

ministry
area ●●●●●●
profile **2016**

Saint Joan of Arc Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Joan of Arc Parish

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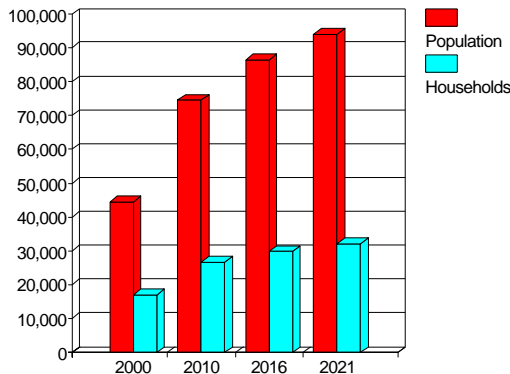
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 86,349 persons residing in the defined study area. This represents an increase of 41,893 or 94.2% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 8.9% or 7,649 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 13 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 34.9% 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 47.2% of the population and all other racial/ethnic groups make up 52.8% which is somewhat above the national average of 39%. The largest of these groups, *Asians*, accounts for 37.5% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 24.2% 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 29,298 persons or 33.9% 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 97.3% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 65.9% 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, Time for Recreation/Leisure, Finding Life Direction, Aging Parent Care, Achieving a Fulfilling Marriage* and *Long-term Financial Security*. (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 \$180,459 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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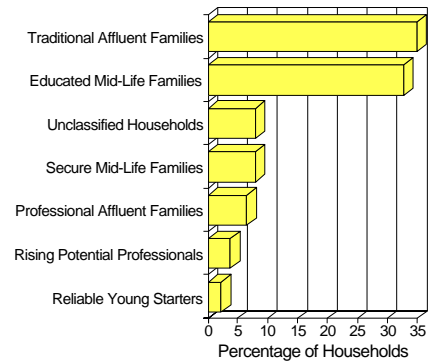
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Population and Households

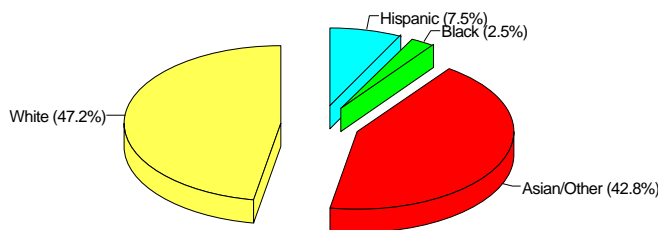


Primary U.S. Lifestyles Segments-2016

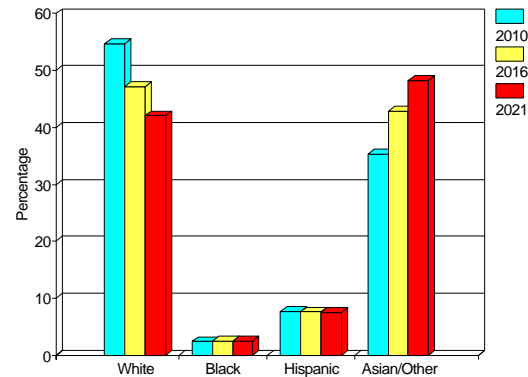


The population in the study area has increased by 11777 persons, or 15.8% since 2010 and is projected to increase by 7649 persons, or 8.9% between 2016 and 2021. The number of households has increased by 3045, or 11.4% since 2010 and is projected to increase by 2316, or 7.8% between 2016 and 2021.

Population By Race/Ethnicity-2016

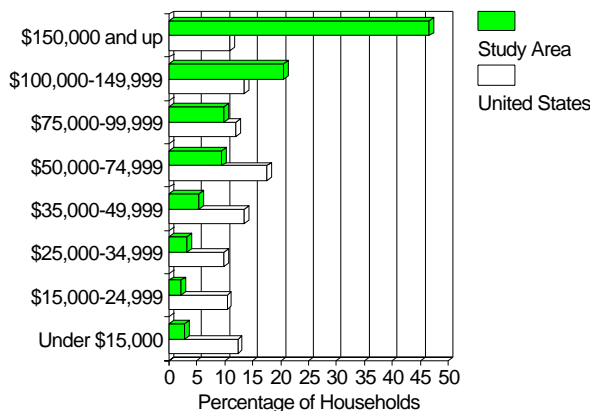


Population By Race/Ethnicity Trend

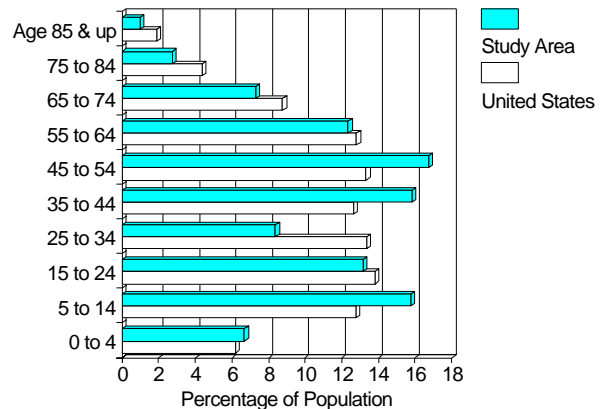


Between 2016 and 2021, the White population is projected to decrease by 1304 persons and to decrease from 47.2% to 42.0% of the total population. The Black population is projected to increase by 167 persons and to remain stable at 2.4% of the total. The Hispanic/Latino population is projected to increase by 481 persons and to remain stable at 7.4% of the total. The Asian/Other population is projected to increase by 8304 persons and to increase from 42.8% to 48.1% of the total population.

