The QuickInsite Report

Prepared for:	Christian Church of Greater KS City DOC
Study area:	5 mi Around 13890 West 127th Street, Olathe, Kansas 66062, United States
Base State:	KS
Current Year Estimate:	2018
5 Year Projection:	2023
10 Year Forecast:	2028
Date:	1/17/2019
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
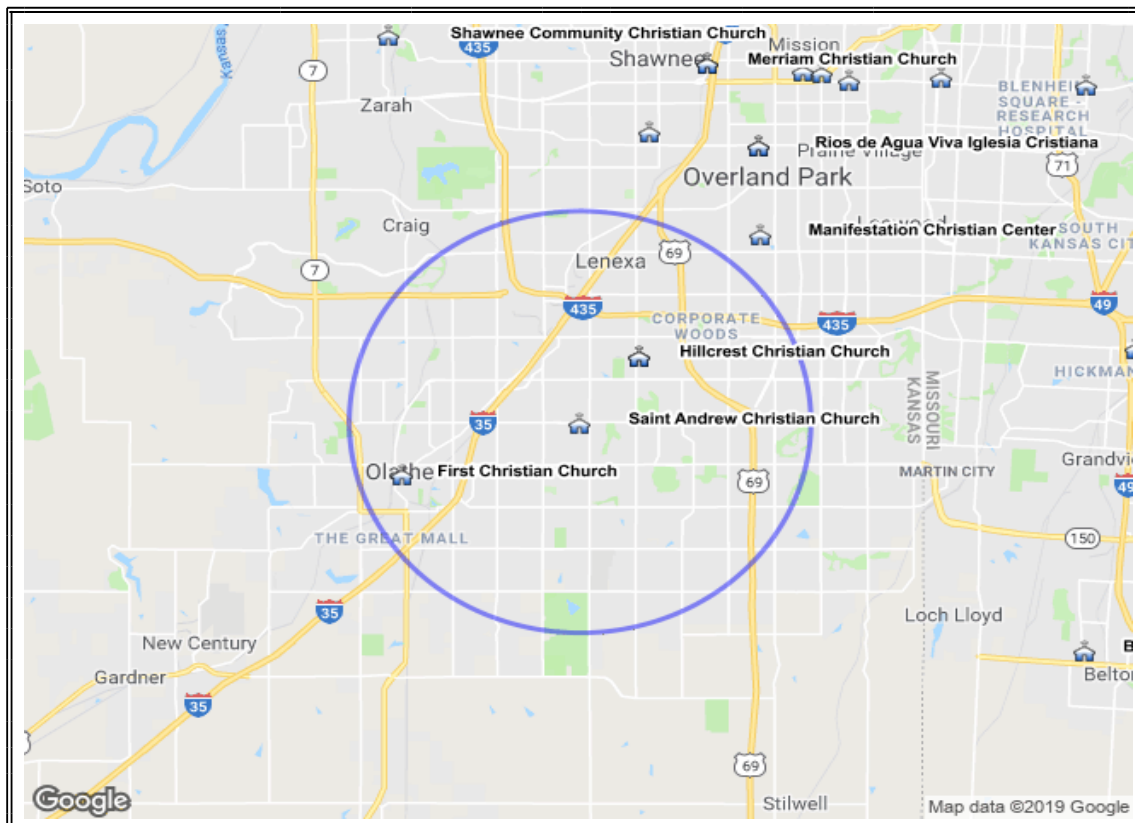
More Information

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

ThemeView

## Demographic Descriptions of the Study Area

Study area: 5 mi Around 13890 West 127th Street, Olathe, Kansas 66062, United States   Date: 1/17/2019

