

ministry
area ●●●●●●
profile **2016**

Transfiguration Parish

Study Area Definition:
Custom Polygon





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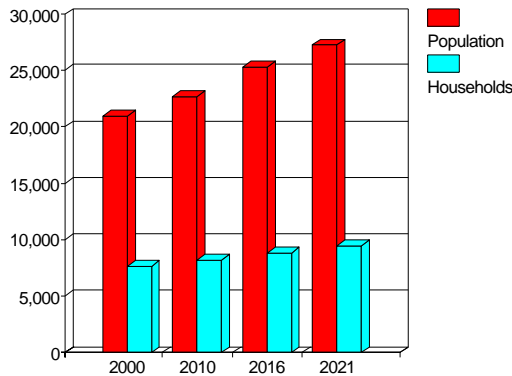
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 25,303 persons residing in the defined study area. This represents an increase of 4,344 or 20.7% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 7.8% or 1,977 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *somewhat low* with 15 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 33.3% 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 *extremely high*. Among individual groups, *Anglos* represent 41.2% of the population and all other racial/ethnic groups make up a substantial 58.8% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 31.2% of the total population. *Asians* are also projected to be the fastest growing group increasing by 20.0% between 2016 and 2021. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**
A The largest age group in terms of numbers is *Survivors* (age 35 to 55) comprised of 7,492 persons or 29.6% of the total population in the area. *Boomers* (age 56 to 73) make up 23.7% 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 *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 94.4% 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 44.2% 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, Neighborhood Gangs, Long-term Financial Security, Aging Parent Care* 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 \$133,919 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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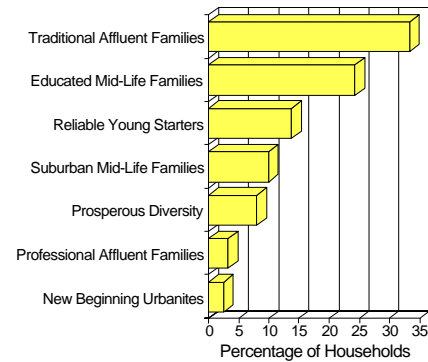
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Population and Households

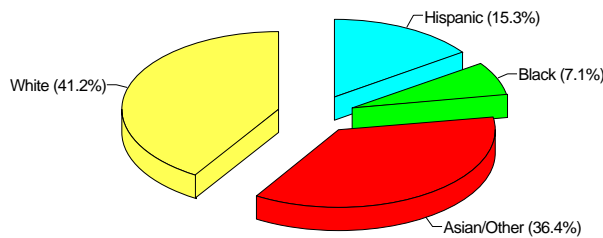


Primary U.S. Lifestyles Segments-2016

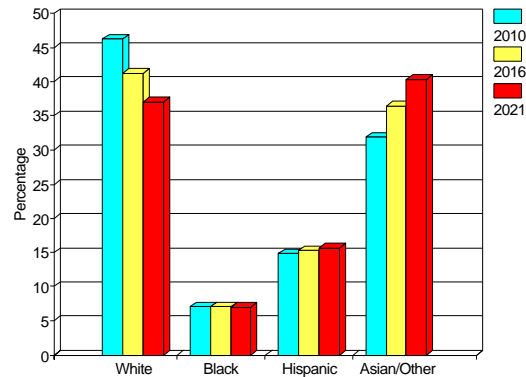


The population in the study area has increased by 2639 persons, or 11.6% since 2010 and is projected to increase by 1977 persons, or 7.8% between 2016 and 2021. The number of households has increased by 681, or 8.3% since 2010 and is projected to increase by 622, or 7.0% between 2016 and 2021.

Population By Race/Ethnicity-2016

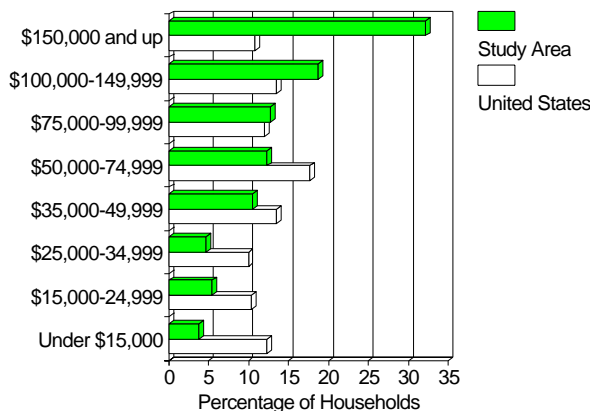


Population By Race/Ethnicity Trend

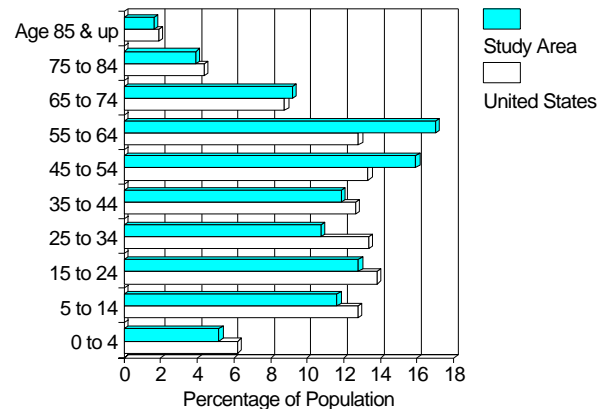


Between 2016 and 2021, the White population is projected to decrease by 332 persons and to decrease from 41.2% to 37.0% of the total population. The Black population is projected to increase by 119 persons and to remain stable at 7.0% of the total. The Hispanic/Latino population is projected to increase by 401 persons and to increase from 15.3% to 15.6% of the total. The Asian/Other population is projected to increase by 1789 persons and to increase from 36.4% to 40.3% of the total population.

