

WHO IS MY
NEIGHBOR?

**The community around
Christ Church**



Two considerations

1. Where are your congregants most likely to come from, and what are they like? (Showing up)
2. Who are the people in your immediate neighborhood, and what are the opportunities to serve them? (Who we serve)



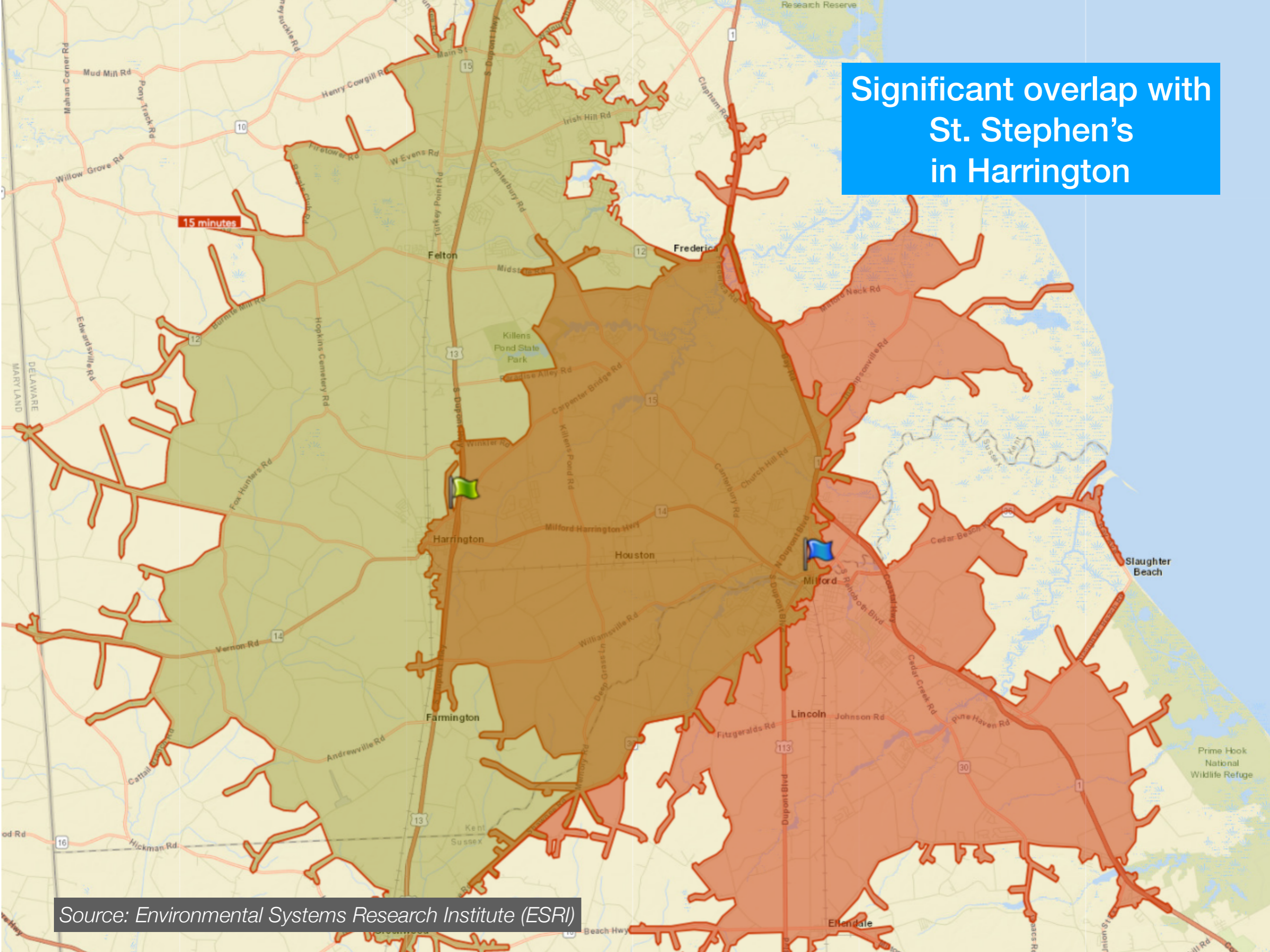
**Area within 15-minute
drive time
of Christ Church**

**Area includes Milford,
Houston, Lincoln,
Ellendale, much of
Harrington, north to
Frederica**

Source: Environmental Systems Research Institute (ESRI)

State of New Jersey, VITA, Delaware

Significant overlap with
St. Stephen's
in Harrington



Source: Environmental Systems Research Institute (ESRI)

Who lives within a 15-minute drive of Christ Church?

