The QuickInsite Report

Prepared for:	Christian Church of Greater KS City DOC
Study area:	Polygon Around 540 Washington Street, Weston, Missouri 64098, United States

Base State:	KS,MO
Current Year Estimate:	2018
5 Year Projection:	2023
10 Year Forecast:	2028
Date:	6/11/2019
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
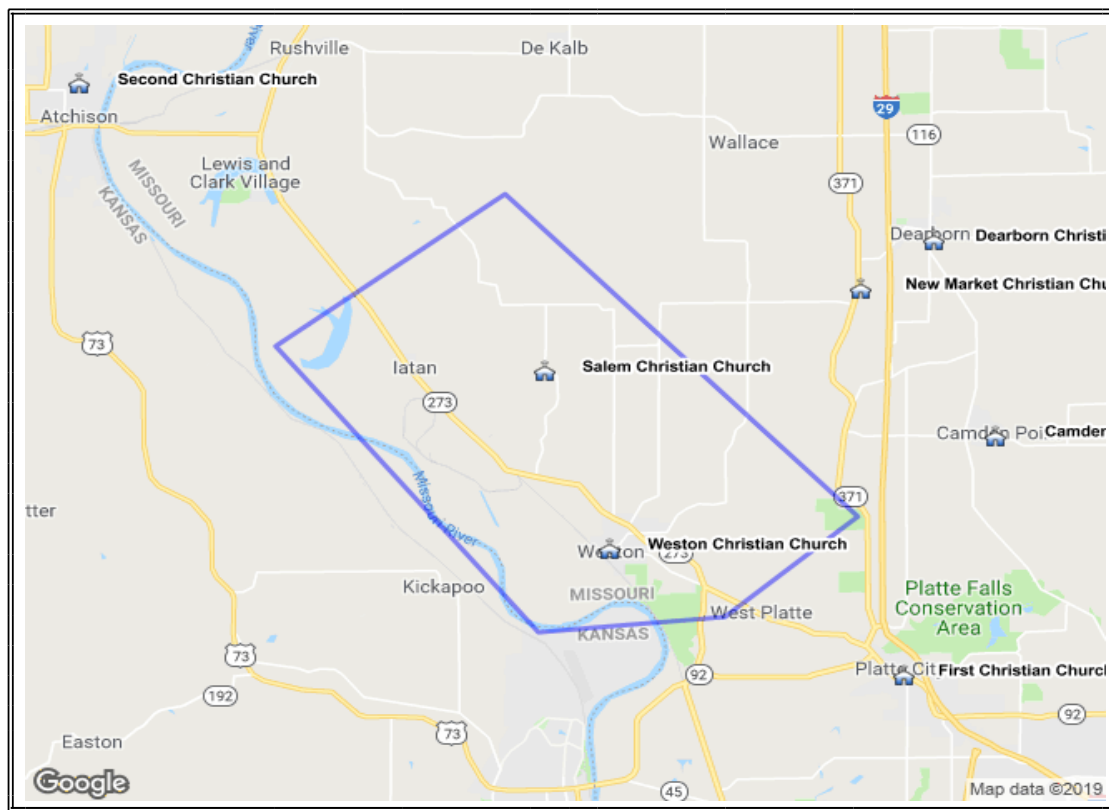
More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

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: Polygon Around 540 Washington Street, Weston, Missouri 64098, United State   Date: 6/11/2019

