

The ExecutiveInsite Report

Prepared for: RC Archdiocese of Milwaukee

Study area: Dodge-Washington

Base State: WI

Current Year Estimate: 2022

5 Year Projection: 2027

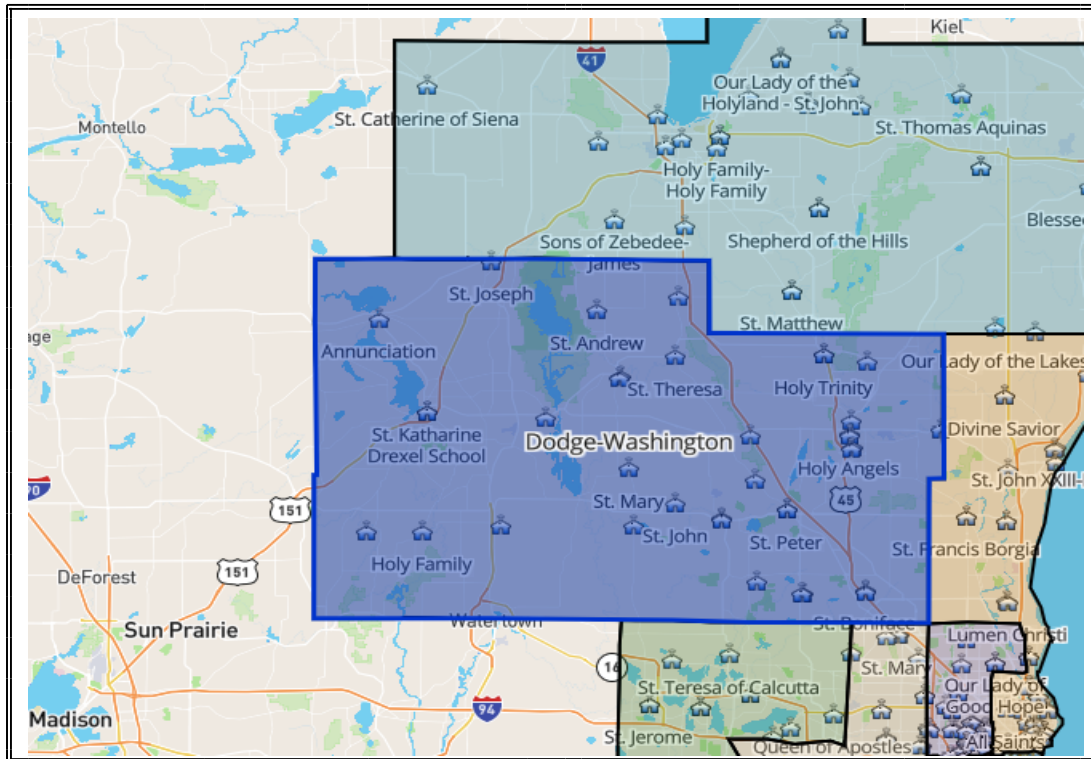
Date: 4/5/2023

Semi-Annual Projection: Fall

This ExecutiveInsite Report has been prepared for RC Archdiocese of Milwaukee. 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

INSITE	PAGE
Insite #1: Population, Household Trends	2
Insite #2: Racial/Ethnic Trends	3
Insite #3: Age Trends	4
Insite #4: School Aged Children Trends	6
Insite #5: Household Income Trends	7
Insite #6: Households and Children Trends	9
Insite #7: Marital Status Trends	10
Insite #8: Adult Educational Attainment	11
Insite #9: Employment and Occupations	12
Insite #10: Mosaic Household Types	13
Insite #11: Generations	14
Insite #12: Religious Program Or Ministry Preferences	15

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.

The American Beliefs Study provides a detailed view of religious preferences, practices and beliefs.

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2022 population within the study area is 231,090. The 2027 projection would see the area grow by 7,215 to a total population of 238,305. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 3.1% in the next five years, the state is projected to grow by 2.2%. The study area's estimated average change rate is 0.6%.

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.

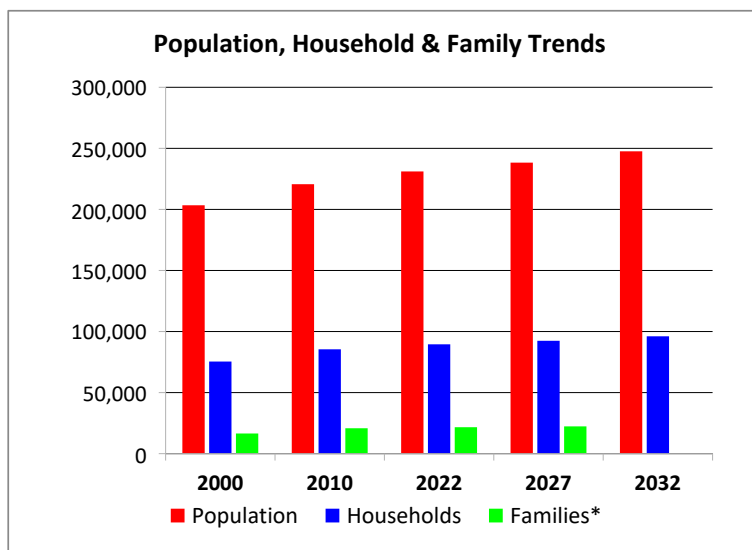
Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.58 but by 2027 it is projected to be 2.58. Compare this to the statewide average which for the current year is estimated at 2.49 persons per household.

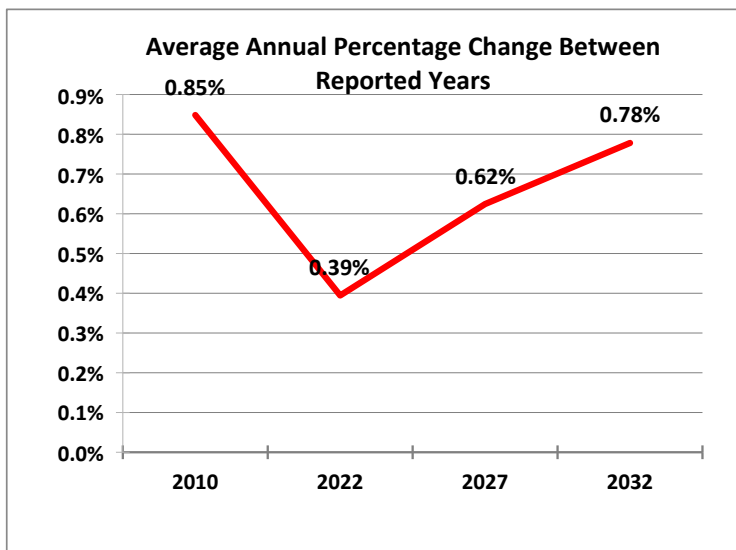
Family Households:

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					
Population	2000	2010	2022	2027	2032
Population	203,392	220,646	231,090	238,305	247,576
Population Change		17,254	10,444	7,215	9,271
Percent Change		8.5%	4.7%	3.1%	3.9%
Households	2000	2010	2022	2027	2032
Households	75,425	85,445	89,535	92,415	96,093
Households Change		10,020	4,090	2,880	3,678
Percent Change		13.3%	4.8%	3.2%	4.0%
Population / Households	2.70	2.58	2.58	2.58	2.58
Population / Households Change		-0.11	0.00	0.00	0.00
Percent Change		-4.2%	-0.1%	-0.1%	-0.1%
Families	2000	2010	2022	2027	2032
Families	16,507	20,797	21,651	22,332	
Families Change		4,290	854	681	
Percent Change		26.0%	4.1%	3.1%	



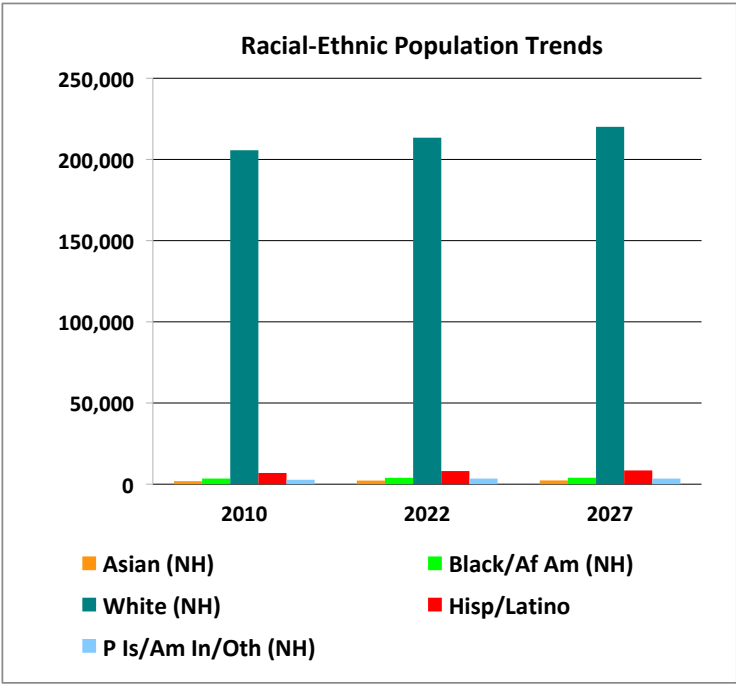
NOTE: Family Household data is not projected out 10 years.



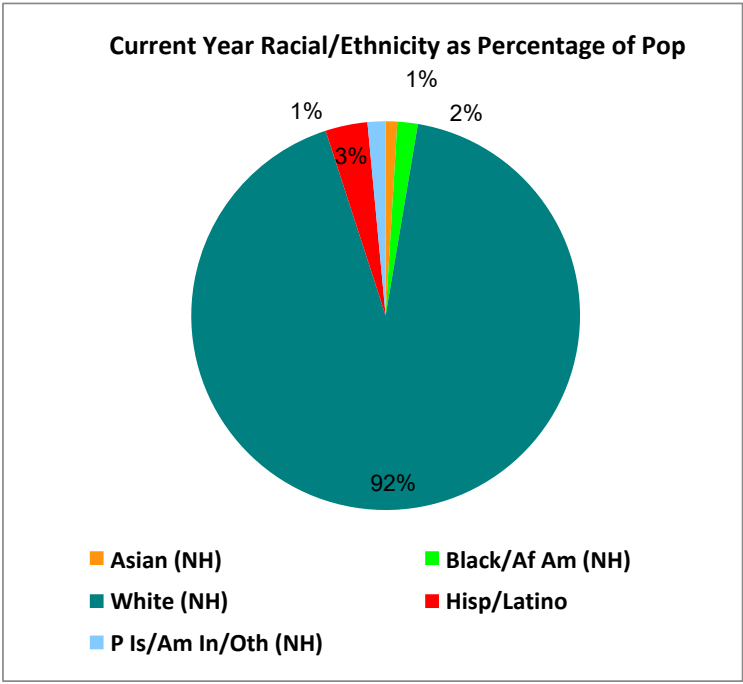
INSITE #2: RACIAL-ETHNIC TRENDS

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 remain about the same over the next five years.

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

	2010	2022	2027	2010%	2022 %	2027 %	2010 to 2027 %pt Change
Race and Ethnicity							
Asian (NH)	1,861	2,222	2,312	0.84%	0.96%	0.97%	0.13%
Black/Afr Amer (NH)	3,476	3,921	3,984	1.58%	1.70%	1.67%	0.10%
White (NH)	205,673	213,400	220,098	93.21%	92.34%	92.36%	-0.85%
Hispanic/Latino	6,907	8,088	8,461	3.13%	3.50%	3.55%	0.42%
P Is/Am In/Oth (NH)	2,729	3,459	3,450	1.24%	1.50%	1.45%	0.21%
Totals:	220,646	231,090	238,305				

INSITE #3: AGE TRENDS

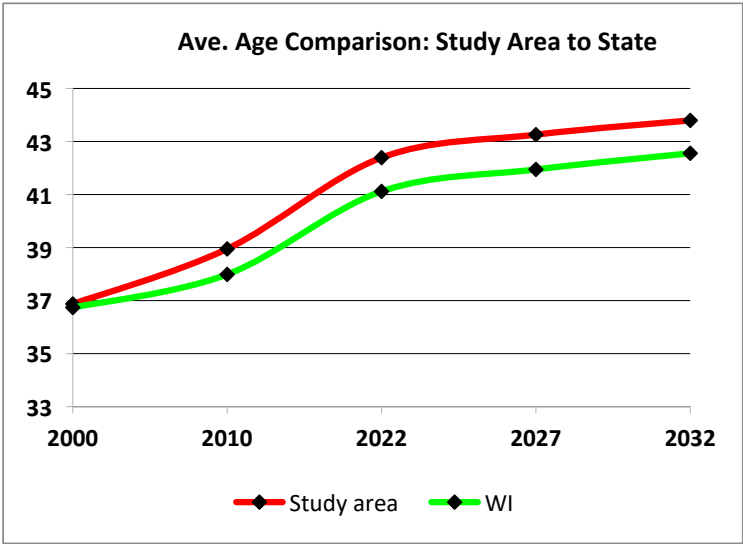
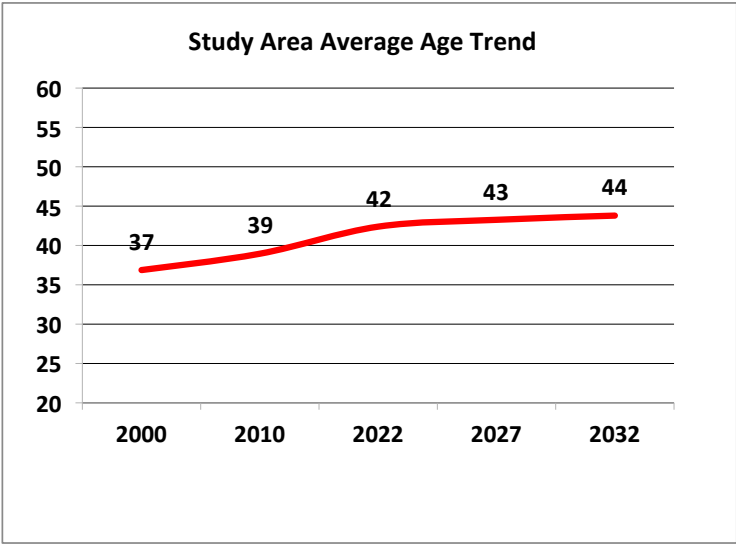
A community’s age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However, this picture may particularize differently 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					
Average Age Trends	2000	2010	2022	2027	2032
Average Age: Study Area	36.87	38.95	42.39	43.26	43.79
Percent Change		5.6%	8.8%	2.0%	1.2%
Average Age: WI	36.74	37.99	41.12	41.95	42.56
Percent Change		3.4%	8.2%	2.0%	1.4%
Comparative Index	100	103	103	103	103
Median Age: Study Area	36	40	42	43	42



