

ministry area profile 2016

Saint Lawrence OToole - Saint Cyril Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Lawrence OToole - Saint Cyril Parish

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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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Study Area Definition:
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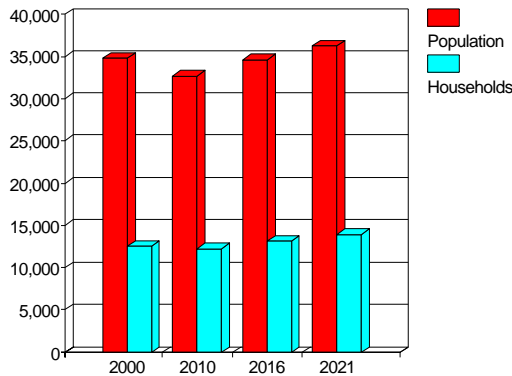
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 34,565 persons residing in the defined study area. This represents a decrease of 243 or 0.7% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 4.8% or 1,655 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 high* with 23 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Metro Multi-Ethnic Diversity* representing 27.8% 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 29.4% of the population and all other racial/ethnic groups make up a substantial 70.6% which is well above the national average of 39%. The largest of these groups, *African-Americans*, accounts for 24.3% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 15.6% 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 10,376 persons or 30.0% 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 *very 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 85.0% 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 37.2% 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: *Neighborhood Gangs, Racial/Ethnic Prejudice, Social Injustice, Neighborhood Crime and Safety, Affordable Housing and Employment Opportunities*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$99,925 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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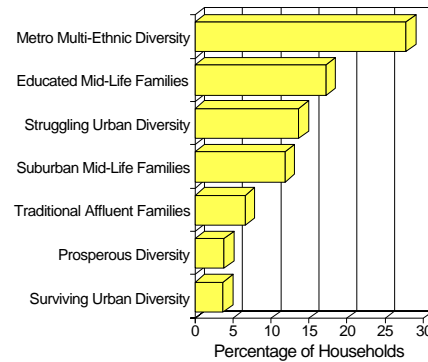
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Date: 6/20/2016

Population and Households

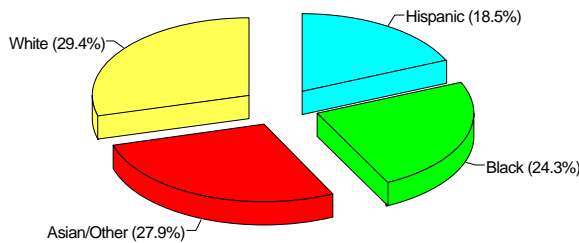


Primary U.S. Lifestyles Segments-2016

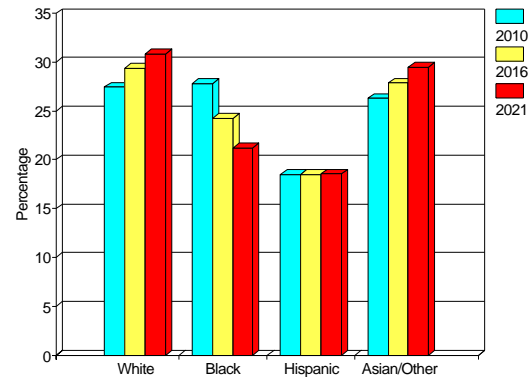


The population in the study area has increased by 1884 persons, or 5.8% since 2010 and is projected to increase by 1655 persons, or 4.8% between 2016 and 2021. The number of households has increased by 934, or 7.6% since 2010 and is projected to increase by 768, or 5.8% between 2016 and 2021.

Population By Race/Ethnicity-2016

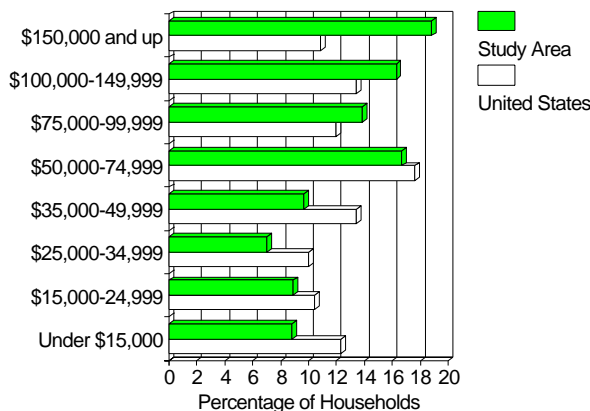


Population By Race/Ethnicity Trend

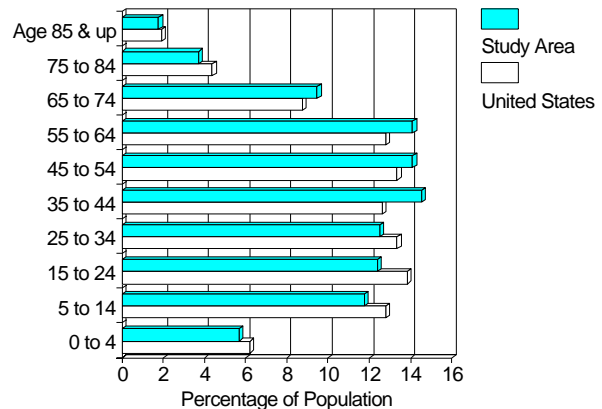


Between 2016 and 2021, the White population is projected to increase by 1009 persons and to increase from 29.4% to 30.8% of the total population. The Black population is projected to decrease by 717 persons and to decrease from 24.3% to 21.2% of the total. The Hispanic/Latino population is projected to increase by 326 persons and to remain stable at 18.5% of the total. The Asian/Other population is projected to increase by 1038 persons and to increase from 27.9% to 29.5% of the total population.

