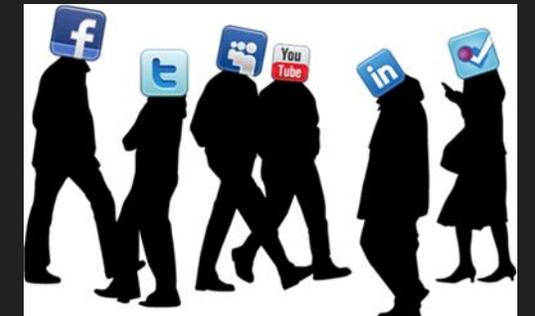
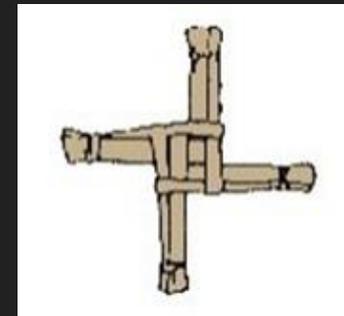


# St. Brigid Parish (San Diego, CA) Millennial and Parish Study Part 1 - Overview

January 2017



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# Study Background and Objectives



**Background** – Parish Catalyst invited St. Brigid Parish (along with 9 other parishes from around the U.S.) to spend the next 18 months focused on **developing ways to engage millennials in the life of the Church**. One of the first goals that came from this workshop was to consult young adults and assume nothing; this study is the result of that goal.

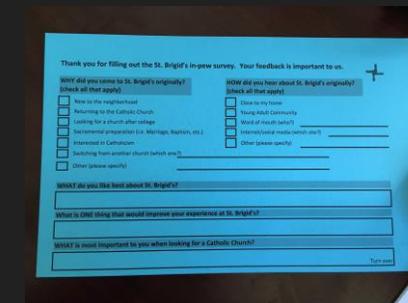
## General Research Objectives

1. **Perception:** What does St. Brigid's have to offer?
2. **Attraction:** How do we attract millennials/young people (20-35 years old) to the Catholic Church?
3. **Retention:** How do we engage them in the life of the Catholic Church?

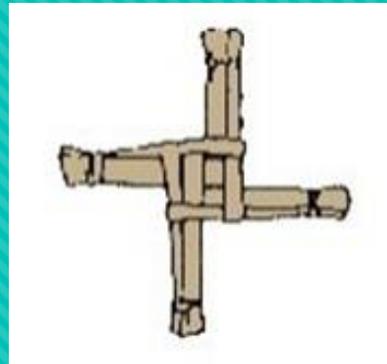
[one millennial referred to it as the '**Magnet and Velcro Effect**' (attract and retain)]

## Types of Research – multi-pronged approach

1. **Written In-Pew Survey:** 805 responses – 1/3 were from millennials
2. **Listening Sessions with:** Young Adults Leadership (16 participants), Young Adult Bible Study (~40 participants) and Parish Leadership (taking place in March 2017)
3. **Sacrament Survey:** those preparing for Baptism (21 responses) and First Communion (43 responses)
4. **Ask-a-Friend Survey:** millennials who were raised Catholic but not currently practicing (5 responses thus far)



# St. Brigid's work in Oct 2016 @ Parish Catalyst meeting



Left to right: St. Brigid's attendees – Vita, Father Steve, Lee and Maryanne; 6-month action plan; and top positive perceptions regarding millennials



**MILLENNIAL DISCIPLESHIP** RESULTS, RESULTS, RESULTS...  
\* LEADERSHIP COMMUNITY \*

GOALS	ACTION STEPS	POINT PERSON(S)	TARGET COMPLETION DATE	MEASUREMENT
Get all leadership on board (parish, YAs, staff)	1 Meet w/parish to share PC experience 2 Meet w/YA Leadership 3 Meet w/leaders within the parish	Carrie	1 NOVEMBER 3rd 2 NOVEMBER 10th 3 NOVEMBER 17th	Track number of people involved/on board for each action step
CONSULT YOUNG ADULTS	1 Determine who to consult (w/ YAs/leaders (which groups/life stages) 2 Determine methods of consulting/gathering feedback 3 Gather feedback 4 Analyze results (w/goal of leadership team)	1st Carrie 3rd Julie	1st NOVEMBER 17th 3rd JANUARY 31st	1 Define specific groups and their #s 2 Survey and consultation methods created based on feedback 3 Keep documented results 4 Record minutes of result analysis meeting  We will track #s (% of YAs) in parish life
INCREASE millennial visibility in Parish Life	1 INVITE YAs to Liturgical Ministry 2 Add YAs to FINANCE + PASTORAL COUNCILS	Fr. STEVE	JANUARY 31st	

THE SINGLE MOST IMPORTANT THING WE MUST DO IN THE NEXT MONTH IS:  
**MEET w/LEADERSHIP**

IF WE DO NOTHING ELSE IN THE NEXT 6 MONTHS, WE MUST:  
**ASK QUESTIONS AND LISTEN**

There are YAs in all of our ministries! We are not reaching millennials in all life stages!

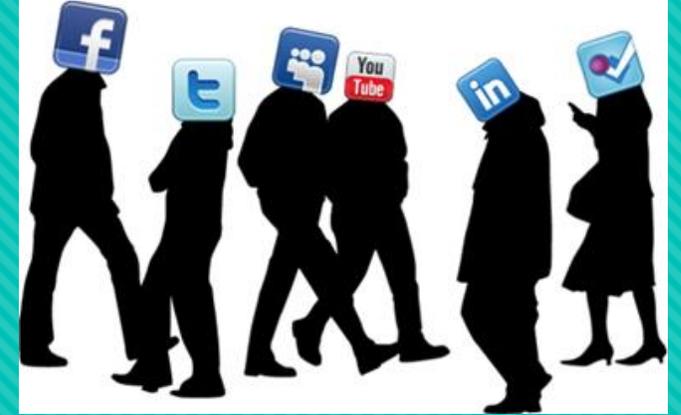
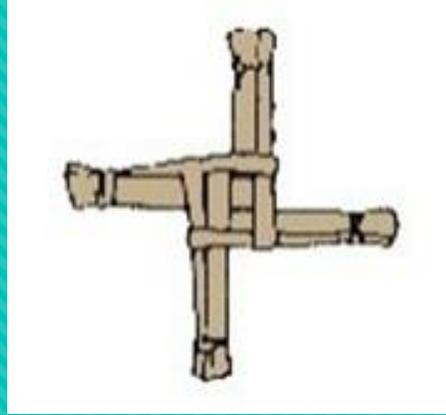
SAINT BRIGID San Diego, CA

PARISH CATALYST

**Saint Brigid**  
SAN DIEGO, CA

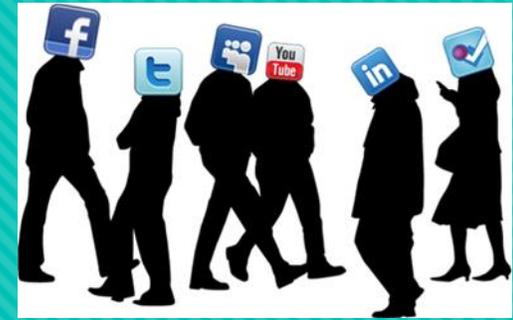
POSITIVE (MILLENNIALS)	ESSENTIALS	DISTRACTIONS
Being Authentic	<ul style="list-style-type: none"> <li>Small groups</li> <li>1:1 mentoring</li> <li>Vulnerable Leadership</li> <li>Witness - Live + Share!</li> </ul>	<p><b>PREACHY</b> Know it alls</p> <p><b>BLACK + WHITE THINKING</b></p> <p><b>MASKING BROKENNESS</b></p> <p><b>LACK OF TRUST</b></p>
Inclusive	<ul style="list-style-type: none"> <li>Multi-generational CONNECTION</li> <li>Personal INVITATION</li> <li>ALL ARE WELCOME</li> <li>SAFE SHARING</li> </ul>	<ul style="list-style-type: none"> <li>ISOLATED MINISTRY</li> <li>OVER-Reliance on E-Communication</li> <li>JUDGEMENTAL COMMENTS</li> <li>Membership Mentality</li> </ul>
Making an IMPACT	<ul style="list-style-type: none"> <li>INVITING INITIATIVE</li> <li>SERVICE OPPORTUNITIES</li> <li>SOCIAL JUSTICE</li> <li>AWARENESS</li> <li>CALLED TO ACT</li> </ul>	<ul style="list-style-type: none"> <li>LACK OF AWARENESS + ROLE MODELS</li> <li>DISCONNECT BETWEEN FAITH + SERVICE</li> <li>NO VOICE</li> </ul>

4



# Study Summary

# Millennial Summary



## What is the biggest turnoff/obstacle for millennials regarding the Catholic Church?

### TOP responses

1. Judgement
2. Personal responsibility
3. Not welcoming
4. Misunderstanding
5. Boring
6. Controversial issues
  - 'Too traditional, too many rules.'
  - 'Taking the time to make God a priority; making excuses.'
  - 'It feels too 'clique-y'. Please talk about tough issues. We need to know how to communicate the truth.'
  - 'Church is behind the times and Mass is monotonous and not entertaining.'

## What is the best way to attract millennials to the Catholic Church?

### TOP responses

1. Activities
2. Young Adult related
3. Marketing and Communications
4. Welcoming/Vibrant
5. Relevant, Community, Mass (tied)
  - 'Meet them at the well. Plan social events and invite them to a richer understanding of faith.'
  - 'Sense of belonging, make it relatable and relevant to their lives.'

# What's important in a Catholic Church Summary



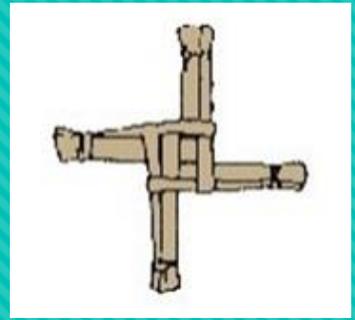
## Most important

1. Community
2. Clergy
3. Welcoming
4. Activities

## Comments

- 'Active faith and social community. Priests in parish who will talk about controversial issues (i.e. gay marriage).'
- 'Good messages, music, youth community.'
- 'Proximity to home, Mass times, sermons.'
- 'Young adult group, social activities, CCD for kids.'

# St. Brigid's – Best/Improve Summary



## What do you like best?

### TOP responses

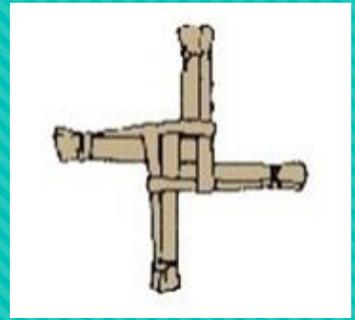
1. Community
  2. Clergy
  3. Welcoming
  4. Music
  5. Activities
  6. Young Adult Community
- 'Seems to be vibrant - sense of community and well attended events.'
  - 'Music, priests who connect to parishioners, strong young adult presence.'

## ONE thing to improve your experience

### TOP responses

1. Activities
  2. Nothing
  3. Mass/Adoration/Confession
  4. Clergy
  5. Music
  6. Young Adult Community
- 'Music, parking, and activities.'
  - 'Young Adult community more connected w/ rest of the parish.'
  - 'More confession hours, more publicized ways to serve.'
  - 'Nothing on your end. I just need to participate more.'
  - 'Talk about current events, relate readings to our lives.'

