

ministry area profile 2016

Saint Joseph Parish, Fremont

Study Area Definition:
Custom Polygon





Prepared For:
Saint Joseph Parish, Fremont

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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

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Saint Joseph Parish, Fremont

Study Area Definition:
Custom Polygon

- 1** **Q** **How many people live in the defined study area?**

A Currently, there are 54,755 persons residing in the defined study area. This represents an increase of 6,194 or 12.8% 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 6.4% or 3,518 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 low* with only 10 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 41.7% 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 *very high*. Among individual groups, *Anglos* represent 17.3% of the population and all other racial/ethnic groups make up a substantial 82.7% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 74.7% of the total population. *Asians* are also projected to be the fastest growing group increasing by 12.3% 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 17,571 persons or 32.1% of the total population in the area. Compared to a national average of 27.3%, *Survivors* are also the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**

A The area can be described as *extremely traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**

A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 95.0% 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 70.2% 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: *Social Injustice, Time for Recreation/Leisure, Aging Parent Care, Racial/Ethnic Prejudice, Neighborhood Gangs* and *Finding Life Direction*. (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?**

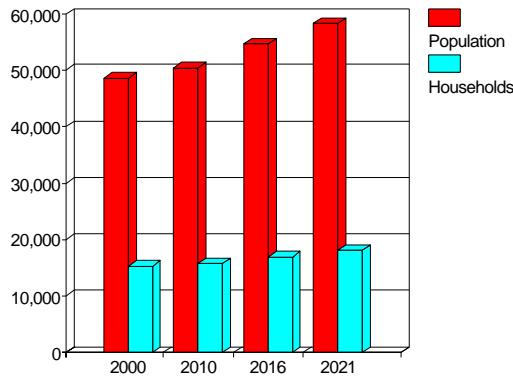
A Based upon the average household income of \$189,795 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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Saint Joseph Parish, Fremont

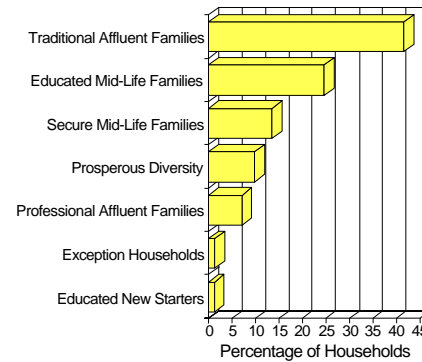
Study Area Definition:
Custom Polygon

Date: 6/20/2016

Population and Households

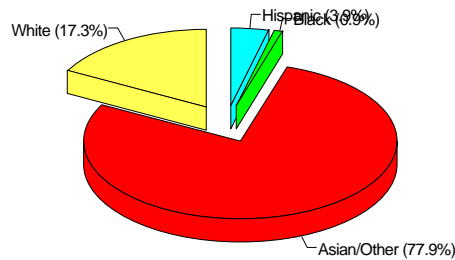


Primary U.S. Lifestyles Segments-2016

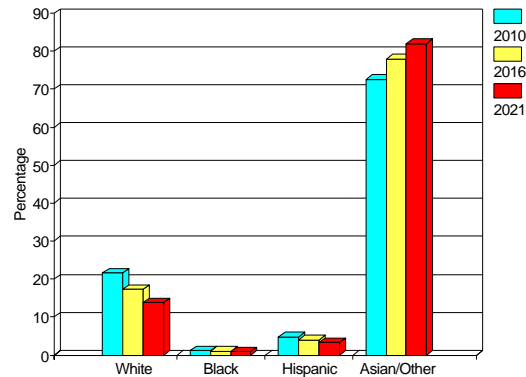


The population in the study area has increased by 4343 persons, or 8.6% since 2010 and is projected to increase by 3518 persons, or 6.4% between 2016 and 2021. The number of households has increased by 1224, or 7.8% since 2010 and is projected to increase by 1062, or 6.3% between 2016 and 2021.

Population By Race/Ethnicity-2016

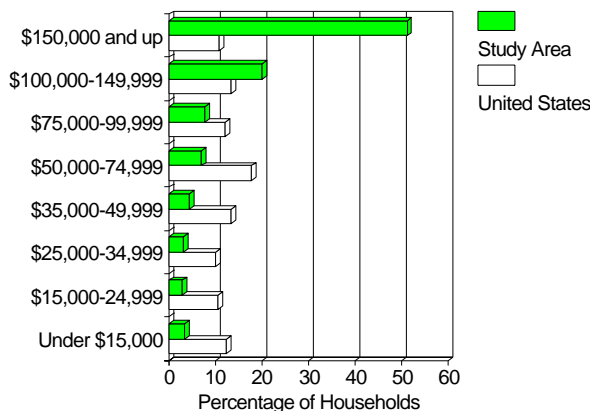


Population By Race/Ethnicity Trend

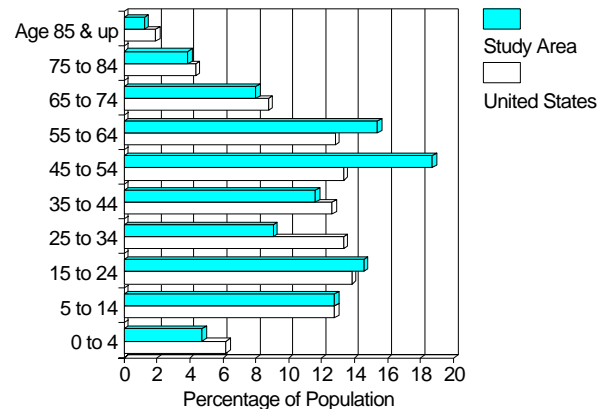


Between 2016 and 2021, the White population is projected to decrease by 1387 persons and to decrease from 17.3% to 13.8% of the total population. The Black population is projected to decrease by 60 persons and to decrease from 0.9% to 0.8% of the total. The Hispanic/Latino population is projected to decrease by 195 persons and to decrease from 3.9% to 3.3% of the total. The Asian/Other population is projected to increase by 5159 persons and to increase from 77.9% to 82.1% of the total population.

