

ministry
area ●●●●●●
profile **2016**

Saint Cornelius Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Cornelius Parish

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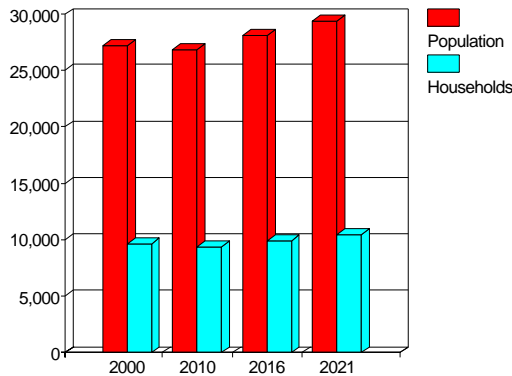
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 28,123 persons residing in the defined study area. This represents an increase of 927 or 3.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 4.3% or 1,220 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 high* with 23 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Black Households* representing 20.3% 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 13.8% of the population and all other racial/ethnic groups make up a substantial 86.3% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 52.0% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 11.9% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**
A The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 8,459 persons or 30.1% of the total population in the area. *Generation Z* (age 0 to 14) make up 21.9% 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 *very low*. While 73.4% 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 22.7% 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, Affordable Housing, Racial/Ethnic Prejudice, Neighborhood Crime and Safety, Social Injustice and Employment Opportunities*. (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 \$67,596 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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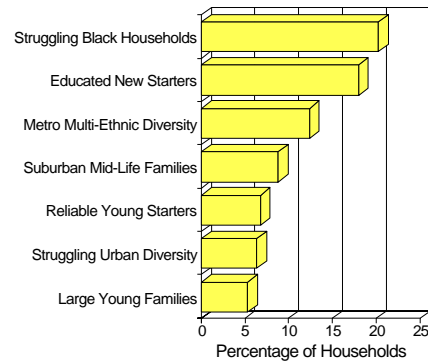
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Population and Households

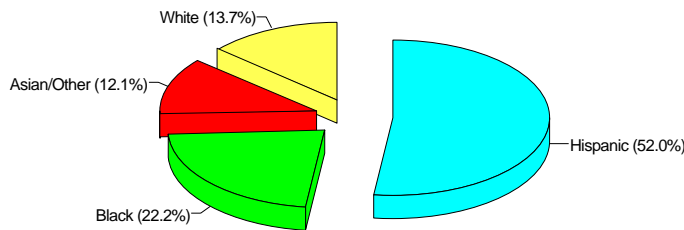


Primary U.S. Lifestyles Segments-2016

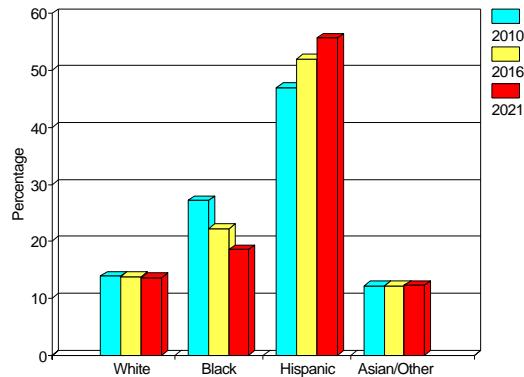


The population in the study area has increased by 1248 persons, or 4.6% since 2010 and is projected to increase by 1220 persons, or 4.3% between 2016 and 2021. The number of households has increased by 590, or 6.3% since 2010 and is projected to increase by 510, or 5.1% between 2016 and 2021.

Population By Race/Ethnicity-2016

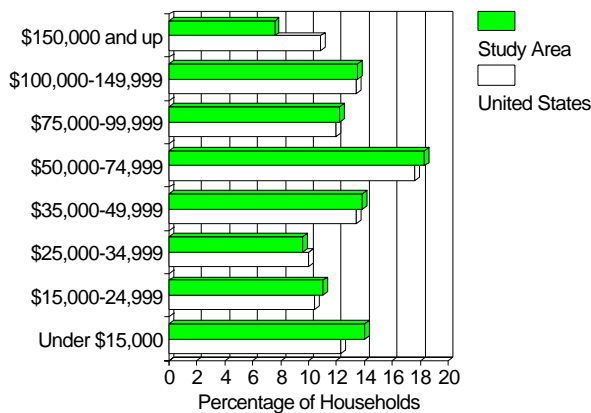


Population By Race/Ethnicity Trend

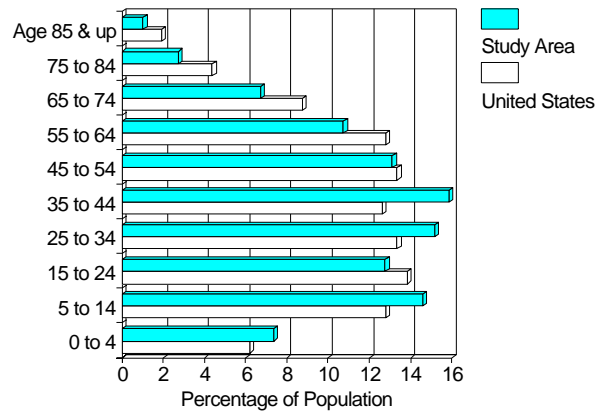


Between 2016 and 2021, the White population is projected to increase by 104 persons and to decrease from 13.7% to 13.5% of the total population. The Black population is projected to decrease by 815 persons and to decrease from 22.2% to 18.5% of the total. The Hispanic/Latino population is projected to increase by 1743 persons and to increase from 52.0% to 55.7% of the total. The Asian/Other population is projected to increase by 187 persons and to increase from 12.1% to 12.2% of the total population.

