

**ministry
area** 
profile **2016**

Saint Mark Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Mark Parish

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How many people live in the defined study area?

Currently, there are 19,826 persons residing in the defined study area. This represents an increase of 644 or 3.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)



Is the population in this area projected to grow?

Yes, between 2016 and 2021, the population is projected to increase by 4.9% or 969 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very low* with only 15 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Black Households* representing 51.0% of all households. (see pages 13 and 14)



How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 5.0% of the population and all other racial/ethnic groups make up a substantial 95.0% which is well above the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 66.7% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 11.5% between 2016 and 2021. (see pages 4 and 7)



What are the major generational groups represented?

The largest age group in terms of numbers is *Millenials* (age 15 to 34) comprised of 6,108 persons or 30.8% of the total population in the area. *Generation Z* (age 0 to 14) make up 25.8% 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)



Overall, how traditional are the family structures?

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)



How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *extremely low*. While 60.3% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 12.3% of those over 25 in the area versus 29.4% in the U.S. (see page 8)



Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Affordable Housing, Racial/Ethnic Prejudice, Neighborhood Crime and Safety, Abusive Relationships* and *Social Injustice*. (see page 16)



What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *somewhat low* when compared to national averages. (see page 15)



What is the likely giving potential in the area?

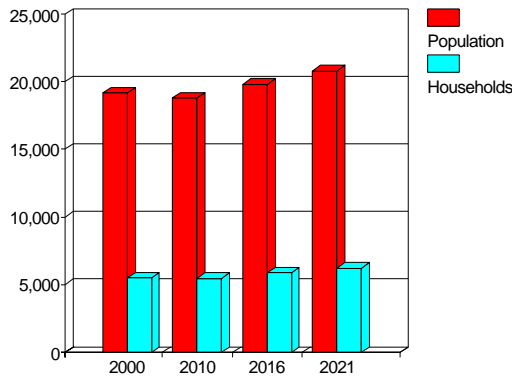
Based upon the average household income of \$51,398 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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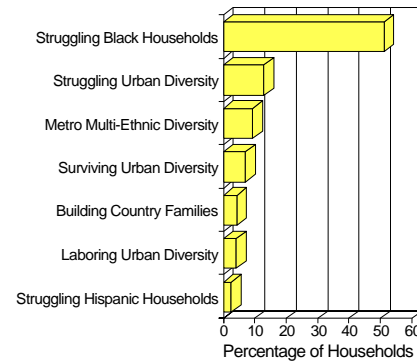
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Population and Households

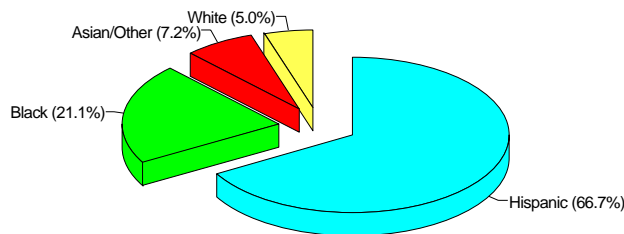


Primary U.S. Lifestyles Segments-2016

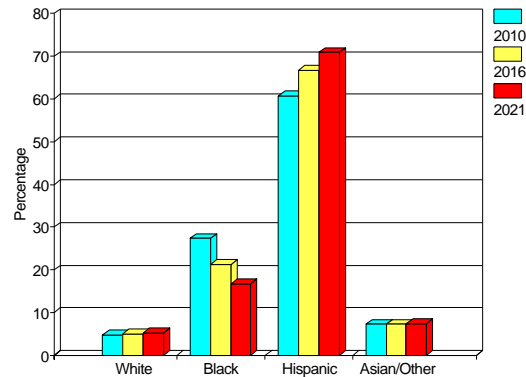


The population in the study area has increased by 1032 persons, or 5.5% since 2010 and is projected to increase by 969 persons, or 4.9% between 2016 and 2021. The number of households has increased by 429, or 7.9% since 2010 and is projected to increase by 348, or 5.9% between 2016 and 2021.

Population By Race/Ethnicity-2016

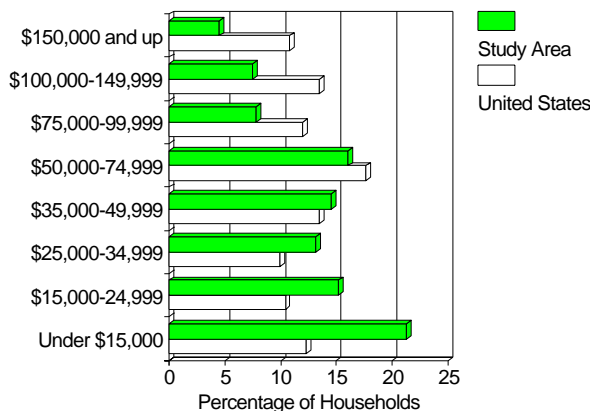


Population By Race/Ethnicity Trend

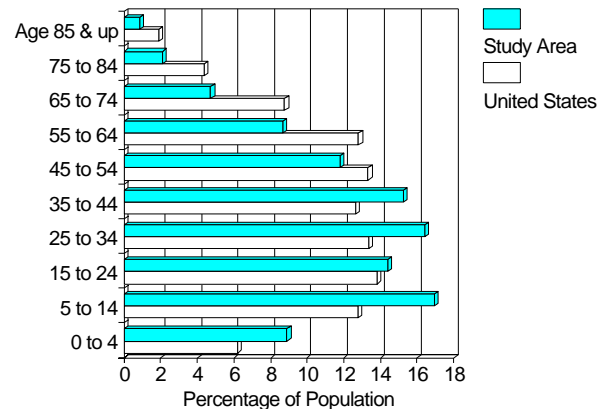


Between 2016 and 2021, the White population is projected to increase by 95 persons and to increase from 5.0% to 5.2% of the total population. The Black population is projected to decrease by 722 persons and to decrease from 21.1% to 16.7% of the total. The Hispanic/Latino population is projected to increase by 1515 persons and to increase from 66.7% to 70.8% of the total. The Asian/Other population is projected to increase by 81 persons and to remain stable at 7.3% of the total population.

