

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

Saint Anne Parish

Study Area Definition:
Custom Polygon



ID# 229745:229745



Prepared For:
Saint Anne Parish

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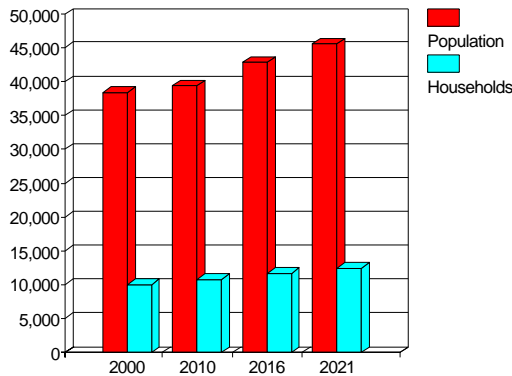
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 42,894 persons residing in the defined study area. This represents an increase of 4,448 or 11.6% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.4% or 2,737 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 low* with only 14 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 57.7% 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 *very high*. Among individual groups, *Anglos* represent 10.6% of the population and all other racial/ethnic groups make up a substantial 89.4% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 67.5% of the total population. *Asians* are also projected to be the fastest growing group increasing by 11.6% 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 12,641 persons or 29.5% of the total population in the area. Compared to a national average of 27.3%, *Survivors* are also the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *very traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 88.3% 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 42.1% 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, Parenting Skills, Time for Recreation/Leisure, Good Schools, Neighborhood Crime and Safety* and *Achieving a Fulfilling Marriage*. (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 \$130,250 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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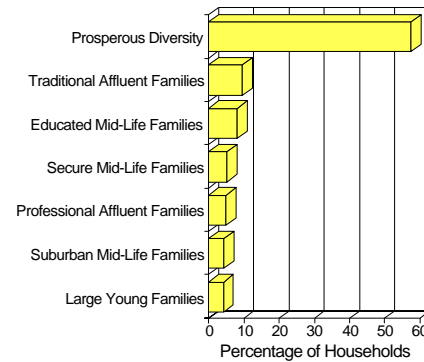
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Population and Households

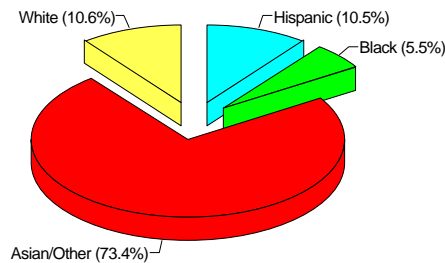


Primary U.S. Lifestyles Segments-2016

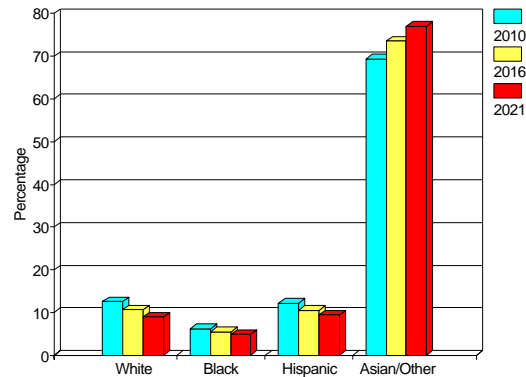


The population in the study area has increased by 3546 persons, or 9.0% since 2010 and is projected to increase by 2737 persons, or 6.4% between 2016 and 2021. The number of households has increased by 905, or 8.4% since 2010 and is projected to increase by 742, or 6.4% between 2016 and 2021.

Population By Race/Ethnicity-2016

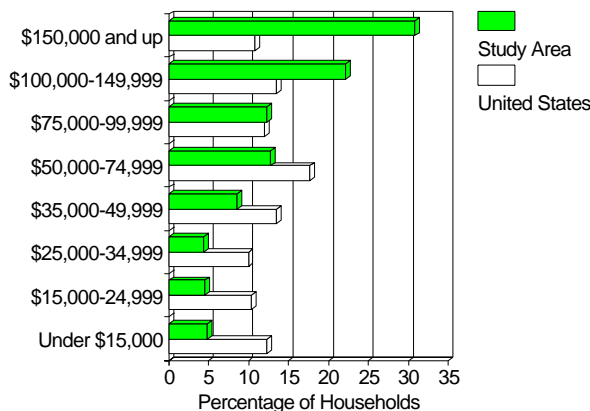


Population By Race/Ethnicity Trend

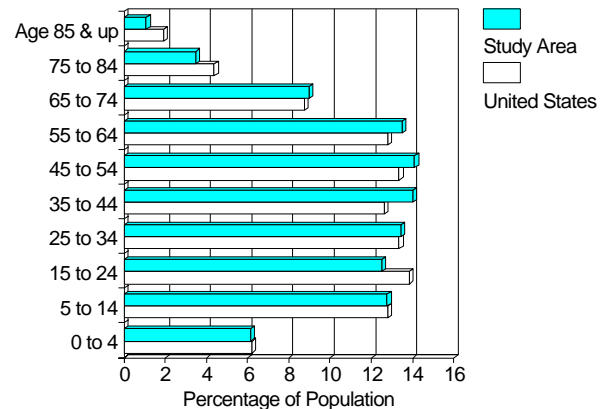


Between 2016 and 2021, the White population is projected to decrease by 506 persons and to decrease from 10.6% to 8.8% of the total population. The Black population is projected to decrease by 148 persons and to decrease from 5.5% to 4.9% of the total. The Hispanic/Latino population is projected to decrease by 236 persons and to decrease from 10.5% to 9.4% of the total. The Asian/Other population is projected to increase by 3628 persons and to increase from 73.4% to 76.9% of the total population.

