

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

Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Table of Contents

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

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

- 1** **Q** **How many people live in the defined study area?**

A Currently, there are 21,911 persons residing in the defined study area. This represents an increase of 1,110 or 5.3% 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 4.4% or 960 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 *extremely low* with just 9 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 45.2% 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 *very high*. Among individual groups, *Anglos* represent 76.1% of the population and all other racial/ethnic groups make up just 23.9% which is well below the national average of 39%. The largest of these groups, *Asians*, accounts for 11.3% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 12.5% 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 *Boomers* (age 56 to 73) comprised of 6,310 persons or 28.8% of the total population in the area. *Silents* (age 74 to 91) make up 10.5% of the population which compared to a national average of 6.7% 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 *very traditional* due to the above 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 high*. While 99.0% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 83.5% 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: *Social Injustice*, *Time for Recreation/Leisure*, *Racial/Ethnic Prejudice*, *Finding Life Direction*, *Aging Parent Care* and *Finding Companionship*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**

A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *extremely low* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**

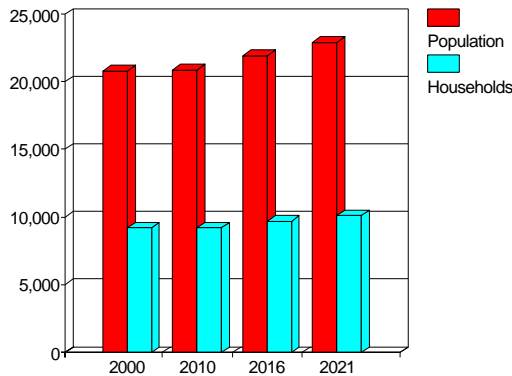
A Based upon the average household income of \$174,393 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

Date: 6/20/2016

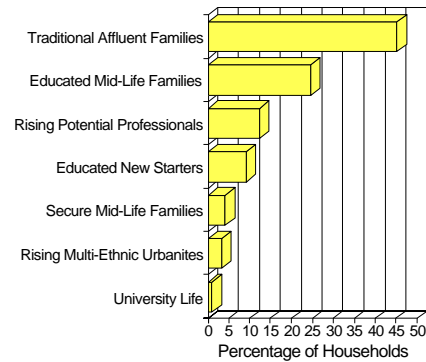
Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Population and Households

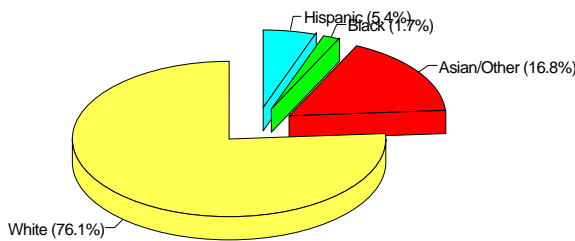


Primary U.S. Lifestyles Segments-2016

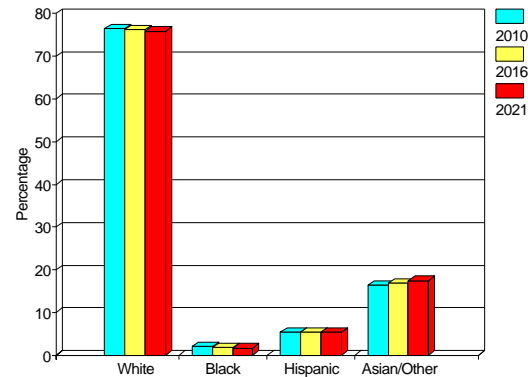


The population in the study area has increased by 1053 persons, or 5.0% since 2010 and is projected to increase by 960 persons, or 4.4% between 2016 and 2021. The number of households has increased by 471, or 5.1% since 2010 and is projected to increase by 427, or 4.4% between 2016 and 2021.

Population By Race/Ethnicity-2016

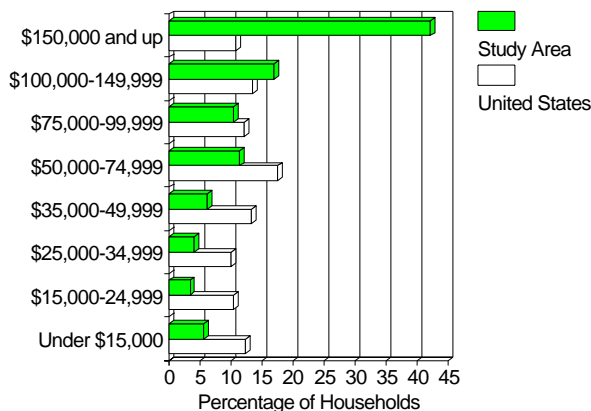


Population By Race/Ethnicity Trend

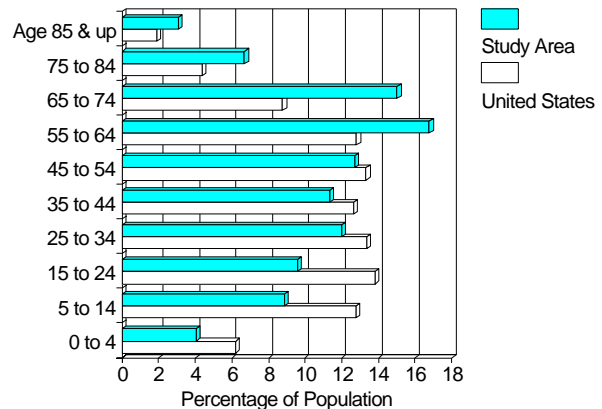


Between 2016 and 2021, the White population is projected to increase by 648 persons and to decrease from 76.1% to 75.8% of the total population. The Black population is projected to decrease by 25 persons and to decrease from 1.7% to 1.5% of the total. The Hispanic/Latino population is projected to increase by 39 persons and to remain stable at 5.3% of the total. The Asian/Other population is projected to increase by 299 persons and to increase from 16.8% to 17.4% of the total population.

