

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

Saint Mary Walnut Creek Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Mary Walnut Creek Parish

**Study Area Definition:**  
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## Table of Contents

<b>INTERVIEW</b>	<b>1</b>
<b>SNAPSHOT</b>	<b>2</b>
<b>FINGERPRINT</b>	<b>3</b>
<b>TRENDS</b>	<b>4</b>
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
<b>CENSUS</b>	<b>6</b>
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
<b>U.S. LIFESTYLES</b>	<b>13</b>
<b>ETHOS</b>	<b>15</b>
FAITH INVOLVEMENT .....	15
RELIGIOUS PREFERENCE .....	15
LEADERSHIP PREFERENCE .....	15
PRIMARY CONCERNS .....	16
KEY VALUES .....	17
HOUSEHOLD CONTRIBUTIONS .....	17

Date: 6/20/2016

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Study Area Definition:  
Custom Polygon

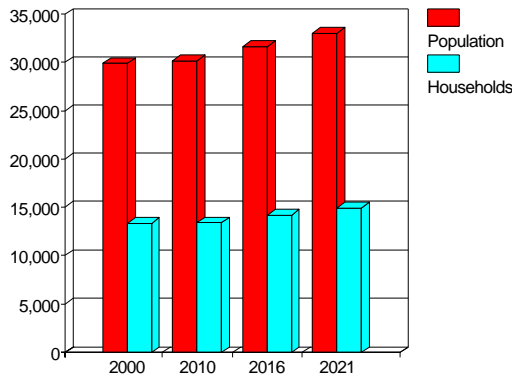
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 31,604 persons residing in the defined study area. This represents an increase of 1,715 or 5.7% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 4.4% or 1,384 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 17 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated New Starters* representing 38.0% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**  
**A** Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 71.3% of the population and all other racial/ethnic groups make up only 28.7% which is somewhat below the national average of 39%. The largest of these groups, *Asians*, accounts for 11.5% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 17.0% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**  
**A** The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 9,206 persons or 29.1% of the total population in the area. *Builders* (age 92 and up) make up 0.6% of the population which compared to a national average of 0.4% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**  
**A** The area can be described as *somewhat 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 *somewhat high*. While 97.0% 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 61.5% 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, Neighborhood Gangs, Finding Life Direction, Time for Recreation/Leisure, Finding Companionship* and *Satisfying Job/Career*. (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 \$129,349 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very high*. (see page 4 and 17)

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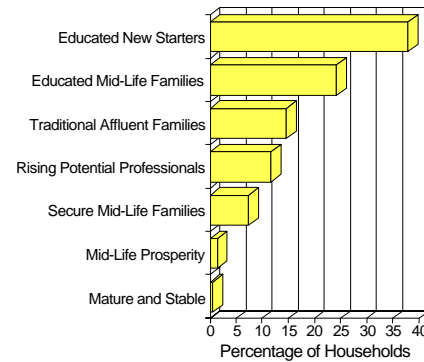
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### Population and Households

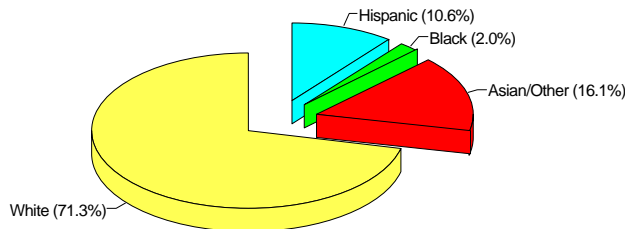


### Primary U.S. Lifestyles Segments-2016

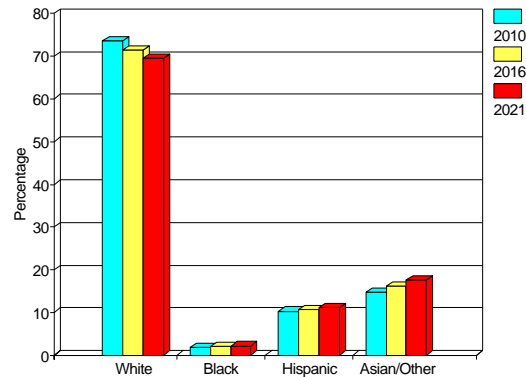


The population in the study area has increased by 1463 persons, or 4.9% since 2010 and is projected to increase by 1384 persons, or 4.4% between 2016 and 2021. The number of households has increased by 753, or 5.6% since 2010 and is projected to increase by 696, or 4.9% between 2016 and 2021.

### Population By Race/Ethnicity-2016

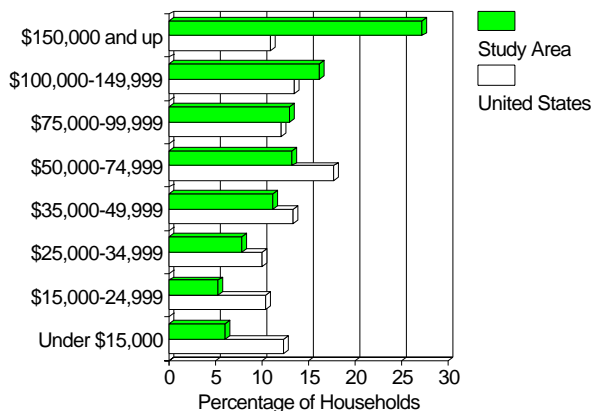


### Population By Race/Ethnicity Trend

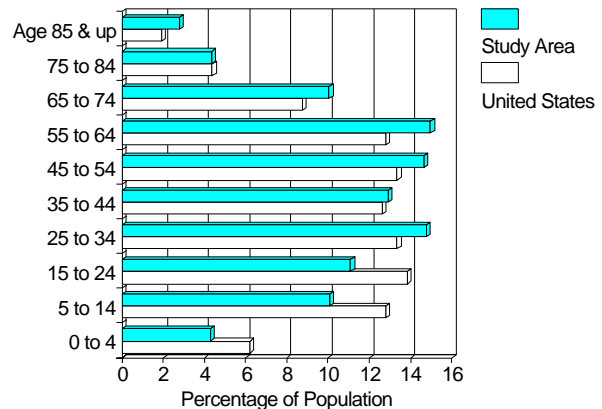


Between 2016 and 2021, the White population is projected to increase by 359 persons and to decrease from 71.3% to 69.4% of the total population. The Black population is projected to increase by 82 persons and to increase from 2.0% to 2.1% of the total. The Hispanic/Latino population is projected to increase by 266 persons and to increase from 10.6% to 11.0% of the total. The Asian/Other population is projected to increase by 677 persons and to increase from 16.1% to 17.4% of the total population.

