

ministry area profile 2016

Saint Joseph the Worker Parish

Study Area Definition: Custom Polygon



ID# 229777:229777



Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon

Table of Contents

INTERVIEW	1
SNAPSHOT	2
FINGERPRINT	3
TRENDS	4
POPULATION	4
HOUSEHOLDS	4
POPULATION BY RACE/ETHNICITY	4
POPULATION BY GENDER	4
AGE	4
INCOME	4
POPULATION BY PHASE OF LIFE	5
POPULATION BY AGE (DETAIL)	5
CENSUS	6
MARITAL STATUS	6
FAMILY STRUCTURE	6
GROUP QUARTERS	7
RACE/ETHNICITY	7
EDUCATION	8
OCCUPATION	8
EMPLOYMENT	9
POVERTY AND RETIREMENT INCOME	9
HOUSING	10
TRANSPORTATION	12
U.S. LIFESTYLES	13
ETHOS	15
FAITH INVOLVEMENT	15
RELIGIOUS PREFERENCE	15
LEADERSHIP PREFERENCE	15
PRIMARY CONCERNS	16
KEY VALUES	17
HOUSEHOLD CONTRIBUTIONS	17

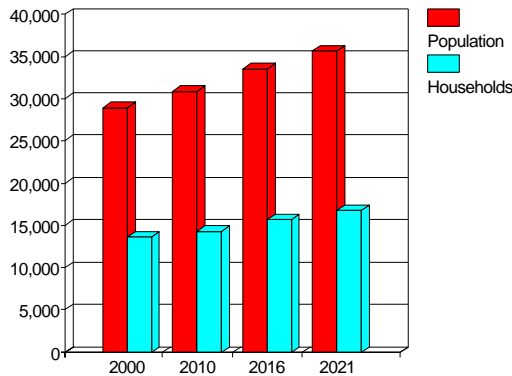
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 33,462 persons residing in the defined study area. This represents an increase of 4,523 or 15.6% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.5% or 2,164 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 *Educated New Starters* representing 25.0% 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 53.4% of the population and all other racial/ethnic groups make up 46.6% which is somewhat above the national average of 39%. The largest of these groups, *Asians*, accounts for 17.0% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 10.9% 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 *Millennials* (age 15 to 34) comprised of 11,374 persons or 34.0% of the total population in the area. Compared to a national average of 27.2%, *Millennials* 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 *very 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 *very high*. While 93.0% 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 66.0% 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: *Affordable Housing, Neighborhood Gangs, Social Injustice, Achieving Educational Objectives, Finding Companionship* and *Racial/Ethnic Prejudice*. (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 \$87,084 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *about average*. (see page 4 and 17)

Prepared For:
Saint Joseph the Worker Parish

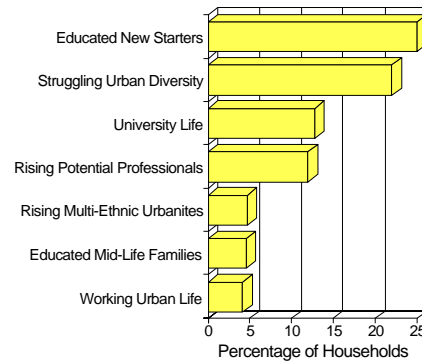
Date: 6/20/2016

Study Area Definition:
Custom Polygon

Population and Households

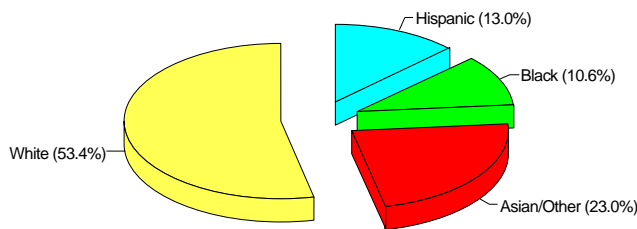


Primary U.S. Lifestyles Segments-2016

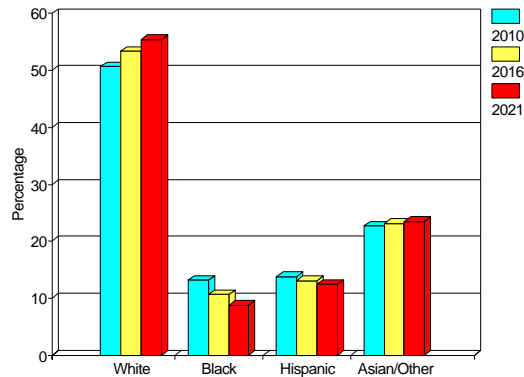


The population in the study area has increased by 2674 persons, or 8.7% since 2010 and is projected to increase by 2164 persons, or 6.5% between 2016 and 2021. The number of households has increased by 1376, or 9.6% since 2010 and is projected to increase by 1096, or 7.0% between 2016 and 2021.

