

The ExecutiveInsite Report

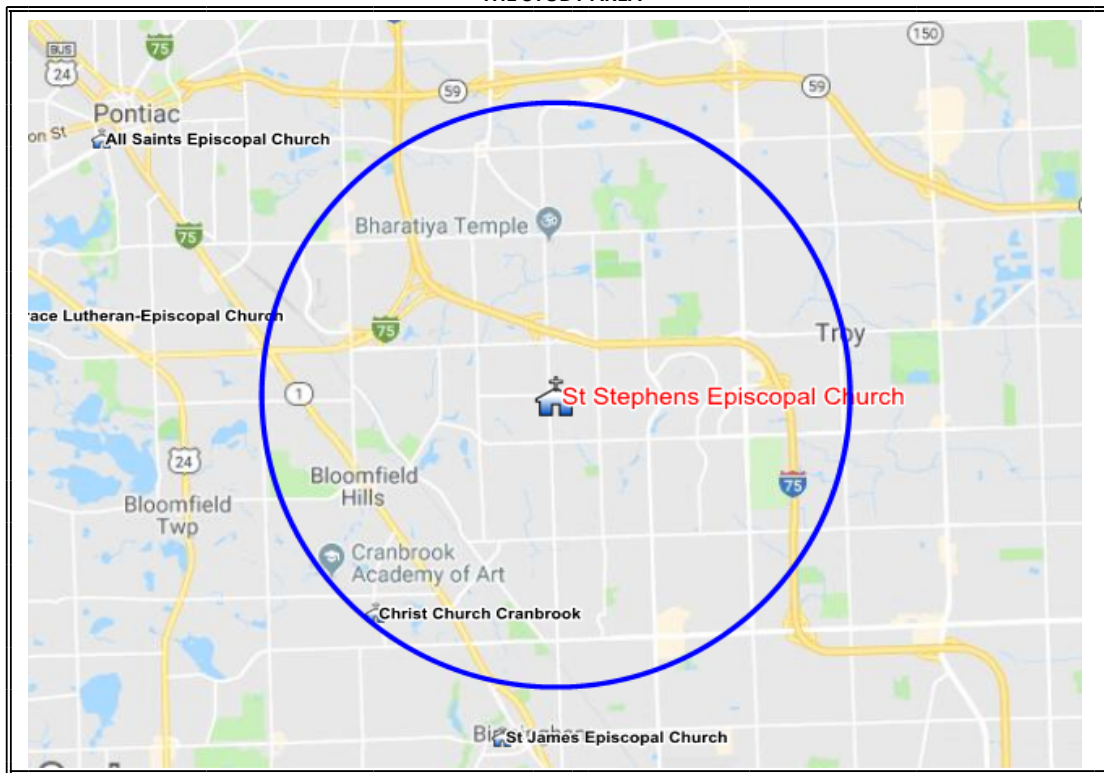
Prepared for: St Stephens Episcopal Church - Troy
 Study area: 3 mile radius - 5500 N Adams Rd Troy MI 480982399

Base State: MICHIGAN
 Current Year Estimate: 2018
 5 Year Projection: 2023
 Date: 2/1/2019
 Semi-Annual Projection: Fall

This ExecutiveInsite Report has been prepared for St Stephens Episcopal Church - Troy. Its purpose is to “tell the demographic story” of the defined geographic study area. ExecutiveInsite integrates narrative analysis with data tables and graphs. Playing on the report name, it includes 12 “Insites” into the study area’s story. It includes both demographic and beliefs and practices data.

ExecutiveInsite is intended to give an overview analysis of the defined geographic study area. A defined study area can be a region, a zip code, a county or some custom defined geographic area such as a radius or a user defined polygon. The area of study is displayed in the map below.

THE STUDY AREA



THE 12 INSITES

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More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report. Not all of the demographic variables available in the MI System are found in this report. The FullInsite Report will give a more comprehensive view of an area's demographics. Also, the Impressions Report adds additional social, behavioral views and the Quad Report provides a detailed view of religious preferences, practices and beliefs.

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2018 population within the study area is 57,976. The 2023 projection would see the area grow by 890 to a total population of 58,866. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 1.5% in the next five years, the state is projected to grow by 1.1%. The study area's estimated average change rate is 0.3%.

Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.56 but by 2023 it is projected to be 2.55. Compare this to the statewide average which for the current year is estimated at 2.55 persons per household.

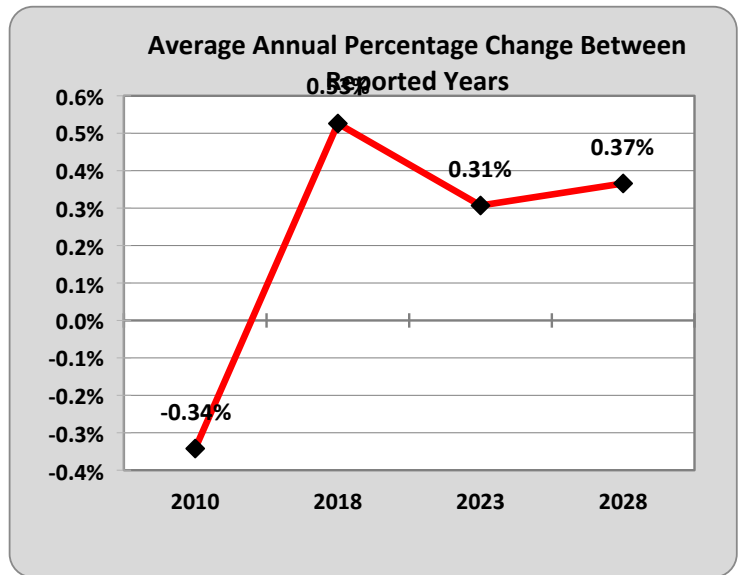
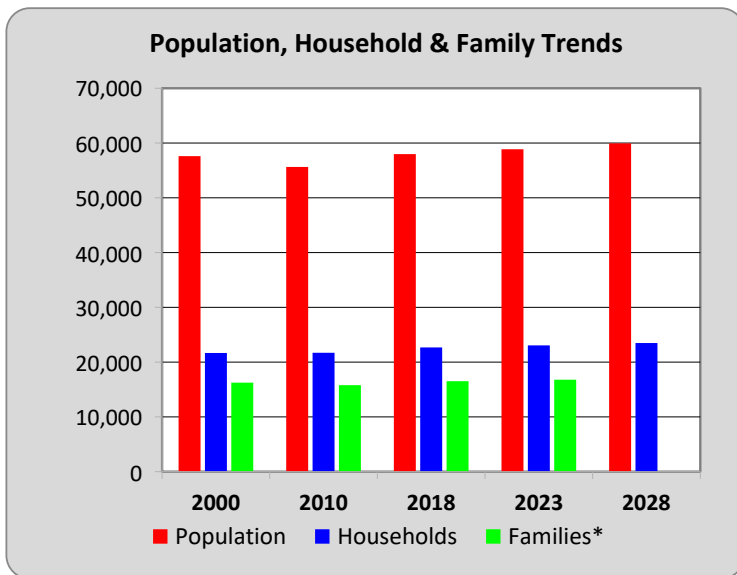
Population Per Household

Population per Household: The relationship between population and households provides a hint about how the community is changing. When population grows faster than households, it suggests an increase in the persons per household. This can only happen when more persons are added either by birth or other process such as young adults in multiple roommate households or young adults returning to live with parents. In some communities this can occur when multiple families live in the same dwelling unit.

Family Households:

Family households provide an additional hint about the changing dynamics of a community. If family household growth follows population growth, then it would be reasonable to assume that the increasing population per household comes from additional children. This is the case within the the study area. Family households are growing as fast as the population suggesting that the increasing population per household is from additional children.

