

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

Saint Callistus Parish

**Study Area Definition:**  
Custom Polygon



ID# 229706:229706



Prepared For:  
Saint Callistus Parish

**Study Area Definition:**  
Custom Polygon

---

## Table of Contents

<b>INTERVIEW</b>	<b>1</b>
<b>SNAPSHOT</b>	<b>2</b>
<b>FINGERPRINT</b>	<b>3</b>
<b>TRENDS</b>	<b>4</b>
POPULATION .....	4
HOUSEHOLDS .....	4
POPULATION BY RACE/ETHNICITY .....	4
POPULATION BY GENDER .....	4
AGE .....	4
INCOME .....	4
POPULATION BY PHASE OF LIFE .....	5
POPULATION BY AGE (DETAIL) .....	5
<b>CENSUS</b>	<b>6</b>
MARITAL STATUS .....	6
FAMILY STRUCTURE .....	6
GROUP QUARTERS .....	7
RACE/ETHNICITY .....	7
EDUCATION .....	8
OCCUPATION .....	8
EMPLOYMENT .....	9
POVERTY AND RETIREMENT INCOME .....	9
HOUSING .....	10
TRANSPORTATION .....	12
<b>U.S. LIFESTYLES</b>	<b>13</b>
<b>ETHOS</b>	<b>15</b>
FAITH INVOLVEMENT .....	15
RELIGIOUS PREFERENCE .....	15
LEADERSHIP PREFERENCE .....	15
PRIMARY CONCERNS .....	16
KEY VALUES .....	17
HOUSEHOLD CONTRIBUTIONS .....	17

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

- 1** **Q** **How many people live in the defined study area?**

**A** Currently, there are 38,464 persons residing in the defined study area. This represents an increase of 607 or 1.6% 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 4.3% or 1,639 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 19 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Suburban Mid-Life Families* representing 24.8% 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 28.2% of the population and all other racial/ethnic groups make up a substantial 71.9% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 28.0% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 11.4% 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 10,916 persons or 28.4% of the total population in the area. *Boomers* (age 56 to 73) make up 22.6% 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** **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 *somewhat high*. While 87.4% 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 30.6% 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: *Neighborhood Gangs, Neighborhood Crime and Safety, Social Injustice, Racial/Ethnic Prejudice, Affordable Housing* and *Time for Recreation/Leisure*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**

**A** Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**

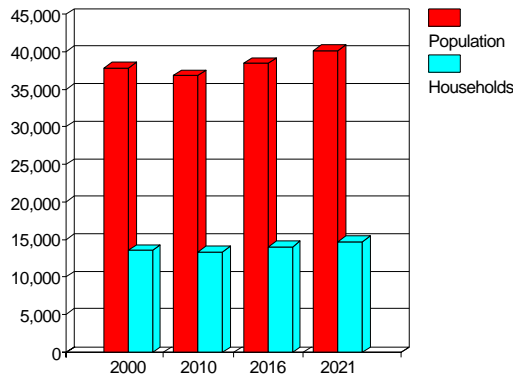
**A** Based upon the average household income of \$99,227 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

Date: 6/20/2016

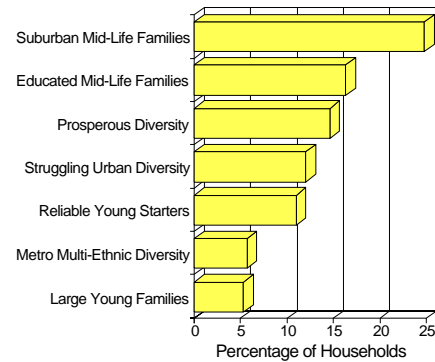
Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

### Population and Households

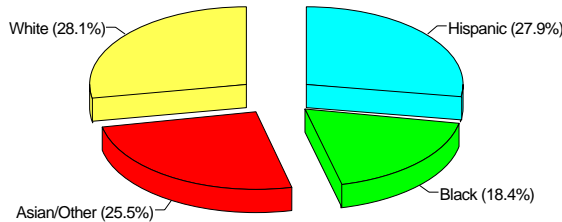


### Primary U.S. Lifestyles Segments-2016

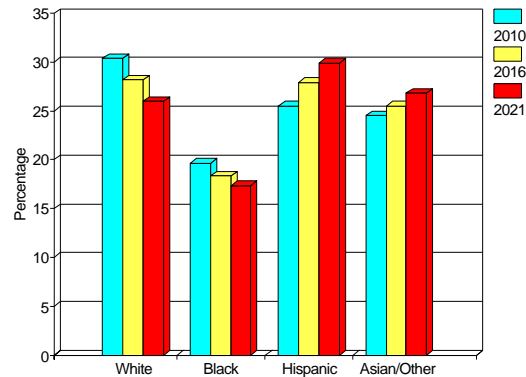


The population in the study area has increased by 1673 persons, or 4.5% since 2010 and is projected to increase by 1639 persons, or 4.3% between 2016 and 2021. The number of households has increased by 725, or 5.5% since 2010 and is projected to increase by 662, or 4.7% between 2016 and 2021.

### Population By Race/Ethnicity-2016

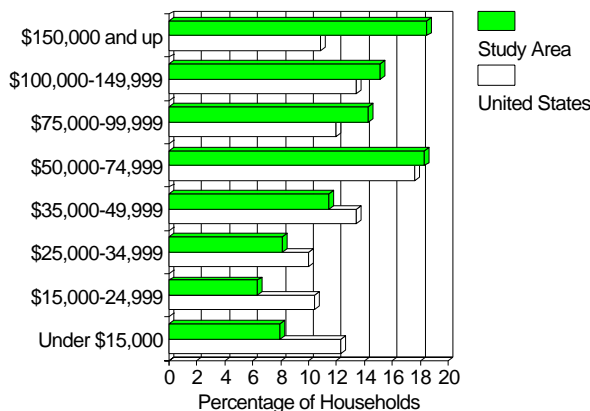


### Population By Race/Ethnicity Trend

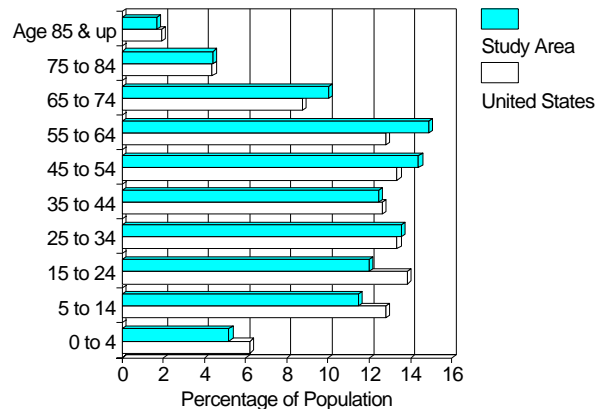


Between 2016 and 2021, the White population is projected to decrease by 407 persons and to decrease from 28.1% to 26.0% of the total population. The Black population is projected to decrease by 107 persons and to decrease from 18.4% to 17.4% of the total. The Hispanic/Latino population is projected to increase by 1231 persons and to increase from 27.9% to 29.9% of the total. The Asian/Other population is projected to increase by 921 persons and to increase from 25.5% to 26.8% of the total population.

