

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

Saint Margaret Mary Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Margaret Mary Parish

**Study Area Definition:**  
Custom Polygon

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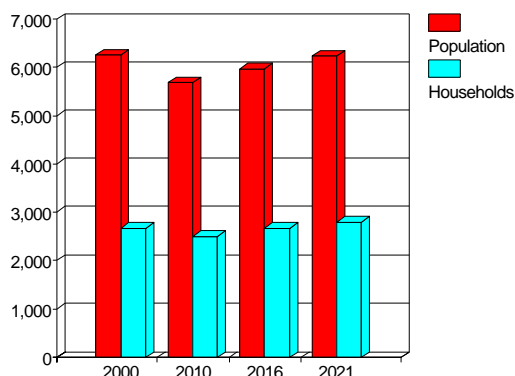
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 5,970 persons residing in the defined study area. This represents a decrease of 286 or 4.6% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 4.4% or 263 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 11 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Urban Diversity* representing 39.4% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**  
**A** Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 39.8% of the population and all other racial/ethnic groups make up a substantial 60.2% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 28.5% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 16.3% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**  
**A** The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 2,021 persons or 33.9% 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 *somewhat non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**  
**A** Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 88.1% 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 55.0% 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, Affordable Housing, Racial/Ethnic Prejudice, Social Injustice, Neighborhood Crime and Safety* and *Finding Companionship*. (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 \$110,062 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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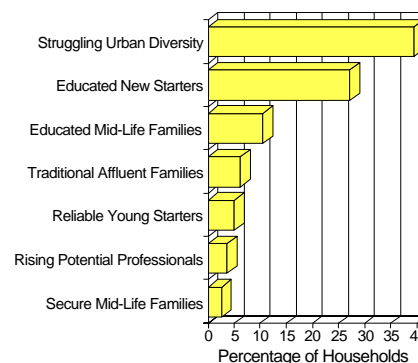
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### Population and Households

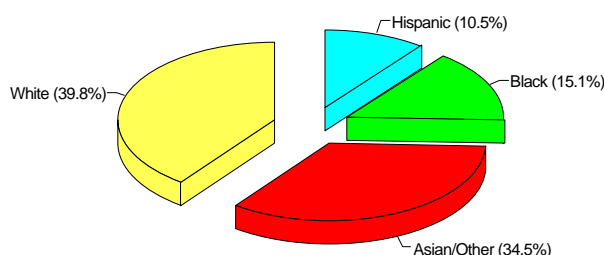


### Primary U.S. Lifestyles Segments-2016

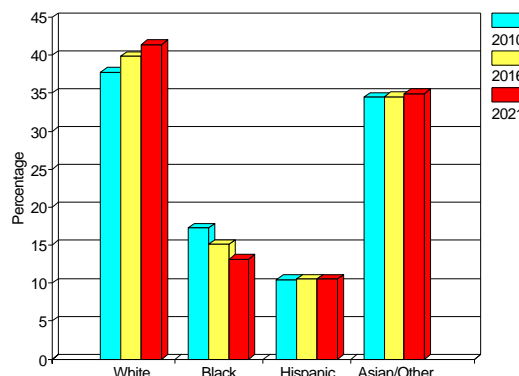


The population in the study area has increased by 292 persons, or 5.1% since 2010 and is projected to increase by 263 persons, or 4.4% between 2016 and 2021. The number of households has increased by 168, or 6.7% since 2010 and is projected to increase by 139, or 5.2% between 2016 and 2021.

### Population By Race/Ethnicity-2016

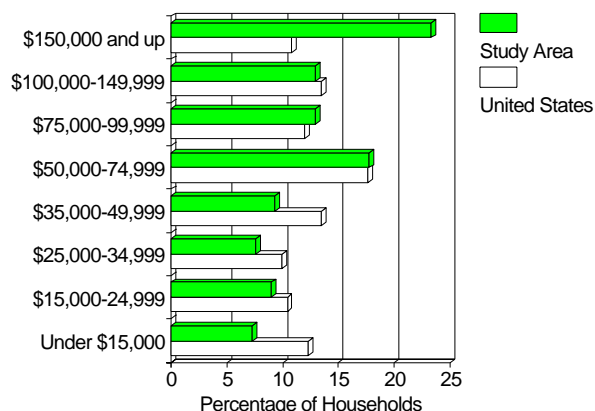


### Population By Race/Ethnicity Trend

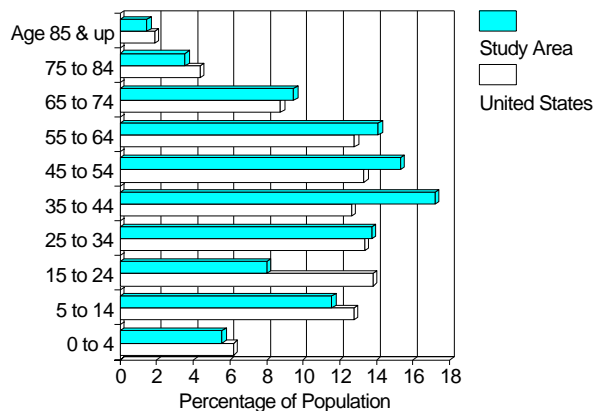


Between 2016 and 2021, the White population is projected to increase by 202 persons and to increase from 39.8% to 41.4% of the total population. The Black population is projected to decrease by 82 persons and to decrease from 15.1% to 13.1% of the total. The Hispanic/Latino population is projected to increase by 29 persons and to remain stable at 10.6% of the total. The Asian/Other population is projected to increase by 114 persons and to increase from 34.5% to 34.9% of the total population.

