

ministry
area ●●●●●●
profile **2016**

Saint Louis Bertrand Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Louis Bertrand Parish

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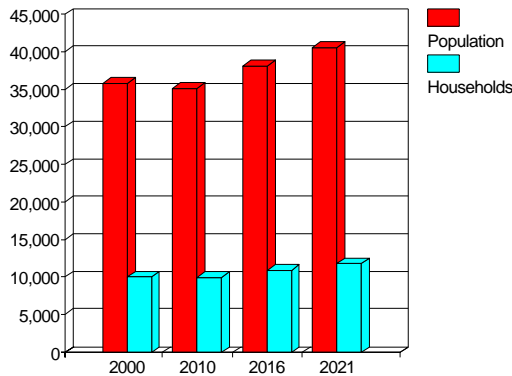
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 38,132 persons residing in the defined study area. This represents an increase of 2,416 or 6.8% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.5% or 2,482 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 low* with 19 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Metro Multi-Ethnic Diversity* representing 50.5% 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 3.3% of the population and all other racial/ethnic groups make up a substantial 96.7% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 58.7% of the total population. *Asians* are projected to be the fastest growing group increasing by 23.2% 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 *Millennials* (age 15 to 34) comprised of 11,809 persons or 31.0% of the total population in the area. *Generation Z* (age 0 to 14) make up 24.7% 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 *extremely 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 66.1% 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 11.5% 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, Racial/Ethnic Prejudice, Affordable Housing, Neighborhood Crime and Safety, Social Injustice* and *Abusive Relationships*. (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 *somewhat 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 \$60,418 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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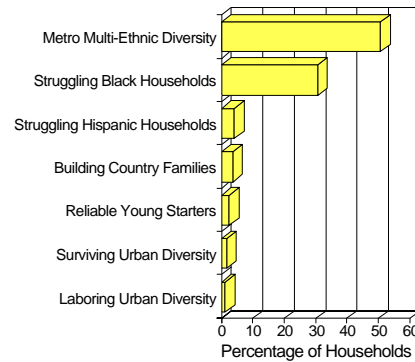
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Population and Households

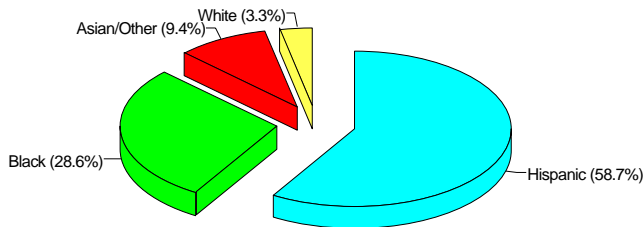


Primary U.S. Lifestyles Segments-2016

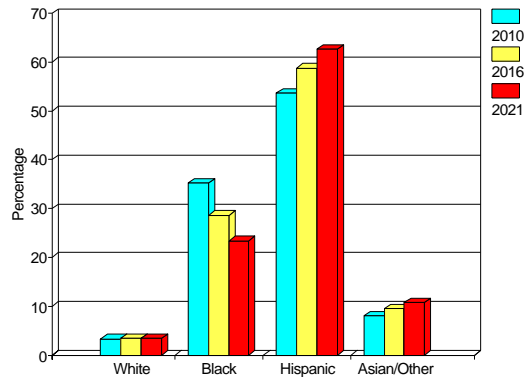


The population in the study area has increased by 2975 persons, or 8.5% since 2010 and is projected to increase by 2482 persons, or 6.5% between 2016 and 2021. The number of households has increased by 1005, or 10.1% since 2010 and is projected to increase by 788, or 7.2% between 2016 and 2021.

Population By Race/Ethnicity-2016

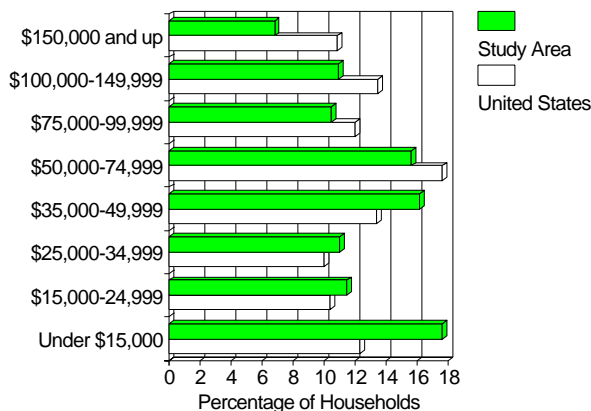


Population By Race/Ethnicity Trend

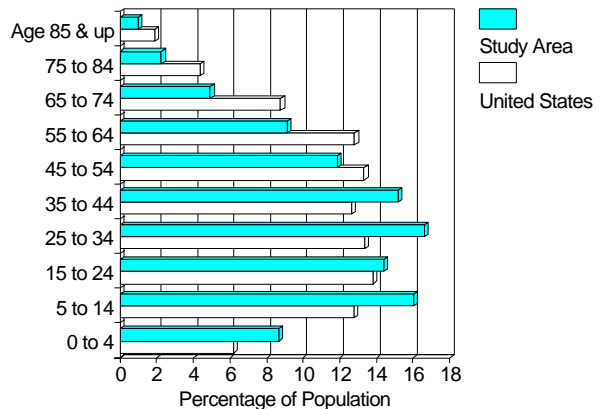


Between 2016 and 2021, the White population is projected to increase by 96 persons and to remain stable at 3.4% of the total population. The Black population is projected to decrease by 1424 persons and to decrease from 28.6% to 23.3% of the total. The Hispanic/Latino population is projected to increase by 3040 persons and to increase from 58.7% to 62.6% of the total. The Asian/Other population is projected to increase by 770 persons and to increase from 9.4% to 10.7% of the total population.

