

ministry area profile 2016

Saint John the Baptist Parish

Study Area Definition:
Custom Polygon



ID# 229780:229780



Prepared For:
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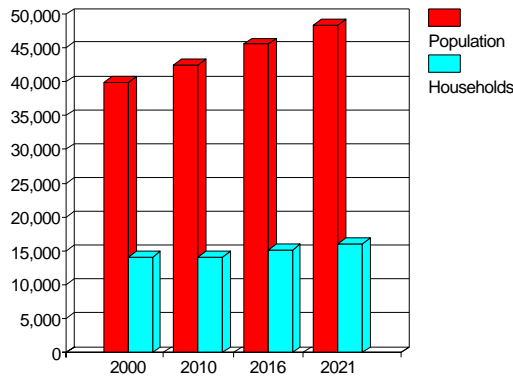
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 45,629 persons residing in the defined study area. This represents an increase of 5,749 or 14.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.1% or 2,765 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 21 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 22.4% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 17.5% of the population and all other racial/ethnic groups make up a substantial 82.5% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 42.0% of the total population. *Asians* are projected to be the fastest growing group increasing by 15.2% 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 13,388 persons or 29.3% of the total population in the area. *Generation Z* (age 0 to 14) make up 20.6% of the population which compared to a national average of 19.0% 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 *extremely low*. While 78.3% 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 21.0% of those over 25 in the area versus 29.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Affordable Housing, Neighborhood Crime and Safety, Racial/Ethnic Prejudice, Social Injustice* and *Achieving Educational Objectives*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$72,823 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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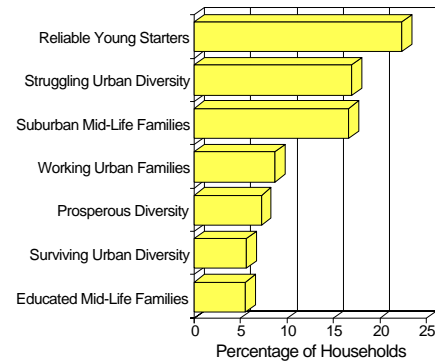
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Population and Households

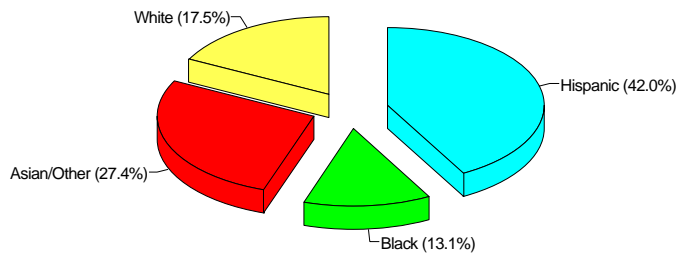


Primary U.S. Lifestyles Segments-2016

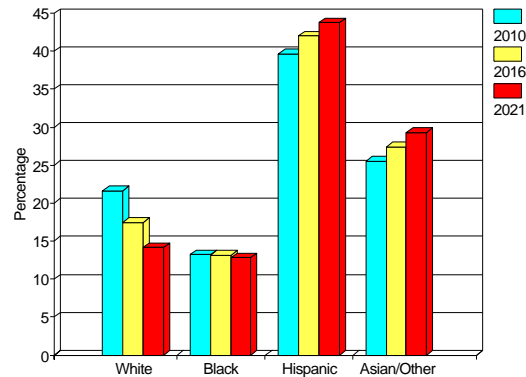


The population in the study area has increased by 3209 persons, or 7.6% since 2010 and is projected to increase by 2765 persons, or 6.1% between 2016 and 2021. The number of households has increased by 1033, or 7.3% since 2010 and is projected to increase by 904, or 6.0% between 2016 and 2021.

Population By Race/Ethnicity-2016

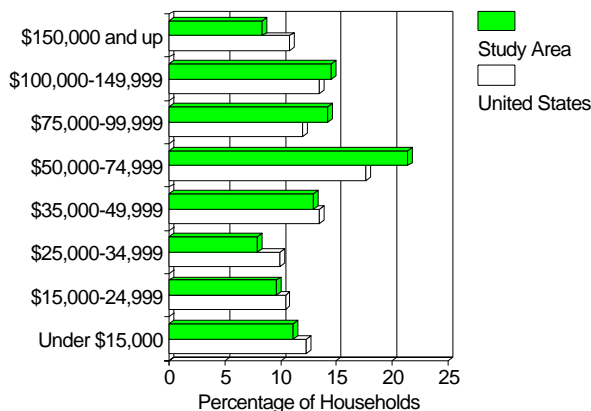


Population By Race/Ethnicity Trend

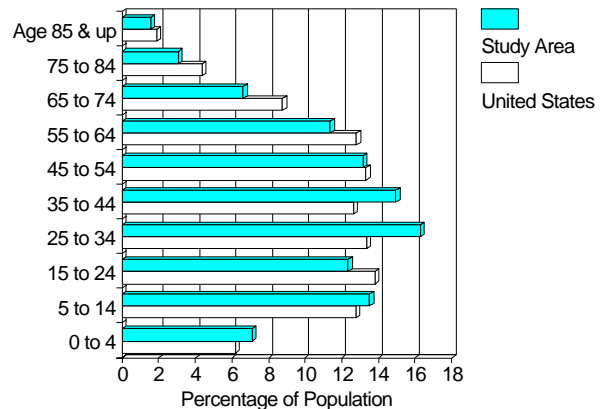


Between 2016 and 2021, the White population is projected to decrease by 1105 persons and to decrease from 17.5% to 14.2% of the total population. The Black population is projected to increase by 192 persons and to decrease from 13.1% to 12.8% of the total. The Hispanic/Latino population is projected to increase by 2004 persons and to increase from 42.0% to 43.7% of the total. The Asian/Other population is projected to increase by 1676 persons and to increase from 27.4% to 29.3% of the total population.

