The QuickInsite Report

Prepared for:	Christian Church of Greater KS City DOC
Study area:	Polygon Around 111 Southwest Woods Chapel Road, Blue Springs, MO, USA
Base State:	MO
Current Year Estimate:	2017
5 Year Projection:	2022
10 Year Forecast:	2027
Date:	2/25/2018
Semi-Annual Projection:	Fall

About the QuickInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The FullInsite or ExecutiveInsite Reports will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.
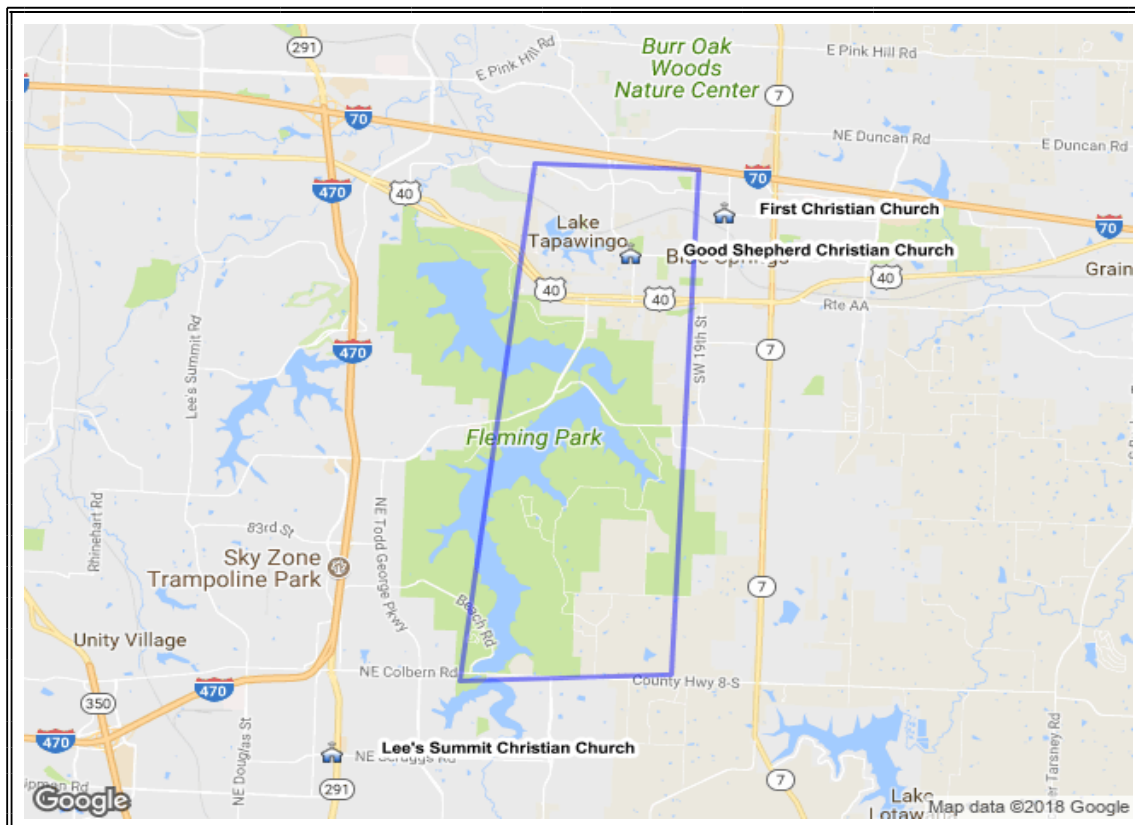
Two Sections

Two reports are provided on the following pages.
• The Story**View** Report presents 10 demographic indicators of your study area.

• The **ThemeView** Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

THE STUDY AREA

More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

StoryView

Significant Demographic Indicators of the Study Area's Story

1 — Population Change

In the 10 year future, how is this area expected to change?

(See Population and Families Theme)

Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth

2 — School Age Change

In the 10 year future, how is the population of school age children in this area expected to change?

(See Age Theme)

Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase

3 — Families with Children

Compared to the state, are families with children more or less likely to live in two parent households?

(See Population and Families Theme)

Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More

4 — Adult Educational Attainment

For this area, what is the general level of education of the adults 25 and older?

(See Education and Career Status Theme)

Very Low	Low	Mixed	High	Very High

5 — Community Diversity Index

How diverse is the racial/ethnic mix of this area?

(See Community Diversity Theme)

Very Homogeneous	Homgeneous	Moderately Diverse	Very Diverse	Extremely Diverse

6 — Median Family Income

How does the median family income compare to the state for this area?

(See Financial Resources Theme)

Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater

7 — Poverty

Compared to the state, is the number of families in poverty above or below the state average?