### Households By Income-2016



### Population by Age-2016

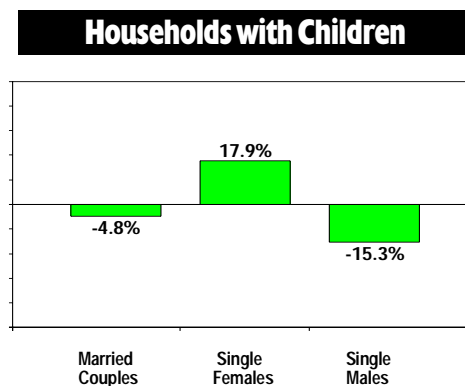
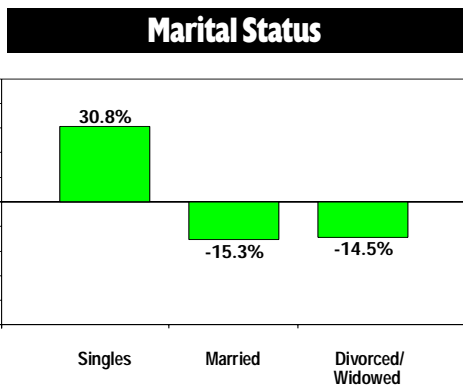
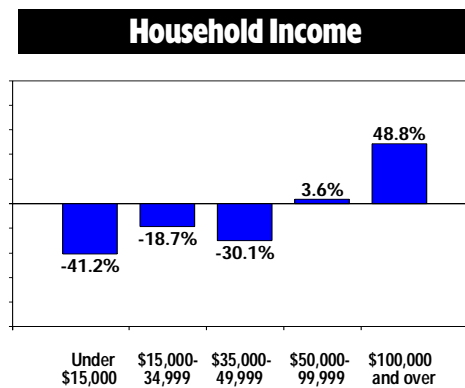
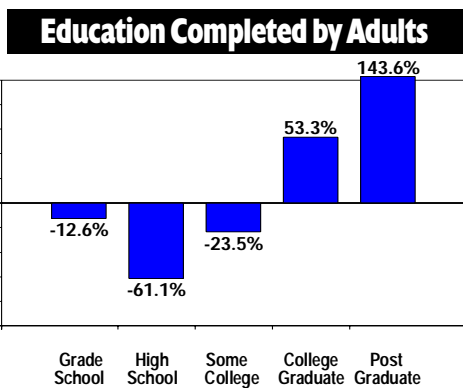
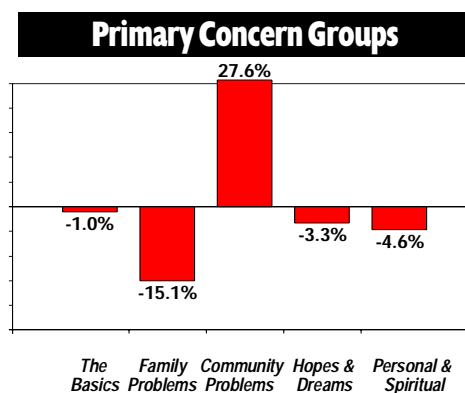
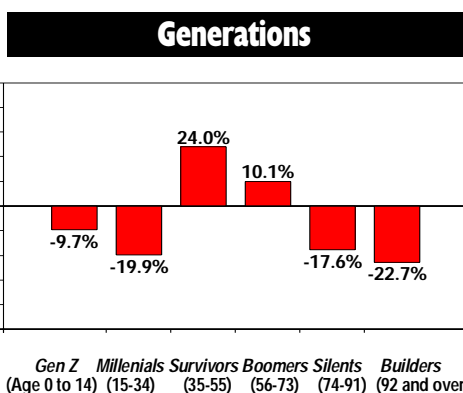
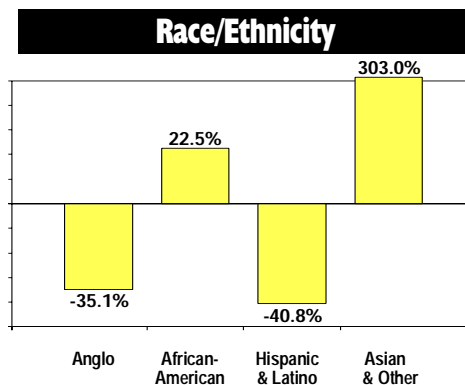
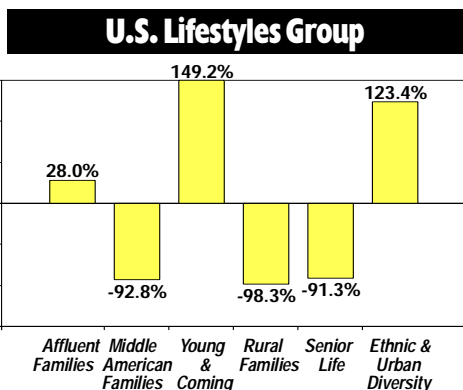


The average household income in the study area is \$110062 a year as compared to the U.S. average of \$77135. The average age in the study area is 40.7 and is projected to increase to 41.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	6,256	5,678	5,970	6,233
Population Change		(578)	292	263
Percentage Change		-9.2%	5.1%	4.4%
▲ Average Annual Growth Rate		-0.9%	0.9%	0.9%
Density (Pop. per square mile)	10,975	9,961	10,474	10,935
HOUSEHOLDS				
Households	2,669	2,499	2,667	2,806
Household Change		(170)	168	139
Percentage Change		-6.4%	6.7%	5.2%
Average Annual Growth Rate		-0.6%	1.1%	1.0%
↓ Persons Per Household	2.34	2.27	2.24	2.22

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	2,144	37.8%	2,378	39.8%	2,580	41.4%
↓ African-American (Non-Hisp)	979	17.2%	901	15.1%	819	13.1%
▲ Hispanic/Latino	595	10.5%	629	10.5%	658	10.6%
▲ Asian/Other (Non-Hisp)	1,959	34.5%	2,062	34.5%	2,176	34.9%

POPULATION BY GENDER						
	2010 Census	2016 Update	2021 Projection			
▲ Female	3,064	54.0%	3,223	54.0%	3,365	54.0%
Male	2,614	46.0%	2,746	46.0%	2,868	46.0%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2021 Projection			
▲ Generation Z (Born 2002 and later)	613	10.8%	1,024	17.2%	1,371	22.0%
Millennials (Born 1982 to 2001)	1,200	21.1%	1,299	21.8%	1,341	21.5%
↓ Survivors (Born 1961 to 1981)	2,079	36.6%	2,021	33.9%	2,099	33.7%
↓ Boomers (Born 1943 to 1960)	1,352	23.8%	1,280	21.4%	1,170	18.8%
↓ Silents (Born 1925 to 1942)	431	7.6%	328	5.5%	252	4.0%
↓ Builders (Born 1924 and earlier)	77	1.4%	18	0.3%	1	0.0%

