

ministry
area ●●●●●●
profile **2016**

Saint Bedes Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Bedes Parish

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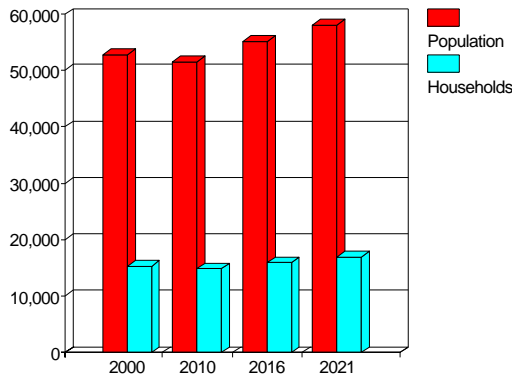
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 55,129 persons residing in the defined study area. This represents an increase of 2,366 or 4.5% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 5.5% or 3,025 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *somewhat high* with 22 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Large Young Families* representing 31.2% 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 12.2% of the population and all other racial/ethnic groups make up a substantial 87.8% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 45.6% of the total population. *Asians* are projected to be the fastest growing group increasing by 8.9% 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 *Millennials* (age 15 to 34) comprised of 16,009 persons or 29.0% of the total population in the area. *Generation Z* (age 0 to 14) make up 20.6% of the population which compared to a national average of 19.0% 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 *very low*. While 76.6% 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 17.5% 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, Neighborhood Crime and Safety, Affordable Housing, Achieving Educational Objectives, Employment Opportunities* and *Racial/Ethnic Prejudice*. (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 \$80,136 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *about average*. (see page 4 and 17)

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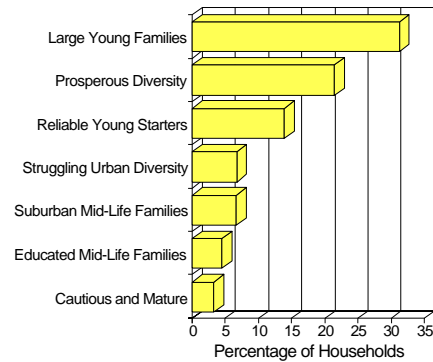
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Population and Households

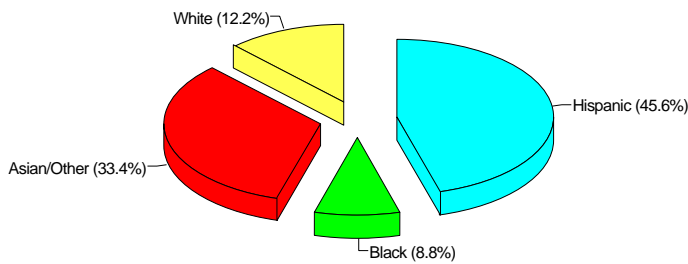


Primary U.S. Lifestyles Segments-2016

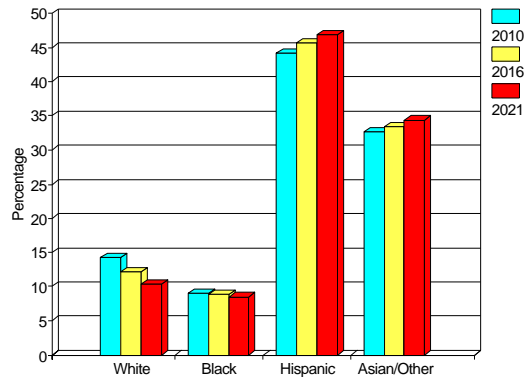


The population in the study area has increased by 3560 persons, or 6.9% since 2010 and is projected to increase by 3025 persons, or 5.5% between 2016 and 2021. The number of households has increased by 1132, or 7.7% since 2010 and is projected to increase by 938, or 5.9% between 2016 and 2021.

Population By Race/Ethnicity-2016

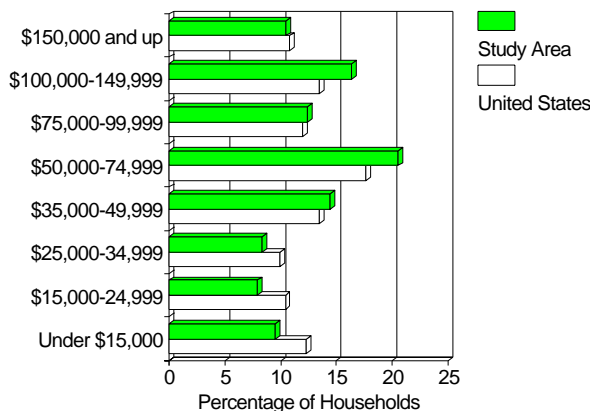


Population By Race/Ethnicity Trend

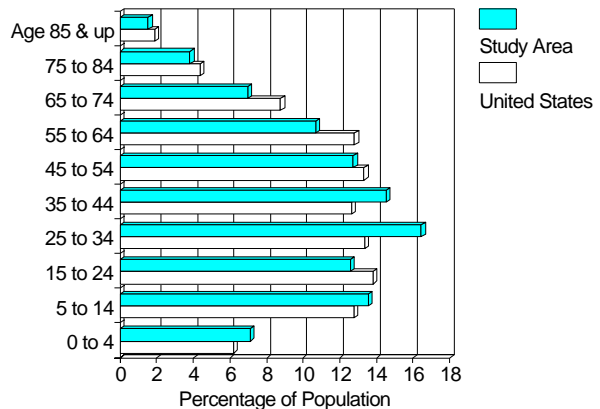


Between 2016 and 2021, the White population is projected to decrease by 691 persons and to decrease from 12.2% to 10.3% of the total population. The Black population is projected to increase by 68 persons and to decrease from 8.8% to 8.5% of the total. The Hispanic/Latino population is projected to increase by 2098 persons and to increase from 45.6% to 46.9% of the total. The Asian/Other population is projected to increase by 1551 persons and to increase from 33.4% to 34.3% of the total population.

