

**Houston Profile Project
Woodlands Area (CSA #40)**

ZIP Codes: 77380, 77381, 77382, 77385 and 77386

Center for Community Research and Development
Community Poll 98

September 2004



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Revised: 10/14/05

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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TABLE OF CONTENTS

Background of the Poll	6
Executive Summary	7
Demographics	8
CSA Rankings by Key Lifestyle and Religion Questions	24
Key Leader Interviews	51
Map	56



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

Woodlands Area (CSA #40)

- The racial/ethnic composition of the Woodlands CSA is predominantly Anglo and significantly different from that of the Greater Houston Area.
- There is a larger proportion of people over the age of 25 with a college degree in the Woodlands than there are in the Greater Houston Area (31.1% vs. 18.8%).
- There is a larger proportion of married couples with children in the Woodlands CSA than there are in the Greater Houston Area (50.9% vs. 43.0%).
- The Woodlands CSA ranks fourth among all CSAs in the Greater Houston Area on neighborhood satisfaction.
- The Woodlands CSA ranks second among all CSAs in the Greater Houston Area on family satisfaction.
- The Woodlands CSA ranks fifth of all CSAs in the Greater Houston Area on satisfaction from friends.
- Adults in the Woodlands CSA are much more satisfied with their families and friendships than with their neighborhood.
- In the Woodlands CSA an estimated 21,700 adults report being successful at balancing work and family lives. This means, however, that over 51,200 adults, or the majority of adults, are not as successful at balancing work and family lives.
- The Woodlands CSA ranks third of all CSAs in the Greater Houston Area on overall happiness.
- 31.94% of adults living in the Woodlands CSA attend church at least once a week, an average lower than that of the Greater Houston Area (40%).
- In the Woodlands CSA over 49,600 adults, or the majority of adults, do not attend church weekly.
- In the Woodlands CSA, over 5,900 adults never attend church.
- 53.09% of adults living in the Woodlands CSA consider themselves born again.
- Being born again, however, does not necessarily translate into weekly church attendance in the Woodlands CSA. Almost 15,400 more adults in the Woodlands CSA report being born again than report attending church each week.
- There appears to be a high level of spiritual interest in the Woodlands CSA.
- Less people attend church in the Woodlands CSA on a weekly basis than would seek help in a place of worship or from a religious counselor when they have a problem.
- 86.79% of adults in the Woodlands CSA report they are likely to pray when they have problems.



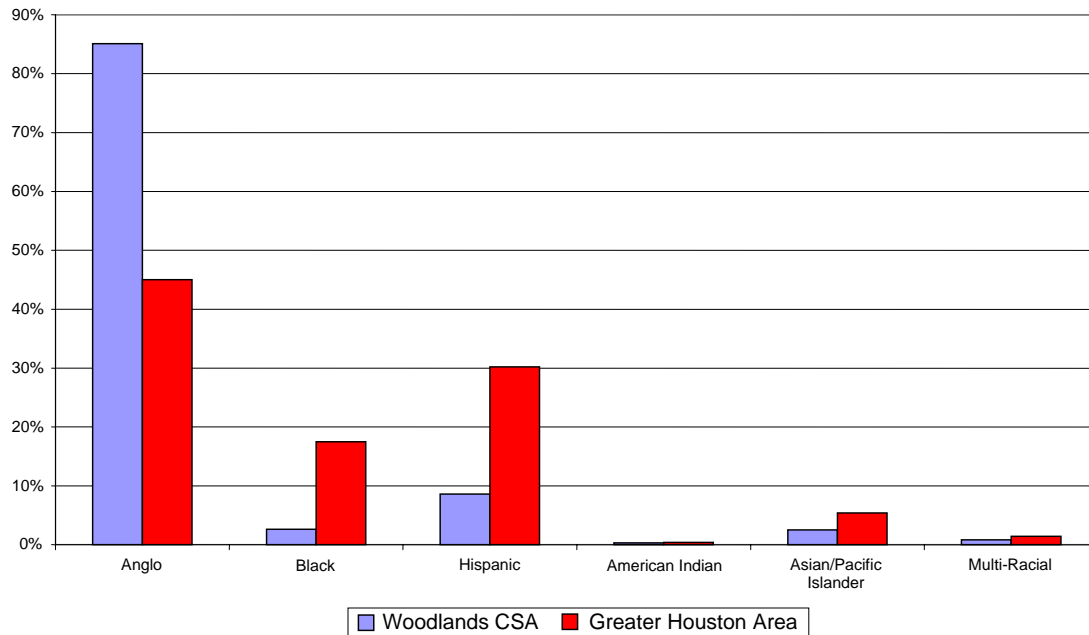
**Houston Profile Project
Woodlands Area (CSA #40)**

Demographics

Center for Community Research and Development
Community Poll 98



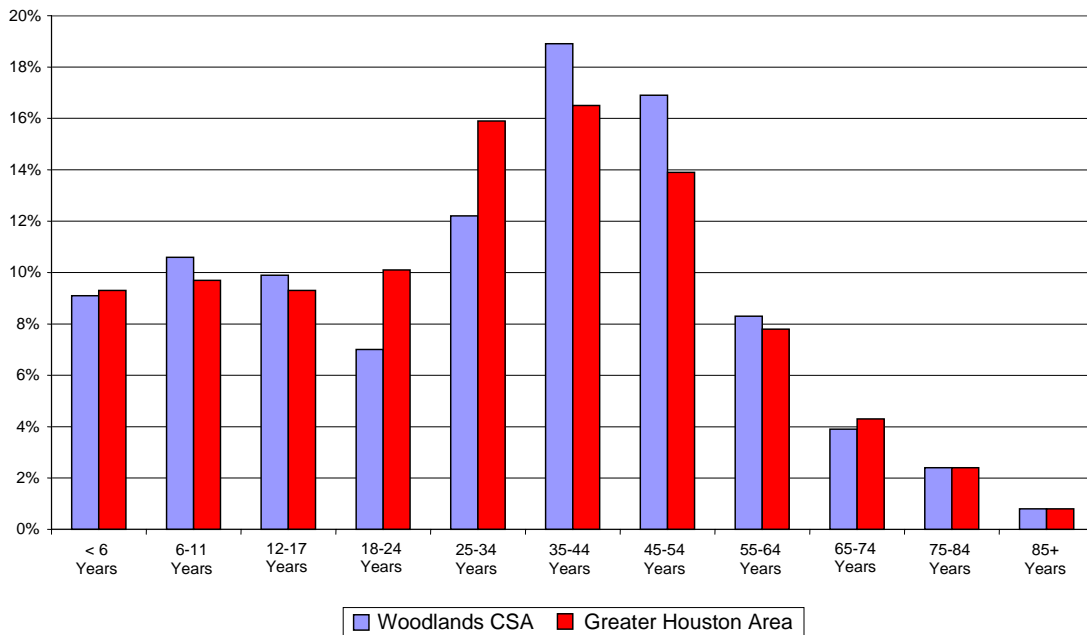
**Population by Race and Ethnicity
Woodlands CSA and Greater Houston Area**



- The racial/ethnic composition of the Woodlands CSA is predominantly Anglo and significantly different from that of the Greater Houston Area.
- In the Woodlands CSA, Anglos comprise 85.1% of the population, compared to only 45.0% in the Greater Houston Area.
- Hispanics account for only 8.6% of the population of the Woodlands CSA, compared to 30.2% in the Greater Houston Area.
- In the Woodlands CSA, Blacks comprise only 2.6% of the population, compared to 17.5% in the Greater Houston Area.
- The population of Asians and Pacific Islanders in the Woodlands CSA is significantly smaller than that of the Greater Houston Area (2.5% vs. 5.4%).
- There are no significant differences between the Woodlands CSA and the Greater Houston Area in the other ethnic categories.



