

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

Saint Clement Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Clement Parish

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Custom Polygon

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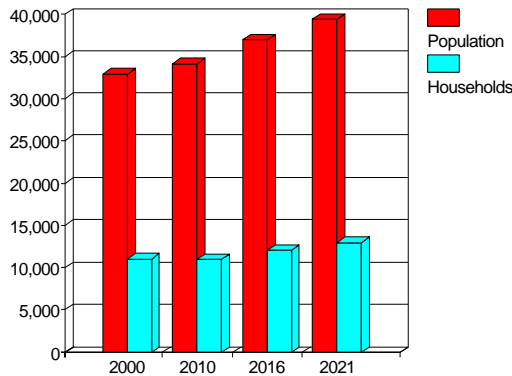
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 36,944 persons residing in the defined study area. This represents an increase of 4,009 or 12.2% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 6.4% or 2,381 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 *Reliable Young Starters* representing 33.4% 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 19.9% of the population and all other racial/ethnic groups make up a substantial 80.1% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 35.6% of the total population. *Asians* are projected to be the fastest growing group increasing by 13.8% 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 11,663 persons or 31.6% of the total population in the area. Compared to a national average of 27.2%, *Millennials* are also the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**  
**A** The area can be described as *mixed* due to the about 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 84.5% 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 33.3% 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, Neighborhood Crime and Safety, Affordable Housing, Time for Recreation/Leisure, Achieving Educational Objectives* and *Long-term Financial Security*. (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 \$106,568 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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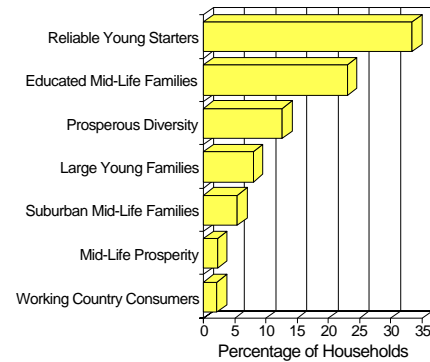
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### Population and Households

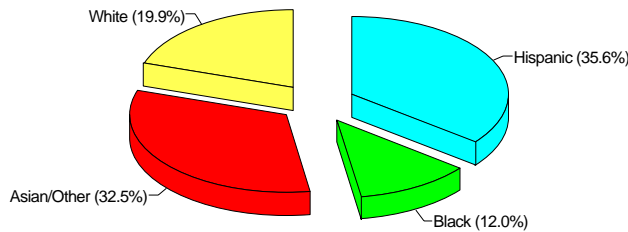


### Primary U.S. Lifestyles Segments-2016

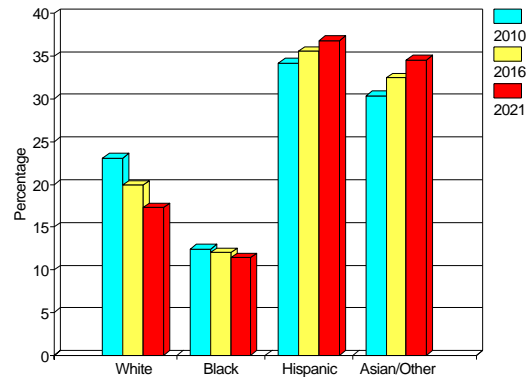


The population in the study area has increased by 2877 persons, or 8.4% since 2010 and is projected to increase by 2381 persons, or 6.4% between 2016 and 2021. The number of households has increased by 1086, or 9.9% since 2010 and is projected to increase by 863, or 7.2% between 2016 and 2021.

### Population By Race/Ethnicity-2016

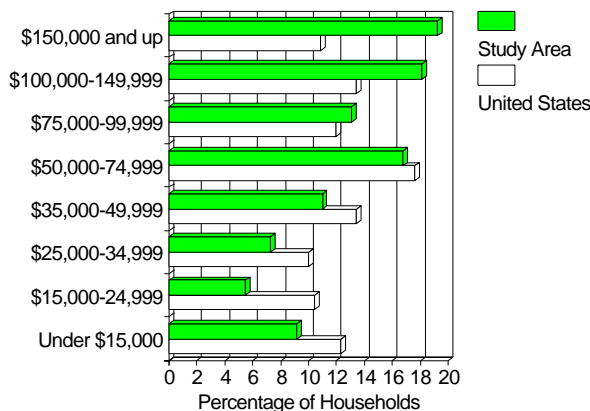


### Population By Race/Ethnicity Trend

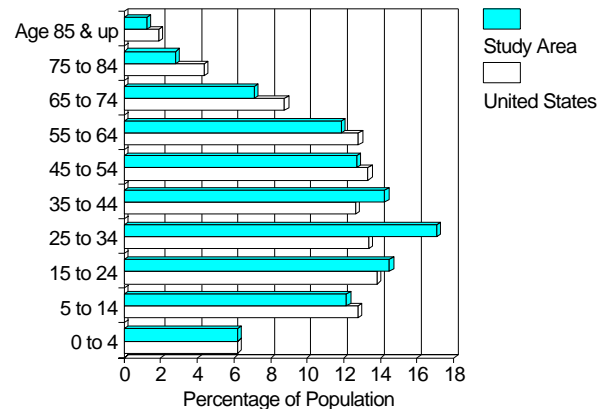


Between 2016 and 2021, the White population is projected to decrease by 570 persons and to decrease from 19.9% to 17.3% of the total population. The Black population is projected to increase by 59 persons and to decrease from 12.0% to 11.4% of the total. The Hispanic/Latino population is projected to increase by 1303 persons and to increase from 35.6% to 36.8% of the total. The Asian/Other population is projected to increase by 1589 persons and to increase from 32.5% to 34.6% of the total population.

