

**ministry
area** 
profile 2016

Saint Monica Parish

Study Area Definition:
Custom Polygon



ID# 229840:229840



Prepared For:
Saint Monica Parish

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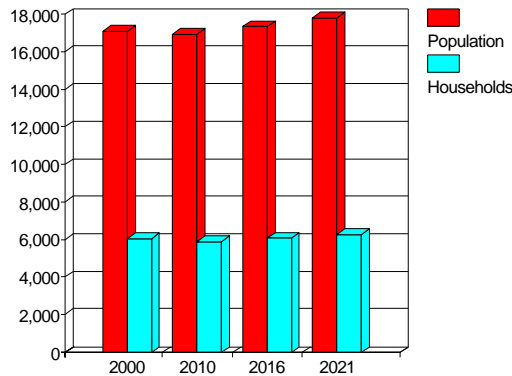
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 17,336 persons residing in the defined study area. This represents an increase of 252 or 1.5% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 2.6% or 451 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 6 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 38.2% 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 *extremely high*. Among individual groups, *Anglos* represent 71.2% of the population and all other racial/ethnic groups make up only 28.8% which is somewhat below the national average of 39%. The largest of these groups, *Asians*, accounts for 14.8% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 14.6% 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 *Millenials* (age 15 to 34) comprised of 4,948 persons or 28.5% of the total population in the area. *Builders* (age 92 and up) make up 0.7% 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 *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 *very high*. While 96.7% 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 72.9% 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, Aging Parent Care, Finding Life Direction, Neighborhood Gangs* and *Racial/Ethnic Prejudice*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *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 \$181,605 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)

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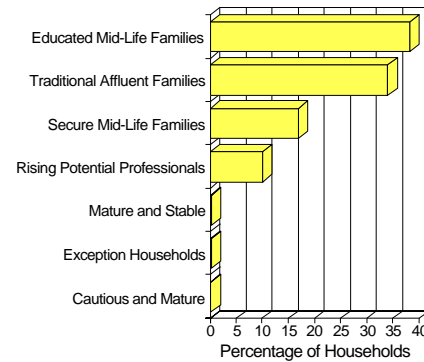
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Population and Households

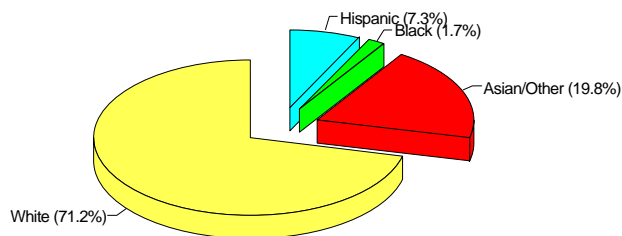


Primary U.S. Lifestyles Segments-2016

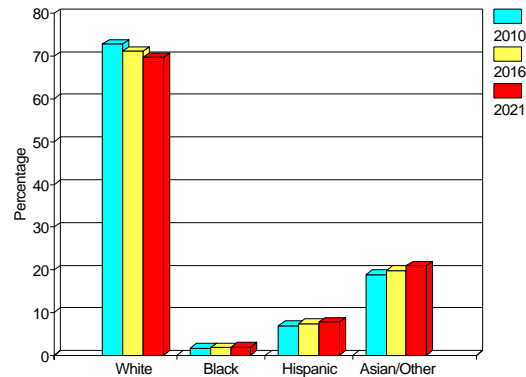


The population in the study area has increased by 424 persons, or 2.5% since 2010 and is projected to increase by 451 persons, or 2.6% between 2016 and 2021. The number of households has increased by 187, or 3.2% since 2010 and is projected to increase by 191, or 3.2% between 2016 and 2021.

Population By Race/Ethnicity-2016

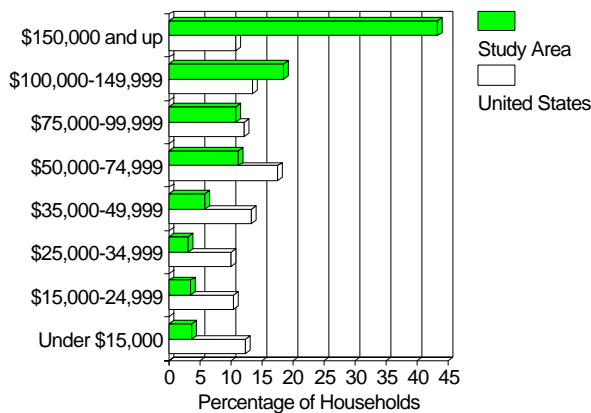


Population By Race/Ethnicity Trend

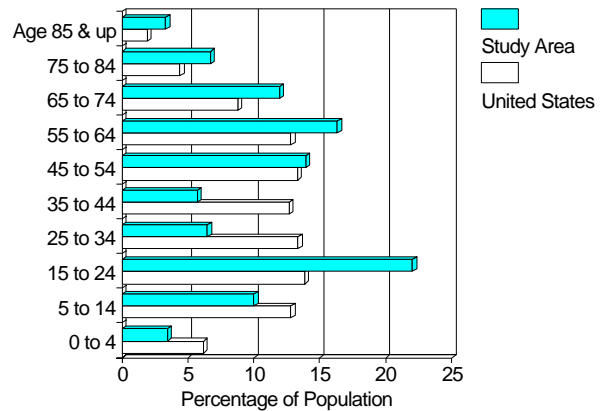


Between 2016 and 2021, the White population is projected to increase by 49 persons and to decrease from 71.2% to 69.6% of the total population. The Black population is projected to increase by 27 persons and to increase from 1.7% to 1.8% of the total. The Hispanic/Latino population is projected to increase by 90 persons and to increase from 7.3% to 7.6% of the total. The Asian/Other population is projected to increase by 285 persons and to increase from 19.8% to 20.9% of the total population.

