

The ExecutiveInsite Report

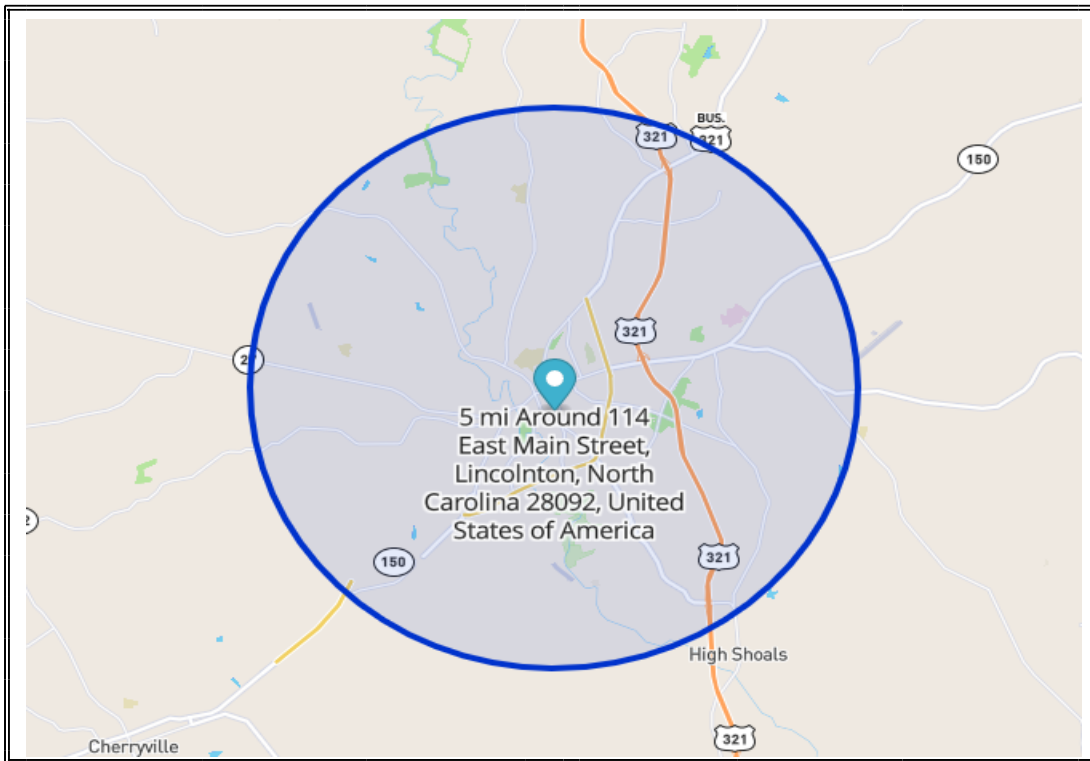
Prepared for: Presbyterian Church, USA (Evangelism & Discipleship)
 Study area: 5 mi Around 114 East Main Street, Lincolnton, North Carolina 28092, United States of America
 Base State: NC

Current Year Estimate: 2019
 5 Year Projection: 2024
 Date: 4/2/2020
 Semi-Annual Projection: Fall

This ExecutiveInsite Report has been prepared for Presbyterian Church, USA (Evangelism & Discipleship). 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 2019 population within the study area is 32,289. The 2024 projection would see the area remain stable at -125 to a total population of 32,164. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to decline by -0.4% in the next five years, the state is projected to grow by 6.0%. The study area's estimated average change rate is -0.1%.

Households:

The households within the community are declining but not as fast as the population, thus the average population per household in 2010 was 2.55 but by 2024 it is projected to be 2.54. Compare this to the statewide average which for the current year is estimated at 2.54 persons per household.

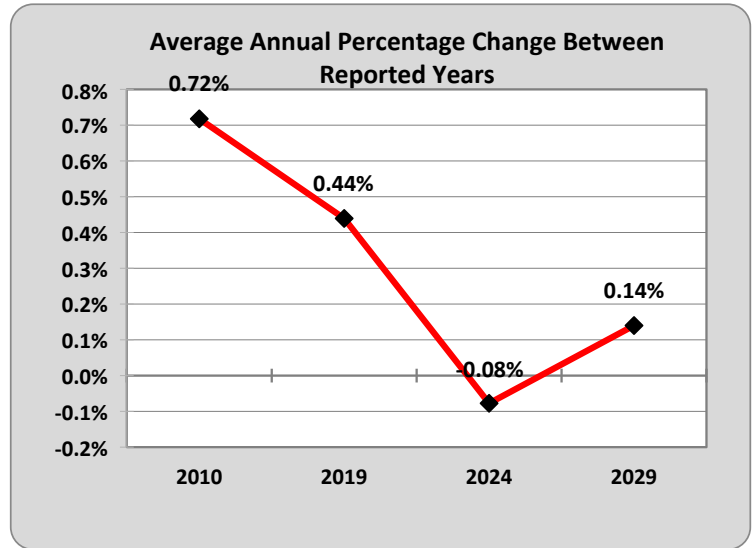
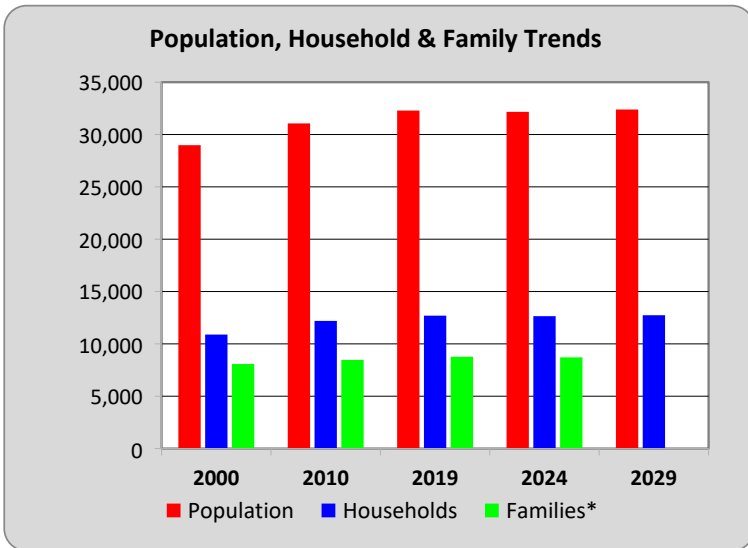
Population Per Household

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. However, within the study area, this is not the case. Family households are not growing as fast as the population, suggesting the growth may be the result of growth of non-family adult households.