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.

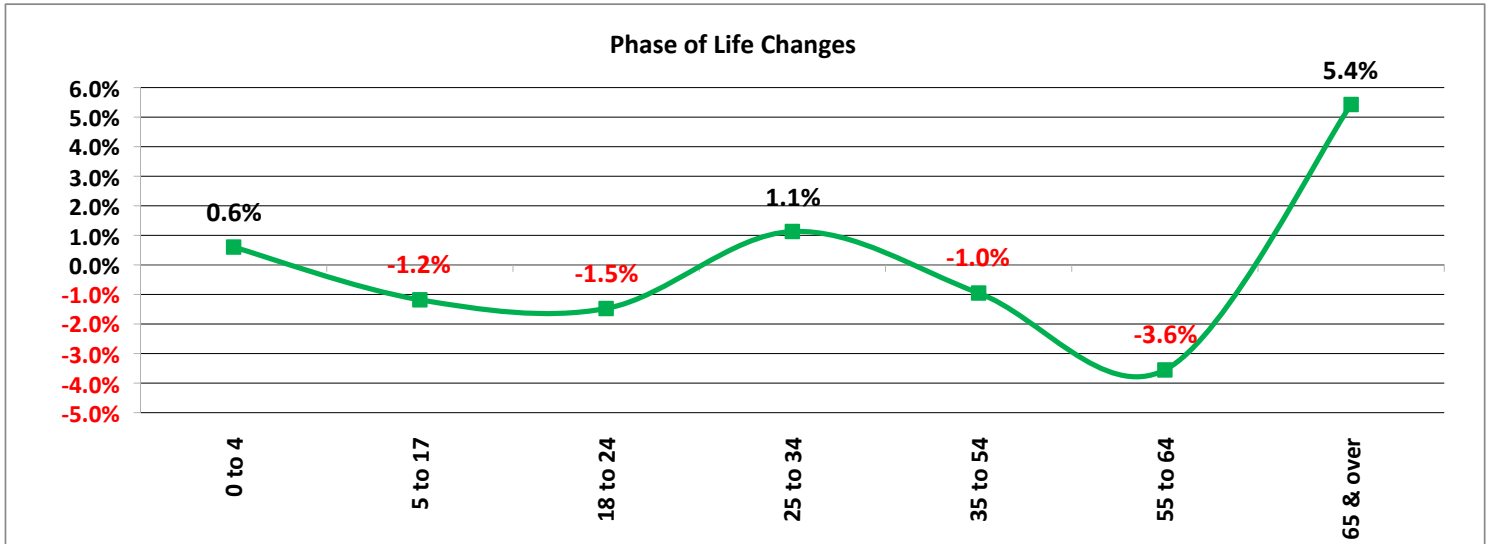
INSITE #3: AGE TRENDS (continued)

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	2022	2027	2032	2010%	2022%	2027%	2032%	Estimated 10 Year %pt Change 2022 - 2032
Before Formal Schooling									
Ages 0 to 4	13,199	11,418	12,085	13,742	6.0%	4.9%	5.1%	5.5%	0.6%
Required Formal Schooling									
Ages 5 to 17	38,757	32,739	31,460	32,184	17.6%	14.2%	13.2%	13.0%	-1.2%
College/Career Starts									
Ages 18 to 24	15,558	22,226	21,548	20,180	7.1%	9.6%	9.0%	8.1%	-1.5%
Singles & Young Families									
Ages 25 to 34	26,183	28,516	32,497	33,384	11.9%	12.3%	13.6%	13.5%	1.1%
Families & Empty Nesters									
Ages 35 to 54	68,348	53,933	52,038	55,482	31.0%	23.3%	21.8%	22.4%	-1.0%
Enrichment Years Sing/Couples									
Ages 55 to 64	27,547	35,895	33,793	29,687	12.5%	15.5%	14.2%	12.0%	-3.6%
Retirement Opportunities									
Age 65 and over	31,054	46,363	54,884	63,174	14.1%	20.1%	23.0%	25.5%	5.4%



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

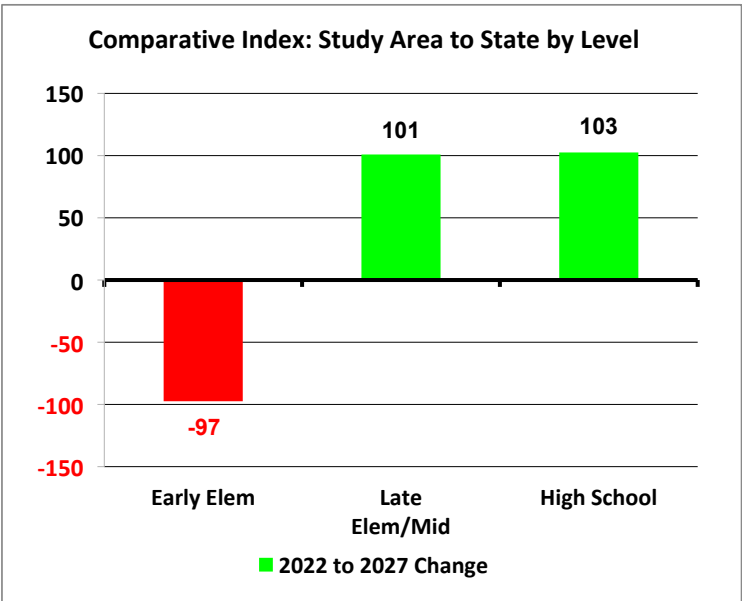
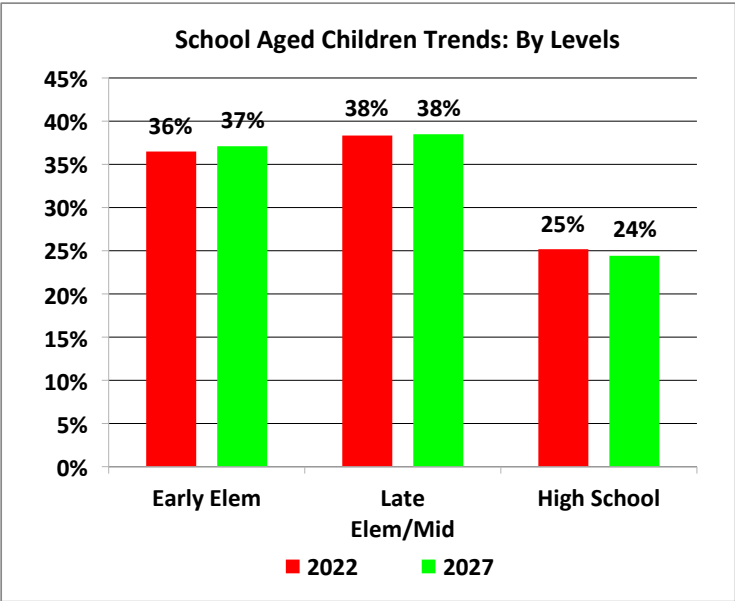
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely 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	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Early Elementary							
Ages 5 to 9	14,418	11,945	11,671	37.2%	36.5%	37.1%	0.6%
Late Elementary-Middle School							
Ages 10 to 14	15,083	12,551	12,108	38.9%	38.3%	38.5%	0.2%
High School							
Ages 15 to 17	9,256	8,243	7,681	23.9%	25.2%	24.4%	-0.8%



