

ministry
area ●●●●●●
profile **2016**

Saint Anthony Parish, Oakley

Study Area Definition:
Custom Polygon





Prepared For:
Saint Anthony Parish, Oakley

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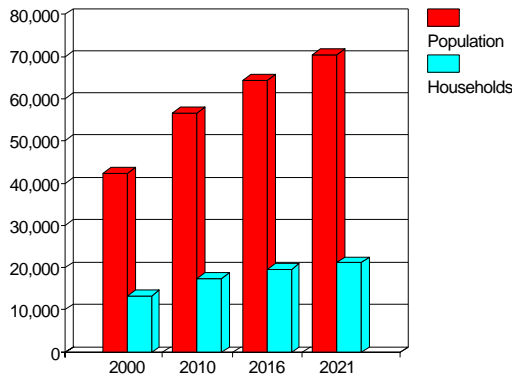
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 64,396 persons residing in the defined study area. This represents an increase of 21,972 or 51.8% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 9.3% or 5,967 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 23 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 47.6% 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 40.2% of the population and all other racial/ethnic groups make up a substantial 59.8% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 33.0% of the total population. *Asians* are projected to be the fastest growing group increasing by 27.8% 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 18,990 persons or 29.5% of the total population in the area. *Generation Z* (age 0 to 14) make up 21.8% of the population which compared to a national average of 19.0% makes them 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 low*. While 87.0% 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 18.3% 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, Parenting Skills, Time for Recreation/Leisure, Good Schools, Achieving a Fulfilling Marriage* and *Achieving Educational Objectives*. (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 \$96,524 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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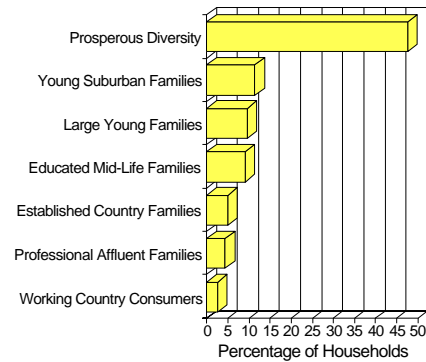
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Population and Households

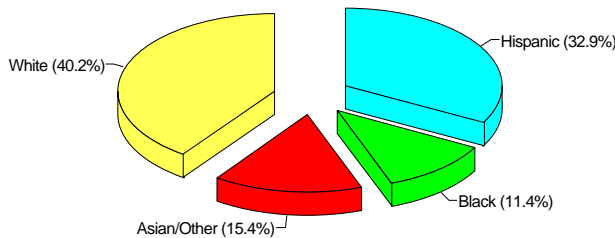


Primary U.S. Lifestyles Segments-2016

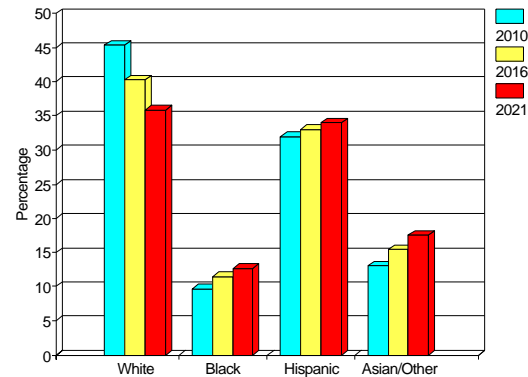


The population in the study area has increased by 7842 persons, or 13.9% since 2010 and is projected to increase by 5967 persons, or 9.3% between 2016 and 2021. The number of households has increased by 2143, or 12.3% since 2010 and is projected to increase by 1727, or 8.8% between 2016 and 2021.

Population By Race/Ethnicity-2016

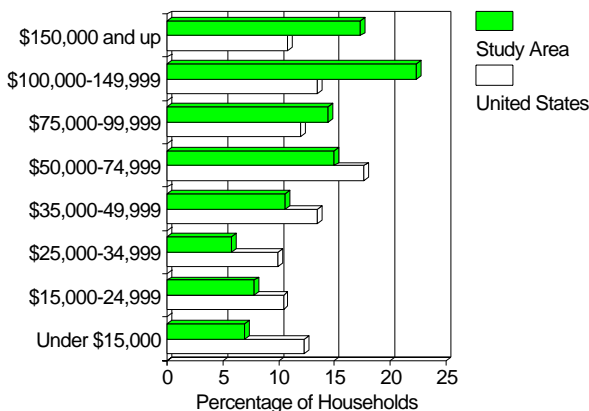


Population By Race/Ethnicity Trend

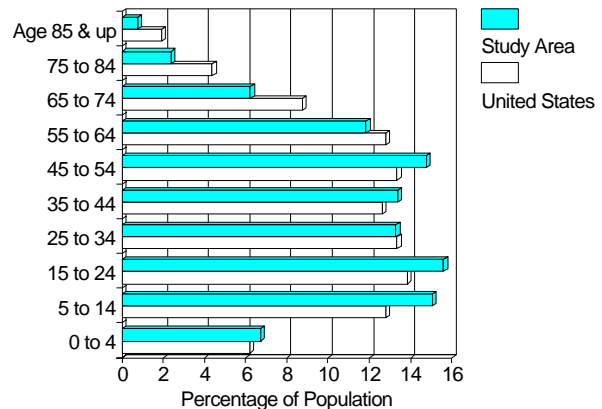


Between 2016 and 2021, the White population is projected to decrease by 683 persons and to decrease from 40.2% to 35.8% of the total population. The Black population is projected to increase by 1513 persons and to increase from 11.4% to 12.6% of the total. The Hispanic/Latino population is projected to increase by 2728 persons and to increase from 32.9% to 34.0% of the total. The Asian/Other population is projected to increase by 2409 persons and to increase from 15.4% to 17.5% of the total population.