Households By Income-2016



Population by Age-2016

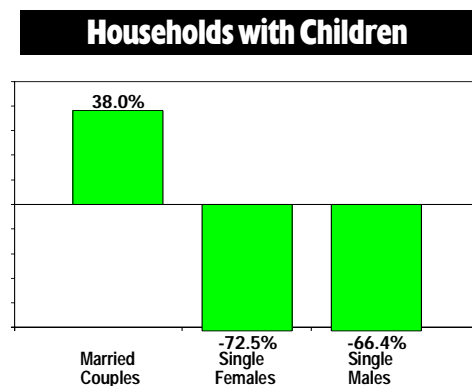
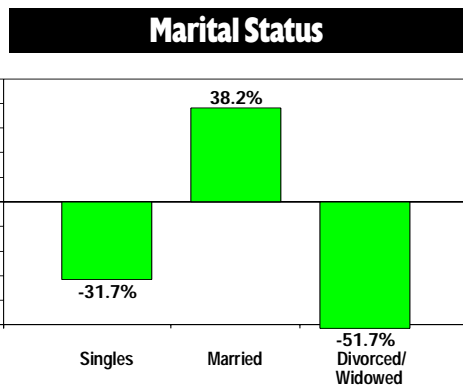
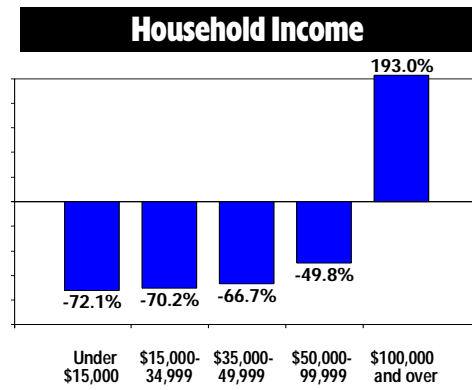
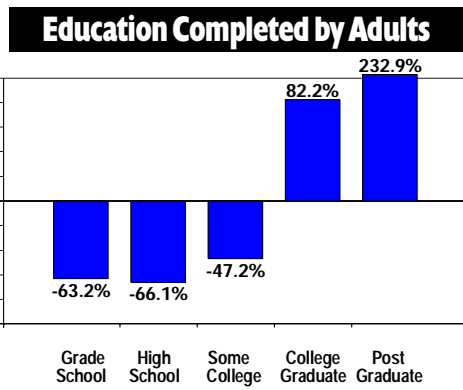
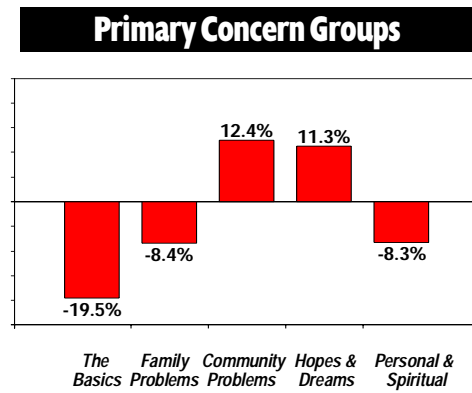
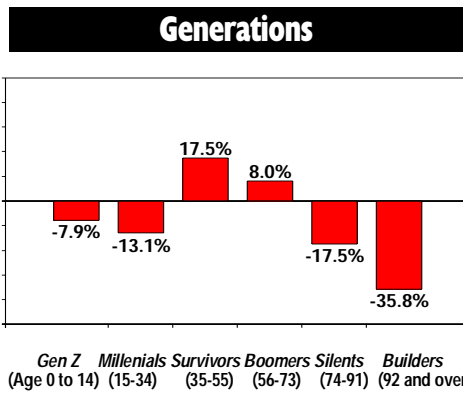
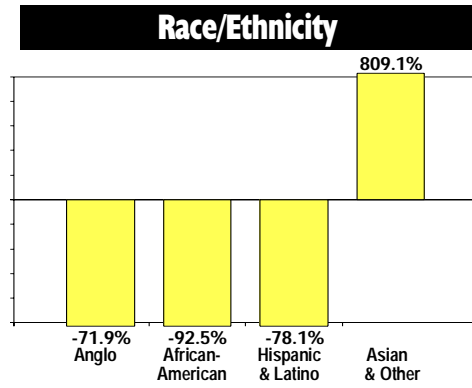
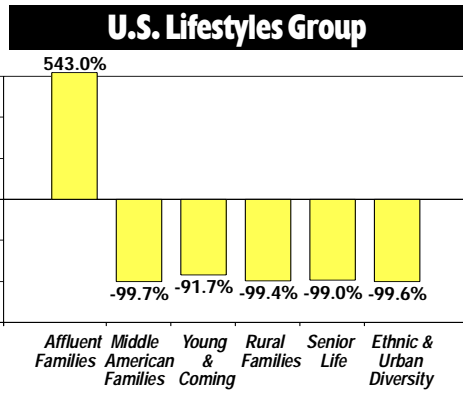