Households By Income-2016



Population by Age-2016

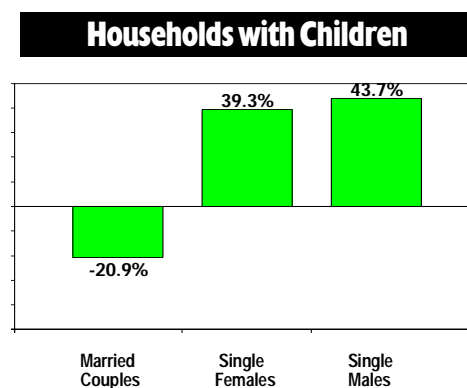
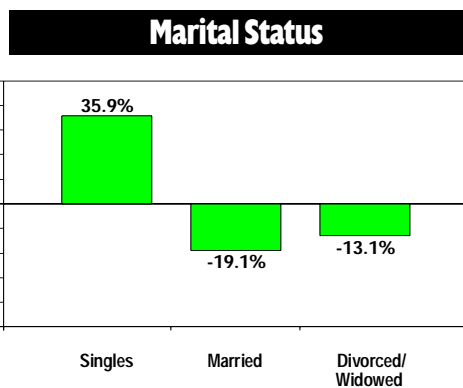
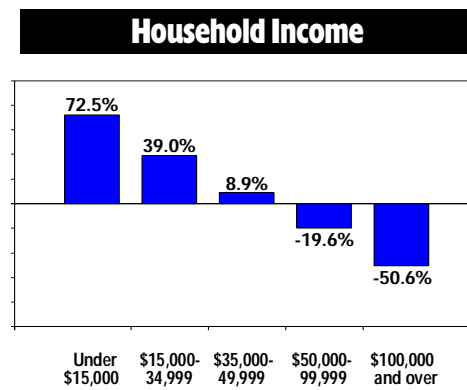
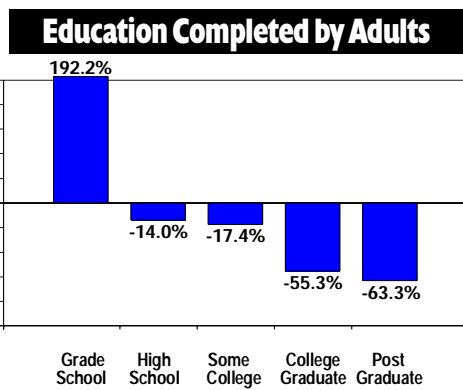
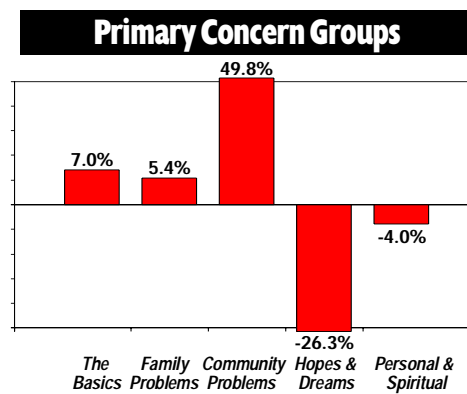
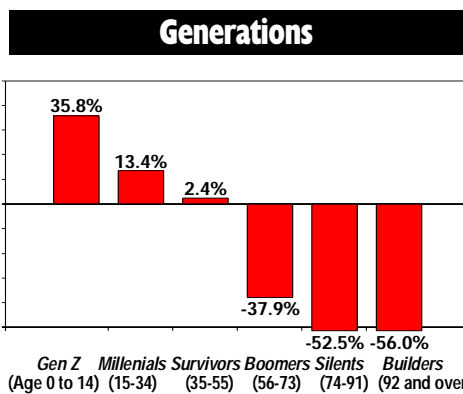
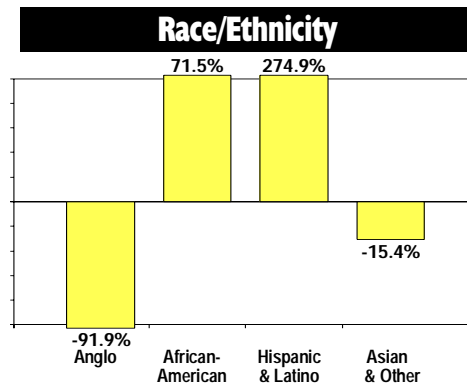
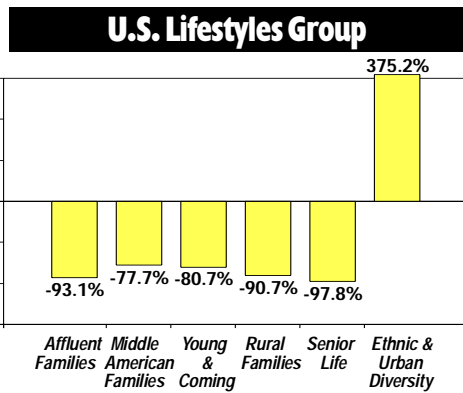


