

ministry area profile 2016

Our Lady of Lourdes Parish

Study Area Definition: Custom Polygon





Prepared For:
Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon

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

Prepared For:
Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon



How many people live in the defined study area?

Currently, there are 19,514 persons residing in the defined study area. This represents an increase of 453 or 2.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)



Is the population in this area projected to grow?

Yes, between 2016 and 2021, the population is projected to increase by 4.8% or 946 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very low* with only 13 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated New Starters* representing 66.1% of all households. (see pages 13 and 14)



How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 54.9% of the population and all other racial/ethnic groups make up 45.1% which is somewhat above the national average of 39%. The largest of these groups, *African-Americans*, accounts for 16.1% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 11.2% between 2016 and 2021. (see pages 4 and 7)



What are the major generational groups represented?

The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 7,212 persons or 37.0% 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)



Overall, how traditional are the family structures?

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)



How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 95.3% 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 63.5% of those over 25 in the area versus 29.4% in the U.S. (see page 8)



Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Social Injustice, Affordable Housing, Finding Companionship, Neighborhood Gangs, Satisfying Job/Career* and *Finding Life Direction*. (see page 16)



What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)



What is the likely giving potential in the area?

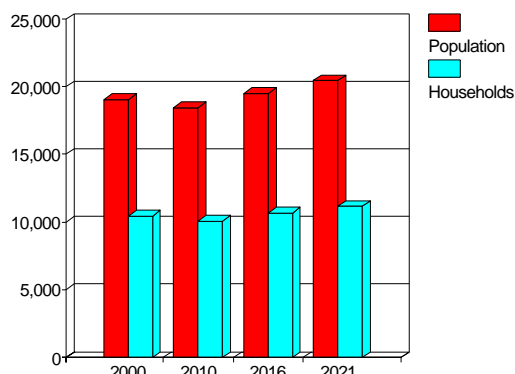
Based upon the average household income of \$103,869 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

Date: 6/20/2016

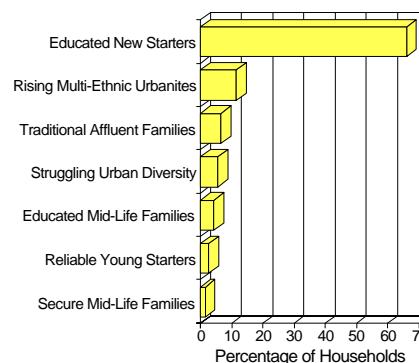
Prepared For:
Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon

Population and Households

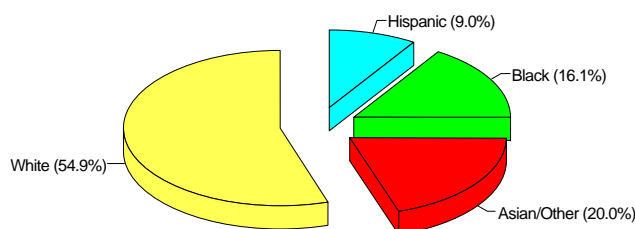


Primary U.S. Lifestyles Segments-2016

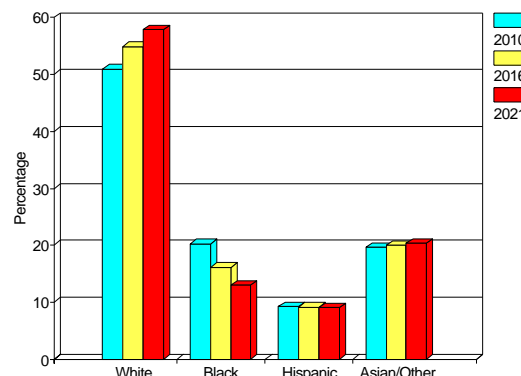


The population in the study area has increased by 1074 persons, or 5.8% since 2010 and is projected to increase by 946 persons, or 4.8% between 2016 and 2021. The number of households has increased by 613, or 6.1% since 2010 and is projected to increase by 534, or 5.0% between 2016 and 2021.

Population By Race/Ethnicity-2016

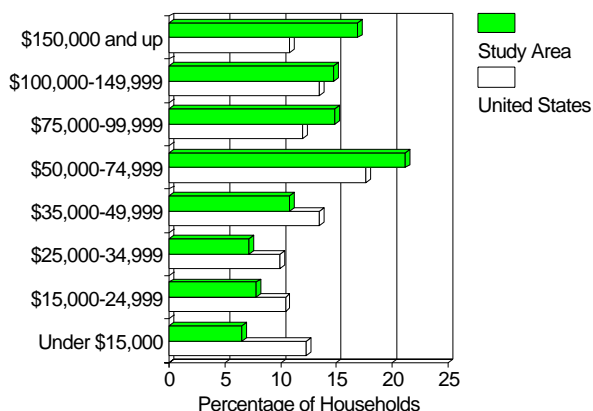


Population By Race/Ethnicity Trend

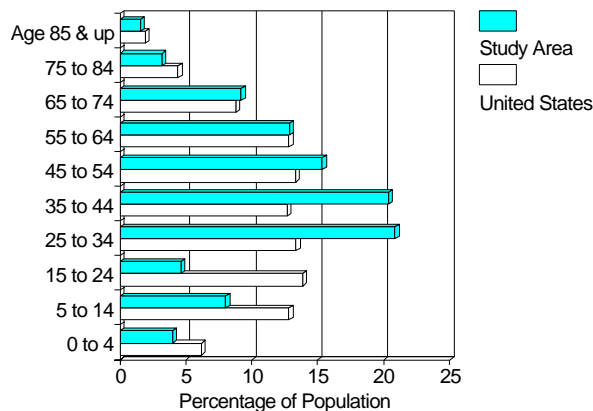


Between 2016 and 2021, the White population is projected to increase by 1112 persons and to increase from 54.9% to 57.8% of the total population. The Black population is projected to decrease by 492 persons and to decrease from 16.1% to 12.9% of the total. The Hispanic/Latino population is projected to increase by 62 persons and to decrease from 9.0% to 8.9% of the total. The Asian/Other population is projected to increase by 264 persons and to increase from 20.0% to 20.3% of the total population.

