

**ministry
area** 
profile 2016

Saint Joachim Parish

Study Area Definition:
Custom Polygon



ID# 229776:229776



Prepared For:
Saint Joachim Parish

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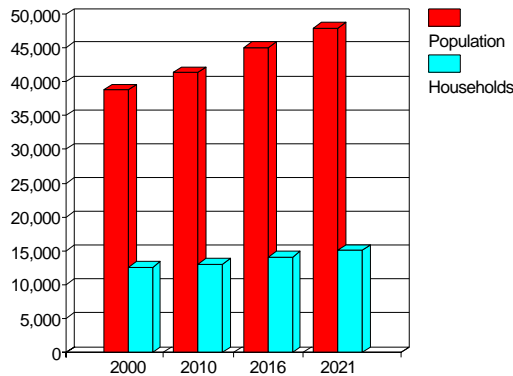
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 45,005 persons residing in the defined study area. This represents an increase of 6,247 or 16.1% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.5% or 2,918 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 *very high* with 20 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 19.1% 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 16.7% of the population and all other racial/ethnic groups make up a substantial 83.3% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 48.0% of the total population. *Asians* are projected to be the fastest growing group increasing by 13.1% 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 12,907 persons or 28.7% of the total population in the area. *Generation Z* (age 0 to 14) make up 21.4% of the population which compared to a national average of 19.0% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *somewhat non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 80.0% 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 23.7% of those over 25 in the area versus 29.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Neighborhood Crime and Safety, Affordable Housing, Achieving Educational Objectives, Employment Opportunities* and *Time for Recreation/Leisure*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$82,446 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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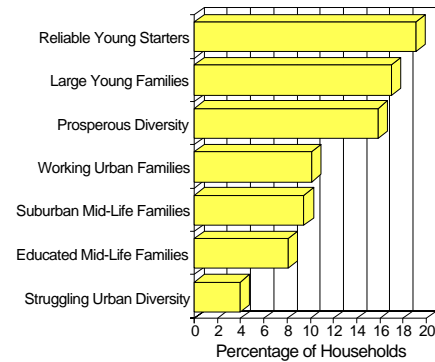
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Population and Households

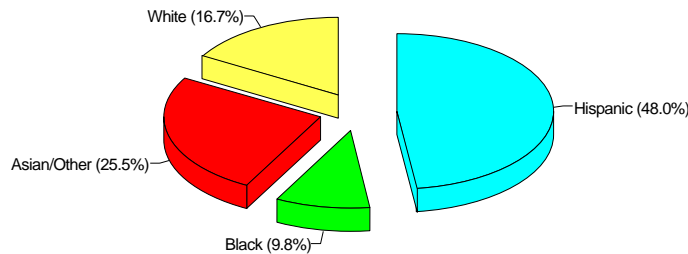


Primary U.S. Lifestyles Segments-2016

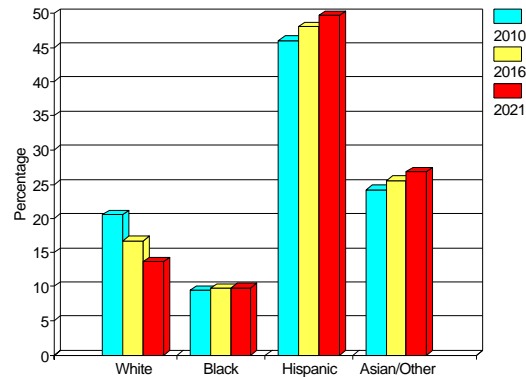


The population in the study area has increased by 3630 persons, or 8.8% since 2010 and is projected to increase by 2918 persons, or 6.5% between 2016 and 2021. The number of households has increased by 1137, or 8.7% since 2010 and is projected to increase by 917, or 6.5% between 2016 and 2021.

Population By Race/Ethnicity-2016

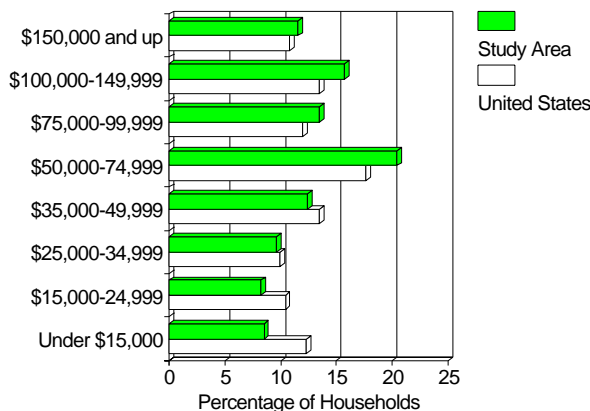


Population By Race/Ethnicity Trend

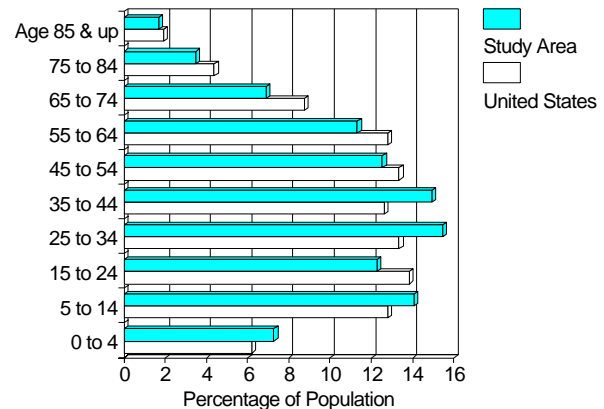


Between 2016 and 2021, the White population is projected to decrease by 990 persons and to decrease from 16.7% to 13.6% of the total population. The Black population is projected to increase by 327 persons and to remain stable at 9.8% of the total. The Hispanic/Latino population is projected to increase by 2210 persons and to increase from 48.0% to 49.7% of the total. The Asian/Other population is projected to increase by 1370 persons and to increase from 25.5% to 26.8% of the total population.

