

The ExecutiveInsite Report

Prepared for: RC Archdiocese of Milwaukee

Study area: Ozaukee-Milwaukee Deanery

Base State: WI

Current Year Estimate: 2022

5 Year Projection: 2027

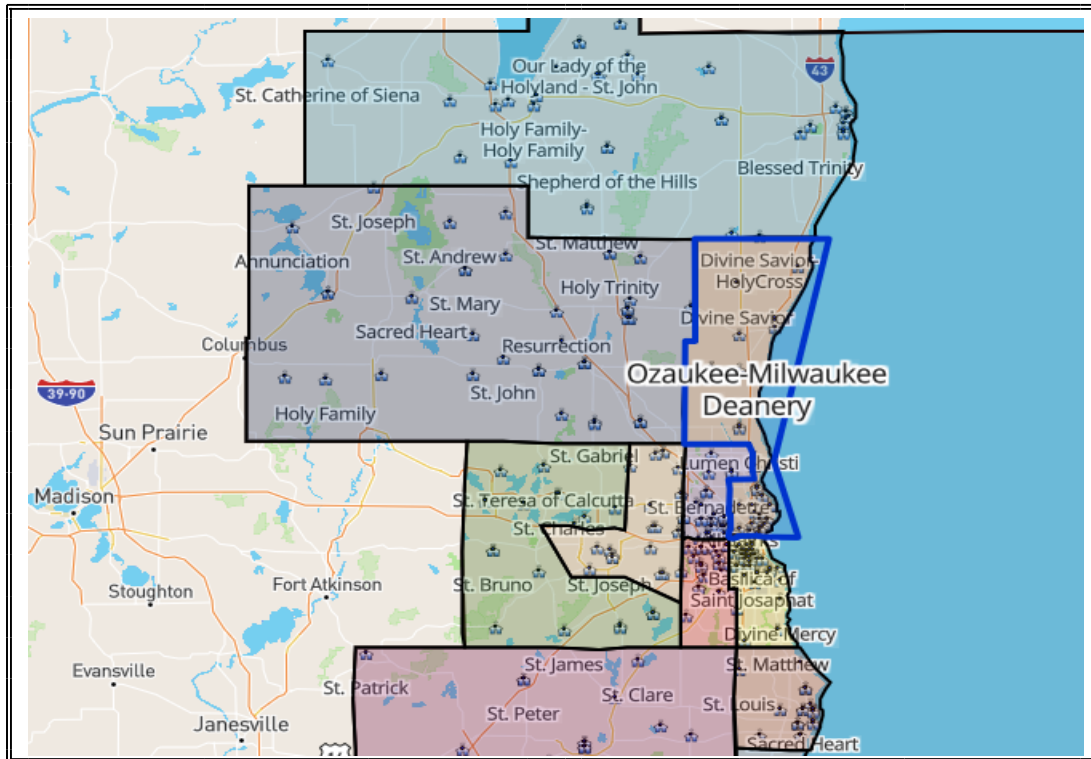
Date: 4/12/2023

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

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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.

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 334,570. The 2027 projection would see the area grow by 4,041 to a total population of 338,611. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to grow by 1.2% in the next five years, the state is projected to grow by 2.2%. The study area's estimated average change rate is 0.2%.

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.

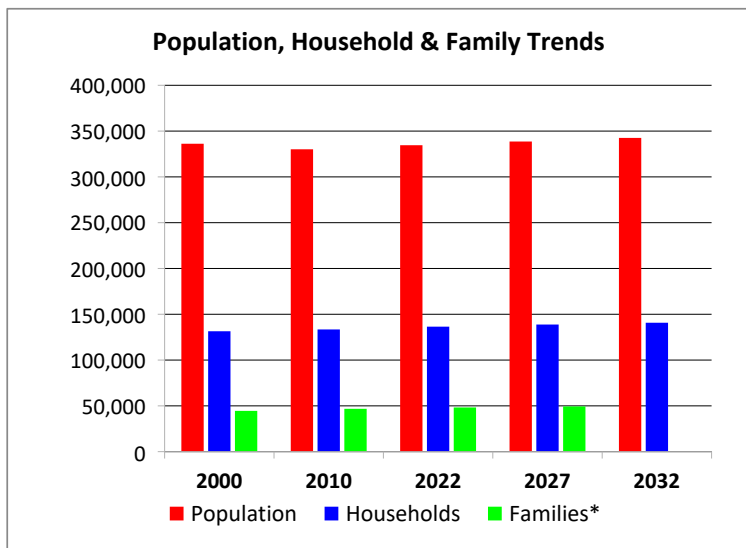
Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.47 but by 2027 it is projected to be 2.44. Compare this to the statewide average which for the current year is estimated at 2.49 persons per household.

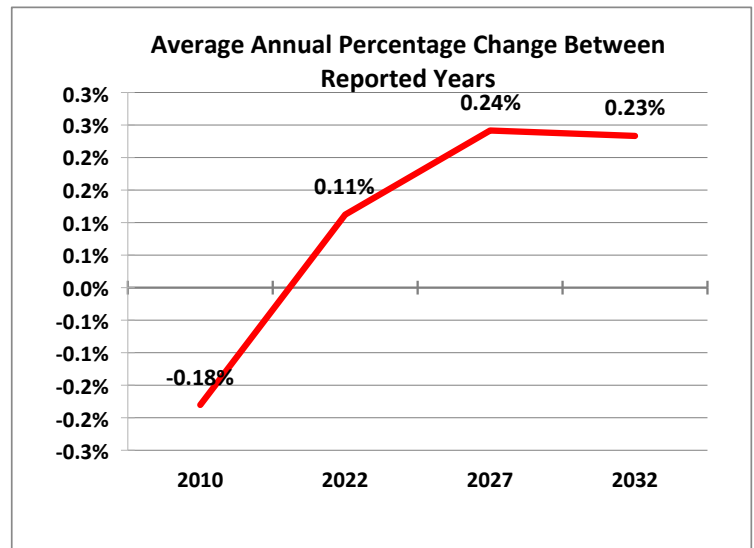
Family Households:

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	336,186	330,124	334,570	338,611	342,560
Population Change		-6,062	4,446	4,041	3,949
Percent Change		-1.8%	1.3%	1.2%	1.2%
Households	2000	2010	2022	2027	2032
Households	131,451	133,428	136,474	138,793	140,749
Households Change		1,977	3,046	2,319	1,956
Percent Change		1.5%	2.3%	1.7%	1.4%
Population / Households	2.56	2.47	2.45	2.44	2.43
Population / Households Change		-0.08	-0.02	-0.01	-0.01
Percent Change		-3.3%	-0.9%	-0.5%	-0.2%
Families	2000	2010	2022	2027	2032
Families	44,520	46,773	48,242	49,352	
Families Change		2,253	1,469	1,110	
Percent Change		5.1%	3.1%	2.3%	



