

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

Saint Raymond Parish

**Study Area Definition:**  
Custom Polygon





Prepared For:  
Saint Raymond Parish

**Study Area Definition:**  
Custom Polygon

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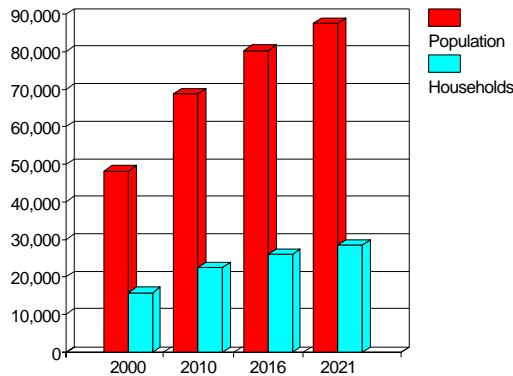
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 80,275 persons residing in the defined study area. This represents an increase of 32,130 or 66.7% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 9.0% or 7,215 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**  
**A** The lifestyle diversity in the area is *somewhat high* with 23 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Educated Mid-Life Families* representing 32.6% 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 41.8% of the population and all other racial/ethnic groups make up a substantial 58.2% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 33.9% of the total population. *Asians* are also projected to be the fastest growing group increasing by 23.2% 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 27,542 persons or 34.3% of the total population in the area. Compared to a national average of 27.3%, *Survivors* are also 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 *somewhat high*. While 92.7% 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 52.6% 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: *Time for Recreation/Leisure, Neighborhood Gangs, Social Injustice, Achieving a Fulfilling Marriage, Child Care* and *Aging Parent Care*. (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 \$156,590 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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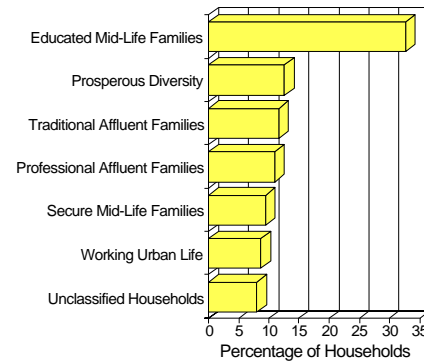
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**Population and Households**

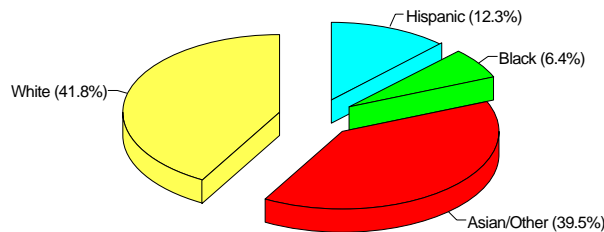


**Primary U.S. Lifestyles Segments-2016**

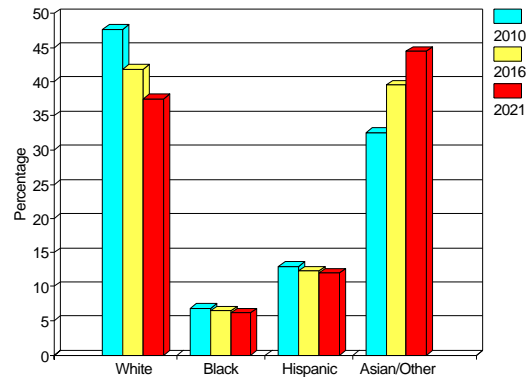


The population in the study area has increased by 11533 persons, or 16.8% since 2010 and is projected to increase by 7215 persons, or 9.0% between 2016 and 2021. The number of households has increased by 3525, or 15.7% since 2010 and is projected to increase by 2469, or 9.5% between 2016 and 2021.

**Population By Race/Ethnicity-2016**

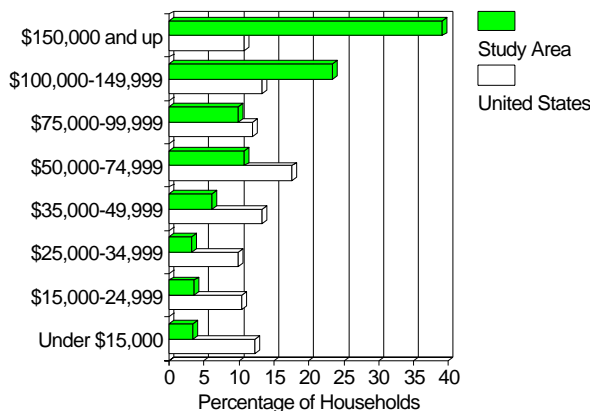


**Population By Race/Ethnicity Trend**

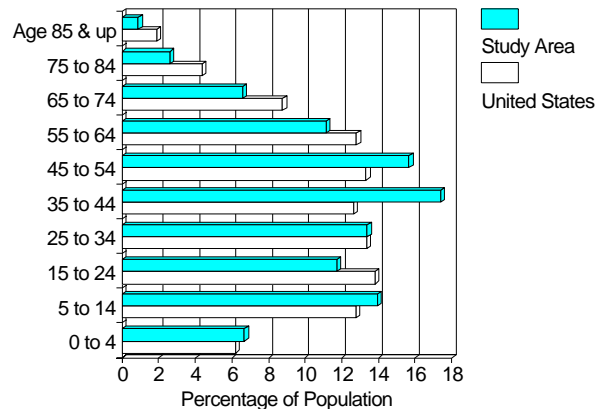


Between 2016 and 2021, the White population is projected to decrease by 828 persons and to decrease from 41.8% to 37.4% of the total population. The Black population is projected to increase by 213 persons and to decrease from 6.4% to 6.2% of the total. The Hispanic/Latino population is projected to increase by 604 persons and to decrease from 12.3% to 12.0% of the total. The Asian/Other population is projected to increase by 7226 persons and to increase from 39.5% to 44.5% of the total population.