The average household income in the study area is \$189795 a year as compared to the U.S. average of \$77135. The average age in the study area is 40.1 and is projected to increase to 41.7 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	48,561	50,412	54,755	58,273		
Population Change		1,851	4,343	3,518		
Percentage Change		3.8%	8.6%	6.4%		
Average Annual Growth Rate		0.4%	1.4%	1.3%		
▲ Density (Pop. per square mile)	554	575	625	665		
HOUSEHOLDS						
▲ Households	15,210	15,755	16,979	18,041		
Household Change		545	1,224	1,062		
Percentage Change		3.6%	7.8%	6.3%		
Average Annual Growth Rate		0.4%	1.3%	1.3%		
▲ Persons Per Household	3.18	3.19	3.21	3.22		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	10,840	21.5%	9,448	17.3%	8,061	13.8%
↓ African-American (Non-Hisp)	567	1.1%	509	0.9%	449	0.8%
↓ Hispanic/Latino	2,376	4.7%	2,132	3.9%	1,937	3.3%
▲ Asian/Other (Non-Hisp)	36,629	72.7%	42,667	77.9%	47,826	82.1%
POPULATION BY GENDER						
▲ Female	25,404	50.4%	27,688	50.6%	29,541	50.7%
↓ Male	25,008	49.6%	27,067	49.4%	28,732	49.3%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	5,767	11.4%	9,578	17.5%	12,879	22.1%
↓ Millennials (Born 1982 to 2001)	12,294	24.4%	12,932	23.6%	13,623	23.4%
Survivors (Born 1961 to 1981)	15,994	31.7%	17,570	32.1%	18,334	31.5%
↓ Boomers (Born 1943 to 1960)	12,039	23.9%	11,523	21.0%	11,067	19.0%
↓ Silents (Born 1925 to 1942)	3,827	7.6%	3,014	5.5%	2,362	4.1%
↓ Builders (Born 1924 and earlier)	477	0.9%	137	0.3%	8	0.0%
AGE						
▲ Average Age	38.1		40.1		41.7	
▲ Median Age	41.2		43.3		45.0	
INCOME						
▲ Average Household Income	\$149,465		\$189,795		\$206,226	
▲ Median Household Income	\$140,980		\$160,461		\$176,766	
▲ Per Capita Income	\$46,711		\$58,853		\$63,847	

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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	6,729	42.7%	8,677	51.1%	10,090	55.9%
↓ \$100,000 to \$149,999	3,897	24.7%	3,406	20.1%	3,362	18.6%
↓ \$75,000 to \$99,999	1,575	10.0%	1,332	7.8%	1,258	7.0%
↓ \$50,000 to \$74,999	1,342	8.5%	1,192	7.0%	1,133	6.3%
↓ \$35,000 to \$49,999	754	4.8%	758	4.5%	711	3.9%
↓ \$25,000 to \$34,999	457	2.9%	536	3.2%	504	2.8%
↓ \$15,000 to \$24,999	446	2.8%	496	2.9%	453	2.5%
↓ Under \$15,000	556	3.5%	582	3.4%	531	2.9%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,525	5.0%	2,592	4.7%	2,738	4.7%
↓ Required Formal Schooling (5-17)	11,161	22.1%	9,629	17.6%	8,449	14.5%
▲ College Years, Career Starts (18-24)	2,927	5.8%	5,331	9.7%	5,936	10.2%
▲ Singles and Young Families (25-34)	3,942	7.8%	4,958	9.1%	6,719	11.5%
↓ Families, Empty Nesters (35-54)	18,352	36.4%	16,621	30.4%	14,814	25.4%
▲ Enrichment Years Singles/Couples (55-64)	6,177	12.3%	8,420	15.4%	10,180	17.5%
▲ Retirement Opportunities (65+)	5,313	10.5%	7,203	13.2%	9,437	16.2%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,525	5.0%	2,592	4.7%	2,738	4.7%
↓ 5 to 9 years	4,052	8.0%	2,682	4.9%	2,741	4.7%
↓ 10 to 14 years	4,444	8.8%	4,304	7.9%	2,924	5.0%
↓ 15 to 17 years	2,665	5.3%	2,643	4.8%	2,784	4.8%
▲ 18 to 20 years	1,394	2.8%	2,340	4.3%	2,526	4.3%
▲ 21 to 24 years	1,533	3.0%	2,991	5.5%	3,410	5.9%
▲ 25 to 29 years	1,809	3.6%	2,482	4.5%	4,574	7.8%
30 to 34 years	2,133	4.2%	2,476	4.5%	2,145	3.7%
35 to 39 years	3,733	7.4%	2,284	4.2%	2,660	4.6%
↓ 40 to 44 years	4,479	8.9%	4,093	7.5%	2,766	4.7%
↓ 45 to 49 years	5,287	10.5%	4,662	8.5%	3,934	6.8%
50 to 54 years	4,853	9.6%	5,582	10.2%	5,454	9.4%
▲ 55 to 59 years	3,529	7.0%	4,744	8.7%	5,180	8.9%
▲ 60 to 64 years	2,648	5.3%	3,676	6.7%	5,000	8.6%
▲ 65 to 69 years	1,681	3.3%	2,687	4.9%	3,449	5.9%
▲ 70 to 74 years	1,417	2.8%	1,706	3.1%	2,568	4.4%
▲ 75 to 84 years	1,685	3.3%	2,125	3.9%	2,625	4.5%
▲ 85 or more years	530	1.1%	685	1.3%	795	1.4%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	45,177			
↓ Single (Never Married)	10,155	22.5%	32.9%	68
▲ Married	31,324	69.3%	50.2%	138
↓ Divorced/Widowed	3,698	8.2%	16.9%	48
Marital Status Females 15 and Older (2016)	22,980			
↓ Single (Never Married)	4,432	19.3%	29.8%	65
▲ Married	16,019	69.7%	48.8%	143
↓ Divorced/Widowed	2,529	11.0%	21.4%	51
Marital Status Males 15 and Older (2016)	22,197			
↓ Single (Never Married)	5,723	25.8%	36.2%	71
▲ Married	15,305	69.0%	51.6%	134
↓ Divorced/Widowed	1,169	5.3%	12.3%	43
FAMILY STRUCTURE				
Households By Type (2016)	16,979			
▲ Married Couple	13,143	77.4%	48.5%	160
↓ Other Family - Male Head of Household	506	3.0%	4.9%	60
↓ Other Family - Female Head of Household	1,163	6.8%	13.0%	53
↓ Non Family - Male Head of Household	1,043	6.1%	15.8%	39
↓ Non Family - Female Head of Household	1,124	6.6%	17.7%	37
Households With Children 0 to 18 (2016)	8,725			
▲ Married Couple Family	7,854	90.0%	65.2%	138
↓ Other Family - Male Head of Household	248	2.8%	8.5%	34
↓ Other Family - Female Head of Household	608	7.0%	25.3%	28
↓ Non Family	15	0.2%	1.0%	18
Population By Household Type (2016)	54,755			
↓ Group Quarters	216	0.4%	2.5%	16