Households By Income-2016



Population by Age-2016

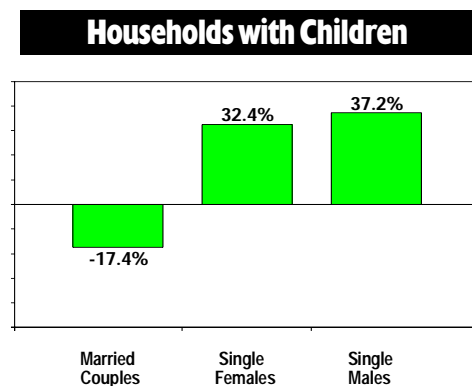
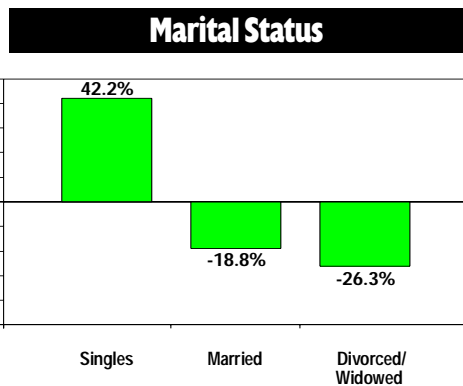
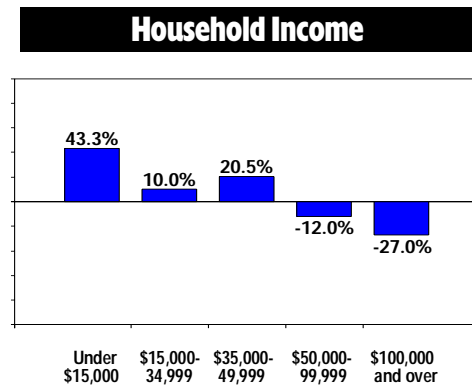
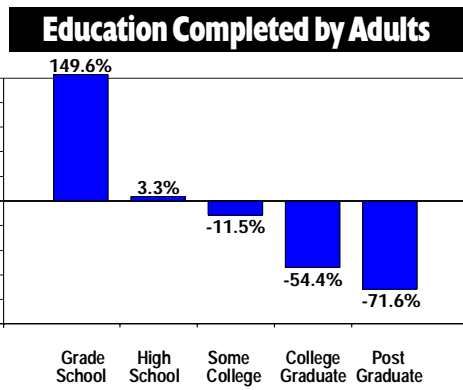
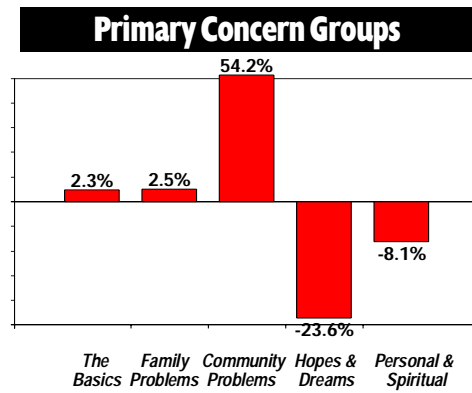
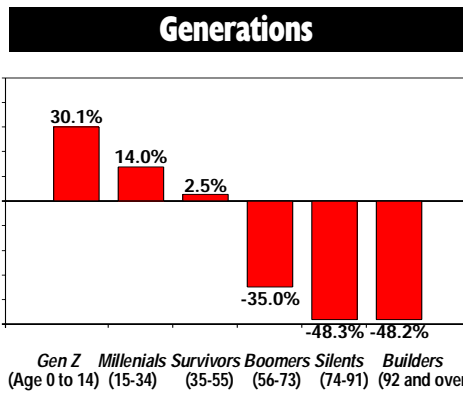
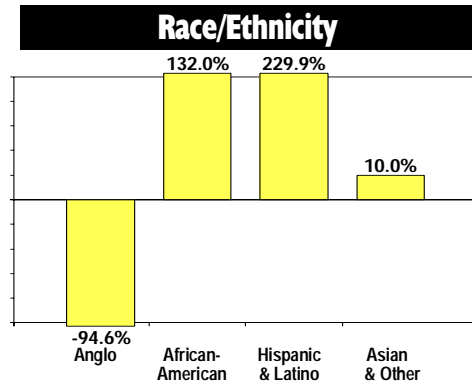
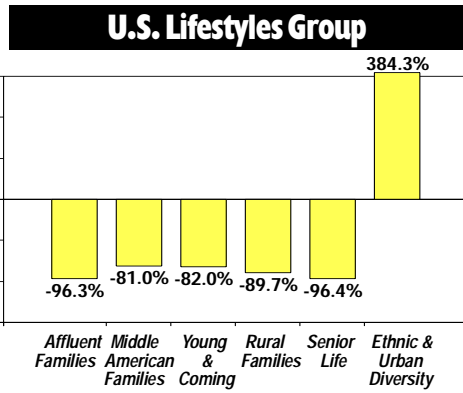


The average household income in the study area is \$60418 a year as compared to the U.S. average of \$77135. The average age in the study area is 33.2 and is projected to increase to 34.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend				
↓ Indicates a consistent downward trend				
Population	35,716	35,157	38,132	40,614
Population Change		(559)	2,975	2,482
Percentage Change		-1.6%	8.5%	6.5%
Average Annual Growth Rate		-0.2%	1.4%	1.3%
Density (Pop. per square mile)	6,922	6,813	7,390	7,871
HOUSEHOLDS				
Households	10,038	9,959	10,964	11,752
Household Change		(79)	1,005	788
Percentage Change		-0.8%	10.1%	7.2%
Average Annual Growth Rate		-0.1%	1.7%	1.4%
↓ Persons Per Household	3.54	3.51	3.46	3.43

