

ministry
area ●●●●●●
profile **2016**

Our Lady of Grace Parish

Study Area Definition:
Custom Polygon





Prepared For:
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Table of Contents

INTERVIEW	1
SNAPSHOT	2
FINGERPRINT	3
TRENDS	4
POPULATION	4
HOUSEHOLDS	4
POPULATION BY RACE/ETHNICITY	4
POPULATION BY GENDER	4
AGE	4
INCOME	4
POPULATION BY PHASE OF LIFE	5
POPULATION BY AGE (DETAIL)	5
CENSUS	6
MARITAL STATUS	6
FAMILY STRUCTURE	6
GROUP QUARTERS	7
RACE/ETHNICITY	7
EDUCATION	8
OCCUPATION	8
EMPLOYMENT	9
POVERTY AND RETIREMENT INCOME	9
HOUSING	10
TRANSPORTATION	12
U.S. LIFESTYLES	13
ETHOS	15
FAITH INVOLVEMENT	15
RELIGIOUS PREFERENCE	15
LEADERSHIP PREFERENCE	15
PRIMARY CONCERNS	16
KEY VALUES	17
HOUSEHOLD CONTRIBUTIONS	17

Date: 6/20/2016

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Our Lady of Grace Parish

Study Area Definition:
Custom Polygon

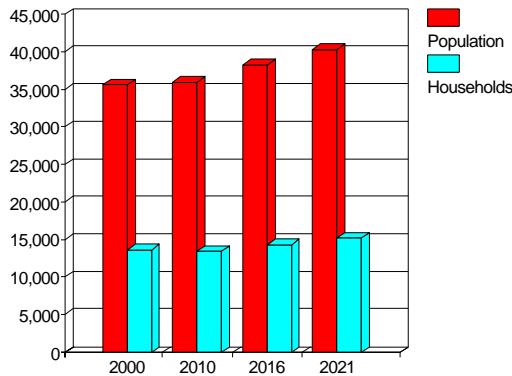
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 38,226 persons residing in the defined study area. This represents an increase of 2,629 or 7.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 5.4% or 2,062 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 low* with 22 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 36.7% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 46.9% of the population and all other racial/ethnic groups make up 53.1% which is somewhat above the national average of 39%. The largest of these groups, *Asians*, accounts for 20.5% of the total population. *Asians* are also projected to be the fastest growing group increasing by 20.3% 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 11,059 persons or 28.9% of the total population in the area. *Builders* (age 92 and up) make up 0.6% of the population which compared to a national average of 0.4% 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 *somewhat traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *about average*. While 91.4% 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 33.6% 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, Time for Recreation/Leisure, Social Injustice, Long-term Financial Security, Finding Life Direction* 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 \$106,563 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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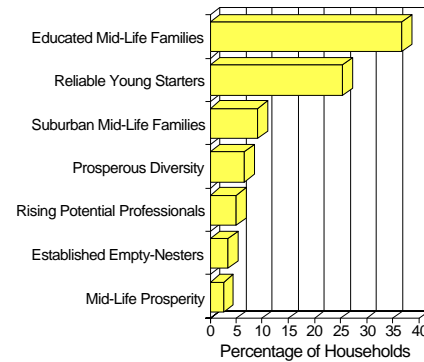
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Date: 6/20/2016

Population and Households

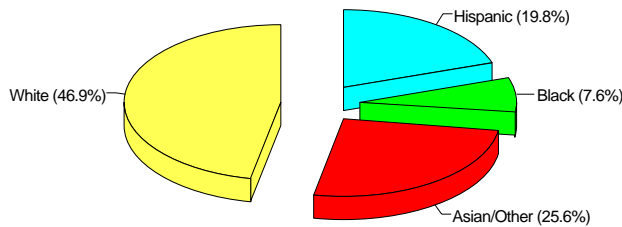


Primary U.S. Lifestyles Segments-2016

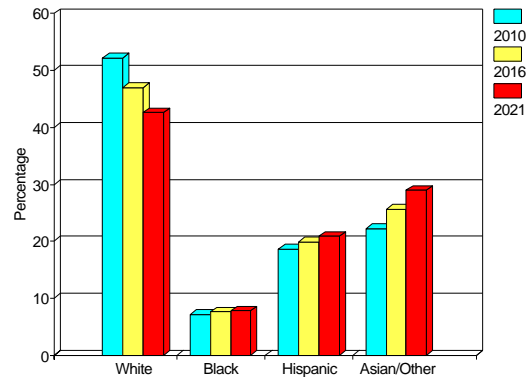


The population in the study area has increased by 2339 persons, or 6.5% since 2010 and is projected to increase by 2062 persons, or 5.4% between 2016 and 2021. The number of households has increased by 967, or 7.2% since 2010 and is projected to increase by 834, or 5.8% between 2016 and 2021.

