

ministry
area ●●●●●●
profile **2016**

Queen of All Saints Parish

Study Area Definition:
Custom Polygon





Prepared For:
Queen of All Saints Parish

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- 1**

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

A Currently, there are 47,923 persons residing in the defined study area. This represents an increase of 2,038 or 4.4% 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 4.0% or 1,930 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3**

Q **How much lifestyle diversity is represented?**

A The lifestyle diversity in the area is *very high* with 28 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 29.6% 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 37.2% of the population and all other racial/ethnic groups make up a substantial 62.8% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 41.5% of the total population. *Asians* are projected to be the fastest growing group increasing by 12.9% 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 14,315 persons or 29.9% of the total population in the area. *Millennials* (age 15 to 34) make up 29.8% of the population which compared to a national average of 27.2% 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 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 84.6% 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 24.4% 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, Racial/Ethnic Prejudice, 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?**

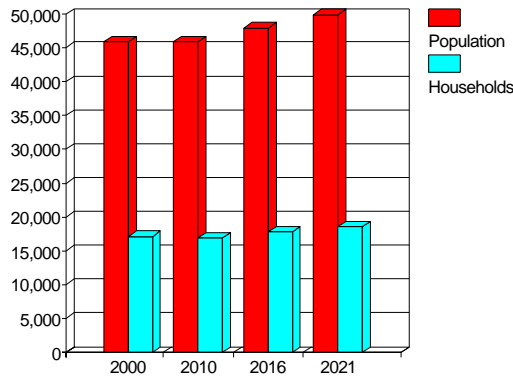
A Based upon the average household income of \$72,797 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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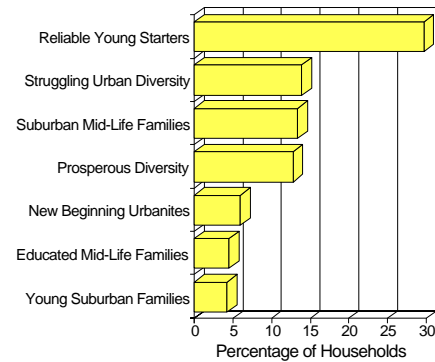
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Population and Households

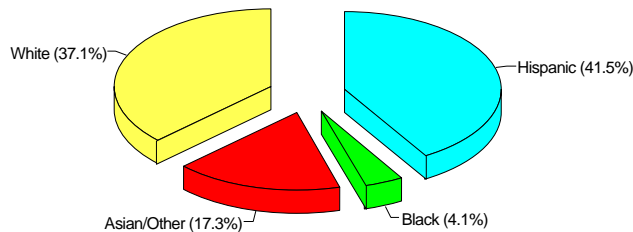


Primary U.S. Lifestyles Segments-2016

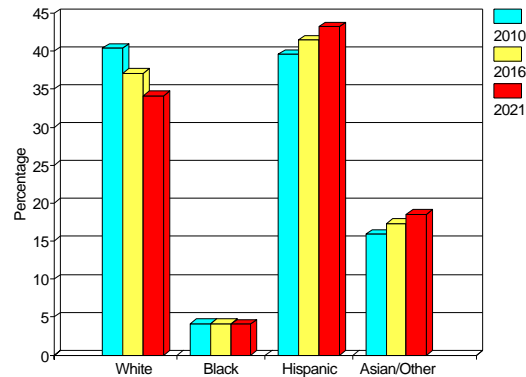


The population in the study area has increased by 2063 persons, or 4.5% since 2010 and is projected to increase by 1930 persons, or 4.0% between 2016 and 2021. The number of households has increased by 926, or 5.5% since 2010 and is projected to increase by 806, or 4.5% between 2016 and 2021.

Population By Race/Ethnicity-2016

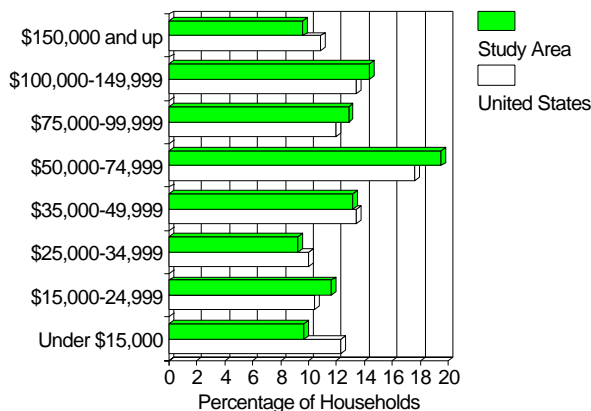


Population By Race/Ethnicity Trend

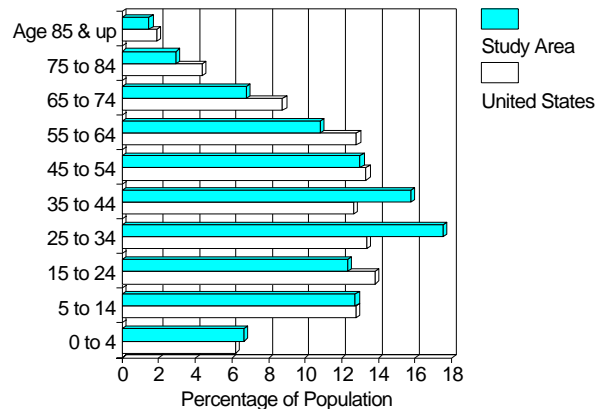


Between 2016 and 2021, the White population is projected to decrease by 754 persons and to decrease from 37.1% to 34.2% of the total population. The Black population is projected to increase by 52 persons and to remain stable at 4.1% of the total. The Hispanic/Latino population is projected to increase by 1667 persons and to increase from 41.5% to 43.2% of the total. The Asian/Other population is projected to increase by 966 persons and to increase from 17.3% to 18.5% of the total population.

