

# ministry area profile 2016

Saint Augustine Church

**Study Area Definition:**  
Custom Polygon



ID# 230035:230035



Prepared For:  
Saint Augustine Church

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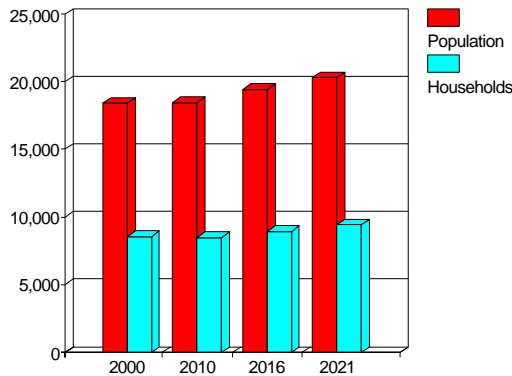
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 19,430 persons residing in the defined study area. This represents an increase of 1,024 or 5.6% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 4.5% or 875 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 35.2% 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 *very high*. Among individual groups, *Anglos* represent 69.3% of the population and all other racial/ethnic groups make up only 30.7% which is somewhat below the national average of 39%. The largest of these groups, *African-Americans*, accounts for 9.3% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 9.9% 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 6,466 persons or 33.3% 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 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 96.5% 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 72.6% 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: *Social Injustice, Neighborhood Gangs, Affordable Housing, Racial/Ethnic Prejudice, Neighborhood Crime and Safety* 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 *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 \$133,956 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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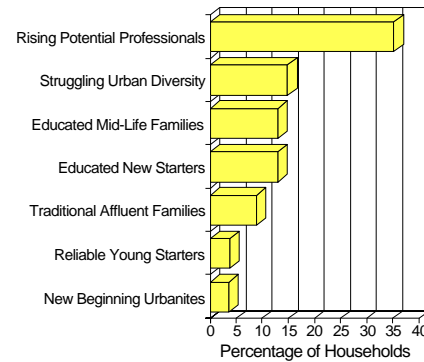
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### Population and Households

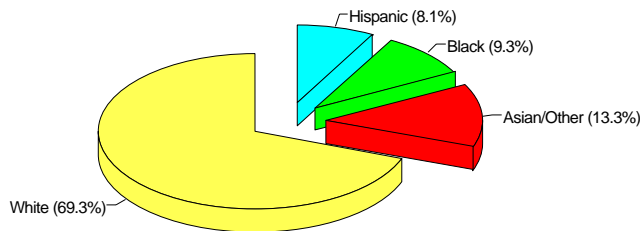


### Primary U.S. Lifestyles Segments-2016

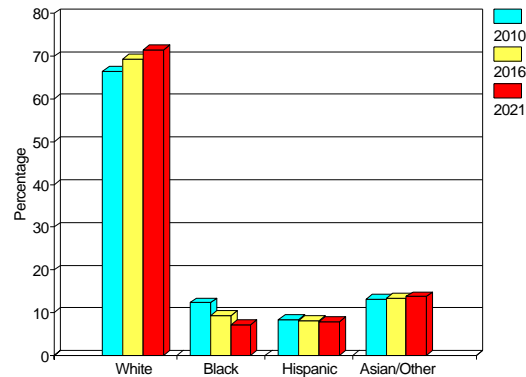


The population in the study area has increased by 967 persons, or 5.2% since 2010 and is projected to increase by 875 persons, or 4.5% between 2016 and 2021. The number of households has increased by 490, or 5.8% since 2010 and is projected to increase by 433, or 4.8% between 2016 and 2021.

### Population By Race/Ethnicity-2016

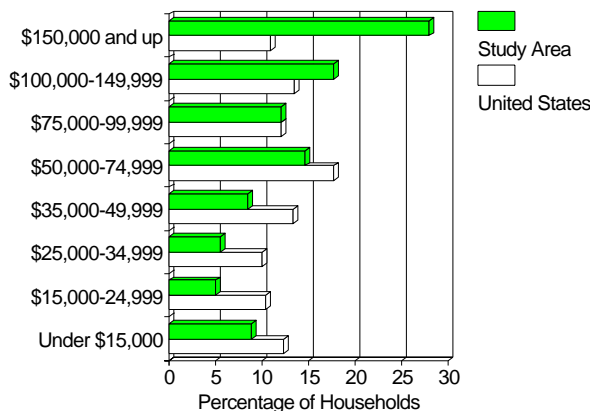


### Population By Race/Ethnicity Trend

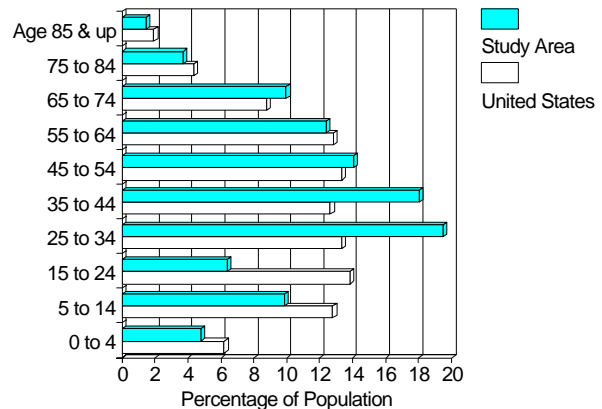


Between 2016 and 2021, the White population is projected to increase by 1030 persons and to increase from 69.3% to 71.4% of the total population. The Black population is projected to decrease by 362 persons and to decrease from 9.3% to 7.1% of the total. The Hispanic/Latino population is projected to increase by 22 persons and to decrease from 8.1% to 7.8% of the total. The Asian/Other population is projected to increase by 186 persons and to increase from 13.3% to 13.7% of the total population.