# St. Brigid's Parishioner Summary



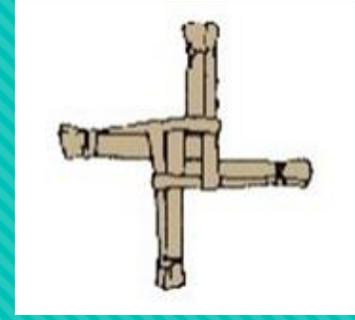
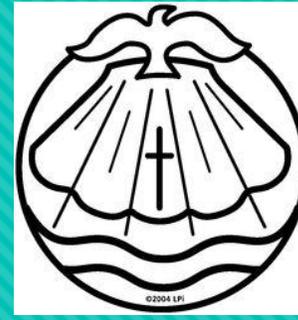
## Parishioner profile

- **Why did they come:** new to neighborhood
- **How did they hear about us:** St. Brigid's is close to home and word of mouth
- **Most popular Masses:** 9:00 am Sunday and 5:30 pm Sunday
- **How long have they been at St. Brigid's:** varies - 2/3 of millennials have been here < 2 years, 1/2 non-millennials > 10 years and 10% are visitors
- **Marriage plans:** 80% of those who are single plan to get married in the Catholic Church

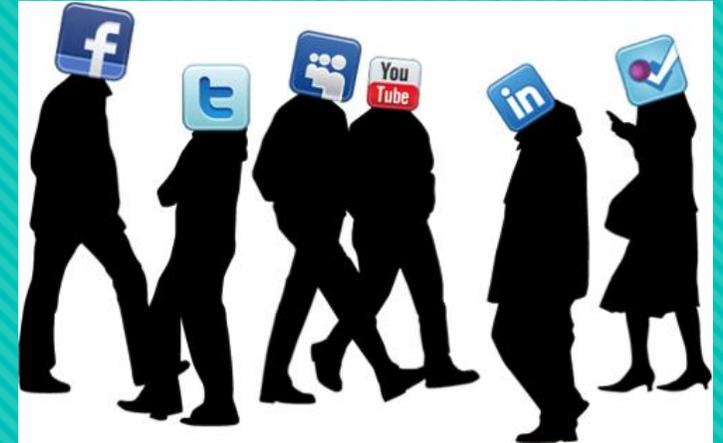
## Parishioner demographics

- **Age:** 30% millennials, 1/3 40-64 years old and 1/4 seniors
- **Gender:** fairly evenly split
- **Ethnicity:** 80% White, 10% Hispanic
- **Where do they live:** 80% in Pacific Beach or surrounding neighborhoods
- **Marital Status:** 1/2 are married, 1/3 single
- **Kids:** 1/2 have kids; 40% of those kids are 'at-home'

# St. Brigid's Sacrament Preparation Summary



Question	Baptism	First Communion
Why seeking sacrament	Important for my child	Important for my child
Enhance your experience	Activities - social, service and outreach opportunities	Faith formation, child's involvement at Mass & activities
Openness to coming more	Very open	On-the-fence
Mass attendance	Varies-1/2 coming weekly and 1/4 come a few times a year	Regularly-1/2 coming weekly and 40% 1-2x per month
Sacraments received by parents	80% Baptism, 71% Communion, 62% Confirmation, 38% Marriage	76% Baptism, 76% Communion, 67% Confirmation, 56% Marriage
Catholic schooling of parents	50/50 split Yes/No	60/40 split Yes/No
Considering Catholic school for your kids		Majority said NO 10



# Millennials – What are turnoffs and how can we attract them?

# WHAT is the biggest turnoff/obstacle for millennials regarding the Catholic Church?

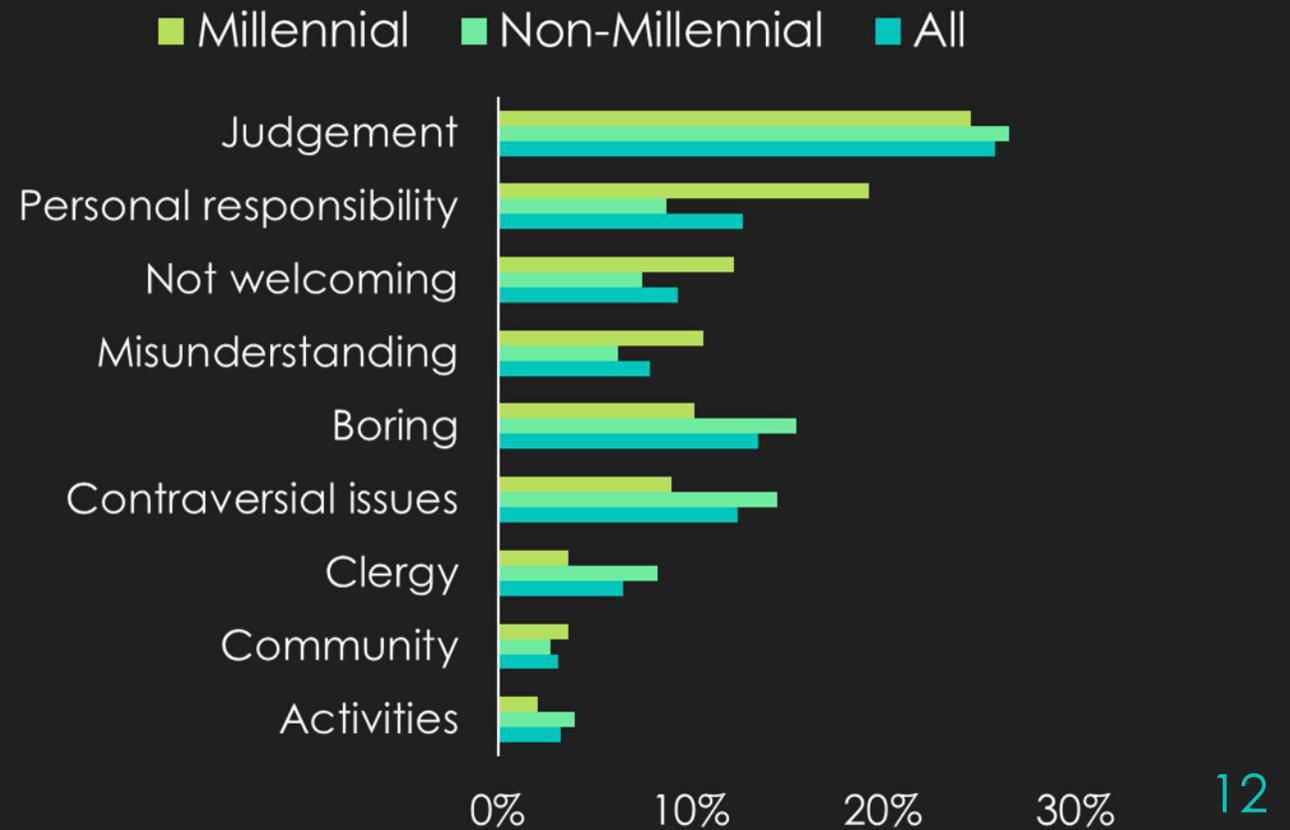
## *Judgement and Personal Responsibility*



### TOP responses (sorted by millennials)

Similar by age category

1. Judgement
2. Personal responsibility
3. Not welcoming
4. Misunderstanding
5. Boring
6. Controversial issues



# Biggest turnoff for millennials -

## *General comments*



- 'I think the biggest turnoff is the perception of Catholic Church being all about dogma, rules and punishment. I've learned this is not the case since attending.'
- 'I think young people can see the Church as irrelevant in modern society. I think there are many louder voices and influences that distract people from the Church - like pop culture, technology and social media.'
- 'Not cool, people too busy coping with life's demands and media disrespect.'
- 'Insincere fellowship. Poorly conducted liturgy.'
- 'Rules and regulations, but what is important is finding ways to bridge the gap and allow them to understand that the beliefs we follow are for our own good.'
- 'Their lack of understanding of the faith. Apprehensions and the unknown. Lack of desire to know the Lord (apathy).'
- 'Boring Masses - they're fed more at the Rock (music participation).'

# Biggest turnoff for millennials -

## *Other comments*



### Judgement/Rules/Boring/Out-of-Date/Not relevant

- 'Judgmental; don't feel welcome; exclusive.'
- 'They think it's stuffy and inflexible on hardline views. Pope Francis is helping to fix that.'
- 'The hypocrisy of the Church, many young people have chosen and are open about the lifestyles - they want to be accepted w/o the pressure of changing.'
- 'The perception that religion/Catholicism is irrelevant or outdated.'
- 'Not practical enough, need a message for today.'

### Welcoming

- 'They don't matter, that they don't have a voice.'
- 'The assumption that Church is like a cult and very uptight. It needs to have that relaxed feel.'

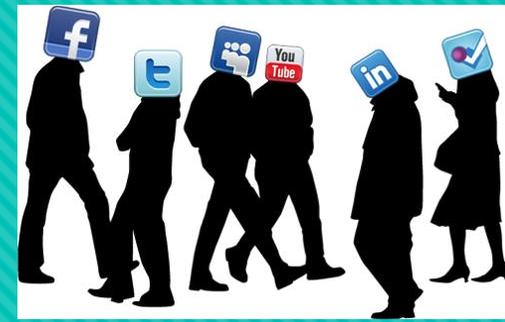
### Personal Responsibility

- 'Mass can be long and difficult to fit in schedule.'
- 'They feel they can do life on their own and don't need Jesus. Biggest obstacle - ego.'
- 'It's image. None of my friends are religious.'
- 'People have a hard time listening to anyone who doesn't tell them they can do whatever they want.'

### Misunderstanding

- 'Lack of understanding of the truth and beauty of the teachings of the Church.'
- 'Lack of true understanding of meaning/purpose of the many traditions and stances.'
- 'Many think there is a contradiction between religious beliefs and critical thinking; doesn't have to be this way.'

# Biggest turnoff for millennials - *Controversial comments*

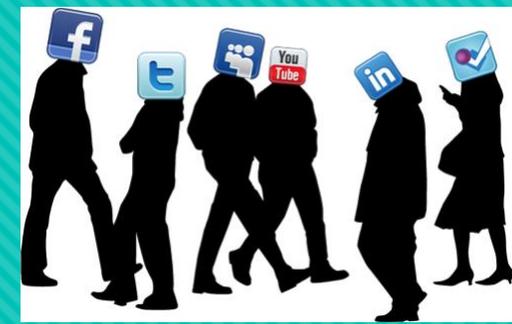


**Comments vary by age category** – millennials spoke out more on abortion and marriage (sex, birth control, etc.) and non-millennials spoke out more on asking for money, gay community and priest's sex scandal.

- 'The Church's view on gay marriage, abortion, and other social issues.'
- 'Feeling like my viewpoint and lifestyle (divorced and 31) may not be accepted.'
- 'Priestly scandals, teaching on sex, feeling unworthy.'
- 'Repetitive, constant plea for \$\$\$\$. Messages that are obsolete and outdated.'
- 'Misconception young people have of the Church's views on sex, politics, abortion, etc.'
- 'Traditions that don't mirror the current time; not accepting women as leaders - focus on sin.'
- 'Priests inputting political views/bias into homilies and not being that welcoming to LGBT. Overall, I think the Church needs to address modern social issues more aggressively.'
- 'The world has changed, the Church has not.'

# Non-Practicing Millennials Catholics – Somewhat open to returning

Feedback gathered in Ask-a-Friend survey. St. Brigid parishioners asked their friends/family who are non-practicing millennial Catholics about their current views are regarding faith.



