

ministry area profile 2016

Corpus Christi Parish

Study Area Definition: Custom Polygon



ID# 230040:230040



Prepared For:
Corpus Christi Parish

Study Area Definition:
Custom Polygon

Table of Contents

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

Date: 6/20/2016

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Corpus Christi Parish

Study Area Definition:
Custom Polygon

- 1**

Q How many people live in the defined study area?

A Currently, there are 21,368 persons residing in the defined study area. This represents an increase of 2,750 or 14.8% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2**

Q Is the population in this area projected to grow?

A Yes, between 2016 and 2021, the population is projected to increase by 6.7% or 1,430 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 *Educated Mid-Life Families* representing 46.2% 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 32.0% of the population and all other racial/ethnic groups make up a substantial 68.0% which is well above the national average of 39%. The largest of these groups, *Asians*, accounts for 46.0% of the total population. *Native-Americans/Others* are projected to be the fastest growing group increasing by 15.6% 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 6,821 persons or 31.9% 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 *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 *somewhat high*. While 92.9% 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 51.2% 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: *Time for Recreation/Leisure, Neighborhood Gangs, Parenting Skills, Social Injustice, Achieving a Fulfilling Marriage* 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?

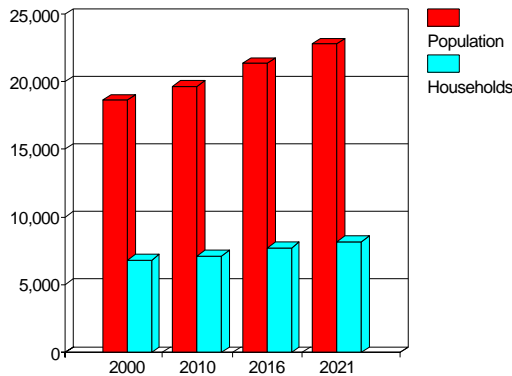
A Based upon the average household income of \$135,867 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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Corpus Christi Parish

Study Area Definition:
Custom Polygon

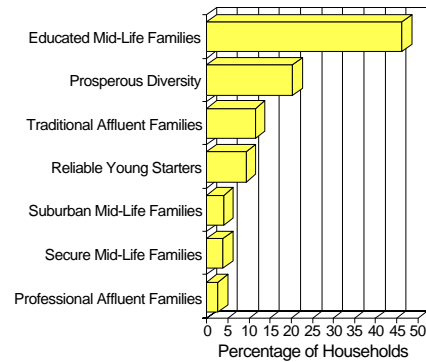
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Population and Households

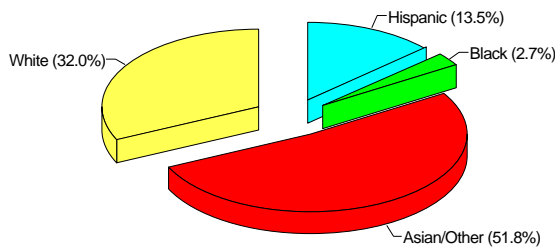


The population in the study area has increased by 1720 persons, or 8.8% since 2010 and is projected to increase by 1430 persons, or 6.7% between 2016 and 2021. The number of households has increased by 576, or 8.1% since 2010 and is projected to increase by 490, or 6.4% between 2016 and 2021.

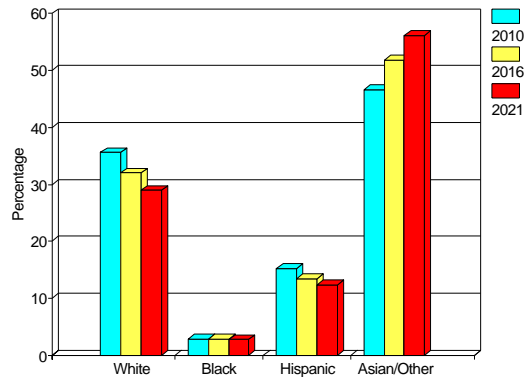
Primary U.S. Lifestyles Segments-2016



Population By Race/Ethnicity-2016

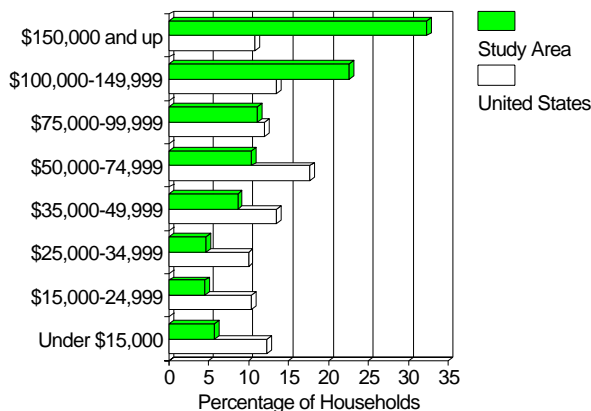


Population By Race/Ethnicity Trend

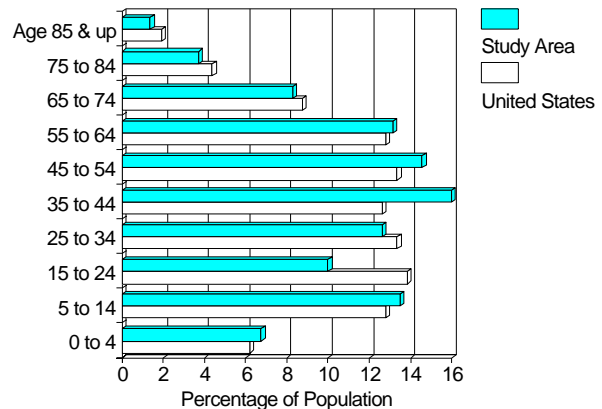


Between 2016 and 2021, the White population is projected to decrease by 248 persons and to decrease from 32.0% to 28.9% of the total population. The Black population is projected to increase by 16 persons and to decrease from 2.7% to 2.6% of the total. The Hispanic/Latino population is projected to decrease by 61 persons and to decrease from 13.5% to 12.4% of the total. The Asian/Other population is projected to increase by 1723 persons and to increase from 51.8% to 56.1% of the total population.

