

Houston Profile Project
Baytown/Highlands Area (CSA #4)
ZIP Codes: 77520, 77521, 77562

Center for Community Research and Development
Community Poll 98

September 2004



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BACKGROUND OF THE BAYLOR CENTER FOR COMMUNITY RESEARCH AND DEVELOPMENT

Mission

The Center for Community Research and Development (CCRD) was established at Baylor University in 1979 as a multidisciplinary entity with a mission of **engaging Baylor faculty and students in applied social research to improve the local quality of life**. Over time, the CCRD has broadened its focus, sometimes engaging in statewide or national research, and the CCRD has become closely linked with Baylor's Ph.D. program in Applied Sociology, where Ph.D. students serve as center research analysts. Still, our research remains multidisciplinary and many of the CCRD's projects retain a local quality of life focus.

Facilities

The CCRD originally worked out of faculty offices in Sociology and Political Science and moved into its own facilities in 1990, when the operations center was located in the basement of the Sid Richardson Science Building. The CCRD moved to Suite 300 of the Robinson Tower in 1994. These modern facilities allow easier access to the community and include:

- offices for Center directors, six doctoral students, research analysts, and a project coordinator,
- focus group facilities with a separate observation room and recording equipment,
- a conference room for meetings and graduate seminars,
- report production facilities for CCRD documents,
- a local area network with Windows operating systems, and
- a Computer Assisted Telephone Interviewing (CATI) system.

Services

The Center for Community Research and Development is equipped to undertake a wide variety of projects for organizations, businesses, industries, and governmental agencies. Services include:

- Mail Surveys
- Telephone Surveys
- Questionnaire design
- Needs assessments
- Program planning and evaluation
- Impact assessments
- Population trend studies and projections
- Data collection and analysis
- Sampling designs
- Focus groups
- Seminars and workshops on community issues
- Mock Juries and Jury Consulting

Society for Applied Sociology

From 1998 through 2001, the CCRD served as the administrative office for the Society for Applied Sociology, an international organization for professionals involved in applying sociological knowledge in a wide variety of settings. The CCRD retains an active membership in SAS and Dr. Tillman Rodabough is the President. The mission statement for SAS is to:

Provide a forum for sociologists and others interested in applying sociological knowledge.
Enhance understanding of the interrelationship between sociological knowledge and sociological practice.

Increase the usefulness and effectiveness of applied sociological research and training.

Selected Previous Clients

The CCRD has served a varied clientele on a large number of issues. Representative projects include:

- **Telephone surveys** for the City of Waco, Southwestern Bell, the *Waco Tribune-Herald*, Houston Profile Project
- **Site location research** for the Perryman Group, American Airlines
- **Needs assessments** for the Baptist General Convention of Texas, the United Way, HOTCOG
- **Population projections** for the Heart of Texas Council of Governments, Heritage House
- **Focus groups** for Creative Education Institute, Baylor University, EEOC, City of Waco, the United Way
- **Mail-out surveys** for Hillcrest Baptist Medical Center, the City of Woodway, Baptist General Convention of Texas
- **Intercept surveys** for Richland Mall, the Texas Ranger Museum, the Dr. Pepper Museum
- **Mock juries** and **change of venue** research for Amarillo, Dallas and Waco law firms
- **Program assessments** for the McLennan County Youth Collaboration, Waco Police Department
- **Door-to-door surveys** for the Waco Housing Authority, Mission Waco, Drug Prevention Resources
- **Voter exit interviews** for the Dallas Independent School District
- **Institutional evaluation** for San Marcos Baptist Academy, the BGCT Education Commission. Baptists in Scouting, Baylor University, Waco Independent School District
- **Program development** for the Cooper Foundation, the Junior League, MHMR

Fees

The CCRD is a non-profit service center for the community and University. Fees charged for research projects represent actual costs for services and enable the CCRD to be self-supporting.



Staff

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Background of the Poll

Center for Community Research and Development
Poll 98
(September 2004)

In the fall of 2003, the Center for Community Research and Development (CCRD) conducted a scientific poll to assess religious and lifestyle practices and beliefs in 45 communities in the Greater Houston Area. Questions for the poll were developed by CCRD researchers using national polls on lifestyles and religion as a guideline.

From October 1 through November 15, a total of 2,419 Greater Houston Area residents were interviewed using a Computer Assisted Telephone Interviewing (CATI) system. The CATI technology allows control over the interviewing process and automates data entry. The sample was selected from a computer-generated set of random phone numbers. Random generation includes residents with unlisted numbers. Other steps taken to ensure the quality of the poll include: (1) testing and editing experimental versions of the questionnaire to increase the clarity and reliability of each question; (2) intensive training for each interviewer; (3) continual monitoring of interviews by social science Ph.D.s; (4) daily review of work and interviewing procedures and results by the CCRD staff; (5) calling during times established in previous studies to provide the most representative sample; (6) making up to five call-backs for each phone number to avoid distorting the sample toward the more easily accessible residents; (7) using special “screens” to increase the number of male and minority respondents; (8) purchasing a special bank of phone lines with “Community Research” as the caller identification label rather than the standard label, “Baylor University;” and (9) employing Spanish speaking interviewers for households where Spanish is the primary language.

The demographic characteristics of the sample resemble those of demographics available through external sources. While the sample is largely representative of the population, minority ethnic groups were slightly under-represented among respondents in the poll. To compensate, this analysis uses weighted data to ensure a more representative sample. The final sample is comparable to official data available on the 45 communities in the Greater Houston Area’s 3,097,362 adults. For example, the sample used in the analysis is approximately 58% “Anglo,” 20% Hispanic, and 17% African-American.^[1] The percentages for African Americans and Anglos closely reflect recent Census estimate population numbers for the 45 communities in the Greater Houston Area.^[2] Other population numbers/sample comparisons suggest similarly low levels of bias.

For the overall response distributions of the questionnaire data, the responses will typically vary by less than 3 percentage points in either direction at the 95% confidence level. For cross-tabulation tables that analyze smaller portions of the sample by dividing it into various categories such as race or education, the percentage of variation will be considerably higher.

^[1] Throughout this report, the terms “White” and “Anglo” refer to non-Hispanic whites. “African-American” and “Black” are used interchangeably.

^[2] 2002 Census estimates show a total adult population of 3,097,362 for the 45 communities in the Greater Houston Area. Of the approximately 3,097,362 adults: about 45.0% are Anglo, 17.5% African American, 30.2% Hispanic, 0.4% American Indian, 5.4% Asian/Pacific Islander and 1.4% are Multi-Racial.



Executive Summary

Center for Community Research and Development

Baytown/Highlands Area (CSA #4)

- The racial/ethnic composition of the Baytown/Highlands CSA is predominantly Anglo and somewhat different from that of the Greater Houston Area.
- In the Baytown/Highlands CSA, 18.1% of families with children are headed by a single mother or father, compared to 17.1% in the Greater Houston Area.
- The Baytown/Highlands CSA ranks in the upper bottom half of all CSAs in the Greater Houston Area on neighborhood satisfaction.
- 76.38% of adults living in the Baytown/Highlands CSA receive a great deal of satisfaction from their families.
- Adults in the Baytown/Highlands CSA are much more satisfied with their families and friendships than with their neighborhood.
- In the Baytown/Highlands CSA an estimated 21,700 adults report being successful at balancing work and family lives. This means, however, that over 48,700 adults, or a majority of adults in the Baytown/Highlands CSA, are not as successful at balancing work and family lives.
- The Baytown/Highlands CSA ranks in the upper bottom half of all CSAs in the Greater Houston Area on overall happiness.
- The Baytown/Highlands CSA ranks in the upper bottom half of all CSAs in the Greater Houston Area on weekly church attendance.
- The Baytown/Highlands CSA ranks in the upper half of all CSAs on percent who never attend church.
- Over 19,500 more adults in the Baytown/Highlands CSA report being born again than report attending church each week.
- Despite lower levels of regular church attendance and higher levels of non-attendance, there appears to still be a high level of spiritual interest in the Baytown/Highlands CSA.
- The Baytown/Highlands CSA ranks in the middle of all CSAs in the Greater Houston Area on percent who are likely to see a religious counselor when they have problems.
- Fewer people attend church in the Baytown/Highlands CSA on a weekly basis than would seek help in a place of worship or from a religious counselor when they have a problem.
- 88.03% of adults in the Baytown/Highlands CSA report they are likely to pray when they have problems.
- The Baytown/Highlands CSA ranks twelfth of all CSAs in the Greater Houston Area on percentage who have no doubts about the existence of God.



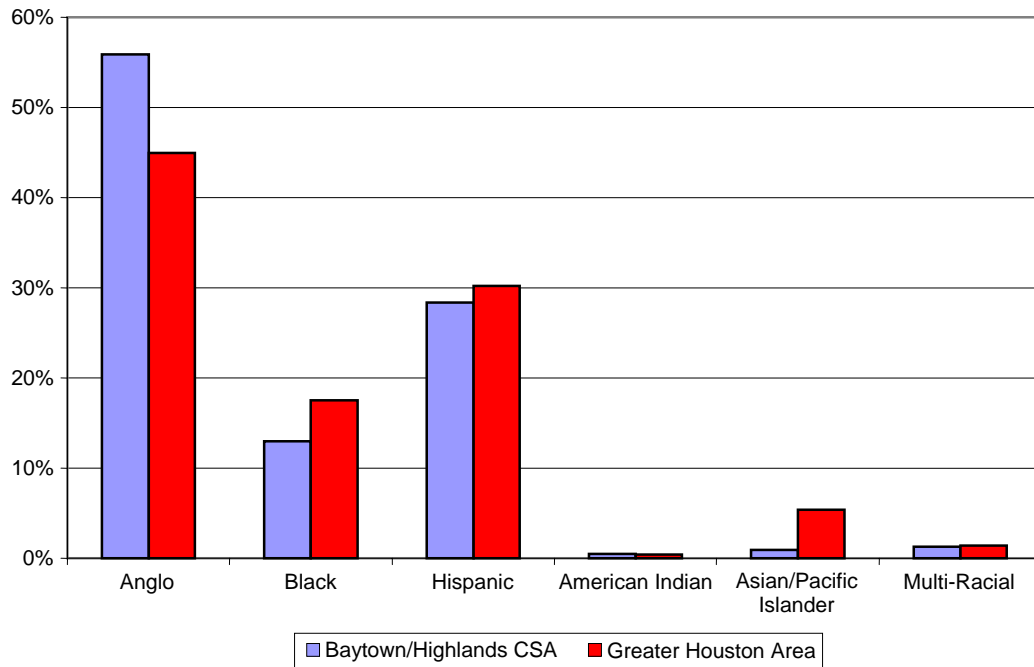
Houston Profile Project
Baytown/Highlands Area (CSA #4)

Demographics

Center for Community Research and Development
Community Poll 98



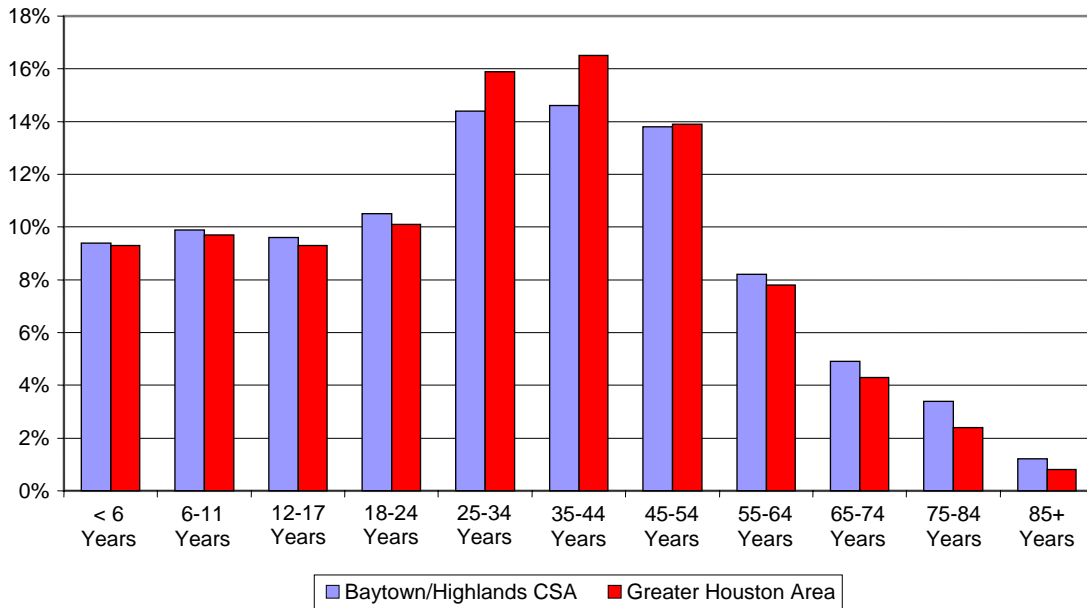
**Population by Race and Ethnicity
Baytown/Highlands CSA and Greater Houston Area**



- The racial/ethnic composition of the Baytown/Highlands CSA is predominantly Anglo and somewhat different from that of the Greater Houston Area.
- In the Baytown/Highlands CSA, Anglos comprise 55.9% of the population, compared to only 45.0% in the Greater Houston Area.
- Hispanics account for 28.4% of the population of the Baytown/Highlands CSA, compared to 30.2% in the Greater Houston Area.
- In the Baytown/Highlands CSA, Blacks comprise only 13.0% of the population, compared to 17.5% in the Greater Houston Area.
- Asian/Pacific Islanders comprise a significantly lower percentage of the Baytown/Highlands CSA, compared to the Greater Houston Area (0.9% vs. 5.4%).