Households By Income-2016



Population by Age-2016

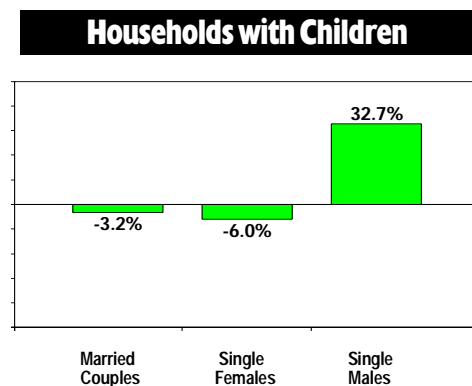
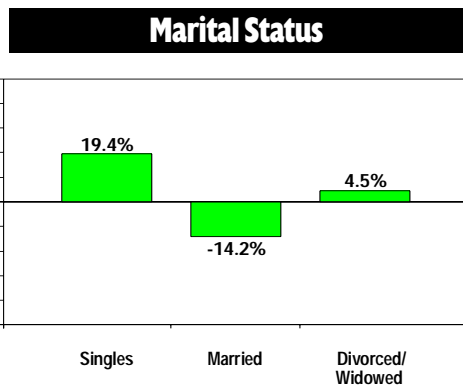
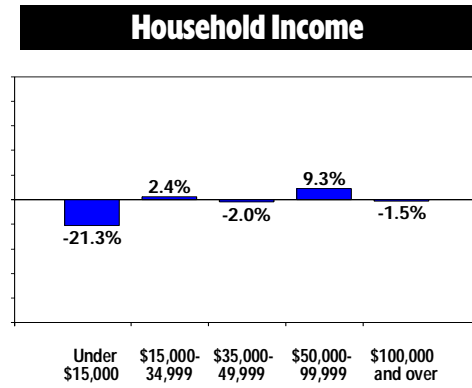
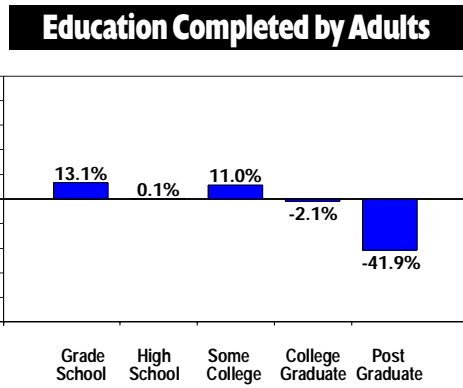
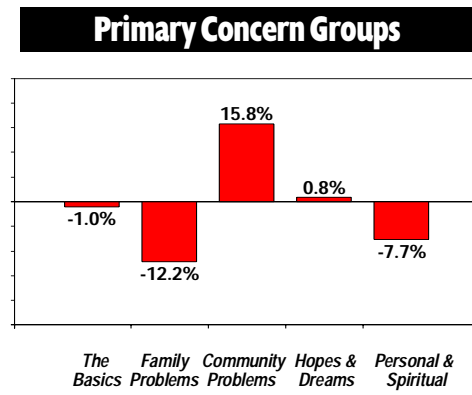
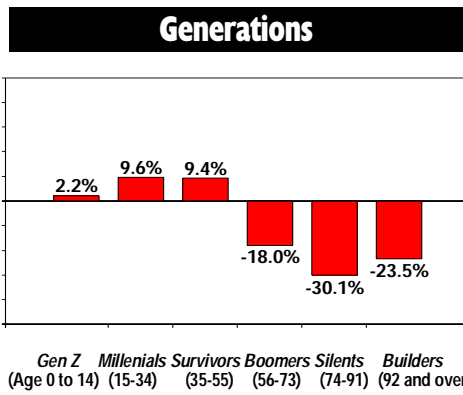
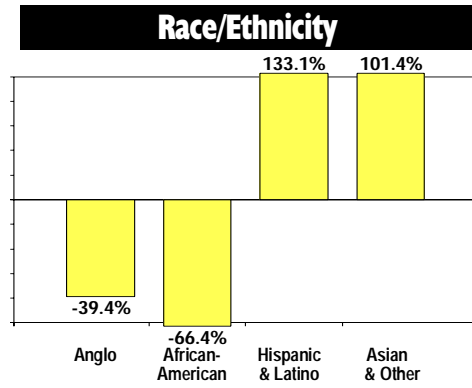
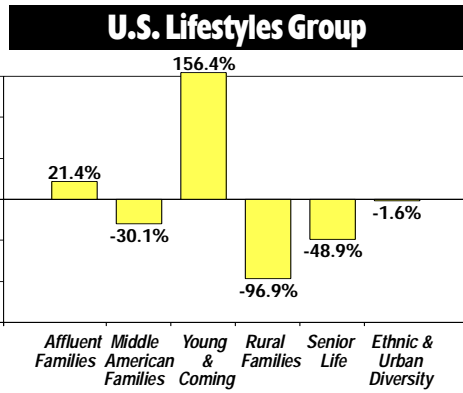