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 0.6%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 17 by 0.2%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -0.8%.

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

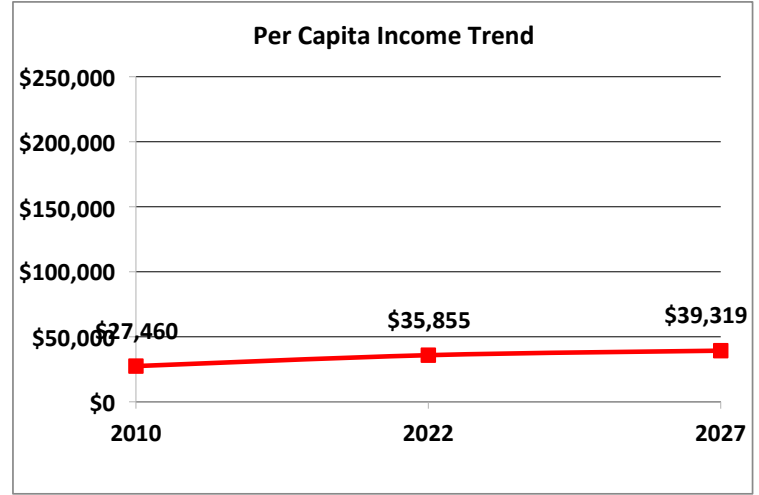
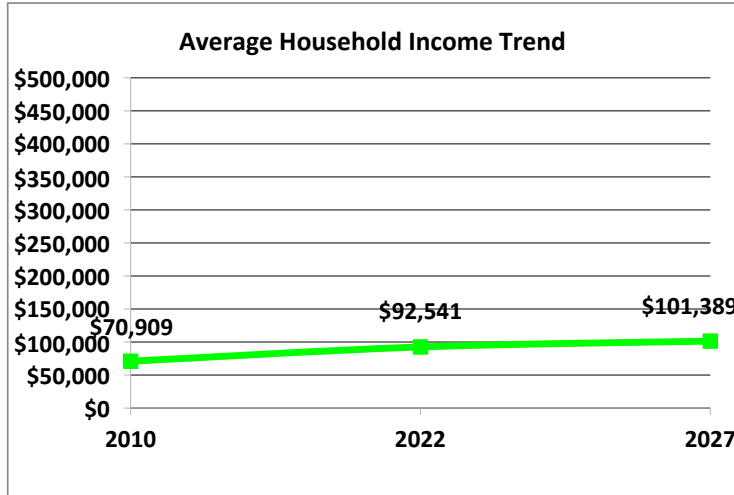
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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.

In this study area, the estimated current year average household income is \$92,541. The average household income is projected to grow by 9.6% to \$101,389.

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.

The estimated per capita income for the current year is \$35,855. The Per Capita Income is projected to grow by 9.7% to \$39,319.



<i>Income Trends</i>	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households							
Less than \$10,000	2,815	2,634	2,219	3.3%	2.9%	2.4%	-0.5%
\$10,000 to \$14,999	3,243	2,345	2,042	3.8%	2.6%	2.2%	-0.4%
\$15,000 to \$24,999	7,864	5,161	5,370	9.2%	5.8%	5.8%	0.0%
\$25,000 to \$34,999	8,416	7,124	6,022	9.8%	8.0%	6.5%	-1.4%
\$35,000 to \$49,999	12,231	11,218	9,977	14.3%	12.5%	10.8%	-1.7%
\$50,000 to \$74,999	19,260	16,338	16,478	22.5%	18.2%	17.8%	-0.4%
\$75,000 to \$99,999	13,882	15,118	14,026	16.2%	16.9%	15.2%	-1.7%
\$100,000 to \$149,999	12,490	17,326	19,858	14.6%	19.4%	21.5%	2.1%
\$150,000 to \$199,999	3,242	7,433	8,884	3.8%	8.3%	9.6%	1.3%
\$200,000 or more	2,001	4,838	7,539	2.3%	5.4%	8.2%	2.8%
Totals	85,444	89,535	92,415				

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.

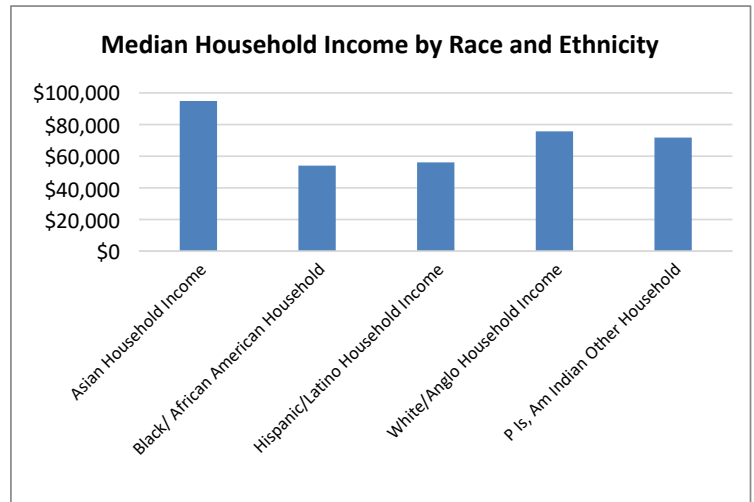
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 41.5% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 41.3%.

