

ministry
area ●●●●●●
profile **2016**

Saint John Vianney Parish

Study Area Definition:
Custom Polygon





Prepared For:
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How many people live in the defined study area?

Currently, there are 26,937 persons residing in the defined study area. This represents an increase of 1,165 or 4.5% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)



Is the population in this area projected to grow?

Yes, between 2016 and 2021, the population is projected to increase by 4.2% or 1,133 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very low* with only 13 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rising Potential Professionals* representing 38.2% of all households. (see pages 13 and 14)



How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 70.5% of the population and all other racial/ethnic groups make up only 29.6% which is somewhat below the national average of 39%. The largest of these groups, *Asians*, accounts for 16.1% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 14.0% between 2016 and 2021. (see pages 4 and 7)



What are the major generational groups represented?

The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 7,585 persons or 28.2% of the total population in the area. *Builders* (age 92 and up) make up 0.6% 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)



Overall, how traditional are the family structures?

The area can be described as *very traditional* due to the above average presence of married persons and two-parent families. (see page 6)



How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 97.9% 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 64.9% of those over 25 in the area versus 29.4% in the U.S. (see page 8)



Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Social Injustice, Time for Recreation/Leisure, Finding Life Direction, Racial/Ethnic Prejudice, Aging Parent Care* and *Long-term Financial Security*. (see page 16)



What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)



What is the likely giving potential in the area?

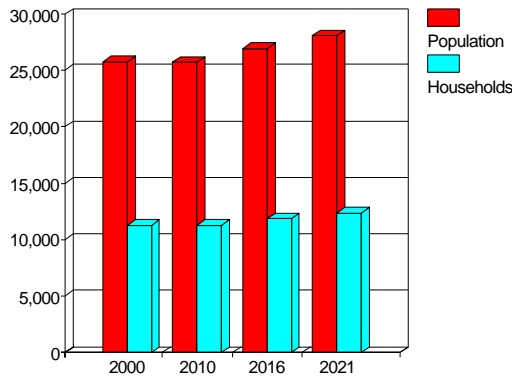
Based upon the average household income of \$141,144 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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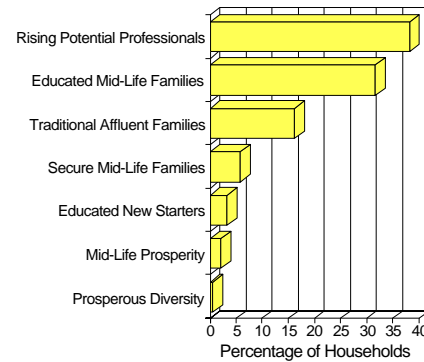
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Population and Households

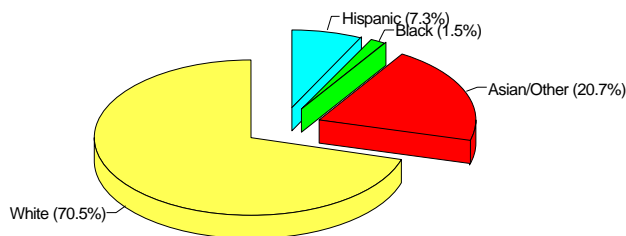


Primary U.S. Lifestyles Segments-2016

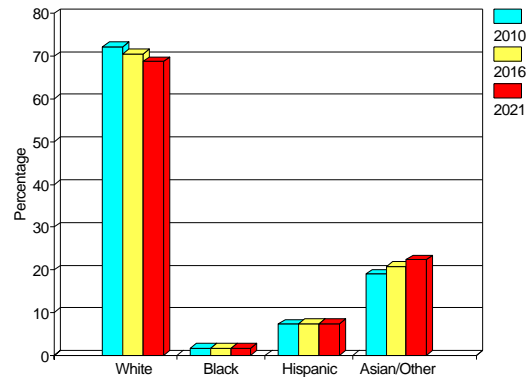


The population in the study area has increased by 1195 persons, or 4.6% since 2010 and is projected to increase by 1133 persons, or 4.2% between 2016 and 2021. The number of households has increased by 573, or 5.1% since 2010 and is projected to increase by 528, or 4.5% between 2016 and 2021.

Population By Race/Ethnicity-2016

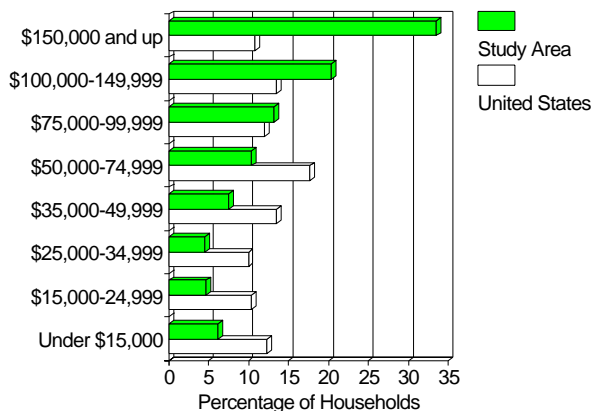


Population By Race/Ethnicity Trend

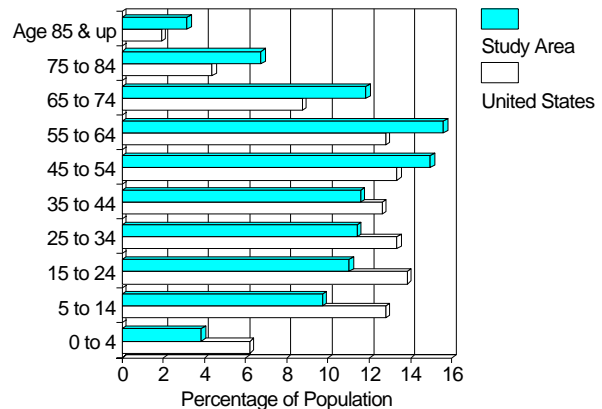


Between 2016 and 2021, the White population is projected to increase by 321 persons and to decrease from 70.5% to 68.8% of the total population. The Black population is projected to increase by 20 persons and to remain stable at 1.5% of the total. The Hispanic/Latino population is projected to increase by 105 persons and to remain stable at 7.4% of the total. The Asian/Other population is projected to increase by 684 persons and to increase from 20.7% to 22.3% of the total population.