### Households By Income-2016



### Population by Age-2016

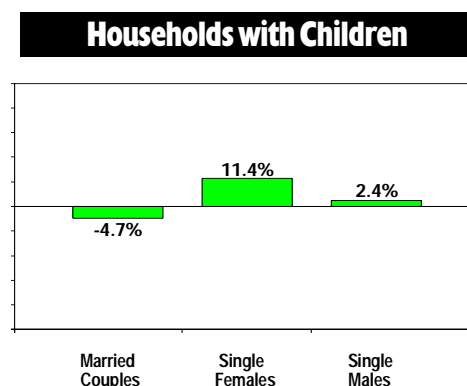
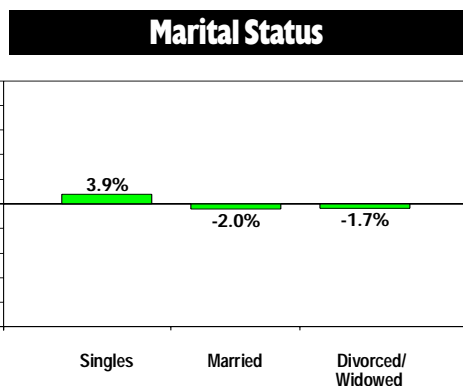
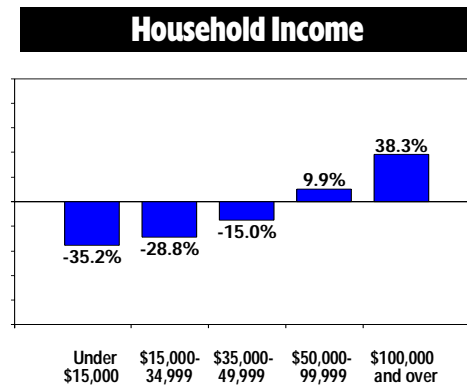
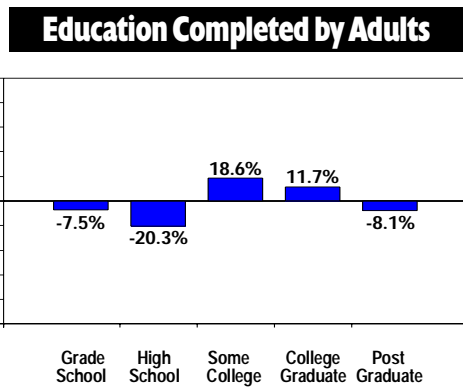
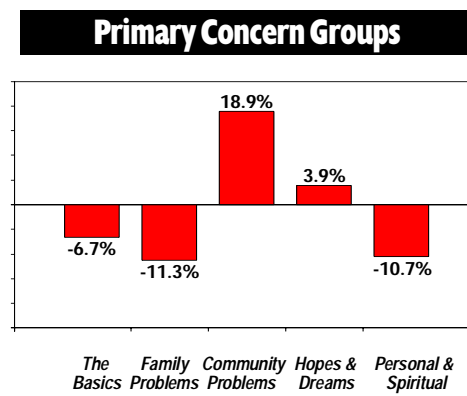
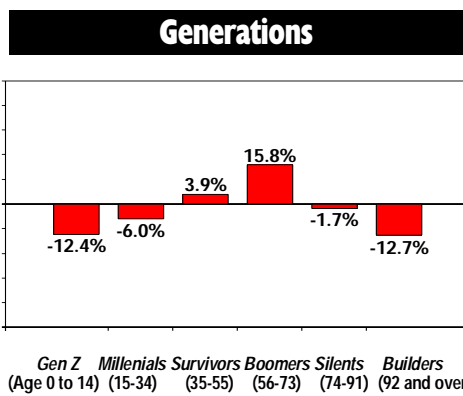
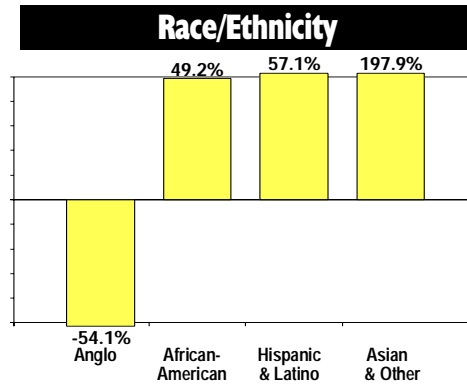
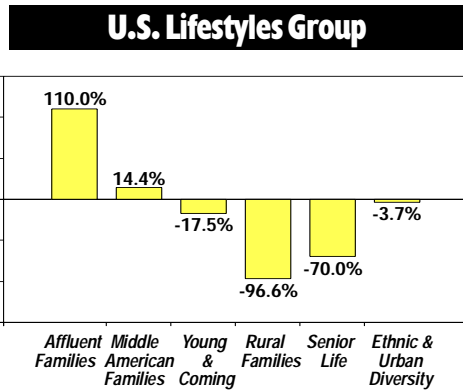


The average household income in the study area is \$99227 a year as compared to the U.S. average of \$77135. The average age in the study area is 40.8 and is projected to increase to 41.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon



Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend				
↓ Indicates a consistent downward trend				
Population	37,857	36,791	38,464	40,103
Population Change		(1,066)	1,673	1,639
Percentage Change		-2.8%	4.5%	4.3%
▲ Average Annual Growth Rate		-0.3%	0.8%	0.9%
Density (Pop. per square mile)	3,585	3,484	3,642	3,798
HOUSEHOLDS				
Households	13,573	13,292	14,017	14,679
Household Change		(281)	725	662
Percentage Change		-2.1%	5.5%	4.7%
▲ Average Annual Growth Rate		-0.2%	0.9%	0.9%
↓ Persons Per Household	2.77	2.75	2.73	2.72