Households By Income-2016



Population by Age-2016

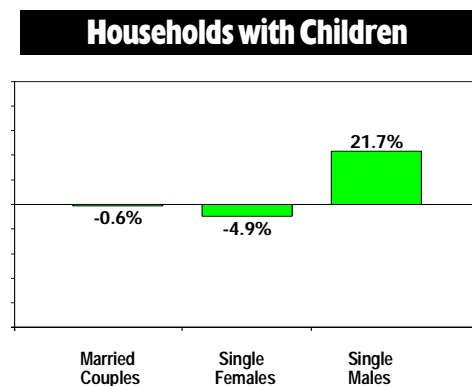
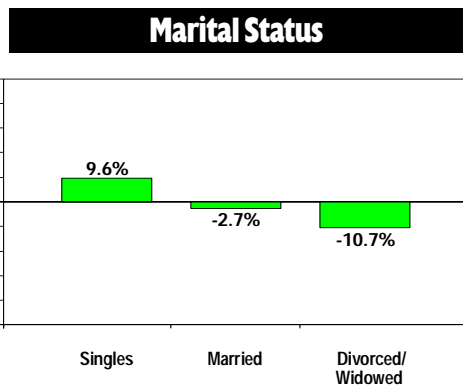
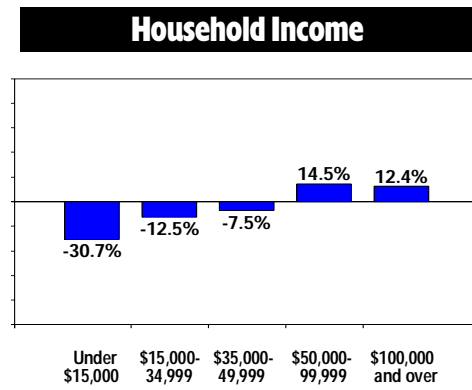
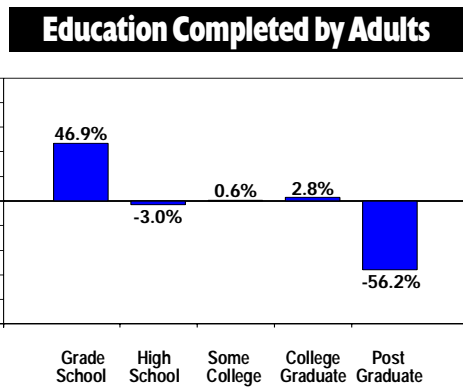
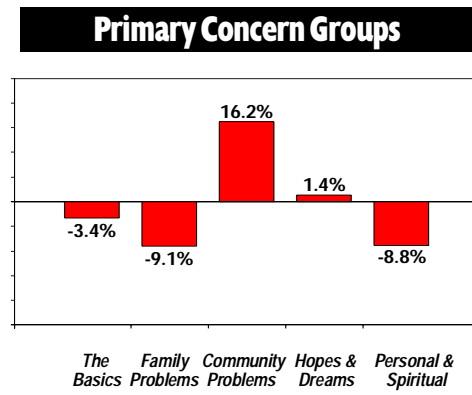
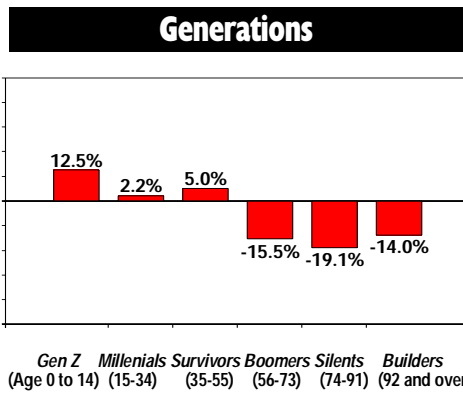
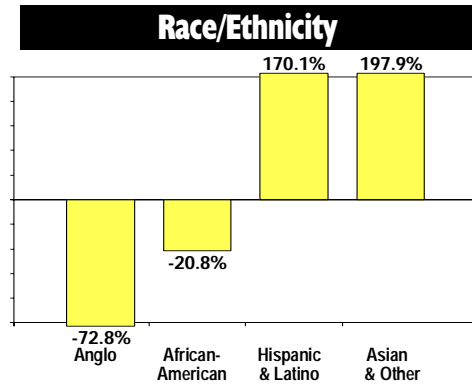
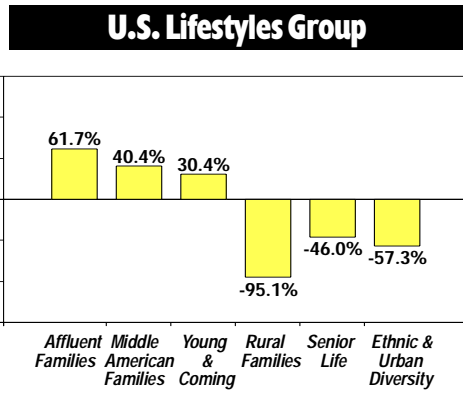