Households By Income-2016



Population by Age-2016

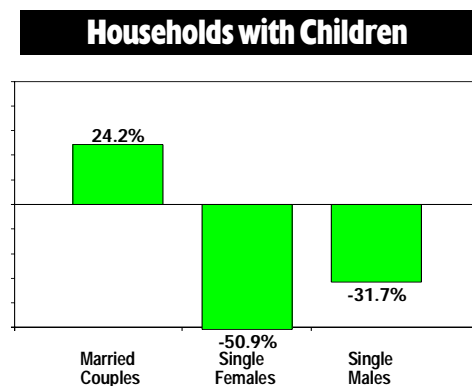
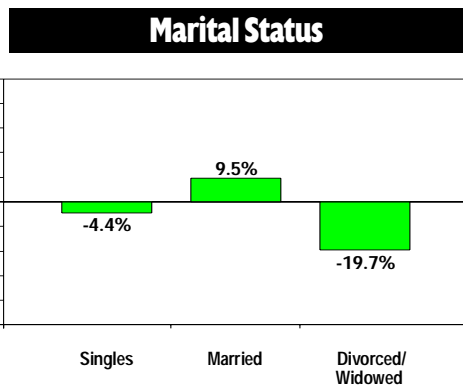
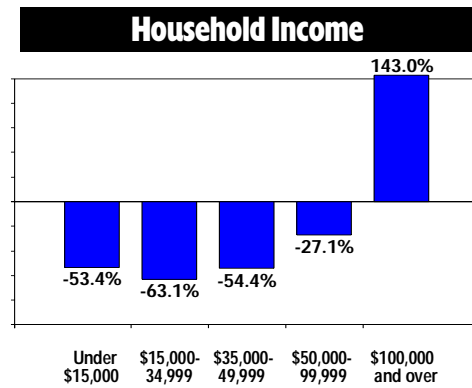
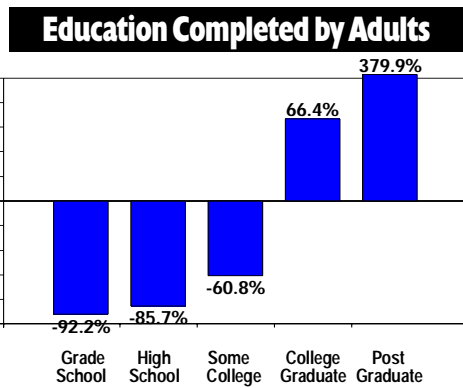
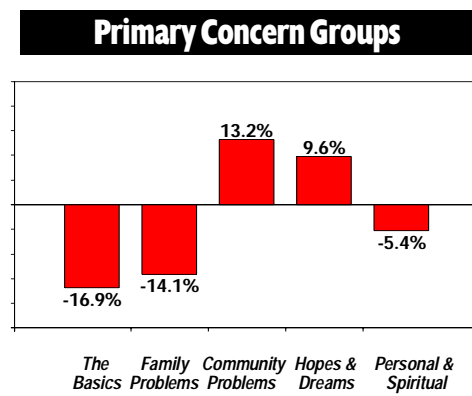
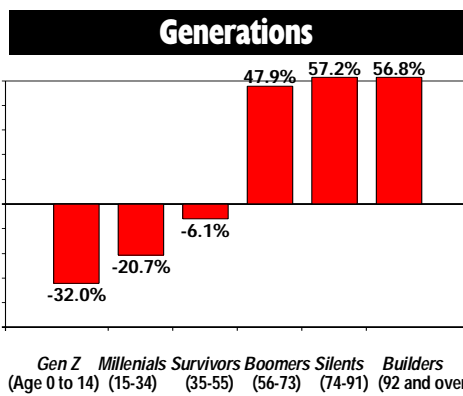
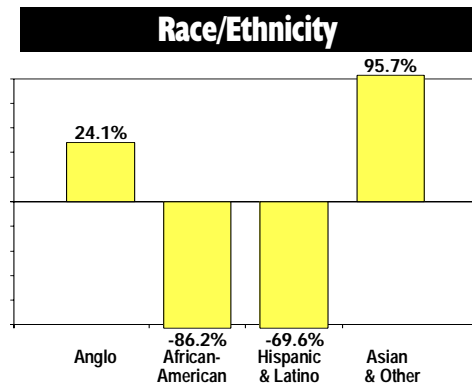
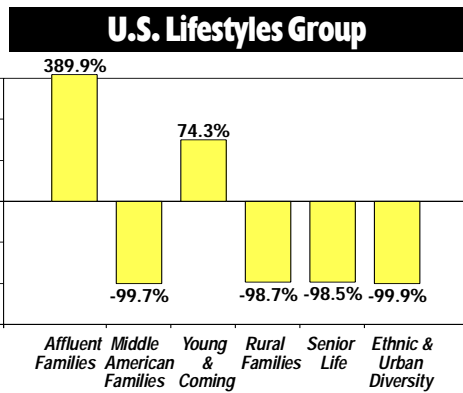


The average household income in the study area is \$174393 a year as compared to the U.S. average of \$77135. The average age in the study area is 46.0 and is projected to increase to 46.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon



Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	20,801	20,858	21,911	22,871
Population Change		57	1,053	960
Percentage Change		0.3%	5.0%	4.4%
▲ Average Annual Growth Rate		0.0%	0.8%	0.9%
▲ Density (Pop. per square mile)	7,537	7,557	7,939	8,287
HOUSEHOLDS				
Households	9,209	9,203	9,674	10,101
Household Change		(6)	471	427
Percentage Change		-0.1%	5.1%	4.4%
▲ Average Annual Growth Rate		-0.0%	0.9%	0.9%
Persons Per Household	2.25	2.26	2.25	2.25

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	15,943	76.4%	16,680	76.1%	17,328	75.8%
↓ African-American (Non-Hisp)	403	1.9%	372	1.7%	347	1.5%
Hispanic/Latino	1,119	5.4%	1,183	5.4%	1,222	5.3%
▲ Asian/Other (Non-Hisp)	3,393	16.3%	3,675	16.8%	3,974	17.4%

POPULATION BY GENDER						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
↓ Female	10,729	51.4%	11,269	51.4%	11,752	51.4%
▲ Male	10,129	48.6%	10,642	48.6%	11,119	48.6%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	1,651	7.9%	2,829	12.9%	3,992	17.5%
▲ Millenials (Born 1982 to 2001)	4,219	20.2%	4,720	21.5%	5,010	21.9%
▲ Survivors (Born 1961 to 1981)	5,157	24.7%	5,619	25.6%	6,053	26.5%
↓ Boomers (Born 1943 to 1960)	6,068	29.1%	6,311	28.8%	6,121	26.8%
↓ Silents (Born 1925 to 1942)	2,975	14.3%	2,298	10.5%	1,687	7.4%
↓ Builders (Born 1924 and earlier)	551	2.6%	134	0.6%	7	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	44.8	46.0	46.8
▲ Median Age	47.2	48.7	50.1

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$145,445	\$174,393	\$189,508
▲ Median Household Income	\$118,591	\$131,246	\$145,206
▲ Per Capita Income	\$64,174	\$76,997	\$83,697

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	3,374	36.7%	4,076	42.1%	4,706	46.6%
↓ \$100,000 to \$149,999	1,889	20.5%	1,635	16.9%	1,662	16.5%
↓ \$75,000 to \$99,999	1,063	11.6%	1,000	10.3%	992	9.8%
\$50,000 to \$74,999	924	10.0%	1,090	11.3%	1,033	10.2%
↓ \$35,000 to \$49,999	652	7.1%	592	6.1%	526	5.2%
↓ \$25,000 to \$34,999	486	5.3%	394	4.1%	363	3.6%
↓ \$15,000 to \$24,999	359	3.9%	333	3.4%	314	3.1%
Under \$15,000	457	5.0%	554	5.7%	505	5.0%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	894	4.3%	888	4.1%	920	4.0%
Required Formal Schooling (5-17)	2,414	11.6%	2,562	11.7%	2,639	11.5%
↓ College Years, Career Starts (18-24)	1,502	7.2%	1,477	6.7%	1,536	6.7%
Singles and Young Families (25-34)	2,430	11.7%	2,622	12.0%	2,436	10.7%
↓ Families, Empty Nesters (35-54)	5,319	25.5%	5,269	24.0%	5,432	23.8%
↓ Enrichment Years Singles/Couples (55-64)	3,613	17.3%	3,675	16.8%	3,621	15.8%
▲ Retirement Opportunities (65+)	4,449	21.3%	5,418	24.7%	6,286	27.5%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	894	4.3%	888	4.1%	920	4.0%
↓ 5 to 9 years	946	4.5%	944	4.3%	952	4.2%
10 to 14 years	924	4.4%	997	4.6%	1,011	4.4%
▲ 15 to 17 years	544	2.6%	621	2.8%	676	3.0%
▲ 18 to 20 years	504	2.4%	605	2.8%	647	2.8%
↓ 21 to 24 years	998	4.8%	872	4.0%	889	3.9%
↓ 25 to 29 years	1,325	6.4%	1,144	5.2%	1,093	4.8%
30 to 34 years	1,105	5.3%	1,478	6.7%	1,343	5.9%
▲ 35 to 39 years	1,076	5.2%	1,314	6.0%	1,471	6.4%
40 to 44 years	1,273	6.1%	1,171	5.3%	1,316	5.8%
↓ 45 to 49 years	1,438	6.9%	1,335	6.1%	1,195	5.2%
↓ 50 to 54 years	1,532	7.3%	1,449	6.6%	1,450	6.3%
↓ 55 to 59 years	1,701	8.2%	1,752	8.0%	1,710	7.5%
↓ 60 to 64 years	1,912	9.2%	1,923	8.8%	1,911	8.4%
65 to 69 years	1,538	7.4%	1,786	8.2%	1,819	8.0%
▲ 70 to 74 years	1,031	4.9%	1,501	6.9%	2,100	9.2%
▲ 75 to 84 years	1,268	6.1%	1,463	6.7%	1,682	7.4%
85 or more years	612	2.9%	668	3.0%	685	3.0%

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	19,083			
Single (Never Married)	6,001	31.4%	32.9%	96
Married	10,486	54.9%	50.2%	110
Divorced/Widowed	2,597	13.6%	16.9%	80
Marital Status Females 15 and Older (2016)	9,902			
Single (Never Married)	2,802	28.3%	29.8%	95
Married	5,209	52.6%	48.8%	108
Divorced/Widowed	1,891	19.1%	21.4%	89
Marital Status Males 15 and Older (2016)	9,181			
Single (Never Married)	3,199	34.8%	36.2%	96
Married	5,276	57.5%	51.6%	111
↓ Divorced/Widowed	706	7.7%	12.3%	63
FAMILY STRUCTURE				
Households By Type (2016)	9,674			
Married Couple	4,807	49.7%	48.5%	102
↓ Other Family - Male Head of Household	229	2.4%	4.9%	48
↓ Other Family - Female Head of Household	563	5.8%	13.0%	45
Non Family - Male Head of Household	1,766	18.3%	15.8%	115
▲ Non Family - Female Head of Household	2,309	23.9%	17.7%	135
Households With Children 0 to 18 (2016)	2,145			
▲ Married Couple Family	1,738	81.0%	65.2%	124
↓ Other Family - Male Head of Household	124	5.8%	8.5%	68
↓ Other Family - Female Head of Household	267	12.4%	25.3%	49
↓ Non Family	16	0.7%	1.0%	77
Population By Household Type (2016)	21,911			
↓ Group Quarters	93	0.4%	2.5%	17

