ministry area profile 2016

Saint Bonaventure Parish

Study Area Definition:
Custom Polygon

PerceptGroup

ID# 229827:229827

ministry area profile 2016

Prepared For:
Saint Bonaventure Parish

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Sources: Percept, Nielsen, U.S. Census Bureau

ministry area profile 2016 D&A INTERVIEW

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1 Q A

How many people live in the defined study area?

Currently, there are 35,851 persons residing in the defined study area. This represents an increase of 2,555 or 7.7% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)

2 Q A

Is the population in this area projected to grow?

Yes, between 2016 and 2021, the population is projected to increase by 4.7% or 1,686 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)

3 Q A

How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very low* with only 14 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 36.6% of all households. (see pages 13 and 14)

4 Q A

How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 65.7% of the population and all other racial/ethnic groups make up 34.3% which is slightly below the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 14.9% of the total population. *Asians* are projected to be the fastest growing group increasing by 13.9% between 2016 and 2021. (see pages 4 and 7)

5 Q A

What are the major generational groups represented?

The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 10,526 persons or 29.4% of the total population in the area. *Boomers* (age 56 to 73) make up 23.6% of the population which compared to a national average of 19.5% makes them the most over-represented group in the area. (see page 4)

6 Q A

Overall, how traditional are the family structures?

The area can be described as *very traditional* due to the above average presence of married persons and two-parent families. (see page 6)

7 Q A

How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 95.9% 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 41.5% of those over 25 in the area versus 29.4% in the U.S. (see page 8)

8 Q A

Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Time for Recreation/Leisure*, *Neighborhood Gangs*, *Social Injustice*, *Parenting Skills*, *Achieving a Fulfilling Marriage* and *Long-term Financial Security*. (see page 16)

9 Q A

What is the likely faith receptivity?

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 A

What is the likely giving potential in the area?

Based upon the average household income of $126,448 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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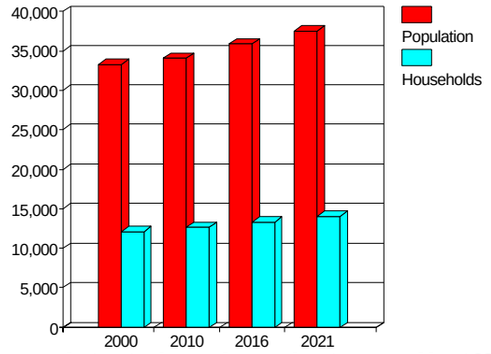
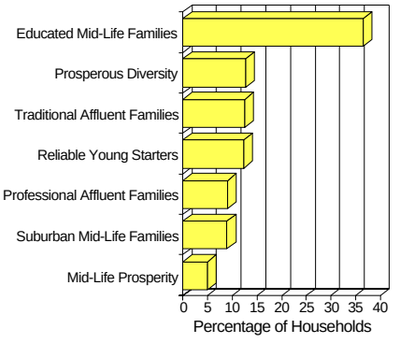
Population and Households

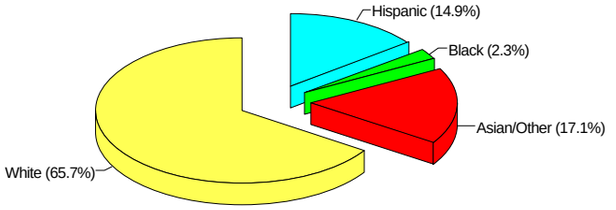


Primary U.S. Lifestyles Segments-2016

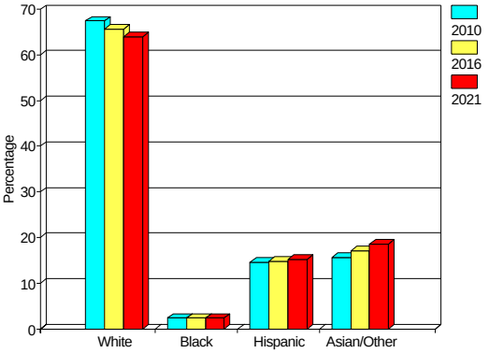


The population in the study area has increased by 1831 persons, or 5.4% since 2010 and is projected to increase by 1686 persons, or 4.7% between 2016 and 2021. The number of households has increased by 708, or 5.6% since 2010 and is projected to increase by 655, or 4.9% between 2016 and 2021.

Population By Race/Ethnicity-2016

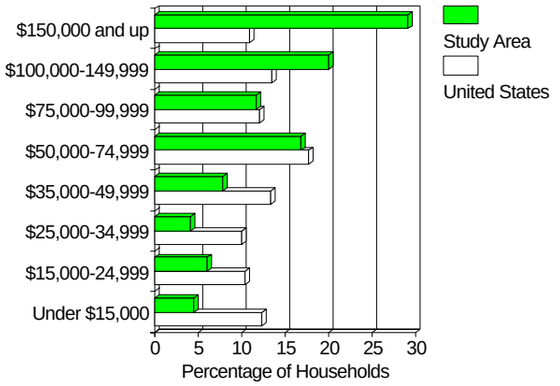


Population By Race/Ethnicity Trend

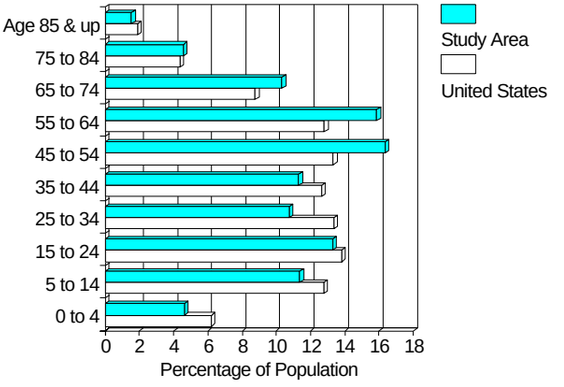


Between 2016 and 2021, the White population is projected to increase by 463 persons and to decrease from 65.7% to 64.0% of the total population. The Black population is projected to increase by 42 persons and to remain stable at 2.3% of the total. The Hispanic/Latino population is projected to increase by 364 persons and to increase from 14.9% to 15.2% of the total. The Asian/Other population is projected to increase by 817 persons and to increase from 17.1% to 18.5% of the total population.

