

ministry area profile 2016

Saint Edward Parish

Study Area Definition:
Custom Polygon



ID# 229824:229824



Prepared For:
Saint Edward Parish

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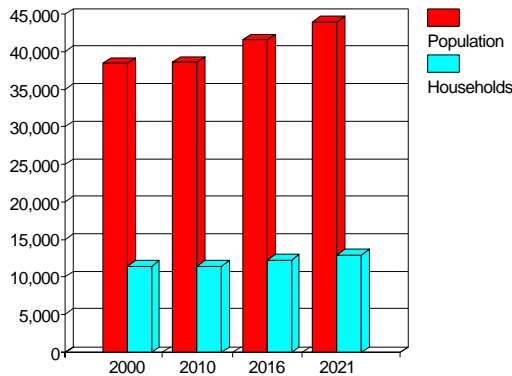
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 41,549 persons residing in the defined study area. This represents an increase of 3,094 or 8.0% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 5.7% or 2,382 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 17 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 47.4% 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 23.6% of the population and all other racial/ethnic groups make up a substantial 76.4% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 39.3% of the total population. *Asians* are projected to be the fastest growing group increasing by 14.0% 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 12,195 persons or 29.4% of the total population in the area. Compared to a national average of 27.3%, *Survivors* 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 *somewhat traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 88.2% 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 27.4% 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, Parenting Skills, Time for Recreation/Leisure, Neighborhood Crime and Safety, Good Schools* and *Achieving Educational Objectives*. (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 \$107,726 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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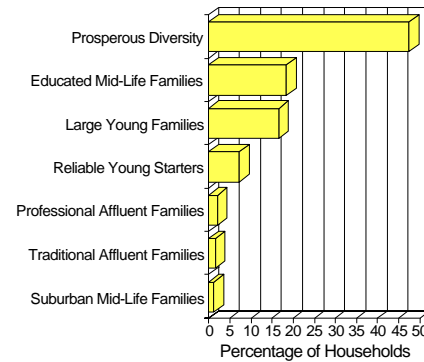
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Population and Households

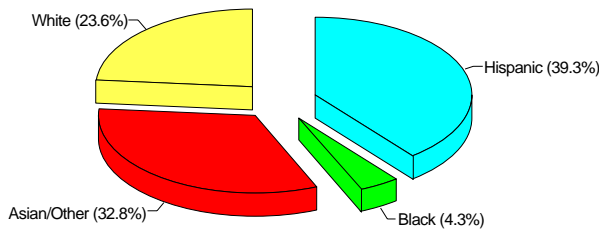


Primary U.S. Lifestyles Segments-2016

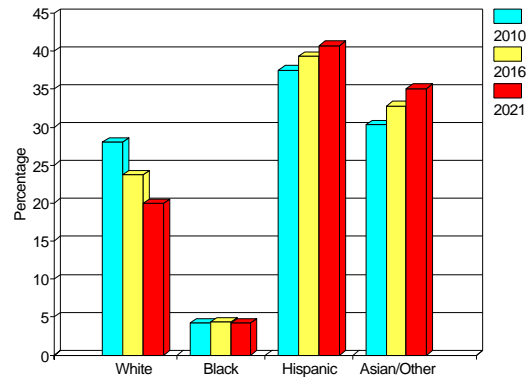


The population in the study area has increased by 2990 persons, or 7.8% since 2010 and is projected to increase by 2382 persons, or 5.7% between 2016 and 2021. The number of households has increased by 819, or 7.1% since 2010 and is projected to increase by 698, or 5.7% between 2016 and 2021.

Population By Race/Ethnicity-2016

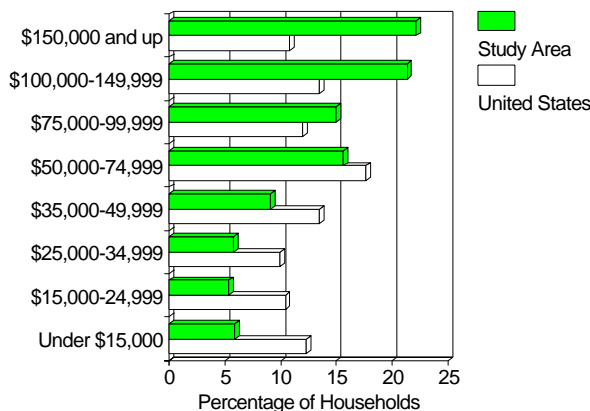


Population By Race/Ethnicity Trend

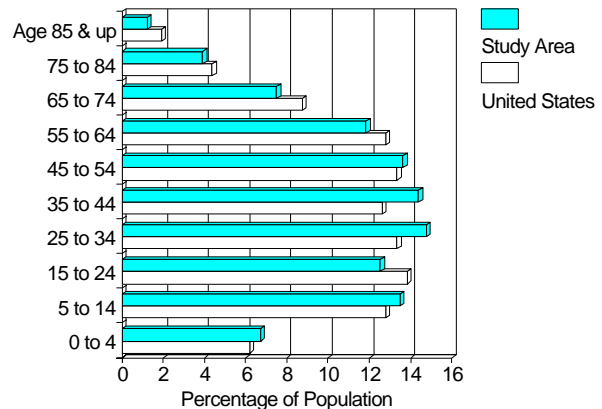


Between 2016 and 2021, the White population is projected to decrease by 1050 persons and to decrease from 23.6% to 20.0% of the total population. The Black population is projected to increase by 78 persons and to remain stable at 4.2% of the total. The Hispanic/Latino population is projected to increase by 1556 persons and to increase from 39.3% to 40.7% of the total. The Asian/Other population is projected to increase by 1798 persons and to increase from 32.8% to 35.1% of the total population.

