

**ministry**  
**area** ●●●●●●  
**profile** **2016**

Saint Stephen Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Stephen Parish

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

**A** Currently, there are 16,510 persons residing in the defined study area. This represents an increase of 478 or 3.0% 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 4.2% or 690 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 *somewhat low* with 15 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rising Potential Professionals* representing 33.4% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**

**A** Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 71.3% of the population and all other racial/ethnic groups make up only 28.7% which is somewhat below the national average of 39%. The largest of these groups, *Asians*, accounts for 11.2% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 16.2% 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 *Survivors* (age 35 to 55) comprised of 4,836 persons or 29.3% 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 *very 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 97.4% 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 56.7% 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, Time for Recreation/Leisure, Racial/Ethnic Prejudice, Finding Life Direction, Aging Parent Care* and *Neighborhood Gangs*. (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?**

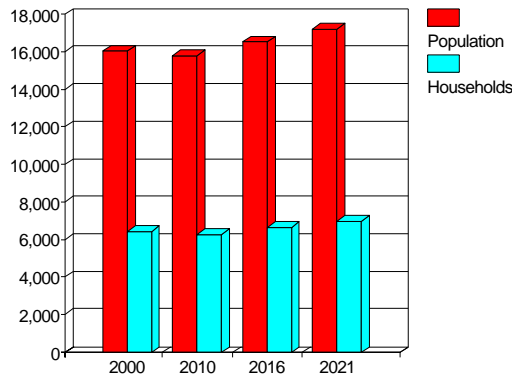
**A** Based upon the average household income of \$132,684 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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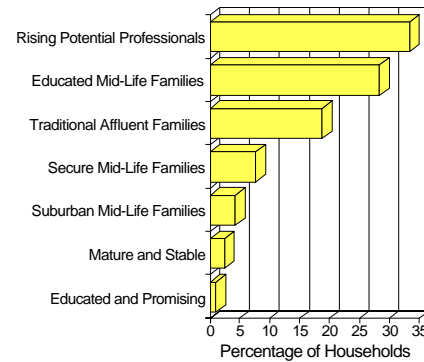
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### Population and Households

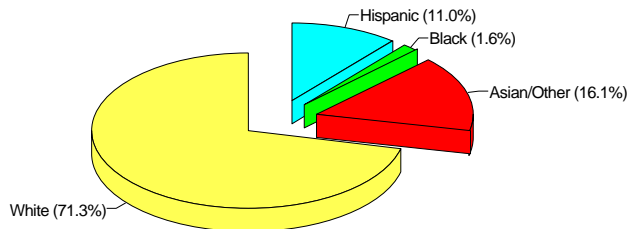


### Primary U.S. Lifestyles Segments-2016

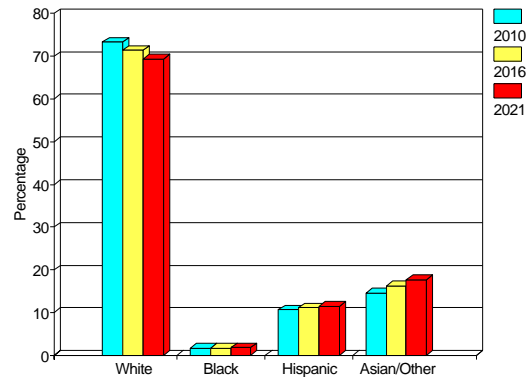


The population in the study area has increased by 733 persons, or 4.6% since 2010 and is projected to increase by 690 persons, or 4.2% between 2016 and 2021. The number of households has increased by 363, or 5.8% since 2010 and is projected to increase by 321, or 4.8% between 2016 and 2021.

### Population By Race/Ethnicity-2016

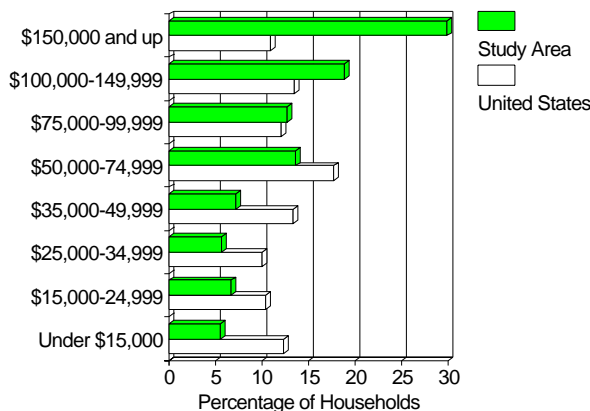


### Population By Race/Ethnicity Trend

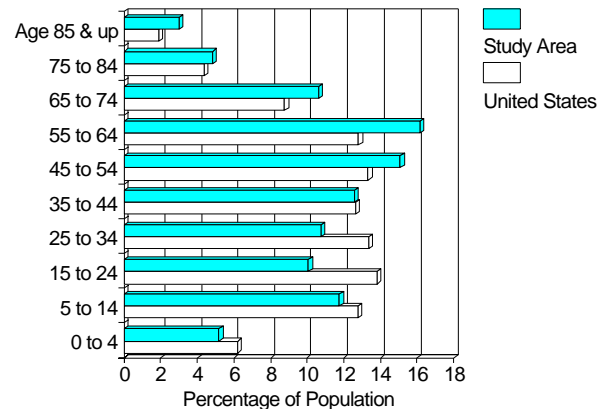


Between 2016 and 2021, the White population is projected to increase by 157 persons and to decrease from 71.3% to 69.3% of the total population. The Black population is projected to increase by 17 persons and to remain stable at 1.6% of the total. The Hispanic/Latino population is projected to increase by 143 persons and to increase from 11.0% to 11.4% of the total. The Asian/Other population is projected to increase by 372 persons and to increase from 16.1% to 17.6% of the total population.

