

ministry
area ●●●●●●
profile **2016**

All Saints Parish

Study Area Definition:
Custom Polygon





Prepared For:
All Saints Parish

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- 1**

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

A Currently, there are 46,923 persons residing in the defined study area. This represents an increase of 4,730 or 11.2% 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 6.6% or 3,117 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 high* with 28 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 32.9% 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 23.6% of the population and all other racial/ethnic groups make up a substantial 76.4% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 37.7% of the total population. *Asians* are projected to be the fastest growing group increasing by 21.9% 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 14,096 persons or 30.0% of the total population in the area. Compared to a national average of 27.3%, *Survivors* are also 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 *somewhat 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 *somewhat low*. While 82.0% 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 27.6% 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, Neighborhood Crime and Safety, Finding Companionship, Achieving Educational Objectives* and *Social Injustice*. (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?**

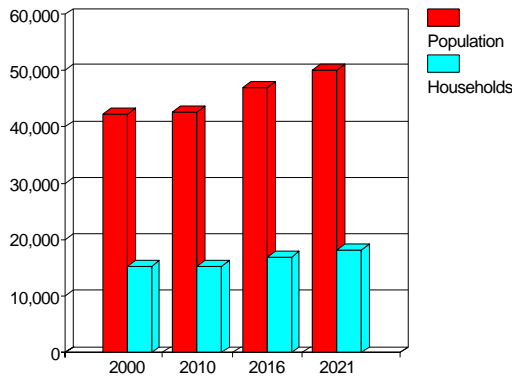
A Based upon the average household income of \$88,441 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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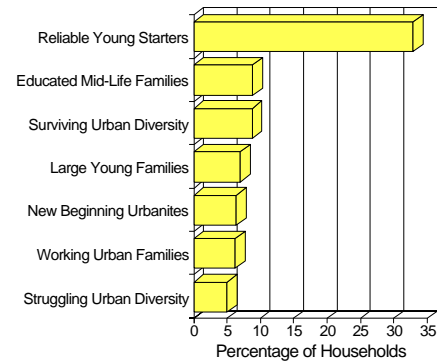
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Population and Households

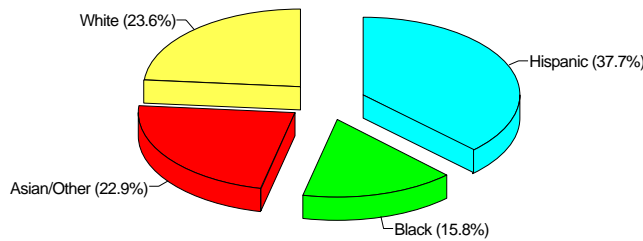


Primary U.S. Lifestyles Segments-2016

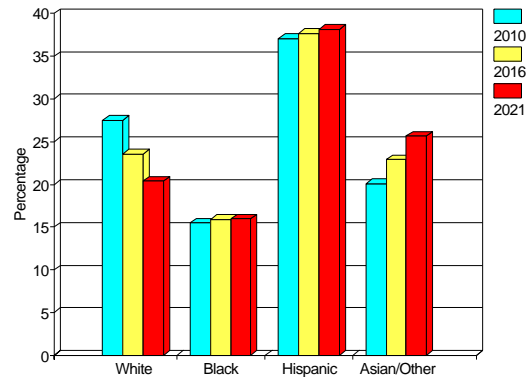


The population in the study area has increased by 4309 persons, or 10.1% since 2010 and is projected to increase by 3117 persons, or 6.6% between 2016 and 2021. The number of households has increased by 1682, or 11.0% since 2010 and is projected to increase by 1203, or 7.1% between 2016 and 2021.

Population By Race/Ethnicity-2016

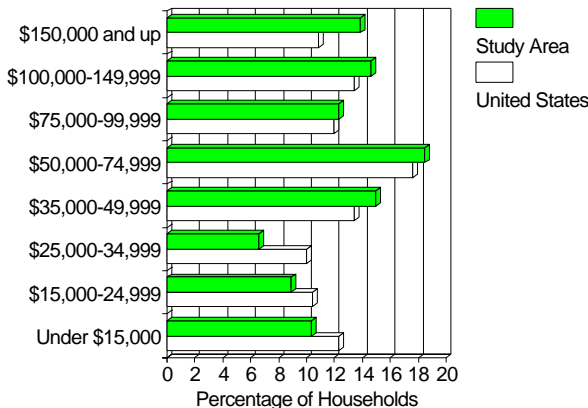


Population By Race/Ethnicity Trend

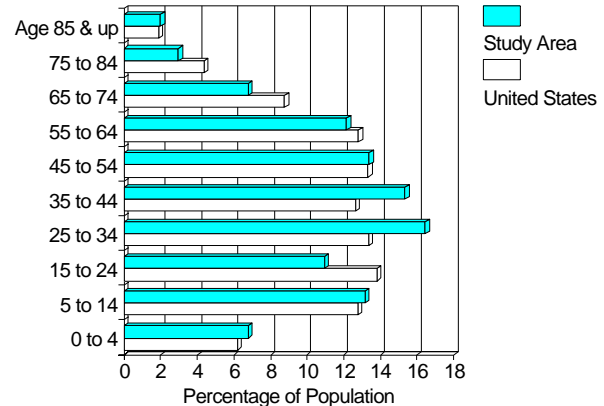


Between 2016 and 2021, the White population is projected to decrease by 881 persons and to decrease from 23.6% to 20.3% of the total population. The Black population is projected to increase by 534 persons and to remain stable at 15.9% of the total. The Hispanic/Latino population is projected to increase by 1386 persons and to increase from 37.7% to 38.1% of the total. The Asian/Other population is projected to increase by 2079 persons and to increase from 22.9% to 25.6% of the total population.