Households By Income-2016



Population by Age-2016

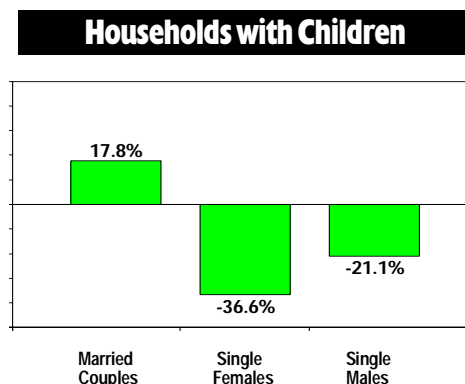
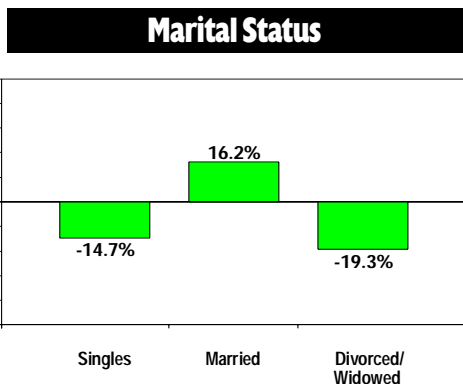
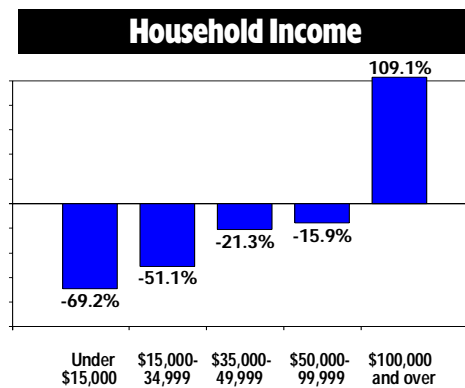
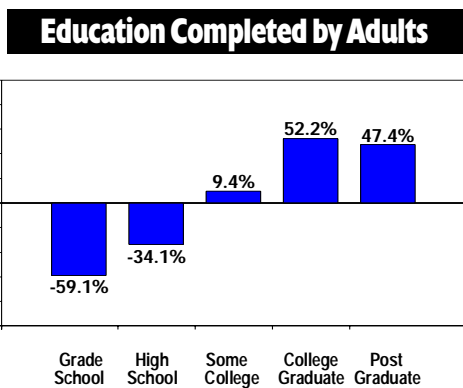
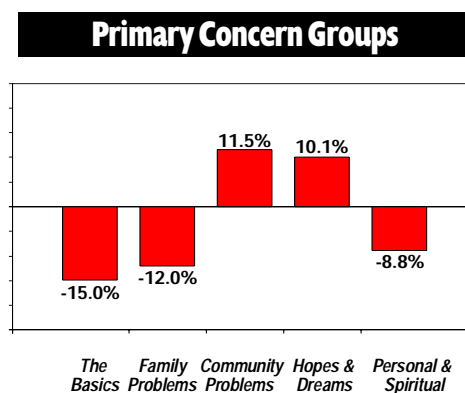
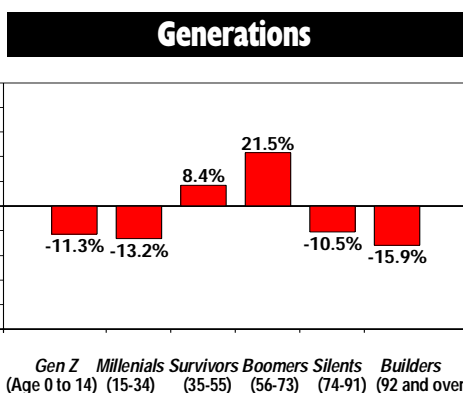
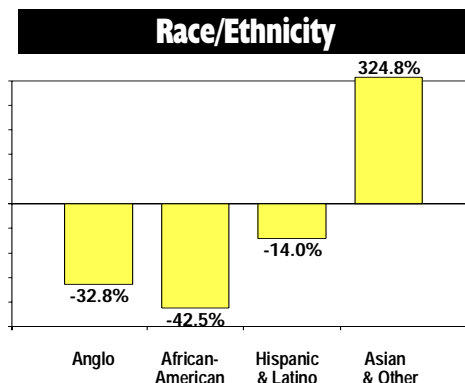
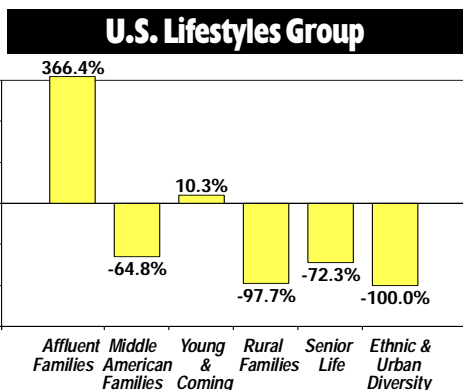