**Households By Income-2016**



**Population by Age-2016**

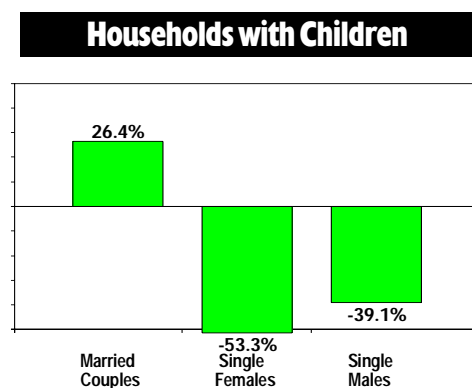
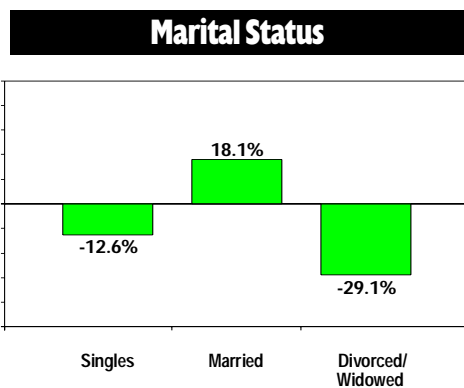
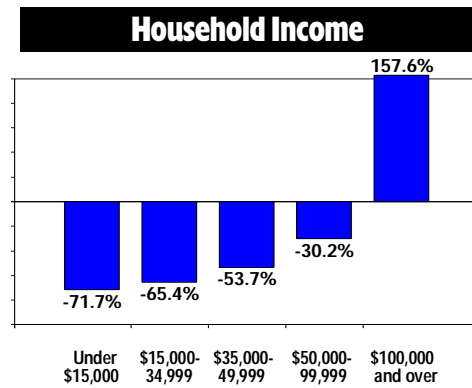
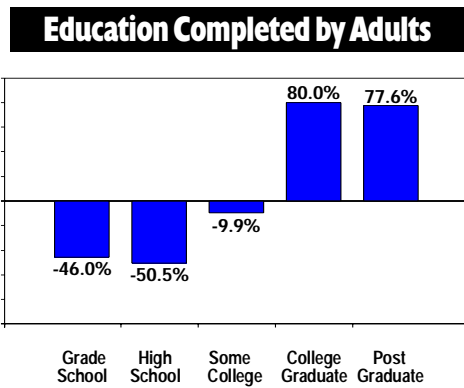
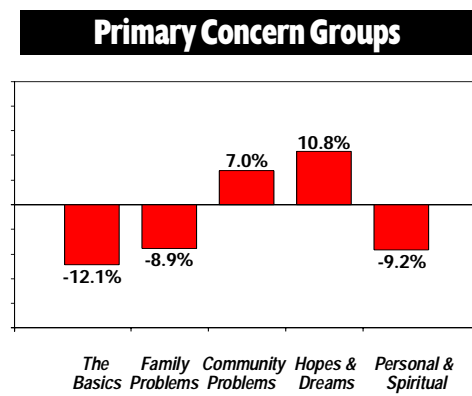
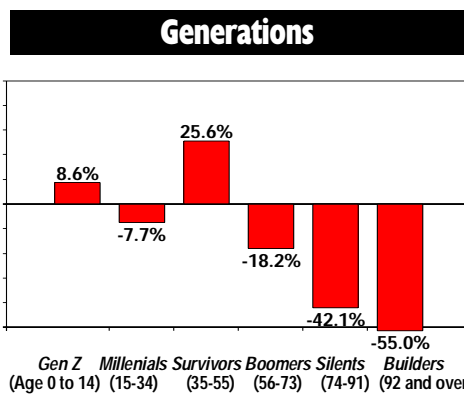
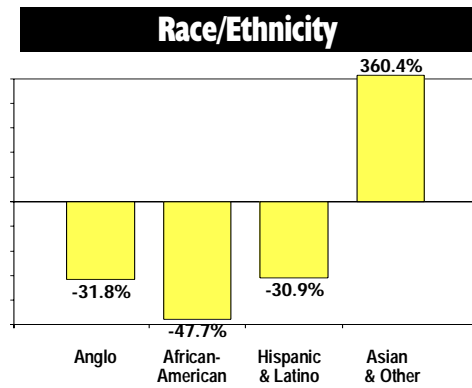
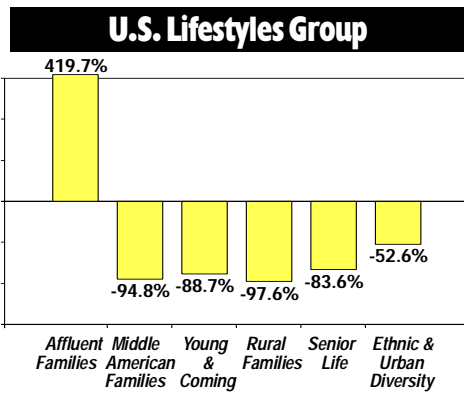


The average household income in the study area is \$156590 a year as compared to the U.S. average of \$77135. The average age in the study area is 36.8 and is projected to increase to 37.9 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	48,145	68,742	80,275	87,490
Population Change		20,597	11,533	7,215
Percentage Change		42.8%	16.8%	9.0%
↓ Average Annual Growth Rate		4.3%	2.8%	1.8%
▲ <b>Density (Pop. per square mile)</b>	1,807	2,580	3,013	3,284
HOUSEHOLDS				
▲ <b>Households</b>	15,739	22,486	26,011	28,480
Household Change		6,747	3,525	2,469
Percentage Change		42.9%	15.7%	9.5%
↓ Average Annual Growth Rate		4.3%	2.6%	1.9%
Persons Per Household	2.80	2.80	2.83	2.82

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	32,759	47.7%	33,566	41.8%	32,738	37.4%
↓ African-American (Non-Hisp)	4,687	6.8%	5,172	6.4%	5,385	6.2%
↓ Hispanic/Latino	8,939	13.0%	9,858	12.3%	10,462	12.0%
▲ Asian/Other (Non-Hisp)	22,358	32.5%	31,679	39.5%	38,905	44.5%

POPULATION BY GENDER						
▲ <b>Female</b>	33,627	48.9%	39,564	49.3%	43,285	49.5%
↓ Male	35,115	51.1%	40,711	50.7%	44,205	50.5%