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	1,144	3.3%	1,269	3.3%	1,365	3.4%
↓ African-American (Non-Hisp)	12,364	35.2%	10,896	28.6%	9,472	23.3%
▲ Hispanic/Latino	18,832	53.6%	22,372	58.7%	25,412	62.6%
▲ Asian/Other (Non-Hisp)	2,817	8.0%	3,596	9.4%	4,366	10.7%

POPULATION BY GENDER						
↓ Female	17,820	50.7%	19,253	50.5%	20,462	50.4%
▲ Male	17,337	49.3%	18,880	49.5%	20,152	49.6%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	5,614	16.0%	9,421	24.7%	12,780	31.5%
↓ Millennials (Born 1982 to 2001)	11,545	32.8%	11,811	31.0%	11,755	28.9%
↓ Survivors (Born 1961 to 1981)	10,571	30.1%	10,676	28.0%	10,746	26.5%
↓ Boomers (Born 1943 to 1960)	5,360	15.2%	4,831	12.7%	4,347	10.7%
↓ Silents (Born 1925 to 1942)	1,845	5.2%	1,315	3.4%	986	2.4%
↓ Builders (Born 1924 and earlier)	334	1.0%	77	0.2%	3	0.0%

AGE			
▲ Average Age		32.2	33.2
▲ Median Age		29.9	31.7
			34.2
			33.4

INCOME			
▲ Average Household Income		\$52,906	\$60,418
▲ Median Household Income		\$41,615	\$45,421
▲ Per Capita Income		\$14,987	\$17,372
			\$67,334
			\$50,229
			\$19,484

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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	306	3.1%	745	6.8%	1,064	9.1%
▲ \$100,000 to \$149,999	873	8.8%	1,199	10.9%	1,481	12.6%
▲ \$75,000 to \$99,999	934	9.4%	1,145	10.4%	1,233	10.5%
\$50,000 to \$74,999	1,844	18.5%	1,713	15.6%	1,849	15.7%
\$35,000 to \$49,999	1,569	15.8%	1,771	16.2%	1,792	15.2%
↓ \$25,000 to \$34,999	1,503	15.1%	1,203	11.0%	1,195	10.2%
\$15,000 to \$24,999	1,140	11.4%	1,255	11.4%	1,279	10.9%
↓ Under \$15,000	1,791	18.0%	1,933	17.6%	1,859	15.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	3,209	9.1%	3,308	8.7%	3,377	8.3%
↓ Required Formal Schooling (5-17)	7,601	21.6%	7,833	20.5%	8,311	20.5%
↓ College Years, Career Starts (18-24)	4,102	11.7%	3,761	9.9%	3,736	9.2%
Singles and Young Families (25-34)	5,577	15.9%	6,330	16.6%	5,856	14.4%
▲ Families, Empty Nesters (35-54)	9,287	26.4%	10,296	27.0%	11,636	28.7%
▲ Enrichment Years Singles/Couples (55-64)	2,811	8.0%	3,479	9.1%	3,852	9.5%
▲ Retirement Opportunities (65+)	2,682	7.6%	3,124	8.2%	3,849	9.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	3,209	9.1%	3,308	8.7%	3,377	8.3%
↓ 5 to 9 years	3,006	8.6%	3,142	8.2%	3,302	8.1%
10 to 14 years	2,827	8.0%	2,971	7.8%	3,166	7.8%
15 to 17 years	1,768	5.0%	1,720	4.5%	1,843	4.5%
↓ 18 to 20 years	1,766	5.0%	1,578	4.1%	1,630	4.0%
↓ 21 to 24 years	2,336	6.6%	2,183	5.7%	2,106	5.2%
25 to 29 years	2,809	8.0%	3,226	8.5%	2,914	7.2%
30 to 34 years	2,768	7.9%	3,104	8.1%	2,942	7.2%
▲ 35 to 39 years	2,662	7.6%	2,928	7.7%	3,255	8.0%
▲ 40 to 44 years	2,403	6.8%	2,846	7.5%	3,208	7.9%
▲ 45 to 49 years	2,176	6.2%	2,372	6.2%	2,704	6.7%
50 to 54 years	2,046	5.8%	2,150	5.6%	2,469	6.1%
55 to 59 years	1,621	4.6%	1,899	5.0%	1,993	4.9%
▲ 60 to 64 years	1,190	3.4%	1,580	4.1%	1,859	4.6%
▲ 65 to 69 years	839	2.4%	1,117	2.9%	1,387	3.4%
▲ 70 to 74 years	630	1.8%	769	2.0%	1,039	2.6%
75 to 84 years	842	2.4%	854	2.2%	1,084	2.7%
↓ 85 or more years	371	1.1%	384	1.0%	339	0.8%