Households By Income-2016



Population by Age-2016

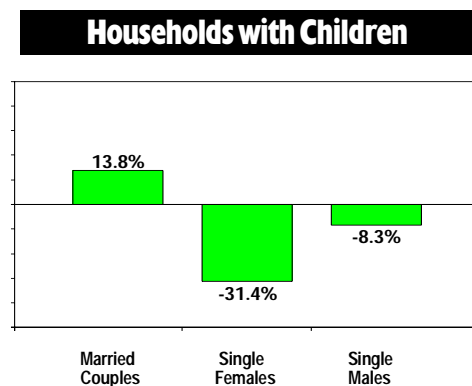
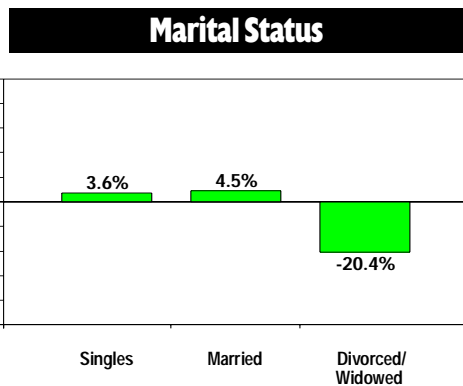
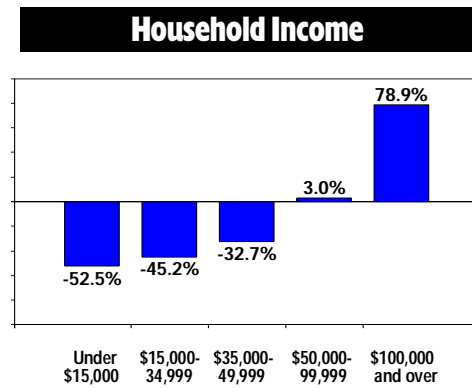
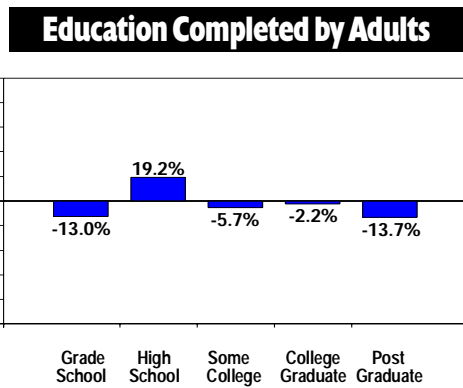
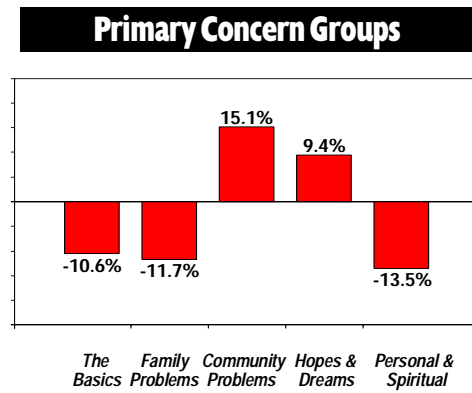
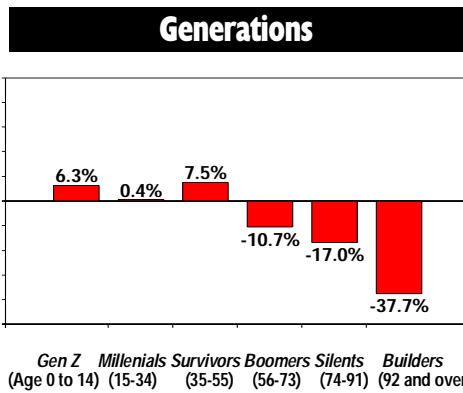
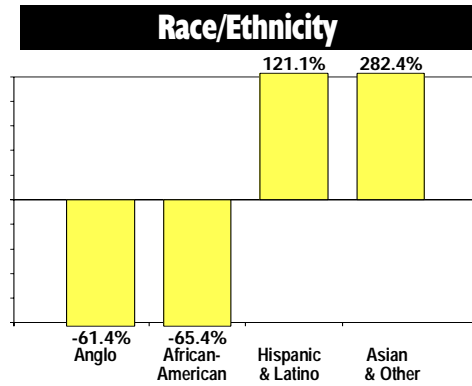
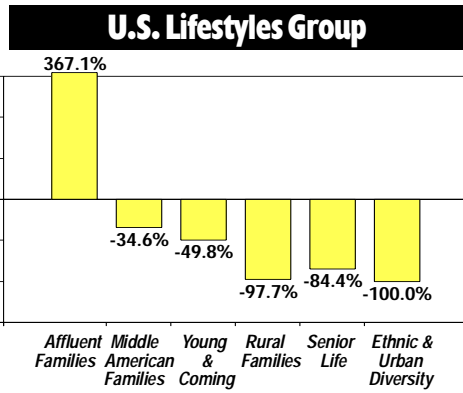


