

ministry
area ●●●●●●
profile **2016**

Saint Columba Church

Study Area Definition:
Custom Polygon





Prepared For:
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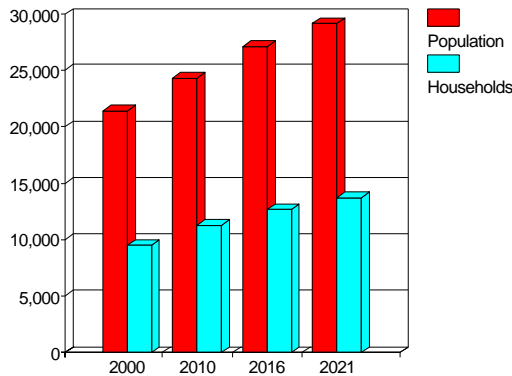
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 27,089 persons residing in the defined study area. This represents an increase of 5,655 or 26.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 7.7% or 2,086 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *somewhat low* with 20 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Urban Diversity* representing 46.0% 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 41.8% of the population and all other racial/ethnic groups make up a substantial 58.2% which is well above the national average of 39%. The largest of these groups, *African-Americans*, accounts for 22.9% of the total population. *Anglos* are projected to be the fastest growing group increasing by 17.8% 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 8,831 persons or 32.6% of the total population in the area. Compared to a national average of 27.3%, *Survivors* are also the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *extremely non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 92.4% 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 54.4% of those over 25 in the area versus 29.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Affordable Housing, Racial/Ethnic Prejudice, Neighborhood Crime and Safety, Social Injustice* and *Finding Companionship*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$88,284 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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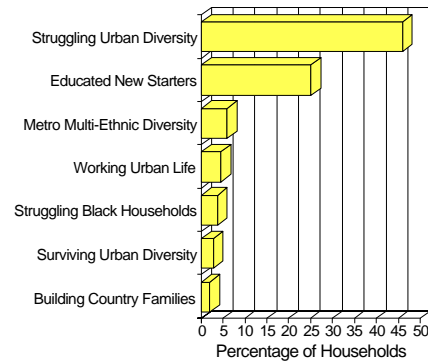
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Population and Households

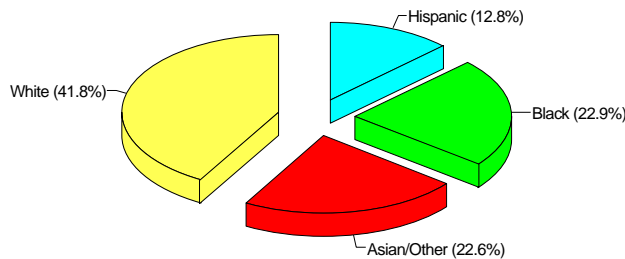


Primary U.S. Lifestyles Segments-2016

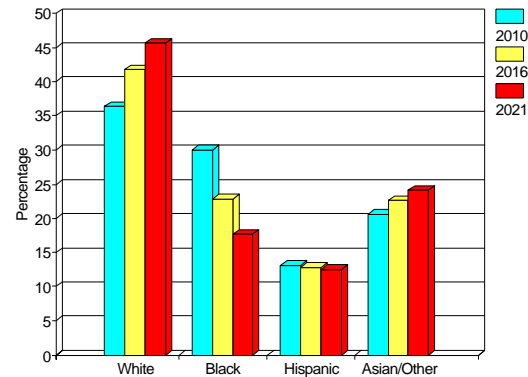


The population in the study area has increased by 2818 persons, or 11.6% since 2010 and is projected to increase by 2086 persons, or 7.7% between 2016 and 2021. The number of households has increased by 1415, or 12.6% since 2010 and is projected to increase by 1028, or 8.1% between 2016 and 2021.

Population By Race/Ethnicity-2016

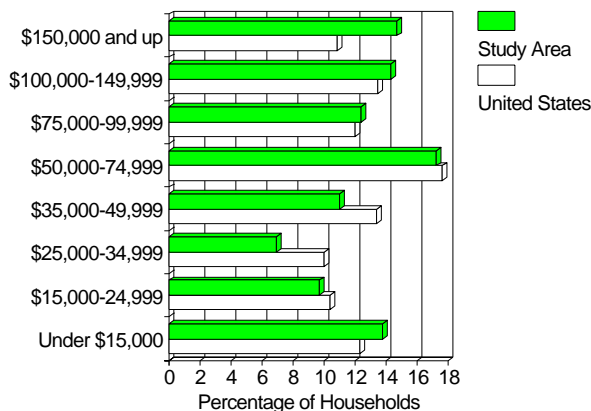


Population By Race/Ethnicity Trend

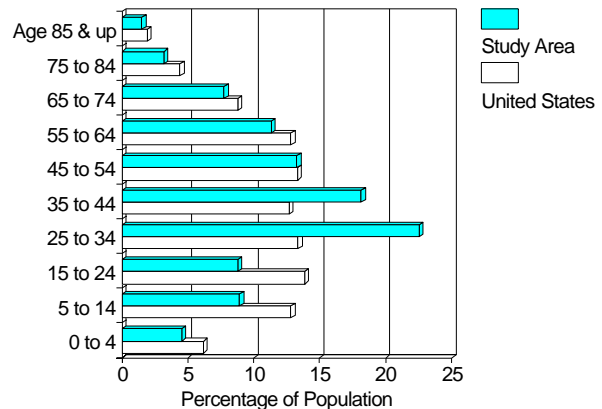


Between 2016 and 2021, the White population is projected to increase by 2010 persons and to increase from 41.8% to 45.7% of the total population. The Black population is projected to decrease by 1029 persons and to decrease from 22.9% to 17.7% of the total. The Hispanic/Latino population is projected to increase by 190 persons and to decrease from 12.8% to 12.5% of the total. The Asian/Other population is projected to increase by 915 persons and to increase from 22.6% to 24.1% of the total population.