Households By Income-2016



Population by Age-2016

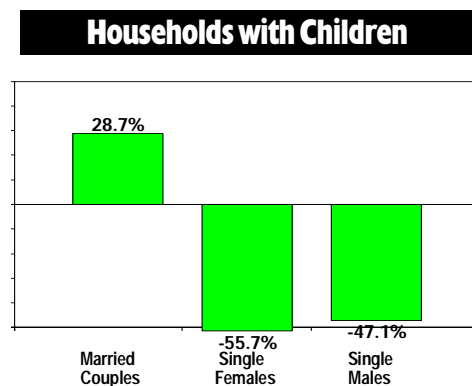
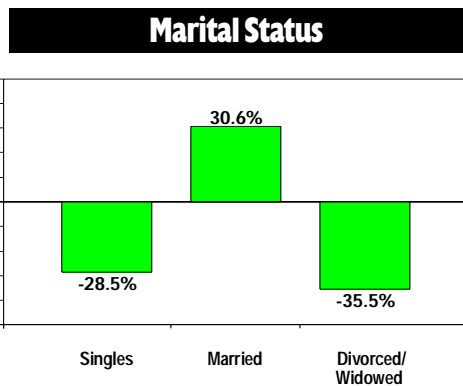
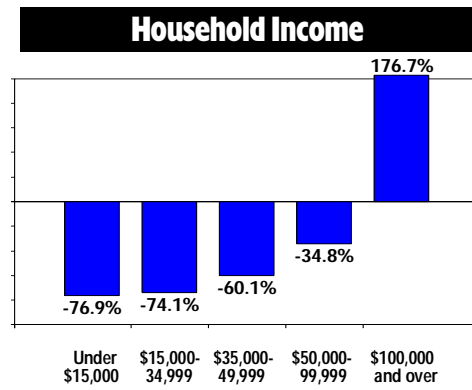
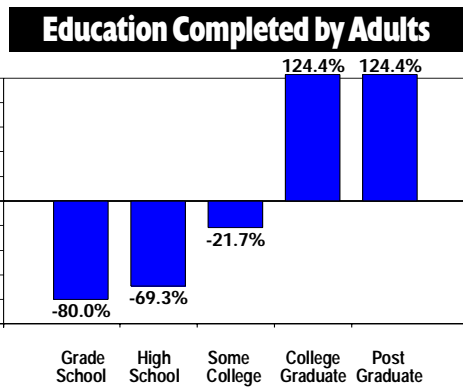
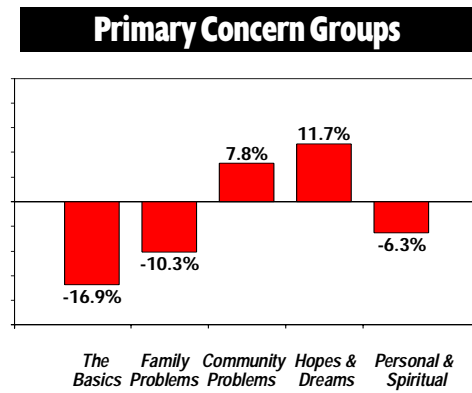
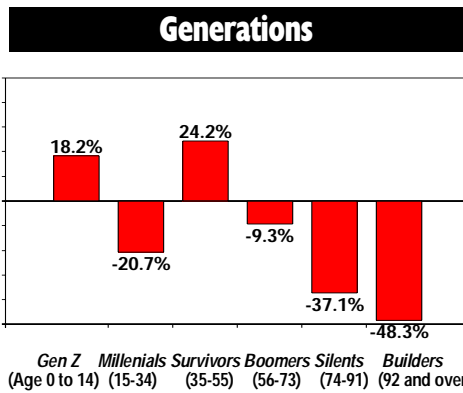
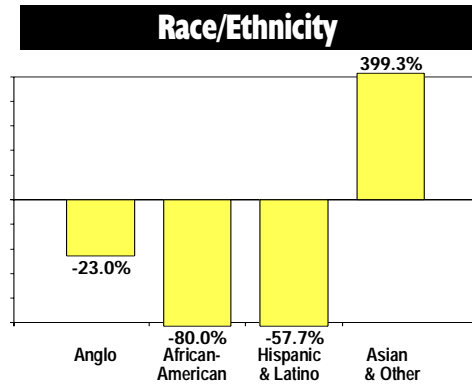
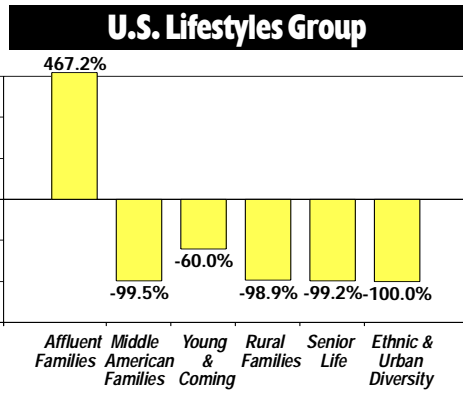


The average household income in the study area is \$180459 a year as compared to the U.S. average of \$77135. The average age in the study area is 37.2 and is projected to increase to 38.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	44,456	74,572	86,349	93,998
Population Change		30,116	11,777	7,649
Percentage Change		67.7%	15.8%	8.9%
↓ Average Annual Growth Rate		6.8%	2.6%	1.8%
▲ Density (Pop. per square mile)	1,247	2,092	2,422	2,637
HOUSEHOLDS				
▲ Households	16,990	26,699	29,744	32,060
Household Change		9,709	3,045	2,316
Percentage Change		57.1%	11.4%	7.8%
↓ Average Annual Growth Rate		5.7%	1.9%	1.6%
▲ Persons Per Household	2.61	2.78	2.89	2.92