### Households By Income-2016



### Population by Age-2016

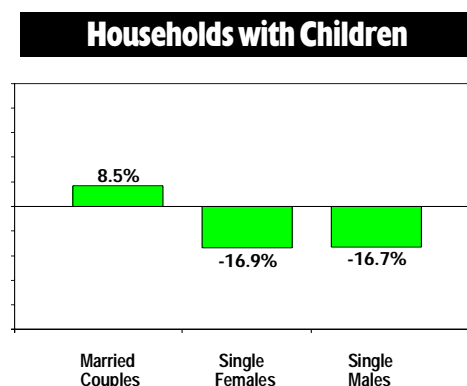
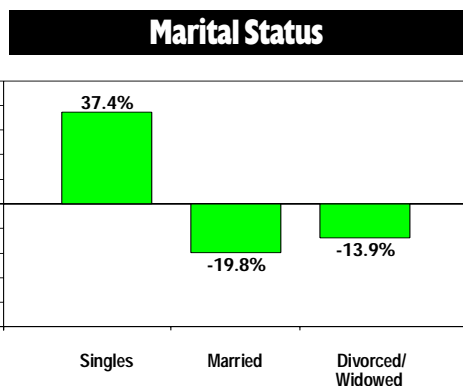
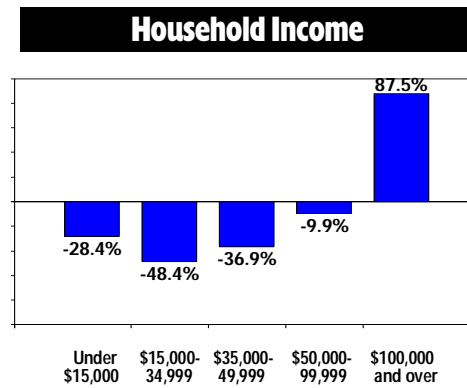
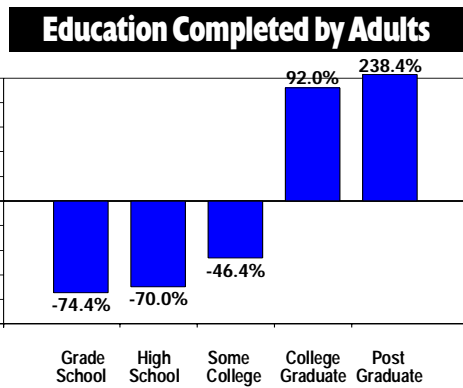
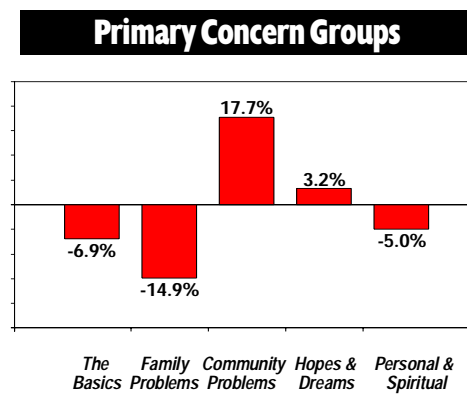
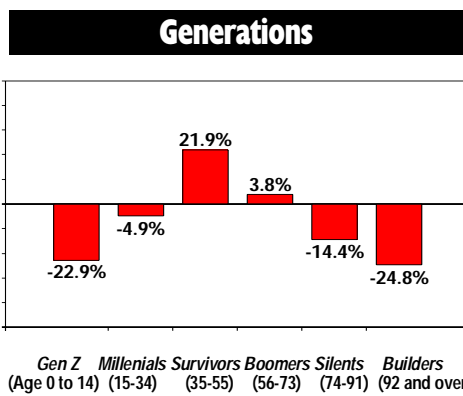
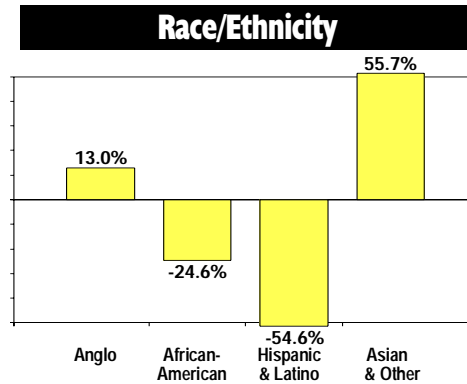
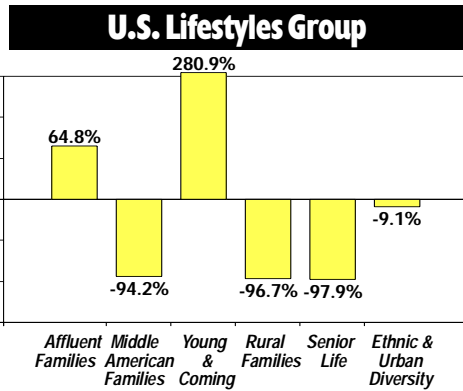


The average household income in the study area is \$133956 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.0 and is projected to increase to 42.4 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	18,406	18,463	19,430	20,305
Population Change		57	967	875
Percentage Change		0.3%	5.2%	4.5%
▲ <b>Average Annual Growth Rate</b>		0.0%	0.9%	0.9%
▲ <b>Density (Pop. per square mile)</b>	11,155	11,190	11,776	12,306
HOUSEHOLDS				
Households	8,575	8,463	8,953	9,386
Household Change		(112)	490	433
Percentage Change		-1.3%	5.8%	4.8%
▲ <b>Average Annual Growth Rate</b>		-0.1%	1.0%	1.0%
Persons Per Household	2.10	2.14	2.13	2.12

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ <b>White (Non-Hispanic)</b>	12,261	66.4%	13,464	69.3%	14,494	71.4%
↓ African-American (Non-Hisp)	2,254	12.2%	1,804	9.3%	1,442	7.1%
↓ Hispanic/Latino	1,530	8.3%	1,568	8.1%	1,590	7.8%
▲ <b>Asian/Other (Non-Hisp)</b>	2,418	13.1%	2,593	13.3%	2,779	13.7%

POPULATION BY GENDER						
↓ Female	9,776	52.9%	10,280	52.9%	10,737	52.9%
▲ <b>Male</b>	8,688	47.1%	9,150	47.1%	9,568	47.1%

POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	1,701	9.2%	2,845	14.6%	3,823	18.8%
▲ <b>Millennials (Born 1982 to 2001)</b>	4,148	22.5%	5,021	25.8%	5,358	26.4%
↓ Survivors (Born 1961 to 1981)	6,722	36.4%	6,467	33.3%	6,603	32.5%
↓ Boomers (Born 1943 to 1960)	4,121	22.3%	3,930	20.2%	3,647	18.0%
↓ Silents (Born 1925 to 1942)	1,503	8.1%	1,110	5.7%	871	4.3%
↓ Builders (Born 1924 and earlier)	263	1.4%	57	0.3%	3	0.0%

AGE			
▲ <b>Average Age</b>		39.7	41.0
▲ <b>Median Age</b>		38.8	40.9

INCOME			
▲ <b>Average Household Income</b>		\$112,141	\$133,956
▲ <b>Median Household Income</b>		\$77,474	\$96,756
▲ <b>Per Capita Income</b>		\$51,403	\$61,724

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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	1,941	22.9%	2,495	27.9%	3,010	32.1%
▲ \$100,000 to \$149,999	1,166	13.8%	1,582	17.7%	1,727	18.4%
↓ \$75,000 to \$99,999	1,031	12.2%	1,076	12.0%	1,091	11.6%
↓ \$50,000 to \$74,999	1,508	17.8%	1,313	14.7%	1,267	13.5%
↓ \$35,000 to \$49,999	832	9.8%	757	8.5%	701	7.5%
↓ \$25,000 to \$34,999	699	8.3%	493	5.5%	427	4.5%
↓ \$15,000 to \$24,999	451	5.3%	448	5.0%	463	4.9%
↓ Under \$15,000	835	9.9%	789	8.8%	702	7.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,044	5.7%	931	4.8%	879	4.3%
▲ Required Formal Schooling (5-17)	1,769	9.6%	2,310	11.9%	2,633	13.0%
College Years, Career Starts (18-24)	1,383	7.5%	842	4.3%	966	4.8%
↓ Singles and Young Families (25-34)	3,980	21.6%	3,783	19.5%	2,805	13.8%
▲ Families, Empty Nesters (35-54)	5,582	30.2%	6,227	32.0%	7,010	34.5%
↓ Enrichment Years Singles/Couples (55-64)	2,422	13.1%	2,404	12.4%	2,467	12.1%
▲ Retirement Opportunities (65+)	2,278	12.3%	2,932	15.1%	3,544	17.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,044	5.7%	931	4.8%	879	4.3%
5 to 9 years	821	4.4%	1,051	5.4%	979	4.8%
▲ 10 to 14 years	602	3.3%	863	4.4%	1,097	5.4%
▲ 15 to 17 years	346	1.9%	396	2.0%	557	2.7%
18 to 20 years	380	2.1%	366	1.9%	464	2.3%
↓ 21 to 24 years	1,003	5.4%	476	2.4%	502	2.5%
↓ 25 to 29 years	2,066	11.2%	1,224	6.3%	1,001	4.9%
30 to 34 years	1,914	10.4%	2,559	13.2%	1,804	8.9%
35 to 39 years	1,693	9.2%	1,848	9.5%	1,898	9.3%
▲ 40 to 44 years	1,465	7.9%	1,651	8.5%	1,895	9.3%
▲ 45 to 49 years	1,237	6.7%	1,504	7.7%	1,709	8.4%
50 to 54 years	1,187	6.4%	1,224	6.3%	1,508	7.4%
↓ 55 to 59 years	1,212	6.6%	1,199	6.2%	1,247	6.1%
↓ 60 to 64 years	1,210	6.6%	1,205	6.2%	1,220	6.0%
65 to 69 years	854	4.6%	1,100	5.7%	1,119	5.5%
▲ 70 to 74 years	512	2.8%	832	4.3%	1,150	5.7%
▲ 75 to 84 years	620	3.4%	717	3.7%	1,004	4.9%
↓ 85 or more years	292	1.6%	283	1.5%	271	1.3%

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	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	16,585			
▲ <b>Single (Never Married)</b>	<b>7,498</b>	<b>45.2%</b>	<b>32.9%</b>	<b>137</b>
Married	6,669	40.2%	50.2%	80
Divorced/Widowed	2,418	14.6%	16.9%	86
<b>Marital Status Females 15 and Older (2016)</b>	8,863			
▲ <b>Single (Never Married)</b>	<b>3,894</b>	<b>43.9%</b>	<b>29.8%</b>	<b>147</b>
↓ Married	3,396	38.3%	48.8%	78
Divorced/Widowed	1,573	17.7%	21.4%	83
<b>Marital Status Males 15 and Older (2016)</b>	7,722			
▲ <b>Single (Never Married)</b>	<b>3,604</b>	<b>46.7%</b>	<b>36.2%</b>	<b>129</b>
Married	3,273	42.4%	51.6%	82
Divorced/Widowed	845	10.9%	12.3%	89
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	8,953			
↓ Married Couple	3,084	34.4%	48.5%	71
↓ Other Family - Male Head of Household	246	2.7%	4.9%	56
↓ Other Family - Female Head of Household	742	8.3%	13.0%	64
▲ <b>Non Family - Male Head of Household</b>	<b>2,092</b>	<b>23.4%</b>	<b>15.8%</b>	<b>148</b>
▲ <b>Non Family - Female Head of Household</b>	<b>2,789</b>	<b>31.2%</b>	<b>17.7%</b>	<b>176</b>
<b>Households With Children 0 to 18 (2016)</b>	1,843			
Married Couple Family	1,304	70.8%	65.2%	108
Other Family - Male Head of Household	130	7.1%	8.5%	83
Other Family - Female Head of Household	388	21.1%	25.3%	83
Non Family	21	1.1%	1.0%	118
<b>Population By Household Type (2016)</b>	19,430			
↓ Group Quarters	381	2.0%	2.5%	78