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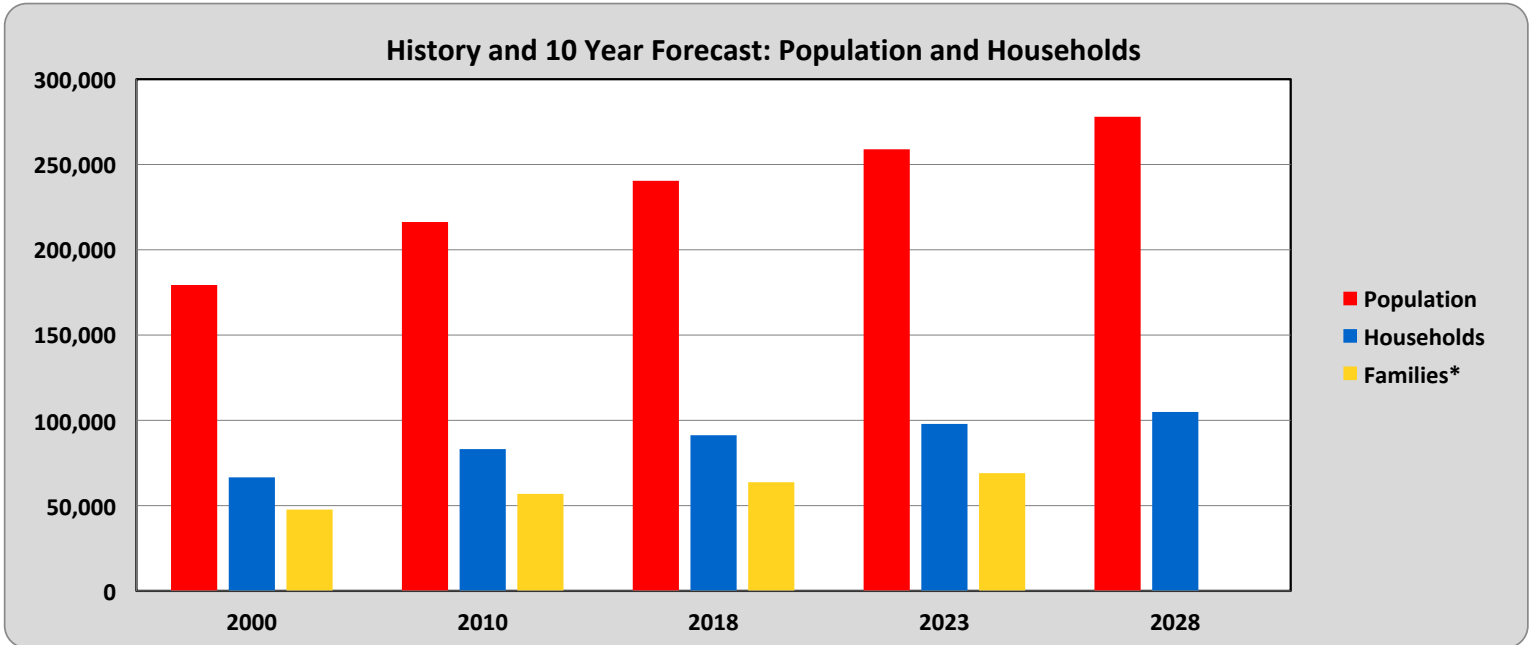
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2018	2023	2028
Population	179,349	216,275	240,434	258,910	277,975
Population Change		36,926	24,159	18,476	19,065
Percent Change		20.6%	11.2%	7.7%	7.4%
Households	66,567	83,143	91,270	97,902	104,916
Households Change		16,576	8,127	6,632	0
Percent Change		24.9%	9.8%	7.3%	0.0%
Population / Households	2.69	2.60	2.63	2.64	2.65
Population / Households Change		-0.09	0.03	0.01	0.00
Percent Change		-3.5%	1.3%	0.4%	0.2%
Family Households	47,691	56,908	63,719	69,033	
Family Households Change		9,217	6,811	5,314	
Percent Change		19.3%	12.0%	8.3%	

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

Population and Household Percentage Change
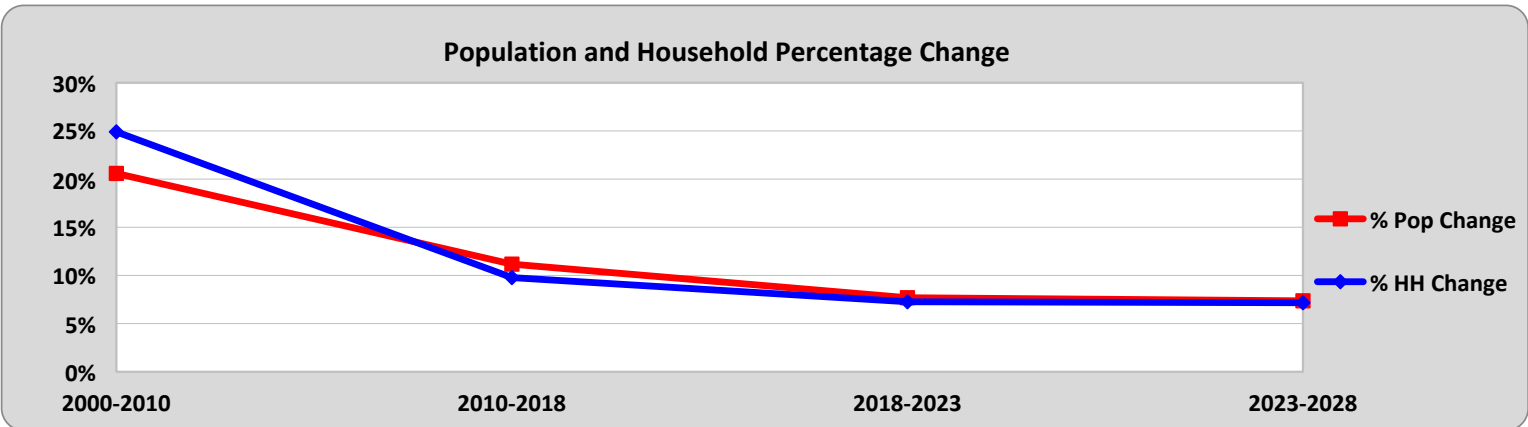
Family Households