Population/Households & Family Trends					
	2000	2010	2018	2023	2028
Population	57,606	55,635	57,976	58,866	59,943
Population Change		-1,971	2,341	890	1,077
Percent Change		-3.4%	4.2%	1.5%	1.8%
Households	21,669	21,706	22,680	23,055	23,485
Households Change		37	974	375	430
Percent Change		0.2%	4.5%	1.7%	1.9%
Population / Households	2.66	2.56	2.56	2.55	2.55
Population / Households Change		-0.10	-0.01	0.00	0.00
Percent Change		-3.6%	-0.3%	-0.1%	0.0%
Families	16,250	15,792	16,518	16,788	
Families Change		-458	726	270	
Percent Change		-2.8%	4.6%	1.6%	

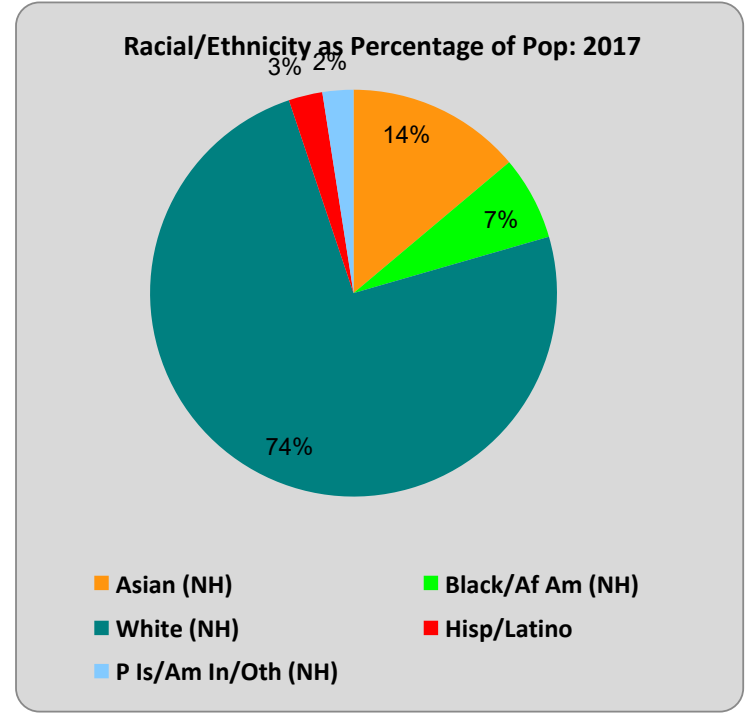
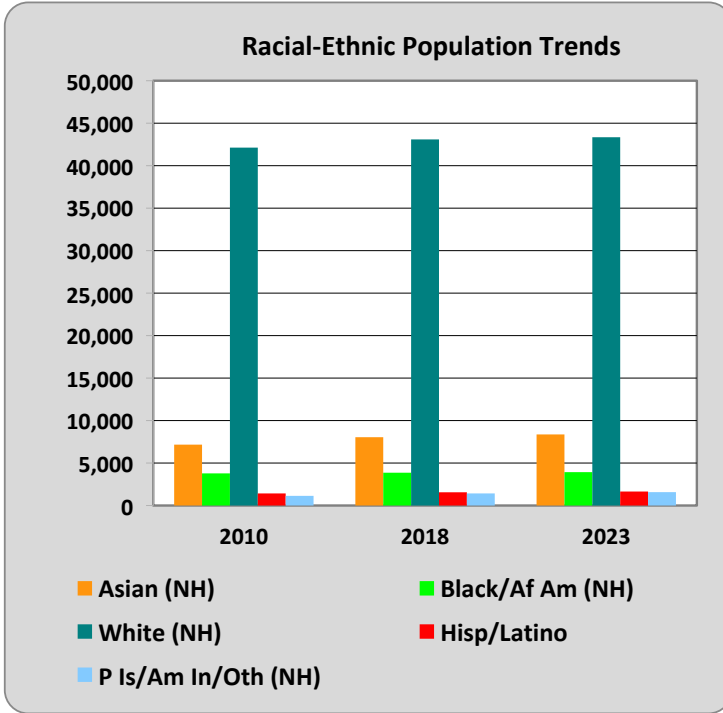


NOTE: Family Household data is not projected out 10 years.

INSITE #2: RACIAL-ETHNIC TRENDS

The US population's racial-ethnic diversity is continually adding new and rich cultural mixes. This data considers the five groups for which trending information is available. Please note that several groups are aggregated into a single category due to their smaller size. Those persons who indicated Hispanic or Latino ethnicity along with a racial category have been separated into a Hispanic or Latino category.

The Population: Racial/Ethnic Trends table provides the actual numbers and percentage of the total population for each of the five racial/ethnic categories. Pay special attention to the final column on the right. This will quickly indicate the direction of change from the last census to the current five year projection.



The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.

This chart shows the percentage of each group for the current year estimate.

The percentage of the population...

Asian (Non-Hisp) is projected to remain about the same over the next five years.

Black/African American (Non-Hisp) is projected to remain about the same over the next five years.

White (Non-Hisp) is projected to decline by -0.7% over the next five years.

Hispanic or Latino is projected to remain about the same over the next five years.

Race and Ethnicity	2010	2018	2023	2010%	2018 %	2023 %	2010 to 2023 %pt Change
Asian (NH)	7,166	8,041	8,367	12.88%	13.87%	14.21%	1.33%
Black/Afr Amer (NH)	3,783	3,862	3,929	6.80%	6.66%	6.67%	-0.13%
White (NH)	42,126	43,091	43,348	75.72%	74.33%	73.64%	-2.08%
Hispanic/Latino	1,423	1,558	1,647	2.56%	2.69%	2.80%	0.24%
P Is/Am In/Oth (NH)	1,138	1,424	1,575	2.05%	2.46%	2.68%	0.63%
Totals:	55,636	57,976	58,866				

INSITE #3: AGE TRENDS

A community's age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However, this picture may particularize differently from community to community. There are communities in the US where the average age is lower than some others. In other cases, there is a clear shift toward senior years as the Boomers enter their retirement years.

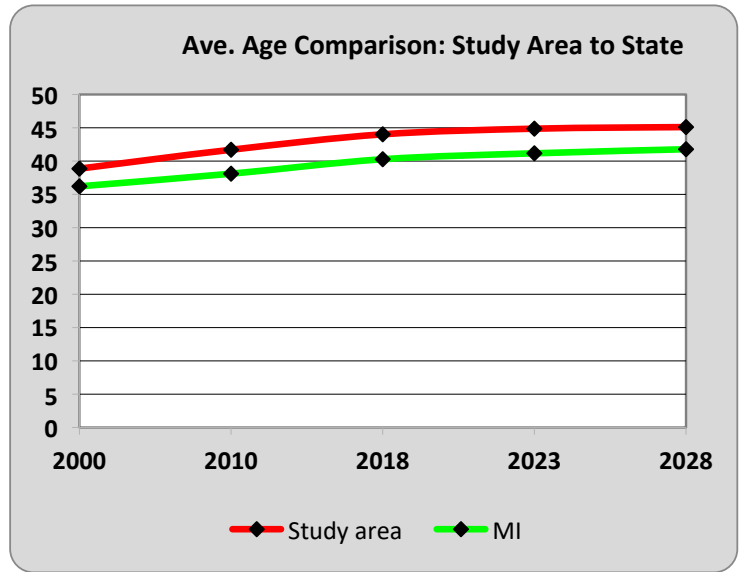
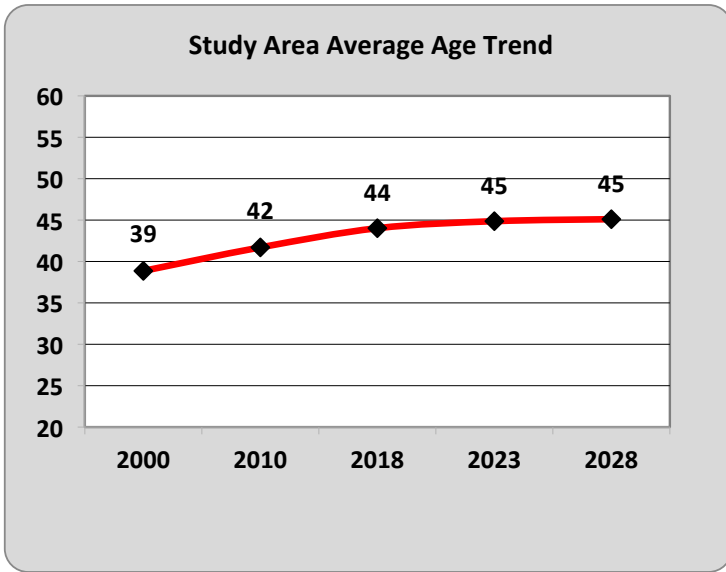
The Age Trend Insite explores two variables: Average age and Phase of Life.

