

ministry area profile 2004

Saint Martin of Tours
200 O'Connor Drive
San Jose, CA 95128

Study Area Definition: Custom Polygon



ID# 30071:72764

Study Area Definition:
Custom Polygon

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- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 45,501 persons residing in the defined study area. This represents an increase of 5,715 or 14.4% since 1990. During the same period of time, the U.S. as a whole grew by 16.9%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2004 and 2009, the population is projected to increase by 7.6% or 3,436 additional persons. During the same period, the U.S. population is projected to grow by 5.3%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *somewhat high* with 26 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 31.4% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 49.4% of the population and all other racial/ethnic groups make up a substantial 50.6% which is well above the national average of 32%. The largest of these groups, *Hispanics/Latinos*, accounts for 27.8% of the total population. *Asians* are projected to be the fastest growing group increasing by 17.2% between 2004 and 2009. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**
A The largest age group in terms of numbers is *Survivors* (age 23 to 43) comprised of 17,318 persons or 38.1% of the total population in the area. *Builders* (age 80 and up) make up 5.2% of the population which compared to a national average of 4.1% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *somewhat non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 83.7% of the population aged 25 and over have graduated from high school as compared to the national average of 80.4%, college graduates account for 34.5% of those over 25 in the area versus 24.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Affordable Housing, Social Injustice, Neighborhood Crime and Safety, Time for Recreation/Leisure* and *Finding Companionship*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$79,722 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

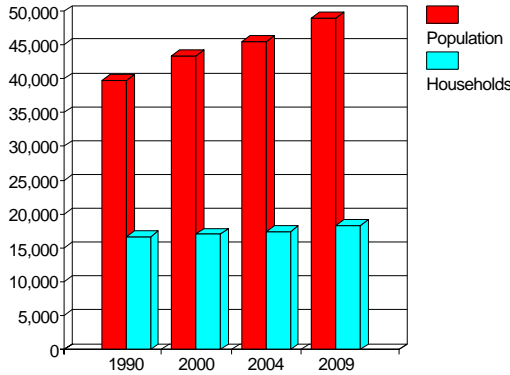


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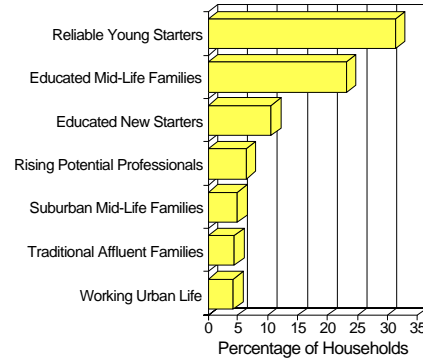
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Population and Households

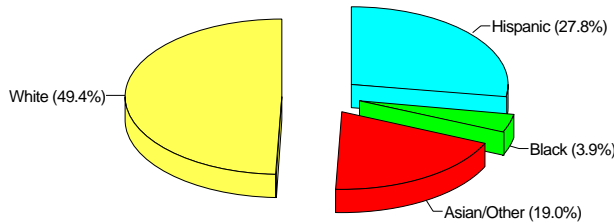


Primary U.S. Lifestyles Segments-2004

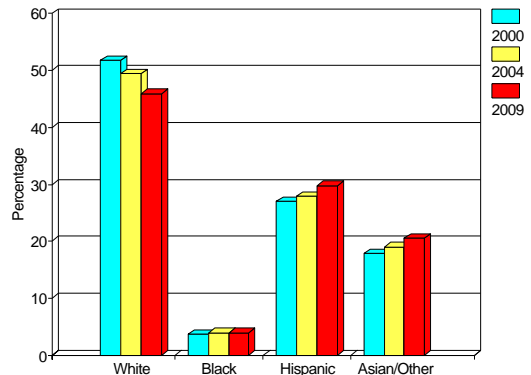


The population in the study area has increased by 2141 persons, or 4.9% since 2000 and is projected to increase by 3436 persons, or 7.6% between 2004 and 2009. The number of households has increased by 414, or 2.4% since 2000 and is projected to increase by 841, or 4.8% between 2004 and 2009.

Population By Race/Ethnicity-2004

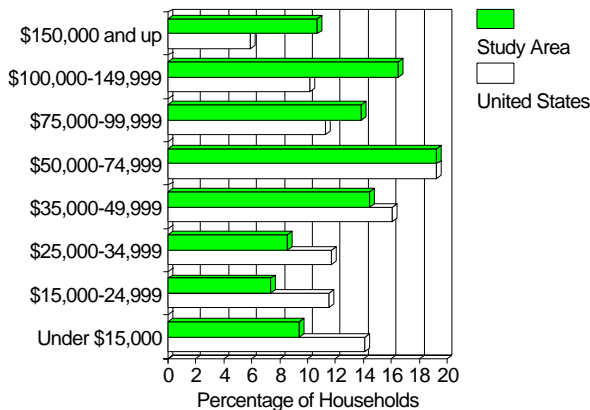


Population By Race/Ethnicity Trend

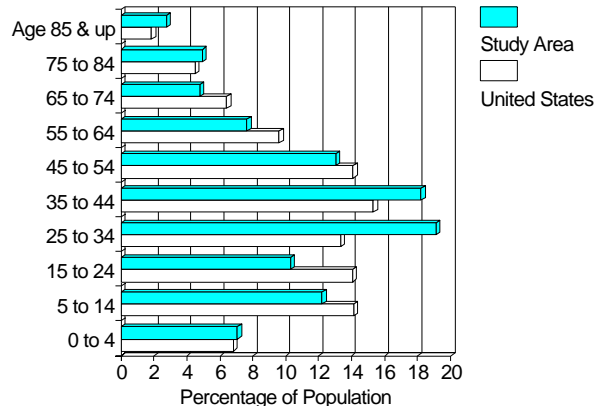


Between 2004 and 2009, the White population is projected to remain stable. decrease from 49.4% to 45.9% of the total population. The Black population is projected to increase by 132 persons and to remain stable at 3.9% of the total. The Hispanic/Latino population is projected to increase by 1899 persons and to increase from 27.8% to 29.7% of the total. The Asian/Other population is projected to increase by 1402 persons and to increase from 19.0% to 20.5% of the total population.