Households By Income-2016



Population by Age-2016

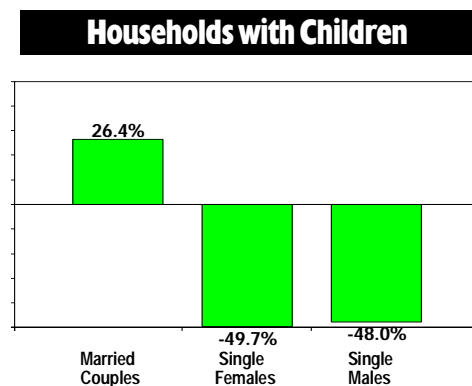
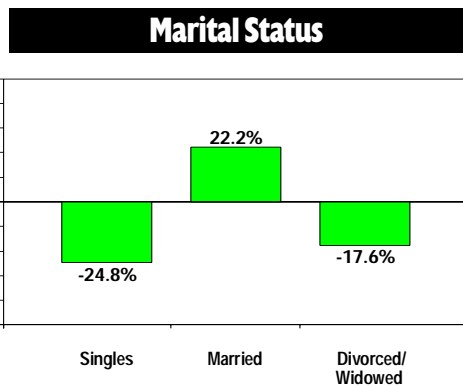
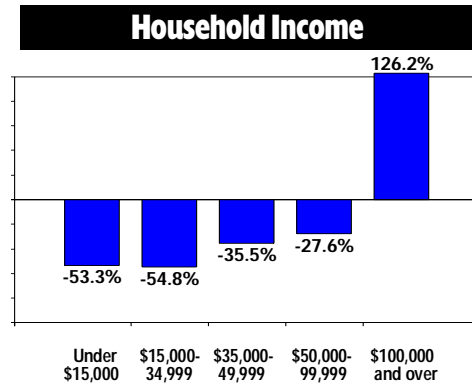
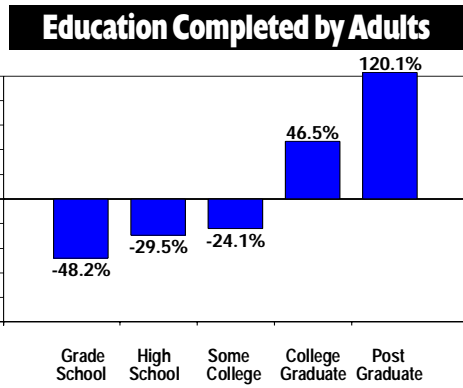
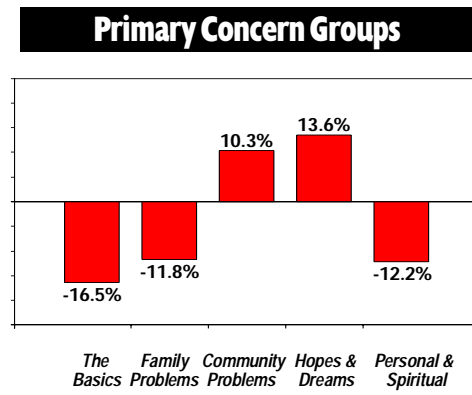
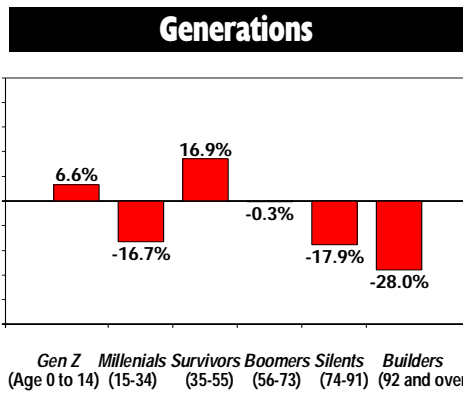
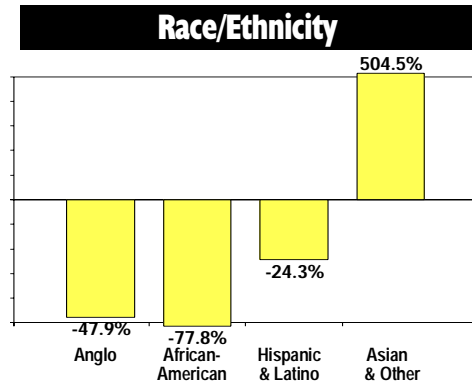
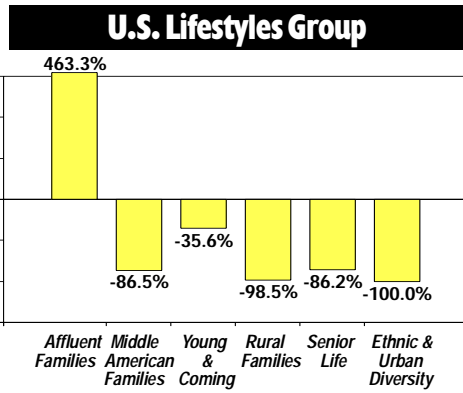