Households By Income-2016



Population by Age-2016

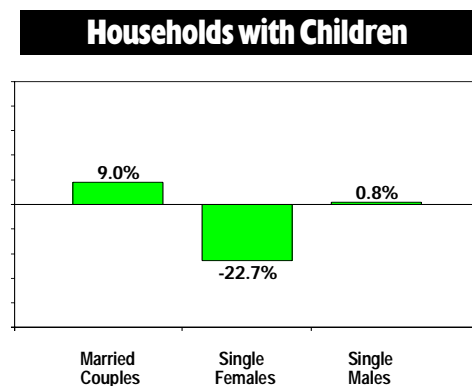
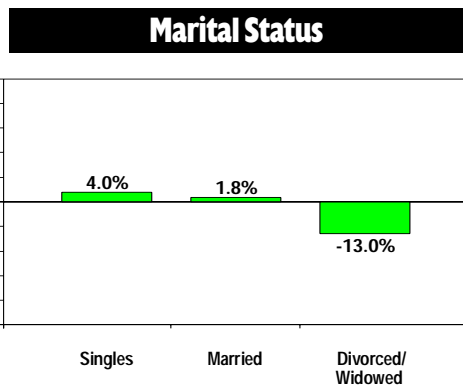
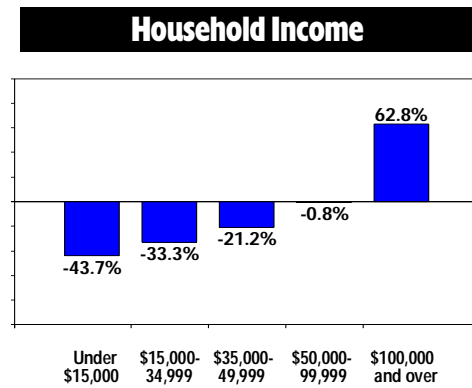
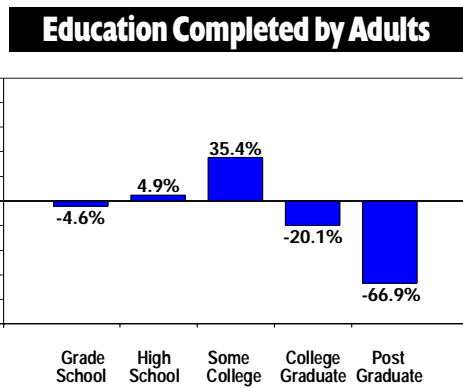
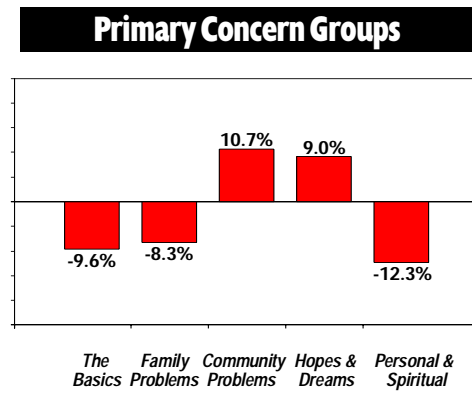
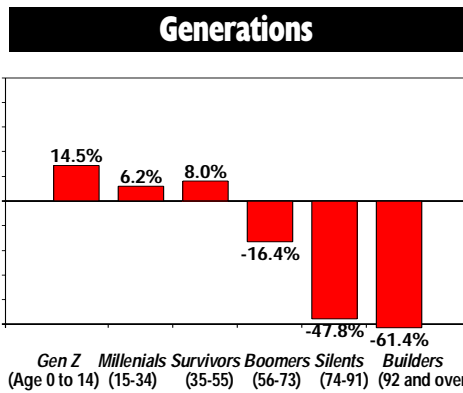
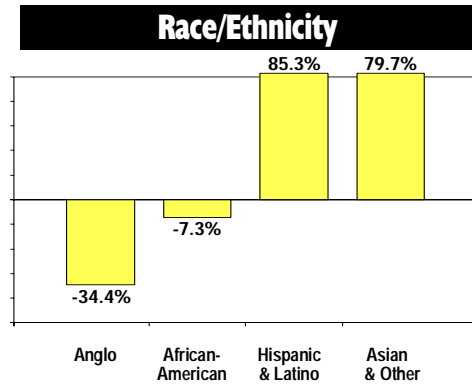
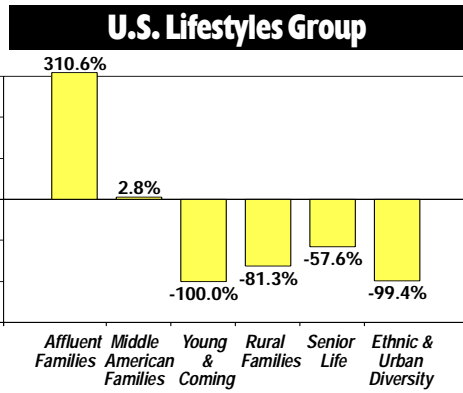


The average household income in the study area is \$96524 a year as compared to the U.S. average of \$77135. The average age in the study area is 35.5 and is projected to increase to 36.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	42,424	56,554	64,396	70,363
Population Change		14,130	7,842	5,967
Percentage Change		33.3%	13.9%	9.3%
↓ Average Annual Growth Rate		3.3%	2.3%	1.9%
▲ Density (Pop. per square mile)	541	722	822	898
HOUSEHOLDS				
▲ Households	13,342	17,409	19,552	21,279
Household Change		4,067	2,143	1,727
Percentage Change		30.5%	12.3%	8.8%
↓ Average Annual Growth Rate		3.0%	2.1%	1.8%
▲ Persons Per Household	3.17	3.24	3.28	3.30