Population By Race/Ethnicity-2016

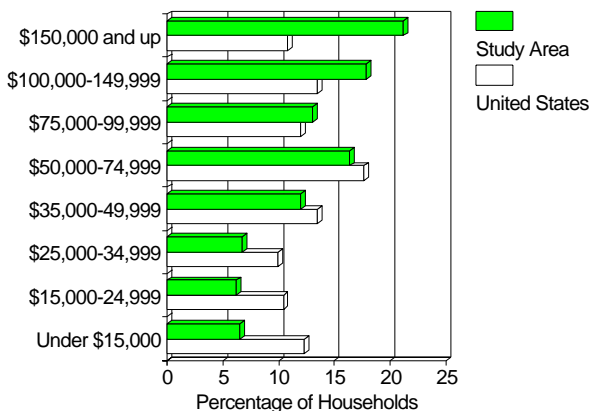


Population By Race/Ethnicity Trend

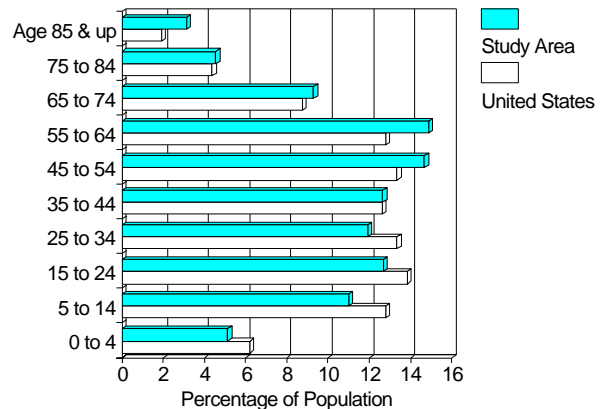


Between 2016 and 2021, the White population is projected to decrease by 816 persons and to decrease from 46.9% to 42.5% of the total population. The Black population is projected to increase by 231 persons and to increase from 7.6% to 7.8% of the total. The Hispanic/Latino population is projected to increase by 806 persons and to increase from 19.8% to 20.8% of the total. The Asian/Other population is projected to increase by 1842 persons and to increase from 25.6% to 28.9% of the total population.

Households By Income-2016



Population by Age-2016

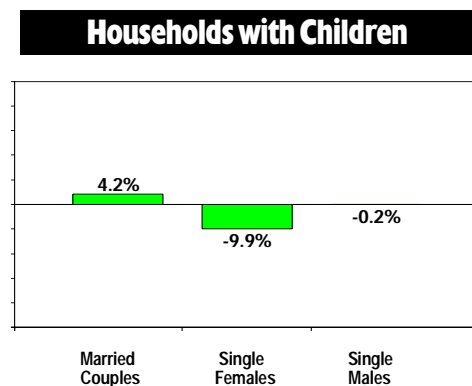
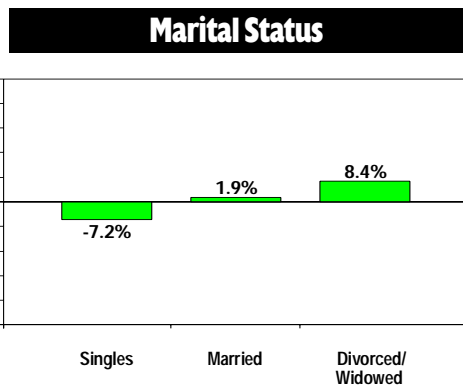
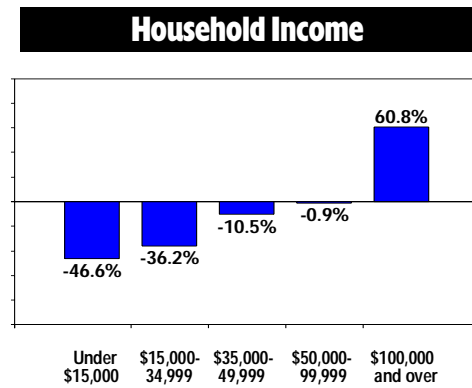
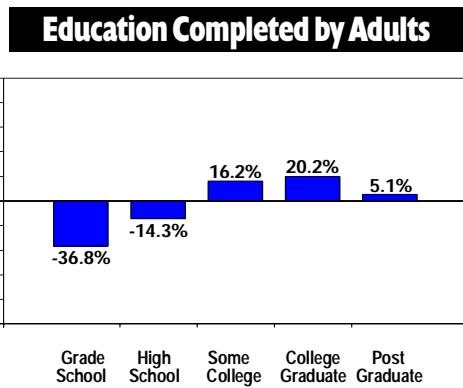
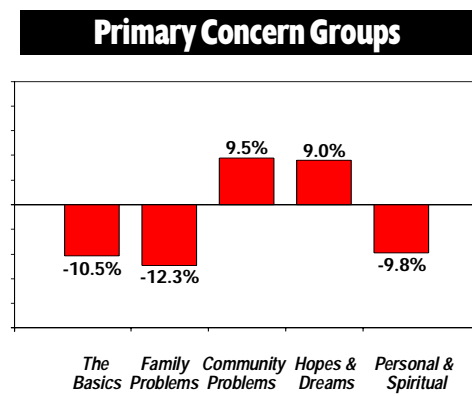
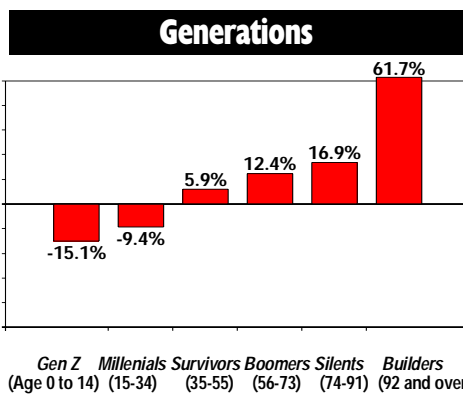
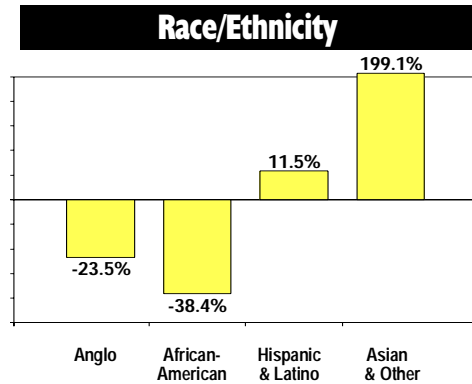
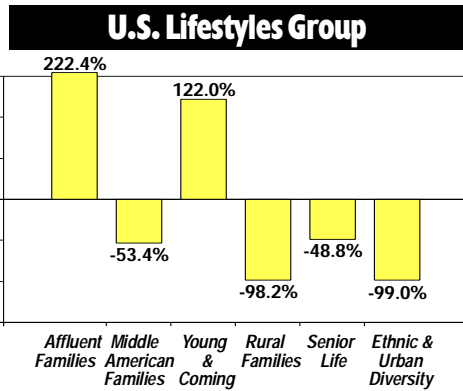