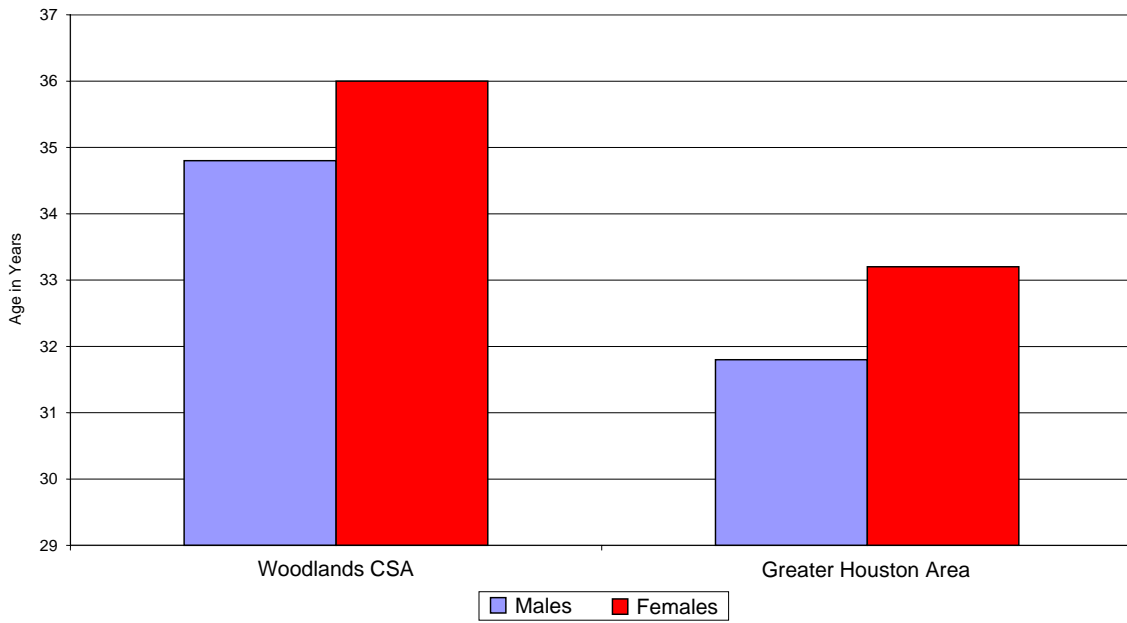
**Population by Age
Woodlands CSA and Greater Houston Area**



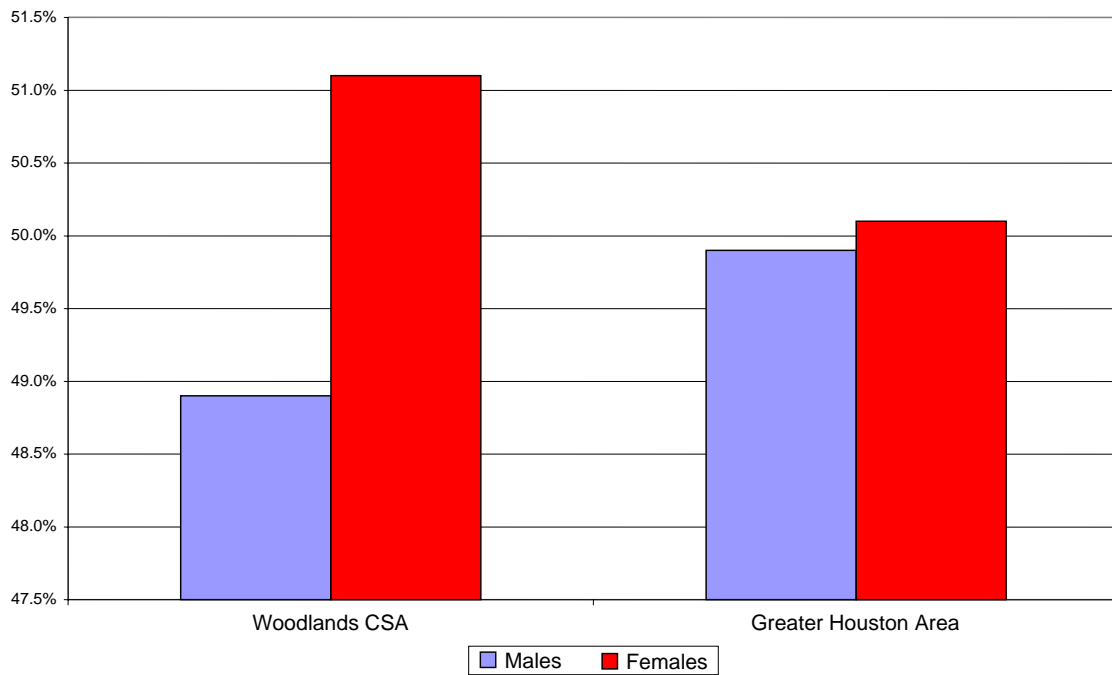
- There are only slight differences between the Woodlands CSA and the Greater Houston Area in terms of age.
- The percentage of the population under the age of 18 in the Woodlands is slightly larger than that of the Greater Houston Area (29.6% vs. 28.3%).
- There is a lower percentage of people in the 18 to 24 year age range in the Woodlands CSA than there are in the Greater Houston Area (7.0% vs. 10.1%).
- There is a lower percentage of people in the 25 to 34 year age range in the Woodlands than there are in the Greater Houston Area (12.2% vs. 15.9%).



**Median Age by Gender
Woodlands CSA and Greater Houston Area**



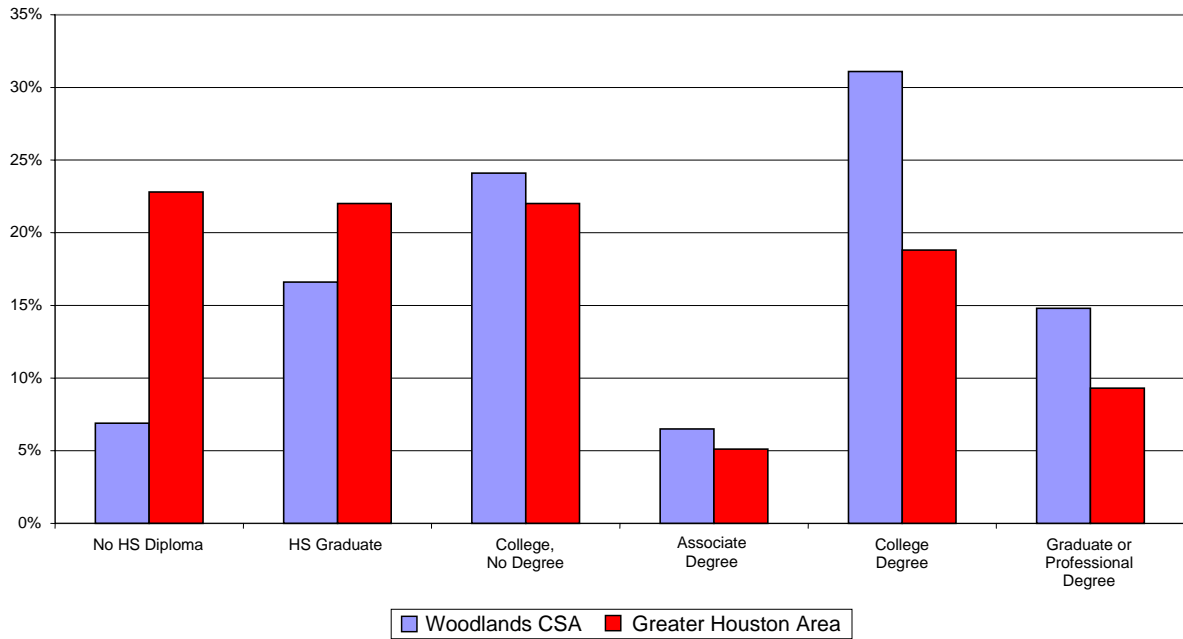
**Population by Gender
Woodlands CSA and Greater Houston Area**



- Males comprise 48.9% in the Woodlands CSA, compared to 49.9% in the Greater Houston Area.
- In the Woodlands CSA, females represent 51.1% of the population, whereas in the Greater Houston Area they comprise 50.1%.
- The median age for males is 34.8 years in the Woodlands 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 36.0 years in the Woodlands CSA.
- In the Woodlands CSA, females have a higher median age than males (36.0 years vs. 34.8 years).