Households By Income-2016



Population by Age-2016

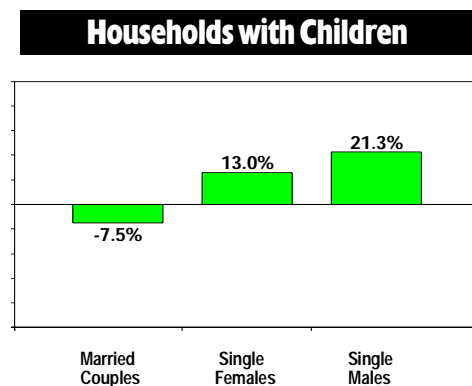
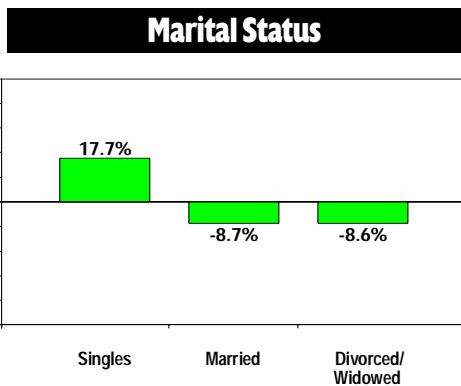
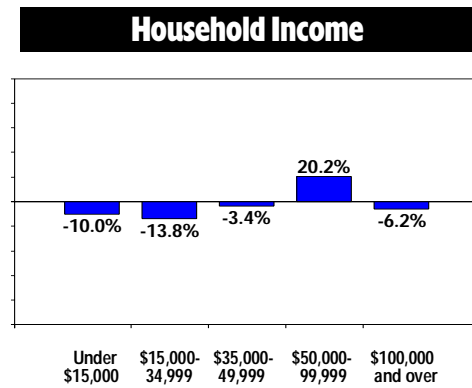
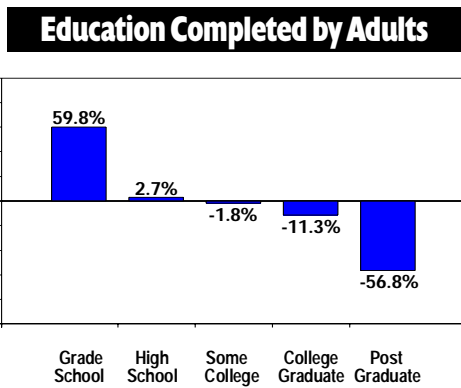
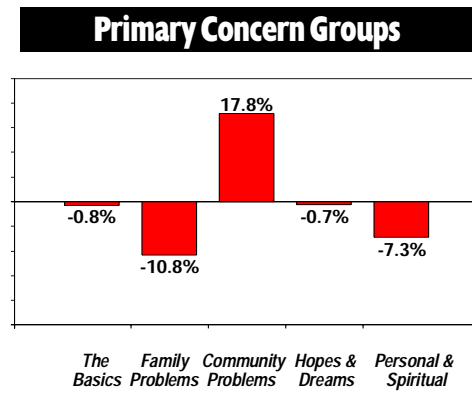
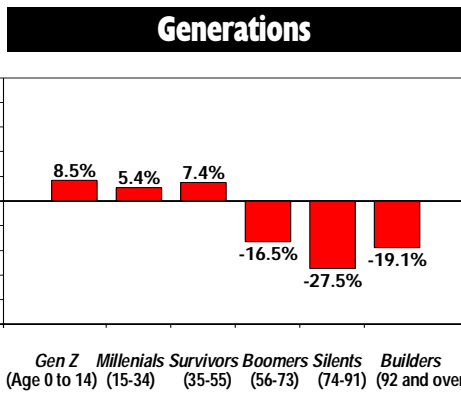
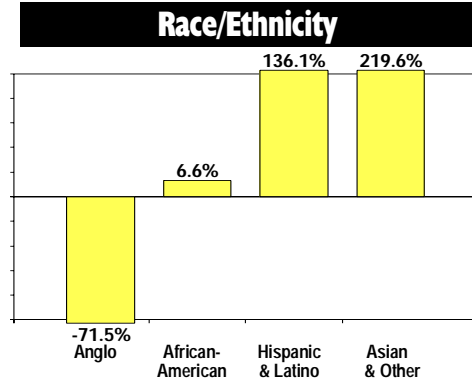
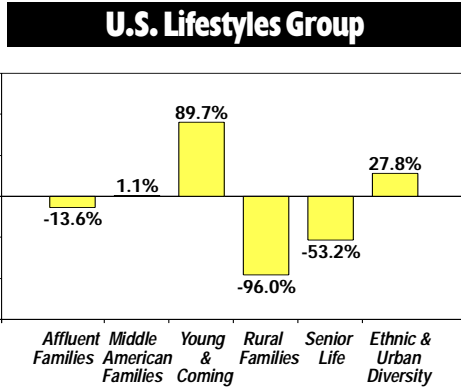