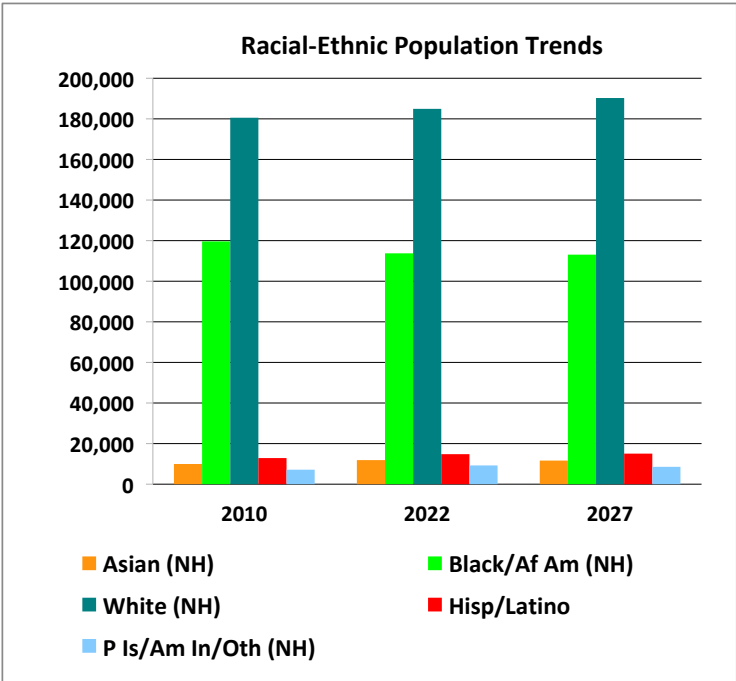
NOTE: Family Household data is not projected out 10 years.



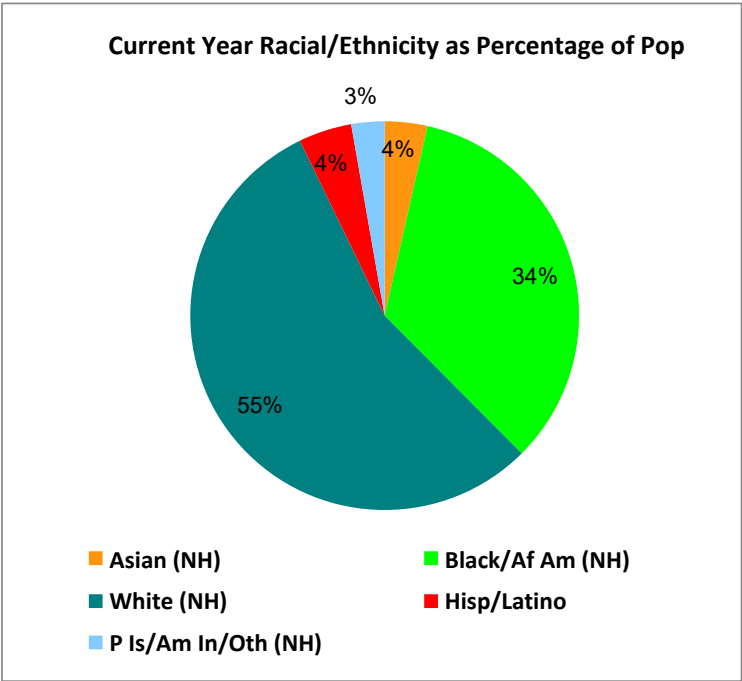
INSITE #2: RACIAL-ETHNIC TRENDS

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 decline by-0.6% over the next five years.

White (Non-Hisp) is projected to grow by 0.9% 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)	9,943	11,867	11,634	3.01%	3.55%	3.44%	0.42%
Black/Afr Amer (NH)	119,616	113,745	113,095	36.23%	34.00%	33.40%	-2.83%
White (NH)	180,555	184,930	190,269	54.69%	55.27%	56.19%	1.50%
Hispanic/Latino	12,868	14,791	15,060	3.90%	4.42%	4.45%	0.55%
P Is/Am In/Oth (NH)	7,142	9,238	8,552	2.16%	2.76%	2.53%	0.36%
Totals:	330,124	334,571	338,610				

INSITE #3: AGE TRENDS

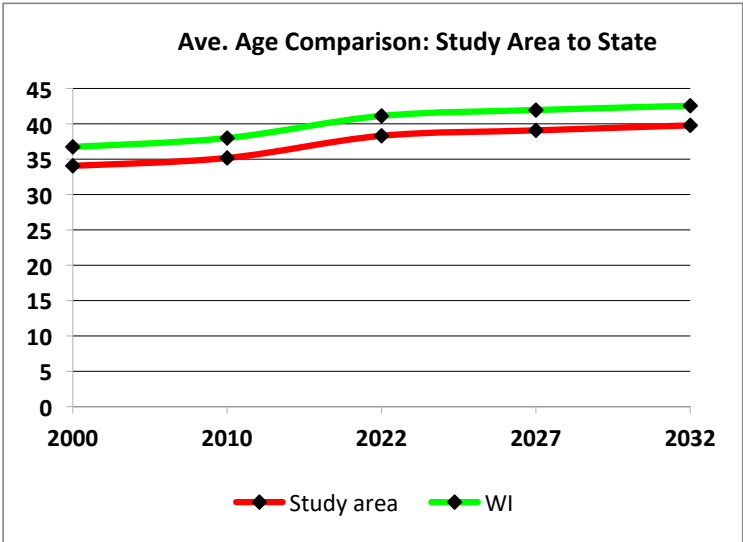
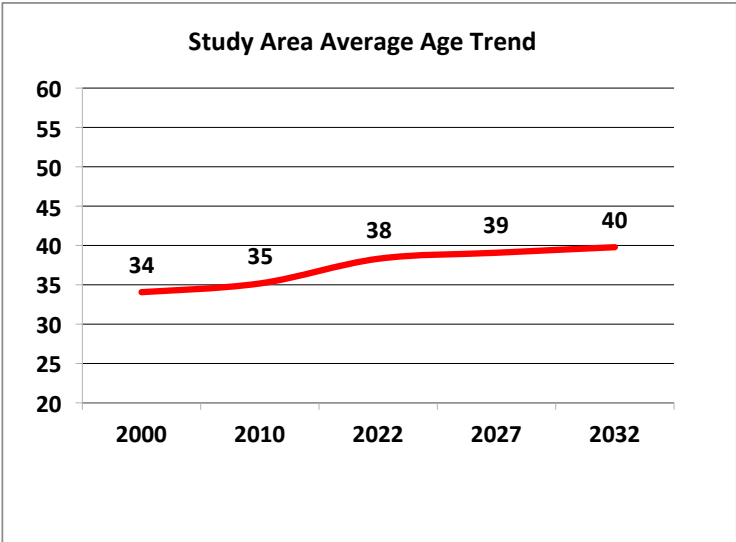
A community’s age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However, this picture may particularize differently 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	34.06	35.17	38.31	39.07	39.78
Percent Change		3.2%	8.9%	2.0%	1.8%
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	93	93	93	93	93
Median Age: Study Area	31	31	35	36	37



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 higher than the study area.