The average household income in the study area is \$72,797 a year as compared to the U.S. average of \$77,135. The average age in the study area is 36.8 and is projected to increase to 38.0 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
Population	45,885	45,860	47,923	49,853		
Population Change		(25)	2,063	1,930		
Percentage Change		-0.1%	4.5%	4.0%		
▲ Average Annual Growth Rate		-0.0%	0.7%	0.8%		
Density (Pop. per square mile)	4,668	4,665	4,875	5,072		
HOUSEHOLDS						
Households	17,129	16,833	17,759	18,565		
Household Change		(296)	926	806		
Percentage Change		-1.7%	5.5%	4.5%		
Average Annual Growth Rate		-0.2%	0.9%	0.9%		
Persons Per Household	2.66	2.70	2.68	2.66		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	18,515	40.4%	17,802	37.1%	17,048	34.2%
African-American (Non-Hisp)	1,892	4.1%	1,981	4.1%	2,033	4.1%
▲ Hispanic/Latino	18,133	39.5%	19,865	41.5%	21,532	43.2%
▲ Asian/Other (Non-Hisp)	7,320	16.0%	8,274	17.3%	9,240	18.5%
POPULATION BY GENDER						
Female	22,639	49.4%	23,628	49.3%	24,605	49.4%
Male	23,221	50.6%	24,295	50.7%	25,248	50.6%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	5,656	12.3%	9,297	19.4%	12,701	25.5%
Millennials (Born 1982 to 2001)	13,604	29.7%	14,276	29.8%	14,235	28.6%
↓ Survivors (Born 1961 to 1981)	14,516	31.7%	14,316	29.9%	14,196	28.5%
↓ Boomers (Born 1943 to 1960)	8,573	18.7%	7,656	16.0%	6,959	14.0%
↓ Silents (Born 1925 to 1942)	2,996	6.5%	2,233	4.7%	1,756	3.5%
↓ Builders (Born 1924 and earlier)	601	1.3%	143	0.3%	7	0.0%
AGE						
▲ Average Age		35.7		36.8		38.0
▲ Median Age		34.6		36.5		38.1
INCOME						
▲ Average Household Income		\$65,431		\$72,797		\$80,686
▲ Median Household Income		\$55,301		\$59,624		\$65,326
▲ Per Capita Income		\$24,017		\$26,977		\$30,047

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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	836	5.0%	1,700	9.6%	2,323	12.5%
▲ \$100,000 to \$149,999	2,212	13.1%	2,549	14.4%	2,902	15.6%
\$75,000 to \$99,999	2,187	13.0%	2,287	12.9%	2,455	13.2%
↓ \$50,000 to \$74,999	3,621	21.5%	3,464	19.5%	3,356	18.1%
↓ \$35,000 to \$49,999	2,764	16.4%	2,332	13.1%	2,342	12.6%
↓ \$25,000 to \$34,999	2,091	12.4%	1,635	9.2%	1,595	8.6%
\$15,000 to \$24,999	1,556	9.2%	2,072	11.7%	2,009	10.8%
Under \$15,000	1,565	9.3%	1,720	9.7%	1,582	8.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,465	7.6%	3,197	6.7%	3,121	6.3%
▲ Required Formal Schooling (5-17)	6,990	15.2%	7,918	16.5%	8,395	16.8%
↓ College Years, Career Starts (18-24)	5,304	11.6%	4,074	8.5%	4,205	8.4%
↓ Singles and Young Families (25-34)	8,338	18.2%	8,384	17.5%	7,025	14.1%
▲ Families, Empty Nesters (35-54)	12,671	27.6%	13,766	28.7%	15,035	30.2%
▲ Enrichment Years Singles/Couples (55-64)	4,767	10.4%	5,199	10.8%	5,557	11.1%
▲ Retirement Opportunities (65+)	4,412	9.6%	5,383	11.2%	6,516	13.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,465	7.6%	3,197	6.7%	3,121	6.3%
5 to 9 years	2,739	6.0%	3,270	6.8%	3,137	6.3%
▲ 10 to 14 years	2,615	5.7%	2,830	5.9%	3,335	6.7%
▲ 15 to 17 years	1,636	3.6%	1,818	3.8%	1,923	3.9%
18 to 20 years	2,192	4.8%	1,685	3.5%	1,768	3.5%
↓ 21 to 24 years	3,112	6.8%	2,389	5.0%	2,437	4.9%
↓ 25 to 29 years	4,377	9.5%	3,825	8.0%	2,986	6.0%
30 to 34 years	3,961	8.6%	4,559	9.5%	4,039	8.1%
35 to 39 years	3,368	7.3%	4,112	8.6%	4,190	8.4%
▲ 40 to 44 years	3,185	6.9%	3,433	7.2%	4,024	8.1%
45 to 49 years	3,127	6.8%	3,196	6.7%	3,467	7.0%
50 to 54 years	2,991	6.5%	3,025	6.3%	3,354	6.7%
55 to 59 years	2,594	5.7%	2,748	5.7%	2,800	5.6%
▲ 60 to 64 years	2,173	4.7%	2,451	5.1%	2,757	5.5%
▲ 65 to 69 years	1,358	3.0%	2,013	4.2%	2,145	4.3%
▲ 70 to 74 years	951	2.1%	1,242	2.6%	1,887	3.8%
75 to 84 years	1,435	3.1%	1,411	2.9%	1,804	3.6%
85 or more years	668	1.5%	717	1.5%	680	1.4%

