

ministry
area ●●●●●●
profile **2016**

Saint Leander Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Leander Parish

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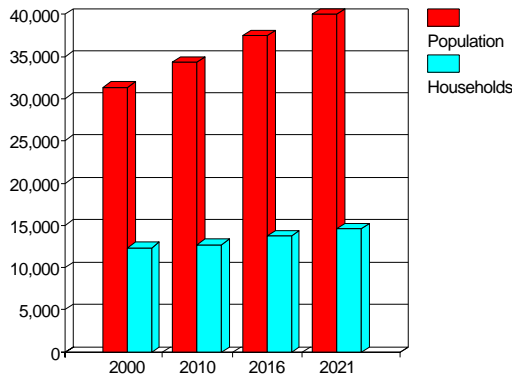
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 37,416 persons residing in the defined study area. This represents an increase of 6,124 or 19.6% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.8% or 2,549 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 *somewhat high* with 21 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Reliable Young Starters* representing 29.4% 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 19.1% of the population and all other racial/ethnic groups make up a substantial 80.9% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 32.9% of the total population. *Asians* are projected to be the fastest growing group increasing by 17.4% 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 11,408 persons or 30.5% of the total population in the area. *Builders* (age 92 and up) make up 0.5% 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 *very low*. While 81.1% 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 26.6% 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, Affordable Housing, Neighborhood Crime and Safety, Finding Companionship, Social Injustice 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 *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 \$74,331 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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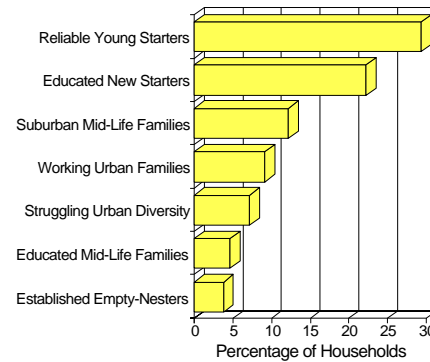
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Population and Households

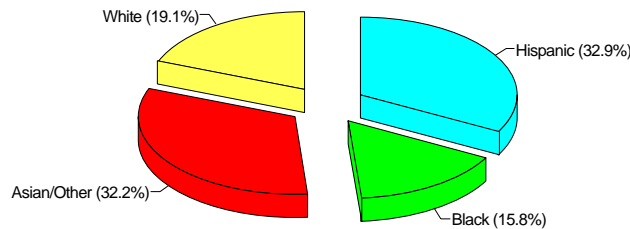


Primary U.S. Lifestyles Segments-2016

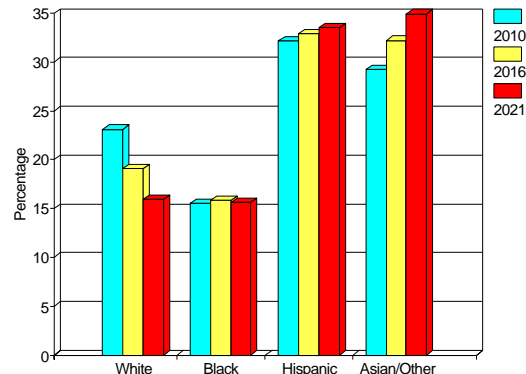


The population in the study area has increased by 3116 persons, or 9.1% since 2010 and is projected to increase by 2549 persons, or 6.8% between 2016 and 2021. The number of households has increased by 1009, or 7.9% since 2010 and is projected to increase by 869, or 6.3% between 2016 and 2021.

Population By Race/Ethnicity-2016

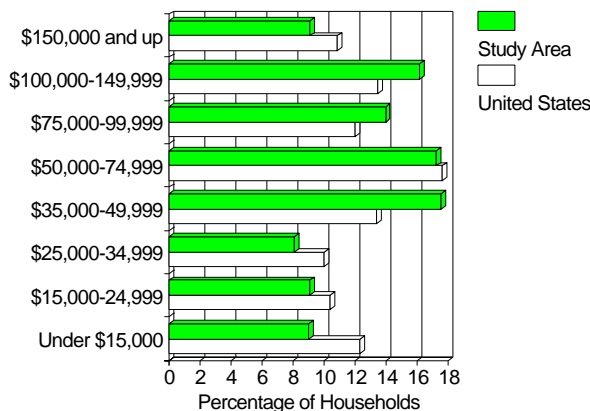


Population By Race/Ethnicity Trend

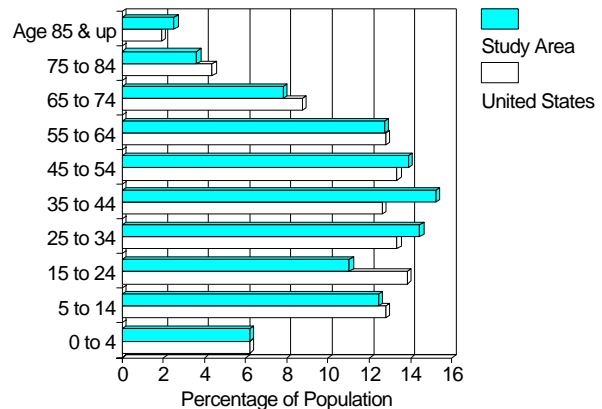


Between 2016 and 2021, the White population is projected to decrease by 774 persons and to decrease from 19.1% to 15.9% of the total population. The Black population is projected to increase by 343 persons and to decrease from 15.8% to 15.7% of the total. The Hispanic/Latino population is projected to increase by 1077 persons and to increase from 32.9% to 33.5% of the total. The Asian/Other population is projected to increase by 1904 persons and to increase from 32.2% to 34.9% of the total population.