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	93			
↓ Correctional Facilities	0	0.0%	30.0%	0
▲ College Dorms	41	44.1%	31.9%	138
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
▲ Other	52	55.9%	15.2%	368
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	21,911			
▲ White (Non-Hispanic)	16,680	76.1%	61.3%	124
↓ African-American (Non-Hisp)	372	1.7%	12.3%	14
↓ Hispanic/Latino	1,184	5.4%	17.8%	30
↓ Native American (Non-Hisp)	24	0.1%	0.7%	15
▲ Asian (Non-Hisp)	2,441	11.1%	5.3%	211
↓ Hawaiian & Pacific Islander (Non-Hisp)	28	0.1%	0.2%	76
▲ Other Races & Multiple Races (Non-Hisp)	1,183	5.4%	2.4%	226
Asian Population By Race (2016)	2,464			
▲ Chinese	991	40.2%	22.3%	180
▲ Japanese	418	17.0%	5.0%	338
Indian	465	18.9%	19.5%	97
↓ Korean	183	7.4%	9.6%	77
↓ Vietnamese	37	1.5%	11.0%	14
↓ Other Asian Races	370	15.0%	32.5%	46
Hispanic/Latino Population By Race (2016)	1,184			
▲ White	784	66.2%	53.0%	125
↓ African-American	23	1.9%	2.5%	78
▲ Native American	20	1.7%	1.4%	123
▲ Asian	23	1.9%	0.4%	464
↓ Other Races & Multiple Races	334	28.2%	42.7%	66
Hispanic/Latino Population By Origin (2016)	1,184			
↓ Mexican	568	48.0%	62.4%	77
↓ Puerto Rican	50	4.2%	9.5%	45
↓ Cuban	32	2.7%	3.5%	76
▲ Other Hispanic Origin	533	45.0%	24.6%	183

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	5,331			
↓ Pre-Primary (Public)	72	1.4%	3.4%	39
▲ Pre-Primary (Private)	361	6.8%	2.6%	258
↓ Elementary/High School (Public)	1,601	30.0%	58.9%	51
▲ Elementary/High School (Private)	833	15.6%	6.6%	236
▲ Enrolled in College	2,464	46.2%	28.4%	163
Population By Education Completed (Age 25 and over) (2016)	16,984			
↓ Elementary (Less than 9 years)	48	0.3%	5.8%	5
↓ Some High School (9 to 11 years)	131	0.8%	7.8%	10
↓ High School Graduate (12 years)	677	4.0%	27.9%	14
↓ Some College (13 to 15 years)	1,466	8.6%	21.2%	41
↓ Associate Degree	478	2.8%	8.0%	35
▲ Bachelor's Degree	5,178	30.5%	18.3%	166
▲ Graduate Degree	9,007	53.0%	11.0%	480
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	11,391			
▲ TOTAL WHITE COLLAR	10,018	87.9%	61.5%	143
▲ Executive and Managerial	1,953	17.1%	9.7%	176
▲ Professional Specialty	4,332	38.0%	16.6%	229
▲ Technical Support	2,420	21.2%	8.3%	257
↓ Sales	642	5.6%	10.9%	52
↓ Administrative Support & Clerical	671	5.9%	16.0%	37
↓ TOTAL BLUE COLLAR	1,373	12.1%	38.5%	31
↓ Service: Private Households	265	2.3%	3.7%	63
↓ Service: Protective	48	0.4%	2.2%	19
↓ Service: Other	510	4.5%	7.5%	60
↓ Farming, Forestry & Fishing	46	0.4%	0.7%	56
↓ Precision Production and Craft	211	1.9%	11.0%	17
↓ Operators and Assemblers	122	1.1%	3.2%	33
↓ Transportation and Material Moving	130	1.1%	6.2%	19
↓ Laborers	41	0.4%	4.0%	9

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average				
↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	18,877			
Employed	11,437	60.6%	58.1%	104
↓ Unemployed	597	3.2%	5.6%	56
Not in Labor Force	6,843	36.3%	36.3%	100
Total Female Pop. By Work Status (Age 20 to 64) (2013)	6,613			
TOTAL WORKING	4,745	71.8%	66.8%	107
With No Own Children	3,322	50.2%	42.2%	119
▲ With Own Children Age 0 to 5 only	443	6.7%	5.5%	123
With Own Children Age 6 to 17 only	866	13.1%	14.8%	88
↓ With Own Children Both Age 0 to 5 and 6 to 17	114	1.7%	4.3%	40
↓ TOTAL NOT WORKING (UNEMPLOYED)	222	3.4%	6.2%	54
↓ With No Own Children	167	2.5%	3.8%	67
↓ With Own Children Age 0 to 5 only	12	0.2%	0.7%	28
↓ With Own Children Age 6 to 17 only	38	0.6%	1.3%	46
↓ With Own Children Both Age 0 to 5 and 6 to 17	5	0.1%	0.5%	14
TOTAL NOT IN THE LABOR FORCE	1,645	24.9%	27.0%	92
With No Own Children	1,163	17.6%	17.1%	103
↓ With Own Children Age 0 to 5 only	130	2.0%	2.6%	76
With Own Children Age 6 to 17 only	254	3.8%	4.6%	83
↓ With Own Children Both Age 0 to 5 and 6 to 17	98	1.5%	2.6%	56
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	9,674			
Above Poverty Line (Households with Children)	5,481	71.2%	59.6%	120
Above Poverty Line (Households without Children)	2,008	26.1%	26.5%	98
↓ Below Poverty Line (Households with Children)	119	1.5%	7.9%	20
↓ Below Poverty Line (Households without Children)	85	1.1%	6.0%	18
Households By Presence of Retirement Income (2013)	9,203			
▲ With Retirement Income	2,272	24.7%	17.6%	141
Without Retirement Income	6,963	75.7%	81.5%	93

