

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

Saint Paschal Parish

Study Area Definition:
Custom Polygon



ID# 229782:229782



Prepared For:
Saint Paschal Parish

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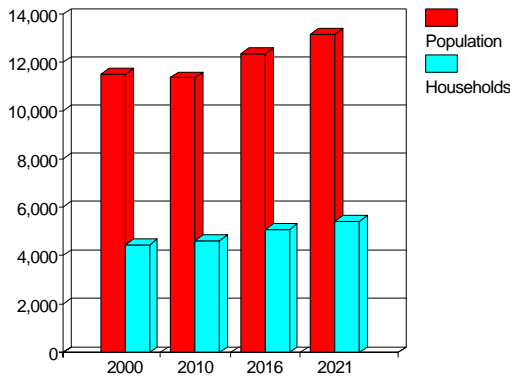
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 12,362 persons residing in the defined study area. This represents an increase of 849 or 7.4% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 6.5% or 805 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 *very low* with only 12 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 38.6% 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 24.2% of the population and all other racial/ethnic groups make up a substantial 75.8% which is well above the national average of 39%. The largest of these groups, *African-Americans*, accounts for 46.4% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 20.7% 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 3,515 persons or 28.4% of the total population in the area. *Boomers* (age 56 to 73) make up 26.8% of the population which compared to a national average of 19.5% 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 *mixed* due to the about 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 92.1% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 50.1% 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, Racial/Ethnic Prejudice, Time for Recreation/Leisure, Neighborhood Crime and Safety* and *Finding Life Direction*. (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 *very 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 \$115,553 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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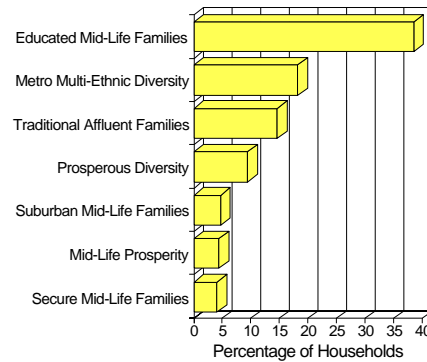
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Population and Households

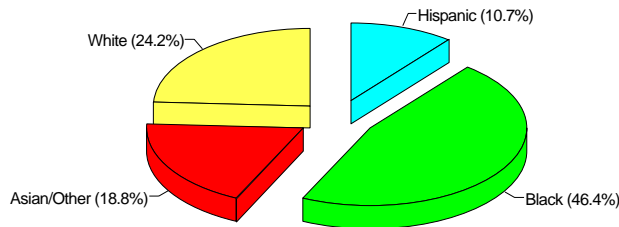


Primary U.S. Lifestyles Segments-2016

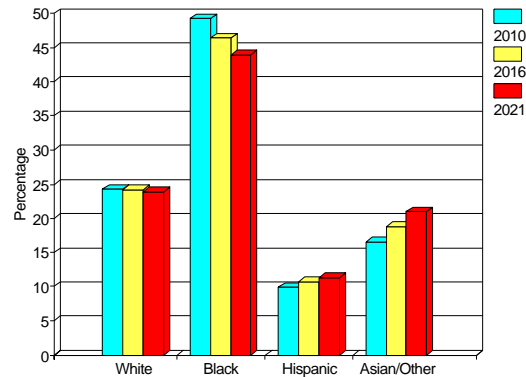


The population in the study area has increased by 1000 persons, or 8.8% since 2010 and is projected to increase by 805 persons, or 6.5% between 2016 and 2021. The number of households has increased by 466, or 10.1% since 2010 and is projected to increase by 363, or 7.1% between 2016 and 2021.

Population By Race/Ethnicity-2016

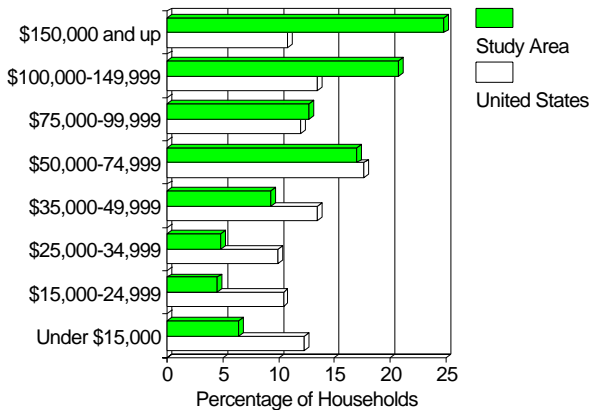


Population By Race/Ethnicity Trend

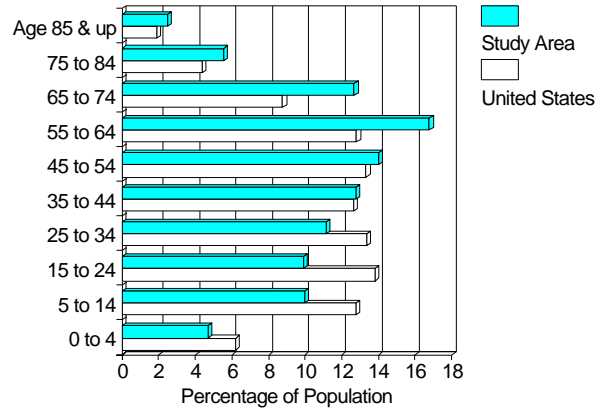


Between 2016 and 2021, the White population is projected to increase by 156 persons and to decrease from 24.2% to 23.9% of the total population. The Black population is projected to increase by 42 persons and to decrease from 46.4% to 43.9% of the total. The Hispanic/Latino population is projected to increase by 165 persons and to increase from 10.7% to 11.3% of the total. The Asian/Other population is projected to increase by 443 persons and to increase from 18.8% to 21.0% of the total population.