AGE						
	2010 Census	2016 Update	2021 Projection			
▲ Average Age		39.6	40.7			41.9
▲ Median Age		39.6	41.5			43.5

INCOME						
	2010 Census	2016 Update	2021 Projection			
▲ Average Household Income		\$87,296	\$110,062			\$120,574
▲ Median Household Income		\$69,200	\$82,536			\$90,733
▲ Per Capita Income		\$38,421	\$49,168			\$54,281

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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	408	16.3%	619	23.2%	735	26.2%
\$100,000 to \$149,999	324	12.9%	345	12.9%	404	14.4%
↓ \$75,000 to \$99,999	334	13.3%	344	12.9%	358	12.8%
↓ \$50,000 to \$74,999	452	18.1%	474	17.8%	453	16.1%
\$35,000 to \$49,999	233	9.3%	250	9.4%	249	8.9%
\$25,000 to \$34,999	289	11.6%	202	7.6%	213	7.6%
\$15,000 to \$24,999	221	8.8%	240	9.0%	224	8.0%
↓ Under \$15,000	240	9.6%	193	7.2%	171	6.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	373	6.6%	334	5.6%	316	5.1%
▲ Required Formal Schooling (5-17)	699	12.3%	845	14.2%	941	15.1%
College Years, Career Starts (18-24)	379	6.7%	324	5.4%	363	5.8%
↓ Singles and Young Families (25-34)	990	17.4%	820	13.7%	635	10.2%
Families, Empty Nesters (35-54)	1,869	32.9%	1,938	32.5%	2,036	32.7%
↓ Enrichment Years Singles/Couples (55-64)	802	14.1%	841	14.1%	854	13.7%
▲ Retirement Opportunities (65+)	639	11.3%	867	14.5%	1,088	17.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	373	6.6%	334	5.6%	316	5.1%
5 to 9 years	300	5.3%	378	6.3%	348	5.6%
▲ 10 to 14 years	248	4.4%	312	5.2%	395	6.3%
15 to 17 years	151	2.7%	155	2.6%	198	3.2%
18 to 20 years	140	2.5%	138	2.3%	170	2.7%
21 to 24 years	239	4.2%	186	3.1%	193	3.1%
25 to 29 years	452	8.0%	284	4.8%	311	5.0%
↓ 30 to 34 years	538	9.5%	536	9.0%	324	5.2%
↓ 35 to 39 years	527	9.3%	501	8.4%	457	7.3%
▲ 40 to 44 years	497	8.8%	524	8.8%	568	9.1%
45 to 49 years	427	7.5%	499	8.4%	510	8.2%
50 to 54 years	418	7.4%	414	6.9%	501	8.0%
55 to 59 years	432	7.6%	414	6.9%	436	7.0%
60 to 64 years	370	6.5%	427	7.2%	418	6.7%
▲ 65 to 69 years	220	3.9%	348	5.8%	376	6.0%
▲ 70 to 74 years	135	2.4%	217	3.6%	348	5.6%
▲ 75 to 84 years	199	3.5%	214	3.6%	279	4.5%
↓ 85 or more years	85	1.5%	88	1.5%	85	1.4%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	4,945			
▲ <b>Single (Never Married)</b>	<b>2,128</b>	<b>43.0%</b>	<b>32.9%</b>	<b>131</b>
Married	2,101	42.5%	50.2%	85
Divorced/Widowed	716	14.5%	16.9%	85
<b>Marital Status Females 15 and Older (2016)</b>	2,725			
▲ <b>Single (Never Married)</b>	<b>1,192</b>	<b>43.7%</b>	<b>29.8%</b>	<b>147</b>
↓ Married	1,046	38.4%	48.8%	79
Divorced/Widowed	487	17.9%	21.4%	84
<b>Marital Status Males 15 and Older (2016)</b>	2,220			
Single (Never Married)	936	42.2%	36.2%	117
Married	1,055	47.5%	51.6%	92
Divorced/Widowed	229	10.3%	12.3%	84
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	2,667			
↓ Married Couple	925	34.7%	48.5%	72
↓ Other Family - Male Head of Household	100	3.7%	4.9%	76
Other Family - Female Head of Household	350	13.1%	13.0%	101
▲ <b>Non Family - Male Head of Household</b>	<b>525</b>	<b>19.7%</b>	<b>15.8%</b>	<b>124</b>
▲ <b>Non Family - Female Head of Household</b>	<b>767</b>	<b>28.8%</b>	<b>17.7%</b>	<b>162</b>
<b>Households With Children 0 to 18 (2016)</b>	683			
Married Couple Family	424	62.1%	65.2%	95
Other Family - Male Head of Household	49	7.2%	8.5%	85
Other Family - Female Head of Household	204	29.9%	25.3%	118
Non Family	6	0.9%	1.0%	91
<b>Population By Household Type (2016)</b>	5,970			
↓ Group Quarters	5	0.1%	2.5%	3