Households By Income-2016



Population by Age-2016

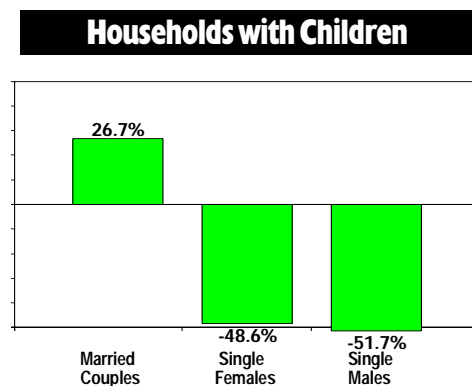
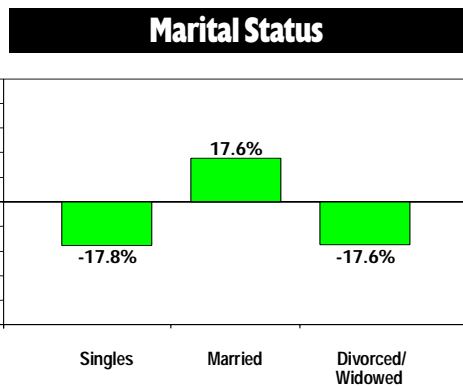
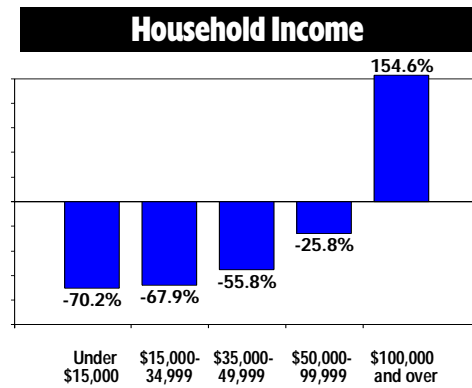
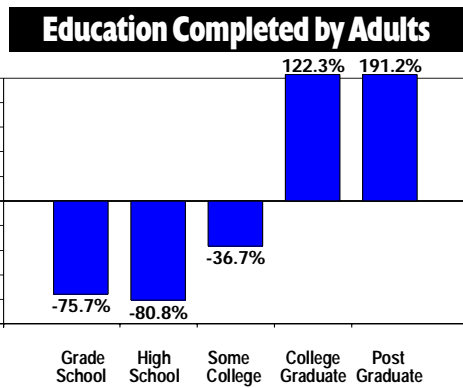
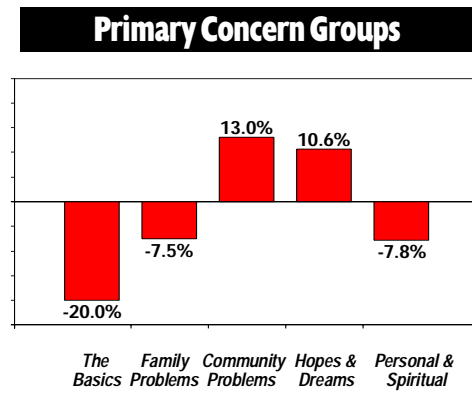
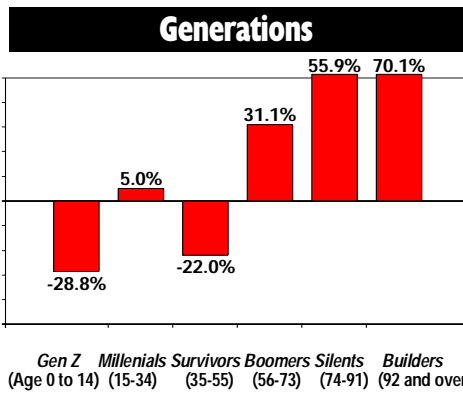
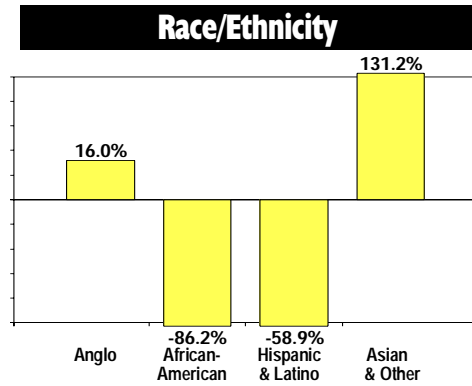
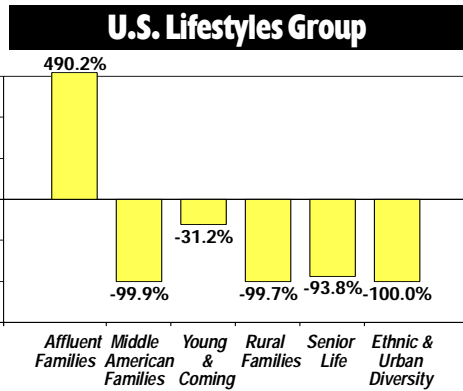


