

ministry
area ●●●●●●
profile **2016**

Assumption Parish

Study Area Definition:
Custom Polygon





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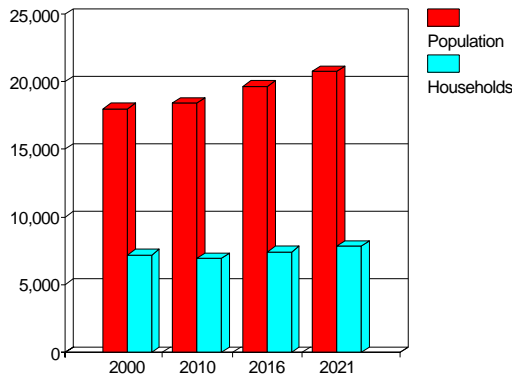
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 19,664 persons residing in the defined study area. This represents an increase of 1,687 or 9.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 5.6% or 1,093 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 22 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 28.6% 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 35.2% of the population and all other racial/ethnic groups make up a substantial 64.8% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 27.7% of the total population. *Asians* are projected to be the fastest growing group increasing by 15.8% 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 5,813 persons or 29.6% 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 *somewhat 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 *somewhat high*. While 86.0% 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 36.0% 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, Social Injustice, Time for Recreation/Leisure, Neighborhood Crime and Safety, Finding Life Direction* and *Long-term Financial Security*. (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 \$105,395 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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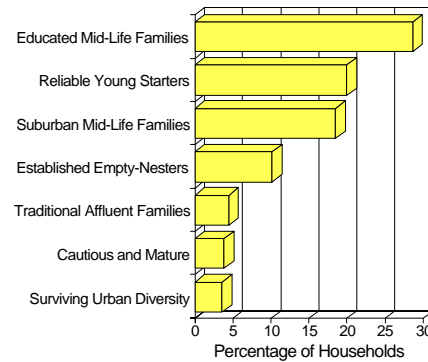
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Population and Households

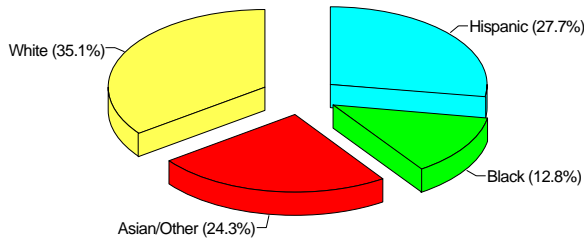


Primary U.S. Lifestyles Segments-2016

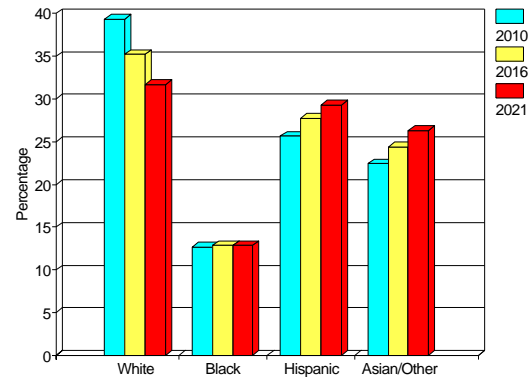


The population in the study area has increased by 1255 persons, or 6.8% since 2010 and is projected to increase by 1093 persons, or 5.6% between 2016 and 2021. The number of households has increased by 475, or 6.9% since 2010 and is projected to increase by 415, or 5.6% between 2016 and 2021.

Population By Race/Ethnicity-2016

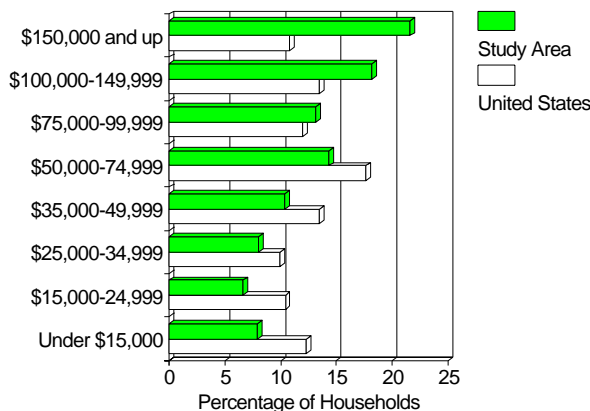


Population By Race/Ethnicity Trend

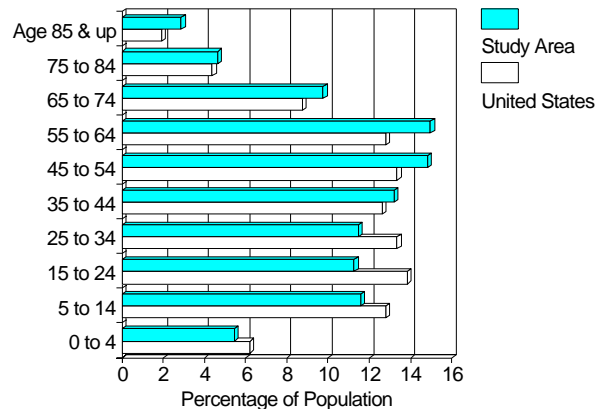


Between 2016 and 2021, the White population is projected to decrease by 345 persons and to decrease from 35.1% to 31.6% of the total population. The Black population is projected to increase by 132 persons and to remain stable at 12.8% of the total. The Hispanic/Latino population is projected to increase by 638 persons and to increase from 27.7% to 29.3% of the total. The Asian/Other population is projected to increase by 669 persons and to increase from 24.3% to 26.3% of the total population.