The average household income in the study area is \$72823 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.7 and is projected to increase to 37.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	39,880	42,420	45,629	48,394		
Population Change		2,540	3,209	2,765		
Percentage Change		6.4%	7.6%	6.1%		
Average Annual Growth Rate		0.6%	1.3%	1.2%		
▲ Density (Pop. per square mile)	9,541	10,148	10,916	11,578		
HOUSEHOLDS						
▲ Households	14,083	14,092	15,125	16,029		
Household Change		9	1,033	904		
Percentage Change		0.1%	7.3%	6.0%		
Average Annual Growth Rate		0.0%	1.2%	1.2%		
▲ Persons Per Household	2.80	2.97	2.98	2.98		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	9,179	21.6%	7,977	17.5%	6,872	14.2%
↓ African-American (Non-Hisp)	5,600	13.2%	5,992	13.1%	6,184	12.8%
▲ Hispanic/Latino	16,828	39.7%	19,158	42.0%	21,162	43.7%
▲ Asian/Other (Non-Hisp)	10,813	25.5%	12,501	27.4%	14,177	29.3%
POPULATION BY GENDER						
↓ Female	21,677	51.1%	23,283	51.0%	24,658	51.0%
▲ Male	20,743	48.9%	22,345	49.0%	23,736	49.0%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	5,557	13.1%	9,399	20.6%	12,868	26.6%
↓ Millennials (Born 1982 to 2001)	12,265	28.9%	13,066	28.6%	13,219	27.3%
↓ Survivors (Born 1961 to 1981)	13,100	30.9%	13,388	29.3%	13,735	28.4%
↓ Boomers (Born 1943 to 1960)	7,898	18.6%	7,423	16.3%	6,902	14.3%
↓ Silents (Born 1925 to 1942)	2,889	6.8%	2,208	4.8%	1,666	3.4%
↓ Builders (Born 1924 and earlier)	615	1.4%	144	0.3%	7	0.0%
AGE						
▲ Average Age	35.5		36.7		37.8	
▲ Median Age	34.5		36.0		37.7	
INCOME						
▲ Average Household Income	\$64,416		\$72,823		\$80,477	
▲ Median Household Income	\$58,097		\$60,874		\$66,371	
▲ Per Capita Income	\$21,399		\$24,139		\$26,656	

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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	784	5.6%	1,255	8.3%	1,793	11.2%
▲ \$100,000 to \$149,999	2,014	14.3%	2,191	14.5%	2,576	16.1%
▲ \$75,000 to \$99,999	1,889	13.4%	2,152	14.2%	2,297	14.3%
↓ \$50,000 to \$74,999	3,310	23.5%	3,234	21.4%	3,182	19.9%
↓ \$35,000 to \$49,999	2,008	14.3%	1,959	13.0%	1,933	12.1%
↓ \$25,000 to \$34,999	1,244	8.8%	1,196	7.9%	1,218	7.6%
\$15,000 to \$24,999	1,344	9.5%	1,463	9.7%	1,437	9.0%
Under \$15,000	1,498	10.6%	1,674	11.1%	1,594	9.9%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,221	7.6%	3,241	7.1%	3,268	6.8%
Required Formal Schooling (5-17)	7,579	17.9%	7,904	17.3%	8,476	17.5%
↓ College Years, Career Starts (18-24)	4,259	10.0%	3,881	8.5%	3,854	8.0%
Singles and Young Families (25-34)	6,787	16.0%	7,439	16.3%	6,599	13.6%
Families, Empty Nesters (35-54)	11,964	28.2%	12,829	28.1%	14,216	29.4%
▲ Enrichment Years Singles/Couples (55-64)	4,303	10.1%	5,200	11.4%	5,642	11.7%
▲ Retirement Opportunities (65+)	4,211	9.9%	5,133	11.2%	6,341	13.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,221	7.6%	3,241	7.1%	3,268	6.8%
5 to 9 years	2,920	6.9%	3,176	7.0%	3,301	6.8%
10 to 14 years	2,889	6.8%	2,982	6.5%	3,288	6.8%
15 to 17 years	1,770	4.2%	1,746	3.8%	1,887	3.9%
↓ 18 to 20 years	1,788	4.2%	1,610	3.5%	1,677	3.5%
↓ 21 to 24 years	2,471	5.8%	2,271	5.0%	2,177	4.5%
↓ 25 to 29 years	3,454	8.1%	3,482	7.6%	3,308	6.8%
30 to 34 years	3,333	7.9%	3,957	8.7%	3,291	6.8%
▲ 35 to 39 years	3,064	7.2%	3,553	7.8%	3,890	8.0%
▲ 40 to 44 years	2,944	6.9%	3,269	7.2%	3,887	8.0%
45 to 49 years	3,068	7.2%	2,981	6.5%	3,276	6.8%
↓ 50 to 54 years	2,888	6.8%	3,026	6.6%	3,163	6.5%
55 to 59 years	2,424	5.7%	2,793	6.1%	2,851	5.9%
▲ 60 to 64 years	1,879	4.4%	2,407	5.3%	2,791	5.8%
▲ 65 to 69 years	1,179	2.8%	1,846	4.0%	2,225	4.6%
▲ 70 to 74 years	925	2.2%	1,169	2.6%	1,769	3.7%
75 to 84 years	1,424	3.4%	1,398	3.1%	1,687	3.5%
↓ 85 or more years	683	1.6%	720	1.6%	660	1.4%

