

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2022 population within the study area is 207,175. The 2027 projection would see the area grow by 7,676 to a total population of 214,851. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 3.7% in the next five years, the state is projected to grow by 1.2%. The study area's estimated average change rate is 0.7%.

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.

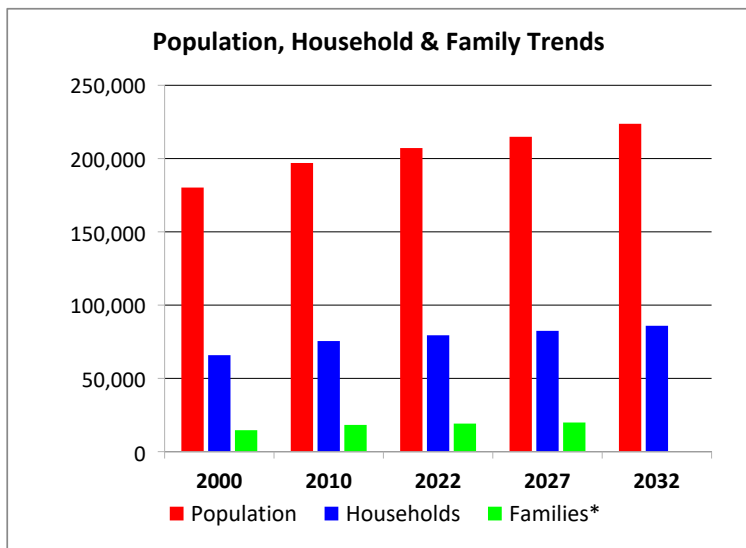
Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.61 but by 2027 it is projected to be 2.61. Compare this to the statewide average which for the current year is estimated at 2.60 persons per household.

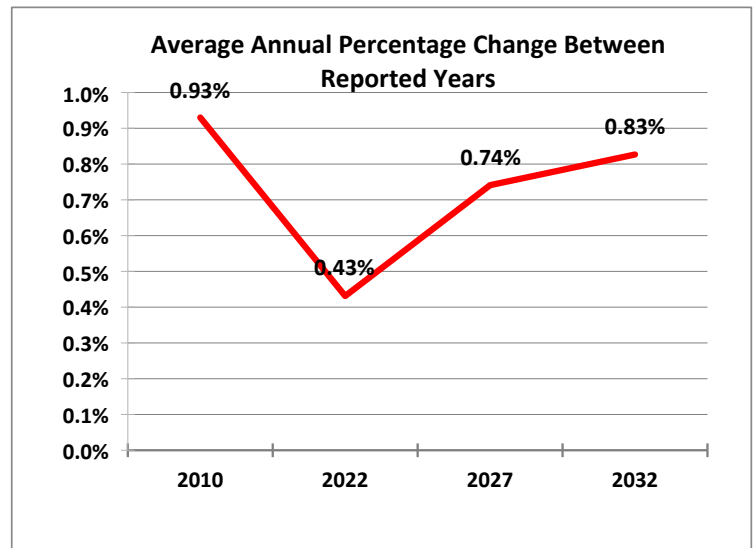
Family Households:

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	180,223	196,984	207,175	214,851	223,732
Population Change		16,761	10,191	7,676	8,881
Percent Change		9.3%	5.2%	3.7%	4.1%
Households	2000	2010	2022	2027	2032
Households	65,840	75,475	79,415	82,429	85,898
Households Change		9,635	3,940	3,014	3,469
Percent Change		14.6%	5.2%	3.8%	4.2%
Population / Households	2.74	2.61	2.61	2.61	2.60
Population / Households Change		-0.13	0.00	0.00	0.00
Percent Change		-4.7%	0.0%	-0.1%	-0.1%
Families	2000	2010	2022	2027	2032
Families	14,641	18,246	19,152	19,886	
Families Change		3,605	906	734	
Percent Change		24.6%	5.0%	3.8%	



