

# The QuickInsite Report

Prepared for: Christian Church of Greater KS City DOC  
Study area: 5.5 mi Around 5340 Martindale Road, Shawnee Mission, Kansas 66218, United States

Base State: KS  
Current Year Estimate: 2020  
5 Year Projection: 2025  
10 Year Forecast: 2030  
Date: 5/21/2021  
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.

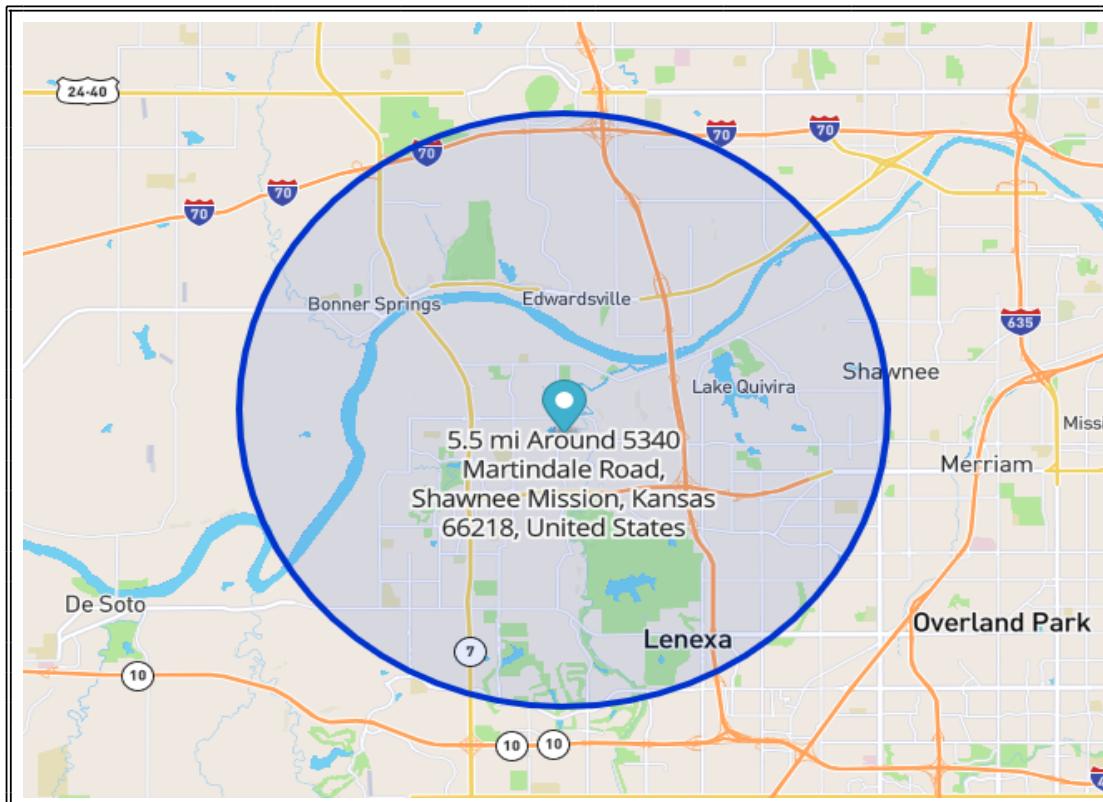
## Two Sections

Two reports are provided on the following pages.

- The 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.

## Significant Demographic Indicators of the Study Area's Story

<b>Population Change</b>					
<b>1</b> In the 10 year future, how is this area expected to change?  (See Population and Families Theme)	Significant Decline	Moderate Decline	Little Change	<b>Moderate Growth</b>	Significant Growth
<b>School Age Change</b>					
<b>2</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	<b>Moderate Decline</b>	Little Change	Moderate Increase	Significant Increase
<b>Families with Children</b>					
<b>3</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	<b>About the Same</b>	Somewhat More	Significantly More
<b>Adult Educational Attainment</b>					
<b>4</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	<b>Very High</b>
<b>Community Diversity Index</b>					
<b>5</b> How diverse is the racial/ethnic mix of this area?  (See Community Diversity Theme)	Very Homogeneous	<b>Homogeneous</b>	Moderately Diverse	Very Diverse	Extremely Diverse
<b>Median Family Income</b>					
<b>6</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	<b>Significantly Greater</b>
<b>Poverty</b>					
<b>7</b> Compared to the state, is the number of families in poverty above or below the state average?  (See Financial Resources Theme)	Significantly Below	<b>Somewhat Below</b>	About the Same	Somewhat Above	Significantly Above
<b>Blue to White Collar Occupations</b>					
<b>8</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	<b>Closely Split</b>	Somewhat White	Very White Collar
<b>Largest Racial/Ethnic Group</b>					
<b>9</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)	<b>White (NH)</b>	Hispanic or Latino	Pac Is/Amer Ind/Other

