

# ministry area profile 2016

Corpus Christi Parish, Piedmont

**Study Area Definition:**  
Custom Polygon



ID# 39736:84623



Prepared For:  
Corpus Christi Parish, Piedmont

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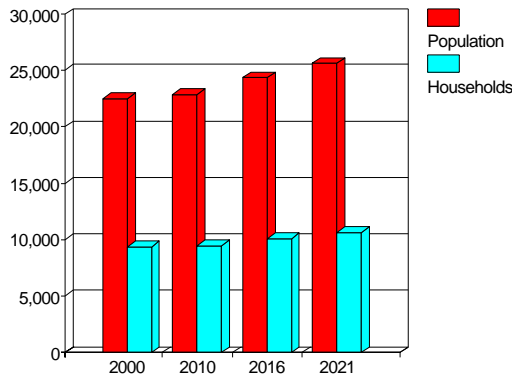
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 24,328 persons residing in the defined study area. This represents an increase of 1,850 or 8.2% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 5.3% or 1,286 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**  
**A** The lifestyle diversity in the area is *extremely low* with just 9 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Traditional Affluent Families* representing 63.3% 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 70.5% of the population and all other racial/ethnic groups make up only 29.5% which is somewhat below the national average of 39%. The largest of these groups, *Asians*, accounts for 11.7% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 16.0% 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 7,228 persons or 29.7% of the total population in the area. *Boomers* (age 56 to 73) make up 28.3% 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 *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 97.9% 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 76.1% of those over 25 in the area versus 29.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**  
**A** Concerns which are likely to exceed the national average include: *Social Injustice, Racial/Ethnic Prejudice, Aging Parent Care, Time for Recreation/Leisure, Finding Life Direction* and *Long-term Financial Security*. (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 \$194,580 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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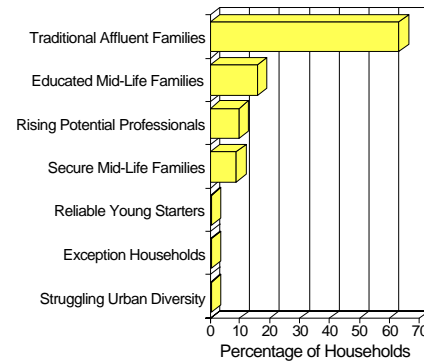
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**Population and Households**

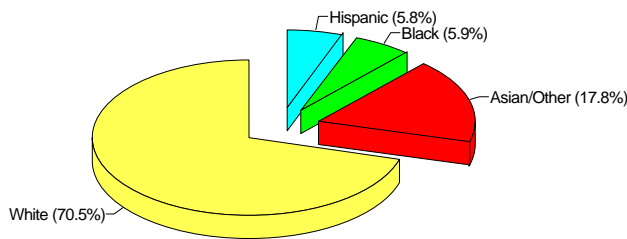


**Primary U.S. Lifestyles Segments-2016**

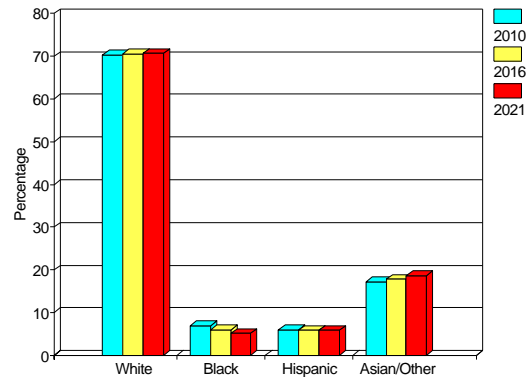


The population in the study area has increased by 1449 persons, or 6.3% since 2010 and is projected to increase by 1286 persons, or 5.3% between 2016 and 2021. The number of households has increased by 615, or 6.5% since 2010 and is projected to increase by 543, or 5.4% between 2016 and 2021.

**Population By Race/Ethnicity-2016**

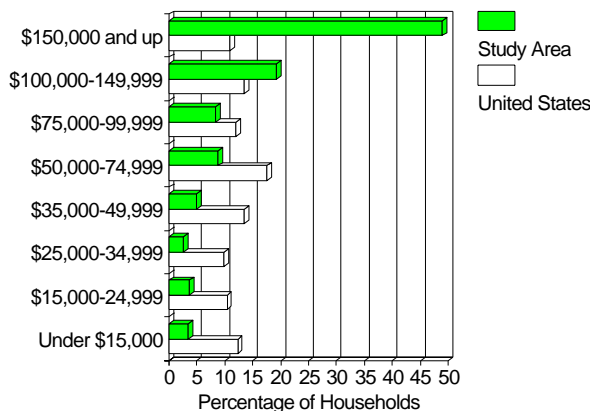


**Population By Race/Ethnicity Trend**

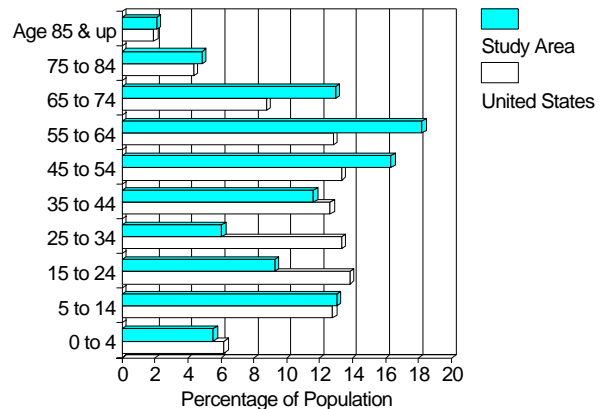


Between 2016 and 2021, the White population is projected to increase by 931 persons and to remain stable at 70.6% of the total population. The Black population is projected to decrease by 120 persons and to decrease from 5.9% to 5.1% of the total. The Hispanic/Latino population is projected to increase by 59 persons and to remain stable at 5.7% of the total. The Asian/Other population is projected to increase by 417 persons and to increase from 17.8% to 18.6% of the total population.