The average household income in the study area is \$181605 a year as compared to the U.S. average of \$77135. The average age in the study area is 43.2 and is projected to increase to 43.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	17,084	16,912	17,336	17,787
Population Change		(172)	424	451
Percentage Change		-1.0%	2.5%	2.6%
▲ Average Annual Growth Rate		-0.1%	0.4%	0.5%
Density (Pop. per square mile)	707	699	717	736
HOUSEHOLDS				
Households	6,031	5,871	6,058	6,249
Household Change		(160)	187	191
Percentage Change		-2.7%	3.2%	3.2%
▲ Average Annual Growth Rate		-0.3%	0.5%	0.6%
Persons Per Household	2.55	2.59	2.58	2.56

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	12,311	72.8%	12,337	71.2%	12,386	69.6%
▲ African-American (Non-Hisp)	253	1.5%	295	1.7%	322	1.8%
▲ Hispanic/Latino	1,165	6.9%	1,268	7.3%	1,358	7.6%
▲ Asian/Other (Non-Hisp)	3,182	18.8%	3,436	19.8%	3,721	20.9%

POPULATION BY GENDER						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
↓ Female	8,901	52.6%	9,113	52.6%	9,346	52.5%
▲ Male	8,011	47.4%	8,223	47.4%	8,440	47.5%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2021 Projection			
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	1,436	8.5%	2,345	13.5%	3,898	21.9%
↓ Millennials (Born 1982 to 2001)	4,897	29.0%	4,948	28.5%	4,406	24.8%
▲ Survivors (Born 1961 to 1981)	3,437	20.3%	3,694	21.3%	3,836	21.6%
↓ Boomers (Born 1943 to 1960)	4,500	26.6%	4,429	25.5%	4,275	24.0%
↓ Silents (Born 1925 to 1942)	2,147	12.7%	1,803	10.4%	1,367	7.7%
↓ Builders (Born 1924 and earlier)	481	2.8%	115	0.7%	6	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	41.8	43.2	43.9
▲ Median Age	43.7	44.8	45.5

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$152,582	\$181,605	\$195,958
Median Household Income	\$132,156	\$129,587	\$143,298
▲ Per Capita Income	\$52,969	\$63,461	\$68,845

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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	2,386	40.6%	2,620	43.2%	2,968	47.5%
↓ \$100,000 to \$149,999	1,182	20.1%	1,127	18.6%	1,128	18.1%
\$75,000 to \$99,999	595	10.1%	654	10.8%	617	9.9%
\$50,000 to \$74,999	633	10.8%	678	11.2%	649	10.4%
↓ \$35,000 to \$49,999	371	6.3%	359	5.9%	316	5.1%
\$25,000 to \$34,999	154	2.6%	185	3.1%	165	2.6%
↓ \$15,000 to \$24,999	335	5.7%	212	3.5%	203	3.2%
Under \$15,000	215	3.7%	222	3.7%	203	3.2%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	604	3.6%	609	3.5%	694	3.9%
↓ Required Formal Schooling (5-17)	3,199	18.9%	2,543	14.7%	2,084	11.7%
▲ College Years, Career Starts (18-24)	2,272	13.4%	3,013	17.4%	3,144	17.7%
▲ Singles and Young Families (25-34)	672	4.0%	1,128	6.5%	1,952	11.0%
↓ Families, Empty Nesters (35-54)	4,486	26.5%	3,408	19.7%	2,582	14.5%
▲ Enrichment Years Singles/Couples (55-64)	2,505	14.8%	2,829	16.3%	2,930	16.5%
▲ Retirement Opportunities (65+)	3,160	18.7%	3,805	21.9%	4,403	24.8%
POPULATION BY AGE (DETAIL)						
Under 5 years	604	3.6%	609	3.5%	694	3.9%
↓ 5 to 9 years	1,040	6.1%	646	3.7%	639	3.6%
↓ 10 to 14 years	1,258	7.4%	1,090	6.3%	694	3.9%
↓ 15 to 17 years	901	5.3%	807	4.7%	751	4.2%
18 to 20 years	1,452	8.6%	1,668	9.6%	1,672	9.4%
▲ 21 to 24 years	820	4.8%	1,345	7.8%	1,472	8.3%
▲ 25 to 29 years	322	1.9%	840	4.8%	1,059	6.0%
30 to 34 years	350	2.1%	288	1.7%	893	5.0%
35 to 39 years	619	3.7%	382	2.2%	430	2.4%
↓ 40 to 44 years	1,099	6.5%	608	3.5%	360	2.0%
↓ 45 to 49 years	1,305	7.7%	1,089	6.3%	591	3.3%
↓ 50 to 54 years	1,463	8.7%	1,329	7.7%	1,201	6.8%
55 to 59 years	1,344	7.9%	1,430	8.2%	1,373	7.7%
▲ 60 to 64 years	1,161	6.9%	1,399	8.1%	1,557	8.8%
▲ 65 to 69 years	887	5.2%	1,168	6.7%	1,341	7.5%
▲ 70 to 74 years	723	4.3%	898	5.2%	1,169	6.6%
▲ 75 to 84 years	1,016	6.0%	1,162	6.7%	1,299	7.3%
▲ 85 or more years	534	3.2%	577	3.3%	594	3.3%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	14,991			
Single (Never Married)	4,055	27.0%	32.9%	82
Married	8,843	59.0%	50.2%	118
Divorced/Widowed	2,093	14.0%	16.9%	82
Marital Status Females 15 and Older (2016)	7,978			
Single (Never Married)	2,067	25.9%	29.8%	87
Married	4,423	55.4%	48.8%	114
Divorced/Widowed	1,488	18.7%	21.4%	87
Marital Status Males 15 and Older (2016)	7,012			
↓ Single (Never Married)	1,988	28.4%	36.2%	78
▲ Married	4,419	63.0%	51.6%	122
↓ Divorced/Widowed	605	8.6%	12.3%	70
FAMILY STRUCTURE				
Households By Type (2016)	6,058			
▲ Married Couple	4,060	67.0%	48.5%	138
↓ Other Family - Male Head of Household	162	2.7%	4.9%	54
↓ Other Family - Female Head of Household	449	7.4%	13.0%	57
↓ Non Family - Male Head of Household	510	8.4%	15.8%	53
Non Family - Female Head of Household	877	14.5%	17.7%	82
Households With Children 0 to 18 (2016)	2,152			
▲ Married Couple Family	1,778	82.6%	65.2%	127
↓ Other Family - Male Head of Household	88	4.1%	8.5%	48
↓ Other Family - Female Head of Household	280	13.0%	25.3%	51
↓ Non Family	5	0.2%	1.0%	24
Population By Household Type (2016)	17,336			
▲ Group Quarters	1,690	9.7%	2.5%	388

