ministry area profile 2012

Most Holy Rosary Parish

Study Area Definition:
Custom Polygon

PerceptGroup

ID# 229729:229729

Prepared For:
Most Holy Rosary Parish

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

Currently, there are 32,684 persons residing in the defined study area. This represents an increase of 3,425 or 11.7% since 1990. During the same period of time, the U.S. as a whole grew by 25.9%. (see page 4)

2 Q A Is the population in this area projected to grow?

No, between 2012 and 2017, the population is projected to remain stable. During the same period, the U.S. population is projected to grow by 3.9%. (see page 4)

3 Q A How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very high* with 22 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Surviving Urban Diversity* representing 24.4% of all households. (see pages 13 and 14)

4 Q A 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 36.0% of the population and all other racial/ethnic groups make up a substantial 64.0% which is well above the national average of 37%. The largest of these groups, *Hispanics/Latinos*, accounts for 40.0% of the total population. *African-Americans* are projected to be the fastest growing group increasing by 13.4% between 2012 and 2017. (see pages 4 and 7)

5 Q A What are the major generational groups represented?

The largest age group in terms of numbers is *Survivors* (age 31 to 51) comprised of 9,907 persons or 30.3% of the total population in the area. *Millenials* (age 11 to 30) make up 28.8% of the population which compared to a national average of 27.3% makes them the most over-represented group in the area. (see page 4)

6 Q A Overall, how traditional are the family structures?

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

7 Q A How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 79.1% of the population aged 25 and over have graduated from high school as compared to the national average of 85.1%, college graduates account for 14.3% of those over 25 in the area versus 27.8% in the U.S. (see page 8)

8 Q A Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Neighborhood Gangs*, *Affordable Housing*, *Neighborhood Crime and Safety*, *Adequate Food*, *Employment Opportunities* and *Day-to-Day Financial Worries*. (see page 16)

9 Q A 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)

10 Q A What is the likely giving potential in the area?

Based upon the average household income of $62,344 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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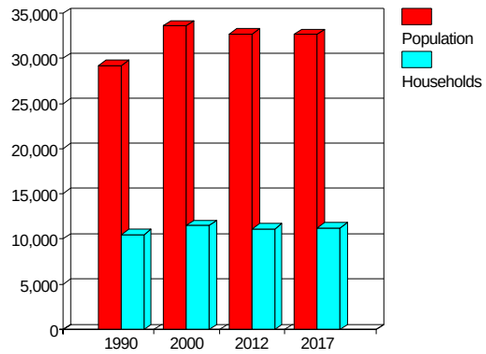
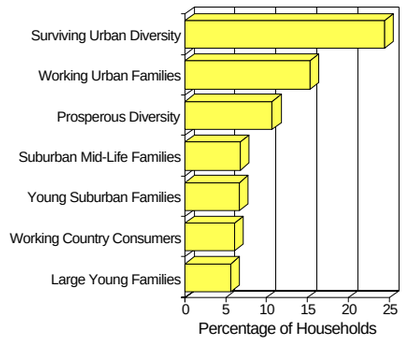
Population and Households

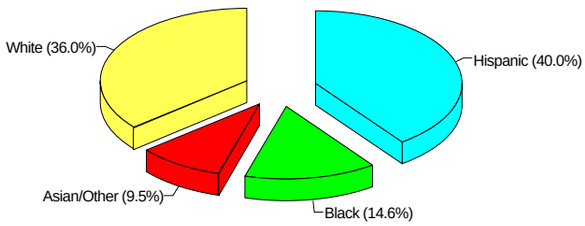


Primary U.S. Lifestyles Segments-2012

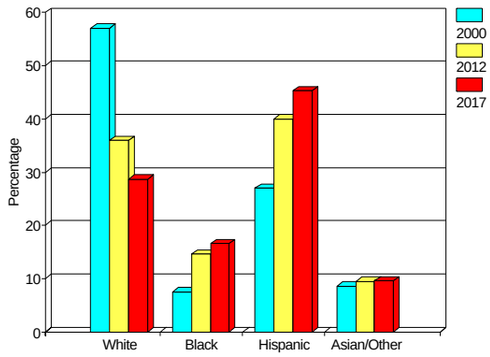


The population in the study area has decreased by 893 persons, or 2.7% since 2000 and is projected to decrease by 33 persons, or 0.1% between 2012 and 2017. The number of households has decreased by 386, or 3.4% since 2000 and is projected to increase by 98, or 0.9% between 2012 and 2017.

Population By Race/Ethnicity-2012

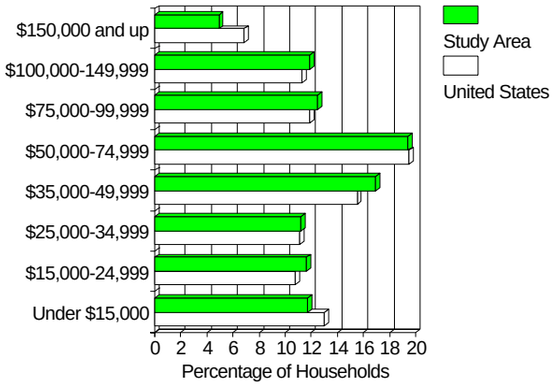


Population By Race/Ethnicity Trend

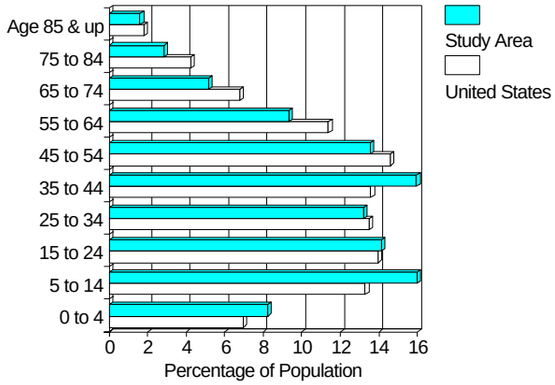


Between 2012 and 2017, the White population is projected to decrease by 2403 persons and to decrease from 36.0% to 28.6% of the total population. The Black population is projected to increase by 638 persons and to increase from 14.6% to 16.5% of the total. The Hispanic/Latino population is projected to increase by 1693 persons and to increase from 40.0% to 45.2% of the total. The Asian/Other population is projected to increase by 39 persons and to increase from 9.5% to 9.6% of the total population.

Households By Income-2012



Population by Age-2012



The average household income in the study area is $62344 a year as compared to the U.S. average of $67315. The average age in the study area is 34.5 and is projected to increase to 35.4 by 2017. The average age in the U.S. is 37.5 and is projected to increase to 38.3 by 2017.