Households By Income-2016



Population by Age-2016

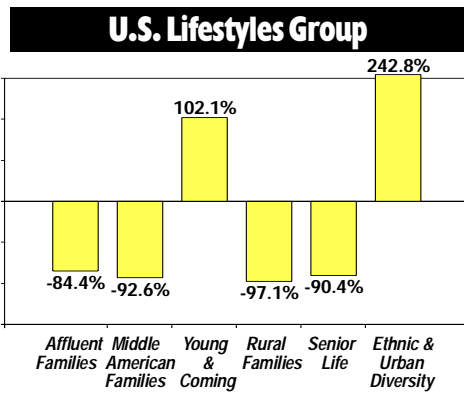


The average household income in the study area is \$88284 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.4 and is projected to increase to 41.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

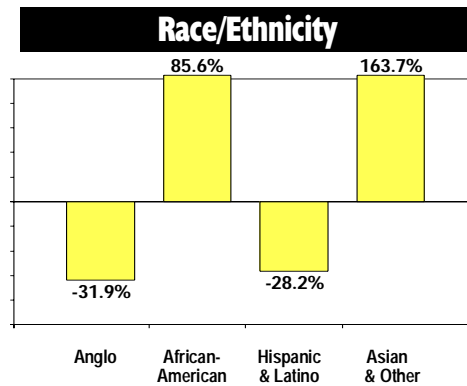
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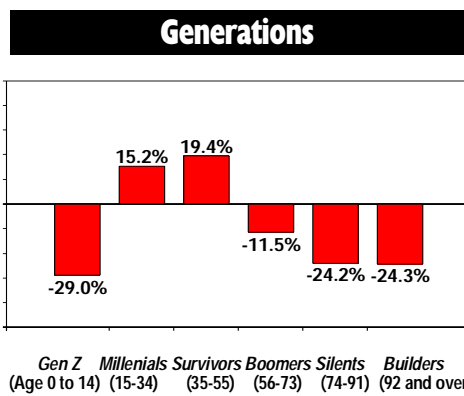
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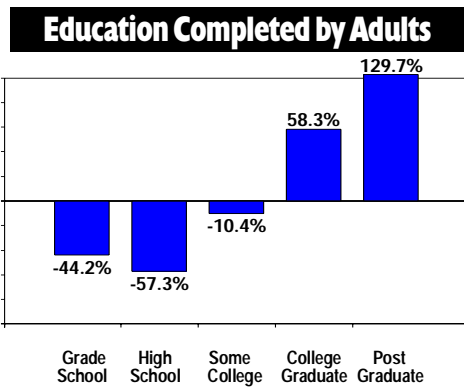
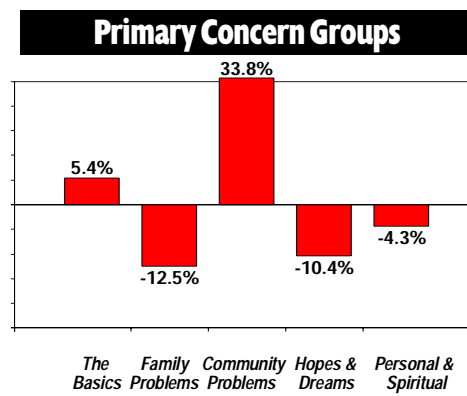
Percentage Above Average
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Percentage Below Average



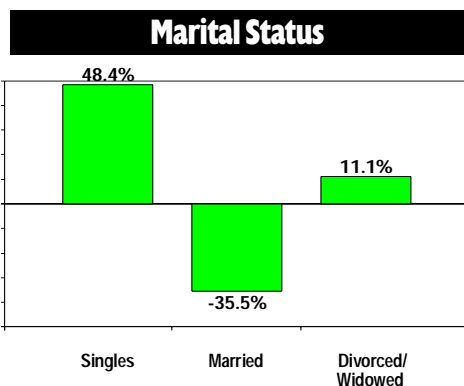
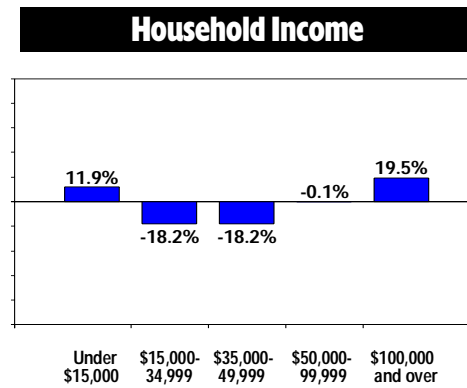
Percentage Above Average
← U.S. Average →
Percentage Below Average