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	25,629	45.3%	25,903	40.2%	25,220	35.8%
▲ African-American (Non-Hisp)	5,462	9.7%	7,355	11.4%	8,868	12.6%
▲ Hispanic/Latino	18,088	32.0%	21,217	32.9%	23,945	34.0%
▲ Asian/Other (Non-Hisp)	7,375	13.0%	9,920	15.4%	12,329	17.5%

POPULATION BY GENDER						
▲ Female	28,456	50.3%	32,415	50.3%	35,465	50.4%
↓ Male	28,098	49.7%	31,981	49.7%	34,898	49.6%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	7,742	13.7%	14,003	21.7%	19,623	27.9%
↓ Millennials (Born 1982 to 2001)	17,570	31.1%	18,577	28.8%	19,378	27.5%
↓ Survivors (Born 1961 to 1981)	17,362	30.7%	18,990	29.5%	19,724	28.0%
↓ Boomers (Born 1943 to 1960)	10,571	18.7%	10,488	16.3%	9,834	14.0%
↓ Silents (Born 1925 to 1942)	2,998	5.3%	2,242	3.5%	1,801	2.6%
↓ Builders (Born 1924 and earlier)	347	0.6%	97	0.2%	5	0.0%

AGE			
▲ Average Age	33.8	35.5	36.8
▲ Median Age	33.2	34.7	35.8

INCOME			
▲ Average Household Income	\$81,629	\$96,524	\$106,577
▲ Median Household Income	\$77,572	\$83,395	\$91,343
▲ Per Capita Income	\$25,128	\$29,307	\$32,231

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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	2,240	12.9%	3,382	17.3%	4,610	21.7%
▲ \$100,000 to \$149,999	3,750	21.5%	4,348	22.2%	4,788	22.5%
↓ \$75,000 to \$99,999	3,115	17.9%	2,830	14.5%	2,922	13.7%
↓ \$50,000 to \$74,999	2,563	14.7%	2,917	14.9%	2,972	14.0%
↓ \$35,000 to \$49,999	1,955	11.2%	2,066	10.6%	2,049	9.6%
↓ \$25,000 to \$34,999	1,237	7.1%	1,130	5.8%	1,177	5.5%
↓ \$15,000 to \$24,999	1,235	7.1%	1,527	7.8%	1,486	7.0%
↓ Under \$15,000	1,314	7.6%	1,353	6.9%	1,274	6.0%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	4,116	7.3%	4,323	6.7%	4,640	6.6%
↓ Required Formal Schooling (5-17)	12,669	22.4%	12,930	20.1%	12,899	18.3%
▲ College Years, Career Starts (18-24)	5,597	9.9%	6,784	10.5%	7,482	10.6%
▲ Singles and Young Families (25-34)	7,320	12.9%	8,543	13.3%	9,539	13.6%
↓ Families, Empty Nesters (35-54)	17,135	30.3%	18,139	28.2%	18,587	26.4%
▲ Enrichment Years Singles/Couples (55-64)	5,486	9.7%	7,625	11.8%	9,057	12.9%
▲ Retirement Opportunities (65+)	4,267	7.5%	6,053	9.4%	8,161	11.6%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	4,116	7.3%	4,323	6.7%	4,640	6.6%
↓ 5 to 9 years	4,532	8.0%	4,612	7.2%	4,571	6.5%
↓ 10 to 14 years	4,985	8.8%	5,068	7.9%	4,969	7.1%
↓ 15 to 17 years	3,152	5.6%	3,250	5.0%	3,359	4.8%
↓ 18 to 20 years	2,712	4.8%	2,920	4.5%	3,111	4.4%
↓ 21 to 24 years	2,885	5.1%	3,864	6.0%	4,371	6.2%
▲ 25 to 29 years	3,662	6.5%	4,459	6.9%	5,366	7.6%
↓ 30 to 34 years	3,658	6.5%	4,084	6.3%	4,173	5.9%
↓ 35 to 39 years	3,933	7.0%	4,219	6.6%	4,441	6.3%
↓ 40 to 44 years	4,399	7.8%	4,397	6.8%	4,511	6.4%
↓ 45 to 49 years	4,640	8.2%	4,614	7.2%	4,490	6.4%
↓ 50 to 54 years	4,163	7.4%	4,909	7.6%	5,145	7.3%
▲ 55 to 59 years	3,141	5.6%	4,256	6.6%	4,708	6.7%
▲ 60 to 64 years	2,345	4.1%	3,369	5.2%	4,349	6.2%
▲ 65 to 69 years	1,536	2.7%	2,457	3.8%	3,159	4.5%
▲ 70 to 74 years	1,112	2.0%	1,572	2.4%	2,331	3.3%
▲ 75 to 84 years	1,233	2.2%	1,541	2.4%	2,163	3.1%
↓ 85 or more years	386	0.7%	483	0.8%	508	0.7%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	50,392			
Single (Never Married)	17,235	34.2%	32.9%	104
Married	25,735	51.1%	50.2%	102
Divorced/Widowed	7,423	14.7%	16.9%	87
Marital Status Females 15 and Older (2016)	25,589			
Single (Never Married)	7,821	30.6%	29.8%	103
Married	12,936	50.6%	48.8%	104
Divorced/Widowed	4,832	18.9%	21.4%	88
Marital Status Males 15 and Older (2016)	24,803			
Single (Never Married)	9,414	38.0%	36.2%	105
Married	12,798	51.6%	51.6%	100
Divorced/Widowed	2,591	10.4%	12.3%	85
FAMILY STRUCTURE				
Households By Type (2016)	19,552			
▲ Married Couple	11,582	59.2%	48.5%	122
▲ Other Family - Male Head of Household	1,306	6.7%	4.9%	136
Other Family - Female Head of Household	2,680	13.7%	13.0%	105
↓ Non Family - Male Head of Household	2,218	11.3%	15.8%	72
↓ Non Family - Female Head of Household	1,766	9.0%	17.7%	51
Households With Children 0 to 18 (2016)	9,564			
Married Couple Family	6,798	71.1%	65.2%	109
Other Family - Male Head of Household	816	8.5%	8.5%	101
↓ Other Family - Female Head of Household	1,872	19.6%	25.3%	77
Non Family	77	0.8%	1.0%	83
Population By Household Type (2016)	64,396			
↓ Group Quarters	154	0.2%	2.5%	10

