

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

Saint Felicitas Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Felicitas Parish

**Study Area Definition:**  
Custom Polygon

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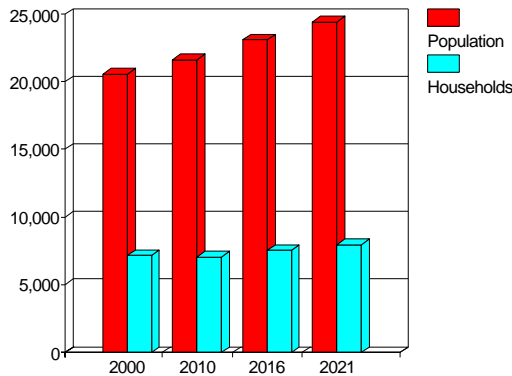
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 23,106 persons residing in the defined study area. This represents an increase of 2,521 or 12.2% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 5.7% or 1,319 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 18 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Suburban Mid-Life Families* representing 31.0% 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 23.2% of the population and all other racial/ethnic groups make up a substantial 76.8% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 43.0% of the total population. *Asians* are also projected to be the fastest growing group increasing by 16.8% 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 6,574 persons or 28.5% of the total population in the area. *Builders* (age 92 and up) make up 0.5% of the population which compared to a national average of 0.4% 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 traditional* due to the above 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 low*. While 81.9% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 21.0% 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, Neighborhood Crime and Safety, Long-term Financial Security, Parenting Skills* and *Achieving Educational Objectives*. (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 \$86,463 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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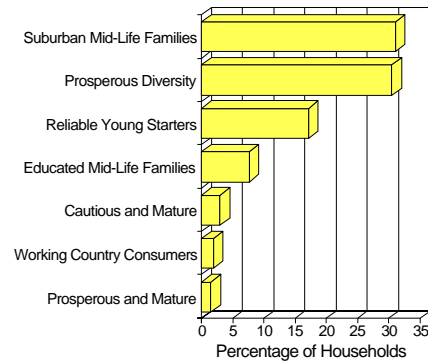
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### Population and Households

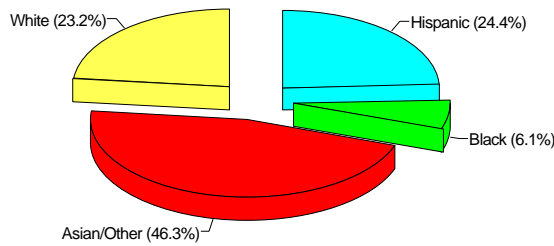


### Primary U.S. Lifestyles Segments-2016

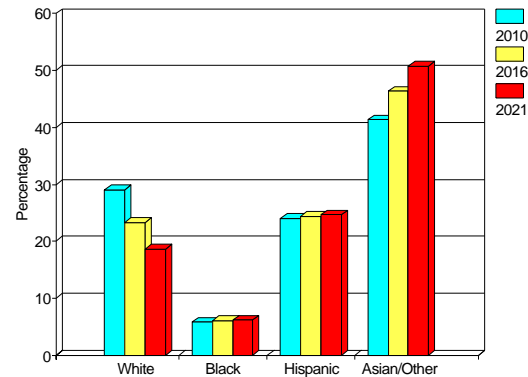


The population in the study area has increased by 1512 persons, or 7.0% since 2010 and is projected to increase by 1319 persons, or 5.7% between 2016 and 2021. The number of households has increased by 477, or 6.8% since 2010 and is projected to increase by 421, or 5.6% between 2016 and 2021.

### Population By Race/Ethnicity-2016

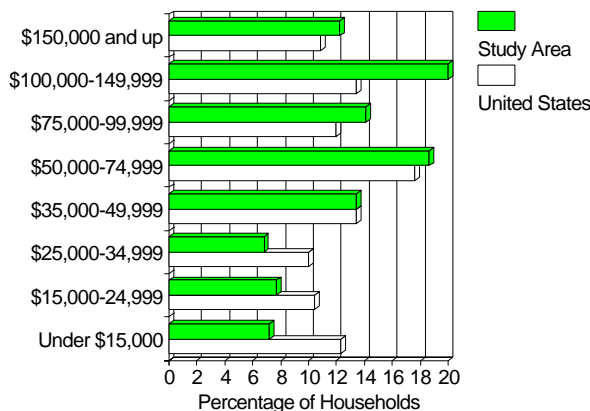


### Population By Race/Ethnicity Trend

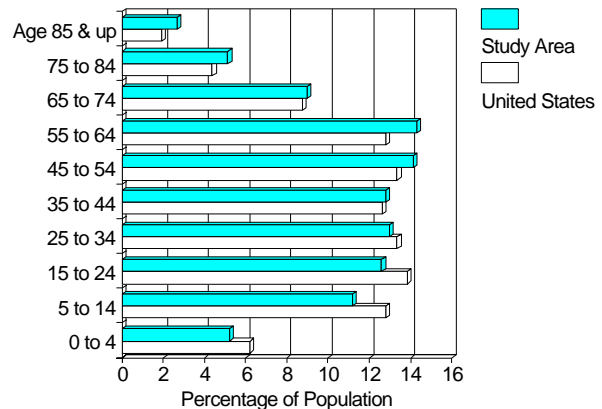


Between 2016 and 2021, the White population is projected to decrease by 818 persons and to decrease from 23.2% to 18.6% of the total population. The Black population is projected to increase by 86 persons and to remain stable at 6.1% of the total. The Hispanic/Latino population is projected to increase by 360 persons and to increase from 24.4% to 24.5% of the total. The Asian/Other population is projected to increase by 1691 persons and to increase from 46.3% to 50.8% of the total population.