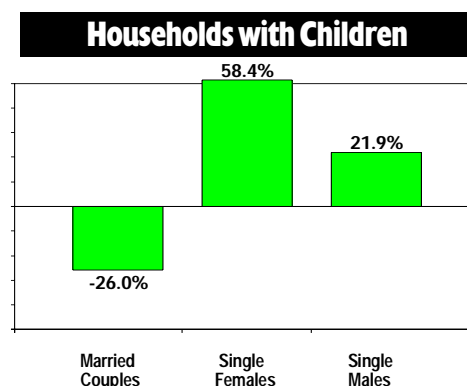
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Percentage Above Average
← U.S. Average →
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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	21,434	24,271	27,089	29,175		
Population Change		2,837	2,818	2,086		
Percentage Change		13.2%	11.6%	7.7%		
Average Annual Growth Rate		1.3%	1.9%	1.5%		
▲ Density (Pop. per square mile)	9,279	10,507	11,727	12,630		
HOUSEHOLDS						
▲ Households	9,492	11,254	12,669	13,697		
Household Change		1,762	1,415	1,028		
Percentage Change		18.6%	12.6%	8.1%		
Average Annual Growth Rate		1.9%	2.1%	1.6%		
↓ Persons Per Household	2.21	2.11	2.10	2.09		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	8,817	36.3%	11,315	41.8%	13,325	45.7%
↓ African-American (Non-Hisp)	7,287	30.0%	6,192	22.9%	5,163	17.7%
↓ Hispanic/Latino	3,178	13.1%	3,460	12.8%	3,650	12.5%
▲ Asian/Other (Non-Hisp)	4,989	20.6%	6,122	22.6%	7,037	24.1%
POPULATION BY GENDER						
↓ Female	12,383	51.0%	13,789	50.9%	14,840	50.9%
▲ Male	11,888	49.0%	13,300	49.1%	14,335	49.1%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,063	8.5%	3,653	13.5%	5,115	17.5%
▲ Millennials (Born 1982 to 2001)	6,818	28.1%	8,481	31.3%	9,166	31.4%
↓ Survivors (Born 1961 to 1981)	8,649	35.6%	8,832	32.6%	9,267	31.8%
↓ Boomers (Born 1943 to 1960)	4,750	19.6%	4,672	17.2%	4,501	15.4%
↓ Silents (Born 1925 to 1942)	1,691	7.0%	1,370	5.1%	1,121	3.8%
↓ Builders (Born 1924 and earlier)	350	1.4%	80	0.3%	4	0.0%
AGE						
▲ Average Age	37.9		39.4		41.2	
▲ Median Age	36.1		38.3		40.9	
INCOME						
▲ Average Household Income	\$69,613		\$88,284		\$99,895	
▲ Median Household Income	\$55,369		\$63,012		\$70,740	
▲ Per Capita Income	\$32,278		\$41,289		\$46,899	

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	1,176	10.5%	1,863	14.7%	2,551	18.6%
▲ \$100,000 to \$149,999	1,324	11.8%	1,813	14.3%	2,135	15.6%
\$75,000 to \$99,999	1,141	10.1%	1,565	12.4%	1,670	12.2%
↓ \$50,000 to \$74,999	2,015	17.9%	2,183	17.2%	2,180	15.9%
↓ \$35,000 to \$49,999	1,529	13.6%	1,389	11.0%	1,399	10.2%
↓ \$25,000 to \$34,999	893	7.9%	881	7.0%	901	6.6%
↓ \$15,000 to \$24,999	1,407	12.5%	1,231	9.7%	1,260	9.2%
↓ Under \$15,000	1,769	15.7%	1,744	13.8%	1,602	11.7%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,254	5.2%	1,231	4.5%	1,190	4.1%
▲ Required Formal Schooling (5-17)	2,621	10.8%	3,099	11.4%	3,476	11.9%
↓ College Years, Career Starts (18-24)	2,697	11.1%	1,700	6.3%	1,575	5.4%
↓ Singles and Young Families (25-34)	5,476	22.6%	6,104	22.5%	5,160	17.7%
▲ Families, Empty Nesters (35-54)	7,084	29.2%	8,512	31.4%	10,133	34.7%
▲ Enrichment Years Singles/Couples (55-64)	2,628	10.8%	3,070	11.3%	3,374	11.6%
▲ Retirement Opportunities (65+)	2,561	10.6%	3,372	12.4%	4,266	14.6%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,254	5.2%	1,231	4.5%	1,190	4.1%
5 to 9 years	1,011	4.2%	1,322	4.9%	1,319	4.5%
10 to 14 years	992	4.1%	1,100	4.1%	1,423	4.9%
15 to 17 years	618	2.5%	677	2.5%	734	2.5%
↓ 18 to 20 years	845	3.5%	670	2.5%	670	2.3%
↓ 21 to 24 years	1,852	7.6%	1,030	3.8%	905	3.1%
↓ 25 to 29 years	2,886	11.9%	2,412	8.9%	1,640	5.6%
30 to 34 years	2,590	10.7%	3,692	13.6%	3,520	12.1%
35 to 39 years	2,126	8.8%	2,745	10.1%	2,880	9.9%
▲ 40 to 44 years	1,737	7.2%	2,177	8.0%	2,800	9.6%
▲ 45 to 49 years	1,619	6.7%	1,942	7.2%	2,382	8.2%
50 to 54 years	1,602	6.6%	1,648	6.1%	2,071	7.1%
55 to 59 years	1,400	5.8%	1,599	5.9%	1,674	5.7%
▲ 60 to 64 years	1,228	5.1%	1,471	5.4%	1,700	5.8%
▲ 65 to 69 years	867	3.6%	1,188	4.4%	1,414	4.8%
▲ 70 to 74 years	554	2.3%	917	3.4%	1,247	4.3%
▲ 75 to 84 years	751	3.1%	867	3.2%	1,201	4.1%
↓ 85 or more years	389	1.6%	400	1.5%	404	1.4%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	23,436			
▲ Single (Never Married)	11,445	48.8%	32.9%	148
↓ Married	7,579	32.3%	50.2%	64
Divorced/Widowed	4,412	18.8%	16.9%	111
Marital Status Females 15 and Older (2016)	11,991			
▲ Single (Never Married)	5,340	44.5%	29.8%	149
↓ Married	3,754	31.3%	48.8%	64
Divorced/Widowed	2,897	24.2%	21.4%	113
Marital Status Males 15 and Older (2016)	11,445			
▲ Single (Never Married)	6,105	53.3%	36.2%	148
↓ Married	3,825	33.4%	51.6%	65
Divorced/Widowed	1,515	13.2%	12.3%	108
FAMILY STRUCTURE				
Households By Type (2016)	12,669			
↓ Married Couple	2,815	22.2%	48.5%	46
Other Family - Male Head of Household	580	4.6%	4.9%	93
Other Family - Female Head of Household	1,754	13.8%	13.0%	107
▲ Non Family - Male Head of Household	3,672	29.0%	15.8%	183
▲ Non Family - Female Head of Household	3,847	30.4%	17.7%	171
Households With Children 0 to 18 (2016)	2,539			
↓ Married Couple Family	1,226	48.3%	65.2%	74
▲ Other Family - Male Head of Household	262	10.3%	8.5%	122
▲ Other Family - Female Head of Household	1,019	40.1%	25.3%	158
▲ Non Family	32	1.3%	1.0%	131
Population By Household Type (2016)	27,089			
↓ Group Quarters	486	1.8%	2.5%	71

