

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

Saint David Parish

Study Area Definition:
Custom Polygon



ID# 229786:229786



Prepared For:
Saint David Parish

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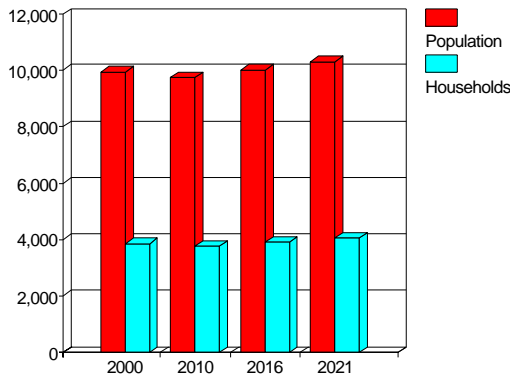
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 10,010 persons residing in the defined study area. This represents an increase of 61 or 0.6% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 2.9% or 294 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 *Suburban Mid-Life Families* representing 37.4% 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 40.3% of the population and all other racial/ethnic groups make up a substantial 59.7% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 27.0% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 10.8% 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 *Survivors* (age 35 to 55) comprised of 3,030 persons or 30.3% of the total population in the area. *Boomers* (age 56 to 73) make up 24.0% of the population which compared to a national average of 19.5% 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 *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 87.3% 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 38.1% 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: *Social Injustice, Neighborhood Gangs, Time for Recreation/Leisure, Finding Life Direction, Long-term Financial Security* and *Neighborhood Crime and Safety*. (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 \$92,263 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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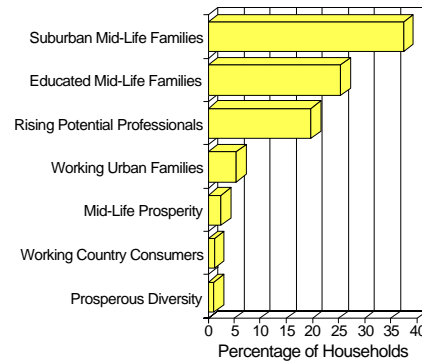
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Population and Households

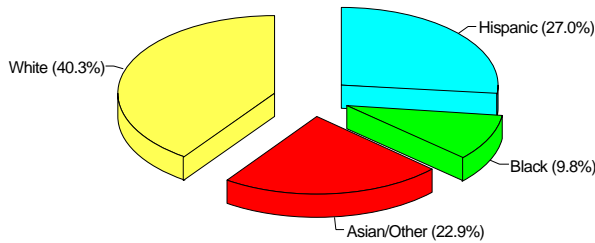


Primary U.S. Lifestyles Segments-2016

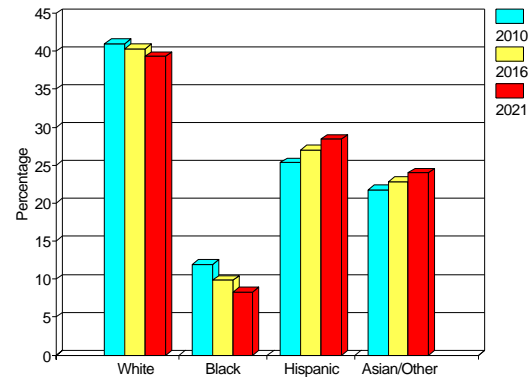


The population in the study area has increased by 265 persons, or 2.7% since 2010 and is projected to increase by 294 persons, or 2.9% between 2016 and 2021. The number of households has increased by 147, or 3.9% since 2010 and is projected to increase by 139, or 3.6% between 2016 and 2021.

Population By Race/Ethnicity-2016

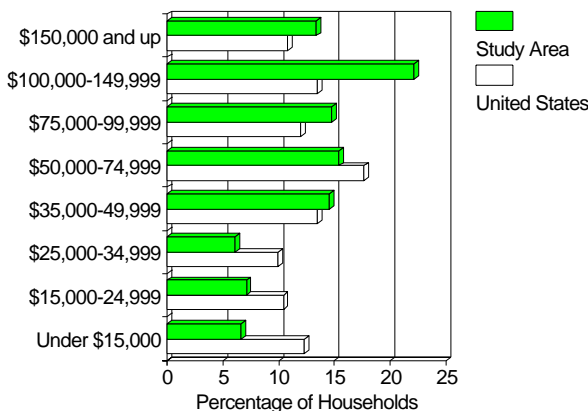


Population By Race/Ethnicity Trend

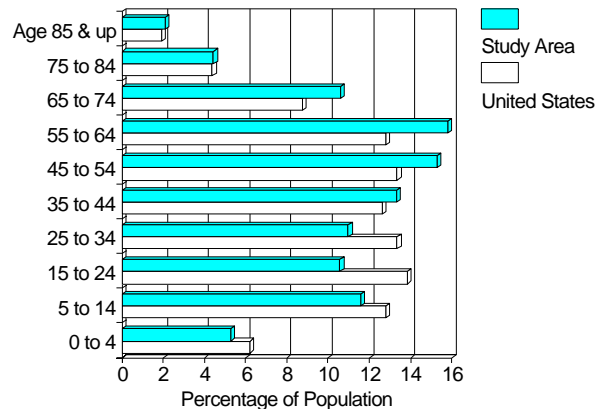


Between 2016 and 2021, the White population is projected to increase by 17 persons and to decrease from 40.3% to 39.3% of the total population. The Black population is projected to decrease by 125 persons and to decrease from 9.8% to 8.3% of the total. The Hispanic/Latino population is projected to increase by 219 persons and to increase from 27.0% to 28.4% of the total. The Asian/Other population is projected to increase by 183 persons and to increase from 22.9% to 24.0% of the total population.