Households By Income-2016



Population by Age-2016

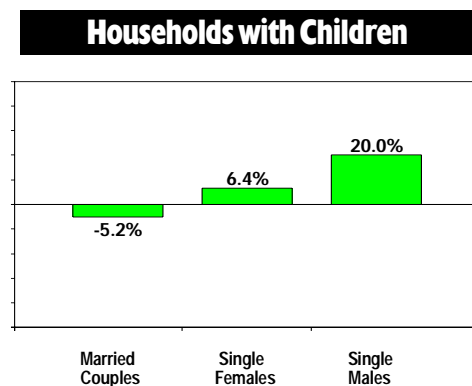
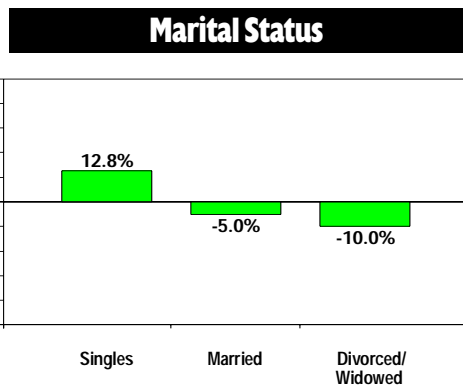
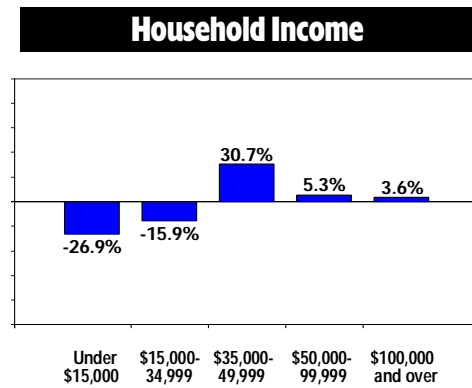
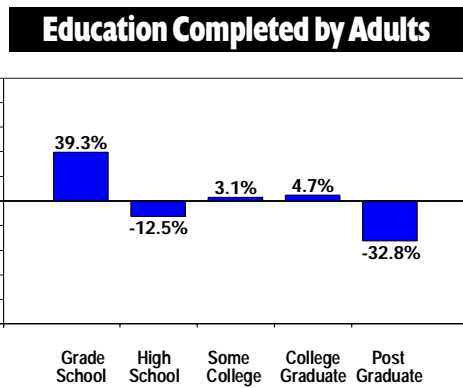
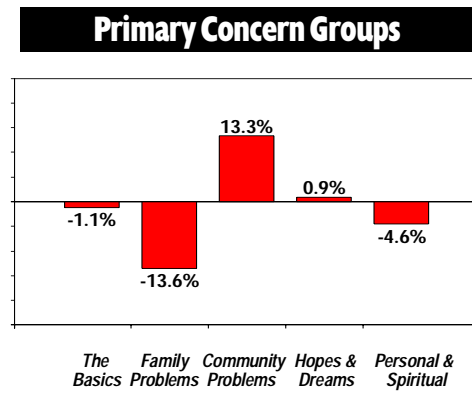
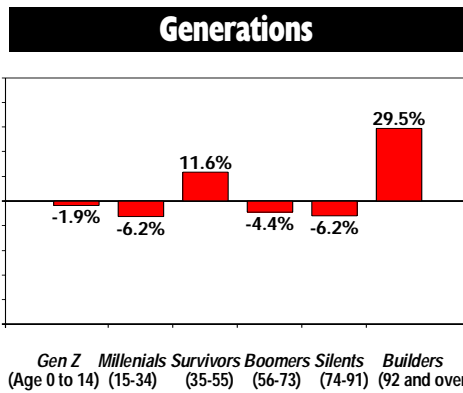
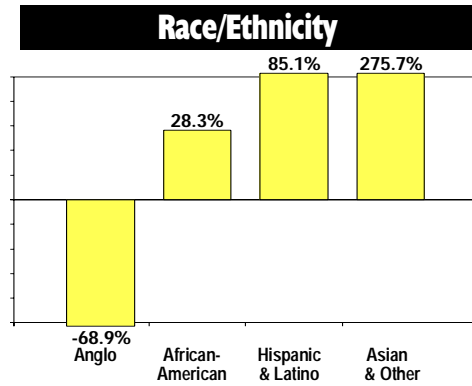
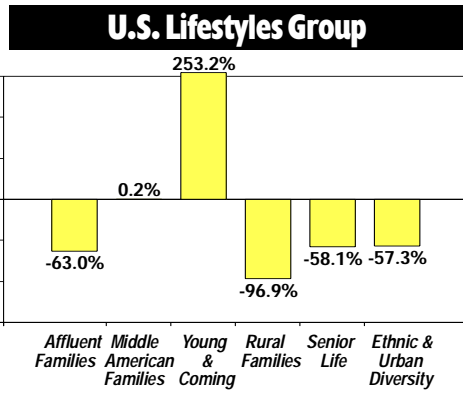