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	381			
↓ Correctional Facilities	31	8.1%	30.0%	27
↓ College Dorms	10	2.6%	31.9%	8
↓ Military	0	0.0%	4.2%	0
Nursing Homes	30	7.9%	18.7%	42
<b>▲ Other</b>	<b>310</b>	<b>81.4%</b>	<b>15.2%</b>	<b>535</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	19,430			
White (Non-Hispanic)	13,464	69.3%	61.3%	113
↓ African-American (Non-Hisp)	1,804	9.3%	12.3%	75
↓ Hispanic/Latino	1,568	8.1%	17.8%	45
↓ Native American (Non-Hisp)	39	0.2%	0.7%	27
<b>▲ Asian (Non-Hisp)</b>	<b>1,399</b>	<b>7.2%</b>	<b>5.3%</b>	<b>136</b>
↓ Hawaiian & Pacific Islander (Non-Hisp)	22	0.1%	0.2%	67
<b>▲ Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>1,133</b>	<b>5.8%</b>	<b>2.4%</b>	<b>244</b>
<b>Asian Population By Race (2016)</b>	1,417			
<b>▲ Chinese</b>	<b>509</b>	<b>35.9%</b>	<b>22.3%</b>	<b>161</b>
<b>▲ Japanese</b>	<b>158</b>	<b>11.2%</b>	<b>5.0%</b>	<b>222</b>
↓ Indian	106	7.5%	19.5%	38
Korean	120	8.5%	9.6%	88
↓ Vietnamese	65	4.6%	11.0%	42
Other Asian Races	459	32.4%	32.5%	100
<b>Hispanic/Latino Population By Race (2016)</b>	1,568			
White	895	57.1%	53.0%	108
<b>▲ African-American</b>	<b>53</b>	<b>3.4%</b>	<b>2.5%</b>	<b>135</b>
<b>▲ Native American</b>	<b>29</b>	<b>1.8%</b>	<b>1.4%</b>	<b>135</b>
<b>▲ Asian</b>	<b>18</b>	<b>1.1%</b>	<b>0.4%</b>	<b>274</b>
Other Races & Multiple Races	573	36.5%	42.7%	85
<b>Hispanic/Latino Population By Origin (2016)</b>	1,568			
Mexican	813	51.8%	62.4%	83
↓ Puerto Rican	88	5.6%	9.5%	59
↓ Cuban	42	2.7%	3.5%	76
<b>▲ Other Hispanic Origin</b>	<b>625</b>	<b>39.9%</b>	<b>24.6%</b>	<b>162</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	4,481			
↓ Pre-Primary (Public)	29	0.6%	3.4%	19
▲ Pre-Primary (Private)	418	9.3%	2.6%	355
↓ Elementary/High School (Public)	1,113	24.8%	58.9%	42
▲ Elementary/High School (Private)	538	12.0%	6.6%	181
▲ Enrolled in College	2,383	53.2%	28.4%	187
<b>Population By Education Completed (Age 25 and over) (2016)</b>	15,346			
↓ Elementary (Less than 9 years)	332	2.2%	5.8%	37
↓ Some High School (9 to 11 years)	201	1.3%	7.8%	17
↓ High School Graduate (12 years)	1,282	8.4%	27.9%	30
↓ Some College (13 to 15 years)	1,891	12.3%	21.2%	58
↓ Associate Degree	507	3.3%	8.0%	41
▲ Bachelor's Degree	5,396	35.2%	18.3%	192
▲ Graduate Degree	5,738	37.4%	11.0%	338
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	11,196			
▲ TOTAL WHITE COLLAR	9,191	82.1%	61.5%	134
▲ Executive and Managerial	1,377	12.3%	9.7%	126
▲ Professional Specialty	3,637	32.5%	16.6%	196
▲ Technical Support	2,095	18.7%	8.3%	226
Sales	1,125	10.0%	10.9%	93
↓ Administrative Support & Clerical	957	8.5%	16.0%	53
↓ TOTAL BLUE COLLAR	2,007	17.9%	38.5%	47
↓ Service: Private Households	280	2.5%	3.7%	68
↓ Service: Protective	84	0.8%	2.2%	34
Service: Other	670	6.0%	7.5%	80
↓ Farming, Forestry & Fishing	2	0.0%	0.7%	2
↓ Precision Production and Craft	356	3.2%	11.0%	29
↓ Operators and Assemblers	108	1.0%	3.2%	30
↓ Transportation and Material Moving	287	2.6%	6.2%	42
↓ Laborers	220	2.0%	4.0%	49

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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	16,455			
Employed	11,293	68.6%	58.1%	118
Unemployed	773	4.7%	5.6%	83
↓ Not in Labor Force	4,389	26.7%	36.3%	73
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	7,335			
TOTAL WORKING	5,564	75.9%	66.8%	114
▲ With No Own Children	<b>4,352</b>	<b>59.3%</b>	<b>42.2%</b>	<b>141</b>
▲ With Own Children Age 0 to 5 only	<b>609</b>	<b>8.3%</b>	<b>5.5%</b>	<b>152</b>
↓ With Own Children Age 6 to 17 only	487	6.6%	14.8%	45
↓ With Own Children Both Age 0 to 5 and 6 to 17	116	1.6%	4.3%	37
TOTAL NOT WORKING (UNEMPLOYED)	424	5.8%	6.2%	93
▲ With No Own Children	<b>371</b>	<b>5.1%</b>	<b>3.8%</b>	<b>135</b>
↓ With Own Children Age 0 to 5 only	11	0.1%	0.7%	23
↓ With Own Children Age 6 to 17 only	30	0.4%	1.3%	33
↓ With Own Children Both Age 0 to 5 and 6 to 17	12	0.2%	0.5%	30
↓ TOTAL NOT IN THE LABOR FORCE	1,347	18.4%	27.0%	68
With No Own Children	1,142	15.6%	17.1%	91
↓ With Own Children Age 0 to 5 only	59	0.8%	2.6%	31
↓ With Own Children Age 6 to 17 only	111	1.5%	4.6%	33
↓ With Own Children Both Age 0 to 5 and 6 to 17	35	0.5%	2.6%	18
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	8,953			
Above Poverty Line (Households with Children)	3,913	69.1%	59.6%	116
Above Poverty Line (Households without Children)	1,522	26.9%	26.5%	101
↓ Below Poverty Line (Households with Children)	162	2.9%	7.9%	36
↓ Below Poverty Line (Households without Children)	67	1.2%	6.0%	20
<b>Households By Presence of Retirement Income (2013)</b>	8,463			
↓ With Retirement Income	1,163	13.7%	17.6%	78
Without Retirement Income	7,404	87.5%	81.5%	107