Households By Income-2016



Population by Age-2016

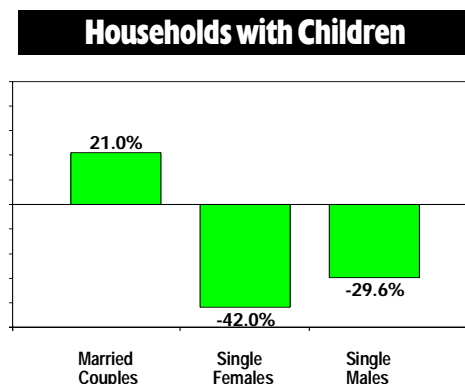
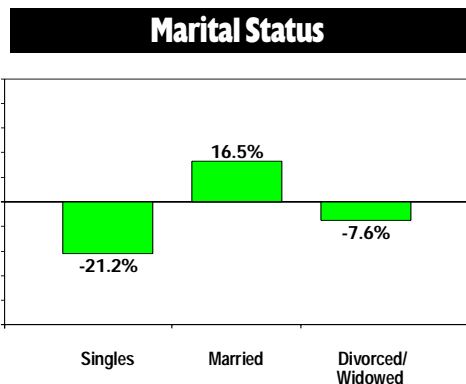
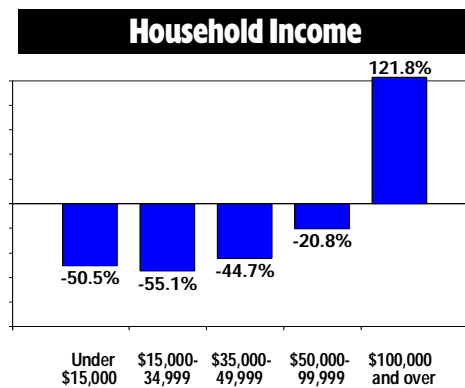
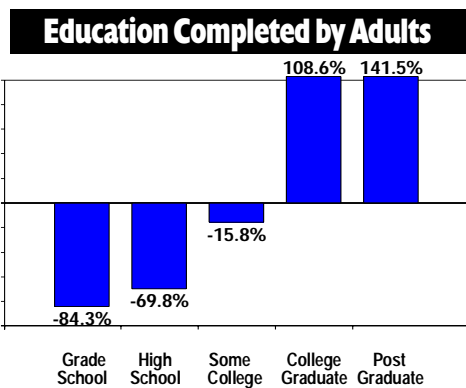
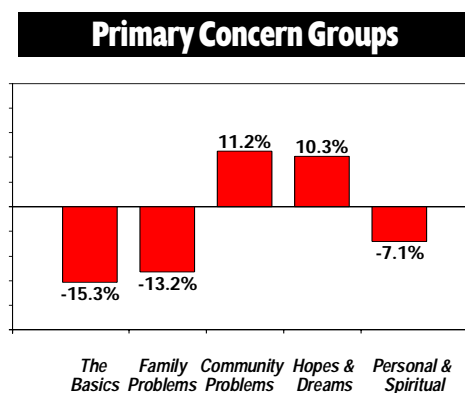
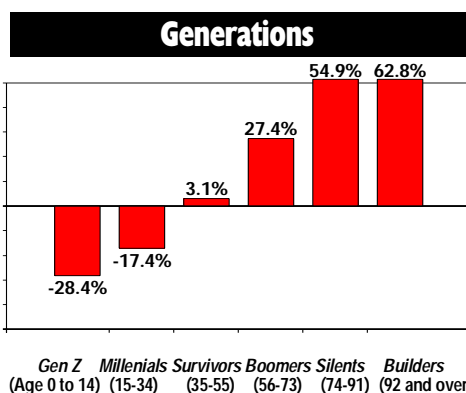
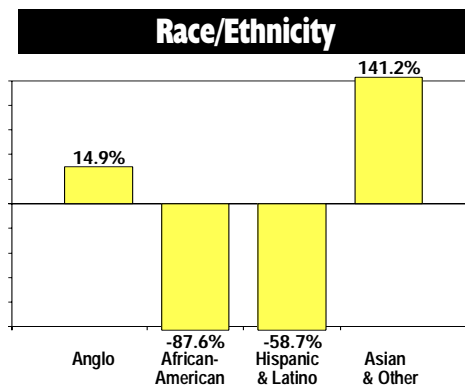
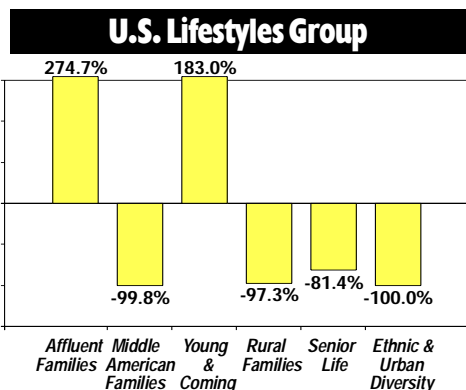