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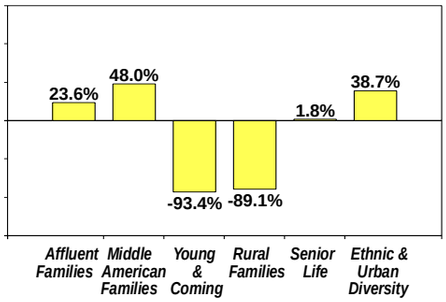
U.S. Lifestyles Group

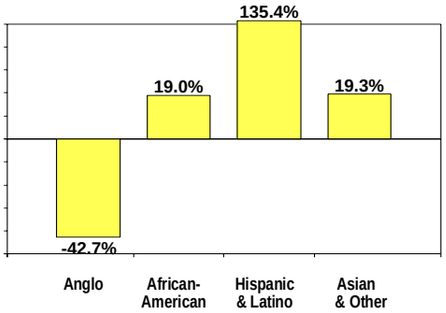


Percentage Above Average

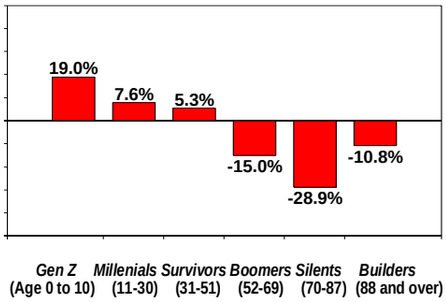
← U.S. Average →

Percentage Below Average

Race/Ethnicity



Generations

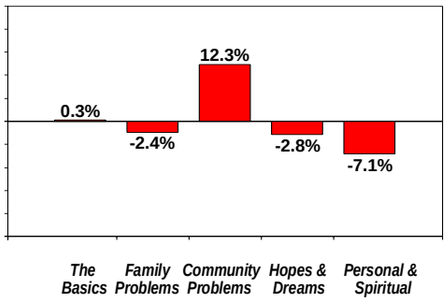


Percentage Above Average

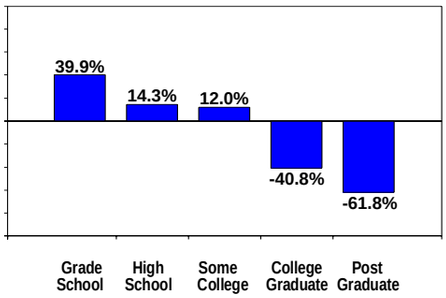
← U.S. Average →

Percentage Below Average

Primary Concern Groups



Education Completed by Adults

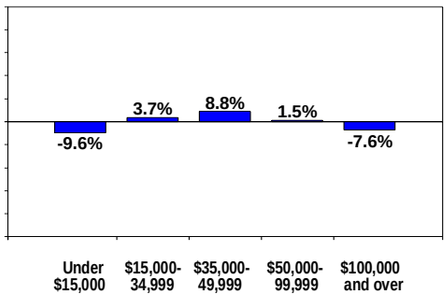


Percentage Above Average

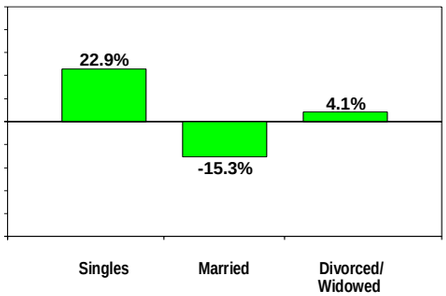
← U.S. Average →

Percentage Below Average

Household Income



Marital Status

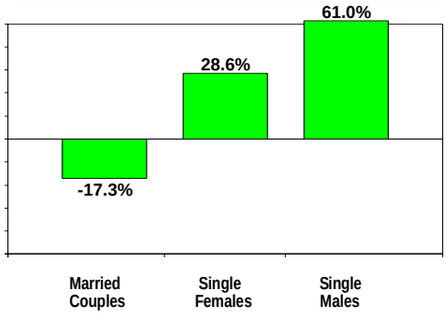


Percentage Above Average

← U.S. Average →

Percentage Below Average

Households with Children



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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	**1990 Census**	**2000 Census**	**2012 Update**	**2017 Projection**
↓ Population	29,259	33,577	32,684	32,651
Population Change		4,318	(893)	(33)
Percentage Change		14.8%	-2.7%	-0.1%
Average Annual Growth Rate		1.5%	-0.2%	-0.0%
Density (Pop. per square mile)	3,496	4,012	3,905	3,901
HOUSEHOLDS				
Households	10,494	11,518	11,132	11,230
Household Change		1,024	(386)	98
Percentage Change		9.8%	-3.4%	0.9%
Average Annual Growth Rate		1.0%	-0.3%	0.2%
Persons Per Household	2.76	2.89	2.91	2.88

POPULATION BY RACE/ETHNICITY	2000 Census		2012 Update		2017 Projection	
	Number	**Percent**	**Number**	**Percent**	**Number**	**Percent**
↓ White (Non-Hispanic)	19,156	57.1%	11,756	36.0%	9,353	28.6%
▲ **African-American (Non-Hisp)**	**2,513**	**7.5%**	**4,765**	**14.6%**	**5,403**	**16.5%**
▲ **Hispanic/Latino**	**9,038**	**26.9%**	**13,067**	**40.0%**	**14,760**	**45.2%**
▲ **Asian/Other (Non-Hisp)**	**2,870**	**8.5%**	**3,096**	**9.5%**	**3,135**	**9.6%**
POPULATION BY GENDER						
↓ Female	17,019	50.7%	16,378	50.1%	16,357	50.1%
▲ **Male**	**16,558**	**49.3%**	**16,306**	**49.9%**	**16,294**	**49.9%**
POPULATION BY GENERATION						
▲ **Generation Z** (Born 2002 and later)	**0**	**0.0%**	**4,795**	**14.7%**	**7,181**	**22.0%**
↓ Millenials (Born 1982 to 2001)	10,798	32.2%	9,589	29.3%	8,900	27.3%
↓ Survivors (Born 1961 to 1981)	10,540	31.4%	9,875	30.2%	9,647	29.5%
↓ Boomers (Born 1943 to 1960)	7,450	22.2%	5,877	18.0%	5,163	15.8%
↓ Silents (Born 1925 to 1942)	3,336	9.9%	2,078	6.4%	1,601	4.9%
↓ Builders (Born 1924 and earlier)	1,456	4.3%	471	1.4%	158	0.5%
AGE						
▲ **Average Age**		**33.1**		**34.5**		**35.4**
▲ **Median Age**		**32.1**		**33.9**		**34.6**
INCOME						
▲ **Average Household Income**		**$54,262**		**$62,344**		**$63,691**
▲ **Median Household Income**		**$46,637**		**$52,592**		**$53,369**
▲ **Per Capita Income**		**$18,613**		**$21,234**		**$21,906**

