

# ministry area profile 2016

Saint Leonard / Santa Paula Parish

**Study Area Definition:**  
Custom Polygon





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Saint Leonard / Santa Paula Parish

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

**A** Currently, there are 70,378 persons residing in the defined study area. This represents an increase of 10,372 or 17.3% 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 7.3% or 5,105 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 20 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 39.2% 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 22.2% of the population and all other racial/ethnic groups make up a substantial 77.8% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 48.1% of the total population. *Asians* are also projected to be the fastest growing group increasing by 18.1% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**

**A** The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 22,282 persons or 31.7% of the total population in the area. Compared to a national average of 27.3%, *Survivors* are also the most over-represented group in the area. (see page 4)
- 6** **Q** **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 high*. While 89.9% 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 43.6% 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, Neighborhood Crime and Safety, Time for Recreation/Leisure, Affordable Housing, Achieving Educational Objectives* and *Satisfying Job/Career*. (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?**

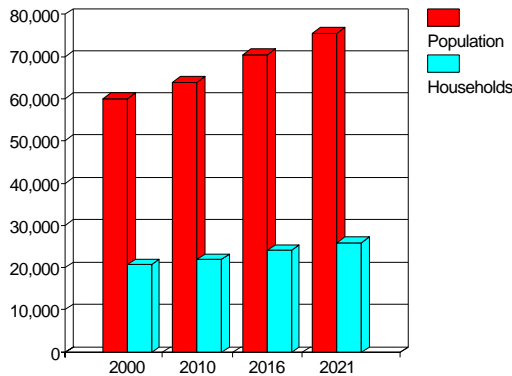
**A** Based upon the average household income of \$116,396 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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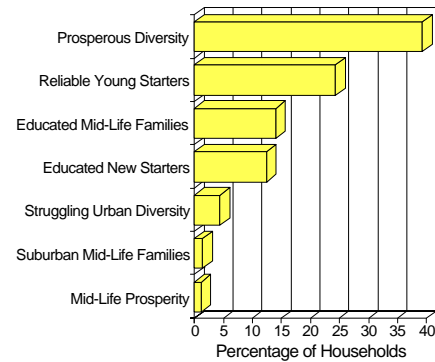
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**Population and Households**

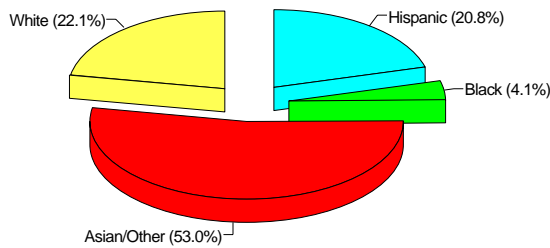


**Primary U.S. Lifestyles Segments-2016**

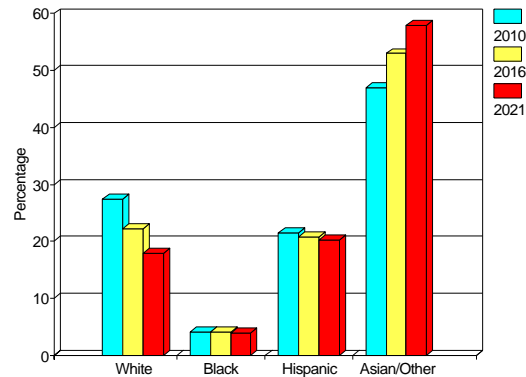


The population in the study area has increased by 6574 persons, or 10.3% since 2010 and is projected to increase by 5105 persons, or 7.3% between 2016 and 2021. The number of households has increased by 2260, or 10.3% since 2010 and is projected to increase by 1795, or 7.4% between 2016 and 2021.

**Population By Race/Ethnicity-2016**

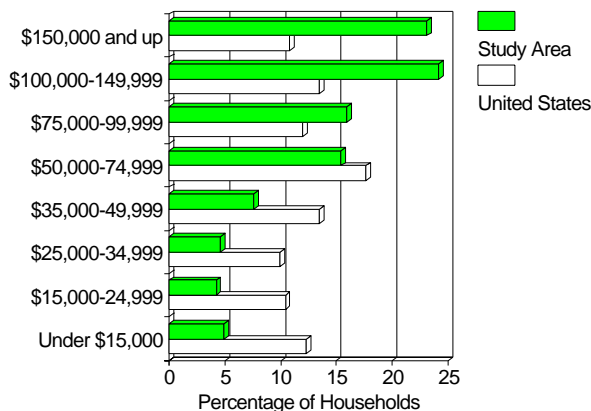


**Population By Race/Ethnicity Trend**

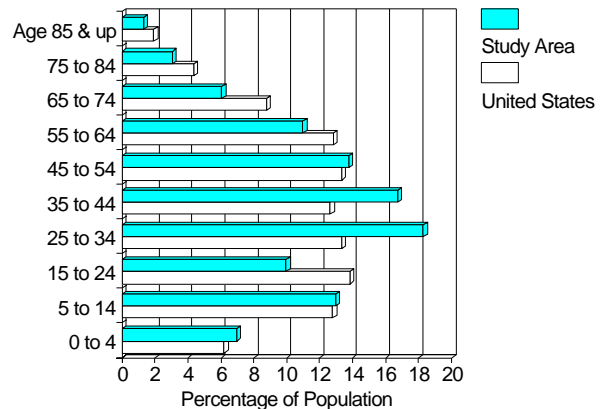


Between 2016 and 2021, the White population is projected to decrease by 2073 persons and to decrease from 22.1% to 17.9% of the total population. The Black population is projected to increase by 94 persons and to decrease from 4.1% to 3.9% of the total. The Hispanic/Latino population is projected to increase by 672 persons and to decrease from 20.8% to 20.3% of the total. The Asian/Other population is projected to increase by 6412 persons and to increase from 53.0% to 57.9% of the total population.