Households By Income-2016



Population by Age-2016

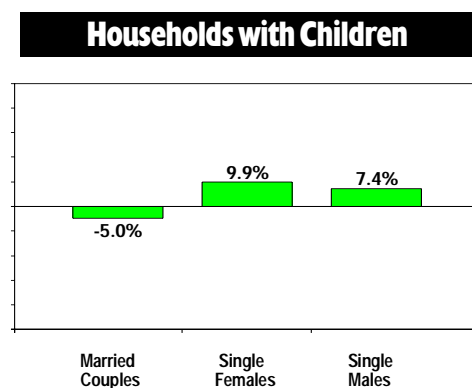
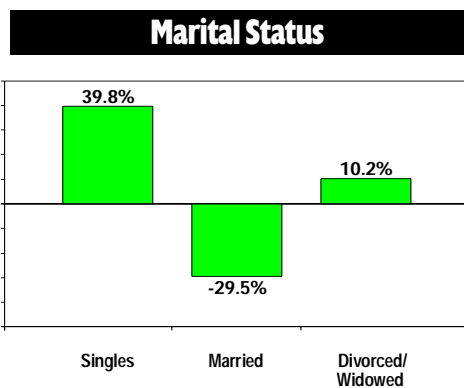
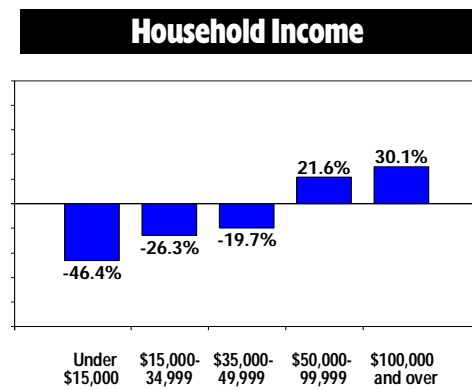
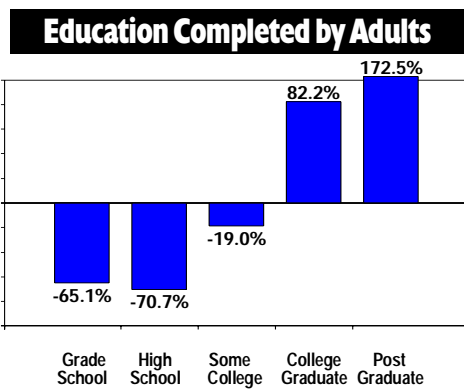
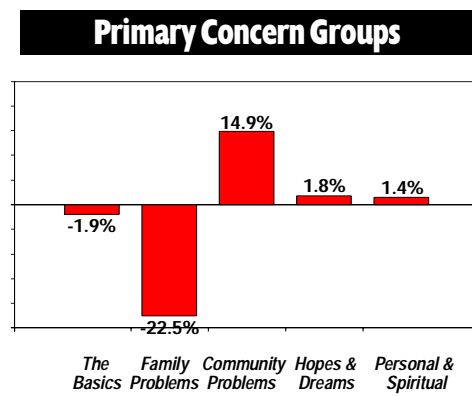
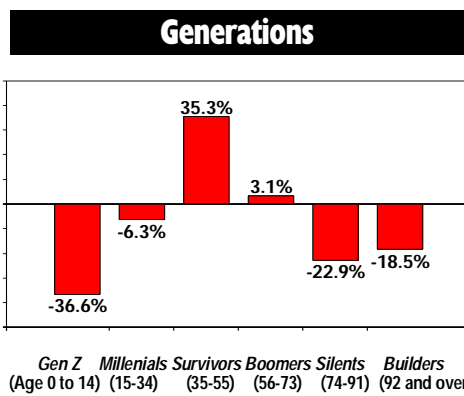
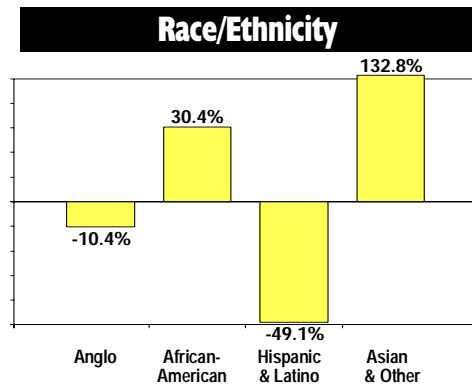
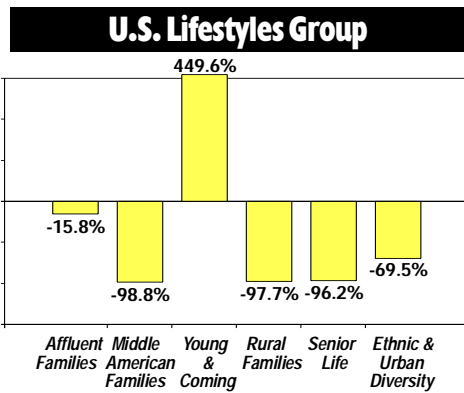


The average household income in the study area is \$103869 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.9 and is projected to increase to 43.6 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

