

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

St. Philip Neri Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
St. Philip Neri Parish

**Study Area Definition:**  
Custom Polygon

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

**A** Currently, there are 13,385 persons residing in the defined study area. This represents an increase of 1,325 or 11.0% 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 5.7% or 757 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**

**A** The lifestyle diversity in the area is *very low* with only 16 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 43.6% 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 57.6% of the population and all other racial/ethnic groups make up 42.4% which is slightly above the national average of 39%. The largest of these groups, *Asians*, accounts for 21.5% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 17.0% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**

**A** The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 4,255 persons or 31.8% of the total population in the area. *Builders* (age 92 and up) make up 0.5% of the population which compared to a national average of 0.4% 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 traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**

**A** Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 92.6% 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 49.2% 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, Social Injustice, Time for Recreation/Leisure, Finding Life Direction, Long-term Financial Security* and *Satisfying Job/Career*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**

**A** Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**

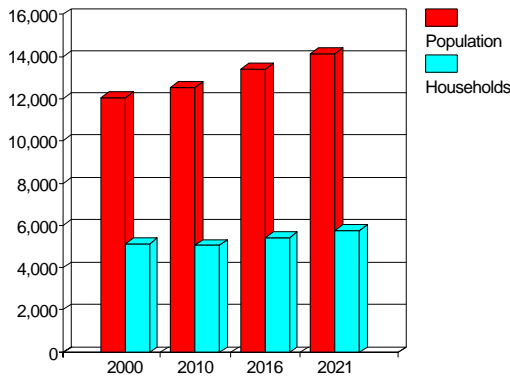
**A** Based upon the average household income of \$124,063 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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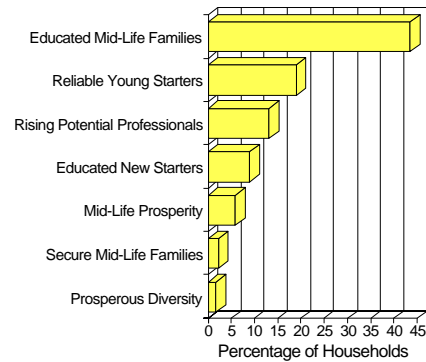
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### Population and Households

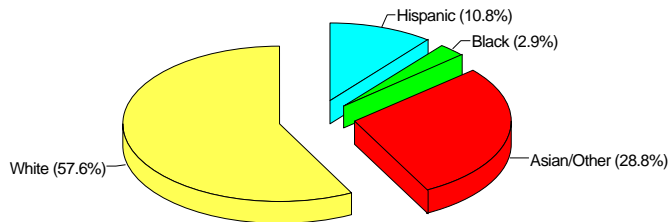


### Primary U.S. Lifestyles Segments-2016

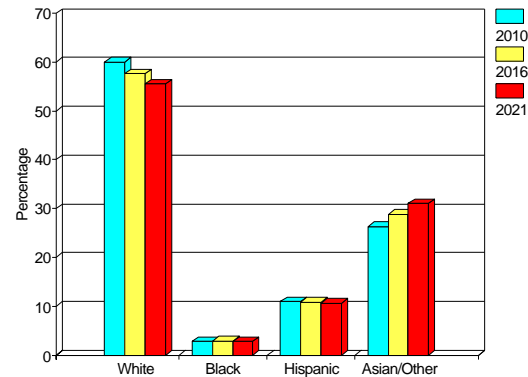


The population in the study area has increased by 871 persons, or 7.0% since 2010 and is projected to increase by 757 persons, or 5.7% between 2016 and 2021. The number of households has increased by 360, or 7.1% since 2010 and is projected to increase by 314, or 5.8% between 2016 and 2021.

### Population By Race/Ethnicity-2016

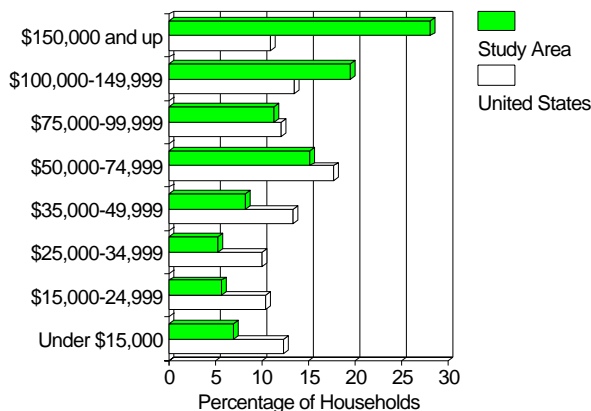


### Population By Race/Ethnicity Trend

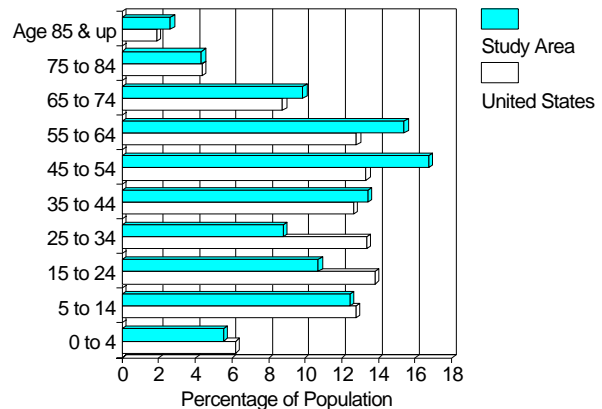


Between 2016 and 2021, the White population is projected to increase by 134 persons and to decrease from 57.6% to 55.5% of the total population. The Black population is projected to increase by 18 persons and to remain stable at 2.8% of the total. The Hispanic/Latino population is projected to increase by 61 persons and to decrease from 10.8% to 10.6% of the total. The Asian/Other population is projected to increase by 543 persons and to increase from 28.8% to 31.1% of the total population.

