

Demographic Report for
Grace Presbyterian Church
of South Brunswick, NJ
and the Surrounding Area (2021)

Approved by the Congregation, April 18, 2021

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Introduction

A demographic study is a statistical assessment of the characteristics of the population of interest. Two demographic studies were done for this report. One is a study of the demographics of Grace Presbyterian Church of South Brunswick (GPCSB), and the other is of the surrounding area. These demographic studies help to understand the similarities and differences between GPCSB members and the surrounding area and may help identify current and future potential for growth in membership, and types of services and programs that will help meet key needs. For the demographics study of the population surrounding GPCSB, the target areas selected are three zip codes: Kendall Park(KP) (08824), Monmouth Junction (MJ) (08852), and Franklin Park(FP) (08823).

The initial planned approach for the demographics study and report was to use software programs and data from MissionInsite, Inc., which was under contract to Presbytery to provide support for demographic studies and reports for Mission Studies. Unfortunately we were only able to complete one stage of the MissionInsite demographic assessment for the KP(08824) and MJ(08852) zip codes when Presbytery decided to terminate the MissionInsite contract. So, we used the data from MissionInsite for KP(08824) and MJ(08852), and we acquired some similar data from other sources for FP(08823). For GPCSB, surveys of the congregation and available statistics were used to generate demographic data.

Executive Summary

Based on religious data for South Brunswick, which overlaps much of the study area, 57% of the residents are religious. Based on this statistic, 43% (or 19,780) of residents in the study area do not currently belong to a church. If 1% of this group joined GPCSB, we would double our current membership! However, residents of South Brunswick and the study area have numerous religious options. Presbyterians are only 1.1% of the population. Protestant denominations comprise only 5.8 % of the population. Catholics and other Christian faiths represent 45.3% of the population. Other faiths include Judaism (1.9%); an Eastern faith (1.8%), and Islam (2.2%).

From an age-compatibility perspective, GPCSB has a substantial number of members in the 65+ range, and the largest increase (+8.1%) in the study area will be for > 65 yr old. There may be opportunities to attract retired persons to useful service/fellowship and worship activities. The second largest increase (+4.4%) will be for 25- to 34-yr olds, but GPCSB has a limited population in this range.

Poverty is less prevalent in the study area than in the state or nation, but there are 950 persons living in poverty, with females being most affected. There are high margins of error with the population, perhaps indicating a certain degree of geographic or economic transience. It is expected that COVID 19 will have exacerbated the number of persons below the poverty line. The Grace for Dinner program and perhaps the Sand Hills Preschool and the Sand Hills Wellness Center helps to address this issue, and there may be other service opportunities here. These programs should be coordinated with other churches and social service organizations.

The racial/ethnic distribution of the target area is much different from GPCSB's membership. The percent of Asian and Black population is much higher than GPCSB. In the past, we have shared our worship space with an Indian Christian church, and this is an option that could be explored for the future. Also, there are opportunities for inter-religious services, coordination, and cooperative service projects.

Population growth is projected to be minimal in the next 5 years, but this area will still probably have, as in the past, a lot of new families moving in as others move out. We could explore mailings to new families to make them aware of presence of GPCSB, preschool, and wellness center.

The best options for communicating with population segments in the study area are: email, cable TV, online computer, internet radio, and newspaper.

Demographic Summary of Area Surrounding GPCSB

The area surrounding GPCSB for the demographic study was selected as three zip codes with a combined population of 46,000. One of those - Kendall Park, 08824 includes GPCSB. The two others are adjacent – Monmouth Junction, 08852, which is mostly on the southeastern side of Route 1 and Franklin Park, 08823, which is on northwestern side of Route 27. The figure in the Appendices shows the border of the combined zip codes. The boundary of these combined zip codes is irregular, but is roughly Finnegan's Lane-Bennington Parkway-Claremont Road and Canal Road on the North side; Bunker Hill Road-Route 27S- Raymond Road- Route 1 S to the West; Friendship Rd to the South; and, Rte 130 N to Blackhorse Lane to the East.

The information immediately below is a summary of a QuickInsite Report by MissionInsite for the Presbytery of New Brunswick for the Study area: Kendall Park, NJ (08824) and Monmouth Junction, NJ (08852). Current year estimates are for 2019 and 5-yr projections are to 2024. The QuickInsite report and summary contains two sections, a Story View, which is a (1-page overview) and a Theme View, which provides more details about six themes – Population and Household, Age, Education, Career, Community Diversity, and Financial Resources.

Story View for Kendall Park (08824) and Monmouth Junction (08852)

- | | |
|--|-----------------------------------|
| 1. Population Change (in next 5 yr): | Moderate Growth |
| 2. School Age Change (in next 5 yr): | Little Change |
| 3. Families with Children (in next 5 yr): | About the Same |
| 4. Adult Educational Attainment (adults 25 and older): | Very high |
| 5. Community Diversity Index (racial/ethnic mix in the area): | Very Diverse |
| 6. Median Family Income(relative to NJ): | Somewhat greater |
| 7. Poverty (compared to NJ): | Significantly below |
| 8. Blue to White Collar Occupations: | 80% White Collar/20% Blue Collar |
| 9. Largest Racial/Ethnic Groups: | White (Non-Hisp);Asian (Non-Hisp) |

Theme View of the Study Area – Zip Codes: KP (08824) and MJ (08852)

1. Population and Household History with 5 yr Forecast¹

- a. **Population:** 31,402 (2019)
- b. **Population change:** modest increase (+1,366) from 2019 to 2024
- c. **Total Households²:** 10,962 (2019)
- d. **Total Households change:** modest increase (+472) from 2019 to 2024
- e. **Family Households:** 8,613 (2019)
- f. **Family Households change:** modest increase (+385) from 2019 to 2024
- g. **Population/Household:** steady at 2.87/household
- h. **Family w/ Children:** modest increase (+23 families) from 2019 to 2024
 - i. **Married Couple:** -107 from 2019 to 2024
 - ii. **Family: Single Mother:** +101 from 2019 to 2024
 - iii. **Family: Single Father:** +29 from 2019 to 2024

2. Age Theme

- a. Average population age is increasing: predicted to increase from 36 yr to 41 yr by 2029
- b. **Phase of life 10-yr change:**
 - i. **Largest increase will be for ≥ 65 yr old:** +8.1%
 - ii. **Second largest increase will be for 25 to 34 yr old:** +4.4%
 - iii. **Largest decrease will be for 35 to 54 yr old** - 6.4%
 - iv. **All other age groups decline:** -(0.2 to 3.8)%

3. Education Theme (≥ 18 yr)

- a. **Less than 9th Grade:** 2.2%
- b. **Some HS, no diploma:** 2.4%
- c. **HS Grad (or GED):** 15.0%
- d. **Some College, No Degree:** 12.6%
- e. **Associate Degree:** 7.0%
- f. **Bachelor’s Degree** 35.8%
- g. **Graduate or Professional School Degree** 25.0%

4. Career Theme (>25 yr and older)

- a. **White collar careers** 80%
- b. **Blue collar careers** 20%

5. Community Diversity Theme

- a. **2019 racial and ethnic diversity**

¹ Green/yellow/blue highlight= projected increase/little change/decrease, respectively.