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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)	36,229			
Single (Never Married)	14,023	38.7%	32.9%	118
Married	16,599	45.8%	50.2%	91
Divorced/Widowed	5,607	15.5%	16.9%	91
Marital Status Females 15 and Older (2016)	18,676			
▲ Single (Never Married)	6,688	35.8%	29.8%	120
Married	8,105	43.4%	48.8%	89
Divorced/Widowed	3,883	20.8%	21.4%	97
Marital Status Males 15 and Older (2016)	17,553			
Single (Never Married)	7,335	41.8%	36.2%	116
Married	8,494	48.4%	51.6%	94
Divorced/Widowed	1,724	9.8%	12.3%	80
FAMILY STRUCTURE				
Households By Type (2016)	15,125			
Married Couple	6,686	44.2%	48.5%	91
▲ Other Family - Male Head of Household	1,173	7.8%	4.9%	157
▲ Other Family - Female Head of Household	2,730	18.0%	13.0%	139
Non Family - Male Head of Household	2,181	14.4%	15.8%	91
Non Family - Female Head of Household	2,355	15.6%	17.7%	88
Households With Children 0 to 18 (2016)	6,135			
Married Couple Family	3,703	60.4%	65.2%	93
▲ Other Family - Male Head of Household	630	10.3%	8.5%	121
Other Family - Female Head of Household	1,756	28.6%	25.3%	113
↓ Non Family	46	0.7%	1.0%	78
Population By Household Type (2016)	45,629			
↓ Group Quarters	537	1.2%	2.5%	47

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	537			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	167	31.1%	18.7%	166
▲ Other	370	68.9%	15.2%	453
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	45,629			
↓ White (Non-Hispanic)	7,977	17.5%	61.3%	29
African-American (Non-Hisp)	5,992	13.1%	12.3%	107
▲ Hispanic/Latino	19,158	42.0%	17.8%	236
↓ Native American (Non-Hisp)	118	0.3%	0.7%	35
▲ Asian (Non-Hisp)	10,501	23.0%	5.3%	436
▲ Hawaiian & Pacific Islander (Non-Hisp)	493	1.1%	0.2%	642
▲ Other Races & Multiple Races (Non-Hisp)	1,390	3.0%	2.4%	127
Asian Population By Race (2016)	10,658			
▲ Chinese	4,203	39.4%	22.3%	177
↓ Japanese	199	1.9%	5.0%	37
↓ Indian	644	6.0%	19.5%	31
↓ Korean	97	0.9%	9.6%	9
▲ Vietnamese	1,483	13.9%	11.0%	127
Other Asian Races	4,032	37.8%	32.5%	116
Hispanic/Latino Population By Race (2016)	19,158			
↓ White	7,399	38.6%	53.0%	73
↓ African-American	297	1.6%	2.5%	62
Native American	266	1.4%	1.4%	101
▲ Asian	157	0.8%	0.4%	196
▲ Other Races & Multiple Races	11,039	57.6%	42.7%	135
Hispanic/Latino Population By Origin (2016)	19,158			
▲ Mexican	14,627	76.3%	62.4%	122
↓ Puerto Rican	658	3.4%	9.5%	36
↓ Cuban	60	0.3%	3.5%	9
Other Hispanic Origin	3,814	19.9%	24.6%	81

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	11,729			
↓ Pre-Primary (Public)	285	2.4%	3.4%	71
Pre-Primary (Private)	253	2.2%	2.6%	82
Elementary/High School (Public)	7,678	65.5%	58.9%	111
Elementary/High School (Private)	653	5.6%	6.6%	84
Enrolled in College	2,860	24.4%	28.4%	86
Population By Education Completed (Age 25 and over) (2016)	30,602			
▲ Elementary (Less than 9 years)	3,639	11.9%	5.8%	204
▲ Some High School (9 to 11 years)	3,002	9.8%	7.8%	126
High School Graduate (12 years)	8,767	28.6%	27.9%	103
Some College (13 to 15 years)	6,246	20.4%	21.2%	96
Associate Degree	2,518	8.2%	8.0%	103
Bachelor's Degree	4,971	16.2%	18.3%	89
↓ Graduate Degree	1,460	4.8%	11.0%	43
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	20,445			
TOTAL WHITE COLLAR	11,040	54.0%	61.5%	88
↓ Executive and Managerial	1,252	6.1%	9.7%	63
↓ Professional Specialty	2,138	10.5%	16.6%	63
Technical Support	1,574	7.7%	8.3%	93
Sales	1,852	9.1%	10.9%	83
▲ Administrative Support & Clerical	4,224	20.7%	16.0%	129
TOTAL BLUE COLLAR	9,404	46.0%	38.5%	119
▲ Service: Private Households	1,327	6.5%	3.7%	176
Service: Protective	365	1.8%	2.2%	81
Service: Other	1,336	6.5%	7.5%	88
↓ Farming, Forestry & Fishing	16	0.1%	0.7%	11
▲ Precision Production and Craft	2,748	13.4%	11.0%	122
Operators and Assemblers	713	3.5%	3.2%	108
▲ Transportation and Material Moving	1,696	8.3%	6.2%	135
▲ Laborers	1,203	5.9%	4.0%	146