Income Trends	2022	2027	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Families					
Less than \$10,000	1,075	1,074	1.7%	1.7%	-0.06%
\$10,000 to \$14,999	736	733	1.2%	1.1%	-0.04%
\$15,000 to \$24,999	1,850	1,863	3.0%	2.9%	-0.08%
\$25,000 to \$34,999	3,342	3,981	5.4%	6.2%	0.81%
\$35,000 to \$49,999	6,519	6,658	10.5%	10.3%	-0.13%
\$50,000 to \$74,999	10,978	11,270	17.6%	17.5%	-0.14%
\$75,000 to \$99,999	11,943	12,282	19.2%	19.0%	-0.12%
\$100,000 to \$149,999	14,827	15,269	23.8%	23.7%	-0.11%
\$150,000-\$199,999	6,756	6,947	10.8%	10.8%	-0.07%
\$200,000 or more	4,318	4,427	6.9%	6.9%	-0.06%
Totals	62,344	64,504			

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	2022
Asian Household Income	\$94,899
Black/ African American Household Income	\$54,047
Hispanic/Latino Household Income	\$56,103
White/Anglo Household Income	\$75,711
P Is, Am Indian Other Household Income	\$71,780
Average	\$70,508



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...

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

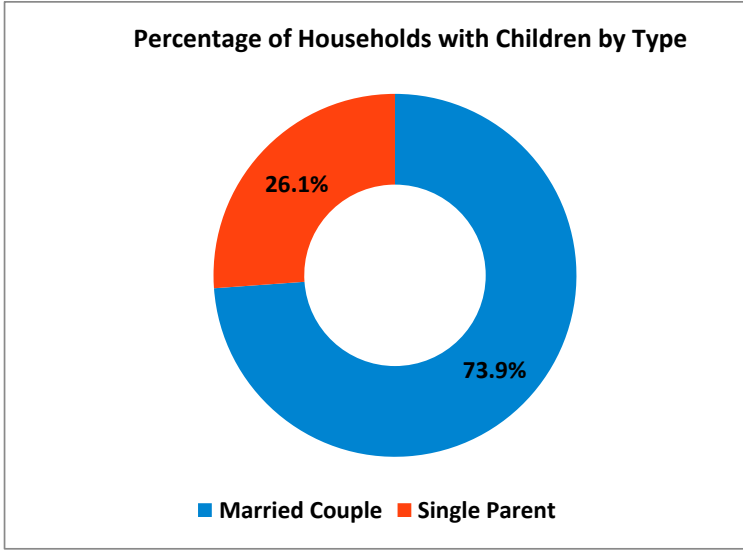
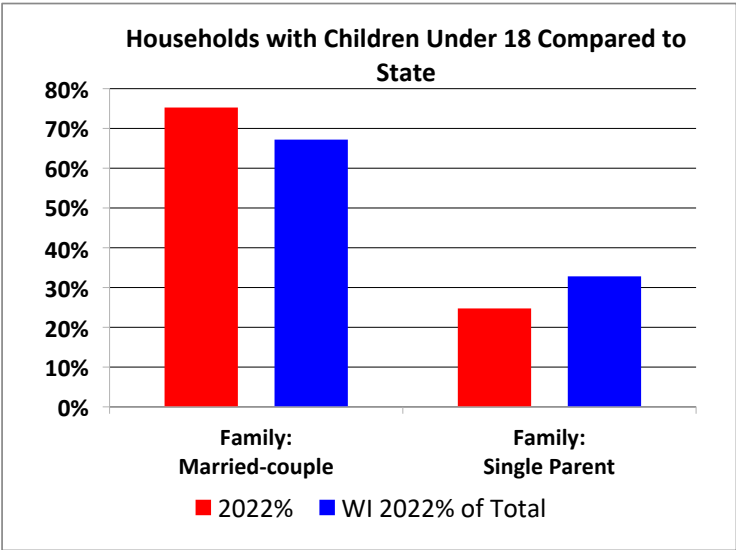
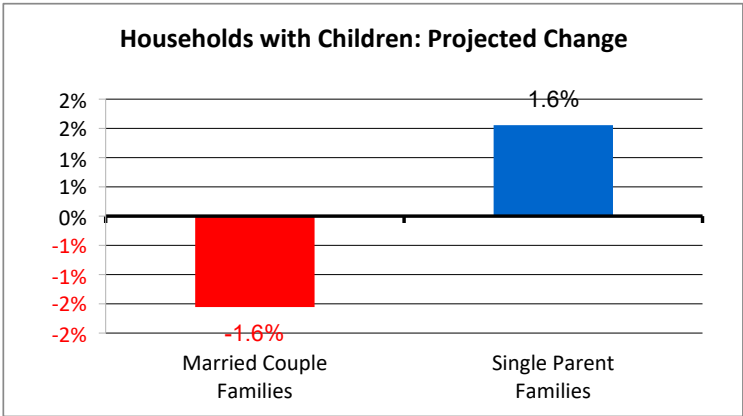
- family households with children under 18
 - family households without children under 18
- Married couple families
 - Single parent families (father or mother)

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

Households	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households with Children under 18							
Married Couple	20,414	18,819	18,746	75.3%	73.9%	72.3%	-1.6%
Single Parent	6,712	6,659	7,179	24.7%	26.1%	27.7%	1.6%

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

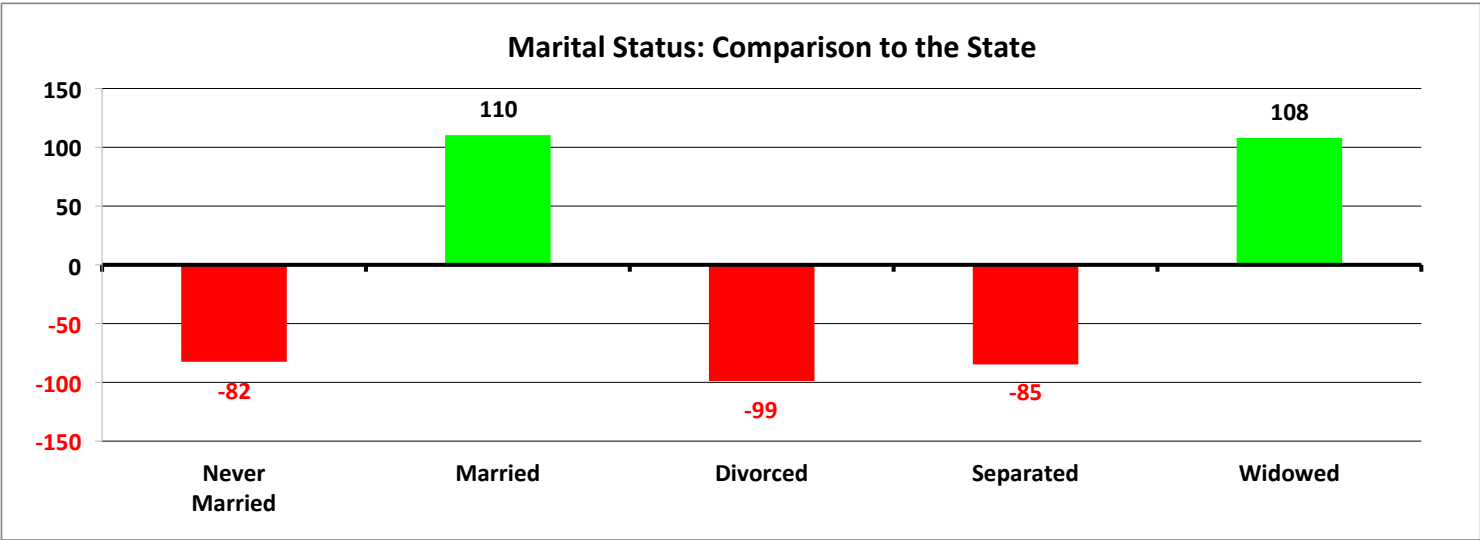
Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Trend information as well as a comparison to the study area's state marital status types provide two different views of this social reality.