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen 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)	9,674			
Owner Occupied	6,924	71.6%	65.0%	110
Renter Occupied	2,750	28.4%	35.0%	81
▲ Median Rent (2013)	\$1,432		\$904	158
Structures By Number of Units (2016)	10,248			
Single Unit	7,827	76.4%	67.3%	113
▲ 3 to 4 Units	1,208	11.8%	8.1%	145
5 to 19 Units	801	7.8%	9.3%	84
20 to 49 Units	356	3.5%	3.6%	96
↓ 50 or more Units	40	0.4%	5.1%	8
↓ Mobile Home	16	0.2%	6.4%	2
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	3.25		2.57	126
Owner-Occupied Property Values (2016)	6,924			
↓ Under \$40,000	16	0.2%	7.2%	3
↓ \$40,000 to \$59,999	1	0.0%	3.7%	0
↓ \$60,000 to \$79,999	8	0.1%	5.1%	2
↓ \$80,000 to \$99,999	7	0.1%	6.5%	2
↓ \$100,000 to 149,999	24	0.3%	15.1%	2
↓ \$150,000 to \$199,999	25	0.4%	14.6%	2
↓ \$200,000 to \$299,999	25	0.4%	18.1%	2
↓ \$300,000 to \$499,999	139	2.0%	16.9%	12
▲ \$500,000 to \$999,999	2,917	42.1%	9.7%	434
▲ \$1,000,000 and over	3,760	54.3%	3.0%	1,794
▲ Median Property Value	\$985,636		\$192,432	512

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	10,248			
2010 and later	497	4.8%	5.5%	88
↓ 2000 to 2009	151	1.5%	14.6%	10
↓ 1990 to 1999	268	2.6%	13.4%	20
↓ 1980 to 1989	306	3.0%	13.2%	23
↓ 1970 to 1979	432	4.2%	15.0%	28
↓ 1960 to 1969	775	7.6%	10.4%	73
▲ 1950 to 1959	1,287	12.6%	10.3%	122
▲ 1949 or earlier	6,532	63.7%	17.7%	360
Households By Number of Persons (2016)	9,674			
1 Person Household	2,791	28.9%	27.3%	106
▲ 2 Person Household	3,797	39.2%	32.3%	122
3 Person Household	1,535	15.9%	16.2%	98
4 Person Household	1,117	11.5%	13.1%	88
↓ 5 Person Household	319	3.3%	6.5%	51
↓ 6 Person Household	79	0.8%	2.8%	30
↓ 7 or more Person Household	34	0.4%	1.9%	18
Average Persons Per Household	2.3		2.6	87
Households By Heating Type (2013)	9,235			
▲ Utility and Other Gas	8,201	88.8%	54.0%	164
↓ Electric	876	9.5%	36.1%	26
↓ Oil	23	0.2%	6.1%	4
↓ Coal and Wood	33	0.4%	2.2%	16
▲ Solar/Other Fuel	69	0.7%	0.5%	151
↓ No Fuel Used	32	0.3%	0.9%	37

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average				
↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
TRANSPORTATION				
Households By Number of Vehicles (2016)	9,674			
No Vehicles	786	8.1%	9.0%	90
1 Vehicle	3,327	34.4%	33.7%	102
2 Vehicle	4,036	41.7%	37.5%	111
↓ 3 or more Vehicles	1,524	15.8%	19.8%	80
Workers By Travel Time to Work (2016)	9,609			
Less than 15 minutes	2,222	23.1%	27.3%	85
15 to 29 minutes	3,040	31.6%	36.5%	87
30 to 44 minutes	2,087	21.7%	20.2%	108
▲ 45 to 59 minutes	1,236	12.9%	7.7%	166
▲ 60 or more minutes	1,025	10.7%	8.3%	129
Average Travel Time to Work (minutes)	32.2		28.2	114
Workers By Type of Transportation to Work (2016)	10,423			
↓ Drive Alone	4,947	47.5%	76.9%	62
Car Pool	831	8.0%	9.6%	83
▲ Public Transportation	2,059	19.8%	5.1%	386
▲ Walk to Work	812	7.8%	2.8%	277
▲ Other Means	242	2.3%	1.2%	187
▲ Work at Home	1,533	14.7%	4.4%	335

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	7,162	74.0%	15.1%	490
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,471	25.5%	14.7%	174
4	Rural Families (27, 26, 29, 33, 35 and 38)	17	0.2%	13.1%	1
5	Senior Life (7, 20, 21, 22, 30 and 31)	10	0.1%	6.9%	1
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	9	0.1%	31.4%	0
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1	0.0%	18.4%	0

