

**ministry**  
**area**   
**profile** **2016**

Saint Ambrose Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Ambrose Parish

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Custom Polygon

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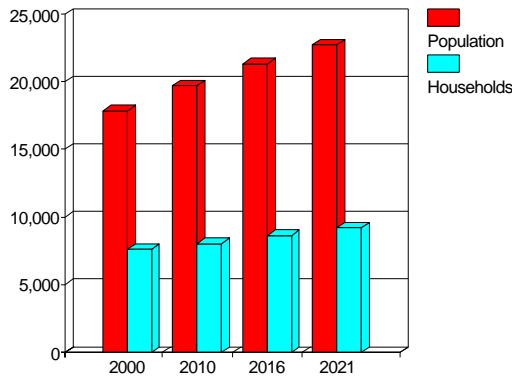
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 21,330 persons residing in the defined study area. This represents an increase of 3,460 or 19.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 6.4% or 1,371 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 17 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rising Potential Professionals* representing 37.5% 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 53.5% of the population and all other racial/ethnic groups make up 46.5% which is somewhat above the national average of 39%. The largest of these groups, *Asians*, accounts for 23.7% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 10.3% 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 6,783 persons or 31.8% 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 *very high*. While 95.6% 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 71.9% 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: *Social Injustice, Affordable Housing, Time for Recreation/Leisure, Neighborhood Gangs, Finding Companionship* 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 \$117,776 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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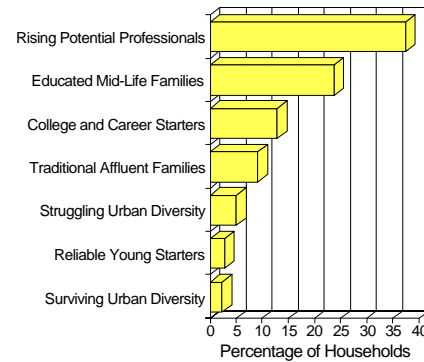
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### Population and Households

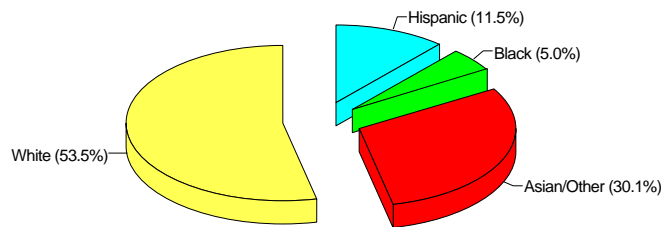


### Primary U.S. Lifestyles Segments-2016

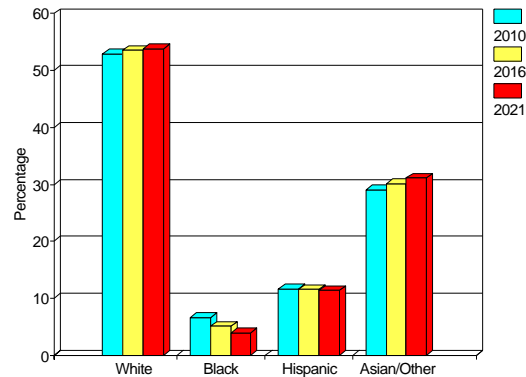


The population in the study area has increased by 1641 persons, or 8.3% since 2010 and is projected to increase by 1371 persons, or 6.4% between 2016 and 2021. The number of households has increased by 630, or 7.9% since 2010 and is projected to increase by 559, or 6.5% between 2016 and 2021.

### Population By Race/Ethnicity-2016

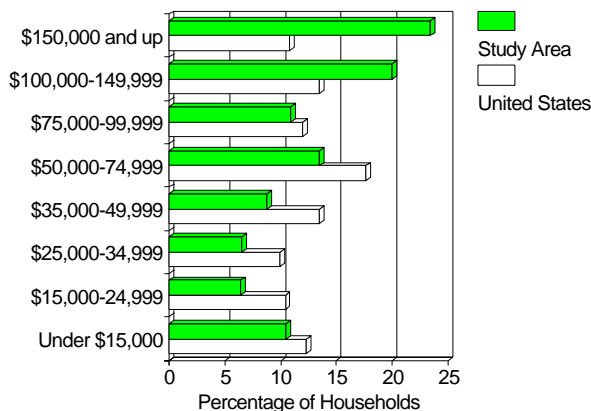


### Population By Race/Ethnicity Trend

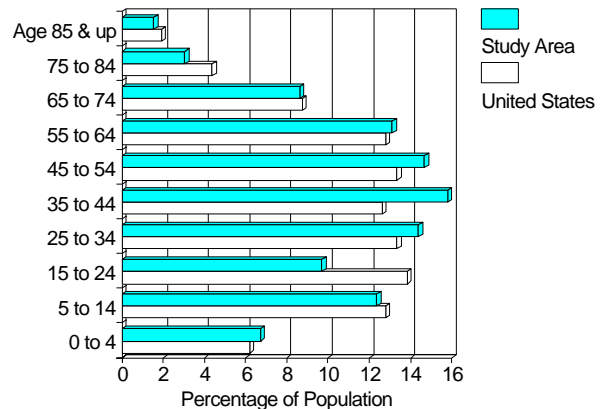


Between 2016 and 2021, the White population is projected to increase by 800 persons and to increase from 53.5% to 53.8% of the total population. The Black population is projected to decrease by 189 persons and to decrease from 5.0% to 3.9% of the total. The Hispanic/Latino population is projected to increase by 126 persons and to decrease from 11.5% to 11.3% of the total. The Asian/Other population is projected to increase by 633 persons and to increase from 30.1% to 31.0% of the total population.