The average household income in the study area is \$51398 a year as compared to the U.S. average of \$77135. The average age in the study area is 32.6 and is projected to increase to 33.6 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
Population	19,182	18,794	19,826	20,795		
Population Change		(388)	1,032	969		
Percentage Change		-2.0%	5.5%	4.9%		
▲ Average Annual Growth Rate		-0.2%	0.9%	1.0%		
Density (Pop. per square mile)	5,299	5,192	5,477	5,744		
HOUSEHOLDS						
Households	5,482	5,435	5,864	6,212		
Household Change		(47)	429	348		
Percentage Change		-0.9%	7.9%	5.9%		
Average Annual Growth Rate		-0.1%	1.3%	1.2%		
↓ Persons Per Household	3.46	3.42	3.34	3.31		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ White (Non-Hispanic)	869	4.6%	985	5.0%	1,080	5.2%
↓ African-American (Non-Hisp)	5,137	27.3%	4,187	21.1%	3,465	16.7%
▲ Hispanic/Latino	11,425	60.8%	13,217	66.7%	14,732	70.8%
Asian/Other (Non-Hisp)	1,364	7.3%	1,437	7.2%	1,518	7.3%
POPULATION BY GENDER						
↓ Female	9,512	50.6%	9,987	50.4%	10,458	50.3%
▲ Male	9,282	49.4%	9,839	49.6%	10,336	49.7%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	3,149	16.8%	5,111	25.8%	6,790	32.7%
↓ Millennials (Born 1982 to 2001)	6,216	33.1%	6,109	30.8%	6,023	29.0%
↓ Survivors (Born 1961 to 1981)	5,640	30.0%	5,543	28.0%	5,399	26.0%
↓ Boomers (Born 1943 to 1960)	2,821	15.0%	2,400	12.1%	2,117	10.2%
↓ Silents (Born 1925 to 1942)	951	5.1%	628	3.2%	465	2.2%
↓ Builders (Born 1924 and earlier)	158	0.8%	34	0.2%	1	0.0%
AGE						
▲ Average Age		31.9		32.6		33.6
▲ Median Age		29.2		31.1		32.5
INCOME						
▲ Average Household Income		\$42,922		\$51,398		\$55,326
▲ Median Household Income		\$33,374		\$36,613		\$39,338
▲ Per Capita Income		\$12,412		\$15,202		\$16,527

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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	89	1.6%	267	4.6%	353	5.7%
▲ \$100,000 to \$149,999	399	7.3%	437	7.5%	509	8.2%
\$75,000 to \$99,999	461	8.5%	459	7.8%	521	8.4%
\$50,000 to \$74,999	761	14.0%	938	16.0%	991	16.0%
\$35,000 to \$49,999	865	15.9%	856	14.6%	917	14.8%
↓ \$25,000 to \$34,999	802	14.8%	772	13.2%	798	12.8%
\$15,000 to \$24,999	817	15.0%	890	15.2%	909	14.6%
↓ Under \$15,000	1,243	22.9%	1,244	21.2%	1,213	19.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,820	9.7%	1,760	8.9%	1,782	8.6%
↓ Required Formal Schooling (5-17)	4,104	21.8%	4,271	21.5%	4,417	21.2%
College Years, Career Starts (18-24)	2,176	11.6%	1,934	9.8%	2,045	9.8%
↓ Singles and Young Families (25-34)	3,099	16.5%	3,255	16.4%	2,897	13.9%
▲ Families, Empty Nesters (35-54)	4,835	25.7%	5,355	27.0%	5,892	28.3%
▲ Enrichment Years Singles/Couples (55-64)	1,505	8.0%	1,722	8.7%	1,902	9.1%
▲ Retirement Opportunities (65+)	1,397	7.4%	1,528	7.7%	1,860	8.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,820	9.7%	1,760	8.9%	1,782	8.6%
↓ 5 to 9 years	1,661	8.8%	1,732	8.7%	1,705	8.2%
▲ 10 to 14 years	1,534	8.2%	1,619	8.2%	1,712	8.2%
15 to 17 years	909	4.8%	920	4.6%	1,000	4.8%
18 to 20 years	973	5.2%	829	4.2%	882	4.2%
↓ 21 to 24 years	1,203	6.4%	1,105	5.6%	1,163	5.6%
↓ 25 to 29 years	1,581	8.4%	1,593	8.0%	1,446	7.0%
30 to 34 years	1,518	8.1%	1,662	8.4%	1,451	7.0%
▲ 35 to 39 years	1,376	7.3%	1,557	7.9%	1,672	8.0%
▲ 40 to 44 years	1,276	6.8%	1,463	7.4%	1,610	7.7%
▲ 45 to 49 years	1,154	6.1%	1,228	6.2%	1,363	6.6%
▲ 50 to 54 years	1,029	5.5%	1,107	5.6%	1,247	6.0%
▲ 55 to 59 years	861	4.6%	940	4.7%	998	4.8%
▲ 60 to 64 years	644	3.4%	782	3.9%	904	4.3%
▲ 65 to 69 years	479	2.5%	554	2.8%	656	3.2%
▲ 70 to 74 years	325	1.7%	390	2.0%	526	2.5%
75 to 84 years	417	2.2%	415	2.1%	530	2.5%
↓ 85 or more years	176	0.9%	169	0.9%	148	0.7%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	14,715			
▲ Single (Never Married)	6,579	44.7%	32.9%	136
Married	5,972	40.6%	50.2%	81
Divorced/Widowed	2,165	14.7%	16.9%	87
Marital Status Females 15 and Older (2016)	7,452			
▲ Single (Never Married)	3,102	41.6%	29.8%	140
Married	2,966	39.8%	48.8%	82
Divorced/Widowed	1,384	18.6%	21.4%	87
Marital Status Males 15 and Older (2016)	7,263			
▲ Single (Never Married)	3,477	47.9%	36.2%	132
Married	3,005	41.4%	51.6%	80
Divorced/Widowed	781	10.8%	12.3%	88
FAMILY STRUCTURE				
Households By Type (2016)	5,864			
↓ Married Couple	2,173	37.1%	48.5%	76
▲ Other Family - Male Head of Household	579	9.9%	4.9%	200
▲ Other Family - Female Head of Household	1,465	25.0%	13.0%	192
Non Family - Male Head of Household	876	14.9%	15.8%	94
↓ Non Family - Female Head of Household	771	13.1%	17.7%	74
Households With Children 0 to 18 (2016)	2,942			
↓ Married Couple Family	1,519	51.6%	65.2%	79
▲ Other Family - Male Head of Household	358	12.2%	8.5%	144
▲ Other Family - Female Head of Household	1,038	35.3%	25.3%	139
Non Family	26	0.9%	1.0%	92
Population By Household Type (2016)	19,826			
↓ Group Quarters	228	1.2%	2.5%	46