The average household income in the study area is \$135867 a year as compared to the U.S. average of \$77135. The average age in the study area is 38.8 and is projected to increase to 39.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Population	18,618	19,648	21,368	22,798
Population Change		1,030	1,720	1,430
Percentage Change		5.5%	8.8%	6.7%
Average Annual Growth Rate		0.6%	1.5%	1.3%
▲ Density (Pop. per square mile)	1,708	1,803	1,960	2,092
HOUSEHOLDS				
▲ Households	6,810	7,105	7,681	8,171
Household Change		295	576	490
Percentage Change		4.3%	8.1%	6.4%
Average Annual Growth Rate		0.4%	1.4%	1.3%
▲ Persons Per Household	2.72	2.75	2.77	2.77

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	6,987	35.6%	6,834	32.0%	6,586	28.9%
↓ African-American (Non-Hisp)	546	2.8%	585	2.7%	601	2.6%
↓ Hispanic/Latino	2,968	15.1%	2,877	13.5%	2,816	12.4%
▲ Asian/Other (Non-Hisp)	9,147	46.6%	11,072	51.8%	12,795	56.1%

POPULATION BY GENDER						
▲ Female	9,919	50.5%	10,789	50.5%	11,512	50.5%
Male	9,730	49.5%	10,579	49.5%	11,287	49.5%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,586	13.2%	4,326	20.2%	5,893	25.8%
Millennials (Born 1982 to 2001)	4,385	22.3%	4,837	22.6%	5,014	22.0%
↓ Survivors (Born 1961 to 1981)	6,745	34.3%	6,822	31.9%	7,052	30.9%
↓ Boomers (Born 1943 to 1960)	4,214	21.4%	4,150	19.4%	3,930	17.2%
↓ Silents (Born 1925 to 1942)	1,467	7.5%	1,170	5.5%	907	4.0%
↓ Builders (Born 1924 and earlier)	235	1.2%	60	0.3%	3	0.0%

AGE			
▲ Average Age	37.4	38.8	39.8
▲ Median Age	39.1	40.4	41.7

INCOME			
▲ Average Household Income	\$101,635	\$135,867	\$151,819
▲ Median Household Income	\$98,011	\$111,204	\$124,111
▲ Per Capita Income	\$36,753	\$48,839	\$54,413

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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	1,724	24.3%	2,487	32.4%	3,125	38.2%
\$100,000 to \$149,999	1,584	22.3%	1,733	22.6%	1,725	21.1%
↓ \$75,000 to \$99,999	1,168	16.4%	847	11.0%	831	10.2%
↓ \$50,000 to \$74,999	1,035	14.6%	801	10.4%	797	9.8%
\$35,000 to \$49,999	479	6.7%	664	8.6%	625	7.6%
↓ \$25,000 to \$34,999	407	5.7%	357	4.6%	338	4.1%
\$15,000 to \$24,999	308	4.3%	351	4.6%	325	4.0%
Under \$15,000	401	5.6%	441	5.7%	404	4.9%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,486	7.6%	1,444	6.8%	1,457	6.4%
▲ Required Formal Schooling (5-17)	3,112	15.8%	3,563	16.7%	3,925	17.2%
▲ College Years, Career Starts (18-24)	1,270	6.5%	1,456	6.8%	1,629	7.1%
↓ Singles and Young Families (25-34)	3,036	15.5%	2,700	12.6%	2,355	10.3%
↓ Families, Empty Nesters (35-54)	6,285	32.0%	6,524	30.5%	6,746	29.6%
▲ Enrichment Years Singles/Couples (55-64)	2,324	11.8%	2,810	13.2%	3,067	13.5%
▲ Retirement Opportunities (65+)	2,119	10.8%	2,867	13.4%	3,620	15.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,486	7.6%	1,444	6.8%	1,457	6.4%
↓ 5 to 9 years	1,375	7.0%	1,460	6.8%	1,489	6.5%
▲ 10 to 14 years	1,070	5.4%	1,422	6.7%	1,530	6.7%
15 to 17 years	667	3.4%	681	3.2%	906	4.0%
▲ 18 to 20 years	555	2.8%	621	2.9%	763	3.3%
21 to 24 years	715	3.6%	835	3.9%	866	3.8%
25 to 29 years	1,379	7.0%	1,070	5.0%	1,306	5.7%
↓ 30 to 34 years	1,657	8.4%	1,630	7.6%	1,049	4.6%
↓ 35 to 39 years	1,771	9.0%	1,637	7.7%	1,541	6.8%
▲ 40 to 44 years	1,478	7.5%	1,779	8.3%	1,957	8.6%
45 to 49 years	1,563	8.0%	1,570	7.3%	1,695	7.4%
↓ 50 to 54 years	1,473	7.5%	1,538	7.2%	1,553	6.8%
55 to 59 years	1,269	6.5%	1,488	7.0%	1,542	6.8%
▲ 60 to 64 years	1,055	5.4%	1,322	6.2%	1,525	6.7%
▲ 65 to 69 years	695	3.5%	1,090	5.1%	1,251	5.5%
▲ 70 to 74 years	497	2.5%	684	3.2%	1,058	4.6%
▲ 75 to 84 years	666	3.4%	794	3.7%	1,003	4.4%
85 or more years	261	1.3%	299	1.4%	308	1.4%

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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)	17,041			
↓ Single (Never Married)	4,216	24.7%	32.9%	75
▲ Married	10,446	61.3%	50.2%	122
Divorced/Widowed	2,379	14.0%	16.9%	82
Marital Status Females 15 and Older (2016)	8,668			
↓ Single (Never Married)	1,866	21.5%	29.8%	72
▲ Married	5,202	60.0%	48.8%	123
Divorced/Widowed	1,600	18.5%	21.4%	86
Marital Status Males 15 and Older (2016)	8,373			
↓ Single (Never Married)	2,350	28.1%	36.2%	78
▲ Married	5,244	62.6%	51.6%	121
↓ Divorced/Widowed	779	9.3%	12.3%	76
FAMILY STRUCTURE				
Households By Type (2016)	7,681			
▲ Married Couple	4,611	60.0%	48.5%	124
Other Family - Male Head of Household	323	4.2%	4.9%	85
↓ Other Family - Female Head of Household	715	9.3%	13.0%	72
↓ Non Family - Male Head of Household	957	12.5%	15.8%	79
↓ Non Family - Female Head of Household	1,073	14.0%	17.7%	79
Households With Children 0 to 18 (2016)	2,973			
▲ Married Couple Family	2,451	82.4%	65.2%	126
↓ Other Family - Male Head of Household	131	4.4%	8.5%	52
↓ Other Family - Female Head of Household	379	12.7%	25.3%	50
↓ Non Family	11	0.4%	1.0%	38
Population By Household Type (2016)	21,368			
↓ Group Quarters	115	0.5%	2.5%	21

