

# ministry area profile 2016

Saint Joseph Parish, Pinole

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Joseph Parish, Pinole

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**How many people live in the defined study area?**

Currently, there are 54,412 persons residing in the defined study area. This represents an increase of 11,420 or 26.6% 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 6.6% or 3,611 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 *somewhat high* with 25 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 35.9% 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 22.1% of the population and all other racial/ethnic groups make up a substantial 77.9% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 30.8% of the total population. *Asians* are also projected to be the fastest growing group increasing by 14.5% 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 15,948 persons or 29.3% of the total population in the area. *Boomers* (age 56 to 73) make up 21.5% of the population which compared to a national average of 19.5% 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 *somewhat 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 *somewhat high*. While 87.2% 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 34.8% 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: *Neighborhood Gangs*, *Time for Recreation/Leisure*, *Neighborhood Crime and Safety*, *Social Injustice*, *Parenting Skills* and *Achieving Educational Objectives*. (see page 16)



**What is the likely faith receptivity?**

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



**What is the likely giving potential in the area?**

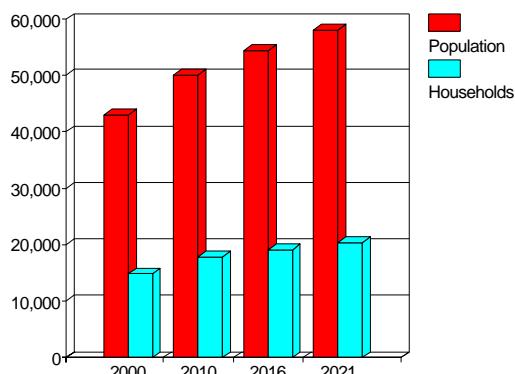
Based upon the average household income of \$100,398 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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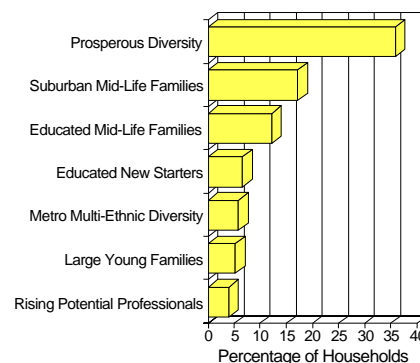
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### Population and Households

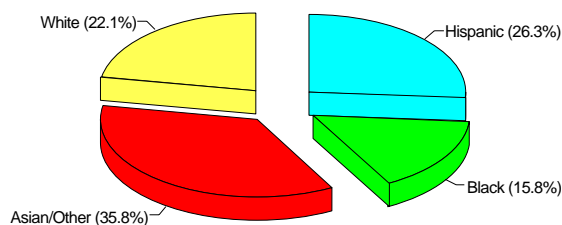


### Primary U.S. Lifestyles Segments-2016

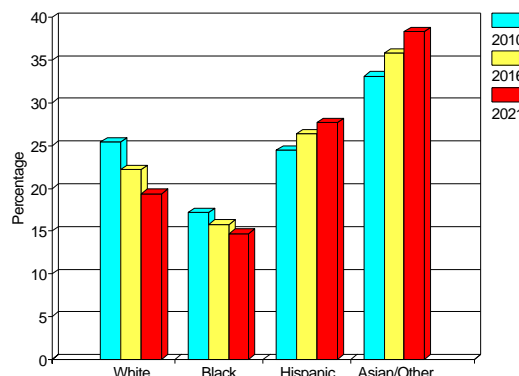


The population in the study area has increased by 4412 persons, or 8.8% since 2010 and is projected to increase by 3611 persons, or 6.6% between 2016 and 2021. The number of households has increased by 1391, or 7.8% since 2010 and is projected to increase by 1254, or 6.6% between 2016 and 2021.

### Population By Race/Ethnicity-2016

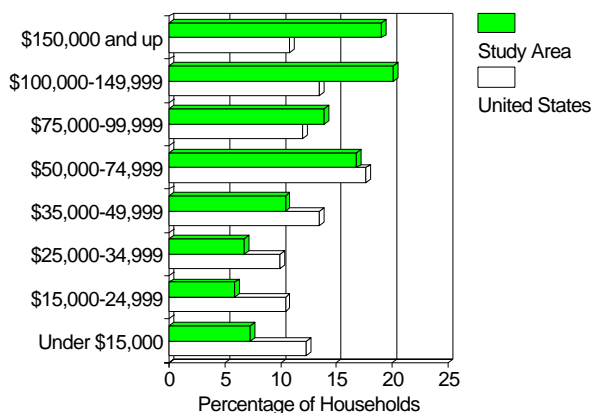


### Population By Race/Ethnicity Trend

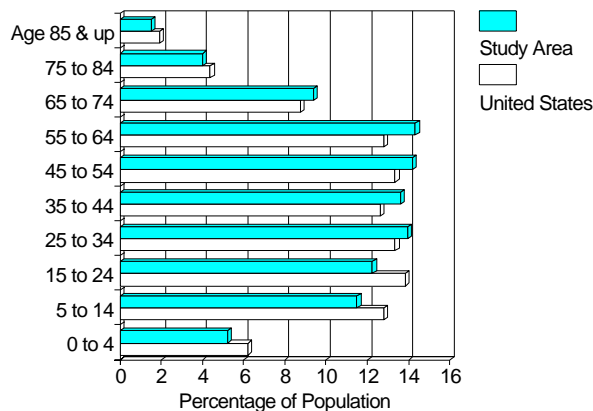


Between 2016 and 2021, the White population is projected to decrease by 821 persons and to decrease from 22.1% to 19.3% of the total population. The Black population is projected to decrease by 46 persons and to decrease from 15.8% to 14.7% of the total. The Hispanic/Latino population is projected to increase by 1731 persons and to increase from 26.3% to 27.7% of the total. The Asian/Other population is projected to increase by 2746 persons and to increase from 35.8% to 38.3% of the total population.