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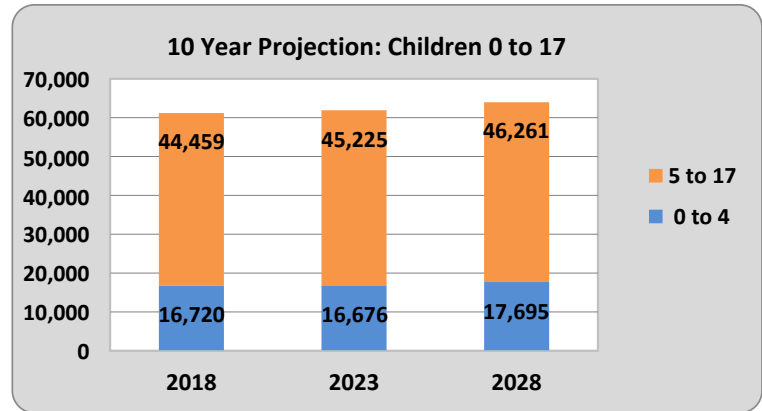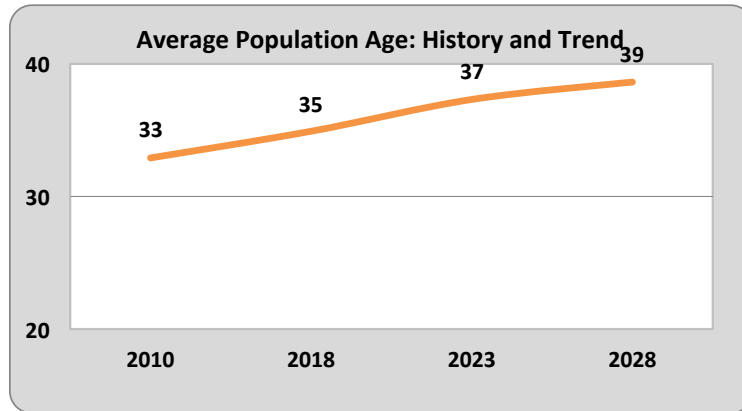
Family Households with Children by Type
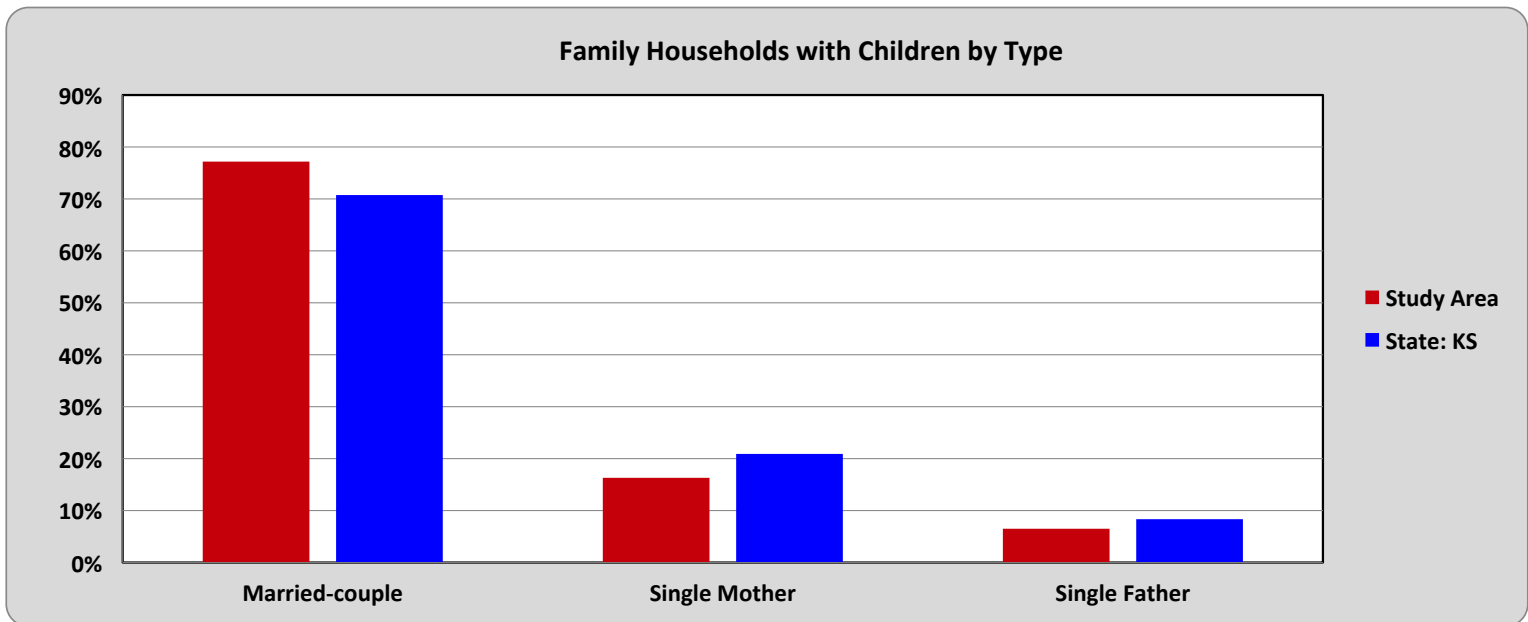
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