Households By Income-2004



Population by Age-2004



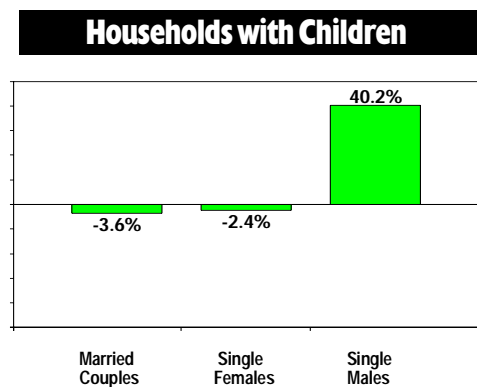
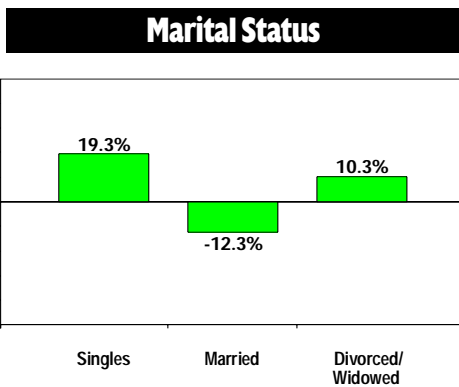
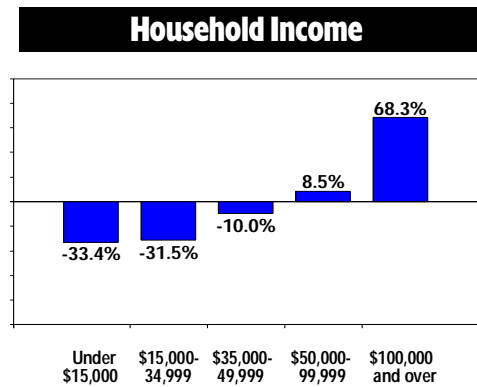
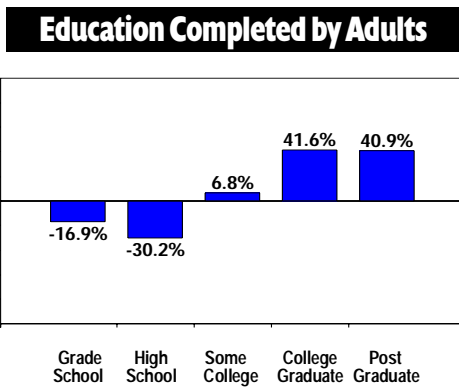
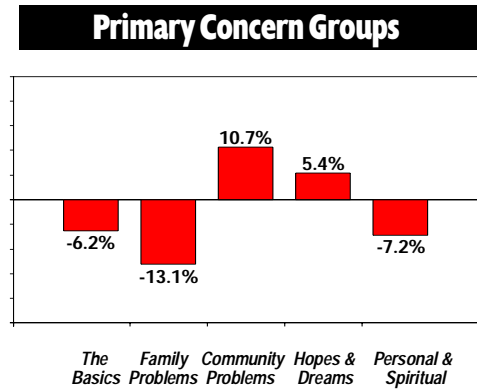
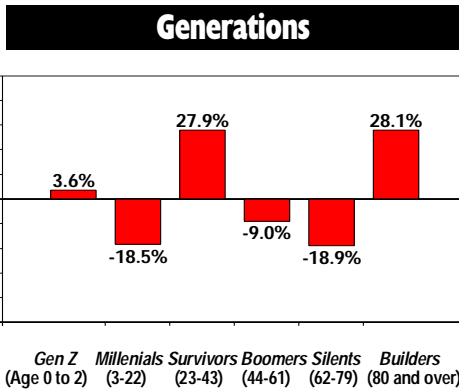
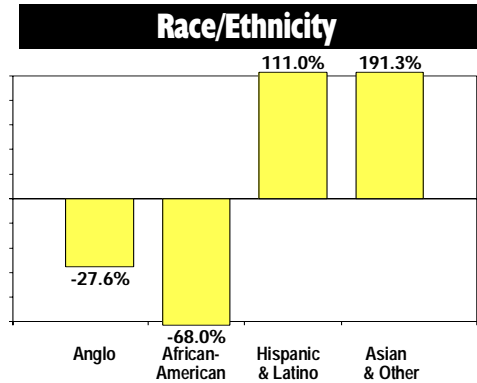
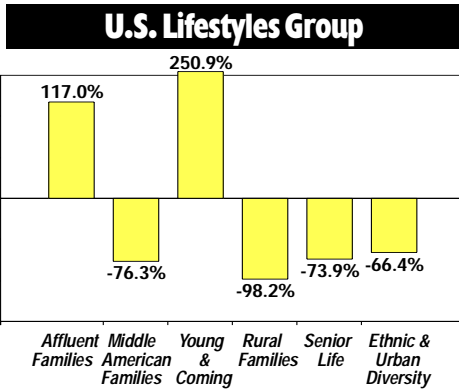
The average household income in the study area is \$79722 a year as compared to the U.S. average of \$63207. The average age in the study area is 37.3 and is projected to increase to 38.1 by 2009. The average age in the U.S. is 37.0 and is projected to increase to 37.8 by 2009.



