

ministry
area ●●●●●●
profile **2016**

Santa Maria Parish

Study Area Definition:
Custom Polygon





Prepared For:
Santa Maria Parish

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

A Currently, there are 17,663 persons residing in the defined study area. This represents an increase of 694 or 4.1% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**

A Yes, between 2016 and 2021, the population is projected to increase by 3.5% or 615 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**

A The lifestyle diversity in the area is *extremely low* with just 7 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 52.0% 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 *very high*. Among individual groups, *Anglos* represent 77.7% of the population and all other racial/ethnic groups make up just 22.3% which is well below the national average of 39%. The largest of these groups, *Asians*, accounts for 11.5% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 18.0% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**

A The largest age group in terms of numbers is *Boomers* (age 56 to 73) comprised of 4,962 persons or 28.1% of the total population in the area. *Builders* (age 92 and up) make up 0.6% of the population which compared to a national average of 0.4% 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 *extremely traditional* due to the above 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 98.1% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 76.9% of those over 25 in the area versus 29.4% 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: *Social Injustice, Aging Parent Care, Racial/Ethnic Prejudice, Time for Recreation/Leisure, Neighborhood Gangs* and *Finding Life Direction*. (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?**

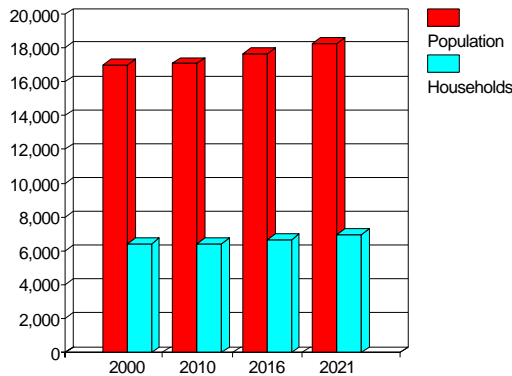
A Based upon the average household income of \$225,365 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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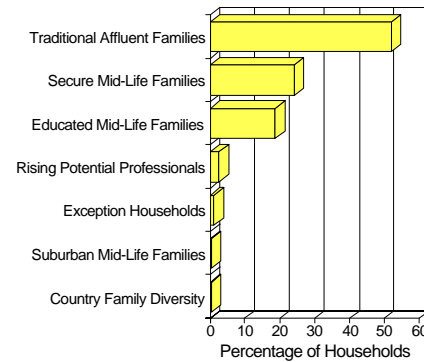
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Population and Households

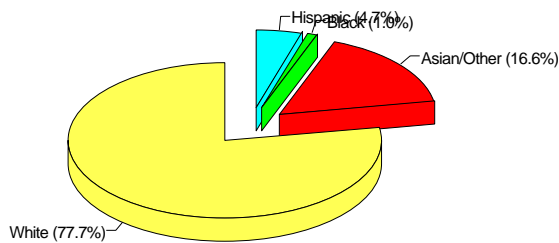


Primary U.S. Lifestyles Segments-2016

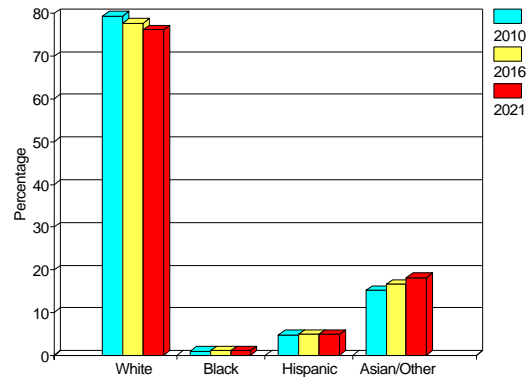


The population in the study area has increased by 587 persons, or 3.4% since 2010 and is projected to increase by 615 persons, or 3.5% between 2016 and 2021. The number of households has increased by 275, or 4.3% since 2010 and is projected to increase by 265, or 4.0% between 2016 and 2021.

Population By Race/Ethnicity-2016

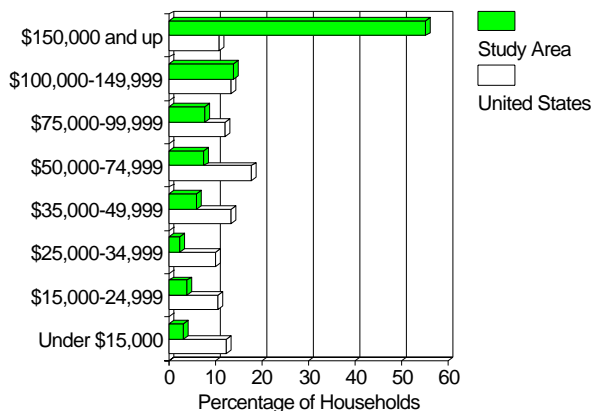


Population By Race/Ethnicity Trend

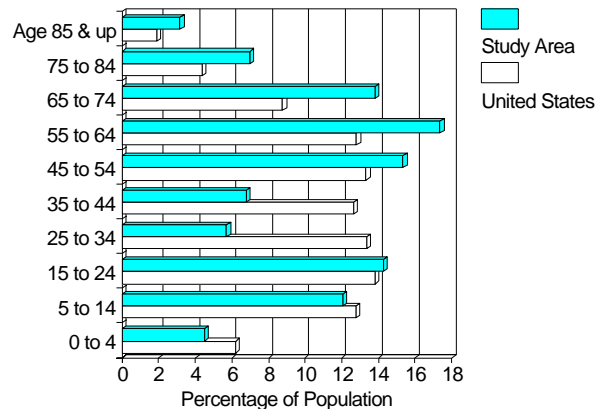


Between 2016 and 2021, the White population is projected to increase by 190 persons and to decrease from 77.7% to 76.1% of the total population. The Black population is projected to remain stable at 1.0% of the total. The Hispanic/Latino population is projected to increase by 43 persons and to remain stable at 4.8% of the total. The Asian/Other population is projected to increase by 372 persons and to increase from 16.6% to 18.1% of the total population.