Population By Race/Ethnicity-2016

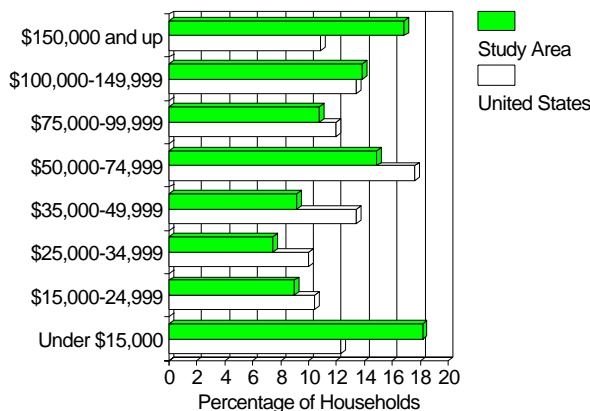


Population By Race/Ethnicity Trend

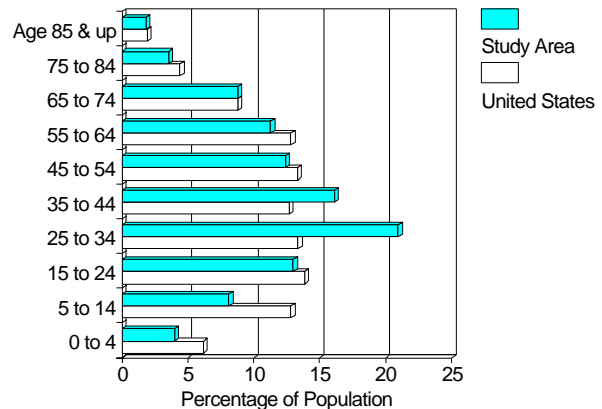


Between 2016 and 2021, the White population is projected to increase by 1859 persons and to increase from 53.4% to 55.4% of the total population. The Black population is projected to decrease by 439 persons and to decrease from 10.6% to 8.7% of the total. The Hispanic/Latino population is projected to increase by 87 persons and to decrease from 13.0% to 12.5% of the total. The Asian/Other population is projected to increase by 659 persons and to increase from 23.0% to 23.5% of the total population.

Households By Income-2016



Population by Age-2016

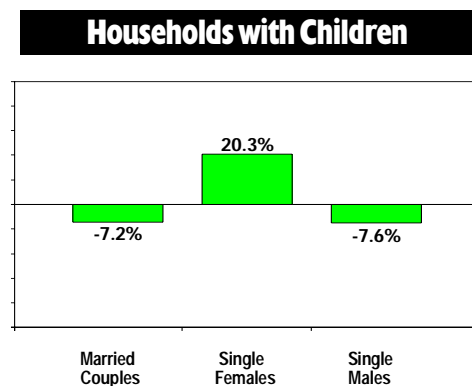
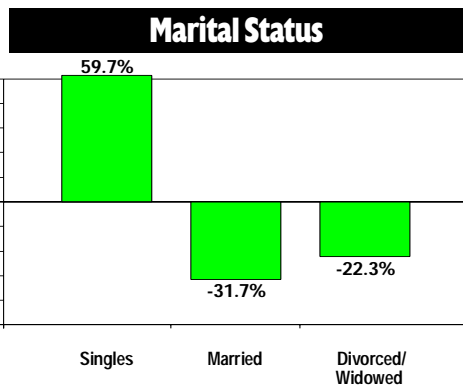
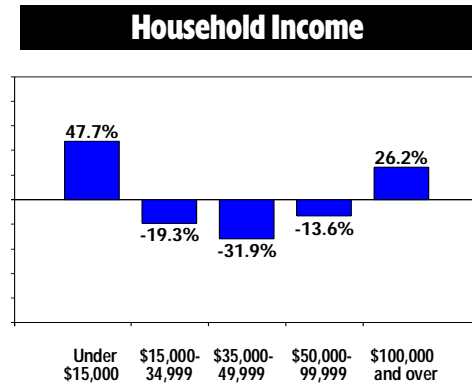
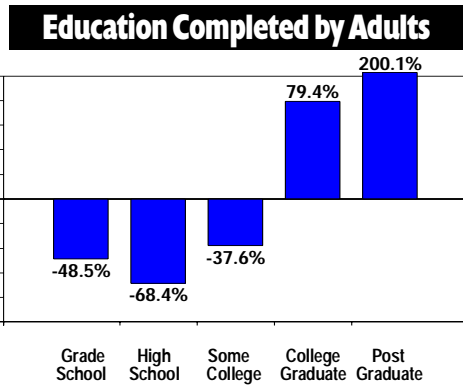
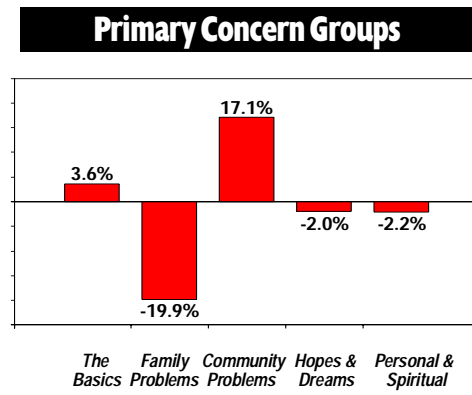
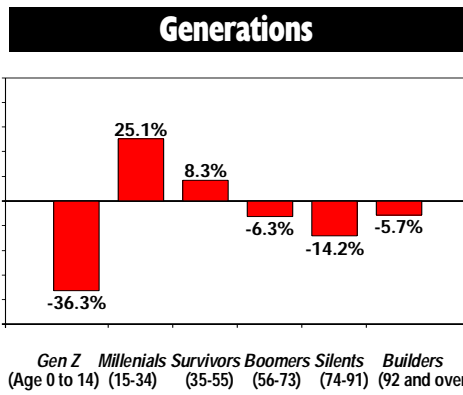
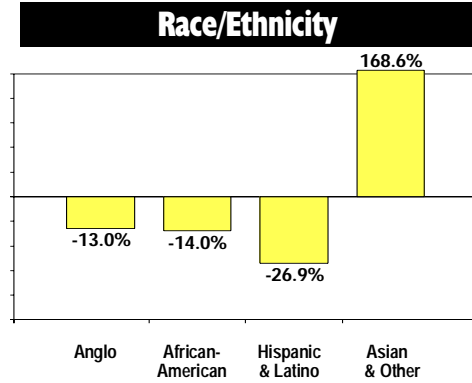
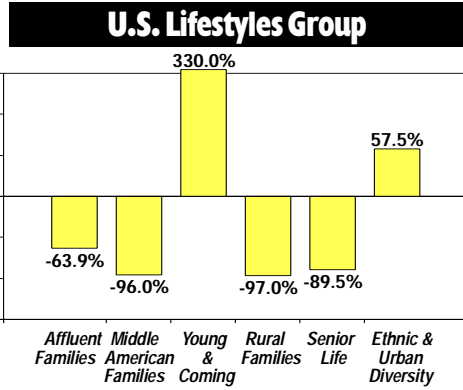


