

ministry
area ●●●●●●
profile **2016**

Our Lady of Mercy Parish

Study Area Definition:
Custom Polygon





Prepared For:
Our Lady of Mercy Parish

Study Area Definition:
Custom Polygon

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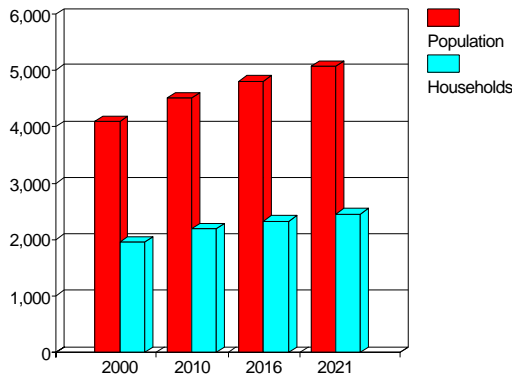
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 4,803 persons residing in the defined study area. This represents an increase of 714 or 17.5% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 5.6% or 268 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 *extremely low* with just 9 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated New Starters* representing 43.9% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 51.8% of the population and all other racial/ethnic groups make up 48.2% which is somewhat above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 27.6% of the total population. *Asians* are projected to be the fastest growing group increasing by 25.7% 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 *Boomers* (age 56 to 73) comprised of 1,452 persons or 30.2% of the total population in the area. Compared to a national average of 19.5%, *Boomers* 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 non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *about average*. While 82.9% 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 46.9% of those over 25 in the area versus 29.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Affordable Housing, Social Injustice, Finding Companionship, Neighborhood Crime and Safety* and *Finding Life Direction*. (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 *extremely 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 \$89,528 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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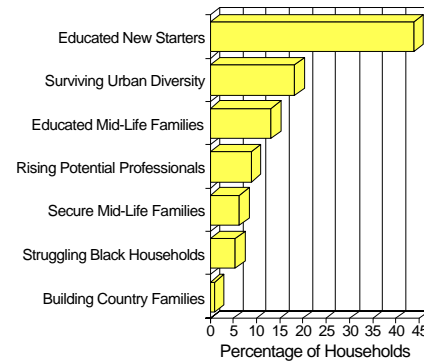
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Population and Households

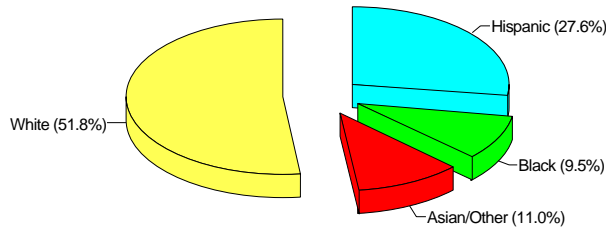


Primary U.S. Lifestyles Segments-2016

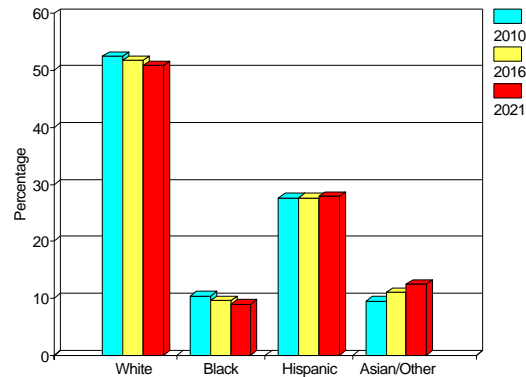


The population in the study area has increased by 293 persons, or 6.5% since 2010 and is projected to increase by 268 persons, or 5.6% between 2016 and 2021. The number of households has increased by 141, or 6.5% since 2010 and is projected to increase by 130, or 5.6% between 2016 and 2021.

Population By Race/Ethnicity-2016

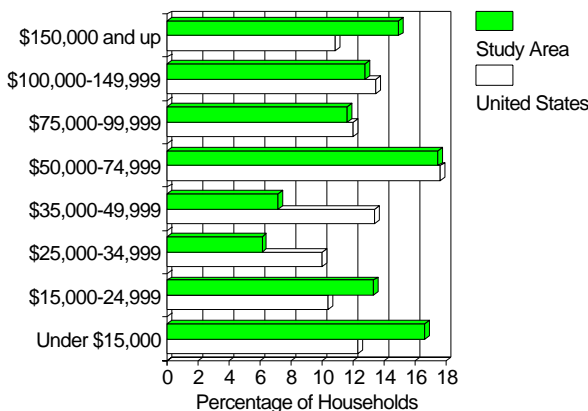


Population By Race/Ethnicity Trend

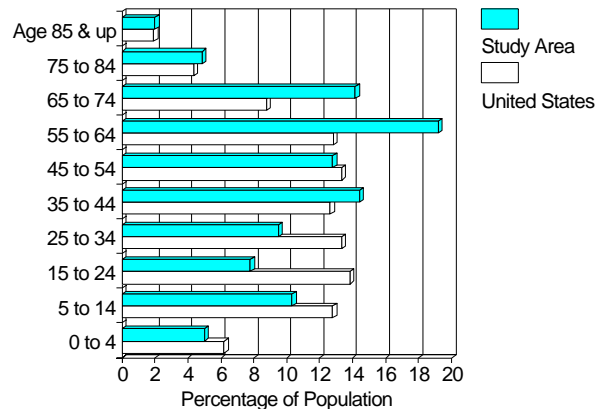


Between 2016 and 2021, the White population is projected to increase by 93 persons and to decrease from 51.8% to 50.9% of the total population. The Black population is projected to decrease by 10 persons and to decrease from 9.5% to 8.8% of the total. The Hispanic/Latino population is projected to increase by 85 persons and to increase from 27.6% to 27.8% of the total. The Asian/Other population is projected to increase by 102 persons and to increase from 11.0% to 12.5% of the total population.