The average household income in the study area is \$141,144 a year as compared to the U.S. average of \$77,135. The average age in the study area is 44.7 and is projected to increase to 45.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
Population	25,772	25,742	26,937	28,070		
Population Change		(30)	1,195	1,133		
Percentage Change		-0.1%	4.6%	4.2%		
▲ Average Annual Growth Rate		-0.0%	0.8%	0.8%		
Density (Pop. per square mile)	1,630	1,628	1,704	1,775		
HOUSEHOLDS						
▲ Households	11,253	11,262	11,835	12,363		
Household Change		9	573	528		
Percentage Change		0.1%	5.1%	4.5%		
▲ Average Annual Growth Rate		0.0%	0.8%	0.9%		
↓ Persons Per Household	2.27	2.27	2.26	2.25		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	18,593	72.2%	18,979	70.5%	19,300	68.8%
▲ African-American (Non-Hisp)	384	1.5%	411	1.5%	431	1.5%
▲ Hispanic/Latino	1,866	7.2%	1,979	7.3%	2,084	7.4%
▲ Asian/Other (Non-Hisp)	4,899	19.0%	5,570	20.7%	6,254	22.3%
POPULATION BY GENDER						
↓ Female	13,497	52.4%	14,097	52.3%	14,678	52.3%
▲ Male	12,245	47.6%	12,841	47.7%	13,392	47.7%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,204	8.6%	3,663	13.6%	4,997	17.8%
▲ Millennials (Born 1982 to 2001)	5,543	21.5%	6,048	22.5%	6,413	22.8%
↓ Survivors (Born 1961 to 1981)	7,339	28.5%	7,586	28.2%	7,890	28.1%
↓ Boomers (Born 1943 to 1960)	6,669	25.9%	6,686	24.8%	6,612	23.6%
↓ Silents (Born 1925 to 1942)	3,296	12.8%	2,783	10.3%	2,149	7.7%
↓ Builders (Born 1924 and earlier)	697	2.7%	171	0.6%	9	0.0%
AGE						
▲ Average Age		43.2		44.7		45.9
▲ Median Age		45.0		47.1		48.8
INCOME						
▲ Average Household Income		\$129,363		\$141,144		\$151,908
▲ Median Household Income		\$104,228		\$113,881		\$123,030
▲ Per Capita Income		\$56,596		\$62,013		\$66,905

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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	3,325	29.5%	3,964	33.5%	4,583	37.1%
\$100,000 to \$149,999	2,263	20.1%	2,412	20.4%	2,517	20.4%
↓ \$75,000 to \$99,999	1,713	15.2%	1,554	13.1%	1,510	12.2%
↓ \$50,000 to \$74,999	1,555	13.8%	1,223	10.3%	1,169	9.5%
↓ \$35,000 to \$49,999	845	7.5%	877	7.4%	876	7.1%
\$25,000 to \$34,999	495	4.4%	533	4.5%	524	4.2%
↓ \$15,000 to \$24,999	574	5.1%	550	4.6%	510	4.1%
Under \$15,000	493	4.4%	720	6.1%	675	5.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,097	4.3%	1,042	3.9%	1,068	3.8%
↓ Required Formal Schooling (5-17)	3,898	15.1%	3,581	13.3%	3,321	11.8%
▲ College Years, Career Starts (18-24)	1,428	5.5%	2,012	7.5%	2,219	7.9%
Singles and Young Families (25-34)	3,145	12.2%	3,076	11.4%	3,247	11.6%
↓ Families, Empty Nesters (35-54)	7,669	29.8%	7,156	26.6%	6,820	24.3%
▲ Enrichment Years Singles/Couples (55-64)	3,728	14.5%	4,201	15.6%	4,435	15.8%
▲ Retirement Opportunities (65+)	4,783	18.6%	5,869	21.8%	6,959	24.8%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,097	4.3%	1,042	3.9%	1,068	3.8%
↓ 5 to 9 years	1,384	5.4%	1,166	4.3%	1,103	3.9%
↓ 10 to 14 years	1,517	5.9%	1,455	5.4%	1,254	4.5%
↓ 15 to 17 years	997	3.9%	960	3.6%	964	3.4%
▲ 18 to 20 years	596	2.3%	866	3.2%	908	3.2%
21 to 24 years	832	3.2%	1,146	4.3%	1,311	4.7%
25 to 29 years	1,655	6.4%	1,086	4.0%	1,951	7.0%
30 to 34 years	1,490	5.8%	1,990	7.4%	1,296	4.6%
↓ 35 to 39 years	1,608	6.2%	1,542	5.7%	1,555	5.5%
↓ 40 to 44 years	1,784	6.9%	1,577	5.9%	1,527	5.4%
↓ 45 to 49 years	2,126	8.3%	1,846	6.9%	1,729	6.2%
↓ 50 to 54 years	2,151	8.4%	2,191	8.1%	2,009	7.2%
55 to 59 years	1,984	7.7%	2,148	8.0%	2,172	7.7%
▲ 60 to 64 years	1,744	6.8%	2,053	7.6%	2,263	8.1%
▲ 65 to 69 years	1,317	5.1%	1,805	6.7%	2,111	7.5%
▲ 70 to 74 years	1,067	4.1%	1,387	5.1%	1,845	6.6%
▲ 75 to 84 years	1,625	6.3%	1,820	6.8%	2,113	7.5%
85 or more years	774	3.0%	857	3.2%	890	3.2%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	23,274			
↓ Single (Never Married)	6,030	25.9%	32.9%	79
Married	13,602	58.4%	50.2%	117
Divorced/Widowed	3,642	15.6%	16.9%	92
Marital Status Females 15 and Older (2016)	12,305			
Single (Never Married)	3,022	24.6%	29.8%	82
Married	6,694	54.4%	48.8%	111
Divorced/Widowed	2,589	21.0%	21.4%	98
Marital Status Males 15 and Older (2016)	10,969			
↓ Single (Never Married)	3,008	27.4%	36.2%	76
▲ Married	6,908	63.0%	51.6%	122
↓ Divorced/Widowed	1,053	9.6%	12.3%	78
FAMILY STRUCTURE				
Households By Type (2016)	11,835			
Married Couple	6,074	51.3%	48.5%	106
↓ Other Family - Male Head of Household	334	2.8%	4.9%	57
↓ Other Family - Female Head of Household	911	7.7%	13.0%	59
Non Family - Male Head of Household	1,795	15.2%	15.8%	96
▲ Non Family - Female Head of Household	2,721	23.0%	17.7%	130
Households With Children 0 to 18 (2016)	3,089			
▲ Married Couple Family	2,438	78.9%	65.2%	121
↓ Other Family - Male Head of Household	184	6.0%	8.5%	70
↓ Other Family - Female Head of Household	454	14.7%	25.3%	58
↓ Non Family	12	0.4%	1.0%	40
Population By Household Type (2016)	26,937			
↓ Group Quarters	209	0.8%	2.5%	31

