

ministry area profile 2016

Saint Isidore Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Isidore Parish

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- 1** **Q** **How many people live in the defined study area?**

A Currently, there are 47,446 persons residing in the defined study area. This represents an increase of 1,631 or 3.6% 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 5.5% or 2,609 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 12 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 61.3% 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 *very high*. Among individual groups, *Anglos* represent 78.5% of the population and all other racial/ethnic groups make up just 21.5% which is well below the national average of 39%. The largest of these groups, *Asians*, accounts for 10.8% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 20.2% 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 *Boomers* (age 56 to 73) comprised of 13,456 persons or 28.4% of the total population in the area. Compared to a national average of 19.5%, *Boomers* 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 *extremely traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**

A Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 97.9% 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 68.0% 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, Aging Parent Care, Racial/Ethnic Prejudice, Time for Recreation/Leisure, Finding Life Direction* and *Neighborhood Gangs*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**

A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**

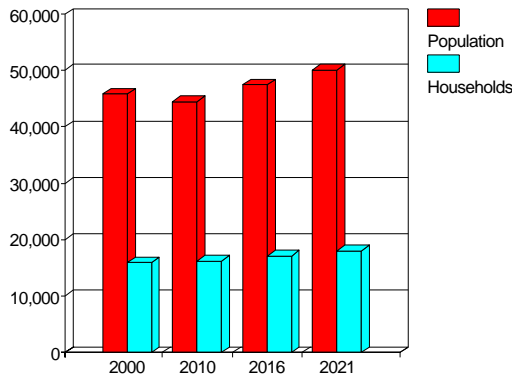
A Based upon the average household income of \$200,910 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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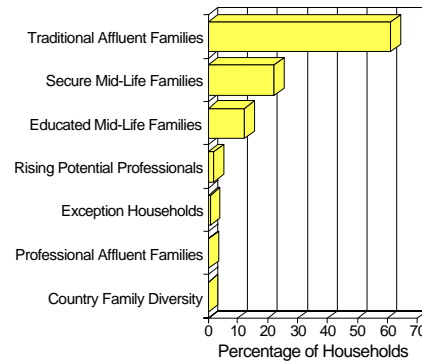
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Population and Households

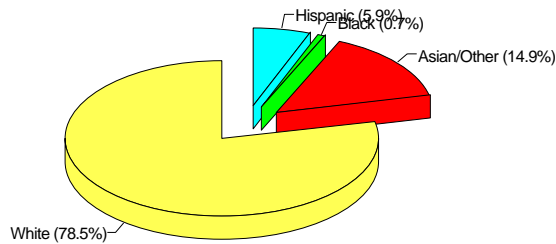


Primary U.S. Lifestyles Segments-2016

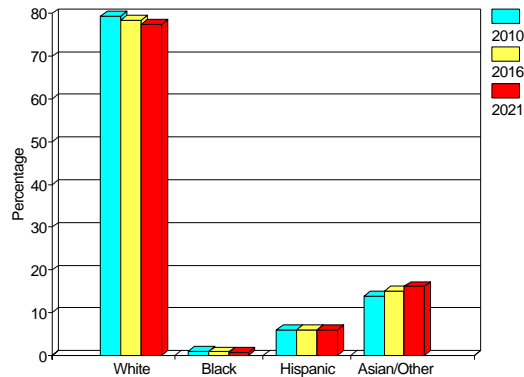


The population in the study area has increased by 2991 persons, or 6.7% since 2010 and is projected to increase by 2609 persons, or 5.5% between 2016 and 2021. The number of households has increased by 957, or 6.0% since 2010 and is projected to increase by 924, or 5.4% between 2016 and 2021.

Population By Race/Ethnicity-2016

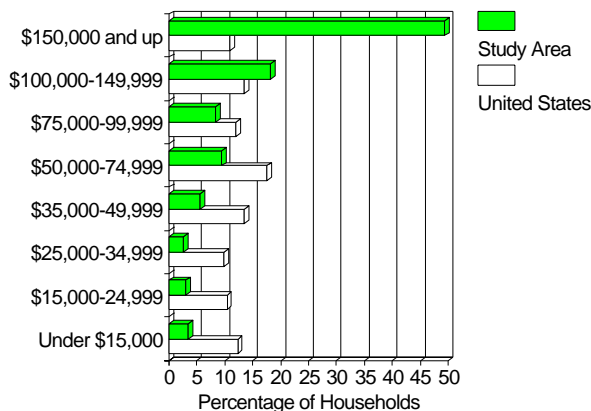


Population By Race/Ethnicity Trend

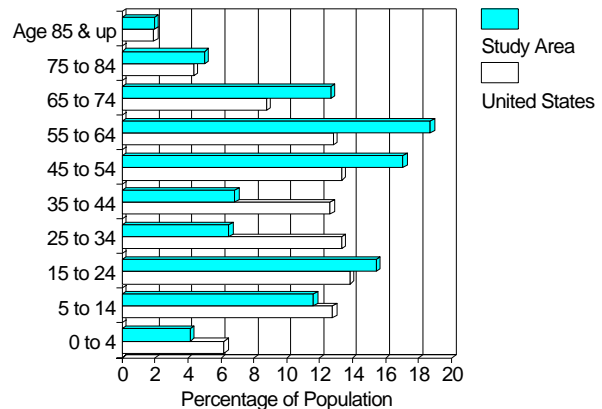


Between 2016 and 2021, the White population is projected to increase by 1570 persons and to decrease from 78.5% to 77.5% of the total population. The Black population is projected to decrease by 28 persons and to remain stable at 0.6% of the total. The Hispanic/Latino population is projected to increase by 145 persons and to remain stable at 5.9% of the total. The Asian/Other population is projected to increase by 922 persons and to increase from 14.9% to 16.0% of the total population.

