

ministry
area ●●●●●●
profile **2016**

Saint Elizabeth Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Elizabeth Parish

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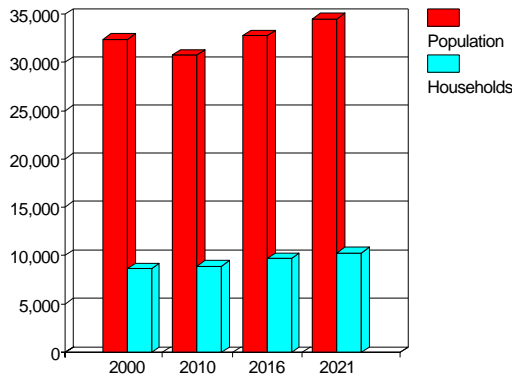
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 32,751 persons residing in the defined study area. This represents an increase of 334 or 1.0% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 5.3% or 1,739 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 *very high* with 18 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Surviving Urban Diversity* representing 19.8% 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 9.0% of the population and all other racial/ethnic groups make up a substantial 91.0% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 60.9% of the total population. *Anglos* are projected to be the fastest growing group increasing by 14.4% 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 *Millennials* (age 15 to 34) comprised of 10,320 persons or 31.5% of the total population in the area. *Generation Z* (age 0 to 14) make up 22.8% of the population which compared to a national average of 19.0% 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 *very 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 *extremely low*. While 60.7% 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 15.1% 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: *Neighborhood Gangs, Affordable Housing, Racial/Ethnic Prejudice, Neighborhood Crime and Safety, Social Injustice and Abusive Relationships*. (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 *very 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 \$53,239 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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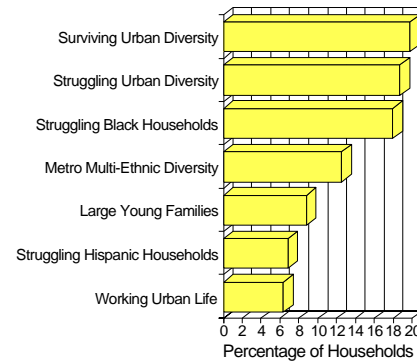
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Population and Households

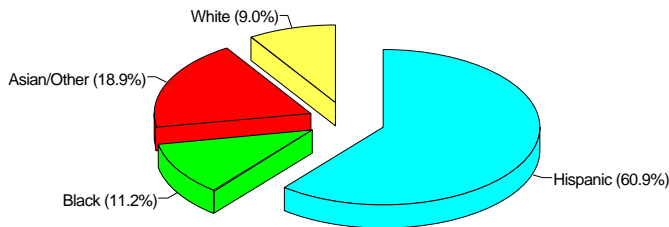


The population in the study area has increased by 204 persons, or 6.6% since 2010 and is projected to increase by 1739 persons, or 5.3% between 2016 and 2021. The number of households has increased by 755, or 8.5% since 2010 and is projected to increase by 607, or 6.3% between 2016 and 2021.

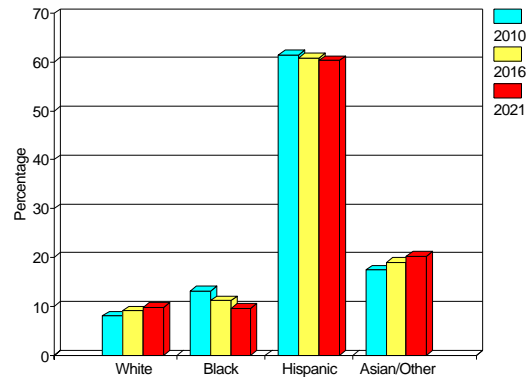
Primary U.S. Lifestyles Segments-2016



Population By Race/Ethnicity-2016

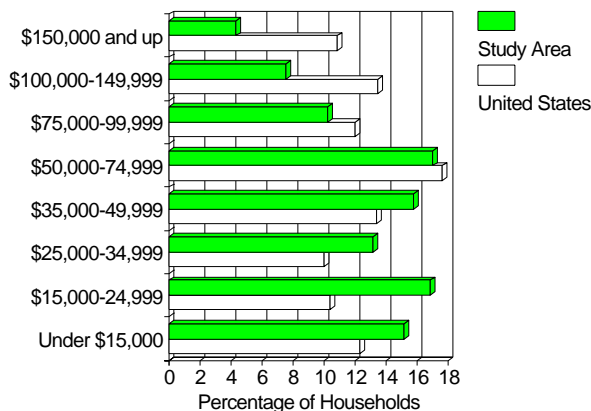


Population By Race/Ethnicity Trend

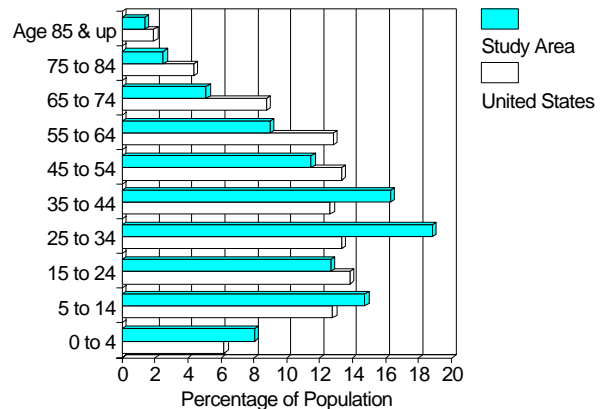


Between 2016 and 2021, the White population is projected to increase by 424 persons and to increase from 9.0% to 9.8% of the total population. The Black population is projected to decrease by 381 persons and to decrease from 11.2% to 9.5% of the total. The Hispanic/Latino population is projected to increase by 900 persons and to decrease from 60.9% to 60.4% of the total. The Asian/Other population is projected to increase by 797 persons and to increase from 18.9% to 20.3% of the total population.