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	209			
↓ 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	147	70.3%	18.7%	375
▲ Other	62	29.7%	15.2%	195
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	26,937			
White (Non-Hispanic)	18,979	70.5%	61.3%	115
↓ African-American (Non-Hisp)	411	1.5%	12.3%	12
↓ Hispanic/Latino	1,979	7.3%	17.8%	41
↓ Native American (Non-Hisp)	49	0.2%	0.7%	25
▲ Asian (Non-Hisp)	4,281	15.9%	5.3%	301
▲ Hawaiian & Pacific Islander (Non-Hisp)	62	0.2%	0.2%	137
▲ Other Races & Multiple Races (Non-Hisp)	1,178	4.4%	2.4%	183
Asian Population By Race (2016)	4,320			
▲ Chinese	1,735	40.2%	22.3%	180
↓ Japanese	140	3.2%	5.0%	65
Indian	812	18.8%	19.5%	96
↓ Korean	299	6.9%	9.6%	72
↓ Vietnamese	220	5.1%	11.0%	46
↓ Other Asian Races	1,114	25.8%	32.5%	79
Hispanic/Latino Population By Race (2016)	1,979			
White	1,247	63.0%	53.0%	119
↓ African-American	22	1.1%	2.5%	44
↓ Native American	16	0.8%	1.4%	59
▲ Asian	39	2.0%	0.4%	471
↓ Other Races & Multiple Races	655	33.1%	42.7%	77
Hispanic/Latino Population By Origin (2016)	1,979			
↓ Mexican	966	48.8%	62.4%	78
↓ Puerto Rican	86	4.3%	9.5%	46
Cuban	60	3.0%	3.5%	86
▲ Other Hispanic Origin	866	43.8%	24.6%	178

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	6,755			
↓ Pre-Primary (Public)	145	2.1%	3.4%	62
▲ Pre-Primary (Private)	289	4.3%	2.6%	163
Elementary/High School (Public)	3,898	57.7%	58.9%	98
▲ Elementary/High School (Private)	671	9.9%	6.6%	150
Enrolled in College	1,753	26.0%	28.4%	91
Population By Education Completed (Age 25 and over) (2016)	20,303			
↓ Elementary (Less than 9 years)	192	0.9%	5.8%	16
↓ Some High School (9 to 11 years)	240	1.2%	7.8%	15
↓ High School Graduate (12 years)	1,710	8.4%	27.9%	30
Some College (13 to 15 years)	3,548	17.5%	21.2%	83
Associate Degree	1,438	7.1%	8.0%	89
▲ Bachelor's Degree	7,757	38.2%	18.3%	209
▲ Graduate Degree	5,417	26.7%	11.0%	241
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	13,732			
▲ TOTAL WHITE COLLAR	11,371	82.8%	61.5%	135
▲ Executive and Managerial	2,717	19.8%	9.7%	203
▲ Professional Specialty	3,295	24.0%	16.6%	145
▲ Technical Support	2,393	17.4%	8.3%	210
Sales	1,504	11.0%	10.9%	101
↓ Administrative Support & Clerical	1,462	10.6%	16.0%	66
↓ TOTAL BLUE COLLAR	2,361	17.2%	38.5%	45
Service: Private Households	423	3.1%	3.7%	83
Service: Protective	293	2.1%	2.2%	96
↓ Service: Other	577	4.2%	7.5%	56
↓ Farming, Forestry & Fishing	9	0.1%	0.7%	9
↓ Precision Production and Craft	326	2.4%	11.0%	22
↓ Operators and Assemblers	225	1.6%	3.2%	51
↓ Transportation and Material Moving	347	2.5%	6.2%	41
↓ Laborers	161	1.2%	4.0%	29