Households By Income-2016



Population by Age-2016

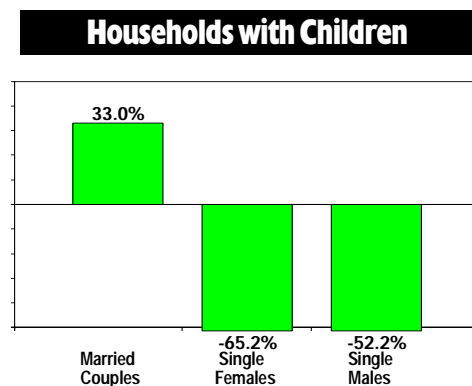
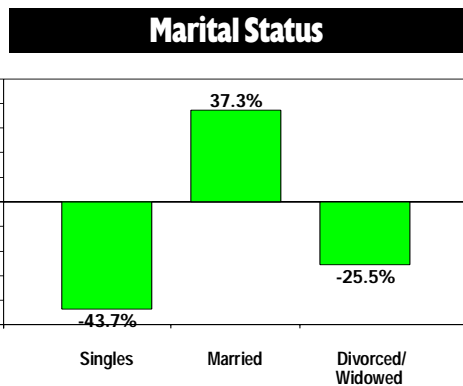
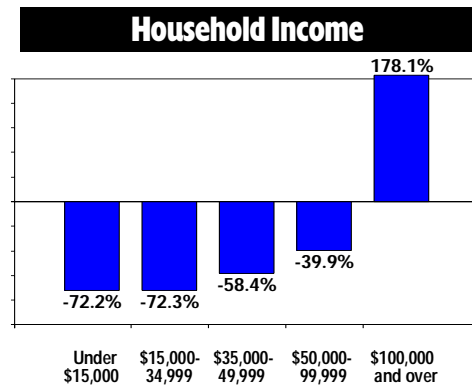
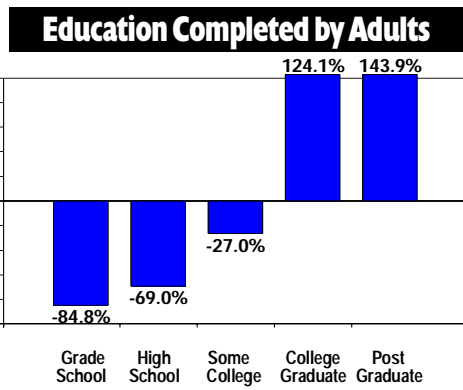
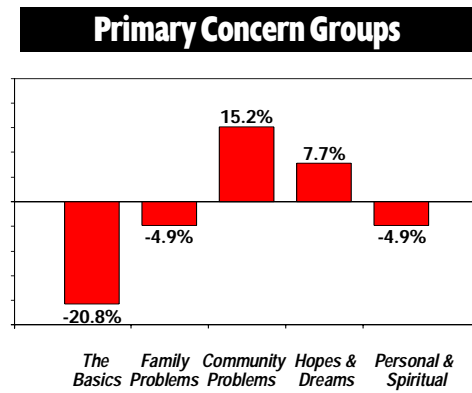
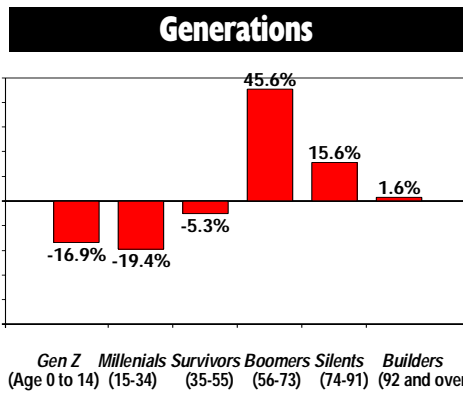
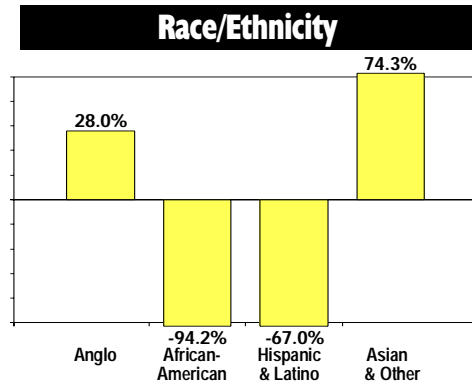
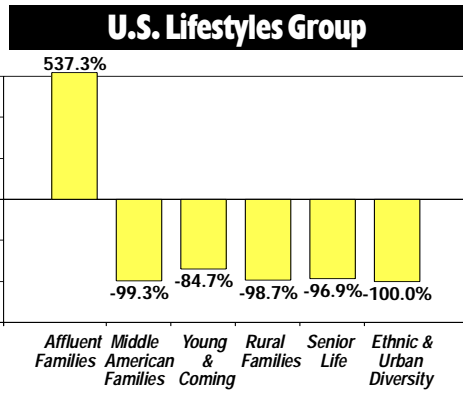


