

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

Saint Albert Parish

Study Area Definition:
Custom Polygon



ID# 229834:229834



Prepared For:
Saint Albert Parish

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How many people live in the defined study area?

Currently, there are 13,377 persons residing in the defined study area. This represents an increase of 670 or 5.3% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)



Is the population in this area projected to grow?

Yes, between 2016 and 2021, the population is projected to increase by 5.2% or 695 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *extremely low* with just 6 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 40.4% of all households. (see pages 13 and 14)



How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 39.7% of the population and all other racial/ethnic groups make up a substantial 60.3% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 44.5% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 16.6% between 2016 and 2021. (see pages 4 and 7)



What are the major generational groups represented?

The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 3,721 persons or 27.8% of the total population in the area. *Boomers* (age 56 to 73) make up 25.8% of the population which compared to a national average of 19.5% makes them the most over-represented group in the area. (see page 4)



Overall, how traditional are the family structures?

The area can be described as *extremely traditional* due to the above average presence of married persons and two-parent families. (see page 6)



How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 94.9% 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 65.8% of those over 25 in the area versus 29.4% in the U.S. (see page 8)



Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Social Injustice, Time for Recreation/Leisure, Aging Parent Care, Finding Life Direction, Long-term Financial Security* and *Neighborhood Gangs*. (see page 16)



What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)



What is the likely giving potential in the area?

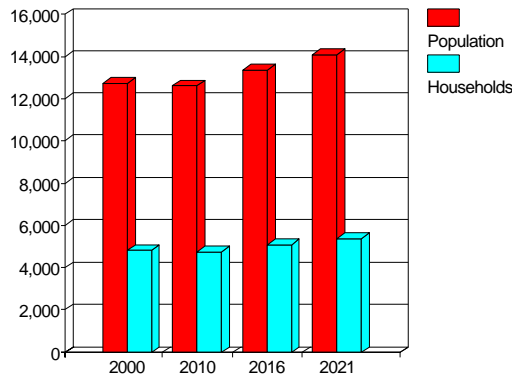
Based upon the average household income of \$157,519 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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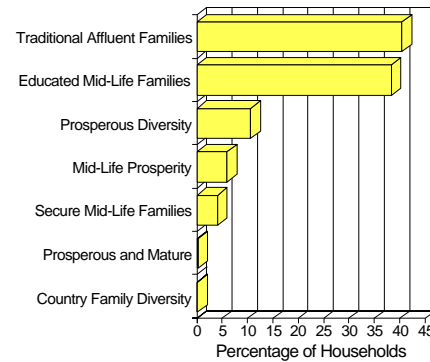
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Population and Households

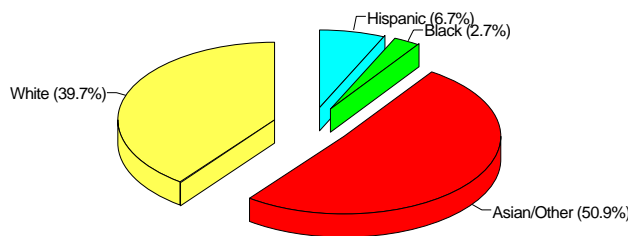


Primary U.S. Lifestyles Segments-2016

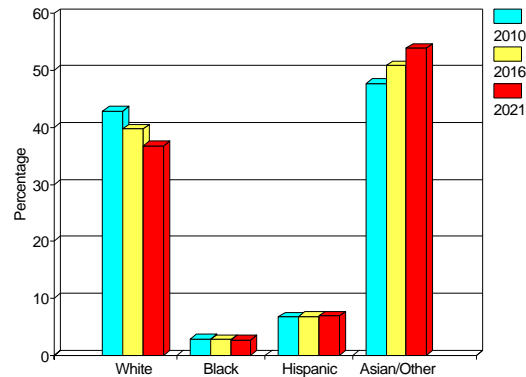


The population in the study area has increased by 789 persons, or 6.3% since 2010 and is projected to increase by 695 persons, or 5.2% between 2016 and 2021. The number of households has increased by 338, or 7.1% since 2010 and is projected to increase by 288, or 5.7% between 2016 and 2021.