Households By Income-2016



Population by Age-2016

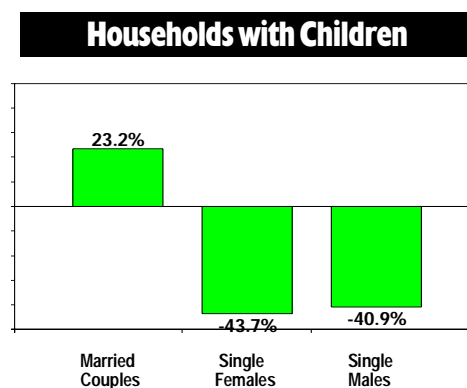
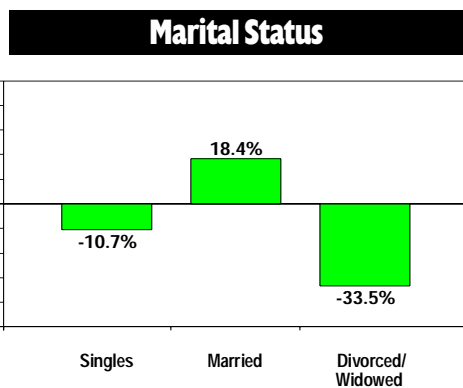
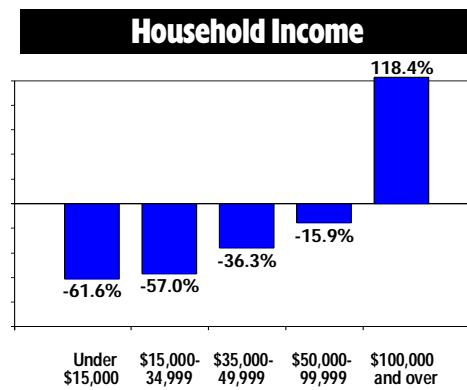
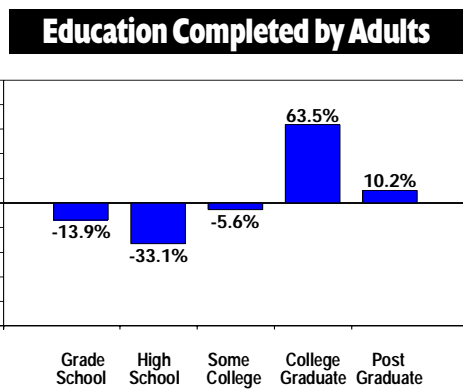
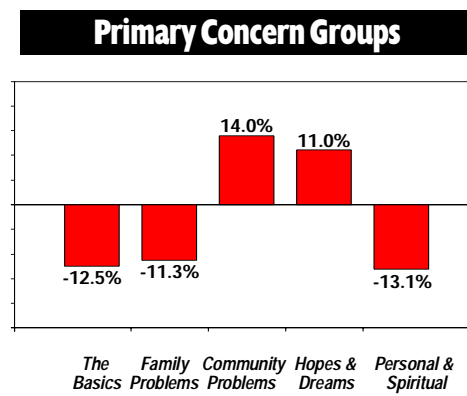
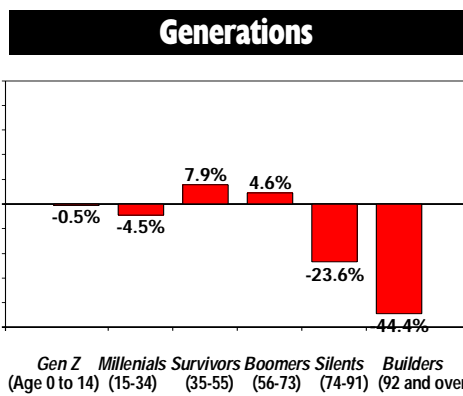
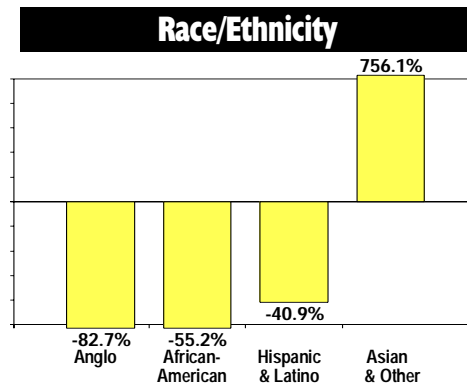
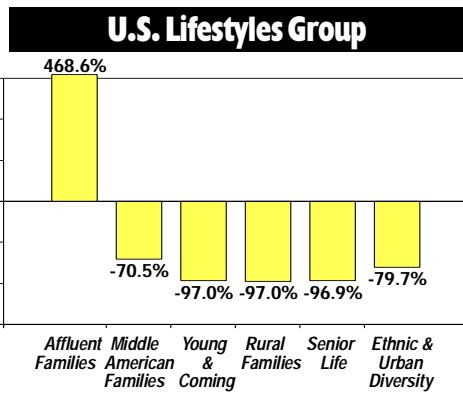