The average household income in the study area is \$200910 a year as compared to the U.S. average of \$77135. The average age in the study area is 43.5 and is projected to increase to 44.4 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
Population	45,815	44,455	47,446	50,055		
Population Change		(1,360)	2,991	2,609		
Percentage Change		-3.0%	6.7%	5.5%		
Average Annual Growth Rate		-0.3%	1.1%	1.1%		
Density (Pop. per square mile)	864	838	895	944		
HOUSEHOLDS						
▲ Households	15,893	16,084	17,041	17,965		
Household Change		191	957	924		
Percentage Change		1.2%	6.0%	5.4%		
▲ Average Annual Growth Rate		0.1%	1.0%	1.1%		
Persons Per Household	2.87	2.75	2.77	2.78		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	35,266	79.3%	37,233	78.5%	38,803	77.5%
↓ African-American (Non-Hisp)	371	0.8%	338	0.7%	310	0.6%
↓ Hispanic/Latino	2,636	5.9%	2,787	5.9%	2,932	5.9%
▲ Asian/Other (Non-Hisp)	6,182	13.9%	7,087	14.9%	8,009	16.0%
POPULATION BY GENDER						
▲ Female	22,700	51.1%	24,263	51.1%	25,651	51.2%
↓ Male	21,755	48.9%	23,183	48.9%	24,405	48.8%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	4,363	9.8%	7,485	15.8%	10,440	20.9%
Millennials (Born 1982 to 2001)	10,085	22.7%	10,384	21.9%	11,016	22.0%
▲ Survivors (Born 1961 to 1981)	10,998	24.7%	12,274	25.9%	12,995	26.0%
↓ Boomers (Born 1943 to 1960)	13,553	30.5%	13,455	28.4%	12,805	25.6%
↓ Silents (Born 1925 to 1942)	4,708	10.6%	3,658	7.7%	2,790	5.6%
↓ Builders (Born 1924 and earlier)	721	1.6%	188	0.4%	10	0.0%
AGE						
▲ Average Age	42.0		43.5		44.4	
▲ Median Age	46.4		48.3		49.2	
INCOME						
Average Household Income	\$206,668		\$200,910		\$214,950	
▲ Median Household Income	\$149,526		\$152,180		\$166,437	
Per Capita Income	\$74,773		\$72,160		\$77,147	

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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	7,716	48.0%	8,408	49.3%	9,582	53.3%
↓ \$100,000 to \$149,999	3,248	20.2%	3,104	18.2%	3,100	17.3%
↓ \$75,000 to \$99,999	1,656	10.3%	1,432	8.4%	1,416	7.9%
\$50,000 to \$74,999	1,447	9.0%	1,604	9.4%	1,551	8.6%
\$35,000 to \$49,999	819	5.1%	950	5.6%	871	4.8%
\$25,000 to \$34,999	310	1.9%	452	2.7%	435	2.4%
\$15,000 to \$24,999	353	2.2%	509	3.0%	471	2.6%
Under \$15,000	535	3.3%	583	3.4%	538	3.0%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	1,840	4.1%	1,962	4.1%	2,276	4.5%
↓ Required Formal Schooling (5-17)	9,565	21.5%	7,951	16.8%	6,674	13.3%
▲ College Years, Career Starts (18-24)	2,226	5.0%	4,879	10.3%	5,550	11.1%
▲ Singles and Young Families (25-34)	2,055	4.6%	3,077	6.5%	5,532	11.1%
↓ Families, Empty Nesters (35-54)	14,203	31.9%	11,343	23.9%	8,629	17.2%
▲ Enrichment Years Singles/Couples (55-64)	7,564	17.0%	8,873	18.7%	9,837	19.7%
▲ Retirement Opportunities (65+)	6,975	15.7%	9,359	19.7%	11,557	23.1%
POPULATION BY AGE (DETAIL)						
Under 5 years	1,840	4.1%	1,962	4.1%	2,276	4.5%
↓ 5 to 9 years	3,154	7.1%	2,040	4.3%	2,104	4.2%
↓ 10 to 14 years	3,960	8.9%	3,483	7.3%	2,259	4.5%
↓ 15 to 17 years	2,451	5.5%	2,428	5.1%	2,311	4.6%
18 to 20 years	1,175	2.6%	2,140	4.5%	2,224	4.4%
▲ 21 to 24 years	1,051	2.4%	2,739	5.8%	3,326	6.6%
▲ 25 to 29 years	1,021	2.3%	1,717	3.6%	4,044	8.1%
▲ 30 to 34 years	1,034	2.3%	1,360	2.9%	1,488	3.0%
35 to 39 years	1,977	4.4%	1,171	2.5%	1,424	2.8%
↓ 40 to 44 years	3,159	7.1%	2,083	4.4%	1,230	2.5%
↓ 45 to 49 years	4,624	10.4%	3,269	6.9%	2,188	4.4%
50 to 54 years	4,443	10.0%	4,820	10.2%	3,787	7.6%
55 to 59 years	3,965	8.9%	4,655	9.8%	4,778	9.5%
▲ 60 to 64 years	3,599	8.1%	4,218	8.9%	5,059	10.1%
▲ 65 to 69 years	2,577	5.8%	3,475	7.3%	3,938	7.9%
▲ 70 to 74 years	1,654	3.7%	2,548	5.4%	3,598	7.2%
▲ 75 to 84 years	1,943	4.4%	2,396	5.0%	3,054	6.1%
85 or more years	801	1.8%	940	2.0%	967	1.9%