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	11,170	30.4%	10,826	28.1%	10,419	26.0%
↓ African-American (Non-Hisp)	7,228	19.6%	7,069	18.4%	6,962	17.4%
▲ Hispanic/Latino	9,381	25.5%	10,749	27.9%	11,980	29.9%
▲ Asian/Other (Non-Hisp)	9,013	24.5%	9,820	25.5%	10,741	26.8%

POPULATION BY GENDER						
Female	18,936	51.5%	19,769	51.4%	20,613	51.4%
Male	17,855	48.5%	18,695	48.6%	19,490	48.6%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	3,798	10.3%	6,395	16.6%	8,766	21.9%
↓ Millennials (Born 1982 to 2001)	9,505	25.8%	9,822	25.5%	10,121	25.2%
↓ Survivors (Born 1961 to 1981)	10,449	28.4%	10,914	28.4%	11,313	28.2%
↓ Boomers (Born 1943 to 1960)	9,181	25.0%	8,679	22.6%	7,950	19.8%
↓ Silents (Born 1925 to 1942)	3,352	9.1%	2,523	6.6%	1,946	4.9%
↓ Builders (Born 1924 and earlier)	541	1.5%	131	0.3%	7	0.0%

AGE			
▲ Average Age	39.6	40.8	41.9
▲ Median Age	40.2	41.6	42.8

INCOME			
▲ Average Household Income	\$86,520	\$99,227	\$110,643
▲ Median Household Income	\$73,637	\$78,710	\$87,049
▲ Per Capita Income	\$31,258	\$36,160	\$40,499

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

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	1,929	14.5%	2,590	18.5%	3,226	22.0%
\$100,000 to \$149,999	2,213	16.6%	2,117	15.1%	2,443	16.6%
↓ \$75,000 to \$99,999	2,010	15.1%	2,001	14.3%	2,016	13.7%
\$50,000 to \$74,999	2,194	16.5%	2,560	18.3%	2,467	16.8%
↓ \$35,000 to \$49,999	1,641	12.3%	1,598	11.4%	1,592	10.8%
↓ \$25,000 to \$34,999	1,128	8.5%	1,143	8.2%	1,031	7.0%
↓ \$15,000 to \$24,999	899	6.8%	891	6.4%	879	6.0%
↓ Under \$15,000	1,278	9.6%	1,117	8.0%	1,025	7.0%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,114	5.7%	1,995	5.2%	2,038	5.1%
↓ Required Formal Schooling (5-17)	5,829	15.8%	5,833	15.2%	5,828	14.5%
↓ College Years, Career Starts (18-24)	3,415	9.3%	3,178	8.3%	3,245	8.1%
Singles and Young Families (25-34)	4,656	12.7%	5,211	13.5%	5,042	12.6%
↓ Families, Empty Nesters (35-54)	10,698	29.1%	10,328	26.9%	10,529	26.3%
▲ Enrichment Years Singles/Couples (55-64)	5,257	14.3%	5,722	14.9%	5,970	14.9%
▲ Retirement Opportunities (65+)	4,857	13.2%	6,197	16.1%	7,450	18.6%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,114	5.7%	1,995	5.2%	2,038	5.1%
↓ 5 to 9 years	2,105	5.7%	2,184	5.7%	2,075	5.2%
↓ 10 to 14 years	2,272	6.2%	2,216	5.8%	2,299	5.7%
↓ 15 to 17 years	1,452	3.9%	1,433	3.7%	1,454	3.6%
↓ 18 to 20 years	1,445	3.9%	1,320	3.4%	1,344	3.4%
↓ 21 to 24 years	1,970	5.4%	1,858	4.8%	1,901	4.7%
25 to 29 years	2,431	6.6%	2,577	6.7%	2,516	6.3%
30 to 34 years	2,225	6.0%	2,634	6.8%	2,526	6.3%
▲ 35 to 39 years	2,238	6.1%	2,464	6.4%	2,734	6.8%
40 to 44 years	2,621	7.1%	2,332	6.1%	2,583	6.4%
↓ 45 to 49 years	2,879	7.8%	2,633	6.8%	2,384	5.9%
↓ 50 to 54 years	2,960	8.0%	2,899	7.5%	2,828	7.1%
55 to 59 years	2,749	7.5%	2,932	7.6%	2,905	7.2%
▲ 60 to 64 years	2,508	6.8%	2,790	7.3%	3,065	7.6%
65 to 69 years	1,607	4.4%	2,315	6.0%	2,388	6.0%
▲ 70 to 74 years	1,139	3.1%	1,536	4.0%	2,266	5.7%
▲ 75 to 84 years	1,510	4.1%	1,693	4.4%	2,109	5.3%
▲ 85 or more years	601	1.6%	653	1.7%	687	1.7%

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	32,069			
Single (Never Married)	10,965	34.2%	32.9%	104
Married	15,767	49.2%	50.2%	98
Divorced/Widowed	5,337	16.6%	16.9%	98
<b>Marital Status Females 15 and Older (2016)</b>	16,593			
Single (Never Married)	5,215	31.4%	29.8%	105
Married	7,965	48.0%	48.8%	98
Divorced/Widowed	3,413	20.6%	21.4%	96
<b>Marital Status Males 15 and Older (2016)</b>	15,475			
Single (Never Married)	5,750	37.2%	36.2%	103
Married	7,801	50.4%	51.6%	98
Divorced/Widowed	1,924	12.4%	12.3%	101
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	14,017			
Married Couple	6,686	47.7%	48.5%	98
▲ Other Family - Male Head of Household	835	6.0%	4.9%	121
▲ Other Family - Female Head of Household	2,260	16.1%	13.0%	124
Non Family - Male Head of Household	2,018	14.4%	15.8%	91
Non Family - Female Head of Household	2,219	15.8%	17.7%	89
<b>Households With Children 0 to 18 (2016)</b>	4,754			
Married Couple Family	2,956	62.2%	65.2%	95
Other Family - Male Head of Household	412	8.7%	8.5%	102
Other Family - Female Head of Household	1,342	28.2%	25.3%	111
Non Family	44	0.9%	1.0%	96
<b>Population By Household Type (2016)</b>	38,464			
↓ Group Quarters	192	0.5%	2.5%	20



Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	192			
↓ Correctional Facilities	4	2.1%	30.0%	7
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	65	33.9%	18.7%	181
<b>▲ Other</b>	<b>123</b>	<b>64.1%</b>	<b>15.2%</b>	<b>421</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	38,464			
↓ White (Non-Hispanic)	10,826	28.1%	61.3%	46
<b>▲ African-American (Non-Hisp)</b>	<b>7,069</b>	<b>18.4%</b>	<b>12.3%</b>	<b>149</b>
<b>▲ Hispanic/Latino</b>	<b>10,749</b>	<b>27.9%</b>	<b>17.8%</b>	<b>157</b>
↓ Native American (Non-Hisp)	114	0.3%	0.7%	40
<b>▲ Asian (Non-Hisp)</b>	<b>7,443</b>	<b>19.4%</b>	<b>5.3%</b>	<b>367</b>
<b>▲ Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>239</b>	<b>0.6%</b>	<b>0.2%</b>	<b>369</b>
<b>▲ Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>2,024</b>	<b>5.3%</b>	<b>2.4%</b>	<b>220</b>
<b>Asian Population By Race (2016)</b>	7,547			
Chinese	1,919	25.4%	22.3%	114
Japanese	311	4.1%	5.0%	82
↓ Indian	863	11.4%	19.5%	59
↓ Korean	348	4.6%	9.6%	48
↓ Vietnamese	306	4.1%	11.0%	37
<b>▲ Other Asian Races</b>	<b>3,800</b>	<b>50.4%</b>	<b>32.5%</b>	<b>155</b>
<b>Hispanic/Latino Population By Race (2016)</b>	10,749			
↓ White	4,163	38.7%	53.0%	73
African-American	248	2.3%	2.5%	92
<b>▲ Native American</b>	<b>191</b>	<b>1.8%</b>	<b>1.4%</b>	<b>130</b>
<b>▲ Asian</b>	<b>104</b>	<b>1.0%</b>	<b>0.4%</b>	<b>231</b>
<b>▲ Other Races &amp; Multiple Races</b>	<b>6,043</b>	<b>56.2%</b>	<b>42.7%</b>	<b>132</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	10,749			
Mexican	6,722	62.5%	62.4%	100
↓ Puerto Rican	254	2.4%	9.5%	25
↓ Cuban	54	0.5%	3.5%	14
<b>▲ Other Hispanic Origin</b>	<b>3,718</b>	<b>34.6%</b>	<b>24.6%</b>	<b>141</b>

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	9,868			
↓ Pre-Primary (Public)	244	2.5%	3.4%	72
Pre-Primary (Private)	262	2.7%	2.6%	101
Elementary/High School (Public)	5,059	51.3%	58.9%	87
▲ Elementary/High School (Private)	<b>1,155</b>	<b>11.7%</b>	<b>6.6%</b>	<b>176</b>
Enrolled in College	3,148	31.9%	28.4%	112
<b>Population By Education Completed (Age 25 and over) (2016)</b>	27,458			
Elementary (Less than 9 years)	1,318	4.8%	5.8%	83
Some High School (9 to 11 years)	2,132	7.8%	7.8%	100
↓ High School Graduate (12 years)	6,104	22.2%	27.9%	80
Some College (13 to 15 years)	6,730	24.5%	21.2%	116
▲ Associate Degree	<b>2,767</b>	<b>10.1%</b>	<b>8.0%</b>	<b>126</b>
Bachelor's Degree	5,619	20.5%	18.3%	112
Graduate Degree	2,788	10.2%	11.0%	92
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	18,658			
TOTAL WHITE COLLAR	11,284	60.5%	61.5%	98
Executive and Managerial	1,775	9.5%	9.7%	98
Professional Specialty	3,060	16.4%	16.6%	99
Technical Support	1,603	8.6%	8.3%	104
Sales	1,810	9.7%	10.9%	89
Administrative Support & Clerical	3,036	16.3%	16.0%	102
TOTAL BLUE COLLAR	7,375	39.5%	38.5%	103
▲ Service: Private Households	<b>1,121</b>	<b>6.0%</b>	<b>3.7%</b>	<b>162</b>
Service: Protective	405	2.2%	2.2%	98
Service: Other	1,386	7.4%	7.5%	100
↓ Farming, Forestry & Fishing	47	0.3%	0.7%	35
↓ Precision Production and Craft	1,503	8.1%	11.0%	73
Operators and Assemblers	685	3.7%	3.2%	113
Transportation and Material Moving	1,269	6.8%	6.2%	110
▲ Laborers	<b>959</b>	<b>5.1%</b>	<b>4.0%</b>	<b>127</b>

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	31,599			
Employed	18,648	59.0%	58.1%	102
Unemployed	1,986	6.3%	5.6%	112
Not in Labor Force	10,966	34.7%	36.3%	96
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	12,406			
TOTAL WORKING	8,619	69.5%	66.8%	104
With No Own Children	5,711	46.0%	42.2%	109
With Own Children Age 0 to 5 only	782	6.3%	5.5%	115
With Own Children Age 6 to 17 only	1,674	13.5%	14.8%	91
With Own Children Both Age 0 to 5 and 6 to 17	452	3.6%	4.3%	84
TOTAL NOT WORKING (UNEMPLOYED)	869	7.0%	6.2%	113
▲ <b>With No Own Children</b>	<b>695</b>	<b>5.6%</b>	<b>3.8%</b>	<b>149</b>
With Own Children Age 0 to 5 only	80	0.6%	0.7%	98
↓ With Own Children Age 6 to 17 only	86	0.7%	1.3%	55
↓ With Own Children Both Age 0 to 5 and 6 to 17	8	0.1%	0.5%	12
TOTAL NOT IN THE LABOR FORCE	2,919	23.5%	27.0%	87
With No Own Children	1,966	15.8%	17.1%	93
With Own Children Age 0 to 5 only	311	2.5%	2.6%	96
↓ With Own Children Age 6 to 17 only	351	2.8%	4.6%	61
With Own Children Both Age 0 to 5 and 6 to 17	291	2.3%	2.6%	89
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	14,017			
Above Poverty Line (Households with Children)	8,862	61.8%	59.6%	104
Above Poverty Line (Households without Children)	3,870	27.0%	26.5%	102
Below Poverty Line (Households with Children)	921	6.4%	7.9%	82
↓ Below Poverty Line (Households without Children)	687	4.8%	6.0%	79
<b>Households By Presence of Retirement Income (2013)</b>	13,292			
With Retirement Income	2,693	20.3%	17.6%	115
Without Retirement Income	10,854	81.7%	81.5%	100