The average household income in the study area is \$106563 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.6 and is projected to increase to 42.7 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	35,597	35,887	38,226	40,288		
Population Change		290	2,339	2,062		
Percentage Change		0.8%	6.5%	5.4%		
Average Annual Growth Rate		0.1%	1.1%	1.1%		
▲ Density (Pop. per square mile)	4,535	4,572	4,870	5,132		
HOUSEHOLDS						
Households	13,636	13,365	14,332	15,166		
Household Change		(271)	967	834		
Percentage Change		-2.0%	7.2%	5.8%		
Average Annual Growth Rate		-0.2%	1.2%	1.2%		
Persons Per Household	2.54	2.62	2.60	2.59		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	18,731	52.2%	17,945	46.9%	17,129	42.5%
▲ African-American (Non-Hisp)	2,563	7.1%	2,898	7.6%	3,129	7.8%
▲ Hispanic/Latino	6,663	18.6%	7,582	19.8%	8,388	20.8%
▲ Asian/Other (Non-Hisp)	7,930	22.1%	9,801	25.6%	11,643	28.9%
POPULATION BY GENDER						
↓ Female	18,528	51.6%	19,720	51.6%	20,759	51.5%
▲ Male	17,359	48.4%	18,506	48.4%	19,530	48.5%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	3,578	10.0%	6,166	16.1%	8,655	21.5%
↓ Millennials (Born 1982 to 2001)	8,948	24.9%	9,413	24.6%	9,638	23.9%
Survivors (Born 1961 to 1981)	10,250	28.6%	11,059	28.9%	11,587	28.8%
↓ Boomers (Born 1943 to 1960)	8,778	24.5%	8,368	21.9%	7,948	19.7%
↓ Silents (Born 1925 to 1942)	3,349	9.3%	2,980	7.8%	2,448	6.1%
↓ Builders (Born 1924 and earlier)	1,011	2.8%	241	0.6%	12	0.0%
AGE						
▲ Average Age	40.2		41.6		42.7	
▲ Median Age	41.2		42.7		44.0	
INCOME						
▲ Average Household Income	\$90,493		\$106,563		\$118,621	
▲ Median Household Income	\$80,463		\$83,700		\$93,349	
▲ Per Capita Income	\$33,701		\$39,953		\$44,654	

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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	2,275	17.0%	3,030	21.1%	3,864	25.5%
\$100,000 to \$149,999	2,399	17.9%	2,566	17.9%	2,768	18.3%
↓ \$75,000 to \$99,999	1,921	14.4%	1,861	13.0%	1,896	12.5%
↓ \$50,000 to \$74,999	2,322	17.4%	2,347	16.4%	2,397	15.8%
↓ \$35,000 to \$49,999	1,723	12.9%	1,720	12.0%	1,583	10.4%
↓ \$25,000 to \$34,999	991	7.4%	971	6.8%	932	6.1%
\$15,000 to \$24,999	661	4.9%	894	6.2%	865	5.7%
↓ Under \$15,000	1,074	8.0%	942	6.6%	860	5.7%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,929	5.4%	1,958	5.1%	1,998	5.0%
↓ Required Formal Schooling (5-17)	6,161	17.2%	5,714	14.9%	5,740	14.2%
College Years, Career Starts (18-24)	2,845	7.9%	3,340	8.7%	3,205	8.0%
▲ Singles and Young Families (25-34)	4,097	11.4%	4,567	11.9%	4,868	12.1%
↓ Families, Empty Nesters (35-54)	10,838	30.2%	10,460	27.4%	10,440	25.9%
▲ Enrichment Years Singles/Couples (55-64)	4,840	13.5%	5,691	14.9%	6,183	15.3%
▲ Retirement Opportunities (65+)	5,203	14.5%	6,497	17.0%	7,854	19.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,929	5.4%	1,958	5.1%	1,998	5.0%
↓ 5 to 9 years	2,061	5.7%	2,028	5.3%	2,084	5.2%
↓ 10 to 14 years	2,386	6.6%	2,180	5.7%	2,186	5.4%
↓ 15 to 17 years	1,714	4.8%	1,506	3.9%	1,470	3.6%
↓ 18 to 20 years	1,338	3.7%	1,409	3.7%	1,368	3.4%
▲ 21 to 24 years	1,507	4.2%	1,931	5.1%	1,837	4.6%
▲ 25 to 29 years	1,989	5.5%	2,294	6.0%	2,850	7.1%
30 to 34 years	2,108	5.9%	2,273	5.9%	2,018	5.0%
↓ 35 to 39 years	2,259	6.3%	2,362	6.2%	2,482	6.2%
40 to 44 years	2,550	7.1%	2,483	6.5%	2,620	6.5%
↓ 45 to 49 years	2,935	8.2%	2,611	6.8%	2,465	6.1%
↓ 50 to 54 years	3,094	8.6%	3,004	7.9%	2,873	7.1%
55 to 59 years	2,640	7.4%	2,995	7.8%	2,990	7.4%
▲ 60 to 64 years	2,200	6.1%	2,696	7.1%	3,193	7.9%
▲ 65 to 69 years	1,406	3.9%	2,168	5.7%	2,451	6.1%
▲ 70 to 74 years	1,009	2.8%	1,385	3.6%	2,081	5.2%
75 to 84 years	1,665	4.6%	1,741	4.6%	2,155	5.3%
85 or more years	1,123	3.1%	1,203	3.1%	1,167	2.9%