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	40,738	54.6%	40,777	47.2%	39,473	42.0%
African-American (Non-Hisp)	1,790	2.4%	2,128	2.5%	2,295	2.4%
↓ Hispanic/Latino	5,721	7.7%	6,489	7.5%	6,970	7.4%
▲ Asian/Other (Non-Hisp)	26,324	35.3%	36,956	42.8%	45,260	48.1%

POPULATION BY GENDER						
Female	38,081	51.1%	44,029	51.0%	47,971	51.0%
Male	36,491	48.9%	42,320	49.0%	46,028	49.0%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	10,769	14.4%	19,390	22.5%	26,617	28.3%
↓ Millennials (Born 1982 to 2001)	17,102	22.9%	18,606	21.5%	20,233	21.5%
↓ Survivors (Born 1961 to 1981)	26,080	35.0%	29,295	33.9%	29,909	31.8%
↓ Boomers (Born 1943 to 1960)	15,454	20.7%	15,263	17.7%	14,252	15.2%
↓ Silents (Born 1925 to 1942)	4,404	5.9%	3,621	4.2%	2,979	3.2%
↓ Builders (Born 1924 and earlier)	706	0.9%	174	0.2%	9	0.0%

AGE			
▲ Average Age	36.0	37.2	38.2
Median Age	38.9	40.1	39.7

INCOME			
▲ Average Household Income	\$136,670	\$180,459	\$196,797
▲ Median Household Income	\$128,378	\$144,473	\$159,224
▲ Per Capita Income	\$48,932	\$62,162	\$67,122

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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	10,463	39.2%	13,863	46.6%	16,463	51.4%
↓ \$100,000 to \$149,999	6,302	23.6%	6,124	20.6%	6,265	19.5%
↓ \$75,000 to \$99,999	2,956	11.1%	2,942	9.9%	2,902	9.1%
↓ \$50,000 to \$74,999	3,061	11.5%	2,806	9.4%	2,686	8.4%
↓ \$35,000 to \$49,999	1,357	5.1%	1,591	5.3%	1,506	4.7%
↓ \$25,000 to \$34,999	1,222	4.6%	930	3.1%	822	2.6%
↓ \$15,000 to \$24,999	438	1.6%	641	2.2%	637	2.0%
↓ Under \$15,000	901	3.4%	847	2.8%	779	2.4%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	5,487	7.4%	5,779	6.7%	6,039	6.4%
↓ Required Formal Schooling (5-17)	16,074	21.6%	17,658	20.4%	17,822	19.0%
▲ College Years, Career Starts (18-24)	3,646	4.9%	7,329	8.5%	9,601	10.2%
Singles and Young Families (25-34)	7,879	10.6%	7,230	8.4%	8,921	9.5%
↓ Families, Empty Nesters (35-54)	26,537	35.6%	28,096	32.5%	25,985	27.6%
▲ Enrichment Years Singles/Couples (55-64)	8,256	11.1%	10,667	12.4%	13,169	14.0%
▲ Retirement Opportunities (65+)	6,635	8.9%	9,590	11.1%	12,462	13.3%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	5,487	7.4%	5,779	6.7%	6,039	6.4%
↓ 5 to 9 years	6,602	8.9%	6,722	7.8%	6,640	7.1%
↓ 10 to 14 years	6,152	8.2%	6,889	8.0%	6,632	7.1%
▲ 15 to 17 years	3,320	4.5%	4,047	4.7%	4,550	4.8%
▲ 18 to 20 years	1,713	2.3%	3,424	4.0%	4,113	4.4%
21 to 24 years	1,933	2.6%	3,905	4.5%	5,488	5.8%
25 to 29 years	3,330	4.5%	2,997	3.5%	6,116	6.5%
↓ 30 to 34 years	4,549	6.1%	4,233	4.9%	2,805	3.0%
↓ 35 to 39 years	6,677	9.0%	5,243	6.1%	4,467	4.8%
↓ 40 to 44 years	7,279	9.8%	8,414	9.7%	6,642	7.1%
↓ 45 to 49 years	6,909	9.3%	7,339	8.5%	6,823	7.3%
▲ 50 to 54 years	5,672	7.6%	7,100	8.2%	8,053	8.6%
▲ 55 to 59 years	4,503	6.0%	5,997	6.9%	7,196	7.7%
▲ 60 to 64 years	3,753	5.0%	4,670	5.4%	5,973	6.4%
▲ 65 to 69 years	2,543	3.4%	3,684	4.3%	4,385	4.7%
▲ 70 to 74 years	1,621	2.2%	2,639	3.1%	3,710	3.9%
▲ 75 to 84 years	1,687	2.3%	2,398	2.8%	3,447	3.7%
↓ 85 or more years	784	1.1%	869	1.0%	920	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)	66,959			
↓ Single (Never Married)	15,761	23.5%	32.9%	72
▲ Married	43,878	65.5%	50.2%	131
↓ Divorced/Widowed	7,319	10.9%	16.9%	65
Marital Status Females 15 and Older (2016)	34,587			
↓ Single (Never Married)	7,972	23.0%	29.8%	77
▲ Married	21,725	62.8%	48.8%	129
↓ Divorced/Widowed	4,890	14.1%	21.4%	66
Marital Status Males 15 and Older (2016)	32,372			
↓ Single (Never Married)	7,789	24.1%	36.2%	67
▲ Married	22,154	68.4%	51.6%	133
↓ Divorced/Widowed	2,429	7.5%	12.3%	61
FAMILY STRUCTURE				
Households By Type (2016)	29,744			
▲ Married Couple	19,199	64.5%	48.5%	133
↓ Other Family - Male Head of Household	980	3.3%	4.9%	67
↓ Other Family - Female Head of Household	2,345	7.9%	13.0%	61
↓ Non Family - Male Head of Household	3,118	10.5%	15.8%	66
↓ Non Family - Female Head of Household	4,101	13.8%	17.7%	78
Households With Children 0 to 18 (2016)	13,739			
▲ Married Couple Family	11,538	84.0%	65.2%	129
↓ Other Family - Male Head of Household	615	4.5%	8.5%	53
↓ Other Family - Female Head of Household	1,542	11.2%	25.3%	44
↓ Non Family	44	0.3%	1.0%	33
Population By Household Type (2016)	86,349			
↓ Group Quarters	236	0.3%	2.5%	11

