

ministry
area ●●●●●●
profile **2016**

Saint Charles Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Charles Parish

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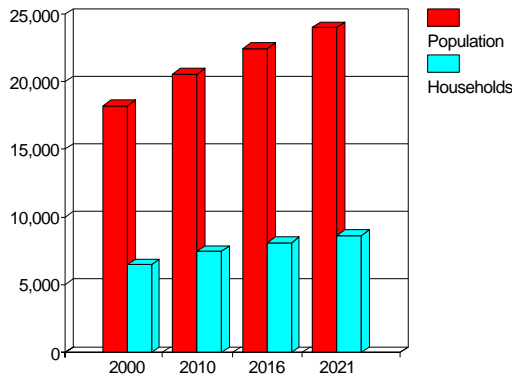
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 22,482 persons residing in the defined study area. This represents an increase of 4,264 or 23.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.7% or 1,513 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 *Educated Mid-Life Families* representing 43.4% 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 70.2% of the population and all other racial/ethnic groups make up only 29.8% which is somewhat below the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 15.3% of the total population. *Asians* are projected to be the fastest growing group increasing by 19.3% 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 6,718 persons or 29.9% of the total population in the area. *Builders* (age 92 and up) make up 0.5% of the population which compared to a national average of 0.4% 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 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 *somewhat high*. While 94.4% 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 43.5% 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: *Time for Recreation/Leisure, Social Injustice, Neighborhood Gangs, Finding Life Direction, Achieving a Fulfilling Marriage* and *Parenting Skills*. (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 *extremely 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 \$149,761 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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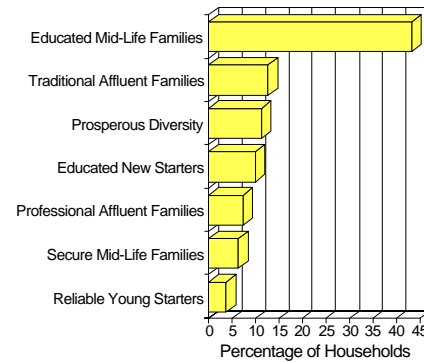
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Population and Households

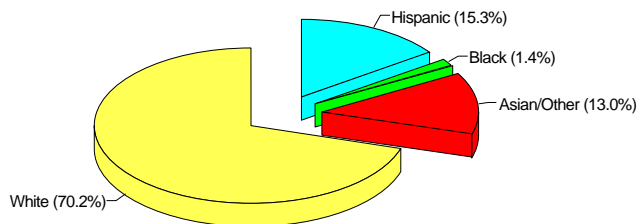


Primary U.S. Lifestyles Segments-2016

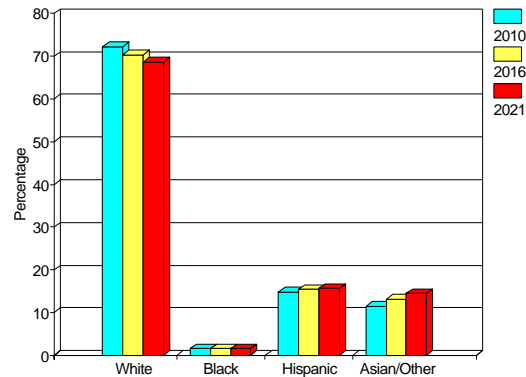


The population in the study area has increased by 1886 persons, or 9.2% since 2010 and is projected to increase by 1513 persons, or 6.7% between 2016 and 2021. The number of households has increased by 636, or 8.5% since 2010 and is projected to increase by 541, or 6.7% between 2016 and 2021.

Population By Race/Ethnicity-2016

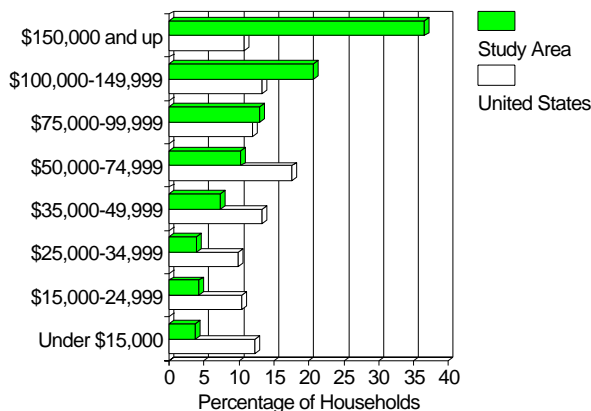


Population By Race/Ethnicity Trend

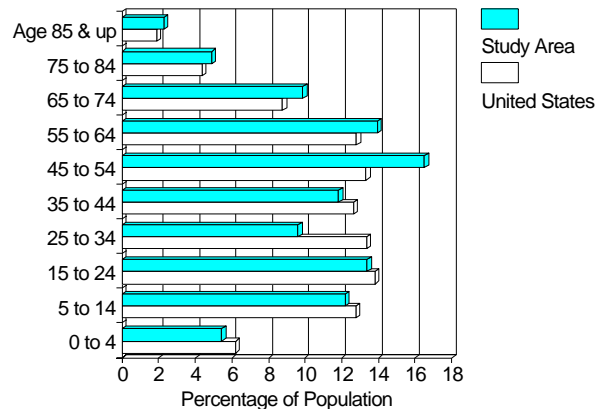


Between 2016 and 2021, the White population is projected to increase by 677 persons and to decrease from 70.2% to 68.6% of the total population. The Black population is projected to increase by 19 persons and to remain stable at 1.4% of the total. The Hispanic/Latino population is projected to increase by 295 persons and to increase from 15.3% to 15.5% of the total. The Asian/Other population is projected to increase by 523 persons and to increase from 13.0% to 14.4% of the total population.