# ThemeView

## Demographic Descriptions of the Study Area

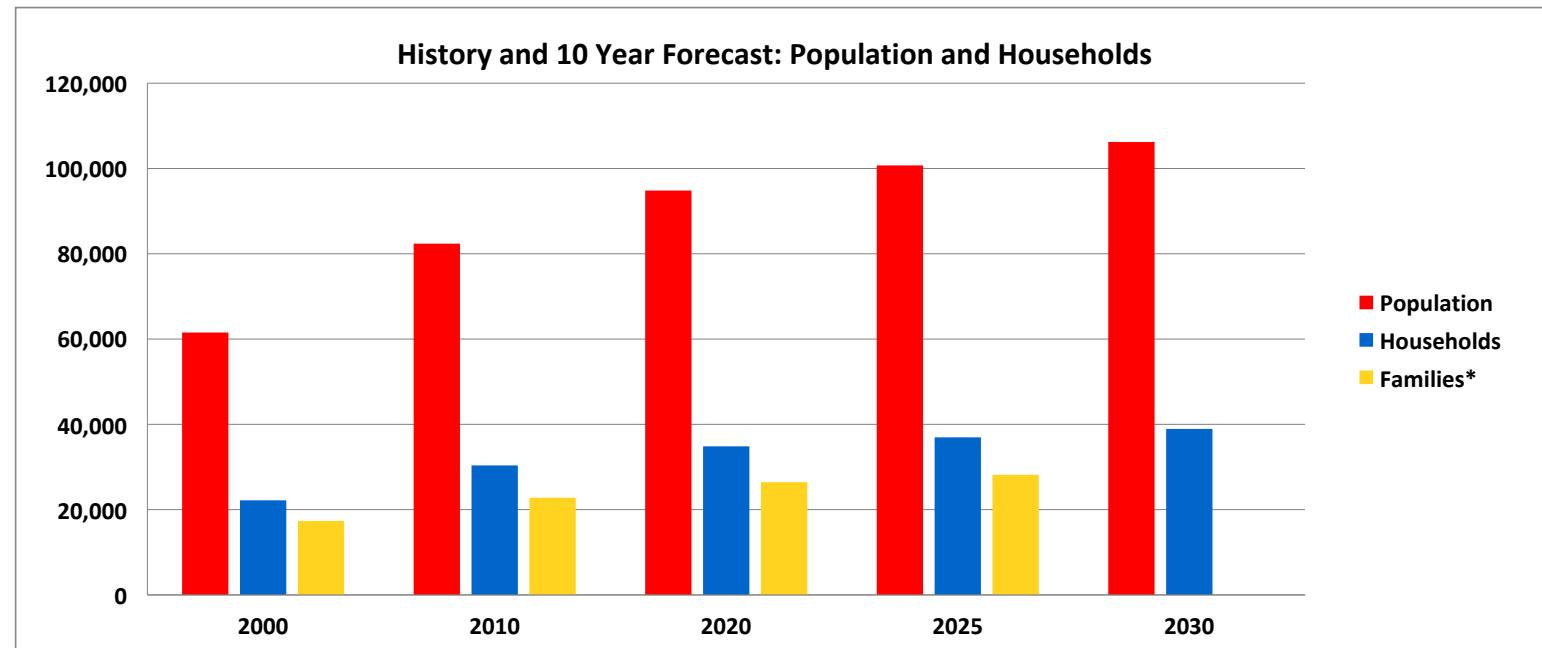
Study area: 5.5 mi Around 5340 Martindale Road, Shawnee Mission, Kansas 66218, United

