The ExecutiveInsite Report
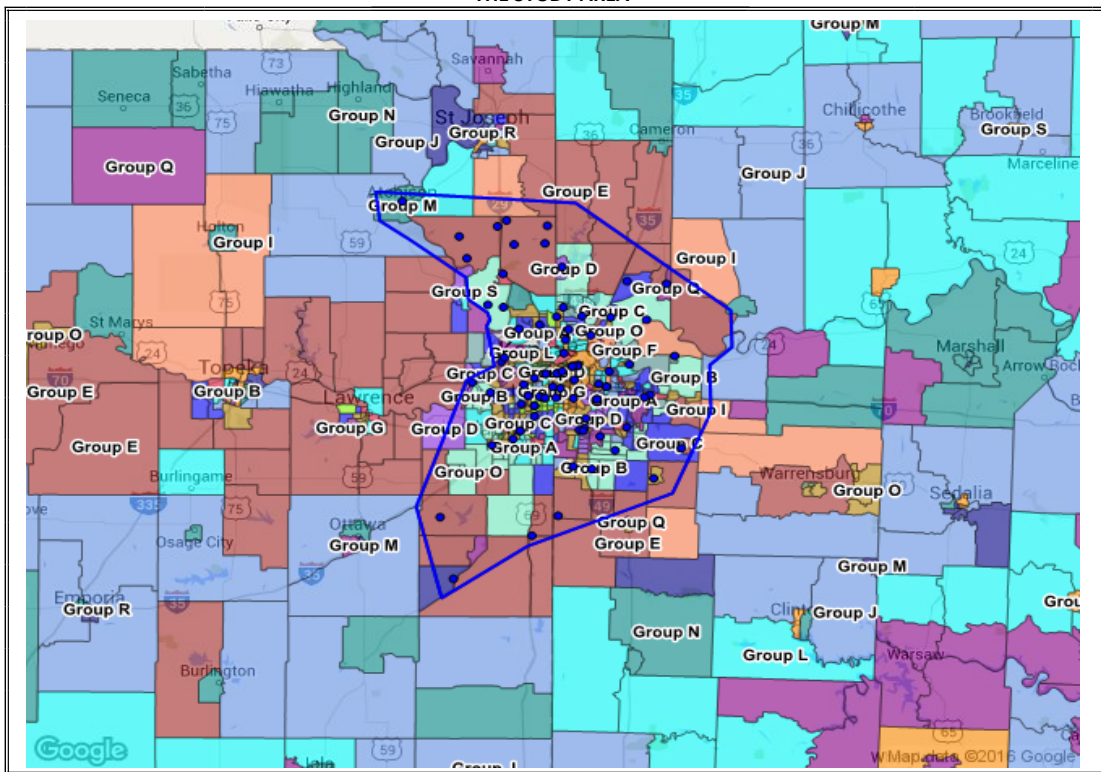
Prepared for:	Christian Church of Greater KS City DOC
Study area:	Christian Church of Greater KS City DOC
Base State:	KANSAS
Current Year Estimate:	2015
5 Year Projection:	2020
Date:	2/15/2016
Semi-Annual Projection:	Fall

This ExecutiveInsite Report has been prepared for Christian Church of Greater KS City DOC. Its purpose is to "tell the demographic story" of the defined geographic study area. ExecutiveInsite integrates narrative analysis with data tables and graphs. Playing on the report name, it includes 12 "Insites" into the study area's story. It includes both demographic and beliefs and practices data.

ExecutiveInsite is intended to give an overview analysis of the defined geographic study area. A defined study area can be a region, a zip code, a county or some custom defined geographic area such as a radius or a user defined polygon. The area of study is displayed in the map below.

THE STUDY AREA

THE 12 INSITES

More Information

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

Not all of the demographic variables available in the MI System are found in this report. The FullInsite Report will give a more comprehensive view of an area's demographics.

Also, the Impressions Report adds additional social, behavioral views and the Quad Report provides a detailed view of religious preferences, practices and beliefs.

Population:

The estimated 2015 population within the study area is 761,000. The 2020 projection would see the area grow by 42,953 to a total population of 803,953. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 5.6% in the next five years, the state is projected to grow by 2.1%. The study area's estimated average change rate is 1.1%.
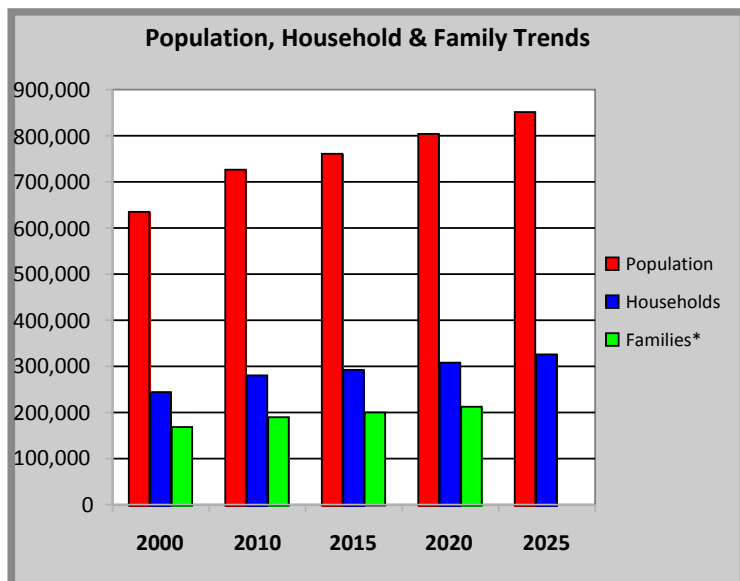
Households:

The households within the community are growing but not as fast as the population, thus the average population per household in 2010 was 2.59 but by 2020 it is projected to be 2.61. Compare this to the statewide average which for the current year is estimated at 2.57 persons per household.

Population Per Household

Population per Household: The relationship between population and households provides a hint about how the community is changing. When population grows faster than households, it suggests an increase in the persons per household. This can only happen when more persons are added either by birth or other process such as young adults in multiple roommate households or young adults returning to live with parents. In some communities this can occur when multiple families live in the same dwelling unit.
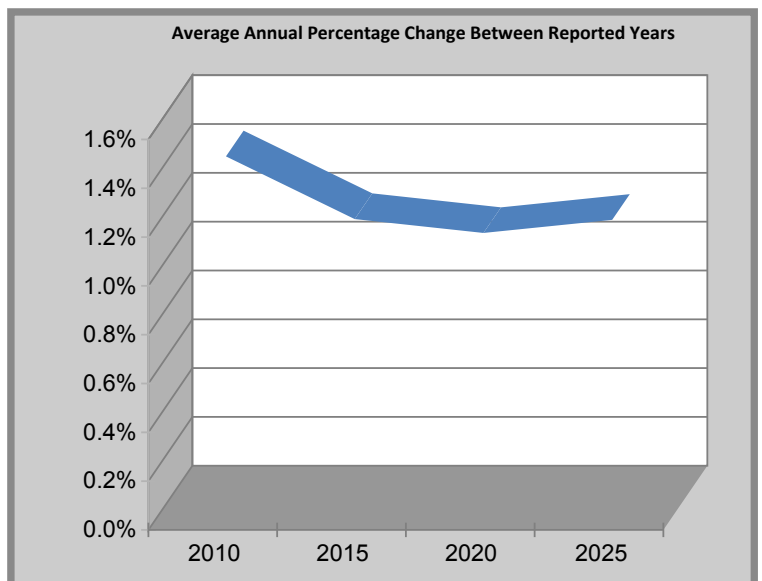
Family Households:

Family households provide an additional hint about the changing dynamics of a community. If family household growth follows population growth, then it would be reasonable to assume that the increasing population per household comes from additional children. This is the case within the the study area. Family households are growing as fast as the population suggesting that the increasing population per household is from additional children.

