

ministry
area ●●●●●●
profile **2016**

Saint Bernard Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Bernard Parish

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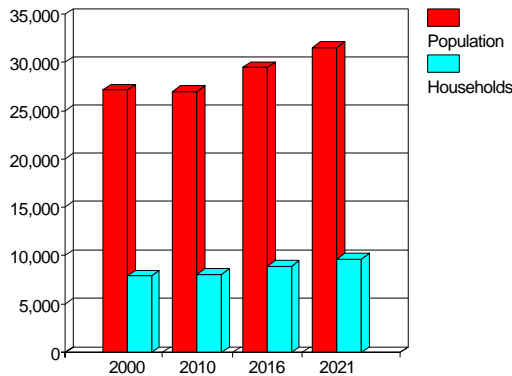
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 29,475 persons residing in the defined study area. This represents an increase of 2,353 or 8.7% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.9% or 2,024 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 11 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Black Households* representing 55.1% 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 3.7% of the population and all other racial/ethnic groups make up a substantial 96.3% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 52.5% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 17.7% 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 9,176 persons or 31.1% of the total population in the area. *Generation Z* (age 0 to 14) make up 24.1% 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 *extremely 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 *extremely low*. While 64.1% 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 9.3% 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, Racial/Ethnic Prejudice, Affordable Housing, Neighborhood Crime and Safety, Social Injustice* and *Abusive Relationships*. (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 *somewhat 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 \$49,129 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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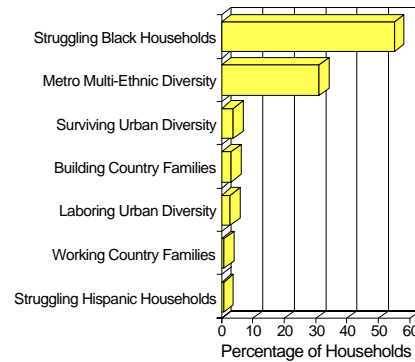
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Population and Households

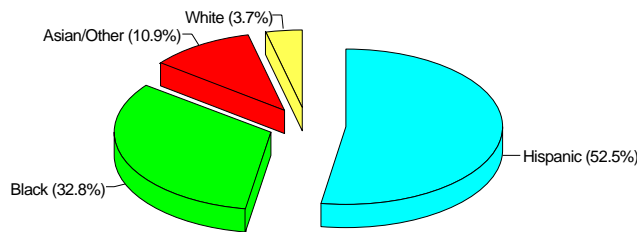


Primary U.S. Lifestyles Segments-2016

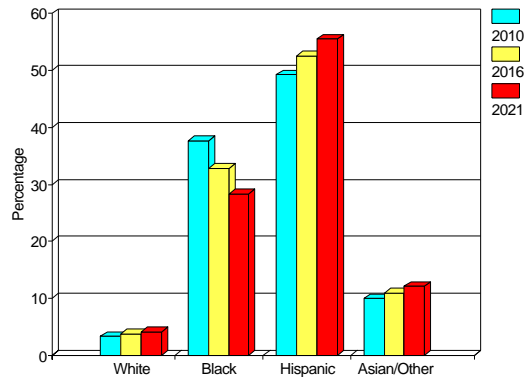


The population in the study area has increased by 2507 persons, or 9.3% since 2010 and is projected to increase by 2024 persons, or 6.9% between 2016 and 2021. The number of households has increased by 912, or 11.4% since 2010 and is projected to increase by 700, or 7.8% between 2016 and 2021.

Population By Race/Ethnicity-2016

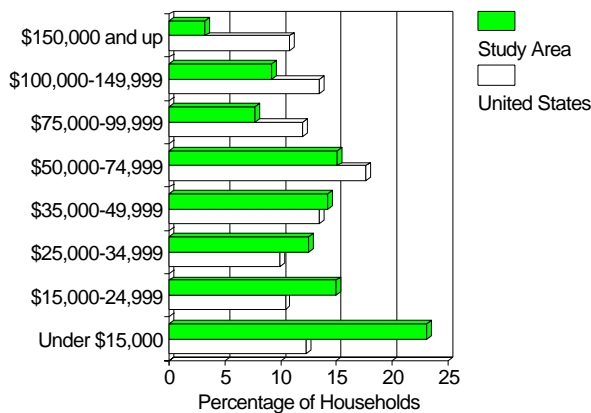


Population By Race/Ethnicity Trend

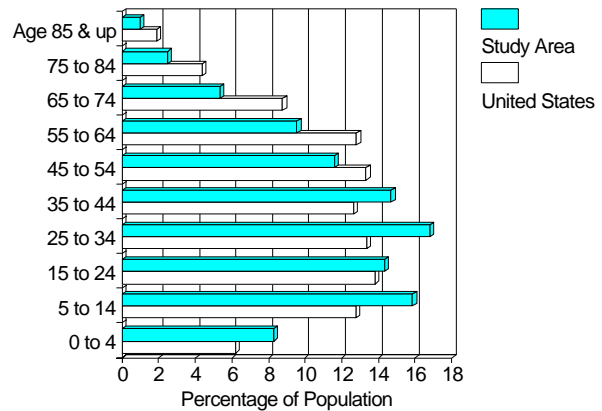


Between 2016 and 2021, the White population is projected to increase by 189 persons and to increase from 3.7% to 4.1% of the total population. The Black population is projected to decrease by 723 persons and to decrease from 32.8% to 28.4% of the total. The Hispanic/Latino population is projected to increase by 1991 persons and to increase from 52.5% to 55.5% of the total. The Asian/Other population is projected to increase by 567 persons and to increase from 10.9% to 12.0% of the total population.

