

ministry
area ●●●●●●
profile **2016**

Saint Patrick Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Patrick Parish

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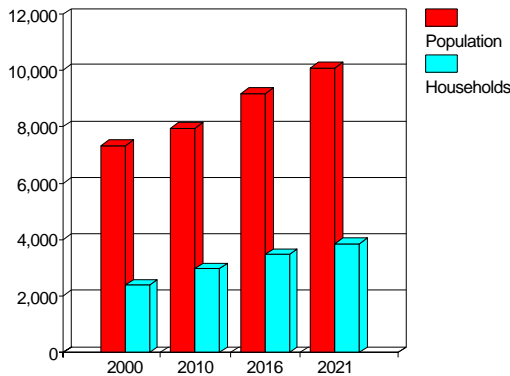
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 9,191 persons residing in the defined study area. This represents an increase of 1,874 or 25.6% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 9.7% or 890 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 *extremely low* with just 9 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Black Households* representing 76.2% 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 21.4% of the population and all other racial/ethnic groups make up a substantial 78.6% which is well above the national average of 39%. The largest of these groups, *African-Americans*, accounts for 38.0% of the total population. *Anglos* are projected to be the fastest growing group increasing by 36.3% 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 *Millenials* (age 15 to 34) comprised of 2,886 persons or 31.4% of the total population in the area. Compared to a national average of 27.2%, *Millenials* 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 *extremely non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 79.3% 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 24.0% 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, Neighborhood Crime and Safety, Abusive Relationships* and *Finding Spiritual Teaching*. (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 *somewhat 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 \$54,307 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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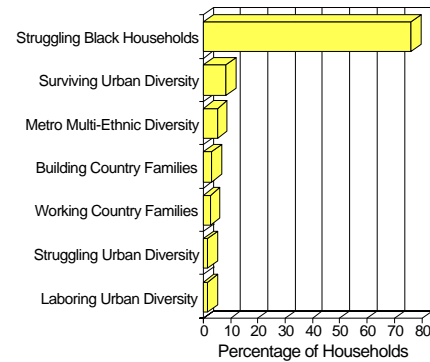
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Population and Households

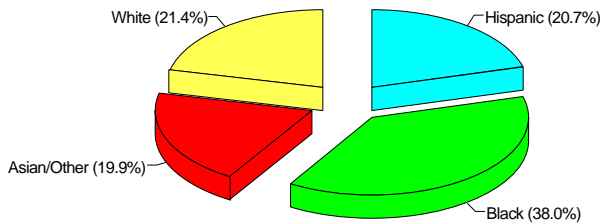


Primary U.S. Lifestyles Segments-2016

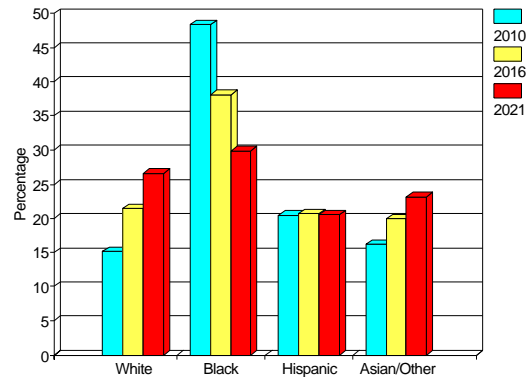


The population in the study area has increased by 1243 persons, or 15.6% since 2010 and is projected to increase by 890 persons, or 9.7% between 2016 and 2021. The number of households has increased by 507, or 17.2% since 2010 and is projected to increase by 367, or 10.6% between 2016 and 2021.

Population By Race/Ethnicity-2016

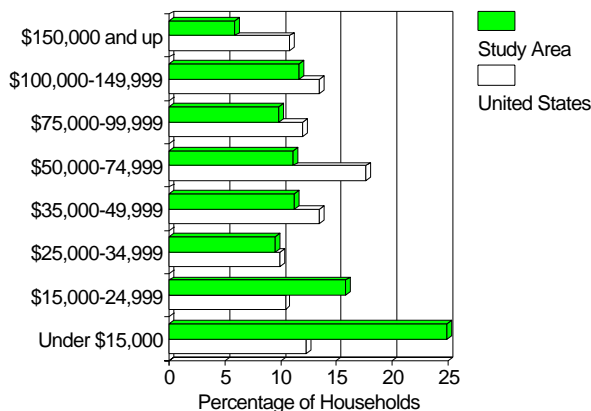


Population By Race/Ethnicity Trend

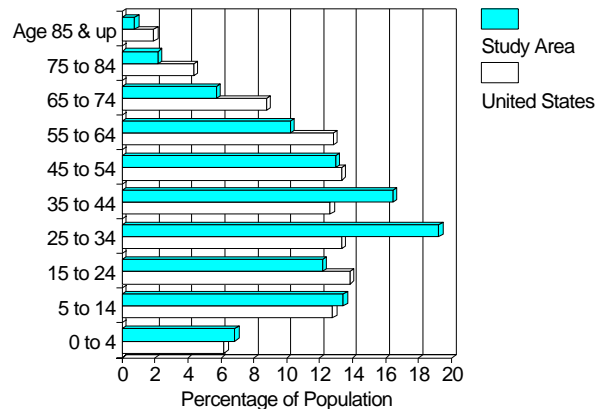


Between 2016 and 2021, the White population is projected to increase by 713 persons and to increase from 21.4% to 26.6% of the total population. The Black population is projected to decrease by 487 persons and to decrease from 38.0% to 29.8% of the total. The Hispanic/Latino population is projected to increase by 168 persons and to decrease from 20.7% to 20.5% of the total. The Asian/Other population is projected to increase by 495 persons and to increase from 19.9% to 23.1% of the total population.