Households By Income-2016



Population by Age-2016

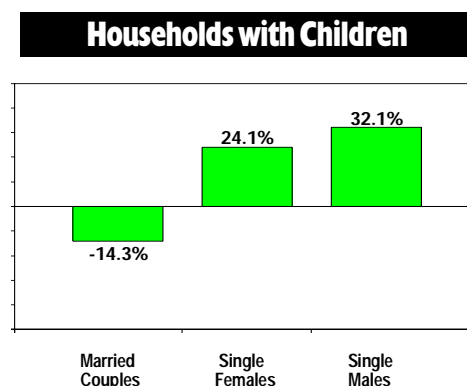
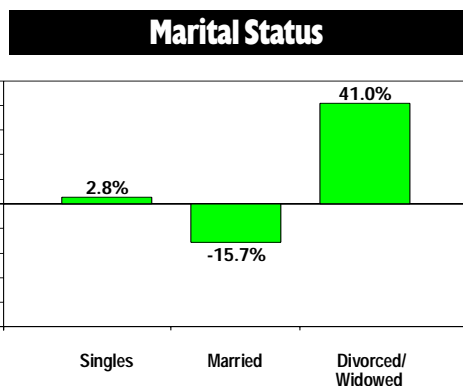
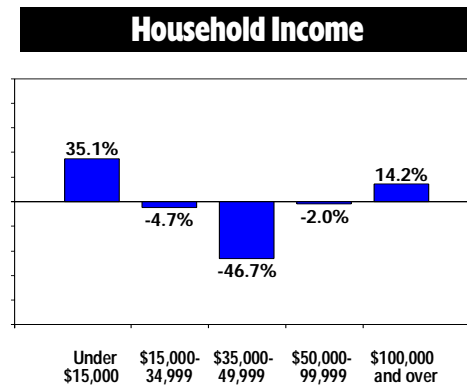
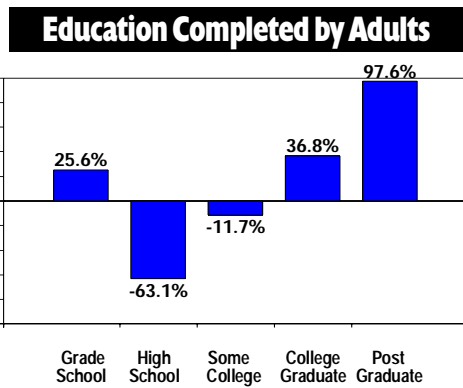
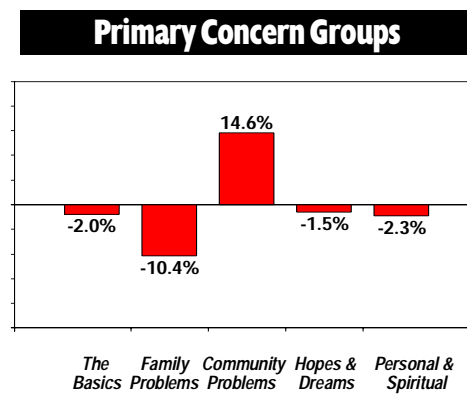
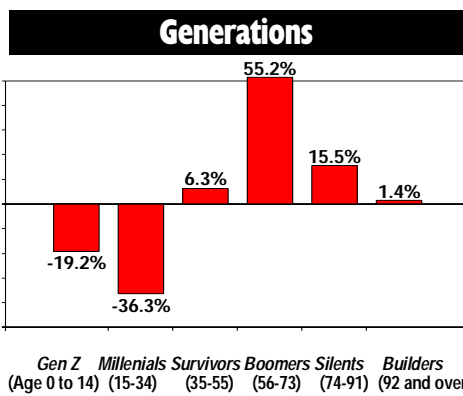
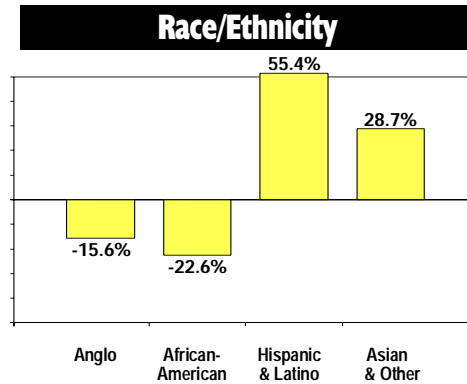
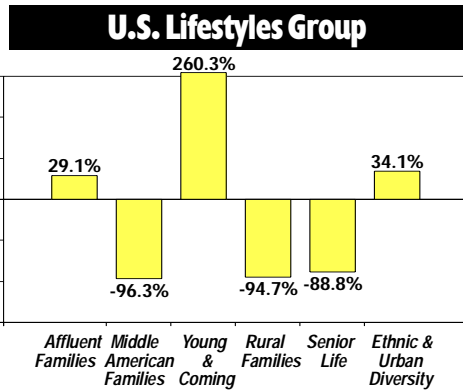