**Households By Income-2016**



**Population by Age-2016**

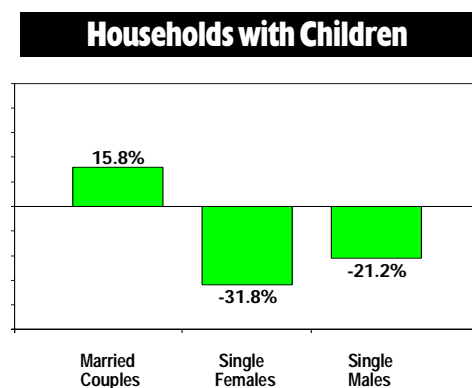
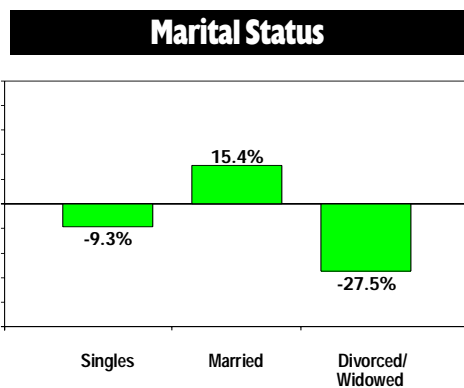
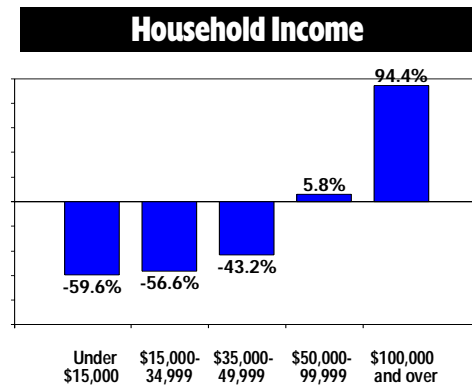
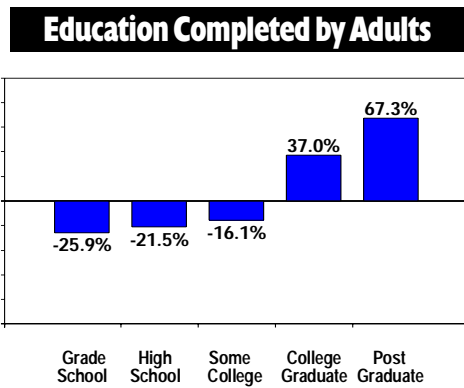
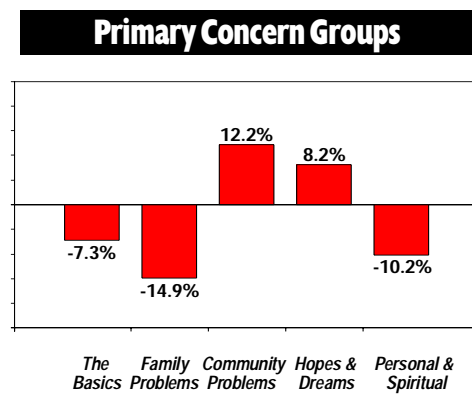
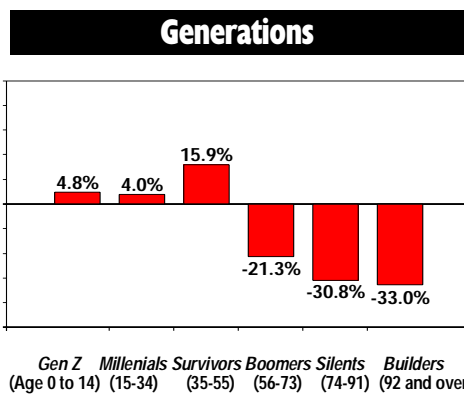
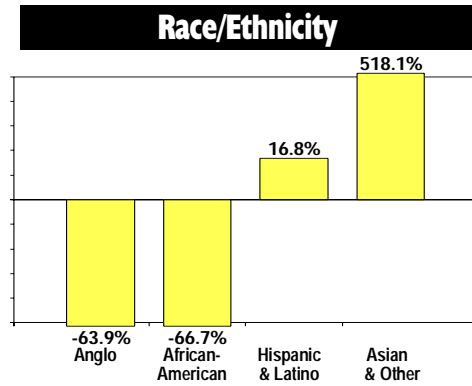
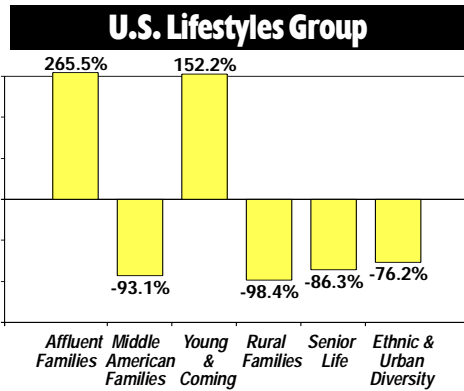


The average household income in the study area is \$116396 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.9 and is projected to increase to 38.0 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ <b>Population</b>	60,006	63,804	70,378	75,483
Population Change		3,798	6,574	5,105
Percentage Change		6.3%	10.3%	7.3%
Average Annual Growth Rate		0.6%	1.7%	1.5%
▲ <b>Density (Pop. per square mile)</b>	2,385	2,536	2,797	3,000
HOUSEHOLDS				
▲ <b>Households</b>	20,711	21,870	24,130	25,925
Household Change		1,159	2,260	1,795
Percentage Change		5.6%	10.3%	7.4%
Average Annual Growth Rate		0.6%	1.7%	1.5%
Persons Per Household	2.88	2.90	2.90	2.89

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	17,475	27.4%	15,588	22.1%	13,515	17.9%
↓ African-American (Non-Hisp)	2,637	4.1%	2,883	4.1%	2,977	3.9%
↓ Hispanic/Latino	13,700	21.5%	14,619	20.8%	15,291	20.3%
▲ Asian/Other (Non-Hisp)	29,992	47.0%	37,288	53.0%	43,700	57.9%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	31,945	50.1%	35,230	50.1%	37,775	50.0%
▲ Male	31,859	49.9%	35,148	49.9%	37,708	50.0%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ <b>Generation Z</b> (Born 2002 and later)	7,994	12.5%	14,000	19.9%	19,349	25.6%
Millennials (Born 1982 to 2001)	16,670	26.1%	19,881	28.2%	20,300	26.9%
↓ Survivors (Born 1961 to 1981)	22,890	35.9%	22,279	31.7%	23,252	30.8%
↓ Boomers (Born 1943 to 1960)	11,336	17.8%	10,787	15.3%	10,108	13.4%
↓ Silents (Born 1925 to 1942)	4,234	6.6%	3,247	4.6%	2,463	3.3%
↓ Builders (Born 1924 and earlier)	677	1.1%	184	0.3%	10	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Age</b>	35.8	36.9	38.0
▲ <b>Median Age</b>	35.4	36.9	38.5