Prepared For:
Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon

Date: 6/20/2016



Date: 6/20/2016

Prepared For:
Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon

POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
Population	19,061	18,440	19,514	20,460		
Population Change		(621)	1,074	946		
Percentage Change		-3.3%	5.8%	4.8%		
Average Annual Growth Rate		-0.3%	1.0%	1.0%		
Density (Pop. per square mile)	16,575	16,035	16,969	17,791		
HOUSEHOLDS						
Households	10,424	10,026	10,639	11,173		
Household Change		(398)	613	534		
Percentage Change		-3.8%	6.1%	5.0%		
Average Annual Growth Rate		-0.4%	1.0%	1.0%		
Persons Per Household	1.81	1.82	1.81	1.81		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	9,394	50.9%	10,719	54.9%	11,831	57.8%
↓ African-American (Non-Hisp)	3,733	20.2%	3,135	16.1%	2,643	12.9%
↓ Hispanic/Latino	1,687	9.1%	1,766	9.0%	1,828	8.9%
▲ Asian/Other (Non-Hisp)	3,625	19.7%	3,894	20.0%	4,158	20.3%
POPULATION BY GENDER						
Female	9,823	53.3%	10,418	53.4%	10,922	53.4%
Male	8,617	46.7%	9,096	46.6%	9,538	46.6%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	1,376	7.5%	2,349	12.0%	3,164	15.5%
▲ Millennials (Born 1982 to 2001)	3,514	19.1%	4,968	25.5%	5,319	26.0%
↓ Survivors (Born 1961 to 1981)	7,746	42.0%	7,211	37.0%	7,505	36.7%
↓ Boomers (Born 1943 to 1960)	4,209	22.8%	3,921	20.1%	3,646	17.8%
↓ Silents (Born 1925 to 1942)	1,297	7.0%	1,003	5.1%	822	4.0%
↓ Builders (Born 1924 and earlier)	255	1.4%	62	0.3%	3	0.0%
AGE						
▲ Average Age	40.5		41.9		43.6	
▲ Median Age	39.3		41.4		43.8	
INCOME						
▲ Average Household Income	\$94,579		\$103,869		\$112,979	
▲ Median Household Income	\$74,387		\$80,561		\$88,329	
▲ Per Capita Income	\$51,424		\$56,629		\$61,697	

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon

HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	1,258	12.6%	1,792	16.8%	2,176	19.5%
\$100,000 to \$149,999	1,721	17.2%	1,571	14.8%	1,798	16.1%
▲ \$75,000 to \$99,999	1,449	14.5%	1,584	14.9%	1,668	14.9%
↓ \$50,000 to \$74,999	2,237	22.3%	2,247	21.1%	2,204	19.7%
↓ \$35,000 to \$49,999	1,273	12.7%	1,146	10.8%	1,142	10.2%
\$25,000 to \$34,999	585	5.8%	763	7.2%	736	6.6%
\$15,000 to \$24,999	749	7.5%	836	7.9%	804	7.2%
↓ Under \$15,000	753	7.5%	702	6.6%	645	5.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	918	5.0%	782	4.0%	712	3.5%
▲ Required Formal Schooling (5-17)	1,310	7.1%	1,857	9.5%	2,220	10.9%
College Years, Career Starts (18-24)	1,028	5.6%	609	3.1%	731	3.6%
↓ Singles and Young Families (25-34)	4,364	23.7%	4,069	20.9%	2,939	14.4%
▲ Families, Empty Nesters (35-54)	6,209	33.7%	6,970	35.7%	7,732	37.8%
Enrichment Years Singles/Couples (55-64)	2,601	14.1%	2,507	12.8%	2,651	13.0%
▲ Retirement Opportunities (65+)	1,966	10.7%	2,720	13.9%	3,474	17.0%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	918	5.0%	782	4.0%	712	3.5%
5 to 9 years	572	3.1%	929	4.8%	828	4.0%
▲ 10 to 14 years	467	2.5%	638	3.3%	982	4.8%
▲ 15 to 17 years	271	1.5%	290	1.5%	410	2.0%
▲ 18 to 20 years	243	1.3%	269	1.4%	346	1.7%
21 to 24 years	785	4.3%	340	1.7%	385	1.9%
25 to 29 years	2,042	11.1%	1,007	5.2%	1,091	5.3%
30 to 34 years	2,322	12.6%	3,062	15.7%	1,848	9.0%
↓ 35 to 39 years	2,044	11.1%	2,109	10.8%	1,881	9.2%
▲ 40 to 44 years	1,596	8.7%	1,864	9.6%	2,341	11.4%
▲ 45 to 49 years	1,376	7.5%	1,666	8.5%	1,883	9.2%
▲ 50 to 54 years	1,193	6.5%	1,331	6.8%	1,627	8.0%
55 to 59 years	1,340	7.3%	1,207	6.2%	1,405	6.9%
↓ 60 to 64 years	1,261	6.8%	1,300	6.7%	1,246	6.1%
65 to 69 years	691	3.7%	1,123	5.8%	1,147	5.6%
▲ 70 to 74 years	410	2.2%	666	3.4%	1,145	5.6%
▲ 75 to 84 years	582	3.2%	623	3.2%	892	4.4%
85 or more years	283	1.5%	308	1.6%	290	1.4%

