

# ministry area profile 2016

Our Lady of the Rosary Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Our Lady of the Rosary Parish

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- 1**

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

**A** Currently, there are 47,752 persons residing in the defined study area. This represents an increase of 8,589 or 21.9% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2**

**Q** **Is the population in this area projected to grow?**

**A** Yes, between 2016 and 2021, the population is projected to increase by 7.1% or 3,409 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3**

**Q** **How much lifestyle diversity is represented?**

**A** The lifestyle diversity in the area is *very high* with 22 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 24.7% of all households. (see pages 13 and 14)
- 4**

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

**A** Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 15.3% of the population and all other racial/ethnic groups make up a substantial 84.7% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 41.2% of the total population. *Asians* are also projected to be the fastest growing group increasing by 14.6% 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 13,929 persons or 29.2% 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 *somewhat traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7**

**Q** **How educated are the adults?**

**A** Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 86.0% 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 34.3% 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, Affordable Housing, Achieving Educational Objectives, Time for Recreation/Leisure* and *Social Injustice*. (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?**

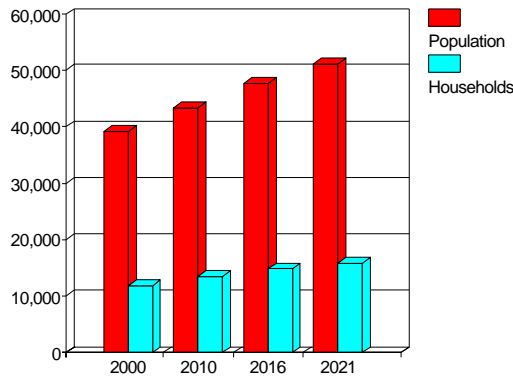
**A** Based upon the average household income of \$97,407 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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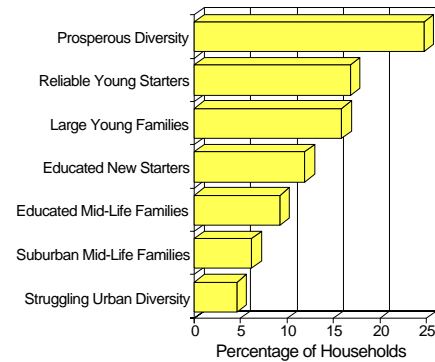
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### Population and Households

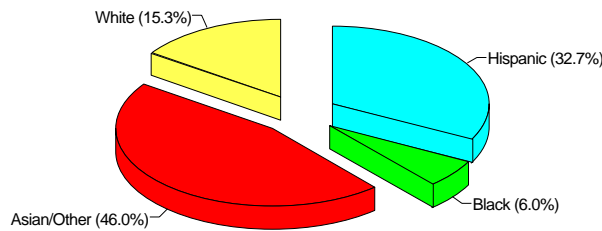


### Primary U.S. Lifestyles Segments-2016

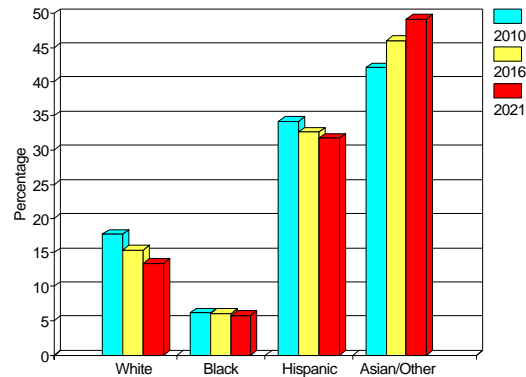


The population in the study area has increased by 4431 persons, or 10.2% since 2010 and is projected to increase by 3409 persons, or 7.1% between 2016 and 2021. The number of households has increased by 1335, or 9.9% since 2010 and is projected to increase by 1058, or 7.2% between 2016 and 2021.

### Population By Race/Ethnicity-2016

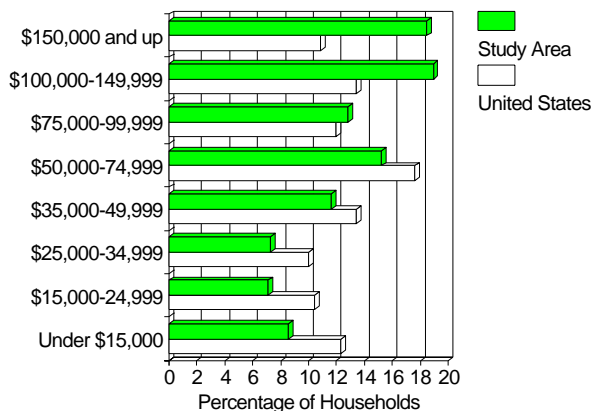


### Population By Race/Ethnicity Trend

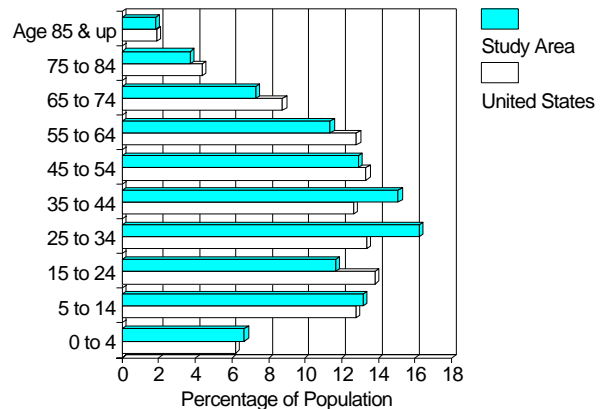


Between 2016 and 2021, the White population is projected to decrease by 487 persons and to decrease from 15.3% to 13.4% of the total population. The Black population is projected to increase by 91 persons and to decrease from 6.0% to 5.8% of the total. The Hispanic/Latino population is projected to increase by 625 persons and to decrease from 32.7% to 31.7% of the total. The Asian/Other population is projected to increase by 3177 persons and to increase from 46.0% to 49.1% of the total population.

