The QuickInsite Report

Prepared for:	Christian Church of Greater KS City DOC
Study area:	Polygon Around 602 North 1st Street, Louisburg, Kansas 66053, United States

Base State:	KS,MO
Current Year Estimate:	2019
5 Year Projection:	2024
10 Year Forecast:	2029
Date:	10/31/2020
Semi-Annual Projection:	Fall

About the QuickIInsite 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 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
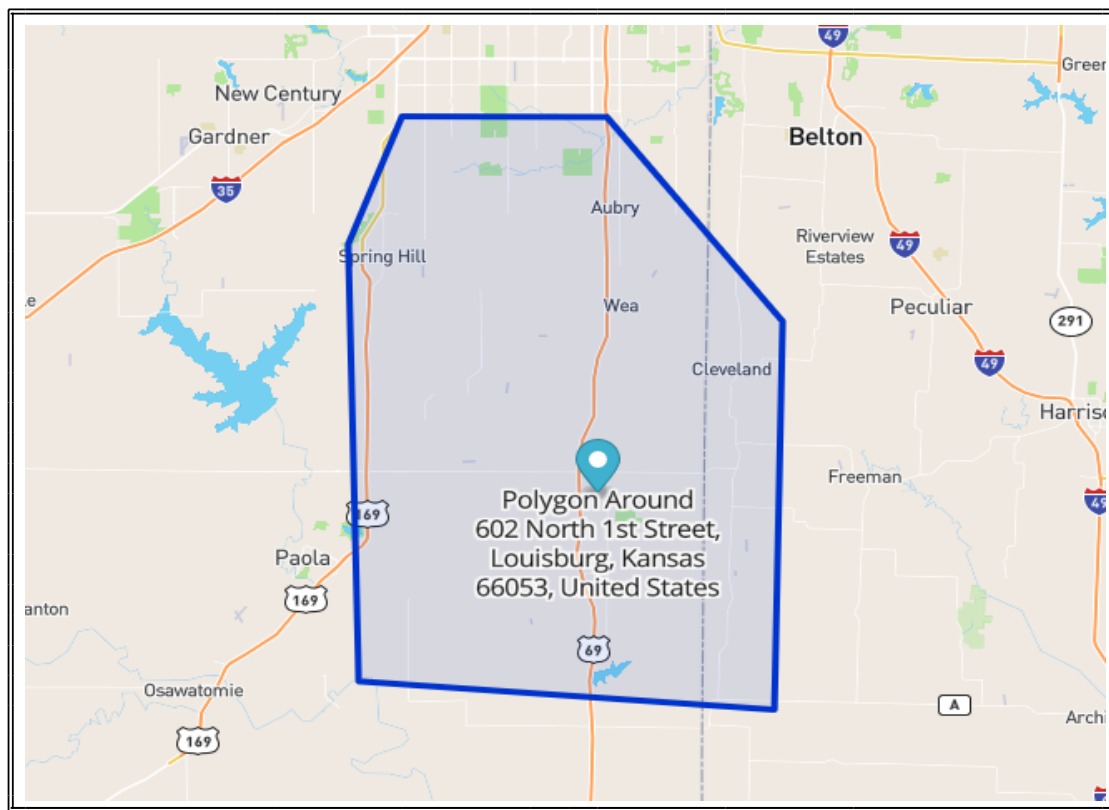
More Information

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

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 |

## Demographic Descriptions of the Study Area

Study area: Polygon Around 602 North 1st Street, Louisburg, Kansas 66053, United States   Date: 10/31/2020