Population By Race/Ethnicity-2016

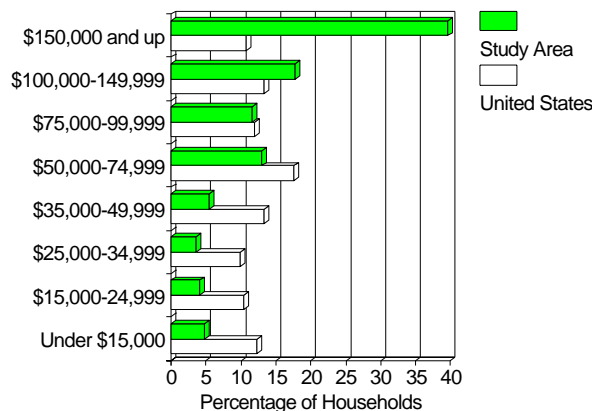


Population By Race/Ethnicity Trend

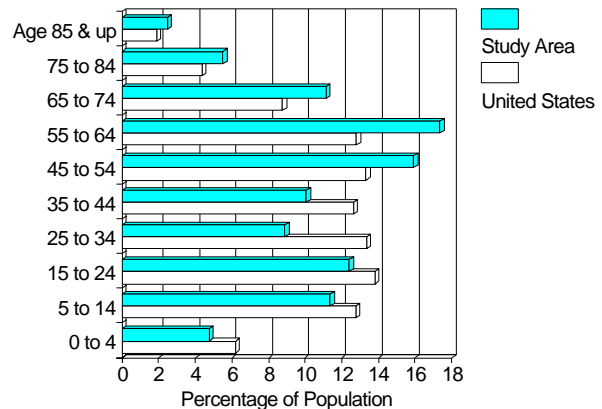


Between 2016 and 2021, the White population is projected to decrease by 138 persons and to decrease from 39.7% to 36.8% of the total population. The Black population is projected to decrease from 2.7% to 2.6% of the total. The Hispanic/Latino population is projected to increase by 57 persons and to remain stable at 6.8% of the total. The Asian/Other population is projected to increase by 774 persons and to increase from 50.9% to 53.9% of the total population.

Households By Income-2016



Population by Age-2016

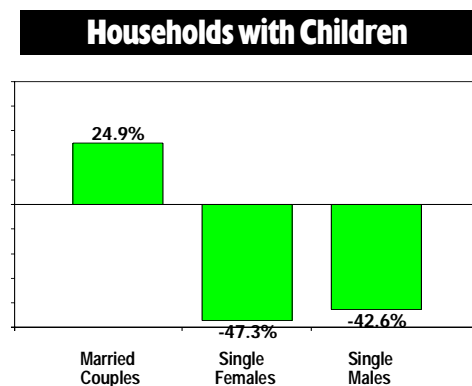
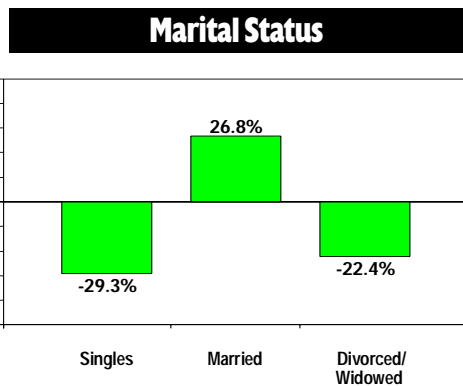
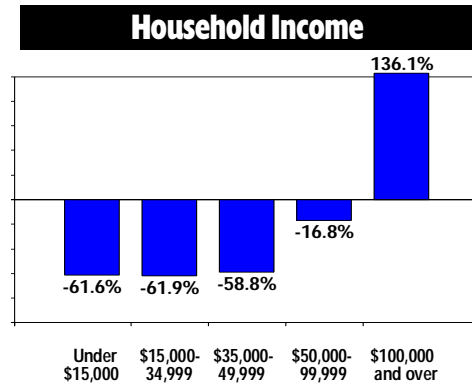
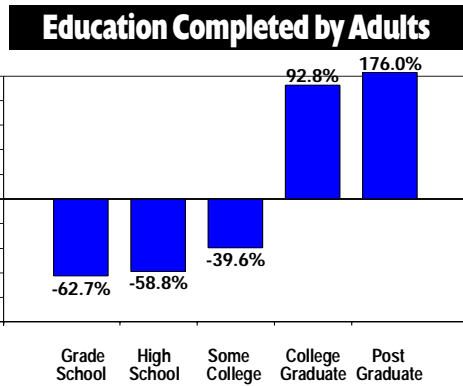
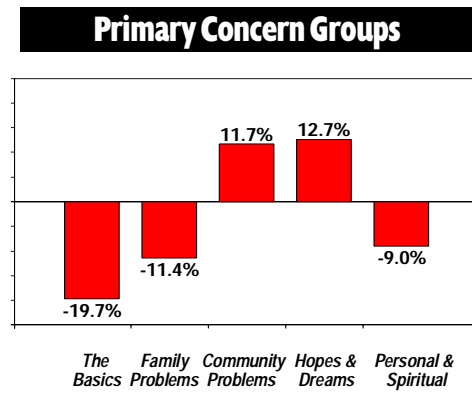
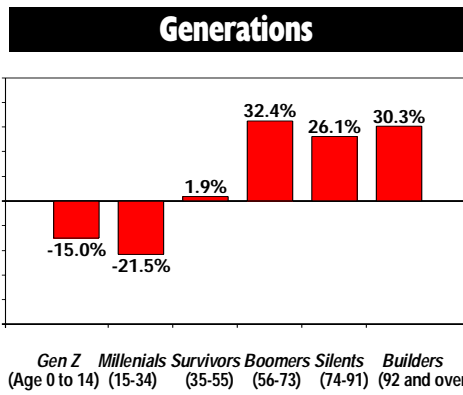
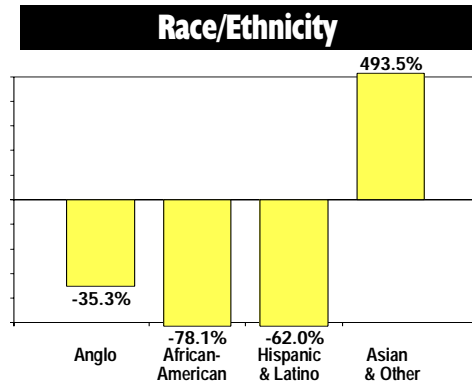
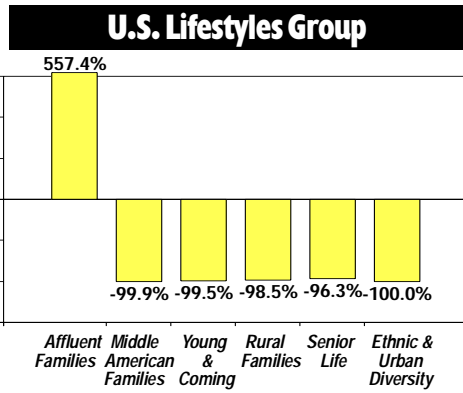