KEY FACTS

38,612

Population



2.6

Average
Household
Size

41.4

Median Age

\$55,339

Median
Household
Income

Education



13%

No HS Diploma



38%

HS Graduate



28%

Some College



21%

Degree or Higher

Largest group: Females 55-59 (7.3%)

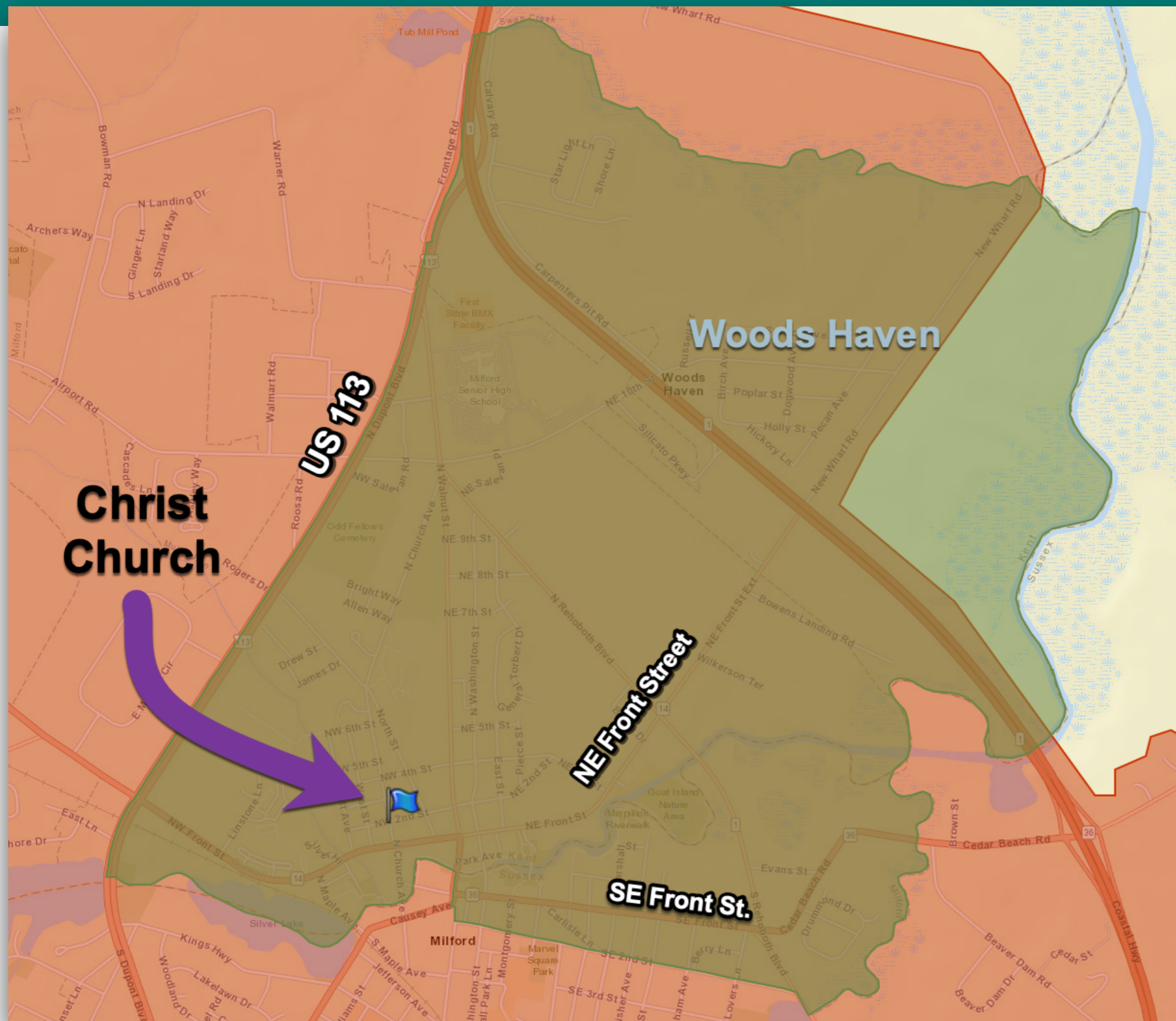
White: 73%

Black: 17%

Hispanic (any race): 12%

Source: Environmental Systems Research Institute (ESRI)

Your immediate neighborhood



We combined three census blocks, two in Kent and one in Sussex County, to get a snapshot of your neighbors.

Source: Environmental Systems Research Institute (ESRI)

Population younger, poorer, more diverse

KEY FACTS

4,966
Population



2.8
Average
Household
Size

33.1

Median Age

\$42,256

Median
Household
Income

Education



23%

No HS Diploma



