



*The Roman Catholic*  
*Diocese of Phoenix*

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400 EAST MONROE, PHOENIX, ARIZONA 85004-2336 TELEPHONE (602) 257-0030

3/17/09

To: Tom Peterson

From: Ryan Hanning  
Coordinator of Adult Evangelization

Dear Tom,

Here is an update to my December 17<sup>th</sup> Immediate Analysis of the October Mass Count. Subsequent study has been conducted under the direction of statisticians and people who are far more capable than I in this regard.

As you know our original sampling of the October 2008 Reported Mass Attendance of 9 parishes yielded an increase in Mass attendance of 22%. Subsequent study has continued to affirm the significant growth that we first found in our anecdotal studies which estimated 15,000 people coming home. A more conclusive study of 22 parishes demonstrates an increase of 11.95%, this equates to as many as 92,000 people who returned!

Full details are attached. Please feel free to contact me if you have any questions.

In His Service,

Ryan Hanning M.Ed  
Coordinator of Adult Evangelization  
Diocese of Phoenix  
(602) 354-2321  
[rhanning@diocesephoenix.org](mailto:rhanning@diocesephoenix.org)

Catholics Come Home Test-Market  
Diocese of Phoenix Long Term Assessment

1. Mass Attendance Percentage Increase 2006-2008

**Sample Set for Method:**

22 Parishes that have given complete data from 1994-2008. 7 sets of data from each parish

**Method:**

Each parish's October Mass count numbers percentage increase/decrease total from 1994-2006 were divided by 6, reflecting average 2 year increase. These numbers were also divided by 5 to reflect the missing data set which gave the high range percentage. This number of average 2 year increase was compared to the percentage increase/decrease total from 2006-2008. (Note that there is no data for 2004 Mass count)

**Accuracy:**

The October Mass count is performed by each parish's ushers and represents the standard means of determining a Diocesan Mass count. There has been no standard deviation applied to the data.

**Considerations:**

This data does not directly indicate causality. Reasons for increase in Mass are many, including but not limited to, increase of Catholic population, increased parish outreach, etc. Read the summary report for the analysis of possible causality.

Average 2 Year Growth			Average 2 Year Growth	
1994-2002	5.85%		2006-2008	11.95%

**Summary Report:**

*Findings:*

Previous October Mass Counts averages reflect an increase of 5.85% every 2 years during the period of 1994-2002. The most recent data set reflects an increase of 11.95% during 2006-2008. Reasons for this increase are most likely associated with a variety of things and exact causality cannot be determined by this data set. However, it does appear that Catholics Come Home Test-Market had an affect on increased Mass attendance. This data is consistent with the anecdotal data published in the April 18<sup>th</sup> "Resources for Returning Catholics & Catholics Come Home Ongoing Assessment."

*Analysis:*

This 11.95% growth reflects an increase of 6.1% approximately double from previous 2 year average growth. Note that 1994-2002 experienced some of the greatest growth in the history of our Diocese, a trend that has in large part slowed down during 2002-2006, and some estimates show negative growth in 2007-2008 due to rapidly decreasing house values and stiffer immigration laws. In previous years the near 6% growth directly correlated with population growth and fluctuated accordingly. In 2002-2006 the Mass attendance *decreased* by a total of 4.14%. This leads us to believe that the increase reflected in 2006-2008 is among the highest increases in the previous 14 years and perhaps our history as a Diocese.

*Other Possible reasons:*

- 1) Demographic shift in the state of Arizona and immigration from Mexico and South American countries which are predominantly Catholic.\*

\* There has been no greater increase in this population growth than previous years and the founding of new parishes have helped to absorb new residents.<sup>1</sup>

*Disclaimer:*

These findings are representative of the subset of complete data available for 1994-2008. These numbers are believed to accurately reflect the overall Diocesan growth in 2006-2008.

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<sup>1</sup> <http://quickfacts.census.gov/qfd/states/04000.html>

Catholics Come Home Test-Market  
Diocese of Phoenix Long Term Assessment

2. Mass Attendance Population Increase 2006-2008

**Sample Set for Method:**

79 with data for either 2006 or 2008 or both 2006 & 2008.

**Method:**

Each parish that recorded mass attendance in October 2006 was divided by the number of registered households for October 2006 as supplied monthly to our Finance Office. This yielded an estimate of mass attendees/registered household. This estimate was applied to each parish who was missing a Mass count for 2006 to determine an representative estimate of Mass attendance. The same process was applied to the October 2008 Mass attendance and October 2008 registered household numbers.