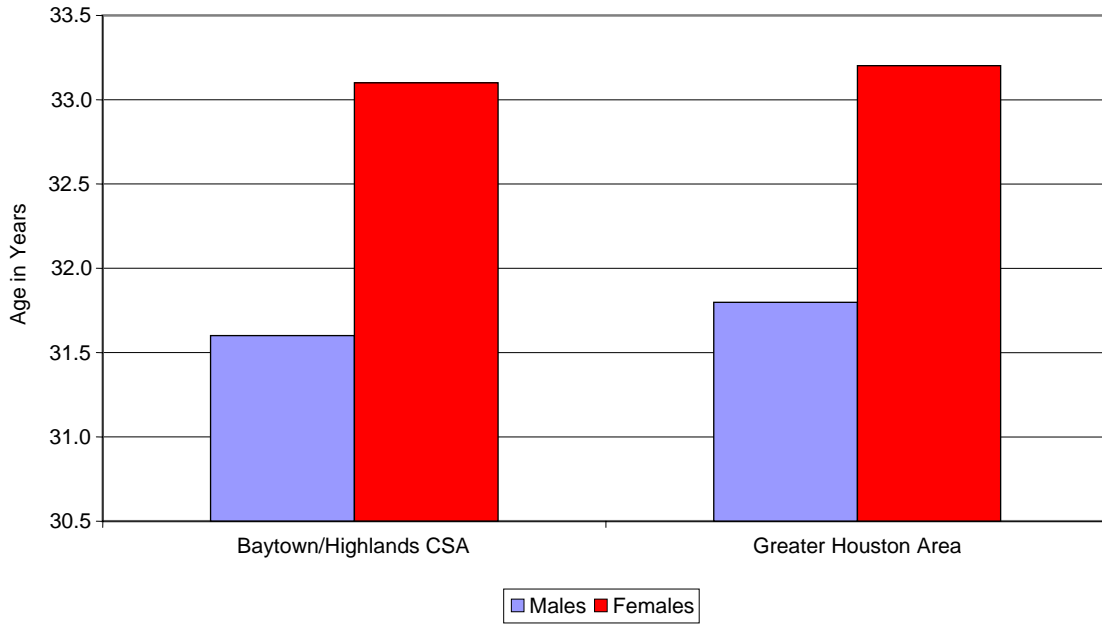
Population by Age
Baytown/Highlands CSA and Greater Houston Area



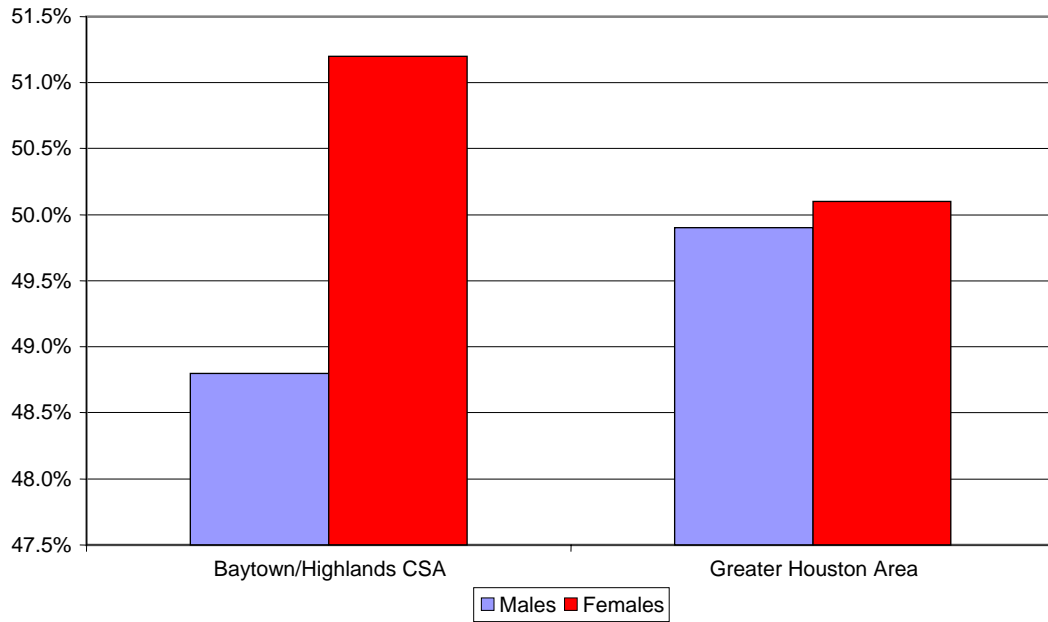
- There are only slight differences between the Baytown/Highlands CSA and the Greater Houston Area in terms of age.
- There is a slightly smaller percent of the population in the 35 to 44 year age range in the Baytown/Highlands CSA than in the Greater Houston Area (14.6% vs. 16.5%).
- In the Baytown/Highlands CSA, there is a larger proportion of the population over the age of 65 than there is in the Greater Houston Area (9.5% vs. 7.5%).



**Median Age by Gender
Baytown/Highlands CSA and Greater Houston Area**



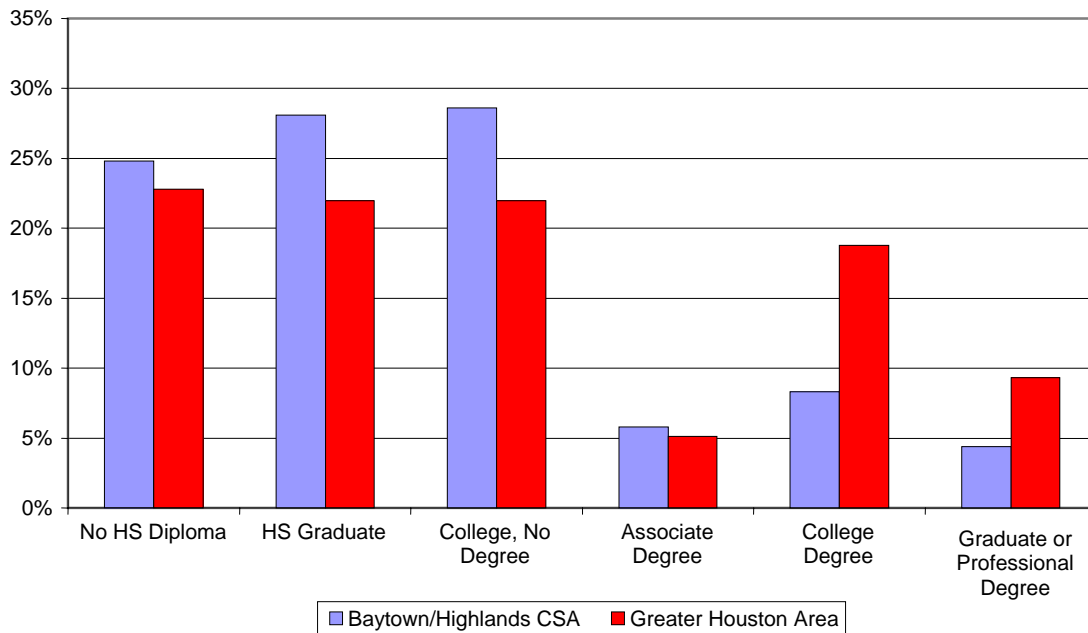
**Population by Gender
Baytown/Highlands CSA and Greater Houston Area**



- There are only slight differences in age and gender composition between the Greater Houston Area and the Baytown/Highlands CSA.
- Males comprise 48.8% in the Baytown/Highlands CSA, compared to 49.9% in the Greater Houston Area.
- In the Baytown/Highlands CSA, females represent 51.2% of the population, whereas in the Greater Houston Area they comprise 50.1%.
- The median age for males is 31.6 years in the Baytown/Highlands CSA, compared to 31.8 years in the Greater Houston Area.
- Females in the Greater Houston Area have a median age of 33.2 years, compared to 33.1 in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, females have a higher median age than males (33.1 years vs. 31.6 years).



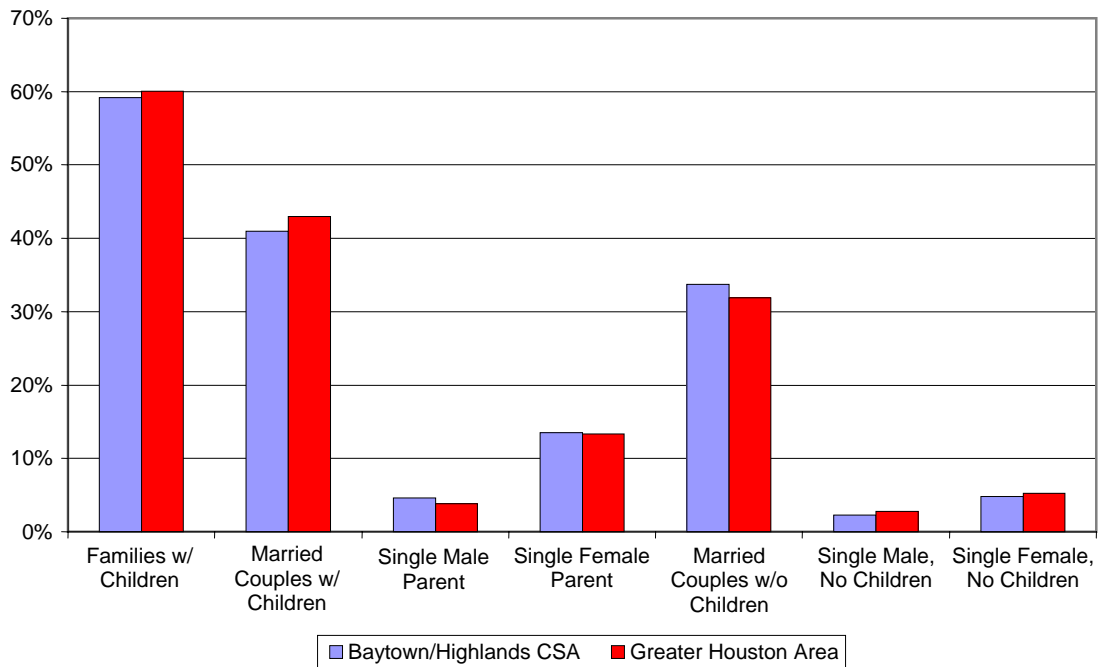
**Educational Attainment Among Adults Over 25
Baytown/Highlands CSA and Greater Houston Area**



- The Baytown/Highlands CSA has a larger proportion of the population with only a high school diploma, than the Greater Houston Area (28.1% vs. 22.0%).
- There are significantly fewer people with only college degrees or associates degrees in the Baytown/Highlands CSA than there are in the Greater Houston Area (14.1% vs. 23.9%).
- Over half (52.9%) of the population in the Baytown/Highlands CSA has a high school education or less, compared to 44.8% in the Greater Houston Area.



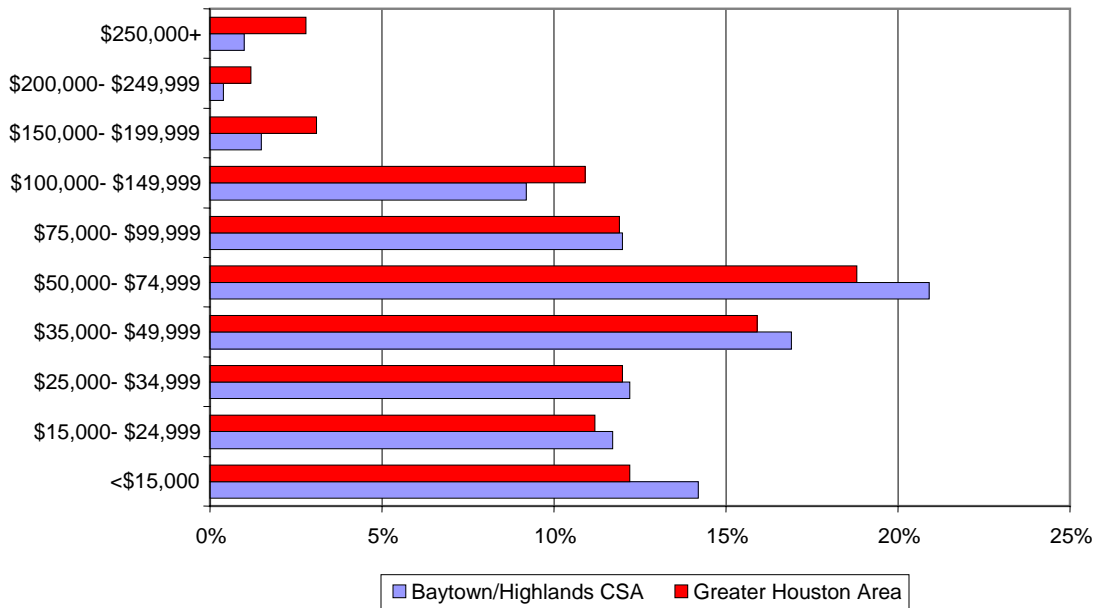
**Total Family Households by Type
Baytown/Highlands CSA and Greater Houston Area**



- The percentage of married couples with children is slightly smaller in the Baytown/Highlands CSA than in the Greater Houston Area (41.0% vs. 43.0%).
- In the Baytown/Highlands CSA, 18.1% of families with children are headed by a single mother or father, compared to 17.1% in the Greater Houston Area.
- There is a slightly higher proportion of married couples without children in the Baytown/Highlands CSA than in the Greater Houston Area (33.7% vs. 31.9%).