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	Number	Percent	Number	Percent	Number	Percent
HOUSEHOLDS BY INCOME						
▲ **$150,000 or more**	**324**	**2.8%**	**550**	**4.9%**	**604**	**5.4%**
▲ **$100,000 to $149,999**	**959**	**8.3%**	**1,321**	**11.9%**	**1,371**	**12.2%**
$75,000 to $99,999	1,440	12.5%	1,391	12.5%	1,404	12.5%
↓ $50,000 to $74,999	2,261	19.6%	2,153	19.3%	2,162	19.3%
↓ $35,000 to $49,999	2,099	18.2%	1,881	16.9%	1,865	16.6%
↓ $25,000 to $34,999	1,373	11.9%	1,242	11.2%	1,249	11.1%
↓ $15,000 to $24,999	1,573	13.7%	1,291	11.6%	1,277	11.4%
↓ Under $15,000	1,539	13.4%	1,304	11.7%	1,299	11.6%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,921	8.7%	2,693	8.2%	2,647	8.1%
↓ Required Formal Schooling (5-17)	7,458	22.2%	6,813	20.8%	6,550	20.1%
College Years, Career Starts (18-24)	3,167	9.4%	3,036	9.3%	3,320	10.2%
↓ Singles and Young Families (25-34)	4,954	14.8%	4,314	13.2%	3,945	12.1%
Families, Empty Nesters (35-54)	9,451	28.1%	9,638	29.5%	9,265	28.4%
▲ **Enrichment Years Singles/Couples (55-64)**	**2,357**	**7.0%**	**3,047**	**9.3%**	**3,403**	**10.4%**
Retirement Opportunities (65+)	3,272	9.7%	3,143	9.6%	3,519	10.8%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,921	8.7%	2,693	8.2%	2,647	8.1%
↓ 5 to 9 years	3,345	10.0%	2,628	8.0%	2,516	7.7%
10 to 14 years	2,590	7.7%	2,599	8.0%	2,522	7.7%
15 to 17 years	1,523	4.5%	1,586	4.9%	1,512	4.6%
▲ **18 to 20 years**	**1,271**	**3.8%**	**1,362**	**4.2%**	**1,384**	**4.2%**
↓ 21 to 24 years	1,896	5.6%	1,674	5.1%	1,936	5.9%
↓ 25 to 29 years	2,524	7.5%	2,303	7.0%	2,036	6.2%
↓ 30 to 34 years	2,430	7.2%	2,011	6.2%	1,909	5.8%
↓ 35 to 39 years	2,838	8.5%	2,448	7.5%	2,322	7.1%
40 to 44 years	2,603	7.8%	2,767	8.5%	2,238	6.9%
▲ **45 to 49 years**	**2,199**	**6.5%**	**2,188**	**6.7%**	**2,243**	**6.9%**
▲ **50 to 54 years**	**1,811**	**5.4%**	**2,235**	**6.8%**	**2,462**	**7.5%**
▲ **55 to 59 years**	**1,395**	**4.2%**	**1,650**	**5.0%**	**1,812**	**5.5%**
▲ **60 to 64 years**	**962**	**2.9%**	**1,397**	**4.3%**	**1,591**	**4.9%**
▲ **65 to 69 years**	**800**	**2.4%**	**991**	**3.0%**	**1,213**	**3.7%**
70 to 74 years	901	2.7%	696	2.1%	912	2.8%
↓ 75 to 84 years	1,153	3.4%	933	2.9%	867	2.7%
▲ **85 or more years**	**418**	**1.2%**	**523**	**1.6%**	**527**	**1.6%**

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older	24,763			
▲ **Single (Never Married)**	**9,605**	**38.8%**	**31.6%**	**123**
Married	10,843	43.8%	51.7%	85
Divorced/Widowed	4,315	17.4%	16.7%	104
Marital Status Females 15 and Older	12,571			
▲ **Single (Never Married)**	**4,330**	**34.4%**	**28.4%**	**121**
Married	5,439	43.3%	50.2%	86
Divorced/Widowed	2,802	22.3%	21.5%	104
Marital Status Males 15 and Older	12,191			
▲ **Single (Never Married)**	**5,275**	**43.3%**	**34.9%**	**124**
Married	5,403	44.3%	53.3%	83
Divorced/Widowed	1,513	12.4%	11.8%	105
FAMILY STRUCTURE				
Households By Type	11,518			
↓ Married Couple	4,802	41.7%	55.3%	75
▲ **Other Family - Male Head of Household**	**1,091**	**9.5%**	**5.2%**	**183**
▲ **Other Family - Female Head of Household**	**2,104**	**18.3%**	**14.2%**	**129**
↓ Non Family - Male Head of Household	1,550	13.5%	17.5%	77
↓ Non Family - Female Head of Household	1,585	13.8%	20.2%	68
Households With Children 0 to 18	4,860			
Married Couple Family	2,639	54.3%	65.7%	83
▲ **Other Family - Male Head of Household**	**618**	**12.7%**	**7.9%**	**161**
▲ **Other Family - Female Head of Household**	**1,595**	**32.8%**	**25.5%**	**129**
↓ Non Family	8	0.2%	0.9%	18
Population By Household Type	32,684			
↓ Group Quarters	326	1.0%	2.6%	39