### Households By Income-2016



### Population by Age-2016

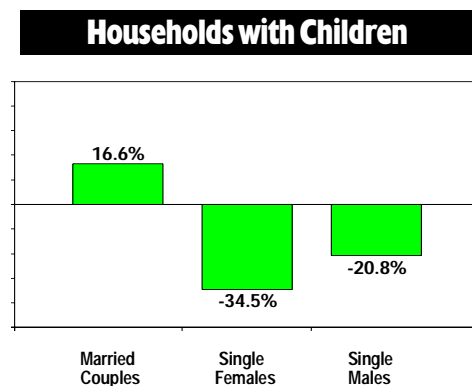
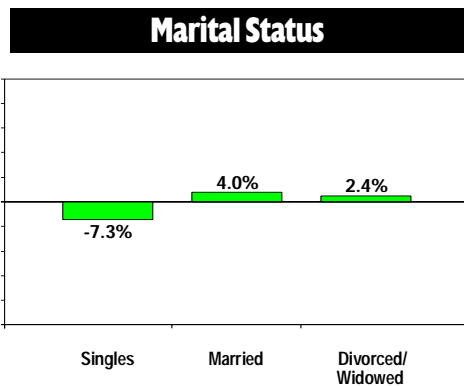
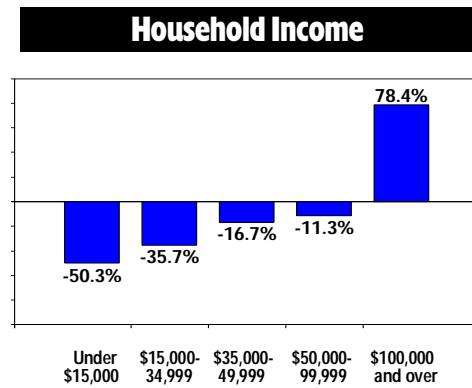
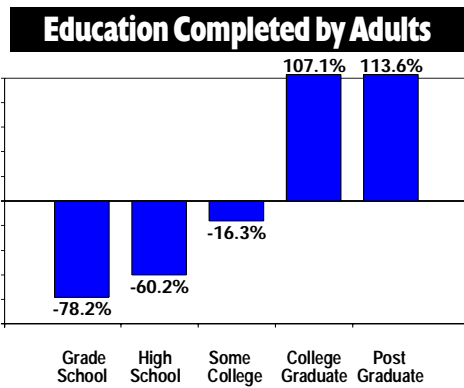
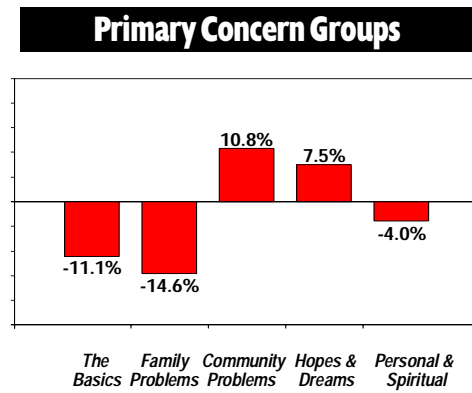
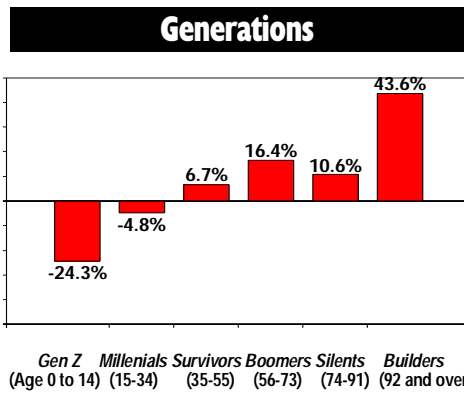
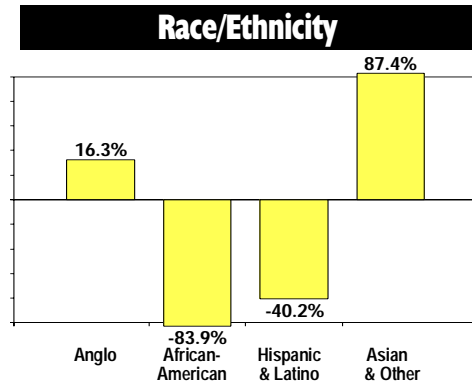
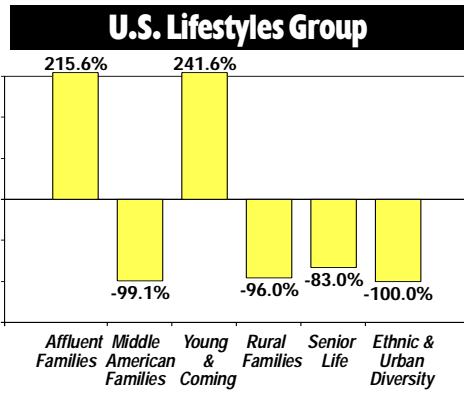


The average household income in the study area is \$129349 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.2 and is projected to increase to 43.3 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	29,889	30,141	31,604	32,988
Population Change		252	1,463	1,384
Percentage Change		0.8%	4.9%	4.4%
▲ <b>Average Annual Growth Rate</b>		0.1%	0.8%	0.9%
▲ <b>Density (Pop. per square mile)</b>	3,605	3,636	3,812	3,979
HOUSEHOLDS				
▲ <b>Households</b>	13,321	13,430	14,183	14,879
Household Change		109	753	696
Percentage Change		0.8%	5.6%	4.9%
▲ <b>Average Annual Growth Rate</b>		0.1%	0.9%	1.0%
Persons Per Household	2.22	2.22	2.21	2.20

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	22,131	73.4%	22,538	71.3%	22,897	69.4%
▲ African-American (Non-Hisp)	524	1.7%	626	2.0%	708	2.1%
▲ Hispanic/Latino	3,085	10.2%	3,363	10.6%	3,629	11.0%
▲ Asian/Other (Non-Hisp)	4,401	14.6%	5,077	16.1%	5,754	17.4%