The average household income in the study area is \$133919 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.0 and is projected to increase to 42.3 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	20,959	22,664	25,303	27,280
Population Change		1,705	2,639	1,977
Percentage Change		8.1%	11.6%	7.8%
Average Annual Growth Rate		0.8%	1.9%	1.6%
▲ Density (Pop. per square mile)	1,219	1,318	1,471	1,586
HOUSEHOLDS				
▲ Households	7,658	8,158	8,839	9,461
Household Change		500	681	622
Percentage Change		6.5%	8.3%	7.0%
▲ Average Annual Growth Rate		0.7%	1.4%	1.4%
▲ Persons Per Household	2.73	2.77	2.85	2.87

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	10,478	46.2%	10,431	41.2%	10,099	37.0%
African-American (Non-Hisp)	1,593	7.0%	1,792	7.1%	1,911	7.0%
▲ Hispanic/Latino	3,359	14.8%	3,868	15.3%	4,269	15.6%
▲ Asian/Other (Non-Hisp)	7,234	31.9%	9,212	36.4%	11,001	40.3%

POPULATION BY GENDER						
▲ Female	11,604	51.2%	12,971	51.3%	13,999	51.3%
↓ Male	11,060	48.8%	12,333	48.7%	13,282	48.7%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,412	10.6%	4,261	16.8%	5,976	21.9%
↓ Millennials (Born 1982 to 2001)	5,433	24.0%	5,968	23.6%	6,304	23.1%
Survivors (Born 1961 to 1981)	6,592	29.1%	7,492	29.6%	8,023	29.4%
↓ Boomers (Born 1943 to 1960)	6,025	26.6%	5,989	23.7%	5,780	21.2%
↓ Silents (Born 1925 to 1942)	1,921	8.5%	1,511	6.0%	1,193	4.4%
↓ Builders (Born 1924 and earlier)	322	1.4%	83	0.3%	4	0.0%

AGE			
▲ Average Age	39.8	41.0	42.3
▲ Median Age	41.8	43.3	45.0

INCOME			
▲ Average Household Income	\$111,703	\$133,919	\$147,594
▲ Median Household Income	\$94,122	\$107,652	\$119,417
▲ Per Capita Income	\$40,208	\$46,782	\$51,187

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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	2,143	26.3%	2,844	32.2%	3,478	36.8%
\$100,000 to \$149,999	1,575	19.3%	1,645	18.6%	1,764	18.6%
↓ \$75,000 to \$99,999	1,121	13.7%	1,118	12.6%	1,084	11.5%
↓ \$50,000 to \$74,999	1,132	13.9%	1,083	12.3%	1,089	11.5%
\$35,000 to \$49,999	823	10.1%	932	10.5%	881	9.3%
↓ \$25,000 to \$34,999	528	6.5%	412	4.7%	409	4.3%
↓ \$15,000 to \$24,999	438	5.4%	469	5.3%	442	4.7%
↓ Under \$15,000	399	4.9%	335	3.8%	313	3.3%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,229	5.4%	1,314	5.2%	1,362	5.0%
↓ Required Formal Schooling (5-17)	4,110	18.1%	3,986	15.8%	3,964	14.5%
College Years, Career Starts (18-24)	1,620	7.1%	2,205	8.7%	2,330	8.5%
▲ Singles and Young Families (25-34)	2,292	10.1%	2,724	10.8%	3,174	11.6%
↓ Families, Empty Nesters (35-54)	7,355	32.5%	7,038	27.8%	6,686	24.5%
▲ Enrichment Years Singles/Couples (55-64)	3,326	14.7%	4,297	17.0%	4,845	17.8%
▲ Retirement Opportunities (65+)	2,773	12.2%	3,740	14.8%	4,919	18.0%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,229	5.4%	1,314	5.2%	1,362	5.0%
↓ 5 to 9 years	1,479	6.5%	1,372	5.4%	1,429	5.2%
↓ 10 to 14 years	1,629	7.2%	1,575	6.2%	1,489	5.5%
↓ 15 to 17 years	1,002	4.4%	1,039	4.1%	1,046	3.8%
18 to 20 years	739	3.3%	943	3.7%	970	3.6%
▲ 21 to 24 years	881	3.9%	1,262	5.0%	1,360	5.0%
▲ 25 to 29 years	1,108	4.9%	1,397	5.5%	1,828	6.7%
30 to 34 years	1,184	5.2%	1,327	5.2%	1,346	4.9%
↓ 35 to 39 years	1,457	6.4%	1,366	5.4%	1,450	5.3%
↓ 40 to 44 years	1,716	7.6%	1,639	6.5%	1,513	5.5%
↓ 45 to 49 years	2,013	8.9%	1,885	7.4%	1,642	6.0%
↓ 50 to 54 years	2,169	9.6%	2,148	8.5%	2,081	7.6%
55 to 59 years	1,858	8.2%	2,271	9.0%	2,273	8.3%
▲ 60 to 64 years	1,468	6.5%	2,026	8.0%	2,572	9.4%
▲ 65 to 69 years	883	3.9%	1,417	5.6%	1,777	6.5%
▲ 70 to 74 years	657	2.9%	911	3.6%	1,430	5.2%
▲ 75 to 84 years	875	3.9%	997	3.9%	1,288	4.7%
85 or more years	358	1.6%	415	1.6%	424	1.6%