### Households By Income-2016



### Population by Age-2016

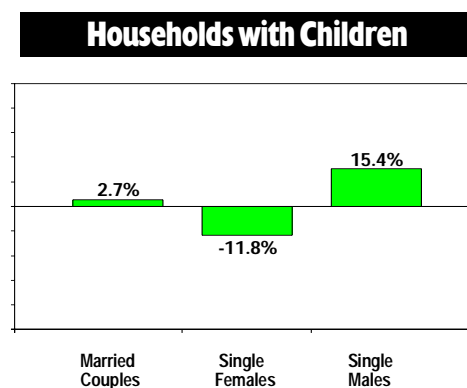
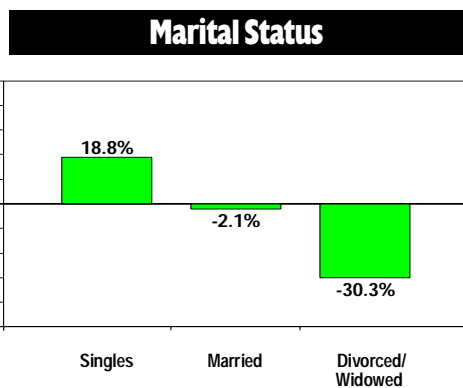
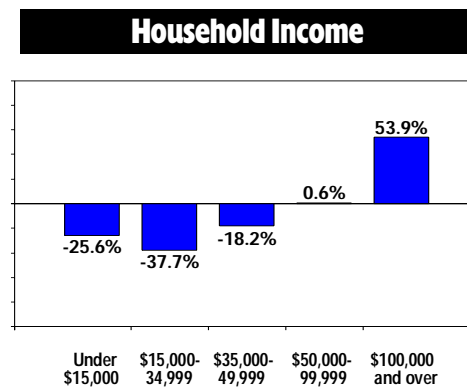
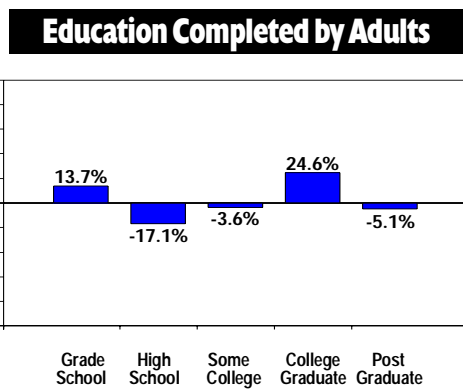
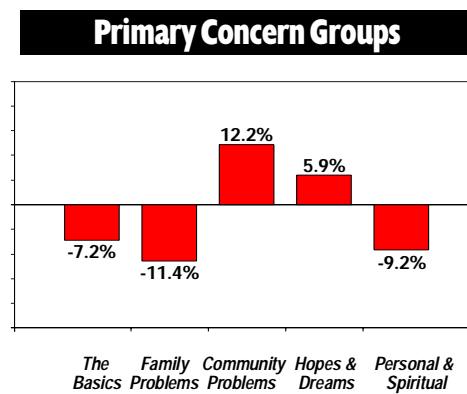
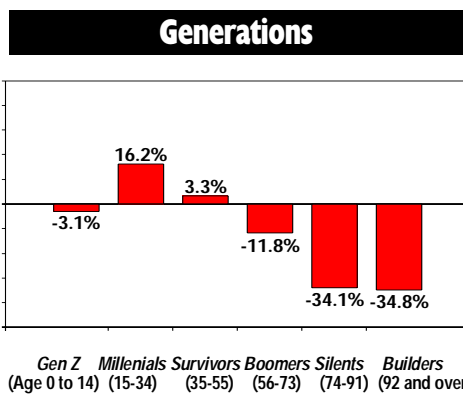
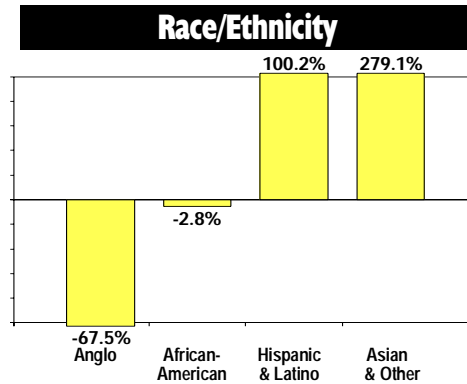
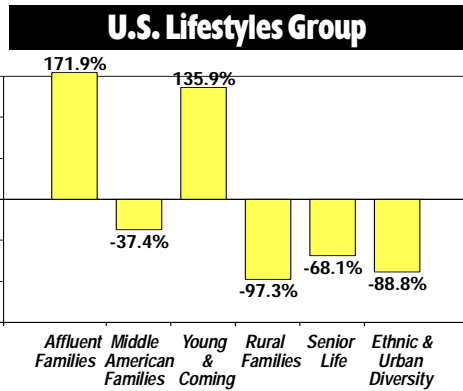


The average household income in the study area is \$106568 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.8 and is projected to increase to 38.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ <b>Population</b>	32,935	34,067	36,944	39,325
Population Change		1,132	2,877	2,381
Percentage Change		3.4%	8.4%	6.4%
Average Annual Growth Rate		0.3%	1.4%	1.3%
▲ <b>Density (Pop. per square mile)</b>	1,926	1,992	2,160	2,300
HOUSEHOLDS				
Households	11,012	10,962	12,048	12,911
Household Change		(50)	1,086	863
Percentage Change		-0.5%	9.9%	7.2%
Average Annual Growth Rate		-0.0%	1.7%	1.4%
Persons Per Household	2.88	3.00	2.96	2.94

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	7,855	23.1%	7,360	19.9%	6,790	17.3%
↓ African-American (Non-Hisp)	4,217	12.4%	4,422	12.0%	4,481	11.4%
▲ <b>Hispanic/Latino</b>	11,643	34.2%	13,155	35.6%	14,458	36.8%
▲ <b>Asian/Other (Non-Hisp)</b>	10,352	30.4%	12,006	32.5%	13,595	34.6%

POPULATION BY GENDER						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
↓ Female	17,339	50.9%	18,776	50.8%	19,981	50.8%
▲ <b>Male</b>	16,728	49.1%	18,167	49.2%	19,344	49.2%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
▲ <b>Generation Z (Born 2002 and later)</b>	3,946	11.6%	6,796	18.4%	9,936	25.3%
↓ Millennials (Born 1982 to 2001)	10,835	31.8%	11,664	31.6%	11,375	28.9%
↓ Survivors (Born 1961 to 1981)	10,301	30.2%	10,418	28.2%	10,799	27.5%
↓ Boomers (Born 1943 to 1960)	6,400	18.8%	6,347	17.2%	5,931	15.1%
↓ Silents (Born 1925 to 1942)	2,013	5.9%	1,624	4.4%	1,278	3.2%
↓ Builders (Born 1924 and earlier)	375	1.1%	94	0.3%	4	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Age</b>	34.9	36.8	38.2
▲ <b>Median Age</b>	33.9	35.7	37.7

