

# The QuickInsite Report

Prepared for: Christian Church of Greater KS City DOC  
Study area: 2.5 mi Around 6108 Blue Ridge Boulevard, Raytown, Missouri 64133, United States

Base State: MO  
Current Year Estimate: 2022  
5 Year Projection: 2027  
10 Year Forecast: 2032  
Date: 8/3/2022  
Semi-Annual Projection: Summer

## 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.

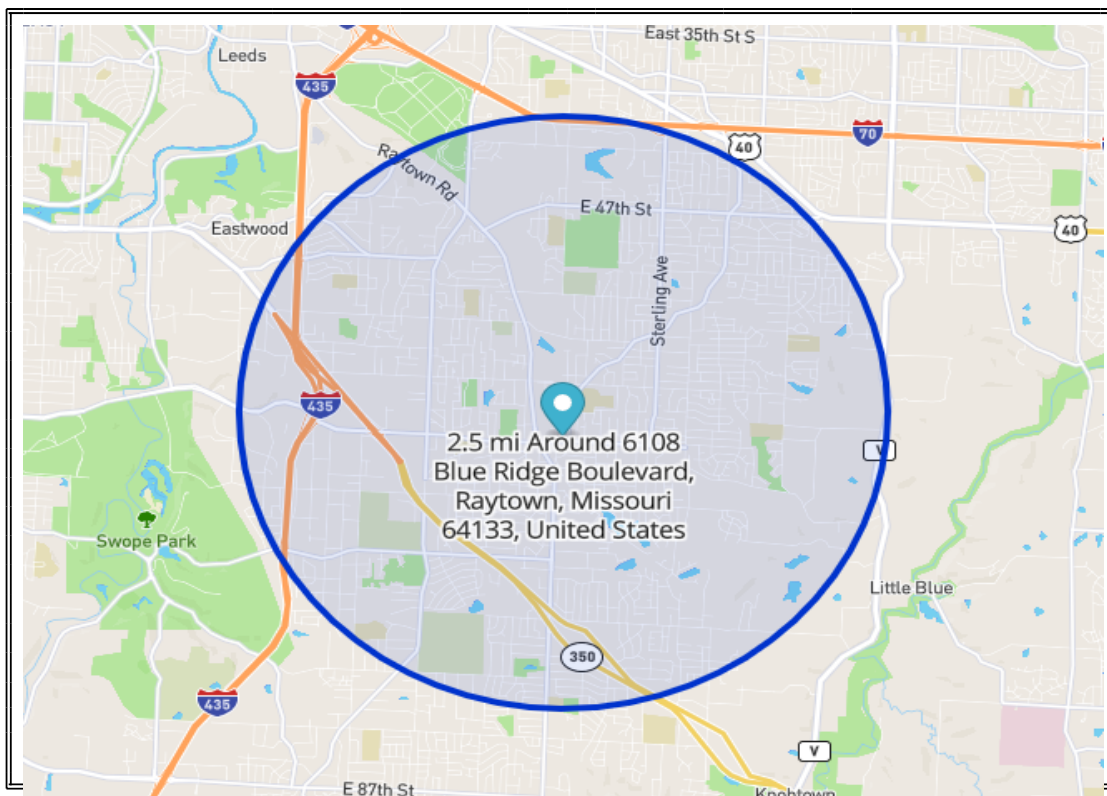
## Two Sections

Two reports are provided on the following pages.

- The StoryView Report presents 9 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

<b>1</b>	<b>Population Change</b> 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
<b>2</b>	<b>School Age Change</b> 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
<b>3</b>	<b>Families with Children</b> 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
<b>4</b>	<b>Adult Educational Attainment</b> 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
<b>5</b>	<b>Community Diversity Index</b> How diverse is the racial/ethnic mix of this area? (See Community Diversity Theme)	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
<b>6</b>	<b>Median Family Income</b> 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
<b>7</b>	<b>Poverty</b> 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
<b>8</b>	<b>Blue to White Collar Occupations</b> 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
<b>9</b>	<b>Largest Racial/Ethnic Group</b> 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