The average household income in the study area is \$74331 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.2 and is projected to increase to 40.4 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Population	31,292	34,300	37,416	39,965		
Population Change		3,008	3,116	2,549		
Percentage Change		9.6%	9.1%	6.8%		
Average Annual Growth Rate		1.0%	1.5%	1.4%		
▲ Density (Pop. per square mile)	7,468	8,186	8,930	9,538		
HOUSEHOLDS						
▲ Households	12,402	12,726	13,735	14,604		
Household Change		324	1,009	869		
Percentage Change		2.6%	7.9%	6.3%		
Average Annual Growth Rate		0.3%	1.3%	1.3%		
▲ Persons Per Household	2.49	2.66	2.69	2.70		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	7,912	23.1%	7,139	19.1%	6,365	15.9%
African-American (Non-Hisp)	5,330	15.5%	5,912	15.8%	6,255	15.7%
▲ Hispanic/Latino	11,025	32.1%	12,317	32.9%	13,394	33.5%
▲ Asian/Other (Non-Hisp)	10,032	29.2%	12,048	32.2%	13,952	34.9%
POPULATION BY GENDER						
↓ Female	17,845	52.0%	19,406	51.9%	20,701	51.8%
▲ Male	16,455	48.0%	18,010	48.1%	19,265	48.2%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	4,002	11.7%	6,973	18.6%	9,634	24.1%
↓ Millennials (Born 1982 to 2001)	8,927	26.0%	9,534	25.5%	9,907	24.8%
↓ Survivors (Born 1961 to 1981)	10,737	31.3%	11,407	30.5%	11,878	29.7%
↓ Boomers (Born 1943 to 1960)	7,183	20.9%	6,970	18.6%	6,575	16.5%
↓ Silents (Born 1925 to 1942)	2,639	7.7%	2,342	6.3%	1,962	4.9%
↓ Builders (Born 1924 and earlier)	798	2.3%	189	0.5%	9	0.0%
AGE						
▲ Average Age	37.9		39.2		40.4	
▲ Median Age	37.6		39.0		40.8	
INCOME						
▲ Average Household Income	\$66,269		\$74,331		\$81,484	
▲ Median Household Income	\$57,765		\$61,418		\$67,357	
▲ Per Capita Income	\$24,587		\$27,286		\$29,776	

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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	1,023	8.0%	1,245	9.1%	1,695	11.6%
▲ \$100,000 to \$149,999	1,671	13.1%	2,211	16.1%	2,580	17.7%
\$75,000 to \$99,999	1,532	12.0%	1,918	14.0%	1,989	13.6%
\$50,000 to \$74,999	2,662	20.9%	2,366	17.2%	2,536	17.4%
\$35,000 to \$49,999	1,974	15.5%	2,407	17.5%	2,272	15.6%
↓ \$25,000 to \$34,999	1,204	9.5%	1,108	8.1%	1,140	7.8%
↓ \$15,000 to \$24,999	1,342	10.5%	1,247	9.1%	1,213	8.3%
↓ Under \$15,000	1,318	10.4%	1,235	9.0%	1,178	8.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,316	6.8%	2,321	6.2%	2,330	5.8%
Required Formal Schooling (5-17)	5,490	16.0%	5,928	15.8%	6,449	16.1%
↓ College Years, Career Starts (18-24)	3,018	8.8%	2,855	7.6%	2,888	7.2%
↓ Singles and Young Families (25-34)	5,184	15.1%	5,403	14.4%	4,774	11.9%
Families, Empty Nesters (35-54)	10,167	29.6%	10,900	29.1%	11,859	29.7%
▲ Enrichment Years Singles/Couples (55-64)	3,989	11.6%	4,767	12.7%	5,158	12.9%
▲ Retirement Opportunities (65+)	4,122	12.0%	5,241	14.0%	6,507	16.3%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,316	6.8%	2,321	6.2%	2,330	5.8%
5 to 9 years	2,107	6.1%	2,402	6.4%	2,451	6.1%
10 to 14 years	2,067	6.0%	2,250	6.0%	2,543	6.4%
15 to 17 years	1,316	3.8%	1,276	3.4%	1,455	3.6%
18 to 20 years	1,267	3.7%	1,183	3.2%	1,276	3.2%
↓ 21 to 24 years	1,751	5.1%	1,672	4.5%	1,612	4.0%
↓ 25 to 29 years	2,631	7.7%	2,457	6.6%	2,391	6.0%
30 to 34 years	2,553	7.4%	2,946	7.9%	2,383	6.0%
▲ 35 to 39 years	2,591	7.6%	2,869	7.7%	3,100	7.8%
▲ 40 to 44 years	2,462	7.2%	2,833	7.6%	3,163	7.9%
45 to 49 years	2,605	7.6%	2,536	6.8%	2,831	7.1%
↓ 50 to 54 years	2,509	7.3%	2,662	7.1%	2,765	6.9%
55 to 59 years	2,184	6.4%	2,536	6.8%	2,609	6.5%
▲ 60 to 64 years	1,805	5.3%	2,231	6.0%	2,549	6.4%
▲ 65 to 69 years	1,142	3.3%	1,805	4.8%	2,065	5.2%
▲ 70 to 74 years	809	2.4%	1,131	3.0%	1,784	4.5%
75 to 84 years	1,284	3.7%	1,358	3.6%	1,717	4.3%
↓ 85 or more years	887	2.6%	947	2.5%	941	2.4%

