

ministry
area ●●●●●●
profile **2016**

Saint James Fremont Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint James Fremont Parish

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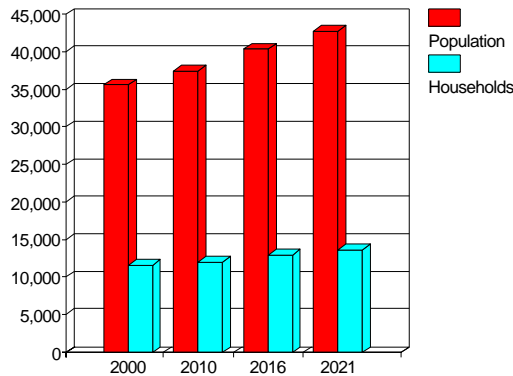
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 40,356 persons residing in the defined study area. This represents an increase of 4,786 or 13.5% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 5.9% or 2,377 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 10 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Prosperous Diversity* representing 40.9% 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 17.8% of the population and all other racial/ethnic groups make up a substantial 82.2% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 62.5% of the total population. *Asians* are also projected to be the fastest growing group increasing by 12.2% 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 *Survivors* (age 35 to 55) comprised of 13,471 persons or 33.4% 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 *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 *somewhat high*. While 91.6% 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 53.8% 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: *Time for Recreation/Leisure, Neighborhood Gangs, Parenting Skills, Achieving a Fulfilling Marriage, Long-term Financial Security* and *Good Schools*. (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 \$138,887 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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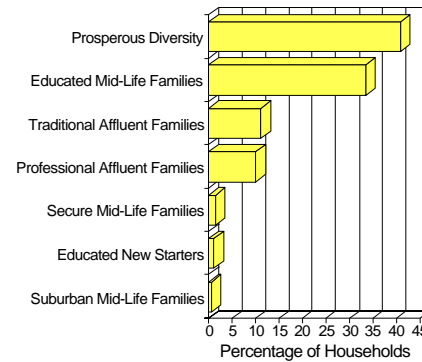
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Population and Households

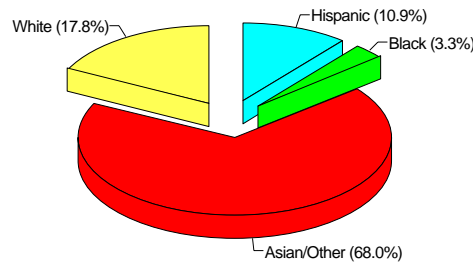


Primary U.S. Lifestyles Segments-2016

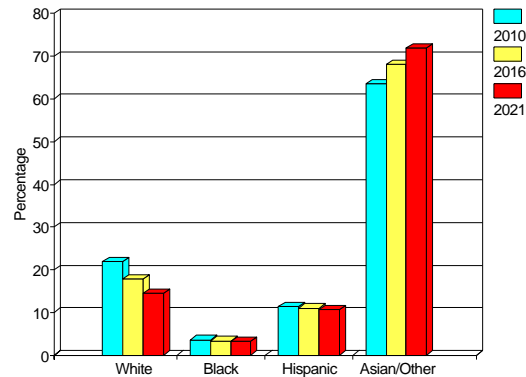


The population in the study area has increased by 2893 persons, or 7.7% since 2010 and is projected to increase by 2377 persons, or 5.9% between 2016 and 2021. The number of households has increased by 871, or 7.2% since 2010 and is projected to increase by 750, or 5.8% between 2016 and 2021.

Population By Race/Ethnicity-2016

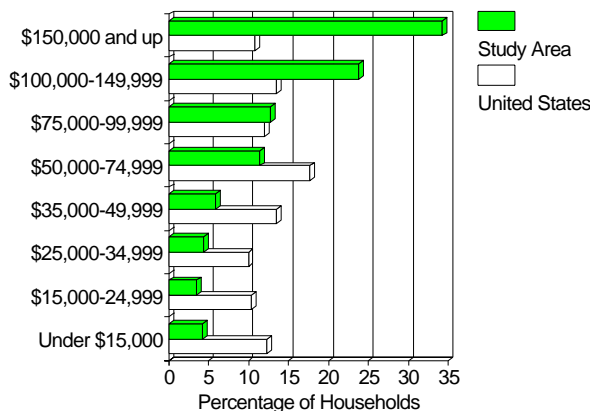


Population By Race/Ethnicity Trend

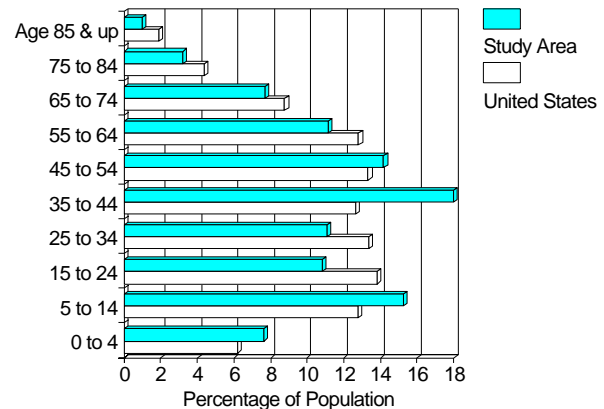


Between 2016 and 2021, the White population is projected to decrease by 1021 persons and to decrease from 17.8% to 14.4% of the total population. The Black population is projected to increase by 11 persons and to decrease from 3.3% to 3.1% of the total. The Hispanic/Latino population is projected to increase by 136 persons and to decrease from 10.9% to 10.6% of the total. The Asian/Other population is projected to increase by 3251 persons and to increase from 68.0% to 71.8% of the total population.

