

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

Saint Paul San Pablo Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Paul San Pablo Parish

**Study Area Definition:**  
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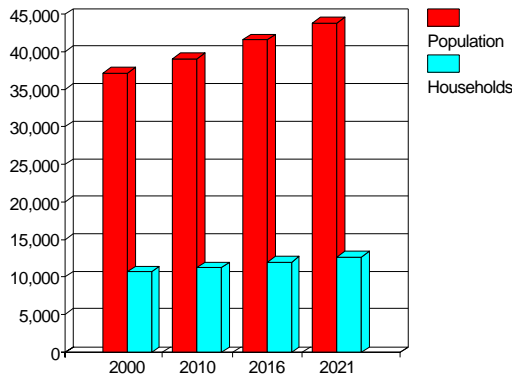
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 41,586 persons residing in the defined study area. This represents an increase of 4,464 or 12.0% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 5.4% or 2,227 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**  
**A** The lifestyle diversity in the area is *very high* with 25 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Large Young Families* representing 28.9% 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 7.9% of the population and all other racial/ethnic groups make up a substantial 92.2% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 60.0% of the total population. *Asians* are projected to be the fastest growing group increasing by 12.2% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**  
**A** The largest age group in terms of numbers is *Millenials* (age 15 to 34) comprised of 12,280 persons or 29.5% of the total population in the area. *Generation Z* (age 0 to 14) make up 22.7% of the population which compared to a national average of 19.0% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**  
**A** The area can be described as *somewhat non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**  
**A** Based upon the number of years completed and college enrollment, the overall education level in the area is *extremely low*. While 63.6% 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 14.6% 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, Neighborhood Crime and Safety, Racial/Ethnic Prejudice, Social Injustice and Employment Opportunities*. (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 \$62,642 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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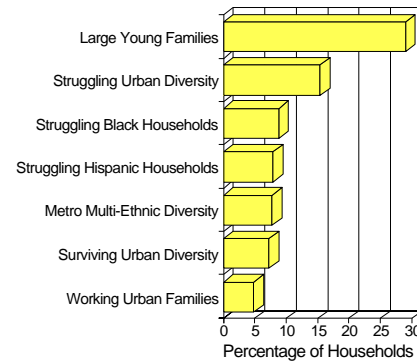
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### Population and Households

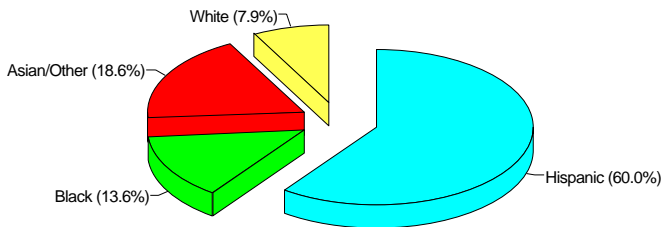


### Primary U.S. Lifestyles Segments-2016

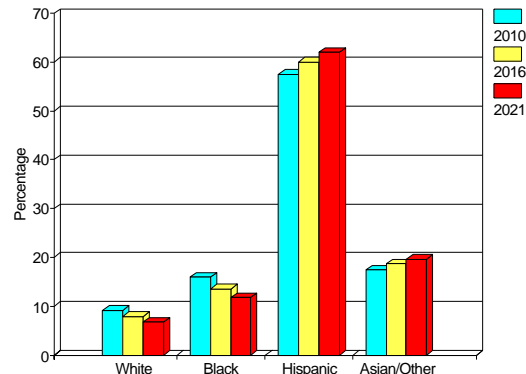


The population in the study area has increased by 2558 persons, or 6.6% since 2010 and is projected to increase by 2227 persons, or 5.4% between 2016 and 2021. The number of households has increased by 797, or 7.1% since 2010 and is projected to increase by 683, or 5.7% between 2016 and 2021.

### Population By Race/Ethnicity-2016

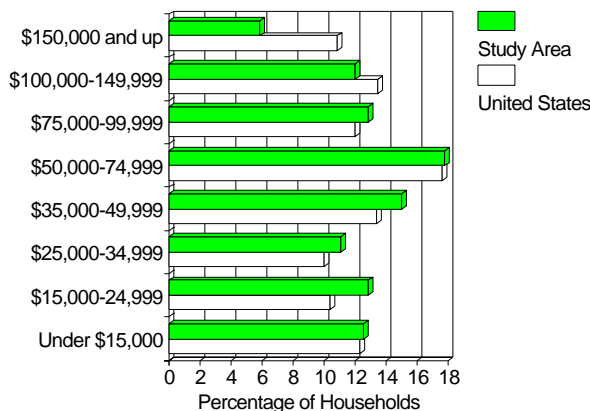


### Population By Race/Ethnicity Trend

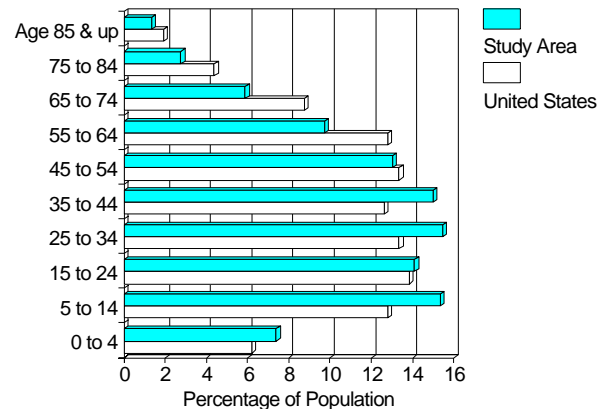


Between 2016 and 2021, the White population is projected to decrease by 335 persons and to decrease from 7.9% to 6.7% of the total population. The Black population is projected to decrease by 508 persons and to decrease from 13.6% to 11.7% of the total. The Hispanic/Latino population is projected to increase by 2231 persons and to increase from 60.0% to 62.0% of the total. The Asian/Other population is projected to increase by 839 persons and to increase from 18.6% to 19.6% of the total population.