(See Financial Resources Theme)

Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above

8 — Blue to White Collar Occupations

On a continuum between blue collar and white collar occupations, where does this area fall?

(See Education and Career Status Theme)

Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar

9 — Largest Racial/Ethnic Group

In this area, which racial/ethnic group is the largest percentage of the population?

(See Community Diversity Theme)

Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other

10 — Religiosity

What is the level of religiosity in this study area?

(See Religiosity Theme)

Very Low	Somewhat Low	Mixed	Somewhat High	Very High

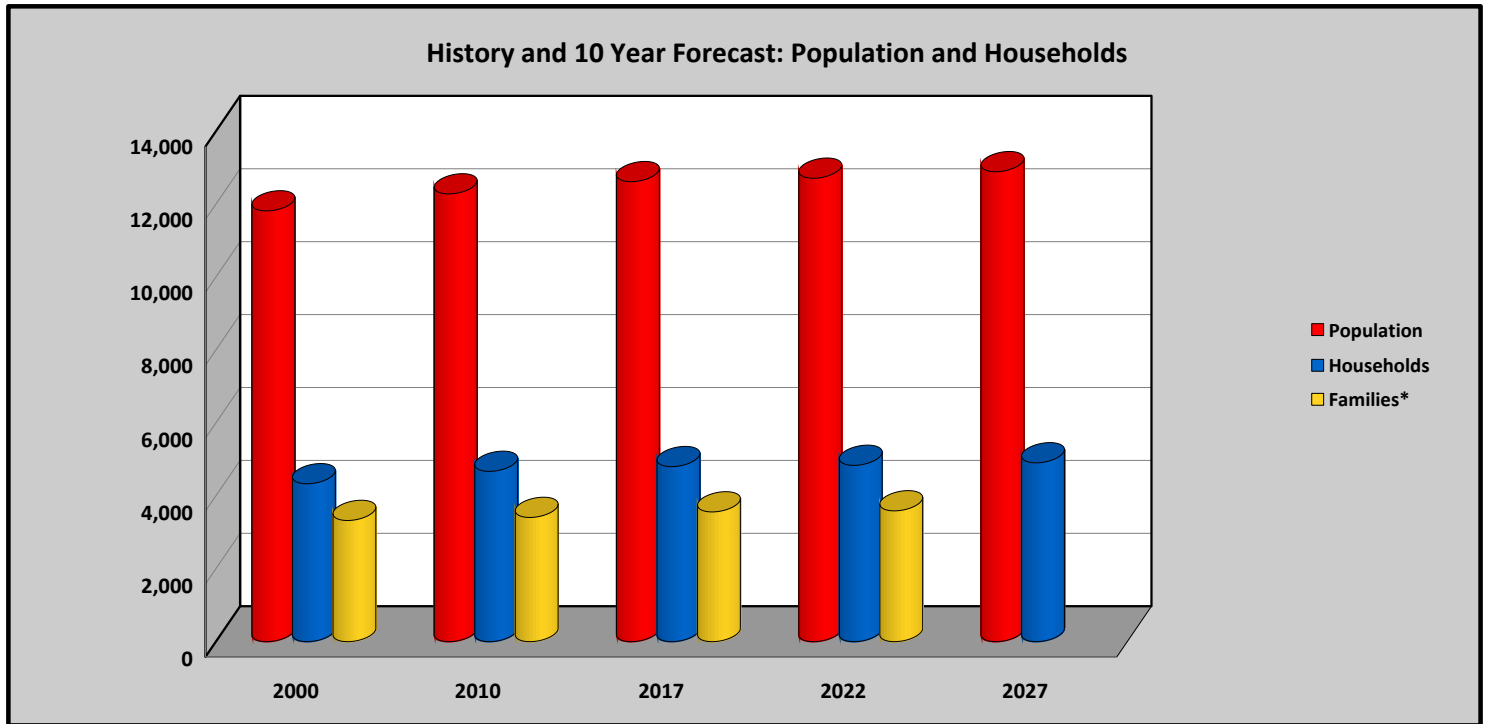## Demographic Descriptions of the Study Area

Study area: Polygon Around 111 Southwest Woods Chapel Road, Blue Springs, MO, USA   Date: 2/25/2018

Population and Households Theme

Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time. In addition, future population is forecasted looking out 10 years.

