

# ministry area profile 2016

Saint John the Baptist Parish Boundaries

**Study Area Definition:**  
Custom Polygon



ID# 229779:229779



Prepared For:  
Saint John the Baptist Parish Boundaries

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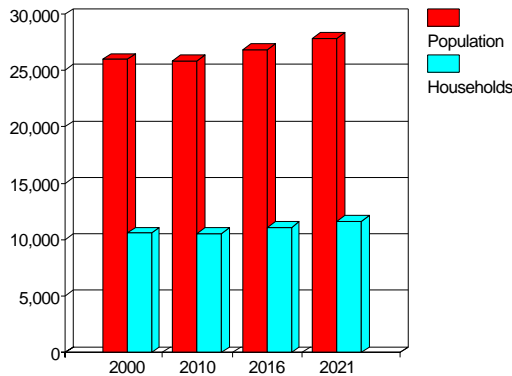
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 26,865 persons residing in the defined study area. This represents an increase of 868 or 3.3% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 3.9% or 1,036 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 high* with 24 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rising Potential Professionals* representing 22.0% 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 33.4% of the population and all other racial/ethnic groups make up a substantial 66.6% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 22.5% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 13.4% 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 8,022 persons or 29.9% of the total population in the area. *Builders* (age 92 and up) make up 0.6% of the population which compared to a national average of 0.4% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**  
**A** The area can be described as *somewhat non-traditional* due to the below 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 88.5% 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 45.6% of those over 25 in the area versus 29.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**  
**A** Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Social Injustice, Racial/Ethnic Prejudice, Affordable Housing, Neighborhood Crime and Safety* and *Finding Companionship*. (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 \$99,906 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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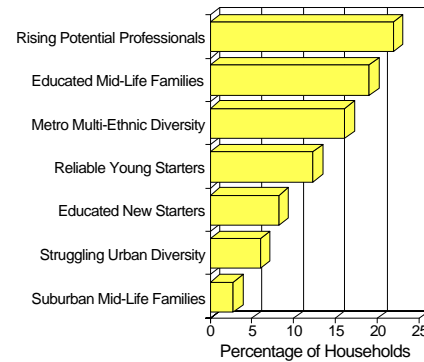
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### Population and Households

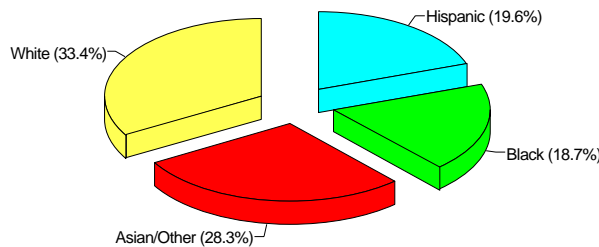


### Primary U.S. Lifestyles Segments-2016

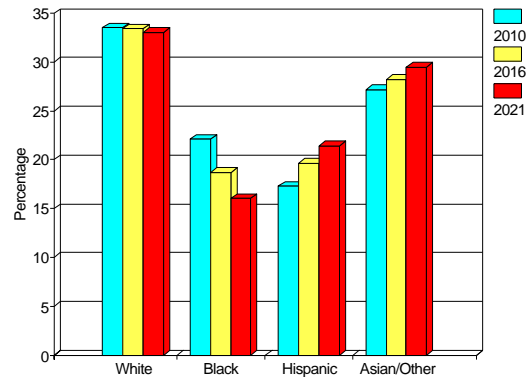


The population in the study area has increased by 1026 persons, or 4.0% since 2010 and is projected to increase by 1036 persons, or 3.9% between 2016 and 2021. The number of households has increased by 539, or 5.1% since 2010 and is projected to increase by 494, or 4.5% between 2016 and 2021.

### Population By Race/Ethnicity-2016

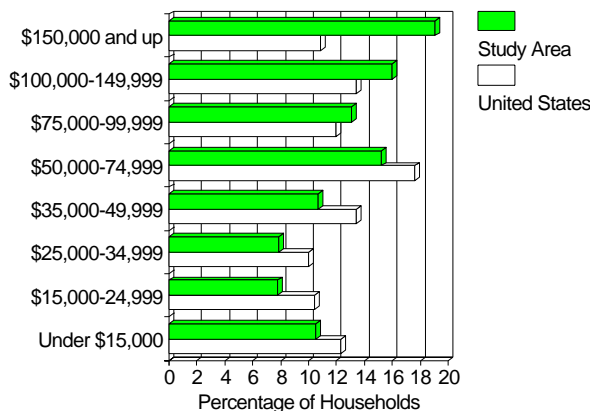


### Population By Race/Ethnicity Trend

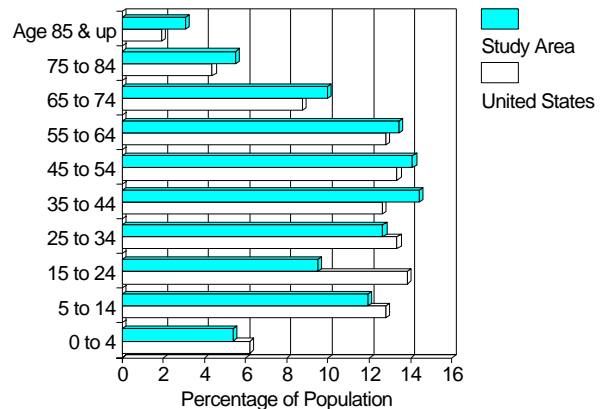


Between 2016 and 2021, the White population is projected to increase by 240 persons and to decrease from 33.4% to 33.0% of the total population. The Black population is projected to decrease by 540 persons and to decrease from 18.7% to 16.1% of the total. The Hispanic/Latino population is projected to increase by 706 persons and to increase from 19.6% to 21.4% of the total. The Asian/Other population is projected to increase by 629 persons and to increase from 28.3% to 29.5% of the total population.