### Households By Income-2016



### Population by Age-2016

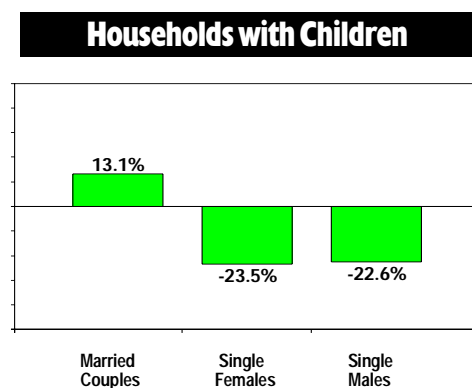
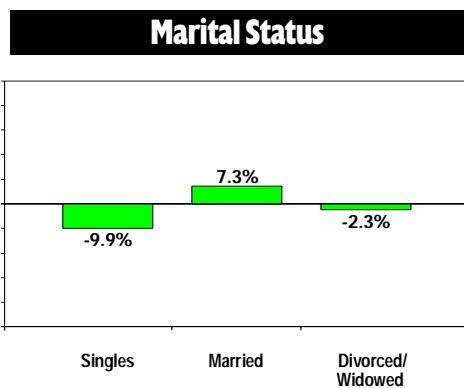
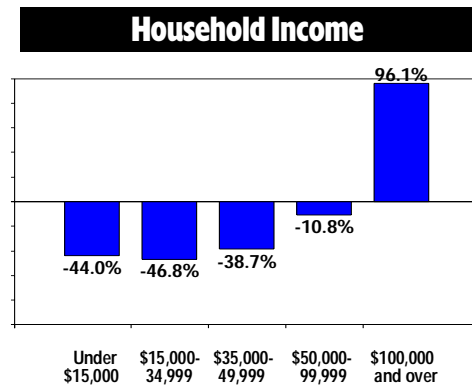
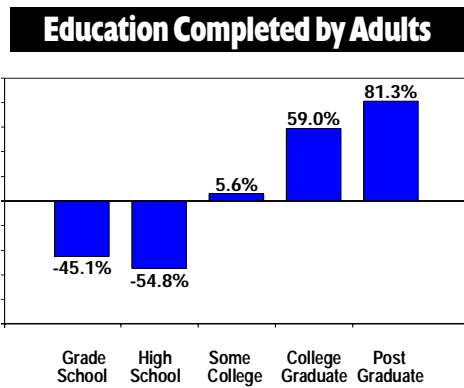
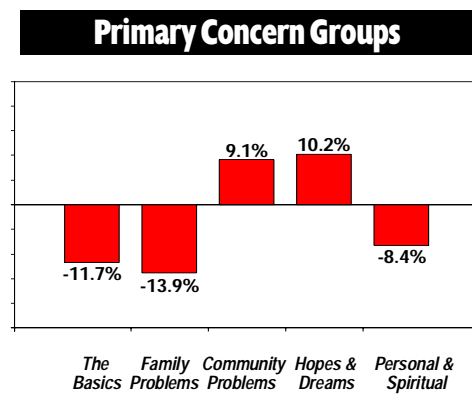
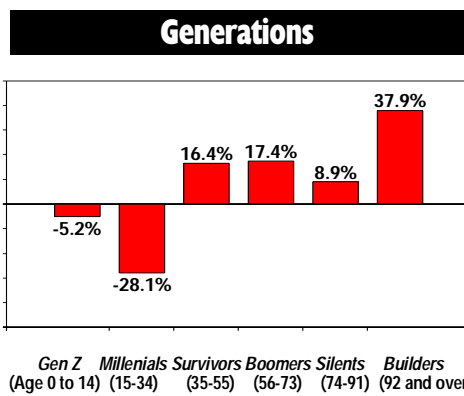
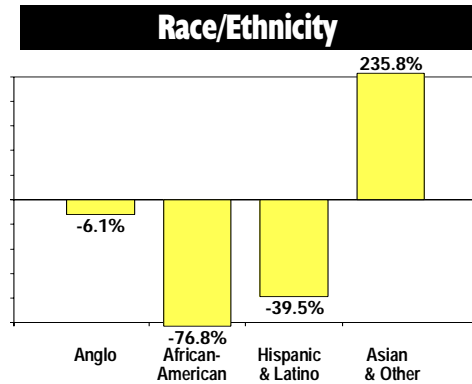
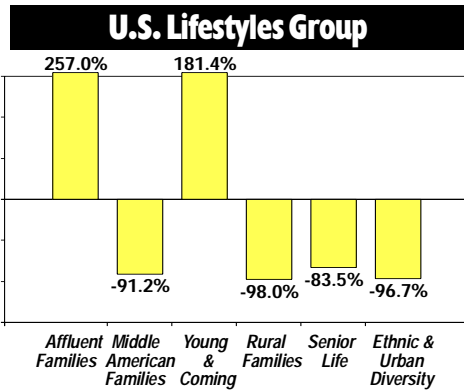


The average household income in the study area is \$124063 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.9 and is projected to increase to 42.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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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>	12,060	12,514	13,385	14,142
Population Change		454	871	757
Percentage Change		3.8%	7.0%	5.7%
Average Annual Growth Rate		0.4%	1.2%	1.1%
▲ <b>Density (Pop. per square mile)</b>	9,648	10,011	10,708	11,314
HOUSEHOLDS				
Households	5,159	5,071	5,431	5,745
Household Change		(88)	360	314
Percentage Change		-1.7%	7.1%	5.8%
Average Annual Growth Rate		-0.2%	1.2%	1.2%
Persons Per Household	2.31	2.44	2.44	2.44

