

ministry
area ●●●●●●
profile **2016**

Saint Perpetua Parish

Study Area Definition:
Custom Polygon





Prepared For:
Saint Perpetua Parish

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Table of Contents

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

Date: 6/20/2016

Prepared For:
Saint Perpetua Parish

Study Area Definition:
Custom Polygon

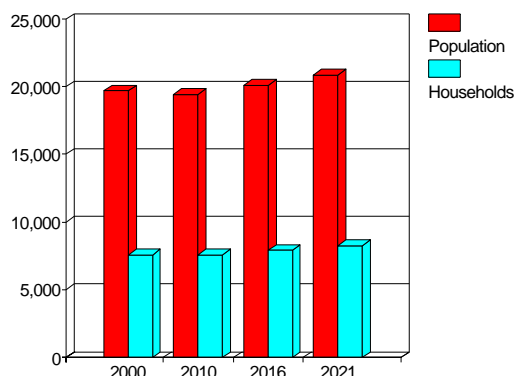
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 20,134 persons residing in the defined study area. This represents an increase of 441 or 2.2% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 3.6% or 734 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 10 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 37.3% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 78.7% of the population and all other racial/ethnic groups make up just 21.3% which is well below the national average of 39%. The largest of these groups, *Asians*, accounts for 9.8% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 13.7% 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 5,370 persons or 26.7% of the total population in the area. *Builders* (age 92 and up) make up 0.5% 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 *extremely 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 97.7% 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 70.8% 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, Neighborhood Gangs, Finding Life Direction* 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 \$173,356 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

Date: 6/20/2016

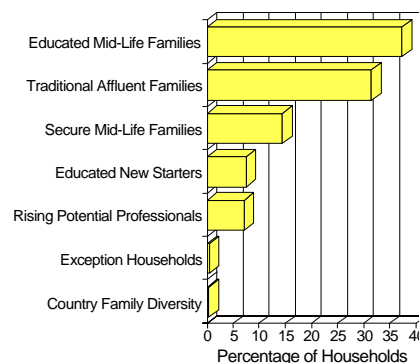
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Population and Households

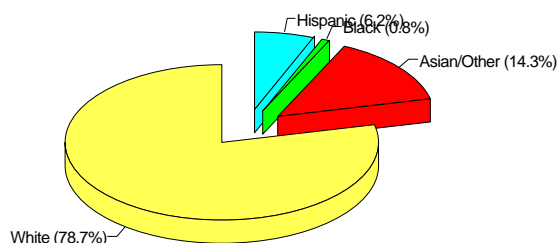


Primary U.S. Lifestyles Segments-2016

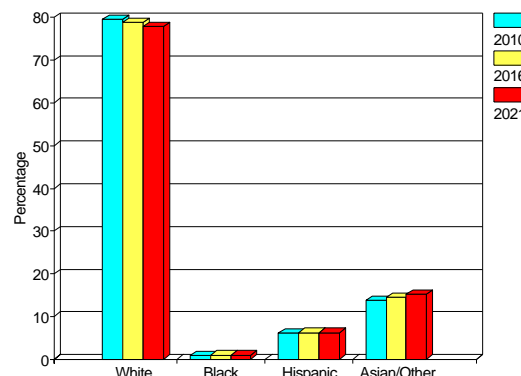


The population in the study area has increased by 717 persons, or 3.7% since 2010 and is projected to increase by 734 persons, or 3.6% between 2016 and 2021. The number of households has increased by 356, or 4.7% since 2010 and is projected to increase by 330, or 4.2% between 2016 and 2021.

Population By Race/Ethnicity-2016

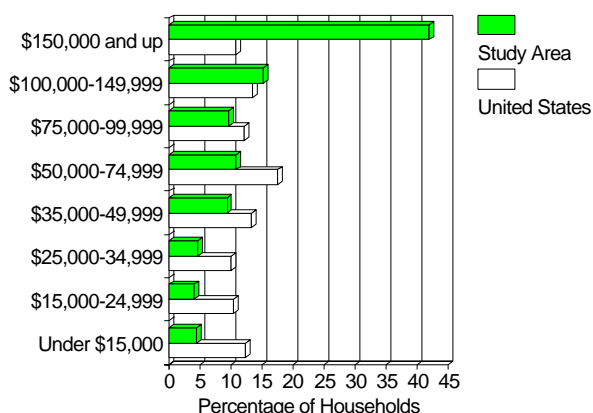


Population By Race/Ethnicity Trend

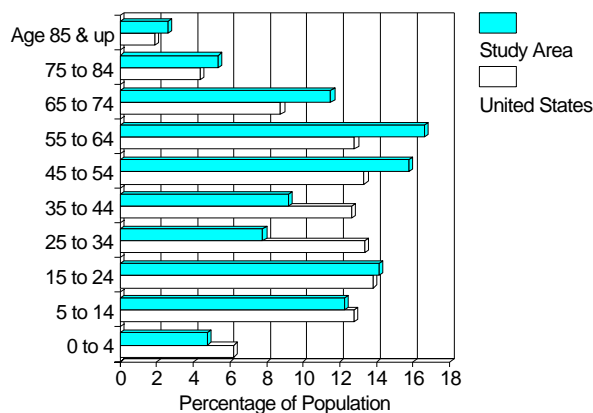


Between 2016 and 2021, the White population is projected to increase by 402 persons and to decrease from 78.7% to 77.8% of the total population. The Black population is projected to increase by 14 persons and to remain stable at 0.9% of the total. The Hispanic/Latino population is projected to increase by 53 persons and to remain stable at 6.2% of the total. The Asian/Other population is projected to increase by 267 persons and to increase from 14.3% to 15.1% of the total population.