Households By Income-2016



Population by Age-2016

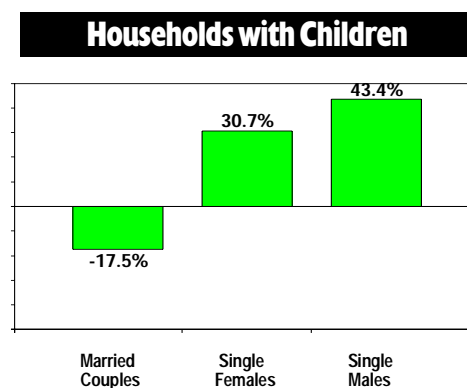
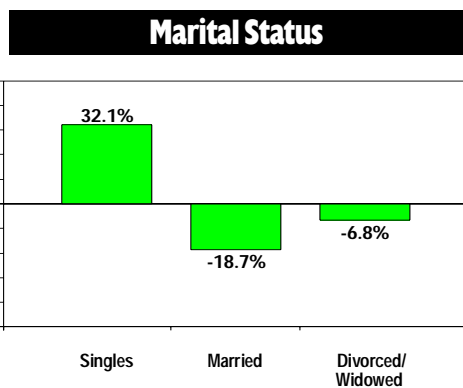
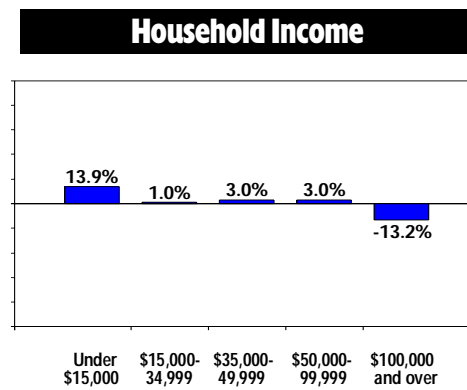
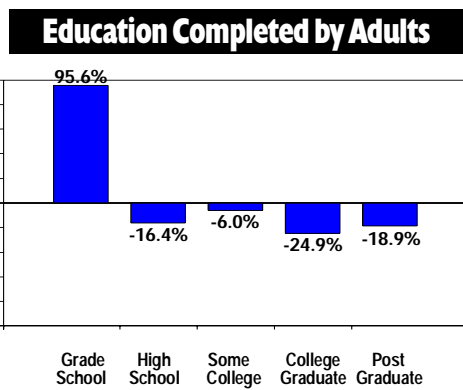
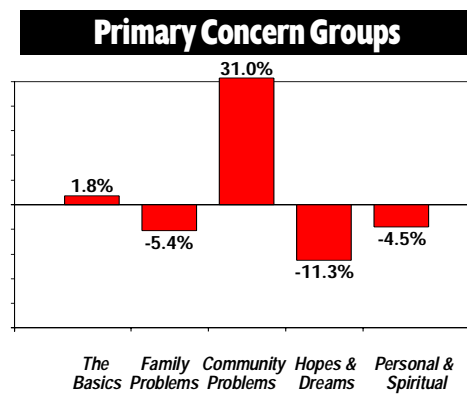
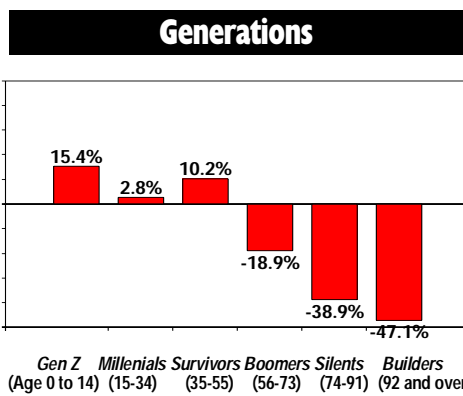
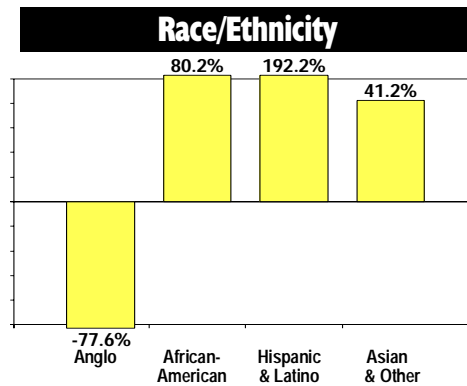
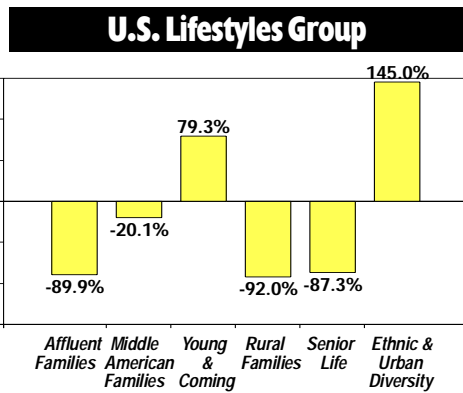