### Households By Income-2016



### Population by Age-2016

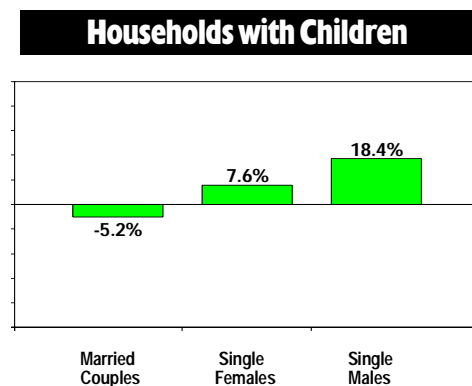
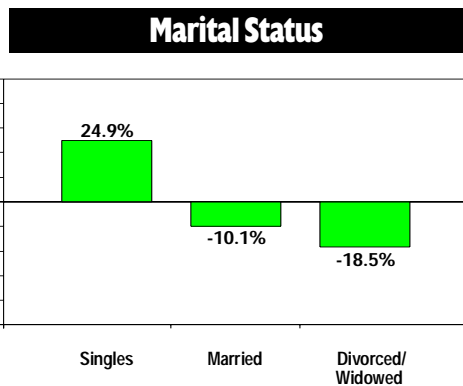
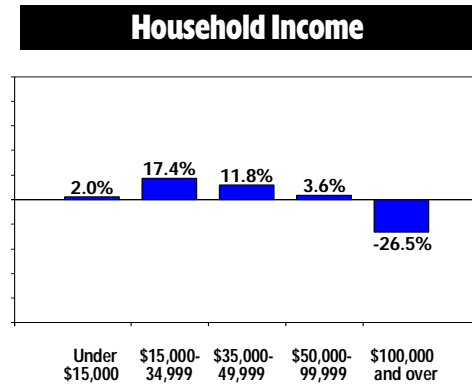
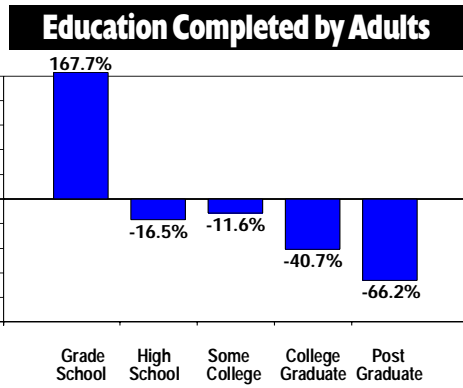
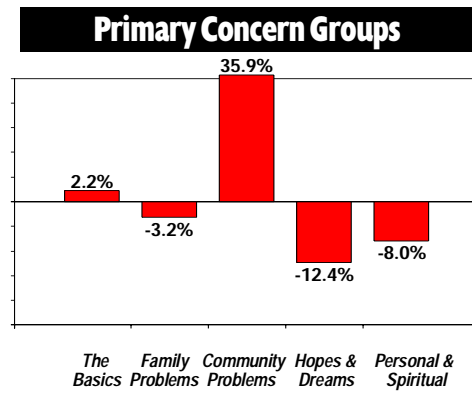
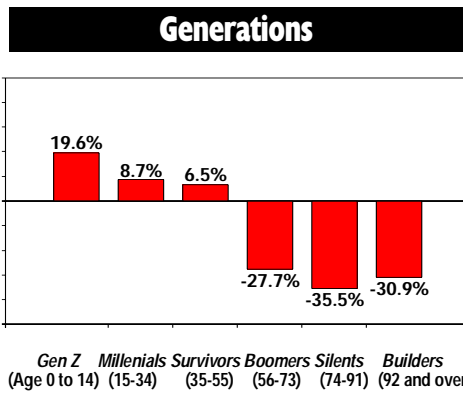
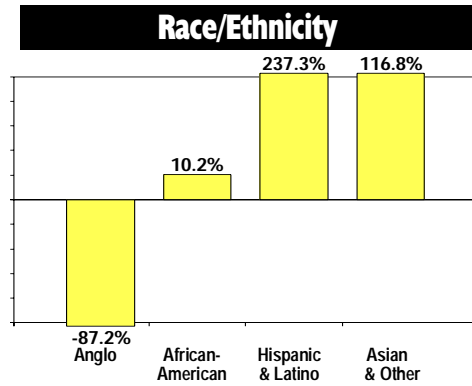
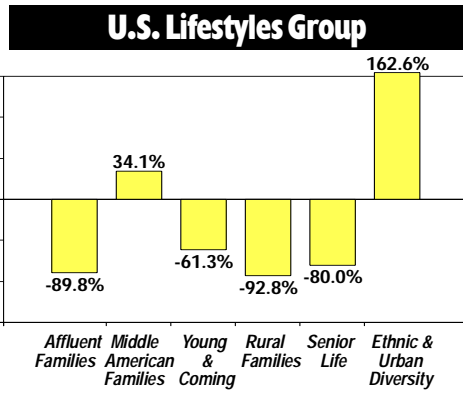


The average household income in the study area is \$62642 a year as compared to the U.S. average of \$77135. The average age in the study area is 34.9 and is projected to increase to 36.1 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ <b>Population</b>	37,122	39,028	41,586	43,813		
Population Change		1,906	2,558	2,227		
Percentage Change		5.1%	6.6%	5.4%		
Average Annual Growth Rate		0.5%	1.1%	1.1%		
▲ <b>Density (Pop. per square mile)</b>	4,996	5,253	5,597	5,897		
HOUSEHOLDS						
▲ <b>Households</b>	10,676	11,243	12,040	12,723		
Household Change		567	797	683		
Percentage Change		5.3%	7.1%	5.7%		
Average Annual Growth Rate		0.5%	1.2%	1.1%		
↓ Persons Per Household	3.41	3.40	3.38	3.37		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	3,554	9.1%	3,266	7.9%	2,931	6.7%
↓ African-American (Non-Hisp)	6,220	15.9%	5,646	13.6%	5,138	11.7%
▲ <b>Hispanic/Latino</b>	22,444	57.5%	24,947	60.0%	27,178	62.0%
▲ <b>Asian/Other (Non-Hisp)</b>	6,811	17.5%	7,727	18.6%	8,566	19.6%
POPULATION BY GENDER						
Female	19,568	50.1%	20,824	50.1%	21,949	50.1%
Male	19,461	49.9%	20,762	49.9%	21,864	49.9%
POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	5,677	14.5%	9,445	22.7%	12,704	29.0%
↓ Millennials (Born 1982 to 2001)	12,292	31.5%	12,281	29.5%	12,395	28.3%
↓ Survivors (Born 1961 to 1981)	11,966	30.7%	12,101	29.1%	11,969	27.3%
↓ Boomers (Born 1943 to 1960)	6,381	16.3%	5,858	14.1%	5,327	12.2%
↓ Silents (Born 1925 to 1942)	2,171	5.6%	1,788	4.3%	1,411	3.2%
↓ Builders (Born 1924 and earlier)	464	1.2%	112	0.3%	6	0.0%
AGE						
▲ <b>Average Age</b>	33.3		34.9		36.1	
▲ <b>Median Age</b>	32.0		34.0		35.5	
INCOME						
▲ <b>Average Household Income</b>	\$59,510		\$62,642		\$68,264	
Median Household Income	\$50,943		\$50,264		\$54,427	
▲ <b>Per Capita Income</b>	\$17,143		\$18,136		\$19,823	

