

ministry area profile 2016

Saint Catherine of Sienna Parish

Study Area Definition: Custom Polygon





Prepared For:
Saint Catherine of Sienna Parish

Study Area Definition:
Custom Polygon

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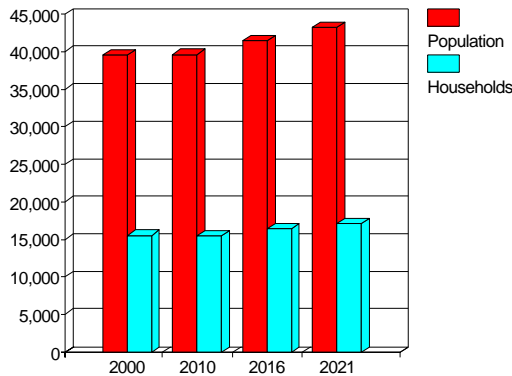
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 41,448 persons residing in the defined study area. This represents an increase of 1,940 or 4.9% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 4.1% or 1,714 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 27 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 31.7% 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 65.4% of the population and all other racial/ethnic groups make up 34.6% which is slightly below the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 17.3% of the total population. *Native-Americans/Others* are 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 12,633 persons or 30.5% 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** **Overall, how traditional are the family structures?**
A The area can be described as *mixed* due to the about 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 *about average*. While 91.3% 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 31.2% 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, Time for Recreation/Leisure, Social Injustice, Finding Life Direction, Long-term Financial Security* and *Achieving a Fulfilling Marriage*. (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 \$101,119 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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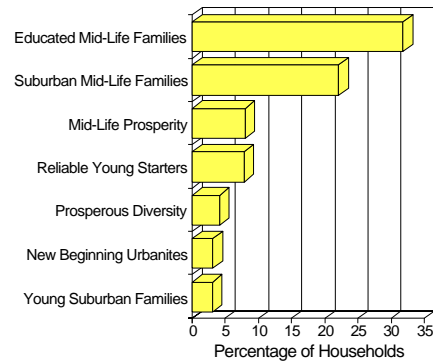
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Population and Households

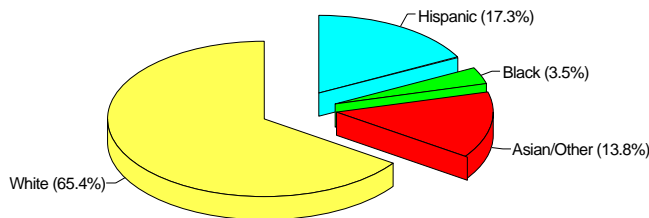


Primary U.S. Lifestyles Segments-2016

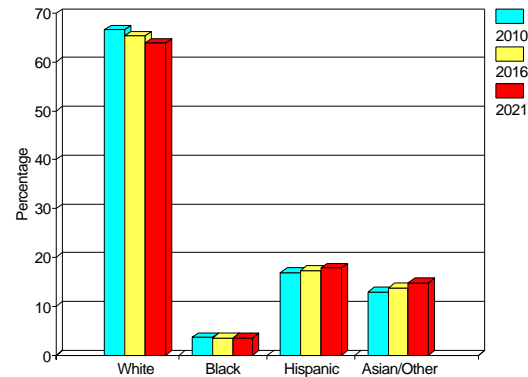


The population in the study area has increased by 1841 persons, or 4.6% since 2010 and is projected to increase by 1714 persons, or 4.1% between 2016 and 2021. The number of households has increased by 851, or 5.5% since 2010 and is projected to increase by 766, or 4.7% between 2016 and 2021.

Population By Race/Ethnicity-2016

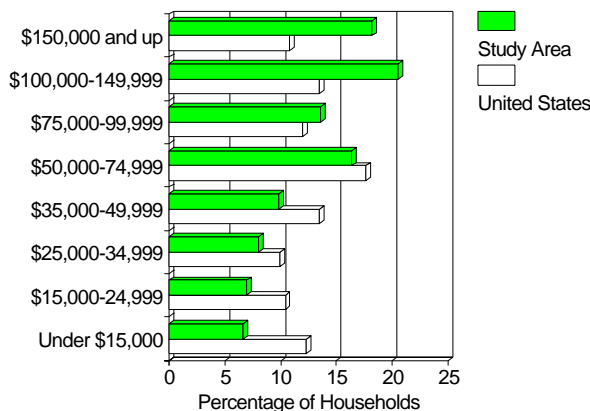


Population By Race/Ethnicity Trend

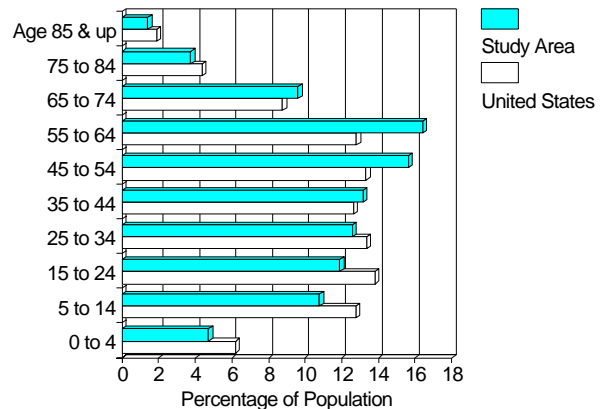


Between 2016 and 2021, the White population is projected to increase by 511 persons and to decrease from 65.4% to 63.9% of the total population. The Black population is projected to increase by 33 persons and to remain stable at 3.5% of the total. The Hispanic/Latino population is projected to increase by 520 persons and to increase from 17.3% to 17.8% of the total. The Asian/Other population is projected to increase by 650 persons and to increase from 13.8% to 14.8% of the total population.

