WHO IS MY NEIGHBOR?

The community around St. Stephen's

Purpose:

Knowing who your neighbors are can help you make decisions about ministry and programs, and your role in the community.
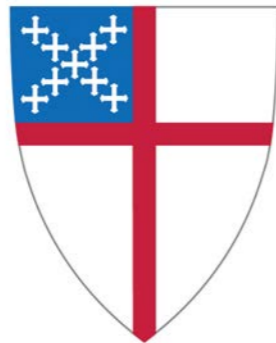

This does not mean you have to go out and find Millennials!

Sources of info

ESRI. Worldwide leader in geographic information systems, geospatial data and analysis.

Episcopal Church. They provide demographic insights for every parish in the country.

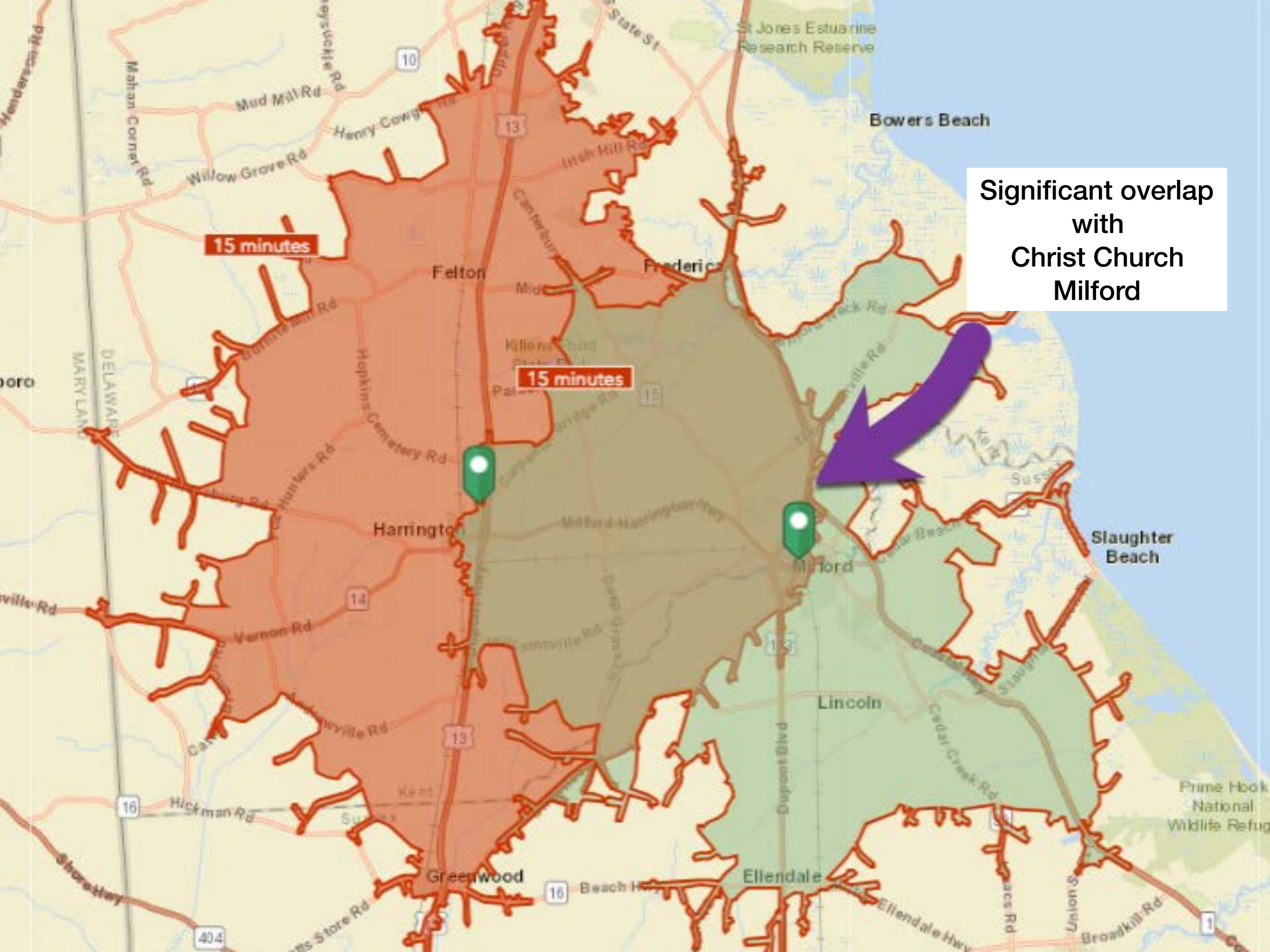**United States Census.** American FactFinder online.