The average household income in the study area is \$89,528 a year as compared to the U.S. average of \$77,135. The average age in the study area is 44.8 and is projected to increase to 45.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Population	4,089	4,510	4,803	5,071
Population Change		421	293	268
Percentage Change		10.3%	6.5%	5.6%
▲ Average Annual Growth Rate		1.0%	1.1%	1.1%
▲ Density (Pop. per square mile)	714	787	838	885
HOUSEHOLDS				
▲ Households	1,947	2,181	2,322	2,452
Household Change		234	141	130
Percentage Change		12.0%	6.5%	5.6%
Average Annual Growth Rate		1.2%	1.1%	1.1%
Persons Per Household	2.10	2.07	2.07	2.07

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	2,366	52.5%	2,487	51.8%	2,580	50.9%
↓ African-American (Non-Hisp)	470	10.4%	458	9.5%	448	8.8%
Hispanic/Latino	1,247	27.6%	1,327	27.6%	1,412	27.8%
▲ Asian/Other (Non-Hisp)	427	9.5%	530	11.0%	632	12.5%

POPULATION BY GENDER						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
▲ Female	2,280	50.6%	2,430	50.6%	2,571	50.7%
↓ Male	2,230	49.4%	2,373	49.4%	2,501	49.3%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	431	9.6%	737	15.3%	1,002	19.8%
↓ Millennials (Born 1982 to 2001)	840	18.6%	831	17.3%	859	16.9%
▲ Survivors (Born 1961 to 1981)	1,299	28.8%	1,394	29.0%	1,583	31.2%
↓ Boomers (Born 1943 to 1960)	1,378	30.6%	1,452	30.2%	1,347	26.6%
↓ Silents (Born 1925 to 1942)	467	10.4%	370	7.7%	279	5.5%
↓ Builders (Born 1924 and earlier)	77	1.7%	19	0.4%	1	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	42.5	44.8	45.8
▲ Median Age	45.1	46.6	48.2

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$64,244	\$89,528	\$95,156
Median Household Income	\$61,647	\$61,624	\$65,903
▲ Per Capita Income	\$31,068	\$43,282	\$46,011

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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	300	13.8%	347	14.9%	409	16.7%
\$100,000 to \$149,999	357	16.4%	297	12.8%	330	13.5%
▲ \$75,000 to \$99,999	206	9.5%	270	11.6%	289	11.8%
\$50,000 to \$74,999	275	12.6%	404	17.4%	414	16.9%
↓ \$35,000 to \$49,999	408	18.7%	166	7.1%	166	6.8%
\$25,000 to \$34,999	151	6.9%	142	6.1%	156	6.4%
\$15,000 to \$24,999	191	8.8%	309	13.3%	306	12.5%
Under \$15,000	293	13.4%	386	16.6%	383	15.6%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	257	5.7%	242	5.0%	232	4.6%
▲ Required Formal Schooling (5-17)	522	11.6%	619	12.9%	680	13.4%
College Years, Career Starts (18-24)	272	6.0%	251	5.2%	302	6.0%
↓ Singles and Young Families (25-34)	611	13.5%	456	9.5%	381	7.5%
↓ Families, Empty Nesters (35-54)	1,284	28.5%	1,305	27.2%	1,319	26.0%
Enrichment Years Singles/Couples (55-64)	814	18.0%	921	19.2%	938	18.5%
▲ Retirement Opportunities (65+)	732	16.2%	1,009	21.0%	1,219	24.0%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	257	5.7%	242	5.0%	232	4.6%
5 to 9 years	217	4.8%	261	5.4%	251	4.9%
▲ 10 to 14 years	198	4.4%	234	4.9%	277	5.5%
▲ 15 to 17 years	107	2.4%	124	2.6%	152	3.0%
18 to 20 years	108	2.4%	112	2.3%	135	2.7%
↓ 21 to 24 years	164	3.6%	139	2.9%	167	3.3%
↓ 25 to 29 years	275	6.1%	200	4.2%	175	3.5%
↓ 30 to 34 years	336	7.5%	256	5.3%	206	4.1%
35 to 39 years	322	7.1%	356	7.4%	266	5.2%
▲ 40 to 44 years	271	6.0%	335	7.0%	367	7.2%
45 to 49 years	315	7.0%	288	6.0%	364	7.2%
↓ 50 to 54 years	376	8.3%	326	6.8%	322	6.3%
55 to 59 years	383	8.5%	443	9.2%	428	8.4%
▲ 60 to 64 years	431	9.6%	478	10.0%	510	10.1%
65 to 69 years	314	7.0%	377	7.8%	383	7.6%
▲ 70 to 74 years	166	3.7%	303	6.3%	437	8.6%
▲ 75 to 84 years	167	3.7%	233	4.9%	297	5.9%
▲ 85 or more years	85	1.9%	96	2.0%	102	2.0%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	4,066			
Single (Never Married)	1,375	33.8%	32.9%	103
Married	1,719	42.3%	50.2%	84
▲ Divorced/Widowed	971	23.9%	16.9%	141
Marital Status Females 15 and Older (2016)	2,069			
Single (Never Married)	647	31.3%	29.8%	105
Married	884	42.7%	48.8%	88
▲ Divorced/Widowed	538	26.0%	21.4%	122
Marital Status Males 15 and Older (2016)	1,997			
Single (Never Married)	728	36.5%	36.2%	101
Married	836	41.9%	51.6%	81
▲ Divorced/Widowed	433	21.7%	12.3%	177
FAMILY STRUCTURE				
Households By Type (2016)	2,322			
↓ Married Couple	822	35.4%	48.5%	73
↓ Other Family - Male Head of Household	91	3.9%	4.9%	80
↓ Other Family - Female Head of Household	228	9.8%	13.0%	76
▲ Non Family - Male Head of Household	602	25.9%	15.8%	164
▲ Non Family - Female Head of Household	579	24.9%	17.7%	141
Households With Children 0 to 18 (2016)	474			
Married Couple Family	265	55.9%	65.2%	86
▲ Other Family - Male Head of Household	53	11.2%	8.5%	132
▲ Other Family - Female Head of Household	149	31.4%	25.3%	124
▲ Non Family	8	1.7%	1.0%	175
Population By Household Type (2016)	4,803			
↓ Group Quarters	3	0.1%	2.5%	2