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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)	39,961			
↓ Single (Never Married)	7,404	18.5%	32.9%	56
▲ Married	27,516	68.9%	50.2%	137
↓ Divorced/Widowed	5,041	12.6%	16.9%	74
Marital Status Females 15 and Older (2016)	20,617			
↓ Single (Never Married)	3,078	14.9%	29.8%	50
▲ Married	13,943	67.6%	48.8%	139
Divorced/Widowed	3,596	17.4%	21.4%	82
Marital Status Males 15 and Older (2016)	19,343			
↓ Single (Never Married)	4,326	22.4%	36.2%	62
▲ Married	13,572	70.2%	51.6%	136
↓ Divorced/Widowed	1,445	7.5%	12.3%	61
FAMILY STRUCTURE				
Households By Type (2016)	17,041			
▲ Married Couple	12,444	73.0%	48.5%	151
↓ Other Family - Male Head of Household	449	2.6%	4.9%	53
↓ Other Family - Female Head of Household	1,017	6.0%	13.0%	46
↓ Non Family - Male Head of Household	1,190	7.0%	15.8%	44
↓ Non Family - Female Head of Household	1,941	11.4%	17.7%	64
Households With Children 0 to 18 (2016)	6,401			
▲ Married Couple Family	5,555	86.8%	65.2%	133
↓ Other Family - Male Head of Household	259	4.0%	8.5%	48
↓ Other Family - Female Head of Household	564	8.8%	25.3%	35
↓ Non Family	23	0.4%	1.0%	37
Population By Household Type (2016)	47,446			
↓ Group Quarters	167	0.4%	2.5%	14

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	167			
↓ Correctional Facilities	20	12.0%	30.0%	40
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	28	16.8%	18.7%	89
▲ Other	119	71.3%	15.2%	469
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	47,446			
▲ White (Non-Hispanic)	37,233	78.5%	61.3%	128
↓ African-American (Non-Hisp)	338	0.7%	12.3%	6
↓ Hispanic/Latino	2,788	5.9%	17.8%	33
↓ Native American (Non-Hisp)	64	0.1%	0.7%	18
▲ Asian (Non-Hisp)	5,061	10.7%	5.3%	202
↓ Hawaiian & Pacific Islander (Non-Hisp)	54	0.1%	0.2%	68
▲ Other Races & Multiple Races (Non-Hisp)	1,908	4.0%	2.4%	168
Asian Population By Race (2016)	5,109			
▲ Chinese	2,268	44.4%	22.3%	199
▲ Japanese	437	8.6%	5.0%	170
Indian	847	16.6%	19.5%	85
↓ Korean	393	7.7%	9.6%	80
↓ Vietnamese	176	3.4%	11.0%	31
↓ Other Asian Races	988	19.3%	32.5%	59
Hispanic/Latino Population By Race (2016)	2,788			
▲ White	1,973	70.8%	53.0%	134
↓ African-American	18	0.6%	2.5%	26
Native American	35	1.3%	1.4%	92
▲ Asian	48	1.7%	0.4%	411
↓ Other Races & Multiple Races	714	25.6%	42.7%	60
Hispanic/Latino Population By Origin (2016)	2,788			
Mexican	1,463	52.5%	62.4%	84
↓ Puerto Rican	135	4.8%	9.5%	51
Cuban	88	3.2%	3.5%	89
▲ Other Hispanic Origin	1,102	39.5%	24.6%	161

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	12,974			
↓ Pre-Primary (Public)	185	1.4%	3.4%	41
▲ Pre-Primary (Private)	743	5.7%	2.6%	218
Elementary/High School (Public)	8,715	67.2%	58.9%	114
▲ Elementary/High School (Private)	1,697	13.1%	6.6%	197
↓ Enrolled in College	1,633	12.6%	28.4%	44
Population By Education Completed (Age 25 and over) (2016)	32,653			
↓ Elementary (Less than 9 years)	288	0.9%	5.8%	15
↓ Some High School (9 to 11 years)	384	1.2%	7.8%	15
↓ High School Graduate (12 years)	2,822	8.6%	27.9%	31
↓ Some College (13 to 15 years)	4,996	15.3%	21.2%	72
↓ Associate Degree	1,958	6.0%	8.0%	75
▲ Bachelor's Degree	13,404	41.0%	18.3%	224
▲ Graduate Degree	8,801	27.0%	11.0%	244
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	22,368			
▲ TOTAL WHITE COLLAR	19,517	87.3%	61.5%	142
▲ Executive and Managerial	6,031	27.0%	9.7%	277
Professional Specialty	4,388	19.6%	16.6%	118
▲ Technical Support	3,729	16.7%	8.3%	201
▲ Sales	3,407	15.2%	10.9%	140
↓ Administrative Support & Clerical	1,962	8.8%	16.0%	55
↓ TOTAL BLUE COLLAR	2,854	12.8%	38.5%	33
↓ Service: Private Households	656	2.9%	3.7%	79
↓ Service: Protective	344	1.5%	2.2%	69
↓ Service: Other	493	2.2%	7.5%	30
↓ Farming, Forestry & Fishing	8	0.0%	0.7%	5
↓ Precision Production and Craft	734	3.3%	11.0%	30
↓ Operators and Assemblers	273	1.2%	3.2%	38
↓ Transportation and Material Moving	215	1.0%	6.2%	16
↓ Laborers	131	0.6%	4.0%	14