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	228			
↓ Correctional Facilities	5	2.2%	30.0%	7
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
▲ Other	223	97.8%	15.2%	643
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	19,826			
↓ White (Non-Hispanic)	985	5.0%	61.3%	8
▲ African-American (Non-Hisp)	4,187	21.1%	12.3%	171
▲ Hispanic/Latino	13,216	66.7%	17.8%	375
↓ Native American (Non-Hisp)	46	0.2%	0.7%	32
Asian (Non-Hisp)	865	4.4%	5.3%	83
▲ Hawaiian & Pacific Islander (Non-Hisp)	98	0.5%	0.2%	294
Other Races & Multiple Races (Non-Hisp)	430	2.2%	2.4%	91
Asian Population By Race (2016)	906			
↓ Chinese	91	10.0%	22.3%	45
↓ Japanese	7	0.8%	5.0%	15
↓ Indian	63	7.0%	19.5%	36
↓ Korean	3	0.3%	9.6%	3
↓ Vietnamese	5	0.6%	11.0%	5
▲ Other Asian Races	737	81.3%	32.5%	250
Hispanic/Latino Population By Race (2016)	13,216			
↓ White	4,430	33.5%	53.0%	63
↓ African-American	130	1.0%	2.5%	39
↓ Native American	81	0.6%	1.4%	45
↓ Asian	41	0.3%	0.4%	74
▲ Other Races & Multiple Races	8,534	64.6%	42.7%	151
Hispanic/Latino Population By Origin (2016)	13,216			
Mexican	9,389	71.0%	62.4%	114
↓ Puerto Rican	88	0.7%	9.5%	7
↓ Cuban	19	0.1%	3.5%	4
Other Hispanic Origin	3,720	28.1%	24.6%	114

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	5,890			
▲ Pre-Primary (Public)	361	6.1%	3.4%	178
↓ Pre-Primary (Private)	12	0.2%	2.6%	8
▲ Elementary/High School (Public)	4,312	73.2%	58.9%	124
↓ Elementary/High School (Private)	295	5.0%	6.6%	75
↓ Enrolled in College	911	15.5%	28.4%	54
Population By Education Completed (Age 25 and over) (2016)	11,861			
▲ Elementary (Less than 9 years)	2,532	21.3%	5.8%	367
▲ Some High School (9 to 11 years)	2,176	18.3%	7.8%	236
High School Graduate (12 years)	2,845	24.0%	27.9%	86
Some College (13 to 15 years)	2,327	19.6%	21.2%	93
↓ Associate Degree	530	4.5%	8.0%	56
↓ Bachelor's Degree	971	8.2%	18.3%	45
↓ Graduate Degree	481	4.1%	11.0%	37
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	7,837			
↓ TOTAL WHITE COLLAR	2,464	31.4%	61.5%	51
↓ Executive and Managerial	206	2.6%	9.7%	27
↓ Professional Specialty	631	8.1%	16.6%	49
↓ Technical Support	281	3.6%	8.3%	43
↓ Sales	580	7.4%	10.9%	68
↓ Administrative Support & Clerical	766	9.8%	16.0%	61
▲ TOTAL BLUE COLLAR	5,373	68.6%	38.5%	178
Service: Private Households	326	4.2%	3.7%	112
Service: Protective	144	1.8%	2.2%	83
▲ Service: Other	818	10.4%	7.5%	140
▲ Farming, Forestry & Fishing	76	1.0%	0.7%	134
▲ Precision Production and Craft	1,574	20.1%	11.0%	183
Operators and Assemblers	282	3.6%	3.2%	111
▲ Transportation and Material Moving	725	9.3%	6.2%	150
▲ Laborers	1,428	18.2%	4.0%	451