Households By Income-2016



Population by Age-2016

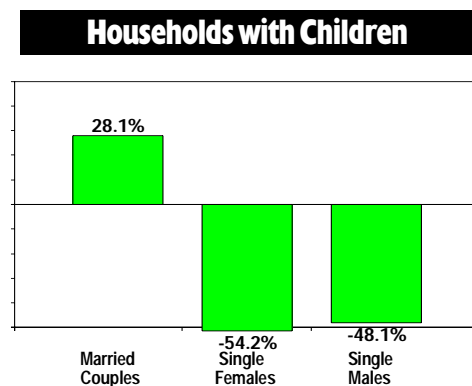
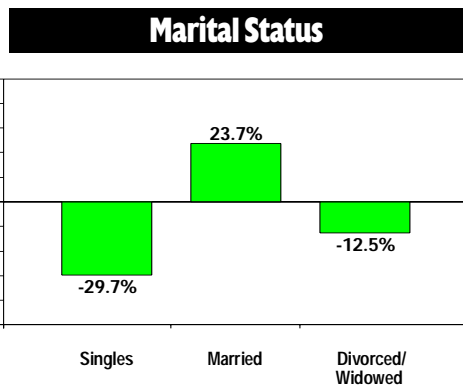
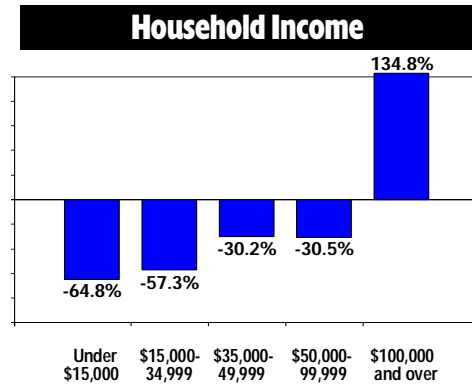
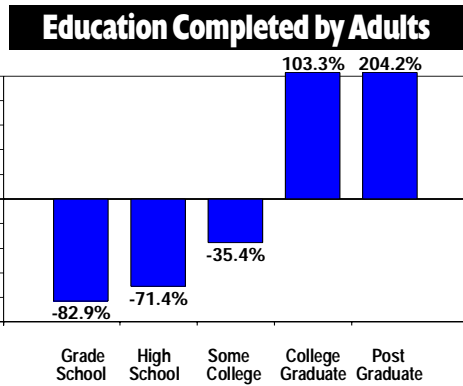
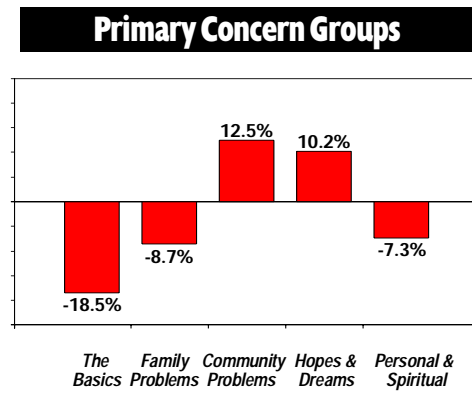
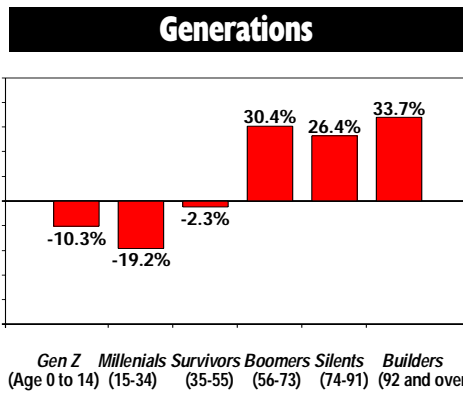
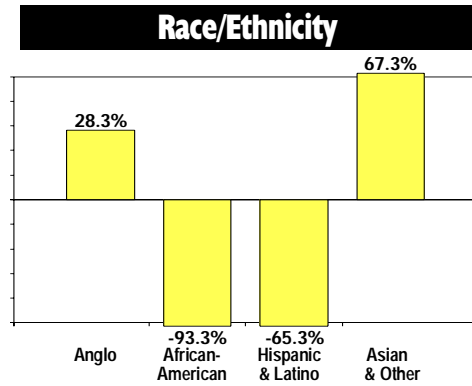
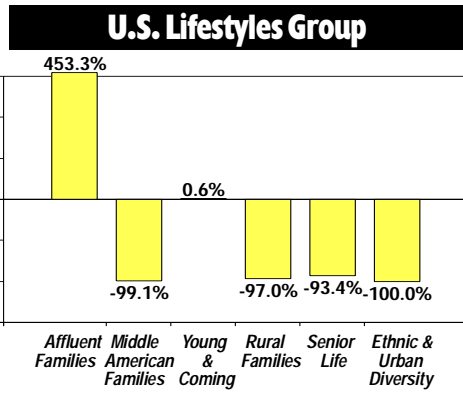


The average household income in the study area is \$173356 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.7 and is projected to increase to 43.3 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend				
↓ Indicates a consistent downward trend				
Population	19,693	19,417	20,134	20,868
Population Change		(276)	717	734
Percentage Change		-1.4%	3.7%	3.6%
▲ Average Annual Growth Rate		-0.1%	0.6%	0.7%
Density (Pop. per square mile)	1,129	1,113	1,154	1,196
HOUSEHOLDS				
Households	7,575	7,571	7,927	8,257
Household Change		(4)	356	330
Percentage Change		-0.1%	4.7%	4.2%
▲ Average Annual Growth Rate		-0.0%	0.8%	0.8%
↓ Persons Per Household	2.58	2.55	2.52	2.51