POPULATION BY GENERATION						
▲ <b>Generation Z</b> (Born 2002 and later)	9,111	13.3%	16,561	20.6%	23,236	26.6%
Millennials (Born 1982 to 2001)	16,846	24.5%	20,137	25.1%	21,752	24.9%
↓ Survivors (Born 1961 to 1981)	25,756	37.5%	27,546	34.3%	28,013	32.0%
↓ Boomers (Born 1943 to 1960)	12,779	18.6%	12,784	15.9%	11,897	13.6%
↓ Silents (Born 1925 to 1942)	3,820	5.6%	3,102	3.9%	2,585	3.0%
↓ Builders (Born 1924 and earlier)	495	0.7%	141	0.2%	8	0.0%

AGE			
▲ <b>Average Age</b>	35.5	36.8	37.9
▲ <b>Median Age</b>	36.8	38.3	39.0

INCOME			
▲ <b>Average Household Income</b>	\$115,415	\$156,590	\$171,405
▲ <b>Median Household Income</b>	\$115,725	\$129,702	\$142,712
▲ <b>Per Capita Income</b>	\$37,753	\$50,739	\$55,796

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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	6,817	30.3%	10,198	39.2%	12,714	44.6%
↓ \$100,000 to \$149,999	6,221	27.7%	6,080	23.4%	6,145	21.6%
↓ \$75,000 to \$99,999	2,894	12.9%	2,578	9.9%	2,679	9.4%
↓ \$50,000 to \$74,999	2,858	12.7%	2,798	10.8%	2,740	9.6%
↓ \$35,000 to \$49,999	1,279	5.7%	1,615	6.2%	1,533	5.4%
↓ \$25,000 to \$34,999	840	3.7%	862	3.3%	861	3.0%
↓ \$15,000 to \$24,999	772	3.4%	973	3.7%	932	3.3%
↓ Under \$15,000	805	3.6%	906	3.5%	877	3.1%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	5,048	7.3%	5,361	6.7%	5,488	6.3%
↓ Required Formal Schooling (5-17)	11,955	17.4%	14,258	17.8%	15,534	17.8%
▲ College Years, Career Starts (18-24)	4,918	7.2%	6,334	7.9%	7,647	8.7%
↓ Singles and Young Families (25-34)	10,934	15.9%	10,745	13.4%	10,480	12.0%
↓ Families, Empty Nesters (35-54)	23,658	34.4%	26,549	33.1%	26,810	30.6%
▲ Enrichment Years Singles/Couples (55-64)	6,731	9.8%	8,947	11.1%	11,078	12.7%
▲ Retirement Opportunities (65+)	5,563	8.1%	8,078	10.1%	10,454	11.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	5,048	7.3%	5,361	6.7%	5,488	6.3%
↓ 5 to 9 years	5,079	7.4%	5,862	7.3%	5,973	6.8%
▲ 10 to 14 years	4,392	6.4%	5,338	6.6%	5,936	6.8%
▲ 15 to 17 years	2,484	3.6%	3,058	3.8%	3,625	4.1%
▲ 18 to 20 years	2,109	3.1%	2,760	3.4%	3,304	3.8%
21 to 24 years	2,809	4.1%	3,574	4.5%	4,343	5.0%
25 to 29 years	5,045	7.3%	4,343	5.4%	5,342	6.1%
↓ 30 to 34 years	5,889	8.6%	6,402	8.0%	5,138	5.9%
↓ 35 to 39 years	6,706	9.8%	6,392	8.0%	5,839	6.7%
40 to 44 years	6,321	9.2%	7,574	9.4%	7,587	8.7%
↓ 45 to 49 years	5,831	8.5%	6,555	8.2%	6,588	7.5%
▲ 50 to 54 years	4,800	7.0%	6,028	7.5%	6,796	7.8%
▲ 55 to 59 years	3,749	5.5%	4,986	6.2%	6,033	6.9%
▲ 60 to 64 years	2,982	4.3%	3,961	4.9%	5,045	5.8%
▲ 65 to 69 years	2,080	3.0%	3,100	3.9%	3,706	4.2%
▲ 70 to 74 years	1,393	2.0%	2,168	2.7%	2,963	3.4%
▲ 75 to 84 years	1,540	2.2%	2,103	2.6%	2,980	3.4%
▲ 85 or more years	550	0.8%	707	0.9%	805	0.9%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	63,713			
Single (Never Married)	18,324	28.8%	32.9%	87
Married	37,733	59.2%	50.2%	118
↓ Divorced/Widowed	7,656	12.0%	16.9%	71
<b>Marital Status Females 15 and Older (2016)</b>	31,465			
Single (Never Married)	7,749	24.6%	29.8%	83
▲ Married	<b>18,847</b>	<b>59.9%</b>	<b>48.8%</b>	<b>123</b>
↓ Divorced/Widowed	4,869	15.5%	21.4%	72
<b>Marital Status Males 15 and Older (2016)</b>	32,248			
Single (Never Married)	10,575	32.8%	36.2%	91
Married	18,886	58.6%	51.6%	114
↓ Divorced/Widowed	2,787	8.6%	12.3%	70
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	26,011			
▲ Married Couple	<b>16,032</b>	<b>61.6%</b>	<b>48.5%</b>	<b>127</b>
↓ Other Family - Male Head of Household	1,017	3.9%	4.9%	79
↓ Other Family - Female Head of Household	2,281	8.8%	13.0%	67
↓ Non Family - Male Head of Household	3,114	12.0%	15.8%	76
↓ Non Family - Female Head of Household	3,568	13.7%	17.7%	77
<b>Households With Children 0 to 18 (2016)</b>	11,089			
▲ Married Couple Family	<b>9,144</b>	<b>82.5%</b>	<b>65.2%</b>	<b>126</b>
↓ Other Family - Male Head of Household	572	5.2%	8.5%	61
↓ Other Family - Female Head of Household	1,313	11.8%	25.3%	47
↓ Non Family	60	0.5%	1.0%	56
<b>Population By Household Type (2016)</b>	80,275			
▲ Group Quarters	<b>5,748</b>	<b>7.2%</b>	<b>2.5%</b>	<b>285</b>