### Households By Income-2016



### Population by Age-2016

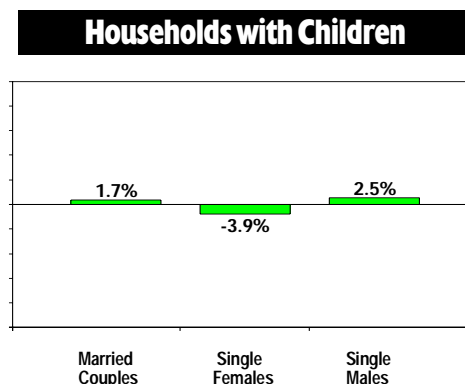
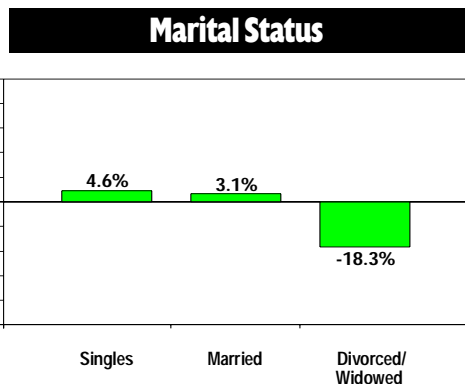
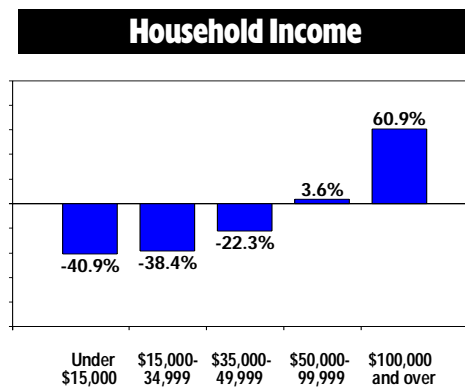
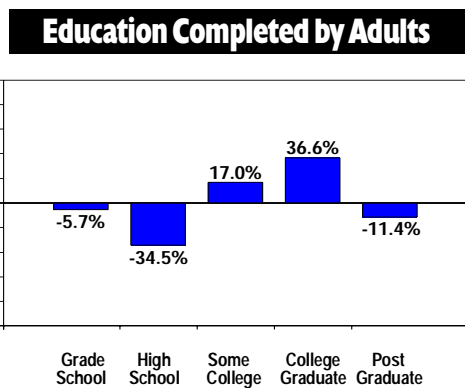
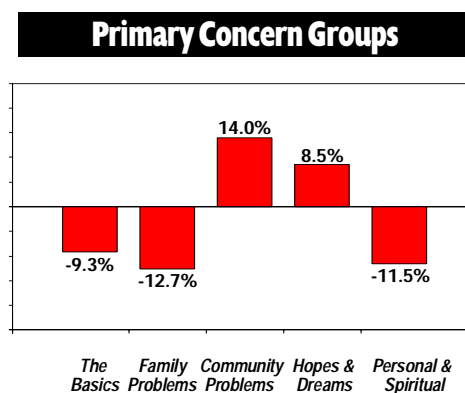
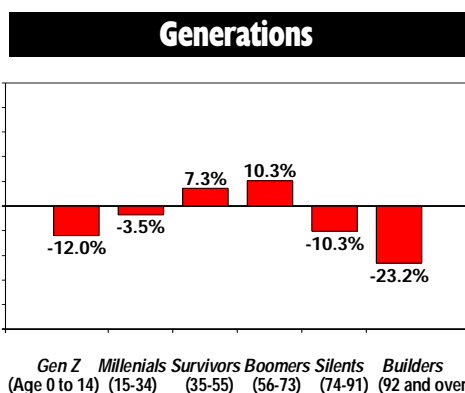
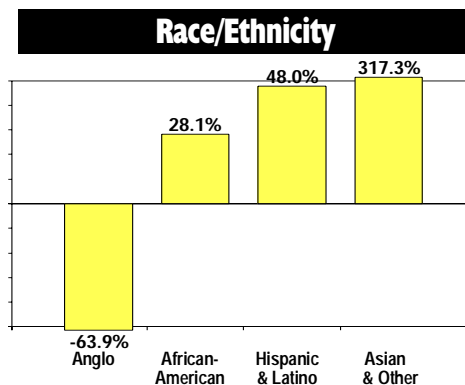
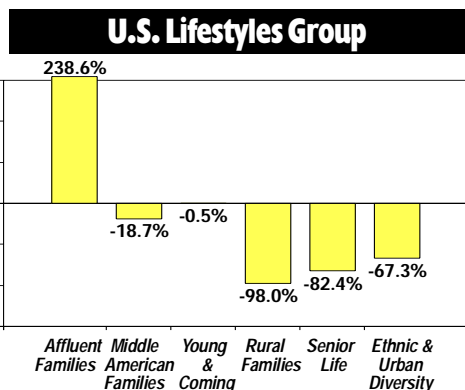


The average household income in the study area is \$100398 a year as compared to the U.S. average of \$77135. The average age in the study area is 40.1 and is projected to increase to 41.3 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ <b>Population</b>	42,992	50,000	54,412	58,023		
Population Change		7,008	4,412	3,611		
Percentage Change		16.3%	8.8%	6.6%		
↓ Average Annual Growth Rate		1.6%	1.5%	1.3%		
▲ <b>Density (Pop. per square mile)</b>	2,712	3,155	3,433	3,661		
HOUSEHOLDS						
▲ <b>Households</b>	14,762	17,722	19,113	20,367		
Household Change		2,960	1,391	1,254		
Percentage Change		20.1%	7.8%	6.6%		
Average Annual Growth Rate		2.0%	1.3%	1.3%		
Persons Per Household	2.88	2.79	2.81	2.81		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	12,695	25.4%	12,048	22.1%	11,227	19.3%
↓ African-American (Non-Hisp)	8,558	17.1%	8,586	15.8%	8,540	14.7%
▲ <b>Hispanic/Latino</b>	12,219	24.4%	14,316	26.3%	16,047	27.7%
▲ <b>Asian/Other (Non-Hisp)</b>	16,527	33.1%	19,463	35.8%	22,209	38.3%
POPULATION BY GENDER						
↓ Female	26,167	52.3%	28,394	52.2%	30,252	52.1%
▲ <b>Male</b>	23,833	47.7%	26,018	47.8%	27,771	47.9%
POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	5,141	10.3%	9,095	16.7%	12,749	22.0%
↓ Millennials (Born 1982 to 2001)	13,206	26.4%	14,262	26.2%	15,001	25.9%
↓ Survivors (Born 1961 to 1981)	14,782	29.6%	15,950	29.3%	16,670	28.7%
↓ Boomers (Born 1943 to 1960)	12,113	24.2%	11,687	21.5%	11,032	19.0%
↓ Silents (Born 1925 to 1942)	4,202	8.4%	3,255	6.0%	2,564	4.4%
↓ Builders (Born 1924 and earlier)	620	1.2%	163	0.3%	9	0.0%
AGE						
▲ <b>Average Age</b>	38.7		40.1		41.3	
▲ <b>Median Age</b>	39.6		40.8		42.1	
INCOME						
▲ <b>Average Household Income</b>	\$87,655		\$100,398		\$109,589	
▲ <b>Median Household Income</b>	\$77,390		\$83,851		\$90,806	
▲ <b>Per Capita Income</b>	\$31,069		\$35,266		\$38,468	

