

ministry
area ●●●●●●
profile **2016**

Saint Barnabas Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Barnabas Parish

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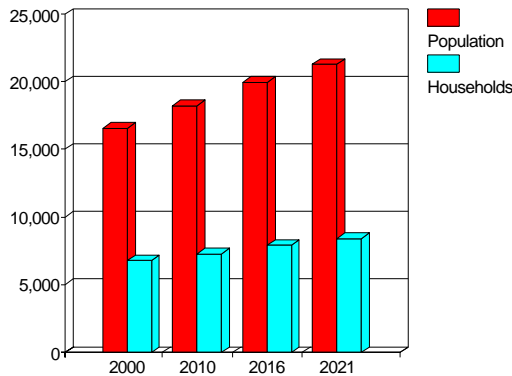
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 19,949 persons residing in the defined study area. This represents an increase of 3,374 or 20.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.6% or 1,323 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 high* with 16 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Urban Diversity* representing 25.3% 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 35.2% of the population and all other racial/ethnic groups make up a substantial 64.8% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 36.3% of the total population. *Asians* are also projected to be the fastest growing group increasing by 14.0% 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 6,238 persons or 31.3% 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 88.4% 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 41.3% 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, Affordable Housing, Neighborhood Crime and Safety, Racial/Ethnic Prejudice, Social Injustice* and *Finding Companionship*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *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 \$89,357 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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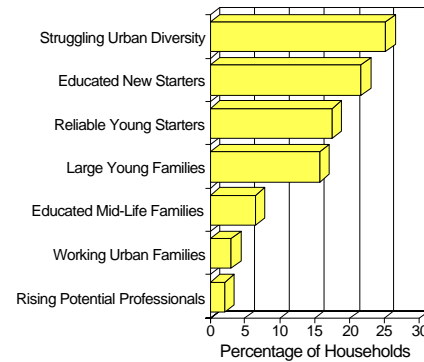
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Population and Households

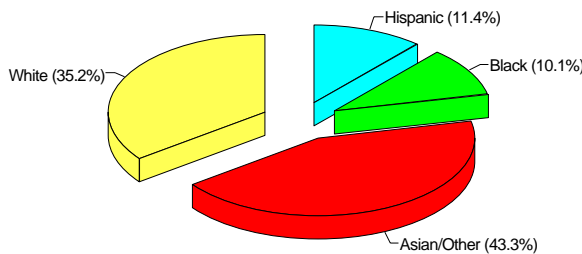


Primary U.S. Lifestyles Segments-2016

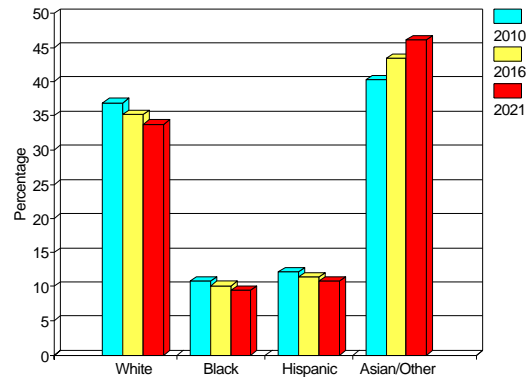


The population in the study area has increased by 1710 persons, or 9.4% since 2010 and is projected to increase by 1323 persons, or 6.6% between 2016 and 2021. The number of households has increased by 610, or 8.4% since 2010 and is projected to increase by 491, or 6.2% between 2016 and 2021.

Population By Race/Ethnicity-2016

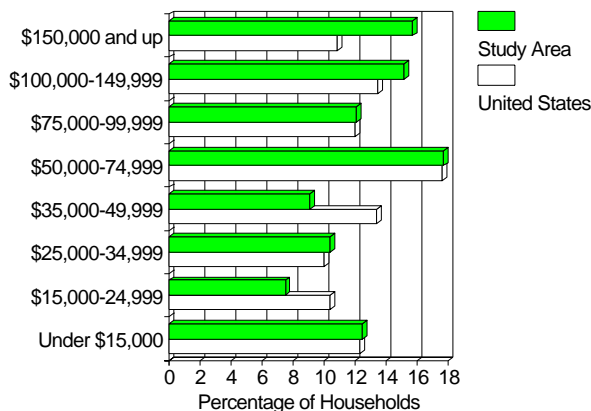


Population By Race/Ethnicity Trend

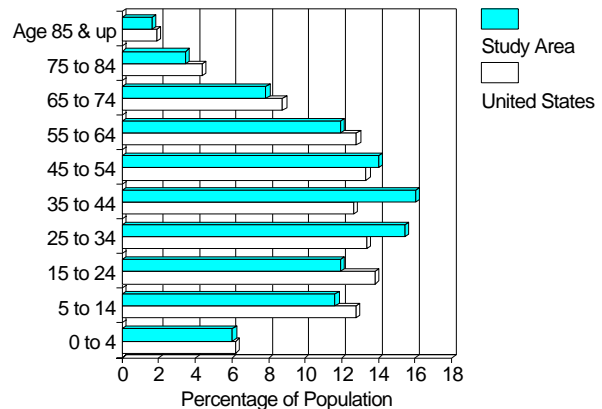


Between 2016 and 2021, the White population is projected to increase by 150 persons and to decrease from 35.2% to 33.7% of the total population. The Black population is projected to decrease from 10.1% to 9.4% of the total. The Hispanic/Latino population is projected to increase by 25 persons and to decrease from 11.4% to 10.8% of the total. The Asian/Other population is projected to increase by 1159 persons and to increase from 43.3% to 46.1% of the total population.