### Households By Income-2016



### Population by Age-2016

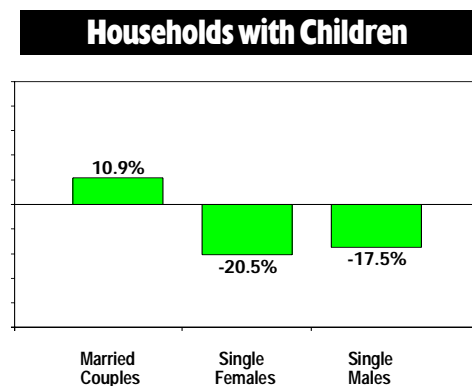
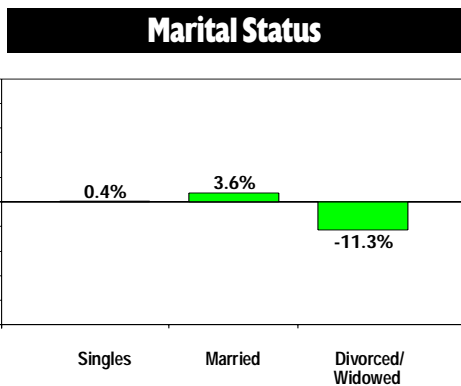
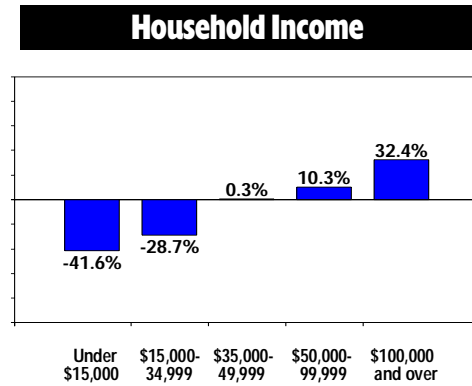
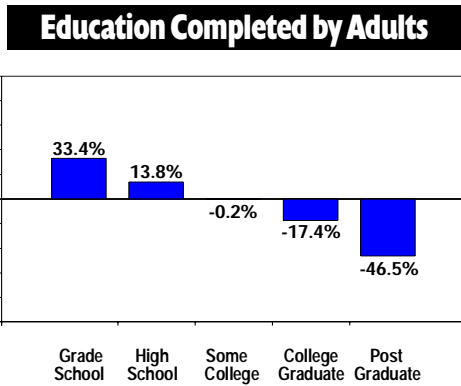
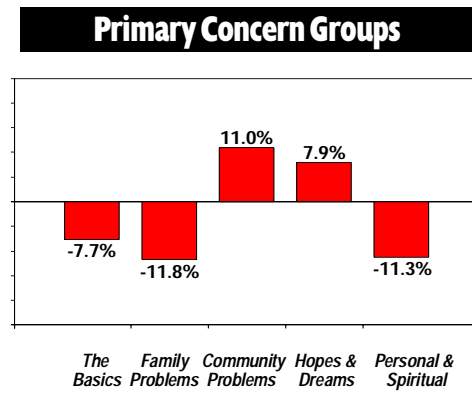
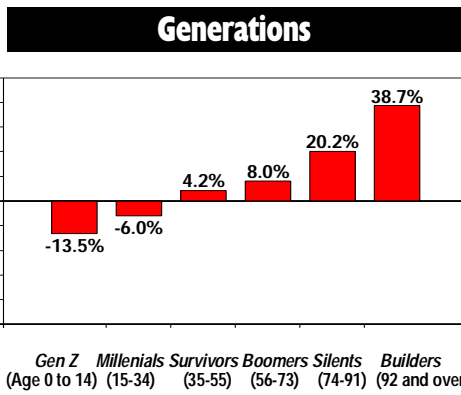
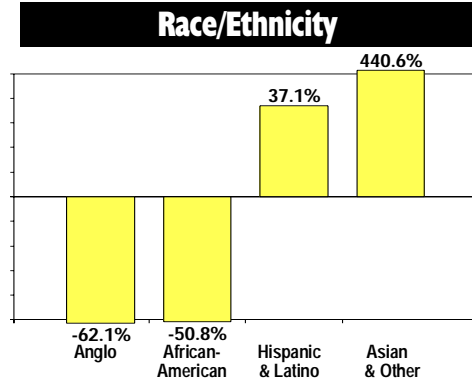
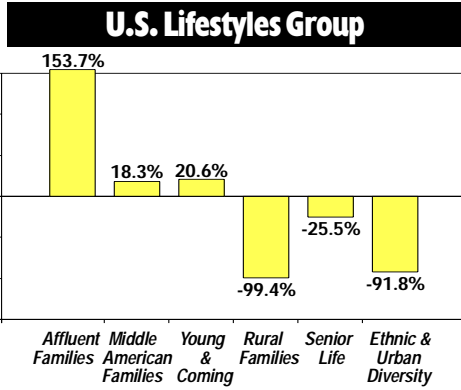


The average household income in the study area is \$86463 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.2 and is projected to increase to 42.1 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	20,585	21,594	23,106	24,425
Population Change		1,009	1,512	1,319
Percentage Change		4.9%	7.0%	5.7%
Average Annual Growth Rate		0.5%	1.2%	1.1%
▲ <b>Density (Pop. per square mile)</b>	8,073	8,468	9,061	9,578
HOUSEHOLDS				
Households	7,166	7,066	7,543	7,964
Household Change		(100)	477	421
Percentage Change		-1.4%	6.8%	5.6%
Average Annual Growth Rate		-0.1%	1.1%	1.1%
▲ <b>Persons Per Household</b>	2.86	3.05	3.05	3.06

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	6,263	29.0%	5,367	23.2%	4,549	18.6%
▲ African-American (Non-Hisp)	1,246	5.8%	1,400	6.1%	1,486	6.1%
▲ Hispanic/Latino	5,170	23.9%	5,632	24.4%	5,992	24.5%
▲ Asian/Other (Non-Hisp)	8,914	41.3%	10,707	46.3%	12,398	50.8%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	11,199	51.9%	11,957	51.7%	12,622	51.7%
▲ Male	10,395	48.1%	11,149	48.3%	11,804	48.3%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ <b>Generation Z</b> (Born 2002 and later)	2,206	10.2%	3,796	16.4%	5,289	21.7%
↓ Millennials (Born 1982 to 2001)	5,568	25.8%	5,899	25.5%	6,152	25.2%
↓ Survivors (Born 1961 to 1981)	6,167	28.6%	6,575	28.5%	6,917	28.3%
↓ Boomers (Born 1943 to 1960)	4,932	22.8%	4,861	21.0%	4,638	19.0%
↓ Silents (Born 1925 to 1942)	2,242	10.4%	1,853	8.0%	1,424	5.8%
↓ Builders (Born 1924 and earlier)	496	2.3%	125	0.5%	6	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Age</b>	39.9	41.2	42.1
▲ <b>Median Age</b>	40.4	41.4	42.4