The average household income in the study area is \$157519 a year as compared to the U.S. average of \$77135. The average age in the study area is 43.3 and is projected to increase to 44.1 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	12,707	12,588	13,377	14,072
Population Change		(119)	789	695
Percentage Change		-0.9%	6.3%	5.2%
Average Annual Growth Rate		-0.1%	1.0%	1.0%
Density (Pop. per square mile)	5,454	5,403	5,741	6,039
HOUSEHOLDS				
Households	4,815	4,744	5,082	5,370
Household Change		(71)	338	288
Percentage Change		-1.5%	7.1%	5.7%
Average Annual Growth Rate		-0.1%	1.2%	1.1%
Persons Per Household	2.64	2.65	2.63	2.62

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	5,396	42.9%	5,310	39.7%	5,172	36.8%
↓ African-American (Non-Hisp)	350	2.8%	360	2.7%	360	2.6%
▲ Hispanic/Latino	834	6.6%	903	6.8%	960	6.8%
▲ Asian/Other (Non-Hisp)	6,007	47.7%	6,805	50.9%	7,579	53.9%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	6,577	52.2%	6,988	52.2%	7,348	52.2%
▲ Male	6,011	47.8%	6,390	47.8%	6,724	47.8%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	1,286	10.2%	2,160	16.1%	2,980	21.2%
↓ Millennials (Born 1982 to 2001)	2,700	21.4%	2,853	21.3%	2,988	21.2%
Survivors (Born 1961 to 1981)	3,385	26.9%	3,722	27.8%	3,903	27.7%
↓ Boomers (Born 1943 to 1960)	3,577	28.4%	3,450	25.8%	3,337	23.7%
↓ Silents (Born 1925 to 1942)	1,362	10.8%	1,125	8.4%	860	6.1%
↓ Builders (Born 1924 and earlier)	269	2.1%	68	0.5%	3	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	41.8	43.3	44.1
▲ Median Age	45.0	46.6	47.6

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$125,514	\$157,519	\$168,993
▲ Median Household Income	\$115,719	\$118,277	\$128,366
▲ Per Capita Income	\$47,302	\$59,842	\$64,489

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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	1,591	33.5%	2,012	39.6%	2,302	42.9%
\$100,000 to \$149,999	1,051	22.2%	903	17.8%	966	18.0%
↓ \$75,000 to \$99,999	652	13.7%	591	11.6%	608	11.3%
\$50,000 to \$74,999	579	12.2%	661	13.0%	608	11.3%
↓ \$35,000 to \$49,999	353	7.4%	281	5.5%	274	5.1%
↓ \$25,000 to \$34,999	187	3.9%	182	3.6%	186	3.5%
\$15,000 to \$24,999	122	2.6%	213	4.2%	202	3.8%
Under \$15,000	210	4.4%	240	4.7%	224	4.2%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	628	5.0%	639	4.8%	675	4.8%
↓ Required Formal Schooling (5-17)	2,272	18.0%	2,068	15.5%	1,966	14.0%
▲ College Years, Career Starts (18-24)	725	5.8%	1,115	8.3%	1,206	8.6%
▲ Singles and Young Families (25-34)	963	7.7%	1,191	8.9%	1,490	10.6%
↓ Families, Empty Nesters (35-54)	3,994	31.7%	3,474	26.0%	3,109	22.1%
▲ Enrichment Years Singles/Couples (55-64)	2,015	16.0%	2,322	17.4%	2,523	17.9%
▲ Retirement Opportunities (65+)	1,983	15.8%	2,568	19.2%	3,103	22.1%
POPULATION BY AGE (DETAIL)						
Under 5 years	628	5.0%	639	4.8%	675	4.8%
↓ 5 to 9 years	823	6.5%	672	5.0%	687	4.9%
↓ 10 to 14 years	883	7.0%	849	6.3%	722	5.1%
↓ 15 to 17 years	566	4.5%	547	4.1%	557	4.0%
18 to 20 years	298	2.4%	485	3.6%	506	3.6%
▲ 21 to 24 years	427	3.4%	630	4.7%	700	5.0%
▲ 25 to 29 years	452	3.6%	604	4.5%	958	6.8%
30 to 34 years	511	4.1%	587	4.4%	532	3.8%
35 to 39 years	721	5.7%	552	4.1%	631	4.5%
↓ 40 to 44 years	952	7.6%	792	5.9%	621	4.4%
↓ 45 to 49 years	1,111	8.8%	988	7.4%	785	5.6%
↓ 50 to 54 years	1,210	9.6%	1,142	8.5%	1,072	7.6%
55 to 59 years	1,118	8.9%	1,238	9.3%	1,151	8.2%
▲ 60 to 64 years	897	7.1%	1,084	8.1%	1,372	9.7%
▲ 65 to 69 years	586	4.7%	914	6.8%	1,002	7.1%
▲ 70 to 74 years	466	3.7%	577	4.3%	893	6.3%
▲ 75 to 84 years	632	5.0%	739	5.5%	862	6.1%
85 or more years	299	2.4%	338	2.5%	346	2.5%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	11,218			
↓ Single (Never Married)	2,611	23.3%	32.9%	71
▲ Married	7,133	63.6%	50.2%	127
↓ Divorced/Widowed	1,475	13.1%	16.9%	78
Marital Status Females 15 and Older (2016)	5,928			
↓ Single (Never Married)	1,327	22.4%	29.8%	75
▲ Married	3,488	58.8%	48.8%	121
Divorced/Widowed	1,113	18.8%	21.4%	88
Marital Status Males 15 and Older (2016)	5,290			
↓ Single (Never Married)	1,284	24.3%	36.2%	67
▲ Married	3,644	68.9%	51.6%	134
↓ Divorced/Widowed	362	6.8%	12.3%	56
FAMILY STRUCTURE				
Households By Type (2016)	5,082			
▲ Married Couple	3,157	62.1%	48.5%	128
↓ Other Family - Male Head of Household	174	3.4%	4.9%	69
↓ Other Family - Female Head of Household	457	9.0%	13.0%	69
↓ Non Family - Male Head of Household	445	8.8%	15.8%	55
Non Family - Female Head of Household	849	16.7%	17.7%	94
Households With Children 0 to 18 (2016)	1,812			
▲ Married Couple Family	1,476	81.5%	65.2%	125
↓ Other Family - Male Head of Household	88	4.9%	8.5%	57
↓ Other Family - Female Head of Household	242	13.4%	25.3%	53
↓ Non Family	6	0.3%	1.0%	34
Population By Household Type (2016)	13,377			
↓ Group Quarters	12	0.1%	2.5%	4