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	3			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
▲ Other	3	100.0%	15.2%	658
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	4,803			
White (Non-Hispanic)	2,487	51.8%	61.3%	84
↓ African-American (Non-Hisp)	458	9.5%	12.3%	77
▲ Hispanic/Latino	1,329	27.7%	17.8%	156
↓ Native American (Non-Hisp)	9	0.2%	0.7%	26
▲ Asian (Non-Hisp)	398	8.3%	5.3%	157
↓ Hawaiian & Pacific Islander (Non-Hisp)	6	0.1%	0.2%	74
Other Races & Multiple Races (Non-Hisp)	116	2.4%	2.4%	101
Asian Population By Race (2016)	402			
▲ Chinese	159	39.6%	22.3%	177
▲ Japanese	86	21.4%	5.0%	426
↓ Indian	0	0.0%	19.5%	0
Korean	32	8.0%	9.6%	83
↓ Vietnamese	0	0.0%	11.0%	0
Other Asian Races	125	31.1%	32.5%	96
Hispanic/Latino Population By Race (2016)	1,329			
↓ White	538	40.5%	53.0%	76
↓ African-American	19	1.4%	2.5%	57
↓ Native American	14	1.1%	1.4%	77
↓ Asian	4	0.3%	0.4%	72
▲ Other Races & Multiple Races	754	56.7%	42.7%	133
Hispanic/Latino Population By Origin (2016)	1,329			
Mexican	951	71.6%	62.4%	115
↓ Puerto Rican	20	1.5%	9.5%	16
↓ Cuban	7	0.5%	3.5%	15
Other Hispanic Origin	350	26.3%	24.6%	107

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	646			
Pre-Primary (Public)	21	3.3%	3.4%	95
↓ Pre-Primary (Private)	13	2.0%	2.6%	77
Elementary/High School (Public)	326	50.5%	58.9%	86
▲ Elementary/High School (Private)	140	21.7%	6.6%	327
↓ Enrolled in College	145	22.4%	28.4%	79
Population By Education Completed (Age 25 and over) (2016)	3,692			
▲ Elementary (Less than 9 years)	393	10.6%	5.8%	183
Some High School (9 to 11 years)	237	6.4%	7.8%	83
↓ High School Graduate (12 years)	380	10.3%	27.9%	37
Some College (13 to 15 years)	732	19.8%	21.2%	94
↓ Associate Degree	219	5.9%	8.0%	74
▲ Bachelor's Degree	925	25.1%	18.3%	137
▲ Graduate Degree	806	21.8%	11.0%	198
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	2,483			
TOTAL WHITE COLLAR	1,611	64.9%	61.5%	106
▲ Executive and Managerial	367	14.8%	9.7%	152
Professional Specialty	461	18.6%	16.6%	112
▲ Technical Support	281	11.3%	8.3%	137
Sales	289	11.6%	10.9%	107
↓ Administrative Support & Clerical	213	8.6%	16.0%	54
TOTAL BLUE COLLAR	872	35.1%	38.5%	91
↓ Service: Private Households	61	2.5%	3.7%	66
↓ Service: Protective	31	1.2%	2.2%	56
Service: Other	162	6.5%	7.5%	87
↓ Farming, Forestry & Fishing	1	0.0%	0.7%	6
Precision Production and Craft	256	10.3%	11.0%	94
↓ Operators and Assemblers	46	1.9%	3.2%	57
Transportation and Material Moving	131	5.3%	6.2%	86
▲ Laborers	184	7.4%	4.0%	183

