



## ***The Community of the Blessed Sacrament 2003 Community Profile***

- **Agenda**
  - **Consulting service used**
  - **Zip code profiles**
  - **Age and income summaries**
  - **Typical parishioner profile**
  - **Develop 4-word message that reflects**

### **What are we about?**

**Parish Mission Statement:** *We are a Catholic Christian Community that gathers to proclaim the Gospel of Jesus Christ; grow in faith and love in His Church; share our lives and gifts; reach out to serve others. “Stewardship – A way of life”*



***The Community of the Blessed Sacrament  
2003 Community Profile  
Consultant Services***

- **June 2003**
  - **Ken Porter of Porter Consulting Services**
    - **Over 30 years market research experience**
    - **Consultant to churches since 1990**
    - **Match parish ministries with needs of community**
    - **Very latest, most accurate data available**
    - **Profiles age, income, ethnic, racial, population, household and lifestyle data**
    - **Generational profiles**
    - **Offered to update for free every two years**



## ***The Community of the Blessed Sacrament 2003 Community Profile Zip Codes Studied***

- **Parishioners live in 61 zip codes - 80% live in 6 zip codes**
  - **85254 = 41%**
    - **Tatum/Scottsdale and Bell/Shea**
  - **85253 = 11%**
    - **32<sup>nd</sup>/Scottsdale and Shea/Chaparral**
  - **85260 = 11%**
    - **Scottsdale/104<sup>th</sup> and Shea/Bell**
  - **85255 = 6.5%**
    - **Scottsdale/McDowell Mtn and Bell/Rio Verde**
  - **85032 = 6%**
    - **Cave Creek/Tatum and Union Hills/Cactus**
  - **85258 = 5%**
    - **Scottsdale/Pima and Indian Bend/Shea**





## ***The Community of the Blessed Sacrament 2003 Community Profile Zip Code 85253***

• <b>Population</b>	<b>2001: 18,520</b>	<b>2006: 20,635</b>
• <b>Households</b>	<b>2001: 7,255</b>	<b>2006: 8,095</b>
• <b>Race</b>		
• <b>White</b>	<b>94.7%</b>	<b>93.5%</b>
• <b>Black</b>	<b>.9%</b>	<b>1.1%</b>
• <b>Asian</b>	<b>2.4%</b>	<b>2.9%</b>
• <b>Hispanic</b>	<b>3.0%</b>	<b>4.7%</b>
• <b>Per Capita Income</b>	<b>\$48,242</b>	
• <b>Median Household Income</b>	<b>\$91,257</b>	
• <b>Life Style Indicators (100 = nationwide average)</b>		
• <b>Retirement Plans</b>	<b>274</b>	
• <b>Dine out often</b>	<b>201</b>	
• <b>Theater and Concerts</b>	<b>226</b>	
• <b>ATM Usage</b>	<b>151</b>	
• <b>Own a Personal Computer</b>	<b>227</b>	



## ***The Community of the Blessed Sacrament 2003 Community Profile Zip Code 85260***

• <b>Population</b>	<b>2001: 35,300</b>	<b>2006: 40,815</b>
• <b>Households</b>	<b>2001: 14,825</b>	<b>2006: 17,295</b>
• <b>Race</b>		
• <b>White</b>	<b>94.0%</b>	<b>92.2%</b>
• <b>Black</b>	<b>1.1%</b>	<b>1.3%</b>
• <b>Asian</b>	<b>2.6%</b>	<b>3.4%</b>
• <b>Hispanic</b>	<b>3.8%</b>	<b>5.9%</b>
• <b>Per Capita Income</b>	<b>\$35,463</b>	
• <b>Median Household Income</b>	<b>\$66,551</b>	
• <b>Life Style Indicators (100 = nationwide average)</b>		
• <b>Retirement Plans</b>	<b>188</b>	
• <b>Dine out often</b>	<b>145</b>	
• <b>Theater and Concerts</b>	<b>166</b>	
• <b>ATM Usage</b>	<b>156</b>	
• <b>Own a Personal Computer</b>	<b>191</b>	