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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	544	4.8%	701	5.8%	943	7.4%
▲ \$100,000 to \$149,999	1,264	11.2%	1,448	12.0%	1,775	14.0%
\$75,000 to \$99,999	1,447	12.9%	1,552	12.9%	1,626	12.8%
↓ \$50,000 to \$74,999	2,124	18.9%	2,141	17.8%	2,255	17.7%
↓ \$35,000 to \$49,999	1,822	16.2%	1,804	15.0%	1,861	14.6%
\$25,000 to \$34,999	1,085	9.6%	1,333	11.1%	1,350	10.6%
\$15,000 to \$24,999	1,428	12.7%	1,548	12.9%	1,486	11.7%
↓ Under \$15,000	1,530	13.6%	1,511	12.5%	1,429	11.2%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,193	8.2%	3,070	7.4%	3,120	7.1%
↓ Required Formal Schooling (5-17)	7,906	20.3%	8,216	19.8%	8,372	19.1%
↓ College Years, Career Starts (18-24)	4,384	11.2%	4,014	9.7%	4,213	9.6%
↓ Singles and Young Families (25-34)	6,150	15.8%	6,426	15.5%	6,014	13.7%
▲ Families, Empty Nesters (35-54)	10,647	27.3%	11,662	28.0%	12,520	28.6%
▲ Enrichment Years Singles/Couples (55-64)	3,451	8.8%	4,045	9.7%	4,553	10.4%
▲ Retirement Opportunities (65+)	3,219	8.2%	4,152	10.0%	5,020	11.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,193	8.2%	3,070	7.4%	3,120	7.1%
↓ 5 to 9 years	3,105	8.0%	3,235	7.8%	3,090	7.1%
↓ 10 to 14 years	2,975	7.6%	3,140	7.6%	3,284	7.5%
15 to 17 years	1,826	4.7%	1,841	4.4%	1,998	4.6%
18 to 20 years	1,960	5.0%	1,698	4.1%	1,809	4.1%
↓ 21 to 24 years	2,424	6.2%	2,316	5.6%	2,404	5.5%
↓ 25 to 29 years	3,108	8.0%	3,177	7.6%	2,998	6.8%
30 to 34 years	3,042	7.8%	3,249	7.8%	3,016	6.9%
▲ 35 to 39 years	2,850	7.3%	3,179	7.6%	3,380	7.7%
40 to 44 years	2,783	7.1%	3,063	7.4%	3,218	7.3%
45 to 49 years	2,669	6.8%	2,787	6.7%	2,990	6.8%
▲ 50 to 54 years	2,345	6.0%	2,633	6.3%	2,932	6.7%
▲ 55 to 59 years	1,894	4.9%	2,194	5.3%	2,398	5.5%
▲ 60 to 64 years	1,557	4.0%	1,851	4.5%	2,155	4.9%
▲ 65 to 69 years	975	2.5%	1,485	3.6%	1,680	3.8%
▲ 70 to 74 years	708	1.8%	959	2.3%	1,359	3.1%
▲ 75 to 84 years	1,021	2.6%	1,149	2.8%	1,411	3.2%
85 or more years	515	1.3%	559	1.3%	570	1.3%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	32,140			
▲ <b>Single (Never Married)</b>	<b>13,207</b>	<b>41.1%</b>	<b>32.9%</b>	<b>125</b>
Married	14,498	45.1%	50.2%	90
Divorced/Widowed	4,435	13.8%	16.9%	81
<b>Marital Status Females 15 and Older (2016)</b>	16,184			
▲ <b>Single (Never Married)</b>	<b>5,933</b>	<b>36.7%</b>	<b>29.8%</b>	<b>123</b>
Married	7,322	45.2%	48.8%	93
Divorced/Widowed	2,929	18.1%	21.4%	85
<b>Marital Status Males 15 and Older (2016)</b>	15,956			
▲ <b>Single (Never Married)</b>	<b>7,274</b>	<b>45.6%</b>	<b>36.2%</b>	<b>126</b>
Married	7,176	45.0%	51.6%	87
↓ Divorced/Widowed	1,506	9.4%	12.3%	77
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	12,040			
Married Couple	5,571	46.3%	48.5%	95
▲ <b>Other Family - Male Head of Household</b>	<b>1,043</b>	<b>8.7%</b>	<b>4.9%</b>	<b>176</b>
▲ <b>Other Family - Female Head of Household</b>	<b>2,423</b>	<b>20.1%</b>	<b>13.0%</b>	<b>155</b>
↓ Non Family - Male Head of Household	1,443	12.0%	15.8%	76
↓ Non Family - Female Head of Household	1,559	12.9%	17.7%	73
<b>Households With Children 0 to 18 (2016)</b>	5,854			
Married Couple Family	3,620	61.8%	65.2%	95
Other Family - Male Head of Household	587	10.0%	8.5%	118
Other Family - Female Head of Household	1,596	27.3%	25.3%	108
Non Family	52	0.9%	1.0%	92
<b>Population By Household Type (2016)</b>	41,586			
↓ Group Quarters	785	1.9%	2.5%	75