Households By Income-2016



Population by Age-2016

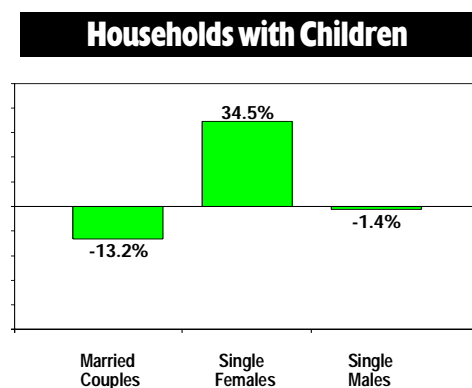
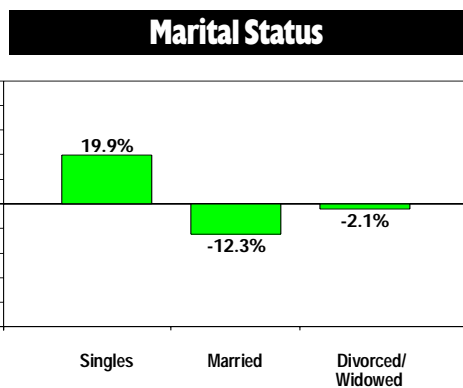
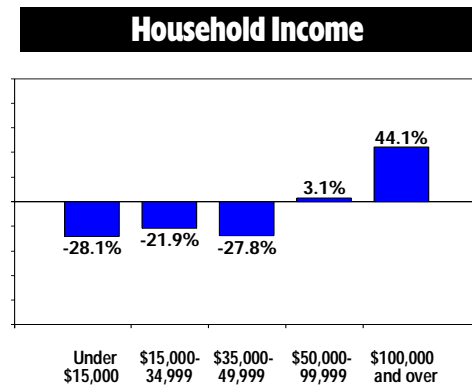
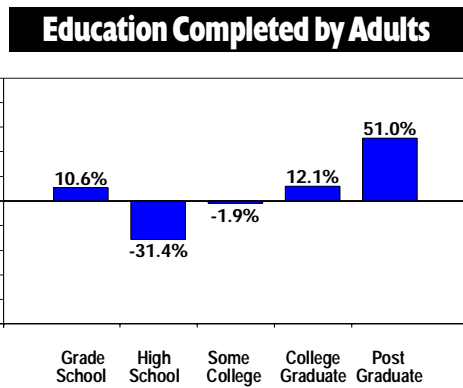
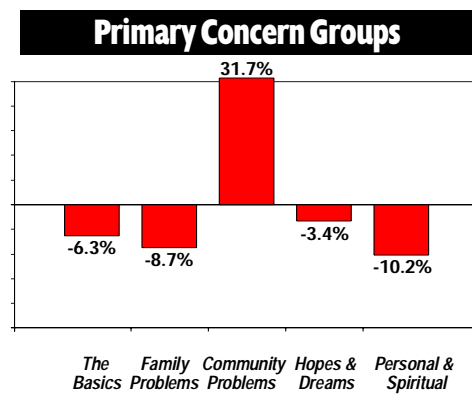
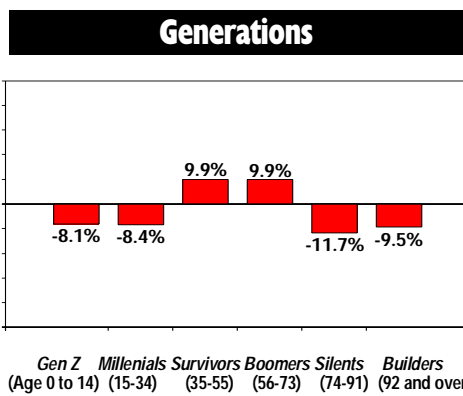
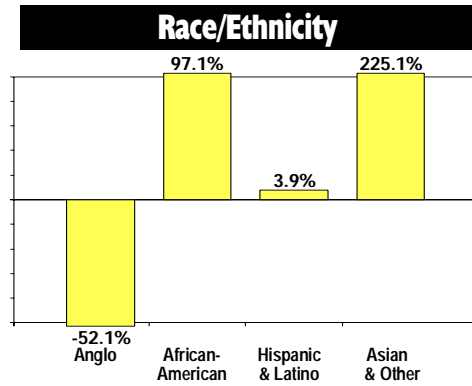
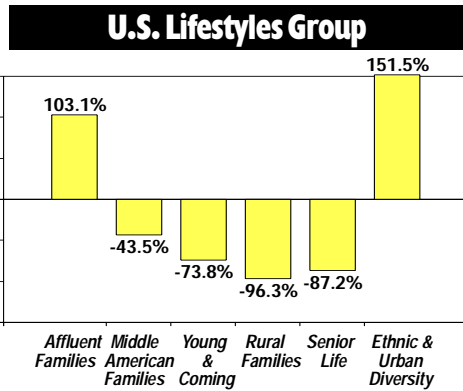


The average household income in the study area is \$99925 a year as compared to the U.S. average of \$77135. The average age in the study area is 40.0 and is projected to increase to 41.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend				
↓ Indicates a consistent downward trend				
Population	34,808	32,681	34,565	36,220
Population Change		(2,127)	1,884	1,655
Percentage Change		-6.1%	5.8%	4.8%
Average Annual Growth Rate		-0.6%	1.0%	1.0%
Density (Pop. per square mile)	3,463	3,252	3,439	3,604
HOUSEHOLDS				
Households	12,506	12,234	13,168	13,936
Household Change		(272)	934	768
Percentage Change		-2.2%	7.6%	5.8%
Average Annual Growth Rate		-0.2%	1.3%	1.2%
↓ Persons Per Household	2.68	2.57	2.53	2.50