Households By Income-2016



Population by Age-2016

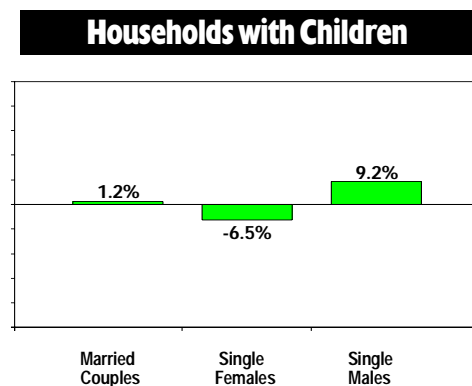
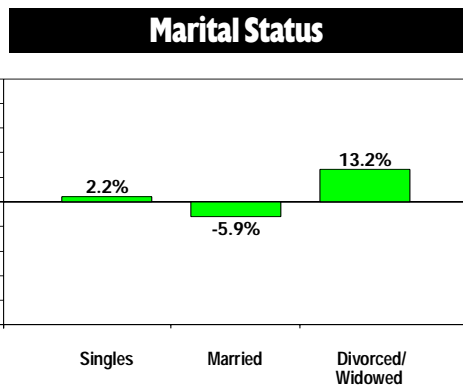
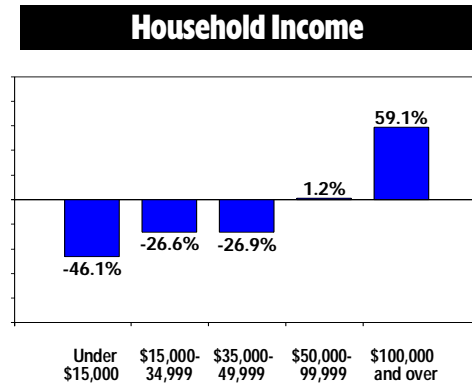
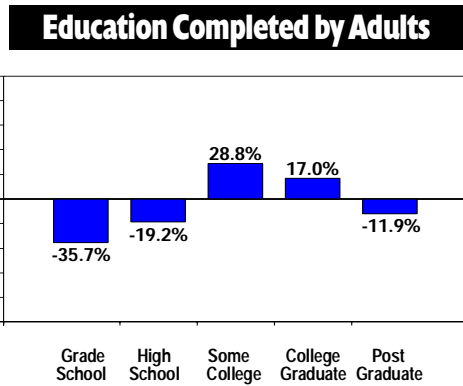
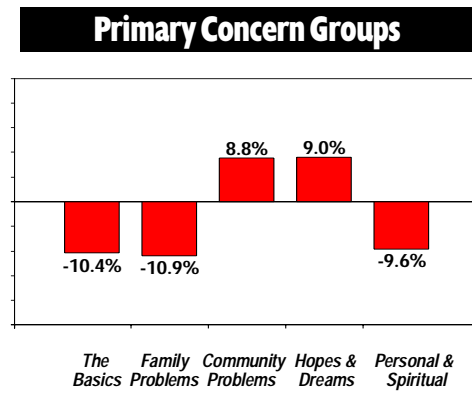
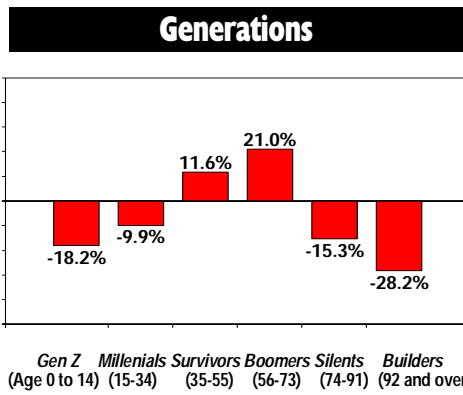
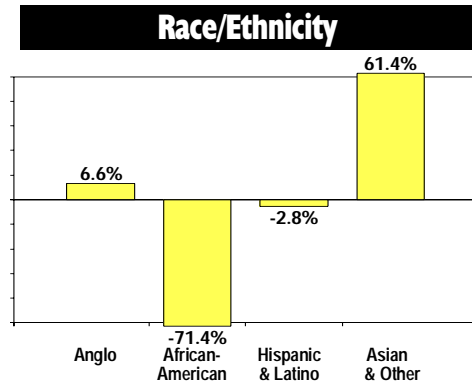
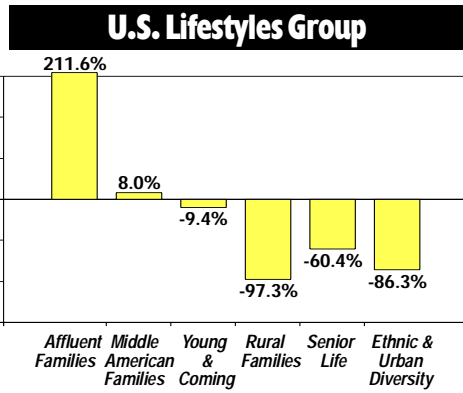


The average household income in the study area is \$101119 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.2 and is projected to increase to 42.5 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	39,508	39,607	41,448	43,162
Population Change		99	1,841	1,714
Percentage Change		0.3%	4.6%	4.1%
▲ Average Annual Growth Rate		0.0%	0.8%	0.8%
▲ Density (Pop. per square mile)	1,301	1,304	1,365	1,421
HOUSEHOLDS				
Households	15,547	15,507	16,358	17,124
Household Change		(40)	851	766
Percentage Change		-0.3%	5.5%	4.7%
▲ Average Annual Growth Rate		-0.0%	0.9%	0.9%
Persons Per Household	2.45	2.46	2.44	2.43