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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)	38,625			
Single (Never Married)	15,170	39.3%	32.9%	119
Married	16,617	43.0%	50.2%	86
Divorced/Widowed	6,837	17.7%	16.9%	105
Marital Status Females 15 and Older (2016)	19,154			
Single (Never Married)	6,455	33.7%	29.8%	113
Married	8,316	43.4%	48.8%	89
Divorced/Widowed	4,383	22.9%	21.4%	107
Marital Status Males 15 and Older (2016)	19,471			
▲ Single (Never Married)	8,715	44.8%	36.2%	124
Married	8,302	42.6%	51.6%	83
Divorced/Widowed	2,454	12.6%	12.3%	103
FAMILY STRUCTURE				
Households By Type (2016)	17,759			
Married Couple	7,046	39.7%	48.5%	82
▲ Other Family - Male Head of Household	1,241	7.0%	4.9%	142
Other Family - Female Head of Household	2,472	13.9%	13.0%	107
▲ Non Family - Male Head of Household	3,536	19.9%	15.8%	126
Non Family - Female Head of Household	3,463	19.5%	17.7%	110
Households With Children 0 to 18 (2016)	5,981			
Married Couple Family	3,778	63.2%	65.2%	97
▲ Other Family - Male Head of Household	672	11.2%	8.5%	133
Other Family - Female Head of Household	1,424	23.8%	25.3%	94
▲ Non Family	107	1.8%	1.0%	185
Population By Household Type (2016)	47,923			
↓ Group Quarters	351	0.7%	2.5%	29

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	351			
↓ Correctional Facilities	6	1.7%	30.0%	6
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	82	23.4%	18.7%	125
▲ Other	263	74.9%	15.2%	493
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	47,923			
↓ White (Non-Hispanic)	17,802	37.1%	61.3%	61
↓ African-American (Non-Hisp)	1,981	4.1%	12.3%	34
▲ Hispanic/Latino	19,866	41.5%	17.8%	233
↓ Native American (Non-Hisp)	152	0.3%	0.7%	43
▲ Asian (Non-Hisp)	5,930	12.4%	5.3%	234
▲ Hawaiian & Pacific Islander (Non-Hisp)	376	0.8%	0.2%	466
▲ Other Races & Multiple Races (Non-Hisp)	1,815	3.8%	2.4%	158
Asian Population By Race (2016)	6,060			
Chinese	1,317	21.7%	22.3%	97
▲ Japanese	416	6.9%	5.0%	137
↓ Indian	709	11.7%	19.5%	60
↓ Korean	367	6.1%	9.6%	63
↓ Vietnamese	393	6.5%	11.0%	59
▲ Other Asian Races	2,858	47.2%	32.5%	145
Hispanic/Latino Population By Race (2016)	19,866			
White	8,645	43.5%	53.0%	82
↓ African-American	209	1.1%	2.5%	42
↓ Native American	178	0.9%	1.4%	65
▲ Asian	130	0.7%	0.4%	156
▲ Other Races & Multiple Races	10,704	53.9%	42.7%	126
Hispanic/Latino Population By Origin (2016)	19,866			
Mexican	14,711	74.1%	62.4%	119
↓ Puerto Rican	386	1.9%	9.5%	21
↓ Cuban	65	0.3%	3.5%	9
Other Hispanic Origin	4,704	23.7%	24.6%	96

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	11,373			
Pre-Primary (Public)	438	3.9%	3.4%	112
▲ Pre-Primary (Private)	388	3.4%	2.6%	130
Elementary/High School (Public)	6,078	53.4%	58.9%	91
↓ Elementary/High School (Private)	467	4.1%	6.6%	62
▲ Enrolled in College	4,003	35.2%	28.4%	124
Population By Education Completed (Age 25 and over) (2016)	32,732			
▲ Elementary (Less than 9 years)	2,431	7.4%	5.8%	128
Some High School (9 to 11 years)	2,596	7.9%	7.8%	102
High School Graduate (12 years)	9,134	27.9%	27.9%	100
Some College (13 to 15 years)	7,983	24.4%	21.2%	115
Associate Degree	2,617	8.0%	8.0%	100
Bachelor's Degree	5,869	17.9%	18.3%	98
↓ Graduate Degree	2,101	6.4%	11.0%	58
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	22,808			
TOTAL WHITE COLLAR	12,540	55.0%	61.5%	89
Executive and Managerial	1,785	7.8%	9.7%	80
↓ Professional Specialty	2,732	12.0%	16.6%	72
Technical Support	1,659	7.3%	8.3%	88
Sales	2,468	10.8%	10.9%	100
Administrative Support & Clerical	3,896	17.1%	16.0%	107
TOTAL BLUE COLLAR	10,267	45.0%	38.5%	117
Service: Private Households	894	3.9%	3.7%	106
↓ Service: Protective	350	1.5%	2.2%	69
▲ Service: Other	2,658	11.7%	7.5%	156
↓ Farming, Forestry & Fishing	25	0.1%	0.7%	15
Precision Production and Craft	2,381	10.4%	11.0%	95
▲ Operators and Assemblers	993	4.4%	3.2%	134
Transportation and Material Moving	1,190	5.2%	6.2%	85
▲ Laborers	1,776	7.8%	4.0%	193