All of the data and reports will be available on line.

Study area

15-minute drive time from St. Stephen's

Significant overlap with
Christ Church Milford

KEY FACTS

43,645
Population

2.6
Average Household Size

40.8
Median Age

$54,734
Median Household Income

EDUCATION

12%
No High School Diploma

39%
High School Graduate

28%
Some College

20%
Bachelor's/Grad/Prof Degree

Race within 15-minute drive time

7.09%
2017 Hispanic Population (%)

17.23%
2010 Pop-1 Race: Black (%)

EMPLOYMENT

55%
White Collar

27%
Blue Collar

17%
Services

5.5%
Unemployment Rate

POVERTY AND RENTER-OCCUPIED WITHIN 15-MIN DRIVE

13.70%
ACS HHs: Inc Below Poverty Level (%)

29.27%
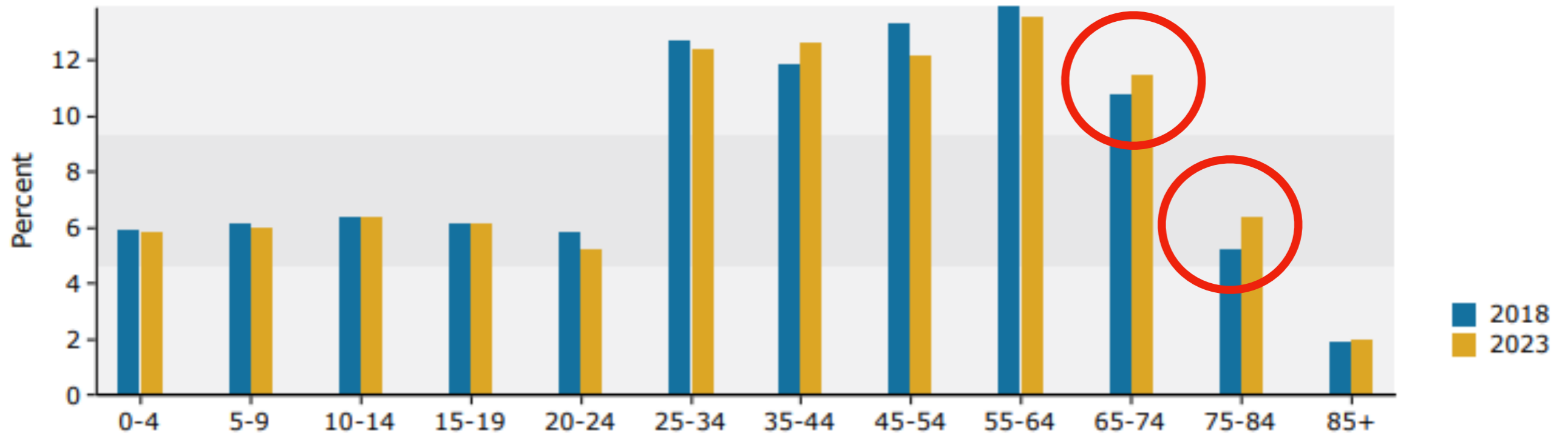2017 Renter Occupied HUs (%)

Households By Income

The largest group: $50,000 - $74,999 (20.0%)

The smallest group: $200,000+ (2.5%)

Indicator	Value	Difference	
<$15,000	11.3%	+0.6%	
$15,000 - $24,999	10.4%	+1.2%	
$25,000 - $34,999	9.3%	-0.3%	
$35,000 - $49,999	13.7%	-0.5%	
$50,000 - $74,999	20.0%	+0.1%	
$75,000 - $99,999	15.1%	-0.1%	
$100,000 - $149,999	13.6%	-0.7%	
$150,000 - $199,999	4.1%	+0.3%	
$200,000+	2.5%	-0.7%	

