

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

Saint Leo Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Leo Parish

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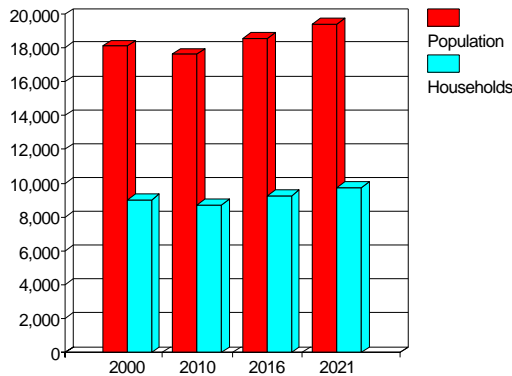
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 18,544 persons residing in the defined study area. This represents an increase of 443 or 2.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 4.6% or 844 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 13 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated New Starters* representing 43.3% 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 62.8% of the population and all other racial/ethnic groups make up 37.2% which is about the same as the national average of 39%. The largest of these groups, *Asians*, accounts for 15.2% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 14.2% 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 5,827 persons or 31.4% of the total population in the area. *Builders* (age 92 and up) make up 0.6% of the population which compared to a national average of 0.4% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**  
**A** The area can be described as *mixed* due to the about 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 *very high*. While 96.7% 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 70.3% 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, Neighborhood Gangs, Finding Companionship, Affordable Housing, Racial/Ethnic Prejudice* 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 \$144,445 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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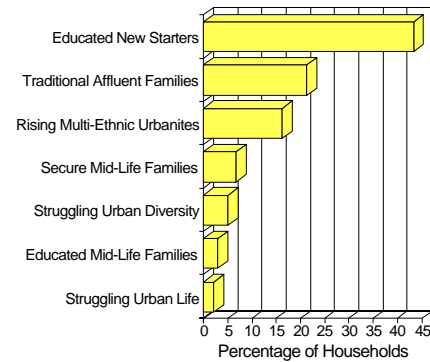
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### Population and Households

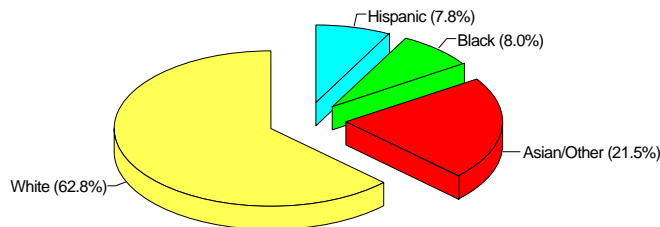


### Primary U.S. Lifestyles Segments-2016

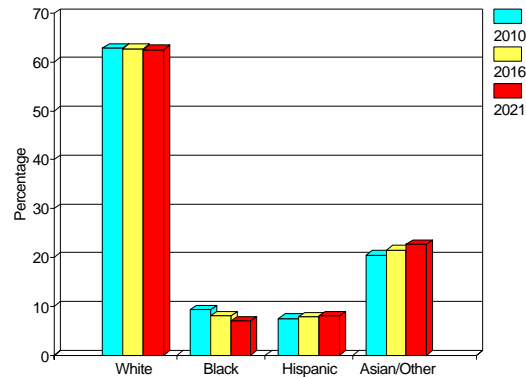


The population in the study area has increased by 928 persons, or 5.3% since 2010 and is projected to increase by 844 persons, or 4.6% between 2016 and 2021. The number of households has increased by 563, or 6.5% since 2010 and is projected to increase by 484, or 5.2% between 2016 and 2021.

### Population By Race/Ethnicity-2016

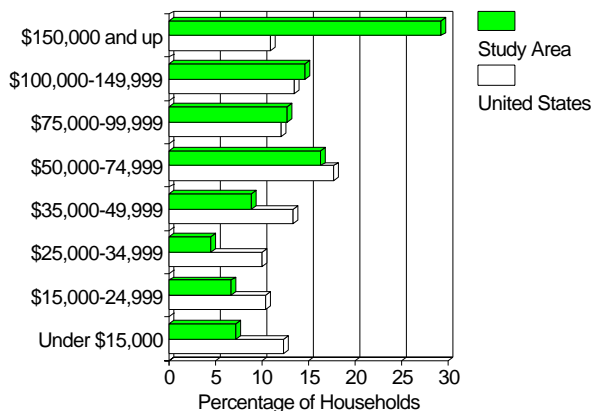


### Population By Race/Ethnicity Trend

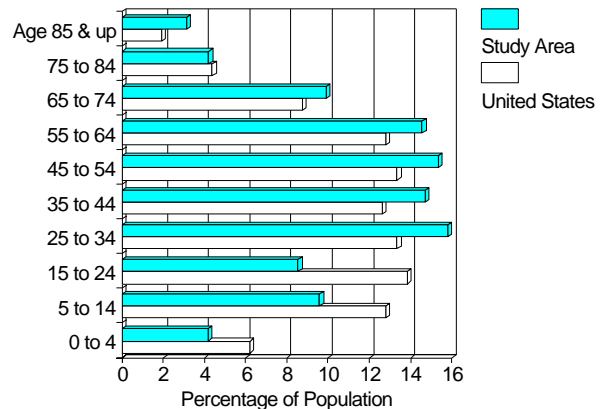


Between 2016 and 2021, the White population is projected to increase by 483 persons and to decrease from 62.8% to 62.5% of the total population. The Black population is projected to decrease by 135 persons and to decrease from 8.0% to 6.9% of the total. The Hispanic/Latino population is projected to increase by 99 persons and to increase from 7.8% to 7.9% of the total. The Asian/Other population is projected to increase by 397 persons and to increase from 21.5% to 22.6% of the total population.