² Number of households = number of family + non-family households. A family household consists of two or more people (one of whom is the householder) related by birth, marriage, or adoption residing in the same housing unit. A non-family household may consist of a person living alone or multiple unrelated individuals or families living together.

- i. 47.6% - White (Non-Hisp)
 - ii. 35.7% - Asian (Non-Hisp)
 - iii. 8.0% - Black/African American (Non-Hisp)
 - iv. 6.3% - Hispanic or Latino
 - v. 2.5% - Pac Is/Am Ind/Other
- b. 5-Yr Projection of population change (2019 to 2024)
- i. -0.9% - White (Non-Hisp)
 - ii. +0.8% - Asian (Non-Hisp)
 - iii. 0.0% - Black/African American (Non-Hisp)
 - iv. +0.1% - Hispanic or Latino
 - v. 0.0% - Pac Is/Am Ind/Other
- c. Mosaic Lifestyle Segmentation Types³

Table 1: Mosaic Lifestyle Segmentation Types

| Mosaic Segments | % of Households in Target Area | Number of Households in the Target Area |
|--|--------------------------------|---|
| B10 Flourishing Families -Cosmopolitan Achievers | 23.7 | 2,597 |
| B07 Flourishing Families – Generational Soup | 11.3 | 1,236 |
| C13 Booming with Confidence –Silver Sophisticates | 10.7 | 1174 |
| D16 Suburban Style – Settled in Suburbs | 8.3 | 911 |
| A01 Power Elite – American Royalty | 8.2 | 896 |
| Totals | 62.2 | 6,814 |

³ See Appendices for very brief descriptions of the 5 sub-segments listed and for a more detailed description of the religious characteristics and preferences of the two most frequently occurring sub-segments in KP(08824) and MJ (08852).

6. Financial Resources Theme

Table 2: Income Trends: Households and Families

| Income Type | 2019 | 2024 | Change: 2019 to 2024 |
|--------------------------|---------|---------|----------------------|
| Average Household Income | 135,116 | 149,275 | +14,159 |
| Median Household Income | 111,453 | 121,367 | + 9,914 |
| Per Capita Income | 47,167 | 52,088 | +4,921 |
| Median Family Income | 124,706 | 124,208 | -498 |

Table 3: Poverty Level Income Statistics

| Poverty Level (2019) | Population | Target Area % of Population | NJ % of Population |
|----------------------|------------|-----------------------------|--------------------|
| Above poverty level | 8,379 | 97.3 | 92.2 |
| Below poverty level | 234 | 2.7 | 7.8 |
| Totals | 8,613 | 100.0 | 100.0 |

Demographic summary for Zip code 08823 (Franklin Park, NJ)⁴ for 2018

- Population = 14.6K (a 3.3% decline from 15.1K from 2017)
- Households = 5.56K
- Average Population/HH = 2.6 people/household
- Median age = 37 Yr
- Five largest ethnic groups:
 - Asian (Non-Hispanic) (30.2%)
 - Black or African American (Non-Hispanic) (29.4%)
 - White (Non-Hispanic) (27.2%)
 - White (Hispanic) (6.84%)
 - Other (Hispanic) (3.09%)
- 81% of residents are U.S. citizens a 2% increase from prior year (2017); national average is 93.2%.
- 39.3% of residents were born outside U.S.
- Poverty
 - 4.97% (696 people) live below the poverty line; national avg. = 13.1%
 - Largest group in poverty = females 55-64; then females 35-44; then females 45-64.
 - Poverty by race or ethnicity = White (299+/-191);Black(172+/-151); Asian (148 +/-111)
- Median household income = \$95,089 (a 7.66% increase from \$88,321 in 2017)
- Median property tax = \$ 3K/Yr
- Median home value = \$293,500
- Home ownership rate is 55.8%
- Average car ownership = 2/household
- Most common employment of residents
 - Computers and Math
 - Management
 - Office & Administrative Support
- Franklin Park, NJ has a large population of military personnel who served in Gulf War (2001-Present)
- The economy of Franklin Park, NJ employs 8.11K people; largest industries are:
 - Professional, Scientific, & Technical Services (1,264 people)
 - Manufacturing (1,092 people)
 - Health Care & Social Assistance (996 people),

⁴ Source: Demographics from DataUSA -- <https://datausa.io/profile/geo/franklin-park-nj> Time period: 2018

Demographic Summary of GPCSB⁵

GPCSB has 93 members as of 12/31/20. This is a decline of 40 members compared to five years ago (i.e., 2016). About 60% have been members for more than six years and live within five miles of the church. The GPCSB congregation is predominantly composed of persons who are older (62% over 65), and female (69%). There are ten children in the age range of 0 to 18 years, and three young adults. Most adult members have bachelors or higher degrees. Most have an income above \$50K/yr. About 50% are retired, and about 45% work part-time or full-time. The predominant household structures are couples (65%) and living alone (25%). Self-described political orientation is 45% moderate, 36% liberal, and 17% conservative. Self-described religious orientation is similar with 42% moderate, 41% liberal, and 17% conservative. The racial/ethnic distribution is 90%/6%/4% for White; Black/African American/African; and Asian/Pacific Islander/South Asian, respectively. About 4% of the congregation have hearing, mobility, or other impairments.

GPCSB was formed by a merger of Miller Memorial and Community Presbyterian Churches. Current membership is about 32% from Miller Memorial and 36% from Community Presbyterian, and 32% from other churches or no prior membership. The most common reasons for joining GPC are: (a) warm welcome from many different people; (b) the desire to be part of the community missions and activities of GPCSB; (c) regular renewal through worship and glorification of God; (d) to have fellowship with others who believe in Jesus Christ and God; (e) to have a place for extending learning of and growth in the Bible; and (f) to connect personal faith with member's everyday ordeals of life (GPCSB, 2021). The top four reasons for continued attendance at GPCSB were (1) self renewal through worship and glorification of God; (2) having fellowship with others who believe in Jesus Christ and God; (3) extending learning of and growth in the Bible; and, (4) involvement in the planned community activities. Having a place for my children to learn our faith presumably received limited support due to the low number of children in the church (GPCSB, 2021). Children and youth participation in Sunday School is limited (GPCSB, 2021).

