

ministry
area ●●●●●●
profile **2016**

Sacred Heart Parish

Study Area Definition:
Custom Polygon





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

A Currently, there are 21,909 persons residing in the defined study area. This represents an increase of 1,791 or 8.9% 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 6.5% or 1,417 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**

A The lifestyle diversity in the area is *somewhat low* with 20 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Urban Diversity* representing 48.6% 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 44.8% of the population and all other racial/ethnic groups make up a substantial 55.2% which is well above the national average of 39%. The largest of these groups, *African-Americans*, accounts for 27.5% of the total population. *Anglos* are projected to be the fastest growing group increasing by 19.9% 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 7,526 persons or 34.4% 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 *extremely 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 *very high*. While 91.3% 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 48.6% of those over 25 in the area versus 29.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**

A Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Affordable Housing, Racial/Ethnic Prejudice, Neighborhood Crime and Safety, Social Injustice* and *Finding Companionship*. (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?**

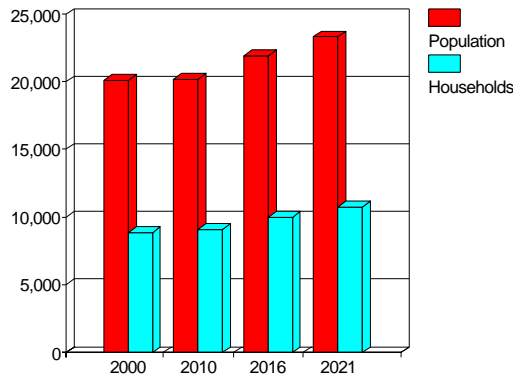
A Based upon the average household income of \$78,279 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *about average*. (see page 4 and 17)

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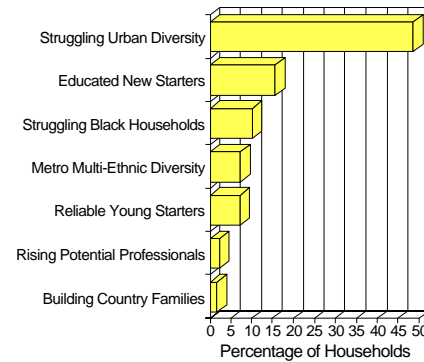
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Population and Households

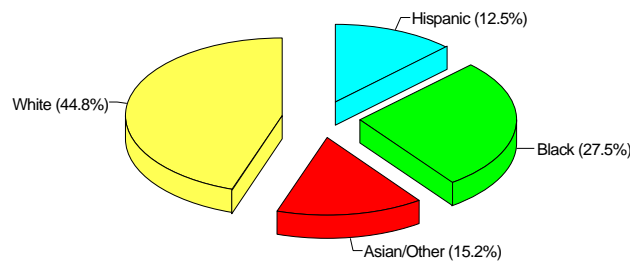


The population in the study area has increased by 1696 persons, or 8.4% since 2010 and is projected to increase by 1417 persons, or 6.5% between 2016 and 2021. The number of households has increased by 922, or 10.2% since 2010 and is projected to increase by 741, or 7.4% between 2016 and 2021.

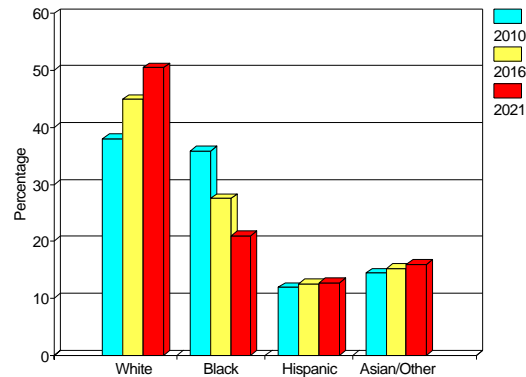
Primary U.S. Lifestyles Segments-2016



Population By Race/Ethnicity-2016

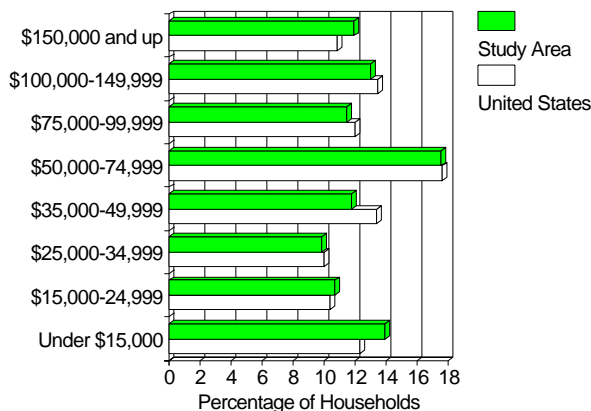


Population By Race/Ethnicity Trend

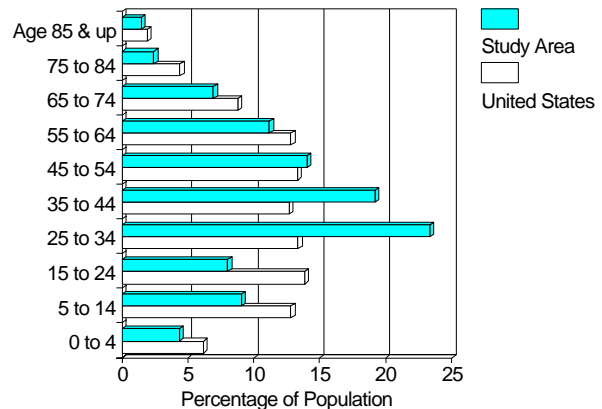


Between 2016 and 2021, the White population is projected to increase by 1952 persons and to increase from 44.8% to 50.5% of the total population. The Black population is projected to decrease by 1148 persons and to decrease from 27.5% to 20.9% of the total. The Hispanic/Latino population is projected to increase by 233 persons and to increase from 12.5% to 12.7% of the total. The Asian/Other population is projected to increase by 378 persons and to increase from 15.2% to 15.9% of the total population.