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	7,516	60.1%	7,709	57.6%	7,843	55.5%
African-American (Non-Hisp)	346	2.8%	383	2.9%	401	2.8%
↓ Hispanic/Latino	1,365	10.9%	1,441	10.8%	1,502	10.6%
▲ Asian/Other (Non-Hisp)	3,287	26.3%	3,853	28.8%	4,396	31.1%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	6,560	52.4%	7,001	52.3%	7,389	52.2%
▲ Male	5,954	47.6%	6,384	47.7%	6,753	47.8%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ <b>Generation Z</b> (Born 2002 and later)	1,428	11.4%	2,409	18.0%	3,274	23.2%
↓ Millennials (Born 1982 to 2001)	2,495	19.9%	2,616	19.5%	2,749	19.4%
Survivors (Born 1961 to 1981)	3,960	31.6%	4,255	31.8%	4,423	31.3%
↓ Boomers (Born 1943 to 1960)	3,169	25.3%	3,062	22.9%	2,912	20.6%
↓ Silents (Born 1925 to 1942)	1,175	9.4%	972	7.3%	782	5.5%
↓ Builders (Born 1924 and earlier)	308	2.5%	72	0.5%	3	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Age</b>	40.9	41.9	42.9
▲ <b>Median Age</b>	42.7	44.3	46.1

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Household Income</b>	\$99,580	\$124,063	\$138,709
▲ <b>Median Household Income</b>	\$88,505	\$98,856	\$110,414
▲ <b>Per Capita Income</b>	\$40,352	\$50,339	\$56,349

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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	1,076	21.2%	1,527	28.1%	1,879	32.7%
↓ \$100,000 to \$149,999	1,150	22.7%	1,060	19.5%	1,101	19.2%
↓ \$75,000 to \$99,999	821	16.2%	614	11.3%	640	11.1%
\$50,000 to \$74,999	660	13.0%	821	15.1%	842	14.7%
\$35,000 to \$49,999	389	7.7%	446	8.2%	354	6.2%
↓ \$25,000 to \$34,999	325	6.4%	283	5.2%	280	4.9%
↓ \$15,000 to \$24,999	306	6.0%	306	5.6%	297	5.2%
Under \$15,000	344	6.8%	374	6.9%	353	6.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	775	6.2%	742	5.5%	737	5.2%
↓ Required Formal Schooling (5-17)	2,062	16.5%	2,143	16.0%	2,211	15.6%
▲ College Years, Career Starts (18-24)	645	5.2%	961	7.2%	1,097	7.8%
Singles and Young Families (25-34)	1,199	9.6%	1,179	8.8%	1,275	9.0%
↓ Families, Empty Nesters (35-54)	4,287	34.3%	4,037	30.2%	3,762	26.6%
▲ Enrichment Years Singles/Couples (55-64)	1,782	14.2%	2,061	15.4%	2,278	16.1%
▲ Retirement Opportunities (65+)	1,785	14.3%	2,262	16.9%	2,783	19.7%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	775	6.2%	742	5.5%	737	5.2%
↓ 5 to 9 years	816	6.5%	812	6.1%	790	5.6%
10 to 14 years	768	6.1%	855	6.4%	865	6.1%
15 to 17 years	478	3.8%	476	3.6%	556	3.9%
▲ 18 to 20 years	277	2.2%	425	3.2%	487	3.4%
21 to 24 years	368	2.9%	536	4.0%	610	4.3%
25 to 29 years	551	4.4%	536	4.0%	790	5.6%
↓ 30 to 34 years	648	5.2%	643	4.8%	485	3.4%
↓ 35 to 39 years	1,038	8.3%	718	5.4%	703	5.0%
↓ 40 to 44 years	1,066	8.5%	1,080	8.1%	812	5.7%
↓ 45 to 49 years	1,098	8.8%	1,125	8.4%	1,028	7.3%
50 to 54 years	1,085	8.7%	1,114	8.3%	1,219	8.6%
55 to 59 years	920	7.4%	1,090	8.1%	1,136	8.0%
▲ 60 to 64 years	862	6.9%	971	7.3%	1,142	8.1%
▲ 65 to 69 years	503	4.0%	797	6.0%	905	6.4%
▲ 70 to 74 years	359	2.9%	527	3.9%	797	5.6%
75 to 84 years	581	4.6%	580	4.3%	740	5.2%
↓ 85 or more years	342	2.7%	358	2.7%	341	2.4%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	10,977			
Single (Never Married)	3,252	29.6%	32.9%	90
Married	5,908	53.8%	50.2%	107
Divorced/Widowed	1,816	16.5%	16.9%	98
<b>Marital Status Females 15 and Older (2016)</b>	5,844			
Single (Never Married)	1,477	25.3%	29.8%	85
Married	3,064	52.4%	48.8%	107
Divorced/Widowed	1,303	22.3%	21.4%	104
<b>Marital Status Males 15 and Older (2016)</b>	5,133			
Single (Never Married)	1,775	34.6%	36.2%	96
Married	2,845	55.4%	51.6%	107
Divorced/Widowed	513	10.0%	12.3%	81
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	5,431			
Married Couple	2,696	49.6%	48.5%	102
↓ Other Family - Male Head of Household	207	3.8%	4.9%	77
Other Family - Female Head of Household	598	11.0%	13.0%	85
Non Family - Male Head of Household	816	15.0%	15.8%	95
Non Family - Female Head of Household	1,114	20.5%	17.7%	116
<b>Households With Children 0 to 18 (2016)</b>	1,831			
Married Couple Family	1,351	73.8%	65.2%	113
↓ Other Family - Male Head of Household	120	6.6%	8.5%	77
↓ Other Family - Female Head of Household	355	19.4%	25.3%	77
↓ Non Family	6	0.3%	1.0%	34
<b>Population By Household Type (2016)</b>	13,385			
↓ Group Quarters	132	1.0%	2.5%	39