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	5,748			
▲ <b>Correctional Facilities</b>	<b>5,617</b>	<b>97.7%</b>	<b>30.0%</b>	<b>326</b>
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
↓ Other	131	2.3%	15.2%	15
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	80,275			
↓ White (Non-Hispanic)	33,566	41.8%	61.3%	68
↓ African-American (Non-Hisp)	5,172	6.4%	12.3%	52
↓ Hispanic/Latino	9,857	12.3%	17.8%	69
↓ Native American (Non-Hisp)	209	0.3%	0.7%	36
▲ <b>Asian (Non-Hisp)</b>	<b>26,854</b>	<b>33.5%</b>	<b>5.3%</b>	<b>634</b>
▲ <b>Hawaiian &amp; Pacific Islander (Non-Hisp)</b>	<b>377</b>	<b>0.5%</b>	<b>0.2%</b>	<b>279</b>
▲ <b>Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>4,241</b>	<b>5.3%</b>	<b>2.4%</b>	<b>221</b>
<b>Asian Population By Race (2016)</b>	27,101			
▲ <b>Chinese</b>	<b>8,125</b>	<b>30.0%</b>	<b>22.3%</b>	<b>134</b>
Japanese	1,312	4.8%	5.0%	96
Indian	6,093	22.5%	19.5%	115
Korean	2,226	8.2%	9.6%	85
↓ Vietnamese	1,223	4.5%	11.0%	41
Other Asian Races	8,122	30.0%	32.5%	92
<b>Hispanic/Latino Population By Race (2016)</b>	9,857			
White	4,965	50.4%	53.0%	95
African-American	205	2.1%	2.5%	83
Native American	133	1.3%	1.4%	99
▲ <b>Asian</b>	<b>247</b>	<b>2.5%</b>	<b>0.4%</b>	<b>599</b>
Other Races & Multiple Races	4,307	43.7%	42.7%	102
<b>Hispanic/Latino Population By Origin (2016)</b>	9,857			
Mexican	6,780	68.8%	62.4%	110
↓ Puerto Rican	518	5.3%	9.5%	55
↓ Cuban	154	1.6%	3.5%	44
Other Hispanic Origin	2,405	24.4%	24.6%	99

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	18,952			
↓ Pre-Primary (Public)	383	2.0%	3.4%	59
▲ Pre-Primary (Private)	<b>1,128</b>	<b>6.0%</b>	<b>2.6%</b>	<b>227</b>
Elementary/High School (Public)	11,611	61.3%	58.9%	104
↓ Elementary/High School (Private)	932	4.9%	6.6%	74
Enrolled in College	4,899	25.8%	28.4%	91
<b>Population By Education Completed (Age 25 and over) (2016)</b>	54,321			
↓ Elementary (Less than 9 years)	1,415	2.6%	5.8%	45
↓ Some High School (9 to 11 years)	2,569	4.7%	7.8%	61
↓ High School Graduate (12 years)	7,497	13.8%	27.9%	49
Some College (13 to 15 years)	10,187	18.8%	21.2%	89
Associate Degree	4,084	7.5%	8.0%	94
▲ Bachelor's Degree	<b>17,911</b>	<b>33.0%</b>	<b>18.3%</b>	<b>180</b>
▲ Graduate Degree	<b>10,659</b>	<b>19.6%</b>	<b>11.0%</b>	<b>178</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	38,544			
▲ TOTAL WHITE COLLAR	<b>30,519</b>	<b>79.2%</b>	<b>61.5%</b>	<b>129</b>
▲ Executive and Managerial	<b>5,963</b>	<b>15.5%</b>	<b>9.7%</b>	<b>159</b>
Professional Specialty	6,972	18.1%	16.6%	109
▲ Technical Support	<b>7,419</b>	<b>19.2%</b>	<b>8.3%</b>	<b>233</b>
▲ Sales	<b>5,127</b>	<b>13.3%</b>	<b>10.9%</b>	<b>123</b>
Administrative Support & Clerical	5,038	13.1%	16.0%	82
↓ TOTAL BLUE COLLAR	8,027	20.8%	38.5%	54
Service: Private Households	1,255	3.3%	3.7%	88
Service: Protective	801	2.1%	2.2%	94
Service: Other	2,303	6.0%	7.5%	80
↓ Farming, Forestry & Fishing	13	0.0%	0.7%	5
↓ Precision Production and Craft	1,727	4.5%	11.0%	41
↓ Operators and Assemblers	627	1.6%	3.2%	50
↓ Transportation and Material Moving	886	2.3%	6.2%	37
↓ Laborers	415	1.1%	4.0%	27

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Prepared For:  
Saint Raymond Parish

Study Area Definition:  
Custom Polygon

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	62,709			
Employed	38,910	62.0%	58.1%	107
↓ Unemployed	2,432	3.9%	5.6%	69
Not in Labor Force	21,366	34.1%	36.3%	94
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	20,494			
TOTAL WORKING	14,661	71.5%	66.8%	107
With No Own Children	8,757	42.7%	42.2%	101
▲ With Own Children Age 0 to 5 only	<b>1,634</b>	<b>8.0%</b>	<b>5.5%</b>	<b>146</b>
With Own Children Age 6 to 17 only	3,300	16.1%	14.8%	109
With Own Children Both Age 0 to 5 and 6 to 17	970	4.7%	4.3%	110
TOTAL NOT WORKING (UNEMPLOYED)	1,057	5.2%	6.2%	83
With No Own Children	653	3.2%	3.8%	85
↓ With Own Children Age 0 to 5 only	37	0.2%	0.7%	27
▲ With Own Children Age 6 to 17 only	<b>314</b>	<b>1.5%</b>	<b>1.3%</b>	<b>122</b>
↓ With Own Children Both Age 0 to 5 and 6 to 17	53	0.3%	0.5%	47
TOTAL NOT IN THE LABOR FORCE	4,776	23.3%	27.0%	86
↓ With No Own Children	2,194	10.7%	17.1%	63
▲ With Own Children Age 0 to 5 only	<b>701</b>	<b>3.4%</b>	<b>2.6%</b>	<b>132</b>
▲ With Own Children Age 6 to 17 only	<b>1,275</b>	<b>6.2%</b>	<b>4.6%</b>	<b>134</b>
With Own Children Both Age 0 to 5 and 6 to 17	606	3.0%	2.6%	112
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	26,011			
Above Poverty Line (Households with Children)	18,898	62.4%	59.6%	105
▲ Above Poverty Line (Households without Children)	<b>10,665</b>	<b>35.2%</b>	<b>26.5%</b>	<b>133</b>
↓ Below Poverty Line (Households with Children)	432	1.4%	7.9%	18
↓ Below Poverty Line (Households without Children)	269	0.9%	6.0%	15
<b>Households By Presence of Retirement Income (2013)</b>	22,486			
↓ With Retirement Income	3,061	13.6%	17.6%	77
Without Retirement Income	19,659	87.4%	81.5%	107