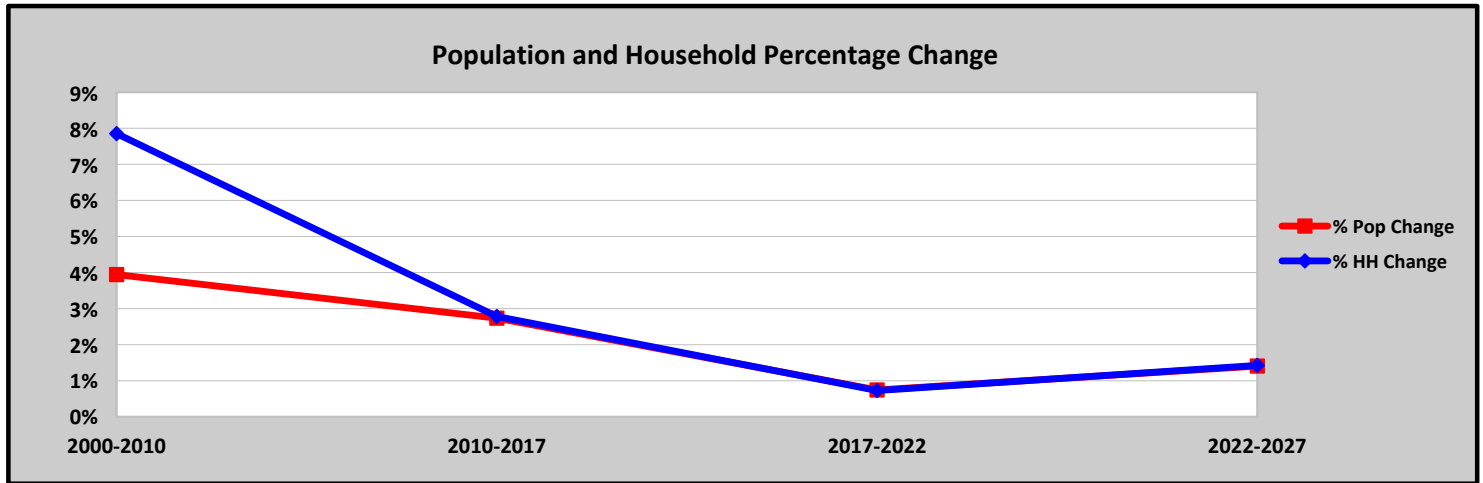### *Population and Household History with 5 and 10 Year Projected Change*

History and 10 Year Forecast: Population and Households

Legend: Population, Households, Families*

NOTE: Family Household data is not projected out 10 years.

Population, Households & Families	2000	2010	2017	2022	2027
Population	11,816	12,282	12,618	12,712	12,891
Population Change		466	336	94	179
Percent Change		3.9%	2.7%	0.7%	1.4%
Households	4,331	4,671	4,801	4,836	4,905
Households Change		340	130	35	0
Percent Change		7.9%	2.8%	0.7%	0.0%
Population / Households	2.73	2.63	2.63	2.63	2.63
Population / Households Change		-0.10	-0.00	0.00	-0.00
Percent Change		-3.6%	0.0%	0.0%	0.0%
Family Households	3,324	3,407	3,559	3,588	
Family Households Change		83	152	29	
Percent Change		2.5%	4.5%	0.8%	

Population and Household History with 5 and 10 Year Projected Percentage Change

Population and Household Percentage Change

Legend:
- % Pop Change
- % HH Change

Family Households

Family households with children are changing. The traditional married couple structure is evolving into many different family expressions in which children are being raised. These data provide an insight into the family structures within the study area and then compares them to the state.

Family Households with Children by Type

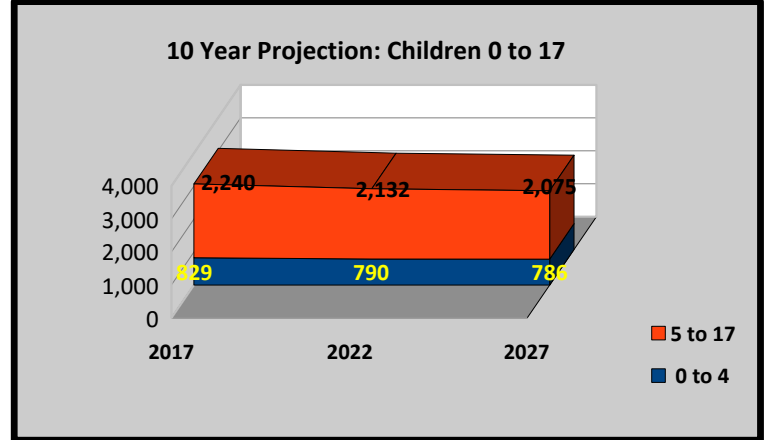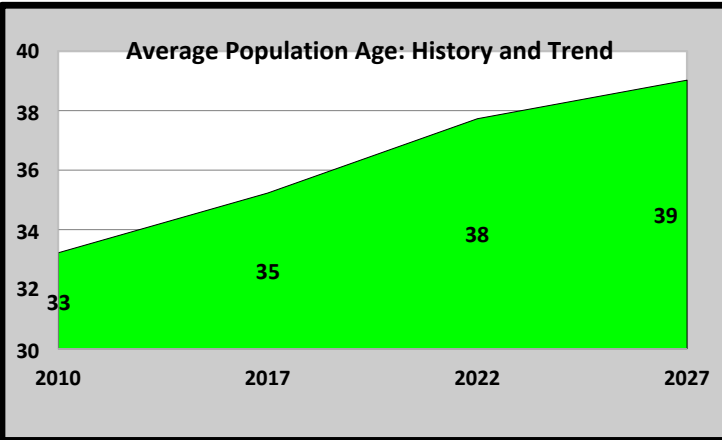Legend:
- Study Area
- State: MO

