

ministry
area ●●●●●●
profile **2016**

Most Holy Rosary Parish

Study Area Definition:
Custom Polygon





Prepared For:
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- 1** **Q** **How many people live in the defined study area?**

A Currently, there are 33,794 persons residing in the defined study area. This represents an increase of 1,281 or 3.9% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**

A Yes, between 2016 and 2021, the population is projected to increase by 3.9% or 1,317 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 high* with 22 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Surviving Urban Diversity* representing 24.3% 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 33.5% of the population and all other racial/ethnic groups make up a substantial 66.5% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 40.4% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 15.5% 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 9,939 persons or 29.4% of the total population in the area. *Generation Z* (age 0 to 14) make up 21.5% 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 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 low*. While 82.4% 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 13.4% 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, Affordable Housing, Neighborhood Crime and Safety, Adequate Food, Employment Opportunities* and *Day-to-Day Financial Worries*. (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?**

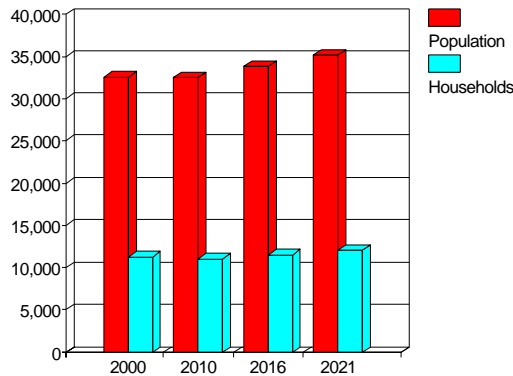
A Based upon the average household income of \$65,062 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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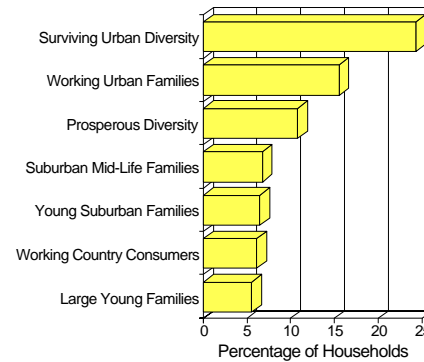
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Population and Households

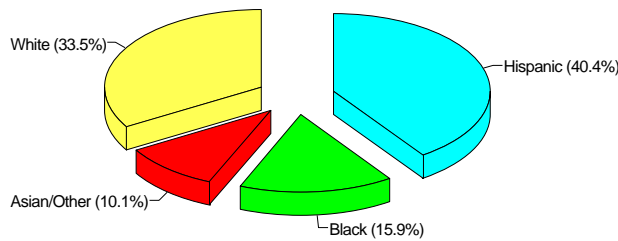


Primary U.S. Lifestyles Segments-2016

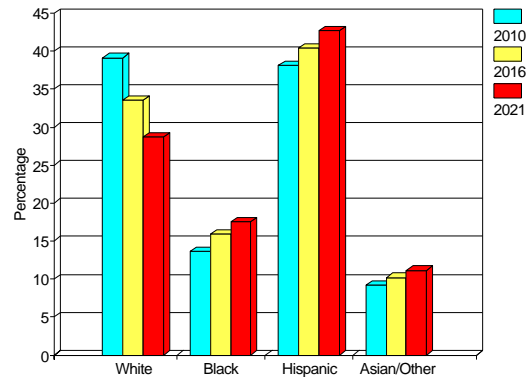


The population in the study area has increased by 1335 persons, or 4.1% since 2010 and is projected to increase by 1317 persons, or 3.9% between 2016 and 2021. The number of households has increased by 521, or 4.7% since 2010 and is projected to increase by 492, or 4.3% between 2016 and 2021.

Population By Race/Ethnicity-2016

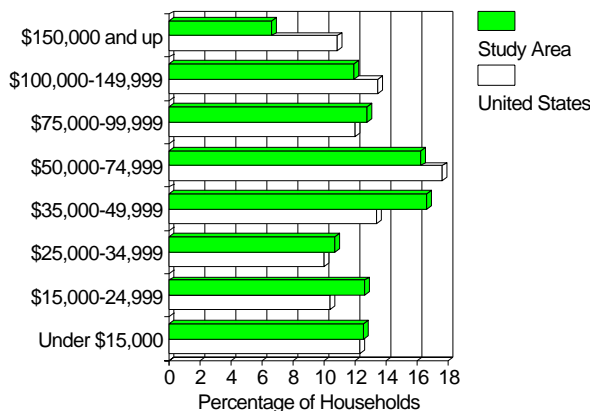


Population By Race/Ethnicity Trend

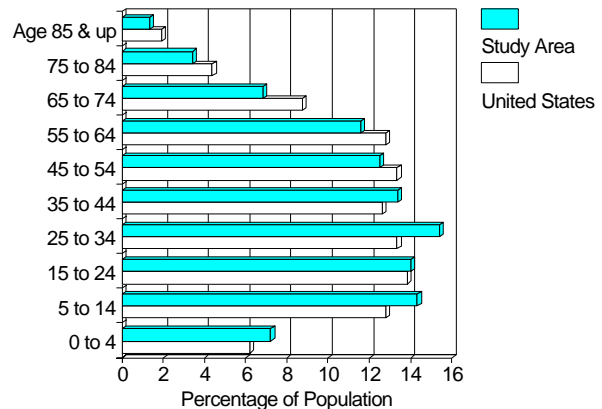


Between 2016 and 2021, the White population is projected to decrease by 1257 persons and to decrease from 33.5% to 28.7% of the total population. The Black population is projected to increase by 775 persons and to increase from 15.9% to 17.5% of the total. The Hispanic/Latino population is projected to increase by 1324 persons and to increase from 40.4% to 42.7% of the total. The Asian/Other population is projected to increase by 475 persons and to increase from 10.1% to 11.1% of the total population.

