

The QuickInsite Report

Prepared for: Christian Church of Greater KS City DOC
Study area: 7 mi Around 201 North Bridge Street, Smithville, Missouri 64089, United States

Base State: MO
Current Year Estimate: 2022
5 Year Projection: 2027
10 Year Forecast: 2032
Date: 8/24/2022
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.

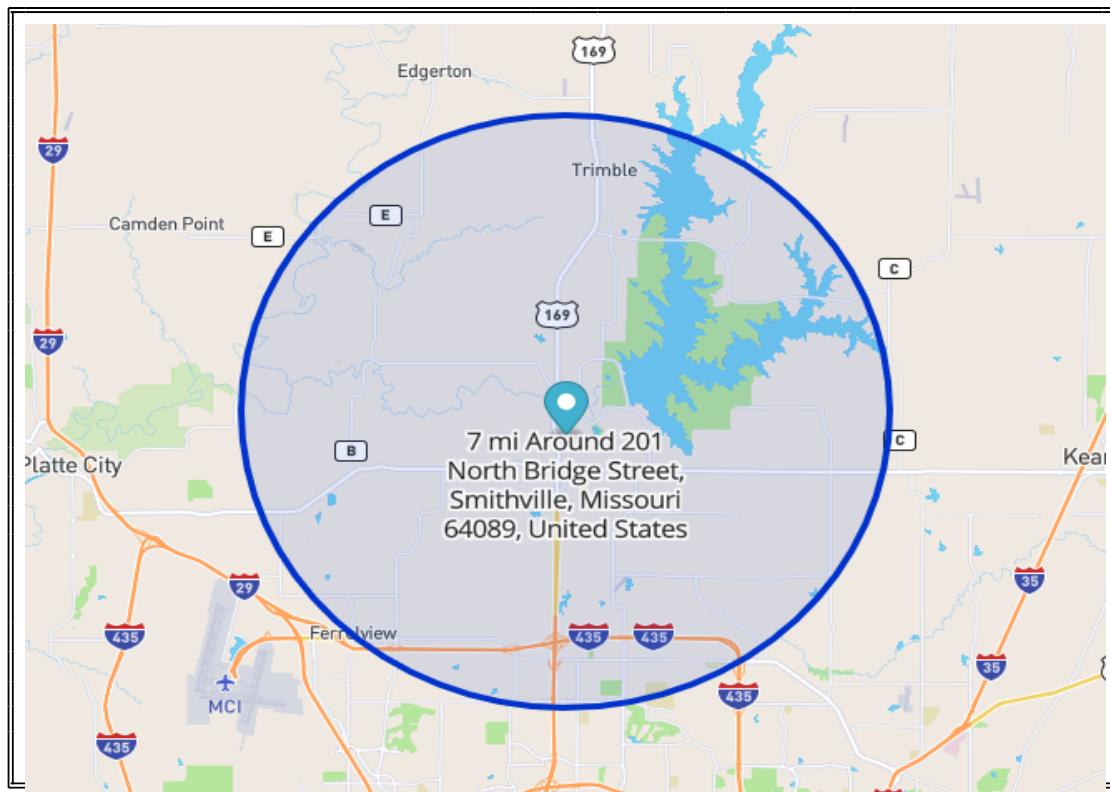
Two Sections

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.

Significant Demographic Indicators of the Study Area's Story

Population Change					
1 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
School Age Change					
2 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
Families with Children					
3 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
Adult Educational Attainment					
4 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
Community Diversity Index					
5 How diverse is the racial/ethnic mix of this area? (See Community Diversity Theme)	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
Median Family Income					
6 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
Poverty					
7 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
Blue to White Collar Occupations					
8 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
Largest Racial/Ethnic Group					
9 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: 7 mi Around 201 North Bridge Street, Smithville, Missouri 64089, United States