Households By Income-2016



Population by Age-2016

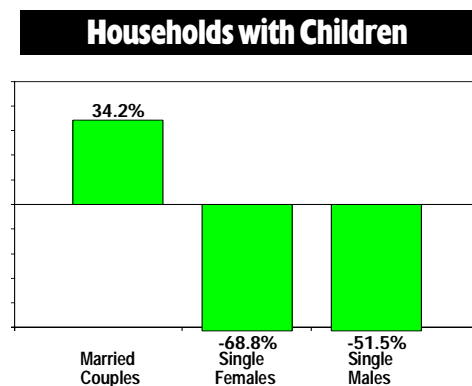
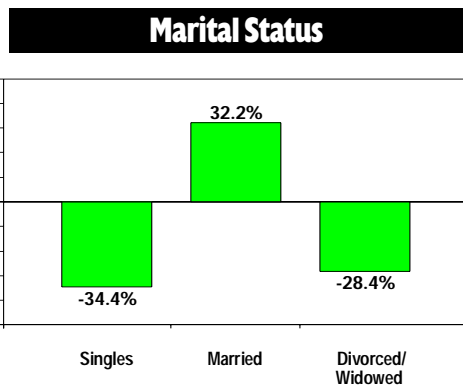
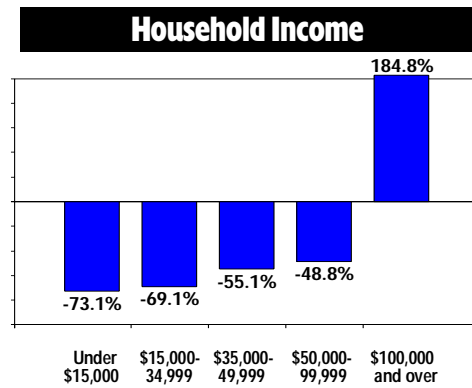
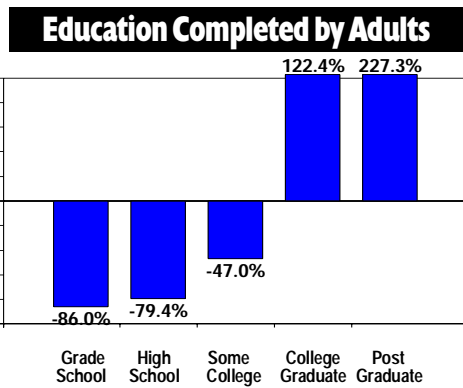
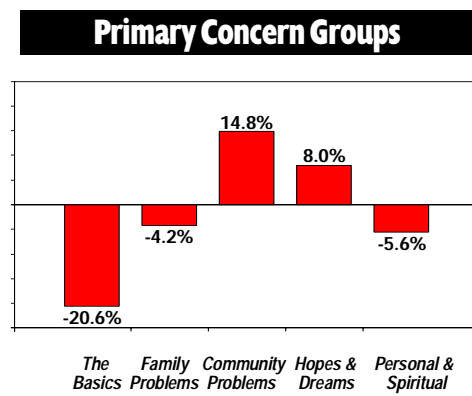
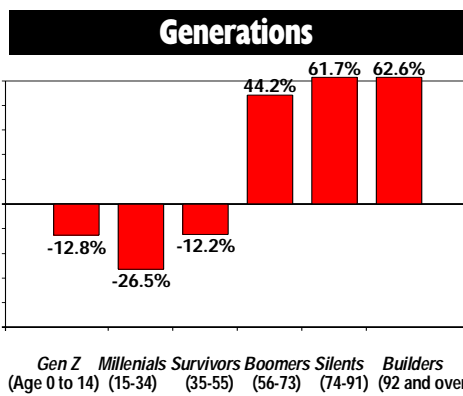
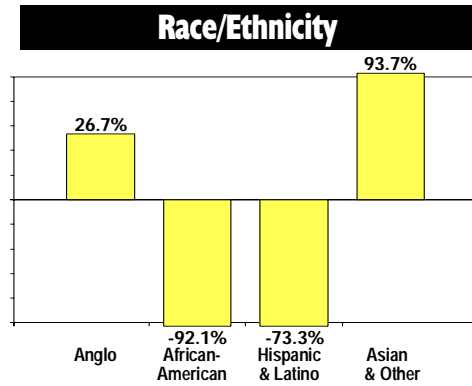
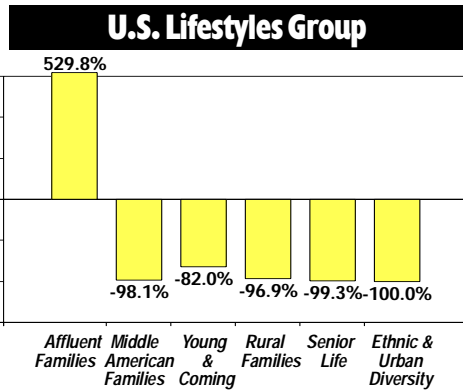