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	1,690			
↓ Correctional Facilities	0	0.0%	30.0%	0
▲ College Dorms	1,490	88.2%	31.9%	277
↓ Military	0	0.0%	4.2%	0
Nursing Homes	174	10.3%	18.7%	55
↓ Other	26	1.5%	15.2%	10
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	17,336			
White (Non-Hispanic)	12,337	71.2%	61.3%	116
↓ African-American (Non-Hisp)	295	1.7%	12.3%	14
↓ Hispanic/Latino	1,267	7.3%	17.8%	41
↓ Native American (Non-Hisp)	23	0.1%	0.7%	18
▲ Asian (Non-Hisp)	2,525	14.6%	5.3%	276
Hawaiian & Pacific Islander (Non-Hisp)	35	0.2%	0.2%	120
▲ Other Races & Multiple Races (Non-Hisp)	854	4.9%	2.4%	206
Asian Population By Race (2016)	2,547			
▲ Chinese	1,292	50.7%	22.3%	227
▲ Japanese	376	14.8%	5.0%	294
↓ Indian	110	4.3%	19.5%	22
Korean	244	9.6%	9.6%	99
↓ Vietnamese	46	1.8%	11.0%	16
↓ Other Asian Races	479	18.8%	32.5%	58
Hispanic/Latino Population By Race (2016)	1,267			
White	788	62.2%	53.0%	117
↓ African-American	19	1.5%	2.5%	60
↓ Native American	13	1.0%	1.4%	75
▲ Asian	22	1.7%	0.4%	415
↓ Other Races & Multiple Races	425	33.5%	42.7%	78
Hispanic/Latino Population By Origin (2016)	1,267			
Mexican	704	55.6%	62.4%	89
↓ Puerto Rican	45	3.6%	9.5%	38
↓ Cuban	31	2.4%	3.5%	69
▲ Other Hispanic Origin	487	38.4%	24.6%	156

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	5,940			
↓ Pre-Primary (Public)	120	2.0%	3.4%	59
▲ Pre-Primary (Private)	262	4.4%	2.6%	168
↓ Elementary/High School (Public)	2,782	46.8%	58.9%	79
↓ Elementary/High School (Private)	112	1.9%	6.6%	28
▲ Enrolled in College	2,664	44.8%	28.4%	158
Population By Education Completed (Age 25 and over) (2016)	11,170			
↓ Elementary (Less than 9 years)	133	1.2%	5.8%	20
↓ Some High School (9 to 11 years)	236	2.1%	7.8%	27
↓ High School Graduate (12 years)	597	5.3%	27.9%	19
↓ Some College (13 to 15 years)	1,423	12.7%	21.2%	60
↓ Associate Degree	638	5.7%	8.0%	71
▲ Bachelor's Degree	4,549	40.7%	18.3%	222
▲ Graduate Degree	3,594	32.2%	11.0%	291
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	7,877			
▲ TOTAL WHITE COLLAR	6,544	83.1%	61.5%	135
▲ Executive and Managerial	1,789	22.7%	9.7%	233
▲ Professional Specialty	2,112	26.8%	16.6%	162
▲ Technical Support	882	11.2%	8.3%	135
Sales	961	12.2%	10.9%	112
↓ Administrative Support & Clerical	800	10.2%	16.0%	63
↓ TOTAL BLUE COLLAR	1,333	16.9%	38.5%	44
▲ Service: Private Households	356	4.5%	3.7%	122
↓ Service: Protective	137	1.7%	2.2%	79
↓ Service: Other	377	4.8%	7.5%	64
↓ Farming, Forestry & Fishing	0	0.0%	0.7%	0
↓ Precision Production and Craft	192	2.4%	11.0%	22
↓ Operators and Assemblers	88	1.1%	3.2%	34
↓ Transportation and Material Moving	100	1.3%	6.2%	21
↓ Laborers	83	1.1%	4.0%	26