POPULATION BY GENDER						
Female	15,326	50.8%	16,052	50.8%	16,755	50.8%
Male	14,815	49.2%	15,551	49.2%	16,232	49.2%

POPULATION BY GENERATION						
▲ <b>Generation Z</b> (Born 2002 and later)	2,691	8.9%	4,546	14.4%	6,248	18.9%
▲ <b>Millennials</b> (Born 1982 to 2001)	7,331	24.3%	8,176	25.9%	8,747	26.5%
↓ Survivors (Born 1961 to 1981)	9,024	29.9%	9,207	29.1%	9,446	28.6%
↓ Boomers (Born 1943 to 1960)	7,507	24.9%	7,167	22.7%	6,707	20.3%
↓ Silents (Born 1925 to 1942)	2,853	9.5%	2,332	7.4%	1,832	5.6%
↓ Builders (Born 1924 and earlier)	754	2.5%	177	0.6%	8	0.0%

AGE			
▲ <b>Average Age</b>	41.1	42.2	43.3
▲ <b>Median Age</b>	41.8	43.6	45.1

INCOME			
▲ <b>Average Household Income</b>	\$115,716	\$129,349	\$139,846
▲ <b>Median Household Income</b>	\$93,644	\$95,178	\$104,710
▲ <b>Per Capita Income</b>	\$51,560	\$58,048	\$63,076

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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	3,350	24.9%	3,852	27.2%	4,527	30.4%
\$100,000 to \$149,999	2,349	17.5%	2,295	16.2%	2,416	16.2%
↓ \$75,000 to \$99,999	1,826	13.6%	1,848	13.0%	1,853	12.5%
↓ \$50,000 to \$74,999	2,135	15.9%	1,878	13.2%	1,931	13.0%
\$35,000 to \$49,999	1,321	9.8%	1,583	11.2%	1,544	10.4%
↓ \$25,000 to \$34,999	1,108	8.2%	1,118	7.9%	1,103	7.4%
\$15,000 to \$24,999	673	5.0%	742	5.2%	687	4.6%
Under \$15,000	668	5.0%	867	6.1%	818	5.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,422	4.7%	1,355	4.3%	1,401	4.2%
↓ Required Formal Schooling (5-17)	4,455	14.8%	4,299	13.6%	4,140	12.6%
▲ College Years, Career Starts (18-24)	2,140	7.1%	2,399	7.6%	2,558	7.8%
↓ Singles and Young Families (25-34)	4,540	15.1%	4,669	14.8%	4,734	14.4%
↓ Families, Empty Nesters (35-54)	8,965	29.7%	8,713	27.6%	8,637	26.2%
▲ Enrichment Years Singles/Couples (55-64)	4,228	14.0%	4,735	15.0%	5,038	15.3%
▲ Retirement Opportunities (65+)	4,411	14.6%	5,435	17.2%	6,480	19.6%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,422	4.7%	1,355	4.3%	1,401	4.2%
↓ 5 to 9 years	1,586	5.3%	1,503	4.8%	1,426	4.3%
↓ 10 to 14 years	1,737	5.8%	1,688	5.3%	1,602	4.9%
↓ 15 to 17 years	1,132	3.8%	1,108	3.5%	1,112	3.4%
18 to 20 years	741	2.5%	1,015	3.2%	1,055	3.2%
21 to 24 years	1,399	4.6%	1,384	4.4%	1,503	4.6%
25 to 29 years	2,506	8.3%	1,683	5.3%	2,404	7.3%
30 to 34 years	2,034	6.7%	2,986	9.4%	2,330	7.1%
35 to 39 years	1,968	6.5%	2,150	6.8%	2,162	6.6%
↓ 40 to 44 years	2,138	7.1%	1,934	6.1%	1,969	6.0%
↓ 45 to 49 years	2,383	7.9%	2,196	6.9%	2,107	6.4%
↓ 50 to 54 years	2,476	8.2%	2,433	7.7%	2,399	7.3%
55 to 59 years	2,194	7.3%	2,471	7.8%	2,454	7.4%
▲ 60 to 64 years	2,034	6.7%	2,264	7.2%	2,584	7.8%
▲ 65 to 69 years	1,339	4.4%	1,918	6.1%	2,028	6.1%
▲ 70 to 74 years	895	3.0%	1,260	4.0%	1,932	5.9%
75 to 84 years	1,339	4.4%	1,372	4.3%	1,699	5.2%
85 or more years	838	2.8%	885	2.8%	821	2.5%

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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		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	27,058			
Single (Never Married)	8,252	30.5%	32.9%	93
Married	14,115	52.2%	50.2%	104
Divorced/Widowed	4,691	17.3%	16.9%	102
<b>Marital Status Females 15 and Older (2016)</b>	13,802			
Single (Never Married)	3,951	28.6%	29.8%	96
Married	6,646	48.2%	48.8%	99
Divorced/Widowed	3,205	23.2%	21.4%	109
<b>Marital Status Males 15 and Older (2016)</b>	13,256			
Single (Never Married)	4,301	32.4%	36.2%	90
Married	7,469	56.3%	51.6%	109
Divorced/Widowed	1,486	11.2%	12.3%	91
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	14,183			
Married Couple	6,385	45.0%	48.5%	93
↓ Other Family - Male Head of Household	485	3.4%	4.9%	69
↓ Other Family - Female Head of Household	1,080	7.6%	13.0%	59
▲ Non Family - Male Head of Household	<b>2,911</b>	<b>20.5%</b>	<b>15.8%</b>	<b>130</b>
▲ Non Family - Female Head of Household	<b>3,322</b>	<b>23.4%</b>	<b>17.7%</b>	<b>132</b>
<b>Households With Children 0 to 18 (2016)</b>	3,669			
Married Couple Family	2,791	76.1%	65.2%	117
↓ Other Family - Male Head of Household	246	6.7%	8.5%	79
↓ Other Family - Female Head of Household	609	16.6%	25.3%	66
↓ Non Family	23	0.6%	1.0%	65
<b>Population By Household Type (2016)</b>	31,604			
↓ Group Quarters	293	0.9%	2.5%	37