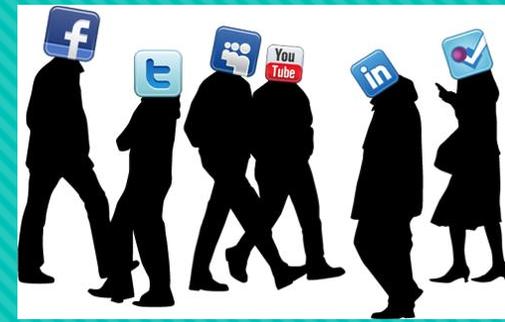
## Non-Practicing Catholic Views

- **Biggest turnoff?** Boring, personal responsibility and Church teachings
- **How to draw millennials back?** Activities, welcoming, go with a friend, engaging priests, relevant message
- **Things about the Catholic Church they still find appealing:** History of Church, formality/sameness of Mass across the board, morals of Catholics, concept of reconciliation, nothing
- **How open are they to attend (scale of 1-5):** somewhat open to Catholic wedding/funeral (4.2) or Catholic social/outreach event (3.6); on-the-fence about going to Sunday Mass (3.4)

## Non-Practicing Catholic Profile

- **WHERE are they practicing?** Three not attending any church & two @ Christian church
- **WHY are they attending another church?** – Relevant message, welcoming, music, community and looking for Jesus
- **Sacraments received :** All have received Baptism & Communion and 80% Confirmation
- **Catholic school:** One K-12, two K-8, one kindergarten only and one didn't attend
- **Age:** Four millennials and one 35-39 years old
- **Gender/Ethnicity:** 80% Female; 80% White
- **Marital Status:** 80% are single and one is married

# WHAT is the best way to attract millennials to the Catholic Church? *Activities*

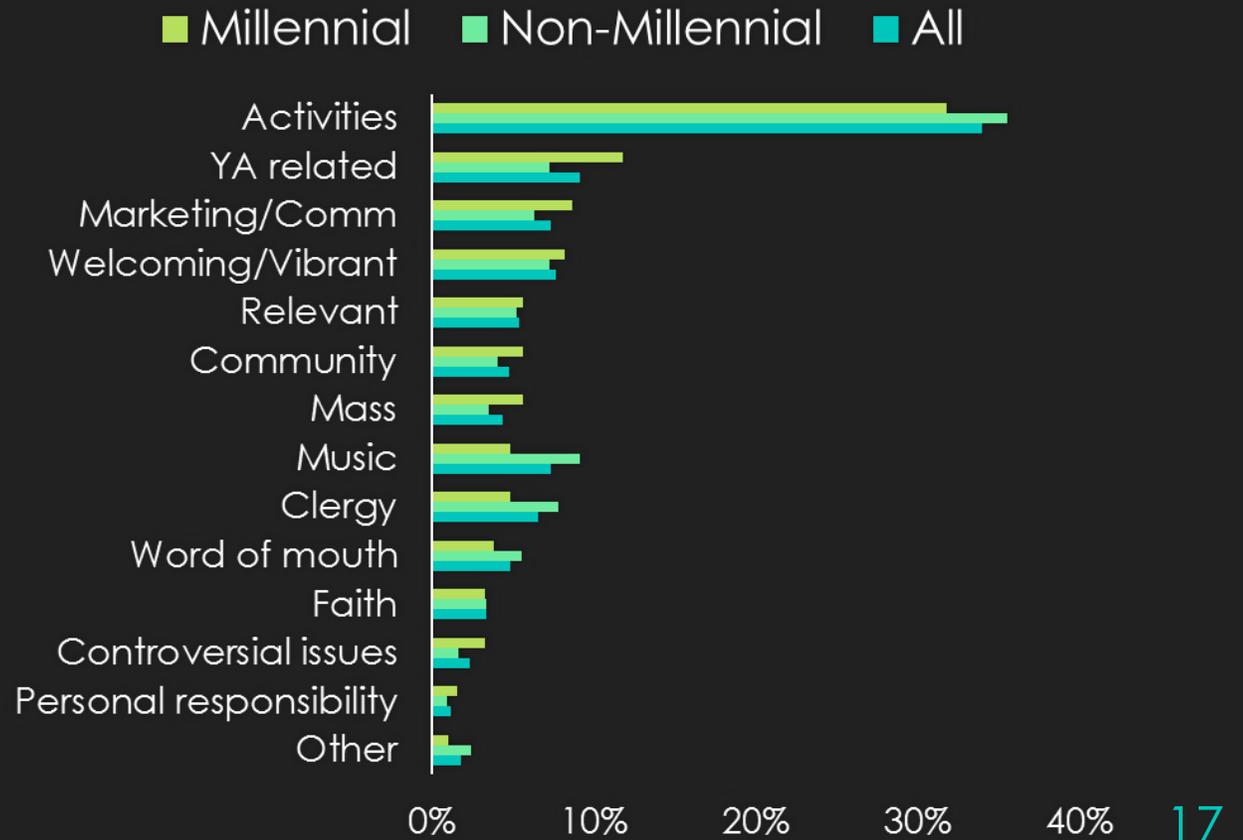


## TOP responses (sorted by millennials)

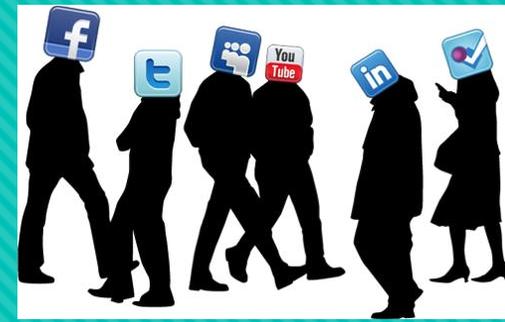
Lots of ideas with similar results by age

1. Activities (almost 1/3 responses)
2. Young Adult (YA) related
3. Marketing and Communications
4. Welcoming/Vibrant
5. Relevant, Community, Mass (tied)

Music ranked #3 for all but #8 for millennials

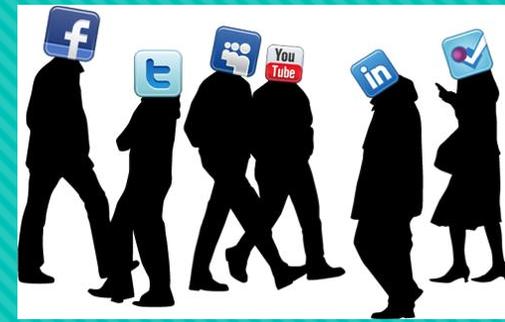


# Attract millennials – *General comments*



- 'Very excited about your endeavor to engage more people in the Church.'
- 'Young adults already engaged in the parish have a responsibility to evangelize. Be the face of the Church.'
- 'A large diverse group that forms friendships. Socializing outside meetings and events to encourage friendships in the faith. Don't separate Church and work/home life.'
- 'Our young adult/adult communities and small groups are a plus. Music ministry is alive. Relevant homilies. Pastor and staff that practice and give.'
- 'Make [Church] teachings modern yet cool and doable.'
- 'Improved communication regarding relevance of religion in life. More contemporary dialogue of connecting religion and science, more use of media and movies to tell spiritual story.'
- 'I am 28 and struggle with meeting others who attend Mass regularly. Events coordinated for my age, volunteer opportunities. More contemporary music.'
- 'Fellowship, instruction on what and how liturgy works, good liturgical music. Be honest, invite them to worship.'
- 'Relatable messages and events that promote social change.'
- 'Focus on God's love instead of pushing away specific groups.'

# Attract millennials – *Activities comments*



- 'Engage them where they socialize; ask them for their help!'
- 'Make retaining newcomers a priority. Need to be more welcoming on Wednesday nights (i.e. have 5 people welcome each Wednesday). Can be part of St. B's for a long time and still feel unwelcome.'
- 'Activities and relatable causes; understanding and acceptance.'
- 'Be cooler; more open-minded - just be nicer! Also free food.'
- 'Social events (and spiritual). Offer speed dating with the intention of marriage.'
- 'Develop activities that promote the Church. Build on their strengths and not be critical.'
- 'Blend of both intellectual & entertainment events. Adoration/confession/social.'
- 'Focus on what makes us unique (our competitive differentiators). One size approach fits ALL will not work. [One millennial described it as 'every fish has a different hook'].'
- 'There are two distinct YA camps at St. B's now – those that attend Wednesday night and not Mass and those that attend Mass but not Wednesday night.'

# Attract millennials – *Other comments*



## Young Adult Related and Mass

- 'Other young people.'
- 'Use the young people already here as ambassadors.'
- 'Have the young adults who take part in the activities at St. Brigid's brainstorm ways to attract members.'
- 'Engage the young adults currently attending - EM, Lector, invite to Bible Study.'
- 'Have a young adult Mass (for example 1x a month on Sunday at 8 pm).'
- 'Great young adult community which is what drew me.'
- 'Keeping Mass youthful, have youth understand the importance of events during Mass.'

## Welcoming and Vibrant

- 'More welcoming; meet people where they are at.'
- 'Make sure they know they are welcome regardless of their current life choices or beliefs.'
- 'Focus on a message of love and unity. There is so much in today's world and media that highlights our differences; we need a reminder of what unites us.'

## Marketing and Communications

- 'Create a culture of invitation.'
- 'Word of mouth in PB community - leave flyers around town. Need better + colorful calendar of events.'
- 'Publicize or promote things we do in the community.'
- 'Make a YouTube video with testimonials & events.'
- 'Have a presence on social media; make it appealing.'

# Attract millennials – *Other comments continued*



## Relevant

- 'There should be an open message that young people are important to the Church.'
- 'Listen to their concerns.'
- 'Give them a voice and give them a sense that they have something to offer not just to community but the world.'
- 'Don't be patronizing. Many of us are attracted to the Church specifically because of tradition and history.'
- 'There should be an open message that tells young people they are important to the Church. A lot of people don't feel welcome because they perceive the Church's opinion as too rigid and only for the perfect.'

## Community

- 'Provide a community where they can practice faith with others.'
- 'Friendly inviting community.'
- 'Find a way for people to connect with Church.'

## Other

- 'Priests with a strong understanding of how the Church fits with today's issues.'
- 'Contemporary music, upbeat homilies.'
- 'Authenticity, openness.'
- 'Bring them myself so they see the vitality of young adults.'



# Millennials – Secondary Research

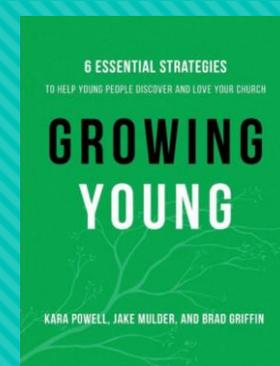
Note – Secondary research not comprehensive but merely a sampling that relates to topics in this study

# 12 Reasons Millennials are OVER Church



- Nobody's listening to US
- We're sick of hearing about Values and Mission statements
- Helping the poor isn't a priority
- We're tired of blaming the culture
- The 'you can't sit with us' effect
- Distrust and misallocation of resources
- We want to be mentored, not preached at
- We want to feel valued
- We want you to talk to us about controversial issues (because no one is)
- Public perception
- Stop talking about us (unless you're going to do something)
- You're failing to adapt

# Growing Young Wheel – Six Core Commitments



1. **Keychain leadership** – intentional leadership development
2. **Empathy today** – don't judge... but journey with them on their path to identity, belonging and purpose
3. **Jesus' message** – focus on Jesus' love and mercy
4. **Warm relationships** – 'warm is the new cool'
5. **Prioritize everywhere** – How does 'X' program relate to young people? This won't alienate other age groups but energize all
6. **Best neighbors** – serving locally, nationally and globally

# Implications for Forming Committed Catholic Youth



## Findings

1. Leaving the Catholic Church rarely means becoming an atheist
2. Suspicious of Catholic Church teachings/beliefs they view as rigid/narrow
3. Makes a difference if BOTH parents are Catholic
4. Growing up in an environment of religious pluralism
5. Convinced that faith & science are in a war
6. Closeness between Catholic parents (especially fathers) & their teens will influence whether teens remain Catholic in their 20s
7. Those with parents who regularly attend Mass, are involved in parish life and talk to their children about faith are more likely to remain Catholic

## Implications

1. Be open to a sophisticated conversation about the nature of God
2. In formation, don't compromise the Church teachings but convey in open, confident, & exploratory mode
3. Harder if parents have mixed or changing religious faiths
4. Show them how to have a strong faith while respecting and honoring the faith of others
5. Teach that faith and reason, revelation and science are compatible and potentially mutually reinforcing
6. Relational distance between parents and teens increases the chances they will leave the Church
7. Encourage parents to make faith a part of everyday life of the family



# What's important to you in a Catholic Church?

# WHAT is most important to you when looking for a Catholic Church?

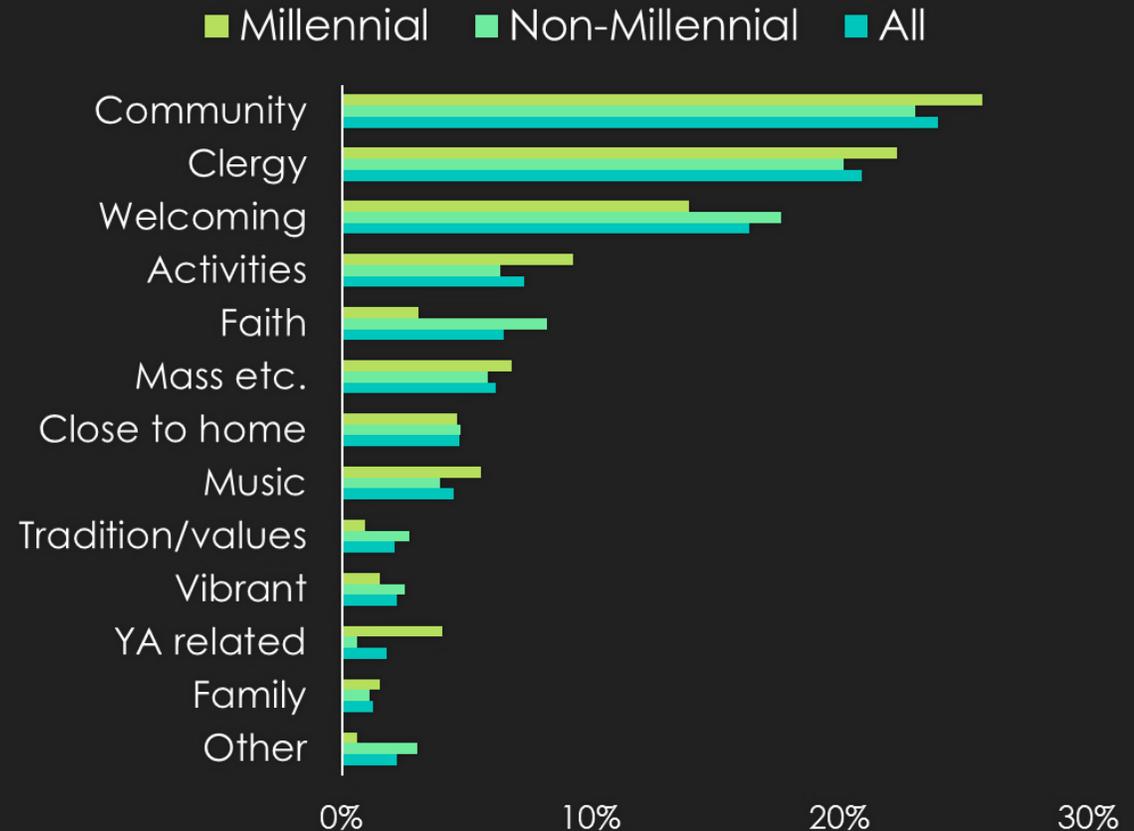
## Community



### TOP responses (sorted by all responses) –

Top 3 responses are the same for both 'what do you like most about St. B's and what is most important questions.