**Accuracy:**

Data Set #1: The October Mass count is performed by each parish's ushers and represents the standard means of determining a Diocesan Mass count. There has been no standard deviation applied to the data.

Data Set #2: The number of registered households of each parish is taken monthly and reported by each parish.

Estimates derived from the two numbers are estimates and a standard deviation was not calculated.

**Considerations:**

This data does not directly indicate causality. Reasons for increase in Mass are many, including but not limited to, increase of Catholic population, increased parish outreach, etc. Furthermore registered families of a parish often don't reflect the actual size of the parish especially in the southwest where the history of parish registration is not as culturally significant. Read the summary report for the analysis of possible causality.

Total 2008 (Missing 22 parishes)	662,219
22 Parish Est	169,000
<b>Total 2008</b>	<b>831,219</b>

*See appendix A for complete chart.*

**Summary Report:**

*Findings:*

831,219 reflects the statistical estimation of Weekly Mass attendance in October 2008. The 12% increase from 2006-2008 previously estimated applied to this number suggest a possible growth of 92,000 people. Inversely this number is also consistent when the same exercise of estimation is applied to the 2006 numbers which put the population at nearly 740,000. These numbers appears to be significantly higher than expected. Possibly a result of inflated are miscalculated mass count numbers (though the data was reviewed to remove as much error as possible), or possibly from an underestimated Catholic population in the Diocese of Phoenix. Currently national statistics show that over 85% of Mexican immigrating to the US consider

themselves Catholics and about 24% of the US Population consider themselves Catholic. Here in the Southwest we have slightly higher numbers due to the large volume of previous immigrants from Mexico. Of these two groups average weekly Mass attendance is 52% and 27% respectively. Using these national numbers we would expect a Catholic population in our Diocese and the 4 counties it serves to be well over 1 million. The number recorded in the JP Kennedy Directory and the number we use internally of 644,119 Catholics may be precariously low. If average Mass attendance were 52% for Mexicans, %30 among other Latinos and 27% among Anglos we would be approaching these numbers.

*Analysis:*

92,000 reflects the possible high end range of the growth during 2006-2008. It is impossible to give an accurate analysis as the numbers are estimated. However assuming the estimates stand the range is certainly on the highest end of the best case scenario, as illustrated from population demographics and mass attendance statistics gathered by CARA and PEW Charitable Trust.

*Disclaimer:*

These findings are based on estimated data taken from a subset of 33 parishes in 2008 and applied to a whole of 79 parishes combined with estimated data from 22 other parishes. These numbers are estimates only.

# Appendix A

October 2008 Mass Count	October 2008Parish registrations	Registration x5.645 (avg Mass attendance/registered household)	<b>2008 Est Total per Parish</b>
8,941			8941
4,117			4117
10,990			10990
	1,021	5764	5764
	1,197	6757	6757
3,974			3974
	3,215	18149	18149
349			349
17,976			17976
	540	3048	3048
6,211			6211
5,744			5744
8,513			8513
0	660	3726	3726
381			381
6,420			6420
	3,245	18318	18318
	1,867	10539	10539
	3,429	19357	19357
	1,729	9760	9760
7,581			7581
3,195			3195
	1,576	8897	8897
4,274			4274
2,490			2490
9,914			9914
10,366			10366
	1,537	8676	1537
23,450			23450
	3,720	20999	20999
14,290			14290
1,901			1901
17,379			17379
5,248			5248
	1,451	8191	8191
7,542			7542
	2,220	12532	12532
1,819			1819
	3,918	22117	22117
4,555			4555
	2,784	15716	15716
6,220			6220
	463	2614	2614
	518	2924	2924
7,970			7970
1,386			1386
11,795			11795

	1,360	7677	7677
5,023			5023
7,767			7767
	2,736	15445	15445
4,255			4255
4,227			4227
	2,062	11640	11640
2,868			2868
11,176			11176
	2,693	15202	15202
5,467			5467
4,234			4234
	365	2060	2060
4,986			4986
3,947			3947
	307	1733	1733
3,098			3098
20,079			20079
	1,322	7463	7463
3,288			3288
3,494			3494
16,400			16400
7,180			7180
2,416			2416
	1,942	10963	10963
6,257			6257
13,568			13568
11,553			11553
8,114			8114
15,951			15951
17,280			17280
1,472			1472
		Total 2008 (Missing 22 parishes)	662,219
		22 Parish Est	169,000
		<b>Total 2008</b>	<b>831,219</b>