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	8,968	27.4%	10,152	29.4%	11,161	30.8%
↓ African-American (Non-Hisp)	9,094	27.8%	8,392	24.3%	7,675	21.2%
▲ Hispanic/Latino	6,040	18.5%	6,389	18.5%	6,715	18.5%
▲ Asian/Other (Non-Hisp)	8,580	26.3%	9,631	27.9%	10,669	29.5%

POPULATION BY GENDER						
↓ Female	17,691	54.1%	18,627	53.9%	19,477	53.8%
▲ Male	14,990	45.9%	15,938	46.1%	16,743	46.2%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	3,579	11.0%	6,029	17.4%	8,508	23.5%
↓ Millennials (Born 1982 to 2001)	8,324	25.5%	8,603	24.9%	8,479	23.4%
↓ Survivors (Born 1961 to 1981)	10,017	30.7%	10,378	30.0%	10,769	29.7%
↓ Boomers (Born 1943 to 1960)	7,659	23.4%	7,399	21.4%	6,820	18.8%
↓ Silents (Born 1925 to 1942)	2,497	7.6%	2,036	5.9%	1,640	4.5%
↓ Builders (Born 1924 and earlier)	527	1.6%	122	0.4%	6	0.0%

AGE			
▲ Average Age		38.3	40.0
▲ Median Age		38.9	40.7

INCOME			
▲ Average Household Income		\$85,847	\$99,925
▲ Median Household Income		\$66,691	\$77,006
▲ Per Capita Income		\$32,136	\$38,068

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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	1,742	14.2%	2,469	18.8%	3,136	22.5%
▲ \$100,000 to \$149,999	1,874	15.3%	2,140	16.3%	2,490	17.9%
\$75,000 to \$99,999	1,607	13.1%	1,827	13.9%	1,882	13.5%
↓ \$50,000 to \$74,999	2,044	16.7%	2,196	16.7%	2,074	14.9%
↓ \$35,000 to \$49,999	1,432	11.7%	1,275	9.7%	1,268	9.1%
↓ \$25,000 to \$34,999	882	7.2%	930	7.1%	908	6.5%
↓ \$15,000 to \$24,999	1,214	9.9%	1,167	8.9%	1,108	8.0%
↓ Under \$15,000	1,440	11.8%	1,164	8.8%	1,071	7.7%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,068	6.3%	1,964	5.7%	1,910	5.3%
▲ Required Formal Schooling (5-17)	4,793	14.7%	5,147	14.9%	5,527	15.3%
↓ College Years, Career Starts (18-24)	3,381	10.3%	3,200	9.3%	3,217	8.9%
↓ Singles and Young Families (25-34)	4,347	13.3%	4,321	12.5%	3,935	10.9%
↓ Families, Empty Nesters (35-54)	9,777	29.9%	9,889	28.6%	10,175	28.1%
Enrichment Years Singles/Couples (55-64)	4,434	13.6%	4,867	14.1%	4,994	13.8%
▲ Retirement Opportunities (65+)	3,802	11.6%	5,178	15.0%	6,463	17.8%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,068	6.3%	1,964	5.7%	1,910	5.3%
5 to 9 years	1,889	5.8%	2,108	6.1%	2,060	5.7%
▲ 10 to 14 years	1,766	5.4%	1,957	5.7%	2,206	6.1%
15 to 17 years	1,138	3.5%	1,082	3.1%	1,261	3.5%
↓ 18 to 20 years	1,633	5.0%	1,525	4.4%	1,598	4.4%
↓ 21 to 24 years	1,748	5.3%	1,675	4.8%	1,619	4.5%
25 to 29 years	2,076	6.4%	2,210	6.4%	1,885	5.2%
↓ 30 to 34 years	2,271	6.9%	2,111	6.1%	2,050	5.7%
↓ 35 to 39 years	2,488	7.6%	2,394	6.9%	2,398	6.6%
40 to 44 years	2,435	7.5%	2,626	7.6%	2,614	7.2%
↓ 45 to 49 years	2,408	7.4%	2,469	7.1%	2,553	7.0%
50 to 54 years	2,446	7.5%	2,400	6.9%	2,610	7.2%
↓ 55 to 59 years	2,370	7.3%	2,443	7.1%	2,491	6.9%
60 to 64 years	2,064	6.3%	2,424	7.0%	2,503	6.9%
▲ 65 to 69 years	1,298	4.0%	2,005	5.8%	2,137	5.9%
▲ 70 to 74 years	832	2.5%	1,269	3.7%	1,978	5.5%
▲ 75 to 84 years	1,087	3.3%	1,293	3.7%	1,756	4.8%
↓ 85 or more years	585	1.8%	611	1.8%	592	1.6%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	28,537			
Single (Never Married)	11,257	39.4%	32.9%	120
Married	12,548	44.0%	50.2%	88
Divorced/Widowed	4,732	16.6%	16.9%	98
Marital Status Females 15 and Older (2016)	15,719			
▲ Single (Never Married)	6,230	39.6%	29.8%	133
Married	6,249	39.8%	48.8%	81
Divorced/Widowed	3,240	20.6%	21.4%	96
Marital Status Males 15 and Older (2016)	12,818			
Single (Never Married)	5,027	39.2%	36.2%	108
Married	6,299	49.1%	51.6%	95
Divorced/Widowed	1,492	11.6%	12.3%	95
FAMILY STRUCTURE				
Households By Type (2016)	13,168			
Married Couple	5,144	39.1%	48.5%	81
Other Family - Male Head of Household	727	5.5%	4.9%	112
▲ Other Family - Female Head of Household	2,424	18.4%	13.0%	142
Non Family - Male Head of Household	1,984	15.1%	15.8%	95
▲ Non Family - Female Head of Household	2,889	21.9%	17.7%	124
Households With Children 0 to 18 (2016)	4,254			
Married Couple Family	2,409	56.6%	65.2%	87
Other Family - Male Head of Household	355	8.3%	8.5%	99
▲ Other Family - Female Head of Household	1,450	34.1%	25.3%	135
Non Family	40	0.9%	1.0%	97
Population By Household Type (2016)	34,565			
▲ Group Quarters	1,204	3.5%	2.5%	139