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	115			
↓ 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	67	58.3%	18.7%	311
▲ Other	48	41.7%	15.2%	275
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	21,368			
↓ White (Non-Hispanic)	6,834	32.0%	61.3%	52
↓ African-American (Non-Hisp)	585	2.7%	12.3%	22
↓ Hispanic/Latino	2,877	13.5%	17.8%	76
↓ Native American (Non-Hisp)	72	0.3%	0.7%	46
▲ Asian (Non-Hisp)	9,755	45.7%	5.3%	865
▲ Hawaiian & Pacific Islander (Non-Hisp)	66	0.3%	0.2%	183
▲ Other Races & Multiple Races (Non-Hisp)	1,178	5.5%	2.4%	230
Asian Population By Race (2016)	9,829			
▲ Chinese	2,899	29.5%	22.3%	132
↓ Japanese	288	2.9%	5.0%	58
▲ Indian	3,829	39.0%	19.5%	200
↓ Korean	357	3.6%	9.6%	38
↓ Vietnamese	282	2.9%	11.0%	26
↓ Other Asian Races	2,174	22.1%	32.5%	68
Hispanic/Latino Population By Race (2016)	2,877			
White	1,564	54.4%	53.0%	103
↓ African-American	36	1.3%	2.5%	50
Native American	41	1.4%	1.4%	104
▲ Asian	74	2.6%	0.4%	614
Other Races & Multiple Races	1,162	40.4%	42.7%	94
Hispanic/Latino Population By Origin (2016)	2,877			
Mexican	2,059	71.6%	62.4%	115
↓ Puerto Rican	128	4.4%	9.5%	47
↓ Cuban	16	0.6%	3.5%	16
Other Hispanic Origin	673	23.4%	24.6%	95

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	4,217			
↓ Pre-Primary (Public)	75	1.8%	3.4%	52
▲ Pre-Primary (Private)	267	6.3%	2.6%	241
Elementary/High School (Public)	2,354	55.8%	58.9%	95
▲ Elementary/High School (Private)	470	11.1%	6.6%	168
Enrolled in College	1,051	24.9%	28.4%	88
Population By Education Completed (Age 25 and over) (2016)	14,903			
↓ Elementary (Less than 9 years)	425	2.9%	5.8%	49
↓ Some High School (9 to 11 years)	623	4.2%	7.8%	54
↓ High School Graduate (12 years)	2,930	19.7%	27.9%	71
↓ Some College (13 to 15 years)	2,344	15.7%	21.2%	74
Associate Degree	956	6.4%	8.0%	80
▲ Bachelor's Degree	3,999	26.8%	18.3%	146
▲ Graduate Degree	3,625	24.3%	11.0%	220
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	10,528			
▲ TOTAL WHITE COLLAR	7,987	75.9%	61.5%	123
▲ Executive and Managerial	1,566	14.9%	9.7%	153
▲ Professional Specialty	2,250	21.4%	16.6%	129
▲ Technical Support	2,009	19.1%	8.3%	230
Sales	960	9.1%	10.9%	84
↓ Administrative Support & Clerical	1,202	11.4%	16.0%	71
↓ TOTAL BLUE COLLAR	2,540	24.1%	38.5%	63
Service: Private Households	362	3.4%	3.7%	93
↓ Service: Protective	162	1.5%	2.2%	70
↓ Service: Other	465	4.4%	7.5%	59
↓ Farming, Forestry & Fishing	8	0.1%	0.7%	10
↓ Precision Production and Craft	844	8.0%	11.0%	73
↓ Operators and Assemblers	177	1.7%	3.2%	52
↓ Transportation and Material Moving	464	4.4%	6.2%	72
↓ Laborers	58	0.6%	4.0%	14

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	16,816			
Employed	10,595	63.0%	58.1%	108
Unemployed	1,035	6.2%	5.6%	109
Not in Labor Force	5,187	30.8%	36.3%	85
Total Female Pop. By Work Status (Age 20 to 64) (2013)	6,276			
TOTAL WORKING	4,072	64.9%	66.8%	97
With No Own Children	2,529	40.3%	42.2%	95
With Own Children Age 0 to 5 only	406	6.5%	5.5%	118
With Own Children Age 6 to 17 only	835	13.3%	14.8%	90
With Own Children Both Age 0 to 5 and 6 to 17	302	4.8%	4.3%	112
TOTAL NOT WORKING (UNEMPLOYED)	439	7.0%	6.2%	113
With No Own Children	206	3.3%	3.8%	88
↓ With Own Children Age 0 to 5 only	21	0.3%	0.7%	51
▲ With Own Children Age 6 to 17 only	122	1.9%	1.3%	155
▲ With Own Children Both Age 0 to 5 and 6 to 17	90	1.4%	0.5%	262
TOTAL NOT IN THE LABOR FORCE	1,767	28.2%	27.0%	104
With No Own Children	907	14.5%	17.1%	85
▲ With Own Children Age 0 to 5 only	331	5.3%	2.6%	203
With Own Children Age 6 to 17 only	323	5.1%	4.6%	111
▲ With Own Children Both Age 0 to 5 and 6 to 17	206	3.3%	2.6%	124
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	7,681			
Above Poverty Line (Households with Children)	5,332	61.5%	59.6%	103
Above Poverty Line (Households without Children)	2,747	31.7%	26.5%	120
↓ Below Poverty Line (Households with Children)	321	3.7%	7.9%	47
↓ Below Poverty Line (Households without Children)	269	3.1%	6.0%	51
Households By Presence of Retirement Income (2013)	7,105			
↓ With Retirement Income	954	13.4%	17.6%	76
Without Retirement Income	5,850	82.3%	81.5%	101