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Household Income</b>	\$88,242	\$116,396	\$131,382
▲ <b>Median Household Income</b>	\$84,171	\$96,328	\$107,828
▲ <b>Per Capita Income</b>	\$30,247	\$39,908	\$45,124

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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	3,457	15.8%	5,570	23.1%	7,516	29.0%
▲ \$100,000 to \$149,999	5,152	23.6%	5,825	24.1%	6,376	24.6%
↓ \$75,000 to \$99,999	3,511	16.1%	3,851	16.0%	3,778	14.6%
↓ \$50,000 to \$74,999	4,180	19.1%	3,709	15.4%	3,410	13.2%
↓ \$35,000 to \$49,999	1,983	9.1%	1,838	7.6%	1,744	6.7%
↓ \$25,000 to \$34,999	1,333	6.1%	1,114	4.6%	1,035	4.0%
↓ \$15,000 to \$24,999	1,036	4.7%	1,023	4.2%	944	3.6%
↓ Under \$15,000	1,218	5.6%	1,200	5.0%	1,122	4.3%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	4,931	7.7%	4,877	6.9%	4,788	6.3%
▲ Required Formal Schooling (5-17)	9,601	15.0%	11,350	16.1%	13,033	17.3%
↓ College Years, Career Starts (18-24)	5,411	8.5%	4,794	6.8%	5,083	6.7%
↓ Singles and Young Families (25-34)	12,520	19.6%	12,860	18.3%	10,876	14.4%
▲ Families, Empty Nesters (35-54)	19,349	30.3%	21,435	30.5%	23,606	31.3%
▲ Enrichment Years Singles/Couples (55-64)	6,045	9.5%	7,714	11.0%	8,927	11.8%
▲ Retirement Opportunities (65+)	5,945	9.3%	7,347	10.4%	9,169	12.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	4,931	7.7%	4,877	6.9%	4,788	6.3%
5 to 9 years	3,829	6.0%	5,007	7.1%	5,139	6.8%
▲ 10 to 14 years	3,609	5.7%	4,116	5.8%	5,259	7.0%
15 to 17 years	2,163	3.4%	2,227	3.2%	2,635	3.5%
18 to 20 years	2,131	3.3%	2,026	2.9%	2,281	3.0%
↓ 21 to 24 years	3,280	5.1%	2,768	3.9%	2,802	3.7%
↓ 25 to 29 years	5,902	9.3%	4,925	7.0%	4,957	6.6%
30 to 34 years	6,618	10.4%	7,935	11.3%	5,919	7.8%
35 to 39 years	5,581	8.7%	6,171	8.8%	5,869	7.8%
▲ 40 to 44 years	4,676	7.3%	5,587	7.9%	6,972	9.2%
45 to 49 years	4,835	7.6%	4,840	6.9%	5,823	7.7%
50 to 54 years	4,257	6.7%	4,837	6.9%	4,942	6.5%
▲ 55 to 59 years	3,459	5.4%	4,221	6.0%	4,662	6.2%
▲ 60 to 64 years	2,586	4.1%	3,493	5.0%	4,265	5.7%
▲ 65 to 69 years	1,724	2.7%	2,576	3.7%	3,222	4.3%
▲ 70 to 74 years	1,476	2.3%	1,676	2.4%	2,462	3.3%
75 to 84 years	1,993	3.1%	2,177	3.1%	2,531	3.4%
85 or more years	752	1.2%	918	1.3%	954	1.3%

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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	56,378			
Single (Never Married)	16,818	29.8%	32.9%	91
Married	32,636	57.9%	50.2%	115
↓ Divorced/Widowed	6,924	12.3%	16.9%	73
<b>Marital Status Females 15 and Older (2016)</b>	28,432			
Single (Never Married)	7,552	26.6%	29.8%	89
Married	16,159	56.8%	48.8%	116
↓ Divorced/Widowed	4,721	16.6%	21.4%	78
<b>Marital Status Males 15 and Older (2016)</b>	27,946			
Single (Never Married)	9,266	33.2%	36.2%	92
Married	16,477	59.0%	51.6%	114
↓ Divorced/Widowed	2,203	7.9%	12.3%	64
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	24,130			
Married Couple	13,282	55.0%	48.5%	113
Other Family - Male Head of Household	1,374	5.7%	4.9%	116
Other Family - Female Head of Household	2,893	12.0%	13.0%	92
Non Family - Male Head of Household	3,295	13.7%	15.8%	86
↓ Non Family - Female Head of Household	3,287	13.6%	17.7%	77
<b>Households With Children 0 to 18 (2016)</b>	9,312			
Married Couple Family	7,035	75.5%	65.2%	116
↓ Other Family - Male Head of Household	621	6.7%	8.5%	79
↓ Other Family - Female Head of Household	1,608	17.3%	25.3%	68
↓ Non Family	48	0.5%	1.0%	53
<b>Population By Household Type (2016)</b>	70,378			
↓ Group Quarters	461	0.7%	2.5%	26