1. Community (1/4 responses)
2. Clergy
3. Welcoming
4. Activities
5. Faith (millennials #9)
6. Mass (millennials #5)



# WHAT is most important to you when looking for a Catholic Church?

## Comments

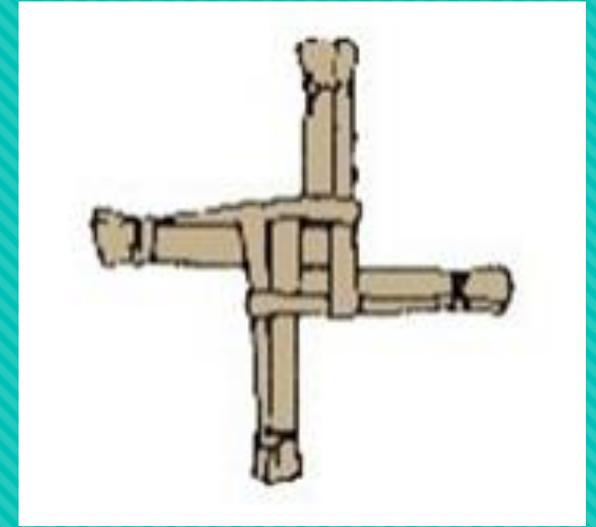


### Community/Welcoming

- 'Close to me; reverent. The more faithful the better, Confessions, adoration, daily Mass times.'
- 'Energy, community and spirituality.'
- 'Community - activities, outreach, children's ministry, quality preaching and good music.'
- 'A congregation that cares for others in the community, keeps visitors engaged and makes them feel welcomed.'
- 'We are looking for an open sense of community; welcoming young families.'
- 'Sense of belonging and a feeling that others and myself are growing in love towards Christ.'
- 'A welcoming environment with pleasant music.'

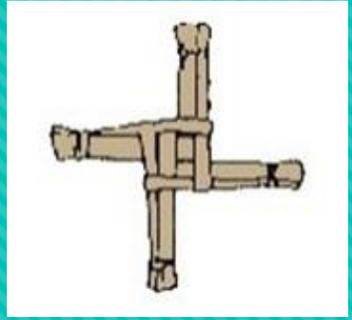
### Clergy/Mass/Faith

- 'Priest's ability to convey a strong but relatable message.'
- 'Make the Lord's word something real and alive.'
- 'Has a welcoming, come as you are attitude and it does not apologize for Catholic doctrine.'
- 'Presence of God - that the flock is fed.'
- 'A Church that is traditional Catholic but also respectful of current issues.'
- 'Mass times and different events for families to get involved.'
- 'Feeling involved and interacting with other parishioners.'



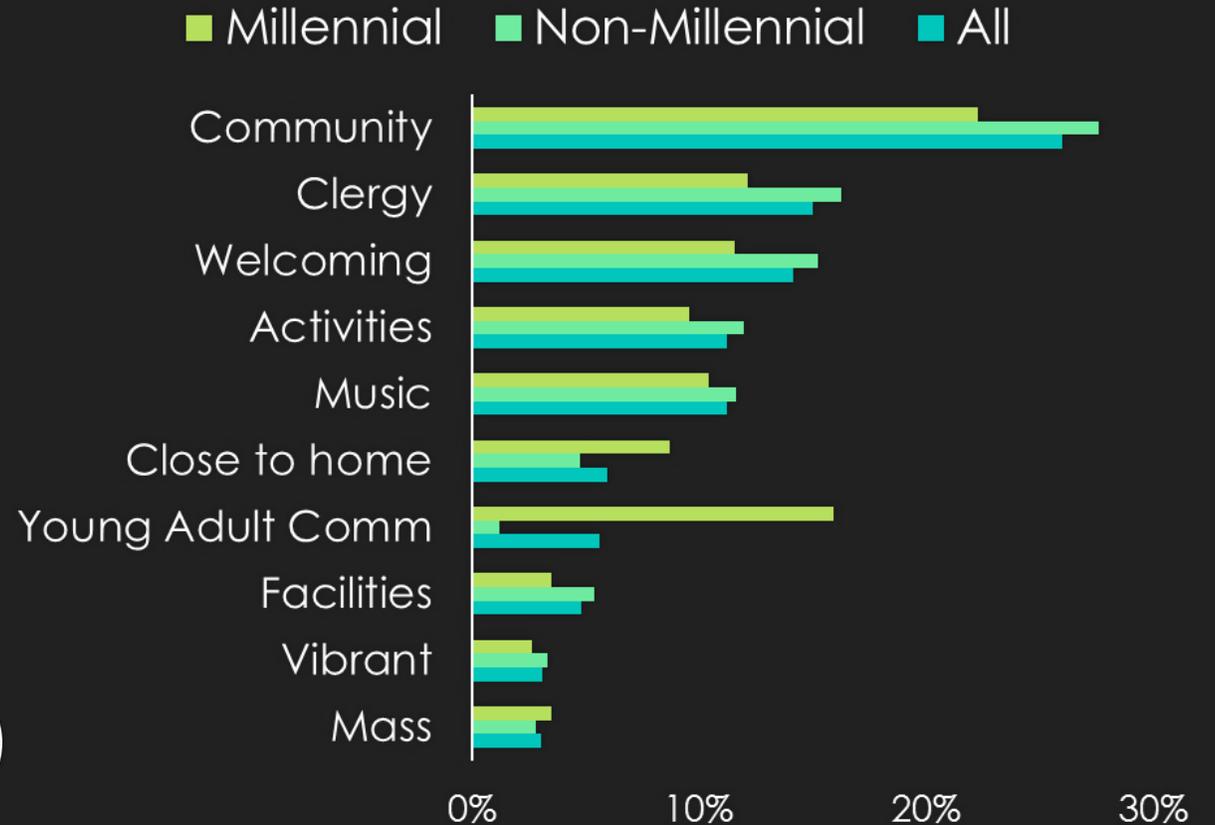
**St. Brigid's – What do you like best, how can we improve?**

# WHAT do you like best about St. Brigid's? *Community*

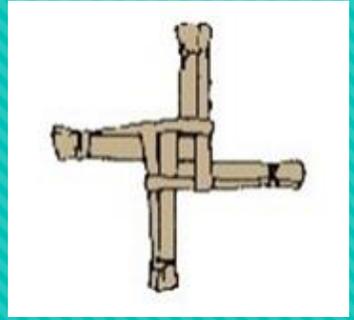


TOP responses (sorted by all responses) –  
People had many positive things to say  
(most # of comments of all survey ?s)

1. Community (1/4 responses)
2. Clergy
3. Welcoming
4. Music
5. Activities (millennials #6)
6. Young Adult Community (millennials #2)



# WHAT do you like best about St. Brigid's? *Comments*



## General

- 'Music, priests who connect to parishioners, strong young adult presence.'
- 'Humble parish and proximity to home. Contemporary music is good too.'
- 'Great homilies, friendly clergy and parishioners, nice events.'
- 'The people! The open, warm inviting atmosphere. The gorgeous Church.'
- 'Several Mass times, close to home, lots of community efforts.'
- 'Social justice focused outreach efforts, children's Sunday school, vibrant social community, family-oriented, good music and meaningful preaching.'
- 'Beautiful Church, friendly people, well lead ministries.'

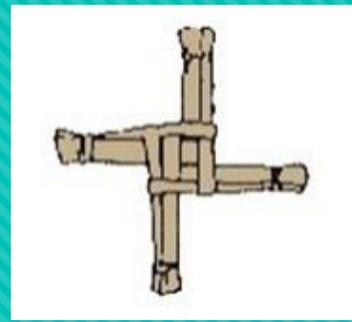
## Community/Welcoming/Vibrant

- 'Everyone is welcomed; vibrant community.'
- 'Welcoming, dynamic community - great priests/deacons.'
- 'Welcoming attitude, casual beach community, engagement of young people.'
- 'Sense of community, strong leadership, great music.'
- 'Very welcoming to people - didn't shun me away.'

## Clergy/Mass

- 'Beautiful interior, thoughtful priests and wonderful music.'
- 'Close to my house, variety of priests, deacons, readers, small town feeling.'
- 'It's casual yet prayerful! Many young adults, music, Fr. S. and S.'

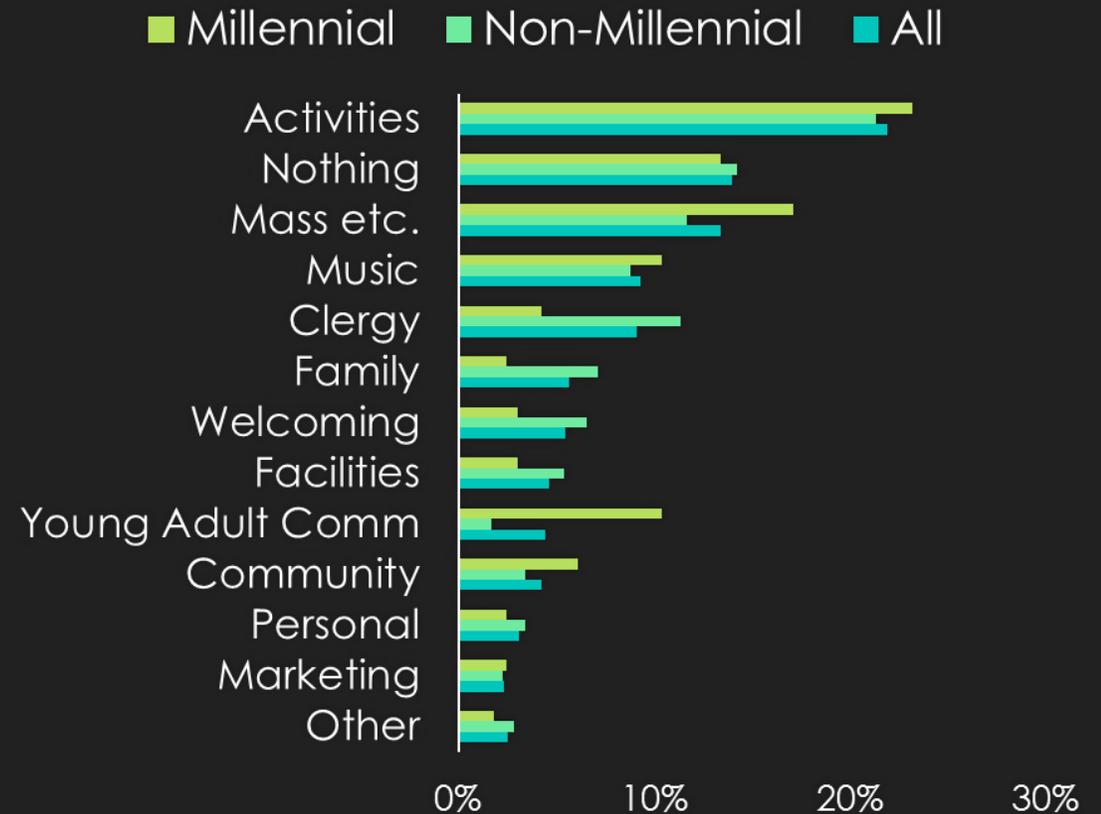
# WHAT is one thing that would IMPROVE your experience at St. Brigid's? *Activities*



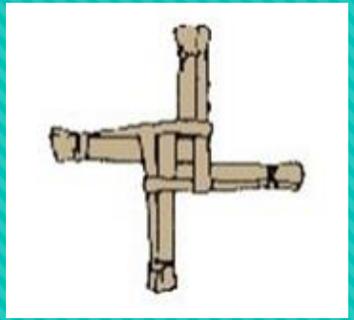
## TOP responses (sorted by all responses) –

Although we have things to improve, 'nothing' was the 2<sup>nd</sup> most common response. This question also had the least number of comments of all survey questions.