Households By Income-2016



Population by Age-2016

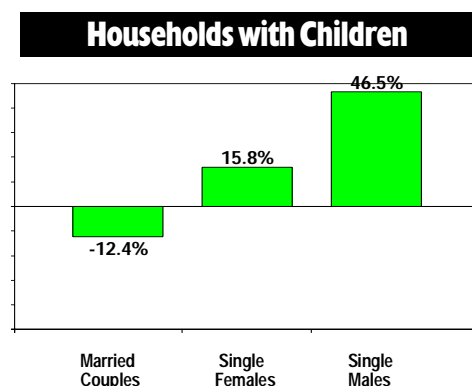
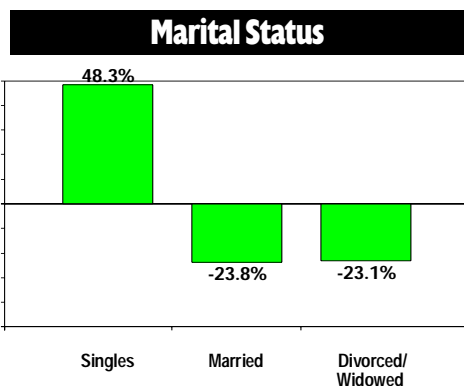
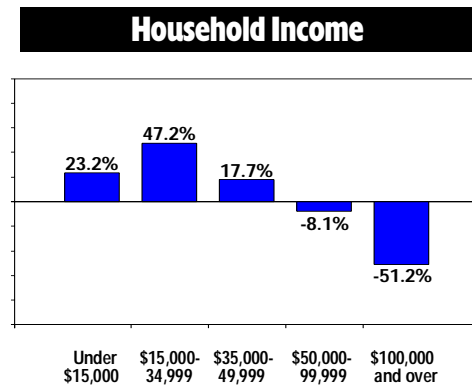
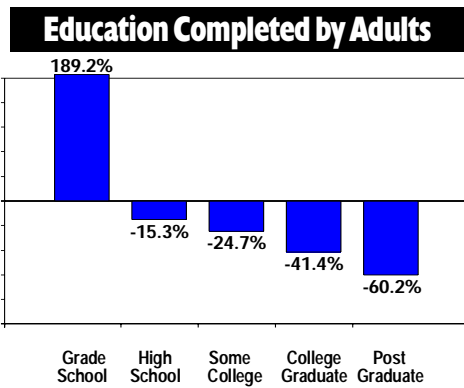
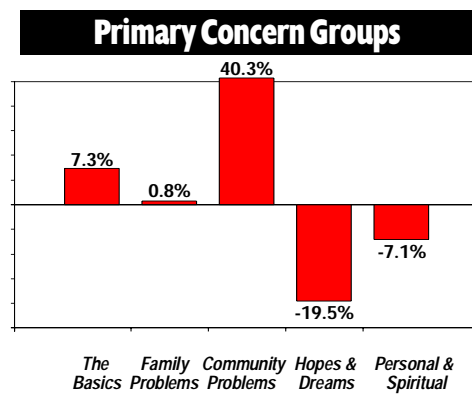
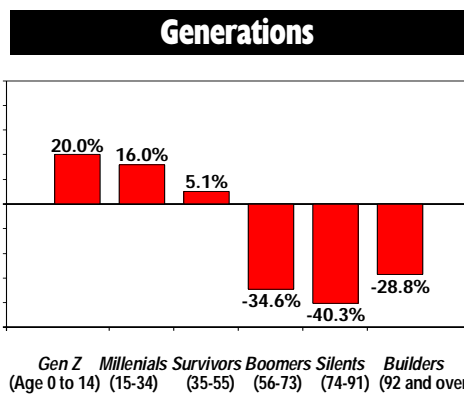
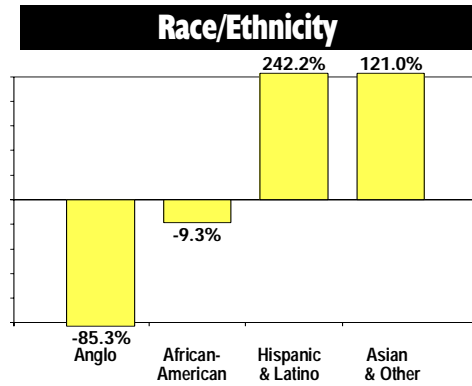
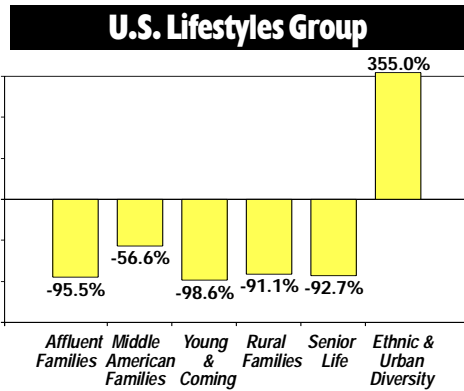


