

COMMUNITY PROFILE

THE COMMUNITY OF THE BLESSED SACRAMENT

JUNE 2003

PREPARED BY

KENNETH H. PORTER

Honora A. Norton, Parish Manager

BLESSED SACRAMENT

KEY DEMOGRAPHICS - 85032

POPULATION	2001	68740		
	2006	76425		
HOUSEHOLDS	2001	26065		
	2006	28775		
RACE	WHITE	84.4%	2006	80.1%
	BLACK	1.7%	2006	1.9%
	ASIAN	1.7%	2006	2.1%
	HISPANIC	18.9%	2006	26.0%
PER CAPITA INCOME		\$21,135		
MEDIAN HOUSEHOLD INCOME		\$43,739		

LIFESTYLE INDICATORS

RETIREMENT PLANS	109
DINE OUT OFTEN	99
THEATER AND CONCERTS	101
ATM USAGE	135
OWN A PERSONAL COMPUTER	144

2BLESSED SACRAMENT

KEY DEMOGRAPHICS - 85253

POPULATION	2001	18520		
	2006	20635		
HOUSEHOLDS	2001	7255		
	2006	8095		
RACE	WHITE	94.7%	2006	93.5%
	BLACK	.9%	2006	1.1%
	ASIAN	2.4%	2006	2.9%
	HISPANIC	3.0%	2006	4.7%
PER CAPITA INCOME		\$48,242		
MEDIAN HOUSEHOLD INCOME		\$91,257		

LIFESTYLE INDICATORS

RETIREMENT PLANS	274
DINE OUT OFTEN	201
THEATER AND CONCERTS	226
ATM USAGE	151
OWN A PERSONAL COMPUTER	227

BLESSED SACRAMENT

KEY DEMOGRAPHICS - 85254

POPULATION	2001	50870		
	2006	56500		
HOUSEHOLDS	2001	19000		
	2006	21440		
RACE	WHITE	93.7%	2006	91.7%
	BLACK	1.1%	2006	1.4%
	ASIAN	2.5%	2006	3.3%
	HISPANIC	4.3%	2006	6.6%
PER CAPITA INCOME		\$29,366		
MEDIAN HOUSEHOLD INCOME		\$62,650		

LIFESTYLE INDICATORS

RETIREMENT PLANS	172
DINE OUT OFTEN	136
THEATER AND CONCERTS	152
ATM USAGE	154
OWN A PERSONAL COMPUTER	193

BLESSED SACRAMENT

KEY DEMOGRAPHICS - 85255

POPULATION	2001	23730		
	2006	33010		
HOUSEHOLDS	2001	9815		
	2006	13480		
RACE	WHITE	94.7%	2006	93.3%
	BLACK	1.1%	2006	1.4%
	ASIAN	2.1%	2006	2.6%
	HISPANIC	3.3%	2006	5.1%
PER CAPITA INCOME		\$44,331		
MEDIAN HOUSEHOLD INCOME		\$75,066		

LIFESTYLE INDICATORS

RETIREMENT PLANS	227
DINE OUT OFTEN	175
THEATER AND CONCERTS	224
ATM USAGE	149
OWN A PERSONAL COMPUTER	225

BLESSED SACRAMENT

KEY DEMOGRAPHICS - 85258

POPULATION	2001	25515		
	2006	27975		
HOUSEHOLDS	2001	12410		
	2006	13795		
RACE	WHITE	95.1%	2006	93.7%
	BLACK	.7%	2006	.8%
	ASIAN	2.1%	2006	2.7%
	HISPANIC	3.1%	2006	4.9%
PER CAPITA INCOME		\$39,882		
MEDIAN HOUSEHOLD INCOME		\$61,131		