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	486			
↓ Correctional Facilities	14	2.9%	30.0%	10
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	31	6.4%	18.7%	34
▲ Other	441	90.7%	15.2%	597
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	27,089			
↓ White (Non-Hispanic)	11,315	41.8%	61.3%	68
▲ African-American (Non-Hisp)	6,192	22.9%	12.3%	186
↓ Hispanic/Latino	3,461	12.8%	17.8%	72
↓ Native American (Non-Hisp)	81	0.3%	0.7%	41
▲ Asian (Non-Hisp)	4,329	16.0%	5.3%	303
▲ Hawaiian & Pacific Islander (Non-Hisp)	65	0.2%	0.2%	142
▲ Other Races & Multiple Races (Non-Hisp)	1,646	6.1%	2.4%	254
Asian Population By Race (2016)	4,380			
▲ Chinese	1,390	31.7%	22.3%	142
▲ Japanese	347	7.9%	5.0%	158
↓ Indian	511	11.7%	19.5%	60
Korean	473	10.8%	9.6%	112
↓ Vietnamese	217	5.0%	11.0%	45
Other Asian Races	1,442	32.9%	32.5%	101
Hispanic/Latino Population By Race (2016)	3,461			
↓ White	1,382	39.9%	53.0%	75
▲ African-American	135	3.9%	2.5%	156
▲ Native American	106	3.1%	1.4%	224
▲ Asian	51	1.5%	0.4%	352
▲ Other Races & Multiple Races	1,787	51.6%	42.7%	121
Hispanic/Latino Population By Origin (2016)	3,461			
Mexican	2,270	65.6%	62.4%	105
↓ Puerto Rican	183	5.3%	9.5%	56
↓ Cuban	70	2.0%	3.5%	57
Other Hispanic Origin	938	27.1%	24.6%	110

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	6,213			
Pre-Primary (Public)	228	3.7%	3.4%	107
Pre-Primary (Private)	173	2.8%	2.6%	106
↓ Elementary/High School (Public)	2,532	40.8%	58.9%	69
↓ Elementary/High School (Private)	267	4.3%	6.6%	65
▲ Enrolled in College	3,012	48.5%	28.4%	171
Population By Education Completed (Age 25 and over) (2016)	21,059			
↓ Elementary (Less than 9 years)	740	3.5%	5.8%	60
↓ Some High School (9 to 11 years)	856	4.1%	7.8%	52
↓ High School Graduate (12 years)	2,510	11.9%	27.9%	43
Some College (13 to 15 years)	4,342	20.6%	21.2%	97
↓ Associate Degree	1,158	5.5%	8.0%	69
▲ Bachelor's Degree	6,108	29.0%	18.3%	158
▲ Graduate Degree	5,345	25.4%	11.0%	230
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	15,227			
TOTAL WHITE COLLAR	11,143	73.2%	61.5%	119
Executive and Managerial	1,774	11.7%	9.7%	119
▲ Professional Specialty	3,859	25.3%	16.6%	153
▲ Technical Support	2,413	15.8%	8.3%	191
↓ Sales	1,321	8.7%	10.9%	80
↓ Administrative Support & Clerical	1,776	11.7%	16.0%	73
↓ TOTAL BLUE COLLAR	4,081	26.8%	38.5%	70
Service: Private Households	666	4.4%	3.7%	118
↓ Service: Protective	260	1.7%	2.2%	77
Service: Other	1,253	8.2%	7.5%	110
↓ Farming, Forestry & Fishing	29	0.2%	0.7%	26
↓ Precision Production and Craft	744	4.9%	11.0%	45
↓ Operators and Assemblers	271	1.8%	3.2%	55
↓ Transportation and Material Moving	550	3.6%	6.2%	59
↓ Laborers	308	2.0%	4.0%	50