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	785			
Correctional Facilities	223	28.4%	30.0%	95
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	399	50.8%	18.7%	271
▲ <b>Other</b>	<b>164</b>	<b>20.9%</b>	<b>15.2%</b>	<b>137</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	41,586			
↓ White (Non-Hispanic)	3,266	7.9%	61.3%	13
African-American (Non-Hisp)	5,646	13.6%	12.3%	110
▲ <b>Hispanic/Latino</b>	<b>24,947</b>	<b>60.0%</b>	<b>17.8%</b>	<b>337</b>
↓ Native American (Non-Hisp)	93	0.2%	0.7%	31
▲ <b>Asian (Non-Hisp)</b>	<b>6,374</b>	<b>15.3%</b>	<b>5.3%</b>	<b>290</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>246</b>	<b>0.6%</b>	<b>0.2%</b>	<b>351</b>
Other Races & Multiple Races (Non-Hisp)	1,013	2.4%	2.4%	102
<b>Asian Population By Race (2016)</b>	6,498			
Chinese	1,189	18.3%	22.3%	82
↓ Japanese	92	1.4%	5.0%	28
↓ Indian	626	9.6%	19.5%	49
↓ Korean	7	0.1%	9.6%	1
↓ Vietnamese	514	7.9%	11.0%	72
▲ <b>Other Asian Races</b>	<b>4,070</b>	<b>62.6%</b>	<b>32.5%</b>	<b>193</b>
<b>Hispanic/Latino Population By Race (2016)</b>	24,947			
↓ White	9,885	39.6%	53.0%	75
↓ African-American	269	1.1%	2.5%	43
↓ Native American	254	1.0%	1.4%	74
Asian	124	0.5%	0.4%	119
▲ <b>Other Races &amp; Multiple Races</b>	<b>14,415</b>	<b>57.8%</b>	<b>42.7%</b>	<b>135</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	24,947			
Mexican	17,875	71.7%	62.4%	115
↓ Puerto Rican	169	0.7%	9.5%	7
↓ Cuban	55	0.2%	3.5%	6
Other Hispanic Origin	6,848	27.5%	24.6%	112

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	11,054			
▲ Pre-Primary (Public)	669	6.1%	3.4%	176
↓ Pre-Primary (Private)	139	1.3%	2.6%	48
Elementary/High School (Public)	7,200	65.1%	58.9%	111
↓ Elementary/High School (Private)	486	4.4%	6.6%	66
Enrolled in College	2,559	23.1%	28.4%	82
<b>Population By Education Completed (Age 25 and over) (2016)</b>	26,285			
▲ Elementary (Less than 9 years)	6,235	23.7%	5.8%	408
▲ Some High School (9 to 11 years)	3,323	12.6%	7.8%	163
High School Graduate (12 years)	6,118	23.3%	27.9%	83
Some College (13 to 15 years)	5,066	19.3%	21.2%	91
Associate Degree	1,709	6.5%	8.0%	81
↓ Bachelor's Degree	2,853	10.9%	18.3%	59
↓ Graduate Degree	981	3.7%	11.0%	34
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	17,445			
↓ TOTAL WHITE COLLAR	7,372	42.3%	61.5%	69
↓ Executive and Managerial	734	4.2%	9.7%	43
↓ Professional Specialty	1,475	8.5%	16.6%	51
↓ Technical Support	908	5.2%	8.3%	63
↓ Sales	1,394	8.0%	10.9%	74
Administrative Support & Clerical	2,861	16.4%	16.0%	102
▲ TOTAL BLUE COLLAR	10,074	57.7%	38.5%	150
▲ Service: Private Households	869	5.0%	3.7%	135
↓ Service: Protective	296	1.7%	2.2%	77
▲ Service: Other	1,893	10.9%	7.5%	145
▲ Farming, Forestry & Fishing	247	1.4%	0.7%	195
▲ Precision Production and Craft	2,690	15.4%	11.0%	140
Operators and Assemblers	543	3.1%	3.2%	96
▲ Transportation and Material Moving	1,568	9.0%	6.2%	146
▲ Laborers	1,968	11.3%	4.0%	279

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	31,537			
Employed	17,466	55.4%	58.1%	95
<b>▲ Unemployed</b>	<b>2,790</b>	<b>8.8%</b>	<b>5.6%</b>	<b>157</b>
Not in Labor Force	11,282	35.8%	36.3%	99
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	11,551			
TOTAL WORKING	6,968	60.3%	66.8%	90
With No Own Children	4,302	37.2%	42.2%	88
With Own Children Age 0 to 5 only	528	4.6%	5.5%	84
With Own Children Age 6 to 17 only	1,443	12.5%	14.8%	84
<b>▲ With Own Children Both Age 0 to 5 and 6 to 17</b>	<b>695</b>	<b>6.0%</b>	<b>4.3%</b>	<b>139</b>
<b>▲ TOTAL NOT WORKING (UNEMPLOYED)</b>	<b>1,229</b>	<b>10.6%</b>	<b>6.2%</b>	<b>171</b>
<b>▲ With No Own Children</b>	<b>685</b>	<b>5.9%</b>	<b>3.8%</b>	<b>158</b>
<b>▲ With Own Children Age 0 to 5 only</b>	<b>245</b>	<b>2.1%</b>	<b>0.7%</b>	<b>322</b>
<b>▲ With Own Children Age 6 to 17 only</b>	<b>225</b>	<b>1.9%</b>	<b>1.3%</b>	<b>155</b>
With Own Children Both Age 0 to 5 and 6 to 17	74	0.6%	0.5%	117
TOTAL NOT IN THE LABOR FORCE	3,354	29.0%	27.0%	108
With No Own Children	1,913	16.6%	17.1%	97
With Own Children Age 0 to 5 only	281	2.4%	2.6%	94
With Own Children Age 6 to 17 only	607	5.3%	4.6%	113
<b>▲ With Own Children Both Age 0 to 5 and 6 to 17</b>	<b>553</b>	<b>4.8%</b>	<b>2.6%</b>	<b>181</b>
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	12,040			
Above Poverty Line (Households with Children)	7,388	51.4%	59.6%	86
Above Poverty Line (Households without Children)	3,990	27.8%	26.5%	105
<b>▲ Below Poverty Line (Households with Children)</b>	<b>1,655</b>	<b>11.5%</b>	<b>7.9%</b>	<b>146</b>
<b>▲ Below Poverty Line (Households without Children)</b>	<b>1,343</b>	<b>9.3%</b>	<b>6.0%</b>	<b>155</b>
<b>Households By Presence of Retirement Income (2013)</b>	11,243			
↓ With Retirement Income	1,554	13.8%	17.6%	79
Without Retirement Income	9,769	86.9%	81.5%	107