Date: 5/21/2021

### 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***



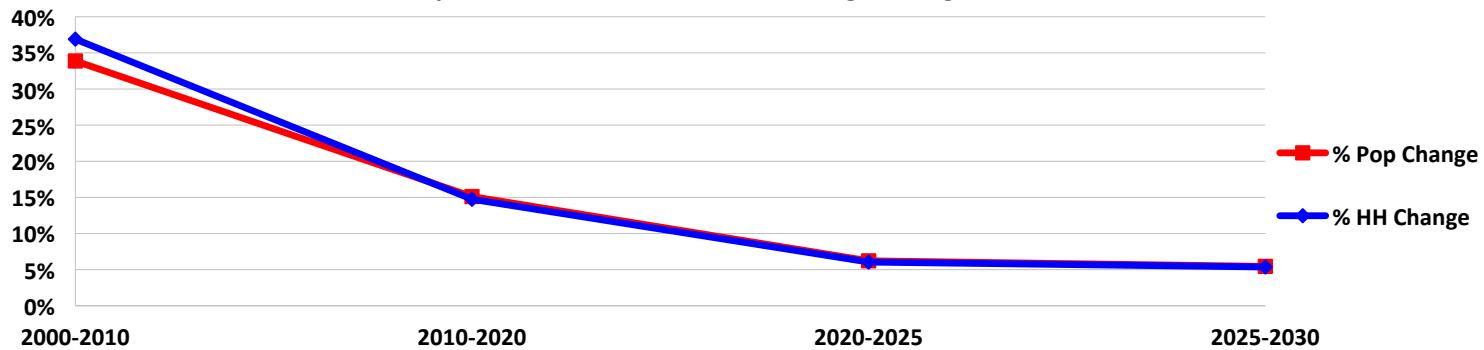
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2020	2025	2030
Population	61,528	82,374	94,826	100,722	106,210
Population Change		20,846	12,452	5,896	5,488
Percent Change		33.9%	15.1%	6.2%	5.4%
Households	22,180	30,365	34,841	36,947	38,929
Households Change		8,185	4,476	2,106	0
Percent Change		36.9%	14.7%	6.0%	0.0%
Population / Households	2.77	2.71	2.72	2.73	2.73
Population / Households Change		-0.06	0.01	0.00	0.00
Percent Change		-2.2%	0.3%	0.2%	0.1%
Family Households	17,338	22,790	26,447	28,178	
Family Households Change		5,452	3,657	1,731	
Percent Change		31.4%	16.0%	6.5%	

## Population and Households Theme

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

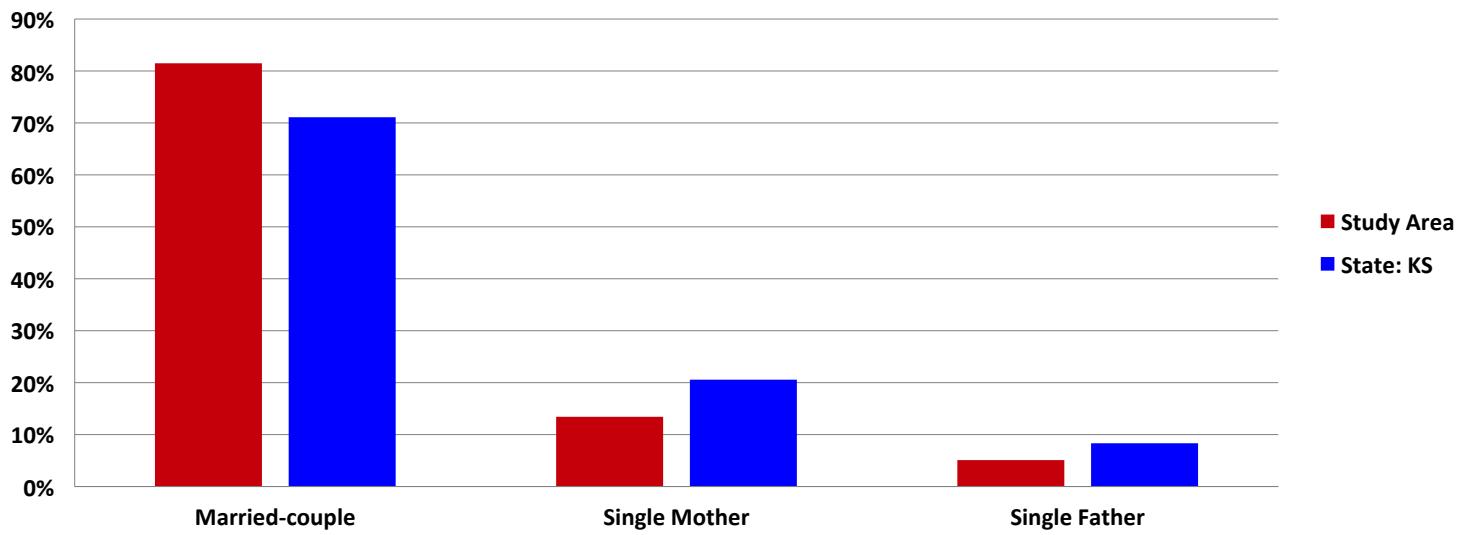
#### Population and Household Percentage Change