Households By Income-2016



Population by Age-2016

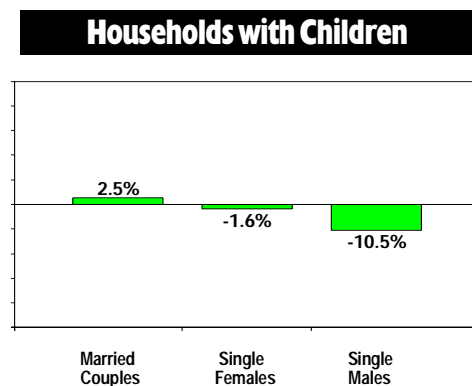
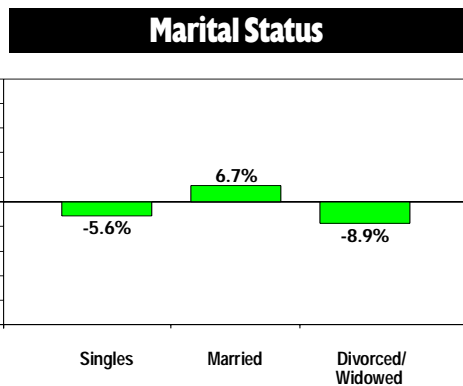
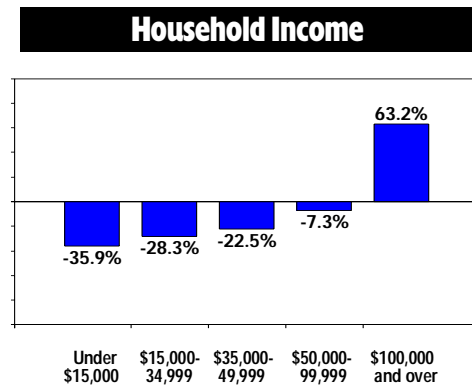
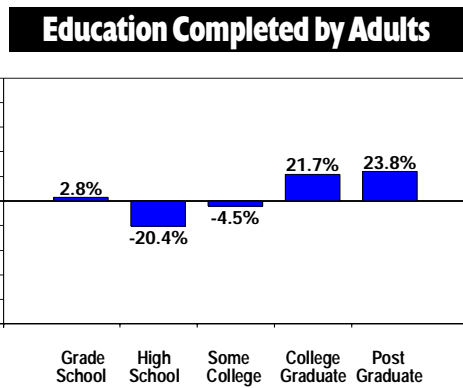
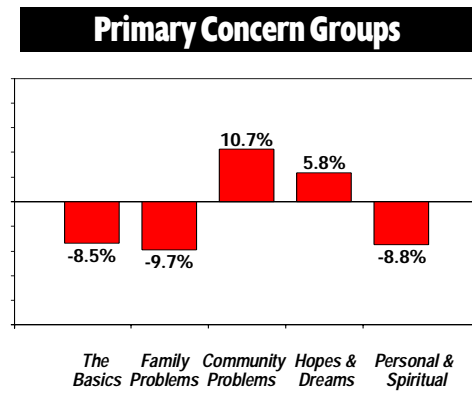
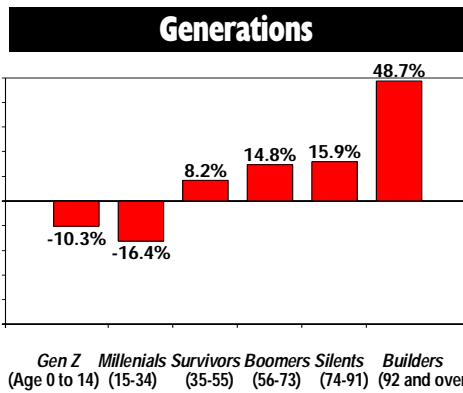
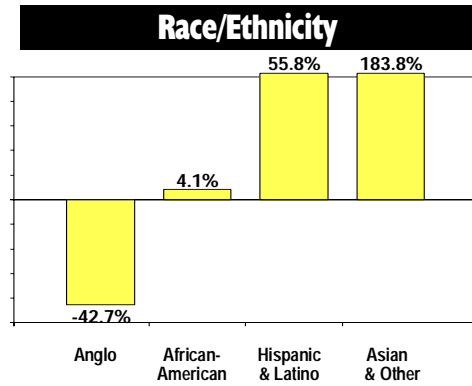
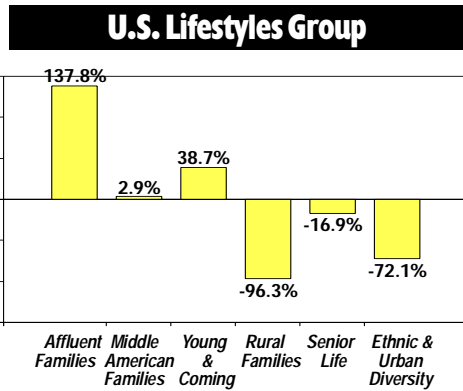


The average household income in the study area is \$105395 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.7 and is projected to increase to 42.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	17,977	18,409	19,664	20,757
Population Change		432	1,255	1,093
Percentage Change		2.4%	6.8%	5.6%
Average Annual Growth Rate		0.2%	1.1%	1.1%
▲ Density (Pop. per square mile)	1,469	1,504	1,607	1,696
HOUSEHOLDS				
Households	7,180	6,930	7,405	7,820
Household Change		(250)	475	415
Percentage Change		-3.5%	6.9%	5.6%
Average Annual Growth Rate		-0.3%	1.1%	1.1%
Persons Per Household	2.47	2.62	2.62	2.62