The average household income in the study area is \$53239 a year as compared to the U.S. average of \$77135. The average age in the study area is 34.2 and is projected to increase to 35.3 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
Population	32,417	30,727	32,751	34,490		
Population Change		(1,690)	2,024	1,739		
Percentage Change		-5.2%	6.6%	5.3%		
Average Annual Growth Rate		-0.5%	1.1%	1.1%		
Density (Pop. per square mile)	14,218	13,477	14,364	15,127		
HOUSEHOLDS						
▲ Households	8,637	8,932	9,687	10,294		
Household Change		295	755	607		
Percentage Change		3.4%	8.5%	6.3%		
Average Annual Growth Rate		0.3%	1.4%	1.3%		
↓ Persons Per Household	3.69	3.38	3.33	3.30		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	2,460	8.0%	2,955	9.0%	3,379	9.8%
↓ African-American (Non-Hisp)	4,022	13.1%	3,660	11.2%	3,279	9.5%
↓ Hispanic/Latino	18,882	61.5%	19,931	60.9%	20,831	60.4%
▲ Asian/Other (Non-Hisp)	5,364	17.5%	6,205	18.9%	7,002	20.3%
POPULATION BY GENDER						
▲ Female	14,716	47.9%	15,732	48.0%	16,610	48.2%
↓ Male	16,011	52.1%	17,019	52.0%	17,880	51.8%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	4,506	14.7%	7,462	22.8%	10,068	29.2%
↓ Millennials (Born 1982 to 2001)	9,735	31.7%	10,320	31.5%	10,169	29.5%
↓ Survivors (Born 1961 to 1981)	9,814	31.9%	9,404	28.7%	9,475	27.5%
↓ Boomers (Born 1943 to 1960)	4,811	15.7%	4,170	12.7%	3,768	10.9%
↓ Silents (Born 1925 to 1942)	1,621	5.3%	1,305	4.0%	1,009	2.9%
↓ Builders (Born 1924 and earlier)	367	1.2%	91	0.3%	4	0.0%
AGE						
▲ Average Age		33.2		34.2		35.3
▲ Median Age		30.9		32.8		34.8
INCOME						
▲ Average Household Income		\$44,000		\$53,239		\$59,121
▲ Median Household Income		\$35,567		\$41,255		\$45,382
▲ Per Capita Income		\$12,790		\$15,747		\$17,645

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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	169	1.9%	415	4.3%	611	5.9%
\$100,000 to \$149,999	714	8.0%	733	7.6%	973	9.5%
▲ \$75,000 to \$99,999	769	8.6%	992	10.2%	1,114	10.8%
\$50,000 to \$74,999	1,484	16.6%	1,645	17.0%	1,708	16.6%
\$35,000 to \$49,999	1,175	13.2%	1,528	15.8%	1,564	15.2%
↓ \$25,000 to \$34,999	1,270	14.2%	1,277	13.2%	1,354	13.2%
↓ \$15,000 to \$24,999	1,570	17.6%	1,629	16.8%	1,589	15.4%
↓ Under \$15,000	1,781	19.9%	1,468	15.2%	1,380	13.4%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,650	8.6%	2,636	8.0%	2,626	7.6%
▲ Required Formal Schooling (5-17)	5,709	18.6%	6,105	18.6%	6,601	19.1%
↓ College Years, Career Starts (18-24)	3,567	11.6%	2,881	8.8%	2,826	8.2%
Singles and Young Families (25-34)	5,777	18.8%	6,160	18.8%	5,193	15.1%
▲ Families, Empty Nesters (35-54)	8,043	26.2%	9,094	27.8%	10,521	30.5%
▲ Enrichment Years Singles/Couples (55-64)	2,695	8.8%	2,938	9.0%	3,171	9.2%
▲ Retirement Opportunities (65+)	2,413	7.9%	2,938	9.0%	3,555	10.3%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,650	8.6%	2,636	8.0%	2,626	7.6%
5 to 9 years	2,320	7.6%	2,552	7.8%	2,636	7.6%
▲ 10 to 14 years	2,092	6.8%	2,274	6.9%	2,567	7.4%
15 to 17 years	1,297	4.2%	1,279	3.9%	1,398	4.1%
↓ 18 to 20 years	1,409	4.6%	1,211	3.7%	1,255	3.6%
↓ 21 to 24 years	2,158	7.0%	1,670	5.1%	1,571	4.6%
↓ 25 to 29 years	2,894	9.4%	2,874	8.8%	2,417	7.0%
30 to 34 years	2,883	9.4%	3,286	10.0%	2,776	8.0%
35 to 39 years	2,446	8.0%	2,862	8.7%	2,991	8.7%
▲ 40 to 44 years	2,074	6.7%	2,470	7.5%	3,052	8.8%
▲ 45 to 49 years	1,832	6.0%	2,027	6.2%	2,407	7.0%
50 to 54 years	1,691	5.5%	1,735	5.3%	2,071	6.0%
55 to 59 years	1,506	4.9%	1,549	4.7%	1,638	4.7%
▲ 60 to 64 years	1,189	3.9%	1,389	4.2%	1,533	4.4%
▲ 65 to 69 years	708	2.3%	1,037	3.2%	1,185	3.4%
▲ 70 to 74 years	561	1.8%	631	1.9%	975	2.8%
▲ 75 to 84 years	736	2.4%	816	2.5%	954	2.8%
85 or more years	408	1.3%	454	1.4%	441	1.3%