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Household Income</b>	\$72,646	\$86,463	\$96,096
▲ <b>Median Household Income</b>	\$66,830	\$70,175	\$77,462
▲ <b>Per Capita Income</b>	\$23,771	\$28,226	\$31,333

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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	623	8.8%	919	12.2%	1,315	16.5%
▲ \$100,000 to \$149,999	1,292	18.3%	1,507	20.0%	1,646	20.7%
↓ \$75,000 to \$99,999	1,277	18.1%	1,064	14.1%	1,091	13.7%
↓ \$50,000 to \$74,999	1,457	20.6%	1,401	18.6%	1,410	17.7%
\$35,000 to \$49,999	769	10.9%	1,014	13.4%	951	11.9%
↓ \$25,000 to \$34,999	536	7.6%	514	6.8%	507	6.4%
↓ \$15,000 to \$24,999	731	10.3%	582	7.7%	542	6.8%
Under \$15,000	381	5.4%	542	7.2%	502	6.3%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,183	5.5%	1,209	5.2%	1,252	5.1%
↓ Required Formal Schooling (5-17)	3,656	16.9%	3,455	15.0%	3,497	14.3%
College Years, Career Starts (18-24)	1,844	8.5%	2,041	8.8%	1,925	7.9%
Singles and Young Families (25-34)	2,703	12.5%	2,990	12.9%	3,138	12.8%
↓ Families, Empty Nesters (35-54)	6,309	29.2%	6,225	26.9%	6,463	26.5%
▲ Enrichment Years Singles/Couples (55-64)	2,683	12.4%	3,299	14.3%	3,531	14.5%
▲ Retirement Opportunities (65+)	3,233	15.0%	3,889	16.8%	4,620	18.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,183	5.5%	1,209	5.2%	1,252	5.1%
↓ 5 to 9 years	1,279	5.9%	1,252	5.4%	1,291	5.3%
↓ 10 to 14 years	1,415	6.6%	1,335	5.8%	1,337	5.5%
↓ 15 to 17 years	962	4.5%	868	3.8%	869	3.6%
↓ 18 to 20 years	842	3.9%	823	3.6%	806	3.3%
21 to 24 years	1,002	4.6%	1,218	5.3%	1,119	4.6%
▲ 25 to 29 years	1,364	6.3%	1,475	6.4%	1,707	7.0%
30 to 34 years	1,339	6.2%	1,515	6.6%	1,431	5.9%
▲ 35 to 39 years	1,377	6.4%	1,474	6.4%	1,629	6.7%
40 to 44 years	1,498	6.9%	1,485	6.4%	1,643	6.7%
↓ 45 to 49 years	1,680	7.8%	1,546	6.7%	1,519	6.2%
↓ 50 to 54 years	1,754	8.1%	1,720	7.4%	1,672	6.8%
55 to 59 years	1,454	6.7%	1,749	7.6%	1,721	7.0%
▲ 60 to 64 years	1,229	5.7%	1,550	6.7%	1,810	7.4%
▲ 65 to 69 years	825	3.8%	1,249	5.4%	1,441	5.9%
▲ 70 to 74 years	670	3.1%	828	3.6%	1,215	5.0%
75 to 84 years	1,187	5.5%	1,189	5.1%	1,334	5.5%
85 or more years	551	2.6%	623	2.7%	630	2.6%

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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		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	19,310			
Single (Never Married)	6,378	33.0%	32.9%	100
Married	10,032	52.0%	50.2%	104
Divorced/Widowed	2,901	15.0%	16.9%	89
<b>Marital Status Females 15 and Older (2016)</b>	10,065			
Single (Never Married)	2,810	27.9%	29.8%	94
Married	5,245	52.1%	48.8%	107
Divorced/Widowed	2,010	20.0%	21.4%	93
<b>Marital Status Males 15 and Older (2016)</b>	9,246			
Single (Never Married)	3,568	38.6%	36.2%	107
Married	4,787	51.8%	51.6%	100
↓ Divorced/Widowed	891	9.6%	12.3%	79
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	7,543			
Married Couple	4,184	55.5%	48.5%	114
Other Family - Male Head of Household	433	5.7%	4.9%	116
Other Family - Female Head of Household	1,126	14.9%	13.0%	115
↓ Non Family - Male Head of Household	742	9.8%	15.8%	62
↓ Non Family - Female Head of Household	1,059	14.0%	17.7%	79
<b>Households With Children 0 to 18 (2016)</b>	2,836			
Married Couple Family	2,052	72.4%	65.2%	111
Other Family - Male Head of Household	198	7.0%	8.5%	82
↓ Other Family - Female Head of Household	571	20.1%	25.3%	79
↓ Non Family	15	0.5%	1.0%	55
<b>Population By Household Type (2016)</b>	23,106			
↓ Group Quarters	72	0.3%	2.5%	12