### Households By Income-2016



### Population by Age-2016

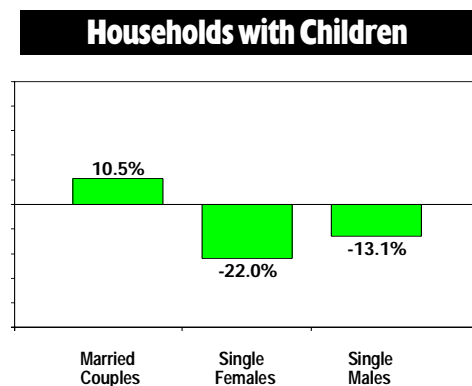
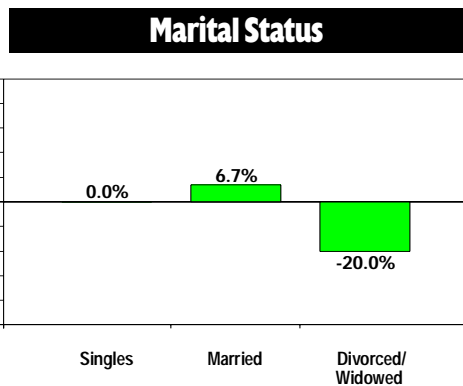
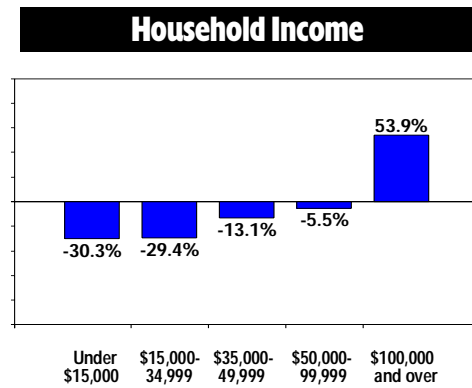
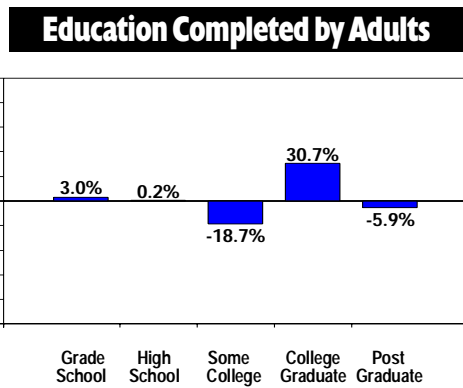
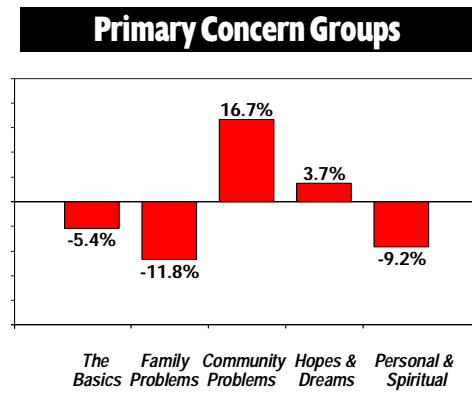
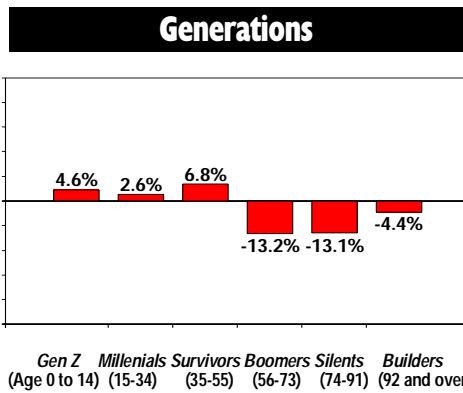
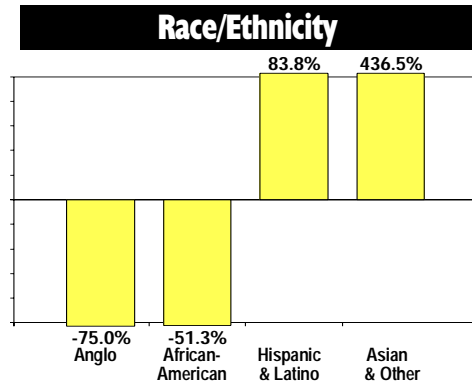
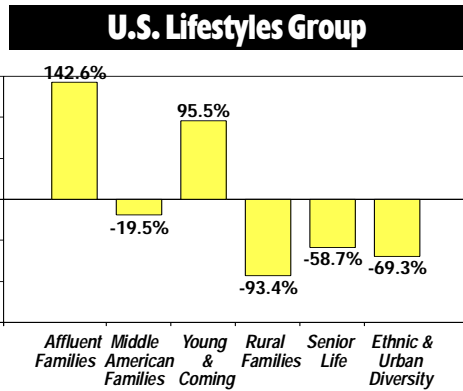


The average household income in the study area is \$97407 a year as compared to the U.S. average of \$77135. The average age in the study area is 37.7 and is projected to increase to 38.7 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ <b>Population</b>	39,163	43,321	47,752	51,161		
Population Change		4,158	4,431	3,409		
Percentage Change		10.6%	10.2%	7.1%		
Average Annual Growth Rate		1.1%	1.7%	1.4%		
▲ <b>Density (Pop. per square mile)</b>	2,570	2,843	3,133	3,357		
HOUSEHOLDS						
▲ <b>Households</b>	11,798	13,433	14,768	15,826		
Household Change		1,635	1,335	1,058		
Percentage Change		13.9%	9.9%	7.2%		
Average Annual Growth Rate		1.4%	1.7%	1.4%		
Persons Per Household	3.29	3.20	3.21	3.21		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	7,669	17.7%	7,321	15.3%	6,834	13.4%
↓ African-American (Non-Hisp)	2,641	6.1%	2,864	6.0%	2,955	5.8%
↓ Hispanic/Latino	14,800	34.2%	15,608	32.7%	16,233	31.7%
▲ <b>Asian/Other (Non-Hisp)</b>	<b>18,212</b>	<b>42.0%</b>	<b>21,960</b>	<b>46.0%</b>	<b>25,137</b>	<b>49.1%</b>
POPULATION BY GENDER						
↓ Female	21,905	50.6%	24,135	50.5%	25,857	50.5%
Male	21,416	49.4%	23,617	49.5%	25,303	49.5%
POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	<b>5,421</b>	<b>12.5%</b>	<b>9,484</b>	<b>19.9%</b>	<b>13,130</b>	<b>25.7%</b>
Millennials (Born 1982 to 2001)	12,008	27.7%	13,316	27.9%	13,719	26.8%
↓ Survivors (Born 1961 to 1981)	13,494	31.1%	13,930	29.2%	14,520	28.4%
↓ Boomers (Born 1943 to 1960)	8,372	19.3%	8,078	16.9%	7,614	14.9%
↓ Silents (Born 1925 to 1942)	3,400	7.8%	2,768	5.8%	2,168	4.2%
↓ Builders (Born 1924 and earlier)	684	1.6%	178	0.4%	9	0.0%
AGE						
▲ <b>Average Age</b>	<b>36.6</b>		<b>37.7</b>		<b>38.7</b>	
▲ <b>Median Age</b>	<b>35.9</b>		<b>37.3</b>		<b>38.9</b>	
INCOME						
▲ <b>Average Household Income</b>	<b>\$82,724</b>		<b>\$97,407</b>		<b>\$106,787</b>	
Median Household Income	\$79,215		\$78,678		\$86,423	
▲ <b>Per Capita Income</b>	<b>\$25,651</b>		<b>\$30,125</b>		<b>\$33,033</b>	

