ministry area profile 2016

Diocese of Oakland - Alameda and Contra Costa Coun
2121 Harrison Street, Ste 100
Oakland, CA 94612

Study Area Definition:
County

PerceptGroup

ID# 246709:246709

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

ministry area profile 2016 — Q&A INTERVIEW

Date: 6/9/2016

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

Currently, there are 2,773,256 persons residing in the defined study area. This represents an increase of 380,706 or 15.9% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)

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

Yes, between 2016 and 2021, the population is projected to increase by 6.2% or 171,089 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)

3 Q A How much lifestyle diversity is represented?

The lifestyle diversity in the area is *extremely high* with a considerable 48 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 17.1% 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 37.3% of the population and all other racial/ethnic groups make up a substantial 62.7% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 24.0% of the total population. *Asians* are also projected to be the fastest growing group increasing by 14.8% between 2016 and 2021. (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 35 to 55) comprised of 824,766 persons or 29.7% of the total population in the area. Compared to a national average of 27.3%, *Survivors* are also 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 *somewhat traditional* due to the above 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 *somewhat high*. While 87.6% 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 41.0% of those over 25 in the area versus 29.4% 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*, *Social Injustice*, *Racial/Ethnic Prejudice*, *Neighborhood Crime and Safety*, *Affordable Housing* and *Time for Recreation/Leisure*. (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 $111,253 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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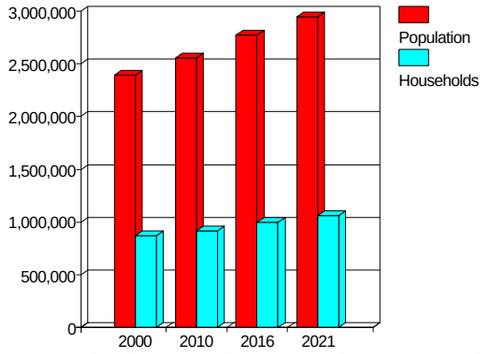
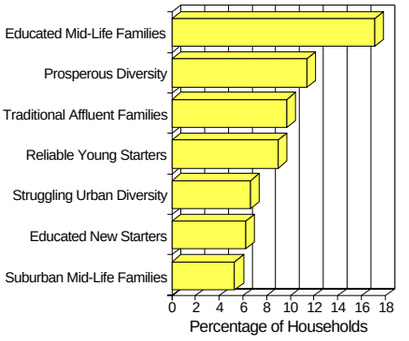
Population and Households

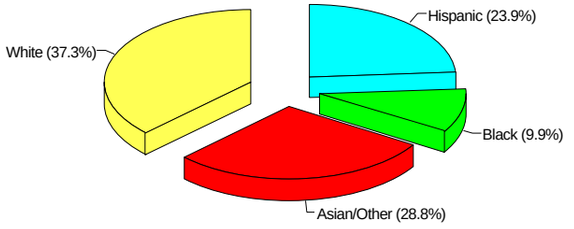


Primary U.S. Lifestyles Segments-2016

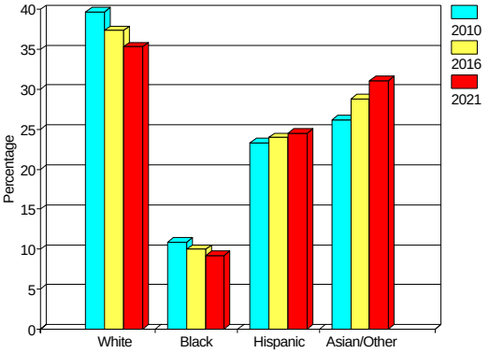


The population in the study area has increased by 213960 persons, or 8.4% since 2010 and is projected to increase by 171089 persons, or 6.2% between 2016 and 2021. The number of households has increased by 76468, or 8.3% since 2010 and is projected to increase by 63129, or 6.3% between 2016 and 2021.

Population By Race/Ethnicity-2016

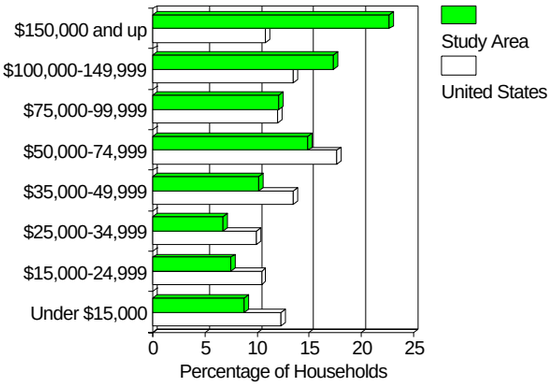


Population By Race/Ethnicity Trend

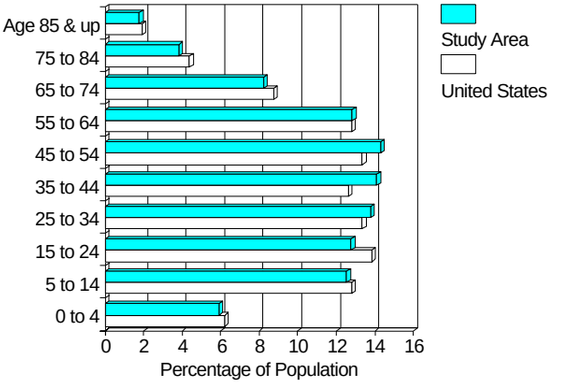


Between 2016 and 2021, the White population is projected to increase by 3972 persons and to decrease from 37.3% to 35.3% of the total population. The Black population is projected to decrease by 6314 persons and to decrease from 9.9% to 9.2% of the total. The Hispanic/Latino population is projected to increase by 57929 persons and to increase from 23.9% to 24.5% of the total. The Asian/Other population is projected to increase by 115502 persons and to increase from 28.8% to 31.0% of the total population.