Households By Income-2016



Population by Age-2016

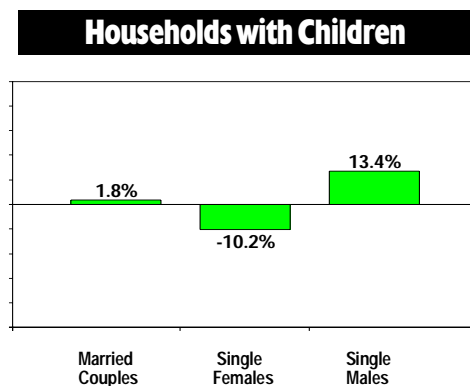
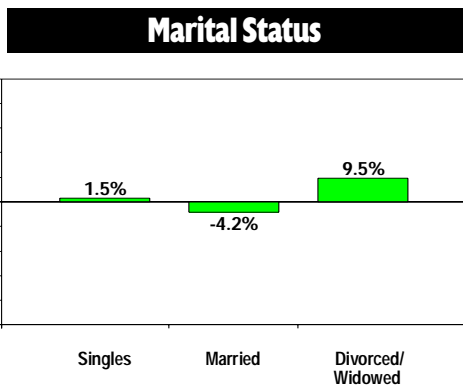
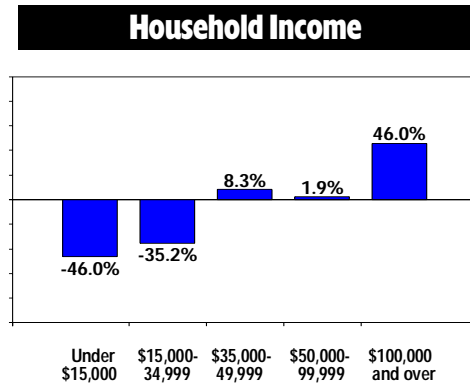
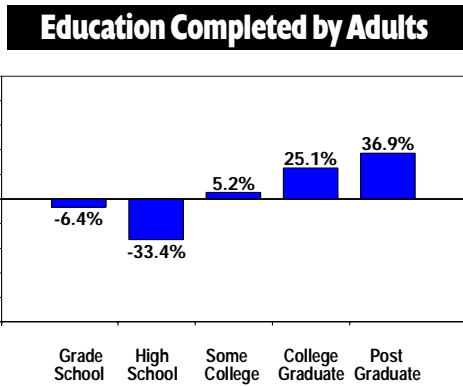
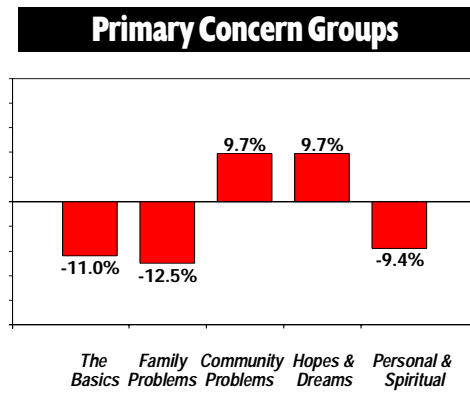
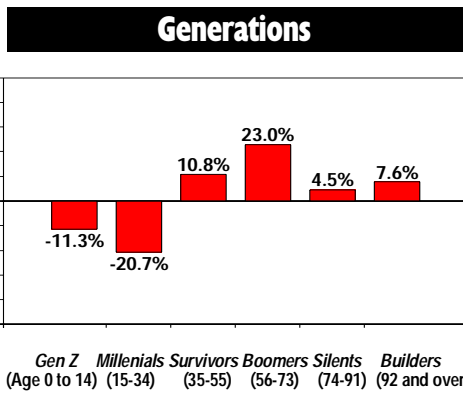
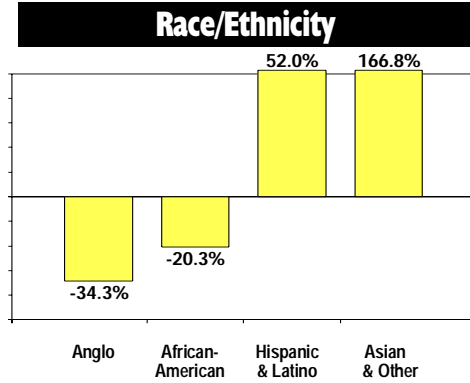
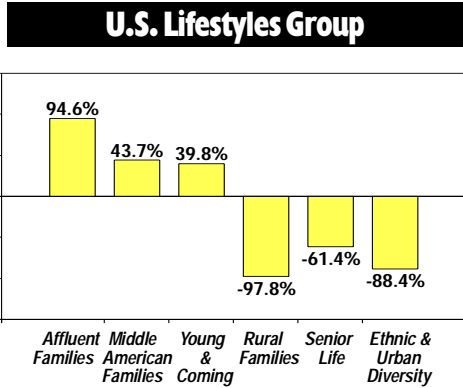