Households By Income-2016



Population by Age-2016

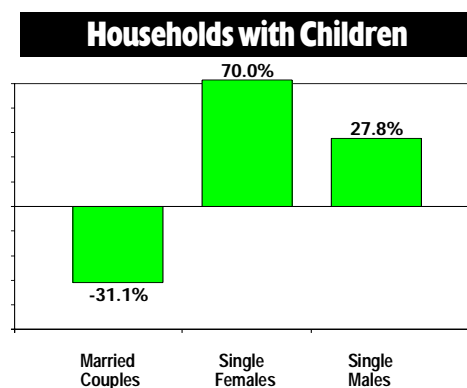
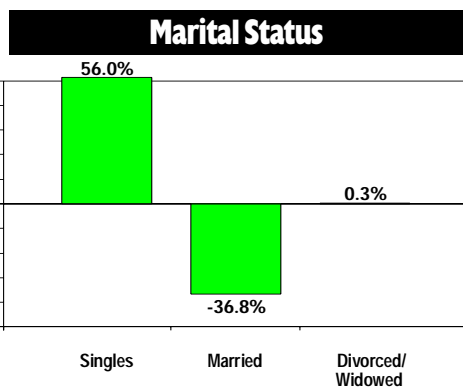
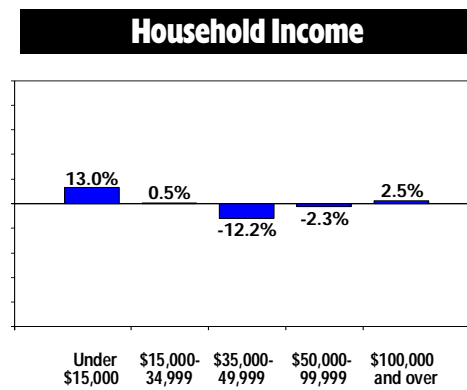
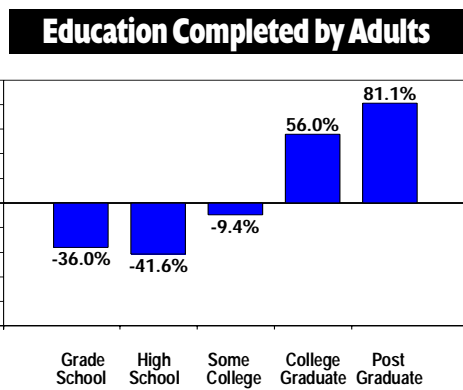
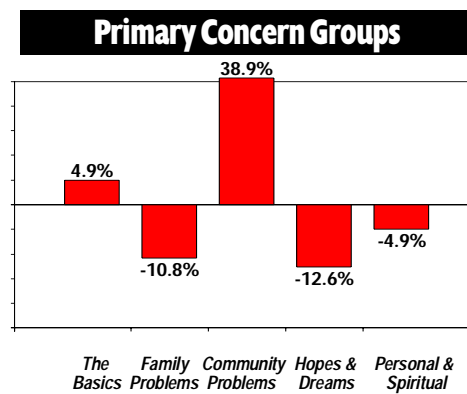
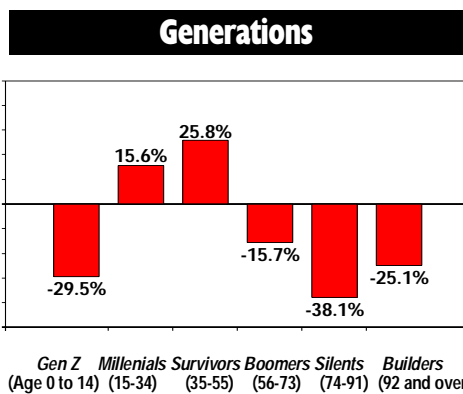
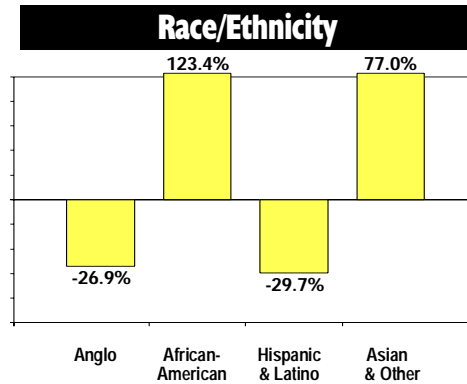
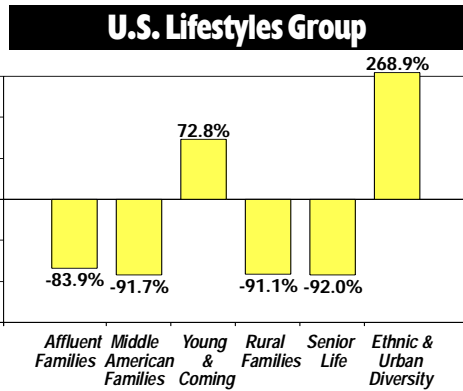


The average household income in the study area is \$78279 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.0 and is projected to increase to 40.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Population	20,118	20,213	21,909	23,326
Population Change		95	1,696	1,417
Percentage Change		0.5%	8.4%	6.5%
Average Annual Growth Rate		0.0%	1.4%	1.3%
▲ Density (Pop. per square mile)	11,366	11,420	12,378	13,179
HOUSEHOLDS				
▲ Households	8,873	9,071	9,993	10,734
Household Change		198	922	741
Percentage Change		2.2%	10.2%	7.4%
Average Annual Growth Rate		0.2%	1.7%	1.5%
↓ Persons Per Household	2.20	2.17	2.13	2.11