Households By Income-2016



Population by Age-2016

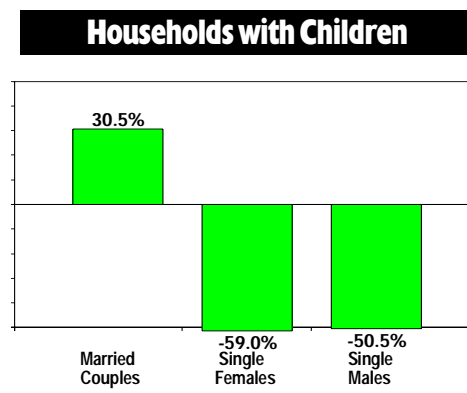
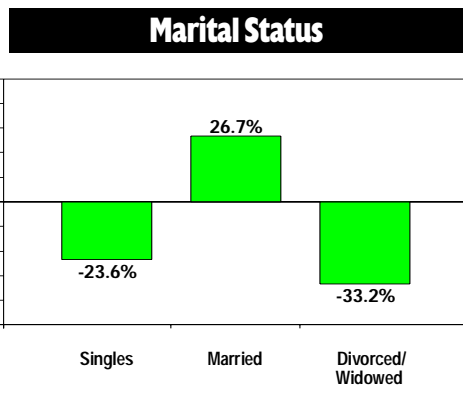
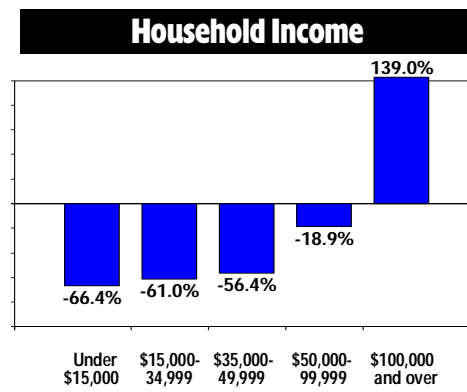
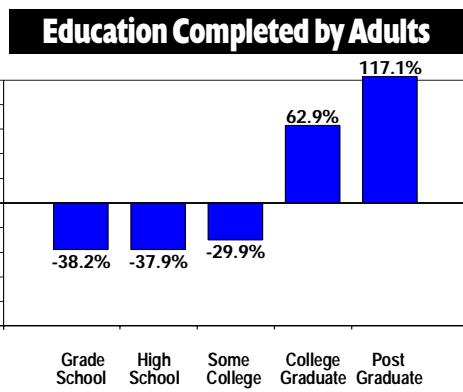
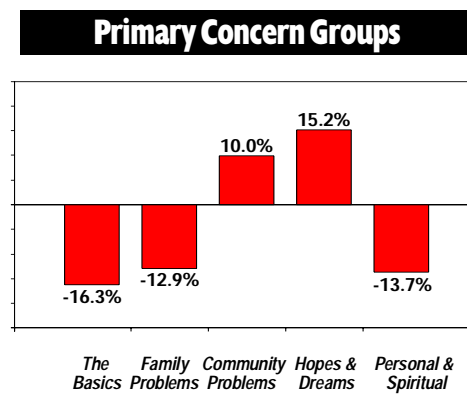
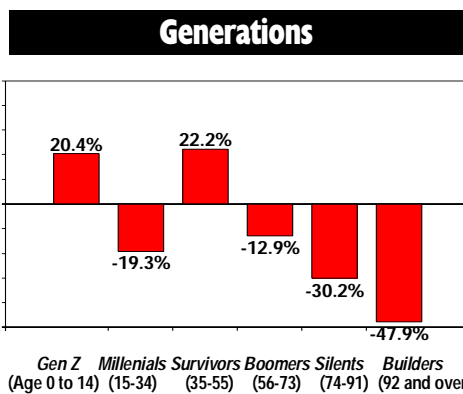
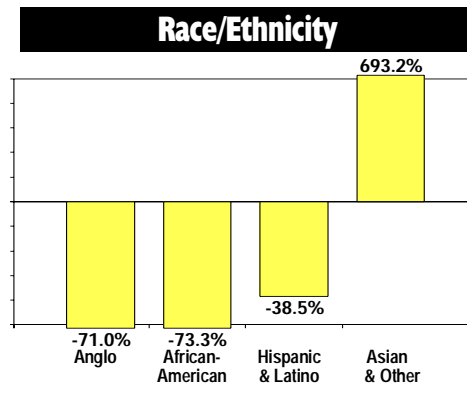
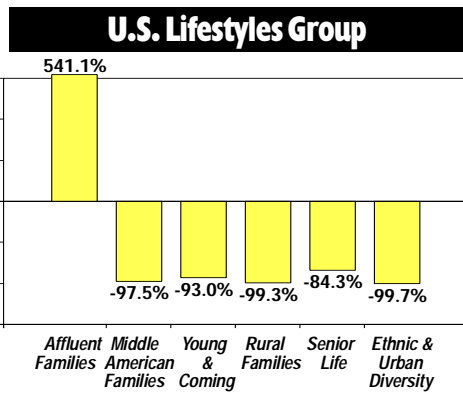