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	132			
↓ 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	132	100.0%	18.7%	534
↓ Other	0	0.0%	15.2%	0
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	13,385			
White (Non-Hispanic)	7,709	57.6%	61.3%	94
↓ African-American (Non-Hisp)	383	2.9%	12.3%	23
↓ Hispanic/Latino	1,440	10.8%	17.8%	60
↓ Native American (Non-Hisp)	33	0.2%	0.7%	34
▲ Asian (Non-Hisp)	<b>2,853</b>	<b>21.3%</b>	<b>5.3%</b>	<b>404</b>
▲ Hawaiian & Pacific Islander (Non-Hisp)	<b>29</b>	<b>0.2%</b>	<b>0.2%</b>	<b>129</b>
▲ Other Races & Multiple Races (Non-Hisp)	<b>937</b>	<b>7.0%</b>	<b>2.4%</b>	<b>293</b>
<b>Asian Population By Race (2016)</b>	2,912			
▲ Chinese	<b>1,377</b>	<b>47.3%</b>	<b>22.3%</b>	<b>212</b>
▲ Japanese	<b>222</b>	<b>7.6%</b>	<b>5.0%</b>	<b>152</b>
↓ Indian	130	4.5%	19.5%	23
Korean	271	9.3%	9.6%	96
Vietnamese	277	9.5%	11.0%	86
↓ Other Asian Races	635	21.8%	32.5%	67
<b>Hispanic/Latino Population By Race (2016)</b>	1,440			
White	849	59.0%	53.0%	111
African-American	34	2.4%	2.5%	94
▲ Native American	<b>29</b>	<b>2.0%</b>	<b>1.4%</b>	<b>147</b>
▲ Asian	<b>59</b>	<b>4.1%</b>	<b>0.4%</b>	<b>979</b>
↓ Other Races & Multiple Races	469	32.6%	42.7%	76
<b>Hispanic/Latino Population By Origin (2016)</b>	1,440			
Mexican	873	60.6%	62.4%	97
↓ Puerto Rican	71	4.9%	9.5%	52
↓ Cuban	33	2.3%	3.5%	65
▲ Other Hispanic Origin	<b>464</b>	<b>32.2%</b>	<b>24.6%</b>	<b>131</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	3,035			
Pre-Primary (Public)	91	3.0%	3.4%	87
▲ Pre-Primary (Private)	<b>286</b>	<b>9.4%</b>	<b>2.6%</b>	<b>359</b>
Elementary/High School (Public)	1,821	60.0%	58.9%	102
Elementary/High School (Private)	232	7.6%	6.6%	115
↓ Enrolled in College	605	19.9%	28.4%	70
<b>Population By Education Completed (Age 25 and over) (2016)</b>	9,539			
↓ Elementary (Less than 9 years)	354	3.7%	5.8%	64
↓ Some High School (9 to 11 years)	357	3.7%	7.8%	48
↓ High School Graduate (12 years)	1,201	12.6%	27.9%	45
Some College (13 to 15 years)	2,044	21.4%	21.2%	101
Associate Degree	894	9.4%	8.0%	117
▲ Bachelor's Degree	<b>2,779</b>	<b>29.1%</b>	<b>18.3%</b>	<b>159</b>
▲ Graduate Degree	<b>1,911</b>	<b>20.0%</b>	<b>11.0%</b>	<b>181</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	6,842			
TOTAL WHITE COLLAR	5,042	73.7%	61.5%	120
▲ Executive and Managerial	<b>1,032</b>	<b>15.1%</b>	<b>9.7%</b>	<b>155</b>
▲ Professional Specialty	<b>1,550</b>	<b>22.7%</b>	<b>16.6%</b>	<b>137</b>
▲ Technical Support	<b>727</b>	<b>10.6%</b>	<b>8.3%</b>	<b>128</b>
Sales	749	10.9%	10.9%	101
Administrative Support & Clerical	984	14.4%	16.0%	90
↓ TOTAL BLUE COLLAR	1,799	26.3%	38.5%	68
▲ Service: Private Households	<b>348</b>	<b>5.1%</b>	<b>3.7%</b>	<b>138</b>
↓ Service: Protective	77	1.1%	2.2%	51
↓ Service: Other	405	5.9%	7.5%	79
↓ Farming, Forestry & Fishing	0	0.0%	0.7%	0
↓ Precision Production and Craft	416	6.1%	11.0%	55
↓ Operators and Assemblers	164	2.4%	3.2%	74
↓ Transportation and Material Moving	258	3.8%	6.2%	61
↓ Laborers	131	1.9%	4.0%	47

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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	10,821			
Employed	6,898	63.7%	58.1%	110
↓ Unemployed	487	4.5%	5.6%	80
Not in Labor Force	3,437	31.8%	36.3%	88
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	3,909			
TOTAL WORKING	2,981	76.3%	66.8%	114
With No Own Children	1,761	45.0%	42.2%	107
▲ With Own Children Age 0 to 5 only	303	7.8%	5.5%	142
▲ With Own Children Age 6 to 17 only	729	18.6%	14.8%	126
With Own Children Both Age 0 to 5 and 6 to 17	188	4.8%	4.3%	111
↓ TOTAL NOT WORKING (UNEMPLOYED)	194	5.0%	6.2%	80
▲ With No Own Children	179	4.6%	3.8%	122
↓ With Own Children Age 0 to 5 only	9	0.2%	0.7%	35
↓ With Own Children Age 6 to 17 only	0	0.0%	1.3%	0
↓ With Own Children Both Age 0 to 5 and 6 to 17	6	0.2%	0.5%	28
↓ TOTAL NOT IN THE LABOR FORCE	734	18.8%	27.0%	70
↓ With No Own Children	390	10.0%	17.1%	58
▲ With Own Children Age 0 to 5 only	124	3.2%	2.6%	122
With Own Children Age 6 to 17 only	146	3.7%	4.6%	80
↓ With Own Children Both Age 0 to 5 and 6 to 17	74	1.9%	2.6%	71
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	5,431			
Above Poverty Line (Households with Children)	3,360	64.1%	59.6%	108
Above Poverty Line (Households without Children)	1,637	31.2%	26.5%	118
↓ Below Poverty Line (Households with Children)	139	2.7%	7.9%	34
↓ Below Poverty Line (Households without Children)	107	2.0%	6.0%	34
<b>Households By Presence of Retirement Income (2013)</b>	5,071			
With Retirement Income	938	18.5%	17.6%	105
Without Retirement Income	4,007	79.0%	81.5%	97