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	14,727			
Employed	7,825	53.1%	58.1%	91
↓ Unemployed	468	3.2%	5.6%	56
▲ Not in Labor Force	6,434	43.7%	36.3%	120
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	2,917	63.9%	66.8%	96
With No Own Children	1,619	35.5%	42.2%	84
With Own Children Age 0 to 5 only	275	6.0%	5.5%	110
▲ With Own Children Age 6 to 17 only	841	18.4%	14.8%	124
With Own Children Both Age 0 to 5 and 6 to 17	182	4.0%	4.3%	92
↓ TOTAL NOT WORKING (UNEMPLOYED)	172	3.8%	6.2%	61
↓ With No Own Children	136	3.0%	3.8%	79
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
↓ With Own Children Age 6 to 17 only	28	0.6%	1.3%	49
↓ With Own Children Both Age 0 to 5 and 6 to 17	8	0.2%	0.5%	32
TOTAL NOT IN THE LABOR FORCE	1,477	32.4%	27.0%	120
With No Own Children	886	19.4%	17.1%	114
↓ With Own Children Age 0 to 5 only	68	1.5%	2.6%	57
▲ With Own Children Age 6 to 17 only	367	8.0%	4.6%	173
▲ With Own Children Both Age 0 to 5 and 6 to 17	156	3.4%	2.6%	129
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	6,058			
Above Poverty Line (Households with Children)	4,570	68.8%	59.6%	115
Above Poverty Line (Households without Children)	1,913	28.8%	26.5%	109
↓ Below Poverty Line (Households with Children)	103	1.6%	7.9%	20
↓ Below Poverty Line (Households without Children)	56	0.8%	6.0%	14
Households By Presence of Retirement Income (2013)				
▲ With Retirement Income	1,402	23.9%	17.6%	136
Without Retirement Income	4,567	77.8%	81.5%	95

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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		
HOUSING				
Occupied Units By Type (2016)	6,058			
▲ Owner Occupied	5,158	85.1%	65.0%	131
↓ Renter Occupied	900	14.9%	35.0%	42
▲ Median Rent (2013)	\$1,619		\$904	179
Structures By Number of Units (2016)	6,255			
▲ Single Unit	5,432	86.8%	67.3%	129
↓ 3 to 4 Units	305	4.9%	8.1%	60
↓ 5 to 19 Units	284	4.5%	9.3%	49
↓ 20 to 49 Units	169	2.7%	3.6%	75
↓ 50 or more Units	59	0.9%	5.1%	18
↓ Mobile Home	4	0.1%	6.4%	1
↓ Other	1	0.0%	0.1%	19
▲ Single To Multiple Unit Ratio	6.65		2.57	258
Owner-Occupied Property Values (2016)	5,158			
↓ Under \$40,000	11	0.2%	7.2%	3
↓ \$40,000 to \$59,999	1	0.0%	3.7%	1
↓ \$60,000 to \$79,999	3	0.1%	5.1%	1
↓ \$80,000 to \$99,999	14	0.3%	6.5%	4
↓ \$100,000 to 149,999	7	0.1%	15.1%	1
↓ \$150,000 to \$199,999	14	0.3%	14.6%	2
↓ \$200,000 to \$299,999	52	1.0%	18.1%	6
↓ \$300,000 to \$499,999	267	5.2%	16.9%	31
▲ \$500,000 to \$999,999	1,811	35.1%	9.7%	362
▲ \$1,000,000 and over	2,979	57.8%	3.0%	1,908
▲ Median Property Value	\$993,567		\$192,432	516

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	6,255			
↓ 2010 and later	202	3.2%	5.5%	59
↓ 2000 to 2009	109	1.7%	14.6%	12
↓ 1990 to 1999	137	2.2%	13.4%	16
1980 to 1989	789	12.6%	13.2%	96
▲ 1970 to 1979	1,901	30.4%	15.0%	203
▲ 1960 to 1969	2,027	32.4%	10.4%	312
▲ 1950 to 1959	775	12.4%	10.3%	121
↓ 1949 or earlier	314	5.0%	17.7%	28
Households By Number of Persons (2016)	6,058			
↓ 1 Person Household	1,173	19.4%	27.3%	71
2 Person Household	2,319	38.3%	32.3%	119
3 Person Household	1,046	17.3%	16.2%	106
▲ 4 Person Household	1,029	17.0%	13.1%	130
5 Person Household	388	6.4%	6.5%	99
↓ 6 Person Household	86	1.4%	2.8%	51
↓ 7 or more Person Household	17	0.3%	1.9%	15
Average Persons Per Household	2.6		2.6	100
Households By Heating Type (2013)	5,968			
▲ Utility and Other Gas	5,145	86.2%	54.0%	160
↓ Electric	738	12.4%	36.1%	34
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	39	0.7%	2.2%	29
Solar/Other Fuel	32	0.5%	0.5%	108
↓ No Fuel Used	15	0.3%	0.9%	27

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TRANSPORTATION				
Households By Number of Vehicles (2016)	6,058			
↓ No Vehicles	90	1.5%	9.0%	17
1 Vehicle	1,639	27.1%	33.7%	80
▲ 2 Vehicle	2,830	46.7%	37.5%	125
▲ 3 or more Vehicles	1,499	24.7%	19.8%	125
Workers By Travel Time to Work (2016)	6,927			
↓ Less than 15 minutes	1,100	15.9%	27.3%	58
↓ 15 to 29 minutes	1,670	24.1%	36.5%	66
▲ 30 to 44 minutes	2,150	31.0%	20.2%	154
▲ 45 to 59 minutes	928	13.4%	7.7%	173
▲ 60 or more minutes	1,079	15.6%	8.3%	188
▲ Average Travel Time to Work (minutes)	36.9		28.2	131
Workers By Type of Transportation to Work (2016)	7,657			
Drive Alone	4,896	63.9%	76.9%	83
↓ Car Pool	501	6.5%	9.6%	68
▲ Public Transportation	1,185	15.5%	5.1%	303
▲ Walk to Work	269	3.5%	2.8%	125
↓ Other Means	51	0.7%	1.2%	54
▲ Work at Home	754	9.8%	4.4%	224