The average household income in the study area is \$138887 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.9 and is projected to increase to 37.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	35,570	37,463	40,356	42,733
Population Change		1,893	2,893	2,377
Percentage Change		5.3%	7.7%	5.9%
Average Annual Growth Rate		0.5%	1.3%	1.2%
▲ Density (Pop. per square mile)	2,916	3,071	3,308	3,503
HOUSEHOLDS				
▲ Households	11,577	12,038	12,909	13,659
Household Change		461	871	750
Percentage Change		4.0%	7.2%	5.8%
Average Annual Growth Rate		0.4%	1.2%	1.2%
▲ Persons Per Household	3.06	3.10	3.12	3.12

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	8,180	21.8%	7,175	17.8%	6,154	14.4%
↓ African-American (Non-Hisp)	1,281	3.4%	1,329	3.3%	1,340	3.1%
↓ Hispanic/Latino	4,237	11.3%	4,413	10.9%	4,549	10.6%
▲ Asian/Other (Non-Hisp)	23,766	63.4%	27,438	68.0%	30,689	71.8%

POPULATION BY GENDER						
▲ Female	18,808	50.2%	20,299	50.3%	21,524	50.4%
↓ Male	18,655	49.8%	20,056	49.7%	21,208	49.6%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	5,646	15.1%	9,229	22.9%	12,322	28.8%
↓ Millennials (Born 1982 to 2001)	8,359	22.3%	8,852	21.9%	9,045	21.2%
↓ Survivors (Born 1961 to 1981)	13,421	35.8%	13,470	33.4%	13,620	31.9%
↓ Boomers (Born 1943 to 1960)	7,210	19.2%	6,844	17.0%	6,251	14.6%
↓ Silents (Born 1925 to 1942)	2,485	6.6%	1,878	4.7%	1,490	3.5%
↓ Builders (Born 1924 and earlier)	336	0.9%	82	0.2%	4	0.0%

AGE			
▲ Average Age	35.7	36.9	37.9
▲ Median Age	37.2	38.4	39.5

INCOME			
▲ Average Household Income	\$112,030	\$138,887	\$156,021
▲ Median Household Income	\$98,963	\$115,463	\$129,397
▲ Per Capita Income	\$35,999	\$44,427	\$49,870

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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	3,065	25.5%	4,428	34.3%	5,563	40.7%
↓ \$100,000 to \$149,999	3,264	27.1%	3,065	23.7%	3,119	22.8%
\$75,000 to \$99,999	1,518	12.6%	1,640	12.7%	1,569	11.5%
↓ \$50,000 to \$74,999	1,717	14.3%	1,461	11.3%	1,384	10.1%
↓ \$35,000 to \$49,999	940	7.8%	755	5.8%	604	4.4%
\$25,000 to \$34,999	469	3.9%	571	4.4%	540	4.0%
↓ \$15,000 to \$24,999	572	4.7%	456	3.5%	401	2.9%
Under \$15,000	493	4.1%	533	4.1%	479	3.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,151	8.4%	3,080	7.6%	3,043	7.1%
▲ Required Formal Schooling (5-17)	6,855	18.3%	7,622	18.9%	8,230	19.3%
▲ College Years, Career Starts (18-24)	2,348	6.3%	2,897	7.2%	3,383	7.9%
↓ Singles and Young Families (25-34)	5,314	14.2%	4,482	11.1%	4,100	9.6%
↓ Families, Empty Nesters (35-54)	12,222	32.6%	12,979	32.2%	13,127	30.7%
▲ Enrichment Years Singles/Couples (55-64)	3,926	10.5%	4,502	11.2%	5,010	11.7%
▲ Retirement Opportunities (65+)	3,640	9.7%	4,793	11.9%	5,839	13.7%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,151	8.4%	3,080	7.6%	3,043	7.1%
↓ 5 to 9 years	3,119	8.3%	3,209	8.0%	3,203	7.5%
▲ 10 to 14 years	2,389	6.4%	2,940	7.3%	3,187	7.5%
▲ 15 to 17 years	1,347	3.6%	1,473	3.7%	1,840	4.3%
▲ 18 to 20 years	1,097	2.9%	1,283	3.2%	1,565	3.7%
21 to 24 years	1,251	3.3%	1,614	4.0%	1,818	4.3%
25 to 29 years	2,064	5.5%	1,996	4.9%	2,347	5.5%
↓ 30 to 34 years	3,250	8.7%	2,486	6.2%	1,753	4.1%
↓ 35 to 39 years	3,937	10.5%	3,081	7.6%	2,611	6.1%
40 to 44 years	3,111	8.3%	4,176	10.3%	4,037	9.4%
▲ 45 to 49 years	2,710	7.2%	3,085	7.6%	3,500	8.2%
50 to 54 years	2,464	6.6%	2,637	6.5%	2,979	7.0%
▲ 55 to 59 years	2,073	5.5%	2,454	6.1%	2,628	6.1%
▲ 60 to 64 years	1,853	4.9%	2,048	5.1%	2,382	5.6%
65 to 69 years	1,366	3.6%	1,788	4.4%	1,881	4.4%
▲ 70 to 74 years	940	2.5%	1,306	3.2%	1,762	4.1%
▲ 75 to 84 years	961	2.6%	1,290	3.2%	1,755	4.1%
▲ 85 or more years	373	1.0%	409	1.0%	441	1.0%