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	12			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	10	83.3%	18.7%	445
Other	2	16.7%	15.2%	110
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	13,377			
↓ White (Non-Hispanic)	5,310	39.7%	61.3%	65
↓ African-American (Non-Hisp)	360	2.7%	12.3%	22
↓ Hispanic/Latino	901	6.7%	17.8%	38
↓ Native American (Non-Hisp)	14	0.1%	0.7%	14
▲ Asian (Non-Hisp)	5,933	44.4%	5.3%	840
Hawaiian & Pacific Islander (Non-Hisp)	22	0.2%	0.2%	98
▲ Other Races & Multiple Races (Non-Hisp)	836	6.2%	2.4%	261
Asian Population By Race (2016)	5,963			
▲ Chinese	3,541	59.4%	22.3%	266
▲ Japanese	552	9.3%	5.0%	184
↓ Indian	251	4.2%	19.5%	22
↓ Korean	375	6.3%	9.6%	65
↓ Vietnamese	309	5.2%	11.0%	47
↓ Other Asian Races	935	15.7%	32.5%	48
Hispanic/Latino Population By Race (2016)	901			
White	572	63.5%	53.0%	120
↓ African-American	16	1.8%	2.5%	71
Native American	10	1.1%	1.4%	81
▲ Asian	30	3.3%	0.4%	795
↓ Other Races & Multiple Races	273	30.3%	42.7%	71
Hispanic/Latino Population By Origin (2016)	901			
Mexican	558	61.9%	62.4%	99
↓ Puerto Rican	44	4.9%	9.5%	52
↓ Cuban	16	1.8%	3.5%	50
▲ Other Hispanic Origin	284	31.5%	24.6%	128

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	3,004			
Pre-Primary (Public)	105	3.5%	3.4%	102
Pre-Primary (Private)	77	2.6%	2.6%	98
Elementary/High School (Public)	1,738	57.9%	58.9%	98
▲ Elementary/High School (Private)	321	10.7%	6.6%	161
Enrolled in College	763	25.4%	28.4%	89
Population By Education Completed (Age 25 and over) (2016)	9,555			
↓ Elementary (Less than 9 years)	284	3.0%	5.8%	51
↓ Some High School (9 to 11 years)	200	2.1%	7.8%	27
↓ High School Graduate (12 years)	1,099	11.5%	27.9%	41
↓ Some College (13 to 15 years)	1,204	12.6%	21.2%	60
↓ Associate Degree	479	5.0%	8.0%	63
▲ Bachelor's Degree	3,375	35.3%	18.3%	193
▲ Graduate Degree	2,914	30.5%	11.0%	276
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	6,284			
▲ TOTAL WHITE COLLAR	5,143	81.8%	61.5%	133
▲ Executive and Managerial	1,180	18.8%	9.7%	193
▲ Professional Specialty	1,542	24.5%	16.6%	148
▲ Technical Support	1,021	16.2%	8.3%	196
Sales	554	8.8%	10.9%	81
Administrative Support & Clerical	846	13.5%	16.0%	84
↓ TOTAL BLUE COLLAR	1,140	18.1%	38.5%	47
↓ Service: Private Households	165	2.6%	3.7%	71
↓ Service: Protective	39	0.6%	2.2%	28
↓ Service: Other	330	5.3%	7.5%	70
↓ Farming, Forestry & Fishing	1	0.0%	0.7%	2
↓ Precision Production and Craft	244	3.9%	11.0%	35
↓ Operators and Assemblers	15	0.2%	3.2%	7
↓ Transportation and Material Moving	303	4.8%	6.2%	78
↓ Laborers	43	0.7%	4.0%	17