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POPULATION						
	1990 Census		2000 Census		2004 Update	2009 Projection
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
▲ Population	39,786		43,360		45,501	48,937
Population Change			3,574		2,141	3,436
Percentage Change			9.0%		4.9%	7.6%
▲ Average Annual Growth Rate			0.9%		1.2%	1.5%
▲ Density (Pop. per square mile)	7,042		7,674		8,053	8,661
HOUSEHOLDS						
▲ Households	16,685		17,036		17,450	18,291
Household Change			351		414	841
Percentage Change			2.1%		2.4%	4.8%
▲ Average Annual Growth Rate			0.2%		0.6%	1.0%
▲ Persons Per Household	2.33		2.48		2.54	2.61
POPULATION BY RACE/ETHNICITY						
	2000 Census		2004 Update		2009 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	22,420	51.7%	22,461	49.4%	22,465	45.9%
African-American (Non-Hisp)	1,568	3.6%	1,764	3.9%	1,896	3.9%
▲ Hispanic/Latino	11,664	26.9%	12,646	27.8%	14,545	29.7%
▲ Asian/Other (Non-Hisp)	7,707	17.8%	8,630	19.0%	10,032	20.5%
POPULATION BY GENDER						
Female	21,766	50.2%	22,819	50.2%	24,564	50.2%
Male	21,594	49.8%	22,682	49.8%	24,374	49.8%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	0	0.0%	1,611	3.5%	5,348	10.9%
Millennials (Born 1982 to 2001)	9,832	22.7%	10,693	23.5%	10,795	22.1%
↓ Survivors (Born 1961 to 1981)	16,907	39.0%	17,320	38.1%	18,010	36.8%
↓ Boomers (Born 1943 to 1960)	9,539	22.0%	9,064	19.9%	9,335	19.1%
Silents (Born 1925 to 1942)	4,203	9.7%	4,430	9.7%	4,039	8.3%
↓ Builders (Born 1924 and earlier)	2,879	6.6%	2,385	5.2%	1,409	2.9%
AGE						
▲ Average Age	36.4		37.3		38.1	
▲ Median Age	35.4		36.7		38.6	
INCOME						
▲ Average Household Income	\$69,977		\$79,722		\$91,424	
▲ Median Household Income	\$58,415		\$65,572		\$74,757	
▲ Per Capita Income	\$27,494		\$30,574		\$34,171	



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HOUSEHOLDS BY INCOME

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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	1,404	8.2%	1,859	10.7%	2,698	14.8%
▲ \$100,000 to \$149,999	2,360	13.9%	2,879	16.5%	3,442	18.8%
▲ \$75,000 to \$99,999	2,262	13.3%	2,418	13.9%	2,566	14.0%
↓ \$50,000 to \$74,999	3,482	20.4%	3,362	19.3%	3,401	18.6%
↓ \$35,000 to \$49,999	2,603	15.3%	2,516	14.4%	2,239	12.2%
↓ \$25,000 to \$34,999	1,656	9.7%	1,495	8.6%	1,335	7.3%
↓ \$15,000 to \$24,999	1,491	8.8%	1,278	7.3%	1,107	6.1%
↓ Under \$15,000	1,779	10.4%	1,643	9.4%	1,503	8.2%

POPULATION BY PHASE OF LIFE

Before Formal Schooling (Age 0-4)	3,042	7.0%	3,222	7.1%	3,337	6.8%
▲ Required Formal Schooling (5-17)	6,351	14.6%	6,837	15.0%	7,994	16.3%
↓ College Years, Career Starts (18-24)	3,797	8.8%	3,411	7.5%	3,100	6.3%
↓ Singles and Young Families (25-34)	9,363	21.6%	8,674	19.1%	7,371	15.1%
▲ Families, Empty Nesters (35-54)	12,782	29.5%	14,192	31.2%	16,485	33.7%
▲ Enrichment Years Singles/Couples (55-64)	2,898	6.7%	3,468	7.6%	4,647	9.5%
Retirement Opportunities (65+)	5,127	11.8%	5,698	12.5%	6,002	12.3%

POPULATION BY AGE (DETAIL)

Under 5 years	3,042	7.0%	3,222	7.1%	3,337	6.8%
5 to 9 years	2,976	6.9%	2,969	6.5%	3,352	6.8%
▲ 10 to 14 years	2,127	4.9%	2,590	5.7%	3,079	6.3%
15 to 17 years	1,248	2.9%	1,278	2.8%	1,563	3.2%
18 to 20 years	1,330	3.1%	1,174	2.6%	1,305	2.7%
↓ 21 to 24 years	2,467	5.7%	2,237	4.9%	1,795	3.7%
↓ 25 to 29 years	4,515	10.4%	3,670	8.1%	2,854	5.8%
↓ 30 to 34 years	4,848	11.2%	5,004	11.0%	4,517	9.2%
35 to 39 years	4,186	9.7%	4,329	9.5%	4,740	9.7%
▲ 40 to 44 years	3,336	7.7%	3,938	8.7%	4,363	8.9%
▲ 45 to 49 years	2,871	6.6%	3,292	7.2%	4,060	8.3%
▲ 50 to 54 years	2,389	5.5%	2,633	5.8%	3,322	6.8%
▲ 55 to 59 years	1,571	3.6%	2,072	4.6%	2,644	5.4%
▲ 60 to 64 years	1,327	3.1%	1,396	3.1%	2,003	4.1%
▲ 65 to 69 years	1,042	2.4%	1,141	2.5%	1,386	2.8%
70 to 74 years	990	2.3%	1,042	2.3%	1,040	2.1%
↓ 75 to 84 years	2,156	5.0%	2,261	5.0%	2,167	4.4%
▲ 85 or more years	939	2.2%	1,254	2.8%	1,409	2.9%



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MARITAL STATUS				
Marital Status All Persons 15 and Older	35,215			
Single (Never Married)	11,386	32.3%	27.1%	119
Married	17,466	49.6%	56.5%	88
Divorced/Widowed	6,362	18.1%	16.4%	110
Marital Status Females 15 and Older	17,763			
Single (Never Married)	4,815	27.1%	24.1%	112
Married	8,689	48.9%	54.6%	90
Divorced/Widowed	4,259	24.0%	21.3%	113
Marital Status Males 15 and Older	17,452			
▲ Single (Never Married)	6,571	37.7%	30.3%	124
Married	8,778	50.3%	58.6%	86
Divorced/Widowed	2,103	12.1%	11.2%	108
FAMILY STRUCTURE				
Households By Type	17,036			
Single Male	2,156	12.7%	11.0%	115
Single Female	2,794	16.4%	14.8%	111
Married Couple	7,277	42.7%	52.5%	81
▲ Other Family - Male Head of Household	1,007	5.9%	4.1%	145
Other Family - Female Head of Household	1,836	10.8%	11.8%	91
▲ Non Family - Male Head of Household	1,226	7.2%	3.4%	213
▲ Non Family - Female Head of Household	740	4.3%	2.4%	183
Households With Children 0 to 18	5,240			
Married Couple Family	3,483	66.5%	68.9%	96
▲ Other Family - Male Head of Household	497	9.5%	6.8%	140
Other Family - Female Head of Household	1,187	22.7%	23.2%	98
▲ Non Family	72	1.4%	1.1%	127
Population By Household Type	43,469			
Family Households	32,913	75.7%	82.2%	92
▲ Non Family Households	9,497	21.8%	15.0%	145
Group Quarters	1,059	2.4%	2.8%	88