Households By Income-2016



Population by Age-2016

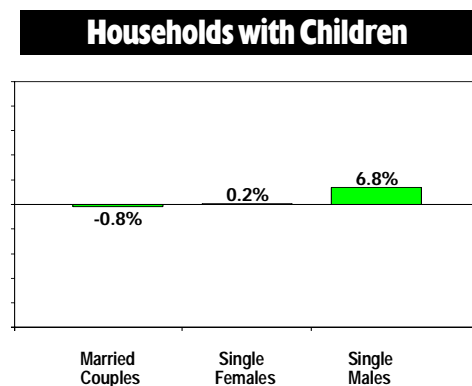
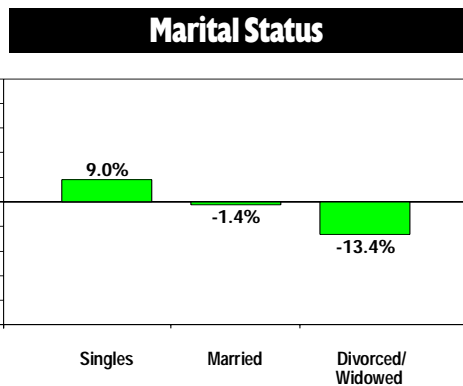
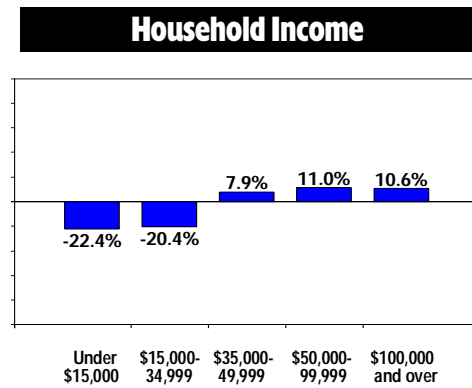
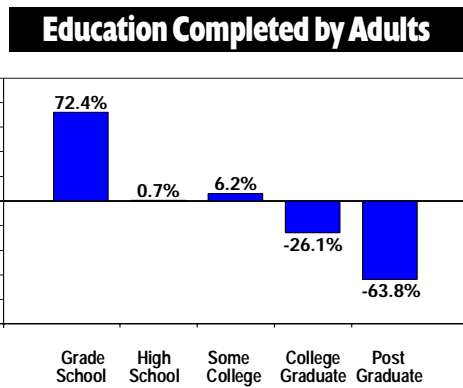
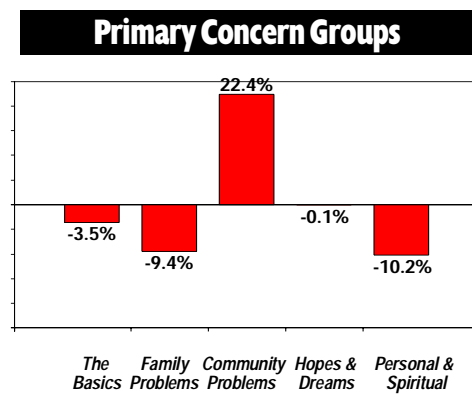
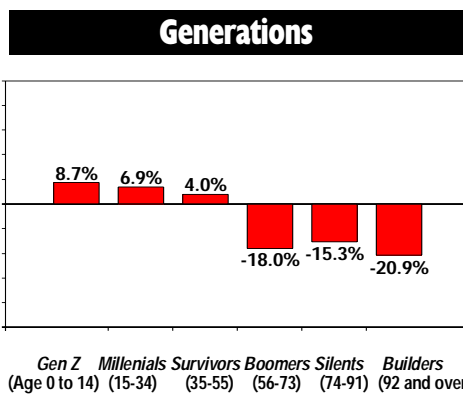
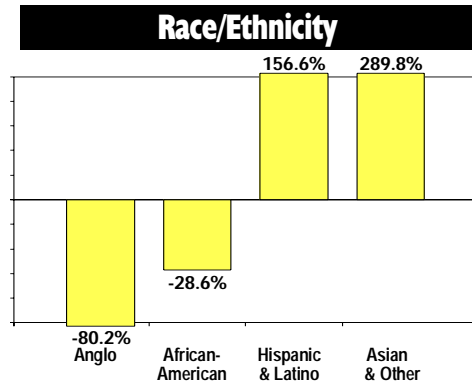
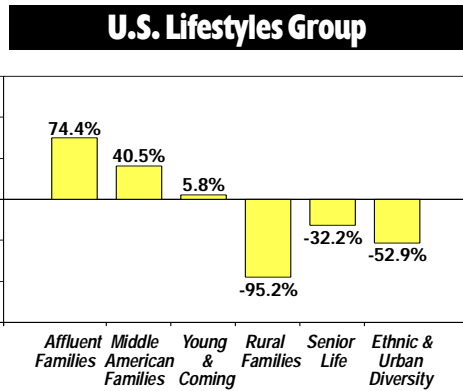