About 80% of members indicated that their involvement in church activities is either increasing or staying the same. Based on a pre-pandemic survey, about 50% of the congregation attends nearly every week. About 43% indicate they attend 2-3 times per month. In pre-pandemic weeks of 2020 (i.e. January through mid-March), attendance averaged 55. During the pandemic, average attendance is 30 (i.e., 15 for in-person and 15 for Zoom, and YouTube). As effective vaccines and therapeutics become widely available, an increase in attendance is anticipated. During 2019 and 2018 (i.e., the two years before the pandemic), average Sunday Worship attendance was 58 and 66, respectively. About 25 % of the congregation have served as Elders and/or Deacons. About 10% have served as Christian Educators. Types of activities in which 23% to 40% of the congregation participate include: serving on a committee (40%); attending fellowship or special events (40%); attending or leading a class, Bible study, or small group (28%); engaging in mission work (26%), and being a worship leader (23%). About 20% of the congregation indicated they do not participate in any activities. Main obstacles cited regarding lack of participation are work, family, health, and other.

⁵ Unless indicated otherwise, statistics are derived from Presbyterian Church (U.S.A.) Research Service, 2020)

Table 4: Background Information on GPCSB Worshipers⁶

| % | Age | | % | Education |
|----------|-----------------------------|--|----------|----------------------------------|
| 2 | up to 17 years | | 2 | Some high school or less |
| 3 | 18-25 | | 16 | High school diploma |
| 5 | 26-35 | | 3 | Trade certificate |
| 28 | 36-65 | | 7 | Associate degree |
| 62 | over 65 | | 28 | Bachelors degree |
| | | | 38 | Masters degree |
| % | Gender | | 7 | Doctorate or professional degree |
| 42 | Male | | | |
| 58 | Female | | % | Income (pre-tax) |
| 0 | Non-binary | | 12 | Less than \$25,000 |
| | | | 19 | \$25,000 to \$49,999 |
| % | Race & Ethnicity | | 17 | \$50,000 to \$74,999 |
| 7 | Asian | | 17 | \$75,000 to \$99,999 |
| 3 | Black or African American | | 17 | \$100,000 to \$149,999 |
| 3 | Hispanic or Latino/a/x | | 19 | \$150,000 or more |
| 0 | Middle Eastern | | | |
| 2 | Native American | | % | Political Orientation |
| 80 | White | | 19 | More on the conservative side |
| 5 | Multi-racial | | 45 | More on the moderate side |
| 0 | Other | | 36 | More on the liberal side |
| | | | | |
| % | Household | | % | Theological Orientation |
| 25 | Lives alone | | 17 | More on the conservative side |
| 60 | Couple | | 42 | More on the moderate side |
| 6 | Couple with Children | | 41 | More on the liberal side |
| 2 | Single Adult with Children | | | |
| 2 | Adult with Parents | | | |
| 4 | Live with Extended Family | | | |
| 2 | Roommates | | | |
| | | | | |
| % | Employment | | | |
| 28 | Work Full-time | | | |
| 17 | Work Part-time | | | |
| 0 | Self-Employed | | | |
| 5 | Student | | | |

⁶ Source: Presbyterian Church (U.S.A.) Research Services. 2020. U.S. Congressional Vitality Survey. Grace PC of South Brunswick. Total respondents = 65.

| | | | | |
|--|------------|--|--|--|
| 8 | Unemployed | | | |
| 50 | Retired | | | |
| | | | | |
| Note: Percentages may not add to 100 due to either rounding or the ability to select more than one option 12 | | | | |

Table 5: Congregational Participation Snapshot⁷

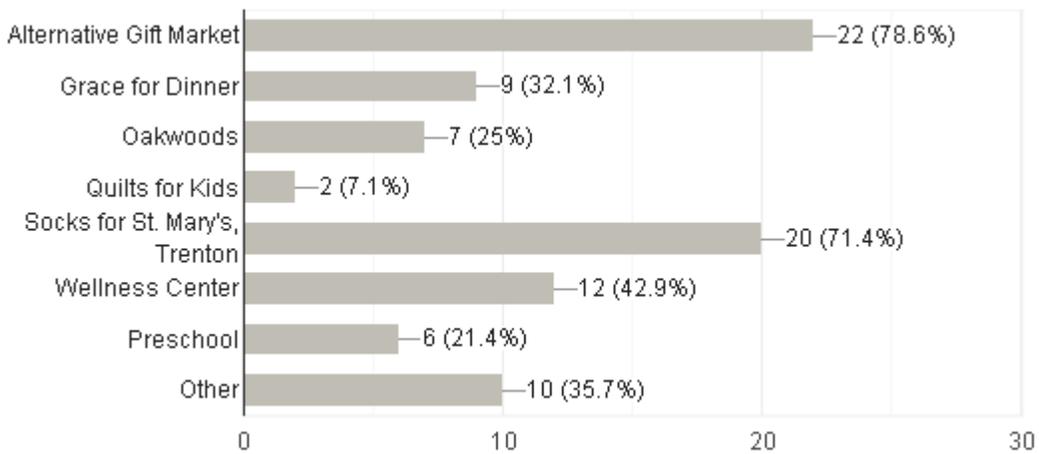
| % | Membership of 2020 GPCSB CVS Participants | | % | Giving – About how much of your annual income (before taxes) do you give to your church? |
|----------|--|--|----------|---|
| 78 | Current member | | 4 | 10% or more |
| 0 | No, but in process of joining | | 19 | 7-9% |
| 15 | No, but a regular participant | | 30 | 4-6% |
| 6 | No | | 33 | 1-3% |
| | | | 7 | Less than 1% |
| % | Duration of Participation | | 7 | I don't give |
| 7 | Less than 1 yr | | | |
| 31 | 1-5 yr | | % | Worship Attendance |
| 19 | 6-10 yr | | 52 | Every week |
| 43 | More than 10 yr | | 43 | 2-3 times a month |
| | | | 3 | About once a month |
| % | Leadership Role Participation | | 2 | Occasionally or only for special occasions |
| 23 | Elder | | 0 | Never |
| 26 | Deacon | | | |
| 9 | Christian Educator | | % | Obstacles to participation |
| 2 | Minister, pastor, or priest | | 23 | Work |
| 2 | On staff at GPCSB | | 21 | Family |
| 54 | None of the above | | 21 | Health |
| | | | 13 | Travel |
| % | Involvement Trends | | 7 | Transportation |
| 41 | It is increasing | | 11 | Distance |
| 40 | It is staying about the same | | 11 | Lack of interest |
| 19 | It is decreasing | | 30 | None of the above |
| | | | 13 | Other |
| % | Other Involvement | | | |
| 16 | I serve on the leadership council | | | |
| 40 | I serve on a committee | | | |

⁷ Source: Presbyterian Church (U.S.A.) Research Services. 2020. U.S. Congressional Vitality Survey. Grace PC of South Brunswick. Total respondents = 65.

| | | | | |
|----|---|--|--|--|
| 26 | I engage in mission work | | | |
| 28 | I attend or lead a class, Bible study, or small group (78% per GPCSB, 2021) | | | |
| 40 | I attend many of the fellowship or special events | | | |
| 11 | I am in choir or some other music ministry | | | |
| 23 | I am a worship leader or help with worship | | | |
| 30 | Bible Study(1-3 X/Mo.) ⁸ | | | |
| 12 | Other | | | |
| 19 | None of the above | | | |

Figure 1 immediately below summarizes participation in eight recent mission activities from a 2021 Mission Survey (GPCSB, 2021) . Highest frequency of participation was in Alternative Gift Market (79%), and Socks for St. Mary’s(71.4%).