The average household income in the study area is \$92263 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.0 and is projected to increase to 42.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	9,949	9,745	10,010	10,304
Population Change		(204)	265	294
Percentage Change		-2.1%	2.7%	2.9%
▲ Average Annual Growth Rate		-0.2%	0.5%	0.6%
Density (Pop. per square mile)	7,370	7,219	7,415	7,633
HOUSEHOLDS				
Households	3,861	3,753	3,900	4,039
Household Change		(108)	147	139
Percentage Change		-2.8%	3.9%	3.6%
▲ Average Annual Growth Rate		-0.3%	0.7%	0.7%
Persons Per Household	2.57	2.59	2.56	2.55

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	3,999	41.0%	4,033	40.3%	4,050	39.3%
↓ African-American (Non-Hisp)	1,157	11.9%	982	9.8%	857	8.3%
▲ Hispanic/Latino	2,468	25.3%	2,706	27.0%	2,925	28.4%
▲ Asian/Other (Non-Hisp)	2,121	21.8%	2,289	22.9%	2,472	24.0%

POPULATION BY GENDER						
↓ Female	5,034	51.7%	5,146	51.4%	5,289	51.3%
▲ Male	4,711	48.3%	4,864	48.6%	5,015	48.7%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	1,012	10.4%	1,686	16.8%	2,276	22.1%
↓ Millennials (Born 1982 to 2001)	2,139	21.9%	2,157	21.5%	2,179	21.1%
▲ Survivors (Born 1961 to 1981)	2,926	30.0%	3,030	30.3%	3,131	30.4%
↓ Boomers (Born 1943 to 1960)	2,555	26.2%	2,398	24.0%	2,188	21.2%
↓ Silents (Born 1925 to 1942)	898	9.2%	698	7.0%	530	5.1%
↓ Builders (Born 1924 and earlier)	194	2.0%	42	0.4%	2	0.0%

AGE			
▲ Average Age		40.6	42.0
▲ Median Age		42.5	43.9

INCOME			
▲ Average Household Income		\$85,633	\$92,263
Median Household Income		\$80,555	\$76,326
▲ Per Capita Income		\$32,979	\$35,946

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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	475	12.7%	521	13.4%	671	16.6%
▲ \$100,000 to \$149,999	796	21.2%	862	22.1%	947	23.4%
\$75,000 to \$99,999	525	14.0%	575	14.7%	563	13.9%
↓ \$50,000 to \$74,999	763	20.3%	602	15.4%	579	14.3%
\$35,000 to \$49,999	429	11.4%	566	14.5%	558	13.8%
↓ \$25,000 to \$34,999	294	7.8%	238	6.1%	237	5.9%
\$15,000 to \$24,999	212	5.6%	277	7.1%	247	6.1%
↓ Under \$15,000	259	6.9%	259	6.6%	237	5.9%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	578	5.9%	526	5.3%	520	5.0%
▲ Required Formal Schooling (5-17)	1,418	14.6%	1,491	14.9%	1,538	14.9%
College Years, Career Starts (18-24)	715	7.3%	729	7.3%	761	7.4%
↓ Singles and Young Families (25-34)	1,149	11.8%	1,097	11.0%	1,065	10.3%
↓ Families, Empty Nesters (35-54)	3,030	31.1%	2,866	28.6%	2,749	26.7%
▲ Enrichment Years Singles/Couples (55-64)	1,468	15.1%	1,584	15.8%	1,631	15.8%
▲ Retirement Opportunities (65+)	1,365	14.0%	1,718	17.2%	2,041	19.8%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	578	5.9%	526	5.3%	520	5.0%
5 to 9 years	543	5.6%	590	5.9%	546	5.3%
▲ 10 to 14 years	530	5.4%	570	5.7%	616	6.0%
15 to 17 years	345	3.5%	331	3.3%	376	3.6%
18 to 20 years	321	3.3%	305	3.0%	326	3.2%
21 to 24 years	394	4.0%	424	4.2%	435	4.2%
25 to 29 years	550	5.6%	544	5.4%	564	5.5%
↓ 30 to 34 years	599	6.1%	553	5.5%	501	4.9%
↓ 35 to 39 years	690	7.1%	637	6.4%	571	5.5%
↓ 40 to 44 years	730	7.5%	696	7.0%	674	6.5%
↓ 45 to 49 years	797	8.2%	755	7.5%	707	6.9%
↓ 50 to 54 years	813	8.3%	778	7.8%	797	7.7%
55 to 59 years	784	8.0%	818	8.2%	783	7.6%
▲ 60 to 64 years	684	7.0%	766	7.7%	848	8.2%
▲ 65 to 69 years	456	4.7%	644	6.4%	663	6.4%
▲ 70 to 74 years	309	3.2%	417	4.2%	619	6.0%
▲ 75 to 84 years	385	4.0%	445	4.4%	568	5.5%
↓ 85 or more years	215	2.2%	212	2.1%	191	1.9%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	8,323			
Single (Never Married)	2,778	33.4%	32.9%	101
Married	4,001	48.1%	50.2%	96
Divorced/Widowed	1,544	18.6%	16.9%	110
Marital Status Females 15 and Older (2016)	4,317			
Single (Never Married)	1,311	30.4%	29.8%	102
Married	2,006	46.5%	48.8%	95
Divorced/Widowed	1,000	23.2%	21.4%	108
Marital Status Males 15 and Older (2016)	4,006			
Single (Never Married)	1,467	36.6%	36.2%	101
Married	1,995	49.8%	51.6%	97
Divorced/Widowed	544	13.6%	12.3%	111
FAMILY STRUCTURE				
Households By Type (2016)	3,900			
Married Couple	1,804	46.3%	48.5%	95
Other Family - Male Head of Household	218	5.6%	4.9%	113
Other Family - Female Head of Household	547	14.0%	13.0%	108
Non Family - Male Head of Household	599	15.4%	15.8%	97
Non Family - Female Head of Household	732	18.8%	17.7%	106
Households With Children 0 to 18 (2016)	1,187			
Married Couple Family	788	66.4%	65.2%	102
Other Family - Male Head of Household	114	9.6%	8.5%	113
Other Family - Female Head of Household	270	22.7%	25.3%	90
▲ Non Family	14	1.2%	1.0%	122
Population By Household Type (2016)	10,010			
↓ Group Quarters	16	0.2%	2.5%	6