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	1,204			
↓ Correctional Facilities	17	1.4%	30.0%	5
▲ College Dorms	959	79.7%	31.9%	250
↓ Military	0	0.0%	4.2%	0
Nursing Homes	139	11.5%	18.7%	62
↓ Other	88	7.3%	15.2%	48
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	34,565			
↓ White (Non-Hispanic)	10,152	29.4%	61.3%	48
▲ African-American (Non-Hisp)	8,392	24.3%	12.3%	197
Hispanic/Latino	6,388	18.5%	17.8%	104
↓ Native American (Non-Hisp)	133	0.4%	0.7%	53
▲ Asian (Non-Hisp)	7,383	21.4%	5.3%	405
▲ Hawaiian & Pacific Islander (Non-Hisp)	208	0.6%	0.2%	357
▲ Other Races & Multiple Races (Non-Hisp)	1,909	5.5%	2.4%	231
Asian Population By Race (2016)	7,461			
▲ Chinese	3,486	46.7%	22.3%	209
↓ Japanese	253	3.4%	5.0%	67
↓ Indian	408	5.5%	19.5%	28
↓ Korean	194	2.6%	9.6%	27
↓ Vietnamese	535	7.2%	11.0%	65
Other Asian Races	2,585	34.6%	32.5%	107
Hispanic/Latino Population By Race (2016)	6,388			
↓ White	2,310	36.2%	53.0%	68
▲ African-American	231	3.6%	2.5%	145
▲ Native American	128	2.0%	1.4%	146
▲ Asian	78	1.2%	0.4%	292
▲ Other Races & Multiple Races	3,641	57.0%	42.7%	133
Hispanic/Latino Population By Origin (2016)	6,388			
Mexican	4,456	69.8%	62.4%	112
↓ Puerto Rican	254	4.0%	9.5%	42
↓ Cuban	86	1.3%	3.5%	38
Other Hispanic Origin	1,593	24.9%	24.6%	101

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	8,987			
↓ Pre-Primary (Public)	134	1.5%	3.4%	43
▲ Pre-Primary (Private)	416	4.6%	2.6%	176
Elementary/High School (Public)	4,336	48.2%	58.9%	82
▲ Elementary/High School (Private)	740	8.2%	6.6%	124
▲ Enrolled in College	3,362	37.4%	28.4%	132
Population By Education Completed (Age 25 and over) (2016)	24,255			
▲ Elementary (Less than 9 years)	2,449	10.1%	5.8%	174
↓ Some High School (9 to 11 years)	1,196	4.9%	7.8%	63
↓ High School Graduate (12 years)	4,642	19.1%	27.9%	69
Some College (13 to 15 years)	5,392	22.2%	21.2%	105
↓ Associate Degree	1,549	6.4%	8.0%	80
Bachelor's Degree	4,981	20.5%	18.3%	112
▲ Graduate Degree	4,047	16.7%	11.0%	151
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	16,554			
TOTAL WHITE COLLAR	10,740	64.9%	61.5%	106
▲ Executive and Managerial	2,018	12.2%	9.7%	125
Professional Specialty	3,174	19.2%	16.6%	116
▲ Technical Support	1,776	10.7%	8.3%	130
Sales	1,649	10.0%	10.9%	92
Administrative Support & Clerical	2,123	12.8%	16.0%	80
TOTAL BLUE COLLAR	5,815	35.1%	38.5%	91
▲ Service: Private Households	1,136	6.9%	3.7%	186
Service: Protective	304	1.8%	2.2%	83
Service: Other	1,117	6.7%	7.5%	90
↓ Farming, Forestry & Fishing	38	0.2%	0.7%	32
↓ Precision Production and Craft	1,241	7.5%	11.0%	68
↓ Operators and Assemblers	313	1.9%	3.2%	58
Transportation and Material Moving	1,018	6.1%	6.2%	100
Laborers	648	3.9%	4.0%	97

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	28,184			
Employed	16,685	59.2%	58.1%	102
▲ Unemployed	2,024	7.2%	5.6%	128
Not in Labor Force	9,476	33.6%	36.3%	93
Total Female Pop. By Work Status (Age 20 to 64) (2013)	11,120			
TOTAL WORKING	7,851	70.6%	66.8%	106
With No Own Children	5,408	48.6%	42.2%	115
With Own Children Age 0 to 5 only	569	5.1%	5.5%	94
With Own Children Age 6 to 17 only	1,477	13.3%	14.8%	90
With Own Children Both Age 0 to 5 and 6 to 17	397	3.6%	4.3%	83
TOTAL NOT WORKING (UNEMPLOYED)	706	6.3%	6.2%	102
With No Own Children	478	4.3%	3.8%	115
With Own Children Age 0 to 5 only	79	0.7%	0.7%	108
With Own Children Age 6 to 17 only	126	1.1%	1.3%	90
↓ With Own Children Both Age 0 to 5 and 6 to 17	23	0.2%	0.5%	38
TOTAL NOT IN THE LABOR FORCE	2,562	23.0%	27.0%	85
With No Own Children	1,730	15.6%	17.1%	91
With Own Children Age 0 to 5 only	285	2.6%	2.6%	99
↓ With Own Children Age 6 to 17 only	371	3.3%	4.6%	72
↓ With Own Children Both Age 0 to 5 and 6 to 17	176	1.6%	2.6%	60
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	13,168			
Above Poverty Line (Households with Children)	7,276	58.8%	59.6%	99
Above Poverty Line (Households without Children)	3,265	26.4%	26.5%	100
Below Poverty Line (Households with Children)	1,021	8.3%	7.9%	105
Below Poverty Line (Households without Children)	805	6.5%	6.0%	108
Households By Presence of Retirement Income (2013)	12,234			
With Retirement Income	2,181	17.8%	17.6%	101
Without Retirement Income	9,874	80.7%	81.5%	99