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	14,017			
Owner Occupied	9,085	64.8%	65.0%	100
Renter Occupied	4,932	35.2%	35.0%	100
<b>▲ Median Rent (2013)</b>	<b>\$1,186</b>		<b>\$904</b>	<b>131</b>
<b>Structures By Number of Units (2016)</b>	14,960			
Single Unit	11,205	74.9%	67.3%	111
↓ 3 to 4 Units	670	4.5%	8.1%	55
5 to 19 Units	1,486	9.9%	9.3%	106
<b>▲ 20 to 49 Units</b>	<b>1,190</b>	<b>8.0%</b>	<b>3.6%</b>	<b>221</b>
↓ 50 or more Units	283	1.9%	5.1%	37
↓ Mobile Home	106	0.7%	6.4%	11
<b>▲ Other</b>	<b>21</b>	<b>0.1%</b>	<b>0.1%</b>	<b>165</b>
<b>▲ Single To Multiple Unit Ratio</b>	<b>3.09</b>		<b>2.57</b>	<b>120</b>
<b>Owner-Occupied Property Values (2016)</b>	9,085			
↓ Under \$40,000	293	3.2%	7.2%	45
↓ \$40,000 to \$59,999	89	1.0%	3.7%	27
↓ \$60,000 to \$79,999	44	0.5%	5.1%	9
↓ \$80,000 to \$99,999	20	0.2%	6.5%	3
↓ \$100,000 to 149,999	276	3.0%	15.1%	20
↓ \$150,000 to \$199,999	440	4.8%	14.6%	33
\$200,000 to \$299,999	1,529	16.8%	18.1%	93
<b>▲ \$300,000 to \$499,999</b>	<b>3,740</b>	<b>41.2%</b>	<b>16.9%</b>	<b>243</b>
<b>▲ \$500,000 to \$999,999</b>	<b>1,995</b>	<b>22.0%</b>	<b>9.7%</b>	<b>226</b>
<b>▲ \$1,000,000 and over</b>	<b>658</b>	<b>7.2%</b>	<b>3.0%</b>	<b>239</b>
<b>▲ Median Property Value</b>	<b>\$405,654</b>		<b>\$192,432</b>	<b>211</b>

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	14,960			
2010 and later	760	5.1%	5.5%	92
↓ 2000 to 2009	683	4.6%	14.6%	31
↓ 1990 to 1999	916	6.1%	13.4%	46
▲ 1980 to 1989	<b>2,562</b>	<b>17.1%</b>	<b>13.2%</b>	<b>130</b>
▲ 1970 to 1979	<b>2,779</b>	<b>18.6%</b>	<b>15.0%</b>	<b>124</b>
▲ 1960 to 1969	<b>2,617</b>	<b>17.5%</b>	<b>10.4%</b>	<b>168</b>
▲ 1950 to 1959	<b>2,792</b>	<b>18.7%</b>	<b>10.3%</b>	<b>182</b>
↓ 1949 or earlier	1,851	12.4%	17.7%	70
<b>Households By Number of Persons (2016)</b>	14,017			
1 Person Household	3,317	23.7%	27.3%	87
2 Person Household	4,399	31.4%	32.3%	97
3 Person Household	2,548	18.2%	16.2%	112
4 Person Household	1,912	13.6%	13.1%	104
5 Person Household	930	6.6%	6.5%	102
▲ 6 Person Household	<b>522</b>	<b>3.7%</b>	<b>2.8%</b>	<b>135</b>
▲ 7 or more Person Household	<b>388</b>	<b>2.8%</b>	<b>1.9%</b>	<b>145</b>
Average Persons Per Household	2.8		2.6	106
<b>Households By Heating Type (2013)</b>	13,547			
▲ Utility and Other Gas	<b>11,104</b>	<b>82.0%</b>	<b>54.0%</b>	<b>152</b>
↓ Electric	2,003	14.8%	36.1%	41
↓ Oil	21	0.2%	6.1%	3
↓ Coal and Wood	176	1.3%	2.2%	58
↓ Solar/Other Fuel	39	0.3%	0.5%	58
▲ No Fuel Used	<b>203</b>	<b>1.5%</b>	<b>0.9%</b>	<b>159</b>

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average				
↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	14,017			
↓ No Vehicles	792	5.7%	9.0%	63
1 Vehicle	4,007	28.6%	33.7%	85
2 Vehicle	5,273	37.6%	37.5%	100
▲ 3 or more Vehicles	<b>3,945</b>	<b>28.1%</b>	<b>19.8%</b>	<b>142</b>
<b>Workers By Travel Time to Work (2016)</b>	17,255			
↓ Less than 15 minutes	2,545	14.7%	27.3%	54
15 to 29 minutes	5,106	29.6%	36.5%	81
▲ 30 to 44 minutes	<b>4,435</b>	<b>25.7%</b>	<b>20.2%</b>	<b>127</b>
▲ 45 to 59 minutes	<b>2,239</b>	<b>13.0%</b>	<b>7.7%</b>	<b>168</b>
▲ 60 or more minutes	<b>2,931</b>	<b>17.0%</b>	<b>8.3%</b>	<b>205</b>
▲ Average Travel Time to Work (minutes)	<b>37.5</b>		<b>28.2</b>	<b>133</b>
<b>Workers By Type of Transportation to Work (2016)</b>	17,911			
Drive Alone	12,350	69.0%	76.9%	90
▲ Car Pool	<b>2,608</b>	<b>14.6%</b>	<b>9.6%</b>	<b>152</b>
▲ Public Transportation	<b>1,669</b>	<b>9.3%</b>	<b>5.1%</b>	<b>182</b>
↓ Walk to Work	114	0.6%	2.8%	23
▲ Other Means	<b>434</b>	<b>2.4%</b>	<b>1.2%</b>	<b>195</b>
Work at Home	736	4.1%	4.4%	94