Average Age Trends provides five important snapshots of a community from five data points; the 2000 census, the last census, the current year estimate, the five-year projection and the ten year forecast. These five numbers will indicate the aging direction of a community.

The Phase of Life Trends breaks the population into seven life phases that the population passes through in its life time.

AGE

<i>Average Age Trends</i>	2000	2010	2018	2023	2028
Average Age: Study Area	38.86	41.70	44.02	44.87	45.11
Percent Change		7.3%	5.6%	1.9%	0.5%
Average Age: MI	36.21	38.11	40.28	41.17	41.78
Percent Change		5.2%	5.7%	2.2%	1.5%
Comparative Index	107	109	109	109	108
Median Age: Study Area	40	44	46	46	44



Summary of Average Age Findings:

The Average Age Trend chart shows both history and projection of the change in average age in the study area. The average age of the study area has been rising for several years. It is projected to rise over the next five years.

A comparison to the average age of the state helps to contextualize the significance of the average age of the study area and its history and projection. In the graph above, the study area and state are laid out side by side. The state's average age is estimated to be lower than the study area.

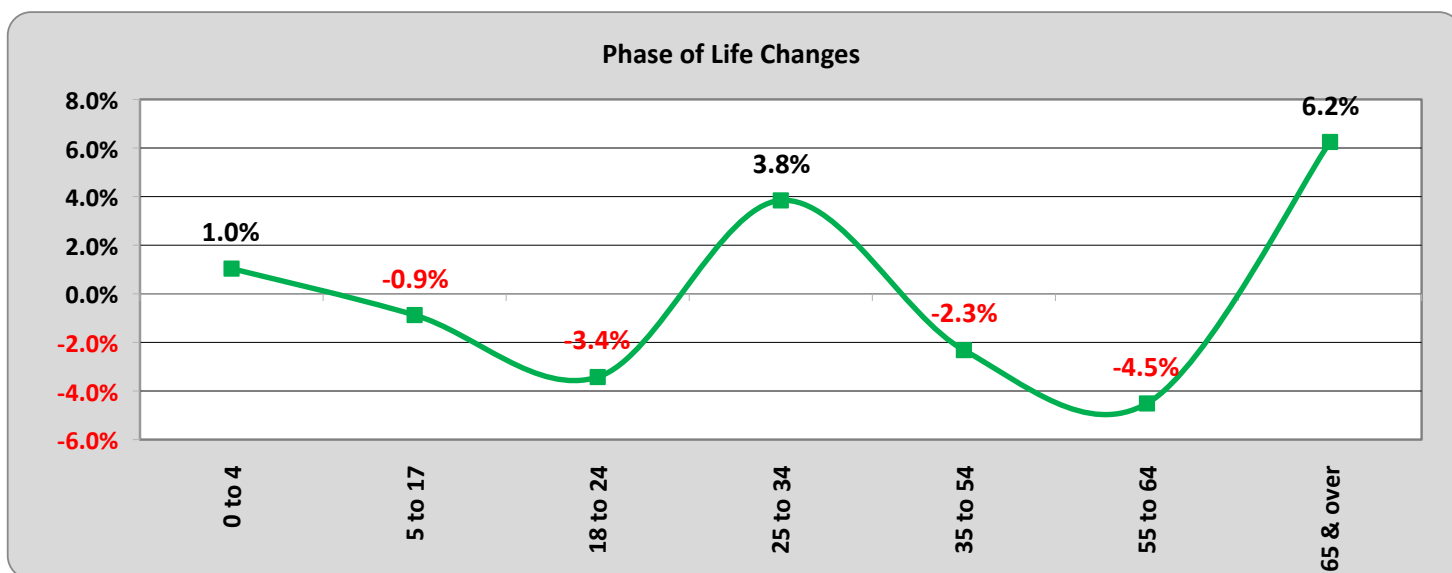
INSITE #3: AGE TRENDS (continued)

PHASE OF LIFE

The Phase of Life analysis provides insight into the age distribution of a population across the different stages of life experience. It can reveal a community in transition.

Pay special attention to the color codes of the Change column (far right below). It will immediately indicate which phases are increasing or decreasing as a percentage of the population.

Phase of Life	2010	2018	2023	2028	2010%	2018%	2023%	2028%	Estimated 10 Year %pt Change 2018 - 2028
Before Formal Schooling Ages 0 to 4	2,502	2,639	2,848	3,350	4.5%	4.6%	4.8%	5.6%	1.0%
Required Formal Schooling Ages 5 to 17	10,264	7,601	7,030	7,335	18.4%	13.1%	11.9%	12.2%	-0.9%
College/Career Starts Ages 18 to 24	3,565	6,192	5,432	4,349	6.4%	10.7%	9.2%	7.3%	-3.4%
Singles & Young Families Ages 25 to 34	4,484	6,067	8,066	8,577	8.1%	10.5%	13.7%	14.3%	3.8%
Families & Empty Nesters Ages 35 to 54	16,335	12,478	10,949	11,512	29.4%	21.5%	18.6%	19.2%	-2.3%
Enrichment Years Sing/Couples Ages 55 to 64	8,910	9,956	9,164	7,589	16.0%	17.2%	15.6%	12.7%	-4.5%
Retirement Opportunities Age 65 and over	9,574	13,043	15,376	17,231	17.2%	22.5%	26.1%	28.7%	6.2%



Summary of Phase of Life Findings:

Phase of Life changes reflect the age profile of a community. On average, it takes 2.1 children per woman to replace both mother and father. If the percentage of the population under 20 is declining as a percentage of the total it is likely that the community will see an increase in the more senior aged population possibly due to a decline in birth rates.

In this study area children 17 years of age and younger are increasing as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are increasing as a percentage of the total population.

In summary it may be that the community is experiencing some growth of children of school age.

INSITE #4: SCHOOL AGED CHILDREN TRENDS

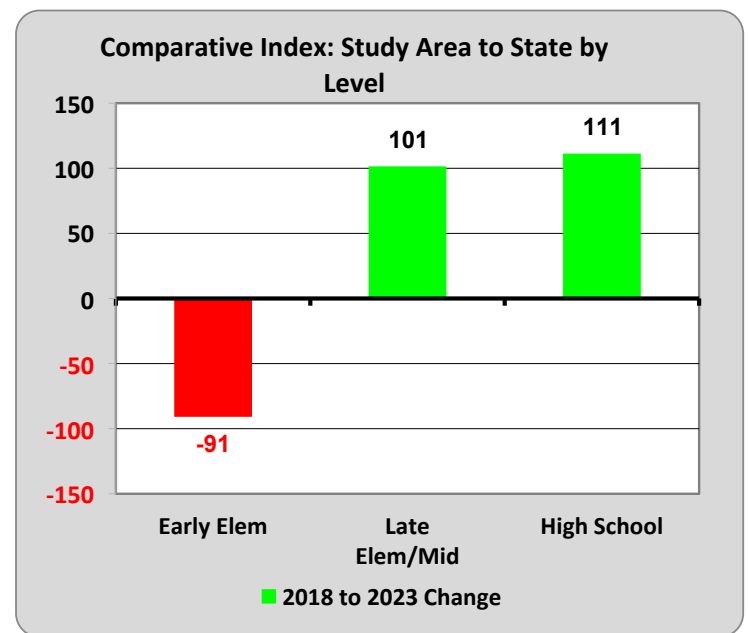
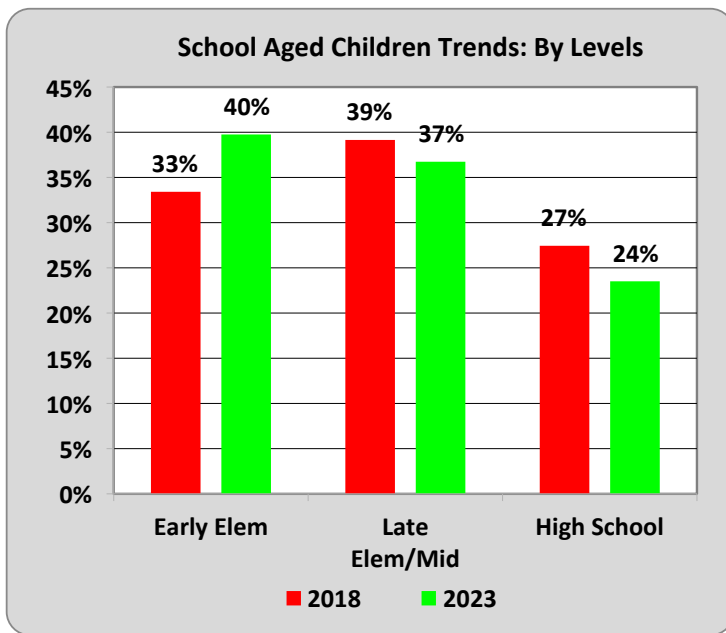
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely on the children who are of formal schooling age.