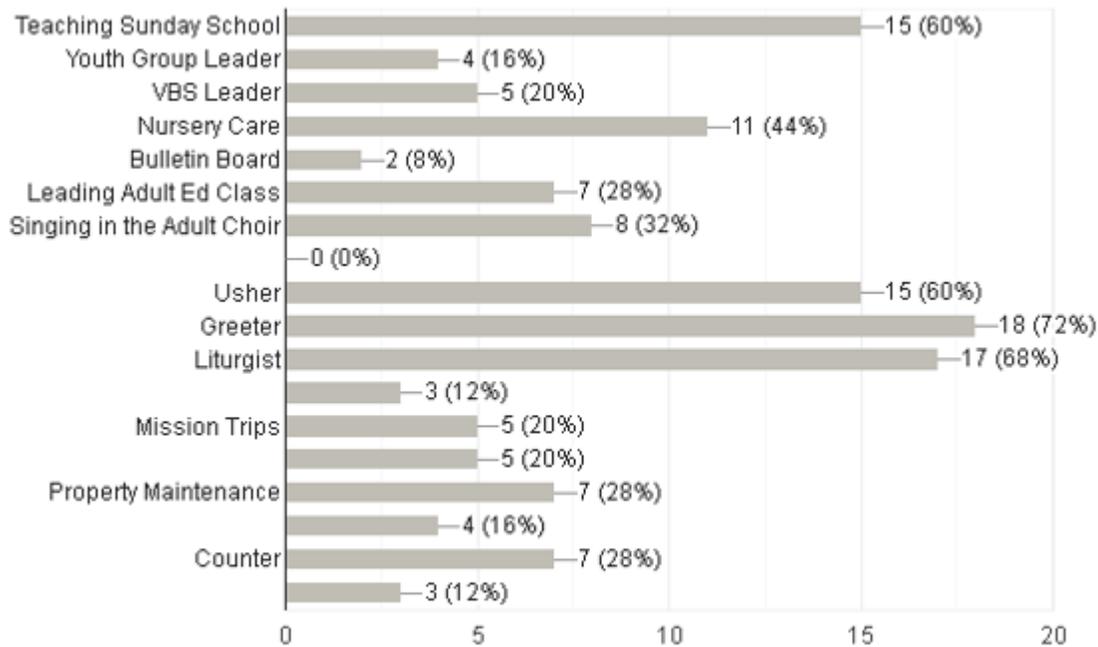
Figure 1: Recent Mission Program Participation



⁸ GPCSB, 2021

Also from the 2021 Mission Survey, Figure 2 provides a detailed breakdown of participation in 17 GPCSB volunteer roles.

Figure 2: Detailed Chart of Volunteer Participation



Fellowship activity participation data was also collected for four events. Participation for Sunday Coffee Hour was highest (96%), followed by Congregational Meals (Easter Brunch, etc.) (78%), Community Unity Day (56%), and Fund Raising Concert (56%).

Worship, Sermon, Christian Education, and new Pastor Preferences

Worship Preferences

A 2021 survey (GPCSB, 2021) asked about the relative importance of 13 factors for a meaningful worship service. The response was positive (i.e., strongly agree or agree) to all of the factors with responses ranging from 82% to 100% positive. Two factors received the highest level of "strongly agree" support. The "Worship Service should help worshippers deepen their personal spiritual relationship with God" received 64% "strongly agree" rating and overall positive score of 96%. "Time for worshippers' participation in joys and concerns" received 57 % strongly agree ratings with a 100% overall positive rating. The other eleven factors received overall positive ratings, but a lower number of "strongly agree" ratings. The other factors were: (1) Providing time for worshippers to greet one another; (2) Provide worship that is emotionally moving; (3) Provide worship that is intellectually challenging; (4) Lay participation in the

service; (5) Silent prayer/meditation with time for completing personal thoughts; (6) Children's time within the service; (7) Use of traditional and well-known hymns; (8) Use of new and unfamiliar hymns; (9) Use of contemporary worship styles, music, and language; (10) Use of traditional worship styles, music, and language; and, (11) Service is typically between 45-60 minutes in length; From the results, it appears that a wide range of approaches are acceptable to the congregation. Less than 1% of the responses indicate "strong disagreement" with the Worship Service factors.

Sermon Preferences

Survey participants were also asked their opinions (i.e., strongly agree, agree, disagree, and strongly disagree) on 13 attributes of a meaningful sermon. Twelve of the attributes had high overall positivity ratings (i.e. strongly agree + agree) between 81% and 100%. Over 60% strongly agreed that two important sermon attributes are: (1) the sermon connects to daily living, and (2) the sermon motivates to think, speak and do right as guided by Christian principles. The other 10 sermon attributes with overall positive responses were: (1) Clear faith position as guide for making decisions and leading a faithful life; (2) Biblically based and illustrated; (3) Contains intellectually challenging thoughts; (4) Provides memorable takeaway; (5) Often reminds me of social justice issues in the world; (6) Is comforting and reassuring; (7) Is spiritually inspirational; (8) Sets forth various sides of an issue without advocating one position as only Presbyterian/Christian position; (9) Is skillfully composed and delivered; and (10) Is about 15 minutes in length. Only one attribute received a significant negative rating. Three-quarters of the respondents either disagreed or disagreed strongly that a political point of view was important for a meaningful sermon. Although it received an overall positive rating, nineteen percent disagreed that it is important for a sermon to be comforting and reassuring.

Christian Education Preferences

Survey participants were provided with a list of 11 possible components of a Christian Education program, which they were to rank as Essential, Important, Not Very Important, or Distracting/Not Needed. Seven of the 11 components were ranked "Essential" by 30% to 44% of respondents (GPCSB, 2021). These seven components were: (1) Provide weekly biblically based teachings for our Pre-K through Senior High; (2) Provide inter-generational activities for our congregation sharing in God's word; (3) Provide young adults (18-25) opportunities to work together; (4) Provide biblically based activities for adults; (5) Provide biblically based teachings for adults in multiple settings (Sunday School, Bible Study, men's group, women's group ...); (6) Provide Bibles to our baptized children for milestones in their journey of faith; and (7) Provide opportunities for youth to participate in outreach activities. For these seven components, the overall positive (i.e. Essential + Important) rankings range from 78% to 100%.

New Pastor Preferences

The two most important pastoral experience preferences were identified as: (1) Experience growing a church (89%) and (2) Has served as an Associate Pastor at a church (51%).

The top three choices for where the new pastor should focus most of her/his energy and time during the first two years at GPC were: (1) teaching and leading worship (96%), (2) retaining

membership while attracting new members (85%); and (3) pastoral care for the sick, shut-ins, and bereaved (44%).