The average household income in the study area is \$225365 a year as compared to the U.S. average of \$77135. The average age in the study area is 44.8 and is projected to increase to 45.1 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	16,969	17,076	17,663	18,278
Population Change		107	587	615
Percentage Change		0.6%	3.4%	3.5%
▲ Average Annual Growth Rate		0.1%	0.6%	0.7%
▲ Density (Pop. per square mile)	423	426	441	456
HOUSEHOLDS				
Households	6,430	6,401	6,676	6,941
Household Change		(29)	275	265
Percentage Change		-0.5%	4.3%	4.0%
▲ Average Annual Growth Rate		-0.0%	0.7%	0.8%
Persons Per Household	2.63	2.66	2.64	2.62

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	13,559	79.4%	13,721	77.7%	13,911	76.1%
▲ African-American (Non-Hisp)	155	0.9%	172	1.0%	180	1.0%
▲ Hispanic/Latino	791	4.6%	838	4.7%	881	4.8%
▲ Asian/Other (Non-Hisp)	2,571	15.1%	2,933	16.6%	3,305	18.1%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	8,762	51.3%	9,062	51.3%	9,376	51.3%
Male	8,314	48.7%	8,602	48.7%	8,901	48.7%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	1,777	10.4%	2,926	16.6%	4,040	22.1%
Millennials (Born 1982 to 2001)	3,499	20.5%	3,527	20.0%	3,676	20.1%
Survivors (Born 1961 to 1981)	3,944	23.1%	4,233	24.0%	4,331	23.7%
↓ Boomers (Born 1943 to 1960)	5,057	29.6%	4,962	28.1%	4,833	26.4%
↓ Silents (Born 1925 to 1942)	2,366	13.9%	1,905	10.8%	1,394	7.6%
↓ Builders (Born 1924 and earlier)	464	2.7%	112	0.6%	6	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	43.8	44.8	45.1
▲ Median Age	48.0	49.6	49.9

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$213,618	\$225,365	\$241,646
▲ Median Household Income	\$163,510	\$170,466	\$189,516
▲ Per Capita Income	\$80,075	\$85,180	\$91,764

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	3,487	54.5%	3,686	55.2%	4,087	58.9%
↓ \$100,000 to \$149,999	918	14.3%	933	14.0%	940	13.5%
↓ \$75,000 to \$99,999	520	8.1%	512	7.7%	483	7.0%
↓ \$50,000 to \$74,999	540	8.4%	501	7.5%	480	6.9%
↓ \$35,000 to \$49,999	321	5.0%	402	6.0%	359	5.2%
↓ \$25,000 to \$34,999	184	2.9%	159	2.4%	154	2.2%
↓ \$15,000 to \$24,999	205	3.2%	262	3.9%	248	3.6%
↓ Under \$15,000	225	3.5%	221	3.3%	189	2.7%
POPULATION BY PHASE OF LIFE						
▲ Before Formal Schooling (Age 0-4)	775	4.5%	802	4.5%	924	5.1%
↓ Required Formal Schooling (5-17)	3,486	20.4%	2,982	16.9%	2,577	14.1%
▲ College Years, Career Starts (18-24)	753	4.4%	1,665	9.4%	1,962	10.7%
▲ Singles and Young Families (25-34)	744	4.4%	1,004	5.7%	1,825	10.0%
↓ Families, Empty Nesters (35-54)	5,009	29.3%	3,910	22.1%	2,920	16.0%
▲ Enrichment Years Singles/Couples (55-64)	2,837	16.6%	3,065	17.4%	3,179	17.4%
▲ Retirement Opportunities (65+)	3,503	20.5%	4,237	24.0%	4,893	26.8%
POPULATION BY AGE (DETAIL)						
▲ Under 5 years	775	4.5%	802	4.5%	924	5.1%
↓ 5 to 9 years	1,252	7.3%	834	4.7%	842	4.6%
↓ 10 to 14 years	1,372	8.0%	1,290	7.3%	889	4.9%
↓ 15 to 17 years	862	5.0%	858	4.9%	846	4.6%
▲ 18 to 20 years	353	2.1%	750	4.2%	804	4.4%
▲ 21 to 24 years	400	2.3%	915	5.2%	1,158	6.3%
▲ 25 to 29 years	327	1.9%	555	3.1%	1,364	7.5%
↓ 30 to 34 years	417	2.4%	449	2.5%	461	2.5%
↓ 35 to 39 years	746	4.4%	452	2.6%	428	2.3%
↓ 40 to 44 years	1,215	7.1%	748	4.2%	446	2.4%
↓ 45 to 49 years	1,501	8.8%	1,207	6.8%	720	3.9%
↓ 50 to 54 years	1,547	9.1%	1,503	8.5%	1,326	7.3%
↓ 55 to 59 years	1,430	8.4%	1,614	9.1%	1,504	8.2%
↓ 60 to 64 years	1,407	8.2%	1,451	8.2%	1,675	9.2%
▲ 65 to 69 years	1,121	6.6%	1,335	7.6%	1,467	8.0%
▲ 70 to 74 years	735	4.3%	1,106	6.3%	1,472	8.1%
▲ 75 to 84 years	1,131	6.6%	1,234	7.0%	1,385	7.6%
↓ 85 or more years	516	3.0%	562	3.2%	569	3.1%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	14,737			
↓ Single (Never Married)	3,178	21.6%	32.9%	66
▲ Married	9,773	66.3%	50.2%	132
↓ Divorced/Widowed	1,787	12.1%	16.9%	72
Marital Status Females 15 and Older (2016)	7,612			
↓ Single (Never Married)	1,314	17.3%	29.8%	58
▲ Married	5,092	66.9%	48.8%	137
↓ Divorced/Widowed	1,206	15.8%	21.4%	74
Marital Status Males 15 and Older (2016)	7,125			
↓ Single (Never Married)	1,864	26.2%	36.2%	72
▲ Married	4,680	65.7%	51.6%	127
↓ Divorced/Widowed	581	8.2%	12.3%	66
FAMILY STRUCTURE				
Households By Type (2016)	6,676			
▲ Married Couple	4,693	70.3%	48.5%	145
↓ Other Family - Male Head of Household	176	2.6%	4.9%	53
↓ Other Family - Female Head of Household	382	5.7%	13.0%	44
↓ Non Family - Male Head of Household	541	8.1%	15.8%	51
↓ Non Family - Female Head of Household	884	13.2%	17.7%	75
Households With Children 0 to 18 (2016)	2,338			
▲ Married Couple Family	2,047	87.6%	65.2%	134
↓ Other Family - Male Head of Household	96	4.1%	8.5%	49
↓ Other Family - Female Head of Household	185	7.9%	25.3%	31
↓ Non Family	10	0.4%	1.0%	44
Population By Household Type (2016)	17,663			
↓ Group Quarters	65	0.4%	2.5%	15