Households By Income-2016



Population by Age-2016

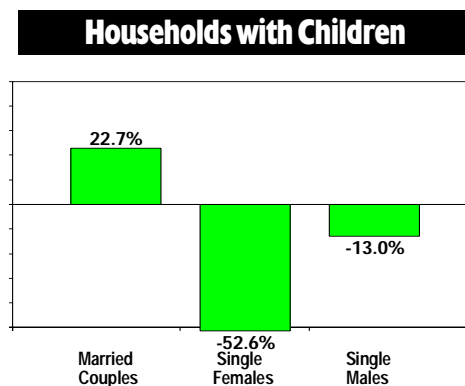
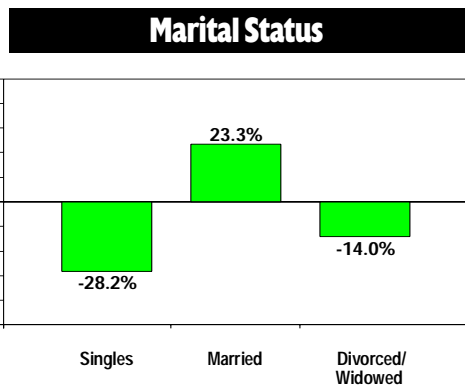
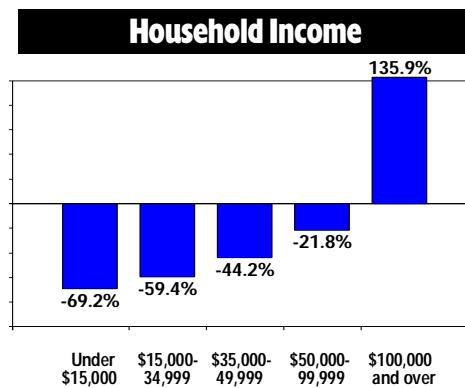
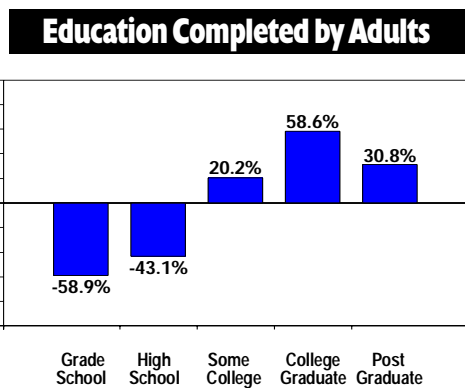
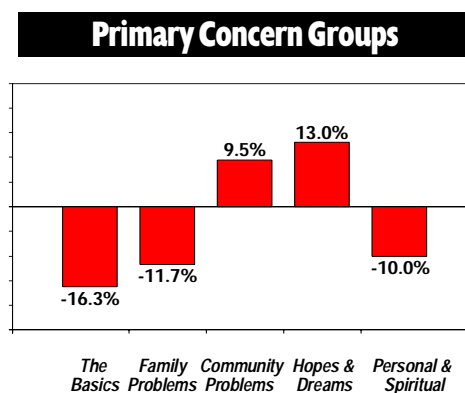
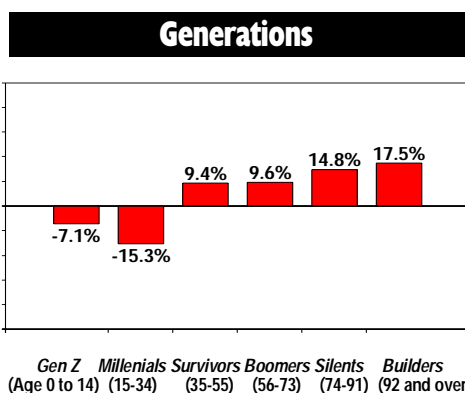
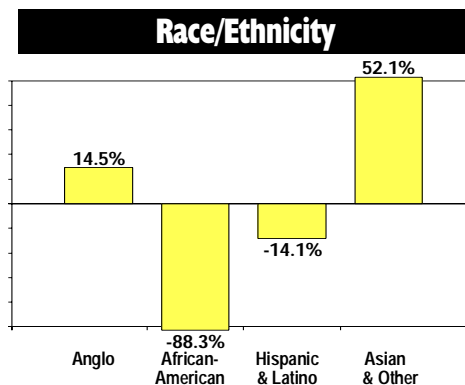
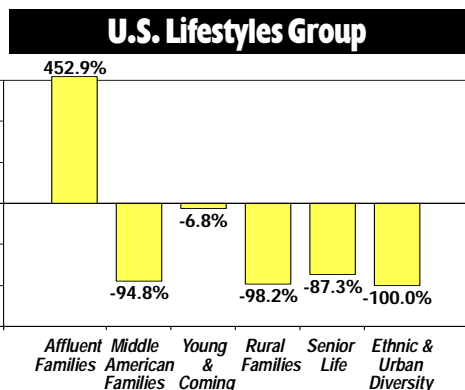