This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

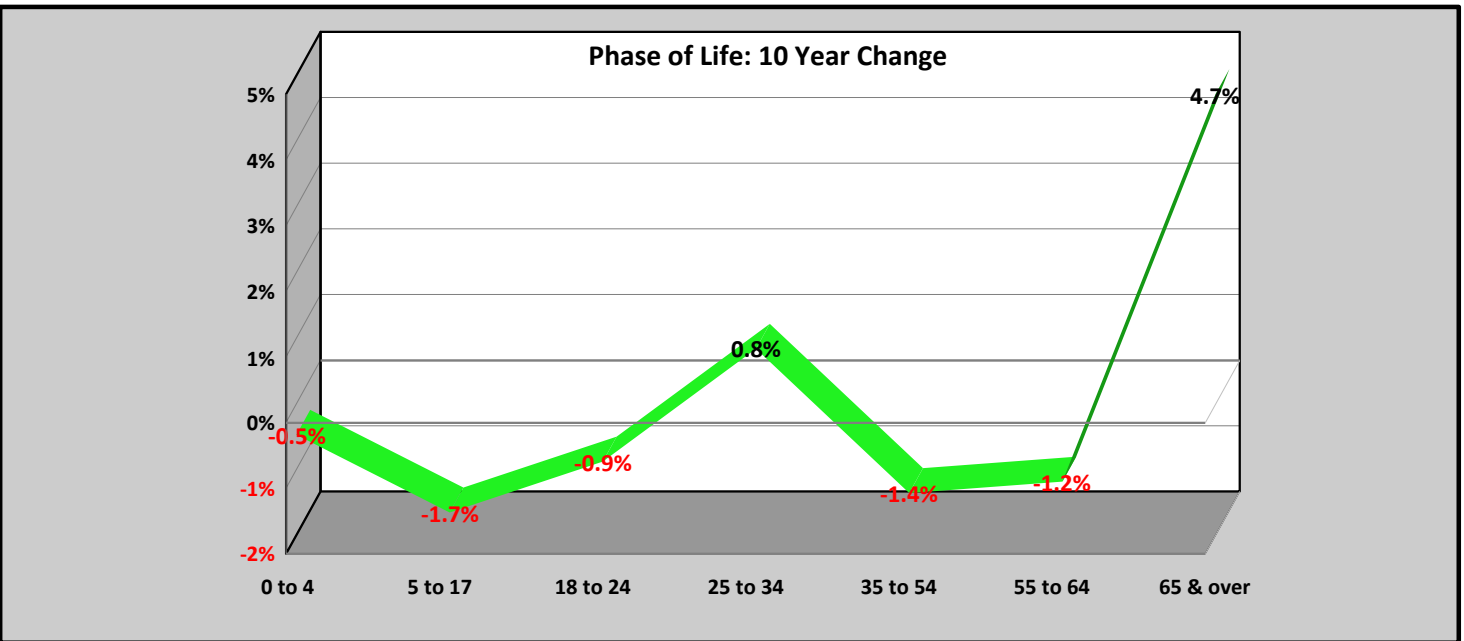| Households with Children		Actual Hhlds by Year			2010 to 2022 Change	Percent of all Hhlds by Year			2010 to 2022 % Change
		2010	2017	2022		2010%	2017%	2022%	
Family: Married-couple		1,138	1,002	951	-187	62.7%	59.9%	58.1%	-4.6%
Family: Single Mother		495	391	374	-121	27.3%	23.4%	22.8%	-4.4%
Family: Single Father		181	280	312	131	10.0%	16.7%	19.1%	9.1%
	Total:	**1,814**	**1,673**	**1,637**	**-177**	**100.0%**	**100.0%**	**100.0%**	

Age Theme

10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflects change in a community. Many are aging as a consequence of the aging Baby Boom generation and the decline in live births for many years in the late 20th and early 21st centuries.