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	7,662	37.9%	9,818	44.8%	11,770	50.5%
↓ African-American (Non-Hisp)	7,248	35.9%	6,029	27.5%	4,881	20.9%
▲ Hispanic/Latino	2,403	11.9%	2,740	12.5%	2,973	12.7%
▲ Asian/Other (Non-Hisp)	2,900	14.3%	3,323	15.2%	3,701	15.9%

POPULATION BY GENDER						
↓ Female	10,674	52.8%	11,529	52.6%	12,244	52.5%
▲ Male	9,538	47.2%	10,381	47.4%	11,082	47.5%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	1,712	8.5%	2,934	13.4%	4,044	17.3%
▲ Millenials (Born 1982 to 2001)	5,451	27.0%	6,881	31.4%	7,386	31.7%
↓ Survivors (Born 1961 to 1981)	7,785	38.5%	7,527	34.4%	7,808	33.5%
↓ Boomers (Born 1943 to 1960)	3,834	19.0%	3,597	16.4%	3,339	14.3%
↓ Silents (Born 1925 to 1942)	1,187	5.9%	905	4.1%	746	3.2%
↓ Builders (Born 1924 and earlier)	293	1.4%	64	0.3%	3	0.0%

AGE			
▲ Average Age	37.5	39.0	40.8
▲ Median Age	35.5	37.7	40.4

INCOME			
▲ Average Household Income	\$60,900	\$78,279	\$89,027
▲ Median Household Income	\$47,320	\$56,440	\$63,884
▲ Per Capita Income	\$27,330	\$35,704	\$40,968

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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	574	6.3%	1,193	11.9%	1,652	15.4%
▲ \$100,000 to \$149,999	1,107	12.2%	1,295	13.0%	1,584	14.8%
▲ \$75,000 to \$99,999	1,018	11.2%	1,143	11.4%	1,272	11.9%
↓ \$50,000 to \$74,999	1,335	14.7%	1,748	17.5%	1,720	16.0%
↓ \$35,000 to \$49,999	1,304	14.4%	1,176	11.8%	1,181	11.0%
↓ \$25,000 to \$34,999	946	10.4%	984	9.8%	1,013	9.4%
↓ \$15,000 to \$24,999	1,210	13.3%	1,064	10.6%	1,043	9.7%
↓ Under \$15,000	1,577	17.4%	1,389	13.9%	1,270	11.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,018	5.0%	957	4.4%	919	3.9%
▲ Required Formal Schooling (5-17)	2,138	10.6%	2,510	11.5%	2,758	11.8%
↓ College Years, Career Starts (18-24)	2,006	9.9%	1,229	5.6%	1,211	5.2%
↓ Singles and Young Families (25-34)	4,831	23.9%	5,119	23.4%	4,239	18.2%
▲ Families, Empty Nesters (35-54)	6,253	30.9%	7,275	33.2%	8,407	36.0%
▲ Enrichment Years Singles/Couples (55-64)	2,157	10.7%	2,450	11.2%	2,754	11.8%
▲ Retirement Opportunities (65+)	1,858	9.2%	2,367	10.8%	3,039	13.0%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,018	5.0%	957	4.4%	919	3.9%
5 to 9 years	867	4.3%	1,046	4.8%	1,022	4.4%
▲ 10 to 14 years	787	3.9%	931	4.2%	1,119	4.8%
▲ 15 to 17 years	484	2.4%	533	2.4%	617	2.6%
18 to 20 years	622	3.1%	510	2.3%	548	2.3%
↓ 21 to 24 years	1,384	6.8%	719	3.3%	663	2.8%
↓ 25 to 29 years	2,501	12.4%	1,816	8.3%	1,525	6.5%
30 to 34 years	2,330	11.5%	3,303	15.1%	2,714	11.6%
35 to 39 years	1,996	9.9%	2,249	10.3%	2,303	9.9%
▲ 40 to 44 years	1,563	7.7%	1,948	8.9%	2,334	10.0%
▲ 45 to 49 years	1,396	6.9%	1,672	7.6%	2,078	8.9%
50 to 54 years	1,298	6.4%	1,406	6.4%	1,692	7.3%
55 to 59 years	1,167	5.8%	1,259	5.7%	1,442	6.2%
▲ 60 to 64 years	990	4.9%	1,191	5.4%	1,312	5.6%
▲ 65 to 69 years	631	3.1%	914	4.2%	1,062	4.6%
▲ 70 to 74 years	348	1.7%	606	2.8%	913	3.9%
75 to 84 years	554	2.7%	529	2.4%	787	3.4%
↓ 85 or more years	325	1.6%	318	1.5%	277	1.2%

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Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	18,975			
▲ Single (Never Married)	9,738	51.3%	32.9%	156
↓ Married	6,012	31.7%	50.2%	63
Divorced/Widowed	3,225	17.0%	16.9%	100
Marital Status Females 15 and Older (2016)	10,066			
▲ Single (Never Married)	5,056	50.2%	29.8%	169
↓ Married	3,017	30.0%	48.8%	61
Divorced/Widowed	1,993	19.8%	21.4%	93
Marital Status Males 15 and Older (2016)	8,909			
▲ Single (Never Married)	4,682	52.6%	36.2%	145
↓ Married	2,995	33.6%	51.6%	65
Divorced/Widowed	1,232	13.8%	12.3%	113
FAMILY STRUCTURE				
Households By Type (2016)	9,993			
↓ Married Couple	2,166	21.7%	48.5%	45
Other Family - Male Head of Household	474	4.7%	4.9%	96
Other Family - Female Head of Household	1,503	15.0%	13.0%	116
▲ Non Family - Male Head of Household	2,653	26.5%	15.8%	168
▲ Non Family - Female Head of Household	3,198	32.0%	17.7%	180
Households With Children 0 to 18 (2016)	2,071			
↓ Married Couple Family	931	45.0%	65.2%	69
▲ Other Family - Male Head of Household	224	10.8%	8.5%	128
▲ Other Family - Female Head of Household	892	43.1%	25.3%	170
▲ Non Family	24	1.2%	1.0%	120
Population By Household Type (2016)	21,909			
Group Quarters	562	2.6%	2.5%	102