The average household income in the study area is \$82446 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.8 and is projected to increase to 37.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	38,758	41,375	45,005	47,923		
Population Change		2,617	3,630	2,918		
Percentage Change		6.8%	8.8%	6.5%		
Average Annual Growth Rate		0.7%	1.5%	1.3%		
▲ Density (Pop. per square mile)	3,546	3,785	4,118	4,385		
HOUSEHOLDS						
▲ Households	12,594	13,013	14,150	15,067		
Household Change		419	1,137	917		
Percentage Change		3.3%	8.7%	6.5%		
Average Annual Growth Rate		0.3%	1.5%	1.3%		
▲ Persons Per Household	3.04	3.14	3.14	3.14		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	8,467	20.5%	7,508	16.7%	6,518	13.6%
▲ African-American (Non-Hisp)	3,890	9.4%	4,390	9.8%	4,717	9.8%
▲ Hispanic/Latino	19,017	46.0%	21,616	48.0%	23,826	49.7%
▲ Asian/Other (Non-Hisp)	10,001	24.2%	11,492	25.5%	12,862	26.8%
POPULATION BY GENDER						
↓ Female	20,924	50.6%	22,736	50.5%	24,198	50.5%
▲ Male	20,451	49.4%	22,269	49.5%	23,725	49.5%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	5,659	13.7%	9,614	21.4%	13,158	27.5%
↓ Millennials (Born 1982 to 2001)	11,819	28.6%	12,492	27.8%	12,723	26.5%
↓ Survivors (Born 1961 to 1981)	12,464	30.1%	12,909	28.7%	13,229	27.6%
↓ Boomers (Born 1943 to 1960)	7,833	18.9%	7,412	16.5%	6,950	14.5%
↓ Silents (Born 1925 to 1942)	3,087	7.5%	2,429	5.4%	1,858	3.9%
↓ Builders (Born 1924 and earlier)	593	1.4%	151	0.3%	7	0.0%
AGE						
▲ Average Age	35.8		36.8		37.8	
▲ Median Age	34.9		36.1		37.6	
INCOME						
▲ Average Household Income	\$65,362		\$82,446		\$91,589	
▲ Median Household Income	\$61,025		\$66,706		\$73,720	
▲ Per Capita Income	\$20,557		\$25,922		\$28,796	

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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	672	5.2%	1,640	11.6%	2,247	14.9%
\$100,000 to \$149,999	2,250	17.3%	2,224	15.7%	2,545	16.9%
\$75,000 to \$99,999	1,818	14.0%	1,908	13.5%	2,047	13.6%
\$50,000 to \$74,999	2,520	19.4%	2,890	20.4%	2,884	19.1%
↓ \$35,000 to \$49,999	1,934	14.9%	1,755	12.4%	1,739	11.5%
↓ \$25,000 to \$34,999	1,282	9.8%	1,354	9.6%	1,324	8.8%
↓ \$15,000 to \$24,999	1,323	10.2%	1,171	8.3%	1,124	7.5%
↓ Under \$15,000	1,215	9.3%	1,207	8.5%	1,156	7.7%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,213	7.8%	3,285	7.3%	3,343	7.0%
Required Formal Schooling (5-17)	7,593	18.4%	8,070	17.9%	8,662	18.1%
↓ College Years, Career Starts (18-24)	4,006	9.7%	3,785	8.4%	3,894	8.1%
↓ Singles and Young Families (25-34)	6,501	15.7%	6,966	15.5%	6,223	13.0%
Families, Empty Nesters (35-54)	11,408	27.6%	12,373	27.5%	13,750	28.7%
Enrichment Years Singles/Couples (55-64)	4,285	10.4%	5,092	11.3%	5,391	11.2%
▲ Retirement Opportunities (65+)	4,449	10.8%	5,435	12.1%	6,662	13.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,213	7.8%	3,285	7.3%	3,343	7.0%
↓ 5 to 9 years	3,057	7.4%	3,259	7.2%	3,365	7.0%
10 to 14 years	2,841	6.9%	3,070	6.8%	3,359	7.0%
15 to 17 years	1,695	4.1%	1,741	3.9%	1,938	4.0%
18 to 20 years	1,647	4.0%	1,600	3.6%	1,721	3.6%
↓ 21 to 24 years	2,359	5.7%	2,185	4.9%	2,173	4.5%
↓ 25 to 29 years	3,332	8.1%	3,258	7.2%	3,085	6.4%
30 to 34 years	3,169	7.7%	3,708	8.2%	3,138	6.5%
▲ 35 to 39 years	3,020	7.3%	3,509	7.8%	3,759	7.8%
▲ 40 to 44 years	2,797	6.8%	3,222	7.2%	3,752	7.8%
45 to 49 years	2,812	6.8%	2,850	6.3%	3,168	6.6%
50 to 54 years	2,779	6.7%	2,792	6.2%	3,071	6.4%
55 to 59 years	2,400	5.8%	2,679	6.0%	2,700	5.6%
▲ 60 to 64 years	1,885	4.6%	2,413	5.4%	2,691	5.6%
▲ 65 to 69 years	1,281	3.1%	1,865	4.1%	2,222	4.6%
▲ 70 to 74 years	967	2.3%	1,238	2.8%	1,826	3.8%
75 to 84 years	1,542	3.7%	1,579	3.5%	1,872	3.9%
85 or more years	659	1.6%	753	1.7%	742	1.5%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	35,391			
Single (Never Married)	12,755	36.0%	32.9%	110
Married	17,282	48.8%	50.2%	97
Divorced/Widowed	5,354	15.1%	16.9%	89
Marital Status Females 15 and Older (2016)	17,981			
Single (Never Married)	5,804	32.3%	29.8%	108
Married	8,614	47.9%	48.8%	98
Divorced/Widowed	3,563	19.8%	21.4%	93
Marital Status Males 15 and Older (2016)	17,410			
Single (Never Married)	6,951	39.9%	36.2%	110
Married	8,668	49.8%	51.6%	97
Divorced/Widowed	1,791	10.3%	12.3%	84
FAMILY STRUCTURE				
Households By Type (2016)	14,150			
Married Couple	6,899	48.8%	48.5%	101
▲ Other Family - Male Head of Household	1,151	8.1%	4.9%	165
▲ Other Family - Female Head of Household	2,370	16.7%	13.0%	129
↓ Non Family - Male Head of Household	1,779	12.6%	15.8%	79
↓ Non Family - Female Head of Household	1,951	13.8%	17.7%	78
Households With Children 0 to 18 (2016)	5,977			
Married Couple Family	3,875	64.8%	65.2%	99
▲ Other Family - Male Head of Household	616	10.3%	8.5%	122
Other Family - Female Head of Household	1,440	24.1%	25.3%	95
↓ Non Family	46	0.8%	1.0%	80
Population By Household Type (2016)	45,005			
↓ Group Quarters	490	1.1%	2.5%	43