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	154			
↓ Correctional Facilities	27	17.5%	30.0%	58
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	6	3.9%	18.7%	21
▲ Other	122	79.2%	15.2%	521
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	64,396			
↓ White (Non-Hispanic)	25,903	40.2%	61.3%	66
African-American (Non-Hisp)	7,355	11.4%	12.3%	93
▲ Hispanic/Latino	21,216	32.9%	17.8%	185
↓ Native American (Non-Hisp)	285	0.4%	0.7%	60
▲ Asian (Non-Hisp)	6,201	9.6%	5.3%	182
▲ Hawaiian & Pacific Islander (Non-Hisp)	302	0.5%	0.2%	279
▲ Other Races & Multiple Races (Non-Hisp)	3,133	4.9%	2.4%	203
Asian Population By Race (2016)	6,454			
↓ Chinese	827	12.8%	22.3%	57
↓ Japanese	69	1.1%	5.0%	21
Indian	1,236	19.2%	19.5%	98
↓ Korean	92	1.4%	9.6%	15
↓ Vietnamese	82	1.3%	11.0%	12
▲ Other Asian Races	4,148	64.3%	32.5%	198
Hispanic/Latino Population By Race (2016)	21,216			
White	9,833	46.3%	53.0%	88
↓ African-American	301	1.4%	2.5%	57
Native American	240	1.1%	1.4%	83
▲ Asian	253	1.2%	0.4%	285
Other Races & Multiple Races	10,589	49.9%	42.7%	117
Hispanic/Latino Population By Origin (2016)	21,216			
▲ Mexican	16,494	77.7%	62.4%	125
↓ Puerto Rican	825	3.9%	9.5%	41
↓ Cuban	106	0.5%	3.5%	14
↓ Other Hispanic Origin	3,791	17.9%	24.6%	73

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	18,131			
Pre-Primary (Public)	619	3.4%	3.4%	99
↓ Pre-Primary (Private)	364	2.0%	2.6%	76
Elementary/High School (Public)	12,181	67.2%	58.9%	114
↓ Elementary/High School (Private)	599	3.3%	6.6%	50
Enrolled in College	4,368	24.1%	28.4%	85
Population By Education Completed (Age 25 and over) (2016)	40,358			
Elementary (Less than 9 years)	2,360	5.8%	5.8%	101
Some High School (9 to 11 years)	2,872	7.1%	7.8%	92
High School Graduate (12 years)	11,806	29.3%	27.9%	105
▲ Some College (13 to 15 years)	11,927	29.6%	21.2%	140
▲ Associate Degree	4,009	9.9%	8.0%	124
↓ Bachelor's Degree	5,908	14.6%	18.3%	80
↓ Graduate Degree	1,476	3.7%	11.0%	33
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	28,729			
TOTAL WHITE COLLAR	15,835	55.1%	61.5%	90
↓ Executive and Managerial	2,232	7.8%	9.7%	80
↓ Professional Specialty	3,370	11.7%	16.6%	71
↓ Technical Support	1,843	6.4%	8.3%	77
Sales	3,397	11.8%	10.9%	109
Administrative Support & Clerical	4,993	17.4%	16.0%	109
TOTAL BLUE COLLAR	12,892	44.9%	38.5%	116
▲ Service: Private Households	1,575	5.5%	3.7%	148
▲ Service: Protective	889	3.1%	2.2%	140
Service: Other	1,836	6.4%	7.5%	86
Farming, Forestry & Fishing	185	0.6%	0.7%	89
Precision Production and Craft	3,223	11.2%	11.0%	102
▲ Operators and Assemblers	1,455	5.1%	3.2%	156
Transportation and Material Moving	1,946	6.8%	6.2%	110
▲ Laborers	1,783	6.2%	4.0%	154

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	49,329			
Employed	28,730	58.2%	58.1%	100
▲ Unemployed	3,670	7.4%	5.6%	132
Not in Labor Force	16,930	34.3%	36.3%	95
Total Female Pop. By Work Status (Age 20 to 64) (2013)	17,828			
TOTAL WORKING	11,575	64.9%	66.8%	97
With No Own Children	6,450	36.2%	42.2%	86
With Own Children Age 0 to 5 only	911	5.1%	5.5%	94
With Own Children Age 6 to 17 only	2,827	15.9%	14.8%	107
▲ With Own Children Both Age 0 to 5 and 6 to 17	1,387	7.8%	4.3%	180
▲ TOTAL NOT WORKING (UNEMPLOYED)	1,337	7.5%	6.2%	121
With No Own Children	763	4.3%	3.8%	114
▲ With Own Children Age 0 to 5 only	164	0.9%	0.7%	140
▲ With Own Children Age 6 to 17 only	385	2.2%	1.3%	172
↓ With Own Children Both Age 0 to 5 and 6 to 17	25	0.1%	0.5%	26
TOTAL NOT IN THE LABOR FORCE	4,916	27.6%	27.0%	102
With No Own Children	2,940	16.5%	17.1%	96
With Own Children Age 0 to 5 only	456	2.6%	2.6%	98
▲ With Own Children Age 6 to 17 only	1,048	5.9%	4.6%	126
With Own Children Both Age 0 to 5 and 6 to 17	472	2.6%	2.6%	100
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	19,552			
Above Poverty Line (Households with Children)	14,417	58.7%	59.6%	98
▲ Above Poverty Line (Households without Children)	8,127	33.1%	26.5%	125
↓ Below Poverty Line (Households with Children)	1,146	4.7%	7.9%	59
↓ Below Poverty Line (Households without Children)	877	3.6%	6.0%	59
Households By Presence of Retirement Income (2013)	17,409			
With Retirement Income	2,899	16.7%	17.6%	95
Without Retirement Income	14,819	85.1%	81.5%	104

