

ministry
area ●●●●●●
profile **2016**

Saint Michael Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Michael Parish

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- 1**

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

A Currently, there are 69,482 persons residing in the defined study area. This represents an increase of 12,350 or 21.6% 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 6.8% or 4,742 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 26 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 35.8% 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 59.2% of the population and all other racial/ethnic groups make up 40.8% which is slightly above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 24.1% of the total population. *Asians* are projected to be the fastest growing group increasing by 19.3% 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 22,227 persons or 32.0% 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 traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7**

Q **How educated are the adults?**

A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 92.3% 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 38.7% 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, Time for Recreation/Leisure, Social Injustice, Parenting Skills, Achieving a Fulfilling Marriage* and *Aging Parent Care*. (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?**

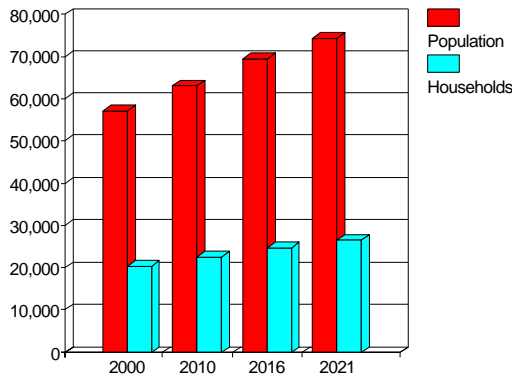
A Based upon the average household income of \$132,911 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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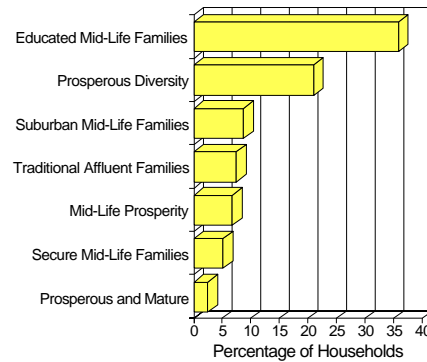
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Population and Households

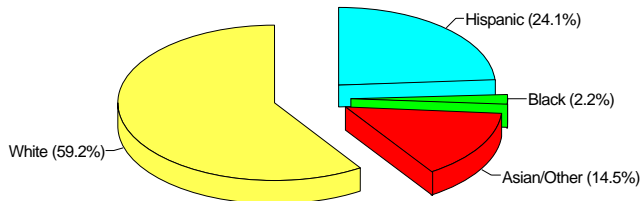


Primary U.S. Lifestyles Segments-2016

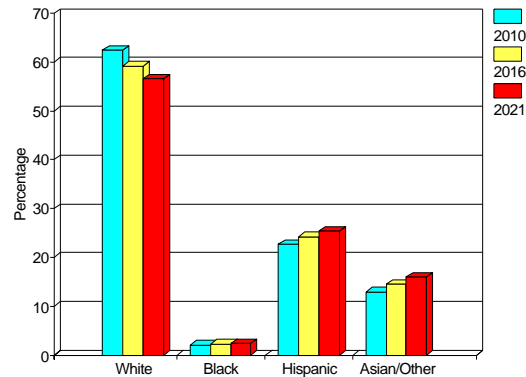


The population in the study area has increased by 6464 persons, or 10.3% since 2010 and is projected to increase by 4742 persons, or 6.8% between 2016 and 2021. The number of households has increased by 2284, or 10.1% since 2010 and is projected to increase by 1721, or 6.9% between 2016 and 2021.

Population By Race/Ethnicity-2016

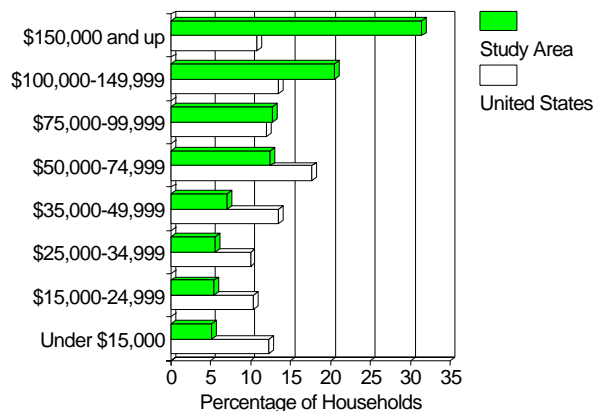


Population By Race/Ethnicity Trend

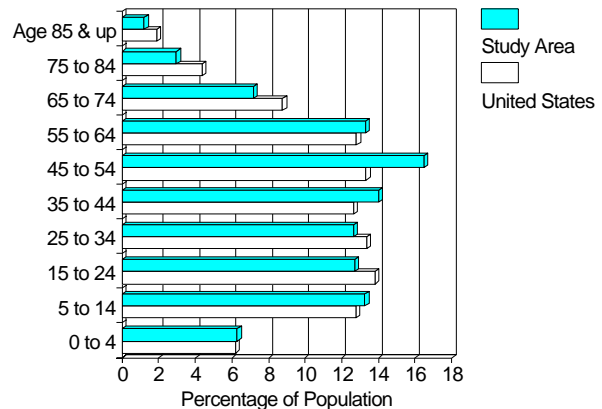


Between 2016 and 2021, the White population is projected to increase by 858 persons and to decrease from 59.2% to 56.6% of the total population. The Black population is projected to increase by 146 persons and to remain stable at 2.3% of the total. The Hispanic/Latino population is projected to increase by 2029 persons and to increase from 24.1% to 25.3% of the total. The Asian/Other population is projected to increase by 1710 persons and to increase from 14.5% to 15.8% of the total population.