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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
▲ <b>\$150,000 or more</b>	<b>2,050</b>	<b>15.3%</b>	<b>2,728</b>	<b>18.5%</b>	<b>3,453</b>	<b>21.8%</b>
\$100,000 to \$149,999	2,766	20.6%	2,793	18.9%	3,086	19.5%
↓ \$75,000 to \$99,999	1,895	14.1%	1,892	12.8%	1,960	12.4%
↓ \$50,000 to \$74,999	2,160	16.1%	2,243	15.2%	2,355	14.9%
↓ \$35,000 to \$49,999	1,637	12.2%	1,721	11.7%	1,654	10.5%
\$25,000 to \$34,999	883	6.6%	1,067	7.2%	1,069	6.8%
\$15,000 to \$24,999	900	6.7%	1,057	7.2%	1,063	6.7%
Under \$15,000	1,142	8.5%	1,266	8.6%	1,185	7.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,142	7.3%	3,198	6.7%	3,233	6.3%
Required Formal Schooling (5-17)	7,431	17.2%	7,989	16.7%	8,761	17.1%
↓ College Years, Career Starts (18-24)	4,040	9.3%	3,865	8.1%	3,838	7.5%
Singles and Young Families (25-34)	7,001	16.2%	7,748	16.2%	7,038	13.8%
Families, Empty Nesters (35-54)	12,173	28.1%	13,357	28.0%	14,900	29.1%
▲ <b>Enrichment Years Singles/Couples (55-64)</b>	<b>4,674</b>	<b>10.8%</b>	<b>5,431</b>	<b>11.4%</b>	<b>5,891</b>	<b>11.5%</b>
▲ <b>Retirement Opportunities (65+)</b>	<b>4,918</b>	<b>11.4%</b>	<b>6,165</b>	<b>12.9%</b>	<b>7,499</b>	<b>14.7%</b>
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,142	7.3%	3,198	6.7%	3,233	6.3%
5 to 9 years	2,849	6.6%	3,297	6.9%	3,376	6.6%
10 to 14 years	2,735	6.3%	2,989	6.3%	3,476	6.8%
15 to 17 years	1,847	4.3%	1,703	3.6%	1,909	3.7%
↓ 18 to 20 years	1,680	3.9%	1,600	3.4%	1,696	3.3%
↓ 21 to 24 years	2,360	5.4%	2,265	4.7%	2,142	4.2%
↓ 25 to 29 years	3,520	8.1%	3,442	7.2%	3,594	7.0%
30 to 34 years	3,481	8.0%	4,306	9.0%	3,444	6.7%
35 to 39 years	3,223	7.4%	3,770	7.9%	3,979	7.8%
▲ <b>40 to 44 years</b>	<b>3,068</b>	<b>7.1%</b>	<b>3,427</b>	<b>7.2%</b>	<b>4,143</b>	<b>8.1%</b>
45 to 49 years	3,018	7.0%	3,126	6.5%	3,446	6.7%
50 to 54 years	2,864	6.6%	3,034	6.4%	3,332	6.5%
55 to 59 years	2,526	5.8%	2,865	6.0%	3,026	5.9%
▲ <b>60 to 64 years</b>	<b>2,148</b>	<b>5.0%</b>	<b>2,566</b>	<b>5.4%</b>	<b>2,865</b>	<b>5.6%</b>
▲ <b>65 to 69 years</b>	<b>1,390</b>	<b>3.2%</b>	<b>2,106</b>	<b>4.4%</b>	<b>2,355</b>	<b>4.6%</b>
▲ <b>70 to 74 years</b>	<b>1,169</b>	<b>2.7%</b>	<b>1,392</b>	<b>2.9%</b>	<b>2,116</b>	<b>4.1%</b>
▲ <b>75 to 84 years</b>	<b>1,599</b>	<b>3.7%</b>	<b>1,778</b>	<b>3.7%</b>	<b>2,128</b>	<b>4.2%</b>
85 or more years	760	1.8%	889	1.9%	900	1.8%

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	Number	Percent		
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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	38,269			
Single (Never Married)	12,595	32.9%	32.9%	100
Married	20,487	53.5%	50.2%	107
Divorced/Widowed	5,186	13.6%	16.9%	80
<b>Marital Status Females 15 and Older (2016)</b>	19,575			
Single (Never Married)	5,728	29.3%	29.8%	98
Married	10,002	51.1%	48.8%	105
Divorced/Widowed	3,845	19.6%	21.4%	92
<b>Marital Status Males 15 and Older (2016)</b>	18,693			
Single (Never Married)	6,867	36.7%	36.2%	102
Married	10,485	56.1%	51.6%	109
↓ Divorced/Widowed	1,341	7.2%	12.3%	58
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	14,768			
Married Couple	8,300	56.2%	48.5%	116
▲ Other Family - Male Head of Household	887	6.0%	4.9%	122
Other Family - Female Head of Household	2,109	14.3%	13.0%	110
↓ Non Family - Male Head of Household	1,564	10.6%	15.8%	67
↓ Non Family - Female Head of Household	1,908	12.9%	17.7%	73
<b>Households With Children 0 to 18 (2016)</b>	6,159			
Married Couple Family	4,441	72.1%	65.2%	111
Other Family - Male Head of Household	453	7.4%	8.5%	87
↓ Other Family - Female Head of Household	1,217	19.8%	25.3%	78
Non Family	49	0.8%	1.0%	82
<b>Population By Household Type (2016)</b>	47,752			
↓ Group Quarters	346	0.7%	2.5%	29