The average household income in the study area is \$107726 a year as compared to the U.S. average of \$77135. The average age in the study area is 37.5 and is projected to increase to 38.7 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	38,455	38,559	41,549	43,931
Population Change		104	2,990	2,382
Percentage Change		0.3%	7.8%	5.7%
Average Annual Growth Rate		0.0%	1.3%	1.1%
▲ Density (Pop. per square mile)	1,959	1,964	2,117	2,238
HOUSEHOLDS				
▲ Households	11,452	11,458	12,277	12,975
Household Change		6	819	698
Percentage Change		0.1%	7.1%	5.7%
Average Annual Growth Rate		0.0%	1.2%	1.1%
▲ Persons Per Household	3.35	3.35	3.37	3.37

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	10,795	28.0%	9,824	23.6%	8,774	20.0%
African-American (Non-Hisp)	1,615	4.2%	1,770	4.3%	1,848	4.2%
▲ Hispanic/Latino	14,459	37.5%	16,337	39.3%	17,893	40.7%
▲ Asian/Other (Non-Hisp)	11,690	30.3%	13,618	32.8%	15,416	35.1%

POPULATION BY GENDER						
▲ Female	19,266	50.0%	20,788	50.0%	22,005	50.1%
↓ Male	19,293	50.0%	20,761	50.0%	21,926	49.9%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	4,927	12.8%	8,388	20.2%	11,451	26.1%
↓ Millennials (Born 1982 to 2001)	10,774	27.9%	11,338	27.3%	11,522	26.2%
↓ Survivors (Born 1961 to 1981)	11,824	30.7%	12,193	29.3%	12,408	28.2%
↓ Boomers (Born 1943 to 1960)	7,632	19.8%	7,229	17.4%	6,801	15.5%
↓ Silents (Born 1925 to 1942)	3,060	7.9%	2,300	5.5%	1,743	4.0%
↓ Builders (Born 1924 and earlier)	343	0.9%	101	0.2%	6	0.0%

AGE			
▲ Average Age	36.2	37.5	38.7
▲ Median Age	36.0	37.3	39.0

INCOME			
▲ Average Household Income	\$87,787	\$107,726	\$120,924
▲ Median Household Income	\$78,115	\$90,483	\$101,145
▲ Per Capita Income	\$26,086	\$31,831	\$35,715

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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	1,542	13.5%	2,721	22.2%	3,556	27.4%
\$100,000 to \$149,999	2,554	22.3%	2,615	21.3%	2,806	21.6%
↓ \$75,000 to \$99,999	1,942	16.9%	1,830	14.9%	1,786	13.8%
↓ \$50,000 to \$74,999	2,167	18.9%	1,915	15.6%	1,808	13.9%
↓ \$35,000 to \$49,999	1,140	10.0%	1,107	9.0%	1,048	8.1%
↓ \$25,000 to \$34,999	737	6.4%	712	5.8%	691	5.3%
↓ \$15,000 to \$24,999	782	6.8%	660	5.4%	635	4.9%
Under \$15,000	593	5.2%	717	5.8%	645	5.0%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,768	7.2%	2,793	6.7%	2,821	6.4%
↓ Required Formal Schooling (5-17)	7,106	18.4%	7,205	17.3%	7,583	17.3%
↓ College Years, Career Starts (18-24)	3,574	9.3%	3,590	8.6%	3,576	8.1%
Singles and Young Families (25-34)	5,622	14.6%	6,138	14.8%	5,746	13.1%
Families, Empty Nesters (35-54)	11,242	29.2%	11,651	28.0%	12,387	28.2%
▲ Enrichment Years Singles/Couples (55-64)	4,031	10.5%	4,924	11.9%	5,446	12.4%
▲ Retirement Opportunities (65+)	4,216	10.9%	5,248	12.6%	6,372	14.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,768	7.2%	2,793	6.7%	2,821	6.4%
↓ 5 to 9 years	2,699	7.0%	2,820	6.8%	2,900	6.6%
↓ 10 to 14 years	2,664	6.9%	2,775	6.7%	2,925	6.7%
15 to 17 years	1,743	4.5%	1,610	3.9%	1,758	4.0%
↓ 18 to 20 years	1,513	3.9%	1,498	3.6%	1,563	3.6%
↓ 21 to 24 years	2,061	5.3%	2,092	5.0%	2,013	4.6%
↓ 25 to 29 years	2,816	7.3%	2,903	7.0%	3,025	6.9%
30 to 34 years	2,806	7.3%	3,235	7.8%	2,721	6.2%
35 to 39 years	2,776	7.2%	2,971	7.2%	3,247	7.4%
▲ 40 to 44 years	2,768	7.2%	3,013	7.3%	3,263	7.4%
↓ 45 to 49 years	2,911	7.5%	2,797	6.7%	2,940	6.7%
↓ 50 to 54 years	2,787	7.2%	2,870	6.9%	2,937	6.7%
55 to 59 years	2,213	5.7%	2,712	6.5%	2,724	6.2%
▲ 60 to 64 years	1,818	4.7%	2,212	5.3%	2,722	6.2%
▲ 65 to 69 years	1,356	3.5%	1,763	4.2%	2,112	4.8%
▲ 70 to 74 years	1,117	2.9%	1,356	3.3%	1,718	3.9%
▲ 75 to 84 years	1,362	3.5%	1,626	3.9%	1,984	4.5%
▲ 85 or more years	381	1.0%	503	1.2%	558	1.3%