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	35,656			
Employed	20,798	58.3%	58.1%	100
▲ Unemployed	2,715	7.6%	5.6%	135
Not in Labor Force	12,143	34.1%	36.3%	94
Total Female Pop. By Work Status (Age 20 to 64) (2013)	14,187			
TOTAL WORKING	9,345	65.9%	66.8%	99
With No Own Children	5,923	41.7%	42.2%	99
↓ With Own Children Age 0 to 5 only	573	4.0%	5.5%	74
With Own Children Age 6 to 17 only	2,333	16.4%	14.8%	111
With Own Children Both Age 0 to 5 and 6 to 17	516	3.6%	4.3%	84
▲ TOTAL NOT WORKING (UNEMPLOYED)	1,277	9.0%	6.2%	145
▲ With No Own Children	695	4.9%	3.8%	131
↓ With Own Children Age 0 to 5 only	52	0.4%	0.7%	56
▲ With Own Children Age 6 to 17 only	345	2.4%	1.3%	193
▲ With Own Children Both Age 0 to 5 and 6 to 17	185	1.3%	0.5%	238
TOTAL NOT IN THE LABOR FORCE	3,565	25.1%	27.0%	93
With No Own Children	2,184	15.4%	17.1%	90
With Own Children Age 0 to 5 only	401	2.8%	2.6%	109
With Own Children Age 6 to 17 only	592	4.2%	4.6%	90
With Own Children Both Age 0 to 5 and 6 to 17	388	2.7%	2.6%	103
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	15,125			
Above Poverty Line (Households with Children)	9,302	56.1%	59.6%	94
Above Poverty Line (Households without Children)	4,937	29.7%	26.5%	112
Below Poverty Line (Households with Children)	1,294	7.8%	7.9%	99
Below Poverty Line (Households without Children)	1,062	6.4%	6.0%	106
Households By Presence of Retirement Income (2013)	14,092			
↓ With Retirement Income	1,909	13.5%	17.6%	77
Without Retirement Income	11,924	84.6%	81.5%	104

Date: 6/20/2016

Prepared For:
Saint John the Baptist Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
HOUSING				
Occupied Units By Type (2016)	15,125			
↓ Owner Occupied	6,908	45.7%	65.0%	70
▲ Renter Occupied	8,216	54.3%	35.0%	155
▲ Median Rent (2013)	\$1,140		\$904	126
Structures By Number of Units (2016)	15,867			
Single Unit	9,915	62.5%	67.3%	93
3 to 4 Units	1,232	7.8%	8.1%	96
5 to 19 Units	1,381	8.7%	9.3%	93
▲ 20 to 49 Units	1,329	8.4%	3.6%	232
▲ 50 or more Units	1,767	11.1%	5.1%	218
↓ Mobile Home	207	1.3%	6.4%	20
▲ Other	37	0.2%	0.1%	274
↓ Single To Multiple Unit Ratio	1.74		2.57	67
Owner-Occupied Property Values (2016)	6,908			
↓ Under \$40,000	324	4.7%	7.2%	65
↓ \$40,000 to \$59,999	60	0.9%	3.7%	24
↓ \$60,000 to \$79,999	29	0.4%	5.1%	8
↓ \$80,000 to \$99,999	6	0.1%	6.5%	1
↓ \$100,000 to 149,999	142	2.1%	15.1%	14
↓ \$150,000 to \$199,999	268	3.9%	14.6%	27
\$200,000 to \$299,999	1,168	16.9%	18.1%	93
▲ \$300,000 to \$499,999	3,577	51.8%	16.9%	306
▲ \$500,000 to \$999,999	1,232	17.8%	9.7%	184
↓ \$1,000,000 and over	102	1.5%	3.0%	49
▲ Median Property Value	\$367,454		\$192,432	191

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	15,867			
▲ 2010 and later	1,088	6.9%	5.5%	124
↓ 2000 to 2009	710	4.5%	14.6%	31
↓ 1990 to 1999	806	5.1%	13.4%	38
1980 to 1989	1,688	10.6%	13.2%	81
1970 to 1979	2,120	13.4%	15.0%	89
1960 to 1969	1,749	11.0%	10.4%	106
▲ 1950 to 1959	3,913	24.7%	10.3%	240
▲ 1949 or earlier	3,793	23.9%	17.7%	135
Households By Number of Persons (2016)	15,125			
1 Person Household	3,462	22.9%	27.3%	84
2 Person Household	3,949	26.1%	32.3%	81
3 Person Household	2,719	18.0%	16.2%	111
4 Person Household	2,232	14.8%	13.1%	113
▲ 5 Person Household	1,397	9.2%	6.5%	143
▲ 6 Person Household	678	4.5%	2.8%	162
▲ 7 or more Person Household	687	4.5%	1.9%	238
Average Persons Per Household	3.0		2.6	115
Households By Heating Type (2013)	13,833			
▲ Utility and Other Gas	9,698	70.1%	54.0%	130
↓ Electric	3,822	27.6%	36.1%	76
↓ Oil	7	0.1%	6.1%	1
↓ Coal and Wood	37	0.3%	2.2%	12
↓ Solar/Other Fuel	32	0.2%	0.5%	47
▲ No Fuel Used	236	1.7%	0.9%	181

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TRANSPORTATION				
Households By Number of Vehicles (2016)	15,125			
No Vehicles	1,126	7.4%	9.0%	83
1 Vehicle	5,479	36.2%	33.7%	107
2 Vehicle	5,371	35.5%	37.5%	95
3 or more Vehicles	3,149	20.8%	19.8%	105
Workers By Travel Time to Work (2016)	19,242			
↓ Less than 15 minutes	3,670	19.1%	27.3%	70
15 to 29 minutes	6,770	35.2%	36.5%	96
30 to 44 minutes	4,498	23.4%	20.2%	116
▲ 45 to 59 minutes	1,960	10.2%	7.7%	132
▲ 60 or more minutes	2,344	12.2%	8.3%	147
Average Travel Time to Work (minutes)	32.9		28.2	117
Workers By Type of Transportation to Work (2016)	19,578			
Drive Alone	14,199	72.5%	76.9%	94
Car Pool	2,019	10.3%	9.6%	108
▲ Public Transportation	2,253	11.5%	5.1%	225
↓ Walk to Work	257	1.3%	2.8%	47
Other Means	260	1.3%	1.2%	107
↓ Work at Home	590	3.0%	4.4%	69