Households By Income-2016



Population by Age-2016

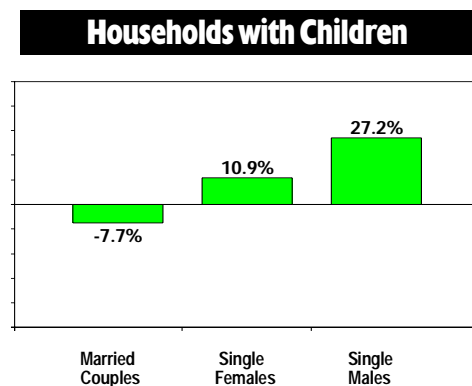
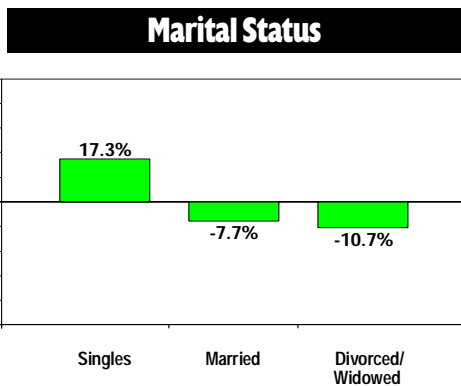
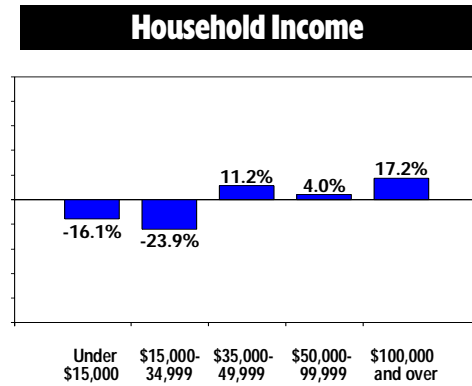
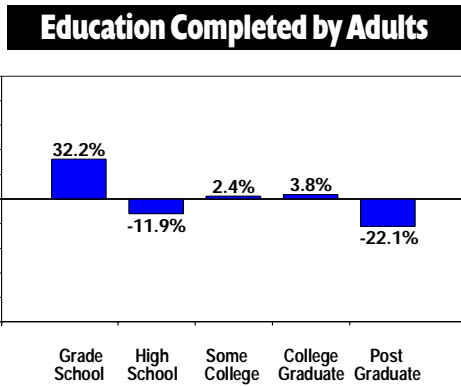
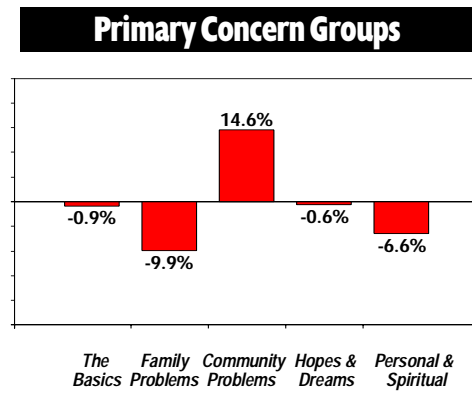
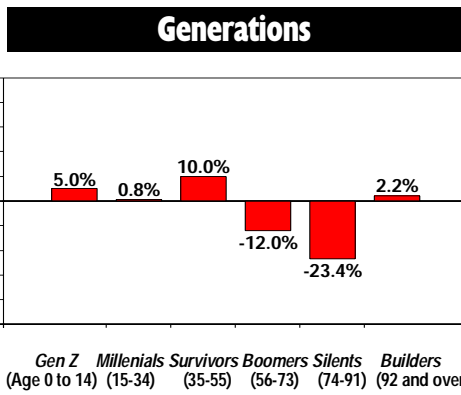
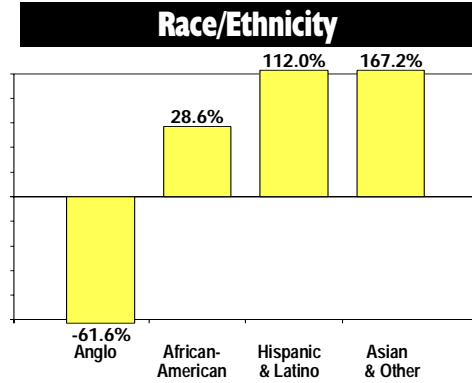
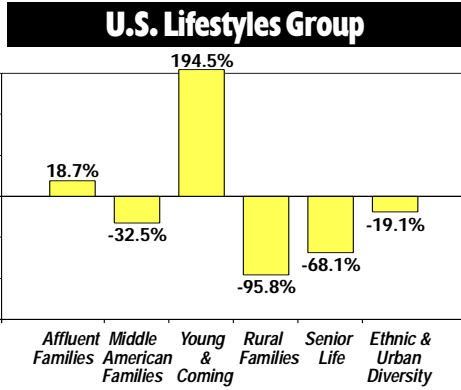