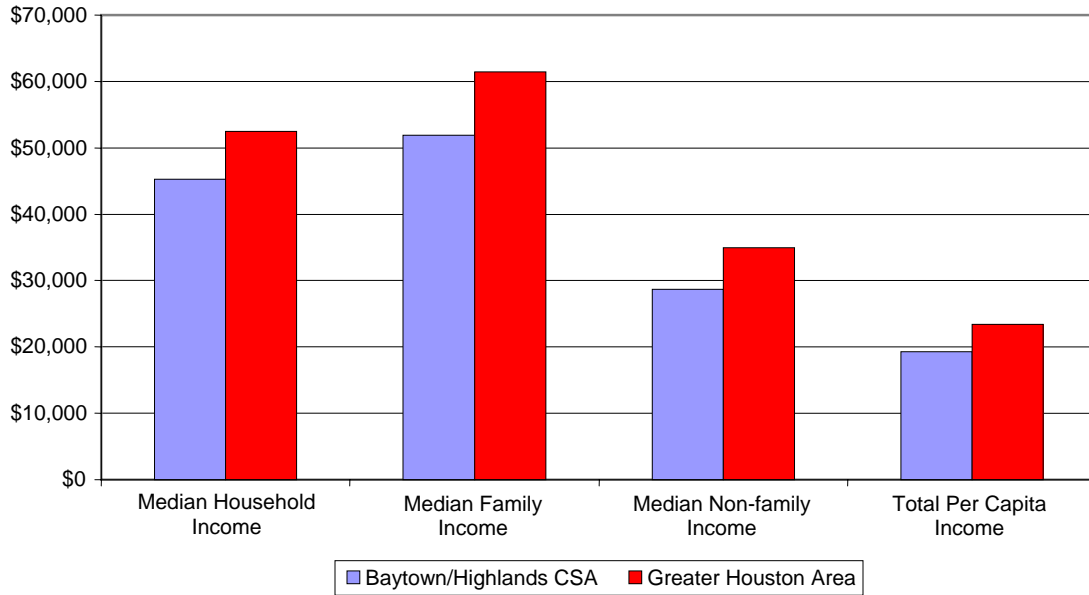
**Households by Income
Baytown/Highlands CSA and Greater Houston Area**



- Overall, the incomes of households in the Baytown/Highlands CSA are slightly lower than those in the Greater Houston Area.
- There are significantly fewer households with incomes over \$100,000 in the Baytown/Highlands CSA than in the Greater Houston Area (12.1% vs. 18.0%).
- More of the households in the Baytown/Highlands CSA have incomes less than \$50,000, compared to the Greater Houston Area (55.0% vs. 51.3%).



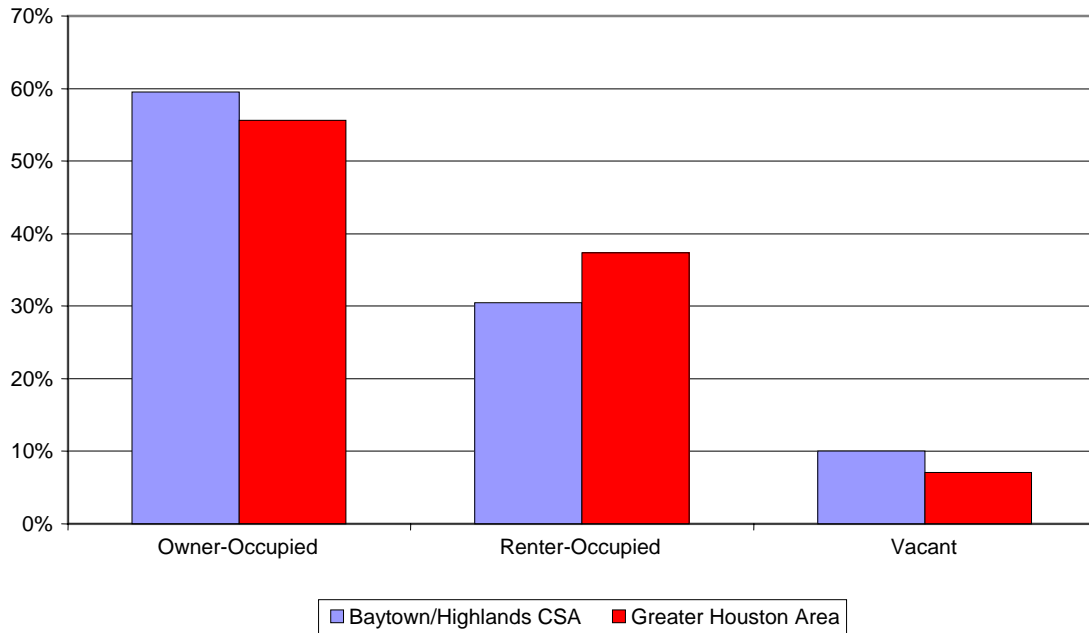
Income Dynamics
Baytown/Highlands CSA and Greater Houston Area



- The median household income of the Baytown/Highlands CSA is significantly less than that of the Greater Houston Area (\$45,287 vs. \$52,462).
- The median family income of the Baytown/Highlands CSA is significantly less than that of the Greater Houston Area (\$51,927 vs. \$61,391).
- The median non-family income of the Baytown/Highlands CSA is significantly less than that of the Greater Houston Area (\$28,728 vs. \$34,908).
- The total per capita income of the Baytown/Highlands CSA is significantly less than that of the Greater Houston Area (\$19,212 vs. \$23,402).



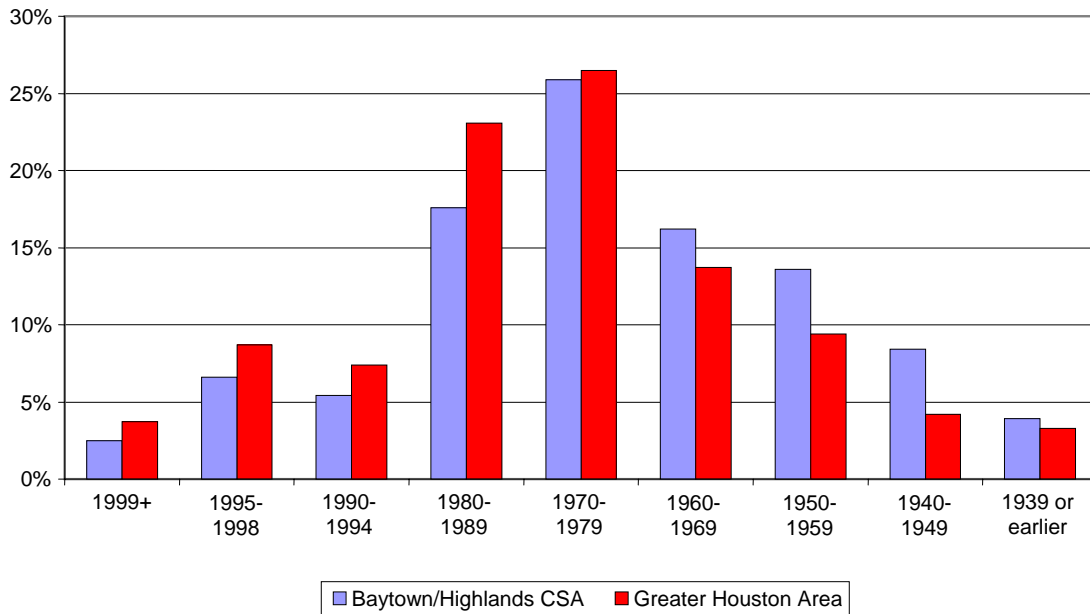
**Total Housing Units
Baytown/Highlands CSA and Greater Houston Area**



- A higher percentage of households in the Baytown/Highlands CSA are occupied by the owner, compared to the Greater Houston Area (59.5% vs. 55.6%).
- There is a significantly lower percentage of households in the Baytown/Highlands CSA occupied by a renter, than in the Greater Houston Area (30.5% vs. 37.4%).
- There is a higher percentage of vacant households in the Baytown/Highlands CSA than there are in the Greater Houston Area (10.0% vs. 7.1%).
- In both the Baytown/Highlands CSA and the Greater Houston Area, a household is more likely to be occupied by the owner than by a renter.



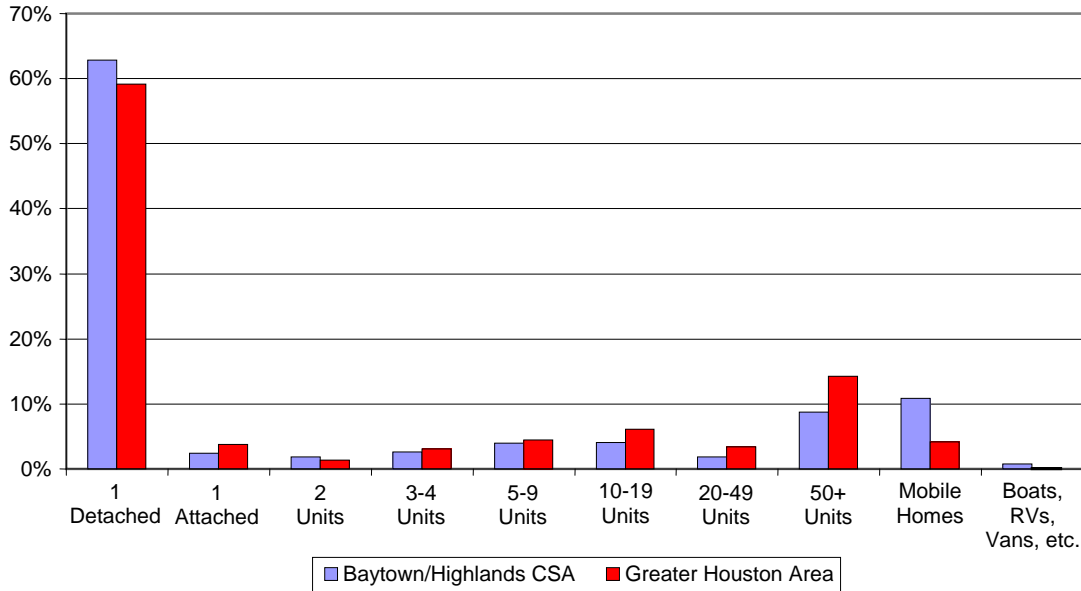
Units by Year Built
Baytown/Highlands CSA and Greater Houston Area



- In general, housing units in the Baytown/Highlands CSA are older than those in the Greater Houston Area.
- The proportion of housing units built since 1990 is significantly smaller in the Baytown/Highlands CSA than in the Greater Houston Area (14.5% vs. 19.8%).
- A significantly larger proportion of households in the Greater Houston Area were built in the 1980s than in the Baytown/Highlands CSA (23.1% vs. 17.6%).
- A significantly larger proportion of housing units in the Baytown/Highlands CSA were built before 1960 than in the Greater Houston Area (25.9% vs. 16.9%).