38%

HS Graduate



26%

Some College



13%

Degree or Higher

Largest group: Males 0-4 (8.6%)

Source: Environmental Systems Research Institute (ESRI)



25.82%

ACS HHs: Inc Below Poverty Level
(%)



63.69%

2017 Renter Occupied HUs (%)



29.58%

2017 Hispanic Population (%)



32.96%

2010 Pop-1 Race: Black (%)



Let's dig a little deeper

Looking at more than numbers, who are the people who live here?

How do they live their lives? What are their hopes and dreams?



Milford Head Start - 2 blocks from church

“Set to Impress”

45 percent of households within those 3 census blocks that surround your church.

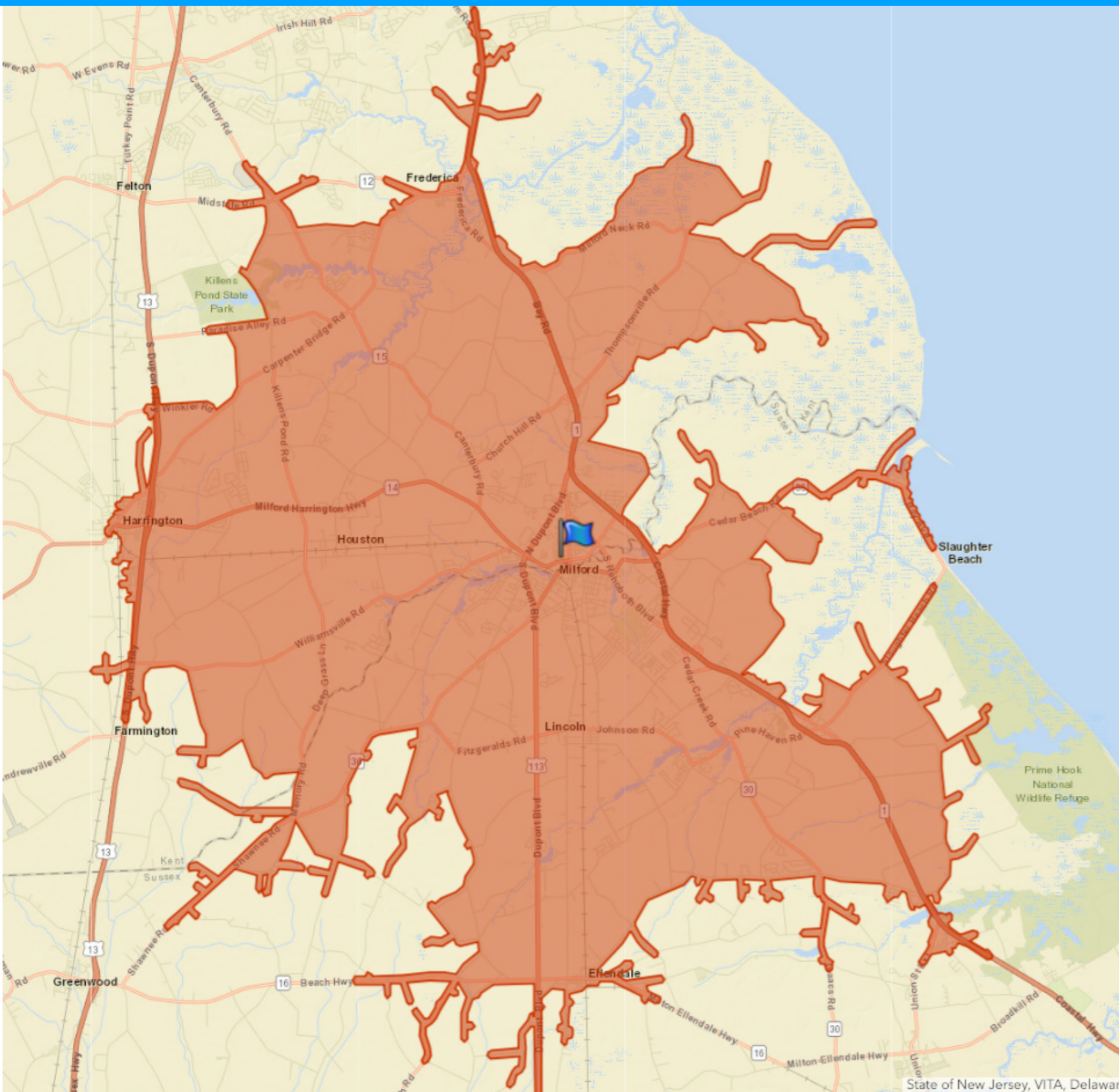
Renters, lots of singles, younger and poorer and more diverse than Milford as a whole. Median age is 33.