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Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
HOUSING				
Occupied Units By Type (2016)	7,681			
Owner Occupied	5,078	66.1%	65.0%	102
Renter Occupied	2,603	33.9%	35.0%	97
▲ Median Rent (2013)	\$1,511		\$904	167
Structures By Number of Units (2016)	8,042			
Single Unit	5,919	73.6%	67.3%	109
↓ 3 to 4 Units	363	4.5%	8.1%	56
↓ 5 to 19 Units	319	4.0%	9.3%	42
↓ 20 to 49 Units	173	2.2%	3.6%	60
▲ 50 or more Units	999	12.4%	5.1%	243
↓ Mobile Home	269	3.3%	6.4%	52
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	3.19		2.57	124
Owner-Occupied Property Values (2016)	5,078			
↓ Under \$40,000	59	1.2%	7.2%	16
↓ \$40,000 to \$59,999	48	0.9%	3.7%	26
↓ \$60,000 to \$79,999	51	1.0%	5.1%	20
↓ \$80,000 to \$99,999	25	0.5%	6.5%	8
↓ \$100,000 to 149,999	19	0.4%	15.1%	2
↓ \$150,000 to \$199,999	25	0.5%	14.6%	3
↓ \$200,000 to \$299,999	231	4.5%	18.1%	25
\$300,000 to \$499,999	786	15.5%	16.9%	91
▲ \$500,000 to \$999,999	3,051	60.1%	9.7%	619
▲ \$1,000,000 and over	782	15.4%	3.0%	509
▲ Median Property Value	\$688,315		\$192,432	358

Date: 6/20/2016

Prepared For:
Corpus Christi Parish

Study Area Definition:
Custom Polygon

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	8,042			
▲ 2010 and later	633	7.9%	5.5%	143
↓ 2000 to 2009	470	5.8%	14.6%	40
1990 to 1999	1,022	12.7%	13.4%	95
▲ 1980 to 1989	1,451	18.0%	13.2%	137
▲ 1970 to 1979	2,441	30.4%	15.0%	203
1960 to 1969	746	9.3%	10.4%	89
↓ 1950 to 1959	617	7.7%	10.3%	75
↓ 1949 or earlier	661	8.2%	17.7%	46
Households By Number of Persons (2016)	7,681			
↓ 1 Person Household	1,552	20.2%	27.3%	74
2 Person Household	2,338	30.4%	32.3%	94
▲ 3 Person Household	1,563	20.3%	16.2%	125
▲ 4 Person Household	1,397	18.2%	13.1%	139
5 Person Household	519	6.8%	6.5%	104
6 Person Household	191	2.5%	2.8%	90
7 or more Person Household	121	1.6%	1.9%	83
Average Persons Per Household	2.7		2.6	106
Households By Heating Type (2013)	6,804			
▲ Utility and Other Gas	5,624	82.7%	54.0%	153
↓ Electric	1,145	16.8%	36.1%	47
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	8	0.1%	2.2%	5
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	27	0.4%	0.9%	42

Date: 6/20/2016

Prepared For:
Corpus Christi Parish

Study Area Definition:
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TRANSPORTATION				
Households By Number of Vehicles (2016)	7,681			
↓ No Vehicles	327	4.3%	9.0%	47
↓ 1 Vehicle	1,983	25.8%	33.7%	77
▲ 2 Vehicle	3,635	47.3%	37.5%	126
3 or more Vehicles	1,736	22.6%	19.8%	114
Workers By Travel Time to Work (2016)	8,836			
↓ Less than 15 minutes	1,293	14.6%	27.3%	54
↓ 15 to 29 minutes	2,571	29.1%	36.5%	80
▲ 30 to 44 minutes	2,449	27.7%	20.2%	137
▲ 45 to 59 minutes	1,434	16.2%	7.7%	210
▲ 60 or more minutes	1,090	12.3%	8.3%	149
▲ Average Travel Time to Work (minutes)	36.0		28.2	127
Workers By Type of Transportation to Work (2016)	9,050			
Drive Alone	6,715	74.2%	76.9%	97
Car Pool	888	9.8%	9.6%	103
▲ Public Transportation	862	9.5%	5.1%	186
↓ Walk to Work	61	0.7%	2.8%	24
Other Means	135	1.5%	1.2%	120
Work at Home	390	4.3%	4.4%	98

Date: 6/20/2016

Prepared For:
Corpus Christi Parish

Study Area Definition:
Custom Polygon

SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	6,539	85.1%	15.1%	563
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	725	9.4%	14.7%	64
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	327	4.3%	31.4%	14
5	Senior Life (7, 20, 21, 22, 30 and 31)	73	1.0%	6.9%	14
4	Rural Families (27, 26, 29, 33, 35 and 38)	15	0.2%	13.1%	1
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	0.0%	18.4%	0