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	236			
↓ Correctional Facilities	15	6.4%	30.0%	21
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	168	71.2%	18.7%	380
▲ Other	53	22.5%	15.2%	148
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	86,349			
↓ White (Non-Hispanic)	40,777	47.2%	61.3%	77
↓ African-American (Non-Hisp)	2,128	2.5%	12.3%	20
↓ Hispanic/Latino	6,489	7.5%	17.8%	42
↓ Native American (Non-Hisp)	116	0.1%	0.7%	18
▲ Asian (Non-Hisp)	32,201	37.3%	5.3%	707
Hawaiian & Pacific Islander (Non-Hisp)	157	0.2%	0.2%	108
▲ Other Races & Multiple Races (Non-Hisp)	4,481	5.2%	2.4%	217
Asian Population By Race (2016)	32,404			
▲ Chinese	11,055	34.1%	22.3%	153
↓ Japanese	1,232	3.8%	5.0%	76
▲ Indian	10,570	32.6%	19.5%	167
↓ Korean	1,949	6.0%	9.6%	62
↓ Vietnamese	489	1.5%	11.0%	14
↓ Other Asian Races	7,109	21.9%	32.5%	67
Hispanic/Latino Population By Race (2016)	6,489			
White	4,035	62.2%	53.0%	117
↓ African-American	108	1.7%	2.5%	67
↓ Native American	61	0.9%	1.4%	69
▲ Asian	203	3.1%	0.4%	747
↓ Other Races & Multiple Races	2,082	32.1%	42.7%	75
Hispanic/Latino Population By Origin (2016)	6,489			
Mexican	3,679	56.7%	62.4%	91
↓ Puerto Rican	360	5.5%	9.5%	59
↓ Cuban	118	1.8%	3.5%	51
▲ Other Hispanic Origin	2,331	35.9%	24.6%	146

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	23,513			
↓ Pre-Primary (Public)	394	1.7%	3.4%	49
▲ Pre-Primary (Private)	1,456	6.2%	2.6%	236
Elementary/High School (Public)	16,064	68.3%	58.9%	116
↓ Elementary/High School (Private)	1,227	5.2%	6.6%	79
↓ Enrolled in College	4,372	18.6%	28.4%	66
Population By Education Completed (Age 25 and over) (2016)	55,583			
↓ Elementary (Less than 9 years)	626	1.1%	5.8%	19
↓ Some High School (9 to 11 years)	884	1.6%	7.8%	20
↓ High School Graduate (12 years)	4,754	8.6%	27.9%	31
↓ Some College (13 to 15 years)	8,598	15.5%	21.2%	73
Associate Degree	4,090	7.4%	8.0%	92
▲ Bachelor's Degree	22,849	41.1%	18.3%	224
▲ Graduate Degree	13,782	24.8%	11.0%	224
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	43,319			
▲ TOTAL WHITE COLLAR	36,434	84.1%	61.5%	137
▲ Executive and Managerial	9,201	21.2%	9.7%	218
Professional Specialty	7,987	18.4%	16.6%	111
▲ Technical Support	9,429	21.8%	8.3%	263
Sales	5,538	12.8%	10.9%	118
↓ Administrative Support & Clerical	4,279	9.9%	16.0%	62
↓ TOTAL BLUE COLLAR	6,883	15.9%	38.5%	41
Service: Private Households	1,684	3.9%	3.7%	105
↓ Service: Protective	557	1.3%	2.2%	58
↓ Service: Other	1,406	3.2%	7.5%	44
↓ Farming, Forestry & Fishing	4	0.0%	0.7%	1
↓ Precision Production and Craft	1,374	3.2%	11.0%	29
↓ Operators and Assemblers	821	1.9%	3.2%	58
↓ Transportation and Material Moving	755	1.7%	6.2%	28
↓ Laborers	282	0.7%	4.0%	16