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GROUP QUARTERS				
Population In Group Quarters By Type	1,059			
Institutions	584	55.1%	52.2%	106
↓ College Dorm	0	0.0%	26.5%	0
↓ Military	0	0.0%	4.6%	0
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
▲ Other	475	44.9%	16.7%	268
RACE/ETHNICITY				
Population By Race/Ethnicity	43,360			
↓ White (Non-Hispanic)	22,420	51.7%	69.1%	75
↓ African-American (Non-Hisp)	1,568	3.6%	12.0%	30
▲ Hispanic/Latino	11,664	26.9%	12.5%	215
↓ Native American (Non-Hisp)	192	0.4%	0.7%	60
▲ Asian (Non-Hisp)	5,950	13.7%	3.6%	381
Hawaiian & Pacific Islander (Non-Hisp)	57	0.1%	0.1%	108
▲ Other Races & Multiple Races (Non-Hisp)	1,756	4.0%	1.9%	209
Asian Population By Race	6,019			
Chinese	1,280	21.3%	22.6%	94
▲ Japanese	706	11.7%	7.8%	151
Indian	1,097	18.2%	16.4%	111
↓ Korean	505	8.4%	10.5%	80
▲ Vietnamese	1,119	18.6%	11.0%	170
↓ Other Asian Races	1,312	21.8%	31.8%	69
Hispanic/Latino Population By Race	11,664			
White	4,674	40.1%	47.8%	84
↓ African-American	95	0.8%	1.9%	44
Native American	133	1.1%	1.0%	113
▲ Asian	69	0.6%	0.3%	200
Other Races & Multiple Races	6,693	57.4%	49.0%	117
Hispanic/Latino Population By Origin	11,664			
▲ Mexican	9,096	78.0%	58.6%	133
↓ Puerto Rican	202	1.7%	9.7%	18
↓ Cuban	79	0.7%	3.5%	19
↓ Other Hispanic Origin	2,159	18.5%	28.4%	65



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EDUCATION				
Population By School Enrollment (Age 3 and over)	41,435			
Pre-Primary (Public)	970	2.3%	2.3%	102
Pre-Primary (Private)	529	1.3%	1.1%	118
↓ Elementary/High School (Public)	4,766	11.5%	16.6%	69
Elementary/High School (Private)	859	2.1%	1.9%	108
▲ Enrolled in College	3,465	8.4%	6.5%	129
Not Enrolled in School	30,846	74.4%	71.6%	104
Population By Education Completed (Age 25 and over)	30,170			
Elementary (Less than 9 years)	2,100	7.0%	7.5%	92
↓ Some High School (9 to 11 years)	2,816	9.3%	12.1%	77
↓ High School Graduate (12 years)	6,027	20.0%	28.6%	70
Some College (13 to 15 years)	6,474	21.5%	21.0%	102
▲ Associate Degree	2,347	7.8%	6.3%	123
▲ Bachelor's Degree	6,638	22.0%	15.5%	142
▲ Graduate Degree	3,767	12.5%	8.9%	141
OCCUPATION				
Population By Occupation Type (Age 15 and over)	22,908			
TOTAL WHITE COLLAR	15,596	68.1%	60.3%	113
▲ Executive and Managerial	3,895	17.0%	13.5%	126
▲ Professional Specialty	3,426	15.0%	10.7%	140
▲ Technical Support	2,787	12.2%	9.5%	128
Sales	2,426	10.6%	11.2%	94
Administrative Support & Clerical	3,062	13.4%	15.4%	87
TOTAL BLUE COLLAR	7,313	31.9%	39.7%	80
Service: Private Households	514	2.2%	2.8%	80
Service: Protective	398	1.7%	2.0%	88
Service: Other	1,277	5.6%	6.8%	82
↓ Farming, Forestry & Fishing	111	0.5%	0.7%	66
Precision Production and Craft	2,325	10.1%	12.4%	82
Operators and Assemblers	1,011	4.4%	5.5%	80
↓ Transportation and Material Moving	957	4.2%	6.1%	68
Laborers	720	3.1%	3.3%	96



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EMPLOYMENT				
Population By Employment Status (Age 15 and over)	34,770			
Employed	22,908	65.9%	60.3%	109
Unemployed	1,105	3.2%	3.7%	87
Not in Labor Force	10,758	30.9%	36.1%	86
Households With Families By Number of Workers	10,120			
↓ No Workers	859	8.5%	12.7%	67
1 Worker	3,373	33.3%	30.4%	110
2 Workers	4,729	46.7%	45.0%	104
3 or more Workers	1,160	11.5%	11.9%	96
Total Female Population By Work Status (Age 16 and over)	17,576			
TOTAL WORKING	10,061	57.2%	54.2%	106
With No Children	6,959	39.6%	33.8%	117
With Children Age 0 to 5 only	839	4.8%	4.4%	108
↓ With Children Age 6 to 17 only	1,640	9.3%	12.4%	75
With Children Both Age 0 to 5 and 6 to 17	623	3.5%	3.6%	100
TOTAL NOT WORKING (UNEMPLOYED)	501	2.9%	3.3%	85
With No Children	352	2.0%	2.2%	92
↓ With Children Age 0 to 5 only	45	0.3%	0.3%	74
↓ With Children Age 6 to 17 only	68	0.4%	0.6%	70
↓ With Children Both Age 0 to 5 and 6 to 17	36	0.2%	0.3%	78
TOTAL NOT IN THE LABOR FORCE	7,012	39.9%	42.5%	94
With No Children	5,528	31.5%	32.9%	96
▲ With Children Age 0 to 5 only	709	4.0%	2.7%	147
↓ With Children Age 6 to 17 only	412	2.3%	4.3%	54
With Children Both Age 0 to 5 and 6 to 17	363	2.1%	2.5%	81
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$17,603 for family of 4 in '00)	17,036			
Above Poverty Line (Householder Age 0 to 64)	12,800	75.1%	69.5%	108
Above Poverty Line (Householder Age 65 and over)	2,804	16.5%	18.7%	88
↓ Below Poverty Line (Householder Age 0 to 64)	1,159	6.8%	9.4%	73
↓ Below Poverty Line (Householder Age 65 and over)	274	1.6%	2.4%	67
Households By Presence of Retirement Income	17,036			
↓ With Retirement Income	2,280	13.4%	16.7%	80
Without Retirement Income	14,756	86.6%	83.3%	104