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	7,229	39.3%	6,911	35.1%	6,566	31.6%
African-American (Non-Hisp)	2,328	12.6%	2,520	12.8%	2,652	12.8%
▲ Hispanic/Latino	4,724	25.7%	5,448	27.7%	6,086	29.3%
▲ Asian/Other (Non-Hisp)	4,128	22.4%	4,784	24.3%	5,453	26.3%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	9,610	52.2%	10,238	52.1%	10,789	52.0%
▲ Male	8,799	47.8%	9,425	47.9%	9,968	48.0%

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)	1,949	10.6%	3,349	17.0%	4,639	22.3%
↓ Millennials (Born 1982 to 2001)	4,255	23.1%	4,469	22.7%	4,611	22.2%
Survivors (Born 1961 to 1981)	5,343	29.0%	5,813	29.6%	6,068	29.2%
↓ Boomers (Born 1943 to 1960)	4,584	24.9%	4,399	22.4%	4,205	20.3%
↓ Silents (Born 1925 to 1942)	1,788	9.7%	1,520	7.7%	1,229	5.9%
↓ Builders (Born 1924 and earlier)	473	2.6%	114	0.6%	5	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	40.6	41.7	42.8
▲ Median Age	41.5	43.1	44.8

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$84,320	\$105,395	\$118,623
▲ Median Household Income	\$82,909	\$84,198	\$94,696
▲ Per Capita Income	\$31,742	\$39,689	\$44,690

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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	1,042	15.0%	1,594	21.5%	2,072	26.5%
\$100,000 to \$149,999	1,628	23.5%	1,342	18.1%	1,428	18.3%
\$75,000 to \$99,999	718	10.4%	978	13.2%	974	12.5%
↓ \$50,000 to \$74,999	1,240	17.9%	1,056	14.3%	1,056	13.5%
↓ \$35,000 to \$49,999	787	11.4%	769	10.4%	742	9.5%
\$25,000 to \$34,999	426	6.1%	592	8.0%	541	6.9%
↓ \$15,000 to \$24,999	527	7.6%	491	6.6%	473	6.0%
↓ Under \$15,000	562	8.1%	584	7.9%	533	6.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,079	5.9%	1,074	5.5%	1,079	5.2%
↓ Required Formal Schooling (5-17)	2,959	16.1%	2,959	15.0%	3,102	14.9%
College Years, Career Starts (18-24)	1,349	7.3%	1,531	7.8%	1,525	7.3%
Singles and Young Families (25-34)	2,093	11.4%	2,254	11.5%	2,278	11.0%
↓ Families, Empty Nesters (35-54)	5,645	30.7%	5,507	28.0%	5,483	26.4%
▲ Enrichment Years Singles/Couples (55-64)	2,546	13.8%	2,944	15.0%	3,137	15.1%
▲ Retirement Opportunities (65+)	2,722	14.8%	3,395	17.3%	4,154	20.0%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,079	5.9%	1,074	5.5%	1,079	5.2%
↓ 5 to 9 years	1,088	5.9%	1,123	5.7%	1,135	5.5%
10 to 14 years	1,072	5.8%	1,152	5.9%	1,199	5.8%
15 to 17 years	799	4.3%	684	3.5%	768	3.7%
18 to 20 years	597	3.2%	650	3.3%	684	3.3%
21 to 24 years	752	4.1%	881	4.5%	841	4.1%
25 to 29 years	1,022	5.6%	1,088	5.5%	1,277	6.2%
30 to 34 years	1,071	5.8%	1,166	5.9%	1,001	4.8%
↓ 35 to 39 years	1,256	6.8%	1,250	6.4%	1,266	6.1%
↓ 40 to 44 years	1,329	7.2%	1,347	6.9%	1,344	6.5%
↓ 45 to 49 years	1,483	8.1%	1,401	7.1%	1,317	6.3%
↓ 50 to 54 years	1,577	8.6%	1,509	7.7%	1,556	7.5%
55 to 59 years	1,352	7.3%	1,528	7.8%	1,530	7.4%
▲ 60 to 64 years	1,194	6.5%	1,416	7.2%	1,607	7.7%
▲ 65 to 69 years	769	4.2%	1,140	5.8%	1,307	6.3%
▲ 70 to 74 years	537	2.9%	776	3.9%	1,153	5.6%
75 to 84 years	891	4.8%	910	4.6%	1,148	5.5%
85 or more years	525	2.9%	569	2.9%	546	2.6%