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	65,629			
Employed	43,296	66.0%	58.1%	114
↓ Unemployed	2,920	4.4%	5.6%	79
Not in Labor Force	19,412	29.6%	36.3%	81
Total Female Pop. By Work Status (Age 20 to 64) (2013)	23,672			
TOTAL WORKING	15,663	66.2%	66.8%	99
With No Own Children	8,690	36.7%	42.2%	87
With Own Children Age 0 to 5 only	1,131	4.8%	5.5%	87
▲ With Own Children Age 6 to 17 only	4,275	18.1%	14.8%	122
▲ With Own Children Both Age 0 to 5 and 6 to 17	1,567	6.6%	4.3%	153
TOTAL NOT WORKING (UNEMPLOYED)	1,268	5.4%	6.2%	86
↓ With No Own Children	680	2.9%	3.8%	77
↓ With Own Children Age 0 to 5 only	85	0.4%	0.7%	55
▲ With Own Children Age 6 to 17 only	476	2.0%	1.3%	160
↓ With Own Children Both Age 0 to 5 and 6 to 17	27	0.1%	0.5%	21
TOTAL NOT IN THE LABOR FORCE	6,741	28.5%	27.0%	106
↓ With No Own Children	2,765	11.7%	17.1%	68
▲ With Own Children Age 0 to 5 only	873	3.7%	2.6%	142
▲ With Own Children Age 6 to 17 only	2,014	8.5%	4.6%	183
▲ With Own Children Both Age 0 to 5 and 6 to 17	1,089	4.6%	2.6%	174
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	29,744			
Above Poverty Line (Households with Children)	21,790	60.3%	59.6%	101
▲ Above Poverty Line (Households without Children)	13,132	36.4%	26.5%	137
↓ Below Poverty Line (Households with Children)	736	2.0%	7.9%	26
↓ Below Poverty Line (Households without Children)	462	1.3%	6.0%	21
Households By Presence of Retirement Income (2013)	26,699			
↓ With Retirement Income	3,290	12.3%	17.6%	70
Without Retirement Income	23,273	87.2%	81.5%	107

Date: 6/20/2016

Prepared For:
Saint Joan of Arc 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)	29,744			
Owner Occupied	21,623	72.7%	65.0%	112
↓ Renter Occupied	8,121	27.3%	35.0%	78
▲ Median Rent (2013)	\$1,683		\$904	186
Structures By Number of Units (2016)	30,764			
Single Unit	23,811	77.4%	67.3%	115
↓ 3 to 4 Units	1,239	4.0%	8.1%	50
5 to 19 Units	3,339	10.9%	9.3%	116
20 to 49 Units	1,051	3.4%	3.6%	95
50 or more Units	1,306	4.2%	5.1%	83
↓ Mobile Home	19	0.1%	6.4%	1
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	3.43		2.57	133
Owner-Occupied Property Values (2016)	21,623			
↓ Under \$40,000	147	0.7%	7.2%	9
↓ \$40,000 to \$59,999	4	0.0%	3.7%	1
↓ \$60,000 to \$79,999	7	0.0%	5.1%	1
↓ \$80,000 to \$99,999	43	0.2%	6.5%	3
↓ \$100,000 to 149,999	40	0.2%	15.1%	1
↓ \$150,000 to \$199,999	103	0.5%	14.6%	3
↓ \$200,000 to \$299,999	363	1.7%	18.1%	9
↓ \$300,000 to \$499,999	1,207	5.6%	16.9%	33
▲ \$500,000 to \$999,999	12,308	56.9%	9.7%	587
▲ \$1,000,000 and over	7,400	34.2%	3.0%	1,131
▲ Median Property Value	\$873,937		\$192,432	454

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	30,764			
▲ 2010 and later	3,542	11.5%	5.5%	209
▲ 2000 to 2009	8,639	28.1%	14.6%	192
▲ 1990 to 1999	5,070	16.5%	13.4%	123
▲ 1980 to 1989	6,312	20.5%	13.2%	156
1970 to 1979	5,507	17.9%	15.0%	120
↓ 1960 to 1969	1,191	3.9%	10.4%	37
↓ 1950 to 1959	267	0.9%	10.3%	8
↓ 1949 or earlier	235	0.8%	17.7%	4
Households By Number of Persons (2016)	29,744			
↓ 1 Person Household	5,503	18.5%	27.3%	68
2 Person Household	8,481	28.5%	32.3%	88
3 Person Household	5,571	18.7%	16.2%	115
▲ 4 Person Household	6,126	20.6%	13.1%	158
▲ 5 Person Household	2,738	9.2%	6.5%	142
6 Person Household	931	3.1%	2.8%	113
↓ 7 or more Person Household	394	1.3%	1.9%	69
Average Persons Per Household	2.8		2.6	107
Households By Heating Type (2013)	26,563			
▲ Utility and Other Gas	20,063	75.5%	54.0%	140
↓ Electric	6,283	23.7%	36.1%	65
↓ Oil	41	0.2%	6.1%	3
↓ Coal and Wood	94	0.4%	2.2%	16
↓ Solar/Other Fuel	36	0.1%	0.5%	27
↓ No Fuel Used	46	0.2%	0.9%	18

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TRANSPORTATION				
Households By Number of Vehicles (2016)	29,744			
↓ No Vehicles	564	1.9%	9.0%	21
↓ 1 Vehicle	6,546	22.0%	33.7%	65
▲ 2 Vehicle	15,625	52.5%	37.5%	140
3 or more Vehicles	7,009	23.6%	19.8%	119
Workers By Travel Time to Work (2016)	38,904			
↓ Less than 15 minutes	7,956	20.5%	27.3%	75
↓ 15 to 29 minutes	10,150	26.1%	36.5%	71
30 to 44 minutes	6,916	17.8%	20.2%	88
▲ 45 to 59 minutes	6,000	15.4%	7.7%	199
▲ 60 or more minutes	7,883	20.3%	8.3%	244
▲ Average Travel Time to Work (minutes)	38.3		28.2	136
Workers By Type of Transportation to Work (2016)	42,127			
Drive Alone	31,557	74.9%	76.9%	97
Car Pool	3,464	8.2%	9.6%	86
▲ Public Transportation	2,772	6.6%	5.1%	129
↓ Walk to Work	555	1.3%	2.8%	47
↓ Other Means	404	1.0%	1.2%	77
▲ Work at Home	3,375	8.0%	4.4%	183