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	Number	Percent		
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HOUSING				
Occupied Units By Type	16,933			
↓ Owner Occupied	7,165	42.3%	66.2%	64
▲ Renter Occupied	9,768	57.7%	33.8%	171
▲ Median Rent	\$1,055		\$657	161
Vacant Units By Type	323			
▲ For Rent	132	40.9%	25.7%	159
▲ For Sale	62	19.2%	13.7%	141
↓ Seasonal	56	17.3%	37.1%	47
Other	73	22.6%	23.5%	96
Structures By Number of Units	17,256			
↓ Single Unit	9,038	52.4%	65.8%	80
▲ 2 to 9 Units	3,815	22.1%	13.7%	161
▲ 10 to 19 Units	1,443	8.4%	4.0%	209
▲ 20 to 49 Units	1,017	5.9%	3.3%	176
▲ 50 or more Units	1,729	10.0%	5.3%	189
↓ Mobile Home	215	1.2%	7.6%	16
↓ Other	0	0.0%	0.2%	0
↓ Single To Multiple Unit Ratio	1.13		2.50	45
2000 Owner-Occupied Property Values	6,422			
↓ Under \$25,000	0	0.0%	2.4%	0
↓ \$25,000 to \$49,999	60	0.9%	7.5%	12
↓ \$50,000 to \$74,999	8	0.1%	16.3%	1
↓ \$75,000 to \$99,999	5	0.1%	14.1%	1
↓ \$100,000 to \$149,999	33	0.5%	23.7%	2
↓ \$150,000 to \$199,999	209	3.3%	14.6%	22
\$200,000 to \$299,999	874	13.6%	11.9%	114
▲ \$300,000 to \$399,999	1,834	28.6%	4.4%	645
▲ \$400,000 to \$499,999	1,907	29.7%	2.1%	1,437
▲ \$500,000 and over	1,491	23.2%	2.9%	790
▲ 2000 Median Property Value	\$431,589		\$158,934	272



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HOUSING (CONTINUED)				
Housing Units By Year Built	17,256			
↓ 1995 to 2000	414	2.4%	9.7%	25
↓ 1990 to 1994	381	2.2%	7.3%	30
↓ 1980 to 1989	1,834	10.6%	15.8%	67
1970 to 1979	3,488	20.2%	18.5%	109
▲ 1960 to 1969	3,647	21.1%	13.7%	154
▲ 1950 to 1959	4,466	25.9%	12.7%	204
▲ 1940 to 1949	1,867	10.8%	7.3%	149
↓ 1939 or earlier	1,159	6.7%	15.0%	45
Households By Number of Persons	17,036			
1 Person Household	4,950	29.1%	25.8%	113
2 Person Household	5,695	33.4%	32.5%	103
3 Person Household	2,658	15.6%	16.5%	95
4 Person Household	1,995	11.7%	14.3%	82
5 Person Household	960	5.6%	6.7%	84
6 Person Household	443	2.6%	2.7%	97
7 or more Person Household	335	2.0%	1.7%	117
Average Persons Per Household	2.5		2.6	96
Population By Urban/Rural	43,360			
▲ Urban	43,360	100.0%	79.0%	127
↓ Rural	0	0.0%	21.0%	0
Households By Heating Type	16,933			
▲ Utility Gas	11,774	69.5%	51.2%	136
↓ Other Gas	111	0.7%	6.5%	10
Electric	4,875	28.8%	30.3%	95
↓ Oil	8	0.0%	9.0%	1
↓ Coal	0	0.0%	0.1%	0
↓ Wood	47	0.3%	1.7%	17
↓ Solar/Other Fuel	19	0.1%	0.4%	26
No Fuel Used	99	0.6%	0.7%	84
Households By Presence of Telephone	16,933			
With Telephone	16,859	99.6%	97.6%	102
↓ Without Telephone	74	0.4%	2.4%	18



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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles	16,933			
↓ No Vehicles	1,371	8.1%	10.3%	79
1 Vehicle	6,264	37.0%	34.2%	108
2 Vehicle	6,472	38.2%	38.4%	100
3 or more Vehicles	2,826	16.7%	17.1%	98
Workers By Travel Time to Work	21,879			
Work At Home	600	2.7%	3.4%	81
↓ Less than 10 minutes	1,624	7.4%	14.4%	52
10 to 29 minutes	12,823	58.6%	51.1%	115
30 to 59 minutes	6,290	28.7%	26.5%	108
↓ 60 to 89 minutes	783	3.6%	5.2%	69
↓ 90 or more minutes	359	1.6%	2.8%	59
Average Travel Time to Work (minutes)	24.6		25.5	96
Workers By Type of Transportation to Work	22,478			
Drive Alone	17,771	79.1%	75.7%	104
Car Pool	2,434	10.8%	12.2%	89
↓ Public Transportation	805	3.6%	4.7%	76
▲ Motorcycle	278	1.2%	0.5%	251
↓ Walk to Work	498	2.2%	2.9%	76
↓ Other Means	92	0.4%	0.7%	58
Work at Home	600	2.7%	3.3%	82



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SEGMENT GROUPS

No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	8,973	51.4%	14.7%	351
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	5,723	32.8%	15.1%	217
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,300	7.4%	31.4%	24
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,077	6.2%	18.4%	34
5	Senior Life (7, 20, 21, 22, 30 and 31)	315	1.8%	6.9%	26
4	Rural Families (27, 26, 29, 33, 35 and 38)	42	0.2%	13.1%	2