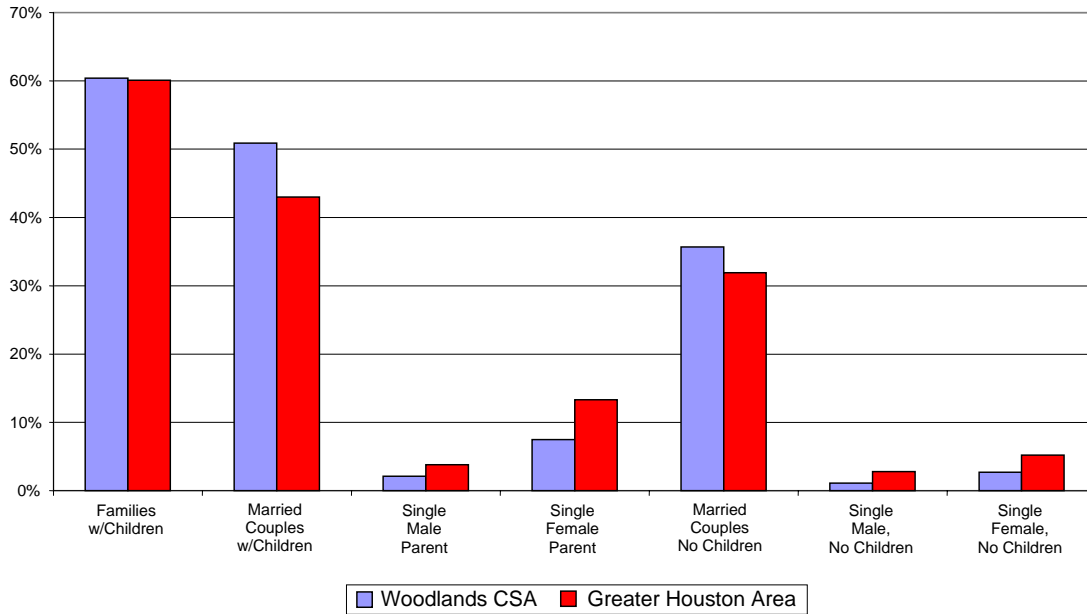
**Educational Attainment Among Adults Over 25
Woodlands CSA and Greater Houston Area**



- There are significant differences between the Woodlands CSA and the Greater Houston Area in terms of age.
- There is a much lower proportion of people over the age of 25 with no high school diploma in the Woodlands CSA than there are in the Greater Houston Area (6.9% vs. 22.8%).
- There is a lower proportion of people with only a high school diploma in the Woodlands than there are in the Greater Houston Area (16.6% vs. 22.0%).
- There is a higher percentage of people over the age of 25 with a college degree in the Woodlands than there are in the Greater Houston Area (31.1% vs. 18.8%).
- There is a higher percentage of people with graduate or professional degrees in the Woodlands CSA than there are in the Greater Houston Area (14.8% vs. 9.3%).
- Most people in the Woodlands CSA have a college degree (31.1%).



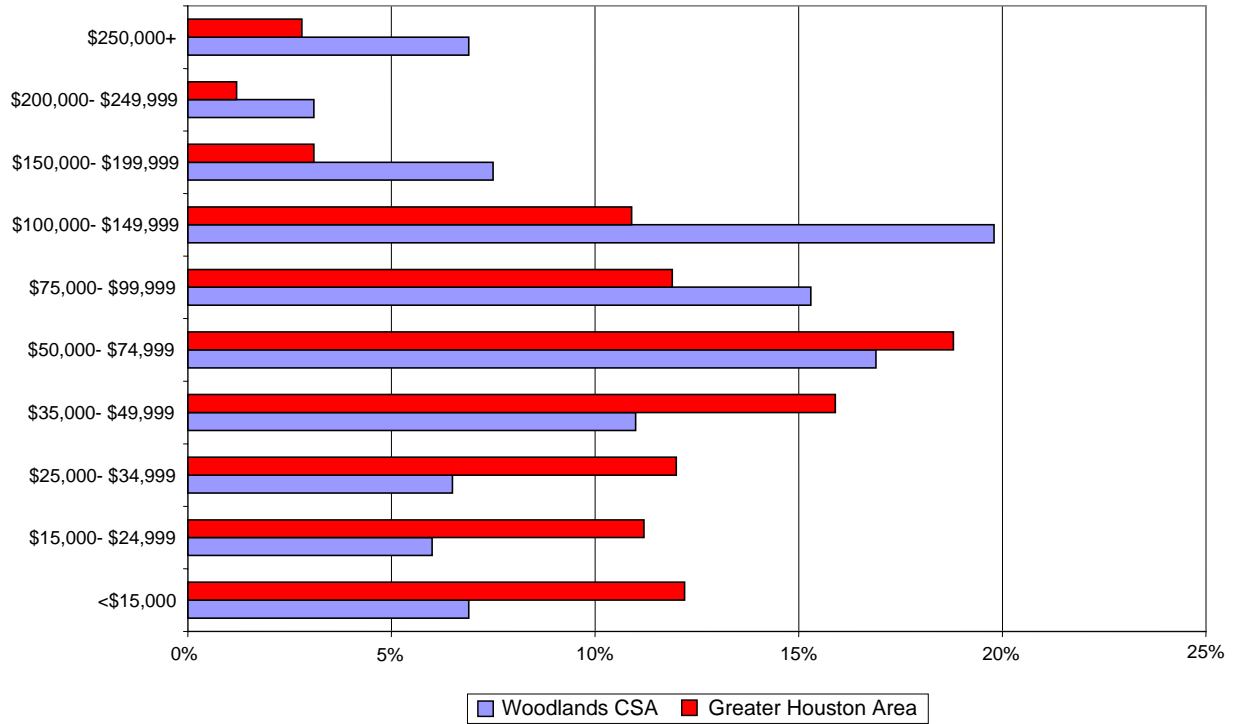
**Total Family Households by Type
Woodlands CSA and Greater Houston Area**



- There is a higher proportion of married couples with children in the Woodlands CSA than there are in the Greater Houston Area (50.9% vs. 43.0%).
- There is a lower proportion of households with children headed by a single mother or father in the Woodlands CSA than there are in the Greater Houston Area (9.6% vs. 17.1%).
- There are fewer households consisting of single males or females without children in the Woodlands CSA than there are in the Greater Houston Area (3.8% vs. 8.0%).
- Most households in the Woodlands CSA consist of married couples with children (50.9%).