### Households By Income-2016



### Population by Age-2016

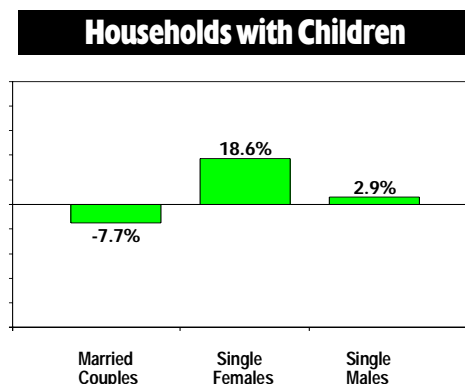
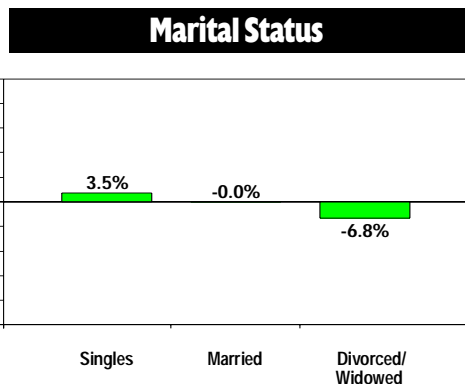
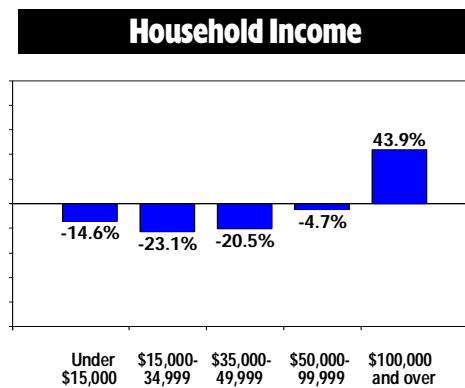
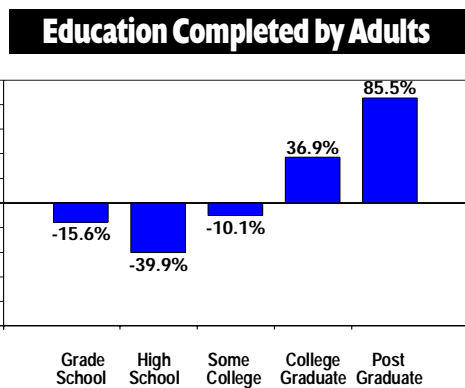
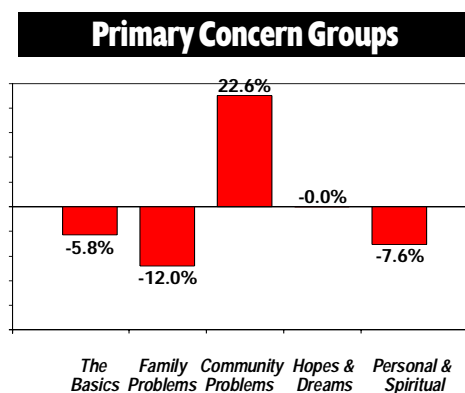
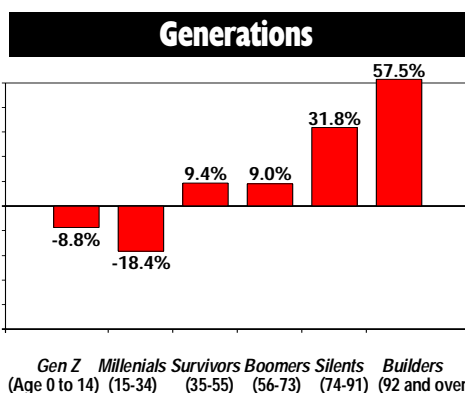
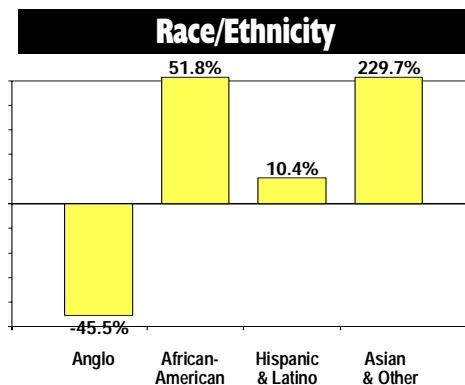
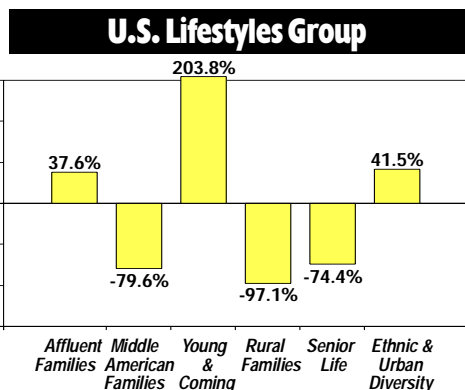


The average household income in the study area is \$99906 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.0 and is projected to increase to 42.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	25,997	25,839	26,865	27,901
Population Change		(158)	1,026	1,036
Percentage Change		-0.6%	4.0%	3.9%
▲ Average Annual Growth Rate		-0.1%	0.7%	0.8%
Density (Pop. per square mile)	5,676	5,642	5,866	6,092
HOUSEHOLDS				
Households	10,575	10,541	11,080	11,574
Household Change		(34)	539	494
Percentage Change		-0.3%	5.1%	4.5%
▲ Average Annual Growth Rate		-0.0%	0.9%	0.9%
↓ Persons Per Household	2.45	2.44	2.42	2.40

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	8,650	33.5%	8,975	33.4%	9,215	33.0%
↓ African-American (Non-Hisp)	5,703	22.1%	5,022	18.7%	4,482	16.1%
▲ Hispanic/Latino	4,471	17.3%	5,276	19.6%	5,982	21.4%
▲ Asian/Other (Non-Hisp)	7,016	27.2%	7,592	28.3%	8,221	29.5%