**Households By Income-2016**



**Population by Age-2016**

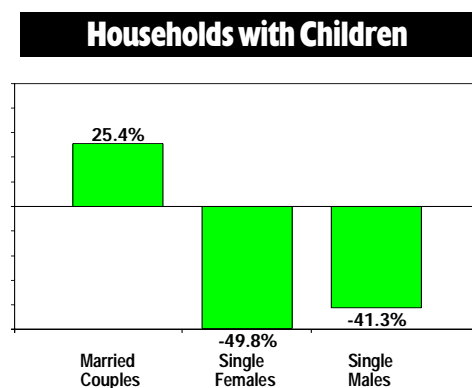
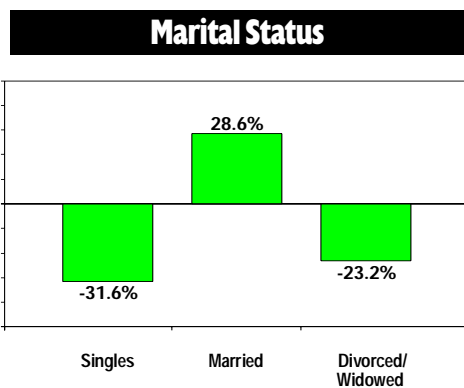
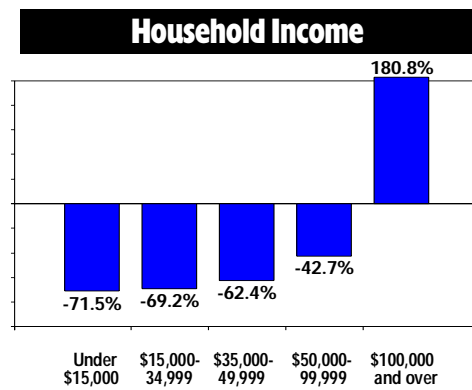
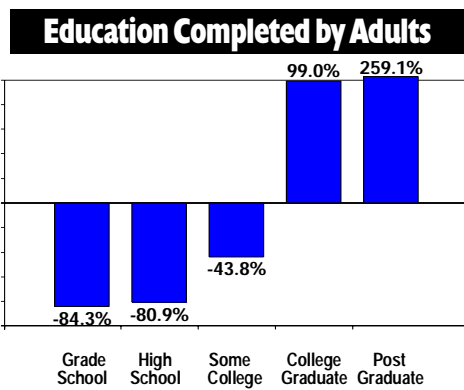
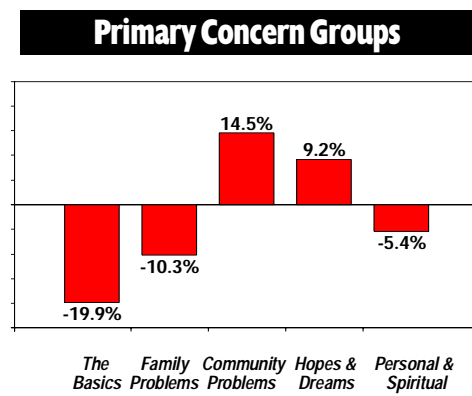
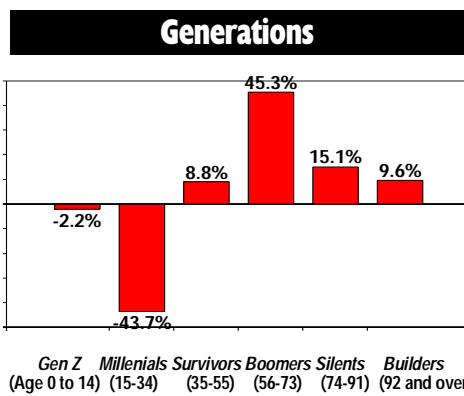
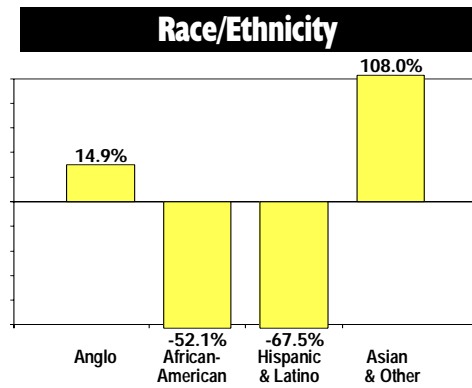
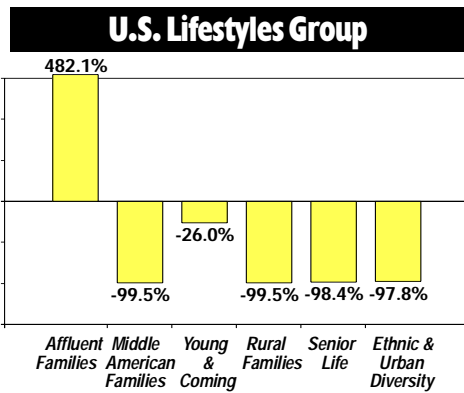


The average household income in the study area is \$194580 a year as compared to the U.S. average of \$77135. The average age in the study area is 43.7 and is projected to increase to 44.3 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	22,478	22,879	24,328	25,614
Population Change		401	1,449	1,286
Percentage Change		1.8%	6.3%	5.3%
▲ <b>Average Annual Growth Rate</b>		0.2%	1.1%	1.1%
▲ <b>Density (Pop. per square mile)</b>	4,762	4,847	5,154	5,427
HOUSEHOLDS				
▲ <b>Households</b>	9,336	9,440	10,055	10,598
Household Change		104	615	543
Percentage Change		1.1%	6.5%	5.4%
Average Annual Growth Rate		0.1%	1.1%	1.1%
Persons Per Household	2.41	2.42	2.42	2.42

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ <b>White (Non-Hispanic)</b>	16,066	70.2%	17,148	70.5%	18,079	70.6%
↓ African-American (Non-Hisp)	1,562	6.8%	1,434	5.9%	1,314	5.1%
↓ Hispanic/Latino	1,339	5.9%	1,408	5.8%	1,467	5.7%
▲ <b>Asian/Other (Non-Hisp)</b>	3,912	17.1%	4,337	17.8%	4,754	18.6%