Households By Income-2016



Population by Age-2016



The average household income in the study area is $111253 a year as compared to the U.S. average of $77135. The average age in the study area is 38.9 and is projected to increase to 40.0 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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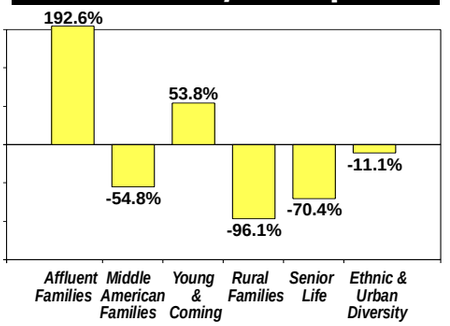
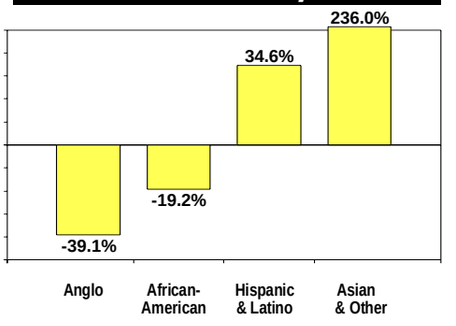
U.S. Lifestyles Group

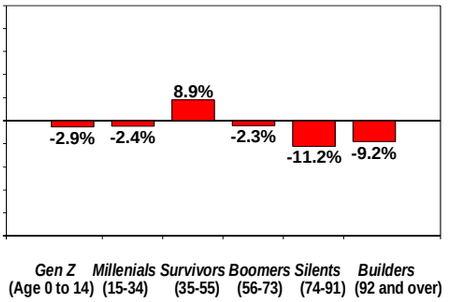


Percentage Above Average
← U.S. Average →
Percentage Below Average

Race/Ethnicity

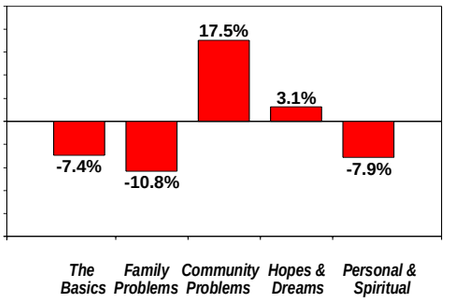


Generations

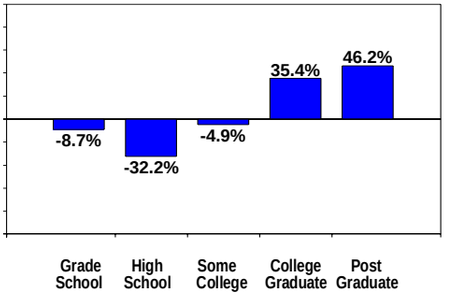


Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Concern Groups

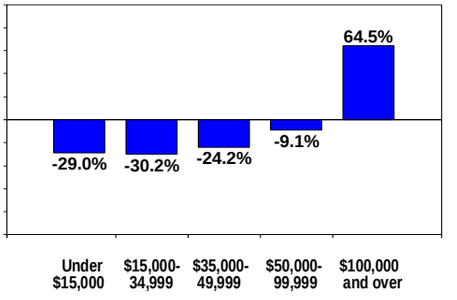


Education Completed by Adults

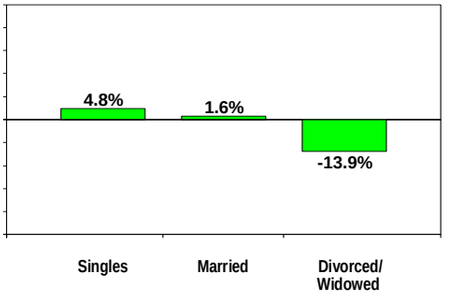


Percentage Above Average
← U.S. Average →
Percentage Below Average

Household Income

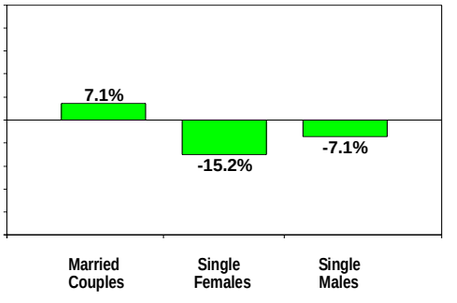


Marital Status



Percentage Above Average
← U.S. Average →
Percentage Below Average

Households with Children



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▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
POPULATION				
▲ **Population**	**2,392,550**	**2,559,296**	**2,773,256**	**2,944,345**
Population Change		166,746	213,960	171,089
Percentage Change		7.0%	8.4%	6.2%
Average Annual Growth Rate		0.7%	1.4%	1.2%
▲ **Density (Pop. per square mile)**	**1,648**	**1,763**	**1,910**	**2,028**
HOUSEHOLDS				
▲ **Households**	**867,489**	**920,502**	**996,970**	**1,060,099**
Household Change		53,013	76,468	63,129
Percentage Change		6.1%	8.3%	6.3%
Average Annual Growth Rate		0.6%	1.4%	1.3%
Persons Per Household	2.71	2.73	2.73	2.73

	2010 Census		2016 Update		2021 Projection	
POPULATION BY RACE/ETHNICITY	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	1,015,482	39.7%	1,035,098	37.3%	1,039,070	35.3%
↓ African-American (Non-Hisp)	277,730	10.9%	275,829	9.9%	269,515	9.2%
▲ **Hispanic/Latino**	**595,449**	**23.3%**	**663,623**	**23.9%**	**721,552**	**24.5%**
▲ **Asian/Other (Non-Hisp)**	**670,635**	**26.2%**	**798,706**	**28.8%**	**914,208**	**31.0%**
POPULATION BY GENDER						
↓ Female	1,307,197	51.1%	1,415,136	51.0%	1,502,354	51.0%
▲ **Male**	**1,252,099**	**48.9%**	**1,358,120**	**49.0%**	**1,441,991**	**49.0%**
POPULATION BY GENERATION						
▲ **Generation Z** (Born 2002 and later)	**298,135**	**11.6%**	**511,206**	**18.4%**	**710,927**	**24.1%**
↓ Millenials (Born 1982 to 2001)	682,707	26.7%	735,256	26.5%	755,389	25.7%
↓ Survivors (Born 1961 to 1981)	789,430	30.8%	824,865	29.7%	849,635	28.9%
↓ Boomers (Born 1943 to 1960)	547,203	21.4%	527,886	19.0%	498,102	16.9%
↓ Silents (Born 1925 to 1942)	202,126	7.9%	164,224	5.9%	129,792	4.4%
↓ Builders (Born 1924 and earlier)	39,695	1.6%	9,820	0.4%	500	0.0%
AGE						
▲ **Average Age**		**37.6**		**38.9**		**40.0**
▲ **Median Age**		**37.3**		**38.6**		**40.1**
INCOME						
▲ **Average Household Income**		**$93,905**		**$111,253**		**$122,294**
▲ **Median Household Income**		**$73,054**		**$79,212**		**$87,444**
▲ **Per Capita Income**		**$33,775**		**$39,995**		**$44,031**