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	490			
↓ 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	244	49.8%	18.7%	266
▲ Other	246	50.2%	15.2%	330
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	45,005			
↓ White (Non-Hispanic)	7,508	16.7%	61.3%	27
↓ African-American (Non-Hisp)	4,390	9.8%	12.3%	79
▲ Hispanic/Latino	21,616	48.0%	17.8%	270
↓ Native American (Non-Hisp)	175	0.4%	0.7%	53
▲ Asian (Non-Hisp)	8,797	19.5%	5.3%	370
▲ Hawaiian & Pacific Islander (Non-Hisp)	986	2.2%	0.2%	1,301
▲ Other Races & Multiple Races (Non-Hisp)	1,536	3.4%	2.4%	143
Asian Population By Race (2016)	8,946			
Chinese	2,359	26.4%	22.3%	118
↓ Japanese	86	1.0%	5.0%	19
↓ Indian	598	6.7%	19.5%	34
↓ Korean	238	2.7%	9.6%	28
Vietnamese	893	10.0%	11.0%	91
▲ Other Asian Races	4,772	53.3%	32.5%	164
Hispanic/Latino Population By Race (2016)	21,616			
↓ White	9,127	42.2%	53.0%	80
↓ African-American	251	1.2%	2.5%	46
▲ Native American	431	2.0%	1.4%	146
▲ Asian	149	0.7%	0.4%	165
▲ Other Races & Multiple Races	11,658	53.9%	42.7%	126
Hispanic/Latino Population By Origin (2016)	21,616			
▲ Mexican	16,572	76.7%	62.4%	123
↓ Puerto Rican	704	3.3%	9.5%	34
↓ Cuban	76	0.4%	3.5%	10
Other Hispanic Origin	4,264	19.7%	24.6%	80

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	11,287			
▲ Pre-Primary (Public)	515	4.6%	3.4%	133
↓ Pre-Primary (Private)	214	1.9%	2.6%	72
Elementary/High School (Public)	7,156	63.4%	58.9%	108
↓ Elementary/High School (Private)	467	4.1%	6.6%	62
Enrolled in College	2,935	26.0%	28.4%	92
Population By Education Completed (Age 25 and over) (2016)	29,866			
▲ Elementary (Less than 9 years)	3,383	11.3%	5.8%	195
Some High School (9 to 11 years)	2,576	8.6%	7.8%	111
High School Graduate (12 years)	8,075	27.0%	27.9%	97
Some College (13 to 15 years)	6,632	22.2%	21.2%	105
Associate Degree	2,128	7.1%	8.0%	89
Bachelor's Degree	5,624	18.8%	18.3%	103
↓ Graduate Degree	1,447	4.8%	11.0%	44
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	20,154			
TOTAL WHITE COLLAR	11,451	56.8%	61.5%	92
↓ Executive and Managerial	1,386	6.9%	9.7%	71
↓ Professional Specialty	2,411	12.0%	16.6%	72
Technical Support	1,659	8.2%	8.3%	99
Sales	2,009	10.0%	10.9%	92
▲ Administrative Support & Clerical	3,986	19.8%	16.0%	123
TOTAL BLUE COLLAR	8,702	43.2%	38.5%	112
Service: Private Households	892	4.4%	3.7%	120
↓ Service: Protective	240	1.2%	2.2%	54
↓ Service: Other	1,005	5.0%	7.5%	67
↓ Farming, Forestry & Fishing	49	0.2%	0.7%	34
Precision Production and Craft	2,523	12.5%	11.0%	114
Operators and Assemblers	665	3.3%	3.2%	102
▲ Transportation and Material Moving	2,235	11.1%	6.2%	180
▲ Laborers	1,093	5.4%	4.0%	134