The average household income in the study area is \$80136 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.8 and is projected to increase to 37.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
Population	52,763	51,569	55,129	58,154		
Population Change		(1,194)	3,560	3,025		
Percentage Change		-2.3%	6.9%	5.5%		
Average Annual Growth Rate		-0.2%	1.2%	1.1%		
Density (Pop. per square mile)	11,546	11,284	12,063	12,725		
HOUSEHOLDS						
Households	15,191	14,752	15,884	16,822		
Household Change		(439)	1,132	938		
Percentage Change		-2.9%	7.7%	5.9%		
Average Annual Growth Rate		-0.3%	1.3%	1.2%		
Persons Per Household	3.44	3.46	3.43	3.42		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	7,360	14.3%	6,703	12.2%	6,012	10.3%
↓ African-American (Non-Hisp)	4,637	9.0%	4,847	8.8%	4,915	8.5%
▲ Hispanic/Latino	22,756	44.1%	25,157	45.6%	27,255	46.9%
▲ Asian/Other (Non-Hisp)	16,815	32.6%	18,421	33.4%	19,972	34.3%
POPULATION BY GENDER						
↓ Female	25,984	50.4%	27,742	50.3%	29,241	50.3%
▲ Male	25,585	49.6%	27,387	49.7%	28,913	49.7%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	6,820	13.2%	11,377	20.6%	15,457	26.6%
↓ Millennials (Born 1982 to 2001)	15,333	29.7%	16,007	29.0%	16,287	28.0%
↓ Survivors (Born 1961 to 1981)	15,455	30.0%	15,651	28.4%	15,859	27.3%
↓ Boomers (Born 1943 to 1960)	9,280	18.0%	8,811	16.0%	8,212	14.1%
↓ Silents (Born 1925 to 1942)	4,058	7.9%	3,114	5.6%	2,334	4.0%
↓ Builders (Born 1924 and earlier)	644	1.2%	170	0.3%	9	0.0%
AGE						
▲ Average Age		35.5		36.8		37.9
▲ Median Age		34.6		35.9		37.5
INCOME						
▲ Average Household Income		\$69,641		\$80,136		\$88,061
▲ Median Household Income		\$62,581		\$65,176		\$71,137
▲ Per Capita Income		\$19,922		\$23,089		\$25,473

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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	1,033	7.0%	1,669	10.5%	2,301	13.7%
▲ \$100,000 to \$149,999	2,239	15.2%	2,599	16.4%	2,875	17.1%
\$75,000 to \$99,999	2,297	15.6%	1,966	12.4%	2,117	12.6%
↓ \$50,000 to \$74,999	3,205	21.7%	3,258	20.5%	3,286	19.5%
\$35,000 to \$49,999	1,941	13.2%	2,297	14.5%	2,263	13.5%
↓ \$25,000 to \$34,999	1,406	9.5%	1,323	8.3%	1,280	7.6%
↓ \$15,000 to \$24,999	1,319	8.9%	1,255	7.9%	1,248	7.4%
Under \$15,000	1,313	8.9%	1,517	9.6%	1,452	8.6%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,875	7.5%	3,902	7.1%	3,941	6.8%
↓ Required Formal Schooling (5-17)	9,464	18.4%	9,632	17.5%	10,142	17.4%
↓ College Years, Career Starts (18-24)	5,448	10.6%	4,795	8.7%	4,717	8.1%
Singles and Young Families (25-34)	8,012	15.5%	9,055	16.4%	8,116	14.0%
▲ Families, Empty Nesters (35-54)	13,975	27.1%	15,042	27.3%	16,717	28.7%
▲ Enrichment Years Singles/Couples (55-64)	5,133	10.0%	5,885	10.7%	6,416	11.0%
▲ Retirement Opportunities (65+)	5,683	11.0%	6,819	12.4%	8,107	13.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,875	7.5%	3,902	7.1%	3,941	6.8%
↓ 5 to 9 years	3,681	7.1%	3,821	6.9%	3,924	6.7%
10 to 14 years	3,538	6.9%	3,654	6.6%	3,922	6.7%
15 to 17 years	2,245	4.4%	2,157	3.9%	2,296	3.9%
↓ 18 to 20 years	2,292	4.4%	1,993	3.6%	2,050	3.5%
↓ 21 to 24 years	3,156	6.1%	2,802	5.1%	2,667	4.6%
↓ 25 to 29 years	4,207	8.2%	4,281	7.8%	3,951	6.8%
30 to 34 years	3,805	7.4%	4,774	8.7%	4,165	7.2%
▲ 35 to 39 years	3,739	7.3%	4,060	7.4%	4,827	8.3%
▲ 40 to 44 years	3,546	6.9%	3,950	7.2%	4,327	7.4%
45 to 49 years	3,524	6.8%	3,549	6.4%	3,841	6.6%
▲ 50 to 54 years	3,166	6.1%	3,483	6.3%	3,722	6.4%
▲ 55 to 59 years	2,833	5.5%	3,044	5.5%	3,357	5.8%
▲ 60 to 64 years	2,300	4.5%	2,841	5.2%	3,059	5.3%
▲ 65 to 69 years	1,635	3.2%	2,260	4.1%	2,634	4.5%
▲ 70 to 74 years	1,381	2.7%	1,593	2.9%	2,164	3.7%
▲ 75 to 84 years	1,951	3.8%	2,115	3.8%	2,416	4.2%
85 or more years	716	1.4%	851	1.5%	893	1.5%