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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		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	25,289			
▲ Single (Never Married)	12,335	48.8%	32.9%	148
↓ Married	9,661	38.2%	50.2%	76
↓ Divorced/Widowed	3,295	13.0%	16.9%	77
Marital Status Females 15 and Older (2016)	12,102			
▲ Single (Never Married)	5,371	44.4%	29.8%	149
↓ Married	4,494	37.1%	48.8%	76
↓ Divorced/Widowed	2,237	18.5%	21.4%	86
Marital Status Males 15 and Older (2016)	13,188			
▲ Single (Never Married)	6,964	52.8%	36.2%	146
↓ Married	5,166	39.2%	51.6%	76
↓ Divorced/Widowed	1,058	8.0%	12.3%	65
FAMILY STRUCTURE				
Households By Type (2016)	9,687			
Married Couple	3,854	39.8%	48.5%	82
▲ Other Family - Male Head of Household	986	10.2%	4.9%	206
▲ Other Family - Female Head of Household	1,874	19.3%	13.0%	149
Non Family - Male Head of Household	1,626	16.8%	15.8%	106
↓ Non Family - Female Head of Household	1,347	13.9%	17.7%	78
Households With Children 0 to 18 (2016)	4,354			
Married Couple Family	2,487	57.1%	65.2%	88
▲ Other Family - Male Head of Household	540	12.4%	8.5%	146
Other Family - Female Head of Household	1,277	29.3%	25.3%	116
Non Family	50	1.1%	1.0%	119
Population By Household Type (2016)	32,751			
↓ Group Quarters	508	1.6%	2.5%	62

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	508			
↓ Correctional Facilities	20	3.9%	30.0%	13
↓ College Dorms	50	9.8%	31.9%	31
↓ Military	0	0.0%	4.2%	0
Nursing Homes	255	50.2%	18.7%	268
▲ Other	183	36.0%	15.2%	237
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	32,751			
↓ White (Non-Hispanic)	2,955	9.0%	61.3%	15
African-American (Non-Hisp)	3,660	11.2%	12.3%	91
▲ Hispanic/Latino	19,931	60.9%	17.8%	342
↓ Native American (Non-Hisp)	189	0.6%	0.7%	79
▲ Asian (Non-Hisp)	5,217	15.9%	5.3%	302
▲ Hawaiian & Pacific Islander (Non-Hisp)	177	0.5%	0.2%	321
↓ Other Races & Multiple Races (Non-Hisp)	621	1.9%	2.4%	79
Asian Population By Race (2016)	5,284			
▲ Chinese	1,816	34.4%	22.3%	154
↓ Japanese	60	1.1%	5.0%	23
↓ Indian	101	1.9%	19.5%	10
↓ Korean	32	0.6%	9.6%	6
▲ Vietnamese	1,068	20.2%	11.0%	184
▲ Other Asian Races	2,207	41.8%	32.5%	129
Hispanic/Latino Population By Race (2016)	19,931			
↓ White	6,480	32.5%	53.0%	61
↓ African-American	287	1.4%	2.5%	58
▲ Native American	513	2.6%	1.4%	188
Asian	67	0.3%	0.4%	80
▲ Other Races & Multiple Races	12,584	63.1%	42.7%	148
Hispanic/Latino Population By Origin (2016)	19,931			
Mexican	14,511	72.8%	62.4%	117
↓ Puerto Rican	264	1.3%	9.5%	14
↓ Cuban	65	0.3%	3.5%	9
Other Hispanic Origin	5,091	25.5%	24.6%	104

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	7,671			
▲ Pre-Primary (Public)	424	5.5%	3.4%	161
↓ Pre-Primary (Private)	52	0.7%	2.6%	26
Elementary/High School (Public)	4,945	64.5%	58.9%	109
↓ Elementary/High School (Private)	252	3.3%	6.6%	50
Enrolled in College	1,997	26.0%	28.4%	92
Population By Education Completed (Age 25 and over) (2016)	21,130			
▲ Elementary (Less than 9 years)	5,556	26.3%	5.8%	452
▲ Some High School (9 to 11 years)	2,745	13.0%	7.8%	167
High School Graduate (12 years)	4,988	23.6%	27.9%	85
Some College (13 to 15 years)	3,761	17.8%	21.2%	84
↓ Associate Degree	879	4.2%	8.0%	52
↓ Bachelor's Degree	2,270	10.7%	18.3%	59
↓ Graduate Degree	930	4.4%	11.0%	40
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	13,741			
↓ TOTAL WHITE COLLAR	5,210	37.9%	61.5%	62
↓ Executive and Managerial	706	5.1%	9.7%	53
↓ Professional Specialty	1,099	8.0%	16.6%	48
↓ Technical Support	520	3.8%	8.3%	46
↓ Sales	957	7.0%	10.9%	64
Administrative Support & Clerical	1,928	14.0%	16.0%	88
▲ TOTAL BLUE COLLAR	8,531	62.1%	38.5%	161
▲ Service: Private Households	708	5.2%	3.7%	139
↓ Service: Protective	151	1.1%	2.2%	50
▲ Service: Other	1,799	13.1%	7.5%	175
↓ Farming, Forestry & Fishing	63	0.5%	0.7%	63
▲ Precision Production and Craft	2,991	21.8%	11.0%	198
Operators and Assemblers	363	2.6%	3.2%	81
▲ Transportation and Material Moving	1,240	9.0%	6.2%	146
▲ Laborers	1,216	8.8%	4.0%	219