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.
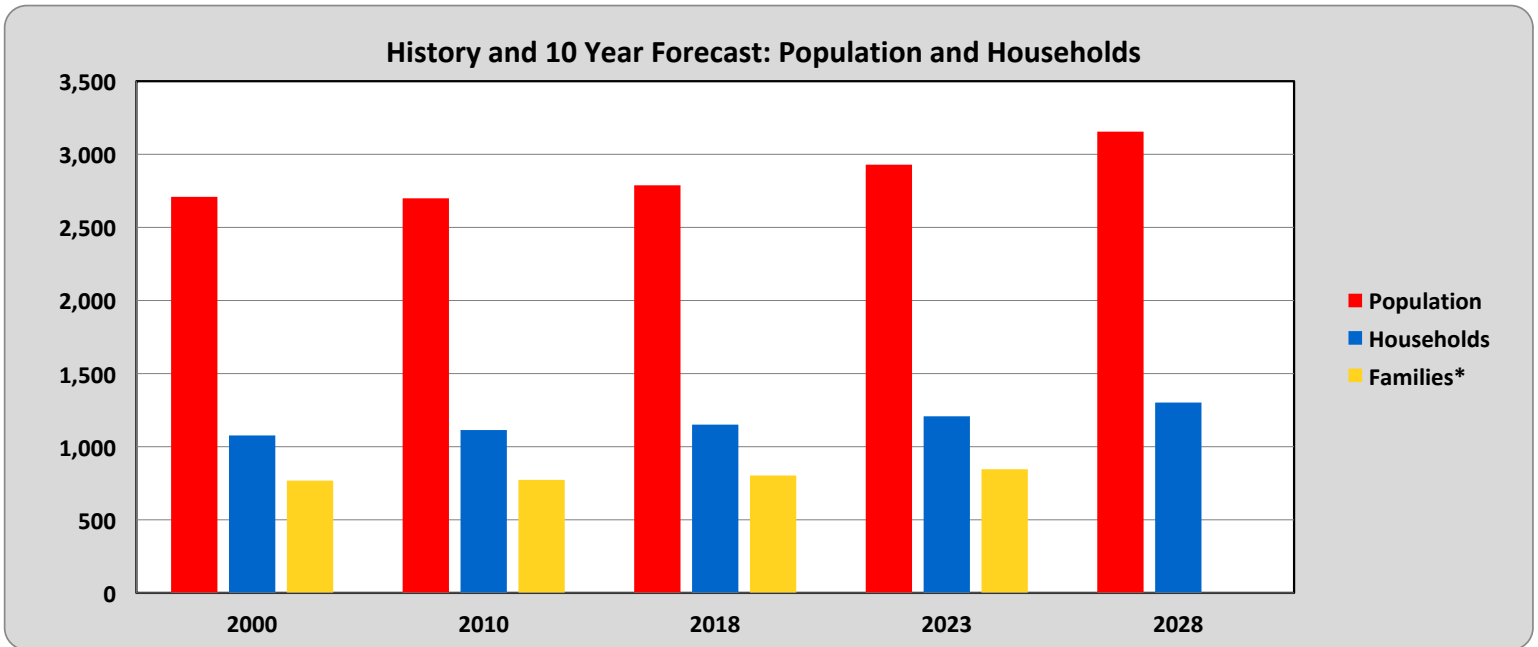
Population, Households & Families					
	2000	2010	2018	2023	2028
Population	2,709	2,699	2,788	2,929	3,155
Population Change		-10	89	141	226
Percent Change		-0.4%	3.3%	5.1%	7.7%
Households	1,077	1,114	1,151	1,208	1,302
Households Change		37	37	57	0
Percent Change		3.4%	3.3%	5.0%	0.0%
Population / Households	2.52	2.42	2.42	2.42	2.42
Population / Households Change		-0.09	-0.00	0.00	-0.00
Percent Change		-3.7%	0.0%	0.1%	-0.1%
Family Households	768	773	803	846	
Family Households Change		5	30	43	
Percent Change		0.7%	3.9%	5.4%	

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

Population and Household Percentage Change
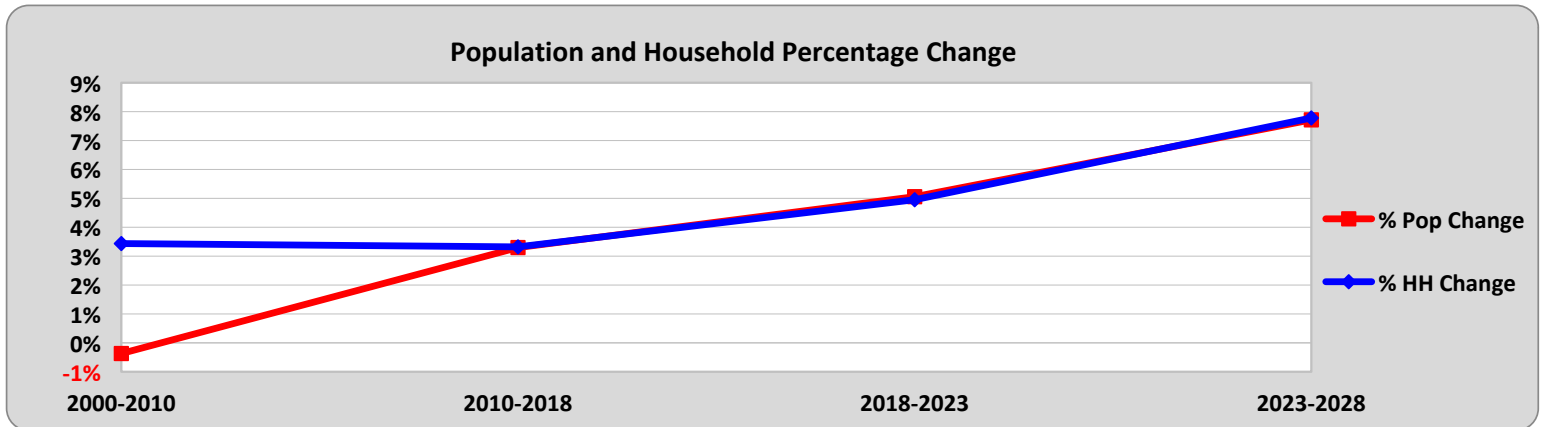
Family Households