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	16			
Correctional Facilities	4	25.0%	30.0%	83
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	2	12.5%	18.7%	67
▲ Other	10	62.5%	15.2%	411
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	10,010			
↓ White (Non-Hispanic)	4,033	40.3%	61.3%	66
↓ African-American (Non-Hisp)	982	9.8%	12.3%	80
▲ Hispanic/Latino	2,707	27.0%	17.8%	152
↓ Native American (Non-Hisp)	23	0.2%	0.7%	31
▲ Asian (Non-Hisp)	1,601	16.0%	5.3%	303
▲ Hawaiian & Pacific Islander (Non-Hisp)	35	0.3%	0.2%	208
▲ Other Races & Multiple Races (Non-Hisp)	631	6.3%	2.4%	263
Asian Population By Race (2016)	1,629			
▲ Chinese	778	47.8%	22.3%	214
▲ Japanese	127	7.8%	5.0%	155
↓ Indian	76	4.7%	19.5%	24
↓ Korean	2	0.1%	9.6%	1
↓ Vietnamese	87	5.3%	11.0%	49
Other Asian Races	559	34.3%	32.5%	106
Hispanic/Latino Population By Race (2016)	2,707			
↓ White	1,084	40.0%	53.0%	76
↓ African-American	40	1.5%	2.5%	59
▲ Native American	49	1.8%	1.4%	132
▲ Asian	28	1.0%	0.4%	247
▲ Other Races & Multiple Races	1,506	55.6%	42.7%	130
Hispanic/Latino Population By Origin (2016)	2,707			
Mexican	1,788	66.1%	62.4%	106
↓ Puerto Rican	48	1.8%	9.5%	19
↓ Cuban	16	0.6%	3.5%	17
▲ Other Hispanic Origin	853	31.5%	24.6%	128

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	2,172			
↓ Pre-Primary (Public)	20	0.9%	3.4%	27
▲ Pre-Primary (Private)	147	6.8%	2.6%	258
Elementary/High School (Public)	1,086	50.0%	58.9%	85
▲ Elementary/High School (Private)	222	10.2%	6.6%	154
Enrolled in College	697	32.1%	28.4%	113
Population By Education Completed (Age 25 and over) (2016)	7,265			
Elementary (Less than 9 years)	458	6.3%	5.8%	108
Some High School (9 to 11 years)	466	6.4%	7.8%	83
↓ High School Graduate (12 years)	1,349	18.6%	27.9%	67
Some College (13 to 15 years)	1,549	21.3%	21.2%	101
Associate Degree	679	9.3%	8.0%	117
▲ Bachelor's Degree	1,665	22.9%	18.3%	125
▲ Graduate Degree	1,099	15.1%	11.0%	137
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	5,017			
TOTAL WHITE COLLAR	3,167	63.1%	61.5%	103
Executive and Managerial	554	11.0%	9.7%	113
Professional Specialty	955	19.0%	16.6%	115
Technical Support	461	9.2%	8.3%	111
Sales	459	9.1%	10.9%	84
Administrative Support & Clerical	738	14.7%	16.0%	92
TOTAL BLUE COLLAR	1,850	36.9%	38.5%	96
▲ Service: Private Households	272	5.4%	3.7%	147
↓ Service: Protective	82	1.6%	2.2%	74
Service: Other	313	6.2%	7.5%	84
↓ Farming, Forestry & Fishing	7	0.1%	0.7%	19
Precision Production and Craft	560	11.2%	11.0%	102
Operators and Assemblers	134	2.7%	3.2%	82
Transportation and Material Moving	259	5.2%	6.2%	84
Laborers	223	4.4%	4.0%	110

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	8,214			
Employed	5,023	61.2%	58.1%	105
▲ Unemployed	566	6.9%	5.6%	122
Not in Labor Force	2,626	32.0%	36.3%	88
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	2,147	63.7%	66.8%	95
With No Own Children	1,421	42.1%	42.2%	100
▲ With Own Children Age 0 to 5 only	240	7.1%	5.5%	130
↓ With Own Children Age 6 to 17 only	356	10.6%	14.8%	71
With Own Children Both Age 0 to 5 and 6 to 17	130	3.9%	4.3%	89
TOTAL NOT WORKING (UNEMPLOYED)	241	7.1%	6.2%	115
▲ With No Own Children	156	4.6%	3.8%	123
With Own Children Age 0 to 5 only	25	0.7%	0.7%	113
▲ With Own Children Age 6 to 17 only	55	1.6%	1.3%	130
↓ With Own Children Both Age 0 to 5 and 6 to 17	5	0.1%	0.5%	27
TOTAL NOT IN THE LABOR FORCE	985	29.2%	27.0%	108
▲ With No Own Children	716	21.2%	17.1%	124
With Own Children Age 0 to 5 only	86	2.5%	2.6%	98
↓ With Own Children Age 6 to 17 only	121	3.6%	4.6%	77
↓ With Own Children Both Age 0 to 5 and 6 to 17	62	1.8%	2.6%	69
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	3,900			
Above Poverty Line (Households with Children)	2,394	65.1%	59.6%	109
Above Poverty Line (Households without Children)	966	26.3%	26.5%	99
↓ Below Poverty Line (Households with Children)	178	4.8%	7.9%	61
↓ Below Poverty Line (Households without Children)	138	3.8%	6.0%	62
Households By Presence of Retirement Income (2013)	3,753			
▲ With Retirement Income	844	22.5%	17.6%	128
Without Retirement Income	2,864	76.3%	81.5%	94

