

The QuickInsite Report

Prepared for: Christian Church of Greater KS City DOC
Study area: Geography: Cities - Gladstone (MO)

Base State: MO
Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Forecast: 2029
Date: 10/29/2020
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.

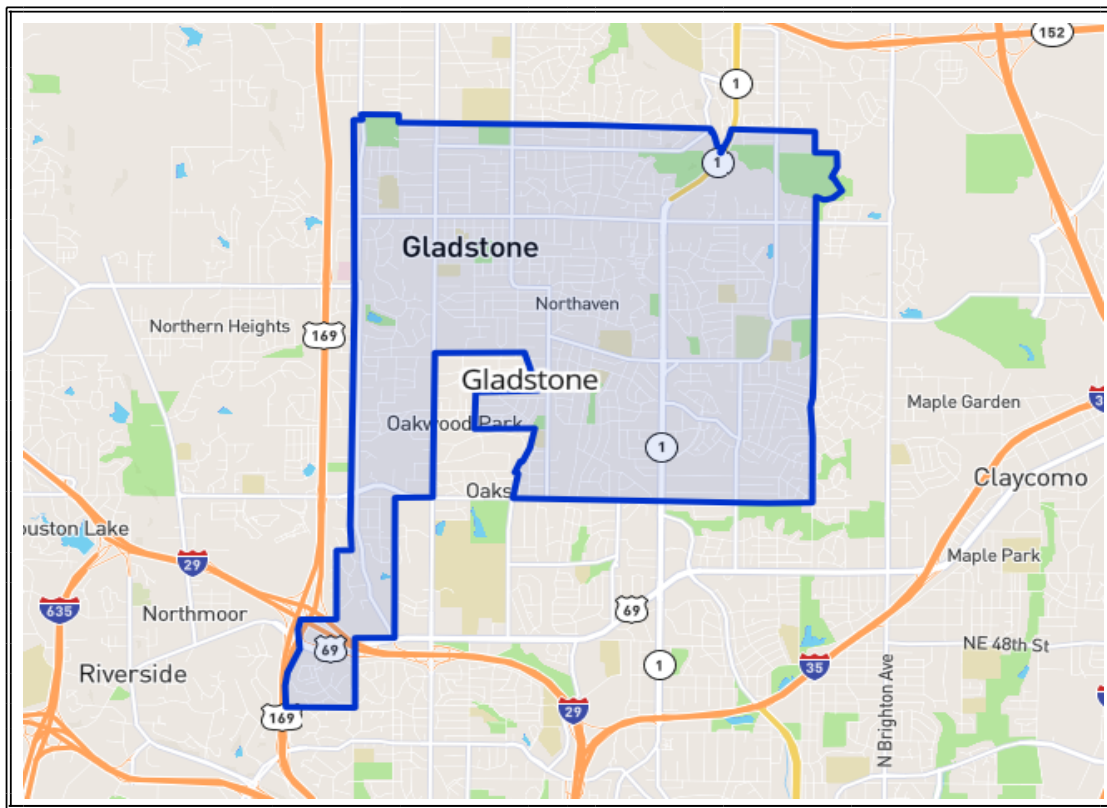
Two Sections

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.

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	Homogeneous	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