Date: 6/20/2016

Prepared For:
Saint Lawrence OToole - Saint Cyril Parish

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)	13,168			
Owner Occupied	8,120	61.7%	65.0%	95
Renter Occupied	5,049	38.3%	35.0%	109
▲ Median Rent (2013)	\$1,197		\$904	132
Structures By Number of Units (2016)	14,132			
Single Unit	10,341	73.2%	67.3%	109
▲ 3 to 4 Units	2,116	15.0%	8.1%	185
5 to 19 Units	1,235	8.7%	9.3%	94
↓ 20 to 49 Units	180	1.3%	3.6%	35
↓ 50 or more Units	175	1.2%	5.1%	24
↓ Mobile Home	86	0.6%	6.4%	9
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.79		2.57	108
Owner-Occupied Property Values (2016)	8,120			
↓ Under \$40,000	104	1.3%	7.2%	18
↓ \$40,000 to \$59,999	52	0.6%	3.7%	17
↓ \$60,000 to \$79,999	63	0.8%	5.1%	15
↓ \$80,000 to \$99,999	22	0.3%	6.5%	4
↓ \$100,000 to 149,999	123	1.5%	15.1%	10
↓ \$150,000 to \$199,999	273	3.4%	14.6%	23
↓ \$200,000 to \$299,999	869	10.7%	18.1%	59
▲ \$300,000 to \$499,999	2,552	31.4%	16.9%	185
▲ \$500,000 to \$999,999	3,378	41.6%	9.7%	429
▲ \$1,000,000 and over	683	8.4%	3.0%	278
▲ Median Property Value	\$524,789		\$192,432	273

Date: 6/20/2016

Prepared For:
Saint Lawrence OToole - Saint Cyril Parish

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	14,132			
▲ 2010 and later	999	7.1%	5.5%	128
↓ 2000 to 2009	397	2.8%	14.6%	19
↓ 1990 to 1999	355	2.5%	13.4%	19
↓ 1980 to 1989	867	6.1%	13.2%	47
↓ 1970 to 1979	1,172	8.3%	15.0%	55
1960 to 1969	1,277	9.0%	10.4%	87
▲ 1950 to 1959	1,927	13.6%	10.3%	133
▲ 1949 or earlier	7,140	50.5%	17.7%	286
Households By Number of Persons (2016)	13,168			
1 Person Household	3,666	27.8%	27.3%	102
2 Person Household	4,258	32.3%	32.3%	100
3 Person Household	2,298	17.5%	16.2%	107
4 Person Household	1,651	12.5%	13.1%	96
↓ 5 Person Household	675	5.1%	6.5%	79
6 Person Household	346	2.6%	2.8%	95
7 or more Person Household	274	2.1%	1.9%	109
Average Persons Per Household	2.6		2.6	99
Households By Heating Type (2013)	12,055			
▲ Utility and Other Gas	9,563	79.3%	54.0%	147
↓ Electric	2,215	18.4%	36.1%	51
↓ Oil	11	0.1%	6.1%	1
↓ Coal and Wood	99	0.8%	2.2%	37
↓ Solar/Other Fuel	8	0.1%	0.5%	13
▲ No Fuel Used	159	1.3%	0.9%	140

Date: 6/20/2016

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Saint Lawrence OToole - Saint Cyril Parish

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	Number	Percent		
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TRANSPORTATION				
Households By Number of Vehicles (2016)	13,168			
No Vehicles	1,035	7.9%	9.0%	87
1 Vehicle	4,635	35.2%	33.7%	104
2 Vehicle	5,392	40.9%	37.5%	109
3 or more Vehicles	2,107	16.0%	19.8%	81
Workers By Travel Time to Work (2016)	15,166			
↓ Less than 15 minutes	2,432	16.0%	27.3%	59
15 to 29 minutes	5,955	39.3%	36.5%	108
30 to 44 minutes	3,463	22.8%	20.2%	113
▲ 45 to 59 minutes	1,432	9.4%	7.7%	122
▲ 60 or more minutes	1,883	12.4%	8.3%	150
Average Travel Time to Work (minutes)	33.0		28.2	117
Workers By Type of Transportation to Work (2016)	15,873			
Drive Alone	10,319	65.0%	76.9%	85
Car Pool	1,446	9.1%	9.6%	95
▲ Public Transportation	2,458	15.5%	5.1%	303
↓ Walk to Work	318	2.0%	2.8%	71
▲ Other Means	272	1.7%	1.2%	138
▲ Work at Home	1,060	6.7%	4.4%	152