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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)	16,314			
Single (Never Married)	5,067	31.1%	32.9%	94
Married	8,729	53.5%	50.2%	107
Divorced/Widowed	2,518	15.4%	16.9%	91
Marital Status Females 15 and Older (2016)	8,592			
Single (Never Married)	2,563	29.8%	29.8%	100
Married	4,355	50.7%	48.8%	104
Divorced/Widowed	1,674	19.5%	21.4%	91
Marital Status Males 15 and Older (2016)	7,722			
Single (Never Married)	2,504	32.4%	36.2%	90
Married	4,374	56.6%	51.6%	110
Divorced/Widowed	844	10.9%	12.3%	89
FAMILY STRUCTURE				
Households By Type (2016)	7,405			
Married Couple	3,589	48.5%	48.5%	100
Other Family - Male Head of Household	375	5.1%	4.9%	103
Other Family - Female Head of Household	1,017	13.7%	13.0%	106
Non Family - Male Head of Household	973	13.1%	15.8%	83
Non Family - Female Head of Household	1,451	19.6%	17.7%	110
Households With Children 0 to 18 (2016)	2,376			
Married Couple Family	1,589	66.9%	65.2%	103
Other Family - Male Head of Household	180	7.6%	8.5%	89
Other Family - Female Head of Household	592	24.9%	25.3%	98
↓ Non Family	14	0.6%	1.0%	61
Population By Household Type (2016)	19,664			
↓ Group Quarters	271	1.4%	2.5%	55

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	271			
Correctional Facilities	81	29.9%	30.0%	100
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	107	39.5%	18.7%	211
▲ Other	83	30.6%	15.2%	202
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	19,664			
↓ White (Non-Hispanic)	6,911	35.1%	61.3%	57
African-American (Non-Hisp)	2,520	12.8%	12.3%	104
▲ Hispanic/Latino	5,447	27.7%	17.8%	156
↓ Native American (Non-Hisp)	71	0.4%	0.7%	49
▲ Asian (Non-Hisp)	3,891	19.8%	5.3%	375
▲ Hawaiian & Pacific Islander (Non-Hisp)	84	0.4%	0.2%	254
▲ Other Races & Multiple Races (Non-Hisp)	740	3.8%	2.4%	157
Asian Population By Race (2016)	3,925			
▲ Chinese	2,383	60.7%	22.3%	272
↓ Japanese	96	2.4%	5.0%	49
↓ Indian	110	2.8%	19.5%	14
↓ Korean	116	3.0%	9.6%	31
Vietnamese	456	11.6%	11.0%	106
↓ Other Asian Races	764	19.5%	32.5%	60
Hispanic/Latino Population By Race (2016)	5,447			
↓ White	1,939	35.6%	53.0%	67
↓ African-American	101	1.9%	2.5%	74
Native American	80	1.5%	1.4%	107
▲ Asian	34	0.6%	0.4%	149
▲ Other Races & Multiple Races	3,293	60.5%	42.7%	141
Hispanic/Latino Population By Origin (2016)	5,447			
Mexican	3,906	71.7%	62.4%	115
↓ Puerto Rican	224	4.1%	9.5%	43
↓ Cuban	33	0.6%	3.5%	17
Other Hispanic Origin	1,284	23.6%	24.6%	96

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	4,398			
Pre-Primary (Public)	161	3.7%	3.4%	106
▲ Pre-Primary (Private)	255	5.8%	2.6%	221
Elementary/High School (Public)	2,122	48.2%	58.9%	82
Elementary/High School (Private)	307	7.0%	6.6%	105
▲ Enrolled in College	1,553	35.3%	28.4%	124
Population By Education Completed (Age 25 and over) (2016)	14,099			
▲ Elementary (Less than 9 years)	1,241	8.8%	5.8%	151
↓ Some High School (9 to 11 years)	727	5.2%	7.8%	66
↓ High School Graduate (12 years)	3,131	22.2%	27.9%	80
Some College (13 to 15 years)	2,862	20.3%	21.2%	96
Associate Degree	1,066	7.6%	8.0%	95
▲ Bachelor's Degree	3,143	22.3%	18.3%	122
▲ Graduate Degree	1,929	13.7%	11.0%	124
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	9,298			
TOTAL WHITE COLLAR	6,056	65.1%	61.5%	106
Executive and Managerial	1,002	10.8%	9.7%	111
Professional Specialty	1,714	18.4%	16.6%	111
▲ Technical Support	1,041	11.2%	8.3%	135
Sales	1,110	11.9%	10.9%	110
↓ Administrative Support & Clerical	1,189	12.8%	16.0%	80
TOTAL BLUE COLLAR	3,241	34.9%	38.5%	90
Service: Private Households	334	3.6%	3.7%	97
Service: Protective	187	2.0%	2.2%	91
Service: Other	606	6.5%	7.5%	87
↓ Farming, Forestry & Fishing	4	0.0%	0.7%	6
Precision Production and Craft	847	9.1%	11.0%	83
Operators and Assemblers	316	3.4%	3.2%	105
▲ Transportation and Material Moving	740	8.0%	6.2%	129
↓ Laborers	207	2.2%	4.0%	55

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	16,091			
Employed	9,356	58.1%	58.1%	100
Unemployed	892	5.5%	5.6%	98
Not in Labor Force	5,843	36.3%	36.3%	100
Total Female Pop. By Work Status (Age 20 to 64) (2013)	5,889			
TOTAL WORKING	3,855	65.5%	66.8%	98
With No Own Children	2,606	44.3%	42.2%	105
▲ With Own Children Age 0 to 5 only	468	7.9%	5.5%	145
With Own Children Age 6 to 17 only	733	12.4%	14.8%	84
↓ With Own Children Both Age 0 to 5 and 6 to 17	48	0.8%	4.3%	19
TOTAL NOT WORKING (UNEMPLOYED)	382	6.5%	6.2%	104
▲ With No Own Children	277	4.7%	3.8%	125
▲ With Own Children Age 0 to 5 only	50	0.8%	0.7%	129
↓ With Own Children Age 6 to 17 only	44	0.7%	1.3%	59
↓ With Own Children Both Age 0 to 5 and 6 to 17	11	0.2%	0.5%	34
TOTAL NOT IN THE LABOR FORCE	1,652	28.1%	27.0%	104
With No Own Children	919	15.6%	17.1%	91
▲ With Own Children Age 0 to 5 only	270	4.6%	2.6%	176
With Own Children Age 6 to 17 only	323	5.5%	4.6%	118
With Own Children Both Age 0 to 5 and 6 to 17	140	2.4%	2.6%	90
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	7,405			
Above Poverty Line (Households with Children)	4,613	63.4%	59.6%	106
Above Poverty Line (Households without Children)	2,037	28.0%	26.5%	106
↓ Below Poverty Line (Households with Children)	365	5.0%	7.9%	64
↓ Below Poverty Line (Households without Children)	262	3.6%	6.0%	60
Households By Presence of Retirement Income (2013)	6,930			
▲ With Retirement Income	1,467	21.2%	17.6%	120
Without Retirement Income	5,382	77.7%	81.5%	95

