.1%	102
D. No Preference or Not Interested	23.6%	24.8%	95

PART 2:

A. Performed by Others	20.4%	18.7%	109
B. Participatory	23.3%	22.9%	101
C. Both A and B	31.3%	32.2%	97
D. No Preference or Not Interested	24.8%	26.2%	95



Date: 6/20/2016

Prepared For:
Immaculate Heart of Mary Parish

Study Area Definition:
Custom Polygon

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

MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.6%	22.0%	102
B. Personal Spiritual Development	15.2%	14.3%	106
C. Both A and B	37.1%	37.4%	99
D. No Preference or Not Interested	25.1%	26.3%	95

PART 2:

A. Global Mission	6.5%	6.2%	106
B. Local Mission	32.7%	33.3%	98
C. Both A and B	31.1%	30.1%	103
D. No Preference or Not Interested	29.5%	30.4%	97

CHURCH ARCHITECTURE INDICATOR

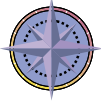
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	23.2%	26.6%	87
▲ B. Contemporary	20.1%	15.9%	126
C. Both A and B	32.7%	32.3%	101
D. No Preference or Not Interested	24.0%	25.1%	96

PART 2:

↓ A. Somber/Serious	7.2%	9.4%	77
▲ B. Light and Airy	39.5%	34.7%	114
C. Both A and B	27.0%	27.7%	97
D. No Preference or Not Interested	26.4%	28.2%	94



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	43.2%	47.3%	91
Radio	13.0%	13.3%	97

PRINT MEDIA:

Local Newspaper	38.2%	36.1%	106
National Newspaper	4.0%	4.3%	91
▲ Magazines	3.4%	2.4%	139

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.7%	31.9%	99
Radio	22.8%	23.8%	96

PRINT MEDIA:

Local Newspaper	31.9%	32.7%	98
National Newspaper	5.3%	5.8%	91
▲ Magazines	8.0%	7.0%	114

SUMMARY

Overall Broadcast Media Index (100 = Average)	95
Overall Print Media Index	103



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

CHURCH CONTACT METHODS RATED GOOD

Estimated 2016 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	32.6%	36.2%	90
↓ Putting Ad in Local Newspaper	29.0%	33.8%	86
↓ Local Cable Channels	26.6%	30.4%	87
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	51.1%	53.7%	95
↓ Calling and Offering to Send Information By Mail	25.3%	29.5%	86
↓ Calling and Discussing on the Phone	10.2%	12.0%	85
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	14.3%	20.1%	71
↓ Going Door to Door	11.0%	14.0%	79

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	23.5%	19.6%	120
▲ Putting Ad in Local Newspaper	26.1%	21.5%	121
▲ Local Cable Channels	34.3%	30.7%	111
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.3%	13.3%	122
▲ Calling and Offering to Send Information By Mail	38.7%	34.0%	114
▲ Calling and Discussing on the Phone	67.1%	60.6%	111
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	58.3%	49.6%	117
Going Door to Door	67.8%	64.0%	106

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	88
Direct Methods Index	91
↓ Face-to-Face Methods Index	74

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	117
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	111