POPULATION BY GENDER						
	2010 Census	2016 Update	2021 Projection			
▲ <b>Female</b>	11,954	52.2%	12,715	52.3%	13,394	52.3%
↓ Male	10,925	47.8%	11,612	47.7%	12,221	47.7%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2021 Projection			
▲ <b>Generation Z (Born 2002 and later)</b>	2,711	11.8%	4,518	18.6%	6,121	23.9%
↓ Millennials (Born 1982 to 2001)	3,595	15.7%	3,723	15.3%	3,917	15.3%
▲ <b>Survivors (Born 1961 to 1981)</b>	6,769	29.6%	7,227	29.7%	7,751	30.3%
↓ Boomers (Born 1943 to 1960)	6,963	30.4%	6,887	28.3%	6,398	25.0%
↓ Silents (Born 1925 to 1942)	2,393	10.5%	1,867	7.7%	1,422	5.6%
↓ Builders (Born 1924 and earlier)	441	1.9%	104	0.4%	5	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Age</b>	42.7	43.7	44.3
▲ <b>Median Age</b>	45.9	47.8	49.1

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ <b>Average Household Income</b>	\$162,732	\$194,580	\$210,504
▲ <b>Median Household Income</b>	\$131,583	\$156,205	\$173,878
▲ <b>Per Capita Income</b>	\$67,144	\$80,422	\$87,098

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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	3,935	41.7%	4,925	49.0%	5,690	53.7%
↓ \$100,000 to \$149,999	2,217	23.5%	1,932	19.2%	1,884	17.8%
↓ \$75,000 to \$99,999	1,190	12.6%	834	8.3%	798	7.5%
\$50,000 to \$74,999	695	7.4%	874	8.7%	829	7.8%
\$35,000 to \$49,999	472	5.0%	507	5.0%	467	4.4%
↓ \$25,000 to \$34,999	320	3.4%	264	2.6%	261	2.5%
\$15,000 to \$24,999	230	2.4%	367	3.6%	351	3.3%
↓ Under \$15,000	381	4.0%	353	3.5%	319	3.0%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,481	6.5%	1,356	5.6%	1,394	5.4%
Required Formal Schooling (5-17)	3,470	15.2%	3,944	16.2%	4,139	16.2%
▲ College Years, Career Starts (18-24)	794	3.5%	1,469	6.0%	1,881	7.3%
Singles and Young Families (25-34)	1,749	7.6%	1,472	6.1%	1,748	6.8%
↓ Families, Empty Nesters (35-54)	7,584	33.1%	6,798	27.9%	5,974	23.3%
Enrichment Years Singles/Couples (55-64)	4,120	18.0%	4,427	18.2%	4,525	17.7%
▲ Retirement Opportunities (65+)	3,674	16.1%	4,860	20.0%	5,953	23.2%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,481	6.5%	1,356	5.6%	1,394	5.4%
↓ 5 to 9 years	1,537	6.7%	1,550	6.4%	1,446	5.6%
10 to 14 years	1,219	5.3%	1,612	6.6%	1,647	6.4%
▲ 15 to 17 years	714	3.1%	782	3.2%	1,046	4.1%
▲ 18 to 20 years	347	1.5%	674	2.8%	878	3.4%
21 to 24 years	447	2.0%	795	3.3%	1,003	3.9%
25 to 29 years	701	3.1%	617	2.5%	1,207	4.7%
↓ 30 to 34 years	1,048	4.6%	855	3.5%	541	2.1%
↓ 35 to 39 years	1,623	7.1%	1,132	4.7%	876	3.4%
↓ 40 to 44 years	2,066	9.0%	1,698	7.0%	1,230	4.8%
45 to 49 years	1,892	8.3%	2,116	8.7%	1,563	6.1%
50 to 54 years	2,003	8.8%	1,852	7.6%	2,305	9.0%
↓ 55 to 59 years	2,085	9.1%	2,146	8.8%	2,185	8.5%
60 to 64 years	2,035	8.9%	2,281	9.4%	2,340	9.1%
▲ 65 to 69 years	1,400	6.1%	1,828	7.5%	1,950	7.6%
▲ 70 to 74 years	779	3.4%	1,327	5.5%	1,958	7.6%
▲ 75 to 84 years	1,005	4.4%	1,186	4.9%	1,545	6.0%
↓ 85 or more years	490	2.1%	519	2.1%	500	2.0%

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	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	19,810			
↓ Single (Never Married)	4,458	22.5%	32.9%	68
<b>▲ Married</b>	<b>12,776</b>	<b>64.5%</b>	<b>50.2%</b>	<b>129</b>
↓ Divorced/Widowed	2,576	13.0%	16.9%	77
<b>Marital Status Females 15 and Older (2016)</b>	10,471			
↓ Single (Never Married)	2,431	23.2%	29.8%	78
<b>▲ Married</b>	<b>6,340</b>	<b>60.5%</b>	<b>48.8%</b>	<b>124</b>
↓ Divorced/Widowed	1,700	16.2%	21.4%	76
<b>Marital Status Males 15 and Older (2016)</b>	9,339			
↓ Single (Never Married)	2,027	21.7%	36.2%	60
<b>▲ Married</b>	<b>6,436</b>	<b>68.9%</b>	<b>51.6%</b>	<b>134</b>
↓ Divorced/Widowed	876	9.4%	12.3%	76
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	10,055			
Married Couple	5,768	57.4%	48.5%	118
↓ Other Family - Male Head of Household	285	2.8%	4.9%	58
↓ Other Family - Female Head of Household	706	7.0%	13.0%	54
Non Family - Male Head of Household	1,359	13.5%	15.8%	85
Non Family - Female Head of Household	1,938	19.3%	17.7%	109
<b>Households With Children 0 to 18 (2016)</b>	3,119			
<b>▲ Married Couple Family</b>	<b>2,552</b>	<b>81.8%</b>	<b>65.2%</b>	<b>125</b>
↓ Other Family - Male Head of Household	155	5.0%	8.5%	59
↓ Other Family - Female Head of Household	397	12.7%	25.3%	50
↓ Non Family	15	0.5%	1.0%	50
<b>Population By Household Type (2016)</b>	24,328			
↓ Group Quarters	12	0.0%	2.5%	2