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	7,405			
Owner Occupied	5,245	70.8%	65.0%	109
Renter Occupied	2,160	29.2%	35.0%	83
▲ Median Rent (2013)	\$1,220		\$904	135
Structures By Number of Units (2016)	7,782			
▲ Single Unit	6,293	80.9%	67.3%	120
3 to 4 Units	548	7.0%	8.1%	87
↓ 5 to 19 Units	445	5.7%	9.3%	61
↓ 20 to 49 Units	189	2.4%	3.6%	67
↓ 50 or more Units	136	1.7%	5.1%	34
↓ Mobile Home	147	1.9%	6.4%	29
▲ Other	25	0.3%	0.1%	377
▲ Single To Multiple Unit Ratio	4.77		2.57	186
Owner-Occupied Property Values (2016)	5,245			
↓ Under \$40,000	148	2.8%	7.2%	39
↓ \$40,000 to \$59,999	65	1.2%	3.7%	34
↓ \$60,000 to \$79,999	48	0.9%	5.1%	18
↓ \$80,000 to \$99,999	7	0.1%	6.5%	2
↓ \$100,000 to 149,999	49	0.9%	15.1%	6
↓ \$150,000 to \$199,999	79	1.5%	14.6%	10
↓ \$200,000 to \$299,999	407	7.8%	18.1%	43
▲ \$300,000 to \$499,999	1,747	33.3%	16.9%	197
▲ \$500,000 to \$999,999	2,410	45.9%	9.7%	473
▲ \$1,000,000 and over	286	5.5%	3.0%	180
▲ Median Property Value	\$516,717		\$192,432	269

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	7,782			
2010 and later	493	6.3%	5.5%	115
↓ 2000 to 2009	110	1.4%	14.6%	10
↓ 1990 to 1999	104	1.3%	13.4%	10
↓ 1980 to 1989	405	5.2%	13.2%	39
↓ 1970 to 1979	875	11.2%	15.0%	75
▲ 1960 to 1969	1,028	13.2%	10.4%	127
▲ 1950 to 1959	1,495	19.2%	10.3%	187
▲ 1949 or earlier	3,272	42.0%	17.7%	238
Households By Number of Persons (2016)	7,405			
1 Person Household	1,914	25.8%	27.3%	95
2 Person Household	2,431	32.8%	32.3%	102
3 Person Household	1,281	17.3%	16.2%	106
4 Person Household	941	12.7%	13.1%	97
5 Person Household	446	6.0%	6.5%	93
6 Person Household	225	3.0%	2.8%	110
7 or more Person Household	168	2.3%	1.9%	119
Average Persons Per Household	2.6		2.6	101
Households By Heating Type (2013)	6,849			
▲ Utility and Other Gas	5,550	81.0%	54.0%	150
↓ Electric	1,257	18.4%	36.1%	51
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	21	0.3%	2.2%	14
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	21	0.3%	0.9%	32

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TRANSPORTATION				
Households By Number of Vehicles (2016)	7,405			
↓ No Vehicles	417	5.6%	9.0%	63
1 Vehicle	2,261	30.5%	33.7%	90
2 Vehicle	2,842	38.4%	37.5%	102
▲ 3 or more Vehicles	1,885	25.5%	19.8%	129
Workers By Travel Time to Work (2016)	8,677			
↓ Less than 15 minutes	1,658	19.1%	27.3%	70
15 to 29 minutes	3,014	34.7%	36.5%	95
30 to 44 minutes	1,973	22.7%	20.2%	113
▲ 45 to 59 minutes	1,049	12.1%	7.7%	156
▲ 60 or more minutes	982	11.3%	8.3%	136
Average Travel Time to Work (minutes)	32.8		28.2	116
Workers By Type of Transportation to Work (2016)	8,981			
Drive Alone	6,498	72.4%	76.9%	94
Car Pool	754	8.4%	9.6%	88
▲ Public Transportation	1,053	11.7%	5.1%	229
↓ Walk to Work	143	1.6%	2.8%	57
▲ Other Means	152	1.7%	1.2%	136
Work at Home	381	4.2%	4.4%	97