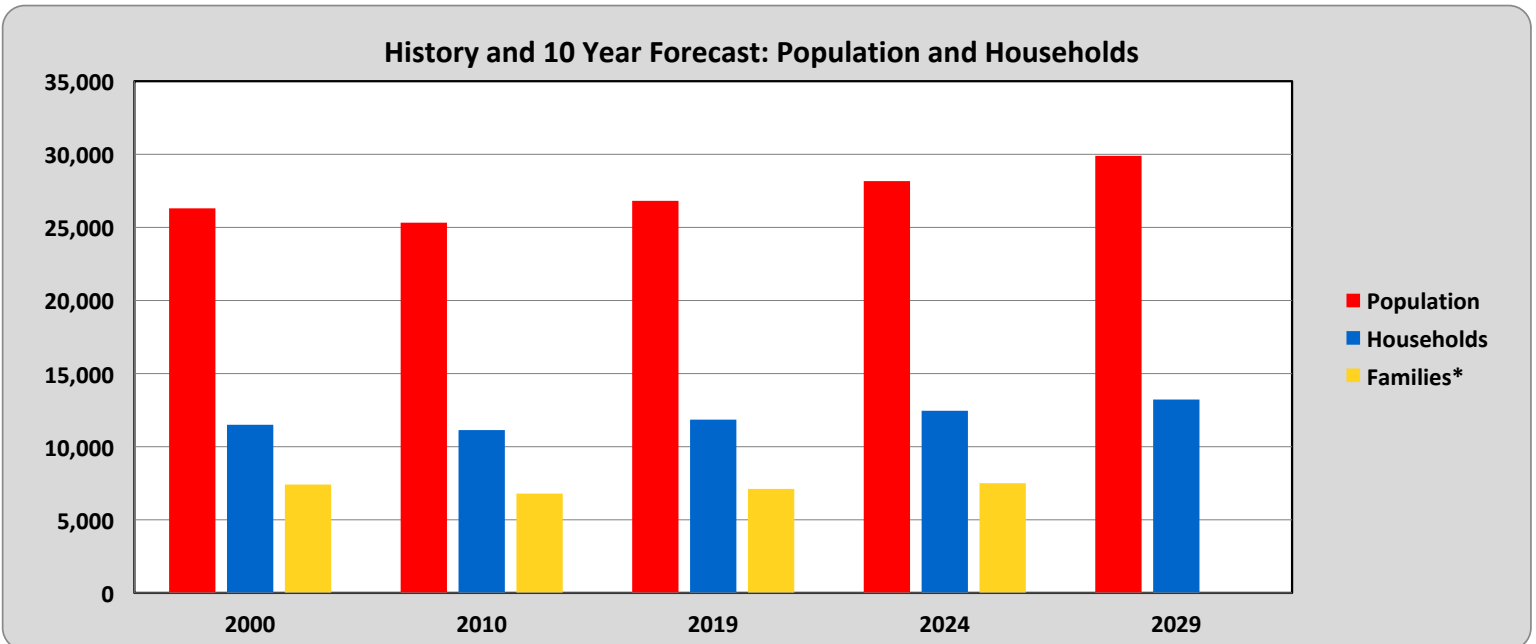
Study area: Geography: Cities - Gladstone (MO)

Date: 10/29/2020

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

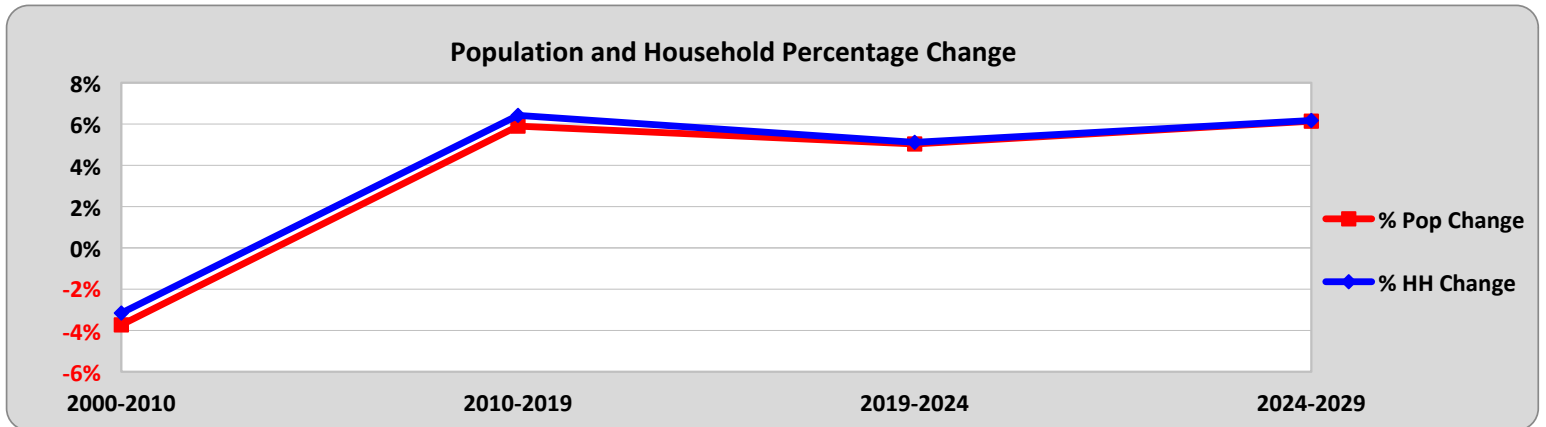


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2019	2024	2029
Population	26,304	25,323	26,817	28,167	29,896
Population Change		-981	1,494	1,350	1,729
Percent Change		-3.7%	5.9%	5.0%	6.1%
Households	11,500	11,137	11,852	12,458	13,227
Households Change		-363	715	606	0
Percent Change		-3.2%	6.4%	5.1%	0.0%
Population / Households	2.29	2.27	2.26	2.26	2.26
Population / Households Change		-0.01	-0.01	-0.00	-0.00
Percent Change		-0.6%	-0.5%	-0.1%	0.0%
Family Households	7,411	6,793	7,114	7,503	
Family Households Change		-618	321	389	
Percent Change		-8.3%	4.7%	5.5%	