Households By Income-2016



Population by Age-2016

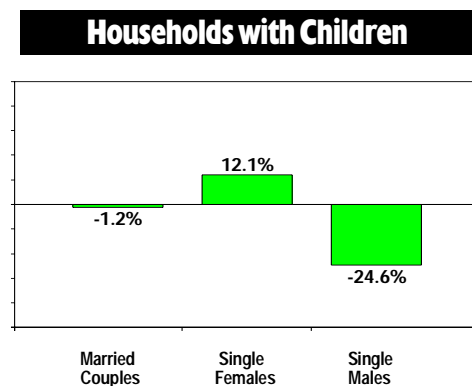
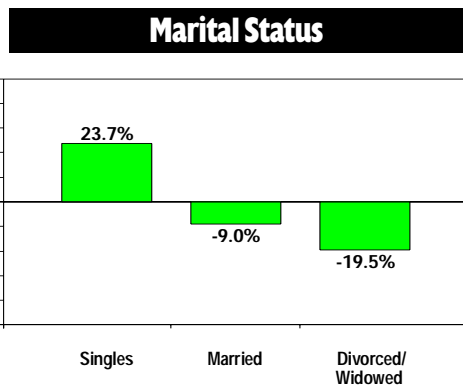
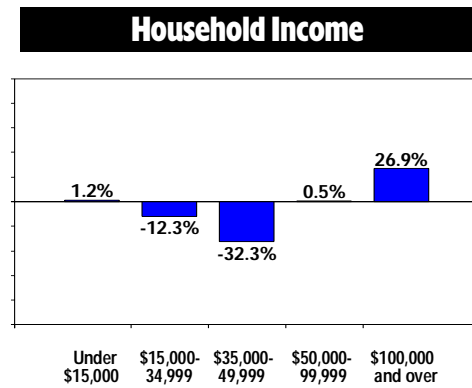
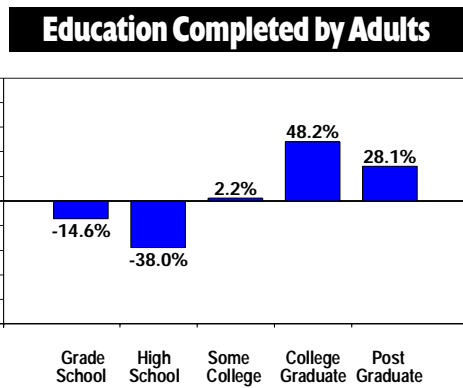
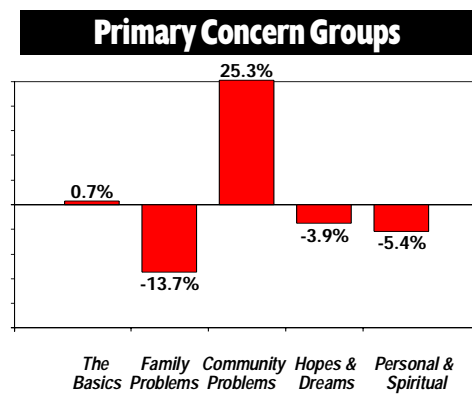
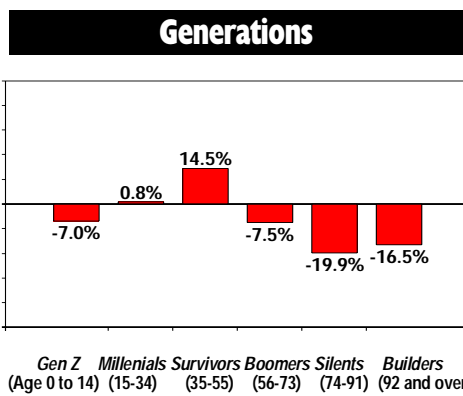
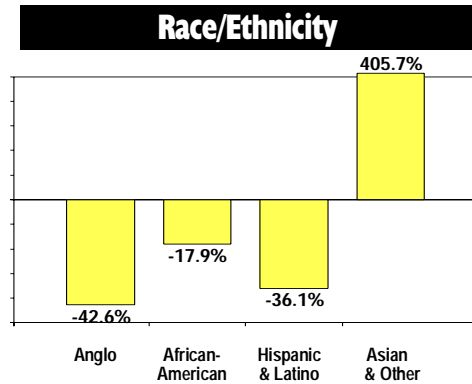
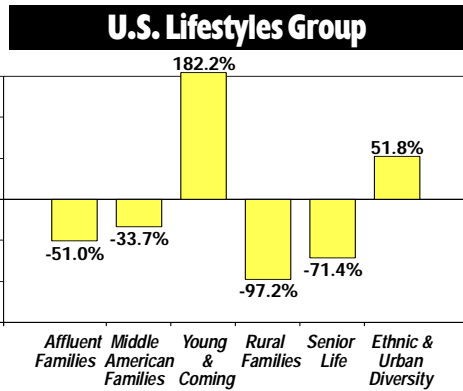


The average household income in the study area is \$89357 a year as compared to the U.S. average of \$77135. The average age in the study area is 38.6 and is projected to increase to 39.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Population	16,575	18,239	19,949	21,272
Population Change		1,664	1,710	1,323
Percentage Change		10.0%	9.4%	6.6%
Average Annual Growth Rate		1.0%	1.6%	1.3%
▲ Density (Pop. per square mile)	3,512	3,864	4,226	4,507
HOUSEHOLDS				
▲ Households	6,772	7,285	7,895	8,386
Household Change		513	610	491
Percentage Change		7.6%	8.4%	6.2%
Average Annual Growth Rate		0.8%	1.4%	1.2%
▲ Persons Per Household	2.36	2.41	2.44	2.44