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	11,038			
Employed	6,438	58.3%	58.1%	100
↓ Unemployed	353	3.2%	5.6%	57
Not in Labor Force	4,247	38.5%	36.3%	106
Total Female Pop. By Work Status (Age 20 to 64) (2013)	3,780			
TOTAL WORKING	2,795	73.9%	66.8%	111
With No Own Children	1,670	44.2%	42.2%	105
With Own Children Age 0 to 5 only	215	5.7%	5.5%	104
With Own Children Age 6 to 17 only	660	17.5%	14.8%	118
▲ With Own Children Both Age 0 to 5 and 6 to 17	250	6.6%	4.3%	153
↓ TOTAL NOT WORKING (UNEMPLOYED)	91	2.4%	6.2%	39
↓ With No Own Children	47	1.2%	3.8%	33
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
With Own Children Age 6 to 17 only	44	1.2%	1.3%	93
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
TOTAL NOT IN THE LABOR FORCE	893	23.6%	27.0%	88
With No Own Children	604	16.0%	17.1%	93
↓ With Own Children Age 0 to 5 only	33	0.9%	2.6%	34
With Own Children Age 6 to 17 only	191	5.1%	4.6%	109
↓ With Own Children Both Age 0 to 5 and 6 to 17	65	1.7%	2.6%	65
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	5,082			
Above Poverty Line (Households with Children)	3,716	69.0%	59.6%	116
Above Poverty Line (Households without Children)	1,552	28.8%	26.5%	109
↓ Below Poverty Line (Households with Children)	71	1.3%	7.9%	17
↓ Below Poverty Line (Households without Children)	46	0.9%	6.0%	14
Households By Presence of Retirement Income (2013)	4,744			
▲ With Retirement Income	1,218	25.7%	17.6%	146
Without Retirement Income	3,502	73.8%	81.5%	91

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	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	5,082			
▲ Owner Occupied	4,203	82.7%	65.0%	127
↓ Renter Occupied	879	17.3%	35.0%	49
▲ Median Rent (2013)	\$1,964		\$904	217
Structures By Number of Units (2016)	5,240			
▲ Single Unit	5,021	95.8%	67.3%	142
↓ 3 to 4 Units	49	0.9%	8.1%	12
↓ 5 to 19 Units	48	0.9%	9.3%	10
↓ 20 to 49 Units	51	1.0%	3.6%	27
↓ 50 or more Units	70	1.3%	5.1%	26
↓ Mobile Home	0	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	23.03		2.57	895
Owner-Occupied Property Values (2016)	4,203			
↓ Under \$40,000	34	0.8%	7.2%	11
↓ \$40,000 to \$59,999	0	0.0%	3.7%	0
↓ \$60,000 to \$79,999	12	0.3%	5.1%	6
↓ \$80,000 to \$99,999	10	0.2%	6.5%	4
↓ \$100,000 to 149,999	8	0.2%	15.1%	1
↓ \$150,000 to \$199,999	14	0.3%	14.6%	2
↓ \$200,000 to \$299,999	13	0.3%	18.1%	2
↓ \$300,000 to \$499,999	381	9.1%	16.9%	54
▲ \$500,000 to \$999,999	2,698	64.2%	9.7%	661
▲ \$1,000,000 and over	1,035	24.6%	3.0%	814
▲ Median Property Value	\$804,678		\$192,432	418

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	5,240			
▲ 2010 and later	410	7.8%	5.5%	142
↓ 2000 to 2009	87	1.7%	14.6%	11
▲ 1990 to 1999	885	16.9%	13.4%	126
▲ 1980 to 1989	2,256	43.1%	13.2%	327
1970 to 1979	808	15.4%	15.0%	103
1960 to 1969	494	9.4%	10.4%	91
↓ 1950 to 1959	198	3.8%	10.3%	37
↓ 1949 or earlier	100	1.9%	17.7%	11
Households By Number of Persons (2016)	5,082			
↓ 1 Person Household	1,097	21.6%	27.3%	79
2 Person Household	1,691	33.3%	32.3%	103
3 Person Household	957	18.8%	16.2%	116
▲ 4 Person Household	886	17.4%	13.1%	133
5 Person Household	302	5.9%	6.5%	92
↓ 6 Person Household	112	2.2%	2.8%	80
↓ 7 or more Person Household	38	0.7%	1.9%	39
Average Persons Per Household	2.7		2.6	102
Households By Heating Type (2013)	4,720			
▲ Utility and Other Gas	4,068	86.2%	54.0%	159
↓ Electric	635	13.5%	36.1%	37
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	9	0.2%	2.2%	9
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	8	0.2%	0.9%	18

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TRANSPORTATION				
Households By Number of Vehicles (2016)	5,082			
↓ No Vehicles	195	3.8%	9.0%	43
↓ 1 Vehicle	1,228	24.2%	33.7%	72
▲ 2 Vehicle	2,579	50.7%	37.5%	135
3 or more Vehicles	1,081	21.3%	19.8%	108
Workers By Travel Time to Work (2016)	6,051			
↓ Less than 15 minutes	632	10.4%	27.3%	38
15 to 29 minutes	1,817	30.0%	36.5%	82
▲ 30 to 44 minutes	1,636	27.0%	20.2%	134
▲ 45 to 59 minutes	1,278	21.1%	7.7%	273
▲ 60 or more minutes	687	11.4%	8.3%	137
▲ Average Travel Time to Work (minutes)	37.0		28.2	131
Workers By Type of Transportation to Work (2016)	6,205			
Drive Alone	4,408	71.0%	76.9%	92
Car Pool	549	8.8%	9.6%	93
▲ Public Transportation	895	14.4%	5.1%	282
↓ Walk to Work	50	0.8%	2.8%	29
↓ Other Means	1	0.0%	1.2%	1
Work at Home	302	4.9%	4.4%	111