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	4,027			
Employed	2,482	61.6%	58.1%	106
▲ Unemployed	298	7.4%	5.6%	131
Not in Labor Force	1,248	31.0%	36.3%	85
Total Female Pop. By Work Status (Age 20 to 64) (2013)	1,324			
TOTAL WORKING	908	68.6%	66.8%	103
▲ With No Own Children	769	58.1%	42.2%	138
↓ With Own Children Age 0 to 5 only	33	2.5%	5.5%	46
↓ With Own Children Age 6 to 17 only	99	7.5%	14.8%	50
↓ With Own Children Both Age 0 to 5 and 6 to 17	7	0.5%	4.3%	12
▲ TOTAL NOT WORKING (UNEMPLOYED)	176	13.3%	6.2%	214
▲ With No Own Children	108	8.2%	3.8%	217
▲ With Own Children Age 0 to 5 only	13	1.0%	0.7%	149
▲ With Own Children Age 6 to 17 only	55	4.2%	1.3%	330
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
↓ TOTAL NOT IN THE LABOR FORCE	239	18.1%	27.0%	67
↓ With No Own Children	168	12.7%	17.1%	74
↓ With Own Children Age 0 to 5 only	12	0.9%	2.6%	35
↓ With Own Children Age 6 to 17 only	46	3.5%	4.6%	75
↓ With Own Children Both Age 0 to 5 and 6 to 17	13	1.0%	2.6%	37
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	2,322			
Above Poverty Line (Households with Children)	958	60.8%	59.6%	102
↓ Above Poverty Line (Households without Children)	271	17.2%	26.5%	65
▲ Below Poverty Line (Households with Children)	182	11.6%	7.9%	147
▲ Below Poverty Line (Households without Children)	164	10.4%	6.0%	173
Households By Presence of Retirement Income (2013)	2,181			
With Retirement Income	324	14.9%	17.6%	85
Without Retirement Income	1,817	83.3%	81.5%	102

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HOUSING				
Occupied Units By Type (2016)	2,322			
Owner Occupied	1,334	57.5%	65.0%	88
▲ Renter Occupied	988	42.5%	35.0%	121
Median Rent (2013)	\$1,057		\$904	117
Structures By Number of Units (2016)	2,532			
↓ Single Unit	1,225	48.4%	67.3%	72
▲ 3 to 4 Units	533	21.1%	8.1%	260
▲ 5 to 19 Units	417	16.5%	9.3%	176
▲ 20 to 49 Units	140	5.5%	3.6%	153
▲ 50 or more Units	217	8.6%	5.1%	167
↓ Mobile Home	0	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.94		2.57	36
Owner-Occupied Property Values (2016)	1,334			
↓ Under \$40,000	19	1.4%	7.2%	20
▲ \$40,000 to \$59,999	90	6.7%	3.7%	183
↓ \$60,000 to \$79,999	36	2.7%	5.1%	52
↓ \$80,000 to \$99,999	20	1.5%	6.5%	23
↓ \$100,000 to 149,999	60	4.5%	15.1%	30
↓ \$150,000 to \$199,999	37	2.8%	14.6%	19
↓ \$200,000 to \$299,999	53	4.0%	18.1%	22
▲ \$300,000 to \$499,999	310	23.2%	16.9%	137
▲ \$500,000 to \$999,999	506	37.9%	9.7%	391
▲ \$1,000,000 and over	202	15.1%	3.0%	500
▲ Median Property Value	\$511,486		\$192,432	266

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	2,532			
2010 and later	146	5.8%	5.5%	104
2000 to 2009	334	13.2%	14.6%	90
↓ 1990 to 1999	78	3.1%	13.4%	23
1980 to 1989	399	15.8%	13.2%	120
↓ 1970 to 1979	162	6.4%	15.0%	43
1960 to 1969	218	8.6%	10.4%	83
1950 to 1959	287	11.3%	10.3%	110
▲ 1949 or earlier	908	35.9%	17.7%	203
Households By Number of Persons (2016)	2,322			
▲ 1 Person Household	936	40.3%	27.3%	148
2 Person Household	819	35.3%	32.3%	109
↓ 3 Person Household	273	11.8%	16.2%	72
↓ 4 Person Household	162	7.0%	13.1%	53
↓ 5 Person Household	77	3.3%	6.5%	51
↓ 6 Person Household	31	1.3%	2.8%	48
↓ 7 or more Person Household	24	1.0%	1.9%	54
↓ Average Persons Per Household	2.1		2.6	80
Households By Heating Type (2013)	2,141			
▲ Utility and Other Gas	1,537	71.8%	54.0%	133
↓ Electric	573	26.8%	36.1%	74
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	11	0.5%	2.2%	23
Solar/Other Fuel	10	0.5%	0.5%	94
↓ No Fuel Used	9	0.4%	0.9%	44

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	Number	Percent		
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↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
TRANSPORTATION				
Households By Number of Vehicles (2016)	2,322			
↓ No Vehicles	119	5.1%	9.0%	57
▲ 1 Vehicle	1,002	43.2%	33.7%	128
2 Vehicle	900	38.8%	37.5%	103
↓ 3 or more Vehicles	301	13.0%	19.8%	66
Workers By Travel Time to Work (2016)	2,263			
Less than 15 minutes	561	24.8%	27.3%	91
15 to 29 minutes	758	33.5%	36.5%	92
30 to 44 minutes	439	19.4%	20.2%	96
▲ 45 to 59 minutes	220	9.7%	7.7%	126
▲ 60 or more minutes	285	12.6%	8.3%	152
Average Travel Time to Work (minutes)	31.2		28.2	111
Workers By Type of Transportation to Work (2016)	2,389			
Drive Alone	1,569	65.7%	76.9%	85
▲ Car Pool	289	12.1%	9.6%	127
▲ Public Transportation	220	9.2%	5.1%	180
▲ Walk to Work	83	3.5%	2.8%	124
▲ Other Means	96	4.0%	1.2%	323
▲ Work at Home	131	5.5%	4.4%	125