The average household income in the study area is \$130250 a year as compared to the U.S. average of \$77135. The average age in the study area is 38.7 and is projected to increase to 40.0 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	38,446	39,348	42,894	45,631		
Population Change		902	3,546	2,737		
Percentage Change		2.3%	9.0%	6.4%		
Average Annual Growth Rate		0.2%	1.5%	1.3%		
▲ Density (Pop. per square mile)	2,100	2,149	2,343	2,492		
HOUSEHOLDS						
▲ Households	10,005	10,737	11,642	12,384		
Household Change		732	905	742		
Percentage Change		7.3%	8.4%	6.4%		
Average Annual Growth Rate		0.7%	1.4%	1.3%		
Persons Per Household	3.82	3.64	3.66	3.66		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	4,918	12.5%	4,540	10.6%	4,034	8.8%
↓ African-American (Non-Hisp)	2,443	6.2%	2,367	5.5%	2,219	4.9%
↓ Hispanic/Latino	4,761	12.1%	4,510	10.5%	4,274	9.4%
▲ Asian/Other (Non-Hisp)	27,225	69.2%	31,476	73.4%	35,104	76.9%
POPULATION BY GENDER						
▲ Female	19,973	50.8%	21,790	50.8%	23,198	50.8%
↓ Male	19,375	49.2%	21,104	49.2%	22,432	49.2%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	4,681	11.9%	8,106	18.9%	11,166	24.5%
↓ Millennials (Born 1982 to 2001)	10,479	26.6%	11,131	26.0%	11,434	25.1%
↓ Survivors (Born 1961 to 1981)	11,779	29.9%	12,639	29.5%	13,127	28.8%
↓ Boomers (Born 1943 to 1960)	9,194	23.4%	8,738	20.4%	8,133	17.8%
↓ Silents (Born 1925 to 1942)	2,874	7.3%	2,187	5.1%	1,766	3.9%
↓ Builders (Born 1924 and earlier)	355	0.9%	93	0.2%	5	0.0%
AGE						
▲ Average Age	37.3		38.7		40.0	
▲ Median Age	37.7		38.8		40.3	
INCOME						
▲ Average Household Income	\$111,810		\$130,250		\$143,280	
▲ Median Household Income	\$104,930		\$107,583		\$118,388	
▲ Per Capita Income	\$30,510		\$35,352		\$38,885	

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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	2,757	25.7%	3,593	30.9%	4,404	35.6%
↓ \$100,000 to \$149,999	2,557	23.8%	2,583	22.2%	2,699	21.8%
↓ \$75,000 to \$99,999	1,675	15.6%	1,426	12.2%	1,411	11.4%
↓ \$50,000 to \$74,999	1,624	15.1%	1,475	12.7%	1,422	11.5%
↓ \$35,000 to \$49,999	703	6.5%	994	8.5%	950	7.7%
↓ \$25,000 to \$34,999	495	4.6%	500	4.3%	491	4.0%
↓ \$15,000 to \$24,999	475	4.4%	520	4.5%	499	4.0%
Under \$15,000	450	4.2%	550	4.7%	508	4.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,558	6.5%	2,630	6.1%	2,667	5.8%
↓ Required Formal Schooling (5-17)	7,085	18.0%	7,158	16.7%	7,419	16.3%
↓ College Years, Career Starts (18-24)	3,589	9.1%	3,680	8.6%	3,746	8.2%
↓ Singles and Young Families (25-34)	4,957	12.6%	5,769	13.4%	5,717	12.5%
↓ Families, Empty Nesters (35-54)	11,789	30.0%	12,055	28.1%	12,625	27.7%
↓ Enrichment Years Singles/Couples (55-64)	5,199	13.2%	5,779	13.5%	5,972	13.1%
▲ Retirement Opportunities (65+)	4,184	10.6%	5,823	13.6%	7,485	16.4%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,558	6.5%	2,630	6.1%	2,667	5.8%
↓ 5 to 9 years	2,654	6.7%	2,702	6.3%	2,784	6.1%
↓ 10 to 14 years	2,737	7.0%	2,774	6.5%	2,858	6.3%
↓ 15 to 17 years	1,694	4.3%	1,682	3.9%	1,777	3.9%
↓ 18 to 20 years	1,574	4.0%	1,541	3.6%	1,612	3.5%
↓ 21 to 24 years	2,015	5.1%	2,139	5.0%	2,134	4.7%
↓ 25 to 29 years	2,410	6.1%	2,973	6.9%	2,979	6.5%
↓ 30 to 34 years	2,547	6.5%	2,796	6.5%	2,738	6.0%
↓ 35 to 39 years	2,855	7.3%	2,837	6.6%	3,051	6.7%
↓ 40 to 44 years	2,950	7.5%	3,172	7.4%	3,178	7.0%
↓ 45 to 49 years	2,945	7.5%	3,032	7.1%	3,125	6.8%
↓ 50 to 54 years	3,039	7.7%	3,014	7.0%	3,271	7.2%
↓ 55 to 59 years	2,811	7.1%	2,922	6.8%	2,948	6.5%
↓ 60 to 64 years	2,388	6.1%	2,857	6.7%	3,024	6.6%
▲ 65 to 69 years	1,593	4.0%	2,295	5.4%	2,626	5.8%
▲ 70 to 74 years	1,081	2.7%	1,560	3.6%	2,252	4.9%
▲ 75 to 84 years	1,116	2.8%	1,503	3.5%	2,089	4.6%
▲ 85 or more years	394	1.0%	465	1.1%	518	1.1%