Households By Income-2016



Population by Age-2016

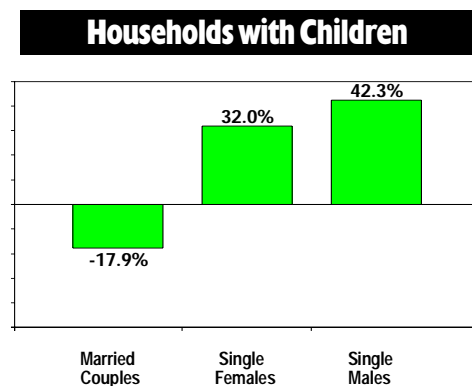
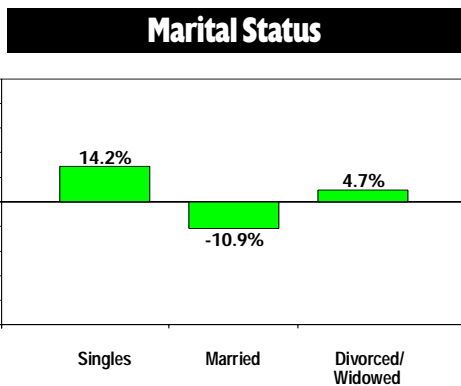
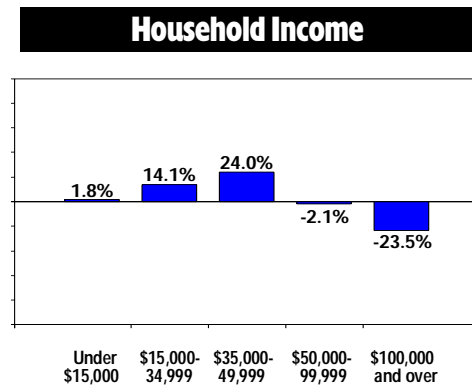
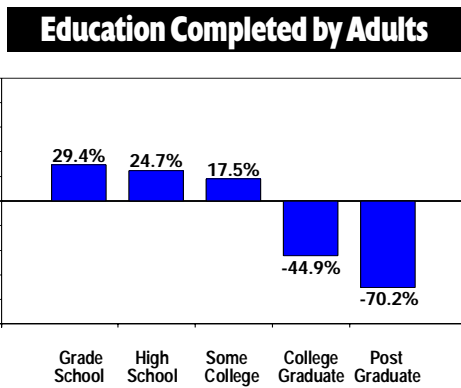
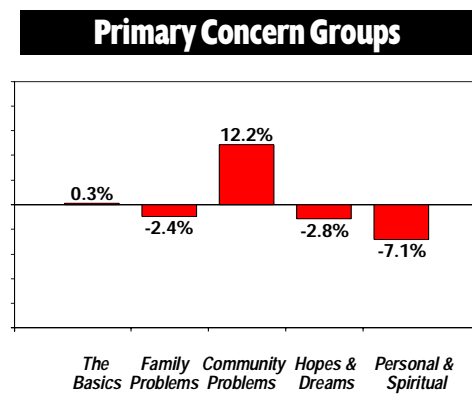
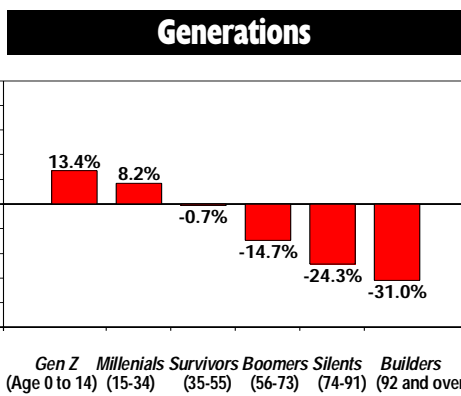
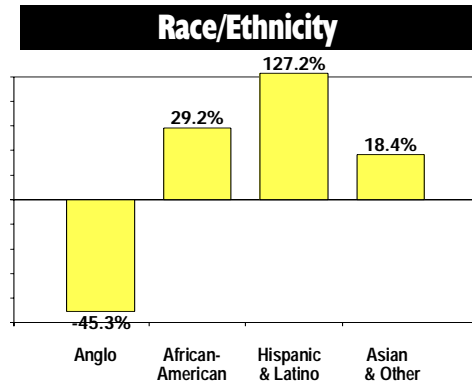
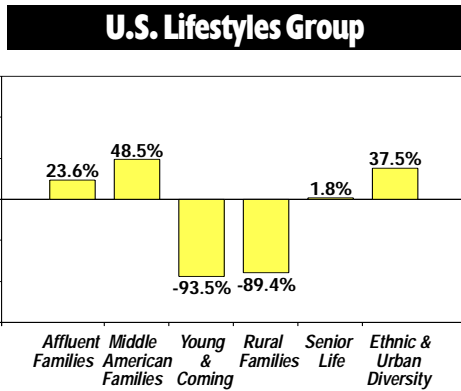


The average household income in the study area is \$65062 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.2 and is projected to increase to 37.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	32,513	32,459	33,794	35,111
Population Change		(54)	1,335	1,317
Percentage Change		-0.2%	4.1%	3.9%
▲ Average Annual Growth Rate		-0.0%	0.7%	0.8%
Density (Pop. per square mile)	3,884	3,878	4,038	4,195
HOUSEHOLDS				
Households	11,216	11,009	11,530	12,022
Household Change		(207)	521	492
Percentage Change		-1.8%	4.7%	4.3%
▲ Average Annual Growth Rate		-0.2%	0.8%	0.9%
Persons Per Household	2.87	2.92	2.90	2.89