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	38,030			
Employed	22,881	60.2%	58.1%	104
▲ Unemployed	2,962	7.8%	5.6%	138
Not in Labor Force	12,188	32.0%	36.3%	88
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	9,445	66.2%	66.8%	99
With No Own Children	6,210	43.5%	42.2%	103
With Own Children Age 0 to 5 only	758	5.3%	5.5%	97
With Own Children Age 6 to 17 only	1,820	12.8%	14.8%	86
With Own Children Both Age 0 to 5 and 6 to 17	657	4.6%	4.3%	107
TOTAL NOT WORKING (UNEMPLOYED)	913	6.4%	6.2%	103
With No Own Children	615	4.3%	3.8%	115
▲ With Own Children Age 0 to 5 only	137	1.0%	0.7%	146
↓ With Own Children Age 6 to 17 only	101	0.7%	1.3%	56
↓ With Own Children Both Age 0 to 5 and 6 to 17	60	0.4%	0.5%	77
TOTAL NOT IN THE LABOR FORCE	3,913	27.4%	27.0%	102
With No Own Children	2,208	15.5%	17.1%	91
▲ With Own Children Age 0 to 5 only	678	4.8%	2.6%	183
↓ With Own Children Age 6 to 17 only	512	3.6%	4.6%	77
▲ With Own Children Both Age 0 to 5 and 6 to 17	515	3.6%	2.6%	136
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	17,759			
Above Poverty Line (Households with Children)	9,337	56.2%	59.6%	94
Above Poverty Line (Households without Children)	4,711	28.4%	26.5%	107
Below Poverty Line (Households with Children)	1,419	8.5%	7.9%	108
Below Poverty Line (Households without Children)	1,147	6.9%	6.0%	114
Households By Presence of Retirement Income (2013)	16,833			
↓ With Retirement Income	2,253	13.4%	17.6%	76
Without Retirement Income	14,612	86.8%	81.5%	107

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HOUSING				
Occupied Units By Type (2016)	17,759			
↓ Owner Occupied	8,457	47.6%	65.0%	73
▲ Renter Occupied	9,302	52.4%	35.0%	150
▲ Median Rent (2013)	\$1,331		\$904	147
Structures By Number of Units (2016)	19,097			
↓ Single Unit	9,801	51.3%	67.3%	76
3 to 4 Units	1,499	7.8%	8.1%	97
5 to 19 Units	2,123	11.1%	9.3%	119
▲ 20 to 49 Units	2,134	11.2%	3.6%	310
▲ 50 or more Units	2,204	11.5%	5.1%	226
Mobile Home	1,332	7.0%	6.4%	109
↓ Other	4	0.0%	0.1%	25
↓ Single To Multiple Unit Ratio	1.23		2.57	48
Owner-Occupied Property Values (2016)	8,457			
Under \$40,000	549	6.5%	7.2%	90
\$40,000 to \$59,999	327	3.9%	3.7%	105
↓ \$60,000 to \$79,999	186	2.2%	5.1%	43
↓ \$80,000 to \$99,999	197	2.3%	6.5%	36
↓ \$100,000 to 149,999	403	4.8%	15.1%	32
↓ \$150,000 to \$199,999	494	5.8%	14.6%	40
▲ \$200,000 to \$299,999	1,861	22.0%	18.1%	121
▲ \$300,000 to \$499,999	3,250	38.4%	16.9%	227
▲ \$500,000 to \$999,999	1,003	11.9%	9.7%	122
↓ \$1,000,000 and over	187	2.2%	3.0%	73
▲ Median Property Value	\$297,085		\$192,432	154

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	19,097			
2010 and later	972	5.1%	5.5%	92
↓ 2000 to 2009	1,080	5.7%	14.6%	39
↓ 1990 to 1999	1,098	5.7%	13.4%	43
1980 to 1989	2,441	12.8%	13.2%	97
▲ 1970 to 1979	4,614	24.2%	15.0%	161
▲ 1960 to 1969	3,270	17.1%	10.4%	165
▲ 1950 to 1959	3,999	20.9%	10.3%	204
↓ 1949 or earlier	1,622	8.5%	17.7%	48
Households By Number of Persons (2016)	17,759			
1 Person Household	4,973	28.0%	27.3%	103
2 Person Household	5,083	28.6%	32.3%	89
3 Person Household	2,979	16.8%	16.2%	103
4 Person Household	2,309	13.0%	13.1%	100
5 Person Household	1,279	7.2%	6.5%	111
▲ 6 Person Household	604	3.4%	2.8%	123
▲ 7 or more Person Household	532	3.0%	1.9%	157
Average Persons Per Household	2.7		2.6	104
Households By Heating Type (2013)	16,864			
▲ Utility and Other Gas	11,361	67.4%	54.0%	125
Electric	5,096	30.2%	36.1%	84
↓ Oil	2	0.0%	6.1%	0
↓ Coal and Wood	197	1.2%	2.2%	52
↓ Solar/Other Fuel	58	0.3%	0.5%	70
No Fuel Used	151	0.9%	0.9%	95

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TRANSPORTATION				
Households By Number of Vehicles (2016)	17,759			
No Vehicles	1,673	9.4%	9.0%	105
1 Vehicle	6,615	37.2%	33.7%	110
2 Vehicle	5,872	33.1%	37.5%	88
3 or more Vehicles	3,599	20.3%	19.8%	103
Workers By Travel Time to Work (2016)	21,529			
Less than 15 minutes	4,999	23.2%	27.3%	85
15 to 29 minutes	6,940	32.2%	36.5%	88
30 to 44 minutes	4,137	19.2%	20.2%	95
▲ 45 to 59 minutes	2,128	9.9%	7.7%	128
▲ 60 or more minutes	3,326	15.4%	8.3%	186
Average Travel Time to Work (minutes)	33.4		28.2	119
Workers By Type of Transportation to Work (2016)	21,793			
Drive Alone	14,790	67.9%	76.9%	88
▲ Car Pool	2,851	13.1%	9.6%	137
▲ Public Transportation	2,478	11.4%	5.1%	222
Walk to Work	677	3.1%	2.8%	111
▲ Other Means	392	1.8%	1.2%	145
↓ Work at Home	604	2.8%	4.4%	63