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	5			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
▲ <b>Other</b>	<b>5</b>	<b>100.0%</b>	<b>15.2%</b>	<b>658</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	5,970			
↓ White (Non-Hispanic)	2,378	39.8%	61.3%	65
▲ <b>African-American (Non-Hisp)</b>	<b>901</b>	<b>15.1%</b>	<b>12.3%</b>	<b>123</b>
↓ Hispanic/Latino	629	10.5%	17.8%	59
↓ Native American (Non-Hisp)	16	0.3%	0.7%	37
▲ <b>Asian (Non-Hisp)</b>	<b>1,685</b>	<b>28.2%</b>	<b>5.3%</b>	<b>535</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>13</b>	<b>0.2%</b>	<b>0.2%</b>	<b>129</b>
▲ <b>Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>348</b>	<b>5.8%</b>	<b>2.4%</b>	<b>244</b>
<b>Asian Population By Race (2016)</b>	1,702			
▲ <b>Chinese</b>	<b>1,165</b>	<b>68.4%</b>	<b>22.3%</b>	<b>306</b>
↓ Japanese	36	2.1%	5.0%	42
↓ Indian	31	1.8%	19.5%	9
↓ Korean	28	1.6%	9.6%	17
Vietnamese	170	10.0%	11.0%	91
↓ Other Asian Races	272	16.0%	32.5%	49
<b>Hispanic/Latino Population By Race (2016)</b>	629			
↓ White	237	37.7%	53.0%	71
▲ <b>African-American</b>	<b>30</b>	<b>4.8%</b>	<b>2.5%</b>	<b>191</b>
▲ <b>Native American</b>	<b>11</b>	<b>1.7%</b>	<b>1.4%</b>	<b>128</b>
▲ <b>Asian</b>	<b>17</b>	<b>2.7%</b>	<b>0.4%</b>	<b>646</b>
▲ <b>Other Races &amp; Multiple Races</b>	<b>334</b>	<b>53.1%</b>	<b>42.7%</b>	<b>124</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	629			
Mexican	390	62.0%	62.4%	99
↓ Puerto Rican	34	5.4%	9.5%	57
↓ Cuban	9	1.4%	3.5%	40
▲ <b>Other Hispanic Origin</b>	<b>196</b>	<b>31.2%</b>	<b>24.6%</b>	<b>127</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	1,290			
↓ Pre-Primary (Public)	9	0.7%	3.4%	20
▲ Pre-Primary (Private)	74	5.7%	2.6%	218
↓ Elementary/High School (Public)	570	44.2%	58.9%	75
▲ Elementary/High School (Private)	156	12.1%	6.6%	182
▲ Enrolled in College	482	37.4%	28.4%	132
<b>Population By Education Completed (Age 25 and over) (2016)</b>	4,466			
Elementary (Less than 9 years)	292	6.5%	5.8%	112
↓ Some High School (9 to 11 years)	238	5.3%	7.8%	69
↓ High School Graduate (12 years)	485	10.9%	27.9%	39
Some College (13 to 15 years)	788	17.6%	21.2%	83
↓ Associate Degree	208	4.7%	8.0%	58
▲ Bachelor's Degree	1,254	28.1%	18.3%	153
▲ Graduate Degree	1,202	26.9%	11.0%	244
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	3,183			
▲ TOTAL WHITE COLLAR	2,472	77.7%	61.5%	126
▲ Executive and Managerial	463	14.5%	9.7%	149
▲ Professional Specialty	844	26.5%	16.6%	160
▲ Technical Support	504	15.8%	8.3%	191
↓ Sales	247	7.8%	10.9%	72
Administrative Support & Clerical	414	13.0%	16.0%	81
↓ TOTAL BLUE COLLAR	711	22.3%	38.5%	58
▲ Service: Private Households	143	4.5%	3.7%	121
↓ Service: Protective	17	0.5%	2.2%	24
↓ Service: Other	159	5.0%	7.5%	67
↓ Farming, Forestry & Fishing	0	0.0%	0.7%	0
↓ Precision Production and Craft	149	4.7%	11.0%	43
↓ Operators and Assemblers	43	1.4%	3.2%	42
↓ Transportation and Material Moving	111	3.5%	6.2%	57
↓ Laborers	89	2.8%	4.0%	69

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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	4,894			
Employed	3,206	65.5%	58.1%	113
Unemployed	302	6.2%	5.6%	110
↓ Not in Labor Force	1,387	28.3%	36.3%	78
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	2,327			
TOTAL WORKING	1,706	73.3%	66.8%	110
▲ With No Own Children	<b>1,245</b>	<b>53.5%</b>	<b>42.2%</b>	<b>127</b>
▲ With Own Children Age 0 to 5 only	<b>190</b>	<b>8.2%</b>	<b>5.5%</b>	<b>149</b>
↓ With Own Children Age 6 to 17 only	228	9.8%	14.8%	66
↓ With Own Children Both Age 0 to 5 and 6 to 17	43	1.8%	4.3%	43
▲ TOTAL NOT WORKING (UNEMPLOYED)	<b>211</b>	<b>9.1%</b>	<b>6.2%</b>	<b>146</b>
▲ With No Own Children	<b>135</b>	<b>5.8%</b>	<b>3.8%</b>	<b>155</b>
▲ With Own Children Age 0 to 5 only	<b>21</b>	<b>0.9%</b>	<b>0.7%</b>	<b>137</b>
With Own Children Age 6 to 17 only	24	1.0%	1.3%	82
▲ With Own Children Both Age 0 to 5 and 6 to 17	<b>31</b>	<b>1.3%</b>	<b>0.5%</b>	<b>243</b>
↓ TOTAL NOT IN THE LABOR FORCE	409	17.6%	27.0%	65
With No Own Children	330	14.2%	17.1%	83
↓ With Own Children Age 0 to 5 only	7	0.3%	2.6%	12
↓ With Own Children Age 6 to 17 only	47	2.0%	4.6%	43
↓ With Own Children Both Age 0 to 5 and 6 to 17	25	1.1%	2.6%	41
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	2,667			
Above Poverty Line (Households with Children)	1,261	62.5%	59.6%	105
Above Poverty Line (Households without Children)	564	27.9%	26.5%	105
↓ Below Poverty Line (Households with Children)	115	5.7%	7.9%	72
↓ Below Poverty Line (Households without Children)	79	3.9%	6.0%	65
<b>Households By Presence of Retirement Income (2013)</b>	2,499			
With Retirement Income	377	15.1%	17.6%	86
Without Retirement Income	2,224	89.0%	81.5%	109

