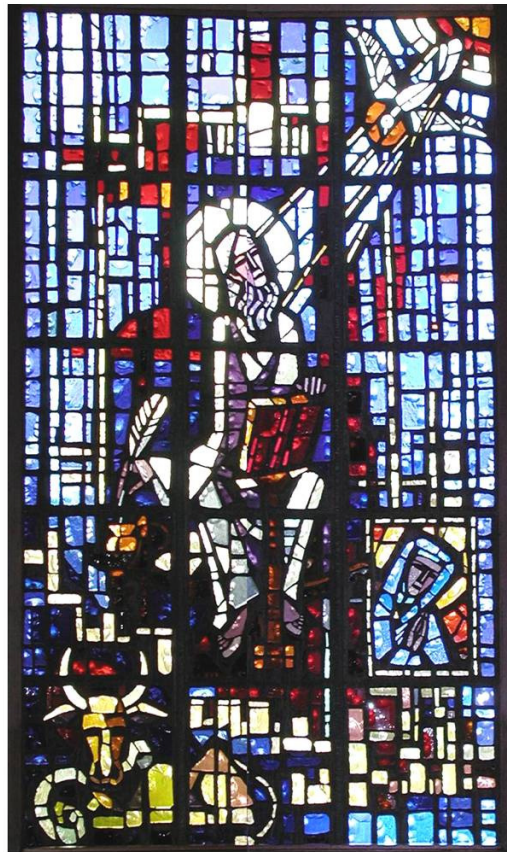


ST. LUKE'S ~ SAN LUCAS

**OUR
COMMUNITY
DEMOGRAPHICS**



Prepared in March, 2010

Analysis of Church Geographic Demographics - 2010

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INTRODUCTION

St. Luke's ~ San Lucas has a service made available by the Diocese that provides demographic information on our surrounding area. The data sources are from the U.S. Census, the credit company Experian, and some marketing data analytics sources.

This demographics website has been used to prepare a set of comparatives for our review. Keeping in mind that data such as this should be considered generally, and that it can be subject to some degree of distortion due to the way it is mapped/aggregated, it nevertheless seems to be useful to our purposes.

It is important to remember that the demographic data in this report is for all persons in the geographic areas. It is not referring to our parish specifically, although it is likely that our parishioners are reflected in the larger geographic data being analyzed.

The detailed data and explanations are long but available to anyone wanting to see them. Some of the other demographic measurements were not included in this analysis summary, however they were statistically reviewed. For example:

- Marital status was analyzed in several ways, such as male/female, married/divorced. The numbers appeared to be consistent and fairly evenly distributed amongst both the categories and measurement groups.
- Income trend statistics are available, but did not seem useful at this time to this analysis.
- Additionally, there are data about ethnicity, education level, school children age, high-level employment classifications, other charitable giving practices (religious giving is shown in this report), and average age trends. This data did not have significant variance statistically for this analysis, so for brevity these areas were not addressed.

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MEASUREMENT GROUPS

The initial “measurement group” used was derived from the St. Luke’s ~ San Lucas Neighborhood Sheppard’s directory of parishioner’s addresses. Since the data in Clark County is more valid within the statistical tool for our purposes, those not in Clark County were excluded. That left 251 addresses for analysis, in what is being called “**All Congregants**”. The distribution by zip code is:

| Zip code (in size order) | Number of Member Addresses |
|--------------------------|----------------------------|
| 98661 | 49 |
| 98685 | 32 |
| 98665 | 24 |
| 98660 | 22 |
| 98663 | 21 |
| 98662 | 16 |
| 98686 | 15 |
| 98683 | 14 |
| 98642 | 11 |
| 98664 | 10 |
| 98682 | 10 |
| 98606 | 6 |
| 98684 | 6 |
| 98604 | 5 |
| 98668 | 3 |
| 98607 | 2 |
| 98671 | 2 |
| 98666 | 1 |
| 98674 | 1 |
| 98787 | 1 |

Using these zip codes, the website software was able to produce a single aggregate demographic for all the current church households.

Next, the use of a radius from the Church address was explored. Use of a 2 or 3 mile radius caused the software to include various parts of Oregon. So a radius of 1 mile was settled on, with the measurement group called “**1 mile radius**”.