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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)	28,711			
▲ Single (Never Married)	13,428	46.8%	32.9%	142
Married	11,697	40.7%	50.2%	81
↓ Divorced/Widowed	3,585	12.5%	16.9%	74
Marital Status Females 15 and Older (2016)	14,648			
▲ Single (Never Married)	6,453	44.1%	29.8%	148
Married	5,781	39.5%	48.8%	81
↓ Divorced/Widowed	2,414	16.5%	21.4%	77
Marital Status Males 15 and Older (2016)	14,063			
▲ Single (Never Married)	6,975	49.6%	36.2%	137
Married	5,917	42.1%	51.6%	82
↓ Divorced/Widowed	1,171	8.3%	12.3%	68
FAMILY STRUCTURE				
Households By Type (2016)	10,964			
Married Couple	4,405	40.2%	48.5%	83
▲ Other Family - Male Head of Household	1,052	9.6%	4.9%	195
▲ Other Family - Female Head of Household	2,835	25.9%	13.0%	199
↓ Non Family - Male Head of Household	1,245	11.4%	15.8%	72
↓ Non Family - Female Head of Household	1,428	13.0%	17.7%	73
Households With Children 0 to 18 (2016)	5,517			
Married Couple Family	2,971	53.9%	65.2%	83
▲ Other Family - Male Head of Household	641	11.6%	8.5%	137
▲ Other Family - Female Head of Household	1,850	33.5%	25.3%	132
Non Family	54	1.0%	1.0%	101
Population By Household Type (2016)	38,132			
↓ Group Quarters	222	0.6%	2.5%	23

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	222			
↓ Correctional Facilities	5	2.3%	30.0%	8
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	4	1.8%	18.7%	10
▲ Other	213	95.9%	15.2%	631
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	38,132			
↓ White (Non-Hispanic)	1,269	3.3%	61.3%	5
▲ African-American (Non-Hisp)	10,896	28.6%	12.3%	232
▲ Hispanic/Latino	22,373	58.7%	17.8%	330
↓ Native American (Non-Hisp)	94	0.2%	0.7%	34
Asian (Non-Hisp)	2,147	5.6%	5.3%	107
▲ Hawaiian & Pacific Islander (Non-Hisp)	534	1.4%	0.2%	832
Other Races & Multiple Races (Non-Hisp)	820	2.2%	2.4%	90
Asian Population By Race (2016)	2,201			
▲ Chinese	800	36.3%	22.3%	163
↓ Japanese	28	1.3%	5.0%	25
↓ Indian	36	1.6%	19.5%	8
↓ Korean	3	0.1%	9.6%	1
▲ Vietnamese	424	19.3%	11.0%	175
▲ Other Asian Races	910	41.3%	32.5%	127
Hispanic/Latino Population By Race (2016)	22,373			
↓ White	7,784	34.8%	53.0%	66
↓ African-American	312	1.4%	2.5%	56
↓ Native American	235	1.1%	1.4%	77
↓ Asian	54	0.2%	0.4%	58
▲ Other Races & Multiple Races	13,988	62.5%	42.7%	146
Hispanic/Latino Population By Origin (2016)	22,373			
▲ Mexican	18,039	80.6%	62.4%	129
↓ Puerto Rican	327	1.5%	9.5%	15
↓ Cuban	46	0.2%	3.5%	6
↓ Other Hispanic Origin	3,960	17.7%	24.6%	72

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	11,366			
▲ Pre-Primary (Public)	501	4.4%	3.4%	128
↓ Pre-Primary (Private)	160	1.4%	2.6%	54
Elementary/High School (Public)	7,779	68.4%	58.9%	116
↓ Elementary/High School (Private)	451	4.0%	6.6%	60
↓ Enrolled in College	2,476	21.8%	28.4%	77
Population By Education Completed (Age 25 and over) (2016)	23,230			
▲ Elementary (Less than 9 years)	4,857	20.9%	5.8%	359
▲ Some High School (9 to 11 years)	3,017	13.0%	7.8%	167
High School Graduate (12 years)	6,690	28.8%	27.9%	103
Some College (13 to 15 years)	4,914	21.2%	21.2%	100
↓ Associate Degree	1,083	4.7%	8.0%	58
↓ Bachelor's Degree	1,939	8.3%	18.3%	46
↓ Graduate Degree	730	3.1%	11.0%	28
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	14,601			
↓ TOTAL WHITE COLLAR	6,330	43.4%	61.5%	71
↓ Executive and Managerial	695	4.8%	9.7%	49
↓ Professional Specialty	856	5.9%	16.6%	35
↓ Technical Support	674	4.6%	8.3%	56
Sales	1,630	11.2%	10.9%	103
Administrative Support & Clerical	2,475	17.0%	16.0%	106
▲ TOTAL BLUE COLLAR	8,271	56.6%	38.5%	147
▲ Service: Private Households	1,031	7.1%	3.7%	191
↓ Service: Protective	225	1.5%	2.2%	70
Service: Other	1,115	7.6%	7.5%	102
↓ Farming, Forestry & Fishing	25	0.2%	0.7%	24
▲ Precision Production and Craft	2,564	17.6%	11.0%	160
Operators and Assemblers	426	2.9%	3.2%	90
▲ Transportation and Material Moving	1,328	9.1%	6.2%	148
▲ Laborers	1,557	10.7%	4.0%	264