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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)	30,443			
Single (Never Married)	11,296	37.1%	32.9%	113
Married	14,504	47.6%	50.2%	95
Divorced/Widowed	4,643	15.3%	16.9%	90
Marital Status Females 15 and Older (2016)	15,911			
Single (Never Married)	5,662	35.6%	29.8%	119
Married	7,149	44.9%	48.8%	92
Divorced/Widowed	3,100	19.5%	21.4%	91
Marital Status Males 15 and Older (2016)	14,532			
Single (Never Married)	5,634	38.8%	36.2%	107
Married	7,355	50.6%	51.6%	98
Divorced/Widowed	1,543	10.6%	12.3%	87
FAMILY STRUCTURE				
Households By Type (2016)	13,735			
Married Couple	5,437	39.6%	48.5%	82
▲ Other Family - Male Head of Household	917	6.7%	4.9%	135
▲ Other Family - Female Head of Household	2,147	15.6%	13.0%	120
Non Family - Male Head of Household	2,348	17.1%	15.8%	108
Non Family - Female Head of Household	2,887	21.0%	17.7%	118
Households With Children 0 to 18 (2016)	4,657			
Married Couple Family	2,880	61.8%	65.2%	95
Other Family - Male Head of Household	473	10.2%	8.5%	120
Other Family - Female Head of Household	1,255	26.9%	25.3%	106
Non Family	49	1.1%	1.0%	109
Population By Household Type (2016)	37,416			
↓ Group Quarters	446	1.2%	2.5%	47

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	446			
↓ Correctional Facilities	4	0.9%	30.0%	3
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	281	63.0%	18.7%	336
▲ Other	161	36.1%	15.2%	238
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	37,416			
↓ White (Non-Hispanic)	7,139	19.1%	61.3%	31
▲ African-American (Non-Hisp)	5,912	15.8%	12.3%	128
▲ Hispanic/Latino	12,317	32.9%	17.8%	185
↓ Native American (Non-Hisp)	116	0.3%	0.7%	42
▲ Asian (Non-Hisp)	10,508	28.1%	5.3%	532
▲ Hawaiian & Pacific Islander (Non-Hisp)	265	0.7%	0.2%	421
▲ Other Races & Multiple Races (Non-Hisp)	1,159	3.1%	2.4%	129
Asian Population By Race (2016)	10,633			
▲ Chinese	4,451	41.9%	22.3%	187
↓ Japanese	351	3.3%	5.0%	66
↓ Indian	592	5.6%	19.5%	29
↓ Korean	160	1.5%	9.6%	16
Vietnamese	1,298	12.2%	11.0%	111
Other Asian Races	3,781	35.6%	32.5%	109
Hispanic/Latino Population By Race (2016)	12,317			
↓ White	4,256	34.6%	53.0%	65
↓ African-American	220	1.8%	2.5%	71
▲ Native American	225	1.8%	1.4%	133
▲ Asian	125	1.0%	0.4%	242
▲ Other Races & Multiple Races	7,491	60.8%	42.7%	142
Hispanic/Latino Population By Origin (2016)	12,317			
Mexican	9,189	74.6%	62.4%	120
↓ Puerto Rican	453	3.7%	9.5%	39
↓ Cuban	49	0.4%	3.5%	11
Other Hispanic Origin	2,626	21.3%	24.6%	87

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	8,798			
↓ Pre-Primary (Public)	209	2.4%	3.4%	69
↓ Pre-Primary (Private)	146	1.7%	2.6%	63
Elementary/High School (Public)	5,186	58.9%	58.9%	100
▲ Elementary/High School (Private)	824	9.4%	6.6%	141
Enrolled in College	2,432	27.6%	28.4%	97
Population By Education Completed (Age 25 and over) (2016)	26,312			
▲ Elementary (Less than 9 years)	3,021	11.5%	5.8%	197
Some High School (9 to 11 years)	1,959	7.4%	7.8%	96
High School Graduate (12 years)	6,422	24.4%	27.9%	88
Some College (13 to 15 years)	6,021	22.9%	21.2%	108
Associate Degree	1,887	7.2%	8.0%	90
Bachelor's Degree	5,047	19.2%	18.3%	105
↓ Graduate Degree	1,955	7.4%	11.0%	67
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	18,313			
TOTAL WHITE COLLAR	10,695	58.4%	61.5%	95
↓ Executive and Managerial	1,426	7.8%	9.7%	80
↓ Professional Specialty	2,291	12.5%	16.6%	75
▲ Technical Support	1,878	10.3%	8.3%	124
Sales	1,782	9.7%	10.9%	90
Administrative Support & Clerical	3,318	18.1%	16.0%	113
TOTAL BLUE COLLAR	7,616	41.6%	38.5%	108
Service: Private Households	639	3.5%	3.7%	94
↓ Service: Protective	222	1.2%	2.2%	55
Service: Other	1,424	7.8%	7.5%	104
↓ Farming, Forestry & Fishing	7	0.0%	0.7%	5
Precision Production and Craft	2,176	11.9%	11.0%	108
▲ Operators and Assemblers	742	4.1%	3.2%	125
▲ Transportation and Material Moving	1,359	7.4%	6.2%	120
▲ Laborers	1,047	5.7%	4.0%	141