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	Number	Percent		
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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	34,787			
Single (Never Married)	10,217	29.4%	32.9%	89
Married	20,653	59.4%	50.2%	118
↓ Divorced/Widowed	3,917	11.3%	16.9%	66
Marital Status Females 15 and Older (2016)	17,831			
Single (Never Married)	4,650	26.1%	29.8%	88
Married	10,351	58.1%	48.8%	119
↓ Divorced/Widowed	2,830	15.9%	21.4%	74
Marital Status Males 15 and Older (2016)	16,956			
Single (Never Married)	5,567	32.8%	36.2%	91
Married	10,302	60.8%	51.6%	118
↓ Divorced/Widowed	1,087	6.4%	12.3%	52
FAMILY STRUCTURE				
Households By Type (2016)	11,642			
▲ Married Couple	8,241	70.8%	48.5%	146
Other Family - Male Head of Household	633	5.4%	4.9%	110
Other Family - Female Head of Household	1,413	12.1%	13.0%	93
↓ Non Family - Male Head of Household	698	6.0%	15.8%	38
↓ Non Family - Female Head of Household	657	5.6%	17.7%	32
Households With Children 0 to 18 (2016)	5,617			
▲ Married Couple Family	4,515	80.4%	65.2%	123
↓ Other Family - Male Head of Household	281	5.0%	8.5%	59
↓ Other Family - Female Head of Household	801	14.3%	25.3%	56
↓ Non Family	21	0.4%	1.0%	39
Population By Household Type (2016)	42,894			
↓ Group Quarters	232	0.5%	2.5%	22

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	232			
↓ Correctional Facilities	5	2.2%	30.0%	7
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
▲ Other	227	97.8%	15.2%	644
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	42,894			
↓ White (Non-Hispanic)	4,540	10.6%	61.3%	17
↓ African-American (Non-Hisp)	2,367	5.5%	12.3%	45
↓ Hispanic/Latino	4,511	10.5%	17.8%	59
↓ Native American (Non-Hisp)	65	0.2%	0.7%	21
▲ Asian (Non-Hisp)	28,463	66.4%	5.3%	1,257
▲ Hawaiian & Pacific Islander (Non-Hisp)	482	1.1%	0.2%	667
▲ Other Races & Multiple Races (Non-Hisp)	2,466	5.7%	2.4%	240
Asian Population By Race (2016)	28,656			
Chinese	5,696	19.9%	22.3%	89
↓ Japanese	328	1.1%	5.0%	23
Indian	5,407	18.9%	19.5%	97
↓ Korean	296	1.0%	9.6%	11
↓ Vietnamese	2,308	8.1%	11.0%	73
▲ Other Asian Races	14,621	51.0%	32.5%	157
Hispanic/Latino Population By Race (2016)	4,511			
↓ White	1,791	39.7%	53.0%	75
African-American	95	2.1%	2.5%	84
▲ Native American	78	1.7%	1.4%	126
▲ Asian	193	4.3%	0.4%	1,022
▲ Other Races & Multiple Races	2,354	52.2%	42.7%	122
Hispanic/Latino Population By Origin (2016)	4,511			
Mexican	3,134	69.5%	62.4%	111
↓ Puerto Rican	254	5.6%	9.5%	59
↓ Cuban	25	0.6%	3.5%	16
Other Hispanic Origin	1,098	24.3%	24.6%	99

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	11,507			
↓ Pre-Primary (Public)	234	2.0%	3.4%	59
▲ Pre-Primary (Private)	469	4.1%	2.6%	155
Elementary/High School (Public)	6,420	55.8%	58.9%	95
▲ Elementary/High School (Private)	942	8.2%	6.6%	123
Enrolled in College	3,442	29.9%	28.4%	105
Population By Education Completed (Age 25 and over) (2016)	29,425			
Elementary (Less than 9 years)	1,804	6.1%	5.8%	105
↓ Some High School (9 to 11 years)	1,636	5.6%	7.8%	72
↓ High School Graduate (12 years)	5,491	18.7%	27.9%	67
Some College (13 to 15 years)	5,833	19.8%	21.2%	94
Associate Degree	2,264	7.7%	8.0%	96
▲ Bachelor's Degree	8,814	30.0%	18.3%	164
Graduate Degree	3,583	12.2%	11.0%	110
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	21,089			
TOTAL WHITE COLLAR	15,131	71.7%	61.5%	117
Executive and Managerial	2,302	10.9%	9.7%	112
Professional Specialty	3,758	17.8%	16.6%	107
▲ Technical Support	3,186	15.1%	8.3%	182
Sales	2,282	10.8%	10.9%	100
Administrative Support & Clerical	3,603	17.1%	16.0%	107
↓ TOTAL BLUE COLLAR	5,957	28.2%	38.5%	73
▲ Service: Private Households	1,084	5.1%	3.7%	139
↓ Service: Protective	351	1.7%	2.2%	75
↓ Service: Other	894	4.2%	7.5%	57
↓ Farming, Forestry & Fishing	10	0.0%	0.7%	7
↓ Precision Production and Craft	1,586	7.5%	11.0%	68
Operators and Assemblers	683	3.2%	3.2%	100
↓ Transportation and Material Moving	965	4.6%	6.2%	74
↓ Laborers	384	1.8%	4.0%	45

