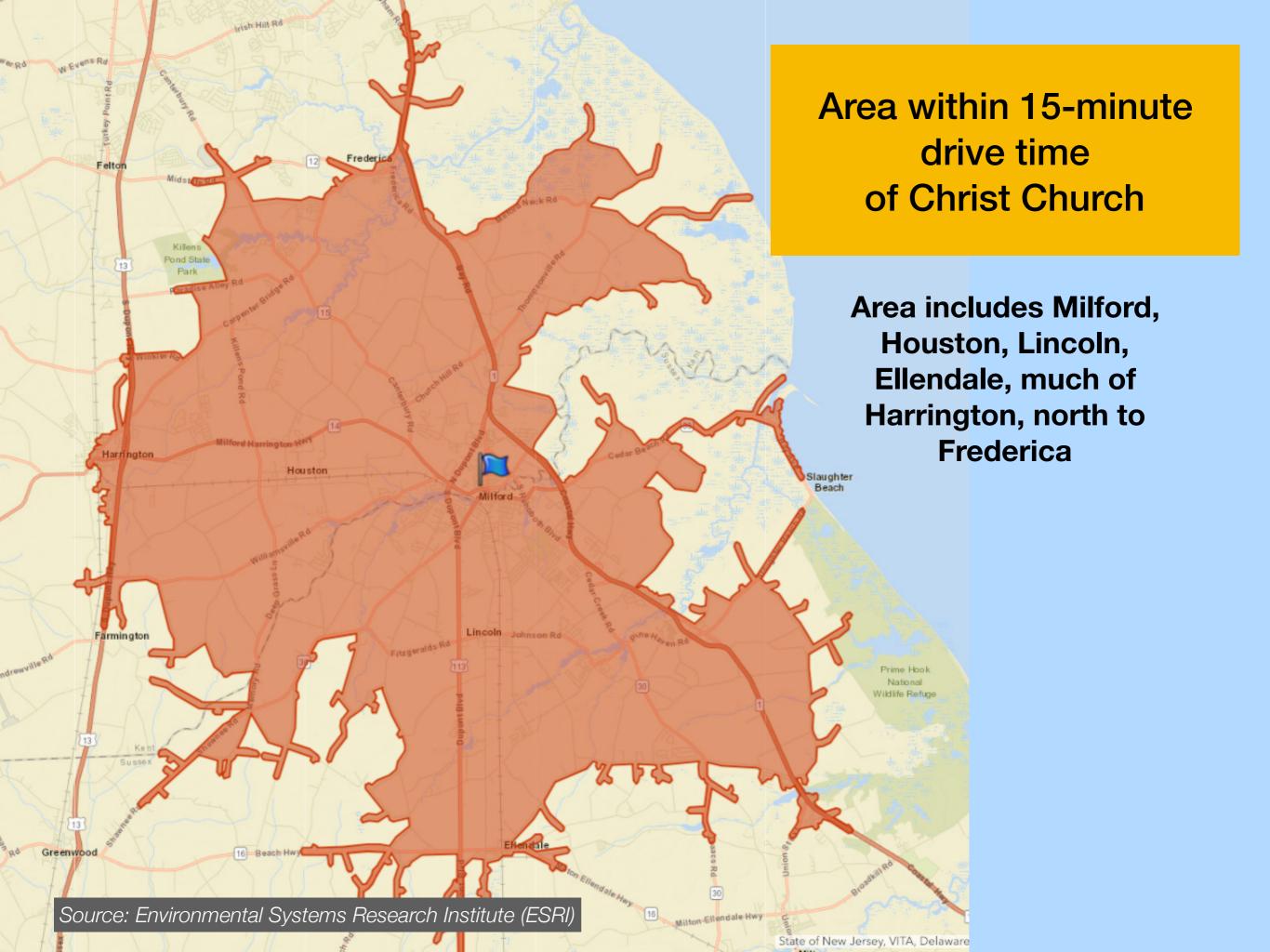


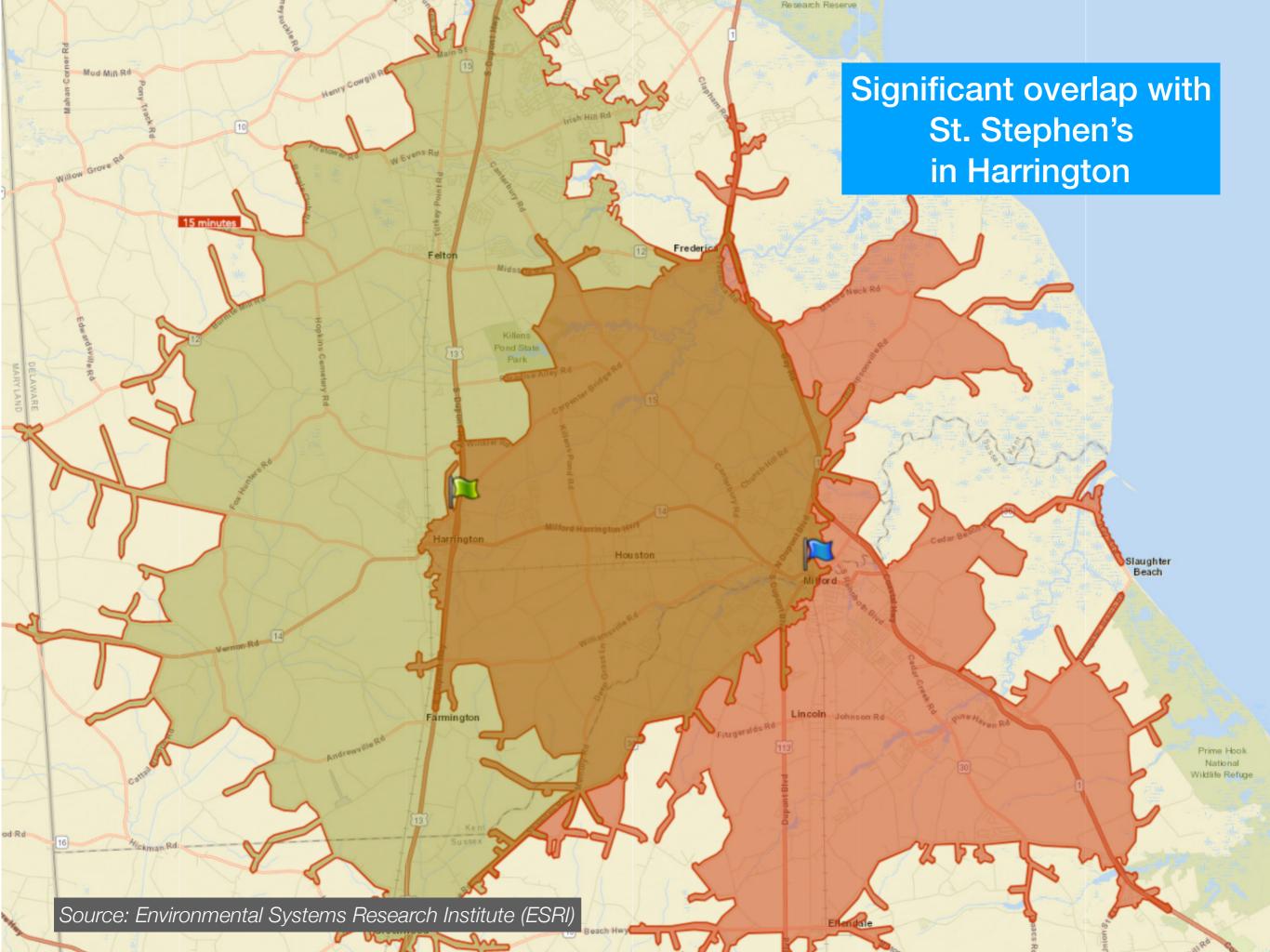
The community around Christ Church

# Two considerations

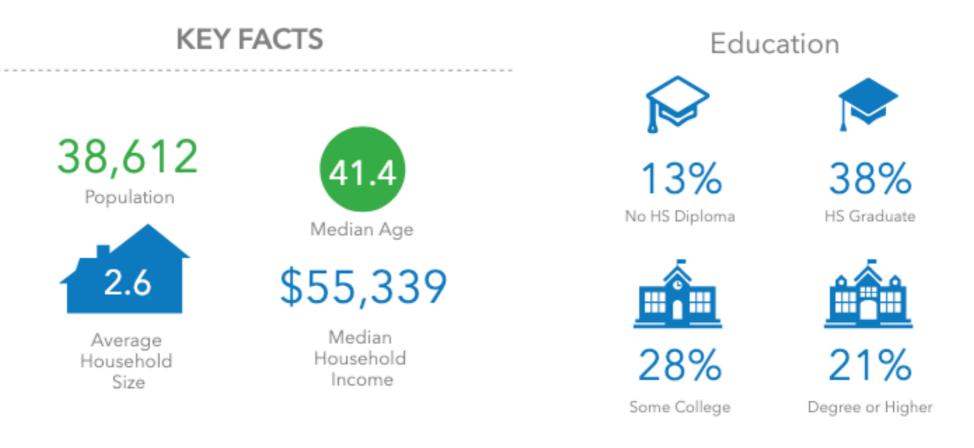
- Where are your congregants most likely to come from, and what are they like? (Showing up)
- 2. Who are the people in your immediate neighborhood, and what are the opportunities to serve them? (Who we serve)