POPULATION BY GENDER						
	2010 Census	2016 Update	2021 Projection			
↓ Female	13,581	52.6%	14,017	52.2%	14,505	52.0%
▲ Male	12,258	47.4%	12,848	47.8%	13,396	48.0%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2021 Projection			
▲ Generation Z (Born 2002 and later)	2,782	10.8%	4,652	17.3%	6,243	22.4%
Millennials (Born 1982 to 2001)	5,757	22.3%	5,958	22.2%	6,191	22.2%
↓ Survivors (Born 1961 to 1981)	7,739	30.0%	8,023	29.9%	8,266	29.6%
↓ Boomers (Born 1943 to 1960)	6,004	23.2%	5,704	21.2%	5,387	19.3%
↓ Silents (Born 1925 to 1942)	2,802	10.8%	2,362	8.8%	1,807	6.5%
↓ Builders (Born 1924 and earlier)	723	2.8%	165	0.6%	8	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	40.9	42.0	42.8
▲ Median Age	40.6	42.4	43.9

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$78,792	\$99,906	\$111,578
▲ Median Household Income	\$69,705	\$76,652	\$85,595
▲ Per Capita Income	\$32,143	\$41,204	\$46,285

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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
▲ <b>\$150,000 or more</b>	1,286	12.2%	2,107	19.0%	2,649	22.9%
\$100,000 to \$149,999	1,890	17.9%	1,765	15.9%	1,916	16.6%
↓ \$75,000 to \$99,999	1,411	13.4%	1,445	13.0%	1,461	12.6%
↓ \$50,000 to \$74,999	1,698	16.1%	1,681	15.2%	1,573	13.6%
↓ \$35,000 to \$49,999	1,268	12.0%	1,181	10.7%	1,219	10.5%
↓ \$25,000 to \$34,999	851	8.1%	875	7.9%	845	7.3%
↓ \$15,000 to \$24,999	948	9.0%	862	7.8%	820	7.1%
↓ Under \$15,000	1,188	11.3%	1,164	10.5%	1,091	9.4%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,591	6.2%	1,446	5.4%	1,420	5.1%
▲ <b>Required Formal Schooling (5-17)</b>	3,566	13.8%	4,012	14.9%	4,232	15.2%
College Years, Career Starts (18-24)	1,981	7.7%	1,748	6.5%	1,948	7.0%
↓ Singles and Young Families (25-34)	3,516	13.6%	3,404	12.7%	2,971	10.6%
↓ Families, Empty Nesters (35-54)	7,492	29.0%	7,658	28.5%	7,913	28.4%
Enrichment Years Singles/Couples (55-64)	3,470	13.4%	3,610	13.4%	3,710	13.3%
▲ <b>Retirement Opportunities (65+)</b>	4,191	16.2%	4,986	18.6%	5,707	20.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,591	6.2%	1,446	5.4%	1,420	5.1%
5 to 9 years	1,489	5.8%	1,628	6.1%	1,492	5.3%
▲ <b>10 to 14 years</b>	1,249	4.8%	1,578	5.9%	1,711	6.1%
15 to 17 years	828	3.2%	806	3.0%	1,029	3.7%
18 to 20 years	817	3.2%	742	2.8%	882	3.2%
↓ 21 to 24 years	1,164	4.5%	1,006	3.7%	1,066	3.8%
↓ 25 to 29 years	1,751	6.8%	1,531	5.7%	1,459	5.2%
30 to 34 years	1,765	6.8%	1,873	7.0%	1,512	5.4%
↓ 35 to 39 years	1,877	7.3%	1,910	7.1%	1,863	6.7%
↓ 40 to 44 years	1,899	7.3%	1,966	7.3%	2,010	7.2%
45 to 49 years	1,848	7.2%	1,942	7.2%	1,954	7.0%
50 to 54 years	1,868	7.2%	1,840	6.8%	2,086	7.5%
↓ 55 to 59 years	1,786	6.9%	1,823	6.8%	1,842	6.6%
▲ <b>60 to 64 years</b>	1,684	6.5%	1,787	6.7%	1,868	6.7%
65 to 69 years	1,110	4.3%	1,592	5.9%	1,627	5.8%
▲ <b>70 to 74 years</b>	886	3.4%	1,083	4.0%	1,590	5.7%
▲ <b>75 to 84 years</b>	1,392	5.4%	1,485	5.5%	1,688	6.0%
↓ 85 or more years	803	3.1%	826	3.1%	802	2.9%

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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	22,213			
Single (Never Married)	7,563	34.0%	32.9%	103
Married	11,143	50.2%	50.2%	100
Divorced/Widowed	3,506	15.8%	16.9%	93
<b>Marital Status Females 15 and Older (2016)</b>	11,787			
Single (Never Married)	3,744	31.8%	29.8%	107
Married	5,680	48.2%	48.8%	99
Divorced/Widowed	2,363	20.0%	21.4%	94
<b>Marital Status Males 15 and Older (2016)</b>	10,426			
Single (Never Married)	3,819	36.6%	36.2%	101
Married	5,464	52.4%	51.6%	102
Divorced/Widowed	1,143	11.0%	12.3%	89
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	11,080			
Married Couple	4,550	41.1%	48.5%	85
Other Family - Male Head of Household	593	5.4%	4.9%	109
▲ Other Family - Female Head of Household	<b>1,758</b>	<b>15.9%</b>	<b>13.0%</b>	<b>122</b>
Non Family - Male Head of Household	1,788	16.1%	15.8%	102
▲ Non Family - Female Head of Household	<b>2,391</b>	<b>21.6%</b>	<b>17.7%</b>	<b>122</b>
<b>Households With Children 0 to 18 (2016)</b>	3,204			
Married Couple Family	1,930	60.2%	65.2%	92
Other Family - Male Head of Household	279	8.7%	8.5%	103
Other Family - Female Head of Household	963	30.1%	25.3%	119
Non Family	32	1.0%	1.0%	103
<b>Population By Household Type (2016)</b>	26,865			
↓ Group Quarters	85	0.3%	2.5%	13