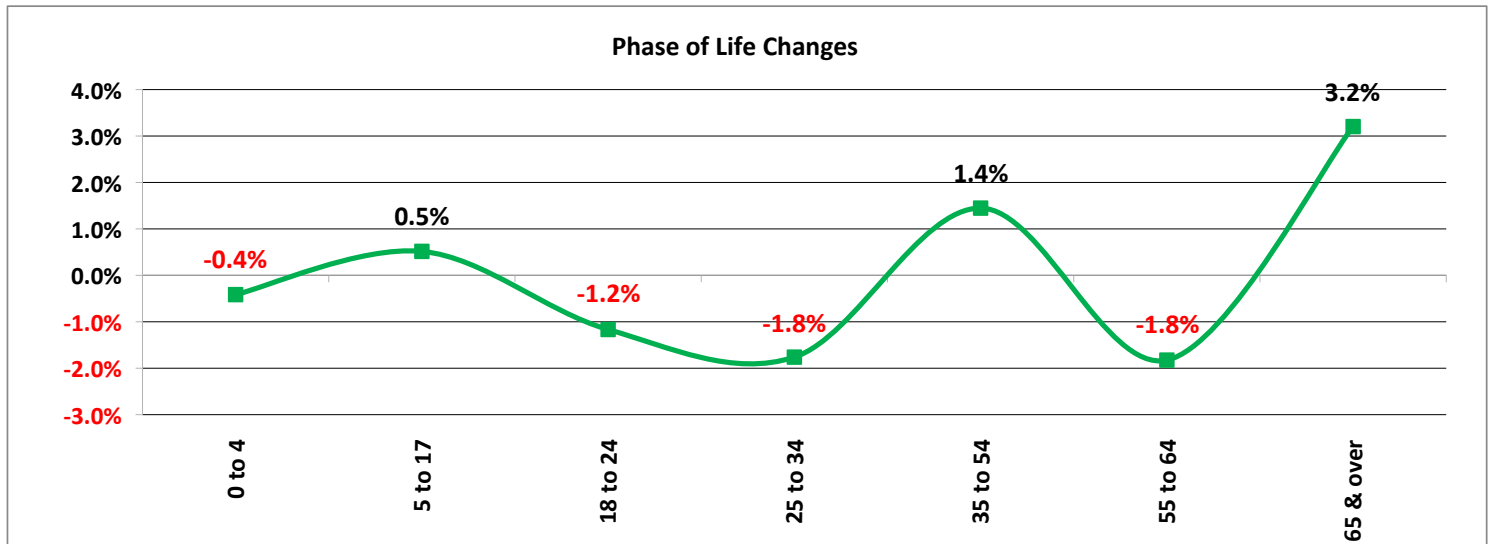
INSITE #3: AGE TRENDS (continued)

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	2022	2027	2032	2010%	2022%	2027%	2032%	Estimated 10 Year %pt Change 2022 - 2032
Before Formal Schooling									
Ages 0 to 4	21,068	20,631	20,670	19,691	6.4%	6.2%	6.1%	5.8%	-0.4%
Required Formal Schooling									
Ages 5 to 17	57,140	49,304	50,012	52,222	17.3%	14.7%	14.8%	15.3%	0.5%
College/Career Starts									
Ages 18 to 24	52,292	47,927	46,305	45,053	15.8%	14.3%	13.7%	13.2%	-1.2%
Singles & Young Families									
Ages 25 to 34	45,596	45,453	42,497	40,485	13.8%	13.6%	12.6%	11.8%	-1.8%
Families & Empty Nesters									
Ages 35 to 54	82,110	78,496	82,121	85,285	24.9%	23.5%	24.3%	24.9%	1.4%
Enrichment Years Sing/Couples									
Ages 55 to 64	35,949	38,802	35,792	33,459	10.9%	11.6%	10.6%	9.8%	-1.8%
Retirement Opportunities									
Age 65 and over	35,969	53,957	61,213	66,185	10.9%	16.1%	18.1%	19.3%	3.2%



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

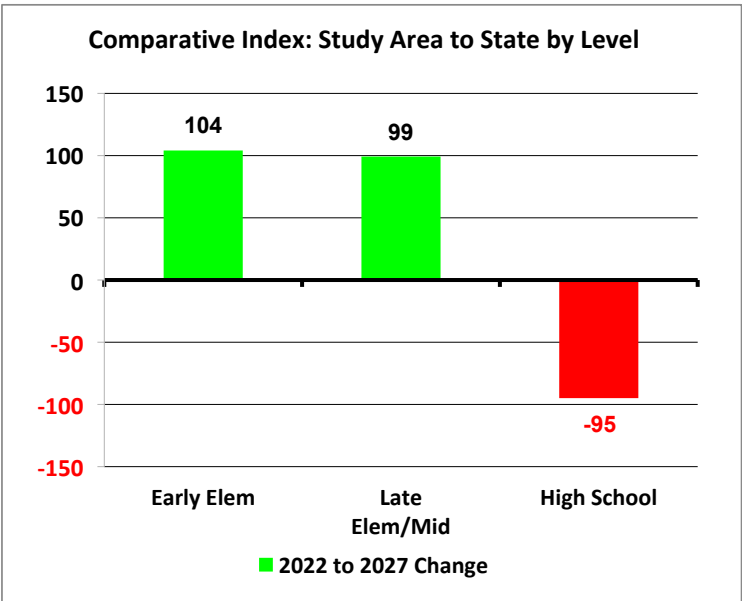
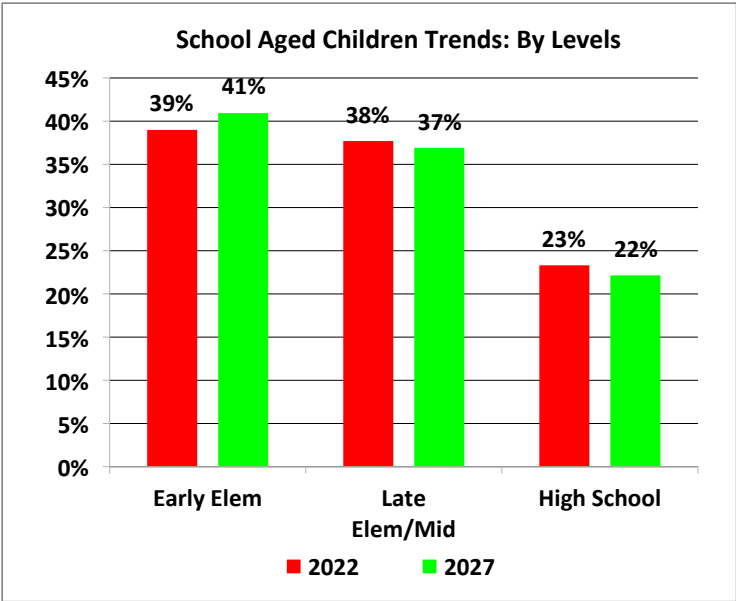
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely 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	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Early Elementary							
Ages 5 to 9	20,789	19,222	20,472	36.4%	39.0%	40.9%	1.9%
Late Elementary-Middle School							
Ages 10 to 14	22,028	18,588	18,465	38.6%	37.7%	36.9%	-0.8%
High School							
Ages 15 to 17	14,323	11,494	11,075	25.1%	23.3%	22.1%	-1.2%



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 1.9%.