In a similar localized measurement, the Church address’s zip code of 98663 was used as a measurement group. This geographic unit is larger and located more ‘above’ the address than the ‘1 mile radius’ group. However it is perhaps more valid, as areas to the south of the Church are more business and park oriented, and thus would have less resident population.

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In exploring other possible measurement groups, and their demographics, it seemed that the zip codes adjacent to 98663 would be useful, as would using the top 4 zip codes for our members. The top 4 zip codes offer the added advantage of being more typical of current membership, and thus more 'compatible' in data reference. Zip codes thus used are:

| Relative Location to Church | Zip Code | Number of Member Addresses | Percent of Member Addresses |
|------------------------------------|-----------------|-----------------------------------|------------------------------------|
| Church Address | 98663 | 21 | 8% |
| Adjacent to the North | 98665 | 24 | 10% |
| Adjacent to the Southeast | 98661 | 49 | 20% |
| Adjacent to the West | 98660 | 22 | 9% |
| Northwest from 98665 | 98685 | 32 | 13% |

Data for the zip codes is labeled with the zip code.

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POPULATION

The “All Congregants” group is of course much larger than the others, because our members live in a broad area of Clark County. But for comparison purposes, this data is:

| Population Measurement | All Congregants | 1 mile radius | 98663 Zip code | 98665 Zip code | 98661 Zip code | 98660 Zip code | 98685 Zip code |
|------------------------|-----------------|---------------|----------------|----------------|----------------|----------------|----------------|
| Population-2009 | 425,485 | 15,978 | 14,338 | 23,296 | 43,597 | 12,391 | 26,903 |
| Households-2009 | 156,915 | 6,783 | 5,826 | 9,121 | 17,647 | 5,224 | 9,874 |
| Families-2009 | 112,668 | 3,469 | 3,626 | 6,174 | 10,673 | 2,626 | 7,489 |

The age demographics are expressed by the demographics software in what is called the “Phase of Life”. Age groups are broken out, with the percentage of that age group in the population of the measurement group expressed:

| Phase of Life | Age Range | All Congregants | 1 mile radius | 98663 Zip code | 98665 Zip code | 98661 Zip code | 98660 Zip code | 98685 Zip code |
|---------------------------------|--------------|-----------------|---------------|----------------|----------------|----------------|----------------|----------------|
| Before Formal Schooling | 0-4 | 6.1% | 6.6% | 6.2% | 5.8% | 6.8% | 6.2% | 5.1% |
| Required Formal Schooling | 5-19 | 18.4% | 17.2% | 16.9% | 17.6% | 19.1% | 16.3% | 15.9% |
| College/Career Starts | 20-24 | 10.6% | 8.5% | 9.1% | 9.7% | 9.0% | 9.1% | 12.5% |
| Singles & Young Families | 25-34 | 12.0% | 13.1% | 11.9% | 12.2% | 13.7% | 12.8% | 10.9% |
| Families & Empty Nesters | 35-54 | 28.5% | 31.9% | 29.1% | 27.6% | 28.2% | 30.9% | 27.3% |
| Enrichment Years Single/Couples | 55-64 | 12.6% | 11.7% | 13.0% | 12.9% | 11.0% | 11.9% | 15.4% |
| Retirement Opportunities | 65 and older | 11.8% | 11.1% | 13.8% | 14.3% | 12.2% | 12.8% | 12.9% |

Three points merit mentioning:

- All of the measurement groups are relatively the same, thus indicating that there is not a skewing of age groups in one geographic area.
- Roughly 25% of the age distribution is in the under-20, 25% in the over-54, and 50% in between. Again, not a large skewing of the data.
- The demographics software provides historical and projected comparisons, however these do not indicate a major shift in age groups. There is a small increase occurring in over-54, and similar small decrease occurring in under-20.