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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	2,406	13.6%	3,626	19.0%	4,542	22.3%
▲ \$100,000 to \$149,999	3,475	19.6%	3,843	20.1%	4,221	20.7%
↓ \$75,000 to \$99,999	3,169	17.9%	2,658	13.9%	2,755	13.5%
↓ \$50,000 to \$74,999	3,656	20.6%	3,206	16.8%	3,194	15.7%
\$35,000 to \$49,999	1,822	10.3%	1,990	10.4%	2,023	9.9%
\$25,000 to \$34,999	1,067	6.0%	1,278	6.7%	1,209	5.9%
↓ \$15,000 to \$24,999	1,150	6.5%	1,122	5.9%	1,075	5.3%
Under \$15,000	977	5.5%	1,390	7.3%	1,347	6.6%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,881	5.8%	2,839	5.2%	2,912	5.0%
↓ Required Formal Schooling (5-17)	7,924	15.8%	8,244	15.2%	8,516	14.7%
↓ College Years, Career Starts (18-24)	4,673	9.3%	4,670	8.6%	4,729	8.2%
Singles and Young Families (25-34)	6,895	13.8%	7,604	14.0%	7,473	12.9%
↓ Families, Empty Nesters (35-54)	14,824	29.6%	15,128	27.8%	15,939	27.5%
Enrichment Years Singles/Couples (55-64)	6,780	13.6%	7,798	14.3%	8,298	14.3%
▲ Retirement Opportunities (65+)	6,087	12.2%	8,129	14.9%	10,157	17.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,881	5.8%	2,839	5.2%	2,912	5.0%
5 to 9 years	2,825	5.7%	3,135	5.8%	3,021	5.2%
10 to 14 years	3,042	6.1%	3,121	5.7%	3,388	5.8%
↓ 15 to 17 years	2,057	4.1%	1,988	3.7%	2,107	3.6%
↓ 18 to 20 years	2,107	4.2%	1,903	3.5%	1,971	3.4%
↓ 21 to 24 years	2,566	5.1%	2,767	5.1%	2,758	4.8%
↓ 25 to 29 years	3,586	7.2%	3,661	6.7%	3,774	6.5%
30 to 34 years	3,309	6.6%	3,943	7.2%	3,699	6.4%
▲ 35 to 39 years	3,293	6.6%	3,816	7.0%	4,120	7.1%
40 to 44 years	3,467	6.9%	3,595	6.6%	4,057	7.0%
↓ 45 to 49 years	3,996	8.0%	3,654	6.7%	3,748	6.5%
↓ 50 to 54 years	4,068	8.1%	4,063	7.5%	4,014	6.9%
55 to 59 years	3,630	7.3%	4,108	7.5%	3,989	6.9%
▲ 60 to 64 years	3,150	6.3%	3,690	6.8%	4,309	7.4%
▲ 65 to 69 years	2,109	4.2%	3,076	5.7%	3,389	5.8%
▲ 70 to 74 years	1,499	3.0%	2,043	3.8%	3,054	5.3%
▲ 75 to 84 years	1,790	3.6%	2,194	4.0%	2,854	4.9%
85 or more years	689	1.4%	816	1.5%	860	1.5%

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	Number	Percent		
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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	45,318			
Single (Never Married)	15,598	34.4%	32.9%	105
Married	23,449	51.7%	50.2%	103
Divorced/Widowed	6,272	13.8%	16.9%	82
<b>Marital Status Females 15 and Older (2016)</b>	23,900			
Single (Never Married)	7,732	32.4%	29.8%	109
Married	11,726	49.1%	48.8%	101
Divorced/Widowed	4,442	18.6%	21.4%	87
<b>Marital Status Males 15 and Older (2016)</b>	21,418			
Single (Never Married)	7,866	36.7%	36.2%	102
Married	11,722	54.7%	51.6%	106
↓ Divorced/Widowed	1,830	8.5%	12.3%	70
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	19,113			
Married Couple	9,610	50.3%	48.5%	104
Other Family - Male Head of Household	1,098	5.7%	4.9%	117
Other Family - Female Head of Household	2,892	15.1%	13.0%	116
↓ Non Family - Male Head of Household	2,189	11.5%	15.8%	72
Non Family - Female Head of Household	3,324	17.4%	17.7%	98
<b>Households With Children 0 to 18 (2016)</b>	6,719			
Married Couple Family	4,458	66.3%	65.2%	102
Other Family - Male Head of Household	583	8.7%	8.5%	102
Other Family - Female Head of Household	1,636	24.3%	25.3%	96
↓ Non Family	43	0.6%	1.0%	66
<b>Population By Household Type (2016)</b>	54,412			
↓ Group Quarters	628	1.2%	2.5%	46