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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)	6,673	37.6%	14.7%	256
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	3,899	22.0%	31.4%	70
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	3,258	18.3%	15.1%	121
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	3,210	18.1%	18.4%	98
5	Senior Life (7, 20, 21, 22, 30 and 31)	627	3.5%	6.9%	51
4	Rural Families (27, 26, 29, 33, 35 and 38)	73	0.4%	13.1%	3

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	5,264	29.6%	4.3%	697
45	Struggling Urban Diversity	2,468	13.9%	2.5%	566
10	Suburban Mid-Life Families	2,372	13.4%	5.5%	241
5	Prosperous Diversity	2,268	12.8%	3.1%	412
39	New Beginning Urbanites	1,070	6.0%	2.8%	218
4	Educated Mid-Life Families	794	4.5%	3.4%	131
11	Young Suburban Families	750	4.2%	3.0%	142
48	Struggling Urban Life	474	2.7%	0.8%	329
20	Cautious and Mature	324	1.8%	2.6%	69
12	Educated New Starters	318	1.8%	2.9%	61
25	Working Country Consumers	281	1.6%	4.1%	38
28	Building Country Families	246	1.4%	2.8%	49
32	Working Urban Life	245	1.4%	1.7%	84
18	Working Urban Families	195	1.1%	4.0%	28
30	Urban Senior Life	173	1.0%	0.8%	118
14	Secure Mid-Life Families	122	0.7%	0.7%	105
7	Prosperous and Mature	86	0.5%	0.5%	90
29	Working Country Families	50	0.3%	1.0%	29
1	Traditional Affluent Families	38	0.2%	3.5%	6
3	Mid-Life Prosperity	36	0.2%	1.5%	13

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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.		
21	Mature and Stable	29	0.2%	0.6%	29
23	Established Empty-Nesters	25	0.1%	3.4%	4
17	Large Young Families	25	0.1%	2.2%	7
27	Country Family Diversity	23	0.1%	0.3%	38
44	Laboring Urban Life	23	0.1%	0.1%	173
49	Exception Households	17	0.1%	0.2%	38
8	Rising Potential Professionals	15	0.1%	2.3%	4
22	Mature and Established	15	0.1%	1.8%	5
9	Educated Working Families	5	0.0%	0.1%	34
19	Educated and Promising	5	0.0%	0.1%	36
47	University Life	1	0.0%	0.8%	1
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	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
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
2	Professional Affluent Families	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
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		17,757	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.1%	35.4%	77
↓ Somewhat Involved with Their Faith	24.6%	29.9%	82
▲ Not Involved with Their Faith	48.8%	34.7%	141

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.2%	22.1%	73
Decreased Their Involvement with Their Faith in the Last 10 Years	22.9%	23.7%	97

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	143
↓ Baptist	8.7%	16.1%	54
Catholic	22.0%	23.7%	93
↓ Congregational	1.7%	2.0%	88
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	236
Episcopal	2.7%	2.9%	94
↓ Holiness	0.2%	0.8%	23
▲ Jehovah's Witnesses	1.2%	1.1%	118
▲ Judaism	3.5%	3.2%	112
↓ Lutheran	6.1%	7.2%	84
↓ Methodist	4.9%	10.1%	49
▲ Mormon	2.7%	1.8%	154
▲ New Age	1.2%	0.6%	212
▲ Non-Denominational / Independent	10.8%	6.9%	156
Orthodox	0.3%	0.3%	100
Pentecostal	2.5%	2.4%	103
Presbyterian / Reformed	4.5%	4.6%	98
Unitarian / Universalist	0.8%	0.7%	110
▲ Interested but No Preference	6.0%	3.9%	156
▲ Not Interested and No Preference	18.4%	11.1%	166

Likely to Have Changed Their Preference in the Last 10 Years	18.3%	16.8%	109
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.3%	4.0%	108
Lets them do what they want and is supportive	12.3%	11.7%	105
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	78.2%	79.6%	98

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.9%	43.5%	96
↓ Finding/Providing Health Insurance	23.8%	29.0%	82
Day-to-Day Financial Worries	31.8%	31.6%	101
Finding Employment Opportunities	15.5%	14.4%	107
▲ Finding Affordable Housing	16.7%	11.3%	148
Providing Adequate Food	7.9%	8.6%	92
↓ Finding Child Care	5.6%	6.3%	89
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.6%	16.7%	87
↓ Dealing With Teen / Child Problems	17.9%	20.7%	86
↓ Finding/Providing Aging Parent Care	13.8%	15.5%	89
Dealing With Abusive Relationships	10.7%	11.4%	94
↓ Dealing With Divorce	3.4%	4.5%	77
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	35.4%	27.0%	131
Finding/Providing Good Schools	22.2%	23.5%	94
↓ Dealing with Problems in Schools	11.7%	13.6%	86
▲ Dealing With Racial / Ethnic Prejudice	15.8%	13.1%	121
▲ Dealing With Neighborhood Gangs	14.0%	8.5%	165
▲ Dealing with Social Injustice	13.0%	11.3%	115
HOPES AND DREAMS:			
Achieving Long-term Financial Security	54.5%	50.6%	108
Finding Time for Recreation / Leisure	27.6%	25.3%	109
Finding Better Quality Healthcare	22.3%	23.9%	93
Finding A Satisfying Job / Career	19.5%	19.3%	101
Finding Retirement Opportunities	17.3%	18.9%	92
Achieving A Fulfilling Marriage	20.7%	22.3%	93
Developing Parenting Skills	13.5%	14.7%	91
▲ Achieving Educational Objectives	8.7%	7.5%	116
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.9%	29.8%	97
▲ Finding Companionship	19.8%	17.3%	114
↓ Finding A Good Church	9.7%	15.2%	64
↓ Finding Spiritual Teaching	9.6%	12.9%	74
Finding Life Direction	14.3%	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"	83.4%	84.5%	99
"God is actively involved in the world including nations and their governments"	59.7%	63.8%	94