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ADULT RELIGIOUS PRACTICES

The demographic data does offer some specific points related to religious beliefs, however there are not clear documentation points on their meaning or derivation. A comparison of the data has been built:

| ADULT RELIGIOUS PRACTICES | All Congregants | 1 mile radius | 98663 Zip code | 98665 Zip code | 98661 Zip code | 98660 Zip code | 98685 Zip code |
|--|------------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Consider Myself a Religious Person | 45.7% | 51.4% | 60.5% | 46.4% | 44.4% | 48.6% | 42.6% |
| Conservative Evangelical Christian | 36.3% | 38.2% | 45.0% | 37.4% | 37.0% | 36.7% | 35.8% |
| Important to Attend Religious Services | 17.8% | 18.5% | 22.0% | 17.9% | 17.5% | 18.3% | 16.1% |
| My Faith is Really Important to Me | 16.5% | 21.5% | 23.8% | 17.5% | 19.6% | 20.5% | 14.0% |
| Enjoy Watching Religious TV Programs | 15.4% | 16.0% | 17.3% | 16.4% | 15.3% | 16.3% | 14.7% |

Perhaps of note is that the ‘ranking’ of the practices is fairly consistent across all measurement groups. Also of note is that the percentages for most groups are the same as the “All Congregants” baseline, with the possible exception somewhat of the Church zip code of 98663.

Another religious themed statistic is the amount of money given, measured by household.

| ADULT RELIGIOUS PRACTICES | All Congregants | 1 mile radius | 98663 Zip code | 98665 Zip code | 98661 Zip code | 98660 Zip code | 98685 Zip code |
|---|------------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Percent Households With Religious Giving \$200 or more annually | 24.0% | 22.1% | 30.3% | 24.7% | 19.8% | 19.6% | 26.3% |

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MOSAIC DEMOGRAPHICS

“Mosaic” is a geo-demographic segmentation system developed by and for marketers. Instead of looking at individual demographic variables, a segmentation system clusters households into groups with multiple common characteristics. Demographic variables that generally cluster together would include income, educational levels, presence of children, and occupations among others.

For our purposes, the detailed segment definitions may not be useful, however the fact that the population tends to cluster in like ways is useful. Particularly if you use the baseline “All Congregants” to say that our members live in communities with these certain clustering factors. And then, what types of clustering factors occur in the other measurement groups by comparison.

You can find the marketer’s definition of each classification in [Appendix A](#), however it may not be as pertinent to our purposes as just the mere classification clustering occurring.

The demographics software was supposed to show the top 15 classifications in each measurement group, however not all groups will have that many classifications shown. The data seems to be valid nevertheless. Again, these are percentages of households, not pure population.

| Mosaic Code | Mosaic Description | All Congregants | 1 mile radius | 98663 Zip code | 98665 Zip code | 98661 Zip code | 98660 Zip code | 98685 Zip code |
|-------------|----------------------------|-----------------|---------------|----------------|----------------|----------------|----------------|----------------|
| C02 | Prime Middle America | 36.5% | 0.1% | 7.9% | 32.1% | 9.5% | 0.5% | 71.6% |
| F02 | Moderate Conventionalists | 19.8% | 52.4% | 64.1% | 26.0% | 29.0% | 30.9% | 13.6% |
| K04 | Urban Diversity | 9.5% | 10.4% | 11.6% | 25.0% | 36.9% | 0.7% | |
| B01 | Status-Conscious Consumers | 7.1% | | | 8.8% | | 0.1% | 4.9% |
| E05 | American Great Outdoors | 6.5% | 6.9% | | 0.3% | 5.2% | 28.2% | |
| A07 | New Suburbia Families | 6.0% | | | | | | |
| A06 | Small-Town Success | 1.2% | | | 0.4% | | | 9.9% |
| C01 | Second City Homebodies | 1.2% | | | | 5.1% | | |
| E03 | Professional Urbanites | 1.2% | | | | 0.1% | | |
| C03 | Suburban Optimists | 0.8% | | | | | | |
| B05 | Second-Generation Success | 0.7% | | | | | | |
| J04 | College Town Communities | 0.7% | 7.3% | 0.3% | | 4.8% | 3.1% | |