Households By Income-2016



Population by Age-2016

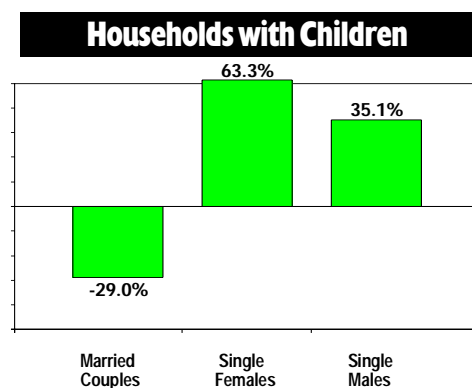
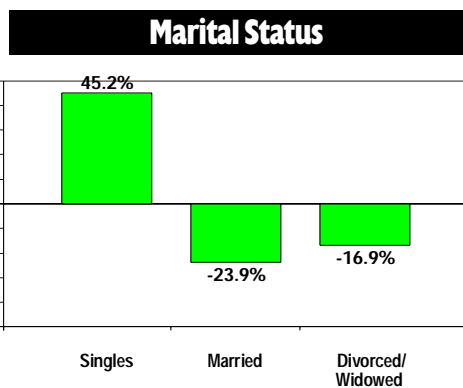
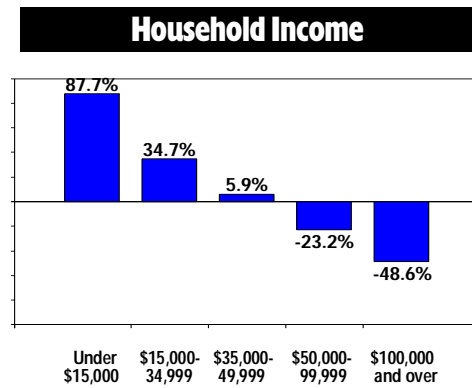
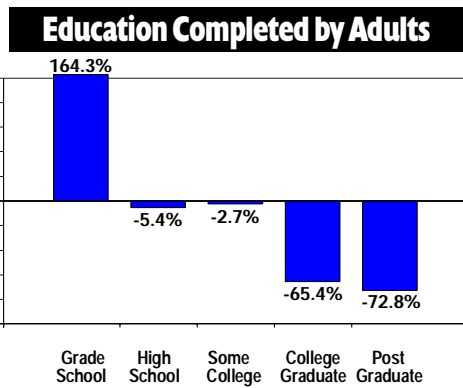
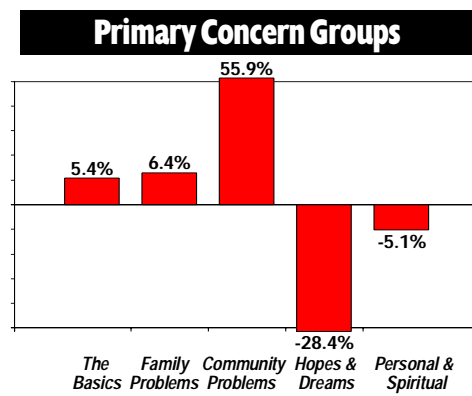
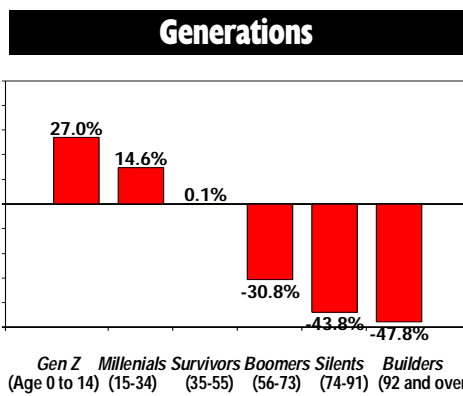
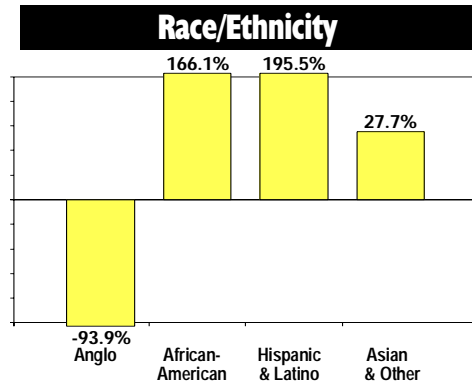
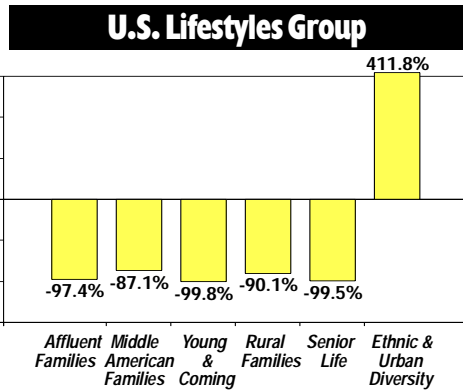