Households By Income-2016



Population by Age-2016

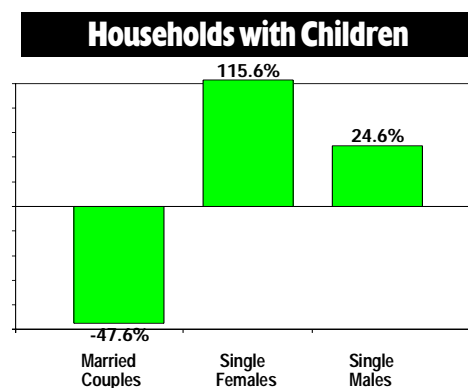
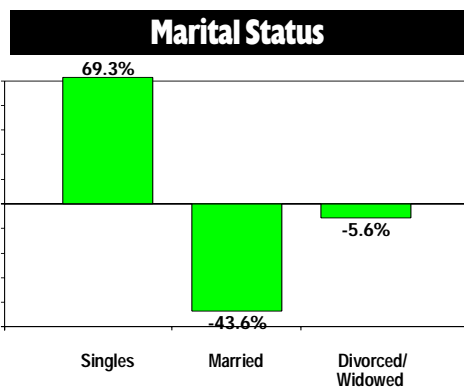
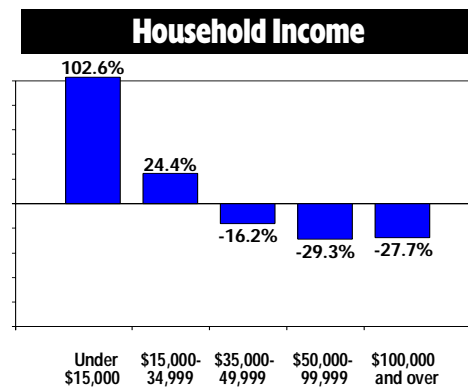
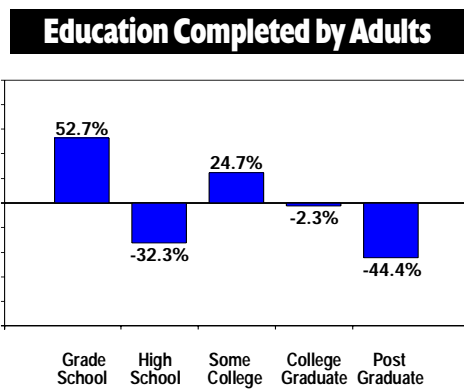
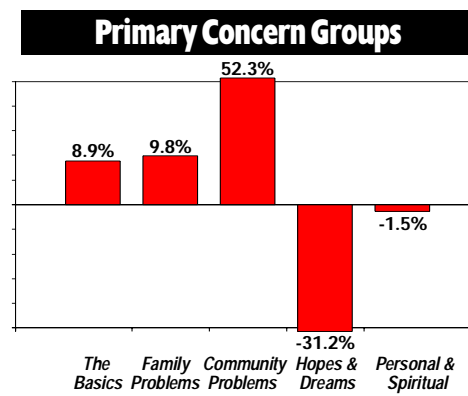
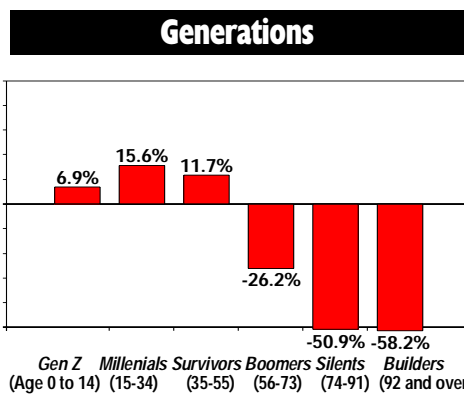
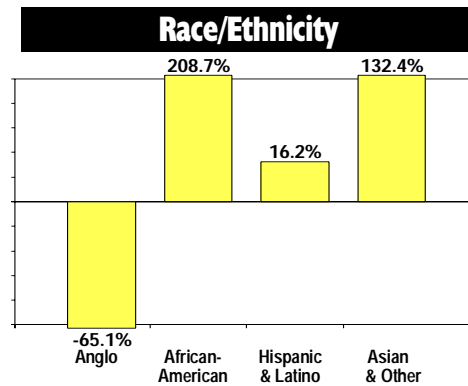
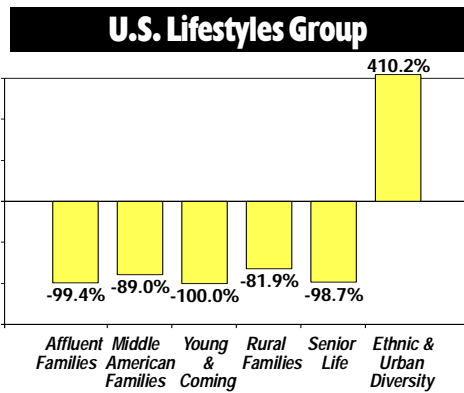