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	34,815			
Employed	20,380	58.5%	58.1%	101
▲ Unemployed	3,045	8.7%	5.6%	155
Not in Labor Force	11,390	32.7%	36.3%	90
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	7,880	59.6%	66.8%	89
With No Own Children	5,002	37.8%	42.2%	90
↓ With Own Children Age 0 to 5 only	515	3.9%	5.5%	71
With Own Children Age 6 to 17 only	1,664	12.6%	14.8%	85
▲ With Own Children Both Age 0 to 5 and 6 to 17	699	5.3%	4.3%	122
▲ TOTAL NOT WORKING (UNEMPLOYED)	1,292	9.8%	6.2%	157
▲ With No Own Children	895	6.8%	3.8%	180
▲ With Own Children Age 0 to 5 only	135	1.0%	0.7%	155
↓ With Own Children Age 6 to 17 only	131	1.0%	1.3%	79
▲ With Own Children Both Age 0 to 5 and 6 to 17	131	1.0%	0.5%	181
TOTAL NOT IN THE LABOR FORCE	4,060	30.7%	27.0%	114
With No Own Children	2,472	18.7%	17.1%	109
▲ With Own Children Age 0 to 5 only	466	3.5%	2.6%	136
With Own Children Age 6 to 17 only	624	4.7%	4.6%	101
▲ With Own Children Both Age 0 to 5 and 6 to 17	498	3.8%	2.6%	142
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	14,150			
Above Poverty Line (Households with Children)	9,230	57.2%	59.6%	96
Above Poverty Line (Households without Children)	4,727	29.3%	26.5%	110
Below Poverty Line (Households with Children)	1,191	7.4%	7.9%	94
Below Poverty Line (Households without Children)	1,000	6.2%	6.0%	103
Households By Presence of Retirement Income (2013)				
With Retirement Income	2,235	17.2%	17.6%	98
Without Retirement Income	10,824	83.2%	81.5%	102

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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HOUSING				
Occupied Units By Type (2016)	14,150			
Owner Occupied	7,461	52.7%	65.0%	81
▲ Renter Occupied	6,689	47.3%	35.0%	135
▲ Median Rent (2013)	\$1,304		\$904	144
Structures By Number of Units (2016)	14,785			
Single Unit	9,683	65.5%	67.3%	97
↓ 3 to 4 Units	890	6.0%	8.1%	74
▲ 5 to 19 Units	1,762	11.9%	9.3%	128
▲ 20 to 49 Units	824	5.6%	3.6%	155
▲ 50 or more Units	1,089	7.4%	5.1%	144
↓ Mobile Home	527	3.6%	6.4%	55
↓ Other	9	0.1%	0.1%	71
Single To Multiple Unit Ratio	2.12		2.57	82
Owner-Occupied Property Values (2016)	7,461			
↓ Under \$40,000	296	4.0%	7.2%	55
↓ \$40,000 to \$59,999	82	1.1%	3.7%	30
↓ \$60,000 to \$79,999	136	1.8%	5.1%	35
↓ \$80,000 to \$99,999	54	0.7%	6.5%	11
↓ \$100,000 to 149,999	183	2.5%	15.1%	16
↓ \$150,000 to \$199,999	236	3.2%	14.6%	22
\$200,000 to \$299,999	1,116	15.0%	18.1%	83
▲ \$300,000 to \$499,999	3,205	43.0%	16.9%	254
▲ \$500,000 to \$999,999	1,733	23.2%	9.7%	239
▲ \$1,000,000 and over	421	5.6%	3.0%	186
▲ Median Property Value	\$402,829		\$192,432	209

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	14,785			
▲ 2010 and later	1,352	9.1%	5.5%	166
↓ 2000 to 2009	1,549	10.5%	14.6%	72
↓ 1990 to 1999	894	6.0%	13.4%	45
↓ 1980 to 1989	1,536	10.4%	13.2%	79
↓ 1970 to 1979	1,547	10.5%	15.0%	70
1960 to 1969	1,771	12.0%	10.4%	115
▲ 1950 to 1959	4,359	29.5%	10.3%	287
↓ 1949 or earlier	1,778	12.0%	17.7%	68
Households By Number of Persons (2016)	14,150			
↓ 1 Person Household	2,817	19.9%	27.3%	73
↓ 2 Person Household	3,634	25.7%	32.3%	80
3 Person Household	2,468	17.4%	16.2%	107
▲ 4 Person Household	2,265	16.0%	13.1%	123
▲ 5 Person Household	1,466	10.4%	6.5%	160
▲ 6 Person Household	725	5.1%	2.8%	185
▲ 7 or more Person Household	775	5.5%	1.9%	287
▲ Average Persons Per Household	3.1		2.6	121
Households By Heating Type (2013)	13,060			
▲ Utility and Other Gas	9,262	70.9%	54.0%	131
↓ Electric	3,499	26.8%	36.1%	74
↓ Oil	21	0.2%	6.1%	3
↓ Coal and Wood	20	0.2%	2.2%	7
↓ Solar/Other Fuel	6	0.0%	0.5%	9
▲ No Fuel Used	252	1.9%	0.9%	204

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TRANSPORTATION				
Households By Number of Vehicles (2016)	14,150			
↓ No Vehicles	961	6.8%	9.0%	76
1 Vehicle	4,499	31.8%	33.7%	94
2 Vehicle	5,056	35.7%	37.5%	95
▲ 3 or more Vehicles	3,634	25.7%	19.8%	130
Workers By Travel Time to Work (2016)	19,020			
↓ Less than 15 minutes	3,658	19.2%	27.3%	71
15 to 29 minutes	6,695	35.2%	36.5%	96
▲ 30 to 44 minutes	4,952	26.0%	20.2%	129
45 to 59 minutes	1,695	8.9%	7.7%	115
▲ 60 or more minutes	2,019	10.6%	8.3%	128
Average Travel Time to Work (minutes)	31.6		28.2	112
Workers By Type of Transportation to Work (2016)	19,419			
Drive Alone	13,529	69.7%	76.9%	91
▲ Car Pool	3,018	15.5%	9.6%	163
▲ Public Transportation	1,676	8.6%	5.1%	169
Walk to Work	498	2.6%	2.8%	91
Other Means	245	1.3%	1.2%	101
↓ Work at Home	451	2.3%	4.4%	53