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	12			
↓ Correctional Facilities	0	0.0%	30.0%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.2%	0
Nursing Homes	0	0.0%	18.7%	0
<b>▲ Other</b>	<b>12</b>	<b>100.0%</b>	<b>15.2%</b>	<b>658</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	24,328			
White (Non-Hispanic)	17,148	70.5%	61.3%	115
↓ African-American (Non-Hisp)	1,434	5.9%	12.3%	48
↓ Hispanic/Latino	1,408	5.8%	17.8%	33
↓ Native American (Non-Hisp)	53	0.2%	0.7%	30
<b>▲ Asian (Non-Hisp)</b>	<b>2,808</b>	<b>11.5%</b>	<b>5.3%</b>	<b>219</b>
↓ Hawaiian & Pacific Islander (Non-Hisp)	27	0.1%	0.2%	66
<b>▲ Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>1,449</b>	<b>6.0%</b>	<b>2.4%</b>	<b>249</b>
<b>Asian Population By Race (2016)</b>	2,847			
<b>▲ Chinese</b>	<b>1,580</b>	<b>55.5%</b>	<b>22.3%</b>	<b>248</b>
<b>▲ Japanese</b>	<b>435</b>	<b>15.3%</b>	<b>5.0%</b>	<b>304</b>
↓ Indian	179	6.3%	19.5%	32
↓ Korean	182	6.4%	9.6%	66
↓ Vietnamese	48	1.7%	11.0%	15
↓ Other Asian Races	423	14.9%	32.5%	46
<b>Hispanic/Latino Population By Race (2016)</b>	1,408			
White	809	57.5%	53.0%	108
African-American	37	2.6%	2.5%	105
<b>▲ Native American</b>	<b>25</b>	<b>1.8%</b>	<b>1.4%</b>	<b>130</b>
<b>▲ Asian</b>	<b>39</b>	<b>2.8%</b>	<b>0.4%</b>	<b>662</b>
Other Races & Multiple Races	498	35.4%	42.7%	83
<b>Hispanic/Latino Population By Origin (2016)</b>	1,408			
Mexican	754	53.6%	62.4%	86
↓ Puerto Rican	74	5.3%	9.5%	55
↓ Cuban	28	2.0%	3.5%	56
<b>▲ Other Hispanic Origin</b>	<b>552</b>	<b>39.2%</b>	<b>24.6%</b>	<b>159</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	4,796			
↓ Pre-Primary (Public)	62	1.3%	3.4%	38
▲ Pre-Primary (Private)	<b>582</b>	<b>12.1%</b>	<b>2.6%</b>	<b>462</b>
Elementary/High School (Public)	2,359	49.2%	58.9%	83
▲ Elementary/High School (Private)	<b>909</b>	<b>19.0%</b>	<b>6.6%</b>	<b>286</b>
↓ Enrolled in College	884	18.4%	28.4%	65
<b>Population By Education Completed (Age 25 and over) (2016)</b>	17,558			
↓ Elementary (Less than 9 years)	209	1.2%	5.8%	20
↓ Some High School (9 to 11 years)	165	0.9%	7.8%	12
↓ High School Graduate (12 years)	937	5.3%	27.9%	19
↓ Some College (13 to 15 years)	2,105	12.0%	21.2%	57
↓ Associate Degree	773	4.4%	8.0%	55
▲ Bachelor's Degree	<b>6,401</b>	<b>36.5%</b>	<b>18.3%</b>	<b>199</b>
▲ Graduate Degree	<b>6,967</b>	<b>39.7%</b>	<b>11.0%</b>	<b>359</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	12,686			
▲ TOTAL WHITE COLLAR	<b>11,100</b>	<b>87.5%</b>	<b>61.5%</b>	<b>142</b>
▲ Executive and Managerial	<b>2,528</b>	<b>19.9%</b>	<b>9.7%</b>	<b>204</b>
▲ Professional Specialty	<b>4,133</b>	<b>32.6%</b>	<b>16.6%</b>	<b>196</b>
▲ Technical Support	<b>2,311</b>	<b>18.2%</b>	<b>8.3%</b>	<b>220</b>
Sales	1,170	9.2%	10.9%	85
↓ Administrative Support & Clerical	958	7.6%	16.0%	47
↓ TOTAL BLUE COLLAR	1,586	12.5%	38.5%	32
Service: Private Households	426	3.4%	3.7%	91
↓ Service: Protective	196	1.5%	2.2%	70
↓ Service: Other	338	2.7%	7.5%	36
↓ Farming, Forestry & Fishing	9	0.1%	0.7%	10
↓ Precision Production and Craft	353	2.8%	11.0%	25
↓ Operators and Assemblers	66	0.5%	3.2%	16
↓ Transportation and Material Moving	125	1.0%	6.2%	16
↓ Laborers	73	0.6%	4.0%	14