Households By Income-2016



Population by Age-2016

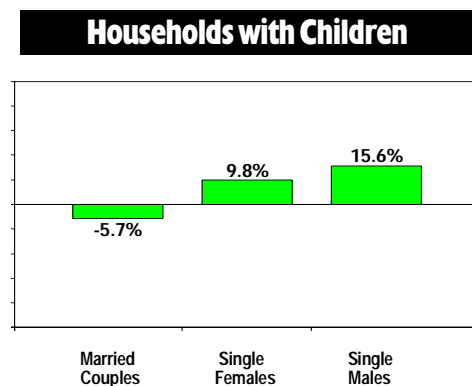
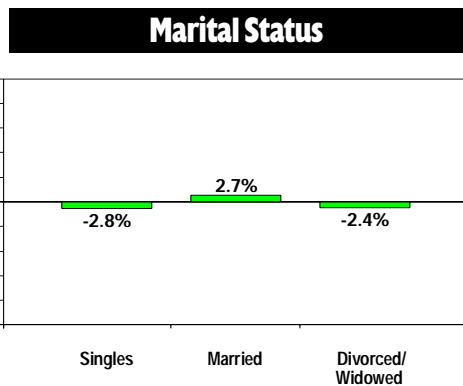
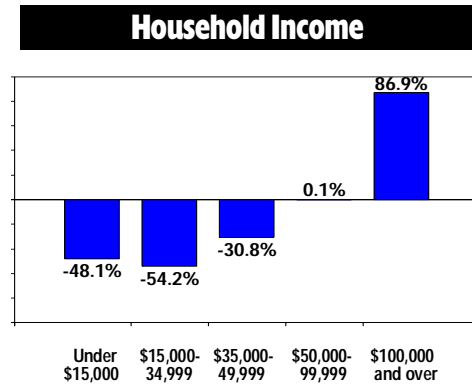
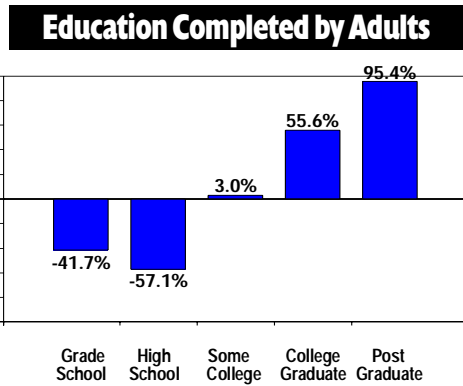
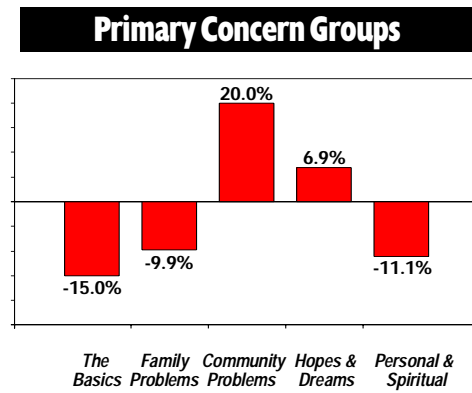
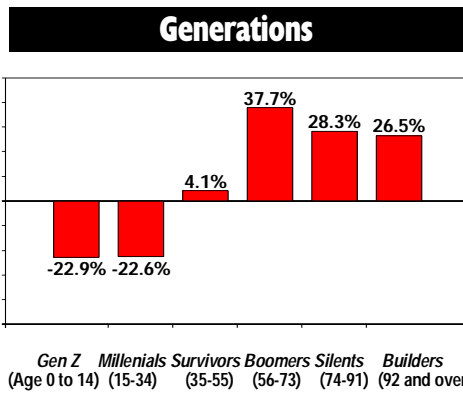
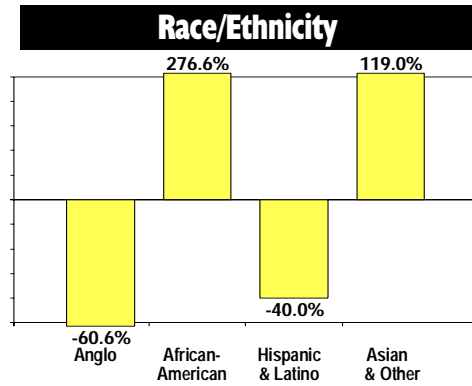
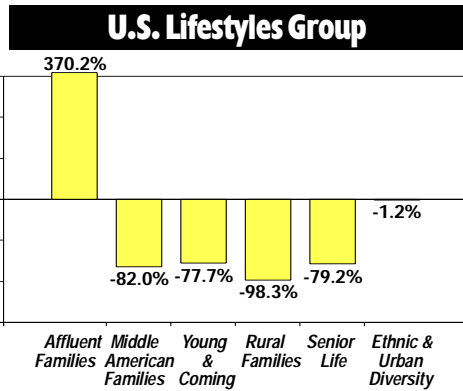