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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)	25,495	85.7%	15.1%	567
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,745	5.9%	14.7%	40
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	50	0.2%	31.4%	1
4	Rural Families (27, 26, 29, 33, 35 and 38)	42	0.1%	13.1%	1
5	Senior Life (7, 20, 21, 22, 30 and 31)	16	0.1%	6.9%	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	10,386	34.9%	3.5%	1003
4	Educated Mid-Life Families	9,730	32.7%	3.4%	959
50	Unclassified Households	2,378	8.0%	0.2%	3679
14	Secure Mid-Life Families	2,366	8.0%	0.7%	1214
2	Professional Affluent Families	1,923	6.5%	0.8%	802
8	Rising Potential Professionals	1,097	3.7%	2.3%	158
15	Reliable Young Starters	648	2.2%	4.3%	51
3	Mid-Life Prosperity	634	2.1%	1.5%	140
5	Prosperous Diversity	455	1.5%	3.1%	49
27	Country Family Diversity	39	0.1%	0.3%	39
28	Building Country Families	30	0.1%	2.8%	4
49	Exception Households	15	0.1%	0.2%	20
7	Prosperous and Mature	11	0.0%	0.5%	7
9	Educated Working Families	9	0.0%	0.1%	36
21	Mature and Stable	5	0.0%	0.6%	3
16	Established Country Families	3	0.0%	6.4%	0
10	Suburban Mid-Life Families	3	0.0%	5.5%	0
29	Working Country Families	3	0.0%	1.0%	1
25	Working Country Consumers	2	0.0%	4.1%	0
17	Large Young Families	2	0.0%	2.2%	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.		
11	Young Suburban Families	1	0.0%	3.0%	0
6	Prosperous New Country Families	1	0.0%	2.1%	0
38	Rural Working Families	0	0.0%	8.8%	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
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
20	Cautious and Mature	0	0.0%	2.6%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	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
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
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	29,741	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.0%	35.4%	76
↓ Somewhat Involved with Their Faith	25.1%	29.9%	84
▲ Not Involved with Their Faith	48.3%	34.7%	139

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.2%	22.1%	73
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.1%	23.7%	85

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	122
↓ Baptist	6.6%	16.1%	41
Catholic	22.0%	23.7%	93
Congregational	2.1%	2.0%	107
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	286
Episcopal	3.1%	2.9%	107
↓ Holiness	0.1%	0.8%	16
↓ Jehovah's Witnesses	0.8%	1.1%	79
▲ Judaism	5.8%	3.2%	183
↓ Lutheran	6.2%	7.2%	86
↓ Methodist	4.7%	10.1%	47
▲ Mormon	2.9%	1.8%	166
▲ New Age	1.4%	0.6%	240
▲ Non-Denominational / Independent	9.4%	6.9%	135
↓ Orthodox	0.3%	0.3%	87
↓ Pentecostal	1.8%	2.4%	76
▲ Presbyterian / Reformed	6.0%	4.6%	132
▲ Unitarian / Universalist	1.1%	0.7%	163
▲ Interested but No Preference	5.3%	3.9%	137
▲ Not Interested and No Preference	18.3%	11.1%	165

Likely to Have Changed Their Preference in the Last 10 Years	17.1%	16.8%	102
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.7%	4.0%	118
Lets them do what they want and is supportive	11.0%	11.7%	94
▲ Lets them do what they want and stays out of the way	5.5%	4.8%	115
Works with them on deciding what to do and helps them do it	78.8%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.8%	43.5%	96
↓ Finding/Providing Health Insurance	21.1%	29.0%	73
↓ Day-to-Day Financial Worries	22.9%	31.6%	73
Finding Employment Opportunities	14.5%	14.4%	101
↓ Finding Affordable Housing	9.0%	11.3%	79
↓ Providing Adequate Food	4.0%	8.6%	46
▲ Finding Child Care	7.0%	6.3%	112
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.5%	16.7%	87
↓ Dealing With Teen / Child Problems	17.5%	20.7%	85
▲ Finding/Providing Aging Parent Care	18.9%	15.5%	122
↓ Dealing With Abusive Relationships	8.0%	11.4%	70
↓ Dealing With Divorce	2.8%	4.5%	64
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	26.1%	27.0%	97
Finding/Providing Good Schools	24.8%	23.5%	105
Dealing with Problems in Schools	13.6%	13.6%	100
▲ Dealing With Racial / Ethnic Prejudice	14.7%	13.1%	112
Dealing With Neighborhood Gangs	9.4%	8.5%	110
▲ Dealing with Social Injustice	16.0%	11.3%	141
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.7%	50.6%	116
▲ Finding Time for Recreation / Leisure	32.8%	25.3%	130
Finding Better Quality Healthcare	22.4%	23.9%	93
Finding A Satisfying Job / Career	20.4%	19.3%	106
Finding Retirement Opportunities	19.0%	18.9%	101
▲ Achieving A Fulfilling Marriage	26.5%	22.3%	119
Developing Parenting Skills	15.6%	14.7%	106
▲ Achieving Educational Objectives	8.6%	7.5%	115
SPIRITUAL / PERSONAL:			
Dealing With Stress	31.3%	29.8%	105
Finding Companionship	17.7%	17.3%	102
↓ Finding A Good Church	8.7%	15.2%	57
↓ Finding Spiritual Teaching	8.8%	12.9%	68
▲ Finding Life Direction	17.2%	14.0%	123