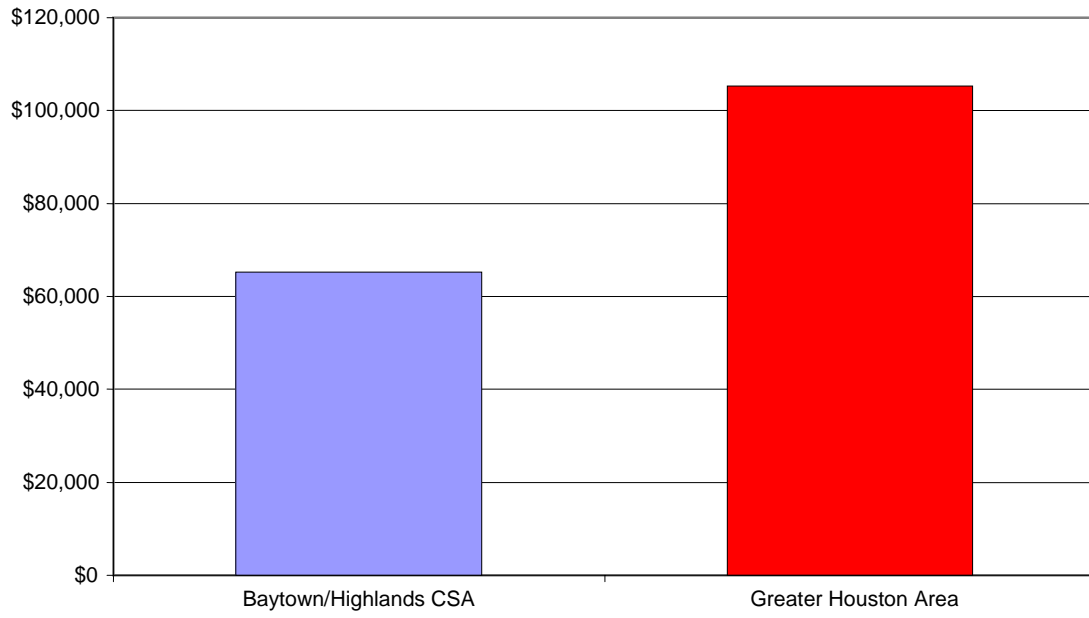
**Housing Units by Type
Baytown/Highlands CSA and Greater Houston Area**



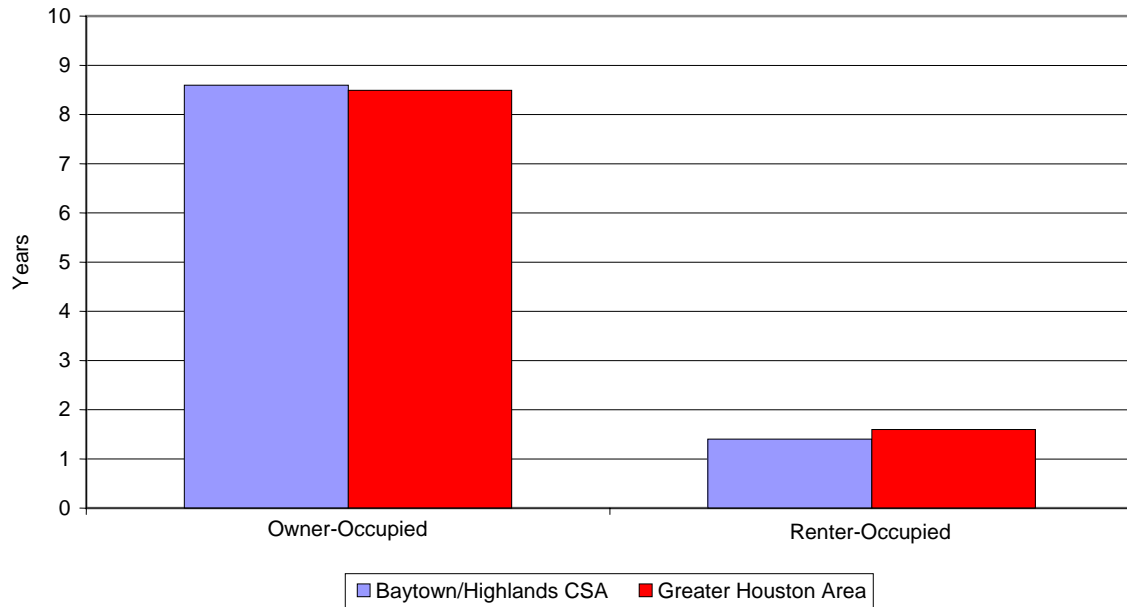
- The proportion of detached single housing units in the Baytown/Highlands CSA is slightly larger than that of the Greater Houston Area (62.8% vs. 59.1%).
- There is a significantly lower percentage of dwellings with multiple units in the Baytown/Highlands CSA than in the Greater Houston Area (23.0% vs. 32.8%).
- There is a significantly lower percentage of dwellings with 50+ units in the Baytown/Highlands CSA, than in the Greater Houston Area (8.7% vs. 14.3%).
- There is a significantly higher percentage of mobile homes in the Baytown/Highlands CSA than in the Greater Houston Area (10.9% vs. 4.2%).



**Median Home Value
Baytown/Highlands CSA and Greater Houston Area**



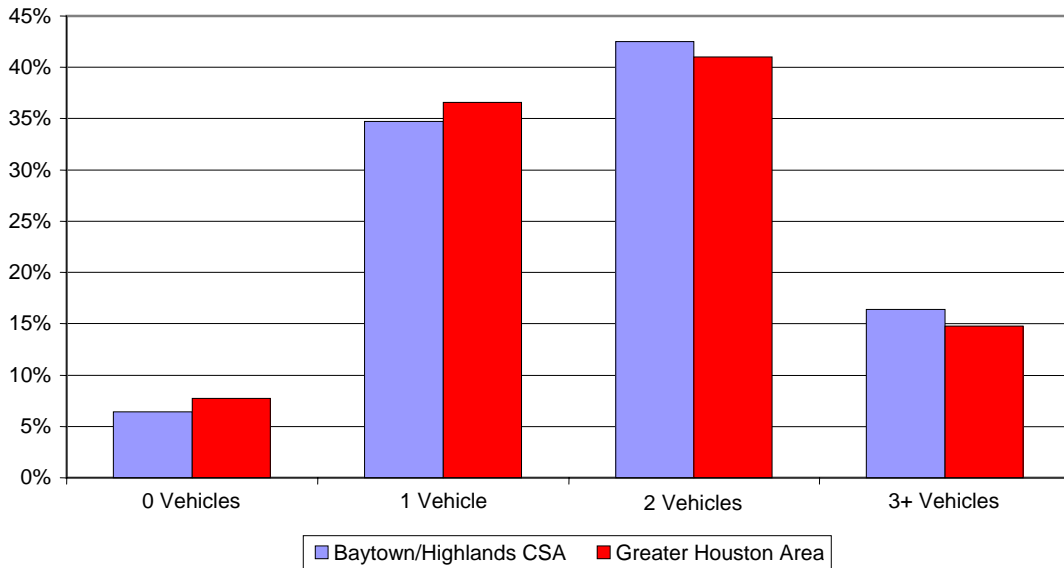
**Median Length of Occupancy
Baytown/Highlands CSA and Greater Houston Area**



- The median length of occupancy is generally longer for dwellings that are occupied by the owner, and shorter for those occupied by a renter.
- There are no significant differences between the Baytown/Highlands CSA and the Greater Houston Area in terms of median length of occupancy in either owner-occupied dwellings or renter-occupied dwellings.
- In the Baytown/Highlands CSA, owner-occupied dwellings have a significantly longer median length of occupancy than renter-occupied dwellings (8.6 years vs. 1.4 years).



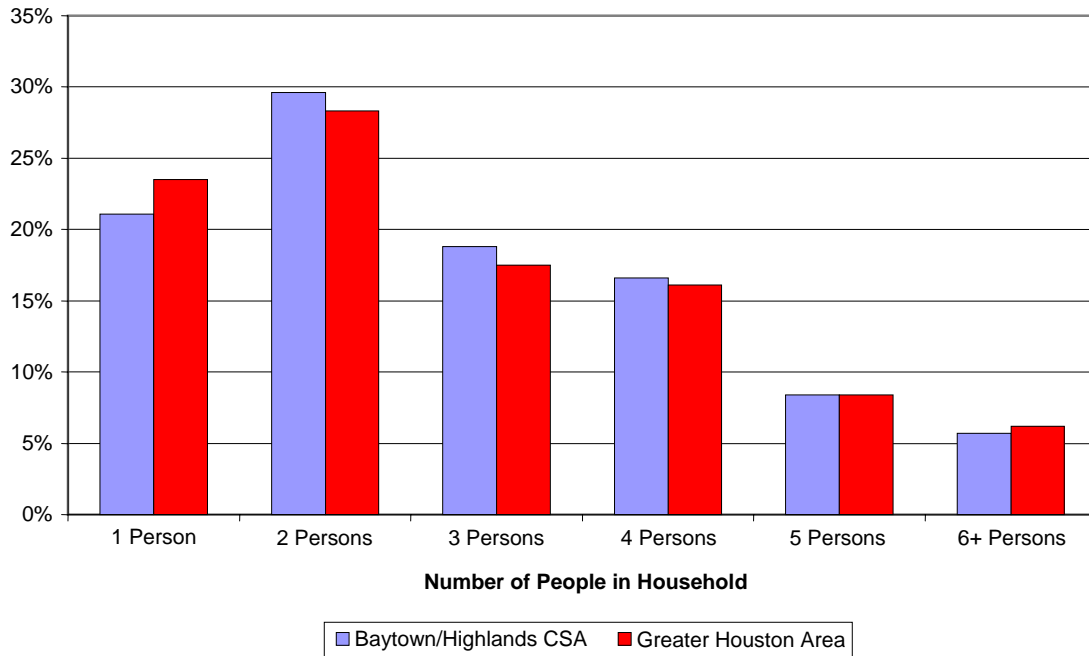
**Households by Count of Vehicles Available
Baytown/Highlands CSA and Greater Houston Area**



- The proportion of households with only one vehicle available in the Baytown/Highlands CSA is lower than in the Greater Houston Area (34.7% vs. 36.6%).
- The percentage of households with 2 or more vehicles available is greater in the Baytown/Highlands CSA than in the Greater Houston Area (58.9% vs. 55.8%)
- Most households in the Baytown/Highlands CSA have two vehicles available (42.5%).



**Households by Count of Persons
Baytown/Highlands CSA and Greater Houston Area**



- There are few differences in the count of persons by household, between the Baytown/Highlands CSA and the Greater Houston Area.
- There is a slightly higher percentage of households with three or more people in the Baytown/Highlands CSA, than in the Greater Houston Area (49.5% vs. 48.2%).
- There is a lower proportion of single person households in the Baytown/ Highlands CSA, than in the Greater Houston Area (21.1% vs. 23.5%).



Houston Profile Project Baytown/Highlands Area (CSA #4)

CSA Rankings

By
Key Lifestyle and Religion Questions

In this section we rank order the 45 CSAs by key religious and lifestyle questions. We use a form of hierarchical modeling in which individual responses to the lifestyle and religion questions in the HPP Poll are estimated with key socio-demographic measures from each CSA. These measures include age structure, race and ethnic composition, household structure, education, income, and housing values. The analysis produces an estimated average response to each question for each of the 45 CSAs. We subsequently rank the 45 CSAs based on these responses, and provide tables of these rankings in this section of the report. Please note that the measures reported here are those for which the hierarchal analysis proved useful. For some measures, the models did not perform well enough to allow us to report rankings with an acceptable level of confidence.

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CSA by Percent Who Get A Great Deal of Satisfaction from Their Neighborhood

Rank	CSA		
1	17.00	Holcombe/Bellaire	63.92%
2	11.00	Downtown/Montrose/River Oaks	59.28%
3	8.00	Clear Lake/Seabrook	56.39%
4	40.00	Woodlands	55.85%
5	35.00	Sugar Land/Stafford	55.60%
6	37.00	Villages/Galleria	55.11%
7	24.00	Missouri City/Fresno	54.90%
8	20.00	Katy Area	53.82%
9	30.00	Pearland	53.11%
10	34.00	Spring/Klein	51.02%
11	13.00	Fairfield/Cypress/Copperfield	51.02%
12	44.00	Manvel/Arcola/Rosharon	50.96%
13	21.00	Kingwood/Atascocita/Humble	50.74%
14	10.00	Deer Park	49.14%
15	23.00	League City/Webster/Friendswood	48.61%
16	22.00	La Porte/Bayport	48.41%
17	38.00	Waller/Hockley	47.95%
18	15.00	Heights	47.44%
19	42.00	Magnolia	46.15%
20	19.00	Jersey Village	45.63%
21	39.00	West Memorial/Westheimer	45.51%
22	9.00	Crosby/Huffman	45.40%
23	7.00	Champions	45.30%
24	36.00	Tomball	44.57%
25	5.00	Bear Creek/West Little York	43.06%
26	41.00	Richmond/Rosenberg	41.47%
27	43.00	Dickinson/San Leon	41.14%
28	45.00	Alvin	39.60%
29	4.00	Baytown/Highlands	39.47%
30	16.00	Hobby/Sagemont	38.77%
31	26.00	North Shore/Channelview	37.10%
32	31.00	SE Montgomery County	36.59%
33	29.00	Pasadena/South Houston	35.89%
34	6.00	Braeswood	35.81%
35	28.00	Northside	35.22%
36	32.00	South Central	35.14%
37	33.00	Spring Branch/Oak Forest	34.69%
38	18.00	Galena Park/Jacinto City	33.48%
39	3.00	Almeda Genoa	32.35%
40	2.00	Alief/Sharpstown	32.17%
41	25.00	North Belt	31.23%
42	12.00	East End/Gulfgate	30.34%
43	27.00	North Forest	29.42%
44	1.00	Aldine	27.67%
45	14.00	Fifth Ward/Denver Harbor	20.49%



Percent Who Get A Great Deal of Satisfaction from Their Neighborhood Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks in the upper bottom half of all CSAs in the Greater Houston Area on neighborhood satisfaction.
- 39.47% of adults living in the Baytown/Highlands CSA receive a great deal of satisfaction from their neighborhood.
- However, there is less neighborhood satisfaction in the Baytown/Highlands CSA than in the Greater Houston Area.
- For the Greater Houston Area, 55% report receiving a great deal of satisfaction from their neighborhood.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA an estimated 27,800 adults receive a great deal of satisfaction from their neighborhood.