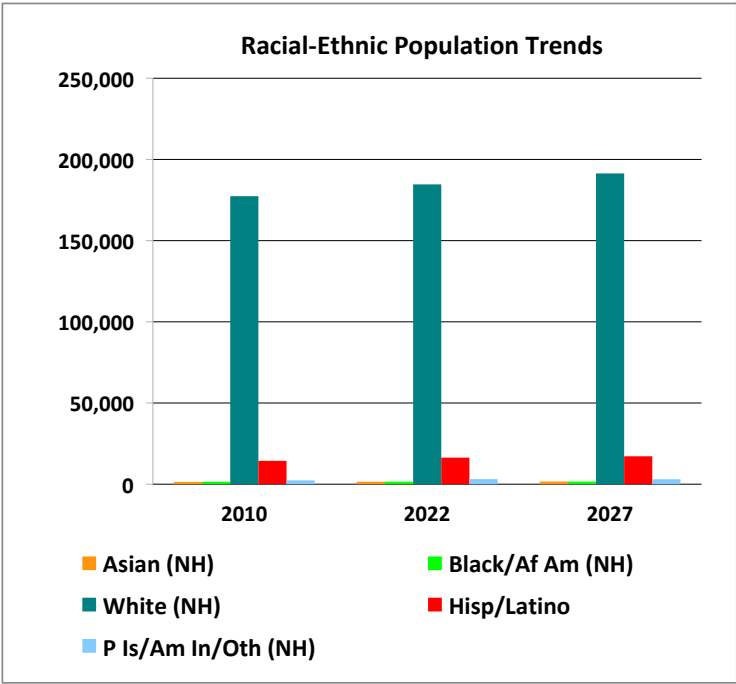
NOTE: Family Household data is not projected out 10 years.



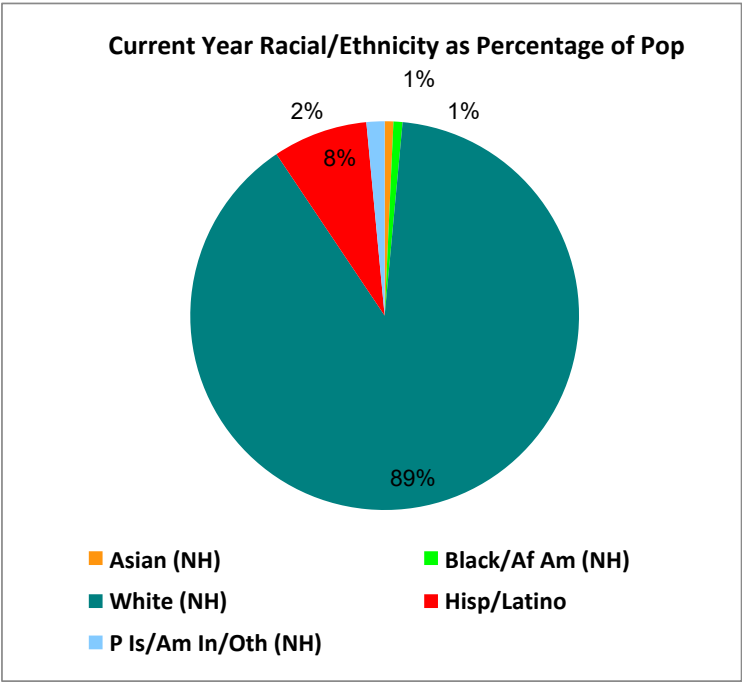
INSITE #2: RACIAL-ETHNIC TRENDS

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)	1,397	1,500	1,654	0.71%	0.72%	0.77%	0.06%
Black/Afr Amer (NH)	1,486	1,559	1,591	0.75%	0.75%	0.74%	-0.01%
White (NH)	177,380	184,644	191,390	90.05%	89.12%	89.08%	-0.97%
Hispanic/Latino	14,385	16,357	17,186	7.30%	7.90%	8.00%	0.70%
P Is/Am In/Oth (NH)	2,337	3,117	3,029	1.19%	1.50%	1.41%	0.22%
Totals:	196,985	207,177	214,850				