The school aged population includes all school aged children including those enrolled in public and private schools, those home schooled and children in institutions.

The School Aged Children variable provides a snapshot of three levels of the population that comprise school age children. The three levels roughly correspond to the following.

- Elementary grades
- Intermediate/Middle School grades
- High School grades

School Aged Children	2010	2018	2023	2010%	2018%	2023%	Estimated 5 Year %pt Change 2018 - 2023
Early Elementary							
Ages 5 to 9	3,352	2,540	2,795	32.7%	33.4%	39.8%	6.3%
Late Elementary-Middle School							
Ages 10 to 14	4,123	2,976	2,583	40.2%	39.1%	36.7%	-2.4%
High School							
Ages 15 to 17	2,789	2,086	1,653	27.2%	27.4%	23.5%	-3.9%



Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 17 by 6.3%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -2.4%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -3.9%.

Overall, children are aging through, but there is some evidence of a resurgence of children in the younger years.

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

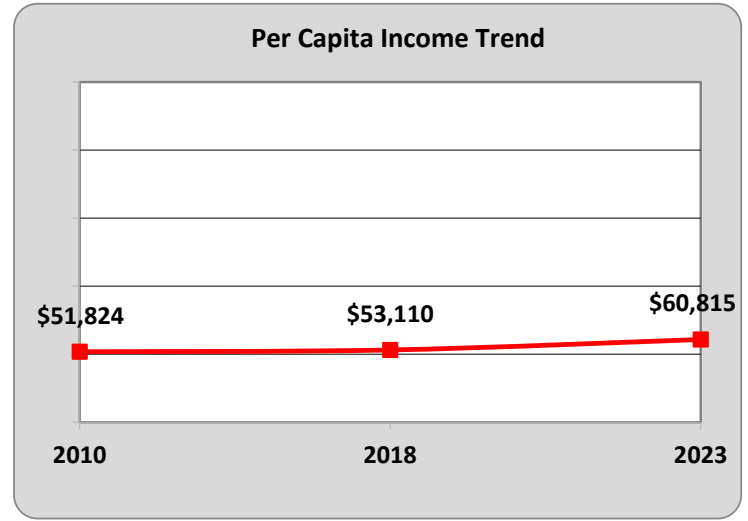
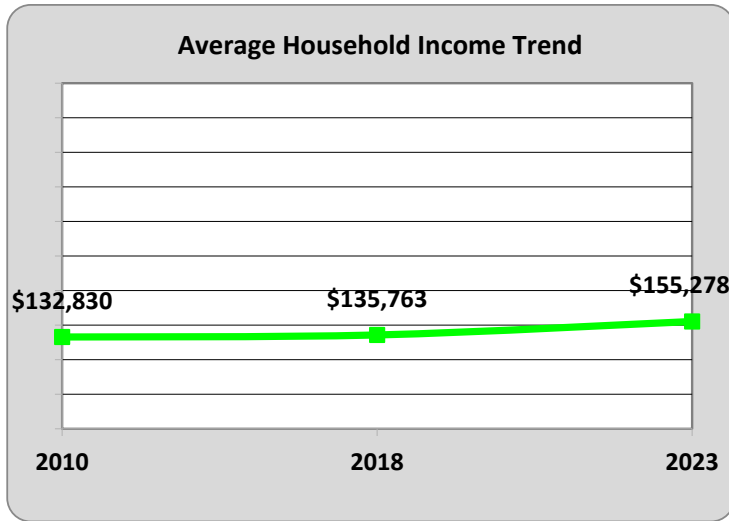
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects the average income for each household, whether family or non-family.

Per Capita Income is a measure of the average income of all persons within a household. For family households, this would include all children. It does not mean that each person actually contributes to the average income from work. It is calculated by dividing the aggregate household income by the population.

In this study area, the estimated current year average household income is \$135,763. The average household income is projected to grow by 14.4% to \$155,278.

The estimated per capita income for the current year is \$53,110. The Per Capita Income is projected to grow by 14.5% to \$60,815.



Income Trends	2010	2018	2023	2010%	2018%	2023%	Estimated 5 Year %pt Change 2018 - 2023
Households							
Less than \$10,000	726	675	565	3.3%	3.0%	2.5%	-0.5%
\$10,000 to \$14,999	574	552	449	2.6%	2.4%	1.9%	-0.5%
\$15,000 to \$24,999	1,129	1,203	1,031	5.2%	5.3%	4.5%	-0.8%
\$25,000 to \$34,999	1,151	1,281	1,069	5.3%	5.6%	4.6%	-1.0%
\$35,000 to \$49,999	1,910	1,906	1,595	8.8%	8.4%	6.9%	-1.5%
\$50,000 to \$74,999	3,136	3,005	2,938	14.4%	13.2%	12.7%	-0.5%
\$75,000 to \$99,999	2,827	2,757	2,635	13.0%	12.2%	11.4%	-0.7%
\$100,000 to \$149,999	3,878	4,513	4,466	17.9%	19.9%	19.4%	-0.5%
\$150,000 to \$199,999	2,576	3,569	3,164	11.9%	15.7%	13.7%	-2.0%
\$200,000 or more	3,799	3,219	5,142	17.5%	14.2%	22.3%	8.1%
Totals	21,706	22,680	23,054				

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS (continued)

FAMILY INCOME

Family income is a sub-set of household income. It excludes non-family households. Family households include two or more persons who are related and living in the same dwelling unit. Children are more likely to live in family households. Non-family households are households in which two or more persons live in the same dwelling unit but are unrelated.

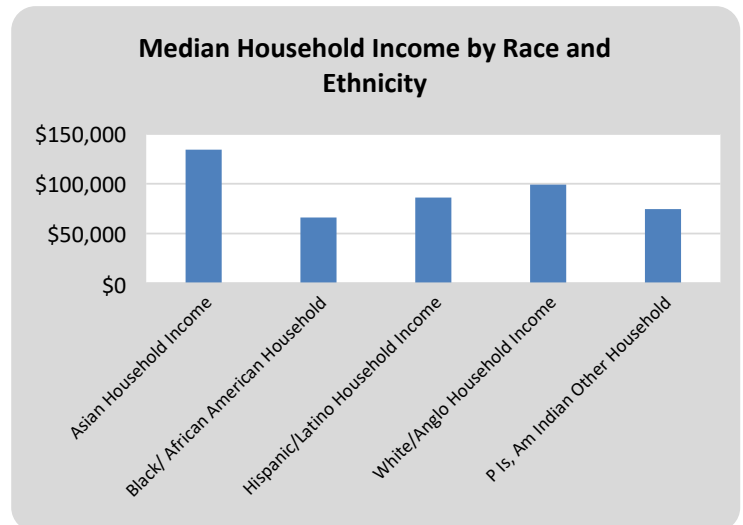
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 59.1% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 58.5%.