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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	12,040			
↓ Owner Occupied	6,139	51.0%	65.0%	78
▲ Renter Occupied	<b>5,901</b>	<b>49.0%</b>	<b>35.0%</b>	<b>140</b>
Median Rent (2013)	\$1,051		\$904	116
<b>Structures By Number of Units (2016)</b>	13,087			
Single Unit	8,391	64.1%	67.3%	95
▲ 3 to 4 Units	<b>1,752</b>	<b>13.4%</b>	<b>8.1%</b>	<b>165</b>
5 to 19 Units	1,245	9.5%	9.3%	102
▲ 20 to 49 Units	<b>716</b>	<b>5.5%</b>	<b>3.6%</b>	<b>152</b>
50 or more Units	561	4.3%	5.1%	84
↓ Mobile Home	389	3.0%	6.4%	46
▲ Other	<b>31</b>	<b>0.2%</b>	<b>0.1%</b>	<b>278</b>
↓ Single To Multiple Unit Ratio	1.96		2.57	76
<b>Owner-Occupied Property Values (2016)</b>	6,139			
▲ Under \$40,000	<b>551</b>	<b>9.0%</b>	<b>7.2%</b>	<b>124</b>
↓ \$40,000 to \$59,999	49	0.8%	3.7%	22
↓ \$60,000 to \$79,999	68	1.1%	5.1%	22
↓ \$80,000 to \$99,999	242	3.9%	6.5%	60
\$100,000 to 149,999	792	12.9%	15.1%	86
\$150,000 to \$199,999	1,010	16.5%	14.6%	113
\$200,000 to \$299,999	1,310	21.3%	18.1%	118
▲ \$300,000 to \$499,999	<b>1,315</b>	<b>21.4%</b>	<b>16.9%</b>	<b>126</b>
\$500,000 to \$999,999	569	9.3%	9.7%	96
▲ \$1,000,000 and over	<b>233</b>	<b>3.8%</b>	<b>3.0%</b>	<b>125</b>
▲ Median Property Value	<b>\$231,571</b>		<b>\$192,432</b>	<b>120</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	13,087			
2010 and later	854	6.5%	5.5%	118
2000 to 2009	1,757	13.4%	14.6%	92
↓ 1990 to 1999	662	5.1%	13.4%	38
↓ 1980 to 1989	1,305	10.0%	13.2%	76
↓ 1970 to 1979	1,190	9.1%	15.0%	61
▲ 1960 to 1969	1,680	12.8%	10.4%	124
▲ 1950 to 1959	2,653	20.3%	10.3%	197
▲ 1949 or earlier	2,985	22.8%	17.7%	129
<b>Households By Number of Persons (2016)</b>	12,040			
↓ 1 Person Household	2,303	19.1%	27.3%	70
↓ 2 Person Household	2,522	20.9%	32.3%	65
3 Person Household	2,013	16.7%	16.2%	103
▲ 4 Person Household	2,037	16.9%	13.1%	130
▲ 5 Person Household	1,507	12.5%	6.5%	193
▲ 6 Person Household	816	6.8%	2.8%	245
▲ 7 or more Person Household	842	7.0%	1.9%	366
▲ Average Persons Per Household	3.4		2.6	131
<b>Households By Heating Type (2013)</b>	11,324			
▲ Utility and Other Gas	8,585	75.8%	54.0%	140
↓ Electric	2,315	20.4%	36.1%	57
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	7	0.1%	2.2%	3
↓ Solar/Other Fuel	27	0.2%	0.5%	48
▲ No Fuel Used	389	3.4%	0.9%	364

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	12,040			
No Vehicles	1,162	9.7%	9.0%	107
1 Vehicle	3,882	32.2%	33.7%	96
2 Vehicle	4,383	36.4%	37.5%	97
3 or more Vehicles	2,613	21.7%	19.8%	110
<b>Workers By Travel Time to Work (2016)</b>	16,501			
↓ Less than 15 minutes	3,157	19.1%	27.3%	70
↓ 15 to 29 minutes	4,246	25.7%	36.5%	70
▲ 30 to 44 minutes	4,379	26.5%	20.2%	132
▲ 45 to 59 minutes	2,177	13.2%	7.7%	170
▲ 60 or more minutes	2,542	15.4%	8.3%	186
▲ Average Travel Time to Work (minutes)	36.0		28.2	127
<b>Workers By Type of Transportation to Work (2016)</b>	16,763			
↓ Drive Alone	10,289	61.4%	76.9%	80
▲ Car Pool	3,621	21.6%	9.6%	226
▲ Public Transportation	2,097	12.5%	5.1%	245
↓ Walk to Work	278	1.7%	2.8%	59
↓ Other Means	115	0.7%	1.2%	55
↓ Work at Home	365	2.2%	4.4%	50

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	5,811	48.3%	18.4%	263
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	5,072	42.1%	31.4%	134
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	682	5.7%	14.7%	39
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	186	1.5%	15.1%	10
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	166	1.4%	6.9%	20
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	113	0.9%	13.1%	7