# ThemeView

## Demographic Descriptions of the Study Area

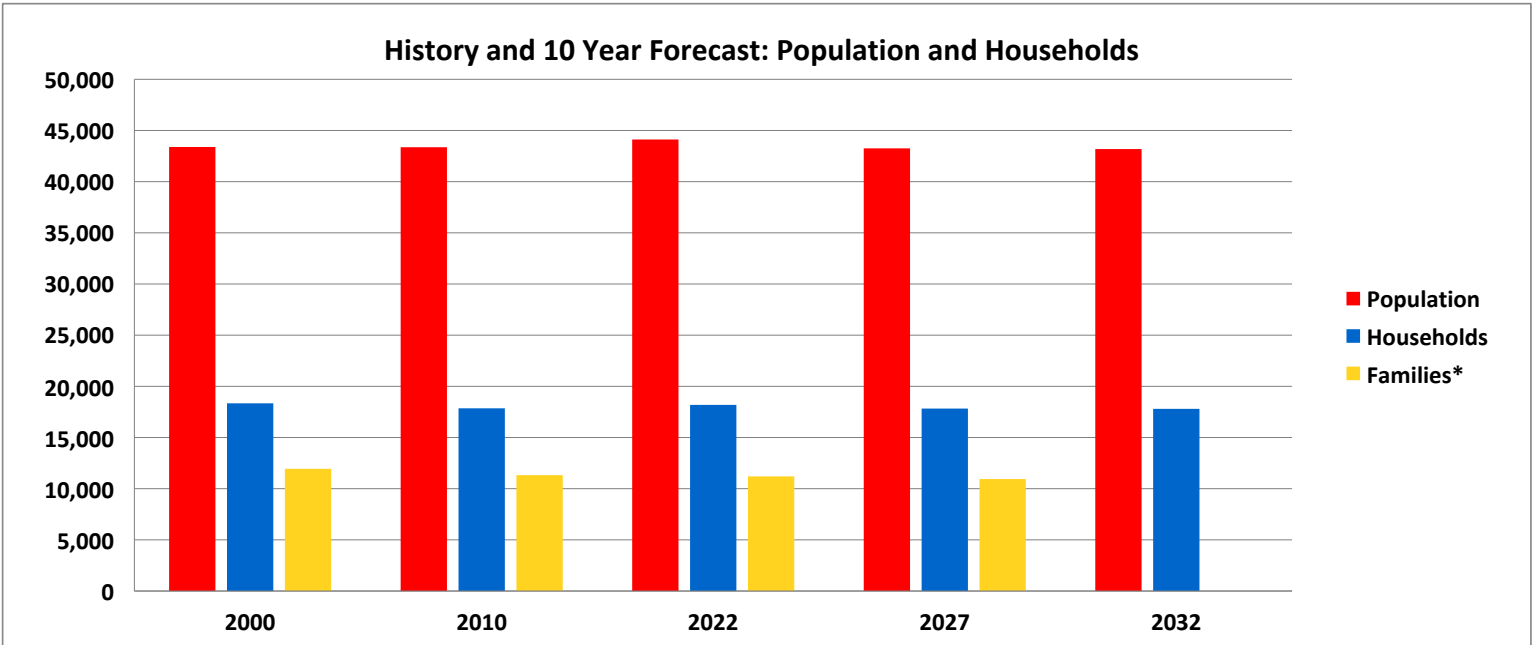
Study area: 2.5 mi Around 6108 Blue Ridge Boulevard, Raytown, Missouri 64133, United St

Date: 8/3/2022

### 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



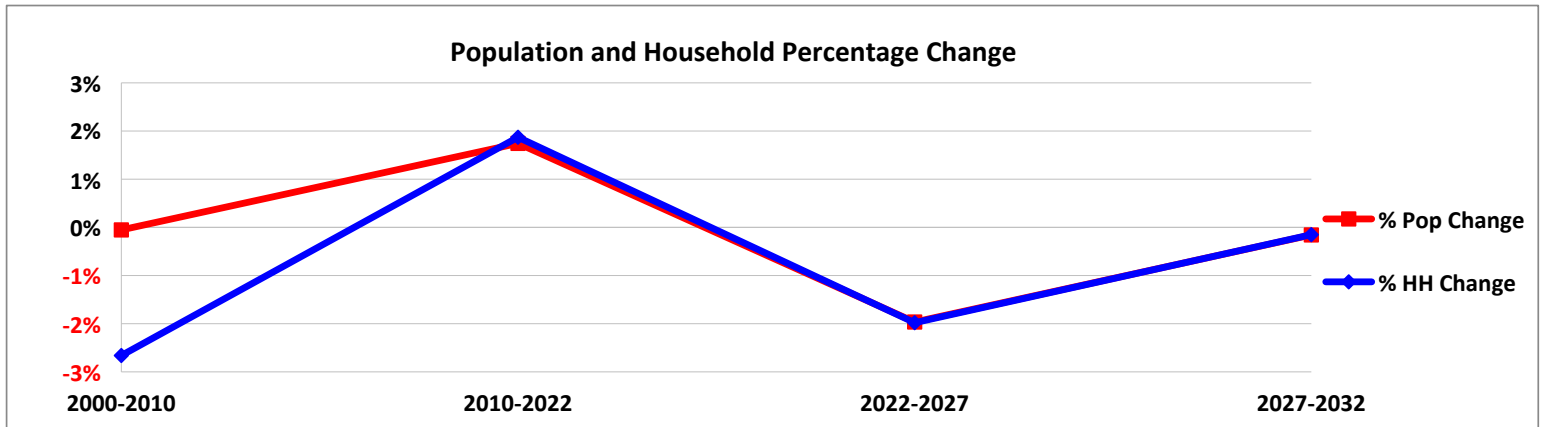
NOTE: Family Household data is not projected out 10 years.