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	34,231			
Employed	21,293	62.2%	58.1%	107
Unemployed	1,883	5.5%	5.6%	98
Not in Labor Force	11,055	32.3%	36.3%	89
Total Female Pop. By Work Status (Age 20 to 64) (2013)	13,260			
TOTAL WORKING	9,366	70.6%	66.8%	106
With No Own Children	5,378	40.6%	42.2%	96
▲ With Own Children Age 0 to 5 only	903	6.8%	5.5%	125
▲ With Own Children Age 6 to 17 only	2,399	18.1%	14.8%	122
With Own Children Both Age 0 to 5 and 6 to 17	686	5.2%	4.3%	120
TOTAL NOT WORKING (UNEMPLOYED)	747	5.6%	6.2%	91
With No Own Children	458	3.5%	3.8%	92
↓ With Own Children Age 0 to 5 only	63	0.5%	0.7%	72
With Own Children Age 6 to 17 only	181	1.4%	1.3%	109
↓ With Own Children Both Age 0 to 5 and 6 to 17	45	0.3%	0.5%	62
TOTAL NOT IN THE LABOR FORCE	3,146	23.7%	27.0%	88
With No Own Children	2,068	15.6%	17.1%	91
↓ With Own Children Age 0 to 5 only	231	1.7%	2.6%	67
With Own Children Age 6 to 17 only	564	4.3%	4.6%	92
With Own Children Both Age 0 to 5 and 6 to 17	283	2.1%	2.6%	81
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	11,642			
Above Poverty Line (Households with Children)	9,816	61.3%	59.6%	103
▲ Above Poverty Line (Households without Children)	5,385	33.6%	26.5%	127
↓ Below Poverty Line (Households with Children)	471	2.9%	7.9%	37
↓ Below Poverty Line (Households without Children)	342	2.1%	6.0%	35
Households By Presence of Retirement Income (2013)	10,737			
With Retirement Income	1,775	16.5%	17.6%	94
Without Retirement Income	9,259	86.2%	81.5%	106

Date: 6/20/2016

Prepared For:
Saint Anne Parish

Study Area Definition:
Custom Polygon

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)	11,642			
Owner Occupied	8,991	77.2%	65.0%	119
↓ Renter Occupied	2,651	22.8%	35.0%	65
▲ Median Rent (2013)	\$1,490		\$904	165
Structures By Number of Units (2016)	11,963			
▲ Single Unit	10,924	91.3%	67.3%	136
↓ 3 to 4 Units	207	1.7%	8.1%	21
↓ 5 to 19 Units	256	2.1%	9.3%	23
↓ 20 to 49 Units	41	0.3%	3.6%	10
50 or more Units	501	4.2%	5.1%	82
↓ Mobile Home	17	0.1%	6.4%	2
▲ Other	17	0.1%	0.1%	167
▲ Single To Multiple Unit Ratio	10.87		2.57	422
Owner-Occupied Property Values (2016)	8,991			
↓ Under \$40,000	119	1.3%	7.2%	18
↓ \$40,000 to \$59,999	54	0.6%	3.7%	16
↓ \$60,000 to \$79,999	61	0.7%	5.1%	13
↓ \$80,000 to \$99,999	47	0.5%	6.5%	8
↓ \$100,000 to 149,999	67	0.7%	15.1%	5
↓ \$150,000 to \$199,999	120	1.3%	14.6%	9
↓ \$200,000 to \$299,999	486	5.4%	18.1%	30
▲ \$300,000 to \$499,999	1,988	22.1%	16.9%	131
▲ \$500,000 to \$999,999	5,403	60.1%	9.7%	619
▲ \$1,000,000 and over	645	7.2%	3.0%	237
▲ Median Property Value	\$610,135		\$192,432	317

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	11,963			
▲ 2010 and later	963	8.0%	5.5%	146
↓ 2000 to 2009	1,310	11.0%	14.6%	75
1990 to 1999	1,424	11.9%	13.4%	89
▲ 1980 to 1989	2,177	18.2%	13.2%	138
▲ 1970 to 1979	4,895	40.9%	15.0%	273
↓ 1960 to 1969	687	5.7%	10.4%	55
↓ 1950 to 1959	231	1.9%	10.3%	19
↓ 1949 or earlier	276	2.3%	17.7%	13
Households By Number of Persons (2016)	11,642			
↓ 1 Person Household	971	8.3%	27.3%	31
↓ 2 Person Household	2,510	21.6%	32.3%	67
▲ 3 Person Household	2,387	20.5%	16.2%	126
▲ 4 Person Household	2,560	22.0%	13.1%	168
▲ 5 Person Household	1,615	13.9%	6.5%	214
▲ 6 Person Household	830	7.1%	2.8%	258
▲ 7 or more Person Household	770	6.6%	1.9%	346
▲ Average Persons Per Household	3.6		2.6	141
Households By Heating Type (2013)	11,034			
▲ Utility and Other Gas	9,059	82.1%	54.0%	152
↓ Electric	1,766	16.0%	36.1%	44
↓ Oil	7	0.1%	6.1%	1
↓ Coal and Wood	56	0.5%	2.2%	23
↓ Solar/Other Fuel	0	0.0%	0.5%	0
▲ No Fuel Used	146	1.3%	0.9%	140

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TRANSPORTATION				
Households By Number of Vehicles (2016)	11,642			
↓ No Vehicles	410	3.5%	9.0%	39
↓ 1 Vehicle	1,927	16.6%	33.7%	49
2 Vehicle	4,443	38.2%	37.5%	102
▲ 3 or more Vehicles	4,862	41.8%	19.8%	211
Workers By Travel Time to Work (2016)	18,509			
↓ Less than 15 minutes	2,475	13.4%	27.3%	49
15 to 29 minutes	6,322	34.2%	36.5%	94
▲ 30 to 44 minutes	5,627	30.4%	20.2%	151
▲ 45 to 59 minutes	2,116	11.4%	7.7%	148
▲ 60 or more minutes	1,970	10.6%	8.3%	128
▲ Average Travel Time to Work (minutes)	33.9		28.2	120
Workers By Type of Transportation to Work (2016)	18,896			
Drive Alone	14,239	75.4%	76.9%	98
▲ Car Pool	2,424	12.8%	9.6%	134
▲ Public Transportation	1,328	7.0%	5.1%	137
↓ Walk to Work	222	1.2%	2.8%	42
Other Means	232	1.2%	1.2%	99
↓ Work at Home	451	2.4%	4.4%	54