#### 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



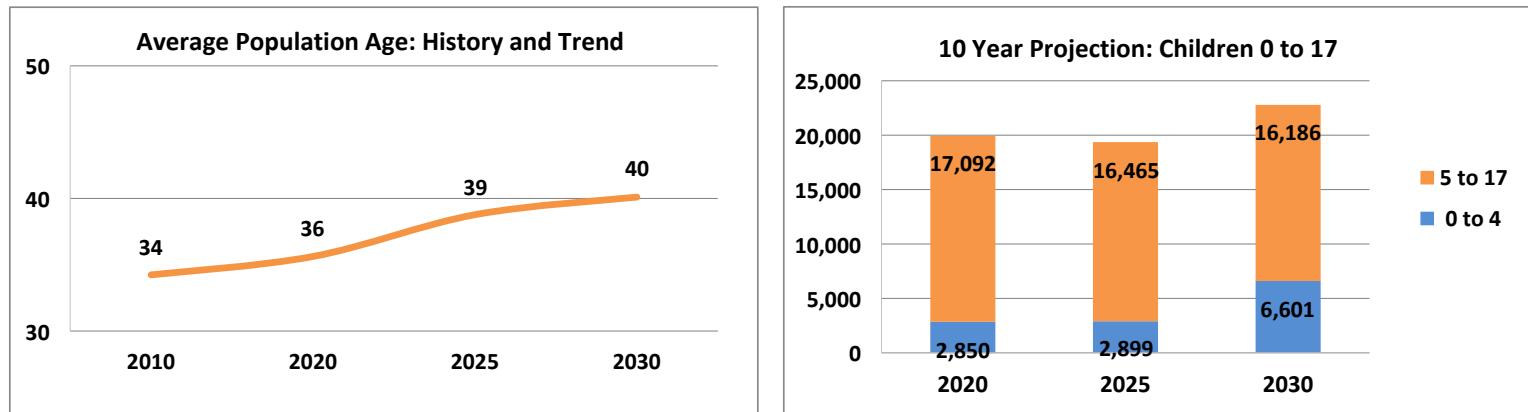
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2025 Change	Percent of all Hhlds by Year			2010 to 2025 % Change
	2010	2020	2025		2010%	2020%	2025%	
Family: Married-couple	9,418	10,292	10,724	1,306	77.6%	81.5%	80.8%	3.2%
Family: Single Mother	1,971	1,696	1,841	-130	16.2%	13.4%	13.9%	-2.4%
Family: Single Father	752	643	705	-47	6.2%	5.1%	5.3%	-0.9%
<b>Total:</b>	<b>12,141</b>	<b>12,631</b>	<b>13,270</b>	<b>1,129</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