SOCIETY:

"It is important to preserve the traditional American family structure"	89.3%	91.5%	98
"A healthy environment has become a national crisis"	81.8%	82.8%	99
"Public education is essential to the future of American society"	93.1%	94.0%	99

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	49.0%	50.1%	98
"The role of Churches / Synagogues is to help form and support moral values"	78.2%	81.1%	96
"Churches and religious organizations should provide more human services"	60.3%	62.6%	96

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	37.4%	36.3%	103
"The changing racial / ethnic face of America is a threat to our national heritage"	33.8%	36.3%	93

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.2%	59.8%	97
More than \$500 per year	30.4%	31.2%	97
More than \$1,000 per year	17.4%	17.4%	100

TO CHARITIES:

▲ More than \$100 per year	37.6%	33.7%	112
▲ More than \$500 per year	7.5%	6.8%	110
▲ More than \$1,000 per year	2.6%	2.3%	113

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	17.2%	16.1%	107
More than \$500 per year	4.0%	4.3%	93
↓ More than \$1,000 per year	1.9%	2.2%	86

Ministry Area Profile 2016
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REPORT

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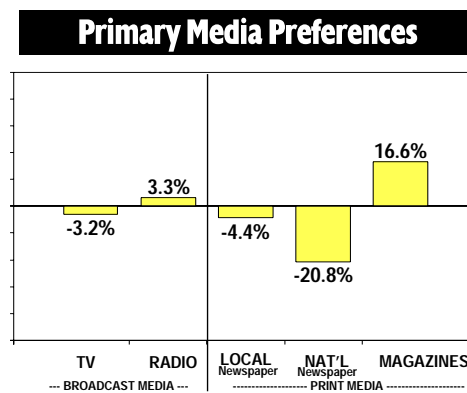
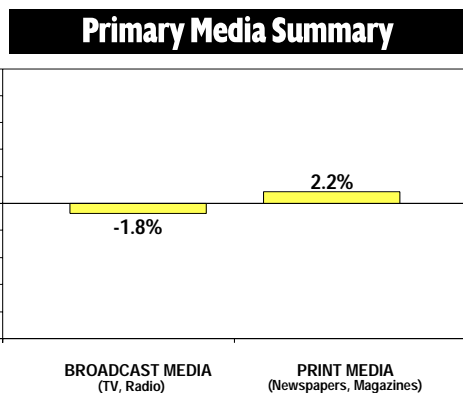
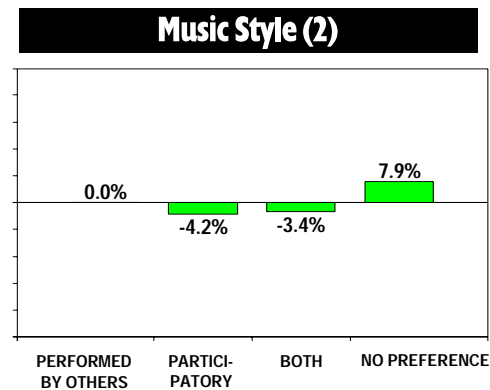
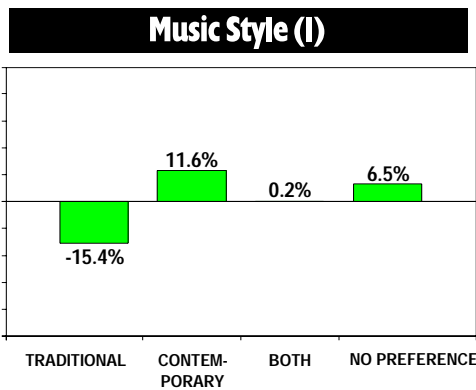
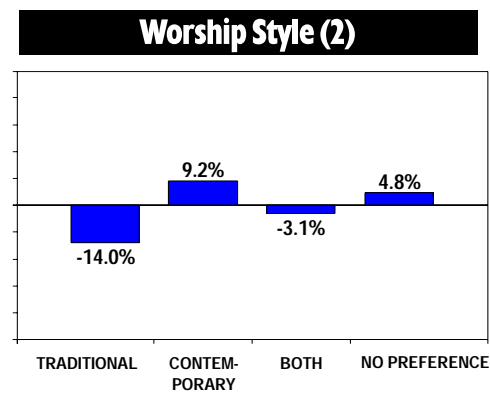
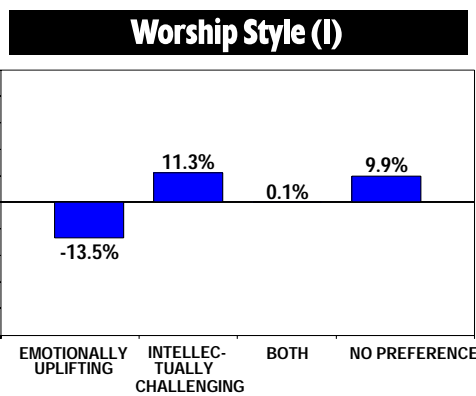
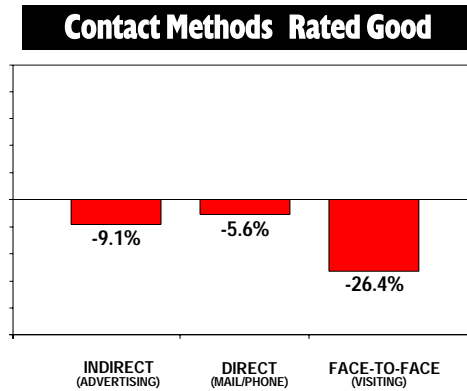
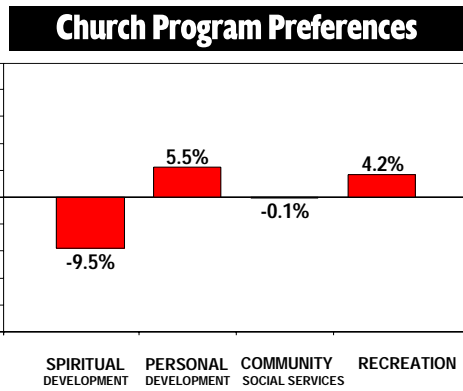
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	35.1%	41.1%	85
Adult Theological Discussion Groups	21.2%	22.5%	94
Spiritual Retreats	11.8%	11.6%	102
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.7%	15.2%	104
Parent Training Programs	8.5%	7.8%	109
▲ Twelve Step Programs	4.1%	3.5%	118
↓ Divorce Recovery	2.1%	2.4%	88
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	23.4%	22.5%	104
Care for the Terminally Ill	16.7%	15.7%	107
↓ Food and Clothing Resources	8.0%	11.1%	72
▲ Day Care Services	7.0%	6.1%	115
Church Sponsored Day-School	5.9%	5.7%	104
<i>RECREATION:</i>			
Youth Social Programs	28.8%	29.7%	97
Family Activities and Outings	32.2%	32.8%	98
Active Retirement Programs	27.8%	26.8%	104
▲ Cultural Programs (Music, Drama, Art)	23.0%	18.9%	121
▲ Sports or Camping	7.7%	6.3%	121