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	Number	Percent		
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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	8,953			
↓ Owner Occupied	4,264	47.6%	65.0%	73
▲ Renter Occupied	<b>4,689</b>	<b>52.4%</b>	<b>35.0%</b>	<b>150</b>
▲ Median Rent (2013)	<b>\$1,326</b>		<b>\$904</b>	<b>147</b>
<b>Structures By Number of Units (2016)</b>	9,544			
↓ Single Unit	5,034	52.7%	67.3%	78
▲ 3 to 4 Units	<b>2,513</b>	<b>26.3%</b>	<b>8.1%</b>	<b>325</b>
▲ 5 to 19 Units	<b>1,552</b>	<b>16.3%</b>	<b>9.3%</b>	<b>174</b>
20 to 49 Units	332	3.5%	3.6%	96
↓ 50 or more Units	43	0.5%	5.1%	9
↓ Mobile Home	70	0.7%	6.4%	11
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.13		2.57	44
<b>Owner-Occupied Property Values (2016)</b>	4,264			
↓ Under \$40,000	54	1.3%	7.2%	18
↓ \$40,000 to \$59,999	8	0.2%	3.7%	5
↓ \$60,000 to \$79,999	14	0.3%	5.1%	6
↓ \$80,000 to \$99,999	12	0.3%	6.5%	4
↓ \$100,000 to 149,999	18	0.4%	15.1%	3
↓ \$150,000 to \$199,999	14	0.3%	14.6%	2
↓ \$200,000 to \$299,999	43	1.0%	18.1%	6
↓ \$300,000 to \$499,999	337	7.9%	16.9%	47
▲ \$500,000 to \$999,999	<b>1,973</b>	<b>46.3%</b>	<b>9.7%</b>	<b>477</b>
▲ \$1,000,000 and over	<b>1,790</b>	<b>42.0%</b>	<b>3.0%</b>	<b>1,387</b>
▲ Median Property Value	<b>\$881,523</b>		<b>\$192,432</b>	<b>458</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	9,544			
2010 and later	516	5.4%	5.5%	98
↓ 2000 to 2009	74	0.8%	14.6%	5
↓ 1990 to 1999	279	2.9%	13.4%	22
↓ 1980 to 1989	242	2.5%	13.2%	19
↓ 1970 to 1979	501	5.2%	15.0%	35
↓ 1960 to 1969	533	5.6%	10.4%	54
↓ 1950 to 1959	561	5.9%	10.3%	57
▲ 1949 or earlier	<b>6,839</b>	<b>71.7%</b>	<b>17.7%</b>	<b>405</b>
<b>Households By Number of Persons (2016)</b>	8,953			
▲ 1 Person Household	<b>3,211</b>	<b>35.9%</b>	<b>27.3%</b>	<b>131</b>
2 Person Household	3,222	36.0%	32.3%	112
3 Person Household	1,274	14.2%	16.2%	88
↓ 4 Person Household	874	9.8%	13.1%	75
↓ 5 Person Household	247	2.8%	6.5%	43
↓ 6 Person Household	84	0.9%	2.8%	34
↓ 7 or more Person Household	42	0.5%	1.9%	25
Average Persons Per Household	2.1		2.6	82
<b>Households By Heating Type (2013)</b>	8,567			
▲ Utility and Other Gas	<b>6,821</b>	<b>79.6%</b>	<b>54.0%</b>	<b>147</b>
↓ Electric	1,516	17.7%	36.1%	49
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	44	0.5%	2.2%	23
▲ Solar/Other Fuel	<b>71</b>	<b>0.8%</b>	<b>0.5%</b>	<b>168</b>
▲ No Fuel Used	<b>114</b>	<b>1.3%</b>	<b>0.9%</b>	<b>141</b>

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	Number	Percent		
<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	8,953			
▲ No Vehicles	<b>1,131</b>	<b>12.6%</b>	<b>9.0%</b>	<b>141</b>
▲ 1 Vehicle	<b>4,072</b>	<b>45.5%</b>	<b>33.7%</b>	<b>135</b>
2 Vehicle	2,838	31.7%	37.5%	85
↓ 3 or more Vehicles	912	10.2%	19.8%	52
<b>Workers By Travel Time to Work (2016)</b>	9,465			
↓ Less than 15 minutes	1,935	20.4%	27.3%	75
15 to 29 minutes	3,243	34.3%	36.5%	94
▲ 30 to 44 minutes	<b>2,381</b>	<b>25.2%</b>	<b>20.2%</b>	<b>125</b>
▲ 45 to 59 minutes	<b>1,034</b>	<b>10.9%</b>	<b>7.7%</b>	<b>141</b>
60 or more minutes	871	9.2%	8.3%	111
Average Travel Time to Work (minutes)	31.1		28.2	110
<b>Workers By Type of Transportation to Work (2016)</b>	9,922			
↓ Drive Alone	4,198	42.3%	76.9%	55
Car Pool	772	7.8%	9.6%	81
▲ Public Transportation	<b>2,858</b>	<b>28.8%</b>	<b>5.1%</b>	<b>563</b>
▲ Walk to Work	<b>609</b>	<b>6.1%</b>	<b>2.8%</b>	<b>218</b>
Other Means	117	1.2%	1.2%	95
▲ Work at Home	<b>1,368</b>	<b>13.8%</b>	<b>4.4%</b>	<b>314</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)	4,997	55.8%	14.7%	381
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	2,230	24.9%	15.1%	165
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,495	16.7%	18.4%	91
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	163	1.8%	31.4%	6
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	39	0.4%	13.1%	3
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	13	0.1%	6.9%	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	3,152	35.2%	2.3%	1504
45	Struggling Urban Diversity	1,326	14.8%	2.5%	603
4	Educated Mid-Life Families	1,161	13.0%	3.4%	380
12	Educated New Starters	1,159	12.9%	2.9%	441
1	Traditional Affluent Families	799	8.9%	3.5%	256
15	Reliable Young Starters	343	3.8%	4.3%	90
39	New Beginning Urbanites	324	3.6%	2.8%	131
14	Secure Mid-Life Families	270	3.0%	0.7%	460
24	Metro Multi-Ethnic Diversity	115	1.3%	2.7%	47
23	Established Empty-Nesters	102	1.1%	3.4%	34
28	Building Country Families	36	0.4%	2.8%	14
27	Country Family Diversity	31	0.3%	0.3%	102
25	Working Country Consumers	25	0.3%	4.1%	7
32	Working Urban Life	22	0.2%	1.7%	15
40	Surviving Urban Diversity	21	0.2%	4.0%	6
19	Educated and Promising	18	0.2%	0.1%	256
49	Exception Households	12	0.1%	0.2%	54
46	Struggling Black Households	8	0.1%	2.5%	4
29	Working Country Families	8	0.1%	1.0%	9
21	Mature and Stable	7	0.1%	0.6%	14