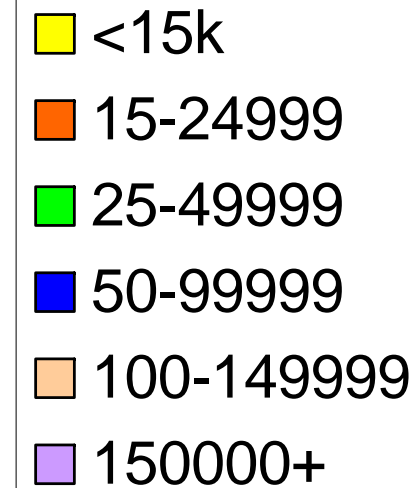
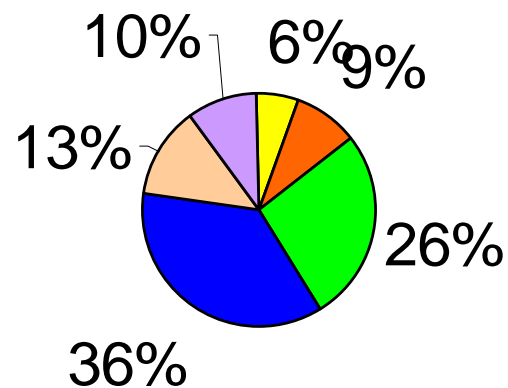
## ***The Community of the Blessed Sacrament 2003 Community Profile Summary***

- **Summary**
  - **Affluent and upscale – Highest income in the nation**
    - **85253 in top 1% nationally**
  - **59% of households incomes > \$100,000 compared to 13% nationally**
  - **24% of households in 85032 < \$25,000 compared to 13% nationally**
  - **Likelihood income levels will not vary in the future**
  - **Very often high income households are overextended**
  - **Largest group is “Great American Middle Class”**
    - **Earn \$25,000 - \$100,000 and are likely to be involved in church**
  - **Households at lower end economic scale**
    - **Daily struggle for survival**
    - **Place heavy demand on church and community – unable to pay**
    - **Receptive to Good News of Jesus Christ**



## *The Community of the Blessed Sacrament 2003 Community Profile*

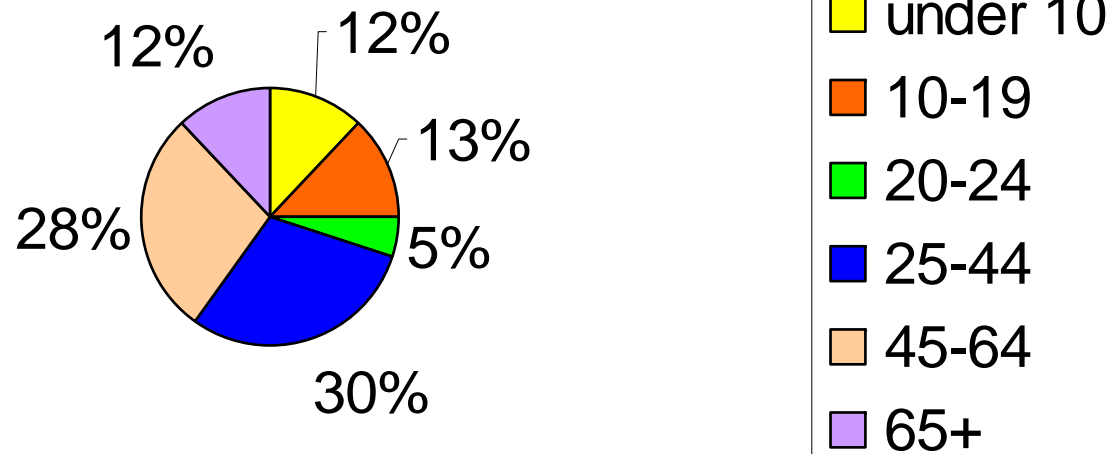
### HOUSEHOLD INCOME TOTAL TARGET AREA





## *The Community of the Blessed Sacrament 2003 Community Profile*

### AGE DISTRIBUTION TARGET AREA





## ***The Community of the Blessed Sacrament 2003 Community Profile Key Indicators***

	<b>Parish</b>	<b>US-Now</b>	<b>US-2006</b>
• <b>Female Head of Household:</b>	<i>7.5%</i>	<i>13%</i>	<i>14%</i>
• <b>One Person Households:</b>	<i>25.4%</i>	<i>26%</i>	<i>30%</i>
• <b>Persons Below Poverty Level:</b>	<i>5.9%</i>	<i>12%</i>	<i>12.5%</i>
• <b>High School Graduates (25+):</b>	<i>90.8%</i>	<i>78%</i>	<i>8.1%</i>
• <b>Bachelor's Degrees (25+):</b>	<i>34.5%</i>	<i>22%</i>	<i>25%</i>
• <b>Violent Crime (per 100,000):</b>	<i>282</i>	<i>500</i>	<i>Trending Down</i>
• <b>Property Crime (per 100,000):</b>	<i>4308</i>	<i>3,700</i>	<i>Trending Down</i>