The average household income in the study area is \$87084 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.8 and is projected to increase to 41.4 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon

Date: 6/20/2016



Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon

Date: 6/20/2016

POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	28,939	30,788	33,462	35,626		
Population Change		1,849	2,674	2,164		
Percentage Change		6.4%	8.7%	6.5%		
Average Annual Growth Rate		0.6%	1.4%	1.3%		
▲ Density (Pop. per square mile)	9,810	10,437	11,343	12,077		
HOUSEHOLDS						
▲ Households	13,602	14,315	15,691	16,787		
Household Change		713	1,376	1,096		
Percentage Change		5.2%	9.6%	7.0%		
Average Annual Growth Rate		0.5%	1.6%	1.4%		
Persons Per Household	2.07	2.10	2.08	2.07		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	15,572	50.6%	17,864	53.4%	19,723	55.4%
↓ African-American (Non-Hisp)	4,026	13.1%	3,545	10.6%	3,106	8.7%
↓ Hispanic/Latino	4,225	13.7%	4,349	13.0%	4,436	12.5%
▲ Asian/Other (Non-Hisp)	6,964	22.6%	7,703	23.0%	8,362	23.5%
POPULATION BY GENDER						
↓ Female	15,677	50.9%	16,992	50.8%	18,063	50.7%
▲ Male	15,111	49.1%	16,470	49.2%	17,563	49.3%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,312	7.5%	4,047	12.1%	6,028	16.9%
Millennials (Born 1982 to 2001)	9,772	31.7%	11,375	34.0%	12,095	33.9%
↓ Survivors (Born 1961 to 1981)	9,527	30.9%	9,898	29.6%	10,147	28.5%
↓ Boomers (Born 1943 to 1960)	6,278	20.4%	6,105	18.2%	5,748	16.1%
↓ Silents (Born 1925 to 1942)	2,269	7.4%	1,915	5.7%	1,603	4.5%
↓ Builders (Born 1924 and earlier)	519	1.7%	123	0.4%	6	0.0%
AGE						
▲ Average Age	38.1		39.8		41.4	
▲ Median Age	36.0		38.0		40.4	
INCOME						
▲ Average Household Income	\$62,505		\$87,084		\$98,776	
▲ Median Household Income	\$53,423		\$63,426		\$72,060	
▲ Per Capita Income	\$29,062		\$40,835		\$46,543	

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon

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	1,320	9.2%	2,643	16.8%	3,511	20.9%
\$100,000 to \$149,999	2,012	14.1%	2,168	13.8%	2,440	14.5%
↓ \$75,000 to \$99,999	1,727	12.1%	1,692	10.8%	1,764	10.5%
↓ \$50,000 to \$74,999	2,172	15.2%	2,324	14.8%	2,311	13.8%
↓ \$35,000 to \$49,999	2,061	14.4%	1,433	9.1%	1,426	8.5%
↓ \$25,000 to \$34,999	1,208	8.4%	1,173	7.5%	1,201	7.2%
↓ \$15,000 to \$24,999	1,390	9.7%	1,408	9.0%	1,436	8.6%
Under \$15,000	2,425	16.9%	2,851	18.2%	2,697	16.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,388	4.5%	1,336	4.0%	1,282	3.6%
▲ Required Formal Schooling (5-17)	2,966	9.6%	3,671	11.0%	4,012	11.3%
↓ College Years, Career Starts (18-24)	4,918	16.0%	3,400	10.2%	2,957	8.3%
Singles and Young Families (25-34)	6,127	19.9%	7,015	21.0%	6,219	17.5%
▲ Families, Empty Nesters (35-54)	8,077	26.2%	9,534	28.5%	11,426	32.1%
↓ Enrichment Years Singles/Couples (55-64)	3,687	12.0%	3,770	11.3%	3,905	11.0%
▲ Retirement Opportunities (65+)	3,514	11.4%	4,737	14.2%	5,826	16.4%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,388	4.5%	1,336	4.0%	1,282	3.6%
5 to 9 years	1,155	3.8%	1,458	4.4%	1,440	4.0%
▲ 10 to 14 years	1,104	3.6%	1,253	3.7%	1,562	4.4%
15 to 17 years	707	2.3%	960	2.9%	1,010	2.8%
↓ 18 to 20 years	1,636	5.3%	1,159	3.5%	1,095	3.1%
↓ 21 to 24 years	3,282	10.7%	2,241	6.7%	1,862	5.2%
↓ 25 to 29 years	3,515	11.4%	3,341	10.0%	1,619	4.5%
▲ 30 to 34 years	2,612	8.5%	3,674	11.0%	4,600	12.9%
▲ 35 to 39 years	2,227	7.2%	3,015	9.0%	3,653	10.3%
▲ 40 to 44 years	2,034	6.6%	2,369	7.1%	2,862	8.0%
▲ 45 to 49 years	1,951	6.3%	2,194	6.6%	2,493	7.0%
50 to 54 years	1,865	6.1%	1,956	5.8%	2,418	6.8%
55 to 59 years	1,899	6.2%	1,819	5.4%	1,991	5.6%
60 to 64 years	1,788	5.8%	1,951	5.8%	1,914	5.4%
65 to 69 years	1,210	3.9%	1,730	5.2%	1,830	5.1%
▲ 70 to 74 years	730	2.4%	1,211	3.6%	1,720	4.8%
▲ 75 to 84 years	997	3.2%	1,181	3.5%	1,668	4.7%
↓ 85 or more years	577	1.9%	615	1.8%	608	1.7%