### Households By Income-2016



### Population by Age-2016

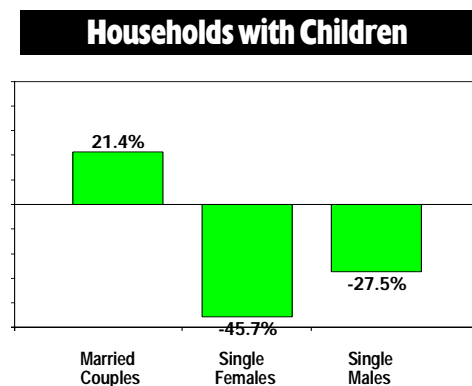
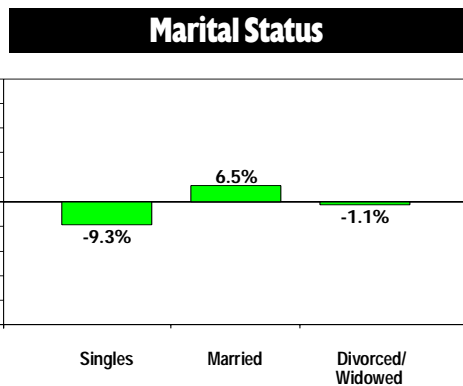
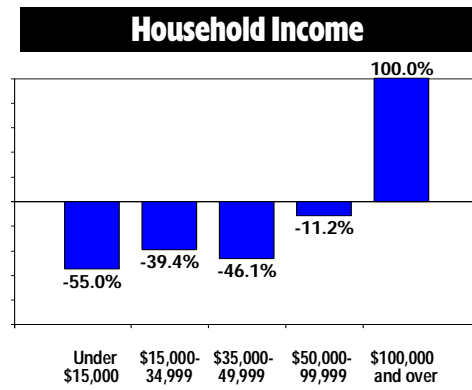
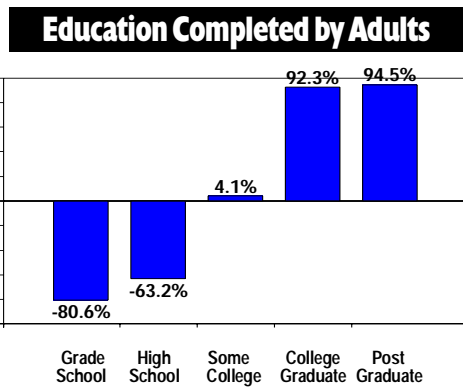
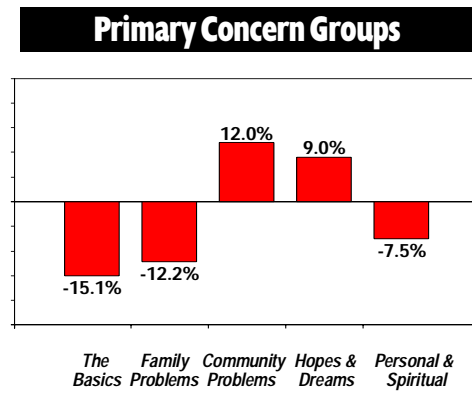
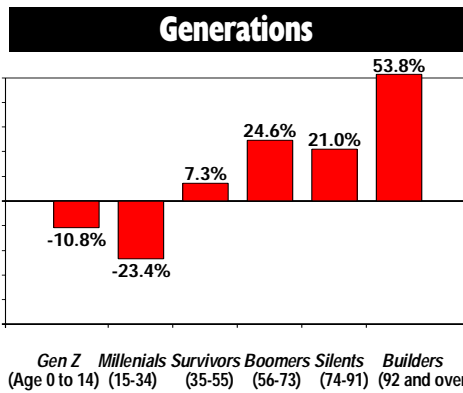
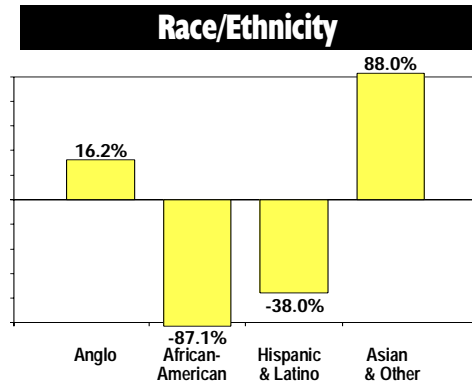
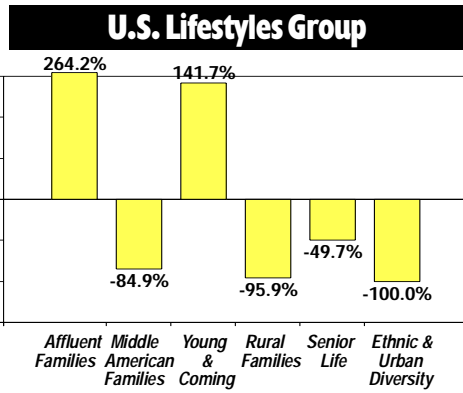


The average household income in the study area is \$132684 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.7 and is projected to increase to 43.5 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend				
↓ Indicates a consistent downward trend				
Population	16,032	15,777	16,510	17,200
Population Change		(255)	733	690
Percentage Change		-1.6%	4.6%	4.2%
▲ Average Annual Growth Rate		-0.2%	0.8%	0.8%
Density (Pop. per square mile)	3,048	2,999	3,139	3,270
HOUSEHOLDS				
Households	6,425	6,292	6,655	6,976
Household Change		(133)	363	321
Percentage Change		-2.1%	5.8%	4.8%
▲ Average Annual Growth Rate		-0.2%	1.0%	1.0%
Persons Per Household	2.44	2.45	2.42	2.41