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	628			
▲ <b>Correctional Facilities</b>	<b>518</b>	<b>82.5%</b>	<b>30.0%</b>	<b>275</b>
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	3	0.5%	18.7%	3
Other	107	17.0%	15.2%	112
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	54,412			
↓ White (Non-Hispanic)	12,048	22.1%	61.3%	36
▲ <b>African-American (Non-Hisp)</b>	<b>8,586</b>	<b>15.8%</b>	<b>12.3%</b>	<b>128</b>
▲ <b>Hispanic/Latino</b>	<b>14,316</b>	<b>26.3%</b>	<b>17.8%</b>	<b>148</b>
↓ Native American (Non-Hisp)	156	0.3%	0.7%	39
▲ <b>Asian (Non-Hisp)</b>	<b>16,524</b>	<b>30.4%</b>	<b>5.3%</b>	<b>575</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>231</b>	<b>0.4%</b>	<b>0.2%</b>	<b>252</b>
▲ <b>Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>2,551</b>	<b>4.7%</b>	<b>2.4%</b>	<b>196</b>
<b>Asian Population By Race (2016)</b>	16,767			
Chinese	3,406	20.3%	22.3%	91
↓ Japanese	511	3.0%	5.0%	61
↓ Indian	1,533	9.1%	19.5%	47
↓ Korean	482	2.9%	9.6%	30
↓ Vietnamese	1,397	8.3%	11.0%	76
▲ <b>Other Asian Races</b>	<b>9,438</b>	<b>56.3%</b>	<b>32.5%</b>	<b>173</b>
<b>Hispanic/Latino Population By Race (2016)</b>	14,316			
↓ White	5,774	40.3%	53.0%	76
↓ African-American	265	1.9%	2.5%	74
Native American	230	1.6%	1.4%	117
▲ <b>Asian</b>	<b>243</b>	<b>1.7%</b>	<b>0.4%</b>	<b>405</b>
▲ <b>Other Races &amp; Multiple Races</b>	<b>7,804</b>	<b>54.5%</b>	<b>42.7%</b>	<b>128</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	14,316			
Mexican	8,727	61.0%	62.4%	98
↓ Puerto Rican	353	2.5%	9.5%	26
↓ Cuban	79	0.6%	3.5%	16
▲ <b>Other Hispanic Origin</b>	<b>5,156</b>	<b>36.0%</b>	<b>24.6%</b>	<b>146</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	12,946			
↓ Pre-Primary (Public)	268	2.1%	3.4%	60
Pre-Primary (Private)	302	2.3%	2.6%	89
Elementary/High School (Public)	6,572	50.8%	58.9%	86
▲ Elementary/High School (Private)	<b>1,412</b>	<b>10.9%</b>	<b>6.6%</b>	<b>164</b>
Enrolled in College	4,393	33.9%	28.4%	120
<b>Population By Education Completed (Age 25 and over) (2016)</b>	38,660			
Elementary (Less than 9 years)	2,499	6.5%	5.8%	111
Some High School (9 to 11 years)	2,454	6.3%	7.8%	82
↓ High School Graduate (12 years)	7,062	18.3%	27.9%	66
Some College (13 to 15 years)	9,508	24.6%	21.2%	116
Associate Degree	3,679	9.5%	8.0%	119
▲ Bachelor's Degree	<b>9,672</b>	<b>25.0%</b>	<b>18.3%</b>	<b>137</b>
Graduate Degree	3,785	9.8%	11.0%	89
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	26,756			
TOTAL WHITE COLLAR	17,556	65.6%	61.5%	107
Executive and Managerial	2,518	9.4%	9.7%	97
Professional Specialty	4,347	16.2%	16.6%	98
▲ Technical Support	<b>3,168</b>	<b>11.8%</b>	<b>8.3%</b>	<b>143</b>
Sales	2,497	9.3%	10.9%	86
Administrative Support & Clerical	5,026	18.8%	16.0%	117
TOTAL BLUE COLLAR	9,199	34.4%	38.5%	89
Service: Private Households	1,014	3.8%	3.7%	102
▲ Service: Protective	<b>723</b>	<b>2.7%</b>	<b>2.2%</b>	<b>122</b>
Service: Other	2,048	7.7%	7.5%	103
↓ Farming, Forestry & Fishing	47	0.2%	0.7%	24
↓ Precision Production and Craft	1,611	6.0%	11.0%	55
Operators and Assemblers	861	3.2%	3.2%	99
Transportation and Material Moving	1,815	6.8%	6.2%	110
Laborers	1,080	4.0%	4.0%	100

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	44,667			
Employed	26,759	59.9%	58.1%	103
Unemployed	2,567	5.7%	5.6%	102
Not in Labor Force	15,341	34.3%	36.3%	95
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	16,539			
TOTAL WORKING	11,722	70.9%	66.8%	106
With No Own Children	7,476	45.2%	42.2%	107
With Own Children Age 0 to 5 only	998	6.0%	5.5%	110
With Own Children Age 6 to 17 only	2,484	15.0%	14.8%	101
With Own Children Both Age 0 to 5 and 6 to 17	764	4.6%	4.3%	107
TOTAL NOT WORKING (UNEMPLOYED)	1,176	7.1%	6.2%	114
▲ With No Own Children	795	4.8%	3.8%	128
↓ With Own Children Age 0 to 5 only	64	0.4%	0.7%	59
With Own Children Age 6 to 17 only	234	1.4%	1.3%	113
With Own Children Both Age 0 to 5 and 6 to 17	83	0.5%	0.5%	92
TOTAL NOT IN THE LABOR FORCE	3,641	22.0%	27.0%	82
With No Own Children	2,636	15.9%	17.1%	93
↓ With Own Children Age 0 to 5 only	312	1.9%	2.6%	73
↓ With Own Children Age 6 to 17 only	444	2.7%	4.6%	58
↓ With Own Children Both Age 0 to 5 and 6 to 17	249	1.5%	2.6%	57
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	19,113			
Above Poverty Line (Households with Children)	12,642	63.3%	59.6%	106
Above Poverty Line (Households without Children)	5,795	29.0%	26.5%	110
↓ Below Poverty Line (Households with Children)	956	4.8%	7.9%	61
↓ Below Poverty Line (Households without Children)	568	2.8%	6.0%	47
<b>Households By Presence of Retirement Income (2013)</b>	17,722			
▲ With Retirement Income	4,056	22.9%	17.6%	130
Without Retirement Income	13,566	76.5%	81.5%	94