Population/Households & Family Trends		2000	2010	2019	2024	2029
Population		28,981	31,061	32,289	32,164	32,389
Population Change			2,080	1,228	-125	225
Percent Change			7.2%	4.0%	-0.4%	0.7%
Households		10,889	12,194	12,695	12,646	12,736
Households Change			1,305	501	-49	90
Percent Change			12.0%	4.1%	-0.4%	0.7%
Population / Households		2.66	2.55	2.54	2.54	2.54
Population / Households Change			-0.11	0.00	0.00	0.00
Percent Change			-4.3%	-0.1%	0.0%	0.0%
Families		8,073	8,459	8,768	8,711	
Families Change			386	309	-57	
Percent Change			4.8%	3.7%	-0.7%	

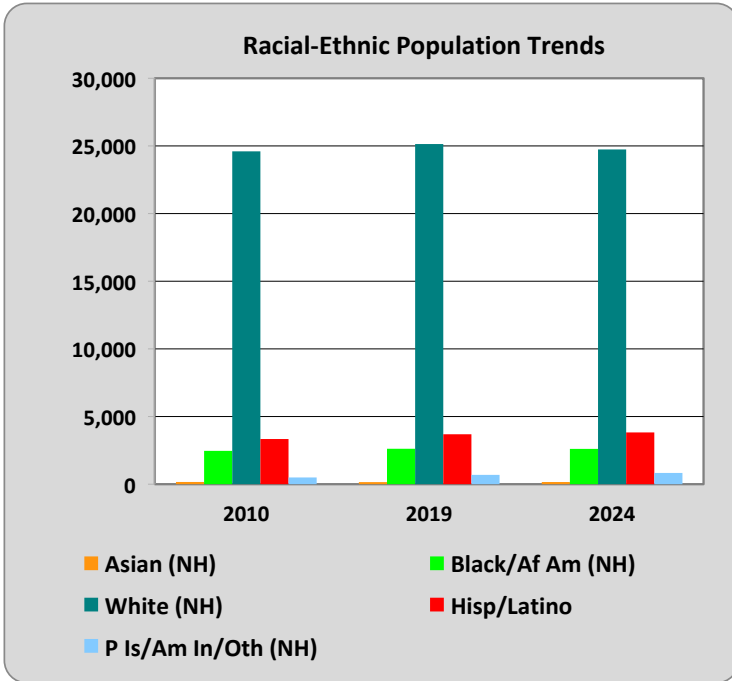


NOTE: Family Household data is not projected out 10 years.

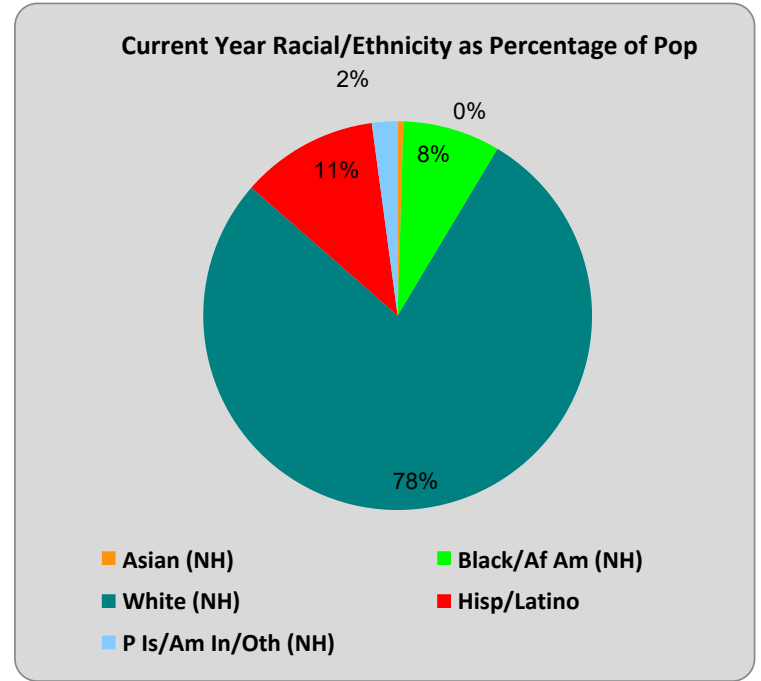
INSITE #2: RACIAL-ETHNIC TRENDS

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 -0.9% over the next five years.

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

	2010	2019	2024	2010%	2019 %	2024 %	2010 to 2024 %pt Change
Race and Ethnicity							
Asian (NH)	164	154	160	0.53%	0.48%	0.50%	-0.03%
Black/Afr Amer (NH)	2,463	2,618	2,609	7.93%	8.11%	8.11%	0.18%
White (NH)	24,599	25,139	24,739	79.20%	77.86%	76.92%	-2.28%
Hispanic/Latino	3,338	3,690	3,825	10.75%	11.43%	11.89%	1.15%
P Is/Am In/Oth (NH)	497	688	831	1.60%	2.13%	2.58%	0.98%
Totals:	31,061	32,289	32,164				

INSITE #3: AGE TRENDS

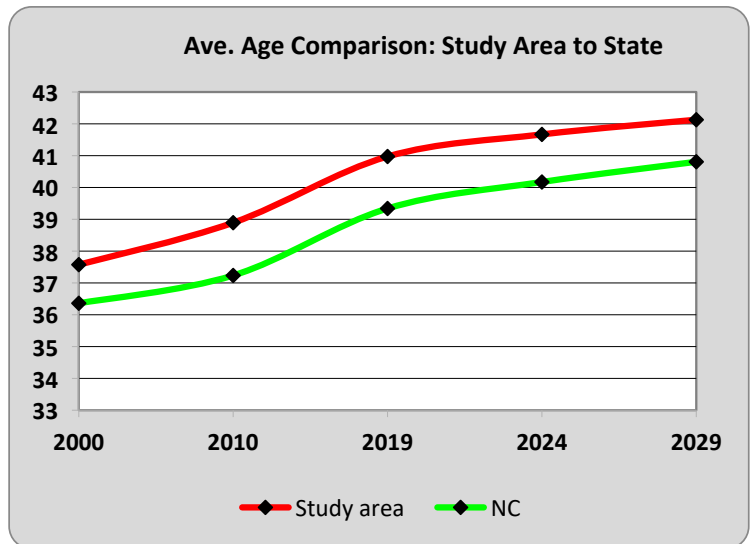
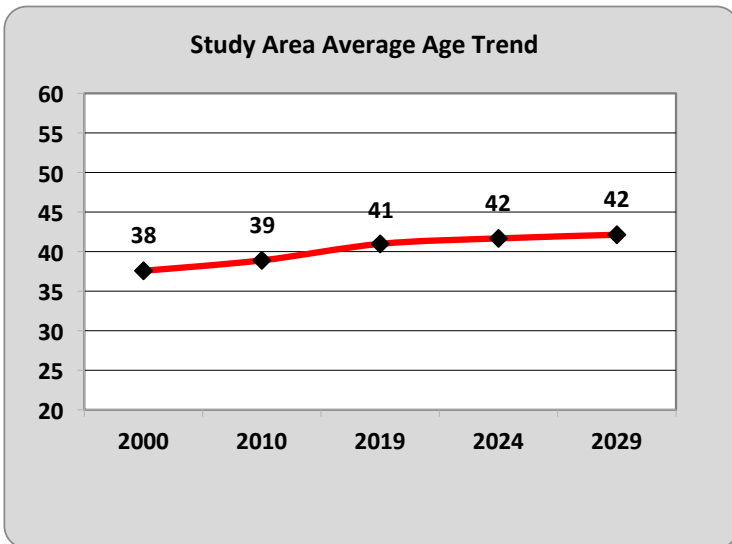
A community's age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However, this picture may particularize differently 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	2019	2024	2029
Average Age: Study Area	37.57	38.89	40.97	41.67	42.13
Percent Change		3.5%	5.3%	1.7%	1.1%
Average Age: NC	36.36	37.23	39.34	40.17	40.81
Percent Change		2.4%	5.7%	2.1%	1.6%
Comparative Index	103	104	104	104	103
Median Age: Study Area	36	39	41	41	41



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 about the same as the study area.