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	72			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
▲ <b>Other</b>	<b>72</b>	<b>100.0%</b>	<b>15.2%</b>	<b>658</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	23,106			
↓ White (Non-Hispanic)	5,367	23.2%	61.3%	38
↓ African-American (Non-Hisp)	1,400	6.1%	12.3%	49
▲ <b>Hispanic/Latino</b>	<b>5,632</b>	<b>24.4%</b>	<b>17.8%</b>	<b>137</b>
↓ Native American (Non-Hisp)	32	0.1%	0.7%	19
▲ <b>Asian (Non-Hisp)</b>	<b>9,823</b>	<b>42.5%</b>	<b>5.3%</b>	<b>806</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>103</b>	<b>0.4%</b>	<b>0.2%</b>	<b>265</b>
▲ <b>Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>750</b>	<b>3.2%</b>	<b>2.4%</b>	<b>136</b>
<b>Asian Population By Race (2016)</b>	9,949			
▲ <b>Chinese</b>	<b>5,114</b>	<b>51.4%</b>	<b>22.3%</b>	<b>230</b>
↓ Japanese	296	3.0%	5.0%	59
↓ Indian	129	1.3%	19.5%	7
↓ Korean	73	0.7%	9.6%	8
Vietnamese	1,104	11.1%	11.0%	101
Other Asian Races	3,233	32.5%	32.5%	100
<b>Hispanic/Latino Population By Race (2016)</b>	5,632			
↓ White	2,373	42.1%	53.0%	80
↓ African-American	74	1.3%	2.5%	53
▲ <b>Native American</b>	<b>112</b>	<b>2.0%</b>	<b>1.4%</b>	<b>145</b>
▲ <b>Asian</b>	<b>126</b>	<b>2.2%</b>	<b>0.4%</b>	<b>534</b>
▲ <b>Other Races &amp; Multiple Races</b>	<b>2,947</b>	<b>52.3%</b>	<b>42.7%</b>	<b>122</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	5,632			
Mexican	4,011	71.2%	62.4%	114
↓ Puerto Rican	190	3.4%	9.5%	36
↓ Cuban	38	0.7%	3.5%	19
Other Hispanic Origin	1,393	24.7%	24.6%	101

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	5,441			
↓ Pre-Primary (Public)	141	2.6%	3.4%	75
Pre-Primary (Private)	133	2.4%	2.6%	93
Elementary/High School (Public)	3,394	62.4%	58.9%	106
Elementary/High School (Private)	345	6.3%	6.6%	96
Enrolled in College	1,427	26.2%	28.4%	92
<b>Population By Education Completed (Age 25 and over) (2016)</b>	16,402			
▲ Elementary (Less than 9 years)	<b>1,681</b>	<b>10.2%</b>	<b>5.8%</b>	<b>176</b>
Some High School (9 to 11 years)	1,291	7.9%	7.8%	101
High School Graduate (12 years)	5,207	31.7%	27.9%	114
Some College (13 to 15 years)	3,563	21.7%	21.2%	103
Associate Degree	1,210	7.4%	8.0%	92
Bachelor's Degree	2,481	15.1%	18.3%	83
↓ Graduate Degree	970	5.9%	11.0%	54
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	11,189			
TOTAL WHITE COLLAR	6,173	55.2%	61.5%	90
↓ Executive and Managerial	699	6.2%	9.7%	64
↓ Professional Specialty	1,243	11.1%	16.6%	67
Technical Support	1,084	9.7%	8.3%	117
↓ Sales	852	7.6%	10.9%	70
▲ Administrative Support & Clerical	<b>2,295</b>	<b>20.5%</b>	<b>16.0%</b>	<b>128</b>
TOTAL BLUE COLLAR	5,015	44.8%	38.5%	116
▲ Service: Private Households	<b>534</b>	<b>4.8%</b>	<b>3.7%</b>	<b>129</b>
Service: Protective	237	2.1%	2.2%	96
Service: Other	724	6.5%	7.5%	87
↓ Farming, Forestry & Fishing	9	0.1%	0.7%	11
▲ Precision Production and Craft	<b>1,803</b>	<b>16.1%</b>	<b>11.0%</b>	<b>147</b>
↓ Operators and Assemblers	267	2.4%	3.2%	74
▲ Transportation and Material Moving	<b>908</b>	<b>8.1%</b>	<b>6.2%</b>	<b>132</b>
Laborers	533	4.8%	4.0%	118

Date: 6/20/2016

Prepared For:  
Saint Felicitas 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>	19,026			
Employed	11,267	59.2%	58.1%	102
<b>▲ Unemployed</b>	<b>1,353</b>	<b>7.1%</b>	<b>5.6%</b>	<b>126</b>
Not in Labor Force	6,406	33.7%	36.3%	93
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	7,017			
TOTAL WORKING	4,843	69.0%	66.8%	103
With No Own Children	2,979	42.5%	42.2%	101
With Own Children Age 0 to 5 only	331	4.7%	5.5%	86
With Own Children Age 6 to 17 only	1,103	15.7%	14.8%	106
<b>▲ With Own Children Both Age 0 to 5 and 6 to 17</b>	<b>430</b>	<b>6.1%</b>	<b>4.3%</b>	<b>142</b>
<b>▲ TOTAL NOT WORKING (UNEMPLOYED)</b>	<b>605</b>	<b>8.6%</b>	<b>6.2%</b>	<b>139</b>
<b>▲ With No Own Children</b>	<b>456</b>	<b>6.5%</b>	<b>3.8%</b>	<b>173</b>
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
<b>▲ With Own Children Age 6 to 17 only</b>	<b>129</b>	<b>1.8%</b>	<b>1.3%</b>	<b>146</b>
↓ With Own Children Both Age 0 to 5 and 6 to 17	20	0.3%	0.5%	52
TOTAL NOT IN THE LABOR FORCE	1,571	22.4%	27.0%	83
With No Own Children	1,136	16.2%	17.1%	95
↓ With Own Children Age 0 to 5 only	143	2.0%	2.6%	78
↓ With Own Children Age 6 to 17 only	165	2.4%	4.6%	51
↓ With Own Children Both Age 0 to 5 and 6 to 17	127	1.8%	2.6%	68
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	7,543			
Above Poverty Line (Households with Children)	5,323	64.2%	59.6%	108
Above Poverty Line (Households without Children)	2,192	26.4%	26.5%	100
↓ Below Poverty Line (Households with Children)	417	5.0%	7.9%	64
↓ Below Poverty Line (Households without Children)	364	4.4%	6.0%	73
<b>Households By Presence of Retirement Income (2013)</b>	7,066			
<b>▲ With Retirement Income</b>	<b>1,517</b>	<b>21.5%</b>	<b>17.6%</b>	<b>122</b>
Without Retirement Income	5,650	80.0%	81.5%	98

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Prepared For:  
Saint Felicitas Parish