The average household income in the study area is \$49129 a year as compared to the U.S. average of \$77135. The average age in the study area is 33.7 and is projected to increase to 34.7 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
Population	27,122	26,968	29,475	31,499		
Population Change		(154)	2,507	2,024		
Percentage Change		-0.6%	9.3%	6.9%		
Average Annual Growth Rate		-0.1%	1.5%	1.4%		
Density (Pop. per square mile)	12,328	12,258	13,398	14,318		
HOUSEHOLDS						
▲ Households	7,896	8,016	8,928	9,628		
Household Change		120	912	700		
Percentage Change		1.5%	11.4%	7.8%		
Average Annual Growth Rate		0.2%	1.9%	1.6%		
↓ Persons Per Household	3.40	3.33	3.27	3.24		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	898	3.3%	1,101	3.7%	1,290	4.1%
↓ African-American (Non-Hisp)	10,152	37.6%	9,661	32.8%	8,938	28.4%
▲ Hispanic/Latino	13,260	49.2%	15,487	52.5%	17,478	55.5%
▲ Asian/Other (Non-Hisp)	2,657	9.9%	3,226	10.9%	3,793	12.0%
POPULATION BY GENDER						
↓ Female	13,734	50.9%	14,974	50.8%	15,960	50.7%
▲ Male	13,233	49.1%	14,501	49.2%	15,539	49.3%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	4,207	15.6%	7,108	24.1%	9,691	30.8%
↓ Millennials (Born 1982 to 2001)	8,929	33.1%	9,176	31.1%	9,259	29.4%
↓ Survivors (Born 1961 to 1981)	7,823	29.0%	8,055	27.3%	8,103	25.7%
↓ Boomers (Born 1943 to 1960)	4,312	16.0%	3,973	13.5%	3,626	11.5%
↓ Silents (Born 1925 to 1942)	1,498	5.6%	1,104	3.7%	816	2.6%
↓ Builders (Born 1924 and earlier)	257	1.0%	60	0.2%	3	0.0%
AGE						
▲ Average Age		32.5		33.7		34.7
▲ Median Age		30.3		32.0		33.7
INCOME						
▲ Average Household Income		\$42,166		\$49,129		\$55,226
▲ Median Household Income		\$32,383		\$35,833		\$40,544
▲ Per Capita Income		\$12,534		\$14,881		\$16,880

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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	229	2.9%	290	3.2%	510	5.3%
▲ \$100,000 to \$149,999	279	3.5%	824	9.2%	995	10.3%
▲ \$75,000 to \$99,999	605	7.5%	690	7.7%	830	8.6%
▲ \$50,000 to \$74,999	1,136	14.2%	1,342	15.0%	1,523	15.8%
↓ \$35,000 to \$49,999	1,295	16.2%	1,268	14.2%	1,283	13.3%
↓ \$25,000 to \$34,999	1,201	15.0%	1,116	12.5%	1,102	11.4%
↓ \$15,000 to \$24,999	1,492	18.6%	1,336	15.0%	1,398	14.5%
Under \$15,000	1,779	22.2%	2,061	23.1%	1,987	20.6%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,345	8.7%	2,436	8.3%	2,520	8.0%
↓ Required Formal Schooling (5-17)	5,817	21.6%	5,974	20.3%	6,325	20.1%
↓ College Years, Career Starts (18-24)	3,119	11.6%	2,922	9.9%	2,865	9.1%
Singles and Young Families (25-34)	4,369	16.2%	4,952	16.8%	4,654	14.8%
▲ Families, Empty Nesters (35-54)	6,893	25.6%	7,750	26.3%	8,870	28.2%
▲ Enrichment Years Singles/Couples (55-64)	2,326	8.6%	2,819	9.6%	3,013	9.6%
▲ Retirement Opportunities (65+)	2,156	8.0%	2,623	8.9%	3,252	10.3%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,345	8.7%	2,436	8.3%	2,520	8.0%
↓ 5 to 9 years	2,327	8.6%	2,403	8.2%	2,500	7.9%
↓ 10 to 14 years	2,102	7.8%	2,269	7.7%	2,401	7.6%
15 to 17 years	1,388	5.1%	1,302	4.4%	1,424	4.5%
↓ 18 to 20 years	1,380	5.1%	1,209	4.1%	1,263	4.0%
↓ 21 to 24 years	1,739	6.4%	1,713	5.8%	1,602	5.1%
↓ 25 to 29 years	2,318	8.6%	2,427	8.2%	2,346	7.4%
30 to 34 years	2,051	7.6%	2,525	8.6%	2,308	7.3%
▲ 35 to 39 years	1,931	7.2%	2,283	7.7%	2,586	8.2%
▲ 40 to 44 years	1,746	6.5%	2,042	6.9%	2,393	7.6%
▲ 45 to 49 years	1,631	6.0%	1,784	6.1%	2,012	6.4%
50 to 54 years	1,585	5.9%	1,641	5.6%	1,879	6.0%
55 to 59 years	1,340	5.0%	1,526	5.2%	1,521	4.8%
▲ 60 to 64 years	986	3.7%	1,293	4.4%	1,492	4.7%
▲ 65 to 69 years	668	2.5%	951	3.2%	1,168	3.7%
▲ 70 to 74 years	527	2.0%	635	2.2%	908	2.9%
▲ 75 to 84 years	675	2.5%	738	2.5%	892	2.8%
↓ 85 or more years	286	1.1%	299	1.0%	284	0.9%