INDIVIDUAL SEGMENTS

No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
15	Reliable Young Starters	5,475	31.4%	4.3%	738
4	Educated Mid-Life Families	4,051	23.2%	3.4%	681
12	Educated New Starters	1,848	10.6%	2.9%	361
8	Rising Potential Professionals	1,126	6.5%	2.3%	276
10	Suburban Mid-Life Families	864	5.0%	5.5%	89
1	Traditional Affluent Families	759	4.3%	3.5%	125
32	Working Urban Life	751	4.3%	1.7%	260
39	New Beginning Urbanites	509	2.9%	2.8%	105
14	Secure Mid-Life Families	470	2.7%	0.7%	411
5	Prosperous Diversity	285	1.6%	3.1%	53
40	Surviving Urban Diversity	237	1.4%	4.0%	34
20	Cautious and Mature	187	1.1%	2.6%	41
3	Mid-Life Prosperity	158	0.9%	1.5%	59
25	Working Country Consumers	145	0.8%	4.1%	20
28	Building Country Families	139	0.8%	2.8%	28
23	Established Empty-Nesters	106	0.6%	3.4%	18
45	Struggling Urban Diversity	88	0.5%	2.5%	21
7	Prosperous and Mature	60	0.3%	0.5%	64
21	Mature and Stable	39	0.2%	0.6%	39
30	Urban Senior Life	25	0.1%	0.8%	17



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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
17	Large Young Families	23	0.1%	2.2%	6
29	Working Country Families	21	0.1%	1.0%	13
27	Country Family Diversity	21	0.1%	0.3%	35
18	Working Urban Families	19	0.1%	4.0%	3
49	Exception Households	17	0.1%	0.2%	39
19	Educated and Promising	15	0.1%	0.1%	110
22	Mature and Established	4	0.0%	1.8%	1
9	Educated Working Families	4	0.0%	0.1%	27
41	Struggling Hispanic Households	1	0.0%	1.6%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
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
26	Working Suburban Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		17,447	100.0%	100.0%	100



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FAITH INVOLVEMENT INDICATOR

Estimated 2004 Households Likely to Be:

↓ Strongly Involved with Their Faith	25.5%	35.4%	72
↓ Somewhat Involved with Their Faith	24.2%	29.9%	81
▲ Not Involved with Their Faith	51.7%	34.7%	149

Estimated 2004 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.7%	22.1%	75
Decreased Their Involvement with Their Faith in the Last 10 Years	22.3%	23.7%	94

RELIGIOUS PREFERENCE INDICATOR

Estimated 2004 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	143
↓ Baptist	7.2%	16.1%	45
Catholic	22.4%	23.7%	95
Congregational	1.8%	2.0%	93
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	280
Episcopal	2.9%	2.9%	99
↓ Holiness	0.2%	0.8%	19
Jehovah's Witnesses	0.9%	1.1%	90
▲ Judaism	4.6%	3.2%	144
↓ Lutheran	5.8%	7.2%	80
↓ Methodist	4.6%	10.1%	46
▲ Mormon	2.7%	1.8%	155
▲ New Age	1.2%	0.6%	211
▲ Non-Denominational / Independent	10.5%	6.9%	151
▲ Orthodox	0.3%	0.3%	113
Pentecostal	2.4%	2.4%	98
▲ Presbyterian / Reformed	5.2%	4.6%	114
▲ Unitarian / Universalist	0.9%	0.7%	129
▲ Interested but No Preference	5.8%	3.9%	150
▲ Not Interested and No Preference	18.9%	11.1%	171
Likely to Have Changed Their Preference in the Last 10 Years	18.2%	16.8%	109

LEADERSHIP PREFERENCE INDICATOR

Estimated 2004 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.8%	4.0%	120
↓ Lets them do what they want and is supportive	10.3%	11.7%	88
Lets them do what they want and stays out of the way	5.0%	4.8%	104
Works with them on deciding what to do and helps them do it	79.8%	79.6%	100



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PRIMARY CONCERN INDICATOR			
Estimated 2004 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.9%	43.5%	96
↓ Finding/Providing Health Insurance	22.2%	29.0%	77
Day-to-Day Financial Worries	29.3%	31.6%	93
Finding Employment Opportunities	15.1%	14.4%	105
▲ Finding Affordable Housing	14.4%	11.3%	128
↓ Providing Adequate Food	6.8%	8.6%	79
Finding Child Care	5.9%	6.3%	94
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.6%	16.7%	87
↓ Dealing With Teen / Child Problems	16.7%	20.7%	81
Finding/Providing Aging Parent Care	15.4%	15.5%	99
↓ Dealing With Abusive Relationships	9.8%	11.4%	86
↓ Dealing With Divorce	3.2%	4.5%	72
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	32.0%	27.0%	119
Finding/Providing Good Schools	22.7%	23.5%	97
↓ Dealing with Problems in Schools	12.0%	13.6%	88
▲ Dealing With Racial / Ethnic Prejudice	14.6%	13.1%	111
▲ Dealing With Neighborhood Gangs	12.0%	8.5%	141
▲ Dealing with Social Injustice	14.0%	11.3%	124
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	56.4%	50.6%	111
▲ Finding Time for Recreation / Leisure	29.5%	25.3%	117
Finding Better Quality Healthcare	22.6%	23.9%	94
Finding A Satisfying Job / Career	21.3%	19.3%	110
Finding Retirement Opportunities	17.9%	18.9%	95
Achieving A Fulfilling Marriage	22.8%	22.3%	102
Developing Parenting Skills	13.8%	14.7%	93
▲ Achieving Educational Objectives	8.3%	7.5%	111
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.5%	29.8%	99
▲ Finding Companionship	19.9%	17.3%	115
↓ Finding A Good Church	9.0%	15.2%	59
↓ Finding Spiritual Teaching	8.6%	12.9%	66
▲ Finding Life Direction	15.8%	14.0%	113



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KEY VALUES INDICATOR

Estimated 2004 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	80.6%	84.5%	95
↓ "God is actively involved in the world including nations and their governments"	55.4%	63.8%	87

SOCIETY:

"It is important to preserve the traditional American family structure"	88.6%	91.5%	97
"A healthy environment has become a national crisis"	83.6%	82.8%	101
"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"	45.9%	50.1%	92
"The role of Churches / Synagogues is to help form and support moral values"	78.4%	81.1%	97
"Churches and religious organizations should provide more human services"	59.6%	62.6%	95

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	37.2%	36.3%	102
"The changing racial / ethnic face of America is a threat to our national heritage"	35.4%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2004 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.7%	59.8%	100
More than \$500 per year	32.4%	31.2%	104
More than \$1,000 per year	19.0%	17.4%	109

TO CHARITIES:

▲ More than \$100 per year	41.9%	33.7%	124
▲ More than \$500 per year	12.2%	6.8%	179
▲ More than \$1,000 per year	4.4%	2.3%	191

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	22.5%	16.1%	140
▲ More than \$500 per year	6.8%	4.3%	158
▲ More than \$1,000 per year	4.0%	2.2%	182

Ministry Area Profile 2004
Compass
REPORT

Saint Martin of Tours
200 O'Connor Drive
San Jose, CA 95128

Study Area Definition:
Custom Polygon

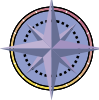


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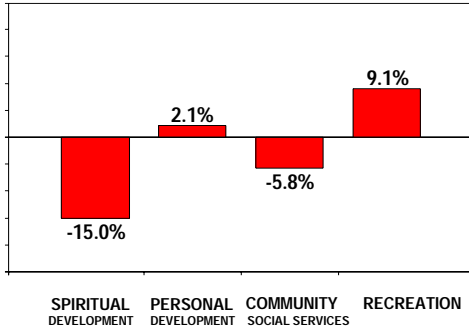


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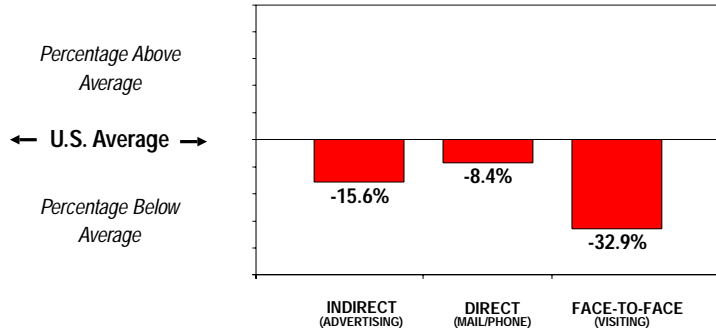
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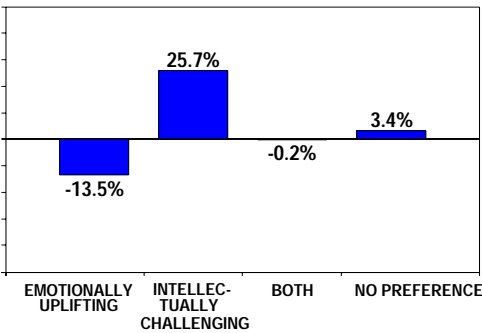
Church Program Preferences



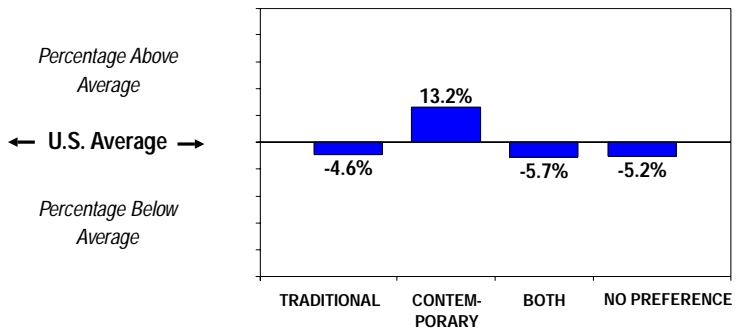
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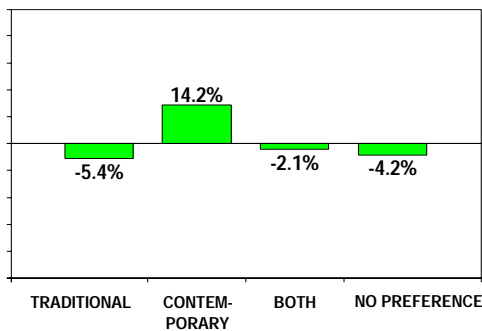
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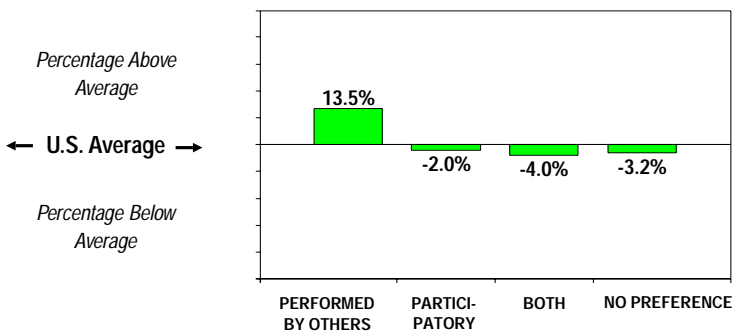
Worship Style (2)



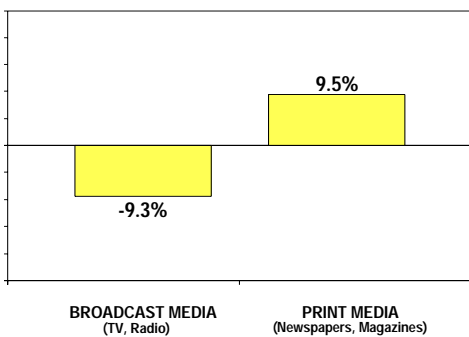
Music Style (1)