### Households By Income-2016



### Population by Age-2016

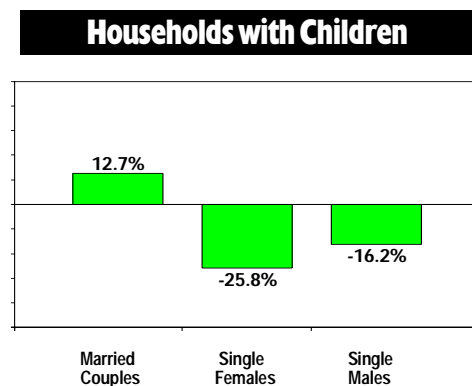
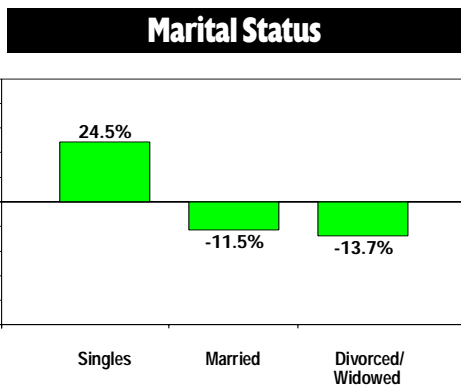
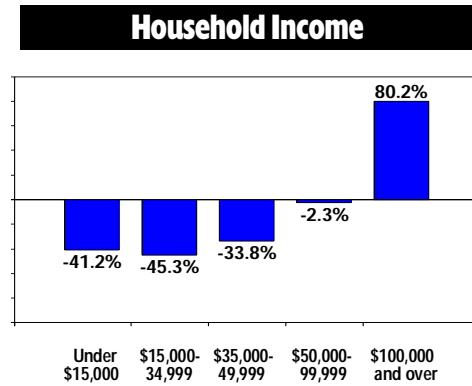
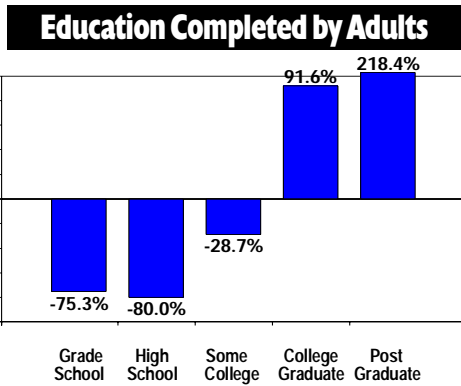
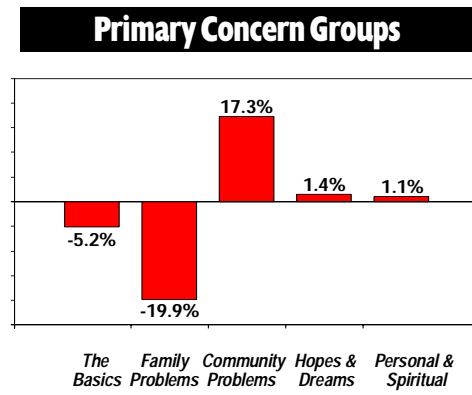
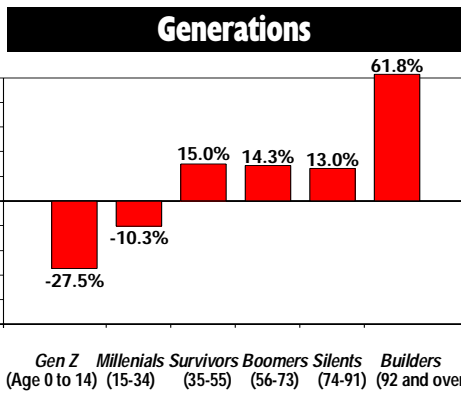
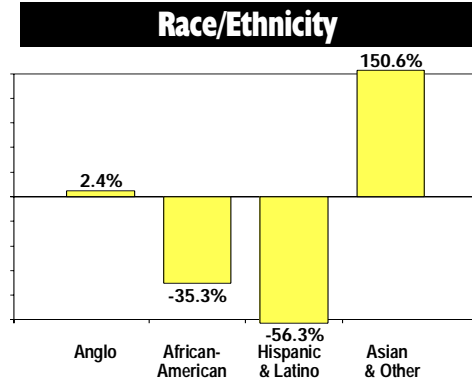
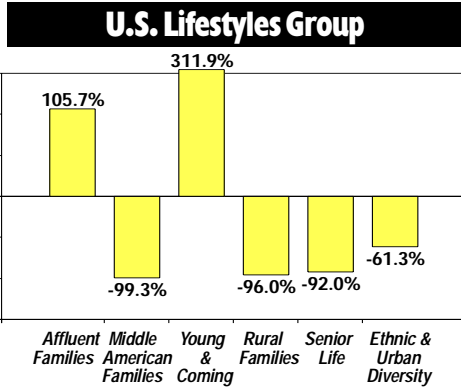


The average household income in the study area is \$144,445 a year as compared to the U.S. average of \$77,135. The average age in the study area is 42.9 and is projected to increase to 44.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
Population	18,101	17,616	18,544	19,388		
Population Change		(485)	928	844		
Percentage Change		-2.7%	5.3%	4.6%		
▲ Average Annual Growth Rate		-0.3%	0.9%	0.9%		
Density (Pop. per square mile)	10,839	10,549	11,104	11,610		
HOUSEHOLDS						
Households	9,025	8,706	9,269	9,753		
Household Change		(319)	563	484		
Percentage Change		-3.5%	6.5%	5.2%		
Average Annual Growth Rate		-0.4%	1.1%	1.0%		
Persons Per Household	1.99	2.01	1.98	1.97		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	11,080	62.9%	11,643	62.8%	12,126	62.5%
↓ African-American (Non-Hisp)	1,636	9.3%	1,477	8.0%	1,342	6.9%
▲ Hispanic/Latino	1,315	7.5%	1,441	7.8%	1,540	7.9%
▲ Asian/Other (Non-Hisp)	3,586	20.4%	3,983	21.5%	4,380	22.6%
POPULATION BY GENDER						
Female	9,416	53.5%	9,921	53.5%	10,370	53.5%
Male	8,200	46.5%	8,624	46.5%	9,018	46.5%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	1,520	8.6%	2,552	13.8%	3,472	17.9%
Millennials (Born 1982 to 2001)	3,657	20.8%	4,521	24.4%	4,716	24.3%
Survivors (Born 1961 to 1981)	5,965	33.9%	5,826	31.4%	6,154	31.7%
↓ Boomers (Born 1943 to 1960)	4,314	24.5%	4,129	22.3%	3,843	19.8%
↓ Silents (Born 1925 to 1942)	1,732	9.8%	1,398	7.5%	1,199	6.2%
↓ Builders (Born 1924 and earlier)	488	2.8%	117	0.6%	6	0.0%
AGE						
▲ Average Age		42.3		42.9		44.2
▲ Median Age		42.7		44.5		45.9
INCOME						
▲ Average Household Income		\$118,706		\$144,445		\$158,598
▲ Median Household Income		\$93,308		\$119,427		\$137,835
▲ Per Capita Income		\$58,666		\$72,199		\$79,782