Income Trends	2018	2023	2018%	2023%	Estimated 5 Year %pt Change 2018 - 2023
Families					
Less than \$10,000	222	217	1.3%	1.3%	-0.05%
\$10,000 to \$14,999	231	228	1.4%	1.4%	-0.04%
\$15,000 to \$24,999	436	438	2.6%	2.6%	-0.03%
\$25,000 to \$34,999	730	897	4.4%	5.3%	0.92%
\$35,000 to \$49,999	1,056	1,060	6.4%	6.3%	-0.08%
\$50,000 to \$74,999	2,042	2,059	12.4%	12.3%	-0.10%
\$75,000 to \$99,999	2,045	2,063	12.4%	12.3%	-0.09%
\$100,000 to \$149,999	3,774	3,815	22.8%	22.7%	-0.12%
\$150,000-\$199,999	3,104	3,129	18.8%	18.6%	-0.15%
\$200,000 or more	2,878	2,882	17.4%	17.2%	-0.26%
Totals	16,518	16,788			

MEDIAN INCOME BY RACE AND ETHNICITY

Median income by race and ethnicity is a subset of household income. Median income is that point where there are as many households with incomes greater than the median as there are households with incomes less than the median.

Median Income by Race and Ethnicity	2018
Asian Household Income	\$134,210
Black/ African American Household Income	\$66,100
Hispanic/Latino Household Income	\$86,127
White/Anglo Household Income	\$99,112
P Is, Am Indian Other Household Income	\$74,544
Average	\$92,019



INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

Diversity of child rearing environments is increasing along with the many other types of growing diversity in the US. To understand this, we begin with the types of households that exist in a community. There are...

- family households with children under 18
- family households without children under 18

The concern of this analysis is family households with children under 18. Of the types of family households with children there are...

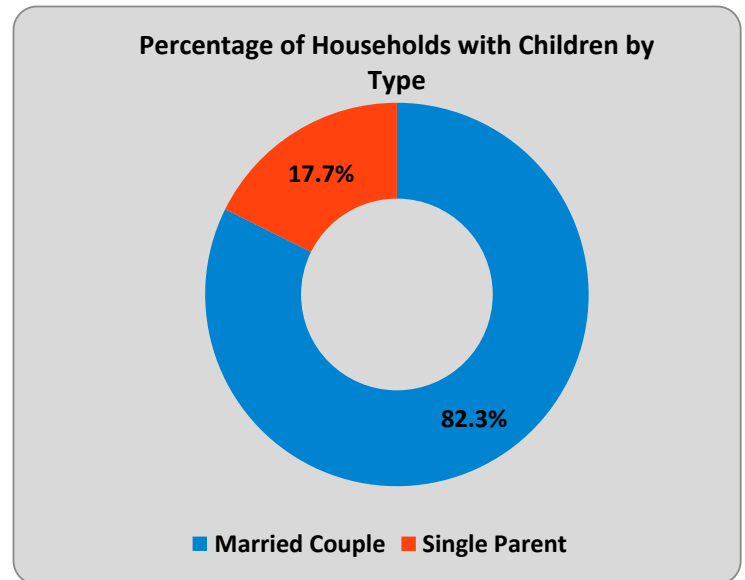
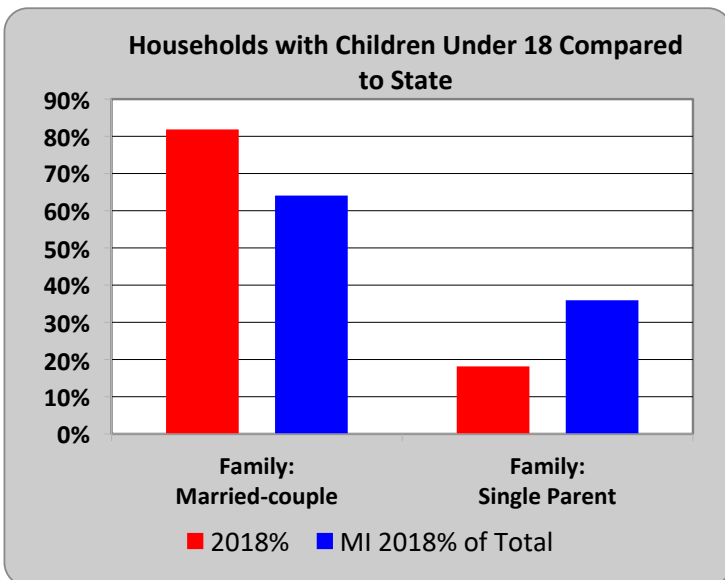
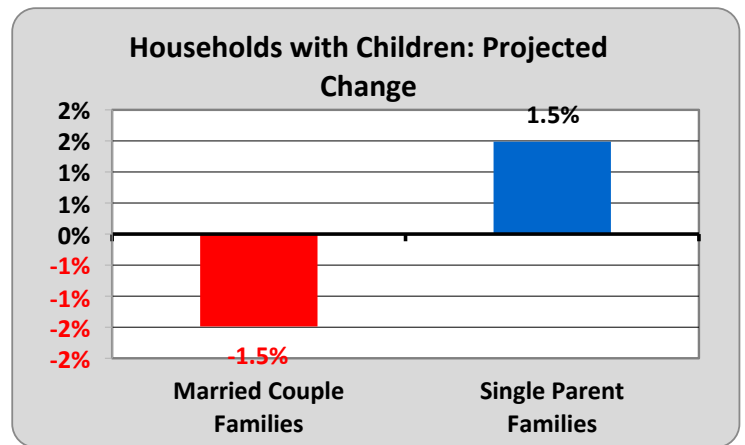
- Married couple families
- Single parent families (father or mother)

These two are reported for the study area in the table below.

Households	2010	2018	2023	2010%	2018%	2023%	Estimated 5 Year %pt Change 2018 - 2023
Households with Children under 18							
Married Couple	5,695	5,488	5,367	81.8%	82.3%	80.8%	-1.5%
Single Parent	1,263	1,178	1,272	18.2%	17.7%	19.2%	1.5%

Of the households with children under 18, married couple households are decreasing as a percentage while single parent households are increasing. The graph to the right illustrates this. Bars above the 0% point indicate a family type that is increasing while bars below 0% is decreasing. This provides "insite" into how family households and structures with children are changing in the study area.

A comparison to the state reveals to what extent this community is similar or dissimilar to the state as a whole. The study area's married couple households with children are dissimilar to the state's profile. The percentage of single parent households with children is less than the state.



INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

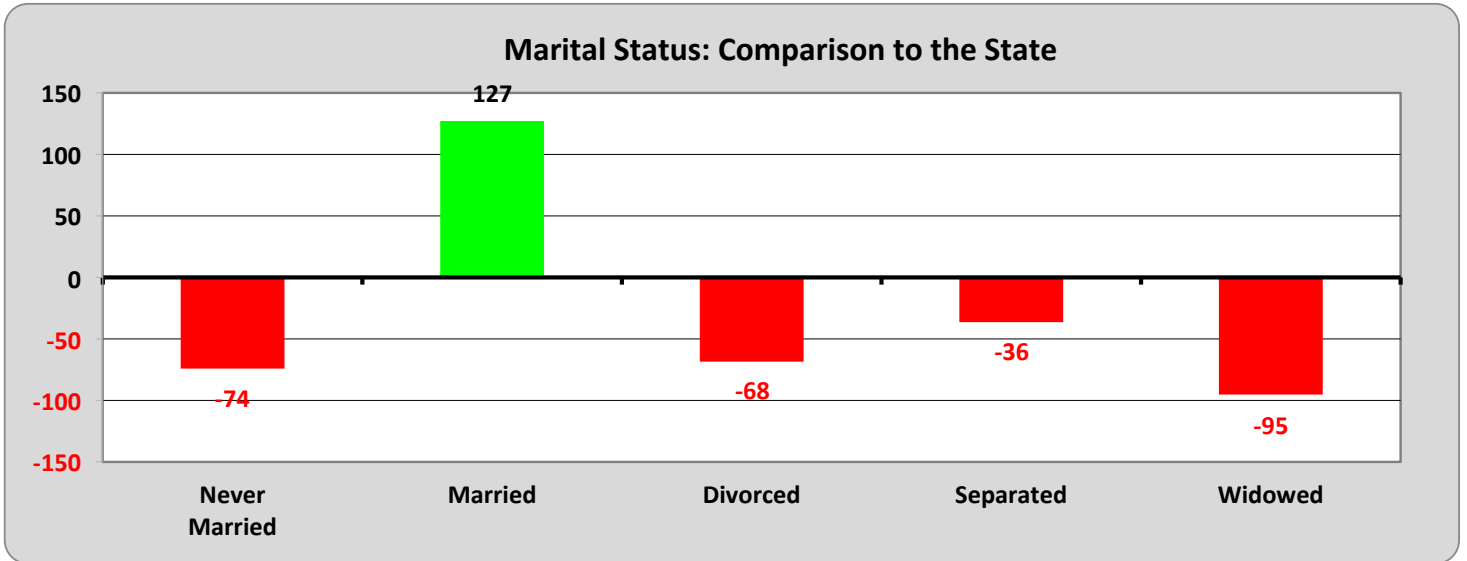
Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Trend information as well as a comparison to the study area's state marital status types provide two different views of this social reality.