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	30,030			
Employed	18,506	61.6%	58.1%	106
Unemployed	2,009	6.7%	5.6%	119
Not in Labor Force	9,516	31.7%	36.3%	87
Total Female Pop. By Work Status (Age 20 to 64) (2013)	11,647			
TOTAL WORKING	7,930	68.1%	66.8%	102
With No Own Children	5,222	44.8%	42.2%	106
With Own Children Age 0 to 5 only	562	4.8%	5.5%	88
With Own Children Age 6 to 17 only	1,574	13.5%	14.8%	91
With Own Children Both Age 0 to 5 and 6 to 17	572	4.9%	4.3%	114
TOTAL NOT WORKING (UNEMPLOYED)	824	7.1%	6.2%	114
▲ With No Own Children	541	4.6%	3.8%	124
↓ With Own Children Age 0 to 5 only	19	0.2%	0.7%	25
With Own Children Age 6 to 17 only	164	1.4%	1.3%	112
▲ With Own Children Both Age 0 to 5 and 6 to 17	100	0.9%	0.5%	157
TOTAL NOT IN THE LABOR FORCE	2,893	24.8%	27.0%	92
With No Own Children	2,020	17.3%	17.1%	101
↓ With Own Children Age 0 to 5 only	222	1.9%	2.6%	73
↓ With Own Children Age 6 to 17 only	364	3.1%	4.6%	67
With Own Children Both Age 0 to 5 and 6 to 17	287	2.5%	2.6%	93
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	13,735			
Above Poverty Line (Households with Children)	7,787	59.3%	59.6%	99
Above Poverty Line (Households without Children)	4,074	31.0%	26.5%	117
↓ Below Poverty Line (Households with Children)	708	5.4%	7.9%	68
↓ Below Poverty Line (Households without Children)	569	4.3%	6.0%	72
Households By Presence of Retirement Income (2013)	12,726			
With Retirement Income	2,296	18.0%	17.6%	103
Without Retirement Income	10,669	83.8%	81.5%	103

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Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
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HOUSING				
Occupied Units By Type (2016)	13,735			
↓ Owner Occupied	6,107	44.5%	65.0%	68
▲ Renter Occupied	7,628	55.5%	35.0%	159
▲ Median Rent (2013)	\$1,165		\$904	129
Structures By Number of Units (2016)	14,624			
Single Unit	8,014	54.8%	67.3%	81
3 to 4 Units	1,055	7.2%	8.1%	89
▲ 5 to 19 Units	1,772	12.1%	9.3%	130
▲ 20 to 49 Units	1,789	12.2%	3.6%	339
▲ 50 or more Units	1,750	12.0%	5.1%	234
↓ Mobile Home	243	1.7%	6.4%	26
↓ Other	1	0.0%	0.1%	8
↓ Single To Multiple Unit Ratio	1.26		2.57	49
Owner-Occupied Property Values (2016)	6,107			
Under \$40,000	377	6.2%	7.2%	86
↓ \$40,000 to \$59,999	23	0.4%	3.7%	10
↓ \$60,000 to \$79,999	26	0.4%	5.1%	8
↓ \$80,000 to \$99,999	50	0.8%	6.5%	13
↓ \$100,000 to 149,999	167	2.7%	15.1%	18
↓ \$150,000 to \$199,999	181	3.0%	14.6%	20
↓ \$200,000 to \$299,999	878	14.4%	18.1%	79
▲ \$300,000 to \$499,999	2,741	44.9%	16.9%	265
▲ \$500,000 to \$999,999	1,503	24.6%	9.7%	254
\$1,000,000 and over	161	2.6%	3.0%	87
▲ Median Property Value	\$386,523		\$192,432	201

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	14,624			
▲ 2010 and later	1,088	7.4%	5.5%	135
↓ 2000 to 2009	1,016	6.9%	14.6%	48
↓ 1990 to 1999	644	4.4%	13.4%	33
↓ 1980 to 1989	1,312	9.0%	13.2%	68
1970 to 1979	2,050	14.0%	15.0%	94
1960 to 1969	1,769	12.1%	10.4%	116
▲ 1950 to 1959	2,116	14.5%	10.3%	141
▲ 1949 or earlier	4,628	31.6%	17.7%	179
Households By Number of Persons (2016)	13,735			
1 Person Household	4,180	30.4%	27.3%	112
2 Person Household	3,681	26.8%	32.3%	83
3 Person Household	2,147	15.6%	16.2%	96
4 Person Household	1,738	12.7%	13.1%	97
5 Person Household	988	7.2%	6.5%	111
▲ 6 Person Household	508	3.7%	2.8%	134
▲ 7 or more Person Household	494	3.6%	1.9%	188
Average Persons Per Household	2.7		2.6	103
Households By Heating Type (2013)	12,965			
▲ Utility and Other Gas	9,174	70.8%	54.0%	131
↓ Electric	3,629	28.0%	36.1%	77
↓ Oil	1	0.0%	6.1%	0
↓ Coal and Wood	48	0.4%	2.2%	17
↓ Solar/Other Fuel	16	0.1%	0.5%	25
↓ No Fuel Used	97	0.7%	0.9%	79

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2016)	13,735			
▲ No Vehicles	1,518	11.1%	9.0%	123
1 Vehicle	5,046	36.7%	33.7%	109
2 Vehicle	4,278	31.1%	37.5%	83
3 or more Vehicles	2,893	21.1%	19.8%	107
Workers By Travel Time to Work (2016)	17,111			
↓ Less than 15 minutes	3,479	20.3%	27.3%	75
15 to 29 minutes	5,991	35.0%	36.5%	96
30 to 44 minutes	3,641	21.3%	20.2%	105
▲ 45 to 59 minutes	2,031	11.9%	7.7%	153
▲ 60 or more minutes	1,968	11.5%	8.3%	139
Average Travel Time to Work (minutes)	32.3		28.2	115
Workers By Type of Transportation to Work (2016)	17,380			
Drive Alone	11,923	68.6%	76.9%	89
Car Pool	1,614	9.3%	9.6%	97
▲ Public Transportation	2,549	14.7%	5.1%	287
Walk to Work	532	3.1%	2.8%	109
▲ Other Means	271	1.6%	1.2%	125
↓ Work at Home	490	2.8%	4.4%	64