Marital types reported include..

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

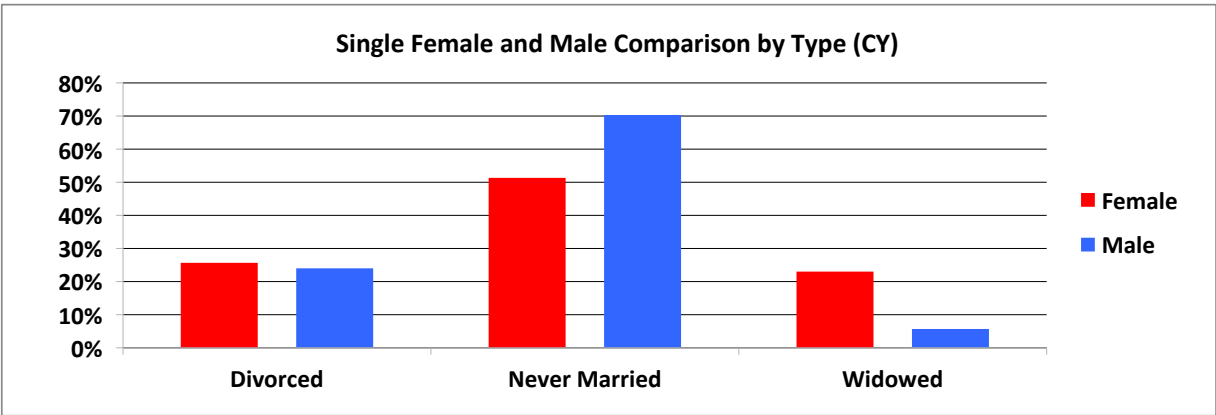
	2010	2022	2027	2010%	2022%	2027%	2010 to 2027 %pt Change
Population by Marital Status: Age 15+							
Never Married	43,125	51,113	52,869	23.8%	25.8%	25.8%	2.0%
Married	108,467	112,308	116,785	59.9%	56.7%	57.0%	-3.0%
Divorced	17,032	20,834	21,627	9.4%	10.5%	10.6%	1.1%
Separated	1,943	1,715	1,720	1.1%	0.9%	0.8%	-0.2%
Widowed	10,435	11,974	11,992	5.8%	6.0%	5.8%	0.1%

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.



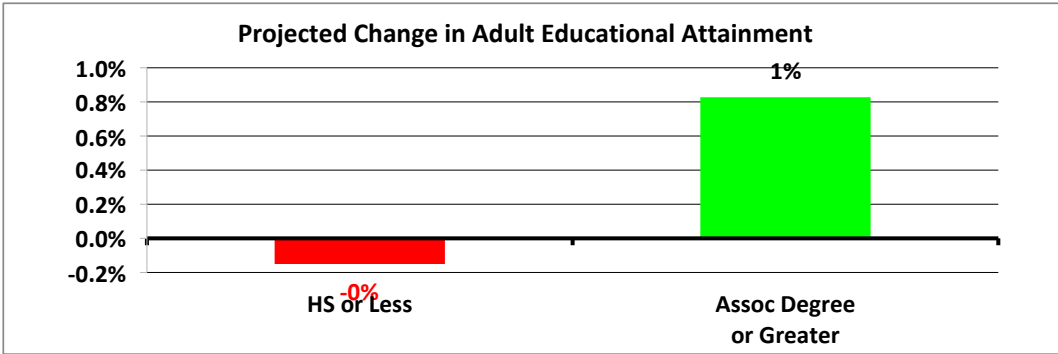
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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.

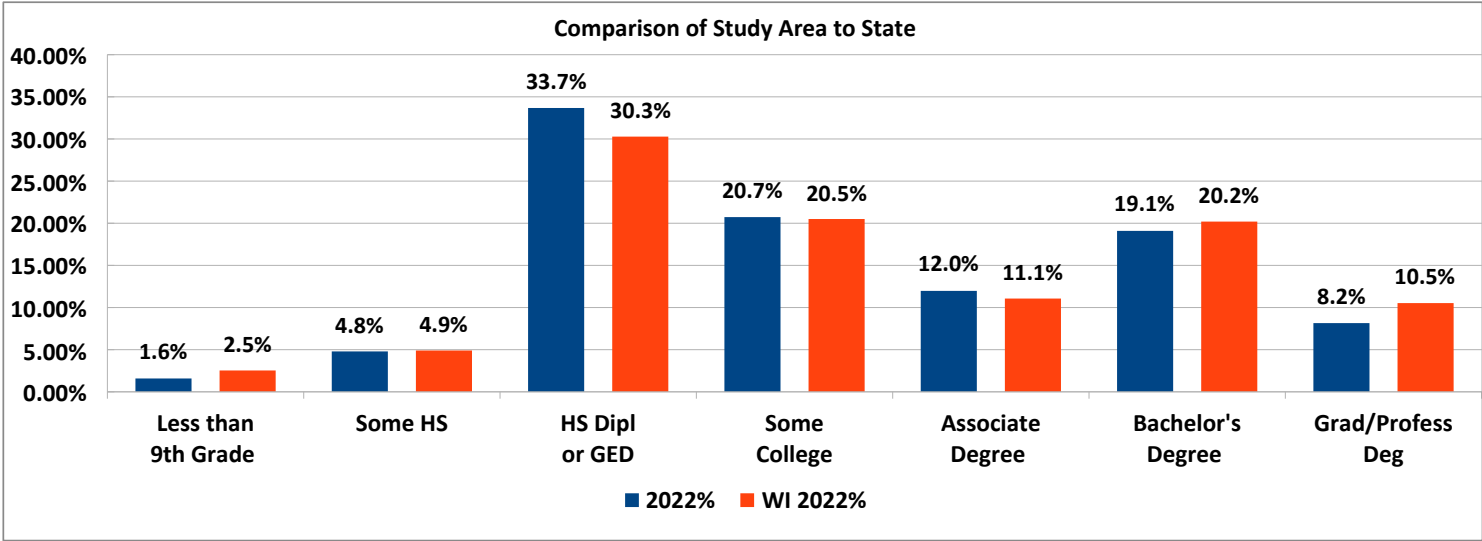
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of WI. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 0.8%.



EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2022	2027	WI 2022%	2022 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	3.2%	1.6%	1.6%	2.5%	62
Some HS	7.0%	4.8%	4.6%	4.9%	98
HS Dipl or GED	37.0%	33.7%	33.4%	30.3%	111
Some College	21.8%	20.7%	20.4%	20.5%	101
Associate Degree	9.3%	12.0%	12.1%	11.1%	108
Bachelor's Degree	15.4%	19.1%	19.5%	20.2%	95
Grad/Profess Deg	6.3%	8.2%	8.4%	10.5%	77

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

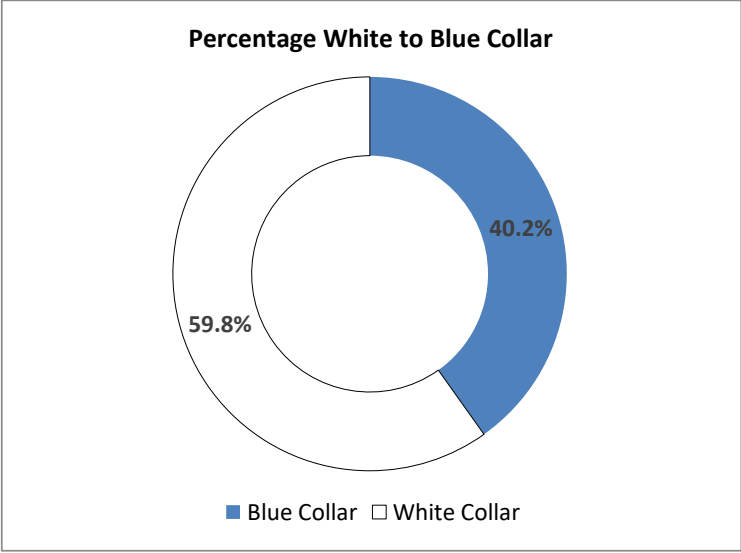
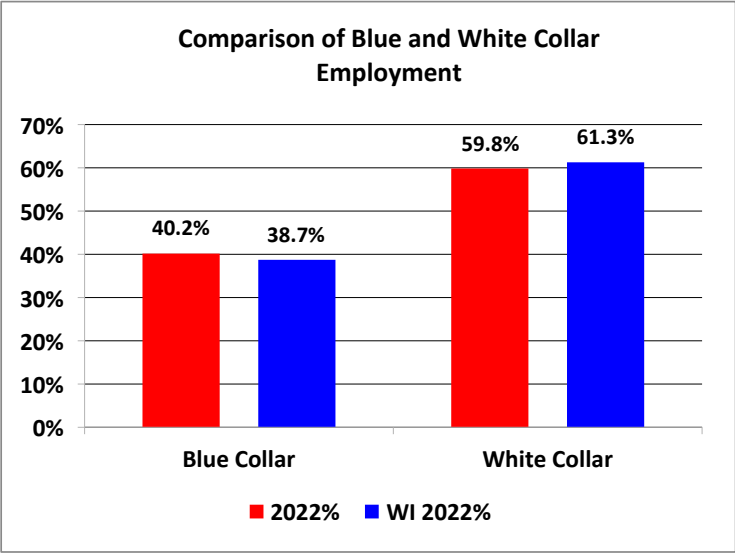
INSITE #9: POPULATION BY EMPLOYMENT

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 WI. This study area is close to the state average for White Collar workers. It is close to the state average for Blue Collar workers.



EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2022	WI 2022	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.0%	3.2%	96	At about the state average.
Construction	8.2%	7.7%	106	At about the state average.
Farming, Fishing, & Forestry	0.8%	0.9%	89	Well below the state average.
Food Preparation Serving	3.9%	5.2%	75	Well below the state average.
Healthcare Support	3.0%	3.8%	80	Well below the state average.
Managerial Executive	15.9%	15.3%	104	At about the state average.
Office Admin	11.1%	11.2%	98	At about the state average.
Personal Care	2.4%	2.3%	101	At about the state average.
Production Transportation	20.3%	17.8%	114	Well above the state average.
Prof Specialty	20.2%	22.0%	92	At about the state average.
Protective	1.6%	1.6%	101	At about the state average.
Sales	9.7%	9.0%	107	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.

	2022	2022%	State %	Comp Index	Relative to the WI State Ave.
Mosaic Segments					
E21 Thriving Boomers - Unspoiled Splendor	8,436	9.4%	5.6%	168	Well above the state average
C11 Booming with Confidence - Sophisticated City Dwellers	6,362	7.1%	4.7%	151	Well above the state average
J34 Autumn Years - Suburban Sophisticates	5,723	6.4%	5.2%	123	Somewhat above the state average
I30 Family Union - Potlucks and the Great Outdoors	5,526	6.2%	4.6%	134	Well above the state average
D15 Suburban Style - Sport Utility Families	5,113	5.7%	2.8%	201	Well above the state average
E20 Thriving Boomers - No Place Like Home	5,045	5.6%	4.4%	127	Well above the state average
C14 Booming with Confidence - Boomers and Boomerangs	4,627	5.2%	2.6%	201	Well above the state average
O51 Singles and Starters - Digitally Savvy	3,818	4.3%	4.3%	99	About average for the state
Q64 Golden Year Guardians - Established in Society	2,739	3.1%	3.6%	85	Somewhat below the state average
Q62 Golden Year Guardians - Enjoying Retirement	2,629	2.9%	2.0%	146	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	2,504	2.8%	3.0%	93	Somewhat below the state average
F22 Promising Families - Fast Track Couples	2,414	2.7%	2.2%	123	Somewhat above the state average
A04 Power Elite - Picture Perfect Families	2,370	2.6%	1.8%	146	Well above the state average
Q65 Golden Year Guardians - Mature and Wise	2,216	2.5%	2.4%	105	About average for the state
I31 Family Union - Hard Working Values	2,207	2.5%	2.2%	110	

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.