LIFESTYLE INDICATORS

RETIREMENT PLANS	175
DINE OUT OFTEN	141
THEATER AND CONCERTS	162
ATM USAGE	153
OWN A PERSONAL COMPUTER	188

BLESSED SACRAMENT

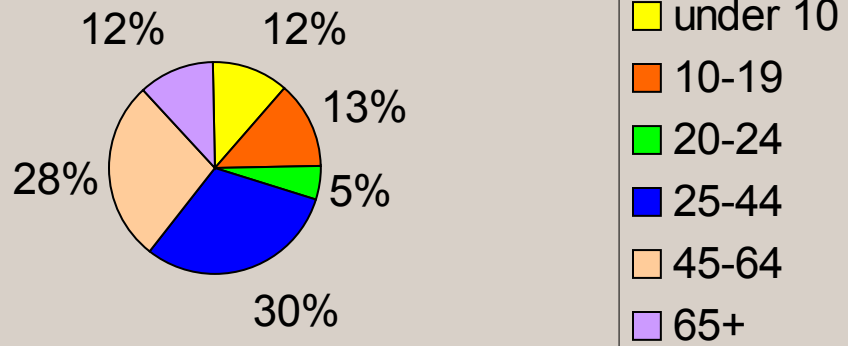
KEY DEMOGRAPHICS - 85260

POPULATION	2001	35300		
	2006	40815		
HOUSEHOLDS	2001	14825		
	2006	17295		
RACE	WHITE	94.0%	2006	92.2%
	BLACK	1.1%	2006	1.3%
	ASIAN	2.6%	2006	3.4%
	HISPANIC	3.8%	2006	5.9%
PER CAPITA INCOME		\$35,463		
MEDIAN HOUSEHOLD INCOME		\$66,551		

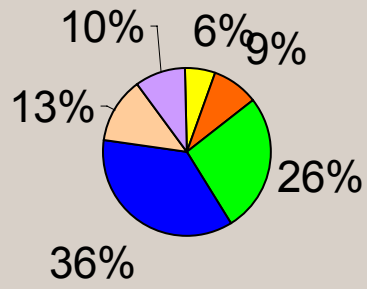
LIFESTYLE INDICATORS

RETIREMENT PLANS	188
DINE OUT OFTEN	145
THEATER AND CONCERTS	166
ATM USAGE	156
OWN A PERSONAL COMPUTER	191

AGE DISTRIBUTION TARGET AREA



HOUSEHOLD INCOME TOTAL TARGET AREA



BLESSED SACRAMENT

COMMUNITY PROFILE

KEY INDICATORS

Female Head of Household:	7.5%
One Person Households:	25.4%
Persons Below Poverty Level:	5.9%
High School Graduates (25+):	90.8%
Bachelor's Degrees (25+):	34.5%
Violent Crime (per 100,000):	282
Property Crime (per 100,000):	4308

BLESSED SACRAMENT

HOUSEHOLD INCOME

<u>Parish</u>	<u>ZIP</u>	<u><\$15</u>	<u>\$15-24999</u>	<u>\$25-49999</u>	<u>\$50-99999</u>	<u>\$100-149999</u>	<u>\$150000+</u>
6%	85032	2760	3465	8550	8575	1850	865
11%	85253	215	355	1245	2125	1515	1800
41%	85254	930	1330	4655	7845	2640	1600
6.5%	85355	460	630	2255	2815	1705	1950
5%	85258	730	1065	3100	4440	1725	1350
11%	85260	595	860	3305	6240	2310	1515
	Total	5690	7705	23110	32040	11745	9080
	%	6%	9%	26%	36%	13%	10%
	U.S.	16%	13%	29%	29%	8%	5%

AGE DISTRIBUTION

<u>Parish</u>	<u>ZIP</u>	<u><10</u>	<u>10-19</u>	<u>20-24</u>	<u>25-44</u>	<u>45-64</u>	<u>65+</u>
6%	85032	10175	9625	5085	23575	13955	6325
11%	85253	2020	2590	520	3890	6390	3110
41%	85254	6490	7935	2290	15260	14550	4345
6.5%	85255	2895	1900	520	6620	8400	3595
5%	85258	2015	2245	840	6070	8520	5825
11%	85260	4235	4485	1625	11120	9530	4305
	Total	27830	28780	10880	66535	61345	27505
	%	12%	13%	5%	30%	28%	12%
	U.S.	14%	14%	7%	30%	23%	12%