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	26,412	66.7%	27,090	65.4%	27,601	63.9%
↓ African-American (Non-Hisp)	1,435	3.6%	1,459	3.5%	1,492	3.5%
▲ Hispanic/Latino	6,655	16.8%	7,166	17.3%	7,686	17.8%
▲ Asian/Other (Non-Hisp)	5,105	12.9%	5,733	13.8%	6,383	14.8%

POPULATION BY GENDER						
Female	19,999	50.5%	20,924	50.5%	21,822	50.6%
Male	19,608	49.5%	20,524	49.5%	21,340	49.4%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	3,811	9.6%	6,441	15.5%	8,984	20.8%
↓ Millennials (Born 1982 to 2001)	9,719	24.5%	10,149	24.5%	10,363	24.0%
↓ Survivors (Born 1961 to 1981)	12,115	30.6%	12,634	30.5%	12,988	30.1%
↓ Boomers (Born 1943 to 1960)	10,445	26.4%	9,767	23.6%	8,977	20.8%
↓ Silents (Born 1925 to 1942)	3,026	7.6%	2,341	5.6%	1,843	4.3%
↓ Builders (Born 1924 and earlier)	472	1.2%	116	0.3%	6	0.0%

AGE			
▲ Average Age	39.4	41.2	42.5
▲ Median Age	41.1	42.8	44.2

INCOME			
▲ Average Household Income	\$88,002	\$101,119	\$111,101
▲ Median Household Income	\$72,763	\$80,879	\$88,045
▲ Per Capita Income	\$34,455	\$39,908	\$44,078

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	2,285	14.7%	2,969	18.2%	3,739	21.8%
▲ \$100,000 to \$149,999	3,008	19.4%	3,351	20.5%	3,627	21.2%
↓ \$75,000 to \$99,999	2,108	13.6%	2,223	13.6%	2,240	13.1%
↓ \$50,000 to \$74,999	2,765	17.8%	2,681	16.4%	2,553	14.9%
\$35,000 to \$49,999	1,485	9.6%	1,603	9.8%	1,647	9.6%
\$25,000 to \$34,999	1,241	8.0%	1,315	8.0%	1,281	7.5%
↓ \$15,000 to \$24,999	1,079	7.0%	1,131	6.9%	1,049	6.1%
↓ Under \$15,000	1,536	9.9%	1,084	6.6%	987	5.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,077	5.2%	1,961	4.7%	1,997	4.6%
↓ Required Formal Schooling (5-17)	6,122	15.5%	6,002	14.5%	5,980	13.9%
↓ College Years, Career Starts (18-24)	3,284	8.3%	3,411	8.2%	3,511	8.1%
↓ Singles and Young Families (25-34)	5,166	13.0%	5,216	12.6%	5,094	11.8%
↓ Families, Empty Nesters (35-54)	12,634	31.9%	11,937	28.8%	11,563	26.8%
▲ Enrichment Years Singles/Couples (55-64)	5,834	14.7%	6,793	16.4%	7,184	16.6%
▲ Retirement Opportunities (65+)	4,471	11.3%	6,128	14.8%	7,832	18.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,077	5.2%	1,961	4.7%	1,997	4.6%
↓ 5 to 9 years	2,168	5.5%	2,175	5.2%	2,047	4.7%
↓ 10 to 14 years	2,262	5.7%	2,305	5.6%	2,318	5.4%
15 to 17 years	1,692	4.3%	1,522	3.7%	1,615	3.7%
18 to 20 years	1,504	3.8%	1,435	3.5%	1,503	3.5%
21 to 24 years	1,780	4.5%	1,976	4.8%	2,008	4.7%
25 to 29 years	2,559	6.5%	2,474	6.0%	2,719	6.3%
30 to 34 years	2,607	6.6%	2,742	6.6%	2,375	5.5%
35 to 39 years	2,510	6.3%	2,848	6.9%	2,765	6.4%
40 to 44 years	2,951	7.5%	2,613	6.3%	2,907	6.7%
↓ 45 to 49 years	3,535	8.9%	3,023	7.3%	2,653	6.1%
↓ 50 to 54 years	3,638	9.2%	3,453	8.3%	3,238	7.5%
55 to 59 years	3,304	8.3%	3,486	8.4%	3,441	8.0%
▲ 60 to 64 years	2,530	6.4%	3,307	8.0%	3,743	8.7%
▲ 65 to 69 years	1,622	4.1%	2,414	5.8%	2,870	6.6%
▲ 70 to 74 years	1,070	2.7%	1,571	3.8%	2,277	5.3%
▲ 75 to 84 years	1,255	3.2%	1,561	3.8%	2,089	4.8%
85 or more years	524	1.3%	582	1.4%	596	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)	35,007			
Single (Never Married)	11,771	33.6%	32.9%	102
Married	16,527	47.2%	50.2%	94
Divorced/Widowed	6,710	19.2%	16.9%	113
Marital Status Females 15 and Older (2016)	17,742			
Single (Never Married)	5,274	29.7%	29.8%	100
Married	8,268	46.6%	48.8%	95
Divorced/Widowed	4,200	23.7%	21.4%	111
Marital Status Males 15 and Older (2016)	17,266			
Single (Never Married)	6,497	37.6%	36.2%	104
Married	8,259	47.8%	51.6%	93
Divorced/Widowed	2,510	14.5%	12.3%	118
FAMILY STRUCTURE				
Households By Type (2016)	16,358			
Married Couple	7,643	46.7%	48.5%	96
Other Family - Male Head of Household	818	5.0%	4.9%	101
Other Family - Female Head of Household	2,095	12.8%	13.0%	99
Non Family - Male Head of Household	2,593	15.9%	15.8%	100
Non Family - Female Head of Household	3,210	19.6%	17.7%	111
Households With Children 0 to 18 (2016)	5,040			
Married Couple Family	3,326	66.0%	65.2%	101
Other Family - Male Head of Household	466	9.2%	8.5%	109
Other Family - Female Head of Household	1,194	23.7%	25.3%	94
Non Family	54	1.1%	1.0%	111
Population By Household Type (2016)	41,448			
▲ Group Quarters	1,390	3.4%	2.5%	134