Population/Households & Family Trends	2000	2010	2015	2020	2025
Population	**634,919**	**726,539**	**761,000**	**803,953**	**851,494**
Population Change		91,620	34,461	42,953	47,541
Percent Change		14.4%	4.7%	5.6%	5.9%
Households	**244,080**	**280,475**	**292,486**	**308,009**	**325,793**
Households Change		36,395	12,011	15,523	17,784
Percent Change		14.9%	4.3%	5.3%	5.8%
Population / Households	**2.60**	**2.59**	**2.60**	**2.61**	**2.61**
Population / Households Change		-0.01	0.01	0.01	0.00
Percent Change		-0.4%	0.4%	0.3%	0.1%
Families	**168,306**	**189,531**	**199,998**	**212,359**	
Families Change		21,225	10,467	12,361	
Percent Change		12.6%	5.5%	6.2%	

Population, Household & Family Trends

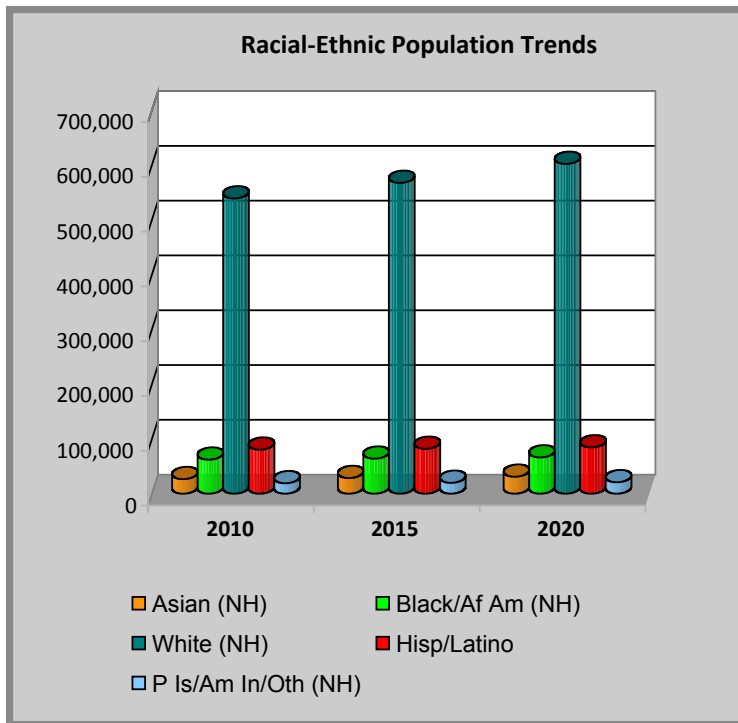Average Annual Percentage Change Between Reported Years

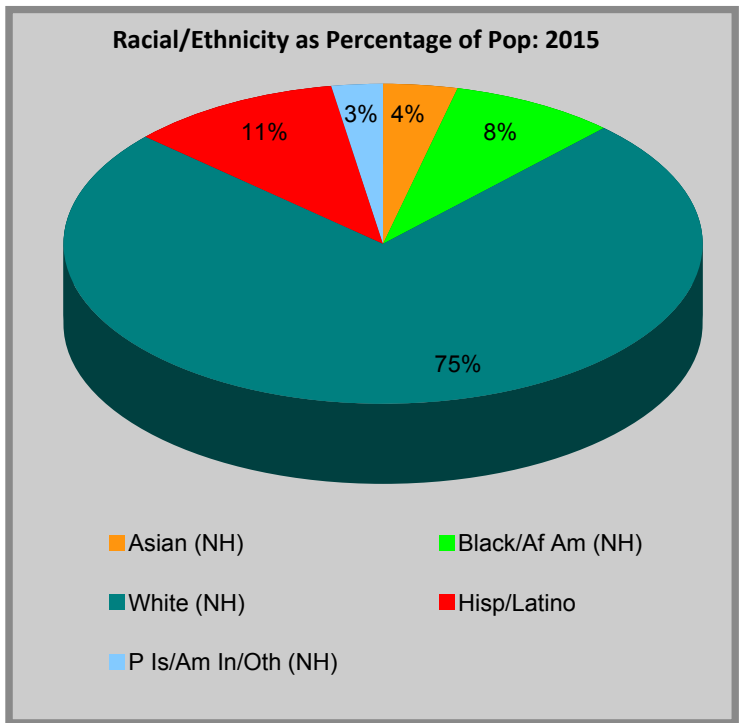NOTE: Family Household data is not projected out 10 years.

INSITE #2: RACIAL-ETHNIC TRENDS

The US population's racial-ethnic diversity is continually adding new and rich cultural mixes. This data considers the five groups for which trending information is available. Please note that several groups are aggregated into a single category due to their smaller size. Those persons who indicated Hispanic or Latino ethnicity along with a racial category have been separated into a Hispanic or Latino category.

The Population: Racial/Ethnic Trends table provides the actual numbers and percentage of the total population for each of the five racial/ethnic categories. Pay special attention to the final column on the right. This will quickly indicate the direction of change from the last census to the current five year projection.

Racial-Ethnic Population Trends

Legend: Asian (NH), Black/Af Am (NH), White (NH), Hisp/Latino, P Is/Am In/Oth (NH)

Racial/Ethnicity as Percentage of Pop: 2015

Legend: Asian (NH), Black/Af Am (NH), White (NH), Hisp/Latino, P Is/Am In/Oth (NH)

The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.

This chart shows the percentage of each group for the current year estimate.

The percentage of the population…

Asian (Non-Hisp) is projected to remain about the same over the next five years.

Black/African American (Non-Hisp) is projected to remain about the same over the next five years.

White (Non-Hisp) is projected to remain about the same over the next five years.

Hispanic or Latino is projected to remain about the same over the next five years.