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	29,416			
▲ Single (Never Married)	15,459	52.6%	32.9%	160
↓ Married	10,085	34.3%	50.2%	68
↓ Divorced/Widowed	3,872	13.2%	16.9%	78
Marital Status Females 15 and Older (2016)	15,079			
▲ Single (Never Married)	7,729	51.3%	29.8%	172
↓ Married	4,858	32.2%	48.8%	66
↓ Divorced/Widowed	2,492	16.5%	21.4%	77
Marital Status Males 15 and Older (2016)	14,337			
▲ Single (Never Married)	7,730	53.9%	36.2%	149
↓ Married	5,227	36.5%	51.6%	71
↓ Divorced/Widowed	1,380	9.6%	12.3%	78
FAMILY STRUCTURE				
Households By Type (2016)	15,691			
↓ Married Couple	3,996	25.5%	48.5%	53
↓ Other Family - Male Head of Household	508	3.2%	4.9%	66
↓ Other Family - Female Head of Household	1,539	9.8%	13.0%	75
▲ Non Family - Male Head of Household	4,593	29.3%	15.8%	185
▲ Non Family - Female Head of Household	5,055	32.2%	17.7%	182
Households With Children 0 to 18 (2016)	2,952			
Married Couple Family	1,787	60.5%	65.2%	93
Other Family - Male Head of Household	231	7.8%	8.5%	92
▲ Other Family - Female Head of Household	900	30.5%	25.3%	120
Non Family	34	1.2%	1.0%	119
Population By Household Type (2016)	33,462			
Group Quarters	769	2.3%	2.5%	92

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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				
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	769			
↓ Correctional Facilities	121	15.7%	30.0%	52
↓ College Dorms	139	18.1%	31.9%	57
↓ Military	0	0.0%	4.2%	0
Nursing Homes	68	8.8%	18.7%	47
▲ Other	441	57.3%	15.2%	377
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	33,462			
White (Non-Hispanic)	17,864	53.4%	61.3%	87
African-American (Non-Hisp)	3,545	10.6%	12.3%	86
↓ Hispanic/Latino	4,349	13.0%	17.8%	73
↓ Native American (Non-Hisp)	62	0.2%	0.7%	25
▲ Asian (Non-Hisp)	5,630	16.8%	5.3%	319
▲ Hawaiian & Pacific Islander (Non-Hisp)	69	0.2%	0.2%	122
▲ Other Races & Multiple Races (Non-Hisp)	1,941	5.8%	2.4%	242
Asian Population By Race (2016)	5,702			
▲ Chinese	2,031	35.6%	22.3%	159
▲ Japanese	662	11.6%	5.0%	231
↓ Indian	818	14.3%	19.5%	74
Korean	454	8.0%	9.6%	83
↓ Vietnamese	437	7.7%	11.0%	70
↓ Other Asian Races	1,300	22.8%	32.5%	70
Hispanic/Latino Population By Race (2016)	4,349			
↓ White	1,764	40.6%	53.0%	77
African-American	130	3.0%	2.5%	120
▲ Native American	94	2.2%	1.4%	158
▲ Asian	72	1.7%	0.4%	395
▲ Other Races & Multiple Races	2,289	52.6%	42.7%	123
Hispanic/Latino Population By Origin (2016)	4,349			
Mexican	2,822	64.9%	62.4%	104
↓ Puerto Rican	202	4.6%	9.5%	49
↓ Cuban	94	2.2%	3.5%	61
Other Hispanic Origin	1,231	28.3%	24.6%	115

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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				
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	10,605			
↓ Pre-Primary (Public)	140	1.3%	3.4%	38
Pre-Primary (Private)	289	2.7%	2.6%	104
↓ Elementary/High School (Public)	2,512	23.7%	58.9%	40
↓ Elementary/High School (Private)	439	4.1%	6.6%	62
▲ Enrolled in College	7,226	68.1%	28.4%	240
Population By Education Completed (Age 25 and over) (2016)	25,055			
↓ Elementary (Less than 9 years)	1,034	4.1%	5.8%	71
↓ Some High School (9 to 11 years)	717	2.9%	7.8%	37
↓ High School Graduate (12 years)	2,206	8.8%	27.9%	32
↓ Some College (13 to 15 years)	3,615	14.4%	21.2%	68
↓ Associate Degree	941	3.8%	8.0%	47
▲ Bachelor's Degree	8,233	32.9%	18.3%	179
▲ Graduate Degree	8,309	33.2%	11.0%	300
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	17,880			
▲ TOTAL WHITE COLLAR	14,046	78.6%	61.5%	128
Executive and Managerial	2,065	11.5%	9.7%	118
▲ Professional Specialty	5,740	32.1%	16.6%	194
▲ Technical Support	3,192	17.9%	8.3%	216
↓ Sales	1,148	6.4%	10.9%	59
↓ Administrative Support & Clerical	1,901	10.6%	16.0%	66
↓ TOTAL BLUE COLLAR	3,833	21.4%	38.5%	56
Service: Private Households	628	3.5%	3.7%	95
↓ Service: Protective	202	1.1%	2.2%	51
↓ Service: Other	1,043	5.8%	7.5%	78
↓ Farming, Forestry & Fishing	30	0.2%	0.7%	23
↓ Precision Production and Craft	966	5.4%	11.0%	49
↓ Operators and Assemblers	100	0.6%	3.2%	17
↓ Transportation and Material Moving	394	2.2%	6.2%	36
↓ Laborers	470	2.6%	4.0%	65

