

# ministry area profile 2016

Saint Patrick Parish, Rodeo

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Patrick Parish, Rodeo

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

Currently, there are 20,713 persons residing in the defined study area. This represents an increase of 2,452 or 13.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)



**Is the population in this area projected to grow?**

Yes, between 2016 and 2021, the population is projected to increase by 5.2% or 1,078 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)



**How much lifestyle diversity is represented?**

The lifestyle diversity in the area is *very low* with only 16 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 49.8% of all households. (see pages 13 and 14)



**How do racial or ethnic groups contribute to diversity in this area?**

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 20.9% of the population and all other racial/ethnic groups make up a substantial 79.1% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 37.2% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 14.8% between 2016 and 2021. (see pages 4 and 7)



**What are the major generational groups represented?**

The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 5,882 persons or 28.4% of the total population in the area. *Boomers* (age 56 to 73) make up 21.6% of the population which compared to a national average of 19.5% makes them the most over-represented group in the area. (see page 4)



**Overall, how traditional are the family structures?**

The area can be described as *somewhat traditional* due to the above average presence of married persons and two-parent families. (see page 6)



**How educated are the adults?**

Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 89.1% 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 31.7% of those over 25 in the area versus 29.4% in the U.S. (see page 8)



**Which household concerns are unusually high in the area?**

Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Employment Opportunities, Achieving Educational Objectives, Child Care, Achieving a Fulfilling Marriage* and *Time for Recreation/Leisure*. (see page 16)



**What is the likely faith receptivity?**

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)



**What is the likely giving potential in the area?**

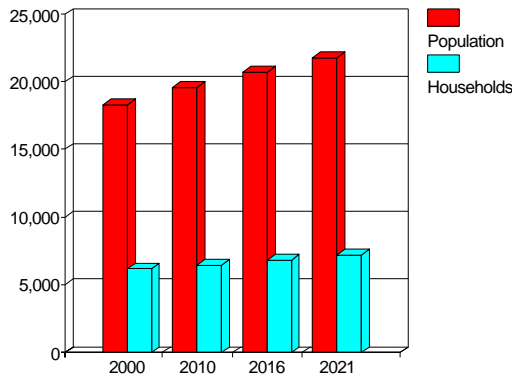
Based upon the average household income of \$106,599 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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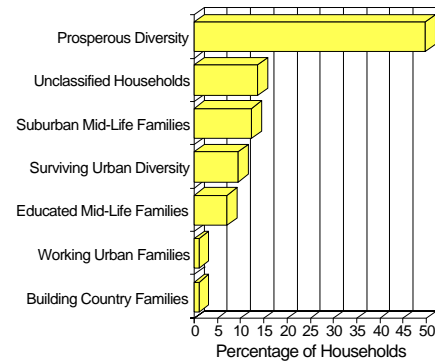
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### Population and Households

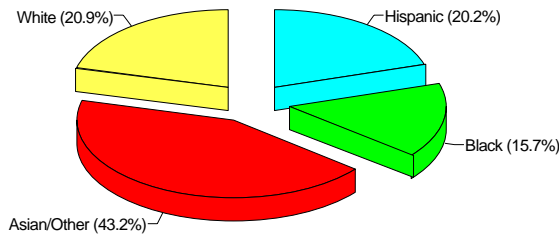


### Primary U.S. Lifestyles Segments-2016

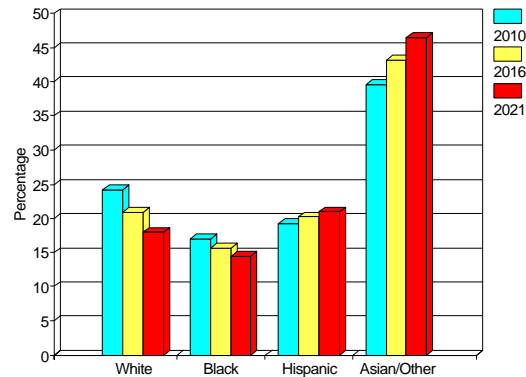


The population in the study area has increased by 1161 persons, or 5.9% since 2010 and is projected to increase by 1078 persons, or 5.2% between 2016 and 2021. The number of households has increased by 381, or 5.9% since 2010 and is projected to increase by 364, or 5.3% between 2016 and 2021.

### Population By Race/Ethnicity-2016

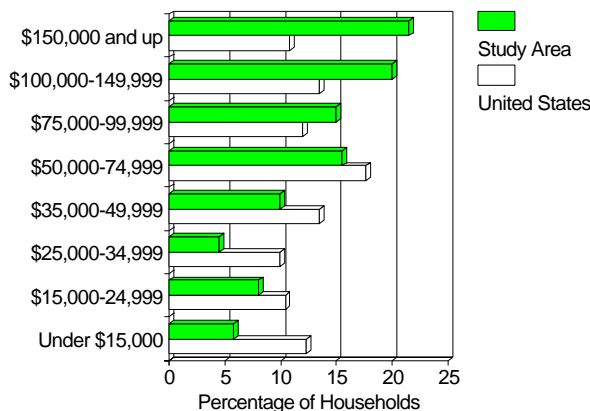


### Population By Race/Ethnicity Trend

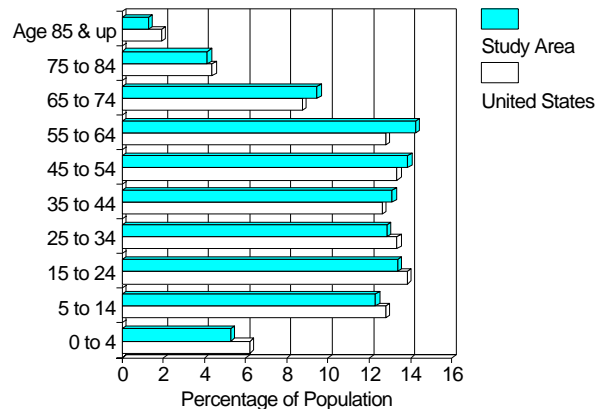


Between 2016 and 2021, the White population is projected to decrease by 412 persons and to decrease from 20.9% to 18.0% of the total population. The Black population is projected to decrease by 86 persons and to decrease from 15.7% to 14.5% of the total. The Hispanic/Latino population is projected to increase by 397 persons and to increase from 20.2% to 21.0% of the total. The Asian/Other population is projected to increase by 1181 persons and to increase from 43.2% to 46.5% of the total population.