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	11,574	73.4%	11,766	71.3%	11,923	69.3%
▲ African-American (Non-Hisp)	240	1.5%	263	1.6%	280	1.6%
▲ Hispanic/Latino	1,673	10.6%	1,821	11.0%	1,964	11.4%
▲ Asian/Other (Non-Hisp)	2,291	14.5%	2,660	16.1%	3,032	17.6%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	8,099	51.3%	8,460	51.2%	8,809	51.2%
▲ Male	7,678	48.7%	8,050	48.8%	8,391	48.8%

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)	1,663	10.5%	2,797	16.9%	3,803	22.1%
▲ Millennials (Born 1982 to 2001)	3,240	20.5%	3,435	20.8%	3,582	20.8%
↓ Survivors (Born 1961 to 1981)	4,659	29.5%	4,836	29.3%	5,032	29.3%
↓ Boomers (Born 1943 to 1960)	4,189	26.6%	4,008	24.3%	3,714	21.6%
↓ Silents (Born 1925 to 1942)	1,532	9.7%	1,333	8.1%	1,064	6.2%
↓ Builders (Born 1924 and earlier)	420	2.7%	99	0.6%	5	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	41.4	42.7	43.5
▲ Median Age	43.2	44.8	46.2

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$123,481	\$132,684	\$144,903
▲ Median Household Income	\$94,656	\$102,772	\$112,367
▲ Per Capita Income	\$49,245	\$53,484	\$58,770

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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	1,678	26.7%	1,983	29.8%	2,338	33.5%
\$100,000 to \$149,999	1,241	19.7%	1,250	18.8%	1,360	19.5%
\$75,000 to \$99,999	782	12.4%	845	12.7%	826	11.8%
↓ \$50,000 to \$74,999	979	15.6%	906	13.6%	897	12.9%
↓ \$35,000 to \$49,999	632	10.0%	481	7.2%	424	6.1%
\$25,000 to \$34,999	255	4.1%	375	5.6%	391	5.6%
\$15,000 to \$24,999	341	5.4%	447	6.7%	406	5.8%
↓ Under \$15,000	385	6.1%	368	5.5%	333	4.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	937	5.9%	856	5.2%	870	5.1%
Required Formal Schooling (5-17)	2,305	14.6%	2,480	15.0%	2,556	14.9%
▲ College Years, Career Starts (18-24)	941	6.0%	1,120	6.8%	1,293	7.5%
↓ Singles and Young Families (25-34)	1,872	11.9%	1,776	10.8%	1,675	9.7%
↓ Families, Empty Nesters (35-54)	4,858	30.8%	4,566	27.7%	4,381	25.5%
▲ Enrichment Years Singles/Couples (55-64)	2,403	15.2%	2,667	16.2%	2,799	16.3%
▲ Retirement Opportunities (65+)	2,387	15.1%	3,044	18.4%	3,626	21.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	937	5.9%	856	5.2%	870	5.1%
5 to 9 years	907	5.7%	975	5.9%	894	5.2%
▲ 10 to 14 years	855	5.4%	966	5.9%	1,032	6.0%
15 to 17 years	543	3.4%	539	3.3%	630	3.7%
▲ 18 to 20 years	398	2.5%	484	2.9%	563	3.3%
21 to 24 years	543	3.4%	636	3.9%	730	4.2%
25 to 29 years	900	5.7%	723	4.4%	975	5.7%
30 to 34 years	972	6.2%	1,053	6.4%	700	4.1%
↓ 35 to 39 years	1,008	6.4%	1,034	6.3%	991	5.8%
↓ 40 to 44 years	1,168	7.4%	1,043	6.3%	1,067	6.2%
↓ 45 to 49 years	1,331	8.4%	1,185	7.2%	1,050	6.1%
↓ 50 to 54 years	1,351	8.6%	1,304	7.9%	1,273	7.4%
↓ 55 to 59 years	1,295	8.2%	1,350	8.2%	1,353	7.9%
▲ 60 to 64 years	1,108	7.0%	1,317	8.0%	1,446	8.4%
▲ 65 to 69 years	725	4.6%	1,052	6.4%	1,154	6.7%
▲ 70 to 74 years	475	3.0%	699	4.2%	1,027	6.0%
▲ 75 to 84 years	720	4.6%	796	4.8%	941	5.5%
85 or more years	467	3.0%	497	3.0%	504	2.9%

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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	13,713			
Single (Never Married)	4,093	29.8%	32.9%	91
Married	7,323	53.4%	50.2%	106
Divorced/Widowed	2,296	16.7%	16.9%	99
<b>Marital Status Females 15 and Older (2016)</b>	7,100			
Single (Never Married)	1,801	25.4%	29.8%	85
Married	3,713	52.3%	48.8%	107
Divorced/Widowed	1,586	22.3%	21.4%	104
<b>Marital Status Males 15 and Older (2016)</b>	6,613			
Single (Never Married)	2,292	34.7%	36.2%	96
Married	3,611	54.6%	51.6%	106
Divorced/Widowed	710	10.7%	12.3%	88
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	6,655			
Married Couple	3,569	53.6%	48.5%	111
Other Family - Male Head of Household	267	4.0%	4.9%	81
↓ Other Family - Female Head of Household	559	8.4%	13.0%	65
Non Family - Male Head of Household	996	15.0%	15.8%	95
Non Family - Female Head of Household	1,264	19.0%	17.7%	107
<b>Households With Children 0 to 18 (2016)</b>	2,005			
▲ Married Couple Family	1,588	79.2%	65.2%	121
↓ Other Family - Male Head of Household	123	6.1%	8.5%	72
↓ Other Family - Female Head of Household	276	13.8%	25.3%	54
Non Family	18	0.9%	1.0%	93
<b>Population By Household Type (2016)</b>	16,510			
Group Quarters	362	2.2%	2.5%	87