The average household income in the study area is \$115553 a year as compared to the U.S. average of \$77135. The average age in the study area is 44.1 and is projected to increase to 45.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection		
Population	11,513	11,362	12,362	13,167		
Population Change		(151)	1,000	805		
Percentage Change		-1.3%	8.8%	6.5%		
Average Annual Growth Rate		-0.1%	1.5%	1.3%		
Density (Pop. per square mile)	613	605	659	701		
HOUSEHOLDS						
▲ Households	4,444	4,611	5,077	5,440		
Household Change		167	466	363		
Percentage Change		3.8%	10.1%	7.1%		
Average Annual Growth Rate		0.4%	1.7%	1.4%		
↓ Persons Per Household	2.58	2.46	2.43	2.41		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	2,763	24.3%	2,988	24.2%	3,144	23.9%
↓ African-American (Non-Hisp)	5,593	49.2%	5,733	46.4%	5,775	43.9%
▲ Hispanic/Latino	1,130	9.9%	1,320	10.7%	1,485	11.3%
▲ Asian/Other (Non-Hisp)	1,877	16.5%	2,320	18.8%	2,763	21.0%
POPULATION BY GENDER						
↓ Female	6,054	53.3%	6,571	53.2%	6,996	53.1%
▲ Male	5,309	46.7%	5,791	46.8%	6,171	46.9%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	1,026	9.0%	1,810	14.6%	2,533	19.2%
Millennials (Born 1982 to 2001)	2,328	20.5%	2,601	21.0%	2,747	20.9%
▲ Survivors (Born 1961 to 1981)	3,166	27.9%	3,515	28.4%	3,889	29.5%
↓ Boomers (Born 1943 to 1960)	3,264	28.7%	3,317	26.8%	3,166	24.0%
↓ Silents (Born 1925 to 1942)	1,344	11.8%	1,058	8.6%	828	6.3%
↓ Builders (Born 1924 and earlier)	239	2.1%	61	0.5%	3	0.0%
AGE						
▲ Average Age	43.2		44.1		45.2	
▲ Median Age	45.0		46.3		47.8	
INCOME						
▲ Average Household Income	\$103,987		\$115,553		\$125,634	
▲ Median Household Income	\$86,393		\$91,353		\$98,745	
▲ Per Capita Income	\$42,201		\$47,457		\$51,906	

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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	1,050	22.8%	1,254	24.7%	1,546	28.4%
\$100,000 to \$149,999	971	21.1%	1,051	20.7%	1,128	20.7%
\$75,000 to \$99,999	559	12.1%	644	12.7%	679	12.5%
↓ \$50,000 to \$74,999	805	17.5%	861	17.0%	871	16.0%
\$35,000 to \$49,999	288	6.2%	471	9.3%	446	8.2%
↓ \$25,000 to \$34,999	326	7.1%	246	4.8%	230	4.2%
↓ \$15,000 to \$24,999	328	7.1%	228	4.5%	225	4.1%
Under \$15,000	285	6.2%	324	6.4%	313	5.8%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	573	5.0%	581	4.7%	584	4.4%
↓ Required Formal Schooling (5-17)	1,563	13.8%	1,607	13.0%	1,704	12.9%
College Years, Career Starts (18-24)	725	6.4%	848	6.9%	856	6.5%
Singles and Young Families (25-34)	1,255	11.0%	1,375	11.1%	1,301	9.9%
↓ Families, Empty Nesters (35-54)	3,309	29.1%	3,316	26.8%	3,479	26.4%
↓ Enrichment Years Singles/Couples (55-64)	1,964	17.3%	2,075	16.8%	2,105	16.0%
▲ Retirement Opportunities (65+)	1,979	17.4%	2,561	20.7%	3,137	23.8%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	573	5.0%	581	4.7%	584	4.4%
5 to 9 years	566	5.0%	617	5.0%	630	4.8%
10 to 14 years	594	5.2%	612	5.0%	669	5.1%
15 to 17 years	403	3.5%	378	3.1%	405	3.1%
18 to 20 years	306	2.7%	354	2.9%	365	2.8%
21 to 24 years	419	3.7%	494	4.0%	491	3.7%
25 to 29 years	616	5.4%	595	4.8%	742	5.6%
30 to 34 years	639	5.6%	780	6.3%	559	4.2%
35 to 39 years	734	6.5%	770	6.2%	835	6.3%
40 to 44 years	783	6.9%	811	6.6%	877	6.7%
↓ 45 to 49 years	887	7.8%	838	6.8%	808	6.1%
50 to 54 years	905	8.0%	897	7.3%	959	7.3%
↓ 55 to 59 years	982	8.6%	995	8.0%	1,030	7.8%
60 to 64 years	982	8.6%	1,080	8.7%	1,075	8.2%
65 to 69 years	659	5.8%	938	7.6%	958	7.3%
▲ 70 to 74 years	445	3.9%	629	5.1%	1,009	7.7%
▲ 75 to 84 years	609	5.4%	687	5.6%	847	6.4%
85 or more years	266	2.3%	307	2.5%	323	2.5%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	10,552			
Single (Never Married)	3,373	32.0%	32.9%	97
Married	5,435	51.5%	50.2%	103
Divorced/Widowed	1,745	16.5%	16.9%	98
Marital Status Females 15 and Older (2016)	5,697			
Single (Never Married)	1,512	26.5%	29.8%	89
Married	2,928	51.4%	48.8%	105
Divorced/Widowed	1,257	22.1%	21.4%	103
Marital Status Males 15 and Older (2016)	4,855			
Single (Never Married)	1,861	38.3%	36.2%	106
Married	2,506	51.6%	51.6%	100
Divorced/Widowed	488	10.1%	12.3%	82
FAMILY STRUCTURE				
Households By Type (2016)	5,077			
Married Couple	2,314	45.6%	48.5%	94
Other Family - Male Head of Household	263	5.2%	4.9%	105
Other Family - Female Head of Household	764	15.0%	13.0%	116
Non Family - Male Head of Household	686	13.5%	15.8%	85
Non Family - Female Head of Household	1,051	20.7%	17.7%	117
Households With Children 0 to 18 (2016)	1,380			
Married Couple Family	849	61.5%	65.2%	94
Other Family - Male Head of Household	135	9.8%	8.5%	116
Other Family - Female Head of Household	384	27.8%	25.3%	110
Non Family	12	0.9%	1.0%	90
Population By Household Type (2016)	12,362			
↓ Group Quarters	33	0.3%	2.5%	11