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

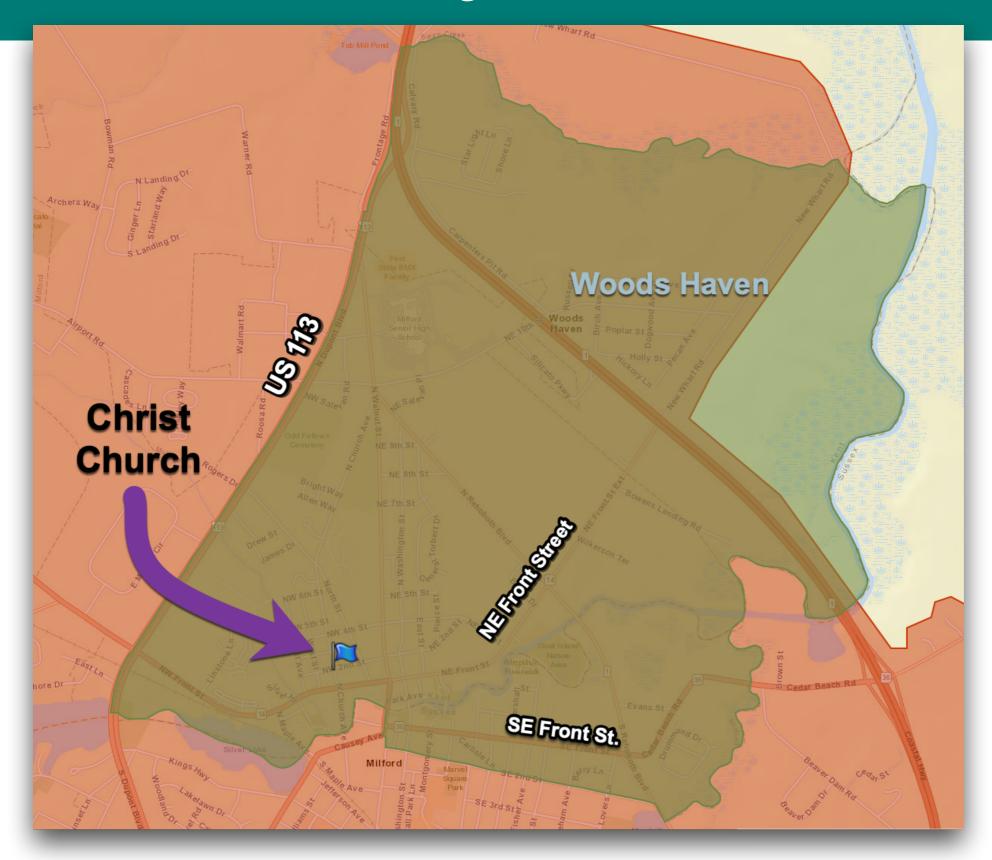


Largest group: Females 55-59 (7.3%)

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.

## Population younger, poorer, more diverse



4,966
Population



Average Household Size



\$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.



Set to Impress

Households: 1,714,100

Average Household Size: 2.12

Median Age: 33.9

Median Household Income: \$32,800

#### WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

#### **OUR NEIGHBORHOOD**

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

#### **SOCIOECONOMIC TRAITS**

- · Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 141).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.