### Households By Income-2016



### Population by Age-2016

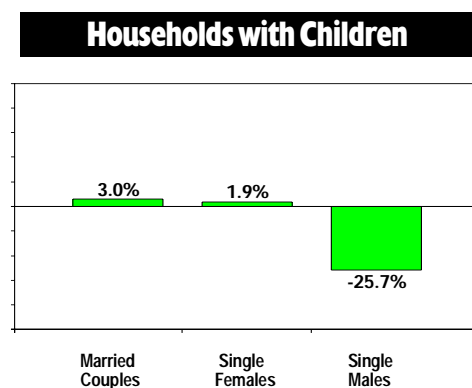
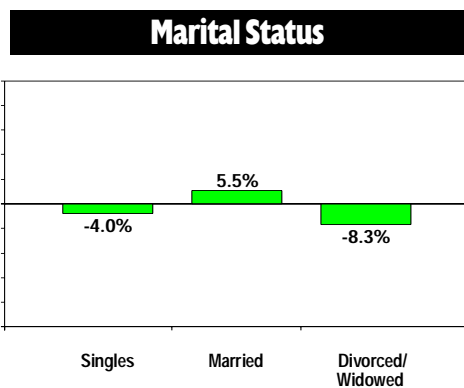
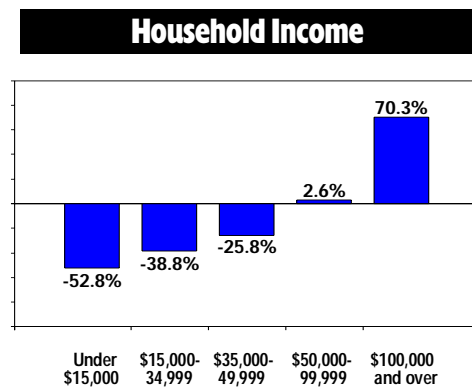
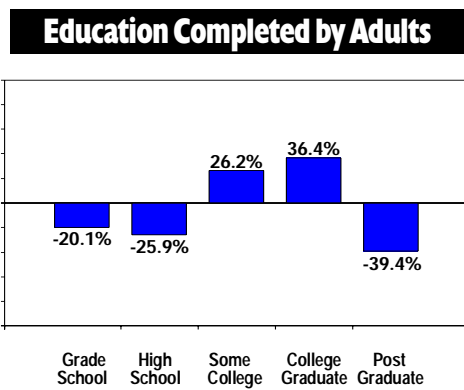
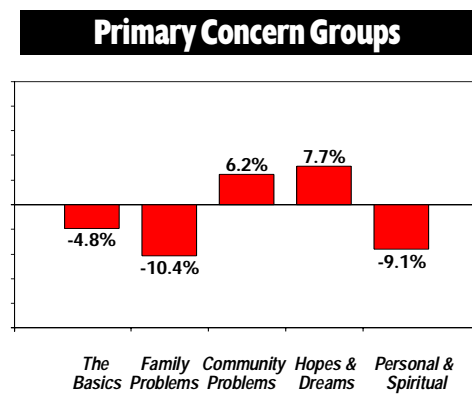
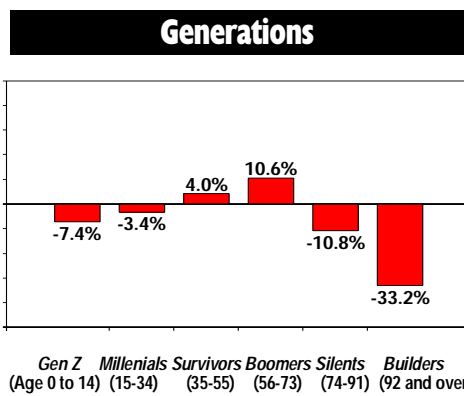
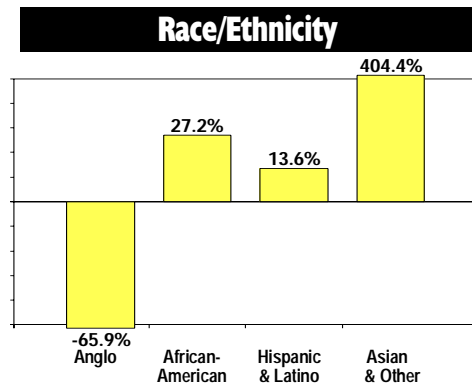
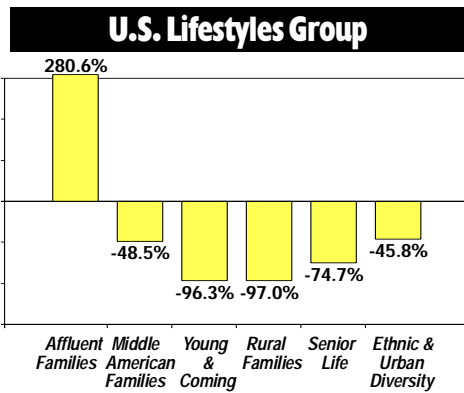


The average household income in the study area is \$106599 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.7 and is projected to increase to 40.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	18,261	19,552	20,713	21,791
Population Change		1,291	1,161	1,078
Percentage Change		7.1%	5.9%	5.2%
▲ <b>Average Annual Growth Rate</b>		0.7%	1.0%	1.0%
▲ <b>Density (Pop. per square mile)</b>	1,932	2,069	2,192	2,306
HOUSEHOLDS				
▲ <b>Households</b>	6,185	6,436	6,817	7,181
Household Change		251	381	364
Percentage Change		4.1%	5.9%	5.3%
▲ <b>Average Annual Growth Rate</b>		0.4%	1.0%	1.1%
Persons Per Household	2.94	3.03	3.03	3.02

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	4,724	24.2%	4,330	20.9%	3,918	18.0%
↓ African-American (Non-Hisp)	3,330	17.0%	3,244	15.7%	3,158	14.5%
▲ <b>Hispanic/Latino</b>	3,765	19.3%	4,183	20.2%	4,580	21.0%
▲ <b>Asian/Other (Non-Hisp)</b>	7,732	39.5%	8,955	43.2%	10,136	46.5%