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	Number	Percent		
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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	32,061			
Single (Never Married)	9,789	30.5%	32.9%	93
Married	16,386	51.1%	50.2%	102
Divorced/Widowed	5,885	18.4%	16.9%	108
Marital Status Females 15 and Older (2016)	16,720			
Single (Never Married)	4,633	27.7%	29.8%	93
Married	8,049	48.1%	48.8%	99
Divorced/Widowed	4,038	24.2%	21.4%	113
Marital Status Males 15 and Older (2016)	15,341			
Single (Never Married)	5,156	33.6%	36.2%	93
Married	8,338	54.4%	51.6%	105
Divorced/Widowed	1,847	12.0%	12.3%	98
FAMILY STRUCTURE				
Households By Type (2016)	14,332			
Married Couple	7,170	50.0%	48.5%	103
Other Family - Male Head of Household	799	5.6%	4.9%	113
Other Family - Female Head of Household	1,978	13.8%	13.0%	106
Non Family - Male Head of Household	1,925	13.4%	15.8%	85
Non Family - Female Head of Household	2,460	17.2%	17.7%	97
Households With Children 0 to 18 (2016)	4,901			
Married Couple Family	3,331	68.0%	65.2%	104
Other Family - Male Head of Household	414	8.4%	8.5%	100
Other Family - Female Head of Household	1,119	22.8%	25.3%	90
↓ Non Family	37	0.8%	1.0%	78
Population By Household Type (2016)	38,226			
Group Quarters	912	2.4%	2.5%	95

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	912			
↓ Correctional Facilities	204	22.4%	30.0%	75
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	370	40.6%	18.7%	216
▲ Other	337	37.0%	15.2%	243
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	38,226			
↓ White (Non-Hispanic)	17,945	46.9%	61.3%	77
↓ African-American (Non-Hisp)	2,898	7.6%	12.3%	62
Hispanic/Latino	7,583	19.8%	17.8%	112
↓ Native American (Non-Hisp)	117	0.3%	0.7%	42
▲ Asian (Non-Hisp)	7,602	19.9%	5.3%	377
▲ Hawaiian & Pacific Islander (Non-Hisp)	243	0.6%	0.2%	378
▲ Other Races & Multiple Races (Non-Hisp)	1,841	4.8%	2.4%	201
Asian Population By Race (2016)	7,717			
▲ Chinese	3,389	43.9%	22.3%	197
↓ Japanese	267	3.5%	5.0%	69
↓ Indian	489	6.3%	19.5%	33
Korean	809	10.5%	9.6%	109
Vietnamese	835	10.8%	11.0%	98
↓ Other Asian Races	1,928	25.0%	32.5%	77
Hispanic/Latino Population By Race (2016)	7,583			
White	3,770	49.7%	53.0%	94
African-American	164	2.2%	2.5%	87
Native American	113	1.5%	1.4%	109
▲ Asian	115	1.5%	0.4%	362
Other Races & Multiple Races	3,421	45.1%	42.7%	106
Hispanic/Latino Population By Origin (2016)	7,583			
Mexican	4,946	65.2%	62.4%	105
↓ Puerto Rican	481	6.3%	9.5%	67
↓ Cuban	59	0.8%	3.5%	22
Other Hispanic Origin	2,095	27.6%	24.6%	112

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	9,049			
Pre-Primary (Public)	358	4.0%	3.4%	115
▲ Pre-Primary (Private)	430	4.8%	2.6%	181
Elementary/High School (Public)	5,357	59.2%	58.9%	100
Elementary/High School (Private)	651	7.2%	6.6%	108
Enrolled in College	2,254	24.9%	28.4%	88
Population By Education Completed (Age 25 and over) (2016)	27,215			
↓ Elementary (Less than 9 years)	1,194	4.4%	5.8%	75
↓ Some High School (9 to 11 years)	1,144	4.2%	7.8%	54
High School Graduate (12 years)	6,504	23.9%	27.9%	86
▲ Some College (13 to 15 years)	6,959	25.6%	21.2%	121
Associate Degree	2,262	8.3%	8.0%	104
▲ Bachelor's Degree	5,992	22.0%	18.3%	120
Graduate Degree	3,161	11.6%	11.0%	105
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	18,513			
TOTAL WHITE COLLAR	12,875	69.5%	61.5%	113
▲ Executive and Managerial	2,314	12.5%	9.7%	128
Professional Specialty	3,280	17.7%	16.6%	107
▲ Technical Support	1,858	10.0%	8.3%	121
Sales	2,344	12.7%	10.9%	117
Administrative Support & Clerical	3,079	16.6%	16.0%	104
↓ TOTAL BLUE COLLAR	5,639	30.5%	38.5%	79
▲ Service: Private Households	850	4.6%	3.7%	124
▲ Service: Protective	526	2.8%	2.2%	128
↓ Service: Other	1,036	5.6%	7.5%	75
↓ Farming, Forestry & Fishing	18	0.1%	0.7%	13
↓ Precision Production and Craft	1,266	6.8%	11.0%	62
Operators and Assemblers	600	3.2%	3.2%	100
Transportation and Material Moving	951	5.1%	6.2%	83
↓ Laborers	392	2.1%	4.0%	52