The average household income in the study area is \$149761 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.1 and is projected to increase to 42.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	18,218	20,596	22,482	23,995
Population Change		2,378	1,886	1,513
Percentage Change		13.1%	9.2%	6.7%
Average Annual Growth Rate		1.3%	1.5%	1.3%
▲ Density (Pop. per square mile)	3,780	4,273	4,664	4,978
HOUSEHOLDS				
▲ Households	6,479	7,445	8,081	8,622
Household Change		966	636	541
Percentage Change		14.9%	8.5%	6.7%
↓ Average Annual Growth Rate		1.5%	1.4%	1.3%
Persons Per Household	2.78	2.73	2.75	2.75

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	14,889	72.3%	15,792	70.2%	16,469	68.6%
African-American (Non-Hisp)	288	1.4%	325	1.4%	344	1.4%
▲ Hispanic/Latino	3,058	14.8%	3,435	15.3%	3,730	15.5%
▲ Asian/Other (Non-Hisp)	2,361	11.5%	2,930	13.0%	3,453	14.4%

POPULATION BY GENDER						
▲ Female	10,449	50.7%	11,446	50.9%	12,241	51.0%
↓ Male	10,147	49.3%	11,036	49.1%	11,754	49.0%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,291	11.1%	3,965	17.6%	5,505	22.9%
↓ Millennials (Born 1982 to 2001)	4,915	23.9%	5,176	23.0%	5,373	22.4%
↓ Survivors (Born 1961 to 1981)	6,180	30.0%	6,717	29.9%	7,060	29.4%
↓ Boomers (Born 1943 to 1960)	4,826	23.4%	4,801	21.4%	4,637	19.3%
↓ Silents (Born 1925 to 1942)	1,996	9.7%	1,722	7.7%	1,415	5.9%
↓ Builders (Born 1924 and earlier)	388	1.9%	103	0.5%	6	0.0%

AGE			
▲ Average Age	39.7	41.1	42.2
▲ Median Age	41.3	43.1	44.3

INCOME			
▲ Average Household Income	\$120,899	\$149,761	\$164,100
▲ Median Household Income	\$113,943	\$123,214	\$135,013
▲ Per Capita Income	\$43,702	\$53,831	\$58,965

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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	2,222	29.8%	2,955	36.6%	3,566	41.4%
↓ \$100,000 to \$149,999	1,907	25.6%	1,675	20.7%	1,750	20.3%
\$75,000 to \$99,999	925	12.4%	1,043	12.9%	981	11.4%
↓ \$50,000 to \$74,999	870	11.7%	828	10.2%	835	9.7%
↓ \$35,000 to \$49,999	623	8.4%	604	7.5%	543	6.3%
\$25,000 to \$34,999	350	4.7%	315	3.9%	338	3.9%
↓ \$15,000 to \$24,999	341	4.6%	354	4.4%	324	3.8%
Under \$15,000	206	2.8%	306	3.8%	285	3.3%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,164	5.7%	1,221	5.4%	1,279	5.3%
↓ Required Formal Schooling (5-17)	3,978	19.3%	3,713	16.5%	3,630	15.1%
College Years, Career Starts (18-24)	1,297	6.3%	2,042	9.1%	2,146	8.9%
Singles and Young Families (25-34)	2,009	9.8%	2,165	9.6%	2,684	11.2%
↓ Families, Empty Nesters (35-54)	6,637	32.2%	6,370	28.3%	5,943	24.8%
▲ Enrichment Years Singles/Couples (55-64)	2,517	12.2%	3,134	13.9%	3,694	15.4%
▲ Retirement Opportunities (65+)	2,993	14.5%	3,838	17.1%	4,620	19.3%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,164	5.7%	1,221	5.4%	1,279	5.3%
↓ 5 to 9 years	1,409	6.8%	1,258	5.6%	1,308	5.5%
↓ 10 to 14 years	1,577	7.7%	1,486	6.6%	1,351	5.6%
↓ 15 to 17 years	992	4.8%	969	4.3%	971	4.0%
18 to 20 years	629	3.1%	873	3.9%	890	3.7%
▲ 21 to 24 years	668	3.2%	1,169	5.2%	1,256	5.2%
▲ 25 to 29 years	959	4.7%	1,071	4.8%	1,711	7.1%
↓ 30 to 34 years	1,050	5.1%	1,094	4.9%	973	4.1%
↓ 35 to 39 years	1,309	6.4%	1,196	5.3%	1,139	4.7%
↓ 40 to 44 years	1,711	8.3%	1,460	6.5%	1,307	5.4%
↓ 45 to 49 years	1,918	9.3%	1,745	7.8%	1,470	6.1%
50 to 54 years	1,699	8.2%	1,969	8.8%	2,027	8.4%
▲ 55 to 59 years	1,322	6.4%	1,734	7.7%	1,897	7.9%
▲ 60 to 64 years	1,195	5.8%	1,400	6.2%	1,797	7.5%
▲ 65 to 69 years	1,016	4.9%	1,175	5.2%	1,427	5.9%
▲ 70 to 74 years	646	3.1%	1,048	4.7%	1,210	5.0%
▲ 75 to 84 years	900	4.4%	1,101	4.9%	1,406	5.9%
▲ 85 or more years	431	2.1%	514	2.3%	577	2.4%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	18,517			
↓ Single (Never Married)	4,371	23.6%	32.9%	72
▲ Married	11,449	61.8%	50.2%	123
Divorced/Widowed	2,697	14.6%	16.9%	86
Marital Status Females 15 and Older (2016)	9,485			
↓ Single (Never Married)	2,030	21.4%	29.8%	72
▲ Married	5,761	60.7%	48.8%	124
Divorced/Widowed	1,694	17.9%	21.4%	83
Marital Status Males 15 and Older (2016)	9,031			
↓ Single (Never Married)	2,341	25.9%	36.2%	72
▲ Married	5,687	63.0%	51.6%	122
Divorced/Widowed	1,003	11.1%	12.3%	91
FAMILY STRUCTURE				
Households By Type (2016)	8,081			
▲ Married Couple	5,143	63.6%	48.5%	131
Other Family - Male Head of Household	360	4.5%	4.9%	90
↓ Other Family - Female Head of Household	624	7.7%	13.0%	59
↓ Non Family - Male Head of Household	898	11.1%	15.8%	70
↓ Non Family - Female Head of Household	1,057	13.1%	17.7%	74
Households With Children 0 to 18 (2016)	3,026			
▲ Married Couple Family	2,422	80.0%	65.2%	123
Other Family - Male Head of Household	223	7.4%	8.5%	87
↓ Other Family - Female Head of Household	363	12.0%	25.3%	47
↓ Non Family	18	0.6%	1.0%	62
Population By Household Type (2016)	22,482			
↓ Group Quarters	246	1.1%	2.5%	44