Their median household income is only about \$32,000.

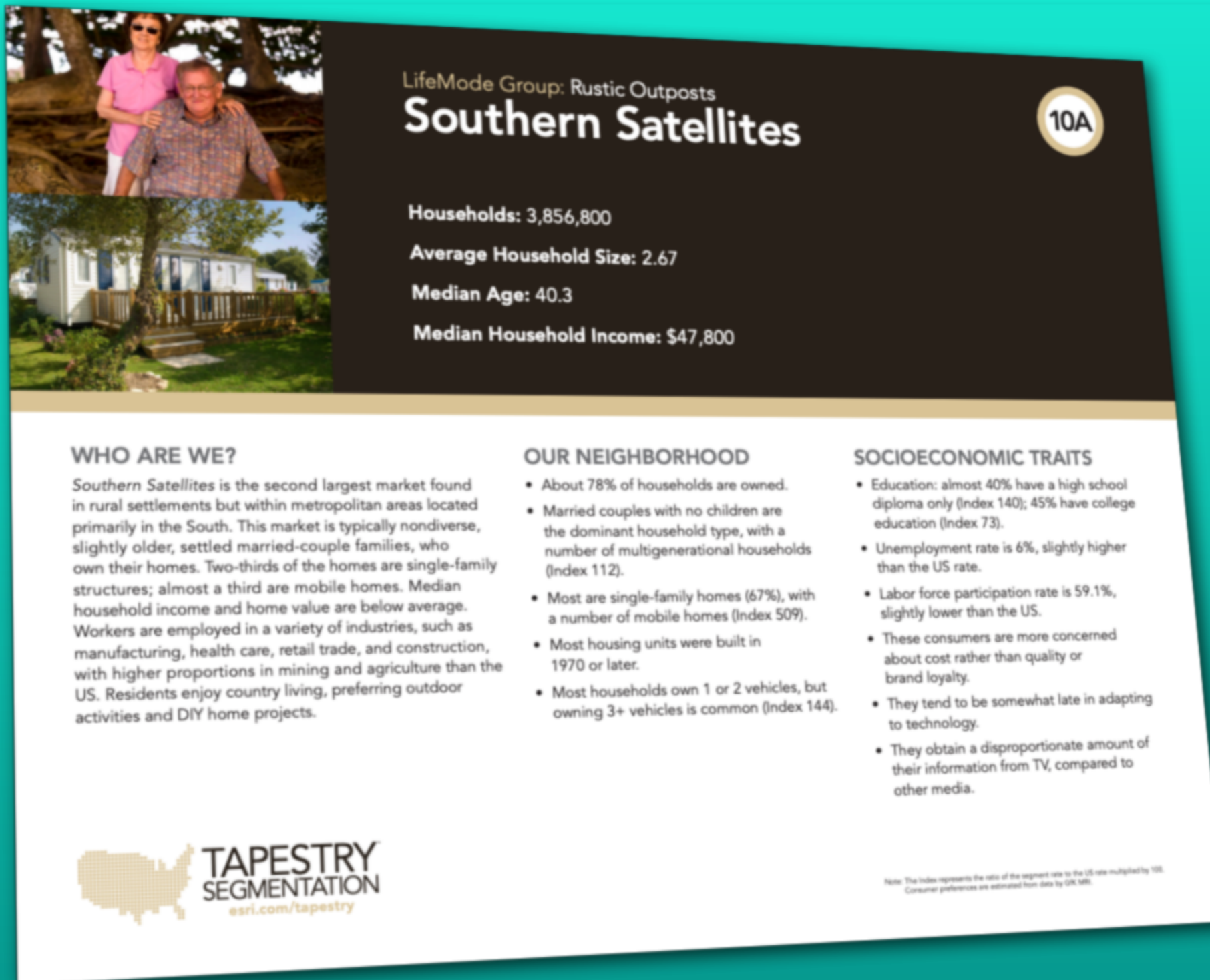
Cell phones instead of landlines, social media savvy.