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	Number	Percent		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	19,113			
Owner Occupied	12,970	67.9%	65.0%	104
Renter Occupied	6,143	32.1%	35.0%	92
<b>▲ Median Rent (2013)</b>	<b>\$1,394</b>		<b>\$904</b>	<b>154</b>
<b>Structures By Number of Units (2016)</b>	20,232			
Single Unit	14,762	73.0%	67.3%	108
↓ 3 to 4 Units	803	4.0%	8.1%	49
<b>▲ 5 to 19 Units</b>	<b>2,627</b>	<b>13.0%</b>	<b>9.3%</b>	<b>139</b>
20 to 49 Units	704	3.5%	3.6%	97
50 or more Units	1,071	5.3%	5.1%	103
↓ Mobile Home	263	1.3%	6.4%	20
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.84		2.57	110
<b>Owner-Occupied Property Values (2016)</b>	12,970			
↓ Under \$40,000	417	3.2%	7.2%	45
↓ \$40,000 to \$59,999	79	0.6%	3.7%	16
↓ \$60,000 to \$79,999	29	0.2%	5.1%	4
↓ \$80,000 to \$99,999	149	1.1%	6.5%	18
↓ \$100,000 to 149,999	348	2.7%	15.1%	18
↓ \$150,000 to \$199,999	432	3.3%	14.6%	23
\$200,000 to \$299,999	2,164	16.7%	18.1%	92
<b>▲ \$300,000 to \$499,999</b>	<b>5,987</b>	<b>46.2%</b>	<b>16.9%</b>	<b>272</b>
<b>▲ \$500,000 to \$999,999</b>	<b>2,863</b>	<b>22.1%</b>	<b>9.7%</b>	<b>227</b>
<b>▲ \$1,000,000 and over</b>	<b>502</b>	<b>3.9%</b>	<b>3.0%</b>	<b>128</b>
<b>▲ Median Property Value</b>	<b>\$389,038</b>		<b>\$192,432</b>	<b>202</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	20,232			
▲ <b>2010 and later</b>	<b>1,447</b>	<b>7.2%</b>	<b>5.5%</b>	<b>130</b>
2000 to 2009	3,350	16.6%	14.6%	113
↓ 1990 to 1999	2,081	10.3%	13.4%	77
▲ <b>1980 to 1989</b>	<b>5,268</b>	<b>26.0%</b>	<b>13.2%</b>	<b>198</b>
↓ 1970 to 1979	2,095	10.4%	15.0%	69
▲ <b>1960 to 1969</b>	<b>2,886</b>	<b>14.3%</b>	<b>10.4%</b>	<b>137</b>
1950 to 1959	2,231	11.0%	10.3%	107
↓ 1949 or earlier	874	4.3%	17.7%	24
<b>Households By Number of Persons (2016)</b>	19,113			
1 Person Household	4,441	23.2%	27.3%	85
2 Person Household	5,609	29.3%	32.3%	91
3 Person Household	3,495	18.3%	16.2%	113
4 Person Household	2,776	14.5%	13.1%	111
▲ <b>5 Person Household</b>	<b>1,509</b>	<b>7.9%</b>	<b>6.5%</b>	<b>122</b>
▲ <b>6 Person Household</b>	<b>667</b>	<b>3.5%</b>	<b>2.8%</b>	<b>126</b>
▲ <b>7 or more Person Household</b>	<b>615</b>	<b>3.2%</b>	<b>1.9%</b>	<b>169</b>
Average Persons Per Household	2.8		2.6	108
<b>Households By Heating Type (2013)</b>	17,623			
▲ <b>Utility and Other Gas</b>	<b>13,458</b>	<b>76.4%</b>	<b>54.0%</b>	<b>141</b>
↓ Electric	3,856	21.9%	36.1%	61
↓ Oil	20	0.1%	6.1%	2
↓ Coal and Wood	82	0.5%	2.2%	21
↓ Solar/Other Fuel	39	0.2%	0.5%	45
No Fuel Used	169	1.0%	0.9%	101

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	19,113			
↓ No Vehicles	742	3.9%	9.0%	43
1 Vehicle	5,892	30.8%	33.7%	91
2 Vehicle	7,327	38.3%	37.5%	102
▲ 3 or more Vehicles	<b>5,151</b>	<b>27.0%</b>	<b>19.8%</b>	<b>136</b>
<b>Workers By Travel Time to Work (2016)</b>	25,219			
↓ Less than 15 minutes	3,167	12.6%	27.3%	46
↓ 15 to 29 minutes	6,426	25.5%	36.5%	70
▲ 30 to 44 minutes	<b>7,108</b>	<b>28.2%</b>	<b>20.2%</b>	<b>140</b>
▲ 45 to 59 minutes	<b>3,730</b>	<b>14.8%</b>	<b>7.7%</b>	<b>191</b>
▲ 60 or more minutes	<b>4,788</b>	<b>19.0%</b>	<b>8.3%</b>	<b>229</b>
▲ Average Travel Time to Work (minutes)	<b>40.1</b>		<b>28.2</b>	<b>142</b>
<b>Workers By Type of Transportation to Work (2016)</b>	25,995			
Drive Alone	17,955	69.1%	76.9%	90
▲ Car Pool	<b>4,153</b>	<b>16.0%</b>	<b>9.6%</b>	<b>167</b>
▲ Public Transportation	<b>2,362</b>	<b>9.1%</b>	<b>5.1%</b>	<b>178</b>
↓ Walk to Work	197	0.8%	2.8%	27
▲ Other Means	<b>609</b>	<b>2.3%</b>	<b>1.2%</b>	<b>188</b>
↓ Work at Home	719	2.8%	4.4%	63

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	9,782	51.2%	15.1%	339
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	4,882	25.5%	31.4%	81
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,787	14.6%	14.7%	100
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,150	6.0%	18.4%	33
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	232	1.2%	6.9%	18
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	50	0.3%	13.1%	2

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.		
5	Prosperous Diversity	6,860	35.9%	3.1%	1157
10	Suburban Mid-Life Families	3,272	17.1%	5.5%	309
4	Educated Mid-Life Families	2,331	12.2%	3.4%	358
12	Educated New Starters	1,270	6.6%	2.9%	226
24	Metro Multi-Ethnic Diversity	1,137	5.9%	2.7%	216
17	Large Young Families	1,003	5.2%	2.2%	244
8	Rising Potential Professionals	759	4.0%	2.3%	170
15	Reliable Young Starters	752	3.9%	4.3%	93
2	Professional Affluent Families	485	2.5%	0.8%	315
50	Unclassified Households	212	1.1%	0.2%	510
11	Young Suburban Families	200	1.0%	3.0%	35
25	Working Country Consumers	154	0.8%	4.1%	20
28	Building Country Families	144	0.8%	2.8%	27
7	Prosperous and Mature	115	0.6%	0.5%	112
18	Working Urban Families	98	0.5%	4.0%	13
20	Cautious and Mature	86	0.4%	2.6%	17
14	Secure Mid-Life Families	71	0.4%	0.7%	57
3	Mid-Life Prosperity	29	0.2%	1.5%	10
29	Working Country Families	26	0.1%	1.0%	14
27	Country Family Diversity	20	0.1%	0.3%	31