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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	2,080	23.9%	2,706	29.2%	3,212	32.9%
▲ \$100,000 to \$149,999	1,174	13.5%	1,352	14.6%	1,585	16.3%
↓ \$75,000 to \$99,999	1,151	13.2%	1,179	12.7%	1,207	12.4%
↓ \$50,000 to \$74,999	1,311	15.1%	1,504	16.2%	1,418	14.5%
↓ \$35,000 to \$49,999	1,069	12.3%	823	8.9%	722	7.4%
↓ \$25,000 to \$34,999	543	6.2%	419	4.5%	454	4.7%
↓ \$15,000 to \$24,999	635	7.3%	615	6.6%	542	5.6%
↓ Under \$15,000	743	8.5%	671	7.2%	613	6.3%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	817	4.6%	775	4.2%	796	4.1%
↓ Required Formal Schooling (5-17)	2,316	13.1%	2,318	12.5%	2,322	12.0%
▲ College Years, Career Starts (18-24)	934	5.3%	1,045	5.6%	1,206	6.2%
↓ Singles and Young Families (25-34)	2,903	16.5%	2,935	15.8%	2,534	13.1%
↓ Families, Empty Nesters (35-54)	5,464	31.0%	5,568	30.0%	5,737	29.6%
▲ Enrichment Years Singles/Couples (55-64)	2,553	14.5%	2,701	14.6%	2,866	14.8%
▲ Retirement Opportunities (65+)	2,689	15.3%	3,201	17.3%	3,928	20.3%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	817	4.6%	775	4.2%	796	4.1%
↓ 5 to 9 years	879	5.0%	856	4.6%	821	4.2%
↓ 10 to 14 years	897	5.1%	921	5.0%	908	4.7%
↓ 15 to 17 years	540	3.1%	541	2.9%	593	3.1%
▲ 18 to 20 years	271	1.5%	468	2.5%	528	2.7%
↓ 21 to 24 years	663	3.8%	577	3.1%	678	3.5%
↓ 25 to 29 years	1,388	7.9%	911	4.9%	1,153	5.9%
↓ 30 to 34 years	1,515	8.6%	2,024	10.9%	1,381	7.1%
↓ 35 to 39 years	1,415	8.0%	1,393	7.5%	1,330	6.9%
↓ 40 to 44 years	1,408	8.0%	1,334	7.2%	1,556	8.0%
↓ 45 to 49 years	1,349	7.7%	1,480	8.0%	1,368	7.1%
▲ 50 to 54 years	1,292	7.3%	1,361	7.3%	1,483	7.6%
↓ 55 to 59 years	1,358	7.7%	1,291	7.0%	1,467	7.6%
↓ 60 to 64 years	1,195	6.8%	1,410	7.6%	1,399	7.2%
▲ 65 to 69 years	782	4.4%	1,093	5.9%	1,208	6.2%
▲ 70 to 74 years	508	2.9%	742	4.0%	1,094	5.6%
↓ 75 to 84 years	857	4.9%	783	4.2%	1,054	5.4%
↓ 85 or more years	542	3.1%	583	3.1%	572	3.0%

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	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	15,993			
▲ <b>Single (Never Married)</b>	<b>6,551</b>	<b>41.0%</b>	<b>32.9%</b>	<b>125</b>
Married	7,104	44.4%	50.2%	89
Divorced/Widowed	2,337	14.6%	16.9%	86
<b>Marital Status Females 15 and Older (2016)</b>	8,685			
▲ <b>Single (Never Married)</b>	<b>3,497</b>	<b>40.3%</b>	<b>29.8%</b>	<b>135</b>
Married	3,602	41.5%	48.8%	85
Divorced/Widowed	1,586	18.3%	21.4%	85
<b>Marital Status Males 15 and Older (2016)</b>	7,307			
Single (Never Married)	3,054	41.8%	36.2%	116
Married	3,502	47.9%	51.6%	93
Divorced/Widowed	751	10.3%	12.3%	84
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	9,269			
↓ Married Couple	3,253	35.1%	48.5%	72
↓ Other Family - Male Head of Household	262	2.8%	4.9%	57
↓ Other Family - Female Head of Household	584	6.3%	13.0%	48
▲ <b>Non Family - Male Head of Household</b>	<b>2,074</b>	<b>22.4%</b>	<b>15.8%</b>	<b>141</b>
▲ <b>Non Family - Female Head of Household</b>	<b>3,097</b>	<b>33.4%</b>	<b>17.7%</b>	<b>188</b>
<b>Households With Children 0 to 18 (2016)</b>	1,974			
Married Couple Family	1,451	73.5%	65.2%	113
Other Family - Male Head of Household	140	7.1%	8.5%	84
↓ Other Family - Female Head of Household	371	18.8%	25.3%	74
↓ Non Family	12	0.6%	1.0%	63
<b>Population By Household Type (2016)</b>	18,544			
↓ Group Quarters	144	0.8%	2.5%	31