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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	5,431			
Owner Occupied	3,289	60.6%	65.0%	93
Renter Occupied	2,142	39.4%	35.0%	113
<b>▲ Median Rent (2013)</b>	<b>\$1,308</b>		<b>\$904</b>	<b>145</b>
<b>Structures By Number of Units (2016)</b>	5,710			
Single Unit	4,016	70.3%	67.3%	104
<b>▲ 3 to 4 Units</b>	<b>713</b>	<b>12.5%</b>	<b>8.1%</b>	<b>154</b>
5 to 19 Units	593	10.4%	9.3%	111
↓ 20 to 49 Units	133	2.3%	3.6%	65
50 or more Units	252	4.4%	5.1%	86
↓ Mobile Home	3	0.1%	6.4%	1
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.37		2.57	92
<b>Owner-Occupied Property Values (2016)</b>	3,289			
↓ Under \$40,000	52	1.6%	7.2%	22
↓ \$40,000 to \$59,999	5	0.2%	3.7%	4
↓ \$60,000 to \$79,999	9	0.3%	5.1%	5
↓ \$80,000 to \$99,999	4	0.1%	6.5%	2
↓ \$100,000 to 149,999	4	0.1%	15.1%	1
↓ \$150,000 to \$199,999	13	0.4%	14.6%	3
↓ \$200,000 to \$299,999	45	1.4%	18.1%	8
↓ \$300,000 to \$499,999	229	7.0%	16.9%	41
<b>▲ \$500,000 to \$999,999</b>	<b>2,411</b>	<b>73.3%</b>	<b>9.7%</b>	<b>755</b>
<b>▲ \$1,000,000 and over</b>	<b>516</b>	<b>15.7%</b>	<b>3.0%</b>	<b>518</b>
<b>▲ Median Property Value</b>	<b>\$763,074</b>		<b>\$192,432</b>	<b>397</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	5,710			
▲ 2010 and later	393	6.9%	5.5%	125
↓ 2000 to 2009	101	1.8%	14.6%	12
↓ 1990 to 1999	59	1.0%	13.4%	8
↓ 1980 to 1989	131	2.3%	13.2%	17
↓ 1970 to 1979	411	7.2%	15.0%	48
1960 to 1969	704	12.3%	10.4%	119
↓ 1950 to 1959	369	6.5%	10.3%	63
▲ 1949 or earlier	3,542	62.0%	17.7%	351
<b>Households By Number of Persons (2016)</b>	5,431			
1 Person Household	1,542	28.4%	27.3%	104
2 Person Household	1,726	31.8%	32.3%	99
3 Person Household	954	17.6%	16.2%	108
4 Person Household	826	15.2%	13.1%	116
↓ 5 Person Household	258	4.8%	6.5%	73
↓ 6 Person Household	83	1.5%	2.8%	55
↓ 7 or more Person Household	40	0.7%	1.9%	39
Average Persons Per Household	2.4		2.6	94
<b>Households By Heating Type (2013)</b>	4,946			
▲ Utility and Other Gas	3,952	79.9%	54.0%	148
↓ Electric	935	18.9%	36.1%	52
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	9	0.2%	2.2%	8
↓ Solar/Other Fuel	0	0.0%	0.5%	0
No Fuel Used	50	1.0%	0.9%	107

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	5,431			
↓ No Vehicles	381	7.0%	9.0%	78
1 Vehicle	1,910	35.2%	33.7%	104
2 Vehicle	2,342	43.1%	37.5%	115
↓ 3 or more Vehicles	798	14.7%	19.8%	74
<b>Workers By Travel Time to Work (2016)</b>	5,966			
Less than 15 minutes	1,333	22.3%	27.3%	82
15 to 29 minutes	1,767	29.6%	36.5%	81
30 to 44 minutes	1,231	20.6%	20.2%	102
▲ 45 to 59 minutes	788	13.2%	7.7%	171
▲ 60 or more minutes	847	14.2%	8.3%	171
▲ Average Travel Time to Work (minutes)	33.9		28.2	120
<b>Workers By Type of Transportation to Work (2016)</b>	6,424			
↓ Drive Alone	3,747	58.3%	76.9%	76
Car Pool	501	7.8%	9.6%	82
▲ Public Transportation	1,146	17.8%	5.1%	349
▲ Walk to Work	286	4.5%	2.8%	158
▲ Other Means	125	1.9%	1.2%	157
▲ Work at Home	619	9.6%	4.4%	220

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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)	2,930	53.9%	15.1%	357
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,240	41.2%	14.7%	281
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	150	2.8%	31.4%	9
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	62	1.1%	6.9%	17
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	33	0.6%	18.4%	3
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	14	0.3%	13.1%	2

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Educated Mid-Life Families	2,367	43.6%	3.4%	1278
15	Reliable Young Starters	1,032	19.0%	4.3%	447
8	Rising Potential Professionals	716	13.2%	2.3%	563
12	Educated New Starters	486	8.9%	2.9%	305
3	Mid-Life Prosperity	323	5.9%	1.5%	390
14	Secure Mid-Life Families	126	2.3%	0.7%	354
5	Prosperous Diversity	95	1.7%	3.1%	56
10	Suburban Mid-Life Families	61	1.1%	5.5%	20
28	Building Country Families	36	0.7%	2.8%	24
23	Established Empty-Nesters	34	0.6%	3.4%	18
20	Cautious and Mature	30	0.6%	2.6%	21
45	Struggling Urban Diversity	26	0.5%	2.5%	19
7	Prosperous and Mature	22	0.4%	0.5%	75
1	Traditional Affluent Families	19	0.3%	3.5%	10
25	Working Country Consumers	16	0.3%	4.1%	7
27	Country Family Diversity	11	0.2%	0.3%	60
30	Urban Senior Life	8	0.1%	0.8%	18
32	Working Urban Life	5	0.1%	1.7%	6
39	New Beginning Urbanites	3	0.1%	2.8%	2
29	Working Country Families	3	0.1%	1.0%	6