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	33			
↓ Correctional Facilities	3	9.1%	30.0%	30
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	4	12.1%	18.7%	65
▲ Other	26	78.8%	15.2%	518
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	12,362			
↓ White (Non-Hispanic)	2,988	24.2%	61.3%	39
▲ African-American (Non-Hisp)	5,733	46.4%	12.3%	377
↓ Hispanic/Latino	1,321	10.7%	17.8%	60
↓ Native American (Non-Hisp)	22	0.2%	0.7%	24
▲ Asian (Non-Hisp)	1,594	12.9%	5.3%	244
▲ Hawaiian & Pacific Islander (Non-Hisp)	38	0.3%	0.2%	183
▲ Other Races & Multiple Races (Non-Hisp)	668	5.4%	2.4%	226
Asian Population By Race (2016)	1,618			
▲ Chinese	1,126	69.6%	22.3%	312
▲ Japanese	121	7.5%	5.0%	149
↓ Indian	55	3.4%	19.5%	17
↓ Korean	13	0.8%	9.6%	8
↓ Vietnamese	44	2.7%	11.0%	25
↓ Other Asian Races	259	16.0%	32.5%	49
Hispanic/Latino Population By Race (2016)	1,321			
↓ White	475	36.0%	53.0%	68
▲ African-American	122	9.2%	2.5%	369
▲ Native American	33	2.5%	1.4%	183
▲ Asian	24	1.8%	0.4%	434
Other Races & Multiple Races	667	50.5%	42.7%	118
Hispanic/Latino Population By Origin (2016)	1,321			
Mexican	799	60.5%	62.4%	97
↓ Puerto Rican	69	5.2%	9.5%	55
Cuban	38	2.9%	3.5%	81
▲ Other Hispanic Origin	414	31.3%	24.6%	127

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	2,762			
↓ Pre-Primary (Public)	50	1.8%	3.4%	53
▲ Pre-Primary (Private)	242	8.8%	2.6%	333
Elementary/High School (Public)	1,365	49.4%	58.9%	84
▲ Elementary/High School (Private)	330	11.9%	6.6%	180
Enrolled in College	775	28.1%	28.4%	99
Population By Education Completed (Age 25 and over) (2016)	9,327			
↓ Elementary (Less than 9 years)	291	3.1%	5.8%	54
↓ Some High School (9 to 11 years)	447	4.8%	7.8%	62
↓ High School Graduate (12 years)	1,115	12.0%	27.9%	43
Some College (13 to 15 years)	2,158	23.1%	21.2%	109
Associate Degree	644	6.9%	8.0%	86
▲ Bachelor's Degree	2,658	28.5%	18.3%	156
▲ Graduate Degree	2,014	21.6%	11.0%	195
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	6,280			
▲ TOTAL WHITE COLLAR	4,683	74.6%	61.5%	121
▲ Executive and Managerial	896	14.3%	9.7%	146
▲ Professional Specialty	1,579	25.1%	16.6%	152
▲ Technical Support	687	10.9%	8.3%	132
Sales	641	10.2%	10.9%	94
Administrative Support & Clerical	880	14.0%	16.0%	87
↓ TOTAL BLUE COLLAR	1,597	25.4%	38.5%	66
Service: Private Households	264	4.2%	3.7%	114
Service: Protective	147	2.3%	2.2%	106
↓ Service: Other	369	5.9%	7.5%	79
↓ Farming, Forestry & Fishing	4	0.1%	0.7%	9
↓ Precision Production and Craft	253	4.0%	11.0%	37
Operators and Assemblers	165	2.6%	3.2%	81
Transportation and Material Moving	310	4.9%	6.2%	80
↓ Laborers	85	1.4%	4.0%	33

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	10,428			
Employed	6,305	60.5%	58.1%	104
Unemployed	587	5.6%	5.6%	100
Not in Labor Force	3,535	33.9%	36.3%	93
Total Female Pop. By Work Status (Age 20 to 64) (2013)	3,687			
TOTAL WORKING	2,631	71.4%	66.8%	107
With No Own Children	1,718	46.6%	42.2%	110
▲ With Own Children Age 0 to 5 only	295	8.0%	5.5%	146
With Own Children Age 6 to 17 only	456	12.4%	14.8%	84
With Own Children Both Age 0 to 5 and 6 to 17	162	4.4%	4.3%	102
TOTAL NOT WORKING (UNEMPLOYED)	248	6.7%	6.2%	108
With No Own Children	157	4.3%	3.8%	114
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
▲ With Own Children Age 6 to 17 only	91	2.5%	1.3%	196
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
TOTAL NOT IN THE LABOR FORCE	808	21.9%	27.0%	81
With No Own Children	620	16.8%	17.1%	98
↓ With Own Children Age 0 to 5 only	39	1.1%	2.6%	41
↓ With Own Children Age 6 to 17 only	108	2.9%	4.6%	63
↓ With Own Children Both Age 0 to 5 and 6 to 17	41	1.1%	2.6%	42
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	5,077			
Above Poverty Line (Households with Children)	3,173	68.1%	59.6%	114
Above Poverty Line (Households without Children)	1,197	25.7%	26.5%	97
↓ Below Poverty Line (Households with Children)	165	3.5%	7.9%	45
↓ Below Poverty Line (Households without Children)	126	2.7%	6.0%	45
Households By Presence of Retirement Income (2013)	4,611			
▲ With Retirement Income	1,455	31.6%	17.6%	180
Without Retirement Income	3,183	69.0%	81.5%	85