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	15,429	79.5%	15,837	78.7%	16,239	77.8%
▲ African-American (Non-Hisp)	151	0.8%	165	0.8%	179	0.9%
▲ Hispanic/Latino	1,178	6.1%	1,243	6.2%	1,296	6.2%
▲ Asian/Other (Non-Hisp)	2,659	13.7%	2,888	14.3%	3,155	15.1%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	9,998	51.5%	10,342	51.4%	10,709	51.3%
▲ Male	9,419	48.5%	9,791	48.6%	10,160	48.7%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	2,072	10.7%	3,428	17.0%	4,701	22.5%
↓ Millennials (Born 1982 to 2001)	4,327	22.3%	4,418	21.9%	4,573	21.9%
Survivors (Born 1961 to 1981)	5,042	26.0%	5,371	26.7%	5,516	26.4%
↓ Boomers (Born 1943 to 1960)	5,398	27.8%	5,115	25.4%	4,806	23.0%
↓ Silents (Born 1925 to 1942)	2,135	11.0%	1,697	8.4%	1,268	6.1%
↓ Builders (Born 1924 and earlier)	436	2.2%	105	0.5%	5	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	41.6	42.7	43.3
▲ Median Age	44.5	46.2	46.8

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$157,986	\$173,356	\$187,493
Median Household Income	\$130,400	\$129,358	\$143,673
▲ Per Capita Income	\$61,601	\$68,253	\$74,187

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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	3,077	40.6%	3,312	41.8%	3,745	45.4%
↓ \$100,000 to \$149,999	1,391	18.4%	1,208	15.2%	1,247	15.1%
\$75,000 to \$99,999	686	9.1%	768	9.7%	767	9.3%
↓ \$50,000 to \$74,999	1,002	13.2%	864	10.9%	815	9.9%
\$35,000 to \$49,999	351	4.6%	742	9.4%	734	8.9%
↓ \$25,000 to \$34,999	405	5.3%	361	4.6%	335	4.1%
↓ \$15,000 to \$24,999	372	4.9%	329	4.2%	292	3.5%
Under \$15,000	287	3.8%	343	4.3%	320	3.9%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	970	5.0%	962	4.8%	1,052	5.0%
↓ Required Formal Schooling (5-17)	3,835	19.8%	3,382	16.8%	3,038	14.6%
▲ College Years, Career Starts (18-24)	1,075	5.5%	1,932	9.6%	2,154	10.3%
▲ Singles and Young Families (25-34)	1,369	7.1%	1,570	7.8%	2,263	10.8%
↓ Families, Empty Nesters (35-54)	6,011	31.0%	5,030	25.0%	4,225	20.2%
▲ Enrichment Years Singles/Couples (55-64)	2,971	15.3%	3,338	16.6%	3,521	16.9%
▲ Retirement Opportunities (65+)	3,178	16.4%	3,919	19.5%	4,616	22.1%
POPULATION BY AGE (DETAIL)						
Under 5 years	970	5.0%	962	4.8%	1,052	5.0%
↓ 5 to 9 years	1,378	7.1%	1,029	5.1%	1,005	4.8%
↓ 10 to 14 years	1,483	7.6%	1,437	7.1%	1,092	5.2%
↓ 15 to 17 years	974	5.0%	916	4.5%	941	4.5%
▲ 18 to 20 years	521	2.7%	850	4.2%	912	4.4%
▲ 21 to 24 years	554	2.9%	1,082	5.4%	1,242	6.0%
▲ 25 to 29 years	649	3.3%	765	3.8%	1,597	7.7%
30 to 34 years	720	3.7%	805	4.0%	666	3.2%
↓ 35 to 39 years	1,048	5.4%	799	4.0%	767	3.7%
↓ 40 to 44 years	1,483	7.6%	1,050	5.2%	792	3.8%
↓ 45 to 49 years	1,661	8.6%	1,507	7.5%	1,010	4.8%
↓ 50 to 54 years	1,819	9.4%	1,674	8.3%	1,656	7.9%
55 to 59 years	1,590	8.2%	1,703	8.5%	1,692	8.1%
▲ 60 to 64 years	1,381	7.1%	1,635	8.1%	1,829	8.8%
▲ 65 to 69 years	1,013	5.2%	1,331	6.6%	1,520	7.3%
▲ 70 to 74 years	676	3.5%	983	4.9%	1,311	6.3%
▲ 75 to 84 years	1,005	5.2%	1,080	5.4%	1,280	6.1%
85 or more years	484	2.5%	525	2.6%	505	2.4%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	16,705			
↓ Single (Never Married)	3,864	23.1%	32.9%	70
▲ Married	10,367	62.1%	50.2%	124
Divorced/Widowed	2,475	14.8%	16.9%	87
Marital Status Females 15 and Older (2016)	8,657			
↓ Single (Never Married)	1,860	21.5%	29.8%	72
▲ Married	5,172	59.7%	48.8%	122
Divorced/Widowed	1,625	18.8%	21.4%	88
Marital Status Males 15 and Older (2016)	8,048			
↓ Single (Never Married)	2,004	24.9%	36.2%	69
▲ Married	5,194	64.5%	51.6%	125
Divorced/Widowed	850	10.6%	12.3%	86
FAMILY STRUCTURE				
Households By Type (2016)	7,927			
▲ Married Couple	4,901	61.8%	48.5%	127
↓ Other Family - Male Head of Household	251	3.2%	4.9%	64
↓ Other Family - Female Head of Household	572	7.2%	13.0%	56
↓ Non Family - Male Head of Household	875	11.0%	15.8%	70
Non Family - Female Head of Household	1,329	16.8%	17.7%	94
Households With Children 0 to 18 (2016)	2,774			
▲ Married Couple Family	2,318	83.6%	65.2%	128
↓ Other Family - Male Head of Household	122	4.4%	8.5%	52
↓ Other Family - Female Head of Household	322	11.6%	25.3%	46
↓ Non Family	12	0.4%	1.0%	45
Population By Household Type (2016)	20,134			
↓ Group Quarters	121	0.6%	2.5%	24