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	78.9%	84.5%	93
↓ "God is actively involved in the world including nations and their governments"	51.1%	63.8%	80

SOCIETY:

"It is important to preserve the traditional American family structure"	89.4%	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"	95.5%	94.0%	102

INSTITUTIONAL ROLES:

↓ "Government should be the primary provider of human welfare services"	41.8%	50.1%	83
"The role of Churches / Synagogues is to help form and support moral values"	78.9%	81.1%	97
"Churches and religious organizations should provide more human services"	61.1%	62.6%	98

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"	34.5%	36.3%	95

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	67.8%	59.8%	113
▲ More than \$500 per year	39.9%	31.2%	128
▲ More than \$1,000 per year	25.4%	17.4%	146

TO CHARITIES:

▲ More than \$100 per year	49.8%	33.7%	148
▲ More than \$500 per year	18.3%	6.8%	269
▲ More than \$1,000 per year	7.4%	2.3%	322

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	32.2%	16.1%	200
▲ More than \$500 per year	10.6%	4.3%	247
▲ More than \$1,000 per year	6.9%	2.2%	314

Ministry Area Profile 2016
Compass
REPORT

Saint Joan of Arc Parish

Study Area Definition:
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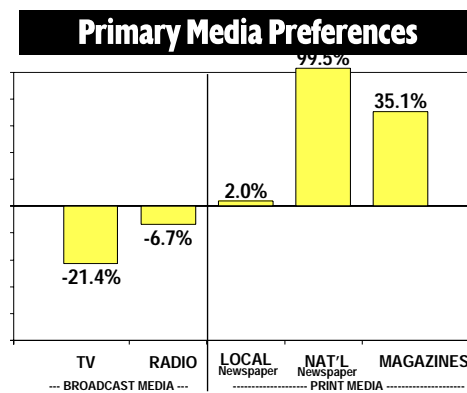
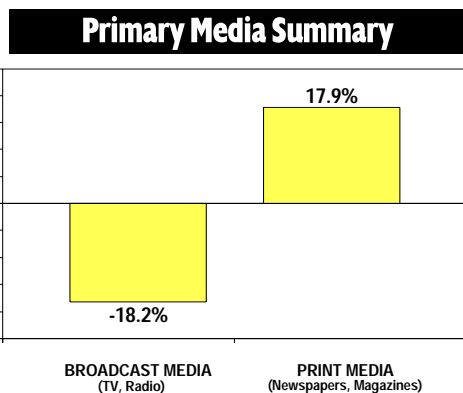
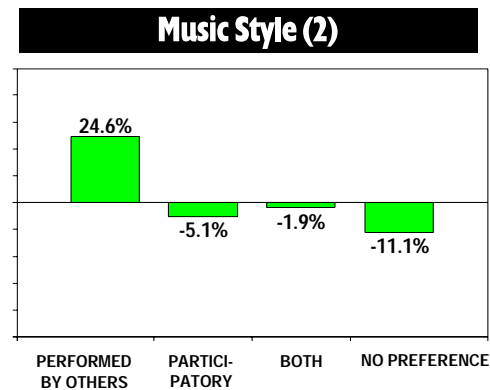
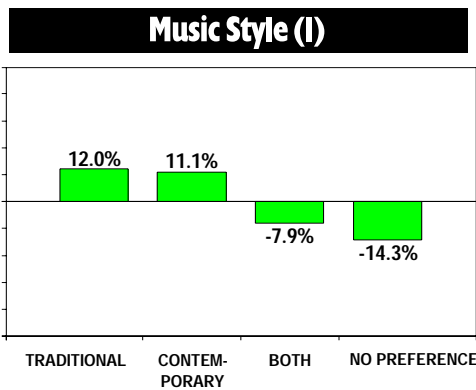
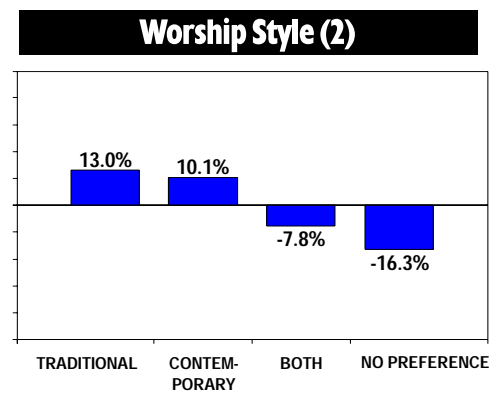
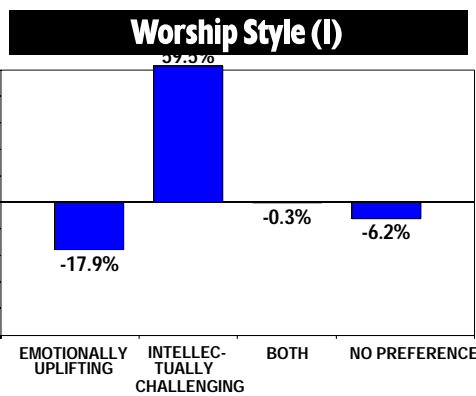
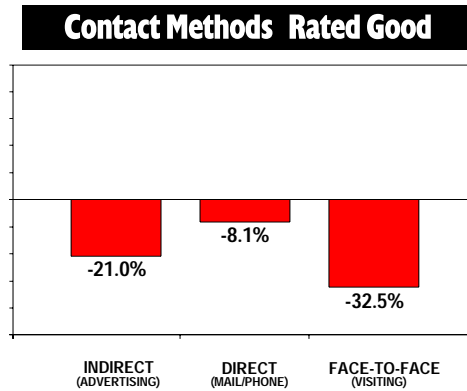
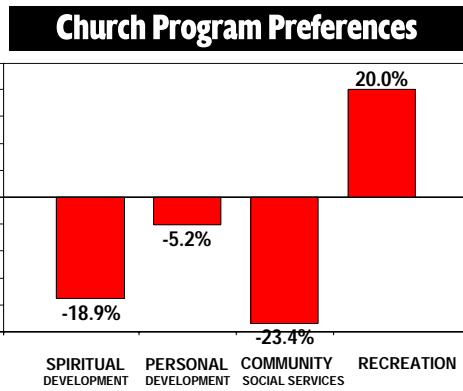
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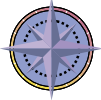
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	27.3%	41.1%	66
Adult Theological Discussion Groups	23.0%	22.5%	102
Spiritual Retreats	10.7%	11.6%	92
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	15.4%	15.2%	101
Parent Training Programs	7.3%	7.8%	93
↓ Twelve Step Programs	2.7%	3.5%	78
↓ Divorce Recovery	2.0%	2.4%	82
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	17.0%	22.5%	76
↓ Care for the Terminally Ill	10.9%	15.7%	69
↓ Food and Clothing Resources	6.9%	11.1%	62
Day Care Services	6.2%	6.1%	101
Church Sponsored Day-School	5.8%	5.7%	102
<i>RECREATION:</i>			
▲ Youth Social Programs	34.3%	29.7%	116
Family Activities and Outings	35.7%	32.8%	109
Active Retirement Programs	28.2%	26.8%	105
▲ Cultural Programs (Music, Drama, Art)	30.2%	18.9%	160
▲ Sports or Camping	9.0%	6.3%	142