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	144			
↓ Correctional Facilities	1	0.7%	30.0%	2
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	124	86.1%	18.7%	459
Other	19	13.2%	15.2%	87
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	18,544			
White (Non-Hispanic)	11,643	62.8%	61.3%	102
↓ African-American (Non-Hisp)	1,477	8.0%	12.3%	65
↓ Hispanic/Latino	1,441	7.8%	17.8%	44
↓ Native American (Non-Hisp)	23	0.1%	0.7%	17
▲ Asian (Non-Hisp)	<b>2,783</b>	<b>15.0%</b>	<b>5.3%</b>	<b>284</b>
Hawaiian & Pacific Islander (Non-Hisp)	33	0.2%	0.2%	106
▲ Other Races & Multiple Races (Non-Hisp)	<b>1,144</b>	<b>6.2%</b>	<b>2.4%</b>	<b>258</b>
<b>Asian Population By Race (2016)</b>	2,808			
▲ Chinese	<b>1,436</b>	<b>51.1%</b>	<b>22.3%</b>	<b>229</b>
▲ Japanese	<b>285</b>	<b>10.1%</b>	<b>5.0%</b>	<b>202</b>
↓ Indian	171	6.1%	19.5%	31
Korean	264	9.4%	9.6%	97
↓ Vietnamese	34	1.2%	11.0%	11
↓ Other Asian Races	618	22.0%	32.5%	68
<b>Hispanic/Latino Population By Race (2016)</b>	1,441			
White	851	59.1%	53.0%	111
▲ African-American	<b>46</b>	<b>3.2%</b>	<b>2.5%</b>	<b>128</b>
Native American	16	1.1%	1.4%	81
▲ Asian	<b>25</b>	<b>1.7%</b>	<b>0.4%</b>	<b>414</b>
Other Races & Multiple Races	503	34.9%	42.7%	82
<b>Hispanic/Latino Population By Origin (2016)</b>	1,441			
Mexican	775	53.8%	62.4%	86
↓ Puerto Rican	79	5.5%	9.5%	58
Cuban	45	3.1%	3.5%	88
▲ Other Hispanic Origin	<b>542</b>	<b>37.6%</b>	<b>24.6%</b>	<b>153</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	4,669			
↓ Pre-Primary (Public)	41	0.9%	3.4%	26
▲ Pre-Primary (Private)	<b>344</b>	<b>7.4%</b>	<b>2.6%</b>	<b>280</b>
Elementary/High School (Public)	2,318	49.6%	58.9%	84
Elementary/High School (Private)	261	5.6%	6.6%	84
▲ Enrolled in College	<b>1,705</b>	<b>36.5%</b>	<b>28.4%</b>	<b>129</b>
<b>Population By Education Completed (Age 25 and over) (2016)</b>	14,406			
↓ Elementary (Less than 9 years)	230	1.6%	5.8%	27
↓ Some High School (9 to 11 years)	254	1.8%	7.8%	23
↓ High School Graduate (12 years)	805	5.6%	27.9%	20
↓ Some College (13 to 15 years)	2,191	15.2%	21.2%	72
↓ Associate Degree	804	5.6%	8.0%	70
▲ Bachelor's Degree	<b>5,055</b>	<b>35.1%</b>	<b>18.3%</b>	<b>192</b>
▲ Graduate Degree	<b>5,068</b>	<b>35.2%</b>	<b>11.0%</b>	<b>318</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	10,465			
▲ TOTAL WHITE COLLAR	<b>8,801</b>	<b>84.1%</b>	<b>61.5%</b>	<b>137</b>
▲ Executive and Managerial	<b>1,899</b>	<b>18.1%</b>	<b>9.7%</b>	<b>186</b>
▲ Professional Specialty	<b>3,115</b>	<b>29.8%</b>	<b>16.6%</b>	<b>180</b>
▲ Technical Support	<b>1,845</b>	<b>17.6%</b>	<b>8.3%</b>	<b>213</b>
Sales	911	8.7%	10.9%	80
↓ Administrative Support & Clerical	1,031	9.9%	16.0%	62
↓ TOTAL BLUE COLLAR	1,663	15.9%	38.5%	41
↓ Service: Private Households	250	2.4%	3.7%	65
↓ Service: Protective	125	1.2%	2.2%	54
↓ Service: Other	449	4.3%	7.5%	58
↓ Farming, Forestry & Fishing	1	0.0%	0.7%	1
↓ Precision Production and Craft	382	3.7%	11.0%	33
↓ Operators and Assemblers	50	0.5%	3.2%	15
↓ Transportation and Material Moving	196	1.9%	6.2%	30
↓ Laborers	210	2.0%	4.0%	50

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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>	15,814			
Employed	10,515	66.5%	58.1%	114
Unemployed	779	4.9%	5.6%	88
↓ Not in Labor Force	4,520	28.6%	36.3%	79
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	6,169			
TOTAL WORKING	4,521	73.3%	66.8%	110
▲ <b>With No Own Children</b>	<b>3,187</b>	<b>51.7%</b>	<b>42.2%</b>	<b>122</b>
↓ With Own Children Age 0 to 5 only	247	4.0%	5.5%	73
With Own Children Age 6 to 17 only	847	13.7%	14.8%	93
With Own Children Both Age 0 to 5 and 6 to 17	240	3.9%	4.3%	90
TOTAL NOT WORKING (UNEMPLOYED)	418	6.8%	6.2%	109
With No Own Children	227	3.7%	3.8%	98
▲ <b>With Own Children Age 0 to 5 only</b>	<b>140</b>	<b>2.3%</b>	<b>0.7%</b>	<b>345</b>
↓ With Own Children Age 6 to 17 only	51	0.8%	1.3%	66
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
↓ TOTAL NOT IN THE LABOR FORCE	1,230	19.9%	27.0%	74
With No Own Children	900	14.6%	17.1%	85
↓ With Own Children Age 0 to 5 only	67	1.1%	2.6%	42
↓ With Own Children Age 6 to 17 only	217	3.5%	4.6%	76
↓ With Own Children Both Age 0 to 5 and 6 to 17	46	0.7%	2.6%	28
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	9,269			
Above Poverty Line (Households with Children)	3,928	63.6%	59.6%	107
Above Poverty Line (Households without Children)	1,952	31.6%	26.5%	119
↓ Below Poverty Line (Households with Children)	171	2.8%	7.9%	35
↓ Below Poverty Line (Households without Children)	123	2.0%	6.0%	33
<b>Households By Presence of Retirement Income (2013)</b>	8,706			
↓ With Retirement Income	1,100	12.6%	17.6%	72
Without Retirement Income	7,468	85.8%	81.5%	105