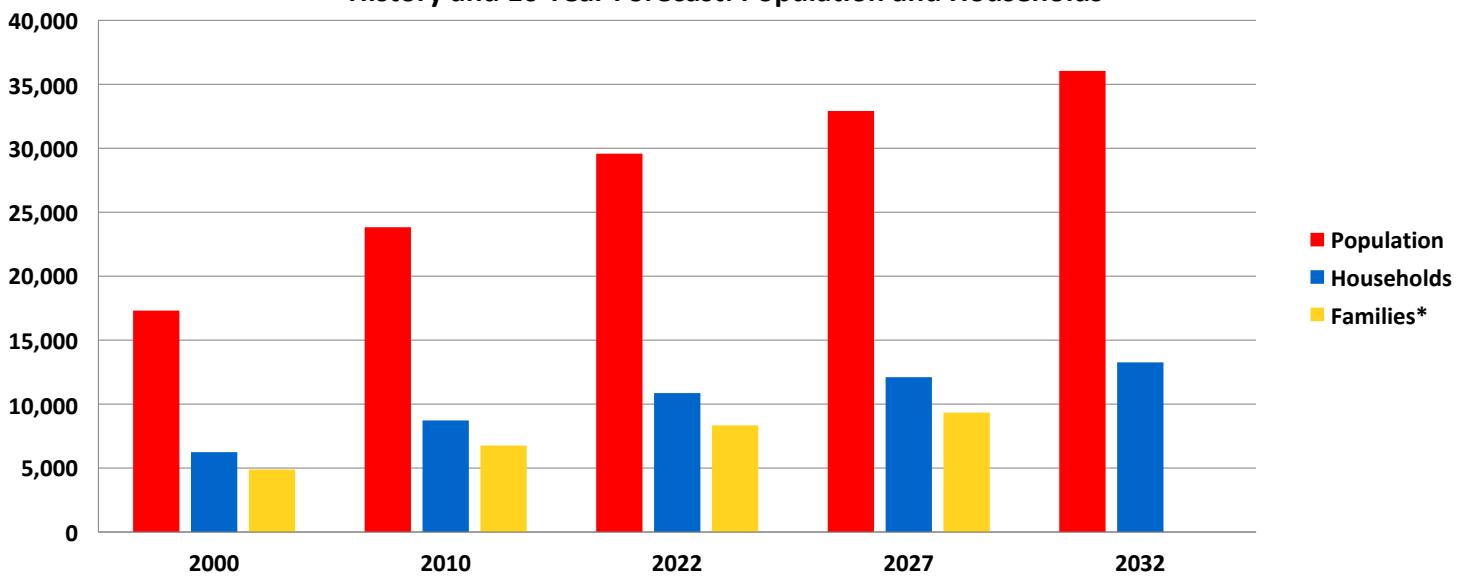
Date: 8/24/2022

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

History and 10 Year Forecast: Population and Households



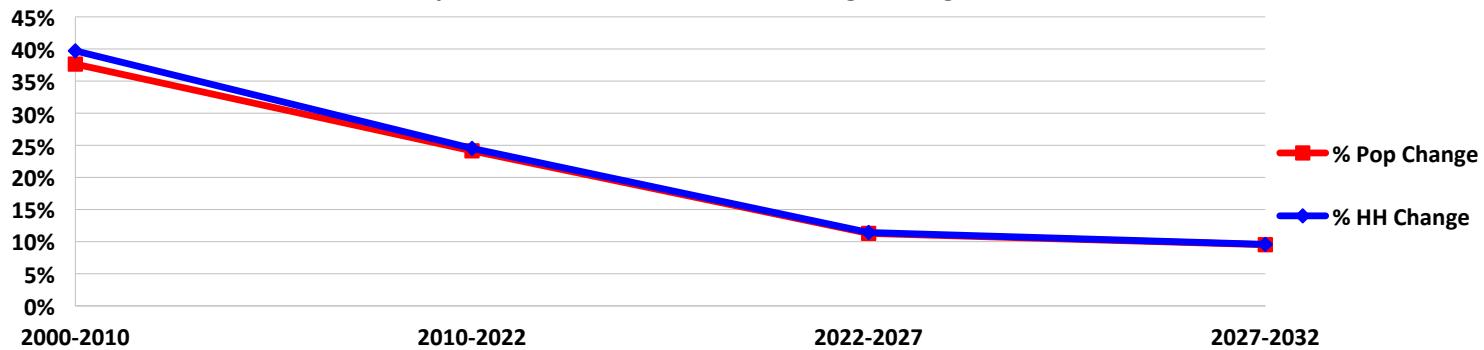
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2022	2027	2032
Population	17,309	23,825	29,576	32,913	36,047
Population Change		6,516	5,751	3,337	3,134
Percent Change		37.6%	24.1%	11.3%	9.5%
Households	6,243	8,722	10,861	12,102	13,261
Households Change		2,479	2,139	1,241	1,159
Percent Change		39.7%	24.5%	11.4%	9.6%
Population / Households	2.77	2.73	2.72	2.72	2.72
Population / Households Change		-0.04	-0.01	-0.00	-0.00
Percent Change		-1.5%	-0.3%	-0.1%	-0.1%
Family Households	4,888	6,762	8,337	9,335	
Family Households Change		1,874	1,575	998	
Percent Change		38.3%	23.3%	12.0%	