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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.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	6,241	44.1%	31.4%	140
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	3,457	24.4%	15.1%	162
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,705	19.1%	14.7%	130
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,111	7.9%	18.4%	43
5	Senior Life (7, 20, 21, 22, 30 and 31)	528	3.7%	6.9%	54
4	Rural Families (27, 26, 29, 33, 35 and 38)	91	0.6%	13.1%	5

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.		
15	Reliable Young Starters	2,700	19.1%	4.3%	449
17	Large Young Families	2,401	17.0%	2.2%	789
5	Prosperous Diversity	2,239	15.8%	3.1%	510
18	Working Urban Families	1,426	10.1%	4.0%	254
10	Suburban Mid-Life Families	1,341	9.5%	5.5%	171
4	Educated Mid-Life Families	1,142	8.1%	3.4%	237
45	Struggling Urban Diversity	561	4.0%	2.5%	161
25	Working Country Consumers	514	3.6%	4.1%	88
40	Surviving Urban Diversity	514	3.6%	4.0%	90
23	Established Empty-Nesters	401	2.8%	3.4%	84
20	Cautious and Mature	265	1.9%	2.6%	71
28	Building Country Families	153	1.1%	2.8%	39
22	Mature and Established	121	0.9%	1.8%	48
7	Prosperous and Mature	106	0.7%	0.5%	139
14	Secure Mid-Life Families	76	0.5%	0.7%	82
29	Working Country Families	54	0.4%	1.0%	40
27	Country Family Diversity	31	0.2%	0.3%	64
21	Mature and Stable	19	0.1%	0.6%	24
41	Struggling Hispanic Households	17	0.1%	1.6%	7
30	Urban Senior Life	11	0.1%	0.8%	9

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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.		
24	Metro Multi-Ethnic Diversity	10	0.1%	2.7%	3
49	Exception Households	7	0.0%	0.2%	20
31	Mature Country Families	6	0.0%	0.5%	8
32	Working Urban Life	5	0.0%	1.7%	2
26	Working Suburban Families	5	0.0%	0.1%	30
19	Educated and Promising	4	0.0%	0.1%	36
11	Young Suburban Families	3	0.0%	3.0%	1
43	Laboring Urban Diversity	3	0.0%	0.5%	4
9	Educated Working Families	2	0.0%	0.1%	17
38	Rural Working Families	1	0.0%	8.8%	0
34	College and Career Starters	1	0.0%	0.6%	1
44	Laboring Urban Life	1	0.0%	0.1%	9
16	Established Country Families	0	0.0%	6.4%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	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
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
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	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		14,140	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.7%	35.4%	78
↓ Somewhat Involved with Their Faith	23.9%	29.9%	80
▲ Not Involved with Their Faith	48.9%	34.7%	141

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.3%	22.1%	78
Decreased Their Involvement with Their Faith in the Last 10 Years	21.7%	23.7%	92

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	145
↓ Baptist	9.0%	16.1%	56
Catholic	21.6%	23.7%	91
Congregational	1.8%	2.0%	90
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	234
↓ Episcopal	2.5%	2.9%	86
↓ Holiness	0.2%	0.8%	23
Jehovah's Witnesses	1.1%	1.1%	109
Judaism	3.2%	3.2%	101
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.8%	10.1%	48
▲ Mormon	4.0%	1.8%	226
▲ New Age	1.2%	0.6%	205
▲ Non-Denominational / Independent	11.4%	6.9%	164
Orthodox	0.3%	0.3%	103
Pentecostal	2.7%	2.4%	110
Presbyterian / Reformed	4.4%	4.6%	95
↓ Unitarian / Universalist	0.6%	0.7%	89
▲ Interested but No Preference	5.9%	3.9%	151
▲ Not Interested and No Preference	18.1%	11.1%	163

Likely to Have Changed Their Preference in the Last 10 Years	18.1%	16.8%	107
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.2%	4.0%	105
Lets them do what they want and is supportive	11.6%	11.7%	99
Lets them do what they want and stays out of the way	4.4%	4.8%	92
Works with them on deciding what to do and helps them do it	79.8%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.5%	43.5%	93
↓ Finding/Providing Health Insurance	22.7%	29.0%	78
Day-to-Day Financial Worries	32.8%	31.6%	104
Finding Employment Opportunities	15.7%	14.4%	109
▲ Finding Affordable Housing	14.0%	11.3%	124
↓ Providing Adequate Food	7.7%	8.6%	89
Finding Child Care	6.4%	6.3%	103
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.5%	16.7%	87
Dealing With Teen / Child Problems	19.9%	20.7%	96
Finding/Providing Aging Parent Care	14.1%	15.5%	91
Dealing With Abusive Relationships	10.5%	11.4%	92
↓ Dealing With Divorce	3.6%	4.5%	80
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	33.9%	27.0%	126
Finding/Providing Good Schools	24.5%	23.5%	105
Dealing with Problems in Schools	12.9%	13.6%	95
Dealing With Racial / Ethnic Prejudice	13.5%	13.1%	103
▲ Dealing With Neighborhood Gangs	15.9%	8.5%	187
Dealing with Social Injustice	11.9%	11.3%	105
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.8%	50.6%	106
Finding Time for Recreation / Leisure	27.1%	25.3%	107
Finding Better Quality Healthcare	21.6%	23.9%	90
Finding A Satisfying Job / Career	19.1%	19.3%	99
Finding Retirement Opportunities	17.3%	18.9%	92
Achieving A Fulfilling Marriage	22.2%	22.3%	99
Developing Parenting Skills	15.3%	14.7%	104
▲ Achieving Educational Objectives	8.7%	7.5%	116
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.9%	29.8%	97
Finding Companionship	17.9%	17.3%	104
↓ Finding A Good Church	10.6%	15.2%	70
↓ Finding Spiritual Teaching	10.0%	12.9%	77
Finding Life Direction	14.0%	14.0%	100