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	29,098			
Employed	17,979	61.8%	58.1%	106
Unemployed	1,367	4.7%	5.6%	83
Not in Labor Force	9,752	33.5%	36.3%	92
Total Female Pop. By Work Status (Age 20 to 64) (2013)	11,667			
TOTAL WORKING	8,000	68.6%	66.8%	103
▲ With No Own Children	6,390	54.8%	42.2%	130
↓ With Own Children Age 0 to 5 only	438	3.8%	5.5%	69
↓ With Own Children Age 6 to 17 only	883	7.6%	14.8%	51
↓ With Own Children Both Age 0 to 5 and 6 to 17	289	2.5%	4.3%	57
TOTAL NOT WORKING (UNEMPLOYED)	663	5.7%	6.2%	91
With No Own Children	523	4.5%	3.8%	120
↓ With Own Children Age 0 to 5 only	4	0.0%	0.7%	5
With Own Children Age 6 to 17 only	136	1.2%	1.3%	93
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
TOTAL NOT IN THE LABOR FORCE	3,004	25.7%	27.0%	95
▲ With No Own Children	2,465	21.1%	17.1%	124
With Own Children Age 0 to 5 only	250	2.1%	2.6%	82
↓ With Own Children Age 6 to 17 only	147	1.3%	4.6%	27
↓ With Own Children Both Age 0 to 5 and 6 to 17	142	1.2%	2.6%	46
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	15,691			
Above Poverty Line (Households with Children)	5,530	64.0%	59.6%	107
Above Poverty Line (Households without Children)	2,283	26.4%	26.5%	100
↓ Below Poverty Line (Households with Children)	514	6.0%	7.9%	76
↓ Below Poverty Line (Households without Children)	309	3.6%	6.0%	59
Households By Presence of Retirement Income (2013)	14,315			
↓ With Retirement Income	1,622	11.3%	17.6%	64
Without Retirement Income	12,500	87.3%	81.5%	107

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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)	15,691			
↓ Owner Occupied	5,344	34.1%	65.0%	52
▲ Renter Occupied	10,347	65.9%	35.0%	188
▲ Median Rent (2013)	\$1,269		\$904	140
Structures By Number of Units (2016)	16,749			
↓ Single Unit	6,765	40.4%	67.3%	60
▲ 3 to 4 Units	3,853	23.0%	8.1%	284
▲ 5 to 19 Units	2,792	16.7%	9.3%	179
▲ 20 to 49 Units	1,621	9.7%	3.6%	268
▲ 50 or more Units	1,670	10.0%	5.1%	195
↓ Mobile Home	16	0.1%	6.4%	1
▲ Other	31	0.2%	0.1%	217
↓ Single To Multiple Unit Ratio	0.68		2.57	26
Owner-Occupied Property Values (2016)	5,344			
↓ Under \$40,000	56	1.0%	7.2%	15
↓ \$40,000 to \$59,999	16	0.3%	3.7%	8
↓ \$60,000 to \$79,999	24	0.4%	5.1%	9
↓ \$80,000 to \$99,999	26	0.5%	6.5%	7
↓ \$100,000 to 149,999	15	0.3%	15.1%	2
↓ \$150,000 to \$199,999	36	0.7%	14.6%	5
↓ \$200,000 to \$299,999	127	2.4%	18.1%	13
↓ \$300,000 to \$499,999	740	13.8%	16.9%	82
▲ \$500,000 to \$999,999	3,411	63.8%	9.7%	658
▲ \$1,000,000 and over	892	16.7%	3.0%	552
▲ Median Property Value	\$714,394		\$192,432	371

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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 (CONTINUED)				
Housing Units By Year Built (2016)	16,749			
▲ 2010 and later	1,490	8.9%	5.5%	161
↓ 2000 to 2009	1,283	7.7%	14.6%	52
↓ 1990 to 1999	408	2.4%	13.4%	18
↓ 1980 to 1989	745	4.4%	13.2%	34
↓ 1970 to 1979	1,125	6.7%	15.0%	45
1960 to 1969	1,625	9.7%	10.4%	93
1950 to 1959	1,701	10.2%	10.3%	99
▲ 1949 or earlier	8,372	50.0%	17.7%	283
Households By Number of Persons (2016)	15,691			
▲ 1 Person Household	6,360	40.5%	27.3%	149
2 Person Household	5,062	32.3%	32.3%	100
3 Person Household	2,187	13.9%	16.2%	86
↓ 4 Person Household	1,349	8.6%	13.1%	66
↓ 5 Person Household	420	2.7%	6.5%	41
↓ 6 Person Household	184	1.2%	2.8%	42
↓ 7 or more Person Household	130	0.8%	1.9%	43
Average Persons Per Household	2.1		2.6	81
Households By Heating Type (2013)	14,121			
▲ Utility and Other Gas	10,953	77.6%	54.0%	144
↓ Electric	2,636	18.7%	36.1%	52
↓ Oil	7	0.0%	6.1%	1
↓ Coal and Wood	47	0.3%	2.2%	15
▲ Solar/Other Fuel	99	0.7%	0.5%	142
▲ No Fuel Used	380	2.7%	0.9%	285

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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				
TRANSPORTATION				
Households By Number of Vehicles (2016)	15,691			
▲ No Vehicles	3,771	24.0%	9.0%	268
▲ 1 Vehicle	6,948	44.3%	33.7%	131
↓ 2 Vehicle	3,643	23.2%	37.5%	62
↓ 3 or more Vehicles	1,329	8.5%	19.8%	43
Workers By Travel Time to Work (2016)	15,876			
↓ Less than 15 minutes	3,337	21.0%	27.3%	77
15 to 29 minutes	5,927	37.3%	36.5%	102
30 to 44 minutes	3,295	20.8%	20.2%	103
▲ 45 to 59 minutes	1,559	9.8%	7.7%	127
▲ 60 or more minutes	1,757	11.1%	8.3%	133
Average Travel Time to Work (minutes)	31.2		28.2	110
Workers By Type of Transportation to Work (2016)	15,377			
↓ Drive Alone	5,994	39.0%	76.9%	51
↓ Car Pool	1,050	6.8%	9.6%	71
▲ Public Transportation	3,994	26.0%	5.1%	508
▲ Walk to Work	2,328	15.1%	2.8%	539
▲ Other Means	260	1.7%	1.2%	136
▲ Work at Home	1,751	11.4%	4.4%	259