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HOUSING				
Occupied Units By Type (2016)	3,900			
Owner Occupied	2,831	72.6%	65.0%	112
↓ Renter Occupied	1,069	27.4%	35.0%	78
▲ Median Rent (2013)	\$1,299		\$904	144
Structures By Number of Units (2016)	4,111			
▲ Single Unit	3,631	88.3%	67.3%	131
3 to 4 Units	385	9.4%	8.1%	116
↓ 5 to 19 Units	63	1.5%	9.3%	16
↓ 20 to 49 Units	27	0.7%	3.6%	18
↓ 50 or more Units	5	0.1%	5.1%	2
↓ Mobile Home	0	0.0%	6.4%	0
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	7.56		2.57	294
Owner-Occupied Property Values (2016)	2,831			
↓ Under \$40,000	43	1.5%	7.2%	21
↓ \$40,000 to \$59,999	12	0.4%	3.7%	11
↓ \$60,000 to \$79,999	13	0.5%	5.1%	9
↓ \$80,000 to \$99,999	6	0.2%	6.5%	3
↓ \$100,000 to 149,999	66	2.3%	15.1%	15
↓ \$150,000 to \$199,999	221	7.8%	14.6%	54
\$200,000 to \$299,999	574	20.3%	18.1%	112
▲ \$300,000 to \$499,999	1,027	36.3%	16.9%	214
▲ \$500,000 to \$999,999	711	25.1%	9.7%	259
▲ \$1,000,000 and over	158	5.6%	3.0%	184
▲ Median Property Value	\$412,401		\$192,432	214

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	Number	Percent		
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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	4,111			
↓ 2010 and later	151	3.7%	5.5%	67
↓ 2000 to 2009	77	1.9%	14.6%	13
↓ 1990 to 1999	75	1.8%	13.4%	14
↓ 1980 to 1989	189	4.6%	13.2%	35
↓ 1970 to 1979	211	5.1%	15.0%	34
1960 to 1969	418	10.2%	10.4%	98
▲ 1950 to 1959	1,297	31.5%	10.3%	307
▲ 1949 or earlier	1,693	41.2%	17.7%	233
Households By Number of Persons (2016)	3,900			
1 Person Household	1,017	26.1%	27.3%	96
2 Person Household	1,332	34.2%	32.3%	106
3 Person Household	693	17.8%	16.2%	109
4 Person Household	465	11.9%	13.1%	91
↓ 5 Person Household	200	5.1%	6.5%	79
6 Person Household	87	2.2%	2.8%	81
▲ 7 or more Person Household	106	2.7%	1.9%	142
Average Persons Per Household	2.6		2.6	100
Households By Heating Type (2013)	3,708			
▲ Utility and Other Gas	3,078	83.0%	54.0%	154
↓ Electric	489	13.2%	36.1%	36
↓ Oil	0	0.0%	6.1%	0
Coal and Wood	98	2.6%	2.2%	119
↓ Solar/Other Fuel	0	0.0%	0.5%	0
▲ No Fuel Used	44	1.2%	0.9%	126

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TRANSPORTATION				
Households By Number of Vehicles (2016)	3,900			
↓ No Vehicles	199	5.1%	9.0%	57
1 Vehicle	1,299	33.3%	33.7%	99
2 Vehicle	1,629	41.8%	37.5%	111
3 or more Vehicles	773	19.8%	19.8%	100
Workers By Travel Time to Work (2016)	4,516			
↓ Less than 15 minutes	766	17.0%	27.3%	62
↓ 15 to 29 minutes	1,294	28.7%	36.5%	78
▲ 30 to 44 minutes	1,135	25.1%	20.2%	125
▲ 45 to 59 minutes	497	11.0%	7.7%	142
▲ 60 or more minutes	824	18.2%	8.3%	220
▲ Average Travel Time to Work (minutes)	37.0		28.2	131
Workers By Type of Transportation to Work (2016)	4,826			
↓ Drive Alone	2,961	61.4%	76.9%	80
▲ Car Pool	696	14.4%	9.6%	151
▲ Public Transportation	759	15.7%	5.1%	308
↓ Walk to Work	79	1.6%	2.8%	58
Other Means	55	1.1%	1.2%	92
▲ Work at Home	277	5.7%	4.4%	131

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,761	45.2%	31.4%	144
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1,147	29.4%	15.1%	195
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	799	20.5%	14.7%	140
5	Senior Life (7, 20, 21, 22, 30 and 31)	104	2.7%	6.9%	39
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	83	2.1%	18.4%	12
4	Rural Families (27, 26, 29, 33, 35 and 38)	11	0.3%	13.1%	2