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	85			
↓ Correctional Facilities	5	5.9%	30.0%	20
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	3	3.5%	18.7%	19
<b>▲ Other</b>	<b>77</b>	<b>90.6%</b>	<b>15.2%</b>	<b>596</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	26,865			
↓ White (Non-Hispanic)	8,975	33.4%	61.3%	54
<b>▲ African-American (Non-Hisp)</b>	<b>5,022</b>	<b>18.7%</b>	<b>12.3%</b>	<b>152</b>
Hispanic/Latino	5,277	19.6%	17.8%	110
↓ Native American (Non-Hisp)	94	0.3%	0.7%	48
<b>▲ Asian (Non-Hisp)</b>	<b>5,935</b>	<b>22.1%</b>	<b>5.3%</b>	<b>419</b>
<b>▲ Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>95</b>	<b>0.4%</b>	<b>0.2%</b>	<b>210</b>
<b>▲ Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>1,468</b>	<b>5.5%</b>	<b>2.4%</b>	<b>228</b>
<b>Asian Population By Race (2016)</b>	5,993			
<b>▲ Chinese</b>	<b>2,911</b>	<b>48.6%</b>	<b>22.3%</b>	<b>217</b>
<b>▲ Japanese</b>	<b>546</b>	<b>9.1%</b>	<b>5.0%</b>	<b>181</b>
↓ Indian	639	10.7%	19.5%	55
↓ Korean	234	3.9%	9.6%	40
↓ Vietnamese	87	1.5%	11.0%	13
Other Asian Races	1,576	26.3%	32.5%	81
<b>Hispanic/Latino Population By Race (2016)</b>	5,277			
↓ White	1,873	35.5%	53.0%	67
African-American	138	2.6%	2.5%	105
↓ Native American	55	1.0%	1.4%	76
<b>▲ Asian</b>	<b>58</b>	<b>1.1%</b>	<b>0.4%</b>	<b>263</b>
<b>▲ Other Races &amp; Multiple Races</b>	<b>3,153</b>	<b>59.7%</b>	<b>42.7%</b>	<b>140</b>
<b>Hispanic/Latino Population By Origin (2016)</b>	5,277			
Mexican	3,317	62.9%	62.4%	101
↓ Puerto Rican	146	2.8%	9.5%	29
↓ Cuban	58	1.1%	3.5%	31
<b>▲ Other Hispanic Origin</b>	<b>1,755</b>	<b>33.3%</b>	<b>24.6%</b>	<b>135</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	5,691			
↓ Pre-Primary (Public)	126	2.2%	3.4%	64
▲ Pre-Primary (Private)	308	5.4%	2.6%	206
Elementary/High School (Public)	2,688	47.2%	58.9%	80
▲ Elementary/High School (Private)	615	10.8%	6.6%	163
▲ Enrolled in College	1,954	34.3%	28.4%	121
<b>Population By Education Completed (Age 25 and over) (2016)</b>	19,659			
Elementary (Less than 9 years)	1,019	5.2%	5.8%	89
Some High School (9 to 11 years)	1,234	6.3%	7.8%	81
↓ High School Graduate (12 years)	3,293	16.8%	27.9%	60
Some College (13 to 15 years)	3,973	20.2%	21.2%	95
↓ Associate Degree	1,181	6.0%	8.0%	75
▲ Bachelor's Degree	4,931	25.1%	18.3%	137
▲ Graduate Degree	4,029	20.5%	11.0%	185
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	13,026			
TOTAL WHITE COLLAR	8,590	65.9%	61.5%	107
Executive and Managerial	1,310	10.1%	9.7%	103
▲ Professional Specialty	2,701	20.7%	16.6%	125
▲ Technical Support	1,558	12.0%	8.3%	144
Sales	1,311	10.1%	10.9%	93
Administrative Support & Clerical	1,710	13.1%	16.0%	82
TOTAL BLUE COLLAR	4,437	34.1%	38.5%	88
Service: Private Households	515	4.0%	3.7%	107
Service: Protective	252	1.9%	2.2%	87
Service: Other	1,115	8.6%	7.5%	115
↓ Farming, Forestry & Fishing	44	0.3%	0.7%	47
↓ Precision Production and Craft	941	7.2%	11.0%	66
↓ Operators and Assemblers	315	2.4%	3.2%	75
↓ Transportation and Material Moving	465	3.6%	6.2%	58
▲ Laborers	790	6.1%	4.0%	150

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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		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	21,952			
Employed	12,984	59.1%	58.1%	102
Unemployed	1,325	6.0%	5.6%	107
Not in Labor Force	7,643	34.8%	36.3%	96
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	8,383			
TOTAL WORKING	5,860	69.9%	66.8%	105
With No Own Children	4,145	49.4%	42.2%	117
▲ With Own Children Age 0 to 5 only	603	7.2%	5.5%	132
↓ With Own Children Age 6 to 17 only	803	9.6%	14.8%	65
With Own Children Both Age 0 to 5 and 6 to 17	309	3.7%	4.3%	85
TOTAL NOT WORKING (UNEMPLOYED)	606	7.2%	6.2%	116
▲ With No Own Children	391	4.7%	3.8%	124
▲ With Own Children Age 0 to 5 only	91	1.1%	0.7%	165
With Own Children Age 6 to 17 only	103	1.2%	1.3%	98
↓ With Own Children Both Age 0 to 5 and 6 to 17	21	0.3%	0.5%	46
TOTAL NOT IN THE LABOR FORCE	1,917	22.9%	27.0%	85
With No Own Children	1,188	14.2%	17.1%	83
With Own Children Age 0 to 5 only	198	2.4%	2.6%	91
With Own Children Age 6 to 17 only	377	4.5%	4.6%	97
↓ With Own Children Both Age 0 to 5 and 6 to 17	154	1.8%	2.6%	69
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	11,080			
Above Poverty Line (Households with Children)	6,256	64.4%	59.6%	108
Above Poverty Line (Households without Children)	2,352	24.2%	26.5%	91
Below Poverty Line (Households with Children)	643	6.6%	7.9%	84
↓ Below Poverty Line (Households without Children)	468	4.8%	6.0%	80
<b>Households By Presence of Retirement Income (2013)</b>	10,541			
▲ With Retirement Income	2,366	22.4%	17.6%	128
Without Retirement Income	8,118	77.0%	81.5%	95