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.		
1	Traditional Affluent Families	4,371	45.2%	3.5%	1298
4	Educated Mid-Life Families	2,380	24.6%	3.4%	721
8	Rising Potential Professionals	1,188	12.3%	2.3%	525
12	Educated New Starters	886	9.2%	2.9%	312
14	Secure Mid-Life Families	387	4.0%	0.7%	610
37	Rising Multi-Ethnic Urbanites	309	3.2%	0.6%	568
47	University Life	85	0.9%	0.8%	117
3	Mid-Life Prosperity	24	0.2%	1.5%	16
27	Country Family Diversity	17	0.2%	0.3%	52
28	Building Country Families	8	0.1%	2.8%	3
21	Mature and Stable	5	0.1%	0.6%	9
7	Prosperous and Mature	4	0.0%	0.5%	8
15	Reliable Young Starters	1	0.0%	4.3%	0
25	Working Country Consumers	1	0.0%	4.1%	0
45	Struggling Urban Diversity	1	0.0%	2.5%	0
30	Urban Senior Life	1	0.0%	0.8%	1
34	College and Career Starters	1	0.0%	0.6%	2
49	Exception Households	1	0.0%	0.2%	4
19	Educated and Promising	1	0.0%	0.1%	13
38	Rural Working Families	0	0.0%	8.8%	0

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	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
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
20	Cautious and Mature	0	0.0%	2.6%	0
46	Struggling Black Households	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
29	Working Country Families	0	0.0%	1.0%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
31	Mature Country Families	0	0.0%	0.5%	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
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		9,671	100.0%	100.0%	100

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

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

FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.1%	35.4%	76
↓ Somewhat Involved with Their Faith	23.8%	29.9%	80
▲ Not Involved with Their Faith	50.0%	34.7%	144

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.2%	22.1%	73
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	19.8%	23.7%	83

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	118
↓ Baptist	5.8%	16.1%	36
Catholic	21.8%	23.7%	92
Congregational	1.9%	2.0%	98
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.4%	0.4%	327
▲ Episcopal	3.4%	2.9%	117
↓ Holiness	0.2%	0.8%	19
↓ Jehovah's Witnesses	0.8%	1.1%	78
▲ Judaism	6.7%	3.2%	214
↓ Lutheran	5.9%	7.2%	81
↓ Methodist	4.9%	10.1%	48
▲ Mormon	2.6%	1.8%	150
▲ New Age	1.0%	0.6%	182
▲ Non-Denominational / Independent	9.7%	6.9%	139
↓ Orthodox	0.3%	0.3%	87
↓ Pentecostal	1.9%	2.4%	77
▲ Presbyterian / Reformed	5.9%	4.6%	129
▲ Unitarian / Universalist	1.1%	0.7%	150
▲ Interested but No Preference	5.2%	3.9%	135
▲ Not Interested and No Preference	18.9%	11.1%	171

Likely to Have Changed Their Preference in the Last 10 Years	17.1%	16.8%	102
--	-------	-------	-----

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.0%	4.0%	100
Lets them do what they want and is supportive	10.8%	11.7%	92
▲ Lets them do what they want and stays out of the way	5.8%	4.8%	121
Works with them on deciding what to do and helps them do it	79.4%	79.6%	100

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			
PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	44.4%	43.5%	102
↓ Finding/Providing Health Insurance	21.8%	29.0%	75
↓ Day-to-Day Financial Worries	21.2%	31.6%	67
Finding Employment Opportunities	13.0%	14.4%	90
↓ Finding Affordable Housing	9.7%	11.3%	86
↓ Providing Adequate Food	4.2%	8.6%	49
Finding Child Care	5.9%	6.3%	95
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.2%	16.7%	85
↓ Dealing With Teen / Child Problems	15.3%	20.7%	74
▲ Finding/Providing Aging Parent Care	18.6%	15.5%	120
↓ Dealing With Abusive Relationships	8.6%	11.4%	75
↓ Dealing With Divorce	2.5%	4.5%	55
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.1%	27.0%	104
Finding/Providing Good Schools	23.7%	23.5%	101
Dealing with Problems in Schools	13.8%	13.6%	102
▲ Dealing With Racial / Ethnic Prejudice	16.5%	13.1%	126
▲ Dealing With Neighborhood Gangs	9.6%	8.5%	113
▲ Dealing with Social Injustice	18.0%	11.3%	159
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.0%	50.6%	115
▲ Finding Time for Recreation / Leisure	32.4%	25.3%	128
Finding Better Quality Healthcare	23.3%	23.9%	97
▲ Finding A Satisfying Job / Career	21.6%	19.3%	112
Finding Retirement Opportunities	18.4%	18.9%	97
Achieving A Fulfilling Marriage	24.0%	22.3%	107
Developing Parenting Skills	14.3%	14.7%	97
▲ Achieving Educational Objectives	8.3%	7.5%	111
SPIRITUAL / PERSONAL:			
Dealing With Stress	30.8%	29.8%	103
▲ Finding Companionship	20.0%	17.3%	116
↓ Finding A Good Church	8.3%	15.2%	54
↓ Finding Spiritual Teaching	8.1%	12.9%	62
▲ Finding Life Direction	17.2%	14.0%	123

Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

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

KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	76.5%	84.5%	91
↓ “God is actively involved in the world including nations and their governments”	47.9%	63.8%	75

SOCIETY:

“It is important to preserve the traditional American family structure”	88.5%	91.5%	97
“A healthy environment has become a national crisis”	82.5%	82.8%	100
“Public education is essential to the future of American society”	95.4%	94.0%	101

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	45.3%	50.1%	90
“The role of Churches / Synagogues is to help form and support moral values”	79.0%	81.1%	97
“Churches and religious organizations should provide more human services”	61.9%	62.6%	99

RACIAL / ETHNIC CHANGE:

▲ “The United States must open its doors to all people groups”	40.7%	36.3%	112
“The changing racial / ethnic face of America is a threat to our national heritage”	34.0%	36.3%	94

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	66.6%	59.8%	111
▲ More than \$500 per year	38.8%	31.2%	124
▲ More than \$1,000 per year	24.1%	17.4%	139

TO CHARITIES:

▲ More than \$100 per year	52.4%	33.7%	155
▲ More than \$500 per year	20.1%	6.8%	296
▲ More than \$1,000 per year	8.0%	2.3%	348

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	35.8%	16.1%	222
▲ More than \$500 per year	11.9%	4.3%	277
▲ More than \$1,000 per year	7.5%	2.2%	341

Ministry Area Profile 2016
Compass
REPORT

Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

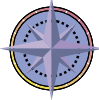


Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon

Table of Contents

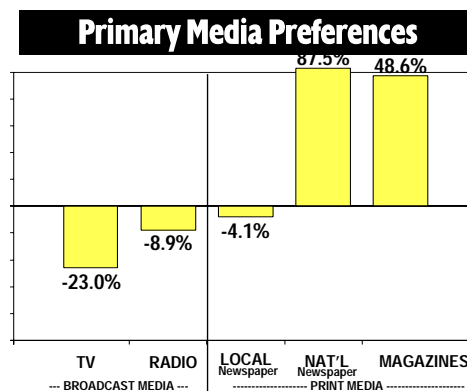
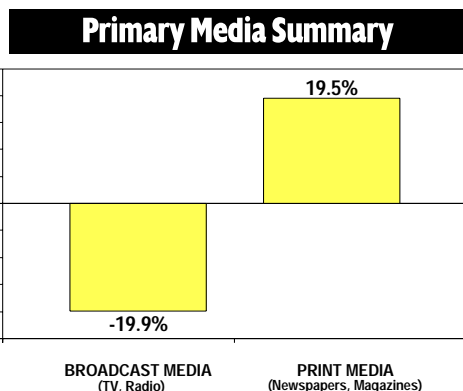
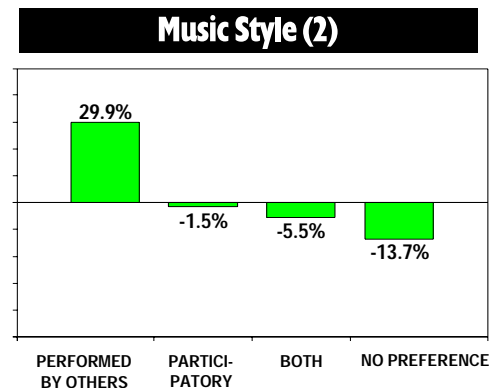
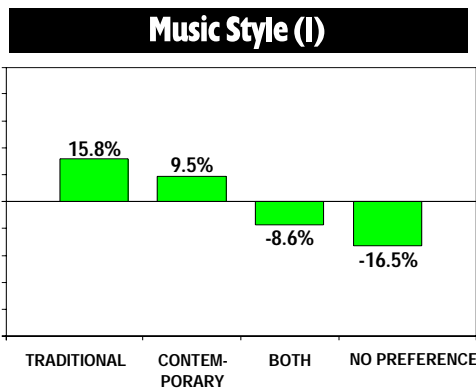
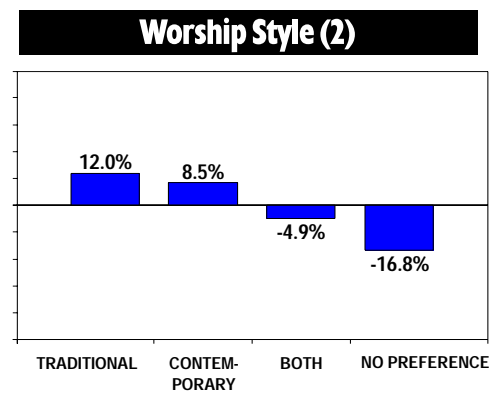
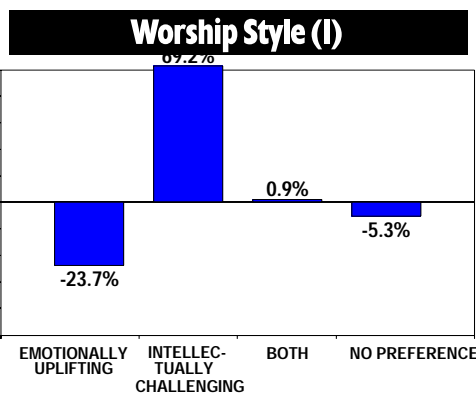
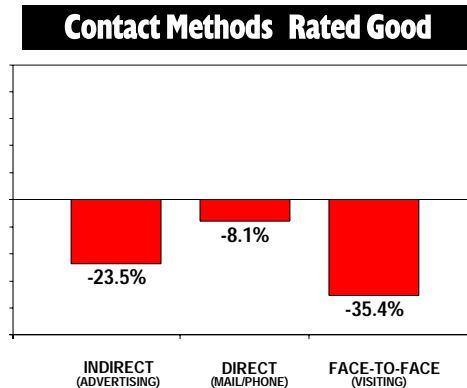
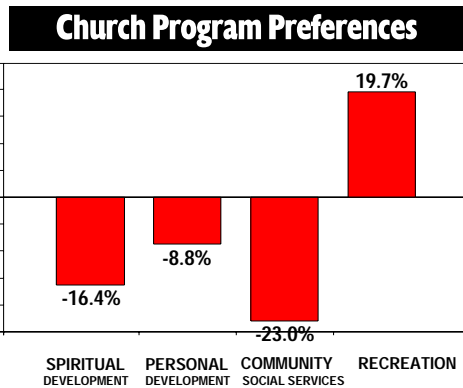
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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