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	Number	Percent		
GROUP QUARTERS				
Population In Group Quarters By Type	326			
↓ Correctional Facilities	11	3.4%	30.4%	11
↓ College Dorms	0	0.0%	31.6%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	90	27.6%	18.6%	148
▲ **Other**	**225**	**69.0%**	**15.2%**	**455**
RACE/ETHNICITY				
Population By Race/Ethnicity	32,684			
↓ White (Non-Hispanic)	11,756	36.0%	69.9%	51
African-American (Non-Hisp)	4,765	14.6%	13.6%	107
▲ **Hispanic/Latino**	**13,066**	**40.0%**	**18.9%**	**212**
↓ Native American (Non-Hisp)	157	0.5%	0.8%	59
↓ Asian (Non-Hisp)	1,360	4.2%	5.4%	77
▲ **Hawaiian & Pacific Islander (Non-Hisp)**	**232**	**0.7%**	**0.2%**	**396**
▲ **Other Races & Multiple Races (Non-Hisp)**	**1,347**	**4.1%**	**2.4%**	**170**
Asian Population By Race	1,451			
↓ Chinese	64	4.4%	22.3%	20
▲ **Japanese**	**129**	**8.9%**	**5.6%**	**159**
↓ Indian	95	6.5%	19.1%	34
↓ Korean	76	5.2%	9.8%	53
↓ Vietnamese	112	7.7%	10.9%	71
▲ **Other Asian Races**	**975**	**67.2%**	**32.3%**	**208**
Hispanic/Latino Population By Race	13,066			
↓ White	5,456	41.8%	52.9%	79
↓ African-American	223	1.7%	2.5%	69
Native American	176	1.3%	1.4%	99
▲ **Asian**	**91**	**0.7%**	**0.4%**	**168**
▲ **Other Races & Multiple Races**	**7,120**	**54.5%**	**42.8%**	**127**
Hispanic/Latino Population By Origin	13,066			
▲ **Mexican**	**10,944**	**83.8%**	**64.8%**	**129**
↓ Puerto Rican	165	1.3%	9.3%	14
↓ Cuban	45	0.3%	3.6%	10
↓ Other Hispanic Origin	1,912	14.6%	22.3%	66

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	Number	Percent		
EDUCATION				
Population By School Enrollment (Age 3 & over) (2000)	31,784			
▲ **Pre-Primary (Public)**	**1,044**	**3.3%**	**2.3%**	**143**
↓ Pre-Primary (Private)	241	0.8%	1.1%	70
▲ **Elementary/High School (Public)**	**6,455**	**20.3%**	**16.6%**	**122**
↓ Elementary/High School (Private)	355	1.1%	1.9%	58
Enrolled in College	1,758	5.5%	6.5%	85
Not Enrolled in School	21,931	69.0%	71.6%	96
Population By Education Completed (Age 25 and over)	20,140			
▲ **Elementary (Less than 9 years)**	**1,968**	**9.8%**	**6.3%**	**155**
▲ **Some High School (9 to 11 years)**	**2,239**	**11.1%**	**8.6%**	**129**
High School Graduate (12 years)	6,616	32.9%	28.7%	114
Some College (13 to 15 years)	4,989	24.8%	21.0%	118
Associate Degree	1,446	7.2%	7.5%	96
↓ Bachelor's Degree	2,095	10.4%	17.6%	59
↓ Graduate Degree	788	3.9%	10.3%	38
OCCUPATION				
Population By Occupation Type (Age 15 and over)	14,298			
TOTAL WHITE COLLAR	7,168	50.1%	61.3%	82
↓ Executive and Managerial	609	4.3%	9.7%	44
↓ Professional Specialty	1,408	9.8%	16.2%	61
↓ Technical Support	808	5.7%	7.8%	72
Sales	1,507	10.5%	11.2%	94
▲ **Administrative Support & Clerical**	**2,836**	**19.8%**	**16.4%**	**121**
▲ **TOTAL BLUE COLLAR**	**7,131**	**49.9%**	**38.7%**	**129**
▲ **Service: Private Households**	**659**	**4.6%**	**3.5%**	**132**
Service: Protective	359	2.5%	2.2%	113
Service: Other	984	6.9%	7.2%	96
↓ Farming, Forestry & Fishing	10	0.1%	0.7%	10
▲ **Precision Production and Craft**	**2,052**	**14.4%**	**11.7%**	**122**
Operators and Assemblers	464	3.2%	3.4%	96
Transportation and Material Moving	1,027	7.2%	6.0%	119
▲ **Laborers**	**1,576**	**11.0%**	**3.9%**	**280**

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	Number	Percent		
EMPLOYMENT				
Population By Employment Status (Age 15 and over)	24,216			
Employed	13,498	55.7%	59.7%	93
▲ **Unemployed**	**2,020**	**8.3%**	**5.6%**	**148**
Not in Labor Force	8,698	35.9%	34.7%	104
Households With Families By Number of Workers	8,492			
No Workers	875	10.3%	12.7%	81
▲ **1 Worker**	**3,481**	**41.0%**	**30.4%**	**135**
2 Workers	3,213	37.8%	45.0%	84
3 or more Workers	922	10.9%	11.9%	91
Total Female Pop. By Work Status (Age 16 & over) (2000)	12,736			
TOTAL WORKING	6,680	52.4%	54.2%	97
With No Children	4,031	31.7%	33.8%	94
With Children Age 0 to 5 only	627	4.9%	4.4%	111
With Children Age 6 to 17 only	1,500	11.8%	12.4%	95
With Children Both Age 0 to 5 and 6 to 17	522	4.1%	3.6%	115
▲ **TOTAL NOT WORKING (UNEMPLOYED)**	**543**	**4.3%**	**3.3%**	**127**
▲ **With No Children**	**341**	**2.7%**	**2.2%**	**123**
▲ **With Children Age 0 to 5 only**	**65**	**0.5%**	**0.3%**	**147**
▲ **With Children Age 6 to 17 only**	**96**	**0.8%**	**0.6%**	**136**
▲ **With Children Both Age 0 to 5 and 6 to 17**	**41**	**0.3%**	**0.3%**	**123**
TOTAL NOT IN THE LABOR FORCE	5,513	43.3%	42.5%	102
With No Children	3,879	30.5%	32.9%	93
▲ **With Children Age 0 to 5 only**	**589**	**4.6%**	**2.7%**	**168**
With Children Age 6 to 17 only	598	4.7%	4.3%	109
▲ **With Children Both Age 0 to 5 and 6 to 17**	**447**	**3.5%**	**2.5%**	**138**
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status ($23,050 for family of 4)	11,132			
Above Poverty Line (Households with Children)	6,901	59.9%	69.2%	87
Above Poverty Line (Households without Children)	3,906	33.9%	32.4%	105
▲ **Below Poverty Line (Households with Children)**	**1,181**	**10.3%**	**7.9%**	**130**
▲ **Below Poverty Line (Households without Children)**	**1,019**	**8.8%**	**6.2%**	**143**
Households By Presence of Retirement Income (2000)	11,518			
With Retirement Income	2,167	18.8%	16.7%	112
Without Retirement Income	9,401	81.6%	83.3%	98