The average household income in the study area is \$67596 a year as compared to the U.S. average of \$77135. The average age in the study area is 35.8 and is projected to increase to 36.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
Population	27,196	26,875	28,123	29,343		
Population Change		(321)	1,248	1,220		
Percentage Change		-1.2%	4.6%	4.3%		
▲ Average Annual Growth Rate		-0.1%	0.8%	0.9%		
Density (Pop. per square mile)	9,126	9,018	9,437	9,847		
HOUSEHOLDS						
Households	9,595	9,327	9,917	10,427		
Household Change		(268)	590	510		
Percentage Change		-2.8%	6.3%	5.1%		
Average Annual Growth Rate		-0.3%	1.1%	1.0%		
Persons Per Household	2.80	2.85	2.80	2.78		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	3,722	13.8%	3,866	13.7%	3,970	13.5%
↓ African-American (Non-Hisp)	7,289	27.1%	6,242	22.2%	5,427	18.5%
▲ Hispanic/Latino	12,622	47.0%	14,611	52.0%	16,354	55.7%
▲ Asian/Other (Non-Hisp)	3,242	12.1%	3,404	12.1%	3,591	12.2%
POPULATION BY GENDER						
↓ Female	13,704	51.0%	14,282	50.8%	14,868	50.7%
▲ Male	13,171	49.0%	13,841	49.2%	14,474	49.3%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	3,769	14.0%	6,161	21.9%	8,222	28.0%
↓ Millennials (Born 1982 to 2001)	7,810	29.1%	7,855	27.9%	7,847	26.7%
↓ Survivors (Born 1961 to 1981)	8,497	31.6%	8,460	30.1%	8,471	28.9%
↓ Boomers (Born 1943 to 1960)	4,911	18.3%	4,442	15.8%	3,925	13.4%
↓ Silents (Born 1925 to 1942)	1,584	5.9%	1,147	4.1%	873	3.0%
↓ Builders (Born 1924 and earlier)	284	1.1%	58	0.2%	3	0.0%
AGE						
▲ Average Age		34.5		35.8		36.9
▲ Median Age		33.2		35.0		36.5
INCOME						
▲ Average Household Income		\$58,207		\$67,596		\$74,070
▲ Median Household Income		\$47,254		\$53,647		\$58,446
▲ Per Capita Income		\$20,201		\$23,837		\$26,321

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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	488	5.2%	752	7.6%	1,026	9.8%
▲ \$100,000 to \$149,999	1,032	11.1%	1,340	13.5%	1,519	14.6%
\$75,000 to \$99,999	1,200	12.9%	1,210	12.2%	1,303	12.5%
↓ \$50,000 to \$74,999	1,784	19.1%	1,815	18.3%	1,838	17.6%
↓ \$35,000 to \$49,999	1,416	15.2%	1,369	13.8%	1,373	13.2%
\$25,000 to \$34,999	879	9.4%	945	9.5%	959	9.2%
↓ \$15,000 to \$24,999	1,166	12.5%	1,096	11.1%	1,071	10.3%
↓ Under \$15,000	1,362	14.6%	1,390	14.0%	1,338	12.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,197	8.2%	2,062	7.3%	2,048	7.0%
Required Formal Schooling (5-17)	4,968	18.5%	5,245	18.7%	5,421	18.5%
College Years, Career Starts (18-24)	2,661	9.9%	2,442	8.7%	2,595	8.8%
↓ Singles and Young Families (25-34)	4,466	16.6%	4,267	15.2%	3,776	12.9%
▲ Families, Empty Nesters (35-54)	7,471	27.8%	8,141	28.9%	8,737	29.8%
▲ Enrichment Years Singles/Couples (55-64)	2,738	10.2%	3,019	10.7%	3,200	10.9%
▲ Retirement Opportunities (65+)	2,353	8.8%	2,947	10.5%	3,564	12.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,197	8.2%	2,062	7.3%	2,048	7.0%
5 to 9 years	1,965	7.3%	2,117	7.5%	2,024	6.9%
▲ 10 to 14 years	1,848	6.9%	1,982	7.0%	2,145	7.3%
15 to 17 years	1,155	4.3%	1,146	4.1%	1,252	4.3%
18 to 20 years	1,145	4.3%	1,040	3.7%	1,124	3.8%
↓ 21 to 24 years	1,516	5.6%	1,402	5.0%	1,471	5.0%
↓ 25 to 29 years	2,191	8.2%	2,003	7.1%	1,877	6.4%
↓ 30 to 34 years	2,275	8.5%	2,264	8.1%	1,899	6.5%
35 to 39 years	2,089	7.8%	2,294	8.2%	2,229	7.6%
▲ 40 to 44 years	1,909	7.1%	2,161	7.7%	2,375	8.1%
▲ 45 to 49 years	1,786	6.6%	1,935	6.9%	2,129	7.3%
50 to 54 years	1,687	6.3%	1,751	6.2%	2,004	6.8%
55 to 59 years	1,470	5.5%	1,595	5.7%	1,654	5.6%
▲ 60 to 64 years	1,268	4.7%	1,424	5.1%	1,546	5.3%
▲ 65 to 69 years	810	3.0%	1,145	4.1%	1,206	4.1%
▲ 70 to 74 years	572	2.1%	746	2.7%	1,082	3.7%
▲ 75 to 84 years	656	2.4%	764	2.7%	1,000	3.4%
↓ 85 or more years	315	1.2%	292	1.0%	276	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)	21,962			
▲ Single (Never Married)	9,542	43.4%	32.9%	132
Married	8,952	40.8%	50.2%	81
Divorced/Widowed	3,468	15.8%	16.9%	93
Marital Status Females 15 and Older (2016)	11,267			
▲ Single (Never Married)	4,440	39.4%	29.8%	132
Married	4,457	39.6%	48.8%	81
Divorced/Widowed	2,370	21.0%	21.4%	98
Marital Status Males 15 and Older (2016)	10,695			
▲ Single (Never Married)	5,102	47.7%	36.2%	132
Married	4,495	42.0%	51.6%	81
Divorced/Widowed	1,098	10.3%	12.3%	84
FAMILY STRUCTURE				
Households By Type (2016)	9,917			
↓ Married Couple	3,598	36.3%	48.5%	75
▲ Other Family - Male Head of Household	790	8.0%	4.9%	162
▲ Other Family - Female Head of Household	2,021	20.4%	13.0%	157
Non Family - Male Head of Household	1,645	16.6%	15.8%	105
Non Family - Female Head of Household	1,864	18.8%	17.7%	106
Households With Children 0 to 18 (2016)	3,895			
Married Couple Family	2,095	53.8%	65.2%	82
▲ Other Family - Male Head of Household	473	12.1%	8.5%	143
▲ Other Family - Female Head of Household	1,290	33.1%	25.3%	131
Non Family	37	0.9%	1.0%	98
Population By Household Type (2016)	28,123			
↓ Group Quarters	328	1.2%	2.5%	46