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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.		
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,226	52.8%	14.7%	360
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	572	24.6%	18.4%	134
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	453	19.5%	15.1%	129
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	27	1.2%	31.4%	4
5	Senior Life (7, 20, 21, 22, 30 and 31)	18	0.8%	6.9%	11
4	Rural Families (27, 26, 29, 33, 35 and 38)	16	0.7%	13.1%	5

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	1,018	43.8%	2.9%	1493
40	Surviving Urban Diversity	424	18.3%	4.0%	452
4	Educated Mid-Life Families	306	13.2%	3.4%	386
8	Rising Potential Professionals	206	8.9%	2.3%	379
14	Secure Mid-Life Families	147	6.3%	0.7%	966
46	Struggling Black Households	128	5.5%	2.5%	219
28	Building Country Families	23	1.0%	2.8%	35
27	Country Family Diversity	13	0.6%	0.3%	165
20	Cautious and Mature	12	0.5%	2.6%	20
45	Struggling Urban Diversity	9	0.4%	2.5%	16
49	Exception Households	6	0.3%	0.2%	104
21	Mature and Stable	5	0.2%	0.6%	38
43	Laboring Urban Diversity	5	0.2%	0.5%	42
25	Working Country Consumers	4	0.2%	4.1%	4
24	Metro Multi-Ethnic Diversity	4	0.2%	2.7%	6
29	Working Country Families	3	0.1%	1.0%	13
19	Educated and Promising	2	0.1%	0.1%	110
41	Struggling Hispanic Households	1	0.0%	1.6%	3
30	Urban Senior Life	1	0.0%	0.8%	5
36	Working Diverse Urbanites	1	0.0%	0.4%	10

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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.		
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	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
3	Mid-Life Prosperity	0	0.0%	1.5%	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
7	Prosperous and Mature	0	0.0%	0.5%	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		2,318	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.3%	35.4%	77
↓ Somewhat Involved with Their Faith	24.0%	29.9%	81
▲ Not Involved with Their Faith	49.4%	34.7%	142

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.9%	22.1%	77
Decreased Their Involvement with Their Faith in the Last 10 Years	23.6%	23.7%	100

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	155
↓ Baptist	8.6%	16.1%	54
↓ Catholic	20.6%	23.7%	87
Congregational	1.8%	2.0%	94
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	291
Episcopal	2.9%	2.9%	100
↓ Holiness	0.3%	0.8%	35
Jehovah's Witnesses	1.1%	1.1%	100
▲ Judaism	4.9%	3.2%	154
↓ Lutheran	5.5%	7.2%	76
↓ Methodist	5.0%	10.1%	49
▲ Mormon	2.5%	1.8%	143
▲ New Age	1.4%	0.6%	240
▲ Non-Denominational / Independent	10.2%	6.9%	147
↓ Orthodox	0.2%	0.3%	77
Pentecostal	2.6%	2.4%	107
Presbyterian / Reformed	4.9%	4.6%	106
▲ Unitarian / Universalist	1.0%	0.7%	143
▲ Interested but No Preference	6.2%	3.9%	160
▲ Not Interested and No Preference	18.5%	11.1%	167
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	4.4%	4.0%	110
↓ Lets them do what they want and is supportive	10.5%	11.7%	90
▲ Lets them do what they want and stays out of the way	5.6%	4.8%	117
Works with them on deciding what to do and helps them do it	79.5%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.4%	43.5%	97
↓ Finding/Providing Health Insurance	22.1%	29.0%	76
Day-to-Day Financial Worries	29.7%	31.6%	94
▲ Finding Employment Opportunities	17.1%	14.4%	119
▲ Finding Affordable Housing	16.5%	11.3%	146
Providing Adequate Food	7.9%	8.6%	93
Finding Child Care	6.0%	6.3%	96
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.4%	16.7%	92
↓ Dealing With Teen / Child Problems	17.3%	20.7%	83
Finding/Providing Aging Parent Care	14.3%	15.5%	92
Dealing With Abusive Relationships	11.5%	11.4%	101
↓ Dealing With Divorce	3.2%	4.5%	71
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	33.7%	27.0%	125
↓ Finding/Providing Good Schools	20.9%	23.5%	89
↓ Dealing with Problems in Schools	11.2%	13.6%	83
▲ Dealing With Racial / Ethnic Prejudice	15.5%	13.1%	118
▲ Dealing With Neighborhood Gangs	14.0%	8.5%	164
▲ Dealing with Social Injustice	15.7%	11.3%	139
HOPES AND DREAMS:			
Achieving Long-term Financial Security	52.1%	50.6%	103
Finding Time for Recreation / Leisure	27.0%	25.3%	107
Finding Better Quality Healthcare	22.6%	23.9%	94
▲ Finding A Satisfying Job / Career	22.4%	19.3%	116
↓ Finding Retirement Opportunities	15.8%	18.9%	84
Achieving A Fulfilling Marriage	21.1%	22.3%	94
↓ Developing Parenting Skills	11.2%	14.7%	76
Achieving Educational Objectives	7.7%	7.5%	103
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.1%	29.8%	98
▲ Finding Companionship	21.7%	17.3%	125
↓ Finding A Good Church	9.9%	15.2%	65
↓ Finding Spiritual Teaching	9.9%	12.9%	76
▲ Finding Life Direction	16.6%	14.0%	119

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	79.7%	84.5%	94
↓ “God is actively involved in the world including nations and their governments”	54.7%	63.8%	86

SOCIETY:

“It is important to preserve the traditional American family structure”	88.4%	91.5%	97
“A healthy environment has become a national crisis”	85.5%	82.8%	103
“Public education is essential to the future of American society”	94.5%	94.0%	101

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	48.7%	50.1%	97
“The role of Churches / Synagogues is to help form and support moral values”	81.3%	81.1%	100
“Churches and religious organizations should provide more human services”	65.8%	62.6%	105

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	38.3%	36.3%	106
“The changing racial / ethnic face of America is a threat to our national heritage”	37.4%	36.3%	103

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.6%	59.8%	98
More than \$500 per year	29.6%	31.2%	95
↓ More than \$1,000 per year	13.9%	17.4%	80

TO CHARITIES:

▲ More than \$100 per year	40.1%	33.7%	119
▲ More than \$500 per year	11.3%	6.8%	166
▲ More than \$1,000 per year	3.2%	2.3%	139

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	21.3%	16.1%	132
▲ More than \$500 per year	7.1%	4.3%	165
▲ More than \$1,000 per year	3.7%	2.2%	168

Ministry Area Profile 2016
Compass
REPORT

Our Lady of Mercy Parish

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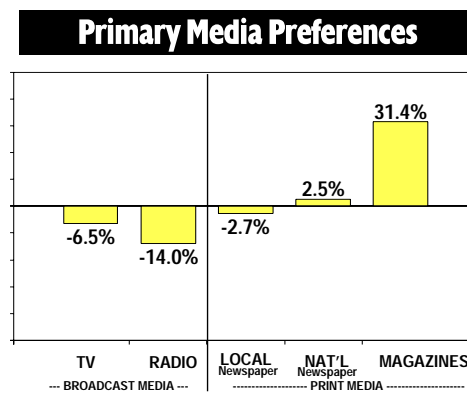
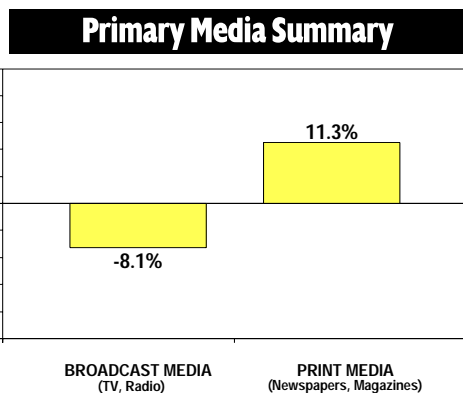
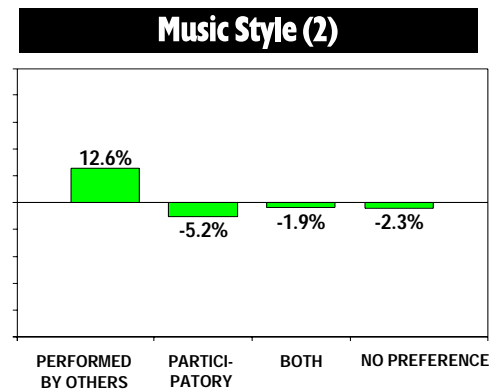
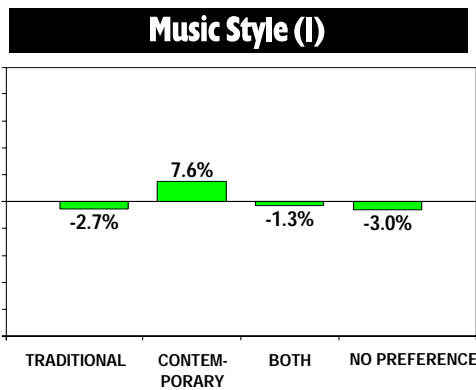
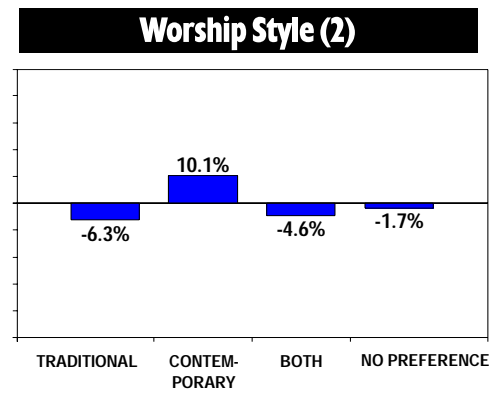
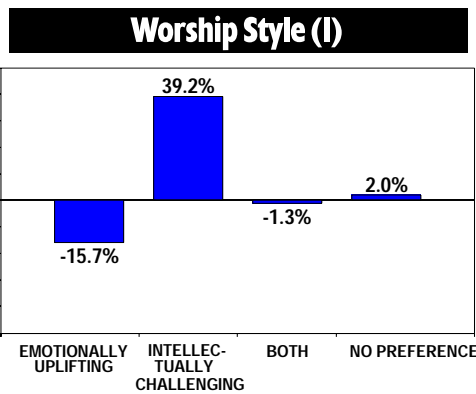
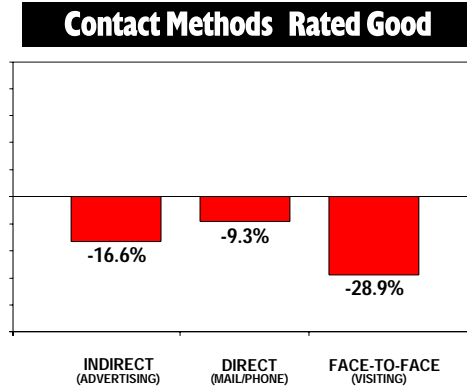
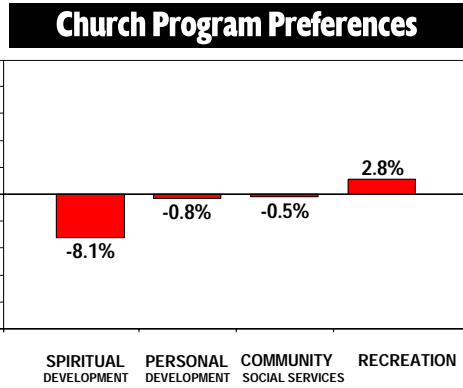
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	33.7%	41.1%	82
Adult Theological Discussion Groups	23.1%	22.5%	103
Spiritual Retreats	12.3%	11.6%	106