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	26,011			
Owner Occupied	17,961	69.1%	65.0%	106
Renter Occupied	8,051	31.0%	35.0%	88
<b>▲ Median Rent (2013)</b>	<b>\$1,614</b>		<b>\$904</b>	<b>179</b>
<b>Structures By Number of Units (2016)</b>	27,175			
Single Unit	19,062	70.1%	67.3%	104
↓ 3 to 4 Units	818	3.0%	8.1%	37
5 to 19 Units	2,592	9.5%	9.3%	102
<b>▲ 20 to 49 Units</b>	<b>1,623</b>	<b>6.0%</b>	<b>3.6%</b>	<b>166</b>
<b>▲ 50 or more Units</b>	<b>3,026</b>	<b>11.1%</b>	<b>5.1%</b>	<b>218</b>
↓ Mobile Home	53	0.2%	6.4%	3
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.37		2.57	92
<b>Owner-Occupied Property Values (2016)</b>	17,961			
↓ Under \$40,000	92	0.5%	7.2%	7
↓ \$40,000 to \$59,999	57	0.3%	3.7%	9
↓ \$60,000 to \$79,999	47	0.3%	5.1%	5
↓ \$80,000 to \$99,999	25	0.1%	6.5%	2
↓ \$100,000 to 149,999	39	0.2%	15.1%	1
↓ \$150,000 to \$199,999	97	0.5%	14.6%	4
↓ \$200,000 to \$299,999	337	1.9%	18.1%	10
\$300,000 to \$499,999	2,810	15.6%	16.9%	92
<b>▲ \$500,000 to \$999,999</b>	<b>10,938</b>	<b>60.9%</b>	<b>9.7%</b>	<b>628</b>
<b>▲ \$1,000,000 and over</b>	<b>3,519</b>	<b>19.6%</b>	<b>3.0%</b>	<b>647</b>
<b>▲ Median Property Value</b>	<b>\$732,511</b>		<b>\$192,432</b>	<b>381</b>

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	27,175			
▲ 2010 and later	4,098	15.1%	5.5%	273
▲ 2000 to 2009	8,063	29.7%	14.6%	203
1990 to 1999	3,818	14.0%	13.4%	105
1980 to 1989	2,988	11.0%	13.2%	83
1970 to 1979	3,305	12.2%	15.0%	81
▲ 1960 to 1969	4,233	15.6%	10.4%	150
↓ 1950 to 1959	347	1.3%	10.3%	12
↓ 1949 or earlier	324	1.2%	17.7%	7
<b>Households By Number of Persons (2016)</b>	26,011			
↓ 1 Person Household	5,004	19.2%	27.3%	71
2 Person Household	7,565	29.1%	32.3%	90
3 Person Household	5,045	19.4%	16.2%	119
▲ 4 Person Household	4,858	18.7%	13.1%	143
▲ 5 Person Household	2,267	8.7%	6.5%	135
▲ 6 Person Household	867	3.3%	2.8%	120
7 or more Person Household	405	1.6%	1.9%	82
Average Persons Per Household	2.8		2.6	108
<b>Households By Heating Type (2013)</b>	22,720			
▲ Utility and Other Gas	16,407	72.2%	54.0%	134
↓ Electric	5,961	26.2%	36.1%	73
↓ Oil	17	0.1%	6.1%	1
↓ Coal and Wood	180	0.8%	2.2%	36
↓ Solar/Other Fuel	54	0.2%	0.5%	48
↓ No Fuel Used	102	0.4%	0.9%	48

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↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	26,011			
↓ No Vehicles	989	3.8%	9.0%	42
↓ 1 Vehicle	6,072	23.3%	33.7%	69
▲ 2 Vehicle	<b>12,356</b>	<b>47.5%</b>	<b>37.5%</b>	<b>127</b>
▲ 3 or more Vehicles	<b>6,595</b>	<b>25.4%</b>	<b>19.8%</b>	<b>128</b>
<b>Workers By Travel Time to Work (2016)</b>	35,391			
Less than 15 minutes	7,881	22.3%	27.3%	82
↓ 15 to 29 minutes	9,014	25.5%	36.5%	70
30 to 44 minutes	7,070	20.0%	20.2%	99
▲ 45 to 59 minutes	<b>4,623</b>	<b>13.1%</b>	<b>7.7%</b>	<b>169</b>
▲ 60 or more minutes	<b>6,804</b>	<b>19.2%</b>	<b>8.3%</b>	<b>232</b>
▲ Average Travel Time to Work (minutes)	<b>36.9</b>		<b>28.2</b>	<b>131</b>
<b>Workers By Type of Transportation to Work (2016)</b>	37,622			
Drive Alone	27,472	73.0%	76.9%	95
Car Pool	3,240	8.6%	9.6%	90
▲ Public Transportation	<b>3,357</b>	<b>8.9%</b>	<b>5.1%</b>	<b>174</b>
↓ Walk to Work	618	1.6%	2.8%	58
Other Means	528	1.4%	1.2%	113
▲ Work at Home	<b>2,407</b>	<b>6.4%</b>	<b>4.4%</b>	<b>146</b>