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	328			
↓ Correctional Facilities	7	2.1%	30.0%	7
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	86	26.2%	18.7%	140
▲ Other	235	71.6%	15.2%	471
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	28,123			
↓ White (Non-Hispanic)	3,866	13.7%	61.3%	22
▲ African-American (Non-Hisp)	6,242	22.2%	12.3%	180
▲ Hispanic/Latino	14,610	52.0%	17.8%	292
↓ Native American (Non-Hisp)	67	0.2%	0.7%	33
▲ Asian (Non-Hisp)	2,288	8.1%	5.3%	154
▲ Hawaiian & Pacific Islander (Non-Hisp)	126	0.4%	0.2%	266
▲ Other Races & Multiple Races (Non-Hisp)	924	3.3%	2.4%	137
Asian Population By Race (2016)	2,330			
▲ Chinese	814	34.9%	22.3%	156
↓ Japanese	47	2.0%	5.0%	40
↓ Indian	205	8.8%	19.5%	45
↓ Korean	21	0.9%	9.6%	9
↓ Vietnamese	43	1.8%	11.0%	17
▲ Other Asian Races	1,200	51.5%	32.5%	158
Hispanic/Latino Population By Race (2016)	14,610			
↓ White	5,131	35.1%	53.0%	66
↓ African-American	173	1.2%	2.5%	47
↓ Native American	159	1.1%	1.4%	80
↓ Asian	42	0.3%	0.4%	69
▲ Other Races & Multiple Races	9,105	62.3%	42.7%	146
Hispanic/Latino Population By Origin (2016)	14,610			
Mexican	10,447	71.5%	62.4%	115
↓ Puerto Rican	168	1.1%	9.5%	12
↓ Cuban	41	0.3%	3.5%	8
Other Hispanic Origin	3,954	27.1%	24.6%	110

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	7,647			
▲ Pre-Primary (Public)	373	4.9%	3.4%	142
↓ Pre-Primary (Private)	38	0.5%	2.6%	19
Elementary/High School (Public)	4,818	63.0%	58.9%	107
Elementary/High School (Private)	505	6.6%	6.6%	100
Enrolled in College	1,913	25.0%	28.4%	88
Population By Education Completed (Age 25 and over) (2016)	18,374			
▲ Elementary (Less than 9 years)	2,687	14.6%	5.8%	251
▲ Some High School (9 to 11 years)	2,194	11.9%	7.8%	154
High School Graduate (12 years)	4,282	23.3%	27.9%	84
Some College (13 to 15 years)	3,683	20.0%	21.2%	95
Associate Degree	1,353	7.4%	8.0%	92
↓ Bachelor's Degree	2,528	13.8%	18.3%	75
Graduate Degree	1,647	9.0%	11.0%	81
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	12,390			
↓ TOTAL WHITE COLLAR	5,820	47.0%	61.5%	76
↓ Executive and Managerial	755	6.1%	9.7%	63
↓ Professional Specialty	1,461	11.8%	16.6%	71
↓ Technical Support	708	5.7%	8.3%	69
↓ Sales	1,048	8.5%	10.9%	78
Administrative Support & Clerical	1,848	14.9%	16.0%	93
▲ TOTAL BLUE COLLAR	6,572	53.0%	38.5%	138
▲ Service: Private Households	569	4.6%	3.7%	124
↓ Service: Protective	187	1.5%	2.2%	68
▲ Service: Other	1,161	9.4%	7.5%	126
▲ Farming, Forestry & Fishing	117	0.9%	0.7%	130
▲ Precision Production and Craft	1,862	15.0%	11.0%	137
↓ Operators and Assemblers	273	2.2%	3.2%	68
Transportation and Material Moving	715	5.8%	6.2%	94
▲ Laborers	1,688	13.6%	4.0%	337