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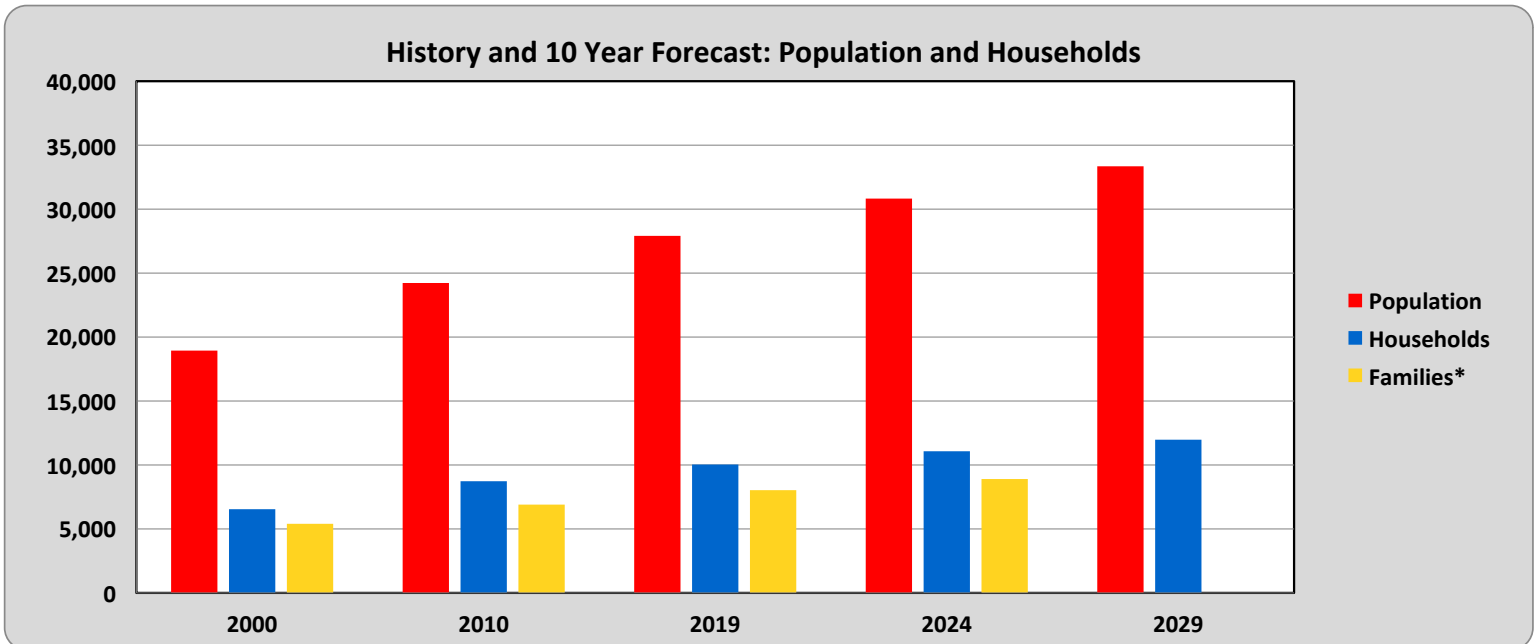
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2019	2024	2029
Population	18,941	24,226	27,910	30,824	33,349
Population Change		5,285	3,684	2,914	2,525
Percent Change		27.9%	15.2%	10.4%	8.2%
Households	6,543	8,730	10,037	11,073	11,976
Households Change		2,187	1,307	1,036	0
Percent Change		33.4%	15.0%	10.3%	0.0%
Population / Households	2.89	2.78	2.78	2.78	2.78
Population / Households Change		-0.12	0.01	0.00	0.00
Percent Change		-4.1%	0.2%	0.1%	0.0%
Family Households	5,402	6,902	8,031	8,902	
Family Households Change		1,500	1,129	871	
Percent Change		27.8%	16.4%	10.8%	

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

Population and Household Percentage Change
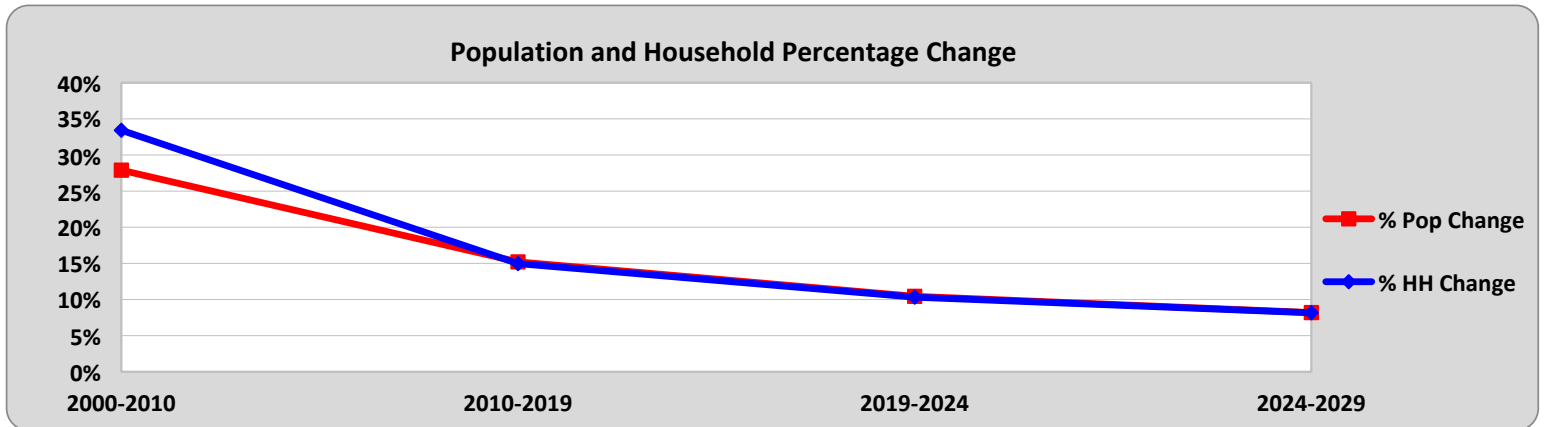
Family Households