### Households By Income-2016



### Population by Age-2016

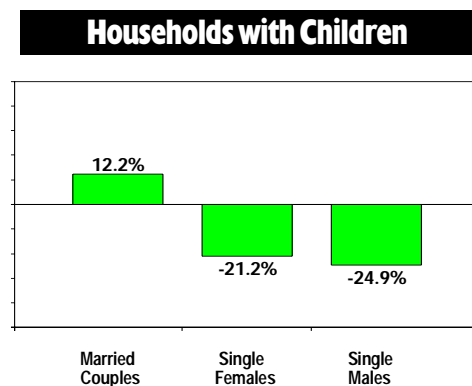
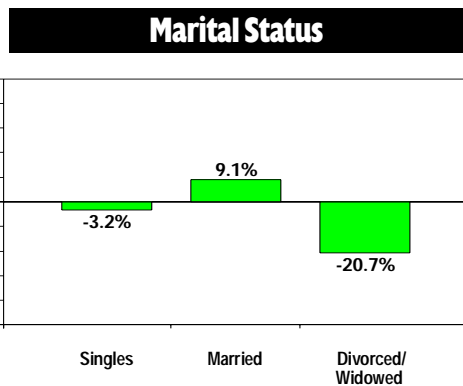
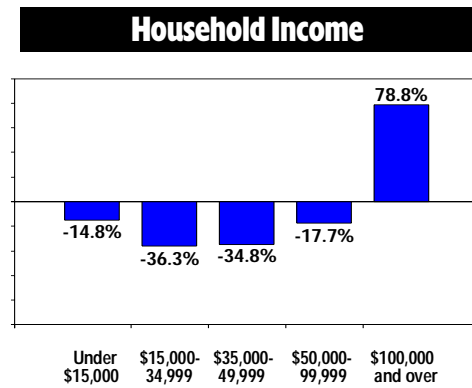
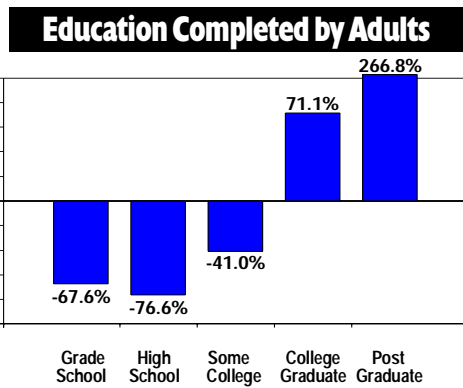
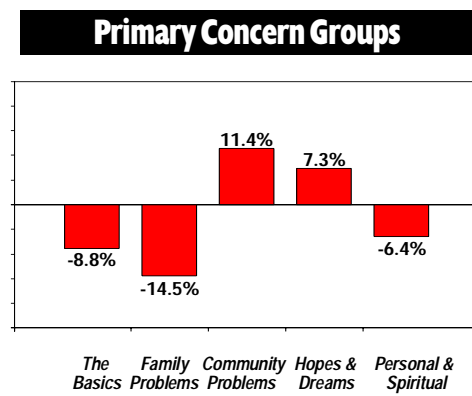
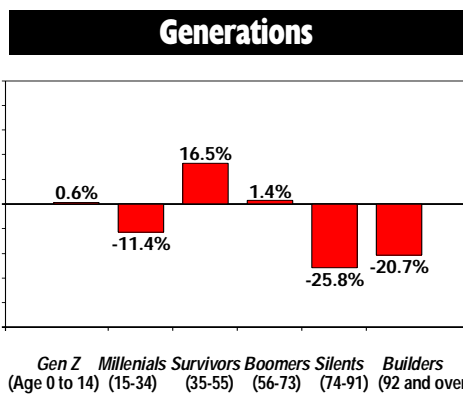
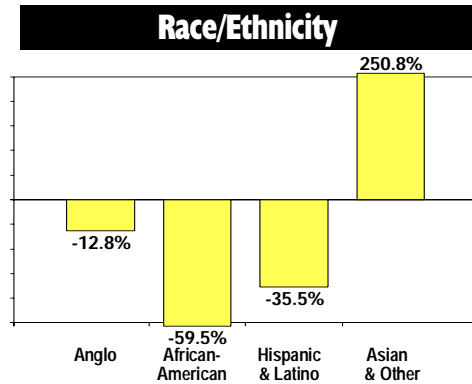
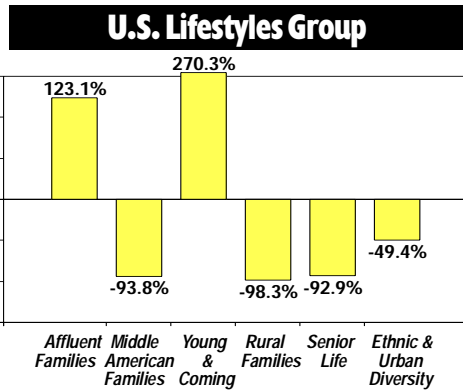


The average household income in the study area is \$117776 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.0 and is projected to increase to 40.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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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>	17,870	19,689	21,330	22,701		
Population Change		1,819	1,641	1,371		
Percentage Change		10.2%	8.3%	6.4%		
Average Annual Growth Rate		1.0%	1.4%	1.3%		
▲ <b>Density (Pop. per square mile)</b>	8,197	9,032	9,784	10,413		
HOUSEHOLDS						
▲ <b>Households</b>	7,626	7,988	8,618	9,177		
Household Change		362	630	559		
Percentage Change		4.7%	7.9%	6.5%		
Average Annual Growth Rate		0.5%	1.3%	1.3%		
Persons Per Household	2.31	2.43	2.44	2.44		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ <b>White (Non-Hispanic)</b>	10,397	52.8%	11,406	53.5%	12,206	53.8%
↓ African-American (Non-Hisp)	1,291	6.6%	1,064	5.0%	875	3.9%
↓ Hispanic/Latino	2,281	11.6%	2,448	11.5%	2,574	11.3%
▲ <b>Asian/Other (Non-Hisp)</b>	5,719	29.0%	6,413	30.1%	7,046	31.0%
POPULATION BY GENDER						
↓ Female	10,315	52.4%	11,131	52.2%	11,823	52.1%
▲ <b>Male</b>	9,374	47.6%	10,199	47.8%	10,878	47.9%
POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	2,501	12.7%	4,075	19.1%	5,503	24.2%
Millennials (Born 1982 to 2001)	4,300	21.8%	5,135	24.1%	5,297	23.3%
↓ Survivors (Born 1961 to 1981)	6,906	35.1%	6,784	31.8%	7,177	31.6%
↓ Boomers (Born 1943 to 1960)	4,345	22.1%	4,215	19.8%	3,871	17.1%
↓ Silents (Born 1925 to 1942)	1,333	6.8%	1,055	4.9%	850	3.7%
↓ Builders (Born 1924 and earlier)	284	1.4%	66	0.3%	3	0.0%
AGE						
▲ <b>Average Age</b>	37.7		39.0		40.2	
▲ <b>Median Age</b>	39.6		41.0		42.5	
INCOME						
▲ <b>Average Household Income</b>	\$87,206		\$117,776		\$131,429	
▲ <b>Median Household Income</b>	\$75,498		\$88,547		\$98,846	
▲ <b>Per Capita Income</b>	\$35,380		\$47,585		\$53,131	