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	65			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	54	83.1%	18.7%	443
Other	10	15.4%	15.2%	101
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	17,663			
▲ White (Non-Hispanic)	13,721	77.7%	61.3%	127
↓ African-American (Non-Hisp)	172	1.0%	12.3%	8
↓ Hispanic/Latino	838	4.7%	17.8%	27
↓ Native American (Non-Hisp)	20	0.1%	0.7%	15
▲ Asian (Non-Hisp)	2,013	11.4%	5.3%	216
Hawaiian & Pacific Islander (Non-Hisp)	25	0.1%	0.2%	84
▲ Other Races & Multiple Races (Non-Hisp)	875	5.0%	2.4%	207
Asian Population By Race (2016)	2,019			
▲ Chinese	1,163	57.6%	22.3%	258
▲ Japanese	198	9.8%	5.0%	195
↓ Indian	249	12.3%	19.5%	63
↓ Korean	99	4.9%	9.6%	51
↓ Vietnamese	34	1.7%	11.0%	15
↓ Other Asian Races	276	13.7%	32.5%	42
Hispanic/Latino Population By Race (2016)	838			
▲ White	649	77.4%	53.0%	146
↓ African-American	7	0.8%	2.5%	33
↓ Native American	9	1.1%	1.4%	78
▲ Asian	6	0.7%	0.4%	171
↓ Other Races & Multiple Races	167	19.9%	42.7%	47
Hispanic/Latino Population By Origin (2016)	838			
Mexican	429	51.2%	62.4%	82
↓ Puerto Rican	43	5.1%	9.5%	54
↓ Cuban	11	1.3%	3.5%	37
▲ Other Hispanic Origin	355	42.4%	24.6%	172

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	4,773			
↓ Pre-Primary (Public)	54	1.1%	3.4%	33
▲ Pre-Primary (Private)	387	8.1%	2.6%	309
Elementary/High School (Public)	3,193	66.9%	58.9%	114
↓ Elementary/High School (Private)	186	3.9%	6.6%	59
↓ Enrolled in College	953	20.0%	28.4%	70
Population By Education Completed (Age 25 and over) (2016)	12,215			
↓ Elementary (Less than 9 years)	101	0.8%	5.8%	14
↓ Some High School (9 to 11 years)	132	1.1%	7.8%	14
↓ High School Graduate (12 years)	701	5.7%	27.9%	21
↓ Some College (13 to 15 years)	1,403	11.5%	21.2%	54
↓ Associate Degree	484	4.0%	8.0%	50
▲ Bachelor's Degree	4,977	40.7%	18.3%	222
▲ Graduate Degree	4,417	36.2%	11.0%	327
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	7,960			
▲ TOTAL WHITE COLLAR	6,785	85.2%	61.5%	139
▲ Executive and Managerial	1,940	24.4%	9.7%	250
▲ Professional Specialty	2,021	25.4%	16.6%	153
▲ Technical Support	1,346	16.9%	8.3%	204
▲ Sales	1,041	13.1%	10.9%	120
↓ Administrative Support & Clerical	437	5.5%	16.0%	34
↓ TOTAL BLUE COLLAR	1,176	14.8%	38.5%	38
↓ Service: Private Households	235	3.0%	3.7%	80
Service: Protective	142	1.8%	2.2%	81
↓ Service: Other	287	3.6%	7.5%	48
↓ Farming, Forestry & Fishing	12	0.2%	0.7%	21
↓ Precision Production and Craft	205	2.6%	11.0%	23
↓ Operators and Assemblers	61	0.8%	3.2%	24
↓ Transportation and Material Moving	118	1.5%	6.2%	24
↓ Laborers	116	1.5%	4.0%	36