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	23,214			
Employed	15,351	66.1%	58.1%	114
Unemployed	1,369	5.9%	5.6%	105
↓ Not in Labor Force	6,495	28.0%	36.3%	77
Total Female Pop. By Work Status (Age 20 to 64) (2013)	8,488			
TOTAL WORKING	6,021	70.9%	66.8%	106
▲ With No Own Children	4,555	53.7%	42.2%	127
With Own Children Age 0 to 5 only	457	5.4%	5.5%	99
↓ With Own Children Age 6 to 17 only	798	9.4%	14.8%	63
↓ With Own Children Both Age 0 to 5 and 6 to 17	211	2.5%	4.3%	58
TOTAL NOT WORKING (UNEMPLOYED)	481	5.7%	6.2%	91
▲ With No Own Children	395	4.7%	3.8%	124
↓ With Own Children Age 0 to 5 only	17	0.2%	0.7%	30
↓ With Own Children Age 6 to 17 only	59	0.7%	1.3%	55
↓ With Own Children Both Age 0 to 5 and 6 to 17	10	0.1%	0.5%	22
TOTAL NOT IN THE LABOR FORCE	1,986	23.4%	27.0%	87
With No Own Children	1,338	15.8%	17.1%	92
↓ With Own Children Age 0 to 5 only	175	2.1%	2.6%	79
↓ With Own Children Age 6 to 17 only	266	3.1%	4.6%	67
With Own Children Both Age 0 to 5 and 6 to 17	207	2.4%	2.6%	92
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	12,669			
Above Poverty Line (Households with Children)	4,482	58.9%	59.6%	99
Above Poverty Line (Households without Children)	1,950	25.6%	26.5%	97
Below Poverty Line (Households with Children)	668	8.8%	7.9%	111
Below Poverty Line (Households without Children)	508	6.7%	6.0%	111
Households By Presence of Retirement Income (2013)	11,254			
↓ With Retirement Income	1,353	12.0%	17.6%	68
Without Retirement Income	9,943	88.4%	81.5%	108

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Study Area Definition:
Custom Polygon

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HOUSING				
Occupied Units By Type (2016)	12,669			
↓ Owner Occupied	4,599	36.3%	65.0%	56
▲ Renter Occupied	8,070	63.7%	35.0%	182
▲ Median Rent (2013)	\$1,329		\$904	147
Structures By Number of Units (2016)	14,011			
↓ Single Unit	4,442	31.7%	67.3%	47
▲ 3 to 4 Units	3,498	25.0%	8.1%	308
5 to 19 Units	1,411	10.1%	9.3%	108
▲ 20 to 49 Units	716	5.1%	3.6%	142
▲ 50 or more Units	3,868	27.6%	5.1%	539
↓ Mobile Home	77	0.5%	6.4%	9
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.47		2.57	18
Owner-Occupied Property Values (2016)	4,599			
↓ Under \$40,000	134	2.9%	7.2%	40
↓ \$40,000 to \$59,999	19	0.4%	3.7%	11
↓ \$60,000 to \$79,999	28	0.6%	5.1%	12
↓ \$80,000 to \$99,999	19	0.4%	6.5%	6
↓ \$100,000 to \$149,999	65	1.4%	15.1%	9
↓ \$150,000 to \$199,999	198	4.3%	14.6%	30
↓ \$200,000 to \$299,999	501	10.9%	18.1%	60
▲ \$300,000 to \$499,999	1,437	31.2%	16.9%	184
▲ \$500,000 to \$999,999	1,964	42.7%	9.7%	440
▲ \$1,000,000 and over	233	5.1%	3.0%	167
▲ Median Property Value	\$493,543		\$192,432	256

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	14,011			
▲ 2010 and later	1,519	10.8%	5.5%	196
2000 to 2009	1,774	12.7%	14.6%	87
↓ 1990 to 1999	668	4.8%	13.4%	36
↓ 1980 to 1989	1,009	7.2%	13.2%	55
↓ 1970 to 1979	1,665	11.9%	15.0%	79
↓ 1960 to 1969	826	5.9%	10.4%	57
↓ 1950 to 1959	975	7.0%	10.3%	68
▲ 1949 or earlier	5,575	39.8%	17.7%	225
Households By Number of Persons (2016)	12,669			
▲ 1 Person Household	5,299	41.8%	27.3%	153
2 Person Household	3,911	30.9%	32.3%	96
3 Person Household	1,725	13.6%	16.2%	84
↓ 4 Person Household	969	7.6%	13.1%	59
↓ 5 Person Household	438	3.5%	6.5%	53
↓ 6 Person Household	194	1.5%	2.8%	55
↓ 7 or more Person Household	132	1.0%	1.9%	55
Average Persons Per Household	2.1		2.6	82
Households By Heating Type (2013)	11,296			
▲ Utility and Other Gas	7,543	66.8%	54.0%	124
Electric	3,420	30.3%	36.1%	84
↓ Oil	5	0.0%	6.1%	1
↓ Coal and Wood	69	0.6%	2.2%	27
↓ Solar/Other Fuel	32	0.3%	0.5%	57
▲ No Fuel Used	227	2.0%	0.9%	213

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TRANSPORTATION				
Households By Number of Vehicles (2016)	12,669			
▲ No Vehicles	1,836	14.5%	9.0%	161
▲ 1 Vehicle	6,733	53.1%	33.7%	157
↓ 2 Vehicle	3,175	25.1%	37.5%	67
↓ 3 or more Vehicles	925	7.3%	19.8%	37
Workers By Travel Time to Work (2016)	13,877			
↓ Less than 15 minutes	2,969	21.4%	27.3%	78
15 to 29 minutes	4,410	31.8%	36.5%	87
30 to 44 minutes	3,308	23.8%	20.2%	118
▲ 45 to 59 minutes	1,515	10.9%	7.7%	141
▲ 60 or more minutes	1,674	12.1%	8.3%	145
Average Travel Time to Work (minutes)	32.6		28.2	115
Workers By Type of Transportation to Work (2016)	13,663			
↓ Drive Alone	6,713	49.1%	76.9%	64
Car Pool	1,301	9.5%	9.6%	100
▲ Public Transportation	3,446	25.2%	5.1%	493
▲ Walk to Work	856	6.3%	2.8%	223
Other Means	196	1.4%	1.2%	115
▲ Work at Home	1,151	8.4%	4.4%	192