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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	1,413	17.7%	2,019	23.4%	2,627	28.6%
\$100,000 to \$149,999	1,375	17.2%	1,723	20.0%	1,798	19.6%
↓ \$75,000 to \$99,999	1,114	13.9%	939	10.9%	953	10.4%
↓ \$50,000 to \$74,999	1,226	15.3%	1,163	13.5%	1,157	12.6%
↓ \$35,000 to \$49,999	931	11.7%	753	8.7%	701	7.6%
\$25,000 to \$34,999	394	4.9%	563	6.5%	552	6.0%
↓ \$15,000 to \$24,999	773	9.7%	556	6.5%	530	5.8%
Under \$15,000	762	9.5%	903	10.5%	859	9.4%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,471	7.5%	1,434	6.7%	1,427	6.3%
▲ Required Formal Schooling (5-17)	3,052	15.5%	3,350	15.7%	3,579	15.8%
▲ College Years, Career Starts (18-24)	1,121	5.7%	1,359	6.4%	1,653	7.3%
↓ Singles and Young Families (25-34)	3,311	16.8%	3,067	14.4%	2,726	12.0%
↓ Families, Empty Nesters (35-54)	6,068	30.8%	6,504	30.5%	6,748	29.7%
Enrichment Years Singles/Couples (55-64)	2,604	13.2%	2,799	13.1%	2,989	13.2%
▲ Retirement Opportunities (65+)	2,042	10.4%	2,818	13.2%	3,579	15.8%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,471	7.5%	1,434	6.7%	1,427	6.3%
↓ 5 to 9 years	1,287	6.5%	1,302	6.1%	1,337	5.9%
10 to 14 years	1,128	5.7%	1,339	6.3%	1,381	6.1%
▲ 15 to 17 years	637	3.2%	709	3.3%	861	3.8%
▲ 18 to 20 years	407	2.1%	617	2.9%	742	3.3%
21 to 24 years	714	3.6%	742	3.5%	911	4.0%
25 to 29 years	1,446	7.3%	1,011	4.7%	1,358	6.0%
30 to 34 years	1,865	9.5%	2,056	9.6%	1,368	6.0%
↓ 35 to 39 years	1,737	8.8%	1,652	7.7%	1,415	6.2%
40 to 44 years	1,575	8.0%	1,723	8.1%	1,813	8.0%
▲ 45 to 49 years	1,440	7.3%	1,643	7.7%	1,769	7.8%
▲ 50 to 54 years	1,316	6.7%	1,486	7.0%	1,751	7.7%
55 to 59 years	1,340	6.8%	1,400	6.6%	1,558	6.9%
60 to 64 years	1,264	6.4%	1,399	6.6%	1,431	6.3%
65 to 69 years	709	3.6%	1,142	5.4%	1,193	5.3%
▲ 70 to 74 years	424	2.2%	693	3.2%	1,168	5.1%
▲ 75 to 84 years	594	3.0%	651	3.1%	912	4.0%
↓ 85 or more years	315	1.6%	332	1.6%	306	1.3%

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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	17,254			
Single (Never Married)	5,497	31.9%	32.9%	97
Married	9,441	54.7%	50.2%	109
↓ Divorced/Widowed	2,317	13.4%	16.9%	79
<b>Marital Status Females 15 and Older (2016)</b>	9,142			
Single (Never Married)	2,723	29.8%	29.8%	100
Married	4,877	53.3%	48.8%	109
↓ Divorced/Widowed	1,542	16.9%	21.4%	79
<b>Marital Status Males 15 and Older (2016)</b>	8,113			
Single (Never Married)	2,774	34.2%	36.2%	95
Married	4,564	56.3%	51.6%	109
↓ Divorced/Widowed	775	9.6%	12.3%	78
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	8,618			
Married Couple	4,164	48.3%	48.5%	100
↓ Other Family - Male Head of Household	330	3.8%	4.9%	78
Other Family - Female Head of Household	979	11.4%	13.0%	87
Non Family - Male Head of Household	1,313	15.2%	15.8%	96
Non Family - Female Head of Household	1,832	21.3%	17.7%	120
<b>Households With Children 0 to 18 (2016)</b>	3,065			
Married Couple Family	2,243	73.2%	65.2%	112
↓ Other Family - Male Head of Household	195	6.4%	8.5%	75
↓ Other Family - Female Head of Household	612	20.0%	25.3%	79
↓ Non Family	16	0.5%	1.0%	54
<b>Population By Household Type (2016)</b>	21,330			
↓ Group Quarters	300	1.4%	2.5%	56