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HOUSING				
Occupied Units By Type (2016)	5,077			
▲ Owner Occupied	4,066	80.1%	65.0%	123
↓ Renter Occupied	1,011	19.9%	35.0%	57
▲ Median Rent (2013)	\$1,218		\$904	135
Structures By Number of Units (2016)	5,361			
▲ Single Unit	4,417	82.4%	67.3%	122
3 to 4 Units	392	7.3%	8.1%	90
5 to 19 Units	492	9.2%	9.3%	98
↓ 20 to 49 Units	41	0.8%	3.6%	21
↓ 50 or more Units	11	0.2%	5.1%	4
↓ Mobile Home	7	0.1%	6.4%	2
↓ Other	1	0.0%	0.1%	22
▲ Single To Multiple Unit Ratio	4.72		2.57	183
Owner-Occupied Property Values (2016)	4,066			
↓ Under \$40,000	89	2.2%	7.2%	30
↓ \$40,000 to \$59,999	24	0.6%	3.7%	16
↓ \$60,000 to \$79,999	5	0.1%	5.1%	2
↓ \$80,000 to \$99,999	8	0.2%	6.5%	3
↓ \$100,000 to 149,999	71	1.7%	15.1%	12
↓ \$150,000 to \$199,999	71	1.7%	14.6%	12
↓ \$200,000 to \$299,999	287	7.1%	18.1%	39
▲ \$300,000 to \$499,999	932	22.9%	16.9%	135
▲ \$500,000 to \$999,999	2,071	50.9%	9.7%	525
▲ \$1,000,000 and over	509	12.5%	3.0%	414
▲ Median Property Value	\$620,631		\$192,432	323

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	Number	Percent		
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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	5,361			
▲ 2010 and later	500	9.3%	5.5%	169
↓ 2000 to 2009	243	4.5%	14.6%	31
↓ 1990 to 1999	168	3.1%	13.4%	23
1980 to 1989	655	12.2%	13.2%	93
1970 to 1979	742	13.8%	15.0%	92
▲ 1960 to 1969	957	17.9%	10.4%	172
▲ 1950 to 1959	1,025	19.1%	10.3%	186
1949 or earlier	1,072	20.0%	17.7%	113
Households By Number of Persons (2016)	5,077			
1 Person Household	1,345	26.5%	27.3%	97
2 Person Household	1,881	37.0%	32.3%	115
3 Person Household	873	17.2%	16.2%	106
4 Person Household	565	11.1%	13.1%	85
↓ 5 Person Household	246	4.8%	6.5%	75
↓ 6 Person Household	108	2.1%	2.8%	77
↓ 7 or more Person Household	59	1.2%	1.9%	61
Average Persons Per Household	2.5		2.6	95
Households By Heating Type (2013)	4,638			
▲ Utility and Other Gas	3,802	82.0%	54.0%	152
↓ Electric	834	18.0%	36.1%	50
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	2	0.0%	2.2%	2
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	0	0.0%	0.9%	0

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TRANSPORTATION				
Households By Number of Vehicles (2016)	5,077			
↓ No Vehicles	146	2.9%	9.0%	32
1 Vehicle	1,556	30.6%	33.7%	91
2 Vehicle	2,069	40.8%	37.5%	109
▲ 3 or more Vehicles	1,306	25.7%	19.8%	130
Workers By Travel Time to Work (2016)	5,635			
↓ Less than 15 minutes	787	14.0%	27.3%	51
15 to 29 minutes	1,977	35.1%	36.5%	96
▲ 30 to 44 minutes	1,372	24.3%	20.2%	121
▲ 45 to 59 minutes	740	13.1%	7.7%	170
▲ 60 or more minutes	760	13.5%	8.3%	163
▲ Average Travel Time to Work (minutes)	34.9		28.2	124
Workers By Type of Transportation to Work (2016)	6,005			
Drive Alone	4,123	68.7%	76.9%	89
Car Pool	606	10.1%	9.6%	106
▲ Public Transportation	661	11.0%	5.1%	215
↓ Walk to Work	80	1.3%	2.8%	47
▲ Other Means	91	1.5%	1.2%	122
▲ Work at Home	444	7.4%	4.4%	168

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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)	3,608	71.1%	15.1%	470
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	922	18.2%	18.4%	99
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	287	5.7%	31.4%	18
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	166	3.3%	14.7%	22
5	Senior Life (7, 20, 21, 22, 30 and 31)	73	1.4%	6.9%	21
4	Rural Families (27, 26, 29, 33, 35 and 38)	11	0.2%	13.1%	2