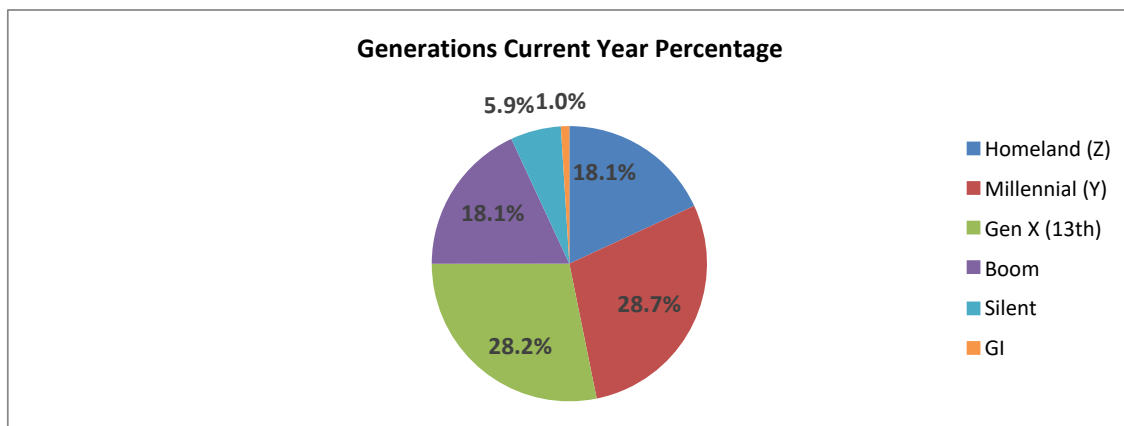
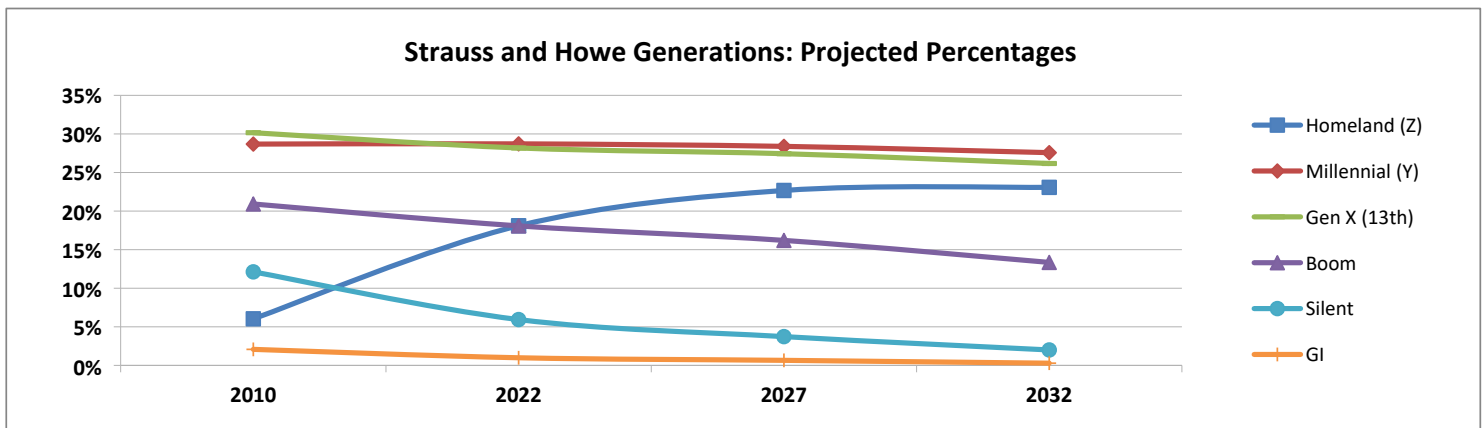
According to the Strauss and Howe model, members of a generation share three qualities. *

- 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		2022		2027		2032	
Homeland (Z) Artist		2005	2025	13,199	6.0%	41,369	18.1%	53,357	22.9%	57,200	25.0%
Millennial (Y) Hero		1982	2004	62,720	28.7%	65,631	28.7%	66,814	28.7%	68,346	29.8%
Gen X (13th) Nomad		1961	1981	65,950	30.2%	64,410	28.2%	64,577	27.7%	64,862	28.3%
Boom Prophet		1946	1960	45,745	20.9%	41,327	18.1%	38,128	16.3%	33,085	14.4%
Silent Artist		1925	1945	26,511	12.1%	13,574	5.9%	8,779	3.8%	4,959	2.2%
GI Hero		1901	1924	4,543	2.1%	2,262	1.0%	1,542	0.7%	708	0.3%
Totals:				218,668	100.0%	228,573	100%	233,198	100%	229,161	100.0%

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



INSITE #12: RELIGIOUS PROGRAM OR MINISTRY PREFERENCES

This information is from the 2021 American Beliefs Study. You can view more results in the ReligiousInsite, ReligiousInsite Priorities, MinistryInsite, or MinistryInsite Priorities reports.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	34.6%	7.5%	34.9%	8.4%	99	89
Addiction support groups	28.3%	6.2%	27.9%	7.4%	101	84
Health/weight loss programs	26.6%	3.8%	27.4%	4.7%	97	80
Membership and leadership training	33.3%	6.4%	34.3%	6.9%	97	94
Opportunities to develop personal relationships	49.7%	16.2%	48.8%	17.1%	102	95
Practical training seminars (money management, computer skills, etc.)	35.1%	5.0%	36.4%	6.0%	96	83
Family Support and Intervention Services	34.5%	8.5%	33.6%	9.2%	103	92
Daycare/After-School Programs	21.7%	4.9%	20.9%	5.6%	104	86
Crisis support groups	42.0%	9.2%	40.6%	10.2%	103	90
Family oriented activities	41.8%	16.0%	40.9%	15.7%	102	102
Marriage enrichment	34.9%	7.6%	33.4%	8.4%	105	90
Parenting development	26.4%	5.6%	26.5%	6.5%	100	86
Personal/family counseling	40.4%	7.6%	39.2%	8.6%	103	88
Community Involvement and Advocacy Programs	44.8%	10.8%	43.3%	11.5%	103	94
Adult social activities	55.3%	10.8%	52.6%	11.6%	105	93
Involvement in social causes	46.2%	12.0%	46.2%	12.7%	100	95
Mission trips and global outreach	33.0%	6.6%	30.8%	7.7%	107	85
Opportunities for volunteering in the community	52.0%	14.2%	49.5%	14.6%	105	97
Social justice advocacy work	37.5%	10.2%	37.5%	10.9%	100	94
Community Activities or Cultural Programs	41.2%	10.1%	40.2%	10.3%	103	98
Cultural programs (music, drama, art)	43.5%	7.5%	43.8%	8.9%	99	84
Holiday programs/activities	51.9%	15.5%	50.5%	14.9%	103	104
Seniors/retiree activities	47.3%	13.6%	45.0%	13.8%	105	99
Singles or college-age groups	25.4%	6.2%	25.6%	6.3%	99	98
Size of church congregation	43.8%	6.3%	40.8%	6.8%	107	93
Small groups (i.e., life groups, personal interest groups)	46.7%	10.4%	46.7%	10.7%	100	98
Youth social activities	29.8%	11.0%	28.9%	10.8%	103	102
Religious/Spiritual Programs	38.0%	21.3%	36.4%	20.0%	104	106
Bible or Scripture study/prayer groups	34.0%	14.5%	32.3%	14.9%	105	97
Celebration of sacraments	35.6%	25.4%	32.3%	21.2%	110	120
Contemporary worship experiences	41.4%	11.5%	40.3%	11.1%	103	104
Online or virtual worship experiences	38.4%	11.5%	36.8%	11.1%	104	104
Quality sermons	37.8%	36.3%	36.3%	33.3%	104	109
Religious education for children	28.0%	17.7%	27.5%	17.1%	102	103
Spiritual discussion groups	41.5%	10.4%	38.9%	11.1%	107	93
Traditional worship experiences	40.6%	26.8%	39.1%	24.3%	104	110
Warm and friendly encounters	44.9%	37.3%	44.1%	35.8%	102	104

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.

[Click to download the ExecutiveInsite Worksheet. To open it in a new tab, press Ctrl when you click.](#)