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.
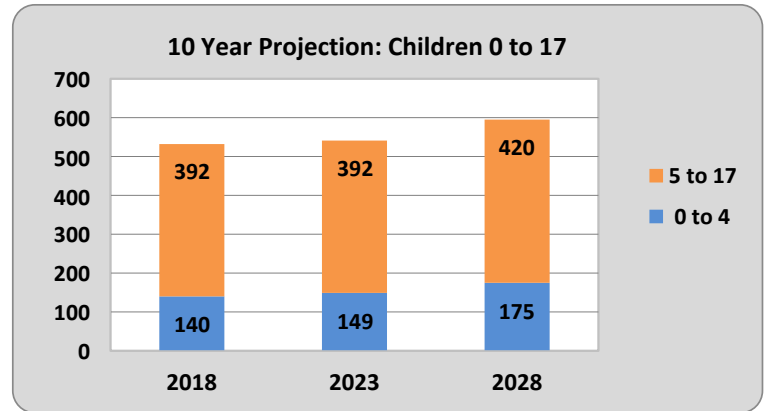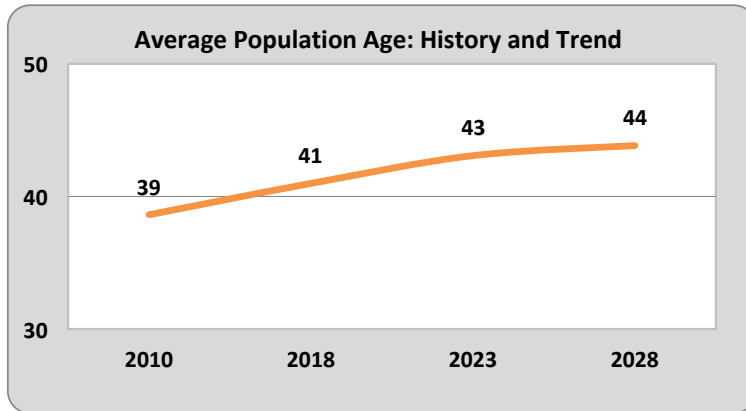

Family Households with Children by Type
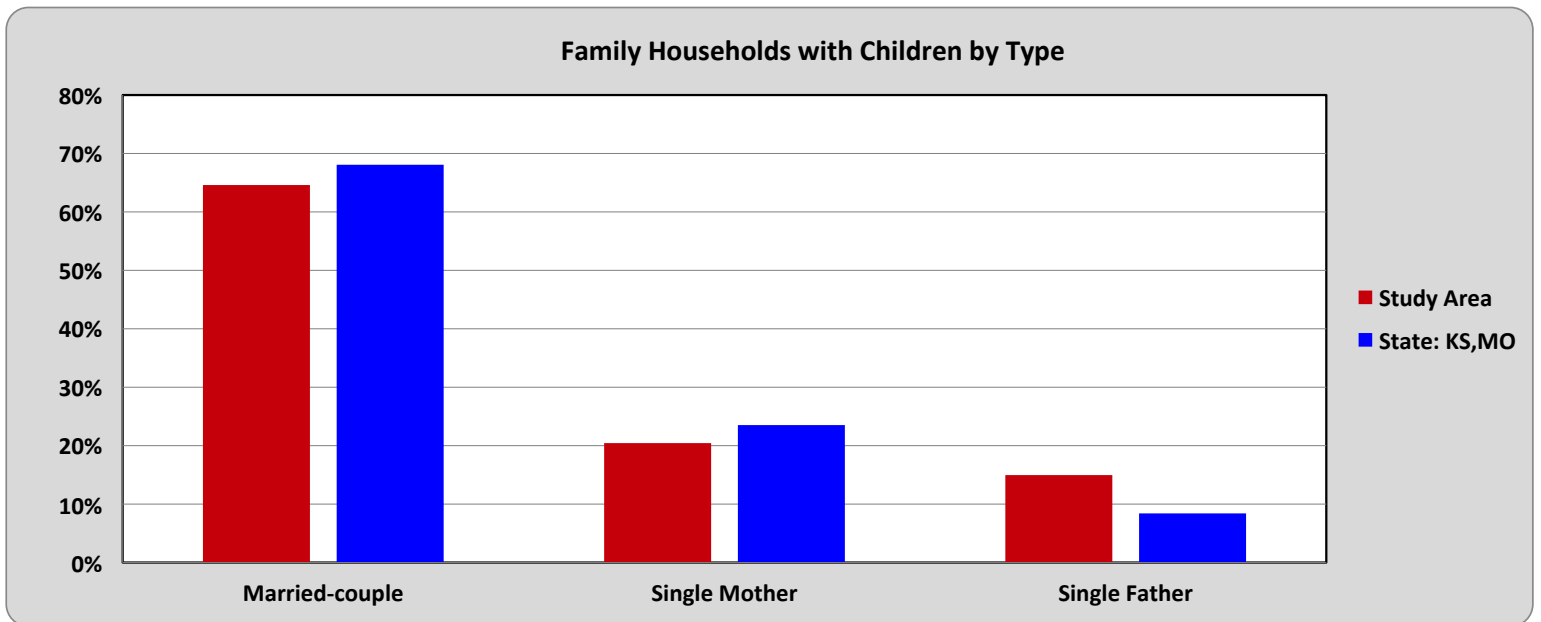
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