Population and Households Theme

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

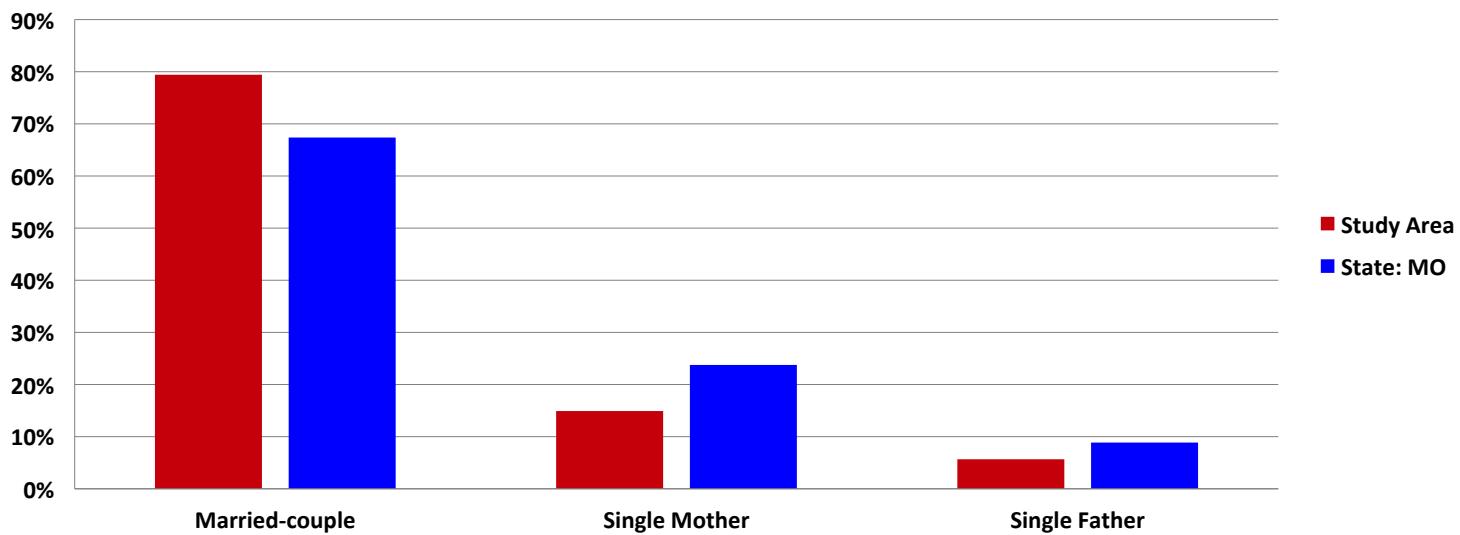
Population and Household Percentage Change