INSITE #3: AGE TRENDS

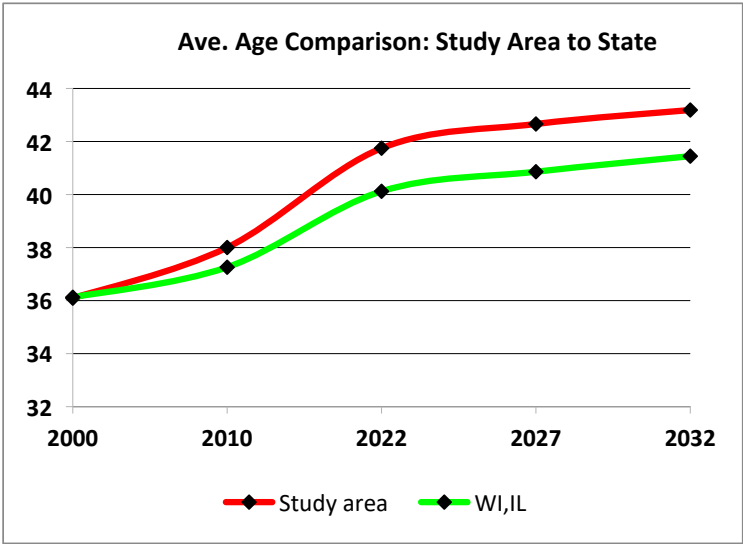
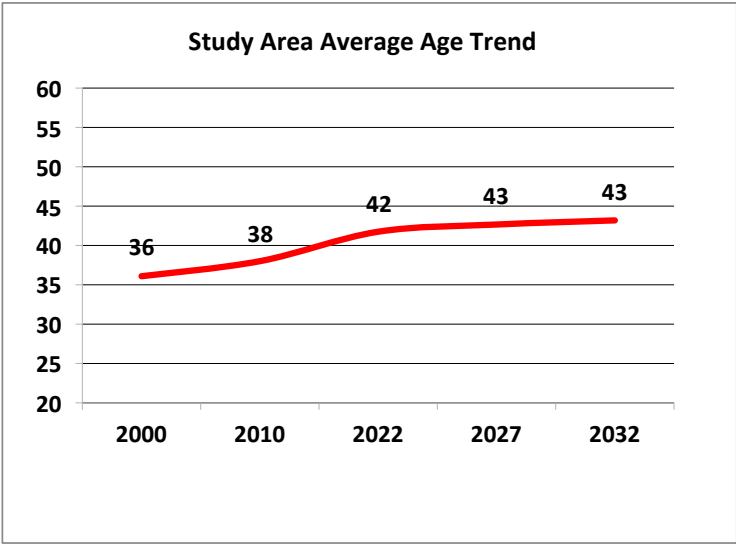
A community’s age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However, this picture may particularize differently 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	36.09	38.00	41.75	42.66	43.19
Percent Change		5.3%	9.9%	2.2%	1.2%
Average Age: WI,IL	36.13	37.26	40.12	40.86	41.45
Percent Change		3.1%	7.7%	1.8%	1.4%
Comparative Index	100	102	104	104	104
Median Age: Study Area	35	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.

