

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

Saint Joseph Basilica

Study Area Definition:
Custom Polygon



ID# 229788:229788



Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

Table of Contents

INTERVIEW	1
SNAPSHOT	2
FINGERPRINT	3
TRENDS	4
POPULATION	4
HOUSEHOLDS	4
POPULATION BY RACE/ETHNICITY	4
POPULATION BY GENDER	4
AGE	4
INCOME	4
POPULATION BY PHASE OF LIFE	5
POPULATION BY AGE (DETAIL)	5
CENSUS	6
MARITAL STATUS	6
FAMILY STRUCTURE	6
GROUP QUARTERS	7
RACE/ETHNICITY	7
EDUCATION	8
OCCUPATION	8
EMPLOYMENT	9
POVERTY AND RETIREMENT INCOME	9
HOUSING	10
TRANSPORTATION	12
U.S. LIFESTYLES	13
ETHOS	15
FAITH INVOLVEMENT	15
RELIGIOUS PREFERENCE	15
LEADERSHIP PREFERENCE	15
PRIMARY CONCERNS	16
KEY VALUES	17
HOUSEHOLD CONTRIBUTIONS	17

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

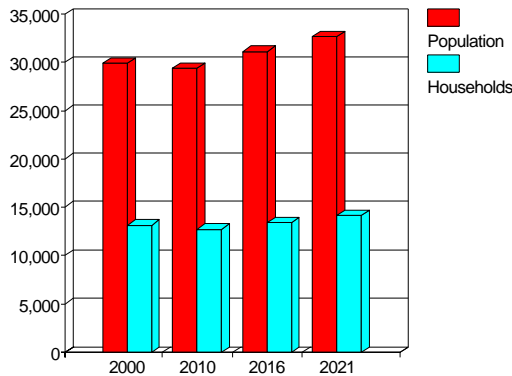
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 31,114 persons residing in the defined study area. This represents an increase of 1,214 or 4.1% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 4.9% or 1,534 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 19 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 40.4% 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 44.1% of the population and all other racial/ethnic groups make up a substantial 55.9% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 31.4% of the total population. *Asians* are also projected to be the fastest growing group increasing by 11.4% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**
A The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 10,124 persons or 32.5% 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 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 *somewhat high*. While 89.8% 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 45.9% 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: *Affordable Housing, Neighborhood Gangs, Finding Companionship, Neighborhood Crime and Safety, Social Injustice* and *Racial/Ethnic Prejudice*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$94,698 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)

Prepared For:
Saint Joseph Basilica

Date: 6/20/2016

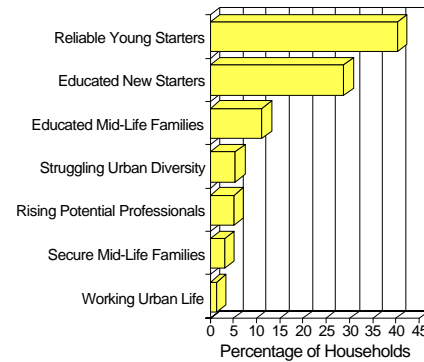
Study Area Definition:
Custom Polygon

Population and Households

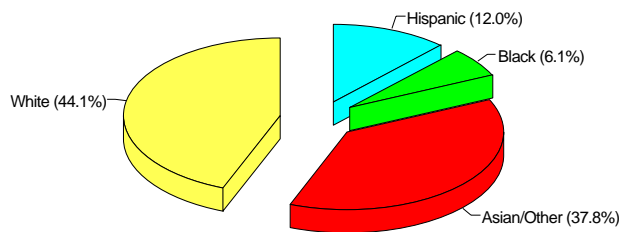


The population in the study area has increased by 1731 persons, or 5.9% since 2010 and is projected to increase by 1534 persons, or 4.9% between 2016 and 2021. The number of households has increased by 758, or 6.0% since 2010 and is projected to increase by 680, or 5.1% between 2016 and 2021.