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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)	22,367			
▲ Single (Never Married)	10,683	47.8%	32.9%	145
↓ Married	8,537	38.2%	50.2%	76
Divorced/Widowed	3,148	14.1%	16.9%	83
Marital Status Females 15 and Older (2016)	11,471			
▲ Single (Never Married)	5,442	47.4%	29.8%	159
↓ Married	4,113	35.9%	48.8%	73
↓ Divorced/Widowed	1,916	16.7%	21.4%	78
Marital Status Males 15 and Older (2016)	10,896			
▲ Single (Never Married)	5,241	48.1%	36.2%	133
↓ Married	4,423	40.6%	51.6%	79
Divorced/Widowed	1,232	11.3%	12.3%	92
FAMILY STRUCTURE				
Households By Type (2016)	8,928			
↓ Married Couple	2,999	33.6%	48.5%	69
▲ Other Family - Male Head of Household	882	9.9%	4.9%	200
▲ Other Family - Female Head of Household	2,581	28.9%	13.0%	222
↓ Non Family - Male Head of Household	1,124	12.6%	15.8%	80
Non Family - Female Head of Household	1,341	15.0%	17.7%	85
Households With Children 0 to 18 (2016)	4,328			
↓ Married Couple Family	2,005	46.3%	65.2%	71
▲ Other Family - Male Head of Household	495	11.4%	8.5%	135
▲ Other Family - Female Head of Household	1,790	41.4%	25.3%	163
Non Family	39	0.9%	1.0%	93
Population By Household Type (2016)	29,475			
↓ Group Quarters	294	1.0%	2.5%	40

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	294			
↓ Correctional Facilities	9	3.1%	30.0%	10
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	46	15.6%	18.7%	83
▲ Other	239	81.3%	15.2%	535
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	29,475			
↓ White (Non-Hispanic)	1,101	3.7%	61.3%	6
▲ African-American (Non-Hisp)	9,661	32.8%	12.3%	266
▲ Hispanic/Latino	15,488	52.5%	17.8%	295
↓ Native American (Non-Hisp)	63	0.2%	0.7%	29
▲ Asian (Non-Hisp)	2,060	7.0%	5.3%	132
▲ Hawaiian & Pacific Islander (Non-Hisp)	351	1.2%	0.2%	707
Other Races & Multiple Races (Non-Hisp)	750	2.5%	2.4%	106
Asian Population By Race (2016)	2,128			
▲ Chinese	583	27.4%	22.3%	123
↓ Japanese	7	0.3%	5.0%	7
↓ Indian	81	3.8%	19.5%	20
↓ Korean	12	0.6%	9.6%	6
▲ Vietnamese	518	24.3%	11.0%	221
▲ Other Asian Races	927	43.6%	32.5%	134
Hispanic/Latino Population By Race (2016)	15,488			
↓ White	5,287	34.1%	53.0%	64
African-American	363	2.3%	2.5%	94
Native American	238	1.5%	1.4%	112
Asian	68	0.4%	0.4%	105
▲ Other Races & Multiple Races	9,532	61.5%	42.7%	144
Hispanic/Latino Population By Origin (2016)	15,488			
▲ Mexican	11,678	75.4%	62.4%	121
↓ Puerto Rican	303	2.0%	9.5%	21
↓ Cuban	49	0.3%	3.5%	9
Other Hispanic Origin	3,457	22.3%	24.6%	91

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	8,651			
▲ Pre-Primary (Public)	519	6.0%	3.4%	175
↓ Pre-Primary (Private)	36	0.4%	2.6%	16
▲ Elementary/High School (Public)	6,133	70.9%	58.9%	120
↓ Elementary/High School (Private)	342	4.0%	6.6%	60
↓ Enrolled in College	1,621	18.7%	28.4%	66
Population By Education Completed (Age 25 and over) (2016)	18,143			
▲ Elementary (Less than 9 years)	3,785	20.9%	5.8%	359
▲ Some High School (9 to 11 years)	2,729	15.0%	7.8%	194
High School Graduate (12 years)	4,784	26.4%	27.9%	95
Some College (13 to 15 years)	3,818	21.0%	21.2%	99
Associate Degree	1,333	7.3%	8.0%	92
↓ Bachelor's Degree	1,150	6.3%	18.3%	35
↓ Graduate Degree	545	3.0%	11.0%	27
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	10,678			
↓ TOTAL WHITE COLLAR	4,102	38.4%	61.5%	62
↓ Executive and Managerial	500	4.7%	9.7%	48
↓ Professional Specialty	743	7.0%	16.6%	42
↓ Technical Support	275	2.6%	8.3%	31
↓ Sales	927	8.7%	10.9%	80
Administrative Support & Clerical	1,657	15.5%	16.0%	97
▲ TOTAL BLUE COLLAR	6,574	61.6%	38.5%	160
▲ Service: Private Households	753	7.1%	3.7%	191
Service: Protective	266	2.5%	2.2%	113
▲ Service: Other	1,210	11.3%	7.5%	152
↓ Farming, Forestry & Fishing	23	0.2%	0.7%	30
▲ Precision Production and Craft	1,750	16.4%	11.0%	149
↓ Operators and Assemblers	188	1.8%	3.2%	54
▲ Transportation and Material Moving	1,271	11.9%	6.2%	193
▲ Laborers	1,113	10.4%	4.0%	258