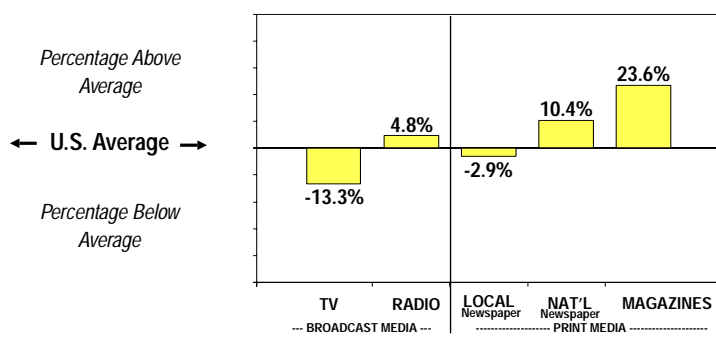
Music Style (2)



Primary Media Summary



Primary Media Preferences





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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2004 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	30.7%	41.1%	75
Adult Theological Discussion Groups	22.2%	22.5%	99
Spiritual Retreats	11.1%	11.6%	95
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.9%	15.2%	104
Parent Training Programs	7.7%	7.8%	99
▲ Twelve Step Programs	3.8%	3.5%	111
↓ Divorce Recovery	2.1%	2.4%	85
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	21.7%	22.5%	96
Care for the Terminally Ill	15.4%	15.7%	98
↓ Food and Clothing Resources	7.2%	11.1%	65
▲ Day Care Services	7.0%	6.1%	115
Church Sponsored Day-School	6.3%	5.7%	110
<i>RECREATION:</i>			
Youth Social Programs	30.3%	29.7%	102
Family Activities and Outings	32.5%	32.8%	99
Active Retirement Programs	27.4%	26.8%	102
▲ Cultural Programs (Music, Drama, Art)	26.2%	18.9%	139
▲ Sports or Camping	8.6%	6.3%	136

SUMMARY	
↓ Spiritual Development Index	85
Personal Development Index	102
Community/Social Services Index	94
Recreation Index	109



Date: 2/13/2004

Prepared For:
 Saint Martin of Tours
 200 O'Connor Drive
 San Jose, CA 95128

Study Area Definition:
 Custom Polygon

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ 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			

WORSHIP STYLE INDICATOR

Estimated 2004 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.8%	26.4%	87
▲ B. Intellectually Challenging	14.0%	11.1%	126
C. Both A and B	39.1%	39.2%	100
D. No Preference or Not Interested	24.2%	23.4%	103

PART 2:

A. Traditional/Formal/Ceremonial	19.3%	20.2%	95
▲ B. Contemporary/Informal	29.8%	26.3%	113
C. Both A and B	25.0%	26.5%	94
D. No Preference or Not Interested	25.6%	26.9%	95

MUSIC STYLE INDICATOR

Estimated 2004 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.1%	24.4%	95
▲ B. Contemporary	22.5%	19.7%	114
C. Both A and B	30.5%	31.1%	98
D. No Preference or Not Interested	23.7%	24.8%	96

PART 2:

▲ A. Performed by Others	21.2%	18.7%	113
B. Participatory	22.5%	22.9%	98
C. Both A and B	30.9%	32.2%	96
D. No Preference or Not Interested	25.3%	26.2%	97



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MISSION EMPHASIS INDICATOR

Estimated 2004 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

A. Community	23.5%	22.0%	107
B. Personal Spiritual Development	15.2%	14.3%	106
C. Both A and B	35.8%	37.4%	96
D. No Preference or Not Interested	25.5%	26.3%	97

PART 2:

A. Global Mission	6.1%	6.2%	98
B. Local Mission	34.2%	33.3%	103
C. Both A and B	28.9%	30.1%	96
D. No Preference or Not Interested	30.5%	30.4%	100

CHURCH ARCHITECTURE INDICATOR

Estimated 2004 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	23.2%	26.6%	87
▲ B. Contemporary	20.5%	15.9%	128
C. Both A and B	31.8%	32.3%	98
D. No Preference or Not Interested	24.6%	25.1%	98

PART 2:

↓ A. Somber/Serious	7.5%	9.4%	80
▲ B. Light and Airy	39.9%	34.7%	115
C. Both A and B	26.0%	27.7%	94
D. No Preference or Not Interested	26.7%	28.2%	95



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PRIMARY MEDIA PREFERENCE

Estimated 2004 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

↓ Television	41.0%	47.3%	87
Radio	14.0%	13.3%	105

PRINT MEDIA:

Local Newspaper	38.3%	36.1%	106
National Newspaper	4.8%	4.3%	110
▲ Magazines	3.9%	2.4%	161

SECONDARY MEDIA PREFERENCE

Estimated 2004 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

Television	31.9%	31.9%	100
Radio	21.5%	23.8%	90

PRINT MEDIA:

Local Newspaper	31.7%	32.7%	97
National Newspaper	6.0%	5.8%	104
▲ Magazines	8.7%	7.0%	124

SUMMARY

Overall Broadcast Media Index (100 = Average)	93
Overall Print Media Index	106



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Study Area Definition:
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Description	Study Area	U.S. Average	U.S. Comparative Index
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CHURCH CONTACT METHODS RATED GOOD

Estimated 2004 Households Likely to Rate As Good the Following Methods of Contact from a Church:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	31.0%	36.2%	86
↓ Putting Ad in Local Newspaper	29.2%	33.8%	86
↓ Local Cable Channels	24.5%	30.4%	81
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.2%	53.7%	95
↓ Calling and Offering to Send Information By Mail	25.9%	29.5%	88
↓ Calling and Discussing on the Phone	10.2%	12.0%	85
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.8%	20.1%	68
↓ Going Door to Door	9.1%	14.0%	65

CHURCH CONTACT METHODS RATED POOR

Estimated 2004 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
▲ Local Radio Announcements or Advertisements	24.6%	19.6%	125
▲ Putting Ad in Local Newspaper	29.3%	21.5%	136
▲ Local Cable Channels	36.1%	30.7%	117
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.1%	13.3%	128
▲ Calling and Offering to Send Information By Mail	40.7%	34.0%	120
▲ Calling and Discussing on the Phone	69.2%	60.6%	114
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.7%	49.6%	122
▲ Going Door to Door	71.5%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	84
Direct Methods Index	92
↓ Face-to-Face Methods Index	67

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	125
▲ Direct Methods Index	118
▲ Face-to-Face Methods Index	116