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	562			
↓ Correctional Facilities	30	5.3%	30.0%	18
↓ College Dorms	19	3.4%	31.9%	11
↓ Military	0	0.0%	4.2%	0
Nursing Homes	113	20.1%	18.7%	107
▲ Other	400	71.2%	15.2%	468
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	21,909			
↓ White (Non-Hispanic)	9,818	44.8%	61.3%	73
▲ African-American (Non-Hisp)	6,029	27.5%	12.3%	223
↓ Hispanic/Latino	2,740	12.5%	17.8%	70
↓ Native American (Non-Hisp)	73	0.3%	0.7%	45
▲ Asian (Non-Hisp)	1,865	8.5%	5.3%	161
▲ Hawaiian & Pacific Islander (Non-Hisp)	53	0.2%	0.2%	144
▲ Other Races & Multiple Races (Non-Hisp)	1,331	6.1%	2.4%	254
Asian Population By Race (2016)	1,905			
▲ Chinese	840	44.1%	22.3%	197
↓ Japanese	75	3.9%	5.0%	78
↓ Indian	142	7.5%	19.5%	38
↓ Korean	121	6.4%	9.6%	66
↓ Vietnamese	128	6.7%	11.0%	61
Other Asian Races	599	31.4%	32.5%	97
Hispanic/Latino Population By Race (2016)	2,740			
↓ White	962	35.1%	53.0%	66
▲ African-American	174	6.4%	2.5%	254
▲ Native American	101	3.7%	1.4%	269
▲ Asian	40	1.5%	0.4%	349
▲ Other Races & Multiple Races	1,463	53.4%	42.7%	125
Hispanic/Latino Population By Origin (2016)	2,740			
Mexican	1,588	58.0%	62.4%	93
↓ Puerto Rican	173	6.3%	9.5%	67
↓ Cuban	61	2.2%	3.5%	63
▲ Other Hispanic Origin	918	33.5%	24.6%	136

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	4,591			
↓ Pre-Primary (Public)	119	2.6%	3.4%	75
Pre-Primary (Private)	141	3.1%	2.6%	117
↓ Elementary/High School (Public)	1,875	40.8%	58.9%	69
↓ Elementary/High School (Private)	216	4.7%	6.6%	71
▲ Enrolled in College	2,241	48.8%	28.4%	172
Population By Education Completed (Age 25 and over) (2016)	17,213			
↓ Elementary (Less than 9 years)	677	3.9%	5.8%	68
↓ Some High School (9 to 11 years)	819	4.8%	7.8%	61
↓ High School Graduate (12 years)	2,804	16.3%	27.9%	58
Some College (13 to 15 years)	3,653	21.2%	21.2%	100
↓ Associate Degree	896	5.2%	8.0%	65
▲ Bachelor's Degree	4,920	28.6%	18.3%	156
▲ Graduate Degree	3,444	20.0%	11.0%	181
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	11,826			
TOTAL WHITE COLLAR	8,379	70.9%	61.5%	115
▲ Executive and Managerial	1,432	12.1%	9.7%	124
▲ Professional Specialty	2,912	24.6%	16.6%	149
▲ Technical Support	1,651	14.0%	8.3%	169
↓ Sales	1,001	8.5%	10.9%	78
↓ Administrative Support & Clerical	1,383	11.7%	16.0%	73
↓ TOTAL BLUE COLLAR	3,448	29.2%	38.5%	76
Service: Private Households	390	3.3%	3.7%	89
Service: Protective	215	1.8%	2.2%	82
Service: Other	1,000	8.5%	7.5%	113
↓ Farming, Forestry & Fishing	11	0.1%	0.7%	13
↓ Precision Production and Craft	575	4.9%	11.0%	44
↓ Operators and Assemblers	148	1.3%	3.2%	39
Transportation and Material Moving	730	6.2%	6.2%	100
↓ Laborers	379	3.2%	4.0%	79

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	18,803			
Employed	11,937	63.5%	58.1%	109
▲ Unemployed	1,442	7.7%	5.6%	136
↓ Not in Labor Force	5,425	28.9%	36.3%	79
Total Female Pop. By Work Status (Age 20 to 64) (2013)	7,598			
TOTAL WORKING	5,206	68.5%	66.8%	103
▲ With No Own Children	4,405	58.0%	42.2%	137
↓ With Own Children Age 0 to 5 only	285	3.8%	5.5%	69
↓ With Own Children Age 6 to 17 only	356	4.7%	14.8%	32
↓ With Own Children Both Age 0 to 5 and 6 to 17	160	2.1%	4.3%	49
▲ TOTAL NOT WORKING (UNEMPLOYED)	630	8.3%	6.2%	133
▲ With No Own Children	395	5.2%	3.8%	139
▲ With Own Children Age 0 to 5 only	84	1.1%	0.7%	168
▲ With Own Children Age 6 to 17 only	137	1.8%	1.3%	143
↓ With Own Children Both Age 0 to 5 and 6 to 17	14	0.2%	0.5%	34
TOTAL NOT IN THE LABOR FORCE	1,762	23.2%	27.0%	86
With No Own Children	1,382	18.2%	17.1%	106
↓ With Own Children Age 0 to 5 only	153	2.0%	2.6%	77
↓ With Own Children Age 6 to 17 only	208	2.7%	4.6%	59
↓ With Own Children Both Age 0 to 5 and 6 to 17	19	0.3%	2.6%	9
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	9,993			
Above Poverty Line (Households with Children)	3,675	63.0%	59.6%	106
Above Poverty Line (Households without Children)	1,330	22.8%	26.5%	86
Below Poverty Line (Households with Children)	467	8.0%	7.9%	102
Below Poverty Line (Households without Children)	359	6.2%	6.0%	102
Households By Presence of Retirement Income (2013)	9,071			
↓ With Retirement Income	813	9.0%	17.6%	51
Without Retirement Income	8,427	92.9%	81.5%	114