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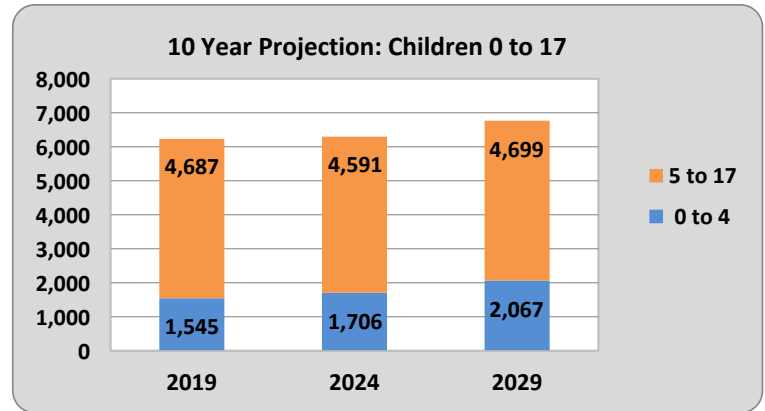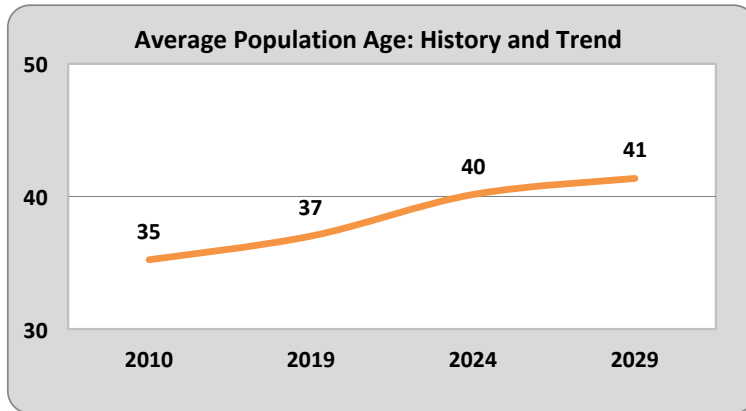
Family Households with Children by Type
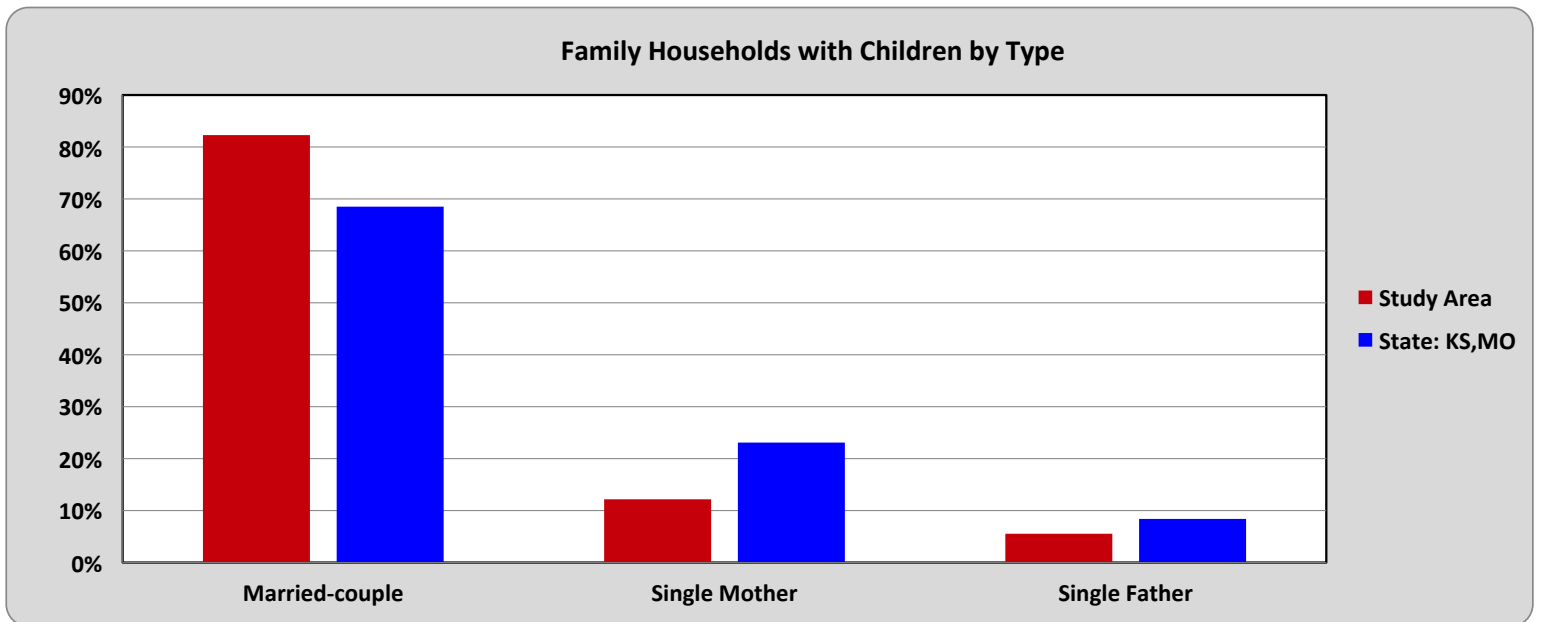
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