#### Population, Households & Families

	2000	2010	2022	2027	2032
Population	43,387	43,364	44,120	43,253	43,185
Population Change		-23	756	-867	-68
Percent Change		-0.1%	1.7%	-2.0%	-0.2%
Households	18,341	17,853	18,187	17,827	17,800
Households Change		-488	334	-360	-27
Percent Change		-2.7%	1.9%	-2.0%	-0.2%
Population / Households	2.37	2.43	2.43	2.43	2.43
Population / Households Change		0.06	-0.00	0.00	-0.00
Percent Change		2.7%	-0.1%	0.0%	0.0%
Family Households	11,941	11,324	11,199	10,940	
Family Households Change		-617	-125	-259	
Percent Change		-5.2%	-1.1%	-2.3%	

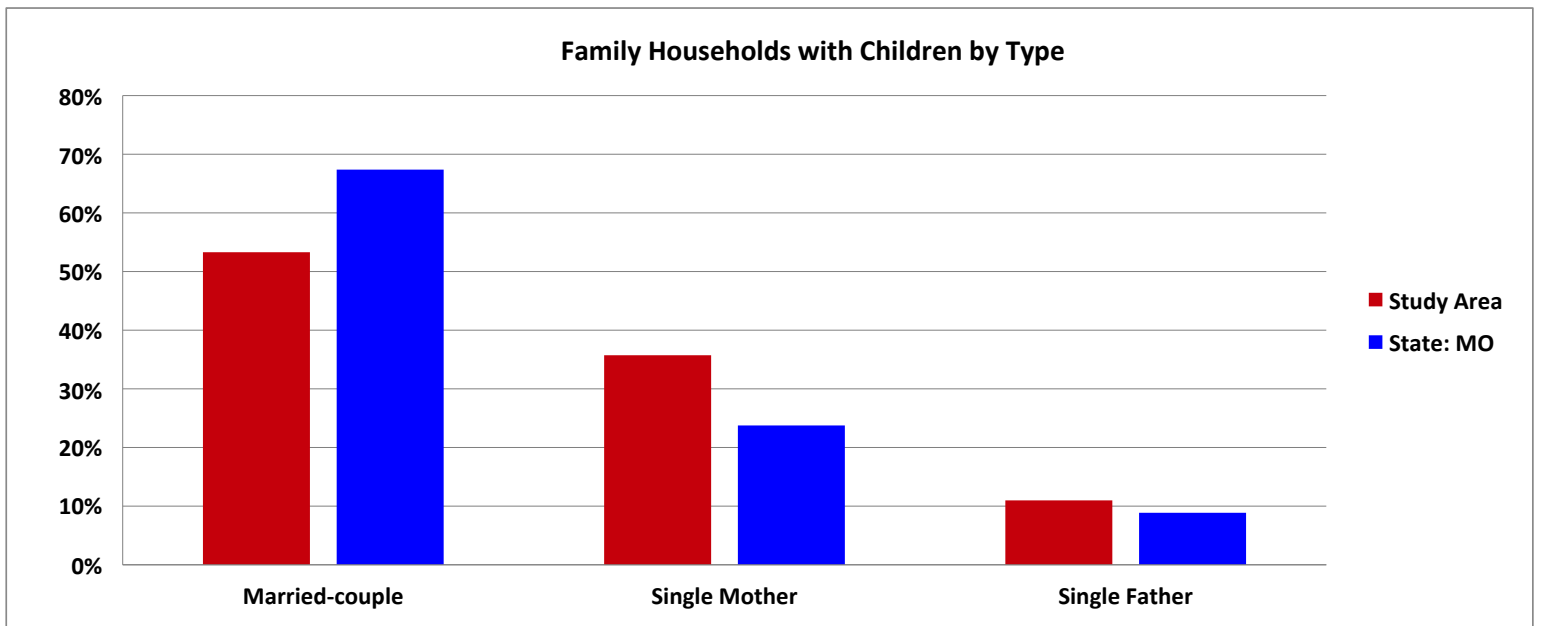
## Population and Households Theme

### Population and Household History with 5 and 10 Year Projected Percentage 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.