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	14,456			
Employed	7,869	54.4%	58.1%	94
↓ Unemployed	425	2.9%	5.6%	52
Not in Labor Force	6,162	42.6%	36.3%	117
Total Female Pop. By Work Status (Age 20 to 64) (2013)	4,528			
TOTAL WORKING	2,886	63.7%	66.8%	95
With No Own Children	1,662	36.7%	42.2%	87
↓ With Own Children Age 0 to 5 only	164	3.6%	5.5%	66
▲ With Own Children Age 6 to 17 only	984	21.7%	14.8%	147
↓ With Own Children Both Age 0 to 5 and 6 to 17	76	1.7%	4.3%	39
↓ TOTAL NOT WORKING (UNEMPLOYED)	148	3.3%	6.2%	53
↓ With No Own Children	121	2.7%	3.8%	71
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
↓ With Own Children Age 6 to 17 only	17	0.4%	1.3%	30
↓ With Own Children Both Age 0 to 5 and 6 to 17	10	0.2%	0.5%	40
▲ TOTAL NOT IN THE LABOR FORCE	1,495	33.0%	27.0%	122
With No Own Children	724	16.0%	17.1%	94
▲ With Own Children Age 0 to 5 only	162	3.6%	2.6%	138
▲ With Own Children Age 6 to 17 only	440	9.7%	4.6%	209
▲ With Own Children Both Age 0 to 5 and 6 to 17	169	3.7%	2.6%	141
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	6,676			
Above Poverty Line (Households with Children)	5,188	68.8%	59.6%	115
Above Poverty Line (Households without Children)	2,271	30.1%	26.5%	114
↓ Below Poverty Line (Households with Children)	61	0.8%	7.9%	10
↓ Below Poverty Line (Households without Children)	25	0.3%	6.0%	5
Households By Presence of Retirement Income (2013)	6,401			
With Retirement Income	1,292	20.2%	17.6%	115
Without Retirement Income	4,894	76.5%	81.5%	94

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	6,676			
▲ Owner Occupied	5,873	88.0%	65.0%	135
↓ Renter Occupied	802	12.0%	35.0%	34
▲ Median Rent (2013)	\$1,193		\$904	132
Structures By Number of Units (2016)	6,953			
▲ Single Unit	6,503	93.5%	67.3%	139
↓ 3 to 4 Units	78	1.1%	8.1%	14
↓ 5 to 19 Units	96	1.4%	9.3%	15
↓ 20 to 49 Units	42	0.6%	3.6%	17
↓ 50 or more Units	234	3.4%	5.1%	66
↓ Mobile Home	0	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	14.45		2.57	562
Owner-Occupied Property Values (2016)	5,873			
↓ Under \$40,000	19	0.3%	7.2%	4
↓ \$40,000 to \$59,999	1	0.0%	3.7%	0
↓ \$60,000 to \$79,999	9	0.2%	5.1%	3
↓ \$80,000 to \$99,999	4	0.1%	6.5%	1
↓ \$100,000 to 149,999	12	0.2%	15.1%	1
↓ \$150,000 to \$199,999	4	0.1%	14.6%	0
↓ \$200,000 to \$299,999	27	0.5%	18.1%	3
↓ \$300,000 to \$499,999	105	1.8%	16.9%	11
▲ \$500,000 to \$999,999	1,606	27.3%	9.7%	282
▲ \$1,000,000 and over	4,088	69.6%	3.0%	2,300
▲ Median Property Value	\$996,522		\$192,432	518

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	6,953			
2010 and later	340	4.9%	5.5%	89
↓ 2000 to 2009	342	4.9%	14.6%	34
↓ 1990 to 1999	344	4.9%	13.4%	37
1980 to 1989	761	10.9%	13.2%	83
1970 to 1979	840	12.1%	15.0%	81
▲ 1960 to 1969	1,097	15.8%	10.4%	152
▲ 1950 to 1959	1,908	27.4%	10.3%	267
1949 or earlier	1,320	19.0%	17.7%	107
Households By Number of Persons (2016)	6,676			
↓ 1 Person Household	1,217	18.2%	27.3%	67
2 Person Household	2,576	38.6%	32.3%	120
3 Person Household	1,103	16.5%	16.2%	102
▲ 4 Person Household	1,180	17.7%	13.1%	135
5 Person Household	444	6.7%	6.5%	103
↓ 6 Person Household	121	1.8%	2.8%	65
↓ 7 or more Person Household	34	0.5%	1.9%	27
Average Persons Per Household	2.7		2.6	103
Households By Heating Type (2013)	6,186			
▲ Utility and Other Gas	5,333	86.2%	54.0%	160
↓ Electric	688	11.1%	36.1%	31
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	80	1.3%	2.2%	58
▲ Solar/Other Fuel	43	0.7%	0.5%	141
↓ No Fuel Used	43	0.7%	0.9%	74

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TRANSPORTATION				
Households By Number of Vehicles (2016)	6,676			
↓ No Vehicles	178	2.7%	9.0%	30
↓ 1 Vehicle	1,334	20.0%	33.7%	59
▲ 2 Vehicle	3,022	45.3%	37.5%	121
▲ 3 or more Vehicles	2,142	32.1%	19.8%	162
Workers By Travel Time to Work (2016)	6,791			
↓ Less than 15 minutes	1,149	16.9%	27.3%	62
15 to 29 minutes	2,221	32.7%	36.5%	90
▲ 30 to 44 minutes	1,684	24.8%	20.2%	123
▲ 45 to 59 minutes	1,032	15.2%	7.7%	196
▲ 60 or more minutes	706	10.4%	8.3%	125
Average Travel Time to Work (minutes)	33.7		28.2	119
Workers By Type of Transportation to Work (2016)	7,791			
↓ Drive Alone	4,734	60.8%	76.9%	79
↓ Car Pool	446	5.7%	9.6%	60
▲ Public Transportation	1,379	17.7%	5.1%	346
↓ Walk to Work	88	1.1%	2.8%	40
Other Means	116	1.5%	1.2%	120
▲ Work at Home	1,028	13.2%	4.4%	301

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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.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	6,354	95.2%	15.1%	630
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	176	2.6%	14.7%	18
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	40	0.6%	31.4%	2
4	Rural Families (27, 26, 29, 33, 35 and 38)	27	0.4%	13.1%	3
5	Senior Life (7, 20, 21, 22, 30 and 31)	3	0.0%	6.9%	1
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	0.0%	18.4%	0