What about the people within the 15-minute drive area?



**How do
they live
their lives,
and how
might they
wind up in
your Parish
Hall or in
your pews?**



LifeMode Group: Rustic Outposts
Southern Satellites 10A

Households: 3,856,800
Average Household Size: 2.67
Median Age: 40.3
Median Household Income: \$47,800

WHO ARE WE?
 Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

OUR NEIGHBORHOOD

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (67%), with a number of mobile homes (Index 509).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 144).

SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by USL MR.

TAPESTRY SEGMENTATION
esri.com/tapestry

“This market is typically nondiverse, slightly older, settled married-couple families, who own their homes.

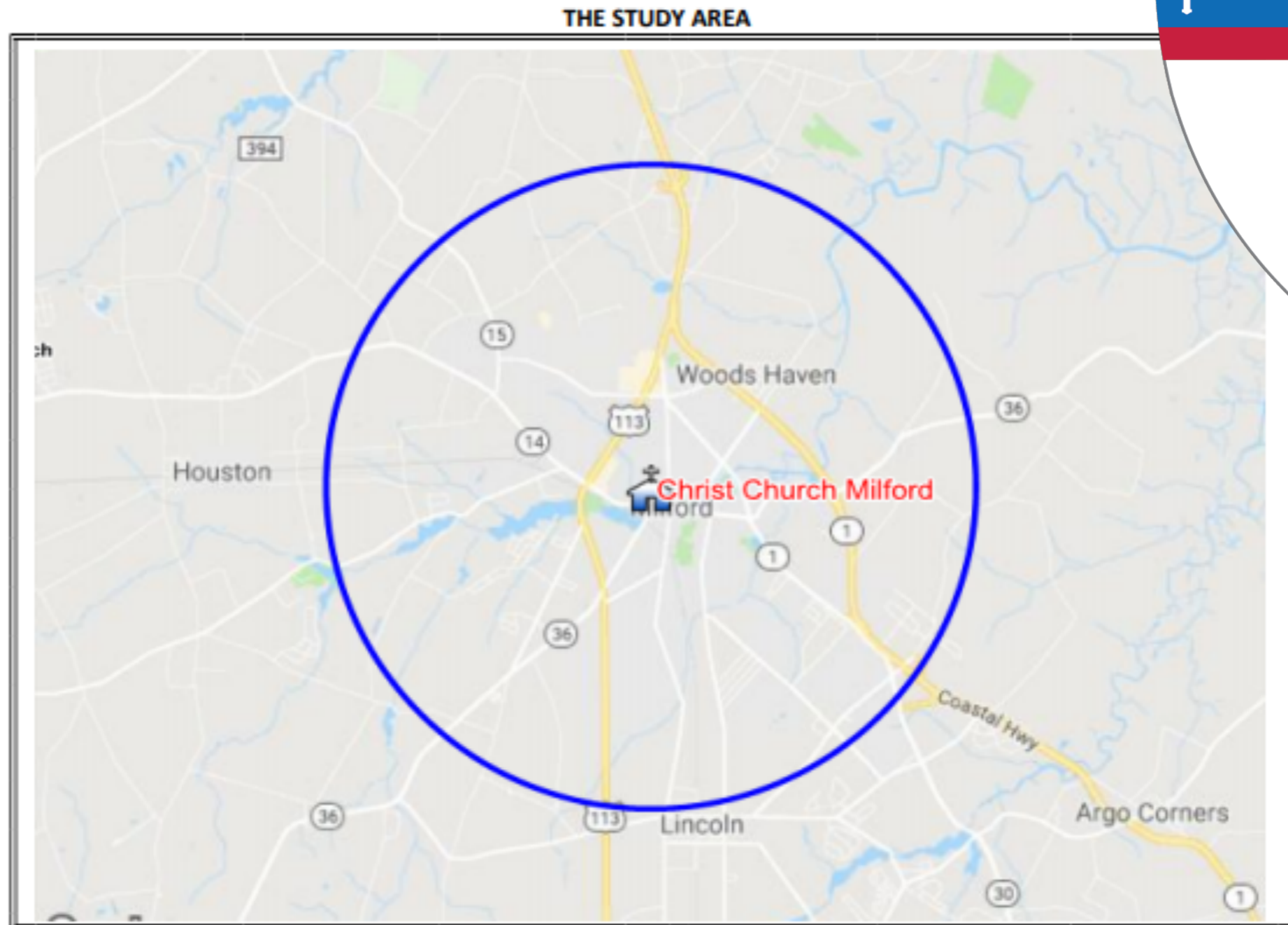
