

Demographics of the Community

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1. Newtown's service area is predominantly Newtown, including Sandy Hook (73% of families). Trinity also draws people from surrounding towns, and some parishioners who move away from Newtown continue to worship at Trinity (8% of families).

Implications: Trinity is greatly influenced by what goes on in Newtown. Trinity has the ability to attract people from towns that also have Episcopal churches.

2. Newtown and surrounding towns have seen scorching population growth rates. Newtown grew 20% between 1990 and 2000, and another 8% between 2000 and 2010. Projected growth rates now are much more modest (5% between 2010 – 2020).

Implications: Going forward Trinity can't depend on a high number of people moving into town to replace parishioners it loses through people moving, retiring elsewhere, or deciding to no longer attend.

3. Newtown's population is much heavier than the national average in working-age people over 35 and their school age children. It is much lighter than normal on young adults and pre-school children. It is average in the portion of the population that is over 65.

Implications: The Millennial generation (currently between 15 and 35 years old), will not be a significant factor in Newtown in the next 5 -10 years, but will after that.

4. Newtown is an extremely affluent town in an affluent area. Newtown's median household income is \$116,024, putting it in the 98th percentile nationally. Monroe (\$112,605 HHI) and Brookfield (\$111, 096 HHI) are also very affluent. Woodbury and Bethel have median household incomes in the \$80,000, and Danbury and Southbury in the \$60,000. The education level of its residents is also high.

Implications: While all parishioners are not necessarily affluent, the culture, choices, and pressures felt by Trinity parishioners are those of educated, affluent Americans.

5. Many people in Newtown work in corporate headquarters and offices in Fairfield County such as General Electric, Perkin Elmer, IBM and Boehringer Ingelheim. Some commute to Hartford and New York City. Newtown has many people with jobs in finance, insurance, management, science, real estate, medicine and law.

Implications: Trinity gains and loses families as people transfer into the area because of work and transfer out again for the same reason. Long commuting times and frequent travel for work prevent some people from being more active at church. Trinity has a large pool of people with strong management and finance skills.

6. Newtown is a predominantly White (94%) community with few recent immigrants. It follows the Connecticut pattern of segregation, with European Americans living in the towns and African Americans, Latin Americans and recent immigrants living in the cities, including Danbury. The largest ethnic groups in Newtown are Italians (23%), Irish (22%), German (18%), English (11%), Polish (7%), and French (7%).

Implications: On the positive side, the large resident population of Roman Catholics is a potential pool for switchers to the Episcopal Church. On the negative side, Anglican immigrants from places in the Caribbean and Africa are not likely to settle in Newtown, nor are Black Episcopalians.

7. The school age population is projected to decline in the next few years, from 4,600 in 2015 to 3,990 in 2019. That's almost a 30% drop from its height in 2005.

Implications: There will be significantly fewer school-aged children at Trinity in the next 5 to 10 years.