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 declining as a percentage of children between 5 and 17 by -1.2%.

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

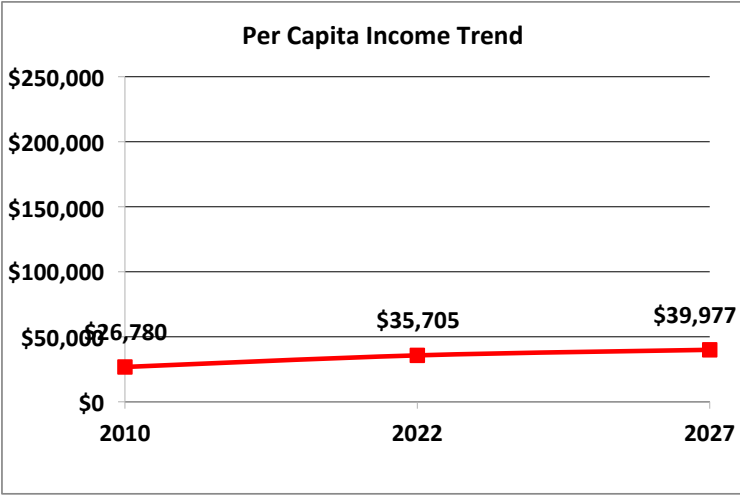
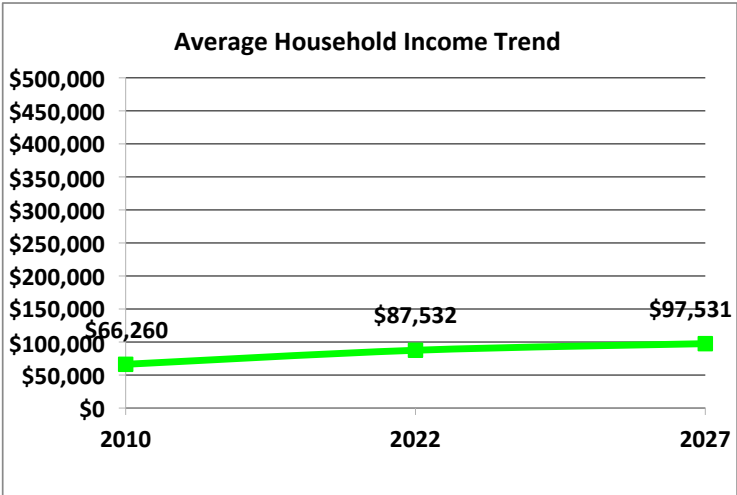
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 \$87,532. The average household income is projected to grow by 11.4% to \$97,531.

The estimated per capita income for the current year is \$35,705. The Per Capita Income is projected to grow by 12.0% to \$39,977.



Income Trends	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households							
Less than \$10,000	15,470	10,999	10,218	11.6%	8.1%	7.4%	-0.7%
\$10,000 to \$14,999	11,082	8,578	6,988	8.3%	6.3%	5.0%	-1.3%
\$15,000 to \$24,999	17,936	14,206	14,219	13.4%	10.4%	10.2%	-0.2%
\$25,000 to \$34,999	14,274	13,903	12,926	10.7%	10.2%	9.3%	-0.9%
\$35,000 to \$49,999	17,077	16,305	15,309	12.8%	11.9%	11.0%	-0.9%
\$50,000 to \$74,999	19,807	20,379	20,331	14.8%	14.9%	14.6%	-0.3%
\$75,000 to \$99,999	12,779	14,812	15,102	9.6%	10.9%	10.9%	0.0%
\$100,000 to \$149,999	13,800	17,472	19,281	10.3%	12.8%	13.9%	1.1%
\$150,000 to \$199,999	4,802	9,898	10,479	3.6%	7.3%	7.6%	0.3%
\$200,000 or more	6,383	9,921	13,940	4.8%	7.3%	10.0%	2.8%
Totals	133,410	136,473	138,793				

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.

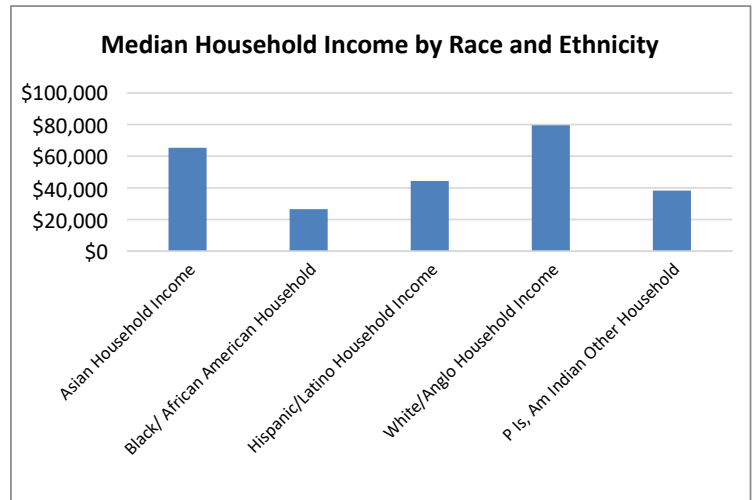
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 37.8% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 37.7%.

Income Trends	2022	2027	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Families					
Less than \$10,000	4,020	3,954	5.4%	5.2%	-0.17%
\$10,000 to \$14,999	2,882	2,802	3.9%	3.7%	-0.17%
\$15,000 to \$24,999	6,043	5,956	8.1%	7.9%	-0.24%
\$25,000 to \$34,999	6,258	7,335	8.4%	9.7%	1.30%
\$35,000 to \$49,999	8,145	8,073	11.0%	10.7%	-0.27%
\$50,000 to \$74,999	10,205	10,199	13.7%	13.5%	-0.22%
\$75,000 to \$99,999	8,639	8,656	11.6%	11.5%	-0.16%
\$100,000 to \$149,999	11,970	12,133	16.1%	16.1%	-0.03%
\$150,000-\$199,999	7,836	7,933	10.6%	10.5%	-0.04%
\$200,000 or more	8,270	8,398	11.1%	11.1%	0.00%
Totals	74,268	75,439			

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	\$65,328
Black/ African American Household Income	\$26,546
Hispanic/Latino Household Income	\$44,358
White/Anglo Household Income	\$79,567
P Is, Am Indian Other Household Income	\$38,271
Average	\$50,814



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...