SUMMARY	
↓ Spiritual Development Index	81
Personal Development Index	95
↓ Community/Social Services Index	77
▲ Recreation Index	120



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.6%	26.4%	82
▲ B. Intellectually Challenging	17.7%	11.1%	159
C. Both A and B	39.0%	39.2%	100
D. No Preference or Not Interested	21.9%	23.4%	94

PART 2:

▲ A. Traditional/Formal/Ceremonial	22.9%	20.2%	113
B. Contemporary/Informal	29.0%	26.3%	110
C. Both A and B	24.5%	26.5%	92
↓ D. No Preference or Not Interested	22.6%	26.9%	84

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	27.4%	24.4%	112
▲ B. Contemporary	21.9%	19.7%	111
C. Both A and B	28.7%	31.1%	92
↓ D. No Preference or Not Interested	21.2%	24.8%	86

PART 2:

▲ A. Performed by Others	23.3%	18.7%	125
B. Participatory	21.8%	22.9%	95
C. Both A and B	31.6%	32.2%	98
↓ D. No Preference or Not Interested	23.3%	26.2%	89



Date: 6/20/2016

Prepared For:
 Saint Joan of Arc 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			

MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	26.6%	22.0%	121
B. Personal Spiritual Development	14.9%	14.3%	104
C. Both A and B	34.5%	37.4%	92
D. No Preference or Not Interested	23.9%	26.3%	91

PART 2:

A. Global Mission	6.4%	6.2%	103
B. Local Mission	35.3%	33.3%	106
C. Both A and B	29.2%	30.1%	97
D. No Preference or Not Interested	28.6%	30.4%	94

CHURCH ARCHITECTURE INDICATOR

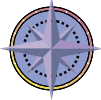
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	26.5%	26.6%	100
▲ B. Contemporary	19.4%	15.9%	122
C. Both A and B	30.6%	32.3%	94
D. No Preference or Not Interested	23.0%	25.1%	92

PART 2:

↓ A. Somber/Serious	7.9%	9.4%	85
▲ B. Light and Airy	40.5%	34.7%	117
C. Both A and B	26.6%	27.7%	96
↓ D. No Preference or Not Interested	24.8%	28.2%	88



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	37.1%	47.3%	79
Radio	12.4%	13.3%	93

PRINT MEDIA:

Local Newspaper	37.6%	36.1%	104
▲ National Newspaper	8.6%	4.3%	200
▲ Magazines	4.3%	2.4%	179

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.5%	31.9%	92
↓ Radio	20.6%	23.8%	87

PRINT MEDIA:

Local Newspaper	33.3%	32.7%	102
▲ National Newspaper	7.7%	5.8%	134
▲ Magazines	9.5%	7.0%	135

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	86
▲ Overall Print Media Index	114



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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	27.7%	36.2%	77
↓ Putting Ad in Local Newspaper	28.9%	33.8%	85
↓ Local Cable Channels	22.8%	30.4%	75
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.6%	53.7%	96
↓ Calling and Offering to Send Information By Mail	25.2%	29.5%	85
↓ Calling and Discussing on the Phone	10.7%	12.0%	89
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.9%	20.1%	69
↓ Going Door to Door	9.1%	14.0%	65

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	28.4%	19.6%	145
▲ Putting Ad in Local Newspaper	30.6%	21.5%	142
▲ Local Cable Channels	38.8%	30.7%	126
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	15.9%	13.3%	119
▲ Calling and Offering to Send Information By Mail	38.2%	34.0%	112
▲ Calling and Discussing on the Phone	67.3%	60.6%	111
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	59.9%	49.6%	121
▲ Going Door to Door	71.7%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	79
Direct Methods Index	92
↓ Face-to-Face Methods Index	67

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	136
▲ Direct Methods Index	112
▲ Face-to-Face Methods Index	116