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	Number	Percent		
HOUSING				
Occupied Units By Type	11,132			
Owner Occupied	6,092	54.7%	66.1%	83
▲ **Renter Occupied**	**5,041**	**45.3%**	**33.9%**	**134**
Median Rent (2000)	$750		$657	114
Vacant Units By Type (2000)	454			
▲ **For Rent**	**242**	**53.3%**	**25.7%**	**208**
▲ **For Sale**	**107**	**23.6%**	**13.7%**	**173**
↓ Seasonal	16	3.5%	37.1%	9
Other	89	19.6%	23.5%	83
Structures By Number of Units	12,214			
Single Unit	9,081	74.3%	67.3%	110
3 to 4 Units	1,014	8.3%	8.4%	99
↓ 5 to 19 Units	896	7.3%	9.5%	78
20 to 49 Units	346	2.8%	3.5%	82
▲ **50 or more Units**	**793**	**6.5%**	**4.7%**	**138**
↓ Mobile Home	79	0.6%	6.6%	10
↓ Other	6	0.0%	0.1%	61
Single To Multiple Unit Ratio	2.98		2.59	115
2010 Owner-Occupied Property Values	6,092			
↓ Under $40,000	23	0.4%	6.2%	6
↓ $40,000 to $59,999	30	0.5%	4.9%	10
↓ $60,000 to $79,999	57	0.9%	5.9%	16
↓ $80,000 to $99,999	52	0.9%	7.3%	12
↓ $100,000 to 149,999	507	8.3%	20.2%	41
▲ **$150,000 to $199,999**	**1,284**	**21.1%**	**14.9%**	**142**
▲ **$200,000 to $299,999**	**2,677**	**43.9%**	**18.2%**	**241**
▲ **$300,000 to $499,999**	**1,350**	**22.2%**	**13.6%**	**162**
↓ $500,000 to $999,999	349	5.7%	11.8%	48
↓ $1,000,000 and over	16	0.3%	1.6%	16
▲ **2010 Median Property Value**	**$239,727**		**$168,275**	**142**

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built	12,214			
↓ 2005 and later	37	0.3%	4.7%	6
↓ 2000 to 2004	385	3.2%	9.1%	35
1990 to 1999	1,462	12.0%	14.7%	81
▲ **1980 to 1989**	**2,187**	**17.9%**	**14.4%**	**124**
▲ **1970 to 1979**	**2,681**	**22.0%**	**16.2%**	**135**
1960 to 1969	1,479	12.1%	11.0%	110
▲ **1950 to 1959**	**2,101**	**17.2%**	**10.7%**	**160**
1949 or earlier	1,881	15.4%	19.1%	81
Households By Number of Persons	11,132			
↓ 1 Person Household	2,289	20.6%	26.0%	79
2 Person Household	3,179	28.6%	32.8%	87
3 Person Household	2,104	18.9%	17.1%	110
4 Person Household	1,804	16.2%	13.6%	120
▲ **5 Person Household**	**1,000**	**9.0%**	**6.3%**	**142**
▲ **6 Person Household**	**464**	**4.2%**	**2.6%**	**158**
▲ **7 or more Person Household**	**294**	**2.6%**	**1.5%**	**176**
Average Persons Per Household	2.9		2.6	111
Population By Urban/Rural (2000)	33,580			
▲ **Urban**	**33,540**	**99.9%**	**79.0%**	**126**
↓ Rural	40	0.1%	21.0%	1
Households By Heating Type (2000)	11,529			
▲ **Utility Gas**	**8,126**	**70.5%**	**51.2%**	**138**
↓ Other Gas	86	0.7%	6.5%	11
Electric	3,142	27.3%	30.3%	90
↓ Oil	15	0.1%	9.0%	1
↓ Coal	6	0.1%	0.1%	38
↓ Wood	139	1.2%	1.7%	72
↓ Solar/Other Fuel	9	0.1%	0.4%	18
↓ No Fuel Used	6	0.1%	0.7%	8
Households By Presence of Telephone (2000)	11,529			
With Telephone	11,352	98.5%	97.6%	101
↓ Without Telephone	177	1.5%	2.4%	63

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles	11,132			
↓ No Vehicles	697	6.3%	8.8%	71
1 Vehicle	3,783	34.0%	33.6%	101
2 Vehicle	3,985	35.8%	37.7%	95
▲ 3 or more Vehicles	**2,667**	**24.0%**	**19.9%**	**120**
Workers By Travel Time to Work	13,530			
Less than 15 minutes	3,189	23.6%	28.6%	82
↓ 15 to 29 minutes	3,231	23.9%	36.4%	66
30 to 44 minutes	2,792	20.6%	19.7%	105
▲ 45 to 59 minutes	**1,714**	**12.7%**	**7.4%**	**171**
▲ 60 or more minutes	**2,604**	**19.2%**	**7.9%**	**245**
▲ Average Travel Time to Work (minutes)	**36.7**		**27.6**	**133**
Workers By Type of Transportation to Work	13,773			
Drive Alone	9,986	72.5%	76.6%	95
▲ Car Pool	**2,373**	**17.2%**	**10.3%**	**168**
Public Transportation	539	3.9%	4.9%	81
↓ Walk to Work	221	1.6%	2.8%	56
▲ Other Means	**299**	**2.2%**	**1.2%**	**180**
↓ Work at Home	355	2.6%	4.2%	61

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SEGMENT GROUPS

No.	Group Name Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	**Middle American Families** (9, 10, 11, 16, 17, 18, 23, 25 and 28)	5,178	46.5%	31.4%	148
6	**Ethnic And Urban Diversity** (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,838	25.5%	18.4%	139
1	**Affluent Families** (segments 1, 2, 3, 4, 5, 6 and 14)	2,080	18.7%	15.1%	124
5	**Senior Life** (7, 20, 21, 22, 30 and 31)	782	7.0%	6.9%	102
4	**Rural Families** (27, 26, 29, 33, 35 and 38)	158	1.4%	13.1%	11
3	**Young And Coming** (8, 12, 13, 15, 19, 34, 37, 39 and 47)	107	1.0%	14.7%	7

INDIVIDUAL SEGMENTS

No.	Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
40	Surviving Urban Diversity	2,720	24.4%	4.0%	604
18	Working Urban Families	1,698	15.3%	4.0%	384
5	Prosperous Diversity	1,186	10.7%	3.1%	343
10	Suburban Mid-Life Families	750	6.7%	5.5%	121
11	Young Suburban Families	739	6.6%	3.0%	224
25	Working Country Consumers	669	6.0%	4.1%	146
17	Large Young Families	624	5.6%	2.2%	261
2	Professional Affluent Families	603	5.4%	0.8%	672
23	Established Empty-Nesters	397	3.6%	3.4%	105
22	Mature and Established	346	3.1%	1.8%	174
20	Cautious and Mature	314	2.8%	2.6%	107
28	Building Country Families	297	2.7%	2.8%	95
4	Educated Mid-Life Families	251	2.3%	3.4%	66
15	Reliable Young Starters	107	1.0%	4.3%	23
7	Prosperous and Mature	105	0.9%	0.5%	175
29	Working Country Families	80	0.7%	1.0%	75
43	Laboring Urban Diversity	61	0.5%	0.5%	108
14	Secure Mid-Life Families	34	0.3%	0.7%	47
24	Metro Multi-Ethnic Diversity	33	0.3%	2.7%	11
35	Laboring Country Families	30	0.3%	2.7%	10