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	22,960			
Employed	13,705	59.7%	58.1%	103
Unemployed	1,126	4.9%	5.6%	87
Not in Labor Force	8,129	35.4%	36.3%	98
Total Female Pop. By Work Status (Age 20 to 64) (2013)	8,179			
TOTAL WORKING	5,783	70.7%	66.8%	106
With No Own Children	3,590	43.9%	42.2%	104
With Own Children Age 0 to 5 only	426	5.2%	5.5%	95
▲ With Own Children Age 6 to 17 only	1,544	18.9%	14.8%	127
↓ With Own Children Both Age 0 to 5 and 6 to 17	223	2.7%	4.3%	63
▲ TOTAL NOT WORKING (UNEMPLOYED)	629	7.7%	6.2%	124
▲ With No Own Children	472	5.8%	3.8%	154
↓ With Own Children Age 0 to 5 only	34	0.4%	0.7%	63
With Own Children Age 6 to 17 only	114	1.4%	1.3%	111
↓ With Own Children Both Age 0 to 5 and 6 to 17	9	0.1%	0.5%	20
TOTAL NOT IN THE LABOR FORCE	1,766	21.6%	27.0%	80
↓ With No Own Children	1,111	13.6%	17.1%	79
With Own Children Age 0 to 5 only	202	2.5%	2.6%	95
With Own Children Age 6 to 17 only	320	3.9%	4.6%	84
↓ With Own Children Both Age 0 to 5 and 6 to 17	133	1.6%	2.6%	61
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	11,835			
Above Poverty Line (Households with Children)	7,088	68.1%	59.6%	114
Above Poverty Line (Households without Children)	2,966	28.5%	26.5%	107
↓ Below Poverty Line (Households with Children)	233	2.2%	7.9%	28
↓ Below Poverty Line (Households without Children)	125	1.2%	6.0%	20
Households By Presence of Retirement Income (2013)	11,262			
With Retirement Income	2,179	19.3%	17.6%	110
Without Retirement Income	8,950	79.5%	81.5%	98

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HOUSING				
Occupied Units By Type (2016)	11,835			
Owner Occupied	8,107	68.5%	65.0%	105
Renter Occupied	3,727	31.5%	35.0%	90
▲ Median Rent (2013)	\$1,603		\$904	177
Structures By Number of Units (2016)	12,370			
Single Unit	8,633	69.8%	67.3%	104
3 to 4 Units	812	6.6%	8.1%	81
▲ 5 to 19 Units	1,463	11.8%	9.3%	127
20 to 49 Units	533	4.3%	3.6%	120
▲ 50 or more Units	919	7.4%	5.1%	145
↓ Mobile Home	9	0.1%	6.4%	1
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.32		2.57	90
Owner-Occupied Property Values (2016)	8,107			
↓ Under \$40,000	67	0.8%	7.2%	11
↓ \$40,000 to \$59,999	11	0.1%	3.7%	4
↓ \$60,000 to \$79,999	4	0.0%	5.1%	1
↓ \$80,000 to \$99,999	28	0.3%	6.5%	5
↓ \$100,000 to 149,999	91	1.1%	15.1%	7
↓ \$150,000 to \$199,999	84	1.0%	14.6%	7
↓ \$200,000 to \$299,999	171	2.1%	18.1%	12
\$300,000 to \$499,999	1,108	13.7%	16.9%	81
▲ \$500,000 to \$999,999	4,229	52.2%	9.7%	538
▲ \$1,000,000 and over	2,314	28.5%	3.0%	943
▲ Median Property Value	\$782,415		\$192,432	407

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	Number	Percent		
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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	12,370			
2010 and later	602	4.9%	5.5%	88
↓ 2000 to 2009	504	4.1%	14.6%	28
↓ 1990 to 1999	961	7.8%	13.4%	58
1980 to 1989	1,938	15.7%	13.2%	119
▲ 1970 to 1979	4,083	33.0%	15.0%	220
▲ 1960 to 1969	2,231	18.0%	10.4%	174
▲ 1950 to 1959	1,696	13.7%	10.3%	133
↓ 1949 or earlier	353	2.9%	17.7%	16
Households By Number of Persons (2016)	11,835			
1 Person Household	3,731	31.5%	27.3%	116
2 Person Household	4,234	35.8%	32.3%	111
3 Person Household	1,827	15.4%	16.2%	95
4 Person Household	1,418	12.0%	13.1%	92
↓ 5 Person Household	446	3.8%	6.5%	58
↓ 6 Person Household	131	1.1%	2.8%	40
↓ 7 or more Person Household	47	0.4%	1.9%	21
Average Persons Per Household	2.3		2.6	88
Households By Heating Type (2013)	11,129			
▲ Utility and Other Gas	8,373	75.2%	54.0%	139
↓ Electric	2,703	24.3%	36.1%	67
↓ Oil	9	0.1%	6.1%	1
↓ Coal and Wood	18	0.2%	2.2%	7
↓ Solar/Other Fuel	10	0.1%	0.5%	18
↓ No Fuel Used	16	0.1%	0.9%	15

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TRANSPORTATION				
Households By Number of Vehicles (2016)	11,835			
↓ No Vehicles	694	5.9%	9.0%	65
1 Vehicle	3,721	31.4%	33.7%	93
2 Vehicle	5,231	44.2%	37.5%	118
3 or more Vehicles	2,188	18.5%	19.8%	94
Workers By Travel Time to Work (2016)	12,348			
Less than 15 minutes	2,834	23.0%	27.3%	84
↓ 15 to 29 minutes	3,350	27.1%	36.5%	74
30 to 44 minutes	2,514	20.4%	20.2%	101
▲ 45 to 59 minutes	1,538	12.5%	7.7%	161
▲ 60 or more minutes	2,111	17.1%	8.3%	206
▲ Average Travel Time to Work (minutes)	35.4		28.2	126
Workers By Type of Transportation to Work (2016)	13,331			
Drive Alone	8,747	65.6%	76.9%	85
↓ Car Pool	652	4.9%	9.6%	51
▲ Public Transportation	2,424	18.2%	5.1%	356
↓ Walk to Work	282	2.1%	2.8%	75
Other Means	187	1.4%	1.2%	113
▲ Work at Home	1,038	7.8%	4.4%	177