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Educated Mid-Life Families	3,550	46.2%	3.4%	1355
5	Prosperous Diversity	1,565	20.4%	3.1%	657
1	Traditional Affluent Families	890	11.6%	3.5%	333
15	Reliable Young Starters	719	9.4%	4.3%	220
10	Suburban Mid-Life Families	314	4.1%	5.5%	74
14	Secure Mid-Life Families	304	4.0%	0.7%	604
2	Professional Affluent Families	201	2.6%	0.8%	325
7	Prosperous and Mature	68	0.9%	0.5%	164
3	Mid-Life Prosperity	29	0.4%	1.5%	25
29	Working Country Families	8	0.1%	1.0%	11
27	Country Family Diversity	7	0.1%	0.3%	27
28	Building Country Families	6	0.1%	2.8%	3
8	Rising Potential Professionals	6	0.1%	2.3%	3
20	Cautious and Mature	5	0.1%	2.6%	2
25	Working Country Consumers	4	0.1%	4.1%	1
9	Educated Working Families	3	0.0%	0.1%	46
49	Exception Households	1	0.0%	0.2%	5
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

Date: 6/20/2016

Prepared For:
Corpus Christi Parish

Study Area Definition:
Custom Polygon

No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
18	Working Urban Families	0	0.0%	4.0%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	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
21	Mature and Stable	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
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	7,680	100.0%	100.0%	100

Date: 6/20/2016

Prepared For:
Corpus Christi Parish

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	26.3%	35.4%	74
↓ Somewhat Involved with Their Faith	24.0%	29.9%	80
▲ Not Involved with Their Faith	50.9%	34.7%	147

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	17.8%	22.1%	80
↓ Decreased Their Involvement with Their Faith in the Last 10 Years	19.8%	23.7%	83

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

▲ Adventist	0.6%	0.5%	124
↓ Baptist	6.7%	16.1%	42
Catholic	22.6%	23.7%	95
Congregational	2.0%	2.0%	101
▲ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	1.2%	0.4%	264
Episcopal	3.0%	2.9%	102
↓ Holiness	0.1%	0.8%	14
↓ Jehovah's Witnesses	0.9%	1.1%	86
▲ Judaism	4.8%	3.2%	153
↓ Lutheran	5.9%	7.2%	81
↓ Methodist	4.5%	10.1%	45
▲ Mormon	2.9%	1.8%	167
▲ New Age	1.1%	0.6%	188
▲ Non-Denominational / Independent	10.5%	6.9%	152
Orthodox	0.3%	0.3%	100
↓ Pentecostal	2.1%	2.4%	85
▲ Presbyterian / Reformed	5.6%	4.6%	124
▲ Unitarian / Universalist	1.0%	0.7%	136
▲ Interested but No Preference	5.6%	3.9%	144
▲ Not Interested and No Preference	18.9%	11.1%	171

Likely to Have Changed Their Preference in the Last 10 Years	17.7%	16.8%	105
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

▲ Tells them what to do	5.5%	4.0%	138
↓ Lets them do what they want and is supportive	9.0%	11.7%	77
Lets them do what they want and stays out of the way	4.7%	4.8%	98
Works with them on deciding what to do and helps them do it	80.9%	79.6%	102

Date: 6/20/2016

Prepared For:
Corpus Christi Parish

Study Area Definition:
Custom Polygon

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.2%	43.5%	95
↓ Finding/Providing Health Insurance	19.6%	29.0%	68
↓ Day-to-Day Financial Worries	24.8%	31.6%	78
Finding Employment Opportunities	14.7%	14.4%	102
↓ Finding Affordable Housing	9.5%	11.3%	84
↓ Providing Adequate Food	4.6%	8.6%	53
Finding Child Care	6.4%	6.3%	103
FAMILY PROBLEMS:			
↓ Dealing With Alcohol/Drug Abuse	13.6%	16.7%	81
↓ Dealing With Teen / Child Problems	18.4%	20.7%	89
▲ Finding/Providing Aging Parent Care	18.0%	15.5%	116
↓ Dealing With Abusive Relationships	7.7%	11.4%	68
↓ Dealing With Divorce	2.9%	4.5%	65
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.5%	27.0%	106
▲ Finding/Providing Good Schools	26.9%	23.5%	115
Dealing with Problems in Schools	12.6%	13.6%	93
Dealing With Racial / Ethnic Prejudice	13.6%	13.1%	104
▲ Dealing With Neighborhood Gangs	11.2%	8.5%	132
▲ Dealing with Social Injustice	14.1%	11.3%	124
HOPES AND DREAMS:			
▲ Achieving Long-term Financial Security	59.5%	50.6%	118
▲ Finding Time for Recreation / Leisure	33.5%	25.3%	133
↓ Finding Better Quality Healthcare	21.3%	23.9%	89
Finding A Satisfying Job / Career	21.2%	19.3%	110
Finding Retirement Opportunities	19.1%	18.9%	101
▲ Achieving A Fulfilling Marriage	26.3%	22.3%	118
▲ Developing Parenting Skills	18.4%	14.7%	124
Achieving Educational Objectives	8.1%	7.5%	108
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.5%	29.8%	99
Finding Companionship	16.1%	17.3%	93
↓ Finding A Good Church	8.6%	15.2%	57
↓ Finding Spiritual Teaching	8.0%	12.9%	62
▲ Finding Life Direction	16.1%	14.0%	115

Date: 6/20/2016

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	79.8%	84.5%	94
↓ "God is actively involved in the world including nations and their governments"	52.7%	63.8%	83

SOCIETY:

"It is important to preserve the traditional American family structure"	88.7%	91.5%	97
"A healthy environment has become a national crisis"	82.7%	82.8%	100
"Public education is essential to the future of American society"	95.6%	94.0%	102

INSTITUTIONAL ROLES:

↓ "Government should be the primary provider of human welfare services"	41.5%	50.1%	83
"The role of Churches / Synagogues is to help form and support moral values"	77.6%	81.1%	96
"Churches and religious organizations should provide more human services"	58.4%	62.6%	93