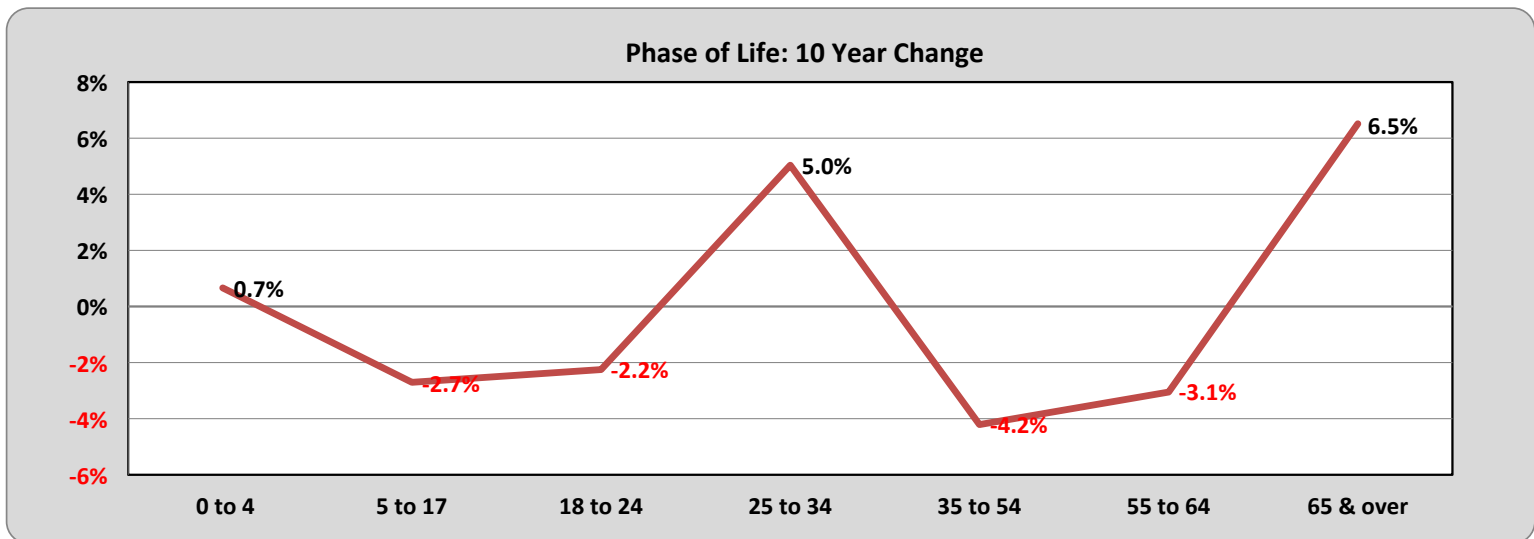| Households with Children		Actual Hhlds by Year			2010 to 2024 Change	Percent of all Hhlds by Year			2010 to 2024 % Change
		2010	2019	2024		2010%	2019%	2024%	
Family: Married-couple		2,763	2,866	3,042	279	81.8%	82.3%	81.1%	-0.7%
Family: Single Mother		402	424	473	71	11.9%	12.2%	12.6%	0.7%
Family: Single Father		213	193	237	24	6.3%	5.5%	6.3%	0.0%
	Total:	**3,378**	**3,483**	**3,752**	**374**	**100.0%**	**100.0%**	**100.0%**	

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.