Average Population Age: History and Trend

	2010	2017	2022	2027
	33	35	38	39

10 Year Projection: Children 0 to 17

	2017	2022	2027
5 to 17	2,240	2,132	2,075
0 to 4	829	790	786

Phase of Life

The Phase of Life 10 Year Change graph highlights life phases that will increase or decrease as a percentage of the total population in the forecasted 10 year future.

Phase of Life: 10 Year Change

0 to 4	5 to 17	18 to 24	25 to 34	35 to 54	55 to 64	65 & over
-0.5%	-1.7%	-0.9%	0.8%	-1.4%	-1.2%	4.7%

Phase of Life presents how a community changes and people age through their various life phases.

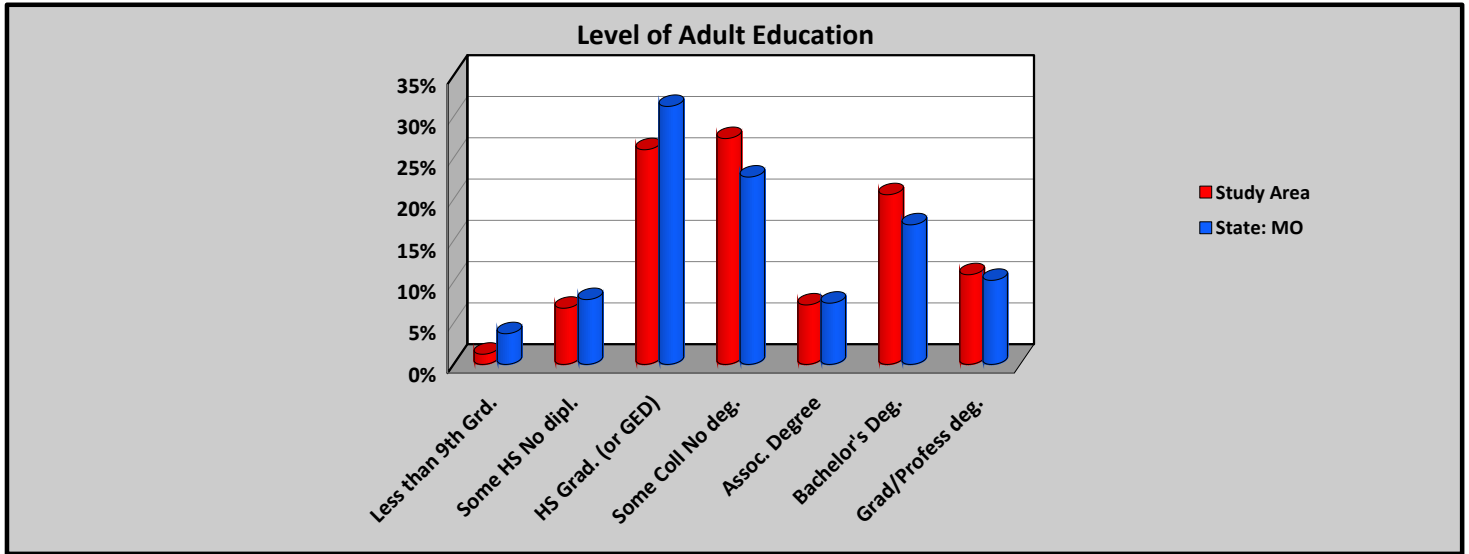| Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2017	2022	2027	2010%	2017%	2022%	2027%
Before Formal Schooling: 0 to 4	879	829	790	786	7.2%	6.6%	6.2%	6.1%
Required Formal Schooling: 5 to 17	2,420	2,240	2,132	2,075	19.7%	17.8%	16.8%	16.1%
College/Career Starts: 18 to 24	1,069	1,273	1,244	1,187	8.7%	10.1%	9.8%	9.2%
Singles & Young Families: 25 to 34	1,788	1,619	1,655	1,762	14.6%	12.8%	13.0%	13.7%
Families & Empty Nesters: 35 to 54	3,419	3,299	3,240	3,195	27.8%	26.1%	25.5%	24.8%
Enrichment Yrs Singles/Cpls: 55 to 64	1,521	1,612	1,558	1,494	12.4%	12.8%	12.3%	11.6%
Retirement Opportunities: 65 & over	1,186	1,746	2,095	2,392	9.7%	13.8%	16.5%	18.6%
Total:	**12,282**	**12,618**	**12,714**	**12,891**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Education and Career Status Theme