Households By Income-2016



Population by Age-2016



The average household income in the study area is $126448 a year as compared to the U.S. average of $77135. The average age in the study area is 41.6 and is projected to increase to 42.8 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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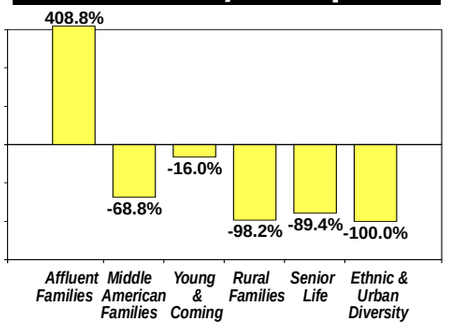
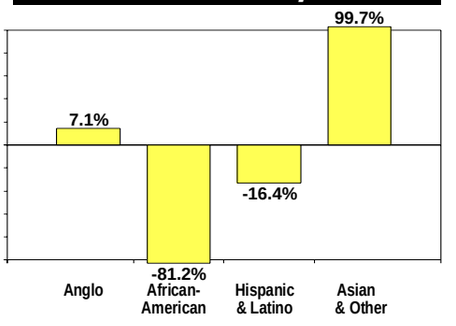
U.S. Lifestyles Group

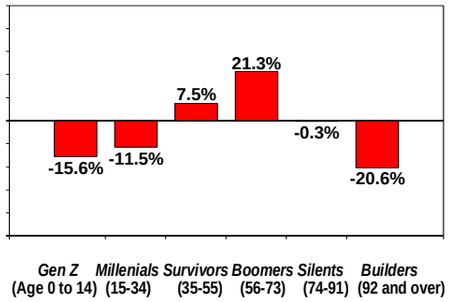


Percentage Above Average
← U.S. Average →
Percentage Below Average

Race/Ethnicity

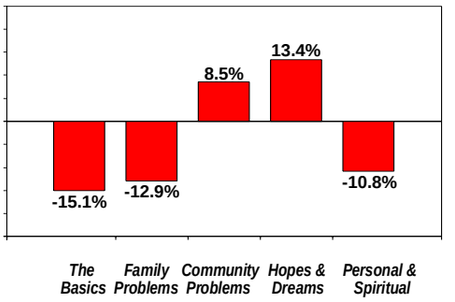


Generations

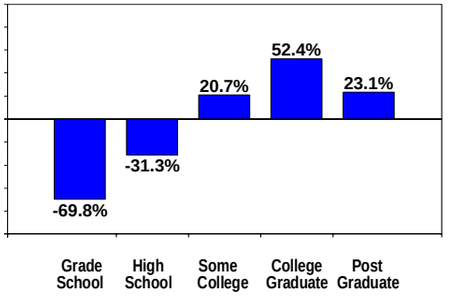


Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Concern Groups

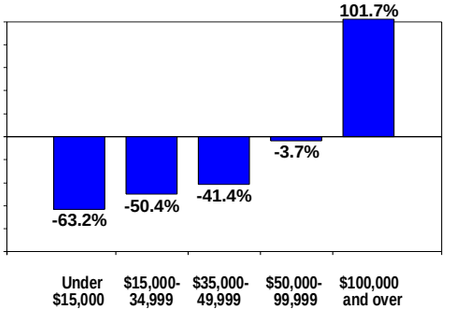


Education Completed by Adults

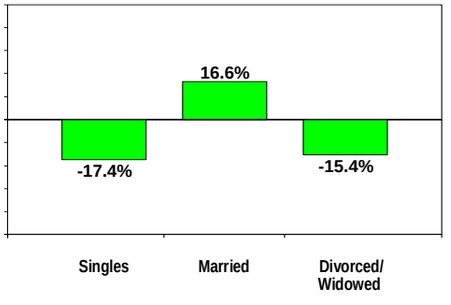


Percentage Above Average
← U.S. Average →
Percentage Below Average

Household Income

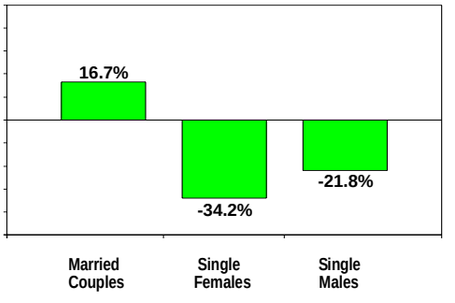


Marital Status



Percentage Above Average
← U.S. Average →
Percentage Below Average

Households with Children



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▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
POPULATION				
▲ **Population**	**33,296**	**34,020**	**35,851**	**37,537**
Population Change		724	1,831	1,686
Percentage Change		2.2%	5.4%	4.7%
▲ **Average Annual Growth Rate**		**0.2%**	**0.9%**	**0.9%**
▲ **Density (Pop. per square mile)**	**1,165**	**1,191**	**1,255**	**1,314**
HOUSEHOLDS				
▲ **Households**	**12,141**	**12,647**	**13,355**	**14,010**
Household Change		506	708	655
Percentage Change		4.2%	5.6%	4.9%
▲ **Average Annual Growth Rate**		**0.4%**	**0.9%**	**1.0%**
↓ Persons Per Household	2.74	2.68	2.68	2.67