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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		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	21,042			
Single (Never Married)	5,905	28.1%	32.9%	85
Married	12,261	58.3%	50.2%	116
Divorced/Widowed	2,875	13.7%	16.9%	81
Marital Status Females 15 and Older (2016)	10,936			
Single (Never Married)	2,771	25.3%	29.8%	85
Married	6,275	57.4%	48.8%	118
Divorced/Widowed	1,890	17.3%	21.4%	81
Marital Status Males 15 and Older (2016)	10,106			
Single (Never Married)	3,134	31.0%	36.2%	86
Married	5,987	59.2%	51.6%	115
↓ Divorced/Widowed	985	9.7%	12.3%	79
FAMILY STRUCTURE				
Households By Type (2016)	8,839			
▲ Married Couple	5,284	59.8%	48.5%	123
Other Family - Male Head of Household	415	4.7%	4.9%	95
Other Family - Female Head of Household	954	10.8%	13.0%	83
↓ Non Family - Male Head of Household	963	10.9%	15.8%	69
↓ Non Family - Female Head of Household	1,223	13.8%	17.7%	78
Households With Children 0 to 18 (2016)	3,337			
Married Couple Family	2,564	76.8%	65.2%	118
↓ Other Family - Male Head of Household	223	6.7%	8.5%	79
↓ Other Family - Female Head of Household	536	16.1%	25.3%	63
↓ Non Family	15	0.4%	1.0%	47
Population By Household Type (2016)	25,303			
↓ Group Quarters	85	0.3%	2.5%	13

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	85			
↓ Correctional Facilities	6	7.1%	30.0%	24
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	6	7.1%	18.7%	38
▲ Other	73	85.9%	15.2%	565
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	25,303			
↓ White (Non-Hispanic)	10,431	41.2%	61.3%	67
↓ African-American (Non-Hisp)	1,792	7.1%	12.3%	58
Hispanic/Latino	3,868	15.3%	17.8%	86
↓ Native American (Non-Hisp)	42	0.2%	0.7%	23
▲ Asian (Non-Hisp)	7,757	30.7%	5.3%	581
▲ Hawaiian & Pacific Islander (Non-Hisp)	139	0.5%	0.2%	326
▲ Other Races & Multiple Races (Non-Hisp)	1,274	5.0%	2.4%	210
Asian Population By Race (2016)	7,818			
▲ Chinese	4,391	56.2%	22.3%	251
↓ Japanese	190	2.4%	5.0%	48
↓ Indian	572	7.3%	19.5%	38
Korean	730	9.3%	9.6%	97
↓ Vietnamese	333	4.3%	11.0%	39
↓ Other Asian Races	1,602	20.5%	32.5%	63
Hispanic/Latino Population By Race (2016)	3,868			
White	1,882	48.7%	53.0%	92
↓ African-American	74	1.9%	2.5%	77
▲ Native American	65	1.7%	1.4%	123
▲ Asian	61	1.6%	0.4%	377
Other Races & Multiple Races	1,786	46.2%	42.7%	108
Hispanic/Latino Population By Origin (2016)	3,868			
Mexican	2,444	63.2%	62.4%	101
↓ Puerto Rican	245	6.3%	9.5%	67
↓ Cuban	41	1.1%	3.5%	30
Other Hispanic Origin	1,138	29.4%	24.6%	120

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	5,682			
↓ Pre-Primary (Public)	82	1.4%	3.4%	42
▲ Pre-Primary (Private)	283	5.0%	2.6%	190
Elementary/High School (Public)	3,431	60.4%	58.9%	102
↓ Elementary/High School (Private)	260	4.6%	6.6%	69
Enrolled in College	1,626	28.6%	28.4%	101
Population By Education Completed (Age 25 and over) (2016)	17,798			
↓ Elementary (Less than 9 years)	681	3.8%	5.8%	66
↓ Some High School (9 to 11 years)	308	1.7%	7.8%	22
↓ High School Graduate (12 years)	3,272	18.4%	27.9%	66
Some College (13 to 15 years)	4,386	24.6%	21.2%	116
Associate Degree	1,293	7.3%	8.0%	91
▲ Bachelor's Degree	4,961	27.9%	18.3%	152
▲ Graduate Degree	2,898	16.3%	11.0%	147
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	12,679			
TOTAL WHITE COLLAR	9,338	73.6%	61.5%	120
▲ Executive and Managerial	1,802	14.2%	9.7%	146
Professional Specialty	2,361	18.6%	16.6%	112
▲ Technical Support	1,779	14.0%	8.3%	169
Sales	1,539	12.1%	10.9%	112
Administrative Support & Clerical	1,857	14.6%	16.0%	91
↓ TOTAL BLUE COLLAR	3,340	26.3%	38.5%	68
▲ Service: Private Households	615	4.9%	3.7%	131
Service: Protective	331	2.6%	2.2%	118
↓ Service: Other	443	3.5%	7.5%	47
↓ Farming, Forestry & Fishing	3	0.0%	0.7%	3
↓ Precision Production and Craft	839	6.6%	11.0%	60
Operators and Assemblers	367	2.9%	3.2%	89
↓ Transportation and Material Moving	520	4.1%	6.2%	67
↓ Laborers	222	1.8%	4.0%	43