INSITE #3: AGE TRENDS (continued)

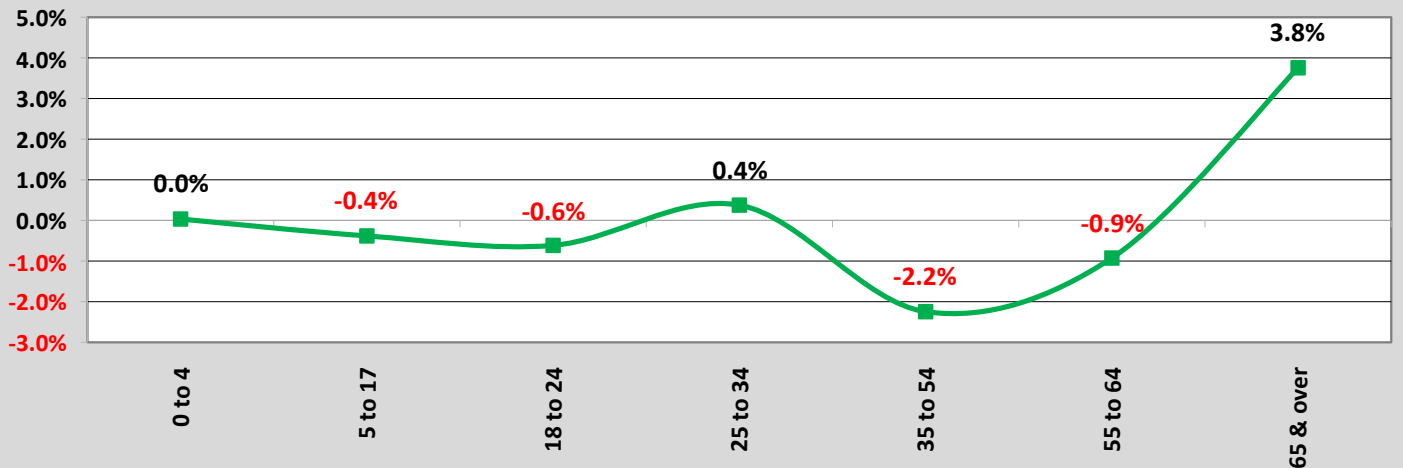
PHASE OF LIFE

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	2019	2024	2029	2010%	2019%	2024%	2029%	Estimated 10 Year %pt Change 2019 - 2029
Before Formal Schooling									
Ages 0 to 4	1,879	1,891	1,864	1,908	6.0%	5.9%	5.8%	5.9%	0.0%
Required Formal Schooling									
Ages 5 to 17	5,210	4,991	4,907	4,883	16.8%	15.5%	15.3%	15.1%	-0.4%
College/Career Starts									
Ages 18 to 24	2,619	2,914	2,759	2,724	8.4%	9.0%	8.6%	8.4%	-0.6%
Singles & Young Families									
Ages 25 to 34	3,649	3,913	4,091	4,047	11.7%	12.1%	12.7%	12.5%	0.4%
Families & Empty Nesters									
Ages 35 to 54	9,144	8,176	7,595	7,474	29.4%	25.3%	23.6%	23.1%	-2.2%
Enrichment Years Sing/Couples									
Ages 55 to 64	4,007	4,468	4,396	4,182	12.9%	13.8%	13.7%	12.9%	-0.9%
Retirement Opportunities									
Age 65 and over	4,553	5,936	6,552	7,171	14.7%	18.4%	20.4%	22.1%	3.8%

Phase of Life Changes



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 declining 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 aging as children are raised and leave but parents remain.

INSITE #4: SCHOOL AGED CHILDREN TRENDS

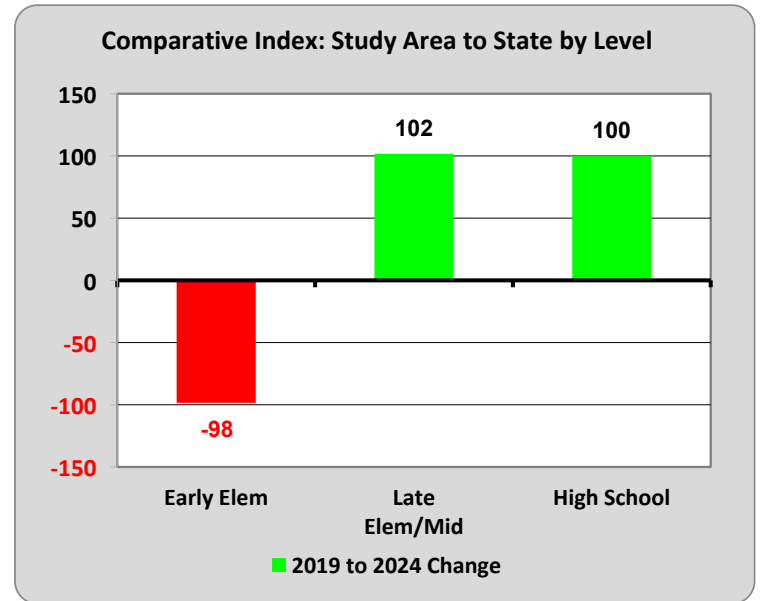
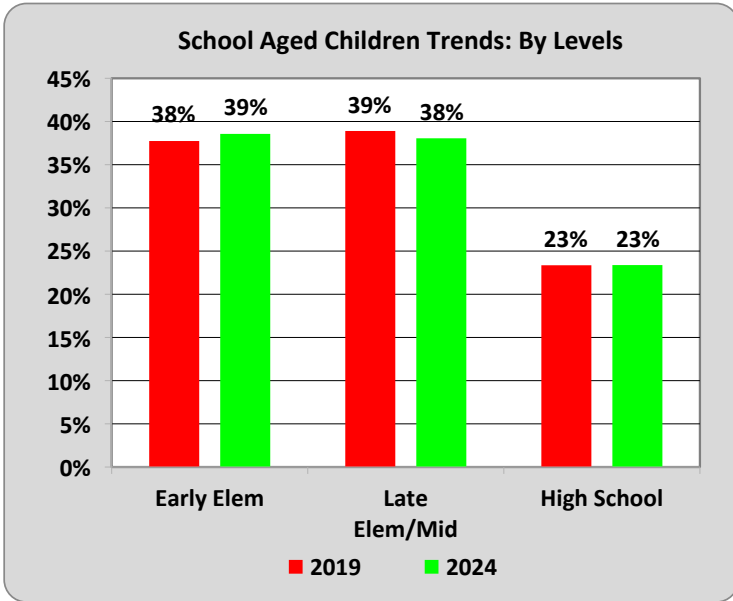
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely 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	2019	2024	2010%	2019%	2024%	Estimated 5 Year %pt Change 2019 - 2024
Early Elementary							
Ages 5 to 9	1,933	1,884	1,892	37.1%	37.7%	38.6%	0.8%
Late Elementary-Middle School							
Ages 10 to 14	1,999	1,942	1,867	38.4%	38.9%	38.1%	-0.8%
High School							
Ages 15 to 17	1,278	1,166	1,147	24.5%	23.4%	23.4%	0.0%