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	24,871			
Employed	13,921	56.0%	58.1%	96
▲ Unemployed	2,385	9.6%	5.6%	170
Not in Labor Force	8,564	34.4%	36.3%	95
Total Female Pop. By Work Status (Age 20 to 64) (2013)	8,225			
TOTAL WORKING	4,545	55.3%	66.8%	83
With No Own Children	3,138	38.2%	42.2%	90
↓ With Own Children Age 0 to 5 only	354	4.3%	5.5%	79
↓ With Own Children Age 6 to 17 only	633	7.7%	14.8%	52
With Own Children Both Age 0 to 5 and 6 to 17	420	5.1%	4.3%	118
▲ TOTAL NOT WORKING (UNEMPLOYED)	810	9.8%	6.2%	158
▲ With No Own Children	596	7.2%	3.8%	193
↓ With Own Children Age 0 to 5 only	34	0.4%	0.7%	63
▲ With Own Children Age 6 to 17 only	153	1.9%	1.3%	148
↓ With Own Children Both Age 0 to 5 and 6 to 17	27	0.3%	0.5%	60
▲ TOTAL NOT IN THE LABOR FORCE	2,870	34.9%	27.0%	129
With No Own Children	1,472	17.9%	17.1%	105
▲ With Own Children Age 0 to 5 only	311	3.8%	2.6%	146
▲ With Own Children Age 6 to 17 only	521	6.3%	4.6%	136
▲ With Own Children Both Age 0 to 5 and 6 to 17	566	6.9%	2.6%	260
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	9,687			
↓ Above Poverty Line (Households with Children)	5,017	46.2%	59.6%	78
Above Poverty Line (Households without Children)	2,734	25.2%	26.5%	95
▲ Below Poverty Line (Households with Children)	1,695	15.6%	7.9%	198
▲ Below Poverty Line (Households without Children)	1,403	12.9%	6.0%	214
Households By Presence of Retirement Income (2013)	8,932			
↓ With Retirement Income	1,041	11.7%	17.6%	66
Without Retirement Income	7,661	85.8%	81.5%	105

Date: 6/20/2016

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Study Area Definition:
Custom Polygon

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)	9,687			
↓ Owner Occupied	2,743	28.3%	65.0%	44
▲ Renter Occupied	6,945	71.7%	35.0%	205
Median Rent (2013)	\$1,003		\$904	111
Structures By Number of Units (2016)	10,568			
↓ Single Unit	4,422	41.8%	67.3%	62
▲ 3 to 4 Units	3,017	28.5%	8.1%	352
▲ 5 to 19 Units	1,593	15.1%	9.3%	161
▲ 20 to 49 Units	846	8.0%	3.6%	222
▲ 50 or more Units	654	6.2%	5.1%	121
↓ Mobile Home	34	0.3%	6.4%	5
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	0.72		2.57	28
Owner-Occupied Property Values (2016)	2,743			
↓ Under \$40,000	78	2.8%	7.2%	39
↓ \$40,000 to \$59,999	47	1.7%	3.7%	46
↓ \$60,000 to \$79,999	65	2.4%	5.1%	46
↓ \$80,000 to \$99,999	16	0.6%	6.5%	9
↓ \$100,000 to 149,999	167	6.1%	15.1%	40
↓ \$150,000 to \$199,999	275	10.0%	14.6%	69
▲ \$200,000 to \$299,999	708	25.8%	18.1%	142
▲ \$300,000 to \$499,999	729	26.6%	16.9%	157
▲ \$500,000 to \$999,999	605	22.1%	9.7%	227
↓ \$1,000,000 and over	53	1.9%	3.0%	64
▲ Median Property Value	\$310,232		\$192,432	161

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	10,568			
▲ 2010 and later	788	7.5%	5.5%	135
↓ 2000 to 2009	848	8.0%	14.6%	55
↓ 1990 to 1999	513	4.9%	13.4%	36
↓ 1980 to 1989	324	3.1%	13.2%	23
↓ 1970 to 1979	843	8.0%	15.0%	53
1960 to 1969	1,064	10.1%	10.4%	97
↓ 1950 to 1959	830	7.9%	10.3%	76
▲ 1949 or earlier	5,358	50.7%	17.7%	287
Households By Number of Persons (2016)	9,687			
1 Person Household	2,124	21.9%	27.3%	80
↓ 2 Person Household	2,054	21.2%	32.3%	66
3 Person Household	1,595	16.5%	16.2%	101
4 Person Household	1,447	14.9%	13.1%	114
▲ 5 Person Household	1,097	11.3%	6.5%	175
▲ 6 Person Household	620	6.4%	2.8%	231
▲ 7 or more Person Household	751	7.8%	1.9%	406
▲ Average Persons Per Household	3.4		2.6	131
Households By Heating Type (2013)	8,702			
Utility and Other Gas	5,122	58.9%	54.0%	109
Electric	2,976	34.2%	36.1%	95
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	70	0.8%	2.2%	36
▲ Solar/Other Fuel	57	0.7%	0.5%	132
▲ No Fuel Used	477	5.5%	0.9%	580

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TRANSPORTATION				
Households By Number of Vehicles (2016)	9,687			
▲ No Vehicles	1,847	19.1%	9.0%	212
1 Vehicle	3,560	36.8%	33.7%	109
↓ 2 Vehicle	2,829	29.2%	37.5%	78
↓ 3 or more Vehicles	1,451	15.0%	19.8%	76
Workers By Travel Time to Work (2016)	12,794			
↓ Less than 15 minutes	2,318	18.1%	27.3%	66
15 to 29 minutes	4,782	37.4%	36.5%	102
30 to 44 minutes	3,095	24.2%	20.2%	120
45 to 59 minutes	1,041	8.1%	7.7%	105
▲ 60 or more minutes	1,559	12.2%	8.3%	147
Average Travel Time to Work (minutes)	31.9		28.2	113
Workers By Type of Transportation to Work (2016)	13,126			
↓ Drive Alone	6,456	49.2%	76.9%	64
▲ Car Pool	1,983	15.1%	9.6%	158
▲ Public Transportation	2,898	22.1%	5.1%	432
▲ Walk to Work	761	5.8%	2.8%	206
▲ Other Means	384	2.9%	1.2%	235
Work at Home	644	4.9%	4.4%	112

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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.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	8,099	83.6%	18.4%	455
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,320	13.6%	31.4%	43
4	Rural Families (27, 26, 29, 33, 35 and 38)	112	1.2%	13.1%	9
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	66	0.7%	15.1%	5
5	Senior Life (7, 20, 21, 22, 30 and 31)	49	0.5%	6.9%	7
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	20	0.2%	14.7%	1