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	21,938			
Employed	10,862	49.5%	58.1%	85
▲ Unemployed	2,365	10.8%	5.6%	192
Not in Labor Force	8,711	39.7%	36.3%	109
Total Female Pop. By Work Status (Age 20 to 64) (2013)	8,511			
↓ TOTAL WORKING	4,473	52.6%	66.8%	79
↓ With No Own Children	2,611	30.7%	42.2%	73
With Own Children Age 0 to 5 only	474	5.6%	5.5%	102
↓ With Own Children Age 6 to 17 only	1,000	11.7%	14.8%	79
With Own Children Both Age 0 to 5 and 6 to 17	388	4.6%	4.3%	106
▲ TOTAL NOT WORKING (UNEMPLOYED)	997	11.7%	6.2%	188
▲ With No Own Children	433	5.1%	3.8%	136
▲ With Own Children Age 0 to 5 only	138	1.6%	0.7%	246
▲ With Own Children Age 6 to 17 only	284	3.3%	1.3%	265
▲ With Own Children Both Age 0 to 5 and 6 to 17	142	1.7%	0.5%	305
▲ TOTAL NOT IN THE LABOR FORCE	3,041	35.7%	27.0%	132
▲ With No Own Children	1,752	20.6%	17.1%	120
▲ With Own Children Age 0 to 5 only	355	4.2%	2.6%	161
▲ With Own Children Age 6 to 17 only	555	6.5%	4.6%	140
▲ With Own Children Both Age 0 to 5 and 6 to 17	379	4.5%	2.6%	168
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	8,928			
↓ Above Poverty Line (Households with Children)	4,507	41.8%	59.6%	70
Above Poverty Line (Households without Children)	2,678	24.8%	26.5%	94
▲ Below Poverty Line (Households with Children)	1,952	18.1%	7.9%	229
▲ Below Poverty Line (Households without Children)	1,658	15.4%	6.0%	255
Households By Presence of Retirement Income (2013)	8,016			
↓ With Retirement Income	1,053	13.1%	17.6%	75
Without Retirement Income	7,132	89.0%	81.5%	109

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Prepared For:
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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)	8,928			
↓ Owner Occupied	3,295	36.9%	65.0%	57
▲ Renter Occupied	5,633	63.1%	35.0%	180
Median Rent (2013)	\$970		\$904	107
Structures By Number of Units (2016)	9,926			
Single Unit	5,992	60.4%	67.3%	90
▲ 3 to 4 Units	1,729	17.4%	8.1%	215
▲ 5 to 19 Units	1,290	13.0%	9.3%	139
▲ 20 to 49 Units	537	5.4%	3.6%	150
↓ 50 or more Units	359	3.6%	5.1%	71
↓ Mobile Home	19	0.2%	6.4%	3
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.53		2.57	59
Owner-Occupied Property Values (2016)	3,295			
Under \$40,000	261	7.9%	7.2%	110
↓ \$40,000 to \$59,999	28	0.8%	3.7%	23
↓ \$60,000 to \$79,999	27	0.8%	5.1%	16
↓ \$80,000 to \$99,999	134	4.1%	6.5%	62
\$100,000 to 149,999	474	14.4%	15.1%	95
\$150,000 to \$199,999	425	12.9%	14.6%	89
\$200,000 to \$299,999	690	20.9%	18.1%	116
▲ \$300,000 to \$499,999	849	25.8%	16.9%	152
\$500,000 to \$999,999	320	9.7%	9.7%	100
\$1,000,000 and over	89	2.7%	3.0%	89
▲ Median Property Value	\$243,951		\$192,432	127

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	9,926			
▲ 2010 and later	965	9.7%	5.5%	176
↓ 2000 to 2009	844	8.5%	14.6%	58
↓ 1990 to 1999	408	4.1%	13.4%	31
↓ 1980 to 1989	421	4.2%	13.2%	32
↓ 1970 to 1979	513	5.2%	15.0%	35
1960 to 1969	1,123	11.3%	10.4%	109
1950 to 1959	1,162	11.7%	10.3%	114
▲ 1949 or earlier	4,491	45.2%	17.7%	256
Households By Number of Persons (2016)	8,928			
1 Person Household	1,995	22.3%	27.3%	82
↓ 2 Person Household	1,962	22.0%	32.3%	68
3 Person Household	1,550	17.4%	16.2%	107
4 Person Household	1,281	14.3%	13.1%	110
▲ 5 Person Household	903	10.1%	6.5%	156
▲ 6 Person Household	552	6.2%	2.8%	223
▲ 7 or more Person Household	685	7.7%	1.9%	402
▲ Average Persons Per Household	3.3		2.6	128
Households By Heating Type (2013)	8,185			
▲ Utility and Other Gas	5,420	66.2%	54.0%	123
Electric	2,439	29.8%	36.1%	82
↓ Oil	9	0.1%	6.1%	2
↓ Coal and Wood	20	0.2%	2.2%	11
↓ Solar/Other Fuel	31	0.4%	0.5%	77
▲ No Fuel Used	267	3.3%	0.9%	345

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TRANSPORTATION				
Households By Number of Vehicles (2016)	8,928			
▲ No Vehicles	1,727	19.3%	9.0%	215
1 Vehicle	3,510	39.3%	33.7%	117
↓ 2 Vehicle	2,198	24.6%	37.5%	66
3 or more Vehicles	1,493	16.7%	19.8%	85
Workers By Travel Time to Work (2016)	10,008			
↓ Less than 15 minutes	2,159	21.6%	27.3%	79
15 to 29 minutes	3,548	35.5%	36.5%	97
30 to 44 minutes	2,418	24.2%	20.2%	120
45 to 59 minutes	769	7.7%	7.7%	99
▲ 60 or more minutes	1,113	11.1%	8.3%	134
Average Travel Time to Work (minutes)	30.7		28.2	109
Workers By Type of Transportation to Work (2016)	10,231			
↓ Drive Alone	5,998	58.6%	76.9%	76
▲ Car Pool	1,492	14.6%	9.6%	153
▲ Public Transportation	1,576	15.4%	5.1%	301
Walk to Work	288	2.8%	2.8%	100
▲ Other Means	608	5.9%	1.2%	478
↓ Work at Home	269	2.6%	4.4%	60