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	20,699			
Employed	12,761	61.7%	58.1%	106
Unemployed	1,232	6.0%	5.6%	106
Not in Labor Force	6,706	32.4%	36.3%	89
Total Female Pop. By Work Status (Age 20 to 64) (2013)	7,006			
TOTAL WORKING	5,027	71.8%	66.8%	107
With No Own Children	3,110	44.4%	42.2%	105
With Own Children Age 0 to 5 only	427	6.1%	5.5%	112
With Own Children Age 6 to 17 only	1,205	17.2%	14.8%	116
With Own Children Both Age 0 to 5 and 6 to 17	285	4.1%	4.3%	94
▲ TOTAL NOT WORKING (UNEMPLOYED)	564	8.1%	6.2%	130
▲ With No Own Children	400	5.7%	3.8%	152
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
With Own Children Age 6 to 17 only	98	1.4%	1.3%	111
▲ With Own Children Both Age 0 to 5 and 6 to 17	66	0.9%	0.5%	172
↓ TOTAL NOT IN THE LABOR FORCE	1,415	20.2%	27.0%	75
↓ With No Own Children	787	11.2%	17.1%	66
▲ With Own Children Age 0 to 5 only	278	4.0%	2.6%	153
↓ With Own Children Age 6 to 17 only	229	3.3%	4.6%	70
↓ With Own Children Both Age 0 to 5 and 6 to 17	121	1.7%	2.6%	65
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	8,839			
Above Poverty Line (Households with Children)	6,420	66.4%	59.6%	111
Above Poverty Line (Households without Children)	2,859	29.6%	26.5%	112
↓ Below Poverty Line (Households with Children)	232	2.4%	7.9%	30
↓ Below Poverty Line (Households without Children)	154	1.6%	6.0%	26
Households By Presence of Retirement Income (2013)	8,158			
With Retirement Income	1,705	20.9%	17.6%	119
Without Retirement Income	6,191	75.9%	81.5%	93

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	8,839			
Owner Occupied	6,785	76.8%	65.0%	118
↓ Renter Occupied	2,053	23.2%	35.0%	66
▲ Median Rent (2013)	\$1,184		\$904	131
Structures By Number of Units (2016)	9,162			
▲ Single Unit	7,811	85.3%	67.3%	127
↓ 3 to 4 Units	174	1.9%	8.1%	23
↓ 5 to 19 Units	323	3.5%	9.3%	38
20 to 49 Units	327	3.6%	3.6%	99
↓ 50 or more Units	204	2.2%	5.1%	44
↓ Mobile Home	319	3.5%	6.4%	54
↓ Other	4	0.0%	0.1%	51
▲ Single To Multiple Unit Ratio	7.60		2.57	295
Owner-Occupied Property Values (2016)	6,785			
↓ Under \$40,000	220	3.2%	7.2%	45
↓ \$40,000 to \$59,999	42	0.6%	3.7%	17
↓ \$60,000 to \$79,999	31	0.5%	5.1%	9
↓ \$80,000 to \$99,999	9	0.1%	6.5%	2
↓ \$100,000 to 149,999	38	0.6%	15.1%	4
↓ \$150,000 to \$199,999	25	0.4%	14.6%	3
↓ \$200,000 to \$299,999	145	2.1%	18.1%	12
\$300,000 to \$499,999	1,165	17.2%	16.9%	101
▲ \$500,000 to \$999,999	4,309	63.5%	9.7%	654
▲ \$1,000,000 and over	801	11.8%	3.0%	390
▲ Median Property Value	\$663,207		\$192,432	345

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	9,162			
▲ 2010 and later	717	7.8%	5.5%	142
↓ 2000 to 2009	436	4.8%	14.6%	33
▲ 1990 to 1999	1,551	16.9%	13.4%	126
▲ 1980 to 1989	1,523	16.6%	13.2%	126
1970 to 1979	1,468	16.0%	15.0%	107
1960 to 1969	1,133	12.4%	10.4%	119
▲ 1950 to 1959	1,509	16.5%	10.3%	160
↓ 1949 or earlier	824	9.0%	17.7%	51
Households By Number of Persons (2016)	8,839			
↓ 1 Person Household	1,676	19.0%	27.3%	70
2 Person Household	2,689	30.4%	32.3%	94
▲ 3 Person Household	1,728	19.5%	16.2%	120
▲ 4 Person Household	1,554	17.6%	13.1%	135
▲ 5 Person Household	752	8.5%	6.5%	131
6 Person Household	276	3.1%	2.8%	113
7 or more Person Household	163	1.8%	1.9%	97
Average Persons Per Household	2.8		2.6	107
Households By Heating Type (2013)	7,896			
▲ Utility and Other Gas	6,303	79.8%	54.0%	148
↓ Electric	1,447	18.3%	36.1%	51
↓ Oil	36	0.5%	6.1%	7
↓ Coal and Wood	72	0.9%	2.2%	41
↓ Solar/Other Fuel	12	0.2%	0.5%	31
↓ No Fuel Used	26	0.3%	0.9%	35

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TRANSPORTATION				
Households By Number of Vehicles (2016)	8,839			
↓ No Vehicles	300	3.4%	9.0%	38
↓ 1 Vehicle	1,841	20.8%	33.7%	62
2 Vehicle	3,776	42.7%	37.5%	114
▲ 3 or more Vehicles	2,921	33.0%	19.8%	167
Workers By Travel Time to Work (2016)	11,797			
↓ Less than 15 minutes	1,421	12.0%	27.3%	44
15 to 29 minutes	4,152	35.2%	36.5%	96
▲ 30 to 44 minutes	3,219	27.3%	20.2%	135
▲ 45 to 59 minutes	1,534	13.0%	7.7%	168
▲ 60 or more minutes	1,471	12.5%	8.3%	150
▲ Average Travel Time to Work (minutes)	35.0		28.2	124
Workers By Type of Transportation to Work (2016)	12,415			
Drive Alone	9,086	73.2%	76.9%	95
↓ Car Pool	922	7.4%	9.6%	78
▲ Public Transportation	1,362	11.0%	5.1%	215
↓ Walk to Work	167	1.3%	2.8%	48
↓ Other Means	98	0.8%	1.2%	63
▲ Work at Home	780	6.3%	4.4%	143