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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				
Occupied Units By Type (2016)	9,993			
↓ Owner Occupied	3,165	31.7%	65.0%	49
▲ Renter Occupied	6,828	68.3%	35.0%	195
▲ Median Rent (2013)	\$1,108		\$904	123
Structures By Number of Units (2016)	10,955			
↓ Single Unit	3,999	36.5%	67.3%	54
▲ 3 to 4 Units	3,849	35.1%	8.1%	433
▲ 5 to 19 Units	1,922	17.5%	9.3%	188
▲ 20 to 49 Units	935	8.5%	3.6%	237
↓ 50 or more Units	199	1.8%	5.1%	35
↓ Mobile Home	50	0.5%	6.4%	7
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.58		2.57	23
Owner-Occupied Property Values (2016)	3,165			
↓ Under \$40,000	77	2.4%	7.2%	34
↓ \$40,000 to \$59,999	19	0.6%	3.7%	16
↓ \$60,000 to \$79,999	17	0.5%	5.1%	10
↓ \$80,000 to \$99,999	13	0.4%	6.5%	6
↓ \$100,000 to 149,999	103	3.3%	15.1%	22
↓ \$150,000 to \$199,999	34	1.1%	14.6%	7
↓ \$200,000 to \$299,999	220	7.0%	18.1%	38
▲ \$300,000 to \$499,999	1,027	32.4%	16.9%	192
▲ \$500,000 to \$999,999	1,289	40.7%	9.7%	420
▲ \$1,000,000 and over	366	11.6%	3.0%	382
▲ Median Property Value	\$561,079		\$192,432	292

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	Number	Percent		
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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	10,955			
▲ 2010 and later	963	8.8%	5.5%	159
↓ 2000 to 2009	338	3.1%	14.6%	21
↓ 1990 to 1999	254	2.3%	13.4%	17
↓ 1980 to 1989	308	2.8%	13.2%	21
↓ 1970 to 1979	455	4.2%	15.0%	28
↓ 1960 to 1969	722	6.6%	10.4%	63
↓ 1950 to 1959	836	7.6%	10.3%	74
▲ 1949 or earlier	7,080	64.6%	17.7%	365
Households By Number of Persons (2016)	9,993			
▲ 1 Person Household	3,864	38.7%	27.3%	142
2 Person Household	3,330	33.3%	32.3%	103
3 Person Household	1,424	14.2%	16.2%	88
↓ 4 Person Household	786	7.9%	13.1%	60
↓ 5 Person Household	349	3.5%	6.5%	54
↓ 6 Person Household	134	1.3%	2.8%	48
↓ 7 or more Person Household	106	1.1%	1.9%	56
Average Persons Per Household	2.2		2.6	84
Households By Heating Type (2013)	9,240			
▲ Utility and Other Gas	6,726	72.8%	54.0%	135
↓ Electric	2,207	23.9%	36.1%	66
↓ Oil	3	0.0%	6.1%	1
↓ Coal and Wood	58	0.6%	2.2%	28
▲ Solar/Other Fuel	61	0.7%	0.5%	133
▲ No Fuel Used	185	2.0%	0.9%	212

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TRANSPORTATION				
Households By Number of Vehicles (2016)	9,993			
▲ No Vehicles	2,145	21.5%	9.0%	239
▲ 1 Vehicle	4,806	48.1%	33.7%	143
↓ 2 Vehicle	2,424	24.3%	37.5%	65
↓ 3 or more Vehicles	618	6.2%	19.8%	31
Workers By Travel Time to Work (2016)	10,886			
Less than 15 minutes	2,407	22.1%	27.3%	81
15 to 29 minutes	3,672	33.7%	36.5%	92
▲ 30 to 44 minutes	2,705	24.8%	20.2%	123
▲ 45 to 59 minutes	1,043	9.6%	7.7%	124
60 or more minutes	1,058	9.7%	8.3%	117
Average Travel Time to Work (minutes)	30.9		28.2	109
Workers By Type of Transportation to Work (2016)	10,806			
↓ Drive Alone	5,043	46.7%	76.9%	61
Car Pool	1,020	9.4%	9.6%	99
▲ Public Transportation	3,208	29.7%	5.1%	581
▲ Walk to Work	448	4.1%	2.8%	148
▲ Other Means	302	2.8%	1.2%	225
▲ Work at Home	785	7.3%	4.4%	166

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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.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	6,775	67.8%	18.4%	369
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,530	25.3%	14.7%	173
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	261	2.6%	31.4%	8
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	243	2.4%	15.1%	16
4	Rural Families (27, 26, 29, 33, 35 and 38)	116	1.2%	13.1%	9
5	Senior Life (7, 20, 21, 22, 30 and 31)	55	0.6%	6.9%	8