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Educated Mid-Life Families	1,955	38.5%	3.4%	1129
24	Metro Multi-Ethnic Diversity	921	18.1%	2.7%	660
1	Traditional Affluent Families	743	14.6%	3.5%	420
5	Prosperous Diversity	477	9.4%	3.1%	303
10	Suburban Mid-Life Families	238	4.7%	5.5%	85
3	Mid-Life Prosperity	227	4.5%	1.5%	293
14	Secure Mid-Life Families	206	4.1%	0.7%	619
8	Rising Potential Professionals	164	3.2%	2.3%	138
7	Prosperous and Mature	41	0.8%	0.5%	150
20	Cautious and Mature	29	0.6%	2.6%	22
28	Building Country Families	25	0.5%	2.8%	18
25	Working Country Consumers	13	0.3%	4.1%	6
18	Working Urban Families	9	0.2%	4.0%	4
27	Country Family Diversity	6	0.1%	0.3%	35
29	Working Country Families	5	0.1%	1.0%	10
49	Exception Households	4	0.1%	0.2%	32
21	Mature and Stable	3	0.1%	0.6%	10
15	Reliable Young Starters	2	0.0%	4.3%	1
17	Large Young Families	1	0.0%	2.2%	1
43	Laboring Urban Diversity	1	0.0%	0.5%	4

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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.		
9	Educated Working Families	1	0.0%	0.1%	23
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	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
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
31	Mature Country Families	0	0.0%	0.5%	0
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
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		5,071	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	29.2%	35.4%	82
↓ Somewhat Involved with Their Faith	24.1%	29.9%	81
▲ Not Involved with Their Faith	46.4%	34.7%	134

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.9%	22.1%	81
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.2%	23.7%	85

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.7%	0.5%	141
↓ Baptist	8.8%	16.1%	55
Catholic	21.4%	23.7%	90
Congregational	1.9%	2.0%	96
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	261
Episcopal	3.0%	2.9%	105
↓ Holiness	0.3%	0.8%	38
Jehovah's Witnesses	1.1%	1.1%	103
▲ Judaism	4.7%	3.2%	149
↓ Lutheran	5.5%	7.2%	76
↓ Methodist	5.0%	10.1%	50
▲ Mormon	2.7%	1.8%	152
▲ New Age	1.0%	0.6%	182
▲ Non-Denominational / Independent	10.3%	6.9%	148
Orthodox	0.3%	0.3%	93
Pentecostal	2.2%	2.4%	90
▲ Presbyterian / Reformed	5.4%	4.6%	118
▲ Unitarian / Universalist	1.0%	0.7%	136
▲ Interested but No Preference	5.4%	3.9%	139
▲ Not Interested and No Preference	17.9%	11.1%	162

Likely to Have Changed Their Preference in the Last 10 Years	17.6%	16.8%	105
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	4.8%	4.0%	120
↓ Lets them do what they want and is supportive	9.4%	11.7%	80
Lets them do what they want and stays out of the way	5.0%	4.8%	104
Works with them on deciding what to do and helps them do it	80.8%	79.6%	102

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.2%	43.5%	95
↓ Finding/Providing Health Insurance	21.0%	29.0%	73
↓ Day-to-Day Financial Worries	24.4%	31.6%	77
Finding Employment Opportunities	14.8%	14.4%	103
Finding Affordable Housing	10.3%	11.3%	91
↓ Providing Adequate Food	5.0%	8.6%	59
Finding Child Care	6.1%	6.3%	97
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.3%	16.7%	85
Dealing With Teen / Child Problems	18.6%	20.7%	90
▲ Finding/Providing Aging Parent Care	17.5%	15.5%	113
↓ Dealing With Abusive Relationships	8.9%	11.4%	78
↓ Dealing With Divorce	2.7%	4.5%	61
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	31.0%	27.0%	115
▲ Finding/Providing Good Schools	26.1%	23.5%	111
Dealing with Problems in Schools	13.2%	13.6%	97
▲ Dealing With Racial / Ethnic Prejudice	17.5%	13.1%	133
▲ Dealing With Neighborhood Gangs	12.2%	8.5%	143
▲ Dealing with Social Injustice	16.3%	11.3%	144
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	56.4%	50.6%	111
▲ Finding Time for Recreation / Leisure	30.9%	25.3%	122
Finding Better Quality Healthcare	22.8%	23.9%	95
Finding A Satisfying Job / Career	19.5%	19.3%	101
Finding Retirement Opportunities	18.6%	18.9%	98
Achieving A Fulfilling Marriage	23.8%	22.3%	107
Developing Parenting Skills	15.5%	14.7%	105
Achieving Educational Objectives	7.9%	7.5%	105
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.2%	29.8%	95
Finding Companionship	16.4%	17.3%	95
↓ Finding A Good Church	9.2%	15.2%	60
↓ Finding Spiritual Teaching	9.5%	12.9%	73
▲ Finding Life Direction	16.1%	14.0%	115

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	80.1%	84.5%	95
↓ “God is actively involved in the world including nations and their governments”	54.8%	63.8%	86

SOCIETY:

“It is important to preserve the traditional American family structure”	89.4%	91.5%	98
“A healthy environment has become a national crisis”	83.4%	82.8%	101
“Public education is essential to the future of American society”	95.9%	94.0%	102

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	44.9%	50.1%	90
“The role of Churches / Synagogues is to help form and support moral values”	78.8%	81.1%	97
“Churches and religious organizations should provide more human services”	62.2%	62.6%	99