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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.		
20	Cautious and Mature	4	0.0%	2.6%	2
7	Prosperous and Mature	2	0.0%	0.5%	4
43	Laboring Urban Diversity	2	0.0%	0.5%	4
37	Rising Multi-Ethnic Urbanites	1	0.0%	0.6%	2
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
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
30	Urban Senior Life	0	0.0%	0.8%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
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>8,949</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	27.9%	35.4%	79
↓ Somewhat Involved with Their Faith	23.3%	29.9%	78
▲ Not Involved with Their Faith	49.4%	34.7%	142

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.2%	22.1%	73
Decreased Their Involvement with Their Faith in the Last 10 Years	22.3%	23.7%	94

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

▲ Adventist	0.7%	0.5%	135
↓ Baptist	7.7%	16.1%	48
↓ Catholic	21.0%	23.7%	89
Congregational	1.8%	2.0%	92
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	277
▲ Episcopal	3.3%	2.9%	115
↓ Holiness	0.2%	0.8%	22
Jehovah's Witnesses	1.2%	1.1%	110
▲ Judaism	5.0%	3.2%	159
↓ Lutheran	5.6%	7.2%	77
↓ Methodist	5.0%	10.1%	50
▲ Mormon	2.5%	1.8%	142
▲ New Age	1.4%	0.6%	247
▲ Non-Denominational / Independent	10.7%	6.9%	154
↓ Orthodox	0.2%	0.3%	73
Pentecostal	2.2%	2.4%	91
Presbyterian / Reformed	5.0%	4.6%	109
▲ Unitarian / Universalist	1.1%	0.7%	159
▲ Interested but No Preference	5.9%	3.9%	152
▲ Not Interested and No Preference	18.5%	11.1%	167
Likely to Have Changed Their Preference in the Last 10 Years	17.9%	16.8%	107

**LEADERSHIP PREFERENCE INDICATOR**

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

▲ Tells them what to do	4.7%	4.0%	118
Lets them do what they want and is supportive	11.4%	11.7%	97
▲ Lets them do what they want and stays out of the way	5.5%	4.8%	115
Works with them on deciding what to do and helps them do it	78.5%	79.6%	99

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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	43.2%	43.5%	99
↓ Finding/Providing Health Insurance	21.7%	29.0%	75
↓ Day-to-Day Financial Worries	26.7%	31.6%	84
Finding Employment Opportunities	15.5%	14.4%	108
▲ Finding Affordable Housing	<b>15.2%</b>	<b>11.3%</b>	<b>135</b>
↓ Providing Adequate Food	6.5%	8.6%	76
Finding Child Care	5.8%	6.3%	92
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	13.5%	16.7%	81
↓ Dealing With Teen / Child Problems	16.7%	20.7%	81
Finding/Providing Aging Parent Care	15.3%	15.5%	99
↓ Dealing With Abusive Relationships	10.1%	11.4%	89
↓ Dealing With Divorce	2.9%	4.5%	65
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>34.1%</b>	<b>27.0%</b>	<b>126</b>
Finding/Providing Good Schools	21.0%	23.5%	90
Dealing with Problems in Schools	12.6%	13.6%	93
▲ Dealing With Racial / Ethnic Prejudice	<b>17.6%</b>	<b>13.1%</b>	<b>135</b>
▲ Dealing With Neighborhood Gangs	<b>11.7%</b>	<b>8.5%</b>	<b>138</b>
▲ Dealing with Social Injustice	<b>16.9%</b>	<b>11.3%</b>	<b>150</b>
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	55.7%	50.6%	110
▲ Finding Time for Recreation / Leisure	<b>29.3%</b>	<b>25.3%</b>	<b>116</b>
Finding Better Quality Healthcare	23.6%	23.9%	98
▲ Finding A Satisfying Job / Career	<b>21.8%</b>	<b>19.3%</b>	<b>113</b>
Finding Retirement Opportunities	17.4%	18.9%	92
Achieving A Fulfilling Marriage	20.5%	22.3%	92
↓ Developing Parenting Skills	12.0%	14.7%	82
▲ Achieving Educational Objectives	<b>8.3%</b>	<b>7.5%</b>	<b>111</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.8%	29.8%	97
▲ Finding Companionship	<b>21.4%</b>	<b>17.3%</b>	<b>124</b>
↓ Finding A Good Church	9.1%	15.2%	60
↓ Finding Spiritual Teaching	9.4%	12.9%	73
▲ Finding Life Direction	<b>16.0%</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”	79.6%	84.5%	94
↓ “God is actively involved in the world including nations and their governments”	53.1%	63.8%	83