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.		
40	Surviving Urban Diversity	1,917	19.8%	4.0%	489
45	Struggling Urban Diversity	1,810	18.7%	2.5%	761
46	Struggling Black Households	1,741	18.0%	2.5%	715
24	Metro Multi-Ethnic Diversity	1,211	12.5%	2.7%	455
17	Large Young Families	851	8.8%	2.2%	408
41	Struggling Hispanic Households	665	6.9%	1.6%	424
32	Working Urban Life	619	6.4%	1.7%	387
28	Building Country Families	325	3.4%	2.8%	120
25	Working Country Consumers	143	1.5%	4.1%	36
43	Laboring Urban Diversity	104	1.1%	0.5%	212
29	Working Country Families	78	0.8%	1.0%	84
14	Secure Mid-Life Families	60	0.6%	0.7%	95
27	Country Family Diversity	33	0.3%	0.3%	100
21	Mature and Stable	31	0.3%	0.6%	56
44	Laboring Urban Life	30	0.3%	0.1%	413
20	Cautious and Mature	18	0.2%	2.6%	7
15	Reliable Young Starters	17	0.2%	4.3%	4
49	Exception Households	16	0.2%	0.2%	66
4	Educated Mid-Life Families	6	0.1%	3.4%	2
39	New Beginning Urbanites	2	0.0%	2.8%	1

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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.		
42	Laboring Rural Diversity	2	0.0%	1.5%	1
10	Suburban Mid-Life Families	1	0.0%	5.5%	0
47	University Life	1	0.0%	0.8%	1
26	Working Suburban Families	1	0.0%	0.1%	9
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
35	Laboring Country Families	0	0.0%	2.7%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
3	Mid-Life Prosperity	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
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
7	Prosperous and Mature	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
9	Educated Working Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
TOTALS		9,682	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

Strongly Involved with Their Faith	33.3%	35.4%	94
↓ Somewhat Involved with Their Faith	24.7%	29.9%	83
▲ Not Involved with Their Faith	39.6%	34.7%	114

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.6%	22.1%	80
Decreased Their Involvement with Their Faith in the Last 10 Years	22.3%	23.7%	94

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	178
↓ Baptist	14.2%	16.1%	88
↓ Catholic	18.6%	23.7%	79
↓ Congregational	1.5%	2.0%	76
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	234
↓ Episcopal	2.5%	2.9%	87
↓ Holiness	0.6%	0.8%	74
▲ Jehovah's Witnesses	1.8%	1.1%	174
↓ Judaism	2.4%	3.2%	77
↓ Lutheran	4.9%	7.2%	67
↓ Methodist	5.2%	10.1%	52
▲ Mormon	3.0%	1.8%	170
▲ New Age	1.2%	0.6%	218
▲ Non-Denominational / Independent	10.9%	6.9%	157
↓ Orthodox	0.2%	0.3%	80
▲ Pentecostal	3.4%	2.4%	141
↓ Presbyterian / Reformed	3.4%	4.6%	74
Unitarian / Universalist	0.7%	0.7%	100
▲ Interested but No Preference	6.1%	3.9%	156
▲ Not Interested and No Preference	16.7%	11.1%	151
▲ Likely to Have Changed Their Preference in the Last 10 Years	18.8%	16.8%	112

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.1%	4.0%	102
▲ Lets them do what they want and is supportive	13.0%	11.7%	111
Lets them do what they want and stays out of the way	4.9%	4.8%	102
Works with them on deciding what to do and helps them do it	78.0%	79.6%	98

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	38.6%	43.5%	89
↓ Finding/Providing Health Insurance	24.0%	29.0%	83
Day-to-Day Financial Worries	34.9%	31.6%	110
▲ Finding Employment Opportunities	18.8%	14.4%	131
▲ Finding Affordable Housing	22.0%	11.3%	195
▲ Providing Adequate Food	10.3%	8.6%	120
Finding Child Care	6.6%	6.3%	105
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	17.8%	16.7%	106
Dealing With Teen / Child Problems	22.0%	20.7%	106
↓ Finding/Providing Aging Parent Care	11.5%	15.5%	74
▲ Dealing With Abusive Relationships	15.0%	11.4%	132
↓ Dealing With Divorce	3.1%	4.5%	70
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	43.7%	27.0%	162
Finding/Providing Good Schools	22.0%	23.5%	94
↓ Dealing with Problems in Schools	11.8%	13.6%	87
▲ Dealing With Racial / Ethnic Prejudice	21.9%	13.1%	167
▲ Dealing With Neighborhood Gangs	21.4%	8.5%	252
▲ Dealing with Social Injustice	15.2%	11.3%	134
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	44.7%	50.6%	88
↓ Finding Time for Recreation / Leisure	19.0%	25.3%	75
Finding Better Quality Healthcare	22.0%	23.9%	92
↓ Finding A Satisfying Job / Career	14.8%	19.3%	77
↓ Finding Retirement Opportunities	13.6%	18.9%	72
↓ Achieving A Fulfilling Marriage	14.4%	22.3%	64
↓ Developing Parenting Skills	10.0%	14.7%	68
▲ Achieving Educational Objectives	8.5%	7.5%	114
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	26.3%	29.8%	88
Finding Companionship	19.0%	17.3%	110
↓ Finding A Good Church	12.2%	15.2%	80
Finding Spiritual Teaching	13.8%	12.9%	106
↓ Finding Life Direction	11.5%	14.0%	83

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	85.8%	84.5%	102
“God is actively involved in the world including nations and their governments”	66.6%	63.8%	104

SOCIETY:

“It is important to preserve the traditional American family structure”	89.2%	91.5%	97
“A healthy environment has become a national crisis”	84.5%	82.8%	102
“Public education is essential to the future of American society”	92.6%	94.0%	99

INSTITUTIONAL ROLES:

▲ “Government should be the primary provider of human welfare services”	56.9%	50.1%	114
“The role of Churches / Synagogues is to help form and support moral values”	80.8%	81.1%	100
▲ “Churches and religious organizations should provide more human services”	70.0%	62.6%	112

RACIAL / ETHNIC CHANGE:

▲ “The United States must open its doors to all people groups”	42.1%	36.3%	116
↓ “The changing racial / ethnic face of America is a threat to our national heritage”	32.4%	36.3%	89

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.5%	59.8%	98
↓ More than \$500 per year	27.5%	31.2%	88
↓ More than \$1,000 per year	14.0%	17.4%	80

TO CHARITIES:

↓ More than \$100 per year	29.6%	33.7%	88
↓ More than \$500 per year	4.5%	6.8%	66
↓ More than \$1,000 per year	1.9%	2.3%	83

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	15.8%	16.1%	98
More than \$500 per year	4.7%	4.3%	109
▲ More than \$1,000 per year	2.6%	2.2%	118

Ministry Area Profile 2016
Compass
REPORT

Saint Elizabeth Parish

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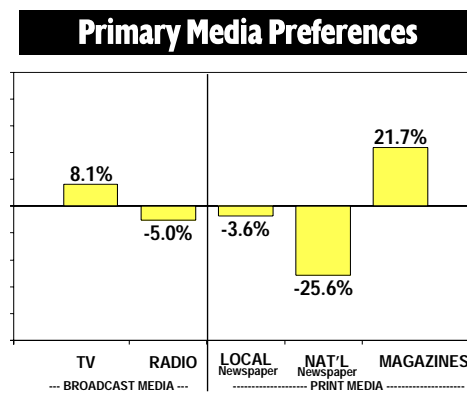
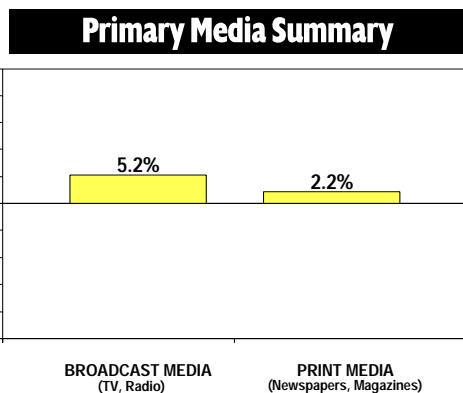
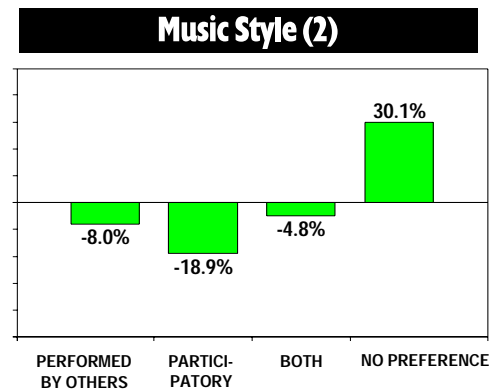
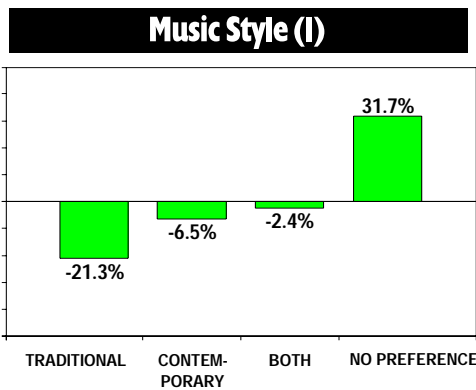
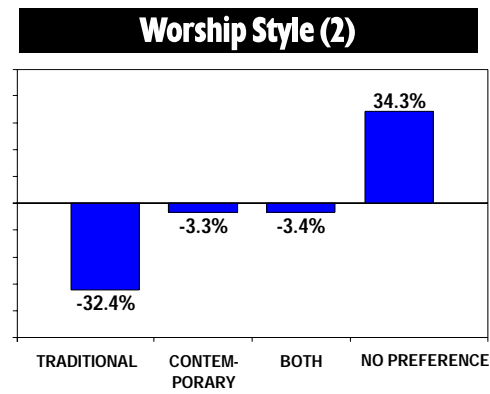
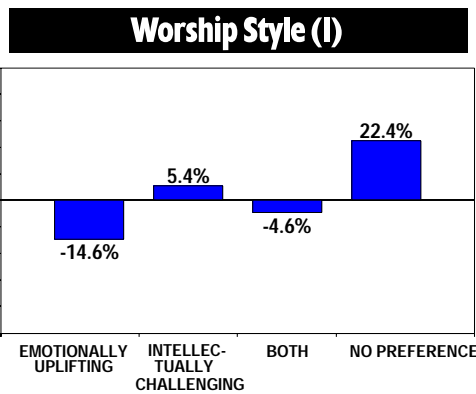
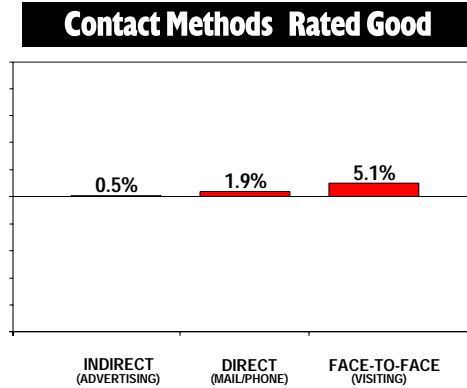
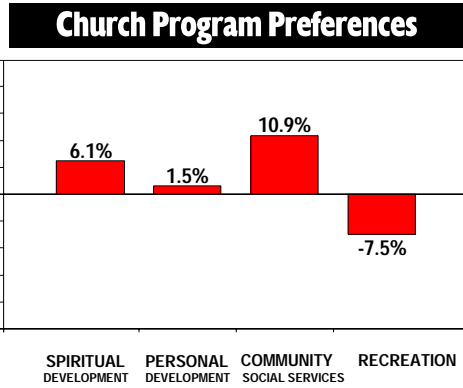
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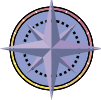