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	21,590			
Employed	12,466	57.7%	58.1%	99
▲ Unemployed	1,493	6.9%	5.6%	123
Not in Labor Force	7,632	35.3%	36.3%	97
Total Female Pop. By Work Status (Age 20 to 64) (2013)	9,343			
TOTAL WORKING	5,869	62.8%	66.8%	94
With No Own Children	3,782	40.5%	42.2%	96
With Own Children Age 0 to 5 only	554	5.9%	5.5%	109
With Own Children Age 6 to 17 only	1,200	12.8%	14.8%	87
With Own Children Both Age 0 to 5 and 6 to 17	333	3.6%	4.3%	83
▲ TOTAL NOT WORKING (UNEMPLOYED)	835	8.9%	6.2%	144
▲ With No Own Children	466	5.0%	3.8%	133
▲ With Own Children Age 0 to 5 only	115	1.2%	0.7%	187
▲ With Own Children Age 6 to 17 only	212	2.3%	1.3%	180
With Own Children Both Age 0 to 5 and 6 to 17	42	0.4%	0.5%	82
TOTAL NOT IN THE LABOR FORCE	2,639	28.2%	27.0%	105
With No Own Children	1,430	15.3%	17.1%	90
With Own Children Age 0 to 5 only	230	2.5%	2.6%	95
With Own Children Age 6 to 17 only	509	5.4%	4.6%	117
▲ With Own Children Both Age 0 to 5 and 6 to 17	470	5.0%	2.6%	190
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	9,917			
Above Poverty Line (Households with Children)	5,083	50.2%	59.6%	84
Above Poverty Line (Households without Children)	2,533	25.0%	26.5%	94
▲ Below Poverty Line (Households with Children)	1,323	13.1%	7.9%	166
▲ Below Poverty Line (Households without Children)	1,182	11.7%	6.0%	194
Households By Presence of Retirement Income (2013)	9,327			
With Retirement Income	1,380	14.8%	17.6%	84
Without Retirement Income	8,123	87.1%	81.5%	107

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Custom Polygon

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HOUSING				
Occupied Units By Type (2016)	9,917			
↓ Owner Occupied	4,731	47.7%	65.0%	73
▲ Renter Occupied	5,186	52.3%	35.0%	149
▲ Median Rent (2013)	\$1,134		\$904	125
Structures By Number of Units (2016)	10,844			
Single Unit	6,340	58.5%	67.3%	87
▲ 3 to 4 Units	2,452	22.6%	8.1%	279
▲ 5 to 19 Units	1,532	14.1%	9.3%	151
↓ 20 to 49 Units	184	1.7%	3.6%	47
↓ 50 or more Units	272	2.5%	5.1%	49
↓ Mobile Home	30	0.3%	6.4%	4
▲ Other	34	0.3%	0.1%	368
↓ Single To Multiple Unit Ratio	1.43		2.57	55
Owner-Occupied Property Values (2016)	4,731			
↓ Under \$40,000	104	2.2%	7.2%	30
↓ \$40,000 to \$59,999	40	0.8%	3.7%	23
↓ \$60,000 to \$79,999	68	1.4%	5.1%	28
↓ \$80,000 to \$99,999	68	1.4%	6.5%	22
\$100,000 to 149,999	588	12.4%	15.1%	82
\$150,000 to \$199,999	778	16.4%	14.6%	113
▲ \$200,000 to \$299,999	1,215	25.7%	18.1%	142
▲ \$300,000 to \$499,999	1,286	27.2%	16.9%	160
\$500,000 to \$999,999	526	11.1%	9.7%	115
↓ \$1,000,000 and over	60	1.3%	3.0%	42
▲ Median Property Value	\$281,022		\$192,432	146

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	10,844			
2010 and later	623	5.7%	5.5%	104
↓ 2000 to 2009	651	6.0%	14.6%	41
1990 to 1999	1,267	11.7%	13.4%	87
↓ 1980 to 1989	1,059	9.8%	13.2%	74
↓ 1970 to 1979	733	6.8%	15.0%	45
1960 to 1969	1,023	9.4%	10.4%	91
▲ 1950 to 1959	1,904	17.6%	10.3%	171
▲ 1949 or earlier	3,585	33.1%	17.7%	187
Households By Number of Persons (2016)	9,917			
1 Person Household	2,903	29.3%	27.3%	107
2 Person Household	2,576	26.0%	32.3%	81
3 Person Household	1,540	15.5%	16.2%	96
4 Person Household	1,236	12.5%	13.1%	95
5 Person Household	756	7.6%	6.5%	118
▲ 6 Person Household	446	4.5%	2.8%	163
▲ 7 or more Person Household	460	4.6%	1.9%	243
Average Persons Per Household	2.8		2.6	110
Households By Heating Type (2013)	9,504			
Utility and Other Gas	6,026	63.4%	54.0%	117
Electric	3,115	32.8%	36.1%	91
↓ Oil	12	0.1%	6.1%	2
↓ Coal and Wood	24	0.3%	2.2%	11
Solar/Other Fuel	52	0.5%	0.5%	111
▲ No Fuel Used	275	2.9%	0.9%	306

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TRANSPORTATION				
Households By Number of Vehicles (2016)	9,917			
▲ No Vehicles	1,090	11.0%	9.0%	122
▲ 1 Vehicle	4,076	41.1%	33.7%	122
2 Vehicle	3,176	32.0%	37.5%	85
3 or more Vehicles	1,575	15.9%	19.8%	80
Workers By Travel Time to Work (2016)	11,736			
↓ Less than 15 minutes	2,153	18.3%	27.3%	67
15 to 29 minutes	3,603	30.7%	36.5%	84
▲ 30 to 44 minutes	2,917	24.9%	20.2%	123
▲ 45 to 59 minutes	1,396	11.9%	7.7%	154
▲ 60 or more minutes	1,666	14.2%	8.3%	171
▲ Average Travel Time to Work (minutes)	34.8		28.2	123
Workers By Type of Transportation to Work (2016)	11,925			
↓ Drive Alone	6,759	56.7%	76.9%	74
▲ Car Pool	2,444	20.5%	9.6%	214
▲ Public Transportation	1,999	16.8%	5.1%	328
↓ Walk to Work	256	2.1%	2.8%	76
Other Means	129	1.1%	1.2%	87
↓ Work at Home	338	2.8%	4.4%	65