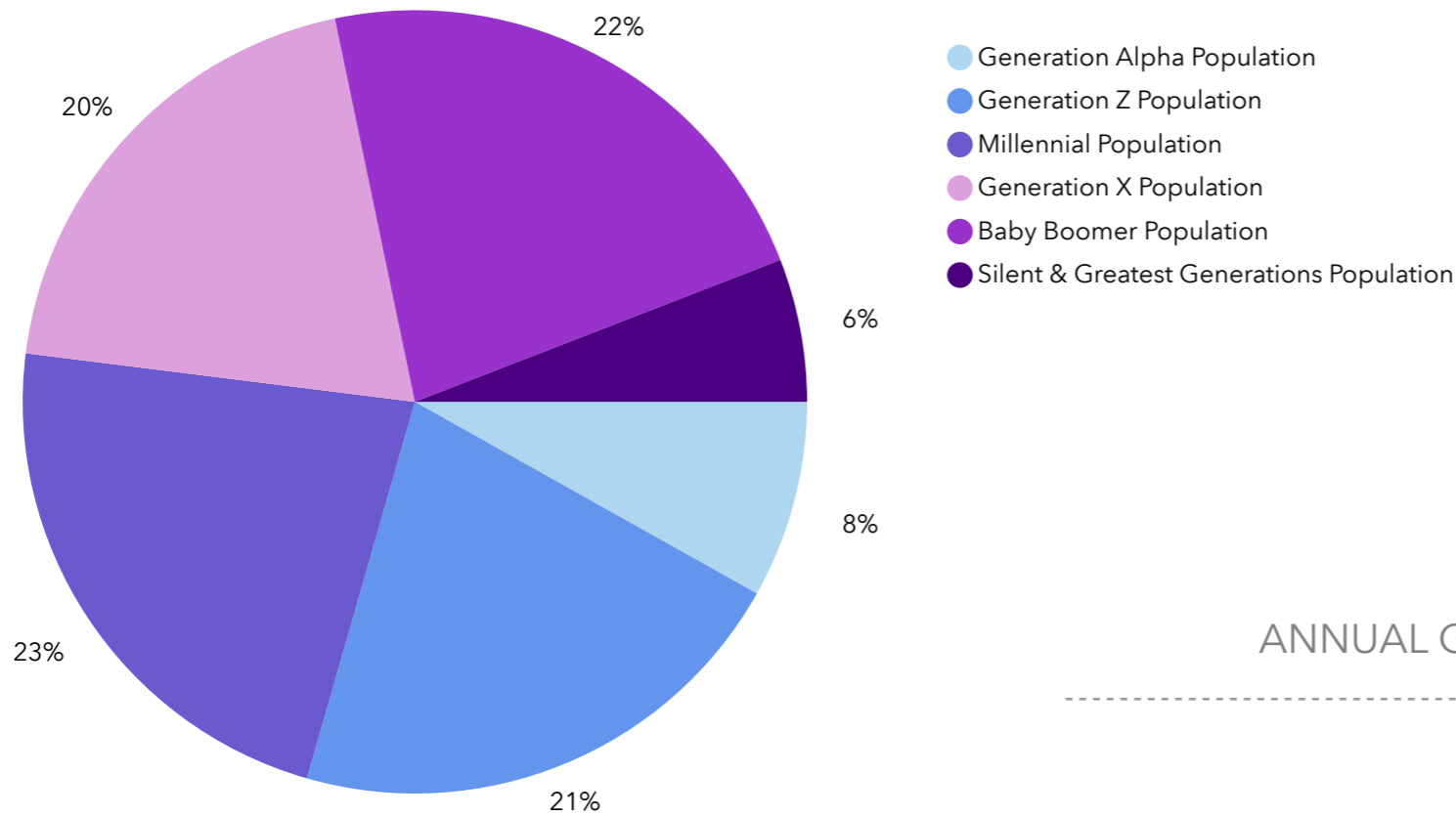Bars show deviation from Caroline County

Population by Age

This area actually will grow proportionately older between now and 2023.