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	121			
↓ Correctional Facilities	0	0.0%	30.0%	0
▲ College Dorms	48	39.7%	31.9%	124
↓ Military	0	0.0%	4.2%	0
Nursing Homes	51	42.1%	18.7%	225
▲ Other	23	19.0%	15.2%	125
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	20,134			
▲ White (Non-Hispanic)	15,837	78.7%	61.3%	128
↓ African-American (Non-Hisp)	165	0.8%	12.3%	7
↓ Hispanic/Latino	1,243	6.2%	17.8%	35
↓ Native American (Non-Hisp)	29	0.1%	0.7%	20
▲ Asian (Non-Hisp)	1,949	9.7%	5.3%	183
↓ Hawaiian & Pacific Islander (Non-Hisp)	22	0.1%	0.2%	65
▲ Other Races & Multiple Races (Non-Hisp)	889	4.4%	2.4%	185
Asian Population By Race (2016)	1,969			
▲ Chinese	1,083	55.0%	22.3%	246
▲ Japanese	275	14.0%	5.0%	278
↓ Indian	16	0.8%	19.5%	4
▲ Korean	276	14.0%	9.6%	145
↓ Vietnamese	26	1.3%	11.0%	12
↓ Other Asian Races	293	14.9%	32.5%	46
Hispanic/Latino Population By Race (2016)	1,243			
▲ White	889	71.5%	53.0%	135
↓ African-American	18	1.4%	2.5%	58
Native American	19	1.5%	1.4%	112
▲ Asian	20	1.6%	0.4%	384
↓ Other Races & Multiple Races	297	23.9%	42.7%	56
Hispanic/Latino Population By Origin (2016)	1,243			
Mexican	663	53.3%	62.4%	85
↓ Puerto Rican	61	4.9%	9.5%	52
↓ Cuban	21	1.7%	3.5%	48
▲ Other Hispanic Origin	498	40.1%	24.6%	163

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	5,730			
Pre-Primary (Public)	162	2.8%	3.4%	82
▲ Pre-Primary (Private)	379	6.6%	2.6%	252
Elementary/High School (Public)	3,368	58.8%	58.9%	100
Elementary/High School (Private)	396	6.9%	6.6%	104
Enrolled in College	1,425	24.9%	28.4%	88
Population By Education Completed (Age 25 and over) (2016)	13,857			
↓ Elementary (Less than 9 years)	116	0.8%	5.8%	14
↓ Some High School (9 to 11 years)	206	1.5%	7.8%	19
↓ High School Graduate (12 years)	1,107	8.0%	27.9%	29
↓ Some College (13 to 15 years)	1,688	12.2%	21.2%	58
Associate Degree	921	6.6%	8.0%	83
▲ Bachelor's Degree	5,161	37.2%	18.3%	203
▲ Graduate Degree	4,657	33.6%	11.0%	304
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	9,522			
▲ TOTAL WHITE COLLAR	8,046	84.5%	61.5%	137
▲ Executive and Managerial	2,009	21.1%	9.7%	216
▲ Professional Specialty	2,981	31.3%	16.6%	189
▲ Technical Support	1,317	13.8%	8.3%	167
Sales	1,105	11.6%	10.9%	107
↓ Administrative Support & Clerical	634	6.7%	16.0%	42
↓ TOTAL BLUE COLLAR	1,476	15.5%	38.5%	40
Service: Private Households	322	3.4%	3.7%	91
↓ Service: Protective	113	1.2%	2.2%	54
↓ Service: Other	447	4.7%	7.5%	63
↓ Farming, Forestry & Fishing	0	0.0%	0.7%	0
↓ Precision Production and Craft	255	2.7%	11.0%	24
↓ Operators and Assemblers	86	0.9%	3.2%	28
↓ Transportation and Material Moving	173	1.8%	6.2%	29
↓ Laborers	80	0.8%	4.0%	21