CSA by Percent Who Receive A Great Deal of Satisfaction From Their Family

Rank	CSA		
1	20.00	Katy Area	86.64%
2	40.00	Woodlands	85.87%
3	34.00	Spring/Klein	84.93%
4	13.00	Fairfield/Cypress/Copperfield	84.37%
5	10.00	Deer Park	82.99%
6	21.00	Kingwood/Atascocita/Humble	82.96%
7	24.00	Missouri City/Fresno	82.32%
8	35.00	Sugar Land/Stafford	80.81%
9	8.00	Clear Lake/Seabrook	80.67%
10	30.00	Pearland	80.44%
11	36.00	Tomball	80.29%
12	41.00	Richmond/Rosenberg	80.17%
13	23.00	League City/Webster/Friendswood	80.16%
14	22.00	La Porte/Bayport	79.78%
15	5.00	Bear Creek/West Little York	79.20%
16	42.00	Magnolia	78.84%
17	19.00	Jersey Village	78.80%
18	3.00	Almeda Genoa	78.46%
19	17.00	Holcombe/Bellaire	77.03%
20	45.00	Alvin	76.83%
21	37.00	Villages/Galleria	76.77%
22	9.00	Crosby/Huffman	76.65%
23	4.00	Baytown/Highlands	76.38%
24	26.00	North Shore/Channelview	76.34%
25	25.00	North Belt	76.17%
26	7.00	Champions	76.10%
27	29.00	Pasadena/South Houston	75.96%
28	1.00	Aldine	75.93%
29	39.00	West Memorial/Westheimer	75.09%
30	44.00	Manvel/Arcola/Rosharon	74.54%
31	16.00	Hobby/Sagemont	74.31%
32	33.00	Spring Branch/Oak Forest	74.15%
33	14.00	Fifth Ward/Denver Harbor	74.08%
34	43.00	Dickinson/San Leon	74.07%
35	15.00	Heights	74.06%
36	31.00	SE Montgomery County	73.78%
37	6.00	Braeswood	73.31%
38	18.00	Galena Park/Jacinto City	72.63%
39	38.00	Waller/Hockley	72.61%
40	12.00	East End/Gulfgate	71.82%
41	2.00	Alief/Sharpstown	70.96%
42	27.00	North Forest	70.53%
43	11.00	Downtown/Montrose/River Oaks	68.69%
44	32.00	South Central	65.26%
45	28.00	Northside	64.01%



Percent Who Receive A Great Deal of Satisfaction From Their Family Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks in the middle of all CSAs in the Greater Houston Area on family satisfaction.
- 76.38% of adults living in the Baytown/Highlands CSA receive a great deal of satisfaction from their families.
- For the Greater Houston Area, 79% report receiving a great deal of satisfaction from their families.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA an estimated 53,800 adults receive a great deal of satisfaction from their families.
- However, that means over 16,600 adults in the Baytown/Highlands CSA do not receive a great deal of satisfaction from their families.
- This is important for church outreach missions because research by Stark (2000) shows that people who are not embedded in satisfactory family relationships are more open to new relationships than those who have an established functional network of family and friends.
- Therefore, local churches may have an opportunity to make connections with those who do not receive a great deal of satisfaction with family life.



CSA by Percent Who Report Great Deal of Satisfaction From Their Friends

Rank	CSA		
1	17.00	Holcombe/Bellaire	99.61%
2	8.00	Clear Lake/Seabrook	96.03%
3	37.00	Villages/Galleria	95.84%
4	11.00	Downtown/Montrose/River Oaks	95.27%
5	40.00	Woodlands	89.01%
6	39.00	West Memorial/Westheimer	88.77%
7	35.00	Sugar Land/Stafford	86.41%
8	20.00	Katy Area	81.70%
9	24.00	Missouri City/Fresno	81.14%
10	23.00	League City/Webster/Friendswood	78.61%
11	30.00	Pearland	77.77%
12	13.00	Fairfield/Cypress/Copperfield	76.85%
13	21.00	Kingwood/Atascocita/Humble	76.38%
14	15.00	Heights	75.93%
15	6.00	Braeswood	75.91%
16	34.00	Spring/Klein	75.08%
17	7.00	Champions	74.68%
18	19.00	Jersey Village	69.53%
19	36.00	Tomball	62.08%
20	5.00	Bear Creek/West Little York	61.17%
21	32.00	South Central	57.89%
22	33.00	Spring Branch/Oak Forest	57.71%
23	10.00	Deer Park	56.87%
24	43.00	Dickinson/San Leon	55.96%
25	38.00	Waller/Hockley	55.94%
26	2.00	Alief/Sharpstown	55.64%
27	41.00	Richmond/Rosenberg	55.07%
28	16.00	Hobby/Sagemont	53.98%
29	4.00	Baytown/Highlands	52.50%
30	22.00	La Porte/Bayport	51.28%
31	3.00	Almeda Genoa	50.49%
32	42.00	Magnolia	48.83%
33	9.00	Crosby/Huffman	47.76%
34	45.00	Alvin	47.74%
35	29.00	Pasadena/South Houston	46.82%
36	25.00	North Belt	46.21%
37	1.00	Aldine	43.69%
38	26.00	North Shore/Channelview	42.97%
39	44.00	Manvel/Arcola/Rosharon	41.14%
40	18.00	Galena Park/Jacinto City	39.43%
41	12.00	East End/Gulfgate	38.24%
42	27.00	North Forest	37.38%
43	31.00	SE Montgomery County	36.81%
44	28.00	Northside	33.31%
45	14.00	Fifth Ward/Denver Harbor	31.23%



Percent Who Receive A Great Deal of Satisfaction From Their Friends Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks in the upper bottom half of all CSAs in the Greater Houston Area on satisfaction from friends.
- 52.50% of adults living in the Baytown/Highlands CSA receive a great deal of satisfaction from their friends.
- This percentage is much lower than in the Greater Houston Area.
- For the Greater Houston Area, 69% report receiving a great deal of satisfaction from their friends.
- Adults in the Baytown/Highlands CSA are much more satisfied with their families (76.38%) and friendships (52.50%) than with their neighborhood (39.47%).
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA an estimated 37,000 adults receive a great deal of satisfaction from their friends.
- This means, however, that almost 33,500 adults in the Baytown/Highlands CSA are less satisfied with their friendships.
- This is important for church outreach missions because research by Stark (2000) shows that people who are not embedded in satisfactory friendships are more open to new relationships than those who have an established functional network of family and friends.
- Therefore, local churches have an opportunity to make connections with those who do not receive a great deal of satisfaction with friendships.



CSA by Percent Who Report Successfully Balancing Work and Family

Rank	CSA	
1	10.00	Deer Park 40.77%
2	37.00	Villages/Galleria 37.24%
3	15.00	Heights 36.51%
4	22.00	La Porte/Bayport 36.42%
5	11.00	Downtown/Montrose/River Oaks 35.87%
6	29.00	Pasadena/South Houston 33.88%
7	1.00	Aldine 33.23%
8	16.00	Hobby/Sagemont 33.06%
9	41.00	Richmond/Rosenberg 32.70%
10	33.00	Spring Branch/Oak Forest 31.83%
11	34.00	Spring/Klein 31.45%
12	7.00	Champions 31.30%
13	26.00	North Shore/Channelview 31.06%
14	25.00	North Belt 31.03%
15	45.00	Alvin 31.00%
16	4.00	Baytown/Highlands 30.78%
17	21.00	Kingwood/Atascocita/Humble 30.06%
18	20.00	Katy Area 30.05%
19	3.00	Almeda Genoa 29.86%
20	40.00	Woodlands 29.74%
21	13.00	Fairfield/Cypress/Copperfield 29.64%
22	19.00	Jersey Village 29.57%
23	35.00	Sugar Land/Stafford 29.54%
24	30.00	Pearland 29.31%
25	12.00	East End/Gulfgate 28.74%
26	5.00	Bear Creek/West Little York 28.69%
27	9.00	Crosby/Huffman 28.29%
28	2.00	Alief/Sharpstown 28.25%
29	44.00	Manvel/Arcola/Rosharon 27.92%
30	23.00	League City/Webster/Friendswood 27.83%
31	18.00	Galena Park/Jacinto City 27.62%
32	24.00	Missouri City/Fresno 27.41%
33	43.00	Dickinson/San Leon 27.35%
34	39.00	West Memorial/Westheimer 27.23%
35	36.00	Tomball 27.03%
36	42.00	Magnolia 26.59%
37	17.00	Holcombe/Bellaire 26.55%
38	6.00	Braeswood 25.88%
39	31.00	SE Montgomery County 25.42%
40	8.00	Clear Lake/Seabrook 24.76%
41	38.00	Waller/Hockley 23.92%
42	28.00	Northside 23.47%
43	32.00	South Central 21.83%
44	14.00	Fifth Ward/Denver Harbor 21.70%
45	27.00	North Forest 21.65%



Percent Who Report Successfully Balancing Work and Family Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks in the upper half of all CSAs in the Greater Houston Area on success at balancing work and family.
- 30.78% of adults living in the Baytown/Highlands CSA report being successful at balancing the dual demands of work and family.
- Compared with the Greater Houston Area, the Baytown/Highlands CSA percentage is slightly lower.
- For the Greater Houston Area, 34% report being successful at balancing the dual demands of work and family.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA an estimated 21,700 adults report being successful at balancing work and family lives.
- This means, however, that over 48,700 adults, or a majority of adults in the Baytown/ Highlands CSA, are not as successful at balancing work and family lives.
- This is important for church missions because research shows that the strains of balancing work and family life are among the leading causes of family dissolution (Kendall 2004).
- Working in the Baytown/Highlands CSA's neighborhoods to help families be more successful at managing the dual demands of family and work life is a potential community ministry program.



CSA by Percent Generally Happy with Their Lives

Rank	CSA		
1	17.00	Holcombe/Bellaire	56.42%
2	8.00	Clear Lake/Seabrook	55.74%
3	40.00	Woodlands	52.63%
4	20.00	Katy Area	51.39%
5	34.00	Spring/Klein	50.88%
6	15.00	Heights	50.79%
7	13.00	Fairfield/Cypress/Copperfield	50.70%
8	39.00	West Memorial/Westheimer	50.68%
9	37.00	Villages/Galleria	50.68%
10	23.00	League City/Webster/Friendswood	50.48%
11	35.00	Sugar Land/Stafford	50.44%
12	30.00	Pearland	49.80%
13	10.00	Deer Park	49.65%
14	21.00	Kingwood/Atascocita/Humble	49.64%
15	19.00	Jersey Village	49.08%
16	7.00	Champions	48.52%
17	11.00	Downtown/Montrose/River Oaks	48.33%
18	22.00	La Porte/Bayport	47.84%
19	5.00	Bear Creek/West Little York	47.69%
20	24.00	Missouri City/Fresno	47.26%
21	36.00	Tomball	46.52%
22	16.00	Hobby/Sagemont	46.32%
23	45.00	Alvin	46.22%
24	33.00	Spring Branch/Oak Forest	46.05%
25	29.00	Pasadena/South Houston	46.02%
26	4.00	Baytown/Highlands	45.99%
27	6.00	Braeswood	45.87%
28	41.00	Richmond/Rosenberg	45.86%
29	43.00	Dickinson/San Leon	45.84%
30	9.00	Crosby/Huffman	45.27%
31	42.00	Magnolia	44.59%
32	38.00	Waller/Hockley	44.33%
33	2.00	Alief/Sharpstown	44.11%
34	26.00	North Shore/Channelview	44.03%
35	1.00	Aldine	43.59%
36	31.00	SE Montgomery County	43.16%
37	12.00	East End/Gulfgate	42.66%
38	44.00	Manvel/Arcola/Rosharon	42.11%
39	25.00	North Belt	42.06%
40	18.00	Galena Park/Jacinto City	42.05%
41	3.00	Almeda Genoa	41.70%
42	28.00	Northside	40.97%
43	14.00	Fifth Ward/Denver Harbor	39.13%
44	32.00	South Central	38.63%
45	27.00	North Forest	36.58%



Percent Who Are Generally Happy With Their Lives Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks in the upper bottom half of all CSAs in the Greater Houston Area on overall happiness.
- 45.99% of adults living in the Baytown/Highlands CSA report being generally happy.
- This number is slightly lower than in the Greater Houston Area.
- For the Greater Houston Area, 48% report being happy.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA an estimated 32,400 adults report being happy.
- This means, however, that over 38,000 adults, are not very happy.
- As with satisfaction with family and friends, those who are not happy may be more amenable to new relationships. This is important for church outreach missions because research by Stark (2000) shows that people who are not happy are open to ministry.