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| Mosaic Code | Mosaic Description | All Congregants | 1 mile radius | 98663 Zip code | 98665 Zip code | 98661 Zip code | 98660 Zip code | 98685 Zip code |
|-------------|-------------------------|-----------------|---------------|----------------|----------------|----------------|----------------|----------------|
| G02 | Rural Southern Living | 0.6% | | | | | | |
| B03 | Urban Commuter Families | 0.5% | | 13.0% | | | 0.8% | |
| A01 | America's Wealthiest | 0.4% | | | | | | |
| F04 | Urban Grit | | | | 3.1% | | | |
| D04 | Small-City Endeavors | | 0.3% | 0.3% | | 4.2% | | |
| E06 | Mature America | | 1.4% | | | | 6.5% | |
| H01 | Young Cosmopolitans | | 12.3% | 3.3% | | | 17.2% | |
| H03 | Stable Careers | | 0.2% | | | 5.3% | | |
| I03 | Comfy Country Living | | | 0.1% | 4.3% | | 0.1% | |
| J05 | Metro-Beginnings | | 8.0% | | | | 10.4% | |
| L03 | Gray Perspectives | | 1.0% | | | | 1.7% | |

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APPENDIX A “MOSAIC CODE DEFINITIONS”

| Mosaic Code | Mosaic Description | Summary Explanation |
|--------------------|----------------------------|---|
| A01 | America's Wealthiest | <i>The nation's most wealthy households are financially secure with expensive tastes, living the most luxurious of lifestyles in the most affluent and exclusive communities</i> |
| A06 | Small-Town Success | <i>White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation's beltways</i> |
| A07 | New Suburbia Families | <i>Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities</i> |
| B01 | Status-Conscious Consumers | <i>Middle-aged Baby Boomer households living in suburban neighborhoods within a manageable commute to well-paying city jobs</i> |
| B03 | Urban Commuter Families | <i>Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe</i> |
| B05 | Second-Generation Success | <i>Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities</i> |
| C01 | Second City Homebodies | <i>Financially conservative, dual working, middle-aged couples and families living in small, satellite cities along the East and West coasts</i> |
| C02 | Prime Middle America | <i>A mix of young, upper-middle-class couples and families living in both small towns and midsize cities working in well paying white-collar and blue-collar jobs</i> |
| C03 | Suburban Optimists | <i>A portrait of middle-class diversity containing middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states</i> |
| D04 | Small-City Endeavors | <i>A mix of lower income, young and old, singles, families and single parents living in older homes and small apartments in working-class towns</i> |
| E03 | Professional Urbanites | <i>An upper-middle-class retirement oasis in the metropolitan sprawl containing very active empty nesting couples and older singles</i> |
| E05 | American Great Outdoors | <i>Older rural couples and retirees scattered in remote communities around the country living on low wage and Social Security in modest homes, small apartment buildings and mobile homes</i> |
| E06 | Mature America | <i>Home to the Greatest Generation, these senior residents earn modest and fixed incomes and live primarily in city neighborhoods in high-rise apartments, mobile homes and assisted living facilities</i> |
| F02 | Moderate Conventionalists | <i>Highly mobile, middle-class singles and childless couples living in modest homes, semidetached houses and apartments scattered throughout second-tier cities</i> |
| F04 | Urban Grit | <i>Young, ethnically mixed, working-class singles and single-parent households living in blue-collar neighborhoods in second-tier cities scattered around the country</i> |
| G02 | Rural Southern Living | <i>Low income, blue-collar couples and families scattered in sparsely settled mobile home communities across the South</i> |
| H01 | Young Cosmopolitans | <i>Residents are young, single, college educated and earning upper-middleclass incomes as white-collar professionals, managers and executives living in luxury apartments and condos in fast growing cities</i> |
| H03 | Stable Careers | <i>Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas</i> |
| I03 | Comfy Country Living | <i>Older, empty-nesting college-educated couples and retirees reside</i> |

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| Mosaic Code | Mosaic Description | Summary Explanation |
|-------------|--------------------------|--|
| | | <i>in quiet small-town Communities</i> |
| J04 | College Town Communities | <i>Young, single and college educated households and students living in and around college-oriented communities</i> |
| J05 | Metro-Beginnings | <i>Very low income, less educated singles and single-parent Hispanic and minority households living in high-rise apartments in diverse inner-city neighborhoods</i> |
| K04 | Urban Diversity | <i>Young and mobile multi-ethnic singles and single-parent families living in inter-city neighborhoods in a mix of row houses and high-rise apartment buildings</i> |
| L03 | Gray Perspectives | <i>Scattered in small towns across the country, these residents are a reflection of America's prison and institutionalized population, with some military barracks and households who support these facilities</i> |

SOURCE OF DEMOGRAPHIC ANALYSIS DATA:

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