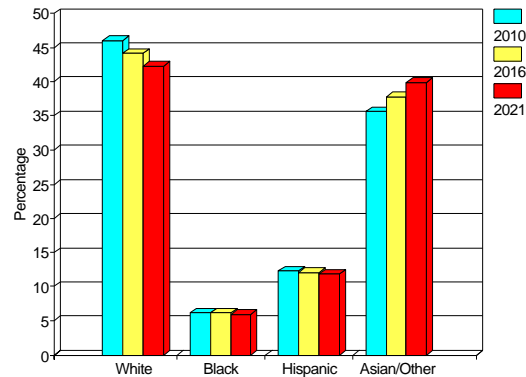
Primary U.S. Lifestyles Segments-2016



Population By Race/Ethnicity-2016

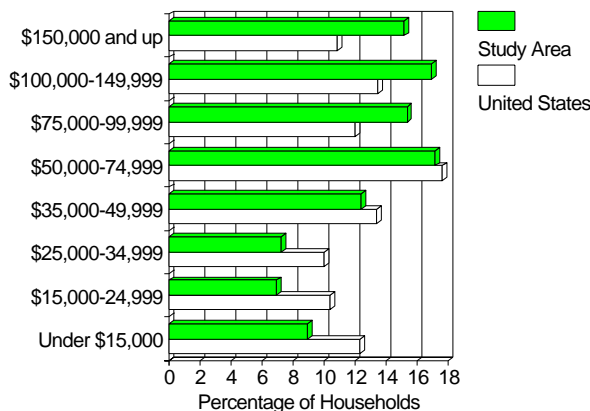


Population By Race/Ethnicity Trend

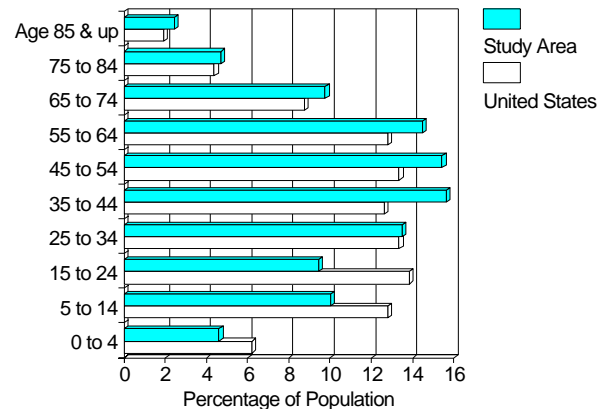


Between 2016 and 2021, the White population is projected to increase by 71 persons and to decrease from 44.1% to 42.2% of the total population. The Black population is projected to increase by 43 persons and to decrease from 6.1% to 6.0% of the total. The Hispanic/Latino population is projected to increase by 127 persons and to decrease from 12.0% to 11.8% of the total. The Asian/Other population is projected to increase by 1294 persons and to increase from 37.8% to 39.9% of the total population.

Households By Income-2016



Population by Age-2016

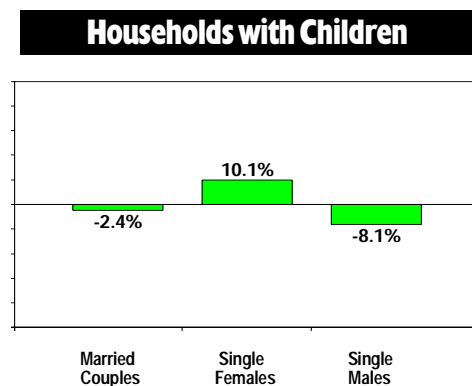
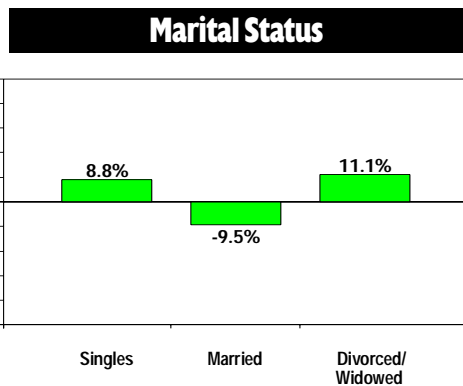
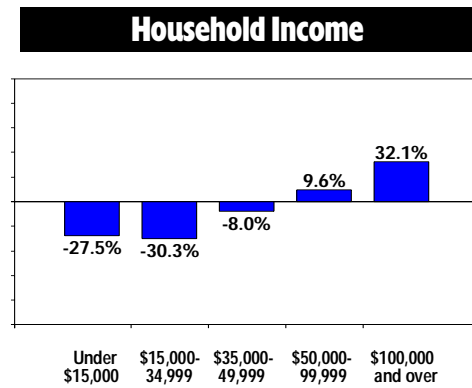
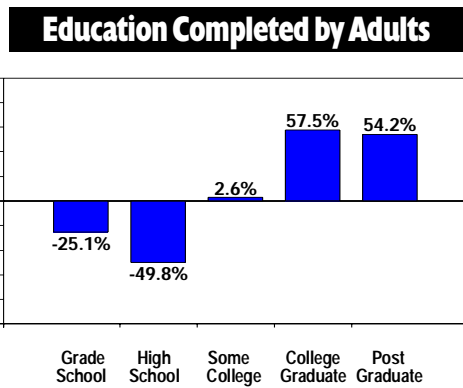
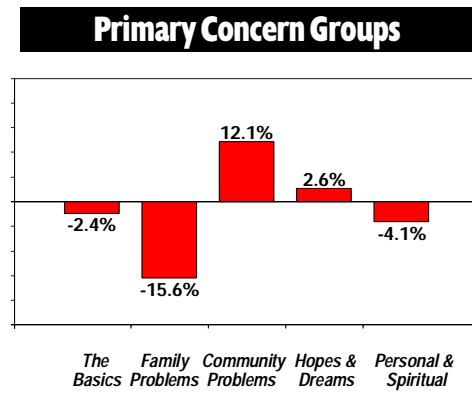
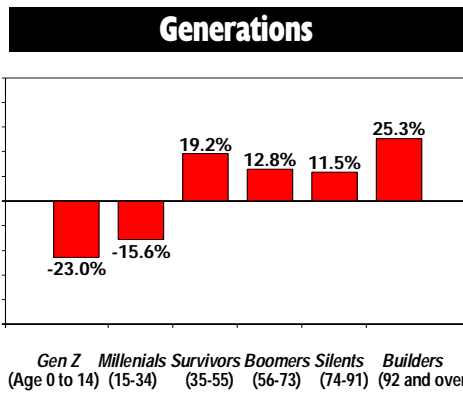
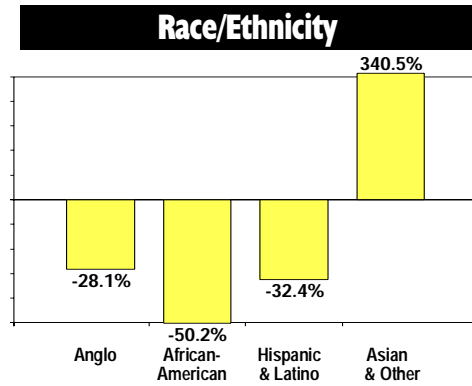
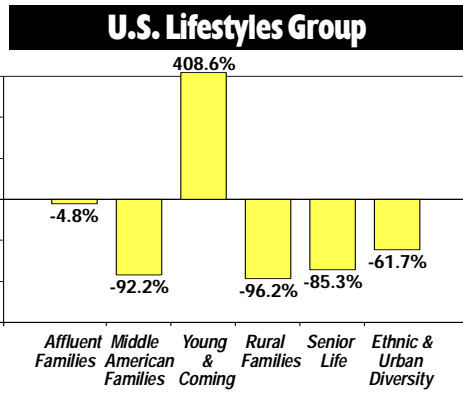