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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	11,080			
Owner Occupied	6,207	56.0%	65.0%	86
▲ Renter Occupied	<b>4,873</b>	<b>44.0%</b>	<b>35.0%</b>	<b>126</b>
▲ Median Rent (2013)	<b>\$1,209</b>		<b>\$904</b>	<b>134</b>
<b>Structures By Number of Units (2016)</b>	11,763			
Single Unit	8,263	70.2%	67.3%	104
▲ 3 to 4 Units	<b>1,344</b>	<b>11.4%</b>	<b>8.1%</b>	<b>141</b>
5 to 19 Units	1,189	10.1%	9.3%	108
▲ 20 to 49 Units	<b>618</b>	<b>5.3%</b>	<b>3.6%</b>	<b>146</b>
↓ 50 or more Units	323	2.7%	5.1%	54
↓ Mobile Home	12	0.1%	6.4%	2
▲ Other	<b>14</b>	<b>0.1%</b>	<b>0.1%</b>	<b>140</b>
Single To Multiple Unit Ratio	2.38		2.57	92
<b>Owner-Occupied Property Values (2016)</b>	6,207			
↓ Under \$40,000	108	1.7%	7.2%	24
↓ \$40,000 to \$59,999	27	0.4%	3.7%	12
↓ \$60,000 to \$79,999	49	0.8%	5.1%	15
↓ \$80,000 to \$99,999	12	0.2%	6.5%	3
↓ \$100,000 to \$149,999	175	2.8%	15.1%	19
↓ \$150,000 to \$199,999	279	4.5%	14.6%	31
↓ \$200,000 to \$299,999	585	9.4%	18.1%	52
▲ \$300,000 to \$499,999	<b>1,716</b>	<b>27.6%</b>	<b>16.9%</b>	<b>163</b>
▲ \$500,000 to \$999,999	<b>2,625</b>	<b>42.3%</b>	<b>9.7%</b>	<b>436</b>
▲ \$1,000,000 and over	<b>631</b>	<b>10.2%</b>	<b>3.0%</b>	<b>336</b>
▲ Median Property Value	<b>\$546,947</b>		<b>\$192,432</b>	<b>284</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	11,763			
2010 and later	569	4.8%	5.5%	88
↓ 2000 to 2009	270	2.3%	14.6%	16
↓ 1990 to 1999	307	2.6%	13.4%	19
↓ 1980 to 1989	690	5.9%	13.2%	45
1970 to 1979	1,412	12.0%	15.0%	80
▲ 1960 to 1969	1,962	16.7%	10.4%	161
▲ 1950 to 1959	2,641	22.5%	10.3%	219
▲ 1949 or earlier	3,911	33.2%	17.7%	188
<b>Households By Number of Persons (2016)</b>	11,080			
1 Person Household	3,287	29.7%	27.3%	109
2 Person Household	3,714	33.5%	32.3%	104
3 Person Household	1,877	16.9%	16.2%	104
4 Person Household	1,276	11.5%	13.1%	88
↓ 5 Person Household	556	5.0%	6.5%	77
↓ 6 Person Household	203	1.8%	2.8%	66
↓ 7 or more Person Household	166	1.5%	1.9%	78
Average Persons Per Household	2.4		2.6	94
<b>Households By Heating Type (2013)</b>	10,483			
▲ Utility and Other Gas	8,341	79.6%	54.0%	147
↓ Electric	1,798	17.2%	36.1%	47
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	50	0.5%	2.2%	21
▲ Solar/Other Fuel	90	0.9%	0.5%	174
▲ No Fuel Used	204	1.9%	0.9%	206

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	11,080			
No Vehicles	923	8.3%	9.0%	93
1 Vehicle	4,275	38.6%	33.7%	114
2 Vehicle	4,239	38.3%	37.5%	102
↓ 3 or more Vehicles	1,642	14.8%	19.8%	75
<b>Workers By Travel Time to Work (2016)</b>	11,864			
↓ Less than 15 minutes	2,203	18.6%	27.3%	68
15 to 29 minutes	3,862	32.6%	36.5%	89
30 to 44 minutes	2,697	22.7%	20.2%	113
▲ 45 to 59 minutes	1,562	13.2%	7.7%	170
▲ 60 or more minutes	1,541	13.0%	8.3%	157
<b>▲ Average Travel Time to Work (minutes)</b>	<b>34.3</b>		<b>28.2</b>	<b>122</b>
<b>Workers By Type of Transportation to Work (2016)</b>	12,474			
↓ Drive Alone	6,811	54.6%	76.9%	71
▲ Car Pool	1,775	14.2%	9.6%	149
▲ Public Transportation	2,585	20.7%	5.1%	405
↓ Walk to Work	237	1.9%	2.8%	68
▲ Other Means	225	1.8%	1.2%	145
▲ Work at Home	842	6.8%	4.4%	154

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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.		
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,933	44.5%	14.7%	304
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,881	26.0%	18.4%	141
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	2,304	20.8%	15.1%	138
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	712	6.4%	31.4%	20
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	196	1.8%	6.9%	26
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	42	0.4%	13.1%	3

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.		
8	Rising Potential Professionals	2,434	22.0%	2.3%	939
4	Educated Mid-Life Families	2,108	19.0%	3.4%	558
24	Metro Multi-Ethnic Diversity	1,787	16.1%	2.7%	587
15	Reliable Young Starters	1,372	12.4%	4.3%	291
12	Educated New Starters	912	8.2%	2.9%	280
45	Struggling Urban Diversity	665	6.0%	2.5%	244
10	Suburban Mid-Life Families	306	2.8%	5.5%	50
46	Struggling Black Households	294	2.7%	2.5%	106
39	New Beginning Urbanites	199	1.8%	2.8%	65
14	Secure Mid-Life Families	154	1.4%	0.7%	212
23	Established Empty-Nesters	143	1.3%	3.4%	38
28	Building Country Families	129	1.2%	2.8%	42
32	Working Urban Life	116	1.0%	1.7%	63
20	Cautious and Mature	109	1.0%	2.6%	37
25	Working Country Consumers	68	0.6%	4.1%	15
17	Large Young Families	48	0.4%	2.2%	20
7	Prosperous and Mature	44	0.4%	0.5%	74
5	Prosperous Diversity	39	0.4%	3.1%	11
27	Country Family Diversity	26	0.2%	0.3%	69
21	Mature and Stable	25	0.2%	0.6%	40