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	12,685	39.1%	11,334	33.5%	10,077	28.7%
▲ African-American (Non-Hisp)	4,419	13.6%	5,377	15.9%	6,152	17.5%
▲ Hispanic/Latino	12,371	38.1%	13,654	40.4%	14,978	42.7%
▲ Asian/Other (Non-Hisp)	2,983	9.2%	3,429	10.1%	3,904	11.1%

POPULATION BY GENDER						
↓ Female	16,615	51.2%	17,241	51.0%	17,891	51.0%
▲ Male	15,844	48.8%	16,553	49.0%	17,220	49.0%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	4,450	13.7%	7,276	21.5%	9,755	27.8%
↓ Millennials (Born 1982 to 2001)	9,994	30.8%	9,938	29.4%	9,896	28.2%
↓ Survivors (Born 1961 to 1981)	9,232	28.4%	9,167	27.1%	9,114	26.0%
↓ Boomers (Born 1943 to 1960)	6,117	18.8%	5,615	16.6%	5,082	14.5%
↓ Silents (Born 1925 to 1942)	2,239	6.9%	1,707	5.1%	1,260	3.6%
↓ Builders (Born 1924 and earlier)	392	1.2%	91	0.3%	5	0.0%

AGE			
▲ Average Age		34.8	36.2
▲ Median Age		33.7	35.0
			37.2
			36.4

INCOME			
▲ Average Household Income		\$60,119	\$65,062
Median Household Income		\$52,370	\$51,724
▲ Per Capita Income		\$20,390	\$22,198
			\$69,748
			\$55,102
			\$23,882

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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	777	7.1%	767	6.7%	961	8.0%
▲	\$100,000 to \$149,999	946	8.6%	1,376	11.9%	1,612	13.4%
	\$75,000 to \$99,999	1,502	13.6%	1,473	12.8%	1,536	12.8%
↓	\$50,000 to \$74,999	2,256	20.5%	1,872	16.2%	1,934	16.1%
	\$35,000 to \$49,999	1,820	16.5%	1,916	16.6%	1,948	16.2%
↓	\$25,000 to \$34,999	1,185	10.8%	1,229	10.7%	1,231	10.2%
	\$15,000 to \$24,999	1,157	10.5%	1,452	12.6%	1,418	11.8%
	Under \$15,000	1,367	12.4%	1,444	12.5%	1,381	11.5%
POPULATION BY PHASE OF LIFE							
↓	Before Formal Schooling (Age 0-4)	2,552	7.9%	2,440	7.2%	2,484	7.1%
↓	Required Formal Schooling (5-17)	6,325	19.5%	6,336	18.7%	6,334	18.0%
↓	College Years, Career Starts (18-24)	3,490	10.8%	3,235	9.6%	3,339	9.5%
	Singles and Young Families (25-34)	4,835	14.9%	5,203	15.4%	4,871	13.9%
	Families, Empty Nesters (35-54)	8,738	26.9%	8,746	25.9%	9,302	26.5%
▲	Enrichment Years Singles/Couples (55-64)	3,274	10.1%	3,917	11.6%	4,091	11.7%
▲	Retirement Opportunities (65+)	3,211	9.9%	3,917	11.6%	4,691	13.4%
POPULATION BY AGE (DETAIL)							
↓	Under 5 years	2,552	7.9%	2,440	7.2%	2,484	7.1%
↓	5 to 9 years	2,373	7.3%	2,432	7.2%	2,358	6.7%
↓	10 to 14 years	2,411	7.4%	2,404	7.1%	2,466	7.0%
↓	15 to 17 years	1,541	4.7%	1,500	4.4%	1,510	4.3%
↓	18 to 20 years	1,508	4.6%	1,371	4.1%	1,398	4.0%
↓	21 to 24 years	1,982	6.1%	1,864	5.5%	1,941	5.5%
↓	25 to 29 years	2,597	8.0%	2,566	7.6%	2,471	7.0%
	30 to 34 years	2,238	6.9%	2,637	7.8%	2,400	6.8%
▲	35 to 39 years	2,097	6.5%	2,416	7.1%	2,623	7.5%
	40 to 44 years	2,072	6.4%	2,102	6.2%	2,443	7.0%
↓	45 to 49 years	2,306	7.1%	2,037	6.0%	2,096	6.0%
↓	50 to 54 years	2,263	7.0%	2,191	6.5%	2,140	6.1%
	55 to 59 years	1,849	5.7%	2,107	6.2%	2,021	5.8%
▲	60 to 64 years	1,425	4.4%	1,810	5.4%	2,070	5.9%
▲	65 to 69 years	966	3.0%	1,388	4.1%	1,624	4.6%
▲	70 to 74 years	731	2.3%	914	2.7%	1,260	3.6%
▲	75 to 84 years	1,078	3.3%	1,160	3.4%	1,355	3.9%
	85 or more years	436	1.3%	455	1.3%	452	1.3%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	26,517			
Single (Never Married)	9,966	37.6%	32.9%	114
Married	11,848	44.7%	50.2%	89
Divorced/Widowed	4,703	17.7%	16.9%	105
Marital Status Females 15 and Older (2016)	13,637			
Single (Never Married)	4,678	34.3%	29.8%	115
Married	5,807	42.6%	48.8%	87
Divorced/Widowed	3,152	23.1%	21.4%	108
Marital Status Males 15 and Older (2016)	12,880			
Single (Never Married)	5,288	41.1%	36.2%	114
Married	6,041	46.9%	51.6%	91
Divorced/Widowed	1,551	12.0%	12.3%	98
FAMILY STRUCTURE				
Households By Type (2016)	11,530			
Married Couple	4,983	43.2%	48.5%	89
▲ Other Family - Male Head of Household	948	8.2%	4.9%	167
▲ Other Family - Female Head of Household	2,369	20.5%	13.0%	158
Non Family - Male Head of Household	1,539	13.3%	15.8%	84
Non Family - Female Head of Household	1,691	14.7%	17.7%	83
Households With Children 0 to 18 (2016)	4,807			
Married Couple Family	2,575	53.6%	65.2%	82
▲ Other Family - Male Head of Household	579	12.0%	8.5%	142
▲ Other Family - Female Head of Household	1,607	33.4%	25.3%	132
Non Family	46	1.0%	1.0%	99
Population By Household Type (2016)	33,794			
↓ Group Quarters	328	1.0%	2.5%	39