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	2,661	35.9%	15.1%	238
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	2,395	32.3%	31.4%	103
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,505	20.3%	14.7%	139
5	Senior Life (7, 20, 21, 22, 30 and 31)	425	5.7%	6.9%	83
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	379	5.1%	18.4%	28
4	Rural Families (27, 26, 29, 33, 35 and 38)	36	0.5%	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.		
4	Educated Mid-Life Families	2,116	28.6%	3.4%	838
15	Reliable Young Starters	1,480	20.0%	4.3%	470
10	Suburban Mid-Life Families	1,370	18.5%	5.5%	334
23	Established Empty-Nesters	752	10.2%	3.4%	300
1	Traditional Affluent Families	335	4.5%	3.5%	130
20	Cautious and Mature	289	3.9%	2.6%	148
40	Surviving Urban Diversity	268	3.6%	4.0%	89
25	Working Country Consumers	196	2.6%	4.1%	64
14	Secure Mid-Life Families	118	1.6%	0.7%	243
24	Metro Multi-Ethnic Diversity	81	1.1%	2.7%	40
7	Prosperous and Mature	73	1.0%	0.5%	183
28	Building Country Families	57	0.8%	2.8%	28
5	Prosperous Diversity	50	0.7%	3.1%	22
3	Mid-Life Prosperity	31	0.4%	1.5%	27
45	Struggling Urban Diversity	29	0.4%	2.5%	16
22	Mature and Established	26	0.4%	1.8%	20
21	Mature and Stable	23	0.3%	0.6%	55
29	Working Country Families	18	0.2%	1.0%	25
27	Country Family Diversity	18	0.2%	0.3%	71
12	Educated New Starters	14	0.2%	2.9%	6

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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.		
30	Urban Senior Life	14	0.2%	0.8%	23
2	Professional Affluent Families	11	0.1%	0.8%	18
18	Working Urban Families	10	0.1%	4.0%	3
17	Large Young Families	7	0.1%	2.2%	4
49	Exception Households	6	0.1%	0.2%	32
19	Educated and Promising	6	0.1%	0.1%	103
8	Rising Potential Professionals	5	0.1%	2.3%	3
9	Educated Working Families	3	0.0%	0.1%	48
44	Laboring Urban Life	1	0.0%	0.1%	18
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
39	New Beginning Urbanites	0	0.0%	2.8%	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
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
48	Struggling Urban Life	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
TOTALS		7,407	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.6%	35.4%	75
↓ Somewhat Involved with Their Faith	24.7%	29.9%	83
▲ Not Involved with Their Faith	49.3%	34.7%	142

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.3%	22.1%	78
Decreased Their Involvement with Their Faith in the Last 10 Years	21.3%	23.7%	90

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	133
↓ Baptist	7.8%	16.1%	49
Catholic	22.4%	23.7%	95
Congregational	1.9%	2.0%	97
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	248
Episcopal	2.8%	2.9%	95
↓ Holiness	0.2%	0.8%	22
Jehovah's Witnesses	1.0%	1.1%	94
▲ Judaism	3.9%	3.2%	124
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	5.0%	10.1%	49
▲ Mormon	2.7%	1.8%	153
▲ New Age	1.1%	0.6%	195
▲ Non-Denominational / Independent	10.4%	6.9%	150
▲ Orthodox	0.3%	0.3%	113
Pentecostal	2.5%	2.4%	101
▲ Presbyterian / Reformed	5.3%	4.6%	116
▲ Unitarian / Universalist	0.8%	0.7%	120
▲ Interested but No Preference	5.8%	3.9%	149
▲ Not Interested and No Preference	18.4%	11.1%	166

Likely to Have Changed Their Preference in the Last 10 Years	18.0%	16.8%	107
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.7%	4.0%	118
↓ Lets them do what they want and is supportive	10.0%	11.7%	85
Lets them do what they want and stays out of the way	4.7%	4.8%	98
Works with them on deciding what to do and helps them do it	80.6%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.2%	43.5%	95
↓ Finding/Providing Health Insurance	23.1%	29.0%	80
Day-to-Day Financial Worries	28.8%	31.6%	91
Finding Employment Opportunities	14.3%	14.4%	99
Finding Affordable Housing	12.1%	11.3%	107
↓ Providing Adequate Food	7.1%	8.6%	83
Finding Child Care	5.9%	6.3%	95
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.5%	16.7%	92
↓ Dealing With Teen / Child Problems	18.0%	20.7%	87
Finding/Providing Aging Parent Care	15.7%	15.5%	101
↓ Dealing With Abusive Relationships	9.7%	11.4%	86
↓ Dealing With Divorce	3.2%	4.5%	72
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	30.6%	27.0%	113
Finding/Providing Good Schools	24.4%	23.5%	104
Dealing with Problems in Schools	12.9%	13.6%	95
Dealing With Racial / Ethnic Prejudice	13.7%	13.1%	105
▲ Dealing With Neighborhood Gangs	12.3%	8.5%	145
▲ Dealing with Social Injustice	13.4%	11.3%	118
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	56.2%	50.6%	111
▲ Finding Time for Recreation / Leisure	29.6%	25.3%	117
Finding Better Quality Healthcare	23.4%	23.9%	98
Finding A Satisfying Job / Career	19.4%	19.3%	100
Finding Retirement Opportunities	18.7%	18.9%	99
Achieving A Fulfilling Marriage	23.3%	22.3%	105
Developing Parenting Skills	14.8%	14.7%	101
Achieving Educational Objectives	7.8%	7.5%	105
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.3%	29.8%	98
Finding Companionship	17.8%	17.3%	103
↓ Finding A Good Church	9.6%	15.2%	63
↓ Finding Spiritual Teaching	9.1%	12.9%	70
▲ Finding Life Direction	15.6%	14.0%	111