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	84.0%	84.5%	99
"God is actively involved in the world including nations and their governments"	61.3%	63.8%	96

SOCIETY:

"It is important to preserve the traditional American family structure"	91.2%	91.5%	100
"A healthy environment has become a national crisis"	82.4%	82.8%	100
"Public education is essential to the future of American society"	94.4%	94.0%	100

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	48.2%	50.1%	96
"The role of Churches / Synagogues is to help form and support moral values"	78.9%	81.1%	97
"Churches and religious organizations should provide more human services"	59.6%	62.6%	95

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	36.8%	36.3%	101
"The changing racial / ethnic face of America is a threat to our national heritage"	35.4%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.4%	59.8%	98
More than \$500 per year	31.0%	31.2%	99
More than \$1,000 per year	18.6%	17.4%	107

TO CHARITIES:

More than \$100 per year	35.9%	33.7%	107
More than \$500 per year	6.9%	6.8%	101
More than \$1,000 per year	2.2%	2.3%	96

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	16.5%	16.1%	102
More than \$500 per year	4.2%	4.3%	98
More than \$1,000 per year	2.4%	2.2%	109

Ministry Area Profile 2016
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REPORT

Saint Joachim Parish

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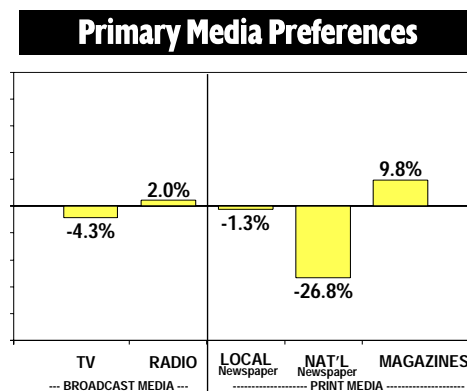
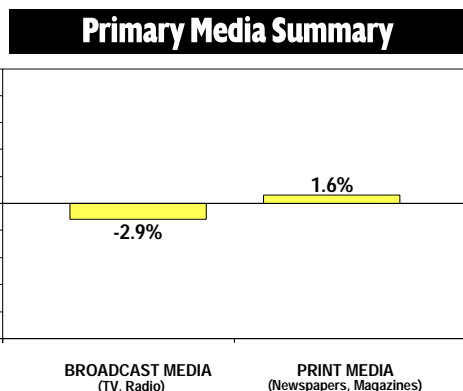
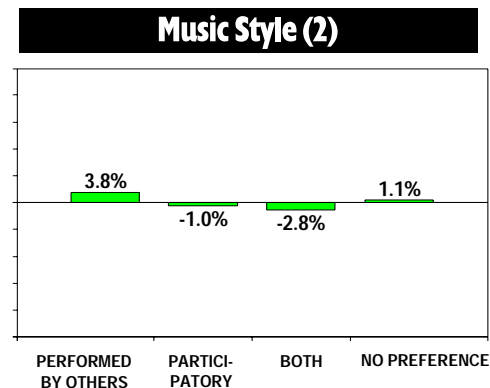
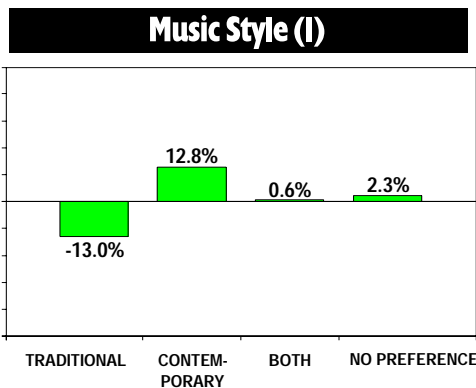
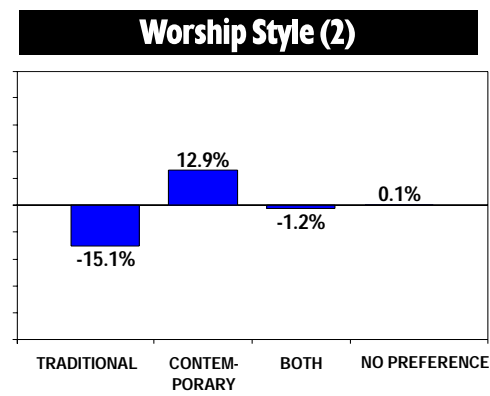
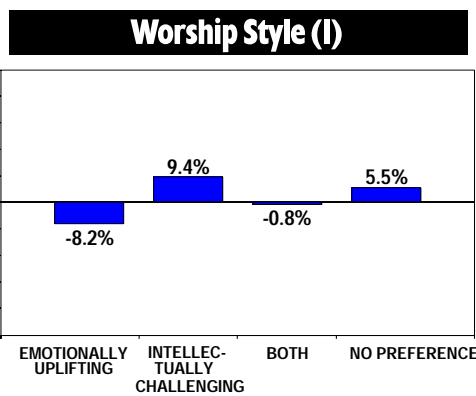
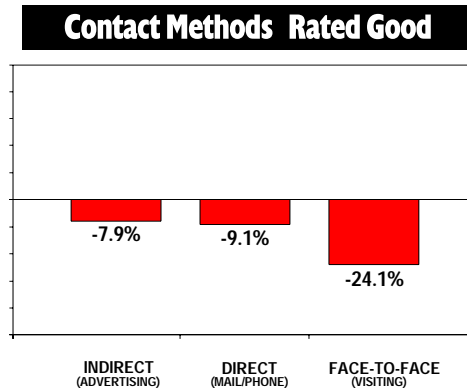
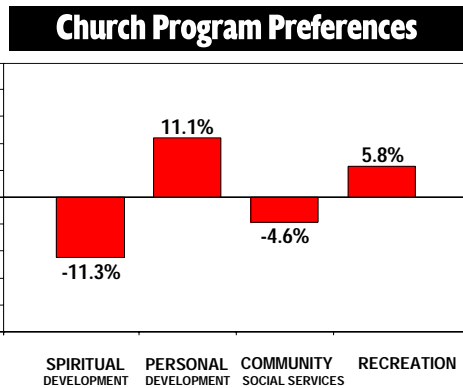
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	35.5%	41.1%	86
Adult Theological Discussion Groups	20.3%	22.5%	90
Spiritual Retreats	11.0%	11.6%	94