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	17,165			
▲ Single (Never Married)	7,892	46.0%	32.9%	140
↓ Married	6,068	35.4%	50.2%	70
Divorced/Widowed	3,205	18.7%	16.9%	110
Marital Status Females 15 and Older (2016)	9,272			
▲ Single (Never Married)	4,171	45.0%	29.8%	151
↓ Married	2,944	31.8%	48.8%	65
Divorced/Widowed	2,157	23.3%	21.4%	109
Marital Status Males 15 and Older (2016)	7,893			
▲ Single (Never Married)	3,721	47.1%	36.2%	130
↓ Married	3,124	39.6%	51.6%	77
Divorced/Widowed	1,048	13.3%	12.3%	108
FAMILY STRUCTURE				
Households By Type (2016)	10,639			
↓ Married Couple	2,583	24.3%	48.5%	50
↓ Other Family - Male Head of Household	316	3.0%	4.9%	60
↓ Other Family - Female Head of Household	797	7.5%	13.0%	58
▲ Non Family - Male Head of Household	2,979	28.0%	15.8%	177
▲ Non Family - Female Head of Household	3,964	37.3%	17.7%	210
Households With Children 0 to 18 (2016)	1,573			
Married Couple Family	975	62.0%	65.2%	95
Other Family - Male Head of Household	143	9.1%	8.5%	107
Other Family - Female Head of Household	438	27.8%	25.3%	110
Non Family	17	1.1%	1.0%	112
Population By Household Type (2016)	19,514			
↓ Group Quarters	200	1.0%	2.5%	41

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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				
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	200			
Correctional Facilities	72	36.0%	30.0%	120
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	47	23.5%	18.7%	125
▲ Other	81	40.5%	15.2%	266
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	19,514			
White (Non-Hispanic)	10,719	54.9%	61.3%	90
▲ African-American (Non-Hisp)	3,135	16.1%	12.3%	130
↓ Hispanic/Latino	1,766	9.0%	17.8%	51
↓ Native American (Non-Hisp)	46	0.2%	0.7%	32
▲ Asian (Non-Hisp)	2,600	13.3%	5.3%	252
Hawaiian & Pacific Islander (Non-Hisp)	35	0.2%	0.2%	107
▲ Other Races & Multiple Races (Non-Hisp)	1,214	6.2%	2.4%	260
Asian Population By Race (2016)	2,632			
▲ Chinese	1,483	56.3%	22.3%	252
▲ Japanese	208	7.9%	5.0%	157
↓ Indian	106	4.0%	19.5%	21
Korean	243	9.2%	9.6%	96
↓ Vietnamese	32	1.2%	11.0%	11
↓ Other Asian Races	560	21.3%	32.5%	65
Hispanic/Latino Population By Race (2016)	1,766			
White	814	46.1%	53.0%	87
▲ African-American	85	4.8%	2.5%	193
▲ Native American	47	2.7%	1.4%	194
▲ Asian	32	1.8%	0.4%	433
Other Races & Multiple Races	788	44.6%	42.7%	104
Hispanic/Latino Population By Origin (2016)	1,766			
Mexican	977	55.3%	62.4%	89
↓ Puerto Rican	111	6.3%	9.5%	66
Cuban	54	3.1%	3.5%	86
▲ Other Hispanic Origin	624	35.3%	24.6%	144

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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				
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	3,397			
↓ Pre-Primary (Public)	66	1.9%	3.4%	57
▲ Pre-Primary (Private)	247	7.3%	2.6%	277
↓ Elementary/High School (Public)	919	27.1%	58.9%	46
▲ Elementary/High School (Private)	445	13.1%	6.6%	197
▲ Enrolled in College	1,719	50.6%	28.4%	178
Population By Education Completed (Age 25 and over) (2016)	16,266			
↓ Elementary (Less than 9 years)	411	2.5%	5.8%	43
↓ Some High School (9 to 11 years)	361	2.2%	7.8%	29
↓ High School Graduate (12 years)	1,328	8.2%	27.9%	29
Some College (13 to 15 years)	3,020	18.6%	21.2%	88
↓ Associate Degree	821	5.0%	8.0%	63
▲ Bachelor's Degree	5,429	33.4%	18.3%	182
▲ Graduate Degree	4,897	30.1%	11.0%	272
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	12,287			
▲ TOTAL WHITE COLLAR	9,540	77.6%	61.5%	126
▲ Executive and Managerial	1,827	14.9%	9.7%	153
▲ Professional Specialty	3,346	27.2%	16.6%	164
▲ Technical Support	1,853	15.1%	8.3%	182
Sales	1,157	9.4%	10.9%	87
↓ Administrative Support & Clerical	1,357	11.0%	16.0%	69
↓ TOTAL BLUE COLLAR	2,748	22.4%	38.5%	58
Service: Private Households	440	3.6%	3.7%	97
↓ Service: Protective	171	1.4%	2.2%	63
Service: Other	958	7.8%	7.5%	105
↓ Farming, Forestry & Fishing	7	0.1%	0.7%	8
↓ Precision Production and Craft	542	4.4%	11.0%	40
↓ Operators and Assemblers	101	0.8%	3.2%	25
↓ Transportation and Material Moving	367	3.0%	6.2%	48
↓ Laborers	162	1.3%	4.0%	33