Households By Income-2016



Population by Age-2016

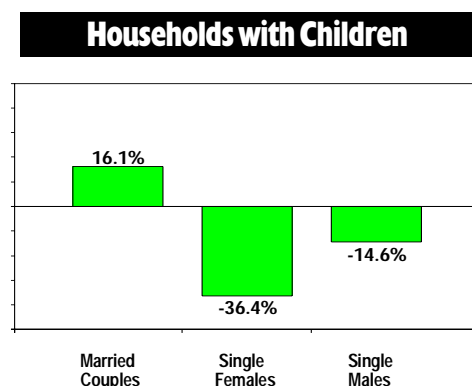
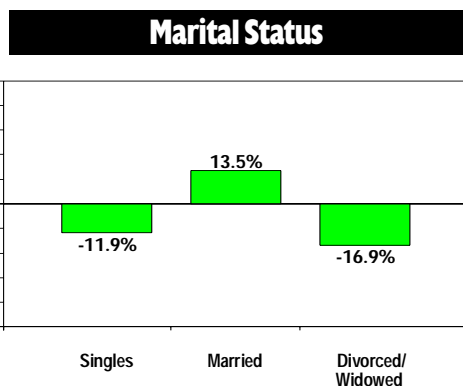
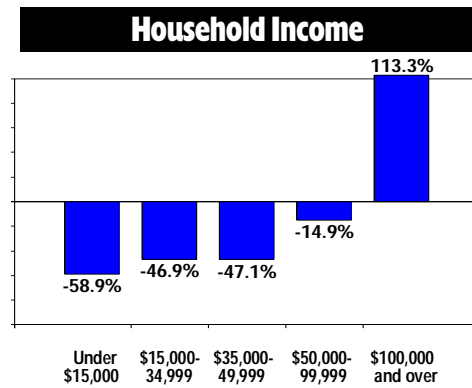
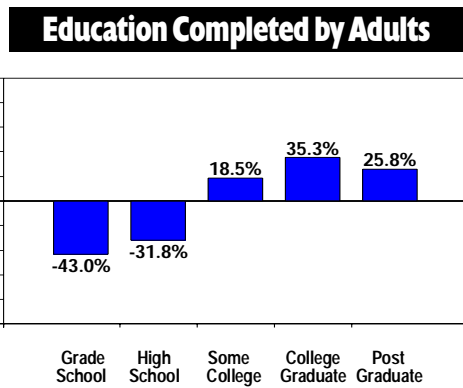
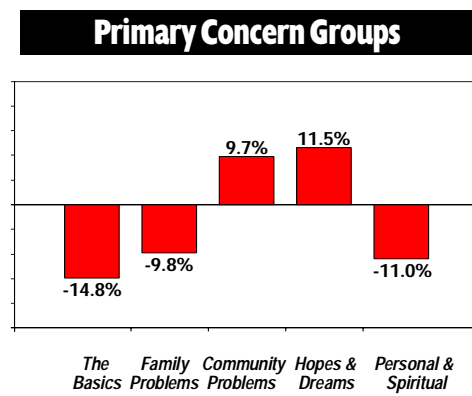
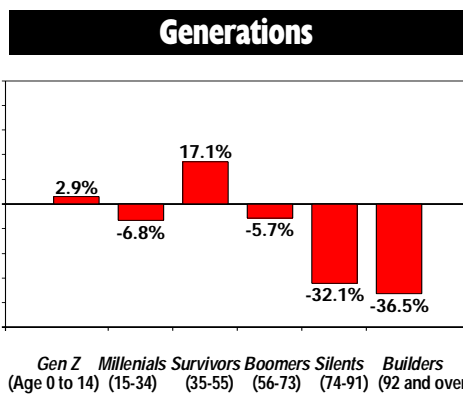
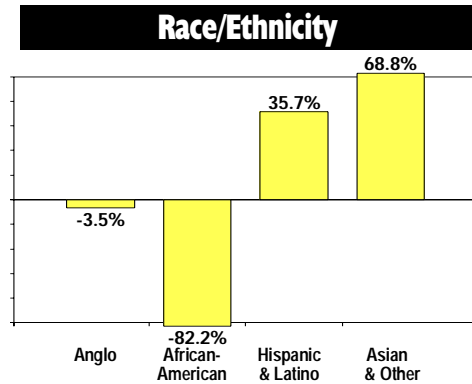
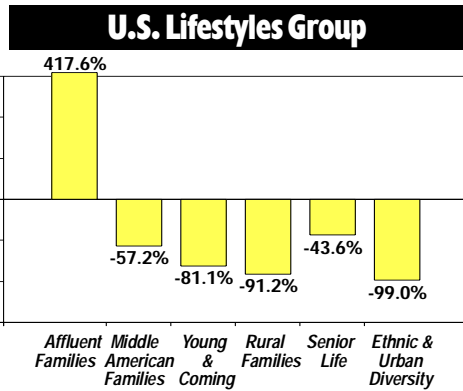