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.		
1	Traditional Affluent Families	3,468	51.9%	3.5%	1493
14	Secure Mid-Life Families	1,618	24.2%	0.7%	3698
4	Educated Mid-Life Families	1,256	18.8%	3.4%	551
8	Rising Potential Professionals	170	2.5%	2.3%	109
49	Exception Households	70	1.0%	0.2%	420
10	Suburban Mid-Life Families	32	0.5%	5.5%	9
27	Country Family Diversity	23	0.3%	0.3%	101
5	Prosperous Diversity	9	0.1%	3.1%	4
28	Building Country Families	6	0.1%	2.8%	3
12	Educated New Starters	5	0.1%	2.9%	3
29	Working Country Families	4	0.1%	1.0%	6
3	Mid-Life Prosperity	3	0.0%	1.5%	3
9	Educated Working Families	2	0.0%	0.1%	36
20	Cautious and Mature	1	0.0%	2.6%	1
21	Mature and Stable	1	0.0%	0.6%	3
7	Prosperous and Mature	1	0.0%	0.5%	3
19	Educated and Promising	1	0.0%	0.1%	19
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
15	Reliable Young Starters	0	0.0%	4.3%	0

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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.		
25	Working Country Consumers	0	0.0%	4.1%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	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
45	Struggling Urban Diversity	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	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	6,670	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.4%	35.4%	77
↓ Somewhat Involved with Their Faith	25.1%	29.9%	84
▲ Not Involved with Their Faith	47.7%	34.7%	137

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	14.8%	22.1%	67
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.3%	23.7%	86

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	147
↓ Baptist	5.9%	16.1%	37
Catholic	21.8%	23.7%	92
▲ Congregational	2.4%	2.0%	122
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	300
▲ Episcopal	3.5%	2.9%	123
↓ Holiness	0.2%	0.8%	20
↓ Jehovah's Witnesses	0.8%	1.1%	74
▲ Judaism	6.6%	3.2%	209
↓ Lutheran	6.2%	7.2%	86
↓ Methodist	4.7%	10.1%	47
▲ Mormon	2.7%	1.8%	152
▲ New Age	0.8%	0.6%	149
▲ Non-Denominational / Independent	9.0%	6.9%	129
↓ Orthodox	0.2%	0.3%	80
↓ Pentecostal	1.7%	2.4%	71
▲ Presbyterian / Reformed	6.7%	4.6%	146
▲ Unitarian / Universalist	1.0%	0.7%	147
▲ Interested but No Preference	5.2%	3.9%	133
▲ Not Interested and No Preference	18.1%	11.1%	163

Likely to Have Changed Their Preference in the Last 10 Years	16.6%	16.8%	99
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.3%	4.0%	108
Lets them do what they want and is supportive	12.5%	11.7%	107
▲ Lets them do what they want and stays out of the way	6.1%	4.8%	127
Works with them on deciding what to do and helps them do it	77.1%	79.6%	97

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	43.3%	43.5%	99
↓ Finding/Providing Health Insurance	22.4%	29.0%	77
↓ Day-to-Day Financial Worries	20.1%	31.6%	64
↓ Finding Employment Opportunities	12.3%	14.4%	85
↓ Finding Affordable Housing	8.4%	11.3%	74
↓ Providing Adequate Food	2.9%	8.6%	34
↓ Finding Child Care	5.5%	6.3%	87
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.8%	16.7%	95
↓ Dealing With Teen / Child Problems	17.2%	20.7%	83
▲ Finding/Providing Aging Parent Care	21.2%	15.5%	137
↓ Dealing With Abusive Relationships	9.0%	11.4%	80
↓ Dealing With Divorce	2.6%	4.5%	59
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	26.7%	27.0%	99
Finding/Providing Good Schools	25.1%	23.5%	107
Dealing with Problems in Schools	14.8%	13.6%	109
▲ Dealing With Racial / Ethnic Prejudice	16.9%	13.1%	129
▲ Dealing With Neighborhood Gangs	10.3%	8.5%	121
▲ Dealing with Social Injustice	17.5%	11.3%	155
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	56.9%	50.6%	112
▲ Finding Time for Recreation / Leisure	32.3%	25.3%	128
Finding Better Quality Healthcare	25.3%	23.9%	106
Finding A Satisfying Job / Career	17.5%	19.3%	91
Finding Retirement Opportunities	18.7%	18.9%	99
Achieving A Fulfilling Marriage	23.9%	22.3%	107
Developing Parenting Skills	15.0%	14.7%	102
Achieving Educational Objectives	7.7%	7.5%	103
SPIRITUAL / PERSONAL:			
▲ Dealing With Stress	33.3%	29.8%	112
Finding Companionship	18.2%	17.3%	105
↓ Finding A Good Church	8.2%	15.2%	54
↓ Finding Spiritual Teaching	7.8%	12.9%	60
▲ Finding Life Direction	16.8%	14.0%	120

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	78.6%	84.5%	93
↓ “God is actively involved in the world including nations and their governments”	50.3%	63.8%	79

SOCIETY:

“It is important to preserve the traditional American family structure”	89.7%	91.5%	98
“A healthy environment has become a national crisis”	81.0%	82.8%	98
“Public education is essential to the future of American society”	94.7%	94.0%	101

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	41.9%	50.1%	84
“The role of Churches / Synagogues is to help form and support moral values”	80.9%	81.1%	100
“Churches and religious organizations should provide more human services”	62.8%	62.6%	100