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	461			
↓ Correctional Facilities	5	1.1%	30.0%	4
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	228	49.5%	18.7%	264
▲ <b>Other</b>	<b>228</b>	<b>49.5%</b>	<b>15.2%</b>	<b>325</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	70,378			
↓ White (Non-Hispanic)	15,588	22.1%	61.3%	36
↓ African-American (Non-Hisp)	2,883	4.1%	12.3%	33
Hispanic/Latino	14,619	20.8%	17.8%	117
↓ Native American (Non-Hisp)	150	0.2%	0.7%	29
▲ <b>Asian (Non-Hisp)</b>	<b>33,387</b>	<b>47.4%</b>	<b>5.3%</b>	<b>899</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>481</b>	<b>0.7%</b>	<b>0.2%</b>	<b>406</b>
▲ <b>Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>3,272</b>	<b>4.6%</b>	<b>2.4%</b>	<b>194</b>
<b>Asian Population By Race (2016)</b>	33,638			
Chinese	7,572	22.5%	22.3%	101
↓ Japanese	769	2.3%	5.0%	46
▲ <b>Indian</b>	<b>12,134</b>	<b>36.1%</b>	<b>19.5%</b>	<b>185</b>
↓ Korean	853	2.5%	9.6%	26
↓ Vietnamese	1,908	5.7%	11.0%	52
Other Asian Races	10,402	30.9%	32.5%	95
<b>Hispanic/Latino Population By Race (2016)</b>	14,619			
↓ White	6,027	41.2%	53.0%	78
↓ African-American	151	1.0%	2.5%	41
Native American	199	1.4%	1.4%	99
▲ <b>Asian</b>	<b>251</b>	<b>1.7%</b>	<b>0.4%</b>	<b>410</b>
▲ <b>Other Races &amp; Multiple Races</b>	<b>7,991</b>	<b>54.7%</b>	<b>42.7%</b>	<b>128</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	14,619			
▲ <b>Mexican</b>	<b>11,330</b>	<b>77.5%</b>	<b>62.4%</b>	<b>124</b>
↓ Puerto Rican	505	3.5%	9.5%	36
↓ Cuban	57	0.4%	3.5%	11
↓ Other Hispanic Origin	2,727	18.7%	24.6%	76

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	15,002			
Pre-Primary (Public)	577	3.8%	3.4%	112
▲ Pre-Primary (Private)	<b>612</b>	<b>4.1%</b>	<b>2.6%</b>	<b>155</b>
Elementary/High School (Public)	8,389	55.9%	58.9%	95
Elementary/High School (Private)	1,019	6.8%	6.6%	102
Enrolled in College	4,404	29.4%	28.4%	103
<b>Population By Education Completed (Age 25 and over) (2016)</b>	49,356			
Elementary (Less than 9 years)	2,380	4.8%	5.8%	83
↓ Some High School (9 to 11 years)	2,589	5.2%	7.8%	68
↓ High School Graduate (12 years)	10,803	21.9%	27.9%	78
Some College (13 to 15 years)	8,623	17.5%	21.2%	83
Associate Degree	3,450	7.0%	8.0%	87
▲ Bachelor's Degree	<b>12,388</b>	<b>25.1%</b>	<b>18.3%</b>	<b>137</b>
▲ Graduate Degree	<b>9,123</b>	<b>18.5%</b>	<b>11.0%</b>	<b>167</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	35,327			
TOTAL WHITE COLLAR	25,395	71.9%	61.5%	117
Executive and Managerial	3,707	10.5%	9.7%	108
Professional Specialty	6,210	17.6%	16.6%	106
▲ Technical Support	<b>6,950</b>	<b>19.7%</b>	<b>8.3%</b>	<b>238</b>
Sales	3,439	9.7%	10.9%	90
Administrative Support & Clerical	5,089	14.4%	16.0%	90
↓ TOTAL BLUE COLLAR	9,932	28.1%	38.5%	73
Service: Private Households	1,277	3.6%	3.7%	98
↓ Service: Protective	361	1.0%	2.2%	46
↓ Service: Other	1,570	4.4%	7.5%	60
↓ Farming, Forestry & Fishing	9	0.0%	0.7%	4
↓ Precision Production and Craft	2,885	8.2%	11.0%	74
↓ Operators and Assemblers	887	2.5%	3.2%	77
Transportation and Material Moving	1,799	5.1%	6.2%	83
Laborers	1,144	3.2%	4.0%	80

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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		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	55,641			
Employed	35,684	64.1%	58.1%	110
Unemployed	3,056	5.5%	5.6%	98
Not in Labor Force	16,901	30.4%	36.3%	84
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	22,029			
TOTAL WORKING	14,514	65.9%	66.8%	99
With No Own Children	9,579	43.5%	42.2%	103
With Own Children Age 0 to 5 only	1,193	5.4%	5.5%	99
With Own Children Age 6 to 17 only	2,906	13.2%	14.8%	89
With Own Children Both Age 0 to 5 and 6 to 17	836	3.8%	4.3%	88
TOTAL NOT WORKING (UNEMPLOYED)	1,285	5.8%	6.2%	94
With No Own Children	927	4.2%	3.8%	112
With Own Children Age 0 to 5 only	138	0.6%	0.7%	95
↓ With Own Children Age 6 to 17 only	127	0.6%	1.3%	46
↓ With Own Children Both Age 0 to 5 and 6 to 17	93	0.4%	0.5%	77
TOTAL NOT IN THE LABOR FORCE	6,230	28.3%	27.0%	105
With No Own Children	3,387	15.4%	17.1%	90
▲ With Own Children Age 0 to 5 only	1,483	6.7%	2.6%	259
With Own Children Age 6 to 17 only	866	3.9%	4.6%	85
With Own Children Both Age 0 to 5 and 6 to 17	494	2.2%	2.6%	85
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	24,130			
Above Poverty Line (Households with Children)	16,883	63.8%	59.6%	107
▲ Above Poverty Line (Households without Children)	8,514	32.2%	26.5%	121
↓ Below Poverty Line (Households with Children)	663	2.5%	7.9%	32
↓ Below Poverty Line (Households without Children)	411	1.6%	6.0%	26
<b>Households By Presence of Retirement Income (2013)</b>	21,870			
↓ With Retirement Income	2,395	11.0%	17.6%	62
Without Retirement Income	19,227	87.9%	81.5%	108