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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)	31,127			
↓ Single (Never Married)	7,819	25.1%	32.9%	76
▲ Married	19,788	63.6%	50.2%	127
↓ Divorced/Widowed	3,520	11.3%	16.9%	67
Marital Status Females 15 and Older (2016)	15,837			
↓ Single (Never Married)	3,260	20.6%	29.8%	69
▲ Married	10,211	64.5%	48.8%	132
↓ Divorced/Widowed	2,366	14.9%	21.4%	70
Marital Status Males 15 and Older (2016)	15,290			
Single (Never Married)	4,559	29.8%	36.2%	82
▲ Married	9,577	62.6%	51.6%	121
↓ Divorced/Widowed	1,154	7.5%	12.3%	62
FAMILY STRUCTURE				
Households By Type (2016)	12,909			
▲ Married Couple	8,792	68.1%	48.5%	140
Other Family - Male Head of Household	568	4.4%	4.9%	89
↓ Other Family - Female Head of Household	1,199	9.3%	13.0%	71
↓ Non Family - Male Head of Household	1,160	9.0%	15.8%	57
↓ Non Family - Female Head of Household	1,190	9.2%	17.7%	52
Households With Children 0 to 18 (2016)	6,256			
▲ Married Couple Family	5,325	85.1%	65.2%	130
↓ Other Family - Male Head of Household	262	4.2%	8.5%	49
↓ Other Family - Female Head of Household	649	10.4%	25.3%	41
↓ Non Family	20	0.3%	1.0%	33
Population By Household Type (2016)	40,356			
↓ Group Quarters	116	0.3%	2.5%	11

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	116			
↓ Correctional Facilities	6	5.2%	30.0%	17
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
▲ Other	110	94.8%	15.2%	624
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	40,356			
↓ White (Non-Hispanic)	7,175	17.8%	61.3%	29
↓ African-American (Non-Hisp)	1,329	3.3%	12.3%	27
↓ Hispanic/Latino	4,413	10.9%	17.8%	61
↓ Native American (Non-Hisp)	65	0.2%	0.7%	22
▲ Asian (Non-Hisp)	25,006	62.0%	5.3%	1,174
▲ Hawaiian & Pacific Islander (Non-Hisp)	208	0.5%	0.2%	306
▲ Other Races & Multiple Races (Non-Hisp)	2,158	5.3%	2.4%	223
Asian Population By Race (2016)	25,169			
▲ Chinese	7,901	31.4%	22.3%	141
↓ Japanese	307	1.2%	5.0%	24
▲ Indian	9,139	36.3%	19.5%	186
↓ Korean	733	2.9%	9.6%	30
↓ Vietnamese	1,045	4.2%	11.0%	38
↓ Other Asian Races	6,044	24.0%	32.5%	74
Hispanic/Latino Population By Race (2016)	4,413			
White	1,943	44.0%	53.0%	83
↓ African-American	75	1.7%	2.5%	68
Native American	68	1.5%	1.4%	113
▲ Asian	163	3.7%	0.4%	882
Other Races & Multiple Races	2,164	49.0%	42.7%	115
Hispanic/Latino Population By Origin (2016)	4,413			
Mexican	2,864	64.9%	62.4%	104
↓ Puerto Rican	238	5.4%	9.5%	57
↓ Cuban	23	0.5%	3.5%	15
Other Hispanic Origin	1,288	29.2%	24.6%	119

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	9,731			
Pre-Primary (Public)	288	3.0%	3.4%	86
▲ Pre-Primary (Private)	877	9.0%	2.6%	343
Elementary/High School (Public)	5,357	55.1%	58.9%	93
▲ Elementary/High School (Private)	841	8.6%	6.6%	130
Enrolled in College	2,369	24.3%	28.4%	86
Population By Education Completed (Age 25 and over) (2016)	26,756			
↓ Elementary (Less than 9 years)	1,188	4.4%	5.8%	76
↓ Some High School (9 to 11 years)	1,059	4.0%	7.8%	51
↓ High School Graduate (12 years)	4,635	17.3%	27.9%	62
↓ Some College (13 to 15 years)	3,861	14.4%	21.2%	68
↓ Associate Degree	1,612	6.0%	8.0%	75
▲ Bachelor's Degree	7,984	29.8%	18.3%	163
▲ Graduate Degree	6,418	24.0%	11.0%	217
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	19,257			
▲ TOTAL WHITE COLLAR	15,634	81.2%	61.5%	132
▲ Executive and Managerial	2,643	13.7%	9.7%	141
▲ Professional Specialty	3,934	20.4%	16.6%	123
▲ Technical Support	4,382	22.8%	8.3%	275
Sales	1,842	9.6%	10.9%	88
Administrative Support & Clerical	2,833	14.7%	16.0%	92
↓ TOTAL BLUE COLLAR	3,624	18.8%	38.5%	49
↓ Service: Private Households	473	2.5%	3.7%	66
↓ Service: Protective	196	1.0%	2.2%	46
↓ Service: Other	639	3.3%	7.5%	44
↓ Farming, Forestry & Fishing	7	0.0%	0.7%	5
↓ Precision Production and Craft	985	5.1%	11.0%	47
↓ Operators and Assemblers	377	2.0%	3.2%	60
↓ Transportation and Material Moving	723	3.8%	6.2%	61
↓ Laborers	224	1.2%	4.0%	29

