

St. Mark's ARISE! Demographic Data Team – Summary Report

January 21 & March 4, 2018

Purpose

Our purpose is to unearth demographic data that helps us know our communities. Knowing the people in the communities helps us more effectively accomplish our mission of making fully devoted disciples who transform the world.

Summary findings

It appears there are considerable outreach opportunities among school age children (4-18) and their parents (age 35 to 54).

Description of study

Using the MissionInsite Peopleview (MIPV) software, an area that includes about 80% of St Mark's households was selected for initial data gathering. The 80% area was divided into 3 smaller areas for study by individual team members (see page 2). MIPV includes a QuickInsite Worksheet which is intended to be used for initial assessment of population areas. Most of the data on page 3 is taken from the QuickInsite Worksheet data sets.

MIPV offers additional options to generate various predefined and customized reports about the population, including geographical demographics, trends, moods, views, values, as well as religious beliefs, preferences and practices. Additionally, there are options in MIPV to create "theme" and "opportunity" maps and scans, which we have just begun to explore.

Data Collection

It may help to visualize three levels of data mining. The following is a concise idea of what we have found or can be found at these levels:

Level 1

Page 4 shows Mosaic data for ages 35 to 54 in Areas 1-3; and separately, the Mosaic data that applies only to St Mark's households. Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique segments and 19 overarching groups, providing a very broad view of consumers' choices, preferences and habits. It reflects the results of the 2010 census augmented with other data sources.

Level 2

Much more can be learned about the neighborhoods by continuing to delve into the numerous data sets available using MissionInsite. However, generating all the available reports without a specific population in mind would not be helpful.

Level 3

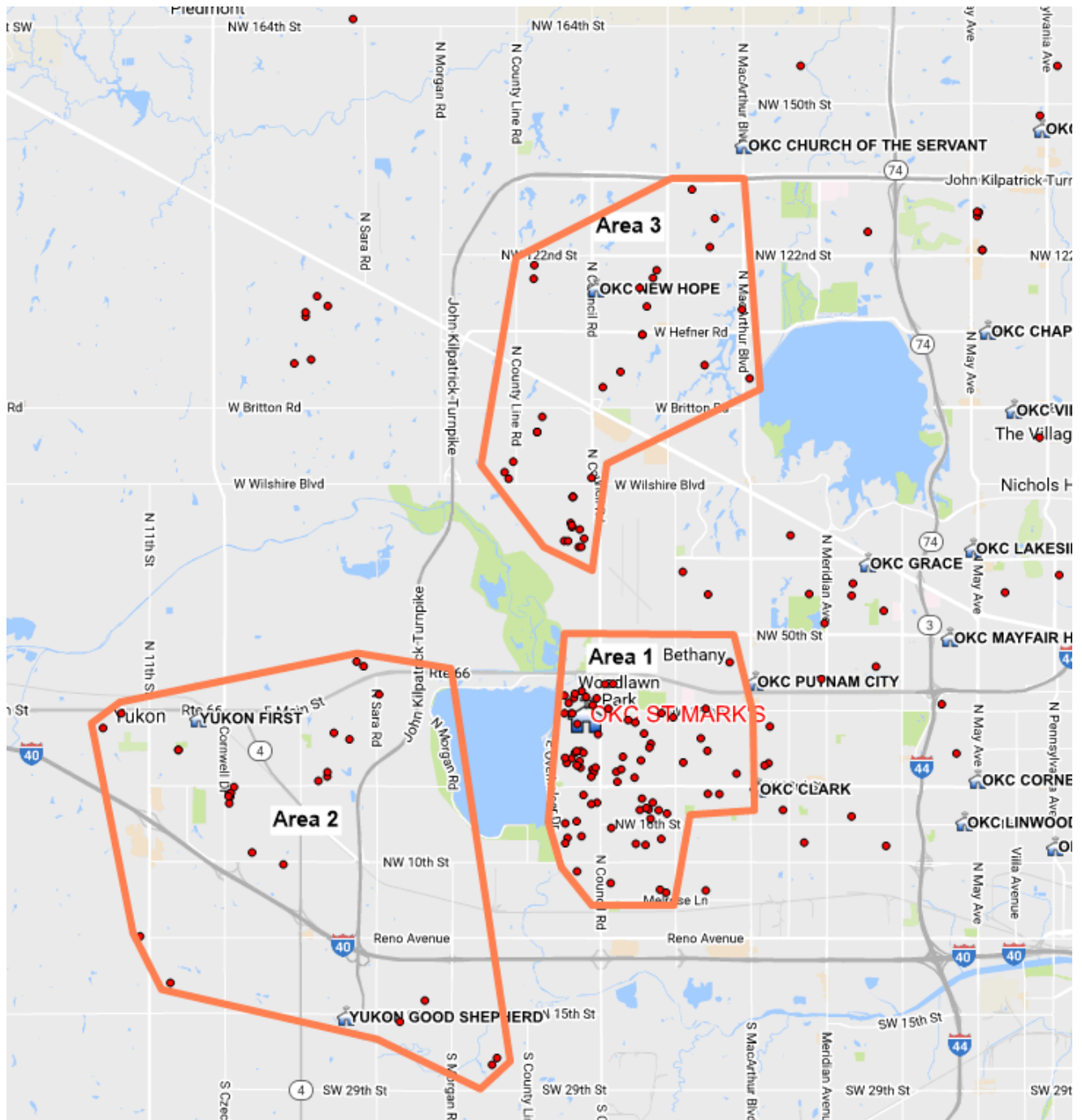
The software can also be used to purchase address lists of people with defined demographic attributes. For example, addresses where there are school age children, both parents present, single moms or dads, etc. (\$0.50 per address)