Date: 6/20/2016

Prepared For:
Saint Mary Magdalen Parish

Study Area Definition:
Custom Polygon





Date: 6/20/2016

Prepared For:
 Saint Mary Magdalen Parish

Study Area Definition:
 Custom Polygon

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

CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	27.2%	41.1%	66
▲ Adult Theological Discussion Groups	25.0%	22.5%	111
Spiritual Retreats	10.7%	11.6%	92

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.3%	15.2%	94
↓ Parent Training Programs	6.8%	7.8%	87
Twelve Step Programs	3.6%	3.5%	106
↓ Divorce Recovery	1.6%	2.4%	68

COMMUNITY/SOCIAL SERVICES:

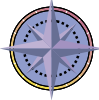
↓ Personal or Family Counseling	16.6%	22.5%	74
↓ Care for the Terminally Ill	12.7%	15.7%	81
↓ Food and Clothing Resources	6.4%	11.1%	58
Day Care Services	5.6%	6.1%	92
Church Sponsored Day-School	5.8%	5.7%	101

RECREATION:

Youth Social Programs	31.0%	29.7%	104
Family Activities and Outings	31.9%	32.8%	97
▲ Active Retirement Programs	31.2%	26.8%	116
▲ Cultural Programs (Music, Drama, Art)	33.1%	18.9%	175
▲ Sports or Camping	9.9%	6.3%	156

SUMMARY

↓ Spiritual Development Index	84
Personal Development Index	91
↓ Community/Social Services Index	77
▲ Recreation Index	120



Date: 6/20/2016

Prepared For:
 Saint Mary Magdalen Parish

Study Area Definition:
 Custom Polygon

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

WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	20.1%	26.4%	76
▲ B. Intellectually Challenging	18.8%	11.1%	169
C. Both A and B	39.5%	39.2%	101
D. No Preference or Not Interested	22.1%	23.4%	95

PART 2:

▲ A. Traditional/Formal/Ceremonial	22.7%	20.2%	112
B. Contemporary/Informal	28.6%	26.3%	109
C. Both A and B	25.2%	26.5%	95
↓ D. No Preference or Not Interested	22.4%	26.9%	83

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	28.3%	24.4%	116
B. Contemporary	21.6%	19.7%	110
C. Both A and B	28.4%	31.1%	91
↓ D. No Preference or Not Interested	20.7%	24.8%	84

PART 2:

▲ A. Performed by Others	24.3%	18.7%	130
B. Participatory	22.6%	22.9%	98
C. Both A and B	30.4%	32.2%	94
↓ D. No Preference or Not Interested	22.6%	26.2%	86



Date: 6/20/2016

Prepared For:
 Saint Mary Magdalen Parish

Study Area Definition:
 Custom Polygon

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

MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	27.0%	22.0%	123
B. Personal Spiritual Development	15.1%	14.3%	105
C. Both A and B	34.2%	37.4%	91
D. No Preference or Not Interested	23.6%	26.3%	90

PART 2:

A. Global Mission	5.9%	6.2%	95
B. Local Mission	35.8%	33.3%	107
C. Both A and B	29.4%	30.1%	98
D. No Preference or Not Interested	28.4%	30.4%	93

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	27.4%	26.6%	103
▲ B. Contemporary	19.5%	15.9%	122
C. Both A and B	29.5%	32.3%	91
D. No Preference or Not Interested	23.0%	25.1%	92

PART 2:

A. Somber/Serious	8.6%	9.4%	92
▲ B. Light and Airy	39.0%	34.7%	113
C. Both A and B	27.2%	27.7%	98
↓ D. No Preference or Not Interested	24.9%	28.2%	88



Date: 6/20/2016

Prepared For:
 Saint Mary Magdalen 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	36.4%	47.3%	77
Radio	12.2%	13.3%	91

PRINT MEDIA:

Local Newspaper	38.2%	36.1%	106
▲ National Newspaper	8.1%	4.3%	188
▲ Magazines	4.9%	2.4%	203

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

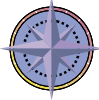
Television	29.5%	31.9%	92
Radio	21.5%	23.8%	90

PRINT MEDIA:

Local Newspaper	31.4%	32.7%	96
▲ National Newspaper	7.9%	5.8%	137
▲ Magazines	10.5%	7.0%	149

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	86
▲ Overall Print Media Index	114



Date: 6/20/2016

Prepared For:
 Saint Mary Magdalen 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:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	26.5%	36.2%	73
↓ Putting Ad in Local Newspaper	28.3%	33.8%	84
↓ Local Cable Channels	22.1%	30.4%	73
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.5%	53.7%	94
↓ Calling and Offering to Send Information By Mail	26.4%	29.5%	89
↓ Calling and Discussing on the Phone	10.7%	12.0%	89
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.3%	20.1%	66
↓ Going Door to Door	8.7%	14.0%	62

CHURCH CONTACT METHODS RATED POOR

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
▲ Local Radio Announcements or Advertisements	27.5%	19.6%	141
▲ Putting Ad in Local Newspaper	32.4%	21.5%	151
▲ Local Cable Channels	39.3%	30.7%	128
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	15.6%	13.3%	117
▲ Calling and Offering to Send Information By Mail	39.8%	34.0%	117
Calling and Discussing on the Phone	66.8%	60.6%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.4%	49.6%	122
▲ Going Door to Door	72.3%	64.0%	113

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	77
Direct Methods Index	92
↓ Face-to-Face Methods Index	65

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	138
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	117