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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	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	7,109	51.8%	14.7%	353
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	4,326	31.5%	31.4%	100
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,078	7.8%	18.4%	43
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	767	5.6%	15.1%	37
5	Senior Life (7, 20, 21, 22, 30 and 31)	397	2.9%	6.9%	42
4	Rural Families (27, 26, 29, 33, 35 and 38)	56	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.		
15	Reliable Young Starters	4,034	29.4%	4.3%	691
12	Educated New Starters	3,057	22.3%	2.9%	758
10	Suburban Mid-Life Families	1,676	12.2%	5.5%	220
18	Working Urban Families	1,255	9.1%	4.0%	230
45	Struggling Urban Diversity	989	7.2%	2.5%	293
4	Educated Mid-Life Families	636	4.6%	3.4%	136
23	Established Empty-Nesters	520	3.8%	3.4%	112
17	Large Young Families	504	3.7%	2.2%	171
25	Working Country Consumers	237	1.7%	4.1%	42
20	Cautious and Mature	175	1.3%	2.6%	48
28	Building Country Families	134	1.0%	2.8%	35
14	Secure Mid-Life Families	126	0.9%	0.7%	140
22	Mature and Established	105	0.8%	1.8%	43
21	Mature and Stable	75	0.5%	0.6%	96
24	Metro Multi-Ethnic Diversity	66	0.5%	2.7%	17
27	Country Family Diversity	32	0.2%	0.3%	68
30	Urban Senior Life	28	0.2%	0.8%	25
29	Working Country Families	24	0.2%	1.0%	18
39	New Beginning Urbanites	11	0.1%	2.8%	3
48	Struggling Urban Life	11	0.1%	0.8%	10

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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.		
7	Prosperous and Mature	11	0.1%	0.5%	15
19	Educated and Promising	7	0.1%	0.1%	65
32	Working Urban Life	6	0.0%	1.7%	3
5	Prosperous Diversity	5	0.0%	3.1%	1
49	Exception Households	5	0.0%	0.2%	15
46	Struggling Black Households	3	0.0%	2.5%	1
31	Mature Country Families	3	0.0%	0.5%	4
44	Laboring Urban Life	3	0.0%	0.1%	29
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
11	Young Suburban Families	0	0.0%	3.0%	0
35	Laboring Country Families	0	0.0%	2.7%	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
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
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
26	Working Suburban Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
TOTALS		13,738	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.3%	35.4%	74
↓ Somewhat Involved with Their Faith	24.2%	29.9%	81
▲ Not Involved with Their Faith	50.5%	34.7%	146

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.4%	22.1%	74
Decreased Their Involvement with Their Faith in the Last 10 Years	23.7%	23.7%	100

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.8%	0.5%	149
↓ Baptist	8.2%	16.1%	51
Catholic	21.8%	23.7%	92
↓ Congregational	1.7%	2.0%	87
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	273
Episcopal	2.6%	2.9%	92
↓ Holiness	0.2%	0.8%	25
Jehovah's Witnesses	1.1%	1.1%	107
▲ Judaism	4.0%	3.2%	127
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	5.0%	10.1%	49
▲ Mormon	2.9%	1.8%	164
▲ New Age	1.3%	0.6%	221
▲ Non-Denominational / Independent	10.7%	6.9%	154
Orthodox	0.3%	0.3%	103
Pentecostal	2.5%	2.4%	104
Presbyterian / Reformed	4.6%	4.6%	101
Unitarian / Universalist	0.8%	0.7%	110
▲ Interested but No Preference	6.1%	3.9%	156
▲ Not Interested and No Preference	18.4%	11.1%	166

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	4.1%	4.0%	102
Lets them do what they want and is supportive	11.5%	11.7%	98
▲ Lets them do what they want and stays out of the way	5.5%	4.8%	115
Works with them on deciding what to do and helps them do it	79.0%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.2%	43.5%	97
↓ Finding/Providing Health Insurance	23.6%	29.0%	81
Day-to-Day Financial Worries	31.9%	31.6%	101
Finding Employment Opportunities	15.5%	14.4%	108
▲ Finding Affordable Housing	16.2%	11.3%	143
Providing Adequate Food	7.7%	8.6%	90
Finding Child Care	5.8%	6.3%	92
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.8%	16.7%	89
↓ Dealing With Teen / Child Problems	16.7%	20.7%	81
↓ Finding/Providing Aging Parent Care	13.6%	15.5%	87
Dealing With Abusive Relationships	10.9%	11.4%	96
↓ Dealing With Divorce	3.4%	4.5%	76
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	34.5%	27.0%	128
↓ Finding/Providing Good Schools	21.0%	23.5%	89
↓ Dealing with Problems in Schools	11.7%	13.6%	86
▲ Dealing With Racial / Ethnic Prejudice	15.2%	13.1%	116
▲ Dealing With Neighborhood Gangs	13.7%	8.5%	162
▲ Dealing with Social Injustice	13.7%	11.3%	121
HOPES AND DREAMS:			
Achieving Long-term Financial Security	54.2%	50.6%	107
Finding Time for Recreation / Leisure	27.5%	25.3%	109
Finding Better Quality Healthcare	22.4%	23.9%	94
Finding A Satisfying Job / Career	21.2%	19.3%	110
Finding Retirement Opportunities	17.1%	18.9%	91
Achieving A Fulfilling Marriage	21.3%	22.3%	95
↓ Developing Parenting Skills	12.1%	14.7%	82
▲ Achieving Educational Objectives	8.5%	7.5%	113
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.1%	29.8%	98
▲ Finding Companionship	21.1%	17.3%	122
↓ Finding A Good Church	9.6%	15.2%	63
↓ Finding Spiritual Teaching	9.5%	12.9%	74
▲ Finding Life Direction	15.7%	14.0%	112