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	4,806	31.8%	31.4%	101
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,204	27.8%	14.7%	190
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	3,551	23.5%	18.4%	128
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1,976	13.1%	15.1%	86
5	Senior Life (7, 20, 21, 22, 30 and 31)	489	3.2%	6.9%	47
4	Rural Families (27, 26, 29, 33, 35 and 38)	80	0.5%	13.1%	4

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.		
15	Reliable Young Starters	3,386	22.4%	4.3%	527
45	Struggling Urban Diversity	2,570	17.0%	2.5%	692
10	Suburban Mid-Life Families	2,521	16.7%	5.5%	300
18	Working Urban Families	1,321	8.7%	4.0%	220
5	Prosperous Diversity	1,096	7.2%	3.1%	234
40	Surviving Urban Diversity	847	5.6%	4.0%	138
4	Educated Mid-Life Families	826	5.5%	3.4%	160
12	Educated New Starters	712	4.7%	2.9%	160
25	Working Country Consumers	363	2.4%	4.1%	58
20	Cautious and Mature	328	2.2%	2.6%	82
17	Large Young Families	244	1.6%	2.2%	75
28	Building Country Families	205	1.4%	2.8%	48
11	Young Suburban Families	147	1.0%	3.0%	33
24	Metro Multi-Ethnic Diversity	114	0.8%	2.7%	27
39	New Beginning Urbanites	103	0.7%	2.8%	25
22	Mature and Established	71	0.5%	1.8%	26
7	Prosperous and Mature	59	0.4%	0.5%	72
14	Secure Mid-Life Families	54	0.4%	0.7%	54
29	Working Country Families	43	0.3%	1.0%	30
27	Country Family Diversity	35	0.2%	0.3%	68

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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.		
21	Mature and Stable	24	0.2%	0.6%	28
32	Working Urban Life	10	0.1%	1.7%	4
44	Laboring Urban Life	7	0.0%	0.1%	62
23	Established Empty-Nesters	4	0.0%	3.4%	1
31	Mature Country Families	4	0.0%	0.5%	5
30	Urban Senior Life	3	0.0%	0.8%	2
43	Laboring Urban Diversity	3	0.0%	0.5%	4
19	Educated and Promising	3	0.0%	0.1%	25
49	Exception Households	2	0.0%	0.2%	5
26	Working Suburban Families	2	0.0%	0.1%	11
9	Educated Working Families	1	0.0%	0.1%	8
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
1	Traditional Affluent Families	0	0.0%	3.5%	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
6	Prosperous New Country Families	0	0.0%	2.1%	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
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	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
TOTALS		15,108	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	24.4%	29.9%	82
▲ Not Involved with Their Faith	48.4%	34.7%	139

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.5%	22.1%	75
Decreased Their Involvement with Their Faith in the Last 10 Years	23.0%	23.7%	97

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	143
↓ Baptist	9.3%	16.1%	58
Catholic	21.5%	23.7%	91
↓ Congregational	1.7%	2.0%	89
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.0%	0.4%	234
Episcopal	2.7%	2.9%	93
↓ Holiness	0.2%	0.8%	27
▲ Jehovah's Witnesses	1.3%	1.1%	127
Judaism	3.4%	3.2%	106
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	5.1%	10.1%	50
▲ Mormon	2.8%	1.8%	157
▲ New Age	1.2%	0.6%	216
▲ Non-Denominational / Independent	10.8%	6.9%	156
Orthodox	0.3%	0.3%	97
Pentecostal	2.6%	2.4%	105
Presbyterian / Reformed	4.3%	4.6%	95
Unitarian / Universalist	0.8%	0.7%	107
▲ Interested but No Preference	6.2%	3.9%	159
▲ Not Interested and No Preference	18.2%	11.1%	164

Likely to Have Changed Their Preference in the Last 10 Years	18.3%	16.8%	109
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.2%	4.0%	105
Lets them do what they want and is supportive	12.3%	11.7%	105
Lets them do what they want and stays out of the way	5.1%	4.8%	106
Works with them on deciding what to do and helps them do it	78.5%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.5%	43.5%	95
↓ Finding/Providing Health Insurance	23.7%	29.0%	82
Day-to-Day Financial Worries	32.3%	31.6%	102
Finding Employment Opportunities	15.8%	14.4%	109
▲ Finding Affordable Housing	16.5%	11.3%	146
Providing Adequate Food	8.0%	8.6%	93
Finding Child Care	5.9%	6.3%	93
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.0%	16.7%	90
↓ Dealing With Teen / Child Problems	18.5%	20.7%	89
↓ Finding/Providing Aging Parent Care	13.5%	15.5%	87
Dealing With Abusive Relationships	11.0%	11.4%	97
↓ Dealing With Divorce	3.3%	4.5%	75
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	35.8%	27.0%	133
Finding/Providing Good Schools	22.3%	23.5%	95
↓ Dealing with Problems in Schools	12.1%	13.6%	89
▲ Dealing With Racial / Ethnic Prejudice	15.9%	13.1%	122
▲ Dealing With Neighborhood Gangs	14.7%	8.5%	173
▲ Dealing with Social Injustice	13.3%	11.3%	118
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.7%	50.6%	106
Finding Time for Recreation / Leisure	27.0%	25.3%	107
Finding Better Quality Healthcare	22.1%	23.9%	92
Finding A Satisfying Job / Career	19.4%	19.3%	100
Finding Retirement Opportunities	17.1%	18.9%	91
Achieving A Fulfilling Marriage	20.4%	22.3%	91
↓ Developing Parenting Skills	13.1%	14.7%	89
▲ Achieving Educational Objectives	8.5%	7.5%	114
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.7%	29.8%	96
▲ Finding Companionship	19.6%	17.3%	113
↓ Finding A Good Church	9.9%	15.2%	65
↓ Finding Spiritual Teaching	10.0%	12.9%	77
Finding Life Direction	14.6%	14.0%	104