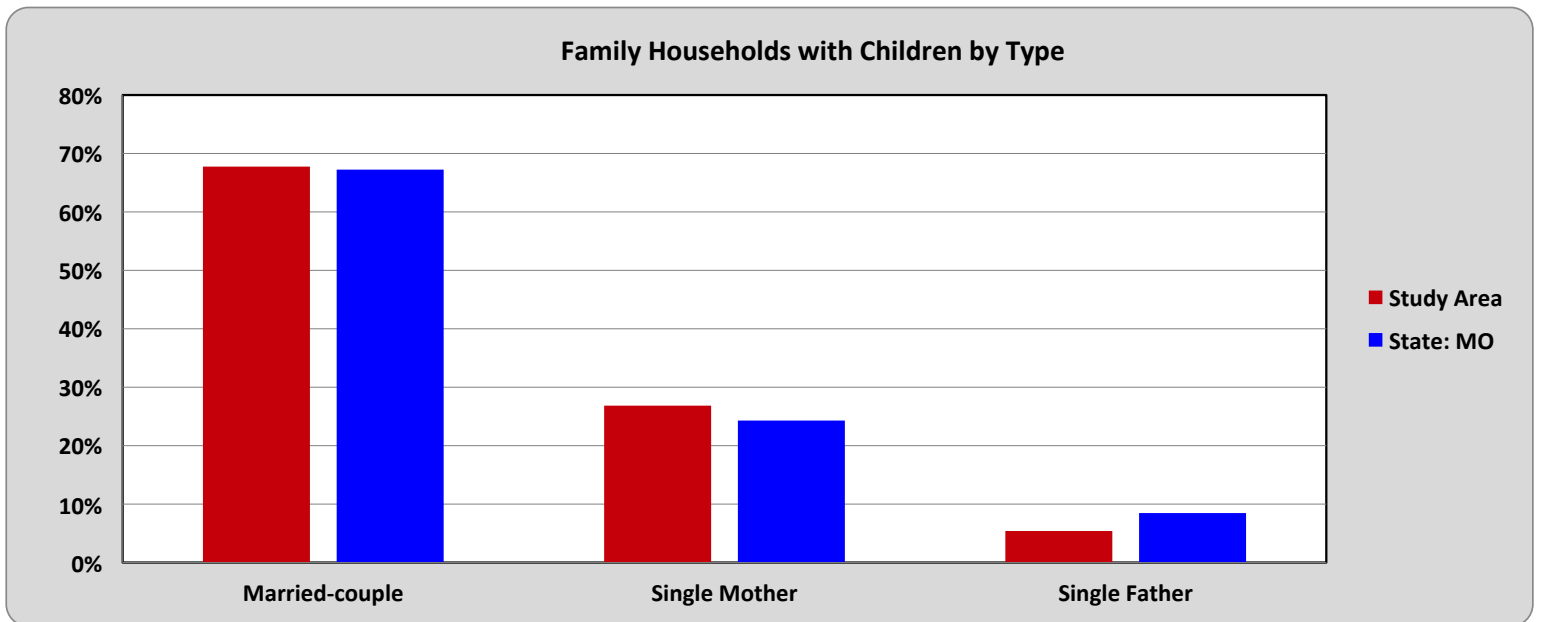
Population and Households Theme

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.