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	346			
↓ Correctional Facilities	9	2.6%	30.0%	9
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	73	21.1%	18.7%	113
▲ <b>Other</b>	<b>264</b>	<b>76.3%</b>	<b>15.2%</b>	<b>502</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	47,752			
↓ White (Non-Hispanic)	7,321	15.3%	61.3%	25
↓ African-American (Non-Hisp)	2,864	6.0%	12.3%	49
▲ <b>Hispanic/Latino</b>	<b>15,608</b>	<b>32.7%</b>	<b>17.8%</b>	<b>184</b>
↓ Native American (Non-Hisp)	88	0.2%	0.7%	25
▲ <b>Asian (Non-Hisp)</b>	<b>19,041</b>	<b>39.9%</b>	<b>5.3%</b>	<b>756</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>615</b>	<b>1.3%</b>	<b>0.2%</b>	<b>765</b>
▲ <b>Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>2,215</b>	<b>4.6%</b>	<b>2.4%</b>	<b>194</b>
<b>Asian Population By Race (2016)</b>	19,218			
Chinese	4,692	24.4%	22.3%	109
↓ Japanese	311	1.6%	5.0%	32
▲ <b>Indian</b>	<b>5,054</b>	<b>26.3%</b>	<b>19.5%</b>	<b>135</b>
↓ Korean	725	3.8%	9.6%	39
↓ Vietnamese	898	4.7%	11.0%	42
▲ <b>Other Asian Races</b>	<b>7,538</b>	<b>39.2%</b>	<b>32.5%</b>	<b>121</b>
<b>Hispanic/Latino Population By Race (2016)</b>	15,608			
↓ White	6,454	41.4%	53.0%	78
↓ African-American	173	1.1%	2.5%	44
Native American	199	1.3%	1.4%	93
▲ <b>Asian</b>	<b>177</b>	<b>1.1%</b>	<b>0.4%</b>	<b>271</b>
▲ <b>Other Races &amp; Multiple Races</b>	<b>8,605</b>	<b>55.1%</b>	<b>42.7%</b>	<b>129</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	15,608			
▲ <b>Mexican</b>	<b>12,772</b>	<b>81.8%</b>	<b>62.4%</b>	<b>131</b>
↓ Puerto Rican	524	3.4%	9.5%	35
↓ Cuban	52	0.3%	3.5%	9
↓ Other Hispanic Origin	2,260	14.5%	24.6%	59

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	11,023			
Pre-Primary (Public)	317	2.9%	3.4%	84
Pre-Primary (Private)	250	2.3%	2.6%	86
Elementary/High School (Public)	6,551	59.4%	58.9%	101
Elementary/High School (Private)	696	6.3%	6.6%	95
Enrolled in College	3,209	29.1%	28.4%	103
<b>Population By Education Completed (Age 25 and over) (2016)</b>	32,701			
▲ Elementary (Less than 9 years)	<b>2,652</b>	<b>8.1%</b>	<b>5.8%</b>	<b>139</b>
↓ Some High School (9 to 11 years)	1,922	5.9%	7.8%	76
High School Graduate (12 years)	9,139	27.9%	27.9%	100
Some College (13 to 15 years)	5,890	18.0%	21.2%	85
↓ Associate Degree	1,867	5.7%	8.0%	71
▲ Bachelor's Degree	<b>7,829</b>	<b>23.9%</b>	<b>18.3%</b>	<b>131</b>
Graduate Degree	3,401	10.4%	11.0%	94
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	21,962			
TOTAL WHITE COLLAR	14,613	66.5%	61.5%	108
Executive and Managerial	2,000	9.1%	9.7%	93
Professional Specialty	3,386	15.4%	16.6%	93
▲ Technical Support	<b>3,061</b>	<b>13.9%</b>	<b>8.3%</b>	<b>168</b>
Sales	2,019	9.2%	10.9%	85
Administrative Support & Clerical	4,147	18.9%	16.0%	118
TOTAL BLUE COLLAR	7,348	33.5%	38.5%	87
Service: Private Households	895	4.1%	3.7%	110
↓ Service: Protective	267	1.2%	2.2%	55
↓ Service: Other	1,193	5.4%	7.5%	73
↓ Farming, Forestry & Fishing	49	0.2%	0.7%	31
Precision Production and Craft	2,321	10.6%	11.0%	96
Operators and Assemblers	745	3.4%	3.2%	105
Transportation and Material Moving	1,364	6.2%	6.2%	101
↓ Laborers	514	2.3%	4.0%	58

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Custom Polygon

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	Number	Percent		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	37,710			
Employed	22,229	58.9%	58.1%	101
Unemployed	2,173	5.8%	5.6%	102
Not in Labor Force	13,307	35.3%	36.3%	97
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	13,563			
TOTAL WORKING	8,698	64.1%	66.8%	96
With No Own Children	5,554	40.9%	42.2%	97
With Own Children Age 0 to 5 only	672	5.0%	5.5%	91
With Own Children Age 6 to 17 only	1,802	13.3%	14.8%	90
With Own Children Both Age 0 to 5 and 6 to 17	670	4.9%	4.3%	115
TOTAL NOT WORKING (UNEMPLOYED)	861	6.3%	6.2%	102
With No Own Children	549	4.0%	3.8%	108
With Own Children Age 0 to 5 only	103	0.8%	0.7%	115
↓ With Own Children Age 6 to 17 only	135	1.0%	1.3%	79
With Own Children Both Age 0 to 5 and 6 to 17	74	0.5%	0.5%	100
TOTAL NOT IN THE LABOR FORCE	4,004	29.5%	27.0%	109
With No Own Children	2,494	18.4%	17.1%	108
▲ With Own Children Age 0 to 5 only	572	4.2%	2.6%	162
With Own Children Age 6 to 17 only	512	3.8%	4.6%	81
With Own Children Both Age 0 to 5 and 6 to 17	426	3.1%	2.6%	119
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	14,768			
Above Poverty Line (Households with Children)	10,497	61.3%	59.6%	103
Above Poverty Line (Households without Children)	5,257	30.7%	26.5%	116
↓ Below Poverty Line (Households with Children)	796	4.6%	7.9%	59
↓ Below Poverty Line (Households without Children)	576	3.4%	6.0%	56
<b>Households By Presence of Retirement Income (2013)</b>	13,433			
With Retirement Income	2,365	17.6%	17.6%	100
Without Retirement Income	10,908	81.2%	81.5%	100