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

“It is important to preserve the traditional American family structure”	87.6%	91.5%	96
“A healthy environment has become a national crisis”	83.4%	82.8%	101
“Public education is essential to the future of American society”	94.2%	94.0%	100

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

“Government should be the primary provider of human welfare services”	48.5%	50.1%	97
“The role of Churches / Synagogues is to help form and support moral values”	78.1%	81.1%	96
“Churches and religious organizations should provide more human services”	65.2%	62.6%	104

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

▲ “The United States must open its doors to all people groups”	40.3%	36.3%	111
“The changing racial / ethnic face of America is a threat to our national heritage”	34.3%	36.3%	94

#### 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	33.3%	31.2%	107
▲ More than \$1,000 per year	19.6%	17.4%	113

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

▲ More than \$100 per year	45.9%	33.7%	136
▲ More than \$500 per year	13.4%	6.8%	197
▲ More than \$1,000 per year	4.7%	2.3%	204

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

▲ More than \$100 per year	27.0%	16.1%	168
▲ More than \$500 per year	7.8%	4.3%	181
▲ More than \$1,000 per year	3.9%	2.2%	177

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

Saint Augustine Church

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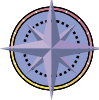
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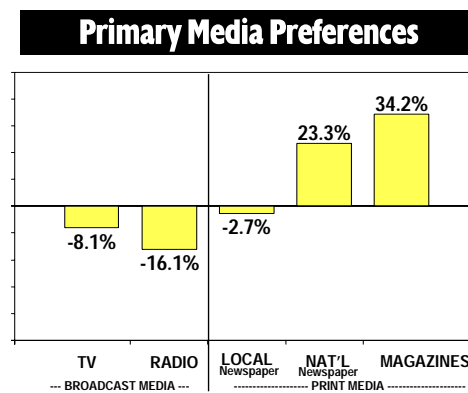
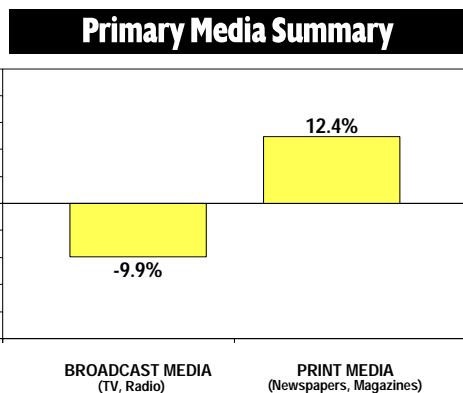
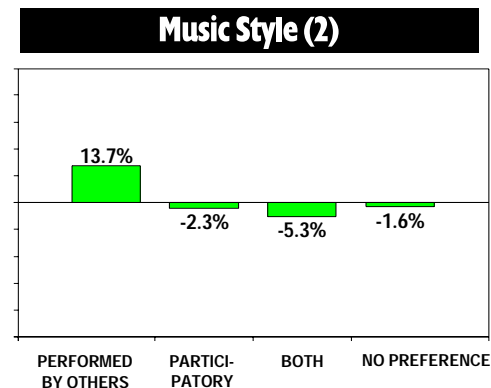
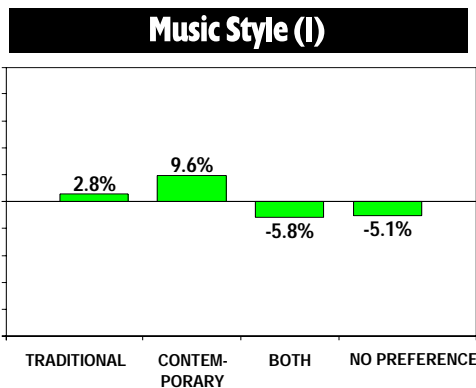
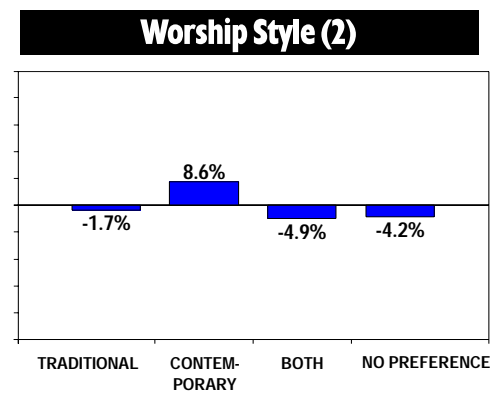
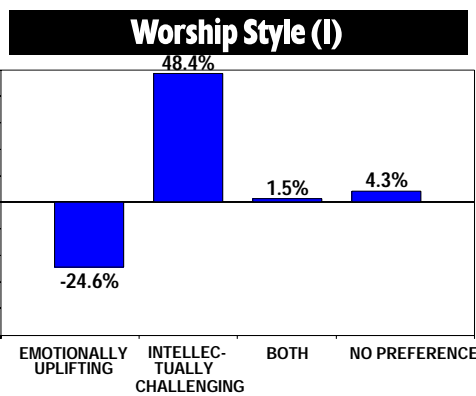
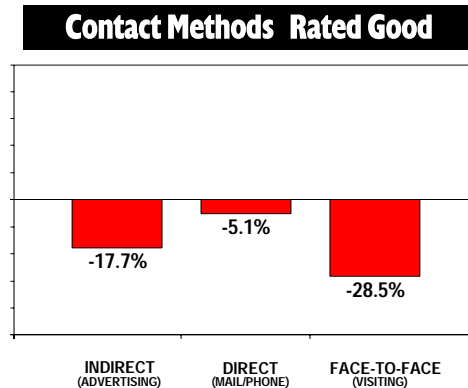
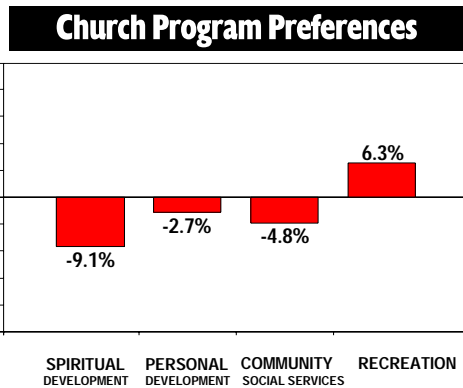
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY MEDIA PREFERENCE .....	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD .....	6
CHURCH CONTACT METHODS RATED POOR .....	6