The average household income in the study area is \$88441 a year as compared to the U.S. average of \$77135. The average age in the study area is 37.6 and is projected to increase to 38.7 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	42,193	42,614	46,923	50,040		
Population Change		421	4,309	3,117		
Percentage Change		1.0%	10.1%	6.6%		
Average Annual Growth Rate		0.1%	1.7%	1.3%		
▲ Density (Pop. per square mile)	2,942	2,972	3,272	3,490		
HOUSEHOLDS						
▲ Households	15,274	15,290	16,972	18,175		
Household Change		16	1,682	1,203		
Percentage Change		0.1%	11.0%	7.1%		
Average Annual Growth Rate		0.0%	1.8%	1.4%		
Persons Per Household	2.70	2.73	2.71	2.69		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	11,694	27.4%	11,059	23.6%	10,178	20.3%
▲ African-American (Non-Hisp)	6,586	15.5%	7,430	15.8%	7,964	15.9%
▲ Hispanic/Latino	15,801	37.1%	17,686	37.7%	19,072	38.1%
▲ Asian/Other (Non-Hisp)	8,533	20.0%	10,747	22.9%	12,826	25.6%
POPULATION BY GENDER						
↓ Female	21,682	50.9%	23,867	50.9%	25,431	50.8%
▲ Male	20,932	49.1%	23,056	49.1%	24,608	49.2%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	5,336	12.5%	9,354	19.9%	12,865	25.7%
↓ Millennials (Born 1982 to 2001)	11,689	27.4%	12,846	27.4%	13,025	26.0%
↓ Survivors (Born 1961 to 1981)	13,470	31.6%	14,097	30.0%	14,689	29.4%
↓ Boomers (Born 1943 to 1960)	8,467	19.9%	8,042	17.1%	7,502	15.0%
↓ Silents (Born 1925 to 1942)	2,837	6.7%	2,398	5.1%	1,948	3.9%
↓ Builders (Born 1924 and earlier)	813	1.9%	187	0.4%	9	0.0%
AGE						
▲ Average Age	36.6		37.6		38.7	
▲ Median Age	35.6		37.2		39.0	
INCOME						
▲ Average Household Income	\$73,578		\$88,441		\$98,402	
▲ Median Household Income	\$59,593		\$67,650		\$75,613	
▲ Per Capita Income	\$26,400		\$31,989		\$35,741	

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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	1,648	10.8%	2,344	13.8%	3,122	17.2%
▲ \$100,000 to \$149,999	2,093	13.7%	2,486	14.6%	2,873	15.8%
▲ \$75,000 to \$99,999	1,692	11.1%	2,091	12.3%	2,318	12.8%
↓ \$50,000 to \$74,999	2,945	19.3%	3,138	18.5%	3,214	17.7%
↓ \$35,000 to \$49,999	2,317	15.2%	2,531	14.9%	2,373	13.1%
↓ \$25,000 to \$34,999	1,603	10.5%	1,122	6.6%	1,108	6.1%
↓ \$15,000 to \$24,999	1,240	8.1%	1,509	8.9%	1,507	8.3%
↓ Under \$15,000	1,751	11.5%	1,752	10.3%	1,661	9.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,123	7.3%	3,190	6.8%	3,221	6.4%
▲ Required Formal Schooling (5-17)	6,913	16.2%	7,767	16.6%	8,558	17.1%
↓ College Years, Career Starts (18-24)	4,086	9.6%	3,527	7.5%	3,633	7.3%
↓ Singles and Young Families (25-34)	7,225	17.0%	7,716	16.4%	6,477	12.9%
▲ Families, Empty Nesters (35-54)	12,216	28.7%	13,488	28.7%	15,033	30.0%
▲ Enrichment Years Singles/Couples (55-64)	4,629	10.9%	5,711	12.2%	6,131	12.3%
▲ Retirement Opportunities (65+)	4,419	10.4%	5,525	11.8%	6,985	14.0%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,123	7.3%	3,190	6.8%	3,221	6.4%
5 to 9 years	2,766	6.5%	3,237	6.9%	3,312	6.6%
▲ 10 to 14 years	2,552	6.0%	2,927	6.2%	3,384	6.8%
15 to 17 years	1,595	3.7%	1,603	3.4%	1,862	3.7%
18 to 20 years	1,609	3.8%	1,479	3.2%	1,621	3.2%
↓ 21 to 24 years	2,477	5.8%	2,048	4.4%	2,012	4.0%
↓ 25 to 29 years	3,629	8.5%	3,492	7.4%	3,043	6.1%
30 to 34 years	3,596	8.4%	4,224	9.0%	3,434	6.9%
35 to 39 years	3,092	7.3%	3,898	8.3%	4,001	8.0%
▲ 40 to 44 years	2,990	7.0%	3,295	7.0%	4,263	8.5%
45 to 49 years	3,066	7.2%	3,140	6.7%	3,432	6.9%
↓ 50 to 54 years	3,068	7.2%	3,155	6.7%	3,337	6.7%
55 to 59 years	2,615	6.1%	3,044	6.5%	3,039	6.1%
▲ 60 to 64 years	2,014	4.7%	2,667	5.7%	3,092	6.2%
▲ 65 to 69 years	1,283	3.0%	1,955	4.2%	2,389	4.8%
▲ 70 to 74 years	866	2.0%	1,231	2.6%	1,922	3.8%
75 to 84 years	1,367	3.2%	1,402	3.0%	1,794	3.6%
↓ 85 or more years	903	2.1%	937	2.0%	880	1.8%