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	Number	Percent		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	14,768			
Owner Occupied	9,008	61.0%	65.0%	94
Renter Occupied	5,759	39.0%	35.0%	111
<b>▲ Median Rent (2013)</b>	<b>\$1,305</b>		<b>\$904</b>	<b>144</b>
<b>Structures By Number of Units (2016)</b>	15,410			
Single Unit	10,252	66.5%	67.3%	99
↓ 3 to 4 Units	945	6.1%	8.1%	76
↓ 5 to 19 Units	942	6.1%	9.3%	65
↓ 20 to 49 Units	216	1.4%	3.6%	39
<b>▲ 50 or more Units</b>	<b>2,235</b>	<b>14.5%</b>	<b>5.1%</b>	<b>283</b>
Mobile Home	806	5.2%	6.4%	81
Other	14	0.1%	0.1%	107
Single To Multiple Unit Ratio	2.36		2.57	92
<b>Owner-Occupied Property Values (2016)</b>	9,008			
↓ Under \$40,000	336	3.7%	7.2%	52
↓ \$40,000 to \$59,999	99	1.1%	3.7%	30
↓ \$60,000 to \$79,999	143	1.6%	5.1%	31
↓ \$80,000 to \$99,999	157	1.7%	6.5%	27
↓ \$100,000 to 149,999	196	2.2%	15.1%	14
↓ \$150,000 to \$199,999	208	2.3%	14.6%	16
↓ \$200,000 to \$299,999	543	6.0%	18.1%	33
<b>▲ \$300,000 to \$499,999</b>	<b>2,527</b>	<b>28.1%</b>	<b>16.9%</b>	<b>166</b>
<b>▲ \$500,000 to \$999,999</b>	<b>4,360</b>	<b>48.4%</b>	<b>9.7%</b>	<b>499</b>
<b>▲ \$1,000,000 and over</b>	<b>441</b>	<b>4.9%</b>	<b>3.0%</b>	<b>162</b>
<b>▲ Median Property Value</b>	<b>\$504,319</b>		<b>\$192,432</b>	<b>262</b>

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	Number	Percent		
<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	15,410			
▲ <b>2010 and later</b>	<b>1,580</b>	<b>10.3%</b>	<b>5.5%</b>	<b>186</b>
2000 to 2009	2,161	14.0%	14.6%	96
1990 to 1999	1,827	11.9%	13.4%	89
↓ 1980 to 1989	1,535	10.0%	13.2%	76
▲ <b>1970 to 1979</b>	<b>4,413</b>	<b>28.6%</b>	<b>15.0%</b>	<b>191</b>
1960 to 1969	1,612	10.5%	10.4%	101
1950 to 1959	1,704	11.1%	10.3%	108
↓ 1949 or earlier	577	3.7%	17.7%	21
<b>Households By Number of Persons (2016)</b>	14,768			
↓ 1 Person Household	2,552	17.3%	27.3%	63
2 Person Household	3,858	26.1%	32.3%	81
3 Person Household	2,753	18.6%	16.2%	115
▲ <b>4 Person Household</b>	<b>2,489</b>	<b>16.9%</b>	<b>13.1%</b>	<b>129</b>
▲ <b>5 Person Household</b>	<b>1,512</b>	<b>10.2%</b>	<b>6.5%</b>	<b>158</b>
▲ <b>6 Person Household</b>	<b>828</b>	<b>5.6%</b>	<b>2.8%</b>	<b>203</b>
▲ <b>7 or more Person Household</b>	<b>776</b>	<b>5.3%</b>	<b>1.9%</b>	<b>275</b>
▲ <b>Average Persons Per Household</b>	<b>3.2</b>		<b>2.6</b>	<b>124</b>
<b>Households By Heating Type (2013)</b>	13,274			
▲ <b>Utility and Other Gas</b>	<b>10,192</b>	<b>76.8%</b>	<b>54.0%</b>	<b>142</b>
↓ Electric	2,775	20.9%	36.1%	58
↓ Oil	14	0.1%	6.1%	2
↓ Coal and Wood	65	0.5%	2.2%	22
↓ Solar/Other Fuel	9	0.1%	0.5%	14
▲ <b>No Fuel Used</b>	<b>219</b>	<b>1.6%</b>	<b>0.9%</b>	<b>175</b>

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↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	14,768			
No Vehicles	1,204	8.2%	9.0%	91
1 Vehicle	4,522	30.6%	33.7%	91
2 Vehicle	5,089	34.5%	37.5%	92
▲ 3 or more Vehicles	<b>3,953</b>	<b>26.8%</b>	<b>19.8%</b>	<b>135</b>
<b>Workers By Travel Time to Work (2016)</b>	18,444			
↓ Less than 15 minutes	2,613	14.2%	27.3%	52
15 to 29 minutes	5,701	30.9%	36.5%	85
▲ 30 to 44 minutes	<b>5,012</b>	<b>27.2%</b>	<b>20.2%</b>	<b>135</b>
▲ 45 to 59 minutes	<b>2,226</b>	<b>12.1%</b>	<b>7.7%</b>	<b>156</b>
▲ 60 or more minutes	<b>2,892</b>	<b>15.7%</b>	<b>8.3%</b>	<b>189</b>
▲ Average Travel Time to Work (minutes)	<b>36.4</b>		<b>28.2</b>	<b>129</b>
<b>Workers By Type of Transportation to Work (2016)</b>	18,838			
Drive Alone	13,983	74.2%	76.9%	97
Car Pool	1,837	9.8%	9.6%	102
▲ Public Transportation	<b>2,006</b>	<b>10.6%</b>	<b>5.1%</b>	<b>208</b>
↓ Walk to Work	253	1.3%	2.8%	48
Other Means	233	1.2%	1.2%	99
↓ Work at Home	526	2.8%	4.4%	64

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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)	5,414	36.7%	15.1%	243
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,232	28.7%	14.7%	196
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	3,736	25.3%	31.4%	81
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	833	5.6%	18.4%	31
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	421	2.9%	6.9%	41
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	128	0.9%	13.1%	7