The average household income in the study area is \$132911 a year as compared to the U.S. average of \$77135. The average age in the study area is 38.1 and is projected to increase to 39.4 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	57,132	63,018	69,482	74,224		
Population Change		5,886	6,464	4,742		
Percentage Change		10.3%	10.3%	6.8%		
Average Annual Growth Rate		1.0%	1.7%	1.4%		
▲ Density (Pop. per square mile)	198	218	241	257		
HOUSEHOLDS						
▲ Households	20,357	22,518	24,802	26,523		
Household Change		2,161	2,284	1,721		
Percentage Change		10.6%	10.1%	6.9%		
Average Annual Growth Rate		1.1%	1.7%	1.4%		
Persons Per Household	2.79	2.78	2.79	2.78		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	39,316	62.4%	41,142	59.2%	42,000	56.6%
▲ African-American (Non-Hisp)	1,300	2.1%	1,526	2.2%	1,672	2.3%
▲ Hispanic/Latino	14,245	22.6%	16,762	24.1%	18,791	25.3%
▲ Asian/Other (Non-Hisp)	8,156	12.9%	10,052	14.5%	11,762	15.8%
POPULATION BY GENDER						
▲ Female	31,605	50.2%	34,892	50.2%	37,326	50.3%
↓ Male	31,413	49.8%	34,590	49.8%	36,898	49.7%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	7,883	12.5%	13,577	19.5%	18,637	25.1%
↓ Millennials (Born 1982 to 2001)	16,480	26.2%	17,599	25.3%	18,129	24.4%
↓ Survivors (Born 1961 to 1981)	20,648	32.8%	22,225	32.0%	22,824	30.8%
↓ Boomers (Born 1943 to 1960)	13,416	21.3%	12,758	18.4%	12,030	16.2%
↓ Silents (Born 1925 to 1942)	3,953	6.3%	3,148	4.5%	2,594	3.5%
↓ Builders (Born 1924 and earlier)	637	1.0%	172	0.2%	9	0.0%
AGE						
▲ Average Age	36.4		38.1		39.4	
▲ Median Age	37.6		39.3		40.8	
INCOME						
▲ Average Household Income	\$106,256		\$132,911		\$146,605	
▲ Median Household Income	\$95,374		\$106,902		\$118,089	
▲ Per Capita Income	\$37,968		\$47,443		\$52,387	

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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	5,701	25.3%	7,775	31.3%	9,565	36.1%
\$100,000 to \$149,999	4,438	19.7%	5,073	20.5%	5,377	20.3%
↓ \$75,000 to \$99,999	3,570	15.9%	3,151	12.7%	3,109	11.7%
↓ \$50,000 to \$74,999	3,248	14.4%	3,104	12.5%	3,038	11.5%
↓ \$35,000 to \$49,999	1,651	7.3%	1,760	7.1%	1,684	6.3%
\$25,000 to \$34,999	1,117	5.0%	1,357	5.5%	1,311	4.9%
↓ \$15,000 to \$24,999	1,434	6.4%	1,329	5.4%	1,297	4.9%
↓ Under \$15,000	1,359	6.0%	1,253	5.1%	1,143	4.3%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	4,299	6.8%	4,369	6.3%	4,474	6.0%
↓ Required Formal Schooling (5-17)	11,850	18.8%	11,978	17.2%	12,379	16.7%
College Years, Career Starts (18-24)	5,037	8.0%	6,054	8.7%	6,184	8.3%
↓ Singles and Young Families (25-34)	8,104	12.9%	8,775	12.6%	8,889	12.0%
↓ Families, Empty Nesters (35-54)	21,099	33.5%	21,166	30.5%	20,918	28.2%
▲ Enrichment Years Singles/Couples (55-64)	6,822	10.8%	9,225	13.3%	11,064	14.9%
▲ Retirement Opportunities (65+)	5,806	9.2%	7,913	11.4%	10,315	13.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	4,299	6.8%	4,369	6.3%	4,474	6.0%
↓ 5 to 9 years	4,480	7.1%	4,576	6.6%	4,633	6.2%
↓ 10 to 14 years	4,488	7.1%	4,632	6.7%	4,780	6.4%
15 to 17 years	2,882	4.6%	2,770	4.0%	2,966	4.0%
18 to 20 years	2,302	3.7%	2,552	3.7%	2,662	3.6%
21 to 24 years	2,735	4.3%	3,502	5.0%	3,522	4.7%
25 to 29 years	3,971	6.3%	4,119	5.9%	5,132	6.9%
30 to 34 years	4,133	6.6%	4,656	6.7%	3,757	5.1%
↓ 35 to 39 years	4,546	7.2%	4,683	6.7%	4,840	6.5%
↓ 40 to 44 years	5,299	8.4%	5,023	7.2%	5,157	6.9%
↓ 45 to 49 years	5,876	9.3%	5,411	7.8%	4,939	6.7%
50 to 54 years	5,378	8.5%	6,049	8.7%	5,982	8.1%
▲ 55 to 59 years	3,813	6.1%	5,297	7.6%	5,666	7.6%
▲ 60 to 64 years	3,009	4.8%	3,928	5.7%	5,398	7.3%
▲ 65 to 69 years	2,026	3.2%	3,019	4.3%	3,693	5.0%
▲ 70 to 74 years	1,272	2.0%	1,967	2.8%	2,895	3.9%
▲ 75 to 84 years	1,800	2.9%	2,065	3.0%	2,810	3.8%
85 or more years	708	1.1%	862	1.2%	917	1.2%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	55,906			
Single (Never Married)	16,209	29.0%	32.9%	88
Married	31,825	56.9%	50.2%	113
Divorced/Widowed	7,871	14.1%	16.9%	83
Marital Status Females 15 and Older (2016)	28,248			
Single (Never Married)	7,336	26.0%	29.8%	87
Married	15,994	56.6%	48.8%	116
Divorced/Widowed	4,918	17.4%	21.4%	81
Marital Status Males 15 and Older (2016)	27,658			
Single (Never Married)	8,873	32.1%	36.2%	89
Married	15,832	57.2%	51.6%	111
Divorced/Widowed	2,953	10.7%	12.3%	87
FAMILY STRUCTURE				
Households By Type (2016)	24,802			
Married Couple	14,249	57.5%	48.5%	118
Other Family - Male Head of Household	1,213	4.9%	4.9%	99
↓ Other Family - Female Head of Household	2,515	10.1%	13.0%	78
Non Family - Male Head of Household	3,471	14.0%	15.8%	88
↓ Non Family - Female Head of Household	3,354	13.5%	17.7%	76
Households With Children 0 to 18 (2016)	9,651			
Married Couple Family	7,310	75.7%	65.2%	116
Other Family - Male Head of Household	698	7.2%	8.5%	85
↓ Other Family - Female Head of Household	1,556	16.1%	25.3%	64
Non Family	87	0.9%	1.0%	93
Population By Household Type (2016)	69,482			
↓ Group Quarters	347	0.5%	2.5%	20