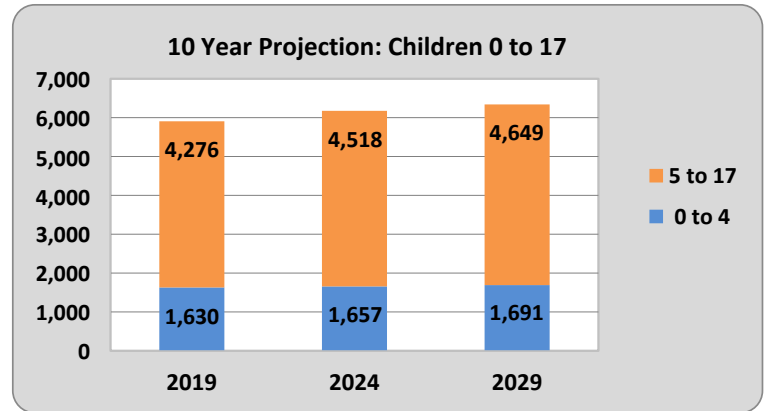
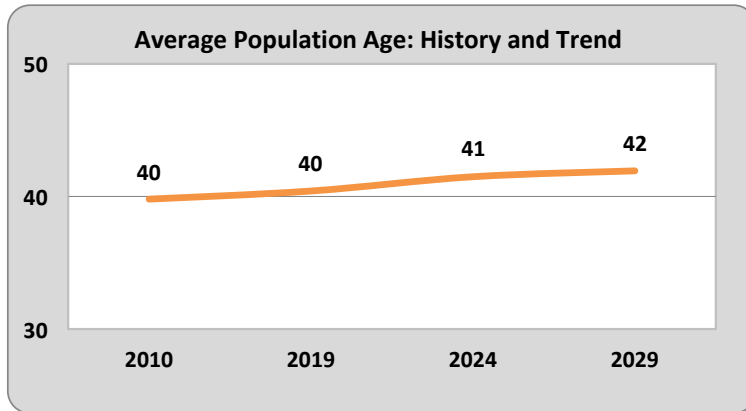
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2024 % Change	Percent of all Hhlds by Year			2010 to 2024 % Change
	2010	2019	2024		2010%	2019%	2024%	
Family: Married-couple	1,783	1,744	1,849	66	60.5%	67.8%	68.0%	7.5%
Family: Single Mother	863	691	722	-141	29.3%	26.8%	26.6%	-2.7%
Family: Single Father	300	139	147	-153	10.2%	5.4%	5.4%	-4.8%
Total:	2,946	2,574	2,718	-228	100.0%	100.0%	100.0%	

Age Theme

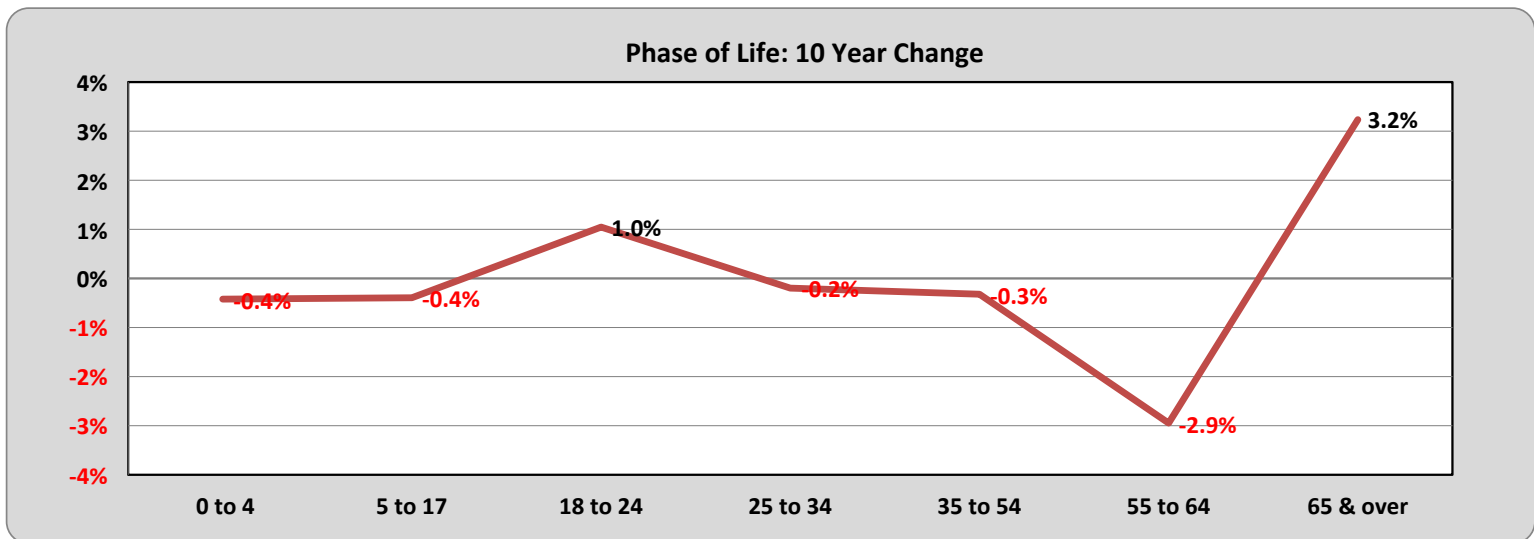
10 Year Average Age and Children 0 to 17 Trends