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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.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	7,980	63.0%	18.4%	343
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	3,752	29.6%	14.7%	202
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	298	2.4%	15.1%	16
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	296	2.3%	31.4%	7
5	Senior Life (7, 20, 21, 22, 30 and 31)	84	0.7%	6.9%	10
4	Rural Families (27, 26, 29, 33, 35 and 38)	48	0.4%	13.1%	3

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
45	Struggling Urban Diversity	5,823	46.0%	2.5%	1871
12	Educated New Starters	3,181	25.1%	2.9%	855
24	Metro Multi-Ethnic Diversity	741	5.8%	2.7%	213
32	Working Urban Life	553	4.4%	1.7%	264
46	Struggling Black Households	455	3.6%	2.5%	143
40	Surviving Urban Diversity	340	2.7%	4.0%	66
28	Building Country Families	236	1.9%	2.8%	67
8	Rising Potential Professionals	194	1.5%	2.3%	65
50	Unclassified Households	194	1.5%	0.2%	705
14	Secure Mid-Life Families	184	1.5%	0.7%	222
15	Reliable Young Starters	172	1.4%	4.3%	32
39	New Beginning Urbanites	166	1.3%	2.8%	47
4	Educated Mid-Life Families	112	0.9%	3.4%	26
20	Cautious and Mature	76	0.6%	2.6%	23
43	Laboring Urban Diversity	63	0.5%	0.5%	98
25	Working Country Consumers	55	0.4%	4.1%	11
34	College and Career Starters	38	0.3%	0.6%	52
29	Working Country Families	29	0.2%	1.0%	24
27	Country Family Diversity	19	0.1%	0.3%	44
49	Exception Households	15	0.1%	0.2%	47

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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.		
21	Mature and Stable	8	0.1%	0.6%	11
23	Established Empty-Nesters	5	0.0%	3.4%	1
44	Laboring Urban Life	5	0.0%	0.1%	53
1	Traditional Affluent Families	2	0.0%	3.5%	0
19	Educated and Promising	1	0.0%	0.1%	10
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
18	Working Urban Families	0	0.0%	4.0%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
35	Laboring Country Families	0	0.0%	2.7%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
26	Working Suburban Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
TOTALS		12,667	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	29.6%	35.4%	83
↓ Somewhat Involved with Their Faith	23.8%	29.9%	80
▲ Not Involved with Their Faith	46.4%	34.7%	134

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	14.6%	22.1%	66
Decreased Their Involvement with Their Faith in the Last 10 Years	24.8%	23.7%	104

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	159
↓ Baptist	10.8%	16.1%	67
↓ Catholic	19.5%	23.7%	82
↓ Congregational	1.5%	2.0%	75
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	236
Episcopal	3.0%	2.9%	103
↓ Holiness	0.3%	0.8%	42
▲ Jehovah's Witnesses	1.9%	1.1%	185
▲ Judaism	3.7%	3.2%	117
↓ Lutheran	5.7%	7.2%	79
↓ Methodist	5.2%	10.1%	52
▲ Mormon	2.3%	1.8%	130
▲ New Age	1.6%	0.6%	279
▲ Non-Denominational / Independent	10.5%	6.9%	151
↓ Orthodox	0.2%	0.3%	63
Pentecostal	2.4%	2.4%	99
↓ Presbyterian / Reformed	3.8%	4.6%	83
▲ Unitarian / Universalist	1.0%	0.7%	141
▲ Interested but No Preference	6.7%	3.9%	174
▲ Not Interested and No Preference	18.0%	11.1%	163

Likely to Have Changed Their Preference in the Last 10 Years	18.5%	16.8%	110
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.4%	4.0%	110
▲ Lets them do what they want and is supportive	13.5%	11.7%	115
▲ Lets them do what they want and stays out of the way	6.6%	4.8%	138
Works with them on deciding what to do and helps them do it	75.5%	79.6%	95

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.2%	43.5%	97
↓ Finding/Providing Health Insurance	23.7%	29.0%	82
Day-to-Day Financial Worries	31.6%	31.6%	100
▲ Finding Employment Opportunities	18.3%	14.4%	127
▲ Finding Affordable Housing	22.7%	11.3%	201
Providing Adequate Food	8.3%	8.6%	96
Finding Child Care	5.7%	6.3%	91
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.8%	16.7%	88
↓ Dealing With Teen / Child Problems	17.7%	20.7%	86
↓ Finding/Providing Aging Parent Care	12.0%	15.5%	77
▲ Dealing With Abusive Relationships	12.8%	11.4%	113
↓ Dealing With Divorce	2.8%	4.5%	63
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	43.9%	27.0%	163
↓ Finding/Providing Good Schools	18.2%	23.5%	78
↓ Dealing with Problems in Schools	10.1%	13.6%	74
▲ Dealing With Racial / Ethnic Prejudice	22.9%	13.1%	175
▲ Dealing With Neighborhood Gangs	17.4%	8.5%	204
▲ Dealing with Social Injustice	17.2%	11.3%	152
HOPES AND DREAMS:			
Achieving Long-term Financial Security	50.7%	50.6%	100
Finding Time for Recreation / Leisure	24.2%	25.3%	96
Finding Better Quality Healthcare	21.9%	23.9%	92
Finding A Satisfying Job / Career	19.2%	19.3%	99
↓ Finding Retirement Opportunities	14.4%	18.9%	76
↓ Achieving A Fulfilling Marriage	15.3%	22.3%	68
↓ Developing Parenting Skills	9.0%	14.7%	61
▲ Achieving Educational Objectives	8.9%	7.5%	119
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.3%	29.8%	92
▲ Finding Companionship	23.0%	17.3%	133
↓ Finding A Good Church	9.4%	15.2%	62
↓ Finding Spiritual Teaching	11.3%	12.9%	87
Finding Life Direction	14.4%	14.0%	103