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	347			
↓ Correctional Facilities	2	0.6%	30.0%	2
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	108	31.1%	18.7%	166
▲ Other	237	68.3%	15.2%	449
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	69,482			
White (Non-Hispanic)	41,142	59.2%	61.3%	97
↓ African-American (Non-Hisp)	1,526	2.2%	12.3%	18
▲ Hispanic/Latino	16,763	24.1%	17.8%	136
↓ Native American (Non-Hisp)	196	0.3%	0.7%	39
▲ Asian (Non-Hisp)	6,983	10.1%	5.3%	190
▲ Hawaiian & Pacific Islander (Non-Hisp)	184	0.3%	0.2%	157
▲ Other Races & Multiple Races (Non-Hisp)	2,688	3.9%	2.4%	162
Asian Population By Race (2016)	7,116			
▲ Chinese	1,924	27.0%	22.3%	121
Japanese	349	4.9%	5.0%	98
Indian	1,556	21.9%	19.5%	112
↓ Korean	282	4.0%	9.6%	41
Vietnamese	840	11.8%	11.0%	107
Other Asian Races	2,165	30.4%	32.5%	94
Hispanic/Latino Population By Race (2016)	16,763			
White	7,552	45.1%	53.0%	85
↓ African-American	143	0.9%	2.5%	34
↓ Native American	179	1.1%	1.4%	78
▲ Asian	133	0.8%	0.4%	190
▲ Other Races & Multiple Races	8,756	52.2%	42.7%	122
Hispanic/Latino Population By Origin (2016)	16,763			
▲ Mexican	13,320	79.5%	62.4%	127
↓ Puerto Rican	575	3.4%	9.5%	36
↓ Cuban	75	0.4%	3.5%	13
↓ Other Hispanic Origin	2,793	16.7%	24.6%	68

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	16,903			
▲ Pre-Primary (Public)	747	4.4%	3.4%	129
▲ Pre-Primary (Private)	541	3.2%	2.6%	122
Elementary/High School (Public)	10,434	61.7%	58.9%	105
Elementary/High School (Private)	1,024	6.1%	6.6%	91
Enrolled in College	4,156	24.6%	28.4%	87
Population By Education Completed (Age 25 and over) (2016)	47,081			
↓ Elementary (Less than 9 years)	1,765	3.7%	5.8%	64
↓ Some High School (9 to 11 years)	1,877	4.0%	7.8%	51
↓ High School Graduate (12 years)	8,958	19.0%	27.9%	68
Some College (13 to 15 years)	11,910	25.3%	21.2%	120
Associate Degree	4,362	9.3%	8.0%	116
▲ Bachelor's Degree	11,665	24.8%	18.3%	135
▲ Graduate Degree	6,544	13.9%	11.0%	126
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	36,816			
TOTAL WHITE COLLAR	25,482	69.2%	61.5%	113
▲ Executive and Managerial	4,663	12.7%	9.7%	130
Professional Specialty	6,387	17.3%	16.6%	105
▲ Technical Support	5,135	13.9%	8.3%	168
Sales	4,346	11.8%	10.9%	109
Administrative Support & Clerical	4,951	13.4%	16.0%	84
↓ TOTAL BLUE COLLAR	11,336	30.8%	38.5%	80
Service: Private Households	1,174	3.2%	3.7%	86
Service: Protective	732	2.0%	2.2%	90
Service: Other	2,253	6.1%	7.5%	82
↓ Farming, Forestry & Fishing	60	0.2%	0.7%	23
↓ Precision Production and Craft	3,035	8.2%	11.0%	75
Operators and Assemblers	1,180	3.2%	3.2%	99
↓ Transportation and Material Moving	1,562	4.2%	6.2%	69
Laborers	1,340	3.6%	4.0%	90