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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.		
19	Educated and Promising	3	0.1%	0.1%	70
17	Large Young Families	2	0.0%	2.2%	2
21	Mature and Stable	2	0.0%	0.6%	6
36	Working Diverse Urbanites	2	0.0%	0.4%	9
9	Educated Working Families	1	0.0%	0.1%	22
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
11	Young Suburban Families	0	0.0%	3.0%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	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
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
43	Laboring Urban Diversity	0	0.0%	0.5%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
49	Exception Households	0	0.0%	0.2%	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
44	Laboring Urban Life	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>5,429</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	25.7%	35.4%	72
↓ Somewhat Involved with Their Faith	23.6%	29.9%	79
<b>▲ Not Involved with Their Faith</b>	<b>52.4%</b>	<b>34.7%</b>	<b>151</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.4%	22.1%	79
Decreased Their Involvement with Their Faith in the Last 10 Years	21.4%	23.7%	90

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.7%</b>	<b>0.5%</b>	<b>135</b>
↓ Baptist	6.8%	16.1%	43
Catholic	22.1%	23.7%	93
Congregational	1.9%	2.0%	96
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.2%</b>	<b>0.4%</b>	<b>270</b>
Episcopal	3.0%	2.9%	103
↓ Holiness	0.1%	0.8%	16
↓ Jehovah's Witnesses	0.9%	1.1%	87
<b>▲ Judaism</b>	<b>4.6%</b>	<b>3.2%</b>	<b>147</b>
↓ Lutheran	5.6%	7.2%	78
↓ Methodist	4.7%	10.1%	46
<b>▲ Mormon</b>	<b>2.8%</b>	<b>1.8%</b>	<b>157</b>
<b>▲ New Age</b>	<b>1.2%</b>	<b>0.6%</b>	<b>214</b>
<b>▲ Non-Denominational / Independent</b>	<b>10.6%</b>	<b>6.9%</b>	<b>153</b>
Orthodox	0.3%	0.3%	110
Pentecostal	2.2%	2.4%	92
<b>▲ Presbyterian / Reformed</b>	<b>5.5%</b>	<b>4.6%</b>	<b>121</b>
<b>▲ Unitarian / Universalist</b>	<b>1.1%</b>	<b>0.7%</b>	<b>151</b>
<b>▲ Interested but No Preference</b>	<b>5.8%</b>	<b>3.9%</b>	<b>151</b>
<b>▲ Not Interested and No Preference</b>	<b>19.2%</b>	<b>11.1%</b>	<b>173</b>

Likely to Have Changed Their Preference in the Last 10 Years	18.2%	16.8%	108
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**LEADERSHIP PREFERENCE INDICATOR**

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

<b>▲ Tells them what to do</b>	<b>5.6%</b>	<b>4.0%</b>	<b>140</b>
↓ Lets them do what they want and is supportive	8.5%	11.7%	73
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	81.0%	79.6%	102

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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	41.4%	43.5%	95
↓ Finding/Providing Health Insurance	20.1%	29.0%	69
↓ Day-to-Day Financial Worries	26.5%	31.6%	84
Finding Employment Opportunities	15.4%	14.4%	107
Finding Affordable Housing	12.2%	11.3%	108
↓ Providing Adequate Food	5.8%	8.6%	68
Finding Child Care	6.2%	6.3%	99
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	13.9%	16.7%	83
↓ Dealing With Teen / Child Problems	17.1%	20.7%	83
Finding/Providing Aging Parent Care	16.6%	15.5%	107
↓ Dealing With Abusive Relationships	8.6%	11.4%	76
↓ Dealing With Divorce	3.0%	4.5%	68
<b>COMMUNITY PROBLEMS:</b>			
Neighborhood Crime and Safety	29.7%	27.0%	110
Finding/Providing Good Schools	24.2%	23.5%	103
↓ Dealing with Problems in Schools	12.1%	13.6%	89
Dealing With Racial / Ethnic Prejudice	14.0%	13.1%	107
▲ Dealing With Neighborhood Gangs	<b>11.0%</b>	<b>8.5%</b>	<b>130</b>
▲ Dealing with Social Injustice	<b>14.7%</b>	<b>11.3%</b>	<b>130</b>
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	<b>58.5%</b>	<b>50.6%</b>	<b>115</b>
▲ Finding Time for Recreation / Leisure	<b>31.7%</b>	<b>25.3%</b>	<b>125</b>
Finding Better Quality Healthcare	22.0%	23.9%	92
▲ Finding A Satisfying Job / Career	<b>22.3%</b>	<b>19.3%</b>	<b>115</b>
Finding Retirement Opportunities	18.6%	18.9%	98
Achieving A Fulfilling Marriage	24.6%	22.3%	110
Developing Parenting Skills	15.5%	14.7%	105
Achieving Educational Objectives	8.1%	7.5%	108
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	29.1%	29.8%	97
Finding Companionship	18.7%	17.3%	108
↓ Finding A Good Church	8.7%	15.2%	57
↓ Finding Spiritual Teaching	8.4%	12.9%	65
▲ Finding Life Direction	<b>16.9%</b>	<b>14.0%</b>	<b>121</b>

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#### KEY VALUES INDICATOR

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

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

"I believe there is a God"	79.5%	84.5%	94
↓ "God is actively involved in the world including nations and their governments"	53.2%	63.8%	83

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

"It is important to preserve the traditional American family structure"	87.9%	91.5%	96
"A healthy environment has become a national crisis"	84.3%	82.8%	102
"Public education is essential to the future of American society"	95.0%	94.0%	101

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

↓ "Government should be the primary provider of human welfare services"	43.1%	50.1%	86
"The role of Churches / Synagogues is to help form and support moral values"	77.5%	81.1%	96
"Churches and religious organizations should provide more human services"	60.0%	62.6%	96