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	3,648	24.7%	3.1%	796
15	Reliable Young Starters	2,477	16.8%	4.3%	395
17	Large Young Families	2,345	15.9%	2.2%	738
12	Educated New Starters	1,754	11.9%	2.9%	404
4	Educated Mid-Life Families	1,358	9.2%	3.4%	270
10	Suburban Mid-Life Families	909	6.2%	5.5%	111
45	Struggling Urban Diversity	671	4.5%	2.5%	185
14	Secure Mid-Life Families	396	2.7%	0.7%	409
20	Cautious and Mature	326	2.2%	2.6%	84
23	Established Empty-Nesters	183	1.2%	3.4%	37
25	Working Country Consumers	141	1.0%	4.1%	23
28	Building Country Families	87	0.6%	2.8%	21
32	Working Urban Life	81	0.5%	1.7%	33
41	Struggling Hispanic Households	78	0.5%	1.6%	33
38	Rural Working Families	68	0.5%	8.8%	5
11	Young Suburban Families	44	0.3%	3.0%	10
22	Mature and Established	42	0.3%	1.8%	16
7	Prosperous and Mature	34	0.2%	0.5%	43
27	Country Family Diversity	31	0.2%	0.3%	62
29	Working Country Families	28	0.2%	1.0%	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.		
16	Established Country Families	12	0.1%	6.4%	1
21	Mature and Stable	12	0.1%	0.6%	14
9	Educated Working Families	9	0.1%	0.1%	73
49	Exception Households	8	0.1%	0.2%	22
2	Professional Affluent Families	7	0.0%	0.8%	6
18	Working Urban Families	6	0.0%	4.0%	1
1	Traditional Affluent Families	5	0.0%	3.5%	1
30	Urban Senior Life	5	0.0%	0.8%	4
42	Laboring Rural Diversity	2	0.0%	1.5%	1
31	Mature Country Families	2	0.0%	0.5%	3
39	New Beginning Urbanites	1	0.0%	2.8%	0
33	Laboring Rural Families	1	0.0%	0.1%	5
44	Laboring Urban Life	1	0.0%	0.1%	9
40	Surviving Urban Diversity	0	0.0%	4.0%	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
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
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
26	Working Suburban Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
	<b>TOTALS</b>	<b>14,772</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	27.3%	35.4%	77
↓ Somewhat Involved with Their Faith	23.6%	29.9%	79
<b>▲ Not Involved with Their Faith</b>	<b>50.0%</b>	<b>34.7%</b>	<b>144</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.7%	22.1%	76
Decreased Their Involvement with Their Faith in the Last 10 Years	22.0%	23.7%	93

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.7%</b>	<b>0.5%</b>	<b>145</b>
↓ Baptist	8.2%	16.1%	51
Catholic	21.7%	23.7%	92
↓ Congregational	1.7%	2.0%	88
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.1%</b>	<b>0.4%</b>	<b>248</b>
Episcopal	2.6%	2.9%	91
↓ Holiness	0.2%	0.8%	19
Jehovah's Witnesses	1.1%	1.1%	102
<b>▲ Judaism</b>	<b>3.9%</b>	<b>3.2%</b>	<b>124</b>
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.6%	10.1%	46
<b>▲ Mormon</b>	<b>3.9%</b>	<b>1.8%</b>	<b>223</b>
<b>▲ New Age</b>	<b>1.3%</b>	<b>0.6%</b>	<b>219</b>
<b>▲ Non-Denominational / Independent</b>	<b>11.3%</b>	<b>6.9%</b>	<b>163</b>
Orthodox	0.3%	0.3%	93
Pentecostal	2.4%	2.4%	100
Presbyterian / Reformed	4.6%	4.6%	100
Unitarian / Universalist	0.7%	0.7%	99
<b>▲ Interested but No Preference</b>	<b>5.9%</b>	<b>3.9%</b>	<b>151</b>
<b>▲ Not Interested and No Preference</b>	<b>18.3%</b>	<b>11.1%</b>	<b>166</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	11.4%	11.7%	97
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	79.4%	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	41.5%	43.5%	95
↓ Finding/Providing Health Insurance	21.7%	29.0%	75
Day-to-Day Financial Worries	30.8%	31.6%	98
▲ Finding Employment Opportunities	<b>16.0%</b>	<b>14.4%</b>	<b>111</b>
▲ Finding Affordable Housing	<b>14.0%</b>	<b>11.3%</b>	<b>124</b>
↓ Providing Adequate Food	6.7%	8.6%	78
Finding Child Care	6.2%	6.3%	99
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	13.4%	16.7%	80
Dealing With Teen / Child Problems	19.1%	20.7%	92
Finding/Providing Aging Parent Care	14.9%	15.5%	96
↓ Dealing With Abusive Relationships	9.9%	11.4%	87
↓ Dealing With Divorce	3.4%	4.5%	76
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>34.4%</b>	<b>27.0%</b>	<b>127</b>
Finding/Providing Good Schools	24.3%	23.5%	104
↓ Dealing with Problems in Schools	12.1%	13.6%	89
Dealing With Racial / Ethnic Prejudice	14.3%	13.1%	109
▲ Dealing With Neighborhood Gangs	<b>15.5%</b>	<b>8.5%</b>	<b>182</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	55.1%	50.6%	109
▲ Finding Time for Recreation / Leisure	<b>28.4%</b>	<b>25.3%</b>	<b>112</b>
↓ Finding Better Quality Healthcare	21.2%	23.9%	89
Finding A Satisfying Job / Career	20.5%	19.3%	106
Finding Retirement Opportunities	17.3%	18.9%	92
Achieving A Fulfilling Marriage	22.8%	22.3%	102
Developing Parenting Skills	15.4%	14.7%	105
▲ Achieving Educational Objectives	<b>8.7%</b>	<b>7.5%</b>	<b>116</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.7%	29.8%	96
Finding Companionship	18.5%	17.3%	107
↓ Finding A Good Church	10.0%	15.2%	66
↓ Finding Spiritual Teaching	9.3%	12.9%	72
Finding Life Direction	14.4%	14.0%	103

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#### KEY VALUES INDICATOR

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

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

"I believe there is a God"	82.1%	84.5%	97
"God is actively involved in the world including nations and their governments"	57.9%	63.8%	91

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

"It is important to preserve the traditional American family structure"	90.3%	91.5%	99
"A healthy environment has become a national crisis"	83.2%	82.8%	100
"Public education is essential to the future of American society"	94.8%	94.0%	101