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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**	**166,524**	**18.1%**	**225,541**	**22.6%**	**279,828**	**26.4%**
$100,000 to $149,999	163,653	17.8%	172,773	17.3%	187,977	17.7%
↓ $75,000 to $99,999	119,377	13.0%	120,606	12.1%	124,093	11.7%
↓ $50,000 to $74,999	149,971	16.3%	147,792	14.8%	147,126	13.9%
↓ $35,000 to $49,999	98,260	10.7%	101,375	10.2%	99,092	9.3%
↓ $25,000 to $34,999	67,836	7.4%	66,572	6.7%	66,476	6.3%
↓ $15,000 to $24,999	69,489	7.5%	75,185	7.5%	73,488	6.9%
↓ Under $15,000	85,391	9.3%	87,126	8.7%	82,019	7.7%

POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	164,670	6.4%	163,884	5.9%	167,127	5.7%
↓ Required Formal Schooling (5-17)	436,456	17.1%	453,538	16.4%	467,177	15.9%
↓ College Years, Career Starts (18-24)	237,041	9.3%	247,572	8.9%	260,339	8.8%
↓ Singles and Young Families (25-34)	357,847	14.0%	381,468	13.8%	371,244	12.6%
↓ Families, Empty Nesters (35-54)	762,838	29.8%	787,168	28.4%	813,302	27.6%
▲ **Enrichment Years Singles/Couples (55-64)**	**302,260**	**11.8%**	**355,767**	**12.8%**	**391,635**	**13.3%**
▲ **Retirement Opportunities (65+)**	**298,184**	**11.7%**	**383,859**	**13.8%**	**473,521**	**16.1%**

POPULATION BY AGE (DETAIL)

↓ Under 5 years	164,670	6.4%	163,884	5.9%	167,127	5.7%
↓ 5 to 9 years	166,831	6.5%	171,898	6.2%	171,306	5.8%
↓ 10 to 14 years	165,514	6.5%	175,424	6.3%	180,272	6.1%
15 to 17 years	104,111	4.1%	106,216	3.8%	115,599	3.9%
18 to 20 years	104,737	4.1%	107,408	3.9%	114,362	3.9%
↓ 21 to 24 years	132,304	5.2%	140,164	5.1%	145,977	5.0%
↓ 25 to 29 years	178,344	7.0%	186,379	6.7%	188,204	6.4%
30 to 34 years	179,503	7.0%	195,089	7.0%	183,040	6.2%
↓ 35 to 39 years	185,795	7.3%	194,412	7.0%	200,429	6.8%
↓ 40 to 44 years	190,346	7.4%	196,106	7.1%	205,481	7.0%
↓ 45 to 49 years	198,117	7.7%	196,512	7.1%	197,706	6.7%
↓ 50 to 54 years	188,580	7.4%	200,138	7.2%	209,686	7.1%
55 to 59 years	164,048	6.4%	188,483	6.8%	198,044	6.7%
▲ **60 to 64 years**	**138,212**	**5.4%**	**167,284**	**6.0%**	**193,591**	**6.6%**
▲ **65 to 69 years**	**93,939**	**3.7%**	**135,602**	**4.9%**	**155,719**	**5.3%**
▲ **70 to 74 years**	**67,217**	**2.6%**	**92,767**	**3.3%**	**133,965**	**4.5%**
▲ **75 to 84 years**	**92,923**	**3.6%**	**106,391**	**3.8%**	**133,863**	**4.5%**
85 or more years	44,105	1.7%	49,099	1.8%	49,974	1.7%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	2,262,050			
Single (Never Married)	779,721	34.5%	32.9%	105
Married	1,152,478	50.9%	50.2%	102
Divorced/Widowed	329,851	14.6%	16.9%	86
Marital Status Females 15 and Older (2016)	1,165,036			
Single (Never Married)	368,179	31.6%	29.8%	106
Married	576,968	49.5%	48.8%	101
Divorced/Widowed	219,889	18.9%	21.4%	88
Marital Status Males 15 and Older (2016)	1,097,014			
Single (Never Married)	411,542	37.5%	36.2%	104
Married	575,510	52.5%	51.6%	102
Divorced/Widowed	109,962	10.0%	12.3%	82
FAMILY STRUCTURE				
Households By Type (2016)	996,970			
Married Couple	489,795	49.1%	48.5%	101
Other Family - Male Head of Household	52,090	5.2%	4.9%	106
Other Family - Female Head of Household	126,739	12.7%	13.0%	98
Non Family - Male Head of Household	149,612	15.0%	15.8%	95
Non Family - Female Head of Household	178,734	17.9%	17.7%	101
Households With Children 0 to 18 (2016)	356,838			
Married Couple Family	249,404	69.9%	65.2%	107
Other Family - Male Head of Household	28,079	7.9%	8.5%	93
Other Family - Female Head of Household	76,674	21.5%	25.3%	85
↓ Non Family	2,681	0.8%	1.0%	78
Population By Household Type (2016)	2,773,256			
↓ Group Quarters	47,527	1.7%	2.5%	68