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.		
10	Suburban Mid-Life Families	1,459	37.4%	5.5%	674
4	Educated Mid-Life Families	991	25.4%	3.4%	745
8	Rising Potential Professionals	773	19.8%	2.3%	847
18	Working Urban Families	212	5.4%	4.0%	137
3	Mid-Life Prosperity	97	2.5%	1.5%	163
25	Working Country Consumers	51	1.3%	4.1%	32
5	Prosperous Diversity	47	1.2%	3.1%	39
45	Struggling Urban Diversity	46	1.2%	2.5%	48
7	Prosperous and Mature	40	1.0%	0.5%	190
20	Cautious and Mature	38	1.0%	2.6%	37
28	Building Country Families	30	0.8%	2.8%	27
24	Metro Multi-Ethnic Diversity	25	0.6%	2.7%	23
15	Reliable Young Starters	24	0.6%	4.3%	14
22	Mature and Established	21	0.5%	1.8%	30
40	Surviving Urban Diversity	10	0.3%	4.0%	6
14	Secure Mid-Life Families	10	0.3%	0.7%	39
27	Country Family Diversity	6	0.2%	0.3%	45
17	Large Young Families	5	0.1%	2.2%	6
29	Working Country Families	5	0.1%	1.0%	13
21	Mature and Stable	5	0.1%	0.6%	23

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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.		
9	Educated Working Families	3	0.1%	0.1%	92
1	Traditional Affluent Families	2	0.1%	3.5%	1
32	Working Urban Life	2	0.1%	1.7%	3
23	Established Empty-Nesters	1	0.0%	3.4%	1
12	Educated New Starters	1	0.0%	2.9%	1
39	New Beginning Urbanites	1	0.0%	2.8%	1
49	Exception Households	1	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
11	Young Suburban Families	0	0.0%	3.0%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
6	Prosperous New Country Families	0	0.0%	2.1%	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
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
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
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		3,906	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.3%	35.4%	77
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	49.2%	34.7%	142

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	21.6%	23.7%	91

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	124
↓ Baptist	7.5%	16.1%	46
Catholic	22.9%	23.7%	97
Congregational	1.9%	2.0%	98
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	241
Episcopal	3.0%	2.9%	103
↓ Holiness	0.1%	0.8%	17
Jehovah's Witnesses	1.0%	1.1%	90
▲ Judaism	4.1%	3.2%	130
↓ Lutheran	5.6%	7.2%	78
↓ Methodist	5.1%	10.1%	51
▲ Mormon	2.7%	1.8%	153
▲ New Age	1.2%	0.6%	214
▲ Non-Denominational / Independent	10.4%	6.9%	150
Orthodox	0.3%	0.3%	100
Pentecostal	2.3%	2.4%	95
▲ Presbyterian / Reformed	5.2%	4.6%	113
▲ Unitarian / Universalist	1.0%	0.7%	140
▲ Interested but No Preference	5.7%	3.9%	146
▲ Not Interested and No Preference	18.2%	11.1%	164

Likely to Have Changed Their Preference in the Last 10 Years	17.8%	16.8%	106
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.7%	4.0%	118
↓ Lets them do what they want and is supportive	9.4%	11.7%	80
Lets them do what they want and stays out of the way	4.5%	4.8%	94
Works with them on deciding what to do and helps them do it	81.4%	79.6%	102

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.4%	43.5%	97
↓ Finding/Providing Health Insurance	21.4%	29.0%	74
↓ Day-to-Day Financial Worries	27.3%	31.6%	86
Finding Employment Opportunities	14.1%	14.4%	98
Finding Affordable Housing	10.7%	11.3%	95
↓ Providing Adequate Food	6.4%	8.6%	75
Finding Child Care	6.4%	6.3%	102
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.1%	16.7%	84
↓ Dealing With Teen / Child Problems	18.2%	20.7%	88
Finding/Providing Aging Parent Care	16.1%	15.5%	104
↓ Dealing With Abusive Relationships	8.6%	11.4%	76
↓ Dealing With Divorce	3.1%	4.5%	70
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	29.7%	27.0%	110
Finding/Providing Good Schools	24.9%	23.5%	106
Dealing with Problems in Schools	13.4%	13.6%	98
Dealing With Racial / Ethnic Prejudice	13.2%	13.1%	101
▲ Dealing With Neighborhood Gangs	10.8%	8.5%	127
▲ Dealing with Social Injustice	14.4%	11.3%	127
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	57.4%	50.6%	113
▲ Finding Time for Recreation / Leisure	31.3%	25.3%	124
Finding Better Quality Healthcare	23.6%	23.9%	98
Finding A Satisfying Job / Career	21.0%	19.3%	109
Finding Retirement Opportunities	19.6%	18.9%	103
Achieving A Fulfilling Marriage	24.3%	22.3%	109
Developing Parenting Skills	15.2%	14.7%	103
Achieving Educational Objectives	7.9%	7.5%	105
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.2%	29.8%	98
Finding Companionship	17.4%	17.3%	101
↓ Finding A Good Church	9.1%	15.2%	60
↓ Finding Spiritual Teaching	8.9%	12.9%	69
▲ Finding Life Direction	16.2%	14.0%	116

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	81.3%	84.5%	96
↓ “God is actively involved in the world including nations and their governments”	56.8%	63.8%	89

SOCIETY:

“It is important to preserve the traditional American family structure”	90.1%	91.5%	98
“A healthy environment has become a national crisis”	82.7%	82.8%	100
“Public education is essential to the future of American society”	94.9%	94.0%	101

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”	78.5%	81.1%	97
“Churches and religious organizations should provide more human services”	61.0%	62.6%	97