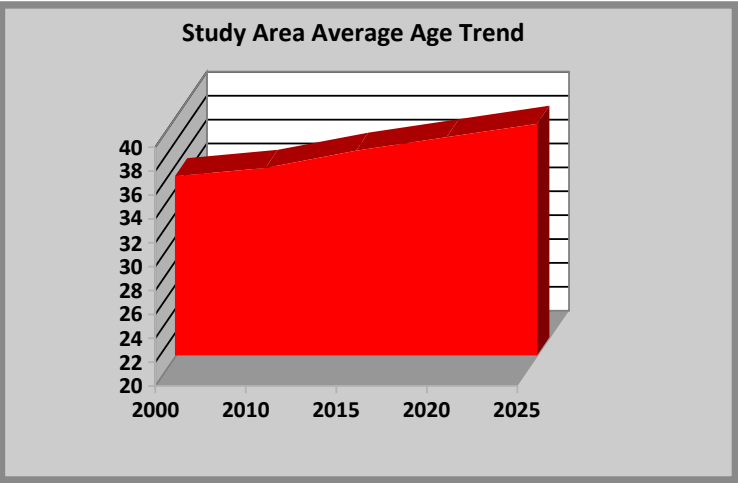|	2010	2015	2020	2010%	2015 %	2020 %	2010 to 2020 %pt Change
Race and Ethnicity							
Asian (NH)	26,521	28,485	30,869	3.65%	3.74%	3.84%	0.19%
Black/Afr Amer (NH)	62,008	63,832	66,064	8.53%	8.39%	8.22%	-0.32%
White (NH)	538,795	567,180	601,783	74.16%	74.53%	74.85%	0.69%
Hispanic/Latino	80,246	81,752	84,441	11.04%	10.74%	10.50%	-0.54%
P Is/Am In/Oth (NH)	18,968	19,751	20,797	2.61%	2.60%	2.59%	-0.02%
Totals:	**726,538**	**761,000**	**803,954**				

INSITE #3: AGE TRENDS

A community's age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However this picture may particularize differently from community to community. There are communities in the US where the average age is lower than some others. In other cases, there is a clear shift toward senior years as the Boomers enter their retirement years.

The Age Trend Insite explores two variables: Average age and Phase of Life.

Average Age Trends provides five important snapshots of a community from five data points; the 2000 census, the last census, the current year estimate, the five year projection and the ten year forecast. These five numbers will indicate the aging direction of a community.
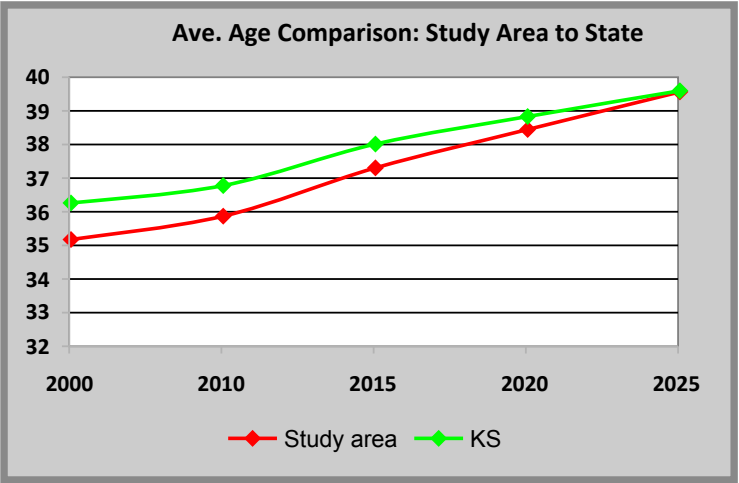
The Phase of Life Trends breaks the population into seven life phases that the population passes through in its life time.

AGE

Average Age Trends	2000	2010	2015	2020	2025
Average Age: Study Area	35.18	35.87	37.31	38.45	39.57
Percent Change		2.0%	4.0%	3.1%	2.9%
Average Age: KS	36.26	36.78	38.01	38.83	39.60
Percent Change		1.4%	3.4%	2.2%	2.0%
Comparative Index	97	98	98	99	100
Median Age: Study Area	34	35	36	37	38

Study Area Average Age Trend

Ave. Age Comparison: Study Area to State

Summary of Average Age Findings:

The Average Age Trend chart shows both history and projection of the change in average age in the study area. The average age of the study area has been rising for several years. It is projected to rise over the next five years.

A comparison to the average age of the state helps to contextualize the significance of the average age of the study area and its history and projection. In the graph above, the study area and state are laid out side by side. The state's average age is estimated to be about the same as the study area.
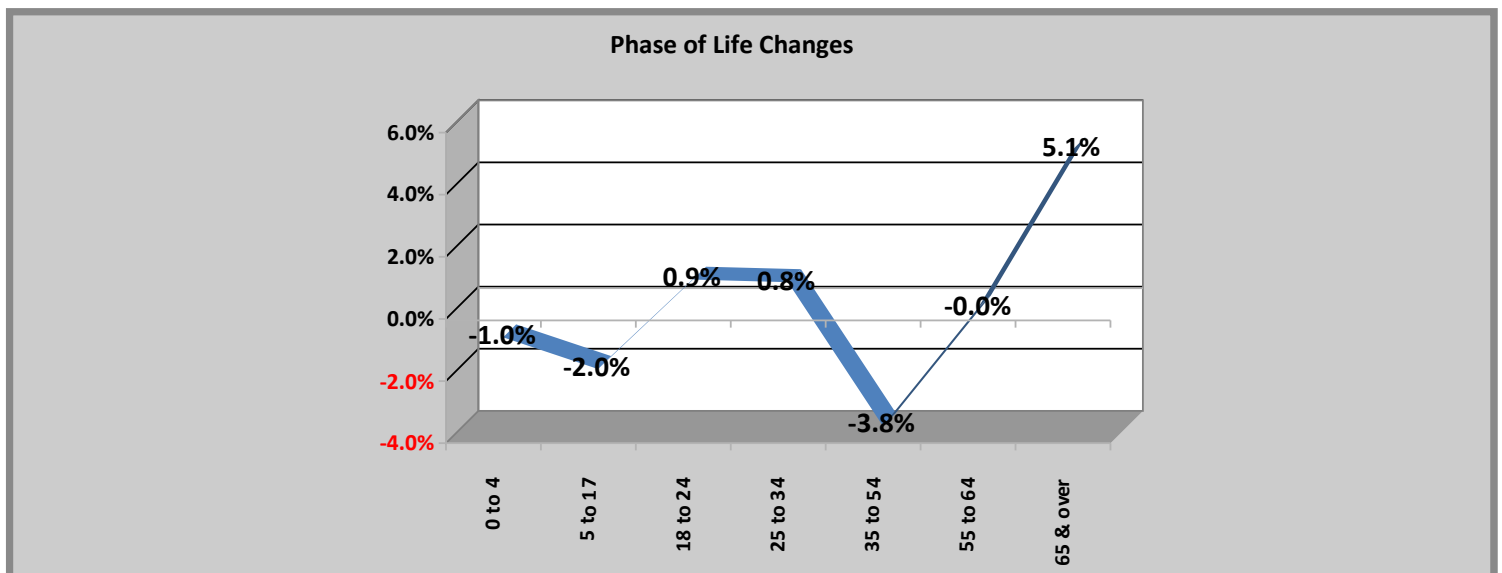
PHASE OF LIFE

The Phase of Life analysis provides insight into the age distribution of a population across the different stages of life experience. It can reveal a community in transition.