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Household Income</b>	\$88,964	\$106,568	\$119,369
▲ <b>Median Household Income</b>	\$81,306	\$84,687	\$95,466
▲ <b>Per Capita Income</b>	\$28,627	\$34,753	\$39,191

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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	1,611	14.7%	2,322	19.3%	3,099	24.0%
\$100,000 to \$149,999	2,166	19.8%	2,183	18.1%	2,362	18.3%
↓ \$75,000 to \$99,999	1,458	13.3%	1,571	13.0%	1,634	12.7%
↓ \$50,000 to \$74,999	2,094	19.1%	2,018	16.7%	2,010	15.6%
\$35,000 to \$49,999	1,110	10.1%	1,321	11.0%	1,270	9.8%
↓ \$25,000 to \$34,999	860	7.8%	876	7.3%	876	6.8%
↓ \$15,000 to \$24,999	726	6.6%	655	5.4%	605	4.7%
Under \$15,000	937	8.6%	1,102	9.1%	1,053	8.2%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,294	6.7%	2,302	6.2%	2,350	6.0%
▲ Required Formal Schooling (5-17)	5,287	15.5%	5,823	15.8%	6,278	16.0%
↓ College Years, Career Starts (18-24)	4,846	14.2%	4,033	10.9%	3,880	9.9%
Singles and Young Families (25-34)	5,601	16.4%	6,302	17.1%	5,665	14.4%
Families, Empty Nesters (35-54)	9,307	27.3%	9,960	27.0%	11,140	28.3%
Enrichment Years Singles/Couples (55-64)	3,568	10.5%	4,377	11.8%	4,623	11.8%
▲ Retirement Opportunities (65+)	2,967	8.7%	4,146	11.2%	5,388	13.7%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,294	6.7%	2,302	6.2%	2,350	6.0%
5 to 9 years	2,065	6.1%	2,347	6.4%	2,404	6.1%
10 to 14 years	1,997	5.9%	2,147	5.8%	2,454	6.2%
▲ 15 to 17 years	1,225	3.6%	1,329	3.6%	1,420	3.6%
↓ 18 to 20 years	2,287	6.7%	1,946	5.3%	1,952	5.0%
↓ 21 to 24 years	2,559	7.5%	2,087	5.6%	1,928	4.9%
25 to 29 years	2,942	8.6%	3,245	8.8%	2,391	6.1%
▲ 30 to 34 years	2,659	7.8%	3,057	8.3%	3,274	8.3%
▲ 35 to 39 years	2,356	6.9%	2,816	7.6%	3,138	8.0%
40 to 44 years	2,297	6.7%	2,446	6.6%	2,988	7.6%
45 to 49 years	2,401	7.0%	2,327	6.3%	2,518	6.4%
↓ 50 to 54 years	2,253	6.6%	2,371	6.4%	2,496	6.3%
55 to 59 years	2,060	6.0%	2,292	6.2%	2,341	6.0%
▲ 60 to 64 years	1,508	4.4%	2,085	5.6%	2,282	5.8%
▲ 65 to 69 years	965	2.8%	1,595	4.3%	1,999	5.1%
▲ 70 to 74 years	669	2.0%	1,042	2.8%	1,550	3.9%
▲ 75 to 84 years	916	2.7%	1,040	2.8%	1,391	3.5%
85 or more years	417	1.2%	469	1.3%	448	1.1%

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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	30,147			
Single (Never Married)	11,781	39.1%	32.9%	119
Married	14,805	49.1%	50.2%	98
↓ Divorced/Widowed	3,561	11.8%	16.9%	70
<b>Marital Status Females 15 and Older (2016)</b>	15,451			
▲ Single (Never Married)	<b>5,574</b>	<b>36.1%</b>	<b>29.8%</b>	<b>121</b>
Married	7,438	48.1%	48.8%	99
↓ Divorced/Widowed	2,439	15.8%	21.4%	74
<b>Marital Status Males 15 and Older (2016)</b>	14,696			
Single (Never Married)	6,207	42.2%	36.2%	117
Married	7,367	50.1%	51.6%	97
↓ Divorced/Widowed	1,122	7.6%	12.3%	62
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	12,048			
Married Couple	6,035	50.1%	48.5%	103
▲ Other Family - Male Head of Household	<b>817</b>	<b>6.8%</b>	<b>4.9%</b>	<b>138</b>
Other Family - Female Head of Household	1,702	14.1%	13.0%	109
Non Family - Male Head of Household	1,761	14.6%	15.8%	92
Non Family - Female Head of Household	1,733	14.4%	17.7%	81
<b>Households With Children 0 to 18 (2016)</b>	4,485			
Married Couple Family	3,005	67.0%	65.2%	103
Other Family - Male Head of Household	438	9.8%	8.5%	115
Other Family - Female Head of Household	1,002	22.3%	25.3%	88
Non Family	40	0.9%	1.0%	92
<b>Population By Household Type (2016)</b>	36,944			
▲ Group Quarters	<b>1,219</b>	<b>3.3%</b>	<b>2.5%</b>	<b>131</b>