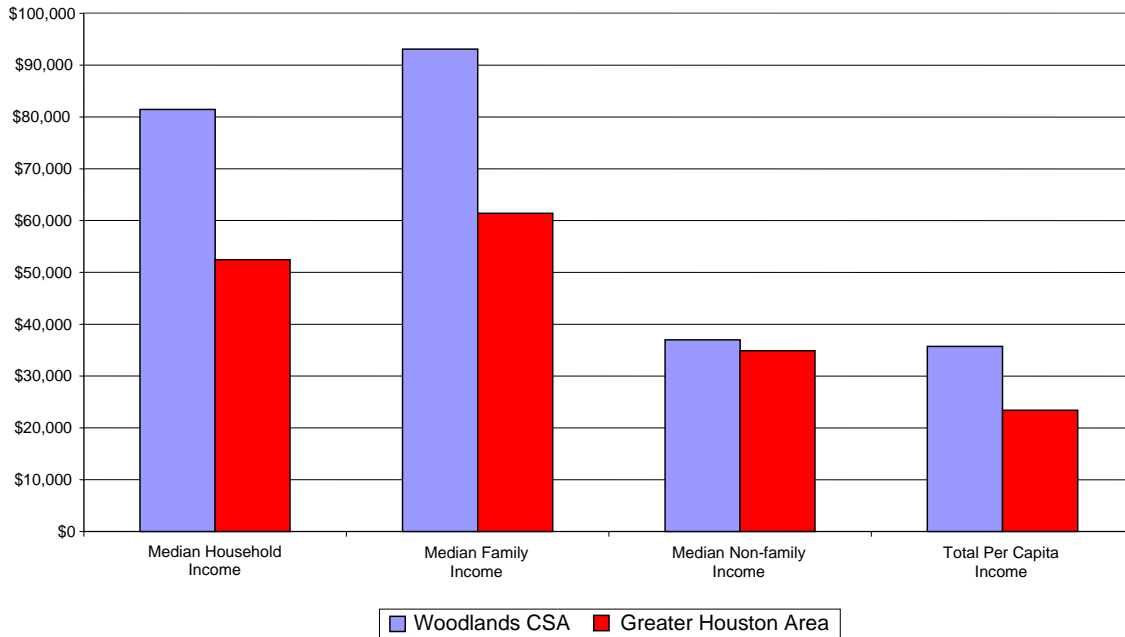
**Households by Income
Woodlands CSA and Greater Houston Area**



- Overall, the incomes of households in the Woodlands CSA are higher than those in the Greater Houston Area.
- There is a lower proportion of households in the Woodlands CSA with incomes less than \$25,000 than there are in the Greater Houston Area (12.9% vs. 23.4%).
- There is a higher proportion of households with incomes greater than \$100,000 in the Woodlands CSA than there are in the Greater Houston Area (37.3% vs. 18.0%).
- There is a higher proportion of households with incomes greater than \$200,000 in the Woodlands CSA than there are in the Greater Houston Area (10.0% vs. 4.0%).
- Most households in the Woodlands CSA have incomes in the \$100,000 to \$149,999 range (19.8%).



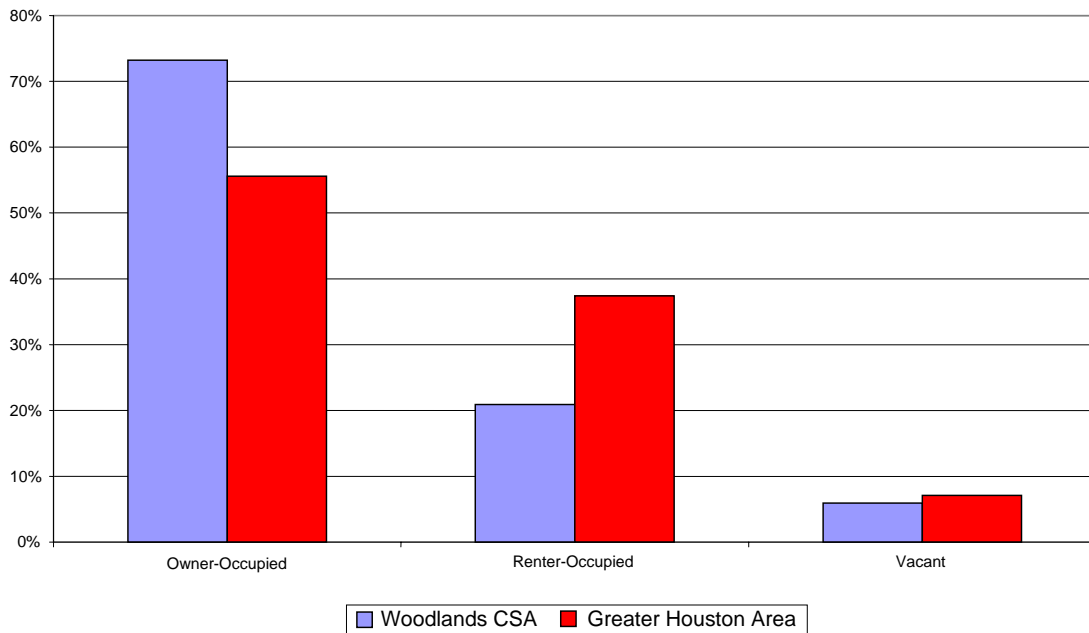
Income Dynamics Woodlands CSA and Greater Houston Area



- The median household income of the Woodlands CSA is significantly greater than that of the Greater Houston Area (\$81,449 vs. \$52,462).
- The median family income of the Woodlands CSA is significantly greater than that of the Greater Houston Area (\$93,063 vs. \$61,391).
- The median non-family income of the Woodlands CSA is significantly greater than that of the Greater Houston Area (\$36,990 vs. \$34,908).
- The total per capita income of the Woodlands CSA is significantly greater than that of the Greater Houston Area (\$35,725 vs. \$23,402).



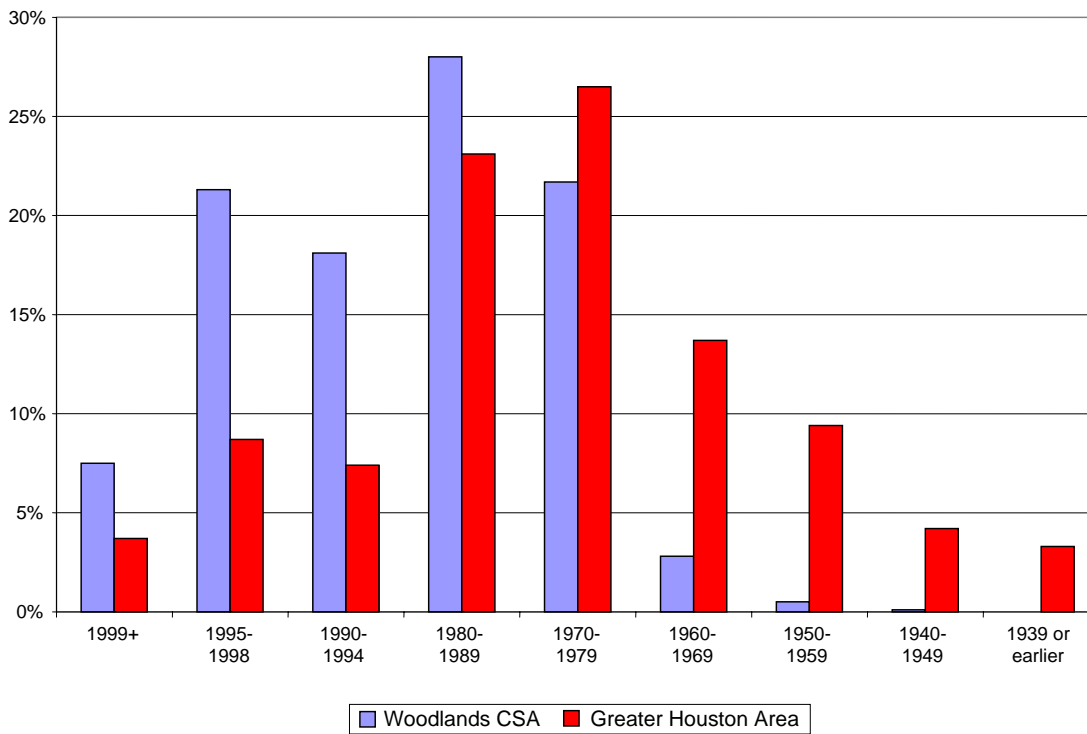
**Total Housing Units
Woodlands CSA and Greater Houston Area**



- A larger proportion of households in the Woodlands CSA are occupied by the owner than in the Greater Houston Area (73.2% vs. 55.6%).
- There is a smaller proportion of households in the Woodlands CSA occupied by a renter than there are in the Greater Houston Area (20.9% vs. 37.4%).
- In both the Woodlands CSA and the Greater Houston Area, a household is more likely to be occupied by the owner than by a renter.