Pay special attention to the color codes of the Change column (far right below). It will immediately indicate which phases are increasing or decreasing as a percentage of the population.

Phase of Life	2010	2015	2020	2025	2010%	2015%	2020%	2025%	Estimated 10 Year %pt Change 2015 - 2025
Before Formal Schooling Ages 0 to 4	54,571	54,697	52,844	53,019	7.5%	7.2%	6.6%	6.2%	-1.0%
Required Formal Schooling Ages 5 to 17	139,658	144,489	144,991	144,788	19.2%	19.0%	18.0%	17.0%	-2.0%
College/Career Starts Ages 18 to 24	56,869	69,598	81,483	85,500	7.8%	9.1%	10.1%	10.0%	0.9%
Singles & Young Families Ages 25 to 34	105,516	91,608	88,999	109,431	14.5%	12.0%	11.1%	12.9%	0.8%
Families & Empty Nesters Ages 35 to 54	207,450	206,900	206,914	199,040	28.6%	27.2%	25.7%	23.4%	-3.8%
Enrichment Years Sing/Couples Ages 55 to 64	82,485	96,380	106,424	107,551	11.4%	12.7%	13.2%	12.6%	0.0%
Retirement Opportunities Age 65 and over	79,990	97,328	122,298	152,166	11.0%	12.8%	15.2%	17.9%	5.1%

Phase of Life Changes

Summary of Phase of Life Findings:

Phase of Life changes reflect the age profile of a community. On average, it takes 2.1 children per woman to replace both mother and father. If the percentage of the population under 20 is declining as a percentage of the total it is likely that the community will see an increase in the more senior aged population possibly due to a decline in birth rates.

In this study area children 17 years of age and younger are declining as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are increasing as a percentage of the total population.

In summary it may be that the community is aging as children are raised and leave but parents remain.
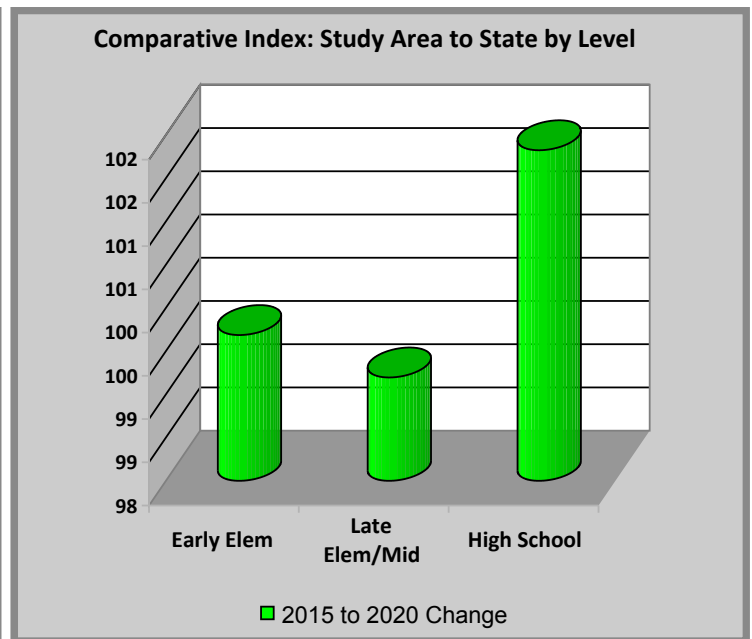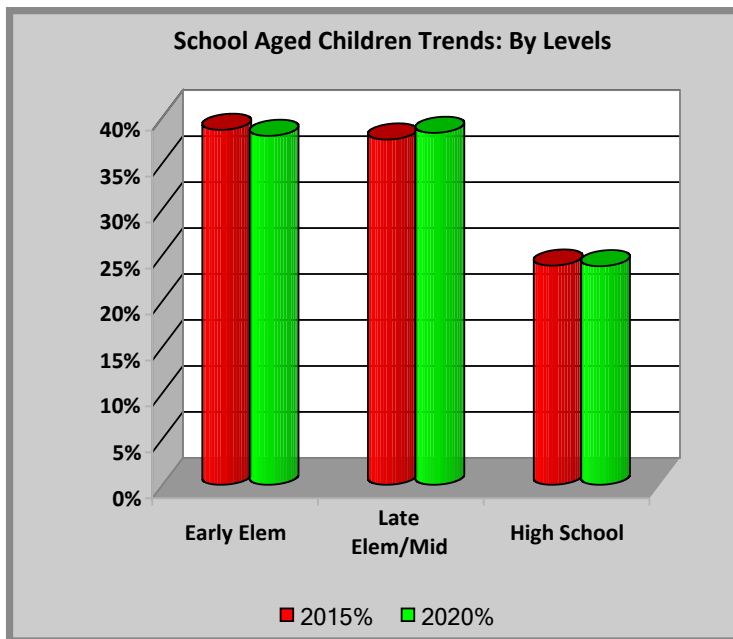
INSITE #4: SCHOOL AGED CHILDREN TRENDS

Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely on the children who are of formal schooling age.

The school aged population includes all school aged children including those enrolled in public and private schools, those home schooled and children in institutions.

The School Aged Children variable provides a snapshot of three levels of the population that comprise school age children. The three levels roughly correspond to the following.

·   Elementary grades
·   Intermediate/Middle School grades
·   High School Grades

School Aged Children	2010	2015	2020	2010%	2015%	2020%	Estimated 5 Year %pt Change 2015 - 2020
Early Elementary							
Ages 5 to 9	55,074	55,781	55,025	39.4%	38.6%	38.0%	-0.7%
Late Elementary-Middle School							
Ages 10 to 14	53,247	54,263	55,499	38.1%	37.6%	38.3%	0.7%
High School							
Ages 15 to 17	31,337	34,445	34,466	22.4%	23.8%	23.8%	-0.1%

School Aged Children Trends: By Levels

Comparative Index: Study Area to State by Level

Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to decline as a percentage of children between 5 and 17 by -0.7%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 17 by 0.7%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -0.1%.

Overall, children are aging through but not being replaced at the younger levels.