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	54,997			
Employed	37,047	67.4%	58.1%	116
Unemployed	2,493	4.5%	5.6%	81
↓ Not in Labor Force	15,456	28.1%	36.3%	77
Total Female Pop. By Work Status (Age 20 to 64) (2013)	19,841			
TOTAL WORKING	14,242	71.8%	66.8%	107
With No Own Children	8,678	43.7%	42.2%	104
▲ With Own Children Age 0 to 5 only	1,353	6.8%	5.5%	125
With Own Children Age 6 to 17 only	3,150	15.9%	14.8%	107
▲ With Own Children Both Age 0 to 5 and 6 to 17	1,061	5.3%	4.3%	124
↓ TOTAL NOT WORKING (UNEMPLOYED)	785	4.0%	6.2%	64
↓ With No Own Children	494	2.5%	3.8%	66
↓ With Own Children Age 0 to 5 only	76	0.4%	0.7%	58
↓ With Own Children Age 6 to 17 only	155	0.8%	1.3%	62
↓ With Own Children Both Age 0 to 5 and 6 to 17	60	0.3%	0.5%	55
TOTAL NOT IN THE LABOR FORCE	4,815	24.3%	27.0%	90
With No Own Children	2,749	13.9%	17.1%	81
With Own Children Age 0 to 5 only	521	2.6%	2.6%	101
With Own Children Age 6 to 17 only	916	4.6%	4.6%	99
With Own Children Both Age 0 to 5 and 6 to 17	629	3.2%	2.6%	120
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	24,802			
Above Poverty Line (Households with Children)	17,252	64.0%	59.6%	107
Above Poverty Line (Households without Children)	8,526	31.6%	26.5%	119
↓ Below Poverty Line (Households with Children)	733	2.7%	7.9%	34
↓ Below Poverty Line (Households without Children)	454	1.7%	6.0%	28
Households By Presence of Retirement Income (2013)	22,518			
With Retirement Income	4,341	19.3%	17.6%	110
Without Retirement Income	18,234	81.0%	81.5%	99

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Study Area Definition:
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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		
HOUSING				
Occupied Units By Type (2016)	24,802			
Owner Occupied	16,954	68.4%	65.0%	105
Renter Occupied	7,848	31.6%	35.0%	90
▲ Median Rent (2013)	\$1,403		\$904	155
Structures By Number of Units (2016)	25,817			
Single Unit	19,978	77.4%	67.3%	115
↓ 3 to 4 Units	1,384	5.4%	8.1%	66
5 to 19 Units	2,310	8.9%	9.3%	96
20 to 49 Units	759	2.9%	3.6%	82
↓ 50 or more Units	804	3.1%	5.1%	61
↓ Mobile Home	559	2.2%	6.4%	34
Other	23	0.1%	0.1%	105
▲ Single To Multiple Unit Ratio	3.80		2.57	148
Owner-Occupied Property Values (2016)	16,954			
↓ Under \$40,000	338	2.0%	7.2%	28
↓ \$40,000 to \$59,999	66	0.4%	3.7%	11
↓ \$60,000 to \$79,999	64	0.4%	5.1%	7
↓ \$80,000 to \$99,999	91	0.5%	6.5%	8
↓ \$100,000 to 149,999	117	0.7%	15.1%	5
↓ \$150,000 to \$199,999	197	1.2%	14.6%	8
↓ \$200,000 to \$299,999	537	3.2%	18.1%	17
▲ \$300,000 to \$499,999	5,020	29.6%	16.9%	175
▲ \$500,000 to \$999,999	8,053	47.5%	9.7%	489
▲ \$1,000,000 and over	2,470	14.6%	3.0%	481
▲ Median Property Value	\$616,758		\$192,432	321

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	25,817			
▲ 2010 and later	2,424	9.4%	5.5%	170
2000 to 2009	3,300	12.8%	14.6%	88
▲ 1990 to 1999	5,114	19.8%	13.4%	148
1980 to 1989	3,760	14.6%	13.2%	110
1970 to 1979	3,557	13.8%	15.0%	92
▲ 1960 to 1969	3,869	15.0%	10.4%	144
1950 to 1959	2,298	8.9%	10.3%	87
↓ 1949 or earlier	1,495	5.8%	17.7%	33
Households By Number of Persons (2016)	24,802			
↓ 1 Person Household	5,250	21.2%	27.3%	78
2 Person Household	7,631	30.8%	32.3%	95
3 Person Household	4,622	18.6%	16.2%	115
▲ 4 Person Household	4,168	16.8%	13.1%	129
5 Person Household	1,856	7.5%	6.5%	116
6 Person Household	746	3.0%	2.8%	109
7 or more Person Household	528	2.1%	1.9%	112
Average Persons Per Household	2.8		2.6	107
Households By Heating Type (2013)	22,575			
▲ Utility and Other Gas	16,453	72.9%	54.0%	135
↓ Electric	5,355	23.7%	36.1%	66
↓ Oil	70	0.3%	6.1%	5
↓ Coal and Wood	299	1.3%	2.2%	60
▲ Solar/Other Fuel	231	1.0%	0.5%	207
↓ No Fuel Used	167	0.7%	0.9%	78

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TRANSPORTATION				
Households By Number of Vehicles (2016)	24,802			
↓ No Vehicles	966	3.9%	9.0%	43
↓ 1 Vehicle	5,728	23.1%	33.7%	68
2 Vehicle	10,299	41.5%	37.5%	111
▲ 3 or more Vehicles	7,810	31.5%	19.8%	159
Workers By Travel Time to Work (2016)	34,204			
Less than 15 minutes	9,415	27.5%	27.3%	101
↓ 15 to 29 minutes	8,584	25.1%	36.5%	69
30 to 44 minutes	5,952	17.4%	20.2%	86
▲ 45 to 59 minutes	4,767	13.9%	7.7%	180
▲ 60 or more minutes	5,487	16.0%	8.3%	193
▲ Average Travel Time to Work (minutes)	34.4		28.2	122
Workers By Type of Transportation to Work (2016)	35,552			
Drive Alone	27,888	78.4%	76.9%	102
Car Pool	3,471	9.8%	9.6%	102
↓ Public Transportation	1,376	3.9%	5.1%	76
↓ Walk to Work	497	1.4%	2.8%	50
Other Means	383	1.1%	1.2%	87
▲ Work at Home	1,937	5.4%	4.4%	124