Date: 6/20/2016

Prepared For:
Saint Anthony Parish, Oakley

Study Area Definition:
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	19,552			
Owner Occupied	14,741	75.4%	65.0%	116
↓ Renter Occupied	4,812	24.6%	35.0%	70
▲ Median Rent (2013)	\$1,430		\$904	158
Structures By Number of Units (2016)	21,254			
▲ Single Unit	18,851	88.7%	67.3%	132
↓ 3 to 4 Units	395	1.9%	8.1%	23
↓ 5 to 19 Units	367	1.7%	9.3%	18
↓ 20 to 49 Units	90	0.4%	3.6%	12
↓ 50 or more Units	244	1.1%	5.1%	22
Mobile Home	1,242	5.8%	6.4%	91
▲ Other	65	0.3%	0.1%	359
▲ Single To Multiple Unit Ratio	17.20		2.57	668
Owner-Occupied Property Values (2016)	14,741			
Under \$40,000	957	6.5%	7.2%	90
↓ \$40,000 to \$59,999	177	1.2%	3.7%	33
↓ \$60,000 to \$79,999	23	0.2%	5.1%	3
↓ \$80,000 to \$99,999	50	0.3%	6.5%	5
↓ \$100,000 to 149,999	462	3.1%	15.1%	21
↓ \$150,000 to \$199,999	1,672	11.3%	14.6%	78
▲ \$200,000 to \$299,999	3,967	26.9%	18.1%	148
▲ \$300,000 to \$499,999	4,605	31.2%	16.9%	184
▲ \$500,000 to \$999,999	2,364	16.0%	9.7%	165
\$1,000,000 and over	462	3.1%	3.0%	104
▲ Median Property Value	\$309,012		\$192,432	161

Date: 6/20/2016

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Saint Anthony Parish, Oakley

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	Number	Percent		
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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	21,254			
▲ 2010 and later	2,428	11.4%	5.5%	207
▲ 2000 to 2009	5,275	24.8%	14.6%	170
▲ 1990 to 1999	4,888	23.0%	13.4%	172
▲ 1980 to 1989	4,206	19.8%	13.2%	150
↓ 1970 to 1979	2,057	9.7%	15.0%	65
↓ 1960 to 1969	814	3.8%	10.4%	37
↓ 1950 to 1959	708	3.3%	10.3%	32
↓ 1949 or earlier	878	4.1%	17.7%	23
Households By Number of Persons (2016)	19,552			
↓ 1 Person Household	2,943	15.1%	27.3%	55
↓ 2 Person Household	4,871	24.9%	32.3%	77
3 Person Household	3,677	18.8%	16.2%	116
▲ 4 Person Household	3,717	19.0%	13.1%	146
▲ 5 Person Household	2,259	11.6%	6.5%	178
▲ 6 Person Household	1,167	6.0%	2.8%	216
▲ 7 or more Person Household	917	4.7%	1.9%	246
▲ Average Persons Per Household	3.2		2.6	125
Households By Heating Type (2013)	17,718			
▲ Utility and Other Gas	11,495	64.9%	54.0%	120
Electric	5,730	32.3%	36.1%	89
↓ Oil	12	0.1%	6.1%	1
↓ Coal and Wood	239	1.3%	2.2%	61
▲ Solar/Other Fuel	191	1.1%	0.5%	218
↓ No Fuel Used	51	0.3%	0.9%	30

Date: 6/20/2016

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	Number	Percent		
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↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
TRANSPORTATION				
Households By Number of Vehicles (2016)	19,552			
↓ No Vehicles	761	3.9%	9.0%	43
↓ 1 Vehicle	3,921	20.1%	33.7%	59
2 Vehicle	7,614	38.9%	37.5%	104
▲ 3 or more Vehicles	7,256	37.1%	19.8%	188
Workers By Travel Time to Work (2016)	26,600			
↓ Less than 15 minutes	4,899	18.4%	27.3%	68
↓ 15 to 29 minutes	4,718	17.7%	36.5%	49
30 to 44 minutes	4,684	17.6%	20.2%	87
▲ 45 to 59 minutes	3,888	14.6%	7.7%	189
▲ 60 or more minutes	8,410	31.6%	8.3%	381
▲ Average Travel Time to Work (minutes)	45.8		28.2	162
Workers By Type of Transportation to Work (2016)	27,693			
Drive Alone	20,927	75.6%	76.9%	98
▲ Car Pool	3,517	12.7%	9.6%	133
Public Transportation	1,242	4.5%	5.1%	88
↓ Walk to Work	301	1.1%	2.8%	39
Other Means	384	1.4%	1.2%	112
Work at Home	1,322	4.8%	4.4%	109