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	216			
↓ Correctional Facilities	6	2.8%	30.0%	9
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	17	7.9%	18.7%	42
▲ Other	193	89.4%	15.2%	588
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	54,755			
↓ White (Non-Hispanic)	9,448	17.3%	61.3%	28
↓ African-American (Non-Hisp)	509	0.9%	12.3%	8
↓ Hispanic/Latino	2,132	3.9%	17.8%	22
↓ Native American (Non-Hisp)	44	0.1%	0.7%	11
▲ Asian (Non-Hisp)	40,813	74.5%	5.3%	1,412
↓ Hawaiian & Pacific Islander (Non-Hisp)	71	0.1%	0.2%	77
▲ Other Races & Multiple Races (Non-Hisp)	1,738	3.2%	2.4%	133
Asian Population By Race (2016)	40,897			
▲ Chinese	17,401	42.5%	22.3%	191
↓ Japanese	809	2.0%	5.0%	39
▲ Indian	12,695	31.0%	19.5%	159
↓ Korean	1,144	2.8%	9.6%	29
↓ Vietnamese	2,805	6.9%	11.0%	62
↓ Other Asian Races	6,043	14.8%	32.5%	45
Hispanic/Latino Population By Race (2016)	2,132			
White	1,197	56.1%	53.0%	106
↓ African-American	37	1.7%	2.5%	69
▲ Native American	42	2.0%	1.4%	144
▲ Asian	84	3.9%	0.4%	941
Other Races & Multiple Races	772	36.2%	42.7%	85
Hispanic/Latino Population By Origin (2016)	2,132			
Mexican	1,428	67.0%	62.4%	107
↓ Puerto Rican	99	4.6%	9.5%	49
↓ Cuban	17	0.8%	3.5%	23
Other Hispanic Origin	588	27.6%	24.6%	112

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	15,462			
↓ Pre-Primary (Public)	186	1.2%	3.4%	35
▲ Pre-Primary (Private)	893	5.8%	2.6%	220
Elementary/High School (Public)	10,193	65.9%	58.9%	112
Elementary/High School (Private)	988	6.4%	6.6%	96
↓ Enrolled in College	3,202	20.7%	28.4%	73
Population By Education Completed (Age 25 and over) (2016)	37,202			
↓ Elementary (Less than 9 years)	807	2.2%	5.8%	37
↓ Some High School (9 to 11 years)	1,053	2.8%	7.8%	36
↓ High School Graduate (12 years)	3,515	9.4%	27.9%	34
↓ Some College (13 to 15 years)	3,771	10.1%	21.2%	48
↓ Associate Degree	1,955	5.3%	8.0%	66
▲ Bachelor's Degree	12,415	33.4%	18.3%	182
▲ Graduate Degree	13,686	36.8%	11.0%	333
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	26,129			
▲ TOTAL WHITE COLLAR	23,286	89.1%	61.5%	145
▲ Executive and Managerial	4,669	17.9%	9.7%	183
▲ Professional Specialty	6,898	26.4%	16.6%	159
▲ Technical Support	7,330	28.1%	8.3%	339
↓ Sales	2,192	8.4%	10.9%	77
↓ Administrative Support & Clerical	2,197	8.4%	16.0%	52
↓ TOTAL BLUE COLLAR	2,844	10.9%	38.5%	28
↓ Service: Private Households	502	1.9%	3.7%	52
↓ Service: Protective	91	0.3%	2.2%	16
↓ Service: Other	552	2.1%	7.5%	28
↓ Farming, Forestry & Fishing	37	0.1%	0.7%	20
↓ Precision Production and Craft	796	3.0%	11.0%	28
↓ Operators and Assemblers	392	1.5%	3.2%	46
↓ Transportation and Material Moving	373	1.4%	6.2%	23
↓ Laborers	101	0.4%	4.0%	10