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	6,724	36.9%	7,020	35.2%	7,170	33.7%
↓ African-American (Non-Hisp)	1,970	10.8%	2,016	10.1%	2,007	9.4%
↓ Hispanic/Latino	2,205	12.1%	2,266	11.4%	2,291	10.8%
▲ Asian/Other (Non-Hisp)	7,340	40.2%	8,646	43.3%	9,805	46.1%

POPULATION BY GENDER						
↓ Female	9,287	50.9%	10,155	50.9%	10,824	50.9%
▲ Male	8,952	49.1%	9,794	49.1%	10,448	49.1%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,051	11.2%	3,523	17.7%	4,936	23.2%
Millennials (Born 1982 to 2001)	4,968	27.2%	5,463	27.4%	5,769	27.1%
↓ Survivors (Born 1961 to 1981)	5,917	32.4%	6,238	31.3%	6,365	29.9%
↓ Boomers (Born 1943 to 1960)	3,682	20.2%	3,593	18.0%	3,367	15.8%
↓ Silents (Born 1925 to 1942)	1,235	6.8%	1,066	5.3%	832	3.9%
↓ Builders (Born 1924 and earlier)	278	1.5%	65	0.3%	3	0.0%

AGE			
▲ Average Age	36.9	38.6	39.8
▲ Median Age	37.0	38.6	40.3

INCOME			
▲ Average Household Income	\$74,692	\$89,357	\$99,422
▲ Median Household Income	\$67,284	\$69,048	\$76,721
▲ Per Capita Income	\$29,834	\$35,364	\$39,195

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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	922	12.7%	1,238	15.7%	1,573	18.8%
\$100,000 to \$149,999	1,249	17.1%	1,195	15.1%	1,394	16.6%
▲ \$75,000 to \$99,999	787	10.8%	955	12.1%	1,032	12.3%
↓ \$50,000 to \$74,999	1,378	18.9%	1,394	17.7%	1,291	15.4%
\$35,000 to \$49,999	807	11.1%	717	9.1%	764	9.1%
\$25,000 to \$34,999	553	7.6%	820	10.4%	817	9.7%
↓ \$15,000 to \$24,999	721	9.9%	592	7.5%	584	7.0%
Under \$15,000	867	11.9%	983	12.5%	931	11.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,196	6.6%	1,201	6.0%	1,206	5.7%
▲ Required Formal Schooling (5-17)	2,644	14.5%	2,954	14.8%	3,201	15.0%
↓ College Years, Career Starts (18-24)	1,984	10.9%	1,745	8.7%	1,793	8.4%
↓ Singles and Young Families (25-34)	2,897	15.9%	3,086	15.5%	2,689	12.6%
▲ Families, Empty Nesters (35-54)	5,380	29.5%	5,998	30.1%	6,529	30.7%
▲ Enrichment Years Singles/Couples (55-64)	2,174	11.9%	2,382	11.9%	2,625	12.3%
▲ Retirement Opportunities (65+)	1,856	10.2%	2,582	12.9%	3,229	15.2%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,196	6.6%	1,201	6.0%	1,206	5.7%
5 to 9 years	1,069	5.9%	1,174	5.9%	1,210	5.7%
▲ 10 to 14 years	958	5.3%	1,148	5.8%	1,247	5.9%
15 to 17 years	617	3.4%	632	3.2%	744	3.5%
18 to 20 years	794	4.4%	726	3.6%	790	3.7%
↓ 21 to 24 years	1,190	6.5%	1,019	5.1%	1,003	4.7%
↓ 25 to 29 years	1,494	8.2%	1,472	7.4%	1,124	5.3%
30 to 34 years	1,403	7.7%	1,614	8.1%	1,565	7.4%
35 to 39 years	1,469	8.1%	1,574	7.9%	1,816	8.5%
40 to 44 years	1,380	7.6%	1,629	8.2%	1,642	7.7%
↓ 45 to 49 years	1,366	7.5%	1,437	7.2%	1,527	7.2%
▲ 50 to 54 years	1,165	6.4%	1,358	6.8%	1,544	7.3%
55 to 59 years	1,164	6.4%	1,200	6.0%	1,409	6.6%
60 to 64 years	1,010	5.5%	1,182	5.9%	1,216	5.7%
65 to 69 years	571	3.1%	988	5.0%	1,052	4.9%
▲ 70 to 74 years	429	2.4%	579	2.9%	980	4.6%
▲ 75 to 84 years	547	3.0%	691	3.5%	906	4.3%
↓ 85 or more years	309	1.7%	324	1.6%	291	1.4%

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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		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	16,426			
▲ Single (Never Married)	6,687	40.7%	32.9%	124
Married	7,499	45.7%	50.2%	91
Divorced/Widowed	2,240	13.6%	16.9%	81
Marital Status Females 15 and Older (2016)	8,402			
▲ Single (Never Married)	3,067	36.5%	29.8%	123
Married	3,762	44.8%	48.8%	92
Divorced/Widowed	1,573	18.7%	21.4%	88
Marital Status Males 15 and Older (2016)	8,024			
▲ Single (Never Married)	3,620	45.1%	36.2%	125
Married	3,737	46.6%	51.6%	90
↓ Divorced/Widowed	667	8.3%	12.3%	68
FAMILY STRUCTURE				
Households By Type (2016)	7,895			
Married Couple	3,144	39.8%	48.5%	82
Other Family - Male Head of Household	331	4.2%	4.9%	85
Other Family - Female Head of Household	1,084	13.7%	13.0%	106
▲ Non Family - Male Head of Household	1,522	19.3%	15.8%	122
▲ Non Family - Female Head of Household	1,813	23.0%	17.7%	129
Households With Children 0 to 18 (2016)	2,443			
Married Couple Family	1,575	64.5%	65.2%	99
↓ Other Family - Male Head of Household	156	6.4%	8.5%	75
Other Family - Female Head of Household	694	28.4%	25.3%	112
↓ Non Family	18	0.7%	1.0%	76
Population By Household Type (2016)	19,949			
▲ Group Quarters	659	3.3%	2.5%	132