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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)	6,231	70.5%	15.1%	466
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,429	16.2%	14.7%	110
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	977	11.1%	31.4%	35
5	Senior Life (7, 20, 21, 22, 30 and 31)	169	1.9%	6.9%	28
4	Rural Families (27, 26, 29, 33, 35 and 38)	27	0.3%	13.1%	2
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.		
1	Traditional Affluent Families	2,942	33.3%	3.5%	956
4	Educated Mid-Life Families	2,140	24.2%	3.4%	710
15	Reliable Young Starters	1,209	13.7%	4.3%	322
10	Suburban Mid-Life Families	875	9.9%	5.5%	178
5	Prosperous Diversity	705	8.0%	3.1%	257
2	Professional Affluent Families	285	3.2%	0.8%	400
39	New Beginning Urbanites	214	2.4%	2.8%	88
14	Secure Mid-Life Families	156	1.8%	0.7%	269
20	Cautious and Mature	92	1.0%	2.6%	39
28	Building Country Families	62	0.7%	2.8%	25
7	Prosperous and Mature	49	0.6%	0.5%	103
25	Working Country Consumers	35	0.4%	4.1%	10
30	Urban Senior Life	17	0.2%	0.8%	23
29	Working Country Families	14	0.2%	1.0%	16
27	Country Family Diversity	13	0.1%	0.3%	43
21	Mature and Stable	8	0.1%	0.6%	16
9	Educated Working Families	4	0.0%	0.1%	54
19	Educated and Promising	4	0.0%	0.1%	58
22	Mature and Established	3	0.0%	1.8%	2
3	Mid-Life Prosperity	3	0.0%	1.5%	2

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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.		
49	Exception Households	2	0.0%	0.2%	9
18	Working Urban Families	1	0.0%	4.0%	0
12	Educated New Starters	1	0.0%	2.9%	0
8	Rising Potential Professionals	1	0.0%	2.3%	0
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
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
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	8,835	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	27.1%	35.4%	76
↓ Somewhat Involved with Their Faith	24.5%	29.9%	82
▲ Not Involved with Their Faith	49.0%	34.7%	141

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	16.7%	22.1%	76
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	19.9%	23.7%	84

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	120
↓ Baptist	6.6%	16.1%	41
Catholic	22.4%	23.7%	95
Congregational	1.9%	2.0%	96
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.3%	0.4%	295
Episcopal	3.0%	2.9%	105
↓ Holiness	0.2%	0.8%	19
↓ Jehovah's Witnesses	0.9%	1.1%	85
▲ Judaism	5.6%	3.2%	179
↓ Lutheran	6.0%	7.2%	83
↓ Methodist	4.9%	10.1%	49
▲ Mormon	2.8%	1.8%	159
▲ New Age	1.0%	0.6%	174
▲ Non-Denominational / Independent	10.0%	6.9%	144
Orthodox	0.3%	0.3%	100
↓ Pentecostal	2.0%	2.4%	84
▲ Presbyterian / Reformed	5.7%	4.6%	124
▲ Unitarian / Universalist	0.9%	0.7%	127
▲ Interested but No Preference	5.3%	3.9%	136
▲ Not Interested and No Preference	18.5%	11.1%	167

Likely to Have Changed Their Preference in the Last 10 Years	17.3%	16.8%	103
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.2%	4.0%	105
Lets them do what they want and is supportive	11.2%	11.7%	96
Lets them do what they want and stays out of the way	5.2%	4.8%	108
Works with them on deciding what to do and helps them do it	79.4%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	43.1%	43.5%	99
↓ Finding/Providing Health Insurance	22.3%	29.0%	77
↓ Day-to-Day Financial Worries	24.1%	31.6%	76
↓ Finding Employment Opportunities	12.9%	14.4%	89
↓ Finding Affordable Housing	9.7%	11.3%	86
↓ Providing Adequate Food	4.8%	8.6%	57
Finding Child Care	6.0%	6.3%	96
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	14.6%	16.7%	87
↓ Dealing With Teen / Child Problems	16.8%	20.7%	81
▲ Finding/Providing Aging Parent Care	17.8%	15.5%	115
↓ Dealing With Abusive Relationships	8.5%	11.4%	75
↓ Dealing With Divorce	2.8%	4.5%	63
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.5%	27.0%	106
Finding/Providing Good Schools	25.1%	23.5%	107
Dealing with Problems in Schools	13.6%	13.6%	100
▲ Dealing With Racial / Ethnic Prejudice	15.0%	13.1%	115
▲ Dealing With Neighborhood Gangs	10.6%	8.5%	125
▲ Dealing with Social Injustice	15.3%	11.3%	135
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	58.3%	50.6%	115
▲ Finding Time for Recreation / Leisure	32.3%	25.3%	128
Finding Better Quality Healthcare	22.7%	23.9%	95
Finding A Satisfying Job / Career	20.2%	19.3%	105
Finding Retirement Opportunities	19.1%	18.9%	101
Achieving A Fulfilling Marriage	24.7%	22.3%	110
Developing Parenting Skills	15.8%	14.7%	107
Achieving Educational Objectives	8.2%	7.5%	109
SPIRITUAL / PERSONAL:			
Dealing With Stress	30.5%	29.8%	102
Finding Companionship	18.0%	17.3%	104
↓ Finding A Good Church	8.8%	15.2%	58
↓ Finding Spiritual Teaching	8.3%	12.9%	64
▲ Finding Life Direction	15.8%	14.0%	113

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	79.4%	84.5%	94
↓ “God is actively involved in the world including nations and their governments”	52.4%	63.8%	82