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



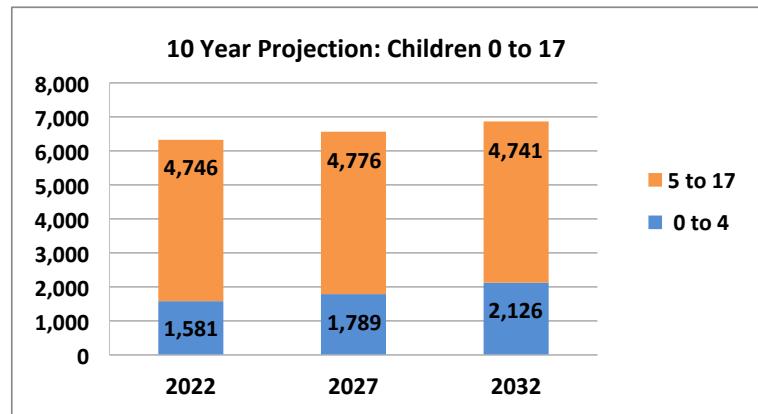
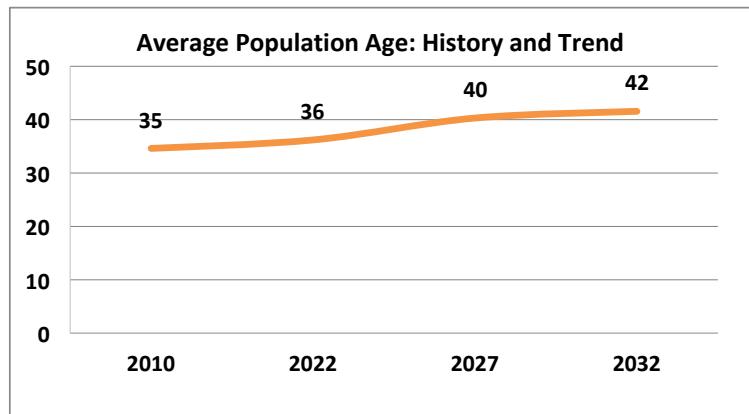
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			Percent of all Hhlds by Year			2010 to 2027 % Change
	2010	2022	2027	2010%	2022%	2027%	
Family: Married-couple	2,748	3,142	3,526	778	78.6%	79.4%	79.3%
Family: Single Mother	492	590	676	184	14.1%	14.9%	15.2%
Family: Single Father	254	224	242	-12	7.3%	5.7%	5.4%
Total:	3,494	3,956	4,444	950	100.0%	100.0%	100.0%

Age Theme

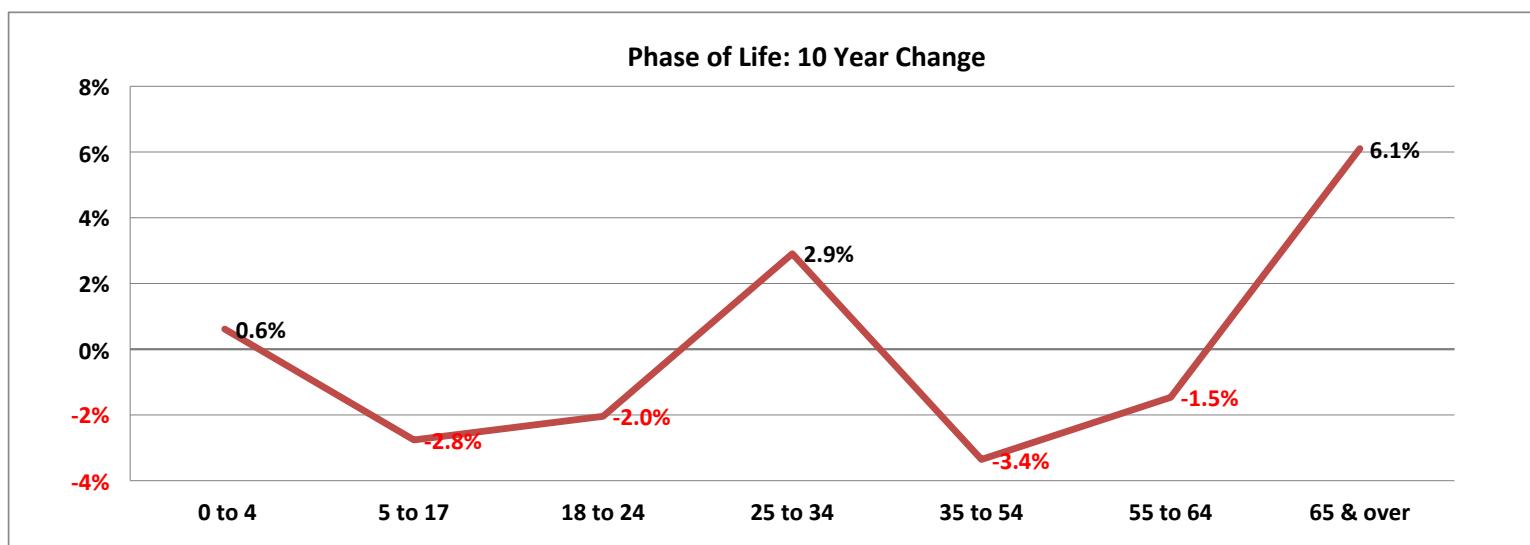
10 Year Average Age and Children 0 to 17 Trends