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

"The United States must open its doors to all people groups"	37.4%	36.3%	103
"The changing racial / ethnic face of America is a threat to our national heritage"	35.7%	36.3%	98

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	61.2%	59.8%	102
More than \$500 per year	34.2%	31.2%	110
▲ More than \$1,000 per year	20.9%	17.4%	120

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

▲ More than \$100 per year	47.3%	33.7%	140
▲ More than \$500 per year	15.7%	6.8%	231
▲ More than \$1,000 per year	5.5%	2.3%	239

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

▲ More than \$100 per year	26.1%	16.1%	162
▲ More than \$500 per year	8.4%	4.3%	195
▲ More than \$1,000 per year	5.2%	2.2%	236

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

St. Philip Neri Parish

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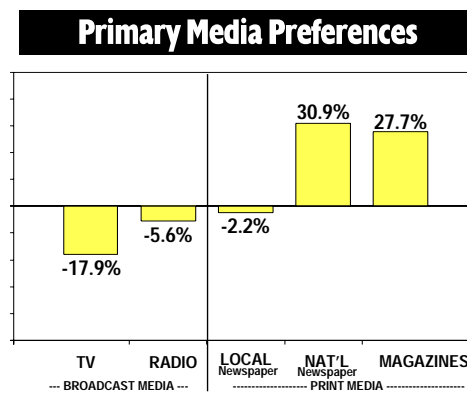
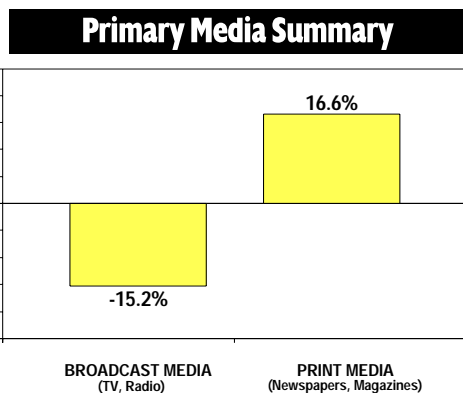
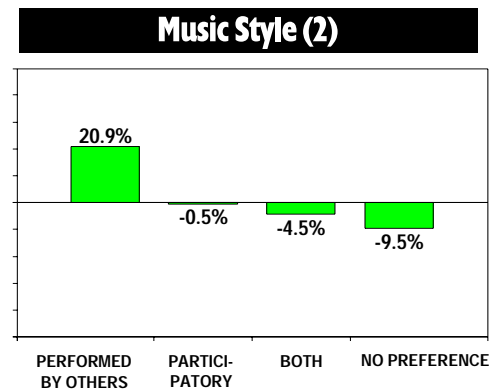
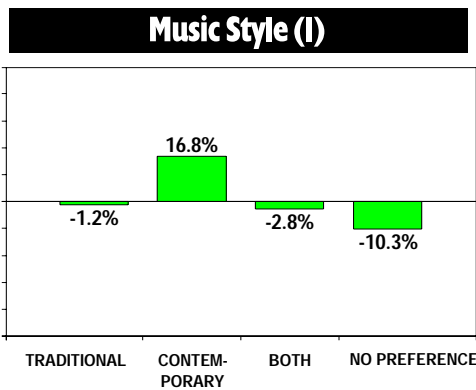
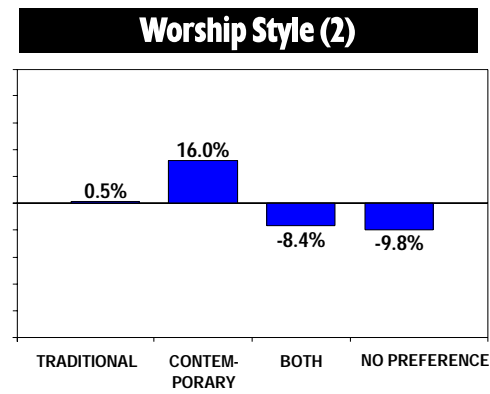
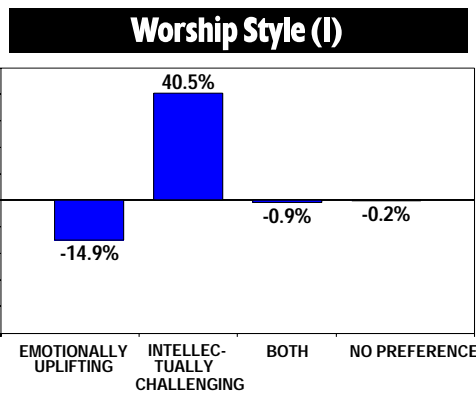
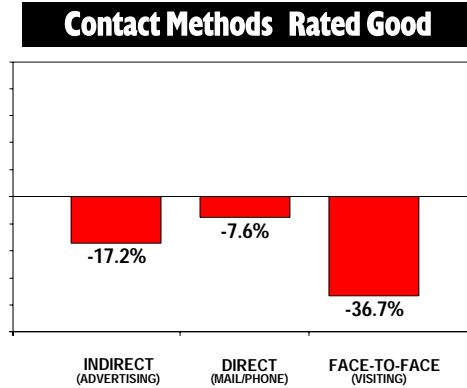
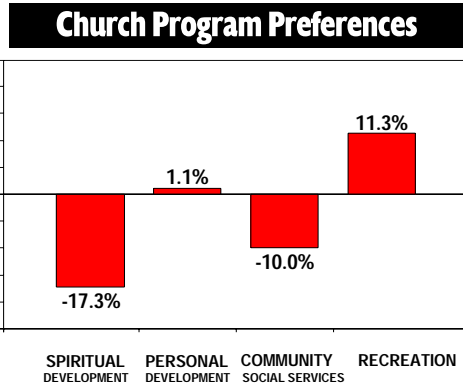
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Date: 6/20/2016