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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.		
18	Working Urban Families	18	0.2%	4.0%	4
30	Urban Senior Life	18	0.2%	0.8%	20
43	Laboring Urban Diversity	17	0.2%	0.5%	30
29	Working Country Families	16	0.1%	1.0%	15
19	Educated and Promising	10	0.1%	0.1%	115
49	Exception Households	7	0.1%	0.2%	25
37	Rising Multi-Ethnic Urbanites	6	0.1%	0.6%	10
1	Traditional Affluent Families	3	0.0%	3.5%	1
40	Surviving Urban Diversity	2	0.0%	4.0%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
35	Laboring Country Families	0	0.0%	2.7%	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
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
31	Mature Country Families	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
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>11,075</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	29.3%	35.4%	83
↓ Somewhat Involved with Their Faith	23.7%	29.9%	80
<b>▲ Not Involved with Their Faith</b>	<b>46.8%</b>	<b>34.7%</b>	<b>135</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.4%	22.1%	79
Decreased Their Involvement with Their Faith in the Last 10 Years	22.1%	23.7%	93

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.8%</b>	<b>0.5%</b>	<b>153</b>
↓ Baptist	9.7%	16.1%	60
↓ Catholic	20.7%	23.7%	88
↓ Congregational	1.7%	2.0%	88
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.2%</b>	<b>0.4%</b>	<b>268</b>
Episcopal	3.0%	2.9%	105
↓ Holiness	0.3%	0.8%	42
<b>▲ Jehovah's Witnesses</b>	<b>1.2%</b>	<b>1.1%</b>	<b>115</b>
<b>▲ Judaism</b>	<b>4.1%</b>	<b>3.2%</b>	<b>131</b>
↓ Lutheran	5.3%	7.2%	73
↓ Methodist	5.1%	10.1%	50
<b>▲ Mormon</b>	<b>2.5%</b>	<b>1.8%</b>	<b>144</b>
<b>▲ New Age</b>	<b>1.3%</b>	<b>0.6%</b>	<b>225</b>
<b>▲ Non-Denominational / Independent</b>	<b>10.7%</b>	<b>6.9%</b>	<b>155</b>
Orthodox	0.3%	0.3%	90
Pentecostal	2.5%	2.4%	103
Presbyterian / Reformed	4.7%	4.6%	104
<b>▲ Unitarian / Universalist</b>	<b>1.0%</b>	<b>0.7%</b>	<b>136</b>
<b>▲ Interested but No Preference</b>	<b>5.7%</b>	<b>3.9%</b>	<b>148</b>
<b>▲ Not Interested and No Preference</b>	<b>17.9%</b>	<b>11.1%</b>	<b>162</b>
Likely to Have Changed Their Preference in the Last 10 Years	18.3%	16.8%	109

**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer A Leader Who:**

<b>▲ Tells them what to do</b>	<b>4.6%</b>	<b>4.0%</b>	<b>115</b>
↓ Lets them do what they want and is supportive	10.4%	11.7%	89
Lets them do what they want and stays out of the way	5.2%	4.8%	108
Works with them on deciding what to do and helps them do it	79.8%	79.6%	100

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	41.4%	43.5%	95
↓ Finding/Providing Health Insurance	22.1%	29.0%	76
Day-to-Day Financial Worries	28.6%	31.6%	90
▲ Finding Employment Opportunities	<b>16.0%</b>	<b>14.4%</b>	<b>111</b>
▲ Finding Affordable Housing	<b>15.4%</b>	<b>11.3%</b>	<b>136</b>
↓ Providing Adequate Food	7.1%	8.6%	83
Finding Child Care	5.7%	6.3%	92
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.3%	16.7%	86
↓ Dealing With Teen / Child Problems	17.9%	20.7%	86
Finding/Providing Aging Parent Care	14.6%	15.5%	94
Dealing With Abusive Relationships	10.7%	11.4%	94
↓ Dealing With Divorce	3.0%	4.5%	67
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>35.8%</b>	<b>27.0%</b>	<b>133</b>
Finding/Providing Good Schools	22.3%	23.5%	95
Dealing with Problems in Schools	12.5%	13.6%	92
▲ Dealing With Racial / Ethnic Prejudice	<b>18.7%</b>	<b>13.1%</b>	<b>143</b>
▲ Dealing With Neighborhood Gangs	<b>13.3%</b>	<b>8.5%</b>	<b>157</b>
▲ Dealing with Social Injustice	<b>16.2%</b>	<b>11.3%</b>	<b>144</b>
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	53.9%	50.6%	106
Finding Time for Recreation / Leisure	27.4%	25.3%	108
Finding Better Quality Healthcare	23.3%	23.9%	97
Finding A Satisfying Job / Career	20.2%	19.3%	104
Finding Retirement Opportunities	17.4%	18.9%	92
Achieving A Fulfilling Marriage	20.3%	22.3%	91
↓ Developing Parenting Skills	11.9%	14.7%	81
Achieving Educational Objectives	8.2%	7.5%	110
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	27.3%	29.8%	92
▲ Finding Companionship	<b>19.6%</b>	<b>17.3%</b>	<b>113</b>
↓ Finding A Good Church	9.7%	15.2%	64
↓ Finding Spiritual Teaching	10.5%	12.9%	81
Finding Life Direction	15.4%	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”	81.2%	84.5%	96
↓ “God is actively involved in the world including nations and their governments”	57.0%	63.8%	89