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	30,646			
Employed	19,310	63.0%	58.1%	108
Unemployed	1,508	4.9%	5.6%	87
Not in Labor Force	9,828	32.1%	36.3%	88
Total Female Pop. By Work Status (Age 20 to 64) (2013)	11,776			
TOTAL WORKING	7,675	65.2%	66.8%	98
With No Own Children	4,188	35.6%	42.2%	84
▲ With Own Children Age 0 to 5 only	1,161	9.9%	5.5%	180
With Own Children Age 6 to 17 only	1,645	14.0%	14.8%	94
▲ With Own Children Both Age 0 to 5 and 6 to 17	681	5.8%	4.3%	134
TOTAL NOT WORKING (UNEMPLOYED)	640	5.4%	6.2%	87
With No Own Children	358	3.0%	3.8%	81
▲ With Own Children Age 0 to 5 only	95	0.8%	0.7%	122
↓ With Own Children Age 6 to 17 only	83	0.7%	1.3%	56
▲ With Own Children Both Age 0 to 5 and 6 to 17	104	0.9%	0.5%	161
TOTAL NOT IN THE LABOR FORCE	3,460	29.4%	27.0%	109
↓ With No Own Children	1,564	13.3%	17.1%	78
▲ With Own Children Age 0 to 5 only	560	4.8%	2.6%	183
▲ With Own Children Age 6 to 17 only	905	7.7%	4.6%	165
▲ With Own Children Both Age 0 to 5 and 6 to 17	431	3.7%	2.6%	138
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	12,909			
Above Poverty Line (Households with Children)	10,081	60.9%	59.6%	102
▲ Above Poverty Line (Households without Children)	5,563	33.6%	26.5%	127
↓ Below Poverty Line (Households with Children)	483	2.9%	7.9%	37
↓ Below Poverty Line (Households without Children)	421	2.5%	6.0%	42
Households By Presence of Retirement Income (2013)	12,038			
↓ With Retirement Income	1,606	13.3%	17.6%	76
Without Retirement Income	10,718	89.0%	81.5%	109

Date: 6/20/2016

Prepared For:
Saint James Fremont 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)	12,909			
Owner Occupied	8,966	69.5%	65.0%	107
Renter Occupied	3,944	30.6%	35.0%	87
▲ Median Rent (2013)	\$1,571		\$904	174
Structures By Number of Units (2016)	13,281			
▲ Single Unit	11,226	84.5%	67.3%	126
↓ 3 to 4 Units	373	2.8%	8.1%	35
↓ 5 to 19 Units	490	3.7%	9.3%	40
↓ 20 to 49 Units	147	1.1%	3.6%	31
▲ 50 or more Units	821	6.2%	5.1%	121
↓ Mobile Home	225	1.7%	6.4%	26
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	6.13		2.57	238
Owner-Occupied Property Values (2016)	8,966			
↓ Under \$40,000	132	1.5%	7.2%	20
↓ \$40,000 to \$59,999	47	0.5%	3.7%	14
↓ \$60,000 to \$79,999	72	0.8%	5.1%	16
↓ \$80,000 to \$99,999	35	0.4%	6.5%	6
↓ \$100,000 to 149,999	55	0.6%	15.1%	4
↓ \$150,000 to \$199,999	51	0.6%	14.6%	4
↓ \$200,000 to \$299,999	139	1.6%	18.1%	9
\$300,000 to \$499,999	1,233	13.8%	16.9%	81
▲ \$500,000 to \$999,999	6,582	73.4%	9.7%	756
▲ \$1,000,000 and over	619	6.9%	3.0%	228
▲ Median Property Value	\$660,083		\$192,432	343

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	13,281			
▲ 2010 and later	970	7.3%	5.5%	132
↓ 2000 to 2009	862	6.5%	14.6%	44
↓ 1990 to 1999	1,379	10.4%	13.4%	78
▲ 1980 to 1989	3,756	28.3%	13.2%	215
▲ 1970 to 1979	4,262	32.1%	15.0%	214
1960 to 1969	1,444	10.9%	10.4%	105
↓ 1950 to 1959	423	3.2%	10.3%	31
↓ 1949 or earlier	186	1.4%	17.7%	8
Households By Number of Persons (2016)	12,909			
↓ 1 Person Household	1,784	13.8%	27.3%	51
↓ 2 Person Household	3,229	25.0%	32.3%	78
▲ 3 Person Household	2,929	22.7%	16.2%	140
▲ 4 Person Household	3,001	23.2%	13.1%	178
▲ 5 Person Household	1,152	8.9%	6.5%	138
▲ 6 Person Household	511	4.0%	2.8%	143
▲ 7 or more Person Household	302	2.3%	1.9%	123
Average Persons Per Household	3.1		2.6	120
Households By Heating Type (2013)	12,324			
▲ Utility and Other Gas	10,118	82.1%	54.0%	152
↓ Electric	2,081	16.9%	36.1%	47
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	50	0.4%	2.2%	18
↓ Solar/Other Fuel	15	0.1%	0.5%	25
↓ No Fuel Used	60	0.5%	0.9%	52

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TRANSPORTATION				
Households By Number of Vehicles (2016)	12,909			
↓ No Vehicles	448	3.5%	9.0%	39
↓ 1 Vehicle	3,056	23.7%	33.7%	70
▲ 2 Vehicle	6,035	46.8%	37.5%	125
▲ 3 or more Vehicles	3,370	26.1%	19.8%	132
Workers By Travel Time to Work (2016)	16,523			
↓ Less than 15 minutes	2,051	12.4%	27.3%	46
15 to 29 minutes	5,186	31.4%	36.5%	86
▲ 30 to 44 minutes	5,396	32.7%	20.2%	162
▲ 45 to 59 minutes	2,058	12.5%	7.7%	161
▲ 60 or more minutes	1,831	11.1%	8.3%	134
▲ Average Travel Time to Work (minutes)	34.9		28.2	124
Workers By Type of Transportation to Work (2016)	17,016			
Drive Alone	12,848	75.5%	76.9%	98
▲ Car Pool	2,058	12.1%	9.6%	127
▲ Public Transportation	1,191	7.0%	5.1%	137
↓ Walk to Work	112	0.7%	2.8%	23
Other Means	180	1.1%	1.2%	85
Work at Home	627	3.7%	4.4%	84