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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		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	7,543			
Owner Occupied	5,635	74.7%	65.0%	115
↓ Renter Occupied	1,909	25.3%	35.0%	72
<b>▲ Median Rent (2013)</b>	<b>\$1,326</b>		<b>\$904</b>	<b>147</b>
<b>Structures By Number of Units (2016)</b>	7,849			
<b>▲ Single Unit</b>	<b>6,513</b>	<b>83.0%</b>	<b>67.3%</b>	<b>123</b>
↓ 3 to 4 Units	134	1.7%	8.1%	21
↓ 5 to 19 Units	264	3.4%	9.3%	36
<b>▲ 20 to 49 Units</b>	<b>451</b>	<b>5.7%</b>	<b>3.6%</b>	<b>159</b>
↓ 50 or more Units	276	3.5%	5.1%	69
↓ Mobile Home	179	2.3%	6.4%	35
<b>▲ Other</b>	<b>31</b>	<b>0.4%</b>	<b>0.1%</b>	<b>464</b>
<b>▲ Single To Multiple Unit Ratio</b>	<b>5.79</b>		<b>2.57</b>	<b>225</b>
<b>Owner-Occupied Property Values (2016)</b>	5,635			
Under \$40,000	373	6.6%	7.2%	92
↓ \$40,000 to \$59,999	72	1.3%	3.7%	35
↓ \$60,000 to \$79,999	80	1.4%	5.1%	28
↓ \$80,000 to \$99,999	5	0.1%	6.5%	1
↓ \$100,000 to 149,999	74	1.3%	15.1%	9
↓ \$150,000 to \$199,999	87	1.5%	14.6%	11
↓ \$200,000 to \$299,999	429	7.6%	18.1%	42
<b>▲ \$300,000 to \$499,999</b>	<b>3,396</b>	<b>60.3%</b>	<b>16.9%</b>	<b>356</b>
<b>▲ \$500,000 to \$999,999</b>	<b>1,069</b>	<b>19.0%</b>	<b>9.7%</b>	<b>195</b>
↓ \$1,000,000 and over	50	0.9%	3.0%	29
<b>▲ Median Property Value</b>	<b>\$396,224</b>		<b>\$192,432</b>	<b>206</b>

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Saint Felicitas Parish

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	7,849			
2010 and later	504	6.4%	5.5%	116
↓ 2000 to 2009	269	3.4%	14.6%	23
↓ 1990 to 1999	261	3.3%	13.4%	25
↓ 1980 to 1989	500	6.4%	13.2%	48
↓ 1970 to 1979	554	7.1%	15.0%	47
↓ 1960 to 1969	626	8.0%	10.4%	77
▲ 1950 to 1959	<b>4,165</b>	<b>53.1%</b>	<b>10.3%</b>	<b>517</b>
↓ 1949 or earlier	970	12.4%	17.7%	70
<b>Households By Number of Persons (2016)</b>	7,543			
↓ 1 Person Household	1,456	19.3%	27.3%	71
2 Person Household	2,079	27.6%	32.3%	85
3 Person Household	1,357	18.0%	16.2%	111
▲ 4 Person Household	<b>1,252</b>	<b>16.6%</b>	<b>13.1%</b>	<b>127</b>
▲ 5 Person Household	<b>707</b>	<b>9.4%</b>	<b>6.5%</b>	<b>145</b>
▲ 6 Person Household	<b>365</b>	<b>4.8%</b>	<b>2.8%</b>	<b>175</b>
▲ 7 or more Person Household	<b>327</b>	<b>4.3%</b>	<b>1.9%</b>	<b>227</b>
Average Persons Per Household	3.0		2.6	118
<b>Households By Heating Type (2013)</b>	7,167			
▲ Utility and Other Gas	<b>5,741</b>	<b>80.1%</b>	<b>54.0%</b>	<b>148</b>
↓ Electric	1,403	19.6%	36.1%	54
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	23	0.3%	2.2%	14
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	0	0.0%	0.9%	0

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	7,543			
↓ No Vehicles	220	2.9%	9.0%	32
↓ 1 Vehicle	1,881	24.9%	33.7%	74
2 Vehicle	3,031	40.2%	37.5%	107
▲ 3 or more Vehicles	<b>2,411</b>	<b>32.0%</b>	<b>19.8%</b>	<b>162</b>
<b>Workers By Travel Time to Work (2016)</b>	10,668			
↓ Less than 15 minutes	1,836	17.2%	27.3%	63
15 to 29 minutes	3,650	34.2%	36.5%	94
▲ 30 to 44 minutes	<b>2,637</b>	<b>24.7%</b>	<b>20.2%</b>	<b>123</b>
▲ 45 to 59 minutes	<b>1,097</b>	<b>10.3%</b>	<b>7.7%</b>	<b>133</b>
▲ 60 or more minutes	<b>1,448</b>	<b>13.6%</b>	<b>8.3%</b>	<b>164</b>
▲ Average Travel Time to Work (minutes)	<b>33.9</b>		<b>28.2</b>	<b>120</b>
<b>Workers By Type of Transportation to Work (2016)</b>	10,915			
Drive Alone	7,756	71.1%	76.9%	92
▲ Car Pool	<b>1,272</b>	<b>11.7%</b>	<b>9.6%</b>	<b>122</b>
▲ Public Transportation	<b>1,382</b>	<b>12.7%</b>	<b>5.1%</b>	<b>248</b>
↓ Walk to Work	124	1.1%	2.8%	40
↓ Other Means	93	0.9%	1.2%	69
↓ Work at Home	288	2.6%	4.4%	60

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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	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	2,892	38.3%	15.1%	254
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	2,804	37.2%	31.4%	118
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,333	17.7%	14.7%	121
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	388	5.1%	6.9%	75
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	114	1.5%	18.4%	8
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	6	0.1%	13.1%	1