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	44,309			
Employed	26,212	59.2%	58.1%	102
↓ Unemployed	1,692	3.8%	5.6%	68
Not in Labor Force	16,405	37.0%	36.3%	102
Total Female Pop. By Work Status (Age 20 to 64) (2013)	15,393			
TOTAL WORKING	9,553	62.1%	66.8%	93
↓ With No Own Children	4,357	28.3%	42.2%	67
With Own Children Age 0 to 5 only	782	5.1%	5.5%	93
▲ With Own Children Age 6 to 17 only	3,463	22.5%	14.8%	152
▲ With Own Children Both Age 0 to 5 and 6 to 17	951	6.2%	4.3%	143
↓ TOTAL NOT WORKING (UNEMPLOYED)	728	4.7%	6.2%	76
↓ With No Own Children	369	2.4%	3.8%	64
↓ With Own Children Age 0 to 5 only	62	0.4%	0.7%	61
▲ With Own Children Age 6 to 17 only	246	1.6%	1.3%	127
↓ With Own Children Both Age 0 to 5 and 6 to 17	51	0.3%	0.5%	61
▲ TOTAL NOT IN THE LABOR FORCE	5,112	33.2%	27.0%	123
With No Own Children	2,655	17.2%	17.1%	101
With Own Children Age 0 to 5 only	329	2.1%	2.6%	82
▲ With Own Children Age 6 to 17 only	1,613	10.5%	4.6%	225
▲ With Own Children Both Age 0 to 5 and 6 to 17	515	3.3%	2.6%	126
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	16,979			
Above Poverty Line (Households with Children)	14,422	61.2%	59.6%	103
▲ Above Poverty Line (Households without Children)	8,505	36.1%	26.5%	136
↓ Below Poverty Line (Households with Children)	390	1.7%	7.9%	21
↓ Below Poverty Line (Households without Children)	260	1.1%	6.0%	18
Households By Presence of Retirement Income (2013)	15,755			
↓ With Retirement Income	2,080	13.2%	17.6%	75
Without Retirement Income	13,780	87.5%	81.5%	107

Date: 6/20/2016

Prepared For:
Saint Joseph Parish, Fremont

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		
HOUSING				
Occupied Units By Type (2016)	16,979			
▲ Owner Occupied	13,865	81.7%	65.0%	126
↓ Renter Occupied	3,115	18.3%	35.0%	52
▲ Median Rent (2013)	\$1,561		\$904	173
Structures By Number of Units (2016)	17,484			
▲ Single Unit	15,805	90.4%	67.3%	134
↓ 3 to 4 Units	410	2.3%	8.1%	29
↓ 5 to 19 Units	519	3.0%	9.3%	32
↓ 20 to 49 Units	168	1.0%	3.6%	27
↓ 50 or more Units	528	3.0%	5.1%	59
↓ Mobile Home	53	0.3%	6.4%	5
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	9.73		2.57	378
Owner-Occupied Property Values (2016)	13,865			
↓ Under \$40,000	79	0.6%	7.2%	8
↓ \$40,000 to \$59,999	18	0.1%	3.7%	4
↓ \$60,000 to \$79,999	66	0.5%	5.1%	9
↓ \$80,000 to \$99,999	14	0.1%	6.5%	2
↓ \$100,000 to 149,999	45	0.3%	15.1%	2
↓ \$150,000 to \$199,999	30	0.2%	14.6%	1
↓ \$200,000 to \$299,999	88	0.6%	18.1%	4
↓ \$300,000 to \$499,999	528	3.8%	16.9%	22
▲ \$500,000 to \$999,999	5,467	39.4%	9.7%	406
▲ \$1,000,000 and over	7,529	54.3%	3.0%	1,794
▲ Median Property Value	\$938,005		\$192,432	487

Date: 6/20/2016

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Saint Joseph Parish, Fremont

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	17,484			
▲ 2010 and later	1,399	8.0%	5.5%	145
↓ 2000 to 2009	1,615	9.2%	14.6%	63
1990 to 1999	2,141	12.2%	13.4%	91
▲ 1980 to 1989	3,528	20.2%	13.2%	153
▲ 1970 to 1979	4,829	27.6%	15.0%	184
▲ 1960 to 1969	2,656	15.2%	10.4%	146
↓ 1950 to 1959	1,006	5.8%	10.3%	56
↓ 1949 or earlier	310	1.8%	17.7%	10
Households By Number of Persons (2016)	16,979			
↓ 1 Person Household	1,719	10.1%	27.3%	37
↓ 2 Person Household	4,206	24.8%	32.3%	77
▲ 3 Person Household	3,942	23.2%	16.2%	143
▲ 4 Person Household	4,543	26.8%	13.1%	205
▲ 5 Person Household	1,568	9.2%	6.5%	143
▲ 6 Person Household	678	4.0%	2.8%	144
7 or more Person Household	323	1.9%	1.9%	100
▲ Average Persons Per Household	3.2		2.6	123
Households By Heating Type (2013)	15,861			
▲ Utility and Other Gas	13,879	87.5%	54.0%	162
↓ Electric	1,825	11.5%	36.1%	32
↓ Oil	11	0.1%	6.1%	1
↓ Coal and Wood	55	0.3%	2.2%	16
↓ Solar/Other Fuel	28	0.2%	0.5%	36
↓ No Fuel Used	63	0.4%	0.9%	42

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Saint Joseph Parish, Fremont

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TRANSPORTATION				
Households By Number of Vehicles (2016)	16,979			
↓ No Vehicles	437	2.6%	9.0%	29
↓ 1 Vehicle	2,274	13.4%	33.7%	40
▲ 2 Vehicle	8,870	52.2%	37.5%	139
▲ 3 or more Vehicles	5,398	31.8%	19.8%	161
Workers By Travel Time to Work (2016)	21,616			
↓ Less than 15 minutes	3,293	15.2%	27.3%	56
15 to 29 minutes	6,898	31.9%	36.5%	87
▲ 30 to 44 minutes	7,032	32.5%	20.2%	161
▲ 45 to 59 minutes	2,213	10.2%	7.7%	132
▲ 60 or more minutes	2,181	10.1%	8.3%	122
Average Travel Time to Work (minutes)	33.4		28.2	118
Workers By Type of Transportation to Work (2016)	22,801			
Drive Alone	17,520	76.8%	76.9%	100
Car Pool	2,455	10.8%	9.6%	113
Public Transportation	1,181	5.2%	5.1%	101
↓ Walk to Work	177	0.8%	2.8%	28
↓ Other Means	215	0.9%	1.2%	76
▲ Work at Home	1,253	5.5%	4.4%	125