SOCIETY:

“It is important to preserve the traditional American family structure”	89.8%	91.5%	98
“A healthy environment has become a national crisis”	81.5%	82.8%	98
“Public education is essential to the future of American society”	95.1%	94.0%	101

INSTITUTIONAL ROLES:

↓ “Government should be the primary provider of human welfare services”	44.4%	50.1%	89
“The role of Churches / Synagogues is to help form and support moral values”	78.9%	81.1%	97
“Churches and religious organizations should provide more human services”	59.1%	62.6%	94

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	38.6%	36.3%	106
“The changing racial / ethnic face of America is a threat to our national heritage”	34.1%	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	37.9%	31.2%	121
▲ More than \$1,000 per year	24.0%	17.4%	138

TO CHARITIES:

▲ More than \$100 per year	48.4%	33.7%	144
▲ More than \$500 per year	16.5%	6.8%	243
▲ More than \$1,000 per year	6.6%	2.3%	287

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	30.1%	16.1%	187
▲ More than \$500 per year	9.4%	4.3%	219
▲ More than \$1,000 per year	6.1%	2.2%	277

Ministry Area Profile 2016
Compass
REPORT

Transfiguration Parish

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Prepared For:
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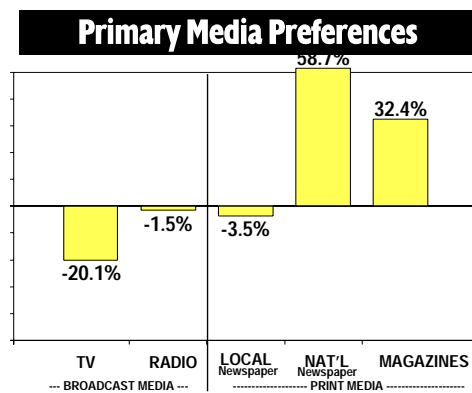
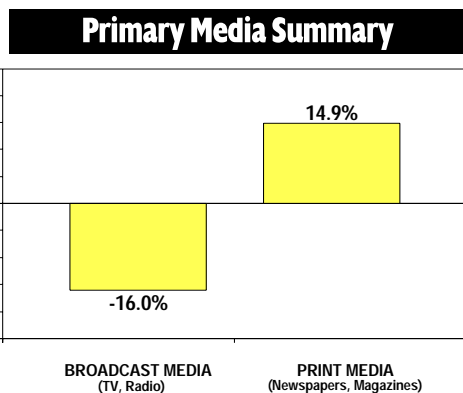
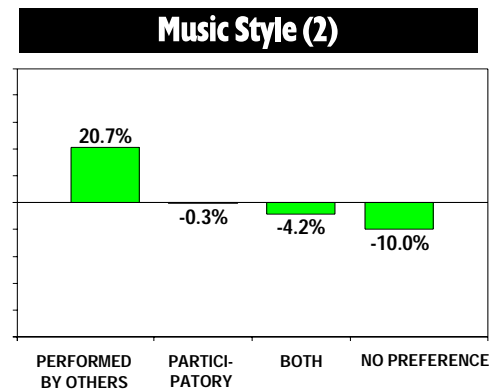
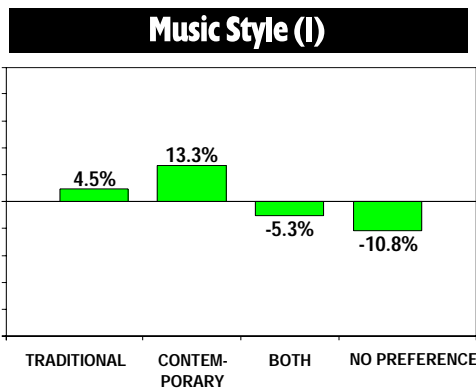
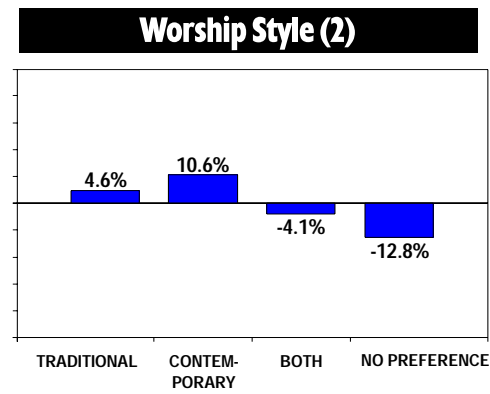
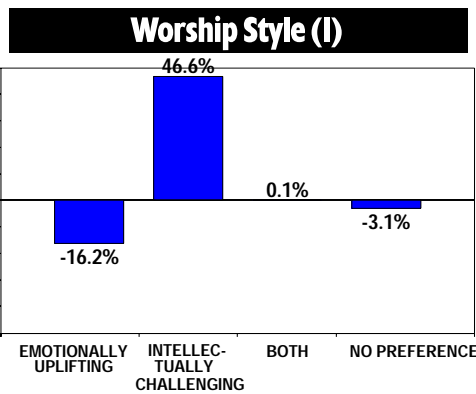
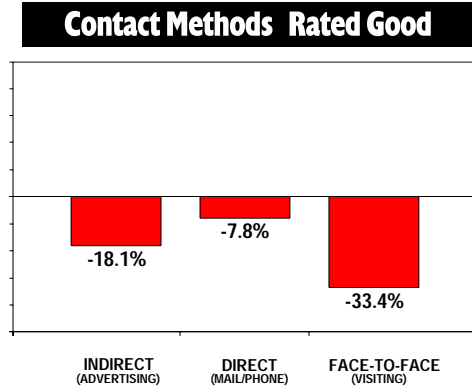
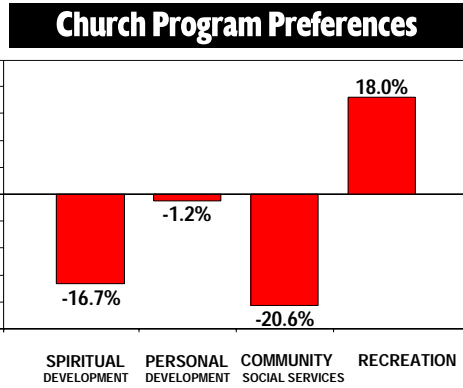
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	29.5%	41.1%	72
Adult Theological Discussion Groups	23.0%	22.5%	102
↓ Spiritual Retreats	10.2%	11.6%	88