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	246			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	85	34.6%	18.7%	184
▲ Other	161	65.4%	15.2%	431
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	22,482			
White (Non-Hispanic)	15,792	70.2%	61.3%	115
↓ African-American (Non-Hisp)	325	1.4%	12.3%	12
Hispanic/Latino	3,434	15.3%	17.8%	86
↓ Native American (Non-Hisp)	60	0.3%	0.7%	36
▲ Asian (Non-Hisp)	1,928	8.6%	5.3%	163
▲ Hawaiian & Pacific Islander (Non-Hisp)	64	0.3%	0.2%	169
▲ Other Races & Multiple Races (Non-Hisp)	878	3.9%	2.4%	163
Asian Population By Race (2016)	1,977			
Chinese	456	23.1%	22.3%	103
↓ Japanese	67	3.4%	5.0%	67
▲ Indian	482	24.4%	19.5%	125
↓ Korean	129	6.5%	9.6%	68
↓ Vietnamese	108	5.5%	11.0%	50
Other Asian Races	735	37.2%	32.5%	114
Hispanic/Latino Population By Race (2016)	3,434			
White	1,889	55.0%	53.0%	104
↓ African-American	33	1.0%	2.5%	38
▲ Native American	62	1.8%	1.4%	132
▲ Asian	49	1.4%	0.4%	341
Other Races & Multiple Races	1,401	40.8%	42.7%	95
Hispanic/Latino Population By Origin (2016)	3,434			
▲ Mexican	2,576	75.0%	62.4%	120
↓ Puerto Rican	120	3.5%	9.5%	37
↓ Cuban	48	1.4%	3.5%	39
Other Hispanic Origin	690	20.1%	24.6%	82

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	6,069			
▲ Pre-Primary (Public)	253	4.2%	3.4%	121
▲ Pre-Primary (Private)	388	6.4%	2.6%	243
Elementary/High School (Public)	3,596	59.3%	58.9%	101
Elementary/High School (Private)	479	7.9%	6.6%	119
↓ Enrolled in College	1,354	22.3%	28.4%	79
Population By Education Completed (Age 25 and over) (2016)	15,506			
↓ Elementary (Less than 9 years)	370	2.4%	5.8%	41
↓ Some High School (9 to 11 years)	495	3.2%	7.8%	41
↓ High School Graduate (12 years)	2,460	15.9%	27.9%	57
Some College (13 to 15 years)	3,768	24.3%	21.2%	115
▲ Associate Degree	1,669	10.8%	8.0%	135
▲ Bachelor's Degree	4,504	29.0%	18.3%	159
▲ Graduate Degree	2,241	14.5%	11.0%	131
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	10,848			
TOTAL WHITE COLLAR	7,798	71.9%	61.5%	117
▲ Executive and Managerial	1,553	14.3%	9.7%	147
Professional Specialty	1,962	18.1%	16.6%	109
▲ Technical Support	1,658	15.3%	8.3%	185
▲ Sales	1,460	13.5%	10.9%	124
↓ Administrative Support & Clerical	1,165	10.7%	16.0%	67
↓ TOTAL BLUE COLLAR	3,051	28.1%	38.5%	73
Service: Private Households	414	3.8%	3.7%	103
▲ Service: Protective	304	2.8%	2.2%	127
↓ Service: Other	562	5.2%	7.5%	69
↓ Farming, Forestry & Fishing	31	0.3%	0.7%	39
↓ Precision Production and Craft	803	7.4%	11.0%	67
Operators and Assemblers	304	2.8%	3.2%	86
↓ Transportation and Material Moving	305	2.8%	6.2%	46
↓ Laborers	328	3.0%	4.0%	75