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	1,219			
↓ Correctional Facilities	5	0.4%	30.0%	1
▲ College Dorms	<b>1,067</b>	<b>87.5%</b>	<b>31.9%</b>	<b>275</b>
↓ Military	0	0.0%	4.2%	0
Nursing Homes	29	2.4%	18.7%	13
↓ Other	118	9.7%	15.2%	64
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	36,944			
↓ White (Non-Hispanic)	7,360	19.9%	61.3%	32
African-American (Non-Hisp)	4,422	12.0%	12.3%	97
▲ Hispanic/Latino	<b>13,155</b>	<b>35.6%</b>	<b>17.8%</b>	<b>200</b>
↓ Native American (Non-Hisp)	95	0.3%	0.7%	35
▲ Asian (Non-Hisp)	<b>9,082</b>	<b>24.6%</b>	<b>5.3%</b>	<b>466</b>
▲ Hawaiian & Pacific Islander (Non-Hisp)	<b>1,037</b>	<b>2.8%</b>	<b>0.2%</b>	<b>1,667</b>
▲ Other Races & Multiple Races (Non-Hisp)	<b>1,793</b>	<b>4.9%</b>	<b>2.4%</b>	<b>203</b>
<b>Asian Population By Race (2016)</b>	9,225			
▲ Chinese	<b>2,735</b>	<b>29.6%</b>	<b>22.3%</b>	<b>133</b>
↓ Japanese	249	2.7%	5.0%	54
Indian	1,696	18.4%	19.5%	94
↓ Korean	259	2.8%	9.6%	29
↓ Vietnamese	721	7.8%	11.0%	71
Other Asian Races	3,565	38.6%	32.5%	119
<b>Hispanic/Latino Population By Race (2016)</b>	13,155			
↓ White	4,813	36.6%	53.0%	69
↓ African-American	194	1.5%	2.5%	59
Native American	151	1.1%	1.4%	84
▲ Asian	<b>143</b>	<b>1.1%</b>	<b>0.4%</b>	<b>260</b>
▲ Other Races & Multiple Races	<b>7,854</b>	<b>59.7%</b>	<b>42.7%</b>	<b>140</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	13,155			
Mexican	9,810	74.6%	62.4%	120
↓ Puerto Rican	572	4.3%	9.5%	46
↓ Cuban	53	0.4%	3.5%	11
Other Hispanic Origin	2,720	20.7%	24.6%	84

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	9,723			
Pre-Primary (Public)	287	3.0%	3.4%	86
▲ Pre-Primary (Private)	<b>318</b>	<b>3.3%</b>	<b>2.6%</b>	<b>124</b>
↓ Elementary/High School (Public)	4,488	46.2%	58.9%	78
↓ Elementary/High School (Private)	486	5.0%	6.6%	75
▲ Enrolled in College	<b>4,142</b>	<b>42.6%</b>	<b>28.4%</b>	<b>150</b>
<b>Population By Education Completed (Age 25 and over) (2016)</b>	24,785			
▲ Elementary (Less than 9 years)	<b>2,183</b>	<b>8.8%</b>	<b>5.8%</b>	<b>151</b>
Some High School (9 to 11 years)	1,645	6.6%	7.8%	85
High School Graduate (12 years)	5,729	23.1%	27.9%	83
Some College (13 to 15 years)	5,172	20.9%	21.2%	99
Associate Degree	1,798	7.3%	8.0%	91
▲ Bachelor's Degree	<b>5,657</b>	<b>22.8%</b>	<b>18.3%</b>	<b>125</b>
Graduate Degree	2,600	10.5%	11.0%	95
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	17,907			
TOTAL WHITE COLLAR	11,250	62.8%	61.5%	102
Executive and Managerial	1,758	9.8%	9.7%	101
Professional Specialty	2,397	13.4%	16.6%	81
▲ Technical Support	<b>1,852</b>	<b>10.3%</b>	<b>8.3%</b>	<b>125</b>
Sales	2,228	12.4%	10.9%	115
Administrative Support & Clerical	3,015	16.8%	16.0%	105
TOTAL BLUE COLLAR	6,657	37.2%	38.5%	97
Service: Private Households	739	4.1%	3.7%	112
↓ Service: Protective	212	1.2%	2.2%	53
Service: Other	1,280	7.1%	7.5%	96
↓ Farming, Forestry & Fishing	46	0.3%	0.7%	35
Precision Production and Craft	1,874	10.5%	11.0%	95
Operators and Assemblers	696	3.9%	3.2%	120
▲ Transportation and Material Moving	<b>1,353</b>	<b>7.6%</b>	<b>6.2%</b>	<b>123</b>
↓ Laborers	457	2.6%	4.0%	63

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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	29,712			
Employed	18,171	61.2%	58.1%	105
<b>▲ Unemployed</b>	<b>2,117</b>	<b>7.1%</b>	<b>5.6%</b>	<b>127</b>
Not in Labor Force	9,423	31.7%	36.3%	87
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	11,106			
TOTAL WORKING	7,161	64.5%	66.8%	97
With No Own Children	4,653	41.9%	42.2%	99
<b>▲ With Own Children Age 0 to 5 only</b>	<b>775</b>	<b>7.0%</b>	<b>5.5%</b>	<b>128</b>
With Own Children Age 6 to 17 only	1,365	12.3%	14.8%	83
↓ With Own Children Both Age 0 to 5 and 6 to 17	368	3.3%	4.3%	77
TOTAL NOT WORKING (UNEMPLOYED)	768	6.9%	6.2%	111
<b>▲ With No Own Children</b>	<b>539</b>	<b>4.9%</b>	<b>3.8%</b>	<b>129</b>
<b>▲ With Own Children Age 0 to 5 only</b>	<b>111</b>	<b>1.0%</b>	<b>0.7%</b>	<b>152</b>
↓ With Own Children Age 6 to 17 only	100	0.9%	1.3%	72
↓ With Own Children Both Age 0 to 5 and 6 to 17	18	0.2%	0.5%	30
TOTAL NOT IN THE LABOR FORCE	3,179	28.6%	27.0%	106
<b>▲ With No Own Children</b>	<b>2,300</b>	<b>20.7%</b>	<b>17.1%</b>	<b>121</b>
With Own Children Age 0 to 5 only	305	2.7%	2.6%	106
↓ With Own Children Age 6 to 17 only	335	3.0%	4.6%	65
With Own Children Both Age 0 to 5 and 6 to 17	239	2.2%	2.6%	81
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	12,048			
Above Poverty Line (Households with Children)	8,006	62.5%	59.6%	105
Above Poverty Line (Households without Children)	3,847	30.0%	26.5%	113
↓ Below Poverty Line (Households with Children)	549	4.3%	7.9%	54
↓ Below Poverty Line (Households without Children)	414	3.2%	6.0%	54
<b>Households By Presence of Retirement Income (2013)</b>	10,962			
With Retirement Income	1,692	15.4%	17.6%	88
Without Retirement Income	9,140	83.4%	81.5%	102