CSA by Percent Who Attend Church at Least Once a Week

Rank	CSA	Percent
1	14.00 Fifth Ward/Denver Harbor	50.02%
2	3.00 Alameda Genoa	45.30%
3	27.00 North Forest	42.65%
4	24.00 Missouri City/Fresno	42.27%
5	25.00 North Belt	40.11%
6	12.00 East End/Gulfgate	39.77%
7	18.00 Galena Park/Jacinto City	39.44%
8	1.00 Aldine	38.38%
9	32.00 South Central	36.97%
10	44.00 Manvel/Arcola/Rosharon	36.87%
11	41.00 Richmond/Rosenberg	36.78%
12	20.00 Katy Area	36.59%
13	35.00 Sugar Land/Stafford	36.00%
14	26.00 North Shore/Channelview	35.09%
15	2.00 Alief/Sharpstown	34.77%
16	10.00 Deer Park	34.29%
17	29.00 Pasadena/South Houston	33.86%
18	34.00 Spring/Klein	33.55%
19	21.00 Kingwood/Atascocita/Humble	32.92%
20	5.00 Bear Creek/West Little York	32.73%
21	16.00 Hobby/Sagemont	32.61%
22	33.00 Spring Branch/Oak Forest	32.34%
23	40.00 Woodlands	31.94%
24	28.00 Northside	31.84%
25	6.00 Braeswood	31.80%
26	22.00 La Porte/Bayport	31.69%
27	4.00 Baytown/Highlands	31.56%
28	13.00 Fairfield/Cypress/Copperfield	30.96%
29	15.00 Heights	30.71%
30	30.00 Pearland	30.58%
31	19.00 Jersey Village	30.40%
32	45.00 Alvin	29.59%
33	42.00 Magnolia	29.20%
34	43.00 Dickinson/San Leon	28.81%
35	36.00 Tomball	28.76%
36	23.00 League City/Webster/Friendswood	28.00%
37	7.00 Champions	27.50%
38	9.00 Crosby/Huffman	27.44%
39	31.00 SE Montgomery County	27.25%
40	8.00 Clear Lake/Seabrook	27.07%
41	38.00 Waller/Hockley	23.63%
42	39.00 West Memorial/Westheimer	23.23%
43	17.00 Holcombe/Bellaire	22.35%
44	37.00 Villages/Galleria	19.59%
45	11.00 Downtown/Montrose/River Oaks	15.39%



Percent Who Attend Church at Least Once a Week Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks in the upper bottom half of all CSAs in the Greater Houston Area on weekly church attendance.
- 31.56% of adults living in the Baytown/Highlands CSA attend church at least once a week.
- The average for the Greater Houston Area is 40% of adults attend church at least once a week.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, over 22,200 adults attend church every week.
- This does not mean that they necessarily attend church in the geographical Baytown/Highlands CSA.
- In the Baytown/Highlands CSA almost 48,200 adults, or a majority of adults in the Baytown/Highlands CSA do not attend church weekly.



CSA by Percent Who Never Attend Church

Rank	CSA		
1	11.00	Downtown/Montrose/River Oaks	30.18%
2	15.00	Heights	21.29%
3	28.00	Northside	20.18%
4	16.00	Hobby/Sagemont	19.53%
5	29.00	Pasadena/South Houston	19.19%
6	38.00	Waller/Hockley	19.04%
7	17.00	Holcombe/Bellaire	18.97%
8	37.00	Villages/Galleria	17.53%
9	33.00	Spring Branch/Oak Forest	17.52%
10	12.00	East End/Gulfgate	17.11%
11	22.00	La Porte/Bayport	16.53%
12	45.00	Alvin	16.24%
13	39.00	West Memorial/Westheimer	16.03%
14	7.00	Champions	15.83%
15	43.00	Dickinson/San Leon	15.74%
16	4.00	Baytown/Highlands	15.47%
17	26.00	North Shore/Channelview	15.20%
18	18.00	Galena Park/Jacinto City	14.51%
19	6.00	Braeswood	14.27%
20	10.00	Deer Park	14.19%
21	2.00	Alief/Sharpstown	13.42%
22	5.00	Bear Creek/West Little York	13.39%
23	19.00	Jersey Village	13.32%
24	9.00	Crosby/Huffman	13.32%
25	1.00	Aldine	13.08%
26	30.00	Pearland	13.04%
27	44.00	Manvel/Arcola/Rosharon	12.96%
28	23.00	League City/Webster/Friendswood	12.71%
29	31.00	SE Montgomery County	12.36%
30	8.00	Clear Lake/Seabrook	11.87%
31	41.00	Richmond/Rosenberg	11.68%
32	42.00	Magnolia	10.74%
33	21.00	Kingwood/Atascocita/Humble	10.08%
34	25.00	North Belt	9.77%
35	36.00	Tomball	9.76%
36	32.00	South Central	9.55%
37	35.00	Sugar Land/Stafford	9.34%
38	34.00	Spring/Klein	9.19%
39	13.00	Fairfield/Cypress/Copperfield	9.05%
40	40.00	Woodlands	8.15%
41	20.00	Katy Area	8.10%
42	24.00	Missouri City/Fresno	8.10%
43	3.00	Almeda Genoa	7.56%
44	27.00	North Forest	5.79%
45	14.00	Fifth Ward/Denver Harbor	4.27%



Percent Who Never Attend Church Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks in the upper half of all CSAs on percent who never attend church.
- 15.47% of adults living in the Baytown/Highlands CSA never attend church.
- This percentage is higher than the rate of non-attendance for the Greater Houston Area, in which 9% of adults never attend church.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, almost 10,900 adults never attend church.
- In the Baytown/Highlands CSA, over 37,300 adults attend church occasionally, but not every week.



CSA by Percent Who Consider Themselves Born Again

Rank	CSA		
1	27.00	North Forest	78.59%
2	14.00	Fifth Ward/Denver Harbor	77.27%
3	3.00	Almeda Genoa	74.59%
4	32.00	South Central	73.61%
5	25.00	North Belt	68.83%
6	44.00	Manvel/Arcola/Rosharon	66.20%
7	24.00	Missouri City/Fresno	65.19%
8	10.00	Deer Park	63.27%
9	18.00	Galena Park/Jacinto City	61.94%
10	1.00	Aldine	60.67%
11	41.00	Richmond/Rosenberg	60.61%
12	22.00	La Porte/Bayport	60.19%
13	42.00	Magnolia	60.15%
14	31.00	SE Montgomery County	60.04%
15	26.00	North Shore/Channelview	59.96%
16	9.00	Crosby/Huffman	59.32%
17	4.00	Baytown/Highlands	59.31%
18	34.00	Spring/Klein	58.72%
19	43.00	Dickinson/San Leon	57.99%
20	21.00	Kingwood/Atascocita/Humble	57.53%
21	2.00	Alief/Sharpstown	57.39%
22	45.00	Alvin	57.32%
23	36.00	Tomball	57.04%
24	20.00	Katy Area	56.68%
25	5.00	Bear Creek/West Little York	55.75%
26	12.00	East End/Gulfgate	55.06%
27	16.00	Hobby/Sagemont	54.59%
28	29.00	Pasadena/South Houston	54.59%
29	13.00	Fairfield/Cypress/Copperfield	54.38%
30	19.00	Jersey Village	53.72%
31	40.00	Woodlands	53.09%
32	30.00	Pearland	52.99%
33	33.00	Spring Branch/Oak Forest	52.92%
34	6.00	Braeswood	52.85%
35	23.00	League City/Webster/Friendswood	52.02%
36	35.00	Sugar Land/Stafford	51.98%
37	28.00	Northside	51.54%
38	7.00	Champions	51.35%
39	38.00	Waller/Hockley	50.59%
40	15.00	Heights	48.45%
41	39.00	West Memorial/Westheimer	43.07%
42	8.00	Clear Lake/Seabrook	42.78%
43	37.00	Villages/Galleria	34.18%
44	11.00	Downtown/Montrose/River Oaks	27.24%
45	17.00	Holcombe/Bellaire	26.44%



Percent Who Consider Themselves Born Again Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks in the upper half of all CSAs in the Greater Houston Area on percent who consider themselves born again.
- 59.31% of adults living in the Baytown/Highlands CSA consider themselves born again.
- The average for the Greater Houston Area is 52%.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, an estimated 41,800 adults consider themselves to be born again.
- Being born again, however, does not necessarily translate into weekly church attendance in the Baytown/Highlands CSA.
- Over 19,500 more adults in the Baytown/Highlands CSA report being born again than report attending church each week.



CSA by Percent Likely to Read Bible When Having Problems

Rank	CSA		
1	14.00	Fifth Ward/Denver Harbor	91.14%
2	27.00	North Forest	89.82%
3	3.00	Almeda Genoa	87.58%
4	32.00	South Central	85.79%
5	25.00	North Belt	84.10%
6	44.00	Manvel/Arcola/Rosharon	82.26%
7	24.00	Missouri City/Fresno	81.74%
8	18.00	Galena Park/Jacinto City	80.16%
9	41.00	Richmond/Rosenberg	79.42%
10	1.00	Aldine	77.64%
11	26.00	North Shore/Channelview	77.09%
12	10.00	Deer Park	76.74%
13	42.00	Magnolia	76.43%
14	12.00	East End/Gulfgate	76.32%
15	2.00	Alief/Sharpstown	76.08%
16	43.00	Dickinson/San Leon	75.58%
17	4.00	Baytown/Highlands	75.27%
18	6.00	Braeswood	75.17%
19	31.00	SE Montgomery County	74.68%
20	36.00	Tomball	74.43%
21	34.00	Spring/Klein	74.42%
22	20.00	Katy Area	74.31%
23	22.00	La Porte/Bayport	74.10%
24	5.00	Bear Creek/West Little York	73.89%
25	45.00	Alvin	73.88%
26	21.00	Kingwood/Atascocita/Humble	73.81%
27	33.00	Spring Branch/Oak Forest	73.68%
28	29.00	Pasadena/South Houston	73.25%
29	16.00	Hobby/Sagemont	72.62%
30	9.00	Crosby/Huffman	72.14%
31	13.00	Fairfield/Cypress/Copperfield	71.27%
32	19.00	Jersey Village	70.87%
33	40.00	Woodlands	70.76%
34	30.00	Pearland	70.19%
35	35.00	Sugar Land/Stafford	69.89%
36	7.00	Champions	69.71%
37	28.00	Northside	69.57%
38	23.00	League City/Webster/Friendswood	68.96%
39	39.00	West Memorial/Westheimer	65.77%
40	38.00	Waller/Hockley	65.73%
41	15.00	Heights	64.37%
42	37.00	Villages/Galleria	62.67%
43	8.00	Clear Lake/Seabrook	59.69%
44	11.00	Downtown/Montrose/River Oaks	52.37%
45	17.00	Holcombe/Bellaire	49.50%



**Percent Who Read the Bible or Other Inspired Literature
When Having Problems
Baytown/Highlands CSA**

- The Baytown/Highlands CSA ranks in the lower upper half of all CSAs in the Greater Houston Area on percent who read the Bible or other inspired literature when they have a problem.
- 75.27% report reading the Bible or other inspired literature when they have a problem.
- The average for the Greater Houston Area is 72%.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, over 53,000 adults report reading the Bible or other inspired literature when they have a problem.
- Despite lower levels of regular church attendance and higher levels of non-attendance, there appears to still be a high level of spiritual interest in the Baytown/Highlands CSA.