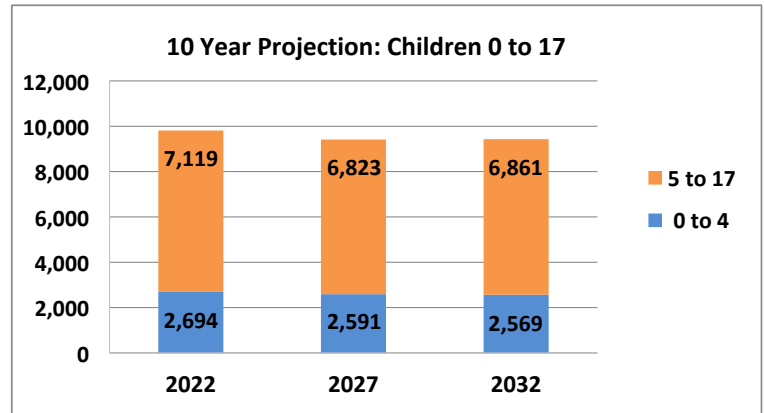
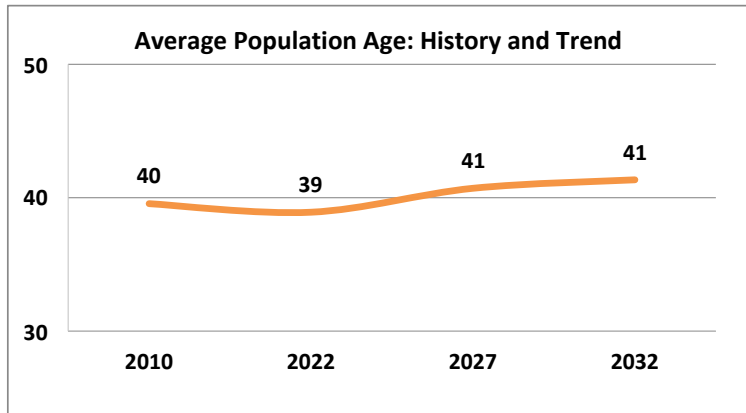
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2027 Change	Percent of all Hhlds by Year			2010 to 2027 % Change
	2010	2022	2027		2010%	2022%	2027%	
Family: Married-couple	2,788	2,315	2,133	-655	50.8%	53.3%	52.5%	1.7%
Family: Single Mother	2,138	1,552	1,449	-689	39.0%	35.7%	35.6%	-3.3%
Family: Single Father	562	477	483	-79	10.2%	11.0%	11.9%	1.6%
<b>Total:</b>	<b>5,488</b>	<b>4,344</b>	<b>4,065</b>	<b>-1,423</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

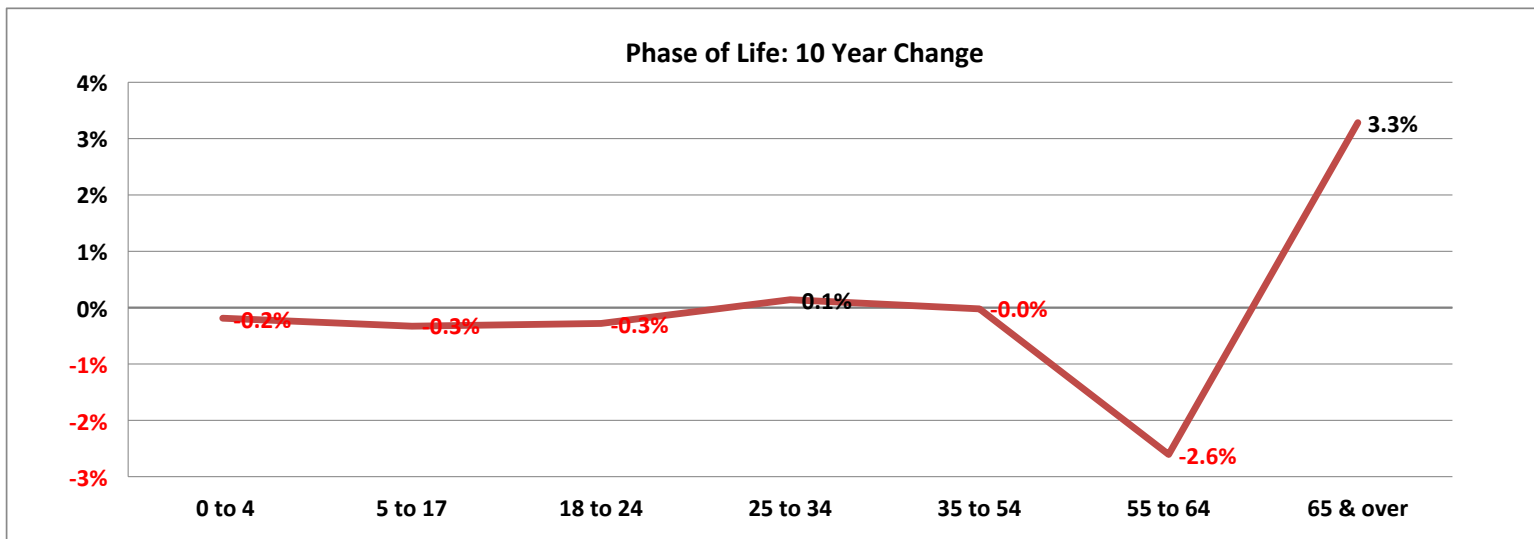
### 10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflect changes in a community. For example, two demographic trends currently in play are the aging of the Baby Boom generation and the decline in live births in the late 20th and 21st centuries.