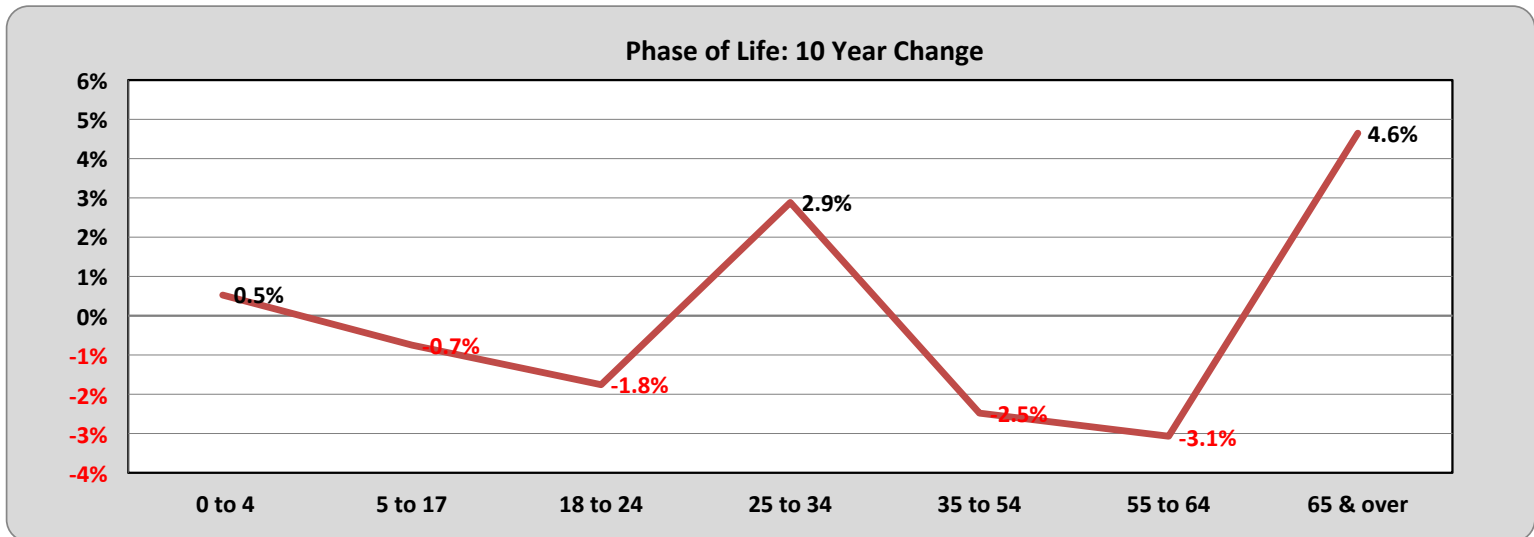| Households with Children	Actual Hhlds by Year			2010 to 2023 Change	Percent of all Hhlds by Year			2010 to 2023 % Change
	2010	2018	2023		2010%	2018%	2023%	
Family: Married-couple	239	177	162	-77	71.6%	64.6%	60.9%	-10.7%
Family: Single Mother	64	56	59	-5	19.2%	20.4%	22.2%	3.0%
Family: Single Father	31	41	45	14	9.3%	15.0%	16.9%	7.6%
Total:	**334**	**274**	**266**	**-68**	**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	39
2018	41
2023	43
2028	44