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	300			
↓ Correctional Facilities	3	1.0%	30.0%	3
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	11	3.7%	18.7%	20
<b>▲ Other</b>	<b>286</b>	<b>95.3%</b>	<b>15.2%</b>	<b>627</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	21,330			
White (Non-Hispanic)	11,406	53.5%	61.3%	87
↓ African-American (Non-Hisp)	1,064	5.0%	12.3%	41
↓ Hispanic/Latino	2,448	11.5%	17.8%	65
↓ Native American (Non-Hisp)	51	0.2%	0.7%	33
<b>▲ Asian (Non-Hisp)</b>	<b>5,024</b>	<b>23.6%</b>	<b>5.3%</b>	<b>446</b>
Hawaiian & Pacific Islander (Non-Hisp)	39	0.2%	0.2%	109
<b>▲ Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>1,298</b>	<b>6.1%</b>	<b>2.4%</b>	<b>254</b>
<b>Asian Population By Race (2016)</b>	5,053			
<b>▲ Chinese</b>	<b>2,107</b>	<b>41.7%</b>	<b>22.3%</b>	<b>187</b>
<b>▲ Japanese</b>	<b>604</b>	<b>12.0%</b>	<b>5.0%</b>	<b>238</b>
↓ Indian	312	6.2%	19.5%	32
<b>▲ Korean</b>	<b>936</b>	<b>18.5%</b>	<b>9.6%</b>	<b>192</b>
↓ Vietnamese	127	2.5%	11.0%	23
↓ Other Asian Races	967	19.1%	32.5%	59
<b>Hispanic/Latino Population By Race (2016)</b>	2,448			
White	1,309	53.5%	53.0%	101
African-American	50	2.0%	2.5%	82
<b>▲ Native American</b>	<b>73</b>	<b>3.0%</b>	<b>1.4%</b>	<b>218</b>
<b>▲ Asian</b>	<b>29</b>	<b>1.2%</b>	<b>0.4%</b>	<b>283</b>
Other Races & Multiple Races	987	40.3%	42.7%	94
<b>Hispanic/Latino Population By Origin (2016)</b>	2,448			
Mexican	1,413	57.7%	62.4%	93
↓ Puerto Rican	96	3.9%	9.5%	41
↓ Cuban	39	1.6%	3.5%	45
<b>▲ Other Hispanic Origin</b>	<b>900</b>	<b>36.8%</b>	<b>24.6%</b>	<b>149</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	5,967			
Pre-Primary (Public)	166	2.8%	3.4%	81
▲ Pre-Primary (Private)	<b>407</b>	<b>6.8%</b>	<b>2.6%</b>	<b>260</b>
↓ Elementary/High School (Public)	2,536	42.5%	58.9%	72
Elementary/High School (Private)	360	6.0%	6.6%	91
▲ Enrolled in College	<b>2,498</b>	<b>41.9%</b>	<b>28.4%</b>	<b>147</b>
<b>Population By Education Completed (Age 25 and over) (2016)</b>	15,186			
↓ Elementary (Less than 9 years)	354	2.3%	5.8%	40
↓ Some High School (9 to 11 years)	314	2.1%	7.8%	27
↓ High School Graduate (12 years)	991	6.5%	27.9%	23
↓ Some College (13 to 15 years)	2,016	13.3%	21.2%	63
↓ Associate Degree	595	3.9%	8.0%	49
▲ Bachelor's Degree	<b>4,761</b>	<b>31.4%</b>	<b>18.3%</b>	<b>171</b>
▲ Graduate Degree	<b>6,155</b>	<b>40.5%</b>	<b>11.0%</b>	<b>367</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	10,853			
▲ TOTAL WHITE COLLAR	<b>9,117</b>	<b>84.0%</b>	<b>61.5%</b>	<b>137</b>
▲ Executive and Managerial	<b>1,379</b>	<b>12.7%</b>	<b>9.7%</b>	<b>130</b>
▲ Professional Specialty	<b>3,710</b>	<b>34.2%</b>	<b>16.6%</b>	<b>206</b>
▲ Technical Support	<b>2,195</b>	<b>20.2%</b>	<b>8.3%</b>	<b>244</b>
↓ Sales	670	6.2%	10.9%	57
↓ Administrative Support & Clerical	1,163	10.7%	16.0%	67
↓ TOTAL BLUE COLLAR	1,736	16.0%	38.5%	42
Service: Private Households	335	3.1%	3.7%	83
↓ Service: Protective	104	1.0%	2.2%	43
↓ Service: Other	451	4.2%	7.5%	56
↓ Farming, Forestry & Fishing	16	0.1%	0.7%	20
↓ Precision Production and Craft	390	3.6%	11.0%	33
↓ Operators and Assemblers	105	1.0%	3.2%	30
↓ Transportation and Material Moving	189	1.7%	6.2%	28
↓ Laborers	146	1.3%	4.0%	33

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	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	17,021			
Employed	10,917	64.1%	58.1%	110
↓ Unemployed	717	4.2%	5.6%	75
Not in Labor Force	5,387	31.6%	36.3%	87
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	6,678			
TOTAL WORKING	4,442	66.5%	66.8%	100
With No Own Children	2,781	41.6%	42.2%	99
▲ With Own Children Age 0 to 5 only	468	7.0%	5.5%	128
With Own Children Age 6 to 17 only	976	14.6%	14.8%	99
↓ With Own Children Both Age 0 to 5 and 6 to 17	217	3.2%	4.3%	75
TOTAL NOT WORKING (UNEMPLOYED)	383	5.7%	6.2%	92
With No Own Children	240	3.6%	3.8%	96
With Own Children Age 0 to 5 only	37	0.6%	0.7%	84
With Own Children Age 6 to 17 only	92	1.4%	1.3%	110
↓ With Own Children Both Age 0 to 5 and 6 to 17	14	0.2%	0.5%	38
TOTAL NOT IN THE LABOR FORCE	1,853	27.7%	27.0%	103
With No Own Children	1,011	15.1%	17.1%	89
▲ With Own Children Age 0 to 5 only	451	6.8%	2.6%	260
↓ With Own Children Age 6 to 17 only	243	3.6%	4.6%	78
With Own Children Both Age 0 to 5 and 6 to 17	148	2.2%	2.6%	84
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	8,618			
Above Poverty Line (Households with Children)	5,021	58.9%	59.6%	99
Above Poverty Line (Households without Children)	2,669	31.3%	26.5%	118
↓ Below Poverty Line (Households with Children)	452	5.3%	7.9%	67
↓ Below Poverty Line (Households without Children)	386	4.5%	6.0%	75
<b>Households By Presence of Retirement Income (2013)</b>	7,988			
With Retirement Income	1,253	15.7%	17.6%	89
Without Retirement Income	6,745	84.4%	81.5%	104