The average household income in the study area is \$94698 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.4 and is projected to increase to 43.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon



Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

POPULATION						
	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
Population	29,900	29,383	31,114	32,648		
Population Change		(517)	1,731	1,534		
Percentage Change		-1.7%	5.9%	4.9%		
▲ Average Annual Growth Rate		-0.2%	1.0%	1.0%		
Density (Pop. per square mile)	11,412	11,215	11,876	12,461		
HOUSEHOLDS						
Households	13,129	12,669	13,427	14,107		
Household Change		(460)	758	680		
Percentage Change		-3.5%	6.0%	5.1%		
▲ Average Annual Growth Rate		-0.4%	1.0%	1.0%		
Persons Per Household	2.23	2.27	2.27	2.27		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	13,513	46.0%	13,719	44.1%	13,790	42.2%
↓ African-American (Non-Hisp)	1,806	6.1%	1,909	6.1%	1,952	6.0%
↓ Hispanic/Latino	3,600	12.3%	3,739	12.0%	3,866	11.8%
▲ Asian/Other (Non-Hisp)	10,464	35.6%	11,747	37.8%	13,041	39.9%
POPULATION BY GENDER						
↓ Female	15,543	52.9%	16,425	52.8%	17,219	52.7%
▲ Male	13,840	47.1%	14,689	47.2%	15,429	47.3%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,700	9.2%	4,552	14.6%	6,177	18.9%
Millennials (Born 1982 to 2001)	6,534	22.2%	7,131	22.9%	7,457	22.8%
Survivors (Born 1961 to 1981)	9,670	32.9%	10,126	32.5%	10,691	32.7%
↓ Boomers (Born 1943 to 1960)	7,079	24.1%	6,838	22.0%	6,474	19.8%
↓ Silents (Born 1925 to 1942)	2,826	9.6%	2,315	7.4%	1,844	5.6%
↓ Builders (Born 1924 and earlier)	640	2.2%	152	0.5%	8	0.0%
AGE						
▲ Average Age	41.1		42.4		43.9	
▲ Median Age	41.3		43.2		45.2	
INCOME						
▲ Average Household Income	\$80,446		\$94,698		\$103,413	
▲ Median Household Income	\$66,577		\$72,244		\$78,780	
▲ Per Capita Income	\$34,686		\$40,866		\$44,684	

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	1,469	11.6%	2,038	15.2%	2,558	18.1%
▲ \$100,000 to \$149,999	2,084	16.5%	2,270	16.9%	2,600	18.4%
\$75,000 to \$99,999	1,855	14.6%	2,060	15.3%	2,090	14.8%
↓ \$50,000 to \$74,999	2,381	18.8%	2,299	17.1%	2,285	16.2%
\$35,000 to \$49,999	1,448	11.4%	1,656	12.3%	1,599	11.3%
↓ \$25,000 to \$34,999	1,084	8.6%	972	7.2%	920	6.5%
↓ \$15,000 to \$24,999	988	7.8%	935	7.0%	946	6.7%
↓ Under \$15,000	1,361	10.7%	1,198	8.9%	1,109	7.9%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,522	5.2%	1,434	4.6%	1,374	4.2%
↓ Required Formal Schooling (5-17)	3,946	13.4%	4,018	12.9%	4,205	12.9%
↓ College Years, Career Starts (18-24)	2,029	6.9%	2,037	6.5%	2,044	6.3%
↓ Singles and Young Families (25-34)	4,354	14.8%	4,194	13.5%	3,453	10.6%
Families, Empty Nesters (35-54)	9,359	31.9%	9,669	31.1%	10,335	31.7%
▲ Enrichment Years Singles/Couples (55-64)	4,040	13.7%	4,503	14.5%	4,816	14.8%
▲ Retirement Opportunities (65+)	4,200	14.3%	5,259	16.9%	6,423	19.7%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,522	5.2%	1,434	4.6%	1,374	4.2%
5 to 9 years	1,473	5.0%	1,575	5.1%	1,530	4.7%
10 to 14 years	1,461	5.0%	1,543	5.0%	1,673	5.1%
15 to 17 years	1,012	3.4%	900	2.9%	1,002	3.1%
▲ 18 to 20 years	783	2.7%	840	2.7%	893	2.7%
21 to 24 years	1,246	4.2%	1,197	3.8%	1,151	3.5%
25 to 29 years	2,172	7.4%	1,678	5.4%	1,842	5.6%
30 to 34 years	2,182	7.4%	2,516	8.1%	1,611	4.9%
35 to 39 years	2,311	7.9%	2,402	7.7%	2,558	7.8%
40 to 44 years	2,378	8.1%	2,464	7.9%	2,689	8.2%
↓ 45 to 49 years	2,365	8.0%	2,428	7.8%	2,453	7.5%
50 to 54 years	2,305	7.8%	2,375	7.6%	2,635	8.1%
55 to 59 years	2,178	7.4%	2,285	7.3%	2,438	7.5%
▲ 60 to 64 years	1,862	6.3%	2,218	7.1%	2,378	7.3%
▲ 65 to 69 years	1,223	4.2%	1,831	5.9%	2,033	6.2%
▲ 70 to 74 years	858	2.9%	1,201	3.9%	1,804	5.5%
75 to 84 years	1,408	4.8%	1,466	4.7%	1,836	5.6%
85 or more years	711	2.4%	761	2.4%	750	2.3%