SUMMARY	
Spiritual Development Index	91
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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.8%	26.4%	86
▲ B. Intellectually Challenging	12.4%	11.1%	111
C. Both A and B	39.2%	39.2%	100
D. No Preference or Not Interested	25.7%	23.4%	110

PART 2:

↓ A. Traditional/Formal/Ceremonial	17.4%	20.2%	86
B. Contemporary/Informal	28.7%	26.3%	109
C. Both A and B	25.7%	26.5%	97
D. No Preference or Not Interested	28.2%	26.9%	105

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	20.6%	24.4%	85
▲ B. Contemporary	22.0%	19.7%	112
C. Both A and B	31.2%	31.1%	100
D. No Preference or Not Interested	26.4%	24.8%	107

PART 2:

A. Performed by Others	18.7%	18.7%	100
B. Participatory	22.0%	22.9%	96
C. Both A and B	31.1%	32.2%	97
D. No Preference or Not Interested	28.2%	26.2%	108



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.3%	22.0%	101
B. Personal Spiritual Development	14.5%	14.3%	101
C. Both A and B	35.9%	37.4%	96
D. No Preference or Not Interested	27.3%	26.3%	104

PART 2:

A. Global Mission	6.1%	6.2%	99
B. Local Mission	32.0%	33.3%	96
C. Both A and B	29.2%	30.1%	97
D. No Preference or Not Interested	32.7%	30.4%	108

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.1%	26.6%	83
▲ B. Contemporary	20.1%	15.9%	126
C. Both A and B	31.6%	32.3%	98
D. No Preference or Not Interested	26.4%	25.1%	105

PART 2:

↓ A. Somber/Serious	7.7%	9.4%	82
B. Light and Airy	38.2%	34.7%	110
C. Both A and B	25.7%	27.7%	93
D. No Preference or Not Interested	28.4%	28.2%	101



Date: 6/20/2016

Prepared For:
 Queen of 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	45.7%	47.3%	97
Radio	13.8%	13.3%	103

PRINT MEDIA:

Local Newspaper	37.0%	36.1%	102
↓ National Newspaper	3.4%	4.3%	79
▲ Magazines	3.4%	2.4%	142

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.1%	31.9%	97
Radio	24.1%	23.8%	102

PRINT MEDIA:

Local Newspaper	31.3%	32.7%	96
National Newspaper	5.9%	5.8%	102
▲ Magazines	8.2%	7.0%	117

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	101



Date: 6/20/2016

Prepared For:
 Queen of 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			

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	33.4%	36.2%	92
↓ Putting Ad in Local Newspaper	30.1%	33.8%	89
Local Cable Channels	27.8%	30.4%	92
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.9%	53.7%	97
Calling and Offering to Send Information By Mail	27.4%	29.5%	93
↓ Calling and Discussing on the Phone	10.6%	12.0%	88
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.8%	20.1%	73
↓ Going Door to Door	10.3%	14.0%	74

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	21.9%	19.6%	112
▲ Putting Ad in Local Newspaper	26.4%	21.5%	123
Local Cable Channels	32.3%	30.7%	105
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.3%	13.3%	122
▲ Calling and Offering to Send Information By Mail	39.8%	34.0%	117
▲ Calling and Discussing on the Phone	67.9%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.4%	49.6%	118
Going Door to Door	68.8%	64.0%	108

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	91
Direct Methods Index	94
↓ Face-to-Face Methods Index	74

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