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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		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	8,618			
↓ Owner Occupied	4,453	51.7%	65.0%	80
▲ Renter Occupied	<b>4,165</b>	<b>48.3%</b>	<b>35.0%</b>	<b>138</b>
▲ Median Rent (2013)	<b>\$1,489</b>		<b>\$904</b>	<b>165</b>
<b>Structures By Number of Units (2016)</b>	9,151			
Single Unit	5,655	61.8%	67.3%	92
▲ 3 to 4 Units	<b>1,387</b>	<b>15.2%</b>	<b>8.1%</b>	<b>187</b>
▲ 5 to 19 Units	<b>1,330</b>	<b>14.5%</b>	<b>9.3%</b>	<b>156</b>
▲ 20 to 49 Units	<b>629</b>	<b>6.9%</b>	<b>3.6%</b>	<b>191</b>
↓ 50 or more Units	123	1.3%	5.1%	26
↓ Mobile Home	29	0.3%	6.4%	5
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.63		2.57	63
<b>Owner-Occupied Property Values (2016)</b>	4,453			
↓ Under \$40,000	8	0.2%	7.2%	2
↓ \$40,000 to \$59,999	4	0.1%	3.7%	2
↓ \$60,000 to \$79,999	57	1.3%	5.1%	25
↓ \$80,000 to \$99,999	29	0.7%	6.5%	10
↓ \$100,000 to 149,999	15	0.3%	15.1%	2
↓ \$150,000 to \$199,999	26	0.6%	14.6%	4
↓ \$200,000 to \$299,999	63	1.4%	18.1%	8
↓ \$300,000 to \$499,999	443	9.9%	16.9%	59
▲ \$500,000 to \$999,999	<b>2,881</b>	<b>64.7%</b>	<b>9.7%</b>	<b>667</b>
▲ \$1,000,000 and over	<b>927</b>	<b>20.8%</b>	<b>3.0%</b>	<b>688</b>
▲ Median Property Value	<b>\$765,291</b>		<b>\$192,432</b>	<b>398</b>

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	Number	Percent		
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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	9,151			
▲ <b>2010 and later</b>	<b>666</b>	<b>7.3%</b>	<b>5.5%</b>	<b>132</b>
2000 to 2009	1,125	12.3%	14.6%	84
↓ 1990 to 1999	338	3.7%	13.4%	28
↓ 1980 to 1989	289	3.2%	13.2%	24
↓ 1970 to 1979	280	3.1%	15.0%	20
↓ 1960 to 1969	526	5.7%	10.4%	55
1950 to 1959	763	8.3%	10.3%	81
▲ <b>1949 or earlier</b>	<b>5,164</b>	<b>56.4%</b>	<b>17.7%</b>	<b>319</b>
<b>Households By Number of Persons (2016)</b>	8,618			
1 Person Household	2,330	27.0%	27.3%	99
2 Person Household	2,779	32.2%	32.3%	100
▲ <b>3 Person Household</b>	<b>1,692</b>	<b>19.6%</b>	<b>16.2%</b>	<b>121</b>
4 Person Household	1,291	15.0%	13.1%	115
↓ 5 Person Household	368	4.3%	6.5%	66
↓ 6 Person Household	104	1.2%	2.8%	44
↓ 7 or more Person Household	54	0.6%	1.9%	33
Average Persons Per Household	2.4		2.6	94
<b>Households By Heating Type (2013)</b>	7,997			
▲ <b>Utility and Other Gas</b>	<b>6,839</b>	<b>85.5%</b>	<b>54.0%</b>	<b>158</b>
↓ Electric	1,056	13.2%	36.1%	37
↓ Oil	18	0.2%	6.1%	4
↓ Coal and Wood	36	0.5%	2.2%	20
↓ Solar/Other Fuel	10	0.1%	0.5%	25
↓ No Fuel Used	39	0.5%	0.9%	52

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	8,618			
No Vehicles	673	7.8%	9.0%	87
▲ <b>1 Vehicle</b>	<b>4,043</b>	<b>46.9%</b>	<b>33.7%</b>	<b>139</b>
2 Vehicle	2,939	34.1%	37.5%	91
↓ 3 or more Vehicles	963	11.2%	19.8%	57
<b>Workers By Travel Time to Work (2016)</b>	9,720			
↓ Less than 15 minutes	1,931	19.9%	27.3%	73
↓ 15 to 29 minutes	2,688	27.7%	36.5%	76
▲ <b>30 to 44 minutes</b>	<b>2,876</b>	<b>29.6%</b>	<b>20.2%</b>	<b>147</b>
▲ <b>45 to 59 minutes</b>	<b>1,084</b>	<b>11.2%</b>	<b>7.7%</b>	<b>144</b>
▲ <b>60 or more minutes</b>	<b>1,141</b>	<b>11.7%</b>	<b>8.3%</b>	<b>141</b>
Average Travel Time to Work (minutes)	33.5		28.2	119
<b>Workers By Type of Transportation to Work (2016)</b>	9,757			
↓ Drive Alone	4,657	47.7%	76.9%	62
Car Pool	969	9.9%	9.6%	104
▲ <b>Public Transportation</b>	<b>2,583</b>	<b>26.5%</b>	<b>5.1%</b>	<b>518</b>
▲ <b>Walk to Work</b>	<b>468</b>	<b>4.8%</b>	<b>2.8%</b>	<b>171</b>
▲ <b>Other Means</b>	<b>170</b>	<b>1.7%</b>	<b>1.2%</b>	<b>140</b>
▲ <b>Work at Home</b>	<b>910</b>	<b>9.3%</b>	<b>4.4%</b>	<b>213</b>

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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	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,677	54.3%	14.7%	370
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	2,906	33.7%	15.1%	223
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	801	9.3%	18.4%	51
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	168	1.9%	31.4%	6
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	42	0.5%	6.9%	7
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	19	0.2%	13.1%	2