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	Number	Percent		
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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	33,161			
Single (Never Married)	11,303	34.1%	32.9%	104
Married	17,386	52.4%	50.2%	105
↓ Divorced/Widowed	4,472	13.5%	16.9%	80
Marital Status Females 15 and Older (2016)	16,767			
Single (Never Married)	5,204	31.0%	29.8%	104
Married	8,903	53.1%	48.8%	109
↓ Divorced/Widowed	2,660	15.9%	21.4%	74
Marital Status Males 15 and Older (2016)	16,394			
Single (Never Married)	6,099	37.2%	36.2%	103
Married	8,483	51.7%	51.6%	100
Divorced/Widowed	1,812	11.1%	12.3%	90
FAMILY STRUCTURE				
Households By Type (2016)	12,277			
▲ Married Couple	7,563	61.6%	48.5%	127
▲ Other Family - Male Head of Household	772	6.3%	4.9%	128
Other Family - Female Head of Household	1,628	13.3%	13.0%	102
↓ Non Family - Male Head of Household	1,108	9.0%	15.8%	57
↓ Non Family - Female Head of Household	1,206	9.8%	17.7%	55
Households With Children 0 to 18 (2016)	5,449			
Married Couple Family	4,044	74.2%	65.2%	114
Other Family - Male Head of Household	423	7.8%	8.5%	92
↓ Other Family - Female Head of Household	947	17.4%	25.3%	69
↓ Non Family	35	0.6%	1.0%	67
Population By Household Type (2016)	41,549			
↓ Group Quarters	144	0.3%	2.5%	14

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	144			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
▲ Other	144	100.0%	15.2%	658
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	41,549			
↓ White (Non-Hispanic)	9,824	23.6%	61.3%	39
↓ African-American (Non-Hisp)	1,770	4.3%	12.3%	35
▲ Hispanic/Latino	16,337	39.3%	17.8%	221
↓ Native American (Non-Hisp)	96	0.2%	0.7%	32
▲ Asian (Non-Hisp)	11,055	26.6%	5.3%	504
▲ Hawaiian & Pacific Islander (Non-Hisp)	632	1.5%	0.2%	903
▲ Other Races & Multiple Races (Non-Hisp)	1,835	4.4%	2.4%	185
Asian Population By Race (2016)	11,242			
↓ Chinese	1,465	13.0%	22.3%	58
↓ Japanese	111	1.0%	5.0%	20
↓ Indian	1,685	15.0%	19.5%	77
↓ Korean	95	0.8%	9.6%	9
▲ Vietnamese	2,286	20.3%	11.0%	185
▲ Other Asian Races	5,600	49.8%	32.5%	153
Hispanic/Latino Population By Race (2016)	16,337			
↓ White	6,185	37.9%	53.0%	71
↓ African-American	105	0.6%	2.5%	26
Native American	209	1.3%	1.4%	93
▲ Asian	187	1.1%	0.4%	273
▲ Other Races & Multiple Races	9,651	59.1%	42.7%	138
Hispanic/Latino Population By Origin (2016)	16,337			
▲ Mexican	13,443	82.3%	62.4%	132
↓ Puerto Rican	355	2.2%	9.5%	23
↓ Cuban	56	0.3%	3.5%	10
↓ Other Hispanic Origin	2,483	15.2%	24.6%	62

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	9,805			
Pre-Primary (Public)	331	3.4%	3.4%	98
Pre-Primary (Private)	238	2.4%	2.6%	92
Elementary/High School (Public)	6,218	63.4%	58.9%	108
↓ Elementary/High School (Private)	460	4.7%	6.6%	71
Enrolled in College	2,558	26.1%	28.4%	92
Population By Education Completed (Age 25 and over) (2016)	27,961			
Elementary (Less than 9 years)	1,821	6.5%	5.8%	112
↓ Some High School (9 to 11 years)	1,483	5.3%	7.8%	68
High School Graduate (12 years)	9,292	33.2%	27.9%	119
Some College (13 to 15 years)	5,876	21.0%	21.2%	99
Associate Degree	1,816	6.5%	8.0%	81
Bachelor's Degree	5,007	17.9%	18.3%	98
Graduate Degree	2,666	9.5%	11.0%	86
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	20,103			
TOTAL WHITE COLLAR	12,084	60.1%	61.5%	98
Executive and Managerial	2,139	10.6%	9.7%	109
Professional Specialty	2,896	14.4%	16.6%	87
▲ Technical Support	2,312	11.5%	8.3%	139
Sales	1,825	9.1%	10.9%	84
Administrative Support & Clerical	2,912	14.5%	16.0%	90
TOTAL BLUE COLLAR	8,019	39.9%	38.5%	104
▲ Service: Private Households	901	4.5%	3.7%	121
↓ Service: Protective	298	1.5%	2.2%	67
↓ Service: Other	940	4.7%	7.5%	63
↓ Farming, Forestry & Fishing	32	0.2%	0.7%	22
▲ Precision Production and Craft	2,984	14.8%	11.0%	135
Operators and Assemblers	748	3.7%	3.2%	115
Transportation and Material Moving	1,371	6.8%	6.2%	111
Laborers	745	3.7%	4.0%	92