Population projections within 15 minute drive of St. Stephen's

2023 Population by Generation (Esri)

- Generation Alpha Population
- Generation Z Population
- Millennial Population
- Generation X Population
- Baby Boomer Population
- Silent & Greatest Generations Population

22%
20%
6%
8%
21%
23%

Growth rate lower than rest of Kent County

ANNUAL GROWTH RATE FOR AREA 2018-2023
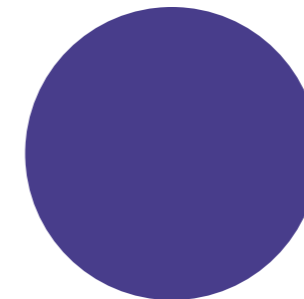
1.19%

2018-2023 Population:
Annual Growth Rate (Esri)

Definition of Generations:
Generation Alpha Population (Born 2017 or Later)
Generation Z Population (Born 1999 to 2016)
Millennial Population (Born 1981 to 1998)
Generation X Population (Born 1965 to 1980)
Baby Boomer Population (Born 1946 to 1964)
Silent & Greatest Generations Population (Born 1945/Earlier)

This rate compares to an annual growth rate of 1.35% for Kent County and 1.16% for Delaware

Census tract that includes Harrington
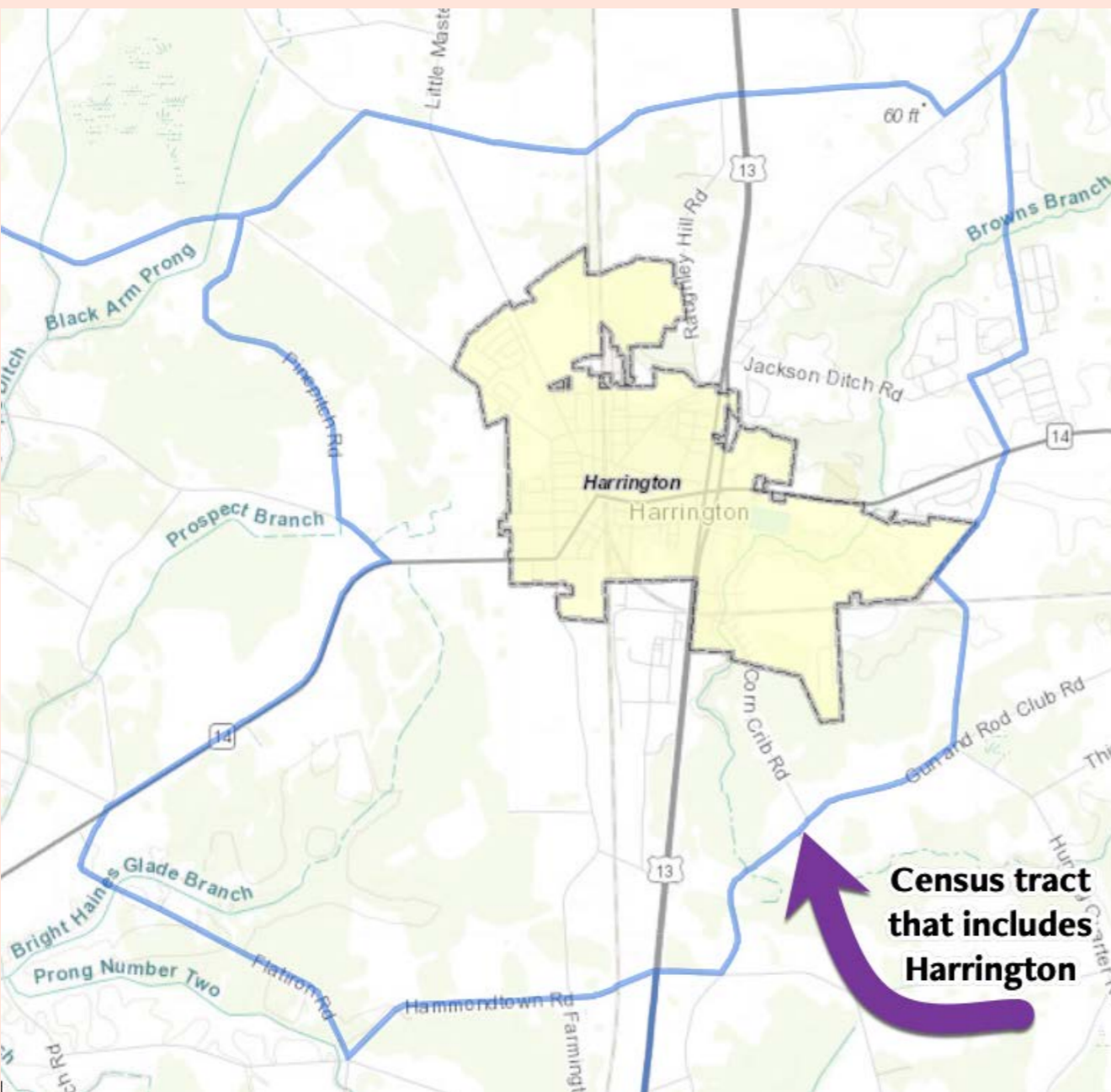
There are 372 veterans living in the Census Tract that includes Harrington.
50% are Vietnam era; 20% are first Gulf War era (1990-2001)