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
8	Rising Potential Professionals	3,228	37.5%	2.3%	1600
4	Educated Mid-Life Families	2,046	23.7%	3.4%	696
34	College and Career Starters	1,110	12.9%	0.6%	2238
1	Traditional Affluent Families	794	9.2%	3.5%	265
45	Struggling Urban Diversity	430	5.0%	2.5%	203
15	Reliable Young Starters	244	2.8%	4.3%	67
40	Surviving Urban Diversity	202	2.3%	4.0%	58
23	Established Empty-Nesters	131	1.5%	3.4%	45
32	Working Urban Life	131	1.5%	1.7%	92
12	Educated New Starters	90	1.0%	2.9%	36
14	Secure Mid-Life Families	54	0.6%	0.7%	96
20	Cautious and Mature	32	0.4%	2.6%	14
24	Metro Multi-Ethnic Diversity	27	0.3%	2.7%	11
25	Working Country Consumers	24	0.3%	4.1%	7
29	Working Country Families	15	0.2%	1.0%	18
28	Building Country Families	13	0.2%	2.8%	5
3	Mid-Life Prosperity	12	0.1%	1.5%	9
43	Laboring Urban Diversity	9	0.1%	0.5%	21
7	Prosperous and Mature	6	0.1%	0.5%	13
49	Exception Households	6	0.1%	0.2%	28

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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.		
27	Country Family Diversity	4	0.0%	0.3%	14
21	Mature and Stable	3	0.0%	0.6%	6
19	Educated and Promising	3	0.0%	0.1%	44
39	New Beginning Urbanites	2	0.0%	2.8%	1
30	Urban Senior Life	1	0.0%	0.8%	1
36	Working Diverse Urbanites	1	0.0%	0.4%	3
44	Laboring Urban Life	1	0.0%	0.1%	15
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
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
37	Rising Multi-Ethnic Urbanites	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
<b>TOTALS</b>		<b>8,619</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	28.0%	35.4%	79
↓ Somewhat Involved with Their Faith	23.4%	29.9%	78
▲ Not Involved with Their Faith	<b>49.2%</b>	<b>34.7%</b>	<b>142</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.6%	22.1%	79
Decreased Their Involvement with Their Faith in the Last 10 Years	21.7%	23.7%	92

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

▲ Adventist	<b>0.7%</b>	<b>0.5%</b>	<b>131</b>
↓ Baptist	7.6%	16.1%	47
↓ Catholic	21.0%	23.7%	89
Congregational	1.9%	2.0%	95
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	<b>1.2%</b>	<b>0.4%</b>	<b>282</b>
▲ Episcopal	<b>3.2%</b>	<b>2.9%</b>	<b>112</b>
↓ Holiness	0.2%	0.8%	21
Jehovah's Witnesses	1.1%	1.1%	100
▲ Judaism	<b>4.9%</b>	<b>3.2%</b>	<b>156</b>
↓ Lutheran	5.5%	7.2%	76
↓ Methodist	5.1%	10.1%	50
▲ Mormon	<b>3.0%</b>	<b>1.8%</b>	<b>168</b>
▲ New Age	<b>1.3%</b>	<b>0.6%</b>	<b>225</b>
▲ Non-Denominational / Independent	<b>10.5%</b>	<b>6.9%</b>	<b>151</b>
Orthodox	0.3%	0.3%	97
Pentecostal	2.2%	2.4%	91
▲ Presbyterian / Reformed	<b>5.2%</b>	<b>4.6%</b>	<b>114</b>
▲ Unitarian / Universalist	<b>1.1%</b>	<b>0.7%</b>	<b>156</b>
▲ Interested but No Preference	<b>5.7%</b>	<b>3.9%</b>	<b>146</b>
▲ Not Interested and No Preference	<b>18.6%</b>	<b>11.1%</b>	<b>168</b>

Likely to Have Changed Their Preference in the Last 10 Years	17.7%	16.8%	105
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**LEADERSHIP PREFERENCE INDICATOR**

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

▲ Tells them what to do	<b>4.7%</b>	<b>4.0%</b>	<b>118</b>
↓ Lets them do what they want and is supportive	9.8%	11.7%	84
Lets them do what they want and stays out of the way	4.7%	4.8%	98
Works with them on deciding what to do and helps them do it	80.7%	79.6%	101

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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	41.8%	43.5%	96
↓ Finding/Providing Health Insurance	21.4%	29.0%	74
↓ Day-to-Day Financial Worries	26.4%	31.6%	83
Finding Employment Opportunities	15.8%	14.4%	109
▲ Finding Affordable Housing	<b>13.8%</b>	<b>11.3%</b>	<b>122</b>
↓ Providing Adequate Food	6.7%	8.6%	78
Finding Child Care	6.1%	6.3%	97
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	13.3%	16.7%	80
↓ Dealing With Teen / Child Problems	17.4%	20.7%	84
Finding/Providing Aging Parent Care	15.6%	15.5%	101
↓ Dealing With Abusive Relationships	9.3%	11.4%	82
↓ Dealing With Divorce	3.2%	4.5%	72
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>30.4%</b>	<b>27.0%</b>	<b>113</b>
Finding/Providing Good Schools	22.7%	23.5%	97
Dealing with Problems in Schools	13.9%	13.6%	103
▲ Dealing With Racial / Ethnic Prejudice	<b>15.1%</b>	<b>13.1%</b>	<b>115</b>
▲ Dealing With Neighborhood Gangs	<b>10.2%</b>	<b>8.5%</b>	<b>120</b>
▲ Dealing with Social Injustice	<b>15.7%</b>	<b>11.3%</b>	<b>139</b>
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	<b>57.0%</b>	<b>50.6%</b>	<b>113</b>
▲ Finding Time for Recreation / Leisure	<b>30.6%</b>	<b>25.3%</b>	<b>121</b>
Finding Better Quality Healthcare	22.9%	23.9%	96
▲ Finding A Satisfying Job / Career	<b>22.0%</b>	<b>19.3%</b>	<b>114</b>
Finding Retirement Opportunities	17.7%	18.9%	94
Achieving A Fulfilling Marriage	22.4%	22.3%	100
Developing Parenting Skills	14.8%	14.7%	100
▲ Achieving Educational Objectives	<b>8.5%</b>	<b>7.5%</b>	<b>113</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.6%	29.8%	96
▲ Finding Companionship	<b>20.1%</b>	<b>17.3%</b>	<b>116</b>
↓ Finding A Good Church	9.3%	15.2%	61
↓ Finding Spiritual Teaching	9.3%	12.9%	72
▲ Finding Life Direction	<b>16.1%</b>	<b>14.0%</b>	<b>115</b>