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	Number	Percent		
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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	9,269			
↓ Owner Occupied	3,980	42.9%	65.0%	66
▲ Renter Occupied	<b>5,289</b>	<b>57.1%</b>	<b>35.0%</b>	<b>163</b>
▲ Median Rent (2013)	<b>\$1,191</b>		<b>\$904</b>	<b>132</b>
<b>Structures By Number of Units (2016)</b>	9,941			
↓ Single Unit	4,183	42.1%	67.3%	63
▲ 3 to 4 Units	<b>1,216</b>	<b>12.2%</b>	<b>8.1%</b>	<b>151</b>
▲ 5 to 19 Units	<b>1,706</b>	<b>17.2%</b>	<b>9.3%</b>	<b>184</b>
▲ 20 to 49 Units	<b>1,710</b>	<b>17.2%</b>	<b>3.6%</b>	<b>477</b>
▲ 50 or more Units	<b>1,122</b>	<b>11.3%</b>	<b>5.1%</b>	<b>221</b>
↓ Mobile Home	4	0.0%	6.4%	1
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.73		2.57	28
<b>Owner-Occupied Property Values (2016)</b>	3,980			
↓ Under \$40,000	14	0.4%	7.2%	5
↓ \$40,000 to \$59,999	1	0.0%	3.7%	1
↓ \$60,000 to \$79,999	26	0.7%	5.1%	13
↓ \$80,000 to \$99,999	5	0.1%	6.5%	2
↓ \$100,000 to 149,999	39	1.0%	15.1%	7
↓ \$150,000 to \$199,999	61	1.5%	14.6%	11
↓ \$200,000 to \$299,999	177	4.4%	18.1%	25
↓ \$300,000 to \$499,999	248	6.2%	16.9%	37
▲ \$500,000 to \$999,999	<b>1,207</b>	<b>30.3%</b>	<b>9.7%</b>	<b>313</b>
▲ \$1,000,000 and over	<b>2,204</b>	<b>55.4%</b>	<b>3.0%</b>	<b>1,830</b>
▲ Median Property Value	<b>\$863,516</b>		<b>\$192,432</b>	<b>449</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	9,941			
2010 and later	590	5.9%	5.5%	108
↓ 2000 to 2009	183	1.8%	14.6%	13
↓ 1990 to 1999	178	1.8%	13.4%	13
↓ 1980 to 1989	298	3.0%	13.2%	23
↓ 1970 to 1979	1,149	11.6%	15.0%	77
▲ 1960 to 1969	<b>1,461</b>	<b>14.7%</b>	<b>10.4%</b>	<b>141</b>
↓ 1950 to 1959	731	7.4%	10.3%	72
▲ 1949 or earlier	<b>5,352</b>	<b>53.8%</b>	<b>17.7%</b>	<b>304</b>
<b>Households By Number of Persons (2016)</b>	9,269			
▲ 1 Person Household	<b>4,104</b>	<b>44.3%</b>	<b>27.3%</b>	<b>162</b>
2 Person Household	2,888	31.2%	32.3%	97
↓ 3 Person Household	1,073	11.6%	16.2%	71
↓ 4 Person Household	849	9.2%	13.1%	70
↓ 5 Person Household	271	2.9%	6.5%	45
↓ 6 Person Household	66	0.7%	2.8%	26
↓ 7 or more Person Household	18	0.2%	1.9%	10
↓ Average Persons Per Household	2.0		2.6	77
<b>Households By Heating Type (2013)</b>	8,569			
▲ Utility and Other Gas	<b>5,702</b>	<b>66.5%</b>	<b>54.0%</b>	<b>123</b>
Electric	2,730	31.9%	36.1%	88
↓ Oil	16	0.2%	6.1%	3
↓ Coal and Wood	25	0.3%	2.2%	13
Solar/Other Fuel	38	0.4%	0.5%	90
↓ No Fuel Used	59	0.7%	0.9%	73

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	9,269			
▲ No Vehicles	<b>1,141</b>	<b>12.3%</b>	<b>9.0%</b>	<b>137</b>
▲ 1 Vehicle	<b>4,482</b>	<b>48.4%</b>	<b>33.7%</b>	<b>143</b>
↓ 2 Vehicle	2,513	27.1%	37.5%	72
↓ 3 or more Vehicles	1,133	12.2%	19.8%	62
<b>Workers By Travel Time to Work (2016)</b>	9,351			
↓ Less than 15 minutes	1,868	20.0%	27.3%	73
15 to 29 minutes	3,321	35.5%	36.5%	97
30 to 44 minutes	2,243	24.0%	20.2%	119
▲ 45 to 59 minutes	<b>962</b>	<b>10.3%</b>	<b>7.7%</b>	<b>133</b>
▲ 60 or more minutes	<b>957</b>	<b>10.2%</b>	<b>8.3%</b>	<b>123</b>
Average Travel Time to Work (minutes)	31.6		28.2	112
<b>Workers By Type of Transportation to Work (2016)</b>	9,734			
↓ Drive Alone	5,120	52.6%	76.9%	68
▲ Car Pool	<b>1,220</b>	<b>12.5%</b>	<b>9.6%</b>	<b>131</b>
▲ Public Transportation	<b>1,888</b>	<b>19.4%</b>	<b>5.1%</b>	<b>379</b>
▲ Walk to Work	<b>393</b>	<b>4.0%</b>	<b>2.8%</b>	<b>144</b>
▲ Other Means	<b>165</b>	<b>1.7%</b>	<b>1.2%</b>	<b>136</b>
▲ Work at Home	<b>948</b>	<b>9.7%</b>	<b>4.4%</b>	<b>222</b>