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	659			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
▲ Military	591	89.7%	4.2%	2,146
Nursing Homes	0	0.0%	18.7%	0
↓ Other	68	10.3%	15.2%	68
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	19,949			
↓ White (Non-Hispanic)	7,020	35.2%	61.3%	57
African-American (Non-Hisp)	2,016	10.1%	12.3%	82
↓ Hispanic/Latino	2,266	11.4%	17.8%	64
↓ Native American (Non-Hisp)	82	0.4%	0.7%	56
▲ Asian (Non-Hisp)	7,108	35.6%	5.3%	675
▲ Hawaiian & Pacific Islander (Non-Hisp)	131	0.7%	0.2%	390
▲ Other Races & Multiple Races (Non-Hisp)	1,326	6.6%	2.4%	278
Asian Population By Race (2016)	7,167			
▲ Chinese	2,511	35.0%	22.3%	157
↓ Japanese	189	2.6%	5.0%	52
↓ Indian	450	6.3%	19.5%	32
↓ Korean	286	4.0%	9.6%	41
Vietnamese	642	9.0%	11.0%	81
▲ Other Asian Races	3,089	43.1%	32.5%	133
Hispanic/Latino Population By Race (2016)	2,266			
White	985	43.5%	53.0%	82
▲ African-American	112	4.9%	2.5%	198
▲ Native American	70	3.1%	1.4%	226
▲ Asian	59	2.6%	0.4%	622
Other Races & Multiple Races	1,040	45.9%	42.7%	107
Hispanic/Latino Population By Origin (2016)	2,266			
Mexican	1,323	58.4%	62.4%	94
Puerto Rican	179	7.9%	9.5%	83
↓ Cuban	38	1.7%	3.5%	47
▲ Other Hispanic Origin	727	32.1%	24.6%	130

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	4,798			
↓ Pre-Primary (Public)	100	2.1%	3.4%	61
▲ Pre-Primary (Private)	257	5.4%	2.6%	204
Elementary/High School (Public)	2,295	47.8%	58.9%	81
↓ Elementary/High School (Private)	244	5.1%	6.6%	77
▲ Enrolled in College	1,903	39.7%	28.4%	140
Population By Education Completed (Age 25 and over) (2016)	14,050			
Elementary (Less than 9 years)	939	6.7%	5.8%	115
↓ Some High School (9 to 11 years)	690	4.9%	7.8%	63
↓ High School Graduate (12 years)	2,429	17.3%	27.9%	62
Some College (13 to 15 years)	3,006	21.4%	21.2%	101
Associate Degree	1,182	8.4%	8.0%	105
▲ Bachelor's Degree	3,814	27.1%	18.3%	148
▲ Graduate Degree	1,989	14.2%	11.0%	128
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	9,700			
TOTAL WHITE COLLAR	6,306	65.0%	61.5%	106
Executive and Managerial	949	9.8%	9.7%	100
Professional Specialty	1,676	17.3%	16.6%	104
▲ Technical Support	1,041	10.7%	8.3%	130
↓ Sales	798	8.2%	10.9%	76
Administrative Support & Clerical	1,842	19.0%	16.0%	119
TOTAL BLUE COLLAR	3,395	35.0%	38.5%	91
▲ Service: Private Households	776	8.0%	3.7%	216
Service: Protective	185	1.9%	2.2%	86
Service: Other	749	7.7%	7.5%	104
↓ Farming, Forestry & Fishing	7	0.1%	0.7%	10
↓ Precision Production and Craft	561	5.8%	11.0%	53
↓ Operators and Assemblers	149	1.5%	3.2%	47
▲ Transportation and Material Moving	719	7.4%	6.2%	120
↓ Laborers	249	2.6%	4.0%	63

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	16,217			
Employed	10,433	64.3%	58.1%	111
Unemployed	1,058	6.5%	5.6%	116
Not in Labor Force	4,725	29.1%	36.3%	80
Total Female Pop. By Work Status (Age 20 to 64) (2013)	6,072			
TOTAL WORKING	4,311	71.0%	66.8%	106
With No Own Children	2,899	47.7%	42.2%	113
▲ With Own Children Age 0 to 5 only	436	7.2%	5.5%	131
With Own Children Age 6 to 17 only	769	12.7%	14.8%	86
↓ With Own Children Both Age 0 to 5 and 6 to 17	207	3.4%	4.3%	79
TOTAL NOT WORKING (UNEMPLOYED)	309	5.1%	6.2%	82
↓ With No Own Children	138	2.3%	3.8%	61
With Own Children Age 0 to 5 only	47	0.8%	0.7%	118
With Own Children Age 6 to 17 only	90	1.5%	1.3%	118
With Own Children Both Age 0 to 5 and 6 to 17	34	0.6%	0.5%	102
TOTAL NOT IN THE LABOR FORCE	1,451	23.9%	27.0%	89
With No Own Children	1,031	17.0%	17.1%	99
With Own Children Age 0 to 5 only	134	2.2%	2.6%	85
↓ With Own Children Age 6 to 17 only	222	3.7%	4.6%	79
↓ With Own Children Both Age 0 to 5 and 6 to 17	64	1.1%	2.6%	40
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	7,895			
Above Poverty Line (Households with Children)	3,939	55.6%	59.6%	93
Above Poverty Line (Households without Children)	2,067	29.2%	26.5%	110
Below Poverty Line (Households with Children)	622	8.8%	7.9%	111
Below Poverty Line (Households without Children)	454	6.4%	6.0%	106
Households By Presence of Retirement Income (2013)	7,285			
↓ With Retirement Income	727	10.0%	17.6%	57
Without Retirement Income	6,230	85.5%	81.5%	105