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	14,415			
Employed	7,854	54.5%	58.1%	94
▲ Unemployed	1,019	7.1%	5.6%	126
Not in Labor Force	5,541	38.4%	36.3%	106
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	2,967	54.0%	66.8%	81
↓ With No Own Children	1,562	28.4%	42.2%	67
With Own Children Age 0 to 5 only	276	5.0%	5.5%	92
With Own Children Age 6 to 17 only	670	12.2%	14.8%	82
▲ With Own Children Both Age 0 to 5 and 6 to 17	459	8.4%	4.3%	194
▲ TOTAL NOT WORKING (UNEMPLOYED)				
↓ With No Own Children	163	3.0%	3.8%	79
▲ With Own Children Age 0 to 5 only	104	1.9%	0.7%	287
▲ With Own Children Age 6 to 17 only	153	2.8%	1.3%	221
▲ With Own Children Both Age 0 to 5 and 6 to 17	46	0.8%	0.5%	153
▲ TOTAL NOT IN THE LABOR FORCE				
▲ With No Own Children	1,186	21.6%	17.1%	126
▲ With Own Children Age 0 to 5 only	216	3.9%	2.6%	151
▲ With Own Children Age 6 to 17 only	375	6.8%	4.6%	147
▲ With Own Children Both Age 0 to 5 and 6 to 17	285	5.2%	2.6%	196
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	5,864			
↓ Above Poverty Line (Households with Children)	3,086	43.0%	59.6%	72
Above Poverty Line (Households without Children)	1,974	27.5%	26.5%	104
▲ Below Poverty Line (Households with Children)	1,127	15.7%	7.9%	199
▲ Below Poverty Line (Households without Children)	995	13.9%	6.0%	230
Households By Presence of Retirement Income (2013)				
↓ With Retirement Income	455	8.4%	17.6%	48
Without Retirement Income	5,121	94.2%	81.5%	116

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HOUSING				
Occupied Units By Type (2016)	5,864			
↓ Owner Occupied	2,123	36.2%	65.0%	56
▲ Renter Occupied	3,741	63.8%	35.0%	182
Median Rent (2013)	\$947		\$904	105
Structures By Number of Units (2016)	6,692			
Single Unit	3,646	54.5%	67.3%	81
▲ 3 to 4 Units	1,706	25.5%	8.1%	314
5 to 19 Units	739	11.0%	9.3%	118
20 to 49 Units	229	3.4%	3.6%	95
50 or more Units	313	4.7%	5.1%	91
↓ Mobile Home	59	0.9%	6.4%	14
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.22		2.57	47
Owner-Occupied Property Values (2016)	2,123			
↓ Under \$40,000	107	5.0%	7.2%	70
\$40,000 to \$59,999	93	4.4%	3.7%	119
↓ \$60,000 to \$79,999	79	3.7%	5.1%	72
\$80,000 to \$99,999	138	6.5%	6.5%	100
▲ \$100,000 to 149,999	413	19.5%	15.1%	129
▲ \$150,000 to \$199,999	374	17.6%	14.6%	121
↓ \$200,000 to \$299,999	283	13.3%	18.1%	74
\$300,000 to \$499,999	340	16.0%	16.9%	95
\$500,000 to \$999,999	225	10.6%	9.7%	109
\$1,000,000 and over	72	3.4%	3.0%	112
Median Property Value	\$207,341		\$192,432	108

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	6,692			
▲ 2010 and later	464	6.9%	5.5%	126
↓ 2000 to 2009	659	9.8%	14.6%	67
↓ 1990 to 1999	509	7.6%	13.4%	57
↓ 1980 to 1989	453	6.8%	13.2%	51
↓ 1970 to 1979	586	8.8%	15.0%	58
▲ 1960 to 1969	962	14.4%	10.4%	138
▲ 1950 to 1959	860	12.9%	10.3%	125
▲ 1949 or earlier	2,200	32.9%	17.7%	186
Households By Number of Persons (2016)	5,864			
1 Person Household	1,324	22.6%	27.3%	83
↓ 2 Person Household	1,154	19.7%	32.3%	61
3 Person Household	953	16.3%	16.2%	100
4 Person Household	897	15.3%	13.1%	117
▲ 5 Person Household	644	11.0%	6.5%	170
▲ 6 Person Household	445	7.6%	2.8%	274
▲ 7 or more Person Household	447	7.6%	1.9%	399
▲ Average Persons Per Household	3.4		2.6	132
Households By Heating Type (2013)	5,576			
▲ Utility and Other Gas	3,794	68.0%	54.0%	126
↓ Electric	1,433	25.7%	36.1%	71
↓ Oil	15	0.3%	6.1%	4
↓ Coal and Wood	19	0.3%	2.2%	15
↓ Solar/Other Fuel	11	0.2%	0.5%	40
▲ No Fuel Used	304	5.5%	0.9%	577

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TRANSPORTATION				
Households By Number of Vehicles (2016)	5,864			
▲ No Vehicles	1,055	18.0%	9.0%	200
1 Vehicle	2,155	36.7%	33.7%	109
2 Vehicle	1,770	30.2%	37.5%	80
↓ 3 or more Vehicles	885	15.1%	19.8%	76
Workers By Travel Time to Work (2016)	7,413			
↓ Less than 15 minutes	1,199	16.2%	27.3%	59
15 to 29 minutes	2,452	33.1%	36.5%	91
30 to 44 minutes	1,770	23.9%	20.2%	118
▲ 45 to 59 minutes	877	11.8%	7.7%	153
▲ 60 or more minutes	1,115	15.0%	8.3%	181
▲ Average Travel Time to Work (minutes)	35.2		28.2	125
Workers By Type of Transportation to Work (2016)	7,477			
↓ Drive Alone	4,247	56.8%	76.9%	74
▲ Car Pool	1,589	21.3%	9.6%	222
▲ Public Transportation	1,145	15.3%	5.1%	299
▲ Walk to Work	317	4.2%	2.8%	151
↓ Other Means	66	0.9%	1.2%	71
↓ Work at Home	113	1.5%	4.4%	34

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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)	5,121	87.3%	18.4%	475
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	411	7.0%	31.4%	22
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	166	2.8%	14.7%	19
4	Rural Families (27, 26, 29, 33, 35 and 38)	71	1.2%	13.1%	9
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	61	1.0%	15.1%	7
5	Senior Life (7, 20, 21, 22, 30 and 31)	9	0.2%	6.9%	2