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	5,041	36.0%	31.4%	114
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	4,448	31.7%	15.1%	210
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,480	17.7%	18.4%	96
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,695	12.1%	14.7%	83
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	290	2.1%	6.9%	30
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	63	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.		
10	Suburban Mid-Life Families	3,477	24.8%	5.5%	447
4	Educated Mid-Life Families	2,279	16.3%	3.4%	477
5	Prosperous Diversity	2,044	14.6%	3.1%	470
45	Struggling Urban Diversity	1,682	12.0%	2.5%	489
15	Reliable Young Starters	1,539	11.0%	4.3%	258
24	Metro Multi-Ethnic Diversity	796	5.7%	2.7%	207
17	Large Young Families	741	5.3%	2.2%	246
18	Working Urban Families	375	2.7%	4.0%	67
25	Working Country Consumers	290	2.1%	4.1%	50
28	Building Country Families	154	1.1%	2.8%	39
8	Rising Potential Professionals	148	1.1%	2.3%	45
20	Cautious and Mature	106	0.8%	2.6%	29
7	Prosperous and Mature	102	0.7%	0.5%	135
14	Secure Mid-Life Families	77	0.5%	0.7%	84
22	Mature and Established	48	0.3%	1.8%	19
3	Mid-Life Prosperity	47	0.3%	1.5%	22
27	Country Family Diversity	33	0.2%	0.3%	69
21	Mature and Stable	31	0.2%	0.6%	39
29	Working Country Families	28	0.2%	1.0%	21
39	New Beginning Urbanites	6	0.0%	2.8%	2

Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon

No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
49	Exception Households	6	0.0%	0.2%	17
30	Urban Senior Life	3	0.0%	0.8%	3
9	Educated Working Families	3	0.0%	0.1%	25
32	Working Urban Life	2	0.0%	1.7%	1
26	Working Suburban Families	2	0.0%	0.1%	12
1	Traditional Affluent Families	1	0.0%	3.5%	0
23	Established Empty-Nesters	1	0.0%	3.4%	0
12	Educated New Starters	1	0.0%	2.9%	0
19	Educated and Promising	1	0.0%	0.1%	9
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
11	Young Suburban Families	0	0.0%	3.0%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
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
44	Laboring Urban Life	0	0.0%	0.1%	0
	<b>TOTALS</b>	<b>14,023</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



Date: 6/20/2016

Prepared For:  
Saint Callistus 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			

**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	28.2%	35.4%	79
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
<b>▲ Not Involved with Their Faith</b>	<b>48.0%</b>	<b>34.7%</b>	<b>138</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.2%	22.1%	78
Decreased Their Involvement with Their Faith in the Last 10 Years	22.0%	23.7%	92

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.7%</b>	<b>0.5%</b>	<b>139</b>
↓ Baptist	9.0%	16.1%	56
Catholic	21.9%	23.7%	92
Congregational	1.8%	2.0%	90
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.0%</b>	<b>0.4%</b>	<b>230</b>
Episcopal	2.7%	2.9%	95
↓ Holiness	0.2%	0.8%	25
<b>▲ Jehovah's Witnesses</b>	<b>1.3%</b>	<b>1.1%</b>	<b>119</b>
<b>▲ Judaism</b>	<b>3.5%</b>	<b>3.2%</b>	<b>112</b>
↓ Lutheran	5.8%	7.2%	80
↓ Methodist	5.0%	10.1%	49
<b>▲ Mormon</b>	<b>3.1%</b>	<b>1.8%</b>	<b>174</b>
<b>▲ New Age</b>	<b>1.2%</b>	<b>0.6%</b>	<b>211</b>
<b>▲ Non-Denominational / Independent</b>	<b>10.9%</b>	<b>6.9%</b>	<b>157</b>
Orthodox	0.3%	0.3%	93
Pentecostal	2.4%	2.4%	99
Presbyterian / Reformed	4.6%	4.6%	100
<b>▲ Unitarian / Universalist</b>	<b>0.8%</b>	<b>0.7%</b>	<b>111</b>
<b>▲ Interested but No Preference</b>	<b>5.9%</b>	<b>3.9%</b>	<b>152</b>
<b>▲ Not Interested and No Preference</b>	<b>18.0%</b>	<b>11.1%</b>	<b>163</b>
Likely to Have Changed Their Preference in the Last 10 Years	18.0%	16.8%	107

**LEADERSHIP PREFERENCE INDICATOR**

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

<b>▲ Tells them what to do</b>	<b>4.4%</b>	<b>4.0%</b>	<b>110</b>
Lets them do what they want and is supportive	11.0%	11.7%	94
Lets them do what they want and stays out of the way	4.9%	4.8%	102
Works with them on deciding what to do and helps them do it	79.7%	79.6%	100

Date: 6/20/2016

Prepared For:  
Saint Callistus 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			
<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	41.3%	43.5%	95
↓ Finding/Providing Health Insurance	22.2%	29.0%	76
Day-to-Day Financial Worries	29.8%	31.6%	94
Finding Employment Opportunities	15.4%	14.4%	107
▲ Finding Affordable Housing	<b>13.6%</b>	<b>11.3%</b>	<b>120</b>
↓ Providing Adequate Food	6.7%	8.6%	78
Finding Child Care	6.1%	6.3%	97
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.1%	16.7%	84
Dealing With Teen / Child Problems	19.1%	20.7%	92
Finding/Providing Aging Parent Care	14.9%	15.5%	96
↓ Dealing With Abusive Relationships	9.8%	11.4%	86
↓ Dealing With Divorce	3.2%	4.5%	71
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>34.5%</b>	<b>27.0%</b>	<b>128</b>
Finding/Providing Good Schools	24.5%	23.5%	105
Dealing with Problems in Schools	12.5%	13.6%	92
▲ Dealing With Racial / Ethnic Prejudice	<b>15.8%</b>	<b>13.1%</b>	<b>121</b>
▲ Dealing With Neighborhood Gangs	<b>14.2%</b>	<b>8.5%</b>	<b>168</b>
▲ Dealing with Social Injustice	<b>13.7%</b>	<b>11.3%</b>	<b>121</b>
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	55.5%	50.6%	110
▲ Finding Time for Recreation / Leisure	<b>29.0%</b>	<b>25.3%</b>	<b>115</b>
Finding Better Quality Healthcare	22.1%	23.9%	92
Finding A Satisfying Job / Career	19.5%	19.3%	101
Finding Retirement Opportunities	18.1%	18.9%	96
Achieving A Fulfilling Marriage	22.3%	22.3%	100
Developing Parenting Skills	15.0%	14.7%	102
▲ Achieving Educational Objectives	<b>8.5%</b>	<b>7.5%</b>	<b>113</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.2%	29.8%	95
Finding Companionship	17.6%	17.3%	102
↓ Finding A Good Church	9.5%	15.2%	63
↓ Finding Spiritual Teaching	9.6%	12.9%	74
Finding Life Direction	14.7%	14.0%	105

Date: 6/20/2016

Prepared For:  
Saint Callistus 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			