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	7,895			
↓ Owner Occupied	2,697	34.2%	65.0%	53
▲ Renter Occupied	5,197	65.8%	35.0%	188
▲ Median Rent (2013)	\$1,199		\$904	133
Structures By Number of Units (2016)	8,751			
↓ Single Unit	3,430	39.2%	67.3%	58
▲ 3 to 4 Units	1,660	19.0%	8.1%	234
▲ 5 to 19 Units	1,011	11.6%	9.3%	124
▲ 20 to 49 Units	1,684	19.2%	3.6%	534
▲ 50 or more Units	926	10.6%	5.1%	207
↓ Mobile Home	0	0.0%	6.4%	0
▲ Other	41	0.5%	0.1%	550
↓ Single To Multiple Unit Ratio	0.65		2.57	25
Owner-Occupied Property Values (2016)	2,697			
↓ Under \$40,000	55	2.0%	7.2%	28
↓ \$40,000 to \$59,999	7	0.3%	3.7%	7
↓ \$60,000 to \$79,999	4	0.1%	5.1%	3
↓ \$80,000 to \$99,999	4	0.1%	6.5%	2
↓ \$100,000 to 149,999	24	0.9%	15.1%	6
↓ \$150,000 to \$199,999	29	1.1%	14.6%	7
↓ \$200,000 to \$299,999	119	4.4%	18.1%	24
↓ \$300,000 to \$499,999	275	10.2%	16.9%	60
▲ \$500,000 to \$999,999	1,820	67.5%	9.7%	695
▲ \$1,000,000 and over	360	13.3%	3.0%	441
▲ Median Property Value	\$703,240		\$192,432	365

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	8,751			
▲ 2010 and later	640	7.3%	5.5%	133
2000 to 2009	1,227	14.0%	14.6%	96
↓ 1990 to 1999	548	6.3%	13.4%	47
↓ 1980 to 1989	719	8.2%	13.2%	62
1970 to 1979	1,457	16.6%	15.0%	111
▲ 1960 to 1969	1,280	14.6%	10.4%	141
↓ 1950 to 1959	483	5.5%	10.3%	54
▲ 1949 or earlier	2,398	27.4%	17.7%	155
Households By Number of Persons (2016)	7,895			
1 Person Household	2,564	32.5%	27.3%	119
2 Person Household	2,382	30.2%	32.3%	94
3 Person Household	1,233	15.6%	16.2%	96
4 Person Household	950	12.0%	13.1%	92
5 Person Household	426	5.4%	6.5%	83
6 Person Household	185	2.3%	2.8%	85
7 or more Person Household	155	2.0%	1.9%	103
Average Persons Per Household	2.4		2.6	93
Households By Heating Type (2013)	6,957			
Utility and Other Gas	4,415	63.5%	54.0%	117
Electric	2,381	34.2%	36.1%	95
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	7	0.1%	2.2%	5
↓ Solar/Other Fuel	0	0.0%	0.5%	0
▲ No Fuel Used	153	2.2%	0.9%	233

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TRANSPORTATION				
Households By Number of Vehicles (2016)	7,895			
▲ No Vehicles	1,073	13.6%	9.0%	151
▲ 1 Vehicle	3,346	42.4%	33.7%	126
2 Vehicle	2,483	31.5%	37.5%	84
↓ 3 or more Vehicles	993	12.6%	19.8%	64
Workers By Travel Time to Work (2016)	9,159			
↓ Less than 15 minutes	1,671	18.2%	27.3%	67
15 to 29 minutes	3,066	33.5%	36.5%	92
▲ 30 to 44 minutes	2,327	25.4%	20.2%	126
▲ 45 to 59 minutes	1,097	12.0%	7.7%	155
▲ 60 or more minutes	998	10.9%	8.3%	131
Average Travel Time to Work (minutes)	32.9		28.2	117
Workers By Type of Transportation to Work (2016)	9,853			
↓ Drive Alone	5,424	55.0%	76.9%	72
Car Pool	1,128	11.4%	9.6%	120
▲ Public Transportation	1,875	19.0%	5.1%	372
▲ Walk to Work	397	4.0%	2.8%	143
▲ Other Means	248	2.5%	1.2%	202
▲ Work at Home	781	7.9%	4.4%	181

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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	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	3,265	41.4%	14.7%	282
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,203	27.9%	18.4%	152
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,646	20.8%	31.4%	66
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	585	7.4%	15.1%	49
5	Senior Life (7, 20, 21, 22, 30 and 31)	156	2.0%	6.9%	29
4	Rural Families (27, 26, 29, 33, 35 and 38)	29	0.4%	13.1%	3