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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	12,048			
Owner Occupied	6,819	56.6%	65.0%	87
▲ Renter Occupied	<b>5,229</b>	<b>43.4%</b>	<b>35.0%</b>	<b>124</b>
▲ Median Rent (2013)	<b>\$1,379</b>		<b>\$904</b>	<b>153</b>
<b>Structures By Number of Units (2016)</b>	12,773			
Single Unit	7,830	61.3%	67.3%	91
3 to 4 Units	999	7.8%	8.1%	96
▲ 5 to 19 Units	<b>1,921</b>	<b>15.0%</b>	<b>9.3%</b>	<b>161</b>
▲ 20 to 49 Units	<b>802</b>	<b>6.3%</b>	<b>3.6%</b>	<b>174</b>
▲ 50 or more Units	<b>875</b>	<b>6.9%</b>	<b>5.1%</b>	<b>134</b>
↓ Mobile Home	346	2.7%	6.4%	42
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.70		2.57	66
<b>Owner-Occupied Property Values (2016)</b>	6,819			
↓ Under \$40,000	108	1.6%	7.2%	22
↓ \$40,000 to \$59,999	89	1.3%	3.7%	35
↓ \$60,000 to \$79,999	134	2.0%	5.1%	38
↓ \$80,000 to \$99,999	84	1.2%	6.5%	19
↓ \$100,000 to 149,999	182	2.7%	15.1%	18
↓ \$150,000 to \$199,999	171	2.5%	14.6%	17
↓ \$200,000 to \$299,999	730	10.7%	18.1%	59
▲ \$300,000 to \$499,999	<b>1,941</b>	<b>28.5%</b>	<b>16.9%</b>	<b>168</b>
▲ \$500,000 to \$999,999	<b>2,568</b>	<b>37.7%</b>	<b>9.7%</b>	<b>388</b>
▲ \$1,000,000 and over	<b>811</b>	<b>11.9%</b>	<b>3.0%</b>	<b>393</b>
▲ Median Property Value	<b>\$532,123</b>		<b>\$192,432</b>	<b>277</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	12,773			
▲ <b>2010 and later</b>	<b>1,167</b>	<b>9.1%</b>	<b>5.5%</b>	<b>166</b>
↓ 2000 to 2009	1,046	8.2%	14.6%	56
1990 to 1999	1,511	11.8%	13.4%	88
1980 to 1989	1,937	15.2%	13.2%	115
▲ <b>1970 to 1979</b>	<b>2,910</b>	<b>22.8%</b>	<b>15.0%</b>	<b>152</b>
1960 to 1969	1,254	9.8%	10.4%	95
▲ <b>1950 to 1959</b>	<b>2,239</b>	<b>17.5%</b>	<b>10.3%</b>	<b>171</b>
↓ 1949 or earlier	710	5.6%	17.7%	31
<b>Households By Number of Persons (2016)</b>	12,048			
↓ 1 Person Household	2,467	20.5%	27.3%	75
2 Person Household	3,499	29.0%	32.3%	90
3 Person Household	2,184	18.1%	16.2%	112
4 Person Household	1,839	15.3%	13.1%	117
▲ <b>5 Person Household</b>	<b>1,020</b>	<b>8.5%</b>	<b>6.5%</b>	<b>131</b>
▲ <b>6 Person Household</b>	<b>549</b>	<b>4.6%</b>	<b>2.8%</b>	<b>165</b>
▲ <b>7 or more Person Household</b>	<b>489</b>	<b>4.1%</b>	<b>1.9%</b>	<b>213</b>
Average Persons Per Household	3.0		2.6	116
<b>Households By Heating Type (2013)</b>	10,832			
▲ <b>Utility and Other Gas</b>	<b>7,418</b>	<b>68.5%</b>	<b>54.0%</b>	<b>127</b>
Electric	3,185	29.4%	36.1%	81
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	37	0.3%	2.2%	15
↓ Solar/Other Fuel	0	0.0%	0.5%	0
▲ <b>No Fuel Used</b>	<b>191</b>	<b>1.8%</b>	<b>0.9%</b>	<b>187</b>

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	12,048			
↓ No Vehicles	489	4.1%	9.0%	45
1 Vehicle	3,364	27.9%	33.7%	83
2 Vehicle	4,750	39.4%	37.5%	105
▲ 3 or more Vehicles	<b>3,444</b>	<b>28.6%</b>	<b>19.8%</b>	<b>145</b>
<b>Workers By Travel Time to Work (2016)</b>	16,808			
↓ Less than 15 minutes	2,613	15.5%	27.3%	57
15 to 29 minutes	5,149	30.6%	36.5%	84
▲ 30 to 44 minutes	<b>4,320</b>	<b>25.7%</b>	<b>20.2%</b>	<b>127</b>
▲ 45 to 59 minutes	<b>2,253</b>	<b>13.4%</b>	<b>7.7%</b>	<b>173</b>
▲ 60 or more minutes	<b>2,474</b>	<b>14.7%</b>	<b>8.3%</b>	<b>177</b>
▲ Average Travel Time to Work (minutes)	<b>35.8</b>		<b>28.2</b>	<b>127</b>
<b>Workers By Type of Transportation to Work (2016)</b>	17,361			
Drive Alone	12,338	71.1%	76.9%	92
▲ Car Pool	<b>2,104</b>	<b>12.1%</b>	<b>9.6%</b>	<b>127</b>
▲ Public Transportation	<b>1,636</b>	<b>9.4%</b>	<b>5.1%</b>	<b>184</b>
↓ Walk to Work	333	1.9%	2.8%	68
▲ Other Means	<b>269</b>	<b>1.5%</b>	<b>1.2%</b>	<b>125</b>
Work at Home	681	3.9%	4.4%	89

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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	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	4,951	41.1%	15.1%	272
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,165	34.6%	14.7%	236
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	2,371	19.7%	31.4%	63
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	265	2.2%	6.9%	32
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	249	2.1%	18.4%	11
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	42	0.3%	13.1%	3