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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>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	2,667			
↓ Owner Occupied	1,207	45.3%	65.0%	70
▲ Renter Occupied	<b>1,460</b>	<b>54.7%</b>	<b>35.0%</b>	<b>156</b>
▲ Median Rent (2013)	<b>\$1,243</b>		<b>\$904</b>	<b>137</b>
<b>Structures By Number of Units (2016)</b>	2,948			
↓ Single Unit	1,529	51.9%	67.3%	77
▲ 3 to 4 Units	<b>662</b>	<b>22.5%</b>	<b>8.1%</b>	<b>277</b>
▲ 5 to 19 Units	<b>564</b>	<b>19.1%</b>	<b>9.3%</b>	<b>205</b>
▲ 20 to 49 Units	<b>152</b>	<b>5.2%</b>	<b>3.6%</b>	<b>143</b>
↓ 50 or more Units	42	1.4%	5.1%	28
↓ Mobile Home	0	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.08		2.57	42
<b>Owner-Occupied Property Values (2016)</b>	1,207			
↓ Under \$40,000	12	1.0%	7.2%	14
↓ \$40,000 to \$59,999	3	0.2%	3.7%	7
↓ \$60,000 to \$79,999	5	0.4%	5.1%	8
↓ \$80,000 to \$99,999	2	0.2%	6.5%	3
↓ \$100,000 to 149,999	20	1.7%	15.1%	11
↓ \$150,000 to \$199,999	12	1.0%	14.6%	7
↓ \$200,000 to \$299,999	44	3.6%	18.1%	20
↓ \$300,000 to \$499,999	169	14.0%	16.9%	83
▲ \$500,000 to \$999,999	<b>675</b>	<b>55.9%</b>	<b>9.7%</b>	<b>576</b>
▲ \$1,000,000 and over	<b>265</b>	<b>22.0%</b>	<b>3.0%</b>	<b>725</b>
▲ Median Property Value	<b>\$723,389</b>		<b>\$192,432</b>	<b>376</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	2,948			
2010 and later	176	6.0%	5.5%	108
↓ 2000 to 2009	17	0.6%	14.6%	4
↓ 1990 to 1999	22	0.7%	13.4%	6
↓ 1980 to 1989	98	3.3%	13.2%	25
↓ 1970 to 1979	144	4.9%	15.0%	33
1960 to 1969	251	8.5%	10.4%	82
1950 to 1959	269	9.1%	10.3%	89
▲ 1949 or earlier	<b>1,972</b>	<b>66.9%</b>	<b>17.7%</b>	<b>378</b>
<b>Households By Number of Persons (2016)</b>	2,667			
▲ 1 Person Household	<b>1,006</b>	<b>37.7%</b>	<b>27.3%</b>	<b>138</b>
2 Person Household	810	30.4%	32.3%	94
3 Person Household	392	14.7%	16.2%	90
↓ 4 Person Household	277	10.4%	13.1%	80
↓ 5 Person Household	100	3.7%	6.5%	58
↓ 6 Person Household	49	1.8%	2.8%	66
↓ 7 or more Person Household	33	1.2%	1.9%	65
Average Persons Per Household	2.3		2.6	88
<b>Households By Heating Type (2013)</b>	2,601			
▲ Utility and Other Gas	<b>1,790</b>	<b>68.8%</b>	<b>54.0%</b>	<b>127</b>
↓ Electric	689	26.5%	36.1%	73
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	7	0.3%	2.2%	12
▲ Solar/Other Fuel	<b>78</b>	<b>3.0%</b>	<b>0.5%</b>	<b>606</b>
▲ No Fuel Used	<b>36</b>	<b>1.4%</b>	<b>0.9%</b>	<b>146</b>

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	2,667			
No Vehicles	193	7.2%	9.0%	81
▲ <b>1 Vehicle</b>	<b>1,224</b>	<b>45.9%</b>	<b>33.7%</b>	<b>136</b>
2 Vehicle	941	35.3%	37.5%	94
↓ 3 or more Vehicles	309	11.6%	19.8%	59
<b>Workers By Travel Time to Work (2016)</b>	2,735			
↓ Less than 15 minutes	557	20.4%	27.3%	75
15 to 29 minutes	873	31.9%	36.5%	87
30 to 44 minutes	633	23.1%	20.2%	115
▲ <b>45 to 59 minutes</b>	<b>369</b>	<b>13.5%</b>	<b>7.7%</b>	<b>174</b>
▲ <b>60 or more minutes</b>	<b>304</b>	<b>11.1%</b>	<b>8.3%</b>	<b>134</b>
Average Travel Time to Work (minutes)	33.0		28.2	117
<b>Workers By Type of Transportation to Work (2016)</b>	2,998			
↓ Drive Alone	1,671	55.7%	76.9%	72
▲ <b>Car Pool</b>	<b>357</b>	<b>11.9%</b>	<b>9.6%</b>	<b>125</b>
▲ <b>Public Transportation</b>	<b>492</b>	<b>16.4%</b>	<b>5.1%</b>	<b>321</b>
Walk to Work	72	2.4%	2.8%	85
▲ <b>Other Means</b>	<b>75</b>	<b>2.5%</b>	<b>1.2%</b>	<b>201</b>
▲ <b>Work at Home</b>	<b>331</b>	<b>11.0%</b>	<b>4.4%</b>	<b>252</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.		
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,095	41.1%	18.4%	223
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	974	36.5%	14.7%	249
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	516	19.3%	15.1%	128
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	60	2.2%	31.4%	7
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	16	0.6%	6.9%	9
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	6	0.2%	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.		
45	Struggling Urban Diversity	1,052	39.4%	2.5%	1606
12	Educated New Starters	723	27.1%	2.9%	923
4	Educated Mid-Life Families	281	10.5%	3.4%	309
1	Traditional Affluent Families	166	6.2%	3.5%	179
15	Reliable Young Starters	135	5.1%	4.3%	119
8	Rising Potential Professionals	98	3.7%	2.3%	157
14	Secure Mid-Life Families	69	2.6%	0.7%	395
17	Large Young Families	41	1.5%	2.2%	71
24	Metro Multi-Ethnic Diversity	36	1.3%	2.7%	49
25	Working Country Consumers	15	0.6%	4.1%	14
39	New Beginning Urbanites	15	0.6%	2.8%	20
21	Mature and Stable	7	0.3%	0.6%	46
20	Cautious and Mature	5	0.2%	2.6%	7
29	Working Country Families	5	0.2%	1.0%	19
43	Laboring Urban Diversity	4	0.1%	0.5%	30
40	Surviving Urban Diversity	3	0.1%	4.0%	3
28	Building Country Families	3	0.1%	2.8%	4
30	Urban Senior Life	3	0.1%	0.8%	14
19	Educated and Promising	2	0.1%	0.1%	96
10	Suburban Mid-Life Families	1	0.0%	5.5%	1