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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)	43,751			
Single (Never Married)	15,688	35.9%	32.9%	109
Married	21,646	49.5%	50.2%	99
Divorced/Widowed	6,418	14.7%	16.9%	87
Marital Status Females 15 and Older (2016)	22,157			
Single (Never Married)	7,327	33.1%	29.8%	111
Married	10,683	48.2%	48.8%	99
Divorced/Widowed	4,147	18.7%	21.4%	88
Marital Status Males 15 and Older (2016)	21,594			
Single (Never Married)	8,361	38.7%	36.2%	107
Married	10,962	50.8%	51.6%	98
Divorced/Widowed	2,271	10.5%	12.3%	86
FAMILY STRUCTURE				
Households By Type (2016)	15,884			
Married Couple	8,226	51.8%	48.5%	107
▲ Other Family - Male Head of Household	1,221	7.7%	4.9%	156
▲ Other Family - Female Head of Household	2,893	18.2%	13.0%	140
↓ Non Family - Male Head of Household	1,640	10.3%	15.8%	65
↓ Non Family - Female Head of Household	1,903	12.0%	17.7%	68
Households With Children 0 to 18 (2016)	7,134			
Married Couple Family	4,618	64.7%	65.2%	99
Other Family - Male Head of Household	645	9.0%	8.5%	107
Other Family - Female Head of Household	1,811	25.4%	25.3%	100
Non Family	60	0.8%	1.0%	87
Population By Household Type (2016)	55,129			
↓ Group Quarters	563	1.0%	2.5%	41

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	563			
↓ Correctional Facilities	6	1.1%	30.0%	4
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	292	51.9%	18.7%	277
▲ Other	265	47.1%	15.2%	310
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	55,129			
↓ White (Non-Hispanic)	6,703	12.2%	61.3%	20
↓ African-American (Non-Hisp)	4,847	8.8%	12.3%	71
▲ Hispanic/Latino	25,157	45.6%	17.8%	257
↓ Native American (Non-Hisp)	165	0.3%	0.7%	41
▲ Asian (Non-Hisp)	13,396	24.3%	5.3%	460
▲ Hawaiian & Pacific Islander (Non-Hisp)	2,484	4.5%	0.2%	2,676
▲ Other Races & Multiple Races (Non-Hisp)	2,377	4.3%	2.4%	180
Asian Population By Race (2016)	13,650			
↓ Chinese	1,814	13.3%	22.3%	60
↓ Japanese	291	2.1%	5.0%	42
↓ Indian	1,880	13.8%	19.5%	71
↓ Korean	117	0.9%	9.6%	9
Vietnamese	1,767	12.9%	11.0%	118
▲ Other Asian Races	7,781	57.0%	32.5%	175
Hispanic/Latino Population By Race (2016)	25,157			
↓ White	9,127	36.3%	53.0%	68
↓ African-American	299	1.2%	2.5%	48
↓ Native American	272	1.1%	1.4%	79
▲ Asian	254	1.0%	0.4%	241
▲ Other Races & Multiple Races	15,205	60.4%	42.7%	141
Hispanic/Latino Population By Origin (2016)	25,157			
Mexican	18,358	73.0%	62.4%	117
↓ Puerto Rican	926	3.7%	9.5%	39
↓ Cuban	92	0.4%	3.5%	10
Other Hispanic Origin	5,781	23.0%	24.6%	93

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	14,663			
↓ Pre-Primary (Public)	279	1.9%	3.4%	55
↓ Pre-Primary (Private)	176	1.2%	2.6%	46
Elementary/High School (Public)	9,384	64.0%	58.9%	109
Elementary/High School (Private)	1,095	7.5%	6.6%	113
Enrolled in College	3,730	25.4%	28.4%	90
Population By Education Completed (Age 25 and over) (2016)	36,800			
▲ Elementary (Less than 9 years)	5,250	14.3%	5.8%	245
Some High School (9 to 11 years)	3,367	9.1%	7.8%	118
High School Graduate (12 years)	10,329	28.1%	27.9%	101
Some College (13 to 15 years)	8,595	23.4%	21.2%	110
Associate Degree	2,803	7.6%	8.0%	95
↓ Bachelor's Degree	4,983	13.5%	18.3%	74
↓ Graduate Degree	1,472	4.0%	11.0%	36
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	24,437			
TOTAL WHITE COLLAR	12,455	51.0%	61.5%	83
↓ Executive and Managerial	1,240	5.1%	9.7%	52
↓ Professional Specialty	2,431	9.9%	16.6%	60
Technical Support	1,685	6.9%	8.3%	83
Sales	2,309	9.4%	10.9%	87
▲ Administrative Support & Clerical	4,790	19.6%	16.0%	122
▲ TOTAL BLUE COLLAR	11,983	49.0%	38.5%	127
Service: Private Households	1,049	4.3%	3.7%	116
↓ Service: Protective	279	1.1%	2.2%	52
Service: Other	1,810	7.4%	7.5%	99
↓ Farming, Forestry & Fishing	96	0.4%	0.7%	54
▲ Precision Production and Craft	4,092	16.7%	11.0%	153
▲ Operators and Assemblers	1,026	4.2%	3.2%	130
▲ Transportation and Material Moving	2,263	9.3%	6.2%	150
▲ Laborers	1,368	5.6%	4.0%	138