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	36.3%	36.3%	100
“The changing racial / ethnic face of America is a threat to our national heritage”	36.0%	36.3%	99

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	61.3%	59.8%	103
▲ More than \$500 per year	34.7%	31.2%	111
▲ More than \$1,000 per year	20.6%	17.4%	118

TO CHARITIES:

▲ More than \$100 per year	44.8%	33.7%	133
▲ More than \$500 per year	12.0%	6.8%	176
▲ More than \$1,000 per year	4.1%	2.3%	178

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	22.8%	16.1%	142
▲ More than \$500 per year	6.2%	4.3%	144
▲ More than \$1,000 per year	3.5%	2.2%	159

Ministry Area Profile 2016
Compass
REPORT

Saint David Parish

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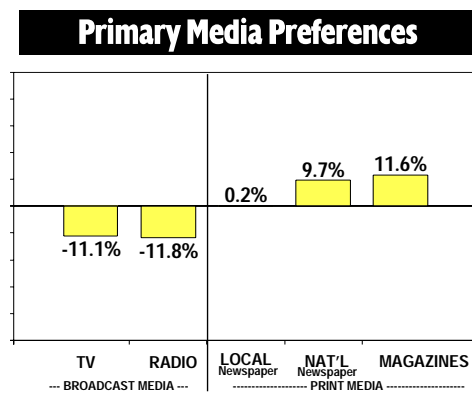
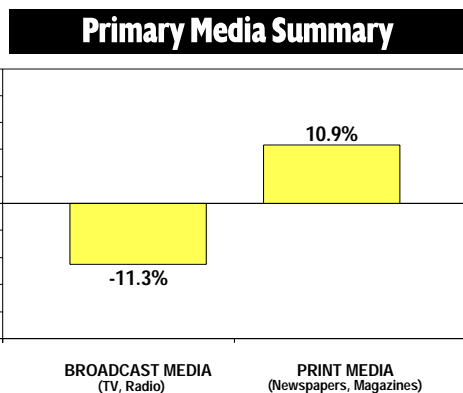
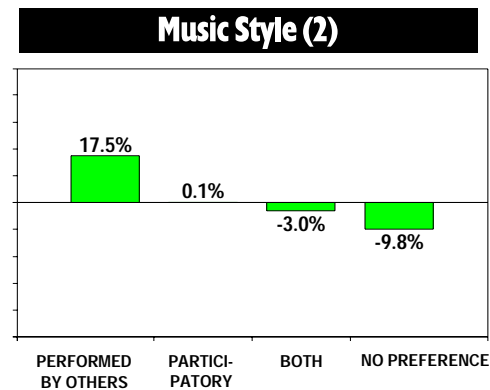
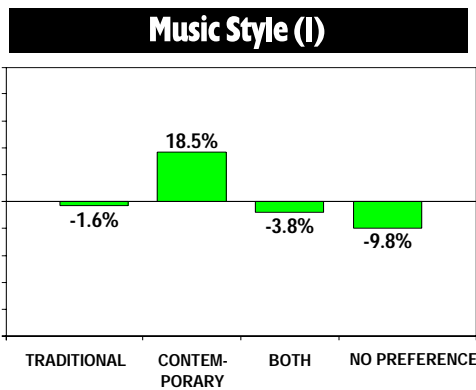
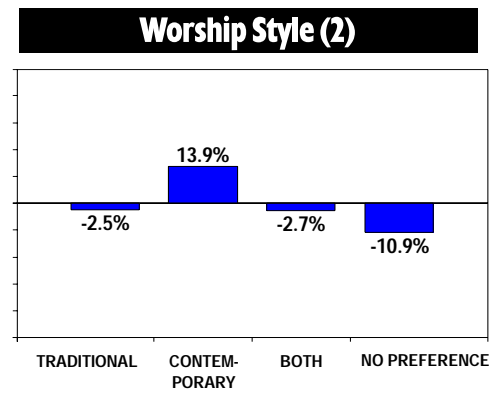
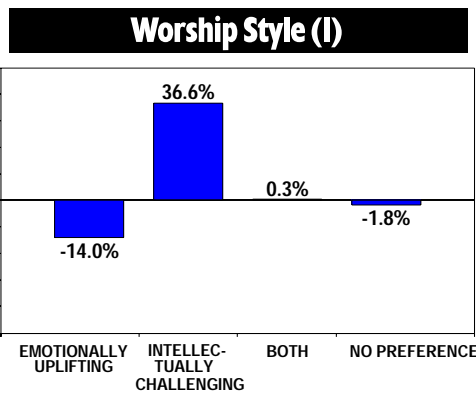
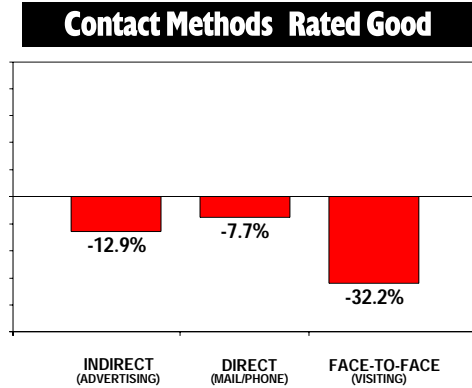
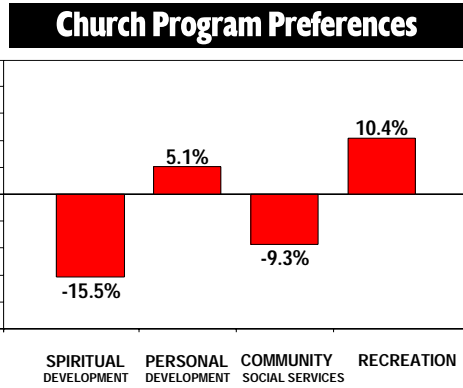
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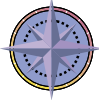