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
15	Reliable Young Starters	4,031	33.5%	4.3%	787
4	Educated Mid-Life Families	2,775	23.0%	3.4%	675
5	Prosperous Diversity	1,520	12.6%	3.1%	407
17	Large Young Families	967	8.0%	2.2%	373
10	Suburban Mid-Life Families	654	5.4%	5.5%	98
3	Mid-Life Prosperity	270	2.2%	1.5%	147
25	Working Country Consumers	260	2.2%	4.1%	52
14	Secure Mid-Life Families	253	2.1%	0.7%	320
23	Established Empty-Nesters	180	1.5%	3.4%	44
20	Cautious and Mature	158	1.3%	2.6%	50
18	Working Urban Families	157	1.3%	4.0%	33
28	Building Country Families	146	1.2%	2.8%	43
40	Surviving Urban Diversity	134	1.1%	4.0%	28
1	Traditional Affluent Families	120	1.0%	3.5%	29
45	Struggling Urban Diversity	115	1.0%	2.5%	39
12	Educated New Starters	66	0.5%	2.9%	19
8	Rising Potential Professionals	64	0.5%	2.3%	23
22	Mature and Established	54	0.4%	1.8%	25
7	Prosperous and Mature	28	0.2%	0.5%	43
29	Working Country Families	23	0.2%	1.0%	20

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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.		
21	Mature and Stable	18	0.1%	0.6%	26
27	Country Family Diversity	17	0.1%	0.3%	41
49	Exception Households	10	0.1%	0.2%	33
6	Prosperous New Country Families	7	0.1%	2.1%	3
2	Professional Affluent Families	6	0.0%	0.8%	6
9	Educated Working Families	6	0.0%	0.1%	59
30	Urban Senior Life	5	0.0%	0.8%	5
19	Educated and Promising	3	0.0%	0.1%	32
31	Mature Country Families	2	0.0%	0.5%	3
26	Working Suburban Families	2	0.0%	0.1%	14
11	Young Suburban Families	1	0.0%	3.0%	0
39	New Beginning Urbanites	1	0.0%	2.8%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	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
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
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
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
<b>TOTALS</b>		<b>12,053</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	26.2%	35.4%	74
↓ Somewhat Involved with Their Faith	24.0%	29.9%	80
<b>▲ Not Involved with Their Faith</b>	<b>51.0%</b>	<b>34.7%</b>	<b>147</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.0%	22.1%	77
Decreased Their Involvement with Their Faith in the Last 10 Years	21.6%	23.7%	91

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.7%</b>	<b>0.5%</b>	<b>145</b>
↓ Baptist	7.9%	16.1%	49
Catholic	22.0%	23.7%	93
Congregational	1.8%	2.0%	92
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.1%</b>	<b>0.4%</b>	<b>255</b>
Episcopal	2.7%	2.9%	92
↓ Holiness	0.2%	0.8%	19
Jehovah's Witnesses	1.0%	1.1%	93
<b>▲ Judaism</b>	<b>3.8%</b>	<b>3.2%</b>	<b>121</b>
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.6%	10.1%	46
<b>▲ Mormon</b>	<b>3.4%</b>	<b>1.8%</b>	<b>193</b>
<b>▲ New Age</b>	<b>1.1%</b>	<b>0.6%</b>	<b>200</b>
<b>▲ Non-Denominational / Independent</b>	<b>11.0%</b>	<b>6.9%</b>	<b>159</b>
<b>▲ Orthodox</b>	<b>0.3%</b>	<b>0.3%</b>	<b>113</b>
Pentecostal	2.5%	2.4%	101
Presbyterian / Reformed	5.0%	4.6%	109
Unitarian / Universalist	0.8%	0.7%	109
<b>▲ Interested but No Preference</b>	<b>5.8%</b>	<b>3.9%</b>	<b>150</b>
<b>▲ Not Interested and No Preference</b>	<b>18.7%</b>	<b>11.1%</b>	<b>169</b>
Likely to Have Changed Their Preference in the Last 10 Years	18.2%	16.8%	108

**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer A Leader Who:**

<b>▲ Tells them what to do</b>	<b>4.8%</b>	<b>4.0%</b>	<b>120</b>
↓ Lets them do what they want and is supportive	10.5%	11.7%	90
Lets them do what they want and stays out of the way	4.6%	4.8%	96
Works with them on deciding what to do and helps them do it	80.1%	79.6%	101

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	40.7%	43.5%	94
↓ Finding/Providing Health Insurance	21.7%	29.0%	75
Day-to-Day Financial Worries	30.3%	31.6%	96
Finding Employment Opportunities	15.4%	14.4%	107
▲ <b>Finding Affordable Housing</b>	<b>13.4%</b>	<b>11.3%</b>	<b>118</b>
↓ Providing Adequate Food	6.6%	8.6%	77
Finding Child Care	6.1%	6.3%	97
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.3%	16.7%	85
↓ Dealing With Teen / Child Problems	18.3%	20.7%	88
Finding/Providing Aging Parent Care	15.3%	15.5%	99
↓ Dealing With Abusive Relationships	9.6%	11.4%	85
↓ Dealing With Divorce	3.4%	4.5%	75
<b>COMMUNITY PROBLEMS:</b>			
▲ <b>Neighborhood Crime and Safety</b>	<b>32.1%</b>	<b>27.0%</b>	<b>119</b>
Finding/Providing Good Schools	24.5%	23.5%	104
Dealing with Problems in Schools	12.4%	13.6%	91
Dealing With Racial / Ethnic Prejudice	13.7%	13.1%	105
▲ <b>Dealing With Neighborhood Gangs</b>	<b>13.7%</b>	<b>8.5%</b>	<b>161</b>
Dealing with Social Injustice	12.4%	11.3%	110
<b>HOPES AND DREAMS:</b>			
▲ <b>Achieving Long-term Financial Security</b>	<b>56.6%</b>	<b>50.6%</b>	<b>112</b>
▲ <b>Finding Time for Recreation / Leisure</b>	<b>29.2%</b>	<b>25.3%</b>	<b>116</b>
Finding Better Quality Healthcare	21.4%	23.9%	90
Finding A Satisfying Job / Career	20.3%	19.3%	105
Finding Retirement Opportunities	18.1%	18.9%	96
Achieving A Fulfilling Marriage	23.6%	22.3%	106
Developing Parenting Skills	15.7%	14.7%	106
▲ <b>Achieving Educational Objectives</b>	<b>8.6%</b>	<b>7.5%</b>	<b>115</b>
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	29.1%	29.8%	98
Finding Companionship	18.2%	17.3%	106
↓ Finding A Good Church	9.6%	15.2%	63
↓ Finding Spiritual Teaching	9.0%	12.9%	69
Finding Life Direction	15.0%	14.0%	108