POPULATION BY GENDER						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
↓ Female	10,088	51.6%	10,666	51.5%	11,218	51.5%
▲ <b>Male</b>	9,464	48.4%	10,047	48.5%	10,573	48.5%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
▲ <b>Generation Z (Born 2002 and later)</b>	2,159	11.0%	3,643	17.6%	4,993	22.9%
↓ Millennials (Born 1982 to 2001)	5,277	27.0%	5,438	26.3%	5,583	25.6%
↓ Survivors (Born 1961 to 1981)	5,612	28.7%	5,883	28.4%	6,127	28.1%
↓ Boomers (Born 1943 to 1960)	4,682	23.9%	4,463	21.5%	4,147	19.0%
↓ Silents (Born 1925 to 1942)	1,603	8.2%	1,232	5.9%	937	4.3%
↓ Builders (Born 1924 and earlier)	216	1.1%	54	0.3%	3	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Age</b>	38.0	39.7	40.9
▲ <b>Median Age</b>	38.8	39.9	41.0

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Household Income</b>	\$92,289	\$106,599	\$119,581
▲ <b>Median Household Income</b>	\$78,565	\$87,061	\$97,271
▲ <b>Per Capita Income</b>	\$30,379	\$35,083	\$39,407

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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	917	14.3%	1,463	21.5%	1,876	26.1%
\$100,000 to \$149,999	1,365	21.2%	1,357	19.9%	1,518	21.1%
↓ \$75,000 to \$99,999	1,073	16.7%	1,016	14.9%	974	13.6%
↓ \$50,000 to \$74,999	1,062	16.5%	1,056	15.5%	1,046	14.6%
\$35,000 to \$49,999	541	8.4%	678	9.9%	568	7.9%
▲ \$25,000 to \$34,999	278	4.3%	305	4.5%	363	5.1%
↓ \$15,000 to \$24,999	707	11.0%	546	8.0%	473	6.6%
↓ Under \$15,000	492	7.6%	396	5.8%	363	5.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,129	5.8%	1,093	5.3%	1,126	5.2%
↓ Required Formal Schooling (5-17)	3,568	18.2%	3,411	16.5%	3,310	15.2%
College Years, Career Starts (18-24)	1,780	9.1%	1,913	9.2%	1,969	9.0%
▲ Singles and Young Families (25-34)	2,406	12.3%	2,664	12.9%	2,809	12.9%
↓ Families, Empty Nesters (35-54)	5,641	28.9%	5,586	27.0%	5,704	26.2%
Enrichment Years Singles/Couples (55-64)	2,717	13.9%	2,952	14.3%	2,990	13.7%
▲ Retirement Opportunities (65+)	2,307	11.8%	3,093	14.9%	3,882	17.8%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,129	5.8%	1,093	5.3%	1,126	5.2%
↓ 5 to 9 years	1,287	6.6%	1,195	5.8%	1,147	5.3%
↓ 10 to 14 years	1,359	7.0%	1,355	6.5%	1,272	5.8%
↓ 15 to 17 years	922	4.7%	861	4.2%	891	4.1%
↓ 18 to 20 years	846	4.3%	795	3.8%	831	3.8%
21 to 24 years	934	4.8%	1,118	5.4%	1,138	5.2%
▲ 25 to 29 years	1,198	6.1%	1,391	6.7%	1,533	7.0%
↓ 30 to 34 years	1,208	6.2%	1,273	6.1%	1,276	5.9%
↓ 35 to 39 years	1,294	6.6%	1,341	6.5%	1,362	6.3%
40 to 44 years	1,348	6.9%	1,375	6.6%	1,491	6.8%
↓ 45 to 49 years	1,522	7.8%	1,375	6.6%	1,374	6.3%
↓ 50 to 54 years	1,477	7.6%	1,495	7.2%	1,477	6.8%
↓ 55 to 59 years	1,463	7.5%	1,483	7.2%	1,484	6.8%
60 to 64 years	1,254	6.4%	1,469	7.1%	1,506	6.9%
▲ 65 to 69 years	814	4.2%	1,191	5.8%	1,315	6.0%
▲ 70 to 74 years	603	3.1%	771	3.7%	1,199	5.5%
▲ 75 to 84 years	650	3.3%	863	4.2%	1,070	4.9%
▲ 85 or more years	240	1.2%	268	1.3%	298	1.4%

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	Number	Percent		
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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	17,070			
Single (Never Married)	5,389	31.6%	32.9%	96
Married	9,031	52.9%	50.2%	105
Divorced/Widowed	2,650	15.5%	16.9%	92
<b>Marital Status Females 15 and Older (2016)</b>	8,894			
Single (Never Married)	2,444	27.5%	29.8%	92
Married	4,613	51.9%	48.8%	106
Divorced/Widowed	1,837	20.7%	21.4%	97
<b>Marital Status Males 15 and Older (2016)</b>	8,176			
Single (Never Married)	2,945	36.0%	36.2%	100
Married	4,418	54.0%	51.6%	105
Divorced/Widowed	813	9.9%	12.3%	81
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	6,817			
Married Couple	3,803	55.8%	48.5%	115
Other Family - Male Head of Household	372	5.5%	4.9%	111
▲ Other Family - Female Head of Household	<b>1,148</b>	<b>16.8%</b>	<b>13.0%</b>	<b>130</b>
↓ Non Family - Male Head of Household	663	9.7%	15.8%	61
↓ Non Family - Female Head of Household	830	12.2%	17.7%	69
<b>Households With Children 0 to 18 (2016)</b>	2,736			
Married Couple Family	1,838	67.2%	65.2%	103
↓ Other Family - Male Head of Household	172	6.3%	8.5%	74
Other Family - Female Head of Household	706	25.8%	25.3%	102
↓ Non Family	20	0.7%	1.0%	76
<b>Population By Household Type (2016)</b>	20,713			
↓ Group Quarters	69	0.3%	2.5%	13