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	2019	2024	2029	2010%	2019%	2024%	2029%
Before Formal Schooling: 0 to 4	1,638	1,630	1,657	1,691	6.5%	6.1%	5.9%	5.7%
Required Formal Schooling: 5 to 17	3,775	4,276	4,518	4,649	14.9%	15.9%	16.0%	15.6%
College/Career Starts: 18 to 24	2,036	2,094	2,286	2,647	8.0%	7.8%	8.1%	8.9%
Singles & Young Families: 25 to 34	3,262	3,120	3,167	3,419	12.9%	11.6%	11.2%	11.4%
Families & Empty Nesters: 35 to 54	6,764	6,538	6,822	7,192	26.7%	24.4%	24.2%	24.1%
Enrichment Yrs Singles/Cpls: 55 to 64	3,448	3,792	3,502	3,346	13.6%	14.1%	12.4%	11.2%
Retirement Opportunities: 65 & over	4,400	5,368	6,215	6,951	17.4%	20.0%	22.1%	23.3%
Total:	25,323	26,818	28,167	29,895	100.0%	100.0%	100.0%	100.0%

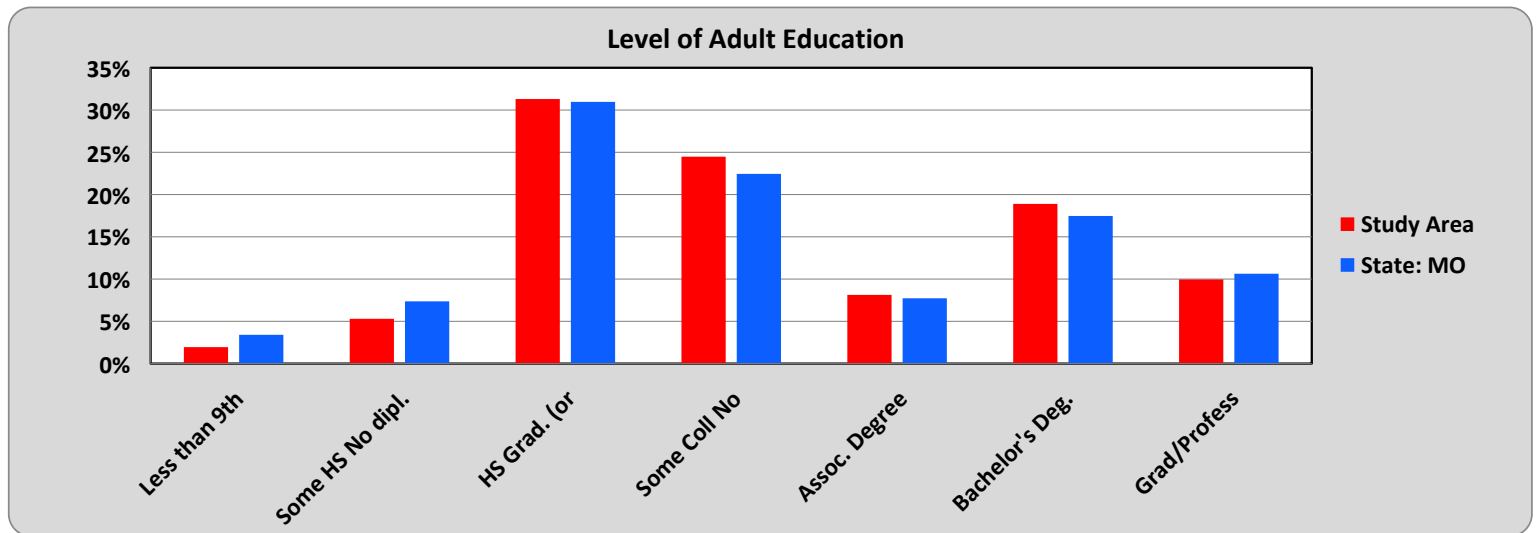
Education and Career Status Theme

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

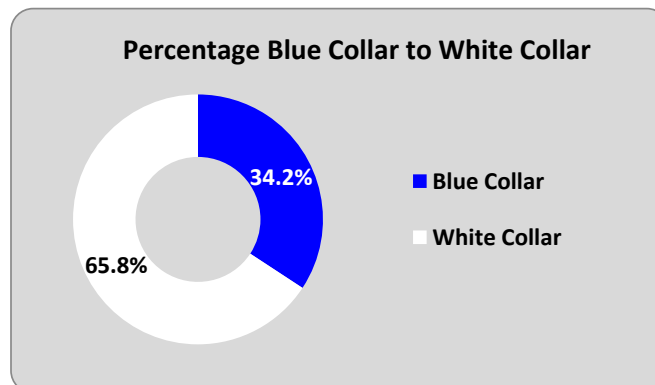
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of MO