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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)	4,465	45.0%	18.4%	245
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,606	26.3%	14.7%	179
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	2,491	25.1%	31.4%	80
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	152	1.5%	15.1%	10
4	Rural Families (27, 26, 29, 33, 35 and 38)	103	1.0%	13.1%	8
5	Senior Life (7, 20, 21, 22, 30 and 31)	87	0.9%	6.9%	13

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	2,013	20.3%	2.5%	807
12	Educated New Starters	1,784	18.0%	2.9%	613
24	Metro Multi-Ethnic Diversity	1,228	12.4%	2.7%	451
10	Suburban Mid-Life Families	872	8.8%	5.5%	159
15	Reliable Young Starters	673	6.8%	4.3%	160
45	Struggling Urban Diversity	629	6.3%	2.5%	258
17	Large Young Families	526	5.3%	2.2%	247
18	Working Urban Families	485	4.9%	4.0%	123
40	Surviving Urban Diversity	402	4.1%	4.0%	100
25	Working Country Consumers	257	2.6%	4.1%	63
28	Building Country Families	192	1.9%	2.8%	69
23	Established Empty-Nesters	159	1.6%	3.4%	47
8	Rising Potential Professionals	149	1.5%	2.3%	64
43	Laboring Urban Diversity	136	1.4%	0.5%	271
4	Educated Mid-Life Families	114	1.1%	3.4%	34
29	Working Country Families	70	0.7%	1.0%	73
20	Cautious and Mature	55	0.6%	2.6%	21
14	Secure Mid-Life Families	38	0.4%	0.7%	58
27	Country Family Diversity	32	0.3%	0.3%	95
41	Struggling Hispanic Households	29	0.3%	1.6%	18

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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.		
22	Mature and Established	19	0.2%	1.8%	11
48	Struggling Urban Life	15	0.2%	0.8%	19
49	Exception Households	15	0.2%	0.2%	61
42	Laboring Rural Diversity	8	0.1%	1.5%	5
21	Mature and Stable	6	0.1%	0.6%	11
7	Prosperous and Mature	5	0.1%	0.5%	9
32	Working Urban Life	4	0.0%	1.7%	2
30	Urban Senior Life	1	0.0%	0.8%	1
31	Mature Country Families	1	0.0%	0.5%	2
26	Working Suburban Families	1	0.0%	0.1%	8
44	Laboring Urban Life	1	0.0%	0.1%	13
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	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
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		9,919	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

Strongly Involved with Their Faith	32.3%	35.4%	91
↓ Somewhat Involved with Their Faith	24.3%	29.9%	81
▲ Not Involved with Their Faith	41.7%	34.7%	120

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.1%	22.1%	82
Decreased Their Involvement with Their Faith in the Last 10 Years	22.5%	23.7%	95

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	175
↓ Baptist	12.7%	16.1%	79
↓ Catholic	19.3%	23.7%	82
↓ Congregational	1.5%	2.0%	78
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	277
↓ Episcopal	2.6%	2.9%	89
↓ Holiness	0.6%	0.8%	70
▲ Jehovah's Witnesses	1.5%	1.1%	144
Judaism	3.3%	3.2%	105
↓ Lutheran	5.1%	7.2%	71
↓ Methodist	5.4%	10.1%	54
▲ Mormon	2.7%	1.8%	155
▲ New Age	1.2%	0.6%	207
▲ Non-Denominational / Independent	10.6%	6.9%	153
↓ Orthodox	0.2%	0.3%	77
▲ Pentecostal	3.1%	2.4%	128
↓ Presbyterian / Reformed	3.9%	4.6%	86
Unitarian / Universalist	0.7%	0.7%	104
▲ Interested but No Preference	5.7%	3.9%	148
▲ Not Interested and No Preference	16.9%	11.1%	152
▲ Likely to Have Changed Their Preference in the Last 10 Years	18.6%	16.8%	111

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	3.6%	4.0%	90
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	5.6%	4.8%	117
Works with them on deciding what to do and helps them do it	79.3%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.6%	43.5%	93
↓ Finding/Providing Health Insurance	23.5%	29.0%	81
Day-to-Day Financial Worries	32.2%	31.6%	102
▲ Finding Employment Opportunities	17.6%	14.4%	122
▲ Finding Affordable Housing	18.7%	11.3%	166
Providing Adequate Food	8.7%	8.6%	101
Finding Child Care	6.0%	6.3%	96
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	16.7%	16.7%	100
Dealing With Teen / Child Problems	19.5%	20.7%	94
↓ Finding/Providing Aging Parent Care	12.5%	15.5%	80
▲ Dealing With Abusive Relationships	13.4%	11.4%	118
↓ Dealing With Divorce	3.0%	4.5%	67
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	40.2%	27.0%	149
Finding/Providing Good Schools	21.7%	23.5%	93
↓ Dealing with Problems in Schools	11.8%	13.6%	87
▲ Dealing With Racial / Ethnic Prejudice	20.3%	13.1%	155
▲ Dealing With Neighborhood Gangs	17.6%	8.5%	208
▲ Dealing with Social Injustice	15.3%	11.3%	135
HOPES AND DREAMS:			
Achieving Long-term Financial Security	48.1%	50.6%	95
↓ Finding Time for Recreation / Leisure	22.3%	25.3%	88
Finding Better Quality Healthcare	22.3%	23.9%	93
Finding A Satisfying Job / Career	17.9%	19.3%	93
↓ Finding Retirement Opportunities	15.2%	18.9%	80
↓ Achieving A Fulfilling Marriage	17.5%	22.3%	79
↓ Developing Parenting Skills	10.2%	14.7%	69
▲ Achieving Educational Objectives	8.5%	7.5%	113
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.4%	29.8%	92
▲ Finding Companionship	19.5%	17.3%	113
↓ Finding A Good Church	11.2%	15.2%	74
Finding Spiritual Teaching	13.1%	12.9%	102
Finding Life Direction	13.9%	14.0%	100