1. Activities (almost 1/4 responses)
2. Nothing
3. Mass/Adoration/Confession
4. Music
5. Clergy (millennials #7)
6. Young Adult Community (millennials #4)



# WHAT is one thing that would IMPROVE your experience at St. Brigid's? *Comments*



## Activities

- 'Open the coffee shop 8:30 – 11:00 am on Sunday even if you have to pay someone! Staff with major groups (YA, 30's & 40's and 60's).'
- 'Have a spiritual director/buddy system.'
- 'More programs or groups for parents with children.'
- 'More involvement in social justice issues - let's reach out and educate our parish more.'
- 'Integrate Young Adults into rest of parish.'

## Mass/Clergy

- 'One Mass should be like 12:30 Mass @ Newman Ctr.'
- 'More frequent Mass times, confession & adoration.'
- 'A homily that opens my heart to current events.'

## Nothing

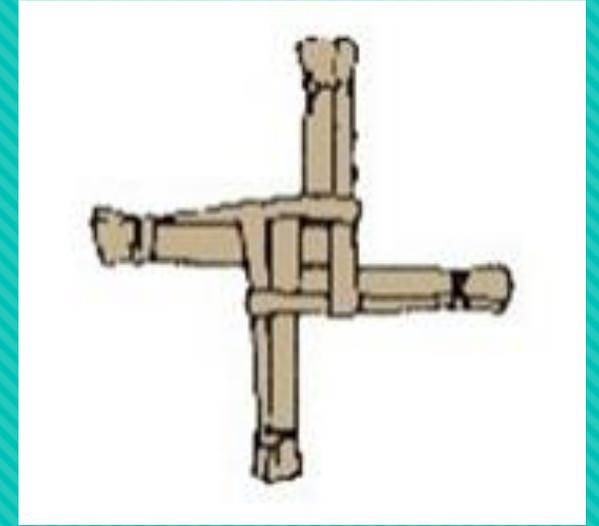
- 'It's perfect. I am blessed to be a parishioner here.'
- 'I love it the way it is.'

## Music

- 'Emphasize contemporary music.'
- 'Children's chorus and more activities for teens.'
- 'Make the music songs everyone can sing.'

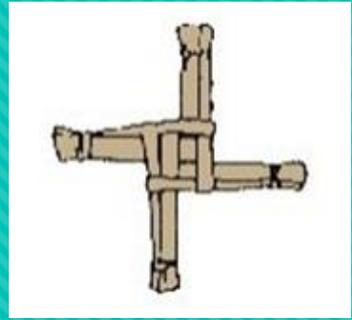
## Welcoming/Facilities/Marketing

- 'Have a welcome meeting for newcomers. More welcoming to the lost sheep.'
- 'PA system isn't audible in north side chapel. Heating during cold seasons.'
- 'Greater communication of what's available.'



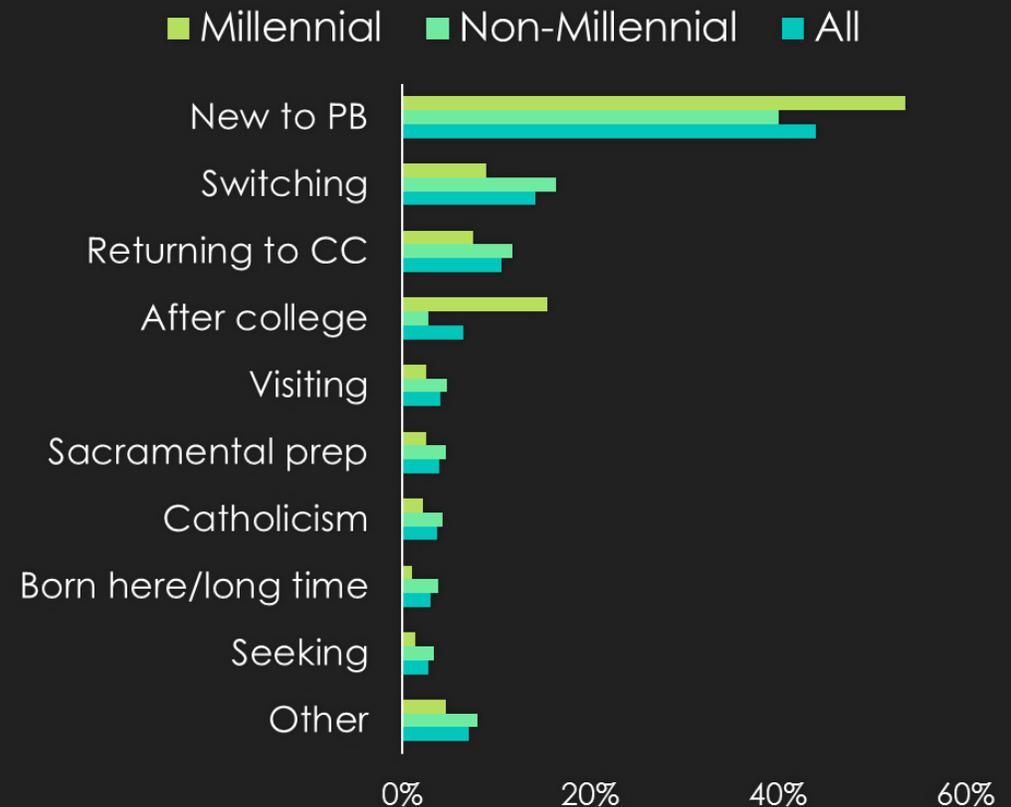
# St. Brigid's Parishioner Profile

# WHY did you come to St. Brigid's originally? *New to neighborhood*

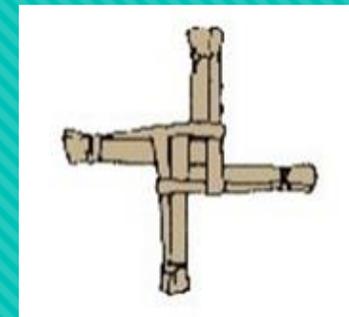


## TOP responses (sorted by all responses)

1. New to neighborhood (almost 1/2 responses)
2. Switching from another church
  - 135 respondents (16%) said they switched
  - 63 switched from **neighboring Catholic churches**.
  - Others came from other San Diego Catholic churches (31), non-San Diego Catholic churches (19), other Christian (7) and evangelical (4)
3. Returning to Catholic church
4. Looking for church after college (millennials ranked #2)

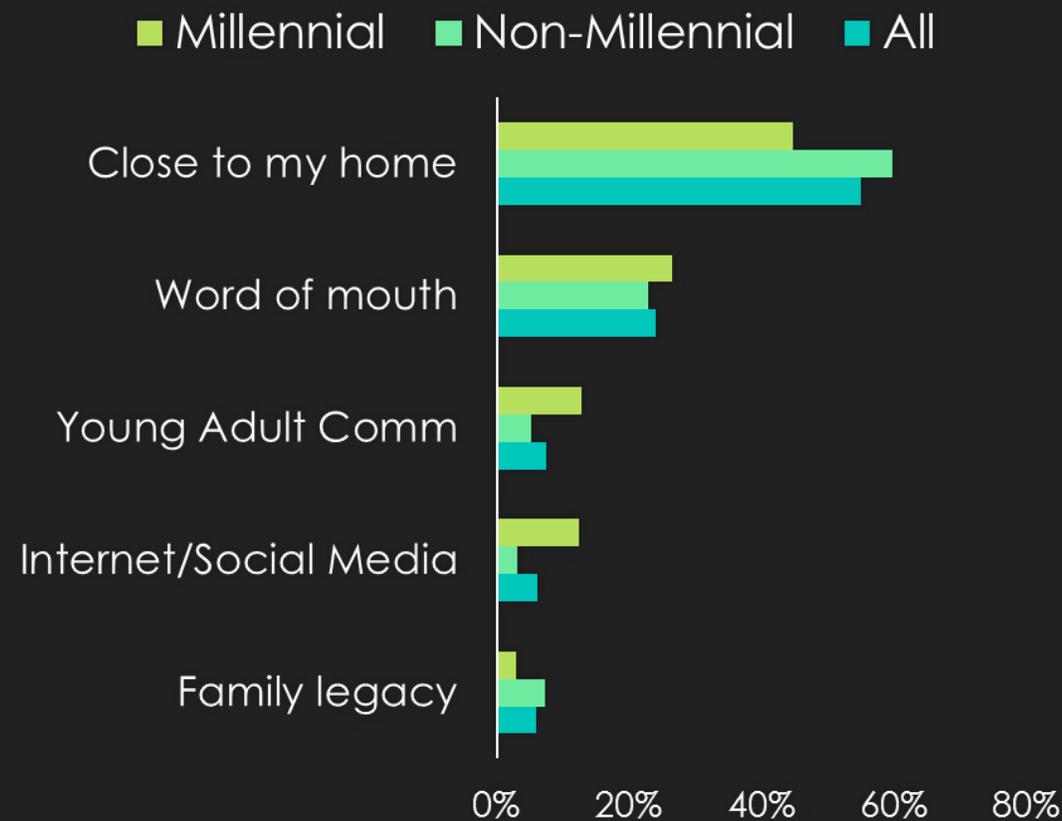


# HOW did you hear about St. Brigid's originally? *Close to home & word of mouth*



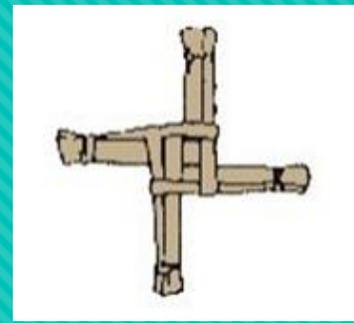
## TOP responses (sorted by all responses)

1. Close to my home
2. Word of mouth – Who?
  - Family member, friend, coworker, neighbor
  - Many named specific people
3. Millennials are also hearing about St. Brigid's through:
  - Young Adult community
  - Internet/social media - Google is top mention



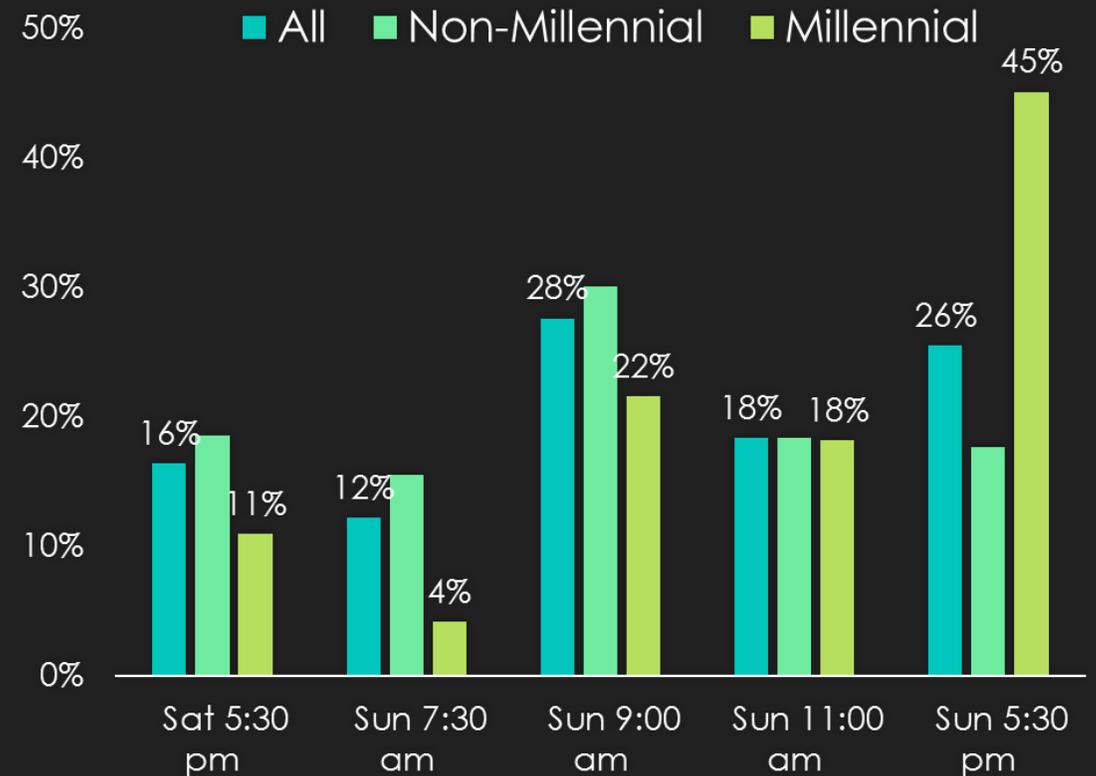
# Parishioner Profile:

## Mass most attended

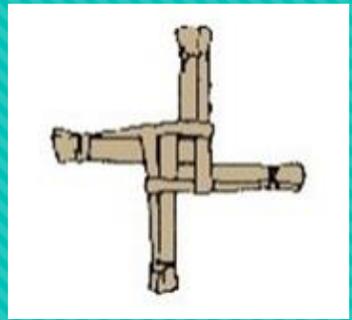


Which Mass attracts the most people?  
Validates yearly Mass counts

1. 9:00 am Sunday
  2. 5:30 pm Sunday
  3. 11:00 am Sunday
  4. 5:30 pm Saturday
  5. 7:30 am Sunday
- Almost 20% of parishioners indicated they have more than one Mass they regularly attend – what fits their schedule that week
  - Almost ½ at 5:30 Sunday are millennials but they also represent about ¼ of most other Masses (except 7:30 Sunday)

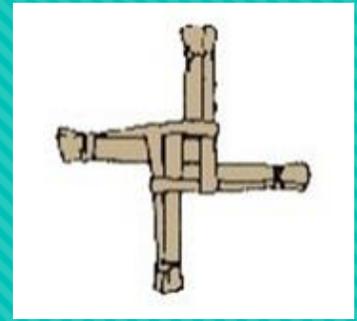


# Parishioner Profile: **by Mass time**

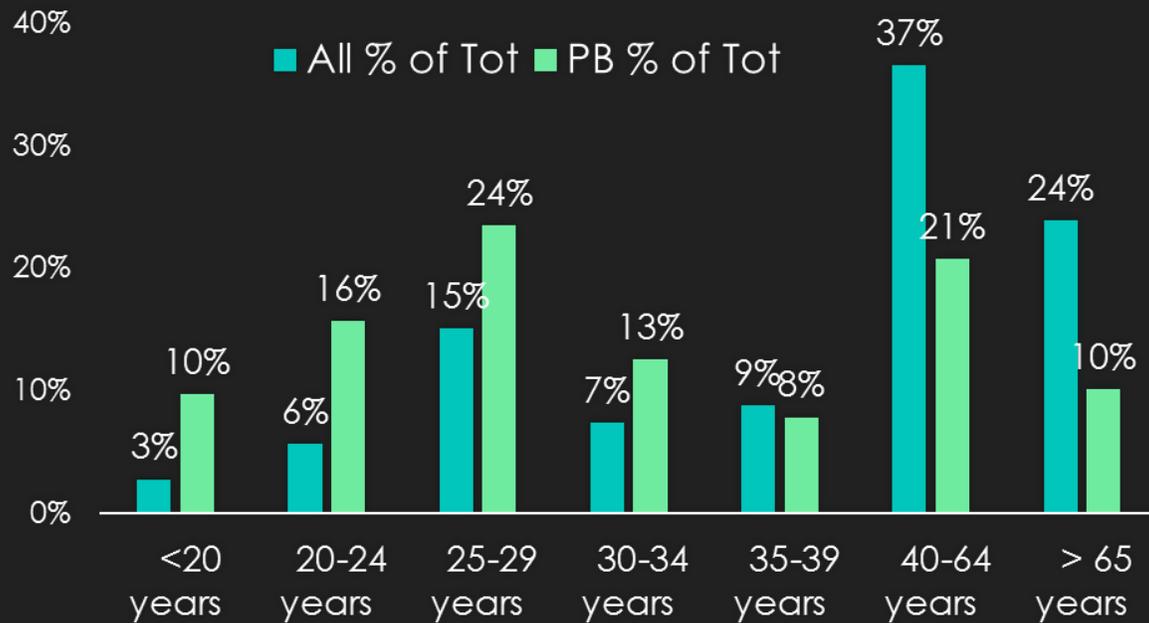


Saturday 5:30 PM	Sunday 7:30 AM	Sunday 9:00 AM	Sunday 11:00 AM	Sunday 5:30 PM
<ul style="list-style-type: none"> <li>- Most from Pacific Beach (PB)</li> </ul>	<ul style="list-style-type: none"> <li>- More males</li> <li>- Least millennials &amp; most seniors</li> <li>- Most from La Jolla</li> <li>- Most divorced or separated</li> <li>- Most ethnically diverse</li> </ul>	<ul style="list-style-type: none"> <li>- Most with kids</li> <li>- Least seniors</li> <li>- Most from Pacific Beach</li> </ul>	<ul style="list-style-type: none"> <li>- More females</li> <li>- Most from La Jolla</li> <li>- Most divorced or separated</li> </ul>	<ul style="list-style-type: none"> <li>- Most singles</li> <li>- Most millennials and least seniors</li> <li>- Least with kids</li> <li>- Most from La Jolla</li> <li>- Least ethnically diverse</li> </ul>

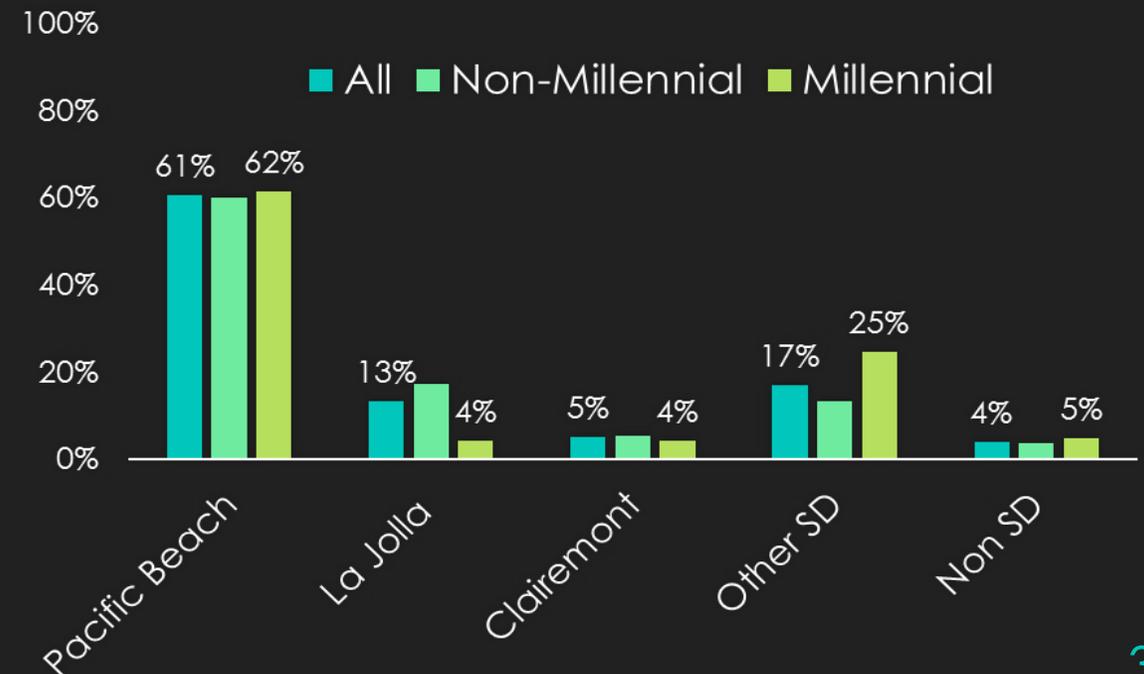
# Parishioner Profile: Age and Home Zip Code



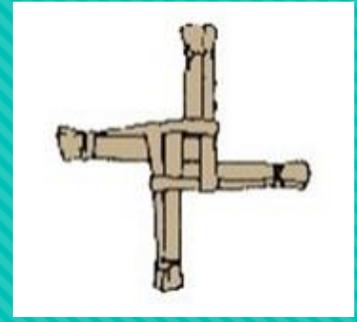
**Age:** about 1/3 of St. B's are millennials vs. half of PB... more to reach. Supports research about Catholics leaving the Church.



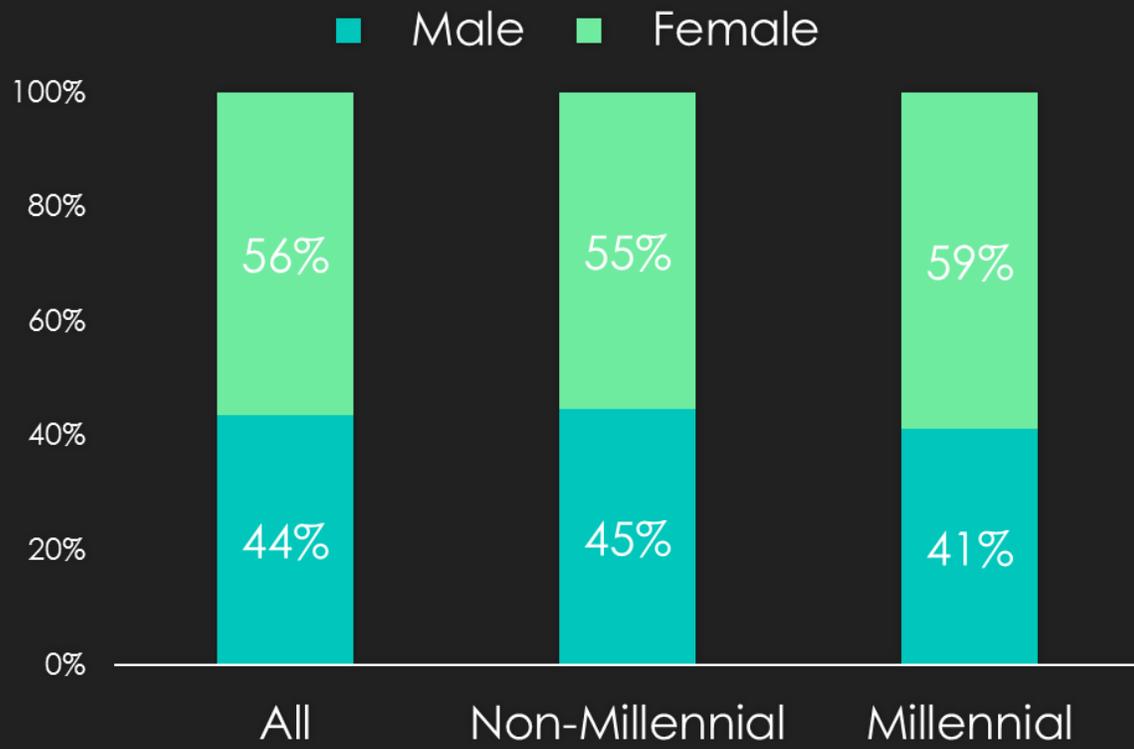
**Where do they live?:** Almost 80% are from PB or surrounding neighborhoods. Millennials have similar mix of those in PB but more from other parts of SD.