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	293			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	179	61.1%	18.7%	326
<b>▲ Other</b>	<b>114</b>	<b>38.9%</b>	<b>15.2%</b>	<b>256</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	31,604			
White (Non-Hispanic)	22,538	71.3%	61.3%	116
↓ African-American (Non-Hisp)	626	2.0%	12.3%	16
↓ Hispanic/Latino	3,362	10.6%	17.8%	60
↓ Native American (Non-Hisp)	42	0.1%	0.7%	18
<b>▲ Asian (Non-Hisp)</b>	<b>3,582</b>	<b>11.3%</b>	<b>5.3%</b>	<b>215</b>
Hawaiian & Pacific Islander (Non-Hisp)	57	0.2%	0.2%	107
<b>▲ Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>1,396</b>	<b>4.4%</b>	<b>2.4%</b>	<b>185</b>
<b>Asian Population By Race (2016)</b>	3,619			
<b>▲ Chinese</b>	<b>1,158</b>	<b>32.0%</b>	<b>22.3%</b>	<b>143</b>
<b>▲ Japanese</b>	<b>360</b>	<b>9.9%</b>	<b>5.0%</b>	<b>198</b>
↓ Indian	407	11.2%	19.5%	58
Korean	406	11.2%	9.6%	116
↓ Vietnamese	164	4.5%	11.0%	41
Other Asian Races	1,124	31.1%	32.5%	96
<b>Hispanic/Latino Population By Race (2016)</b>	3,362			
White	1,995	59.3%	53.0%	112
↓ African-American	28	0.8%	2.5%	33
↓ Native American	28	0.8%	1.4%	61
<b>▲ Asian</b>	<b>37</b>	<b>1.1%</b>	<b>0.4%</b>	<b>263</b>
Other Races & Multiple Races	1,274	37.9%	42.7%	89
<b>Hispanic/Latino Population By Origin (2016)</b>	3,362			
Mexican	2,013	59.9%	62.4%	96
↓ Puerto Rican	115	3.4%	9.5%	36
↓ Cuban	57	1.7%	3.5%	48
<b>▲ Other Hispanic Origin</b>	<b>1,179</b>	<b>35.1%</b>	<b>24.6%</b>	<b>143</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	7,322			
↓ Pre-Primary (Public)	106	1.4%	3.4%	42
▲ Pre-Primary (Private)	<b>507</b>	<b>6.9%</b>	<b>2.6%</b>	<b>264</b>
Elementary/High School (Public)	4,111	56.1%	58.9%	95
Elementary/High School (Private)	562	7.7%	6.6%	116
Enrolled in College	2,036	27.8%	28.4%	98
<b>Population By Education Completed (Age 25 and over) (2016)</b>	23,551			
↓ Elementary (Less than 9 years)	248	1.1%	5.8%	18
↓ Some High School (9 to 11 years)	449	1.9%	7.8%	25
↓ High School Graduate (12 years)	2,613	11.1%	27.9%	40
Some College (13 to 15 years)	4,105	17.4%	21.2%	82
Associate Degree	1,641	7.0%	8.0%	87
▲ Bachelor's Degree	<b>8,935</b>	<b>37.9%</b>	<b>18.3%</b>	<b>207</b>
▲ Graduate Degree	<b>5,559</b>	<b>23.6%</b>	<b>11.0%</b>	<b>214</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	17,222			
▲ TOTAL WHITE COLLAR	<b>13,686</b>	<b>79.5%</b>	<b>61.5%</b>	<b>129</b>
▲ Executive and Managerial	<b>2,858</b>	<b>16.6%</b>	<b>9.7%</b>	<b>170</b>
▲ Professional Specialty	<b>4,182</b>	<b>24.3%</b>	<b>16.6%</b>	<b>146</b>
▲ Technical Support	<b>2,699</b>	<b>15.7%</b>	<b>8.3%</b>	<b>189</b>
Sales	2,073	12.0%	10.9%	111
↓ Administrative Support & Clerical	1,874	10.9%	16.0%	68
↓ TOTAL BLUE COLLAR	3,536	20.5%	38.5%	53
▲ Service: Private Households	<b>880</b>	<b>5.1%</b>	<b>3.7%</b>	<b>138</b>
Service: Protective	395	2.3%	2.2%	104
↓ Service: Other	864	5.0%	7.5%	67
↓ Farming, Forestry & Fishing	2	0.0%	0.7%	2
↓ Precision Production and Craft	468	2.7%	11.0%	25
↓ Operators and Assemblers	280	1.6%	3.2%	50
↓ Transportation and Material Moving	483	2.8%	6.2%	46
↓ Laborers	164	1.0%	4.0%	24

Date: 6/20/2016

Prepared For:  
Saint Mary Walnut Creek Parish

Study Area Definition:  
Custom Polygon

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▲ 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				
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	26,694			
Employed	17,310	64.8%	58.1%	112
↓ Unemployed	1,168	4.4%	5.6%	78
Not in Labor Force	8,217	30.8%	36.3%	85
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	10,693			
TOTAL WORKING	7,738	72.4%	66.8%	108
▲ <b>With No Own Children</b>	<b>5,618</b>	<b>52.5%</b>	<b>42.2%</b>	<b>124</b>
With Own Children Age 0 to 5 only	661	6.2%	5.5%	113
↓ With Own Children Age 6 to 17 only	1,154	10.8%	14.8%	73
↓ With Own Children Both Age 0 to 5 and 6 to 17	305	2.9%	4.3%	66
TOTAL NOT WORKING (UNEMPLOYED)	537	5.0%	6.2%	81
With No Own Children	351	3.3%	3.8%	88
With Own Children Age 0 to 5 only	57	0.5%	0.7%	81
With Own Children Age 6 to 17 only	123	1.2%	1.3%	91
↓ With Own Children Both Age 0 to 5 and 6 to 17	6	0.1%	0.5%	10
TOTAL NOT IN THE LABOR FORCE	2,419	22.6%	27.0%	84
↓ With No Own Children	1,375	12.9%	17.1%	75
With Own Children Age 0 to 5 only	243	2.3%	2.6%	87
▲ <b>With Own Children Age 6 to 17 only</b>	<b>605</b>	<b>5.7%</b>	<b>4.6%</b>	<b>122</b>
↓ With Own Children Both Age 0 to 5 and 6 to 17	196	1.8%	2.6%	69
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	14,183			
Above Poverty Line (Households with Children)	7,700	66.9%	59.6%	112
Above Poverty Line (Households without Children)	3,374	29.3%	26.5%	111
↓ Below Poverty Line (Households with Children)	249	2.2%	7.9%	27
↓ Below Poverty Line (Households without Children)	193	1.7%	6.0%	28
<b>Households By Presence of Retirement Income (2013)</b>	13,430			
With Retirement Income	2,064	15.4%	17.6%	87
Without Retirement Income	11,403	84.9%	81.5%	104