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	43,040			
Employed	24,707	57.4%	58.1%	99
▲ Unemployed	3,901	9.1%	5.6%	161
Not in Labor Force	14,431	33.5%	36.3%	92
Total Female Pop. By Work Status (Age 20 to 64) (2013)	16,217			
TOTAL WORKING	10,403	64.1%	66.8%	96
With No Own Children	6,425	39.6%	42.2%	94
With Own Children Age 0 to 5 only	884	5.5%	5.5%	100
With Own Children Age 6 to 17 only	2,426	15.0%	14.8%	101
With Own Children Both Age 0 to 5 and 6 to 17	668	4.1%	4.3%	95
▲ TOTAL NOT WORKING (UNEMPLOYED)	1,693	10.4%	6.2%	168
▲ With No Own Children	1,087	6.7%	3.8%	179
With Own Children Age 0 to 5 only	127	0.8%	0.7%	119
▲ With Own Children Age 6 to 17 only	265	1.6%	1.3%	130
▲ With Own Children Both Age 0 to 5 and 6 to 17	214	1.3%	0.5%	241
TOTAL NOT IN THE LABOR FORCE	4,122	25.4%	27.0%	94
With No Own Children	2,644	16.3%	17.1%	95
With Own Children Age 0 to 5 only	343	2.1%	2.6%	81
↓ With Own Children Age 6 to 17 only	563	3.5%	4.6%	75
▲ With Own Children Both Age 0 to 5 and 6 to 17	572	3.5%	2.6%	133
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	15,884			
Above Poverty Line (Households with Children)	10,865	57.6%	59.6%	97
Above Poverty Line (Households without Children)	5,332	28.3%	26.5%	107
Below Poverty Line (Households with Children)	1,476	7.8%	7.9%	99
Below Poverty Line (Households without Children)	1,188	6.3%	6.0%	104
Households By Presence of Retirement Income (2013)	14,752			
With Retirement Income	2,622	17.8%	17.6%	101
Without Retirement Income	12,256	83.1%	81.5%	102

Date: 6/20/2016

Prepared For:
Saint Bedes Parish

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Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
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HOUSING				
Occupied Units By Type (2016)	15,884			
Owner Occupied	8,840	55.7%	65.0%	86
▲ Renter Occupied	7,044	44.3%	35.0%	127
▲ Median Rent (2013)	\$1,285		\$904	142
Structures By Number of Units (2016)	16,754			
Single Unit	9,324	55.7%	67.3%	83
3 to 4 Units	1,411	8.4%	8.1%	104
▲ 5 to 19 Units	2,296	13.7%	9.3%	147
▲ 20 to 49 Units	955	5.7%	3.6%	158
50 or more Units	923	5.5%	5.1%	108
▲ Mobile Home	1,845	11.0%	6.4%	171
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.67		2.57	65
Owner-Occupied Property Values (2016)	8,840			
Under \$40,000	610	6.9%	7.2%	96
\$40,000 to \$59,999	331	3.7%	3.7%	101
↓ \$60,000 to \$79,999	317	3.6%	5.1%	70
↓ \$80,000 to \$99,999	212	2.4%	6.5%	37
↓ \$100,000 to 149,999	440	5.0%	15.1%	33
↓ \$150,000 to \$199,999	556	6.3%	14.6%	43
\$200,000 to \$299,999	1,347	15.2%	18.1%	84
▲ \$300,000 to \$499,999	3,327	37.6%	16.9%	222
▲ \$500,000 to \$999,999	1,479	16.7%	9.7%	172
\$1,000,000 and over	222	2.5%	3.0%	83
▲ Median Property Value	\$313,163		\$192,432	163

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	16,754			
▲ 2010 and later	1,257	7.5%	5.5%	136
↓ 2000 to 2009	968	5.8%	14.6%	40
↓ 1990 to 1999	1,053	6.3%	13.4%	47
1980 to 1989	2,107	12.6%	13.2%	95
▲ 1970 to 1979	3,938	23.5%	15.0%	157
▲ 1960 to 1969	2,213	13.2%	10.4%	127
▲ 1950 to 1959	4,341	25.9%	10.3%	252
↓ 1949 or earlier	878	5.2%	17.7%	30
Households By Number of Persons (2016)	15,884			
↓ 1 Person Household	2,655	16.7%	27.3%	61
↓ 2 Person Household	3,600	22.7%	32.3%	70
3 Person Household	2,772	17.5%	16.2%	107
▲ 4 Person Household	2,720	17.1%	13.1%	131
▲ 5 Person Household	1,873	11.8%	6.5%	182
▲ 6 Person Household	1,103	6.9%	2.8%	251
▲ 7 or more Person Household	1,162	7.3%	1.9%	383
▲ Average Persons Per Household	3.5		2.6	133
Households By Heating Type (2013)	14,878			
▲ Utility and Other Gas	10,688	71.8%	54.0%	133
↓ Electric	3,675	24.7%	36.1%	68
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	54	0.4%	2.2%	16
↓ Solar/Other Fuel	29	0.2%	0.5%	39
▲ No Fuel Used	431	2.9%	0.9%	307

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TRANSPORTATION				
Households By Number of Vehicles (2016)	15,884			
No Vehicles	1,210	7.6%	9.0%	85
1 Vehicle	4,428	27.9%	33.7%	83
2 Vehicle	6,021	37.9%	37.5%	101
▲ 3 or more Vehicles	4,225	26.6%	19.8%	135
Workers By Travel Time to Work (2016)	23,143			
↓ Less than 15 minutes	4,325	18.7%	27.3%	69
15 to 29 minutes	8,121	35.1%	36.5%	96
▲ 30 to 44 minutes	6,443	27.8%	20.2%	138
45 to 59 minutes	2,096	9.1%	7.7%	117
60 or more minutes	2,158	9.3%	8.3%	112
Average Travel Time to Work (minutes)	31.3		28.2	111
Workers By Type of Transportation to Work (2016)	23,289			
Drive Alone	16,764	72.0%	76.9%	94
▲ Car Pool	3,684	15.8%	9.6%	165
▲ Public Transportation	1,650	7.1%	5.1%	139
Walk to Work	570	2.4%	2.8%	87
▲ Other Means	355	1.5%	1.2%	123
↓ Work at Home	266	1.1%	4.4%	26