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	37.6%	36.3%	104
“The changing racial / ethnic face of America is a threat to our national heritage”	34.4%	36.3%	95

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	71.4%	59.8%	119
▲ More than \$500 per year	42.1%	31.2%	135
▲ More than \$1,000 per year	25.6%	17.4%	147

TO CHARITIES:

▲ More than \$100 per year	47.3%	33.7%	140
▲ More than \$500 per year	17.7%	6.8%	260
▲ More than \$1,000 per year	7.8%	2.3%	339

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	33.5%	16.1%	208
▲ More than \$500 per year	11.0%	4.3%	256
▲ More than \$1,000 per year	6.9%	2.2%	314

Ministry Area Profile 2016
Compass
REPORT

Santa Maria Parish

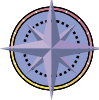
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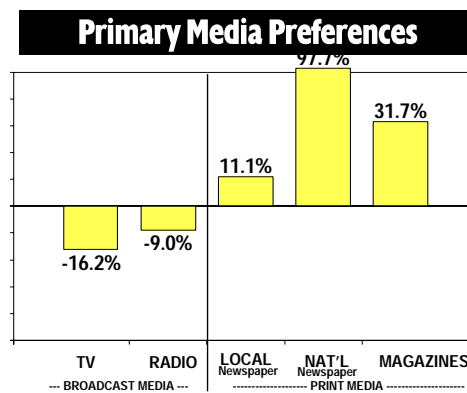
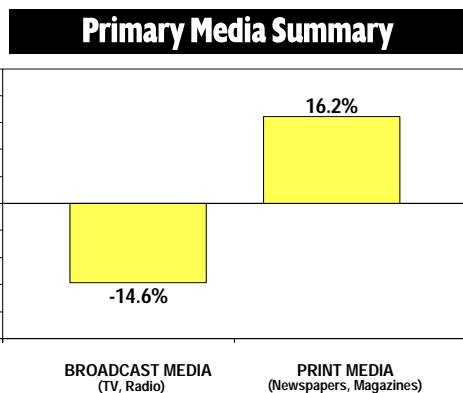
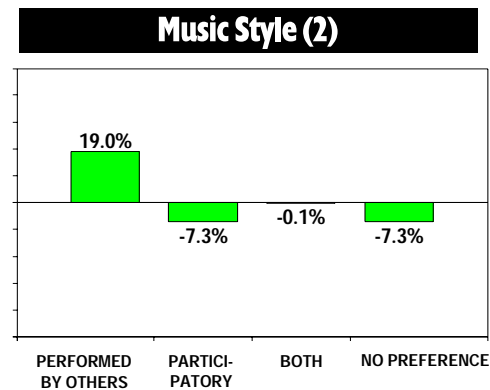
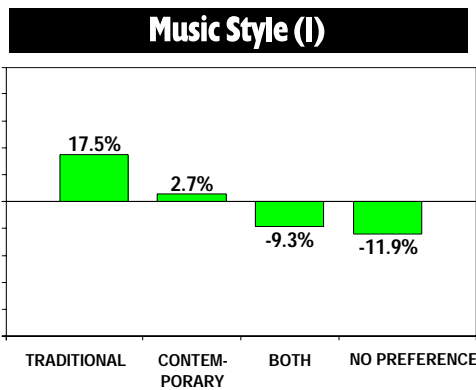
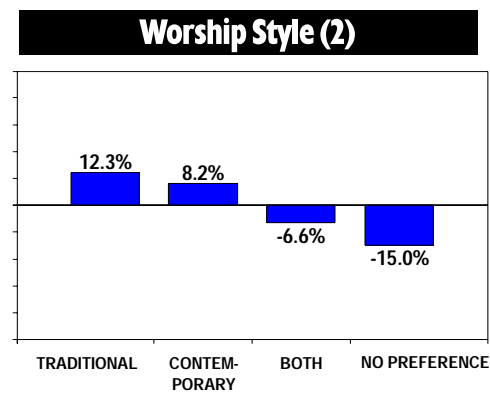
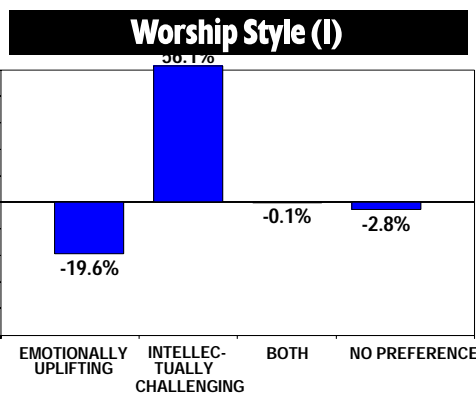
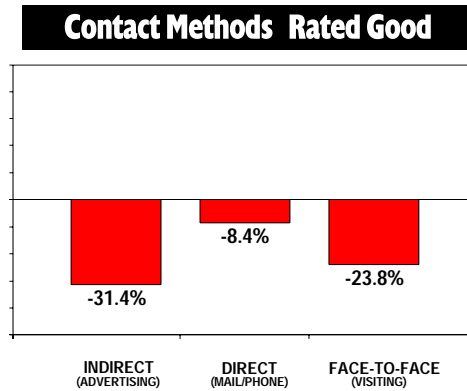
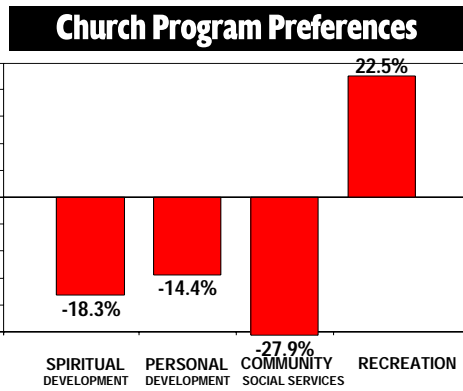
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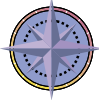