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	32,633			
Employed	20,227	62.0%	58.1%	107
Unemployed	1,821	5.6%	5.6%	99
Not in Labor Force	10,585	32.4%	36.3%	89
Total Female Pop. By Work Status (Age 20 to 64) (2013)	11,648			
TOTAL WORKING	8,252	70.8%	66.8%	106
With No Own Children	5,197	44.6%	42.2%	106
With Own Children Age 0 to 5 only	721	6.2%	5.5%	113
With Own Children Age 6 to 17 only	1,857	15.9%	14.8%	108
With Own Children Both Age 0 to 5 and 6 to 17	477	4.1%	4.3%	95
TOTAL NOT WORKING (UNEMPLOYED)	667	5.7%	6.2%	92
With No Own Children	423	3.6%	3.8%	97
With Own Children Age 0 to 5 only	68	0.6%	0.7%	89
With Own Children Age 6 to 17 only	122	1.0%	1.3%	83
With Own Children Both Age 0 to 5 and 6 to 17	54	0.5%	0.5%	85
TOTAL NOT IN THE LABOR FORCE	2,729	23.4%	27.0%	87
↓ With No Own Children	1,574	13.5%	17.1%	79
↓ With Own Children Age 0 to 5 only	219	1.9%	2.6%	72
With Own Children Age 6 to 17 only	589	5.1%	4.6%	109
With Own Children Both Age 0 to 5 and 6 to 17	347	3.0%	2.6%	112
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	12,277			
Above Poverty Line (Households with Children)	9,347	61.7%	59.6%	104
Above Poverty Line (Households without Children)	4,722	31.2%	26.5%	118
↓ Below Poverty Line (Households with Children)	614	4.1%	7.9%	51
↓ Below Poverty Line (Households without Children)	467	3.1%	6.0%	51
Households By Presence of Retirement Income (2013)	11,458			
With Retirement Income	1,892	16.5%	17.6%	94
Without Retirement Income	9,745	85.0%	81.5%	104

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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		
HOUSING				
Occupied Units By Type (2016)	12,277			
Owner Occupied	8,320	67.8%	65.0%	104
Renter Occupied	3,957	32.2%	35.0%	92
▲ Median Rent (2013)	\$1,442		\$904	160
Structures By Number of Units (2016)	12,659			
▲ Single Unit	10,419	82.3%	67.3%	122
↓ 3 to 4 Units	543	4.3%	8.1%	53
↓ 5 to 19 Units	766	6.1%	9.3%	65
↓ 20 to 49 Units	222	1.8%	3.6%	49
50 or more Units	694	5.5%	5.1%	107
↓ Mobile Home	15	0.1%	6.4%	2
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	4.68		2.57	182
Owner-Occupied Property Values (2016)	8,320			
↓ Under \$40,000	97	1.2%	7.2%	16
↓ \$40,000 to \$59,999	55	0.7%	3.7%	18
↓ \$60,000 to \$79,999	46	0.6%	5.1%	11
↓ \$80,000 to \$99,999	11	0.1%	6.5%	2
↓ \$100,000 to 149,999	47	0.6%	15.1%	4
↓ \$150,000 to \$199,999	108	1.3%	14.6%	9
↓ \$200,000 to \$299,999	464	5.6%	18.1%	31
▲ \$300,000 to \$499,999	3,078	37.0%	16.9%	218
▲ \$500,000 to \$999,999	4,122	49.5%	9.7%	511
\$1,000,000 and over	292	3.5%	3.0%	116
▲ Median Property Value	\$524,675		\$192,432	273

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	12,659			
▲ 2010 and later	858	6.8%	5.5%	123
↓ 2000 to 2009	530	4.2%	14.6%	29
↓ 1990 to 1999	816	6.4%	13.4%	48
1980 to 1989	1,345	10.6%	13.2%	81
▲ 1970 to 1979	4,027	31.8%	15.0%	212
▲ 1960 to 1969	3,248	25.7%	10.4%	247
1950 to 1959	1,501	11.9%	10.3%	115
↓ 1949 or earlier	334	2.6%	17.7%	15
Households By Number of Persons (2016)	12,277			
↓ 1 Person Household	1,694	13.8%	27.3%	51
2 Person Household	3,186	26.0%	32.3%	80
3 Person Household	2,310	18.8%	16.2%	116
▲ 4 Person Household	2,229	18.2%	13.1%	139
▲ 5 Person Household	1,375	11.2%	6.5%	173
▲ 6 Person Household	735	6.0%	2.8%	216
▲ 7 or more Person Household	748	6.1%	1.9%	319
▲ Average Persons Per Household	3.4		2.6	129
Households By Heating Type (2013)	11,637			
▲ Utility and Other Gas	9,635	82.8%	54.0%	153
↓ Electric	1,798	15.5%	36.1%	43
↓ Oil	33	0.3%	6.1%	5
↓ Coal and Wood	89	0.8%	2.2%	34
↓ Solar/Other Fuel	19	0.2%	0.5%	33
↓ No Fuel Used	63	0.5%	0.9%	57

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TRANSPORTATION				
Households By Number of Vehicles (2016)	12,277			
↓ No Vehicles	499	4.1%	9.0%	45
↓ 1 Vehicle	2,738	22.3%	33.7%	66
2 Vehicle	4,979	40.6%	37.5%	108
▲ 3 or more Vehicles	4,061	33.1%	19.8%	167
Workers By Travel Time to Work (2016)	15,931			
↓ Less than 15 minutes	2,835	17.8%	27.3%	65
15 to 29 minutes	5,603	35.2%	36.5%	96
▲ 30 to 44 minutes	4,691	29.4%	20.2%	146
▲ 45 to 59 minutes	1,742	10.9%	7.7%	141
60 or more minutes	1,060	6.7%	8.3%	80
Average Travel Time to Work (minutes)	30.5		28.2	108
Workers By Type of Transportation to Work (2016)	16,280			
Drive Alone	12,469	76.6%	76.9%	100
▲ Car Pool	2,063	12.7%	9.6%	133
Public Transportation	812	5.0%	5.1%	98
↓ Walk to Work	217	1.3%	2.8%	47
Other Means	226	1.4%	1.2%	112
↓ Work at Home	493	3.0%	4.4%	69