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	31,572			
Employed	18,667	59.1%	58.1%	102
Unemployed	1,605	5.1%	5.6%	90
Not in Labor Force	11,299	35.8%	36.3%	99
Total Female Pop. By Work Status (Age 20 to 64) (2013)	10,984			
TOTAL WORKING	7,638	69.5%	66.8%	104
With No Own Children	4,784	43.6%	42.2%	103
▲ With Own Children Age 0 to 5 only	841	7.7%	5.5%	140
With Own Children Age 6 to 17 only	1,650	15.0%	14.8%	101
↓ With Own Children Both Age 0 to 5 and 6 to 17	363	3.3%	4.3%	77
TOTAL NOT WORKING (UNEMPLOYED)	678	6.2%	6.2%	99
With No Own Children	393	3.6%	3.8%	95
With Own Children Age 0 to 5 only	58	0.5%	0.7%	80
▲ With Own Children Age 6 to 17 only	221	2.0%	1.3%	160
↓ With Own Children Both Age 0 to 5 and 6 to 17	6	0.1%	0.5%	10
TOTAL NOT IN THE LABOR FORCE	2,668	24.3%	27.0%	90
↓ With No Own Children	1,462	13.3%	17.1%	78
▲ With Own Children Age 0 to 5 only	370	3.4%	2.6%	130
With Own Children Age 6 to 17 only	571	5.2%	4.6%	112
With Own Children Both Age 0 to 5 and 6 to 17	265	2.4%	2.6%	91
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	14,332			
Above Poverty Line (Households with Children)	9,222	62.8%	59.6%	105
Above Poverty Line (Households without Children)	4,205	28.6%	26.5%	108
↓ Below Poverty Line (Households with Children)	723	4.9%	7.9%	62
↓ Below Poverty Line (Households without Children)	544	3.7%	6.0%	61
Households By Presence of Retirement Income (2013)	13,365			
▲ With Retirement Income	2,930	21.9%	17.6%	125
Without Retirement Income	10,416	77.9%	81.5%	96

Date: 6/20/2016

Prepared For:
Our Lady of Grace Parish

Study Area Definition:
Custom Polygon

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)	14,332			
Owner Occupied	9,319	65.0%	65.0%	100
Renter Occupied	5,012	35.0%	35.0%	100
▲ Median Rent (2013)	\$1,315		\$904	145
Structures By Number of Units (2016)	15,007			
Single Unit	11,072	73.8%	67.3%	110
3 to 4 Units	1,052	7.0%	8.1%	86
↓ 5 to 19 Units	1,092	7.3%	9.3%	78
▲ 20 to 49 Units	934	6.2%	3.6%	173
50 or more Units	650	4.3%	5.1%	85
↓ Mobile Home	182	1.2%	6.4%	19
▲ Other	26	0.2%	0.1%	203
Single To Multiple Unit Ratio	2.97		2.57	115
Owner-Occupied Property Values (2016)	9,319			
↓ Under \$40,000	336	3.6%	7.2%	50
↓ \$40,000 to \$59,999	94	1.0%	3.7%	27
↓ \$60,000 to \$79,999	53	0.6%	5.1%	11
↓ \$80,000 to \$99,999	27	0.3%	6.5%	4
↓ \$100,000 to 149,999	46	0.5%	15.1%	3
↓ \$150,000 to \$199,999	145	1.6%	14.6%	11
↓ \$200,000 to \$299,999	525	5.6%	18.1%	31
▲ \$300,000 to \$499,999	2,478	26.6%	16.9%	157
▲ \$500,000 to \$999,999	5,035	54.0%	9.7%	557
▲ \$1,000,000 and over	582	6.2%	3.0%	206
▲ Median Property Value	\$567,085		\$192,432	295

Date: 6/20/2016

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Our Lady of Grace Parish

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	15,007			
▲ 2010 and later	1,013	6.8%	5.5%	122
↓ 2000 to 2009	249	1.7%	14.6%	11
↓ 1990 to 1999	1,080	7.2%	13.4%	54
↓ 1980 to 1989	1,265	8.4%	13.2%	64
↓ 1970 to 1979	1,695	11.3%	15.0%	75
▲ 1960 to 1969	2,760	18.4%	10.4%	177
▲ 1950 to 1959	4,250	28.3%	10.3%	276
1949 or earlier	2,695	18.0%	17.7%	102
Households By Number of Persons (2016)	14,332			
1 Person Household	3,475	24.2%	27.3%	89
2 Person Household	4,649	32.4%	32.3%	101
3 Person Household	2,615	18.2%	16.2%	112
4 Person Household	2,155	15.0%	13.1%	115
5 Person Household	899	6.3%	6.5%	97
6 Person Household	349	2.4%	2.8%	88
↓ 7 or more Person Household	189	1.3%	1.9%	69
Average Persons Per Household	2.6		2.6	101
Households By Heating Type (2013)	13,346			
▲ Utility and Other Gas	10,998	82.4%	54.0%	152
↓ Electric	2,187	16.4%	36.1%	45
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	53	0.4%	2.2%	18
↓ Solar/Other Fuel	28	0.2%	0.5%	42
↓ No Fuel Used	81	0.6%	0.9%	64

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TRANSPORTATION				
Households By Number of Vehicles (2016)	14,332			
↓ No Vehicles	567	4.0%	9.0%	44
1 Vehicle	4,499	31.4%	33.7%	93
2 Vehicle	5,565	38.8%	37.5%	104
▲ 3 or more Vehicles	3,701	25.8%	19.8%	131
Workers By Travel Time to Work (2016)	16,795			
↓ Less than 15 minutes	3,051	18.2%	27.3%	67
15 to 29 minutes	5,657	33.7%	36.5%	92
30 to 44 minutes	3,946	23.5%	20.2%	116
▲ 45 to 59 minutes	1,926	11.5%	7.7%	148
▲ 60 or more minutes	2,216	13.2%	8.3%	159
▲ Average Travel Time to Work (minutes)	33.9		28.2	120
Workers By Type of Transportation to Work (2016)	17,851			
Drive Alone	12,893	72.2%	76.9%	94
Car Pool	1,630	9.1%	9.6%	96
▲ Public Transportation	1,621	9.1%	5.1%	178
↓ Walk to Work	330	1.8%	2.8%	66
Other Means	182	1.0%	1.2%	82
▲ Work at Home	1,195	6.7%	4.4%	153