BLESSED SACRAMENT

IMPLICATIONS FOR MINISTRY

INCOME

The target area for Blessed Sacrament is very affluent containing some of the highest income zip codes in the State of Arizona. Only one zip code (85032) is near the U.S. average on income, while the other five are very upscale, with 85253 being one of the wealthiest in the nation. In the U.S. 29% of all households make less than \$25,000 annually which contrasts to just 15% being below that threshold in the target area. On the other end of the income scale 23% of the households have incomes in excess of \$100,000 as compared to 13% being at that level nationally. Overall the area is very solidly upper middle class to wealthy, with 59% of the households having incomes excess of \$50,000 per year. However, people at the lower end of this range probably do not feel they are living a middle class life and most probably live from paycheck to paycheck.

There is a wide range between the six target area zip codes with five areas (85253,85254,85255,85258 and 85260) having per capita income that is much higher than the U.S. average while 85032 is just above the U.S. average of \$21,033. Please remember that areas with a lot of children tend to have lower per capita income, as is the case with the target area. The median income levels follow the same pattern with 85032 just above the U.S. average, while the other five are much higher, with 85253 climbing to over \$91,000, placing it in the top 1% in the United States.

While the area in general is primarily very affluent, it is important to remember that almost one out of six households earn less than \$25,000 a year, which in today's economy, means they are struggling to survive financially. Again there are important variances between the zip codes with 24% of the households in 85032 earning less than \$25,000 while in 85253 it is only 8%.

These households at the lower end of the economic scale live in a daily struggle for survival and more than likely rely on some form of government transfer payment to make ends meet. This group generally places heavy demands on the church and community in many areas while lacking the financial means to help pay for them. They have a great hunger for the Good News of Jesus Christ and are usually very receptive to the message of the church.

At the other end of the income spectrum are the 23% of the households that make over \$100,000 each year. Households in this category are found throughout the target area but it is interesting to note the concentrations. Households earning over \$100,000 comprise 46% of the households in 85253, 22% in 85253, 26% in 85260 and only 10% in 85032.

With current growth patterns and trends in the cost of housing it is unlikely that these income levels will vary much in these zip codes in the coming decade. The area will remain affluent but it is likely that the gap between 85032 and the rest of the target area will broaden

It would be easy to assume that these high-income households have few if any financial problems, but many studies tell us that this is not the case. Very often this group tends to be heavily in debt and often overextended as they attempt to live up to the expectations of a materialistic society. In some cases they do have higher levels of disposable income and come become the financial bedrock of the church. It is critical that they have a feeling of ownership and involvement in the mission of the church, and they often have specialized expertise and leadership skills that can be invaluable to a growing congregation. It is important to be sensitive to the many demands being placed on their financial resources and time as they usually lead very hectic lives.

The largest group is the "Great American Middle Class," those earning between \$25,000 and \$100,000. The U.S. average for this grouping is 58%, while the target area comes in at 62%. Within that broad category there is a distinct boundary between those making over \$50,000 and those below that level. The 26% in the \$25,000 - \$49,999 range while not poor, typically have much lower disposable income levels and higher stress than their neighbors in the \$50,000 - \$99,999 category. The good news is that the "great middle" is most likely to be involved in church. The other side is that they also place the greatest demand on the church for ministry, programs and services. With the high affluence levels found in the target area those earning below \$50,000 probably feel poor as there is such a large gap between them and those in the over \$100,000 range and this gap is also becoming more pronounced.