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	37.4%	36.3%	103
"The changing racial / ethnic face of America is a threat to our national heritage"	34.7%	36.3%	96

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	63.9%	59.8%	107
▲ More than \$500 per year	36.1%	31.2%	116
▲ More than \$1,000 per year	22.9%	17.4%	132

TO CHARITIES:

▲ More than \$100 per year	49.1%	33.7%	146
▲ More than \$500 per year	16.8%	6.8%	247
▲ More than \$1,000 per year	6.0%	2.3%	261

TO COLLEGES AND UNIVERSITIES:

▲ More than \$100 per year	27.1%	16.1%	168
▲ More than \$500 per year	8.5%	4.3%	198
▲ More than \$1,000 per year	5.9%	2.2%	268

Ministry Area Profile 2016
Compass
REPORT

Corpus Christi Parish

Study Area Definition:
Custom Polygon



Prepared For:
Corpus Christi Parish

Study Area Definition:
Custom Polygon

Table of Contents

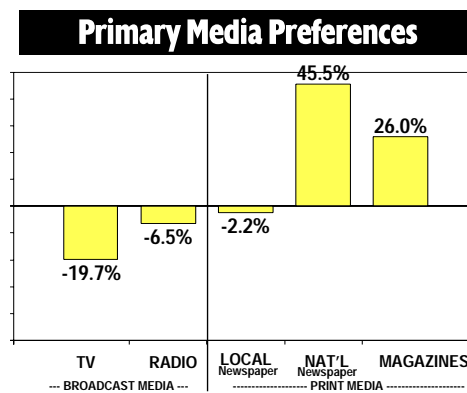
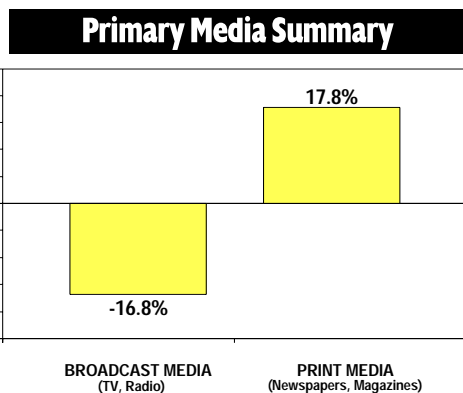
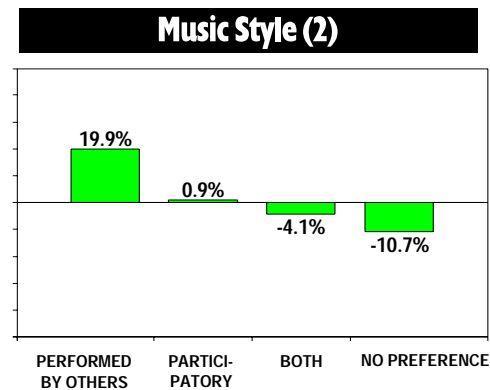
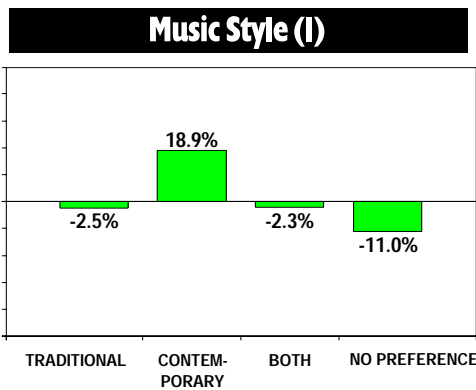
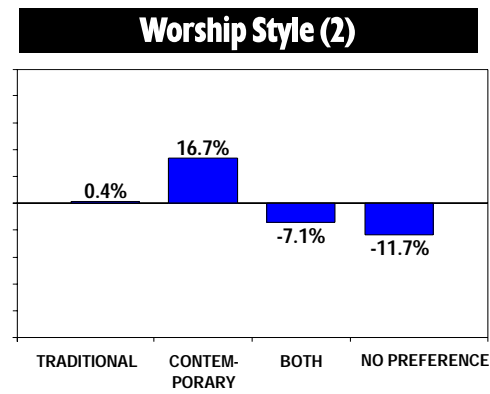
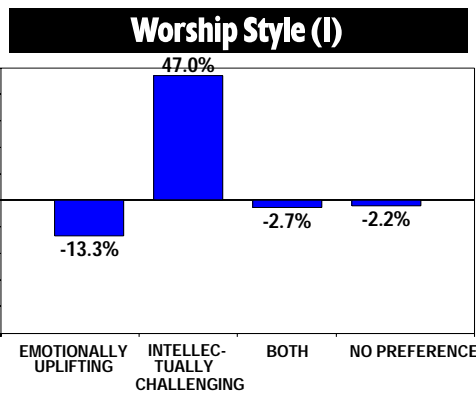
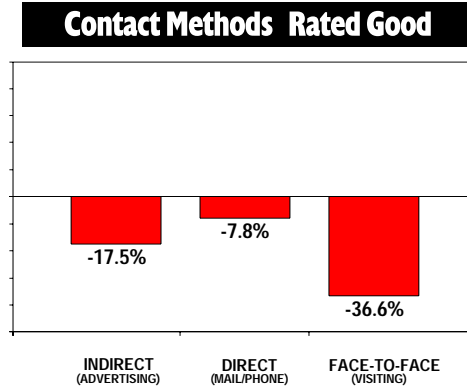
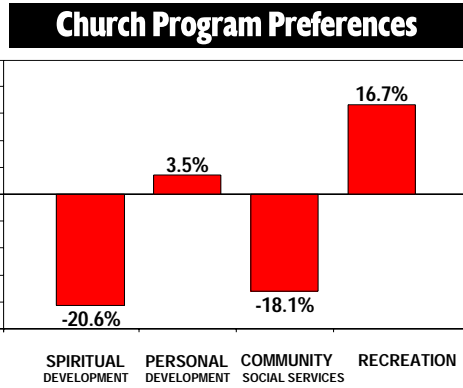
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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