The average household income in the study area is \$54307 a year as compared to the U.S. average of \$77135. The average age in the study area is 35.2 and is projected to increase to 36.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	7,317	7,948	9,191	10,081
Population Change		631	1,243	890
Percentage Change		8.6%	15.6%	9.7%
Average Annual Growth Rate		0.9%	2.6%	1.9%
▲ Density (Pop. per square mile)	1,983	2,154	2,491	2,732
HOUSEHOLDS				
▲ Households	2,389	2,956	3,463	3,830
Household Change		567	507	367
Percentage Change		23.7%	17.2%	10.6%
Average Annual Growth Rate		2.4%	2.9%	2.1%
↓ Persons Per Household	3.00	2.64	2.60	2.58

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	1,203	15.1%	1,966	21.4%	2,679	26.6%
↓ African-American (Non-Hisp)	3,841	48.3%	3,494	38.0%	3,007	29.8%
Hispanic/Latino	1,622	20.4%	1,900	20.7%	2,068	20.5%
▲ Asian/Other (Non-Hisp)	1,283	16.1%	1,831	19.9%	2,326	23.1%

POPULATION BY GENDER						
Female	4,075	51.3%	4,708	51.2%	5,166	51.2%
Male	3,873	48.7%	4,483	48.8%	4,915	48.8%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	1,031	13.0%	1,865	20.3%	2,609	25.9%
↓ Millennials (Born 1982 to 2001)	2,507	31.5%	2,886	31.4%	3,088	30.6%
↓ Survivors (Born 1961 to 1981)	2,664	33.5%	2,803	30.5%	2,897	28.7%
↓ Boomers (Born 1943 to 1960)	1,334	16.8%	1,321	14.4%	1,231	12.2%
↓ Silents (Born 1925 to 1942)	389	4.9%	301	3.3%	253	2.5%
↓ Builders (Born 1924 and earlier)	54	0.7%	15	0.2%	1	0.0%

AGE			
▲ Average Age	33.8	35.2	36.8
▲ Median Age	32.2	34.1	36.4

INCOME			
▲ Average Household Income	\$37,279	\$54,307	\$62,631
▲ Median Household Income	\$32,656	\$40,886	\$47,393
▲ Per Capita Income	\$13,865	\$20,462	\$23,795

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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	14	0.5%	204	5.9%	352	9.2%
▲ \$100,000 to \$149,999	245	8.3%	404	11.7%	504	13.2%
\$75,000 to \$99,999	179	6.1%	340	9.8%	343	9.0%
\$50,000 to \$74,999	343	11.6%	385	11.1%	453	11.8%
\$35,000 to \$49,999	331	11.2%	389	11.2%	385	10.1%
\$25,000 to \$34,999	549	18.6%	329	9.5%	369	9.6%
\$15,000 to \$24,999	386	13.1%	549	15.9%	573	15.0%
↓ Under \$15,000	909	30.8%	863	24.9%	851	22.2%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	590	7.4%	632	6.9%	638	6.3%
Required Formal Schooling (5-17)	1,398	17.6%	1,582	17.2%	1,740	17.3%
↓ College Years, Career Starts (18-24)	893	11.2%	770	8.4%	798	7.9%
↓ Singles and Young Families (25-34)	1,560	19.6%	1,767	19.2%	1,589	15.8%
▲ Families, Empty Nesters (35-54)	2,246	28.3%	2,703	29.4%	3,182	31.6%
▲ Enrichment Years Singles/Couples (55-64)	727	9.1%	937	10.2%	1,050	10.4%
▲ Retirement Opportunities (65+)	565	7.1%	800	8.7%	1,082	10.7%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	590	7.4%	632	6.9%	638	6.3%
↓ 5 to 9 years	551	6.9%	636	6.9%	671	6.7%
10 to 14 years	538	6.8%	597	6.5%	678	6.7%
15 to 17 years	309	3.9%	349	3.8%	391	3.9%
↓ 18 to 20 years	367	4.6%	327	3.6%	345	3.4%
↓ 21 to 24 years	526	6.6%	443	4.8%	453	4.5%
↓ 25 to 29 years	821	10.3%	719	7.8%	746	7.4%
30 to 34 years	739	9.3%	1,048	11.4%	843	8.4%
▲ 35 to 39 years	662	8.3%	804	8.7%	932	9.2%
▲ 40 to 44 years	571	7.2%	705	7.7%	828	8.2%
▲ 45 to 49 years	528	6.6%	641	7.0%	727	7.2%
50 to 54 years	485	6.1%	553	6.0%	695	6.9%
55 to 59 years	417	5.2%	500	5.4%	546	5.4%
▲ 60 to 64 years	310	3.9%	437	4.8%	504	5.0%
▲ 65 to 69 years	203	2.6%	316	3.4%	404	4.0%
▲ 70 to 74 years	132	1.7%	210	2.3%	307	3.0%
▲ 75 to 84 years	170	2.1%	200	2.2%	293	2.9%
85 or more years	60	0.8%	74	0.8%	78	0.8%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	7,326			
▲ Single (Never Married)	4,081	55.7%	32.9%	169
↓ Married	2,072	28.3%	50.2%	56
Divorced/Widowed	1,171	16.0%	16.9%	94
Marital Status Females 15 and Older (2016)	3,799			
▲ Single (Never Married)	2,067	54.4%	29.8%	183
↓ Married	1,027	27.0%	48.8%	55
Divorced/Widowed	705	18.6%	21.4%	87
Marital Status Males 15 and Older (2016)	3,527			
▲ Single (Never Married)	2,014	57.1%	36.2%	158
↓ Married	1,047	29.7%	51.6%	58
Divorced/Widowed	466	13.2%	12.3%	108
FAMILY STRUCTURE				
Households By Type (2016)	3,463			
↓ Married Couple	768	22.2%	48.5%	46
▲ Other Family - Male Head of Household	215	6.2%	4.9%	126
▲ Other Family - Female Head of Household	929	26.8%	13.0%	206
▲ Non Family - Male Head of Household	805	23.2%	15.8%	147
▲ Non Family - Female Head of Household	746	21.5%	17.7%	121
Households With Children 0 to 18 (2016)	1,223			
↓ Married Couple Family	418	34.2%	65.2%	52
▲ Other Family - Male Head of Household	129	10.5%	8.5%	125
▲ Other Family - Female Head of Household	668	54.6%	25.3%	216
↓ Non Family	7	0.6%	1.0%	59
Population By Household Type (2016)	9,191			
↓ Group Quarters	158	1.7%	2.5%	68