Survey participants indicated their most common vision of the new pastor is one who is a Minister of the Word/Teacher of the Congregation - preaching and teaching (59)%. The only other vision receiving a significant rating was Spiritual Guide - encourages development of members' spiritual lives (33%).

The survey polled participants about their preferences within four different pastor leadership competencies: theological/spiritual interpreter; communication; organizational leadership; and interpersonal engagement.

- For the theological/spiritual interpreter category, Preaching and Worship Leadership: inspirational preacher and worship leader received strongest support at 70%. Following, and tied at 52%, were: Compassionate: caring for others; and, Hopeful: maintains stability; provides direction, guidance and faith.
- For communication, the clearly most desired competency is that of a Communicator, i.e., an active listener who provides meaningful oral and written presentation of information.
- For organizational leadership, Risk Taker(68%) and Decision Making(61%) were the two highest rated competencies. A Risk Taker is defined as one who takes appropriate risk to accomplish needed goals; thinks outside the box. Decision Making refers to balancing analysis, wisdom, experience and judgment in offering effective solutions.
- For Interpersonal Engagement competency, there were two clear leaders: Bridge Builder (64%) and Interpersonal Engagement (61%). A Bridge Builder is responsible for congregational unity; connects people of different cultures, world views and theological positions,, Interpersonal Engagement means the pastor builds solid relationships of trust and respect inside and outside the organizations.

Characteristics and Desires for the Future of GPCSB

In response to the question-“What specific characteristics and desires do you have for the future of this church?” -- there were 21 replies. Full text is in the survey. Themes include:

- To grow spiritually, to offer an invitation for others to join us, to reach out with the message of Christ to others.
- To increase our membership, especially families, children, and young adults.
- A meaningful, weekday, noontime, senior citizen program, and an after school tutoring program for middle school and high school students.
- Reach out to families with children. Especially young children. Let's have a Grandpa & Grandma tea with stories, cupcakes and lemonade.
- To identify new ways to reach out to the youth in the community; expand fellowship activities, particularly small groups.
- Spiritual retreats - youth, families, singles,
- To increase our mission giving and involvement locally.
- To reach out to help each other and the community.
- To become a more unified body.

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- To revitalize in-person worship and other activities affected by the pandemic.
- To be a leader in organizing the surrounding multi-faith community in combatting social-justice issues.
- For the church to participate and provide social justice programs for the community,
- To be a welcoming, inclusive space that involves people of all backgrounds, especially other faiths and non-churched.
- To clearly make teachings relevant to daily life.
- To have traditional service with change ONCE in a while. I don't feel comfortable not knowing what to expect when entering on Sunday. It's very confusing to my special needs daughter.
- Music worship - change weekly with youth participating and playing instruments.
- Include sermons 1 or 2 x/month with participation (small groups).
- To connect with other churches like ourselves with the gift of community.
- The new pastor effectively balances rules and relationships.
- Leadership and guidance.
- To call a new permanent pastor to work toward accomplishing the above goals.

Communication Preferences (GPCSB, 2021)

- **On a daily basis:**
 - 7% to 11% of respondents get information from four sources: Worship bulletin, Deacons, Word-of-Mouth, and Mailings from Church.
- **On a weekly basis**
 - 75% of the participants use the church bulletin as a source of information.
 - 26% use the church website
 - 25% get their church news by word-of-mouth
 - 22% Grace Notes Newsletter
 - 19% Church Mailings
- **On a monthly basis:**
 - 63% use the Grace Notes Newsletter.
 - From 15-18% get information from Deacons, Word-of-Mouth, and Mailings
- **Occasionally or Not at All**
 - Facebook⁹ is 100% in these two categories
 - Deacons are 70% in these two categories
 - Church website is 67% in these categories
 - Mailings are 56% in these two categories

Finances

Based on the 2021 budget, about 76% of GPCSB income is from member giving. About 25% of the congregation state that they donate from 7 to 10% of their pre-tax income to the church. Another 30% donate 4-6% of their pre-tax income. About 33% give 1-6% of their pre-tax income.

⁹ Note that the survey did not investigate visits to the website or facebook by external parties.

In 2020, 40 members pledged donations, and 20 made unpledged contributions. In 2021 the number of pledges increased to 41.

The table below shows the pledge information for 2021. The total pledged is \$99,556. About 34% of the pledgers account for about 72% of the pledges. If 20 members provide non-pledged giving in 2021 as in 2020, then there are 61 pledge and non-pledge givers, and the remaining members 32 members are making loose plate donations (\$425 in 2020) or do not donate money. They may be generously supporting the church with their time and talents.

Table 6: 2021 Pledge Distribution

| Annual Pledge/Gifts Range(\$) | Count | (% of Pledgers) | Amt of Pledged Giving (\$) | (% of Pledged Giving) |
|-------------------------------|-----------|-----------------|----------------------------|-----------------------|
| 1.00 - 499.99 | 5 | 12% | \$796 | 1% |
| 500.00 - 999.99 | 8 | 20% | \$4,724 | 5% |
| 1,000.00 - 1999.99 | 11 | 27% | \$15,520 | 16% |
| 2,000.00 - 2,999.99 | 3 | 7% | \$6,840 | 7% |
| 3,000.00 - 3,999.99 | 8 | 20% | \$27,240 | 27% |
| 4,000.00 - 9,999.00 | 5 | 12% | \$28,836 | 29% |
| > 10,000.00 | 1 | 2% | \$15,600 | 16% |
| Total | 41 | 100% | \$99,556 | 100% |

The budgets for 2020 and 2021 are in the table below. GPCSB income has been on a downward trend from 2020 to 2021. This trend is due to loss of members unrelated to Covid-19, and loss of member income and building usage fees due to COVID-19. The 2020 budgeted income was \$196K, but the 2020 actual income was \$172K, which is \$24K less than budgeted. The 2021 budgeted income is \$167K, which is \$5K less than 2020 actual income. The 2020 actual budget and 2021 planned budgets both include expenditure of reserves (\$5K and \$10K, respectively) to supplement income. The 76% of GPCSB income from member giving is 60% pledged and 16% unpledged giving. Other significant GPCSB income is from Common Area Maintenance (CAM) fees from the Preschool (11%) and Wellness Center (7%) and other building usage (3%).

Since not only income, but also expenses, were reduced in 2020 and 2021, the effect of the income reductions on the overall budget were mitigated somewhat. Specifically, 2020 actual budget expenses declined by \$19K and 2021 approved budget expenses declined by \$3K compared to 2020 actual. The actual 2020 budget deficit was \$ 10K and the 2021 estimated budget deficits is \$11K.