esri
THE SCIENCE OF WHERE™

PETS

🐕 **50%**
Household Owns a Dog

🐈 **29%**
Household Owns a Cat

🦜 **63%**
Household Owns Any Pet

INTERNET ACCESS

🖥 **68%**
Use Computer

📱 **70%**
Use Cell Phone

ANNUAL HOUSEHOLD SPENDING

👕 **$1,780**
Apparel & Services

🖥 **$135**
Computers & Hardware

🍴 **$2,906**
Eating Out

🛒 **$4,190**
Groceries

🩺 **$4,957**
Health Care

ANNUAL LIFESTYLE SPENDING

✈️ **$1,734**
Travel

🎟 **$50**
Theatre/Operas/Concerts

⚽ **$60**
Movies/Museums/Parks

🧍 **$50**
Sports Events

🎮 **$3**
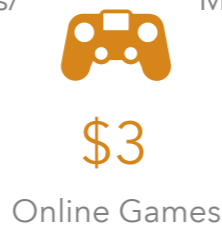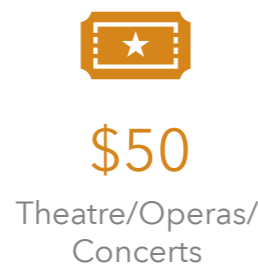Online Games

Age Pyramid
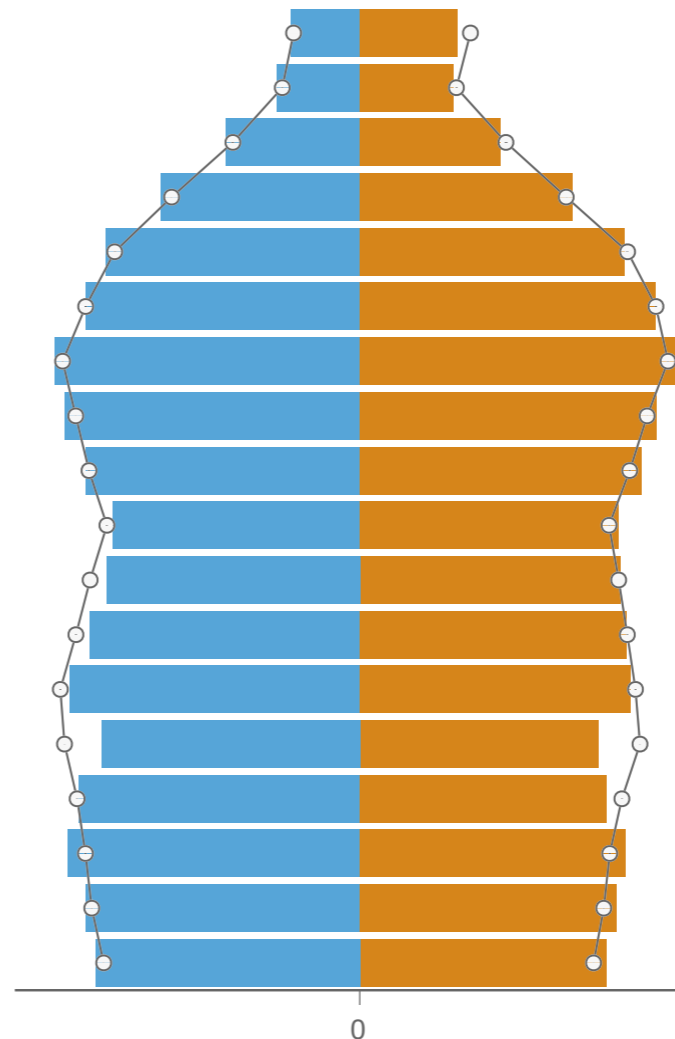
The largest group:
2018 Female Population Age 55-59 (Esri)

The smallest group:
2018 Male Population Age 85+ (Esri)

0

Dots show comparison to Delaware

Let's dig a little deeper . . .