10 Year Projection: Children 0 to 17

Year	0 to 4	5 to 17
2018	140	392
2023	149	392
2028	175	420

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	0.5%
5 to 17	-0.7%
18 to 24	-1.8%
25 to 34	2.9%
35 to 54	-2.5%
55 to 64	-3.1%
65 & over	4.6%

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	138	140	149	175	5.1%	5.0%	5.1%	5.5%
Required Formal Schooling: 5 to 17	468	392	392	420	17.3%	14.1%	13.4%	13.3%
College/Career Starts: 18 to 24	170	269	256	249	6.3%	9.7%	8.7%	7.9%
Singles & Young Families: 25 to 34	275	289	387	418	10.2%	10.4%	13.2%	13.3%
Families & Empty Nesters: 35 to 54	778	655	601	663	28.8%	23.5%	20.5%	21.0%
Enrichment Yrs Singles/Cpls: 55 to 64	430	439	429	400	15.9%	15.8%	14.7%	12.7%
Retirement Opportunities: 65 & over	439	603	714	829	16.3%	21.6%	24.4%	26.3%
Total:	**2,698**	**2,787**	**2,928**	**3,154**	**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)
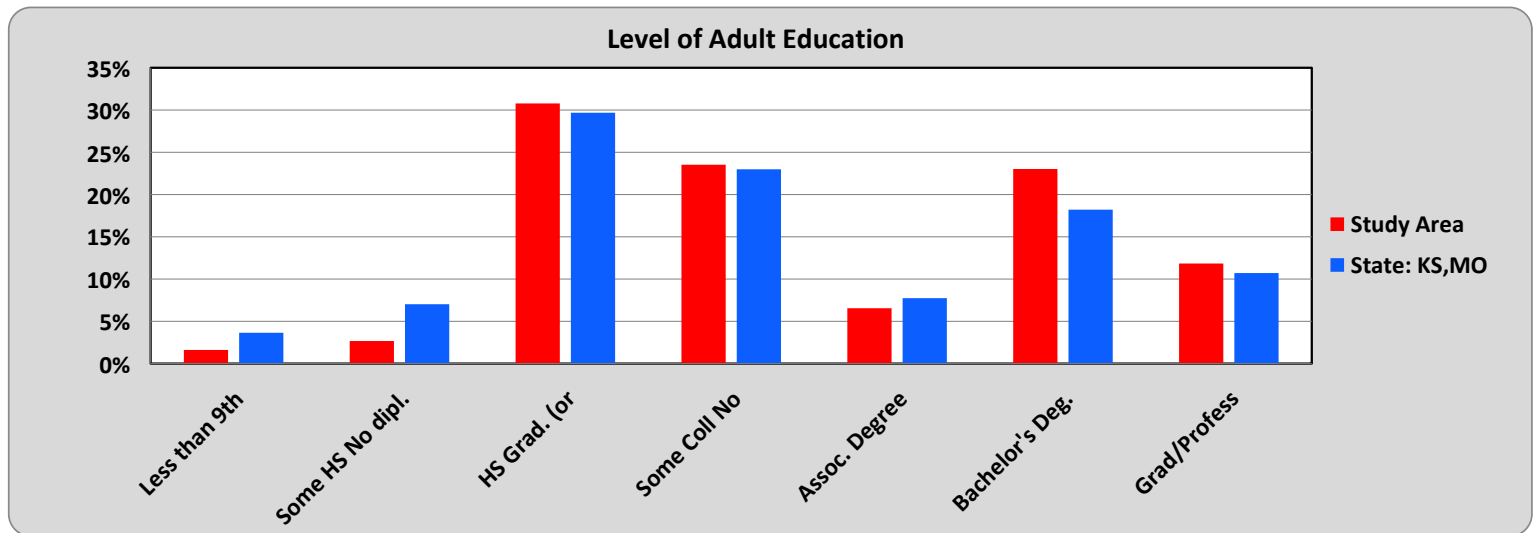
Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2018 to 2023 Change	Percent of all Hhlds by Year		2018 to 2023 % Change
	2018	2023		2018%	2023%	
Less than 9th Grade	32	34	2	1.6%	1.6%	0.0%
Some High School, No diploma	53	58	5	2.7%	2.7%	0.1%
High School Graduate (or GED)	611	655	44	30.8%	30.7%	-0.1%
Some College, No degree	467	502	35	23.5%	23.5%	0.0%
Associate Degree	130	139	9	6.5%	6.5%	0.0%
Bachelor's Degree	457	491	34	23.0%	23.0%	0.0%
Graduate or Professional school degree	235	253	18	11.8%	11.9%	0.0%
Total:	**1,985**	**2,132**	**147**	**100.0%**	**100.0%**	