AGE

The target area is generally close to the U.S. averages on age groupings, although it is a little older, with the 25-44 group 5% higher than the U.S. average and those under 25 are 5% less than the national averages. Five of the six zip codes have a median age that is higher than the U.S. average (35.6), with 85253 and 85258 both above the 45 level. The 85032 zip has a median age of 35; just under the national norm, and not surprising this zip has the largest number of people under 20. The 45-64 age group is much larger than average, which is normal for an affluent area. People in this age range have generally raised their children and high above average income levels

There are still a lot of children under the age of 10 in the target area, 12%, which is two percent lower than the national average. The under 10 group is smaller than the 10-19 bracket which is to be expected in an area where the median age is above average. These numbers suggest that there will be a compelling need for children's facilities and programs, but not on the level found in other parts of the Valley with larger clusters of young children. Several studies suggest that many adults go back to church or come for the first time when they start having children and want only the best for them. This means parents will be shopping for churches with a quality well staffed nursery and solid education programs with interesting (possibly computer based) curriculum and well-trained teachers. Increasingly, many parents are looking to the church for quality preschool programs and most churches that have such programs are doing very well at attracting families with young children.

The number of young people 10 through 19 accounts for 13% of the population of the target area. As any parent can tell you this group is both high potential and high maintenance. It is critical to remember that all 27,000+ of the under 10 crowd will move into this bracket over the next decade, meaning that there will be over 57,000 people who will be teenagers sometime in the next ten years. This means a requirement for innovative programs for both junior and senior high students, as this is the prime time in life when many people disconnect from the church if they do not have a positive experience.

Recent studies strongly suggest that most young people are spiritually hungry and looking for answers to life's difficult questions. Another problem with teens is that they tend to change tastes and interests quite often. It is very important for the church to be ready to change with them. The gospel never changes, but coming up with innovative ways to deliver it is an unending challenge.

An opportunity exists with the group generally known as Generation X or in some circles as the Post-Moderns. This group is generally categorized as people born from 1965 through 1981 although others take it to the mid-80's. If you consider Gen X'ers to be between 18 and 34, they represent a population only slightly smaller than the under 10 and 10-19 groups. Contrary to popular opinion, this group is actively looking for a spiritual connection. Many churches around the nation are having remarkable success in winning this interesting generation to Christ, but they have to "throw away the book" and start totally new approaches to ministry. Churches have had particularly good success in reaching this group when they had the courage to venture far outside of their comfort zone.

Before Generation X there were the Baby Boomers. Although they recently lost their title as the largest generation (Millennials now outnumber them), they remain a very important group for any church since they are now in mid-life when they tend to have a little more maturity but also more problems. Along with the Silent Generation that preceded them, they form the largest block of people (38%) in the target area. Many of them have children (that 25% under 20) and all of the attendant problems that come with that territory. In addition, increasingly they also have to worry about and take care of aging parents. The Boomers are getting along in age (and fighting it all the way), and as they age they are beginning to focus again on things spiritual. Boomers in addition to being a very large group in numbers also have the distinction of being the largest in numbers of people who do not have a church affiliation.

In just five years the oldest Boomers reach 60, a traumatic event for them, and they will be joining an already sizeable group in the 65+ population. The good news is that these people tend to be the most stable and supportive of the church. The bad news is that they age they become more "high maintenance" and place more demands on the church for all types of care and services. With 40% of the population over 45 and another 67,000 moving along to join them, providing services and ministry for "seniors" will become increasingly important. It is interesting to note that the fastest growing age group (by percentage increase) is people over 85.

OTHER FACTORS

The population of the target area, which in 2001 stood at a little over 222,000, will grow by around 14% in the next three years to over 252,000. Growth will be fairly evenly distributed throughout the target area but will be less than

rates seen on the outer edges of the Valley. The most affluent area, 85253, will experience the least growth, as it is more fully developed and costly than the other zips.

The area will continue to become more racially diverse but will continue to be predominately white with over 90% of the people representing that racial group. African-American and Asian American groups will continue to steadily add to their numbers but will remain much smaller than the predominate white and Hispanic populations. Hispanics already the second largest racial group will continue to grow at the fastest pace. By 2006 the 85032 zip will be over one-fifth Hispanic and the other five areas will experience smaller gains. The church should give serious consideration to assessing its programs and how they might be made more appealing to this fast growing segment of the population. Hispanics have been predominately Roman Catholic since the time of Columbus and this should be very fertile ground for Blessed Sacrament. Hispanics are very family oriented and tend to have conservative social values, which should make Blessed Sacrament very appealing to them.