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	362			
↓ Correctional Facilities	2	0.6%	30.0%	2
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	308	85.1%	18.7%	454
Other	53	14.6%	15.2%	96
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	16,510			
White (Non-Hispanic)	11,766	71.3%	61.3%	116
↓ African-American (Non-Hisp)	263	1.6%	12.3%	13
↓ Hispanic/Latino	1,821	11.0%	17.8%	62
↓ Native American (Non-Hisp)	24	0.1%	0.7%	20
▲ Asian (Non-Hisp)	<b>1,828</b>	<b>11.1%</b>	<b>5.3%</b>	<b>210</b>
↓ Hawaiian & Pacific Islander (Non-Hisp)	17	0.1%	0.2%	61
▲ Other Races & Multiple Races (Non-Hisp)	<b>792</b>	<b>4.8%</b>	<b>2.4%</b>	<b>200</b>
<b>Asian Population By Race (2016)</b>	1,849			
▲ Chinese	<b>750</b>	<b>40.6%</b>	<b>22.3%</b>	<b>182</b>
Japanese	96	5.2%	5.0%	103
↓ Indian	83	4.5%	19.5%	23
Korean	197	10.7%	9.6%	110
↓ Vietnamese	111	6.0%	11.0%	55
Other Asian Races	612	33.1%	32.5%	102
<b>Hispanic/Latino Population By Race (2016)</b>	1,821			
White	1,092	60.0%	53.0%	113
↓ African-American	16	0.9%	2.5%	35
Native American	22	1.2%	1.4%	88
▲ Asian	<b>21</b>	<b>1.2%</b>	<b>0.4%</b>	<b>275</b>
Other Races & Multiple Races	670	36.8%	42.7%	86
<b>Hispanic/Latino Population By Origin (2016)</b>	1,821			
Mexican	1,093	60.0%	62.4%	96
↓ Puerto Rican	75	4.1%	9.5%	43
↓ Cuban	22	1.2%	3.5%	34
▲ Other Hispanic Origin	<b>631</b>	<b>34.7%</b>	<b>24.6%</b>	<b>141</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	3,284			
↓ Pre-Primary (Public)	6	0.2%	3.4%	5
▲ Pre-Primary (Private)	137	4.2%	2.6%	159
↓ Elementary/High School (Public)	1,410	42.9%	58.9%	73
▲ Elementary/High School (Private)	534	16.3%	6.6%	245
▲ Enrolled in College	1,198	36.5%	28.4%	129
<b>Population By Education Completed (Age 25 and over) (2016)</b>	12,054			
↓ Elementary (Less than 9 years)	205	1.7%	5.8%	29
↓ Some High School (9 to 11 years)	112	0.9%	7.8%	12
↓ High School Graduate (12 years)	1,238	10.3%	27.9%	37
Some College (13 to 15 years)	2,702	22.4%	21.2%	106
Associate Degree	959	8.0%	8.0%	99
▲ Bachelor's Degree	4,247	35.2%	18.3%	192
▲ Graduate Degree	2,591	21.5%	11.0%	195
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	8,485			
▲ TOTAL WHITE COLLAR	6,296	74.2%	61.5%	121
▲ Executive and Managerial	1,673	19.7%	9.7%	202
Professional Specialty	1,664	19.6%	16.6%	118
▲ Technical Support	999	11.8%	8.3%	142
Sales	907	10.7%	10.9%	98
↓ Administrative Support & Clerical	1,053	12.4%	16.0%	77
↓ TOTAL BLUE COLLAR	2,190	25.8%	38.5%	67
Service: Private Households	310	3.7%	3.7%	99
▲ Service: Protective	251	3.0%	2.2%	134
↓ Service: Other	432	5.1%	7.5%	68
↓ Farming, Forestry & Fishing	8	0.1%	0.7%	13
↓ Precision Production and Craft	668	7.9%	11.0%	72
↓ Operators and Assemblers	94	1.1%	3.2%	34
↓ Transportation and Material Moving	270	3.2%	6.2%	52
↓ Laborers	157	1.9%	4.0%	46

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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	13,536			
Employed	8,424	62.2%	58.1%	107
↓ Unemployed	461	3.4%	5.6%	61
Not in Labor Force	4,651	34.4%	36.3%	95
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	4,833			
TOTAL WORKING	3,456	71.5%	66.8%	107
With No Own Children	2,194	45.4%	42.2%	108
With Own Children Age 0 to 5 only	304	6.3%	5.5%	115
With Own Children Age 6 to 17 only	819	16.9%	14.8%	114
↓ With Own Children Both Age 0 to 5 and 6 to 17	139	2.9%	4.3%	67
TOTAL NOT WORKING (UNEMPLOYED)	254	5.3%	6.2%	85
With No Own Children	211	4.4%	3.8%	116
↓ With Own Children Age 0 to 5 only	21	0.4%	0.7%	66
↓ With Own Children Age 6 to 17 only	22	0.5%	1.3%	36
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
TOTAL NOT IN THE LABOR FORCE	1,121	23.2%	27.0%	86
With No Own Children	760	15.7%	17.1%	92
With Own Children Age 0 to 5 only	118	2.4%	2.6%	94
↓ With Own Children Age 6 to 17 only	179	3.7%	4.6%	80
↓ With Own Children Both Age 0 to 5 and 6 to 17	64	1.3%	2.6%	50
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	6,655			
Above Poverty Line (Households with Children)	4,231	68.4%	59.6%	115
Above Poverty Line (Households without Children)	1,709	27.6%	26.5%	104
↓ Below Poverty Line (Households with Children)	162	2.6%	7.9%	33
↓ Below Poverty Line (Households without Children)	86	1.4%	6.0%	23
<b>Households By Presence of Retirement Income (2013)</b>	6,292			
With Retirement Income	1,203	19.1%	17.6%	109
Without Retirement Income	5,135	81.6%	81.5%	100