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	17,069			
▲ Employed	12,374	72.5%	58.1%	125
Unemployed	911	5.3%	5.6%	95
↓ Not in Labor Force	3,785	22.2%	36.3%	61
Total Female Pop. By Work Status (Age 20 to 64) (2013)	7,558			
TOTAL WORKING	5,934	78.5%	66.8%	118
▲ With No Own Children	4,825	63.8%	42.2%	151
▲ With Own Children Age 0 to 5 only	589	7.8%	5.5%	143
↓ With Own Children Age 6 to 17 only	407	5.4%	14.8%	36
↓ With Own Children Both Age 0 to 5 and 6 to 17	113	1.5%	4.3%	35
TOTAL NOT WORKING (UNEMPLOYED)	518	6.9%	6.2%	110
▲ With No Own Children	442	5.8%	3.8%	156
↓ With Own Children Age 0 to 5 only	12	0.2%	0.7%	24
↓ With Own Children Age 6 to 17 only	57	0.8%	1.3%	60
↓ With Own Children Both Age 0 to 5 and 6 to 17	7	0.1%	0.5%	17
↓ TOTAL NOT IN THE LABOR FORCE	1,106	14.6%	27.0%	54
↓ With No Own Children	813	10.8%	17.1%	63
↓ With Own Children Age 0 to 5 only	132	1.7%	2.6%	67
↓ With Own Children Age 6 to 17 only	127	1.7%	4.6%	36
↓ With Own Children Both Age 0 to 5 and 6 to 17	34	0.4%	2.6%	17
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	10,639			
Above Poverty Line (Households with Children)	3,526	66.8%	59.6%	112
Above Poverty Line (Households without Children)	1,450	27.5%	26.5%	104
↓ Below Poverty Line (Households with Children)	171	3.2%	7.9%	41
↓ Below Poverty Line (Households without Children)	131	2.5%	6.0%	41
Households By Presence of Retirement Income (2013)	10,026			
With Retirement Income	1,445	14.4%	17.6%	82
Without Retirement Income	8,824	88.0%	81.5%	108

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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)	10,639			
↓ Owner Occupied	3,425	32.2%	65.0%	50
▲ Renter Occupied	7,215	67.8%	35.0%	194
▲ Median Rent (2013)	\$1,279		\$904	142
Structures By Number of Units (2016)	11,453			
↓ Single Unit	2,544	22.2%	67.3%	33
▲ 3 to 4 Units	2,014	17.6%	8.1%	217
▲ 5 to 19 Units	3,081	26.9%	9.3%	288
▲ 20 to 49 Units	2,569	22.4%	3.6%	622
▲ 50 or more Units	1,202	10.5%	5.1%	205
↓ Mobile Home	42	0.4%	6.4%	6
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.29		2.57	11
Owner-Occupied Property Values (2016)	3,425			
↓ Under \$40,000	47	1.4%	7.2%	19
↓ \$40,000 to \$59,999	22	0.6%	3.7%	17
↓ \$60,000 to \$79,999	18	0.5%	5.1%	10
↓ \$80,000 to \$99,999	34	1.0%	6.5%	15
↓ \$100,000 to 149,999	50	1.5%	15.1%	10
↓ \$150,000 to \$199,999	57	1.7%	14.6%	11
↓ \$200,000 to \$299,999	268	7.8%	18.1%	43
↓ \$300,000 to \$499,999	540	15.8%	16.9%	93
▲ \$500,000 to \$999,999	1,465	42.8%	9.7%	441
▲ \$1,000,000 and over	924	27.0%	3.0%	891
▲ Median Property Value	\$703,367		\$192,432	366

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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 (CONTINUED)				
Housing Units By Year Built (2016)	11,453			
2010 and later	642	5.6%	5.5%	102
↓ 2000 to 2009	177	1.5%	14.6%	11
↓ 1990 to 1999	203	1.8%	13.4%	13
↓ 1980 to 1989	393	3.4%	13.2%	26
1970 to 1979	1,524	13.3%	15.0%	89
▲ 1960 to 1969	2,177	19.0%	10.4%	183
1950 to 1959	1,118	9.8%	10.3%	95
▲ 1949 or earlier	5,220	45.6%	17.7%	258
Households By Number of Persons (2016)	10,639			
▲ 1 Person Household	5,234	49.2%	27.3%	180
2 Person Household	3,398	31.9%	32.3%	99
↓ 3 Person Household	1,138	10.7%	16.2%	66
↓ 4 Person Household	615	5.8%	13.1%	44
↓ 5 Person Household	172	1.6%	6.5%	25
↓ 6 Person Household	58	0.5%	2.8%	20
↓ 7 or more Person Household	24	0.2%	1.9%	12
↓ Average Persons Per Household	1.8		2.6	70
Households By Heating Type (2013)	10,269			
Utility and Other Gas	5,459	53.2%	54.0%	98
▲ Electric	4,481	43.6%	36.1%	121
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	21	0.2%	2.2%	9
▲ Solar/Other Fuel	75	0.7%	0.5%	148
▲ No Fuel Used	233	2.3%	0.9%	240

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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				
TRANSPORTATION				
Households By Number of Vehicles (2016)	10,639			
No Vehicles	953	9.0%	9.0%	100
▲ 1 Vehicle	6,001	56.4%	33.7%	167
↓ 2 Vehicle	3,005	28.2%	37.5%	75
↓ 3 or more Vehicles	680	6.4%	19.8%	32
Workers By Travel Time to Work (2016)	10,956			
↓ Less than 15 minutes	2,086	19.0%	27.3%	70
15 to 29 minutes	3,994	36.5%	36.5%	100
30 to 44 minutes	2,617	23.9%	20.2%	118
▲ 45 to 59 minutes	1,238	11.3%	7.7%	146
60 or more minutes	1,021	9.3%	8.3%	112
Average Travel Time to Work (minutes)	31.7		28.2	112
Workers By Type of Transportation to Work (2016)	11,503			
↓ Drive Alone	6,053	52.6%	76.9%	68
Car Pool	1,254	10.9%	9.6%	114
▲ Public Transportation	2,083	18.1%	5.1%	354
▲ Walk to Work	713	6.2%	2.8%	221
▲ Other Means	271	2.4%	1.2%	189
▲ Work at Home	1,130	9.8%	4.4%	224