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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)	37,569			
Single (Never Married)	14,499	38.6%	32.9%	117
Married	17,389	46.3%	50.2%	92
Divorced/Widowed	5,681	15.1%	16.9%	89
Marital Status Females 15 and Older (2016)	19,259			
▲ Single (Never Married)	6,940	36.0%	29.8%	121
Married	8,579	44.5%	48.8%	91
Divorced/Widowed	3,740	19.4%	21.4%	91
Marital Status Males 15 and Older (2016)	18,310			
Single (Never Married)	7,559	41.3%	36.2%	114
Married	8,810	48.1%	51.6%	93
Divorced/Widowed	1,941	10.6%	12.3%	86
FAMILY STRUCTURE				
Households By Type (2016)	16,972			
Married Couple	6,859	40.4%	48.5%	83
▲ Other Family - Male Head of Household	1,166	6.9%	4.9%	139
▲ Other Family - Female Head of Household	2,736	16.1%	13.0%	124
Non Family - Male Head of Household	3,061	18.0%	15.8%	114
Non Family - Female Head of Household	3,149	18.6%	17.7%	105
Households With Children 0 to 18 (2016)	6,027			
Married Couple Family	3,630	60.2%	65.2%	92
▲ Other Family - Male Head of Household	649	10.8%	8.5%	127
Other Family - Female Head of Household	1,693	28.1%	25.3%	111
Non Family	54	0.9%	1.0%	93
Population By Household Type (2016)	46,923			
↓ Group Quarters	902	1.9%	2.5%	77

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	902			
↓ Correctional Facilities	7	0.8%	30.0%	3
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	473	52.4%	18.7%	280
▲ Other	422	46.8%	15.2%	308
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	46,923			
↓ White (Non-Hispanic)	11,059	23.6%	61.3%	38
▲ African-American (Non-Hisp)	7,430	15.8%	12.3%	129
▲ Hispanic/Latino	17,686	37.7%	17.8%	212
↓ Native American (Non-Hisp)	228	0.5%	0.7%	66
▲ Asian (Non-Hisp)	7,742	16.5%	5.3%	313
▲ Hawaiian & Pacific Islander (Non-Hisp)	745	1.6%	0.2%	943
▲ Other Races & Multiple Races (Non-Hisp)	2,033	4.3%	2.4%	181
Asian Population By Race (2016)	7,929			
▲ Chinese	2,379	30.0%	22.3%	134
↓ Japanese	294	3.7%	5.0%	74
↓ Indian	799	10.1%	19.5%	52
↓ Korean	446	5.6%	9.6%	58
Vietnamese	900	11.4%	11.0%	103
▲ Other Asian Races	3,111	39.2%	32.5%	121
Hispanic/Latino Population By Race (2016)	17,686			
↓ White	6,325	35.8%	53.0%	68
↓ African-American	316	1.8%	2.5%	71
▲ Native American	340	1.9%	1.4%	140
▲ Asian	187	1.1%	0.4%	253
▲ Other Races & Multiple Races	10,518	59.5%	42.7%	139
Hispanic/Latino Population By Origin (2016)	17,686			
▲ Mexican	13,341	75.4%	62.4%	121
↓ Puerto Rican	730	4.1%	9.5%	44
↓ Cuban	78	0.4%	3.5%	12
Other Hispanic Origin	3,538	20.0%	24.6%	81

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	10,077			
Pre-Primary (Public)	355	3.5%	3.4%	102
↓ Pre-Primary (Private)	189	1.9%	2.6%	71
Elementary/High School (Public)	5,634	55.9%	58.9%	95
Elementary/High School (Private)	695	6.9%	6.6%	104
Enrolled in College	3,202	31.8%	28.4%	112
Population By Education Completed (Age 25 and over) (2016)	32,439			
▲ Elementary (Less than 9 years)	3,485	10.7%	5.8%	185
Some High School (9 to 11 years)	2,339	7.2%	7.8%	93
High School Graduate (12 years)	7,965	24.6%	27.9%	88
Some College (13 to 15 years)	7,247	22.3%	21.2%	106
Associate Degree	2,443	7.5%	8.0%	94
Bachelor's Degree	6,167	19.0%	18.3%	104
↓ Graduate Degree	2,794	8.6%	11.0%	78
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	21,415			
TOTAL WHITE COLLAR	12,456	58.2%	61.5%	95
Executive and Managerial	2,104	9.8%	9.7%	101
↓ Professional Specialty	2,788	13.0%	16.6%	79
Technical Support	2,081	9.7%	8.3%	117
Sales	1,923	9.0%	10.9%	83
Administrative Support & Clerical	3,560	16.6%	16.0%	104
TOTAL BLUE COLLAR	8,959	41.8%	38.5%	109
Service: Private Households	879	4.1%	3.7%	111
Service: Protective	398	1.9%	2.2%	84
↓ Service: Other	1,257	5.9%	7.5%	79
↓ Farming, Forestry & Fishing	44	0.2%	0.7%	28
Precision Production and Craft	2,757	12.9%	11.0%	117
Operators and Assemblers	581	2.7%	3.2%	84
▲ Transportation and Material Moving	1,977	9.2%	6.2%	150
▲ Laborers	1,066	5.0%	4.0%	123

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	37,043			
Employed	21,695	58.6%	58.1%	101
▲ Unemployed	3,607	9.7%	5.6%	173
Not in Labor Force	11,741	31.7%	36.3%	87
Total Female Pop. By Work Status (Age 20 to 64) (2013)	13,728			
TOTAL WORKING	8,765	63.8%	66.8%	96
With No Own Children	5,679	41.4%	42.2%	98
▲ With Own Children Age 0 to 5 only	944	6.9%	5.5%	126
↓ With Own Children Age 6 to 17 only	1,499	10.9%	14.8%	74
With Own Children Both Age 0 to 5 and 6 to 17	643	4.7%	4.3%	109
▲ TOTAL NOT WORKING (UNEMPLOYED)	1,399	10.2%	6.2%	164
▲ With No Own Children	741	5.4%	3.8%	144
▲ With Own Children Age 0 to 5 only	165	1.2%	0.7%	182
▲ With Own Children Age 6 to 17 only	295	2.1%	1.3%	171
▲ With Own Children Both Age 0 to 5 and 6 to 17	198	1.4%	0.5%	264
TOTAL NOT IN THE LABOR FORCE	3,564	26.0%	27.0%	96
With No Own Children	2,294	16.7%	17.1%	98
With Own Children Age 0 to 5 only	420	3.1%	2.6%	118
↓ With Own Children Age 6 to 17 only	469	3.4%	4.6%	73
With Own Children Both Age 0 to 5 and 6 to 17	381	2.8%	2.6%	105
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	16,972			
Above Poverty Line (Households with Children)	9,504	57.0%	59.6%	96
Above Poverty Line (Households without Children)	4,833	29.0%	26.5%	109
Below Poverty Line (Households with Children)	1,262	7.6%	7.9%	96
Below Poverty Line (Households without Children)	1,062	6.4%	6.0%	106
Households By Presence of Retirement Income (2013)	15,290			
↓ With Retirement Income	2,123	13.9%	17.6%	79
Without Retirement Income	12,806	83.8%	81.5%	103