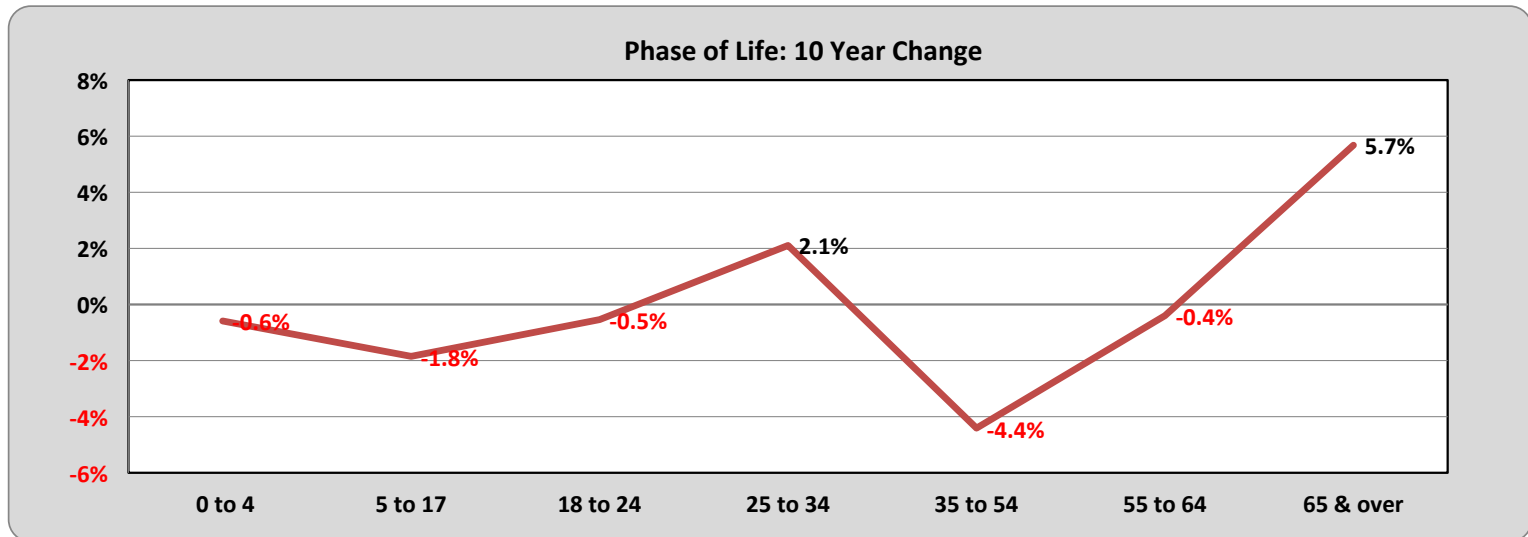| Households with Children	Actual Hhlds by Year			2010 to 2023 Change	Percent of all Hhlds by Year			2010 to 2023 % Change
	2010	2018	2023		2010%	2018%	2023%	
Family: Married-couple	24,152	25,073	26,807	2,655	77.6%	77.2%	76.7%	-0.9%
Family: Single Mother	5,125	5,298	5,724	599	16.5%	16.3%	16.4%	-0.1%
Family: Single Father	1,846	2,113	2,407	561	5.9%	6.5%	6.9%	1.0%
Total:	31,123	32,484	34,938	3,815	100.0%	100.0%	100.0%	

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	Age
2010	33
2018	35
2023	37
2028	39