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	82.1%	84.5%	97
“God is actively involved in the world including nations and their governments”	57.6%	63.8%	90

SOCIETY:

“It is important to preserve the traditional American family structure”	89.9%	91.5%	98
“A healthy environment has become a national crisis”	82.9%	82.8%	100
“Public education is essential to the future of American society”	94.3%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	45.2%	50.1%	90
“The role of Churches / Synagogues is to help form and support moral values”	78.9%	81.1%	97
“Churches and religious organizations should provide more human services”	59.5%	62.6%	95

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	36.0%	36.3%	99
“The changing racial / ethnic face of America is a threat to our national heritage”	35.7%	36.3%	98

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	61.5%	59.8%	103
More than \$500 per year	34.0%	31.2%	109
▲ More than \$1,000 per year	20.3%	17.4%	117

TO CHARITIES:

▲ More than \$100 per year	40.8%	33.7%	121
▲ More than \$500 per year	11.7%	6.8%	172
▲ More than \$1,000 per year	4.3%	2.3%	187

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	21.3%	16.1%	132
▲ More than \$500 per year	6.4%	4.3%	149
▲ More than \$1,000 per year	4.1%	2.2%	186

Ministry Area Profile 2016
Compass
REPORT

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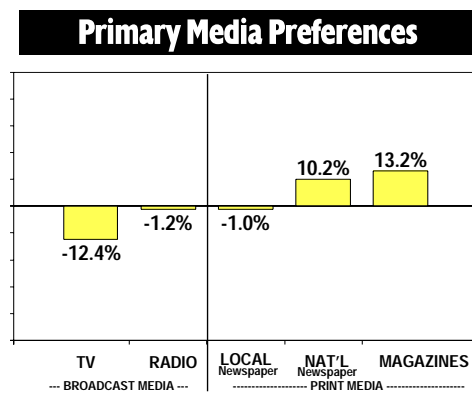
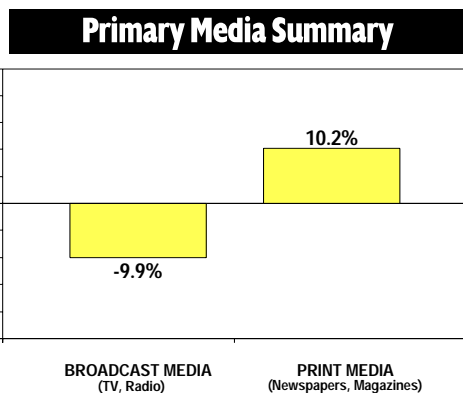
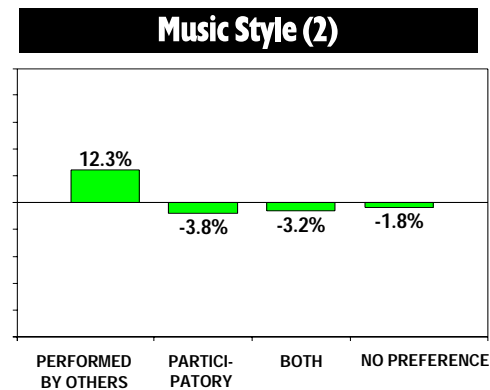
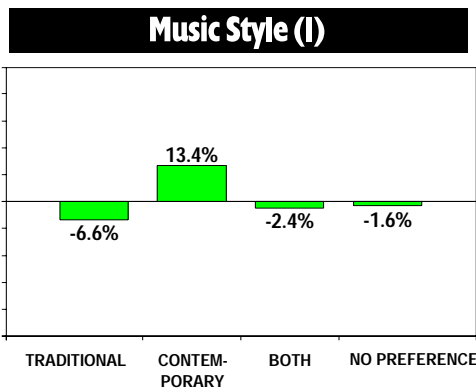
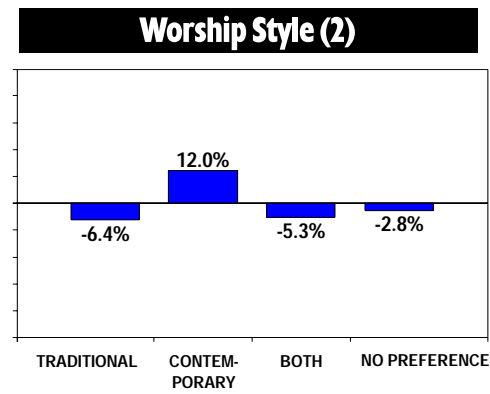
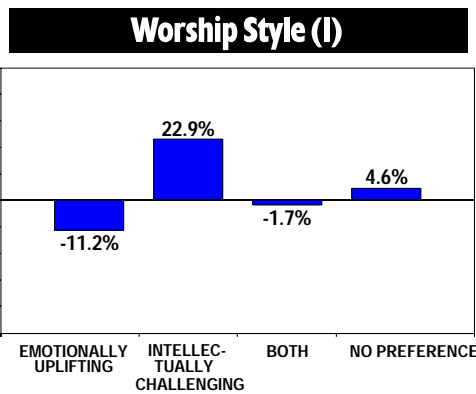
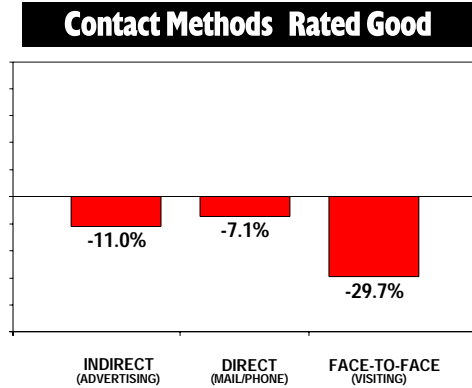
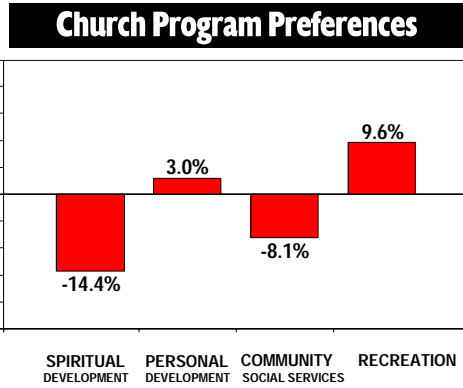
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	32.1%	41.1%	78
Adult Theological Discussion Groups	21.4%	22.5%	95
Spiritual Retreats	10.9%	11.6%	94