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	28,145			
Employed	14,874	52.8%	58.1%	91
▲ Unemployed	2,836	10.1%	5.6%	179
Not in Labor Force	10,435	37.1%	36.3%	102
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	6,288	55.0%	66.8%	82
↓ With No Own Children	3,714	32.5%	42.2%	77
↓ With Own Children Age 0 to 5 only	472	4.1%	5.5%	76
With Own Children Age 6 to 17 only	1,574	13.8%	14.8%	93
With Own Children Both Age 0 to 5 and 6 to 17	528	4.6%	4.3%	107
▲ TOTAL NOT WORKING (UNEMPLOYED)	1,204	10.5%	6.2%	170
▲ With No Own Children	749	6.6%	3.8%	175
▲ With Own Children Age 0 to 5 only	128	1.1%	0.7%	170
▲ With Own Children Age 6 to 17 only	188	1.6%	1.3%	131
▲ With Own Children Both Age 0 to 5 and 6 to 17	139	1.2%	0.5%	222
▲ TOTAL NOT IN THE LABOR FORCE	3,936	34.4%	27.0%	128
▲ With No Own Children	2,350	20.6%	17.1%	120
▲ With Own Children Age 0 to 5 only	369	3.2%	2.6%	124
▲ With Own Children Age 6 to 17 only	874	7.6%	4.6%	165
With Own Children Both Age 0 to 5 and 6 to 17	343	3.0%	2.6%	113
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	10,964			
↓ Above Poverty Line (Households with Children)	6,523	47.0%	59.6%	79
Above Poverty Line (Households without Children)	4,146	29.9%	26.5%	113
▲ Below Poverty Line (Households with Children)	1,767	12.7%	7.9%	162
▲ Below Poverty Line (Households without Children)	1,449	10.4%	6.0%	173
Households By Presence of Retirement Income (2013)				
With Retirement Income	1,646	16.5%	17.6%	94
Without Retirement Income	8,811	88.5%	81.5%	109

Date: 6/20/2016

Prepared For:
Saint Louis Bertrand Parish

Study Area Definition:
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	10,964			
↓ Owner Occupied	5,304	48.4%	65.0%	74
▲ Renter Occupied	5,660	51.6%	35.0%	147
▲ Median Rent (2013)	\$1,147		\$904	127
Structures By Number of Units (2016)	12,284			
Single Unit	8,346	67.9%	67.3%	101
▲ 3 to 4 Units	2,286	18.6%	8.1%	230
5 to 19 Units	1,217	9.9%	9.3%	106
↓ 20 to 49 Units	150	1.2%	3.6%	34
↓ 50 or more Units	188	1.5%	5.1%	30
↓ Mobile Home	91	0.7%	6.4%	12
↓ Other	5	0.0%	0.1%	48
Single To Multiple Unit Ratio	2.17		2.57	84
Owner-Occupied Property Values (2016)	5,304			
↓ Under \$40,000	265	5.0%	7.2%	69
↓ \$40,000 to \$59,999	12	0.2%	3.7%	6
↓ \$60,000 to \$79,999	41	0.8%	5.1%	15
↓ \$80,000 to \$99,999	172	3.2%	6.5%	50
\$100,000 to 149,999	788	14.9%	15.1%	99
\$150,000 to \$199,999	735	13.9%	14.6%	95
\$200,000 to \$299,999	1,098	20.7%	18.1%	114
▲ \$300,000 to \$499,999	1,420	26.8%	16.9%	158
▲ \$500,000 to \$999,999	678	12.8%	9.7%	132
↓ \$1,000,000 and over	95	1.8%	3.0%	59
▲ Median Property Value	\$259,373		\$192,432	135

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	12,284			
▲ 2010 and later	1,121	9.1%	5.5%	165
↓ 2000 to 2009	839	6.8%	14.6%	47
↓ 1990 to 1999	518	4.2%	13.4%	31
↓ 1980 to 1989	437	3.6%	13.2%	27
↓ 1970 to 1979	811	6.6%	15.0%	44
1960 to 1969	1,459	11.9%	10.4%	114
▲ 1950 to 1959	1,905	15.5%	10.3%	151
▲ 1949 or earlier	5,194	42.3%	17.7%	239
Households By Number of Persons (2016)	10,964			
↓ 1 Person Household	2,083	19.0%	27.3%	70
↓ 2 Person Household	2,330	21.3%	32.3%	66
3 Person Household	1,869	17.0%	16.2%	105
4 Person Household	1,706	15.6%	13.1%	119
▲ 5 Person Household	1,268	11.6%	6.5%	179
▲ 6 Person Household	763	7.0%	2.8%	251
▲ 7 or more Person Household	944	8.6%	1.9%	451
▲ Average Persons Per Household	3.5		2.6	135
Households By Heating Type (2013)	10,457			
▲ Utility and Other Gas	7,571	72.4%	54.0%	134
↓ Electric	2,406	23.0%	36.1%	64
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	34	0.3%	2.2%	15
↓ Solar/Other Fuel	20	0.2%	0.5%	39
▲ No Fuel Used	426	4.1%	0.9%	431

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TRANSPORTATION				
Households By Number of Vehicles (2016)	10,964			
▲ No Vehicles	1,387	12.7%	9.0%	141
1 Vehicle	3,913	35.7%	33.7%	106
↓ 2 Vehicle	3,240	29.6%	37.5%	79
3 or more Vehicles	2,424	22.1%	19.8%	112
Workers By Travel Time to Work (2016)	13,236			
↓ Less than 15 minutes	2,308	17.4%	27.3%	64
15 to 29 minutes	5,178	39.1%	36.5%	107
30 to 44 minutes	3,196	24.1%	20.2%	120
45 to 59 minutes	953	7.2%	7.7%	93
▲ 60 or more minutes	1,601	12.1%	8.3%	146
Average Travel Time to Work (minutes)	31.8		28.2	113
Workers By Type of Transportation to Work (2016)	13,830			
Drive Alone	8,792	63.6%	76.9%	83
▲ Car Pool	2,123	15.4%	9.6%	161
▲ Public Transportation	1,774	12.8%	5.1%	251
↓ Walk to Work	237	1.7%	2.8%	61
▲ Other Means	210	1.5%	1.2%	122
Work at Home	694	5.0%	4.4%	114