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	39.1%	36.3%	108
“The changing racial / ethnic face of America is a threat to our national heritage”	34.2%	36.3%	94

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	65.4%	59.8%	109
▲ More than \$500 per year	37.3%	31.2%	120
▲ More than \$1,000 per year	23.7%	17.4%	136

TO CHARITIES:

▲ More than \$100 per year	47.2%	33.7%	140
▲ More than \$500 per year	15.9%	6.8%	234
▲ More than \$1,000 per year	6.4%	2.3%	278

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	28.5%	16.1%	177
▲ More than \$500 per year	8.9%	4.3%	207
▲ More than \$1,000 per year	6.0%	2.2%	273

Ministry Area Profile 2016
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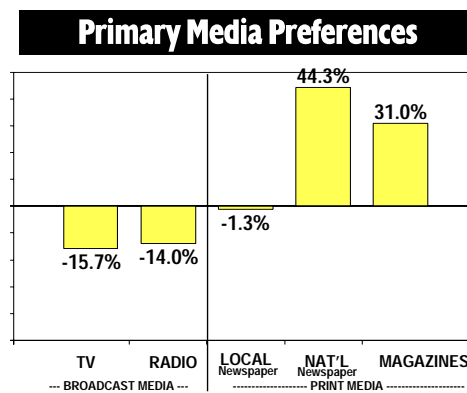
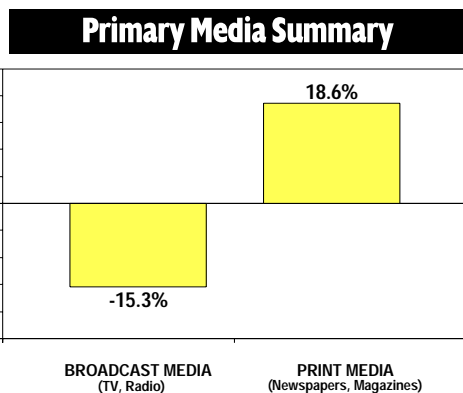
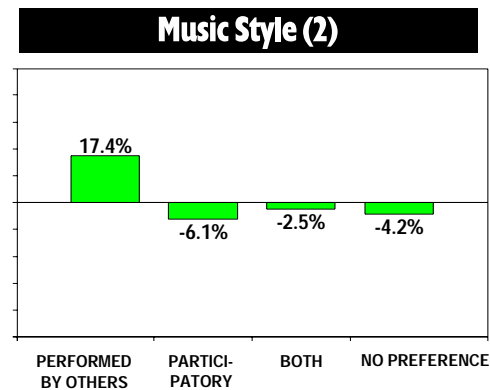
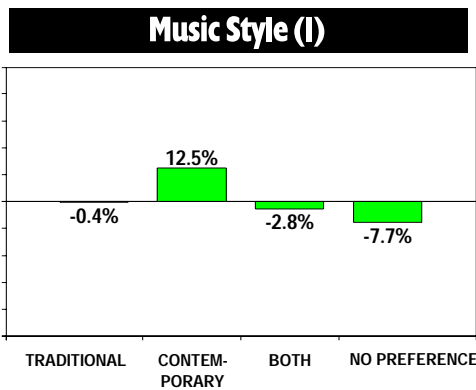
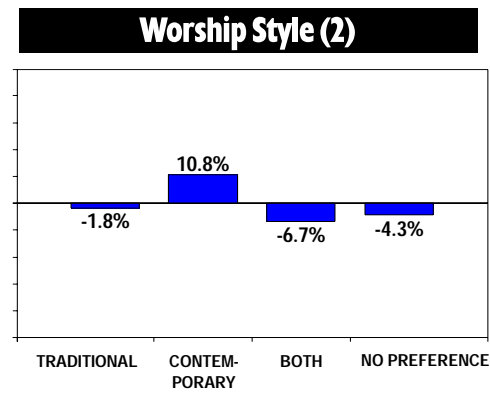
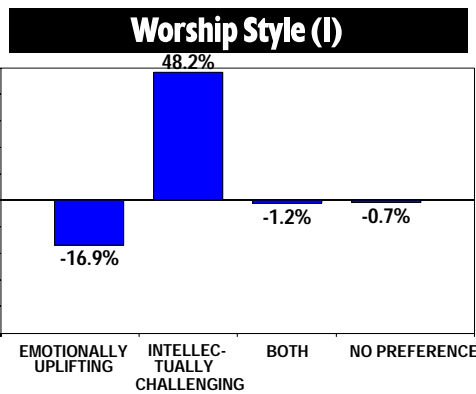
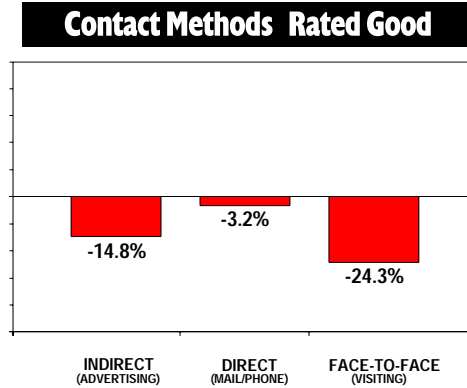
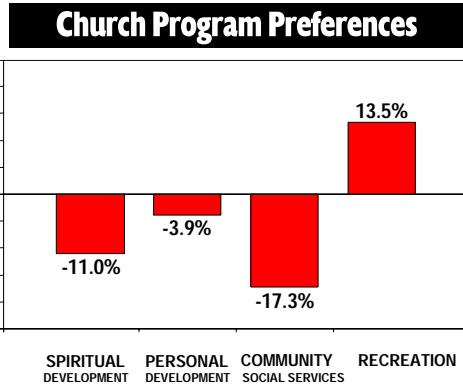
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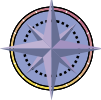