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	16,404			
Employed	9,469	57.7%	58.1%	99
↓ Unemployed	572	3.5%	5.6%	62
Not in Labor Force	6,362	38.8%	36.3%	107
Total Female Pop. By Work Status (Age 20 to 64) (2013)	5,723			
TOTAL WORKING	3,643	63.7%	66.8%	95
With No Own Children	2,175	38.0%	42.2%	90
With Own Children Age 0 to 5 only	288	5.0%	5.5%	92
With Own Children Age 6 to 17 only	895	15.6%	14.8%	106
With Own Children Both Age 0 to 5 and 6 to 17	285	5.0%	4.3%	115
TOTAL NOT WORKING (UNEMPLOYED)	317	5.5%	6.2%	89
↓ With No Own Children	165	2.9%	3.8%	77
With Own Children Age 0 to 5 only	34	0.6%	0.7%	90
▲ With Own Children Age 6 to 17 only	99	1.7%	1.3%	138
↓ With Own Children Both Age 0 to 5 and 6 to 17	19	0.3%	0.5%	61
TOTAL NOT IN THE LABOR FORCE	1,764	30.8%	27.0%	114
With No Own Children	856	15.0%	17.1%	88
▲ With Own Children Age 0 to 5 only	199	3.5%	2.6%	134
▲ With Own Children Age 6 to 17 only	503	8.8%	4.6%	189
▲ With Own Children Both Age 0 to 5 and 6 to 17	206	3.6%	2.6%	136
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	7,927			
Above Poverty Line (Households with Children)	5,630	66.5%	59.6%	112
Above Poverty Line (Households without Children)	2,679	31.6%	26.5%	119
↓ Below Poverty Line (Households with Children)	97	1.1%	7.9%	15
↓ Below Poverty Line (Households without Children)	64	0.8%	6.0%	13
Households By Presence of Retirement Income (2013)	7,571			
With Retirement Income	1,436	19.0%	17.6%	108
Without Retirement Income	6,049	79.9%	81.5%	98

Date: 6/20/2016

Prepared For:
Saint Perpetua Parish

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
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HOUSING				
Occupied Units By Type (2016)	7,927			
Owner Occupied	5,737	72.4%	65.0%	111
↓ Renter Occupied	2,190	27.6%	35.0%	79
▲ Median Rent (2013)	\$1,452		\$904	161
Structures By Number of Units (2016)	8,259			
Single Unit	6,620	80.2%	67.3%	119
↓ 3 to 4 Units	512	6.2%	8.1%	76
5 to 19 Units	698	8.5%	9.3%	91
20 to 49 Units	256	3.1%	3.6%	86
↓ 50 or more Units	162	2.0%	5.1%	38
↓ Mobile Home	10	0.1%	6.4%	2
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	4.07		2.57	158
Owner-Occupied Property Values (2016)	5,737			
↓ Under \$40,000	11	0.2%	7.2%	3
↓ \$40,000 to \$59,999	0	0.0%	3.7%	0
↓ \$60,000 to \$79,999	2	0.0%	5.1%	1
↓ \$80,000 to \$99,999	10	0.2%	6.5%	3
↓ \$100,000 to 149,999	17	0.3%	15.1%	2
↓ \$150,000 to \$199,999	20	0.3%	14.6%	2
↓ \$200,000 to \$299,999	35	0.6%	18.1%	3
↓ \$300,000 to \$499,999	136	2.4%	16.9%	14
▲ \$500,000 to \$999,999	1,846	32.2%	9.7%	332
▲ \$1,000,000 and over	3,660	63.8%	3.0%	2,108
▲ Median Property Value	\$995,501		\$192,432	517

Date: 6/20/2016

Prepared For:
Saint Perpetua Parish

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Custom Polygon

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	8,259			
2010 and later	379	4.6%	5.5%	83
↓ 2000 to 2009	166	2.0%	14.6%	14
↓ 1990 to 1999	365	4.4%	13.4%	33
↓ 1980 to 1989	521	6.3%	13.2%	48
▲ 1970 to 1979	1,540	18.6%	15.0%	124
▲ 1960 to 1969	1,738	21.0%	10.4%	203
▲ 1950 to 1959	2,501	30.3%	10.3%	295
↓ 1949 or earlier	1,050	12.7%	17.7%	72
Households By Number of Persons (2016)	7,927			
1 Person Household	1,801	22.7%	27.3%	83
2 Person Household	2,853	36.0%	32.3%	112
3 Person Household	1,353	17.1%	16.2%	105
▲ 4 Person Household	1,331	16.8%	13.1%	129
5 Person Household	456	5.8%	6.5%	89
↓ 6 Person Household	102	1.3%	2.8%	46
↓ 7 or more Person Household	30	0.4%	1.9%	20
Average Persons Per Household	2.5		2.6	98
Households By Heating Type (2013)	7,485			
▲ Utility and Other Gas	6,383	85.3%	54.0%	158
↓ Electric	1,020	13.6%	36.1%	38
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	29	0.4%	2.2%	17
Solar/Other Fuel	31	0.4%	0.5%	84
↓ No Fuel Used	22	0.3%	0.9%	31

Date: 6/20/2016

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Saint Perpetua Parish

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2016)	7,927			
↓ No Vehicles	314	4.0%	9.0%	44
↓ 1 Vehicle	2,005	25.3%	33.7%	75
▲ 2 Vehicle	3,717	46.9%	37.5%	125
▲ 3 or more Vehicles	1,891	23.9%	19.8%	121
Workers By Travel Time to Work (2016)	8,359			
↓ Less than 15 minutes	1,822	21.8%	27.3%	80
↓ 15 to 29 minutes	2,401	28.7%	36.5%	79
30 to 44 minutes	1,901	22.7%	20.2%	113
▲ 45 to 59 minutes	1,193	14.3%	7.7%	184
▲ 60 or more minutes	1,042	12.5%	8.3%	150
▲ Average Travel Time to Work (minutes)	33.9		28.2	120
Workers By Type of Transportation to Work (2016)	9,247			
Drive Alone	5,980	64.7%	76.9%	84
↓ Car Pool	604	6.5%	9.6%	68
▲ Public Transportation	1,585	17.1%	5.1%	335
↓ Walk to Work	127	1.4%	2.8%	49
Other Means	104	1.1%	1.2%	90
▲ Work at Home	845	9.1%	4.4%	208