	2010 Census		2016 Update		2021 Projection	
POPULATION BY RACE/ETHNICITY	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
↓ White (Non-Hispanic)	22,949	67.5%	23,555	65.7%	24,018	64.0%
▲ **African-American (Non-Hisp)**	**780**	**2.3%**	**831**	**2.3%**	**873**	**2.3%**
▲ **Hispanic/Latino**	**4,954**	**14.6%**	**5,330**	**14.9%**	**5,694**	**15.2%**
▲ **Asian/Other (Non-Hisp)**	**5,336**	**15.7%**	**6,135**	**17.1%**	**6,952**	**18.5%**
POPULATION BY GENDER						
Female	17,648	51.9%	18,590	51.9%	19,483	51.9%
Male	16,372	48.1%	17,261	48.1%	18,054	48.1%
POPULATION BY GENERATION						
▲ **Generation Z** (Born 2002 and later)	**3,421**	**10.1%**	**5,745**	**16.0%**	**7,889**	**21.0%**
↓ Millenials (Born 1982 to 2001)	8,323	24.5%	8,621	24.0%	8,951	23.8%
Survivors (Born 1961 to 1981)	9,793	28.8%	10,524	29.4%	10,795	28.8%
↓ Boomers (Born 1943 to 1960)	8,946	26.3%	8,470	23.6%	8,045	21.4%
↓ Silents (Born 1925 to 1942)	3,163	9.3%	2,383	6.6%	1,851	4.9%
↓ Builders (Born 1924 and earlier)	423	1.2%	111	0.3%	6	0.0%
AGE						
▲ **Average Age**		**40.1**		**41.6**		**42.8**
▲ **Median Age**		**42.0**		**43.9**		**45.1**
INCOME						
▲ **Average Household Income**		**$115,748**		**$126,448**		**$137,042**
▲ **Median Household Income**		**$99,368**		**$103,114**		**$111,799**
▲ **Per Capita Income**		**$43,029**		**$47,103**		**$51,149**

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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**	**3,260**	**25.8%**	**3,872**	**29.0%**	**4,598**	**32.8%**
↓ $100,000 to $149,999	2,608	20.6%	2,671	20.0%	2,754	19.7%
↓ $75,000 to $99,999	1,734	13.7%	1,555	11.6%	1,627	11.6%
↓ $50,000 to $74,999	2,235	17.7%	2,253	16.9%	2,153	15.4%
↓ $35,000 to $49,999	1,293	10.2%	1,049	7.9%	1,011	7.2%
$25,000 to $34,999	466	3.7%	544	4.1%	564	4.0%
$15,000 to $24,999	516	4.1%	806	6.0%	751	5.4%
Under $15,000	534	4.2%	605	4.5%	552	3.9%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	1,707	5.0%	1,660	4.6%	1,757	4.7%
↓ Required Formal Schooling (5-17)	6,136	18.0%	5,603	15.6%	5,183	13.8%
▲ **College Years, Career Starts (18-24)**	**2,559**	**7.5%**	**3,241**	**9.0%**	**3,466**	**9.2%**
▲ **Singles and Young Families (25-34)**	**3,364**	**9.9%**	**3,862**	**10.8%**	**4,511**	**12.0%**
↓ Families, Empty Nesters (35-54)	10,870	32.0%	9,913	27.7%	9,034	24.1%
▲ **Enrichment Years Singles/Couples (55-64)**	**4,903**	**14.4%**	**5,684**	**15.9%**	**6,258**	**16.7%**
▲ **Retirement Opportunities (65+)**	**4,530**	**13.3%**	**5,891**	**16.4%**	**7,329**	**19.5%**
POPULATION BY AGE (DETAIL)						
Under 5 years	1,707	5.0%	1,660	4.6%	1,757	4.7%
↓ 5 to 9 years	2,142	6.3%	1,816	5.1%	1,745	4.6%
↓ 10 to 14 years	2,444	7.2%	2,269	6.3%	1,936	5.2%
↓ 15 to 17 years	1,550	4.6%	1,518	4.2%	1,502	4.0%
18 to 20 years	1,196	3.5%	1,379	3.8%	1,416	3.8%
▲ **21 to 24 years**	**1,363**	**4.0%**	**1,862**	**5.2%**	**2,050**	**5.5%**
▲ **25 to 29 years**	**1,677**	**4.9%**	**1,972**	**5.5%**	**2,656**	**7.1%**
30 to 34 years	1,687	5.0%	1,890	5.3%	1,855	4.9%
↓ 35 to 39 years	2,060	6.1%	1,898	5.3%	1,923	5.1%
↓ 40 to 44 years	2,570	7.6%	2,161	6.0%	1,970	5.2%
↓ 45 to 49 years	3,141	9.2%	2,668	7.4%	2,216	5.9%
↓ 50 to 54 years	3,099	9.1%	3,186	8.9%	2,925	7.8%
55 to 59 years	2,631	7.7%	3,056	8.5%	3,041	8.1%
▲ **60 to 64 years**	**2,272**	**6.7%**	**2,628**	**7.3%**	**3,217**	**8.6%**
▲ **65 to 69 years**	**1,574**	**4.6%**	**2,201**	**6.1%**	**2,454**	**6.5%**
▲ **70 to 74 years**	**1,095**	**3.2%**	**1,495**	**4.2%**	**2,190**	**5.8%**
▲ **75 to 84 years**	**1,391**	**4.1%**	**1,642**	**4.6%**	**2,069**	**5.5%**
▲ **85 or more years**	**470**	**1.4%**	**553**	**1.5%**	**616**	**1.6%**

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	30,107			
Single (Never Married)	8,179	27.2%	32.9%	83
Married	17,615	58.5%	50.2%	117
Divorced/Widowed	4,313	14.3%	16.9%	85
Marital Status Females 15 and Older (2016)	15,668			
Single (Never Married)	3,770	24.1%	29.8%	81
Married	9,102	58.1%	48.8%	119
Divorced/Widowed	2,796	17.8%	21.4%	83
Marital Status Males 15 and Older (2016)	14,438			
Single (Never Married)	4,409	30.5%	36.2%	84
Married	8,512	59.0%	51.6%	114
Divorced/Widowed	1,517	10.5%	12.3%	86
FAMILY STRUCTURE				
Households By Type (2016)	13,355			
▲ Married Couple	**8,063**	**60.4%**	**48.5%**	**124**
Other Family - Male Head of Household	573	4.3%	4.9%	87
Other Family - Female Head of Household	1,406	10.5%	13.0%	81
↓ Non Family - Male Head of Household	1,366	10.2%	15.8%	65
Non Family - Female Head of Household	1,946	14.6%	17.7%	82
Households With Children 0 to 18 (2016)	4,700			
Married Couple Family	3,577	76.1%	65.2%	117
↓ Other Family - Male Head of Household	311	6.6%	8.5%	78
↓ Other Family - Female Head of Household	784	16.7%	25.3%	66
↓ Non Family	27	0.6%	1.0%	59
Population By Household Type (2016)	35,851			
↓ Group Quarters	75	0.2%	2.5%	8