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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	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	20,429	78.5%	15.1%	520
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,266	8.7%	18.4%	47
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	431	1.7%	14.7%	11
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	427	1.6%	31.4%	5
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	294	1.1%	6.9%	16
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	80	0.3%	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	8,491	32.6%	3.4%	957
5	Prosperous Diversity	3,269	12.6%	3.1%	405
1	Traditional Affluent Families	3,027	11.6%	3.5%	334
2	Professional Affluent Families	2,857	11.0%	0.8%	1363
14	Secure Mid-Life Families	2,447	9.4%	0.7%	1435
32	Working Urban Life	2,261	8.7%	1.7%	526
50	Unclassified Households	2,087	8.0%	0.2%	3692
8	Rising Potential Professionals	341	1.3%	2.3%	56
10	Suburban Mid-Life Families	239	0.9%	5.5%	17
6	Prosperous New Country Families	182	0.7%	2.1%	33
20	Cautious and Mature	173	0.7%	2.6%	25
3	Mid-Life Prosperity	156	0.6%	1.5%	39
28	Building Country Families	85	0.3%	2.8%	12
21	Mature and Stable	59	0.2%	0.6%	40
25	Working Country Consumers	56	0.2%	4.1%	5
15	Reliable Young Starters	44	0.2%	4.3%	4
7	Prosperous and Mature	43	0.2%	0.5%	31
29	Working Country Families	41	0.2%	1.0%	16
27	Country Family Diversity	39	0.1%	0.3%	44
39	New Beginning Urbanites	38	0.1%	2.8%	5

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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.		
16	Established Country Families	26	0.1%	6.4%	2
30	Urban Senior Life	19	0.1%	0.8%	9
9	Educated Working Families	16	0.1%	0.1%	73
12	Educated New Starters	7	0.0%	2.9%	1
24	Metro Multi-Ethnic Diversity	5	0.0%	2.7%	1
11	Young Suburban Families	4	0.0%	3.0%	1
49	Exception Households	2	0.0%	0.2%	3
17	Large Young Families	1	0.0%	2.2%	0
34	College and Career Starters	1	0.0%	0.6%	1
38	Rural Working Families	0	0.0%	8.8%	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
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
22	Mature and Established	0	0.0%	1.8%	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
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
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
<b>TOTALS</b>		<b>26,016</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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

**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	26.7%	35.4%	75
↓ Somewhat Involved with Their Faith	25.3%	29.9%	85
<b>▲ Not Involved with Their Faith</b>	<b>48.4%</b>	<b>34.7%</b>	<b>139</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.8%	22.1%	76
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	21.0%	23.7%	88

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

<b>▲ Adventist</b>	<b>0.6%</b>	<b>0.5%</b>	<b>125</b>
↓ Baptist	7.2%	16.1%	45
Catholic	23.0%	23.7%	97
Congregational	2.1%	2.0%	106
<b>▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)</b>	<b>1.1%</b>	<b>0.4%</b>	<b>248</b>
Episcopal	2.9%	2.9%	100
↓ Holiness	0.1%	0.8%	14
↓ Jehovah's Witnesses	0.9%	1.1%	84
<b>▲ Judaism</b>	<b>4.7%</b>	<b>3.2%</b>	<b>149</b>
↓ Lutheran	6.1%	7.2%	85
↓ Methodist	4.4%	10.1%	44
<b>▲ Mormon</b>	<b>3.0%</b>	<b>1.8%</b>	<b>172</b>
<b>▲ New Age</b>	<b>1.5%</b>	<b>0.6%</b>	<b>258</b>
<b>▲ Non-Denominational / Independent</b>	<b>9.7%</b>	<b>6.9%</b>	<b>139</b>
↓ Orthodox	0.3%	0.3%	87
↓ Pentecostal	2.0%	2.4%	82
<b>▲ Presbyterian / Reformed</b>	<b>5.6%</b>	<b>4.6%</b>	<b>122</b>
<b>▲ Unitarian / Universalist</b>	<b>1.0%</b>	<b>0.7%</b>	<b>149</b>
<b>▲ Interested but No Preference</b>	<b>5.5%</b>	<b>3.9%</b>	<b>143</b>
<b>▲ Not Interested and No Preference</b>	<b>18.2%</b>	<b>11.1%</b>	<b>165</b>

Likely to Have Changed Their Preference in the Last 10 Years	17.5%	16.8%	104
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**LEADERSHIP PREFERENCE INDICATOR**

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

<b>▲ Tells them what to do</b>	<b>5.4%</b>	<b>4.0%</b>	<b>135</b>
↓ Lets them do what they want and is supportive	10.5%	11.7%	90
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	79.2%	79.6%	99

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	40.7%	43.5%	94
↓ Finding/Providing Health Insurance	20.5%	29.0%	71
↓ Day-to-Day Financial Worries	27.0%	31.6%	85
Finding Employment Opportunities	15.9%	14.4%	110
Finding Affordable Housing	10.8%	11.3%	95
↓ Providing Adequate Food	5.0%	8.6%	59
▲ Finding Child Care	7.2%	6.3%	116
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.1%	16.7%	85
Dealing With Teen / Child Problems	19.2%	20.7%	93
▲ Finding/Providing Aging Parent Care	17.9%	15.5%	115
↓ Dealing With Abusive Relationships	8.2%	11.4%	72
↓ Dealing With Divorce	3.2%	4.5%	72
<b>COMMUNITY PROBLEMS:</b>			
Neighborhood Crime and Safety	28.3%	27.0%	105
Finding/Providing Good Schools	25.2%	23.5%	108
Dealing with Problems in Schools	12.4%	13.6%	91
Dealing With Racial / Ethnic Prejudice	13.5%	13.1%	103
▲ Dealing With Neighborhood Gangs	10.5%	8.5%	123
▲ Dealing with Social Injustice	13.8%	11.3%	122
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	57.7%	50.6%	114
▲ Finding Time for Recreation / Leisure	31.9%	25.3%	126
Finding Better Quality Healthcare	22.0%	23.9%	92
Finding A Satisfying Job / Career	20.4%	19.3%	105
Finding Retirement Opportunities	18.8%	18.9%	100
▲ Achieving A Fulfilling Marriage	26.5%	22.3%	119
▲ Developing Parenting Skills	16.5%	14.7%	112
▲ Achieving Educational Objectives	8.5%	7.5%	113
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	30.8%	29.8%	103
Finding Companionship	16.4%	17.3%	95
↓ Finding A Good Church	9.0%	15.2%	59
↓ Finding Spiritual Teaching	8.8%	12.9%	68
▲ 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”	80.3%	84.5%	95
↓ “God is actively involved in the world including nations and their governments”	54.3%	63.8%	85