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	Number	Percent		
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	47,527			
↓ Correctional Facilities	9,224	19.4%	30.0%	65
College Dorms	14,462	30.4%	31.9%	95
↓ Military	666	1.4%	4.2%	34
Nursing Homes	8,588	18.1%	18.7%	96
▲ **Other**	**14,587**	**30.7%**	**15.2%**	**202**
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	2,773,256			
↓ White (Non-Hispanic)	1,035,098	37.3%	61.3%	61
African-American (Non-Hisp)	275,829	9.9%	12.3%	81
▲ **Hispanic/Latino**	**663,623**	**23.9%**	**17.8%**	**135**
↓ Native American (Non-Hisp)	7,438	0.3%	0.7%	37
▲ **Asian (Non-Hisp)**	**646,215**	**23.3%**	**5.3%**	**442**
▲ **Hawaiian & Pacific Islander (Non-Hisp)**	**18,219**	**0.7%**	**0.2%**	**390**
▲ **Other Races & Multiple Races (Non-Hisp)**	**126,834**	**4.6%**	**2.4%**	**191**
Asian Population By Race (2016)	653,593			
▲ **Chinese**	**217,571**	**33.3%**	**22.3%**	**149**
↓ Japanese	24,226	3.7%	5.0%	74
Indian	115,572	17.7%	19.5%	91
↓ Korean	29,456	4.5%	9.6%	47
↓ Vietnamese	46,800	7.2%	11.0%	65
Other Asian Races	219,968	33.7%	32.5%	104
Hispanic/Latino Population By Race (2016)	663,623			
↓ White	276,713	41.7%	53.0%	79
↓ African-American	10,998	1.7%	2.5%	66
Native American	9,737	1.5%	1.4%	107
▲ **Asian**	**7,378**	**1.1%**	**0.4%**	**266**
▲ **Other Races & Multiple Races**	**358,797**	**54.1%**	**42.7%**	**126**
Hispanic/Latino Population By Origin (2016)	663,623			
Mexican	476,421	71.8%	62.4%	115
↓ Puerto Rican	21,550	3.2%	9.5%	34
↓ Cuban	4,528	0.7%	3.5%	19
Other Hispanic Origin	161,124	24.3%	24.6%	99

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

Date: 6/9/2016

Prepared For:
Diocese of Oakland - Alameda and Contra Costa Coun
2121 Harrison Street, Ste 100
Oakland, CA 94612

Study Area Definition:
County

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		
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	704,436			
Pre-Primary (Public)	19,524	2.8%	3.4%	81
▲ **Pre-Primary (Private)**	**25,443**	**3.6%**	**2.6%**	**137**
Elementary/High School (Public)	396,086	56.2%	58.9%	95
Elementary/High School (Private)	46,468	6.6%	6.6%	99
Enrolled in College	216,915	30.8%	28.4%	108
Population By Education Completed (Age 25 and over) (2016)	1,908,262			
Elementary (Less than 9 years)	128,500	6.7%	5.8%	116
↓ Some High School (9 to 11 years)	108,194	5.7%	7.8%	73
↓ High School Graduate (12 years)	360,642	18.9%	27.9%	68
Some College (13 to 15 years)	390,402	20.5%	21.2%	97
Associate Degree	139,012	7.3%	8.0%	91
▲ **Bachelor's Degree**	**473,300**	**24.8%**	**18.3%**	**135**
▲ **Graduate Degree**	**308,212**	**16.2%**	**11.0%**	**146**
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	1,318,705			
TOTAL WHITE COLLAR	892,323	67.7%	61.5%	110
▲ **Executive and Managerial**	**157,778**	**12.0%**	**9.7%**	**123**
Professional Specialty	237,674	18.0%	16.6%	109
▲ **Technical Support**	**170,256**	**12.9%**	**8.3%**	**156**
Sales	136,408	10.3%	10.9%	95
Administrative Support & Clerical	190,207	14.4%	16.0%	90
TOTAL BLUE COLLAR	426,382	32.3%	38.5%	84
Service: Private Households	56,842	4.3%	3.7%	117
Service: Protective	24,486	1.9%	2.2%	84
Service: Other	83,448	6.3%	7.5%	85
↓ Farming, Forestry & Fishing	3,001	0.2%	0.7%	31
↓ Precision Production and Craft	108,597	8.2%	11.0%	75
↓ Operators and Assemblers	33,522	2.5%	3.2%	78
Transportation and Material Moving	65,149	4.9%	6.2%	80
Laborers	51,337	3.9%	4.0%	96

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	Number	Percent		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	2,227,214			
Employed	1,326,848	59.6%	58.1%	103
Unemployed	135,897	6.1%	5.6%	108
Not in Labor Force	764,469	34.3%	36.3%	95
Total Female Pop. By Work Status (Age 20 to 64) (2013)	813,881			
TOTAL WORKING	539,772	66.3%	66.8%	99
With No Own Children	345,542	42.5%	42.2%	101
With Own Children Age 0 to 5 only	45,882	5.6%	5.5%	103
With Own Children Age 6 to 17 only	113,842	14.0%	14.8%	94
With Own Children Both Age 0 to 5 and 6 to 17	34,506	4.2%	4.3%	98
TOTAL NOT WORKING (UNEMPLOYED)	56,626	7.0%	6.2%	112
With No Own Children	35,861	4.4%	3.8%	117
With Own Children Age 0 to 5 only	5,014	0.6%	0.7%	94
With Own Children Age 6 to 17 only	12,002	1.5%	1.3%	117
With Own Children Both Age 0 to 5 and 6 to 17	3,749	0.5%	0.5%	84
TOTAL NOT IN THE LABOR FORCE	217,483	26.7%	27.0%	99
With No Own Children	131,209	16.1%	17.1%	94
With Own Children Age 0 to 5 only	23,244	2.9%	2.6%	110
With Own Children Age 6 to 17 only	41,370	5.1%	4.6%	109
With Own Children Both Age 0 to 5 and 6 to 17	21,660	2.7%	2.6%	100
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status ($24,250 for family of 4) (2016)	996,970			
Above Poverty Line (Households with Children)	612,319	60.5%	59.6%	102
Above Poverty Line (Households without Children)	300,189	29.7%	26.5%	112
↓ Below Poverty Line (Households with Children)	56,306	5.6%	7.9%	71
↓ Below Poverty Line (Households without Children)	43,557	4.3%	6.0%	71
Households By Presence of Retirement Income (2013)	920,502			
With Retirement Income	154,496	16.8%	17.6%	96
Without Retirement Income	766,430	83.3%	81.5%	102