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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)	12,507	96.9%	15.1%	641
5	Senior Life (7, 20, 21, 22, 30 and 31)	140	1.1%	6.9%	16
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	133	1.0%	14.7%	7
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	101	0.8%	31.4%	2
4	Rural Families (27, 26, 29, 33, 35 and 38)	12	0.1%	13.1%	1
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	8	0.1%	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	5,279	40.9%	3.1%	1318
4	Educated Mid-Life Families	4,322	33.5%	3.4%	981
1	Traditional Affluent Families	1,432	11.1%	3.5%	319
2	Professional Affluent Families	1,296	10.0%	0.8%	1246
14	Secure Mid-Life Families	178	1.4%	0.7%	210
12	Educated New Starters	133	1.0%	2.9%	35
10	Suburban Mid-Life Families	79	0.6%	5.5%	11
20	Cautious and Mature	77	0.6%	2.6%	23
7	Prosperous and Mature	61	0.5%	0.5%	88
28	Building Country Families	15	0.1%	2.8%	4
27	Country Family Diversity	8	0.1%	0.3%	18
32	Working Urban Life	7	0.1%	1.7%	3
49	Exception Households	7	0.1%	0.2%	22
25	Working Country Consumers	5	0.0%	4.1%	1
29	Working Country Families	4	0.0%	1.0%	3
21	Mature and Stable	2	0.0%	0.6%	3
9	Educated Working Families	2	0.0%	0.1%	18
45	Struggling Urban Diversity	1	0.0%	2.5%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	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.		
15	Reliable Young Starters	0	0.0%	4.3%	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
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
8	Rising Potential Professionals	0	0.0%	2.3%	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
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
30	Urban Senior Life	0	0.0%	0.8%	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
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	12,908	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.6%	35.4%	78
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	48.8%	34.7%	141

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.2%	22.1%	82
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	19.3%	23.7%	81

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

Adventist	0.6%	0.5%	108
↓ Baptist	7.1%	16.1%	44
Catholic	22.7%	23.7%	96
Congregational	1.9%	2.0%	95
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.1%	0.4%	259
Episcopal	2.9%	2.9%	100
↓ Holiness	0.1%	0.8%	14
↓ Jehovah's Witnesses	0.9%	1.1%	85
▲ Judaism	4.9%	3.2%	154
↓ Lutheran	6.1%	7.2%	84
↓ Methodist	4.6%	10.1%	45
▲ Mormon	3.1%	1.8%	176
▲ New Age	1.1%	0.6%	186
▲ Non-Denominational / Independent	10.9%	6.9%	157
↓ Orthodox	0.3%	0.3%	83
↓ Pentecostal	2.0%	2.4%	83
▲ Presbyterian / Reformed	5.3%	4.6%	115
▲ Unitarian / Universalist	0.8%	0.7%	117
▲ Interested but No Preference	5.4%	3.9%	140
▲ Not Interested and No Preference	18.5%	11.1%	167

Likely to Have Changed Their Preference in the Last 10 Years	17.4%	16.8%	103
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.0%	4.0%	125
↓ Lets them do what they want and is supportive	10.1%	11.7%	86
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	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	42.0%	43.5%	97
↓ Finding/Providing Health Insurance	19.5%	29.0%	67
↓ Day-to-Day Financial Worries	25.2%	31.6%	80
Finding Employment Opportunities	14.9%	14.4%	103
↓ Finding Affordable Housing	8.6%	11.3%	76
↓ Providing Adequate Food	4.4%	8.6%	51
Finding Child Care	6.5%	6.3%	104
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	12.5%	16.7%	75
Dealing With Teen / Child Problems	19.3%	20.7%	93
▲ Finding/Providing Aging Parent Care	17.8%	15.5%	115
↓ Dealing With Abusive Relationships	7.4%	11.4%	65
↓ Dealing With Divorce	3.0%	4.5%	66
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.8%	27.0%	107
▲ Finding/Providing Good Schools	27.7%	23.5%	118
Dealing with Problems in Schools	12.6%	13.6%	92
Dealing With Racial / Ethnic Prejudice	13.2%	13.1%	101
▲ Dealing With Neighborhood Gangs	11.3%	8.5%	133
▲ Dealing with Social Injustice	13.0%	11.3%	115
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	59.8%	50.6%	118
▲ Finding Time for Recreation / Leisure	34.1%	25.3%	135
↓ Finding Better Quality Healthcare	20.4%	23.9%	85
▲ Finding A Satisfying Job / Career	21.7%	19.3%	112
Finding Retirement Opportunities	19.5%	18.9%	103
▲ Achieving A Fulfilling Marriage	27.2%	22.3%	122
▲ Developing Parenting Skills	19.5%	14.7%	132
Achieving Educational Objectives	8.1%	7.5%	108
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.1%	29.8%	98
↓ Finding Companionship	15.1%	17.3%	87
↓ Finding A Good Church	9.2%	15.2%	61
↓ Finding Spiritual Teaching	8.2%	12.9%	64
Finding Life Direction	15.3%	14.0%	110

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	80.1%	84.5%	95
↓ "God is actively involved in the world including nations and their governments"	53.0%	63.8%	83

SOCIETY:

"It is important to preserve the traditional American family structure"	89.9%	91.5%	98
"A healthy environment has become a national crisis"	81.8%	82.8%	99
"Public education is essential to the future of American society"	96.1%	94.0%	102

INSTITUTIONAL ROLES:

↓ "Government should be the primary provider of human welfare services"	41.7%	50.1%	83
"The role of Churches / Synagogues is to help form and support moral values"	77.9%	81.1%	96
"Churches and religious organizations should provide more human services"	58.2%	62.6%	93

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	38.1%	36.3%	105
"The changing racial / ethnic face of America is a threat to our national heritage"	34.3%	36.3%	94

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	63.4%	59.8%	106
▲ More than \$500 per year	35.7%	31.2%	114
▲ More than \$1,000 per year	23.0%	17.4%	132

TO CHARITIES:

▲ More than \$100 per year	50.9%	33.7%	151
▲ More than \$500 per year	15.4%	6.8%	226
▲ More than \$1,000 per year	5.2%	2.3%	226

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	26.1%	16.1%	162
▲ More than \$500 per year	7.3%	4.3%	170
▲ More than \$1,000 per year	5.0%	2.2%	227

Ministry Area Profile 2016
Compass
REPORT

Saint James Fremont Parish

Study Area Definition:
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Prepared For:
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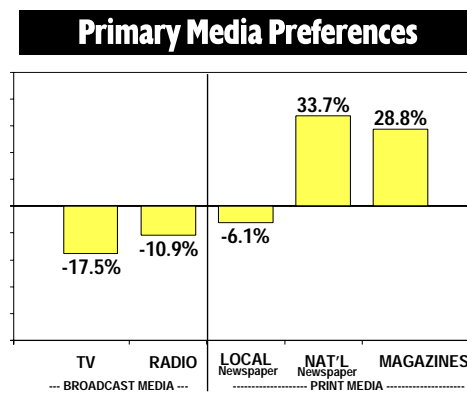
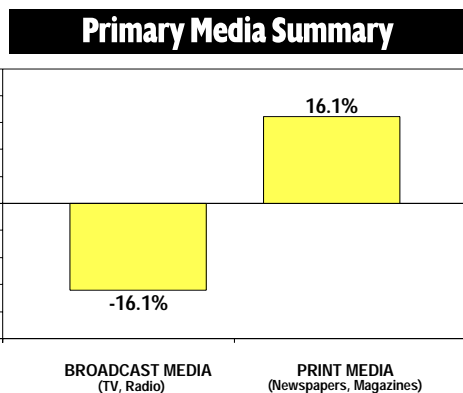
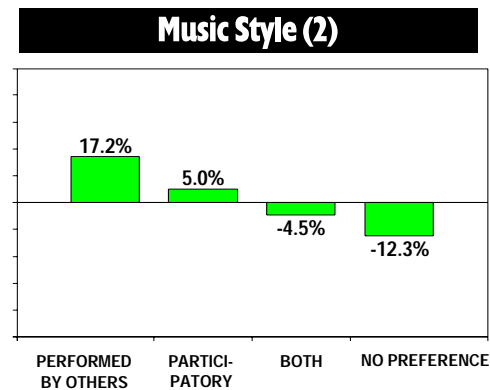
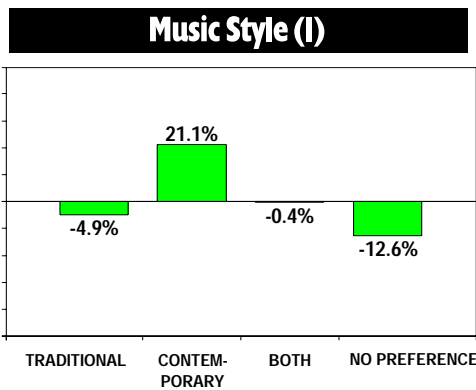
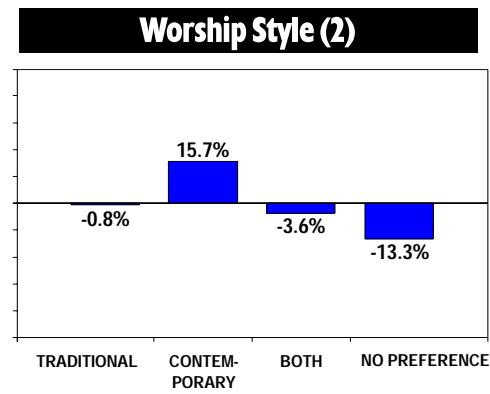
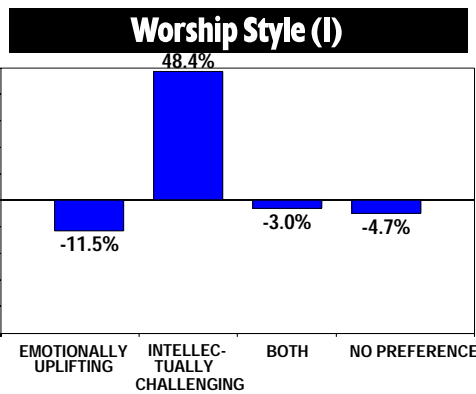
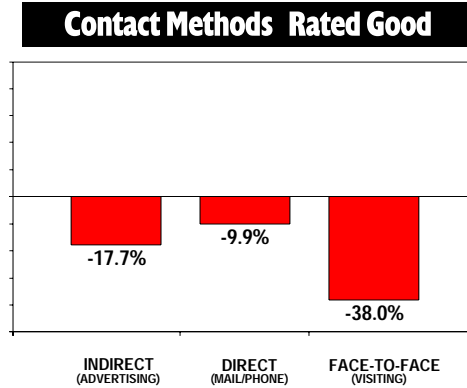
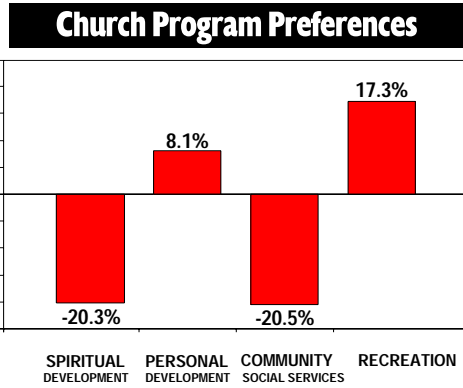
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	30.2%	41.1%	73
Adult Theological Discussion Groups	20.2%	22.5%	90
↓ Spiritual Retreats	9.7%	11.6%	83