Date: 6/20/2016

Prepared For:
Our Lady of Grace Parish

Study Area Definition:
Custom Polygon

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)	6,984	48.7%	15.1%	322
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,662	32.5%	14.7%	222
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	2,100	14.7%	31.4%	47
5	Senior Life (7, 20, 21, 22, 30 and 31)	507	3.5%	6.9%	51
4	Rural Families (27, 26, 29, 33, 35 and 38)	33	0.2%	13.1%	2
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	26	0.2%	18.4%	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.		
4	Educated Mid-Life Families	5,262	36.7%	3.4%	1076
15	Reliable Young Starters	3,634	25.4%	4.3%	596
10	Suburban Mid-Life Families	1,318	9.2%	5.5%	166
5	Prosperous Diversity	956	6.7%	3.1%	215
8	Rising Potential Professionals	713	5.0%	2.3%	213
23	Established Empty-Nesters	495	3.5%	3.4%	102
3	Mid-Life Prosperity	365	2.5%	1.5%	167
39	New Beginning Urbanites	298	2.1%	2.8%	75
14	Secure Mid-Life Families	237	1.7%	0.7%	252
20	Cautious and Mature	184	1.3%	2.6%	49
7	Prosperous and Mature	176	1.2%	0.5%	228
25	Working Country Consumers	161	1.1%	4.1%	27
1	Traditional Affluent Families	142	1.0%	3.5%	28
21	Mature and Stable	131	0.9%	0.6%	161
28	Building Country Families	118	0.8%	2.8%	29
2	Professional Affluent Families	22	0.2%	0.8%	19
27	Country Family Diversity	20	0.1%	0.3%	41
45	Struggling Urban Diversity	18	0.1%	2.5%	5
30	Urban Senior Life	15	0.1%	0.8%	13
29	Working Country Families	13	0.1%	1.0%	9

Date: 6/20/2016

Prepared For:
Our Lady of Grace 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.		
49	Exception Households	12	0.1%	0.2%	34
12	Educated New Starters	11	0.1%	2.9%	3
9	Educated Working Families	8	0.1%	0.1%	66
19	Educated and Promising	6	0.0%	0.1%	53
24	Metro Multi-Ethnic Diversity	5	0.0%	2.7%	1
40	Surviving Urban Diversity	3	0.0%	4.0%	1
22	Mature and Established	1	0.0%	1.8%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
18	Working Urban Families	0	0.0%	4.0%	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
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
26	Working Suburban Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		14,324	100.0%	100.0%	100

Date: 6/20/2016

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	25.9%	35.4%	73
↓ Somewhat Involved with Their Faith	24.2%	29.9%	81
▲ Not Involved with Their Faith	51.2%	34.7%	148

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.4%	22.1%	79
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	21.2%	23.7%	89

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	135
↓ Baptist	7.3%	16.1%	45
Catholic	22.4%	23.7%	95
Congregational	1.9%	2.0%	97
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	257
Episcopal	2.8%	2.9%	99
↓ Holiness	0.1%	0.8%	17
↓ Jehovah's Witnesses	0.9%	1.1%	89
▲ Judaism	4.1%	3.2%	131
↓ Lutheran	5.8%	7.2%	81
↓ Methodist	4.7%	10.1%	47
▲ Mormon	2.8%	1.8%	159
▲ New Age	1.2%	0.6%	202
▲ Non-Denominational / Independent	10.7%	6.9%	154
▲ Orthodox	0.3%	0.3%	113
Pentecostal	2.3%	2.4%	96
▲ Presbyterian / Reformed	5.4%	4.6%	118
▲ Unitarian / Universalist	0.9%	0.7%	131
▲ Interested but No Preference	5.8%	3.9%	149
▲ Not Interested and No Preference	18.9%	11.1%	170

Likely to Have Changed Their Preference in the Last 10 Years	18.2%	16.8%	108
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.3%	4.0%	133
↓ Lets them do what they want and is supportive	9.4%	11.7%	80
Lets them do what they want and stays out of the way	4.7%	4.8%	98
Works with them on deciding what to do and helps them do it	80.7%	79.6%	101

Date: 6/20/2016

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Our Lady of Grace Parish

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.0%	43.5%	94
↓ Finding/Providing Health Insurance	21.4%	29.0%	74
↓ Day-to-Day Financial Worries	27.9%	31.6%	88
Finding Employment Opportunities	14.8%	14.4%	103
Finding Affordable Housing	12.1%	11.3%	107
↓ Providing Adequate Food	6.2%	8.6%	73
Finding Child Care	6.1%	6.3%	97
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.4%	16.7%	86
↓ Dealing With Teen / Child Problems	17.6%	20.7%	85
Finding/Providing Aging Parent Care	16.1%	15.5%	104
↓ Dealing With Abusive Relationships	9.0%	11.4%	79
↓ Dealing With Divorce	3.2%	4.5%	72
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	30.1%	27.0%	112
Finding/Providing Good Schools	24.7%	23.5%	105
Dealing with Problems in Schools	12.4%	13.6%	91
Dealing With Racial / Ethnic Prejudice	13.7%	13.1%	104
▲ Dealing With Neighborhood Gangs	11.7%	8.5%	138
▲ Dealing with Social Injustice	13.5%	11.3%	119
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	57.8%	50.6%	114
▲ Finding Time for Recreation / Leisure	31.0%	25.3%	122
Finding Better Quality Healthcare	22.4%	23.9%	93
Finding A Satisfying Job / Career	20.8%	19.3%	107
Finding Retirement Opportunities	18.8%	18.9%	100
Achieving A Fulfilling Marriage	24.3%	22.3%	109
Developing Parenting Skills	15.9%	14.7%	108
Achieving Educational Objectives	8.2%	7.5%	109
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.0%	29.8%	97
Finding Companionship	17.9%	17.3%	103
↓ Finding A Good Church	9.2%	15.2%	60
↓ Finding Spiritual Teaching	8.6%	12.9%	66
▲ Finding Life Direction	15.9%	14.0%	114