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	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	996,970			
Owner Occupied	586,017	58.8%	65.0%	90
Renter Occupied	410,953	41.2%	35.0%	118
▲ **Median Rent (2013)**	**$1,314**		**$904**	**145**
Structures By Number of Units (2016)	1,060,353			
Single Unit	699,708	66.0%	67.3%	98
3 to 4 Units	99,738	9.4%	8.1%	116
5 to 19 Units	106,331	10.0%	9.3%	107
▲ **20 to 49 Units**	**57,687**	**5.4%**	**3.6%**	**151**
▲ **50 or more Units**	**80,725**	**7.6%**	**5.1%**	**149**
↓ Mobile Home	15,445	1.5%	6.4%	23
↓ Other	719	0.1%	0.1%	80
↓ Single To Multiple Unit Ratio	2.03		2.57	79
Owner-Occupied Property Values (2016)	586,017			
↓ Under $40,000	14,431	2.5%	7.2%	34
↓ $40,000 to $59,999	4,260	0.7%	3.7%	20
↓ $60,000 to $79,999	3,842	0.7%	5.1%	13
↓ $80,000 to $99,999	3,655	0.6%	6.5%	10
↓ $100,000 to 149,999	14,235	2.4%	15.1%	16
↓ $150,000 to $199,999	19,932	3.4%	14.6%	23
↓ $200,000 to $299,999	55,229	9.4%	18.1%	52
▲ **$300,000 to $499,999**	**141,984**	**24.2%**	**16.9%**	**143**
▲ **$500,000 to $999,999**	**226,600**	**38.7%**	**9.7%**	**398**
▲ **$1,000,000 and over**	**101,849**	**17.4%**	**3.0%**	**574**
▲ **Median Property Value**	**$558,160**		**$192,432**	**290**

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	1,060,353			
▲ **2010 and later**	**83,394**	**7.9%**	**5.5%**	**143**
↓ 2000 to 2009	104,084	9.8%	14.6%	67
↓ 1990 to 1999	97,627	9.2%	13.4%	69
1980 to 1989	130,249	12.3%	13.2%	93
1970 to 1979	172,963	16.3%	15.0%	109
▲ **1960 to 1969**	**133,768**	**12.6%**	**10.4%**	**121**
1950 to 1959	127,708	12.0%	10.3%	117
1949 or earlier	210,560	19.9%	17.7%	112
Households By Number of Persons (2016)	996,970			
1 Person Household	248,672	24.9%	27.3%	91
2 Person Household	295,917	29.7%	32.3%	92
3 Person Household	172,127	17.3%	16.2%	106
4 Person Household	148,123	14.9%	13.1%	114
5 Person Household	72,531	7.3%	6.5%	112
6 Person Household	33,104	3.3%	2.8%	120
▲ **7 or more Person Household**	**26,496**	**2.7%**	**1.9%**	**139**
Average Persons Per Household	2.7		2.6	105
Households By Heating Type (2013)	920,926			
▲ **Utility and Other Gas**	**672,066**	**73.0%**	**54.0%**	**135**
↓ Electric	228,393	24.8%	36.1%	69
↓ Oil	736	0.1%	6.1%	1
↓ Coal and Wood	5,130	0.6%	2.2%	25
↓ Solar/Other Fuel	3,227	0.4%	0.5%	71
▲ **No Fuel Used**	**11,374**	**1.2%**	**0.9%**	**131**

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2016)	996,970			
No Vehicles	82,337	8.3%	9.0%	92
1 Vehicle	317,842	31.9%	33.7%	94
2 Vehicle	373,979	37.5%	37.5%	100
3 or more Vehicles	222,812	22.3%	19.8%	113
Workers By Travel Time to Work (2016)	1,190,663			
↓ Less than 15 minutes	228,819	19.2%	27.3%	70
15 to 29 minutes	361,137	30.3%	36.5%	83
30 to 44 minutes	274,714	23.1%	20.2%	114
▲ 45 to 59 minutes	**141,761**	**11.9%**	**7.7%**	**154**
▲ 60 or more minutes	**184,232**	**15.5%**	**8.3%**	**186**
▲ Average Travel Time to Work (minutes)	**35.2**		**28.2**	**125**
Workers By Type of Transportation to Work (2016)	1,242,776			
Drive Alone	829,384	66.7%	76.9%	87
Car Pool	137,109	11.0%	9.6%	115
▲ Public Transportation	**150,006**	**12.1%**	**5.1%**	**236**
Walk to Work	35,732	2.9%	2.8%	102
Other Means	18,338	1.5%	1.2%	119
▲ Work at Home	**72,207**	**5.8%**	**4.4%**	**132**

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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.		
1	**Affluent Families** (segments 1, 2, 3, 4, 5, 6 and 14)	440,933	44.2%	15.1%	293
3	**Young And Coming** (8, 12, 13, 15, 19, 34, 37, 39 and 47)	224,721	22.5%	14.7%	154
6	**Ethnic And Urban Diversity** (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	162,912	16.3%	18.4%	89
2	**Middle American Families** (9, 10, 11, 16, 17, 18, 23, 25 and 28)	141,464	14.2%	31.4%	45
5	**Senior Life** (7, 20, 21, 22, 30 and 31)	20,364	2.0%	6.9%	30
4	**Rural Families** (27, 26, 29, 33, 35 and 38)	5,064	0.5%	13.1%	4

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.		
4	Educated Mid-Life Families	170,258	17.1%	3.4%	501
5	Prosperous Diversity	113,050	11.3%	3.1%	366
1	Traditional Affluent Families	96,436	9.7%	3.5%	278
15	Reliable Young Starters	89,475	9.0%	4.3%	211
45	Struggling Urban Diversity	66,111	6.6%	2.5%	270
12	Educated New Starters	62,271	6.2%	2.9%	213
10	Suburban Mid-Life Families	52,832	5.3%	5.5%	96
8	Rising Potential Professionals	40,967	4.1%	2.3%	176
17	Large Young Families	38,472	3.9%	2.2%	179
24	Metro Multi-Ethnic Diversity	33,564	3.4%	2.7%	123
14	Secure Mid-Life Families	32,542	3.3%	0.7%	498
46	Struggling Black Households	27,583	2.8%	2.5%	110
2	Professional Affluent Families	17,055	1.7%	0.8%	212
40	Surviving Urban Diversity	16,962	1.7%	4.0%	42
18	Working Urban Families	13,194	1.3%	4.0%	33
39	New Beginning Urbanites	11,920	1.2%	2.8%	43
3	Mid-Life Prosperity	10,162	1.0%	1.5%	67
25	Working Country Consumers	10,134	1.0%	4.1%	25
37	Rising Multi-Ethnic Urbanites	9,574	1.0%	0.6%	171
28	Building Country Families	9,285	0.9%	2.8%	33