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
45	Struggling Urban Diversity	1,996	25.3%	2.5%	1029
12	Educated New Starters	1,714	21.7%	2.9%	739
15	Reliable Young Starters	1,377	17.4%	4.3%	410
17	Large Young Families	1,242	15.7%	2.2%	731
4	Educated Mid-Life Families	512	6.5%	3.4%	190
18	Working Urban Families	247	3.1%	4.0%	79
8	Rising Potential Professionals	168	2.1%	2.3%	91
20	Cautious and Mature	138	1.7%	2.6%	66
24	Metro Multi-Ethnic Diversity	135	1.7%	2.7%	62
28	Building Country Families	94	1.2%	2.8%	43
32	Working Urban Life	70	0.9%	1.7%	54
14	Secure Mid-Life Families	68	0.9%	0.7%	131
25	Working Country Consumers	48	0.6%	4.1%	15
27	Country Family Diversity	17	0.2%	0.3%	63
23	Established Empty-Nesters	12	0.2%	3.4%	4
29	Working Country Families	12	0.2%	1.0%	16
49	Exception Households	9	0.1%	0.2%	46
22	Mature and Established	8	0.1%	1.8%	6
30	Urban Senior Life	7	0.1%	0.8%	11
19	Educated and Promising	6	0.1%	0.1%	97

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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.		
5	Prosperous Diversity	5	0.1%	3.1%	2
21	Mature and Stable	3	0.0%	0.6%	7
9	Educated Working Families	3	0.0%	0.1%	45
43	Laboring Urban Diversity	1	0.0%	0.5%	2
44	Laboring Urban Life	1	0.0%	0.1%	17
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
40	Surviving Urban Diversity	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
6	Prosperous New Country Families	0	0.0%	2.1%	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
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
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	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
TOTALS		7,893	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.5%	35.4%	78
↓ Somewhat Involved with Their Faith	23.2%	29.9%	78
▲ Not Involved with Their Faith	50.3%	34.7%	145

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	15.1%	22.1%	68
Decreased Their Involvement with Their Faith in the Last 10 Years	23.8%	23.7%	100

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	159
↓ Baptist	9.1%	16.1%	56
↓ Catholic	20.3%	23.7%	86
↓ Congregational	1.5%	2.0%	78
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	252
Episcopal	2.8%	2.9%	95
↓ Holiness	0.2%	0.8%	27
▲ Jehovah's Witnesses	1.5%	1.1%	144
▲ Judaism	3.8%	3.2%	121
↓ Lutheran	5.7%	7.2%	79
↓ Methodist	4.9%	10.1%	49
▲ Mormon	3.6%	1.8%	205
▲ New Age	1.4%	0.6%	251
▲ Non-Denominational / Independent	11.1%	6.9%	160
↓ Orthodox	0.3%	0.3%	87
Pentecostal	2.5%	2.4%	101
Presbyterian / Reformed	4.2%	4.6%	92
▲ Unitarian / Universalist	0.8%	0.7%	119
▲ Interested but No Preference	6.4%	3.9%	166
▲ Not Interested and No Preference	18.5%	11.1%	167

Likely to Have Changed Their Preference in the Last 10 Years	18.4%	16.8%	109
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.5%	4.0%	113
Lets them do what they want and is supportive	12.2%	11.7%	104
▲ Lets them do what they want and stays out of the way	5.8%	4.8%	121
Works with them on deciding what to do and helps them do it	77.5%	79.6%	97

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.6%	43.5%	96
↓ Finding/Providing Health Insurance	22.6%	29.0%	78
Day-to-Day Financial Worries	31.8%	31.6%	101
▲ Finding Employment Opportunities	16.9%	14.4%	117
▲ Finding Affordable Housing	19.0%	11.3%	168
Providing Adequate Food	7.7%	8.6%	90
Finding Child Care	6.0%	6.3%	96
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.1%	16.7%	84
↓ Dealing With Teen / Child Problems	17.7%	20.7%	85
↓ Finding/Providing Aging Parent Care	12.9%	15.5%	83
Dealing With Abusive Relationships	11.5%	11.4%	101
↓ Dealing With Divorce	3.2%	4.5%	71
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	39.4%	27.0%	146
↓ Finding/Providing Good Schools	20.5%	23.5%	87
↓ Dealing with Problems in Schools	11.1%	13.6%	82
▲ Dealing With Racial / Ethnic Prejudice	18.3%	13.1%	140
▲ Dealing With Neighborhood Gangs	17.0%	8.5%	200
▲ Dealing with Social Injustice	15.0%	11.3%	133
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.0%	50.6%	105
Finding Time for Recreation / Leisure	25.9%	25.3%	102
Finding Better Quality Healthcare	21.5%	23.9%	90
Finding A Satisfying Job / Career	20.3%	19.3%	105
↓ Finding Retirement Opportunities	15.7%	18.9%	83
↓ Achieving A Fulfilling Marriage	18.7%	22.3%	84
↓ Developing Parenting Skills	11.6%	14.7%	79
▲ Achieving Educational Objectives	9.0%	7.5%	120
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.2%	29.8%	94
▲ Finding Companionship	21.9%	17.3%	127
↓ Finding A Good Church	9.6%	15.2%	63
↓ Finding Spiritual Teaching	10.1%	12.9%	78
Finding Life Direction	14.6%	14.0%	105

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	81.7%	84.5%	97
↓ “God is actively involved in the world including nations and their governments”	57.4%	63.8%	90

SOCIETY:

“It is important to preserve the traditional American family structure”	88.3%	91.5%	97
“A healthy environment has become a national crisis”	83.6%	82.8%	101
“Public education is essential to the future of American society”	93.7%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	51.4%	50.1%	103
“The role of Churches / Synagogues is to help form and support moral values”	78.6%	81.1%	97
“Churches and religious organizations should provide more human services”	64.2%	62.6%	103

RACIAL / ETHNIC CHANGE:

▲ “The United States must open its doors to all people groups”	40.2%	36.3%	111
“The changing racial / ethnic face of America is a threat to our national heritage”	33.8%	36.3%	93

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	57.9%	59.8%	97
More than \$500 per year	29.2%	31.2%	94
More than \$1,000 per year	16.2%	17.4%	93

TO CHARITIES:

▲ More than \$100 per year	37.1%	33.7%	110
▲ More than \$500 per year	8.3%	6.8%	122
▲ More than \$1,000 per year	2.7%	2.3%	117

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	19.6%	16.1%	122
▲ More than \$500 per year	5.7%	4.3%	133
▲ More than \$1,000 per year	2.8%	2.2%	127

Ministry Area Profile 2016
Compass
REPORT

Saint Barnabas Parish

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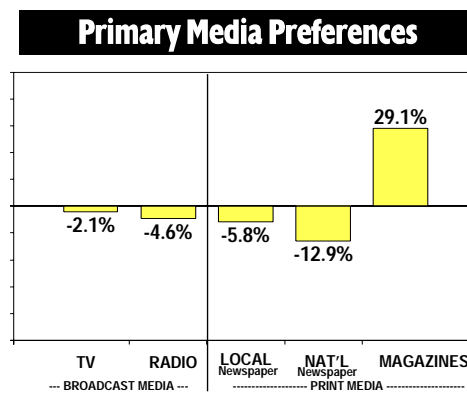
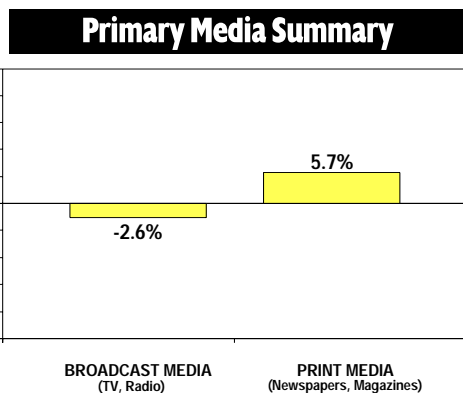
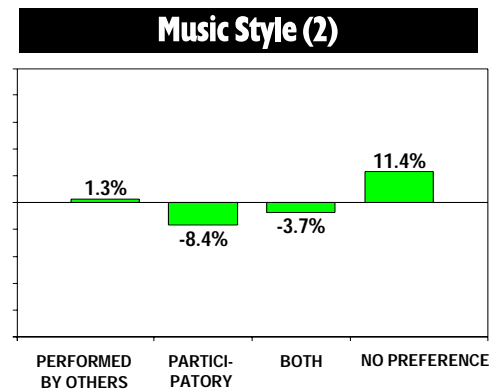
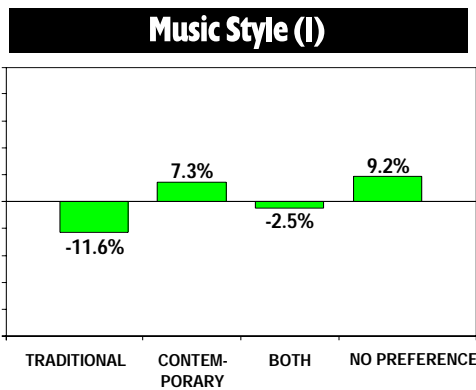
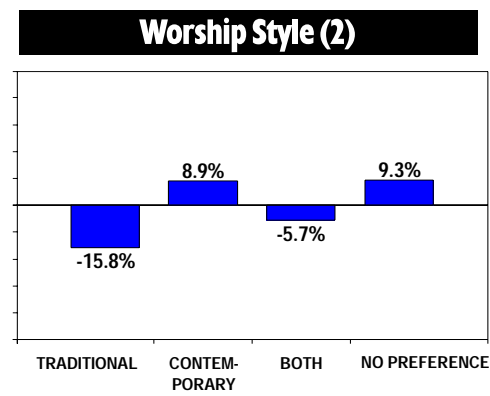
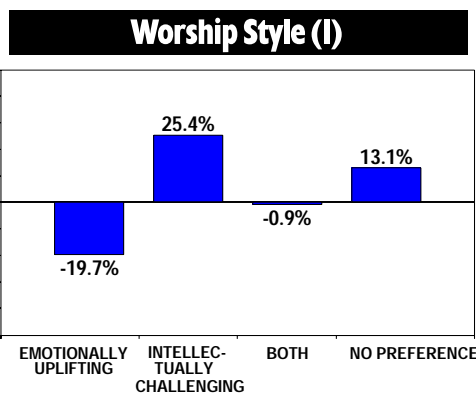
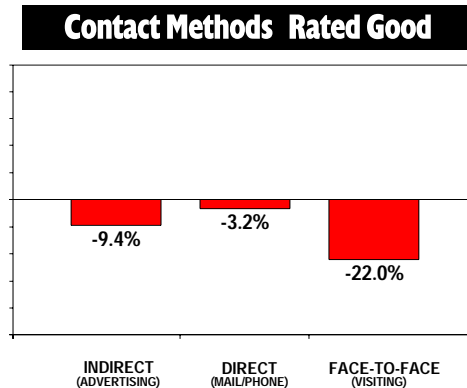
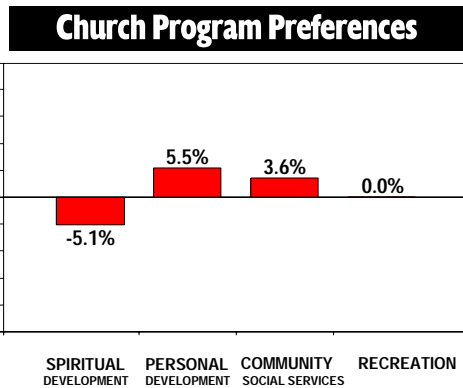
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	35.8%	41.1%	87
Adult Theological Discussion Groups	22.4%	22.5%	100
▲ Spiritual Retreats	13.2%	11.6%	113
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.3%	15.2%	101
Parent Training Programs	8.4%	7.8%	107
▲ Twelve Step Programs	4.6%	3.5%	134
↓ Divorce Recovery	2.1%	2.4%	88
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	24.2%	22.5%	107
Care for the Terminally Ill	17.1%	15.7%	109
↓ Food and Clothing Resources	9.0%	11.1%	81
▲ Day Care Services	6.9%	6.1%	113
Church Sponsored Day-School	6.1%	5.7%	108
<i>RECREATION:</i>			
Youth Social Programs	26.9%	29.7%	91
↓ Family Activities and Outings	29.2%	32.8%	89
Active Retirement Programs	25.9%	26.8%	97
▲ Cultural Programs (Music, Drama, Art)	24.9%	18.9%	132
▲ Sports or Camping	7.7%	6.3%	121