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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		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	6,655			
Owner Occupied	4,668	70.1%	65.0%	108
Renter Occupied	1,987	29.9%	35.0%	85
<b>▲ Median Rent (2013)</b>	<b>\$1,412</b>		<b>\$904</b>	<b>156</b>
<b>Structures By Number of Units (2016)</b>	6,988			
<b>▲ Single Unit</b>	<b>5,647</b>	<b>80.8%</b>	<b>67.3%</b>	<b>120</b>
3 to 4 Units	552	7.9%	8.1%	97
↓ 5 to 19 Units	266	3.8%	9.3%	41
20 to 49 Units	233	3.3%	3.6%	92
50 or more Units	290	4.1%	5.1%	81
↓ Mobile Home	0	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
<b>▲ Single To Multiple Unit Ratio</b>	<b>4.21</b>		<b>2.57</b>	<b>164</b>
<b>Owner-Occupied Property Values (2016)</b>	4,668			
↓ Under \$40,000	6	0.1%	7.2%	2
↓ \$40,000 to \$59,999	21	0.4%	3.7%	12
↓ \$60,000 to \$79,999	6	0.1%	5.1%	2
↓ \$80,000 to \$99,999	6	0.1%	6.5%	2
↓ \$100,000 to 149,999	44	0.9%	15.1%	6
↓ \$150,000 to \$199,999	34	0.7%	14.6%	5
↓ \$200,000 to \$299,999	83	1.8%	18.1%	10
↓ \$300,000 to \$499,999	564	12.1%	16.9%	71
<b>▲ \$500,000 to \$999,999</b>	<b>2,742</b>	<b>58.7%</b>	<b>9.7%</b>	<b>605</b>
<b>▲ \$1,000,000 and over</b>	<b>1,161</b>	<b>24.9%</b>	<b>3.0%</b>	<b>822</b>
<b>▲ Median Property Value</b>	<b>\$755,294</b>		<b>\$192,432</b>	<b>392</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	6,988			
2010 and later	379	5.4%	5.5%	98
↓ 2000 to 2009	475	6.8%	14.6%	47
↓ 1990 to 1999	423	6.1%	13.4%	45
▲ 1980 to 1989	1,125	16.1%	13.2%	122
▲ 1970 to 1979	1,415	20.2%	15.0%	135
▲ 1960 to 1969	1,056	15.1%	10.4%	145
▲ 1950 to 1959	1,415	20.2%	10.3%	197
↓ 1949 or earlier	701	10.0%	17.7%	57
<b>Households By Number of Persons (2016)</b>	6,655			
1 Person Household	1,711	25.7%	27.3%	94
2 Person Household	2,419	36.3%	32.3%	113
3 Person Household	1,166	17.5%	16.2%	108
4 Person Household	917	13.8%	13.1%	105
↓ 5 Person Household	314	4.7%	6.5%	73
↓ 6 Person Household	80	1.2%	2.8%	43
↓ 7 or more Person Household	47	0.7%	1.9%	37
Average Persons Per Household	2.4		2.6	95
<b>Households By Heating Type (2013)</b>	6,339			
▲ Utility and Other Gas	4,964	78.3%	54.0%	145
↓ Electric	1,242	19.6%	36.1%	54
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	48	0.8%	2.2%	34
Solar/Other Fuel	36	0.6%	0.5%	115
No Fuel Used	49	0.8%	0.9%	82

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	Number	Percent		
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↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	6,655			
↓ No Vehicles	336	5.0%	9.0%	56
1 Vehicle	2,017	30.3%	33.7%	90
2 Vehicle	2,734	41.1%	37.5%	110
3 or more Vehicles	1,567	23.5%	19.8%	119
<b>Workers By Travel Time to Work (2016)</b>	7,672			
Less than 15 minutes	1,918	25.0%	27.3%	92
↓ 15 to 29 minutes	2,116	27.6%	36.5%	76
30 to 44 minutes	1,600	20.9%	20.2%	103
▲ 45 to 59 minutes	799	10.4%	7.7%	135
▲ 60 or more minutes	1,239	16.1%	8.3%	195
Average Travel Time to Work (minutes)	33.7		28.2	120
<b>Workers By Type of Transportation to Work (2016)</b>	8,155			
Drive Alone	5,478	67.2%	76.9%	87
↓ Car Pool	476	5.8%	9.6%	61
▲ Public Transportation	1,332	16.3%	5.1%	319
Walk to Work	205	2.5%	2.8%	89
Other Means	111	1.4%	1.2%	109
▲ Work at Home	553	6.8%	4.4%	155

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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	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	3,663	55.0%	15.1%	364
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,357	35.4%	14.7%	242
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	316	4.7%	31.4%	15
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	231	3.5%	6.9%	50
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	36	0.5%	13.1%	4
6	<b>Ethnic And Urban Diversity</b> (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.		
8	Rising Potential Professionals	2,223	33.4%	2.3%	1427
4	Educated Mid-Life Families	1,887	28.4%	3.4%	831
1	Traditional Affluent Families	1,254	18.8%	3.5%	541
14	Secure Mid-Life Families	508	7.6%	0.7%	1165
10	Suburban Mid-Life Families	287	4.3%	5.5%	78
21	Mature and Stable	164	2.5%	0.6%	435
19	Educated and Promising	68	1.0%	0.1%	1303
7	Prosperous and Mature	60	0.9%	0.5%	167
12	Educated New Starters	51	0.8%	2.9%	26
49	Exception Households	48	0.7%	0.2%	289
27	Country Family Diversity	30	0.5%	0.3%	133
15	Reliable Young Starters	15	0.2%	4.3%	5
3	Mid-Life Prosperity	14	0.2%	1.5%	14
28	Building Country Families	12	0.2%	2.8%	6
9	Educated Working Families	11	0.2%	0.1%	197
20	Cautious and Mature	7	0.1%	2.6%	4
25	Working Country Consumers	6	0.1%	4.1%	2
29	Working Country Families	6	0.1%	1.0%	9
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	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.		
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
5	Prosperous Diversity	0	0.0%	3.1%	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
<b>TOTALS</b>		<b>6,651</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	27.3%	35.4%	77
↓ Somewhat Involved with Their Faith	23.8%	29.9%	80
<b>▲ Not Involved with Their Faith</b>	<b>49.7%</b>	<b>34.7%</b>	<b>143</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.9%	22.1%	76
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.5%	23.7%	86