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Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
HOUSING				
Occupied Units By Type (2016)	16,972			
↓ Owner Occupied	7,290	43.0%	65.0%	66
▲ Renter Occupied	9,682	57.0%	35.0%	163
▲ Median Rent (2013)	\$1,212		\$904	134
Structures By Number of Units (2016)	18,253			
Single Unit	11,259	61.7%	67.3%	92
3 to 4 Units	1,582	8.7%	8.1%	107
▲ 5 to 19 Units	2,655	14.5%	9.3%	156
▲ 20 to 49 Units	977	5.4%	3.6%	148
▲ 50 or more Units	1,731	9.5%	5.1%	185
↓ Mobile Home	47	0.3%	6.4%	4
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.62		2.57	63
Owner-Occupied Property Values (2016)	7,290			
↓ Under \$40,000	168	2.3%	7.2%	32
↓ \$40,000 to \$59,999	69	0.9%	3.7%	26
↓ \$60,000 to \$79,999	28	0.4%	5.1%	7
↓ \$80,000 to \$99,999	20	0.3%	6.5%	4
↓ \$100,000 to 149,999	87	1.2%	15.1%	8
↓ \$150,000 to \$199,999	336	4.6%	14.6%	32
\$200,000 to \$299,999	1,103	15.1%	18.1%	83
▲ \$300,000 to \$499,999	2,561	35.1%	16.9%	207
▲ \$500,000 to \$999,999	2,422	33.2%	9.7%	342
▲ \$1,000,000 and over	495	6.8%	3.0%	224
▲ Median Property Value	\$462,680		\$192,432	240

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	18,253			
▲ 2010 and later	1,836	10.1%	5.5%	182
↓ 2000 to 2009	1,307	7.2%	14.6%	49
↓ 1990 to 1999	1,722	9.4%	13.4%	70
1980 to 1989	2,210	12.1%	13.2%	92
1970 to 1979	2,795	15.3%	15.0%	102
1960 to 1969	1,938	10.6%	10.4%	102
▲ 1950 to 1959	3,126	17.1%	10.3%	167
1949 or earlier	3,319	18.2%	17.7%	103
Households By Number of Persons (2016)	16,972			
1 Person Household	4,710	27.8%	27.3%	102
2 Person Household	4,712	27.8%	32.3%	86
3 Person Household	2,926	17.2%	16.2%	106
4 Person Household	2,228	13.1%	13.1%	100
5 Person Household	1,242	7.3%	6.5%	113
▲ 6 Person Household	664	3.9%	2.8%	141
▲ 7 or more Person Household	491	2.9%	1.9%	152
Average Persons Per Household	2.7		2.6	105
Households By Heating Type (2013)	14,930			
▲ Utility and Other Gas	10,092	67.6%	54.0%	125
Electric	4,503	30.2%	36.1%	83
↓ Oil	12	0.1%	6.1%	1
↓ Coal and Wood	162	1.1%	2.2%	49
↓ Solar/Other Fuel	23	0.2%	0.5%	31
No Fuel Used	137	0.9%	0.9%	97

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TRANSPORTATION				
Households By Number of Vehicles (2016)	16,972			
No Vehicles	1,254	7.4%	9.0%	82
1 Vehicle	6,416	37.8%	33.7%	112
2 Vehicle	5,825	34.3%	37.5%	92
3 or more Vehicles	3,477	20.5%	19.8%	104
Workers By Travel Time to Work (2016)	19,826			
↓ Less than 15 minutes	2,768	14.0%	27.3%	51
15 to 29 minutes	6,746	34.0%	36.5%	93
▲ 30 to 44 minutes	5,156	26.0%	20.2%	129
▲ 45 to 59 minutes	2,556	12.9%	7.7%	167
▲ 60 or more minutes	2,600	13.1%	8.3%	158
▲ Average Travel Time to Work (minutes)	35.0		28.2	124
Workers By Type of Transportation to Work (2016)	20,617			
Drive Alone	14,576	70.7%	76.9%	92
Car Pool	2,190	10.6%	9.6%	111
▲ Public Transportation	2,416	11.7%	5.1%	229
↓ Walk to Work	421	2.0%	2.8%	73
↓ Other Means	144	0.7%	1.2%	56
Work at Home	870	4.2%	4.4%	96

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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.		
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	7,324	43.2%	14.7%	294
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	3,602	21.2%	31.4%	68
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	3,044	17.9%	15.1%	119
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,522	14.9%	18.4%	81
5	Senior Life (7, 20, 21, 22, 30 and 31)	374	2.2%	6.9%	32
4	Rural Families (27, 26, 29, 33, 35 and 38)	94	0.6%	13.1%	4