Average Population Age: History and Trend

Year	Average Age
2010	35
2019	37
2024	40
2029	41

10 Year Projection: Children 0 to 17

Year	0 to 4	5 to 17
2019	1,545	4,687
2024	1,706	4,591
2029	2,067	4,699

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

Phase	10 Year Change
0 to 4	0.7%
5 to 17	-2.7%
18 to 24	-2.2%
25 to 34	5.0%
35 to 54	-4.2%
55 to 64	-3.1%
65 & over	6.5%

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

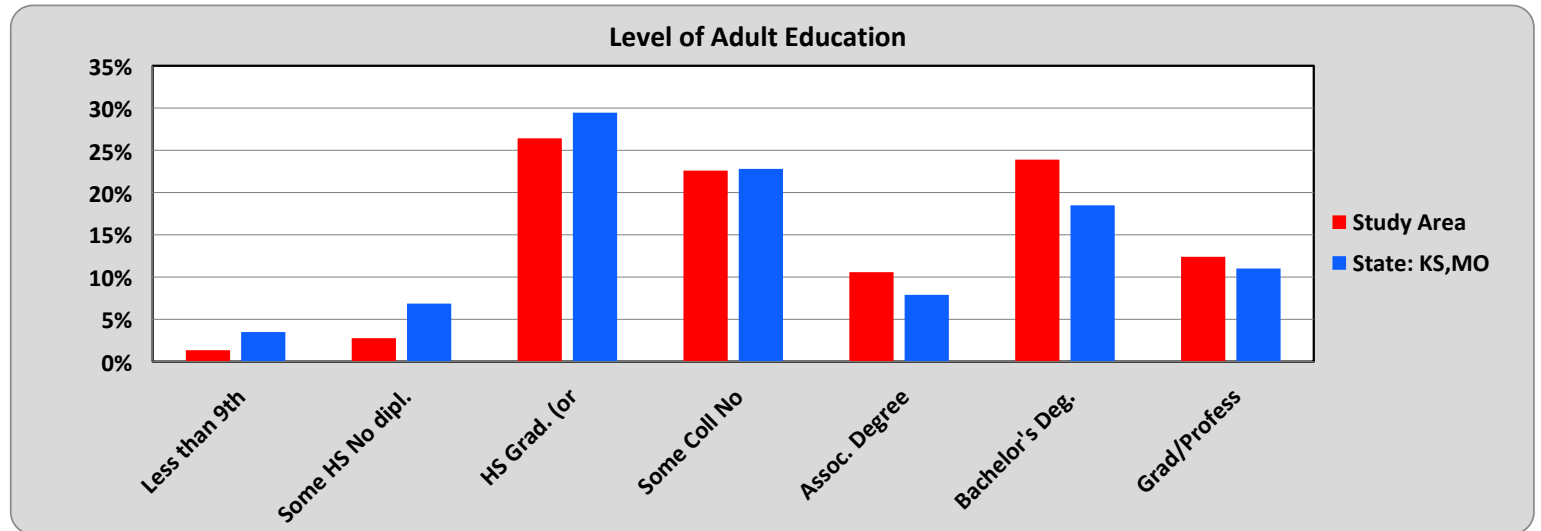| Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2019	2024	2029	2010%	2019%	2024%	2029%
Before Formal Schooling: 0 to 4	1,589	1,545	1,706	2,067	6.6%	5.5%	5.5%	6.2%
Required Formal Schooling: 5 to 17	5,094	4,687	4,591	4,699	21.0%	16.8%	14.9%	14.1%
College/Career Starts: 18 to 24	1,445	3,120	3,261	2,978	6.0%	11.2%	10.6%	8.9%
Singles & Young Families: 25 to 34	2,711	2,792	4,253	5,016	11.2%	10.0%	13.8%	15.0%
Families & Empty Nesters: 35 to 54	7,519	6,768	6,251	6,683	31.0%	24.2%	20.3%	20.0%
Enrichment Yrs Singles/Cpls: 55 to 64	3,097	4,332	4,532	4,159	12.8%	15.5%	14.7%	12.5%
Retirement Opportunities: 65 & over	2,771	4,666	6,231	7,748	11.4%	16.7%	20.2%	23.2%
Total:	**24,226**	**27,910**	**30,825**	**33,350**	**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 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 KS,MO

Level of Adult Education

Legend: Study Area (red), State: KS,MO (blue)

Categories: Less than 9th, Some HS No dipl., HS Grad. (or, Some Coll No, Assoc. Degree, Bachelor's Deg., Grad/Profess

Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2019 to 2024 Change	Percent of all Hhlds by Year		2019 to 2024 % Change
	2019	2024		2019%	2024%	
Less than 9th Grade	250	258	8	1.3%	1.3%	0.0%
Some High School, No diploma	514	525	11	2.8%	2.7%	-0.1%
High School Graduate (or GED)	4,902	5,080	178	26.4%	26.1%	-0.3%
Some College, No degree	4,193	4,417	224	22.6%	22.7%	0.1%
Associate Degree	1,963	2,020	57	10.6%	10.4%	-0.2%
Bachelor's Degree	4,434	4,679	245	23.9%	24.0%	0.1%
Graduate or Professional school degree	2,301	2,505	204	12.4%	12.9%	0.5%
Total:	**18,557**	**19,484**	**927**	**100.0%**	**100.0%**	