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Custom Polygon

SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	12,134	62.1%	15.1%	411
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	6,315	32.3%	31.4%	103
5	Senior Life (7, 20, 21, 22, 30 and 31)	572	2.9%	6.9%	42
4	Rural Families (27, 26, 29, 33, 35 and 38)	477	2.4%	13.1%	19
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	20	0.1%	18.4%	1
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	0	0.0%	14.7%	0

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	9,300	47.6%	3.1%	1533
11	Young Suburban Families	2,219	11.3%	3.0%	382
17	Large Young Families	1,892	9.7%	2.2%	450
4	Educated Mid-Life Families	1,788	9.1%	3.4%	268
16	Established Country Families	973	5.0%	6.4%	78
2	Professional Affluent Families	874	4.5%	0.8%	555
25	Working Country Consumers	492	2.5%	4.1%	61
10	Suburban Mid-Life Families	351	1.8%	5.5%	32
38	Rural Working Families	280	1.4%	8.8%	16
7	Prosperous and Mature	227	1.2%	0.5%	215
28	Building Country Families	226	1.2%	2.8%	41
20	Cautious and Mature	138	0.7%	2.6%	27
22	Mature and Established	138	0.7%	1.8%	39
14	Secure Mid-Life Families	130	0.7%	0.7%	101
29	Working Country Families	106	0.5%	1.0%	56
9	Educated Working Families	90	0.5%	0.1%	548
18	Working Urban Families	72	0.4%	4.0%	9
27	Country Family Diversity	54	0.3%	0.3%	81
31	Mature Country Families	41	0.2%	0.5%	39
6	Prosperous New Country Families	37	0.2%	2.1%	9

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Custom Polygon

No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
49	Exception Households	35	0.2%	0.2%	72
21	Mature and Stable	28	0.1%	0.6%	25
26	Working Suburban Families	27	0.1%	0.1%	116
33	Laboring Rural Families	10	0.1%	0.1%	37
41	Struggling Hispanic Households	8	0.0%	1.6%	3
3	Mid-Life Prosperity	5	0.0%	1.5%	2
43	Laboring Urban Diversity	5	0.0%	0.5%	5
40	Surviving Urban Diversity	4	0.0%	4.0%	1
24	Metro Multi-Ethnic Diversity	3	0.0%	2.7%	1
15	Reliable Young Starters	0	0.0%	4.3%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
32	Working Urban Life	0	0.0%	1.7%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	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
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
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		19,553	100.0%	100.0%	100

Date: 6/20/2016

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	29.2%	35.4%	83
↓ Somewhat Involved with Their Faith	24.0%	29.9%	80
▲ Not Involved with Their Faith	46.6%	34.7%	134

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.6%	22.1%	84
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.4%	23.7%	86

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	125
↓ Baptist	8.8%	16.1%	55
Catholic	22.2%	23.7%	94
Congregational	1.8%	2.0%	92
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	218
↓ Episcopal	2.5%	2.9%	88
↓ Holiness	0.2%	0.8%	19
Jehovah's Witnesses	1.0%	1.1%	94
▲ Judaism	3.5%	3.2%	112
↓ Lutheran	6.2%	7.2%	86
↓ Methodist	4.8%	10.1%	48
▲ Mormon	3.7%	1.8%	211
▲ New Age	1.1%	0.6%	196
▲ Non-Denominational / Independent	11.6%	6.9%	168
↓ Orthodox	0.2%	0.3%	73
Pentecostal	2.5%	2.4%	101
Presbyterian / Reformed	4.4%	4.6%	96
↓ Unitarian / Universalist	0.6%	0.7%	84
▲ Interested but No Preference	5.5%	3.9%	143
▲ Not Interested and No Preference	17.7%	11.1%	160

Likely to Have Changed Their Preference in the Last 10 Years	17.6%	16.8%	105
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.1%	4.0%	102
Lets them do what they want and is supportive	11.3%	11.7%	97
↓ Lets them do what they want and stays out of the way	4.2%	4.8%	88
Works with them on deciding what to do and helps them do it	80.4%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.2%	43.5%	95
↓ Finding/Providing Health Insurance	21.1%	29.0%	73
Day-to-Day Financial Worries	30.1%	31.6%	95
Finding Employment Opportunities	15.8%	14.4%	110
Finding Affordable Housing	10.2%	11.3%	91
↓ Providing Adequate Food	5.9%	8.6%	69
Finding Child Care	6.5%	6.3%	104
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	12.8%	16.7%	76
Dealing With Teen / Child Problems	21.5%	20.7%	104
Finding/Providing Aging Parent Care	16.1%	15.5%	104
↓ Dealing With Abusive Relationships	8.9%	11.4%	78
↓ Dealing With Divorce	3.7%	4.5%	84
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	30.4%	27.0%	113
▲ Finding/Providing Good Schools	27.7%	23.5%	118
Dealing with Problems in Schools	12.9%	13.6%	95
Dealing With Racial / Ethnic Prejudice	11.7%	13.1%	90
▲ Dealing With Neighborhood Gangs	13.7%	8.5%	161
Dealing with Social Injustice	10.9%	11.3%	96
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	56.5%	50.6%	112
▲ Finding Time for Recreation / Leisure	30.5%	25.3%	121
↓ Finding Better Quality Healthcare	20.6%	23.9%	86
Finding A Satisfying Job / Career	20.3%	19.3%	105
Finding Retirement Opportunities	18.3%	18.9%	97
▲ Achieving A Fulfilling Marriage	25.5%	22.3%	114
▲ Developing Parenting Skills	19.0%	14.7%	129
▲ Achieving Educational Objectives	8.5%	7.5%	113
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.2%	29.8%	98
↓ Finding Companionship	14.8%	17.3%	86
↓ Finding A Good Church	10.9%	15.2%	72
↓ Finding Spiritual Teaching	9.6%	12.9%	74
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"	83.7%	84.5%	99
"God is actively involved in the world including nations and their governments"	59.9%	63.8%	94