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.		
17	Large Young Families	3,483	28.9%	2.2%	1345
45	Struggling Urban Diversity	1,851	15.4%	2.5%	626
46	Struggling Black Households	1,061	8.8%	2.5%	351
41	Struggling Hispanic Households	952	7.9%	1.6%	489
24	Metro Multi-Ethnic Diversity	947	7.9%	2.7%	286
40	Surviving Urban Diversity	877	7.3%	4.0%	180
18	Working Urban Families	594	4.9%	4.0%	124
10	Suburban Mid-Life Families	484	4.0%	5.5%	72
8	Rising Potential Professionals	406	3.4%	2.3%	144
25	Working Country Consumers	274	2.3%	4.1%	55
39	New Beginning Urbanites	249	2.1%	2.8%	75
28	Building Country Families	235	2.0%	2.8%	70
20	Cautious and Mature	98	0.8%	2.6%	31
5	Prosperous Diversity	96	0.8%	3.1%	26
29	Working Country Families	75	0.6%	1.0%	65
43	Laboring Urban Diversity	71	0.6%	0.5%	116
4	Educated Mid-Life Families	45	0.4%	3.4%	11
14	Secure Mid-Life Families	45	0.4%	0.7%	57
32	Working Urban Life	44	0.4%	1.7%	22
27	Country Family Diversity	31	0.3%	0.3%	76

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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.		
21	Mature and Stable	27	0.2%	0.6%	40
12	Educated New Starters	26	0.2%	2.9%	7
22	Mature and Established	21	0.2%	1.8%	10
49	Exception Households	20	0.2%	0.2%	67
30	Urban Senior Life	15	0.1%	0.8%	15
44	Laboring Urban Life	8	0.1%	0.1%	89
26	Working Suburban Families	7	0.1%	0.1%	49
7	Prosperous and Mature	5	0.0%	0.5%	8
15	Reliable Young Starters	1	0.0%	4.3%	0
23	Established Empty-Nesters	1	0.0%	3.4%	0
9	Educated Working Families	1	0.0%	0.1%	10
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
35	Laboring Country Families	0	0.0%	2.7%	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
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	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
19	Educated and Promising	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>12,050</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	31.5%	35.4%	89
↓ Somewhat Involved with Their Faith	23.6%	29.9%	79
<b>▲ Not Involved with Their Faith</b>	<b>43.9%</b>	<b>34.7%</b>	<b>126</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.0%	22.1%	77
Decreased Their Involvement with Their Faith in the Last 10 Years	22.2%	23.7%	94

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.9%</b>	<b>0.5%</b>	<b>176</b>
↓ Baptist	12.1%	16.1%	75
↓ Catholic	19.1%	23.7%	81
↓ Congregational	1.5%	2.0%	77
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.0%</b>	<b>0.4%</b>	<b>230</b>
↓ Episcopal	2.4%	2.9%	84
↓ Holiness	0.4%	0.8%	53
<b>▲ Jehovah's Witnesses</b>	<b>1.6%</b>	<b>1.1%</b>	<b>156</b>
↓ Judaism	2.5%	3.2%	79
↓ Lutheran	5.0%	7.2%	70
↓ Methodist	5.1%	10.1%	50
<b>▲ Mormon</b>	<b>4.6%</b>	<b>1.8%</b>	<b>261</b>
<b>▲ New Age</b>	<b>1.3%</b>	<b>0.6%</b>	<b>226</b>
<b>▲ Non-Denominational / Independent</b>	<b>11.7%</b>	<b>6.9%</b>	<b>168</b>
↓ Orthodox	0.3%	0.3%	83
<b>▲ Pentecostal</b>	<b>3.1%</b>	<b>2.4%</b>	<b>130</b>
↓ Presbyterian / Reformed	3.6%	4.6%	79
Unitarian / Universalist	0.7%	0.7%	94
<b>▲ Interested but No Preference</b>	<b>6.0%</b>	<b>3.9%</b>	<b>156</b>
<b>▲ Not Interested and No Preference</b>	<b>17.2%</b>	<b>11.1%</b>	<b>155</b>

Likely to Have Changed Their Preference in the Last 10 Years	18.5%	16.8%	110
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**LEADERSHIP PREFERENCE INDICATOR**

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

Tells them what to do	4.2%	4.0%	105
Lets them do what they want and is supportive	12.6%	11.7%	108
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	78.5%	79.6%	99

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
↓ Maintaining Personal Health	38.5%	43.5%	89
↓ Finding/Providing Health Insurance	22.6%	29.0%	78
Day-to-Day Financial Worries	34.1%	31.6%	108
▲ Finding Employment Opportunities	17.6%	14.4%	122
▲ Finding Affordable Housing	18.8%	11.3%	167
Providing Adequate Food	9.2%	8.6%	107
▲ Finding Child Care	7.0%	6.3%	112
<b>FAMILY PROBLEMS:</b>			
Dealing With Alcohol/Drug Abuse	15.8%	16.7%	95
Dealing With Teen / Child Problems	21.8%	20.7%	105
↓ Finding/Providing Aging Parent Care	12.2%	15.5%	78
▲ Dealing With Abusive Relationships	13.4%	11.4%	118
↓ Dealing With Divorce	3.4%	4.5%	76
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	40.8%	27.0%	152
Finding/Providing Good Schools	23.2%	23.5%	99
Dealing with Problems in Schools	12.6%	13.6%	93
▲ Dealing With Racial / Ethnic Prejudice	18.9%	13.1%	144
▲ Dealing With Neighborhood Gangs	21.8%	8.5%	256
▲ Dealing with Social Injustice	14.4%	11.3%	127
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	47.7%	50.6%	94
↓ Finding Time for Recreation / Leisure	21.5%	25.3%	85
Finding Better Quality Healthcare	21.5%	23.9%	90
↓ Finding A Satisfying Job / Career	16.1%	19.3%	83
↓ Finding Retirement Opportunities	14.8%	18.9%	78
↓ Achieving A Fulfilling Marriage	17.0%	22.3%	76
↓ Developing Parenting Skills	12.4%	14.7%	84
▲ Achieving Educational Objectives	9.1%	7.5%	121
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	26.8%	29.8%	90
Finding Companionship	18.8%	17.3%	109
↓ Finding A Good Church	11.8%	15.2%	78
Finding Spiritual Teaching	12.6%	12.9%	98
↓ Finding Life Direction	12.1%	14.0%	86

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#### KEY VALUES INDICATOR

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

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

“I believe there is a God”	84.8%	84.5%	100
“God is actively involved in the world including nations and their governments”	65.0%	63.8%	102