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.



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	1,643	1,581	1,789	2,126	6.9%	5.3%	5.4%	6.0%
Required Formal Schooling: 5 to 17	4,836	4,746	4,776	4,741	20.3%	16.0%	14.5%	13.3%
College/Career Starts: 18 to 24	1,444	3,116	3,190	3,031	6.1%	10.5%	9.7%	8.5%
Singles & Young Families: 25 to 34	3,002	3,391	4,640	5,128	12.6%	11.5%	14.1%	14.4%
Families & Empty Nesters: 35 to 54	7,726	7,432	7,234	7,770	32.4%	25.1%	22.0%	21.8%
Enrichment Yrs Singles/Cpls: 55 to 64	2,791	4,424	4,745	4,815	11.7%	15.0%	14.4%	13.5%
Retirement Opportunities: 65 & over	2,384	4,886	6,538	8,073	10.0%	16.5%	19.9%	22.6%
Total:	23,826	29,576	32,912	35,684	100.0%	100.0%	100.0%	100.0%

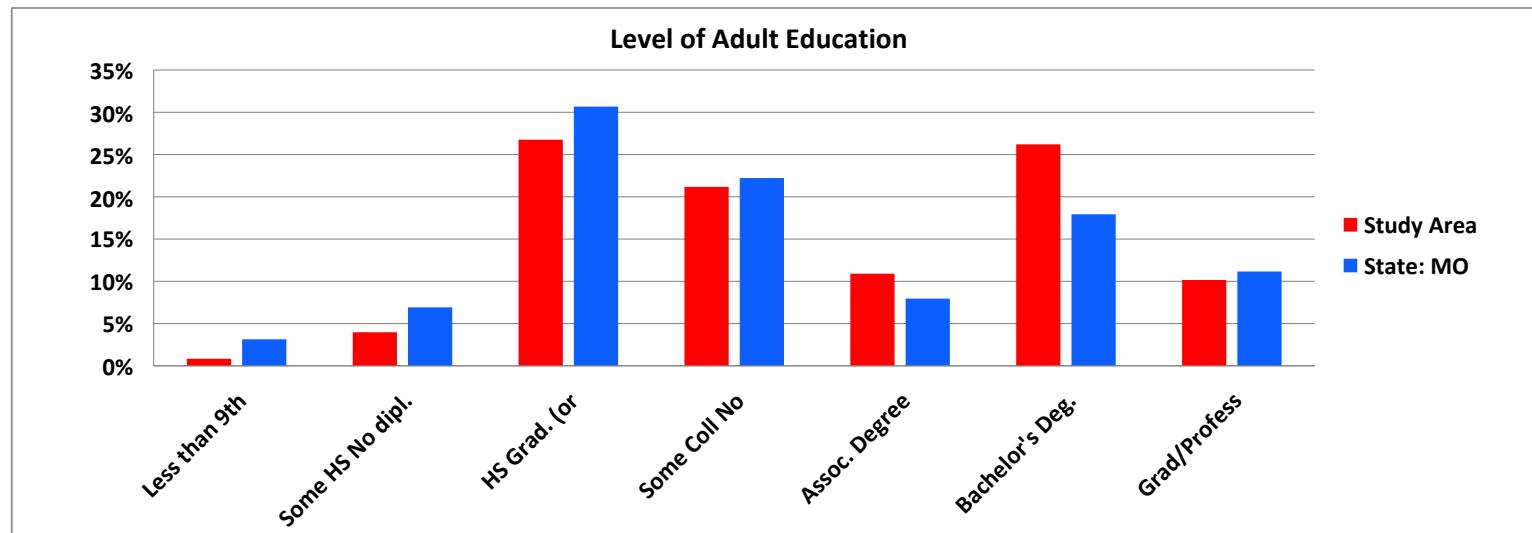
Education and Career Status Theme

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