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

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		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	26,562			
Single (Never Married)	9,506	35.8%	32.9%	109
Married	12,060	45.4%	50.2%	91
Divorced/Widowed	4,997	18.8%	16.9%	111
Marital Status Females 15 and Older (2016)	14,203			
Single (Never Married)	4,778	33.6%	29.8%	113
Married	6,044	42.6%	48.8%	87
Divorced/Widowed	3,381	23.8%	21.4%	111
Marital Status Males 15 and Older (2016)	12,359			
Single (Never Married)	4,728	38.3%	36.2%	106
Married	6,015	48.7%	51.6%	94
Divorced/Widowed	1,616	13.1%	12.3%	107
FAMILY STRUCTURE				
Households By Type (2016)	13,427			
↓ Married Couple	5,150	38.4%	48.5%	79
Other Family - Male Head of Household	576	4.3%	4.9%	87
Other Family - Female Head of Household	1,719	12.8%	13.0%	99
▲ Non Family - Male Head of Household	2,645	19.7%	15.8%	124
▲ Non Family - Female Head of Household	3,338	24.9%	17.7%	140
Households With Children 0 to 18 (2016)	3,572			
Married Couple Family	2,274	63.7%	65.2%	98
Other Family - Male Head of Household	278	7.8%	8.5%	92
Other Family - Female Head of Household	996	27.9%	25.3%	110
↓ Non Family	24	0.7%	1.0%	70
Population By Household Type (2016)	31,114			
↓ Group Quarters	609	2.0%	2.5%	78

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	609			
↓ 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	484	79.5%	18.7%	424
▲ Other	125	20.5%	15.2%	135
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	31,114			
↓ White (Non-Hispanic)	13,719	44.1%	61.3%	72
↓ African-American (Non-Hisp)	1,909	6.1%	12.3%	50
↓ Hispanic/Latino	3,739	12.0%	17.8%	68
↓ Native American (Non-Hisp)	102	0.3%	0.7%	45
▲ Asian (Non-Hisp)	9,635	31.0%	5.3%	587
▲ Hawaiian & Pacific Islander (Non-Hisp)	139	0.4%	0.2%	265
▲ Other Races & Multiple Races (Non-Hisp)	1,872	6.0%	2.4%	251
Asian Population By Race (2016)	9,742			
▲ Chinese	3,783	38.8%	22.3%	174
↓ Japanese	293	3.0%	5.0%	60
↓ Indian	210	2.2%	19.5%	11
↓ Korean	568	5.8%	9.6%	60
▲ Vietnamese	1,584	16.3%	11.0%	148
Other Asian Races	3,304	33.9%	32.5%	104
Hispanic/Latino Population By Race (2016)	3,739			
White	1,815	48.5%	53.0%	92
African-American	102	2.7%	2.5%	109
▲ Native American	88	2.4%	1.4%	172
▲ Asian	107	2.9%	0.4%	684
Other Races & Multiple Races	1,627	43.5%	42.7%	102
Hispanic/Latino Population By Origin (2016)	3,739			
Mexican	2,162	57.8%	62.4%	93
↓ Puerto Rican	216	5.8%	9.5%	61
↓ Cuban	78	2.1%	3.5%	59
▲ Other Hispanic Origin	1,282	34.3%	24.6%	139

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	6,822			
Pre-Primary (Public)	223	3.3%	3.4%	95
▲ Pre-Primary (Private)	351	5.1%	2.6%	196
Elementary/High School (Public)	3,225	47.3%	58.9%	80
▲ Elementary/High School (Private)	706	10.3%	6.6%	156
Enrolled in College	2,318	34.0%	28.4%	120
Population By Education Completed (Age 25 and over) (2016)	23,625			
Elementary (Less than 9 years)	1,443	6.1%	5.8%	105
↓ Some High School (9 to 11 years)	959	4.1%	7.8%	52
↓ High School Graduate (12 years)	3,309	14.0%	27.9%	50
Some College (13 to 15 years)	4,952	21.0%	21.2%	99
Associate Degree	2,119	9.0%	8.0%	112
▲ Bachelor's Degree	6,817	28.9%	18.3%	158
▲ Graduate Degree	4,026	17.0%	11.0%	154
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	16,304			
TOTAL WHITE COLLAR	11,808	72.4%	61.5%	118
▲ Executive and Managerial	2,056	12.6%	9.7%	129
▲ Professional Specialty	3,572	21.9%	16.6%	132
▲ Technical Support	1,679	10.3%	8.3%	124
Sales	1,639	10.1%	10.9%	93
Administrative Support & Clerical	2,862	17.6%	16.0%	110
↓ TOTAL BLUE COLLAR	4,496	27.6%	38.5%	72
▲ Service: Private Households	909	5.6%	3.7%	151
↓ Service: Protective	277	1.7%	2.2%	77
↓ Service: Other	839	5.1%	7.5%	69
↓ Farming, Forestry & Fishing	31	0.2%	0.7%	26
↓ Precision Production and Craft	897	5.5%	11.0%	50
Operators and Assemblers	484	3.0%	3.2%	92
↓ Transportation and Material Moving	745	4.6%	6.2%	74
↓ Laborers	314	1.9%	4.0%	48