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	1,390			
▲ Correctional Facilities	798	57.4%	30.0%	191
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	272	19.6%	18.7%	104
▲ Other	320	23.0%	15.2%	151
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	41,448			
White (Non-Hispanic)	27,090	65.4%	61.3%	107
↓ African-American (Non-Hisp)	1,459	3.5%	12.3%	29
Hispanic/Latino	7,166	17.3%	17.8%	97
↓ Native American (Non-Hisp)	177	0.4%	0.7%	58
▲ Asian (Non-Hisp)	3,319	8.0%	5.3%	152
▲ Hawaiian & Pacific Islander (Non-Hisp)	168	0.4%	0.2%	241
▲ Other Races & Multiple Races (Non-Hisp)	2,069	5.0%	2.4%	209
Asian Population By Race (2016)	3,400			
▲ Chinese	1,171	34.4%	22.3%	154
▲ Japanese	281	8.3%	5.0%	165
Indian	555	16.3%	19.5%	84
↓ Korean	69	2.0%	9.6%	21
↓ Vietnamese	4	0.1%	11.0%	1
Other Asian Races	1,320	38.8%	32.5%	119
Hispanic/Latino Population By Race (2016)	7,166			
White	3,852	53.8%	53.0%	101
↓ African-American	62	0.9%	2.5%	35
▲ Native American	118	1.6%	1.4%	120
▲ Asian	81	1.1%	0.4%	270
Other Races & Multiple Races	3,053	42.6%	42.7%	100
Hispanic/Latino Population By Origin (2016)	7,166			
Mexican	5,054	70.5%	62.4%	113
↓ Puerto Rican	267	3.7%	9.5%	39
↓ Cuban	66	0.9%	3.5%	26
Other Hispanic Origin	1,780	24.8%	24.6%	101

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	9,688			
↓ Pre-Primary (Public)	161	1.7%	3.4%	48
▲ Pre-Primary (Private)	467	4.8%	2.6%	183
Elementary/High School (Public)	5,263	54.3%	58.9%	92
Elementary/High School (Private)	638	6.6%	6.6%	99
Enrolled in College	3,159	32.6%	28.4%	115
Population By Education Completed (Age 25 and over) (2016)	30,074			
↓ Elementary (Less than 9 years)	954	3.2%	5.8%	55
↓ Some High School (9 to 11 years)	1,673	5.6%	7.8%	72
High School Graduate (12 years)	6,780	22.5%	27.9%	81
▲ Some College (13 to 15 years)	8,460	28.1%	21.2%	133
Associate Degree	2,834	9.4%	8.0%	118
Bachelor's Degree	6,447	21.4%	18.3%	117
Graduate Degree	2,926	9.7%	11.0%	88
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	20,840			
TOTAL WHITE COLLAR	13,819	66.3%	61.5%	108
Executive and Managerial	2,328	11.2%	9.7%	115
Professional Specialty	3,352	16.1%	16.6%	97
▲ Technical Support	2,255	10.8%	8.3%	131
Sales	2,255	10.8%	10.9%	100
Administrative Support & Clerical	3,629	17.4%	16.0%	109
TOTAL BLUE COLLAR	7,021	33.7%	38.5%	87
Service: Private Households	836	4.0%	3.7%	108
▲ Service: Protective	575	2.8%	2.2%	125
↓ Service: Other	1,037	5.0%	7.5%	67
↓ Farming, Forestry & Fishing	23	0.1%	0.7%	15
Precision Production and Craft	2,097	10.1%	11.0%	92
Operators and Assemblers	728	3.5%	3.2%	108
↓ Transportation and Material Moving	873	4.2%	6.2%	68
Laborers	852	4.1%	4.0%	101

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	34,507			
Employed	20,902	60.6%	58.1%	104
Unemployed	2,249	6.5%	5.6%	116
Not in Labor Force	11,356	32.9%	36.3%	91
Total Female Pop. By Work Status (Age 20 to 64) (2013)	13,104			
TOTAL WORKING	9,264	70.7%	66.8%	106
With No Own Children	6,270	47.8%	42.2%	113
With Own Children Age 0 to 5 only	734	5.6%	5.5%	103
With Own Children Age 6 to 17 only	1,964	15.0%	14.8%	101
↓ With Own Children Both Age 0 to 5 and 6 to 17	296	2.3%	4.3%	52
▲ TOTAL NOT WORKING (UNEMPLOYED)	988	7.5%	6.2%	121
With No Own Children	566	4.3%	3.8%	115
▲ With Own Children Age 0 to 5 only	124	0.9%	0.7%	144
▲ With Own Children Age 6 to 17 only	269	2.1%	1.3%	163
↓ With Own Children Both Age 0 to 5 and 6 to 17	29	0.2%	0.5%	40
TOTAL NOT IN THE LABOR FORCE	2,853	21.8%	27.0%	81
With No Own Children	2,114	16.1%	17.1%	94
↓ With Own Children Age 0 to 5 only	201	1.5%	2.6%	59
↓ With Own Children Age 6 to 17 only	384	2.9%	4.6%	63
↓ With Own Children Both Age 0 to 5 and 6 to 17	154	1.2%	2.6%	44
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	16,358			
Above Poverty Line (Households with Children)	9,859	64.6%	59.6%	108
Above Poverty Line (Households without Children)	4,313	28.3%	26.5%	107
↓ Below Poverty Line (Households with Children)	696	4.6%	7.9%	58
↓ Below Poverty Line (Households without Children)	387	2.5%	6.0%	42
Households By Presence of Retirement Income (2013)	15,507			
With Retirement Income	2,847	18.4%	17.6%	105
Without Retirement Income	12,596	81.2%	81.5%	100