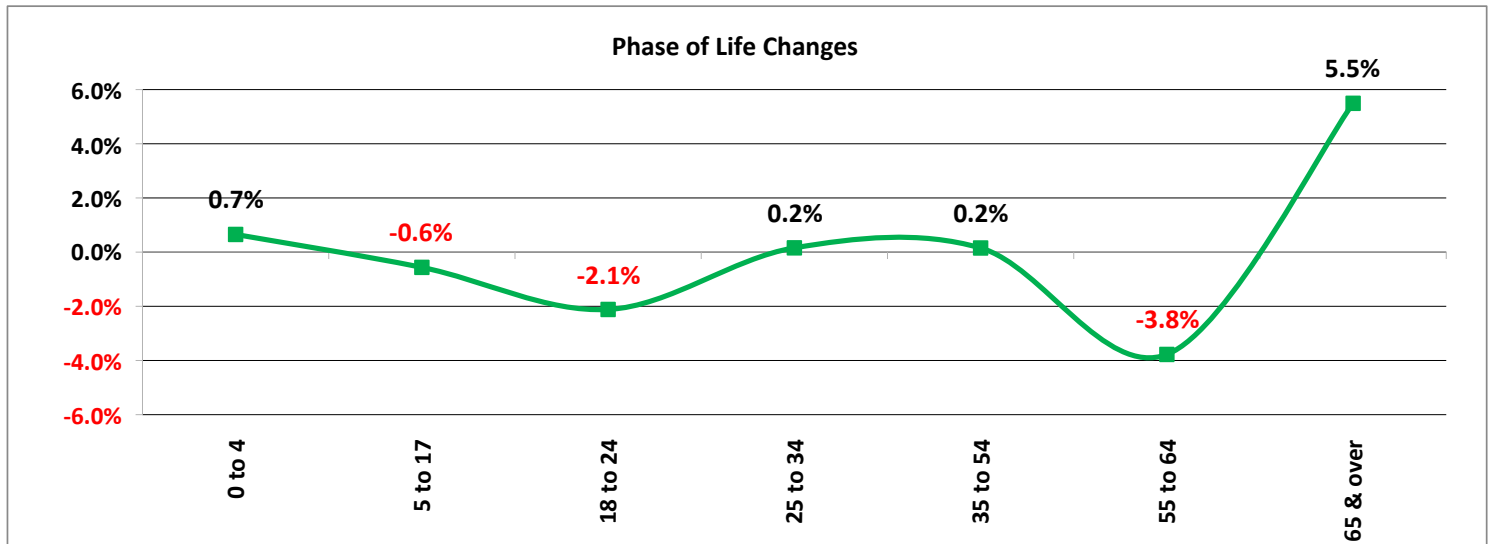
INSITE #3: AGE TRENDS (continued)

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	2022	2027	2032	2010%	2022%	2027%	2032%	Estimated 10 Year %pt Change 2022 - 2032
Before Formal Schooling									
Ages 0 to 4	11,266	10,455	11,306	12,764	5.7%	5.0%	5.3%	5.7%	0.7%
Required Formal Schooling									
Ages 5 to 17	36,098	28,649	28,185	29,711	18.3%	13.8%	13.1%	13.3%	-0.6%
College/Career Starts									
Ages 18 to 24	18,890	23,357	21,971	20,510	9.6%	11.3%	10.2%	9.2%	-2.1%
Singles & Young Families									
Ages 25 to 34	20,907	26,413	29,118	28,908	10.6%	12.7%	13.6%	12.9%	0.2%
Families & Empty Nesters									
Ages 35 to 54	59,778	46,051	45,928	50,126	30.3%	22.2%	21.4%	22.4%	0.2%
Enrichment Years Sing/Couples									
Ages 55 to 64	24,862	31,831	29,723	25,952	12.6%	15.4%	13.8%	11.6%	-3.8%
Retirement Opportunities									
Age 65 and over	25,184	40,419	48,620	55,998	12.8%	19.5%	22.6%	25.0%	5.5%