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No.	Individual Segment Name Segments are sorted by number of households in the study area.	Study Area Households	Study Area Percent.	U.S. Average	U.S. Comparative Index
27	Country Family Diversity	26	0.2%	0.3%	69
26	Working Suburban Families	22	0.2%	0.1%	166
45	Struggling Urban Diversity	8	0.1%	2.5%	3
32	Working Urban Life	8	0.1%	1.7%	4
31	Mature Country Families	8	0.1%	0.5%	13
49	Exception Households	8	0.1%	0.2%	29
21	Mature and Stable	7	0.1%	0.6%	11
6	Prosperous New Country Families	5	0.0%	2.1%	2
48	Struggling Urban Life	4	0.0%	0.8%	4
16	Established Country Families	3	0.0%	6.4%	0
44	Laboring Urban Life	3	0.0%	0.1%	36
30	Urban Senior Life	2	0.0%	0.8%	2
1	Traditional Affluent Families	1	0.0%	3.5%	0
41	Struggling Hispanic Households	1	0.0%	1.6%	1
9	Educated Working Families	1	0.0%	0.1%	11
38	Rural Working Families	0	0.0%	8.8%	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
8	Rising Potential Professionals	0	0.0%	2.3%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	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
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
	TOTALS	**11,151**	**100.0%**	**100.0%**	**100**

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FAITH INVOLVEMENT INDICATOR			
Estimated 2012 Households Likely to Be:			
↓ Strongly Involved with Their Faith	29.3%	35.4%	83
↓ Somewhat Involved with Their Faith	25.1%	29.9%	84
▲ **Not Involved with Their Faith**	**44.8%**	**34.7%**	**129**
Estimated 2012 Households Likely to Have:			
↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.4%	22.1%	83
Decreased Their Involvement with Their Faith in the Last 10 Years	21.7%	23.7%	91
RELIGIOUS PREFERENCE INDICATOR			
Estimated 2012 Households Likely to Prefer:			
▲ **Adventist**	**0.7%**	**0.5%**	**139**
↓ Baptist	10.5%	16.1%	65
Catholic	21.3%	23.7%	90
Congregational	1.9%	2.0%	95
▲ **Eastern Religions (Buddhist/Hindu/Shinto/Islam)**	**0.9%**	**0.4%**	**211**
↓ Episcopal	2.4%	2.9%	82
↓ Holiness	0.3%	0.8%	36
▲ **Jehovah's Witnesses**	**1.2%**	**1.1%**	**112**
↓ Judaism	2.7%	3.2%	86
↓ Lutheran	6.0%	7.2%	82
↓ Methodist	5.3%	10.1%	53
▲ **Mormon**	**3.2%**	**1.8%**	**180**
▲ **New Age**	**1.1%**	**0.6%**	**191**
▲ **Non-Denominational / Independent**	**10.9%**	**6.9%**	**157**
Orthodox	0.3%	0.3%	90
▲ **Pentecostal**	**3.0%**	**2.4%**	**124**
Presbyterian / Reformed	4.1%	4.6%	91
↓ Unitarian / Universalist	0.6%	0.7%	86
▲ **Interested but No Preference**	**6.0%**	**3.9%**	**155**
▲ **Not Interested and No Preference**	**17.4%**	**11.1%**	**157**
Likely to Have Changed Their Preference in the Last 10 Years	18.2%	16.8%	108
LEADERSHIP PREFERENCE INDICATOR			
Estimated 2012 Households Likely to Prefer A Leader Who:			
Tells them what to do	3.8%	4.0%	95
Lets them do what they want and is supportive	12.3%	11.7%	105
↓ Lets them do what they want and stays out of the way	3.8%	4.8%	79
Works with them on deciding what to do and helps them do it	80.1%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2012 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.2%	43.5%	92
↓ Finding/Providing Health Insurance	24.4%	29.0%	84
Day-to-Day Financial Worries	34.6%	31.6%	109
Finding Employment Opportunities	15.9%	14.4%	110
▲ **Finding Affordable Housing**	**13.8%**	**11.3%**	**122**
▲ **Providing Adequate Food**	**9.6%**	**8.6%**	**112**
Finding Child Care	6.6%	6.3%	105
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	16.6%	16.7%	99
Dealing With Teen / Child Problems	21.6%	20.7%	104
↓ Finding/Providing Aging Parent Care	13.4%	15.5%	86
Dealing With Abusive Relationships	11.8%	11.4%	104
↓ Dealing With Divorce	3.8%	4.5%	86
COMMUNITY PROBLEMS:			
▲ **Neighborhood Crime and Safety**	**31.9%**	**27.0%**	**118**
Finding/Providing Good Schools	24.6%	23.5%	105
Dealing with Problems in Schools	13.5%	13.6%	100
Dealing With Racial / Ethnic Prejudice	12.0%	13.1%	92
▲ **Dealing With Neighborhood Gangs**	**15.5%**	**8.5%**	**183**
Dealing with Social Injustice	11.3%	11.3%	100
HOPES AND DREAMS:			
Achieving Long-term Financial Security	50.6%	50.6%	100
Finding Time for Recreation / Leisure	25.4%	25.3%	100
Finding Better Quality Healthcare	22.8%	23.9%	95
Finding A Satisfying Job / Career	18.0%	19.3%	93
Finding Retirement Opportunities	17.0%	18.9%	90
Achieving A Fulfilling Marriage	21.5%	22.3%	96
Developing Parenting Skills	14.5%	14.7%	99
Achieving Educational Objectives	7.6%	7.5%	102
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.2%	29.8%	98
Finding Companionship	17.0%	17.3%	98
↓ Finding A Good Church	12.0%	15.2%	79
↓ Finding Spiritual Teaching	11.0%	12.9%	85
Finding Life Direction	13.6%	14.0%	97