### 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 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	2022	2027	2032	2010%	2022%	2027%	2032%
Before Formal Schooling: 0 to 4	2,838	2,694	2,591	2,569	6.5%	6.1%	6.0%	5.9%
Required Formal Schooling: 5 to 17	7,513	7,119	6,823	6,861	17.3%	16.1%	15.8%	15.8%
College/Career Starts: 18 to 24	3,591	3,976	3,795	3,790	8.3%	9.0%	8.8%	8.7%
Singles & Young Families: 25 to 34	5,457	5,448	5,528	5,421	12.6%	12.3%	12.8%	12.5%
Families & Empty Nesters: 35 to 54	11,848	10,418	10,067	10,240	27.3%	23.6%	23.3%	23.6%
Enrichment Yrs Singles/Cpls: 55 to 64	5,346	5,983	5,142	4,755	12.3%	13.6%	11.9%	11.0%
Retirement Opportunities: 65 & over	6,772	8,482	9,307	9,770	15.6%	19.2%	21.5%	22.5%
<b>Total:</b>	<b>43,365</b>	<b>44,120</b>	<b>43,253</b>	<b>43,406</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

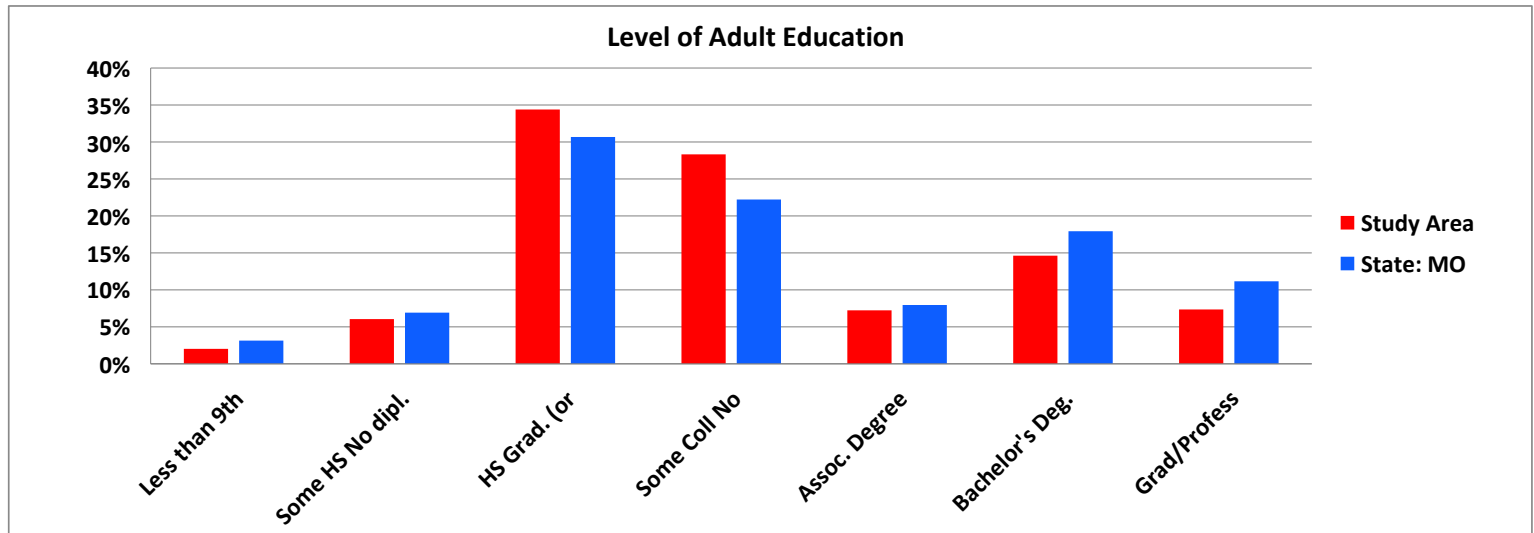
## Education and Career Status Theme

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

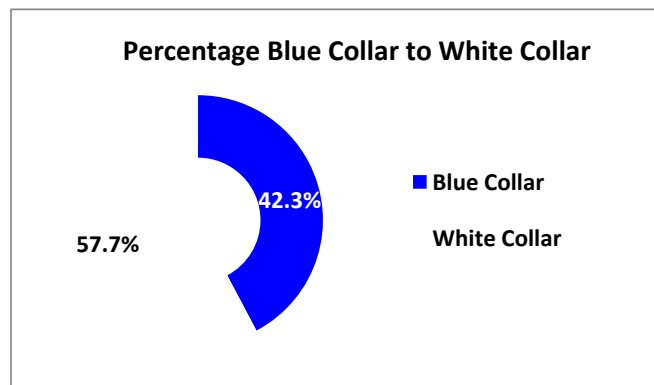