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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.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	5,404	89.2%	15.1%	590
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	611	10.1%	14.7%	69
5	Senior Life (7, 20, 21, 22, 30 and 31)	26	0.4%	6.9%	6
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	2	0.0%	31.4%	0
4	Rural Families (27, 26, 29, 33, 35 and 38)	2	0.0%	13.1%	0
6	Ethnic And Urban Diversity (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.		
4	Educated Mid-Life Families	2,313	38.2%	3.4%	1119
1	Traditional Affluent Families	2,060	34.0%	3.5%	977
14	Secure Mid-Life Families	1,024	16.9%	0.7%	2579
8	Rising Potential Professionals	610	10.1%	2.3%	430
21	Mature and Stable	17	0.3%	0.6%	49
49	Exception Households	15	0.2%	0.2%	99
20	Cautious and Mature	7	0.1%	2.6%	4
3	Mid-Life Prosperity	5	0.1%	1.5%	5
28	Building Country Families	2	0.0%	2.8%	1
2	Professional Affluent Families	2	0.0%	0.8%	4
7	Prosperous and Mature	2	0.0%	0.5%	6
29	Working Country Families	1	0.0%	1.0%	2
27	Country Family Diversity	1	0.0%	0.3%	5
19	Educated and Promising	1	0.0%	0.1%	21
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
15	Reliable Young Starters	0	0.0%	4.3%	0
25	Working Country Consumers	0	0.0%	4.1%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0

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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.		
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
12	Educated New Starters	0	0.0%	2.9%	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
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
30	Urban Senior Life	0	0.0%	0.8%	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
37	Rising Multi-Ethnic Urbanites	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
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	6,060	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.6%	35.4%	75
↓ Somewhat Involved with Their Faith	24.4%	29.9%	82
▲ Not Involved with Their Faith	49.8%	34.7%	144

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.0%	22.1%	72
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.1%	23.7%	85

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	139
↓ Baptist	6.0%	16.1%	37
Catholic	21.9%	23.7%	93
▲ Congregational	2.3%	2.0%	116
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	289
▲ Episcopal	3.4%	2.9%	119
↓ Holiness	0.1%	0.8%	16
↓ Jehovah's Witnesses	0.8%	1.1%	78
▲ Judaism	6.0%	3.2%	190
↓ Lutheran	5.9%	7.2%	82
↓ Methodist	4.7%	10.1%	46
▲ Mormon	2.7%	1.8%	155
▲ New Age	1.0%	0.6%	175
▲ Non-Denominational / Independent	9.5%	6.9%	137
Orthodox	0.3%	0.3%	90
↓ Pentecostal	1.8%	2.4%	76
▲ Presbyterian / Reformed	6.4%	4.6%	141
▲ Unitarian / Universalist	1.1%	0.7%	160
▲ Interested but No Preference	5.4%	3.9%	139
▲ Not Interested and No Preference	18.7%	11.1%	168

Likely to Have Changed Their Preference in the Last 10 Years	17.1%	16.8%	102
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.2%	4.0%	130
↓ Lets them do what they want and is supportive	10.2%	11.7%	87
▲ Lets them do what they want and stays out of the way	5.5%	4.8%	115
Works with them on deciding what to do and helps them do it	79.1%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.2%	43.5%	97
↓ Finding/Providing Health Insurance	20.6%	29.0%	71
↓ Day-to-Day Financial Worries	21.1%	31.6%	67
Finding Employment Opportunities	13.3%	14.4%	92
↓ Finding Affordable Housing	8.8%	11.3%	78
↓ Providing Adequate Food	3.6%	8.6%	42
Finding Child Care	6.0%	6.3%	95
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	15.0%	16.7%	90
↓ Dealing With Teen / Child Problems	17.5%	20.7%	84
▲ Finding/Providing Aging Parent Care	20.2%	15.5%	130
↓ Dealing With Abusive Relationships	8.3%	11.4%	73
↓ Dealing With Divorce	2.7%	4.5%	60
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	27.1%	27.0%	101
Finding/Providing Good Schools	25.6%	23.5%	109
Dealing with Problems in Schools	14.0%	13.6%	103
▲ Dealing With Racial / Ethnic Prejudice	15.7%	13.1%	120
▲ Dealing With Neighborhood Gangs	10.3%	8.5%	121
▲ Dealing with Social Injustice	16.9%	11.3%	149
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.2%	50.6%	115
▲ Finding Time for Recreation / Leisure	33.0%	25.3%	131
Finding Better Quality Healthcare	24.3%	23.9%	101
Finding A Satisfying Job / Career	19.3%	19.3%	100
Finding Retirement Opportunities	18.8%	18.9%	99
Achieving A Fulfilling Marriage	24.7%	22.3%	110
Developing Parenting Skills	16.1%	14.7%	109
Achieving Educational Objectives	7.8%	7.5%	104
SPIRITUAL / PERSONAL:			
Dealing With Stress	31.8%	29.8%	107
Finding Companionship	17.6%	17.3%	102
↓ Finding A Good Church	8.1%	15.2%	53
↓ Finding Spiritual Teaching	7.8%	12.9%	60
▲ Finding Life Direction	17.0%	14.0%	121

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	78.3%	84.5%	93
↓ "God is actively involved in the world including nations and their governments"	50.2%	63.8%	79

SOCIETY:

"It is important to preserve the traditional American family structure"	88.6%	91.5%	97
"A healthy environment has become a national crisis"	82.3%	82.8%	99
"Public education is essential to the future of American society"	95.2%	94.0%	101

INSTITUTIONAL ROLES:

↓ "Government should be the primary provider of human welfare services"	41.2%	50.1%	82
"The role of Churches / Synagogues is to help form and support moral values"	79.1%	81.1%	98
"Churches and religious organizations should provide more human services"	62.0%	62.6%	99

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	37.7%	36.3%	104
"The changing racial / ethnic face of America is a threat to our national heritage"	34.9%	36.3%	96

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	68.4%	59.8%	114
▲ More than \$500 per year	40.2%	31.2%	129
▲ More than \$1,000 per year	25.0%	17.4%	144

TO CHARITIES:

▲ More than \$100 per year	49.2%	33.7%	146
▲ More than \$500 per year	18.7%	6.8%	275
▲ More than \$1,000 per year	7.6%	2.3%	330

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	32.5%	16.1%	202
▲ More than \$500 per year	10.9%	4.3%	253
▲ More than \$1,000 per year	7.1%	2.2%	323

Ministry Area Profile 2016
Compass
REPORT

Saint Monica Parish

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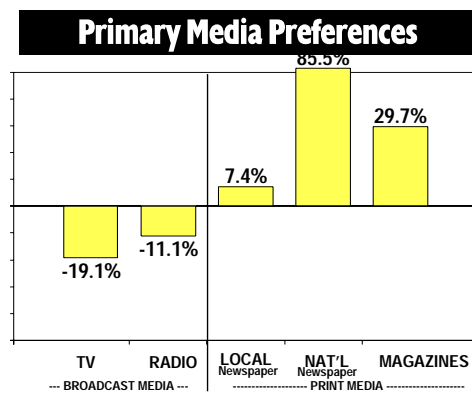
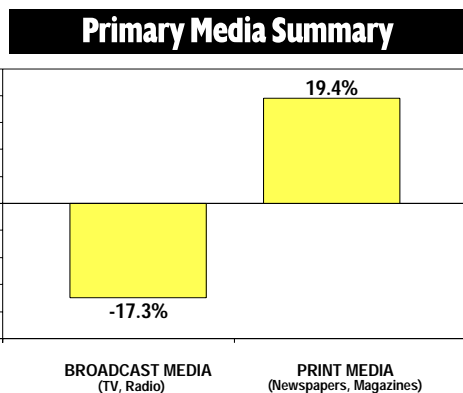
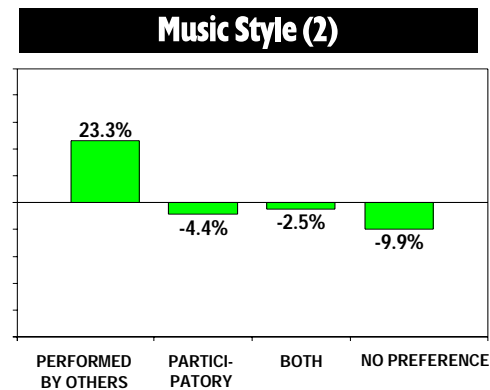
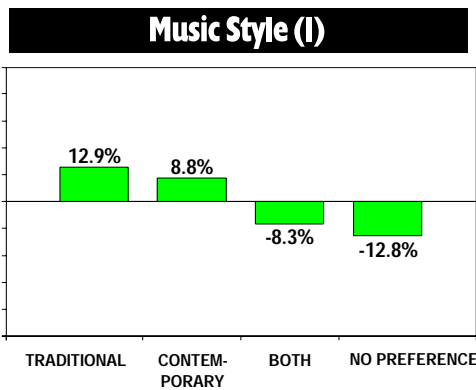
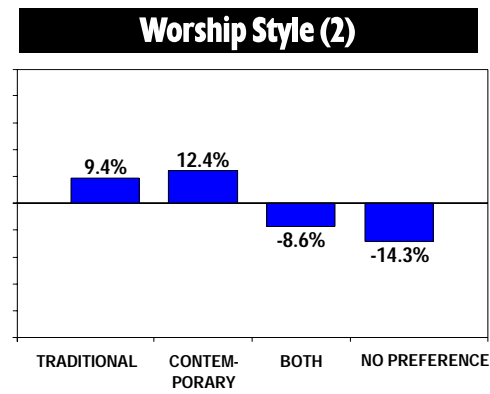
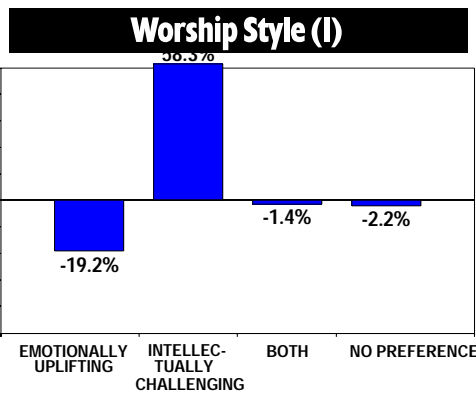
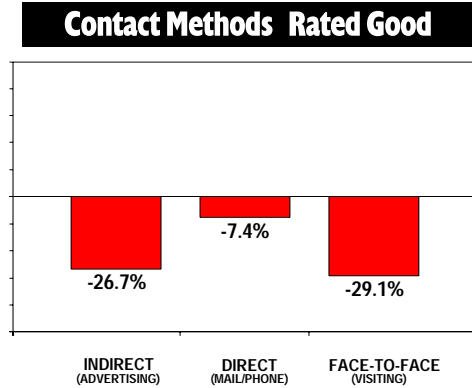
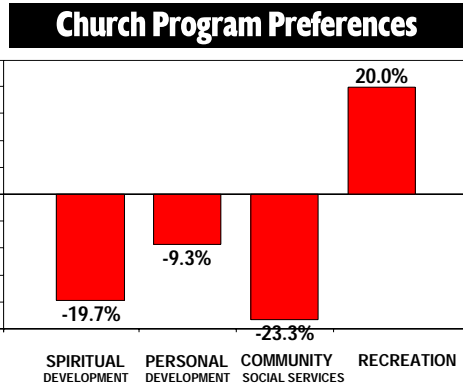
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	27.6%	41.1%	67
Adult Theological Discussion Groups	22.0%	22.5%	98
Spiritual Retreats	10.8%	11.6%	93