Prepared For:  
St. Philip Neri Parish

Study Area Definition:  
Custom Polygon





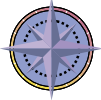
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<b>CHURCH PROGRAM PREFERENCE INDICATOR</b>			
<b>Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:</b>			
<b><i>SPIRITUAL DEVELOPMENT:</i></b>			
↓ Bible Study Discussion and Prayer Groups	29.0%	41.1%	70
Adult Theological Discussion Groups	22.1%	22.5%	98
Spiritual Retreats	11.1%	11.6%	96
<b><i>PERSONAL DEVELOPMENT:</i></b>			
Marriage Enrichment Opportunities	16.2%	15.2%	106
Parent Training Programs	7.9%	7.8%	101
Twelve Step Programs	3.4%	3.5%	97
↓ Divorce Recovery	1.8%	2.4%	73
<b><i>COMMUNITY/SOCIAL SERVICES:</i></b>			
Personal or Family Counseling	21.0%	22.5%	93
↓ Care for the Terminally Ill	13.7%	15.7%	87
↓ Food and Clothing Resources	6.6%	11.1%	60
▲ Day Care Services	<b>6.9%</b>	<b>6.1%</b>	<b>114</b>
▲ Church Sponsored Day-School	<b>6.7%</b>	<b>5.7%</b>	<b>117</b>
<b><i>RECREATION:</i></b>			
Youth Social Programs	32.3%	29.7%	109
Family Activities and Outings	33.1%	32.8%	101
Active Retirement Programs	26.4%	26.8%	99
▲ Cultural Programs (Music, Drama, Art)	<b>27.4%</b>	<b>18.9%</b>	<b>145</b>
▲ Sports or Camping	<b>8.3%</b>	<b>6.3%</b>	<b>132</b>

<b>SUMMARY</b>	
↓ Spiritual Development Index	83
Personal Development Index	101
Community/Social Services Index	90
▲ Recreation Index	<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	22.4%	26.4%	85
<b>▲ B. Intellectually Challenging</b>	<b>15.6%</b>	<b>11.1%</b>	<b>141</b>
C. Both A and B	38.8%	39.2%	99
D. No Preference or Not Interested	23.3%	23.4%	100

**PART 2:**

A. Traditional/Formal/Ceremonial	20.4%	20.2%	101
<b>▲ B. Contemporary/Informal</b>	<b>30.5%</b>	<b>26.3%</b>	<b>116</b>
C. Both A and B	24.3%	26.5%	92
D. No Preference or Not Interested	24.3%	26.9%	90

**MUSIC STYLE INDICATOR**

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

**PART 1:**

A. Traditional	24.1%	24.4%	99
<b>▲ B. Contemporary</b>	<b>23.0%</b>	<b>19.7%</b>	<b>117</b>
C. Both A and B	30.2%	31.1%	97
D. No Preference or Not Interested	22.2%	24.8%	90

**PART 2:**

<b>▲ A. Performed by Others</b>	<b>22.6%</b>	<b>18.7%</b>	<b>121</b>
B. Participatory	22.8%	22.9%	99
C. Both A and B	30.7%	32.2%	96
D. No Preference or Not Interested	23.7%	26.2%	90





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	24.1%	22.0%	110
B. Personal Spiritual Development	15.5%	14.3%	108
C. Both A and B	35.8%	37.4%	96
D. No Preference or Not Interested	24.5%	26.3%	93

**PART 2:**

A. Global Mission	6.0%	6.2%	97
B. Local Mission	35.5%	33.3%	107
C. Both A and B	28.9%	30.1%	96
D. No Preference or Not Interested	29.2%	30.4%	96

**CHURCH ARCHITECTURE INDICATOR**

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

**PART 1:**

↓ A. Traditional	23.8%	26.6%	89
▲ B. Contemporary	<b>21.2%</b>	<b>15.9%</b>	<b>133</b>
C. Both A and B	31.4%	32.3%	97
D. No Preference or Not Interested	23.6%	25.1%	94

**PART 2:**

↓ A. Somber/Serious	7.4%	9.4%	79
▲ B. Light and Airy	<b>41.5%</b>	<b>34.7%</b>	<b>120</b>
C. Both A and B	25.9%	27.7%	93
D. No Preference or Not Interested	25.4%	28.2%	90



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### PRIMARY MEDIA PREFERENCE

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

<b>BROADCAST MEDIA:</b>			
↓ Television	38.8%	47.3%	82
Radio	12.6%	13.3%	94
<b>PRINT MEDIA:</b>			
▲ Local Newspaper	40.2%	36.1%	111
▲ National Newspaper	5.7%	4.3%	131
▲ Magazines	4.2%	2.4%	173

### SECONDARY MEDIA PREFERENCE

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

<b>BROADCAST MEDIA:</b>			
Television	32.5%	31.9%	102
↓ Radio	19.8%	23.8%	84
<b>PRINT MEDIA:</b>			
Local Newspaper	32.0%	32.7%	98
National Newspaper	6.1%	5.8%	106
▲ Magazines	9.0%	7.0%	128

### SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	89
Overall Print Media Index	110



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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	30.9%	36.2%	85
↓ Putting Ad in Local Newspaper	29.4%	33.8%	87
↓ Local Cable Channels	22.9%	30.4%	75
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	52.0%	53.7%	97
↓ Calling and Offering to Send Information By Mail	25.9%	29.5%	88
↓ Calling and Discussing on the Phone	10.1%	12.0%	84
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.0%	20.1%	65
↓ Going Door to Door	8.6%	14.0%	61

**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	25.5%	19.6%	130
▲ Putting Ad in Local Newspaper	29.4%	21.5%	136
▲ Local Cable Channels	38.1%	30.7%	124
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.1%	13.3%	128
▲ Calling and Offering to Send Information By Mail	40.8%	34.0%	120
▲ Calling and Discussing on the Phone	69.1%	60.6%	114
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	61.9%	49.6%	125
▲ Going Door to Door	71.5%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	83
Direct Methods Index	92
↓ Face-to-Face Methods Index	63

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	129
▲ Direct Methods Index	118
▲ Face-to-Face Methods Index	117