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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.		
21	Mature and Stable	18	0.1%	0.6%	17
49	Exception Households	17	0.1%	0.2%	36
22	Mature and Established	13	0.1%	1.8%	4
45	Struggling Urban Diversity	11	0.1%	2.5%	2
9	Educated Working Families	11	0.1%	0.1%	68
1	Traditional Affluent Families	6	0.0%	3.5%	1
26	Working Suburban Families	4	0.0%	0.1%	18
39	New Beginning Urbanites	3	0.0%	2.8%	1
37	Rising Multi-Ethnic Urbanites	3	0.0%	0.6%	3
40	Surviving Urban Diversity	1	0.0%	4.0%	0
43	Laboring Urban Diversity	1	0.0%	0.5%	1
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
23	Established Empty-Nesters	0	0.0%	3.4%	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
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
31	Mature Country Families	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
33	Laboring Rural Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	<b>TOTALS</b>	<b>19,112</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	28.5%	35.4%	80
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
<b>▲ Not Involved with Their Faith</b>	<b>47.5%</b>	<b>34.7%</b>	<b>137</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.1%	22.1%	82
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	21.1%	23.7%	89

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.6%</b>	<b>0.5%</b>	<b>125</b>
↓ Baptist	8.6%	16.1%	53
Catholic	22.4%	23.7%	95
Congregational	1.8%	2.0%	92
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.1%</b>	<b>0.4%</b>	<b>243</b>
Episcopal	2.7%	2.9%	94
↓ Holiness	0.2%	0.8%	22
Jehovah's Witnesses	1.0%	1.1%	93
<b>▲ Judaism</b>	<b>4.0%</b>	<b>3.2%</b>	<b>128</b>
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.8%	10.1%	47
<b>▲ Mormon</b>	<b>3.3%</b>	<b>1.8%</b>	<b>185</b>
<b>▲ New Age</b>	<b>1.2%</b>	<b>0.6%</b>	<b>216</b>
<b>▲ Non-Denominational / Independent</b>	<b>11.1%</b>	<b>6.9%</b>	<b>160</b>
↓ Orthodox	0.3%	0.3%	83
Pentecostal	2.3%	2.4%	95
Presbyterian / Reformed	4.6%	4.6%	101
Unitarian / Universalist	0.7%	0.7%	104
<b>▲ Interested but No Preference</b>	<b>5.5%</b>	<b>3.9%</b>	<b>143</b>
<b>▲ Not Interested and No Preference</b>	<b>17.9%</b>	<b>11.1%</b>	<b>161</b>
Likely to Have Changed Their Preference in the Last 10 Years	17.7%	16.8%	105

**LEADERSHIP PREFERENCE INDICATOR**

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

Tells them what to do	4.1%	4.0%	102
Lets them do what they want and is supportive	10.8%	11.7%	92
Lets them do what they want and stays out of the way	4.6%	4.8%	96
Works with them on deciding what to do and helps them do it	80.4%	79.6%	101

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	41.9%	43.5%	96
↓ Finding/Providing Health Insurance	21.1%	29.0%	73
Day-to-Day Financial Worries	29.0%	31.6%	92
Finding Employment Opportunities	15.7%	14.4%	109
Finding Affordable Housing	11.3%	11.3%	100
↓ Providing Adequate Food	5.9%	8.6%	69
Finding Child Care	6.3%	6.3%	101
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	12.8%	16.7%	76
Dealing With Teen / Child Problems	19.5%	20.7%	94
Finding/Providing Aging Parent Care	15.8%	15.5%	102
↓ Dealing With Abusive Relationships	8.8%	11.4%	77
↓ Dealing With Divorce	3.3%	4.5%	73
<b>COMMUNITY PROBLEMS:</b>			
▲ <b>Neighborhood Crime and Safety</b>	<b>32.2%</b>	<b>27.0%</b>	<b>119</b>
Finding/Providing Good Schools	25.9%	23.5%	110
Dealing with Problems in Schools	12.5%	13.6%	92
Dealing With Racial / Ethnic Prejudice	14.0%	13.1%	107
▲ <b>Dealing With Neighborhood Gangs</b>	<b>13.1%</b>	<b>8.5%</b>	<b>155</b>
▲ <b>Dealing with Social Injustice</b>	<b>12.8%</b>	<b>11.3%</b>	<b>113</b>
<b>HOPES AND DREAMS:</b>			
▲ <b>Achieving Long-term Financial Security</b>	<b>56.7%</b>	<b>50.6%</b>	<b>112</b>
▲ <b>Finding Time for Recreation / Leisure</b>	<b>30.6%</b>	<b>25.3%</b>	<b>121</b>
↓ Finding Better Quality Healthcare	21.1%	23.9%	88
Finding A Satisfying Job / Career	21.2%	19.3%	109
Finding Retirement Opportunities	18.6%	18.9%	98
▲ <b>Achieving A Fulfilling Marriage</b>	<b>24.9%</b>	<b>22.3%</b>	<b>111</b>
▲ <b>Developing Parenting Skills</b>	<b>16.7%</b>	<b>14.7%</b>	<b>113</b>
▲ <b>Achieving Educational Objectives</b>	<b>8.4%</b>	<b>7.5%</b>	<b>113</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.3%	29.8%	95
Finding Companionship	16.5%	17.3%	96
↓ Finding A Good Church	9.9%	15.2%	65
↓ Finding Spiritual Teaching	9.3%	12.9%	72
Finding Life Direction	14.9%	14.0%	107

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#### KEY VALUES INDICATOR

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

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

"I believe there is a God"	82.0%	84.5%	97
"God is actively involved in the world including nations and their governments"	57.5%	63.8%	90

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

"It is important to preserve the traditional American family structure"	90.9%	91.5%	99
"A healthy environment has become a national crisis"	82.4%	82.8%	100
"Public education is essential to the future of American society"	95.5%	94.0%	102