Career Types: Blue Collar and White Collar

Percentage Blue Collar to White Collar

Blue Collar: 38.5%
White Collar: 61.5%
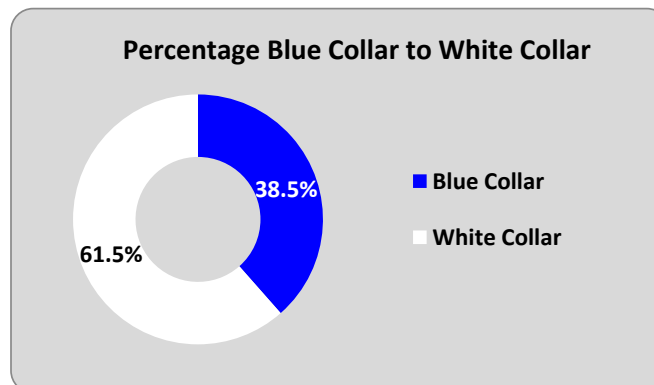
The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.
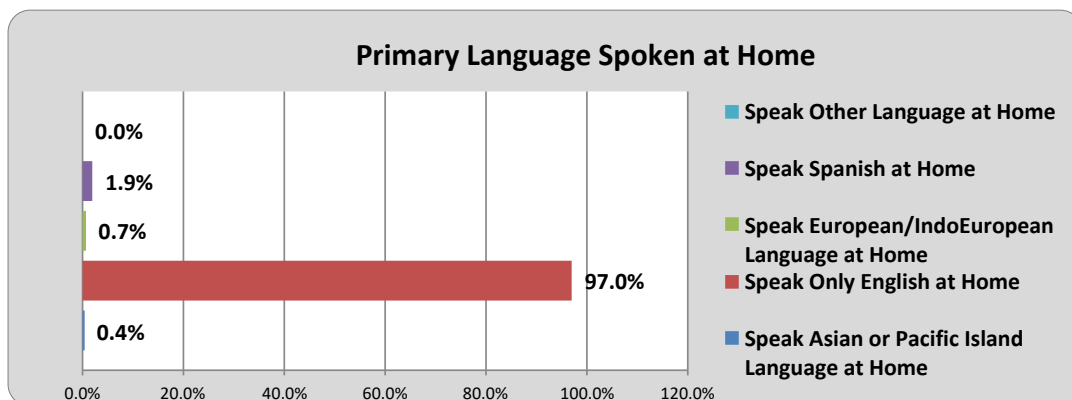
Study Area Racial and Ethnic Diversity

Current Year Racial/Ethnic Percentages

- Asian (Non-Hisp)
- Black/African American (Non–Hisp)∘
- Pac Is/Am Ind/Oth (Non-Hisp)
- White (Non-Hisp)
- Hispanic or Latino

2.5% 0.2% 0.3% 1.6%
95.4%
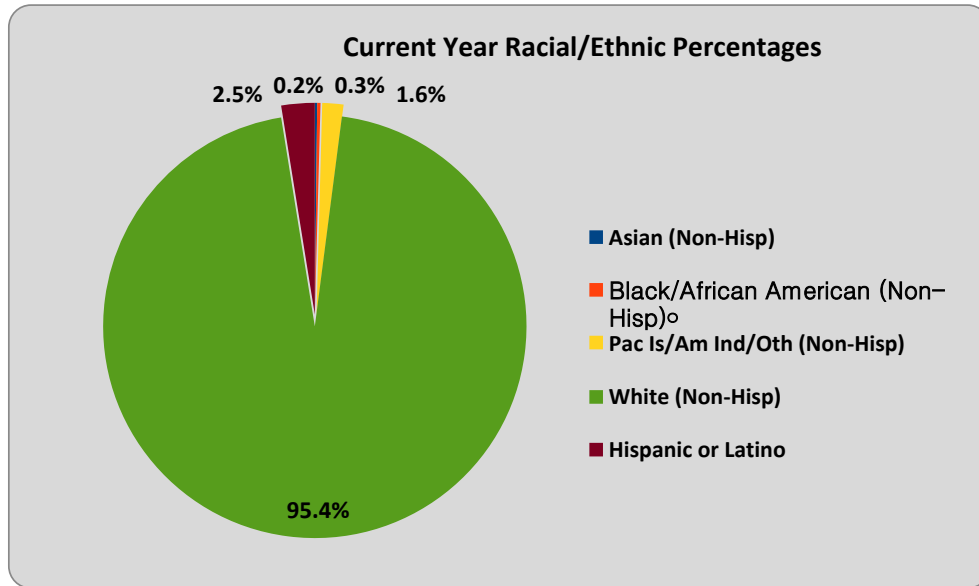
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