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 0.8%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -0.8%.

High School aged children 15 to 17 are increasing as a percentage of children between 5 and 17 by 0.0%.

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

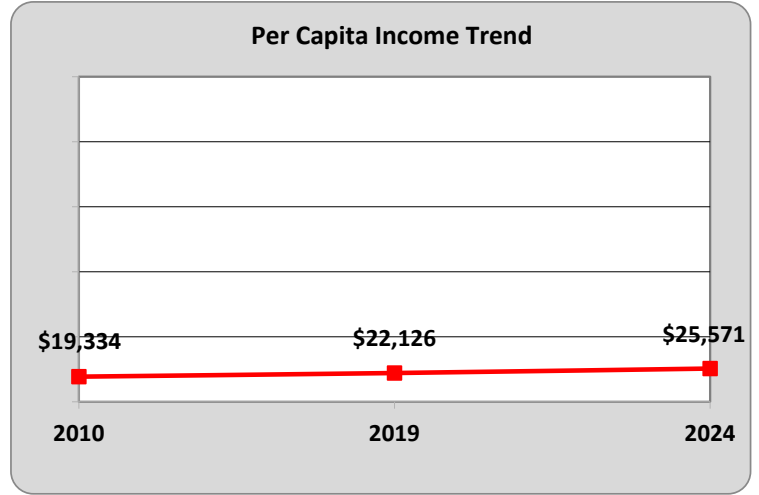
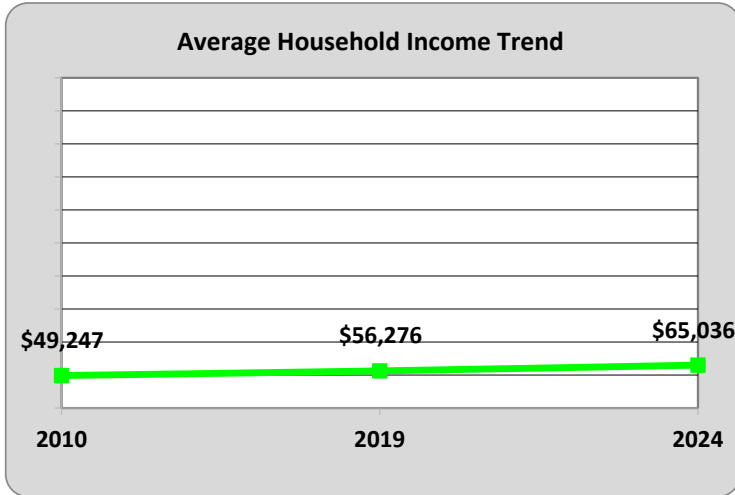
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 \$56,276. The average household income is projected to grow by 15.6% to \$65,036.

The estimated per capita income for the current year is \$22,126. The Per Capita Income is projected to grow by 15.6% to \$25,571.



Income Trends	2010	2019	2024	2010%	2019%	2024%	Estimated 5 Year %pt Change 2019 - 2024
Households							
Less than \$10,000	884	1,012	843	7.2%	8.0%	6.7%	-1.3%
\$10,000 to \$14,999	886	793	634	7.3%	6.2%	5.0%	-1.2%
\$15,000 to \$24,999	1,961	1,822	1,460	16.1%	14.4%	11.5%	-2.8%
\$25,000 to \$34,999	1,686	1,544	1,476	13.8%	12.2%	11.7%	-0.5%
\$35,000 to \$49,999	1,797	1,767	1,718	14.7%	13.9%	13.6%	-0.3%
\$50,000 to \$74,999	2,605	2,551	2,489	21.4%	20.1%	19.7%	-0.4%
\$75,000 to \$99,999	1,122	1,343	1,525	9.2%	10.6%	12.1%	1.5%
\$100,000 to \$149,999	948	1,354	1,688	7.8%	10.7%	13.3%	2.7%
\$150,000 to \$199,999	236	359	522	1.9%	2.8%	4.1%	1.3%
\$200,000 or more	71	149	291	0.6%	1.2%	2.3%	1.1%
Totals	12,196	12,694	12,646				

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.

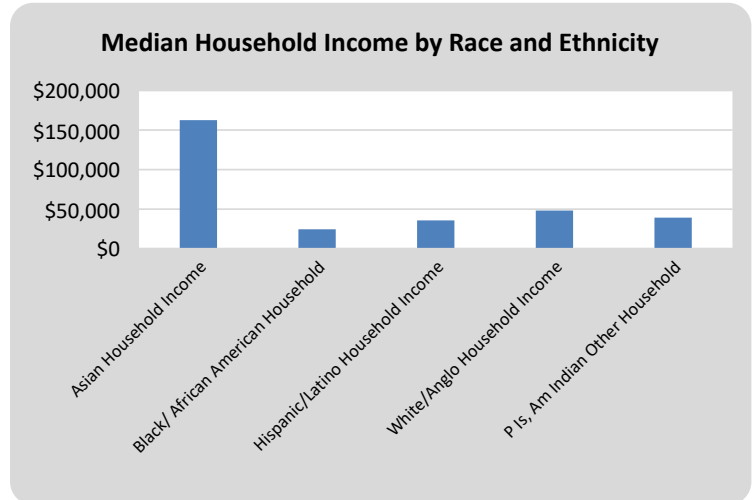
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 18.4% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 18.2%.