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.7%</b>	<b>0.5%</b>	<b>129</b>
↓ Baptist	6.6%	16.1%	41
Catholic	21.8%	23.7%	92
Congregational	2.1%	2.0%	108
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.2%</b>	<b>0.4%</b>	<b>280</b>
<b>▲ Episcopal</b>	<b>3.5%</b>	<b>2.9%</b>	<b>120</b>
↓ Holiness	0.1%	0.8%	15
↓ Jehovah's Witnesses	0.8%	1.1%	77
<b>▲ Judaism</b>	<b>5.5%</b>	<b>3.2%</b>	<b>176</b>
↓ Lutheran	5.6%	7.2%	77
↓ Methodist	4.8%	10.1%	48
<b>▲ Mormon</b>	<b>2.7%</b>	<b>1.8%</b>	<b>152</b>
<b>▲ New Age</b>	<b>1.2%</b>	<b>0.6%</b>	<b>216</b>
<b>▲ Non-Denominational / Independent</b>	<b>10.2%</b>	<b>6.9%</b>	<b>146</b>
↓ Orthodox	0.3%	0.3%	87
↓ Pentecostal	2.1%	2.4%	85
<b>▲ Presbyterian / Reformed</b>	<b>5.8%</b>	<b>4.6%</b>	<b>128</b>
<b>▲ Unitarian / Universalist</b>	<b>1.1%</b>	<b>0.7%</b>	<b>159</b>
<b>▲ Interested but No Preference</b>	<b>5.4%</b>	<b>3.9%</b>	<b>141</b>
<b>▲ Not Interested and No Preference</b>	<b>18.5%</b>	<b>11.1%</b>	<b>167</b>

Likely to Have Changed Their Preference in the Last 10 Years	17.5%	16.8%	104
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**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer A Leader Who:**

<b>▲ Tells them what to do</b>	<b>5.0%</b>	<b>4.0%</b>	<b>125</b>
↓ Lets them do what they want and is supportive	10.1%	11.7%	86
Lets them do what they want and stays out of the way	5.1%	4.8%	106
Works with them on deciding what to do and helps them do it	79.9%	79.6%	100

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	42.9%	43.5%	99
↓ Finding/Providing Health Insurance	21.0%	29.0%	73
↓ Day-to-Day Financial Worries	23.3%	31.6%	74
Finding Employment Opportunities	13.8%	14.4%	95
Finding Affordable Housing	10.7%	11.3%	95
↓ Providing Adequate Food	5.1%	8.6%	59
Finding Child Care	6.0%	6.3%	96
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	13.9%	16.7%	83
↓ Dealing With Teen / Child Problems	17.0%	20.7%	82
▲ Finding/Providing Aging Parent Care	<b>17.9%</b>	<b>15.5%</b>	<b>115</b>
↓ Dealing With Abusive Relationships	8.7%	11.4%	77
↓ Dealing With Divorce	2.9%	4.5%	65
<b>COMMUNITY PROBLEMS:</b>			
Neighborhood Crime and Safety	28.6%	27.0%	106
Finding/Providing Good Schools	24.1%	23.5%	103
Dealing with Problems in Schools	13.9%	13.6%	102
▲ Dealing With Racial / Ethnic Prejudice	<b>15.4%</b>	<b>13.1%</b>	<b>118</b>
▲ Dealing With Neighborhood Gangs	<b>9.7%</b>	<b>8.5%</b>	<b>115</b>
▲ Dealing with Social Injustice	<b>16.7%</b>	<b>11.3%</b>	<b>148</b>
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	<b>57.4%</b>	<b>50.6%</b>	<b>113</b>
▲ Finding Time for Recreation / Leisure	<b>31.5%</b>	<b>25.3%</b>	<b>124</b>
Finding Better Quality Healthcare	24.7%	23.9%	103
Finding A Satisfying Job / Career	20.8%	19.3%	107
Finding Retirement Opportunities	19.0%	18.9%	100
Achieving A Fulfilling Marriage	23.4%	22.3%	105
Developing Parenting Skills	14.5%	14.7%	99
Achieving Educational Objectives	7.9%	7.5%	106
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	29.9%	29.8%	100
Finding Companionship	18.8%	17.3%	109
↓ Finding A Good Church	9.0%	15.2%	59
↓ Finding Spiritual Teaching	8.5%	12.9%	66
▲ Finding Life Direction	<b>16.4%</b>	<b>14.0%</b>	<b>117</b>

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#### KEY VALUES INDICATOR

##### Estimated 2016 Households Likely to Agree With the Following Statements:

###### **GOD:**

“I believe there is a God”	78.9%	84.5%	93
↓ “God is actively involved in the world including nations and their governments”	52.0%	63.8%	82

###### **SOCIETY:**

“It is important to preserve the traditional American family structure”	88.7%	91.5%	97
“A healthy environment has become a national crisis”	83.0%	82.8%	100
“Public education is essential to the future of American society”	95.2%	94.0%	101

###### **INSTITUTIONAL ROLES:**

↓ “Government should be the primary provider of human welfare services”	44.0%	50.1%	88
“The role of Churches / Synagogues is to help form and support moral values”	78.3%	81.1%	97
“Churches and religious organizations should provide more human services”	63.1%	62.6%	101

###### **RACIAL / ETHNIC CHANGE:**

“The United States must open its doors to all people groups”	38.3%	36.3%	106
“The changing racial / ethnic face of America is a threat to our national heritage”	35.6%	36.3%	98