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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.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	7,014	44.2%	31.4%	141
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	4,186	26.4%	15.1%	174
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,463	15.5%	14.7%	106
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,376	8.7%	18.4%	47
5	Senior Life (7, 20, 21, 22, 30 and 31)	743	4.7%	6.9%	68
4	Rural Families (27, 26, 29, 33, 35 and 38)	99	0.6%	13.1%	5

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.		
17	Large Young Families	4,961	31.2%	2.2%	1452
5	Prosperous Diversity	3,407	21.4%	3.1%	692
15	Reliable Young Starters	2,195	13.8%	4.3%	325
45	Struggling Urban Diversity	1,067	6.7%	2.5%	273
10	Suburban Mid-Life Families	1,052	6.6%	5.5%	119
4	Educated Mid-Life Families	707	4.5%	3.4%	130
20	Cautious and Mature	514	3.2%	2.6%	123
25	Working Country Consumers	350	2.2%	4.1%	54
23	Established Empty-Nesters	285	1.8%	3.4%	53
28	Building Country Families	281	1.8%	2.8%	63
39	New Beginning Urbanites	266	1.7%	2.8%	61
24	Metro Multi-Ethnic Diversity	131	0.8%	2.7%	30
7	Prosperous and Mature	118	0.7%	0.5%	138
40	Surviving Urban Diversity	84	0.5%	4.0%	13
41	Struggling Hispanic Households	82	0.5%	1.6%	32
11	Young Suburban Families	75	0.5%	3.0%	16
14	Secure Mid-Life Families	72	0.5%	0.7%	69
29	Working Country Families	71	0.4%	1.0%	46
30	Urban Senior Life	67	0.4%	0.8%	51
21	Mature and Stable	33	0.2%	0.6%	37

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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.		
27	Country Family Diversity	25	0.2%	0.3%	46
32	Working Urban Life	12	0.1%	1.7%	5
22	Mature and Established	9	0.1%	1.8%	3
18	Working Urban Families	6	0.0%	4.0%	1
9	Educated Working Families	4	0.0%	0.1%	30
26	Working Suburban Families	3	0.0%	0.1%	16
31	Mature Country Families	2	0.0%	0.5%	2
19	Educated and Promising	2	0.0%	0.1%	16
49	Exception Households	1	0.0%	0.2%	3
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
12	Educated New Starters	0	0.0%	2.9%	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
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	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
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	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
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		15,882	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	28.3%	35.4%	80
↓ Somewhat Involved with Their Faith	23.3%	29.9%	78
▲ Not Involved with Their Faith	49.0%	34.7%	141

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.6%	22.1%	75
Decreased Their Involvement with Their Faith in the Last 10 Years	21.5%	23.7%	91

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	151
↓ Baptist	9.1%	16.1%	57
↓ Catholic	21.0%	23.7%	89
↓ Congregational	1.6%	2.0%	84
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	225
↓ Episcopal	2.5%	2.9%	85
↓ Holiness	0.2%	0.8%	22
▲ Jehovah's Witnesses	1.2%	1.1%	116
Judaism	3.1%	3.2%	100
↓ Lutheran	5.7%	7.2%	79
↓ Methodist	4.7%	10.1%	47
▲ Mormon	5.0%	1.8%	282
▲ New Age	1.3%	0.6%	223
▲ Non-Denominational / Independent	11.8%	6.9%	171
Orthodox	0.3%	0.3%	93
Pentecostal	2.6%	2.4%	108
Presbyterian / Reformed	4.1%	4.6%	91
↓ Unitarian / Universalist	0.6%	0.7%	83
▲ Interested but No Preference	5.9%	3.9%	151
▲ Not Interested and No Preference	18.0%	11.1%	163

Likely to Have Changed Their Preference in the Last 10 Years	17.9%	16.8%	107
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.2%	4.0%	105
Lets them do what they want and is supportive	12.0%	11.7%	103
Lets them do what they want and stays out of the way	4.5%	4.8%	94
Works with them on deciding what to do and helps them do it	79.2%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.3%	43.5%	93
↓ Finding/Providing Health Insurance	22.0%	29.0%	76
Day-to-Day Financial Worries	32.5%	31.6%	103
▲ Finding Employment Opportunities	16.0%	14.4%	111
▲ Finding Affordable Housing	14.6%	11.3%	129
↓ Providing Adequate Food	7.5%	8.6%	87
Finding Child Care	6.6%	6.3%	105
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.7%	16.7%	82
Dealing With Teen / Child Problems	20.5%	20.7%	99
Finding/Providing Aging Parent Care	14.0%	15.5%	90
Dealing With Abusive Relationships	10.6%	11.4%	93
↓ Dealing With Divorce	3.6%	4.5%	80
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	36.2%	27.0%	134
Finding/Providing Good Schools	25.1%	23.5%	107
Dealing with Problems in Schools	12.7%	13.6%	94
Dealing With Racial / Ethnic Prejudice	14.4%	13.1%	110
▲ Dealing With Neighborhood Gangs	18.3%	8.5%	216
Dealing with Social Injustice	11.9%	11.3%	106
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.4%	50.6%	106
Finding Time for Recreation / Leisure	26.2%	25.3%	104
↓ Finding Better Quality Healthcare	21.2%	23.9%	89
Finding A Satisfying Job / Career	18.4%	19.3%	95
Finding Retirement Opportunities	16.9%	18.9%	90
Achieving A Fulfilling Marriage	21.5%	22.3%	96
Developing Parenting Skills	15.7%	14.7%	106
▲ Achieving Educational Objectives	9.0%	7.5%	121
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.3%	29.8%	95
Finding Companionship	18.0%	17.3%	104
↓ Finding A Good Church	10.8%	15.2%	71
↓ Finding Spiritual Teaching	10.1%	12.9%	78
Finding Life Direction	12.9%	14.0%	93