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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)	5,049	99.4%	15.1%	657
5	Senior Life (7, 20, 21, 22, 30 and 31)	13	0.3%	6.9%	4
4	Rural Families (27, 26, 29, 33, 35 and 38)	10	0.2%	13.1%	2
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4	0.1%	14.7%	1
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1	0.0%	31.4%	0
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	0.0%	18.4%	0

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Traditional Affluent Families	2,052	40.4%	3.5%	1160
4	Educated Mid-Life Families	1,943	38.2%	3.4%	1121
5	Prosperous Diversity	537	10.6%	3.1%	341
3	Mid-Life Prosperity	307	6.0%	1.5%	396
14	Secure Mid-Life Families	210	4.1%	0.7%	630
7	Prosperous and Mature	13	0.3%	0.5%	47
27	Country Family Diversity	6	0.1%	0.3%	35
29	Working Country Families	4	0.1%	1.0%	8
8	Rising Potential Professionals	3	0.1%	2.3%	3
49	Exception Households	2	0.0%	0.2%	16
23	Established Empty-Nesters	1	0.0%	3.4%	1
19	Educated and Promising	1	0.0%	0.1%	25
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
25	Working Country Consumers	0	0.0%	4.1%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
11	Young Suburban Families	0	0.0%	3.0%	0

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
12	Educated New Starters	0	0.0%	2.9%	0
28	Building Country Families	0	0.0%	2.8%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
20	Cautious and Mature	0	0.0%	2.6%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
21	Mature and Stable	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
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		5,079	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.3%	35.4%	77
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	49.2%	34.7%	142

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.9%	22.1%	77
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	19.0%	23.7%	80

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	114
↓ Baptist	6.0%	16.1%	38
Catholic	22.2%	23.7%	94
Congregational	2.0%	2.0%	101
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	295
Episcopal	3.2%	2.9%	110
↓ Holiness	0.1%	0.8%	17
↓ Jehovah's Witnesses	0.9%	1.1%	82
▲ Judaism	6.2%	3.2%	196
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	4.8%	10.1%	48
▲ Mormon	2.8%	1.8%	160
▲ New Age	1.0%	0.6%	167
▲ Non-Denominational / Independent	9.8%	6.9%	141
Orthodox	0.3%	0.3%	97
↓ Pentecostal	1.8%	2.4%	76
▲ Presbyterian / Reformed	6.0%	4.6%	132
▲ Unitarian / Universalist	1.0%	0.7%	147
▲ Interested but No Preference	5.2%	3.9%	133
▲ Not Interested and No Preference	18.6%	11.1%	168

Likely to Have Changed Their Preference in the Last 10 Years	17.0%	16.8%	101
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.5%	4.0%	113
↓ Lets them do what they want and is supportive	10.3%	11.7%	88
▲ Lets them do what they want and stays out of the way	5.3%	4.8%	110
Works with them on deciding what to do and helps them do it	80.0%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	43.3%	43.5%	99
↓ Finding/Providing Health Insurance	21.1%	29.0%	73
↓ Day-to-Day Financial Worries	20.9%	31.6%	66
Finding Employment Opportunities	13.1%	14.4%	91
↓ Finding Affordable Housing	7.9%	11.3%	70
↓ Providing Adequate Food	3.6%	8.6%	42
Finding Child Care	6.3%	6.3%	100
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.3%	16.7%	85
↓ Dealing With Teen / Child Problems	17.0%	20.7%	82
▲ Finding/Providing Aging Parent Care	19.5%	15.5%	125
↓ Dealing With Abusive Relationships	7.7%	11.4%	68
↓ Dealing With Divorce	2.5%	4.5%	57
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	26.4%	27.0%	98
▲ Finding/Providing Good Schools	26.5%	23.5%	113
Dealing with Problems in Schools	13.7%	13.6%	101
▲ Dealing With Racial / Ethnic Prejudice	15.2%	13.1%	116
▲ Dealing With Neighborhood Gangs	9.9%	8.5%	117
▲ Dealing with Social Injustice	16.4%	11.3%	145
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	59.3%	50.6%	117
▲ Finding Time for Recreation / Leisure	33.8%	25.3%	134
Finding Better Quality Healthcare	22.5%	23.9%	94
Finding A Satisfying Job / Career	20.5%	19.3%	106
Finding Retirement Opportunities	19.0%	18.9%	101
▲ Achieving A Fulfilling Marriage	25.7%	22.3%	115
▲ Developing Parenting Skills	17.1%	14.7%	116
Achieving Educational Objectives	8.0%	7.5%	106
SPIRITUAL / PERSONAL:			
Dealing With Stress	30.9%	29.8%	104
Finding Companionship	17.1%	17.3%	99
↓ Finding A Good Church	8.5%	15.2%	56
↓ Finding Spiritual Teaching	8.0%	12.9%	62
▲ Finding Life Direction	16.7%	14.0%	120

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	77.9%	84.5%	92
↓ “God is actively involved in the world including nations and their governments”	49.9%	63.8%	78

SOCIETY:

“It is important to preserve the traditional American family structure”	89.2%	91.5%	97
“A healthy environment has become a national crisis”	82.1%	82.8%	99
“Public education is essential to the future of American society”	95.9%	94.0%	102