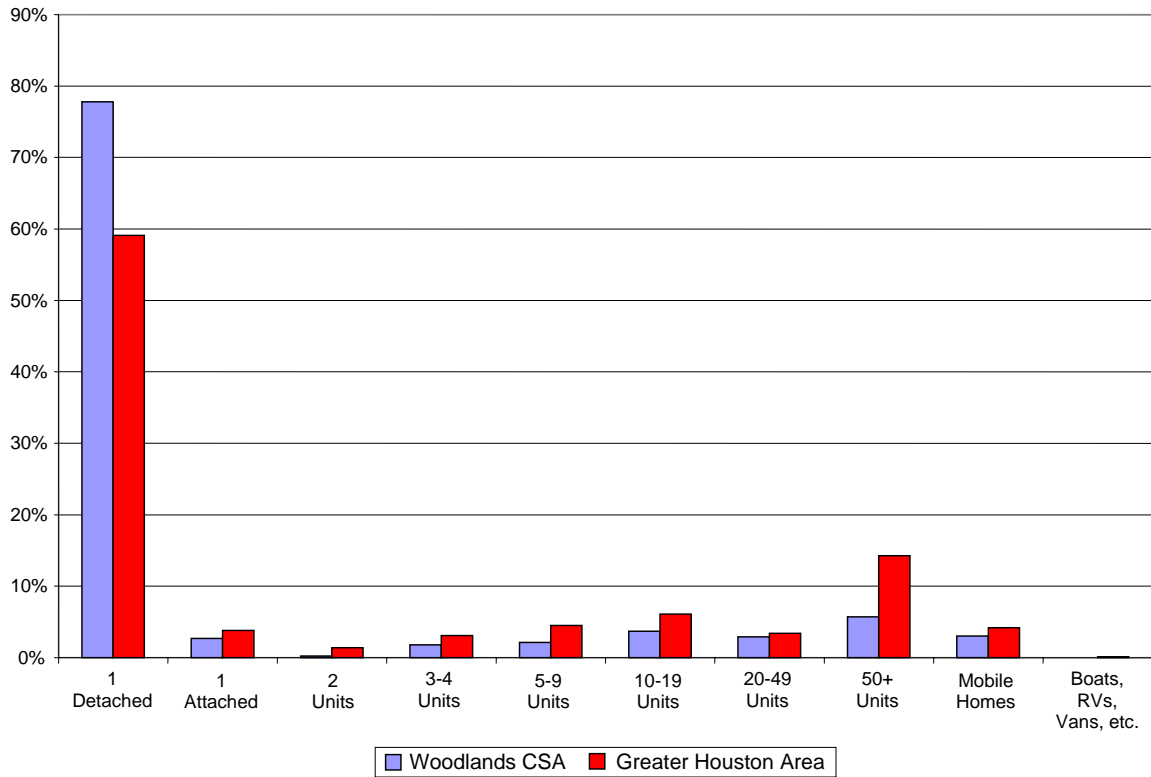
Housing Units by Year Built
Woodlands CSA and Greater Houston Area



- In general, housing units in the Woodlands CSA are newer than those in the Greater Houston Area.
- The proportion of housing units built since 1990 is significantly greater in the Woodlands CSA than it is in the Greater Houston Area (46.9% vs. 19.8%).
- A larger proportion of households in the Woodlands were built in the 1980s than in the Greater Houston Area (28.0% vs. 23.1%).
- A significantly smaller proportion of the households in the Woodlands CSA were built before 1960 than in the Greater Houston Area (0.6% vs. 16.9%).
- Almost half (46.9%) of the housing units in the Woodlands CSA were built since 1990.



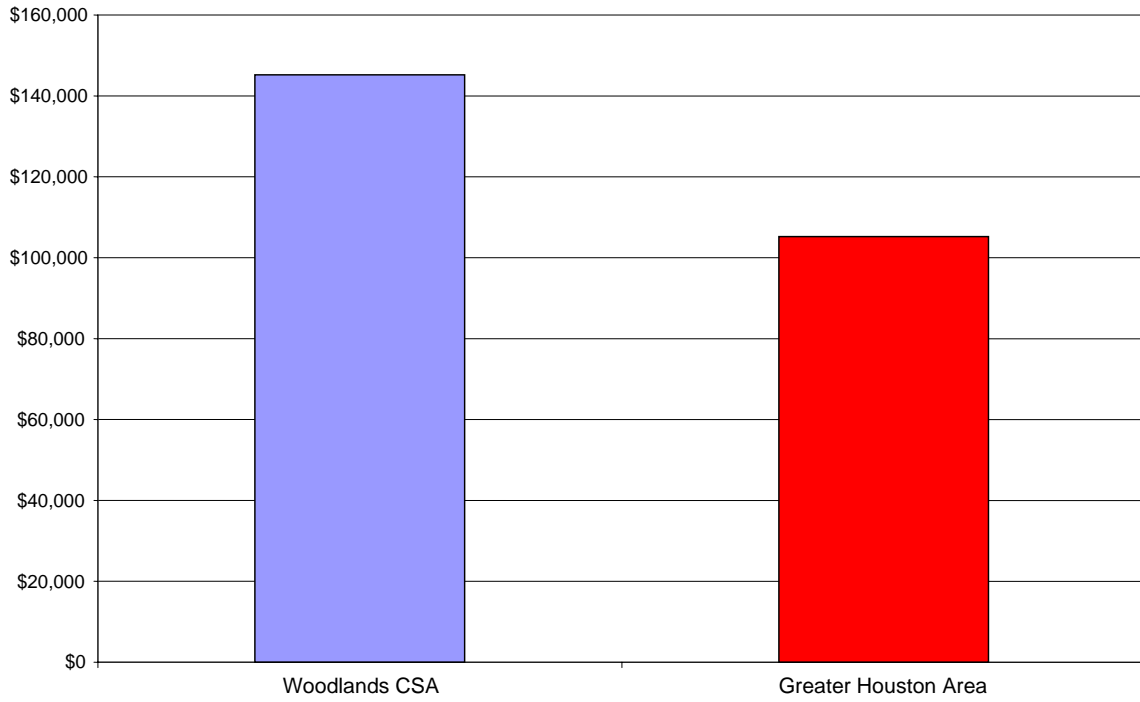
**Housing Units by Type
Woodlands CSA and Greater Houston Area**



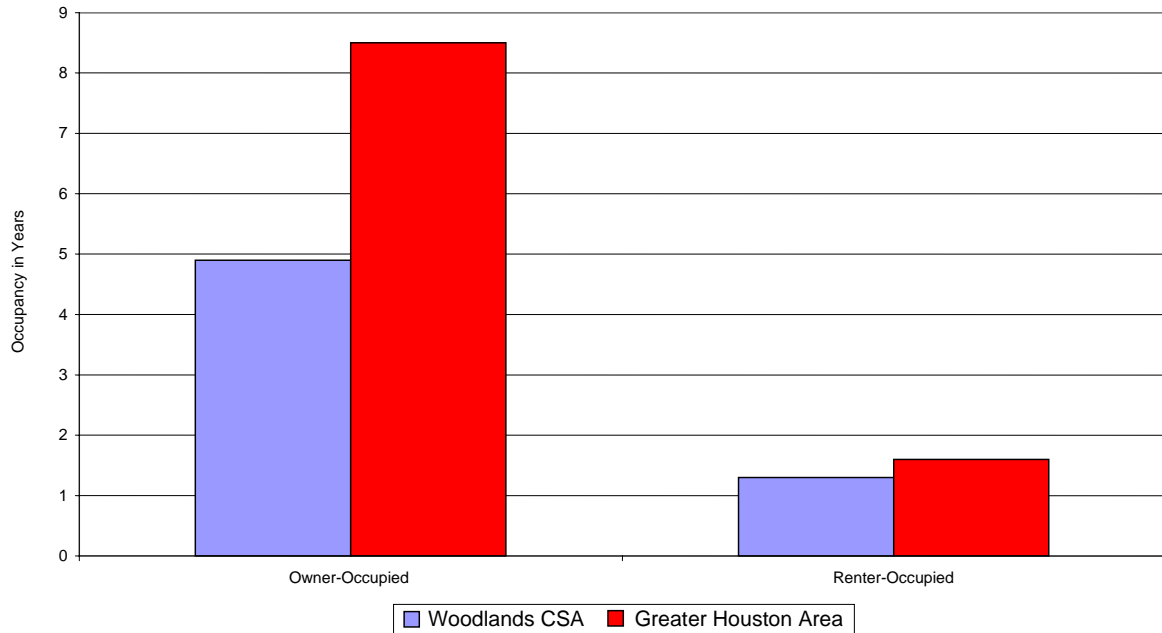
- The proportion of detached housing units in Woodlands CSA is significantly larger than that of the Greater Houston Area (77.8% vs. 59.1%).
- There are significantly fewer dwellings with multiple units in the Woodlands CSA than there are in the Greater Houston Area (16.4% vs. 32.8%).
- There are significantly fewer dwellings with 50+ units in the Woodlands CSA than there are in the Greater Houston Area (5.7% vs. 14.3%).
- Most housing units in the Woodlands CSA are single family detached units (77.8%).