SUMMARY	
Spiritual Development Index	95
Personal Development Index	105
Community/Social Services Index	104
Recreation Index	100



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.2%	26.4%	80
▲ B. Intellectually Challenging	13.9%	11.1%	125
C. Both A and B	38.8%	39.2%	99
▲ D. No Preference or Not Interested	26.5%	23.4%	113

PART 2:

↓ A. Traditional/Formal/Ceremonial	17.1%	20.2%	84
B. Contemporary/Informal	28.7%	26.3%	109
C. Both A and B	25.0%	26.5%	94
D. No Preference or Not Interested	29.5%	26.9%	109

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	21.6%	24.4%	88
B. Contemporary	21.1%	19.7%	107
C. Both A and B	30.3%	31.1%	98
D. No Preference or Not Interested	27.1%	24.8%	109

PART 2:

A. Performed by Others	19.0%	18.7%	101
B. Participatory	21.0%	22.9%	92
C. Both A and B	31.0%	32.2%	96
▲ D. No Preference or Not Interested	29.2%	26.2%	111



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	21.7%	22.0%	99
▲ B. Personal Spiritual Development	15.9%	14.3%	111
C. Both A and B	34.2%	37.4%	91
D. No Preference or Not Interested	28.3%	26.3%	107

PART 2:

A. Global Mission	6.6%	6.2%	107
B. Local Mission	32.0%	33.3%	96
C. Both A and B	27.7%	30.1%	92
▲ D. No Preference or Not Interested	33.9%	30.4%	111

CHURCH ARCHITECTURE INDICATOR

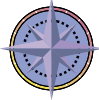
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.6%	26.6%	85
▲ B. Contemporary	19.9%	15.9%	125
C. Both A and B	30.3%	32.3%	94
D. No Preference or Not Interested	27.4%	25.1%	109

PART 2:

A. Somber/Serious	8.6%	9.4%	92
B. Light and Airy	37.2%	34.7%	107
↓ C. Both A and B	24.6%	27.7%	89
D. No Preference or Not Interested	29.4%	28.2%	104



Date: 6/20/2016

Prepared For:
 Saint Barnabas Parish

Study Area Definition:
 Custom Polygon

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

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	46.3%	47.3%	98
Radio	12.7%	13.3%	95

PRINT MEDIA:

Local Newspaper	37.4%	36.1%	104
↓ National Newspaper	3.8%	4.3%	87
▲ Magazines	4.1%	2.4%	172

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	30.9%	31.9%	97
Radio	23.7%	23.8%	100

PRINT MEDIA:

Local Newspaper	30.8%	32.7%	94
▲ National Newspaper	6.5%	5.8%	112
▲ Magazines	9.1%	7.0%	129

SUMMARY

Overall Broadcast Media Index (100 = Average)	98
Overall Print Media Index	104



Date: 6/20/2016

Prepared For:
 Saint Barnabas Parish

Study Area Definition:
 Custom Polygon

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

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	34.1%	36.2%	94
↓ Putting Ad in Local Newspaper	28.8%	33.8%	85
Local Cable Channels	28.1%	30.4%	93
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.5%	53.7%	96
Calling and Offering to Send Information By Mail	28.3%	29.5%	96
Calling and Discussing on the Phone	12.4%	12.0%	103
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	15.2%	20.1%	75
↓ Going Door to Door	11.4%	14.0%	82

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	20.1%	19.6%	102
▲ Putting Ad in Local Newspaper	28.3%	21.5%	131
Local Cable Channels	32.2%	30.7%	105
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.5%	13.3%	131
▲ Calling and Offering to Send Information By Mail	38.4%	34.0%	113
Calling and Discussing on the Phone	65.0%	60.6%	107
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	56.7%	49.6%	114
Going Door to Door	67.5%	64.0%	106

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	91
Direct Methods Index	97
↓ Face-to-Face Methods Index	78

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	112
▲ Direct Methods Index	112
Face-to-Face Methods Index	109