Figure 3: GPCSB Budget for 2020 and 2021

| <u>Grace Presbyterian Church Budget</u> | <u>2020 Budget</u> | <u>2020 Budget Actuals</u> | <u>2021 Approved</u> |
|--|-------------------------------|---|---------------------------------|
| <u>Income from</u> | | | |
| <u>Giving</u> | | | |
| Pledged income | \$117,752 | \$113,056 | \$99,556 |
| Non-pledged income | \$21,000 | \$30,748 | \$27,024 |
| Plate | \$1,500 | \$425 | \$750 |
| <u>Other Income</u> | | | |
| Presbytery dues (apportionment) | \$800 | \$1,079 | \$990 |
| Preschool CAM | \$20,645 | \$12,042 | \$18,920 |
| Wellness CAM | \$17,101 | \$9,261 | \$12,109 |
| AA Rent | \$900 | \$75 | \$450 |
| Misc. Building/Property Usage | \$8,000 | \$83 | \$5,100 |
| Miscellaneous Income | \$8,397 | \$5,508 | \$2,310 |
| TOTAL Income | \$196,095 | \$172,277 | \$167,209 |
| <u>Expenses Summary</u> | | | |
| Staffing | \$127,144 | \$113,189 | \$112,057 |
| Christian Education | \$250 | \$623 | \$250 |
| Worship Church | \$1,000 | \$881 | \$1,000 |
| Administration | \$17,090 | \$18,193 | \$14,575 |
| Stewardship | \$315 | \$560 | \$395 |
| Hospitality | \$500 | \$90 | \$250 |
| Mission and Outreach | \$275 | \$199 | \$275 |
| General Mission Grace Church | \$8,243 | \$7,893 | \$4,978 |
| Property | \$31,988 | \$25,812 | \$29,508 |
| Insurance | \$9,419 | \$10,092 | \$9,617 |
| Session Expenses | \$0 | \$0 | \$0 |
| Apportionment | \$4,690 | \$4,416 | \$5,760 |
| TOTAL Expenses | \$200,914 | \$181,948 | \$178,665 |
| Surplus/Deficit | -\$4,819 | -\$9,671 | -\$11,456 |

References

DataUSA. 2018. Demographics from DataUSA -- <https://datausa.io/profile/geo/franklin-park-nj>; Time period: 2018

Grace Presbyterian Church of South Brunswick (GPCSB). 2021. Ministry Survey (March 2021)

MissionInsite. 2021. QuickInsite Report (Description of Zip Codes 08824 & 08852)

- Prepared for: Presbytery of New Brunswick; Study area: Geography: Zip Codes - 08824 (NJ) Zip Codes - 08852 (NJ); Base State: NJ; Current Year Estimate: 2019; 5 Year Projection: 2024; Date: 1/15/2021; Semi-Annual Projection: Summer

Presbyterian Church (U.S.A.) Research Services (PCUSARS). 2020. U.S. Congressional Vitality Survey. Grace PC of South Brunswick. Total respondents = 65.

Appendices

Appendix 1: Summary of Experian Reports on Top 5 Mosaic Segments/Sub-segments for Zip Codes 08824(KP) and 08852(MJ)

The QuickInsite report is generated based in part on MissionInsite data and algorithms from Experian that classify the population in the study area into 19 major mosaic segments and 71 sub-segments. For each segment/sub-segment pair, there is a description of demographic statistics and preferences in a “Mosaic USA” report by Experian. For the reasons previously described, access to the Experian reports were limited to 08824 and 08852 zip codes. Summary tables for the top five MissionInsite/Experian segment/sub-segments are below. They are in decreasing order of frequency in 08824 and 08852 zip codes, which is:

- B10 Flourishing Families/Cosmopolitan Achievers
- B07 Flourishing Families/Generational Soup
- C13 Booming with Confidence/Silver Sophisticates
- D16 Suburban Style/Settled in Suburbs
- A01 Power Elite/American Royalty.

These 5 population segments/sub-segments in Kendall Park and Monmouth Junction represent 6,814 households, which is about 62 percent) of the total households.

| B10 Flourishing Families /Cosmopolitan Achievers – Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas. | | | | | | | |
|---|------------------|----------------------|-------------------|----------------|-----------------|--|---------------------|
| Head of Household Age(Yr) | Type of Property | Household Income | Household Size | Home Ownership | Age of Children | Communications Preference | Technology Adoption |
| 36-45 (23.2%) | Single family | \$125 – 150K (15.0%) | 2 persons (25.3%) | Homeowner | 13-18 (12.3%) | Email, Cable TV, Online computer, internet radio | Journeymen |
| Key features: Bilingual, Luxury Living, Soccer Fans, Two Family Properties, Economic Literature, Progressive Liberals | | | | | | | |
| Source: (Experian Ltd. 2019, Mosaic USA-Handbook; segmentationportal.com) | | | | | | | |

| B07 Flourishing Families/Across the Ages – Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia | | | | | | | |
|---|------------------|----------------------|--------------------|----------------|-----------------|-------------------------------------|---------------------|
| Head of Household Age(Yr) | Type of Property | Household Income | Household Size | Home Ownership | Age of Children | Communications Preference | Technology Adoption |
| 51-65 (41.8%) | Single family | \$125 – 150K (19.6%) | 5+ persons (20.2%) | Homeowner | 13-18 (27.9%) | Cable TV, Internet radio, Newspaper | Journey-men |
| Key features: Affluent, rooted in the suburbs, multi-generational households, fitness club members, outdoor hobbies, and charitable donor | | | | | | | |
| Source: (Experian Ltd. 2019, Mosaic USA-Handbook; segmentationportal.com) | | | | | | | |

| C13 Booming with Confidence/Philanthropic Sophisticates - Mature, Upscale couples in suburban homes | | | | | | | |
|--|------------------|----------------------|-------------------|----------------|-----------------|--|---------------------|
| Head of Household Age(Yr) | Type of Property | Household Income | Household Size | Home Ownership | Age of Children | Communications Preference | Technology Adoption |
| 66-75 (28.5%) | Single family | \$100 – 125K (16.4%) | 2 persons (29.9%) | Homeowner | 13-18 (3.1%) | Email, Cable TV, Online computer, Internet radio | Journeymen |
| Key features: Retiring in comfort, experienced travelers, art connoisseurs, philanthropic, quality matters, and ecological | | | | | | | |
| Source: (Experian Ltd. 2019, Mosaic USA-Handbook; segmentationportal.com) | | | | | | | |

| D16 Suburban Style/Settled in Suburbs – Upper middle-class family units living comfortably in established suburbs. | | | | | | | |
|---|------------------|--------------------|-----------------|----------------|-----------------|--|-----------------------|
| Head of Household Age(Yr) | Type of Property | Household Income | Household Size | Home Ownership | Age of Children | Communi-cations Preference | Techn-nology Adoption |
| 46-50 (21.1%) | Single family | \$125-150K (14.1%) | 3 persons (25%) | Homeowner | 0-3 (22.7%) | Email, Cable TV, Online computer, internet radio | Apprentices |
| Key features: Comfortable lifestyles, young children, large households, do-it-yourselfers, technology apprentices, theme park vacations | | | | | | | |
| Source: (Experian Ltd. 2019, Mosaic USA-Handbook; segmentationportal.com) | | | | | | | |

| A01 Power Elite/American Royalty – Affluent, influential and successful couples and families living in prestigious suburbs. | | | | | | | |
|--|------------------|------------------|----------------|-----------------|-----------------|--|-----------------------|
| Head of Household Age(Yr) | Type of Property | Household Income | Household Size | Home Owner-ship | Age of Children | Communi-cations Preference | Techn-nology Adoption |
| 51-65 (43.1%) | Single family | \$250K+ (39.4%) | 5+ persons | Home-owner | 13-18 (20.4%) | Direct mail, Broadcast & Cable TV, Internet Radio, Print | Apprentices |
| Key features: Prestigious housing, luxury living, upscale cars, healthy lifestyles, charitable giving, and world travelers | | | | | | | |
| Source: (Experian Ltd. 2019, Mosaic USA-Handbook; segmentationportal.com) | | | | | | | |