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	69			
▲ <b>Correctional Facilities</b>	<b>29</b>	<b>42.0%</b>	<b>30.0%</b>	<b>140</b>
↓ 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>40</b>	<b>58.0%</b>	<b>15.2%</b>	<b>381</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	20,713			
↓ White (Non-Hispanic)	4,330	20.9%	61.3%	34
▲ <b>African-American (Non-Hisp)</b>	<b>3,244</b>	<b>15.7%</b>	<b>12.3%</b>	<b>127</b>
Hispanic/Latino	4,183	20.2%	17.8%	114
↓ Native American (Non-Hisp)	75	0.4%	0.7%	49
▲ <b>Asian (Non-Hisp)</b>	<b>7,608</b>	<b>36.7%</b>	<b>5.3%</b>	<b>696</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>94</b>	<b>0.5%</b>	<b>0.2%</b>	<b>270</b>
▲ <b>Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>1,178</b>	<b>5.7%</b>	<b>2.4%</b>	<b>238</b>
<b>Asian Population By Race (2016)</b>	7,718			
↓ Chinese	859	11.1%	22.3%	50
↓ Japanese	138	1.8%	5.0%	36
↓ Indian	950	12.3%	19.5%	63
↓ Korean	55	0.7%	9.6%	7
↓ Vietnamese	370	4.8%	11.0%	44
▲ <b>Other Asian Races</b>	<b>5,346</b>	<b>69.3%</b>	<b>32.5%</b>	<b>213</b>
<b>Hispanic/Latino Population By Race (2016)</b>	4,183			
↓ White	1,760	42.1%	53.0%	79
African-American	89	2.1%	2.5%	85
↓ Native American	21	0.5%	1.4%	37
▲ <b>Asian</b>	<b>110</b>	<b>2.6%</b>	<b>0.4%</b>	<b>628</b>
▲ <b>Other Races &amp; Multiple Races</b>	<b>2,203</b>	<b>52.7%</b>	<b>42.7%</b>	<b>123</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	4,183			
Mexican	2,793	66.8%	62.4%	107
↓ Puerto Rican	98	2.3%	9.5%	25
↓ Cuban	28	0.7%	3.5%	19
▲ <b>Other Hispanic Origin</b>	<b>1,264</b>	<b>30.2%</b>	<b>24.6%</b>	<b>123</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	5,329			
↓ Pre-Primary (Public)	87	1.6%	3.4%	47
↓ Pre-Primary (Private)	45	0.8%	2.6%	32
Elementary/High School (Public)	2,886	54.2%	58.9%	92
▲ Elementary/High School (Private)	<b>577</b>	<b>10.8%</b>	<b>6.6%</b>	<b>163</b>
Enrolled in College	1,734	32.5%	28.4%	115
<b>Population By Education Completed (Age 25 and over) (2016)</b>	14,295			
Elementary (Less than 9 years)	788	5.5%	5.8%	95
↓ Some High School (9 to 11 years)	763	5.3%	7.8%	69
↓ High School Graduate (12 years)	2,954	20.7%	27.9%	74
▲ Some College (13 to 15 years)	<b>3,912</b>	<b>27.4%</b>	<b>21.2%</b>	<b>129</b>
Associate Degree	1,348	9.4%	8.0%	118
▲ Bachelor's Degree	<b>3,571</b>	<b>25.0%</b>	<b>18.3%</b>	<b>136</b>
↓ Graduate Degree	957	6.7%	11.0%	61
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	9,690			
TOTAL WHITE COLLAR	6,537	67.5%	61.5%	110
Executive and Managerial	865	8.9%	9.7%	92
↓ Professional Specialty	1,260	13.0%	16.6%	78
▲ Technical Support	<b>1,244</b>	<b>12.8%</b>	<b>8.3%</b>	<b>155</b>
Sales	1,052	10.9%	10.9%	100
▲ Administrative Support & Clerical	<b>2,116</b>	<b>21.8%</b>	<b>16.0%</b>	<b>136</b>
TOTAL BLUE COLLAR	3,152	32.5%	38.5%	84
Service: Private Households	313	3.2%	3.7%	87
▲ Service: Protective	<b>288</b>	<b>3.0%</b>	<b>2.2%</b>	<b>134</b>
Service: Other	669	6.9%	7.5%	93
↓ Farming, Forestry & Fishing	6	0.1%	0.7%	9
↓ Precision Production and Craft	660	6.8%	11.0%	62
Operators and Assemblers	311	3.2%	3.2%	99
Transportation and Material Moving	548	5.7%	6.2%	92
Laborers	357	3.7%	4.0%	91

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Saint Patrick Parish, Rodeo

Study Area Definition:  
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	16,789			
Employed	9,652	57.5%	58.1%	99
Unemployed	848	5.1%	5.6%	90
Not in Labor Force	6,289	37.5%	36.3%	103
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	6,168			
TOTAL WORKING	4,043	65.5%	66.8%	98
With No Own Children	2,436	39.5%	42.2%	94
↓ With Own Children Age 0 to 5 only	257	4.2%	5.5%	76
With Own Children Age 6 to 17 only	1,061	17.2%	14.8%	116
With Own Children Both Age 0 to 5 and 6 to 17	289	4.7%	4.3%	109
TOTAL NOT WORKING (UNEMPLOYED)	315	5.1%	6.2%	82
↓ With No Own Children	151	2.4%	3.8%	65
↓ With Own Children Age 0 to 5 only	16	0.3%	0.7%	39
▲ With Own Children Age 6 to 17 only	148	2.4%	1.3%	191
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
TOTAL NOT IN THE LABOR FORCE	1,810	29.3%	27.0%	109
With No Own Children	1,214	19.7%	17.1%	115
With Own Children Age 0 to 5 only	145	2.4%	2.6%	90
With Own Children Age 6 to 17 only	292	4.7%	4.6%	102
With Own Children Both Age 0 to 5 and 6 to 17	159	2.6%	2.6%	97
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	6,817			
Above Poverty Line (Households with Children)	5,003	62.6%	59.6%	105
Above Poverty Line (Households without Children)	2,373	29.7%	26.5%	112
↓ Below Poverty Line (Households with Children)	323	4.0%	7.9%	51
↓ Below Poverty Line (Households without Children)	293	3.7%	6.0%	61
<b>Households By Presence of Retirement Income (2013)</b>	6,436			
With Retirement Income	1,315	20.4%	17.6%	116
Without Retirement Income	5,003	77.7%	81.5%	95