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	328			
↓ Correctional Facilities	8	2.4%	30.0%	8
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	93	28.4%	18.7%	151
▲ Other	226	68.9%	15.2%	453
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	33,794			
↓ White (Non-Hispanic)	11,334	33.5%	61.3%	55
▲ African-American (Non-Hisp)	5,377	15.9%	12.3%	129
▲ Hispanic/Latino	13,655	40.4%	17.8%	227
↓ Native American (Non-Hisp)	161	0.5%	0.7%	65
↓ Asian (Non-Hisp)	1,426	4.2%	5.3%	80
▲ Hawaiian & Pacific Islander (Non-Hisp)	251	0.7%	0.2%	441
▲ Other Races & Multiple Races (Non-Hisp)	1,590	4.7%	2.4%	197
Asian Population By Race (2016)	1,524			
↓ Chinese	205	13.5%	22.3%	60
↓ Japanese	61	4.0%	5.0%	80
↓ Indian	56	3.7%	19.5%	19
↓ Korean	104	6.8%	9.6%	71
↓ Vietnamese	0	0.0%	11.0%	0
▲ Other Asian Races	1,098	72.0%	32.5%	222
Hispanic/Latino Population By Race (2016)	13,655			
↓ White	5,708	41.8%	53.0%	79
↓ African-American	213	1.6%	2.5%	62
Native American	174	1.3%	1.4%	93
▲ Asian	98	0.7%	0.4%	171
▲ Other Races & Multiple Races	7,462	54.6%	42.7%	128
Hispanic/Latino Population By Origin (2016)	13,655			
▲ Mexican	10,598	77.6%	62.4%	124
↓ Puerto Rican	457	3.3%	9.5%	35
↓ Cuban	59	0.4%	3.5%	12
↓ Other Hispanic Origin	2,540	18.6%	24.6%	76

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	9,053			
Pre-Primary (Public)	323	3.6%	3.4%	104
↓ Pre-Primary (Private)	157	1.7%	2.6%	66
Elementary/High School (Public)	6,375	70.4%	58.9%	120
↓ Elementary/High School (Private)	203	2.2%	6.6%	34
↓ Enrolled in College	1,995	22.0%	28.4%	78
Population By Education Completed (Age 25 and over) (2016)	21,782			
▲ Elementary (Less than 9 years)	1,584	7.3%	5.8%	125
▲ Some High School (9 to 11 years)	2,243	10.3%	7.8%	133
▲ High School Graduate (12 years)	7,574	34.8%	27.9%	125
▲ Some College (13 to 15 years)	5,651	25.9%	21.2%	123
Associate Degree	1,815	8.3%	8.0%	104
↓ Bachelor's Degree	2,197	10.1%	18.3%	55
↓ Graduate Degree	718	3.3%	11.0%	30
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	13,452			
TOTAL WHITE COLLAR	7,120	52.9%	61.5%	86
↓ Executive and Managerial	800	5.9%	9.7%	61
↓ Professional Specialty	1,636	12.2%	16.6%	73
↓ Technical Support	834	6.2%	8.3%	75
Sales	1,413	10.5%	10.9%	97
Administrative Support & Clerical	2,437	18.1%	16.0%	113
▲ TOTAL BLUE COLLAR	6,333	47.1%	38.5%	122
▲ Service: Private Households	809	6.0%	3.7%	163
↓ Service: Protective	224	1.7%	2.2%	75
▲ Service: Other	1,279	9.5%	7.5%	127
▲ Farming, Forestry & Fishing	134	1.0%	0.7%	138
Precision Production and Craft	1,719	12.8%	11.0%	116
Operators and Assemblers	480	3.6%	3.2%	110
Transportation and Material Moving	928	6.9%	6.2%	112
▲ Laborers	760	5.6%	4.0%	140

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	26,027			
Employed	13,497	51.9%	58.1%	89
▲ Unemployed	2,616	10.1%	5.6%	179
Not in Labor Force	9,914	38.1%	36.3%	105
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	6,287	60.1%	66.8%	90
With No Own Children	3,835	36.7%	42.2%	87
↓ With Own Children Age 0 to 5 only	405	3.9%	5.5%	71
With Own Children Age 6 to 17 only	1,346	12.9%	14.8%	87
▲ With Own Children Both Age 0 to 5 and 6 to 17	701	6.7%	4.3%	155
▲ TOTAL NOT WORKING (UNEMPLOYED)	975	9.3%	6.2%	150
▲ With No Own Children	620	5.9%	3.8%	158
▲ With Own Children Age 0 to 5 only	85	0.8%	0.7%	123
With Own Children Age 6 to 17 only	146	1.4%	1.3%	111
▲ With Own Children Both Age 0 to 5 and 6 to 17	124	1.2%	0.5%	217
TOTAL NOT IN THE LABOR FORCE	3,195	30.6%	27.0%	113
▲ With No Own Children	2,301	22.0%	17.1%	129
With Own Children Age 0 to 5 only	315	3.0%	2.6%	116
With Own Children Age 6 to 17 only	418	4.0%	4.6%	86
↓ With Own Children Both Age 0 to 5 and 6 to 17	161	1.5%	2.6%	58
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	11,530			
Above Poverty Line (Households with Children)	6,966	54.9%	59.6%	92
Above Poverty Line (Households without Children)	3,220	25.4%	26.5%	96
▲ Below Poverty Line (Households with Children)	1,331	10.5%	7.9%	133
▲ Below Poverty Line (Households without Children)	1,172	9.2%	6.0%	153
Households By Presence of Retirement Income (2013)				
▲ With Retirement Income	2,471	22.4%	17.6%	128
Without Retirement Income	8,572	77.9%	81.5%	96