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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)	10,004	85.9%	15.1%	569
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,080	9.3%	31.4%	30
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	434	3.7%	18.4%	20
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	52	0.4%	14.7%	3
4	Rural Families (27, 26, 29, 33, 35 and 38)	45	0.4%	13.1%	3
5	Senior Life (7, 20, 21, 22, 30 and 31)	25	0.2%	6.9%	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.		
5	Prosperous Diversity	6,717	57.7%	3.1%	1860
1	Traditional Affluent Families	1,126	9.7%	3.5%	278
4	Educated Mid-Life Families	944	8.1%	3.4%	238
14	Secure Mid-Life Families	626	5.4%	0.7%	820
2	Professional Affluent Families	591	5.1%	0.8%	630
10	Suburban Mid-Life Families	505	4.3%	5.5%	78
17	Large Young Families	481	4.1%	2.2%	192
45	Struggling Urban Diversity	432	3.7%	2.5%	151
25	Working Country Consumers	48	0.4%	4.1%	10
12	Educated New Starters	46	0.4%	2.9%	13
28	Building Country Families	37	0.3%	2.8%	11
27	Country Family Diversity	21	0.2%	0.3%	53
38	Rural Working Families	17	0.1%	8.8%	2
20	Cautious and Mature	14	0.1%	2.6%	5
29	Working Country Families	7	0.1%	1.0%	6
7	Prosperous and Mature	7	0.1%	0.5%	11
9	Educated Working Families	5	0.0%	0.1%	51
11	Young Suburban Families	4	0.0%	3.0%	1
21	Mature and Stable	4	0.0%	0.6%	6
15	Reliable Young Starters	3	0.0%	4.3%	1

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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.		
34	College and Career Starters	3	0.0%	0.6%	4
41	Struggling Hispanic Households	2	0.0%	1.6%	1
16	Established Country Families	0	0.0%	6.4%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	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
3	Mid-Life Prosperity	0	0.0%	1.5%	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
47	University Life	0	0.0%	0.8%	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
49	Exception Households	0	0.0%	0.2%	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
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		11,640	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	28.8%	35.4%	81
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	47.1%	34.7%	136

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.7%	22.1%	80
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.1%	23.7%	85

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	114
↓ Baptist	8.0%	16.1%	50
Catholic	22.5%	23.7%	95
Congregational	1.9%	2.0%	97
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	239
Episcopal	2.8%	2.9%	98
↓ Holiness	0.1%	0.8%	14
Jehovah's Witnesses	1.0%	1.1%	90
▲ Judaism	4.5%	3.2%	142
↓ Lutheran	6.3%	7.2%	87
↓ Methodist	4.6%	10.1%	45
▲ Mormon	3.4%	1.8%	191
▲ New Age	1.1%	0.6%	191
▲ Non-Denominational / Independent	11.2%	6.9%	162
↓ Orthodox	0.2%	0.3%	70
↓ Pentecostal	2.1%	2.4%	85
Presbyterian / Reformed	4.8%	4.6%	105
Unitarian / Universalist	0.7%	0.7%	96
▲ Interested but No Preference	5.4%	3.9%	139
▲ Not Interested and No Preference	18.0%	11.1%	162

Likely to Have Changed Their Preference in the Last 10 Years	17.2%	16.8%	102
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.1%	4.0%	102
Lets them do what they want and is supportive	12.2%	11.7%	104
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	79.1%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.5%	43.5%	98
↓ Finding/Providing Health Insurance	20.6%	29.0%	71
↓ Day-to-Day Financial Worries	27.4%	31.6%	87
Finding Employment Opportunities	15.4%	14.4%	107
↓ Finding Affordable Housing	10.0%	11.3%	88
↓ Providing Adequate Food	4.6%	8.6%	54
Finding Child Care	6.1%	6.3%	97
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	12.1%	16.7%	72
Dealing With Teen / Child Problems	20.3%	20.7%	98
▲ Finding/Providing Aging Parent Care	17.2%	15.5%	111
↓ Dealing With Abusive Relationships	8.2%	11.4%	72
↓ Dealing With Divorce	3.2%	4.5%	72
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	31.4%	27.0%	116
▲ Finding/Providing Good Schools	27.4%	23.5%	117
Dealing with Problems in Schools	12.7%	13.6%	93
Dealing With Racial / Ethnic Prejudice	13.8%	13.1%	106
▲ Dealing With Neighborhood Gangs	13.1%	8.5%	155
Dealing with Social Injustice	12.1%	11.3%	107
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	57.8%	50.6%	114
▲ Finding Time for Recreation / Leisure	32.1%	25.3%	127
↓ Finding Better Quality Healthcare	20.5%	23.9%	85
Finding A Satisfying Job / Career	20.7%	19.3%	107
Finding Retirement Opportunities	18.7%	18.9%	99
▲ Achieving A Fulfilling Marriage	25.7%	22.3%	115
▲ Developing Parenting Skills	18.9%	14.7%	128
▲ Achieving Educational Objectives	8.4%	7.5%	113
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.2%	29.8%	98
↓ Finding Companionship	15.4%	17.3%	89
↓ Finding A Good Church	9.8%	15.2%	65
↓ Finding Spiritual Teaching	8.8%	12.9%	68
Finding Life Direction	14.2%	14.0%	102