Marital types reported include..

- Never Married (Singles)
- Currently Married
- Divorced
- Separated
- Widowed

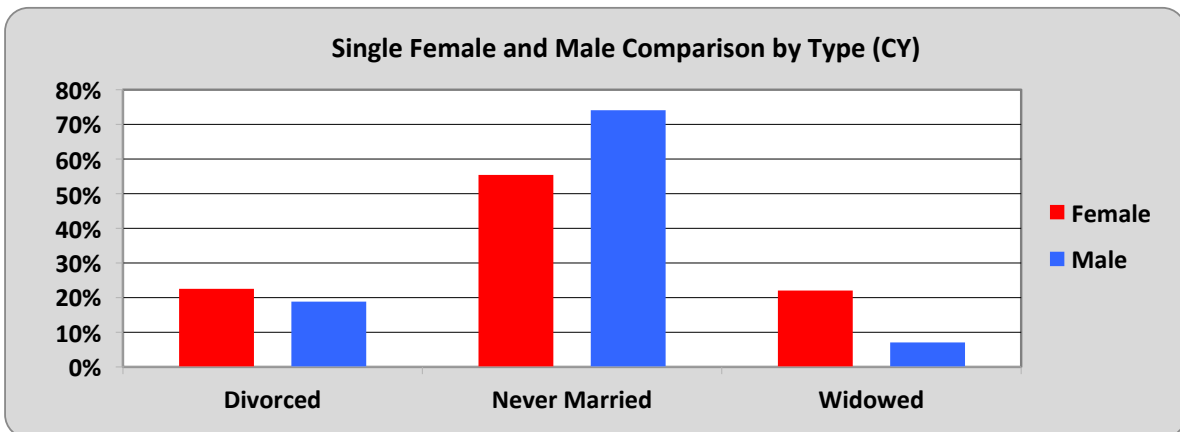
	2010	2018	2023	2010%	2018%	2023%	2010 to 2023 %pt Change
Population by Marital Status: Age 15+							
Never Married	10,751	12,209	12,390	23.1%	24.2%	24.2%	1.1%
Married	29,750	31,163	31,559	63.8%	61.7%	61.7%	-2.2%
Divorced	3,281	3,976	4,089	7.0%	7.9%	8.0%	1.0%
Separated	553	242	227	1.2%	0.5%	0.4%	-0.7%
Widowed	2,273	2,892	2,909	4.9%	5.7%	5.7%	0.8%

In this community, the current year estimate of marital status reveals a community of adults more likely to be married than the state average for adults. The percentage single never married is lower than the state average for adults 15 years and older. Divorce is less prevalent than the state wide average.



Women 15 years and older are more likely to be divorced than men.

Women 15 years and older are more likely to be widowed than men.



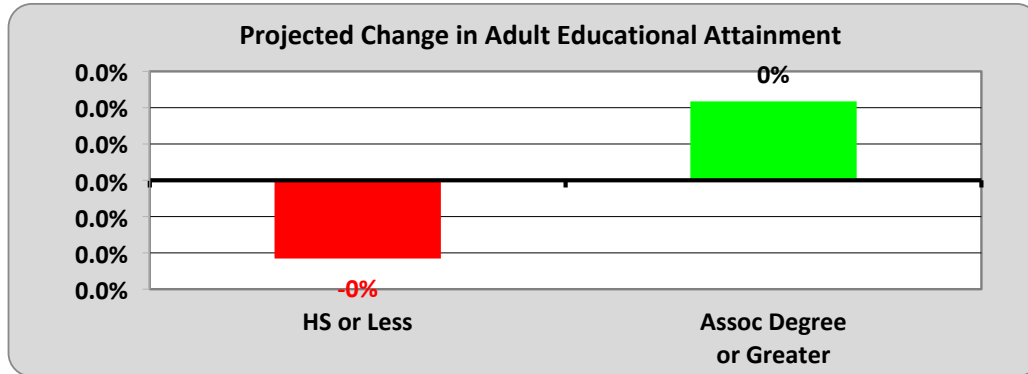
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

The level of educational attainment of a community's adult population is an important indicator of its opportunities and challenges. This analysis will look at the Adult Educational Attainment from three perspectives.

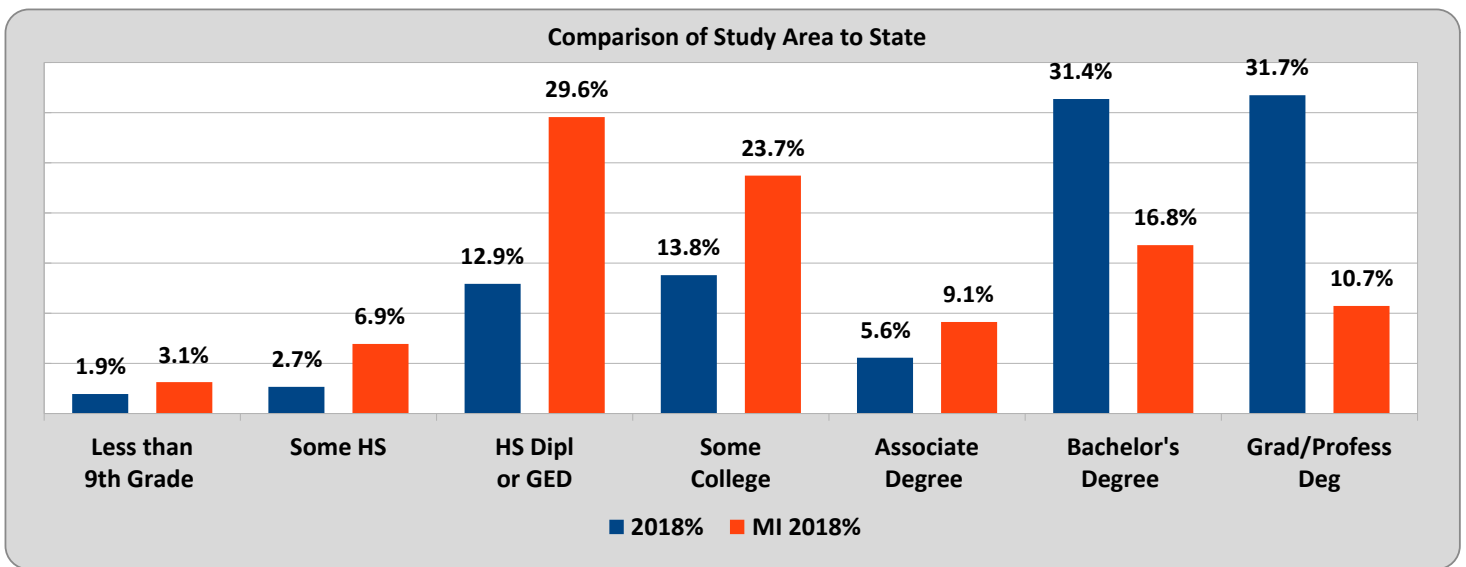
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of MICHIGAN. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

EDUCATIONAL LEVEL ATTAINMENT CHANGE

The educational attainment level of adults has been rising over the past few years. It is projected to rise over the next five years by 0.0%.



EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2018	2023	MI 2018%	2018 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	1.5%	1.9%	2.0%	3.1%	62
Some HS	2.6%	2.7%	2.6%	6.9%	38
HS Dipl or GED	14.2%	12.9%	12.9%	29.6%	44
Some College	15.4%	13.8%	13.8%	23.7%	58
Associate Degree	5.7%	5.6%	5.6%	9.1%	61
Bachelor's Degree	30.2%	31.4%	31.5%	16.8%	187
Grad/Profess Deg	30.5%	31.7%	31.6%	10.7%	296

The overall educational attainment of the adults in this community is greater than the state.

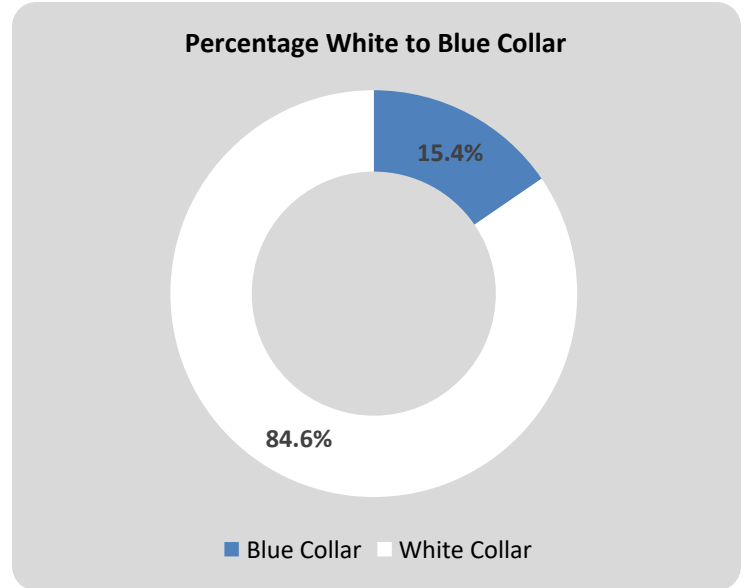
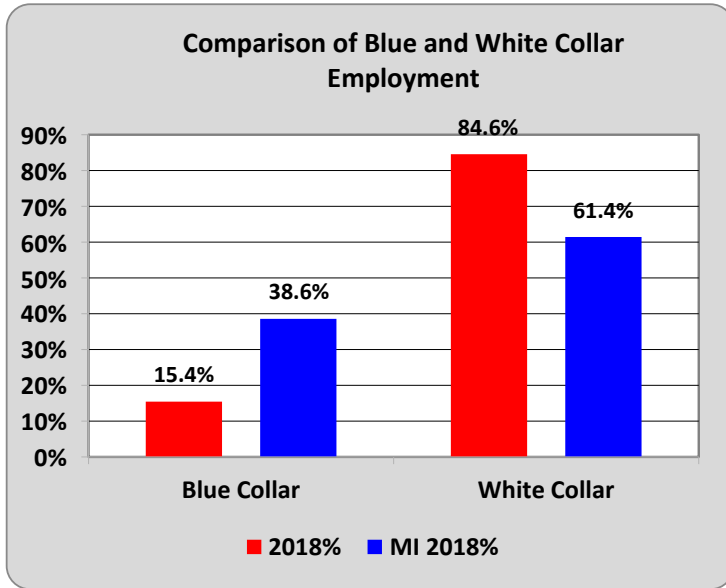
INSITE #9: POPULATION BY EMPLOYMENT

Like educational attainment, an analysis of a community by its employment types and categories provides an important “insite” into its socio-economics. This analysis looks at two factors.

First is a report of the employed population 16 and over by the traditional “blue collar” and “white collar” occupations and compares these to the state. Second, it looks at the community by the seven standard census bureau occupations and compares them to the state.

EMPLOYED POPULATION: BLUE COLLAR OR WHITE COLLAR

On the chart to the left, the study area is compared to the state of MICHIGAN. This study area is well above the state average for White Collar workers. It is well below the state average for Blue Collar workers.



EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2018	MI 2018	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	1.7%	3.7%	45	Well below the state average.
Construction	2.7%	7.3%	38	Well below the state average.
Farming, Fishing, & Forestry	0.1%	0.6%	12	Well below the state average.
Food Preparation Serving	2.7%	6.0%	45	Well below the state average.
Healthcare Support	1.3%	2.9%	44	Well below the state average.
Managerial Executive	26.9%	13.6%	197	Well above the state average.
Office Admin	9.5%	13.1%	72	Well below the state average.
Personal Care	2.3%	3.7%	62	Well below the state average.
Production Transportation	4.9%	15.6%	31	Well below the state average.
Prof Specialty	37.5%	21.5%	174	Well above the state average.
Protective	1.1%	1.7%	62	Well below the state average.
Sales	9.4%	10.3%	91	At about the state average.

INSITE #10: MOSAIC Segments

Mosaic is a geo-demographic segmentation system developed by and for marketers. Instead of looking at individual demographic variables, a segmentation system clusters households into groups with multiple common characteristics. Demographic variables that generally cluster together would include income, educational levels, presence of children and occupations among others.

This database is developed by Experian. Some find the information helpful because it presents a multi-dimensional view of a community.

In the report below, the top 15 Mosaic Segments of the study area are provided. (If less than 15, rows will be blank.)

NOTE: For a full description please see the DI Demographic Segment Guide (Mosaic) under the Help menu on the Documents gallery.

	2018	2018%	State %	Comp Index	Relative to the MI State Ave.
Mosaic Segments					
A01 Power Elite - American Royalty	7,206	31.8%	1.5%	2099	Well above the state average
C13 Booming with Confidence - Silver Sophisticates	4,325	19.1%	1.9%	1025	Well above the state average
A02 Power Elite - Platinum Prosperity	1,066	4.7%	0.8%	594	Well above the state average
C11 Booming with Confidence - Aging of Aquarius	1,020	4.5%	3.9%	115	Somewhat above the state average
C12 Booming with Confidence - Golf Carts and Gourmets	830	3.7%	0.2%	2003	Well above the state average
G24 Young, City Solos - Status Seeking Singles	803	3.5%	1.1%	321	Well above the state average
K37 Significant Singles - Wired for Success	510	2.2%	0.5%	431	Well above the state average
Q62 Golden Year Guardians - Reaping Rewards	498	2.2%	1.8%	124	Somewhat above the state average
O54 Singles and Starters - Striving Single Scene	458	2.0%	2.2%	91	Somewhat below the state average
D18 Suburban Style - Suburban Attainment	455	2.0%	2.3%	86	Somewhat below the state average
D16 Suburban Style - Settled in Suburbia	441	1.9%	1.0%	189	Well above the state average
A03 Power Elite - Kids and Cabernet	419	1.8%	0.5%	379	Well above the state average
A04 Power Elite - Picture Perfect Families	364	1.6%	0.9%	170	Well above the state average
J34 Autumn Years - Aging in Place	359	1.6%	5.9%	27	Well below the state average
E20 Thriving Boomers - No Place Like Home	332	1.5%	3.2%	45	Well below the state average

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)

INSITE #11: GENERATIONS

A powerful way to envision demographics is by following a generation through its phases of life. This is because there are, in a general sense, common life experiences at each phase of life. But even more interesting is to understand a generational cohort group that has a unique sense of belonging to others born and coming of age together. More than mere age bracketing, a generation develops a sense of identity as a group based upon their coming of age experiences—how they were parented and major world defining events, such as 9/11. Using the Strauss and Howe model of generations one is able to see a more three-dimensional view of a generational group, bringing mere age demographics to life.