10 Year Projection: Children 0 to 17

Year	0 to 4	5 to 17
2018	16,720	44,459
2023	16,676	45,225
2028	17,695	46,261

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	Change
0 to 4	0.6%
5 to 17	-1.8%
18 to 24	-0.5%
25 to 34	2.1%
35 to 54	-4.4%
55 to 64	-0.4%
65 & over	5.7%

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

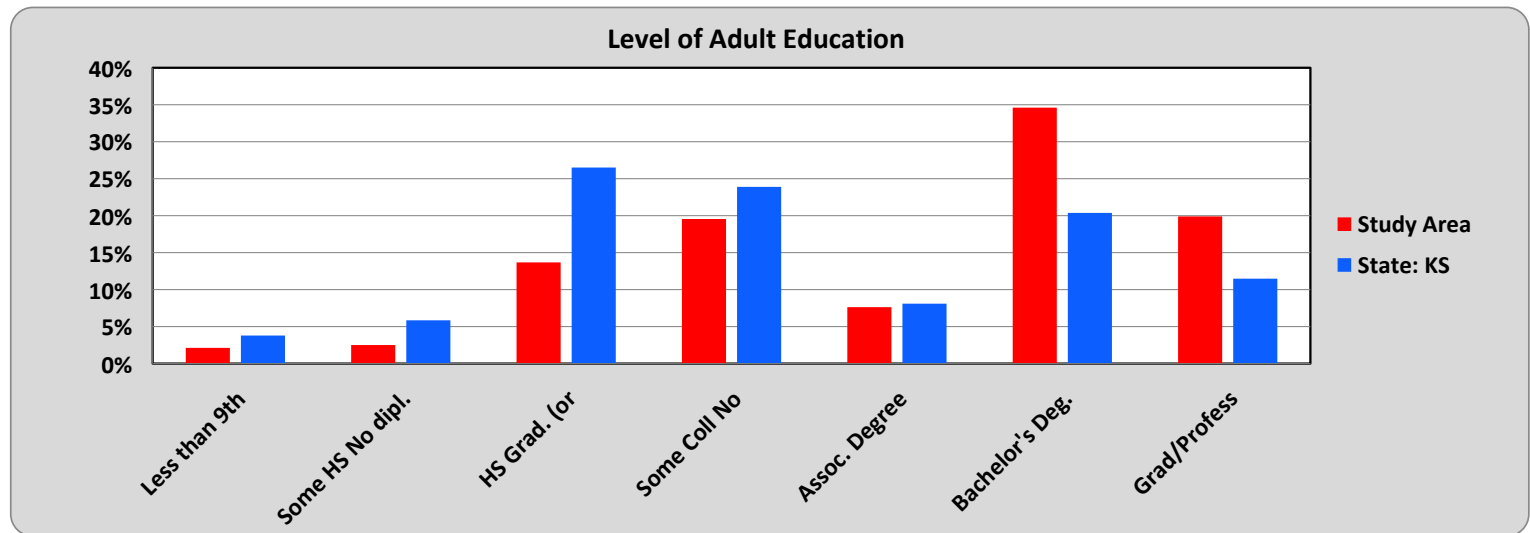| Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2018	2023	2028	2010%	2018%	2023%	2028%
Before Formal Schooling: 0 to 4	15,976	16,720	16,676	17,695	7.4%	7.0%	6.4%	6.4%
Required Formal Schooling: 5 to 17	43,041	44,459	45,225	46,261	19.9%	18.5%	17.5%	16.6%
College/Career Starts: 18 to 24	17,404	24,268	26,410	26,559	8.0%	10.1%	10.2%	9.6%
Singles & Young Families: 25 to 34	32,185	27,601	32,060	37,761	14.9%	11.5%	12.4%	13.6%
Families & Empty Nesters: 35 to 54	64,548	65,731	64,040	63,741	29.8%	27.3%	24.7%	22.9%
Enrichment Yrs Singles/Cpls: 55 to 64	23,211	31,415	34,684	35,213	10.7%	13.1%	13.4%	12.7%
Retirement Opportunities: 65 & over	19,909	30,239	39,817	50,745	9.2%	12.6%	15.4%	18.3%
Total:	**216,274**	**240,433**	**258,912**	**277,975**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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

Level of Adult Education (bar chart comparing Study Area in red and State: KS in blue across 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		2018 to 2023	Percent of all Hhlds by Year		2018 to 2023
	2018	2023	Change	2018%	2023%	% Change
Less than 9th Grade	3,292	3,531	239	2.1%	2.1%	-0.1%
Some High School, No diploma	3,886	4,127	241	2.5%	2.4%	-0.1%
High School Graduate (or GED)	21,204	22,723	1,519	13.7%	13.3%	-0.4%
Some College, No degree	30,298	32,696	2,398	19.5%	19.2%	-0.4%
Associate Degree	11,824	12,756	932	7.6%	7.5%	-0.2%
Bachelor's Degree	53,640	59,510	5,870	34.6%	34.9%	0.3%
Graduate or Professional school degree	30,843	35,264	4,421	19.9%	20.7%	0.8%
Total:	**154,987**	**170,607**	**15,620**	**100.0%**	**100.0%**	