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.3%	15.2%	101
Parent Training Programs	7.9%	7.8%	101
Twelve Step Programs	3.5%	3.5%	101
↓ Divorce Recovery	1.8%	2.4%	73

COMMUNITY/SOCIAL SERVICES:

↓ Personal or Family Counseling	17.4%	22.5%	77
↓ Care for the Terminally Ill	12.7%	15.7%	81
↓ Food and Clothing Resources	6.5%	11.1%	58
Day Care Services	6.0%	6.1%	99
Church Sponsored Day-School	5.9%	5.7%	104

RECREATION:

Youth Social Programs	32.6%	29.7%	110
Family Activities and Outings	34.6%	32.8%	105
▲ Active Retirement Programs	30.2%	26.8%	113
▲ Cultural Programs (Music, Drama, Art)	28.5%	18.9%	151
▲ Sports or Camping	9.2%	6.3%	145

SUMMARY

↓ Spiritual Development Index	83
Personal Development Index	99
↓ Community/Social Services Index	79
▲ Recreation Index	118



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.1%	26.4%	84
▲ B. Intellectually Challenging	16.3%	11.1%	147
C. Both A and B	39.2%	39.2%	100
D. No Preference or Not Interested	22.7%	23.4%	97

PART 2:

A. Traditional/Formal/Ceremonial	21.2%	20.2%	105
▲ B. Contemporary/Informal	29.1%	26.3%	111
C. Both A and B	25.4%	26.5%	96
↓ D. No Preference or Not Interested	23.5%	26.9%	87

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	25.5%	24.4%	105
▲ B. Contemporary	22.4%	19.7%	113
C. Both A and B	29.4%	31.1%	95
↓ D. No Preference or Not Interested	22.1%	24.8%	89

PART 2:

▲ A. Performed by Others	22.6%	18.7%	121
B. Participatory	22.9%	22.9%	100
C. Both A and B	30.8%	32.2%	96
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	26.1%	22.0%	118
B. Personal Spiritual Development	14.7%	14.3%	103
C. Both A and B	34.9%	37.4%	93
D. No Preference or Not Interested	24.1%	26.3%	92

PART 2:

A. Global Mission	6.1%	6.2%	99
B. Local Mission	34.8%	33.3%	105
C. Both A and B	29.8%	30.1%	99
D. No Preference or Not Interested	28.9%	30.4%	95

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	25.1%	26.6%	94
▲ B. Contemporary	20.4%	15.9%	128
C. Both A and B	30.8%	32.3%	95
D. No Preference or Not Interested	23.4%	25.1%	93

PART 2:

↓ A. Somber/Serious	7.8%	9.4%	83
▲ B. Light and Airy	39.9%	34.7%	115
C. Both A and B	27.1%	27.7%	98
↓ D. No Preference or Not Interested	25.2%	28.2%	89



Date: 6/20/2016

Prepared For:
 Transfiguration 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	37.8%	47.3%	80
Radio	13.1%	13.3%	98

PRINT MEDIA:

Local Newspaper	38.1%	36.1%	105
▲ National Newspaper	6.9%	4.3%	159
▲ Magazines	4.3%	2.4%	178

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	30.5%	31.9%	96
Radio	22.3%	23.8%	94

PRINT MEDIA:

Local Newspaper	31.5%	32.7%	96
▲ National Newspaper	6.9%	5.8%	120
▲ Magazines	9.3%	7.0%	132

SUMMARY

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



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Study Area Definition:
 Custom Polygon

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

CHURCH CONTACT METHODS RATED GOOD

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	28.9%	36.2%	80
↓ Putting Ad in Local Newspaper	29.3%	33.8%	87
↓ Local Cable Channels	24.1%	30.4%	79
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	50.8%	53.7%	95
Calling and Offering to Send Information By Mail	26.4%	29.5%	90
↓ Calling and Discussing on the Phone	10.5%	12.0%	87
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	13.6%	20.1%	68
↓ Going Door to Door	9.1%	14.0%	65

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	25.4%	19.6%	129
▲ Putting Ad in Local Newspaper	29.8%	21.5%	138
▲ Local Cable Channels	36.6%	30.7%	119
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	15.6%	13.3%	117
▲ Calling and Offering to Send Information By Mail	39.5%	34.0%	116
▲ Calling and Discussing on the Phone	67.4%	60.6%	111
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	60.2%	49.6%	121
▲ Going Door to Door	70.9%	64.0%	111

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	82
Direct Methods Index	92
↓ Face-to-Face Methods Index	67

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	128
▲ Direct Methods Index	113
▲ Face-to-Face Methods Index	115