Date: 7/13/2016

Prepared For:  
Corpus Christi Parish, Piedmont

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>	19,553			
Employed	12,757	65.2%	58.1%	112
↓ Unemployed	567	2.9%	5.6%	52
Not in Labor Force	6,229	31.9%	36.3%	88
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	7,397			
TOTAL WORKING	5,269	71.2%	66.8%	107
With No Own Children	3,381	45.7%	42.2%	108
▲ With Own Children Age 0 to 5 only	<b>582</b>	<b>7.9%</b>	<b>5.5%</b>	<b>144</b>
With Own Children Age 6 to 17 only	1,004	13.6%	14.8%	92
With Own Children Both Age 0 to 5 and 6 to 17	302	4.1%	4.3%	95
↓ TOTAL NOT WORKING (UNEMPLOYED)	260	3.5%	6.2%	57
↓ With No Own Children	146	2.0%	3.8%	53
▲ With Own Children Age 0 to 5 only	<b>62</b>	<b>0.8%</b>	<b>0.7%</b>	<b>127</b>
↓ With Own Children Age 6 to 17 only	30	0.4%	1.3%	32
↓ With Own Children Both Age 0 to 5 and 6 to 17	22	0.3%	0.5%	54
TOTAL NOT IN THE LABOR FORCE	1,869	25.3%	27.0%	94
With No Own Children	1,256	17.0%	17.1%	99
↓ With Own Children Age 0 to 5 only	121	1.6%	2.6%	63
With Own Children Age 6 to 17 only	378	5.1%	4.6%	110
↓ With Own Children Both Age 0 to 5 and 6 to 17	114	1.5%	2.6%	58
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	10,055			
Above Poverty Line (Households with Children)	6,672	68.9%	59.6%	116
Above Poverty Line (Households without Children)	2,859	29.5%	26.5%	111
↓ Below Poverty Line (Households with Children)	88	0.9%	7.9%	12
↓ Below Poverty Line (Households without Children)	63	0.7%	6.0%	11
<b>Households By Presence of Retirement Income (2013)</b>	9,440			
With Retirement Income	1,803	19.1%	17.6%	109
Without Retirement Income	7,296	77.3%	81.5%	95

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	Number	Percent		
<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	10,055			
▲ Owner Occupied	8,286	82.4%	65.0%	127
↓ Renter Occupied	1,770	17.6%	35.0%	50
▲ Median Rent (2013)	\$1,167		\$904	129
<b>Structures By Number of Units (2016)</b>	10,432			
▲ Single Unit	9,407	90.2%	67.3%	134
↓ 3 to 4 Units	506	4.9%	8.1%	60
↓ 5 to 19 Units	240	2.3%	9.3%	25
↓ 20 to 49 Units	232	2.2%	3.6%	62
↓ 50 or more Units	42	0.4%	5.1%	8
↓ Mobile Home	4	0.0%	6.4%	1
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	9.22		2.57	358
<b>Owner-Occupied Property Values (2016)</b>	8,286			
↓ Under \$40,000	80	1.0%	7.2%	13
↓ \$40,000 to \$59,999	6	0.1%	3.7%	2
↓ \$60,000 to \$79,999	17	0.2%	5.1%	4
↓ \$80,000 to \$99,999	8	0.1%	6.5%	1
↓ \$100,000 to 149,999	14	0.2%	15.1%	1
↓ \$150,000 to \$199,999	16	0.2%	14.6%	1
↓ \$200,000 to \$299,999	63	0.8%	18.1%	4
↓ \$300,000 to \$499,999	275	3.3%	16.9%	20
▲ \$500,000 to \$999,999	4,168	50.3%	9.7%	518
▲ \$1,000,000 and over	3,638	43.9%	3.0%	1,451
▲ Median Property Value	\$913,571		\$192,432	475

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	10,432			
2010 and later	644	6.2%	5.5%	112
↓ 2000 to 2009	292	2.8%	14.6%	19
↓ 1990 to 1999	320	3.1%	13.4%	23
↓ 1980 to 1989	276	2.6%	13.2%	20
↓ 1970 to 1979	932	8.9%	15.0%	60
▲ 1960 to 1969	<b>1,319</b>	<b>12.6%</b>	<b>10.4%</b>	<b>122</b>
▲ 1950 to 1959	<b>1,719</b>	<b>16.5%</b>	<b>10.3%</b>	<b>160</b>
▲ 1949 or earlier	<b>4,931</b>	<b>47.3%</b>	<b>17.7%</b>	<b>267</b>
<b>Households By Number of Persons (2016)</b>	10,055			
1 Person Household	2,385	23.7%	27.3%	87
▲ 2 Person Household	<b>3,902</b>	<b>38.8%</b>	<b>32.3%</b>	<b>120</b>
3 Person Household	1,706	17.0%	16.2%	104
4 Person Household	1,509	15.0%	13.1%	115
↓ 5 Person Household	420	4.2%	6.5%	64
↓ 6 Person Household	90	0.9%	2.8%	32
↓ 7 or more Person Household	43	0.4%	1.9%	22
Average Persons Per Household	2.4		2.6	94
<b>Households By Heating Type (2013)</b>	9,100			
▲ Utility and Other Gas	<b>7,851</b>	<b>86.3%</b>	<b>54.0%</b>	<b>160</b>
↓ Electric	1,137	12.5%	36.1%	35
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	38	0.4%	2.2%	19
↓ Solar/Other Fuel	14	0.2%	0.5%	31
↓ No Fuel Used	60	0.7%	0.9%	70

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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>	10,055			
↓ No Vehicles	405	4.0%	9.0%	45
↓ 1 Vehicle	2,365	23.5%	33.7%	70
▲ 2 Vehicle	<b>4,940</b>	<b>49.1%</b>	<b>37.5%</b>	<b>131</b>
3 or more Vehicles	2,345	23.3%	19.8%	118
<b>Workers By Travel Time to Work (2016)</b>	11,170			
↓ Less than 15 minutes	1,811	16.2%	27.3%	59
15 to 29 minutes	3,909	35.0%	36.5%	96
▲ 30 to 44 minutes	<b>2,862</b>	<b>25.6%</b>	<b>20.2%</b>	<b>127</b>
▲ 45 to 59 minutes	<b>1,286</b>	<b>11.5%</b>	<b>7.7%</b>	<b>149</b>
▲ 60 or more minutes	<b>1,302</b>	<b>11.7%</b>	<b>8.3%</b>	<b>140</b>
Average Travel Time to Work (minutes)	33.6		28.2	119
<b>Workers By Type of Transportation to Work (2016)</b>	12,231			
Drive Alone	7,595	62.1%	76.9%	81
Car Pool	1,220	10.0%	9.6%	104
▲ Public Transportation	<b>1,746</b>	<b>14.3%</b>	<b>5.1%</b>	<b>279</b>
↓ Walk to Work	174	1.4%	2.8%	51
▲ Other Means	<b>263</b>	<b>2.2%</b>	<b>1.2%</b>	<b>173</b>
▲ Work at Home	<b>1,234</b>	<b>10.1%</b>	<b>4.4%</b>	<b>230</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)	8,845	88.0%	15.1%	582
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,090	10.8%	14.7%	74
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	40	0.4%	18.4%	2
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	17	0.2%	31.4%	1
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	11	0.1%	6.9%	2
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	7	0.1%	13.1%	1