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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	45.5%	41.1%	111
↓ Adult Theological Discussion Groups	18.8%	22.5%	83
▲ Spiritual Retreats	15.6%	11.6%	134

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	12.1%	15.2%	79
▲ Parent Training Programs	9.5%	7.8%	122
▲ Twelve Step Programs	5.4%	3.5%	156
Divorce Recovery	2.3%	2.4%	96

COMMUNITY/SOCIAL SERVICES:

▲ Personal or Family Counseling	24.9%	22.5%	111
▲ Care for the Terminally Ill	19.0%	15.7%	121
Food and Clothing Resources	11.4%	11.1%	103
▲ Day Care Services	7.0%	6.1%	116
Church Sponsored Day-School	5.4%	5.7%	95

RECREATION:

Youth Social Programs	29.0%	29.7%	98
↓ Family Activities and Outings	28.9%	32.8%	88
Active Retirement Programs	24.9%	26.8%	93
Cultural Programs (Music, Drama, Art)	17.4%	18.9%	92
Sports or Camping	5.7%	6.3%	90

SUMMARY

Spiritual Development Index	106
Personal Development Index	102
▲ Community/Social Services Index	111
Recreation Index	93



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.5%	26.4%	85
B. Intellectually Challenging	11.7%	11.1%	105
C. Both A and B	37.4%	39.2%	95
▲ D. No Preference or Not Interested	28.6%	23.4%	122

PART 2:

↓ A. Traditional/Formal/Ceremonial	13.7%	20.2%	68
B. Contemporary/Informal	25.4%	26.3%	97
C. Both A and B	25.6%	26.5%	97
▲ D. No Preference or Not Interested	36.2%	26.9%	134

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	19.2%	24.4%	79
B. Contemporary	18.4%	19.7%	93
C. Both A and B	30.4%	31.1%	98
▲ D. No Preference or Not Interested	32.6%	24.8%	132

PART 2:

A. Performed by Others	17.2%	18.7%	92
↓ B. Participatory	18.6%	22.9%	81
C. Both A and B	30.6%	32.2%	95
▲ D. No Preference or Not Interested	34.1%	26.2%	130



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↓ 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	19.3%	22.0%	88
B. Personal Spiritual Development	15.1%	14.3%	105
C. Both A and B	33.7%	37.4%	90
▲ D. No Preference or Not Interested	32.2%	26.3%	123

PART 2:

A. Global Mission	6.3%	6.2%	102
↓ B. Local Mission	27.3%	33.3%	82
C. Both A and B	27.8%	30.1%	92
▲ D. No Preference or Not Interested	39.3%	30.4%	129

CHURCH ARCHITECTURE INDICATOR

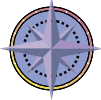
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	21.4%	26.6%	80
B. Contemporary	16.9%	15.9%	106
C. Both A and B	30.4%	32.3%	94
▲ D. No Preference or Not Interested	31.7%	25.1%	126

PART 2:

A. Somber/Serious	9.1%	9.4%	97
↓ B. Light and Airy	30.3%	34.7%	87
C. Both A and B	25.3%	27.7%	91
▲ D. No Preference or Not Interested	35.0%	28.2%	124



Date: 6/20/2016

Prepared For:
 Saint Elizabeth Parish

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			

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	51.1%	47.3%	108
Radio	12.7%	13.3%	95

PRINT MEDIA:

Local Newspaper	37.2%	36.1%	103
↓ National Newspaper	3.2%	4.3%	74
▲ Magazines	3.4%	2.4%	139

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.3%	31.9%	92
Radio	24.9%	23.8%	105

PRINT MEDIA:

Local Newspaper	31.5%	32.7%	96
▲ National Newspaper	6.8%	5.8%	118
▲ Magazines	8.6%	7.0%	122

SUMMARY

Overall Broadcast Media Index (100 = Average)	101
Overall Print Media Index	103



Date: 6/20/2016

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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			

CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	37.1%	36.2%	102
Putting Ad in Local Newspaper	31.9%	33.8%	94
Local Cable Channels	32.0%	30.4%	105
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	51.8%	53.7%	97
Calling and Offering to Send Information By Mail	30.9%	29.5%	105
▲ Calling and Discussing on the Phone	14.3%	12.0%	119
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	18.9%	20.1%	94
▲ Going Door to Door	16.9%	14.0%	121

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	19.2%	19.6%	98
Putting Ad in Local Newspaper	23.1%	21.5%	107
Local Cable Channels	29.1%	30.7%	95
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.6%	13.3%	124
Calling and Offering to Send Information By Mail	33.2%	34.0%	97
Calling and Discussing on the Phone	58.8%	60.6%	97
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	48.4%	49.6%	98
Going Door to Door	58.1%	64.0%	91

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	101
Direct Methods Index	102
Face-to-Face Methods Index	105

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	99
Direct Methods Index	101
Face-to-Face Methods Index	94