

St. Christopher's Episcopal Church

Data Findings Report

BACKGROUND

Members of St. Christopher's Episcopal Church were given the opportunity to participate in an anonymous, online survey between June 19 and July 3, 2008, to quantify specific perspectives about the scope and direction of the proposed renovation project. The survey was designed and supported by TeamWorks International, a White Bear Lake consulting firm that specializes in enhancing capacity for strategic, constructive change in mission-focused, passion-driven organizations.

More than 120 members — or approximately 35% of the eligible participants — responded to the survey. This response rate is slightly above the average expected response rate for an online survey; it is significantly above the overall response rates TeamWorks International has experienced with surveys for faith-based organizations.

In addition, St. Christopher's provided home addresses for all active members (members who have pledged in the last year), which TeamWorks then mapped for additional analysis and insight. While the maps and analyses themselves are founded on sound data and analysis practices, the act of transferring that knowledge to apply to human behavioral patterns relies not on hard numbers but the experience of the analyst. There are far too many factors at play to accurately predict behavior from demographics in any specific, measurable way. However general trends and observations do emerge, and these general trends can help inform current and future decisions. The following is a list of general trends as observed by TeamWorks' analyst.

Extended View Map

With registered members living North of Highway 65, South of I-494, East of Highway 5, and West of Highway 100, it is safe to say that St. Christopher's is a destination parish. This means that many members choose to attend St. Christopher's even though there are other Episcopal churches in closer proximity to their homes.

It is noteworthy that the majority of St. Christopher's membership lies in the Roseville, Falcon Heights, East Midway area. For the remainder of the report, this area of greatest membership density will be referred to as "the study area."

Total Population Map

- The majority of St. Christopher's members reside in the least densely populated areas of the study area.
- Surrounding areas of greatest density include Snail Lake, North Oaks, and Shoreview. Although some membership is drawn from these areas, the relative percentage is fairly low.

Population % Change Map

- The study area seems to be a "pocket" of population decline surrounded by areas of moderate to high growth.
- The majority of membership resides within areas of declining population.
- The surrounding areas of highest growth have few resident members, if any.
- Surrounding areas of highest growth include Shoreview, North Oaks and Arden Hills.

Population Under Age 5 Map

This map is a measure of the potential growth for elementary schools and elementary faith formation programs.

- The study area has few residents Under 5 compared to the rest of Minnesota.
- This would indicate that the study area does not have a large population of new families.
- Areas of greater "Under 5" population lie to the North and East.

Population of Age 5–10 Map

This map is a measure of future elementary students.

- Same as above.

Population of Age 10–15 Map

This map is a measure of future high-school students or future voting-age individuals.

- Same as above, but the difference is far more pronounced between the study area and the surrounding moderate-high population areas.

Population Over Age 65 Map

- This map is an inverse of the previous three maps. The study area is a "pocket" of high concentration of retirement-age individuals and is surrounded to the

North, East and South by areas of low population of retirement-age individuals. This suggests that the study area neighborhood is, or will be, in a generation transition phase. Younger families are moving in around the study area and trends suggest they will soon be moving into it as properties become available.

- It is no surprise then that the demographic composition of St. Christopher's, as determined by the survey, is primarily over 55. It is a reflection of the community from which it draws the majority of its membership.

Asian Population Map

- The study area has a relatively high Asian population for Minnesota.
- The area of highest Asian population is in the Maplewood and North St. Paul area.
- St. Christopher's members reside mostly in areas of moderate Asian population.

Hispanic Population Map

- The study area is a "pocket" of low Hispanic population surrounded by areas of moderate to growing Hispanic population. The area of highest Hispanic population is the North St. Paul area.
- The majority of St. Christopher's members live in areas of low Hispanic population.

Black Population Map

- The study area is a "pocket" of low Black population surrounded by areas of moderate Black population. The area of highest Black population is the North St. Paul area.
- The majority of St. Christopher's members live in areas of low Black population.

White Population Map

- The study area is mostly moderate to high White population with areas of low White population to the South and Southeast where the density of other ethnic groups is highest. The area of highest White population is the Shoreview area.
- The majority of St. Christopher's members live in areas of moderate to high White population.

Home Value Map

- The study area is comprised of moderately high home values as compared with the rest of Minnesota. The areas of greatest home value are in North Oaks.
- The surrounding areas to the South and West have relatively lower home value.
- St. Christopher's members live primarily in areas of moderately high home values and this should be considered among membership assets (especially if you overlay the fact that most residents are older and have been living in their homes for many years).

Household Income Map

- The study area stands out as a "pocket" of moderately high household income surrounded by areas of moderately low household income.
- The area of greatest household income is in North Oaks and Shoreview.
- St. Christopher's membership primarily resides in affluent neighborhoods.

Disposable Income Map

- Disposable Income is defined as a household's income after taxes.
- The study area is comprised of moderately high disposable income as compared with the rest of Minnesota. The area of greatest disposable income is in North Oaks.
- The surrounding areas to the South and West have significantly lower disposable income.
- St. Christopher's members live primarily in areas of moderately high disposable income. Combined with the high home values and high Over 65 population (which normally indicates a high population of individuals who have paid off their mortgage), it can be inferred that the membership of St. Christopher's is in relatively better financial situations (including non-monetary assets) than residents in the surrounding areas to the South and West. In contrast to the survey, which indicated a concern among many of the scarce financial position of the parish and its membership, St. Christopher's membership resides in areas of relative abundance and affluence compared to surrounding areas and the rest of Minnesota as a whole.