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

“It is important to preserve the traditional American family structure”	90.4%	91.5%	99
“A healthy environment has become a national crisis”	84.1%	82.8%	102
“Public education is essential to the future of American society”	93.9%	94.0%	100

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

“Government should be the primary provider of human welfare services”	55.0%	50.1%	110
“The role of Churches / Synagogues is to help form and support moral values”	79.7%	81.1%	98
“Churches and religious organizations should provide more human services”	67.3%	62.6%	108

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

▲ “The United States must open its doors to all people groups”	41.1%	36.3%	113
“The changing racial / ethnic face of America is a threat to our national heritage”	33.5%	36.3%	92

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	57.4%	59.8%	96
More than \$500 per year	28.6%	31.2%	92
More than \$1,000 per year	16.2%	17.4%	93

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

More than \$100 per year	31.3%	33.7%	93
↓ More than \$500 per year	4.4%	6.8%	65
↓ More than \$1,000 per year	1.7%	2.3%	74

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

More than \$100 per year	16.2%	16.1%	101
More than \$500 per year	4.5%	4.3%	105
▲ More than \$1,000 per year	2.5%	2.2%	114

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

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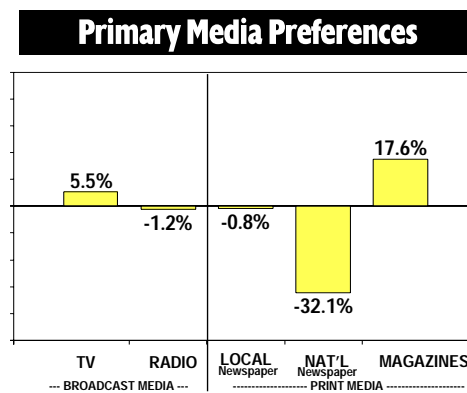
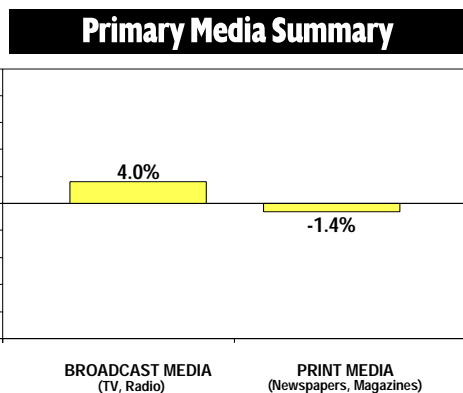
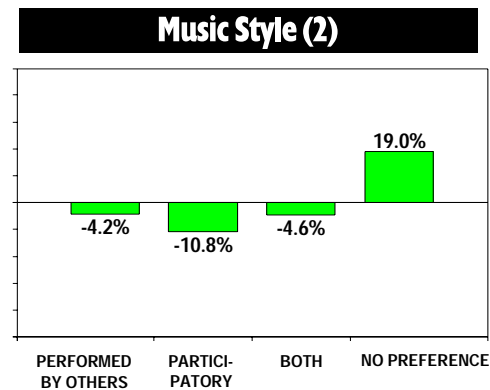
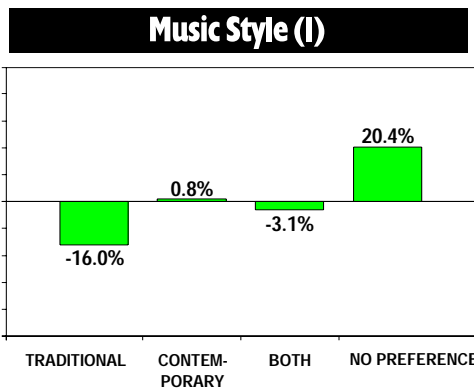
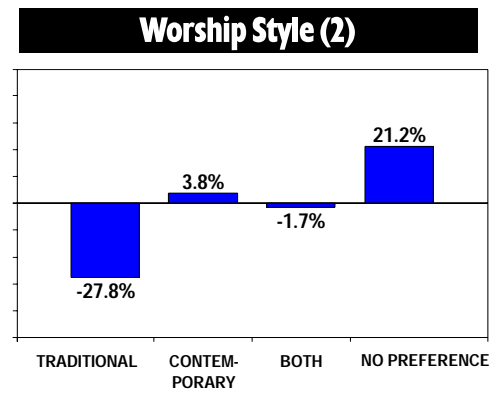
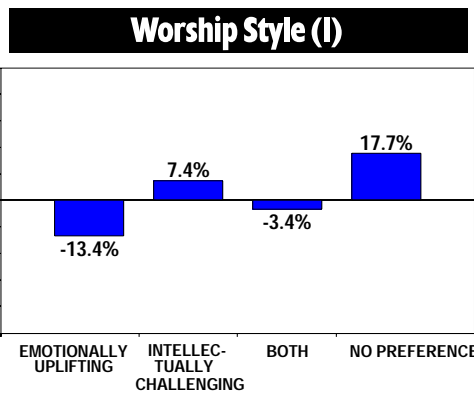
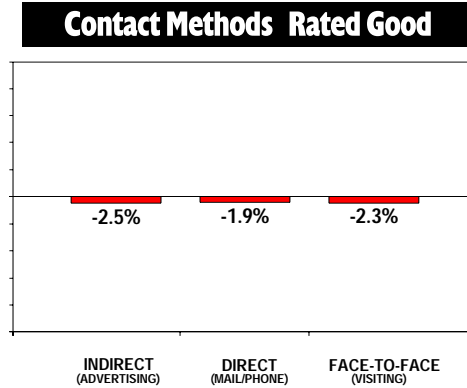
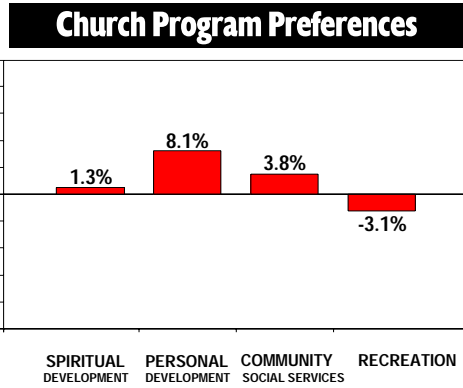
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY 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 Paul San Pablo Parish