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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)	16,358			
Owner Occupied	10,827	66.2%	65.0%	102
Renter Occupied	5,531	33.8%	35.0%	97
▲ Median Rent (2013)	\$1,369		\$904	151
Structures By Number of Units (2016)	17,191			
Single Unit	13,812	80.3%	67.3%	119
3 to 4 Units	1,302	7.6%	8.1%	93
↓ 5 to 19 Units	1,012	5.9%	9.3%	63
↓ 20 to 49 Units	491	2.9%	3.6%	79
↓ 50 or more Units	561	3.3%	5.1%	64
↓ Mobile Home	14	0.1%	6.4%	1
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	4.10		2.57	159
Owner-Occupied Property Values (2016)	10,827			
↓ Under \$40,000	209	1.9%	7.2%	27
↓ \$40,000 to \$59,999	61	0.6%	3.7%	15
↓ \$60,000 to \$79,999	20	0.2%	5.1%	4
↓ \$80,000 to \$99,999	18	0.2%	6.5%	3
↓ \$100,000 to 149,999	216	2.0%	15.1%	13
↓ \$150,000 to \$199,999	329	3.0%	14.6%	21
↓ \$200,000 to \$299,999	1,389	12.8%	18.1%	71
▲ \$300,000 to \$499,999	4,635	42.8%	16.9%	253
▲ \$500,000 to \$999,999	3,536	32.7%	9.7%	337
▲ \$1,000,000 and over	414	3.8%	3.0%	126
▲ Median Property Value	\$445,722		\$192,432	232

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	17,191			
2010 and later	918	5.3%	5.5%	97
↓ 2000 to 2009	738	4.3%	14.6%	29
↓ 1990 to 1999	1,239	7.2%	13.4%	54
▲ 1980 to 1989	3,479	20.2%	13.2%	154
▲ 1970 to 1979	3,540	20.6%	15.0%	137
1960 to 1969	1,989	11.6%	10.4%	111
▲ 1950 to 1959	2,131	12.4%	10.3%	121
1949 or earlier	3,156	18.4%	17.7%	104
Households By Number of Persons (2016)	16,358			
1 Person Household	4,477	27.4%	27.3%	100
2 Person Household	5,541	33.9%	32.3%	105
3 Person Household	2,888	17.7%	16.2%	109
4 Person Household	2,147	13.1%	13.1%	100
↓ 5 Person Household	838	5.1%	6.5%	79
↓ 6 Person Household	313	1.9%	2.8%	69
↓ 7 or more Person Household	155	0.9%	1.9%	50
Average Persons Per Household	2.5		2.6	95
Households By Heating Type (2013)	15,444			
▲ Utility and Other Gas	11,433	74.0%	54.0%	137
↓ Electric	3,645	23.6%	36.1%	65
↓ Oil	27	0.2%	6.1%	3
↓ Coal and Wood	183	1.2%	2.2%	53
↓ Solar/Other Fuel	45	0.3%	0.5%	59
↓ No Fuel Used	111	0.7%	0.9%	76

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TRANSPORTATION				
Households By Number of Vehicles (2016)	16,358			
↓ No Vehicles	590	3.6%	9.0%	40
1 Vehicle	4,799	29.3%	33.7%	87
2 Vehicle	7,146	43.7%	37.5%	116
3 or more Vehicles	3,823	23.4%	19.8%	118
Workers By Travel Time to Work (2016)	19,086			
Less than 15 minutes	5,208	27.3%	27.3%	100
15 to 29 minutes	5,768	30.2%	36.5%	83
30 to 44 minutes	3,653	19.1%	20.2%	95
45 to 59 minutes	1,691	8.9%	7.7%	114
▲ 60 or more minutes	2,766	14.5%	8.3%	175
Average Travel Time to Work (minutes)	31.9		28.2	113
Workers By Type of Transportation to Work (2016)	20,088			
Drive Alone	15,017	74.8%	76.9%	97
Car Pool	2,140	10.7%	9.6%	111
Public Transportation	1,230	6.1%	5.1%	120
↓ Walk to Work	407	2.0%	2.8%	72
Other Means	238	1.2%	1.2%	95
Work at Home	1,056	5.3%	4.4%	120