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.		
45	Struggling Urban Diversity	4,858	48.6%	2.5%	1979
12	Educated New Starters	1,559	15.6%	2.9%	531
46	Struggling Black Households	1,015	10.2%	2.5%	404
24	Metro Multi-Ethnic Diversity	741	7.4%	2.7%	270
15	Reliable Young Starters	724	7.2%	4.3%	170
8	Rising Potential Professionals	227	2.3%	2.3%	97
28	Building Country Families	175	1.8%	2.8%	63
4	Educated Mid-Life Families	149	1.5%	3.4%	44
14	Secure Mid-Life Families	93	0.9%	0.7%	142
32	Working Urban Life	84	0.8%	1.7%	51
29	Working Country Families	62	0.6%	1.0%	64
27	Country Family Diversity	54	0.5%	0.3%	159
25	Working Country Consumers	51	0.5%	4.1%	12
20	Cautious and Mature	40	0.4%	2.6%	15
23	Established Empty-Nesters	35	0.4%	3.4%	10
40	Surviving Urban Diversity	29	0.3%	4.0%	7
43	Laboring Urban Diversity	24	0.2%	0.5%	47
48	Struggling Urban Life	21	0.2%	0.8%	26
49	Exception Households	18	0.2%	0.2%	72
37	Rising Multi-Ethnic Urbanites	14	0.1%	0.6%	25

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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.		
30	Urban Senior Life	8	0.1%	0.8%	10
21	Mature and Stable	6	0.1%	0.6%	11
19	Educated and Promising	6	0.1%	0.1%	77
36	Working Diverse Urbanites	2	0.0%	0.4%	5
1	Traditional Affluent Families	1	0.0%	3.5%	0
7	Prosperous and Mature	1	0.0%	0.5%	2
44	Laboring Urban Life	1	0.0%	0.1%	13
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
18	Working Urban Families	0	0.0%	4.0%	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
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	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
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
TOTALS		9,998	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	31.0%	35.4%	87
↓ Somewhat Involved with Their Faith	23.7%	29.9%	79
▲ Not Involved with Their Faith	44.4%	34.7%	128

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	14.9%	22.1%	68
Decreased Their Involvement with Their Faith in the Last 10 Years	24.1%	23.7%	102

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	165
↓ Baptist	11.9%	16.1%	74
↓ Catholic	18.8%	23.7%	79
↓ Congregational	1.4%	2.0%	73
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	236
Episcopal	3.0%	2.9%	103
↓ Holiness	0.4%	0.8%	51
▲ Jehovah's Witnesses	2.1%	1.1%	197
Judaism	3.3%	3.2%	104
↓ Lutheran	5.6%	7.2%	77
↓ Methodist	5.3%	10.1%	53
▲ Mormon	2.2%	1.8%	127
▲ New Age	1.5%	0.6%	254
▲ Non-Denominational / Independent	10.7%	6.9%	155
↓ Orthodox	0.2%	0.3%	60
Pentecostal	2.6%	2.4%	107
↓ Presbyterian / Reformed	3.7%	4.6%	81
▲ Unitarian / Universalist	0.9%	0.7%	133
▲ Interested but No Preference	6.7%	3.9%	172
▲ Not Interested and No Preference	17.7%	11.1%	160
▲ Likely to Have Changed Their Preference in the Last 10 Years	18.7%	16.8%	111

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	13.7%	11.7%	117
▲ Lets them do what they want and stays out of the way	6.6%	4.8%	138
Works with them on deciding what to do and helps them do it	75.3%	79.6%	95

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.5%	43.5%	95
↓ Finding/Providing Health Insurance	23.6%	29.0%	81
Day-to-Day Financial Worries	31.4%	31.6%	99
▲ Finding Employment Opportunities	18.4%	14.4%	128
▲ Finding Affordable Housing	23.3%	11.3%	206
Providing Adequate Food	8.2%	8.6%	96
↓ Finding Child Care	5.4%	6.3%	86
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.2%	16.7%	91
↓ Dealing With Teen / Child Problems	18.3%	20.7%	88
↓ Finding/Providing Aging Parent Care	11.7%	15.5%	76
▲ Dealing With Abusive Relationships	13.4%	11.4%	118
↓ Dealing With Divorce	2.7%	4.5%	61
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	45.6%	27.0%	169
↓ Finding/Providing Good Schools	18.7%	23.5%	80
↓ Dealing with Problems in Schools	10.3%	13.6%	76
▲ Dealing With Racial / Ethnic Prejudice	24.5%	13.1%	187
▲ Dealing With Neighborhood Gangs	18.3%	8.5%	216
▲ Dealing with Social Injustice	17.2%	11.3%	152
HOPES AND DREAMS:			
Achieving Long-term Financial Security	50.0%	50.6%	99
Finding Time for Recreation / Leisure	23.2%	25.3%	92
Finding Better Quality Healthcare	21.7%	23.9%	91
Finding A Satisfying Job / Career	18.0%	19.3%	93
↓ Finding Retirement Opportunities	14.3%	18.9%	76
↓ Achieving A Fulfilling Marriage	14.2%	22.3%	64
↓ Developing Parenting Skills	9.0%	14.7%	61
▲ Achieving Educational Objectives	9.1%	7.5%	121
SPIRITUAL / PERSONAL:			
Dealing With Stress	26.8%	29.8%	90
▲ Finding Companionship	22.3%	17.3%	129
↓ Finding A Good Church	9.8%	15.2%	65
Finding Spiritual Teaching	12.1%	12.9%	94
Finding Life Direction	13.7%	14.0%	98

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	83.1%	84.5%	98
"God is actively involved in the world including nations and their governments"	59.4%	63.8%	93

SOCIETY:

"It is important to preserve the traditional American family structure"	86.5%	91.5%	95
"A healthy environment has become a national crisis"	82.9%	82.8%	100
"Public education is essential to the future of American society"	92.2%	94.0%	98

INSTITUTIONAL ROLES:

▲ "Government should be the primary provider of human welfare services"	55.4%	50.1%	111
"The role of Churches / Synagogues is to help form and support moral values"	78.5%	81.1%	97
▲ "Churches and religious organizations should provide more human services"	69.6%	62.6%	111

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	43.1%	36.3%	119
↓ "The changing racial / ethnic face of America is a threat to our national heritage"	30.4%	36.3%	84

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.6%	59.8%	100
More than \$500 per year	28.8%	31.2%	92
↓ More than \$1,000 per year	14.9%	17.4%	86

TO CHARITIES:

More than \$100 per year	36.3%	33.7%	108
More than \$500 per year	7.4%	6.8%	109
▲ More than \$1,000 per year	2.7%	2.3%	117

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	20.2%	16.1%	125
▲ More than \$500 per year	5.5%	4.3%	128
More than \$1,000 per year	2.4%	2.2%	109

Ministry Area Profile 2016
Compass
REPORT

Sacred Heart Parish

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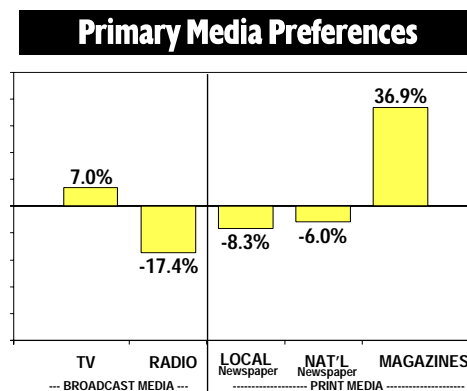
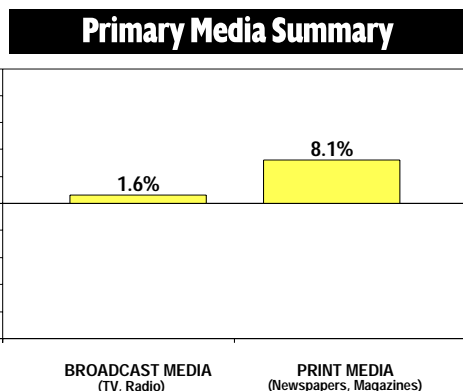
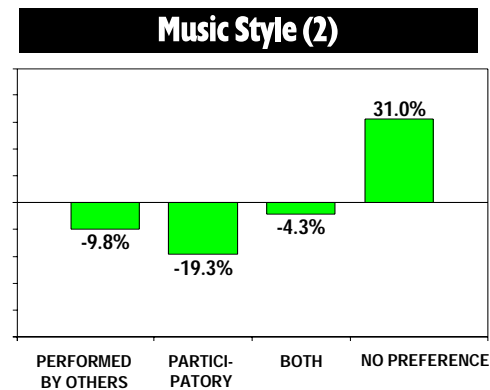
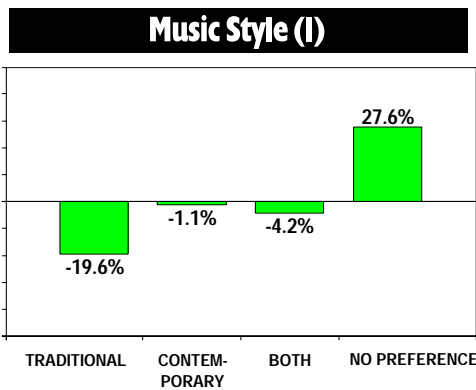
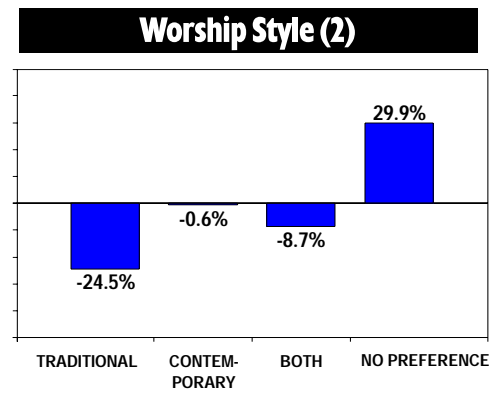
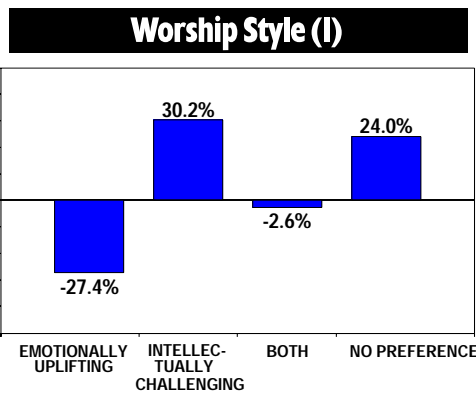
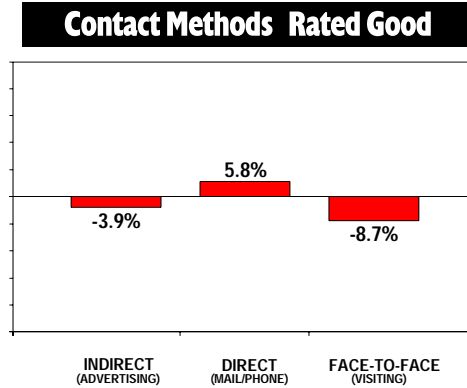
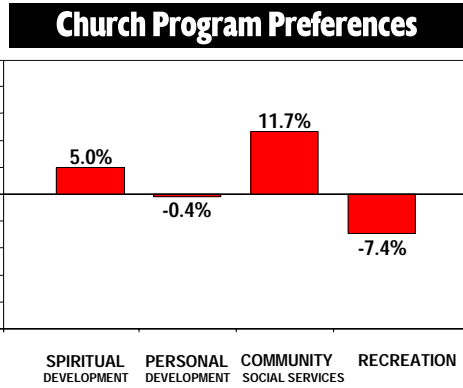
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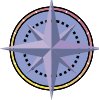
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
Bible Study Discussion and Prayer Groups	41.8%	41.1%	102
Adult Theological Discussion Groups	21.3%	22.5%	95
▲ Spiritual Retreats	15.9%	11.6%	137
<i>PERSONAL DEVELOPMENT:</i>			
↓ Marriage Enrichment Opportunities	13.2%	15.2%	87
Parent Training Programs	8.5%	7.8%	109
▲ Twelve Step Programs	5.1%	3.5%	148
↓ Divorce Recovery	1.9%	2.4%	80
<i>COMMUNITY/SOCIAL SERVICES:</i>			
▲ Personal or Family Counseling	25.9%	22.5%	115
▲ Care for the Terminally Ill	19.7%	15.7%	126
Food and Clothing Resources	11.1%	11.1%	100
Day Care Services	5.7%	6.1%	94
Church Sponsored Day-School	5.7%	5.7%	101
<i>RECREATION:</i>			
↓ Youth Social Programs	24.1%	29.7%	81
↓ Family Activities and Outings	24.2%	32.8%	74
Active Retirement Programs	27.2%	26.8%	102
▲ Cultural Programs (Music, Drama, Art)	24.3%	18.9%	129
Sports or Camping	6.1%	6.3%	97