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	39,167			
Employed	22,144	56.5%	58.1%	97
↓ Unemployed	1,394	3.6%	5.6%	63
Not in Labor Force	15,629	39.9%	36.3%	110
Total Female Pop. By Work Status (Age 20 to 64) (2013)	12,709			
TOTAL WORKING	7,832	61.6%	66.8%	92
With No Own Children	4,386	34.5%	42.2%	82
With Own Children Age 0 to 5 only	591	4.7%	5.5%	85
With Own Children Age 6 to 17 only	2,251	17.7%	14.8%	120
With Own Children Both Age 0 to 5 and 6 to 17	604	4.8%	4.3%	110
↓ TOTAL NOT WORKING (UNEMPLOYED)	444	3.5%	6.2%	56
↓ With No Own Children	205	1.6%	3.8%	43
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
▲ With Own Children Age 6 to 17 only	233	1.8%	1.3%	146
↓ With Own Children Both Age 0 to 5 and 6 to 17	6	0.0%	0.5%	9
▲ TOTAL NOT IN THE LABOR FORCE	4,433	34.9%	27.0%	129
With No Own Children	1,894	14.9%	17.1%	87
With Own Children Age 0 to 5 only	321	2.5%	2.6%	97
▲ With Own Children Age 6 to 17 only	1,801	14.2%	4.6%	305
▲ With Own Children Both Age 0 to 5 and 6 to 17	417	3.3%	2.6%	124
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	17,041			
Above Poverty Line (Households with Children)	13,444	65.5%	59.6%	110
Above Poverty Line (Households without Children)	6,233	30.4%	26.5%	115
↓ Below Poverty Line (Households with Children)	465	2.3%	7.9%	29
↓ Below Poverty Line (Households without Children)	370	1.8%	6.0%	30
Households By Presence of Retirement Income (2013)	16,084			
With Retirement Income	2,825	17.6%	17.6%	100
Without Retirement Income	13,634	84.8%	81.5%	104

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Saint Isidore Parish

Study Area Definition:
Custom Polygon

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)	17,041			
▲ Owner Occupied	14,944	87.7%	65.0%	135
↓ Renter Occupied	2,098	12.3%	35.0%	35
▲ Median Rent (2013)	\$1,382		\$904	153
Structures By Number of Units (2016)	17,718			
▲ Single Unit	16,795	94.8%	67.3%	141
↓ 3 to 4 Units	280	1.6%	8.1%	19
↓ 5 to 19 Units	134	0.8%	9.3%	8
↓ 20 to 49 Units	130	0.7%	3.6%	20
↓ 50 or more Units	360	2.0%	5.1%	40
↓ Mobile Home	19	0.1%	6.4%	2
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	18.58		2.57	722
Owner-Occupied Property Values (2016)	14,944			
↓ Under \$40,000	85	0.6%	7.2%	8
↓ \$40,000 to \$59,999	3	0.0%	3.7%	1
↓ \$60,000 to \$79,999	4	0.0%	5.1%	1
↓ \$80,000 to \$99,999	23	0.2%	6.5%	2
↓ \$100,000 to 149,999	43	0.3%	15.1%	2
↓ \$150,000 to \$199,999	29	0.2%	14.6%	1
↓ \$200,000 to \$299,999	82	0.5%	18.1%	3
↓ \$300,000 to \$499,999	365	2.4%	16.9%	14
▲ \$500,000 to \$999,999	4,349	29.1%	9.7%	300
▲ \$1,000,000 and over	9,961	66.7%	3.0%	2,202
▲ Median Property Value	\$993,831		\$192,432	516

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	17,718			
2010 and later	1,079	6.1%	5.5%	110
↓ 2000 to 2009	1,330	7.5%	14.6%	51
▲ 1990 to 1999	3,425	19.3%	13.4%	144
▲ 1980 to 1989	3,761	21.2%	13.2%	161
▲ 1970 to 1979	3,660	20.7%	15.0%	138
1960 to 1969	2,048	11.6%	10.4%	111
1950 to 1959	1,652	9.3%	10.3%	91
↓ 1949 or earlier	763	4.3%	17.7%	24
Households By Number of Persons (2016)	17,041			
↓ 1 Person Household	2,598	15.2%	27.3%	56
2 Person Household	6,291	36.9%	32.3%	114
3 Person Household	3,153	18.5%	16.2%	114
▲ 4 Person Household	3,115	18.3%	13.1%	140
▲ 5 Person Household	1,369	8.0%	6.5%	124
6 Person Household	394	2.3%	2.8%	84
↓ 7 or more Person Household	122	0.7%	1.9%	37
Average Persons Per Household	2.8		2.6	106
Households By Heating Type (2013)	16,459			
▲ Utility and Other Gas	13,617	82.7%	54.0%	153
↓ Electric	2,676	16.3%	36.1%	45
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	81	0.5%	2.2%	22
↓ Solar/Other Fuel	45	0.3%	0.5%	55
↓ No Fuel Used	40	0.2%	0.9%	26

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TRANSPORTATION				
Households By Number of Vehicles (2016)	17,041			
↓ No Vehicles	328	1.9%	9.0%	21
↓ 1 Vehicle	2,759	16.2%	33.7%	48
▲ 2 Vehicle	8,414	49.4%	37.5%	132
▲ 3 or more Vehicles	5,541	32.5%	19.8%	165
Workers By Travel Time to Work (2016)	19,316			
↓ Less than 15 minutes	3,610	18.7%	27.3%	69
15 to 29 minutes	6,285	32.5%	36.5%	89
30 to 44 minutes	3,850	19.9%	20.2%	99
▲ 45 to 59 minutes	2,080	10.8%	7.7%	139
▲ 60 or more minutes	3,492	18.1%	8.3%	218
▲ Average Travel Time to Work (minutes)	35.7		28.2	127
Workers By Type of Transportation to Work (2016)	21,797			
Drive Alone	16,610	76.2%	76.9%	99
↓ Car Pool	1,168	5.4%	9.6%	56
Public Transportation	1,250	5.7%	5.1%	112
↓ Walk to Work	194	0.9%	2.8%	32
Other Means	220	1.0%	1.2%	81
▲ Work at Home	2,354	10.8%	4.4%	246