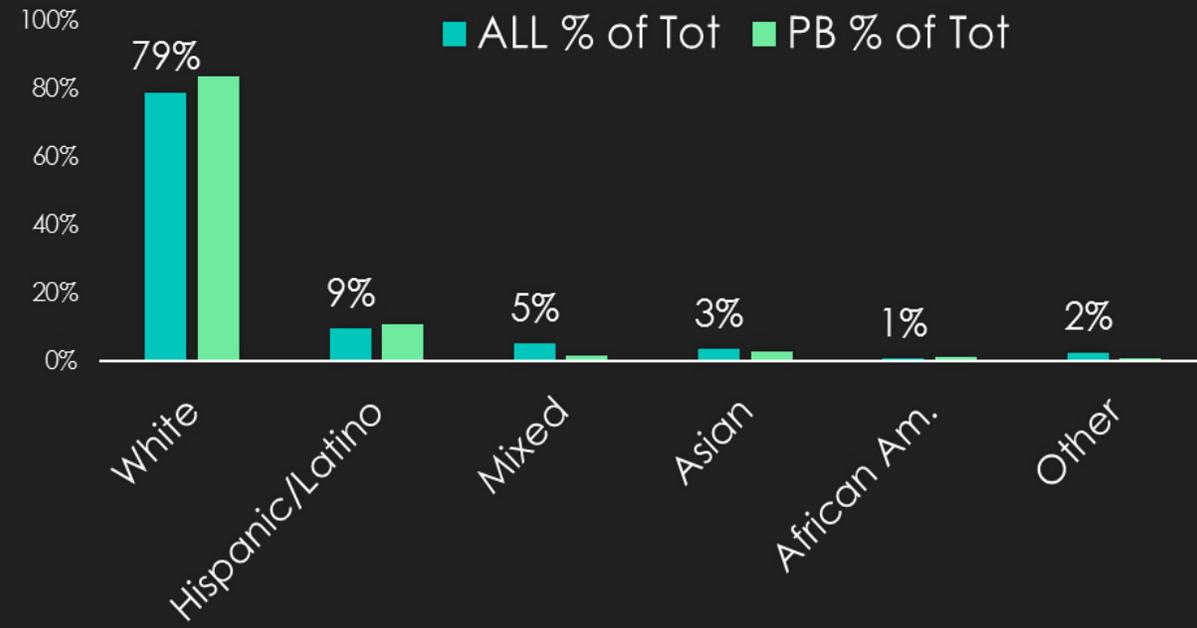
# Parishioner Profile: Gender and Ethnicity



**Gender:** Almost evenly split between men and women; slightly more millennial women

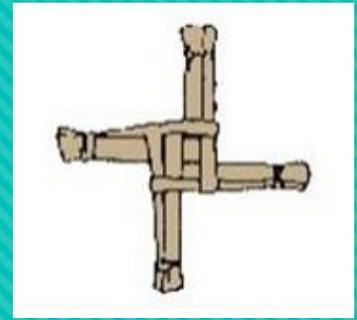


**Ethnicity:** 80% are White and 10% Hispanic. Ethnic Mix similar across different ages and to PB community.

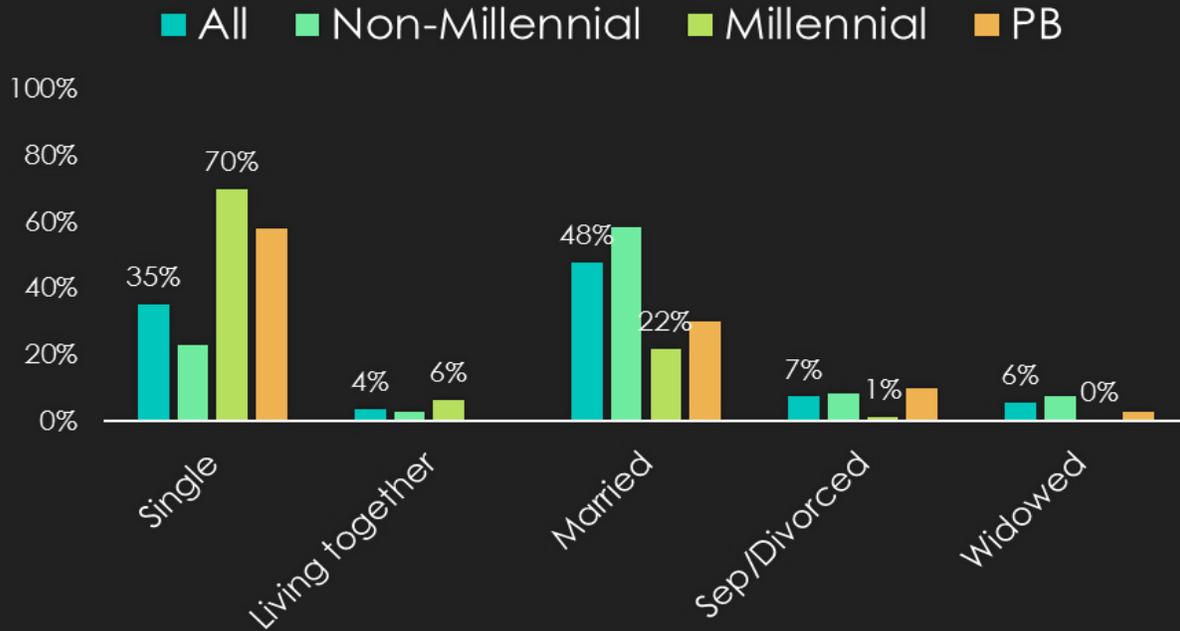


<http://statisticalatlas.com/neighborhood/California/San-Diego/Pacific-Beach/Race-and-Ethnicity>

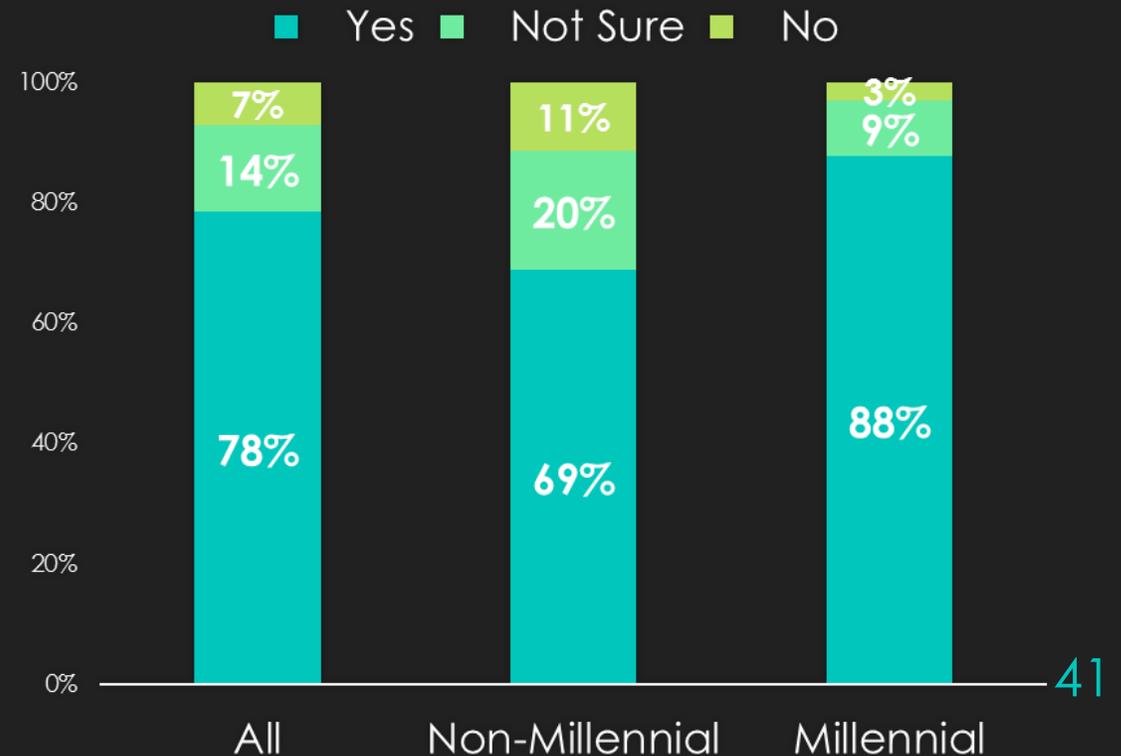
# Parishioner Profile: Marital Status and Marital Plans



**Marital Status:** Half are married, 1/3 are single, 13% sep/div/widow and 5% living together. Variations with millennials and PB community