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.		
15	Reliable Young Starters	5,587	32.9%	4.3%	774
4	Educated Mid-Life Families	1,510	8.9%	3.4%	261
40	Surviving Urban Diversity	1,486	8.8%	4.0%	216
17	Large Young Families	1,201	7.1%	2.2%	329
39	New Beginning Urbanites	1,083	6.4%	2.8%	231
18	Working Urban Families	1,069	6.3%	4.0%	159
45	Struggling Urban Diversity	860	5.1%	2.5%	206
5	Prosperous Diversity	703	4.1%	3.1%	134
12	Educated New Starters	642	3.8%	2.9%	129
25	Working Country Consumers	502	3.0%	4.1%	72
10	Suburban Mid-Life Families	447	2.6%	5.5%	47
1	Traditional Affluent Families	402	2.4%	3.5%	68
28	Building Country Families	266	1.6%	2.8%	56
14	Secure Mid-Life Families	231	1.4%	0.7%	208
2	Professional Affluent Families	170	1.0%	0.8%	124
20	Cautious and Mature	164	1.0%	2.6%	37
32	Working Urban Life	127	0.7%	1.7%	45
23	Established Empty-Nesters	115	0.7%	3.4%	20
21	Mature and Stable	99	0.6%	0.6%	103
22	Mature and Established	63	0.4%	1.8%	21

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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.		
29	Working Country Families	51	0.3%	1.0%	31
27	Country Family Diversity	37	0.2%	0.3%	64
30	Urban Senior Life	33	0.2%	0.8%	23
24	Metro Multi-Ethnic Diversity	28	0.2%	2.7%	6
3	Mid-Life Prosperity	28	0.2%	1.5%	11
48	Struggling Urban Life	18	0.1%	0.8%	13
7	Prosperous and Mature	15	0.1%	0.5%	16
19	Educated and Promising	11	0.1%	0.1%	83
49	Exception Households	8	0.0%	0.2%	19
26	Working Suburban Families	6	0.0%	0.1%	30
44	Laboring Urban Life	3	0.0%	0.1%	24
9	Educated Working Families	2	0.0%	0.1%	14
8	Rising Potential Professionals	1	0.0%	2.3%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	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
TOTALS		16,968	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.7%	35.4%	75
↓ Somewhat Involved with Their Faith	24.4%	29.9%	82
▲ Not Involved with Their Faith	49.8%	34.7%	143

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.6%	22.1%	75
Decreased Their Involvement with Their Faith in the Last 10 Years	22.5%	23.7%	95

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	153
↓ Baptist	8.9%	16.1%	55
Catholic	21.4%	23.7%	90
Congregational	1.8%	2.0%	90
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	255
Episcopal	2.6%	2.9%	90
↓ Holiness	0.2%	0.8%	27
Jehovah's Witnesses	1.2%	1.1%	110
▲ Judaism	3.5%	3.2%	112
↓ Lutheran	5.9%	7.2%	81
↓ Methodist	4.8%	10.1%	48
▲ Mormon	3.2%	1.8%	183
▲ New Age	1.2%	0.6%	207
▲ Non-Denominational / Independent	11.0%	6.9%	158
Orthodox	0.3%	0.3%	107
Pentecostal	2.7%	2.4%	110
Presbyterian / Reformed	4.6%	4.6%	100
Unitarian / Universalist	0.7%	0.7%	104
▲ Interested but No Preference	6.0%	3.9%	156
▲ Not Interested and No Preference	18.5%	11.1%	167
Likely to Have Changed Their Preference in the Last 10 Years	18.5%	16.8%	110

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.4%	4.0%	110
Lets them do what they want and is supportive	12.1%	11.7%	103
Lets them do what they want and stays out of the way	4.8%	4.8%	100
Works with them on deciding what to do and helps them do it	78.7%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.6%	43.5%	93
↓ Finding/Providing Health Insurance	23.5%	29.0%	81
Day-to-Day Financial Worries	33.0%	31.6%	104
Finding Employment Opportunities	15.7%	14.4%	109
▲ Finding Affordable Housing	16.2%	11.3%	143
Providing Adequate Food	8.3%	8.6%	96
Finding Child Care	6.0%	6.3%	96
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.4%	16.7%	92
↓ Dealing With Teen / Child Problems	18.2%	20.7%	88
↓ Finding/Providing Aging Parent Care	13.6%	15.5%	88
Dealing With Abusive Relationships	11.2%	11.4%	99
↓ Dealing With Divorce	3.5%	4.5%	79
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	34.1%	27.0%	126
Finding/Providing Good Schools	22.5%	23.5%	96
Dealing with Problems in Schools	12.3%	13.6%	90
▲ Dealing With Racial / Ethnic Prejudice	14.6%	13.1%	112
▲ Dealing With Neighborhood Gangs	14.9%	8.5%	175
▲ Dealing with Social Injustice	12.7%	11.3%	113
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.4%	50.6%	105
Finding Time for Recreation / Leisure	26.6%	25.3%	105
Finding Better Quality Healthcare	22.0%	23.9%	92
Finding A Satisfying Job / Career	19.5%	19.3%	101
Finding Retirement Opportunities	16.9%	18.9%	90
Achieving A Fulfilling Marriage	21.1%	22.3%	95
Developing Parenting Skills	13.5%	14.7%	91
▲ Achieving Educational Objectives	8.6%	7.5%	115
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.1%	29.8%	98
▲ Finding Companionship	19.8%	17.3%	115
↓ Finding A Good Church	10.3%	15.2%	68
↓ Finding Spiritual Teaching	9.8%	12.9%	75
Finding Life Direction	14.4%	14.0%	103