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	2,341	31.0%	5.5%	560
5	Prosperous Diversity	2,305	30.6%	3.1%	985
15	Reliable Young Starters	1,292	17.1%	4.3%	403
4	Educated Mid-Life Families	574	7.6%	3.4%	223
20	Cautious and Mature	228	3.0%	2.6%	115
25	Working Country Consumers	142	1.9%	4.1%	46
7	Prosperous and Mature	114	1.5%	0.5%	280
17	Large Young Families	98	1.3%	2.2%	60
40	Surviving Urban Diversity	97	1.3%	4.0%	32
23	Established Empty-Nesters	90	1.2%	3.4%	35
11	Young Suburban Families	57	0.8%	3.0%	25
28	Building Country Families	53	0.7%	2.8%	25
39	New Beginning Urbanites	36	0.5%	2.8%	17
22	Mature and Established	22	0.3%	1.8%	16
18	Working Urban Families	21	0.3%	4.0%	7
45	Struggling Urban Diversity	17	0.2%	2.5%	9
21	Mature and Stable	15	0.2%	0.6%	35
14	Secure Mid-Life Families	13	0.2%	0.7%	26
30	Urban Senior Life	9	0.1%	0.8%	14
49	Exception Households	6	0.1%	0.2%	32

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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.		
12	Educated New Starters	5	0.1%	2.9%	2
26	Working Suburban Families	3	0.0%	0.1%	33
29	Working Country Families	2	0.0%	1.0%	3
9	Educated Working Families	2	0.0%	0.1%	32
27	Country Family Diversity	1	0.0%	0.3%	4
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
1	Traditional Affluent Families	0	0.0%	3.5%	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
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
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
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	<b>TOTALS</b>	<b>7,543</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	27.6%	35.4%	78
↓ Somewhat Involved with Their Faith	24.6%	29.9%	82
<b>▲ Not Involved with Their Faith</b>	<b>48.1%</b>	<b>34.7%</b>	<b>139</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.7%	22.1%	80
Decreased Their Involvement with Their Faith in the Last 10 Years	21.5%	23.7%	91

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.6%</b>	<b>0.5%</b>	<b>125</b>
↓ Baptist	8.1%	16.1%	50
Catholic	23.1%	23.7%	98
Congregational	1.8%	2.0%	94
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.0%</b>	<b>0.4%</b>	<b>234</b>
Episcopal	2.7%	2.9%	92
↓ Holiness	0.1%	0.8%	16
↓ Jehovah's Witnesses	0.9%	1.1%	89
<b>▲ Judaism</b>	<b>3.8%</b>	<b>3.2%</b>	<b>120</b>
↓ Lutheran	6.1%	7.2%	85
↓ Methodist	4.9%	10.1%	48
<b>▲ Mormon</b>	<b>3.0%</b>	<b>1.8%</b>	<b>168</b>
<b>▲ New Age</b>	<b>1.1%</b>	<b>0.6%</b>	<b>196</b>
<b>▲ Non-Denominational / Independent</b>	<b>10.9%</b>	<b>6.9%</b>	<b>158</b>
Orthodox	0.3%	0.3%	100
Pentecostal	2.4%	2.4%	98
Presbyterian / Reformed	4.7%	4.6%	104
Unitarian / Universalist	0.7%	0.7%	96
<b>▲ Interested but No Preference</b>	<b>5.6%</b>	<b>3.9%</b>	<b>145</b>
<b>▲ Not Interested and No Preference</b>	<b>18.0%</b>	<b>11.1%</b>	<b>162</b>

Likely to Have Changed Their Preference in the Last 10 Years	17.7%	16.8%	105
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**LEADERSHIP PREFERENCE INDICATOR**

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

Tells them what to do	3.9%	4.0%	98
Lets them do what they want and is supportive	11.3%	11.7%	97
Lets them do what they want and stays out of the way	4.5%	4.8%	94
Works with them on deciding what to do and helps them do it	80.3%	79.6%	101

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	42.5%	43.5%	98
↓ Finding/Providing Health Insurance	22.8%	29.0%	79
Day-to-Day Financial Worries	29.9%	31.6%	95
Finding Employment Opportunities	14.5%	14.4%	100
Finding Affordable Housing	11.5%	11.3%	102
↓ Providing Adequate Food	6.5%	8.6%	76
Finding Child Care	5.9%	6.3%	94
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	13.7%	16.7%	82
Dealing With Teen / Child Problems	19.0%	20.7%	92
Finding/Providing Aging Parent Care	15.5%	15.5%	100
↓ Dealing With Abusive Relationships	9.0%	11.4%	79
↓ Dealing With Divorce	3.4%	4.5%	76
<b>COMMUNITY PROBLEMS:</b>			
▲ <b>Neighborhood Crime and Safety</b>	<b>31.7%</b>	<b>27.0%</b>	<b>118</b>
Finding/Providing Good Schools	25.6%	23.5%	109
Dealing with Problems in Schools	12.7%	13.6%	94
Dealing With Racial / Ethnic Prejudice	12.9%	13.1%	98
▲ <b>Dealing With Neighborhood Gangs</b>	<b>12.7%</b>	<b>8.5%</b>	<b>150</b>
Dealing with Social Injustice	11.9%	11.3%	105
<b>HOPES AND DREAMS:</b>			
▲ <b>Achieving Long-term Financial Security</b>	<b>56.8%</b>	<b>50.6%</b>	<b>112</b>
▲ <b>Finding Time for Recreation / Leisure</b>	<b>30.2%</b>	<b>25.3%</b>	<b>120</b>
Finding Better Quality Healthcare	22.2%	23.9%	93
Finding A Satisfying Job / Career	20.1%	19.3%	104
Finding Retirement Opportunities	19.1%	18.9%	101
Achieving A Fulfilling Marriage	24.3%	22.3%	109
Developing Parenting Skills	16.2%	14.7%	110
Achieving Educational Objectives	8.2%	7.5%	110
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.9%	29.8%	97
Finding Companionship	16.9%	17.3%	98
↓ Finding A Good Church	9.8%	15.2%	65
↓ Finding Spiritual Teaching	8.9%	12.9%	69
Finding Life Direction	14.6%	14.0%	105

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#### KEY VALUES INDICATOR

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

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

"I believe there is a God"	83.1%	84.5%	98
"God is actively involved in the world including nations and their governments"	59.2%	63.8%	93

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

"It is important to preserve the traditional American family structure"	91.2%	91.5%	100
"A healthy environment has become a national crisis"	81.7%	82.8%	99
"Public education is essential to the future of American society"	94.5%	94.0%	101