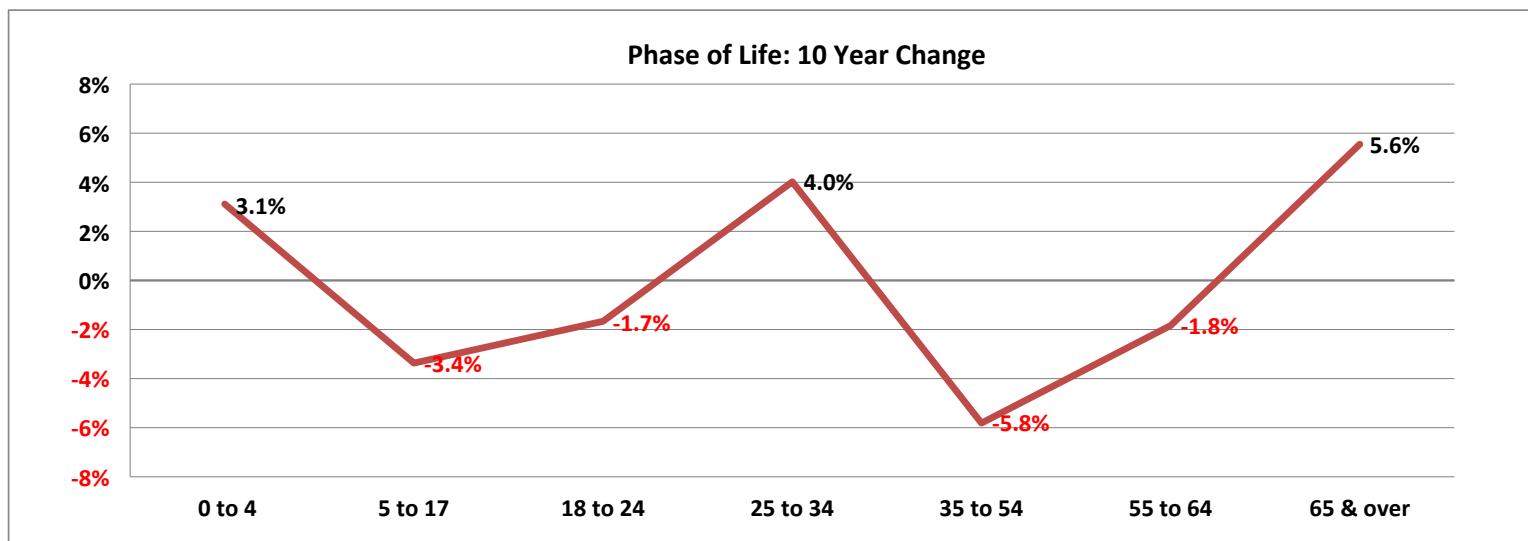
### 10 Year Average Age and Children 0 to 17 Trends

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	2020	2025	2030	2010%	2020%	2025%	2030%
Before Formal Schooling: 0 to 4	5,998	2,850	2,899	6,601	7.3%	3.1%	3.0%	6.2%
Required Formal Schooling: 5 to 17	17,140	17,092	16,465	16,186	20.8%	18.6%	16.9%	15.2%
College/Career Starts: 18 to 24	5,500	10,190	10,636	10,016	6.7%	11.1%	10.9%	9.4%
Singles & Young Families: 25 to 34	10,123	9,777	13,255	15,573	12.3%	10.6%	13.6%	14.7%
Families & Empty Nesters: 35 to 54	25,698	24,057	22,054	21,644	31.2%	26.2%	22.6%	20.4%
Enrichment Yrs Singles/Cpls: 55 to 64	10,235	13,588	13,941	13,762	12.4%	14.8%	14.3%	13.0%
Retirement Opportunities: 65 & over	7,680	14,299	18,461	22,430	9.3%	15.6%	18.9%	21.1%
<b>Total:</b>	<b>82,374</b>	<b>91,853</b>	<b>97,711</b>	<b>106,212</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