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon

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	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	9,888	63.0%	14.7%	430
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	4,541	28.9%	18.4%	157
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	856	5.5%	15.1%	36
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	199	1.3%	31.4%	4
5	Senior Life (7, 20, 21, 22, 30 and 31)	114	0.7%	6.9%	11
4	Rural Families (27, 26, 29, 33, 35 and 38)	61	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.		
12	Educated New Starters	3,914	24.9%	2.9%	849
45	Struggling Urban Diversity	3,449	22.0%	2.5%	895
47	University Life	2,010	12.8%	0.8%	1704
8	Rising Potential Professionals	1,875	11.9%	2.3%	511
37	Rising Multi-Ethnic Urbanites	740	4.7%	0.6%	839
4	Educated Mid-Life Families	716	4.6%	3.4%	134
32	Working Urban Life	651	4.1%	1.7%	251
39	New Beginning Urbanites	631	4.0%	2.8%	145
15	Reliable Young Starters	626	4.0%	4.3%	94
48	Struggling Urban Life	347	2.2%	0.8%	273
14	Secure Mid-Life Families	140	0.9%	0.7%	136
28	Building Country Families	114	0.7%	2.8%	26
25	Working Country Consumers	70	0.4%	4.1%	11
40	Surviving Urban Diversity	69	0.4%	4.0%	11
34	College and Career Starters	54	0.3%	0.6%	60
20	Cautious and Mature	48	0.3%	2.6%	12
21	Mature and Stable	43	0.3%	0.6%	48
29	Working Country Families	38	0.2%	1.0%	25
19	Educated and Promising	38	0.2%	0.1%	309
49	Exception Households	24	0.2%	0.2%	61

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon

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.		
27	Country Family Diversity	22	0.1%	0.3%	41
22	Mature and Established	16	0.1%	1.8%	6
23	Established Empty-Nesters	15	0.1%	3.4%	3
24	Metro Multi-Ethnic Diversity	14	0.1%	2.7%	3
43	Laboring Urban Diversity	7	0.0%	0.5%	9
30	Urban Senior Life	5	0.0%	0.8%	4
44	Laboring Urban Life	4	0.0%	0.1%	34
7	Prosperous and Mature	2	0.0%	0.5%	2
26	Working Suburban Families	1	0.0%	0.1%	5
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
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
2	Professional Affluent Families	0	0.0%	0.8%	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
9	Educated Working Families	0	0.0%	0.1%	0
TOTALS		15,683	100.0%	100.0%	100

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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			

FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.4%	35.4%	75
↓ Somewhat Involved with Their Faith	23.8%	29.9%	80
▲ Not Involved with Their Faith	51.0%	34.7%	147

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	15.6%	22.1%	70
Decreased Their Involvement with Their Faith in the Last 10 Years	25.1%	23.7%	106

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	161
↓ Baptist	8.5%	16.1%	53
↓ Catholic	20.3%	23.7%	86
↓ Congregational	1.6%	2.0%	81
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	282
Episcopal	3.0%	2.9%	106
↓ Holiness	0.3%	0.8%	32
▲ Jehovah's Witnesses	1.3%	1.1%	125
▲ Judaism	4.4%	3.2%	139
↓ Lutheran	5.6%	7.2%	78
↓ Methodist	4.9%	10.1%	48
▲ Mormon	2.6%	1.8%	146
▲ New Age	1.4%	0.6%	253
▲ Non-Denominational / Independent	10.3%	6.9%	149
↓ Orthodox	0.3%	0.3%	83
Pentecostal	2.6%	2.4%	105
Presbyterian / Reformed	4.2%	4.6%	91
▲ Unitarian / Universalist	1.1%	0.7%	153
▲ Interested but No Preference	6.6%	3.9%	170
▲ Not Interested and No Preference	19.6%	11.1%	177
▲ Likely to Have Changed Their Preference in the Last 10 Years	19.6%	16.8%	116

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.8%	4.0%	120
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	7.0%	4.8%	146
Works with them on deciding what to do and helps them do it	77.2%	79.6%	97

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			
PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	43.7%	43.5%	100
↓ Finding/Providing Health Insurance	22.4%	29.0%	77
Day-to-Day Financial Worries	30.8%	31.6%	97
▲ Finding Employment Opportunities	19.1%	14.4%	132
▲ Finding Affordable Housing	20.0%	11.3%	177
Providing Adequate Food	8.3%	8.6%	97
Finding Child Care	5.6%	6.3%	90
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.0%	16.7%	78
↓ Dealing With Teen / Child Problems	15.6%	20.7%	75
↓ Finding/Providing Aging Parent Care	12.5%	15.5%	81
Dealing With Abusive Relationships	11.2%	11.4%	99
↓ Dealing With Divorce	2.8%	4.5%	62
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	37.0%	27.0%	137
↓ Finding/Providing Good Schools	17.7%	23.5%	76
↓ Dealing with Problems in Schools	10.3%	13.6%	76
▲ Dealing With Racial / Ethnic Prejudice	18.2%	13.1%	139
▲ Dealing With Neighborhood Gangs	13.1%	8.5%	154
▲ Dealing with Social Injustice	17.1%	11.3%	151
HOPES AND DREAMS:			
Achieving Long-term Financial Security	53.1%	50.6%	105
Finding Time for Recreation / Leisure	26.2%	25.3%	104
↓ Finding Better Quality Healthcare	21.0%	23.9%	88
▲ Finding A Satisfying Job / Career	23.7%	19.3%	123
↓ Finding Retirement Opportunities	15.0%	18.9%	79
↓ Achieving A Fulfilling Marriage	19.0%	22.3%	85
↓ Developing Parenting Skills	10.4%	14.7%	71
▲ Achieving Educational Objectives	10.6%	7.5%	141
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.2%	29.8%	95
▲ Finding Companionship	24.0%	17.3%	139
↓ Finding A Good Church	8.9%	15.2%	59
↓ Finding Spiritual Teaching	9.5%	12.9%	73
▲ Finding Life Direction	16.6%	14.0%	119

Date: 6/20/2016

Prepared For:
Saint Joseph the Worker 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			

KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	77.9%	84.5%	92
↓ “God is actively involved in the world including nations and their governments”	52.5%	63.8%	82

SOCIETY:

“It is important to preserve the traditional American family structure”	83.9%	91.5%	92
“A healthy environment has become a national crisis”	83.7%	82.8%	101
“Public education is essential to the future of American society”	93.0%	94.0%	99

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	52.9%	50.1%	106
“The role of Churches / Synagogues is to help form and support moral values”	76.4%	81.1%	94
“Churches and religious organizations should provide more human services”	65.6%	62.6%	105

RACIAL / ETHNIC CHANGE:

▲ “The United States must open its doors to all people groups”	42.1%	36.3%	116
↓ “The changing racial / ethnic face of America is a threat to our national heritage”	31.1%	36.3%	86

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	54.4%	59.8%	91
↓ More than \$500 per year	25.5%	31.2%	82
↓ More than \$1,000 per year	12.9%	17.4%	74

TO CHARITIES:

▲ More than \$100 per year	39.2%	33.7%	116
▲ More than \$500 per year	10.2%	6.8%	150
▲ More than \$1,000 per year	3.1%	2.3%	135

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	21.5%	16.1%	134
▲ More than \$500 per year	5.8%	4.3%	135
More than \$1,000 per year	2.4%	2.2%	109

Ministry Area Profile 2016
Compass
REPORT

Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon

Table of Contents

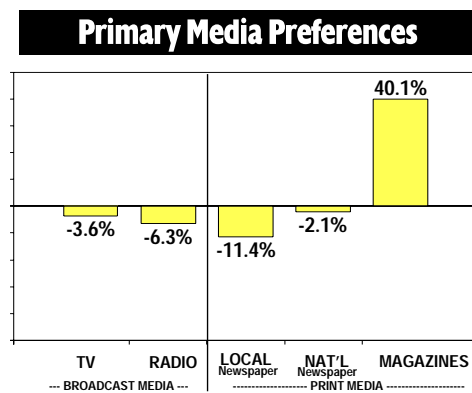
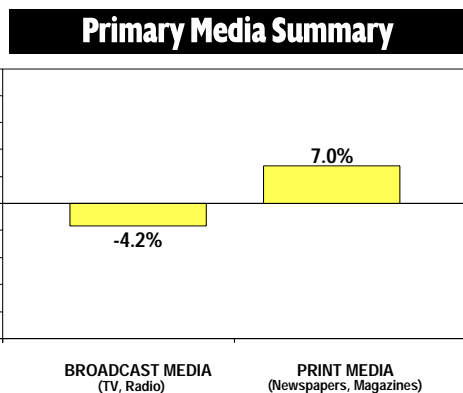
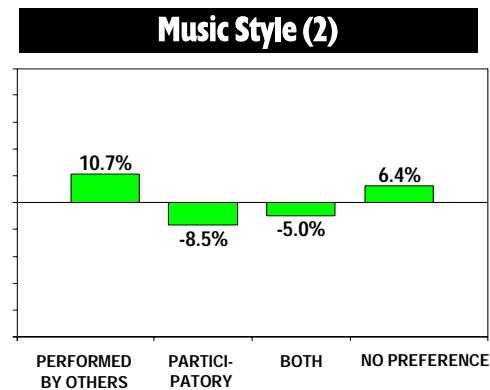
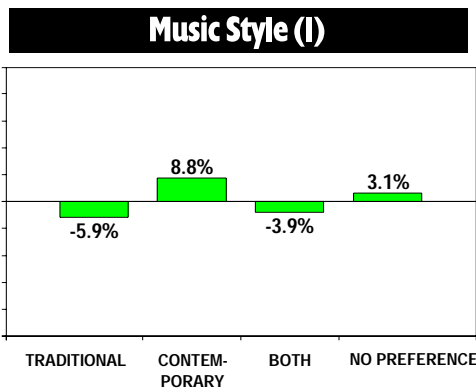
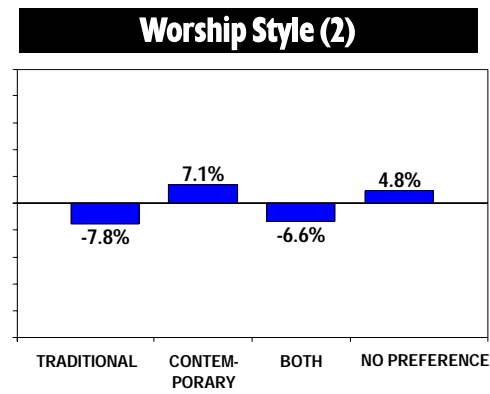
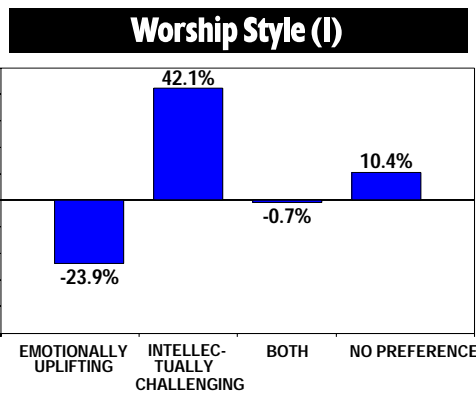
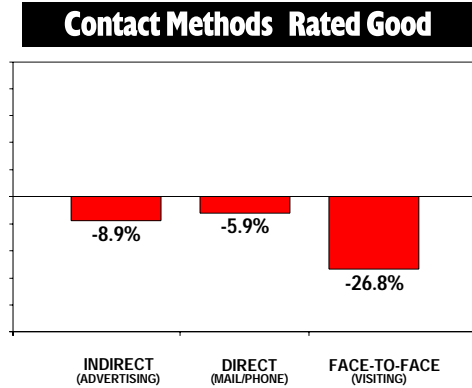
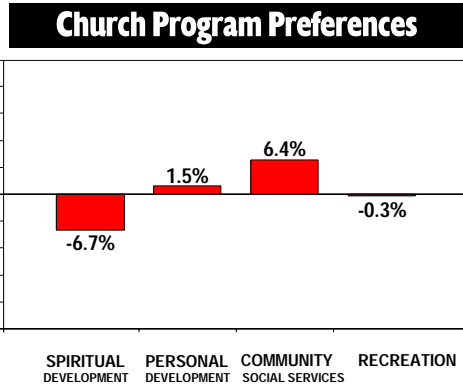
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD	6
CHURCH CONTACT METHODS RATED POOR	6