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

“It is important to preserve the traditional American family structure”	89.4%	91.5%	98
“A healthy environment has become a national crisis”	82.2%	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”	41.6%	50.1%	83
“The role of Churches / Synagogues is to help form and support moral values”	78.7%	81.1%	97
“Churches and religious organizations should provide more human services”	60.6%	62.6%	97

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

“The United States must open its doors to all people groups”	36.9%	36.3%	102
“The changing racial / ethnic face of America is a threat to our national heritage”	35.0%	36.3%	96

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	64.4%	59.8%	108
▲ More than \$500 per year	36.0%	31.2%	115
▲ More than \$1,000 per year	22.3%	17.4%	128

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

▲ More than \$100 per year	45.7%	33.7%	136
▲ More than \$500 per year	14.3%	6.8%	210
▲ More than \$1,000 per year	5.3%	2.3%	230

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

▲ More than \$100 per year	24.6%	16.1%	153
▲ More than \$500 per year	7.6%	4.3%	177
▲ More than \$1,000 per year	5.0%	2.2%	227

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

Saint Raymond Parish

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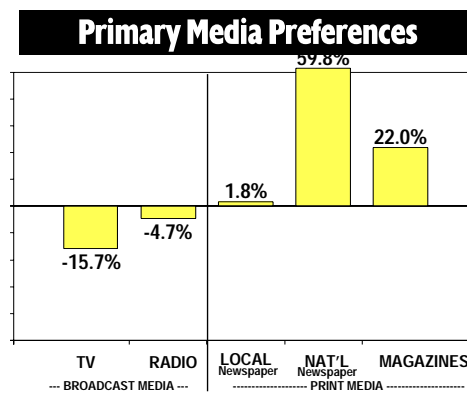
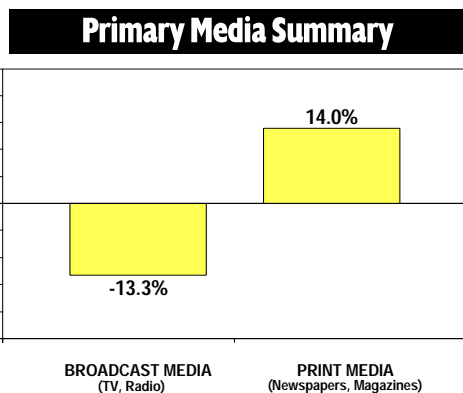
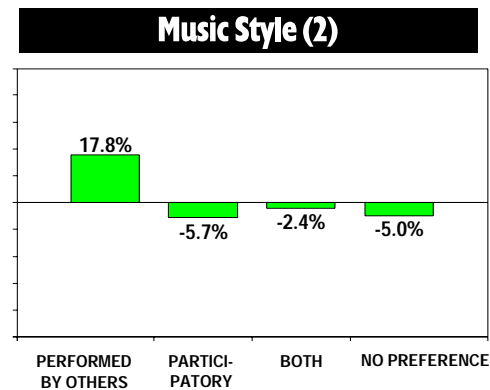
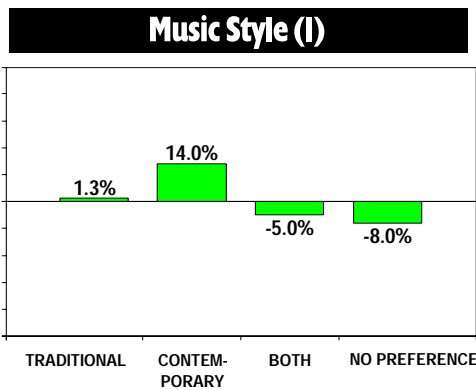
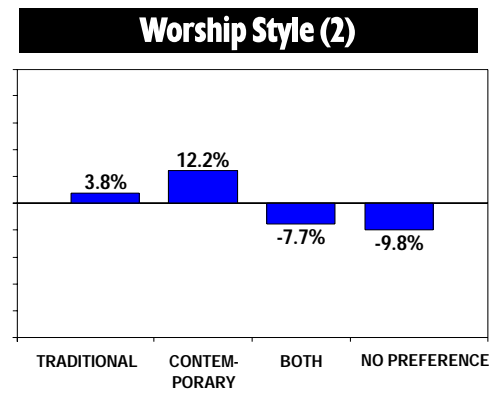
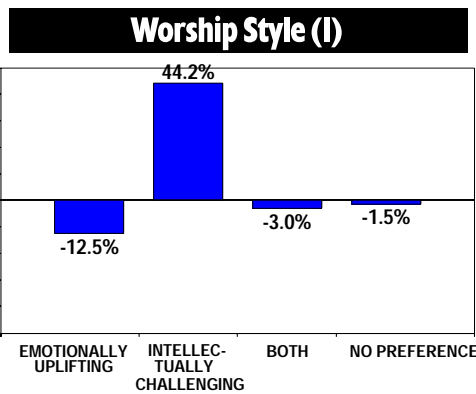
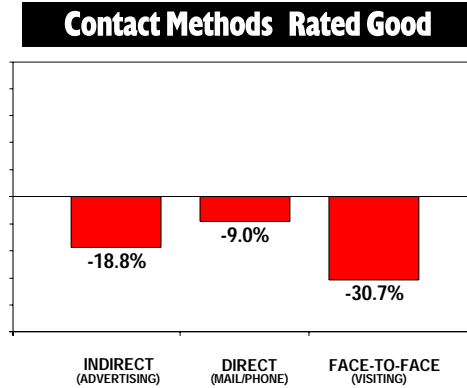
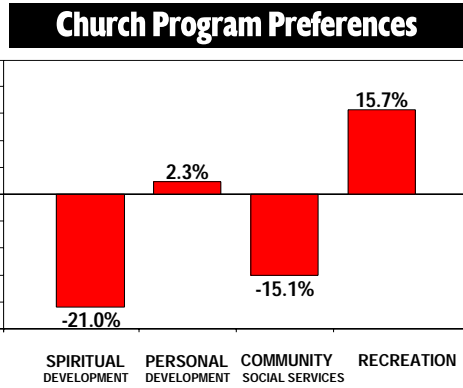
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY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