###### **SOCIETY:**

“It is important to preserve the traditional American family structure”	88.6%	91.5%	97
“A healthy environment has become a national crisis”	84.2%	82.8%	102
“Public education is essential to the future of American society”	94.6%	94.0%	101

###### **INSTITUTIONAL ROLES:**

“Government should be the primary provider of human welfare services”	49.1%	50.1%	98
“The role of Churches / Synagogues is to help form and support moral values”	78.7%	81.1%	97
“Churches and religious organizations should provide more human services”	64.7%	62.6%	103

###### **RACIAL / ETHNIC CHANGE:**

“The United States must open its doors to all people groups”	39.6%	36.3%	109
“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	60.2%	59.8%	101
More than \$500 per year	33.2%	31.2%	106
▲ More than \$1,000 per year	19.8%	17.4%	114

###### **TO CHARITIES:**

▲ More than \$100 per year	42.3%	33.7%	126
▲ More than \$500 per year	11.6%	6.8%	171
▲ More than \$1,000 per year	4.4%	2.3%	191

###### **TO COLLEGES AND UNIVERSITIES:**

▲ More than \$100 per year	24.3%	16.1%	151
▲ More than \$500 per year	7.0%	4.3%	163
▲ More than \$1,000 per year	3.9%	2.2%	177

*Ministry Area Profile 2016*  
**Compass**  
REPORT

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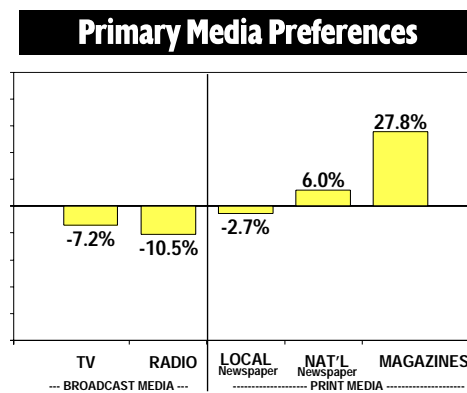
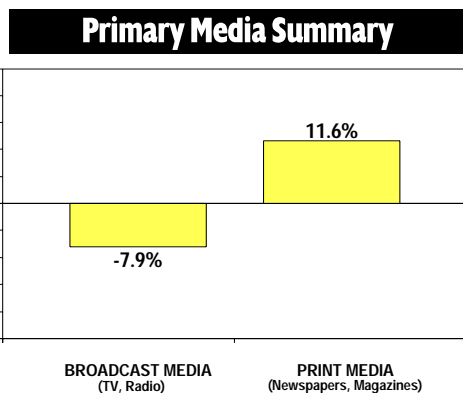
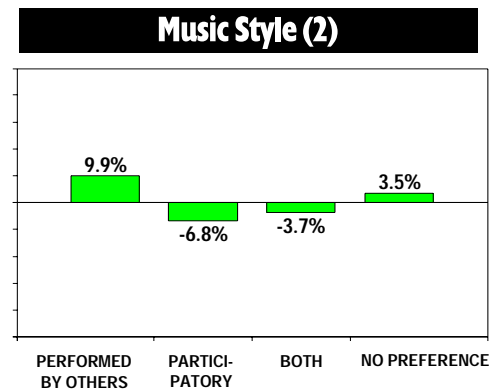
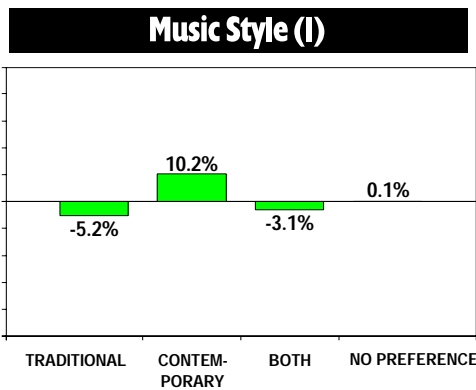
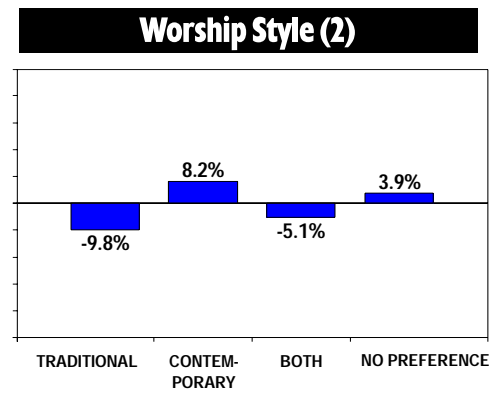
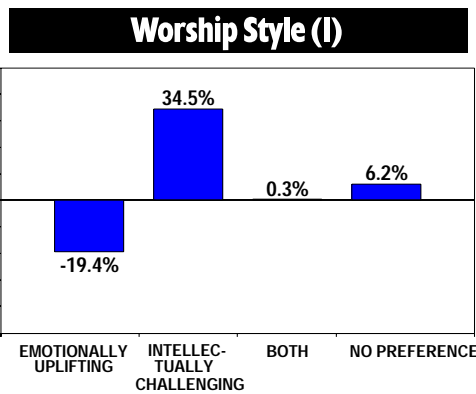
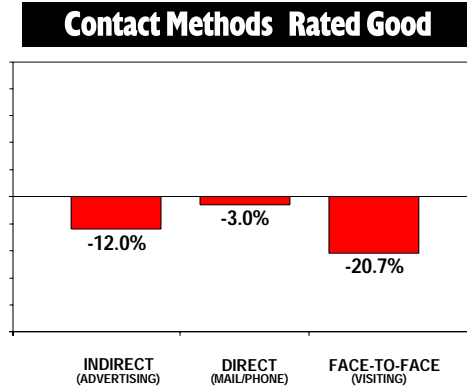
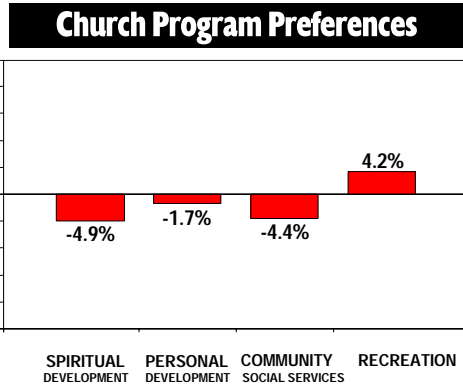
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY MEDIA PREFERENCE .....	5
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CHURCH CONTACT METHODS RATED GOOD .....	6
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Prepared For:  
 Saint John the Baptist Parish Boundaries