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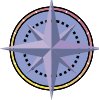
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	33.6%	41.1%	82
Adult Theological Discussion Groups	21.5%	22.5%	96
Spiritual Retreats	11.9%	11.6%	102
<i>PERSONAL DEVELOPMENT:</i>			
Marriage Enrichment Opportunities	14.6%	15.2%	96
Parent Training Programs	8.0%	7.8%	102
Twelve Step Programs	3.5%	3.5%	100
↓ Divorce Recovery	1.7%	2.4%	71
<i>COMMUNITY/SOCIAL SERVICES:</i>			
↓ Personal or Family Counseling	18.8%	22.5%	83
↓ Care for the Terminally Ill	12.7%	15.7%	81
↓ Food and Clothing Resources	6.7%	11.1%	61
Day Care Services	5.9%	6.1%	97
▲ Church Sponsored Day-School	6.4%	5.7%	112
<i>RECREATION:</i>			
▲ Youth Social Programs	34.0%	29.7%	114
Family Activities and Outings	33.6%	32.8%	102
Active Retirement Programs	28.0%	26.8%	104
▲ Cultural Programs (Music, Drama, Art)	26.8%	18.9%	142
▲ Sports or Camping	7.6%	6.3%	120

SUMMARY	
↓ Spiritual Development Index	89
Personal Development Index	96
↓ Community/Social Services Index	83
▲ Recreation Index	113



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	21.9%	26.4%	83
▲ B. Intellectually Challenging	16.5%	11.1%	148
C. Both A and B	38.7%	39.2%	99
D. No Preference or Not Interested	23.2%	23.4%	99

PART 2:

A. Traditional/Formal/Ceremonial	19.9%	20.2%	98
▲ B. Contemporary/Informal	29.2%	26.3%	111
C. Both A and B	24.7%	26.5%	93
D. No Preference or Not Interested	25.8%	26.9%	96

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.3%	24.4%	100
▲ B. Contemporary	22.2%	19.7%	112
C. Both A and B	30.2%	31.1%	97
D. No Preference or Not Interested	22.9%	24.8%	92

PART 2:

▲ A. Performed by Others	22.0%	18.7%	117
B. Participatory	21.5%	22.9%	94
C. Both A and B	31.4%	32.2%	98
D. No Preference or Not Interested	25.1%	26.2%	96



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MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	24.2%	22.0%	110
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	35.0%	37.4%	94
D. No Preference or Not Interested	25.4%	26.3%	97

PART 2:

A. Global Mission	5.9%	6.2%	95
B. Local Mission	33.9%	33.3%	102
C. Both A and B	29.1%	30.1%	96
D. No Preference or Not Interested	30.9%	30.4%	102

CHURCH ARCHITECTURE INDICATOR

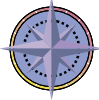
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	24.0%	26.6%	90
▲ B. Contemporary	20.3%	15.9%	128
C. Both A and B	31.1%	32.3%	96
D. No Preference or Not Interested	24.5%	25.1%	98

PART 2:

↓ A. Somber/Serious	7.6%	9.4%	81
▲ B. Light and Airy	38.9%	34.7%	112
C. Both A and B	26.7%	27.7%	96
D. No Preference or Not Interested	26.8%	28.2%	95



Date: 6/20/2016

Prepared For:
 Saint Paschal 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	39.8%	47.3%	84
↓ Radio	11.5%	13.3%	86

PRINT MEDIA:

▲ Local Newspaper	40.5%	36.1%	112
▲ National Newspaper	6.3%	4.3%	144
▲ Magazines	4.1%	2.4%	171

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

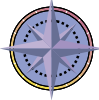
Television	30.9%	31.9%	97
↓ Radio	20.9%	23.8%	88

PRINT MEDIA:

Local Newspaper	32.3%	32.7%	99
▲ National Newspaper	7.1%	5.8%	123
▲ Magazines	9.2%	7.0%	131

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	89
▲ Overall Print Media Index	113



Date: 6/20/2016

Prepared For:
 Saint Paschal 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:

INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	31.0%	36.2%	86
Putting Ad in Local Newspaper	30.3%	33.8%	90
↓ Local Cable Channels	24.3%	30.4%	80
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	52.8%	53.7%	98
Calling and Offering to Send Information By Mail	27.9%	29.5%	94
Calling and Discussing on the Phone	11.5%	12.0%	96
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	14.8%	20.1%	73
↓ Going Door to Door	11.1%	14.0%	79

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
▲ Local Radio Announcements or Advertisements	26.1%	19.6%	133
▲ Putting Ad in Local Newspaper	27.4%	21.5%	127
▲ Local Cable Channels	37.0%	30.7%	120
DIRECT METHODS (MORE PERSONAL):			
▲ Sending Information By Mail	16.6%	13.3%	124
Calling and Offering to Send Information By Mail	37.4%	34.0%	110
Calling and Discussing on the Phone	65.6%	60.6%	108
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ Calling and Offering to Visit When Convenient	58.4%	49.6%	118
Going Door to Door	67.4%	64.0%	105

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	85
Direct Methods Index	97
↓ Face-to-Face Methods Index	76

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	126
▲ Direct Methods Index	111
▲ Face-to-Face Methods Index	111