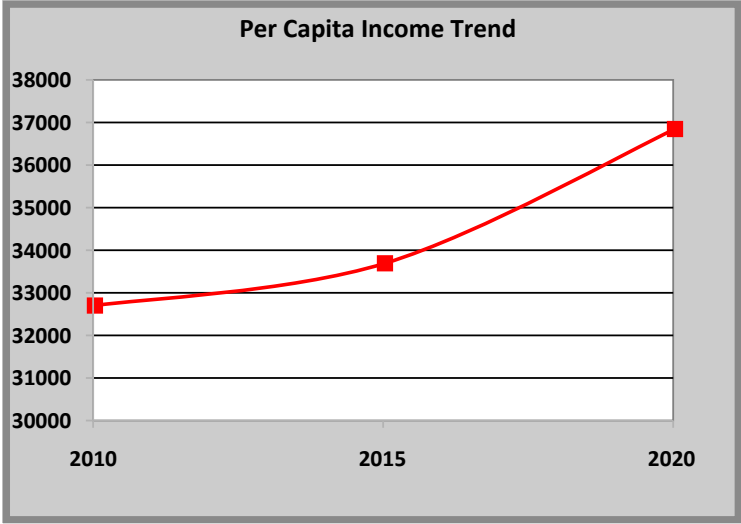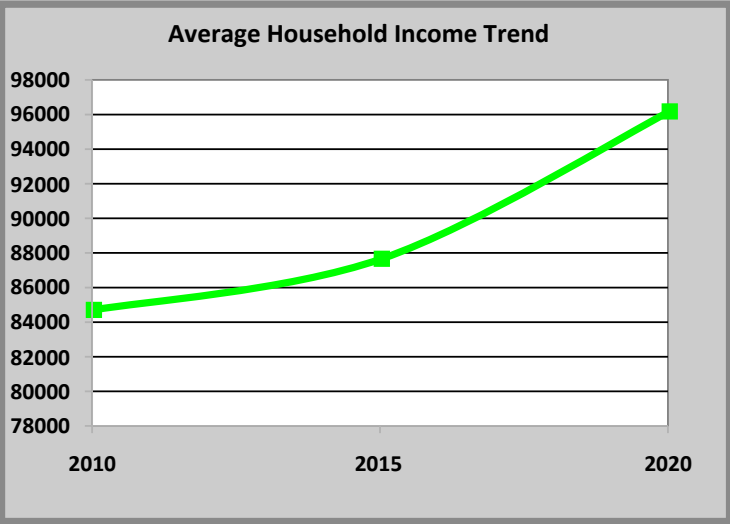# INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects the average income for each household, whether family or non-family.

In this study area, the estimated current year average household income is $87,668. The average household income is projected to grow by 9.7% to $96,177.

Per Capita Income is a measure of the average income of all persons within a household. For family households, this would include all children. It does not mean that each person actually contributes to the average income from work. It is calculated by dividing the aggregate household income by the population.

The estimated per capita income for the current year is $33,695. The Per Capita Income is projected to grow by 9.4% to $36,847.

Average Household Income Trend

Per Capita Income Trend

Income Trends	2010	2015	2020	2010%	2015%	2020%	Estimated 5 Year %pt Change 2015 - 2020
Households							
Less than $10,000	13,484	14,280	12,849	4.8%	4.9%	4.2%	-0.7%
$10,000 to $14,999	9,694	10,193	10,062	3.5%	3.5%	3.3%	-0.2%
$15,000 to $24,999	22,582	24,320	22,290	8.1%	8.3%	7.2%	-1.1%
$25,000 to $34,999	25,743	25,376	24,156	9.2%	8.7%	7.8%	-0.8%
$35,000 to $49,999	36,510	37,215	36,335	13.0%	12.7%	11.8%	-0.9%
$50,000 to $74,999	53,508	53,711	54,709	19.1%	18.4%	17.8%	-0.6%
$75,000 to $99,999	39,797	40,743	42,819	14.2%	13.9%	13.9%	0.0%
$100,000 to $149,999	44,534	47,213	53,895	15.9%	16.1%	17.5%	1.4%
$150,000 to $199,999	17,928	26,321	26,443	6.4%	9.0%	8.6%	-0.4%
$200,000 or more	16,672	13,115	24,452	5.9%	4.5%	7.9%	3.5%
Totals	**280,452**	**292,487**	**308,010**				

FAMILY INCOME

Family income is a sub-set of household income. It excludes non-family households. Family households include two or more persons who are related and living in the same dwelling unit. Children are more likely to live in family households. Non-family households are households in which two or more persons live in the same dwelling unit but are unrelated.

The number of families with annual incomes above $100,000 is projected to grow over the next five years. For the current year, it is estimated that 38.0% of all family incomes exceed $100,000 per year. In five years that number is projected to be 38.5%.

Income Trends	2015	2020	2015%	2020%	Estimated 5 Year %pt Change 2015 - 2020
Families					
Less than $10,000	6,307	6,383	3.2%	3.0%	-0.15%
$10,000 to $14,999	4,092	4,097	2.0%	1.9%	-0.12%
$15,000 to $24,999	11,073	11,327	5.5%	5.3%	-0.20%
$25,000 to $34,999	13,679	16,073	6.8%	7.6%	0.73%
$35,000 to $49,999	21,787	22,527	10.9%	10.6%	-0.29%
$50,000 to $74,999	34,719	36,327	17.4%	17.1%	-0.25%
$75,000 to $99,999	32,261	33,971	16.1%	16.0%	-0.13%
$100,000 to $149,999	40,396	43,099	20.2%	20.3%	0.10%
$150,000-$199,999	23,620	25,667	11.8%	12.1%	0.28%
$200,000 or more	12,064	12,888	6.0%	6.1%	0.04%
Totals	**199,998**	**212,359**			

MEDIAN INCOME BY RACE AND ETHNICITY

Median income by race and ethnicity is a subset of household income. Median income is that point where there are as many households with incomes greater than the median as there are households with incomes less than the median.

Median Income by Race and Ethnicity	2015
Asian Household Income	83,261
Black/ African American Household Income	35,047
Hispanic/Latino Household Income	42,634
White/Anglo Household Income	72,339
P Is, Am Indian Other Household Income	50,282

INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

Diversity of child rearing environments is increasing along with the many other types of growing diversity in the US. To understand this, we begin with the types of households that exist in a community. There are…

• family households with children under 18
• family households without children under 18

The concern of this analysis is family households with children under 18. Of the types of family households with children there are…

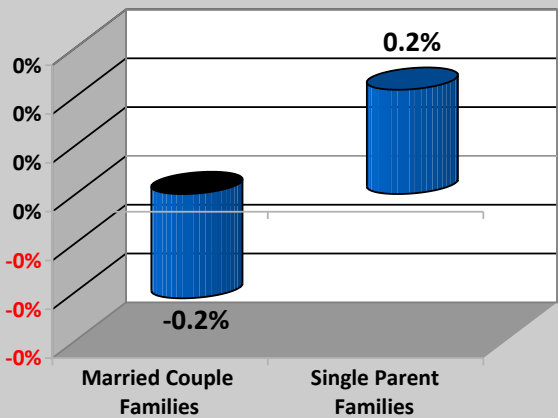• Married couple families
• Single parent families (father or mother)

These two are reported for the study area in the table below.