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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)	16,412	96.3%	15.1%	637
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	381	2.2%	14.7%	15
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	37	0.2%	31.4%	1
5	Senior Life (7, 20, 21, 22, 30 and 31)	36	0.2%	6.9%	3
4	Rural Families (27, 26, 29, 33, 35 and 38)	29	0.2%	13.1%	1
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	0.0%	18.4%	0

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Traditional Affluent Families	10,449	61.3%	3.5%	1762
14	Secure Mid-Life Families	3,804	22.3%	0.7%	3406
4	Educated Mid-Life Families	2,091	12.3%	3.4%	360
8	Rising Potential Professionals	345	2.0%	2.3%	86
49	Exception Households	142	0.8%	0.2%	334
2	Professional Affluent Families	48	0.3%	0.8%	35
27	Country Family Diversity	28	0.2%	0.3%	48
7	Prosperous and Mature	27	0.2%	0.5%	29
28	Building Country Families	26	0.2%	2.8%	5
15	Reliable Young Starters	23	0.1%	4.3%	3
3	Mid-Life Prosperity	20	0.1%	1.5%	8
12	Educated New Starters	11	0.1%	2.9%	2
9	Educated Working Families	10	0.1%	0.1%	70
20	Cautious and Mature	4	0.0%	2.6%	1
21	Mature and Stable	4	0.0%	0.6%	4
19	Educated and Promising	2	0.0%	0.1%	15
25	Working Country Consumers	1	0.0%	4.1%	0
29	Working Country Families	1	0.0%	1.0%	1
30	Urban Senior Life	1	0.0%	0.8%	1
38	Rural Working Families	0	0.0%	8.8%	0

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
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
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
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
26	Working Suburban Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		17,037	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.8%	35.4%	79
↓ Somewhat Involved with Their Faith	25.1%	29.9%	84
▲ Not Involved with Their Faith	47.0%	34.7%	135

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	14.6%	22.1%	66
↓ 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	0.7%	0.5%	141
↓ Baptist	5.8%	16.1%	36
Catholic	21.7%	23.7%	92
▲ Congregational	2.3%	2.0%	119
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.4%	0.4%	314
▲ Episcopal	3.6%	2.9%	124
↓ Holiness	0.2%	0.8%	20
↓ Jehovah's Witnesses	0.8%	1.1%	73
▲ Judaism	7.0%	3.2%	222
↓ Lutheran	6.3%	7.2%	88
↓ Methodist	4.9%	10.1%	48
▲ Mormon	2.7%	1.8%	151
▲ New Age	0.8%	0.6%	144
▲ Non-Denominational / Independent	8.8%	6.9%	127
↓ Orthodox	0.2%	0.3%	80
↓ Pentecostal	1.7%	2.4%	69
▲ Presbyterian / Reformed	6.6%	4.6%	146
▲ Unitarian / Universalist	1.0%	0.7%	144
▲ Interested but No Preference	5.0%	3.9%	129
▲ Not Interested and No Preference	18.0%	11.1%	162

Likely to Have Changed Their Preference in the Last 10 Years	16.3%	16.8%	97
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	3.8%	4.0%	95
▲ Lets them do what they want and is supportive	13.2%	11.7%	113
▲ Lets them do what they want and stays out of the way	6.2%	4.8%	129
Works with them on deciding what to do and helps them do it	76.8%	79.6%	96

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	44.1%	43.5%	101
↓ Finding/Providing Health Insurance	23.1%	29.0%	80
↓ Day-to-Day Financial Worries	19.4%	31.6%	61
↓ Finding Employment Opportunities	11.7%	14.4%	81
↓ Finding Affordable Housing	8.1%	11.3%	72
↓ Providing Adequate Food	2.8%	8.6%	32
↓ Finding Child Care	5.4%	6.3%	86
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.9%	16.7%	95
↓ Dealing With Teen / Child Problems	16.7%	20.7%	80
▲ Finding/Providing Aging Parent Care	21.3%	15.5%	137
↓ Dealing With Abusive Relationships	9.1%	11.4%	80
↓ Dealing With Divorce	2.5%	4.5%	57
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	26.5%	27.0%	98
Finding/Providing Good Schools	24.8%	23.5%	106
▲ Dealing with Problems in Schools	15.1%	13.6%	111
▲ Dealing With Racial / Ethnic Prejudice	17.3%	13.1%	132
▲ Dealing With Neighborhood Gangs	10.0%	8.5%	117
▲ Dealing with Social Injustice	17.9%	11.3%	158
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	56.9%	50.6%	112
▲ Finding Time for Recreation / Leisure	32.3%	25.3%	128
Finding Better Quality Healthcare	25.5%	23.9%	106
Finding A Satisfying Job / Career	17.5%	19.3%	90
Finding Retirement Opportunities	18.7%	18.9%	99
Achieving A Fulfilling Marriage	23.7%	22.3%	106
Developing Parenting Skills	14.5%	14.7%	99
Achieving Educational Objectives	7.7%	7.5%	103
SPIRITUAL / PERSONAL:			
▲ Dealing With Stress	33.6%	29.8%	113
Finding Companionship	18.6%	17.3%	108
↓ Finding A Good Church	8.2%	15.2%	54
↓ Finding Spiritual Teaching	7.8%	12.9%	60
▲ Finding Life Direction	16.6%	14.0%	119

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	78.2%	84.5%	93
↓ “God is actively involved in the world including nations and their governments”	49.7%	63.8%	78

SOCIETY:

“It is important to preserve the traditional American family structure”	90.1%	91.5%	98
“A healthy environment has become a national crisis”	80.6%	82.8%	97
“Public education is essential to the future of American society”	94.8%	94.0%	101

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	42.8%	50.1%	85
“The role of Churches / Synagogues is to help form and support moral values”	81.2%	81.1%	100
“Churches and religious organizations should provide more human services”	62.8%	62.6%	100

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	38.4%	36.3%	106
“The changing racial / ethnic face of America is a threat to our national heritage”	34.0%	36.3%	94

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	72.2%	59.8%	121
▲ More than \$500 per year	42.9%	31.2%	138
▲ More than \$1,000 per year	26.4%	17.4%	152

TO CHARITIES:

▲ More than \$100 per year	48.2%	33.7%	143
▲ More than \$500 per year	18.2%	6.8%	268
▲ More than \$1,000 per year	8.2%	2.3%	357

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	35.3%	16.1%	219
▲ More than \$500 per year	11.6%	4.3%	270
▲ More than \$1,000 per year	7.2%	2.2%	327

Ministry Area Profile 2016
Compass
REPORT

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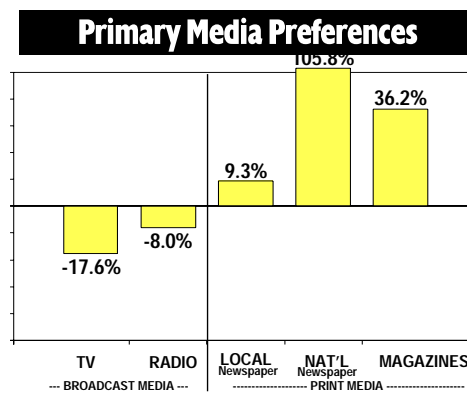
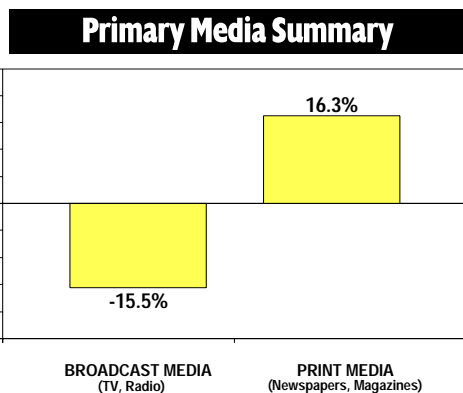
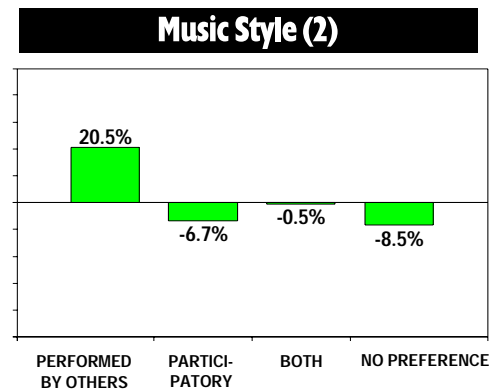
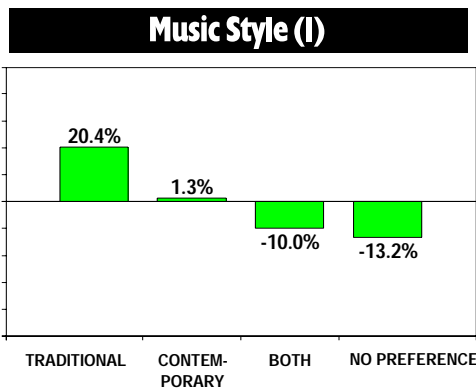
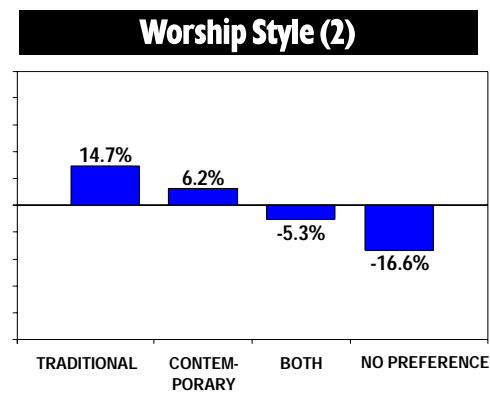
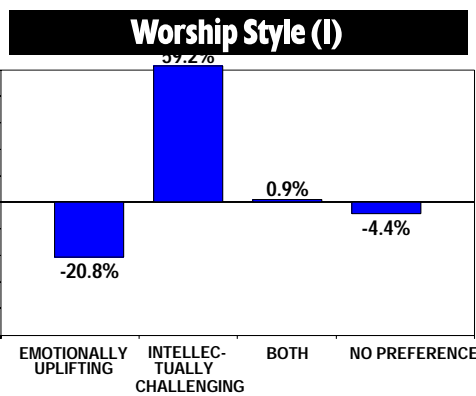
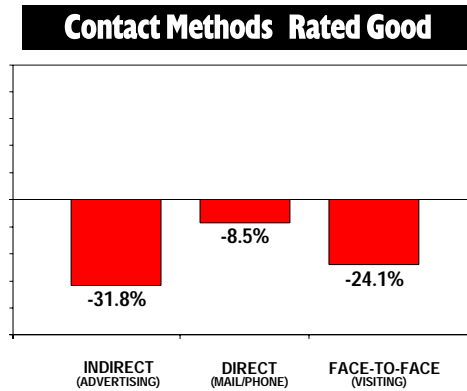
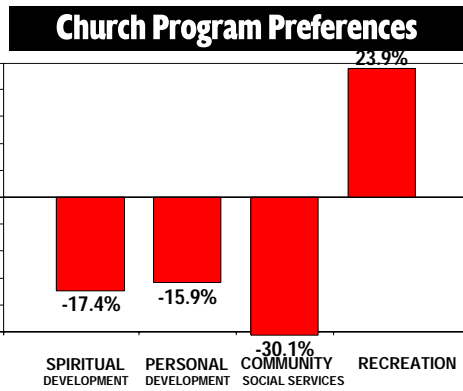
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	28.6%	41.1%	70
Adult Theological Discussion Groups	23.2%	22.5%	103
↓ Spiritual Retreats	10.4%	11.6%	89
<i>PERSONAL DEVELOPMENT:</i>			
↓ Marriage Enrichment Opportunities	13.4%	15.2%	88
↓ Parent Training Programs	6.0%	7.8%	76
↓ Twelve Step Programs	2.9%	3.5%	83
↓ Divorce Recovery	2.1%	2.4%	85
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	14.9%	22.5%	66
↓ Care for the Terminally Ill	12.1%	15.7%	77
↓ Food and Clothing Resources	6.7%	11.1%	60
↓ Day Care Services	4.0%	6.1%	65
Church Sponsored Day-School	5.1%	5.7%	90
<i>RECREATION:</i>			
Youth Social Programs	32.4%	29.7%	109
Family Activities and Outings	32.8%	32.8%	100
▲ Active Retirement Programs	33.9%	26.8%	127
▲ Cultural Programs (Music, Drama, Art)	33.7%	18.9%	178
▲ Sports or Camping	9.1%	6.3%	143