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.

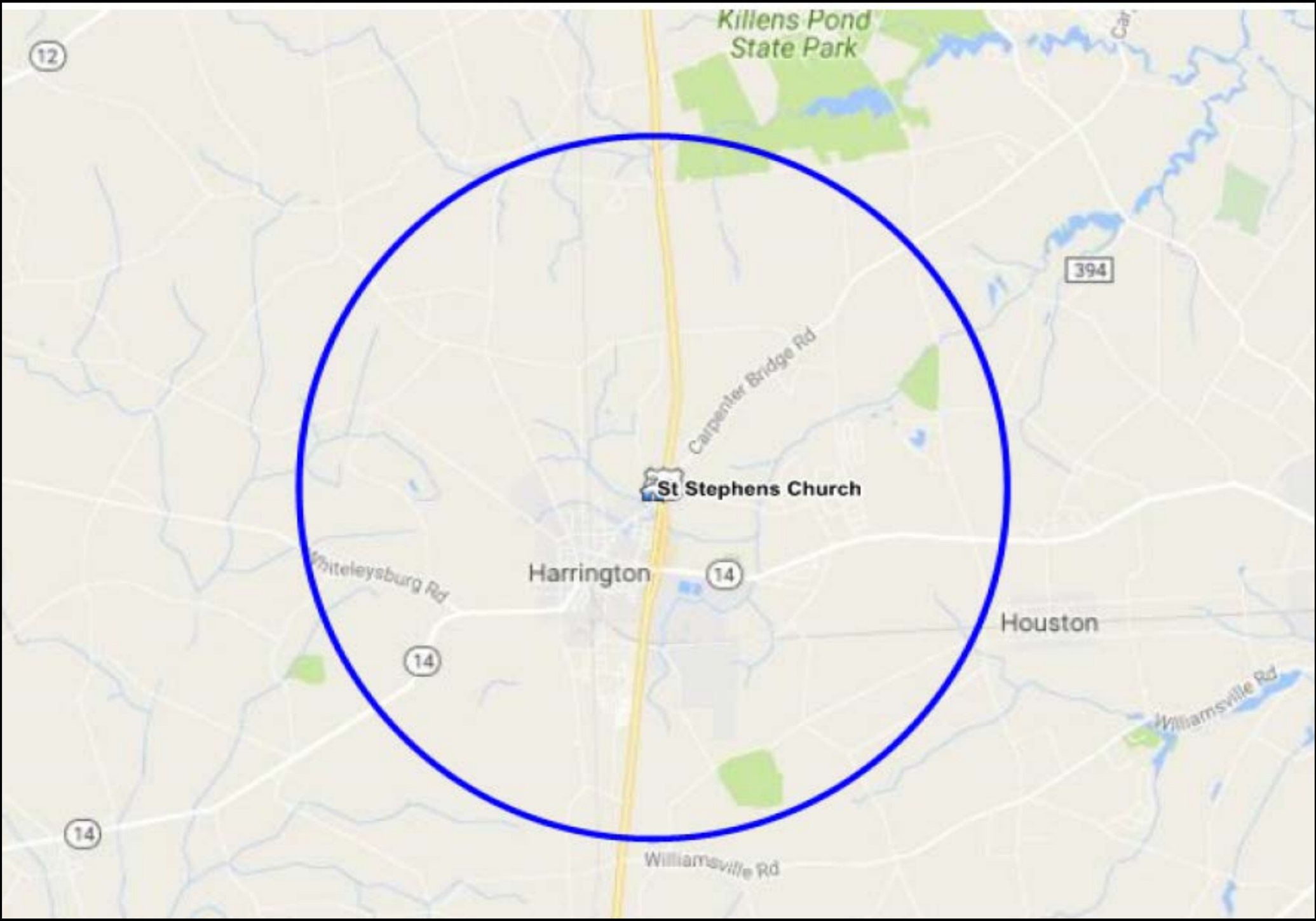**TAPESTRY SEGMENTATION**
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
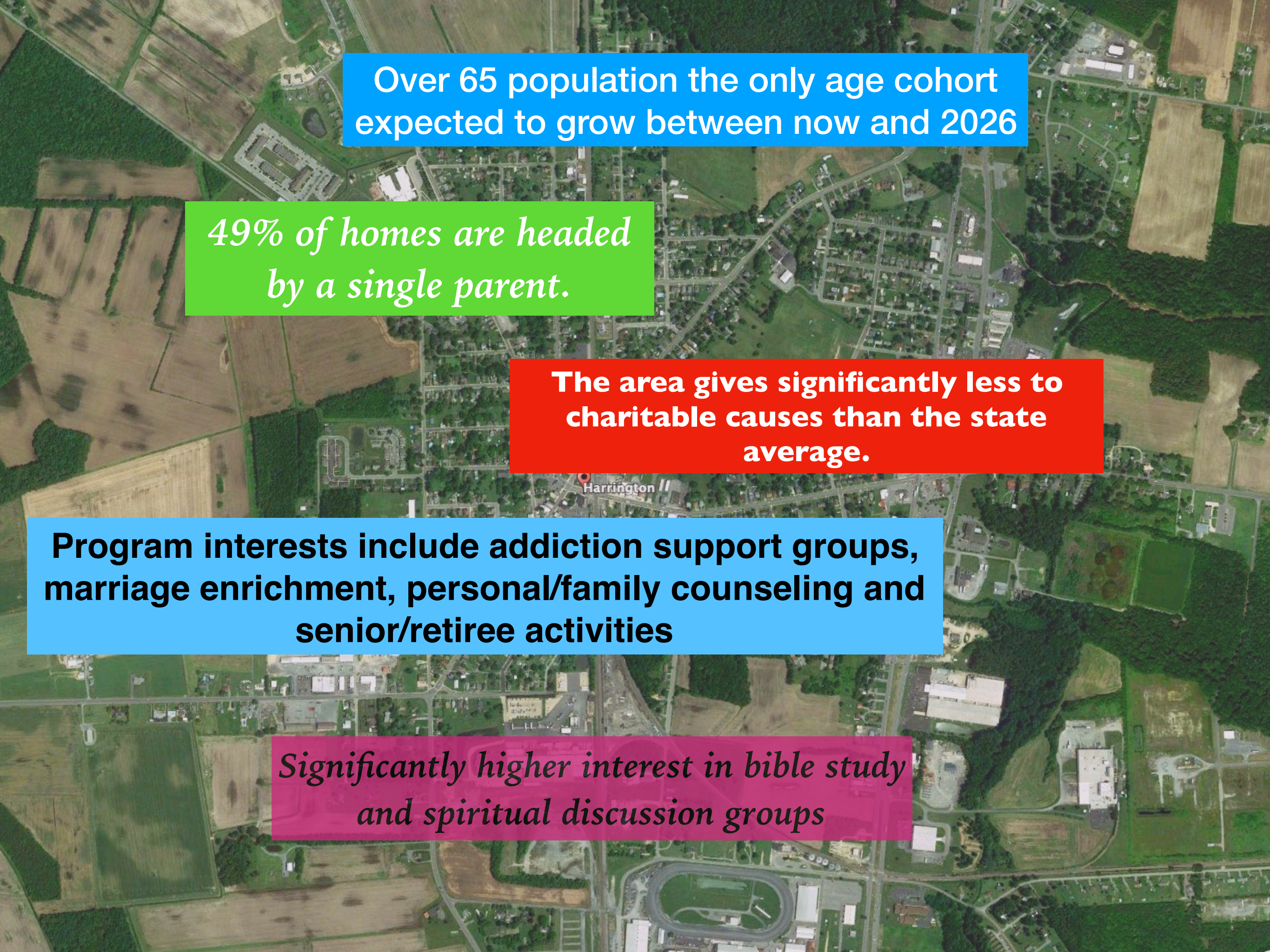
Tapestry goes beyond the numbers to how people live their lives.

3,800 households in study area

From Episcopal Church data (3-mile radius)

MissionInsite report

Over 65 population the only age cohort expected to grow between now and 2026

49% of homes are headed by a single parent.

The area gives significantly less to charitable causes than the state average.

Program interests include addiction support groups, marriage enrichment, personal/family counseling and senior/retiree activities

Significantly higher interest in bible study and spiritual discussion groups

How could this kind of knowledge be helpful to St. Stephen's?

All info (and this presentation) available on
www.cedarcreekplanners.com/harrington-st-stephens

Cedar Creek
Planning & Communications