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	19,402	78.2%	15.1%	518
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	3,338	13.5%	31.4%	43
5	Senior Life (7, 20, 21, 22, 30 and 31)	966	3.9%	6.9%	56
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	687	2.8%	14.7%	19
4	Rural Families (27, 26, 29, 33, 35 and 38)	286	1.2%	13.1%	9
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	47	0.2%	18.4%	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.		
4	Educated Mid-Life Families	8,879	35.8%	3.4%	1049
5	Prosperous Diversity	5,221	21.1%	3.1%	679
10	Suburban Mid-Life Families	2,160	8.7%	5.5%	157
1	Traditional Affluent Families	1,870	7.5%	3.5%	217
3	Mid-Life Prosperity	1,689	6.8%	1.5%	447
14	Secure Mid-Life Families	1,293	5.2%	0.7%	795
7	Prosperous and Mature	619	2.5%	0.5%	463
12	Educated New Starters	401	1.6%	2.9%	55
2	Professional Affluent Families	367	1.5%	0.8%	184
17	Large Young Families	324	1.3%	2.2%	61
15	Reliable Young Starters	269	1.1%	4.3%	26
9	Educated Working Families	221	0.9%	0.1%	1061
25	Working Country Consumers	199	0.8%	4.1%	20
21	Mature and Stable	184	0.7%	0.6%	131
18	Working Urban Families	155	0.6%	4.0%	16
29	Working Country Families	146	0.6%	1.0%	61
20	Cautious and Mature	138	0.6%	2.6%	21
27	Country Family Diversity	136	0.5%	0.3%	161
28	Building Country Families	124	0.5%	2.8%	18
6	Prosperous New Country Families	83	0.3%	2.1%	16

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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.		
11	Young Suburban Families	79	0.3%	3.0%	11
16	Established Country Families	75	0.3%	6.4%	5
49	Exception Households	73	0.3%	0.2%	118
24	Metro Multi-Ethnic Diversity	42	0.2%	2.7%	6
22	Mature and Established	25	0.1%	1.8%	6
8	Rising Potential Professionals	14	0.1%	2.3%	2
40	Surviving Urban Diversity	4	0.0%	4.0%	0
38	Rural Working Families	3	0.0%	8.8%	0
19	Educated and Promising	3	0.0%	0.1%	15
23	Established Empty-Nesters	1	0.0%	3.4%	0
45	Struggling Urban Diversity	1	0.0%	2.5%	0
26	Working Suburban Families	1	0.0%	0.1%	3
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		24,799	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.4%	35.4%	77
↓ Somewhat Involved with Their Faith	24.2%	29.9%	81
▲ Not Involved with Their Faith	48.9%	34.7%	141

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.8%	22.1%	81
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.4%	23.7%	86

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	127
↓ Baptist	7.2%	16.1%	45
Catholic	22.5%	23.7%	95
Congregational	2.0%	2.0%	102
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	241
Episcopal	2.9%	2.9%	101
↓ Holiness	0.1%	0.8%	16
↓ Jehovah's Witnesses	0.9%	1.1%	86
▲ Judaism	4.5%	3.2%	144
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	4.8%	10.1%	47
▲ Mormon	3.0%	1.8%	169
▲ New Age	1.1%	0.6%	188
▲ Non-Denominational / Independent	10.5%	6.9%	151
Orthodox	0.3%	0.3%	97
↓ Pentecostal	2.2%	2.4%	89
▲ Presbyterian / Reformed	5.5%	4.6%	120
▲ Unitarian / Universalist	0.9%	0.7%	130
▲ Interested but No Preference	5.6%	3.9%	144
▲ Not Interested and No Preference	18.4%	11.1%	166

Likely to Have Changed Their Preference in the Last 10 Years	17.5%	16.8%	104
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.0%	4.0%	125
↓ Lets them do what they want and is supportive	9.6%	11.7%	82
Lets them do what they want and stays out of the way	4.8%	4.8%	100
Works with them on deciding what to do and helps them do it	80.7%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.7%	43.5%	96
↓ Finding/Providing Health Insurance	20.6%	29.0%	71
↓ Day-to-Day Financial Worries	25.5%	31.6%	81
Finding Employment Opportunities	14.7%	14.4%	102
↓ Finding Affordable Housing	9.5%	11.3%	84
↓ Providing Adequate Food	4.9%	8.6%	57
Finding Child Care	6.3%	6.3%	100
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.9%	16.7%	83
Dealing With Teen / Child Problems	19.0%	20.7%	92
▲ Finding/Providing Aging Parent Care	17.9%	15.5%	115
↓ Dealing With Abusive Relationships	8.2%	11.4%	72
↓ Dealing With Divorce	3.1%	4.5%	70
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.0%	27.0%	104
▲ Finding/Providing Good Schools	26.9%	23.5%	115
Dealing with Problems in Schools	12.8%	13.6%	94
Dealing With Racial / Ethnic Prejudice	13.3%	13.1%	102
▲ Dealing With Neighborhood Gangs	11.5%	8.5%	135
▲ Dealing with Social Injustice	13.8%	11.3%	122
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.2%	50.6%	115
▲ Finding Time for Recreation / Leisure	32.4%	25.3%	128
Finding Better Quality Healthcare	22.2%	23.9%	93
Finding A Satisfying Job / Career	20.5%	19.3%	106
Finding Retirement Opportunities	19.1%	18.9%	101
▲ Achieving A Fulfilling Marriage	25.7%	22.3%	115
▲ Developing Parenting Skills	17.7%	14.7%	120
Achieving Educational Objectives	7.9%	7.5%	106
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.5%	29.8%	99
Finding Companionship	16.0%	17.3%	93
↓ Finding A Good Church	9.4%	15.2%	62
↓ Finding Spiritual Teaching	8.5%	12.9%	66
▲ Finding Life Direction	16.0%	14.0%	115