Income Trends	2019	2024	2019%	2024%	Estimated 5 Year %pt Change 2019 - 2024
Families					
Less than \$10,000	491	479	5.6%	5.5%	-0.10%
\$10,000 to \$14,999	395	384	4.5%	4.4%	-0.10%
\$15,000 to \$24,999	1,030	1,016	11.7%	11.7%	-0.08%
\$25,000 to \$34,999	1,048	1,115	12.0%	12.8%	0.85%
\$35,000 to \$49,999	1,180	1,165	13.5%	13.4%	-0.08%
\$50,000 to \$74,999	1,842	1,820	21.0%	20.9%	-0.12%
\$75,000 to \$99,999	1,167	1,150	13.3%	13.2%	-0.11%
\$100,000 to \$149,999	1,192	1,176	13.6%	13.5%	-0.09%
\$150,000-\$199,999	306	294	3.5%	3.4%	-0.11%
\$200,000 or more	117	112	1.3%	1.3%	-0.05%
Totals	8,768	8,711			

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	2019
Asian Household Income	\$162,499
Black/ African American Household Income	\$24,550
Hispanic/Latino Household Income	\$35,782
White/Anglo Household Income	\$48,254
P Is, Am Indian Other Household Income	\$39,285
Average	\$62,074



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...

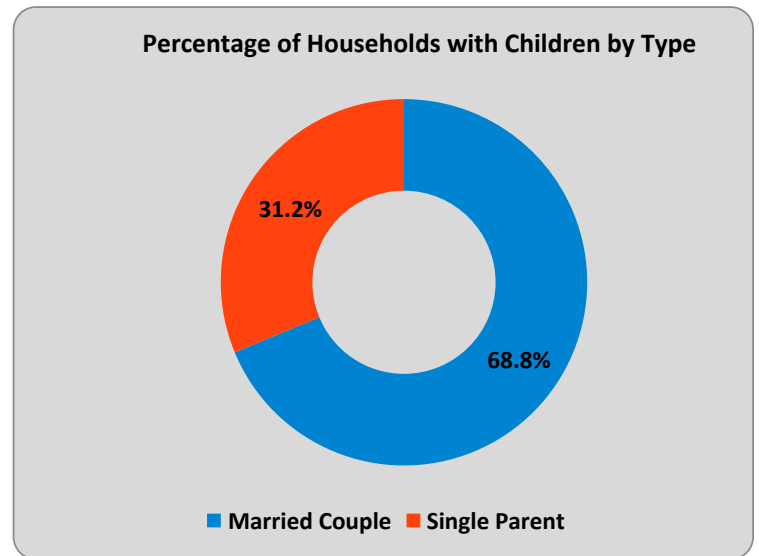
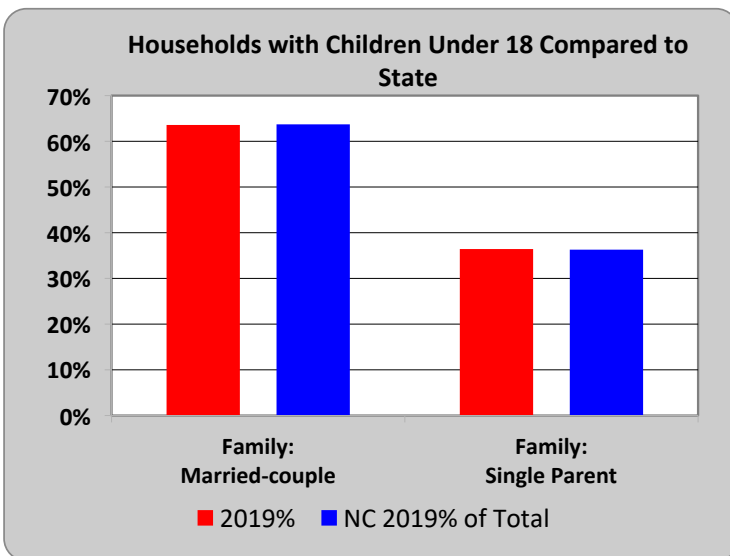
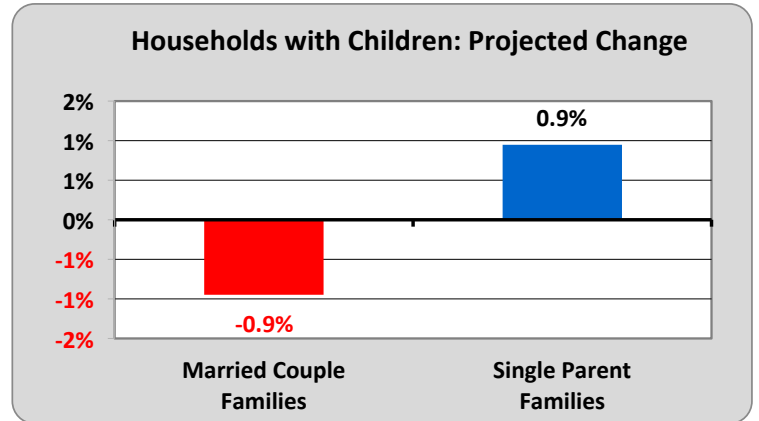
- Married couple families
- Single parent families (father or mother)

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

Households	2010	2019	2024	2010%	2019%	2024%	Estimated 5 Year %pt Change 2019 - 2024
Households with Children under 18							
Married Couple	2,522	2,291	2,195	63.6%	68.8%	67.8%	-0.9%
Single Parent	1,445	1,041	1,042	36.4%	31.2%	32.2%	0.9%

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 similar to the state's profile. The percentage of single parent households with children is about the same as the state.



INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

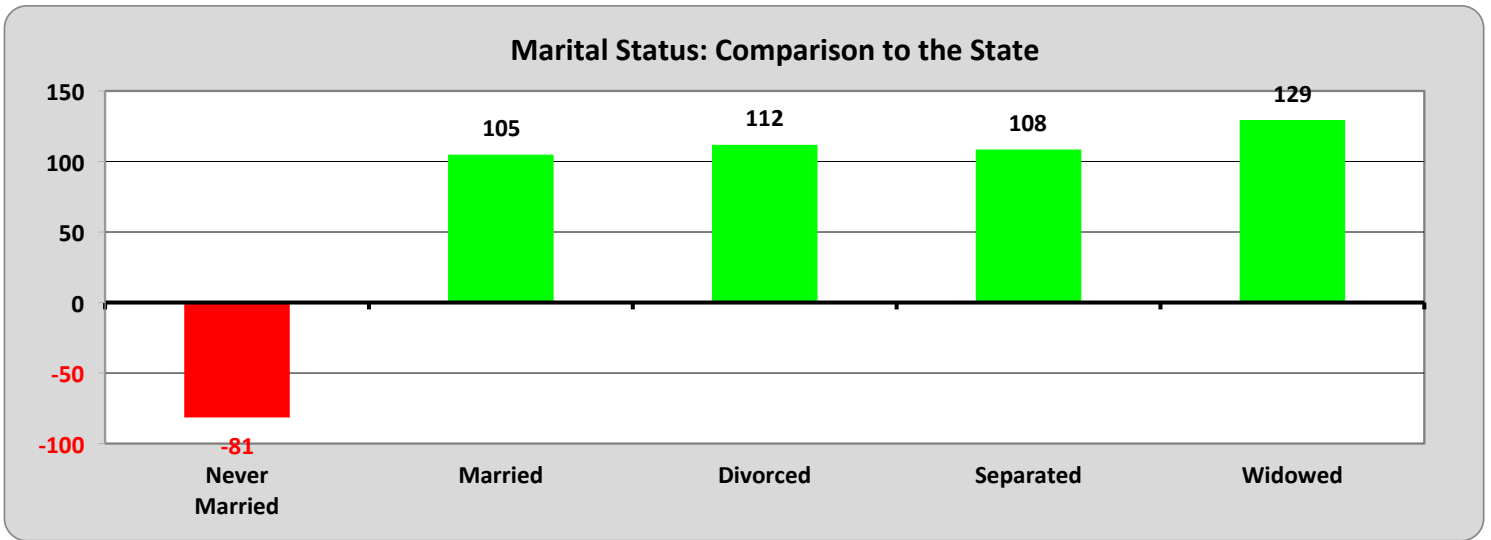
Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Trend information as well as a comparison to the study area's state marital status types provide two different views of this social reality.