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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.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	8,397	94.1%	18.4%	512
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	362	4.1%	31.4%	13
4	Rural Families (27, 26, 29, 33, 35 and 38)	115	1.3%	13.1%	10
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	35	0.4%	15.1%	3
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	3	0.0%	14.7%	0
5	Senior Life (7, 20, 21, 22, 30 and 31)	3	0.0%	6.9%	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.		
46	Struggling Black Households	4,914	55.0%	2.5%	2189
24	Metro Multi-Ethnic Diversity	2,783	31.2%	2.7%	1134
40	Surviving Urban Diversity	352	3.9%	4.0%	97
28	Building Country Families	289	3.2%	2.8%	116
43	Laboring Urban Diversity	247	2.8%	0.5%	546
29	Working Country Families	86	1.0%	1.0%	100
41	Struggling Hispanic Households	80	0.9%	1.6%	55
25	Working Country Consumers	65	0.7%	4.1%	18
14	Secure Mid-Life Families	32	0.4%	0.7%	55
27	Country Family Diversity	27	0.3%	0.3%	89
45	Struggling Urban Diversity	13	0.1%	2.5%	6
49	Exception Households	10	0.1%	0.2%	45
17	Large Young Families	8	0.1%	2.2%	4
44	Laboring Urban Life	6	0.1%	0.1%	90
4	Educated Mid-Life Families	3	0.0%	3.4%	1
15	Reliable Young Starters	2	0.0%	4.3%	1
32	Working Urban Life	2	0.0%	1.7%	1
21	Mature and Stable	2	0.0%	0.6%	4
26	Working Suburban Families	2	0.0%	0.1%	19
39	New Beginning Urbanites	1	0.0%	2.8%	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.		
20	Cautious and Mature	1	0.0%	2.6%	0
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
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
35	Laboring Country Families	0	0.0%	2.7%	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
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
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
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	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
9	Educated Working Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
TOTALS		8,925	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

▲ Strongly Involved with Their Faith	40.6%	35.4%	115
↓ Somewhat Involved with Their Faith	25.0%	29.9%	84
↓ Not Involved with Their Faith	28.4%	34.7%	82

Estimated 2016 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	20.7%	22.1%	94
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.3%	23.7%	85

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	1.1%	0.5%	216
▲ Baptist	19.2%	16.1%	120
↓ Catholic	16.2%	23.7%	68
↓ Congregational	1.3%	2.0%	67
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	302
↓ Episcopal	2.4%	2.9%	84
▲ Holiness	1.1%	0.8%	140
▲ Jehovah's Witnesses	2.0%	1.1%	191
↓ Judaism	2.2%	3.2%	68
↓ Lutheran	4.0%	7.2%	55
↓ Methodist	6.0%	10.1%	59
▲ Mormon	2.0%	1.8%	116
▲ New Age	0.9%	0.6%	163
▲ Non-Denominational / Independent	10.5%	6.9%	151
↓ Orthodox	0.2%	0.3%	57
▲ Pentecostal	4.0%	2.4%	164
↓ Presbyterian / Reformed	3.2%	4.6%	71
↓ Unitarian / Universalist	0.6%	0.7%	86
▲ Interested but No Preference	5.0%	3.9%	130
▲ Not Interested and No Preference	14.6%	11.1%	132
▲ Likely to Have Changed Their Preference in the Last 10 Years	19.1%	16.8%	114

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

↓ Tells them what to do	3.3%	4.0%	83
Lets them do what they want and is supportive	11.4%	11.7%	97
▲ Lets them do what they want and stays out of the way	6.0%	4.8%	125
Works with them on deciding what to do and helps them do it	79.4%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	37.9%	43.5%	87
↓ Finding/Providing Health Insurance	23.7%	29.0%	82
Day-to-Day Financial Worries	32.5%	31.6%	103
▲ Finding Employment Opportunities	20.0%	14.4%	139
▲ Finding Affordable Housing	22.8%	11.3%	202
▲ Providing Adequate Food	9.6%	8.6%	112
Finding Child Care	5.9%	6.3%	95
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	20.0%	16.7%	119
Dealing With Teen / Child Problems	22.8%	20.7%	110
↓ Finding/Providing Aging Parent Care	11.1%	15.5%	72
▲ Dealing With Abusive Relationships	16.9%	11.4%	149
↓ Dealing With Divorce	2.5%	4.5%	55
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	48.6%	27.0%	180
Finding/Providing Good Schools	23.0%	23.5%	98
↓ Dealing with Problems in Schools	11.9%	13.6%	87
▲ Dealing With Racial / Ethnic Prejudice	28.3%	13.1%	216
▲ Dealing With Neighborhood Gangs	22.4%	8.5%	264
▲ Dealing with Social Injustice	16.9%	11.3%	150
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	39.9%	50.6%	79
↓ Finding Time for Recreation / Leisure	14.8%	25.3%	59
Finding Better Quality Healthcare	22.2%	23.9%	93
↓ Finding A Satisfying Job / Career	12.4%	19.3%	64
↓ Finding Retirement Opportunities	12.8%	18.9%	68
↓ Achieving A Fulfilling Marriage	12.4%	22.3%	56
↓ Developing Parenting Skills	7.5%	14.7%	51
▲ Achieving Educational Objectives	8.7%	7.5%	116
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	25.1%	29.8%	84
Finding Companionship	16.5%	17.3%	96
↓ Finding A Good Church	13.5%	15.2%	89
▲ Finding Spiritual Teaching	18.4%	12.9%	142
↓ Finding Life Direction	11.2%	14.0%	80

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	85.7%	84.5%	101
“God is actively involved in the world including nations and their governments”	69.9%	63.8%	110

SOCIETY:

“It is important to preserve the traditional American family structure”	90.0%	91.5%	98
“A healthy environment has become a national crisis”	87.2%	82.8%	105
“Public education is essential to the future of American society”	93.2%	94.0%	99

INSTITUTIONAL ROLES:

▲ “Government should be the primary provider of human welfare services”	59.0%	50.1%	118
“The role of Churches / Synagogues is to help form and support moral values”	82.4%	81.1%	102
▲ “Churches and religious organizations should provide more human services”	74.1%	62.6%	118

RACIAL / ETHNIC CHANGE:

▲ “The United States must open its doors to all people groups”	43.2%	36.3%	119
↓ “The changing racial / ethnic face of America is a threat to our national heritage”	31.9%	36.3%	88

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	62.6%	59.8%	105
More than \$500 per year	32.2%	31.2%	103
More than \$1,000 per year	16.1%	17.4%	93

TO CHARITIES:

More than \$100 per year	31.4%	33.7%	93
↓ More than \$500 per year	5.2%	6.8%	76
▲ More than \$1,000 per year	2.6%	2.3%	113

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	21.2%	16.1%	132
▲ More than \$500 per year	6.8%	4.3%	158
▲ More than \$1,000 per year	4.2%	2.2%	191

Ministry Area Profile 2016
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REPORT

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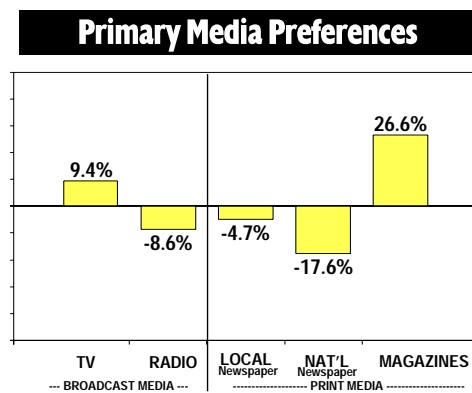
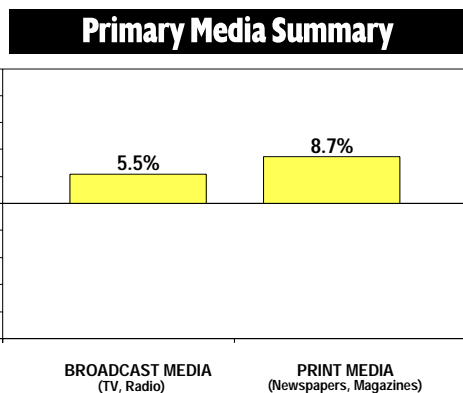
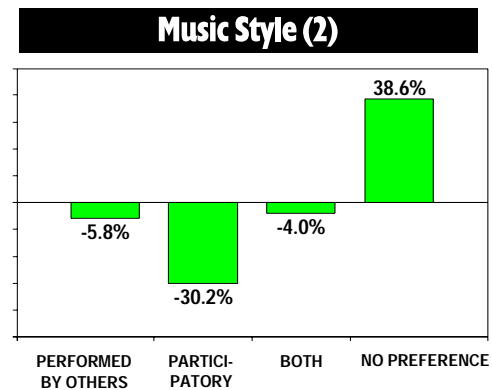
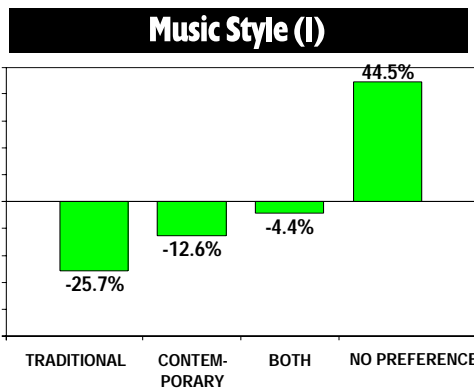
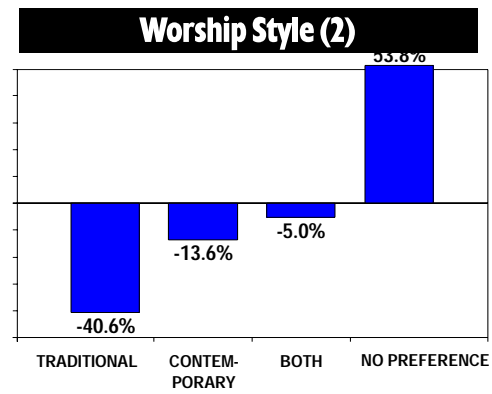
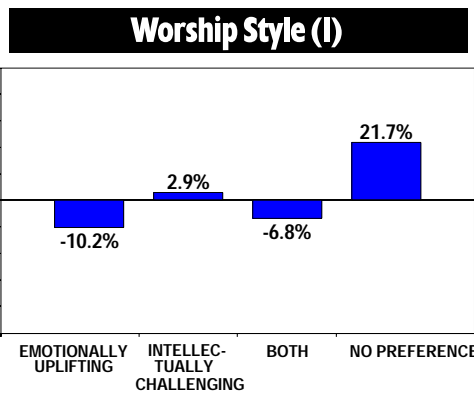
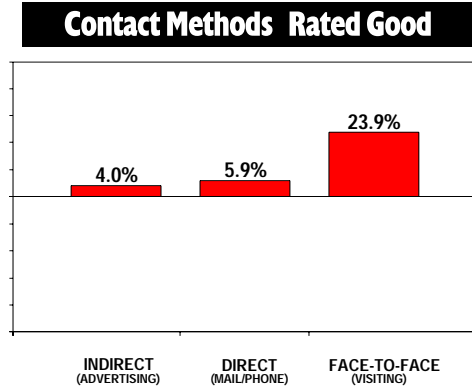
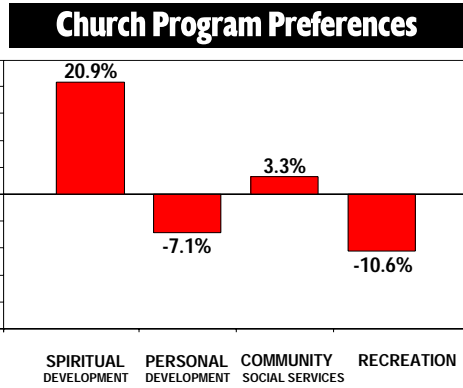
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
▲ Bible Study Discussion and Prayer Groups	55.7%	41.1%	136
↓ Adult Theological Discussion Groups	18.2%	22.5%	81
▲ Spiritual Retreats	17.1%	11.6%	147
<i>PERSONAL DEVELOPMENT:</i>			
↓ Marriage Enrichment Opportunities	9.4%	15.2%	62
▲ Parent Training Programs	9.3%	7.8%	120
▲ Twelve Step Programs	6.2%	3.5%	181
↓ Divorce Recovery	1.8%	2.4%	76
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	22.2%	22.5%	99
▲ Care for the Terminally Ill	18.8%	15.7%	120
Food and Clothing Resources	11.3%	11.1%	102
Day Care Services	5.8%	6.1%	95
↓ Church Sponsored Day-School	4.9%	5.7%	87
<i>RECREATION:</i>			
Youth Social Programs	30.9%	29.7%	104
↓ Family Activities and Outings	26.6%	32.8%	81
Active Retirement Programs	24.1%	26.8%	90
↓ Cultural Programs (Music, Drama, Art)	15.9%	18.9%	84
↓ Sports or Camping	4.9%	6.3%	77