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	81.1%	84.5%	96
↓ "God is actively involved in the world including nations and their governments"	55.9%	63.8%	88

SOCIETY:

"It is important to preserve the traditional American family structure"	88.8%	91.5%	97
"A healthy environment has become a national crisis"	83.2%	82.8%	100
"Public education is essential to the future of American society"	94.6%	94.0%	101

INSTITUTIONAL ROLES:

↓ "Government should be the primary provider of human welfare services"	43.8%	50.1%	87
"The role of Churches / Synagogues is to help form and support moral values"	77.6%	81.1%	96
"Churches and religious organizations should provide more human services"	58.6%	62.6%	94

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	36.4%	36.3%	100
"The changing racial / ethnic face of America is a threat to our national heritage"	35.4%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	60.9%	59.8%	102
More than \$500 per year	33.9%	31.2%	109
▲ More than \$1,000 per year	20.9%	17.4%	120

TO CHARITIES:

▲ More than \$100 per year	44.0%	33.7%	131
▲ More than \$500 per year	13.5%	6.8%	199
▲ More than \$1,000 per year	4.8%	2.3%	209

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	23.1%	16.1%	143
▲ More than \$500 per year	7.0%	4.3%	163
▲ More than \$1,000 per year	4.5%	2.2%	205

Ministry Area Profile 2016
Compass
REPORT

Our Lady of Grace Parish

Study Area Definition:
Custom Polygon



Prepared For:
Our Lady of Grace Parish

Study Area Definition:
Custom Polygon

Table of Contents

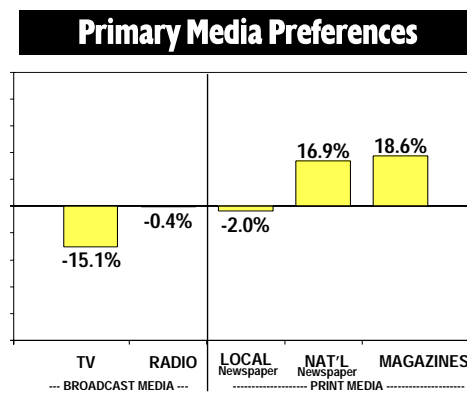
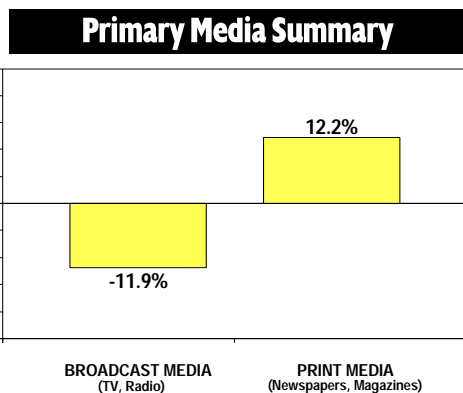
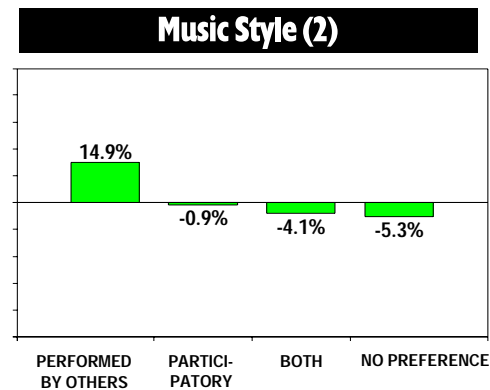
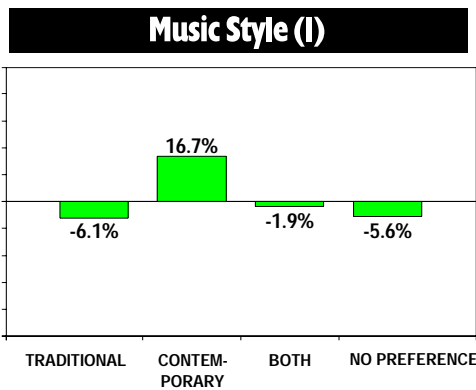
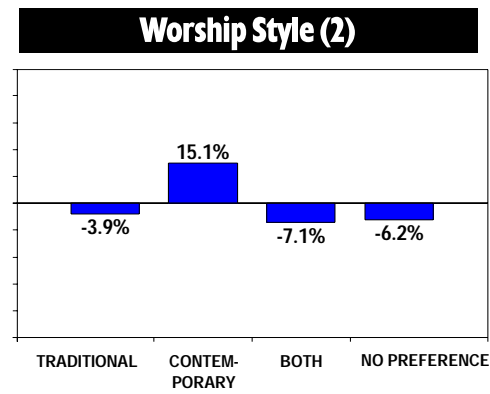
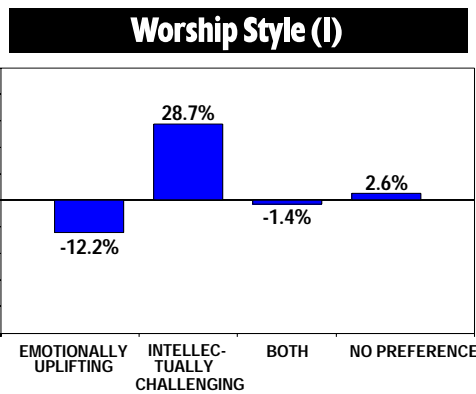
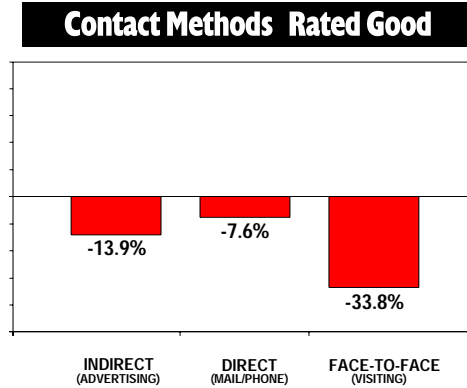
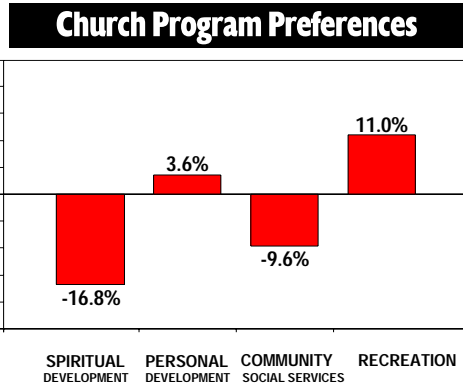
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD	6
CHURCH CONTACT METHODS RATED POOR	6