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	80.5%	84.5%	95
↓ “God is actively involved in the world including nations and their governments”	55.1%	63.8%	86

SOCIETY:

“It is important to preserve the traditional American family structure”	89.7%	91.5%	98
“A healthy environment has become a national crisis”	82.6%	82.8%	100
“Public education is essential to the future of American society”	95.6%	94.0%	102

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	42.6%	50.1%	85
“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”	59.5%	62.6%	95

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	36.7%	36.3%	101
“The changing racial / ethnic face of America is a threat to our national heritage”	35.4%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	63.7%	59.8%	107
▲ More than \$500 per year	35.4%	31.2%	113
▲ More than \$1,000 per year	21.7%	17.4%	125

TO CHARITIES:

▲ More than \$100 per year	47.0%	33.7%	139
▲ More than \$500 per year	14.5%	6.8%	213
▲ More than \$1,000 per year	5.0%	2.3%	217

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	24.7%	16.1%	153
▲ More than \$500 per year	7.3%	4.3%	170
▲ More than \$1,000 per year	4.8%	2.2%	218

Ministry Area Profile 2016
Compass
REPORT

Saint Michael Parish

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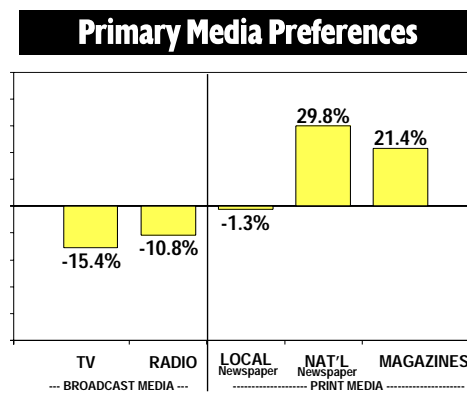
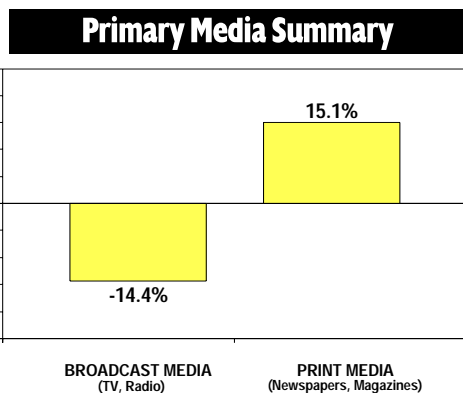
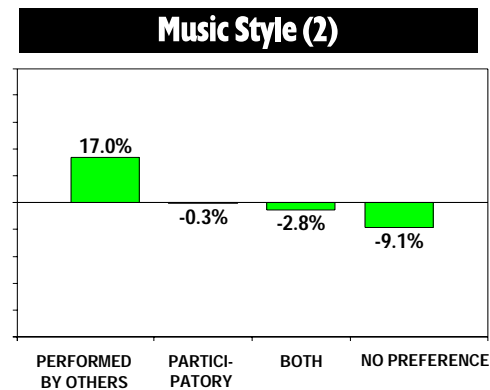
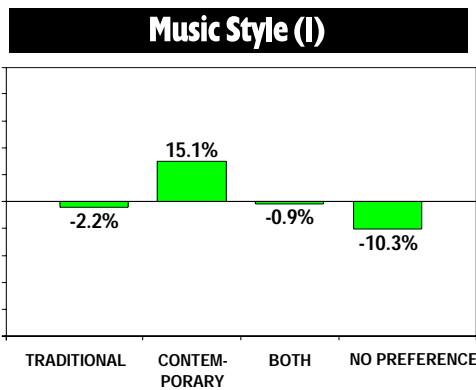
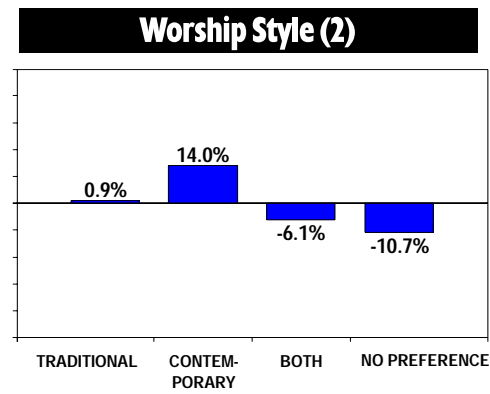
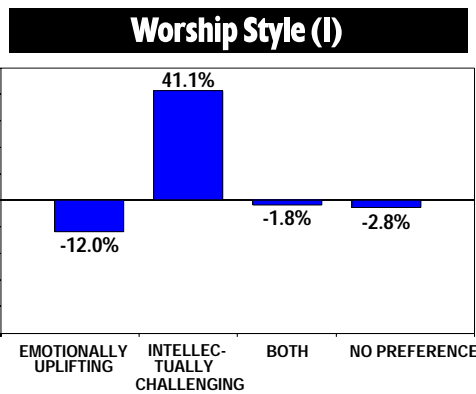
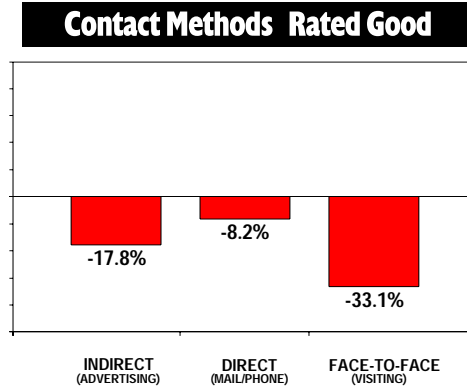
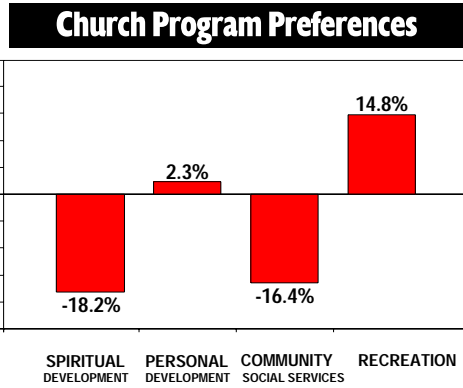
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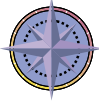