The Education/Career Status theme portrays the level of education and the career types by the categories of Blue Collar and White Collar in the study area.
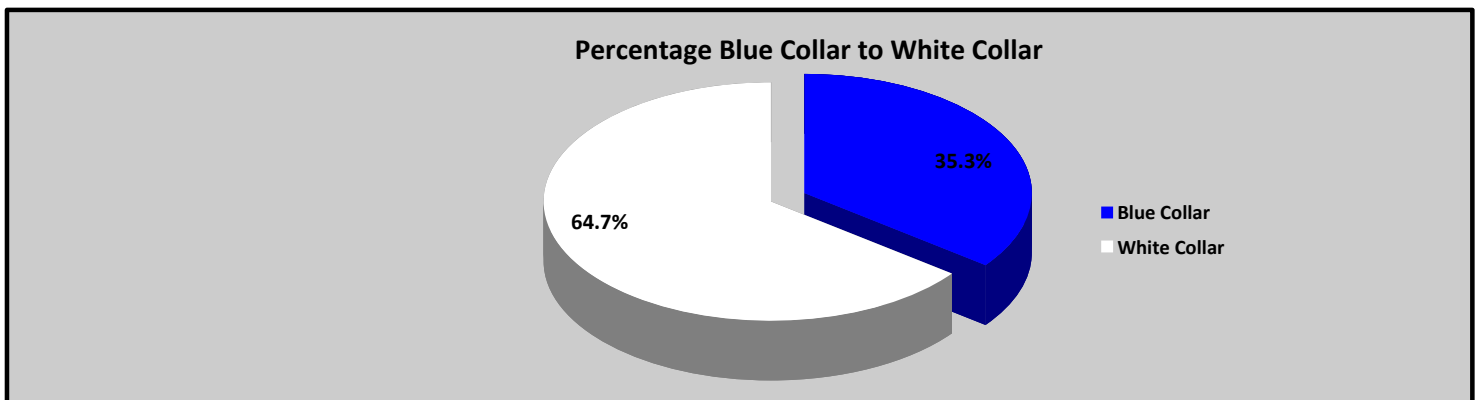
Adult Educational Attainment

The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

Adult Educational Attainment Compared to the State of MO

Level of Adult Education

Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2017 to 2022		Percent of all Hhlds by Year		2017 to 2022
	2017	2022	Change		2017%	2022%	% Change
Less than 9th Grade	102	113	11		1.2%	1.3%	0.1%
Some High School, No diploma	563	598	35		6.8%	7.0%	0.2%
High School Graduate (or GED)	2,152	2,202	50		26.0%	25.8%	-0.2%
Some College, No degree	2,264	2,215	-49		27.4%	25.9%	-1.4%
Associate Degree	596	615	19		7.2%	7.2%	0.0%
Bachelor's Degree	1,701	1,856	155		20.6%	21.7%	1.2%
Graduate or Professional school degree	899	949	50		10.9%	11.1%	0.2%
Total:	**8,277**	**8,548**	**271**		**100.0%**	**100.0%**	

Career Types: Blue Collar and White Collar

Percentage Blue Collar to White Collar

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also people's age, income and education.

Study Area Racial and Ethnic Diversity

Current Year Racial/Ethnic Percentages

- Asian (Non-Hisp): 0.9%
- Black/African American (Non-Hisp): 7.1%
- White (Non-Hisp): 83.5%
- Hispanic or Latino: 5.2%
- Pac Is/Am Ind/Oth (Non-Hisp): 3.3%

NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.
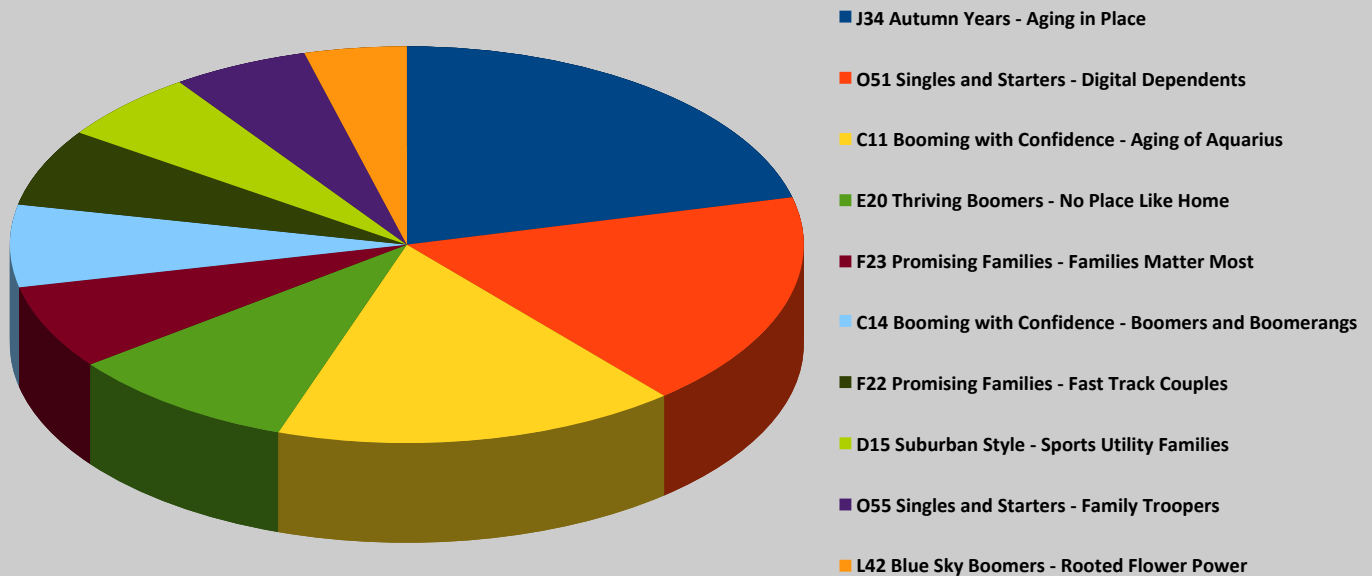
Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2022 Change	Percent of all Pop by Year			2010 to 2022 % Change
	2010	2017	2022		2010%	2017%	2022%	
Asian (Non-Hisp)	104	116	125	21	0.8%	0.9%	1.0%	0.1%
Black/African American (Non-Hisp)	848	894	902	54	6.9%	7.1%	7.1%	0.2%
White (Non-Hisp)	10,293	10,531	10,588	295	83.8%	83.5%	83.3%	-0.5%
Hispanic or Latino	674	658	650	-24	5.5%	5.2%	5.1%	-0.4%
Pac Is/Am Ind/Oth (Non-Hisp)	364	419	447	83	3.0%	3.3%	3.5%	0.6%
Total:	12,283	12,618	12,712	429	100.0%	100.0%	100.0%	

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.

Top 10 Mosaic Segments

- ■ J34 Autumn Years - Aging in Place
- ■ O51 Singles and Starters - Digital Dependents
- ■ C11 Booming with Confidence - Aging of Aquarius
- ■ E20 Thriving Boomers - No Place Like Home
- ■ F23 Promising Families - Families Matter Most
- ■ C14 Booming with Confidence - Boomers and Boomerangs
- ■ F22 Promising Families - Fast Track Couples
- ■ D15 Suburban Style - Sports Utility Families
- ■ O55 Singles and Starters - Family Troopers
- ■ L42 Blue Sky Boomers - Rooted Flower Power

Mosaic	Study Area		State		Comparative Index
J34 Autumn Years - Aging in Place	641	16.4%	94,243	4.2%	389
O51 Singles and Starters - Digital Dependents	534	13.6%	128,374	5.7%	238
C11 Booming with Confidence - Aging of Aquarius	499	12.7%	78,688	3.5%	363
E20 Thriving Boomers - No Place Like Home	286	7.3%	53,196	2.4%	308
F23 Promising Families - Families Matter Most	208	5.3%	23,649	1.1%	504
C14 Booming with Confidence - Boomers and Boomerangs	203	5.2%	37,762	1.7%	308
F22 Promising Families - Fast Track Couples	191	4.9%	57,195	2.6%	191
D15 Suburban Style - Sports Utility Families	174	4.4%	39,851	1.8%	250
O55 Singles and Starters - Family Troopers	168	4.3%	31,532	1.4%	305
L42 Blue Sky Boomers - Rooted Flower Power	126	3.2%	68,550	3.1%	105
	3,030		**613,040**		

Learn about your Mosaic Households

To access the detailed information for each Mosaic Portrait click on:

Interactive Multimedia Guide to Mosaic USA by Experian (To open in a new Tab hold Control key when you click on the link)