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	158			
↓ 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
▲ Other	158	100.0%	15.2%	658
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	9,191			
↓ White (Non-Hispanic)	1,966	21.4%	61.3%	35
▲ African-American (Non-Hisp)	3,494	38.0%	12.3%	309
Hispanic/Latino	1,899	20.7%	17.8%	116
↓ Native American (Non-Hisp)	17	0.2%	0.7%	25
▲ Asian (Non-Hisp)	1,232	13.4%	5.3%	254
▲ Hawaiian & Pacific Islander (Non-Hisp)	28	0.3%	0.2%	181
▲ Other Races & Multiple Races (Non-Hisp)	555	6.0%	2.4%	252
Asian Population By Race (2016)	1,261			
▲ Chinese	519	41.2%	22.3%	184
↓ Japanese	34	2.7%	5.0%	54
↓ Indian	46	3.6%	19.5%	19
↓ Korean	34	2.7%	9.6%	28
▲ Vietnamese	317	25.1%	11.0%	229
↓ Other Asian Races	311	24.7%	32.5%	76
Hispanic/Latino Population By Race (2016)	1,899			
↓ White	367	19.3%	53.0%	36
▲ African-American	89	4.7%	2.5%	187
▲ Native American	50	2.6%	1.4%	192
▲ Asian	29	1.5%	0.4%	365
▲ Other Races & Multiple Races	1,364	71.8%	42.7%	168
Hispanic/Latino Population By Origin (2016)	1,899			
Mexican	1,240	65.3%	62.4%	105
↓ Puerto Rican	76	4.0%	9.5%	42
↓ Cuban	22	1.2%	3.5%	33
▲ Other Hispanic Origin	562	29.6%	24.6%	120

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	2,664			
▲ Pre-Primary (Public)	229	8.6%	3.4%	250
↓ Pre-Primary (Private)	46	1.7%	2.6%	66
↓ Elementary/High School (Public)	1,249	46.9%	58.9%	80
↓ Elementary/High School (Private)	47	1.8%	6.6%	27
▲ Enrolled in College	1,092	41.0%	28.4%	144
Population By Education Completed (Age 25 and over) (2016)	6,207			
▲ Elementary (Less than 9 years)	609	9.8%	5.8%	169
▲ Some High School (9 to 11 years)	678	10.9%	7.8%	141
↓ High School Graduate (12 years)	1,171	18.9%	27.9%	68
▲ Some College (13 to 15 years)	1,779	28.7%	21.2%	135
Associate Degree	478	7.7%	8.0%	96
Bachelor's Degree	1,111	17.9%	18.3%	98
↓ Graduate Degree	381	6.1%	11.0%	56
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	4,036			
TOTAL WHITE COLLAR	2,348	58.2%	61.5%	95
↓ Executive and Managerial	270	6.7%	9.7%	69
Professional Specialty	586	14.5%	16.6%	88
↓ Technical Support	246	6.1%	8.3%	74
↓ Sales	309	7.7%	10.9%	71
▲ Administrative Support & Clerical	937	23.2%	16.0%	145
TOTAL BLUE COLLAR	1,689	41.8%	38.5%	109
▲ Service: Private Households	340	8.4%	3.7%	228
↓ Service: Protective	60	1.5%	2.2%	67
▲ Service: Other	424	10.5%	7.5%	141
▲ Farming, Forestry & Fishing	37	0.9%	0.7%	127
↓ Precision Production and Craft	268	6.6%	11.0%	60
↓ Operators and Assemblers	86	2.1%	3.2%	66
Transportation and Material Moving	293	7.3%	6.2%	118
Laborers	181	4.5%	4.0%	111

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	7,213			
Employed	4,102	56.9%	58.1%	98
▲ Unemployed	800	11.1%	5.6%	197
Not in Labor Force	2,311	32.0%	36.3%	88
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	1,900	60.6%	66.8%	91
With No Own Children	1,472	47.0%	42.2%	111
With Own Children Age 0 to 5 only	156	5.0%	5.5%	91
↓ With Own Children Age 6 to 17 only	199	6.3%	14.8%	43
↓ With Own Children Both Age 0 to 5 and 6 to 17	73	2.3%	4.3%	54
▲ TOTAL NOT WORKING (UNEMPLOYED)	364	11.6%	6.2%	187
▲ With No Own Children	151	4.8%	3.8%	128
▲ With Own Children Age 0 to 5 only	45	1.4%	0.7%	218
▲ With Own Children Age 6 to 17 only	128	4.1%	1.3%	325
▲ With Own Children Both Age 0 to 5 and 6 to 17	40	1.3%	0.5%	233
TOTAL NOT IN THE LABOR FORCE	869	27.7%	27.0%	103
With No Own Children	492	15.7%	17.1%	92
▲ With Own Children Age 0 to 5 only	143	4.6%	2.6%	176
With Own Children Age 6 to 17 only	158	5.0%	4.6%	108
With Own Children Both Age 0 to 5 and 6 to 17	76	2.4%	2.6%	92
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	3,463			
↓ Above Poverty Line (Households with Children)	1,270	40.9%	59.6%	69
↓ Above Poverty Line (Households without Children)	628	20.2%	26.5%	76
▲ Below Poverty Line (Households with Children)	643	20.7%	7.9%	263
▲ Below Poverty Line (Households without Children)	562	18.1%	6.0%	300
Households By Presence of Retirement Income (2013)				
↓ With Retirement Income	189	6.4%	17.6%	36
▲ Without Retirement Income	3,226	109.1%	81.5%	134