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	Number	Percent		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	24,130			
↓ Owner Occupied	12,070	50.0%	65.0%	77
<b>▲ Renter Occupied</b>	<b>12,060</b>	<b>50.0%</b>	<b>35.0%</b>	<b>143</b>
<b>▲ Median Rent (2013)</b>	<b>\$1,558</b>		<b>\$904</b>	<b>172</b>
<b>Structures By Number of Units (2016)</b>	25,198			
Single Unit	15,352	60.9%	67.3%	90
↓ 3 to 4 Units	814	3.2%	8.1%	40
5 to 19 Units	2,132	8.5%	9.3%	91
<b>▲ 20 to 49 Units</b>	<b>1,183</b>	<b>4.7%</b>	<b>3.6%</b>	<b>130</b>
<b>▲ 50 or more Units</b>	<b>5,377</b>	<b>21.3%</b>	<b>5.1%</b>	<b>417</b>
↓ Mobile Home	330	1.3%	6.4%	20
↓ Other	9	0.0%	0.1%	42
↓ Single To Multiple Unit Ratio	1.61		2.57	63
<b>Owner-Occupied Property Values (2016)</b>	12,070			
↓ Under \$40,000	137	1.1%	7.2%	16
↓ \$40,000 to \$59,999	67	0.6%	3.7%	15
↓ \$60,000 to \$79,999	52	0.4%	5.1%	8
↓ \$80,000 to \$99,999	34	0.3%	6.5%	4
↓ \$100,000 to 149,999	174	1.4%	15.1%	10
↓ \$150,000 to \$199,999	135	1.1%	14.6%	8
↓ \$200,000 to \$299,999	721	6.0%	18.1%	33
<b>▲ \$300,000 to \$499,999</b>	<b>3,378</b>	<b>28.0%</b>	<b>16.9%</b>	<b>165</b>
<b>▲ \$500,000 to \$999,999</b>	<b>7,003</b>	<b>58.0%</b>	<b>9.7%</b>	<b>598</b>
\$1,000,000 and over	370	3.1%	3.0%	101
<b>▲ Median Property Value</b>	<b>\$556,823</b>		<b>\$192,432</b>	<b>289</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	25,198			
▲ <b>2010 and later</b>	<b>2,569</b>	<b>10.2%</b>	<b>5.5%</b>	<b>185</b>
↓ 2000 to 2009	1,483	5.9%	14.6%	40
1990 to 1999	3,016	12.0%	13.4%	89
1980 to 1989	3,720	14.8%	13.2%	112
▲ <b>1970 to 1979</b>	<b>6,053</b>	<b>24.0%</b>	<b>15.0%</b>	<b>160</b>
▲ <b>1960 to 1969</b>	<b>4,830</b>	<b>19.2%</b>	<b>10.4%</b>	<b>185</b>
1950 to 1959	2,988	11.9%	10.3%	115
↓ 1949 or earlier	539	2.1%	17.7%	12
<b>Households By Number of Persons (2016)</b>	24,130			
↓ 1 Person Household	4,815	20.0%	27.3%	73
2 Person Household	6,913	28.6%	32.3%	89
▲ <b>3 Person Household</b>	<b>5,043</b>	<b>20.9%</b>	<b>16.2%</b>	<b>129</b>
▲ <b>4 Person Household</b>	<b>3,845</b>	<b>15.9%</b>	<b>13.1%</b>	<b>122</b>
5 Person Household	1,871	7.8%	6.5%	120
▲ <b>6 Person Household</b>	<b>915</b>	<b>3.8%</b>	<b>2.8%</b>	<b>137</b>
▲ <b>7 or more Person Household</b>	<b>728</b>	<b>3.0%</b>	<b>1.9%</b>	<b>158</b>
Average Persons Per Household	2.9		2.6	112
<b>Households By Heating Type (2013)</b>	21,621			
▲ <b>Utility and Other Gas</b>	<b>16,283</b>	<b>75.3%</b>	<b>54.0%</b>	<b>139</b>
↓ Electric	5,045	23.3%	36.1%	65
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	132	0.6%	2.2%	27
↓ Solar/Other Fuel	20	0.1%	0.5%	19
↓ No Fuel Used	142	0.7%	0.9%	70

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	24,130			
↓ No Vehicles	1,240	5.1%	9.0%	57
1 Vehicle	7,992	33.1%	33.7%	98
2 Vehicle	9,507	39.4%	37.5%	105
3 or more Vehicles	5,391	22.3%	19.8%	113
<b>Workers By Travel Time to Work (2016)</b>	28,428			
↓ Less than 15 minutes	5,850	20.6%	27.3%	75
↓ 15 to 29 minutes	7,678	27.0%	36.5%	74
▲ 30 to 44 minutes	<b>7,911</b>	<b>27.8%</b>	<b>20.2%</b>	<b>138</b>
▲ 45 to 59 minutes	<b>3,436</b>	<b>12.1%</b>	<b>7.7%</b>	<b>156</b>
▲ 60 or more minutes	<b>3,553</b>	<b>12.5%</b>	<b>8.3%</b>	<b>151</b>
Average Travel Time to Work (minutes)	33.7		28.2	120
<b>Workers By Type of Transportation to Work (2016)</b>	29,121			
Drive Alone	21,367	73.4%	76.9%	95
Car Pool	3,082	10.6%	9.6%	111
▲ Public Transportation	<b>2,613</b>	<b>9.0%</b>	<b>5.1%</b>	<b>175</b>
Walk to Work	751	2.6%	2.8%	92
▲ Other Means	<b>438</b>	<b>1.5%</b>	<b>1.2%</b>	<b>121</b>
↓ Work at Home	871	3.0%	4.4%	68

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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	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	13,330	55.2%	15.1%	366
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	8,919	37.0%	14.7%	252
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,057	4.4%	18.4%	24
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	520	2.2%	31.4%	7
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	229	0.9%	6.9%	14
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	51	0.2%	13.1%	2