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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”	56.1%	63.8%	88

SOCIETY:

“It is important to preserve the traditional American family structure”	90.9%	91.5%	99
“A healthy environment has become a national crisis”	81.0%	82.8%	98
“Public education is essential to the future of American society”	95.5%	94.0%	102

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	44.3%	50.1%	88
“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”	58.8%	62.6%	94

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	38.0%	36.3%	105
“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	61.9%	59.8%	104
More than \$500 per year	33.8%	31.2%	108
▲ More than \$1,000 per year	20.8%	17.4%	120

TO CHARITIES:

▲ More than \$100 per year	45.8%	33.7%	136
▲ More than \$500 per year	10.5%	6.8%	154
▲ More than \$1,000 per year	3.2%	2.3%	139

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	21.2%	16.1%	132
More than \$500 per year	4.6%	4.3%	107
▲ More than \$1,000 per year	2.8%	2.2%	127

Ministry Area Profile 2016
Compass
REPORT

Saint Anne Parish

Study Area Definition:
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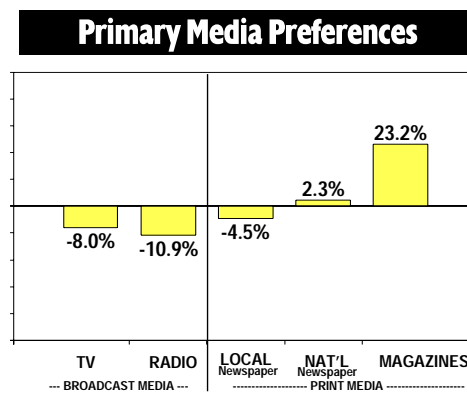
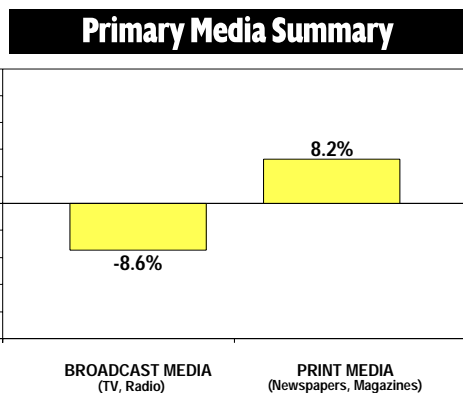
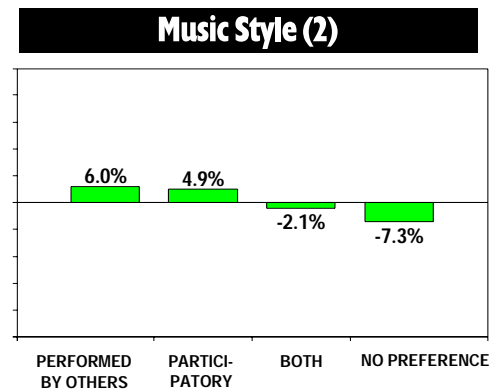
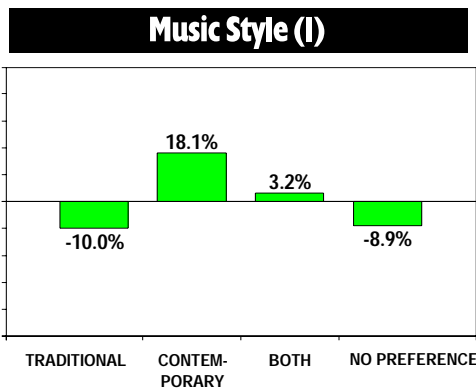
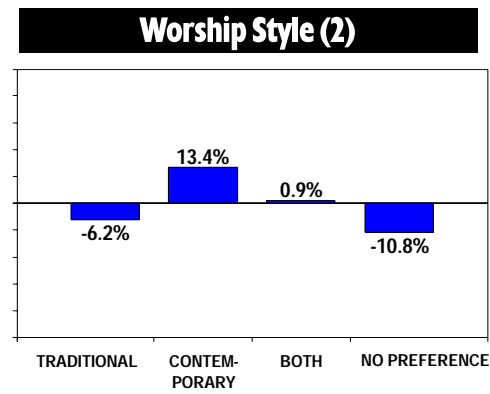
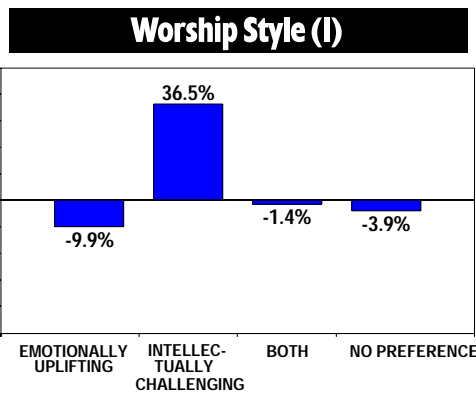
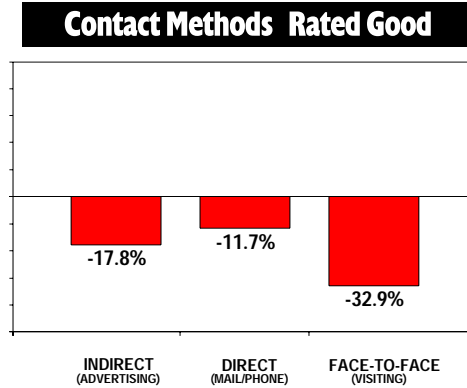
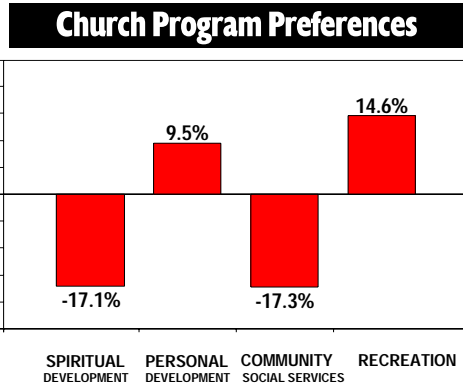
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	33.3%	41.1%	81
↓ Adult Theological Discussion Groups	19.4%	22.5%	86
↓ Spiritual Retreats	9.8%	11.6%	84
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	16.3%	15.2%	107
▲ Parent Training Programs	10.3%	7.8%	132
Twelve Step Programs	3.4%	3.5%	97
↓ Divorce Recovery	1.7%	2.4%	69
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	19.9%	22.5%	88
↓ Care for the Terminally Ill	11.1%	15.7%	71
↓ Food and Clothing Resources	6.3%	11.1%	56
▲ Day Care Services	7.1%	6.1%	117
Church Sponsored Day-School	6.1%	5.7%	107
<i>RECREATION:</i>			
▲ Youth Social Programs	34.3%	29.7%	116
▲ Family Activities and Outings	38.7%	32.8%	118
Active Retirement Programs	26.2%	26.8%	98
▲ Cultural Programs (Music, Drama, Art)	24.3%	18.9%	129
▲ Sports or Camping	7.7%	6.3%	121