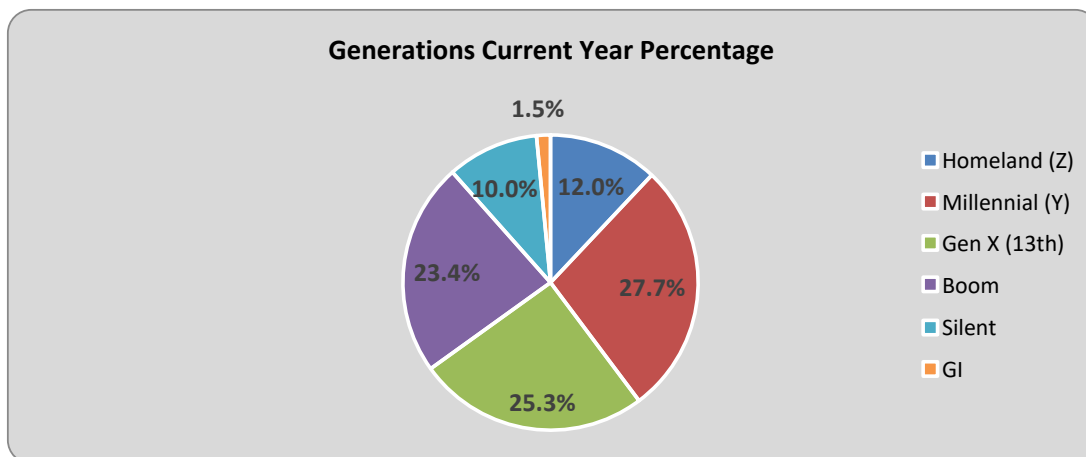
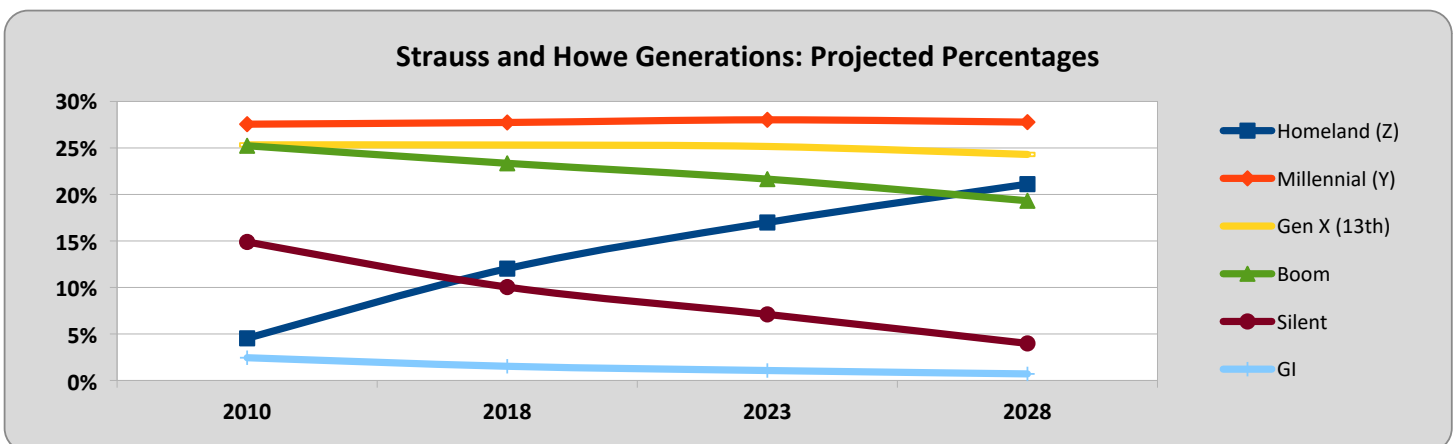
According to the Strauss and Howe model, members of a generation share three qualities. *

- An age location in history
- Some common beliefs and behaviors, including basic attitudes about risk taking, culture and values, civic engagement, and family life
- A common perceived membership in a generation, e.g., Boomers, Gen X, Millennials etc.

(* <http://www.lifecourse.com/about/method/phases.html>)

Name	S & H Type	Initial	Final Birth	2010		2018		2023		2028	
Homeland (Z) Artist		2005	2025	2,502	4.5%	6,895	12.0%	9,879	17.0%	12,654	21.7%
Millennial (Y) Hero		1982	2004	15,217	27.6%	15,906	27.7%	16,299	28.0%	16,651	28.6%
Gen X (13th) Nomad		1961	1981	13,988	25.3%	14,516	25.3%	14,634	25.2%	14,569	25.0%
Boom Prophet		1946	1960	13,936	25.2%	13,389	23.4%	12,592	21.7%	11,583	19.9%
Silent Artist		1925	1945	8,224	14.9%	5,759	10.0%	4,132	7.1%	2,388	4.1%
GI Hero		1901	1924	1,350	2.4%	875	1.5%	622	1.1%	423	0.7%
Totals:				55,217	100.0%	57,340	100%	58,158	100%	58,268	100.0%

[For more information on Generational types, click here](#)



INSITE #12: RELIGIOUS PROGRAM OR MINISTRY PREFERENCES

This information is from the 2017 Quadrennium Project Survey conducted by MissionInsite of US Religious Preferences, Practices and Beliefs called the Quadrennium Project. The complete survey results are available in the four Predesigned Quad Reports; ReligiousInsite, ReligiousInsite Priorities, MinistryInsite or MinistryInsite Priorities. The Quadrennium White Paper is available on the web site.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	33.7%	4.7%	33.9%	7.3%	99	64
Addiction support groups	28.3%	4.8%	29.1%	7.7%	97	62
Health/weight loss programs	34.3%	3.9%	34.4%	7.5%	100	52
Practical training seminars	38.4%	5.3%	38.1%	6.7%	101	79
Family Support and Intervention Services	40.7%	7.8%	36.5%	10.5%	111	74
Crisis support groups	41.0%	8.7%	41.9%	10.1%	98	86
Daycare/After-School Programs	27.6%	6.3%	27.2%	7.8%	102	80
Family oriented activities	48.8%	14.8%	42.6%	17.5%	114	85
Marriage enrichment	40.1%	7.2%	36.5%	9.7%	110	75
Parenting development	32.8%	6.6%	30.9%	7.9%	106	83
Personal/family counseling	40.5%	7.2%	40.0%	10.1%	101	71
Community Involvement and Advocacy Programs	56.2%	10.4%	47.7%	13.8%	118	75
Adult social activities	48.7%	11.6%	52.1%	14.4%	93	80
Involvement in social causes	49.6%	12.1%	47.4%	13.6%	105	89
Social justice advocacy work	40.1%	10.4%	40.5%	11.5%	99	90
Opportunities for volunteering in the community	55.2%	15.8%	50.8%	15.8%	109	100
Community Activities or Cultural Programs	49.8%	8.0%	43.3%	12.9%	115	62
Cultural programs (music, drama, art)	43.0%	11.1%	46.5%	11.3%	93	98
Holiday programs/activities	52.1%	13.6%	49.8%	14.5%	105	94
Seniors/retiree activities	46.0%	10.5%	41.9%	13.4%	110	79
Youth social activities	39.7%	10.0%	35.1%	12.3%	113	81
Religious/Spiritual Programs	34.2%	10.3%	37.4%	18.1%	91	57
Bible or Scripture study/prayer groups	40.6%	18.8%	32.6%	15.9%	125	118
Christian education for children	32.2%	13.1%	29.5%	14.9%	109	88
Contemporary worship experiences	39.3%	10.1%	39.1%	11.5%	101	88
Spiritual discussion groups	39.6%	8.7%	39.0%	11.6%	101	75
Traditional worship experiences	41.7%	19.6%	38.9%	20.7%	107	95
Warm and friendly encounters	50.6%	32.2%	45.3%	33.8%	112	95
The quality of sermons	40.3%	29.2%	36.9%	28.5%	109	102

Supporting Information

Interpreting the Report

The ExecutiveInsite report is designed for easy reading. But there are several tools provided in the tables that make this easier.

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

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.

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