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

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		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	26,260			
Employed	16,512	62.9%	58.1%	108
Unemployed	1,610	6.1%	5.6%	109
Not in Labor Force	8,138	31.0%	36.3%	85
Total Female Pop. By Work Status (Age 20 to 64) (2013)	10,676			
TOTAL WORKING	7,660	71.7%	66.8%	107
▲ With No Own Children	5,534	51.8%	42.2%	123
With Own Children Age 0 to 5 only	679	6.4%	5.5%	116
↓ With Own Children Age 6 to 17 only	1,076	10.1%	14.8%	68
With Own Children Both Age 0 to 5 and 6 to 17	371	3.5%	4.3%	81
TOTAL NOT WORKING (UNEMPLOYED)	743	7.0%	6.2%	112
▲ With No Own Children	539	5.0%	3.8%	135
↓ With Own Children Age 0 to 5 only	55	0.5%	0.7%	78
↓ With Own Children Age 6 to 17 only	98	0.9%	1.3%	73
With Own Children Both Age 0 to 5 and 6 to 17	51	0.5%	0.5%	87
↓ TOTAL NOT IN THE LABOR FORCE	2,273	21.3%	27.0%	79
With No Own Children	1,599	15.0%	17.1%	88
With Own Children Age 0 to 5 only	225	2.1%	2.6%	81
↓ With Own Children Age 6 to 17 only	225	2.1%	4.6%	45
↓ With Own Children Both Age 0 to 5 and 6 to 17	224	2.1%	2.6%	79
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	13,427			
Above Poverty Line (Households with Children)	6,833	62.8%	59.6%	105
Above Poverty Line (Households without Children)	2,991	27.5%	26.5%	104
↓ Below Poverty Line (Households with Children)	619	5.7%	7.9%	72
↓ Below Poverty Line (Households without Children)	435	4.0%	6.0%	66
Households By Presence of Retirement Income (2013)	12,669			
With Retirement Income	1,965	15.5%	17.6%	88
Without Retirement Income	10,804	85.3%	81.5%	105

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
HOUSING				
Occupied Units By Type (2016)	13,427			
↓ Owner Occupied	4,979	37.1%	65.0%	57
▲ Renter Occupied	8,448	62.9%	35.0%	180
▲ Median Rent (2013)	\$1,326		\$904	147
Structures By Number of Units (2016)	14,404			
↓ Single Unit	5,682	39.4%	67.3%	59
▲ 3 to 4 Units	3,016	20.9%	8.1%	258
▲ 5 to 19 Units	3,074	21.3%	9.3%	229
▲ 20 to 49 Units	1,240	8.6%	3.6%	239
▲ 50 or more Units	1,335	9.3%	5.1%	181
↓ Mobile Home	15	0.1%	6.4%	2
▲ Other	42	0.3%	0.1%	342
↓ Single To Multiple Unit Ratio	0.66		2.57	25
Owner-Occupied Property Values (2016)	4,979			
↓ Under \$40,000	83	1.7%	7.2%	23
↓ \$40,000 to \$59,999	14	0.3%	3.7%	8
↓ \$60,000 to \$79,999	46	0.9%	5.1%	18
↓ \$80,000 to \$99,999	10	0.2%	6.5%	3
↓ \$100,000 to 149,999	6	0.1%	15.1%	1
↓ \$150,000 to \$199,999	66	1.3%	14.6%	9
↓ \$200,000 to \$299,999	222	4.5%	18.1%	25
↓ \$300,000 to \$499,999	734	14.7%	16.9%	87
▲ \$500,000 to \$999,999	2,906	58.4%	9.7%	601
▲ \$1,000,000 and over	890	17.9%	3.0%	591
▲ Median Property Value	\$711,272		\$192,432	370

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	14,404			
2010 and later	840	5.8%	5.5%	106
↓ 2000 to 2009	194	1.3%	14.6%	9
↓ 1990 to 1999	198	1.4%	13.4%	10
↓ 1980 to 1989	522	3.6%	13.2%	27
1970 to 1979	2,253	15.6%	15.0%	104
▲ 1960 to 1969	2,396	16.6%	10.4%	160
↓ 1950 to 1959	859	6.0%	10.3%	58
▲ 1949 or earlier	7,142	49.6%	17.7%	280
Households By Number of Persons (2016)	13,427			
▲ 1 Person Household	4,762	35.5%	27.3%	130
2 Person Household	4,239	31.6%	32.3%	98
3 Person Household	2,044	15.2%	16.2%	94
4 Person Household	1,468	10.9%	13.1%	84
↓ 5 Person Household	548	4.1%	6.5%	63
↓ 6 Person Household	203	1.5%	2.8%	55
↓ 7 or more Person Household	162	1.2%	1.9%	63
Average Persons Per Household	2.3		2.6	88
Households By Heating Type (2013)	12,768			
Utility and Other Gas	7,985	62.5%	54.0%	116
Electric	4,591	36.0%	36.1%	99
↓ Oil	35	0.3%	6.1%	4
↓ Coal and Wood	5	0.0%	2.2%	2
↓ Solar/Other Fuel	28	0.2%	0.5%	44
No Fuel Used	125	1.0%	0.9%	104

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
TRANSPORTATION				
Households By Number of Vehicles (2016)	13,427			
No Vehicles	1,171	8.7%	9.0%	97
▲ 1 Vehicle	6,069	45.2%	33.7%	134
2 Vehicle	4,421	32.9%	37.5%	88
↓ 3 or more Vehicles	1,766	13.2%	19.8%	67
Workers By Travel Time to Work (2016)	14,930			
Less than 15 minutes	3,445	23.1%	27.3%	85
15 to 29 minutes	4,975	33.3%	36.5%	91
30 to 44 minutes	3,363	22.5%	20.2%	112
▲ 45 to 59 minutes	1,750	11.7%	7.7%	151
60 or more minutes	1,398	9.4%	8.3%	113
Average Travel Time to Work (minutes)	30.8		28.2	109
Workers By Type of Transportation to Work (2016)	15,568			
Drive Alone	9,820	63.1%	76.9%	82
Car Pool	1,282	8.2%	9.6%	86
▲ Public Transportation	2,441	15.7%	5.1%	307
▲ Walk to Work	899	5.8%	2.8%	205
▲ Other Means	263	1.7%	1.2%	136
▲ Work at Home	864	5.5%	4.4%	126