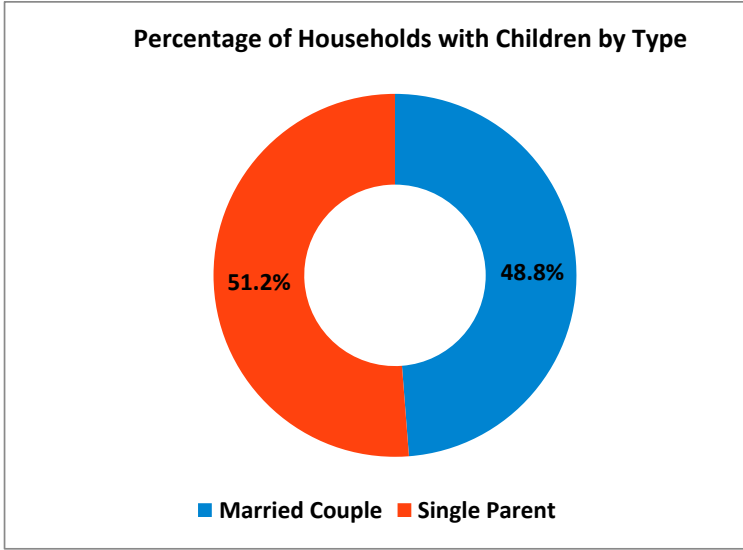
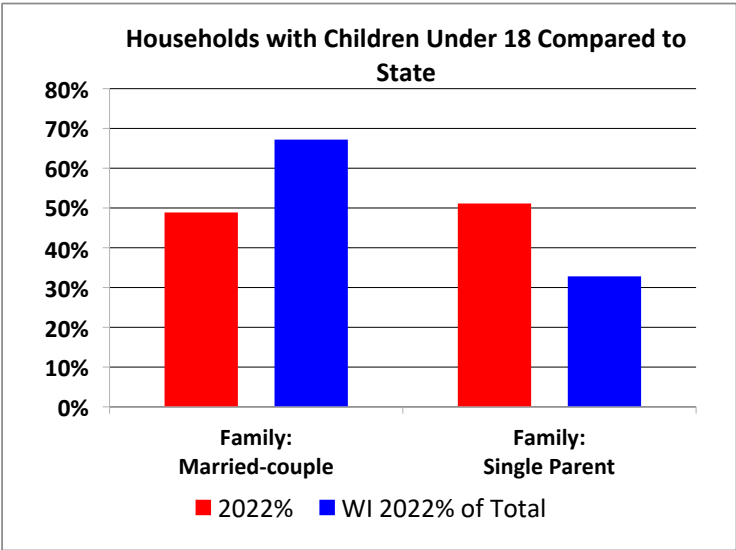
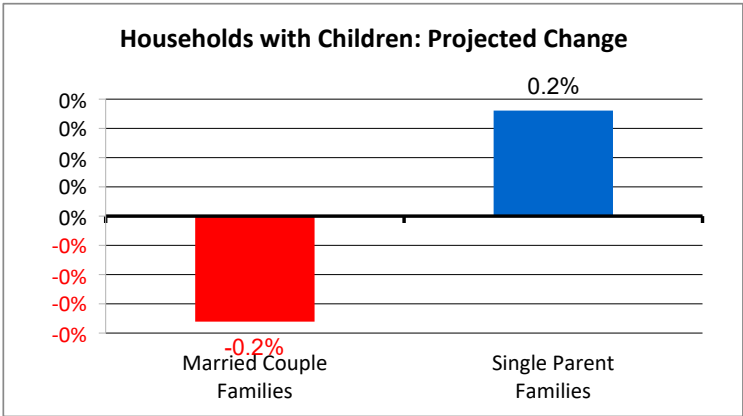
- Married couple families
- Single parent families (father or mother)

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

Households	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households with Children under 18							
Married Couple	18,610	16,499	16,143	48.9%	48.8%	48.6%	-0.2%
Single Parent	19,469	17,329	17,078	51.1%	51.2%	51.4%	0.2%

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 greater than the state.