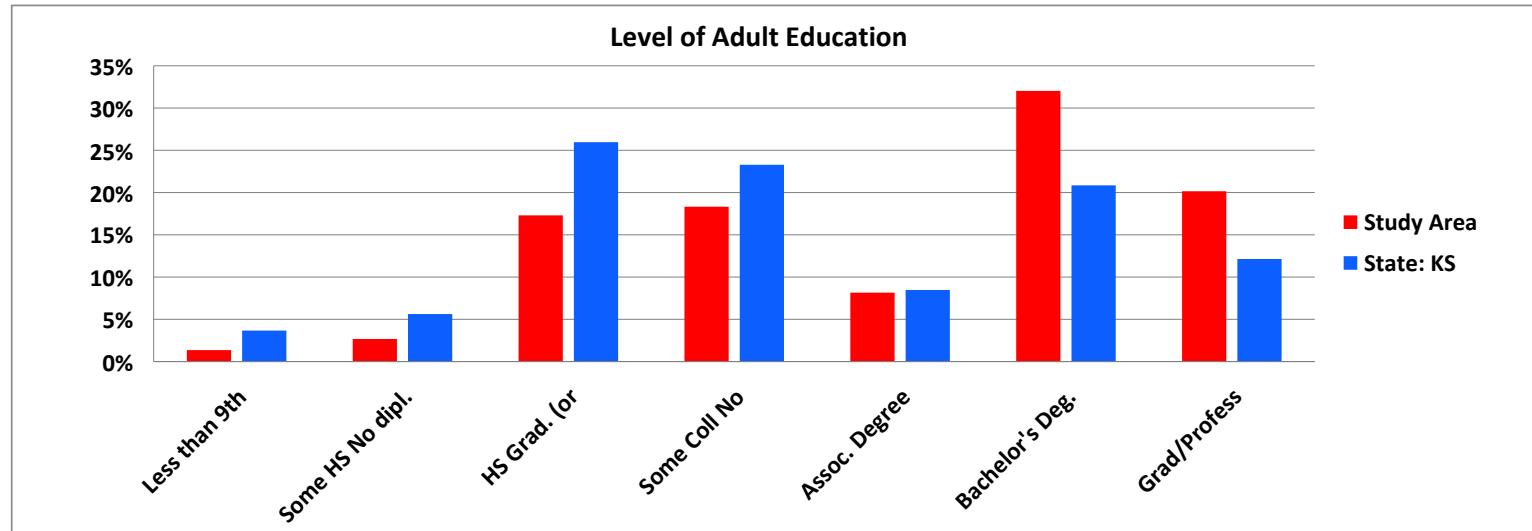
## Education and Career Status Theme

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

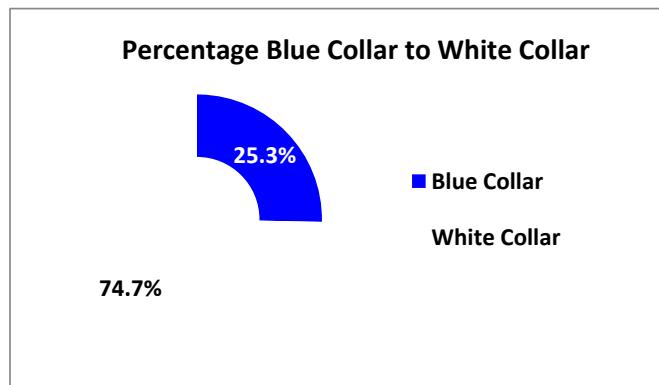
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

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



Education Level of Adults 18 Years and Older	Actual Hhds by Year			Percent of all Hhds by Year		
	2020	2025	2020 to 2025 Change	2020%	2025%	2020 to 2025 % Change
Less than 9th Grade	838	871	33	1.4%	1.3%	-0.1%
Some High School, No diploma	1,651	1,724	73	2.7%	2.5%	-0.1%
High School Graduate (or GED)	10,678	11,020	342	17.3%	16.3%	-1.0%
Some College, No degree	11,310	12,026	716	18.3%	17.8%	-0.6%
Associate Degree	5,034	5,565	531	8.2%	8.2%	0.1%
Bachelor's Degree	19,770	22,152	2,382	32.0%	32.7%	0.7%
Graduate or Professional school degree	12,439	14,355	1,916	20.2%	21.2%	1.0%
<b>Total:</b>	<b>61,720</b>	<b>67,713</b>	<b>5,993</b>	<b>100.0%</b>	<b>100.0%</b>	

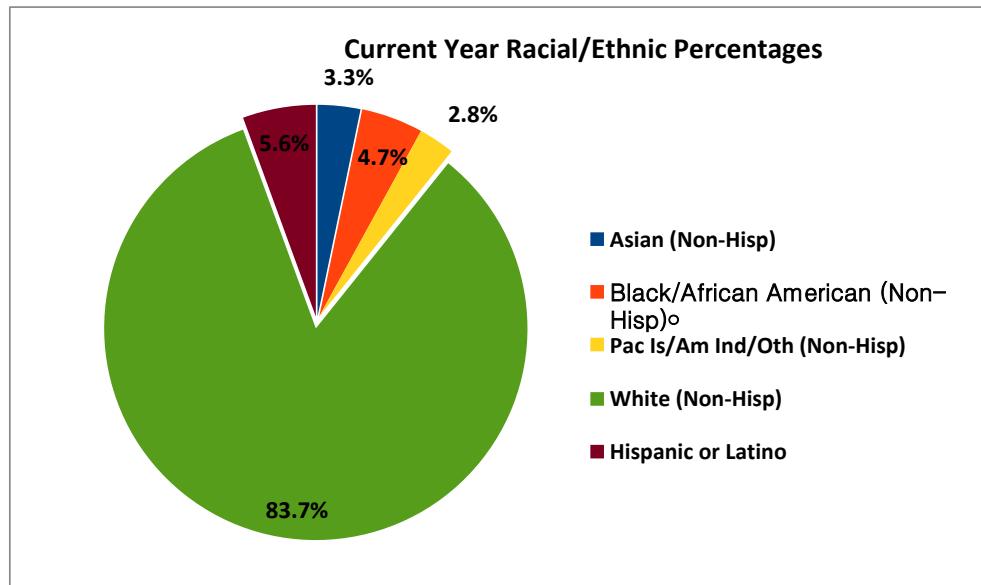
### Career Types: Blue Collar and White Collar