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#### KEY VALUES INDICATOR

##### Estimated 2016 Households Likely to Agree With the Following Statements:

###### **GOD:**

“I believe there is a God”	82.4%	84.5%	98
“God is actively involved in the world including nations and their governments”	57.9%	63.8%	91

###### **SOCIETY:**

“It is important to preserve the traditional American family structure”	89.7%	91.5%	98
“A healthy environment has become a national crisis”	83.0%	82.8%	100
“Public education is essential to the future of American society”	94.3%	94.0%	100

###### **INSTITUTIONAL ROLES:**

“Government should be the primary provider of human welfare services”	45.3%	50.1%	90
“The role of Churches / Synagogues is to help form and support moral values”	78.0%	81.1%	96
“Churches and religious organizations should provide more human services”	58.1%	62.6%	93

###### **RACIAL / ETHNIC CHANGE:**

“The United States must open its doors to all people groups”	36.6%	36.3%	101
“The changing racial / ethnic face of America is a threat to our national heritage”	35.1%	36.3%	97

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2016 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	59.7%	59.8%	100
More than \$500 per year	32.6%	31.2%	104
▲ More than \$1,000 per year	19.9%	17.4%	114

###### **TO CHARITIES:**

▲ More than \$100 per year	40.3%	33.7%	120
▲ More than \$500 per year	10.5%	6.8%	154
▲ More than \$1,000 per year	3.8%	2.3%	165

###### **TO COLLEGES AND UNIVERSITIES:**

▲ More than \$100 per year	20.3%	16.1%	126
▲ More than \$500 per year	5.7%	4.3%	133
▲ More than \$1,000 per year	3.5%	2.2%	159

*Ministry Area Profile 2016*  
**Compass**  
REPORT

Saint Clement Parish

**Study Area Definition:**  
Custom Polygon



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Custom Polygon

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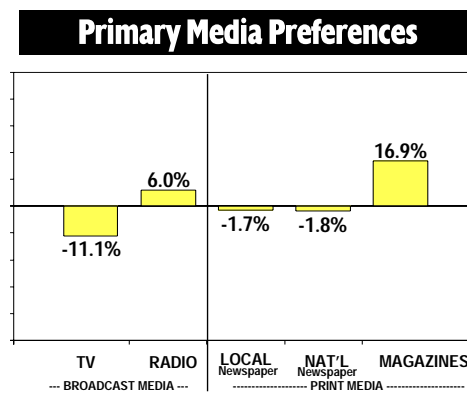
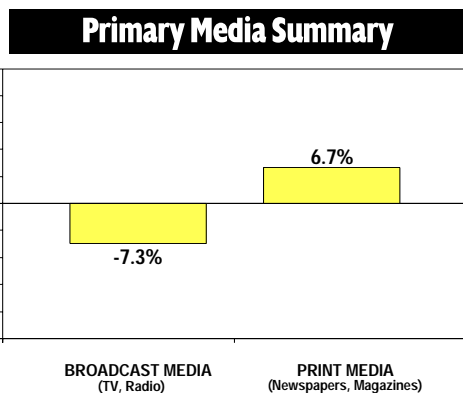
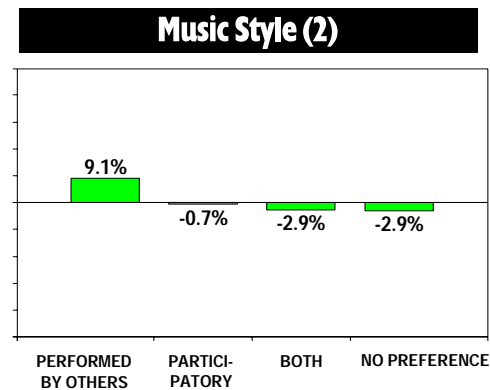
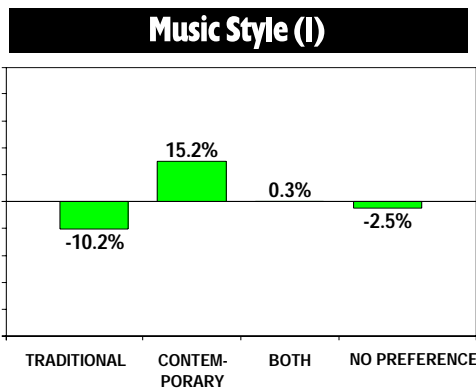
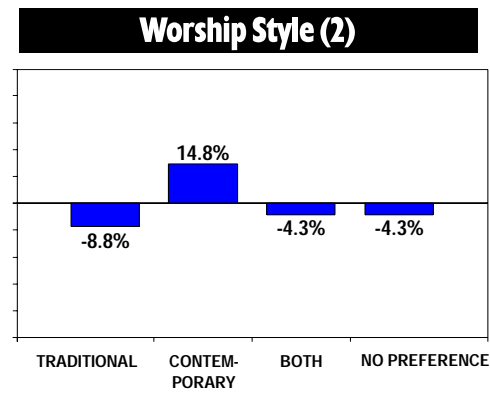
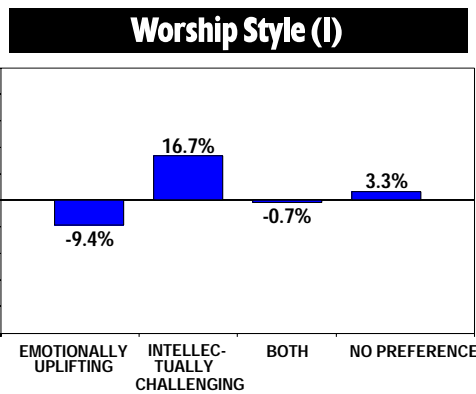
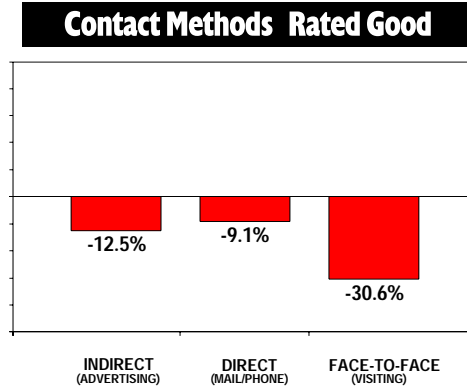
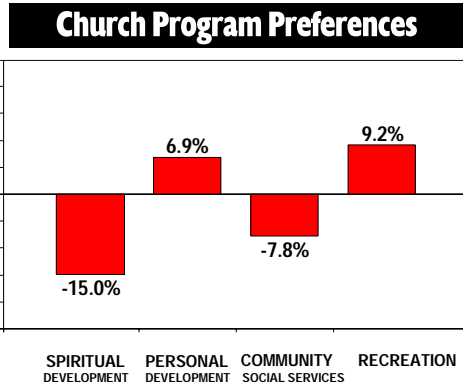
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Description	Study Area	U.S. Average	U.S. Comparative Index
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<b>CHURCH PROGRAM PREFERENCE INDICATOR</b>			
<b>Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:</b>			
<b><i>SPIRITUAL DEVELOPMENT:</i></b>			
↓ Bible Study Discussion and Prayer Groups	32.6%	41.1%	79
Adult Theological Discussion Groups	20.8%	22.5%	93
Spiritual Retreats	10.6%	11.6%	91
<b><i>PERSONAL DEVELOPMENT:</i></b>			
Marriage Enrichment Opportunities	16.5%	15.2%	108
Parent Training Programs	8.6%	7.8%	110
Twelve Step Programs	3.7%	3.5%	107
↓ Divorce Recovery	2.1%	2.4%	86
<b><i>COMMUNITY/SOCIAL SERVICES:</i></b>			
Personal or Family Counseling	21.7%	22.5%	97
Care for the Terminally Ill	14.2%	15.7%	91
↓ Food and Clothing Resources	6.8%	11.1%	61
▲ Day Care Services	<b>7.2%</b>	<b>6.1%</b>	<b>118</b>
▲ Church Sponsored Day-School	<b>6.3%</b>	<b>5.7%</b>	<b>111</b>
<b><i>RECREATION:</i></b>			
Youth Social Programs	32.7%	29.7%	110
Family Activities and Outings	35.3%	32.8%	108
Active Retirement Programs	25.9%	26.8%	97
▲ Cultural Programs (Music, Drama, Art)	<b>23.2%</b>	<b>18.9%</b>	<b>123</b>
▲ Sports or Camping	<b>8.0%</b>	<b>6.3%</b>	<b>126</b>