Date: 6/20/2016

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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	14,183			
Owner Occupied	7,544	53.2%	65.0%	82
▲ Renter Occupied	<b>6,638</b>	<b>46.8%</b>	<b>35.0%</b>	<b>134</b>
▲ Median Rent (2013)	<b>\$1,369</b>		<b>\$904</b>	<b>151</b>
<b>Structures By Number of Units (2016)</b>	15,154			
↓ Single Unit	7,648	50.5%	67.3%	75
↓ 3 to 4 Units	871	5.7%	8.1%	71
5 to 19 Units	1,497	9.9%	9.3%	106
▲ 20 to 49 Units	<b>1,871</b>	<b>12.3%</b>	<b>3.6%</b>	<b>342</b>
▲ 50 or more Units	<b>3,228</b>	<b>21.3%</b>	<b>5.1%</b>	<b>416</b>
↓ Mobile Home	40	0.3%	6.4%	4
↓ Other	0	0.0%	0.1%	0
↓ Single To Multiple Unit Ratio	1.02		2.57	40
<b>Owner-Occupied Property Values (2016)</b>	7,544			
↓ Under \$40,000	87	1.2%	7.2%	16
↓ \$40,000 to \$59,999	4	0.1%	3.7%	1
↓ \$60,000 to \$79,999	14	0.2%	5.1%	4
↓ \$80,000 to \$99,999	20	0.3%	6.5%	4
↓ \$100,000 to 149,999	56	0.7%	15.1%	5
↓ \$150,000 to \$199,999	139	1.8%	14.6%	13
↓ \$200,000 to \$299,999	241	3.2%	18.1%	18
↓ \$300,000 to \$499,999	530	7.0%	16.9%	41
▲ \$500,000 to \$999,999	<b>3,369</b>	<b>44.7%</b>	<b>9.7%</b>	<b>460</b>
▲ \$1,000,000 and over	<b>3,085</b>	<b>40.9%</b>	<b>3.0%</b>	<b>1,351</b>
▲ Median Property Value	<b>\$883,074</b>		<b>\$192,432</b>	<b>459</b>

Date: 6/20/2016

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	15,154			
2010 and later	803	5.3%	5.5%	96
↓ 2000 to 2009	915	6.0%	14.6%	41
↓ 1990 to 1999	861	5.7%	13.4%	42
1980 to 1989	2,215	14.6%	13.2%	111
▲ 1970 to 1979	<b>3,687</b>	<b>24.3%</b>	<b>15.0%</b>	<b>162</b>
▲ 1960 to 1969	<b>2,645</b>	<b>17.5%</b>	<b>10.4%</b>	<b>168</b>
▲ 1950 to 1959	<b>2,438</b>	<b>16.1%</b>	<b>10.3%</b>	<b>157</b>
↓ 1949 or earlier	1,589	10.5%	17.7%	59
<b>Households By Number of Persons (2016)</b>	14,183			
▲ 1 Person Household	<b>4,865</b>	<b>34.3%</b>	<b>27.3%</b>	<b>126</b>
2 Person Household	4,885	34.4%	32.3%	107
3 Person Household	2,045	14.4%	16.2%	89
4 Person Household	1,683	11.9%	13.1%	91
↓ 5 Person Household	509	3.6%	6.5%	55
↓ 6 Person Household	144	1.0%	2.8%	37
↓ 7 or more Person Household	53	0.4%	1.9%	20
Average Persons Per Household	2.2		2.6	86
<b>Households By Heating Type (2013)</b>	13,466			
▲ Utility and Other Gas	<b>9,022</b>	<b>67.0%</b>	<b>54.0%</b>	<b>124</b>
Electric	4,251	31.6%	36.1%	87
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	96	0.7%	2.2%	32
↓ Solar/Other Fuel	12	0.1%	0.5%	18
↓ No Fuel Used	85	0.6%	0.9%	67

Date: 6/20/2016

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Custom Polygon

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	14,183			
No Vehicles	1,057	7.5%	9.0%	83
1 Vehicle	5,192	36.6%	33.7%	108
2 Vehicle	5,225	36.8%	37.5%	98
3 or more Vehicles	2,709	19.1%	19.8%	97
<b>Workers By Travel Time to Work (2016)</b>	15,384			
Less than 15 minutes	3,757	24.4%	27.3%	90
↓ 15 to 29 minutes	4,125	26.8%	36.5%	73
30 to 44 minutes	3,313	21.5%	20.2%	107
▲ 45 to 59 minutes	1,972	12.8%	7.7%	166
▲ 60 or more minutes	2,218	14.4%	8.3%	174
<b>▲ Average Travel Time to Work (minutes)</b>	<b>33.9</b>		<b>28.2</b>	<b>120</b>
<b>Workers By Type of Transportation to Work (2016)</b>	16,470			
Drive Alone	10,745	65.2%	76.9%	85
↓ Car Pool	1,029	6.2%	9.6%	65
▲ Public Transportation	2,490	15.1%	5.1%	296
▲ Walk to Work	623	3.8%	2.8%	135
▲ Other Means	319	1.9%	1.2%	156
▲ Work at Home	1,264	7.7%	4.4%	175