Career Types: Blue Collar and White Collar

Percentage Blue Collar to White Collar

Blue Collar 32.6%, White Collar 67.4%
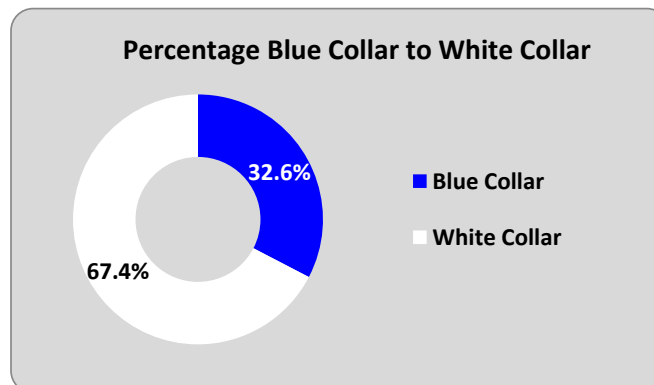
The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.
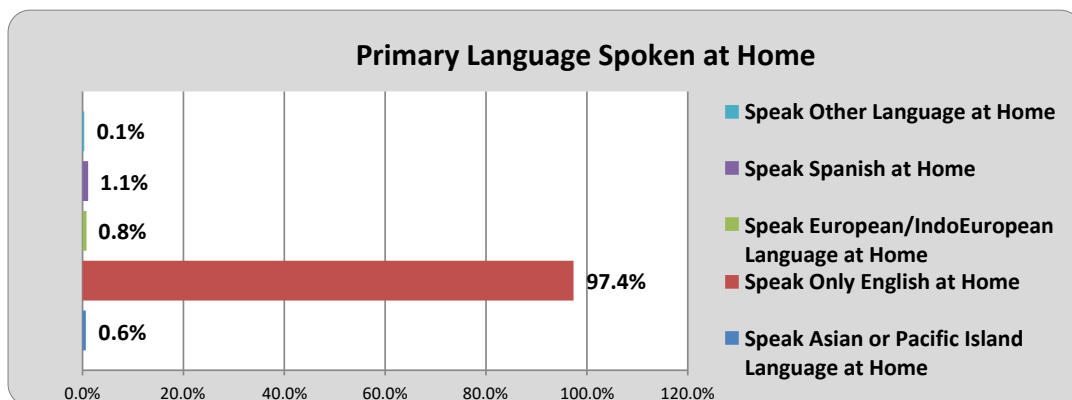
Study Area Racial and Ethnic Diversity

Current Year Racial/Ethnic Percentages

3.3% 0.8% 0.8% 2.0%

93.2%

- ■ Asian (Non-Hisp)
- ■ Black/African American (Non–Hisp)°
- ■ Pac Is/Am Ind/Oth (Non-Hisp)
- ■ White (Non-Hisp)
- ■ Hispanic or Latino
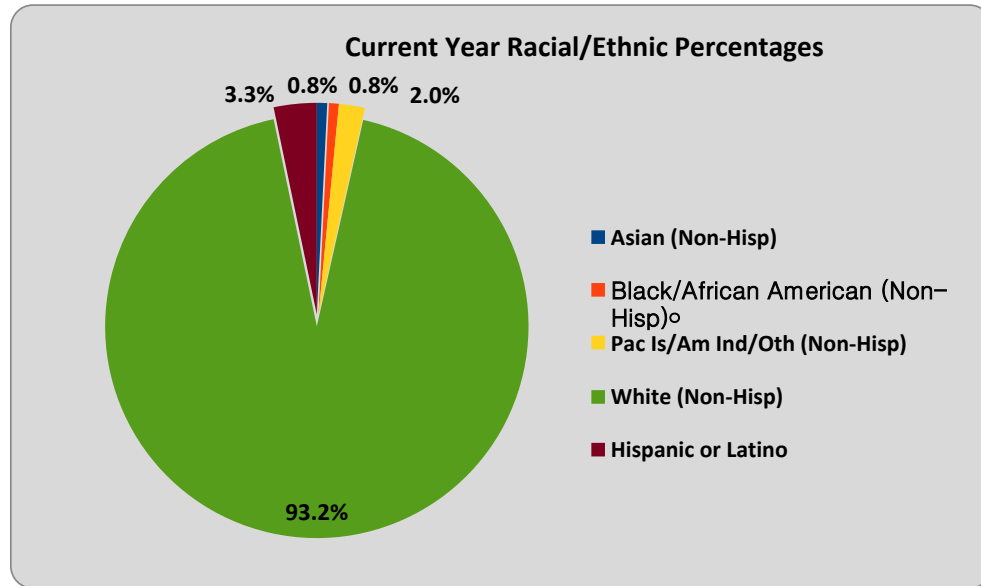
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2024 Change	Percent of all Pop by Year			2010 to 2024 % Change
	2010	**2019**	**2024**		**2010%**	**2019%**	**2024%**	
Asian (Non-Hisp)	167	219	269	102	0.7%	0.8%	0.9%	0.2%
Black/African American (Non-Hisp)	198	211	239	41	0.8%	0.8%	0.8%	0.0%
White (Non-Hisp)	22,700	26,014	28,572	5,872	93.7%	93.2%	92.7%	-1.0%
Hispanic or Latino	734	914	1,094	360	3.0%	3.3%	3.5%	0.5%
Pac Is/Am Ind/Oth (Non-Hisp)	427	552	650	223	1.8%	2.0%	2.1%	0.3%
Total:	**24,226**	**27,910**	**30,824**	**6,598**	**100.0%**	**100.0%**	**100.0%**	