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	Number	Percent		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	6,817			
Owner Occupied	4,878	71.6%	65.0%	110
Renter Occupied	1,939	28.4%	35.0%	81
Median Rent (2013)	\$1,061		\$904	117
<b>Structures By Number of Units (2016)</b>	7,214			
▲ <b>Single Unit</b>	<b>5,958</b>	<b>82.6%</b>	<b>67.3%</b>	<b>123</b>
3 to 4 Units	624	8.6%	8.1%	107
↓ 5 to 19 Units	253	3.5%	9.3%	38
↓ 20 to 49 Units	149	2.1%	3.6%	57
↓ 50 or more Units	156	2.2%	5.1%	42
↓ Mobile Home	54	0.7%	6.4%	12
▲ <b>Other</b>	<b>20</b>	<b>0.3%</b>	<b>0.1%</b>	<b>325</b>
▲ <b>Single To Multiple Unit Ratio</b>	<b>5.04</b>		<b>2.57</b>	<b>196</b>
<b>Owner-Occupied Property Values (2016)</b>	4,878			
↓ Under \$40,000	89	1.8%	7.2%	25
↓ \$40,000 to \$59,999	37	0.8%	3.7%	21
↓ \$60,000 to \$79,999	11	0.2%	5.1%	4
↓ \$80,000 to \$99,999	9	0.2%	6.5%	3
↓ \$100,000 to 149,999	150	3.1%	15.1%	20
↓ \$150,000 to \$199,999	189	3.9%	14.6%	27
\$200,000 to \$299,999	768	15.7%	18.1%	87
▲ <b>\$300,000 to \$499,999</b>	<b>2,241</b>	<b>45.9%</b>	<b>16.9%</b>	<b>271</b>
▲ <b>\$500,000 to \$999,999</b>	<b>1,241</b>	<b>25.4%</b>	<b>9.7%</b>	<b>262</b>
\$1,000,000 and over	144	3.0%	3.0%	98
▲ <b>Median Property Value</b>	<b>\$409,586</b>		<b>\$192,432</b>	<b>213</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	7,214			
2010 and later	407	5.6%	5.5%	102
▲ 2000 to 2009	<b>1,402</b>	<b>19.4%</b>	<b>14.6%</b>	<b>133</b>
↓ 1990 to 1999	462	6.4%	13.4%	48
▲ 1980 to 1989	<b>1,496</b>	<b>20.7%</b>	<b>13.2%</b>	<b>157</b>
▲ 1970 to 1979	<b>1,821</b>	<b>25.2%</b>	<b>15.0%</b>	<b>169</b>
↓ 1960 to 1969	402	5.6%	10.4%	54
↓ 1950 to 1959	251	3.5%	10.3%	34
↓ 1949 or earlier	973	13.5%	17.7%	76
<b>Households By Number of Persons (2016)</b>	6,817			
↓ 1 Person Household	1,219	17.9%	27.3%	66
2 Person Household	1,936	28.4%	32.3%	88
3 Person Household	1,304	19.1%	16.2%	118
▲ 4 Person Household	<b>1,154</b>	<b>16.9%</b>	<b>13.1%</b>	<b>130</b>
▲ 5 Person Household	<b>676</b>	<b>9.9%</b>	<b>6.5%</b>	<b>153</b>
▲ 6 Person Household	<b>295</b>	<b>4.3%</b>	<b>2.8%</b>	<b>156</b>
▲ 7 or more Person Household	<b>232</b>	<b>3.4%</b>	<b>1.9%</b>	<b>178</b>
Average Persons Per Household	3.0		2.6	117
<b>Households By Heating Type (2013)</b>	6,318			
▲ Utility and Other Gas	<b>4,737</b>	<b>75.0%</b>	<b>54.0%</b>	<b>139</b>
↓ Electric	1,503	23.8%	36.1%	66
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	45	0.7%	2.2%	32
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	33	0.5%	0.9%	55

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	6,817			
↓ No Vehicles	358	5.3%	9.0%	58
↓ 1 Vehicle	1,542	22.6%	33.7%	67
2 Vehicle	2,723	39.9%	37.5%	107
▲ <b>3 or more Vehicles</b>	<b>2,194</b>	<b>32.2%</b>	<b>19.8%</b>	<b>163</b>
<b>Workers By Travel Time to Work (2016)</b>	8,959			
↓ Less than 15 minutes	1,289	14.4%	27.3%	53
↓ 15 to 29 minutes	2,426	27.1%	36.5%	74
▲ <b>30 to 44 minutes</b>	<b>2,448</b>	<b>27.3%</b>	<b>20.2%</b>	<b>135</b>
▲ <b>45 to 59 minutes</b>	<b>1,075</b>	<b>12.0%</b>	<b>7.7%</b>	<b>155</b>
▲ <b>60 or more minutes</b>	<b>1,720</b>	<b>19.2%</b>	<b>8.3%</b>	<b>231</b>
▲ <b>Average Travel Time to Work (minutes)</b>	<b>38.8</b>		<b>28.2</b>	<b>138</b>
<b>Workers By Type of Transportation to Work (2016)</b>	9,250			
Drive Alone	6,547	70.8%	76.9%	92
▲ <b>Car Pool</b>	<b>1,379</b>	<b>14.9%</b>	<b>9.6%</b>	<b>156</b>
▲ <b>Public Transportation</b>	<b>712</b>	<b>7.7%</b>	<b>5.1%</b>	<b>151</b>
↓ Walk to Work	135	1.5%	2.8%	52
▲ <b>Other Means</b>	<b>198</b>	<b>2.1%</b>	<b>1.2%</b>	<b>172</b>
↓ Work at Home	280	3.0%	4.4%	69

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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	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	3,921	57.5%	15.1%	381
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,104	16.2%	31.4%	52
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	679	10.0%	18.4%	54
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	119	1.7%	6.9%	25
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	37	0.5%	14.7%	4
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	27	0.4%	13.1%	3