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

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.		
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	10,008	74.5%	14.7%	509
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1,931	14.4%	15.1%	95
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	944	7.0%	18.4%	38
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	328	2.4%	31.4%	8
5	Senior Life (7, 20, 21, 22, 30 and 31)	136	1.0%	6.9%	15
4	Rural Families (27, 26, 29, 33, 35 and 38)	67	0.5%	13.1%	4

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	5,424	40.4%	4.3%	950
12	Educated New Starters	3,874	28.9%	2.9%	982
4	Educated Mid-Life Families	1,514	11.3%	3.4%	331
45	Struggling Urban Diversity	739	5.5%	2.5%	224
8	Rising Potential Professionals	694	5.2%	2.3%	221
14	Secure Mid-Life Families	417	3.1%	0.7%	474
32	Working Urban Life	191	1.4%	1.7%	86
28	Building Country Families	133	1.0%	2.8%	35
10	Suburban Mid-Life Families	102	0.8%	5.5%	14
25	Working Country Consumers	84	0.6%	4.1%	15
20	Cautious and Mature	68	0.5%	2.6%	19
27	Country Family Diversity	37	0.3%	0.3%	81
29	Working Country Families	30	0.2%	1.0%	23
21	Mature and Stable	25	0.2%	0.6%	33
30	Urban Senior Life	21	0.2%	0.8%	19
7	Prosperous and Mature	17	0.1%	0.5%	23
49	Exception Households	17	0.1%	0.2%	51
19	Educated and Promising	16	0.1%	0.1%	152
36	Working Diverse Urbanites	11	0.1%	0.4%	19
17	Large Young Families	8	0.1%	2.2%	3

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

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.		
22	Mature and Established	5	0.0%	1.8%	2
24	Metro Multi-Ethnic Diversity	3	0.0%	2.7%	1
9	Educated Working Families	1	0.0%	0.1%	9
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	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
6	Prosperous New Country Families	0	0.0%	2.1%	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
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		13,431	100.0%	100.0%	100

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

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			

FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	25.2%	35.4%	71
↓ Somewhat Involved with Their Faith	23.9%	29.9%	80
▲ Not Involved with Their Faith	52.7%	34.7%	152

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	15.8%	22.1%	72
Decreased Their Involvement with Their Faith in the Last 10 Years	23.9%	23.7%	101

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	155
↓ Baptist	7.5%	16.1%	46
Catholic	21.7%	23.7%	92
↓ Congregational	1.7%	2.0%	87
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	298
Episcopal	2.8%	2.9%	98
↓ Holiness	0.2%	0.8%	20
Jehovah's Witnesses	1.0%	1.1%	95
▲ Judaism	4.7%	3.2%	150
↓ Lutheran	5.9%	7.2%	81
↓ Methodist	4.6%	10.1%	46
▲ Mormon	2.7%	1.8%	151
▲ New Age	1.3%	0.6%	230
▲ Non-Denominational / Independent	10.6%	6.9%	152
Orthodox	0.3%	0.3%	107
Pentecostal	2.4%	2.4%	99
Presbyterian / Reformed	4.9%	4.6%	108
▲ Unitarian / Universalist	0.9%	0.7%	126
▲ Interested but No Preference	6.1%	3.9%	157
▲ Not Interested and No Preference	19.0%	11.1%	172

Likely to Have Changed Their Preference in the Last 10 Years	18.5%	16.8%	110
--	-------	-------	-----

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.5%	4.0%	113
Lets them do what they want and is supportive	11.0%	11.7%	94
▲ Lets them do what they want and stays out of the way	5.6%	4.8%	117
Works with them on deciding what to do and helps them do it	78.9%	79.6%	99

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

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 CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.5%	43.5%	98
↓ Finding/Providing Health Insurance	22.6%	29.0%	78
Day-to-Day Financial Worries	30.6%	31.6%	97
▲ Finding Employment Opportunities	15.9%	14.4%	111
▲ Finding Affordable Housing	16.9%	11.3%	150
↓ Providing Adequate Food	7.1%	8.6%	83
↓ Finding Child Care	5.5%	6.3%	87
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.4%	16.7%	86
↓ Dealing With Teen / Child Problems	15.6%	20.7%	75
Finding/Providing Aging Parent Care	14.2%	15.5%	92
Dealing With Abusive Relationships	10.6%	11.4%	93
↓ Dealing With Divorce	3.3%	4.5%	73
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	34.4%	27.0%	128
↓ Finding/Providing Good Schools	20.2%	23.5%	86
↓ Dealing with Problems in Schools	11.1%	13.6%	82
▲ Dealing With Racial / Ethnic Prejudice	15.7%	13.1%	120
▲ Dealing With Neighborhood Gangs	12.7%	8.5%	149
▲ Dealing with Social Injustice	14.4%	11.3%	128
HOPES AND DREAMS:			
Achieving Long-term Financial Security	55.7%	50.6%	110
▲ Finding Time for Recreation / Leisure	28.3%	25.3%	112
Finding Better Quality Healthcare	22.0%	23.9%	92
▲ Finding A Satisfying Job / Career	22.6%	19.3%	117
Finding Retirement Opportunities	17.0%	18.9%	90
Achieving A Fulfilling Marriage	21.5%	22.3%	96
↓ Developing Parenting Skills	11.7%	14.7%	79
▲ Achieving Educational Objectives	8.6%	7.5%	114
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.2%	29.8%	98
▲ Finding Companionship	22.4%	17.3%	129
↓ Finding A Good Church	8.9%	15.2%	59
↓ Finding Spiritual Teaching	8.8%	12.9%	68
▲ Finding Life Direction	16.2%	14.0%	116

Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

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			

KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	80.3%	84.5%	95
↓ "God is actively involved in the world including nations and their governments"	54.7%	63.8%	86

SOCIETY:

"It is important to preserve the traditional American family structure"	88.1%	91.5%	96
"A healthy environment has become a national crisis"	84.2%	82.8%	102
"Public education is essential to the future of American society"	93.5%	94.0%	99

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	47.8%	50.1%	95
"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"	61.0%	62.6%	97

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	37.5%	36.3%	103
"The changing racial / ethnic face of America is a threat to our national heritage"	35.7%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	57.9%	59.8%	97
More than \$500 per year	30.3%	31.2%	97
More than \$1,000 per year	16.4%	17.4%	94

TO CHARITIES:

▲ More than \$100 per year	40.3%	33.7%	120
▲ More than \$500 per year	10.6%	6.8%	156
▲ More than \$1,000 per year	3.5%	2.3%	152

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	21.1%	16.1%	131
▲ More than \$500 per year	6.2%	4.3%	144
▲ More than \$1,000 per year	3.0%	2.2%	136

Ministry Area Profile 2016
Compass
REPORT

Saint Joseph Basilica

Study Area Definition:
Custom Polygon





Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon

Table of Contents

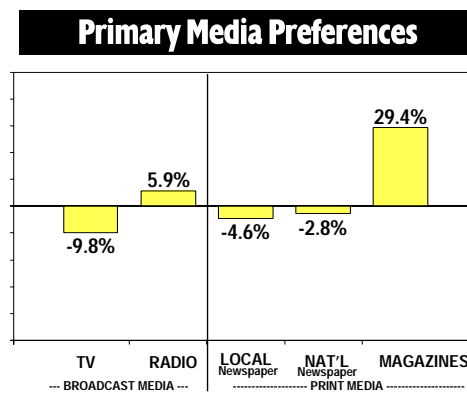
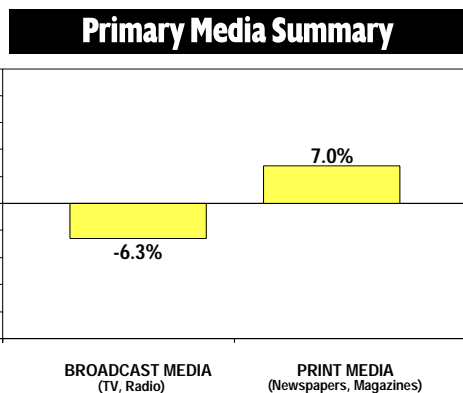
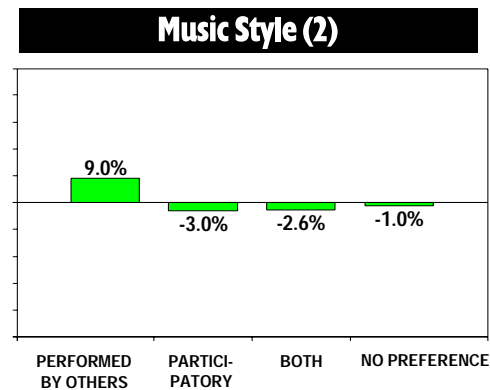
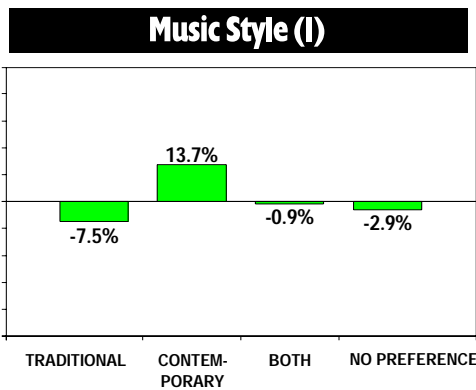
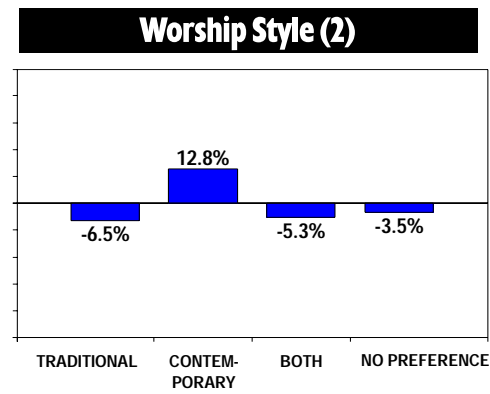
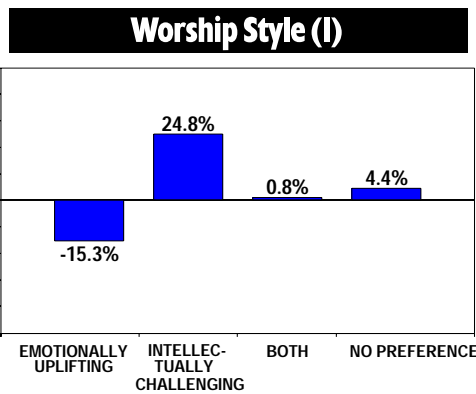
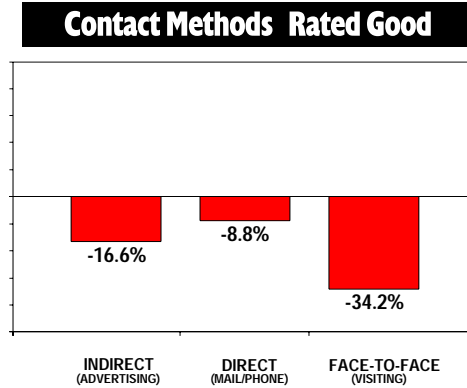
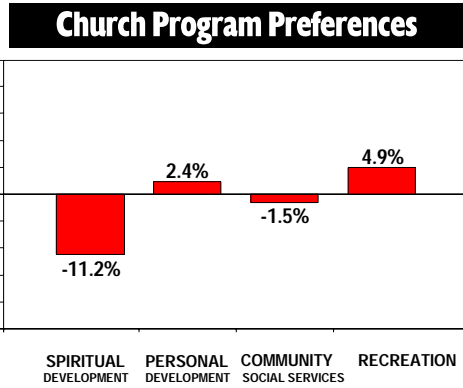
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD	6
CHURCH CONTACT METHODS RATED POOR	6