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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.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	7,704	47.1%	15.1%	312
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	5,550	33.9%	31.4%	108
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,171	13.3%	14.7%	91
5	Senior Life (7, 20, 21, 22, 30 and 31)	447	2.7%	6.9%	40
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	412	2.5%	18.4%	14
4	Rural Families (27, 26, 29, 33, 35 and 38)	57	0.3%	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.		
4	Educated Mid-Life Families	5,189	31.7%	3.4%	930
10	Suburban Mid-Life Families	3,601	22.0%	5.5%	397
3	Mid-Life Prosperity	1,293	7.9%	1.5%	519
15	Reliable Young Starters	1,266	7.7%	4.3%	182
5	Prosperous Diversity	678	4.1%	3.1%	134
39	New Beginning Urbanites	506	3.1%	2.8%	112
11	Young Suburban Families	484	3.0%	3.0%	100
1	Traditional Affluent Families	402	2.5%	3.5%	71
8	Rising Potential Professionals	389	2.4%	2.3%	102
18	Working Urban Families	380	2.3%	4.0%	59
32	Working Urban Life	362	2.2%	1.7%	134
23	Established Empty-Nesters	350	2.1%	3.4%	63
25	Working Country Consumers	337	2.1%	4.1%	50
20	Cautious and Mature	235	1.4%	2.6%	54
28	Building Country Families	196	1.2%	2.8%	43
17	Large Young Families	180	1.1%	2.2%	51
14	Secure Mid-Life Families	142	0.9%	0.7%	132
7	Prosperous and Mature	107	0.7%	0.5%	121
22	Mature and Established	49	0.3%	1.8%	17
30	Urban Senior Life	33	0.2%	0.8%	24

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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.		
48	Struggling Urban Life	32	0.2%	0.8%	24
27	Country Family Diversity	32	0.2%	0.3%	58
29	Working Country Families	24	0.1%	1.0%	15
21	Mature and Stable	23	0.1%	0.6%	25
9	Educated Working Families	22	0.1%	0.1%	160
49	Exception Households	15	0.1%	0.2%	37
45	Struggling Urban Diversity	13	0.1%	2.5%	3
19	Educated and Promising	10	0.1%	0.1%	78
44	Laboring Urban Life	4	0.0%	0.1%	33
41	Struggling Hispanic Households	1	0.0%	1.6%	0
26	Working Suburban Families	1	0.0%	0.1%	5
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
12	Educated New Starters	0	0.0%	2.9%	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
6	Prosperous New Country Families	0	0.0%	2.1%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	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
TOTALS		16,356	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.8%	35.4%	76
↓ Somewhat Involved with Their Faith	24.5%	29.9%	82
▲ Not Involved with Their Faith	49.5%	34.7%	143

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.9%	22.1%	81
Decreased Their Involvement with Their Faith in the Last 10 Years	21.4%	23.7%	90

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	129
↓ Baptist	7.4%	16.1%	46
Catholic	22.9%	23.7%	97
Congregational	1.9%	2.0%	96
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	236
Episcopal	2.8%	2.9%	96
↓ Holiness	0.2%	0.8%	20
Jehovah's Witnesses	1.0%	1.1%	92
▲ Judaism	4.0%	3.2%	128
↓ Lutheran	5.9%	7.2%	81
↓ Methodist	5.0%	10.1%	49
▲ Mormon	2.8%	1.8%	161
▲ New Age	1.1%	0.6%	195
▲ Non-Denominational / Independent	10.4%	6.9%	150
Orthodox	0.3%	0.3%	107
Pentecostal	2.3%	2.4%	95
▲ Presbyterian / Reformed	5.2%	4.6%	114
▲ Unitarian / Universalist	0.9%	0.7%	133
▲ Interested but No Preference	5.7%	3.9%	147
▲ Not Interested and No Preference	18.4%	11.1%	166

Likely to Have Changed Their Preference in the Last 10 Years	17.9%	16.8%	107
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.8%	4.0%	120
↓ Lets them do what they want and is supportive	9.5%	11.7%	81
Lets them do what they want and stays out of the way	4.6%	4.8%	96
Works with them on deciding what to do and helps them do it	81.1%	79.6%	102

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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	21.8%	29.0%	75
↓ Day-to-Day Financial Worries	27.9%	31.6%	88
Finding Employment Opportunities	14.5%	14.4%	100
Finding Affordable Housing	11.1%	11.3%	98
↓ Providing Adequate Food	6.4%	8.6%	74
Finding Child Care	6.4%	6.3%	102
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.6%	16.7%	87
↓ Dealing With Teen / Child Problems	18.3%	20.7%	88
Finding/Providing Aging Parent Care	16.3%	15.5%	105
↓ Dealing With Abusive Relationships	8.9%	11.4%	78
↓ Dealing With Divorce	3.2%	4.5%	72
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	29.1%	27.0%	108
Finding/Providing Good Schools	25.6%	23.5%	109
Dealing with Problems in Schools	12.7%	13.6%	94
Dealing With Racial / Ethnic Prejudice	13.0%	13.1%	99
▲ Dealing With Neighborhood Gangs	11.6%	8.5%	136
▲ Dealing with Social Injustice	13.5%	11.3%	120
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	57.1%	50.6%	113
▲ Finding Time for Recreation / Leisure	31.1%	25.3%	123
Finding Better Quality Healthcare	22.9%	23.9%	95
Finding A Satisfying Job / Career	20.4%	19.3%	106
Finding Retirement Opportunities	19.0%	18.9%	101
Achieving A Fulfilling Marriage	24.6%	22.3%	110
Developing Parenting Skills	16.1%	14.7%	109
Achieving Educational Objectives	7.9%	7.5%	106
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.6%	29.8%	99
Finding Companionship	17.0%	17.3%	98
↓ Finding A Good Church	9.2%	15.2%	61
↓ Finding Spiritual Teaching	8.8%	12.9%	68
▲ Finding Life Direction	16.0%	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”	81.3%	84.5%	96
↓ “God is actively involved in the world including nations and their governments”	57.1%	63.8%	89

SOCIETY:

“It is important to preserve the traditional American family structure”	89.9%	91.5%	98
“A healthy environment has become a national crisis”	82.9%	82.8%	100
“Public education is essential to the future of American society”	94.9%	94.0%	101

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	44.5%	50.1%	89
“The role of Churches / Synagogues is to help form and support moral values”	78.5%	81.1%	97
“Churches and religious organizations should provide more human services”	59.5%	62.6%	95

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	36.3%	36.3%	100
“The changing racial / ethnic face of America is a threat to our national heritage”	35.6%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	61.8%	59.8%	103
More than \$500 per year	34.2%	31.2%	110
▲ More than \$1,000 per year	20.5%	17.4%	118

TO CHARITIES:

▲ More than \$100 per year	43.8%	33.7%	130
▲ More than \$500 per year	12.5%	6.8%	184
▲ More than \$1,000 per year	4.4%	2.3%	191

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	22.1%	16.1%	137
▲ More than \$500 per year	6.6%	4.3%	153
▲ More than \$1,000 per year	4.1%	2.2%	186

Ministry Area Profile 2016
Compass
REPORT

Saint Catherine of Sienna Parish

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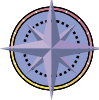


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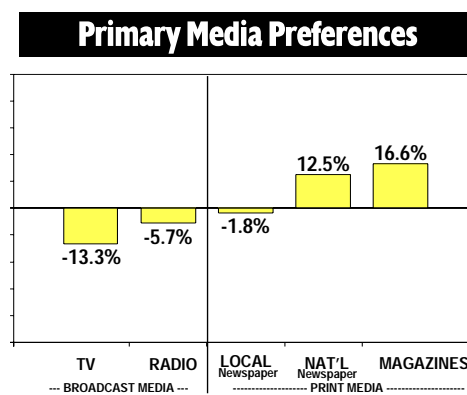
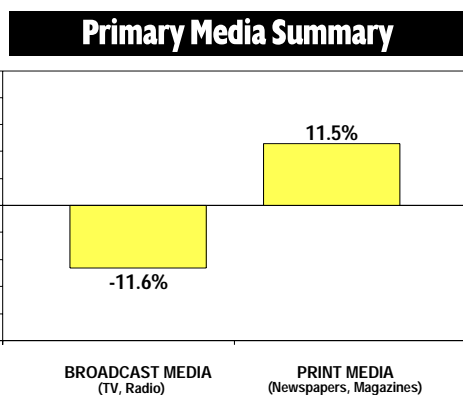
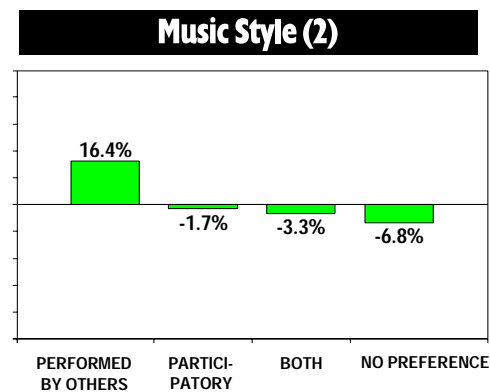
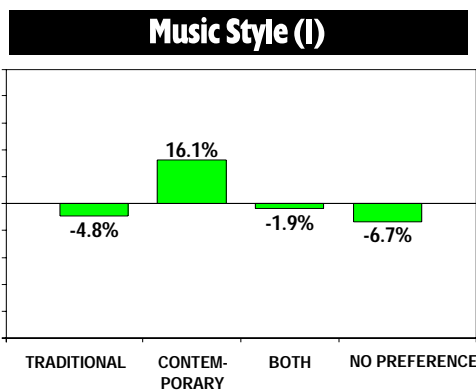
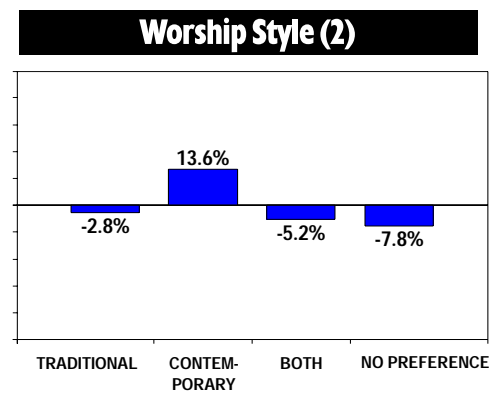
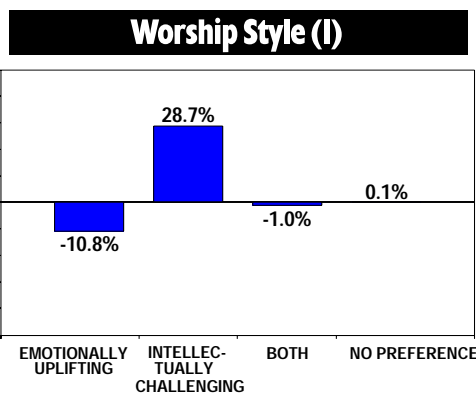
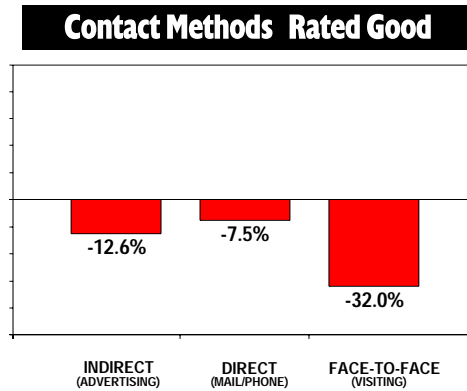
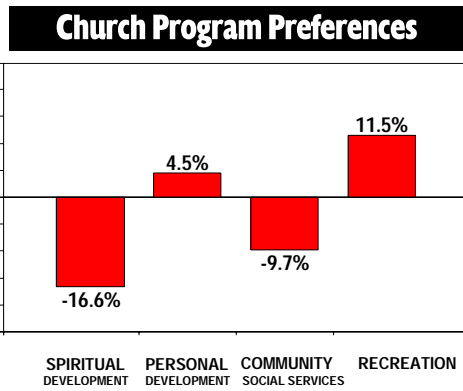
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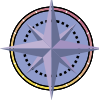
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	30.8%	41.1%	75
Adult Theological Discussion Groups	21.2%	22.5%	94
Spiritual Retreats	10.7%	11.6%	92
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	16.4%	15.2%	108
Parent Training Programs	8.6%	7.8%	110
Twelve Step Programs	3.3%	3.5%	96
↓ Divorce Recovery	1.8%	2.4%	76
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	20.8%	22.5%	92
↓ Care for the Terminally Ill	13.8%	15.7%	88
↓ Food and Clothing Resources	7.0%	11.1%	63
▲ Day Care Services	7.0%	6.1%	115
▲ Church Sponsored Day-School	6.5%	5.7%	114
<i>RECREATION:</i>			
▲ Youth Social Programs	33.1%	29.7%	111
Family Activities and Outings	34.8%	32.8%	106
Active Retirement Programs	27.4%	26.8%	102
▲ Cultural Programs (Music, Drama, Art)	24.3%	18.9%	129
▲ Sports or Camping	8.1%	6.3%	127