###### **INSTITUTIONAL ROLES:**

"Government should be the primary provider of human welfare services"	47.5%	50.1%	95
"The role of Churches / Synagogues is to help form and support moral values"	78.8%	81.1%	97
"Churches and religious organizations should provide more human services"	60.0%	62.6%	96

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

"The United States must open its doors to all people groups"	37.7%	36.3%	104
"The changing racial / ethnic face of America is a threat to our national heritage"	35.2%	36.3%	97

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	58.5%	59.8%	98
More than \$500 per year	30.8%	31.2%	99
More than \$1,000 per year	17.9%	17.4%	103

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

▲ More than \$100 per year	39.2%	33.7%	116
▲ More than \$500 per year	8.5%	6.8%	125
More than \$1,000 per year	2.5%	2.3%	109

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

▲ More than \$100 per year	18.5%	16.1%	115
▲ More than \$500 per year	4.8%	4.3%	112
▲ More than \$1,000 per year	2.7%	2.2%	123

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

Our Lady of the Rosary Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Our Lady of the Rosary Parish

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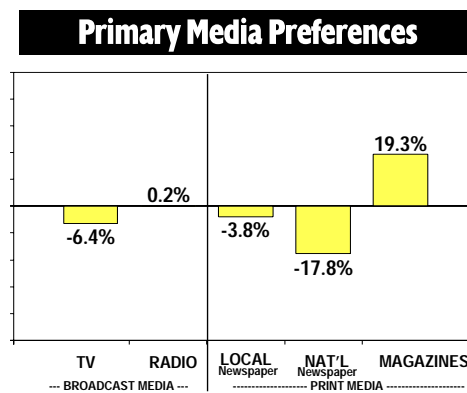
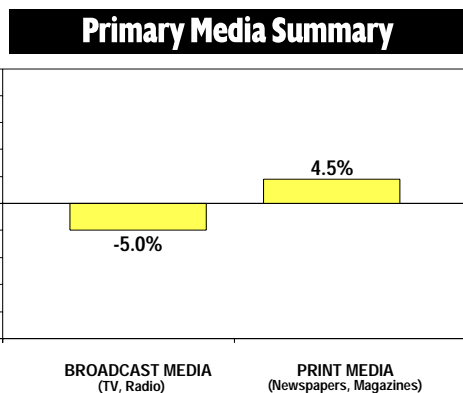
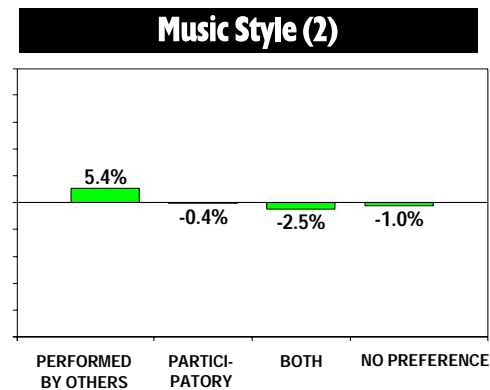
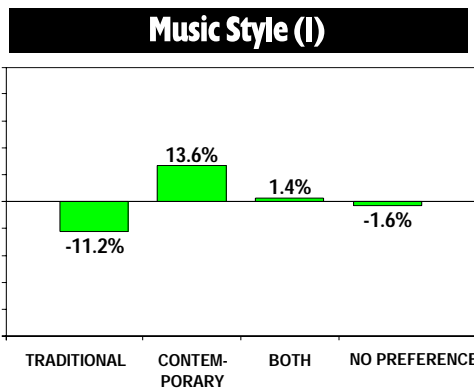
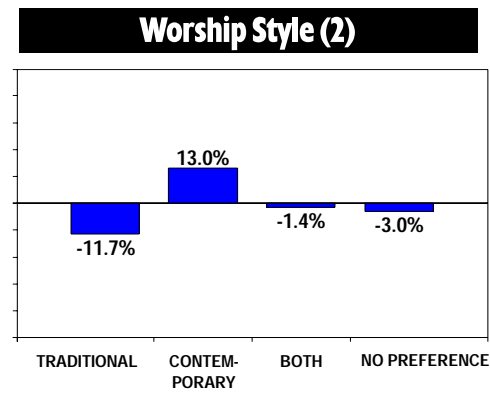
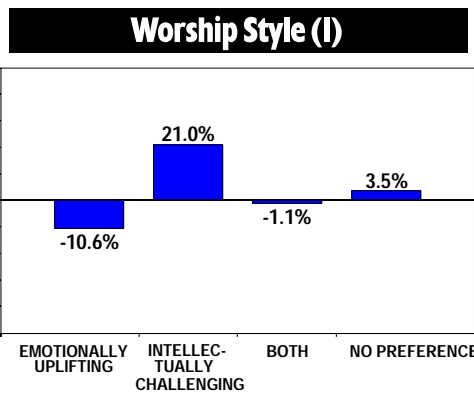
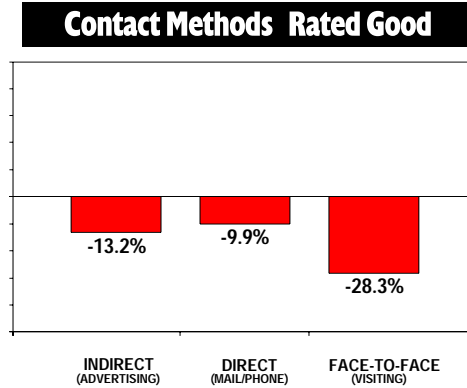
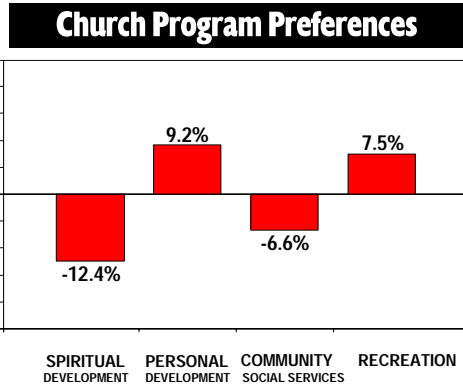
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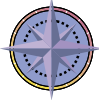


Date: 6/20/2016

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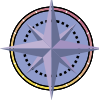
Description	Study Area	U.S. Average	U.S. Comparative Index
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### CHURCH PROGRAM PREFERENCE INDICATOR