Education Level of Adults 18 Years and Older	Actual 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	366	368	2	1.9%	1.9%	0.0%
Some High School, No diploma	997	989	-8	5.3%	5.2%	-0.1%
High School Graduate (or GED)	5,890	5,912	22	31.3%	31.1%	-0.2%
Some College, No degree	4,606	4,570	-36	24.5%	24.1%	-0.4%
Associate Degree	1,529	1,561	32	8.1%	8.2%	0.1%
Bachelor's Degree	3,555	3,637	82	18.9%	19.2%	0.3%
Graduate or Professional school degree	1,873	1,950	77	10.0%	10.3%	0.3%
Total:	18,816	18,987	171	100.0%	100.0%	

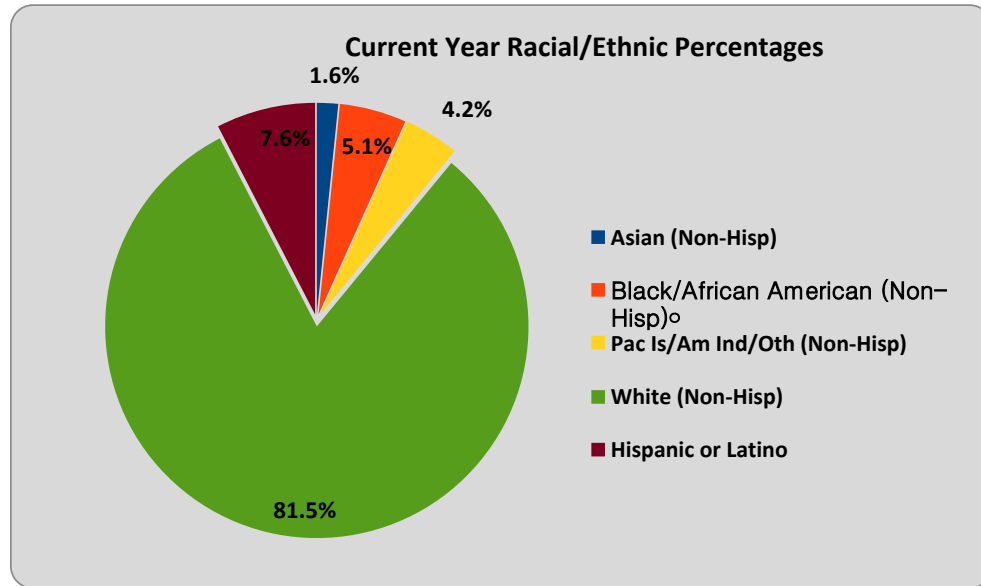
Career Types: Blue Collar and White Collar



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.