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	6,361	63.3%	3.5%	1818
4	Educated Mid-Life Families	1,597	15.9%	3.4%	466
8	Rising Potential Professionals	976	9.7%	2.3%	415
14	Secure Mid-Life Families	878	8.7%	0.7%	1332
15	Reliable Young Starters	56	0.6%	4.3%	13
49	Exception Households	42	0.4%	0.2%	167
45	Struggling Urban Diversity	40	0.4%	2.5%	16
37	Rising Multi-Ethnic Urbanites	38	0.4%	0.6%	67
12	Educated New Starters	19	0.2%	2.9%	6
25	Working Country Consumers	8	0.1%	4.1%	2
27	Country Family Diversity	7	0.1%	0.3%	20
28	Building Country Families	6	0.1%	2.8%	2
20	Cautious and Mature	6	0.1%	2.6%	2
3	Mid-Life Prosperity	5	0.0%	1.5%	3
2	Professional Affluent Families	4	0.0%	0.8%	5
10	Suburban Mid-Life Families	3	0.0%	5.5%	1
21	Mature and Stable	3	0.0%	0.6%	5
30	Urban Senior Life	2	0.0%	0.8%	2
19	Educated and Promising	1	0.0%	0.1%	13
38	Rural Working Families	0	0.0%	8.8%	0

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
16	Established Country Families	0	0.0%	6.4%	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
5	Prosperous Diversity	0	0.0%	3.1%	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
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
29	Working Country Families	0	0.0%	1.0%	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
31	Mature Country Families	0	0.0%	0.5%	0
7	Prosperous and Mature	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
26	Working Suburban Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	<b>TOTALS</b>	<b>10,052</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	28.1%	35.4%	79
↓ Somewhat Involved with Their Faith	24.4%	29.9%	82
▲ Not Involved with Their Faith	47.6%	34.7%	137

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	15.5%	22.1%	70
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	19.1%	23.7%	80

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

▲ Adventist	0.6%	0.5%	118
↓ Baptist	5.7%	16.1%	36
Catholic	21.8%	23.7%	92
Congregational	2.0%	2.0%	105
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.5%	0.4%	334
▲ Episcopal	3.5%	2.9%	121
↓ Holiness	0.2%	0.8%	20
↓ Jehovah's Witnesses	0.8%	1.1%	76
▲ Judaism	7.2%	3.2%	230
↓ Lutheran	6.1%	7.2%	84
↓ Methodist	5.0%	10.1%	50
▲ Mormon	2.6%	1.8%	150
▲ New Age	0.9%	0.6%	160
▲ Non-Denominational / Independent	9.3%	6.9%	133
↓ Orthodox	0.3%	0.3%	83
↓ Pentecostal	1.7%	2.4%	72
▲ Presbyterian / Reformed	6.3%	4.6%	137
▲ Unitarian / Universalist	1.0%	0.7%	146
▲ Interested but No Preference	4.9%	3.9%	125
▲ Not Interested and No Preference	18.2%	11.1%	164

Likely to Have Changed Their Preference in the Last 10 Years	16.4%	16.8%	98
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**LEADERSHIP PREFERENCE INDICATOR**

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

↓ Tells them what to do	3.5%	4.0%	88
Lets them do what they want and is supportive	12.5%	11.7%	107
▲ Lets them do what they want and stays out of the way	5.9%	4.8%	123
Works with them on deciding what to do and helps them do it	78.1%	79.6%	98

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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	45.0%	43.5%	103
↓ Finding/Providing Health Insurance	23.0%	29.0%	79
↓ Day-to-Day Financial Worries	19.2%	31.6%	61
↓ Finding Employment Opportunities	11.5%	14.4%	80
↓ Finding Affordable Housing	8.1%	11.3%	72
↓ Providing Adequate Food	3.3%	8.6%	38
Finding Child Care	5.8%	6.3%	92
<b>FAMILY PROBLEMS:</b>			
Dealing With Alcohol/Drug Abuse	15.0%	16.7%	90
↓ Dealing With Teen / Child Problems	15.7%	20.7%	76
▲ Finding/Providing Aging Parent Care	<b>20.1%</b>	<b>15.5%</b>	<b>129</b>
↓ Dealing With Abusive Relationships	8.5%	11.4%	75
↓ Dealing With Divorce	2.4%	4.5%	53
<b>COMMUNITY PROBLEMS:</b>			
Neighborhood Crime and Safety	26.9%	27.0%	100
Finding/Providing Good Schools	24.5%	23.5%	104
▲ Dealing with Problems in Schools	<b>15.0%</b>	<b>13.6%</b>	<b>111</b>
▲ Dealing With Racial / Ethnic Prejudice	<b>17.2%</b>	<b>13.1%</b>	<b>131</b>
Dealing With Neighborhood Gangs	9.2%	8.5%	108
▲ Dealing with Social Injustice	<b>18.2%</b>	<b>11.3%</b>	<b>161</b>
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	<b>58.0%</b>	<b>50.6%</b>	<b>115</b>
▲ Finding Time for Recreation / Leisure	<b>32.7%</b>	<b>25.3%</b>	<b>129</b>
Finding Better Quality Healthcare	24.4%	23.9%	102
Finding A Satisfying Job / Career	19.3%	19.3%	100
Finding Retirement Opportunities	18.8%	18.9%	100
Achieving A Fulfilling Marriage	23.7%	22.3%	106
Developing Parenting Skills	14.4%	14.7%	98
Achieving Educational Objectives	8.0%	7.5%	106
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	32.3%	29.8%	108
▲ Finding Companionship	<b>19.2%</b>	<b>17.3%</b>	<b>111</b>
↓ Finding A Good Church	8.4%	15.2%	55
↓ Finding Spiritual Teaching	8.0%	12.9%	62
▲ Finding Life Direction	<b>16.5%</b>	<b>14.0%</b>	<b>118</b>