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	6,702	56.6%	15.1%	375
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,909	41.5%	14.7%	283
5	Senior Life (7, 20, 21, 22, 30 and 31)	152	1.3%	6.9%	19
4	Rural Families (27, 26, 29, 33, 35 and 38)	41	0.3%	13.1%	3
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	8	0.1%	31.4%	0
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	0.0%	18.4%	0

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.		
8	Rising Potential Professionals	4,514	38.1%	2.3%	1630
4	Educated Mid-Life Families	3,747	31.7%	3.4%	928
1	Traditional Affluent Families	1,918	16.2%	3.5%	466
14	Secure Mid-Life Families	695	5.9%	0.7%	896
12	Educated New Starters	379	3.2%	2.9%	109
3	Mid-Life Prosperity	258	2.2%	1.5%	143
5	Prosperous Diversity	75	0.6%	3.1%	20
21	Mature and Stable	75	0.6%	0.6%	112
7	Prosperous and Mature	46	0.4%	0.5%	72
27	Country Family Diversity	35	0.3%	0.3%	87
20	Cautious and Mature	31	0.3%	2.6%	10
49	Exception Households	18	0.2%	0.2%	61
19	Educated and Promising	16	0.1%	0.1%	172
2	Professional Affluent Families	9	0.1%	0.8%	9
29	Working Country Families	6	0.1%	1.0%	5
28	Building Country Families	4	0.0%	2.8%	1
25	Working Country Consumers	2	0.0%	4.1%	0
9	Educated Working Families	2	0.0%	0.1%	20
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0

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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.		
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	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
45	Struggling Urban Diversity	0	0.0%	2.5%	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
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	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
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
26	Working Suburban Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	11,830	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.3%	35.4%	77
↓ Somewhat Involved with Their Faith	23.4%	29.9%	78
▲ Not Involved with Their Faith	50.3%	34.7%	145

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.1%	22.1%	77
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.5%	23.7%	86

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	125
↓ Baptist	6.4%	16.1%	40
Catholic	21.8%	23.7%	92
Congregational	2.0%	2.0%	104
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	286
▲ Episcopal	3.4%	2.9%	119
↓ Holiness	0.1%	0.8%	15
↓ Jehovah's Witnesses	0.8%	1.1%	77
▲ Judaism	5.6%	3.2%	177
↓ Lutheran	5.5%	7.2%	76
↓ Methodist	4.8%	10.1%	48
▲ Mormon	2.7%	1.8%	152
▲ New Age	1.3%	0.6%	221
▲ Non-Denominational / Independent	10.3%	6.9%	149
↓ Orthodox	0.3%	0.3%	87
↓ Pentecostal	2.1%	2.4%	85
▲ Presbyterian / Reformed	5.8%	4.6%	126
▲ Unitarian / Universalist	1.2%	0.7%	167
▲ Interested but No Preference	5.4%	3.9%	140
▲ Not Interested and No Preference	18.7%	11.1%	168

Likely to Have Changed Their Preference in the Last 10 Years	17.5%	16.8%	104
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.2%	4.0%	130
↓ Lets them do what they want and is supportive	9.6%	11.7%	82
Lets them do what they want and stays out of the way	4.9%	4.8%	102
Works with them on deciding what to do and helps them do it	80.3%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	43.1%	43.5%	99
↓ Finding/Providing Health Insurance	20.2%	29.0%	70
↓ Day-to-Day Financial Worries	23.2%	31.6%	73
Finding Employment Opportunities	14.3%	14.4%	99
Finding Affordable Housing	10.6%	11.3%	94
↓ Providing Adequate Food	5.0%	8.6%	59
Finding Child Care	6.1%	6.3%	98
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.5%	16.7%	81
↓ Dealing With Teen / Child Problems	17.0%	20.7%	82
▲ Finding/Providing Aging Parent Care	17.9%	15.5%	115
↓ Dealing With Abusive Relationships	8.4%	11.4%	74
↓ Dealing With Divorce	2.8%	4.5%	63
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.7%	27.0%	106
Finding/Providing Good Schools	24.0%	23.5%	102
Dealing with Problems in Schools	13.7%	13.6%	101
▲ Dealing With Racial / Ethnic Prejudice	15.1%	13.1%	116
▲ Dealing With Neighborhood Gangs	9.5%	8.5%	112
▲ Dealing with Social Injustice	16.7%	11.3%	148
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.2%	50.6%	115
▲ Finding Time for Recreation / Leisure	32.1%	25.3%	127
Finding Better Quality Healthcare	24.0%	23.9%	100
▲ Finding A Satisfying Job / Career	21.8%	19.3%	113
Finding Retirement Opportunities	18.9%	18.9%	100
Achieving A Fulfilling Marriage	23.7%	22.3%	106
Developing Parenting Skills	14.7%	14.7%	100
Achieving Educational Objectives	7.9%	7.5%	106
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.8%	29.8%	100
Finding Companionship	19.0%	17.3%	110
↓ Finding A Good Church	8.8%	15.2%	58
↓ Finding Spiritual Teaching	8.5%	12.9%	66
▲ Finding Life Direction	16.8%	14.0%	121

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	78.4%	84.5%	93
↓ “God is actively involved in the world including nations and their governments”	51.0%	63.8%	80

SOCIETY:

“It is important to preserve the traditional American family structure”	88.3%	91.5%	97
“A healthy environment has become a national crisis”	83.6%	82.8%	101
“Public education is essential to the future of American society”	95.4%	94.0%	101

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	43.8%	50.1%	87
“The role of Churches / Synagogues is to help form and support moral values”	78.0%	81.1%	96
“Churches and religious organizations should provide more human services”	63.0%	62.6%	101

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	38.8%	36.3%	107
“The changing racial / ethnic face of America is a threat to our national heritage”	35.5%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	63.5%	59.8%	106
▲ More than \$500 per year	37.1%	31.2%	119
▲ More than \$1,000 per year	23.2%	17.4%	133

TO CHARITIES:

▲ More than \$100 per year	50.8%	33.7%	151
▲ More than \$500 per year	17.4%	6.8%	256
▲ More than \$1,000 per year	6.4%	2.3%	278

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	31.4%	16.1%	195
▲ More than \$500 per year	9.8%	4.3%	228
▲ More than \$1,000 per year	5.7%	2.2%	259

Ministry Area Profile 2016
Compass
REPORT

Saint John Vianney Parish

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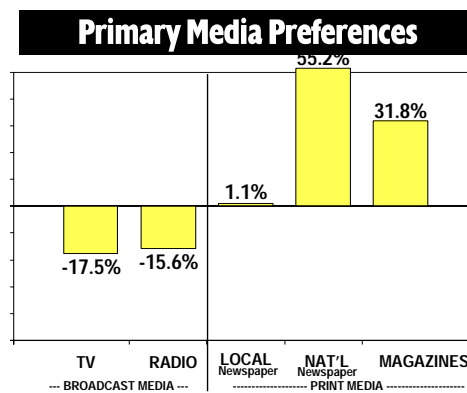
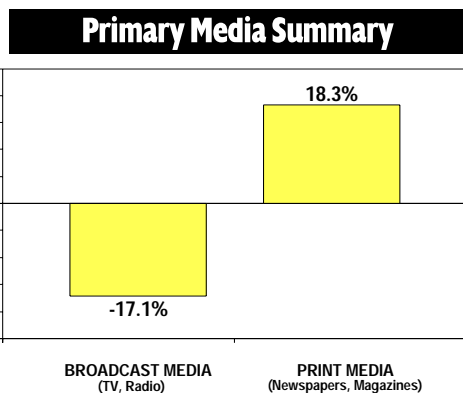
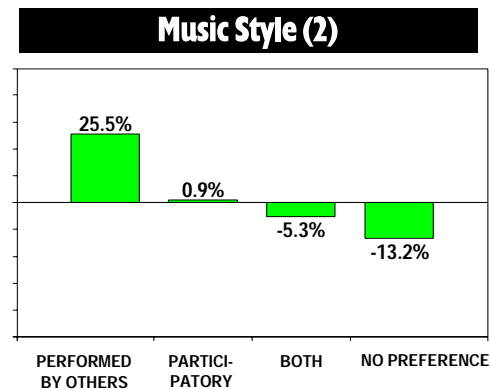
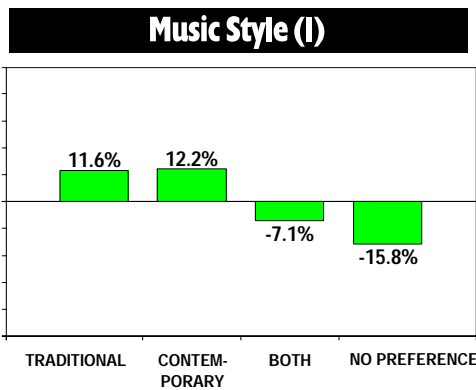
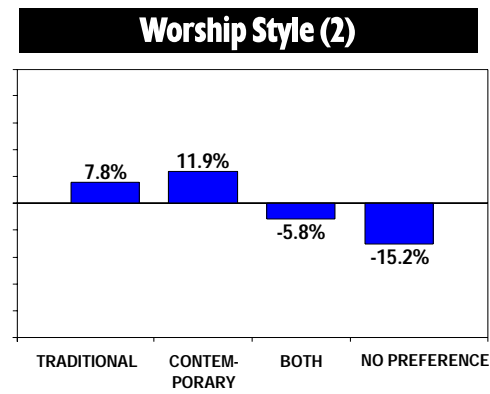
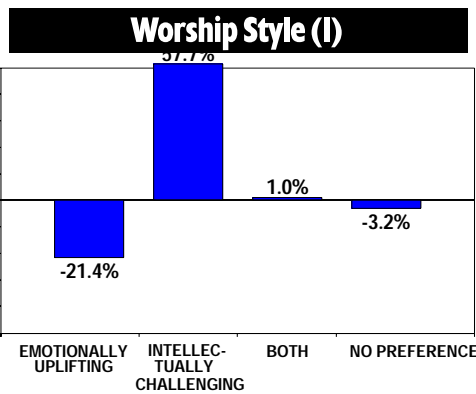
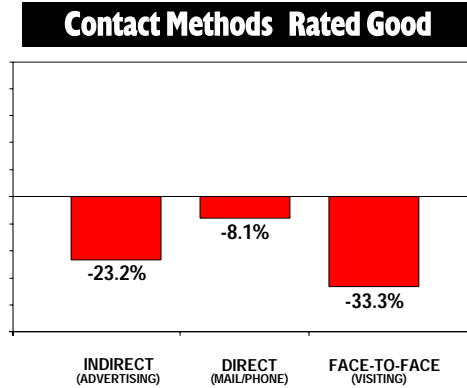
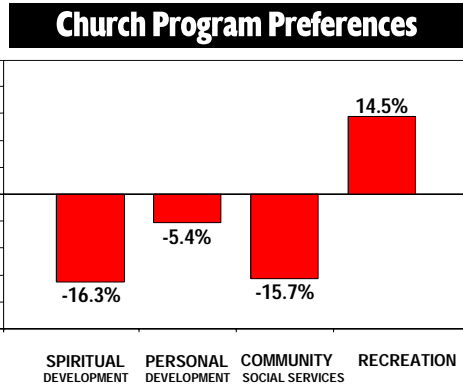
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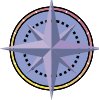
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	28.0%	41.1%	68
Adult Theological Discussion Groups	23.4%	22.5%	104
Spiritual Retreats	11.6%	11.6%	100
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.6%	15.2%	102
Parent Training Programs	7.1%	7.8%	91
Twelve Step Programs	3.1%	3.5%	90
↓ Divorce Recovery	1.6%	2.4%	64
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	19.4%	22.5%	86
↓ Care for the Terminally Ill	13.3%	15.7%	85
↓ Food and Clothing Resources	6.4%	11.1%	57
Day Care Services	6.4%	6.1%	106
Church Sponsored Day-School	6.0%	5.7%	106
<i>RECREATION:</i>			
Youth Social Programs	30.8%	29.7%	104
Family Activities and Outings	31.7%	32.8%	97
Active Retirement Programs	29.6%	26.8%	110
▲ Cultural Programs (Music, Drama, Art)	30.8%	18.9%	163
▲ Sports or Camping	8.4%	6.3%	132