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No.	Individual Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
47	University Life	8,604	0.9%	0.8%	115
11	Young Suburban Families	7,918	0.8%	3.0%	27
20	Cautious and Mature	7,649	0.8%	2.6%	29
48	Struggling Urban Life	6,706	0.7%	0.8%	83
23	Established Empty-Nesters	5,538	0.6%	3.4%	16
32	Working Urban Life	5,019	0.5%	1.7%	30
41	Struggling Hispanic Households	4,946	0.5%	1.6%	31
7	Prosperous and Mature	4,327	0.4%	0.5%	80
21	Mature and Stable	3,724	0.4%	0.6%	66
16	Established Country Families	3,463	0.3%	6.4%	5
30	Urban Senior Life	2,731	0.3%	0.8%	33
29	Working Country Families	2,555	0.3%	1.0%	27
27	Country Family Diversity	2,011	0.2%	0.3%	59
22	Mature and Established	1,869	0.2%	1.8%	10
43	Laboring Urban Diversity	1,619	0.2%	0.5%	32
49	Exception Households	1,510	0.2%	0.2%	61
34	College and Career Starters	1,501	0.2%	0.6%	26
6	Prosperous New Country Families	1,430	0.1%	2.1%	7
9	Educated Working Families	628	0.1%	0.1%	75
19	Educated and Promising	409	0.0%	0.1%	52
38	Rural Working Families	295	0.0%	8.8%	0
44	Laboring Urban Life	182	0.0%	0.1%	24
36	Working Diverse Urbanites	154	0.0%	0.4%	4
26	Working Suburban Families	127	0.0%	0.1%	11
42	Laboring Rural Diversity	66	0.0%	1.5%	0
35	Laboring Country Families	65	0.0%	2.7%	0
31	Mature Country Families	64	0.0%	0.5%	1
33	Laboring Rural Families	11	0.0%	0.1%	1
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
	TOTALS	**996,968**	**100.0%**	**100.0%**	**100**

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FAITH INVOLVEMENT INDICATOR			
Estimated 2016 Households Likely to Be:			
↓ Strongly Involved with Their Faith	28.2%	35.4%	80
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ **Not Involved with Their Faith**	**47.9%**	**34.7%**	**138**
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	21.6%	23.7%	91
RELIGIOUS PREFERENCE INDICATOR			
Estimated 2016 Households Likely to Prefer:			
▲ **Adventist**	**0.7%**	**0.5%**	**141**
↓ Baptist	8.6%	16.1%	53
Catholic	21.3%	23.7%	90
Congregational	1.8%	2.0%	92
▲ **Eastern Religions (Buddhist/Hindu/Shinto/Islam)**	**1.2%**	**0.4%**	**261**
Episcopal	2.9%	2.9%	100
↓ Holiness	0.2%	0.8%	30
Jehovah's Witnesses	1.1%	1.1%	108
▲ **Judaism**	**4.3%**	**3.2%**	**137**
↓ Lutheran	5.8%	7.2%	80
↓ Methodist	4.9%	10.1%	49
▲ **Mormon**	**3.0%**	**1.8%**	**169**
▲ **New Age**	**1.2%**	**0.6%**	**204**
▲ **Non-Denominational / Independent**	**10.6%**	**6.9%**	**152**
Orthodox	0.3%	0.3%	90
Pentecostal	2.4%	2.4%	99
Presbyterian / Reformed	4.9%	4.6%	107
▲ **Unitarian / Universalist**	**0.8%**	**0.7%**	**121**
▲ **Interested but No Preference**	**5.8%**	**3.9%**	**149**
▲ **Not Interested and No Preference**	**18.3%**	**11.1%**	**165**
Likely to Have Changed Their Preference in the Last 10 Years	18.0%	16.8%	107
LEADERSHIP PREFERENCE INDICATOR			
Estimated 2016 Households Likely to Prefer A Leader Who:			
▲ **Tells them what to do**	**4.5%**	**4.0%**	**113**
Lets them do what they want and is supportive	11.1%	11.7%	95
Lets them do what they want and stays out of the way	5.2%	4.8%	108
Works with them on deciding what to do and helps them do it	79.2%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.8%	43.5%	96
↓ Finding/Providing Health Insurance	22.0%	29.0%	76
↓ Day-to-Day Financial Worries	28.2%	31.6%	89
Finding Employment Opportunities	15.6%	14.4%	108
▲ **Finding Affordable Housing**	**13.8%**	**11.3%**	**122**
↓ Providing Adequate Food	6.5%	8.6%	76
Finding Child Care	6.0%	6.3%	96
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.4%	16.7%	86
↓ Dealing With Teen / Child Problems	18.3%	20.7%	88
Finding/Providing Aging Parent Care	15.5%	15.5%	100
↓ Dealing With Abusive Relationships	10.1%	11.4%	89
↓ Dealing With Divorce	3.1%	4.5%	69
COMMUNITY PROBLEMS:			
▲ **Neighborhood Crime and Safety**	**33.2%**	**27.0%**	**123**
Finding/Providing Good Schools	23.7%	23.5%	101
Dealing with Problems in Schools	12.4%	13.6%	92
▲ **Dealing With Racial / Ethnic Prejudice**	**16.2%**	**13.1%**	**124**
▲ **Dealing With Neighborhood Gangs**	**13.6%**	**8.5%**	**160**
▲ **Dealing with Social Injustice**	**14.7%**	**11.3%**	**130**
HOPES AND DREAMS:			
Achieving Long-term Financial Security	54.9%	50.6%	108
▲ **Finding Time for Recreation / Leisure**	**28.8%**	**25.3%**	**114**
Finding Better Quality Healthcare	22.2%	23.9%	93
Finding A Satisfying Job / Career	20.0%	19.3%	103
Finding Retirement Opportunities	17.5%	18.9%	92
Achieving A Fulfilling Marriage	22.2%	22.3%	99
Developing Parenting Skills	14.4%	14.7%	97
▲ **Achieving Educational Objectives**	**8.5%**	**7.5%**	**113**
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.9%	29.8%	97
Finding Companionship	18.7%	17.3%	108
↓ Finding A Good Church	9.7%	15.2%	64
↓ Finding Spiritual Teaching	9.7%	12.9%	75
Finding Life Direction	15.2%	14.0%	109