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.		
46	Struggling Black Households	2,994	51.1%	2.5%	2031
45	Struggling Urban Diversity	761	13.0%	2.5%	528
24	Metro Multi-Ethnic Diversity	553	9.4%	2.7%	343
40	Surviving Urban Diversity	408	7.0%	4.0%	172
28	Building Country Families	249	4.2%	2.8%	152
43	Laboring Urban Diversity	237	4.0%	0.5%	797
41	Struggling Hispanic Households	160	2.7%	1.6%	169
12	Educated New Starters	122	2.1%	2.9%	71
17	Large Young Families	114	1.9%	2.2%	90
29	Working Country Families	60	1.0%	1.0%	106
25	Working Country Consumers	47	0.8%	4.1%	19
14	Secure Mid-Life Families	42	0.7%	0.7%	109
8	Rising Potential Professionals	39	0.7%	2.3%	28
49	Exception Households	26	0.4%	0.2%	178
4	Educated Mid-Life Families	19	0.3%	3.4%	9
27	Country Family Diversity	9	0.2%	0.3%	45
15	Reliable Young Starters	5	0.1%	4.3%	2
20	Cautious and Mature	5	0.1%	2.6%	3
42	Laboring Rural Diversity	4	0.1%	1.5%	4
21	Mature and Stable	4	0.1%	0.6%	12

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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.		
44	Laboring Urban Life	4	0.1%	0.1%	91
26	Working Suburban Families	2	0.0%	0.1%	29
18	Working Urban Families	1	0.0%	4.0%	0
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
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		5,865	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

Strongly Involved with Their Faith	37.9%	35.4%	107
↓ Somewhat Involved with Their Faith	24.7%	29.9%	83
Not Involved with Their Faith	32.8%	34.7%	94

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	19.5%	22.1%	88
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.8%	23.7%	88

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	1.0%	0.5%	202
Baptist	17.3%	16.1%	108
↓ Catholic	16.7%	23.7%	71
↓ Congregational	1.4%	2.0%	70
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	291
↓ Episcopal	2.5%	2.9%	85
▲ Holiness	0.9%	0.8%	115
▲ Jehovah's Witnesses	2.0%	1.1%	192
↓ Judaism	2.2%	3.2%	71
↓ Lutheran	4.4%	7.2%	61
↓ Methodist	5.7%	10.1%	56
▲ Mormon	2.3%	1.8%	129
▲ New Age	1.1%	0.6%	186
▲ Non-Denominational / Independent	10.7%	6.9%	153
↓ Orthodox	0.2%	0.3%	60
▲ Pentecostal	3.8%	2.4%	159
↓ Presbyterian / Reformed	3.3%	4.6%	73
Unitarian / Universalist	0.7%	0.7%	99
▲ Interested but No Preference	5.5%	3.9%	143
▲ Not Interested and No Preference	15.6%	11.1%	141
▲ Likely to Have Changed Their Preference in the Last 10 Years	19.1%	16.8%	114

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	3.8%	4.0%	95
Lets them do what they want and is supportive	12.1%	11.7%	103
▲ Lets them do what they want and stays out of the way	5.9%	4.8%	123
Works with them on deciding what to do and helps them do it	78.2%	79.6%	98

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	38.6%	43.5%	89
↓ Finding/Providing Health Insurance	23.3%	29.0%	80
Day-to-Day Financial Worries	33.0%	31.6%	105
▲ Finding Employment Opportunities	19.9%	14.4%	138
▲ Finding Affordable Housing	23.8%	11.3%	211
▲ Providing Adequate Food	9.9%	8.6%	116
Finding Child Care	6.2%	6.3%	99
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	19.8%	16.7%	118
Dealing With Teen / Child Problems	22.3%	20.7%	108
↓ Finding/Providing Aging Parent Care	11.0%	15.5%	71
▲ Dealing With Abusive Relationships	16.7%	11.4%	147
↓ Dealing With Divorce	2.6%	4.5%	59
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	47.5%	27.0%	176
Finding/Providing Good Schools	22.0%	23.5%	94
↓ Dealing with Problems in Schools	11.4%	13.6%	84
▲ Dealing With Racial / Ethnic Prejudice	25.8%	13.1%	197
▲ Dealing With Neighborhood Gangs	22.7%	8.5%	268
▲ Dealing with Social Injustice	15.8%	11.3%	140
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	41.4%	50.6%	82
↓ Finding Time for Recreation / Leisure	15.9%	25.3%	63
Finding Better Quality Healthcare	21.4%	23.9%	90
↓ Finding A Satisfying Job / Career	13.3%	19.3%	69
↓ Finding Retirement Opportunities	12.6%	18.9%	67
↓ Achieving A Fulfilling Marriage	12.6%	22.3%	56
↓ Developing Parenting Skills	8.5%	14.7%	57
▲ Achieving Educational Objectives	8.9%	7.5%	119
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	26.3%	29.8%	88
Finding Companionship	18.0%	17.3%	104
↓ Finding A Good Church	13.0%	15.2%	86
▲ Finding Spiritual Teaching	17.1%	12.9%	132
↓ Finding Life Direction	11.2%	14.0%	80

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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"	68.4%	63.8%	107

SOCIETY:

"It is important to preserve the traditional American family structure"	88.9%	91.5%	97
"A healthy environment has become a national crisis"	86.5%	82.8%	104
"Public education is essential to the future of American society"	92.3%	94.0%	98

INSTITUTIONAL ROLES:

▲ "Government should be the primary provider of human welfare services"	57.9%	50.1%	116
"The role of Churches / Synagogues is to help form and support moral values"	81.6%	81.1%	101
▲ "Churches and religious organizations should provide more human services"	72.9%	62.6%	116