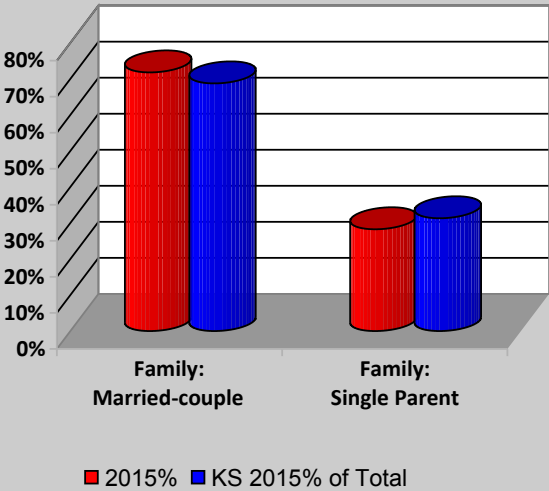| Households	2010	2015	2020	2010%	2015%	2020%	Estimated 5 Year %pt Change 2015 - 2020
Households with Children under 18							
Married Couple	71,655	72,398	76,606	71.8%	72.1%	71.9%	-0.2%
Single Parent	28,197	28,045	29,991	28.2%	27.9%	28.1%	0.2%

Of the households with children under 18, married couple households are decreasing as a percentage while single parent households are increasing. The graph to the right illustrates this. Bars above the 0% point indicate a family type that is increasing while bars below 0% is decreasing. This provides "insite" into how family households and structures with children are changing in the study area.

A comparison to the state reveals to what extent this community is similar or dissimilar to the state as a whole. The study area's married couple households with children are similar to the state's profile. The percentage of single parent households with children is less than the state.
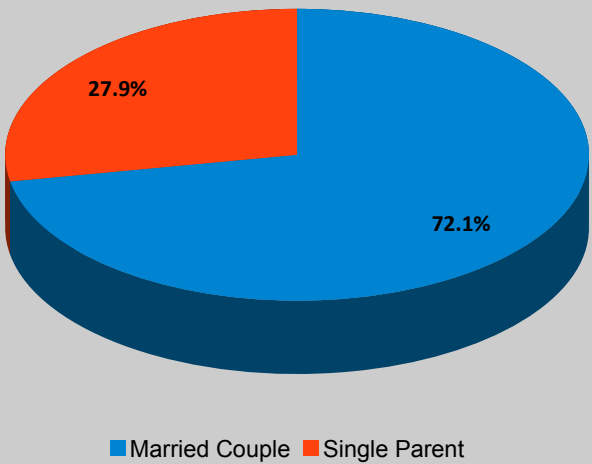

Households with Children: Projected Change

Households with Children Under 18 Compared to State

■ 2015% ■ KS 2015% of Total

Percentage of Households with Children by Type

27.9%

72.1%

■ Married Couple ■ Single Parent

MARITAL STATUS BY TYPE

Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Both trend information as well as a comparison to the study area's state marital status types provides two different views of this social reality.
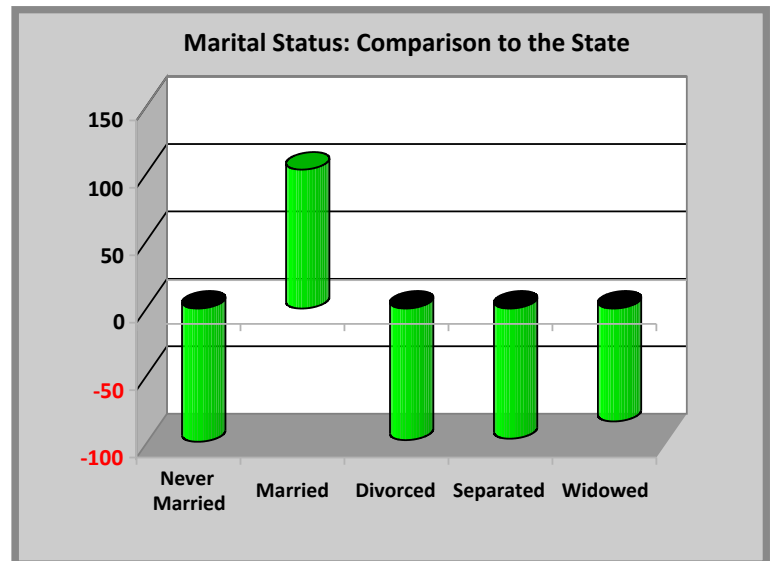
Marital types reported include..
• Never Married (Singles)
• Currently Married
• Divorced
• Separated
• Widowed

	2010	2015	2020	2010%	2015%	2020%	2010 to 2020 %pt Change
Population by Marital Status: Age 15+							
Never Married	150,493	166,033	176,765	26.2%	27.3%	27.1%	0.9%
Married	326,546	335,962	362,925	56.9%	55.3%	55.7%	-1.2%
Divorced	59,569	67,757	72,275	10.4%	11.1%	11.1%	0.7%
Separated	8,649	8,091	8,177	1.5%	1.3%	1.3%	-0.3%
Widowed	28,876	30,076	31,984	5.0%	4.9%	4.9%	-0.1%

In this community, the current year estimate of marital status reveals a community of adults more likely to be married than the state average for adults. The percentage single never married is lower than the state average for adults 15 years and older. Divorce is less prevalent than the state wide average.

The graph to the right illustrates the   marital status comparison of the study area to the state   . Bars above the 0% point line indicate a marital status type that is more prevalent than the state average while bars below the 0% are below the state average. The length of the bars represent the strength of the difference. They are not percentages.

Marital Status: Comparison to the State

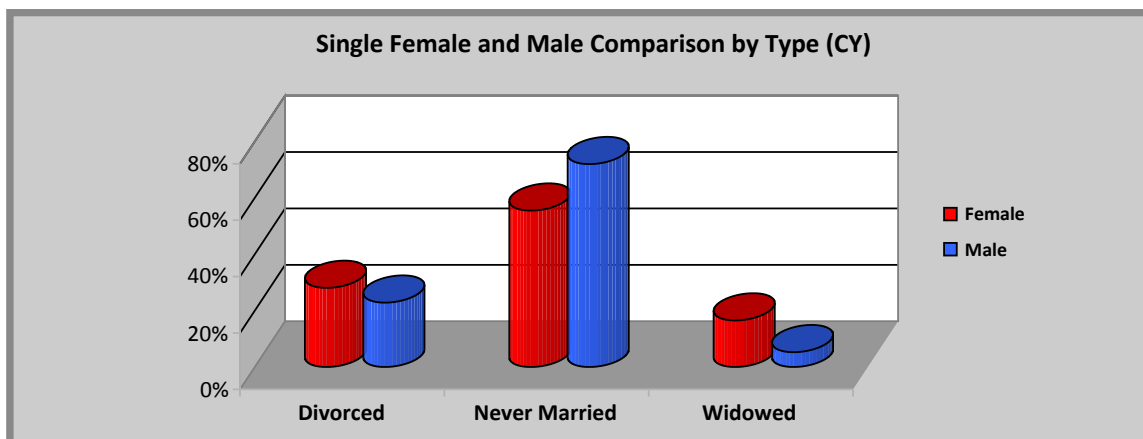## MARITAL STATUS BY FEMALE AND MALE

Who is more likely to be unmarried, women or men in this community? Consider these findings about this study area:

Women 15 years and older are more likely to be divorced than men.

Women 15 years and older are less likely to be single, never married than men.

Women 15 years and older are more likely to be widowed than men.