INSITE #7: MARITAL STATUS TRENDS

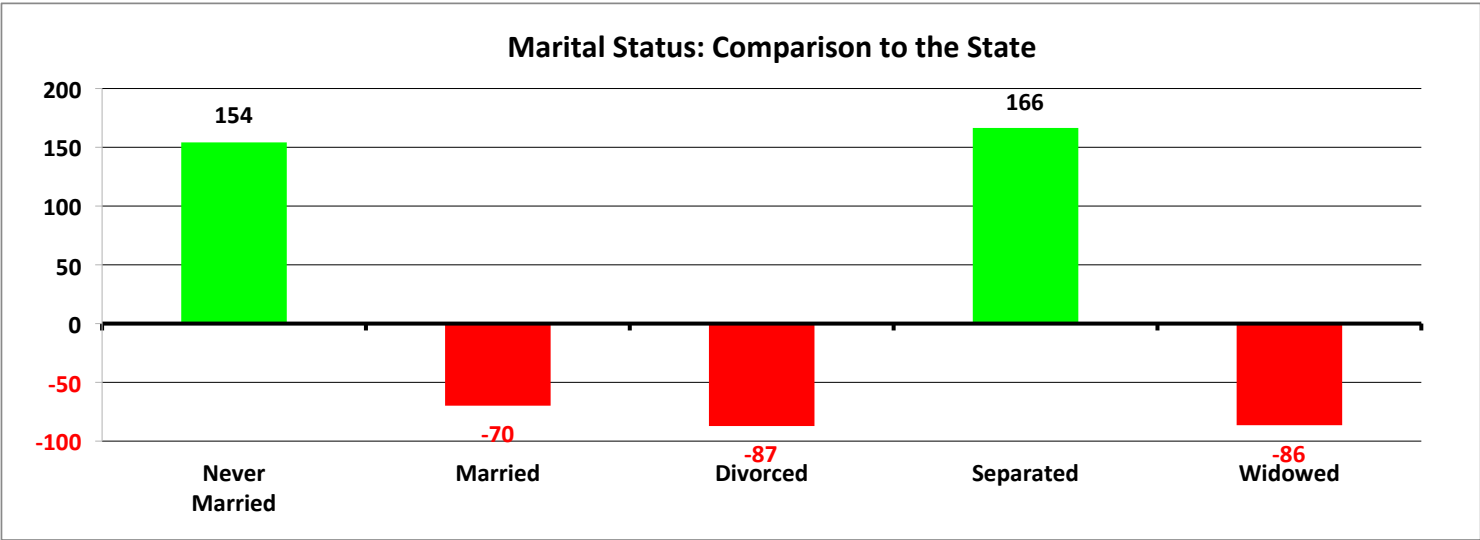
MARITAL STATUS BY TYPE

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

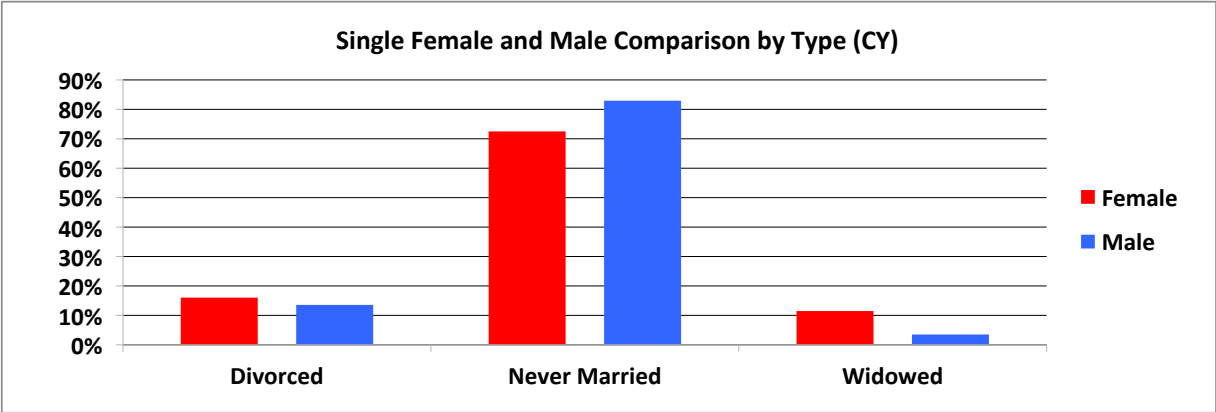
	2010	2022	2027	2010%	2022%	2027%	2010 to 2027 %pt Change
Population by Marital Status: Age 15+							
Never Married	121,932	135,040	136,939	45.1%	48.3%	48.5%	3.4%
Married	104,755	100,488	100,543	38.7%	35.9%	35.6%	-3.1%
Divorced	23,661	25,972	26,738	8.7%	9.3%	9.5%	0.7%
Separated	5,904	4,762	4,706	2.2%	1.7%	1.7%	-0.5%
Widowed	14,404	13,565	13,557	5.3%	4.8%	4.8%	-0.5%

In this community, the current year estimate of marital status reveals a community of adults less likely to be married than the state average for adults. The percentage single, never married in the study area is higher 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.



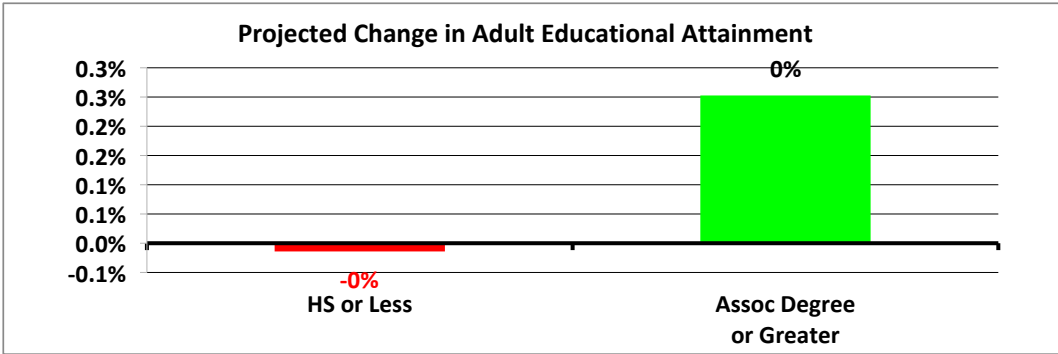
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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.

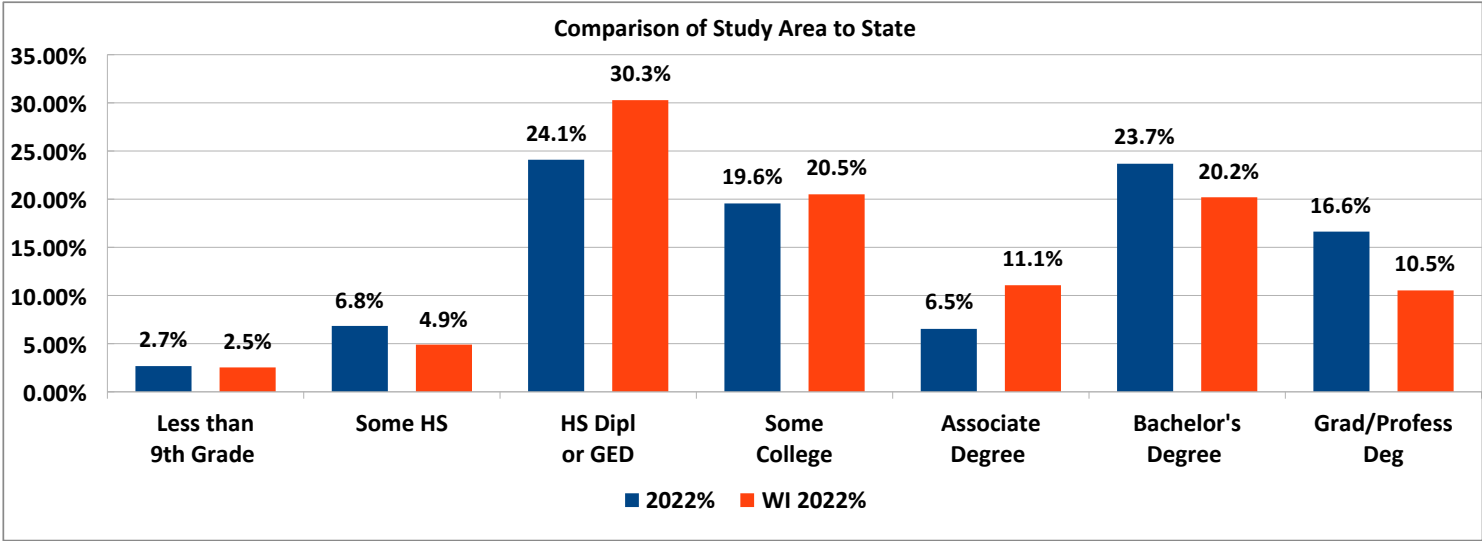
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of WI. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

EDUCATIONAL LEVEL ATTAINMENT CHANGE

The educational attainment level of adults has been rising over the past few years. It is projected to rise over the next five years by 0.3%.