<b>SUMMARY</b>	
↓ Spiritual Development Index	85
Personal Development Index	107
Community/Social Services Index	92
Recreation Index	109



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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	<b>13.0%</b>	<b>11.1%</b>	<b>117</b>
C. Both A and B	38.9%	39.2%	99
D. No Preference or Not Interested	24.1%	23.4%	103

**PART 2:**

A. Traditional/Formal/Ceremonial	18.5%	20.2%	91
▲ B. Contemporary/Informal	<b>30.2%</b>	<b>26.3%</b>	<b>115</b>
C. Both A and B	25.4%	26.5%	96
D. No Preference or Not Interested	25.8%	26.9%	96

**MUSIC STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Music which is:**

**PART 1:**

A. Traditional	21.9%	24.4%	90
▲ B. Contemporary	<b>22.7%</b>	<b>19.7%</b>	<b>115</b>
C. Both A and B	31.2%	31.1%	100
D. No Preference or Not Interested	24.1%	24.8%	97

**PART 2:**

A. Performed by Others	20.4%	18.7%	109
B. Participatory	22.8%	22.9%	99
C. Both A and B	31.3%	32.2%	97
D. No Preference or Not Interested	25.4%	26.2%	97





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	23.1%	22.0%	105
B. Personal Spiritual Development	15.1%	14.3%	106
C. Both A and B	36.3%	37.4%	97
D. No Preference or Not Interested	25.4%	26.3%	96

**PART 2:**

A. Global Mission	6.4%	6.2%	103
B. Local Mission	33.4%	33.3%	100
C. Both A and B	29.5%	30.1%	98
D. No Preference or Not Interested	30.4%	30.4%	100

**CHURCH ARCHITECTURE INDICATOR**

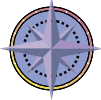
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	22.2%	26.6%	83
▲ B. Contemporary	<b>20.6%</b>	<b>15.9%</b>	<b>129</b>
C. Both A and B	32.7%	32.3%	101
D. No Preference or Not Interested	24.6%	25.1%	98

**PART 2:**

↓ A. Somber/Serious	7.1%	9.4%	75
▲ B. Light and Airy	<b>40.2%</b>	<b>34.7%</b>	<b>116</b>
C. Both A and B	26.4%	27.7%	95
D. No Preference or Not Interested	26.5%	28.2%	94



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### PRIMARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

↓ Television	42.0%	47.3%	89
Radio	14.1%	13.3%	106

**PRINT MEDIA:**

Local Newspaper	38.0%	36.1%	105
National Newspaper	4.3%	4.3%	98
▲ Magazines	3.5%	2.4%	146

### SECONDARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

Television	31.8%	31.9%	100
Radio	22.1%	23.8%	93

**PRINT MEDIA:**

Local Newspaper	32.1%	32.7%	98
National Newspaper	5.4%	5.8%	94
▲ Magazines	8.2%	7.0%	117

### SUMMARY

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



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**CHURCH CONTACT METHODS RATED GOOD**

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
Local Radio Announcements or Advertisements	32.6%	36.2%	90
↓ Putting Ad in Local Newspaper	29.4%	33.8%	87
↓ Local Cable Channels	25.9%	30.4%	85
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.1%	53.7%	95
↓ Calling and Offering to Send Information By Mail	25.5%	29.5%	86
↓ Calling and Discussing on the Phone	10.0%	12.0%	83
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.8%	20.1%	69
↓ Going Door to Door	9.8%	14.0%	70

**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	23.5%	19.6%	120
▲ Putting Ad in Local Newspaper	27.7%	21.5%	129
▲ Local Cable Channels	34.7%	30.7%	113
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.9%	13.3%	127
▲ Calling and Offering to Send Information By Mail	40.6%	34.0%	119
▲ Calling and Discussing on the Phone	69.1%	60.6%	114
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.0%	49.6%	121
Going Door to Door	70.2%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	88
Direct Methods Index	91
↓ Face-to-Face Methods Index	69

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	120
▲ Direct Methods Index	117
▲ Face-to-Face Methods Index	115