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)	7	5	5	-2	0.3%	0.2%	0.2%	-0.1%
Black/African American (Non-Hisp)	8	7	7	-1	0.3%	0.3%	0.2%	-0.1%
White (Non-Hisp)	2,579	2,660	2,790	211	95.6%	95.4%	95.3%	-0.3%
Hispanic or Latino	59	71	80	21	2.2%	2.5%	2.7%	0.5%
Pac Is/Am Ind/Oth (Non-Hisp)	46	45	46	0	1.7%	1.6%	1.6%	-0.1%
Total:	2,699	2,788	2,928	229	100.0%	100.0%	100.0%	

Primary Language Spoken at Home

- 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

0.0%
1.9%
0.7%
97.0%
0.4%

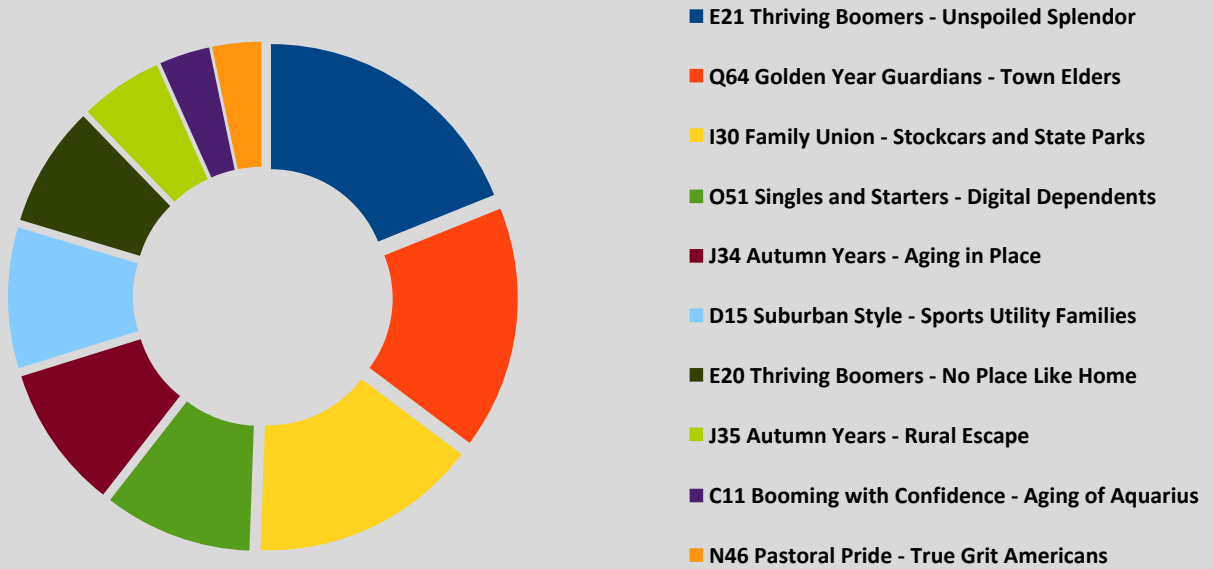### Mosaic Lifestyle Segmentation Types

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
- Q64 Golden Year Guardians - Town Elders
- I30 Family Union - Stockcars and State Parks
- O51 Singles and Starters - Digital Dependents
- J34 Autumn Years - Aging in Place
- D15 Suburban Style - Sports Utility Families
- E20 Thriving Boomers - No Place Like Home
- J35 Autumn Years - Rural Escape
- C11 Booming with Confidence - Aging of Aquarius
- N46 Pastoral Pride - True Grit Americans

Mosaic	Study Area		State		Comparative Index
E21 Thriving Boomers - Unspoiled Splendor	184	15.9%	127,235	3.9%	405
Q64 Golden Year Guardians - Town Elders	159	13.8%	188,286	5.8%	236
I30 Family Union - Stockcars and State Parks	149	12.9%	97,203	3.0%	429
O51 Singles and Starters - Digital Dependents	97	8.4%	194,062	6.0%	140
J34 Autumn Years - Aging in Place	94	8.1%	140,839	4.4%	187
D15 Suburban Style - Sports Utility Families	92	8.0%	55,755	1.7%	462
E20 Thriving Boomers - No Place Like Home	79	6.8%	79,140	2.5%	279
J35 Autumn Years - Rural Escape	54	4.7%	130,641	4.0%	116
C11 Booming with Confidence - Aging of Aquarius	33	2.9%	105,880	3.3%	87
N46 Pastoral Pride - True Grit Americans	32	2.8%	146,428	4.5%	61
	973		**1,265,469**		