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	83.5%	84.5%	99
"God is actively involved in the world including nations and their governments"	61.2%	63.8%	96

SOCIETY:

"It is important to preserve the traditional American family structure"	91.4%	91.5%	100
"A healthy environment has become a national crisis"	82.8%	82.8%	100
"Public education is essential to the future of American society"	95.1%	94.0%	101

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	49.3%	50.1%	98
"The role of Churches / Synagogues is to help form and support moral values"	78.5%	81.1%	97
"Churches and religious organizations should provide more human services"	60.1%	62.6%	96

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	38.3%	36.3%	106
"The changing racial / ethnic face of America is a threat to our national heritage"	34.7%	36.3%	96

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	57.5%	59.8%	96
More than \$500 per year	30.4%	31.2%	97
More than \$1,000 per year	18.6%	17.4%	107

TO CHARITIES:

More than \$100 per year	35.4%	33.7%	105
More than \$500 per year	6.2%	6.8%	91
↓ More than \$1,000 per year	1.9%	2.3%	83

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	16.7%	16.1%	104
More than \$500 per year	4.2%	4.3%	98
More than \$1,000 per year	2.4%	2.2%	109

Ministry Area Profile 2016
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REPORT

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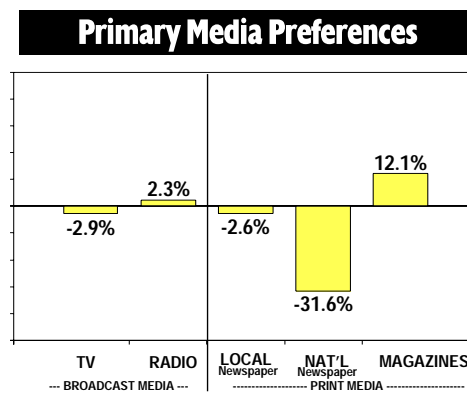
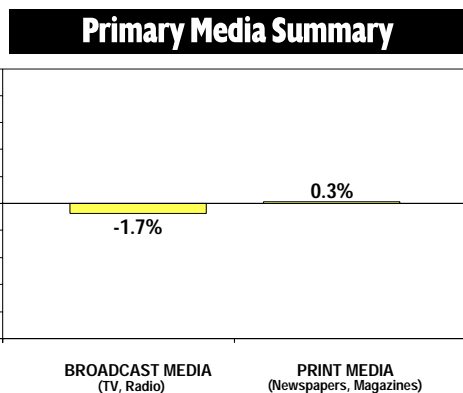
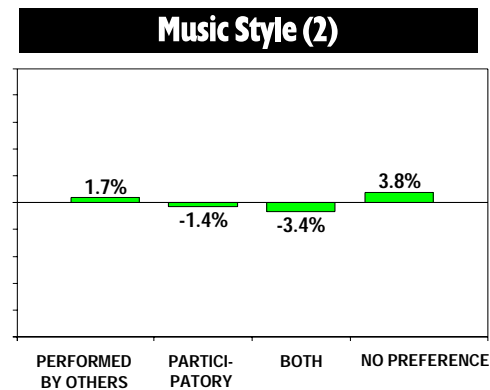
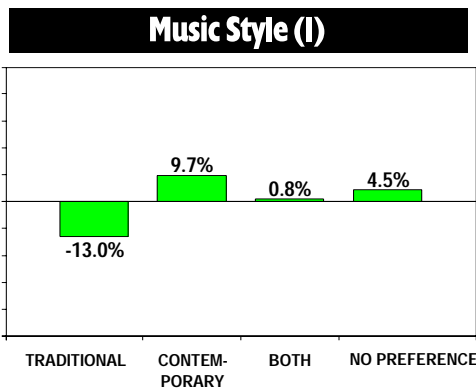
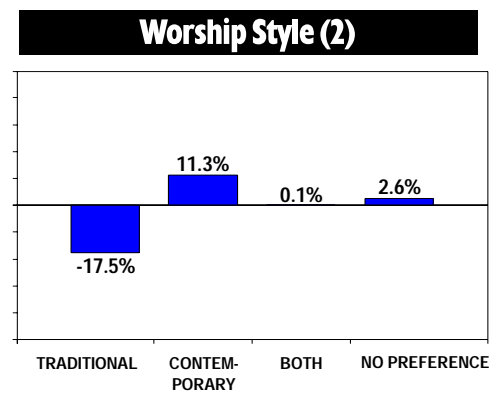
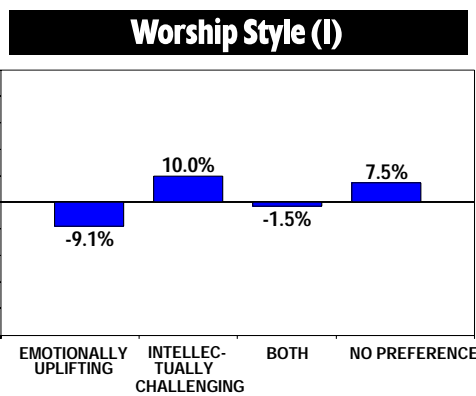
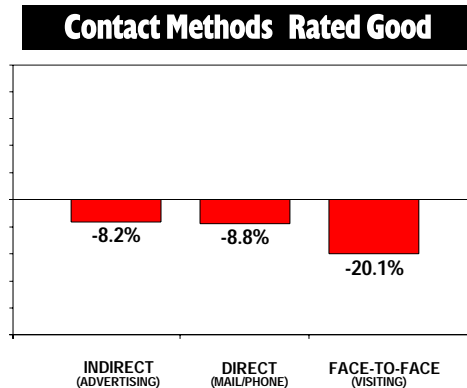
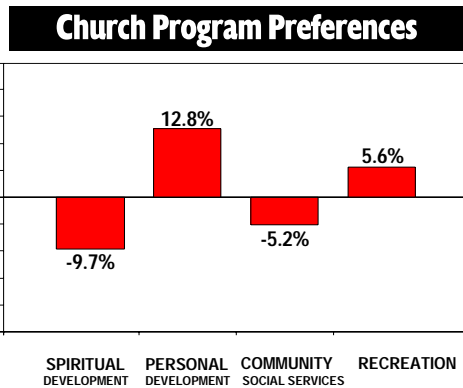
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	36.2%	41.1%	88
Adult Theological Discussion Groups	20.4%	22.5%	91
Spiritual Retreats	11.3%	11.6%	97