Date: 6/20/2016

Prepared For:  
Saint Mary Walnut Creek Parish

Study Area Definition:  
Custom Polygon

SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	7,099	50.1%	14.7%	342
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	6,764	47.7%	15.1%	316
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	166	1.2%	6.9%	17
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	74	0.5%	13.1%	4
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	41	0.3%	31.4%	1
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	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.		
12	Educated New Starters	5,382	37.9%	2.9%	1292
4	Educated Mid-Life Families	3,424	24.1%	3.4%	708
1	Traditional Affluent Families	2,073	14.6%	3.5%	420
8	Rising Potential Professionals	1,668	11.8%	2.3%	502
14	Secure Mid-Life Families	1,049	7.4%	0.7%	1128
3	Mid-Life Prosperity	216	1.5%	1.5%	100
21	Mature and Stable	86	0.6%	0.6%	107
27	Country Family Diversity	51	0.4%	0.3%	106
49	Exception Households	37	0.3%	0.2%	104
30	Urban Senior Life	33	0.2%	0.8%	28
20	Cautious and Mature	28	0.2%	2.6%	7
19	Educated and Promising	26	0.2%	0.1%	234
28	Building Country Families	24	0.2%	2.8%	6
29	Working Country Families	23	0.2%	1.0%	17
7	Prosperous and Mature	19	0.1%	0.5%	25
39	New Beginning Urbanites	12	0.1%	2.8%	3
37	Rising Multi-Ethnic Urbanites	11	0.1%	0.6%	14
25	Working Country Consumers	9	0.1%	4.1%	2
10	Suburban Mid-Life Families	6	0.0%	5.5%	1
2	Professional Affluent Families	2	0.0%	0.8%	2

Prepared For:  
Saint Mary Walnut Creek Parish

Date: 6/20/2016

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.		
9	Educated Working Families	2	0.0%	0.1%	17
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
15	Reliable Young Starters	0	0.0%	4.3%	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
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	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
48	Struggling Urban Life	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
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
44	Laboring Urban Life	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>14,181</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	26.1%	35.4%	74
↓ Somewhat Involved with Their Faith	23.7%	29.9%	79
<b>▲ Not Involved with Their Faith</b>	<b>51.7%</b>	<b>34.7%</b>	<b>149</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.3%	22.1%	74
Decreased Their Involvement with Their Faith in the Last 10 Years	22.6%	23.7%	95

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.7%</b>	<b>0.5%</b>	<b>141</b>
↓ Baptist	6.3%	16.1%	39
Catholic	21.7%	23.7%	92
Congregational	1.9%	2.0%	97
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.4%</b>	<b>0.4%</b>	<b>309</b>
Episcopal	3.2%	2.9%	110
↓ Holiness	0.2%	0.8%	20
↓ Jehovah's Witnesses	0.9%	1.1%	82
<b>▲ Judaism</b>	<b>6.0%</b>	<b>3.2%</b>	<b>191</b>
↓ Lutheran	5.8%	7.2%	80
↓ Methodist	4.8%	10.1%	48
<b>▲ Mormon</b>	<b>2.6%</b>	<b>1.8%</b>	<b>148</b>
<b>▲ New Age</b>	<b>1.3%</b>	<b>0.6%</b>	<b>225</b>
<b>▲ Non-Denominational / Independent</b>	<b>10.0%</b>	<b>6.9%</b>	<b>144</b>
↓ Orthodox	0.2%	0.3%	80
↓ Pentecostal	2.0%	2.4%	84
<b>▲ Presbyterian / Reformed</b>	<b>5.6%</b>	<b>4.6%</b>	<b>123</b>
<b>▲ Unitarian / Universalist</b>	<b>1.1%</b>	<b>0.7%</b>	<b>157</b>
<b>▲ Interested but No Preference</b>	<b>5.8%</b>	<b>3.9%</b>	<b>149</b>
<b>▲ Not Interested and No Preference</b>	<b>18.9%</b>	<b>11.1%</b>	<b>170</b>
Likely to Have Changed Their Preference in the Last 10 Years	17.8%	16.8%	106

**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer A Leader Who:**

<b>▲ Tells them what to do</b>	<b>4.6%</b>	<b>4.0%</b>	<b>115</b>
↓ Lets them do what they want and is supportive	9.7%	11.7%	83
<b>▲ Lets them do what they want and stays out of the way</b>	<b>6.0%</b>	<b>4.8%</b>	<b>125</b>
Works with them on deciding what to do and helps them do it	79.7%	79.6%	100

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	43.8%	43.5%	101
↓ Finding/Providing Health Insurance	21.2%	29.0%	73
↓ Day-to-Day Financial Worries	24.7%	31.6%	78
Finding Employment Opportunities	15.0%	14.4%	104
▲ Finding Affordable Housing	<b>12.6%</b>	<b>11.3%</b>	<b>111</b>
↓ Providing Adequate Food	5.4%	8.6%	63
Finding Child Care	5.9%	6.3%	94
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.0%	16.7%	84
↓ Dealing With Teen / Child Problems	15.7%	20.7%	76
Finding/Providing Aging Parent Care	16.9%	15.5%	109
↓ Dealing With Abusive Relationships	9.3%	11.4%	82
↓ Dealing With Divorce	2.9%	4.5%	64
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	<b>30.0%</b>	<b>27.0%</b>	<b>111</b>
Finding/Providing Good Schools	22.1%	23.5%	94
↓ Dealing with Problems in Schools	12.0%	13.6%	88
▲ Dealing With Racial / Ethnic Prejudice	<b>15.4%</b>	<b>13.1%</b>	<b>118</b>
▲ Dealing With Neighborhood Gangs	<b>10.9%</b>	<b>8.5%</b>	<b>128</b>
▲ Dealing with Social Injustice	<b>17.0%</b>	<b>11.3%</b>	<b>150</b>
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	<b>56.6%</b>	<b>50.6%</b>	<b>112</b>
▲ Finding Time for Recreation / Leisure	<b>31.3%</b>	<b>25.3%</b>	<b>124</b>
Finding Better Quality Healthcare	23.2%	23.9%	97
▲ Finding A Satisfying Job / Career	<b>23.3%</b>	<b>19.3%</b>	<b>120</b>
Finding Retirement Opportunities	17.6%	18.9%	93
Achieving A Fulfilling Marriage	23.4%	22.3%	105
↓ Developing Parenting Skills	13.0%	14.7%	88
Achieving Educational Objectives	7.9%	7.5%	105
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	30.1%	29.8%	101
▲ Finding Companionship	<b>21.1%</b>	<b>17.3%</b>	<b>122</b>
↓ Finding A Good Church	8.5%	15.2%	56
↓ Finding Spiritual Teaching	8.3%	12.9%	64
▲ Finding Life Direction	<b>17.7%</b>	<b>14.0%</b>	<b>127</b>