SUMMARY	
Spiritual Development Index	105
Personal Development Index	100
▲ Community/Social Services Index	112
Recreation Index	93



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	19.1%	26.4%	73
▲ B. Intellectually Challenging	14.5%	11.1%	130
C. Both A and B	38.1%	39.2%	97
▲ D. No Preference or Not Interested	29.0%	23.4%	124

PART 2:

↓ A. Traditional/Formal/Ceremonial	15.3%	20.2%	76
B. Contemporary/Informal	26.1%	26.3%	99
C. Both A and B	24.2%	26.5%	91
▲ D. No Preference or Not Interested	35.0%	26.9%	130

MUSIC STYLE INDICATOR

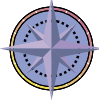
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	19.6%	24.4%	80
B. Contemporary	19.5%	19.7%	99
C. Both A and B	29.8%	31.1%	96
▲ D. No Preference or Not Interested	31.6%	24.8%	128

PART 2:

A. Performed by Others	16.9%	18.7%	90
↓ B. Participatory	18.5%	22.9%	81
C. Both A and B	30.8%	32.2%	96
▲ D. No Preference or Not Interested	34.3%	26.2%	131



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	21.0%	22.0%	95
B. Personal Spiritual Development	15.6%	14.3%	109
↓ C. Both A and B	31.9%	37.4%	85
▲ D. No Preference or Not Interested	31.8%	26.3%	121

PART 2:

A. Global Mission	5.9%	6.2%	95
B. Local Mission	29.8%	33.3%	90
↓ C. Both A and B	26.2%	30.1%	87
▲ D. No Preference or Not Interested	38.7%	30.4%	127

CHURCH ARCHITECTURE INDICATOR

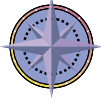
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.1%	26.6%	83
▲ B. Contemporary	19.1%	15.9%	120
↓ C. Both A and B	27.9%	32.3%	86
▲ D. No Preference or Not Interested	31.2%	25.1%	124

PART 2:

A. Somber/Serious	10.0%	9.4%	107
B. Light and Airy	33.5%	34.7%	97
↓ C. Both A and B	22.9%	27.7%	83
▲ D. No Preference or Not Interested	33.1%	28.2%	117



Date: 6/20/2016

Prepared For:
 Sacred Heart 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	50.6%	47.3%	107
↓ Radio	11.0%	13.3%	83

PRINT MEDIA:

Local Newspaper	37.6%	36.1%	104
National Newspaper	4.1%	4.3%	94
▲ Magazines	4.7%	2.4%	196

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

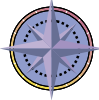
Television	28.7%	31.9%	90
Radio	25.9%	23.8%	109

PRINT MEDIA:

Local Newspaper	30.0%	32.7%	92
▲ National Newspaper	8.1%	5.8%	140
▲ Magazines	9.6%	7.0%	137

SUMMARY

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



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↓ 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:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	36.4%	36.2%	101
↓ Putting Ad in Local Newspaper	30.2%	33.8%	89
Local Cable Channels	29.9%	30.4%	98
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	53.5%	53.7%	100
▲ Calling and Offering to Send Information By Mail	32.7%	29.5%	111
▲ Calling and Discussing on the Phone	14.5%	12.0%	121
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	17.3%	20.1%	86
Going Door to Door	13.9%	14.0%	99

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	18.2%	19.6%	93
▲ Putting Ad in Local Newspaper	25.7%	21.5%	119
Local Cable Channels	30.3%	30.7%	99
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.6%	13.3%	124
Calling and Offering to Send Information By Mail	34.4%	34.0%	101
Calling and Discussing on the Phone	59.3%	60.6%	98
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	51.3%	49.6%	103
Going Door to Door	61.5%	64.0%	96

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	96
Direct Methods Index	106
Face-to-Face Methods Index	91

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	103
Direct Methods Index	102
Face-to-Face Methods Index	99