CSA by Percent Likely to See Religious Counselor When Having Problems

Rank	CSA		
1	3.00	Almeda Genoa	58.95%
2	14.00	Fifth Ward/Denver Harbor	55.60%
3	25.00	North Belt	54.78%
4	27.00	North Forest	54.70%
5	1.00	Aldine	53.41%
6	32.00	South Central	48.38%
7	26.00	North Shore/Channelview	45.09%
8	2.00	Alief/Sharpstown	44.08%
9	24.00	Missouri City/Fresno	43.66%
10	20.00	Katy Area	43.33%
11	13.00	Fairfield/Cypress/Copperfield	43.21%
12	38.00	Waller/Hockley	43.04%
13	6.00	Braeswood	41.59%
14	21.00	Kingwood/Atascocita/Humble	41.47%
15	34.00	Spring/Klein	41.44%
16	9.00	Crosby/Huffman	40.95%
17	36.00	Tomball	40.90%
18	18.00	Galena Park/Jacinto City	40.88%
19	16.00	Hobby/Sagemont	40.77%
20	4.00	Baytown/Highlands	40.75%
21	5.00	Bear Creek/West Little York	40.61%
22	41.00	Richmond/Rosenberg	40.28%
23	40.00	Woodlands	40.16%
24	29.00	Pasadena/South Houston	39.86%
25	7.00	Champions	39.60%
26	33.00	Spring Branch/Oak Forest	39.01%
27	31.00	SE Montgomery County	38.90%
28	45.00	Alvin	38.54%
29	19.00	Jersey Village	38.54%
30	12.00	East End/Gulfgate	38.50%
31	10.00	Deer Park	38.03%
32	22.00	La Porte/Bayport	37.87%
33	23.00	League City/Webster/Friendswood	37.69%
34	42.00	Magnolia	37.24%
35	30.00	Pearland	35.79%
36	35.00	Sugar Land/Stafford	35.79%
37	39.00	West Memorial/Westheimer	34.61%
38	43.00	Dickinson/San Leon	34.17%
39	28.00	Northside	33.97%
40	8.00	Clear Lake/Seabrook	32.29%
41	37.00	Villages/Galleria	31.38%
42	17.00	Holcombe/Bellaire	30.39%
43	15.00	Heights	30.10%
44	11.00	Downtown/Montrose/River Oaks	29.24%
45	44.00	Manvel/Arcola/Rosharon	28.71%



Percent Likely To See A Religious Counselor When Having Problems Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks near the middle of all CSAs in the Greater Houston Area on percent who are likely to see a religious counselor when they have problems.
- Only 40.75% of adults in the Baytown/Highlands CSA report they are likely to see a religious counselor when they have problems.
- The average for the Greater Houston Area is nearly identical at 40%.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, approximately 28,700 adults report they are likely to see a religious counselor when they have problems.
- However, over 41,700 adults in the Baytown/Highlands CSA do not report that they are likely to see a religious counselor when they have problems.



CSA by Percent Who Would Seek Help in Place of Worship When Having Problems

Rank	CSA		
1	14.00	Fifth Ward/Denver Harbor	47.55%
2	27.00	North Forest	42.13%
3	1.00	Aldine	42.06%
4	3.00	Almeda Genoa	40.72%
5	25.00	North Belt	39.68%
6	31.00	SE Montgomery County	38.19%
7	32.00	South Central	37.89%
8	9.00	Crosby/Huffman	36.34%
9	10.00	Deer Park	36.08%
10	2.00	Alief/Sharpstown	35.10%
11	26.00	North Shore/Channelview	34.61%
12	42.00	Magnolia	34.46%
13	36.00	Tomball	34.27%
14	4.00	Baytown/Highlands	34.16%
15	22.00	La Porte/Bayport	33.85%
16	34.00	Spring/Klein	33.81%
17	29.00	Pasadena/South Houston	33.42%
18	45.00	Alvin	33.40%
19	35.00	Sugar Land/Stafford	33.39%
20	18.00	Galena Park/Jacinto City	33.36%
21	21.00	Kingwood/Atascocita/Humble	33.22%
22	12.00	East End/Gulfgate	33.02%
23	20.00	Katy Area	32.98%
24	40.00	Woodlands	32.94%
25	41.00	Richmond/Rosenberg	32.92%
26	13.00	Fairfield/Cypress/Copperfield	32.26%
27	33.00	Spring Branch/Oak Forest	31.16%
28	16.00	Hobby/Sagemont	30.98%
29	28.00	Northside	30.71%
30	19.00	Jersey Village	30.69%
31	5.00	Bear Creek/West Little York	30.62%
32	24.00	Missouri City/Fresno	30.49%
33	23.00	League City/Webster/Friendswood	30.21%
34	44.00	Manvel/Arcola/Rosharon	29.95%
35	30.00	Pearland	29.83%
36	43.00	Dickinson/San Leon	29.67%
37	38.00	Waller/Hockley	29.34%
38	6.00	Braeswood	29.27%
39	15.00	Heights	29.17%
40	7.00	Champions	28.97%
41	8.00	Clear Lake/Seabrook	28.06%
42	39.00	West Memorial/Westheimer	24.02%
43	17.00	Holcombe/Bellaire	23.99%
44	37.00	Villages/Galleria	23.21%
45	11.00	Downtown/Montrose/River Oaks	20.79%



Percent Who Would Seek Help In A Place of Worship When Having Problems Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks fourteenth of all CSAs in the Greater Houston Area on percent who would seek help in a place of worship when they have problems.
- Only 34.16% of adults in the Baytown/Highlands CSA report they would seek help in a place of worship when they have problems.
- The average for the Greater Houston Area is nearly the same at 33%.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, almost 24,100 adults report they would seek help in a place of worship when they have problems.
- However, almost 46,400 adults in the Baytown/Highlands CSA do not report that they are likely to seek help in a place of worship when they have problems.
- Fewer people attend church in the Baytown/Highlands CSA on a weekly basis (31.56%) than would seek help in a place of worship (34.16%) or from a religious counselor (40.75%) when they have a problem.



CSA by Percent Who Pray When Having Problems

Rank	CSA		
1	14.00	Fifth Ward/Denver Harbor	98.18%
2	27.00	North Forest	96.15%
3	32.00	South Central	93.13%
4	3.00	Almeda Genoa	92.80%
5	31.00	SE Montgomery County	92.50%
6	25.00	North Belt	92.45%
7	12.00	East End/Gulfgate	92.38%
8	2.00	Alief/Sharpstown	92.20%
9	18.00	Galena Park/Jacinto City	92.05%
10	44.00	Manvel/Arcola/Rosharon	91.59%
11	1.00	Aldine	91.50%
12	42.00	Magnolia	91.13%
13	28.00	Northside	90.74%
14	36.00	Tomball	90.61%
15	41.00	Richmond/Rosenberg	90.56%
16	6.00	Braeswood	89.69%
17	35.00	Sugar Land/Stafford	89.39%
18	43.00	Dickinson/San Leon	89.11%
19	33.00	Spring Branch/Oak Forest	89.03%
20	26.00	North Shore/Channelview	88.81%
21	24.00	Missouri City/Fresno	88.33%
22	45.00	Alvin	88.15%
23	5.00	Bear Creek/West Little York	88.08%
24	4.00	Baytown/Highlands	88.03%
25	9.00	Crosby/Huffman	87.79%
26	29.00	Pasadena/South Houston	87.69%
27	34.00	Spring/Klein	87.56%
28	20.00	Katy Area	87.50%
29	13.00	Fairfield/Cypress/Copperfield	87.09%
30	19.00	Jersey Village	87.07%
31	21.00	Kingwood/Atascocita/Humble	87.06%
32	40.00	Woodlands	86.79%
33	23.00	League City/Webster/Friendswood	85.81%
34	16.00	Hobby/Sagemont	85.59%
35	10.00	Deer Park	85.20%
36	30.00	Pearland	85.19%
37	39.00	West Memorial/Westheimer	84.55%
38	7.00	Champions	84.29%
39	22.00	La Porte/Bayport	84.15%
40	8.00	Clear Lake/Seabrook	83.42%
41	15.00	Heights	82.01%
42	38.00	Waller/Hockley	80.71%
43	37.00	Villages/Galleria	80.25%
44	17.00	Holcombe/Bellaire	72.14%
45	11.00	Downtown/Montrose/River Oaks	68.57%



Percent Who Pray When Having Problems Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks near the middle of all CSAs in the Greater Houston Area on percent who pray when they have problems.
- However, 88.03% of adults in the Baytown/Highlands CSA report they are likely to pray when they have problems.
- The average for the Greater Houston Area is slightly lower at 87%.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, almost 62,000 adults report they would pray when they have problems.
- However, over 8,400 adults in the Baytown/Highlands CSA do not report that they are likely to pray when they have problems.



CSA by Percent Who Have No Doubts About the Existence of God

Rank	CSA	Percent
1	14.00 Fifth Ward/Denver Harbor	91.87%
2	27.00 North Forest	90.34%
3	31.00 SE Montgomery County	88.70%
4	32.00 South Central	88.01%
5	9.00 Crosby/Huffman	85.38%
6	3.00 Almeda Genoa	84.99%
7	42.00 Magnolia	84.55%
8	44.00 Manvel/Arcola/Rosharon	84.49%
9	10.00 Deer Park	83.20%
10	25.00 North Belt	83.05%
11	1.00 Aldine	82.95%
12	4.00 Baytown/Highlands	82.23%
13	45.00 Alvin	82.13%
14	22.00 La Porte/Bayport	82.10%
15	18.00 Galena Park/Jacinto City	81.95%
16	26.00 North Shore/Channelview	81.05%
17	43.00 Dickinson/San Leon	79.90%
18	28.00 Northside	79.45%
19	36.00 Tomball	79.21%
20	29.00 Pasadena/South Houston	78.67%
21	12.00 East End/Gulfgate	78.51%
22	2.00 Alief/Sharpstown	77.50%
23	34.00 Spring/Klein	76.62%
24	41.00 Richmond/Rosenberg	76.57%
25	38.00 Waller/Hockley	76.30%
26	21.00 Kingwood/Atascocita/Humble	75.58%
27	5.00 Bear Creek/West Little York	75.30%
28	16.00 Hobby/Sagemont	74.07%
29	24.00 Missouri City/Fresno	73.15%
30	19.00 Jersey Village	72.68%
31	23.00 League City/Webster/Friendswood	72.56%
32	20.00 Katy Area	72.54%
33	33.00 Spring Branch/Oak Forest	72.26%
34	30.00 Pearland	72.13%
35	13.00 Fairfield/Cypress/Copperfield	70.35%
36	35.00 Sugar Land/Stafford	69.74%
37	40.00 Woodlands	69.61%
38	6.00 Braeswood	68.02%
39	15.00 Heights	65.65%
40	7.00 Champions	65.29%
41	8.00 Clear Lake/Seabrook	61.91%
42	39.00 West Memorial/Westheimer	51.46%
43	17.00 Holcombe/Bellaire	33.63%
44	37.00 Villages/Galleria	28.92%
45	11.00 Downtown/Montrose/River Oaks	25.98%



Percent Who Have No Doubts About the Existence of God Baytown/Highlands CSA

- The Baytown/Highlands CSA ranks twelfth of all CSAs in the Greater Houston Area on percentage who have no doubts about the existence of God.
- 82.23% of adults in the Baytown/Highlands CSA report no doubts about the existence of God.
- This figure is slightly higher than the 78% for the Greater Houston Area.
- There are an estimated 70,426 adults living in the Baytown/Highlands CSA.
- In the Baytown/Highlands CSA, over 57,900 adults report no doubts about the existence of God.
- However, over 12,500 adults in the Baytown/Highlands CSA do report that they have some doubts about the existence of God.



Houston Profile Project Baytown/Highlands Area (CSA #4)

Key Leader Interviews

In this section, the results from individual, face-to-face interviews with key leaders in the CSA community are presented. The interviews were conducted by HPP volunteers using a standardized questionnaire developed by CCRD. Various key positions within the community were identified and the individual leaders that filled that particular position were contacted. If the key leader agreed to an interview, the results are included, maintaining confidentiality. The various responses are listed by question and categorized by topic. The key leader positions included elected community leaders, managers of large employers in the area, principals of local schools, civic organization leaders, labor union leaders, local Chamber of Commerce representatives, editors of neighborhood newspapers, directors of minority interest group, law enforcement officers, and leaders of major places of worship.

Center for Community Research and Development
Community Poll 98



Key Leader Interviews
CSA #4 – Baytown/Highlands Area

What are the best things about the Baytown/Highlands Area?

Community Involvement

- Large area with small community feel
- Really good and active volunteer population
- Good city organizations
- Good school system
- Attitude of togetherness
- Friendly people
- Generosity of people
- Longevity of residents
- Good family environment: small community where people know each other
- Pride in community

Location

- Proximity to Houston and Galveston for recreation and entertainment
- Access to Medical Center: one of the best in the country
- Located on water
- Logistics: water, rail, interstate trucking can be applied to other industry types.

Commercial

- Industry base for employment: Exxon Mobil, Chevron, Bauer
- Decent industry salaries
- High employment area
- Enormous amount of potential growth as tourist or resort community
- Untapped growth potent to Greater Houston Area
- Strong tax base: Exxon Mobil provide “75 million” per year

Crime Control

- Not much loitering

Diversity

- People are receptive to diversity
- Diversity of cultures



What are the major problems facing the area?

Crime

- Gangs: especially in the older; economically depressed part of old Baytown

Youth

- Education: number of high school graduates is down

Services and Infrastructure

- Perception of Baytown as a “dirty” industrial town with blue-collar workers
- Lack of retail variety
- Infrastructure: street, sewer, water need major overhaul
- Lack of public transportation
- Traffic control problems
- Medical services
- Lack of economic development
- Lack of community and industry working together
- Tax free trade zones where some businesses get tax breaks to keep their prices lower. Impacts residents negatively since they are paying higher taxes while the businesses get breaks.
- Too close to Houston

Church

- Lack of cooperation and communication—especially among the churches
- Spiritual “deadness” throughout Baytown

Other

- Unification of Baytown: older and newer areas and populations
- Looked at as a stepchild: all other areas surrounding Houston have grown except east of Houston
- Viewed as being polluted: therefore no growth occurring
- Nothing being done to bridge the gap between ethnicities

Do the local places of worship play any roles in the three best things?