Date: 6/20/2016

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Saint Joseph Parish, Fremont

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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)	16,499	97.2%	15.1%	643
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	206	1.2%	14.7%	8
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	14	0.1%	31.4%	0
4	Rural Families (27, 26, 29, 33, 35 and 38)	13	0.1%	13.1%	1
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	12	0.1%	18.4%	0
5	Senior Life (7, 20, 21, 22, 30 and 31)	12	0.1%	6.9%	1

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Traditional Affluent Families	7,076	41.7%	3.5%	1197
4	Educated Mid-Life Families	4,184	24.6%	3.4%	722
14	Secure Mid-Life Families	2,316	13.6%	0.7%	2081
5	Prosperous Diversity	1,657	9.8%	3.1%	315
2	Professional Affluent Families	1,207	7.1%	0.8%	882
49	Exception Households	218	1.3%	0.2%	514
12	Educated New Starters	205	1.2%	2.9%	41
3	Mid-Life Prosperity	58	0.3%	1.5%	22
27	Country Family Diversity	13	0.1%	0.3%	23
7	Prosperous and Mature	11	0.1%	0.5%	12
32	Working Urban Life	10	0.1%	1.7%	4
28	Building Country Families	6	0.0%	2.8%	1
10	Suburban Mid-Life Families	3	0.0%	5.5%	0
25	Working Country Consumers	3	0.0%	4.1%	0
45	Struggling Urban Diversity	2	0.0%	2.5%	0
9	Educated Working Families	2	0.0%	0.1%	14
6	Prosperous New Country Families	1	0.0%	2.1%	0
21	Mature and Stable	1	0.0%	0.6%	1
19	Educated and Promising	1	0.0%	0.1%	8
38	Rural Working Families	0	0.0%	8.8%	0

Date: 6/20/2016

Prepared For:
Saint Joseph Parish, Fremont

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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.		
16	Established Country Families	0	0.0%	6.4%	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
20	Cautious and Mature	0	0.0%	2.6%	0
46	Struggling Black Households	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
17	Large Young Families	0	0.0%	2.2%	0
22	Mature and Established	0	0.0%	1.8%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
29	Working Country Families	0	0.0%	1.0%	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	16,974	100.0%	100.0%	100

Date: 6/20/2016

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.5%	35.4%	78
↓ Somewhat Involved with Their Faith	24.8%	29.9%	83
▲ Not Involved with Their Faith	47.9%	34.7%	138

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.0%	22.1%	72
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	19.8%	23.7%	83

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	127
↓ Baptist	6.2%	16.1%	39
Catholic	22.1%	23.7%	93
Congregational	2.1%	2.0%	109
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	295
▲ Episcopal	3.3%	2.9%	115
↓ Holiness	0.2%	0.8%	19
↓ Jehovah's Witnesses	0.8%	1.1%	78
▲ Judaism	6.2%	3.2%	196
↓ Lutheran	6.2%	7.2%	86
↓ Methodist	4.8%	10.1%	47
▲ Mormon	2.8%	1.8%	161
▲ New Age	0.9%	0.6%	160
▲ Non-Denominational / Independent	9.6%	6.9%	138
↓ Orthodox	0.3%	0.3%	83
↓ Pentecostal	1.8%	2.4%	75
▲ Presbyterian / Reformed	6.2%	4.6%	135
▲ Unitarian / Universalist	1.0%	0.7%	137
▲ Interested but No Preference	5.2%	3.9%	135
▲ Not Interested and No Preference	18.2%	11.1%	164

Likely to Have Changed Their Preference in the Last 10 Years	16.8%	16.8%	100
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.6%	4.0%	115
Lets them do what they want and is supportive	11.8%	11.7%	101
▲ 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	78.1%	79.6%	98

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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	21.5%	29.0%	74
↓ Day-to-Day Financial Worries	21.5%	31.6%	68
↓ Finding Employment Opportunities	12.9%	14.4%	89
↓ Finding Affordable Housing	8.2%	11.3%	72
↓ Providing Adequate Food	3.4%	8.6%	39
Finding Child Care	5.9%	6.3%	95
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.7%	16.7%	88
↓ Dealing With Teen / Child Problems	17.4%	20.7%	84
▲ Finding/Providing Aging Parent Care	19.9%	15.5%	128
↓ Dealing With Abusive Relationships	8.4%	11.4%	74
↓ Dealing With Divorce	2.6%	4.5%	59
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	27.0%	27.0%	100
Finding/Providing Good Schools	25.9%	23.5%	110
Dealing with Problems in Schools	14.1%	13.6%	104
▲ Dealing With Racial / Ethnic Prejudice	15.7%	13.1%	120
▲ Dealing With Neighborhood Gangs	10.1%	8.5%	119
▲ Dealing with Social Injustice	16.2%	11.3%	143
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.4%	50.6%	115
▲ Finding Time for Recreation / Leisure	33.4%	25.3%	132
Finding Better Quality Healthcare	23.4%	23.9%	98
Finding A Satisfying Job / Career	19.2%	19.3%	99
Finding Retirement Opportunities	19.3%	18.9%	102
▲ Achieving A Fulfilling Marriage	25.4%	22.3%	114
▲ Developing Parenting Skills	16.5%	14.7%	112
Achieving Educational Objectives	7.8%	7.5%	104
SPIRITUAL / PERSONAL:			
Dealing With Stress	31.8%	29.8%	107
Finding Companionship	17.2%	17.3%	100
↓ Finding A Good Church	8.5%	15.2%	56
↓ Finding Spiritual Teaching	7.9%	12.9%	61
▲ Finding Life Direction	16.3%	14.0%	117

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	78.6%	84.5%	93
↓ "God is actively involved in the world including nations and their governments"	50.4%	63.8%	79