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	8,667	70.6%	15.1%	467
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	2,522	20.5%	31.4%	65
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	903	7.4%	14.7%	50
5	Senior Life (7, 20, 21, 22, 30 and 31)	132	1.1%	6.9%	16
4	Rural Families (27, 26, 29, 33, 35 and 38)	37	0.3%	13.1%	2
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1	0.0%	18.4%	0

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
5	Prosperous Diversity	5,822	47.4%	3.1%	1529
4	Educated Mid-Life Families	2,254	18.4%	3.4%	538
17	Large Young Families	2,042	16.6%	2.2%	773
15	Reliable Young Starters	903	7.4%	4.3%	173
2	Professional Affluent Families	259	2.1%	0.8%	262
1	Traditional Affluent Families	192	1.6%	3.5%	45
10	Suburban Mid-Life Families	145	1.2%	5.5%	21
14	Secure Mid-Life Families	140	1.1%	0.7%	174
25	Working Country Consumers	101	0.8%	4.1%	20
28	Building Country Families	98	0.8%	2.8%	29
11	Young Suburban Families	75	0.6%	3.0%	21
20	Cautious and Mature	65	0.5%	2.6%	20
23	Established Empty-Nesters	53	0.4%	3.4%	13
7	Prosperous and Mature	27	0.2%	0.5%	41
27	Country Family Diversity	24	0.2%	0.3%	57
30	Urban Senior Life	16	0.1%	0.8%	16
22	Mature and Established	15	0.1%	1.8%	7
49	Exception Households	10	0.1%	0.2%	33
29	Working Country Families	9	0.1%	1.0%	8
21	Mature and Stable	9	0.1%	0.6%	13

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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	7	0.1%	0.1%	68
26	Working Suburban Families	4	0.0%	0.1%	27
40	Surviving Urban Diversity	1	0.0%	4.0%	0
18	Working Urban Families	1	0.0%	4.0%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	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
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
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		12,272	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.9%	35.4%	79
↓ Somewhat Involved with Their Faith	23.4%	29.9%	78
▲ Not Involved with Their Faith	49.3%	34.7%	142

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.0%	22.1%	81
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.0%	23.7%	84

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	125
↓ Baptist	8.1%	16.1%	50
Catholic	22.1%	23.7%	93
Congregational	1.8%	2.0%	91
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	236
Episcopal	2.6%	2.9%	91
↓ Holiness	0.1%	0.8%	15
Jehovah's Witnesses	1.0%	1.1%	93
▲ Judaism	3.9%	3.2%	123
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.4%	10.1%	44
▲ Mormon	4.2%	1.8%	239
▲ New Age	1.2%	0.6%	205
▲ Non-Denominational / Independent	11.8%	6.9%	169
↓ Orthodox	0.3%	0.3%	87
Pentecostal	2.3%	2.4%	95
Presbyterian / Reformed	4.6%	4.6%	100
Unitarian / Universalist	0.6%	0.7%	91
▲ Interested but No Preference	5.5%	3.9%	143
▲ Not Interested and No Preference	18.3%	11.1%	165

Likely to Have Changed Their Preference in the Last 10 Years	17.6%	16.8%	105
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.5%	4.0%	113
Lets them do what they want and is supportive	10.9%	11.7%	93
↓ Lets them do what they want and stays out of the way	4.3%	4.8%	90
Works with them on deciding what to do and helps them do it	80.3%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.0%	43.5%	94
↓ Finding/Providing Health Insurance	20.0%	29.0%	69
Day-to-Day Financial Worries	29.3%	31.6%	93
▲ Finding Employment Opportunities	16.0%	14.4%	111
Finding Affordable Housing	10.9%	11.3%	97
↓ Providing Adequate Food	5.5%	8.6%	64
Finding Child Care	6.6%	6.3%	106
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	12.2%	16.7%	73
Dealing With Teen / Child Problems	20.5%	20.7%	99
Finding/Providing Aging Parent Care	16.1%	15.5%	104
↓ Dealing With Abusive Relationships	8.5%	11.4%	75
↓ Dealing With Divorce	3.4%	4.5%	76
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	32.2%	27.0%	120
▲ Finding/Providing Good Schools	27.5%	23.5%	117
Dealing with Problems in Schools	12.5%	13.6%	92
Dealing With Racial / Ethnic Prejudice	12.8%	13.1%	98
▲ Dealing With Neighborhood Gangs	15.0%	8.5%	176
Dealing with Social Injustice	11.5%	11.3%	102
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	57.2%	50.6%	113
▲ Finding Time for Recreation / Leisure	30.7%	25.3%	122
↓ Finding Better Quality Healthcare	19.9%	23.9%	83
Finding A Satisfying Job / Career	20.7%	19.3%	107
Finding Retirement Opportunities	18.2%	18.9%	96
▲ Achieving A Fulfilling Marriage	25.4%	22.3%	114
▲ Developing Parenting Skills	19.0%	14.7%	129
▲ Achieving Educational Objectives	8.7%	7.5%	117
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.5%	29.8%	96
Finding Companionship	15.6%	17.3%	90
↓ Finding A Good Church	10.1%	15.2%	67
↓ Finding Spiritual Teaching	9.0%	12.9%	70
Finding Life Direction	14.0%	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”	82.2%	84.5%	97
↓ “God is actively involved in the world including nations and their governments”	57.4%	63.8%	90

SOCIETY:

“It is important to preserve the traditional American family structure”	90.8%	91.5%	99
“A healthy environment has become a national crisis”	82.4%	82.8%	100
“Public education is essential to the future of American society”	95.9%	94.0%	102

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	44.9%	50.1%	90
“The role of Churches / Synagogues is to help form and support moral values”	77.8%	81.1%	96
“Churches and religious organizations should provide more human services”	57.9%	62.6%	92

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	38.0%	36.3%	105
“The changing racial / ethnic face of America is a threat to our national heritage”	34.6%	36.3%	95

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.5%	59.8%	99
More than \$500 per year	32.2%	31.2%	103
▲ More than \$1,000 per year	20.3%	17.4%	117

TO CHARITIES:

▲ More than \$100 per year	43.4%	33.7%	129
▲ More than \$500 per year	10.2%	6.8%	150
▲ More than \$1,000 per year	3.0%	2.3%	130

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	19.9%	16.1%	124
▲ More than \$500 per year	4.8%	4.3%	112
▲ More than \$1,000 per year	3.2%	2.2%	145

Ministry Area Profile 2016
Compass
REPORT

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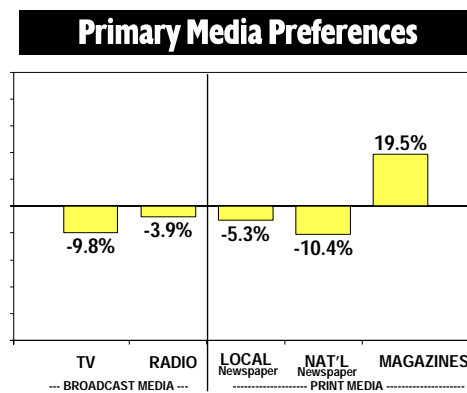
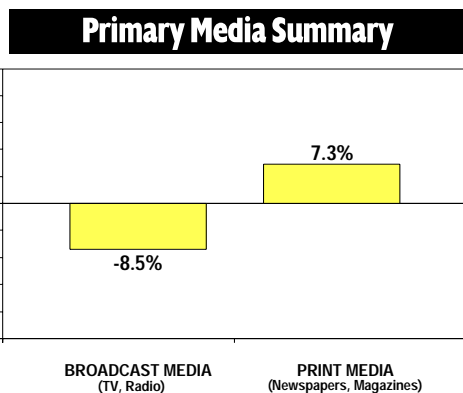
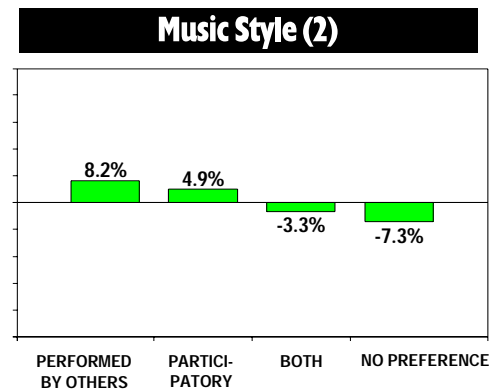
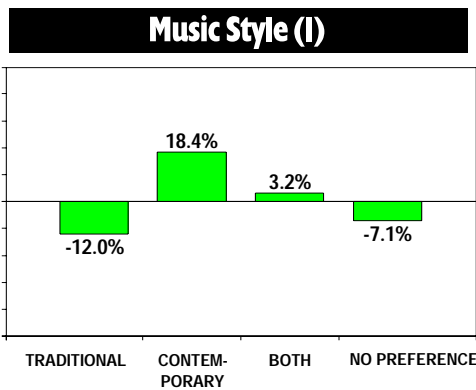
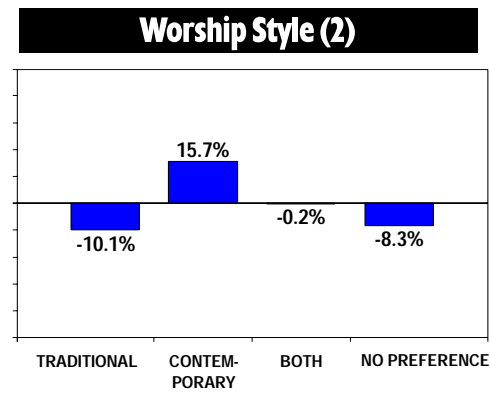
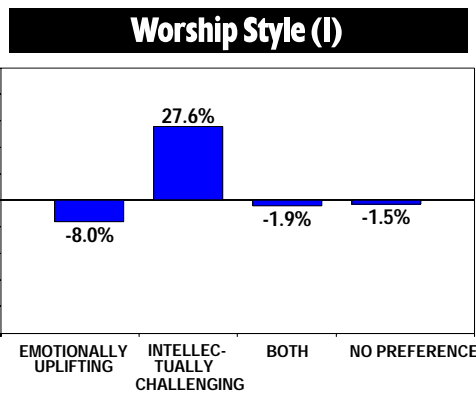
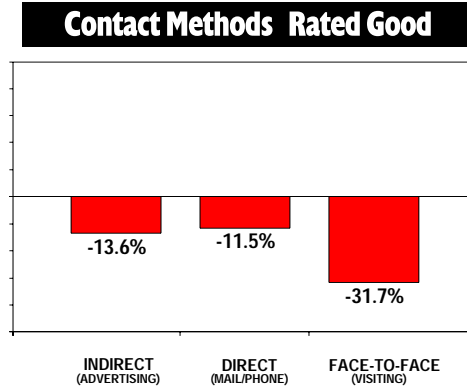
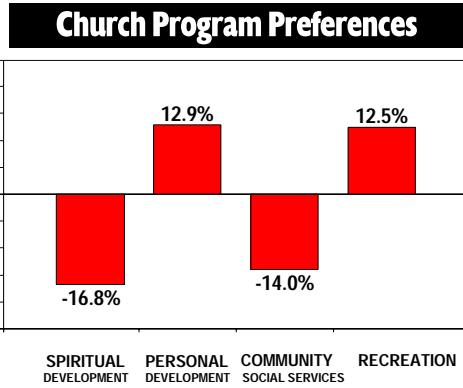
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	33.3%	41.1%	81
↓ Adult Theological Discussion Groups	19.4%	22.5%	86
↓ Spiritual Retreats	9.9%	11.6%	85
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	16.7%	15.2%	110
▲ Parent Training Programs	10.4%	7.8%	134
Twelve Step Programs	3.7%	3.5%	107
↓ Divorce Recovery	1.7%	2.4%	73
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	20.7%	22.5%	92
↓ Care for the Terminally Ill	11.4%	15.7%	73
↓ Food and Clothing Resources	6.2%	11.1%	56
▲ Day Care Services	8.0%	6.1%	131
▲ Church Sponsored Day-School	6.3%	5.7%	111
<i>RECREATION:</i>			
▲ Youth Social Programs	35.4%	29.7%	119
▲ Family Activities and Outings	39.2%	32.8%	119
Active Retirement Programs	24.2%	26.8%	90
▲ Cultural Programs (Music, Drama, Art)	22.3%	18.9%	118
▲ Sports or Camping	7.7%	6.3%	122