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KEY VALUES INDICATOR			
Estimated 2016 Households Likely to Agree With the Following Statements:			
GOD:			
"I believe there is a God"	81.1%	84.5%	96
↓ "God is actively involved in the world including nations and their governments"	56.3%	63.8%	88
SOCIETY:			
"It is important to preserve the traditional American family structure"	89.2%	91.5%	97
"A healthy environment has become a national crisis"	82.9%	82.8%	100
"Public education is essential to the future of American society"	94.5%	94.0%	101
INSTITUTIONAL ROLES:			
"Government should be the primary provider of human welfare services"	47.4%	50.1%	95
"The role of Churches / Synagogues is to help form and support moral values"	78.8%	81.1%	97
"Churches and religious organizations should provide more human services"	62.1%	62.6%	99
***RACIAL / ETHNIC CHANGE*:**			
"The United States must open its doors to all people groups"	38.7%	36.3%	107
"The changing racial / ethnic face of America is a threat to our national heritage"	34.2%	36.3%	94
HOUSEHOLD CONTRIBUTION INDICATOR			
Estimated 2016 Households Likely to Contribute:			
TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than $100 per year	61.3%	59.8%	103
More than $500 per year	33.1%	31.2%	106
▲ More than $1,000 per year	**19.6%**	**17.4%**	**113**
TO CHARITIES:			
▲ More than $100 per year	**42.4%**	**33.7%**	**126**
▲ More than $500 per year	**11.7%**	**6.8%**	**172**
▲ More than $1,000 per year	**4.2%**	**2.3%**	**183**
TO COLLEGES AND UNIVERSITIES:			
▲ More than $100 per year	**23.2%**	**16.1%**	**144**
▲ More than $500 per year	**6.7%**	**4.3%**	**156**
▲ More than $1,000 per year	**4.0%**	**2.2%**	**182**

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

Ministry Area Profile 2016

Compass REPORT

Diocese of Oakland - Alameda and Contra Costa Coun
2121 Harrison Street, Ste 100
Oakland, CA 94612

Study Area Definition:
County

PerceptGroup

ID# 246709:246709

Ministry Area Profile 2016
Compass
REPORT

Prepared For:
Diocese of Oakland - Alameda and Contra Costa Coun
2121 Harrison Street, Ste 100
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Study Area Definition:
County

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Date: 6/9/2016

Prepared For:
Diocese of Oakland - Alameda and Contra Costa Coun
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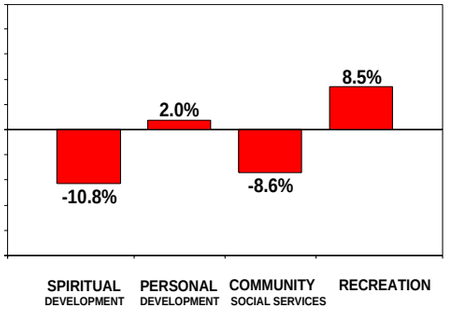
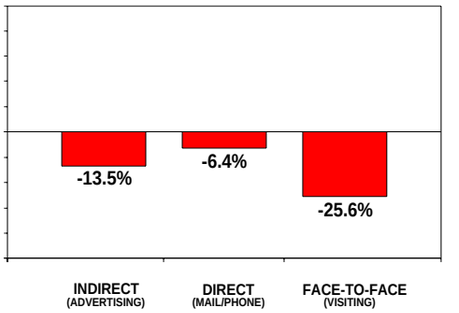
Church Program Preferences

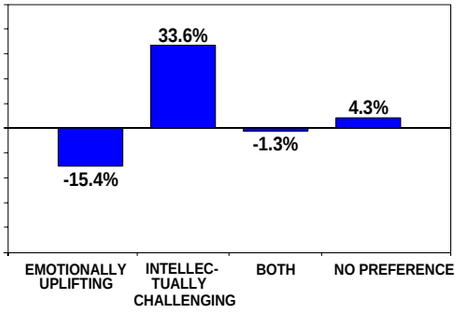


Percentage Above Average
← U.S. Average →
Percentage Below Average

Contact Methods Rated Good

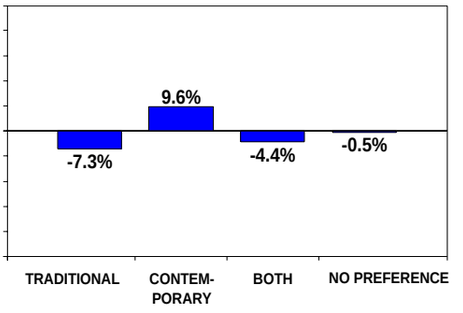


Worship Style (1)

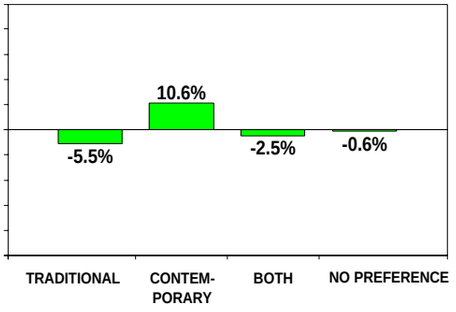


Percentage Above Average
← U.S. Average →
Percentage Below Average

Worship Style (2)

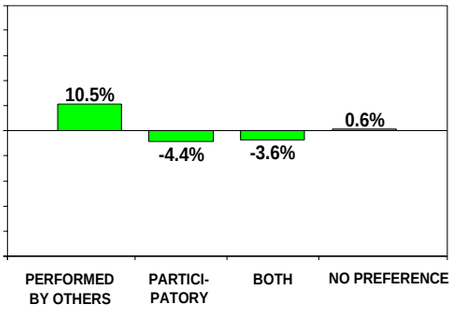


Music Style (1)

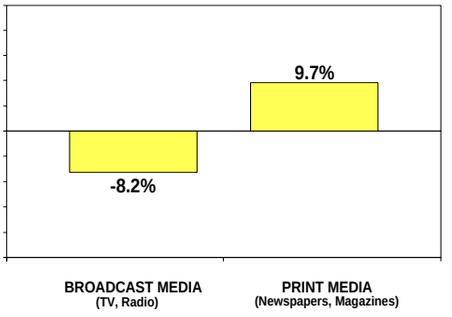


Percentage Above Average
← U.S. Average →
Percentage Below Average

Music Style (2)