Date: 6/20/2016

Prepared For:
Most Holy Rosary Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
HOUSING				
Occupied Units By Type (2016)	11,530			
↓ Owner Occupied	5,735	49.7%	65.0%	77
▲ Renter Occupied	5,795	50.3%	35.0%	143
▲ Median Rent (2013)	\$1,196		\$904	132
Structures By Number of Units (2016)	12,604			
Single Unit	9,119	72.4%	67.3%	107
3 to 4 Units	1,213	9.6%	8.1%	119
5 to 19 Units	1,382	11.0%	9.3%	117
↓ 20 to 49 Units	252	2.0%	3.6%	55
50 or more Units	523	4.1%	5.1%	81
↓ Mobile Home	109	0.9%	6.4%	13
↓ Other	6	0.0%	0.1%	56
Single To Multiple Unit Ratio	2.71		2.57	105
Owner-Occupied Property Values (2016)	5,735			
Under \$40,000	345	6.0%	7.2%	83
↓ \$40,000 to \$59,999	96	1.7%	3.7%	45
↓ \$60,000 to \$79,999	126	2.2%	5.1%	43
↓ \$80,000 to \$99,999	124	2.2%	6.5%	33
\$100,000 to 149,999	837	14.6%	15.1%	97
\$150,000 to \$199,999	974	17.0%	14.6%	117
▲ \$200,000 to \$299,999	1,745	30.4%	18.1%	168
\$300,000 to \$499,999	1,140	19.9%	16.9%	117
↓ \$500,000 to \$999,999	251	4.4%	9.7%	45
↓ \$1,000,000 and over	97	1.7%	3.0%	56
Median Property Value	\$218,188		\$192,432	113

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	12,604			
2010 and later	607	4.8%	5.5%	87
↓ 2000 to 2009	551	4.4%	14.6%	30
↓ 1990 to 1999	968	7.7%	13.4%	57
▲ 1980 to 1989	2,064	16.4%	13.2%	124
▲ 1970 to 1979	2,485	19.7%	15.0%	132
1960 to 1969	1,518	12.0%	10.4%	116
▲ 1950 to 1959	1,952	15.5%	10.3%	151
1949 or earlier	2,459	19.5%	17.7%	110
Households By Number of Persons (2016)	11,530			
↓ 1 Person Household	2,455	21.3%	27.3%	78
2 Person Household	3,343	29.0%	32.3%	90
3 Person Household	2,120	18.4%	16.2%	113
4 Person Household	1,717	14.9%	13.1%	114
▲ 5 Person Household	1,016	8.8%	6.5%	136
▲ 6 Person Household	488	4.2%	2.8%	153
▲ 7 or more Person Household	391	3.4%	1.9%	178
Average Persons Per Household	2.9		2.6	113
Households By Heating Type (2013)	11,043			
Utility and Other Gas	7,146	64.7%	54.0%	120
Electric	3,753	34.0%	36.1%	94
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	61	0.6%	2.2%	25
↓ Solar/Other Fuel	27	0.2%	0.5%	49
↓ No Fuel Used	55	0.5%	0.9%	53

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TRANSPORTATION				
Households By Number of Vehicles (2016)	11,530			
No Vehicles	976	8.5%	9.0%	94
1 Vehicle	3,734	32.4%	33.7%	96
2 Vehicle	4,231	36.7%	37.5%	98
3 or more Vehicles	2,589	22.5%	19.8%	114
Workers By Travel Time to Work (2016)	12,374			
Less than 15 minutes	2,743	22.2%	27.3%	81
↓ 15 to 29 minutes	2,729	22.1%	36.5%	60
30 to 44 minutes	2,188	17.7%	20.2%	88
▲ 45 to 59 minutes	1,512	12.2%	7.7%	158
▲ 60 or more minutes	3,202	25.9%	8.3%	312
▲ Average Travel Time to Work (minutes)	41.1		28.2	146
Workers By Type of Transportation to Work (2016)	12,754			
Drive Alone	8,626	67.6%	76.9%	88
▲ Car Pool	1,910	15.0%	9.6%	157
▲ Public Transportation	1,159	9.1%	5.1%	178
↓ Walk to Work	275	2.2%	2.8%	77
▲ Other Means	224	1.8%	1.2%	141
Work at Home	560	4.4%	4.4%	100

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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.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	5,382	46.7%	31.4%	149
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,914	25.3%	18.4%	138
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	2,153	18.7%	15.1%	124
5	Senior Life (7, 20, 21, 22, 30 and 31)	810	7.0%	6.9%	102
4	Rural Families (27, 26, 29, 33, 35 and 38)	159	1.4%	13.1%	11
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	109	0.9%	14.7%	6