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

### Adult Educational Attainment Compared to the State of MO



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2022 to 2027 Change	Percent of all Hhlds by Year		2022 to 2027 % Change
	2022	2027		2022%	2027%	
Less than 9th Grade	614	622	8	2.0%	2.1%	0.0%
Some High School, No diploma	1,835	1,823	-12	6.0%	6.1%	0.0%
High School Graduate (or GED)	10,432	10,121	-311	34.4%	33.7%	-0.7%
Some College, No degree	8,592	8,696	104	28.3%	28.9%	0.6%
Associate Degree	2,194	2,152	-42	7.2%	7.2%	-0.1%
Bachelor's Degree	4,436	4,391	-45	14.6%	14.6%	0.0%
Graduate or Professional school degree	2,230	2,238	8	7.4%	7.4%	0.1%
<b>Total:</b>	<b>30,333</b>	<b>30,043</b>	<b>-290</b>	<b>100.0%</b>	<b>100.0%</b>	

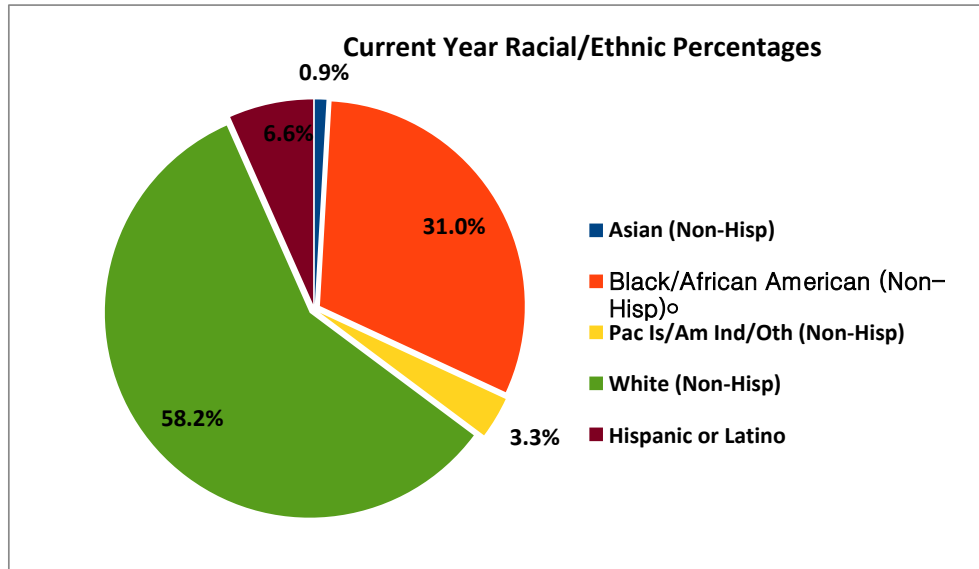
### Career Types: Blue Collar and White Collar



## Community Diversity Theme

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

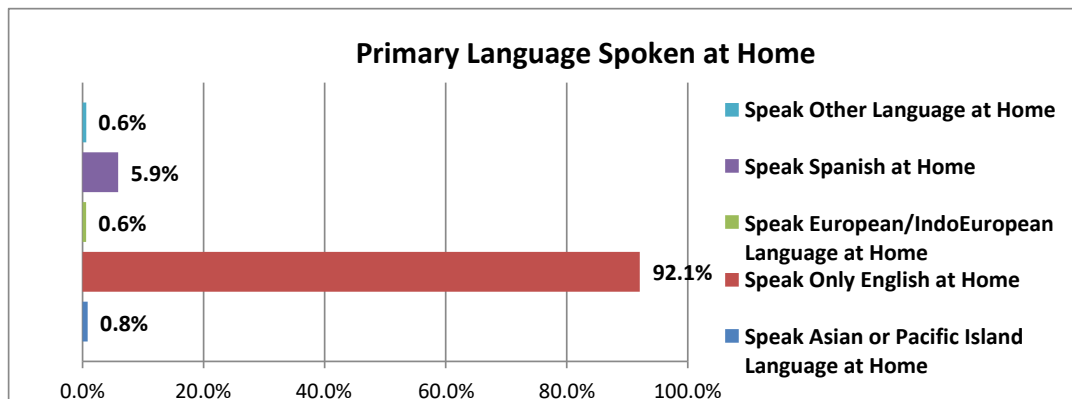
### Study Area Racial and Ethnic Diversity