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
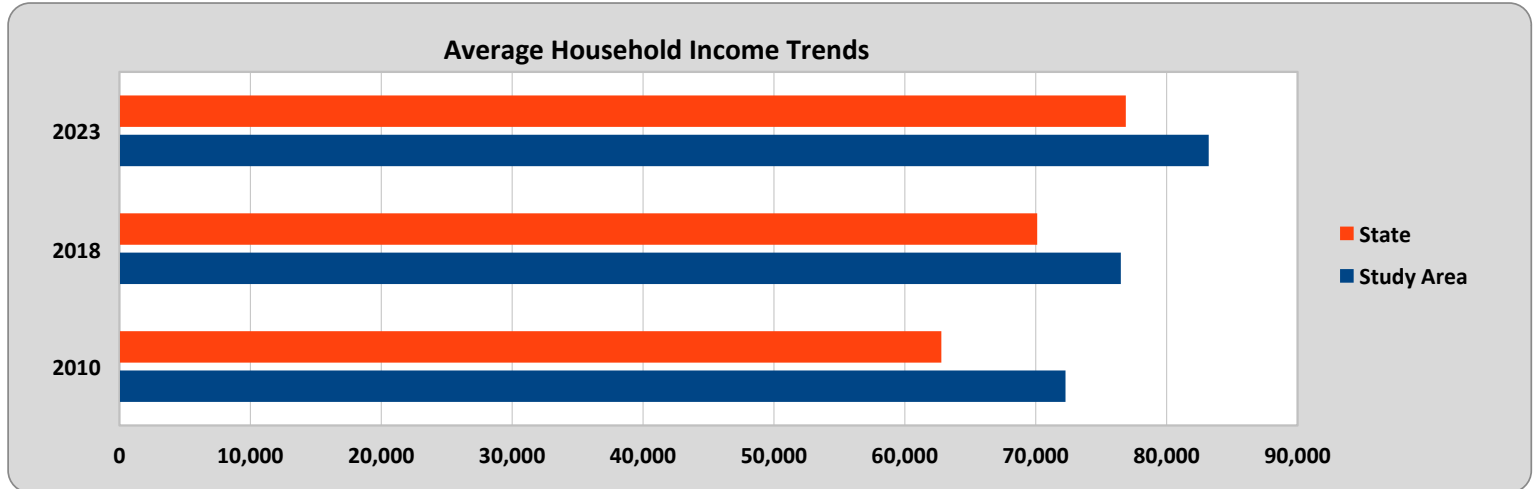
Income Trends: Households and Families				2010 to 2023 Change
	2010	2018	2023	
Average Household Income	72,272	76,499	83,213	10,941
Median Household Income	58,779	68,789	74,218	15,439
Per Capita Income	29,830	31,582	34,319	4489
Median Family Income		83,653	82,965	688

Poverty

Percentage of Families Below Poverty Line: Current Year
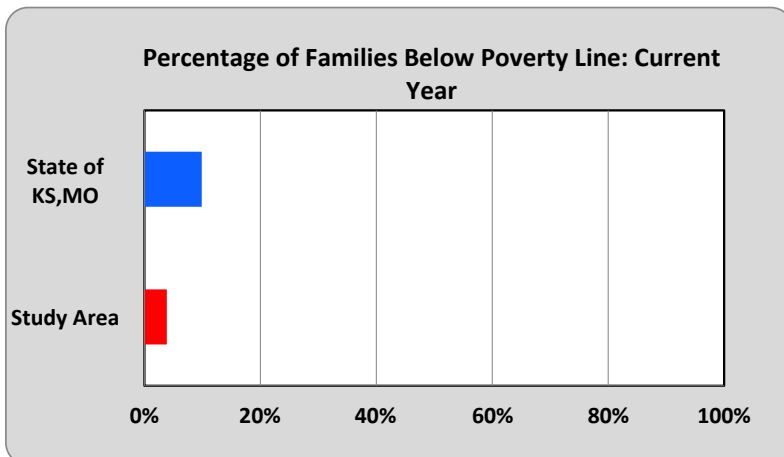
Poverty Level	Pop	Area % Pop	KS,MO % Pop
Above poverty level	772	96.1%	90.1%
Below poverty level	31	3.9%	9.9%
	803	100.0%	100.0%

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.

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.

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