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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.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	9,757	89.0%	18.4%	484
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	655	6.0%	31.4%	19
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	290	2.6%	14.7%	18
4	Rural Families (27, 26, 29, 33, 35 and 38)	147	1.3%	13.1%	10
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	62	0.6%	15.1%	4
5	Senior Life (7, 20, 21, 22, 30 and 31)	27	0.2%	6.9%	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.		
24	Metro Multi-Ethnic Diversity	5,536	50.5%	2.7%	1838
46	Struggling Black Households	3,357	30.6%	2.5%	1218
41	Struggling Hispanic Households	457	4.2%	1.6%	258
28	Building Country Families	406	3.7%	2.8%	132
15	Reliable Young Starters	290	2.6%	4.3%	62
40	Surviving Urban Diversity	195	1.8%	4.0%	44
43	Laboring Urban Diversity	140	1.3%	0.5%	252
29	Working Country Families	113	1.0%	1.0%	107
17	Large Young Families	106	1.0%	2.2%	45
25	Working Country Consumers	97	0.9%	4.1%	22
14	Secure Mid-Life Families	52	0.5%	0.7%	72
42	Laboring Rural Diversity	42	0.4%	1.5%	25
27	Country Family Diversity	33	0.3%	0.3%	88
23	Established Empty-Nesters	31	0.3%	3.4%	8
45	Struggling Urban Diversity	28	0.3%	2.5%	10
49	Exception Households	24	0.2%	0.2%	88
18	Working Urban Families	14	0.1%	4.0%	3
20	Cautious and Mature	14	0.1%	2.6%	5
22	Mature and Established	11	0.1%	1.8%	6
4	Educated Mid-Life Families	8	0.1%	3.4%	2

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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.		
1	Traditional Affluent Families	2	0.0%	3.5%	1
21	Mature and Stable	2	0.0%	0.6%	3
44	Laboring Urban Life	2	0.0%	0.1%	24
10	Suburban Mid-Life Families	1	0.0%	5.5%	0
26	Working Suburban 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
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	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
32	Working Urban Life	0	0.0%	1.7%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
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
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	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
19	Educated and Promising	0	0.0%	0.1%	0
	TOTALS	10,962	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

Strongly Involved with Their Faith	39.1%	35.4%	110
↓ Somewhat Involved with Their Faith	25.0%	29.9%	84
↓ Not Involved with Their Faith	30.6%	34.7%	88

Estimated 2016 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	20.0%	22.1%	90
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	21.2%	23.7%	89

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	1.1%	0.5%	214
▲ Baptist	18.3%	16.1%	114
↓ Catholic	16.8%	23.7%	71
↓ Congregational	1.3%	2.0%	68
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	280
↓ Episcopal	2.5%	2.9%	88
▲ Holiness	1.0%	0.8%	128
▲ Jehovah's Witnesses	1.9%	1.1%	179
↓ Judaism	2.4%	3.2%	75
↓ Lutheran	4.1%	7.2%	57
↓ Methodist	5.9%	10.1%	59
▲ Mormon	2.2%	1.8%	126
▲ New Age	1.0%	0.6%	168
▲ Non-Denominational / Independent	10.7%	6.9%	154
↓ Orthodox	0.2%	0.3%	70
▲ Pentecostal	3.6%	2.4%	150
↓ Presbyterian / Reformed	3.3%	4.6%	73
↓ Unitarian / Universalist	0.6%	0.7%	83
▲ Interested but No Preference	5.1%	3.9%	131
▲ Not Interested and No Preference	14.8%	11.1%	133
▲ Likely to Have Changed Their Preference in the Last 10 Years	18.9%	16.8%	112

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

↓ Tells them what to do	3.1%	4.0%	78
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	5.7%	4.8%	119
Works with them on deciding what to do and helps them do it	79.7%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	37.8%	43.5%	87
↓ Finding/Providing Health Insurance	24.2%	29.0%	83
Day-to-Day Financial Worries	32.1%	31.6%	102
▲ Finding Employment Opportunities	18.9%	14.4%	131
▲ Finding Affordable Housing	20.3%	11.3%	180
Providing Adequate Food	9.0%	8.6%	105
Finding Child Care	5.6%	6.3%	90
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	18.2%	16.7%	109
Dealing With Teen / Child Problems	22.2%	20.7%	107
↓ Finding/Providing Aging Parent Care	11.8%	15.5%	76
▲ Dealing With Abusive Relationships	15.7%	11.4%	138
↓ Dealing With Divorce	2.6%	4.5%	58
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	46.5%	27.0%	173
Finding/Providing Good Schools	22.9%	23.5%	98
Dealing with Problems in Schools	12.6%	13.6%	93
▲ Dealing With Racial / Ethnic Prejudice	28.3%	13.1%	216
▲ Dealing With Neighborhood Gangs	21.0%	8.5%	248
▲ Dealing with Social Injustice	17.9%	11.3%	158
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	42.3%	50.6%	84
↓ Finding Time for Recreation / Leisure	17.2%	25.3%	68
Finding Better Quality Healthcare	22.9%	23.9%	96
↓ Finding A Satisfying Job / Career	13.3%	19.3%	69
↓ Finding Retirement Opportunities	14.1%	18.9%	75
↓ Achieving A Fulfilling Marriage	13.7%	22.3%	61
↓ Developing Parenting Skills	7.7%	14.7%	52
▲ Achieving Educational Objectives	8.5%	7.5%	113
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	23.6%	29.8%	79
Finding Companionship	16.8%	17.3%	97
↓ Finding A Good Church	12.9%	15.2%	85
▲ Finding Spiritual Teaching	16.8%	12.9%	129
↓ Finding Life Direction	11.9%	14.0%	86

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	85.6%	84.5%	101
“God is actively involved in the world including nations and their governments”	68.8%	63.8%	108

SOCIETY:

“It is important to preserve the traditional American family structure”	90.8%	91.5%	99
“A healthy environment has become a national crisis”	86.3%	82.8%	104
“Public education is essential to the future of American society”	94.1%	94.0%	100

INSTITUTIONAL ROLES:

▲ “Government should be the primary provider of human welfare services”	58.6%	50.1%	117
“The role of Churches / Synagogues is to help form and support moral values”	82.2%	81.1%	101
▲ “Churches and religious organizations should provide more human services”	73.2%	62.6%	117

RACIAL / ETHNIC CHANGE:

▲ “The United States must open its doors to all people groups”	43.2%	36.3%	119
↓ “The changing racial / ethnic face of America is a threat to our national heritage”	31.9%	36.3%	88

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	62.4%	59.8%	104
More than \$500 per year	32.8%	31.2%	105
More than \$1,000 per year	18.3%	17.4%	105

TO CHARITIES:

More than \$100 per year	32.0%	33.7%	95
↓ More than \$500 per year	5.3%	6.8%	78
▲ More than \$1,000 per year	3.3%	2.3%	143

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	21.1%	16.1%	131
▲ More than \$500 per year	5.9%	4.3%	137
▲ More than \$1,000 per year	3.6%	2.2%	164

Ministry Area Profile 2016
Compass
REPORT

Saint Louis Bertrand Parish

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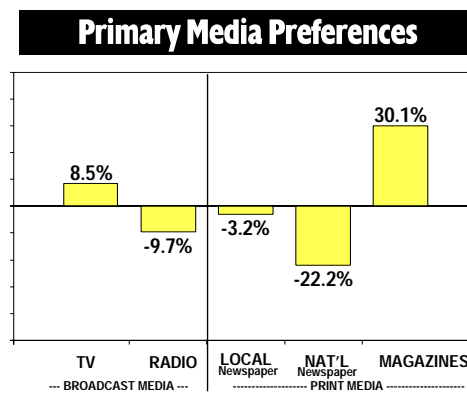
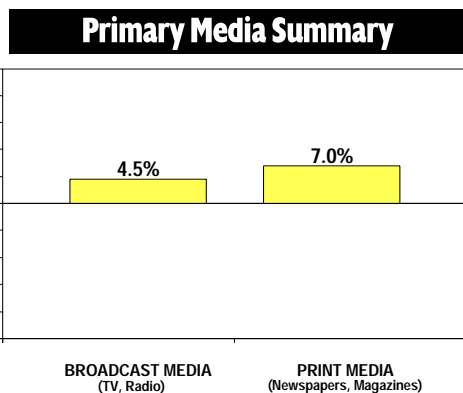
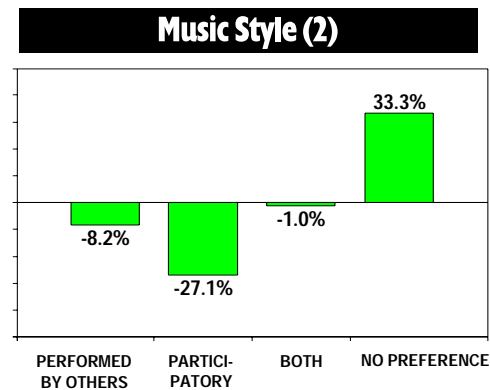
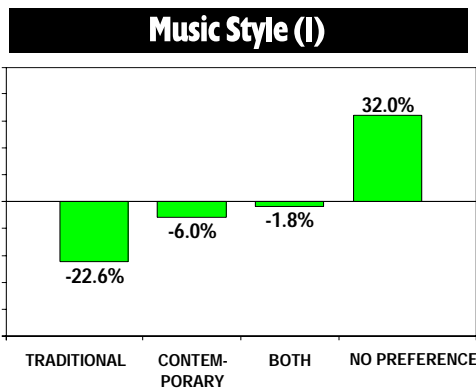
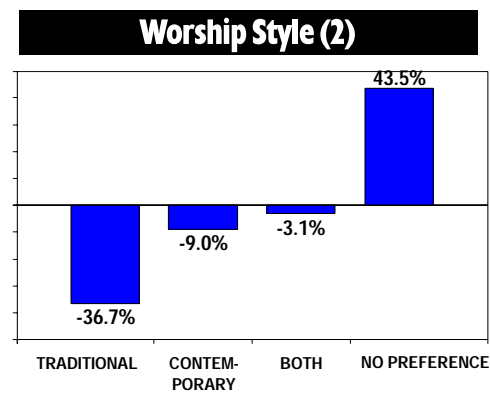
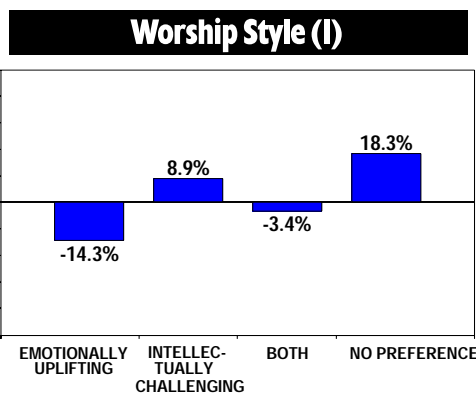
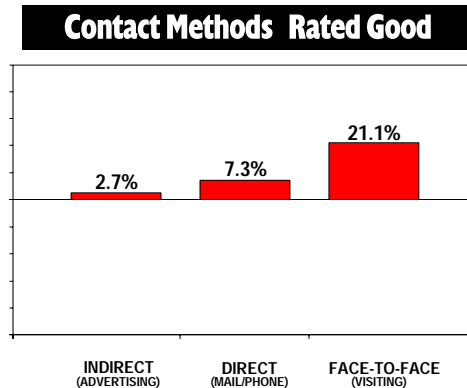
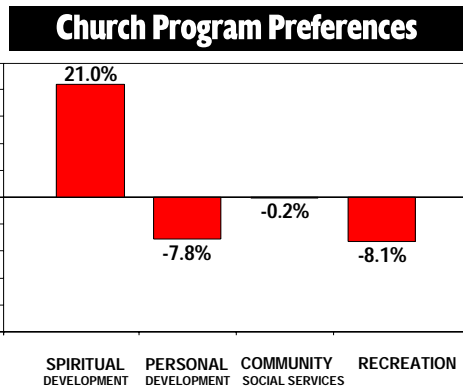
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	54.5%	41.1%	133
↓ Adult Theological Discussion Groups	19.4%	22.5%	86
▲ Spiritual Retreats	17.2%	11.6%	148