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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.		
22	Mature and Established	1	0.0%	1.8%	2
37	Rising Multi-Ethnic Urbanites	1	0.0%	0.6%	7
27	Country Family Diversity	1	0.0%	0.3%	11
49	Exception Households	1	0.0%	0.2%	15
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	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
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
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	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>2,668</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	27.9%	35.4%	79
↓ Somewhat Involved with Their Faith	23.4%	29.9%	78
<b>▲ Not Involved with Their Faith</b>	<b>49.4%</b>	<b>34.7%</b>	<b>142</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	14.5%	22.1%	66
Decreased Their Involvement with Their Faith in the Last 10 Years	24.1%	23.7%	101

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.8%</b>	<b>0.5%</b>	<b>151</b>
↓ Baptist	8.9%	16.1%	55
↓ Catholic	20.0%	23.7%	85
↓ Congregational	1.6%	2.0%	81
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.1%</b>	<b>0.4%</b>	<b>255</b>
Episcopal	3.1%	2.9%	107
↓ Holiness	0.2%	0.8%	27
<b>▲ Jehovah's Witnesses</b>	<b>1.7%</b>	<b>1.1%</b>	<b>161</b>
<b>▲ Judaism</b>	<b>4.4%</b>	<b>3.2%</b>	<b>141</b>
↓ Lutheran	5.8%	7.2%	81
↓ Methodist	5.0%	10.1%	50
<b>▲ Mormon</b>	<b>2.5%</b>	<b>1.8%</b>	<b>141</b>
<b>▲ New Age</b>	<b>1.5%</b>	<b>0.6%</b>	<b>258</b>
<b>▲ Non-Denominational / Independent</b>	<b>10.5%</b>	<b>6.9%</b>	<b>152</b>
↓ Orthodox	0.2%	0.3%	67
Pentecostal	2.2%	2.4%	90
Presbyterian / Reformed	4.4%	4.6%	97
<b>▲ Unitarian / Universalist</b>	<b>1.0%</b>	<b>0.7%</b>	<b>149</b>
<b>▲ Interested but No Preference</b>	<b>6.6%</b>	<b>3.9%</b>	<b>171</b>
<b>▲ Not Interested and No Preference</b>	<b>18.6%</b>	<b>11.1%</b>	<b>168</b>

Likely to Have Changed Their Preference in the Last 10 Years	18.2%	16.8%	109
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**LEADERSHIP PREFERENCE INDICATOR**

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

<b>▲ Tells them what to do</b>	<b>4.6%</b>	<b>4.0%</b>	<b>115</b>
Lets them do what they want and is supportive	12.6%	11.7%	108
<b>▲ Lets them do what they want and stays out of the way</b>	<b>6.5%</b>	<b>4.8%</b>	<b>135</b>
Works with them on deciding what to do and helps them do it	76.2%	79.6%	96

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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	42.8%	43.5%	98
↓ Finding/Providing Health Insurance	22.6%	29.0%	78
Day-to-Day Financial Worries	28.7%	31.6%	91
▲ Finding Employment Opportunities	<b>17.0%</b>	<b>14.4%</b>	<b>118</b>
▲ Finding Affordable Housing	<b>19.6%</b>	<b>11.3%</b>	<b>173</b>
↓ Providing Adequate Food	7.0%	8.6%	81
↓ Finding Child Care	5.6%	6.3%	89
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.0%	16.7%	84
↓ Dealing With Teen / Child Problems	16.7%	20.7%	81
↓ Finding/Providing Aging Parent Care	13.6%	15.5%	87
Dealing With Abusive Relationships	11.4%	11.4%	100
↓ Dealing With Divorce	2.7%	4.5%	61
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>40.0%</b>	<b>27.0%</b>	<b>148</b>
↓ Finding/Providing Good Schools	19.4%	23.5%	82
↓ Dealing with Problems in Schools	10.5%	13.6%	78
▲ Dealing With Racial / Ethnic Prejudice	<b>21.0%</b>	<b>13.1%</b>	<b>160</b>
▲ Dealing With Neighborhood Gangs	<b>15.5%</b>	<b>8.5%</b>	<b>183</b>
▲ Dealing with Social Injustice	<b>17.2%</b>	<b>11.3%</b>	<b>152</b>
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	53.9%	50.6%	106
Finding Time for Recreation / Leisure	27.3%	25.3%	108
Finding Better Quality Healthcare	22.0%	23.9%	92
Finding A Satisfying Job / Career	20.7%	19.3%	107
↓ Finding Retirement Opportunities	15.6%	18.9%	82
↓ Achieving A Fulfilling Marriage	17.8%	22.3%	80
↓ Developing Parenting Skills	10.7%	14.7%	73
▲ Achieving Educational Objectives	<b>8.7%</b>	<b>7.5%</b>	<b>117</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.1%	29.8%	94
▲ Finding Companionship	<b>22.7%</b>	<b>17.3%</b>	<b>132</b>
↓ Finding A Good Church	8.7%	15.2%	58
↓ Finding Spiritual Teaching	9.9%	12.9%	77
▲ Finding Life Direction	<b>15.5%</b>	<b>14.0%</b>	<b>111</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”	80.4%	84.5%	95
↓ “God is actively involved in the world including nations and their governments”	54.2%	63.8%	85

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

“It is important to preserve the traditional American family structure”	86.5%	91.5%	95
“A healthy environment has become a national crisis”	83.0%	82.8%	100
“Public education is essential to the future of American society”	93.3%	94.0%	99

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

“Government should be the primary provider of human welfare services”	51.6%	50.1%	103
“The role of Churches / Synagogues is to help form and support moral values”	78.5%	81.1%	97
“Churches and religious organizations should provide more human services”	66.9%	62.6%	107

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

▲ “The United States must open its doors to all people groups”	41.8%	36.3%	115
↓ “The changing racial / ethnic face of America is a threat to our national heritage”	32.2%	36.3%	89

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	60.2%	59.8%	101
More than \$500 per year	30.2%	31.2%	97
More than \$1,000 per year	16.1%	17.4%	93