SUMMARY	
↓ Spiritual Development Index	83
▲ Personal Development Index	113
↓ Community/Social Services Index	86
▲ Recreation Index	112



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	24.3%	26.4%	92
▲ B. Intellectually Challenging	14.2%	11.1%	128
C. Both A and B	38.4%	39.2%	98
D. No Preference or Not Interested	23.0%	23.4%	99

PART 2:

A. Traditional/Formal/Ceremonial	18.2%	20.2%	90
▲ B. Contemporary/Informal	30.4%	26.3%	116
C. Both A and B	26.5%	26.5%	100
D. No Preference or Not Interested	24.7%	26.9%	92

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	21.5%	24.4%	88
▲ B. Contemporary	23.4%	19.7%	118
C. Both A and B	32.1%	31.1%	103
D. No Preference or Not Interested	23.0%	24.8%	93

PART 2:

A. Performed by Others	20.2%	18.7%	108
B. Participatory	24.1%	22.9%	105
C. Both A and B	31.1%	32.2%	97
D. No Preference or Not Interested	24.3%	26.2%	93



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.5%	22.0%	102
B. Personal Spiritual Development	15.7%	14.3%	110
C. Both A and B	37.1%	37.4%	99
D. No Preference or Not Interested	24.5%	26.3%	93

PART 2:

A. Global Mission	6.5%	6.2%	106
B. Local Mission	32.7%	33.3%	98
C. Both A and B	31.5%	30.1%	105
D. No Preference or Not Interested	29.0%	30.4%	96

CHURCH ARCHITECTURE INDICATOR

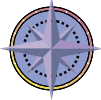
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.2%	26.6%	83
▲ B. Contemporary	21.7%	15.9%	136
C. Both A and B	32.9%	32.3%	102
D. No Preference or Not Interested	23.5%	25.1%	94

PART 2:

↓ A. Somber/Serious	7.0%	9.4%	75
▲ B. Light and Airy	40.5%	34.7%	117
C. Both A and B	27.0%	27.7%	97
D. No Preference or Not Interested	25.6%	28.2%	91



Date: 6/20/2016

Prepared For:
 Saint Edward 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	42.6%	47.3%	90
Radio	12.8%	13.3%	96

PRINT MEDIA:

Local Newspaper	38.8%	36.1%	107
National Newspaper	3.9%	4.3%	90
▲ Magazines	3.4%	2.4%	139

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.8%	31.9%	99
Radio	23.8%	23.8%	100

PRINT MEDIA:

Local Newspaper	31.0%	32.7%	95
↓ National Newspaper	5.0%	5.8%	87
▲ Magazines	8.4%	7.0%	119

SUMMARY

Overall Broadcast Media Index (100 = Average)	95
Overall Print Media Index	102



Date: 6/20/2016

Prepared For:
 Saint Edward 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			

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	32.9%	36.2%	91
↓ Putting Ad in Local Newspaper	27.6%	33.8%	82
↓ Local Cable Channels	26.3%	30.4%	87
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.6%	53.7%	94
↓ Calling and Offering to Send Information By Mail	24.2%	29.5%	82
↓ Calling and Discussing on the Phone	9.5%	12.0%	79
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.3%	20.1%	66
↓ Going Door to Door	10.0%	14.0%	71

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	23.2%	19.6%	118
▲ Putting Ad in Local Newspaper	27.2%	21.5%	126
▲ Local Cable Channels	34.0%	30.7%	111
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.4%	13.3%	123
▲ Calling and Offering to Send Information By Mail	40.0%	34.0%	117
▲ Calling and Discussing on the Phone	68.9%	60.6%	114
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.5%	49.6%	122
Going Door to Door	69.3%	64.0%	108

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	86
↓ Direct Methods Index	88
↓ Face-to-Face Methods Index	68

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	117
▲ Direct Methods Index	116
▲ Face-to-Face Methods Index	114