**Median Home Value
Woodlands CSA and Greater Houston Area**



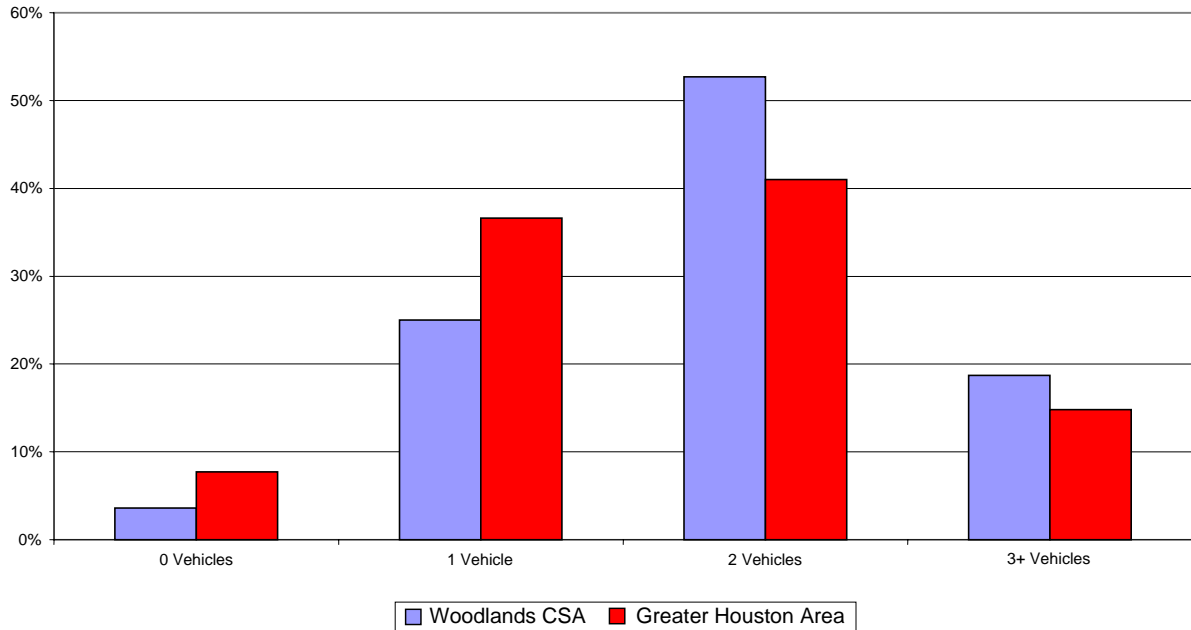
Median Length of Occupancy Woodlands CSA and Greater Houston Area



- The median length of occupancy is generally longer for dwellings that are occupied by the owner, and shorter for those occupied by a renter.
- The median length of occupancy for owner-occupied dwellings is significantly shorter in the Woodlands CSA than it is in the Greater Houston Area (4.9 years vs. 8.5 years).
- There is no significant difference between the Woodlands CSA and the Greater Houston Area in terms of median length of occupancy of renter-occupied dwellings (1.3 years vs. 1.6 years).
- In the Woodlands CSA, owner-occupied dwellings have a significantly longer median length of occupancy than renter occupied dwellings (4.9 years vs. 1.3 years).



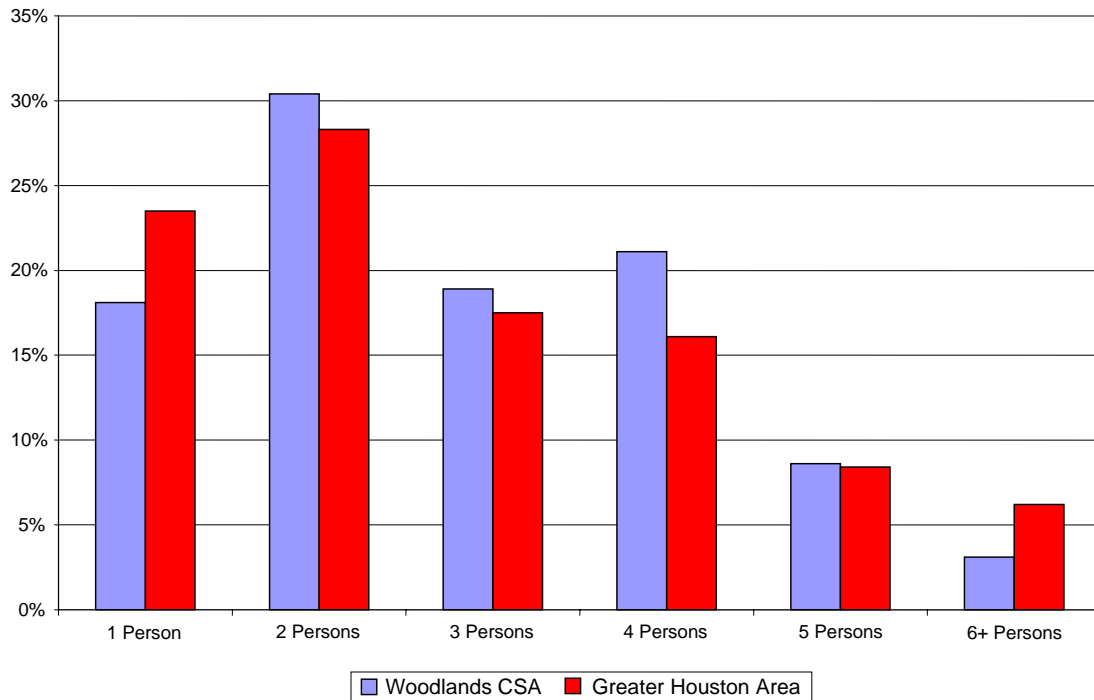
**Households by Count of Vehicles Available
Woodlands CSA and Greater Houston Area**



- The proportion of households with 2 or more vehicles available is significantly greater in the Woodlands CSA than in the Greater Houston Area (71.4% vs. 55.8%)
- Most households in the Woodlands CSA have two vehicles available (52.7%).



**Households by Count of Persons
Woodlands CSA and Greater Houston Area**



- There is a lower proportion of households with only one person in the Woodlands CSA than there are in the Greater Houston Area (18.1% vs. 23.5%).
- In the Woodlands CSA, the most households consist of two people (30.4%).



Houston Profile Project Woodlands Area (CSA #40)

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.