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	9,465	39.2%	3.1%	1265
15	Reliable Young Starters	5,882	24.4%	4.3%	573
4	Educated Mid-Life Families	3,389	14.0%	3.4%	412
12	Educated New Starters	3,001	12.4%	2.9%	423
45	Struggling Urban Diversity	1,056	4.4%	2.5%	178
10	Suburban Mid-Life Families	338	1.4%	5.5%	25
3	Mid-Life Prosperity	275	1.1%	1.5%	75
14	Secure Mid-Life Families	165	0.7%	0.7%	104
28	Building Country Families	131	0.5%	2.8%	19
21	Mature and Stable	102	0.4%	0.6%	75
7	Prosperous and Mature	59	0.2%	0.5%	45
20	Cautious and Mature	47	0.2%	2.6%	7
1	Traditional Affluent Families	36	0.1%	3.5%	4
29	Working Country Families	36	0.1%	1.0%	16
8	Rising Potential Professionals	30	0.1%	2.3%	5
25	Working Country Consumers	27	0.1%	4.1%	3
30	Urban Senior Life	21	0.1%	0.8%	11
11	Young Suburban Families	15	0.1%	3.0%	2
27	Country Family Diversity	14	0.1%	0.3%	17
49	Exception Households	12	0.0%	0.2%	20

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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.		
9	Educated Working Families	7	0.0%	0.1%	35
39	New Beginning Urbanites	5	0.0%	2.8%	1
18	Working Urban Families	1	0.0%	4.0%	0
17	Large Young Families	1	0.0%	2.2%	0
32	Working Urban Life	1	0.0%	1.7%	0
26	Working Suburban Families	1	0.0%	0.1%	3
19	Educated and Promising	1	0.0%	0.1%	5
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
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
2	Professional Affluent Families	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
44	Laboring Urban Life	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>24,118</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	26.9%	35.4%	76
↓ Somewhat Involved with Their Faith	23.8%	29.9%	80
▲ Not Involved with Their Faith	<b>50.3%</b>	<b>34.7%</b>	<b>145</b>

**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	21.6%	23.7%	91

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

▲ Adventist	<b>0.7%</b>	<b>0.5%</b>	<b>127</b>
↓ Baptist	7.8%	16.1%	49
Catholic	22.3%	23.7%	94
Congregational	1.8%	2.0%	90
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	<b>1.2%</b>	<b>0.4%</b>	<b>264</b>
Episcopal	2.7%	2.9%	95
↓ Holiness	0.1%	0.8%	16
Jehovah's Witnesses	1.0%	1.1%	92
▲ Judaism	<b>4.3%</b>	<b>3.2%</b>	<b>138</b>
↓ Lutheran	6.1%	7.2%	85
↓ Methodist	4.5%	10.1%	45
▲ Mormon	<b>2.9%</b>	<b>1.8%</b>	<b>166</b>
▲ New Age	<b>1.2%</b>	<b>0.6%</b>	<b>211</b>
▲ Non-Denominational / Independent	<b>11.2%</b>	<b>6.9%</b>	<b>162</b>
Orthodox	0.3%	0.3%	93
Pentecostal	2.3%	2.4%	93
Presbyterian / Reformed	4.7%	4.6%	103
Unitarian / Universalist	0.7%	0.7%	106
▲ Interested but No Preference	<b>5.8%</b>	<b>3.9%</b>	<b>149</b>
▲ Not Interested and No Preference	<b>18.7%</b>	<b>11.1%</b>	<b>168</b>
Likely to Have Changed Their Preference in the Last 10 Years	17.9%	16.8%	107

**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer A Leader Who:**

Tells them what to do	4.3%	4.0%	108
Lets them do what they want and is supportive	11.1%	11.7%	95
Lets them do what they want and stays out of the way	4.9%	4.8%	102
Works with them on deciding what to do and helps them do it	79.6%	79.6%	100

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	42.4%	43.5%	97
↓ Finding/Providing Health Insurance	21.3%	29.0%	73
Day-to-Day Financial Worries	29.4%	31.6%	93
▲ Finding Employment Opportunities	<b>16.0%</b>	<b>14.4%</b>	<b>111</b>
▲ Finding Affordable Housing	<b>13.4%</b>	<b>11.3%</b>	<b>118</b>
↓ Providing Adequate Food	5.9%	8.6%	68
Finding Child Care	5.8%	6.3%	93
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	12.7%	16.7%	76
↓ Dealing With Teen / Child Problems	18.1%	20.7%	87
Finding/Providing Aging Parent Care	15.4%	15.5%	100
↓ Dealing With Abusive Relationships	9.0%	11.4%	79
↓ Dealing With Divorce	3.3%	4.5%	73
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>32.9%</b>	<b>27.0%</b>	<b>122</b>
Finding/Providing Good Schools	24.5%	23.5%	104
↓ Dealing with Problems in Schools	11.5%	13.6%	85
Dealing With Racial / Ethnic Prejudice	14.3%	13.1%	109
▲ Dealing With Neighborhood Gangs	<b>13.0%</b>	<b>8.5%</b>	<b>153</b>
▲ Dealing with Social Injustice	<b>12.6%</b>	<b>11.3%</b>	<b>111</b>
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	<b>57.4%</b>	<b>50.6%</b>	<b>113</b>
▲ Finding Time for Recreation / Leisure	<b>30.7%</b>	<b>25.3%</b>	<b>121</b>
↓ Finding Better Quality Healthcare	20.3%	23.9%	85
▲ Finding A Satisfying Job / Career	<b>22.2%</b>	<b>19.3%</b>	<b>115</b>
Finding Retirement Opportunities	17.9%	18.9%	95
Achieving A Fulfilling Marriage	24.2%	22.3%	108
Developing Parenting Skills	16.3%	14.7%	110
▲ Achieving Educational Objectives	<b>8.6%</b>	<b>7.5%</b>	<b>115</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.4%	29.8%	95
Finding Companionship	18.3%	17.3%	106
↓ Finding A Good Church	9.5%	15.2%	62
↓ Finding Spiritual Teaching	8.7%	12.9%	67
Finding Life Direction	15.2%	14.0%	109

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#### KEY VALUES INDICATOR

##### Estimated 2016 Households Likely to Agree With the Following Statements:

###### **GOD:**

“I believe there is a God”	81.6%	84.5%	97
↓ “God is actively involved in the world including nations and their governments”	55.8%	63.8%	87