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KEY VALUES INDICATOR			
Estimated 2012 Households Likely to Agree With the Following Statements:			
GOD:			
"I believe there is a God"	86.2%	84.5%	102
"God is actively involved in the world including nations and their governments"	64.7%	63.8%	101
SOCIETY:			
"It is important to preserve the traditional American family structure"	92.5%	91.5%	101
"A healthy environment has become a national crisis"	81.7%	82.8%	99
"Public education is essential to the future of American society"	94.0%	94.0%	100
INSTITUTIONAL ROLES:			
"Government should be the primary provider of human welfare services"	49.0%	50.1%	98
"The role of Churches / Synagogues is to help form and support moral values"	81.4%	81.1%	100
"Churches and religious organizations should provide more human services"	61.7%	62.6%	99
***RACIAL / ETHNIC CHANGE*:**			
"The United States must open its doors to all people groups"	35.4%	36.3%	98
"The changing racial / ethnic face of America is a threat to our national heritage"	37.1%	36.3%	102
HOUSEHOLD CONTRIBUTION INDICATOR			
Estimated 2012 Households Likely to Contribute:			
TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than $100 per year	59.1%	59.8%	99
More than $500 per year	30.5%	31.2%	98
More than $1,000 per year	16.9%	17.4%	97
TO CHARITIES:			
More than $100 per year	33.0%	33.7%	98
↓ More than $500 per year	5.5%	6.8%	81
↓ More than $1,000 per year	1.6%	2.3%	70
TO COLLEGES AND UNIVERSITIES:			
↓ More than $100 per year	13.7%	16.1%	85
↓ More than $500 per year	3.6%	4.3%	84
↓ More than $1,000 per year	1.9%	2.2%	86

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Sources: Percept, Nielsen, U.S. Census Bureau

Ministry Area Profile 2012

Compass REPORT

Most Holy Rosary Parish

Study Area Definition:
Custom Polygon

PerceptGroup

ID# 229729:229729

Ministry Area Profile 2012
Compass REPORT

Prepared For:
Most Holy Rosary Parish

Study Area Definition:
Custom Polygon

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Sources: Percept, Nielsen, U.S. Census Bureau

Ministry Area Profile 2012
Compass REPORT

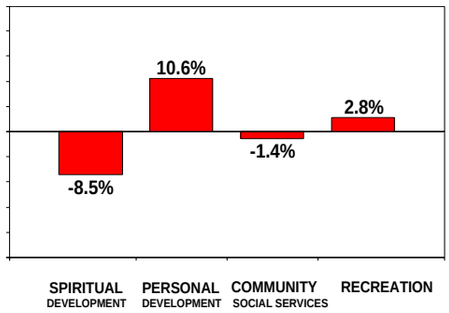
FingerPrint
Your Area Compared To The U.S.

Prepared For:
Most Holy Rosary Parish

Date: 5/2/2012

Study Area Definition:
Custom Polygon

Church Program Preferences

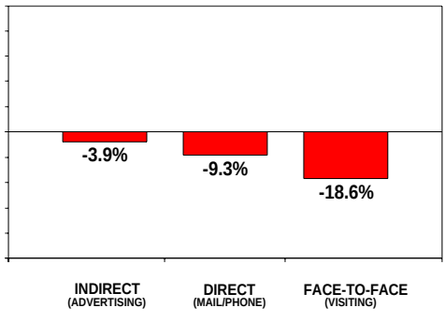


Percentage Above Average

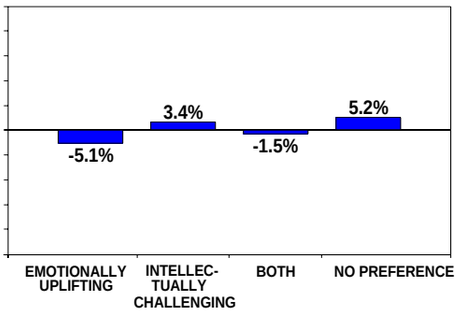
← U.S. Average →

Percentage Below Average

Contact Methods Rated Good



Worship Style (1)

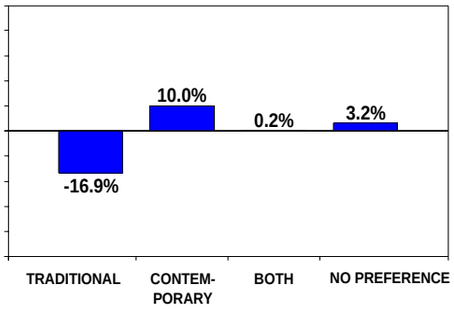


Percentage Above Average

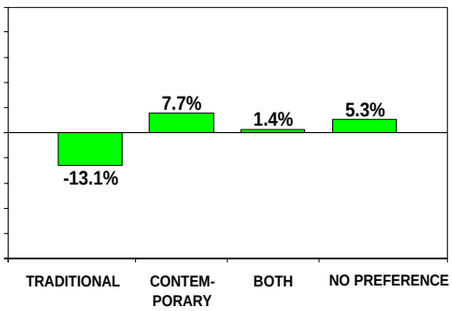
← U.S. Average →

Percentage Below Average

Worship Style (2)



Music Style (1)

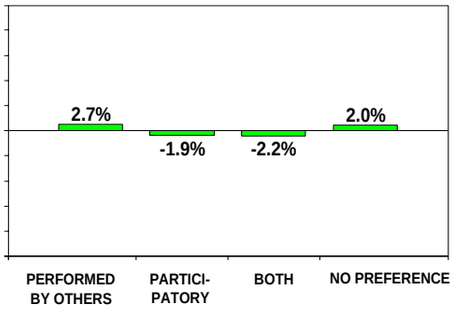


Percentage Above Average

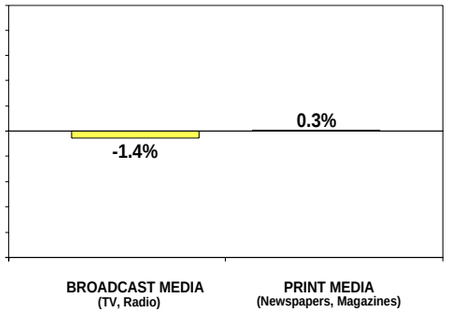
← U.S. Average →

Percentage Below Average

Music Style (2)



Primary Media Summary

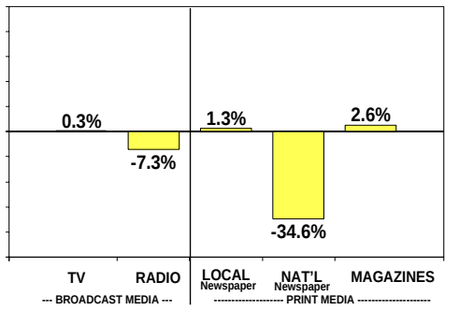


Percentage Above Average

← U.S. Average →

Percentage Below Average

Primary Media Preferences



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Sources: Percept, Nielsen, U.S. Census Bureau