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	16.5%	15.2%	108
▲ Parent Training Programs	9.3%	7.8%	120
▲ Twelve Step Programs	4.1%	3.5%	117
Divorce Recovery	2.2%	2.4%	92

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	22.6%	22.5%	100
Care for the Terminally Ill	14.4%	15.7%	92
↓ Food and Clothing Resources	7.5%	11.1%	68
▲ Day Care Services	7.6%	6.1%	124
Church Sponsored Day-School	6.1%	5.7%	108

RECREATION:

Youth Social Programs	32.1%	29.7%	108
Family Activities and Outings	35.8%	32.8%	109
Active Retirement Programs	25.4%	26.8%	95
Cultural Programs (Music, Drama, Art)	20.3%	18.9%	107
▲ Sports or Camping	7.6%	6.3%	120

SUMMARY

↓ Spiritual Development Index	89
▲ Personal Development Index	111
Community/Social Services Index	95
Recreation Index	106



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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	12.2%	11.1%	109
C. Both A and B	38.8%	39.2%	99
D. No Preference or Not Interested	24.7%	23.4%	105

PART 2:

↓ A. Traditional/Formal/Ceremonial	17.2%	20.2%	85
▲ B. Contemporary/Informal	29.7%	26.3%	113
C. Both A and B	26.2%	26.5%	99
D. No Preference or Not Interested	27.0%	26.9%	100

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	21.2%	24.4%	87
▲ B. Contemporary	22.2%	19.7%	113
C. Both A and B	31.3%	31.1%	101
D. No Preference or Not Interested	25.3%	24.8%	102

PART 2:

A. Performed by Others	19.4%	18.7%	104
B. Participatory	22.7%	22.9%	99
C. Both A and B	31.3%	32.2%	97
D. No Preference or Not Interested	26.5%	26.2%	101



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	21.9%	22.0%	99
B. Personal Spiritual Development	15.1%	14.3%	106
C. Both A and B	36.8%	37.4%	98
D. No Preference or Not Interested	26.2%	26.3%	100

PART 2:

A. Global Mission	6.8%	6.2%	110
B. Local Mission	31.9%	33.3%	96
C. Both A and B	30.0%	30.1%	100
D. No Preference or Not Interested	31.2%	30.4%	103

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.3%	26.6%	84
▲ B. Contemporary	19.8%	15.9%	124
C. Both A and B	32.7%	32.3%	101
D. No Preference or Not Interested	25.3%	25.1%	101

PART 2:

↓ A. Somber/Serious	7.2%	9.4%	77
▲ B. Light and Airy	38.4%	34.7%	111
C. Both A and B	26.8%	27.7%	97
D. No Preference or Not Interested	27.6%	28.2%	98



Date: 6/20/2016

Prepared For:
 Saint Joachim Parish

Study Area Definition:
 Custom Polygon

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	45.2%	47.3%	96
Radio	13.6%	13.3%	102

PRINT MEDIA:

Local Newspaper	37.4%	36.1%	103
↓ National Newspaper	3.2%	4.3%	73
▲ Magazines	3.0%	2.4%	125

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.6%	31.9%	99
Radio	23.4%	23.8%	98

PRINT MEDIA:

Local Newspaper	32.3%	32.7%	99
↓ National Newspaper	5.1%	5.8%	88
Magazines	7.7%	7.0%	110

SUMMARY

Overall Broadcast Media Index (100 = Average)	98
Overall Print Media Index	100



Date: 6/20/2016

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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	34.1%	36.2%	94
↓ Putting Ad in Local Newspaper	29.9%	33.8%	88
Local Cable Channels	28.6%	30.4%	94
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.6%	53.7%	94
↓ Calling and Offering to Send Information By Mail	25.6%	29.5%	87
↓ Calling and Discussing on the Phone	10.3%	12.0%	86
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.7%	20.1%	73
↓ Going Door to Door	11.1%	14.0%	80

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	21.4%	19.6%	109
▲ Putting Ad in Local Newspaper	25.6%	21.5%	119
Local Cable Channels	32.0%	30.7%	104
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.6%	13.3%	124
▲ Calling and Offering to Send Information By Mail	39.7%	34.0%	117
▲ Calling and Discussing on the Phone	68.2%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.0%	49.6%	117
Going Door to Door	68.5%	64.0%	107

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	92
Direct Methods Index	91
↓ Face-to-Face Methods Index	76

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	110
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	111