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	83.2%	84.5%	98
"God is actively involved in the world including nations and their governments"	62.5%	63.8%	98

SOCIETY:

"It is important to preserve the traditional American family structure"	89.9%	91.5%	98
"A healthy environment has become a national crisis"	84.9%	82.8%	103
"Public education is essential to the future of American society"	93.7%	94.0%	100

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	53.6%	50.1%	107
"The role of Churches / Synagogues is to help form and support moral values"	81.1%	81.1%	100
"Churches and religious organizations should provide more human services"	67.4%	62.6%	108

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	39.9%	36.3%	110
"The changing racial / ethnic face of America is a threat to our national heritage"	34.4%	36.3%	95

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.6%	59.8%	100
More than \$500 per year	30.6%	31.2%	98
More than \$1,000 per year	15.7%	17.4%	90

TO CHARITIES:

More than \$100 per year	35.0%	33.7%	104
More than \$500 per year	6.9%	6.8%	101
More than \$1,000 per year	2.4%	2.3%	104

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	19.3%	16.1%	120
▲ More than \$500 per year	5.7%	4.3%	133
▲ More than \$1,000 per year	3.0%	2.2%	136

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REPORT

Saint Cornelius Parish

Study Area Definition:
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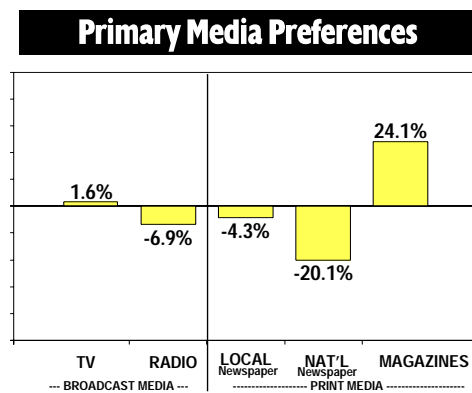
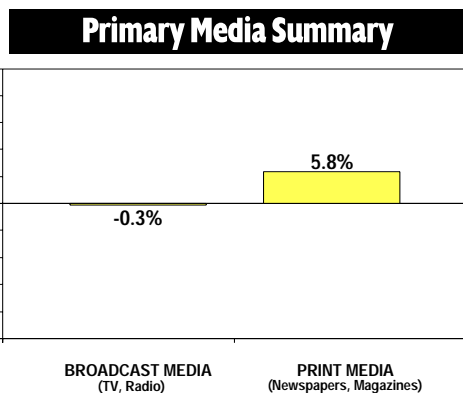
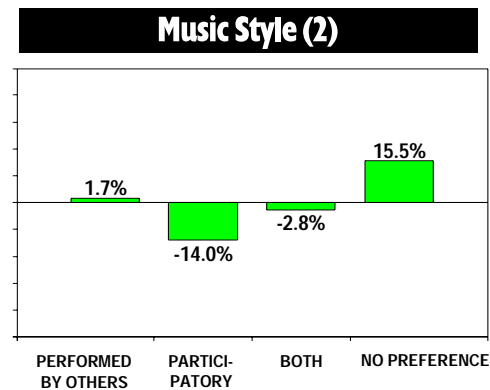
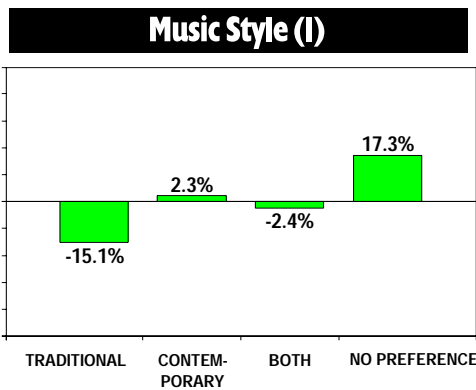
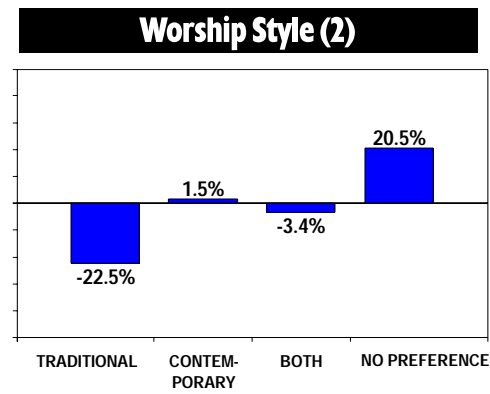
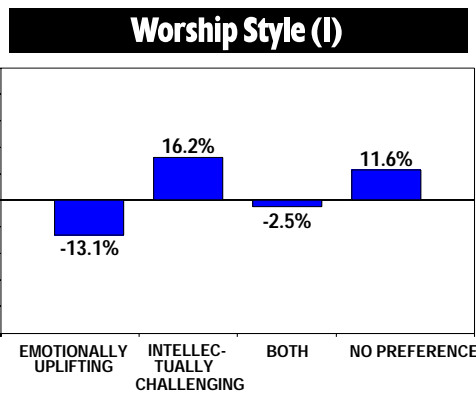
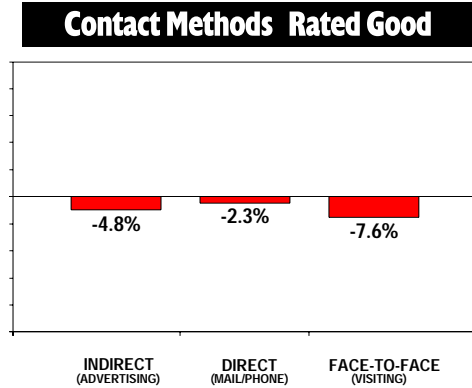
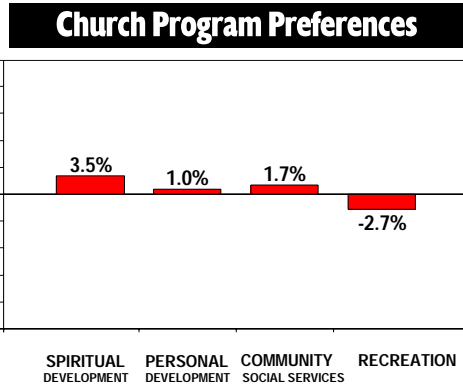
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
Bible Study Discussion and Prayer Groups	42.8%	41.1%	104
Adult Theological Discussion Groups	21.1%	22.5%	94
▲ Spiritual Retreats	14.0%	11.6%	120
<i>PERSONAL DEVELOPMENT:</i>			
↓ Marriage Enrichment Opportunities	13.2%	15.2%	87
▲ Parent Training Programs	8.8%	7.8%	112
▲ Twelve Step Programs	5.2%	3.5%	149
↓ Divorce Recovery	2.0%	2.4%	83
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	23.0%	22.5%	102
▲ Care for the Terminally Ill	17.4%	15.7%	111
↓ Food and Clothing Resources	9.5%	11.1%	85
Day Care Services	6.5%	6.1%	107
Church Sponsored Day-School	5.8%	5.7%	101
<i>RECREATION:</i>			
Youth Social Programs	28.6%	29.7%	96
↓ Family Activities and Outings	29.1%	32.8%	89
Active Retirement Programs	25.3%	26.8%	94
▲ Cultural Programs (Music, Drama, Art)	21.3%	18.9%	112
▲ Sports or Camping	7.2%	6.3%	113