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	81.9%	84.5%	97
"God is actively involved in the world including nations and their governments"	57.9%	63.8%	91

SOCIETY:

"It is important to preserve the traditional American family structure"	89.6%	91.5%	98
"A healthy environment has become a national crisis"	83.3%	82.8%	101
"Public education is essential to the future of American society"	93.5%	94.0%	99

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"	79.6%	81.1%	98
"Churches and religious organizations should provide more human services"	61.2%	62.6%	98

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	36.9%	36.3%	102
"The changing racial / ethnic face of America is a threat to our national heritage"	35.8%	36.3%	99

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.1%	59.8%	97
More than \$500 per year	30.4%	31.2%	97
More than \$1,000 per year	16.5%	17.4%	95

TO CHARITIES:

▲ More than \$100 per year	37.5%	33.7%	111
▲ More than \$500 per year	8.1%	6.8%	119
▲ More than \$1,000 per year	2.6%	2.3%	113

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	18.2%	16.1%	113
▲ More than \$500 per year	4.9%	4.3%	114
More than \$1,000 per year	2.3%	2.2%	105

Ministry Area Profile 2016
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REPORT

Saint Leander Parish

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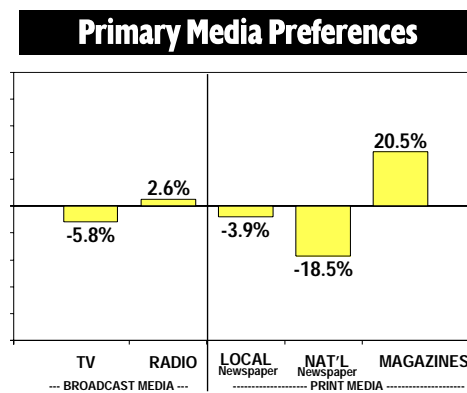
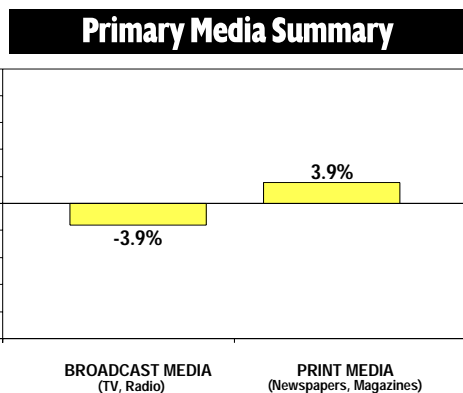
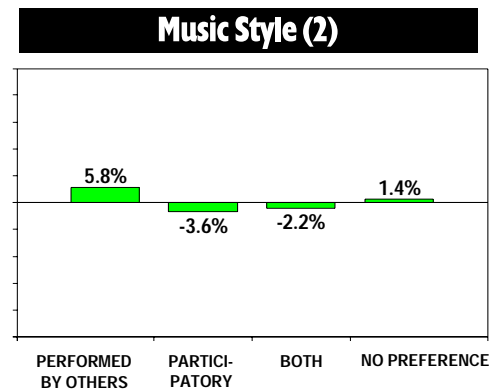
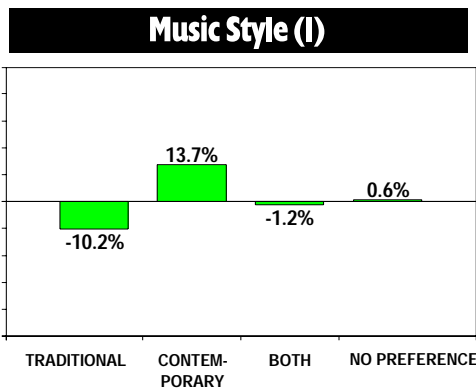
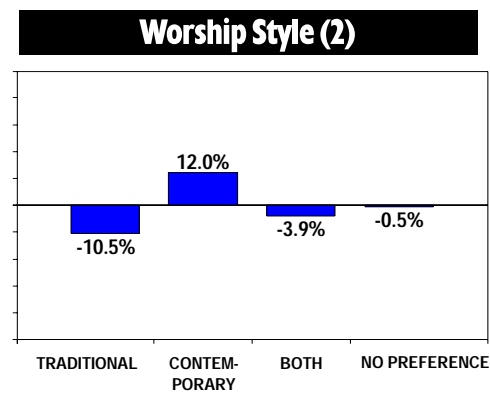
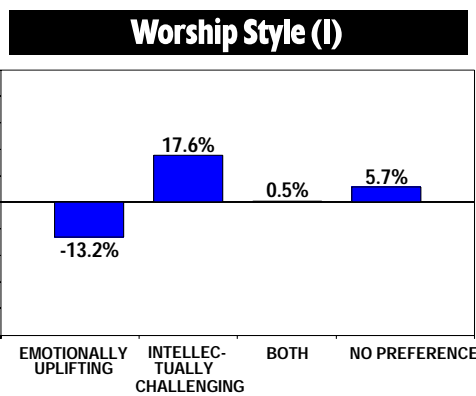
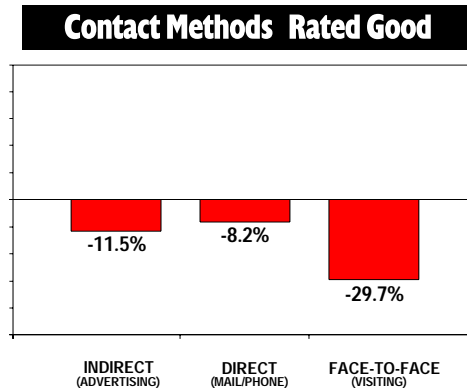
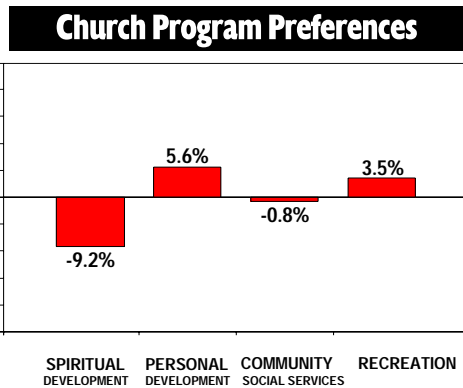
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	34.1%	41.1%	83
Adult Theological Discussion Groups	22.8%	22.5%	101
Spiritual Retreats	11.5%	11.6%	99
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	16.0%	15.2%	105
Parent Training Programs	8.0%	7.8%	103
▲ Twelve Step Programs	4.3%	3.5%	124
Divorce Recovery	2.2%	2.4%	92
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	23.1%	22.5%	103
Care for the Terminally Ill	16.5%	15.7%	105
↓ Food and Clothing Resources	7.9%	11.1%	71
▲ Day Care Services	6.8%	6.1%	111
▲ Church Sponsored Day-School	6.3%	5.7%	111
<i>RECREATION:</i>			
Youth Social Programs	27.7%	29.7%	93
Family Activities and Outings	31.1%	32.8%	95
Active Retirement Programs	26.7%	26.8%	100
▲ Cultural Programs (Music, Drama, Art)	24.4%	18.9%	129
▲ Sports or Camping	8.6%	6.3%	136