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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	28.6%	41.1%	70
Adult Theological Discussion Groups	22.3%	22.5%	99
Spiritual Retreats	10.5%	11.6%	90
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	13.6%	15.2%	90
↓ Parent Training Programs	6.2%	7.8%	80
↓ Twelve Step Programs	2.7%	3.5%	79
↓ Divorce Recovery	2.1%	2.4%	88
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	15.8%	22.5%	70
↓ Care for the Terminally Ill	12.1%	15.7%	77
↓ Food and Clothing Resources	6.8%	11.1%	61
↓ Day Care Services	4.1%	6.1%	68
Church Sponsored Day-School	5.2%	5.7%	92
<i>RECREATION:</i>			
▲ Youth Social Programs	33.0%	29.7%	111
Family Activities and Outings	32.9%	32.8%	100
▲ Active Retirement Programs	32.8%	26.8%	122
▲ Cultural Programs (Music, Drama, Art)	32.9%	18.9%	174
▲ Sports or Camping	8.7%	6.3%	138

SUMMARY	
↓ Spiritual Development Index	82
↓ Personal Development Index	86
↓ Community/Social Services Index	72
▲ Recreation Index	122



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.2%	26.4%	80
▲ B. Intellectually Challenging	17.3%	11.1%	156
C. Both A and B	39.1%	39.2%	100
D. No Preference or Not Interested	22.7%	23.4%	97

PART 2:

▲ A. Traditional/Formal/Ceremonial	22.7%	20.2%	112
B. Contemporary/Informal	28.5%	26.3%	108
C. Both A and B	24.8%	26.5%	93
↓ D. No Preference or Not Interested	22.9%	26.9%	85

MUSIC STYLE INDICATOR

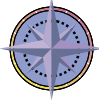
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	28.7%	24.4%	117
B. Contemporary	20.3%	19.7%	103
C. Both A and B	28.2%	31.1%	91
↓ D. No Preference or Not Interested	21.8%	24.8%	88

PART 2:

▲ A. Performed by Others	22.3%	18.7%	119
B. Participatory	21.3%	22.9%	93
C. Both A and B	32.2%	32.2%	100
D. No Preference or Not Interested	24.3%	26.2%	93



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 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			

MISSION EMPHASIS INDICATOR

Estimated 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

▲ A. Community	27.3%	22.0%	124
B. Personal Spiritual Development	15.4%	14.3%	107
↓ C. Both A and B	32.7%	37.4%	87
D. No Preference or Not Interested	24.5%	26.3%	93

PART 2:

↓ A. Global Mission	5.4%	6.2%	87
B. Local Mission	35.6%	33.3%	107
C. Both A and B	28.2%	30.1%	94
D. No Preference or Not Interested	30.4%	30.4%	100

CHURCH ARCHITECTURE INDICATOR

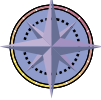
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

▲ A. Traditional	29.6%	26.6%	111
B. Contemporary	16.8%	15.9%	105
↓ C. Both A and B	28.8%	32.3%	89
D. No Preference or Not Interested	23.6%	25.1%	94

PART 2:

A. Somber/Serious	9.0%	9.4%	96
▲ B. Light and Airy	38.9%	34.7%	112
C. Both A and B	25.5%	27.7%	92
D. No Preference or Not Interested	26.3%	28.2%	93



Date: 7/13/2016

Prepared For:
 Santa Maria Parish

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PRIMARY MEDIA PREFERENCE

Estimated 2016 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

↓ Television	39.6%	47.3%	84
Radio	12.1%	13.3%	91

PRINT MEDIA:

Local Newspaper	36.2%	36.1%	100
▲ National Newspaper	8.6%	4.3%	198
▲ Magazines	5.1%	2.4%	210

SECONDARY MEDIA PREFERENCE

Estimated 2016 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

↓ Television	26.2%	31.9%	82
↓ Radio	19.8%	23.8%	83

PRINT MEDIA:

▲ Local Newspaper	36.3%	32.7%	111
▲ National Newspaper	9.0%	5.8%	157
▲ Magazines	9.3%	7.0%	132

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	84
▲ Overall Print Media Index	118



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2016 Households Likely to Rate As Good the Following Methods of Contact from a Church:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	23.2%	36.2%	64
↓ Putting Ad in Local Newspaper	25.8%	33.8%	76
↓ Local Cable Channels	19.9%	30.4%	66
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	49.9%	53.7%	93
Calling and Offering to Send Information By Mail	26.6%	29.5%	90
↓ Calling and Discussing on the Phone	10.7%	12.0%	89
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	15.4%	20.1%	76
↓ Going Door to Door	10.6%	14.0%	76

CHURCH CONTACT METHODS RATED POOR

Estimated 2016 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	33.8%	19.6%	172
▲ Putting Ad in Local Newspaper	31.6%	21.5%	147
▲ Local Cable Channels	42.1%	30.7%	137
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.8%	13.3%	134
Calling and Offering to Send Information By Mail	36.9%	34.0%	108
Calling and Discussing on the Phone	65.2%	60.6%	107
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	55.5%	49.6%	112
▲ Going Door to Door	71.2%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	69
Direct Methods Index	92
↓ Face-to-Face Methods Index	76

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	150
▲ Direct Methods Index	111
▲ Face-to-Face Methods Index	112