Career Types: Blue Collar and White Collar

Percentage Blue Collar to White Collar (donut chart: Blue Collar 22.6%, White Collar 77.4%)
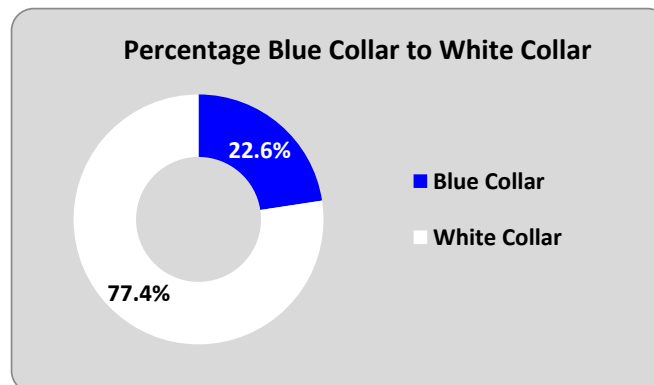
The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.
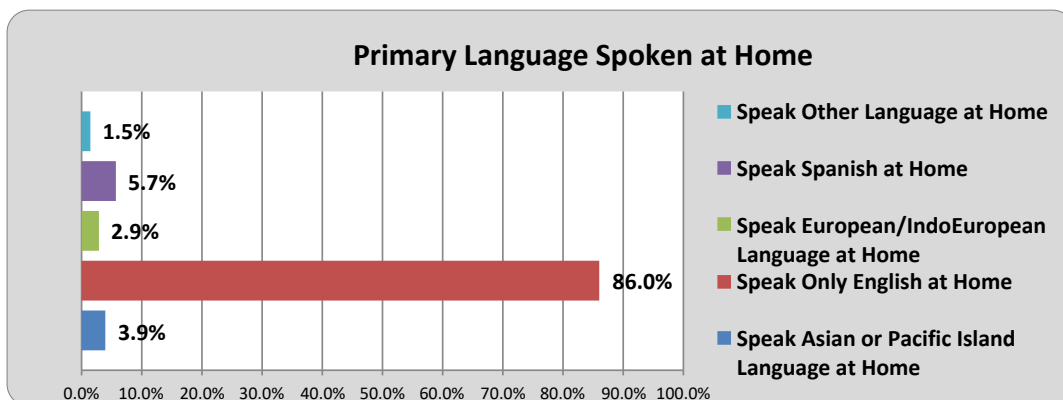
Study Area Racial and Ethnic Diversity

Current Year Racial/Ethnic Percentages

- 7.8%
- 5.9%
- 4.8%
- 2.6%
- 78.8%

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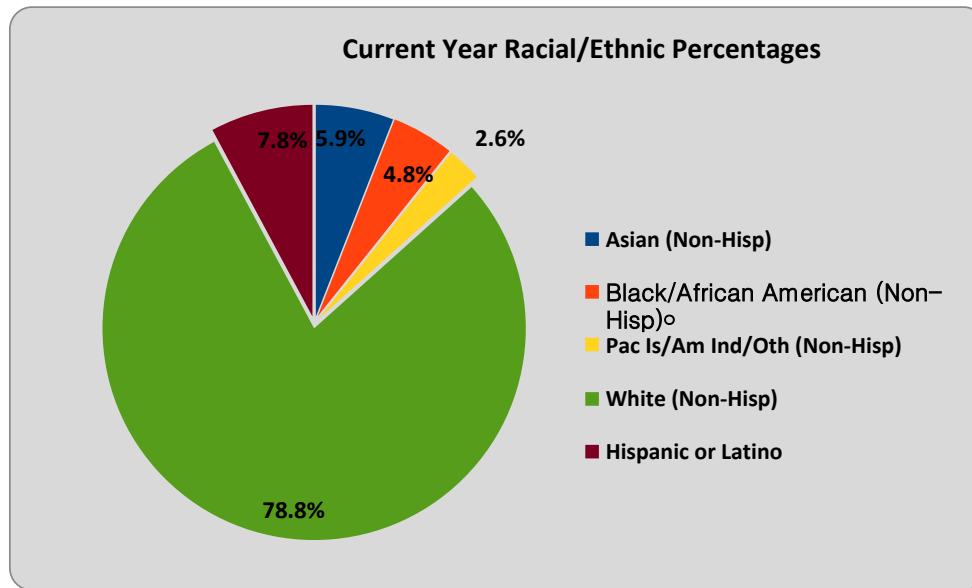
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2023 Change	Percent of all Pop by Year			2010 to 2023 % Change
	2010	2018	2023		2010%	2018%	2023%	
Asian (Non-Hisp)	12,217	14,291	15,858	3,641	5.6%	5.9%	6.1%	0.5%
Black/African American (Non-Hisp)	10,708	11,473	12,191	1,483	5.0%	4.8%	4.7%	-0.2%
White (Non-Hisp)	170,255	189,475	203,648	33,393	78.7%	78.8%	78.7%	-0.1%
Hispanic or Latino	17,299	18,833	20,310	3,011	8.0%	7.8%	7.8%	-0.2%
Pac Is/Am Ind/Oth (Non-Hisp)	5,796	6,361	6,903	1,107	2.7%	2.6%	2.7%	0.0%
Total:	216,275	240,433	258,910	42,635	100.0%	100.0%	100.0%	