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	83.5%	84.5%	99
"God is actively involved in the world including nations and their governments"	60.2%	63.8%	94

SOCIETY:

"It is important to preserve the traditional American family structure"	89.7%	91.5%	98
"A healthy environment has become a national crisis"	82.4%	82.8%	100
"Public education is essential to the future of American society"	93.4%	94.0%	99

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	48.5%	50.1%	97
"The role of Churches / Synagogues is to help form and support moral values"	78.8%	81.1%	97
"Churches and religious organizations should provide more human services"	59.9%	62.6%	96

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	37.0%	36.3%	102
"The changing racial / ethnic face of America is a threat to our national heritage"	35.1%	36.3%	97

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	57.8%	59.8%	97
More than \$500 per year	30.6%	31.2%	98
More than \$1,000 per year	17.8%	17.4%	102

TO CHARITIES:

More than \$100 per year	35.6%	33.7%	106
▲ More than \$500 per year	8.0%	6.8%	118
▲ More than \$1,000 per year	2.9%	2.3%	126

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	17.6%	16.1%	109
▲ More than \$500 per year	4.9%	4.3%	114
▲ More than \$1,000 per year	2.7%	2.2%	123

Ministry Area Profile 2016
Compass
REPORT

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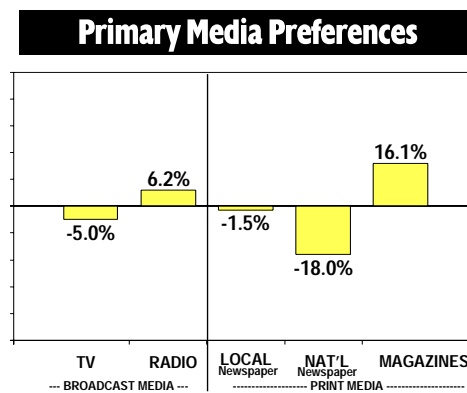
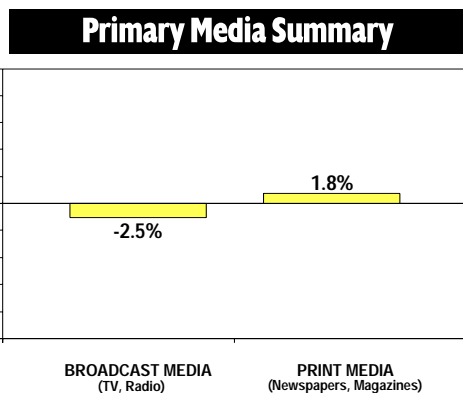
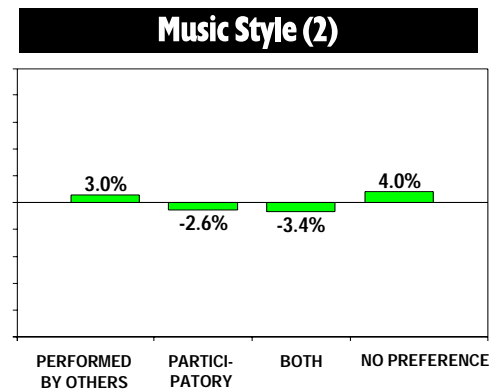
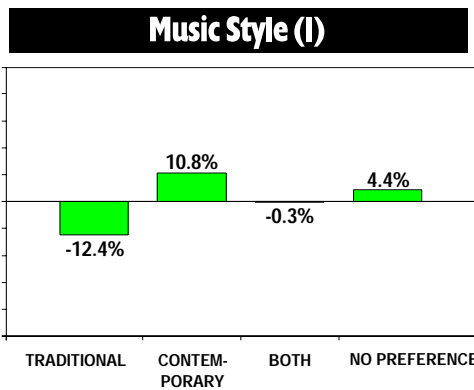
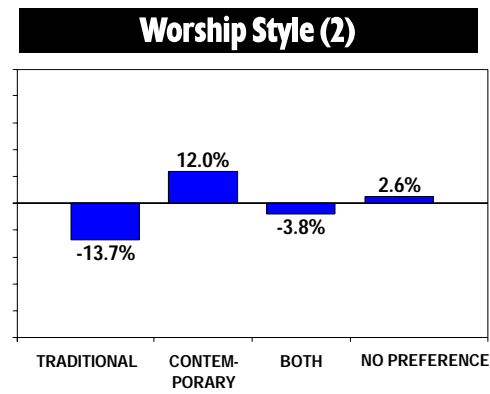
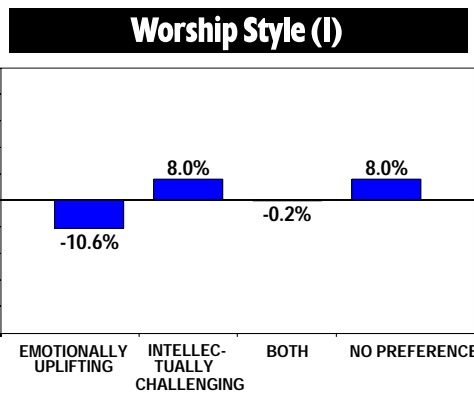
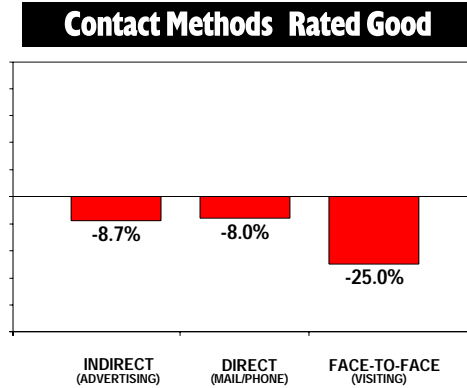
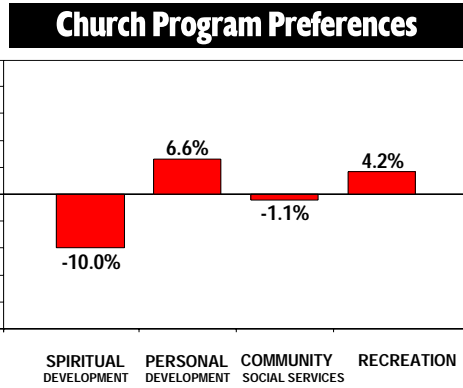
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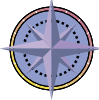