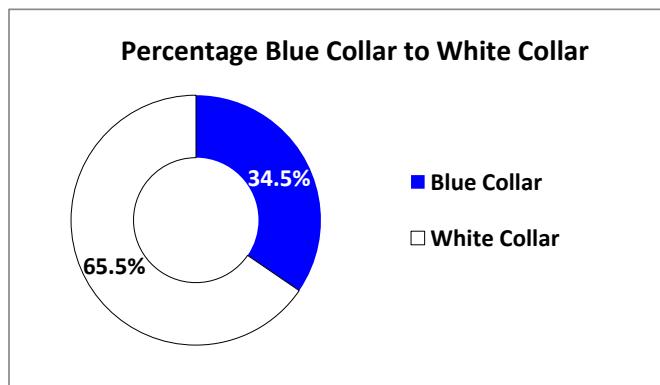
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of MO



Education Level of Adults 18 Years and Older	Actual Hhds by Year		2022 to 2027 Change	Percent of all Hhds by Year		2022 to 2027 % Change
	2022	2027		2022%	2027%	
Less than 9th Grade	169	200	31	0.8%	0.9%	0.0%
Some High School, No diploma	800	912	112	4.0%	3.9%	0.0%
High School Graduate (or GED)	5,387	5,897	510	26.8%	25.5%	-1.3%
Some College, No degree	4,263	4,726	463	21.2%	20.4%	-0.8%
Associate Degree	2,194	2,550	356	10.9%	11.0%	0.1%
Bachelor's Degree	5,275	6,382	1,107	26.2%	27.6%	1.4%
Graduate or Professional school degree	2,044	2,492	448	10.2%	10.8%	0.6%
Total:	20,132	23,159	3,027	100.0%	100.0%	

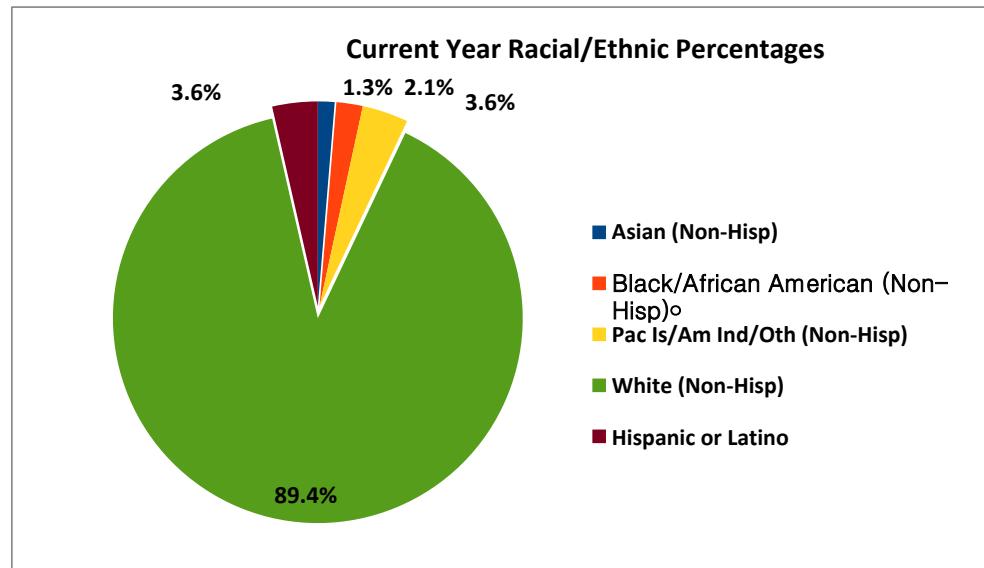
Career Types: Blue Collar and White Collar



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.