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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.		
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	5,595	60.4%	14.7%	412
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	2,882	31.1%	15.1%	206
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	660	7.1%	18.4%	39
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	51	0.6%	6.9%	8
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	49	0.5%	13.1%	4
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	21	0.2%	31.4%	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.		
12	Educated New Starters	4,010	43.3%	2.9%	1473
1	Traditional Affluent Families	1,973	21.3%	3.5%	612
37	Rising Multi-Ethnic Urbanites	1,504	16.2%	0.6%	2887
14	Secure Mid-Life Families	623	6.7%	0.7%	1026
45	Struggling Urban Diversity	466	5.0%	2.5%	205
4	Educated Mid-Life Families	284	3.1%	3.4%	90
48	Struggling Urban Life	194	2.1%	0.8%	258
8	Rising Potential Professionals	80	0.9%	2.3%	37
21	Mature and Stable	51	0.6%	0.6%	97
27	Country Family Diversity	36	0.4%	0.3%	114
28	Building Country Families	20	0.2%	2.8%	8
29	Working Country Families	13	0.1%	1.0%	15
49	Exception Households	13	0.1%	0.2%	56
3	Mid-Life Prosperity	2	0.0%	1.5%	1
25	Working Country Consumers	1	0.0%	4.1%	0
19	Educated and Promising	1	0.0%	0.1%	14
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
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
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
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
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	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
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	<b>TOTALS</b>	<b>9,271</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	25.4%	35.4%	72
↓ Somewhat Involved with Their Faith	23.3%	29.9%	78
<b>▲ Not Involved with Their Faith</b>	<b>53.2%</b>	<b>34.7%</b>	<b>153</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	15.2%	22.1%	68
Decreased Their Involvement with Their Faith in the Last 10 Years	23.2%	23.7%	98

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.7%</b>	<b>0.5%</b>	<b>137</b>
↓ Baptist	6.3%	16.1%	39
↓ Catholic	21.1%	23.7%	89
↓ Congregational	1.7%	2.0%	88
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.4%</b>	<b>0.4%</b>	<b>325</b>
<b>▲ Episcopal</b>	<b>3.3%</b>	<b>2.9%</b>	<b>114</b>
↓ Holiness	0.2%	0.8%	22
↓ Jehovah's Witnesses	0.9%	1.1%	87
<b>▲ Judaism</b>	<b>6.3%</b>	<b>3.2%</b>	<b>199</b>
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	4.6%	10.1%	46
<b>▲ Mormon</b>	<b>2.4%</b>	<b>1.8%</b>	<b>137</b>
<b>▲ New Age</b>	<b>1.2%</b>	<b>0.6%</b>	<b>211</b>
<b>▲ Non-Denominational / Independent</b>	<b>9.7%</b>	<b>6.9%</b>	<b>140</b>
↓ Orthodox	0.2%	0.3%	67
↓ Pentecostal	2.0%	2.4%	81
Presbyterian / Reformed	5.0%	4.6%	110
<b>▲ Unitarian / Universalist</b>	<b>0.9%</b>	<b>0.7%</b>	<b>133</b>
<b>▲ Interested but No Preference</b>	<b>6.2%</b>	<b>3.9%</b>	<b>161</b>
<b>▲ Not Interested and No Preference</b>	<b>20.4%</b>	<b>11.1%</b>	<b>184</b>

Likely to Have Changed Their Preference in the Last 10 Years	18.1%	16.8%	107
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**LEADERSHIP PREFERENCE INDICATOR**

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

↓ Tells them what to do	3.2%	4.0%	80
Lets them do what they want and is supportive	11.0%	11.7%	94
<b>▲ Lets them do what they want and stays out of the way</b>	<b>6.8%</b>	<b>4.8%</b>	<b>142</b>
Works with them on deciding what to do and helps them do it	79.1%	79.6%	99

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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	44.7%	43.5%	103
↓ Finding/Providing Health Insurance	22.6%	29.0%	78
↓ Day-to-Day Financial Worries	26.5%	31.6%	84
Finding Employment Opportunities	15.7%	14.4%	109
▲ Finding Affordable Housing	<b>16.7%</b>	<b>11.3%</b>	<b>147</b>
↓ Providing Adequate Food	6.3%	8.6%	74
↓ Finding Child Care	4.7%	6.3%	76
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	13.6%	16.7%	81
↓ Dealing With Teen / Child Problems	13.0%	20.7%	63
Finding/Providing Aging Parent Care	14.7%	15.5%	95
Dealing With Abusive Relationships	11.1%	11.4%	97
↓ Dealing With Divorce	2.8%	4.5%	63
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>34.4%</b>	<b>27.0%</b>	<b>128</b>
↓ Finding/Providing Good Schools	18.9%	23.5%	81
↓ Dealing with Problems in Schools	11.0%	13.6%	81
▲ Dealing With Racial / Ethnic Prejudice	<b>18.2%</b>	<b>13.1%</b>	<b>139</b>
▲ Dealing With Neighborhood Gangs	<b>12.6%</b>	<b>8.5%</b>	<b>149</b>
▲ Dealing with Social Injustice	<b>18.6%</b>	<b>11.3%</b>	<b>165</b>
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	53.5%	50.6%	106
▲ Finding Time for Recreation / Leisure	<b>28.6%</b>	<b>25.3%</b>	<b>113</b>
Finding Better Quality Healthcare	22.2%	23.9%	93
▲ Finding A Satisfying Job / Career	<b>24.6%</b>	<b>19.3%</b>	<b>127</b>
↓ Finding Retirement Opportunities	15.9%	18.9%	84
Achieving A Fulfilling Marriage	21.3%	22.3%	95
↓ Developing Parenting Skills	10.1%	14.7%	69
▲ Achieving Educational Objectives	<b>9.1%</b>	<b>7.5%</b>	<b>121</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	29.0%	29.8%	97
▲ Finding Companionship	<b>25.6%</b>	<b>17.3%</b>	<b>148</b>
↓ Finding A Good Church	8.1%	15.2%	53
↓ Finding Spiritual Teaching	8.5%	12.9%	66
▲ Finding Life Direction	<b>19.0%</b>	<b>14.0%</b>	<b>136</b>