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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	30.5%	41.1%	74
Adult Theological Discussion Groups	20.6%	22.5%	92
Spiritual Retreats	10.4%	11.6%	90
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.8%	15.2%	104
▲ Parent Training Programs	9.0%	7.8%	115
↓ Twelve Step Programs	3.1%	3.5%	88
↓ Divorce Recovery	1.7%	2.4%	71
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	19.4%	22.5%	86
↓ Care for the Terminally Ill	12.1%	15.7%	77
↓ Food and Clothing Resources	6.4%	11.1%	58
Day Care Services	6.6%	6.1%	109
▲ Church Sponsored Day-School	6.5%	5.7%	114
<i>RECREATION:</i>			
▲ Youth Social Programs	34.5%	29.7%	116
Family Activities and Outings	36.0%	32.8%	110
Active Retirement Programs	27.4%	26.8%	102
▲ Cultural Programs (Music, Drama, Art)	25.9%	18.9%	137
▲ Sports or Camping	7.8%	6.3%	123

SUMMARY	
↓ Spiritual Development Index	82
Personal Development Index	102
↓ Community/Social Services Index	84
▲ Recreation Index	115



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	23.2%	26.4%	88
▲ B. Intellectually Challenging	15.7%	11.1%	141
C. Both A and B	38.5%	39.2%	98
D. No Preference or Not Interested	22.7%	23.4%	97

PART 2:

A. Traditional/Formal/Ceremonial	20.4%	20.2%	101
▲ B. Contemporary/Informal	30.0%	26.3%	114
C. Both A and B	24.9%	26.5%	94
↓ D. No Preference or Not Interested	24.1%	26.9%	89

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.9%	24.4%	98
▲ B. Contemporary	22.7%	19.7%	115
C. Both A and B	30.8%	31.1%	99
D. No Preference or Not Interested	22.2%	24.8%	90

PART 2:

▲ A. Performed by Others	21.9%	18.7%	117
B. Participatory	22.9%	22.9%	100
C. Both A and B	31.3%	32.2%	97
D. No Preference or Not Interested	23.8%	26.2%	91



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	24.2%	22.0%	110
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	35.8%	37.4%	96
D. No Preference or Not Interested	24.5%	26.3%	93

PART 2:

A. Global Mission	5.9%	6.2%	96
B. Local Mission	34.6%	33.3%	104
C. Both A and B	30.1%	30.1%	100
D. No Preference or Not Interested	28.9%	30.4%	95

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	24.5%	26.6%	92
▲ B. Contemporary	20.9%	15.9%	131
C. Both A and B	31.1%	32.3%	96
D. No Preference or Not Interested	23.3%	25.1%	93

PART 2:

↓ A. Somber/Serious	7.3%	9.4%	78
▲ B. Light and Airy	41.2%	34.7%	119
C. Both A and B	26.3%	27.7%	95
D. No Preference or Not Interested	25.4%	28.2%	90



Date: 6/20/2016

Prepared For:
 Saint Michael 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			

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	40.0%	47.3%	85
↓ Radio	11.9%	13.3%	89

PRINT MEDIA:

Local Newspaper	39.9%	36.1%	110
▲ National Newspaper	5.6%	4.3%	130
▲ Magazines	3.9%	2.4%	161

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.7%	31.9%	99
↓ Radio	21.0%	23.8%	89

PRINT MEDIA:

Local Newspaper	32.3%	32.7%	99
National Newspaper	6.3%	5.8%	110
▲ Magazines	8.6%	7.0%	121

SUMMARY

Overall Broadcast Media Index (100 = Average)	90
Overall Print Media Index	109



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 Custom Polygon

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	30.3%	36.2%	84
↓ Putting Ad in Local Newspaper	28.9%	33.8%	85
↓ Local Cable Channels	23.5%	30.4%	77
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	52.0%	53.7%	97
↓ Calling and Offering to Send Information By Mail	25.7%	29.5%	87
↓ Calling and Discussing on the Phone	9.8%	12.0%	82
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.5%	20.1%	67
↓ Going Door to Door	9.3%	14.0%	66

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	26.3%	19.6%	134
▲ Putting Ad in Local Newspaper	27.6%	21.5%	128
▲ Local Cable Channels	37.4%	30.7%	122
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.5%	13.3%	124
▲ Calling and Offering to Send Information By Mail	39.1%	34.0%	115
▲ Calling and Discussing on the Phone	68.1%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.5%	49.6%	122
Going Door to Door	70.2%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	82
Direct Methods Index	92
↓ Face-to-Face Methods Index	67

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	127
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	115