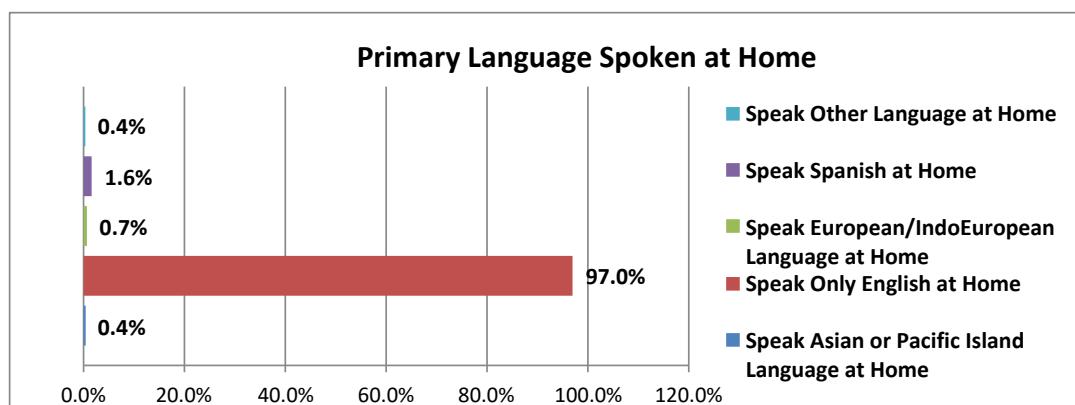
Study Area Racial and Ethnic Diversity



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)	217	389	450	233	0.9%	1.3%	1.4%	0.5%
Black/African American (Non-Hisp)	400	615	691	291	1.7%	2.1%	2.1%	0.4%
White (Non-Hisp)	21,832	26,439	29,284	7,452	91.6%	89.4%	89.0%	-2.7%
Hispanic or Latino	890	1,059	1,213	323	3.7%	3.6%	3.7%	0.0%
Pac Is/Am Ind/Oth (Non-Hisp)	487	1,075	1,274	787	2.0%	3.6%	3.9%	1.8%
Total:	23,826	29,577	32,912	9,086	100.0%	100.0%	100.0%	



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



- F22 Promising Families - Fast Track Couples
- C14 Booming with Confidence - Boomers and Boomerangs
- D15 Suburban Style - Sport Utility Families
- C11 Booming with Confidence - Sophisticated City Dwellers
- B08 Flourishing Families - Babies and Bliss
- E21 Thriving Boomers - Unspoiled Splendor
- J34 Autumn Years - Suburban Sophisticates
- A04 Power Elite - Picture Perfect Families
- I30 Family Union - Potlucks and the Great Outdoors
- O51 Singles and Starters - Digitally Savvy

Mosaic	Study Area	State	Comparative Index
F22 Promising Families - Fast Track Couples	1,279	12.0%	57,154
C14 Booming with Confidence - Boomers and Boomerangs	1,230	11.5%	53,520
D15 Suburban Style - Sport Utility Families	795	7.4%	48,134
C11 Booming with Confidence - Sophisticated City Dwellers	788	7.4%	76,241
B08 Flourishing Families - Babies and Bliss	733	6.9%	31,775
E21 Thriving Boomers - Unspoiled Splendor	679	6.3%	88,318
J34 Autumn Years - Suburban Sophisticates	483	4.5%	90,917
A04 Power Elite - Picture Perfect Families	425	4.0%	42,317
I30 Family Union - Potlucks and the Great Outdoors	382	3.6%	91,057
O51 Singles and Starters - Digitally Savvy	372	3.5%	117,282
	7,166	696,715	

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](#)