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

▲ More than \$100 per year	41.3%	33.7%	123
▲ More than \$500 per year	11.0%	6.8%	162
▲ More than \$1,000 per year	3.7%	2.3%	161

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

▲ More than \$100 per year	23.2%	16.1%	144
▲ More than \$500 per year	6.9%	4.3%	160
▲ More than \$1,000 per year	3.4%	2.2%	155

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

Saint Margaret Mary Parish

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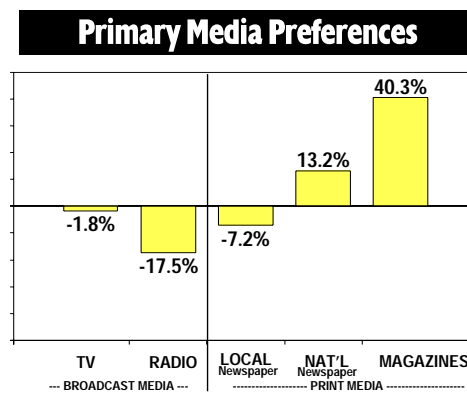
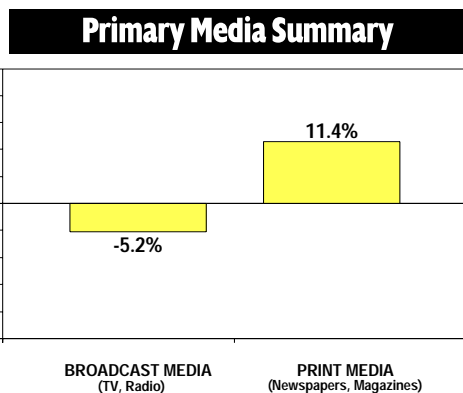
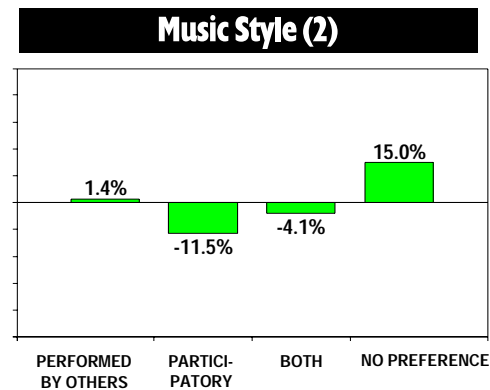
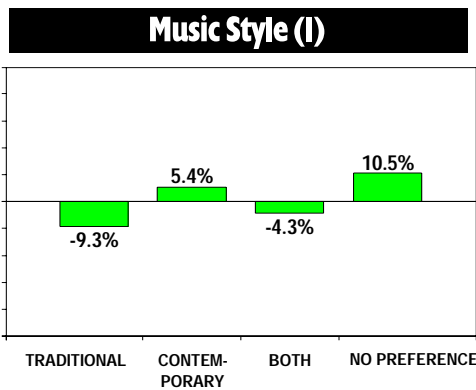
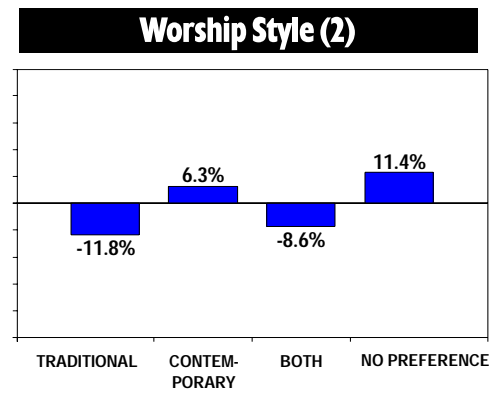
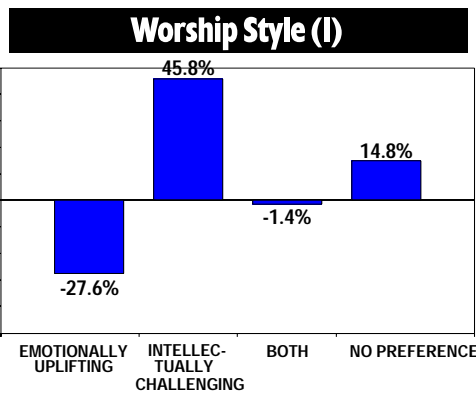
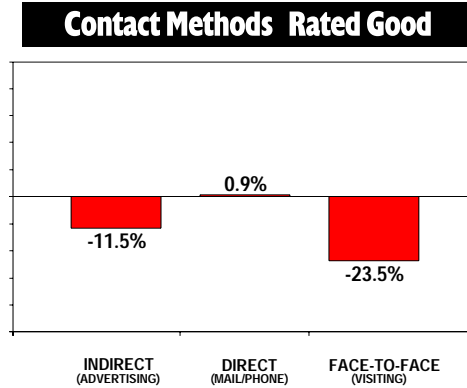
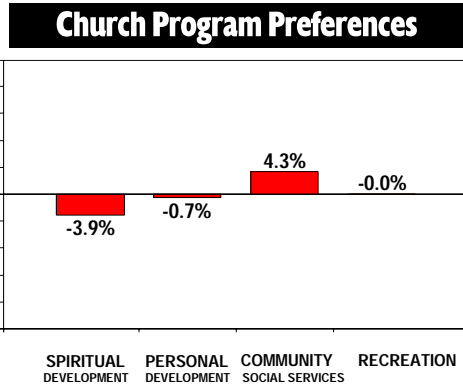
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY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