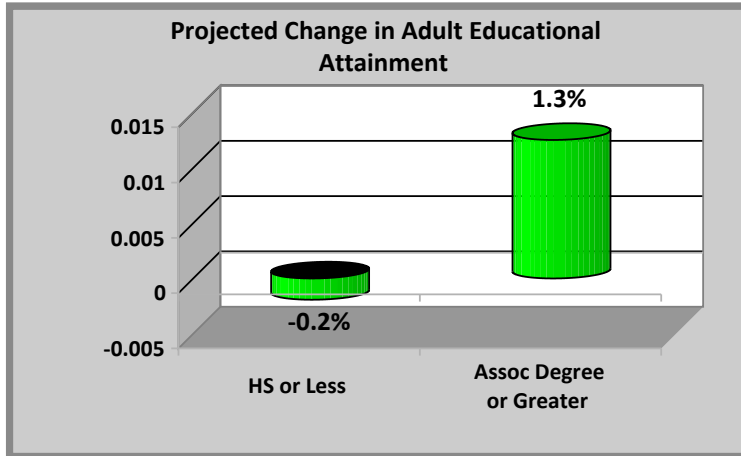Single Female and Male Comparison by Type (CY)

INSITE #8: ADULT EDUCATIONAL ATTAINMENT

The level of educational attainment of a community's adult population is an important indicator of its opportunities and challenges. This analysis will look at the Adult Educational Attainment from three perspectives
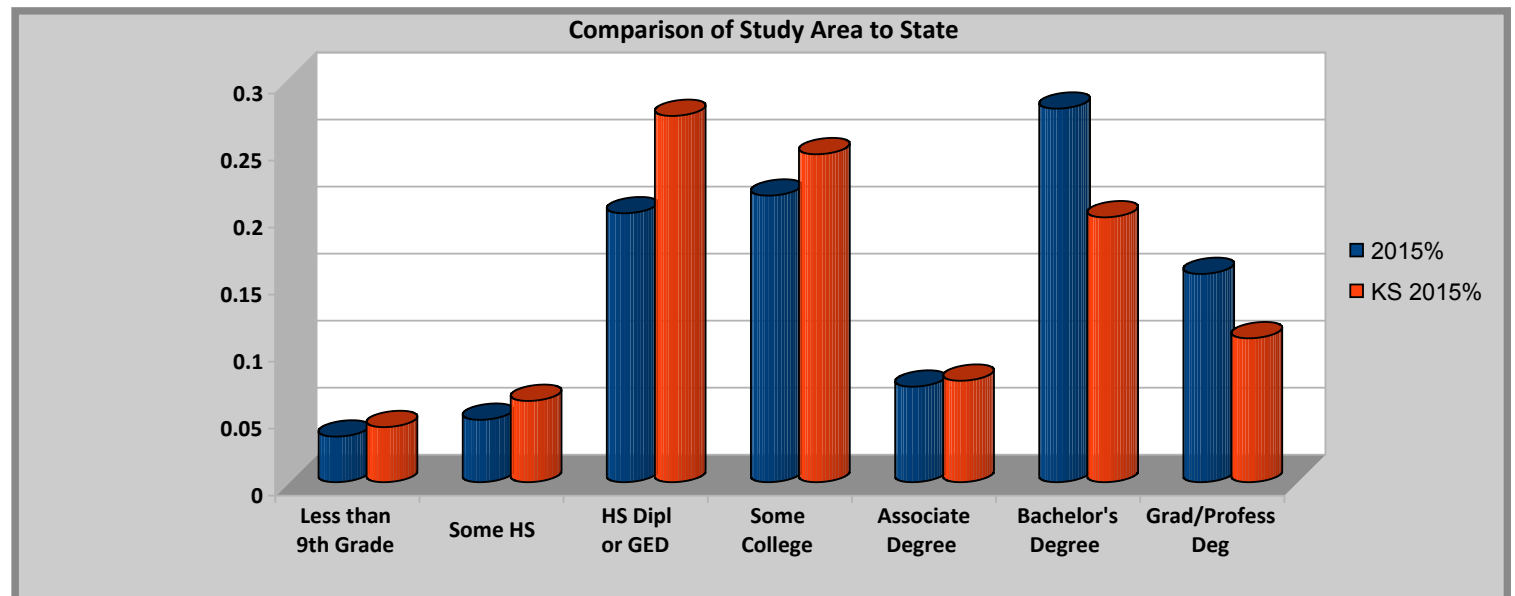
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of KANSAS. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

EDUCATIONAL LEVEL ATTAINMENT CHANGE

Projected Change in Adult Educational Attainment

The educational attainment level of adults has been rising over the past few years. It is projected to rise over the next five years by 1.3%.

EDUCATIONAL LEVEL COMPARED TO THE STATE

Comparison of Study Area to State

	2010	2015	2020	KS 2015%	2015 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	3.2%	3.4%	3.4%	4.1%	83
Some HS	4.8%	4.7%	4.5%	6.1%	77
HS Dipl or GED	21.6%	20.1%	19.4%	27.3%	73
Some College	20.9%	21.4%	20.9%	24.5%	87
Associate Degree	6.7%	7.1%	7.3%	7.6%	94
Bachelor's Degree	27.8%	27.9%	28.3%	19.8%	141
Grad/Profess Deg	15.0%	15.5%	16.2%	10.7%	145

The overall educational attainment of the adults in this community is greater than the state.

INSITE #9: POPULATION BY EMPLOYMENT

Like educational attainment, an analysis of a community by its employment types and categories provides an important "insite" into its socio-economics. This analysis looks at two factors.

First is a report of the employed population 16 and over by the traditional "blue collar" and "white collar" occupations and compares these to the state. Second, it looks at the community by the seven standard census bureau occupations and compares them to the state.

EMPLOYED POPULATION : BLUE COLLAR OR WHITE COLLAR

Comparison of Blue and White Collar Employment

On the chart to the left, the study area is compared to the state of KANSAS. This study area is well above the state average for White Collar workers. It is well below the state average for Blue Collar workers.

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2015	KS 2015	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	2.9%	3.5%	84	Well below the state average.
Construction	6.4%	8.9%	71	Well below the state average.
Farming, Fishing, & Forestry	0.3%	0.9%	26	Well below the state average.
Food Preparation Serving	4.7%	5.3%	88	Well below the state average.
Healthcare Support	1.9%	2.7%	69	Well below the state average.
Managerial Executive	19.2%	15.0%	128	Well above the state average.
Office Admin	13.9%	13.9%	100	At about the state average.
Personal Care	2.9%	3.3%	89	Well below the state average.
Production Transportation	9.3%	13.1%	71	Well below the state average.
Prof Specialty	25.1%	21.6%	116	Well above the state average.
Protective	1.5%	1.8%	81	Well below the state average.
Sales	12.1%	10.0%	121	Well above the state average.

INSITE #10: MOSAIC Segments

Mosaic is a geo-demographic segmentation system developed by and for marketers. Instead of looking at individual demographic variables, a segmentation system clusters households into groups with multiple common characteristics. Demographic variables that generally cluster together would include income, educational levels, presence of children and occupations among others.