Date: 6/20/2016

Prepared For:  
Saint Raymond Parish

Study Area Definition:  
Custom Polygon





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### CHURCH PROGRAM PREFERENCE INDICATOR

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

##### **SPIRITUAL DEVELOPMENT:**

↓ Bible Study Discussion and Prayer Groups	28.2%	41.1%	69
Adult Theological Discussion Groups	20.5%	22.5%	91
Spiritual Retreats	10.8%	11.6%	93

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

Marriage Enrichment Opportunities	16.2%	15.2%	106
Parent Training Programs	8.6%	7.8%	110
↓ Twelve Step Programs	2.6%	3.5%	75
Divorce Recovery	2.2%	2.4%	90

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

↓ Personal or Family Counseling	19.7%	22.5%	88
↓ Care for the Terminally Ill	11.5%	15.7%	73
↓ Food and Clothing Resources	7.6%	11.1%	68
▲ <b>Day Care Services</b>	<b>7.1%</b>	<b>6.1%</b>	<b>116</b>
Church Sponsored Day-School	6.0%	5.7%	105

##### **RECREATION:**

▲ <b>Youth Social Programs</b>	<b>34.9%</b>	<b>29.7%</b>	<b>118</b>
▲ <b>Family Activities and Outings</b>	<b>36.9%</b>	<b>32.8%</b>	<b>112</b>
Active Retirement Programs	25.7%	26.8%	96
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>27.0%</b>	<b>18.9%</b>	<b>143</b>
▲ <b>Sports or Camping</b>	<b>8.0%</b>	<b>6.3%</b>	<b>126</b>

#### SUMMARY

↓ Spiritual Development Index	79
Personal Development Index	102
↓ Community/Social Services Index	85
▲ <b>Recreation Index</b>	<b>116</b>



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

↓ A. Emotionally Uplifting	23.1%	26.4%	88
▲ B. Intellectually Challenging	<b>16.0%</b>	<b>11.1%</b>	<b>144</b>
C. Both A and B	38.0%	39.2%	97
D. No Preference or Not Interested	23.0%	23.4%	99

**PART 2:**

A. Traditional/Formal/Ceremonial	21.0%	20.2%	104
▲ B. Contemporary/Informal	<b>29.5%</b>	<b>26.3%</b>	<b>112</b>
C. Both A and B	24.5%	26.5%	92
D. No Preference or Not Interested	24.3%	26.9%	90

**MUSIC STYLE INDICATOR**

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

**PART 1:**

A. Traditional	24.7%	24.4%	101
▲ B. Contemporary	<b>22.5%</b>	<b>19.7%</b>	<b>114</b>
C. Both A and B	29.6%	31.1%	95
D. No Preference or Not Interested	22.8%	24.8%	92

**PART 2:**

▲ A. Performed by Others	<b>22.0%</b>	<b>18.7%</b>	<b>118</b>
B. Participatory	21.6%	22.9%	94
C. Both A and B	31.4%	32.2%	98
D. No Preference or Not Interested	24.9%	26.2%	95





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

A. Community	24.3%	22.0%	110
B. Personal Spiritual Development	15.2%	14.3%	106
C. Both A and B	35.0%	37.4%	93
D. No Preference or Not Interested	25.4%	26.3%	97

**PART 2:**

A. Global Mission	6.2%	6.2%	101
B. Local Mission	34.4%	33.3%	103
C. Both A and B	29.1%	30.1%	97
D. No Preference or Not Interested	30.0%	30.4%	99

**CHURCH ARCHITECTURE INDICATOR**

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

**PART 1:**

A. Traditional	24.9%	26.6%	93
▲ B. Contemporary	<b>19.9%</b>	<b>15.9%</b>	<b>125</b>
C. Both A and B	31.2%	32.3%	96
D. No Preference or Not Interested	23.8%	25.1%	95

**PART 2:**

↓ A. Somber/Serious	7.4%	9.4%	78
▲ B. Light and Airy	<b>40.9%</b>	<b>34.7%</b>	<b>118</b>
C. Both A and B	25.7%	27.7%	93
D. No Preference or Not Interested	26.1%	28.2%	93



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### PRIMARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

↓ Television	39.9%	47.3%	84
Radio	12.7%	13.3%	95

**PRINT MEDIA:**

Local Newspaper	38.3%	36.1%	106
▲ National Newspaper	6.9%	4.3%	160
▲ Magazines	3.7%	2.4%	152

### SECONDARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

Television	30.6%	31.9%	96
↓ Radio	20.6%	23.8%	87

**PRINT MEDIA:**

Local Newspaper	33.3%	32.7%	102
▲ National Newspaper	6.9%	5.8%	120
▲ Magazines	8.6%	7.0%	122

### SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	89
Overall Print Media Index	110



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**CHURCH CONTACT METHODS RATED GOOD**

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	29.4%	36.2%	81
↓ Putting Ad in Local Newspaper	28.6%	33.8%	84
↓ Local Cable Channels	23.6%	30.4%	78
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	52.2%	53.7%	97
↓ Calling and Offering to Send Information By Mail	24.4%	29.5%	83
↓ Calling and Discussing on the Phone	10.1%	12.0%	84
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.1%	20.1%	70
↓ Going Door to Door	9.5%	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	28.0%	19.6%	143
▲ Putting Ad in Local Newspaper	28.5%	21.5%	132
▲ Local Cable Channels	37.7%	30.7%	123
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.9%	13.3%	126
▲ Calling and Offering to Send Information By Mail	37.8%	34.0%	111
▲ Calling and Discussing on the Phone	68.1%	60.6%	112
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.1%	49.6%	121
▲ Going Door to Door	70.9%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	81
Direct Methods Index	91
↓ Face-to-Face Methods Index	69

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	131
▲ Direct Methods Index	114
▲ Face-to-Face Methods Index	115