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HOUSING				
Occupied Units By Type (2016)	3,463			
↓ Owner Occupied	970	28.0%	65.0%	43
▲ Renter Occupied	2,493	72.0%	35.0%	206
Median Rent (2013)	\$826		\$904	91
Structures By Number of Units (2016)	4,110			
↓ Single Unit	1,436	34.9%	67.3%	52
▲ 3 to 4 Units	1,174	28.6%	8.1%	352
▲ 5 to 19 Units	710	17.3%	9.3%	185
▲ 20 to 49 Units	188	4.6%	3.6%	127
▲ 50 or more Units	590	14.4%	5.1%	281
↓ Mobile Home	12	0.3%	6.4%	5
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.54		2.57	21
Owner-Occupied Property Values (2016)	970			
↓ Under \$40,000	3	0.3%	7.2%	4
↓ \$40,000 to \$59,999	0	0.0%	3.7%	0
↓ \$60,000 to \$79,999	26	2.7%	5.1%	52
↓ \$80,000 to \$99,999	1	0.1%	6.5%	2
↓ \$100,000 to 149,999	38	3.9%	15.1%	26
↓ \$150,000 to \$199,999	54	5.6%	14.6%	38
↓ \$200,000 to \$299,999	136	14.0%	18.1%	77
▲ \$300,000 to \$499,999	480	49.5%	16.9%	292
▲ \$500,000 to \$999,999	179	18.5%	9.7%	190
▲ \$1,000,000 and over	54	5.6%	3.0%	184
▲ Median Property Value	\$389,394		\$192,432	202

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	Number	Percent		
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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	4,110			
▲ 2010 and later	573	13.9%	5.5%	253
2000 to 2009	719	17.5%	14.6%	120
↓ 1990 to 1999	246	6.0%	13.4%	45
↓ 1980 to 1989	167	4.1%	13.2%	31
↓ 1970 to 1979	303	7.4%	15.0%	49
↓ 1960 to 1969	125	3.0%	10.4%	29
↓ 1950 to 1959	242	5.9%	10.3%	57
▲ 1949 or earlier	1,734	42.2%	17.7%	239
Households By Number of Persons (2016)	3,463			
1 Person Household	1,072	31.0%	27.3%	113
2 Person Household	952	27.5%	32.3%	85
3 Person Household	595	17.2%	16.2%	106
4 Person Household	393	11.3%	13.1%	87
5 Person Household	217	6.3%	6.5%	97
▲ 6 Person Household	125	3.6%	2.8%	130
▲ 7 or more Person Household	108	3.1%	1.9%	163
Average Persons Per Household	2.6		2.6	102
Households By Heating Type (2013)	3,416			
Utility and Other Gas	1,716	50.2%	54.0%	93
▲ Electric	1,536	45.0%	36.1%	124
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	27	0.8%	2.2%	36
Solar/Other Fuel	17	0.5%	0.5%	101
▲ No Fuel Used	119	3.5%	0.9%	369

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TRANSPORTATION				
Households By Number of Vehicles (2016)	3,463			
▲ No Vehicles	923	26.7%	9.0%	297
▲ 1 Vehicle	1,433	41.4%	33.7%	123
↓ 2 Vehicle	840	24.3%	37.5%	65
↓ 3 or more Vehicles	266	7.7%	19.8%	39
Workers By Travel Time to Work (2016)	3,475			
Less than 15 minutes	784	22.6%	27.3%	83
15 to 29 minutes	1,063	30.6%	36.5%	84
▲ 30 to 44 minutes	1,092	31.4%	20.2%	156
↓ 45 to 59 minutes	178	5.1%	7.7%	66
▲ 60 or more minutes	358	10.3%	8.3%	124
Average Travel Time to Work (minutes)	30.9		28.2	109
Workers By Type of Transportation to Work (2016)	3,651			
↓ Drive Alone	1,535	42.0%	76.9%	55
Car Pool	366	10.0%	9.6%	105
▲ Public Transportation	1,157	31.7%	5.1%	620
▲ Walk to Work	128	3.5%	2.8%	125
▲ Other Means	66	1.8%	1.2%	145
▲ Work at Home	398	10.9%	4.4%	248

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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	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	3,247	93.8%	18.4%	510
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	120	3.5%	31.4%	11
4	Rural Families (27, 26, 29, 33, 35 and 38)	82	2.4%	13.1%	18
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	3	0.1%	15.1%	1
5	Senior Life (7, 20, 21, 22, 30 and 31)	3	0.1%	6.9%	1
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	0	0.0%	14.7%	0