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#### KEY VALUES INDICATOR

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

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

↓ "I believe there is a God"	74.9%	84.5%	89
↓ "God is actively involved in the world including nations and their governments"	47.1%	63.8%	74

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

"It is important to preserve the traditional American family structure"	86.5%	91.5%	95
"A healthy environment has become a national crisis"	84.9%	82.8%	103
"Public education is essential to the future of American society"	94.4%	94.0%	100

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

"Government should be the primary provider of human welfare services"	50.2%	50.1%	100
"The role of Churches / Synagogues is to help form and support moral values"	79.8%	81.1%	98
"Churches and religious organizations should provide more human services"	65.0%	62.6%	104

###### **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"	34.9%	36.3%	96

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	59.5%	59.8%	99
More than \$500 per year	30.8%	31.2%	99
↓ More than \$1,000 per year	14.8%	17.4%	85

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

▲ More than \$100 per year	47.2%	33.7%	140
▲ More than \$500 per year	15.4%	6.8%	226
▲ More than \$1,000 per year	5.3%	2.3%	230

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

▲ More than \$100 per year	27.3%	16.1%	170
▲ More than \$500 per year	9.1%	4.3%	212
▲ More than \$1,000 per year	4.8%	2.2%	218

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

Saint Leo Parish

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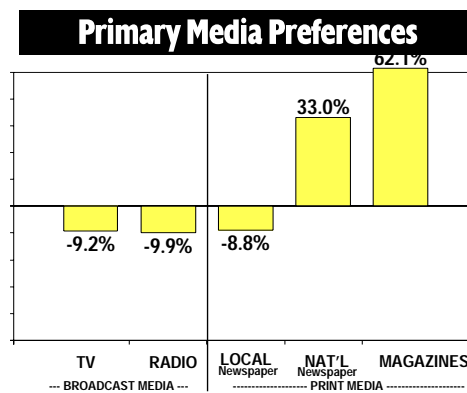
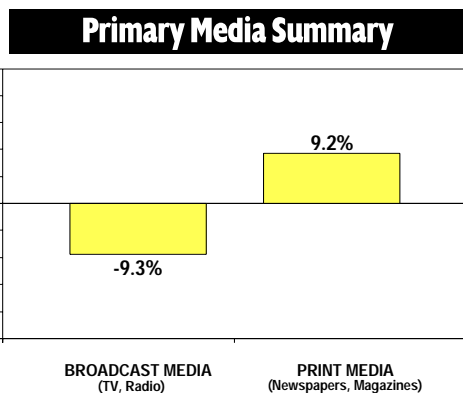
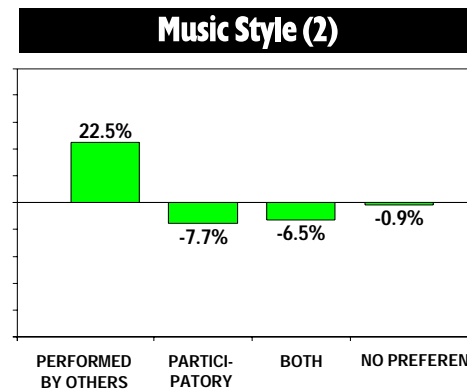
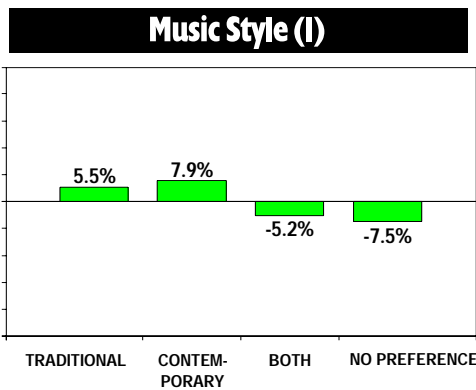
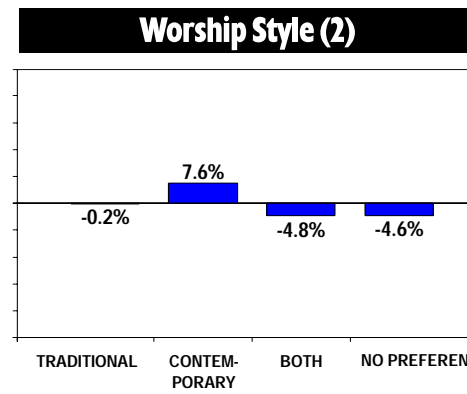
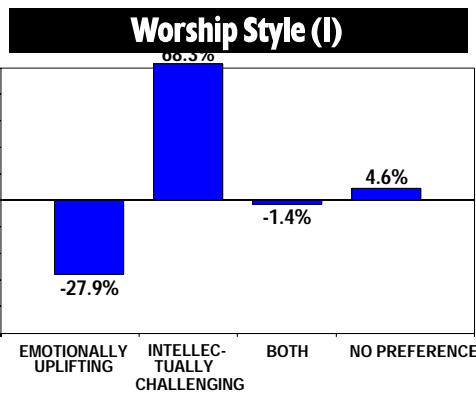
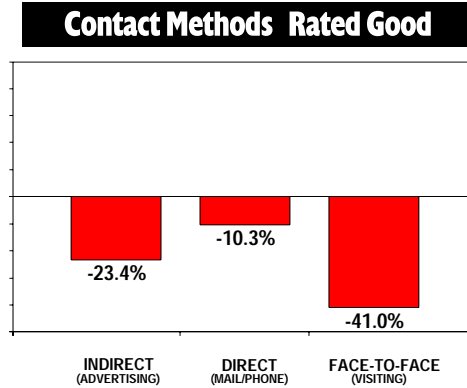
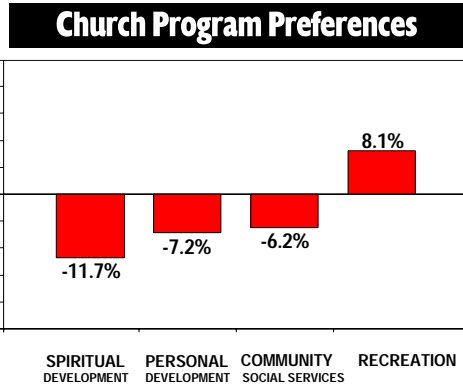
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Date: 6/20/2016