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	3.5%	2.7%	2.7%	2.5%	106
Some HS	9.4%	6.8%	6.7%	4.9%	140
HS Dipl or GED	25.0%	24.1%	24.1%	30.3%	80
Some College	19.8%	19.6%	19.3%	20.5%	95
Associate Degree	5.9%	6.5%	6.5%	11.1%	59
Bachelor's Degree	21.8%	23.7%	23.4%	20.2%	117
Grad/Profess Deg	14.5%	16.6%	17.1%	10.5%	158

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

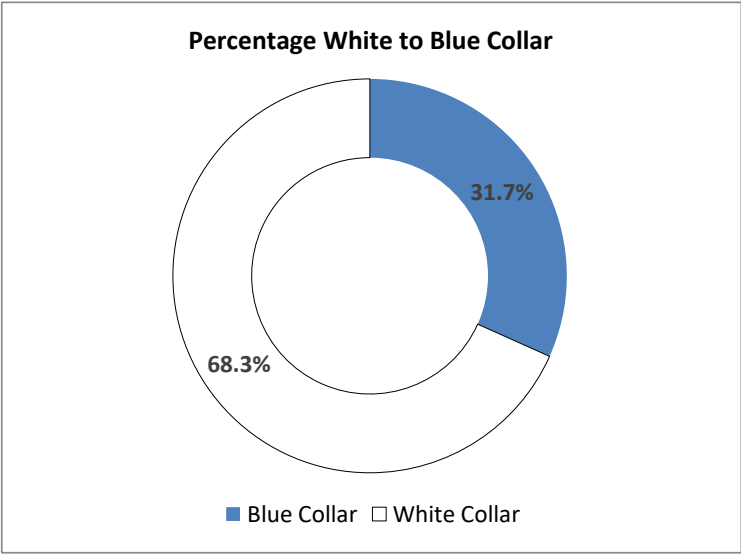
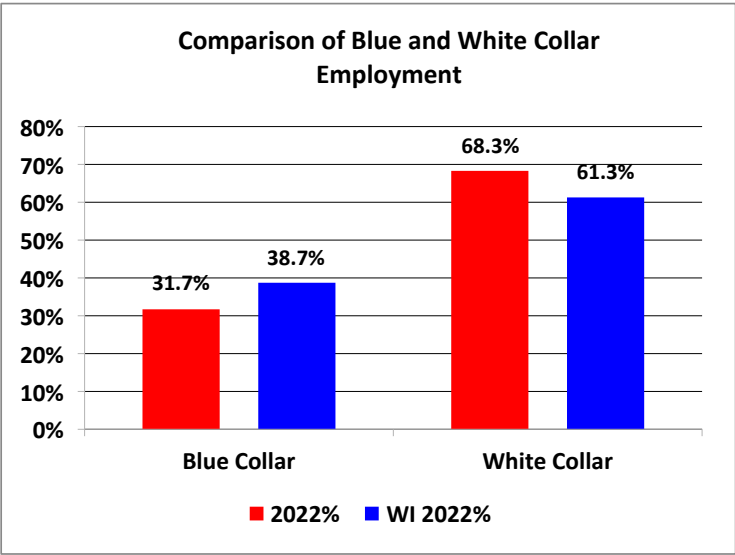
INSITE #9: POPULATION BY EMPLOYMENT

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 WI. 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

	2022	WI 2022	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.3%	3.2%	103	At about the state average.
Construction	4.2%	7.7%	55	Well below the state average.
Farming, Fishing, & Forestry	0.3%	0.9%	34	Well below the state average.
Food Preparation Serving	6.3%	5.2%	119	Well above the state average.
Healthcare Support	6.3%	3.8%	167	Well above the state average.
Managerial Executive	16.7%	15.3%	110	Well above the state average.
Office Admin	9.9%	11.2%	88	Well below the state average.
Personal Care	2.6%	2.3%	112	Well above the state average.
Production Transportation	13.3%	17.8%	74	Well below the state average.
Prof Specialty	26.3%	22.0%	120	Well above the state average.
Protective	1.8%	1.6%	113	Well above the state average.
Sales	9.1%	9.0%	101	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					
R67 Aspirational Fusion - Passionate Parents	15,850	11.6%	1.1%	1051	Well above the state average
S69 Thrifty Habits - Urban Legacies	11,187	8.2%	0.8%	1003	Well above the state average
O54 Singles and Starters - Influenced by Influencers	10,759	7.9%	2.6%	307	Well above the state average
O53 Singles and Starters - Colleges and Cafes	8,855	6.5%	1.8%	360	Well above the state average
G25 Young City Solos - Urban Edge	7,107	5.2%	0.6%	860	Well above the state average
C13 Booming with Confidence - Philanthropic Sophisticates	6,851	5.0%	1.8%	277	Well above the state average
A01 Power Elite - American Royalty	6,102	4.5%	0.8%	553	Well above the state average
C11 Booming with Confidence - Sophisticated City Dwellers	4,858	3.6%	4.7%	76	Somewhat below the state average
E19 Thriving Boomers - Consummate Consumers	3,912	2.9%	0.9%	322	Well above the state average
S71 Thrifty Habits - Modest Retirees	3,624	2.7%	0.5%	588	Well above the state average
Q65 Golden Year Guardians - Mature and Wise	3,384	2.5%	2.4%	105	About average for the state
A02 Power Elite - Platinum Prosperity	3,210	2.4%	1.6%	151	Well above the state average
G24 Young City Solos - Ambitious Singles	2,593	1.9%	1.1%	169	Well above the state average
O52 Singles and Starters - Urban Ambition	2,489	1.8%	0.8%	239	Well above the state average
J34 Autumn Years - Suburban Sophisticates	2,472	1.8%	5.2%	35	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.