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	Number	Percent		
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	75			
↓ Correctional Facilities	13	17.3%	30.0%	58
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	6	8.0%	18.7%	43
▲ **Other**	**56**	**74.7%**	**15.2%**	**491**
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	35,851			
White (Non-Hispanic)	23,555	65.7%	61.3%	107
↓ African-American (Non-Hisp)	831	2.3%	12.3%	19
Hispanic/Latino	5,331	14.9%	17.8%	84
↓ Native American (Non-Hisp)	104	0.3%	0.7%	40
▲ **Asian (Non-Hisp)**	**4,206**	**11.7%**	**5.3%**	**222**
▲ **Hawaiian & Pacific Islander (Non-Hisp)**	**107**	**0.3%**	**0.2%**	**177**
▲ **Other Races & Multiple Races (Non-Hisp)**	**1,719**	**4.8%**	**2.4%**	**200**
Asian Population By Race (2016)	4,289			
▲ **Chinese**	**1,218**	**28.4%**	**22.3%**	**127**
Japanese	224	5.2%	5.0%	104
↓ Indian	554	12.9%	19.5%	66
↓ Korean	174	4.1%	9.6%	42
↓ Vietnamese	176	4.1%	11.0%	37
▲ **Other Asian Races**	**1,943**	**45.3%**	**32.5%**	**139**
Hispanic/Latino Population By Race (2016)	5,331			
White	2,988	56.0%	53.0%	106
↓ African-American	58	1.1%	2.5%	44
Native American	60	1.1%	1.4%	82
▲ **Asian**	**83**	**1.6%**	**0.4%**	**372**
Other Races & Multiple Races	2,142	40.2%	42.7%	94
Hispanic/Latino Population By Origin (2016)	5,331			
Mexican	3,108	58.3%	62.4%	93
↓ Puerto Rican	233	4.4%	9.5%	46
↓ Cuban	62	1.2%	3.5%	33
▲ **Other Hispanic Origin**	**1,927**	**36.1%**	**24.6%**	**147**

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	Number	Percent		
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	8,437			
Pre-Primary (Public)	233	2.8%	3.4%	80
▲ **Pre-Primary (Private)**	**360**	**4.3%**	**2.6%**	**162**
Elementary/High School (Public)	4,401	52.2%	58.9%	89
▲ **Elementary/High School (Private)**	**1,219**	**14.4%**	**6.6%**	**218**
Enrolled in College	2,224	26.4%	28.4%	93
Population By Education Completed (Age 25 and over) (2016)	25,348			
↓ Elementary (Less than 9 years)	485	1.9%	5.8%	33
↓ Some High School (9 to 11 years)	555	2.2%	7.8%	28
↓ High School Graduate (12 years)	4,855	19.2%	27.9%	69
Some College (13 to 15 years)	6,301	24.9%	21.2%	117
▲ **Associate Degree**	**2,625**	**10.4%**	**8.0%**	**130**
▲ **Bachelor's Degree**	**7,078**	**27.9%**	**18.3%**	**152**
▲ **Graduate Degree**	**3,449**	**13.6%**	**11.0%**	**123**
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	18,234			
TOTAL WHITE COLLAR	13,259	72.7%	61.5%	118
▲ **Executive and Managerial**	**2,811**	**15.4%**	**9.7%**	**158**
Professional Specialty	3,391	18.6%	16.6%	112
▲ **Technical Support**	**2,452**	**13.4%**	**8.3%**	**162**
Sales	1,869	10.3%	10.9%	94
Administrative Support & Clerical	2,736	15.0%	16.0%	94
↓ TOTAL BLUE COLLAR	4,975	27.3%	38.5%	71
Service: Private Households	669	3.7%	3.7%	99
▲ **Service: Protective**	**538**	**3.0%**	**2.2%**	**133**
↓ Service: Other	937	5.1%	7.5%	69
↓ Farming, Forestry & Fishing	25	0.1%	0.7%	19
↓ Precision Production and Craft	1,268	7.0%	11.0%	63
↓ Operators and Assemblers	334	1.8%	3.2%	57
↓ Transportation and Material Moving	664	3.6%	6.2%	59
↓ Laborers	540	3.0%	4.0%	73

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	Number	Percent		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	29,604			
Employed	18,250	61.6%	58.1%	106
Unemployed	1,717	5.8%	5.6%	103
Not in Labor Force	9,638	32.6%	36.3%	90
Total Female Pop. By Work Status (Age 20 to 64) (2013)	10,198			
TOTAL WORKING	7,410	72.7%	66.8%	109
With No Own Children	4,860	47.7%	42.2%	113
With Own Children Age 0 to 5 only	583	5.7%	5.5%	105
With Own Children Age 6 to 17 only	1,568	15.4%	14.8%	104
With Own Children Both Age 0 to 5 and 6 to 17	399	3.9%	4.3%	91
TOTAL NOT WORKING (UNEMPLOYED)	626	6.1%	6.2%	99
With No Own Children	398	3.9%	3.8%	104
With Own Children Age 0 to 5 only	73	0.7%	0.7%	109
▲ With Own Children Age 6 to 17 only	**155**	**1.5%**	**1.3%**	**121**
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
↓ TOTAL NOT IN THE LABOR FORCE	2,163	21.2%	27.0%	79
↓ With No Own Children	1,207	11.8%	17.1%	69
With Own Children Age 0 to 5 only	228	2.2%	2.6%	86
▲ With Own Children Age 6 to 17 only	**611**	**6.0%**	**4.6%**	**129**
↓ With Own Children Both Age 0 to 5 and 6 to 17	117	1.1%	2.6%	43
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status ($24,250 for family of 4) (2016)	13,355			
Above Poverty Line (Households with Children)	9,717	66.8%	59.6%	112
Above Poverty Line (Households without Children)	4,257	29.3%	26.5%	110
↓ Below Poverty Line (Households with Children)	323	2.2%	7.9%	28
↓ Below Poverty Line (Households without Children)	239	1.6%	6.0%	27
Households By Presence of Retirement Income (2013)	12,647			
With Retirement Income	2,378	18.8%	17.6%	107
Without Retirement Income	10,279	81.3%	81.5%	100