Study Area Definition:  
 Custom Polygon

Date: 6/20/2016





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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	35.9%	41.1%	87
Adult Theological Discussion Groups	22.4%	22.5%	100
▲ <b>Spiritual Retreats</b>	<b>13.3%</b>	<b>11.6%</b>	<b>114</b>

##### **PERSONAL DEVELOPMENT:**

Marriage Enrichment Opportunities	14.8%	15.2%	98
Parent Training Programs	7.5%	7.8%	97
▲ <b>Twelve Step Programs</b>	<b>4.2%</b>	<b>3.5%</b>	<b>121</b>
↓ Divorce Recovery	1.9%	2.4%	77

##### **COMMUNITY/SOCIAL SERVICES:**

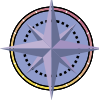
Personal or Family Counseling	22.1%	22.5%	98
Care for the Terminally Ill	16.0%	15.7%	102
↓ Food and Clothing Resources	7.7%	11.1%	69
Day Care Services	6.4%	6.1%	106
Church Sponsored Day-School	6.1%	5.7%	107

##### **RECREATION:**

Youth Social Programs	28.9%	29.7%	97
Family Activities and Outings	29.7%	32.8%	90
Active Retirement Programs	27.5%	26.8%	103
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>26.0%</b>	<b>18.9%</b>	<b>137</b>
▲ <b>Sports or Camping</b>	<b>7.4%</b>	<b>6.3%</b>	<b>116</b>

#### SUMMARY

Spiritual Development Index	95
Personal Development Index	98
Community/Social Services Index	96
Recreation Index	104



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**WORSHIP STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Worship which is:**

**PART 1:**

↓ A. Emotionally Uplifting	21.3%	26.4%	81
▲ B. Intellectually Challenging	<b>14.9%</b>	<b>11.1%</b>	<b>134</b>
C. Both A and B	39.3%	39.2%	100
D. No Preference or Not Interested	24.8%	23.4%	106

**PART 2:**

A. Traditional/Formal/Ceremonial	18.3%	20.2%	90
B. Contemporary/Informal	28.5%	26.3%	108
C. Both A and B	25.2%	26.5%	95
D. No Preference or Not Interested	28.0%	26.9%	104

**MUSIC STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Music which is:**

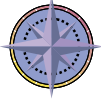
**PART 1:**

A. Traditional	23.1%	24.4%	95
B. Contemporary	21.7%	19.7%	110
C. Both A and B	30.2%	31.1%	97
D. No Preference or Not Interested	24.8%	24.8%	100

**PART 2:**

A. Performed by Others	20.6%	18.7%	110
B. Participatory	21.4%	22.9%	93
C. Both A and B	31.0%	32.2%	96
D. No Preference or Not Interested	27.1%	26.2%	104





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	22.4%	22.0%	102
B. Personal Spiritual Development	15.4%	14.3%	107
C. Both A and B	35.6%	37.4%	95
D. No Preference or Not Interested	26.6%	26.3%	101

**PART 2:**

A. Global Mission	6.3%	6.2%	102
B. Local Mission	32.6%	33.3%	98
C. Both A and B	28.7%	30.1%	95
D. No Preference or Not Interested	32.5%	30.4%	107

**CHURCH ARCHITECTURE INDICATOR**

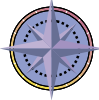
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

↓ A. Traditional	23.2%	26.6%	87
▲ B. Contemporary	<b>19.6%</b>	<b>15.9%</b>	<b>123</b>
C. Both A and B	31.4%	32.3%	97
D. No Preference or Not Interested	25.8%	25.1%	103

**PART 2:**

↓ A. Somber/Serious	8.1%	9.4%	86
B. Light and Airy	37.1%	34.7%	107
C. Both A and B	26.2%	27.7%	94
D. No Preference or Not Interested	28.4%	28.2%	101



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	43.9%	47.3%	93
↓ Radio	11.9%	13.3%	89

#### PRINT MEDIA:

Local Newspaper	39.4%	36.1%	109
National Newspaper	4.6%	4.3%	106
▲ Magazines	3.9%	2.4%	160

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

Television	30.8%	31.9%	96
Radio	22.2%	23.8%	93

#### PRINT MEDIA:

Local Newspaper	31.8%	32.7%	97
▲ National Newspaper	6.7%	5.8%	116
▲ Magazines	9.0%	7.0%	128

### SUMMARY

Overall Broadcast Media Index (100 = Average)	94
Overall Print Media Index	108



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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	32.5%	36.2%	90
Putting Ad in Local Newspaper	30.4%	33.8%	90
↓ Local Cable Channels	25.6%	30.4%	84
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	52.3%	53.7%	97
Calling and Offering to Send Information By Mail	28.2%	29.5%	96
Calling and Discussing on the Phone	11.8%	12.0%	98
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	15.5%	20.1%	77
↓ Going Door to Door	11.5%	14.0%	83

**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	24.1%	19.6%	123
▲ Putting Ad in Local Newspaper	27.6%	21.5%	128
▲ Local Cable Channels	35.3%	30.7%	115
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.9%	13.3%	127
▲ Calling and Offering to Send Information By Mail	38.4%	34.0%	113
Calling and Discussing on the Phone	65.8%	60.6%	109
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	57.4%	49.6%	116
Going Door to Door	67.6%	64.0%	106

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	88
Direct Methods Index	97
↓ Face-to-Face Methods Index	79

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	121
▲ Direct Methods Index	112
Face-to-Face Methods Index	110