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#### KEY VALUES INDICATOR

##### Estimated 2016 Households Likely to Agree With the Following Statements:

###### **GOD:**

“I believe there is a God”	77.3%	84.5%	91
↓ “God is actively involved in the world including nations and their governments”	48.3%	63.8%	76

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

“It is important to preserve the traditional American family structure”	89.8%	91.5%	98
“A healthy environment has become a national crisis”	81.0%	82.8%	98
“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”	44.6%	50.1%	89
“The role of Churches / Synagogues is to help form and support moral values”	80.1%	81.1%	99
“Churches and religious organizations should provide more human services”	62.0%	62.6%	99

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

▲ “The United States must open its doors to all people groups”	40.6%	36.3%	112
“The changing racial / ethnic face of America is a threat to our national heritage”	33.5%	36.3%	92

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

▲ More than \$100 per year	70.5%	59.8%	118
▲ More than \$500 per year	42.1%	31.2%	135
▲ More than \$1,000 per year	26.8%	17.4%	154

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

▲ More than \$100 per year	52.2%	33.7%	155
▲ More than \$500 per year	20.3%	6.8%	299
▲ More than \$1,000 per year	8.8%	2.3%	383

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

▲ More than \$100 per year	38.3%	16.1%	238
▲ More than \$500 per year	12.6%	4.3%	293
▲ More than \$1,000 per year	8.0%	2.2%	364

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

Corpus Christi Parish, Piedmont

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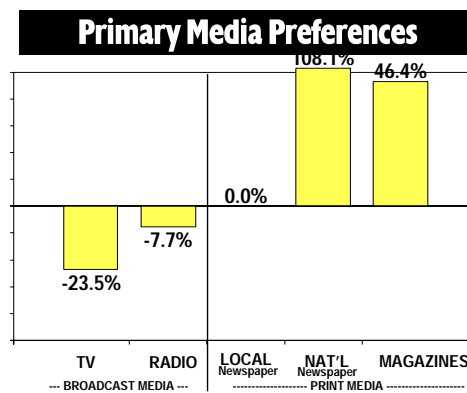
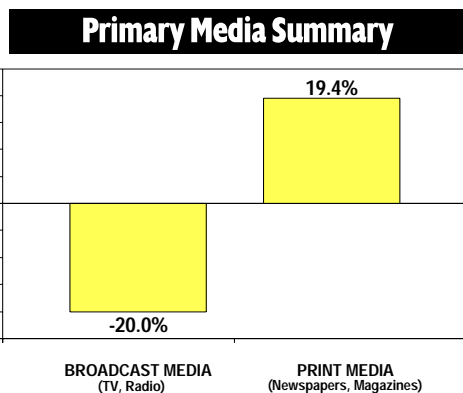
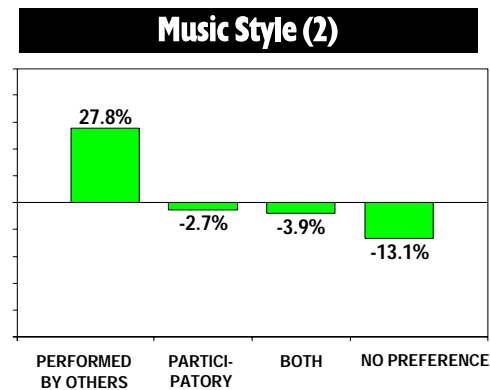
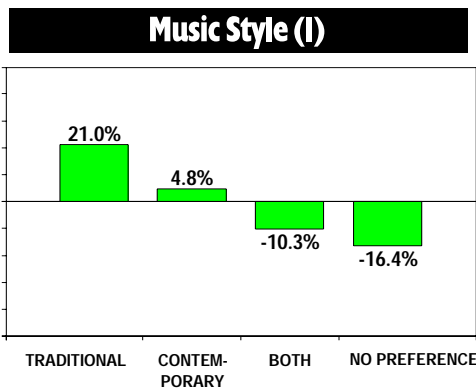
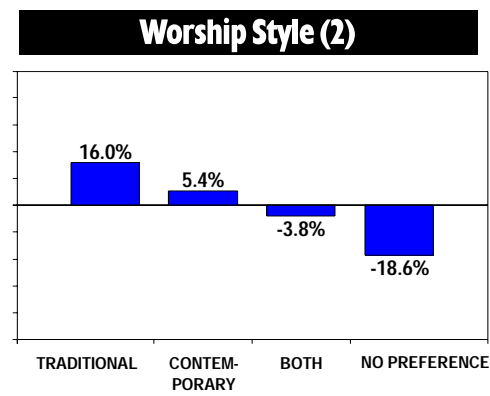
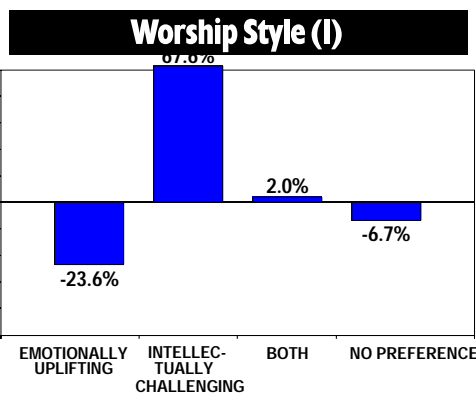
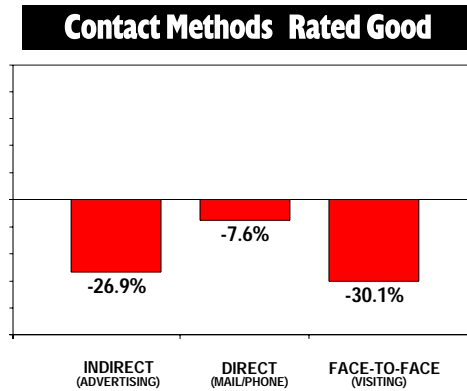
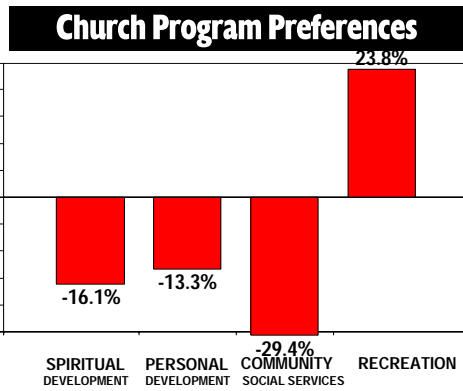
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY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