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	16.4%	15.2%	108
▲ Parent Training Programs	9.7%	7.8%	124
▲ Twelve Step Programs	4.3%	3.5%	124
↓ Divorce Recovery	2.1%	2.4%	88

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	22.4%	22.5%	100
Care for the Terminally Ill	14.3%	15.7%	91
↓ Food and Clothing Resources	7.4%	11.1%	67
▲ Day Care Services	7.9%	6.1%	130
Church Sponsored Day-School	5.9%	5.7%	104

RECREATION:

Youth Social Programs	32.5%	29.7%	109
Family Activities and Outings	36.1%	32.8%	110
Active Retirement Programs	24.9%	26.8%	93
Cultural Programs (Music, Drama, Art)	20.2%	18.9%	107
▲ Sports or Camping	7.2%	6.3%	114

SUMMARY

Spiritual Development Index	90
▲ Personal Development Index	113
Community/Social Services Index	95
Recreation Index	106



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	23.9%	26.4%	91
B. Intellectually Challenging	12.2%	11.1%	110
C. Both A and B	38.6%	39.2%	98
D. No Preference or Not Interested	25.1%	23.4%	108

PART 2:

↓ A. Traditional/Formal/Ceremonial	16.7%	20.2%	83
▲ B. Contemporary/Informal	29.3%	26.3%	111
C. Both A and B	26.5%	26.5%	100
D. No Preference or Not Interested	27.6%	26.9%	103

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	21.2%	24.4%	87
B. Contemporary	21.6%	19.7%	110
C. Both A and B	31.4%	31.1%	101
D. No Preference or Not Interested	25.9%	24.8%	104

PART 2:

A. Performed by Others	19.0%	18.7%	102
B. Participatory	22.6%	22.9%	99
C. Both A and B	31.1%	32.2%	97
D. No Preference or Not Interested	27.2%	26.2%	104



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	21.5%	22.0%	98
B. Personal Spiritual Development	15.5%	14.3%	109
C. Both A and B	36.2%	37.4%	97
D. No Preference or Not Interested	26.8%	26.3%	102

PART 2:

▲ A. Global Mission	7.4%	6.2%	120
B. Local Mission	30.8%	33.3%	92
C. Both A and B	29.8%	30.1%	99
D. No Preference or Not Interested	32.0%	30.4%	105

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.2%	26.6%	83
▲ B. Contemporary	19.7%	15.9%	123
C. Both A and B	32.5%	32.3%	101
D. No Preference or Not Interested	25.8%	25.1%	103

PART 2:

↓ A. Somber/Serious	7.3%	9.4%	78
B. Light and Airy	37.9%	34.7%	109
C. Both A and B	26.5%	27.7%	96
D. No Preference or Not Interested	28.3%	28.2%	100



Date: 6/20/2016

Prepared For:
 Saint Bedes 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	45.9%	47.3%	97
Radio	13.6%	13.3%	102

PRINT MEDIA:

Local Newspaper	37.0%	36.1%	102
↓ National Newspaper	3.0%	4.3%	68
▲ Magazines	3.0%	2.4%	126

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

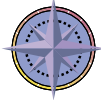
Television	31.4%	31.9%	98
Radio	24.0%	23.8%	101

PRINT MEDIA:

Local Newspaper	31.8%	32.7%	97
↓ National Newspaper	5.1%	5.8%	88
▲ Magazines	7.9%	7.0%	112

SUMMARY

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



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↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	34.4%	36.2%	95
↓ Putting Ad in Local Newspaper	28.8%	33.8%	85
Local Cable Channels	29.0%	30.4%	95
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.2%	53.7%	94
↓ Calling and Offering to Send Information By Mail	25.8%	29.5%	87
Calling and Discussing on the Phone	10.8%	12.0%	90
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	15.0%	20.1%	75
↓ Going Door to Door	12.2%	14.0%	87

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	21.2%	19.6%	108
▲ Putting Ad in Local Newspaper	26.4%	21.5%	123
Local Cable Channels	31.7%	30.7%	103
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.0%	13.3%	128
▲ Calling and Offering to Send Information By Mail	39.0%	34.0%	115
Calling and Discussing on the Phone	66.7%	60.6%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	57.0%	49.6%	115
Going Door to Door	67.1%	64.0%	105

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	92
Direct Methods Index	91
↓ Face-to-Face Methods Index	80

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	110
▲ Direct Methods Index	114
Face-to-Face Methods Index	109