Date: 6/20/2016

Prepared For:
Saint Lawrence OToole - Saint Cyril Parish

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.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	6,087	46.2%	18.4%	252
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	4,042	30.7%	15.1%	203
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	2,337	17.7%	31.4%	56
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	505	3.8%	14.7%	26
5	Senior Life (7, 20, 21, 22, 30 and 31)	116	0.9%	6.9%	13
4	Rural Families (27, 26, 29, 33, 35 and 38)	63	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.		
24	Metro Multi-Ethnic Diversity	3,659	27.8%	2.7%	1011
4	Educated Mid-Life Families	2,265	17.2%	3.4%	504
45	Struggling Urban Diversity	1,801	13.7%	2.5%	557
10	Suburban Mid-Life Families	1,553	11.8%	5.5%	213
1	Traditional Affluent Families	871	6.6%	3.5%	190
5	Prosperous Diversity	513	3.9%	3.1%	126
40	Surviving Urban Diversity	494	3.8%	4.0%	93
8	Rising Potential Professionals	483	3.7%	2.3%	157
17	Large Young Families	415	3.2%	2.2%	147
3	Mid-Life Prosperity	207	1.6%	1.5%	103
14	Secure Mid-Life Families	186	1.4%	0.7%	216
25	Working Country Consumers	170	1.3%	4.1%	31
28	Building Country Families	164	1.2%	2.8%	45
46	Struggling Black Households	59	0.4%	2.5%	18
20	Cautious and Mature	53	0.4%	2.6%	15
32	Working Urban Life	43	0.3%	1.7%	20
29	Working Country Families	40	0.3%	1.0%	32
7	Prosperous and Mature	38	0.3%	0.5%	54
43	Laboring Urban Diversity	30	0.2%	0.5%	45
18	Working Urban Families	24	0.2%	4.0%	5

Date: 6/20/2016

Prepared For:
Saint Lawrence OToole - Saint Cyril Parish

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.		
27	Country Family Diversity	22	0.2%	0.3%	49
22	Mature and Established	16	0.1%	1.8%	7
49	Exception Households	12	0.1%	0.2%	37
15	Reliable Young Starters	10	0.1%	4.3%	2
23	Established Empty-Nesters	9	0.1%	3.4%	2
21	Mature and Stable	9	0.1%	0.6%	12
47	University Life	7	0.1%	0.8%	7
19	Educated and Promising	3	0.0%	0.1%	29
34	College and Career Starters	2	0.0%	0.6%	3
9	Educated Working Families	2	0.0%	0.1%	18
26	Working Suburban Families	1	0.0%	0.1%	6
44	Laboring Urban Life	1	0.0%	0.1%	10
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
6	Prosperous New Country Families	0	0.0%	2.1%	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
2	Professional Affluent Families	0	0.0%	0.8%	0
37	Rising Multi-Ethnic Urbanites	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
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
TOTALS		13,162	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	31.4%	35.4%	89
↓ Somewhat Involved with Their Faith	24.2%	29.9%	81
▲ Not Involved with Their Faith	43.0%	34.7%	124

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.4%	22.1%	79
Decreased Their Involvement with Their Faith in the Last 10 Years	21.7%	23.7%	91

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	159
↓ Baptist	11.5%	16.1%	71
↓ Catholic	20.0%	23.7%	85
↓ Congregational	1.7%	2.0%	85
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	236
Episcopal	2.9%	2.9%	101
↓ Holiness	0.4%	0.8%	54
▲ Jehovah's Witnesses	1.5%	1.1%	143
▲ Judaism	3.6%	3.2%	115
↓ Lutheran	5.2%	7.2%	72
↓ Methodist	5.4%	10.1%	53
▲ Mormon	2.7%	1.8%	152
▲ New Age	1.2%	0.6%	205
▲ Non-Denominational / Independent	10.5%	6.9%	152
↓ Orthodox	0.3%	0.3%	83
Pentecostal	2.5%	2.4%	103
Presbyterian / Reformed	4.4%	4.6%	96
▲ Unitarian / Universalist	0.8%	0.7%	119
▲ Interested but No Preference	5.7%	3.9%	148
▲ Not Interested and No Preference	17.1%	11.1%	155

Likely to Have Changed Their Preference in the Last 10 Years	18.0%	16.8%	107
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.1%	4.0%	102
Lets them do what they want and is supportive	11.3%	11.7%	97
▲ Lets them do what they want and stays out of the way	5.3%	4.8%	110
Works with them on deciding what to do and helps them do it	79.4%	79.6%	100

Date: 6/20/2016

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Saint Lawrence OToole - Saint Cyril Parish

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.5%	43.5%	93
↓ Finding/Providing Health Insurance	22.9%	29.0%	79
Day-to-Day Financial Worries	28.5%	31.6%	90
▲ Finding Employment Opportunities	16.1%	14.4%	112
▲ Finding Affordable Housing	14.9%	11.3%	131
↓ Providing Adequate Food	7.0%	8.6%	82
Finding Child Care	5.8%	6.3%	92
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.8%	16.7%	89
Dealing With Teen / Child Problems	19.5%	20.7%	94
Finding/Providing Aging Parent Care	14.7%	15.5%	95
Dealing With Abusive Relationships	11.0%	11.4%	97
↓ Dealing With Divorce	2.8%	4.5%	62
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	37.8%	27.0%	140
Finding/Providing Good Schools	23.8%	23.5%	102
Dealing with Problems in Schools	12.9%	13.6%	95
▲ Dealing With Racial / Ethnic Prejudice	21.0%	13.1%	161
▲ Dealing With Neighborhood Gangs	15.4%	8.5%	182
▲ Dealing with Social Injustice	16.7%	11.3%	148
HOPES AND DREAMS:			
Achieving Long-term Financial Security	52.3%	50.6%	103
Finding Time for Recreation / Leisure	26.4%	25.3%	105
Finding Better Quality Healthcare	23.0%	23.9%	96
Finding A Satisfying Job / Career	17.6%	19.3%	91
Finding Retirement Opportunities	17.1%	18.9%	91
↓ Achieving A Fulfilling Marriage	19.5%	22.3%	87
↓ Developing Parenting Skills	12.3%	14.7%	83
Achieving Educational Objectives	8.2%	7.5%	109
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	26.5%	29.8%	89
Finding Companionship	17.8%	17.3%	103
↓ Finding A Good Church	10.0%	15.2%	66
↓ Finding Spiritual Teaching	11.3%	12.9%	87
Finding Life Direction	14.5%	14.0%	104

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	82.8%	84.5%	98
"God is actively involved in the world including nations and their governments"	59.7%	63.8%	94

SOCIETY:

"It is important to preserve the traditional American family structure"	89.8%	91.5%	98
"A healthy environment has become a national crisis"	83.0%	82.8%	100
"Public education is essential to the future of American society"	94.8%	94.0%	101

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	50.7%	50.1%	101
"The role of Churches / Synagogues is to help form and support moral values"	79.4%	81.1%	98
"Churches and religious organizations should provide more human services"	65.8%	62.6%	105

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	40.7%	36.3%	112
"The changing racial / ethnic face of America is a threat to our national heritage"	32.7%	36.3%	90

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	62.9%	59.8%	105
More than \$500 per year	34.3%	31.2%	110
▲ More than \$1,000 per year	21.0%	17.4%	121

TO CHARITIES:

▲ More than \$100 per year	40.0%	33.7%	119
▲ More than \$500 per year	10.3%	6.8%	151
▲ More than \$1,000 per year	4.6%	2.3%	200

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	23.5%	16.1%	146
▲ More than \$500 per year	6.6%	4.3%	153
▲ More than \$1,000 per year	4.0%	2.2%	182

Ministry Area Profile 2016
Compass
REPORT

Saint Lawrence OToole - Saint Cyril Parish

Study Area Definition:
Custom Polygon



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Custom Polygon

Table of Contents

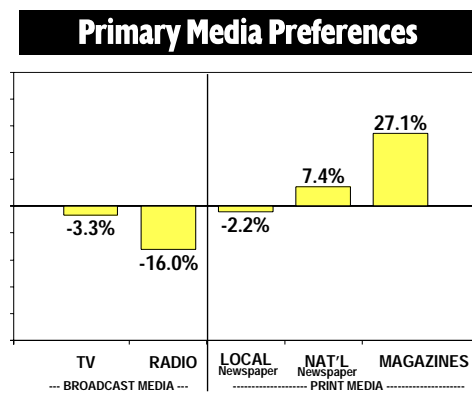
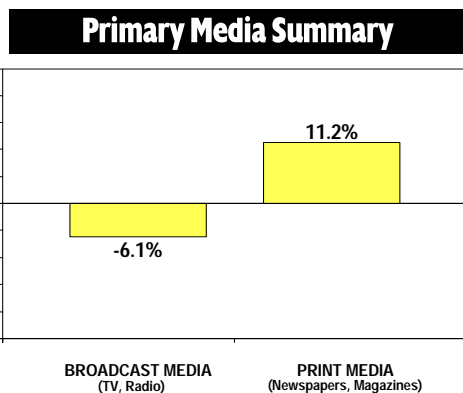
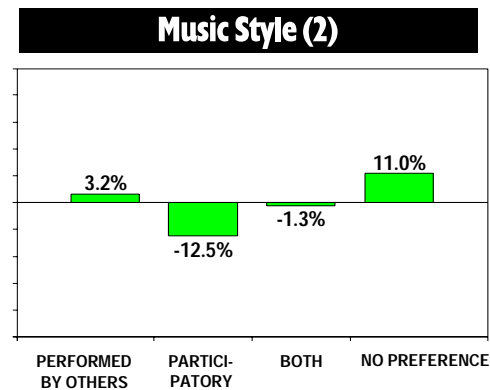
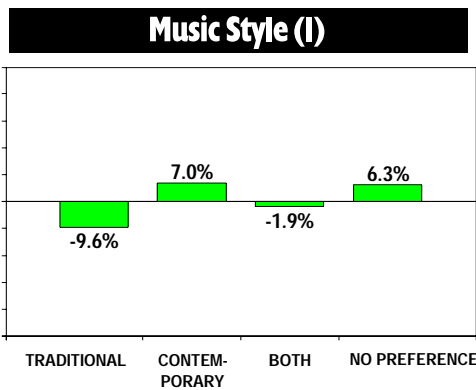
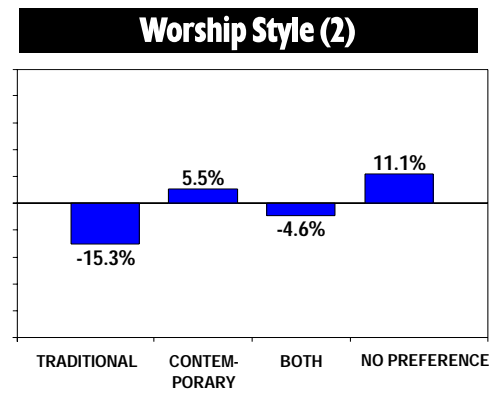
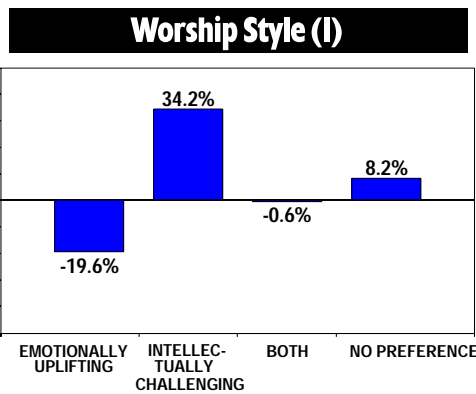
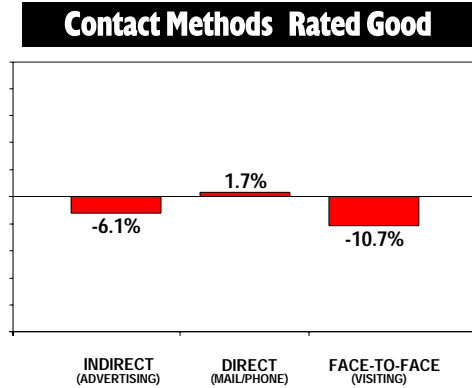
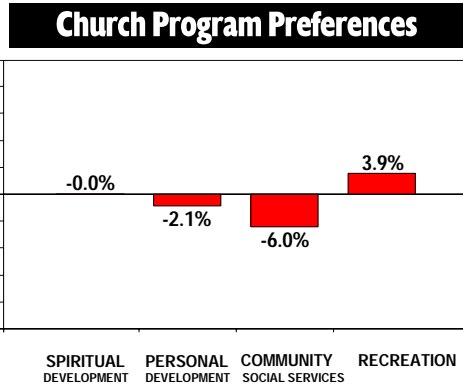
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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