Prepared For:  
 Saint Leo Parish

Study Area Definition:  
 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:

##### **SPIRITUAL DEVELOPMENT:**

↓ Bible Study Discussion and Prayer Groups	28.5%	41.1%	69
▲ <b>Adult Theological Discussion Groups</b>	<b>26.6%</b>	<b>22.5%</b>	<b>118</b>
Spiritual Retreats	11.3%	11.6%	97

##### **PERSONAL DEVELOPMENT:**

↓ Marriage Enrichment Opportunities	13.4%	15.2%	88
↓ Parent Training Programs	6.7%	7.8%	86
▲ <b>Twelve Step Programs</b>	<b>4.5%</b>	<b>3.5%</b>	<b>130</b>
Divorce Recovery	2.2%	2.4%	93

##### **COMMUNITY/SOCIAL SERVICES:**

Personal or Family Counseling	21.7%	22.5%	96
Care for the Terminally Ill	16.3%	15.7%	104
↓ Food and Clothing Resources	7.6%	11.1%	68
Day Care Services	5.8%	6.1%	95
Church Sponsored Day-School	5.9%	5.7%	105

##### **RECREATION:**

↓ Youth Social Programs	24.9%	29.7%	84
↓ Family Activities and Outings	26.7%	32.8%	81
Active Retirement Programs	27.8%	26.8%	104
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>34.5%</b>	<b>18.9%</b>	<b>182</b>
▲ <b>Sports or Camping</b>	<b>9.9%</b>	<b>6.3%</b>	<b>157</b>

#### SUMMARY

↓ Spiritual Development Index	88
Personal Development Index	93
Community/Social Services Index	94
Recreation Index	108



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### WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

**PART 1:**

↓ A. Emotionally Uplifting	19.0%	26.4%	72
▲ B. Intellectually Challenging	<b>18.7%</b>	<b>11.1%</b>	<b>168</b>
C. Both A and B	38.6%	39.2%	99
D. No Preference or Not Interested	24.5%	23.4%	105

**PART 2:**

A. Traditional/Formal/Ceremonial	20.2%	20.2%	100
B. Contemporary/Informal	28.3%	26.3%	108
C. Both A and B	25.3%	26.5%	95
D. No Preference or Not Interested	25.7%	26.9%	95

### MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

**PART 1:**

A. Traditional	25.8%	24.4%	106
B. Contemporary	21.3%	19.7%	108
C. Both A and B	29.5%	31.1%	95
D. No Preference or Not Interested	22.9%	24.8%	92

**PART 2:**

▲ A. Performed by Others	<b>22.9%</b>	<b>18.7%</b>	<b>123</b>
B. Participatory	21.2%	22.9%	92
C. Both A and B	30.1%	32.2%	93
D. No Preference or Not Interested	26.0%	26.2%	99





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	23.9%	22.0%	109
<b>▲ B. Personal Spiritual Development</b>	<b>15.9%</b>	<b>14.3%</b>	<b>111</b>
C. Both A and B	33.7%	37.4%	90
D. No Preference or Not Interested	26.4%	26.3%	101

**PART 2:**

↓ A. Global Mission	5.3%	6.2%	86
B. Local Mission	34.5%	33.3%	104
C. Both A and B	28.7%	30.1%	95
D. No Preference or Not Interested	31.2%	30.4%	103

**CHURCH ARCHITECTURE INDICATOR**

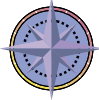
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

A. Traditional	26.2%	26.6%	98
<b>▲ B. Contemporary</b>	<b>19.3%</b>	<b>15.9%</b>	<b>121</b>
C. Both A and B	29.1%	32.3%	90
D. No Preference or Not Interested	25.0%	25.1%	100

**PART 2:**

A. Somber/Serious	9.0%	9.4%	95
B. Light and Airy	37.4%	34.7%	108
C. Both A and B	25.9%	27.7%	93
D. No Preference or Not Interested	27.5%	28.2%	98



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	42.9%	47.3%	91
Radio	12.0%	13.3%	90

#### PRINT MEDIA:

Local Newspaper	36.5%	36.1%	101
▲ National Newspaper	5.8%	4.3%	133
▲ Magazines	4.6%	2.4%	190

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	30.1%	31.9%	94
Radio	21.7%	23.8%	91

#### PRINT MEDIA:

Local Newspaper	29.8%	32.7%	91
▲ National Newspaper	7.8%	5.8%	135
▲ Magazines	11.4%	7.0%	162

### SUMMARY

Overall Broadcast Media Index (100 = Average)	92
Overall Print Media Index	108



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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:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	26.9%	36.2%	74
↓ Putting Ad in Local Newspaper	26.6%	33.8%	79
↓ Local Cable Channels	23.5%	30.4%	77
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.6%	53.7%	94
↓ Calling and Offering to Send Information By Mail	24.3%	29.5%	82
↓ Calling and Discussing on the Phone	10.6%	12.0%	88
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	12.4%	20.1%	62
↓ Going Door to Door	7.7%	14.0%	55

**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	26.5%	19.6%	136
▲ Putting Ad in Local Newspaper	34.6%	21.5%	161
▲ Local Cable Channels	38.3%	30.7%	125
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.5%	13.3%	131
▲ Calling and Offering to Send Information By Mail	42.0%	34.0%	123
▲ Calling and Discussing on the Phone	68.4%	60.6%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	61.5%	49.6%	124
▲ Going Door to Door	75.0%	64.0%	117

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	77
Direct Methods Index	90
↓ Face-to-Face Methods Index	59

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	138
▲ Direct Methods Index	118
▲ Face-to-Face Methods Index	120