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.		
40	Surviving Urban Diversity	2,801	24.3%	4.0%	601
18	Working Urban Families	1,792	15.5%	4.0%	392
5	Prosperous Diversity	1,240	10.8%	3.1%	347
10	Suburban Mid-Life Families	779	6.8%	5.5%	122
11	Young Suburban Families	745	6.5%	3.0%	218
25	Working Country Consumers	703	6.1%	4.1%	148
17	Large Young Families	633	5.5%	2.2%	255
2	Professional Affluent Families	615	5.3%	0.8%	662
23	Established Empty-Nesters	418	3.6%	3.4%	107
22	Mature and Established	362	3.1%	1.8%	175
20	Cautious and Mature	323	2.8%	2.6%	106
28	Building Country Families	308	2.7%	2.8%	95
4	Educated Mid-Life Families	258	2.2%	3.4%	66
15	Reliable Young Starters	109	0.9%	4.3%	22
7	Prosperous and Mature	108	0.9%	0.5%	174
29	Working Country Families	81	0.7%	1.0%	73
43	Laboring Urban Diversity	54	0.5%	0.5%	92
24	Metro Multi-Ethnic Diversity	36	0.3%	2.7%	11
14	Secure Mid-Life Families	35	0.3%	0.7%	46
35	Laboring Country Families	31	0.3%	2.7%	10

Date: 6/20/2016

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Most Holy Rosary Parish

Study Area Definition:
Custom Polygon

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.		
27	Country Family Diversity	26	0.2%	0.3%	66
26	Working Suburban Families	21	0.2%	0.1%	153
45	Struggling Urban Diversity	8	0.1%	2.5%	3
32	Working Urban Life	8	0.1%	1.7%	4
31	Mature Country Families	8	0.1%	0.5%	13
49	Exception Households	8	0.1%	0.2%	28
21	Mature and Stable	7	0.1%	0.6%	11
6	Prosperous New Country Families	5	0.0%	2.1%	2
48	Struggling Urban Life	4	0.0%	0.8%	4
16	Established Country Families	3	0.0%	6.4%	0
30	Urban Senior Life	2	0.0%	0.8%	2
44	Laboring Urban Life	2	0.0%	0.1%	23
41	Struggling Hispanic Households	1	0.0%	1.6%	1
9	Educated Working Families	1	0.0%	0.1%	10
38	Rural Working Families	0	0.0%	8.8%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
46	Struggling Black Households	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	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		11,535	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	29.3%	35.4%	83
↓ Somewhat Involved with Their Faith	25.1%	29.9%	84
▲ Not Involved with Their Faith	44.8%	34.7%	129

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.4%	22.1%	83
Decreased Their Involvement with Their Faith in the Last 10 Years	21.7%	23.7%	91

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	139
↓ Baptist	10.5%	16.1%	65
Catholic	21.3%	23.7%	90
Congregational	1.9%	2.0%	95
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.9%	0.4%	211
↓ Episcopal	2.4%	2.9%	82
↓ Holiness	0.3%	0.8%	37
▲ Jehovah's Witnesses	1.2%	1.1%	112
↓ Judaism	2.7%	3.2%	86
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	5.3%	10.1%	53
▲ Mormon	3.2%	1.8%	180
▲ New Age	1.1%	0.6%	191
▲ Non-Denominational / Independent	10.9%	6.9%	157
Orthodox	0.3%	0.3%	90
▲ Pentecostal	3.0%	2.4%	124
Presbyterian / Reformed	4.1%	4.6%	91
↓ Unitarian / Universalist	0.6%	0.7%	86
▲ Interested but No Preference	6.0%	3.9%	155
▲ Not Interested and No Preference	17.4%	11.1%	157

Likely to Have Changed Their Preference in the Last 10 Years	18.1%	16.8%	108
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	3.8%	4.0%	95
Lets them do what they want and is supportive	12.3%	11.7%	105
↓ Lets them do what they want and stays out of the way	3.8%	4.8%	79
Works with them on deciding what to do and helps them do it	80.1%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.2%	43.5%	92
↓ Finding/Providing Health Insurance	24.4%	29.0%	84
Day-to-Day Financial Worries	34.6%	31.6%	110
Finding Employment Opportunities	15.9%	14.4%	110
▲ Finding Affordable Housing	13.8%	11.3%	122
▲ Providing Adequate Food	9.6%	8.6%	112
Finding Child Care	6.6%	6.3%	105
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	16.5%	16.7%	99
Dealing With Teen / Child Problems	21.6%	20.7%	104
↓ Finding/Providing Aging Parent Care	13.4%	15.5%	86
Dealing With Abusive Relationships	11.8%	11.4%	104
↓ Dealing With Divorce	3.8%	4.5%	86
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	31.9%	27.0%	118
Finding/Providing Good Schools	24.6%	23.5%	105
Dealing with Problems in Schools	13.5%	13.6%	100
Dealing With Racial / Ethnic Prejudice	12.0%	13.1%	92
▲ Dealing With Neighborhood Gangs	15.5%	8.5%	182
Dealing with Social Injustice	11.3%	11.3%	100
HOPES AND DREAMS:			
Achieving Long-term Financial Security	50.6%	50.6%	100
Finding Time for Recreation / Leisure	25.4%	25.3%	101
Finding Better Quality Healthcare	22.8%	23.9%	95
Finding A Satisfying Job / Career	18.0%	19.3%	93
Finding Retirement Opportunities	17.0%	18.9%	90
Achieving A Fulfilling Marriage	21.5%	22.3%	96
Developing Parenting Skills	14.6%	14.7%	99
Achieving Educational Objectives	7.6%	7.5%	102
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.2%	29.8%	98
Finding Companionship	17.0%	17.3%	98
↓ Finding A Good Church	12.0%	15.2%	79
↓ Finding Spiritual Teaching	11.0%	12.9%	85
Finding Life Direction	13.6%	14.0%	98