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.		
46	Struggling Black Households	2,634	76.1%	2.5%	3025
40	Surviving Urban Diversity	289	8.3%	4.0%	206
24	Metro Multi-Ethnic Diversity	178	5.1%	2.7%	187
28	Building Country Families	107	3.1%	2.8%	110
29	Working Country Families	81	2.3%	1.0%	243
45	Struggling Urban Diversity	58	1.7%	2.5%	68
43	Laboring Urban Diversity	52	1.5%	0.5%	296
36	Working Diverse Urbanites	15	0.4%	0.4%	100
32	Working Urban Life	12	0.3%	1.7%	21
25	Working Country Consumers	10	0.3%	4.1%	7
48	Struggling Urban Life	5	0.1%	0.8%	18
22	Mature and Established	3	0.1%	1.8%	5
41	Struggling Hispanic Households	3	0.1%	1.6%	5
14	Secure Mid-Life Families	3	0.1%	0.7%	13
16	Established Country Families	2	0.1%	6.4%	1
49	Exception Households	2	0.1%	0.2%	23
17	Large Young Families	1	0.0%	2.2%	1
27	Country Family Diversity	1	0.0%	0.3%	8
44	Laboring Urban Life	1	0.0%	0.1%	38
38	Rural Working Families	0	0.0%	8.8%	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.		
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
4	Educated Mid-Life Families	0	0.0%	3.4%	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
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
20	Cautious and Mature	0	0.0%	2.6%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	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
21	Mature and Stable	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
7	Prosperous and Mature	0	0.0%	0.5%	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
19	Educated and Promising	0	0.0%	0.1%	0
TOTALS		3,457	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

▲ Strongly Involved with Their Faith	40.6%	35.4%	114
↓ Somewhat Involved with Their Faith	25.2%	29.9%	84
↓ Not Involved with Their Faith	28.2%	34.7%	81

Estimated 2016 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	21.1%	22.1%	95
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	19.6%	23.7%	83

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	1.1%	0.5%	206
▲ Baptist	19.1%	16.1%	119
↓ Catholic	16.2%	23.7%	68
↓ Congregational	1.3%	2.0%	68
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.4%	0.4%	320
↓ Episcopal	2.3%	2.9%	79
▲ Holiness	1.1%	0.8%	138
▲ Jehovah's Witnesses	2.1%	1.1%	197
↓ Judaism	2.0%	3.2%	64
↓ Lutheran	4.1%	7.2%	57
↓ Methodist	5.8%	10.1%	58
▲ Mormon	2.0%	1.8%	114
▲ New Age	0.9%	0.6%	165
▲ Non-Denominational / Independent	10.4%	6.9%	150
↓ Orthodox	0.2%	0.3%	53
▲ Pentecostal	4.4%	2.4%	183
↓ Presbyterian / Reformed	3.2%	4.6%	69
Unitarian / Universalist	0.6%	0.7%	91
▲ Interested but No Preference	5.1%	3.9%	132
▲ Not Interested and No Preference	14.8%	11.1%	134
▲ Likely to Have Changed Their Preference in the Last 10 Years	19.5%	16.8%	116

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	3.6%	4.0%	90
Lets them do what they want and is supportive	11.5%	11.7%	98
▲ Lets them do what they want and stays out of the way	6.0%	4.8%	125
Works with them on deciding what to do and helps them do it	78.9%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	37.9%	43.5%	87
↓ Finding/Providing Health Insurance	23.0%	29.0%	79
Day-to-Day Financial Worries	33.6%	31.6%	106
▲ Finding Employment Opportunities	21.3%	14.4%	148
▲ Finding Affordable Housing	25.2%	11.3%	223
▲ Providing Adequate Food	10.1%	8.6%	118
Finding Child Care	6.5%	6.3%	104
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	21.5%	16.7%	129
▲ Dealing With Teen / Child Problems	23.3%	20.7%	113
↓ Finding/Providing Aging Parent Care	10.5%	15.5%	68
▲ Dealing With Abusive Relationships	17.8%	11.4%	156
↓ Dealing With Divorce	2.4%	4.5%	55
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	49.0%	27.0%	182
Finding/Providing Good Schools	22.7%	23.5%	97
↓ Dealing with Problems in Schools	11.0%	13.6%	81
▲ Dealing With Racial / Ethnic Prejudice	26.3%	13.1%	201
▲ Dealing With Neighborhood Gangs	23.2%	8.5%	273
▲ Dealing with Social Injustice	15.4%	11.3%	136
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	38.5%	50.6%	76
↓ Finding Time for Recreation / Leisure	13.4%	25.3%	53
↓ Finding Better Quality Healthcare	21.1%	23.9%	88
↓ Finding A Satisfying Job / Career	12.3%	19.3%	64
↓ Finding Retirement Opportunities	11.5%	18.9%	61
↓ Achieving A Fulfilling Marriage	11.6%	22.3%	52
↓ Developing Parenting Skills	8.1%	14.7%	55
▲ Achieving Educational Objectives	9.2%	7.5%	123
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.1%	29.8%	91
Finding Companionship	16.9%	17.3%	98
Finding A Good Church	14.1%	15.2%	93
▲ Finding Spiritual Teaching	19.2%	12.9%	148
↓ Finding Life Direction	10.6%	14.0%	76

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	85.7%	84.5%	101
▲ "God is actively involved in the world including nations and their governments"	70.4%	63.8%	110

SOCIETY:

"It is important to preserve the traditional American family structure"	89.0%	91.5%	97
"A healthy environment has become a national crisis"	87.4%	82.8%	106
"Public education is essential to the future of American society"	91.9%	94.0%	98

INSTITUTIONAL ROLES:

▲ "Government should be the primary provider of human welfare services"	58.9%	50.1%	118
"The role of Churches / Synagogues is to help form and support moral values"	82.1%	81.1%	101
▲ "Churches and religious organizations should provide more human services"	74.3%	62.6%	119

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	42.7%	36.3%	118
↓ "The changing racial / ethnic face of America is a threat to our national heritage"	32.1%	36.3%	88

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	61.3%	59.8%	103
More than \$500 per year	30.2%	31.2%	97
↓ More than \$1,000 per year	12.9%	17.4%	74

TO CHARITIES:

More than \$100 per year	30.6%	33.7%	91
↓ More than \$500 per year	4.9%	6.8%	72
↓ More than \$1,000 per year	1.8%	2.3%	78

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	19.9%	16.1%	124
▲ More than \$500 per year	7.2%	4.3%	167
▲ More than \$1,000 per year	4.5%	2.2%	205

Ministry Area Profile 2016
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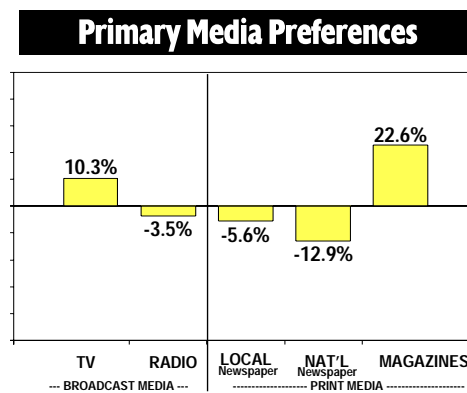
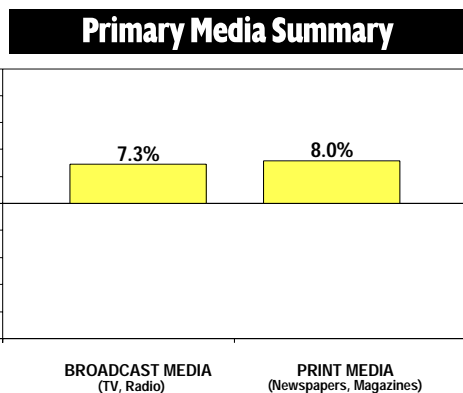
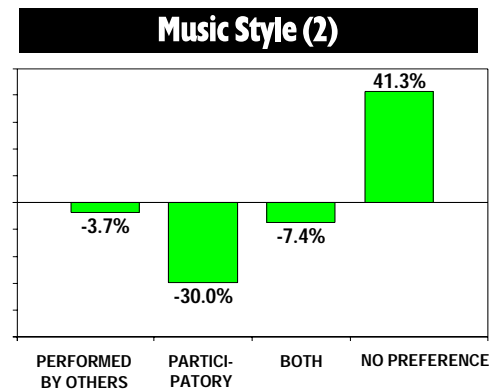
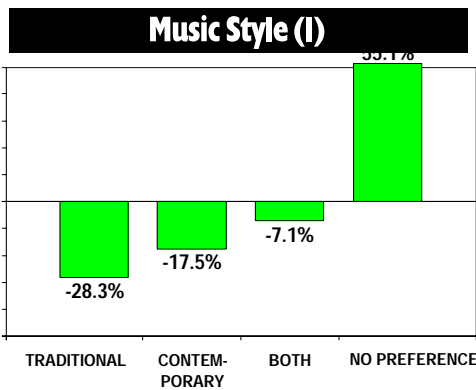
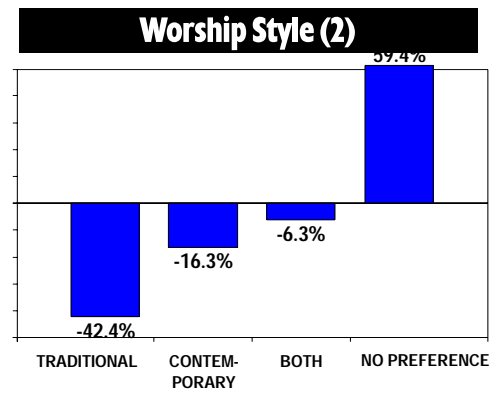
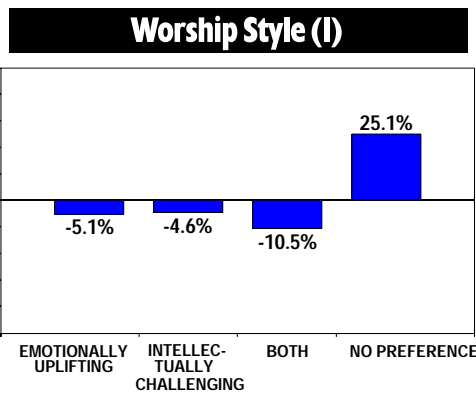
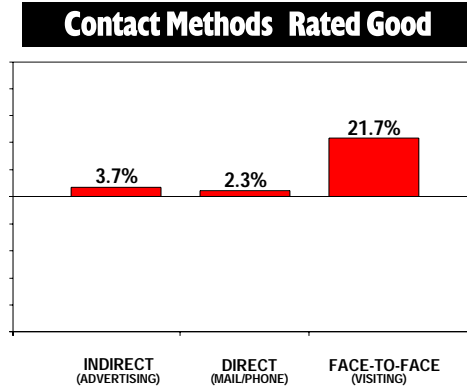
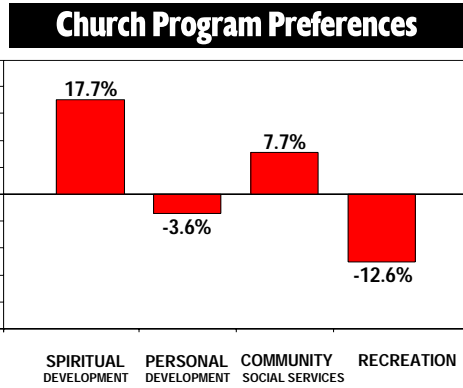
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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	54.8%	41.1%	133
↓ Adult Theological Discussion Groups	16.9%	22.5%	75
▲ Spiritual Retreats	16.8%	11.6%	145