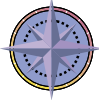


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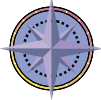
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<b>CHURCH PROGRAM PREFERENCE INDICATOR</b>			
<b>Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:</b>			
<b><i>SPIRITUAL DEVELOPMENT:</i></b>			
↓ Bible Study Discussion and Prayer Groups	31.8%	41.1%	77
Adult Theological Discussion Groups	23.7%	22.5%	105
▲ <b>Spiritual Retreats</b>	<b>13.0%</b>	<b>11.6%</b>	<b>112</b>
<b><i>PERSONAL DEVELOPMENT:</i></b>			
Marriage Enrichment Opportunities	15.3%	15.2%	100
Parent Training Programs	7.2%	7.8%	92
▲ <b>Twelve Step Programs</b>	<b>3.9%</b>	<b>3.5%</b>	<b>114</b>
↓ Divorce Recovery	1.7%	2.4%	71
<b><i>COMMUNITY/SOCIAL SERVICES:</i></b>			
Personal or Family Counseling	22.1%	22.5%	98
Care for the Terminally Ill	15.9%	15.7%	101
↓ Food and Clothing Resources	7.7%	11.1%	70
Day Care Services	6.5%	6.1%	108
Church Sponsored Day-School	5.9%	5.7%	103
<b><i>RECREATION:</i></b>			
Youth Social Programs	26.7%	29.7%	90
↓ Family Activities and Outings	28.6%	32.8%	87
Active Retirement Programs	29.0%	26.8%	108
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>29.5%</b>	<b>18.9%</b>	<b>156</b>
▲ <b>Sports or Camping</b>	<b>8.1%</b>	<b>6.3%</b>	<b>127</b>

<b>SUMMARY</b>	
Spiritual Development Index	91
Personal Development Index	97
Community/Social Services Index	95
Recreation Index	106



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### WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

**PART 1:**

↓ A. Emotionally Uplifting	19.9%	26.4%	75
<b>▲ B. Intellectually Challenging</b>	<b>16.5%</b>	<b>11.1%</b>	<b>148</b>
C. Both A and B	39.8%	39.2%	102
D. No Preference or Not Interested	24.4%	23.4%	104

**PART 2:**

A. Traditional/Formal/Ceremonial	19.9%	20.2%	98
B. Contemporary/Informal	28.6%	26.3%	109
C. Both A and B	25.2%	26.5%	95
D. No Preference or Not Interested	25.8%	26.9%	96

### MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

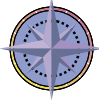
**PART 1:**

A. Traditional	25.1%	24.4%	103
B. Contemporary	21.6%	19.7%	110
C. Both A and B	29.3%	31.1%	94
D. No Preference or Not Interested	23.5%	24.8%	95

**PART 2:**

<b>▲ A. Performed by Others</b>	<b>21.3%</b>	<b>18.7%</b>	<b>114</b>
B. Participatory	22.4%	22.9%	98
C. Both A and B	30.5%	32.2%	95
D. No Preference or Not Interested	25.8%	26.2%	98





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	23.7%	22.0%	108
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	35.3%	37.4%	94
D. No Preference or Not Interested	25.6%	26.3%	97

**PART 2:**

A. Global Mission	6.2%	6.2%	100
B. Local Mission	34.0%	33.3%	102
C. Both A and B	28.8%	30.1%	96
D. No Preference or Not Interested	30.8%	30.4%	101

**CHURCH ARCHITECTURE INDICATOR**

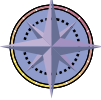
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

A. Traditional	25.6%	26.6%	96
▲ B. Contemporary	<b>19.4%</b>	<b>15.9%</b>	<b>122</b>
C. Both A and B	29.8%	32.3%	92
D. No Preference or Not Interested	24.9%	25.1%	99

**PART 2:**

A. Somber/Serious	8.9%	9.4%	94
B. Light and Airy	38.2%	34.7%	110
C. Both A and B	25.6%	27.7%	92
D. No Preference or Not Interested	27.1%	28.2%	96



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	43.4%	47.3%	92
↓ Radio	11.2%	13.3%	84

#### PRINT MEDIA:

Local Newspaper	38.5%	36.1%	106
▲ National Newspaper	5.3%	4.3%	123
▲ Magazines	4.4%	2.4%	181

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	29.7%	31.9%	93
Radio	22.5%	23.8%	95

#### PRINT MEDIA:

Local Newspaper	31.8%	32.7%	97
▲ National Newspaper	7.2%	5.8%	125
▲ Magazines	9.5%	7.0%	134

### SUMMARY

Overall Broadcast Media Index (100 = Average)	92
Overall Print Media Index	109



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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	30.2%	36.2%	83
↓ Putting Ad in Local Newspaper	28.6%	33.8%	84
↓ Local Cable Channels	23.8%	30.4%	78
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.7%	53.7%	96
Calling and Offering to Send Information By Mail	27.7%	29.5%	94
Calling and Discussing on the Phone	11.0%	12.0%	92
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.6%	20.1%	73
↓ Going Door to Door	9.8%	14.0%	70

**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	25.3%	19.6%	129
▲ Putting Ad in Local Newspaper	29.8%	21.5%	138
▲ Local Cable Channels	37.0%	30.7%	120
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.5%	13.3%	124
▲ Calling and Offering to Send Information By Mail	39.8%	34.0%	117
Calling and Discussing on the Phone	66.9%	60.6%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.8%	49.6%	119
Going Door to Door	70.7%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	82
Direct Methods Index	95
↓ Face-to-Face Methods Index	72

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	128
▲ Direct Methods Index	114
▲ Face-to-Face Methods Index	114