Primary Language Spoken at Home

- 0.1%
- 1.1%
- 0.8%
- 97.4%
- 0.6%

0.0% 20.0% 40.0% 60.0% 80.0% 100.0% 120.0%

- ■ Speak Other Language at Home
- ■ Speak Spanish at Home
- ■ Speak European/IndoEuropean Language at Home
- ■ Speak Only English at Home
- ■ Speak Asian or Pacific Island Language at Home
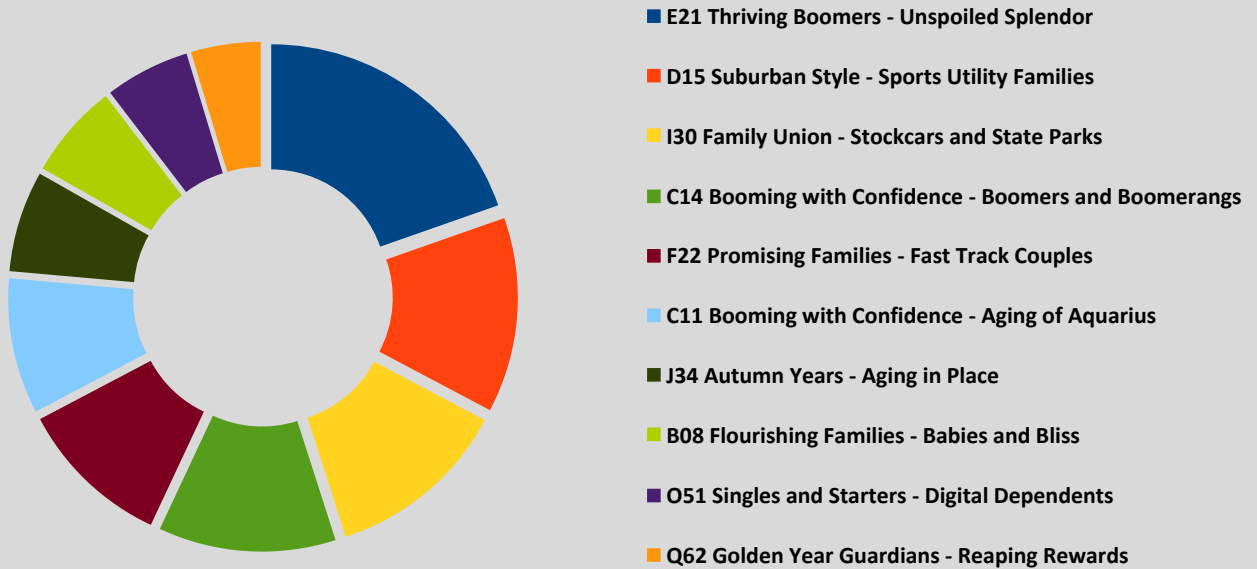
Mosaic Lifestyle Segmentation Types

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

- E21 Thriving Boomers - Unspoiled Splendor
- D15 Suburban Style - Sports Utility Families
- I30 Family Union - Stockcars and State Parks
- C14 Booming with Confidence - Boomers and Boomerangs
- F22 Promising Families - Fast Track Couples
- C11 Booming with Confidence - Aging of Aquarius
- J34 Autumn Years - Aging in Place
- B08 Flourishing Families - Babies and Bliss
- O51 Singles and Starters - Digital Dependents
- Q62 Golden Year Guardians - Reaping Rewards

Mosaic	Study Area		State		Comparative Index
E21 Thriving Boomers - Unspoiled Splendor	1,279	12.7%	142,339	3.9%	323
D15 Suburban Style - Sports Utility Families	854	8.5%	68,456	1.9%	449
I30 Family Union - Stockcars and State Parks	802	8.0%	123,117	3.4%	234
C14 Booming with Confidence - Boomers and Boomerangs	777	7.7%	76,970	2.1%	363
F22 Promising Families - Fast Track Couples	672	6.7%	78,868	2.2%	307
C11 Booming with Confidence - Aging of Aquarius	594	5.9%	114,912	3.2%	186
J34 Autumn Years - Aging in Place	443	4.4%	139,274	3.9%	114
B08 Flourishing Families - Babies and Bliss	417	4.2%	49,560	1.4%	303
O51 Singles and Starters - Digital Dependents	372	3.7%	170,458	4.7%	79
Q62 Golden Year Guardians - Reaping Rewards	305	3.0%	53,230	1.5%	206
	6,515		1,017,184		