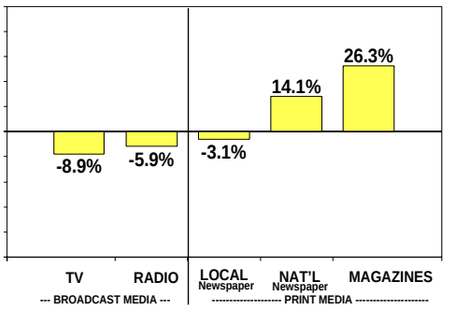


Primary Media Summary



Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Media Preferences



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ID# 246709:246709

Date: 6/9/2016

Prepared For:
Diocese of Oakland - Alameda and Contra Costa Coun
2121 Harrison Street, Ste 100
Oakland, CA 94612

Study Area Definition:
County

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 2016 Households If Looking for a New Church Likely to Express as Most Important:			
SPIRITUAL DEVELOPMENT:			
↓ Bible Study Discussion and Prayer Groups	33.9%	41.1%	82
Adult Theological Discussion Groups	21.5%	22.5%	96
Spiritual Retreats	11.7%	11.6%	101
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	15.1%	15.2%	99
Parent Training Programs	8.5%	7.8%	109
▲ **Twelve Step Programs**	**3.9%**	**3.5%**	**113**
↓ Divorce Recovery	1.9%	2.4%	80
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	21.1%	22.5%	94
Care for the Terminally Ill	14.5%	15.7%	93
↓ Food and Clothing Resources	7.6%	11.1%	68
Day Care Services	6.6%	6.1%	108
Church Sponsored Day-School	6.0%	5.7%	105
RECREATION:			
Youth Social Programs	30.9%	29.7%	104
Family Activities and Outings	32.7%	32.8%	100
Active Retirement Programs	27.3%	26.8%	102
▲ **Cultural Programs (Music, Drama, Art)**	**25.4%**	**18.9%**	**134**
▲ **Sports or Camping**	**7.9%**	**6.3%**	**125**

SUMMARY	
↓ Spiritual Development Index	89
Personal Development Index	102
Community/Social Services Index	91
Recreation Index	108

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WORSHIP STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Worship which is:			
PART 1:			
↓ A. Emotionally Uplifting	22.3%	26.4%	85
▲ **B. Intellectually Challenging**	**14.8%**	**11.1%**	**134**
C. Both A and B	38.7%	39.2%	99
D. No Preference or Not Interested	24.4%	23.4%	104
PART 2:			
A. Traditional/Formal/Ceremonial	18.8%	20.2%	93
B. Contemporary/Informal	28.8%	26.3%	110
C. Both A and B	25.3%	26.5%	96
D. No Preference or Not Interested	26.8%	26.9%	99
MUSIC STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Music which is:			
PART 1:			
A. Traditional	23.1%	24.4%	95
▲ **B. Contemporary**	**21.8%**	**19.7%**	**111**
C. Both A and B	30.3%	31.1%	97
D. No Preference or Not Interested	24.6%	24.8%	99
PART 2:			
▲ **A. Performed by Others**	**20.7%**	**18.7%**	**111**
B. Participatory	21.9%	22.9%	96
C. Both A and B	31.0%	32.2%	96
D. No Preference or Not Interested	26.4%	26.2%	101

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MISSION EMPHASIS INDICATOR			
Estimated 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:			
PART 1:			
A. Community	23.2%	22.0%	105
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	35.2%	37.4%	94
D. No Preference or Not Interested	26.2%	26.3%	100
PART 2:			
A. Global Mission	6.1%	6.2%	99
B. Local Mission	33.0%	33.3%	99
C. Both A and B	29.3%	30.1%	97
D. No Preference or Not Interested	31.5%	30.4%	104
CHURCH ARCHITECTURE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Architecture which is:			
PART 1:			
↓ A. Traditional	23.7%	26.6%	89
▲ B. Contemporary	**19.9%**	**15.9%**	**125**
C. Both A and B	31.0%	32.3%	96
D. No Preference or Not Interested	25.3%	25.1%	101
PART 2:			
↓ A. Somber/Serious	8.0%	9.4%	85
B. Light and Airy	38.3%	34.7%	110
C. Both A and B	26.1%	27.7%	94
D. No Preference or Not Interested	27.6%	28.2%	98

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PRIMARY MEDIA PREFERENCE			
Estimated 2016 Households Likely to Describe Their Primary Media Information Source As:			
BROADCAST MEDIA:			
Television	43.1%	47.3%	91
Radio	12.5%	13.3%	94
PRINT MEDIA:			
Local Newspaper	38.2%	36.1%	106
▲ **National Newspaper**	**4.9%**	**4.3%**	**114**
▲ **Magazines**	**3.9%**	**2.4%**	**163**
SECONDARY MEDIA PREFERENCE			
Estimated 2016 Households Likely to Describe Their Secondary Media Information Source As:			
BROADCAST MEDIA:			
Television	30.7%	31.9%	96
Radio	22.6%	23.8%	95
PRINT MEDIA:			
Local Newspaper	31.7%	32.7%	97
▲ **National Newspaper**	**6.5%**	**5.8%**	**113**
▲ **Magazines**	**8.9%**	**7.0%**	**126**

SUMMARY	
Overall Broadcast Media Index (100 = Average)	94
Overall Print Media Index	107

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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:			
INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	31.7%	36.2%	87
↓ Putting Ad in Local Newspaper	29.4%	33.8%	87
↓ Local Cable Channels	25.9%	30.4%	85
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	51.3%	53.7%	96
Calling and Offering to Send Information By Mail	26.8%	29.5%	91
Calling and Discussing on the Phone	11.0%	12.0%	91
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	14.7%	20.1%	73
↓ Going Door to Door	10.7%	14.0%	76
CHURCH CONTACT METHODS RATED POOR			
Estimated 2016 Households Likely to Rate As Poor the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
▲ Local Radio Announcements or Advertisements	**24.1%**	**19.6%**	**123**
▲ Putting Ad in Local Newspaper	**27.8%**	**21.5%**	**129**
▲ Local Cable Channels	**35.0%**	**30.7%**	**114**
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	**16.5%**	**13.3%**	**124**
▲ Calling and Offering to Send Information By Mail	**38.7%**	**34.0%**	**114**
Calling and Discussing on the Phone	66.4%	60.6%	110
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	**58.0%**	**49.6%**	**117**
Going Door to Door	68.5%	64.0%	107

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	86
Direct Methods Index	94
↓ Face-to-Face Methods Index	74

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	**121**
▲ Direct Methods Index	**113**
▲ Face-to-Face Methods Index	**111**

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