SOCIETY:

"It is important to preserve the traditional American family structure"	89.9%	91.5%	98
"A healthy environment has become a national crisis"	81.1%	82.8%	98
"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"	41.7%	50.1%	83
"The role of Churches / Synagogues is to help form and support moral values"	79.9%	81.1%	99
"Churches and religious organizations should provide more human services"	61.1%	62.6%	98

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	38.3%	36.3%	106
"The changing racial / ethnic face of America is a threat to our national heritage"	34.3%	36.3%	94

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	69.2%	59.8%	116
▲ More than \$500 per year	40.5%	31.2%	130
▲ More than \$1,000 per year	25.5%	17.4%	147

TO CHARITIES:

▲ More than \$100 per year	50.2%	33.7%	149
▲ More than \$500 per year	17.9%	6.8%	263
▲ More than \$1,000 per year	7.4%	2.3%	322

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	32.7%	16.1%	203
▲ More than \$500 per year	10.4%	4.3%	242
▲ More than \$1,000 per year	6.7%	2.2%	305

Ministry Area Profile 2016
Compass
REPORT

Saint Joseph Parish, Fremont

Study Area Definition:
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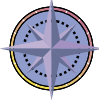


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Saint Joseph Parish, Fremont

Study Area Definition:
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Table of Contents

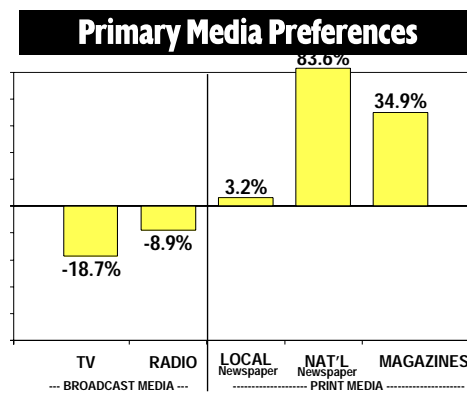
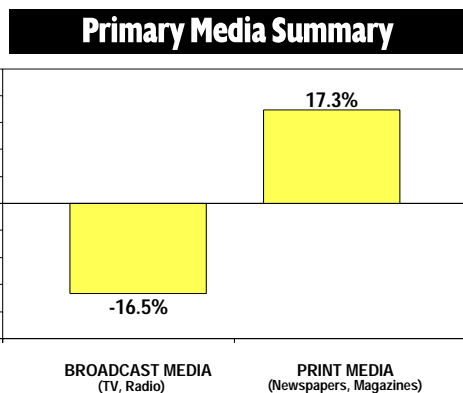
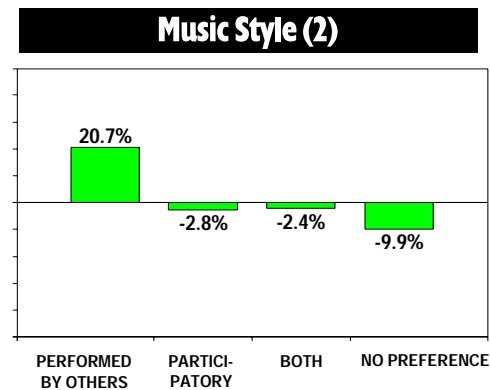
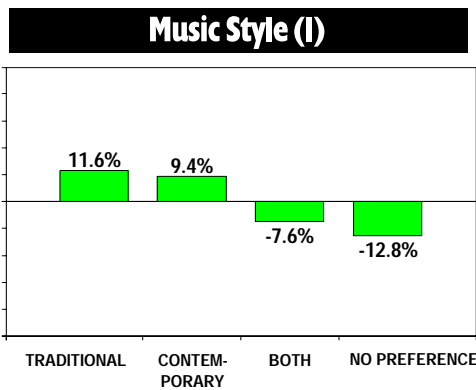
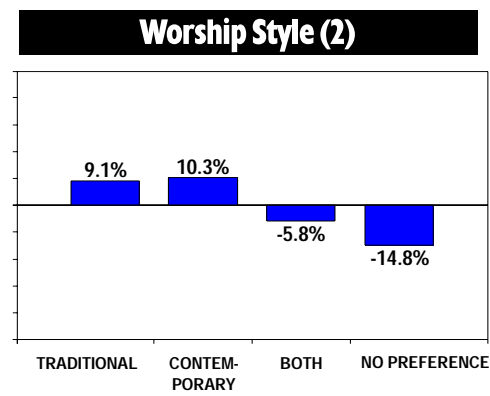
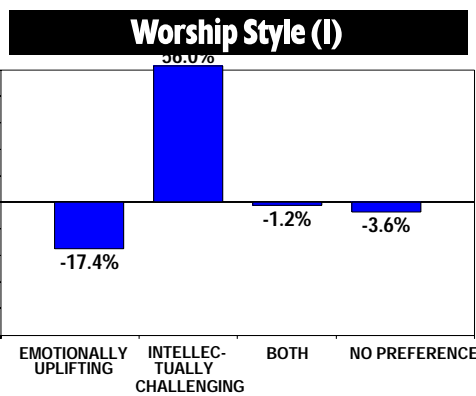
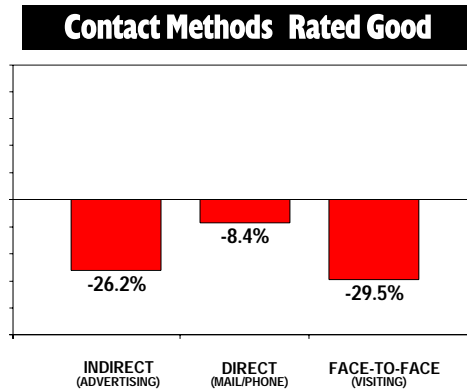
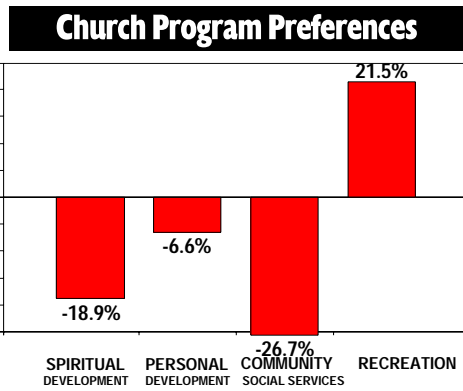
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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