Date: 5/2/2012

Prepared For:
Most Holy Rosary Parish

Study Area Definition:
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2012 Households If Looking for a New Church Likely to Express as Most Important:			
SPIRITUAL DEVELOPMENT:			
Bible Study Discussion and Prayer Groups	38.2%	41.1%	93
↓ Adult Theological Discussion Groups	19.4%	22.5%	86
Spiritual Retreats	11.2%	11.6%	97
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	15.6%	15.2%	103
▲ **Parent Training Programs**	**9.7%**	**7.8%**	**124**
▲ **Twelve Step Programs**	**4.2%**	**3.5%**	**121**
Divorce Recovery	2.5%	2.4%	103
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	23.1%	22.5%	103
Care for the Terminally Ill	15.2%	15.7%	97
↓ Food and Clothing Resources	9.0%	11.1%	81
▲ **Day Care Services**	**7.2%**	**6.1%**	**118**
Church Sponsored Day-School	5.8%	5.7%	101
RECREATION:			
Youth Social Programs	31.6%	29.7%	106
Family Activities and Outings	35.4%	32.8%	108
Active Retirement Programs	25.7%	26.8%	96
Cultural Programs (Music, Drama, Art)	17.8%	18.9%	94
▲ **Sports or Camping**	**7.2%**	**6.3%**	**114**

SUMMARY	
Spiritual Development Index	91
▲ **Personal Development Index**	**111**
Community/Social Services Index	99
Recreation Index	103

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Study Area Definition:
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Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
WORSHIP STYLE INDICATOR			
Estimated 2012 Households Likely to Prefer Church Worship which is:			
PART 1:			
A. Emotionally Uplifting	25.0%	26.4%	95
B. Intellectually Challenging	11.5%	11.1%	103
C. Both A and B	38.6%	39.2%	99
D. No Preference or Not Interested	24.6%	23.4%	105
PART 2:			
↓ A. Traditional/Formal/Ceremonial	16.8%	20.2%	83
B. Contemporary/Informal	28.9%	26.3%	110
C. Both A and B	26.6%	26.5%	100
D. No Preference or Not Interested	27.8%	26.9%	103
MUSIC STYLE INDICATOR			
Estimated 2012 Households Likely to Prefer Church Music which is:			
PART 1:			
↓ A. Traditional	21.2%	24.4%	87
B. Contemporary	21.2%	19.7%	108
C. Both A and B	31.6%	31.1%	101
D. No Preference or Not Interested	26.1%	24.8%	105
PART 2:			
A. Performed by Others	19.2%	18.7%	103
B. Participatory	22.5%	22.9%	98
C. Both A and B	31.5%	32.2%	98
D. No Preference or Not Interested	26.7%	26.2%	102

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Most Holy Rosary Parish

Date: 5/2/2012

Study Area Definition:
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
MISSION EMPHASIS INDICATOR			
Estimated 2012 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:			
PART 1:			
A. Community	21.1%	22.0%	96
B. Personal Spiritual Development	14.5%	14.3%	102
C. Both A and B	37.5%	37.4%	100
D. No Preference or Not Interested	26.9%	26.3%	102
PART 2:			
A. Global Mission	6.4%	6.2%	103
B. Local Mission	31.2%	33.3%	94
C. Both A and B	31.0%	30.1%	103
D. No Preference or Not Interested	31.4%	30.4%	103
CHURCH ARCHITECTURE INDICATOR			
Estimated 2012 Households Likely to Prefer Church Architecture which is:			
PART 1:			
↓ A. Traditional	22.8%	26.6%	86
▲ **B. Contemporary**	**18.6%**	**15.9%**	**116**
C. Both A and B	32.6%	32.3%	101
D. No Preference or Not Interested	26.0%	25.1%	104
PART 2:			
↓ A. Somber/Serious	7.4%	9.4%	78
B. Light and Airy	36.4%	34.7%	105
C. Both A and B	27.4%	27.7%	99
D. No Preference or Not Interested	28.9%	28.2%	102

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Date: 5/2/2012

Prepared For:
Most Holy Rosary Parish

Study Area Definition:
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average ↓ Indicates the study area percentage is less than 0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
PRIMARY MEDIA PREFERENCE			
Estimated 2012 Households Likely to Describe Their Primary Media Information Source As:			
BROADCAST MEDIA:			
Television	47.4%	47.3%	100
Radio	12.4%	13.3%	93
PRINT MEDIA:			
Local Newspaper	37.5%	36.1%	104
↓ National Newspaper	2.8%	4.3%	65
Magazines	2.6%	2.4%	109
SECONDARY MEDIA PREFERENCE			
Estimated 2012 Households Likely to Describe Their Secondary Media Information Source As:			
BROADCAST MEDIA:			
Television	31.3%	31.9%	98
Radio	23.9%	23.8%	101
PRINT MEDIA:			
Local Newspaper	33.1%	32.7%	101
↓ National Newspaper	4.7%	5.8%	81
Magazines	7.2%	7.0%	103

SUMMARY	
Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	100

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CHURCH CONTACT METHODS RATED GOOD			
Estimated 2012 Households Likely to Rate As Good the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	34.1%	36.2%	94
Putting Ad in Local Newspaper	32.3%	33.8%	95
Local Cable Channels	30.2%	30.4%	99
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	50.8%	53.7%	95
↓ Calling and Offering to Send Information By Mail	25.5%	29.5%	86
↓ Calling and Discussing on the Phone	10.1%	12.0%	84
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	16.1%	20.1%	80
↓ Going Door to Door	11.6%	14.0%	83
CHURCH CONTACT METHODS RATED POOR			
Estimated 2012 Households Likely to Rate As Poor the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
▲ **Local Radio Announcements or Advertisements**	**21.6%**	**19.6%**	**111**
Putting Ad in Local Newspaper	23.1%	21.5%	107
Local Cable Channels	31.3%	30.7%	102
DIRECT METHODS (MORE PERSONAL):			
▲ **Sending Information By Mail**	**16.0%**	**13.3%**	**120**
▲ **Calling and Offering to Send Information By Mail**	**38.2%**	**34.0%**	**112**
▲ **Calling and Discussing on the Phone**	**67.7%**	**60.6%**	**112**
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ **Calling and Offering to Visit When Convenient**	**56.1%**	**49.6%**	**113**
Going Door to Door	67.1%	64.0%	105

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	96
Direct Methods Index	91
↓ Face-to-Face Methods Index	81

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	106
▲ **Direct Methods Index**	**113**
Face-to-Face Methods Index	108

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