Primary Language Spoken at Home

- Speak Other Language at Home — 1.5%
- Speak Spanish at Home — 5.7%
- Speak European/IndoEuropean Language at Home — 2.9%
- Speak Only English at Home — 86.0%
- Speak Asian or Pacific Island Language at Home — 3.9%
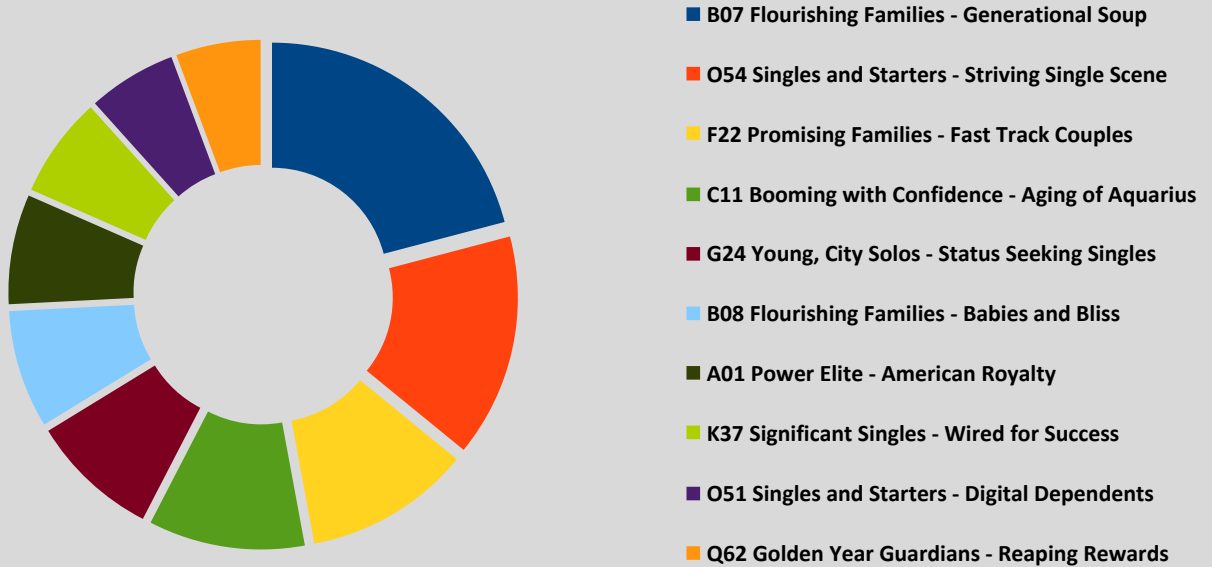
Mosaic Lifestyle Segmentation Types

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
- O54 Singles and Starters - Striving Single Scene
- F22 Promising Families - Fast Track Couples
- C11 Booming with Confidence - Aging of Aquarius
- G24 Young, City Solos - Status Seeking Singles
- B08 Flourishing Families - Babies and Bliss
- A01 Power Elite - American Royalty
- K37 Significant Singles - Wired for Success
- O51 Singles and Starters - Digital Dependents
- Q62 Golden Year Guardians - Reaping Rewards

Mosaic	Study Area		State		Comparative Index
B07 Flourishing Families - Generational Soup	11,708	12.8%	19,565	2.0%	656
O54 Singles and Starters - Striving Single Scene	8,402	9.2%	32,612	3.3%	282
F22 Promising Families - Fast Track Couples	6,265	6.9%	30,032	3.0%	229
C11 Booming with Confidence - Aging of Aquarius	5,889	6.5%	32,127	3.2%	201
G24 Young, City Solos - Status Seeking Singles	4,849	5.3%	19,822	2.0%	268
B08 Flourishing Families - Babies and Bliss	4,446	4.9%	17,560	1.8%	278
A01 Power Elite - American Royalty	4,134	4.5%	13,729	1.4%	330
K37 Significant Singles - Wired for Success	3,796	4.2%	10,725	1.1%	388
O51 Singles and Starters - Digital Dependents	3,334	3.7%	57,994	5.8%	63
Q62 Golden Year Guardians - Reaping Rewards	3,193	3.5%	18,192	1.8%	192
	56,016		252,358		