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#### KEY VALUES INDICATOR

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

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

“I believe there is a God”	80.4%	84.5%	95
↓ “God is actively involved in the world including nations and their governments”	53.0%	63.8%	83

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

“It is important to preserve the traditional American family structure”	87.9%	91.5%	96
“A healthy environment has become a national crisis”	83.6%	82.8%	101
“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”	46.7%	50.1%	93
“The role of Churches / Synagogues is to help form and support moral values”	77.5%	81.1%	96
“Churches and religious organizations should provide more human services”	62.6%	62.6%	100

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

▲ “The United States must open its doors to all people groups”	40.0%	36.3%	110
“The changing racial / ethnic face of America is a threat to our national heritage”	33.9%	36.3%	93

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	60.1%	59.8%	101
More than \$500 per year	34.3%	31.2%	110
▲ More than \$1,000 per year	21.2%	17.4%	122

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

▲ More than \$100 per year	48.1%	33.7%	143
▲ More than \$500 per year	14.8%	6.8%	218
▲ More than \$1,000 per year	5.2%	2.3%	226

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

▲ More than \$100 per year	28.6%	16.1%	178
▲ More than \$500 per year	8.5%	4.3%	198
▲ More than \$1,000 per year	4.8%	2.2%	218

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

Saint Ambrose Parish

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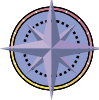
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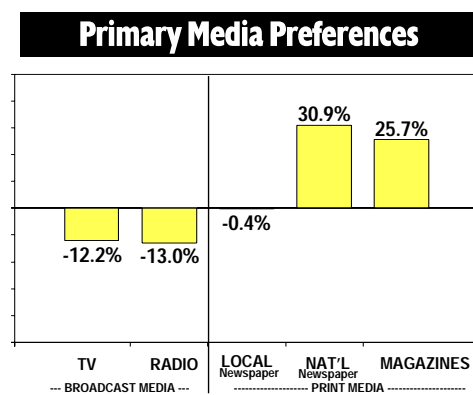
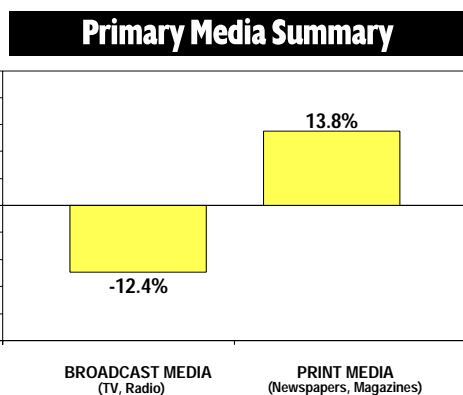
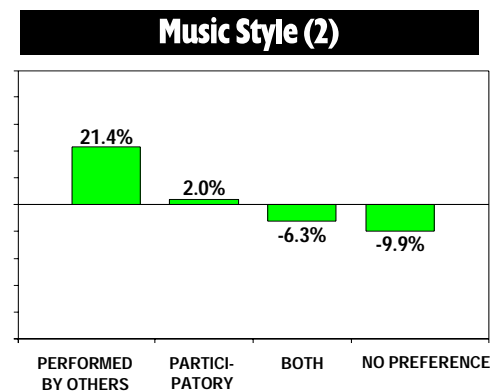
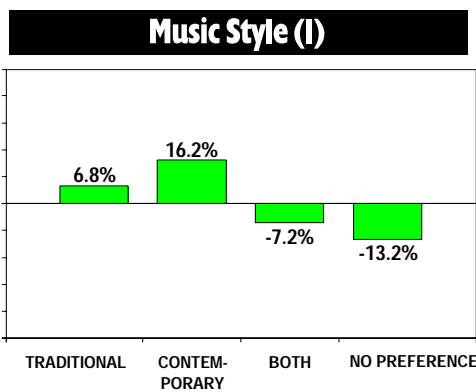
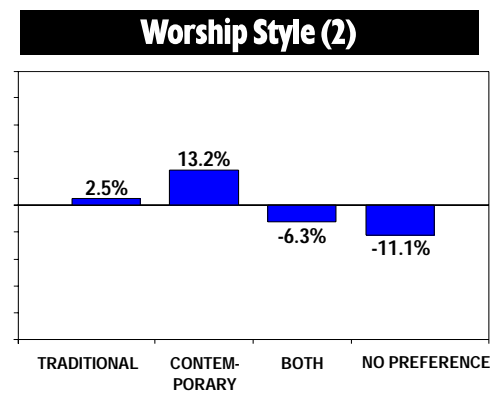
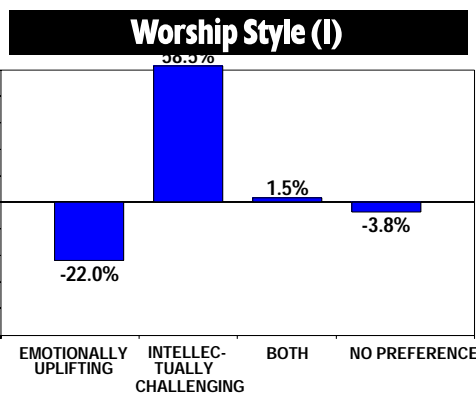
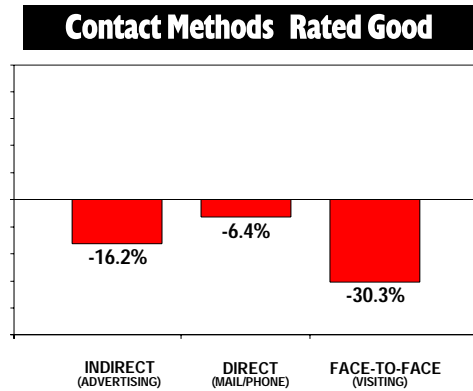
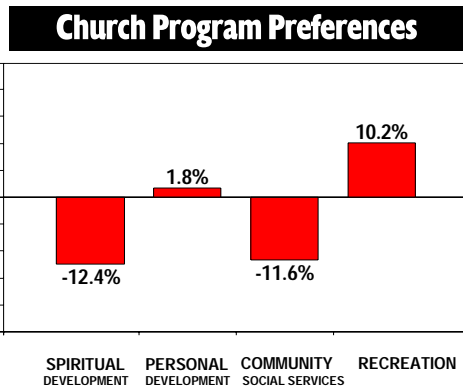
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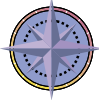