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Team meetings: Dec 8th, 2017 and Jan 10th, 2018

Areas 1-3

Red dots are St Mark's households



Basic Demographic Data

	Zone 1	Zone 2	Zone 3	OKLA
Population - 2017	27,367	53,262	47,266	3.9M
Total SMUMC households residing in each Zone	60	24	30	
Projected change in population growth - to 2022	-1.68%	+10%	+4.1%	+3.5%
Highest percentage age group (35-54)	23.4%	27.2%	25.2%	24.6%
Children 5 to 17	17.1%	19.4%	16.5%	17.4%
Over 65	16.2%	12.9%	16.6%	15.4%
Ethnicity	Zone 1	Zone 2	Zone 3	OKLA
% Asian	2.3%	5.8%	6.6%	1.8%
% Black/African American (Non-Hispanic)	9.4%	2.0%	12.8%	7.1%
% White (non-Hispanic)	66.2%	78.9%	68.6%	68.7%
% Hispanic or Latino	14.2%	6.1%	5.2%	8.8%
% Pac Is/Am Ind/Other (non-Hispanic)	7.8%	7.1%	6.8%	13.5%
Projected change by 2022: all groups/zones less than 1% change				
Education	Zone 1	Zone 2	Zone 3	
% 18 yrs and older completed college	23.8%	38%	37.1%	31.7%
% 18 yrs and older highschool graduates?	28.5%	26.0%	18.4%	31.5%
% 18 yrs and older have not completed high school?	13.1%	6.5%	5.0%	13.0%
	Zone 1	Zone 2	Zone 3	
Average Household Income	\$55,617	\$80,385	\$84,916	\$68,178
Average income growing or declining?	All zones growing, 14% by 2022			
What percentage of households are below poverty level? (OK avg. 12.1%)	15.7%	4.4%	6.2%	12.1%
Households - parents married	57.9%	71.7%	73.5%	66.3%
Single mother household	32.5%	20.2%	20.0%	24.8%
Single father household	9.6%	8.2%	6.5%	9.0%
Blue collar% / white collar%	44.5 / 55.5	31.6 / 68.4	22.2 / 77.8	39.6/60.4
Religiosity Theme				
% of the adult pop. would "consider myself a spiritual person?"	43.9%	44.1%	42.5%	38.2%
% of the adult pop. would say that it is "important to attend religious services?"	16.6%	18.3%	19.2%	18.3%
Religious program or ministry preferences				
Highest ranked category - all Zones	Community involvement/advocacy groups			