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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.		
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	8,568	80.5%	14.7%	550
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1,354	12.7%	15.1%	84
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	597	5.6%	18.4%	31
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	41	0.4%	31.4%	1
4	Rural Families (27, 26, 29, 33, 35 and 38)	32	0.3%	13.1%	2
5	Senior Life (7, 20, 21, 22, 30 and 31)	28	0.3%	6.9%	4

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.		
12	Educated New Starters	7,031	66.1%	2.9%	2250
37	Rising Multi-Ethnic Urbanites	1,234	11.6%	0.6%	2063
1	Traditional Affluent Families	698	6.6%	3.5%	189
45	Struggling Urban Diversity	595	5.6%	2.5%	228
4	Educated Mid-Life Families	469	4.4%	3.4%	129
15	Reliable Young Starters	280	2.6%	4.3%	62
14	Secure Mid-Life Families	164	1.5%	0.7%	235
28	Building Country Families	34	0.3%	2.8%	11
21	Mature and Stable	28	0.3%	0.6%	46
27	Country Family Diversity	22	0.2%	0.3%	61
8	Rising Potential Professionals	20	0.2%	2.3%	8
3	Mid-Life Prosperity	14	0.1%	1.5%	9
49	Exception Households	13	0.1%	0.2%	49
29	Working Country Families	10	0.1%	1.0%	10
5	Prosperous Diversity	9	0.1%	3.1%	3
25	Working Country Consumers	7	0.1%	4.1%	2
19	Educated and Promising	3	0.0%	0.1%	36
48	Struggling Urban Life	2	0.0%	0.8%	2
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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.		
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
20	Cautious and Mature	0	0.0%	2.6%	0
46	Struggling Black Households	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
26	Working Suburban Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		10,633	100.0%	100.0%	100

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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			

FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	24.9%	35.4%	70
↓ Somewhat Involved with Their Faith	22.9%	29.9%	77
▲ Not Involved with Their Faith	54.5%	34.7%	157

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	15.6%	22.1%	71
Decreased Their Involvement with Their Faith in the Last 10 Years	24.6%	23.7%	104

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	141
↓ Baptist	6.5%	16.1%	40
↓ Catholic	21.1%	23.7%	89
↓ Congregational	1.5%	2.0%	79
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.5%	0.4%	334
Episcopal	3.0%	2.9%	106
↓ Holiness	0.2%	0.8%	23
Jehovah's Witnesses	1.0%	1.1%	91
▲ Judaism	6.1%	3.2%	195
↓ Lutheran	5.9%	7.2%	81
↓ Methodist	4.7%	10.1%	47
▲ Mormon	2.4%	1.8%	136
▲ New Age	1.4%	0.6%	244
▲ Non-Denominational / Independent	10.1%	6.9%	146
↓ Orthodox	0.2%	0.3%	67
↓ Pentecostal	2.1%	2.4%	85
Presbyterian / Reformed	4.7%	4.6%	103
▲ Unitarian / Universalist	1.0%	0.7%	137
▲ Interested but No Preference	6.4%	3.9%	166
▲ Not Interested and No Preference	20.2%	11.1%	182

Likely to Have Changed Their Preference in the Last 10 Years	18.5%	16.8%	110
--	-------	-------	-----

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

↓ Tells them what to do	3.4%	4.0%	85
↓ Lets them do what they want and is supportive	10.2%	11.7%	87
▲ Lets them do what they want and stays out of the way	6.9%	4.8%	144
Works with them on deciding what to do and helps them do it	79.5%	79.6%	100

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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 CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	44.9%	43.5%	103
↓ Finding/Providing Health Insurance	22.1%	29.0%	76
Day-to-Day Financial Worries	28.3%	31.6%	90
▲ Finding Employment Opportunities	16.8%	14.4%	116
▲ Finding Affordable Housing	17.8%	11.3%	158
↓ Providing Adequate Food	6.8%	8.6%	80
↓ Finding Child Care	5.1%	6.3%	82
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.1%	16.7%	78
↓ Dealing With Teen / Child Problems	12.8%	20.7%	62
↓ Finding/Providing Aging Parent Care	13.5%	15.5%	87
Dealing With Abusive Relationships	11.1%	11.4%	97
↓ Dealing With Divorce	2.9%	4.5%	64
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	35.4%	27.0%	131
↓ Finding/Providing Good Schools	17.9%	23.5%	76
↓ Dealing with Problems in Schools	9.8%	13.6%	72
▲ Dealing With Racial / Ethnic Prejudice	17.3%	13.1%	132
▲ Dealing With Neighborhood Gangs	12.9%	8.5%	152
▲ Dealing with Social Injustice	18.1%	11.3%	160
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.9%	50.6%	107
▲ Finding Time for Recreation / Leisure	28.7%	25.3%	113
↓ Finding Better Quality Healthcare	21.4%	23.9%	89
▲ Finding A Satisfying Job / Career	26.7%	19.3%	138
↓ Finding Retirement Opportunities	15.6%	18.9%	83
Achieving A Fulfilling Marriage	21.3%	22.3%	96
↓ Developing Parenting Skills	9.4%	14.7%	64
▲ Achieving Educational Objectives	8.9%	7.5%	118
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.3%	29.8%	95
▲ Finding Companionship	26.3%	17.3%	152
↓ Finding A Good Church	8.1%	15.2%	54
↓ Finding Spiritual Teaching	8.6%	12.9%	66
▲ Finding Life Direction	19.2%	14.0%	137

Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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			

KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

↓ "I believe there is a God"	74.7%	84.5%	88
↓ "God is actively involved in the world including nations and their governments"	47.2%	63.8%	74

SOCIETY:

"It is important to preserve the traditional American family structure"	86.5%	91.5%	95
"A healthy environment has become a national crisis"	86.3%	82.8%	104
"Public education is essential to the future of American society"	94.7%	94.0%	101

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	51.1%	50.1%	102
"The role of Churches / Synagogues is to help form and support moral values"	80.4%	81.1%	99
"Churches and religious organizations should provide more human services"	65.2%	62.6%	104

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	40.5%	36.3%	112
"The changing racial / ethnic face of America is a threat to our national heritage"	36.4%	36.3%	100

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	56.7%	59.8%	95
↓ More than \$500 per year	28.0%	31.2%	90
↓ More than \$1,000 per year	11.9%	17.4%	68

TO CHARITIES:

▲ More than \$100 per year	46.3%	33.7%	137
▲ More than \$500 per year	14.2%	6.8%	209
▲ More than \$1,000 per year	4.0%	2.3%	174

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	24.8%	16.1%	154
▲ More than \$500 per year	8.3%	4.3%	193
▲ More than \$1,000 per year	4.0%	2.2%	182

Ministry Area Profile 2016
Compass
REPORT

Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon



Prepared For:
Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon

Table of Contents

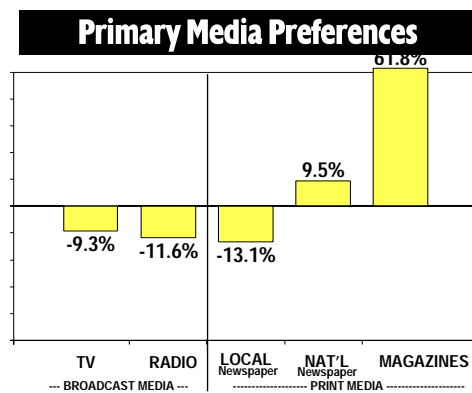
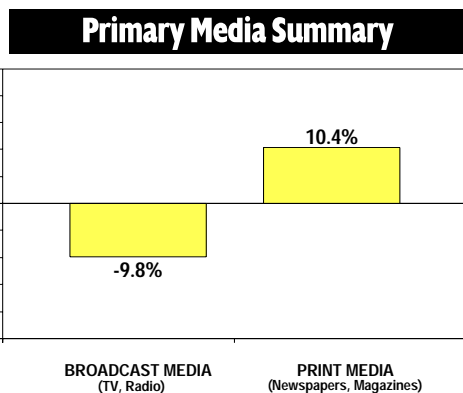
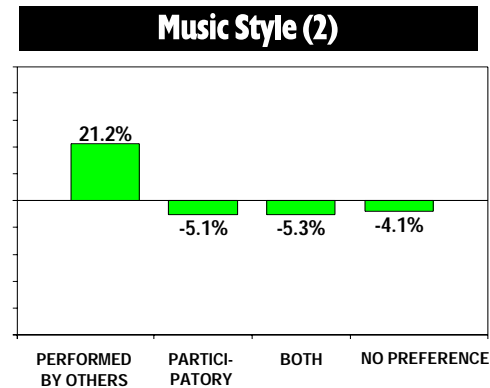
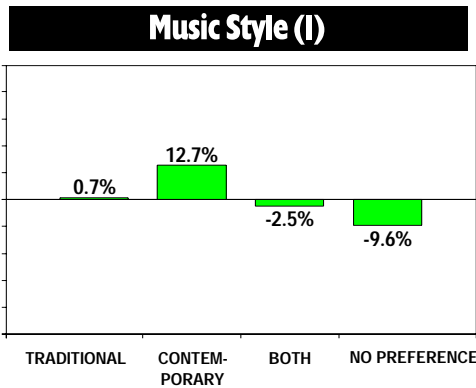
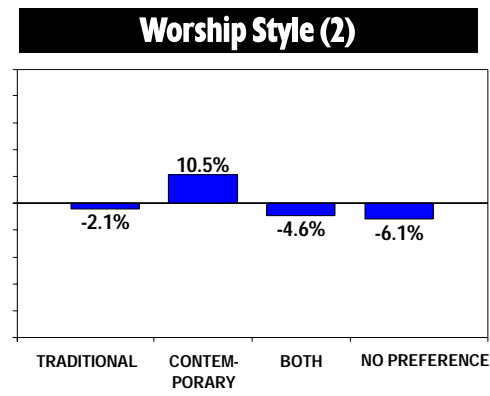
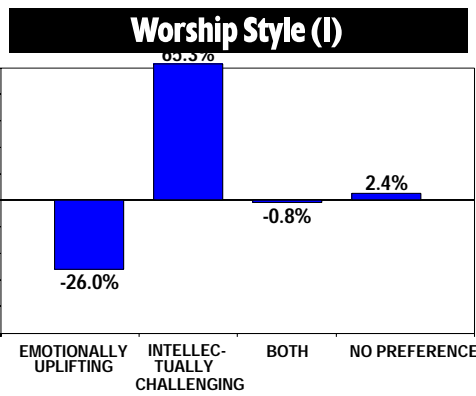
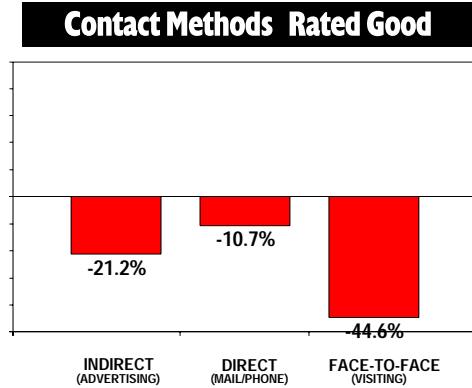
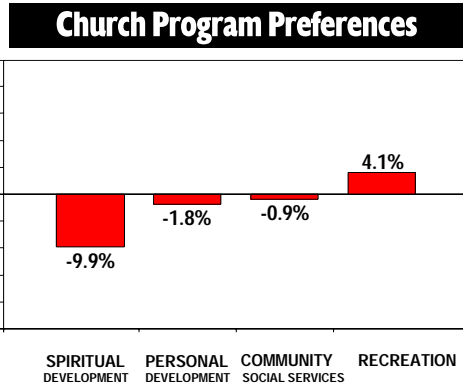
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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