Date: 6/20/2016

Prepared For:
Our Lady of Grace Parish

Study Area Definition:
Custom Polygon





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 Our Lady of Grace Parish

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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	30.6%	41.1%	74
Adult Theological Discussion Groups	21.3%	22.5%	94
Spiritual Retreats	10.8%	11.6%	93

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	16.2%	15.2%	107
Parent Training Programs	8.4%	7.8%	107
Twelve Step Programs	3.4%	3.5%	100
↓ Divorce Recovery	1.9%	2.4%	78

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	21.0%	22.5%	94
Care for the Terminally Ill	14.1%	15.7%	90
↓ Food and Clothing Resources	6.7%	11.1%	60
▲ Day Care Services	6.9%	6.1%	113
▲ Church Sponsored Day-School	6.4%	5.7%	113

RECREATION:

Youth Social Programs	32.7%	29.7%	110
Family Activities and Outings	34.3%	32.8%	104
Active Retirement Programs	27.2%	26.8%	101
▲ Cultural Programs (Music, Drama, Art)	24.9%	18.9%	132
▲ Sports or Camping	8.1%	6.3%	127

SUMMARY

↓ Spiritual Development Index	83
Personal Development Index	104
Community/Social Services Index	90
▲ Recreation Index	111



Date: 6/20/2016

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 Our Lady of Grace Parish

Study Area Definition:
 Custom Polygon

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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	23.1%	26.4%	88
▲ B. Intellectually Challenging	14.3%	11.1%	129
C. Both A and B	38.6%	39.2%	99
D. No Preference or Not Interested	24.0%	23.4%	103

PART 2:

A. Traditional/Formal/Ceremonial	19.5%	20.2%	96
▲ B. Contemporary/Informal	30.3%	26.3%	115
C. Both A and B	24.6%	26.5%	93
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	22.9%	24.4%	94
▲ B. Contemporary	23.0%	19.7%	117
C. Both A and B	30.5%	31.1%	98
D. No Preference or Not Interested	23.4%	24.8%	94

PART 2:

▲ A. Performed by Others	21.5%	18.7%	115
B. Participatory	22.7%	22.9%	99
C. Both A and B	30.9%	32.2%	96
D. No Preference or Not Interested	24.8%	26.2%	95



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 Our Lady of Grace Parish

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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	23.9%	22.0%	108
B. Personal Spiritual Development	14.9%	14.3%	104
C. Both A and B	36.0%	37.4%	96
D. No Preference or Not Interested	25.1%	26.3%	96

PART 2:

A. Global Mission	6.2%	6.2%	100
B. Local Mission	34.4%	33.3%	103
C. Both A and B	29.1%	30.1%	97
D. No Preference or Not Interested	30.0%	30.4%	99

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	23.0%	26.6%	86
▲ B. Contemporary	21.0%	15.9%	132
C. Both A and B	31.9%	32.3%	99
D. No Preference or Not Interested	24.3%	25.1%	97

PART 2:

↓ A. Somber/Serious	7.0%	9.4%	75
▲ B. Light and Airy	41.0%	34.7%	118
C. Both A and B	26.0%	27.7%	94
D. No Preference or Not Interested	26.0%	28.2%	92



Date: 6/20/2016

Prepared For:
 Our Lady of Grace 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	40.1%	47.3%	85
Radio	13.3%	13.3%	100
PRINT MEDIA:			
Local Newspaper	39.2%	36.1%	109
▲ National Newspaper	5.1%	4.3%	117
▲ Magazines	3.9%	2.4%	160

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
Television	32.4%	31.9%	102
↓ Radio	21.0%	23.8%	88
PRINT MEDIA:			
Local Newspaper	32.0%	32.7%	98
National Newspaper	5.8%	5.8%	100
▲ Magazines	8.4%	7.0%	119

SUMMARY

Overall Broadcast Media Index (100 = Average)	92
Overall Print Media Index	107



Date: 6/20/2016

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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	31.9%	36.2%	88
↓ Putting Ad in Local Newspaper	30.2%	33.8%	89
↓ Local Cable Channels	24.5%	30.4%	81
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	52.0%	53.7%	97
↓ Calling and Offering to Send Information By Mail	26.0%	29.5%	88
↓ Calling and Discussing on the Phone	9.9%	12.0%	83
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.5%	20.1%	67
↓ Going Door to Door	9.1%	14.0%	65

CHURCH CONTACT METHODS RATED POOR

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
▲ Local Radio Announcements or Advertisements	24.7%	19.6%	126
▲ Putting Ad in Local Newspaper	28.0%	21.5%	130
▲ Local Cable Channels	36.4%	30.7%	118
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.6%	13.3%	125
▲ Calling and Offering to Send Information By Mail	40.4%	34.0%	119
▲ Calling and Discussing on the Phone	69.2%	60.6%	114
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	61.0%	49.6%	123
▲ Going Door to Door	70.7%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	86
Direct Methods Index	92
↓ Face-to-Face Methods Index	66

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	124
▲ Direct Methods Index	117
▲ Face-to-Face Methods Index	116