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.		
5	Prosperous Diversity	3,397	49.8%	3.1%	1607
50	Unclassified Households	932	13.7%	0.2%	6291
10	Suburban Mid-Life Families	843	12.4%	5.5%	223
40	Surviving Urban Diversity	644	9.4%	4.0%	234
4	Educated Mid-Life Families	482	7.1%	3.4%	207
18	Working Urban Families	74	1.1%	4.0%	27
28	Building Country Families	71	1.0%	2.8%	37
23	Established Empty-Nesters	59	0.9%	3.4%	26
25	Working Country Consumers	57	0.8%	4.1%	20
7	Prosperous and Mature	47	0.7%	0.5%	128
20	Cautious and Mature	37	0.5%	2.6%	21
15	Reliable Young Starters	35	0.5%	4.3%	12
14	Secure Mid-Life Families	31	0.5%	0.7%	69
24	Metro Multi-Ethnic Diversity	30	0.4%	2.7%	16
22	Mature and Established	30	0.4%	1.8%	25
35	Laboring Country Families	15	0.2%	2.7%	8
3	Mid-Life Prosperity	7	0.1%	1.5%	7
29	Working Country Families	7	0.1%	1.0%	11
43	Laboring Urban Diversity	5	0.1%	0.5%	14
2	Professional Affluent Families	4	0.1%	0.8%	7

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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.		
27	Country Family Diversity	3	0.0%	0.3%	13
30	Urban Senior Life	2	0.0%	0.8%	4
21	Mature and Stable	2	0.0%	0.6%	5
26	Working Suburban Families	2	0.0%	0.1%	25
8	Rising Potential Professionals	1	0.0%	2.3%	1
31	Mature Country Families	1	0.0%	0.5%	3
49	Exception Households	1	0.0%	0.2%	6
19	Educated and Promising	1	0.0%	0.1%	19
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
1	Traditional Affluent Families	0	0.0%	3.5%	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
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
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
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
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
33	Laboring Rural 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>6,820</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	28.5%	35.4%	80
↓ Somewhat Involved with Their Faith	25.4%	29.9%	85
<b>▲ Not Involved with Their Faith</b>	<b>45.5%</b>	<b>34.7%</b>	<b>131</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.2%	22.1%	82
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	21.0%	23.7%	88

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

Adventist	0.6%	0.5%	108
↓ Baptist	9.3%	16.1%	58
Catholic	22.4%	23.7%	95
Congregational	2.0%	2.0%	104
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>0.9%</b>	<b>0.4%</b>	<b>214</b>
↓ Episcopal	2.5%	2.9%	85
↓ Holiness	0.1%	0.8%	17
↓ Jehovah's Witnesses	0.9%	1.1%	87
Judaism	3.5%	3.2%	110
↓ Lutheran	6.5%	7.2%	89
↓ Methodist	4.5%	10.1%	45
<b>▲ Mormon</b>	<b>3.1%</b>	<b>1.8%</b>	<b>178</b>
<b>▲ New Age</b>	<b>1.8%</b>	<b>0.6%</b>	<b>316</b>
<b>▲ Non-Denominational / Independent</b>	<b>10.7%</b>	<b>6.9%</b>	<b>154</b>
↓ Orthodox	0.2%	0.3%	77
Pentecostal	2.3%	2.4%	94
Presbyterian / Reformed	4.4%	4.6%	96
<b>▲ Unitarian / Universalist</b>	<b>0.9%</b>	<b>0.7%</b>	<b>123</b>
<b>▲ Interested but No Preference</b>	<b>5.6%</b>	<b>3.9%</b>	<b>145</b>
<b>▲ Not Interested and No Preference</b>	<b>17.6%</b>	<b>11.1%</b>	<b>159</b>
Likely to Have Changed Their Preference in the Last 10 Years	17.6%	16.8%	105

**LEADERSHIP PREFERENCE INDICATOR**

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

Tells them what to do	3.7%	4.0%	93
Lets them do what they want and is supportive	12.2%	11.7%	104
Lets them do what they want and stays out of the way	4.5%	4.8%	94
Works with them on deciding what to do and helps them do it	79.6%	79.6%	100

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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	40.6%	43.5%	93
↓ Finding/Providing Health Insurance	21.8%	29.0%	75
Day-to-Day Financial Worries	31.5%	31.6%	100
▲ <b>Finding Employment Opportunities</b>	<b>18.2%</b>	<b>14.4%</b>	<b>126</b>
Finding Affordable Housing	11.6%	11.3%	103
↓ Providing Adequate Food	6.4%	8.6%	74
▲ <b>Finding Child Care</b>	<b>7.6%</b>	<b>6.3%</b>	<b>121</b>
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	13.0%	16.7%	77
Dealing With Teen / Child Problems	21.1%	20.7%	102
Finding/Providing Aging Parent Care	15.3%	15.5%	99
↓ Dealing With Abusive Relationships	8.6%	11.4%	75
↓ Dealing With Divorce	3.7%	4.5%	83
<b>COMMUNITY PROBLEMS:</b>			
▲ <b>Neighborhood Crime and Safety</b>	<b>29.8%</b>	<b>27.0%</b>	<b>111</b>
Finding/Providing Good Schools	25.4%	23.5%	108
Dealing with Problems in Schools	12.3%	13.6%	90
Dealing With Racial / Ethnic Prejudice	11.8%	13.1%	90
▲ <b>Dealing With Neighborhood Gangs</b>	<b>12.5%</b>	<b>8.5%</b>	<b>147</b>
Dealing with Social Injustice	11.2%	11.3%	99
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	55.8%	50.6%	110
▲ <b>Finding Time for Recreation / Leisure</b>	<b>29.6%</b>	<b>25.3%</b>	<b>117</b>
↓ Finding Better Quality Healthcare	19.5%	23.9%	82
Finding A Satisfying Job / Career	21.1%	19.3%	109
Finding Retirement Opportunities	17.8%	18.9%	94
▲ <b>Achieving A Fulfilling Marriage</b>	<b>26.8%</b>	<b>22.3%</b>	<b>120</b>
▲ <b>Developing Parenting Skills</b>	<b>16.7%</b>	<b>14.7%</b>	<b>113</b>
▲ <b>Achieving Educational Objectives</b>	<b>9.4%</b>	<b>7.5%</b>	<b>126</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.4%	29.8%	95
Finding Companionship	16.0%	17.3%	93
↓ Finding A Good Church	10.9%	15.2%	72
↓ Finding Spiritual Teaching	10.4%	12.9%	81
Finding Life Direction	15.3%	14.0%	110