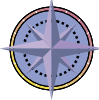


Date: 6/20/2016

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 Saint Joseph Parish, Fremont

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 Custom Polygon





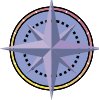
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	28.8%	41.1%	70
Adult Theological Discussion Groups	22.1%	22.5%	98
↓ Spiritual Retreats	10.1%	11.6%	87
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	14.7%	15.2%	97
Parent Training Programs	7.5%	7.8%	96
↓ Twelve Step Programs	2.9%	3.5%	83
↓ Divorce Recovery	1.9%	2.4%	77
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	16.1%	22.5%	72
↓ Care for the Terminally Ill	11.3%	15.7%	72
↓ Food and Clothing Resources	6.5%	11.1%	59
↓ Day Care Services	5.2%	6.1%	85
Church Sponsored Day-School	5.7%	5.7%	99
<i>RECREATION:</i>			
▲ Youth Social Programs	33.8%	29.7%	114
Family Activities and Outings	34.6%	32.8%	106
▲ Active Retirement Programs	30.7%	26.8%	115
▲ Cultural Programs (Music, Drama, Art)	31.2%	18.9%	165
▲ Sports or Camping	8.9%	6.3%	141

SUMMARY	
↓ Spiritual Development Index	81
Personal Development Index	93
↓ Community/Social Services Index	73
▲ Recreation Index	122



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.8%	26.4%	83
▲ B. Intellectually Challenging	17.3%	11.1%	156
C. Both A and B	38.7%	39.2%	99
D. No Preference or Not Interested	22.5%	23.4%	96

PART 2:

A. Traditional/Formal/Ceremonial	22.1%	20.2%	109
B. Contemporary/Informal	29.0%	26.3%	110
C. Both A and B	25.0%	26.5%	94
↓ D. No Preference or Not Interested	22.9%	26.9%	85

MUSIC STYLE INDICATOR

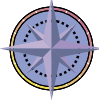
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	27.2%	24.4%	112
B. Contemporary	21.6%	19.7%	109
C. Both A and B	28.7%	31.1%	92
↓ D. No Preference or Not Interested	21.6%	24.8%	87

PART 2:

▲ A. Performed by Others	22.6%	18.7%	121
B. Participatory	22.3%	22.9%	97
C. Both A and B	31.4%	32.2%	98
D. No Preference or Not Interested	23.6%	26.2%	90



Date: 6/20/2016

Prepared For:
 Saint Joseph Parish, Fremont

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	26.6%	22.0%	121
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	33.6%	37.4%	90
D. No Preference or Not Interested	24.2%	26.3%	92

PART 2:

A. Global Mission	5.6%	6.2%	91
B. Local Mission	35.6%	33.3%	107
C. Both A and B	29.1%	30.1%	97
D. No Preference or Not Interested	29.3%	30.4%	96

CHURCH ARCHITECTURE INDICATOR

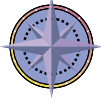
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	27.3%	26.6%	102
▲ B. Contemporary	19.0%	15.9%	119
C. Both A and B	29.7%	32.3%	92
D. No Preference or Not Interested	23.3%	25.1%	93

PART 2:

↓ A. Somber/Serious	8.4%	9.4%	89
▲ B. Light and Airy	39.8%	34.7%	115
C. Both A and B	26.2%	27.7%	94
D. No Preference or Not Interested	25.5%	28.2%	90



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
↓ Television	38.4%	47.3%	81
Radio	12.2%	13.3%	91
PRINT MEDIA:			
Local Newspaper	37.6%	36.1%	104
▲ National Newspaper	8.0%	4.3%	184
▲ Magazines	4.7%	2.4%	196

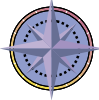
SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
↓ Television	28.3%	31.9%	89
↓ Radio	21.0%	23.8%	88
PRINT MEDIA:			
Local Newspaper	33.7%	32.7%	103
▲ National Newspaper	8.0%	5.8%	139
▲ Magazines	9.5%	7.0%	135

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	86
▲ Overall Print Media Index	115



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 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:

INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	25.7%	36.2%	71
↓ Putting Ad in Local Newspaper	26.9%	33.8%	80
↓ Local Cable Channels	21.6%	30.4%	71
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	50.4%	53.7%	94
↓ Calling and Offering to Send Information By Mail	26.2%	29.5%	89
↓ Calling and Discussing on the Phone	10.6%	12.0%	88
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	14.3%	20.1%	71
↓ Going Door to Door	9.7%	14.0%	70

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
▲ Local Radio Announcements or Advertisements	29.8%	19.6%	152
▲ Putting Ad in Local Newspaper	30.9%	21.5%	143
▲ Local Cable Channels	39.8%	30.7%	129
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.9%	13.3%	127
Calling and Offering to Send Information By Mail	37.5%	34.0%	110
Calling and Discussing on the Phone	65.9%	60.6%	109
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	58.2%	49.6%	117
▲ Going Door to Door	70.9%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	74
Direct Methods Index	92
↓ Face-to-Face Methods Index	70

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	140
▲ Direct Methods Index	111
▲ Face-to-Face Methods Index	114