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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	30.5%	41.1%	74
Adult Theological Discussion Groups	22.0%	22.5%	98
Spiritual Retreats	11.2%	11.6%	96

PERSONAL DEVELOPMENT:

▲ Marriage Enrichment Opportunities	16.8%	15.2%	111
▲ Parent Training Programs	8.7%	7.8%	112
Twelve Step Programs	3.2%	3.5%	91
↓ Divorce Recovery	1.7%	2.4%	69

COMMUNITY/SOCIAL SERVICES:

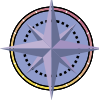
Personal or Family Counseling	21.1%	22.5%	94
Care for the Terminally Ill	14.1%	15.7%	90
↓ Food and Clothing Resources	7.0%	11.1%	63
▲ Day Care Services	6.8%	6.1%	112
▲ Church Sponsored Day-School	6.4%	5.7%	112

RECREATION:

Youth Social Programs	31.4%	29.7%	106
Family Activities and Outings	33.6%	32.8%	103
Active Retirement Programs	28.2%	26.8%	105
▲ Cultural Programs (Music, Drama, Art)	25.1%	18.9%	133
▲ Sports or Camping	8.1%	6.3%	128

SUMMARY

↓ Spiritual Development Index	85
Personal Development Index	105
Community/Social Services Index	91
Recreation Index	110



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.7%	26.4%	86
▲ B. Intellectually Challenging	15.2%	11.1%	137
C. Both A and B	39.3%	39.2%	100
D. No Preference or Not Interested	23.0%	23.4%	98

PART 2:

A. Traditional/Formal/Ceremonial	19.7%	20.2%	97
▲ B. Contemporary/Informal	30.0%	26.3%	114
C. Both A and B	25.8%	26.5%	97
↓ D. No Preference or Not Interested	24.0%	26.9%	89

MUSIC STYLE INDICATOR

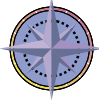
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.0%	24.4%	98
▲ B. Contemporary	23.4%	19.7%	118
C. Both A and B	29.9%	31.1%	96
D. No Preference or Not Interested	22.4%	24.8%	90

PART 2:

▲ A. Performed by Others	22.0%	18.7%	118
B. Participatory	23.0%	22.9%	100
C. Both A and B	31.2%	32.2%	97
D. No Preference or Not Interested	23.6%	26.2%	90



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	23.8%	22.0%	108
B. Personal Spiritual Development	14.5%	14.3%	101
C. Both A and B	37.3%	37.4%	100
D. No Preference or Not Interested	24.2%	26.3%	92

PART 2:

A. Global Mission	6.4%	6.2%	104
B. Local Mission	34.6%	33.3%	104
C. Both A and B	30.1%	30.1%	100
D. No Preference or Not Interested	28.5%	30.4%	94

CHURCH ARCHITECTURE INDICATOR

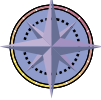
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	24.8%	26.6%	93
▲ B. Contemporary	20.5%	15.9%	129
C. Both A and B	31.5%	32.3%	98
D. No Preference or Not Interested	22.9%	25.1%	91

PART 2:

↓ A. Somber/Serious	7.2%	9.4%	77
▲ B. Light and Airy	40.9%	34.7%	118
C. Both A and B	26.8%	27.7%	97
↓ D. No Preference or Not Interested	25.2%	28.2%	89



Date: 6/20/2016

Prepared For:
 Saint David 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	42.0%	47.3%	89
↓ Radio	11.8%	13.3%	88

PRINT MEDIA:

Local Newspaper	39.3%	36.1%	109
National Newspaper	4.8%	4.3%	110
▲ Magazines	3.5%	2.4%	144

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.8%	31.9%	100
Radio	21.5%	23.8%	91

PRINT MEDIA:

Local Newspaper	32.8%	32.7%	100
National Newspaper	6.0%	5.8%	105
▲ Magazines	7.9%	7.0%	112

SUMMARY

Overall Broadcast Media Index (100 = Average)	92
Overall Print Media Index	107



Date: 6/20/2016

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Study Area Definition:
 Custom Polygon

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	31.3%	36.2%	86
Putting Ad in Local Newspaper	31.2%	33.8%	92
↓ Local Cable Channels	25.1%	30.4%	83
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	52.1%	53.7%	97
↓ Calling and Offering to Send Information By Mail	26.1%	29.5%	88
↓ Calling and Discussing on the Phone	9.6%	12.0%	80
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	13.8%	20.1%	69
↓ Going Door to Door	9.3%	14.0%	67

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	24.5%	19.6%	125
▲ Putting Ad in Local Newspaper	26.1%	21.5%	121
▲ Local Cable Channels	35.9%	30.7%	117
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	15.9%	13.3%	119
▲ Calling and Offering to Send Information By Mail	40.9%	34.0%	120
▲ Calling and Discussing on the Phone	69.4%	60.6%	114
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	60.8%	49.6%	123
▲ Going Door to Door	70.8%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	87
Direct Methods Index	92
↓ Face-to-Face Methods Index	68

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	120
▲ Direct Methods Index	117
▲ Face-to-Face Methods Index	116