Date: 6/20/2016

Prepared For:  
 Saint Ambrose Parish

Study Area Definition:  
 Custom Polygon





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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	30.5%	41.1%	74
Adult Theological Discussion Groups	23.7%	22.5%	105
Spiritual Retreats	11.7%	11.6%	101

##### **PERSONAL DEVELOPMENT:**

Marriage Enrichment Opportunities	16.0%	15.2%	105
▲ <b>Parent Training Programs</b>	<b>8.6%</b>	<b>7.8%</b>	<b>111</b>
↓ Twelve Step Programs	3.1%	3.5%	89
↓ Divorce Recovery	1.7%	2.4%	72

##### **COMMUNITY/SOCIAL SERVICES:**

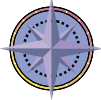
Personal or Family Counseling	21.2%	22.5%	94
↓ Care for the Terminally Ill	13.7%	15.7%	87
↓ Food and Clothing Resources	6.7%	11.1%	61
Day Care Services	6.5%	6.1%	107
Church Sponsored Day-School	5.8%	5.7%	101

##### **RECREATION:**

Youth Social Programs	29.6%	29.7%	100
Family Activities and Outings	32.3%	32.8%	99
Active Retirement Programs	27.6%	26.8%	103
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>28.4%</b>	<b>18.9%</b>	<b>150</b>
▲ <b>Sports or Camping</b>	<b>8.3%</b>	<b>6.3%</b>	<b>131</b>

#### SUMMARY

↓ Spiritual Development Index	88
Personal Development Index	102
↓ Community/Social Services Index	88
Recreation Index	110



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

↓ A. Emotionally Uplifting	20.6%	26.4%	78
<b>▲ B. Intellectually Challenging</b>	<b>17.6%</b>	<b>11.1%</b>	<b>159</b>
C. Both A and B	39.8%	39.2%	102
D. No Preference or Not Interested	22.5%	23.4%	96

**PART 2:**

A. Traditional/Formal/Ceremonial	20.7%	20.2%	102
<b>▲ B. Contemporary/Informal</b>	<b>29.8%</b>	<b>26.3%</b>	<b>113</b>
C. Both A and B	24.9%	26.5%	94
↓ D. No Preference or Not Interested	24.0%	26.9%	89

**MUSIC STYLE INDICATOR**

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

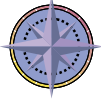
**PART 1:**

A. Traditional	26.1%	24.4%	107
<b>▲ B. Contemporary</b>	<b>22.9%</b>	<b>19.7%</b>	<b>116</b>
C. Both A and B	28.9%	31.1%	93
↓ D. No Preference or Not Interested	21.5%	24.8%	87

**PART 2:**

<b>▲ A. Performed by Others</b>	<b>22.7%</b>	<b>18.7%</b>	<b>121</b>
B. Participatory	23.4%	22.9%	102
C. Both A and B	30.1%	32.2%	94
D. No Preference or Not Interested	23.6%	26.2%	90





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

▲ <b>A. Community</b>	<b>24.6%</b>	<b>22.0%</b>	<b>112</b>
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	36.2%	37.4%	97
D. No Preference or Not Interested	23.8%	26.3%	91

**PART 2:**

A. Global Mission	6.4%	6.2%	104
B. Local Mission	34.6%	33.3%	104
C. Both A and B	29.9%	30.1%	99
D. No Preference or Not Interested	28.7%	30.4%	94

**CHURCH ARCHITECTURE INDICATOR**

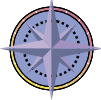
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

A. Traditional	24.7%	26.6%	93
▲ <b>B. Contemporary</b>	<b>19.9%</b>	<b>15.9%</b>	<b>125</b>
C. Both A and B	31.8%	32.3%	98
D. No Preference or Not Interested	23.3%	25.1%	93

**PART 2:**

↓ A. Somber/Serious	8.0%	9.4%	86
▲ <b>B. Light and Airy</b>	<b>40.2%</b>	<b>34.7%</b>	<b>116</b>
C. Both A and B	26.5%	27.7%	95
↓ D. No Preference or Not Interested	25.2%	28.2%	89



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

↓ Television	41.5%	47.3%	88
↓ Radio	11.6%	13.3%	87

#### PRINT MEDIA:

Local Newspaper	38.9%	36.1%	108
▲ National Newspaper	5.7%	4.3%	131
▲ Magazines	4.2%	2.4%	174

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	29.3%	31.9%	92
Radio	22.5%	23.8%	95

#### PRINT MEDIA:

Local Newspaper	32.5%	32.7%	100
▲ National Newspaper	6.6%	5.8%	115
▲ Magazines	8.9%	7.0%	126

### SUMMARY

Overall Broadcast Media Index (100 = Average)	90
Overall Print Media Index	110



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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	30.3%	33.8%	90
↓ Local Cable Channels	23.5%	30.4%	77
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.9%	53.7%	97
Calling and Offering to Send Information By Mail	27.1%	29.5%	92
↓ Calling and Discussing on the Phone	10.1%	12.0%	84
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.5%	20.1%	72
↓ Going Door to Door	9.3%	14.0%	67

**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	26.7%	19.6%	137
▲ Putting Ad in Local Newspaper	29.5%	21.5%	137
▲ Local Cable Channels	37.4%	30.7%	122
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.4%	13.3%	123
▲ Calling and Offering to Send Information By Mail	41.5%	34.0%	122
▲ Calling and Discussing on the Phone	68.2%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	61.1%	49.6%	123
Going Door to Door	70.4%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	84
Direct Methods Index	94
↓ Face-to-Face Methods Index	70

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	130
▲ Direct Methods Index	117
▲ Face-to-Face Methods Index	116