Appendix 2: Summary of Mission Impact Descriptions for Zip Codes KP (08824) and MJ (08852)
for top two Mosaic Segments/Sub-segments¹⁰

B10: Cosmopolitan Achievers and B07: Across the Ages

B10: Cosmopolitan Achievers

“Religious Experience in a Nutshell”

- Religious Perspective: An important part of a healthy lifestyle
- Common Spiritual Issues: Feeling broken or rejected, anxieties over guilt and displacement”

“General Comments”

Among Cosmopolitan Achievers, religion is associated with heritage and tradition. If they are Christians, then the church is respected as a moral institution even though they may not attend very often. People in this lifestyle segment are content with accepted faith and practice, and not particularly philosophically adventurous. Experian suggests that they are focused on health and wealth, interested in travel and other cultures, and lead sophisticated lifestyles. Aesthetics and spirituality are closely related. They respect the perspectives of other faiths and cultures, but may not be especially mission-minded. They will participate in churches that are generally broadminded and non-dogmatic, but will expect the church to respect the religion, heritage, and culture of indigenous populations. Even though they speak English fluently, a bi-lingual church has far more credibility.”

“Leadership Preferences”

If Cosmopolitan Achievers participate regularly in a church, it will often have more to do with the pastor than the programs. They look for leaders who have a big, inclusive, and non-judgmental vision that is international and culturally sensitive. ... They (seek a pastor who can) network effectively among non-profit and political organizations and lead churches with strong signature outreach ministries. They (seek a pastor who) will epitomize the openness and optimism, prudence and respect that are core values for this lifestyle segment. They expect the pastor to be approachable, but respectful of their privacy. Church staff are expected to be professional and innovative and they especially value mentoring ministries among older youth and college students. “

“Worship Preferences”

“... They will expect preaching to be instructive. However, the main point of worship is not to learn, but inspire participants to live optimistically. Worship should consistently respond to global (not local events, and connect worshippers with the mission and advocacy work of the congregation. Celebrating social service volunteers, commissioning mission teams, and praying for important mission programs are emphasized in worship)rather than personal prayers of intercession, organizational announcements, or evangelical witness.”

¹⁰ Comments are excerpted from Bandy, T., Mission Impact

“Outreach Preferences”

“Cosmopolitan Achievers can be very philanthropic. They will likely be interested in education, arts, health care, and the environment. They often give generously to universities, hospitals, global initiatives, and public broadcasting. They will connect with outreach ministries that help them realize their personal potential, or which help them achieve holistically healthy living (including physical fitness); and which help them understand and use homeopathic health remedies. “

“Facility Preferences”

“Cosmopolitan Achievers may regard property as a way to demonstrate ownership of the church. They can appreciate either ecclesiastical or utilitarian facilities, but they need not be overly elaborate. They take more pride in the quality of programming, and therefore pay more attention to technologies that encourage great performances, effective communications, and excellent educational programs. Facilities may take on the character of concert halls, media centers, and executive training centers.”

“Financial Preferences”

“Experian suggests that Cosmopolitan Achievers are both enthusiastic consumers and savvy investors. They are conservative financial managers who avoid debt, but are prepared to take risks to seize opportunities. In the church, they are apt to build significant reserves, and are hesitant to engage ambitious capital campaigns unless there are clear programmatic or mission outcomes. On the other hand, they will be generous to support worship and the arts, and to endow or support educational initiatives. Experian suggests that they have high rates of contributing money to environmental groups and public broadcasting. They can support church advocacy for public policy development.

The degree of generosity is strongly influenced by respect for the senior pastor. They are motivated by the pastor’s vision and experience in mission. Cross-cultural empathy, and cross-sector networks will lead the church to function in larger financial partnerships. They are more likely to be generous with money than time. They may support the unified budgets, but they will worry about unnecessary overhead. They may be critical of denominations that subsidize ineffective agencies. These people usually do not participate in traditional stewardship programs, and prefer to designate giving. They want detailed information about the strategic plans and financial needs of institutions they respect and support.”

“Communication”

“Experian suggests that Cosmopolitan Achievers are above average users of most media, primarily for information about events, investments, and shopping. “

“Churches need to have excellent websites that are updated weekly. Websites need to announce upcoming events, offer downloadable resources, and provide links to relevant non-profit or mission partners. Websites should also provide a means to make charitable donations with an immediate tax receipt, and easy ways to obtain tickets to special events. Offer a secure means to connect with small group discussions and surveys. It is helpful if the pastor and other staff regularly contribute to a blog. “

B07: Across the Ages

Religious Experience in a Nutshell

Religious Perspective: An Important Part of a Healthy Lifestyle

Common Spiritual Issues: Feeling broken or rejected, anxieties over guilt and displacement

“General Comments”

“Across the Ages households often contain multiple generations, or older couples living close to children and grandchildren. Church membership is important, especially for life-cycle celebrations like baptism, confirmation, anniversaries, and special occasions like Christmas and Thanksgiving. However, regular church participation may be less important. Church competes with other family priorities as well as fitness, travel, and home-based or outdoor activities. Many have roots in the community where they have raised children, and they tend to be loyal to the same family-oriented church. They may have traditional family values, but they are usually open to other races and cultures, and may reflect multi-cultural and multi-lingual community transitions.”

“Across the Ages tend to be loyal to denominations, but often avoid extreme ideologies or radical program changes. The church mission statement is deliberately vague and general in order to encompass a variety of religious points of view. You might expect interesting debates about religion, philosophies of life, and worship styles.... but harmony will be a high core value.”

“Leadership Preferences”

This segment may have been in residence 10 years or more and have deep community roots. They appreciate long-term pastoral relationship. The staffing strategy includes visitors and counselors, as well as educators and musicians. Senior pastors are approachable and sociable. They have versatile preaching skills and can design different kinds of worship services. They are capable administrators and cautious financial managers. Pastors network locally especially with hospitals and nursing homes, and actively participate in denominational and ecumenical activities.