SUMMARY	
▲ Spiritual Development Index	121
Personal Development Index	93
Community/Social Services Index	103
↓ Recreation Index	89



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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	11.4%	11.1%	103
C. Both A and B	36.5%	39.2%	93
▲ D. No Preference or Not Interested	28.5%	23.4%	122

PART 2:

↓ A. Traditional/Formal/Ceremonial	12.0%	20.2%	59
↓ B. Contemporary/Informal	22.7%	26.3%	86
C. Both A and B	25.2%	26.5%	95
▲ D. No Preference or Not Interested	41.4%	26.9%	154

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	18.1%	24.4%	74
↓ B. Contemporary	17.2%	19.7%	87
C. Both A and B	29.7%	31.1%	96
▲ D. No Preference or Not Interested	35.8%	24.8%	144

PART 2:

A. Performed by Others	17.6%	18.7%	94
↓ B. Participatory	16.0%	22.9%	70
C. Both A and B	30.9%	32.2%	96
▲ D. No Preference or Not Interested	36.3%	26.2%	139



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MISSION EMPHASIS INDICATOR

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

PART 1:

↓ A. Community	18.3%	22.0%	83
▲ B. Personal Spiritual Development	16.4%	14.3%	114
↓ C. Both A and B	32.3%	37.4%	86
▲ D. No Preference or Not Interested	33.4%	26.3%	127

PART 2:

A. Global Mission	6.1%	6.2%	98
↓ B. Local Mission	25.3%	33.3%	76
C. Both A and B	27.2%	30.1%	90
▲ D. No Preference or Not Interested	42.5%	30.4%	140

CHURCH ARCHITECTURE INDICATOR

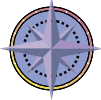
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	20.0%	26.6%	75
B. Contemporary	16.1%	15.9%	101
C. Both A and B	31.2%	32.3%	97
▲ D. No Preference or Not Interested	33.1%	25.1%	132

PART 2:

A. Somber/Serious	9.8%	9.4%	105
↓ B. Light and Airy	25.6%	34.7%	74
C. Both A and B	25.9%	27.7%	93
▲ D. No Preference or Not Interested	38.2%	28.2%	135



Date: 6/20/2016

Prepared For:
 Saint Bernard 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	51.7%	47.3%	109
Radio	12.2%	13.3%	91

PRINT MEDIA:

Local Newspaper	39.5%	36.1%	109
↓ National Newspaper	3.6%	4.3%	82
▲ Magazines	3.5%	2.4%	146

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.5%	31.9%	92
Radio	24.3%	23.8%	102

PRINT MEDIA:

Local Newspaper	31.1%	32.7%	95
▲ National Newspaper	7.7%	5.8%	133
▲ Magazines	8.9%	7.0%	127

SUMMARY

Overall Broadcast Media Index (100 = Average)	101
Overall Print Media Index	107



Date: 6/20/2016

Prepared For:
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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	38.5%	36.2%	106
Putting Ad in Local Newspaper	33.8%	33.8%	100
Local Cable Channels	32.3%	30.4%	106
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.1%	53.7%	95
▲ Calling and Offering to Send Information By Mail	33.1%	29.5%	112
▲ Calling and Discussing on the Phone	16.7%	12.0%	139
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
Calling and Offering to Visit When Convenient	21.2%	20.1%	105
▲ Going Door to Door	21.1%	14.0%	151

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	18.2%	19.6%	93
Putting Ad in Local Newspaper	21.1%	21.5%	98
Local Cable Channels	28.3%	30.7%	92
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	15.8%	13.3%	119
↓ Calling and Offering to Send Information By Mail	28.3%	34.0%	83
↓ Calling and Discussing on the Phone	51.6%	60.6%	85
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	41.0%	49.6%	83
↓ Going Door to Door	50.0%	64.0%	78

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	104
Direct Methods Index	106
▲ Face-to-Face Methods Index	124

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	94
↓ Direct Methods Index	89
↓ Face-to-Face Methods Index	80