SUMMARY	
↓ Spiritual Development Index	83
↓ Personal Development Index	84
↓ Community/Social Services Index	70
▲ Recreation Index	124



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	20.9%	26.4%	79
▲ B. Intellectually Challenging	17.7%	11.1%	159
C. Both A and B	39.5%	39.2%	101
D. No Preference or Not Interested	22.3%	23.4%	96

PART 2:

▲ A. Traditional/Formal/Ceremonial	23.2%	20.2%	115
B. Contemporary/Informal	27.9%	26.3%	106
C. Both A and B	25.1%	26.5%	95
↓ D. No Preference or Not Interested	22.5%	26.9%	83

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	29.4%	24.4%	120
B. Contemporary	20.0%	19.7%	101
C. Both A and B	28.0%	31.1%	90
↓ D. No Preference or Not Interested	21.5%	24.8%	87

PART 2:

▲ A. Performed by Others	22.5%	18.7%	121
B. Participatory	21.4%	22.9%	93
C. Both A and B	32.0%	32.2%	100
D. No Preference or Not Interested	24.0%	26.2%	92



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MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	27.9%	22.0%	127
B. Personal Spiritual Development	15.2%	14.3%	106
↓ C. Both A and B	32.6%	37.4%	87
D. No Preference or Not Interested	24.2%	26.3%	92

PART 2:

↓ A. Global Mission	5.4%	6.2%	88
B. Local Mission	35.6%	33.3%	107
C. Both A and B	28.5%	30.1%	95
D. No Preference or Not Interested	30.0%	30.4%	99

CHURCH ARCHITECTURE INDICATOR

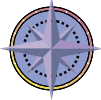
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

▲ A. Traditional	30.0%	26.6%	113
B. Contemporary	16.7%	15.9%	104
↓ C. Both A and B	28.6%	32.3%	88
D. No Preference or Not Interested	23.5%	25.1%	94

PART 2:

A. Somber/Serious	9.2%	9.4%	98
B. Light and Airy	38.3%	34.7%	110
C. Both A and B	26.1%	27.7%	94
D. No Preference or Not Interested	26.0%	28.2%	92



Date: 6/20/2016

Prepared For:
 Saint Isidore Parish

Study Area Definition:
 Custom Polygon

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

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	38.9%	47.3%	82
Radio	12.3%	13.3%	92

PRINT MEDIA:

Local Newspaper	35.9%	36.1%	99
▲ National Newspaper	8.9%	4.3%	206
▲ Magazines	5.1%	2.4%	212

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	25.9%	31.9%	81
↓ Radio	20.5%	23.8%	86

PRINT MEDIA:

Local Newspaper	35.7%	32.7%	109
▲ National Newspaper	9.2%	5.8%	160
▲ Magazines	9.6%	7.0%	136

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	84
▲ Overall Print Media Index	118



Date: 6/20/2016

Prepared For:
 Saint Isidore 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	22.7%	36.2%	63
↓ Putting Ad in Local Newspaper	25.7%	33.8%	76
↓ Local Cable Channels	20.2%	30.4%	66
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	49.4%	53.7%	92
Calling and Offering to Send Information By Mail	26.8%	29.5%	91
Calling and Discussing on the Phone	10.8%	12.0%	90
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	15.4%	20.1%	76
↓ Going Door to Door	10.5%	14.0%	75

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	33.3%	19.6%	170
▲ Putting Ad in Local Newspaper	32.1%	21.5%	149
▲ Local Cable Channels	41.7%	30.7%	136
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.3%	13.3%	130
Calling and Offering to Send Information By Mail	36.9%	34.0%	108
Calling and Discussing on the Phone	64.9%	60.6%	107
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	55.5%	49.6%	112
▲ Going Door to Door	71.4%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	68
Direct Methods Index	91
↓ Face-to-Face Methods Index	76

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	149
Direct Methods Index	110
▲ Face-to-Face Methods Index	112