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	86.2%	84.5%	102
“God is actively involved in the world including nations and their governments”	64.8%	63.8%	102

SOCIETY:

“It is important to preserve the traditional American family structure”	92.5%	91.5%	101
“A healthy environment has become a national crisis”	81.7%	82.8%	99
“Public education is essential to the future of American society”	94.0%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	49.0%	50.1%	98
“The role of Churches / Synagogues is to help form and support moral values”	81.3%	81.1%	100
“Churches and religious organizations should provide more human services”	61.7%	62.6%	99

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	35.4%	36.3%	98
“The changing racial / ethnic face of America is a threat to our national heritage”	37.1%	36.3%	102

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.0%	59.8%	99
More than \$500 per year	30.5%	31.2%	98
More than \$1,000 per year	16.9%	17.4%	97

TO CHARITIES:

More than \$100 per year	33.0%	33.7%	98
↓ More than \$500 per year	5.5%	6.8%	81
↓ More than \$1,000 per year	1.6%	2.3%	70

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	13.6%	16.1%	84
↓ More than \$500 per year	3.5%	4.3%	81
↓ More than \$1,000 per year	1.9%	2.2%	86

Ministry Area Profile 2016
Compass
REPORT

Most Holy Rosary Parish

Study Area Definition:
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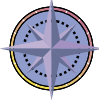


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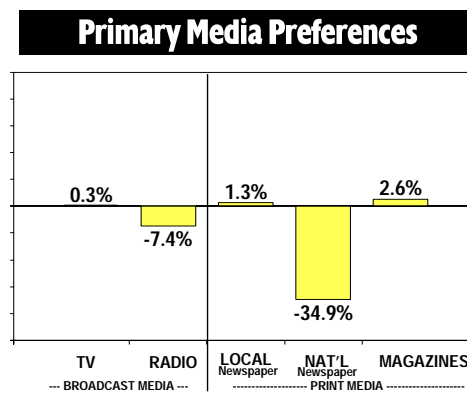
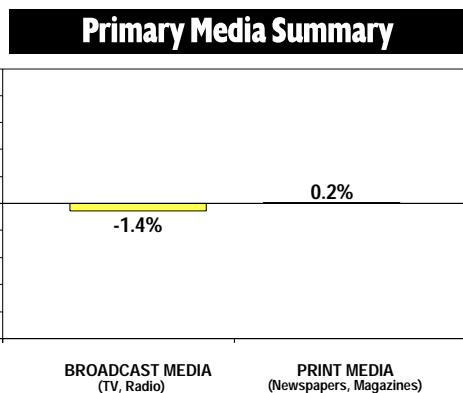
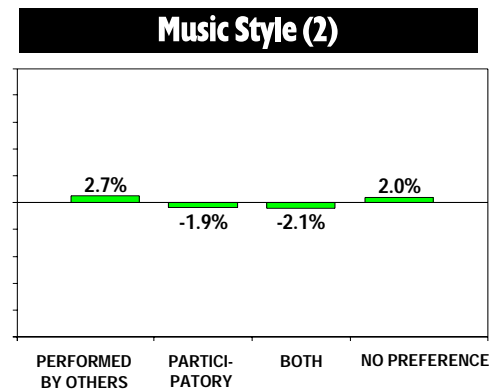
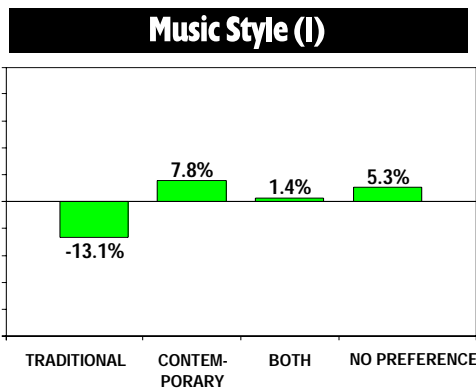
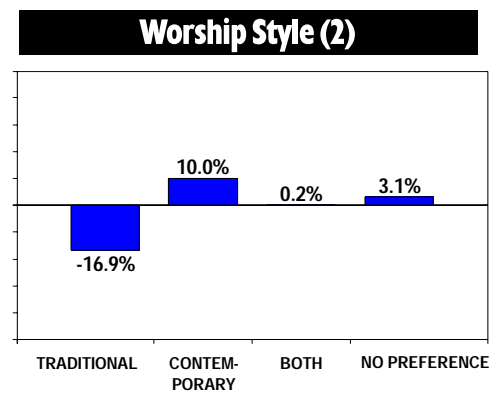
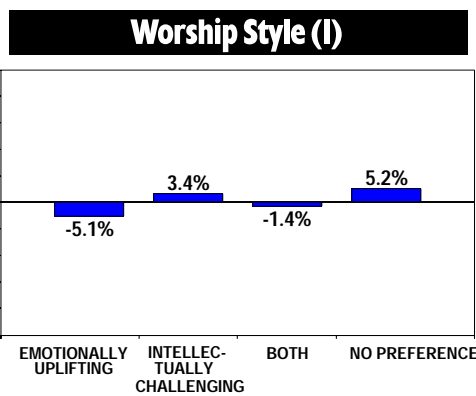
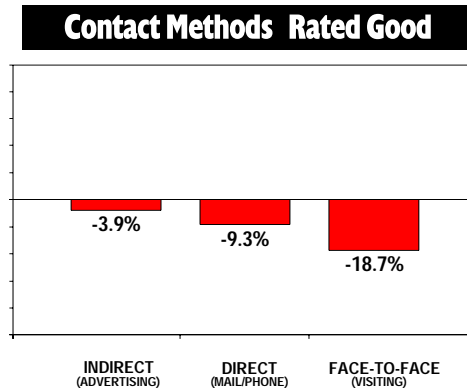
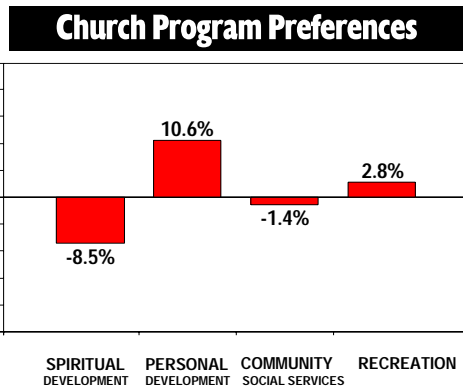
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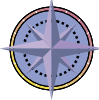