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.0%	15.2%	92
Parent Training Programs	8.1%	7.8%	104
▲ Twelve Step Programs	4.5%	3.5%	130
↓ Divorce Recovery	2.1%	2.4%	87

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	22.7%	22.5%	101
Care for the Terminally Ill	16.5%	15.7%	105
↓ Food and Clothing Resources	8.7%	11.1%	78
Day Care Services	6.7%	6.1%	110
Church Sponsored Day-School	6.2%	5.7%	109

RECREATION:

Youth Social Programs	27.1%	29.7%	91
↓ Family Activities and Outings	29.0%	32.8%	89
Active Retirement Programs	25.4%	26.8%	95
▲ Cultural Programs (Music, Drama, Art)	27.4%	18.9%	145
▲ Sports or Camping	8.8%	6.3%	139

SUMMARY

Spiritual Development Index	92
Personal Development Index	99
Community/Social Services Index	99
Recreation Index	103



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.2%	26.4%	84
▲ B. Intellectually Challenging	15.5%	11.1%	139
C. Both A and B	38.7%	39.2%	99
D. No Preference or Not Interested	23.9%	23.4%	102

PART 2:

A. Traditional/Formal/Ceremonial	19.0%	20.2%	94
B. Contemporary/Informal	29.0%	26.3%	110
C. Both A and B	25.3%	26.5%	95
D. No Preference or Not Interested	26.5%	26.9%	98

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.8%	24.4%	97
B. Contemporary	21.2%	19.7%	108
C. Both A and B	30.7%	31.1%	99
D. No Preference or Not Interested	24.0%	24.8%	97

PART 2:

▲ A. Performed by Others	21.1%	18.7%	113
B. Participatory	21.7%	22.9%	95
C. Both A and B	31.6%	32.2%	98
D. No Preference or Not Interested	25.6%	26.2%	98



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	21.7%	22.0%	99
▲ B. Personal Spiritual Development	16.5%	14.3%	116
C. Both A and B	35.5%	37.4%	95
D. No Preference or Not Interested	26.2%	26.3%	100

PART 2:

A. Global Mission	5.9%	6.2%	95
B. Local Mission	33.5%	33.3%	101
C. Both A and B	29.6%	30.1%	98
D. No Preference or Not Interested	30.9%	30.4%	102

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	24.6%	26.6%	92
▲ B. Contemporary	19.6%	15.9%	123
C. Both A and B	30.8%	32.3%	95
D. No Preference or Not Interested	24.7%	25.1%	99

PART 2:

A. Somber/Serious	8.7%	9.4%	93
B. Light and Airy	37.8%	34.7%	109
C. Both A and B	25.1%	27.7%	91
D. No Preference or Not Interested	28.2%	28.2%	100



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 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	44.2%	47.3%	94
↓ Radio	11.5%	13.3%	86

PRINT MEDIA:

Local Newspaper	38.8%	36.1%	107
National Newspaper	4.4%	4.3%	103
▲ Magazines	4.5%	2.4%	186

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.7%	31.9%	99
Radio	21.3%	23.8%	90

PRINT MEDIA:

Local Newspaper	31.8%	32.7%	97
National Newspaper	6.1%	5.8%	107
▲ Magazines	9.3%	7.0%	131

SUMMARY

Overall Broadcast Media Index (100 = Average)	93
Overall Print Media Index	107



Date: 6/20/2016

Prepared For:
 Our Lady of Mercy 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			
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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	30.3%	36.2%	84
↓ Putting Ad in Local Newspaper	28.5%	33.8%	84
↓ Local Cable Channels	25.0%	30.4%	82
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.0%	53.7%	93
↓ Calling and Offering to Send Information By Mail	25.2%	29.5%	85
Calling and Discussing on the Phone	11.1%	12.0%	93
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.6%	20.1%	73
↓ Going Door to Door	9.6%	14.0%	69

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	24.6%	19.6%	126
▲ Putting Ad in Local Newspaper	30.4%	21.5%	141
▲ Local Cable Channels	36.4%	30.7%	119
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	18.0%	13.3%	135
▲ Calling and Offering to Send Information By Mail	39.3%	34.0%	115
▲ Calling and Discussing on the Phone	67.4%	60.6%	111
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.1%	49.6%	117
Going Door to Door	70.6%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	83
Direct Methods Index	91
↓ Face-to-Face Methods Index	71

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	127
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	113