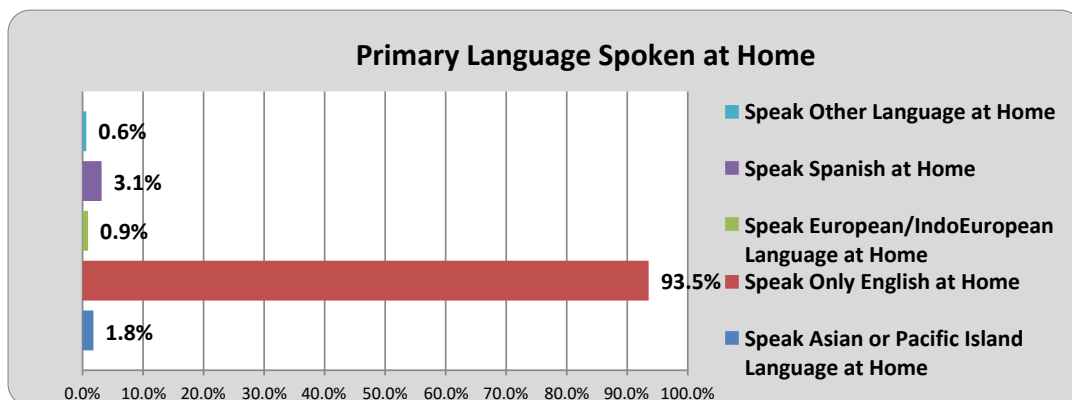
Study Area Racial and Ethnic Diversity



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 2024 Change	Percent of all Pop by Year			2010 to 2024 % Change
	2010	2019	2024		2010%	2019%	2024%	
Asian (Non-Hisp)	442	434	457	15	1.7%	1.6%	1.6%	-0.1%
Black/African American (Non-Hisp)	1,350	1,370	1,438	88	5.3%	5.1%	5.1%	-0.2%
White (Non-Hisp)	20,676	21,844	22,825	2,149	81.6%	81.5%	81.0%	-0.6%
Hispanic or Latino	1,866	2,033	2,168	302	7.4%	7.6%	7.7%	0.3%
Pac Is/Am Ind/Oth (Non-Hisp)	989	1,136	1,279	290	3.9%	4.2%	4.5%	0.6%
Total:	25,323	26,817	28,167	2,844	100.0%	100.0%	100.0%	

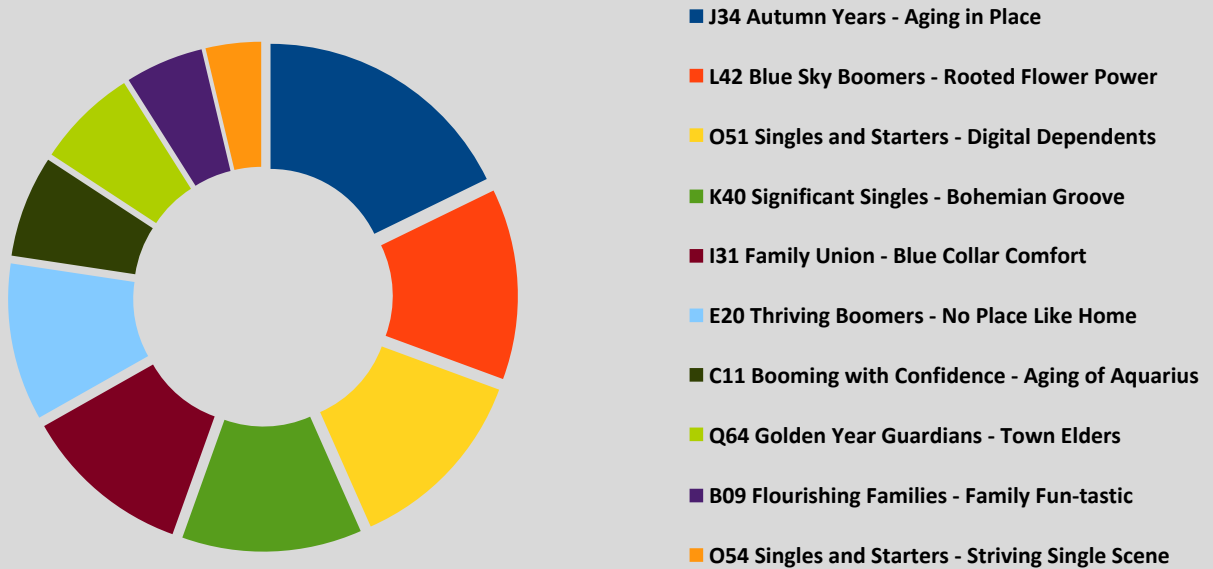


Community Diversity Theme

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



Mosaic	Study Area		State		Comparative Index
J34 Autumn Years - Aging in Place	1,549	13.1%	93,380	3.8%	345
L42 Blue Sky Boomers - Rooted Flower Power	1,118	9.4%	66,291	2.7%	351
O51 Singles and Starters - Digital Dependents	1,111	9.4%	117,330	4.8%	197
K40 Significant Singles - Bohemian Groove	1,054	8.9%	43,921	1.8%	500
I31 Family Union - Blue Collar Comfort	988	8.3%	48,873	2.0%	421
E20 Thriving Boomers - No Place Like Home	921	7.8%	76,808	3.1%	250
C11 Booming with Confidence - Aging of Aquarius	596	5.0%	77,874	3.2%	159
Q64 Golden Year Guardians - Town Elders	592	5.0%	132,992	5.4%	93
B09 Flourishing Families - Family Fun-tastic	458	3.9%	42,161	1.7%	226
O54 Singles and Starters - Striving Single Scene	324	2.7%	51,722	2.1%	130
	8,711		751,352		