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	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	13,355			
▲ **Owner Occupied**	**10,538**	**78.9%**	**65.0%**	**121**
↓ Renter Occupied	2,817	21.1%	35.0%	60
▲ **Median Rent (2013)**	**$1,281**		**$904**	**142**
Structures By Number of Units (2016)	13,833			
▲ **Single Unit**	**11,199**	**81.0%**	**67.3%**	**120**
3 to 4 Units	908	6.6%	8.1%	81
5 to 19 Units	1,097	7.9%	9.3%	85
↓ 20 to 49 Units	195	1.4%	3.6%	39
↓ 50 or more Units	363	2.6%	5.1%	51
↓ Mobile Home	25	0.2%	6.4%	3
▲ **Other**	**45**	**0.3%**	**0.1%**	**382**
▲ **Single To Multiple Unit Ratio**	**4.37**		**2.57**	**170**
Owner-Occupied Property Values (2016)	10,538			
↓ Under $40,000	123	1.2%	7.2%	16
↓ $40,000 to $59,999	14	0.1%	3.7%	4
↓ $60,000 to $79,999	70	0.7%	5.1%	13
↓ $80,000 to $99,999	34	0.3%	6.5%	5
↓ $100,000 to 149,999	203	1.9%	15.1%	13
↓ $150,000 to $199,999	319	3.0%	14.6%	21
↓ $200,000 to $299,999	546	5.2%	18.1%	29
▲ **$300,000 to $499,999**	**3,191**	**30.3%**	**16.9%**	**179**
▲ **$500,000 to $999,999**	**4,943**	**46.9%**	**9.7%**	**483**
▲ **$1,000,000 and over**	**1,096**	**10.4%**	**3.0%**	**344**
▲ **Median Property Value**	**$561,633**		**$192,432**	**292**

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	13,833			
2010 and later	768	5.6%	5.5%	101
↓ 2000 to 2009	1,245	9.0%	14.6%	62
1990 to 1999	2,003	14.5%	13.4%	108
▲ 1980 to 1989	**2,302**	**16.6%**	**13.2%**	**126**
▲ 1970 to 1979	**4,266**	**30.8%**	**15.0%**	**206**
▲ 1960 to 1969	**1,964**	**14.2%**	**10.4%**	**137**
↓ 1950 to 1959	1,084	7.8%	10.3%	76
↓ 1949 or earlier	200	1.4%	17.7%	8
Households By Number of Persons (2016)	13,355			
↓ 1 Person Household	2,620	19.6%	27.3%	72
2 Person Household	4,626	34.6%	32.3%	107
3 Person Household	2,574	19.3%	16.2%	119
▲ 4 Person Household	**2,178**	**16.3%**	**13.1%**	**125**
5 Person Household	905	6.8%	6.5%	105
6 Person Household	306	2.3%	2.8%	83
↓ 7 or more Person Household	146	1.1%	1.9%	57
Average Persons Per Household	2.7		2.6	104
Households By Heating Type (2013)	12,657			
▲ Utility and Other Gas	**9,513**	**75.2%**	**54.0%**	**139**
↓ Electric	2,931	23.2%	36.1%	64
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	128	1.0%	2.2%	45
▲ Solar/Other Fuel	**85**	**0.7%**	**0.5%**	**136**
↓ No Fuel Used	0	0.0%	0.9%	0

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2016)	13,355			
↓ No Vehicles	456	3.4%	9.0%	38
1 Vehicle	3,700	27.7%	33.7%	82
2 Vehicle	5,431	40.7%	37.5%	108
▲ 3 or more Vehicles	**3,768**	**28.2%**	**19.8%**	**143**
Workers By Travel Time to Work (2016)	16,918			
↓ Less than 15 minutes	2,399	14.2%	27.3%	52
15 to 29 minutes	6,132	36.2%	36.5%	99
30 to 44 minutes	3,350	19.8%	20.2%	98
▲ 45 to 59 minutes	**1,754**	**10.4%**	**7.7%**	**134**
▲ 60 or more minutes	**3,283**	**19.4%**	**8.3%**	**234**
▲ Average Travel Time to Work (minutes)	**37.3**		**28.2**	**132**
Workers By Type of Transportation to Work (2016)	17,724			
Drive Alone	13,294	75.0%	76.9%	98
Car Pool	1,714	9.7%	9.6%	101
▲ Public Transportation	**1,367**	**7.7%**	**5.1%**	**151**
↓ Walk to Work	185	1.0%	2.8%	37
▲ Other Means	**305**	**1.7%**	**1.2%**	**138**
Work at Home	857	4.8%	4.4%	110

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SEGMENT GROUPS

No.	Group Name Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	**Affluent Families** (segments 1, 2, 3, 4, 5, 6 and 14)	10,269	76.9%	15.1%	509
3	**Young And Coming** (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,643	12.3%	14.7%	84
2	**Middle American Families** (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,310	9.8%	31.4%	31
5	**Senior Life** (7, 20, 21, 22, 30 and 31)	98	0.7%	6.9%	11
4	**Rural Families** (27, 26, 29, 33, 35 and 38)	31	0.2%	13.1%	2
6	**Ethnic And Urban Diversity** (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	0.0%	18.4%	0