SUMMARY	
↓ Spiritual Development Index	83
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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	23.7%	26.4%	90
▲ B. Intellectually Challenging	15.2%	11.1%	136
C. Both A and B	38.6%	39.2%	99
D. No Preference or Not Interested	22.5%	23.4%	96

PART 2:

A. Traditional/Formal/Ceremonial	19.0%	20.2%	94
▲ B. Contemporary/Informal	29.8%	26.3%	113
C. Both A and B	26.8%	26.5%	101
↓ D. No Preference or Not Interested	24.0%	26.9%	89

MUSIC STYLE INDICATOR

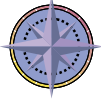
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	22.0%	24.4%	90
▲ B. Contemporary	23.3%	19.7%	118
C. Both A and B	32.1%	31.1%	103
D. No Preference or Not Interested	22.6%	24.8%	91

PART 2:

A. Performed by Others	19.8%	18.7%	106
B. Participatory	24.1%	22.9%	105
C. Both A and B	31.5%	32.2%	98
D. No Preference or Not Interested	24.3%	26.2%	93



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	23.1%	22.0%	105
B. Personal Spiritual Development	15.6%	14.3%	109
C. Both A and B	36.8%	37.4%	98
D. No Preference or Not Interested	24.3%	26.3%	92

PART 2:

A. Global Mission	5.8%	6.2%	95
B. Local Mission	33.1%	33.3%	99
C. Both A and B	32.0%	30.1%	106
D. No Preference or Not Interested	28.7%	30.4%	94

CHURCH ARCHITECTURE INDICATOR

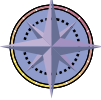
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	23.5%	26.6%	88
▲ B. Contemporary	21.5%	15.9%	135
C. Both A and B	32.0%	32.3%	99
D. No Preference or Not Interested	23.0%	25.1%	92

PART 2:

↓ A. Somber/Serious	7.6%	9.4%	81
▲ B. Light and Airy	40.4%	34.7%	116
C. Both A and B	26.8%	27.7%	97
D. No Preference or Not Interested	25.3%	28.2%	90



Date: 6/20/2016

Prepared For:
 Saint Anne 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	43.5%	47.3%	92
↓ Radio	11.9%	13.3%	89

PRINT MEDIA:

Local Newspaper	38.4%	36.1%	106
National Newspaper	4.4%	4.3%	102
▲ Magazines	3.6%	2.4%	149

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	30.1%	31.9%	94
Radio	24.7%	23.8%	104

PRINT MEDIA:

Local Newspaper	31.2%	32.7%	95
National Newspaper	5.8%	5.8%	102
▲ Magazines	8.7%	7.0%	123

SUMMARY

Overall Broadcast Media Index (100 = Average)	95
Overall Print Media Index	104



Date: 6/20/2016

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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	30.9%	36.2%	85
↓ Putting Ad in Local Newspaper	26.5%	33.8%	78
↓ Local Cable Channels	25.2%	30.4%	83
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.5%	53.7%	94
↓ Calling and Offering to Send Information By Mail	24.4%	29.5%	83
↓ Calling and Discussing on the Phone	9.1%	12.0%	76
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.5%	20.1%	67
↓ Going Door to Door	9.4%	14.0%	67

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	25.0%	19.6%	128
▲ Putting Ad in Local Newspaper	27.3%	21.5%	127
▲ Local Cable Channels	35.0%	30.7%	114
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.2%	13.3%	121
▲ Calling and Offering to Send Information By Mail	39.5%	34.0%	116
▲ Calling and Discussing on the Phone	68.8%	60.6%	114
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.1%	49.6%	121
Going Door to Door	70.3%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	82
↓ Direct Methods Index	88
↓ Face-to-Face Methods Index	67

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	122
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	115