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

"Government should be the primary provider of human welfare services"	46.2%	50.1%	92
"The role of Churches / Synagogues is to help form and support moral values"	78.8%	81.1%	97
"Churches and religious organizations should provide more human services"	59.9%	62.6%	96

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

"The United States must open its doors to all people groups"	37.6%	36.3%	104
"The changing racial / ethnic face of America is a threat to our national heritage"	34.9%	36.3%	96

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	60.1%	59.8%	101
More than \$500 per year	32.7%	31.2%	105
▲ More than \$1,000 per year	19.6%	17.4%	113

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

▲ More than \$100 per year	43.6%	33.7%	129
▲ More than \$500 per year	9.8%	6.8%	144
▲ More than \$1,000 per year	3.0%	2.3%	130

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

▲ More than \$100 per year	20.1%	16.1%	125
More than \$500 per year	4.6%	4.3%	107
▲ More than \$1,000 per year	2.7%	2.2%	123

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

Saint Joseph Parish, Pinole

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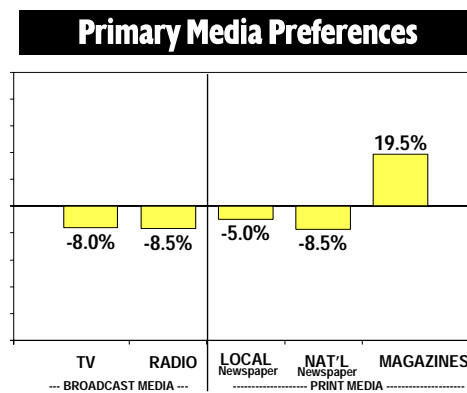
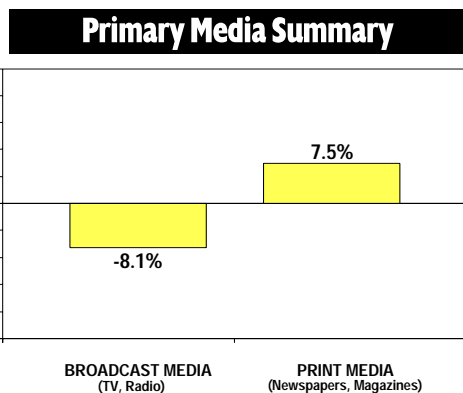
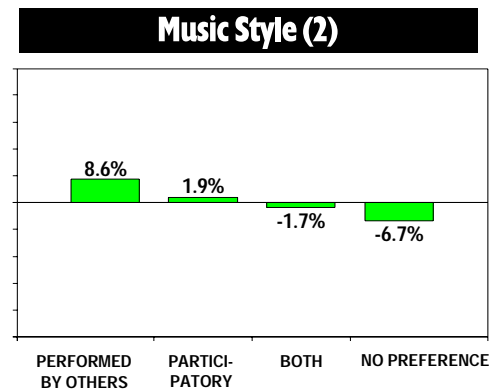
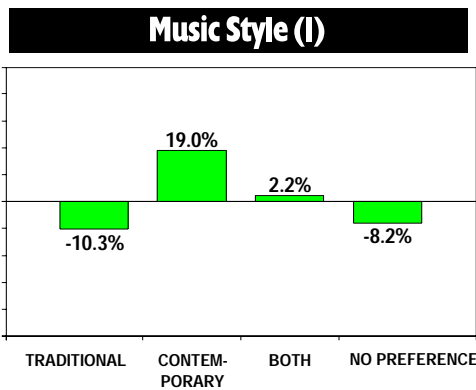
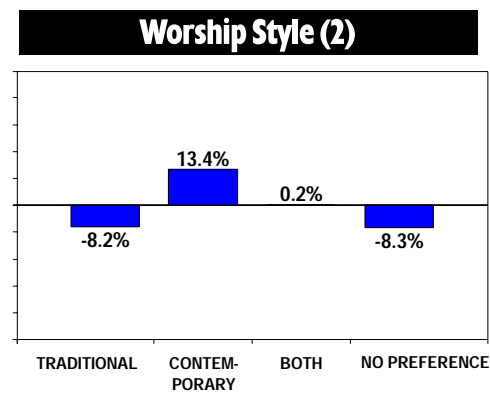
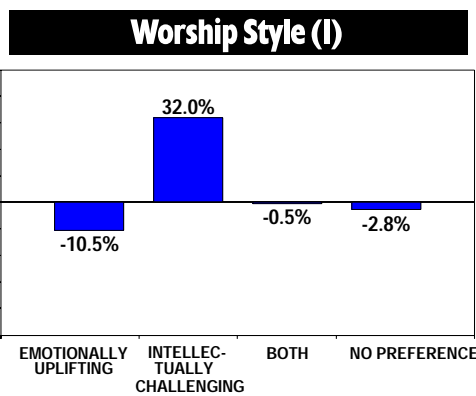
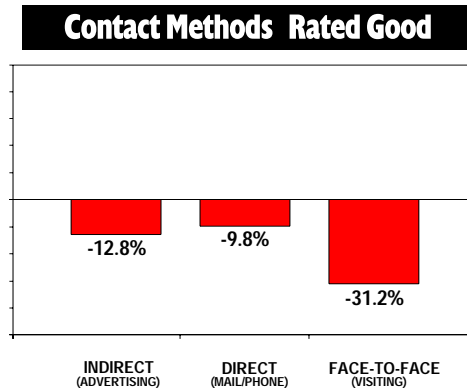
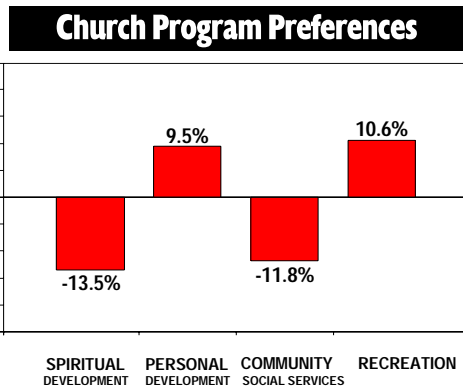
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY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