###### **SOCIETY:**

“It is important to preserve the traditional American family structure”	89.3%	91.5%	98
“A healthy environment has become a national crisis”	82.8%	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”	45.9%	50.1%	92
“The role of Churches / Synagogues is to help form and support moral values”	78.1%	81.1%	96
“Churches and religious organizations should provide more human services”	58.4%	62.6%	93

###### **RACIAL / ETHNIC CHANGE:**

“The United States must open its doors to all people groups”	37.8%	36.3%	104
“The changing racial / ethnic face of America is a threat to our national heritage”	34.5%	36.3%	95

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2016 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	58.9%	59.8%	98
More than \$500 per year	31.1%	31.2%	100
More than \$1,000 per year	18.3%	17.4%	105

###### **TO CHARITIES:**

▲ More than \$100 per year	43.7%	33.7%	130
▲ More than \$500 per year	10.6%	6.8%	156
▲ More than \$1,000 per year	3.2%	2.3%	139

###### **TO COLLEGES AND UNIVERSITIES:**

▲ More than \$100 per year	20.2%	16.1%	125
▲ More than \$500 per year	4.8%	4.3%	112
▲ More than \$1,000 per year	2.8%	2.2%	127

*Ministry Area Profile 2016*  
**Compass**  
REPORT

Saint Leonard / Santa Paula Parish

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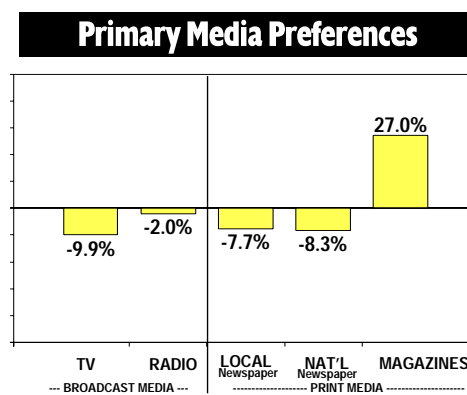
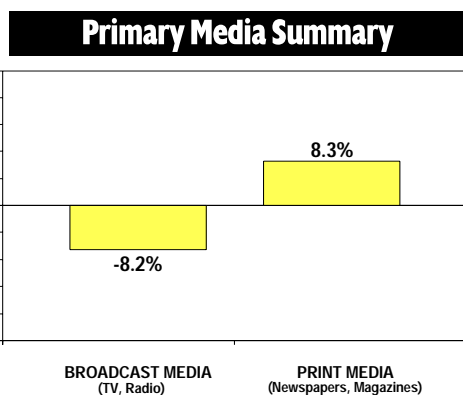
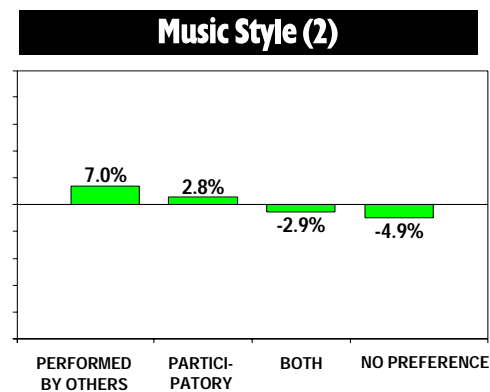
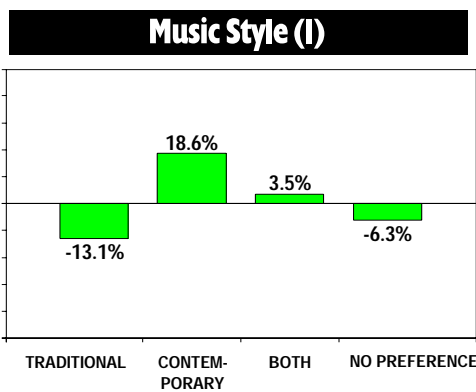
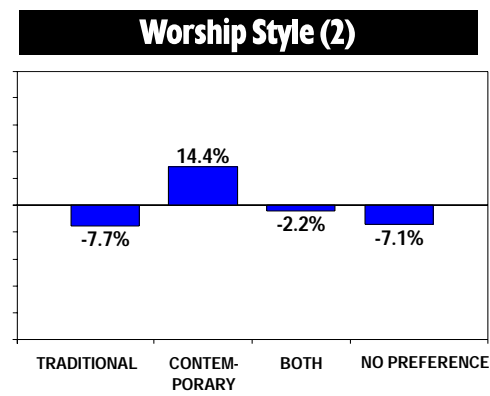
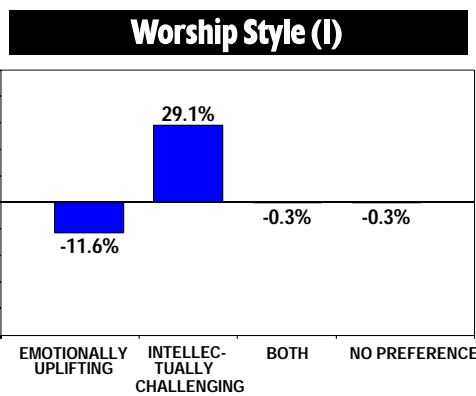
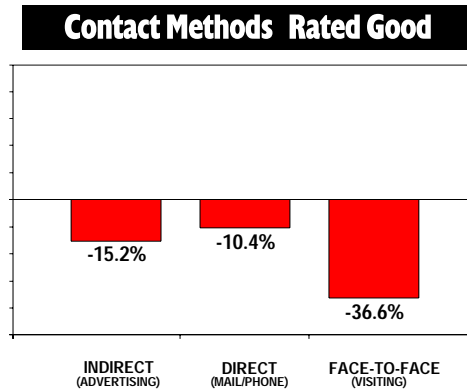
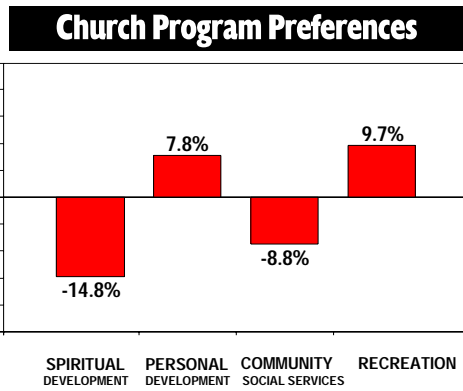
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY 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:  
Saint Leonard / Santa Paula Parish