SOCIETY:

"It is important to preserve the traditional American family structure"	92.0%	91.5%	101
"A healthy environment has become a national crisis"	81.7%	82.8%	99
"Public education is essential to the future of American society"	95.6%	94.0%	102

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	45.7%	50.1%	91
"The role of Churches / Synagogues is to help form and support moral values"	79.1%	81.1%	98
"Churches and religious organizations should provide more human services"	58.5%	62.6%	93

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	36.5%	36.3%	101
"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	60.2%	59.8%	101
More than \$500 per year	31.9%	31.2%	102
▲ More than \$1,000 per year	19.4%	17.4%	111

TO CHARITIES:

▲ More than \$100 per year	42.1%	33.7%	125
▲ More than \$500 per year	8.4%	6.8%	124
More than \$1,000 per year	2.2%	2.3%	96

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	17.4%	16.1%	108
↓ More than \$500 per year	3.7%	4.3%	86
More than \$1,000 per year	2.3%	2.2%	105

Ministry Area Profile 2016
Compass
REPORT

Saint Anthony Parish, Oakley

Study Area Definition:
Custom Polygon

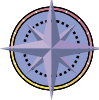


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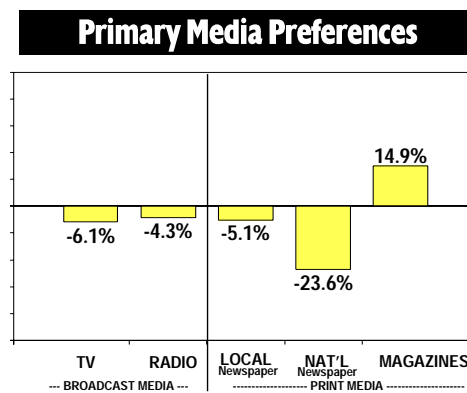
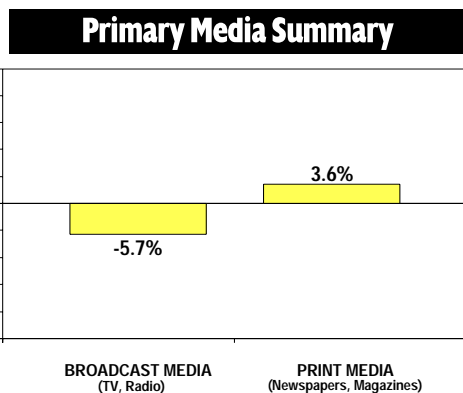
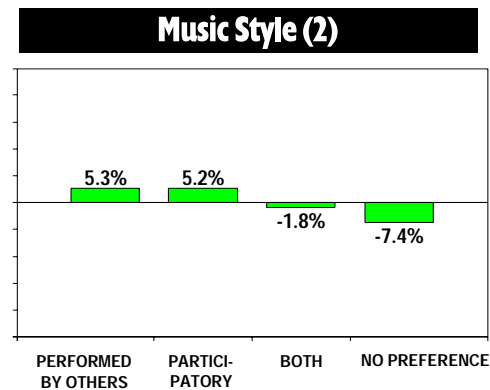
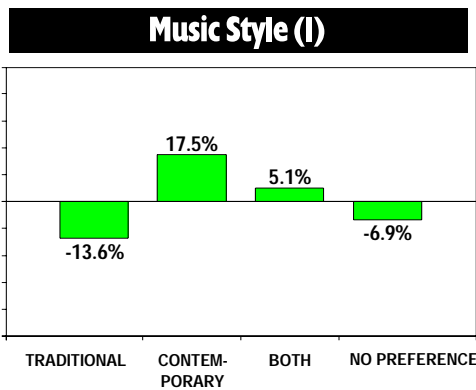
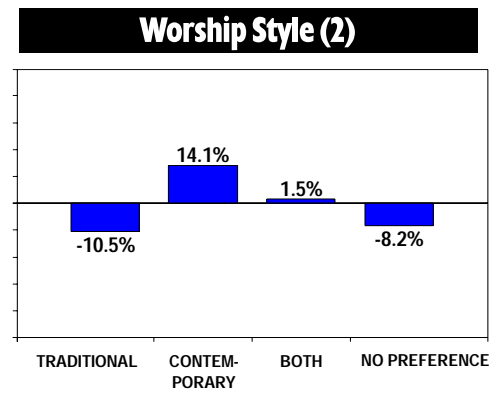
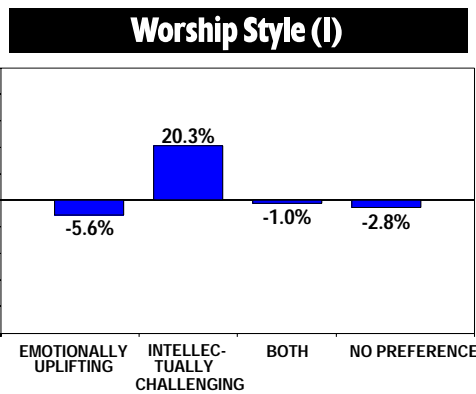
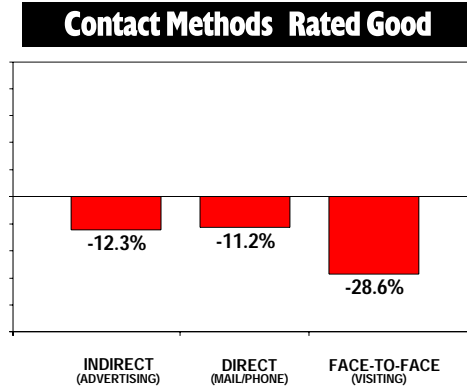
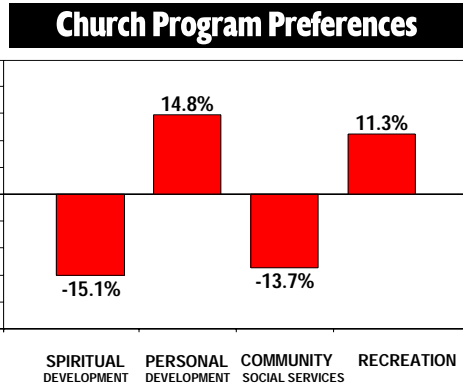
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	35.1%	41.1%	85
↓ Adult Theological Discussion Groups	18.9%	22.5%	84
↓ Spiritual Retreats	9.8%	11.6%	84