SUMMARY	
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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.9%	26.4%	87
▲ B. Intellectually Challenging	13.1%	11.1%	118
C. Both A and B	39.3%	39.2%	100
D. No Preference or Not Interested	24.7%	23.4%	106

PART 2:

A. Traditional/Formal/Ceremonial	18.1%	20.2%	90
▲ B. Contemporary/Informal	29.5%	26.3%	112
C. Both A and B	25.5%	26.5%	96
D. No Preference or Not Interested	26.8%	26.9%	100

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	21.9%	24.4%	90
▲ B. Contemporary	22.4%	19.7%	114
C. Both A and B	30.7%	31.1%	99
D. No Preference or Not Interested	24.9%	24.8%	101

PART 2:

A. Performed by Others	19.8%	18.7%	106
B. Participatory	22.1%	22.9%	96
C. Both A and B	31.5%	32.2%	98
D. No Preference or Not Interested	26.6%	26.2%	101



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	22.3%	22.0%	101
B. Personal Spiritual Development	15.4%	14.3%	108
C. Both A and B	36.1%	37.4%	97
D. No Preference or Not Interested	26.1%	26.3%	99

PART 2:

A. Global Mission	6.3%	6.2%	102
B. Local Mission	33.3%	33.3%	100
C. Both A and B	29.1%	30.1%	97
D. No Preference or Not Interested	31.1%	30.4%	102

CHURCH ARCHITECTURE INDICATOR

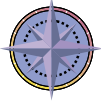
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	22.7%	26.6%	85
▲ B. Contemporary	20.3%	15.9%	127
C. Both A and B	31.9%	32.3%	99
D. No Preference or Not Interested	25.1%	25.1%	100

PART 2:

↓ A. Somber/Serious	7.8%	9.4%	83
▲ B. Light and Airy	38.7%	34.7%	112
C. Both A and B	26.0%	27.7%	94
D. No Preference or Not Interested	27.5%	28.2%	97



Date: 6/20/2016

Prepared For:
 Saint Leander 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	44.5%	47.3%	94
Radio	13.7%	13.3%	103

PRINT MEDIA:

Local Newspaper	37.4%	36.1%	103
↓ National Newspaper	3.5%	4.3%	82
▲ Magazines	3.7%	2.4%	152

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.9%	31.9%	100
Radio	22.9%	23.8%	96

PRINT MEDIA:

Local Newspaper	31.4%	32.7%	96
National Newspaper	5.8%	5.8%	100
▲ Magazines	8.5%	7.0%	120

SUMMARY

Overall Broadcast Media Index (100 = Average)	97
Overall Print Media Index	102



Date: 6/20/2016

Prepared For:
 Saint Leander 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	32.4%	36.2%	90
↓ Putting Ad in Local Newspaper	29.5%	33.8%	87
↓ Local Cable Channels	27.0%	30.4%	89
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	50.5%	53.7%	94
↓ Calling and Offering to Send Information By Mail	26.0%	29.5%	88
Calling and Discussing on the Phone	10.8%	12.0%	90
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	14.3%	20.1%	71
↓ 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	21.4%	19.6%	109
▲ Putting Ad in Local Newspaper	28.3%	21.5%	131
Local Cable Channels	33.2%	30.7%	108
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	17.2%	13.3%	129
▲ Calling and Offering to Send Information By Mail	40.7%	34.0%	120
▲ Calling and Discussing on the Phone	68.8%	60.6%	113
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	59.4%	49.6%	120
▲ Going Door to Door	71.0%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	88
Direct Methods Index	92
↓ Face-to-Face Methods Index	70

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