Date: 6/20/2016

Prepared For:
Our Lady of Lourdes Parish

Study Area Definition:
Custom Polygon





Date: 6/20/2016

Prepared For:
 Our Lady of Lourdes 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			
CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	29.2%	41.1%	71
▲ Adult Theological Discussion Groups	27.1%	22.5%	120
Spiritual Retreats	11.6%	11.6%	100
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	14.1%	15.2%	93
Parent Training Programs	7.2%	7.8%	92
▲ Twelve Step Programs	5.0%	3.5%	145
↓ Divorce Recovery	2.1%	2.4%	85
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	22.8%	22.5%	102
Care for the Terminally Ill	16.9%	15.7%	108
↓ Food and Clothing Resources	7.8%	11.1%	70
Day Care Services	6.5%	6.1%	107
▲ Church Sponsored Day-School	6.5%	5.7%	115
<i>RECREATION:</i>			
↓ Youth Social Programs	23.4%	29.7%	79
↓ Family Activities and Outings	25.8%	32.8%	79
Active Retirement Programs	25.6%	26.8%	96
▲ Cultural Programs (Music, Drama, Art)	33.8%	18.9%	179
▲ Sports or Camping	10.5%	6.3%	166

SUMMARY	
Spiritual Development Index	90
Personal Development Index	98
Community/Social Services Index	99
Recreation Index	104



Date: 6/20/2016

Prepared For:
Our Lady of Lourdes 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			

WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	19.5%	26.4%	74
▲ B. Intellectually Challenging	18.4%	11.1%	165
C. Both A and B	38.8%	39.2%	99
D. No Preference or Not Interested	24.0%	23.4%	102

PART 2:

A. Traditional/Formal/Ceremonial	19.8%	20.2%	98
▲ B. Contemporary/Informal	29.1%	26.3%	111
C. Both A and B	25.3%	26.5%	95
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	24.6%	24.4%	101
▲ B. Contemporary	22.2%	19.7%	113
C. Both A and B	30.3%	31.1%	98
D. No Preference or Not Interested	22.4%	24.8%	90

PART 2:

▲ A. Performed by Others	22.7%	18.7%	121
B. Participatory	21.8%	22.9%	95
C. Both A and B	30.5%	32.2%	95
D. No Preference or Not Interested	25.1%	26.2%	96



Date: 6/20/2016

Prepared For:
 Our Lady of Lourdes Parish

Study Area Definition:
 Custom Polygon

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

MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.7%	22.0%	103
▲ B. Personal Spiritual Development	16.7%	14.3%	117
C. Both A and B	34.7%	37.4%	93
D. No Preference or Not Interested	26.0%	26.3%	99

PART 2:

A. Global Mission	5.6%	6.2%	90
B. Local Mission	34.9%	33.3%	105
C. Both A and B	29.2%	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	24.8%	26.6%	93
▲ B. Contemporary	21.1%	15.9%	132
C. Both A and B	29.9%	32.3%	92
D. No Preference or Not Interested	24.1%	25.1%	96

PART 2:

A. Somber/Serious	8.8%	9.4%	94
▲ B. Light and Airy	38.4%	34.7%	111
C. Both A and B	25.5%	27.7%	92
D. No Preference or Not Interested	27.0%	28.2%	96



Date: 6/20/2016

Prepared For:
 Our Lady of Lourdes Parish

Study Area Definition:
 Custom Polygon

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

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	42.9%	47.3%	91
↓ Radio	11.8%	13.3%	88

PRINT MEDIA:

Local Newspaper	37.8%	36.1%	105
National Newspaper	4.7%	4.3%	109
▲ Magazines	4.8%	2.4%	199

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	32.1%	31.9%	101
Radio	22.0%	23.8%	92

PRINT MEDIA:

↓ Local Newspaper	28.4%	32.7%	87
▲ National Newspaper	7.0%	5.8%	121
▲ Magazines	11.4%	7.0%	162

SUMMARY

Overall Broadcast Media Index (100 = Average)	93
Overall Print Media Index	106



Date: 6/20/2016

Prepared For:
 Our Lady of Lourdes 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			

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	28.5%	36.2%	79
↓ Putting Ad in Local Newspaper	26.6%	33.8%	79
↓ Local Cable Channels	24.0%	30.4%	79
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.2%	53.7%	93
↓ Calling and Offering to Send Information By Mail	23.8%	29.5%	81
Calling and Discussing on the Phone	11.1%	12.0%	92
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	12.0%	20.1%	60
↓ Going Door to Door	6.8%	14.0%	49

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	23.3%	19.6%	119
▲ Putting Ad in Local Newspaper	35.2%	21.5%	163
▲ Local Cable Channels	37.0%	30.7%	120
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	18.0%	13.3%	135
▲ Calling and Offering to Send Information By Mail	42.7%	34.0%	126
▲ 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	63.0%	49.6%	127
▲ Going Door to Door	75.6%	64.0%	118

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	79
↓ Direct Methods Index	89
↓ Face-to-Face Methods Index	55

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	133
▲ Direct Methods Index	120
▲ Face-to-Face Methods Index	122