Date: 6/20/2016

Prepared For:
Saint Perpetua Parish

Study Area Definition:
Custom Polygon

SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	6,629	83.6%	15.1%	553
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,169	14.7%	14.7%	101
5	Senior Life (7, 20, 21, 22, 30 and 31)	36	0.5%	6.9%	7
4	Rural Families (27, 26, 29, 33, 35 and 38)	31	0.4%	13.1%	3
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	22	0.3%	31.4%	1
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	2,955	37.3%	3.4%	1093
1	Traditional Affluent Families	2,498	31.5%	3.5%	905
14	Secure Mid-Life Families	1,150	14.5%	0.7%	2213
12	Educated New Starters	599	7.6%	2.9%	257
8	Rising Potential Professionals	566	7.1%	2.3%	305
49	Exception Households	41	0.5%	0.2%	207
27	Country Family Diversity	29	0.4%	0.3%	108
7	Prosperous and Mature	21	0.3%	0.5%	49
3	Mid-Life Prosperity	20	0.3%	1.5%	17
28	Building Country Families	12	0.2%	2.8%	5
20	Cautious and Mature	8	0.1%	2.6%	4
25	Working Country Consumers	6	0.1%	4.1%	2
21	Mature and Stable	6	0.1%	0.6%	13
2	Professional Affluent Families	5	0.1%	0.8%	8
9	Educated Working Families	4	0.1%	0.1%	60
19	Educated and Promising	4	0.1%	0.1%	64
29	Working Country Families	2	0.0%	1.0%	3
5	Prosperous Diversity	1	0.0%	3.1%	0
30	Urban Senior Life	1	0.0%	0.8%	2
38	Rural Working Families	0	0.0%	8.8%	0

Date: 6/20/2016

Prepared For:
Saint Perpetua Parish

Study Area Definition:
Custom Polygon

No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
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
11	Young Suburban Families	0	0.0%	3.0%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
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
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
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	7,928	100.0%	100.0%	100

Date: 6/20/2016

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Saint Perpetua Parish

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.5%	35.4%	75
↓ Somewhat Involved with Their Faith	24.3%	29.9%	81
▲ Not Involved with Their Faith	50.2%	34.7%	145

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.1%	22.1%	73
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	20.4%	23.7%	86

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%	92
▲ Congregational	2.2%	2.0%	112
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	293
▲ Episcopal	3.4%	2.9%	116
↓ Holiness	0.1%	0.8%	17
↓ Jehovah's Witnesses	0.8%	1.1%	80
▲ Judaism	6.0%	3.2%	190
↓ Lutheran	5.9%	7.2%	81
↓ Methodist	4.7%	10.1%	46
▲ Mormon	2.7%	1.8%	155
▲ New Age	1.0%	0.6%	181
▲ Non-Denominational / Independent	9.6%	6.9%	138
Orthodox	0.3%	0.3%	90
↓ Pentecostal	1.9%	2.4%	77
▲ Presbyterian / Reformed	6.3%	4.6%	138
▲ Unitarian / Universalist	1.1%	0.7%	159
▲ Interested but No Preference	5.5%	3.9%	141
▲ Not Interested and No Preference	18.7%	11.1%	169

Likely to Have Changed Their Preference in the Last 10 Years	17.2%	16.8%	103
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.1%	4.0%	127
↓ Lets them do what they want and is supportive	10.1%	11.7%	86
▲ Lets them do what they want and stays out of the way	5.6%	4.8%	117
Works with them on deciding what to do and helps them do it	79.3%	79.6%	100

Date: 6/20/2016

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Saint Perpetua Parish

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	42.5%	43.5%	98
↓ Finding/Providing Health Insurance	20.8%	29.0%	72
↓ Day-to-Day Financial Worries	21.8%	31.6%	69
Finding Employment Opportunities	13.6%	14.4%	94
↓ Finding Affordable Housing	9.4%	11.3%	83
↓ Providing Adequate Food	3.9%	8.6%	45
Finding Child Care	6.0%	6.3%	96
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.9%	16.7%	89
↓ Dealing With Teen / Child Problems	17.1%	20.7%	83
▲ Finding/Providing Aging Parent Care	19.6%	15.5%	126
↓ Dealing With Abusive Relationships	8.5%	11.4%	75
↓ Dealing With Divorce	2.7%	4.5%	60
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	27.4%	27.0%	102
Finding/Providing Good Schools	25.1%	23.5%	107
Dealing with Problems in Schools	13.6%	13.6%	100
▲ Dealing With Racial / Ethnic Prejudice	15.6%	13.1%	119
▲ Dealing With Neighborhood Gangs	10.4%	8.5%	123
▲ Dealing with Social Injustice	16.9%	11.3%	149
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.0%	50.6%	114
▲ Finding Time for Recreation / Leisure	32.8%	25.3%	130
Finding Better Quality Healthcare	23.9%	23.9%	100
Finding A Satisfying Job / Career	20.0%	19.3%	103
Finding Retirement Opportunities	18.6%	18.9%	98
Achieving A Fulfilling Marriage	24.6%	22.3%	110
Developing Parenting Skills	15.7%	14.7%	106
Achieving Educational Objectives	7.8%	7.5%	104
SPIRITUAL / PERSONAL:			
Dealing With Stress	31.4%	29.8%	105
Finding Companionship	18.1%	17.3%	105
↓ Finding A Good Church	8.1%	15.2%	54
↓ Finding Spiritual Teaching	7.9%	12.9%	61
▲ Finding Life Direction	17.1%	14.0%	122

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	78.0%	84.5%	92
↓ “God is actively involved in the world including nations and their governments”	50.1%	63.8%	79

SOCIETY:

“It is important to preserve the traditional American family structure”	88.5%	91.5%	97
“A healthy environment has become a national crisis”	82.7%	82.8%	100
“Public education is essential to the future of American society”	95.3%	94.0%	101

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	41.9%	50.1%	84
“The role of Churches / Synagogues is to help form and support moral values”	79.3%	81.1%	98
“Churches and religious organizations should provide more human services”	62.1%	62.6%	99

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	37.9%	36.3%	104
“The changing racial / ethnic face of America is a threat to our national heritage”	35.2%	36.3%	97

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

▲ More than \$100 per year	67.5%	59.8%	113
▲ More than \$500 per year	39.1%	31.2%	125
▲ More than \$1,000 per year	23.8%	17.4%	137

TO CHARITIES:

▲ More than \$100 per year	49.1%	33.7%	146
▲ More than \$500 per year	18.6%	6.8%	274
▲ More than \$1,000 per year	7.3%	2.3%	317

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	31.9%	16.1%	198
▲ More than \$500 per year	10.8%	4.3%	251
▲ More than \$1,000 per year	7.0%	2.2%	318

Ministry Area Profile 2016
Compass
REPORT

Saint Perpetua Parish

Study Area Definition:
Custom Polygon



Prepared For:
Saint Perpetua Parish

Study Area Definition:
Custom Polygon

Table of Contents

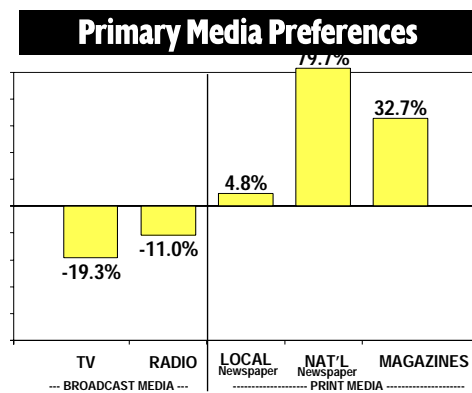
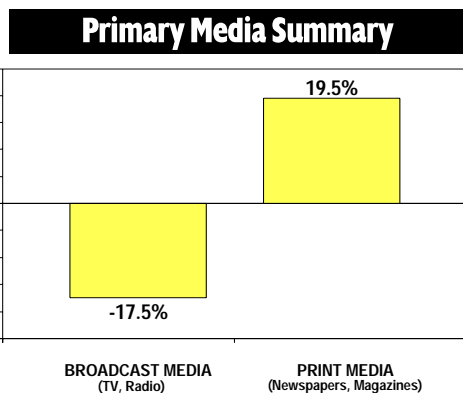
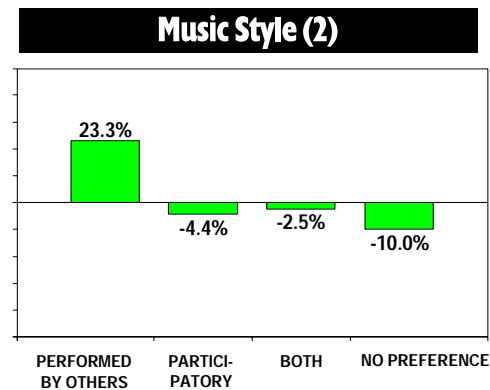
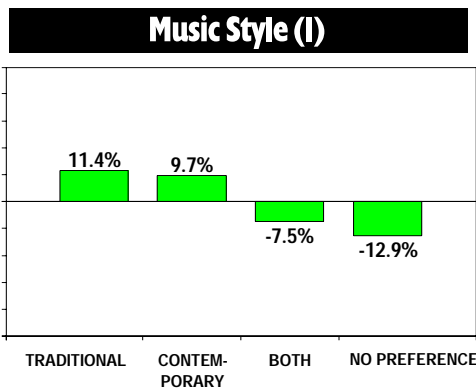
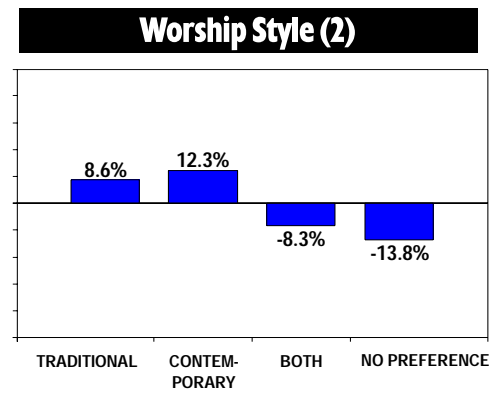
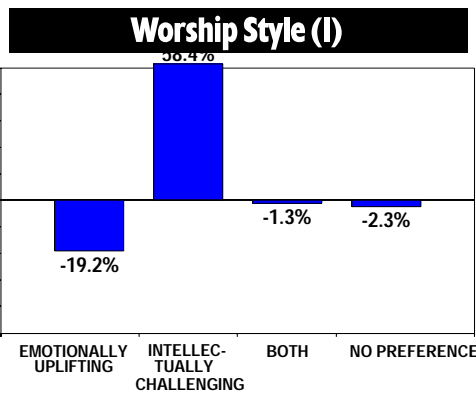
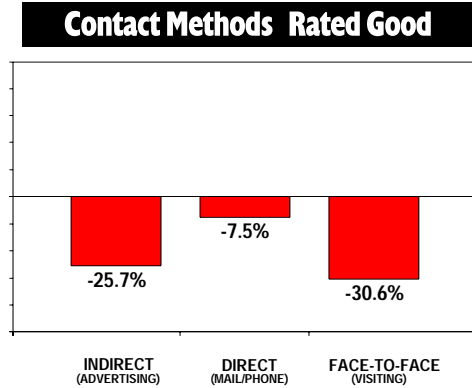
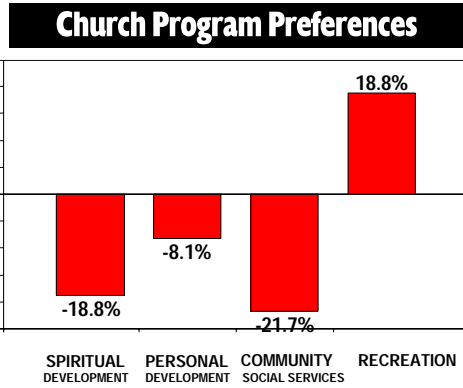
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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