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 2027 Change	Percent of all Pop by Year			2010 to 2027 % Change
	2010	2022	2027		2010%	2022%	2027%	
Asian (Non-Hisp)	420	400	401	-19	1.0%	0.9%	0.9%	0.0%
Black/African American (Non-Hisp)	12,400	13,681	13,419	1,019	28.6%	31.0%	31.0%	2.4%
White (Non-Hisp)	26,512	25,658	25,059	-1,453	61.1%	58.2%	57.9%	-3.2%
Hispanic or Latino	2,510	2,929	2,919	409	5.8%	6.6%	6.7%	1.0%
Pac Is/Am Ind/Oth (Non-Hisp)	1,521	1,453	1,454	-67	3.5%	3.3%	3.4%	-0.1%
<b>Total:</b>	<b>43,363</b>	<b>44,121</b>	<b>43,252</b>	<b>-111</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

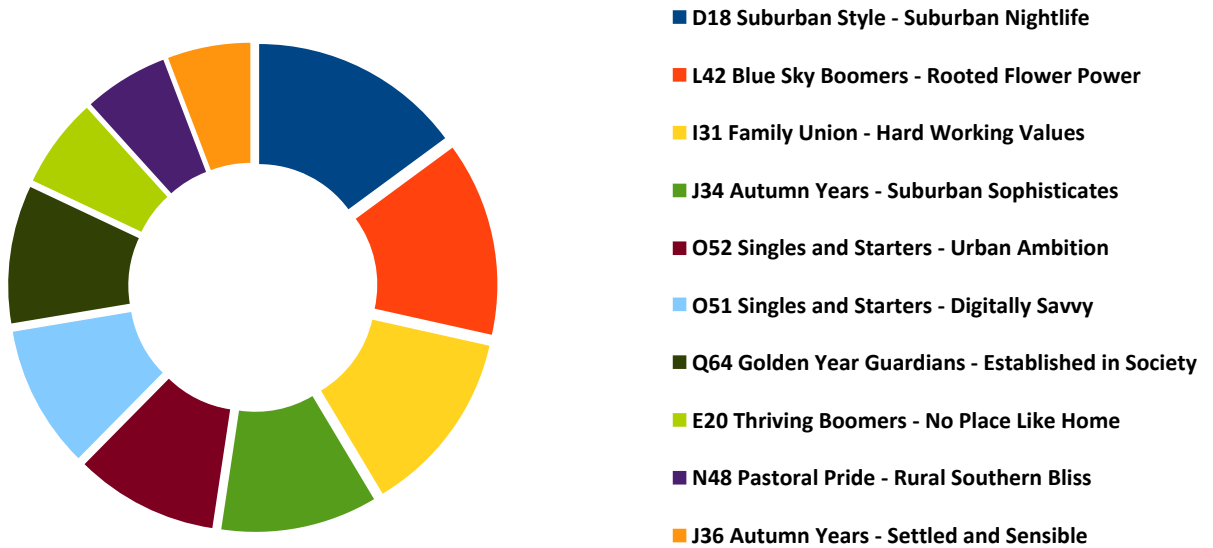


## Community Diversity Theme

### 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



Mosaic	Study Area		State		Comparative Index
D18 Suburban Style - Suburban Nightlife	1,851	10.2%	38,595	1.6%	656
L42 Blue Sky Boomers - Rooted Flower Power	1,687	9.3%	58,163	2.3%	397
I31 Family Union - Hard Working Values	1,605	8.9%	48,024	1.9%	457
J34 Autumn Years - Suburban Sophisticates	1,360	7.5%	90,917	3.7%	205
O52 Singles and Starters - Urban Ambition	1,243	6.9%	38,333	1.5%	444
O51 Singles and Starters - Digitally Savvy	1,239	6.8%	117,282	4.7%	145
Q64 Golden Year Guardians - Established in Society	1,198	6.6%	115,839	4.7%	142
E20 Thriving Boomers - No Place Like Home	780	4.3%	82,121	3.3%	130
N48 Pastoral Pride - Rural Southern Bliss	733	4.0%	17,475	0.7%	574
J36 Autumn Years - Settled and Sensible	720	4.0%	46,684	1.9%	211
	12,416		653,433		

### Learn about your Mosaic Households

#### To access Mosaic Portrait data click on:

[Mosaic USA E-Handbook by Experian](#) (To open in a new Tab hold Control key when you click on the link)

Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

[How to Read and Understand a Mosaic Portrait - Video](#)

[Understanding Mosaic Portraits for Mission Planning - Video](#)

Faith based clients: To access the Mosaic application guide click on:

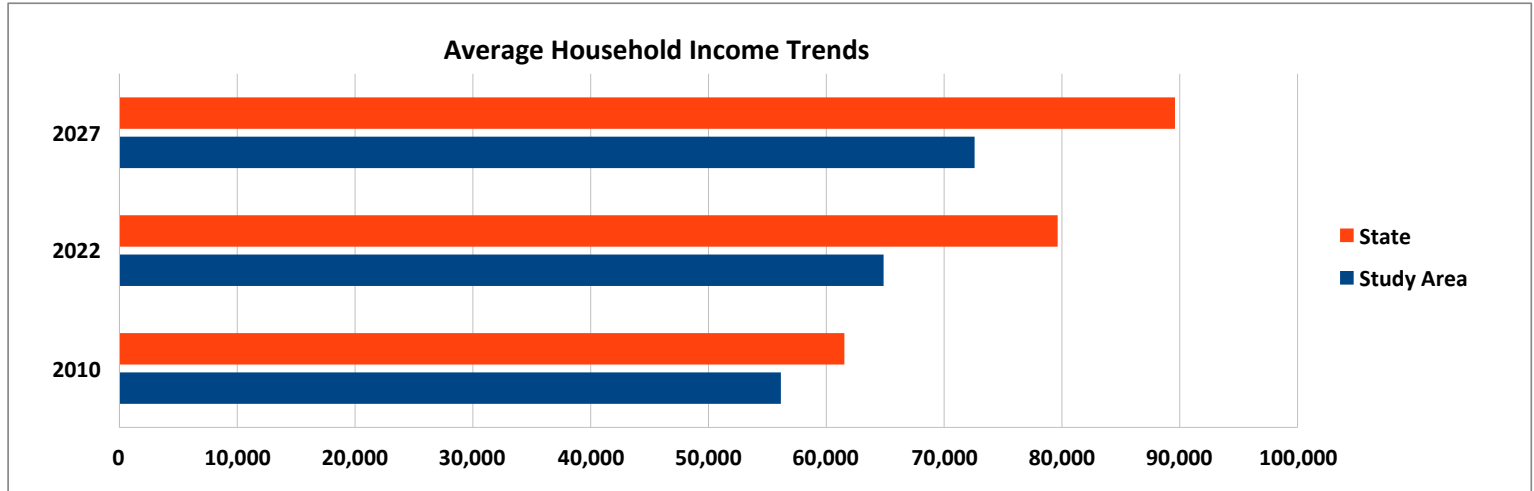
[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)



## 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.

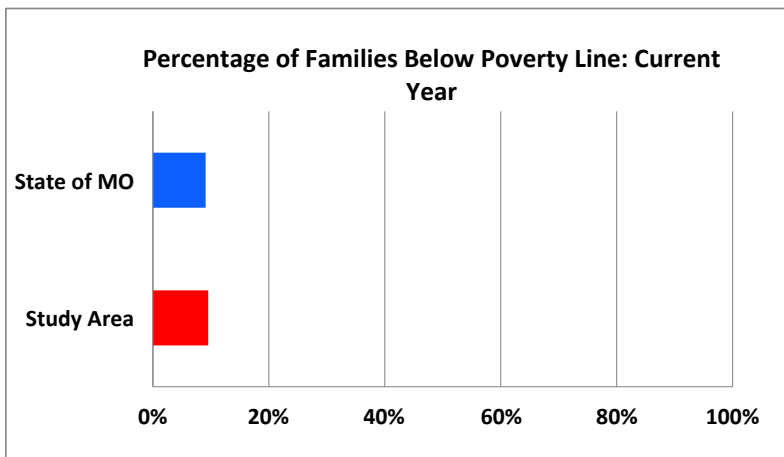
### Household Income



### Income Trends: Households and Families

	2010	2022	2027	2010 to 2027 Change
Average Household Income	56,142	64,861	72,586	16,444
Median Household Income	48,749	53,939	61,307	12,558
Per Capita Income	23,114	26,737	29,917	6803
Median Family Income		66,047	65,331	716

### Poverty



Poverty Level	Pop	Area % Pop	MO % Pop
Above poverty level	10,131	90.5%	90.9%
Below poverty level	1,068	9.5%	9.1%
	11,199	100.0%	100.0%

# Supporting Information

## 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		

## 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.

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.

[Click to download the QuickInsite Worksheet. To open it in a new tab, press Ctrl when you click.](#)

**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](mailto:misupport@missioninsite.com).