Date: 6/20/2016

Prepared For:
Saint Joseph the Worker Parish

Study Area Definition:
Custom Polygon





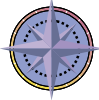
Date: 6/20/2016

Prepared For:
 Saint Joseph the Worker Parish

Study Area Definition:
 Custom Polygon

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			
CHURCH 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	33.3%	41.1%	81
Adult Theological Discussion Groups	23.2%	22.5%	103
▲ Spiritual Retreats	13.7%	11.6%	118
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	14.5%	15.2%	96
Parent Training Programs	8.0%	7.8%	102
▲ Twelve Step Programs	4.8%	3.5%	139
↓ Divorce Recovery	2.0%	2.4%	82
<i>COMMUNITY/SOCIAL SERVICES:</i>			
▲ Personal or Family Counseling	25.2%	22.5%	112
▲ Care for the Terminally Ill	17.8%	15.7%	113
↓ Food and Clothing Resources	9.2%	11.1%	82
▲ Day Care Services	7.2%	6.1%	118
Church Sponsored Day-School	5.7%	5.7%	100
<i>RECREATION:</i>			
↓ Youth Social Programs	24.1%	29.7%	81
↓ Family Activities and Outings	26.7%	32.8%	81
Active Retirement Programs	26.0%	26.8%	97
▲ Cultural Programs (Music, Drama, Art)	28.6%	18.9%	151
▲ Sports or Camping	8.8%	6.3%	139

SUMMARY	
Spiritual Development Index	93
Personal Development Index	101
Community/Social Services Index	106
Recreation Index	100



Date: 6/20/2016

Prepared For:
 Saint Joseph the Worker 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			

WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	20.1%	26.4%	76
▲ B. Intellectually Challenging	15.8%	11.1%	142
C. Both A and B	38.9%	39.2%	99
D. No Preference or Not Interested	25.8%	23.4%	110

PART 2:

A. Traditional/Formal/Ceremonial	18.7%	20.2%	92
B. Contemporary/Informal	28.2%	26.3%	107
C. Both A and B	24.8%	26.5%	93
D. No Preference or Not Interested	28.2%	26.9%	105

MUSIC STYLE INDICATOR

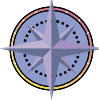
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.0%	24.4%	94
B. Contemporary	21.5%	19.7%	109
C. Both A and B	29.9%	31.1%	96
D. No Preference or Not Interested	25.5%	24.8%	103

PART 2:

▲ A. Performed by Others	20.7%	18.7%	111
B. Participatory	21.0%	22.9%	91
C. Both A and B	30.6%	32.2%	95
D. No Preference or Not Interested	27.9%	26.2%	106



Date: 6/20/2016

Prepared For:
 Saint Joseph the Worker 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	21.7%	22.0%	98
▲ B. Personal Spiritual Development	16.2%	14.3%	113
C. Both A and B	34.6%	37.4%	93
D. No Preference or Not Interested	27.6%	26.3%	105

PART 2:

A. Global Mission	6.0%	6.2%	96
B. Local Mission	33.0%	33.3%	99
C. Both A and B	28.2%	30.1%	94
D. No Preference or Not Interested	32.8%	30.4%	108

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	23.9%	26.6%	90
▲ B. Contemporary	19.7%	15.9%	124
C. Both A and B	29.9%	32.3%	92
D. No Preference or Not Interested	26.5%	25.1%	106

PART 2:

A. Somber/Serious	9.3%	9.4%	99
B. Light and Airy	37.2%	34.7%	107
↓ C. Both A and B	24.6%	27.7%	89
D. No Preference or Not Interested	28.7%	28.2%	102



Date: 6/20/2016

Prepared For:
 Saint Joseph the Worker Parish

Study Area Definition:
 Custom Polygon

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

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	45.5%	47.3%	96
Radio	12.5%	13.3%	94

PRINT MEDIA:

Local Newspaper	37.1%	36.1%	103
National Newspaper	4.2%	4.3%	98
▲ Magazines	4.5%	2.4%	188

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

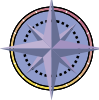
Television	30.6%	31.9%	96
Radio	23.9%	23.8%	100

PRINT MEDIA:

↓ Local Newspaper	28.9%	32.7%	89
▲ National Newspaper	7.4%	5.8%	129
▲ Magazines	9.9%	7.0%	140

SUMMARY

Overall Broadcast Media Index (100 = Average)	97
Overall Print Media Index	104



Date: 6/20/2016

Prepared For:
 Saint Joseph the Worker Parish

Study Area Definition:
 Custom Polygon

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

CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	33.9%	36.2%	94
Putting Ad in Local Newspaper	30.4%	33.8%	90
↓ Local Cable Channels	27.2%	30.4%	89
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	50.8%	53.7%	95
Calling and Offering to Send Information By Mail	27.5%	29.5%	93
Calling and Discussing on the Phone	11.3%	12.0%	94
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	15.3%	20.1%	76
↓ Going Door to Door	9.6%	14.0%	69

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	22.5%	19.6%	115
▲ Putting Ad in Local Newspaper	28.6%	21.5%	133
▲ Local Cable Channels	34.4%	30.7%	112
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.0%	13.3%	120
▲ Calling and Offering to Send Information By Mail	40.1%	34.0%	118
Calling and Discussing on the Phone	65.9%	60.6%	109
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	58.6%	49.6%	118
Going Door to Door	69.5%	64.0%	109

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	91
Direct Methods Index	94
↓ Face-to-Face Methods Index	73

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	119
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	113