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:

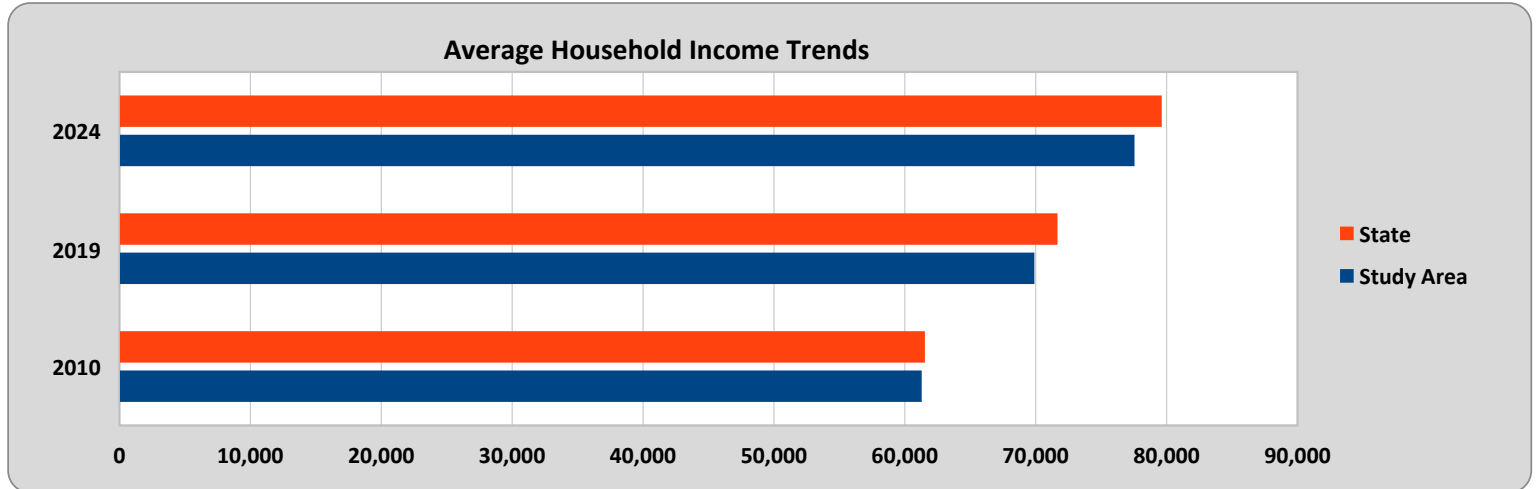
[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)

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.

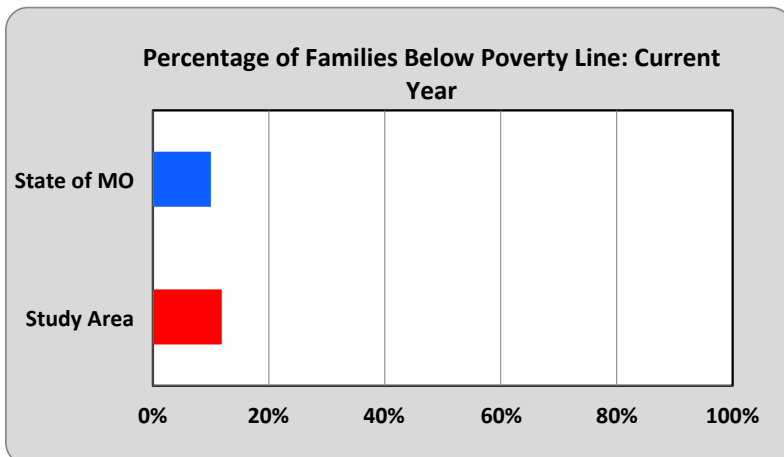
Household Income



Income Trends: Households and Families

	2010	2019	2024	2010 to 2024 Change
Average Household Income	61,286	69,895	77,544	16,258
Median Household Income	51,381	56,412	62,170	10,789
Per Capita Income	26,954	30,891	34,297	7343
Median Family Income		66,082	65,613	469

Poverty



Poverty Level	Pop	Area % Pop	MO % Pop
Above poverty level	6,270	88.1%	90.0%
Below poverty level	845	11.9%	10.0%
	7,115	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 QuickInsight 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 MissionInsight website.

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 MissionInsight at misupport@missioninsight.com.

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