Date: 6/20/2016

Prepared For:
 Saint Perpetua Parish

Study Area Definition:
 Custom Polygon





Date: 6/20/2016

Prepared For:
 Saint Perpetua 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	27.8%	41.1%	68
Adult Theological Discussion Groups	22.4%	22.5%	99
Spiritual Retreats	10.9%	11.6%	93

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.5%	15.2%	95
Parent Training Programs	7.2%	7.8%	92
↓ Twelve Step Programs	3.0%	3.5%	88
↓ Divorce Recovery	1.9%	2.4%	78

COMMUNITY/SOCIAL SERVICES:

↓ Personal or Family Counseling	17.5%	22.5%	78
↓ Care for the Terminally Ill	12.3%	15.7%	79
↓ Food and Clothing Resources	6.7%	11.1%	61
↓ Day Care Services	5.3%	6.1%	87
Church Sponsored Day-School	5.9%	5.7%	104

RECREATION:

▲ Youth Social Programs	33.2%	29.7%	112
Family Activities and Outings	32.8%	32.8%	100
▲ Active Retirement Programs	29.9%	26.8%	111
▲ Cultural Programs (Music, Drama, Art)	31.4%	18.9%	166
▲ Sports or Camping	8.8%	6.3%	138

SUMMARY

↓ Spiritual Development Index	81
Personal Development Index	92
↓ Community/Social Services Index	78
▲ Recreation Index	119



Date: 6/20/2016

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 Saint Perpetua Parish

Study Area Definition:
 Custom Polygon

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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	38.7%	39.2%	99
D. No Preference or Not Interested	22.8%	23.4%	98

PART 2:

A. Traditional/Formal/Ceremonial	22.0%	20.2%	109
▲ B. Contemporary/Informal	29.5%	26.3%	112
C. Both A and B	24.3%	26.5%	92
↓ D. No Preference or Not Interested	23.2%	26.9%	86

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	27.2%	24.4%	111
B. Contemporary	21.6%	19.7%	110
C. Both A and B	28.8%	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	26.3%	22.0%	119
B. Personal Spiritual Development	15.5%	14.3%	109
C. Both A and B	33.7%	37.4%	90
D. No Preference or Not Interested	24.4%	26.3%	93

PART 2:

A. Global Mission	5.6%	6.2%	90
B. Local Mission	35.9%	33.3%	108
C. Both A and B	28.4%	30.1%	94
D. No Preference or Not Interested	29.6%	30.4%	98

CHURCH ARCHITECTURE INDICATOR

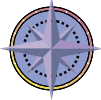
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	27.3%	26.6%	103
▲ B. Contemporary	19.0%	15.9%	119
C. Both A and B	29.5%	32.3%	91
D. No Preference or Not Interested	23.5%	25.1%	94

PART 2:

↓ A. Somber/Serious	8.4%	9.4%	89
▲ B. Light and Airy	40.4%	34.7%	117
C. Both A and B	25.4%	27.7%	91
D. No Preference or Not Interested	25.7%	28.2%	91



Date: 6/20/2016

Prepared For:
 Saint Perpetua 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	38.1%	47.3%	81
↓ Radio	11.9%	13.3%	89

PRINT MEDIA:

Local Newspaper	38.5%	36.1%	107
▲ National Newspaper	7.8%	4.3%	180
▲ Magazines	5.0%	2.4%	206

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.3%	31.9%	92
↓ Radio	19.3%	23.8%	81

PRINT MEDIA:

Local Newspaper	34.2%	32.7%	105
▲ National Newspaper	7.9%	5.8%	137
▲ Magazines	9.3%	7.0%	133

SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	85
▲ Overall Print Media Index	116



Date: 6/20/2016

Prepared For:
 Saint Perpetua Parish

Study Area Definition:
 Custom Polygon

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

CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	26.4%	36.2%	73
↓ Putting Ad in Local Newspaper	27.5%	33.8%	81
↓ Local Cable Channels	20.8%	30.4%	68
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	51.1%	53.7%	95
↓ Calling and Offering to Send Information By Mail	26.3%	29.5%	89
↓ Calling and Discussing on the Phone	10.7%	12.0%	89
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.1%	20.1%	70
↓ Going Door to Door	9.6%	14.0%	68

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	30.3%	19.6%	155
▲ Putting Ad in Local Newspaper	31.0%	21.5%	144
▲ Local Cable Channels	40.9%	30.7%	133
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	17.5%	13.3%	131
▲ Calling and Offering to Send Information By Mail	38.3%	34.0%	112
Calling and Discussing on the Phone	66.5%	60.6%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.6%	49.6%	118
▲ Going Door to Door	71.1%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	74
Direct Methods Index	93
↓ Face-to-Face Methods Index	69

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	142
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	114