Date: 6/20/2016

Prepared For:
Saint Joseph Basilica

Study Area Definition:
Custom Polygon





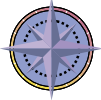
Date: 6/20/2016

Prepared For:
 Saint Joseph Basilica

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 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	31.8%	41.1%	77
Adult Theological Discussion Groups	23.4%	22.5%	104
Spiritual Retreats	11.5%	11.6%	99
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.8%	15.2%	104
Parent Training Programs	7.4%	7.8%	94
▲ Twelve Step Programs	4.3%	3.5%	123
↓ Divorce Recovery	2.2%	2.4%	89
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	22.9%	22.5%	102
Care for the Terminally Ill	16.6%	15.7%	106
↓ Food and Clothing Resources	7.5%	11.1%	67
▲ Day Care Services	6.7%	6.1%	111
▲ Church Sponsored Day-School	6.4%	5.7%	112
<i>RECREATION:</i>			
Youth Social Programs	27.2%	29.7%	92
Family Activities and Outings	30.1%	32.8%	92
Active Retirement Programs	26.5%	26.8%	99
▲ Cultural Programs (Music, Drama, Art)	27.4%	18.9%	145
▲ Sports or Camping	9.0%	6.3%	142

SUMMARY	
↓ Spiritual Development Index	89
Personal Development Index	102
Community/Social Services Index	98
Recreation Index	105



Date: 6/20/2016

Prepared For:
 Saint Joseph Basilica

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			

WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.3%	26.4%	85
▲ B. Intellectually Challenging	13.9%	11.1%	125
C. Both A and B	39.5%	39.2%	101
D. No Preference or Not Interested	24.4%	23.4%	104

PART 2:

A. Traditional/Formal/Ceremonial	18.9%	20.2%	94
▲ B. Contemporary/Informal	29.7%	26.3%	113
C. Both A and B	25.1%	26.5%	95
D. No Preference or Not Interested	26.0%	26.9%	97

MUSIC STYLE INDICATOR

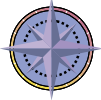
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.6%	24.4%	92
▲ B. Contemporary	22.4%	19.7%	114
C. Both A and B	30.8%	31.1%	99
D. No Preference or Not Interested	24.1%	24.8%	97

PART 2:

A. Performed by Others	20.4%	18.7%	109
B. Participatory	22.2%	22.9%	97
C. Both A and B	31.4%	32.2%	97
D. No Preference or Not Interested	25.9%	26.2%	99



Date: 6/20/2016

Prepared For:
 Saint Joseph Basilica

Study Area Definition:
 Custom Polygon

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

MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.8%	22.0%	104
▲ B. Personal Spiritual Development	15.8%	14.3%	111
C. Both A and B	35.7%	37.4%	95
D. No Preference or Not Interested	25.7%	26.3%	98

PART 2:

A. Global Mission	6.1%	6.2%	99
B. Local Mission	34.2%	33.3%	103
C. Both A and B	28.8%	30.1%	96
D. No Preference or Not Interested	30.7%	30.4%	101

CHURCH ARCHITECTURE INDICATOR

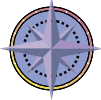
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.8%	26.6%	85
▲ B. Contemporary	20.7%	15.9%	130
C. Both A and B	31.9%	32.3%	99
D. No Preference or Not Interested	24.7%	25.1%	99

PART 2:

↓ A. Somber/Serious	8.0%	9.4%	85
▲ B. Light and Airy	39.6%	34.7%	114
C. Both A and B	25.5%	27.7%	92
D. No Preference or Not Interested	27.0%	28.2%	96



Date: 6/20/2016

Prepared For:
 Saint Joseph Basilica

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	42.6%	47.3%	90
Radio	14.1%	13.3%	106

PRINT MEDIA:

Local Newspaper	37.5%	36.1%	104
National Newspaper	4.2%	4.3%	97
▲ Magazines	4.2%	2.4%	172

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.8%	31.9%	99
Radio	22.1%	23.8%	93

PRINT MEDIA:

Local Newspaper	31.2%	32.7%	95
National Newspaper	6.1%	5.8%	105
▲ Magazines	9.1%	7.0%	129

SUMMARY

Overall Broadcast Media Index (100 = Average)	95
Overall Print Media Index	104



Date: 6/20/2016

Prepared For:
 Saint Joseph Basilica

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	31.1%	36.2%	86
↓ Putting Ad in Local Newspaper	28.0%	33.8%	83
↓ Local Cable Channels	24.7%	30.4%	81
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.5%	53.7%	94
↓ Calling and Offering to Send Information By Mail	25.6%	29.5%	87
↓ Calling and Discussing on the Phone	10.7%	12.0%	89
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.7%	20.1%	68
↓ Going Door to Door	8.7%	14.0%	62

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	23.2%	19.6%	119
▲ Putting Ad in Local Newspaper	30.9%	21.5%	143
▲ Local Cable Channels	35.5%	30.7%	115
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.8%	13.3%	134
▲ Calling and Offering to Send Information By Mail	41.4%	34.0%	122
▲ Calling and Discussing on the Phone	69.4%	60.6%	114
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.7%	49.6%	122
▲ Going Door to Door	72.6%	64.0%	113

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	83
Direct Methods Index	91
↓ Face-to-Face Methods Index	66

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	125
▲ Direct Methods Index	119
▲ Face-to-Face Methods Index	117