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	42.5%	50.1%	85
“The role of Churches / Synagogues is to help form and support moral values”	78.7%	81.1%	97
“Churches and religious organizations should provide more human services”	59.8%	62.6%	96

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	39.6%	36.3%	109
“The changing racial / ethnic face of America is a threat to our national heritage”	33.9%	36.3%	93

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	68.2%	59.8%	114
▲ More than \$500 per year	39.7%	31.2%	127
▲ More than \$1,000 per year	25.6%	17.4%	147

TO CHARITIES:

▲ More than \$100 per year	52.7%	33.7%	156
▲ More than \$500 per year	20.1%	6.8%	296
▲ More than \$1,000 per year	8.0%	2.3%	348

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	34.4%	16.1%	214
▲ More than \$500 per year	11.4%	4.3%	265
▲ More than \$1,000 per year	7.6%	2.2%	345

Ministry Area Profile 2016
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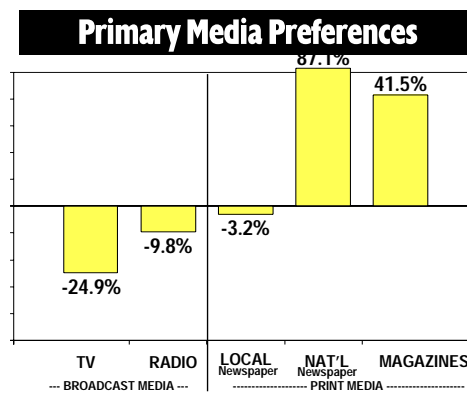
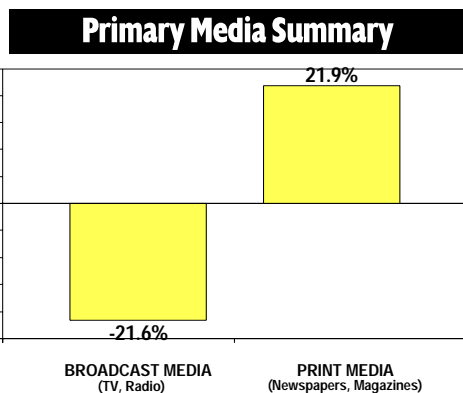
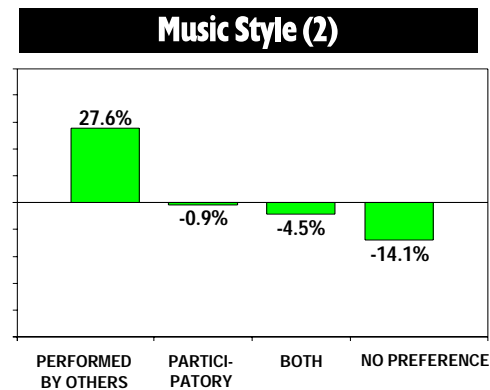
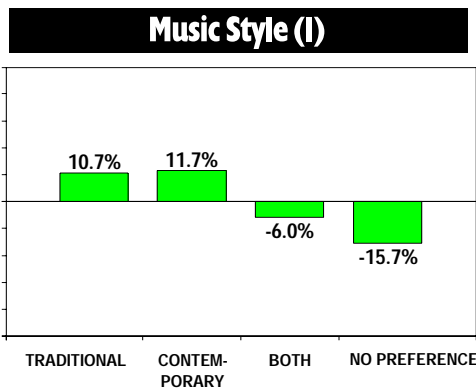
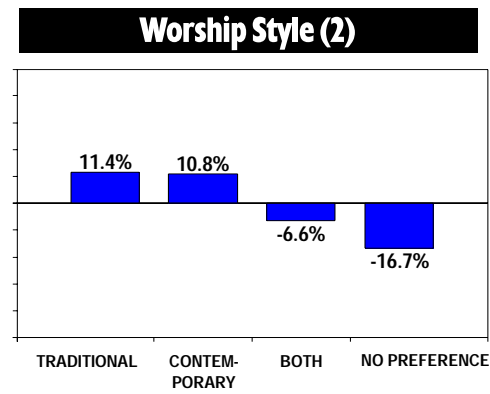
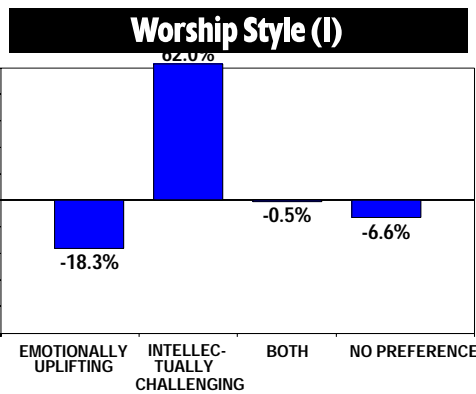
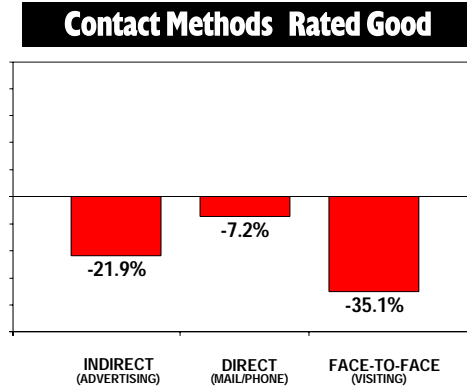
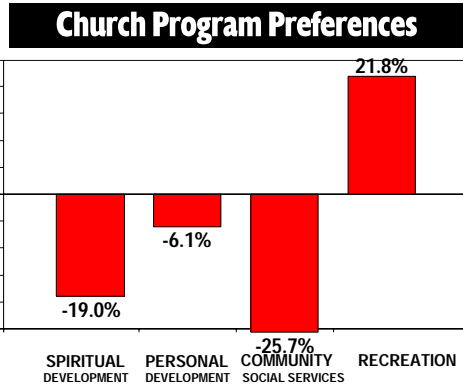
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	27.9%	41.1%	68
Adult Theological Discussion Groups	22.9%	22.5%	102
↓ Spiritual Retreats	10.2%	11.6%	88