Date: 6/20/2016

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#### KEY VALUES INDICATOR

##### Estimated 2016 Households Likely to Agree With the Following Statements:

###### **GOD:**

“I believe there is a God”	76.9%	84.5%	91
↓ “God is actively involved in the world including nations and their governments”	49.7%	63.8%	78

###### **SOCIETY:**

“It is important to preserve the traditional American family structure”	88.2%	91.5%	96
“A healthy environment has become a national crisis”	84.7%	82.8%	102
“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”	45.4%	50.1%	91
“The role of Churches / Synagogues is to help form and support moral values”	80.1%	81.1%	99
“Churches and religious organizations should provide more human services”	63.7%	62.6%	102

###### **RACIAL / ETHNIC CHANGE:**

“The United States must open its doors to all people groups”	38.5%	36.3%	106
“The changing racial / ethnic face of America is a threat to our national heritage”	36.7%	36.3%	101

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2016 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	62.2%	59.8%	104
More than \$500 per year	34.1%	31.2%	109
More than \$1,000 per year	18.6%	17.4%	107

###### **TO CHARITIES:**

▲ More than \$100 per year	47.8%	33.7%	142
▲ More than \$500 per year	16.1%	6.8%	237
▲ More than \$1,000 per year	5.3%	2.3%	230

###### **TO COLLEGES AND UNIVERSITIES:**

▲ More than \$100 per year	28.3%	16.1%	176
▲ More than \$500 per year	9.3%	4.3%	216
▲ More than \$1,000 per year	5.3%	2.2%	241

*Ministry Area Profile 2016*  
**Compass**  
REPORT

Saint Mary Walnut Creek Parish

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Custom Polygon





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Custom Polygon

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## Table of Contents

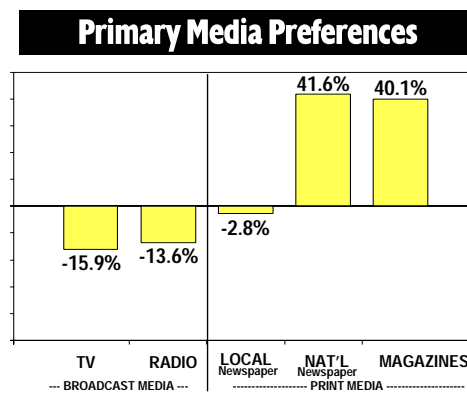
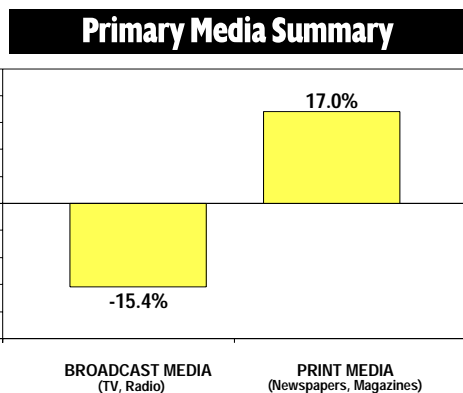
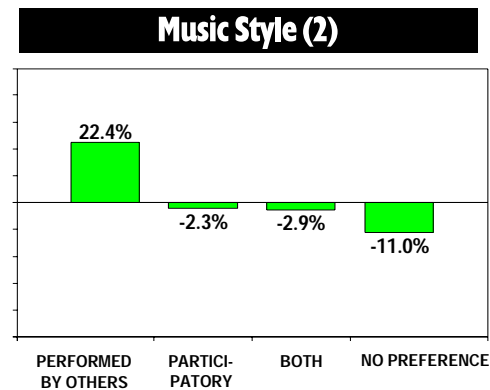
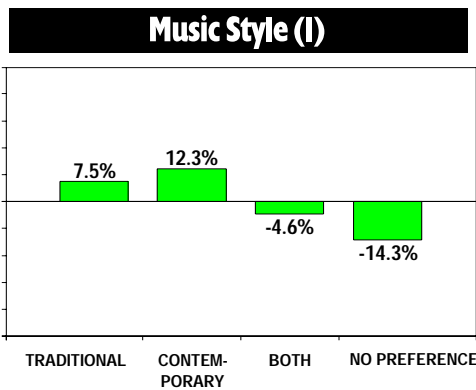
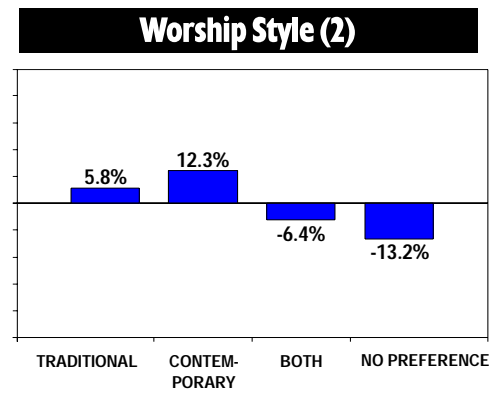
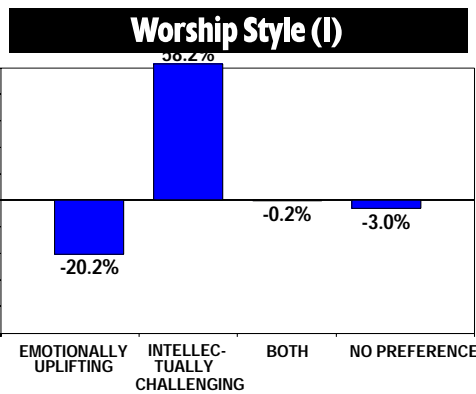
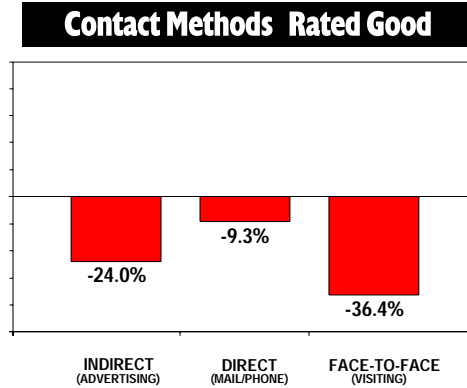
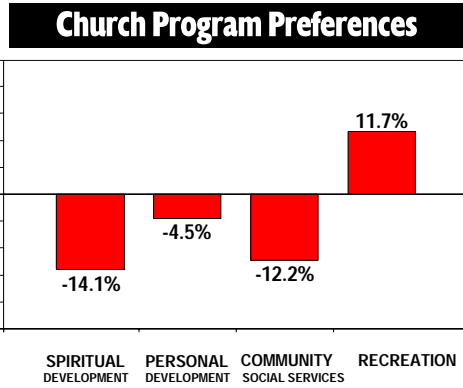
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY 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 Walnut Creek Parish