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	18,200			
Employed	10,900	59.9%	58.1%	103
↓ Unemployed	761	4.2%	5.6%	74
Not in Labor Force	6,539	35.9%	36.3%	99
Total Female Pop. By Work Status (Age 20 to 64) (2013)	5,779			
TOTAL WORKING	3,951	68.4%	66.8%	102
With No Own Children	2,224	38.5%	42.2%	91
With Own Children Age 0 to 5 only	289	5.0%	5.5%	92
▲ With Own Children Age 6 to 17 only	1,128	19.5%	14.8%	132
▲ With Own Children Both Age 0 to 5 and 6 to 17	310	5.4%	4.3%	124
TOTAL NOT WORKING (UNEMPLOYED)	306	5.3%	6.2%	85
With No Own Children	186	3.2%	3.8%	86
↓ With Own Children Age 0 to 5 only	17	0.3%	0.7%	45
With Own Children Age 6 to 17 only	73	1.3%	1.3%	100
With Own Children Both Age 0 to 5 and 6 to 17	30	0.5%	0.5%	95
TOTAL NOT IN THE LABOR FORCE	1,524	26.4%	27.0%	98
With No Own Children	812	14.1%	17.1%	82
With Own Children Age 0 to 5 only	155	2.7%	2.6%	103
▲ With Own Children Age 6 to 17 only	349	6.0%	4.6%	130
▲ With Own Children Both Age 0 to 5 and 6 to 17	208	3.6%	2.6%	136
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	8,081			
Above Poverty Line (Households with Children)	5,912	64.4%	59.6%	108
Above Poverty Line (Households without Children)	2,909	31.7%	26.5%	120
↓ Below Poverty Line (Households with Children)	214	2.3%	7.9%	30
↓ Below Poverty Line (Households without Children)	143	1.6%	6.0%	26
Households By Presence of Retirement Income (2013)	7,445			
▲ With Retirement Income	1,887	25.3%	17.6%	144
Without Retirement Income	5,615	75.4%	81.5%	93

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	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	8,081			
Owner Occupied	6,160	76.2%	65.0%	117
↓ Renter Occupied	1,921	23.8%	35.0%	68
▲ Median Rent (2013)	\$1,428		\$904	158
Structures By Number of Units (2016)	8,363			
▲ Single Unit	7,094	84.8%	67.3%	126
↓ 3 to 4 Units	140	1.7%	8.1%	21
↓ 5 to 19 Units	488	5.8%	9.3%	63
↓ 20 to 49 Units	160	1.9%	3.6%	53
50 or more Units	471	5.6%	5.1%	110
↓ Mobile Home	10	0.1%	6.4%	2
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	5.63		2.57	219
Owner-Occupied Property Values (2016)	6,160			
↓ Under \$40,000	96	1.6%	7.2%	22
↓ \$40,000 to \$59,999	24	0.4%	3.7%	11
↓ \$60,000 to \$79,999	36	0.6%	5.1%	11
↓ \$80,000 to \$99,999	12	0.2%	6.5%	3
↓ \$100,000 to 149,999	24	0.4%	15.1%	3
↓ \$150,000 to \$199,999	3	0.0%	14.6%	0
↓ \$200,000 to \$299,999	83	1.3%	18.1%	7
▲ \$300,000 to \$499,999	1,343	21.8%	16.9%	129
▲ \$500,000 to \$999,999	3,270	53.1%	9.7%	547
▲ \$1,000,000 and over	1,269	20.6%	3.0%	681
▲ Median Property Value	\$712,887		\$192,432	370

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	8,363			
▲ 2010 and later	687	8.2%	5.5%	149
2000 to 2009	1,257	15.0%	14.6%	103
↓ 1990 to 1999	797	9.5%	13.4%	71
↓ 1980 to 1989	521	6.2%	13.2%	47
▲ 1970 to 1979	1,981	23.7%	15.0%	158
▲ 1960 to 1969	2,462	29.4%	10.4%	283
↓ 1950 to 1959	374	4.5%	10.3%	44
↓ 1949 or earlier	283	3.4%	17.7%	19
Households By Number of Persons (2016)	8,081			
↓ 1 Person Household	1,553	19.2%	27.3%	70
2 Person Household	2,741	33.9%	32.3%	105
3 Person Household	1,413	17.5%	16.2%	108
▲ 4 Person Household	1,469	18.2%	13.1%	139
5 Person Household	575	7.1%	6.5%	110
6 Person Household	214	2.6%	2.8%	96
↓ 7 or more Person Household	116	1.4%	1.9%	75
Average Persons Per Household	2.7		2.6	106
Households By Heating Type (2013)	7,503			
▲ Utility and Other Gas	5,967	79.5%	54.0%	147
↓ Electric	1,414	18.8%	36.1%	52
↓ Oil	29	0.4%	6.1%	6
↓ Coal and Wood	42	0.6%	2.2%	25
▲ Solar/Other Fuel	51	0.7%	0.5%	137
↓ No Fuel Used	0	0.0%	0.9%	0

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TRANSPORTATION				
Households By Number of Vehicles (2016)	8,081			
↓ No Vehicles	323	4.0%	9.0%	44
↓ 1 Vehicle	1,577	19.5%	33.7%	58
2 Vehicle	3,437	42.5%	37.5%	113
▲ 3 or more Vehicles	2,743	33.9%	19.8%	172
Workers By Travel Time to Work (2016)	9,783			
Less than 15 minutes	2,261	23.1%	27.3%	85
↓ 15 to 29 minutes	2,735	28.0%	36.5%	77
30 to 44 minutes	2,182	22.3%	20.2%	111
▲ 45 to 59 minutes	1,124	11.5%	7.7%	148
▲ 60 or more minutes	1,482	15.1%	8.3%	183
▲ Average Travel Time to Work (minutes)	34.3		28.2	122
Workers By Type of Transportation to Work (2016)	10,309			
Drive Alone	8,060	78.2%	76.9%	102
Car Pool	1,048	10.2%	9.6%	106
↓ Public Transportation	346	3.4%	5.1%	66
↓ Walk to Work	50	0.5%	2.8%	17
↓ Other Means	58	0.6%	1.2%	45
▲ Work at Home	747	7.2%	4.4%	165