Date: 6/20/2016

Prepared For:
Saint Lawrence O'Toole - Saint Cyril Parish

Study Area Definition:
Custom Polygon





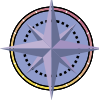
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 Saint Lawrence OToole - Saint Cyril Parish

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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	40.1%	41.1%	97
Adult Theological Discussion Groups	21.3%	22.5%	94
▲ Spiritual Retreats	13.9%	11.6%	120
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	14.0%	15.2%	92
Parent Training Programs	8.2%	7.8%	105
▲ Twelve Step Programs	4.2%	3.5%	122
↓ Divorce Recovery	1.9%	2.4%	79
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	21.6%	22.5%	96
Care for the Terminally Ill	15.7%	15.7%	100
↓ Food and Clothing Resources	8.3%	11.1%	75
Day Care Services	5.7%	6.1%	94
Church Sponsored Day-School	6.1%	5.7%	107
<i>RECREATION:</i>			
Youth Social Programs	30.6%	29.7%	103
Family Activities and Outings	30.5%	32.8%	93
Active Retirement Programs	27.6%	26.8%	103
▲ Cultural Programs (Music, Drama, Art)	23.8%	18.9%	126
Sports or Camping	6.5%	6.3%	103

SUMMARY	
Spiritual Development Index	100
Personal Development Index	98
Community/Social Services Index	94
Recreation Index	104



Date: 6/20/2016

Prepared For:
 Saint Lawrence OToole - Saint Cyril Parish

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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.2%	26.4%	80
▲ B. Intellectually Challenging	14.9%	11.1%	134
C. Both A and B	38.9%	39.2%	99
D. No Preference or Not Interested	25.3%	23.4%	108

PART 2:

↓ A. Traditional/Formal/Ceremonial	17.1%	20.2%	85
B. Contemporary/Informal	27.7%	26.3%	105
C. Both A and B	25.3%	26.5%	95
▲ D. No Preference or Not Interested	29.9%	26.9%	111

MUSIC STYLE INDICATOR

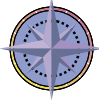
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.1%	24.4%	90
B. Contemporary	21.1%	19.7%	107
C. Both A and B	30.5%	31.1%	98
D. No Preference or Not Interested	26.3%	24.8%	106

PART 2:

A. Performed by Others	19.3%	18.7%	103
↓ B. Participatory	20.1%	22.9%	87
C. Both A and B	31.8%	32.2%	99
▲ D. No Preference or Not Interested	29.1%	26.2%	111



Date: 6/20/2016

Prepared For:
 Saint Lawrence OToole - Saint Cyril Parish

Study Area Definition:
 Custom Polygon

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

MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.0%	22.0%	100
B. Personal Spiritual Development	15.2%	14.3%	106
C. Both A and B	34.9%	37.4%	93
D. No Preference or Not Interested	28.0%	26.3%	106

PART 2:

A. Global Mission	6.2%	6.2%	101
B. Local Mission	31.1%	33.3%	93
C. Both A and B	28.5%	30.1%	94
▲ D. No Preference or Not Interested	34.5%	30.4%	113

CHURCH ARCHITECTURE INDICATOR

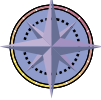
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.5%	26.6%	85
▲ B. Contemporary	19.3%	15.9%	121
C. Both A and B	31.1%	32.3%	96
D. No Preference or Not Interested	27.2%	25.1%	108

PART 2:

↓ A. Somber/Serious	8.2%	9.4%	87
B. Light and Airy	35.6%	34.7%	103
C. Both A and B	26.4%	27.7%	95
D. No Preference or Not Interested	29.8%	28.2%	105



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	45.7%	47.3%	97
↓ Radio	11.2%	13.3%	84

PRINT MEDIA:

Local Newspaper	39.3%	36.1%	109
National Newspaper	4.7%	4.3%	107
▲ Magazines	3.8%	2.4%	157

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.7%	31.9%	93
Radio	23.5%	23.8%	99

PRINT MEDIA:

Local Newspaper	32.0%	32.7%	98
▲ National Newspaper	7.3%	5.8%	126
▲ Magazines	8.9%	7.0%	127

SUMMARY

Overall Broadcast Media Index (100 = Average)	95
Overall Print Media Index	109



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

CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	34.2%	36.2%	94
Putting Ad in Local Newspaper	31.9%	33.8%	94
Local Cable Channels	28.3%	30.4%	93
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	53.5%	53.7%	100
Calling and Offering to Send Information By Mail	30.3%	29.5%	102
Calling and Discussing on the Phone	13.0%	12.0%	109
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	16.9%	20.1%	84
Going Door to Door	13.6%	14.0%	97

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	22.6%	19.6%	116
▲ Putting Ad in Local Newspaper	24.8%	21.5%	115
Local Cable Channels	32.9%	30.7%	107
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.5%	13.3%	124
Calling and Offering to Send Information By Mail	35.6%	34.0%	105
Calling and Discussing on the Phone	62.9%	60.6%	104
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	54.6%	49.6%	110
Going Door to Door	63.7%	64.0%	100

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	94
Direct Methods Index	102
↓ Face-to-Face Methods Index	89

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	112
Direct Methods Index	107
Face-to-Face Methods Index	104