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.7%	15.2%	103
Parent Training Programs	8.4%	7.8%	108
Twelve Step Programs	3.6%	3.5%	104
↓ Divorce Recovery	2.0%	2.4%	84

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	21.2%	22.5%	94
Care for the Terminally Ill	15.1%	15.7%	96
↓ Food and Clothing Resources	7.2%	11.1%	65
Day Care Services	6.4%	6.1%	106
Church Sponsored Day-School	6.2%	5.7%	109

RECREATION:

Youth Social Programs	32.0%	29.7%	108
Family Activities and Outings	33.7%	32.8%	103
Active Retirement Programs	28.2%	26.8%	105
▲ Cultural Programs (Music, Drama, Art)	23.5%	18.9%	124
▲ Sports or Camping	8.0%	6.3%	127

SUMMARY

↓ Spiritual Development Index	86
Personal Development Index	103
Community/Social Services Index	92
Recreation Index	110



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	23.4%	26.4%	89
▲ B. Intellectually Challenging	13.7%	11.1%	123
C. Both A and B	38.5%	39.2%	98
D. No Preference or Not Interested	24.5%	23.4%	105

PART 2:

A. Traditional/Formal/Ceremonial	19.0%	20.2%	94
▲ B. Contemporary/Informal	29.5%	26.3%	112
C. Both A and B	25.1%	26.5%	95
D. No Preference or Not Interested	26.2%	26.9%	97

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.8%	24.4%	93
▲ B. Contemporary	22.4%	19.7%	113
C. Both A and B	30.3%	31.1%	98
D. No Preference or Not Interested	24.4%	24.8%	98

PART 2:

▲ A. Performed by Others	21.0%	18.7%	112
B. Participatory	22.1%	22.9%	96
C. Both A and B	31.2%	32.2%	97
D. No Preference or Not Interested	25.7%	26.2%	98



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	23.6%	22.0%	107
B. Personal Spiritual Development	14.5%	14.3%	101
C. Both A and B	35.8%	37.4%	96
D. No Preference or Not Interested	26.1%	26.3%	99

PART 2:

A. Global Mission	6.3%	6.2%	102
B. Local Mission	33.4%	33.3%	100
C. Both A and B	29.2%	30.1%	97
D. No Preference or Not Interested	31.0%	30.4%	102

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	23.3%	26.6%	88
▲ B. Contemporary	20.0%	15.9%	126
C. Both A and B	31.7%	32.3%	98
D. No Preference or Not Interested	24.9%	25.1%	99

PART 2:

↓ A. Somber/Serious	7.2%	9.4%	77
▲ B. Light and Airy	39.7%	34.7%	114
C. Both A and B	26.1%	27.7%	94
D. No Preference or Not Interested	27.2%	28.2%	96



Date: 6/20/2016

Prepared For:
 Assumption 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	41.4%	47.3%	88
Radio	13.2%	13.3%	99
PRINT MEDIA:			
Local Newspaper	38.8%	36.1%	107
National Newspaper	4.8%	4.3%	110
▲ Magazines	3.7%	2.4%	153

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
Television	32.2%	31.9%	101
Radio	21.5%	23.8%	90
PRINT MEDIA:			
Local Newspaper	32.4%	32.7%	99
National Newspaper	5.8%	5.8%	100
▲ Magazines	8.0%	7.0%	113

SUMMARY

Overall Broadcast Media Index (100 = Average)	93
Overall Print Media Index	106



Date: 6/20/2016

Prepared For:
 Assumption 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			

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	32.1%	36.2%	89
Putting Ad in Local Newspaper	31.3%	33.8%	92
↓ Local Cable Channels	26.0%	30.4%	86
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.9%	53.7%	97
↓ Calling and Offering to Send Information By Mail	26.3%	29.5%	89
↓ Calling and Discussing on the Phone	10.2%	12.0%	85
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.2%	20.1%	71
↓ Going Door to Door	9.7%	14.0%	70

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	24.0%	19.6%	123
▲ Putting Ad in Local Newspaper	26.9%	21.5%	125
▲ Local Cable Channels	35.2%	30.7%	115
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.4%	13.3%	123
▲ Calling and Offering to Send Information By Mail	39.8%	34.0%	117
▲ Calling and Discussing on the Phone	68.5%	60.6%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	59.5%	49.6%	120
Going Door to Door	69.7%	64.0%	109

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	89
Direct Methods Index	93
↓ Face-to-Face Methods Index	70

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	120
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	114