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#### KEY VALUES INDICATOR

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

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

"I believe there is a God"	84.3%	84.5%	100
"God is actively involved in the world including nations and their governments"	60.1%	63.8%	94

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

"It is important to preserve the traditional American family structure"	91.1%	91.5%	100
"A healthy environment has become a national crisis"	81.6%	82.8%	99
"Public education is essential to the future of American society"	95.2%	94.0%	101

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

"Government should be the primary provider of human welfare services"	45.5%	50.1%	91
"The role of Churches / Synagogues is to help form and support moral values"	78.8%	81.1%	97
"Churches and religious organizations should provide more human services"	59.4%	62.6%	95

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

"The United States must open its doors to all people groups"	36.8%	36.3%	101
"The changing racial / ethnic face of America is a threat to our national heritage"	35.2%	36.3%	97

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	59.6%	59.8%	100
More than \$500 per year	31.8%	31.2%	102
More than \$1,000 per year	18.5%	17.4%	106

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

▲ More than \$100 per year	40.3%	33.7%	120
▲ More than \$500 per year	8.3%	6.8%	122
More than \$1,000 per year	2.1%	2.3%	91

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

More than \$100 per year	16.3%	16.1%	101
↓ More than \$500 per year	3.3%	4.3%	77
↓ More than \$1,000 per year	1.9%	2.2%	86

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

Saint Patrick Parish, Rodeo

**Study Area Definition:**  
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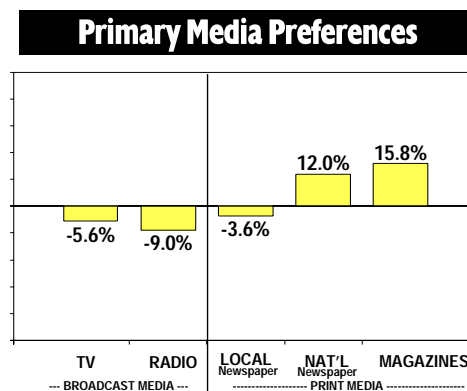
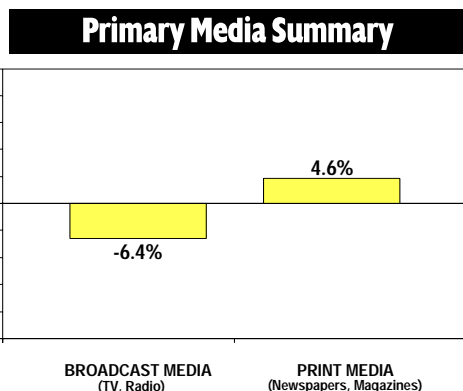
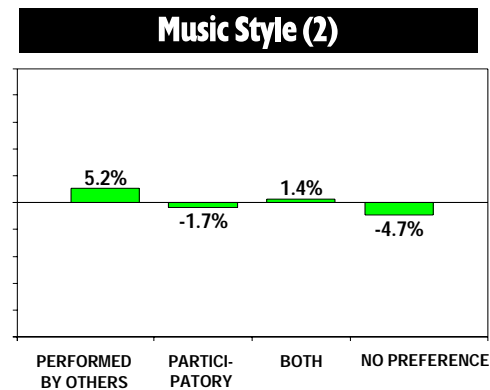
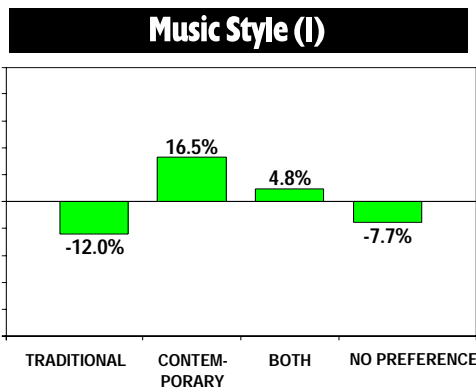
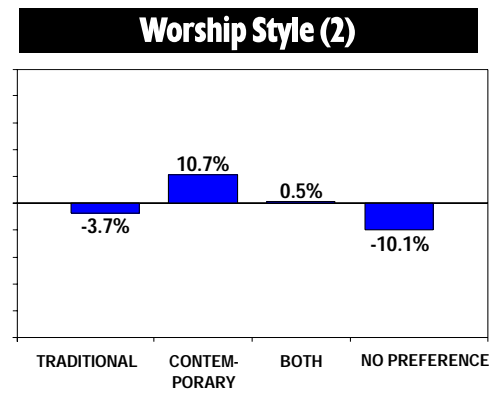
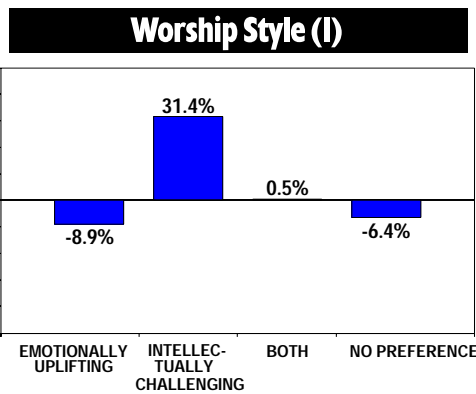
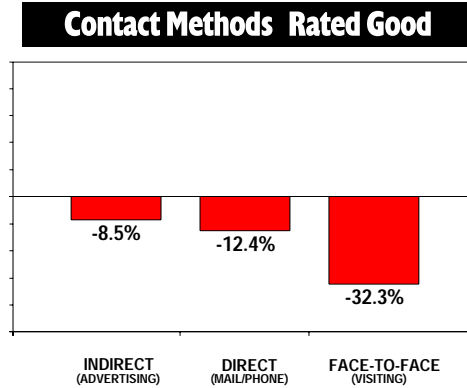
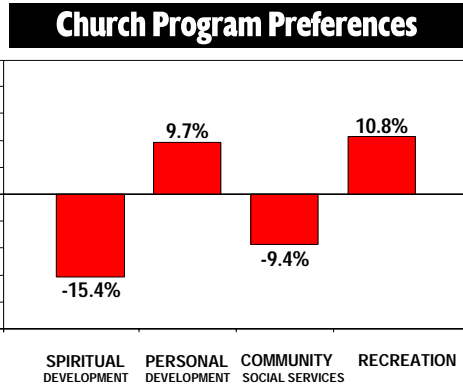
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY 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 Patrick Parish, Rodeo