Mosaics and Age Groups

For definitions of Mosaic Groups please see: http://missioninsite.com/PDF_Files/MOSAIC%20Descriptions.pdf

			% of St Mark's congregants in same mosaic		St Mark's Congregants Phase of Life		
Area 1 - near St Mark's					Households:		
35-54 age group identified by 2 mosaics:				Age	<35 yrs	~10%	
I31 Family Union - Blue Collar Comfort	8.2%	36-45	5.6%		35-54 age group	~50%	
P56 Cultural Connections - Mid-scale Medley	4.1%	35-50	1.1%		and part of 30's-60's and 51-65 age groups	~40%	
35-54 age gp bordered by 3 additional mosaics:							
L42 Blue Sky Boomers - Rooted Flower Power	16.0%	51-65	7.8%		Mosaics that represent 75% of St Mark's congregants - in order of prevalence		
E20 Thriving Boomers - No Place Like Home	6.8%	51-65	3.3%				Age Gp
K40 Significant Singles - Bohemian Groove	6.8%	51-65	0.0%		75% of congregants within 10 mosaics:		
Area 2 - west to Yukon					J34 Autumn Years - Aging in Place	24.4%	66-75
35-54 age group identified by 3 mosaics:				Age	C11 Booming with Confidence - Aging of Aquarius	8.9%	51-65
F22 Promising Families - Fast Track Couples	15.3%	31-35	5.6%		L42 Blue Sky Boomers - Rooted Flower Power	7.8%	51-65
H28 Middle-class Melting Pot - Everyday Moderates	7.1%	35-50	0.0%		Q62 Golden Year Guardians - Reaping Rewards	6.7%	76+
B08 Flourishing Families - Babies and Bliss	5.5%	36-45	2.8%		I31 Family Union - Blue Collar Comfort	5.6%	36-45
35-54 age group bordered by 3 additional mosaics:					F22 Promising Families - Fast Track Couples	5.6%	31-35
C11 Booming with Confidence - Aging of Aquarius	7.5%	51-65	8.9%		O51 Singles and Starters - Digital Dependents	5.0%	25-30
E20 Thriving Boomers - No Place Like Home	5.3%	51-65	3.3%		Q64 Golden Year Guardians - Town Elders	5.0%	76+
C14 Booming with Confidence - Boomers and Boomerangs	4.9%	51-65	2.2%		Q65 Golden Year Guardians - Senior Discounts	3.9%	76+
Area 3 - north					B09 Flourishing Families - Family Fun-tastic	3.3%	36-45
35-54 age group identified by 3 mosaics:				Age		76.2%	
B09 Flourishing Families - Family Fun-tastic	5.8%	36-45	3.3%		Other information about St Mark's households:		
G24 Young, City Solos - Status Seeking Singles	5.0%	30's-40's	0.0%		St Mark's households (192) driving distance to Church		
H28 Middle-class Melting Pot - Everyday Moderates	3.8%	35-50	0.0%		<1 mile	21.4%	
35-54 age group bordered by 3 additional mosaics:					> 1 Mile to 3 Miles	28.6%	
F22 Promising Families - Fast Track Couples	7.5%	31-35	5.6%		> 3 Mile to 5 Miles	22.4%	
C11 Booming with Confidence - Aging of Aquarius	13.4%	51-65	8.9%		> 5 Mile to 10 Miles	21.4%	
E20 Thriving Boomers - No Place Like Home	6.9%	51-65	3.3%		> 10 Miles	6.3%	
Oklahoma - top 3 for the state							
Q64 Golden Year Guardians - Town Elders	87,256	76+	6.5%				
O51 Singles and Starters - Digital Dependents	76,582	25-30	5.7%				
N46 Pastoral Pride - True Grit Americans	68,216	over 45	5.1%				