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	42.6%	36.3%	117
↓ "The changing racial / ethnic face of America is a threat to our national heritage"	32.0%	36.3%	88

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	61.2%	59.8%	102
More than \$500 per year	30.1%	31.2%	96
↓ More than \$1,000 per year	14.0%	17.4%	80

TO CHARITIES:

More than \$100 per year	31.3%	33.7%	93
↓ More than \$500 per year	5.3%	6.8%	78
↓ More than \$1,000 per year	2.0%	2.3%	87

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	19.6%	16.1%	122
▲ More than \$500 per year	6.4%	4.3%	149
▲ More than \$1,000 per year	3.7%	2.2%	168

Ministry Area Profile 2016
Compass
REPORT

Saint Mark Parish

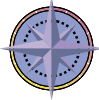
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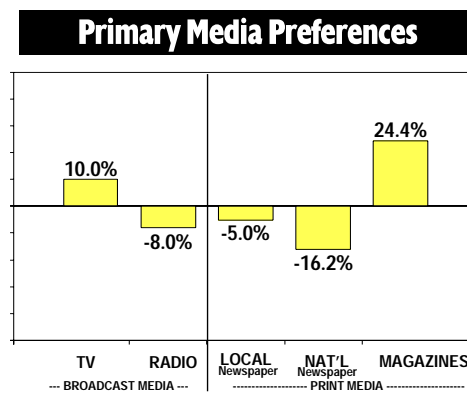
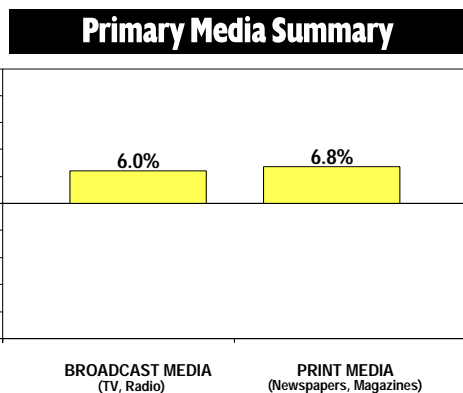
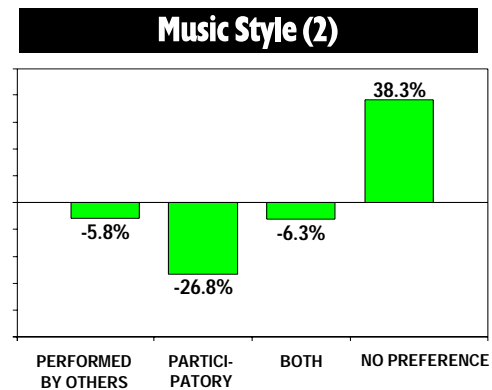
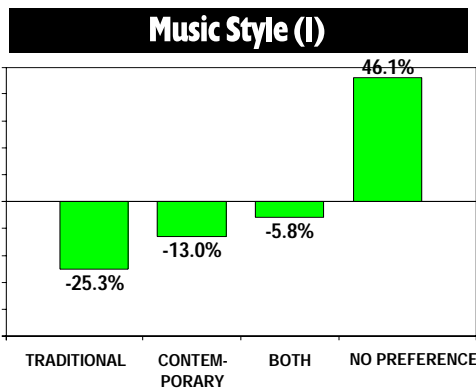
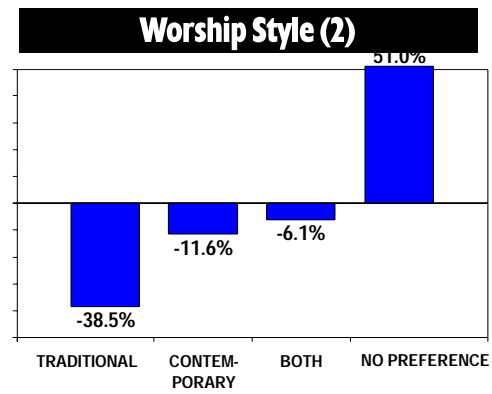
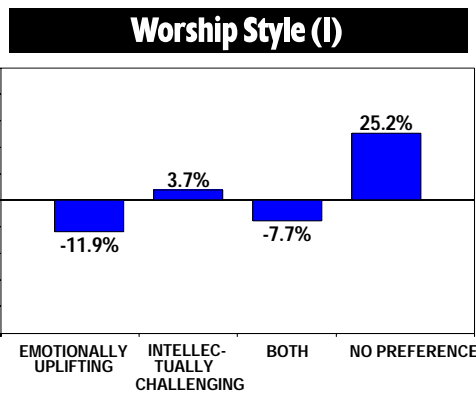
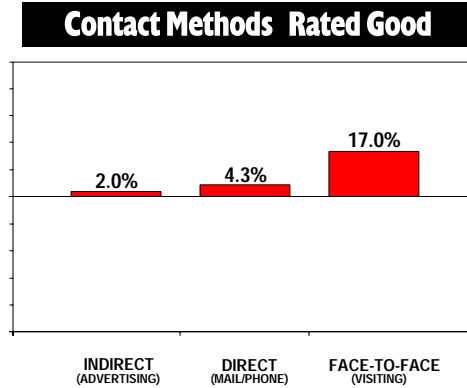
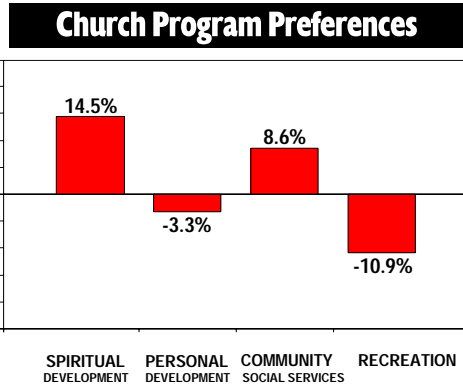
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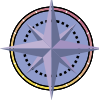