Study Area Definition:  
 Custom Polygon





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### CHURCH PROGRAM PREFERENCE INDICATOR

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

<b>SPIRITUAL DEVELOPMENT:</b>			
↓ Bible Study Discussion and Prayer Groups	33.2%	41.1%	81
↓ Adult Theological Discussion Groups	19.9%	22.5%	89
Spiritual Retreats	10.6%	11.6%	91
<b>PERSONAL DEVELOPMENT:</b>			
Marriage Enrichment Opportunities	16.4%	15.2%	108
▲ <b>Parent Training Programs</b>	<b>10.0%</b>	<b>7.8%</b>	<b>128</b>
Twelve Step Programs	3.2%	3.5%	92
↓ Divorce Recovery	2.1%	2.4%	85
<b>COMMUNITY/SOCIAL SERVICES:</b>			
Personal or Family Counseling	21.8%	22.5%	97
↓ Care for the Terminally Ill	11.4%	15.7%	73
↓ Food and Clothing Resources	7.3%	11.1%	66
▲ <b>Day Care Services</b>	<b>8.8%</b>	<b>6.1%</b>	<b>145</b>
Church Sponsored Day-School	6.0%	5.7%	106
<b>RECREATION:</b>			
▲ <b>Youth Social Programs</b>	<b>34.5%</b>	<b>29.7%</b>	<b>116</b>
▲ <b>Family Activities and Outings</b>	<b>40.6%</b>	<b>32.8%</b>	<b>124</b>
↓ Active Retirement Programs	22.7%	26.8%	85
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>21.0%</b>	<b>18.9%</b>	<b>111</b>
▲ <b>Sports or Camping</b>	<b>8.1%</b>	<b>6.3%</b>	<b>128</b>

<b>SUMMARY</b>	
↓ Spiritual Development Index	85
Personal Development Index	110
Community/Social Services Index	91
▲ <b>Recreation Index</b>	<b>111</b>



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

A. Emotionally Uplifting	24.0%	26.4%	91
▲ B. Intellectually Challenging	<b>14.6%</b>	<b>11.1%</b>	<b>131</b>
C. Both A and B	39.4%	39.2%	101
D. No Preference or Not Interested	21.9%	23.4%	94

**PART 2:**

A. Traditional/Formal/Ceremonial	19.5%	20.2%	96
▲ B. Contemporary/Informal	<b>29.1%</b>	<b>26.3%</b>	<b>111</b>
C. Both A and B	26.6%	26.5%	100
D. No Preference or Not Interested	24.2%	26.9%	90

**MUSIC STYLE INDICATOR**

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

**PART 1:**

↓ A. Traditional	21.5%	24.4%	88
▲ B. Contemporary	<b>23.0%</b>	<b>19.7%</b>	<b>117</b>
C. Both A and B	32.6%	31.1%	105
D. No Preference or Not Interested	22.9%	24.8%	92

**PART 2:**

A. Performed by Others	19.7%	18.7%	105
B. Participatory	22.5%	22.9%	98
C. Both A and B	32.6%	32.2%	101
D. No Preference or Not Interested	25.0%	26.2%	95





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	22.2%	22.0%	101
B. Personal Spiritual Development	14.3%	14.3%	100
C. Both A and B	38.8%	37.4%	104
D. No Preference or Not Interested	24.5%	26.3%	93

**PART 2:**

▲ A. Global Mission	<b>7.0%</b>	<b>6.2%</b>	<b>113</b>
B. Local Mission	31.1%	33.3%	93
C. Both A and B	33.0%	30.1%	110
D. No Preference or Not Interested	28.7%	30.4%	95

**CHURCH ARCHITECTURE INDICATOR**

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

**PART 1:**

↓ A. Traditional	22.6%	26.6%	85
▲ B. Contemporary	<b>20.7%</b>	<b>15.9%</b>	<b>130</b>
C. Both A and B	33.8%	32.3%	105
D. No Preference or Not Interested	22.9%	25.1%	91

**PART 2:**

↓ A. Somber/Serious	6.9%	9.4%	74
▲ B. Light and Airy	<b>40.0%</b>	<b>34.7%</b>	<b>115</b>
C. Both A and B	27.7%	27.7%	100
D. No Preference or Not Interested	25.5%	28.2%	90



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### PRIMARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

Television	44.6%	47.3%	94
Radio	12.1%	13.3%	91

**PRINT MEDIA:**

Local Newspaper	37.2%	36.1%	103
▲ National Newspaper	4.9%	4.3%	112
▲ Magazines	2.8%	2.4%	115

### SECONDARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

Television	30.9%	31.9%	97
Radio	24.8%	23.8%	104

**PRINT MEDIA:**

Local Newspaper	31.5%	32.7%	96
National Newspaper	5.3%	5.8%	91
▲ Magazines	8.2%	7.0%	116

### SUMMARY

Overall Broadcast Media Index (100 = Average)	97
Overall Print Media Index	102



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**CHURCH CONTACT METHODS RATED GOOD**

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	33.8%	36.2%	93
↓ Putting Ad in Local Newspaper	29.8%	33.8%	88
Local Cable Channels	28.3%	30.4%	93
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.9%	53.7%	97
↓ Calling and Offering to Send Information By Mail	22.4%	29.5%	76
↓ Calling and Discussing on the Phone	9.1%	12.0%	76
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.1%	20.1%	70
↓ Going Door to Door	9.0%	14.0%	64

**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	23.7%	19.6%	121
▲ Putting Ad in Local Newspaper	26.1%	21.5%	121
Local Cable Channels	32.7%	30.7%	106
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	14.6%	13.3%	110
▲ Calling and Offering to Send Information By Mail	40.0%	34.0%	118
▲ Calling and Discussing on the Phone	71.0%	60.6%	117
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.5%	49.6%	122
▲ Going Door to Door	70.8%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	91
↓ Direct Methods Index	88
↓ Face-to-Face Methods Index	68

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	115
▲ Direct Methods Index	116
▲ Face-to-Face Methods Index	116