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	83.9%	84.5%	99
"God is actively involved in the world including nations and their governments"	60.4%	63.8%	95

SOCIETY:

"It is important to preserve the traditional American family structure"	89.6%	91.5%	98
"A healthy environment has become a national crisis"	81.9%	82.8%	99
"Public education is essential to the future of American society"	93.2%	94.0%	99

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	49.6%	50.1%	99
"The role of Churches / Synagogues is to help form and support moral values"	79.0%	81.1%	97
"Churches and religious organizations should provide more human services"	61.5%	62.6%	98

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	37.4%	36.3%	103
"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	59.0%	59.8%	99
More than \$500 per year	30.6%	31.2%	98
More than \$1,000 per year	17.2%	17.4%	99

TO CHARITIES:

More than \$100 per year	36.4%	33.7%	108
More than \$500 per year	7.2%	6.8%	106
More than \$1,000 per year	2.5%	2.3%	109

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	17.0%	16.1%	106
More than \$500 per year	4.2%	4.3%	98
More than \$1,000 per year	2.1%	2.2%	95

Ministry Area Profile 2016
Compass
REPORT

Saint John the Baptist Parish

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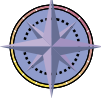


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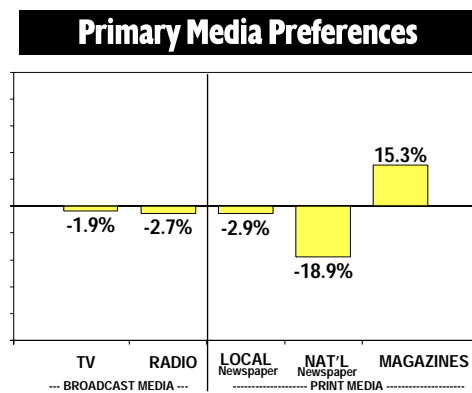
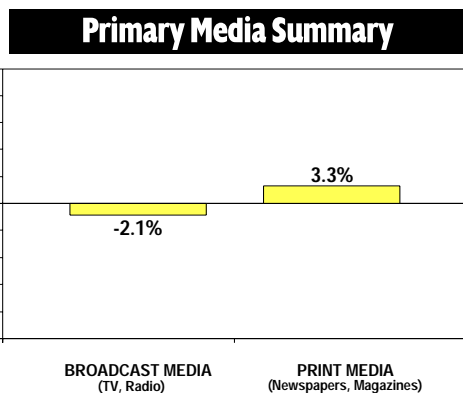
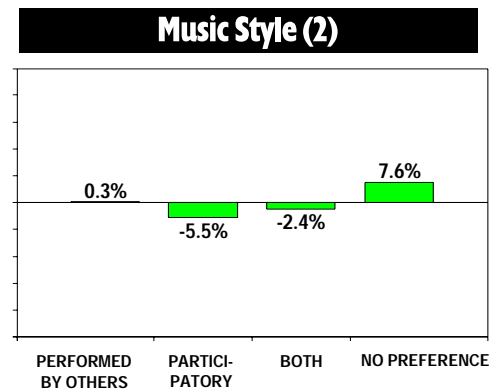
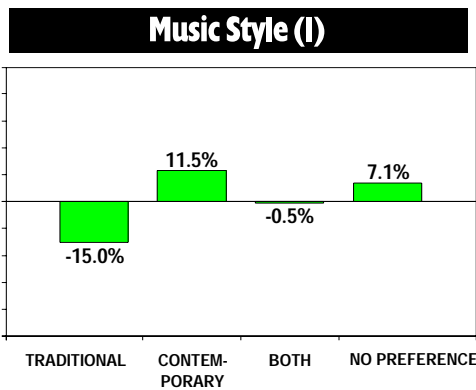
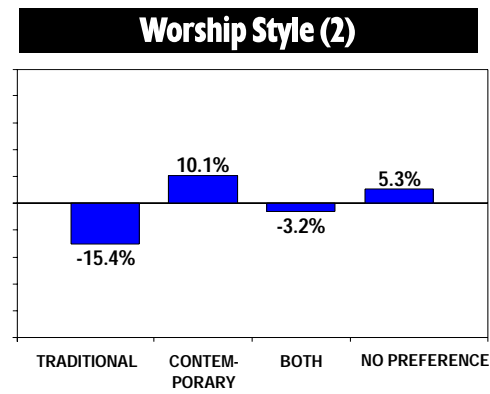
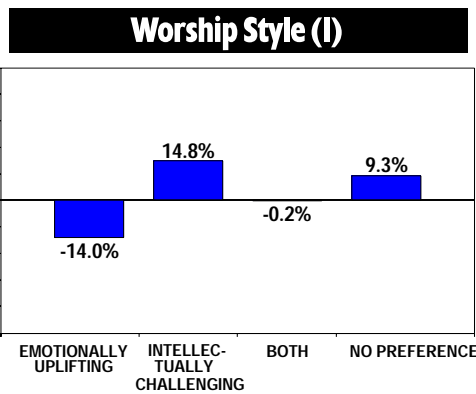
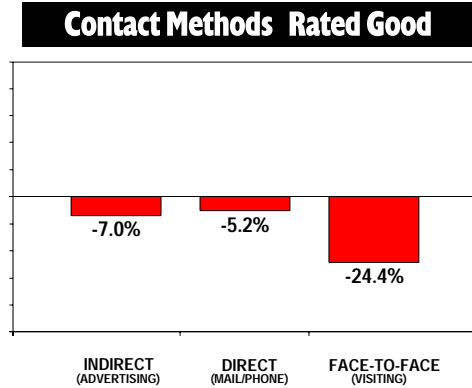
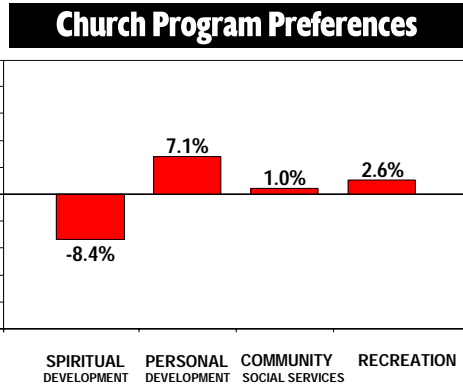
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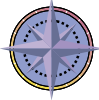