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.7%	15.2%	97
Parent Training Programs	7.6%	7.8%	98
Twelve Step Programs	3.2%	3.5%	93
↓ Divorce Recovery	1.6%	2.4%	64

COMMUNITY/SOCIAL SERVICES:

↓ Personal or Family Counseling	16.1%	22.5%	71
↓ Care for the Terminally Ill	11.2%	15.7%	71
↓ Food and Clothing Resources	6.2%	11.1%	55
Day Care Services	5.9%	6.1%	96
Church Sponsored Day-School	6.1%	5.7%	108

RECREATION:

▲ Youth Social Programs	34.5%	29.7%	116
Family Activities and Outings	35.1%	32.8%	107
▲ Active Retirement Programs	30.3%	26.8%	113
▲ Cultural Programs (Music, Drama, Art)	30.5%	18.9%	161
▲ Sports or Camping	9.2%	6.3%	145

SUMMARY

↓ Spiritual Development Index	81
Personal Development Index	94
↓ Community/Social Services Index	74
▲ Recreation Index	122



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.5%	26.4%	82
▲ B. Intellectually Challenging	18.0%	11.1%	162
C. Both A and B	39.0%	39.2%	100
D. No Preference or Not Interested	21.8%	23.4%	93

PART 2:

▲ A. Traditional/Formal/Ceremonial	22.5%	20.2%	111
▲ B. Contemporary/Informal	29.2%	26.3%	111
C. Both A and B	24.8%	26.5%	93
↓ D. No Preference or Not Interested	22.4%	26.9%	83

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	27.0%	24.4%	111
▲ B. Contemporary	22.0%	19.7%	112
C. Both A and B	29.2%	31.1%	94
↓ D. No Preference or Not Interested	20.9%	24.8%	84

PART 2:

▲ A. Performed by Others	23.9%	18.7%	128
B. Participatory	22.7%	22.9%	99
C. Both A and B	30.7%	32.2%	96
↓ D. No Preference or Not Interested	22.5%	26.2%	86



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MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	26.9%	22.0%	122
B. Personal Spiritual Development	15.1%	14.3%	105
C. Both A and B	34.2%	37.4%	92
D. No Preference or Not Interested	23.6%	26.3%	90

PART 2:

A. Global Mission	5.7%	6.2%	93
B. Local Mission	35.9%	33.3%	108
C. Both A and B	29.6%	30.1%	98
D. No Preference or Not Interested	28.3%	30.4%	93

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	26.4%	26.6%	99
▲ B. Contemporary	20.5%	15.9%	128
C. Both A and B	29.7%	32.3%	92
D. No Preference or Not Interested	22.9%	25.1%	91

PART 2:

↓ A. Somber/Serious	8.1%	9.4%	86
▲ B. Light and Airy	40.2%	34.7%	116
C. Both A and B	27.0%	27.7%	97
↓ D. No Preference or Not Interested	24.5%	28.2%	87



Date: 6/20/2016

Prepared For:
 Saint Albert 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	35.5%	47.3%	75
Radio	12.0%	13.3%	90

PRINT MEDIA:

Local Newspaper	39.5%	36.1%	109
▲ National Newspaper	8.1%	4.3%	187
▲ Magazines	4.7%	2.4%	196

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	30.3%	31.9%	95
↓ Radio	21.0%	23.8%	88

PRINT MEDIA:

Local Newspaper	31.7%	32.7%	97
▲ National Newspaper	7.5%	5.8%	130
▲ Magazines	10.0%	7.0%	141

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	85
▲ Overall Print Media Index	115



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Description	Study Area	U.S. Average	U.S. Comparative Index
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CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	27.6%	36.2%	76
↓ Putting Ad in Local Newspaper	28.6%	33.8%	84
↓ Local Cable Channels	22.3%	30.4%	73
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	51.2%	53.7%	95
Calling and Offering to Send Information By Mail	26.6%	29.5%	90
↓ Calling and Discussing on the Phone	10.6%	12.0%	88
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	13.2%	20.1%	66
↓ Going Door to Door	8.9%	14.0%	64

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
▲ Local Radio Announcements or Advertisements	27.1%	19.6%	139
▲ Putting Ad in Local Newspaper	30.6%	21.5%	142
▲ Local Cable Channels	38.9%	30.7%	126
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	15.6%	13.3%	117
▲ Calling and Offering to Send Information By Mail	38.8%	34.0%	114
Calling and Discussing on the Phone	66.6%	60.6%	110
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	60.4%	49.6%	122
▲ Going Door to Door	70.7%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	78
Direct Methods Index	93
↓ Face-to-Face Methods Index	65

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	134
▲ Direct Methods Index	112
▲ Face-to-Face Methods Index	115