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	16.4%	15.2%	108
▲ Parent Training Programs	10.1%	7.8%	129
Twelve Step Programs	3.1%	3.5%	90
↓ Divorce Recovery	1.5%	2.4%	64

COMMUNITY/SOCIAL SERVICES:

↓ Personal or Family Counseling	18.6%	22.5%	83
↓ Care for the Terminally Ill	10.4%	15.7%	66
↓ Food and Clothing Resources	6.1%	11.1%	55
▲ Day Care Services	7.0%	6.1%	115
▲ Church Sponsored Day-School	6.4%	5.7%	113

RECREATION:

▲ Youth Social Programs	35.6%	29.7%	120
▲ Family Activities and Outings	38.2%	32.8%	116
Active Retirement Programs	26.2%	26.8%	98
▲ Cultural Programs (Music, Drama, Art)	26.2%	18.9%	138
▲ Sports or Camping	8.2%	6.3%	129

SUMMARY

↓ Spiritual Development Index	80
Personal Development Index	108
↓ Community/Social Services Index	79
▲ Recreation Index	117



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	23.3%	26.4%	89
▲ B. Intellectually Challenging	16.5%	11.1%	148
C. Both A and B	38.0%	39.2%	97
D. No Preference or Not Interested	22.3%	23.4%	95

PART 2:

A. Traditional/Formal/Ceremonial	20.1%	20.2%	99
▲ B. Contemporary/Informal	30.4%	26.3%	116
C. Both A and B	25.6%	26.5%	96
↓ D. No Preference or Not Interested	23.4%	26.9%	87

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.2%	24.4%	95
▲ B. Contemporary	23.9%	19.7%	121
C. Both A and B	31.0%	31.1%	100
↓ D. No Preference or Not Interested	21.6%	24.8%	87

PART 2:

▲ A. Performed by Others	21.9%	18.7%	117
B. Participatory	24.1%	22.9%	105
C. Both A and B	30.7%	32.2%	95
↓ D. No Preference or Not Interested	23.0%	26.2%	88



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MISSION EMPHASIS INDICATOR

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

PART 1:			
A. Community	24.3%	22.0%	110
B. Personal Spiritual Development	15.5%	14.3%	109
C. Both A and B	36.0%	37.4%	96
D. No Preference or Not Interested	23.9%	26.3%	91
PART 2:			
A. Global Mission	5.8%	6.2%	94
B. Local Mission	34.7%	33.3%	104
C. Both A and B	31.1%	30.1%	103
D. No Preference or Not Interested	27.9%	30.4%	92

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:			
↓ A. Traditional	23.3%	26.6%	87
▲ B. Contemporary	22.5%	15.9%	141
C. Both A and B	31.7%	32.3%	98
D. No Preference or Not Interested	22.7%	25.1%	91
PART 2:			
↓ A. Somber/Serious	7.2%	9.4%	77
▲ B. Light and Airy	41.7%	34.7%	120
C. Both A and B	26.6%	27.7%	96
↓ D. No Preference or Not Interested	24.5%	28.2%	87



Date: 6/20/2016

Prepared For:
 Saint James Fremont 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	39.0%	47.3%	82
↓ Radio	11.9%	13.3%	89

PRINT MEDIA:

▲ Local Newspaper	40.1%	36.1%	111
▲ National Newspaper	5.8%	4.3%	134
▲ Magazines	4.0%	2.4%	164

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.8%	31.9%	100
Radio	22.7%	23.8%	95

PRINT MEDIA:

Local Newspaper	30.7%	32.7%	94
National Newspaper	5.9%	5.8%	102
▲ Magazines	9.1%	7.0%	129

SUMMARY

Overall Broadcast Media Index (100 = Average)	91
Overall Print Media Index	108



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

CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	30.6%	36.2%	85
↓ Putting Ad in Local Newspaper	28.0%	33.8%	83
↓ Local Cable Channels	24.0%	30.4%	79
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.5%	53.7%	96
↓ Calling and Offering to Send Information By Mail	24.8%	29.5%	84
↓ 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	12.7%	20.1%	63
↓ Going Door to Door	8.5%	14.0%	61

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	24.9%	19.6%	127
▲ Putting Ad in Local Newspaper	28.2%	21.5%	131
▲ Local Cable Channels	36.4%	30.7%	118
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.0%	13.3%	120
▲ Calling and Offering to Send Information By Mail	39.4%	34.0%	116
▲ Calling and Discussing on the Phone	68.7%	60.6%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	62.0%	49.6%	125
Going Door to Door	70.6%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	82
Direct Methods Index	90
↓ Face-to-Face Methods Index	62

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	125
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	117