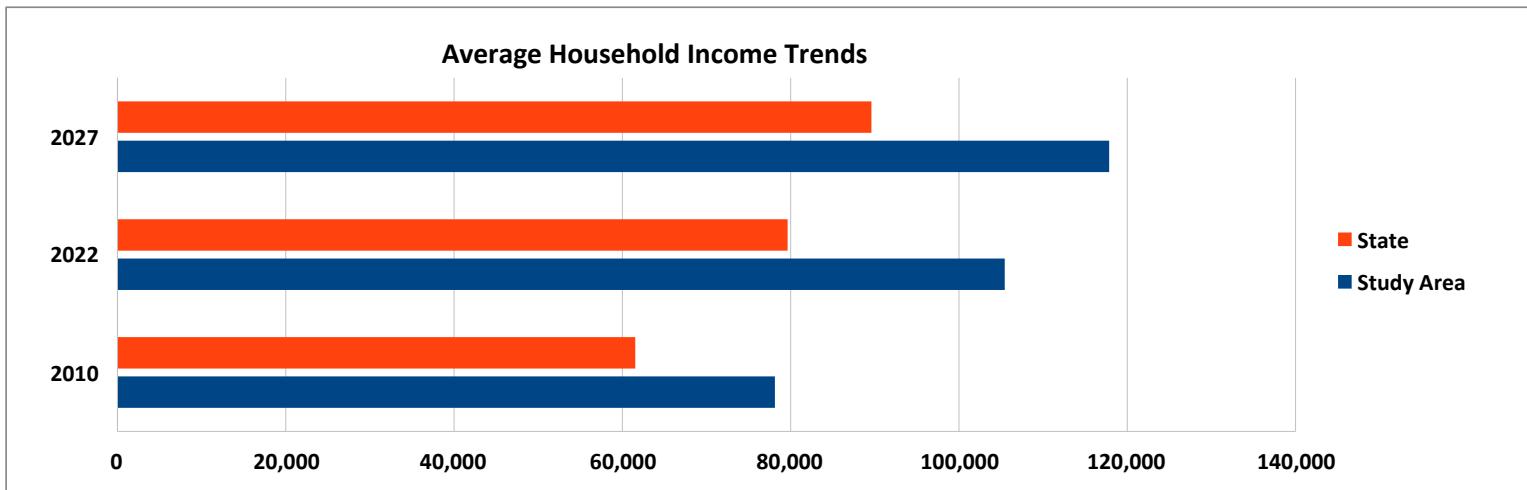
Faith based clients: To access the Mosaic application guide click on:

[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.

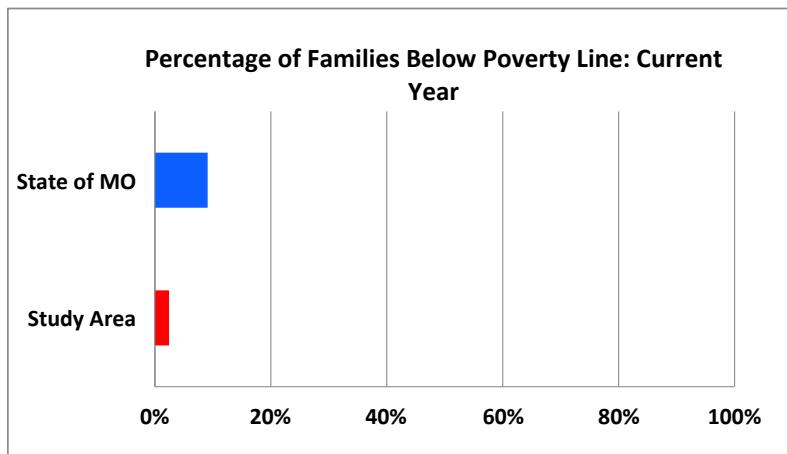
Household Income



Income Trends: Households and Families

	2010	2022	2027	2010 to 2027 Change
Average Household Income	78,128	105,440	117,850	39,721
Median Household Income	72,146	90,532	99,912	27,766
Per Capita Income	28,602	38,720	43,333	14731
Median Family Income		98,083	98,053	30

Poverty



Poverty Level	Pop	Area % Pop	MO % Pop
Above poverty level	8,134	97.6%	90.9%
Below poverty level	203	2.4%	9.1%
	8,337	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.