Center for Community Research and Development
Community Poll 98



CSA by Percent Who Receive 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 Receive a Great Deal of Satisfaction from Their Neighborhood Woodlands CSA

- The Woodlands CSA ranks fourth among all CSAs in the Greater Houston Area on neighborhood satisfaction.
- 55.85% of adults living in the Woodlands CSA receive a great deal of satisfaction from their neighborhood.
- For the Greater Houston Area, 55% report receiving a great deal of satisfaction from their neighborhood.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, over 40,700 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 Woodlands CSA

- The Woodlands CSA ranks second among all CSAs in the Greater Houston Area on family satisfaction.
- 85.87% of adults living in the Woodlands CSA receive a great deal of satisfaction from their families.
- Family satisfaction in the Woodlands CSA is higher than that of the Greatest Houston Area.
- For the Greater Houston Area, 79% report receiving a great deal of satisfaction from their families.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA almost 62,600 adults receive a great deal of satisfaction from their families.
- However, that means almost 10,300 adults in the Woodlands 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 Receive a 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 Woodlands CSA

- The Woodlands CSA ranks fifth of all CSAs in the Greater Houston Area on satisfaction from friends.
- 89.01% of adults living in the Woodlands CSA receive a great deal of satisfaction from their friends.
- This number is significantly higher 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 Woodlands CSA are much more satisfied with their families (85.87%) and friendships (89.01%) than with their neighborhood (55.85%).
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA almost 64,900 adults receive a great deal of satisfaction from their friends.
- This means, however, over 8,000 adults in the Woodlands 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	Percent
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 Woodlands CSA

- The Woodlands CSA ranks just above the middle of all CSAs in the Greater Houston Area on success at balancing work and family.
- 29.74% of adults living in the Woodlands CSA report being successful at balancing the dual demands of work and family.
- Compared with the Woodlands CSA, the Greater Houston Area's percentage is higher.
- For the Greater Houston Area, 34% being successful at balancing the dual demands of work and family.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA almost 21,700 adults report being successful at balancing work and family lives.
- This means, however, over 51,200 adults, or the majority of adults in the Woodlands 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 Woodlands 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 Woodlands CSA

- The Woodlands CSA ranks third of all CSAs in the Greater Houston Area on overall happiness.
- 52.63% of adults living in the Woodlands CSA report being generally happy.
- This number is slightly higher than in the Greater Houston Area.
- For the Greater Houston Area, 48% report being generally happy with their lives.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA almost 38,400 adults report being generally happy with their lives.
- This means, however, that over 34,500 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		
1	14.00	Fifth Ward/Denver Harbor	50.02%
2	3.00	Almeda 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 Woodlands CSA

- The Woodlands CSA ranks in the middle of all CSAs in the Greater Houston Area on weekly church attendance.
- 31.94% of adults living in the Woodlands CSA attend church at least once a week, an average lower than that of the Greater Houston Area.
- The average for the Greater Houston Area is higher; 40% of adults attend church at least once a week.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, almost 23,300 adults attend church every week.
- This does not mean that they necessarily attend church in the geographical Woodlands CSA area.
- In the Woodlands CSA over 49,600 adults, or the majority of adults in the Woodlands 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 Woodlands CSA

- The Woodlands CSA ranks sixth from the bottom of all CSAs on percent who never attend church.
- 8.15% of adults living in the Woodlands CSA never attend church.
- In the Greater Houston Area 9% of adults never attend church.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, over 5,900 adults never attend church.
- This means, that in the Woodlands CSA, almost 43,700 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 Woodlands CSA

- The Woodlands CSA ranks in the bottom third of all CSAs in the Greater Houston Area on percent who consider themselves born again.
- 53.09% of adults living in the Woodlands CSA consider themselves born again.
- The average for the Greater Houston Area is just slightly lower at 52%.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, almost 38,700 adults consider themselves born again.
- Being born again, however, does not necessarily translate into weekly church attendance in the Woodlands CSA.
- Over 15,400 more adults in the Woodlands CSA report being born again than report attending church each week.



CSA by Percent Likely to Read the Bible when They have 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 Likely to Read the Bible or Other Inspired Literature
When They Have Problems
Woodlands CSA**

- The Woodlands CSA ranks in the bottom third of all CSAs in the Greater Houston Area on percent who read the Bible or other inspired literature when they have a problem.
- Even so, 70.76% report reading the Bible or other inspired literature when they have a problem.
- The average for the Greater Houston Area is slightly higher at 72%.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, almost 51,600 adults report reading the Bible or other inspired literature when they have a problem.
- There appears to be a high level of spiritual interest in the Woodlands CSA.



CSA by Percent Likely to See a Religious Counselor when They have 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 They have Problems Woodlands CSA

- The Woodlands 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.
- Only 40.16% of adults in the Woodlands CSA report they are likely to see a religious counselor when they have problems.
- The average for the Greater Houston Area is virtually the same at 40%.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, almost 29,300 adults report they are likely to see a religious counselor when they have problems.
- However, over 43,600 adults in the Woodlands CSA do not report that they are likely to see a religious counselor when they have problems.



CSA by Percent Likely to Seek Help in a 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 Likely to Seek Help in a Place of Worship when They have Problems Woodlands CSA

- The Woodlands CSA ranks in the middle of all CSAs in the Greater Houston Area on percent who would seek help in a place of worship when they have problems.
- Only 32.94% of adults in the Woodlands CSA report they would seek help in a place of worship when they have problems.
- The average for the Greater Houston Area is virtually the same at 33%.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, over 24,000 adults report they would seek help in a place of worship when they have problems.
- However, almost 48,900 adults in the Woodlands CSA do not report that they are likely to seek help in a place of worship when they have problems.
- Less people attend church in the Woodlands CSA on a weekly basis (31.94%) than would seek help in a place of worship (32.94%) or from a religious counselor (40.16%) when they have a problem.



CSA by Percent Likely to Pray when They have Problems

Rank	CSA	Percent Likely to Pray
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 Likely to Pray when They have Problems Woodlands CSA

- The Woodlands CSA ranks in the bottom third of all CSAs in the Greater Houston Area on percent who pray when they have problems.
- However, 86.79% of adults in the Woodlands CSA report they are likely to pray when they have problems.
- The average for the Greater Houston Area is virtually the same at 87%.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, almost 63,300 adults report they would pray when they have problems.
- However, over 9,600 adults in the Woodlands 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		
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 Woodlands CSA

- The Woodlands CSA ranks in the bottom third of all CSAs in the Greater Houston Area on percent who have no doubts about the existence of God.
- 69.61% of adults in the Woodlands CSA report no doubts about the existence of God.
- This figure is lower than the 78% for the Greater Houston Area.
- There are an estimated 72,894 adults living in the Woodlands CSA.
- In the Woodlands CSA, over 50,700 adults report no doubts about the existence of God.
- However, almost 22,200 adults in the Woodlands CSA do report that they have some doubts about the existence of God.



Houston Profile Project Woodlands Area (CSA #40)

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 #40 – Woodlands Area

What are the best things about the Woodlands?

Community Involvement

- Sense of community.
- Feels like a small town.
- Close knit community.
- Resident take advantage of the volunteer opportunities.
- Community with high expectations for parents and children.
- Excellent standard of living.
- Abundant resources: financially secure, talented people with creative energy.
- Family-oriented environment.
- Community spirit: real hometown feel.

Location

- Planned Community Structure: everything you need is right here.
- Amenities available in The Woodlands—major businesses, shopping, churches, entertainment.
- Natural beauty of the area.
- Combination of suburbs/urban amenities; New Town Center is becoming a “downtown”.

Educational facilities

- Great schools—good learning environment.

Crime

- Feels safe.
- Low crime rate compared to other Houston areas.

What are the major problems facing the area?

Youth

- Drug and alcohol use among teenagers.
- Increase in juvenile crimes.

Family

- Affluence: people have so much and continue to try and keep up with the Joneses; conveys that they don't need God.
- Affluence: lots of pressures for families to keep up to a certain standard.