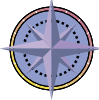


Date: 6/20/2016

Prepared For:  
Saint Margaret Mary Parish

Study Area Definition:  
Custom Polygon





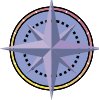
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<b>CHURCH PROGRAM PREFERENCE INDICATOR</b>			
<b>Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:</b>			
<b><i>SPIRITUAL DEVELOPMENT:</i></b>			
↓ Bible Study Discussion and Prayer Groups	35.3%	41.1%	86
Adult Theological Discussion Groups	23.0%	22.5%	102
▲ <b>Spiritual Retreats</b>	<b>14.1%</b>	<b>11.6%</b>	<b>122</b>
<b><i>PERSONAL DEVELOPMENT:</i></b>			
Marriage Enrichment Opportunities	14.2%	15.2%	94
Parent Training Programs	8.1%	7.8%	103
▲ <b>Twelve Step Programs</b>	<b>4.5%</b>	<b>3.5%</b>	<b>132</b>
↓ Divorce Recovery	1.8%	2.4%	76
<b><i>COMMUNITY/SOCIAL SERVICES:</i></b>			
Personal or Family Counseling	24.1%	22.5%	107
▲ <b>Care for the Terminally Ill</b>	<b>17.9%</b>	<b>15.7%</b>	<b>114</b>
↓ Food and Clothing Resources	9.6%	11.1%	87
Day Care Services	5.9%	6.1%	97
Church Sponsored Day-School	6.1%	5.7%	108
<b><i>RECREATION:</i></b>			
↓ Youth Social Programs	24.8%	29.7%	84
↓ Family Activities and Outings	26.0%	32.8%	79
Active Retirement Programs	27.8%	26.8%	104
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>28.3%</b>	<b>18.9%</b>	<b>150</b>
▲ <b>Sports or Camping</b>	<b>7.6%</b>	<b>6.3%</b>	<b>120</b>

<b>SUMMARY</b>	
Spiritual Development Index	96
Personal Development Index	99
Community/Social Services Index	104
Recreation Index	100



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

↓ A. Emotionally Uplifting	19.1%	26.4%	72
▲ B. Intellectually Challenging	<b>16.2%</b>	<b>11.1%</b>	<b>146</b>
C. Both A and B	38.6%	39.2%	99
▲ D. No Preference or Not Interested	<b>26.8%</b>	<b>23.4%</b>	<b>115</b>

**PART 2:**

↓ A. Traditional/Formal/Ceremonial	17.9%	20.2%	88
B. Contemporary/Informal	28.0%	26.3%	106
C. Both A and B	24.3%	26.5%	91
▲ D. No Preference or Not Interested	<b>30.0%</b>	<b>26.9%</b>	<b>111</b>

**MUSIC STYLE INDICATOR**

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

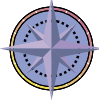
**PART 1:**

A. Traditional	22.2%	24.4%	91
B. Contemporary	20.8%	19.7%	105
C. Both A and B	29.8%	31.1%	96
▲ D. No Preference or Not Interested	<b>27.4%</b>	<b>24.8%</b>	<b>111</b>

**PART 2:**

A. Performed by Others	19.0%	18.7%	101
↓ B. Participatory	20.3%	22.9%	88
C. Both A and B	30.9%	32.2%	96
▲ D. No Preference or Not Interested	<b>30.1%</b>	<b>26.2%</b>	<b>115</b>





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	22.6%	22.0%	102
▲ B. Personal Spiritual Development	<b>15.8%</b>	<b>14.3%</b>	<b>111</b>
↓ C. Both A and B	32.8%	37.4%	88
D. No Preference or Not Interested	29.0%	26.3%	110

**PART 2:**

A. Global Mission	5.8%	6.2%	94
B. Local Mission	32.6%	33.3%	98
C. Both A and B	27.0%	30.1%	90
▲ D. No Preference or Not Interested	<b>34.7%</b>	<b>30.4%</b>	<b>114</b>

**CHURCH ARCHITECTURE INDICATOR**

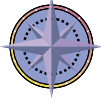
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	23.7%	26.6%	89
▲ B. Contemporary	<b>20.2%</b>	<b>15.9%</b>	<b>126</b>
↓ C. Both A and B	28.2%	32.3%	87
▲ D. No Preference or Not Interested	<b>28.1%</b>	<b>25.1%</b>	<b>112</b>

**PART 2:**

A. Somber/Serious	9.6%	9.4%	102
B. Light and Airy	37.1%	34.7%	107
↓ C. Both A and B	23.3%	27.7%	84
D. No Preference or Not Interested	29.8%	28.2%	106



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	46.4%	47.3%	98
↓ Radio	11.0%	13.3%	83

#### PRINT MEDIA:

Local Newspaper	37.9%	36.1%	105
▲ National Newspaper	4.9%	4.3%	113
▲ Magazines	5.0%	2.4%	209

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

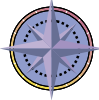
Television	29.7%	31.9%	93
Radio	24.2%	23.8%	102

#### PRINT MEDIA:

Local Newspaper	30.3%	32.7%	93
▲ National Newspaper	7.8%	5.8%	135
▲ Magazines	9.9%	7.0%	140

### SUMMARY

Overall Broadcast Media Index (100 = Average)	96
Overall Print Media Index	108



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Description	Study Area	U.S. Average	U.S. Comparative Index
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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	33.3%	36.2%	92
↓ Putting Ad in Local Newspaper	28.6%	33.8%	85
↓ Local Cable Channels	27.1%	30.4%	89
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	52.9%	53.7%	98
Calling and Offering to Send Information By Mail	30.1%	29.5%	102
Calling and Discussing on the Phone	13.1%	12.0%	109
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
↓ Calling and Offering to Visit When Convenient	15.3%	20.1%	76
↓ Going Door to Door	10.8%	14.0%	77

**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	20.8%	19.6%	106
▲ Putting Ad in Local Newspaper	28.9%	21.5%	134
Local Cable Channels	33.4%	30.7%	109
<b>DIRECT METHODS (MORE PERSONAL):</b>			
▲ Sending Information By Mail	17.0%	13.3%	127
Calling and Offering to Send Information By Mail	37.3%	34.0%	109
Calling and Discussing on the Phone	63.4%	60.6%	105
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
▲ Calling and Offering to Visit When Convenient	56.1%	49.6%	113
Going Door to Door	67.1%	64.0%	105

<b>SUMMARY OF METHODS RATED GOOD</b>	
↓ Indirect Methods Index (100 = Average)	89
Direct Methods Index	101
↓ Face-to-Face Methods Index	77

<b>SUMMARY OF METHODS RATED POOR</b>	
▲ Indirect Methods Index	116
Direct Methods Index	109
Face-to-Face Methods Index	109