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2016 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	64.1%	59.8%	107
▲ More than \$500 per year	37.3%	31.2%	120
▲ More than \$1,000 per year	23.1%	17.4%	133

###### **TO CHARITIES:**

▲ More than \$100 per year	49.0%	33.7%	145
▲ More than \$500 per year	16.6%	6.8%	244
▲ More than \$1,000 per year	6.3%	2.3%	274

###### **TO COLLEGES AND UNIVERSITIES:**

▲ More than \$100 per year	30.5%	16.1%	189
▲ More than \$500 per year	9.4%	4.3%	219
▲ More than \$1,000 per year	5.6%	2.2%	255

*Ministry Area Profile 2016*  
**Compass**  
REPORT

Saint Stephen Parish

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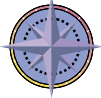


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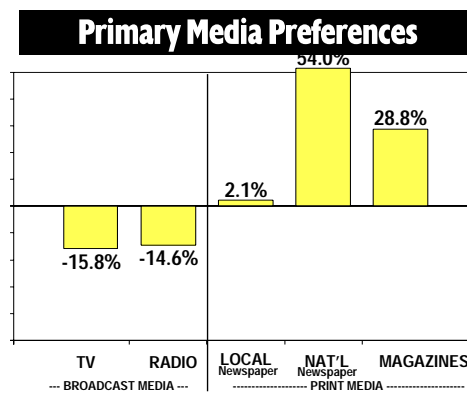
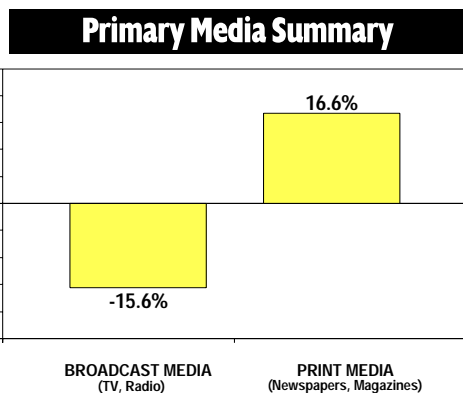
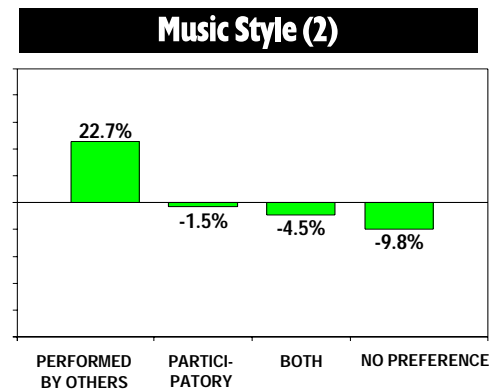
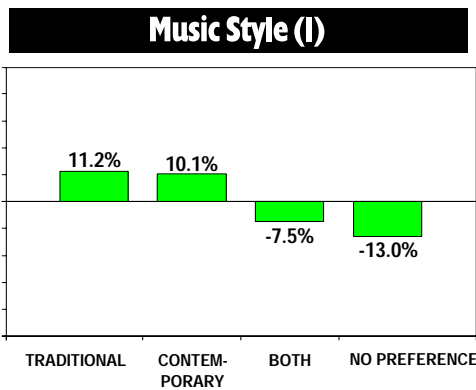
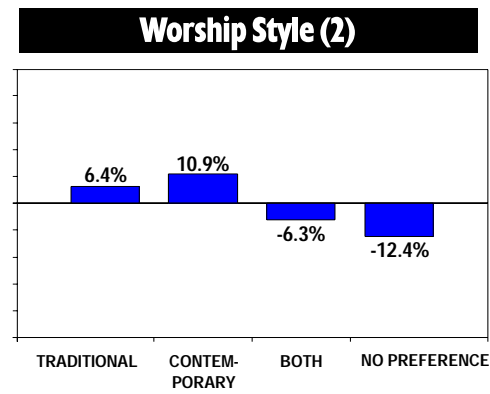
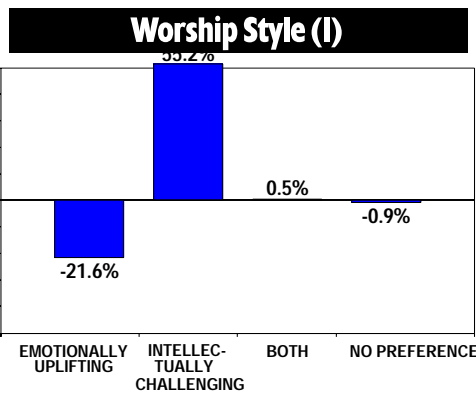
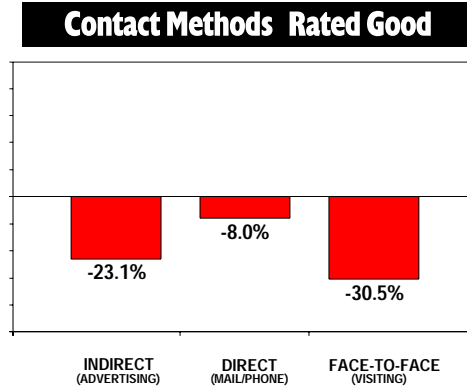
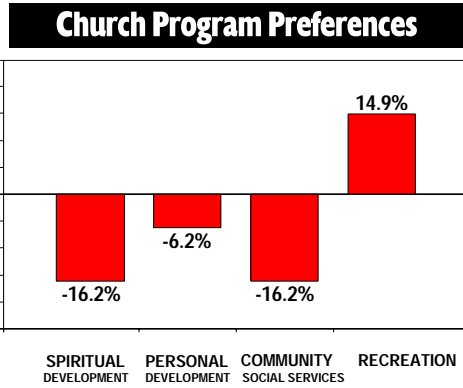
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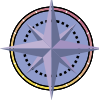