PERSONAL DEVELOPMENT:

▲ Marriage Enrichment Opportunities	17.0%	15.2%	112
▲ Parent Training Programs	10.6%	7.8%	136
Twelve Step Programs	3.7%	3.5%	108
↓ Divorce Recovery	1.8%	2.4%	75

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	20.9%	22.5%	93
↓ Care for the Terminally Ill	11.5%	15.7%	74
↓ Food and Clothing Resources	6.5%	11.1%	59
▲ Day Care Services	7.6%	6.1%	126
Church Sponsored Day-School	6.1%	5.7%	108

RECREATION:

▲ Youth Social Programs	35.4%	29.7%	119
▲ Family Activities and Outings	39.0%	32.8%	119
Active Retirement Programs	24.4%	26.8%	91
▲ Cultural Programs (Music, Drama, Art)	21.1%	18.9%	112
▲ Sports or Camping	7.5%	6.3%	119

SUMMARY

↓ Spiritual Development Index	85
▲ Personal Development Index	115
↓ Community/Social Services Index	86
▲ Recreation Index	111



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	24.9%	26.4%	94
▲ B. Intellectually Challenging	13.4%	11.1%	120
C. Both A and B	38.7%	39.2%	99
D. No Preference or Not Interested	22.7%	23.4%	97

PART 2:

↓ A. Traditional/Formal/Ceremonial	18.1%	20.2%	89
▲ B. Contemporary/Informal	30.0%	26.3%	114
C. Both A and B	26.9%	26.5%	102
D. No Preference or Not Interested	24.7%	26.9%	92

MUSIC STYLE INDICATOR

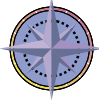
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	21.1%	24.4%	86
▲ B. Contemporary	23.2%	19.7%	118
C. Both A and B	32.7%	31.1%	105
D. No Preference or Not Interested	23.1%	24.8%	93

PART 2:

A. Performed by Others	19.7%	18.7%	105
B. Participatory	24.1%	22.9%	105
C. Both A and B	31.6%	32.2%	98
D. No Preference or Not Interested	24.2%	26.2%	93



Date: 6/20/2016

Prepared For:
 Saint Anthony Parish, Oakley

Study Area Definition:
 Custom Polygon

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

MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.2%	22.0%	101
B. Personal Spiritual Development	15.1%	14.3%	106
C. Both A and B	38.1%	37.4%	102
D. No Preference or Not Interested	24.4%	26.3%	93

PART 2:

A. Global Mission	6.3%	6.2%	101
B. Local Mission	32.6%	33.3%	98
C. Both A and B	32.4%	30.1%	107
D. No Preference or Not Interested	28.4%	30.4%	94

CHURCH ARCHITECTURE INDICATOR

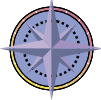
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.4%	26.6%	84
▲ B. Contemporary	21.1%	15.9%	132
C. Both A and B	33.4%	32.3%	103
D. No Preference or Not Interested	23.3%	25.1%	93

PART 2:

↓ A. Somber/Serious	7.0%	9.4%	75
▲ B. Light and Airy	39.9%	34.7%	115
C. Both A and B	27.6%	27.7%	99
D. No Preference or Not Interested	25.6%	28.2%	91



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	44.4%	47.3%	94
Radio	12.8%	13.3%	96

PRINT MEDIA:

Local Newspaper	38.1%	36.1%	105
↓ National Newspaper	3.3%	4.3%	76
▲ Magazines	3.0%	2.4%	125

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.4%	31.9%	98
Radio	24.7%	23.8%	104

PRINT MEDIA:

Local Newspaper	31.0%	32.7%	95
↓ National Newspaper	4.9%	5.8%	86
▲ Magazines	8.1%	7.0%	115

SUMMARY

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



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Description	Study Area	U.S. Average	U.S. Comparative Index
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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:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	32.7%	36.2%	90
↓ Putting Ad in Local Newspaper	28.7%	33.8%	85
↓ Local Cable Channels	26.8%	30.4%	88
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.9%	53.7%	95
↓ Calling and Offering to Send Information By Mail	24.3%	29.5%	82
↓ Calling and Discussing on the Phone	9.3%	12.0%	78
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.0%	20.1%	69
↓ Going Door to Door	10.4%	14.0%	74

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	22.9%	19.6%	117
▲ Putting Ad in Local Newspaper	25.5%	21.5%	118
Local Cable Channels	33.4%	30.7%	109
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.0%	13.3%	120
▲ Calling and Offering to Send Information By Mail	39.6%	34.0%	116
▲ Calling and Discussing on the Phone	68.5%	60.6%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	59.7%	49.6%	120
Going Door to Door	68.4%	64.0%	107

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	88
↓ Direct Methods Index	89
↓ Face-to-Face Methods Index	71

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	114
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	113