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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)	6,753	83.6%	15.1%	553
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,104	13.7%	14.7%	93
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	133	1.6%	31.4%	5
5	Senior Life (7, 20, 21, 22, 30 and 31)	71	0.9%	6.9%	13
4	Rural Families (27, 26, 29, 33, 35 and 38)	19	0.2%	13.1%	2
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	0.0%	18.4%	0

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Educated Mid-Life Families	3,507	43.4%	3.4%	1272
1	Traditional Affluent Families	1,021	12.6%	3.5%	363
5	Prosperous Diversity	914	11.3%	3.1%	365
12	Educated New Starters	797	9.9%	2.9%	336
2	Professional Affluent Families	592	7.3%	0.8%	909
14	Secure Mid-Life Families	511	6.3%	0.7%	965
15	Reliable Young Starters	303	3.7%	4.3%	88
3	Mid-Life Prosperity	208	2.6%	1.5%	169
10	Suburban Mid-Life Families	77	1.0%	5.5%	17
7	Prosperous and Mature	49	0.6%	0.5%	112
28	Building Country Families	29	0.4%	2.8%	13
25	Working Country Consumers	27	0.3%	4.1%	8
21	Mature and Stable	19	0.2%	0.6%	41
29	Working Country Families	12	0.1%	1.0%	15
27	Country Family Diversity	7	0.1%	0.3%	25
19	Educated and Promising	4	0.0%	0.1%	63
20	Cautious and Mature	3	0.0%	2.6%	1
49	Exception Households	2	0.0%	0.2%	10
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	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.		
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
11	Young Suburban Families	0	0.0%	3.0%	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
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
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
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
26	Working Suburban Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	8,082	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.3%	35.4%	74
↓ Somewhat Involved with Their Faith	24.2%	29.9%	81
▲ Not Involved with Their Faith	50.7%	34.7%	146

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.3%	22.1%	78
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.6%	23.7%	87

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	129
↓ Baptist	6.6%	16.1%	41
Catholic	22.3%	23.7%	94
Congregational	2.0%	2.0%	100
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	273
Episcopal	3.0%	2.9%	104
↓ Holiness	0.1%	0.8%	15
↓ Jehovah's Witnesses	0.9%	1.1%	85
▲ Judaism	5.2%	3.2%	163
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.7%	10.1%	46
▲ Mormon	2.9%	1.8%	165
▲ New Age	1.1%	0.6%	191
▲ Non-Denominational / Independent	10.2%	6.9%	147
Orthodox	0.3%	0.3%	93
↓ Pentecostal	2.0%	2.4%	83
▲ Presbyterian / Reformed	5.8%	4.6%	126
▲ Unitarian / Universalist	1.0%	0.7%	144
▲ Interested but No Preference	5.6%	3.9%	146
▲ Not Interested and No Preference	18.9%	11.1%	170

Likely to Have Changed Their Preference in the Last 10 Years	17.7%	16.8%	105
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.5%	4.0%	138
↓ Lets them do what they want and is supportive	9.1%	11.7%	78
Lets them do what they want and stays out of the way	5.1%	4.8%	106
Works with them on deciding what to do and helps them do it	80.3%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.6%	43.5%	96
↓ Finding/Providing Health Insurance	19.7%	29.0%	68
↓ Day-to-Day Financial Worries	24.3%	31.6%	77
Finding Employment Opportunities	14.7%	14.4%	102
↓ Finding Affordable Housing	9.8%	11.3%	86
↓ Providing Adequate Food	4.6%	8.6%	53
Finding Child Care	6.4%	6.3%	101
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.9%	16.7%	83
↓ Dealing With Teen / Child Problems	17.9%	20.7%	86
▲ Finding/Providing Aging Parent Care	18.1%	15.5%	117
↓ Dealing With Abusive Relationships	8.0%	11.4%	71
↓ Dealing With Divorce	2.9%	4.5%	65
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.1%	27.0%	104
Finding/Providing Good Schools	25.9%	23.5%	110
Dealing with Problems in Schools	12.4%	13.6%	92
Dealing With Racial / Ethnic Prejudice	14.0%	13.1%	107
▲ Dealing With Neighborhood Gangs	10.9%	8.5%	128
▲ Dealing with Social Injustice	14.8%	11.3%	131
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	59.1%	50.6%	117
▲ Finding Time for Recreation / Leisure	33.4%	25.3%	132
Finding Better Quality Healthcare	21.8%	23.9%	91
▲ Finding A Satisfying Job / Career	21.6%	19.3%	112
Finding Retirement Opportunities	19.1%	18.9%	101
▲ Achieving A Fulfilling Marriage	26.2%	22.3%	117
▲ Developing Parenting Skills	17.3%	14.7%	117
Achieving Educational Objectives	7.9%	7.5%	105
SPIRITUAL / PERSONAL:			
Dealing With Stress	30.0%	29.8%	101
Finding Companionship	17.0%	17.3%	98
↓ Finding A Good Church	8.5%	15.2%	56
↓ Finding Spiritual Teaching	8.1%	12.9%	62
▲ Finding Life Direction	16.7%	14.0%	119

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	78.8%	84.5%	93
↓ “God is actively involved in the world including nations and their governments”	51.6%	63.8%	81

SOCIETY:

“It is important to preserve the traditional American family structure”	88.8%	91.5%	97
“A healthy environment has become a national crisis”	83.0%	82.8%	100
“Public education is essential to the future of American society”	95.7%	94.0%	102

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	41.3%	50.1%	82
“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”	60.0%	62.6%	96

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	37.4%	36.3%	103
“The changing racial / ethnic face of America is a threat to our national heritage”	35.3%	36.3%	97

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	64.5%	59.8%	108
▲ More than \$500 per year	36.5%	31.2%	117
▲ More than \$1,000 per year	22.6%	17.4%	130

TO CHARITIES:

▲ More than \$100 per year	49.7%	33.7%	147
▲ More than \$500 per year	17.1%	6.8%	251
▲ More than \$1,000 per year	6.2%	2.3%	270

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	28.1%	16.1%	175
▲ More than \$500 per year	9.1%	4.3%	212
▲ More than \$1,000 per year	6.0%	2.2%	273

Ministry Area Profile 2016
Compass
REPORT

Saint Charles Parish

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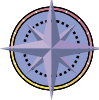


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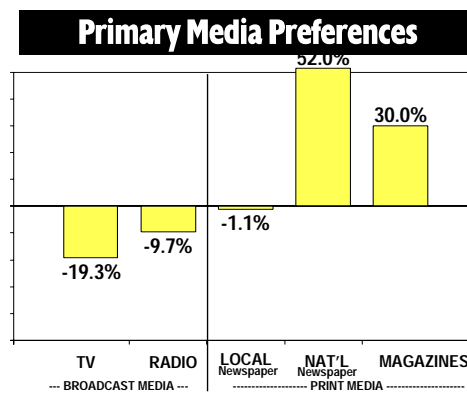
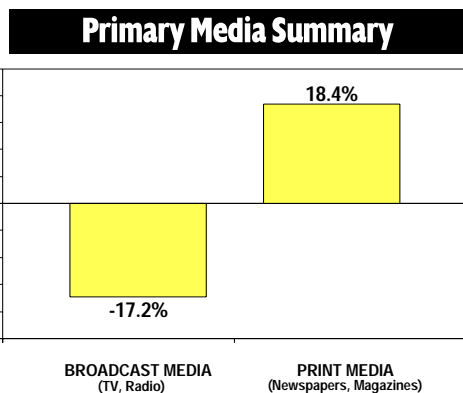
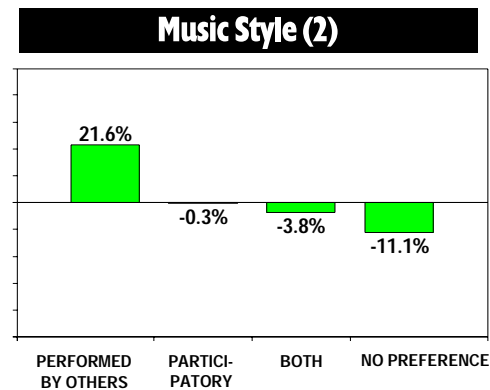
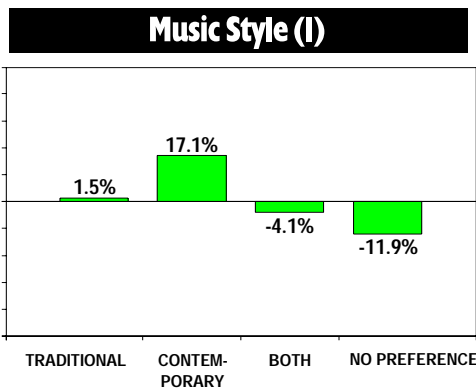
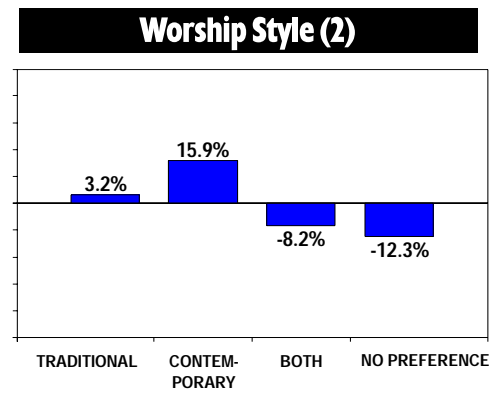
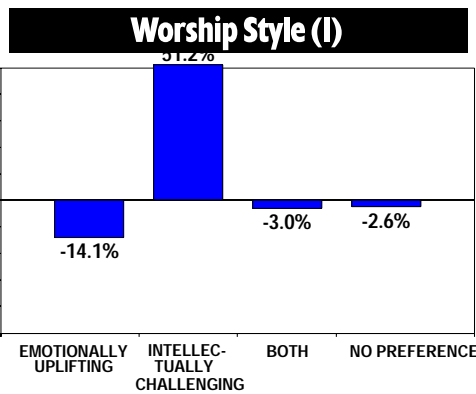
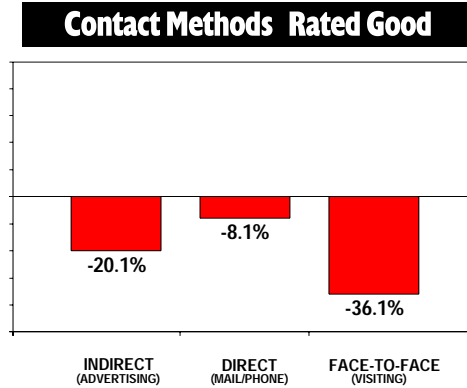
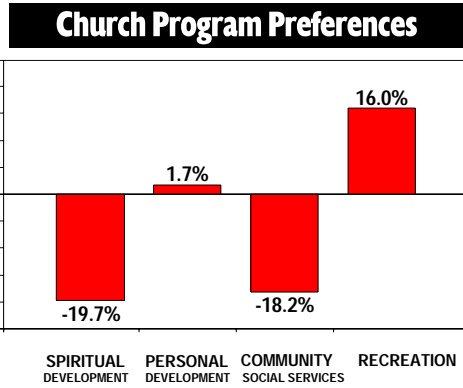
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	28.6%	41.1%	70
Adult Theological Discussion Groups	21.4%	22.5%	95
Spiritual Retreats	10.4%	11.6%	90
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.9%	15.2%	104
▲ Parent Training Programs	8.6%	7.8%	111
Twelve Step Programs	3.1%	3.5%	90
↓ Divorce Recovery	1.8%	2.4%	73
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	18.9%	22.5%	84
↓ Care for the Terminally Ill	11.7%	15.7%	75
↓ Food and Clothing Resources	6.7%	11.1%	60
Day Care Services	6.2%	6.1%	103
▲ Church Sponsored Day-School	6.5%	5.7%	114
<i>RECREATION:</i>			
▲ Youth Social Programs	34.2%	29.7%	115
Family Activities and Outings	34.9%	32.8%	106
Active Retirement Programs	26.8%	26.8%	100
▲ Cultural Programs (Music, Drama, Art)	28.5%	18.9%	151
▲ Sports or Camping	8.4%	6.3%	133