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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	35.2%	41.1%	86
Adult Theological Discussion Groups	21.1%	22.5%	94
Spiritual Retreats	11.5%	11.6%	99

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.9%	15.2%	104
Parent Training Programs	8.3%	7.8%	106
▲ Twelve Step Programs	4.3%	3.5%	123
Divorce Recovery	2.4%	2.4%	98

COMMUNITY/SOCIAL SERVICES:

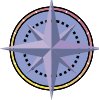
Personal or Family Counseling	23.1%	22.5%	102
Care for the Terminally Ill	16.1%	15.7%	103
↓ Food and Clothing Resources	8.1%	11.1%	73
▲ Day Care Services	7.2%	6.1%	119
Church Sponsored Day-School	6.0%	5.7%	105

RECREATION:

Youth Social Programs	29.9%	29.7%	101
Family Activities and Outings	33.2%	32.8%	101
Active Retirement Programs	26.3%	26.8%	98
▲ Cultural Programs (Music, Drama, Art)	22.0%	18.9%	116
▲ Sports or Camping	7.9%	6.3%	124

SUMMARY

Spiritual Development Index	90
Personal Development Index	107
Community/Social Services Index	99
Recreation Index	104



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	23.6%	26.4%	89
B. Intellectually Challenging	12.0%	11.1%	108
C. Both A and B	39.1%	39.2%	100
D. No Preference or Not Interested	25.2%	23.4%	108

PART 2:

↓ A. Traditional/Formal/Ceremonial	17.5%	20.2%	86
▲ B. Contemporary/Informal	29.5%	26.3%	112
C. Both A and B	25.5%	26.5%	96
D. No Preference or Not Interested	27.6%	26.9%	103

MUSIC STYLE INDICATOR

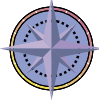
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	21.4%	24.4%	88
▲ B. Contemporary	21.9%	19.7%	111
C. Both A and B	31.0%	31.1%	100
D. No Preference or Not Interested	25.9%	24.8%	104

PART 2:

A. Performed by Others	19.3%	18.7%	103
B. Participatory	22.3%	22.9%	97
C. Both A and B	31.1%	32.2%	97
D. No Preference or Not Interested	27.2%	26.2%	104



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.1%	22.0%	100
B. Personal Spiritual Development	15.0%	14.3%	105
C. Both A and B	36.1%	37.4%	97
D. No Preference or Not Interested	26.7%	26.3%	102

PART 2:

A. Global Mission	6.4%	6.2%	104
B. Local Mission	32.3%	33.3%	97
C. Both A and B	29.2%	30.1%	97
D. No Preference or Not Interested	32.1%	30.4%	106

CHURCH ARCHITECTURE INDICATOR

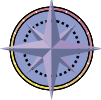
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.1%	26.6%	83
▲ B. Contemporary	19.6%	15.9%	123
C. Both A and B	32.4%	32.3%	100
D. No Preference or Not Interested	26.1%	25.1%	104

PART 2:

↓ A. Somber/Serious	7.5%	9.4%	80
B. Light and Airy	38.2%	34.7%	110
C. Both A and B	26.2%	27.7%	95
D. No Preference or Not Interested	28.2%	28.2%	100



Date: 6/20/2016

Prepared For:
 All Saints 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	44.9%	47.3%	95
Radio	14.2%	13.3%	106

PRINT MEDIA:

Local Newspaper	36.7%	36.1%	102
↓ National Newspaper	3.6%	4.3%	82
▲ Magazines	3.4%	2.4%	140

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

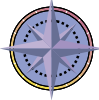
Television	31.2%	31.9%	98
Radio	23.2%	23.8%	98

PRINT MEDIA:

Local Newspaper	32.2%	32.7%	99
National Newspaper	5.4%	5.8%	94
▲ Magazines	8.2%	7.0%	116

SUMMARY

Overall Broadcast Media Index (100 = Average)	98
Overall Print Media Index	101



Date: 6/20/2016

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 Custom Polygon

Description	Study Area	U.S. Average	U.S. Comparative Index
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↓ 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:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	33.5%	36.2%	92
Putting Ad in Local Newspaper	30.4%	33.8%	90
Local Cable Channels	27.9%	30.4%	92
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.8%	53.7%	95
↓ Calling and Offering to Send Information By Mail	26.3%	29.5%	89
↓ Calling and Discussing on the Phone	10.5%	12.0%	88
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	15.0%	20.1%	75
↓ 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	22.3%	19.6%	114
▲ Putting Ad in Local Newspaper	27.0%	21.5%	125
Local Cable Channels	32.8%	30.7%	107
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.8%	13.3%	126
▲ Calling and Offering to Send Information By Mail	39.7%	34.0%	117
▲ Calling and Discussing on the Phone	68.2%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.1%	49.6%	117
Going Door to Door	69.4%	64.0%	108

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	91
Direct Methods Index	92
↓ Face-to-Face Methods Index	75

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	114
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	112