SUMMARY	
↓ Spiritual Development Index	84
Personal Development Index	95
↓ Community/Social Services Index	84
▲ Recreation Index	115



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	20.7%	26.4%	79
▲ B. Intellectually Challenging	17.5%	11.1%	158
C. Both A and B	39.6%	39.2%	101
D. No Preference or Not Interested	22.6%	23.4%	97

PART 2:

A. Traditional/Formal/Ceremonial	21.8%	20.2%	108
▲ B. Contemporary/Informal	29.4%	26.3%	112
C. Both A and B	25.0%	26.5%	94
↓ D. No Preference or Not Interested	22.9%	26.9%	85

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	27.3%	24.4%	112
▲ B. Contemporary	22.1%	19.7%	112
C. Both A and B	28.9%	31.1%	93
↓ D. No Preference or Not Interested	20.9%	24.8%	84

PART 2:

▲ A. Performed by Others	23.5%	18.7%	126
B. Participatory	23.1%	22.9%	101
C. Both A and B	30.5%	32.2%	95
↓ D. No Preference or Not Interested	22.7%	26.2%	87



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MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	25.4%	22.0%	115
B. Personal Spiritual Development	15.2%	14.3%	107
C. Both A and B	35.7%	37.4%	95
↓ D. No Preference or Not Interested	23.5%	26.3%	89

PART 2:

A. Global Mission	6.2%	6.2%	100
B. Local Mission	35.7%	33.3%	107
C. Both A and B	29.3%	30.1%	97
D. No Preference or Not Interested	28.4%	30.4%	93

CHURCH ARCHITECTURE INDICATOR

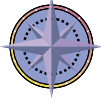
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	26.8%	26.6%	101
▲ B. Contemporary	19.5%	15.9%	122
C. Both A and B	30.2%	32.3%	93
D. No Preference or Not Interested	22.9%	25.1%	91

PART 2:

↓ A. Somber/Serious	8.2%	9.4%	88
▲ B. Light and Airy	40.1%	34.7%	116
C. Both A and B	26.5%	27.7%	95
↓ D. No Preference or Not Interested	25.0%	28.2%	89



Date: 6/20/2016

Prepared For:
 Saint John Vianney 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	39.0%	47.3%	82
↓ Radio	11.3%	13.3%	84

PRINT MEDIA:

Local Newspaper	39.7%	36.1%	110
▲ National Newspaper	6.7%	4.3%	155
▲ Magazines	4.4%	2.4%	181

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

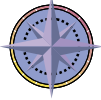
Television	30.2%	31.9%	95
↓ Radio	20.2%	23.8%	85

PRINT MEDIA:

Local Newspaper	33.0%	32.7%	101
▲ National Newspaper	7.1%	5.8%	123
▲ Magazines	9.3%	7.0%	132

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	87
▲ Overall Print Media Index	113



Date: 6/20/2016

Prepared For:
 Saint John Vianney Parish

Study Area Definition:
 Custom Polygon

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

CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	27.9%	36.2%	77
↓ Putting Ad in Local Newspaper	28.3%	33.8%	84
↓ Local Cable Channels	21.1%	30.4%	69
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.4%	53.7%	96
↓ Calling and Offering to Send Information By Mail	26.2%	29.5%	89
↓ Calling and Discussing on the Phone	9.9%	12.0%	83
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.7%	20.1%	68
↓ Going Door to Door	9.0%	14.0%	65

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	28.8%	19.6%	147
▲ Putting Ad in Local Newspaper	30.5%	21.5%	141
▲ Local Cable Channels	40.3%	30.7%	131
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.6%	13.3%	124
▲ Calling and Offering to Send Information By Mail	40.4%	34.0%	119
▲ Calling and Discussing on the Phone	68.3%	60.6%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.6%	49.6%	122
▲ Going Door to Door	72.2%	64.0%	113

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	77
Direct Methods Index	92
↓ Face-to-Face Methods Index	67

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	139
▲ Direct Methods Index	116
▲ Face-to-Face Methods Index	117