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.5%	15.2%	95
Parent Training Programs	7.0%	7.8%	90
↓ Twelve Step Programs	2.8%	3.5%	82
↓ Divorce Recovery	1.9%	2.4%	78

COMMUNITY/SOCIAL SERVICES:

↓ Personal or Family Counseling	17.2%	22.5%	77
↓ Care for the Terminally Ill	12.1%	15.7%	77
↓ Food and Clothing Resources	6.7%	11.1%	60
↓ Day Care Services	5.1%	6.1%	83
Church Sponsored Day-School	5.8%	5.7%	102

RECREATION:

▲ Youth Social Programs	33.9%	29.7%	114
Family Activities and Outings	33.2%	32.8%	101
▲ Active Retirement Programs	30.5%	26.8%	114
▲ Cultural Programs (Music, Drama, Art)	31.4%	18.9%	166
▲ Sports or Camping	8.4%	6.3%	133

SUMMARY

↓ Spiritual Development Index	80
Personal Development Index	91
↓ Community/Social Services Index	77
▲ Recreation Index	120



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.3%	26.4%	81
▲ B. Intellectually Challenging	17.6%	11.1%	158
C. Both A and B	38.6%	39.2%	99
D. No Preference or Not Interested	22.9%	23.4%	98

PART 2:

A. Traditional/Formal/Ceremonial	22.2%	20.2%	109
▲ B. Contemporary/Informal	29.6%	26.3%	112
C. Both A and B	24.3%	26.5%	91
↓ D. No Preference or Not Interested	23.1%	26.9%	86

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	27.6%	24.4%	113
B. Contemporary	21.5%	19.7%	109
C. Both A and B	28.5%	31.1%	92
↓ D. No Preference or Not Interested	21.6%	24.8%	87

PART 2:

▲ A. Performed by Others	23.1%	18.7%	123
B. Participatory	21.9%	22.9%	96
C. Both A and B	31.4%	32.2%	97
D. No Preference or Not Interested	23.6%	26.2%	90



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MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	26.6%	22.0%	121
B. Personal Spiritual Development	15.4%	14.3%	108
C. Both A and B	33.5%	37.4%	90
D. No Preference or Not Interested	24.3%	26.3%	93

PART 2:

A. Global Mission	5.6%	6.2%	90
B. Local Mission	36.0%	33.3%	108
C. Both A and B	28.2%	30.1%	94
D. No Preference or Not Interested	29.8%	30.4%	98

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	27.8%	26.6%	104
▲ B. Contemporary	18.5%	15.9%	116
C. Both A and B	29.3%	32.3%	91
D. No Preference or Not Interested	23.5%	25.1%	94

PART 2:

A. Somber/Serious	8.4%	9.4%	90
▲ B. Light and Airy	40.5%	34.7%	117
C. Both A and B	25.3%	27.7%	91
D. No Preference or Not Interested	25.7%	28.2%	91



Date: 6/20/2016

Prepared For:
 Saint Monica 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	38.2%	47.3%	81
↓ Radio	11.9%	13.3%	89

PRINT MEDIA:

Local Newspaper	38.3%	36.1%	106
▲ National Newspaper	8.0%	4.3%	185
▲ Magazines	5.0%	2.4%	205

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	28.6%	31.9%	90
↓ Radio	19.1%	23.8%	80

PRINT MEDIA:

Local Newspaper	35.1%	32.7%	107
▲ National Newspaper	8.1%	5.8%	141
▲ Magazines	9.1%	7.0%	130

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	84
▲ Overall Print Media Index	117



Date: 6/20/2016

Prepared For:
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Study Area Definition:
 Custom Polygon

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

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	25.9%	36.2%	72
↓ Putting Ad in Local Newspaper	27.3%	33.8%	81
↓ Local Cable Channels	20.4%	30.4%	67
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.2%	53.7%	95
Calling and Offering to Send Information By Mail	26.4%	29.5%	90
↓ Calling and Discussing on the Phone	10.5%	12.0%	87
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.4%	20.1%	71
↓ Going Door to Door	9.8%	14.0%	70

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	31.6%	19.6%	161
▲ Putting Ad in Local Newspaper	30.6%	21.5%	142
▲ Local Cable Channels	41.6%	30.7%	135
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.5%	13.3%	131
▲ Calling and Offering to Send Information By Mail	38.0%	34.0%	112
Calling and Discussing on the Phone	66.4%	60.6%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.0%	49.6%	117
▲ Going Door to Door	71.0%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	73
Direct Methods Index	93
↓ Face-to-Face Methods Index	71

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	144
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	114