Study Area Definition:  
Custom Polygon





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<b>CHURCH PROGRAM PREFERENCE INDICATOR</b>			
<b>Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:</b>			
<b><i>SPIRITUAL DEVELOPMENT:</i></b>			
Bible Study Discussion and Prayer Groups	42.1%	41.1%	102
↓ Adult Theological Discussion Groups	19.8%	22.5%	88
▲ <b>Spiritual Retreats</b>	<b>14.3%</b>	<b>11.6%</b>	<b>123</b>
<b><i>PERSONAL DEVELOPMENT:</i></b>			
Marriage Enrichment Opportunities	14.4%	15.2%	95
▲ <b>Parent Training Programs</b>	<b>9.6%</b>	<b>7.8%</b>	<b>123</b>
▲ <b>Twelve Step Programs</b>	<b>4.9%</b>	<b>3.5%</b>	<b>143</b>
Divorce Recovery	2.3%	2.4%	95
<b><i>COMMUNITY/SOCIAL SERVICES:</i></b>			
Personal or Family Counseling	23.9%	22.5%	106
Care for the Terminally Ill	16.5%	15.7%	105
↓ Food and Clothing Resources	9.7%	11.1%	87
▲ <b>Day Care Services</b>	<b>7.6%</b>	<b>6.1%</b>	<b>126</b>
Church Sponsored Day-School	5.7%	5.7%	100
<b><i>RECREATION:</i></b>			
Youth Social Programs	30.7%	29.7%	103
Family Activities and Outings	31.8%	32.8%	97
Active Retirement Programs	24.1%	26.8%	90
Cultural Programs (Music, Drama, Art)	18.1%	18.9%	96
Sports or Camping	6.3%	6.3%	100

<b>SUMMARY</b>	
Spiritual Development Index	101
Personal Development Index	108
Community/Social Services Index	104
Recreation Index	97



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

↓ A. Emotionally Uplifting	22.8%	26.4%	87
B. Intellectually Challenging	11.9%	11.1%	107
C. Both A and B	37.8%	39.2%	97
<b>▲ D. No Preference or Not Interested</b>	<b>27.5%</b>	<b>23.4%</b>	<b>118</b>

**PART 2:**

↓ A. Traditional/Formal/Ceremonial	14.6%	20.2%	72
B. Contemporary/Informal	27.3%	26.3%	104
C. Both A and B	26.1%	26.5%	98
<b>▲ D. No Preference or Not Interested</b>	<b>32.7%</b>	<b>26.9%</b>	<b>121</b>

**MUSIC STYLE INDICATOR**

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

**PART 1:**

↓ A. Traditional	20.5%	24.4%	84
B. Contemporary	19.9%	19.7%	101
C. Both A and B	30.1%	31.1%	97
<b>▲ D. No Preference or Not Interested</b>	<b>29.8%</b>	<b>24.8%</b>	<b>120</b>

**PART 2:**

A. Performed by Others	17.9%	18.7%	96
↓ B. Participatory	20.5%	22.9%	89
C. Both A and B	30.7%	32.2%	95
<b>▲ D. No Preference or Not Interested</b>	<b>31.2%</b>	<b>26.2%</b>	<b>119</b>





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	20.0%	22.0%	91
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	34.8%	37.4%	93
<b>▲ D. No Preference or Not Interested</b>	<b>30.0%</b>	<b>26.3%</b>	<b>114</b>

**PART 2:**

<b>▲ A. Global Mission</b>	<b>7.2%</b>	<b>6.2%</b>	<b>117</b>
↓ B. Local Mission	28.8%	33.3%	86
C. Both A and B	28.2%	30.1%	94
<b>▲ D. No Preference or Not Interested</b>	<b>36.3%</b>	<b>30.4%</b>	<b>120</b>

**CHURCH ARCHITECTURE INDICATOR**

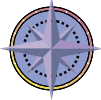
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	21.9%	26.6%	82
B. Contemporary	17.6%	15.9%	110
C. Both A and B	31.3%	32.3%	97
<b>▲ D. No Preference or Not Interested</b>	<b>29.4%</b>	<b>25.1%</b>	<b>117</b>

**PART 2:**

A. Somber/Serious	8.4%	9.4%	90
B. Light and Airy	33.4%	34.7%	96
C. Both A and B	25.8%	27.7%	93
<b>▲ D. No Preference or Not Interested</b>	<b>32.2%</b>	<b>28.2%</b>	<b>114</b>



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	49.9%	47.3%	106
Radio	13.2%	13.3%	99

#### PRINT MEDIA:

Local Newspaper	36.3%	36.1%	100
↓ National Newspaper	2.9%	4.3%	68
▲ Magazines	3.0%	2.4%	126

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	30.0%	31.9%	94
Radio	23.9%	23.8%	101

#### PRINT MEDIA:

Local Newspaper	32.4%	32.7%	99
National Newspaper	6.2%	5.8%	108
▲ Magazines	8.3%	7.0%	118

### SUMMARY

Overall Broadcast Media Index (100 = Average)	101
Overall Print Media Index	101



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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	36.3%	36.2%	100
Putting Ad in Local Newspaper	30.4%	33.8%	90
Local Cable Channels	31.3%	30.4%	103
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.9%	53.7%	95
Calling and Offering to Send Information By Mail	28.9%	29.5%	98
▲ Calling and Discussing on the Phone	13.6%	12.0%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	17.5%	20.1%	87
▲ Going Door to Door	15.8%	14.0%	113

**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	19.3%	19.6%	99
▲ Putting Ad in Local Newspaper	24.4%	21.5%	113
Local Cable Channels	29.6%	30.7%	96
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.1%	13.3%	128
Calling and Offering to Send Information By Mail	35.6%	34.0%	105
Calling and Discussing on the Phone	61.5%	60.6%	101
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	51.4%	49.6%	104
Going Door to Door	61.4%	64.0%	96

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	97
Direct Methods Index	98
Face-to-Face Methods Index	98

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	102
Direct Methods Index	106
Face-to-Face Methods Index	99