SUMMARY	
↓ Spiritual Development Index	80
Personal Development Index	102
↓ Community/Social Services Index	82
▲ Recreation Index	116



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.6%	26.4%	86
▲ B. Intellectually Challenging	16.8%	11.1%	151
C. Both A and B	38.0%	39.2%	97
D. No Preference or Not Interested	22.8%	23.4%	97

PART 2:

A. Traditional/Formal/Ceremonial	20.9%	20.2%	103
▲ B. Contemporary/Informal	30.5%	26.3%	116
C. Both A and B	24.4%	26.5%	92
↓ D. No Preference or Not Interested	23.6%	26.9%	88

MUSIC STYLE INDICATOR

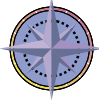
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.8%	24.4%	101
▲ B. Contemporary	23.1%	19.7%	117
C. Both A and B	29.8%	31.1%	96
↓ D. No Preference or Not Interested	21.8%	24.8%	88

PART 2:

▲ A. Performed by Others	22.7%	18.7%	122
B. Participatory	22.9%	22.9%	100
C. Both A and B	31.0%	32.2%	96
↓ D. No Preference or Not Interested	23.3%	26.2%	89



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MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	24.9%	22.0%	113
B. Personal Spiritual Development	15.8%	14.3%	110
C. Both A and B	34.7%	37.4%	93
D. No Preference or Not Interested	24.4%	26.3%	93

PART 2:

A. Global Mission	5.8%	6.2%	93
B. Local Mission	35.9%	33.3%	108
C. Both A and B	29.1%	30.1%	97
D. No Preference or Not Interested	28.8%	30.4%	95

CHURCH ARCHITECTURE INDICATOR

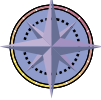
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	24.6%	26.6%	92
▲ B. Contemporary	21.4%	15.9%	134
C. Both A and B	30.7%	32.3%	95
D. No Preference or Not Interested	23.3%	25.1%	93

PART 2:

↓ A. Somber/Serious	7.5%	9.4%	80
▲ B. Light and Airy	41.8%	34.7%	121
C. Both A and B	25.6%	27.7%	92
↓ D. No Preference or Not Interested	25.1%	28.2%	89



Date: 6/20/2016

Prepared For:
 Saint Charles 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	38.2%	47.3%	81
Radio	12.0%	13.3%	90

PRINT MEDIA:

Local Newspaper	39.8%	36.1%	110
▲ National Newspaper	6.6%	4.3%	152
▲ Magazines	4.4%	2.4%	184

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.7%	31.9%	99
↓ Radio	20.1%	23.8%	85

PRINT MEDIA:

Local Newspaper	32.3%	32.7%	99
▲ National Newspaper	6.6%	5.8%	115
▲ Magazines	9.2%	7.0%	130

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	88
▲ Overall Print Media Index	112



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 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	29.3%	36.2%	81
↓ Putting Ad in Local Newspaper	28.4%	33.8%	84
↓ Local Cable Channels	22.6%	30.4%	74
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.7%	53.7%	96
↓ Calling and Offering to Send Information By Mail	25.5%	29.5%	86
↓ Calling and Discussing on the Phone	10.3%	12.0%	86
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.1%	20.1%	65
↓ Going Door to Door	8.7%	14.0%	62

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	26.6%	19.6%	136
▲ Putting Ad in Local Newspaper	29.6%	21.5%	137
▲ Local Cable Channels	38.5%	30.7%	125
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.2%	13.3%	129
▲ Calling and Offering to Send Information By Mail	39.0%	34.0%	115
▲ Calling and Discussing on the Phone	67.9%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	61.2%	49.6%	123
▲ Going Door to Door	71.0%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	80
Direct Methods Index	92
↓ Face-to-Face Methods Index	64

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	132
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	116