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

<b>SPIRITUAL DEVELOPMENT:</b>			
↓ Bible Study Discussion and Prayer Groups	34.0%	41.1%	83
Adult Theological Discussion Groups	21.0%	22.5%	93
Spiritual Retreats	10.9%	11.6%	94
<b>PERSONAL DEVELOPMENT:</b>			
Marriage Enrichment Opportunities	16.2%	15.2%	107
▲ Parent Training Programs	<b>9.3%</b>	<b>7.8%</b>	<b>119</b>
▲ Twelve Step Programs	<b>4.0%</b>	<b>3.5%</b>	<b>116</b>
↓ Divorce Recovery	2.0%	2.4%	83
<b>COMMUNITY/SOCIAL SERVICES:</b>			
Personal or Family Counseling	22.1%	22.5%	98
Care for the Terminally Ill	14.2%	15.7%	91
↓ Food and Clothing Resources	7.1%	11.1%	64
▲ Day Care Services	<b>7.5%</b>	<b>6.1%</b>	<b>123</b>
Church Sponsored Day-School	6.2%	5.7%	109
<b>RECREATION:</b>			
Youth Social Programs	31.6%	29.7%	106
Family Activities and Outings	35.1%	32.8%	107
Active Retirement Programs	25.3%	26.8%	95
▲ Cultural Programs (Music, Drama, Art)	<b>23.2%</b>	<b>18.9%</b>	<b>123</b>
▲ Sports or Camping	<b>7.9%</b>	<b>6.3%</b>	<b>125</b>

SUMMARY	
↓ Spiritual Development Index	88
Personal Development Index	109
Community/Social Services Index	93
Recreation Index	107



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

↓ A. Emotionally Uplifting	23.6%	26.4%	89
▲ <b>B. Intellectually Challenging</b>	<b>13.4%</b>	<b>11.1%</b>	<b>121</b>
C. Both A and B	38.7%	39.2%	99
D. No Preference or Not Interested	24.2%	23.4%	103

**PART 2:**

↓ A. Traditional/Formal/Ceremonial	17.9%	20.2%	88
▲ <b>B. Contemporary/Informal</b>	<b>29.7%</b>	<b>26.3%</b>	<b>113</b>
C. Both A and B	26.2%	26.5%	99
D. No Preference or Not Interested	26.1%	26.9%	97

**MUSIC STYLE INDICATOR**

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

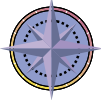
**PART 1:**

↓ A. Traditional	21.7%	24.4%	89
▲ <b>B. Contemporary</b>	<b>22.4%</b>	<b>19.7%</b>	<b>114</b>
C. Both A and B	31.5%	31.1%	101
D. No Preference or Not Interested	24.4%	24.8%	98

**PART 2:**

A. Performed by Others	19.7%	18.7%	105
B. Participatory	22.8%	22.9%	100
C. Both A and B	31.4%	32.2%	97
D. No Preference or Not Interested	25.9%	26.2%	99





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	22.1%	22.0%	100
B. Personal Spiritual Development	15.7%	14.3%	110
C. Both A and B	36.3%	37.4%	97
D. No Preference or Not Interested	25.8%	26.3%	98

**PART 2:**

A. Global Mission	6.6%	6.2%	107
B. Local Mission	32.5%	33.3%	97
C. Both A and B	30.1%	30.1%	100
D. No Preference or Not Interested	30.7%	30.4%	101

**CHURCH ARCHITECTURE INDICATOR**

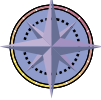
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	22.6%	26.6%	85
▲ B. Contemporary	<b>20.6%</b>	<b>15.9%</b>	<b>129</b>
C. Both A and B	32.3%	32.3%	100
D. No Preference or Not Interested	24.6%	25.1%	98

**PART 2:**

↓ A. Somber/Serious	7.5%	9.4%	80
▲ B. Light and Airy	<b>39.3%</b>	<b>34.7%</b>	<b>113</b>
C. Both A and B	26.2%	27.7%	94
D. No Preference or Not Interested	27.1%	28.2%	96



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	44.2%	47.3%	94
Radio	13.4%	13.3%	100

#### PRINT MEDIA:

Local Newspaper	37.8%	36.1%	104
↓ National Newspaper	3.6%	4.3%	82
▲ Magazines	3.5%	2.4%	146

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	31.6%	31.9%	99
Radio	23.3%	23.8%	98

#### PRINT MEDIA:

Local Newspaper	31.4%	32.7%	96
National Newspaper	5.4%	5.8%	94
▲ Magazines	8.4%	7.0%	119

### SUMMARY

Overall Broadcast Media Index (100 = Average)	97
Overall Print Media Index	102



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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:

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
Local Radio Announcements or Advertisements	32.6%	36.2%	90
↓ Putting Ad in Local Newspaper	27.9%	33.8%	82
↓ Local Cable Channels	26.7%	30.4%	88
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	50.4%	53.7%	94
↓ Calling and Offering to Send Information By Mail	25.1%	29.5%	85
↓ Calling and Discussing on the Phone	10.3%	12.0%	86
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
↓ Calling and Offering to Visit When Convenient	14.1%	20.1%	70
↓ Going Door to Door	10.3%	14.0%	74

**CHURCH CONTACT METHODS RATED POOR**

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

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
▲ Local Radio Announcements or Advertisements	22.7%	19.6%	116
▲ Putting Ad in Local Newspaper	28.0%	21.5%	130
Local Cable Channels	33.8%	30.7%	110
<b>DIRECT METHODS (MORE PERSONAL):</b>			
▲ Sending Information By Mail	17.2%	13.3%	129
▲ Calling and Offering to Send Information By Mail	40.0%	34.0%	118
▲ Calling and Discussing on the Phone	68.3%	60.6%	113
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
▲ Calling and Offering to Visit When Convenient	59.1%	49.6%	119
Going Door to Door	69.7%	64.0%	109

<b>SUMMARY OF METHODS RATED GOOD</b>	
↓ Indirect Methods Index (100 = Average)	87
Direct Methods Index	90
↓ Face-to-Face Methods Index	72

<b>SUMMARY OF METHODS RATED POOR</b>	
▲ Indirect Methods Index	117
▲ Direct Methods Index	116
▲ Face-to-Face Methods Index	113