## 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.

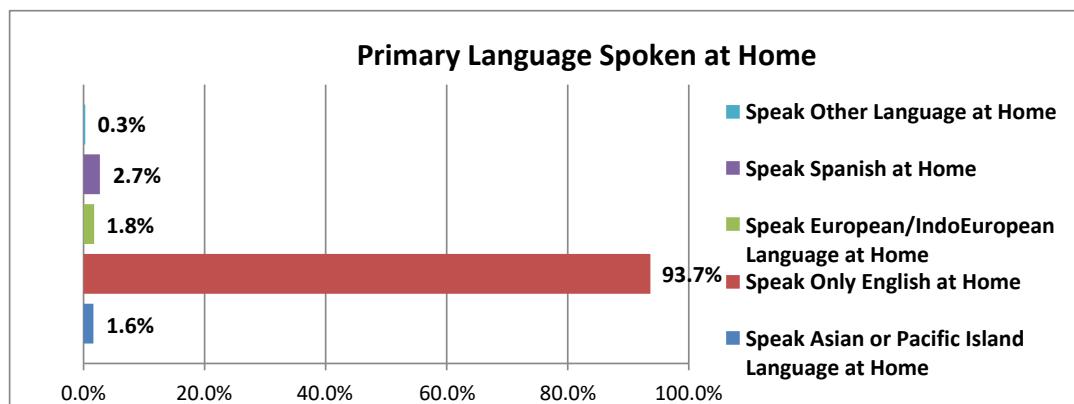
### Study Area Racial and Ethnic Diversity



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 2025 Change	Percent of all Pop by Year			2010 to 2025 % Change
	2010	2020	2025		2010%	2020%	2025%	
Asian (Non-Hisp)	2,415	3,092	3,345	930	2.9%	3.3%	3.3%	0.4%
Black/African American (Non-Hisp)	3,944	4,485	4,679	735	4.8%	4.7%	4.6%	-0.1%
White (Non-Hisp)	69,144	79,331	84,439	15,295	83.9%	83.7%	83.8%	-0.1%
Hispanic or Latino	4,728	5,296	5,509	781	5.7%	5.6%	5.5%	-0.3%
Pac Is/Am Ind/Oth (Non-Hisp)	2,142	2,622	2,750	608	2.6%	2.8%	2.7%	0.1%
<b>Total:</b>	<b>82,373</b>	<b>94,826</b>	<b>100,722</b>	<b>18,349</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



- B07 Flourishing Families - Generational Soup
- C11 Booming with Confidence - Aging of Aquarius
- A01 Power Elite - American Royalty
- B08 Flourishing Families - Babies and Bliss
- A03 Power Elite - Kids and Cabernet
- F22 Promising Families - Fast Track Couples
- C13 Booming with Confidence - Silver Sophisticates
- J34 Autumn Years - Aging in Place
- C14 Booming with Confidence - Boomers and Boomerangs
- O54 Singles and Starters - Striving Single Scene

Mosaic	Study Area	State	Comparative Index		
B07 Flourishing Families - Generational Soup	3,401	9.8%	19,326	1.7%	580
C11 Booming with Confidence - Aging of Aquarius	2,596	7.5%	36,880	3.2%	232
A01 Power Elite - American Royalty	1,762	5.1%	18,105	1.6%	321
B08 Flourishing Families - Babies and Bliss	1,716	4.9%	16,896	1.5%	335
A03 Power Elite - Kids and Cabernet	1,600	4.6%	12,691	1.1%	415
F22 Promising Families - Fast Track Couples	1,570	4.5%	26,549	2.3%	195
C13 Booming with Confidence - Silver Sophisticates	1,521	4.4%	16,071	1.4%	312
J34 Autumn Years - Aging in Place	1,475	4.2%	45,454	4.0%	107
C14 Booming with Confidence - Boomers and Boomerangs	1,460	4.2%	24,808	2.2%	194
O54 Singles and Starters - Striving Single Scene	1,375	3.9%	28,037	2.4%	162
	<b>18,476</b>		<b>244,817</b>		