Marital types reported include..

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

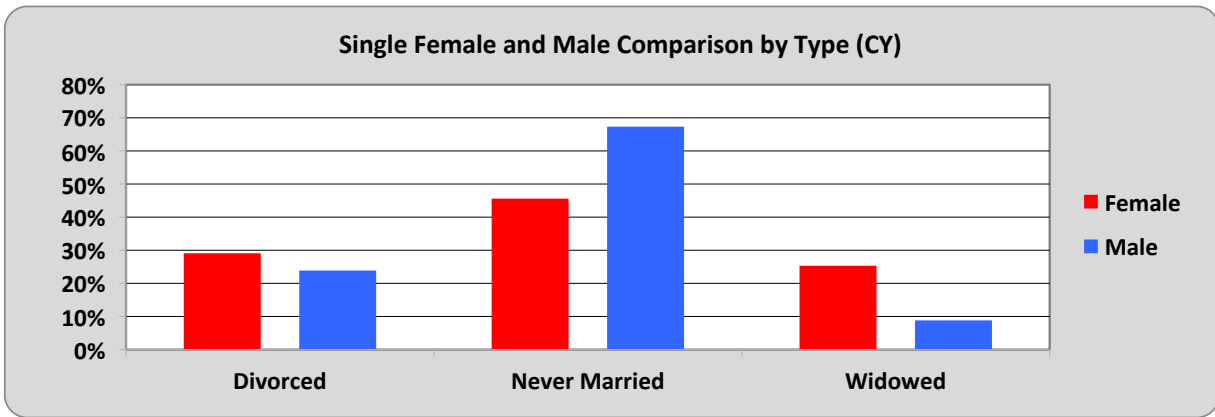
	2010	2019	2024	2010%	2019%	2024%	2010 to 2024 %pt Change
Population by Marital Status: Age 15+							
Never Married	5,780	6,768	7,048	22.5%	25.1%	26.2%	3.7%
Married	14,981	13,956	13,406	58.4%	51.8%	49.8%	-8.5%
Divorced	2,366	3,238	3,451	9.2%	12.0%	12.8%	3.6%
Separated	752	836	813	2.9%	3.1%	3.0%	0.1%
Widowed	1,790	2,142	2,195	7.0%	8.0%	8.2%	1.2%

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 more 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.



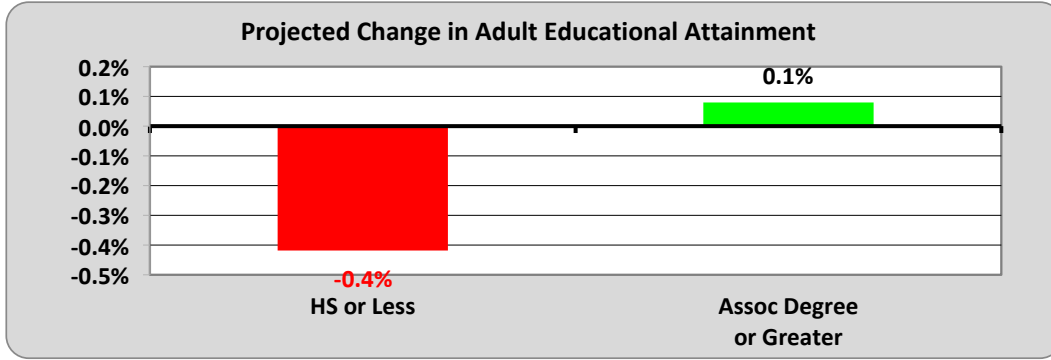
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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.

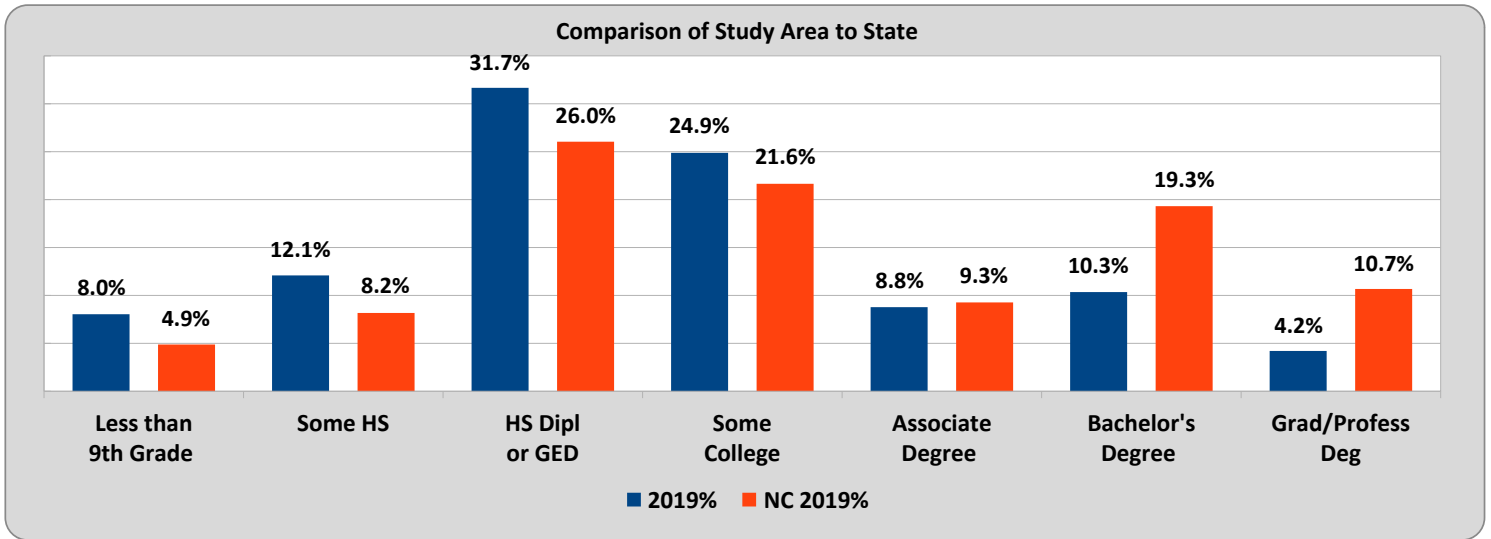
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of NC. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

EDUCATIONAL LEVEL ATTAINMENT CHANGE

The educational attainment level of adults has declined over the past few years. It is projected to rise over the next five years by 0.1%.



EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2019	2024	NC 2019%	2019 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	8.2%	8.0%	8.0%	4.9%	165
Some HS	16.4%	12.1%	11.7%	8.2%	148
HS Dipl or GED	30.7%	31.7%	31.3%	26.0%	122
Some College	20.9%	24.9%	25.6%	21.6%	115
Associate Degree	9.5%	8.8%	8.4%	9.3%	95
Bachelor's Degree	10.5%	10.3%	10.7%	19.3%	54
Grad/Profess Deg	3.7%	4.2%	4.3%	10.7%	39

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

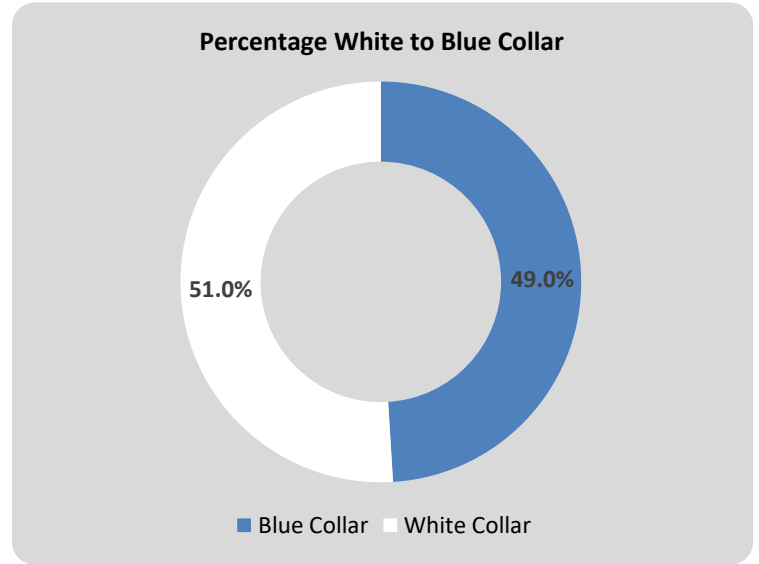
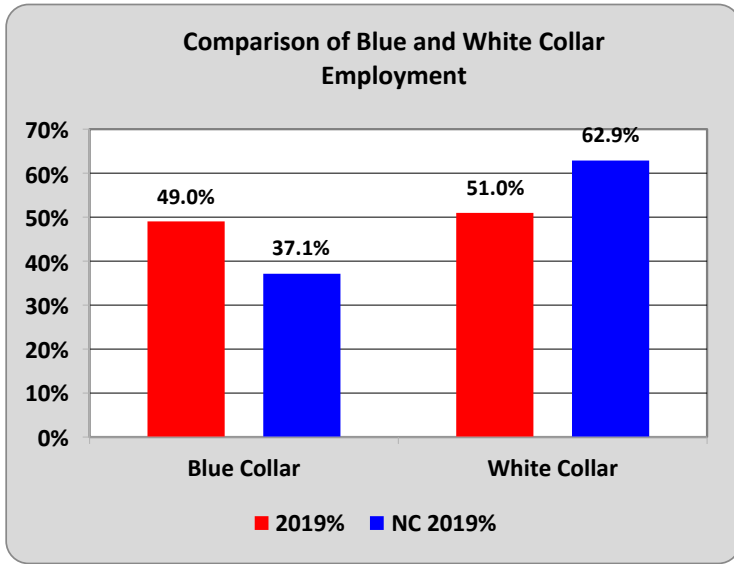
INSITE #9: POPULATION BY EMPLOYMENT

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 NC. This study area is well below the state average for White Collar workers. It is well above the state average for Blue Collar workers.



EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2019	NC 2019	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	4.0%	3.8%	105	At about the state average.
Construction	11.1%	8.6%	129	Well above the state average.
Farming, Fishing, & Forestry	0.2%	0.6%	40	Well below the state average.
Food Preparation Serving	5.7%	5.8%	98	At about the state average.
Healthcare Support	3.0%	2.6%	116	Well above the state average.
Managerial Executive	9.5%	15.1%	63	Well below the state average.
Office Admin	14.1%	12.0%	117	Well above the state average.
Personal Care	2.8%	3.1%	89	Well below the state average.
Production Transportation	23.2%	13.2%	176	Well above the state average.
Prof Specialty	14.5%	22.1%	65	Well below the state average.
Protective	2.1%	2.0%	105	At about the state average.
Sales	10.0%	11.1%	90	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.

	2019	2019%	State %	Comp Index	Relative to the NC State Ave.
Mosaic Segments					
Q64 Golden Year Guardians - Town Elders	1,367	10.8%	5.9%	184	Well above the state average
O51 Singles and Starters - Digital Dependents	1,073	8.5%	4.8%	178	Well above the state average
M44 Families in Motion - Red, White and Bluegrass	1,048	8.3%	3.4%	240	Well above the state average
L43 Blue Sky Boomers - Homemade Happiness	1,029	8.1%	3.7%	217	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	858	6.8%	3.8%	180	Well above the state average
I30 Family Union - Stockcars and State Parks	703	5.5%	2.3%	237	Well above the state average
E20 Thriving Boomers - No Place Like Home	541	4.3%	2.6%	165	Well above the state average
N47 Pastoral Pride - Countrified Pragmatics	451	3.6%	1.5%	243	Well above the state average
M45 Families in Motion - Diapers and Debit Cards	424	3.3%	0.9%	386	Well above the state average
J34 Autumn Years - Aging in Place	405	3.2%	2.5%	127	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	402	3.2%	1.6%	204	Well above the state average
S68 Economic Challenges - Small Town Shallow Pockets	385	3.0%	0.9%	320	Well above the state average
D15 Suburban Style - Sports Utility Families	383	3.0%	1.9%	156	Well above the state average
R66 Aspirational Fusion - Dare to Dream	341	2.7%	1.0%	267	Well above the state average
N48 Pastoral Pride - Rural Southern Bliss	338	2.7%	5.6%	48	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.