This database is developed by Experian. Some find the information helpful because it presents a multi-dimensional view of a community.
In the report below, the top 15 Mosaic Segments of the study area are provided. (If less than 15, rows will be blank.)

NOTE: For a full description please see the DI Demographic Segment Guide (Mosaic) under the Help menu on the Documents gallery.

	2015	2015%	State %	Comp Index	*Relative to the KS State Ave.*
Mosaic Segments					
C11 Booming with Confidence - Aging of Aquarius	17,342	6.60%	3.98%	166	Well above the state average
B08 Flourishing Families - Babies and Bliss	16,207	6.16%	2.85%	216	Well above the state average
O54 Singles and Starters - Striving Single Scene	15,887	6.04%	3.37%	180	Well above the state average
B07 Flourishing Families - Generational Soup	13,004	4.95%	1.49%	333	Well above the state average
G24 Young, City Solos - Status Seeking Singles	12,463	4.74%	1.71%	277	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	10,429	3.97%	4.24%	94	Somewhat below the state average
J34 Autumn Years - Aging in Place	10,136	3.85%	3.51%	110	About average for the state
O51 Singles and Starters - Digital Dependents	9,995	3.80%	5.09%	75	Somewhat below the state average
A03 Power Elite - Kids and Cabernet	9,873	3.75%	1.05%	357	Well above the state average
F22 Promising Families - Fast Track Couples	9,549	3.63%	2.17%	167	Well above the state average
A01 Power Elite - American Royalty	8,271	3.15%	0.89%	355	Well above the state average
Q62 Golden Year Guardians - Reaping Rewards	7,121	2.71%	1.59%	170	Well above the state average
C13 Booming with Confidence - Silver Sophisticates	7,076	2.69%	0.79%	341	Well above the state average
Q64 Golden Year Guardians - Town Elders	6,277	2.39%	6.76%	35	Well below the state average
O55 Singles and Starters - Family Troopers	5,789	2.20%	2.81%	78	Somewhat below the state average

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)

INSITE #11: CHARITABLE GIVING PRACTICES

Charitable giving practices data provide three perspectives about giving in the study area. First, they indicate how extensive giving is within a study area by showing the percentage of households that are likely to contribute $200 or more dollars per year to charitable causes.

Second, they project the direction of giving. Giving data is provided across 10 sectors of charity giving. Each community has its own distinctive pattern.

Finally, they show how the study area gives across the 10 sectors in comparison to the state of KANSAS. An area may contribute modestly to a charitable sector in terms of actual projected households but it may be well above the state-wide average for such giving.

Interpreting the Table

As the table is studied look at two factors; the number of people or households and the index. The first will provide a sense of the number strength in the study area. The second shows how giving to one of the 10 charitable targets compares to the state. Any "index" over 100 means the study area gives more to a charitable target than is true for the state as a whole.

To make the interpretation of this easier, the following table is sorted by Index. However, be sure to look at the "% of Households" column. A particular charitable sector may have a low index but still a larger percentage than some other of the 10 sectors represented here.

	Hholds	% of HH	Index	Interpretation
Charitable Contributions Last Yr: $200 Or More				
Public Television-$200 Or More	2,392	0.8%	231	Well above the state ave.
Environmental-$200 Or More	3,621	1.2%	211	Well above the state ave.
Political Organization-$200 Or More	3,550	1.2%	184	Well above the state ave.
Public Radio-$200 Or More	2,167	0.7%	152	Well above the state ave.
Health-$200 Or More	13,999	4.8%	146	Well above the state ave.
Education-$200 Or More	16,445	5.6%	144	Well above the state ave.
Social Services/Welfare-$200 Or More	21,568	7.4%	139	Well above the state ave.
Other-$200 Or More	18,222	6.2%	126	Well above the state ave.
Private Foundation-$200 Or More	12,336	4.2%	109	About average for the state.
Religious-$200 Or More	71,530	24.5%	108	About average for the state.

Summary of Charitable Contribution Findings:
Overall, it is estimated that households in this study area are well above the state average in their contributions to charities.

More specific findings include:
The number of charitable sectors where giving is well above the state average: 8.

The number of charitable sectors where giving is somewhat below the state average: 0.

The number of charitable sectors where giving is well below the state average: 0.

This information is from the recent survey conducted by MissionInsite of US Religious Preferences, Practices and Beliefs called the Quadrennium Project. While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current. The complete survey results are available in the Predesigned Quad Report. The Quadrennium White Paper is available on the web site.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	33.0%	7.4%	32.6%	9.0%	101	82
Addiction support groups	25.8%	8.7%	26.9%	10.0%	96	88
Health/weight loss programs	34.8%	7.1%	33.9%	9.1%	103	78
Practical training seminars	38.2%	6.3%	37.1%	8.0%	103	79
Family Support and Intervention Services	36.6%	13.0%	35.0%	14.8%	104	88
Daycare/After-School Programs	25.7%	8.7%	24.3%	10.6%	106	82
Crisis support groups	42.3%	12.1%	41.7%	14.3%	101	85
Family oriented activities	41.2%	22.5%	39.5%	24.0%	104	94
Marriage enrichment	37.8%	12.2%	35.3%	13.7%	107	89
Parenting development	31.1%	10.2%	29.6%	11.7%	105	87
Personal/family counseling	41.3%	12.2%	39.6%	14.2%	104	86
Community Involvement and Advocacy Programs	49.1%	15.0%	47.7%	16.1%	103	93
Adult social activities	53.5%	15.0%	51.8%	17.0%	103	88
Involvement in social causes	48.8%	14.8%	48.6%	15.5%	100	96
Social justice advocacy work	41.5%	10.1%	39.3%	11.6%	106	87
Opportunities for volunteering in the community	52.4%	20.1%	51.1%	20.4%	103	99
Community Activities or Cultural Programs	42.8%	15.5%	42.3%	16.6%	101	93
Cultural programs (music, drama, art)	44.5%	11.8%	45.2%	12.8%	99	92
Holiday programs/activities	50.0%	17.7%	49.0%	18.0%	102	98
Seniors/retiree activities	41.4%	15.3%	41.8%	16.7%	99	92
Youth social activities	35.2%	17.2%	33.0%	18.8%	106	91
Religious/Spiritual Programs	36.0%	17.5%	34.2%	19.0%	105	92
Alternative spiritual practices (meditation, yoga, etc.)	29.0%	6.3%	28.2%	8.0%	103	79
Bible or Scripture study/prayer groups	35.2%	18.5%	32.5%	21.6%	108	86
Christian education for children	30.1%	21.7%	27.8%	22.0%	109	98
Contemporary worship services	41.7%	17.3%	40.2%	17.0%	104	102
Spiritual discussion groups	41.8%	12.7%	40.1%	15.0%	104	85
Traditional worship services	38.2%	28.6%	36.8%	30.3%	104	95

Supporting Information

Interpreting the Report

The ExecutiveInsite report is designed for easy reading. But there are several tools provided in the tables that make this easier.

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.

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.

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.

Support

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