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	82.1%	84.5%	97
"God is actively involved in the world including nations and their governments"	57.9%	63.8%	91

SOCIETY:

"It is important to preserve the traditional American family structure"	86.5%	91.5%	95
"A healthy environment has become a national crisis"	83.1%	82.8%	100
"Public education is essential to the future of American society"	92.6%	94.0%	99

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	54.8%	50.1%	109
"The role of Churches / Synagogues is to help form and support moral values"	79.0%	81.1%	97
▲ "Churches and religious organizations should provide more human services"	69.0%	62.6%	110

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	42.7%	36.3%	118
↓ "The changing racial / ethnic face of America is a threat to our national heritage"	31.4%	36.3%	87

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.0%	59.8%	99
More than \$500 per year	28.1%	31.2%	90
↓ More than \$1,000 per year	14.0%	17.4%	80

TO CHARITIES:

More than \$100 per year	36.6%	33.7%	109
▲ More than \$500 per year	7.8%	6.8%	115
More than \$1,000 per year	2.5%	2.3%	109

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	19.5%	16.1%	121
▲ More than \$500 per year	5.4%	4.3%	126
More than \$1,000 per year	2.3%	2.2%	105

Ministry Area Profile 2016
Compass
REPORT

Saint Columba Church

Study Area Definition:
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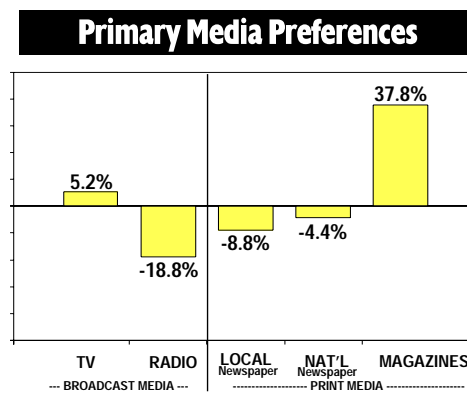
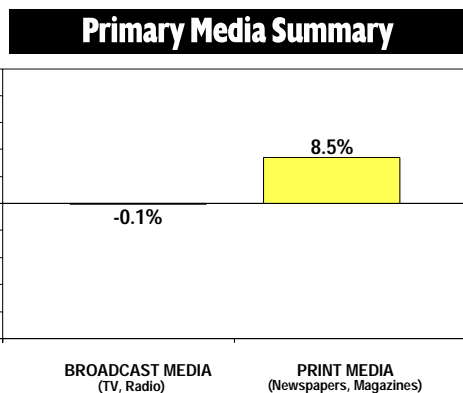
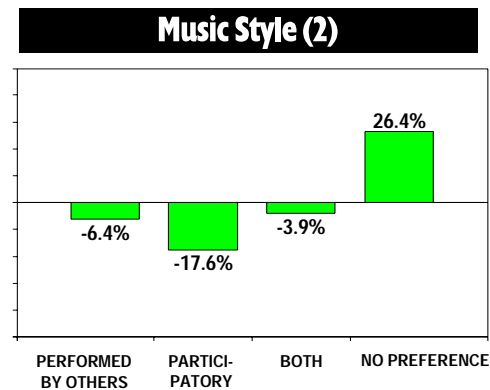
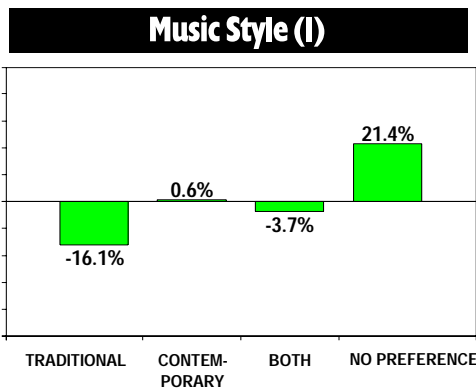
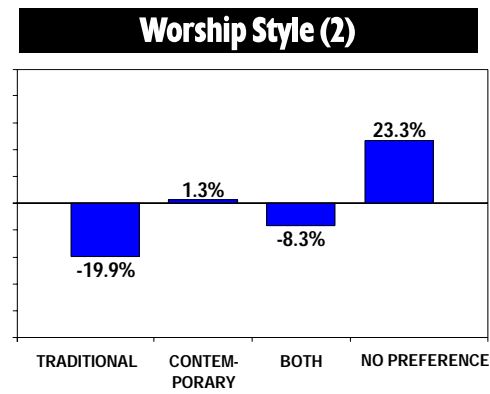
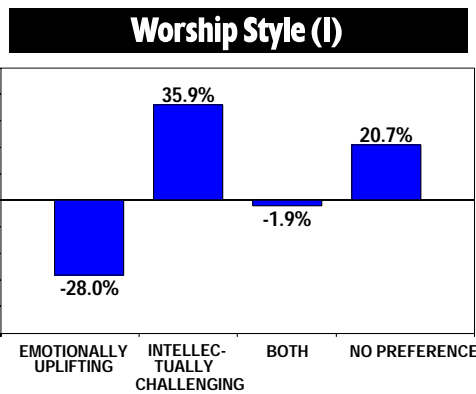
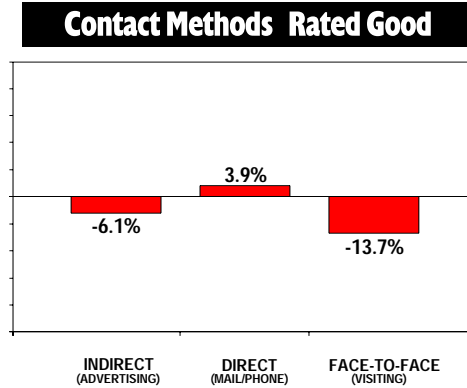
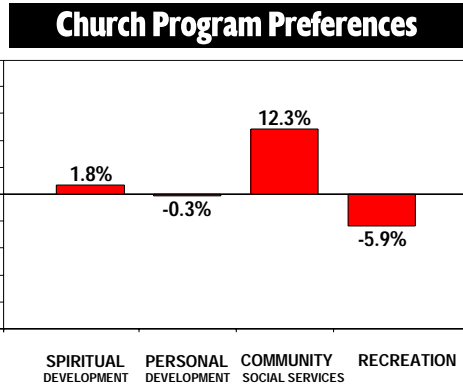
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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