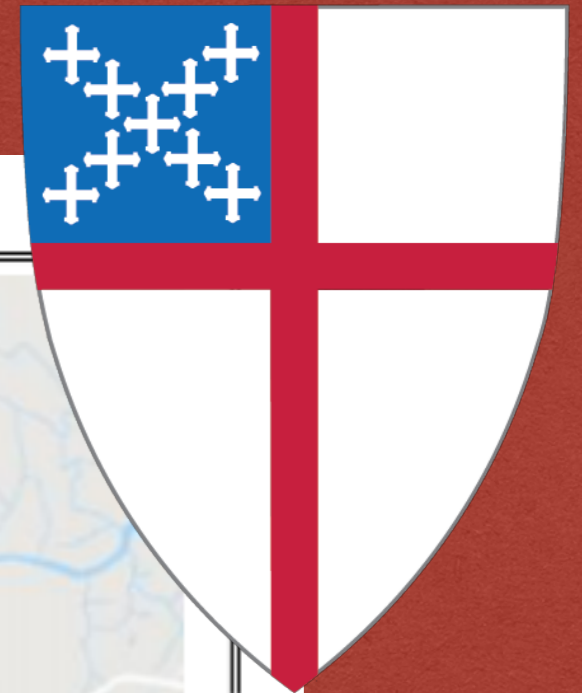
“Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average.

“Residents enjoy country living, preferring outdoor activities and DIY home projects.”

Southern Satellites: 31% of the drive time area
Median age: 40
4,500 homes

From Episcopal Church USA data (3-mile radius)

MissionInsite report



Some insights from Episcopal Church study

Program interests include crisis support groups, marriage enrichment, personal/family counseling, health/weight loss, and senior/retiree activities

Significantly higher interest in bible study and spiritual discussion groups

35% of households headed by a single parent

Much higher interest in cultural programs (drama, music, art)

Retirement population expected to grow between now and 2028





Discussion