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	9.0%	15.2%	59
▲ Parent Training Programs	10.5%	7.8%	135
▲ Twelve Step Programs	6.7%	3.5%	193
↓ Divorce Recovery	1.7%	2.4%	70

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	22.9%	22.5%	102
▲ Care for the Terminally Ill	19.3%	15.7%	123
▲ Food and Clothing Resources	12.5%	11.1%	112
Day Care Services	6.5%	6.1%	107
↓ Church Sponsored Day-School	4.6%	5.7%	80

RECREATION:

Youth Social Programs	31.3%	29.7%	106
↓ Family Activities and Outings	26.6%	32.8%	81
↓ Active Retirement Programs	22.8%	26.8%	85
↓ Cultural Programs (Music, Drama, Art)	14.2%	18.9%	75
↓ Sports or Camping	5.2%	6.3%	83

SUMMARY

▲ Spiritual Development Index	118
Personal Development Index	96
Community/Social Services Index	108
↓ Recreation Index	87



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	25.0%	26.4%	95
B. Intellectually Challenging	10.6%	11.1%	95
C. Both A and B	35.0%	39.2%	90
▲ D. No Preference or Not Interested	29.3%	23.4%	125

PART 2:

↓ A. Traditional/Formal/Ceremonial	11.7%	20.2%	58
↓ B. Contemporary/Informal	22.0%	26.3%	84
C. Both A and B	24.9%	26.5%	94
▲ D. No Preference or Not Interested	42.9%	26.9%	159

MUSIC STYLE INDICATOR

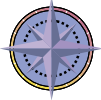
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	17.5%	24.4%	72
↓ B. Contemporary	16.3%	19.7%	83
C. Both A and B	28.9%	31.1%	93
▲ D. No Preference or Not Interested	38.4%	24.8%	155

PART 2:

A. Performed by Others	18.0%	18.7%	96
↓ B. Participatory	16.1%	22.9%	70
C. Both A and B	29.8%	32.2%	93
▲ D. No Preference or Not Interested	37.0%	26.2%	141



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MISSION EMPHASIS INDICATOR

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

PART 1:

↓ A. Community	18.4%	22.0%	83
▲ B. Personal Spiritual Development	16.6%	14.3%	116
↓ C. Both A and B	31.2%	37.4%	84
▲ D. No Preference or Not Interested	34.3%	26.3%	130

PART 2:

A. Global Mission	6.1%	6.2%	98
↓ B. Local Mission	25.1%	33.3%	75
C. Both A and B	27.1%	30.1%	90
▲ D. No Preference or Not Interested	42.9%	30.4%	141

CHURCH ARCHITECTURE INDICATOR

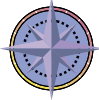
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	20.7%	26.6%	78
B. Contemporary	15.7%	15.9%	98
C. Both A and B	30.0%	32.3%	93
▲ D. No Preference or Not Interested	34.1%	25.1%	136

PART 2:

▲ A. Somber/Serious	10.6%	9.4%	113
↓ B. Light and Airy	24.9%	34.7%	72
↓ C. Both A and B	24.7%	27.7%	89
▲ D. No Preference or Not Interested	39.3%	28.2%	139



Date: 6/20/2016

Prepared For:
 Saint Patrick 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	52.1%	47.3%	110
Radio	12.9%	13.3%	97

PRINT MEDIA:

Local Newspaper	38.7%	36.1%	107
↓ National Newspaper	3.8%	4.3%	87
▲ Magazines	3.8%	2.4%	159

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.8%	31.9%	93
Radio	24.4%	23.8%	103

PRINT MEDIA:

Local Newspaper	30.9%	32.7%	94
▲ National Newspaper	7.4%	5.8%	128
▲ Magazines	8.6%	7.0%	123

SUMMARY

Overall Broadcast Media Index (100 = Average)	103
Overall Print Media Index	105



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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			

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	38.7%	36.2%	107
Putting Ad in Local Newspaper	33.1%	33.8%	98
Local Cable Channels	32.5%	30.4%	107
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	49.2%	53.7%	92
Calling and Offering to Send Information By Mail	32.1%	29.5%	109
▲ Calling and Discussing on the Phone	16.1%	12.0%	134
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	20.5%	20.1%	102
▲ Going Door to Door	21.0%	14.0%	150

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	16.6%	19.6%	85
Putting Ad in Local Newspaper	21.0%	21.5%	97
Local Cable Channels	27.7%	30.7%	90
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	15.1%	13.3%	113
↓ Calling and Offering to Send Information By Mail	28.1%	34.0%	83
↓ Calling and Discussing on the Phone	50.2%	60.6%	83
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	39.1%	49.6%	79
↓ Going Door to Door	48.5%	64.0%	76

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	104
Direct Methods Index	102
▲ Face-to-Face Methods Index	122

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	91
↓ Direct Methods Index	86
↓ Face-to-Face Methods Index	77