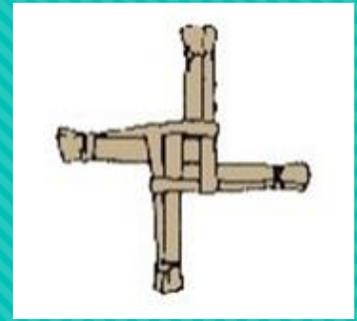


**Marital Plans:** 80% of said 'yes' they plan to get married in CC & almost 90% of millennials

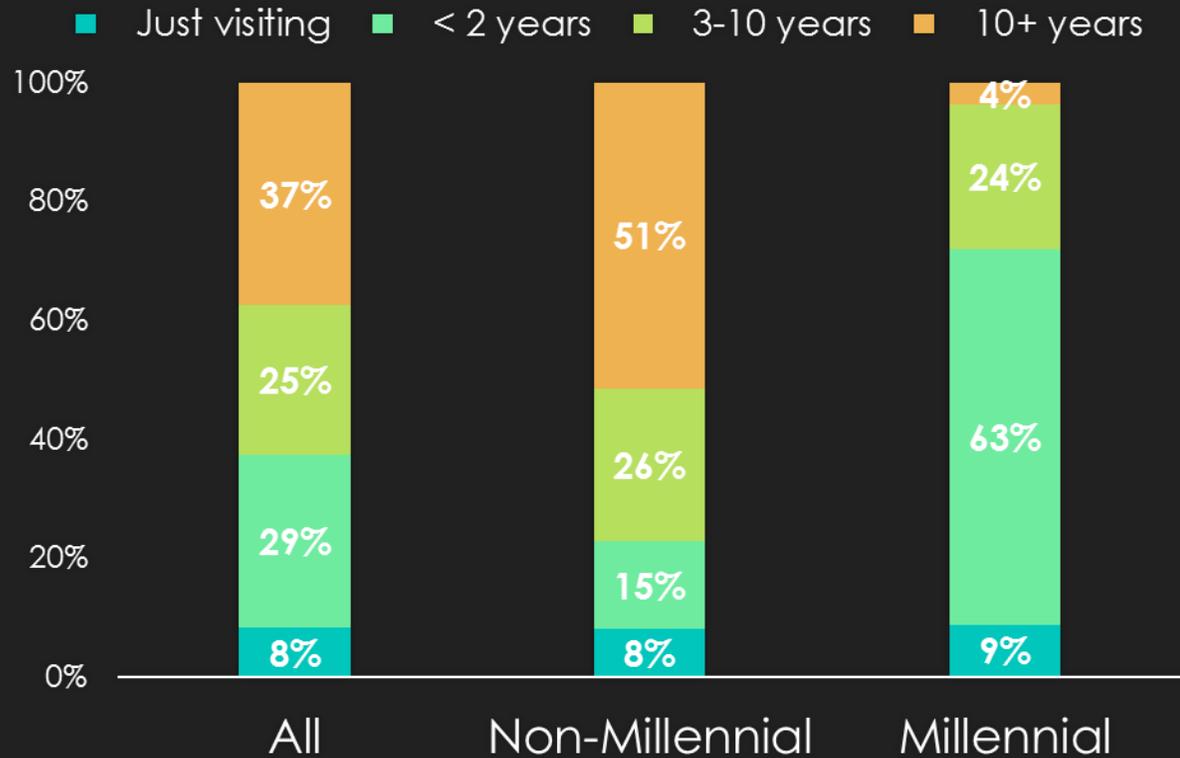


# Parishioner Profile:

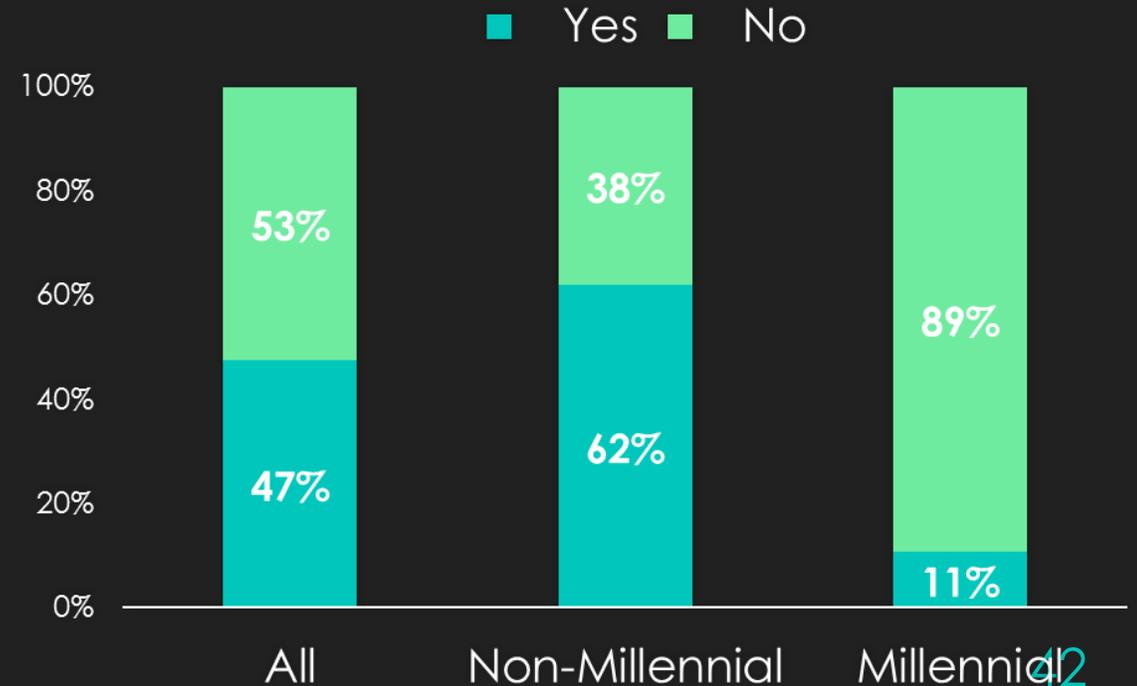
## How long been at St. Brigid's & Kids

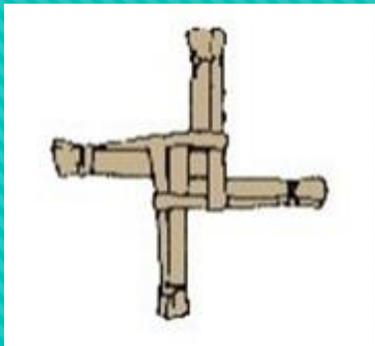
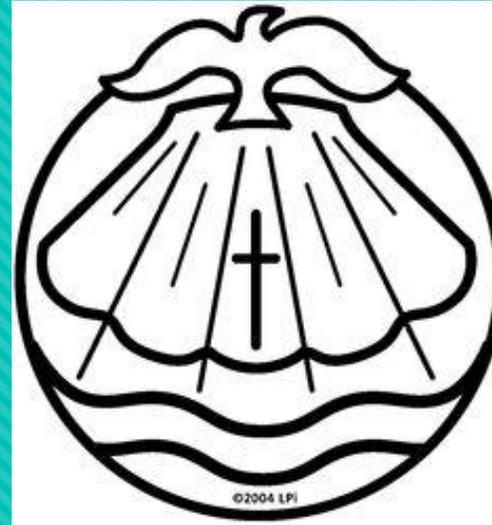


**How long:** varies – 2/3 of millennials have been here < 2 years. 1/2 non-millennials have been here > 10 years. About 10% are visitors.



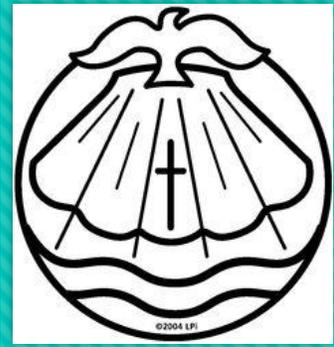
**Kids:** Almost 1/2 have kids (10% of millennials); of those 40% have kids 'at home.'





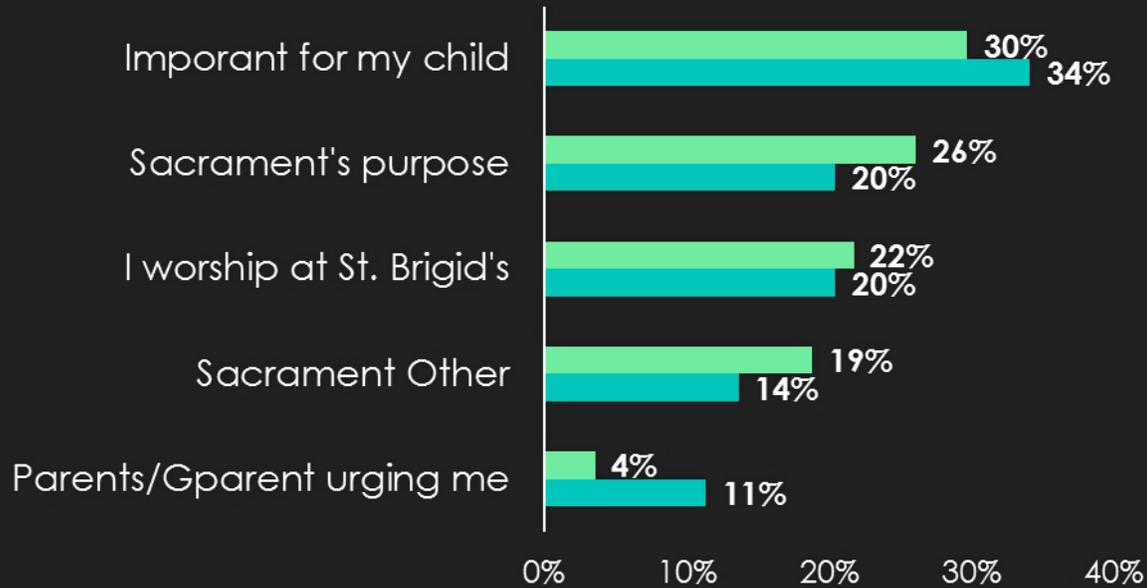
# St. Brigid's – Sacramental Preparation Findings

# Sacramental Prep: Baptism & First Communion – Why are they here and what do they want?



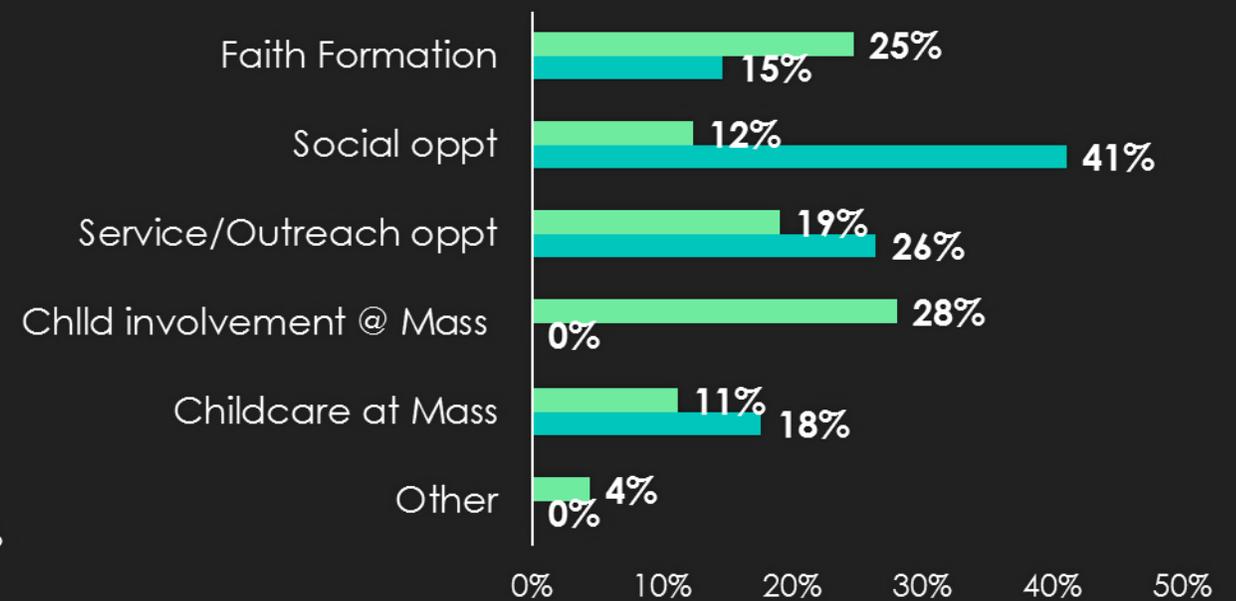
**Motivation for both:** important for child; parental urging more at Baptism

■ 1st Comm   ■ Baptism



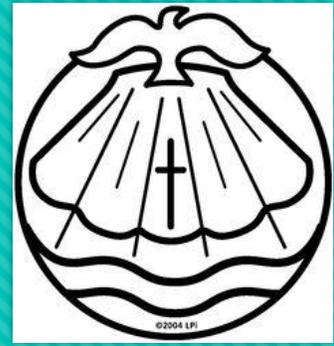
**What do they want:** Baptism parents want social and service opportunities. 1<sup>st</sup> Comm parents want child involved at Mass & family faith formation

■ 1st Comm   ■ Baptism



Purpose/Meaning: Baptism - necessary for salvation; 1st Comm - Eucharist is an essential part of being Catholic  
 Sacrament Other: Baptism - preparing to be a godparent; 1st Comm - My child is 7 and/or is in 2<sup>nd</sup> grade

# Preparing for **Baptism** – Profile and Demographics



## Baptism Profile

- **Mass attendance:** varies - almost  $\frac{1}{2}$  are coming weekly and  $\frac{1}{4}$  come a few times a year
- **How open are they to coming more often:** very open (4.6 average out of 5)
- **What to improve:** Top response Mass; other comments similar to in-pew responses
- **Sacraments received by parents:** 80% Baptism, 71% Communion, 62% Confirmation, 38% Marriage
- **Catholic school for parents:** Over  $\frac{1}{2}$  did not go to Catholic School; those who did varied by # of years and when

## Baptism Demographics

- **Age of parents:**  $\frac{3}{4}$  of the parents are millennials 25-35 years old
- **Age of child:** 70% are < 1 year old
- **Do they have other children:** NO – for  $\frac{2}{3}$  of parents this is their 1<sup>st</sup> child
- **Gender:** evenly split
- **Marital Status:**  $\frac{2}{3}$  are married followed by mix of living together, co-parenting, separated/divorced and single
- **Ethnicity:** 86% White

# Preparing for 1<sup>st</sup> Communion – Profile of Family



- **Mass attendance:**
  - Regular attendance – Over ½ come weekly and 40% are coming 1-2 per month
  - Almost 80% attend the 9:00 Sunday Mass
- **How open are they to coming to something besides Mass:**
  - ‘On-the fence’ - most likely due to family obligations
  - Most open to service/outreach event (3.6 out of 5), followed by social event (3.3) and family faith formation (3.0)
- **What to improve:** many left ? blank but Top 3 related to Mass, activities and music at 9 am Mass. Other comments similar to in-pew responses.
- **Beliefs in the Eucharist:**
  - Top 2 beliefs – ‘Jesus is really present’ (36%) and ‘Christian life leads & flows from Eucharist’ (30%)
  - 12% think ‘bread and wine are symbols; Jesus is NOT really present’
- **How often do they pray as a family:** about once a day - 2/3 are praying once a day or several times a week; the rest varies
- **Will they return next year for FF?** – Over 80% said they would return next year; only 7% said no they would not
- **Are you registered at the parish:** Over 80% said Yes

# Preparing for **First Communion** – Demographics & Catholic School



## First Communion Demographics

- **Age of parents:** only 15% parents are millennials, 1/3 are 35-39 years and half are > 40 years
- **Age of child:** 2/3 are 7 or 8 years old and 1/4 are 9-11 years old
- **Do they have other children:** Yes, almost all had additional children
- **Gender:** 65% female but this could be due to only one parent filling out the survey
- **Marital Status:** 85% are married (2/3 of those in Church and 1/3 in civil setting)
- **Ethnicity:** More diverse – 58% White and 1/3 Hispanic

**Considering sending your kids to Catholic school?** Majority said NO – top two reasons: financial & kids already settled in current school

### Catholic school for parents:

Almost 60% did NOT go themselves; those who did varied by # of years & when

### Sacraments for parents:

76% Baptism,  
76% Communion,  
67% Confirmation,  
56% Marriage