#### KEY VALUES INDICATOR

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

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

“I believe there is a God”	83.0%	84.5%	98
“God is actively involved in the world including nations and their governments”	59.1%	63.8%	93

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

“It is important to preserve the traditional American family structure”	90.0%	91.5%	98
“A healthy environment has become a national crisis”	82.1%	82.8%	99
“Public education is essential to the future of American society”	94.4%	94.0%	100

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

“Government should be the primary provider of human welfare services”	47.8%	50.1%	95
“The role of Churches / Synagogues is to help form and support moral values”	78.4%	81.1%	97
“Churches and religious organizations should provide more human services”	61.0%	62.6%	97

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

“The United States must open its doors to all people groups”	37.7%	36.3%	104
“The changing racial / ethnic face of America is a threat to our national heritage”	34.0%	36.3%	94

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	60.5%	59.8%	101
More than \$500 per year	32.6%	31.2%	104
▲ More than \$1,000 per year	19.4%	17.4%	111

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

▲ More than \$100 per year	40.2%	33.7%	119
▲ More than \$500 per year	9.1%	6.8%	134
▲ More than \$1,000 per year	3.2%	2.3%	139

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

▲ More than \$100 per year	19.5%	16.1%	121
▲ More than \$500 per year	4.9%	4.3%	114
▲ More than \$1,000 per year	2.9%	2.2%	132

Ministry Area Profile 2016  
**Compass**  
REPORT

Saint Callistus Parish

**Study Area Definition:**  
Custom Polygon



**Study Area Definition:**  
Custom Polygon

---

## Table of Contents

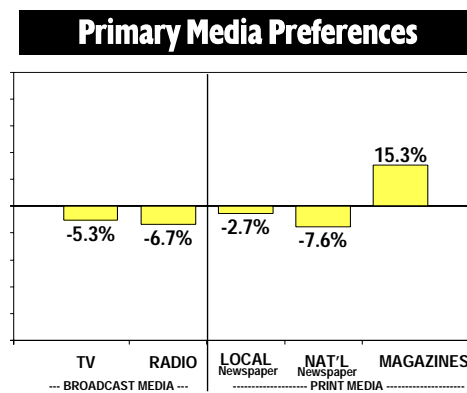
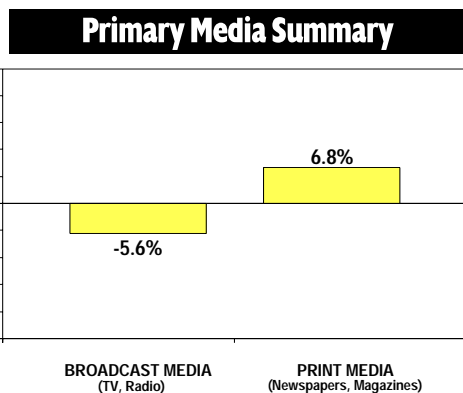
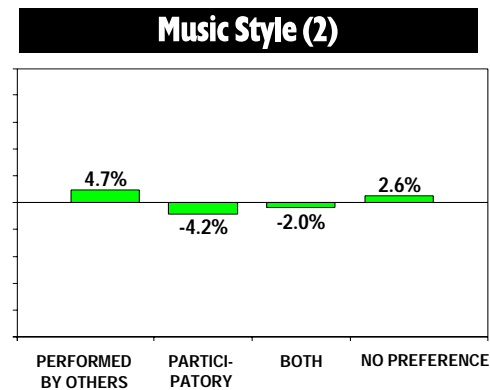
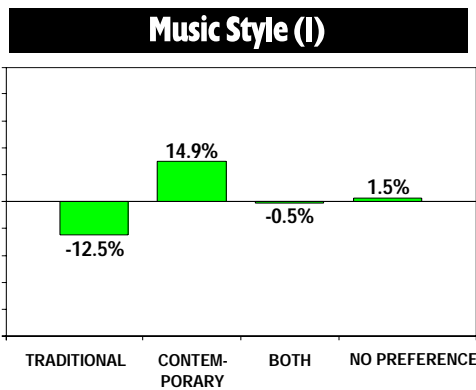
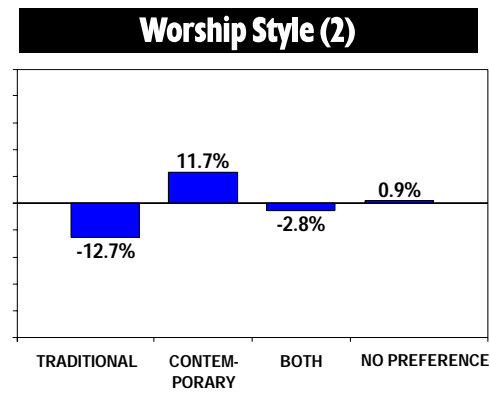
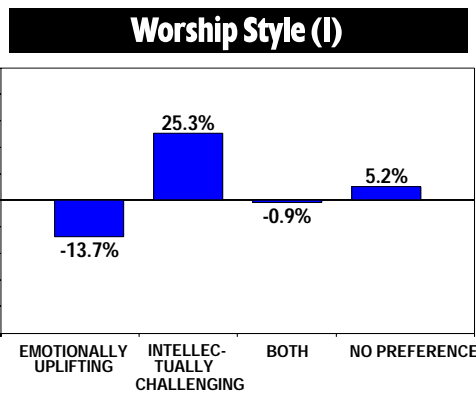
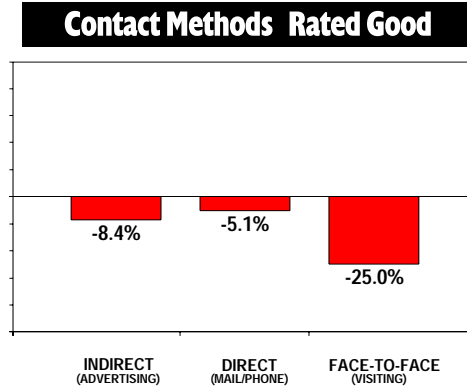
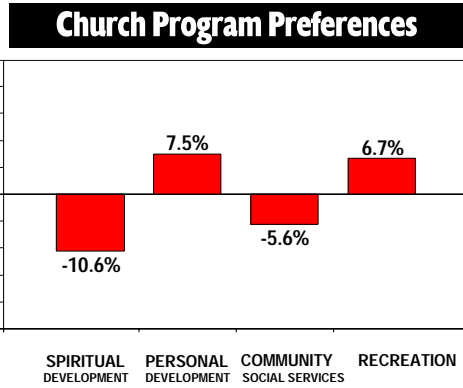
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY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