INDIVIDUAL SEGMENTS

No.	Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Educated Mid-Life Families	4,885	36.6%	3.4%	1072
5	Prosperous Diversity	1,706	12.8%	3.1%	412
1	Traditional Affluent Families	1,664	12.5%	3.5%	358
15	Reliable Young Starters	1,641	12.3%	4.3%	289
2	Professional Affluent Families	1,207	9.0%	0.8%	1121
10	Suburban Mid-Life Families	1,185	8.9%	5.5%	160
3	Mid-Life Prosperity	668	5.0%	1.5%	328
14	Secure Mid-Life Families	138	1.0%	0.7%	158
7	Prosperous and Mature	66	0.5%	0.5%	92
25	Working Country Consumers	42	0.3%	4.1%	8
28	Building Country Families	42	0.3%	2.8%	11
18	Working Urban Families	30	0.2%	4.0%	6
20	Cautious and Mature	29	0.2%	2.6%	8
29	Working Country Families	22	0.2%	1.0%	17
27	Country Family Diversity	9	0.1%	0.3%	20
9	Educated Working Families	7	0.1%	0.1%	62
21	Mature and Stable	3	0.0%	0.6%	4
16	Established Country Families	2	0.0%	6.4%	0
17	Large Young Families	2	0.0%	2.2%	1
49	Exception Households	2	0.0%	0.2%	6

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No.	Individual Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
19	Educated and Promising	2	0.0%	0.1%	19
6	Prosperous New Country Families	1	0.0%	2.1%	0
38	Rural Working Families	0	0.0%	8.8%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	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
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	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
31	Mature Country Families	0	0.0%	0.5%	0
43	Laboring Urban Diversity	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
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	**13,353**	**100.0%**	**100.0%**	**100**

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FAITH INVOLVEMENT INDICATOR			
Estimated 2016 Households Likely to Be:			
↓ Strongly Involved with Their Faith	26.7%	35.4%	75
↓ Somewhat Involved with Their Faith	24.4%	29.9%	82
▲ **Not Involved with Their Faith**	**49.7%**	**34.7%**	**143**
Estimated 2016 Households Likely to Have:			
↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.6%	22.1%	80
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.3%	23.7%	85
RELIGIOUS PREFERENCE INDICATOR			
Estimated 2016 Households Likely to Prefer:			
▲ **Adventist**	**0.6%**	**0.5%**	**120**
↓ Baptist	6.9%	16.1%	43
Catholic	22.7%	23.7%	96
Congregational	1.8%	2.0%	94
▲ **Eastern Religions (Buddhist/Hindu/Shinto/Islam)**	**1.2%**	**0.4%**	**266**
Episcopal	2.9%	2.9%	100
↓ Holiness	0.1%	0.8%	15
↓ Jehovah's Witnesses	0.9%	1.1%	86
▲ **Judaism**	**4.8%**	**3.2%**	**153**
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	4.8%	10.1%	47
▲ **Mormon**	**3.0%**	**1.8%**	**168**
▲ **New Age**	**1.1%**	**0.6%**	**184**
▲ **Non-Denominational / Independent**	**10.4%**	**6.9%**	**150**
Orthodox	0.3%	0.3%	100
↓ Pentecostal	2.1%	2.4%	87
▲ **Presbyterian / Reformed**	**5.5%**	**4.6%**	**121**
▲ **Unitarian / Universalist**	**0.9%**	**0.7%**	**130**
▲ **Interested but No Preference**	**5.5%**	**3.9%**	**143**
▲ **Not Interested and No Preference**	**18.6%**	**11.1%**	**168**
Likely to Have Changed Their Preference in the Last 10 Years	17.7%	16.8%	105
LEADERSHIP PREFERENCE INDICATOR			
Estimated 2016 Households Likely to Prefer A Leader Who:			
▲ **Tells them what to do**	**5.1%**	**4.0%**	**127**
↓ Lets them do what they want and is supportive	9.8%	11.7%	84
Lets them do what they want and stays out of the way	4.7%	4.8%	98
Works with them on deciding what to do and helps them do it	80.4%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.8%	43.5%	96
↓ Finding/Providing Health Insurance	20.4%	29.0%	70
↓ Day-to-Day Financial Worries	25.4%	31.6%	80
Finding Employment Opportunities	14.3%	14.4%	99
↓ Finding Affordable Housing	9.6%	11.3%	85
↓ Providing Adequate Food	4.9%	8.6%	57
Finding Child Care	6.4%	6.3%	102
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.8%	16.7%	82
↓ Dealing With Teen / Child Problems	17.9%	20.7%	86
▲ Finding/Providing Aging Parent Care	**17.4%**	**15.5%**	**112**
↓ Dealing With Abusive Relationships	7.9%	11.4%	70
↓ Dealing With Divorce	2.9%	4.5%	66
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.3%	27.0%	105
▲ Finding/Providing Good Schools	**26.2%**	**23.5%**	**112**
Dealing with Problems in Schools	12.7%	13.6%	94
Dealing With Racial / Ethnic Prejudice	13.5%	13.1%	103
▲ Dealing With Neighborhood Gangs	**10.6%**	**8.5%**	**125**
▲ Dealing with Social Injustice	**13.8%**	**11.3%**	**122**
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	**59.6%**	**50.6%**	**118**
▲ Finding Time for Recreation / Leisure	**33.3%**	**25.3%**	**132**
Finding Better Quality Healthcare	21.5%	23.9%	90
Finding A Satisfying Job / Career	21.3%	19.3%	110
Finding Retirement Opportunities	19.7%	18.9%	104
▲ Achieving A Fulfilling Marriage	**26.4%**	**22.3%**	**118**
▲ Developing Parenting Skills	**17.5%**	**14.7%**	**118**
Achieving Educational Objectives	8.0%	7.5%	107
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.8%	29.8%	100
Finding Companionship	16.6%	17.3%	96
↓ Finding A Good Church	8.9%	15.2%	58
↓ Finding Spiritual Teaching	8.3%	12.9%	64
▲ Finding Life Direction	**16.1%**	**14.0%**	**115**