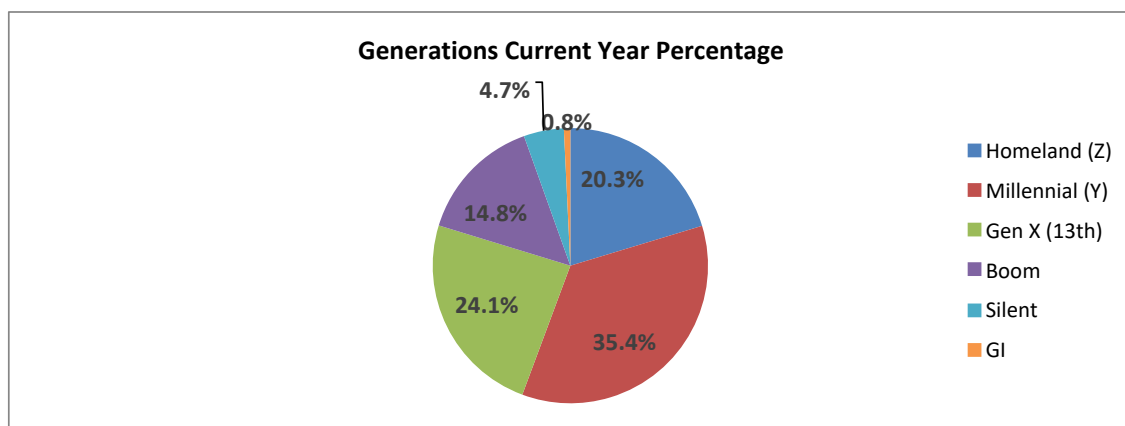
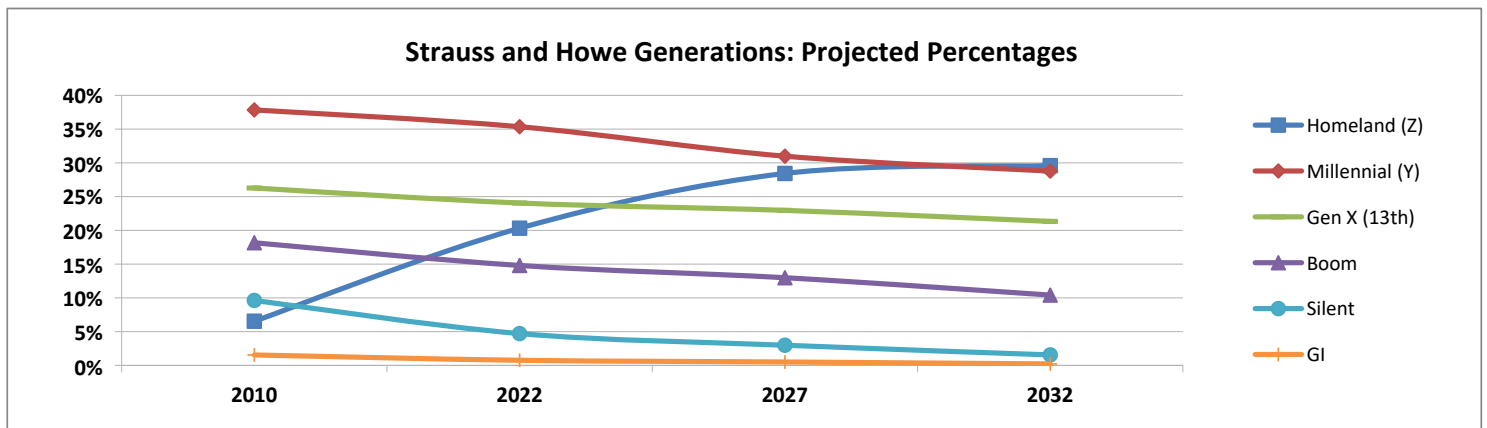
According to the Strauss and Howe model, members of a generation share three qualities. *

- 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		2022		2027		2032	
Homeland (Z) Artist		2005	2025	21,068	6.5%	66,020	20.3%	93,359	28.8%	101,347	32.2%
Millennial (Y) Hero		1982	2004	121,830	37.8%	114,848	35.4%	101,753	31.3%	98,580	31.3%
Gen X (13th) Nomad		1961	1981	84,609	26.3%	78,133	24.1%	75,397	23.2%	73,062	23.2%
Boom Prophet		1946	1960	58,488	18.2%	48,090	14.8%	42,640	13.1%	35,676	11.3%
Silent Artist		1925	1945	30,988	9.6%	15,310	4.7%	9,807	3.0%	5,327	1.7%
GI Hero		1901	1924	4,980	1.5%	2,461	0.8%	1,655	0.5%	761	0.2%
Totals:				321,963	100.0%	324,863	100%	324,611	100%	314,753	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	35.5%	7.7%	34.9%	8.4%	102	91
Addiction support groups	31.2%	6.4%	27.9%	7.4%	112	86
Health/weight loss programs	26.5%	4.1%	27.4%	4.7%	97	88
Membership and leadership training	35.5%	5.7%	34.3%	6.9%	104	83
Opportunities to develop personal relationships	48.6%	17.2%	48.8%	17.1%	100	101
Practical training seminars (money management, computer skills, etc.)	35.8%	4.9%	36.4%	6.0%	98	82
Family Support and Intervention Services	36.5%	8.2%	33.6%	9.2%	109	89
Daycare/After-School Programs	25.6%	4.6%	20.9%	5.6%	122	82
Crisis support groups	41.9%	9.6%	40.6%	10.2%	103	94
Family oriented activities	41.9%	15.3%	40.9%	15.7%	102	97
Marriage enrichment	36.3%	7.8%	33.4%	8.4%	109	92
Parenting development	30.3%	5.5%	26.5%	6.5%	114	85
Personal/family counseling	43.0%	6.3%	39.2%	8.6%	110	73
Community Involvement and Advocacy Programs	45.0%	10.8%	43.3%	11.5%	104	94
Adult social activities	55.2%	9.9%	52.6%	11.6%	105	85
Involvement in social causes	46.3%	12.4%	46.2%	12.7%	100	98
Mission trips and global outreach	33.4%	6.6%	30.8%	7.7%	108	86
Opportunities for volunteering in the community	50.9%	14.5%	49.5%	14.6%	103	99
Social justice advocacy work	39.4%	10.8%	37.5%	10.9%	105	99
Community Activities or Cultural Programs	41.4%	9.5%	40.2%	10.3%	103	92
Cultural programs (music, drama, art)	43.8%	7.4%	43.8%	8.9%	100	83
Holiday programs/activities	51.0%	15.0%	50.5%	14.9%	101	100
Seniors/retiree activities	44.4%	11.6%	45.0%	13.8%	99	84
Singles or college-age groups	27.9%	5.9%	25.6%	6.3%	109	95
Size of church congregation	43.8%	6.4%	40.8%	6.8%	107	95
Small groups (i.e., life groups, personal interest groups)	47.0%	9.6%	46.7%	10.7%	101	90
Youth social activities	31.7%	10.3%	28.9%	10.8%	110	95
Religious/Spiritual Programs	38.1%	20.3%	36.4%	20.0%	105	102
Bible or Scripture study/prayer groups	34.2%	13.8%	32.3%	14.9%	106	92
Celebration of sacraments	36.7%	22.1%	32.3%	21.2%	113	104
Contemporary worship experiences	40.8%	11.3%	40.3%	11.1%	101	102
Online or virtual worship experiences	39.5%	11.6%	36.8%	11.1%	107	104
Quality sermons	38.3%	34.6%	36.3%	33.3%	105	104
Religious education for children	28.9%	17.8%	27.5%	17.1%	105	104
Spiritual discussion groups	40.9%	10.2%	38.9%	11.1%	105	91
Traditional worship experiences	40.6%	23.5%	39.1%	24.3%	104	97
Warm and friendly encounters	43.3%	38.0%	44.1%	35.8%	98	106

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.](#)