Date: 6/20/2016

Prepared For:  
Saint Stephen Parish

Study Area Definition:  
Custom Polygon





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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	28.6%	41.1%	70
Adult Theological Discussion Groups	23.0%	22.5%	102
Spiritual Retreats	11.5%	11.6%	99

##### **PERSONAL DEVELOPMENT:**

Marriage Enrichment Opportunities	15.2%	15.2%	100
Parent Training Programs	7.2%	7.8%	92
↓ Twelve Step Programs	3.0%	3.5%	88
↓ Divorce Recovery	1.7%	2.4%	70

##### **COMMUNITY/SOCIAL SERVICES:**

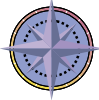
↓ Personal or Family Counseling	19.0%	22.5%	84
↓ Care for the Terminally Ill	13.7%	15.7%	87
↓ Food and Clothing Resources	6.6%	11.1%	59
Day Care Services	6.1%	6.1%	101
Church Sponsored Day-School	5.8%	5.7%	102

##### **RECREATION:**

Youth Social Programs	30.8%	29.7%	104
Family Activities and Outings	31.7%	32.8%	96
▲ Active Retirement Programs	<b>30.6%</b>	<b>26.8%</b>	<b>114</b>
▲ Cultural Programs (Music, Drama, Art)	<b>30.4%</b>	<b>18.9%</b>	<b>161</b>
▲ Sports or Camping	<b>8.2%</b>	<b>6.3%</b>	<b>130</b>

#### SUMMARY

↓ Spiritual Development Index	84
Personal Development Index	94
↓ Community/Social Services Index	84
▲ Recreation Index	<b>115</b>



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### WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

**PART 1:**

↓ A. Emotionally Uplifting	20.7%	26.4%	78
▲ B. Intellectually Challenging	<b>17.2%</b>	<b>11.1%</b>	<b>155</b>
C. Both A and B	39.3%	39.2%	100
D. No Preference or Not Interested	23.2%	23.4%	99

**PART 2:**

A. Traditional/Formal/Ceremonial	21.5%	20.2%	106
▲ B. Contemporary/Informal	<b>29.2%</b>	<b>26.3%</b>	<b>111</b>
C. Both A and B	24.8%	26.5%	94
↓ D. No Preference or Not Interested	23.6%	26.9%	88

### MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

**PART 1:**

▲ A. Traditional	<b>27.2%</b>	<b>24.4%</b>	<b>111</b>
B. Contemporary	21.7%	19.7%	110
C. Both A and B	28.8%	31.1%	93
↓ D. No Preference or Not Interested	21.5%	24.8%	87

**PART 2:**

▲ A. Performed by Others	<b>23.0%</b>	<b>18.7%</b>	<b>123</b>
B. Participatory	22.6%	22.9%	98
C. Both A and B	30.7%	32.2%	95
D. No Preference or Not Interested	23.6%	26.2%	90





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

▲ <b>A. Community</b>	<b>25.5%</b>	<b>22.0%</b>	<b>116</b>
B. Personal Spiritual Development	15.0%	14.3%	105
C. Both A and B	35.4%	37.4%	95
D. No Preference or Not Interested	24.1%	26.3%	92

**PART 2:**

A. Global Mission	6.2%	6.2%	100
B. Local Mission	35.0%	33.3%	105
C. Both A and B	29.2%	30.1%	97
D. No Preference or Not Interested	29.3%	30.4%	97

**CHURCH ARCHITECTURE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

A. Traditional	27.0%	26.6%	101
▲ <b>B. Contemporary</b>	<b>18.9%</b>	<b>15.9%</b>	<b>118</b>
C. Both A and B	30.0%	32.3%	93
D. No Preference or Not Interested	23.5%	25.1%	94

**PART 2:**

↓ A. Somber/Serious	8.2%	9.4%	88
▲ <b>B. Light and Airy</b>	<b>39.7%</b>	<b>34.7%</b>	<b>114</b>
C. Both A and B	26.3%	27.7%	95
D. No Preference or Not Interested	25.7%	28.2%	91



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### PRIMARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

↓ Television	39.8%	47.3%	84
↓ Radio	11.4%	13.3%	85

**PRINT MEDIA:**

Local Newspaper	39.0%	36.1%	108
▲ National Newspaper	6.7%	4.3%	154
▲ Magazines	4.4%	2.4%	182

### SECONDARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

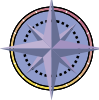
Television	29.8%	31.9%	93
↓ Radio	20.6%	23.8%	87

**PRINT MEDIA:**

Local Newspaper	33.4%	32.7%	102
▲ National Newspaper	7.2%	5.8%	124
▲ Magazines	9.1%	7.0%	129

### SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	87
▲ Overall Print Media Index	113



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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	27.6%	36.2%	76
↓ Putting Ad in Local Newspaper	28.4%	33.8%	84
↓ Local Cable Channels	21.3%	30.4%	70
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.3%	53.7%	96
↓ Calling and Offering to Send Information By Mail	26.3%	29.5%	89
↓ Calling and Discussing on the Phone	10.0%	12.0%	84
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.2%	20.1%	70
↓ Going Door to Door	9.5%	14.0%	68

**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	29.2%	19.6%	149
▲ Putting Ad in Local Newspaper	30.1%	21.5%	140
▲ Local Cable Channels	40.1%	30.7%	130
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.7%	13.3%	125
▲ Calling and Offering to Send Information By Mail	40.0%	34.0%	117
▲ Calling and Discussing on the Phone	68.0%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	59.7%	49.6%	120
▲ Going Door to Door	71.9%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	77
Direct Methods Index	92
↓ Face-to-Face Methods Index	69

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	138
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	116