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

Average Household Income Trends
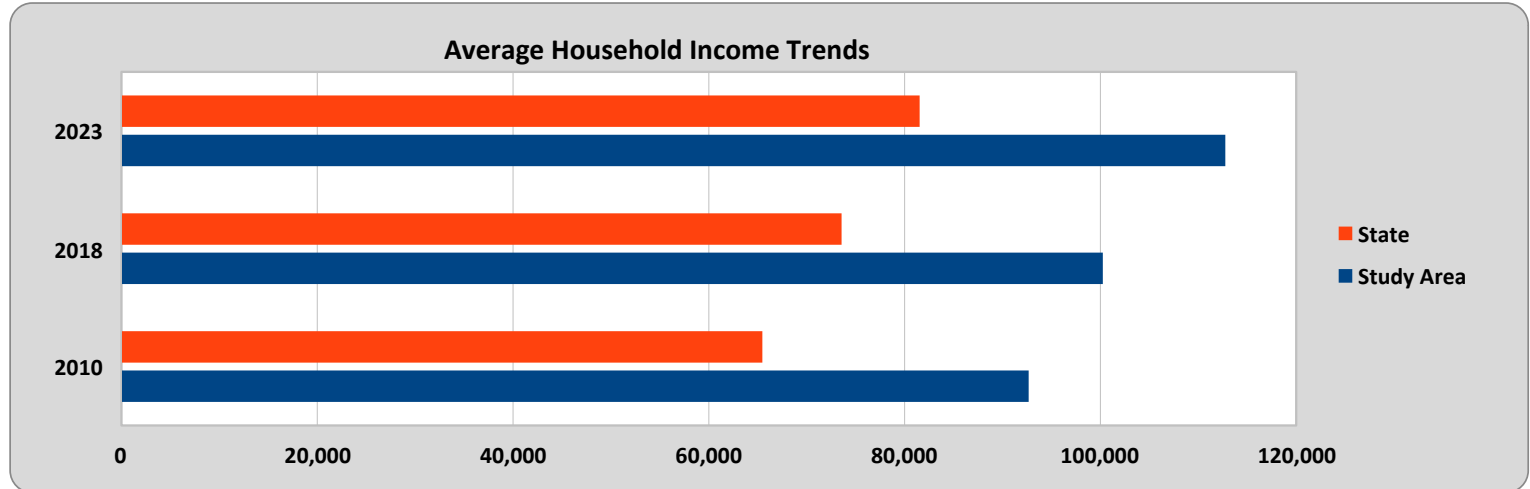
Income Trends: Households and Families				2010 to 2023 Change
	2010	2018	2023	
Average Household Income	92,672	100,247	112,761	20,089
Median Household Income	75,907	80,719	90,175	14,268
Per Capita Income	35,626	38,054	42,638	7013
Median Family Income		97,781	98,134	353

Poverty

Percentage of Families Below Poverty Line: Current Year
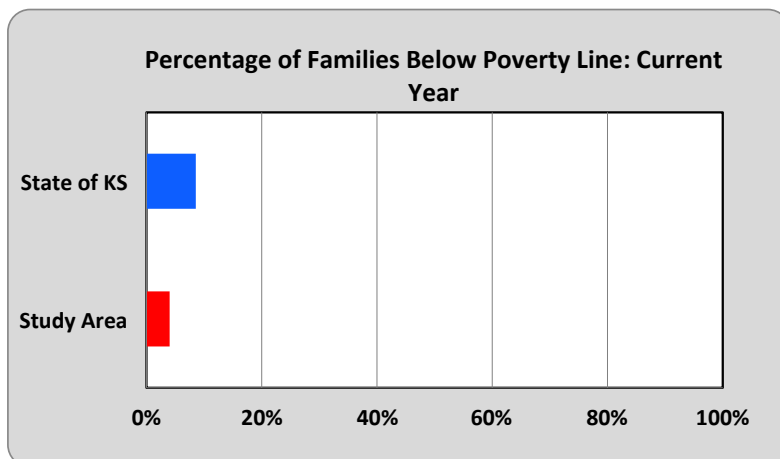
Poverty Level	Pop	Area % Pop	KS % Pop
Above poverty level	61,156	96.0%	91.4%
Below poverty level	2,563	4.0%	8.6%
	63,719	100.0%	100.0%

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.

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.

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.