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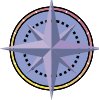
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:			
Bible Study Discussion and Prayer Groups	38.1%	41.1%	93
↓ Adult Theological Discussion Groups	19.4%	22.5%	86
Spiritual Retreats	11.3%	11.6%	97
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	15.6%	15.2%	103
▲ Parent Training Programs	9.7%	7.8%	124
▲ Twelve Step Programs	4.2%	3.5%	121
Divorce Recovery	2.5%	2.4%	103
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	23.1%	22.5%	103
Care for the Terminally Ill	15.1%	15.7%	97
↓ Food and Clothing Resources	9.0%	11.1%	81
▲ Day Care Services	7.2%	6.1%	118
Church Sponsored Day-School	5.8%	5.7%	102
RECREATION:			
Youth Social Programs	31.6%	29.7%	106
Family Activities and Outings	35.4%	32.8%	108
Active Retirement Programs	25.7%	26.8%	96
Cultural Programs (Music, Drama, Art)	17.8%	18.9%	94
▲ Sports or Camping	7.2%	6.3%	115

SUMMARY	
Spiritual Development Index	91
▲ Personal Development Index	111
Community/Social Services Index	99
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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	25.0%	26.4%	95
B. Intellectually Challenging	11.5%	11.1%	103
C. Both A and B	38.6%	39.2%	99
D. No Preference or Not Interested	24.6%	23.4%	105

PART 2:

↓ A. Traditional/Formal/Ceremonial	16.8%	20.2%	83
B. Contemporary/Informal	29.0%	26.3%	110
C. Both A and B	26.6%	26.5%	100
D. No Preference or Not Interested	27.8%	26.9%	103

MUSIC STYLE INDICATOR

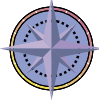
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	21.2%	24.4%	87
B. Contemporary	21.3%	19.7%	108
C. Both A and B	31.6%	31.1%	101
D. No Preference or Not Interested	26.1%	24.8%	105

PART 2:

A. Performed by Others	19.2%	18.7%	103
B. Participatory	22.5%	22.9%	98
C. Both A and B	31.5%	32.2%	98
D. No Preference or Not Interested	26.7%	26.2%	102



Date: 6/20/2016

Prepared For:
 Most Holy Rosary 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	21.1%	22.0%	96
B. Personal Spiritual Development	14.5%	14.3%	102
C. Both A and B	37.5%	37.4%	100
D. No Preference or Not Interested	26.9%	26.3%	102

PART 2:

A. Global Mission	6.4%	6.2%	103
B. Local Mission	31.2%	33.3%	94
C. Both A and B	31.0%	30.1%	103
D. No Preference or Not Interested	31.4%	30.4%	103

CHURCH ARCHITECTURE INDICATOR

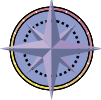
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.8%	26.6%	86
▲ B. Contemporary	18.6%	15.9%	116
C. Both A and B	32.6%	32.3%	101
D. No Preference or Not Interested	26.0%	25.1%	104

PART 2:

↓ A. Somber/Serious	7.4%	9.4%	78
B. Light and Airy	36.4%	34.7%	105
C. Both A and B	27.4%	27.7%	99
D. No Preference or Not Interested	28.8%	28.2%	102



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	47.4%	47.3%	100
Radio	12.4%	13.3%	93

PRINT MEDIA:

Local Newspaper	37.5%	36.1%	104
↓ National Newspaper	2.8%	4.3%	65
Magazines	2.6%	2.4%	109

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

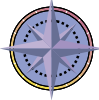
Television	31.3%	31.9%	98
Radio	23.9%	23.8%	101

PRINT MEDIA:

Local Newspaper	33.1%	32.7%	101
↓ National Newspaper	4.7%	5.8%	81
Magazines	7.2%	7.0%	103

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	100



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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	34.1%	36.2%	94
Putting Ad in Local Newspaper	32.3%	33.8%	95
Local Cable Channels	30.2%	30.4%	99
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	50.8%	53.7%	95
↓ Calling and Offering to Send Information By Mail	25.5%	29.5%	86
↓ Calling and Discussing on the Phone	10.1%	12.0%	84
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	16.1%	20.1%	80
↓ Going Door to Door	11.6%	14.0%	83

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	21.6%	19.6%	110
Putting Ad in Local Newspaper	23.1%	21.5%	107
Local Cable Channels	31.2%	30.7%	102
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.0%	13.3%	120
▲ Calling and Offering to Send Information By Mail	38.3%	34.0%	112
▲ Calling and Discussing on the Phone	67.8%	60.6%	112
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	56.1%	49.6%	113
Going Door to Door	67.1%	64.0%	105

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	96
Direct Methods Index	91
↓ Face-to-Face Methods Index	81

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	106
▲ Direct Methods Index	113
Face-to-Face Methods Index	108