### **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:

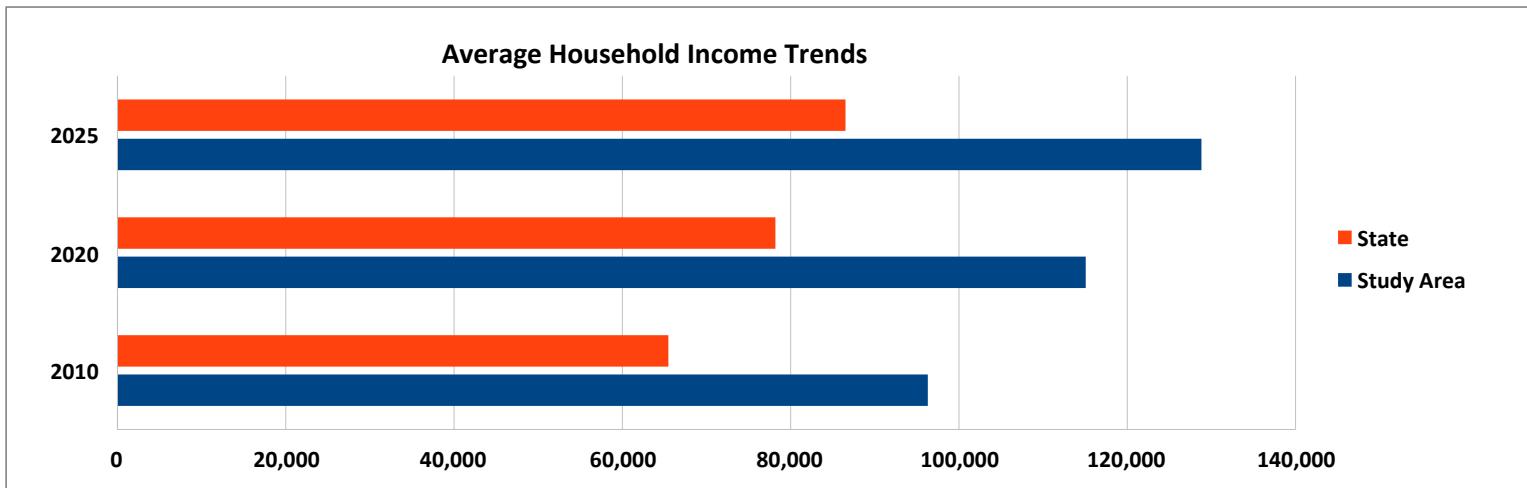
[Mission Impact Mosaic Application Guide by Bandy \(To open in a new Tab hold Control key when you click on the link\)](#)

Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite

## 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.

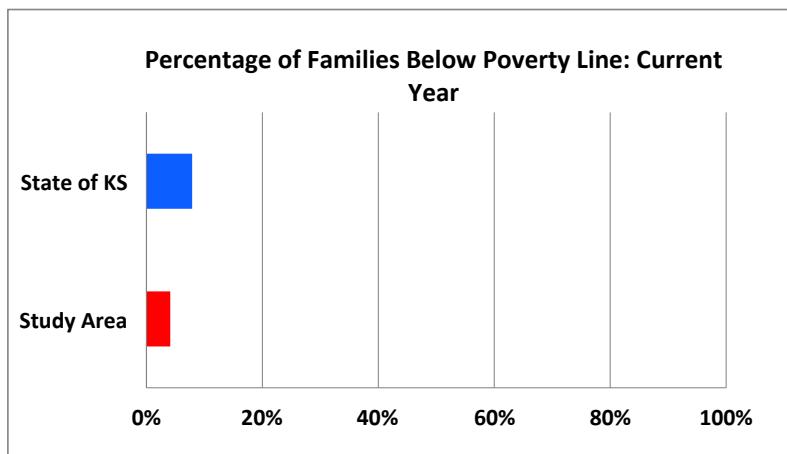
### Household Income



### Income Trends: Households and Families

	2010	2020	2025	2010 to 2025 Change
Average Household Income	96,299	115,065	128,815	32,516
Median Household Income	80,203	94,449	104,610	24,407
Per Capita Income	35,498	42,277	47,252	11754
Median Family Income		109,955	110,518	563

### Poverty



Poverty Level	Pop	Area % Pop	KS % Pop
Above poverty level	25,360	95.9%	92.1%
Below poverty level	1,087	4.1%	7.9%
	<b>26,447</b>	<b>100.0%</b>	<b>100.0%</b>

# 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.

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

**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).