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

"Government should be the primary provider of human welfare services"	46.3%	50.1%	92
"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"	58.0%	62.6%	93

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

"The United States must open its doors to all people groups"	35.8%	36.3%	99
"The changing racial / ethnic face of America is a threat to our national heritage"	35.3%	36.3%	97

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	59.8%	59.8%	100
More than \$500 per year	32.5%	31.2%	104
More than \$1,000 per year	18.9%	17.4%	109

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

▲ More than \$100 per year	40.7%	33.7%	121
▲ More than \$500 per year	8.2%	6.8%	121
More than \$1,000 per year	2.5%	2.3%	109

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

More than \$100 per year	17.6%	16.1%	109
↓ More than \$500 per year	3.7%	4.3%	86
More than \$1,000 per year	2.0%	2.2%	91

*Ministry Area Profile 2016*  
**Compass**  
REPORT

Saint Felicitas Parish

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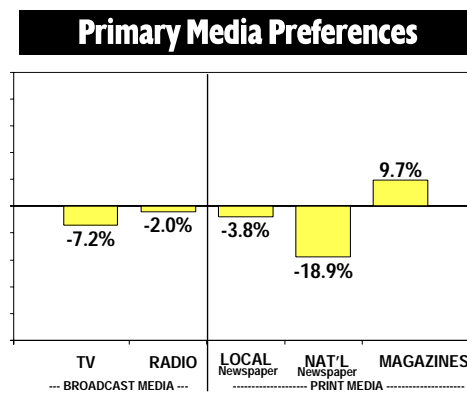
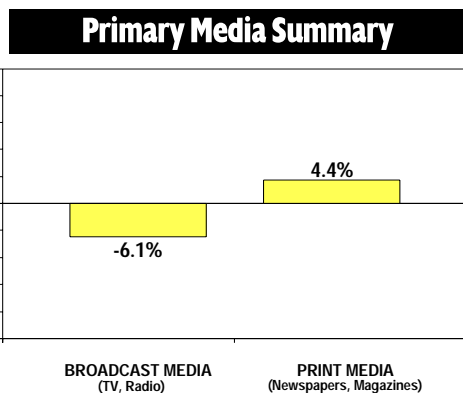
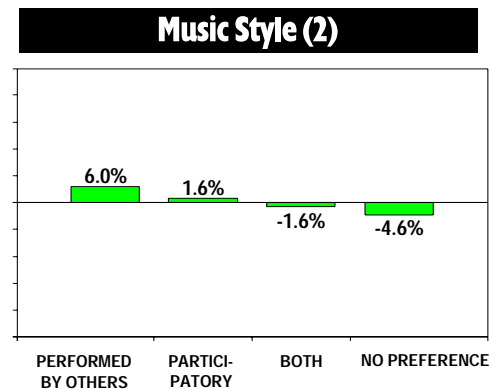
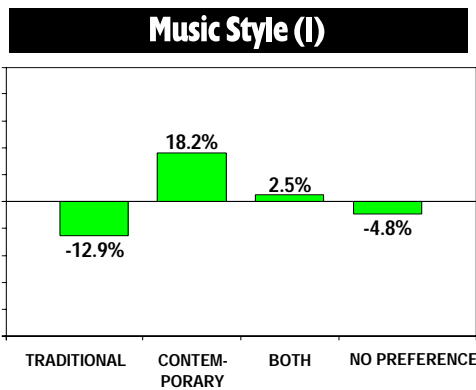
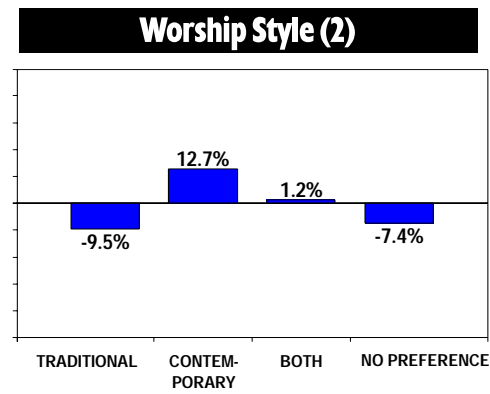
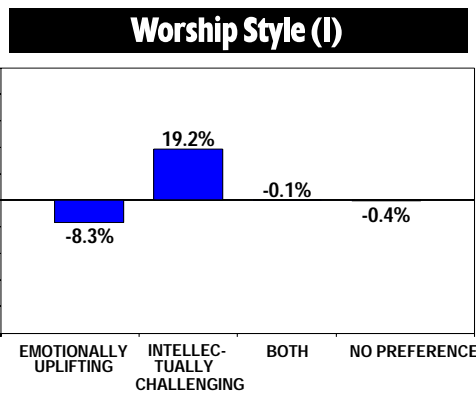
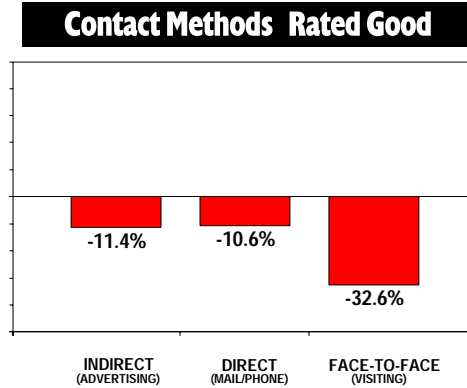
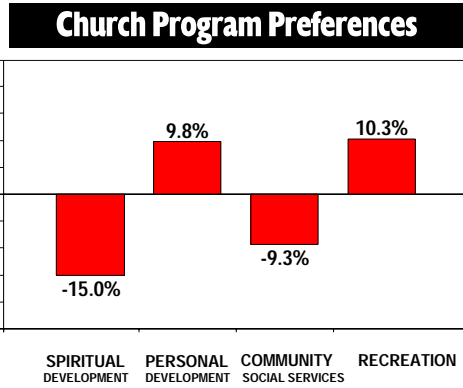
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Date: 6/20/2016