- Financial problems for families trying to keep up with debt load; creates a lot of stress, pressure and marital problems with two incomes needed to maintain the lifestyle. Thus, children are left unsupervised.
- Teenage issues: lots of troubled teens.
- Parents don't seem to be involved in kid's lives.
- There isn't a strong sense of family.
- Dealing with and denial of family problems.
- Affluent community doesn't deal with issues of divorce, illness, and troubled issues well.
- Crisis of values: feeling among people is that they want to live good, moral lives; they act with extreme behaviors and over-indulge.
- Crisis in family: absent fathers due to work and travel pressures; participate in unhealthy activities.

Services and Infrastructure

- Dealing with rapid growth.
- Traffic congestion.

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

- Churches have a voice in the community.
- Churches have integrated into the six or seven different villages.
- Churches contribute to the educational system by developing character in families.
- Support the volunteer efforts with their programs and by providing volunteers.
- Churches have booths at different community events.
- Churches and members conduct random acts of kindness.
- Churches have community-wide worship services.
- Churches have benevolence ministries (food, clothing, etc).
- Children and student ministries provide places of entertainment for children.
- Church has accountability partners for the men.
- Churches provide professional counseling with staff counselor.

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

- One church held a Mother/Daughter Day to teach 5th grade.
- One church hosts 6-8 week class for students and parents about sexuality.
- Four churches combine to host a monthly Friday night event for Jr. High kids called Fuel.
- Multiple churches host a weekly event called Fresh Vibe for High School kids.
- Home-based Bible study.
- Interfaith Ministries has a lot of benevolence ministries for the community.
- Churches host 5th quarter fellowship activities and tailgate parties at football games.
- One church has Senior Olympics.



- Youth Ministers have lunch with students at school demonstrating their availability and concern.
- Churches partnership with CISD.
- FOTW: hosts community events (i.e., Woodlands Symphony).
- Churches host Bridge Events.

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

- Sermon messages and activities that promote family first mentality.
- Drug and Alcohol counseling.
- Provide counseling for youth.
- Assist less affluent families with clothing needs.
- Increase visibility of church and encourages teens to get involved by holding services at local high schools.

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

- YMCA.
- Habitat for Humanity.
- SADD (Students Against Drunk Driving).
- Shoulder Tap: Peer accountability program.
- Montgomery County Youth Services: family counseling – especially for less fortunate families.
- Woodlands Community Association: attempting to address the traffic concerns by synchronizing the lights.
- Crisis Pregnancy Center: teenage pregnancy is an outcome of unsupervised teenagers.
- Development Group: planning new road construction.

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

- Affluence.
- Some churches are seen as inwardly focused and competitive.
- Some denominations are so legalistic that they drive a wedge between the church and un-churched population.
- Possible risk of hypocrisy; people may see congregation outside of church walls living in a dual life.
- Members may not represent Christian values in day-to-day activities.
- Large churches create traffic issues on Sundays and during certain events.
- The excessive extravagance of the church sanctuaries—most look like the Taj Mahal; encourages desire for bigger and better.
- Denominational friction.



Can you think of any suggestions or potential programs, not already in place, that would help to solve the problems within The Woodlands?

Children

- Embrace the kids looking for acceptance and direction.
- Recognize the young people that are making a difference.
- Focus on improving the youth programs provided by churches.

Church

- Create a Christian community program for education and outreach involving all of the Christian churches similar to Interfaith of The Woodlands.
- Use the significant affluence in The Woodlands and work together to sponsor a nation/country.
- Churches should reach out to work together and welcome/integrate the new people into the community.
- Find a way to reach the un-churched.
- Churches should work together to provide community-wide services and programs to promote health family values.
- Churches could work together to create a unified benevolence ministry.

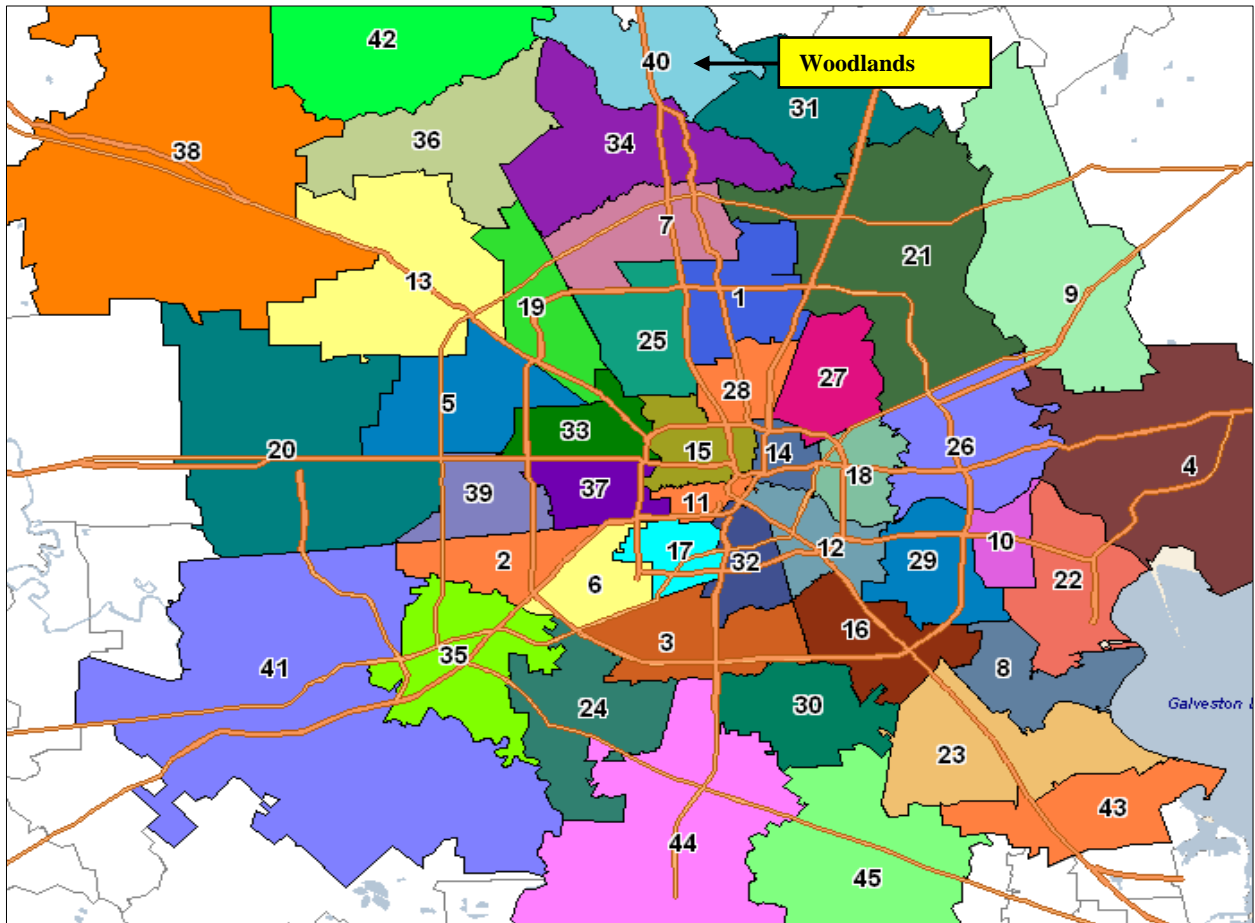
Finally, is there anything else about the Woodlands area, that you think is especially important, that we really need to know about, that we ought to work on, or that we should include in this report?

- *The Woodlands is a place of great opportunity. We need to work together and channel The Church's energy into meeting the practical needs of the community. Put all of this affluence to good use.*
- *The churches fill a big void for kids of a two income family. The sooner that the families and kids get involved in worthwhile activities, the less likely problems will arise. Churches provide families with a solid base.*
- *The Woodlands is a great mission field—so much opportunity to address the spiritual disconnect.*
- *The Rotary Club is very active in the community and celebrating its centennial year. 160 members strong the club is upgrading the playground equipment for schools, working on community restoration projects, providing scholarships and organizing a mentoring program for elementary schools.*





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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