Date: 6/20/2016

Prepared For:  
Saint Joseph Parish, Pinole

Study Area Definition:  
Custom Polygon





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<b>CHURCH PROGRAM PREFERENCE INDICATOR</b>			
<b>Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:</b>			
<b><i>SPIRITUAL DEVELOPMENT:</i></b>			
↓ Bible Study Discussion and Prayer Groups	33.8%	41.1%	82
Adult Theological Discussion Groups	20.7%	22.5%	92
Spiritual Retreats	10.6%	11.6%	91
<b><i>PERSONAL DEVELOPMENT:</i></b>			
Marriage Enrichment Opportunities	16.5%	15.2%	108
▲ <b>Parent Training Programs</b>	<b>9.8%</b>	<b>7.8%</b>	<b>126</b>
Twelve Step Programs	3.6%	3.5%	106
↓ Divorce Recovery	1.7%	2.4%	72
<b><i>COMMUNITY/SOCIAL SERVICES:</i></b>			
Personal or Family Counseling	20.9%	22.5%	93
↓ Care for the Terminally Ill	12.7%	15.7%	81
↓ Food and Clothing Resources	6.6%	11.1%	59
▲ <b>Day Care Services</b>	<b>7.4%</b>	<b>6.1%</b>	<b>121</b>
▲ <b>Church Sponsored Day-School</b>	<b>6.3%</b>	<b>5.7%</b>	<b>112</b>
<b><i>RECREATION:</i></b>			
▲ <b>Youth Social Programs</b>	<b>32.9%</b>	<b>29.7%</b>	<b>111</b>
▲ <b>Family Activities and Outings</b>	<b>36.7%</b>	<b>32.8%</b>	<b>112</b>
Active Retirement Programs	25.5%	26.8%	95
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>23.6%</b>	<b>18.9%</b>	<b>125</b>
▲ <b>Sports or Camping</b>	<b>8.0%</b>	<b>6.3%</b>	<b>126</b>

<b>SUMMARY</b>	
↓ Spiritual Development Index	87
Personal Development Index	110
↓ Community/Social Services Index	88
▲ <b>Recreation Index</b>	<b>111</b>



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

↓ A. Emotionally Uplifting	23.6%	26.4%	89
▲ <b>B. Intellectually Challenging</b>	<b>14.7%</b>	<b>11.1%</b>	<b>132</b>
C. Both A and B	39.0%	39.2%	100
D. No Preference or Not Interested	22.7%	23.4%	97

**PART 2:**

A. Traditional/Formal/Ceremonial	18.6%	20.2%	92
▲ <b>B. Contemporary/Informal</b>	<b>29.8%</b>	<b>26.3%</b>	<b>113</b>
C. Both A and B	26.6%	26.5%	100
D. No Preference or Not Interested	24.7%	26.9%	92

**MUSIC STYLE INDICATOR**

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

**PART 1:**

A. Traditional	21.9%	24.4%	90
▲ <b>B. Contemporary</b>	<b>23.5%</b>	<b>19.7%</b>	<b>119</b>
C. Both A and B	31.8%	31.1%	102
D. No Preference or Not Interested	22.8%	24.8%	92

**PART 2:**

A. Performed by Others	20.3%	18.7%	109
B. Participatory	23.4%	22.9%	102
C. Both A and B	31.6%	32.2%	98
D. No Preference or Not Interested	24.4%	26.2%	93





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	22.5%	22.0%	102
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	37.5%	37.4%	100
D. No Preference or Not Interested	24.5%	26.3%	93

**PART 2:**

A. Global Mission	6.4%	6.2%	103
B. Local Mission	32.9%	33.3%	99
C. Both A and B	31.5%	30.1%	105
D. No Preference or Not Interested	28.9%	30.4%	95

**CHURCH ARCHITECTURE INDICATOR**

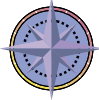
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	22.7%	26.6%	85
▲ B. Contemporary	<b>21.5%</b>	<b>15.9%</b>	<b>135</b>
C. Both A and B	32.8%	32.3%	101
D. No Preference or Not Interested	23.1%	25.1%	92

**PART 2:**

↓ A. Somber/Serious	7.2%	9.4%	77
▲ B. Light and Airy	<b>40.0%</b>	<b>34.7%</b>	<b>116</b>
C. Both A and B	27.2%	27.7%	98
D. No Preference or Not Interested	25.6%	28.2%	91



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	43.5%	47.3%	92
Radio	12.2%	13.3%	92

#### PRINT MEDIA:

Local Newspaper	38.8%	36.1%	107
National Newspaper	4.0%	4.3%	91
▲ Magazines	3.3%	2.4%	138

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	31.5%	31.9%	99
Radio	23.8%	23.8%	100

#### PRINT MEDIA:

Local Newspaper	31.1%	32.7%	95
National Newspaper	5.5%	5.8%	96
▲ Magazines	8.4%	7.0%	119

### SUMMARY

Overall Broadcast Media Index (100 = Average)	96
Overall Print Media Index	103



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**CHURCH CONTACT METHODS RATED GOOD**

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

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
↓ Local Radio Announcements or Advertisements	32.3%	36.2%	89
↓ Putting Ad in Local Newspaper	28.9%	33.8%	85
↓ Local Cable Channels	26.4%	30.4%	87
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	51.2%	53.7%	95
↓ Calling and Offering to Send Information By Mail	24.9%	29.5%	84
↓ Calling and Discussing on the Phone	9.8%	12.0%	81
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
↓ Calling and Offering to Visit When Convenient	13.8%	20.1%	68
↓ Going Door to Door	9.7%	14.0%	69

**CHURCH CONTACT METHODS RATED POOR**

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

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
▲ Local Radio Announcements or Advertisements	23.2%	19.6%	119
▲ Putting Ad in Local Newspaper	26.8%	21.5%	124
Local Cable Channels	34.0%	30.7%	110
<b>DIRECT METHODS (MORE PERSONAL):</b>			
▲ Sending Information By Mail	16.2%	13.3%	121
▲ Calling and Offering to Send Information By Mail	40.1%	34.0%	118
▲ Calling and Discussing on the Phone	69.1%	60.6%	114
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
▲ Calling and Offering to Visit When Convenient	60.5%	49.6%	122
Going Door to Door	69.9%	64.0%	109

<b>SUMMARY OF METHODS RATED GOOD</b>	
↓ Indirect Methods Index (100 = Average)	87
Direct Methods Index	90
↓ Face-to-Face Methods Index	69

<b>SUMMARY OF METHODS RATED POOR</b>	
▲ Indirect Methods Index	117
▲ Direct Methods Index	116
▲ Face-to-Face Methods Index	115