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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	35.9%	41.1%	87
Adult Theological Discussion Groups	21.0%	22.5%	93
Spiritual Retreats	12.0%	11.6%	103

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.8%	15.2%	104
▲ Parent Training Programs	8.8%	7.8%	113
▲ Twelve Step Programs	4.1%	3.5%	119
Divorce Recovery	2.2%	2.4%	90

COMMUNITY/SOCIAL SERVICES:

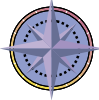
Personal or Family Counseling	23.7%	22.5%	105
Care for the Terminally Ill	16.6%	15.7%	106
↓ Food and Clothing Resources	8.6%	11.1%	77
Day Care Services	6.7%	6.1%	110
Church Sponsored Day-School	6.1%	5.7%	107

RECREATION:

Youth Social Programs	28.8%	29.7%	97
Family Activities and Outings	32.0%	32.8%	97
Active Retirement Programs	27.1%	26.8%	101
▲ Cultural Programs (Music, Drama, Art)	22.1%	18.9%	117
▲ Sports or Camping	7.6%	6.3%	119

SUMMARY

Spiritual Development Index	92
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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.7%	26.4%	86
▲ B. Intellectually Challenging	12.8%	11.1%	115
C. Both A and B	39.1%	39.2%	100
D. No Preference or Not Interested	25.6%	23.4%	109

PART 2:

↓ A. Traditional/Formal/Ceremonial	17.1%	20.2%	85
B. Contemporary/Informal	29.0%	26.3%	110
C. Both A and B	25.7%	26.5%	97
D. No Preference or Not Interested	28.4%	26.9%	105

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	20.7%	24.4%	85
▲ B. Contemporary	22.0%	19.7%	111
C. Both A and B	31.0%	31.1%	100
D. No Preference or Not Interested	26.5%	24.8%	107

PART 2:

A. Performed by Others	18.8%	18.7%	100
B. Participatory	21.7%	22.9%	95
C. Both A and B	31.4%	32.2%	98
D. No Preference or Not Interested	28.2%	26.2%	108



Date: 6/20/2016

Prepared For:
 Saint John the Baptist 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	22.1%	22.0%	100
B. Personal Spiritual Development	14.7%	14.3%	103
C. Both A and B	35.9%	37.4%	96
D. No Preference or Not Interested	27.3%	26.3%	104

PART 2:

A. Global Mission	6.2%	6.2%	100
B. Local Mission	32.1%	33.3%	96
C. Both A and B	29.2%	30.1%	97
D. No Preference or Not Interested	32.6%	30.4%	107

CHURCH ARCHITECTURE INDICATOR

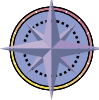
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.4%	26.6%	84
▲ B. Contemporary	20.0%	15.9%	125
C. Both A and B	31.4%	32.3%	97
D. No Preference or Not Interested	26.5%	25.1%	106

PART 2:

↓ A. Somber/Serious	7.9%	9.4%	84
B. Light and Airy	38.0%	34.7%	110
C. Both A and B	25.8%	27.7%	93
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	46.4%	47.3%	98
Radio	13.0%	13.3%	97

PRINT MEDIA:

Local Newspaper	37.3%	36.1%	103
↓ National Newspaper	3.5%	4.3%	81
▲ Magazines	3.5%	2.4%	146

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

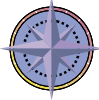
Television	30.8%	31.9%	96
Radio	24.2%	23.8%	102

PRINT MEDIA:

Local Newspaper	31.7%	32.7%	97
National Newspaper	5.9%	5.8%	103
▲ Magazines	8.1%	7.0%	115

SUMMARY

Overall Broadcast Media Index (100 = Average)	98
Overall Print Media Index	102



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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:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	34.2%	36.2%	94
Putting Ad in Local Newspaper	30.7%	33.8%	91
Local Cable Channels	28.6%	30.4%	94
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	51.8%	53.7%	96
Calling and Offering to Send Information By Mail	27.5%	29.5%	93
Calling and Discussing on the Phone	10.9%	12.0%	91
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	15.1%	20.1%	75
↓ Going Door to Door	10.6%	14.0%	76

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	20.9%	19.6%	107
▲ Putting Ad in Local Newspaper	25.5%	21.5%	118
Local Cable Channels	31.8%	30.7%	103
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.3%	13.3%	122
▲ Calling and Offering to Send Information By Mail	39.3%	34.0%	115
▲ Calling and Discussing on the Phone	67.3%	60.6%	111
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	57.4%	49.6%	116
Going Door to Door	68.2%	64.0%	107

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	93
Direct Methods Index	95
↓ Face-to-Face Methods Index	76

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	109
▲ Direct Methods Index	114
▲ Face-to-Face Methods Index	111