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:

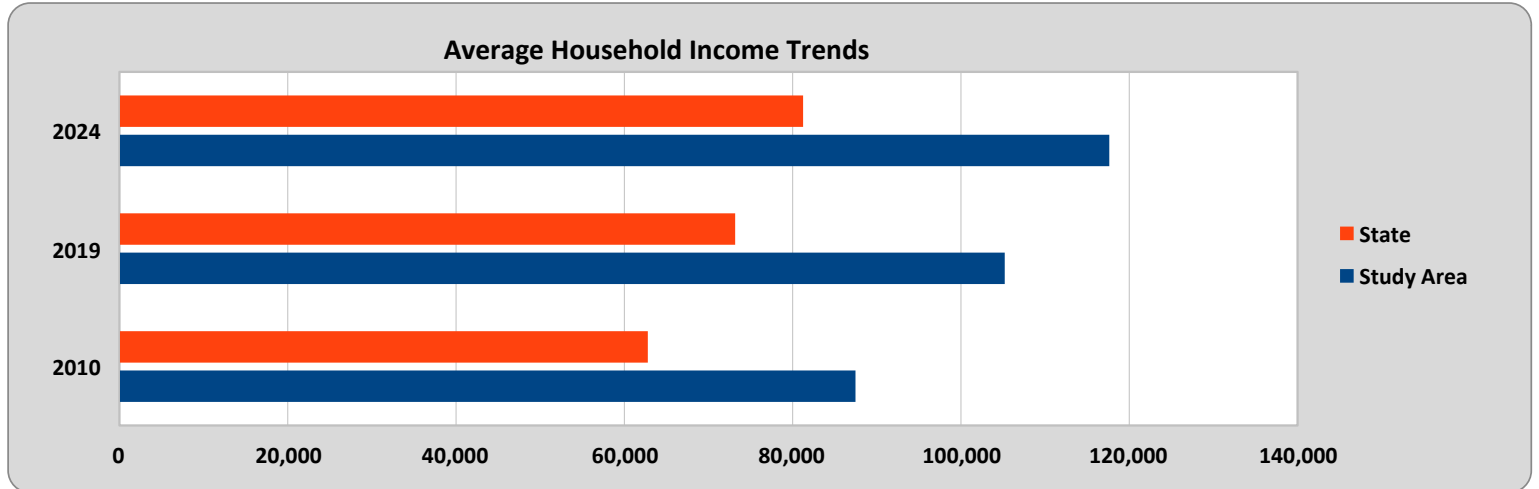Mission Impact Mosaic Application Guide by Bandy (To open in a new Tab hold Control key when you click on the link)

Financial resources 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	2019	2024	2010 to 2024 Change
Average Household Income	87,466	105,202	117,627	30,162
Median Household Income	74,503	83,500	93,174	18,671
Per Capita Income	31,519	37,833	42,256	10737
Median Family Income		94,846	94,693	153

Poverty

Percentage of Families Below Poverty Line: Current Year
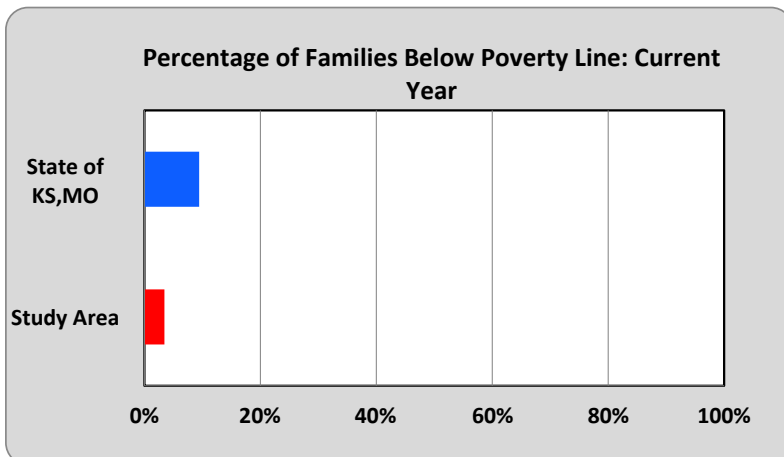
Poverty Level	Pop	Area % Pop	KS,MO % Pop
Above poverty level	7,754	96.6%	90.6%
Below poverty level	277	3.4%	9.4%
	8,031	100.0%	100.0%

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.

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.

Download QuickInsite Worksheet (To open in a new Tab hold Control key when you click on the link)