In the Guide, the Description tab contains a Word Cloud and the Pen Portrait tab detailed written and graph information for each Segment.
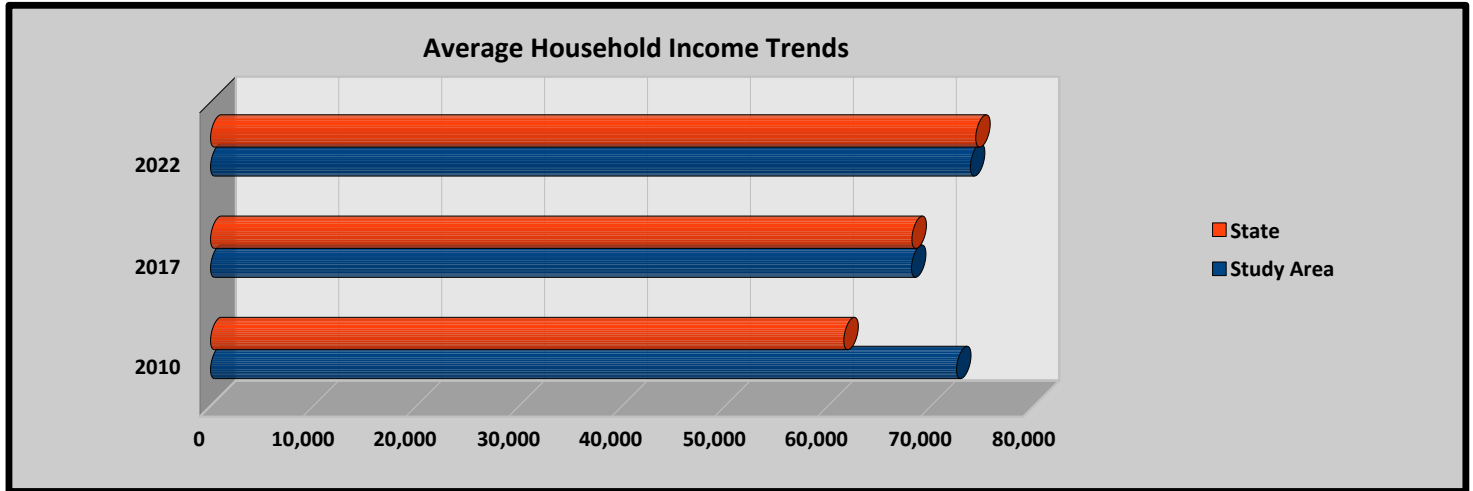
To access the Mosaic application guide click on:

Mission Impact Mosaic Application Guide by Bandy (To open in a new Tab hold Control key when you click on the link)

Financial Resources Theme

Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.
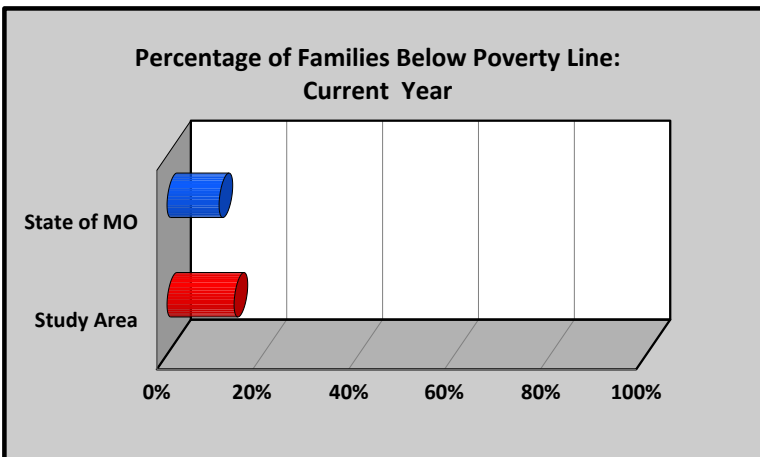
Household Income

Average Household Income Trends

Income Trends: Households and Families	2010	2017	2022	2010 to 2022 Change
Average Household Income	72,481	68,102	73,827	1,346
Median Household Income	65,650	57,390	61,486	-4,164
Per Capita Income	27,566	25,912	28,086	520
Median Family Income		64,160	63,939	63,939

Poverty

Percentage of Families Below Poverty Line: Current Year

Poverty Level	Pop	Area % Pop	MO % Pop
Above poverty level	3,061	86.0%	89.1%
Below poverty level	498	14.0%	10.9%
	3,559	100.0%	100.0%

Religiosity Theme

The Religiosity provides insight into the level of religiosity of a study area. It is based upon the strength of each of the following five variables.

Religious Beliefs and Practices	Estimated Percent of the Study Area	Estimated Percent of the State of MO	Comparative Index*
Conservative Evangelical Christian	37.8	36	105
Consider Myself A Spiritual Person	45.5	45	101
Enjoy Watching Religious TV Programs	15	17	88
Important to Attend Religious Services	18.5	18	103
My Faith Is Really Important To Me	15.6	16	98

Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8	6. Religiosity	10

Interpreting the Report

The QuickInsite report is formatted to help you interpret data at a glance.

Change over time: Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding: Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Indexes: Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. The indexes can be interpreted as follows.

• Indexes of 100 mean the study area variable is the same as its base area.

• Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.

• Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your study area on the MissionInsite website.

Support

If you need support with this report, please email MissionInsite at misupport@missioninsite.com.