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	10.4%	15.2%	68
Parent Training Programs	8.3%	7.8%	106
▲ Twelve Step Programs	5.9%	3.5%	170
↓ Divorce Recovery	2.1%	2.4%	85

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	22.0%	22.5%	98
▲ Care for the Terminally Ill	18.0%	15.7%	115
Food and Clothing Resources	10.1%	11.1%	91
↓ Day Care Services	5.4%	6.1%	89
Church Sponsored Day-School	5.5%	5.7%	96

RECREATION:

Youth Social Programs	30.6%	29.7%	103
↓ Family Activities and Outings	27.1%	32.8%	83
Active Retirement Programs	24.9%	26.8%	93
Cultural Programs (Music, Drama, Art)	17.7%	18.9%	93
↓ Sports or Camping	4.9%	6.3%	77

SUMMARY

▲ Spiritual Development Index	121
Personal Development Index	92
Community/Social Services Index	100
Recreation Index	92



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.6%	26.4%	86
B. Intellectually Challenging	12.1%	11.1%	109
C. Both A and B	37.8%	39.2%	97
▲ D. No Preference or Not Interested	27.7%	23.4%	118

PART 2:

↓ A. Traditional/Formal/Ceremonial	12.8%	20.2%	63
B. Contemporary/Informal	23.9%	26.3%	91
C. Both A and B	25.7%	26.5%	97
▲ D. No Preference or Not Interested	38.7%	26.9%	144

MUSIC STYLE INDICATOR

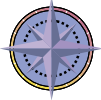
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	18.9%	24.4%	77
B. Contemporary	18.5%	19.7%	94
C. Both A and B	30.5%	31.1%	98
▲ D. No Preference or Not Interested	32.7%	24.8%	132

PART 2:

A. Performed by Others	17.2%	18.7%	92
↓ B. Participatory	16.7%	22.9%	73
C. Both A and B	31.9%	32.2%	99
▲ D. No Preference or Not Interested	34.9%	26.2%	133



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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	18.6%	22.0%	84
▲ B. Personal Spiritual Development	15.9%	14.3%	111
C. Both A and B	33.8%	37.4%	90
▲ D. No Preference or Not Interested	32.1%	26.3%	122

PART 2:

A. Global Mission	6.3%	6.2%	101
↓ B. Local Mission	26.0%	33.3%	78
C. Both A and B	27.7%	30.1%	92
▲ D. No Preference or Not Interested	41.0%	30.4%	135

CHURCH ARCHITECTURE INDICATOR

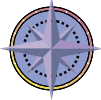
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	19.6%	26.6%	74
B. Contemporary	16.8%	15.9%	105
C. Both A and B	32.4%	32.3%	100
▲ D. No Preference or Not Interested	31.8%	25.1%	127

PART 2:

A. Somber/Serious	9.0%	9.4%	96
↓ B. Light and Airy	27.2%	34.7%	78
C. Both A and B	27.1%	27.7%	98
▲ D. No Preference or Not Interested	36.4%	28.2%	129



Date: 6/20/2016

Prepared For:
 Saint Louis Bertrand Parish

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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	51.3%	47.3%	108
Radio	12.0%	13.3%	90

PRINT MEDIA:

Local Newspaper	39.4%	36.1%	109
↓ National Newspaper	3.4%	4.3%	78
▲ Magazines	3.2%	2.4%	131

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.0%	31.9%	91
Radio	24.2%	23.8%	102

PRINT MEDIA:

Local Newspaper	31.6%	32.7%	97
▲ National Newspaper	7.8%	5.8%	136
▲ Magazines	9.2%	7.0%	130

SUMMARY

Overall Broadcast Media Index (100 = Average)	100
Overall Print Media Index	107



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CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	37.7%	36.2%	104
Putting Ad in Local Newspaper	33.7%	33.8%	99
Local Cable Channels	31.8%	30.4%	105
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	52.4%	53.7%	98
▲ Calling and Offering to Send Information By Mail	33.1%	29.5%	112
▲ Calling and Discussing on the Phone	16.7%	12.0%	139
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	21.0%	20.1%	105
▲ Going Door to Door	20.3%	14.0%	145

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	19.7%	19.6%	101
Putting Ad in Local Newspaper	21.6%	21.5%	100
Local Cable Channels	28.9%	30.7%	94
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.8%	13.3%	126
↓ Calling and Offering to Send Information By Mail	29.9%	34.0%	88
Calling and Discussing on the Phone	54.6%	60.6%	90
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	44.5%	49.6%	90
↓ Going Door to Door	53.0%	64.0%	83

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	103
Direct Methods Index	107
▲ Face-to-Face Methods Index	121

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	98
Direct Methods Index	94
↓ Face-to-Face Methods Index	86