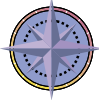


Date: 6/20/2016

Prepared For:  
Saint Callistus Parish

Study Area Definition:  
Custom Polygon





Date: 6/20/2016

Prepared For:  
 Saint Callistus 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 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	34.9%	41.1%	85
Adult Theological Discussion Groups	20.6%	22.5%	92
Spiritual Retreats	11.7%	11.6%	101

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

Marriage Enrichment Opportunities	16.1%	15.2%	106
▲ <b>Parent Training Programs</b>	<b>9.3%</b>	<b>7.8%</b>	<b>119</b>
Twelve Step Programs	3.8%	3.5%	109
↓ Divorce Recovery	1.9%	2.4%	78

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

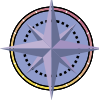
Personal or Family Counseling	22.1%	22.5%	98
Care for the Terminally Ill	14.9%	15.7%	95
↓ Food and Clothing Resources	7.7%	11.1%	69
Day Care Services	6.7%	6.1%	110
Church Sponsored Day-School	6.3%	5.7%	110

##### **RECREATION:**

Youth Social Programs	31.5%	29.7%	106
Family Activities and Outings	33.8%	32.8%	103
Active Retirement Programs	26.8%	26.8%	100
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>22.8%</b>	<b>18.9%</b>	<b>120</b>
▲ <b>Sports or Camping</b>	<b>7.4%</b>	<b>6.3%</b>	<b>117</b>

#### SUMMARY

↓ Spiritual Development Index	89
Personal Development Index	107
Community/Social Services Index	94
Recreation Index	107



Date: 6/20/2016

Prepared For:  
 Saint Callistus 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			

### WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

**PART 1:**

↓ A. Emotionally Uplifting	22.7%	26.4%	86
▲ B. Intellectually Challenging	<b>13.9%</b>	<b>11.1%</b>	<b>125</b>
C. Both A and B	38.8%	39.2%	99
D. No Preference or Not Interested	24.6%	23.4%	105

**PART 2:**

↓ A. Traditional/Formal/Ceremonial	17.7%	20.2%	87
▲ B. Contemporary/Informal	<b>29.4%</b>	<b>26.3%</b>	<b>112</b>
C. Both A and B	25.8%	26.5%	97
D. No Preference or Not Interested	27.2%	26.9%	101

### MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

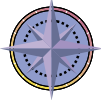
**PART 1:**

↓ A. Traditional	21.4%	24.4%	87
▲ B. Contemporary	<b>22.7%</b>	<b>19.7%</b>	<b>115</b>
C. Both A and B	30.9%	31.1%	99
D. No Preference or Not Interested	25.1%	24.8%	101

**PART 2:**

A. Performed by Others	19.6%	18.7%	105
B. Participatory	22.0%	22.9%	96
C. Both A and B	31.5%	32.2%	98
D. No Preference or Not Interested	26.9%	26.2%	103





Date: 6/20/2016

Prepared For:  
 Saint Callistus 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			

**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	22.6%	22.0%	103
B. Personal Spiritual Development	14.8%	14.3%	104
C. Both A and B	36.2%	37.4%	97
D. No Preference or Not Interested	26.3%	26.3%	100

**PART 2:**

A. Global Mission	6.4%	6.2%	103
B. Local Mission	32.5%	33.3%	97
C. Both A and B	29.6%	30.1%	98
D. No Preference or Not Interested	31.5%	30.4%	104

**CHURCH ARCHITECTURE INDICATOR**

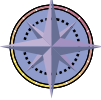
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	22.6%	26.6%	85
▲ B. Contemporary	<b>20.6%</b>	<b>15.9%</b>	<b>129</b>
C. Both A and B	31.7%	32.3%	98
D. No Preference or Not Interested	25.3%	25.1%	101

**PART 2:**

↓ A. Somber/Serious	7.5%	9.4%	80
▲ B. Light and Airy	<b>39.2%</b>	<b>34.7%</b>	<b>113</b>
C. Both A and B	26.1%	27.7%	94
D. No Preference or Not Interested	27.3%	28.2%	97



Date: 6/20/2016

Prepared For:  
 Saint Callistus 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	44.8%	47.3%	95
Radio	12.4%	13.3%	93

**PRINT MEDIA:**

Local Newspaper	38.2%	36.1%	106
National Newspaper	4.0%	4.3%	92
▲ Magazines	3.6%	2.4%	148

### SECONDARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

Television	31.1%	31.9%	97
Radio	23.6%	23.8%	99

**PRINT MEDIA:**

Local Newspaper	31.8%	32.7%	97
National Newspaper	6.1%	5.8%	105
▲ Magazines	8.1%	7.0%	115

### SUMMARY

Overall Broadcast Media Index (100 = Average)	96
Overall Print Media Index	104



Date: 6/20/2016

Prepared For:  
 Saint Callistus 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:

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
Local Radio Announcements or Advertisements	33.8%	36.2%	93
Putting Ad in Local Newspaper	30.6%	33.8%	90
Local Cable Channels	27.7%	30.4%	91
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	52.3%	53.7%	97
Calling and Offering to Send Information By Mail	27.3%	29.5%	92
Calling and Discussing on the Phone	10.8%	12.0%	90
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
↓ Calling and Offering to Visit When Convenient	14.7%	20.1%	73
↓ Going Door to Door	10.9%	14.0%	78

**CHURCH CONTACT METHODS RATED POOR**

Estimated 2016 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
▲ Local Radio Announcements or Advertisements	22.0%	19.6%	112
▲ Putting Ad in Local Newspaper	25.4%	21.5%	118
Local Cable Channels	33.0%	30.7%	107
<b>DIRECT METHODS (MORE PERSONAL):</b>			
▲ Sending Information By Mail	16.2%	13.3%	122
▲ Calling and Offering to Send Information By Mail	39.0%	34.0%	115
▲ Calling and Discussing on the Phone	67.1%	60.6%	111
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
▲ Calling and Offering to Visit When Convenient	58.3%	49.6%	118
Going Door to Door	67.8%	64.0%	106

<b>SUMMARY OF METHODS RATED GOOD</b>	
Indirect Methods Index (100 = Average)	92
Direct Methods Index	95
↓ Face-to-Face Methods Index	75

<b>SUMMARY OF METHODS RATED POOR</b>	
▲ Indirect Methods Index	112
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	111