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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
▲ Bible Study Discussion and Prayer Groups	51.6%	41.1%	125
↓ Adult Theological Discussion Groups	18.0%	22.5%	80
▲ Spiritual Retreats	16.5%	11.6%	142
<i>PERSONAL DEVELOPMENT:</i>			
↓ Marriage Enrichment Opportunities	10.2%	15.2%	67
▲ Parent Training Programs	9.9%	7.8%	127
▲ Twelve Step Programs	6.0%	3.5%	175
↓ Divorce Recovery	1.8%	2.4%	75
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	23.6%	22.5%	105
▲ Care for the Terminally Ill	19.4%	15.7%	124
Food and Clothing Resources	12.0%	11.1%	108
Day Care Services	6.4%	6.1%	105
↓ Church Sponsored Day-School	4.9%	5.7%	85
<i>RECREATION:</i>			
Youth Social Programs	29.6%	29.7%	100
↓ Family Activities and Outings	26.6%	32.8%	81
Active Retirement Programs	24.3%	26.8%	91
↓ Cultural Programs (Music, Drama, Art)	16.4%	18.9%	86
↓ Sports or Camping	5.4%	6.3%	85

SUMMARY	
▲ Spiritual Development Index	115
Personal Development Index	97
Community/Social Services Index	109
↓ Recreation Index	89



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	23.2%	26.4%	88
B. Intellectually Challenging	11.5%	11.1%	104
C. Both A and B	36.1%	39.2%	92
▲ D. No Preference or Not Interested	29.3%	23.4%	125

PART 2:

↓ A. Traditional/Formal/Ceremonial	12.4%	20.2%	61
↓ B. Contemporary/Informal	23.3%	26.3%	88
C. Both A and B	24.9%	26.5%	94
▲ D. No Preference or Not Interested	40.7%	26.9%	151

MUSIC STYLE INDICATOR

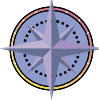
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

↓ A. Traditional	18.2%	24.4%	75
↓ B. Contemporary	17.2%	19.7%	87
C. Both A and B	29.3%	31.1%	94
▲ D. No Preference or Not Interested	36.2%	24.8%	146

PART 2:

A. Performed by Others	17.6%	18.7%	94
↓ B. Participatory	16.8%	22.9%	73
C. Both A and B	30.2%	32.2%	94
▲ D. No Preference or Not Interested	36.2%	26.2%	138



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MISSION EMPHASIS INDICATOR

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

PART 1:

↓ A. Community	19.0%	22.0%	86
▲ B. Personal Spiritual Development	16.0%	14.3%	112
↓ C. Both A and B	31.8%	37.4%	85
▲ D. No Preference or Not Interested	33.7%	26.3%	128

PART 2:

A. Global Mission	6.0%	6.2%	98
↓ B. Local Mission	26.1%	33.3%	78
↓ C. Both A and B	26.9%	30.1%	89
▲ D. No Preference or Not Interested	41.9%	30.4%	138

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

↓ A. Traditional	21.0%	26.6%	79
B. Contemporary	16.3%	15.9%	102
C. Both A and B	29.7%	32.3%	92
▲ D. No Preference or Not Interested	33.3%	25.1%	133

PART 2:

A. Somber/Serious	10.1%	9.4%	108
↓ B. Light and Airy	27.3%	34.7%	79
↓ C. Both A and B	24.5%	27.7%	88
▲ D. No Preference or Not Interested	37.7%	28.2%	134



Date: 6/20/2016

Prepared For:
 Saint Mark 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	52.0%	47.3%	110
Radio	12.3%	13.3%	92

PRINT MEDIA:

Local Newspaper	38.3%	36.1%	106
↓ National Newspaper	3.6%	4.3%	84
▲ Magazines	3.9%	2.4%	161

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

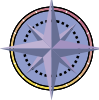
Television	29.4%	31.9%	92
Radio	24.5%	23.8%	103

PRINT MEDIA:

Local Newspaper	31.0%	32.7%	95
▲ National Newspaper	7.5%	5.8%	131
▲ Magazines	8.8%	7.0%	124

SUMMARY

Overall Broadcast Media Index (100 = Average)	102
Overall Print Media Index	105



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 Custom Polygon

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

CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	38.1%	36.2%	105
Putting Ad in Local Newspaper	32.5%	33.8%	96
Local Cable Channels	31.9%	30.4%	105
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	50.8%	53.7%	95
Calling and Offering to Send Information By Mail	32.5%	29.5%	110
▲ Calling and Discussing on the Phone	16.0%	12.0%	134
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	20.4%	20.1%	101
▲ Going Door to Door	19.5%	14.0%	140

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	17.7%	19.6%	91
Putting Ad in Local Newspaper	22.3%	21.5%	104
Local Cable Channels	28.8%	30.7%	94
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	15.7%	13.3%	117
↓ Calling and Offering to Send Information By Mail	29.8%	34.0%	88
↓ Calling and Discussing on the Phone	52.7%	60.6%	87
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	42.0%	49.6%	85
↓ Going Door to Door	51.9%	64.0%	81

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	102
Direct Methods Index	104
▲ Face-to-Face Methods Index	117

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	96
Direct Methods Index	91
↓ Face-to-Face Methods Index	83