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KEY VALUES INDICATOR			
Estimated 2016 Households Likely to Agree With the Following Statements:			
GOD:			
"I believe there is a God"	80.0%	84.5%	95
↓ "God is actively involved in the world including nations and their governments"	53.4%	63.8%	84
SOCIETY:			
"It is important to preserve the traditional American family structure"	89.6%	91.5%	98
"A healthy environment has become a national crisis"	82.2%	82.8%	99
"Public education is essential to the future of American society"	95.4%	94.0%	101
INSTITUTIONAL ROLES:			
↓ "Government should be the primary provider of human welfare services"	42.0%	50.1%	84
"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"	58.5%	62.6%	93
***RACIAL / ETHNIC CHANGE*:**			
"The United States must open its doors to all people groups"	37.5%	36.3%	103
"The changing racial / ethnic face of America is a threat to our national heritage"	34.6%	36.3%	95
HOUSEHOLD CONTRIBUTION INDICATOR			
Estimated 2016 Households Likely to Contribute:			
TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than $100 per year	63.9%	59.8%	107
▲ More than $500 per year	**36.5%**	**31.2%**	**117**
▲ More than $1,000 per year	**23.4%**	**17.4%**	**134**
TO CHARITIES:			
▲ More than $100 per year	**49.4%**	**33.7%**	**147**
▲ More than $500 per year	**15.7%**	**6.8%**	**231**
▲ More than $1,000 per year	**5.9%**	**2.3%**	**257**
TO COLLEGES AND UNIVERSITIES:			
▲ More than $100 per year	**27.2%**	**16.1%**	**169**
▲ More than $500 per year	**8.2%**	**4.3%**	**191**
▲ More than $1,000 per year	**5.4%**	**2.2%**	**245**

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Ministry Area Profile 2016

Compass REPORT

Saint Bonaventure Parish

Study Area Definition:
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Ministry Area Profile 2016
Compass REPORT

Prepared For:
Saint Bonaventure Parish

Study Area Definition:
Custom Polygon

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Sources: Percept, Nielsen, U.S. Census Bureau

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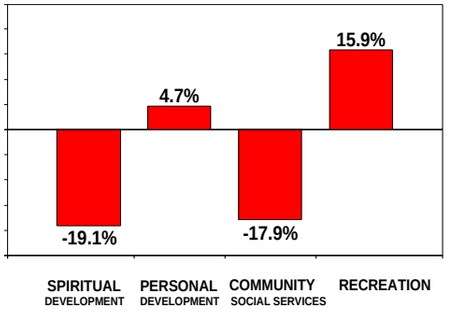
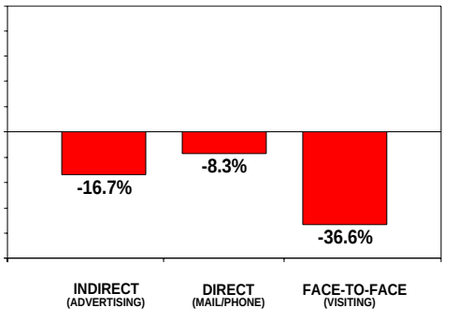
Church Program Preferences

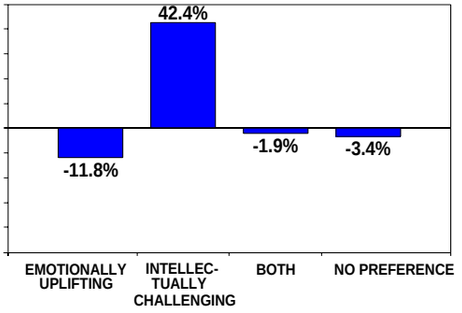


Percentage Above Average
← U.S. Average →
Percentage Below Average

Contact Methods Rated Good

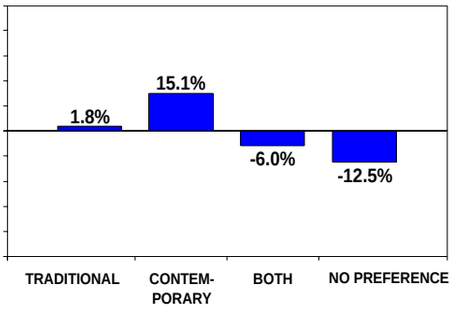


Worship Style (1)

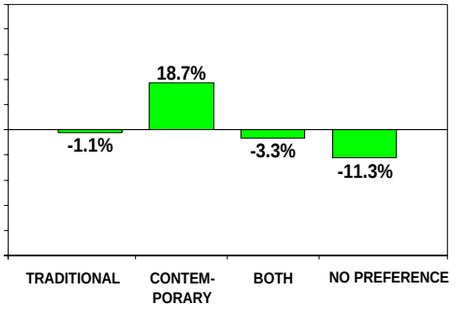


Percentage Above Average
← U.S. Average →
Percentage Below Average

Worship Style (2)

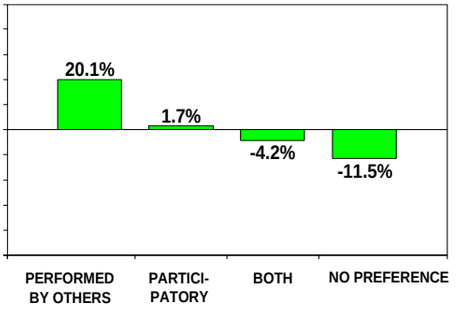


Music Style (1)

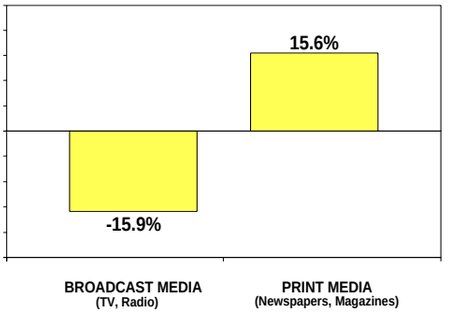


Percentage Above Average
← U.S. Average →
Percentage Below Average

Music Style (2)

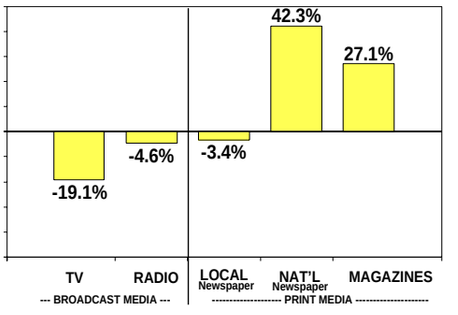


Primary Media Summary



Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Media Preferences



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Sources: Percept, Nielsen, U.S. Census Bureau
ID# 229827:229827