Study Area Definition:  
Custom Polygon





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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	28.8%	41.1%	70
Adult Theological Discussion Groups	24.4%	22.5%	109
Spiritual Retreats	11.4%	11.6%	98

##### **PERSONAL DEVELOPMENT:**

Marriage Enrichment Opportunities	14.7%	15.2%	97
Parent Training Programs	7.2%	7.8%	93
▲ <b>Twelve Step Programs</b>	<b>3.8%</b>	<b>3.5%</b>	<b>111</b>
↓ Divorce Recovery	1.8%	2.4%	74

##### **COMMUNITY/SOCIAL SERVICES:**

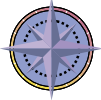
↓ Personal or Family Counseling	19.8%	22.5%	88
Care for the Terminally Ill	14.2%	15.7%	91
↓ Food and Clothing Resources	7.1%	11.1%	64
Day Care Services	6.2%	6.1%	101
▲ <b>Church Sponsored Day-School</b>	<b>6.4%</b>	<b>5.7%</b>	<b>112</b>

##### **RECREATION:**

Youth Social Programs	28.6%	29.7%	96
Family Activities and Outings	30.0%	32.8%	91
Active Retirement Programs	28.0%	26.8%	104
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>32.0%</b>	<b>18.9%</b>	<b>169</b>
▲ <b>Sports or Camping</b>	<b>9.5%</b>	<b>6.3%</b>	<b>150</b>

#### SUMMARY

↓ Spiritual Development Index	86
Personal Development Index	95
↓ Community/Social Services Index	88
▲ <b>Recreation Index</b>	<b>112</b>



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### WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

**PART 1:**

↓ A. Emotionally Uplifting	21.0%	26.4%	80
▲ B. Intellectually Challenging	<b>17.6%</b>	<b>11.1%</b>	<b>158</b>
C. Both A and B	39.1%	39.2%	100
D. No Preference or Not Interested	22.7%	23.4%	97

**PART 2:**

A. Traditional/Formal/Ceremonial	21.4%	20.2%	106
▲ B. Contemporary/Informal	<b>29.6%</b>	<b>26.3%</b>	<b>112</b>
C. Both A and B	24.8%	26.5%	94
↓ D. No Preference or Not Interested	23.4%	26.9%	87

### MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

**PART 1:**

A. Traditional	26.2%	24.4%	107
▲ B. Contemporary	<b>22.2%</b>	<b>19.7%</b>	<b>112</b>
C. Both A and B	29.7%	31.1%	95
↓ D. No Preference or Not Interested	21.2%	24.8%	86

**PART 2:**

▲ A. Performed by Others	<b>22.9%</b>	<b>18.7%</b>	<b>122</b>
B. Participatory	22.4%	22.9%	98
C. Both A and B	31.3%	32.2%	97
↓ D. No Preference or Not Interested	23.3%	26.2%	89





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

▲ <b>A. Community</b>	<b>24.4%</b>	<b>22.0%</b>	<b>111</b>
▲ <b>B. Personal Spiritual Development</b>	<b>16.4%</b>	<b>14.3%</b>	<b>114</b>
C. Both A and B	34.8%	37.4%	93
D. No Preference or Not Interested	24.3%	26.3%	93

**PART 2:**

A. Global Mission	5.9%	6.2%	95
B. Local Mission	35.7%	33.3%	107
C. Both A and B	29.1%	30.1%	97
D. No Preference or Not Interested	28.8%	30.4%	95

**CHURCH ARCHITECTURE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

A. Traditional	26.2%	26.6%	98
▲ <b>B. Contemporary</b>	<b>20.4%</b>	<b>15.9%</b>	<b>128</b>
C. Both A and B	30.1%	32.3%	93
D. No Preference or Not Interested	23.0%	25.1%	92

**PART 2:**

A. Somber/Serious	8.5%	9.4%	90
▲ <b>B. Light and Airy</b>	<b>40.1%</b>	<b>34.7%</b>	<b>116</b>
C. Both A and B	25.5%	27.7%	92
D. No Preference or Not Interested	25.7%	28.2%	91



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### PRIMARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

↓ Television	39.7%	47.3%	84
↓ Radio	11.5%	13.3%	86

**PRINT MEDIA:**

Local Newspaper	39.2%	36.1%	108
▲ National Newspaper	6.1%	4.3%	142
▲ Magazines	4.9%	2.4%	202

### SECONDARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

Television	31.4%	31.9%	98
↓ Radio	20.2%	23.8%	85

**PRINT MEDIA:**

Local Newspaper	31.8%	32.7%	97
▲ National Newspaper	7.0%	5.8%	122
▲ Magazines	9.9%	7.0%	140

### SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	88
▲ Overall Print Media Index	112



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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:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	27.5%	36.2%	76
↓ Putting Ad in Local Newspaper	27.1%	33.8%	80
↓ Local Cable Channels	21.8%	30.4%	72
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.3%	53.7%	94
↓ Calling and Offering to Send Information By Mail	25.2%	29.5%	85
Calling and Discussing on the Phone	10.9%	12.0%	91
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.4%	20.1%	67
↓ Going Door to Door	8.3%	14.0%	59

**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	26.8%	19.6%	137
▲ Putting Ad in Local Newspaper	32.5%	21.5%	151
▲ Local Cable Channels	39.3%	30.7%	128
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.8%	13.3%	133
▲ Calling and Offering to Send Information By Mail	40.3%	34.0%	118
▲ Calling and Discussing on the Phone	68.2%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.8%	49.6%	123
▲ Going Door to Door	73.1%	64.0%	114

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	76
Direct Methods Index	91
↓ Face-to-Face Methods Index	64

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	137
▲ Direct Methods Index	117
▲ Face-to-Face Methods Index	118