“Worship Preferences”

“This segment tends to prefer educational, inspirational, and coaching styles of worship. All worship should be upbeat and inspirational, although this may challenge churches to provide quality options in music and image. Younger generations expect to emerge with practical tips for work, play, relationships, etc. Older generations expect to emerge with renewed energy and optimism. Holy days, holidays, and life-cycle celebrations are important family times when worship will bring families together. Set aside budget for significant worship events. “

“Outreach Preferences”

This segment spans generations, and any number of outreach ministries may capture their imagination. If there is a major, ongoing outreach ministry, it often involves discovering human potential (Family Christian Counseling, career development, gifts discernment, etc.). As consumers, people in the segment describe themselves as “green” so they are passionate about

recycling environmental issues. Many forms or “depot” ministries excite them (e.g., food banks, clothing redistributions, refinishing furniture, etc.).

“Facility Preferences”

This segment is a rare lifestyle that prefers conservative clothing and cutting-edge technologies at the same time. Similarly, they tend to gravitate to traditional ecclesiastical facilities which incorporate post-modern technologies. The video screens and audio systems, seating options, and special effects may sometimes jar traditional sensibilities, but the juxtaposition of old and new mirrors family structure that includes old and young. A contemporary education wing might be grafted onto a 19th century sanctuary or a historic manse might be converted into a modern pre-school center.

Nevertheless, the symbols are usually well-known signs of Christendom. People in this lifestyle segment link status to family success. Therefore, they often pay for stained glass, renovated rooms, and other technologies as memorial for children or grandparents. Technologies to regulate heat and air conditioning, light and fresh air, and facilitate handicapped access are important. Despite a slow economy, people will dig deeper to make emergency repairs to the building. The interior is usually more important than the exterior. It is more important that members are honored and living space is familiar than impressing strangers who happen to pass by.

“Financial Preferences”

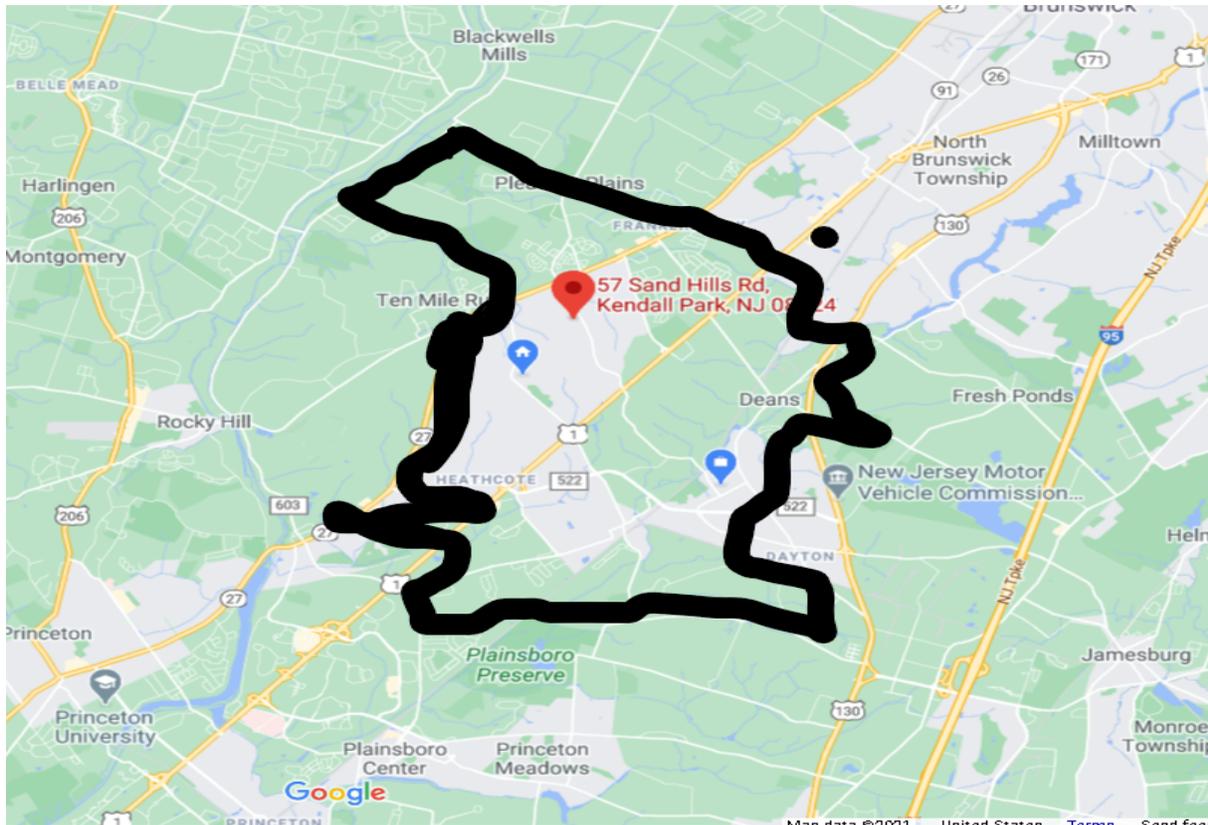
“(This segment) supports the church as if it were an extended family. At home, most of the family members work and pool their incomes to support the household. At church, member households give to a unified budget to pay the overhead. They are low risk takers and set aside money for emergencies. They invest in creative ideas only where there is a sound strategic plan. At best they sustain excellent programs and reduce overhead costs. At worst they allow finance committees to control the programs. Make sure that financial managers are also credible spiritual leaders and active participants. Be deliberate to include different age groups in financial management.

People in this lifestyle segment usually take stewardship very seriously. They have a year-round plan that includes an every-member visitation. Pledges may be made by individual and/or household. They prefer a stewardship program that goes beyond asking for money and coaches members to set lifestyle priorities and link philanthropic giving to Christian financial planning. “

“Communication”

“... Communication preferences for the church are transitioning more slowly. A website is useful, but more for calendar updates and images than continuing education. Printed newsletters, worship bulletins, and reports are still important. Telephones may be corded or cellular and they probably rely on recorded messages. However, they still prefer a real person than an answering machine at the church office and prefer ready access to the pastor face-to-face. Verbal announcement can still be important (provided they don’t take too much time). ...”

Appendix 3: Map of Zip Codes 08823, 08824, and 08852 in Study Area



The area surrounding GPCSB for the demographic study was selected as three zip codes with a combined population of 46,000. One of those - Kendall Park, 08824 includes GPCSB. The two others are adjacent – Monmouth Junction, 08852, which is mostly on the southeastern side of Route 1 and Franklin Park, 08823, which is on northwestern side of Route 27. The figure below shows the border of the combined zip codes. The boundary of these combined zip codes is irregular, but is roughly Finnegan’s Lane-Bennington Parkway-Claremont Road and Canal Road on the North side; Bunker Hill Road-Route 27S- Raymond Road- Route 1 S to the West; Friendship Rd to the South; and, Rte 130 N to Blackhorse Lane to the East.