The biggest challenge will be keeping up with rapid changes in the popular culture and reaching out to unchurched people, who will continue to be a majority of the population. The unchurched have become a majority because the church, as a whole, has failed to respond to change in a timely manner and often speaks a language that people find irrelevant in today's world.

There are other important factors to be aware of when making plans and developing programs for the future. A single female is the head of 7.5% of the households in the target area. In most cases this group has income that is below average and a need for services and programs from the church that is very much above the norm. With 25% of all households inhabited by a single person, it will be imperative to have a comprehensive Singles ministry as this group has specialized needs not found in traditional family settings. Singles tend to see churches as bastions of traditional families and not friendly to their needs.

In the midst of affluence 5.9% of the households have incomes below the federal poverty guidelines. As stated earlier, they have many needs and few resources; and Jesus reminds us that they should be a priority, not an afterthought. Two factors that are guaranteed to surprise most people are the high school and college graduation rates for adults over the age of 25. In this essentially middle to upper middle class area almost 10% of the adults over 25 do not have a high school diploma and less than 35% have a four-year college degree. These numbers are above the national averages and typical of this type of community. These numbers should be taken into consideration when thinking about how the message of the gospel is delivered and how information is communicated.

Two other important factors are rates of violent and property crimes. Here the numbers are below the national average on violent crimes and slightly above average for property crimes. Crime rates tend to have a significant influence upon how people feel about themselves, their neighbors and the community.

LIFESTYLE INDICATORS

Data on lifestyle indicators also provides some interesting insights into the nature of the people in the target area. Five indicators offer a look at how people spend their time and money and also how they are adopting and adapting to technology. A rating of 100 would mean that the area is equal to the national average, a rating below 100 is under the average, and a rating above 100 would indicate they are higher than the average.

The first area is retirement plans. In other words are people setting aside funds for the so-called golden years. The folks in five zip codes are well above average in this important area. On the flip side, the residents of 85032, although slightly above the U.S. average are not well prepared for the important retirement years. It is important to point out that at the national average a person would not be saving enough to fund a comfortable retirement. These numbers could also indicate that people are having trouble setting aside dollars for retirement as all of it is going to current expenses.

When it comes to dining out these five zip codes are well above the national average with 85253 being one of the highest in the nation. Surprisingly 85032 is just below 100 which is very unusual for an area with its income and age patterns. In the other five zip codes people eat out more than they eat at home and there is a message there for the church. The people in some of these zip codes probably do not eat a meal at home most days of the week.

When it comes to attending live theatre and cultural events the same pattern holds true with all of the zip codes well above 100 with the exception of 85032. Again this is not surprising as attendance at these types of events is strongly influenced by income and education. The lower numbers also generally mean people are watching a lot of TV and increasingly spending more time on the Internet.

There are two important measures of adopting technology – ATM usage and personal computer ownership. ATM usage is well above average in all six zip codes. This means people of all income levels are comfortable with technology and also that they are leading very busy lives and are increasingly using technology to buy them the most valuable of all commodities, time. It is also important to remember that Arizona is among the top three states for ATM usage.

When it comes to PC ownership all six zip codes are once again considerably above average, with 85253 and 85255 having some of the highest ownership rates in the nation. Again this is reflective of the Valley being one of the top metro areas for PC ownership and the income levels of the areas. It is worth noting that 85253 is well above average in all five areas, with some scores being among the highest in the nation.

Once again, the church must adopt technology quickly as people who get email from everyone they know expect the same from the church. It is also much more timely and cost effective. Incorporation of computer graphics and other technologies into the worship service will also be expected. If the church does not have a good, well maintained website, it should get one in a hurry.