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Description ▲ 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	Study Area	U.S. Average	U.S. Comparative Index
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	29.4%	41.1%	71
Adult Theological Discussion Groups	21.4%	22.5%	95
↓ Spiritual Retreats	10.1%	11.6%	87
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	16.7%	15.2%	110
▲ **Parent Training Programs**	**8.9%**	**7.8%**	**114**
↓ Twelve Step Programs	3.0%	3.5%	87
↓ Divorce Recovery	1.7%	2.4%	71
COMMUNITY/SOCIAL SERVICES:			
↓ Personal or Family Counseling	18.9%	22.5%	84
↓ Care for the Terminally Ill	11.8%	15.7%	75
↓ Food and Clothing Resources	6.4%	11.1%	58
Day Care Services	6.5%	6.1%	108
▲ **Church Sponsored Day-School**	**6.5%**	**5.7%**	**114**
RECREATION:			
▲ **Youth Social Programs**	**34.3%**	**29.7%**	**115**
Family Activities and Outings	36.1%	32.8%	110
Active Retirement Programs	27.2%	26.8%	101
▲ **Cultural Programs (Music, Drama, Art)**	**26.8%**	**18.9%**	**142**
▲ **Sports or Camping**	**8.4%**	**6.3%**	**132**

SUMMARY	
↓ Spiritual Development Index	81
Personal Development Index	105
↓ Community/Social Services Index	82
▲ **Recreation Index**	**116**

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WORSHIP STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Worship which is:			
PART 1:			
↓ A. Emotionally Uplifting	23.2%	26.4%	88
▲ **B. Intellectually Challenging**	**15.8%**	**11.1%**	**142**
C. Both A and B	38.4%	39.2%	98
D. No Preference or Not Interested	22.6%	23.4%	97
PART 2:			
A. Traditional/Formal/Ceremonial	20.6%	20.2%	102
▲ **B. Contemporary/Informal**	**30.3%**	**26.3%**	**115**
C. Both A and B	24.9%	26.5%	94
↓ D. No Preference or Not Interested	23.6%	26.9%	87
MUSIC STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Music which is:			
PART 1:			
A. Traditional	24.1%	24.4%	99
▲ **B. Contemporary**	**23.4%**	**19.7%**	**119**
C. Both A and B	30.1%	31.1%	97
↓ D. No Preference or Not Interested	22.0%	24.8%	89
PART 2:			
▲ **A. Performed by Others**	**22.5%**	**18.7%**	**120**
B. Participatory	23.3%	22.9%	102
C. Both A and B	30.8%	32.2%	96
↓ D. No Preference or Not Interested	23.2%	26.2%	89

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MISSION EMPHASIS INDICATOR			
Estimated 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:			
PART 1:			
▲ **A. Community**	**24.9%**	**22.0%**	**113**
B. Personal Spiritual Development	15.2%	14.3%	107
C. Both A and B	35.6%	37.4%	95
D. No Preference or Not Interested	24.1%	26.3%	92
PART 2:			
A. Global Mission	6.0%	6.2%	97
B. Local Mission	35.5%	33.3%	107
C. Both A and B	29.7%	30.1%	99
D. No Preference or Not Interested	28.3%	30.4%	93
CHURCH ARCHITECTURE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Architecture which is:			
PART 1:			
↓ A. Traditional	23.7%	26.6%	89
▲ **B. Contemporary**	**21.7%**	**15.9%**	**136**
C. Both A and B	31.5%	32.3%	97
D. No Preference or Not Interested	23.1%	25.1%	92
PART 2:			
↓ A. Somber/Serious	7.2%	9.4%	76
▲ **B. Light and Airy**	**41.6%**	**34.7%**	**120**
C. Both A and B	26.6%	27.7%	96
↓ D. No Preference or Not Interested	24.7%	28.2%	87

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PRIMARY MEDIA PREFERENCE			
Estimated 2016 Households Likely to Describe Their Primary Media Information Source As:			
BROADCAST MEDIA:			
↓ Television	38.2%	47.3%	81
Radio	12.7%	13.3%	95
PRINT MEDIA:			
Local Newspaper	39.5%	36.1%	109
▲ **National Newspaper**	**6.2%**	**4.3%**	**142**
▲ **Magazines**	**3.9%**	**2.4%**	**162**
SECONDARY MEDIA PREFERENCE			
Estimated 2016 Households Likely to Describe Their Secondary Media Information Source As:			
BROADCAST MEDIA:			
Television	31.9%	31.9%	100
Radio	21.4%	23.8%	90
PRINT MEDIA:			
Local Newspaper	31.6%	32.7%	97
National Newspaper	6.2%	5.8%	108
▲ **Magazines**	**8.9%**	**7.0%**	**127**

SUMMARY	
Overall Broadcast Media Index (100 = Average)	90
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:			
INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	30.3%	36.2%	84
↓ Putting Ad in Local Newspaper	29.4%	33.8%	87
↓ Local Cable Channels	24.0%	30.4%	79
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	51.7%	53.7%	96
↓ Calling and Offering to Send Information By Mail	25.7%	29.5%	87
↓ Calling and Discussing on the Phone	10.0%	12.0%	83
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	13.0%	20.1%	64
↓ Going Door to Door	8.6%	14.0%	62
CHURCH CONTACT METHODS RATED POOR			
Estimated 2016 Households Likely to Rate As Poor the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
▲ Local Radio Announcements or Advertisements	**24.8%**	**19.6%**	**127**
▲ Putting Ad in Local Newspaper	**28.5%**	**21.5%**	**132**
▲ Local Cable Channels	**36.7%**	**30.7%**	**119**
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	**16.3%**	**13.3%**	**122**
▲ Calling and Offering to Send Information By Mail	**39.7%**	**34.0%**	**117**
▲ Calling and Discussing on the Phone	**68.5%**	**60.6%**	**113**
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	**61.9%**	**49.6%**	**125**
▲ Going Door to Door	**71.1%**	**64.0%**	**111**

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	83
Direct Methods Index	92
↓ Face-to-Face Methods Index	63

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	**125**
▲ Direct Methods Index	**115**
▲ Face-to-Face Methods Index	**117**

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