Study Area Definition:  
Custom Polygon





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<b>CHURCH PROGRAM PREFERENCE INDICATOR</b>			
<b>Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:</b>			
<b><i>SPIRITUAL DEVELOPMENT:</i></b>			
↓ Bible Study Discussion and Prayer Groups	32.8%	41.1%	80
Adult Theological Discussion Groups	20.9%	22.5%	93
↓ Spiritual Retreats	10.4%	11.6%	89
<b><i>PERSONAL DEVELOPMENT:</i></b>			
Marriage Enrichment Opportunities	16.2%	15.2%	106
▲ Parent Training Programs	<b>9.3%</b>	<b>7.8%</b>	<b>119</b>
▲ Twelve Step Programs	<b>3.9%</b>	<b>3.5%</b>	<b>112</b>
↓ Divorce Recovery	1.8%	2.4%	73
<b><i>COMMUNITY/SOCIAL SERVICES:</i></b>			
Personal or Family Counseling	21.7%	22.5%	96
↓ Care for the Terminally Ill	13.6%	15.7%	87
↓ Food and Clothing Resources	6.5%	11.1%	59
▲ Day Care Services	<b>7.4%</b>	<b>6.1%</b>	<b>122</b>
▲ Church Sponsored Day-School	<b>6.5%</b>	<b>5.7%</b>	<b>114</b>
<b><i>RECREATION:</i></b>			
Youth Social Programs	31.5%	29.7%	106
Family Activities and Outings	35.5%	32.8%	108
Active Retirement Programs	25.6%	26.8%	96
▲ Cultural Programs (Music, Drama, Art)	<b>24.7%</b>	<b>18.9%</b>	<b>130</b>
▲ Sports or Camping	<b>8.3%</b>	<b>6.3%</b>	<b>132</b>

<b>SUMMARY</b>	
↓ Spiritual Development Index	85
Personal Development Index	108
Community/Social Services Index	91
Recreation Index	110



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**WORSHIP STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Worship which is:**

**PART 1:**

↓ A. Emotionally Uplifting	23.3%	26.4%	88
▲ <b>B. Intellectually Challenging</b>	<b>14.3%</b>	<b>11.1%</b>	<b>129</b>
C. Both A and B	39.0%	39.2%	100
D. No Preference or Not Interested	23.3%	23.4%	100

**PART 2:**

A. Traditional/Formal/Ceremonial	18.7%	20.2%	92
▲ <b>B. Contemporary/Informal</b>	<b>30.1%</b>	<b>26.3%</b>	<b>114</b>
C. Both A and B	25.9%	26.5%	98
D. No Preference or Not Interested	25.0%	26.9%	93

**MUSIC STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Music which is:**

**PART 1:**

↓ A. Traditional	21.2%	24.4%	87
▲ <b>B. Contemporary</b>	<b>23.4%</b>	<b>19.7%</b>	<b>119</b>
C. Both A and B	32.2%	31.1%	104
D. No Preference or Not Interested	23.2%	24.8%	94

**PART 2:**

A. Performed by Others	20.0%	18.7%	107
B. Participatory	23.6%	22.9%	103
C. Both A and B	31.3%	32.2%	97
D. No Preference or Not Interested	24.9%	26.2%	95





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	22.7%	22.0%	103
B. Personal Spiritual Development	15.6%	14.3%	109
C. Both A and B	36.9%	37.4%	99
D. No Preference or Not Interested	24.8%	26.3%	94

**PART 2:**

A. Global Mission	5.9%	6.2%	96
B. Local Mission	33.4%	33.3%	100
C. Both A and B	31.0%	30.1%	103
D. No Preference or Not Interested	29.4%	30.4%	97

**CHURCH ARCHITECTURE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	22.0%	26.6%	83
▲ B. Contemporary	<b>22.1%</b>	<b>15.9%</b>	<b>139</b>
C. Both A and B	32.5%	32.3%	100
D. No Preference or Not Interested	23.7%	25.1%	95

**PART 2:**

↓ A. Somber/Serious	7.5%	9.4%	79
▲ B. Light and Airy	<b>40.4%</b>	<b>34.7%</b>	<b>117</b>
C. Both A and B	26.4%	27.7%	95
D. No Preference or Not Interested	25.7%	28.2%	91



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	42.6%	47.3%	90
Radio	13.1%	13.3%	98

#### PRINT MEDIA:

Local Newspaper	38.7%	36.1%	107
National Newspaper	4.0%	4.3%	92
▲ Magazines	3.8%	2.4%	157

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	31.8%	31.9%	100
Radio	23.9%	23.8%	100

#### PRINT MEDIA:

Local Newspaper	30.2%	32.7%	92
National Newspaper	5.5%	5.8%	95
▲ Magazines	8.9%	7.0%	127

### SUMMARY

Overall Broadcast Media Index (100 = Average)	96
Overall Print Media Index	103



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**CHURCH CONTACT METHODS RATED GOOD**

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	32.2%	36.2%	89
↓ Putting Ad in Local Newspaper	27.6%	33.8%	81
↓ Local Cable Channels	25.4%	30.4%	84
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.8%	53.7%	95
↓ Calling and Offering to Send Information By Mail	24.9%	29.5%	84
↓ Calling and Discussing on the Phone	9.6%	12.0%	80
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.1%	20.1%	65
↓ Going Door to Door	8.5%	14.0%	61

**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	22.9%	19.6%	117
▲ Putting Ad in Local Newspaper	28.7%	21.5%	133
▲ Local Cable Channels	34.5%	30.7%	112
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.5%	13.3%	123
▲ Calling and Offering to Send Information By Mail	41.1%	34.0%	121
▲ Calling and Discussing on the Phone	69.9%	60.6%	115
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	61.5%	49.6%	124
▲ Going Door to Door	71.3%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	85
Direct Methods Index	90
↓ Face-to-Face Methods Index	63

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	120
▲ Direct Methods Index	118
▲ Face-to-Face Methods Index	117