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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.9%	26.4%	87
▲ B. Intellectually Challenging	12.9%	11.1%	116
C. Both A and B	38.2%	39.2%	97
▲ D. No Preference or Not Interested	26.1%	23.4%	112

PART 2:

↓ A. Traditional/Formal/Ceremonial	15.7%	20.2%	77
B. Contemporary/Informal	26.7%	26.3%	102
C. Both A and B	25.6%	26.5%	97
▲ D. No Preference or Not Interested	32.5%	26.9%	120

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	20.7%	24.4%	85
B. Contemporary	20.2%	19.7%	102
C. Both A and B	30.4%	31.1%	98
▲ D. No Preference or Not Interested	29.1%	24.8%	117

PART 2:

A. Performed by Others	19.0%	18.7%	102
↓ B. Participatory	19.7%	22.9%	86
C. Both A and B	31.3%	32.2%	97
▲ D. No Preference or Not Interested	30.3%	26.2%	116



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	20.5%	22.0%	93
▲ B. Personal Spiritual Development	16.0%	14.3%	112
C. Both A and B	34.6%	37.4%	93
▲ D. No Preference or Not Interested	29.1%	26.3%	111

PART 2:

A. Global Mission	6.3%	6.2%	102
B. Local Mission	29.9%	33.3%	90
C. Both A and B	28.6%	30.1%	95
▲ D. No Preference or Not Interested	35.5%	30.4%	117

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.1%	26.6%	83
▲ B. Contemporary	18.5%	15.9%	116
C. Both A and B	31.3%	32.3%	97
▲ D. No Preference or Not Interested	28.2%	25.1%	113

PART 2:

A. Somber/Serious	8.8%	9.4%	93
B. Light and Airy	33.3%	34.7%	96
C. Both A and B	25.9%	27.7%	93
▲ D. No Preference or Not Interested	31.8%	28.2%	113



Date: 6/20/2016

Prepared For:
 Saint Cornelius 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	48.0%	47.3%	102
Radio	12.4%	13.3%	93

PRINT MEDIA:

Local Newspaper	38.3%	36.1%	106
↓ National Newspaper	3.5%	4.3%	80
▲ Magazines	3.7%	2.4%	152

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	30.8%	31.9%	96
Radio	23.6%	23.8%	99

PRINT MEDIA:

Local Newspaper	31.3%	32.7%	96
▲ National Newspaper	6.6%	5.8%	114
▲ Magazines	8.7%	7.0%	124

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	104



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Description	Study Area	U.S. Average	U.S. Comparative Index
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↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	34.9%	36.2%	96
Putting Ad in Local Newspaper	31.3%	33.8%	92
Local Cable Channels	29.5%	30.4%	97
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	50.8%	53.7%	95
Calling and Offering to Send Information By Mail	28.8%	29.5%	98
▲ Calling and Discussing on the Phone	13.3%	12.0%	111
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	17.2%	20.1%	85
Going Door to Door	14.3%	14.0%	103

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	19.9%	19.6%	101
▲ Putting Ad in Local Newspaper	25.4%	21.5%	118
Local Cable Channels	31.1%	30.7%	101
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.6%	13.3%	124
Calling and Offering to Send Information By Mail	35.5%	34.0%	104
Calling and Discussing on the Phone	61.6%	60.6%	102
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	51.8%	49.6%	104
Going Door to Door	62.4%	64.0%	97

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	95
Direct Methods Index	98
Face-to-Face Methods Index	92

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	106
Direct Methods Index	105
Face-to-Face Methods Index	101