Date: 6/20/2016

Prepared For:
Corpus Christi Parish

Study Area Definition:
Custom Polygon





Date: 6/20/2016

Prepared For:
 Corpus Christi 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	28.9%	41.1%	70
Adult Theological Discussion Groups	20.6%	22.5%	92
↓ Spiritual Retreats	10.2%	11.6%	88

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	16.0%	15.2%	105
▲ Parent Training Programs	9.1%	7.8%	117
Twelve Step Programs	3.2%	3.5%	91
↓ Divorce Recovery	1.7%	2.4%	69

COMMUNITY/SOCIAL SERVICES:

↓ Personal or Family Counseling	19.0%	22.5%	84
↓ Care for the Terminally Ill	11.6%	15.7%	74
↓ Food and Clothing Resources	6.3%	11.1%	57
Day Care Services	6.6%	6.1%	109
▲ Church Sponsored Day-School	6.5%	5.7%	114

RECREATION:

▲ Youth Social Programs	35.5%	29.7%	119
▲ Family Activities and Outings	36.3%	32.8%	111
Active Retirement Programs	26.7%	26.8%	100
▲ Cultural Programs (Music, Drama, Art)	26.8%	18.9%	142
▲ Sports or Camping	8.3%	6.3%	131

SUMMARY

↓ Spiritual Development Index	79
Personal Development Index	104
↓ Community/Social Services Index	82
▲ Recreation Index	117



Date: 6/20/2016

Prepared For:
 Corpus Christi Parish

Study Area Definition:
 Custom Polygon

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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

↓ A. Emotionally Uplifting	22.9%	26.4%	87
▲ B. Intellectually Challenging	16.3%	11.1%	147
C. Both A and B	38.1%	39.2%	97
D. No Preference or Not Interested	22.9%	23.4%	98

PART 2:

A. Traditional/Formal/Ceremonial	20.3%	20.2%	100
▲ B. Contemporary/Informal	30.7%	26.3%	117
C. Both A and B	24.6%	26.5%	93
↓ D. No Preference or Not Interested	23.8%	26.9%	88

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.8%	24.4%	97
▲ B. Contemporary	23.5%	19.7%	119
C. Both A and B	30.4%	31.1%	98
↓ D. No Preference or Not Interested	22.0%	24.8%	89

PART 2:

▲ A. Performed by Others	22.4%	18.7%	120
B. Participatory	23.1%	22.9%	101
C. Both A and B	30.9%	32.2%	96
↓ D. No Preference or Not Interested	23.4%	26.2%	89



Date: 6/20/2016

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MISSION EMPHASIS INDICATOR

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

PART 1:

▲ A. Community	24.9%	22.0%	113
B. Personal Spiritual Development	15.3%	14.3%	107
C. Both A and B	35.4%	37.4%	95
D. No Preference or Not Interested	24.3%	26.3%	93

PART 2:

A. Global Mission	5.8%	6.2%	94
B. Local Mission	35.2%	33.3%	106
C. Both A and B	29.6%	30.1%	98
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	23.7%	26.6%	89
▲ B. Contemporary	21.7%	15.9%	136
C. Both A and B	31.3%	32.3%	97
D. No Preference or Not Interested	23.3%	25.1%	93

PART 2:

↓ A. Somber/Serious	7.2%	9.4%	77
▲ B. Light and Airy	42.0%	34.7%	121
C. Both A and B	26.0%	27.7%	94
↓ D. No Preference or Not Interested	24.9%	28.2%	88



Date: 6/20/2016

Prepared For:
 Corpus Christi Parish

Study Area Definition:
 Custom Polygon

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

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	38.0%	47.3%	80
Radio	12.5%	13.3%	93

PRINT MEDIA:

Local Newspaper	39.9%	36.1%	110
▲ National Newspaper	6.3%	4.3%	145
▲ Magazines	4.3%	2.4%	178

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.9%	31.9%	100
↓ Radio	20.8%	23.8%	87

PRINT MEDIA:

Local Newspaper	31.9%	32.7%	98
National Newspaper	6.3%	5.8%	109
▲ Magazines	8.9%	7.0%	126

SUMMARY

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



Date: 6/20/2016

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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	30.6%	36.2%	84
↓ Putting Ad in Local Newspaper	29.0%	33.8%	86
↓ Local Cable Channels	23.3%	30.4%	77
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	52.1%	53.7%	97
↓ Calling and Offering to Send Information By Mail	25.6%	29.5%	87
↓ Calling and Discussing on the Phone	10.0%	12.0%	83
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	12.9%	20.1%	64
↓ Going Door to Door	8.7%	14.0%	63

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	25.9%	19.6%	132
▲ Putting Ad in Local Newspaper	28.5%	21.5%	132
▲ Local Cable Channels	37.6%	30.7%	122
<i>DIRECT METHODS (MORE PERSONAL):</i>			
▲ Sending Information By Mail	16.5%	13.3%	123
▲ Calling and Offering to Send Information By Mail	39.5%	34.0%	116
▲ Calling and Discussing on the Phone	68.4%	60.6%	113
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	61.5%	49.6%	124
Going Door to Door	70.4%	64.0%	110

SUMMARY OF METHODS RATED GOOD	
↓ Indirect Methods Index (100 = Average)	83
Direct Methods Index	92
↓ Face-to-Face Methods Index	63

SUMMARY OF METHODS RATED POOR	
▲ Indirect Methods Index	128
▲ Direct Methods Index	115
▲ Face-to-Face Methods Index	116