- Clothing drives
- Food banks
- Provide volunteer base
- Offer a variety of community programs
- Breakfast for economically challenged families
- Youth programs
- Support Habitat for Humanity
- Help with Image: doing large charitable events
- Spiritual leadership role
- Support for each other members



- Churches share information with congregations regarding community issues
- Help integrate into the community
- Vacation Bible School
- Provide activities for Hispanic population
- Community lunches for senior citizens
- Transition center for the homeless

Are there other contributions that places of worship are making to the area?

- Meals on Wheels
- Promise Center sponsored by one church
- National Day of Prayer (about 18 churches participate)
- One church sponsors Spanish services to reach out to the Hispanic population

Can you think of any ways local places of worship help with addressing the problems?

- After-school programs encourage learning
- Help transport people to health care
- United Way
- Baytown Chamber of Commerce
- Hispanic Chamber of Commerce
- Rotary
- Kiwanis
- Lions Clubs
- Habitat for Humanity
- YMCA
- Bay Area's Women's Center (New Horizons)
- Lee College
- Child Care Center: Lee College
- Economic Development Foundation and Angelou Economics
- Athletic League
- DARE
- Relay for Life
- UPromise

Can you think of other organizations and programs that are helping address these problems?

- Economic Development Committee
- W. Baytown Civic Association
- Crime Stoppers



Can you think of any ways that local places of worship contribute, even unwittingly, to making these problems worse?

- Not welcoming some people/groups
- Low visibility of churches
- Not readily available in some portions of the area (Hispanic neighborhoods)
- Churches not working together, no communication
- Lack of money for more programs
- Not dealing with or improving the immigration issues
- False doctrines, taught by false religions; lead to deception
- Not dealing with the realities of society, church must change methodology
- Isolation
- Several churches “abandoned” the old Baytown/Highlands Areas and move into ‘better’ areas
- Multi-ethnic gap
- Pastors sometimes allow busywork to interfere with improved communication and cooperation with other churches

Can you think of any suggestions or potential programs, not already in place, that would help to solve the problems within the Baytown/Highlands Area?

Social Services

- Address aging population issues
- A medical health care partnership with Lee College
- Offer alternative entertainment: concerts, picnics

Churches

- Wealthier churches providing more outreach for needy families
- Organized efforts for homeless shelter
- Effort to unify Baytown
- Silent majority involved
- Play a stronger role in being active in political and community issues
- Provide more youth support and encourage school attendance
- Serve spiritual needs
- Churches do not work together for community involvement (entertainment, spiritual development, etc)
- Look for opportunities to meet the spiritual needs of the shift-working population



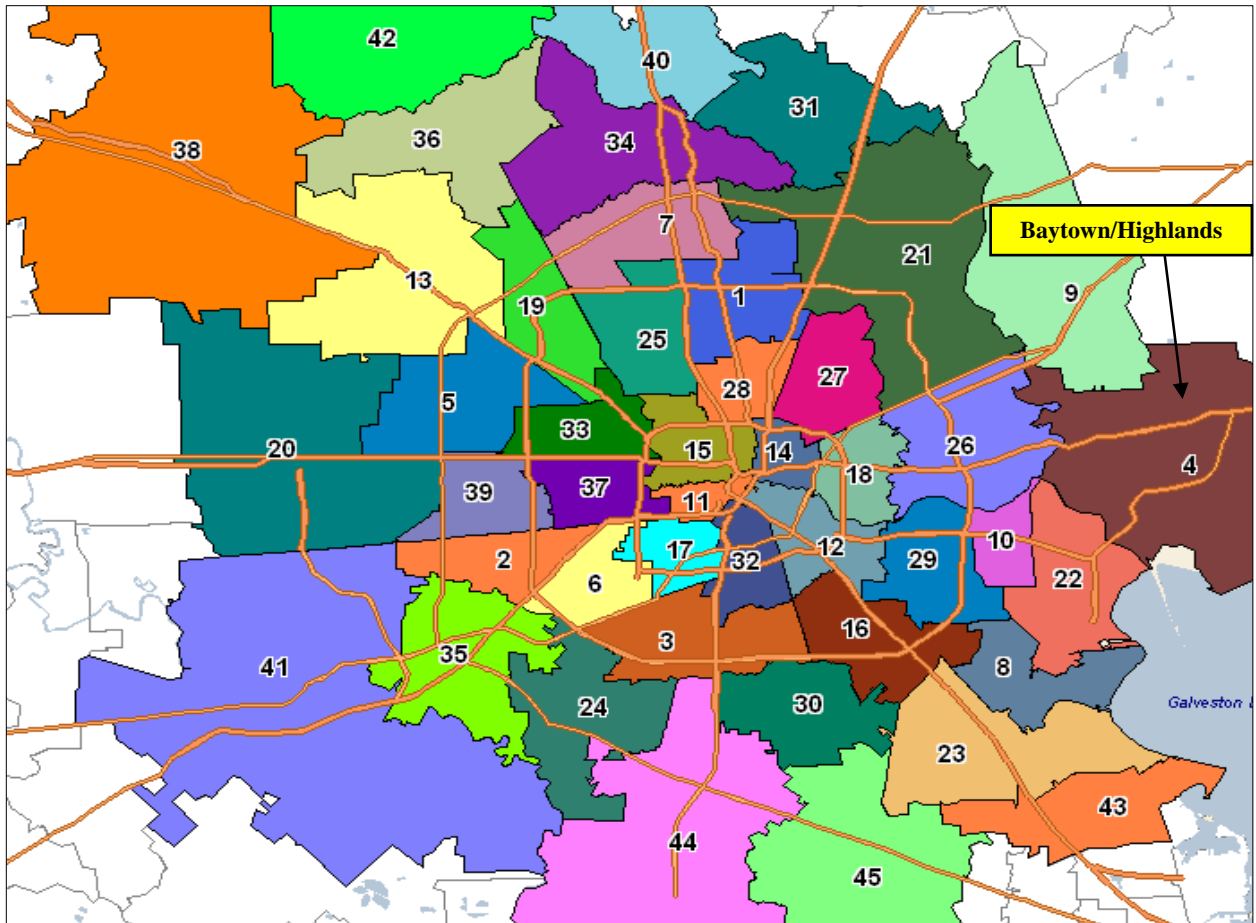
Finally, is there anything else about the Baytown/Highlands Area, that you think is especially important, that we really need to know about, that we ought to work on, or that we should include in this report?

- *“The black ministers have done an incredible job in helping out whenever needed.”*
- *“The new city leadership seems to be working together better than in the past.”*
- *“Baytown is full of good people who care about each other.”*
- *“Baytown has the advantage of being close enough in proximity to Houston to participate in the good things, but far enough away to have own identity.”*
- *“Due to proximity to Houston, Baytown has its share of drug traffic and other societal problems.”*
- *“I have a concern than the gang activity over the last 6 months is increasing along with other crime.”*
- *“Baytown has a large blue collar population influenced primarily by Exxon. This provides as extra challenge for churches. Some churches have begun Saturday night worship services to provide an alternative.”*
- *“As the world market is changing and creating a shift in the job market, Baytown is striving for diversity in industry and culture.”*





Houston Profile Project's Community Study Areas (CSA)



- | | | |
|----------------------------------|------------------------------------|-----------------------------|
| 1 Aldine | 16 Hobby/Sagemont | 31 SE Montgomery County |
| 2 Alief/Sharpstown | 17 Holcombe/Bellaire | 32 South Central |
| 3 Almeda Genoa | 18 Galena Park/Jacinto City | 33 Spring Branch/Oak Forest |
| 4 Baytown/Highlands | 19 Jersey Village | 34 Spring/Klein |
| 5 Bear Creek/West Little York | 20 Katy Area | 35 Sugar Land/Stafford |
| 6 Braeswood | 21 Kingwood/Atascocita/Humble | 36 Tomball |
| 7 Champions | 22 La Porte/Bayport | 37 Villages/Galleria |
| 8 Clear Lake/Seabrook | 23 League City/Webster/Friendswood | 38 Waller/Hockley |
| 9 Crosby/Huffman | 24 Missouri City/Fresno | 39 West Memorial/Westheimer |
| 10 Deer Park | 25 North Belt | 40 Woodlands |
| 11 Downtown/Montrose/River Oaks | 26 North Shore/Channelview | 41 Richmond/Rosenberg |
| 12 East End/Gulfgate | 27 North Forest | 42 Magnolia |
| 13 Fairfield/Cypress/Copperfield | 28 Northside | 43 Dickinson/San Leon |
| 14 Fifth Ward/Denver Harbor | 29 Pasadena/South Houston | 44 Manvel/Arcola/Rosharon |
| 15 Heights | 30 Pearland | 45 Alvin |



Houston Profile Project's Community Study Areas (Zips & USPS Cities)

#1 Aldine 77032 Houston 77037 Houston 77039 Houston 77060 Houston	#9 Crosby/Huffman 77336 Huffman 77532 Crosby	#18 Galena Park/Jacinto City 77013 Houston 77029 Houston 77547 Galena Park
#2 Alief/Sharpstown 77036 Houston 77072 Houston 77083 Houston 77099 Houston	#10 Deer Park 77536 Deer Park	#19 Jersey Village 77040 Houston 77064 Houston 77070 Houston
#3 Almeda Genoa 77045 Houston 77047 Houston 77048 Houston 77053 Houston 77085 Houston	#11 Downtown/Montrose/River Oaks 77002 Houston 77006 Houston 77010 Houston 77019 Houston 77098 Houston	#20 Katy Area 77094 Houston 77449 Katy 77450 Katy 77493 Katy 77494 Katy
#4 Baytown/Highlands 77520 Baytown 77521 Baytown 77562 Highlands	#12 East End/Gulfgate 77003 Houston 77011 Houston 77012 Houston 77017 Houston 77023 Houston 77087 Houston	#21 Kingwood/Atascocita/Humble 77044 Houston 77338 Humble 77339 Humble 77345 Humble 77346 Humble 77396 Humble
#5 Bear Creek/West Little York 77041 Houston 77084 Houston	#13 Fairfield/Cypress/Copperfield 77065 Houston 77095 Houston 77429 Cypress 77433 Cypress	#22 La Porte/Bayport 77507 Pasadena 77571 La Porte
#6 Braeswood 77031 Houston 77035 Houston 77071 Houston 77074 Houston 77081 Houston 77096 Houston	#14 Fifth Ward/Denver Harbor 77020 Houston 77026 Houston	#23 League City/Webster/Friendswood 77518 Bacliff 77546 Friendswood 77549 Friendswood 77565 Kemah 77573 League City 77598 Webster
#7 Champions 77014 Houston 77066 Houston 77068 Houston 77069 Houston 77073 Houston 77090 Houston	#15 Heights 77007 Houston 77008 Houston 77009 Houston 77018 Houston	#24 Missouri City/Fresno 77459 Missouri City 77489 Missouri City 77545 Fresno
#8 Clear Lake/Seabrook 77058 Houston 77059 Houston 77062 Houston 77586 Seabrook	#16 Hobby/Sagemont 77034 Houston 77061 Houston 77075 Houston 77089 Houston	#25 North Belt 77038 Houston 77067 Houston 77086 Houston 77088 Houston 77091 Houston
	#17 Holcombe/Bellaire 77005 Houston 77025 Houston 77030 Houston 77054 Houston 77401 Bellaire	

#26 North Shore/Channelview

77015 Houston
77049 Houston
77530 Channelview

#27 North Forest

77016 Houston
77028 Houston
77050 Houston
77078 Houston

#28 Northside

77022 Houston
77076 Houston
77093 Houston

#29 Pasadena/South Houston

77502 Pasadena
77503 Pasadena
77504 Pasadena
77505 Pasadena
77506 Pasadena
77587 South Houston

#30 Pearland

77581 Pearland
77584 Pearland

#31 SE Montgomery County

77365 Porter

#32 South Central

77004 Houston
77021 Houston
77033 Houston
77051 Houston

#33 Spring Branch/Oak Forest

77043 Houston
77055 Houston
77080 Houston
77092 Houston

#34 Spring/Klein

77373 Spring
77379 Spring
77388 Spring
77389 Spring

#35 Sugar Land/Stafford

77477 Stafford
77478 Sugar Land
77479 Sugar Land

#36 Tomball

77375 Tomball
77377 Tomball

#37 Villages/Galleria

77024 Houston
77027 Houston
77046 Houston
77056 Houston
77057 Houston
77063 Houston

#38 Waller/Hockley

77447 Hockley
77484 Waller

#39 West Memorial/Westheimer

77042 Houston
77077 Houston
77079 Houston
77082 Houston

#40 Woodlands

77380 Spring
77381 Spring
77382 Spring
77385 Conroe
77386 Spring

#41 Richmond/Rosenberg

77469 Richmond
77471 Rosenberg

#42 Magnolia

77354 Magnolia
77355 Magnolia
77362 Pinehurst

#43 Dickinson/San Leon

77539 Dickinson

#44 Manvel/Arcola/Rosharon

77578 Manvel
77583 Rosharon

#45 Alvin

77511 Alvin

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