Bible Study Discussion and Prayer Groups	39.1%	41.1%	95
Adult Theological Discussion Groups	22.0%	22.5%	98
▲ Spiritual Retreats	15.5%	11.6%	133

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	13.5%	15.2%	89
Parent Training Programs	8.3%	7.8%	107
▲ Twelve Step Programs	5.0%	3.5%	144
↓ Divorce Recovery	2.0%	2.4%	83

COMMUNITY/SOCIAL SERVICES:

▲ Personal or Family Counseling	25.9%	22.5%	115
▲ Care for the Terminally Ill	19.5%	15.7%	125
Food and Clothing Resources	11.0%	11.1%	99
Day Care Services	6.2%	6.1%	101
Church Sponsored Day-School	5.9%	5.7%	103

RECREATION:

↓ Youth Social Programs	23.5%	29.7%	79
↓ Family Activities and Outings	24.7%	32.8%	75
Active Retirement Programs	27.1%	26.8%	101
▲ Cultural Programs (Music, Drama, Art)	25.7%	18.9%	136
Sports or Camping	6.8%	6.3%	107

SUMMARY

Spiritual Development Index	102
Personal Development Index	100
▲ Community/Social Services Index	112
Recreation Index	94



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	19.0%	26.4%	72
▲ B. Intellectually Challenging	15.1%	11.1%	136
C. Both A and B	38.4%	39.2%	98
▲ D. No Preference or Not Interested	28.2%	23.4%	121

PART 2:

↓ A. Traditional/Formal/Ceremonial	16.2%	20.2%	80
B. Contemporary/Informal	26.6%	26.3%	101
C. Both A and B	24.3%	26.5%	92
▲ D. No Preference or Not Interested	33.2%	26.9%	123

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	20.5%	24.4%	84
B. Contemporary	19.8%	19.7%	101
C. Both A and B	30.0%	31.1%	96
▲ D. No Preference or Not Interested	30.1%	24.8%	121

PART 2:

A. Performed by Others	17.5%	18.7%	94
↓ B. Participatory	18.9%	22.9%	82
C. Both A and B	30.9%	32.2%	96
▲ D. No Preference or Not Interested	33.1%	26.2%	126



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↓ 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	21.0%	22.0%	96
B. Personal Spiritual Development	15.7%	14.3%	110
↓ C. Both A and B	32.4%	37.4%	87
▲ D. No Preference or Not Interested	31.1%	26.3%	118

PART 2:

A. Global Mission	5.9%	6.2%	95
B. Local Mission	30.5%	33.3%	92
↓ C. Both A and B	26.6%	30.1%	88
▲ D. No Preference or Not Interested	37.4%	30.4%	123

CHURCH ARCHITECTURE INDICATOR

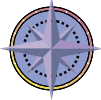
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.8%	26.6%	86
▲ B. Contemporary	19.4%	15.9%	121
↓ C. Both A and B	28.0%	32.3%	86
▲ D. No Preference or Not Interested	30.1%	25.1%	120

PART 2:

A. Somber/Serious	9.8%	9.4%	105
B. Light and Airy	34.5%	34.7%	100
↓ C. Both A and B	23.0%	27.7%	83
▲ D. No Preference or Not Interested	32.3%	28.2%	114



Date: 6/20/2016

Prepared For:
 Saint Columba Church

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	49.7%	47.3%	105
↓ Radio	10.8%	13.3%	81

PRINT MEDIA:

Local Newspaper	37.7%	36.1%	104
National Newspaper	4.1%	4.3%	96
▲ Magazines	4.7%	2.4%	196

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.2%	31.9%	92
Radio	25.6%	23.8%	108

PRINT MEDIA:

Local Newspaper	29.8%	32.7%	91
▲ National Newspaper	7.9%	5.8%	137
▲ Magazines	9.7%	7.0%	138

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	106



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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:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	35.4%	36.2%	98
↓ Putting Ad in Local Newspaper	29.7%	33.8%	88
Local Cable Channels	29.3%	30.4%	96
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	53.4%	53.7%	100
Calling and Offering to Send Information By Mail	31.5%	29.5%	107
▲ Calling and Discussing on the Phone	14.0%	12.0%	117
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	16.8%	20.1%	83
Going Door to Door	12.6%	14.0%	90

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	19.1%	19.6%	98
▲ Putting Ad in Local Newspaper	27.0%	21.5%	125
Local Cable Channels	31.2%	30.7%	101
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.8%	13.3%	126
Calling and Offering to Send Information By Mail	35.4%	34.0%	104
Calling and Discussing on the Phone	61.1%	60.6%	101
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	53.2%	49.6%	107
Going Door to Door	63.9%	64.0%	100

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	94
Direct Methods Index	104
↓ Face-to-Face Methods Index	86

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	107
Direct Methods Index	105
Face-to-Face Methods Index	103