***The Community of the Blessed Sacrament  
2003 Community Profile  
Typical Parish Family Profile***

- **Parents – aged 43-50**
- **Kids in Junior High, High School and college**
- **Household income \$100,000 – both parents working**
- **2-3 Vehicles and 2-3 Pets**
- **Get news from TV, AZ Republic, US Today and internet**
- **Book readers – 60% Fiction**
- **Vacation national parks, big cities – cultural experiences**
- **Very busy**
- **Hyperactive kids**
- **Music – country western and adult contemporary**
- **Opportunity for 60% involved – 40% not**



***The Community of the Blessed Sacrament  
2003 Community Profile  
Vision Planning***

## **Vision Planning Characteristics**

- Have the *vision* to see what Gods wants you to see
- Have the *faith* to believe what you see
- Have *faith* to believe what God gives you
- Have the *courage* to do what you see in God's vision
- Have the *eyes to see* so you can pursue the vision
- Have *belief* in the One who gives you vision
- Have the right *people* to see and implement the vision
- Have the *courage* to do what others are afraid to do
- Have *understanding* of who you are - **CODE**



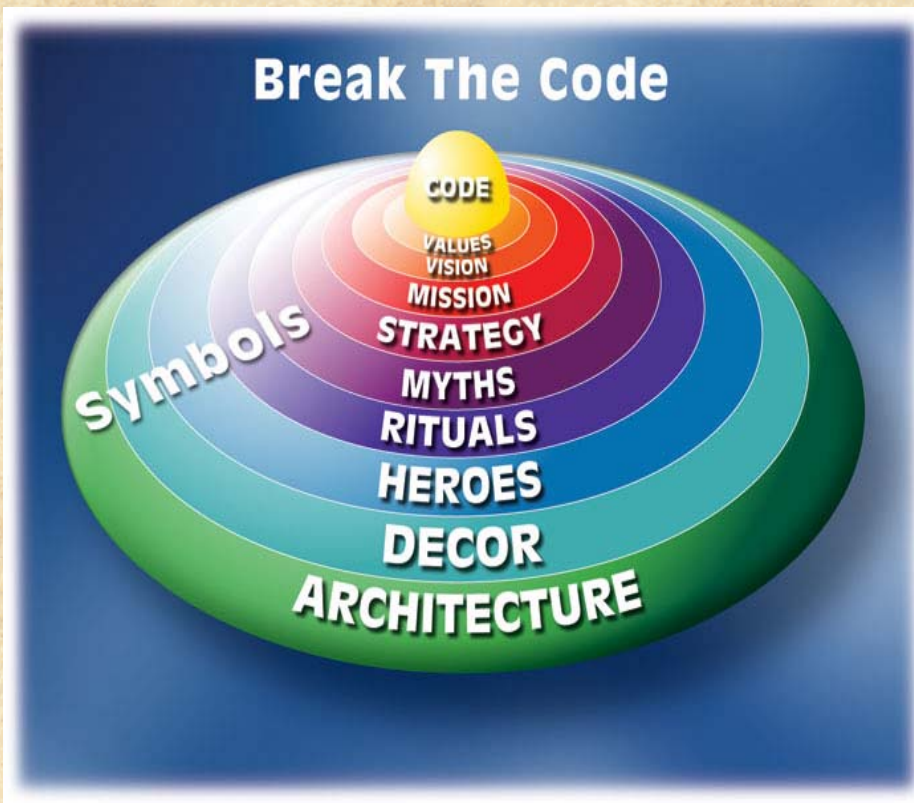
***The Community of the Blessed Sacrament  
2003 Community Profile  
Code— What are we about?***

**Code – What are we about?**

- **What makes us different?**
- **What gives us identity?**
- **What are our values?**
- **How do we interact?**
- **What attracts newcomers?**
- **What do our surroundings indicate?**
- **What are the stories that reflect who we are?**
- **What symbols reflect who we are?**
- **Who are our heroes?**



## ***The Community of the Blessed Sacrament 2003 Community Profile Break the Code of Our Parish***



- Physical Space
- Gathering Spaces
- Founders, current/former pastors
- Contemporary/Traditional - Always do
- How was parish started
- Programs – What’s really critical?
- What is our purpose?
- Where are we going and how will we know when we have arrived?
- What do we stand for?  
each decision does through these



***The Community of the Blessed Sacrament  
2003 Community Profile  
What are we about?***

**Work Activity**

- **Discuss in small groups**
  - **Share stories about “*What gives us identity?*”**
  - **Agree on 4 key words that reflect**

***What are we about?***

- **Share 1-2 stories with larger group**
- **Gain consensus on 4 key words that can be used as a message in bulletins, letterheads, as logo....**