SUMMARY	
↓ Spiritual Development Index	83
Personal Development Index	104
Community/Social Services Index	90
▲ Recreation Index	111



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	23.5%	26.4%	89
▲ B. Intellectually Challenging	14.3%	11.1%	129
C. Both A and B	38.8%	39.2%	99
D. No Preference or Not Interested	23.4%	23.4%	100

PART 2:

A. Traditional/Formal/Ceremonial	19.7%	20.2%	97
▲ B. Contemporary/Informal	29.9%	26.3%	114
C. Both A and B	25.1%	26.5%	95
D. No Preference or Not Interested	24.9%	26.9%	92

MUSIC STYLE INDICATOR

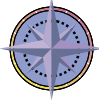
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.2%	24.4%	95
▲ B. Contemporary	22.9%	19.7%	116
C. Both A and B	30.5%	31.1%	98
D. No Preference or Not Interested	23.1%	24.8%	93

PART 2:

▲ A. Performed by Others	21.8%	18.7%	116
B. Participatory	22.6%	22.9%	98
C. Both A and B	31.1%	32.2%	97
D. No Preference or Not Interested	24.4%	26.2%	93



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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	23.7%	22.0%	108
B. Personal Spiritual Development	14.7%	14.3%	103
C. Both A and B	36.4%	37.4%	97
D. No Preference or Not Interested	25.1%	26.3%	95

PART 2:

A. Global Mission	6.1%	6.2%	99
B. Local Mission	34.4%	33.3%	103
C. Both A and B	29.6%	30.1%	98
D. No Preference or Not Interested	29.5%	30.4%	97

CHURCH ARCHITECTURE INDICATOR

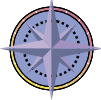
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	23.9%	26.6%	90
▲ B. Contemporary	20.7%	15.9%	130
C. Both A and B	31.5%	32.3%	97
D. No Preference or Not Interested	23.8%	25.1%	95

PART 2:

↓ A. Somber/Serious	7.0%	9.4%	75
▲ B. Light and Airy	40.6%	34.7%	117
C. Both A and B	26.6%	27.7%	96
D. No Preference or Not Interested	25.9%	28.2%	92



Date: 6/20/2016

Prepared For:
 Saint Catherine of Sienna Parish

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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	41.0%	47.3%	87
Radio	12.6%	13.3%	94

PRINT MEDIA:

Local Newspaper	39.5%	36.1%	109
▲ National Newspaper	4.9%	4.3%	112
▲ Magazines	3.5%	2.4%	145

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	32.4%	31.9%	101
↓ Radio	21.2%	23.8%	89

PRINT MEDIA:

Local Newspaper	32.1%	32.7%	98
National Newspaper	5.9%	5.8%	102
▲ Magazines	8.2%	7.0%	117

SUMMARY

Overall Broadcast Media Index (100 = Average)	92
Overall Print Media Index	106



Date: 6/20/2016

Prepared For:
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Study Area Definition:
 Custom Polygon

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

CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	31.6%	36.2%	87
Putting Ad in Local Newspaper	31.0%	33.8%	92
↓ Local Cable Channels	25.3%	30.4%	83
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	52.1%	53.7%	97
↓ Calling and Offering to Send Information By Mail	26.1%	29.5%	88
↓ Calling and Discussing on the Phone	9.8%	12.0%	82
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.8%	20.1%	68
↓ Going Door to Door	9.4%	14.0%	68

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	24.4%	19.6%	124
▲ Putting Ad in Local Newspaper	26.6%	21.5%	123
▲ Local Cable Channels	35.7%	30.7%	116
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.2%	13.3%	122
▲ Calling and Offering to Send Information By Mail	40.1%	34.0%	118
▲ Calling and Discussing on the Phone	68.7%	60.6%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.8%	49.6%	122
Going Door to Door	70.0%	64.0%	109

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	87
Direct Methods Index	93
↓ Face-to-Face Methods Index	68

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	121
▲ Direct Methods Index	116
▲ Face-to-Face Methods Index	115