Prepared For:  
Saint Felicitas Parish

Study Area Definition:  
Custom Polygon





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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	33.3%	41.1%	81
Adult Theological Discussion Groups	20.7%	22.5%	92
↓ Spiritual Retreats	10.0%	11.6%	86

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

Marriage Enrichment Opportunities	16.6%	15.2%	109
▲ <b>Parent Training Programs</b>	<b>9.7%</b>	<b>7.8%</b>	<b>124</b>
Twelve Step Programs	3.5%	3.5%	102
↓ Divorce Recovery	1.8%	2.4%	76

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

Personal or Family Counseling	21.2%	22.5%	94
Care for the Terminally Ill	14.1%	15.7%	90
↓ Food and Clothing Resources	6.6%	11.1%	60
▲ <b>Day Care Services</b>	<b>7.1%</b>	<b>6.1%</b>	<b>117</b>
Church Sponsored Day-School	6.2%	5.7%	109

##### **RECREATION:**

Youth Social Programs	32.1%	29.7%	108
▲ <b>Family Activities and Outings</b>	<b>36.5%</b>	<b>32.8%</b>	<b>111</b>
Active Retirement Programs	27.6%	26.8%	103
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>22.2%</b>	<b>18.9%</b>	<b>117</b>
▲ <b>Sports or Camping</b>	<b>8.0%</b>	<b>6.3%</b>	<b>127</b>

#### SUMMARY

↓ Spiritual Development Index	85
Personal Development Index	110
Community/Social Services Index	91
Recreation Index	110



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### WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

**PART 1:**

A. Emotionally Uplifting	24.2%	26.4%	92
▲ B. Intellectually Challenging	<b>13.2%</b>	<b>11.1%</b>	<b>119</b>
C. Both A and B	39.1%	39.2%	100
D. No Preference or Not Interested	23.3%	23.4%	100

**PART 2:**

A. Traditional/Formal/Ceremonial	18.3%	20.2%	90
▲ B. Contemporary/Informal	<b>29.6%</b>	<b>26.3%</b>	<b>113</b>
C. Both A and B	26.9%	26.5%	101
D. No Preference or Not Interested	24.9%	26.9%	93

### MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

**PART 1:**

↓ A. Traditional	21.3%	24.4%	87
▲ B. Contemporary	<b>23.3%</b>	<b>19.7%</b>	<b>118</b>
C. Both A and B	31.9%	31.1%	103
D. No Preference or Not Interested	23.6%	24.8%	95

**PART 2:**

A. Performed by Others	19.8%	18.7%	106
B. Participatory	23.3%	22.9%	102
C. Both A and B	31.7%	32.2%	98
D. No Preference or Not Interested	25.0%	26.2%	95





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	22.8%	22.0%	103
B. Personal Spiritual Development	14.5%	14.3%	101
C. Both A and B	37.7%	37.4%	101
D. No Preference or Not Interested	24.9%	26.3%	95

**PART 2:**

A. Global Mission	6.3%	6.2%	102
B. Local Mission	32.7%	33.3%	98
C. Both A and B	31.4%	30.1%	104
D. No Preference or Not Interested	29.3%	30.4%	96

**CHURCH ARCHITECTURE INDICATOR**

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

**PART 1:**

↓ A. Traditional	22.7%	26.6%	85
▲ B. Contemporary	<b>21.1%</b>	<b>15.9%</b>	<b>132</b>
C. Both A and B	32.9%	32.3%	102
D. No Preference or Not Interested	23.5%	25.1%	94

**PART 2:**

↓ A. Somber/Serious	6.9%	9.4%	74
▲ B. Light and Airy	<b>40.2%</b>	<b>34.7%</b>	<b>116</b>
C. Both A and B	27.1%	27.7%	98
D. No Preference or Not Interested	25.9%	28.2%	92



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### PRIMARY MEDIA PREFERENCE

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

<b>BROADCAST MEDIA:</b>			
Television	43.9%	47.3%	93
Radio	13.1%	13.3%	98
<b>PRINT MEDIA:</b>			
Local Newspaper	38.1%	36.1%	105
↓ National Newspaper	3.5%	4.3%	81
▲ Magazines	3.2%	2.4%	132

### SECONDARY MEDIA PREFERENCE

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

<b>BROADCAST MEDIA:</b>			
Television	31.8%	31.9%	100
Radio	24.1%	23.8%	101
<b>PRINT MEDIA:</b>			
Local Newspaper	31.4%	32.7%	96
National Newspaper	5.2%	5.8%	90
Magazines	7.7%	7.0%	110

### SUMMARY

Overall Broadcast Media Index (100 = Average)	97
Overall Print Media Index	101



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**CHURCH CONTACT METHODS RATED GOOD**

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

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
↓ Local Radio Announcements or Advertisements	32.4%	36.2%	89
↓ Putting Ad in Local Newspaper	29.7%	33.8%	88
↓ Local Cable Channels	26.9%	30.4%	89
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	51.1%	53.7%	95
↓ Calling and Offering to Send Information By Mail	25.0%	29.5%	85
↓ Calling and Discussing on the Phone	9.1%	12.0%	76
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
↓ Calling and Offering to Visit When Convenient	13.8%	20.1%	68
↓ Going Door to Door	9.2%	14.0%	66

**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	23.0%	19.6%	117
▲ Putting Ad in Local Newspaper	26.0%	21.5%	121
Local Cable Channels	33.4%	30.7%	109
<b>DIRECT METHODS (MORE PERSONAL):</b>			
▲ Sending Information By Mail	15.8%	13.3%	119
▲ Calling and Offering to Send Information By Mail	41.1%	34.0%	121
▲ Calling and Discussing on the Phone	70.2%	60.6%	116
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
▲ Calling and Offering to Visit When Convenient	60.5%	49.6%	122
Going Door to Door	70.7%	64.0%	110

<b>SUMMARY OF METHODS RATED GOOD</b>	
↓ Indirect Methods Index (100 = Average)	89
↓ Direct Methods Index	89
↓ Face-to-Face Methods Index	67

<b>SUMMARY OF METHODS RATED POOR</b>	
▲ Indirect Methods Index	115
▲ Direct Methods Index	118
▲ Face-to-Face Methods Index	115