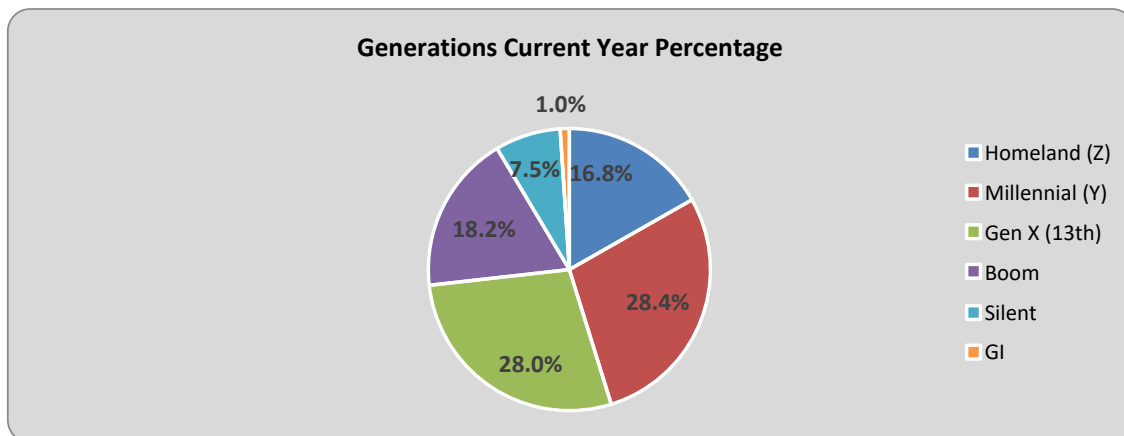
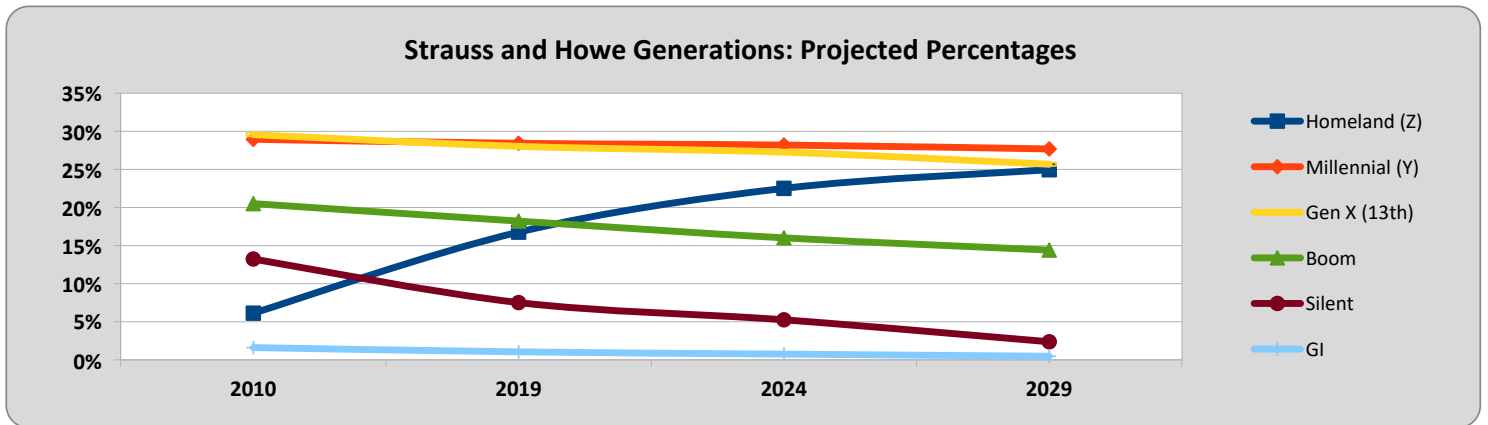
According to the Strauss and Howe model, members of a generation share three qualities. *

- 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 Birth	Final Birth	2010		2019		2024		2029	
Homeland (Z) Artist		2005	2025	1,879	6.1%	5,350	16.8%	7,148	22.5%	8,083	26.1%
Millennial (Y) Hero		1982	2004	8,880	29.0%	9,072	28.4%	8,954	28.2%	8,969	29.0%
Gen X (13th) Nomad		1961	1981	9,068	29.6%	8,944	28.0%	8,659	27.3%	8,317	26.9%
Boom Prophet		1946	1960	6,290	20.5%	5,813	18.2%	5,085	16.0%	4,667	15.1%
Silent Artist		1925	1945	4,060	13.2%	2,399	7.5%	1,669	5.3%	769	2.5%
GI Hero		1901	1924	494	1.6%	335	1.0%	239	0.8%	154	0.5%
Totals:				30,671	100.0%	31,912	100%	31,754	100%	30,958	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	36.2%	8.9%	33.9%	7.0%	107	126
Addiction support groups	31.7%	9.1%	28.9%	7.4%	110	123
Health/weight loss programs	36.2%	9.2%	34.5%	7.1%	105	130
Practical training seminars	40.8%	8.3%	38.3%	6.6%	107	126
Family Support and Intervention Services	44.0%	12.5%	36.7%	10.2%	120	122
Crisis support groups	39.2%	14.1%	42.0%	9.8%	93	145
Daycare/After-School Programs	27.2%	9.7%	27.2%	7.5%	100	129
Family oriented activities	42.4%	22.5%	42.9%	17.1%	99	132
Marriage enrichment	40.2%	12.0%	36.8%	9.4%	109	128
Parenting development	32.5%	9.8%	31.0%	7.6%	105	129
Personal/family counseling	41.1%	12.9%	40.2%	9.8%	102	133
Community Involvement and Advocacy Programs	51.6%	17.7%	48.0%	13.7%	107	129
Adult social activities	46.5%	14.1%	52.6%	14.1%	88	100
Involvement in social causes	47.7%	14.5%	47.7%	13.6%	100	107
Social justice advocacy work	40.7%	12.1%	40.7%	11.4%	100	106
Opportunities for volunteering in the community	51.7%	16.8%	51.2%	15.8%	101	107
Community Activities or Cultural Programs	46.0%	13.0%	43.6%	12.6%	106	104
Cultural programs (music, drama, art)	40.7%	17.8%	46.7%	11.1%	87	160
Holiday programs/activities	50.1%	17.0%	50.3%	14.2%	100	120
Seniors/retiree activities	42.7%	16.2%	41.9%	13.0%	102	125
Youth social activities	35.1%	15.4%	35.4%	11.9%	99	130
Religious/Spiritual Programs	34.7%	22.7%	37.6%	17.7%	92	128
Bible or Scripture study/prayer groups	38.4%	25.0%	32.7%	15.3%	118	164
Christian education for children	31.3%	19.8%	29.5%	14.5%	106	136
Contemporary worship experiences	40.5%	14.2%	39.4%	11.2%	103	126
Spiritual discussion groups	42.9%	15.0%	39.2%	11.1%	109	135
Traditional worship experiences	38.6%	26.9%	39.2%	20.3%	98	133
Warm and friendly encounters	43.0%	38.5%	45.6%	33.6%	94	114
The quality of sermons	34.5%	35.8%	37.3%	28.2%	92	127

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