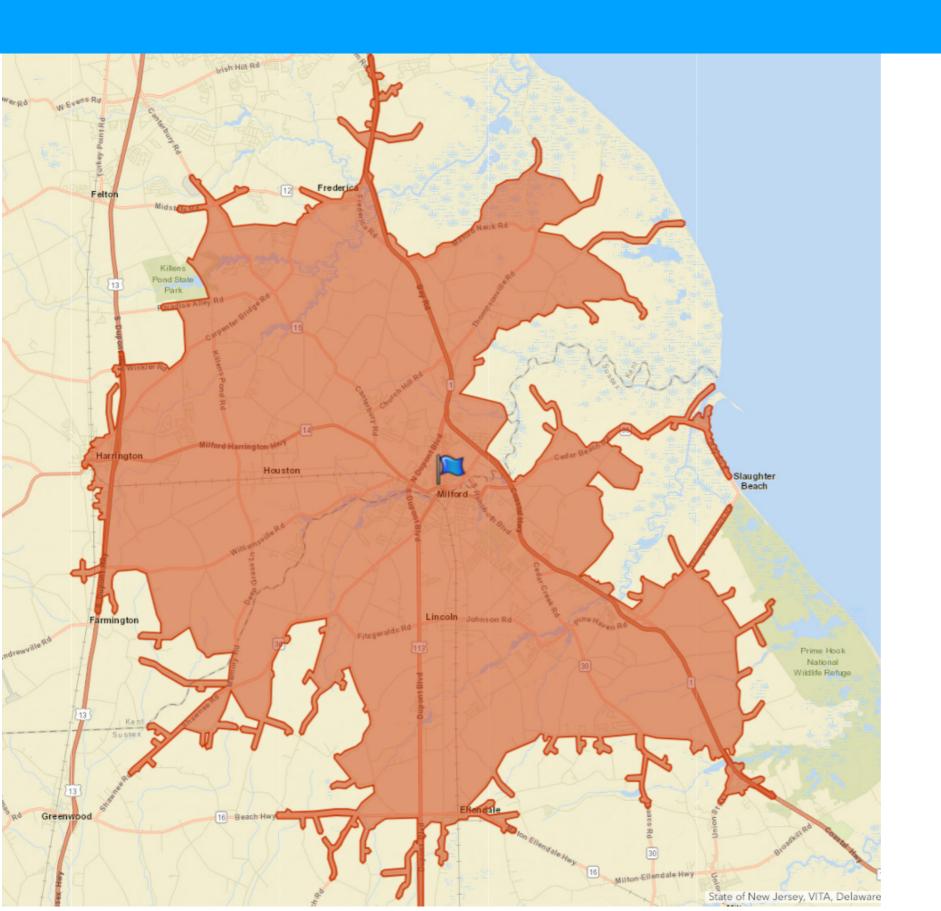


Note: The Index represents the salo of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GRLMB.

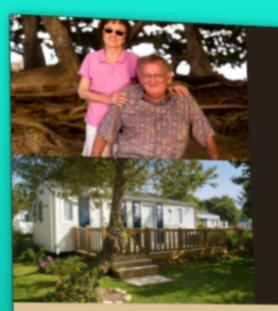
Their median household income is only about \$32,000.

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

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

"Two-thirds of the homes are singlefamily structures; almost a third are mobile homes. Median household income and home value are below

average.

#### 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.



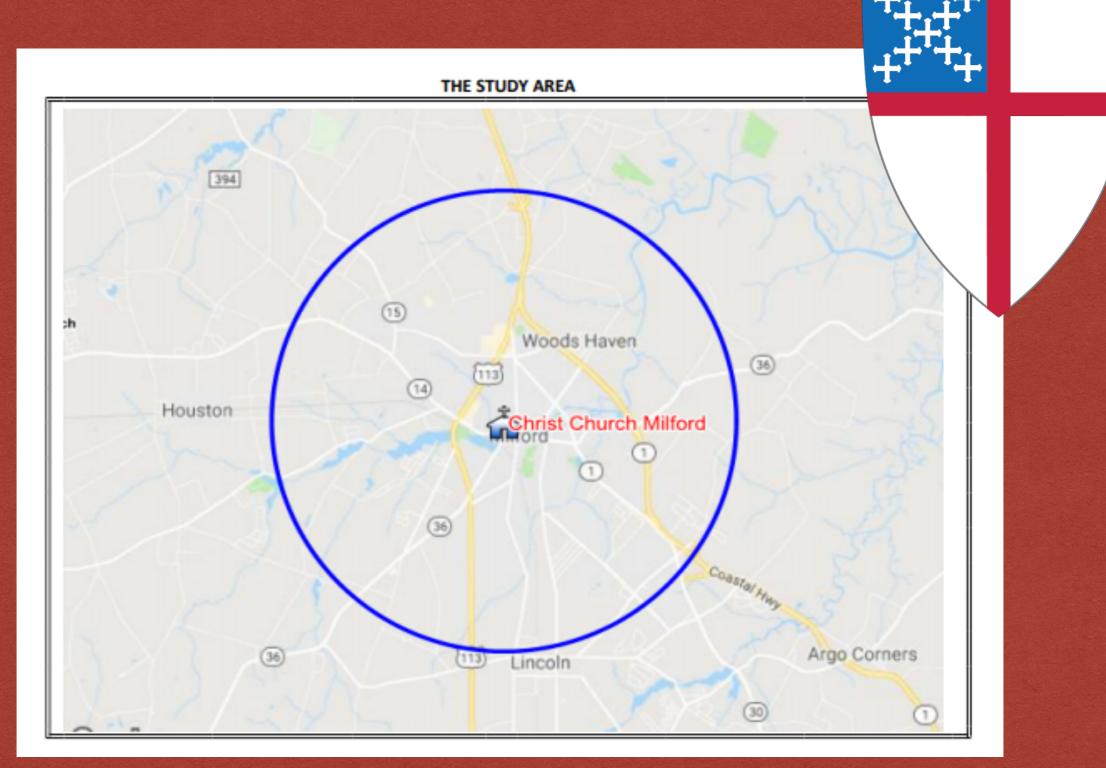
Southern Satellites: 31% of the drive time area Median age: 40

4,500 homes

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

## 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