Date: 7/13/2016

Prepared For:  
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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
▲ <b>Adult Theological Discussion Groups</b>	<b>24.9%</b>	<b>22.5%</b>	<b>111</b>
Spiritual Retreats	10.4%	11.6%	90

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

Marriage Enrichment Opportunities	13.8%	15.2%	90
↓ Parent Training Programs	6.2%	7.8%	80
Twelve Step Programs	3.4%	3.5%	98
↓ Divorce Recovery	1.7%	2.4%	70

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

↓ Personal or Family Counseling	14.5%	22.5%	64
↓ Care for the Terminally Ill	12.1%	15.7%	77
↓ Food and Clothing Resources	6.3%	11.1%	57
↓ Day Care Services	4.9%	6.1%	80
Church Sponsored Day-School	5.3%	5.7%	94

##### **RECREATION:**

Youth Social Programs	31.6%	29.7%	106
Family Activities and Outings	32.7%	32.8%	100
▲ <b>Active Retirement Programs</b>	<b>33.9%</b>	<b>26.8%</b>	<b>127</b>
▲ <b>Cultural Programs (Music, Drama, Art)</b>	<b>33.8%</b>	<b>18.9%</b>	<b>178</b>
▲ <b>Sports or Camping</b>	<b>9.9%</b>	<b>6.3%</b>	<b>156</b>

#### SUMMARY

↓ Spiritual Development Index	84
↓ Personal Development Index	87
↓ Community/Social Services Index	71
▲ <b>Recreation Index</b>	<b>124</b>



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### WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

**PART 1:**

↓ A. Emotionally Uplifting	20.1%	26.4%	76
▲ B. Intellectually Challenging	<b>18.6%</b>	<b>11.1%</b>	<b>168</b>
C. Both A and B	40.0%	39.2%	102
D. No Preference or Not Interested	21.8%	23.4%	93

**PART 2:**

▲ A. Traditional/Formal/Ceremonial	<b>23.5%</b>	<b>20.2%</b>	<b>116</b>
B. Contemporary/Informal	27.7%	26.3%	105
C. Both A and B	25.5%	26.5%	96
↓ D. No Preference or Not Interested	21.9%	26.9%	81

### MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

**PART 1:**

▲ A. Traditional	<b>29.5%</b>	<b>24.4%</b>	<b>121</b>
B. Contemporary	20.7%	19.7%	105
C. Both A and B	27.9%	31.1%	90
↓ D. No Preference or Not Interested	20.7%	24.8%	84

**PART 2:**

▲ A. Performed by Others	<b>23.9%</b>	<b>18.7%</b>	<b>128</b>
B. Participatory	22.3%	22.9%	97
C. Both A and B	30.9%	32.2%	96
↓ D. No Preference or Not Interested	22.7%	26.2%	87





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

▲ <b>A. Community</b>	<b>28.3%</b>	<b>22.0%</b>	<b>128</b>
B. Personal Spiritual Development	14.8%	14.3%	103
↓ C. Both A and B	33.5%	37.4%	89
↓ D. No Preference or Not Interested	23.3%	26.3%	89

**PART 2:**

A. Global Mission	5.9%	6.2%	95
B. Local Mission	35.6%	33.3%	107
C. Both A and B	29.4%	30.1%	98
D. No Preference or Not Interested	28.6%	30.4%	94

**CHURCH ARCHITECTURE INDICATOR**

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

**PART 1:**

A. Traditional	28.8%	26.6%	108
▲ <b>B. Contemporary</b>	<b>18.2%</b>	<b>15.9%</b>	<b>114</b>
↓ C. Both A and B	28.9%	32.3%	89
D. No Preference or Not Interested	23.0%	25.1%	92

**PART 2:**

A. Somber/Serious	9.0%	9.4%	96
B. Light and Airy	38.1%	34.7%	110
C. Both A and B	27.5%	27.7%	99
↓ D. No Preference or Not Interested	25.0%	28.2%	89



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### PRIMARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

↓ Television	36.2%	47.3%	77
Radio	12.3%	13.3%	92

**PRINT MEDIA:**

Local Newspaper	37.2%	36.1%	103
▲ National Newspaper	9.0%	4.3%	208
▲ Magazines	5.0%	2.4%	209

### SECONDARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

↓ Television	27.6%	31.9%	86
Radio	21.9%	23.8%	92

**PRINT MEDIA:**

Local Newspaper	32.7%	32.7%	100
▲ National Newspaper	8.6%	5.8%	149
▲ Magazines	10.3%	7.0%	146

### SUMMARY

↓ Overall Broadcast Media Index (100 = Average)	84
▲ Overall Print Media Index	116



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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	24.5%	36.2%	68
↓ Putting Ad in Local Newspaper	27.4%	33.8%	81
↓ Local Cable Channels	21.6%	30.4%	71
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	49.8%	53.7%	93
Calling and Offering to Send Information By Mail	27.2%	29.5%	92
Calling and Discussing on the Phone	11.0%	12.0%	91
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	14.3%	20.1%	71
↓ Going Door to Door	9.6%	14.0%	69

**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	29.3%	19.6%	150
▲ Putting Ad in Local Newspaper	32.5%	21.5%	151
▲ Local Cable Channels	39.8%	30.7%	129
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	15.5%	13.3%	116
▲ Calling and Offering to Send Information By Mail	38.4%	34.0%	113
Calling and Discussing on the Phone	65.4%	60.6%	108
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	58.1%	49.6%	117
▲ Going Door to Door	71.6%	64.0%	112

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	73
Direct Methods Index	92
↓ Face-to-Face Methods Index	70

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	141
Direct Methods Index	110
▲ Face-to-Face Methods Index	114