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

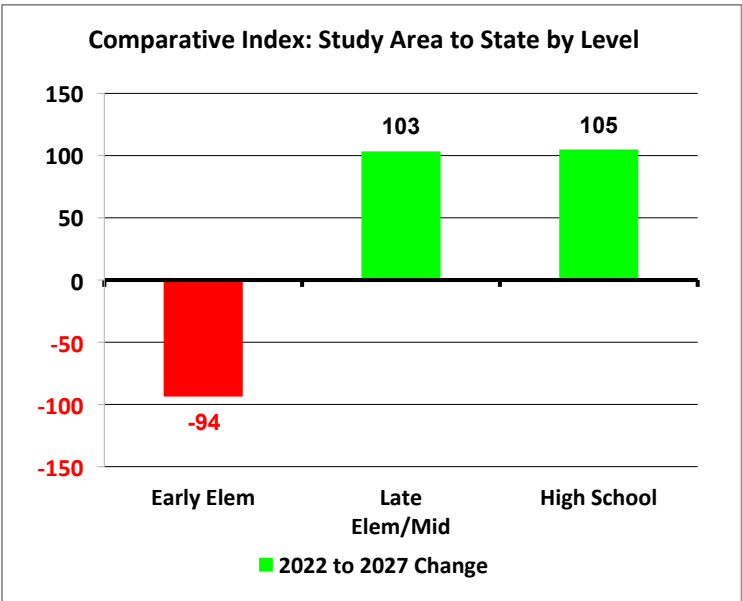
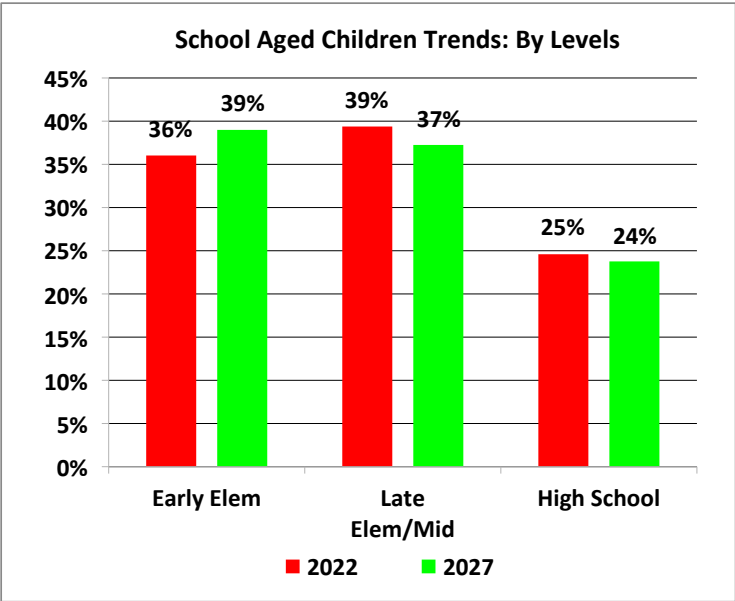
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely 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	13,084	10,321	10,989	36.2%	36.0%	39.0%	3.0%
Late Elementary-Middle School							
Ages 10 to 14	14,018	11,282	10,498	38.8%	39.4%	37.2%	-2.1%
High School							
Ages 15 to 17	8,996	7,046	6,698	24.9%	24.6%	23.8%	-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 3.0%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -2.1%.

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

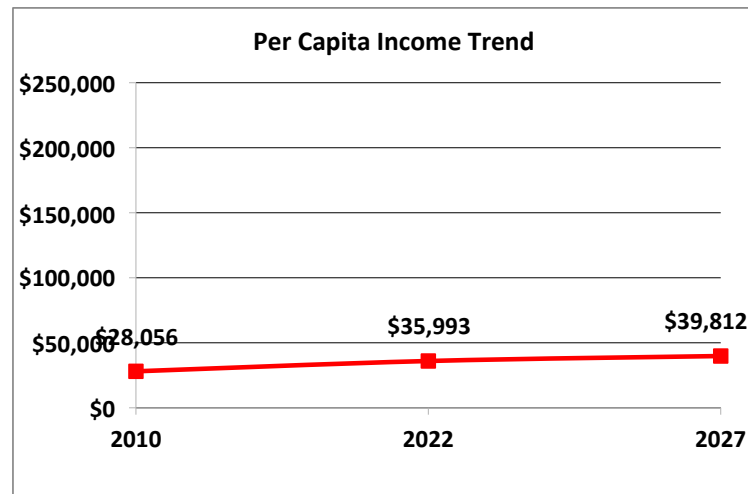
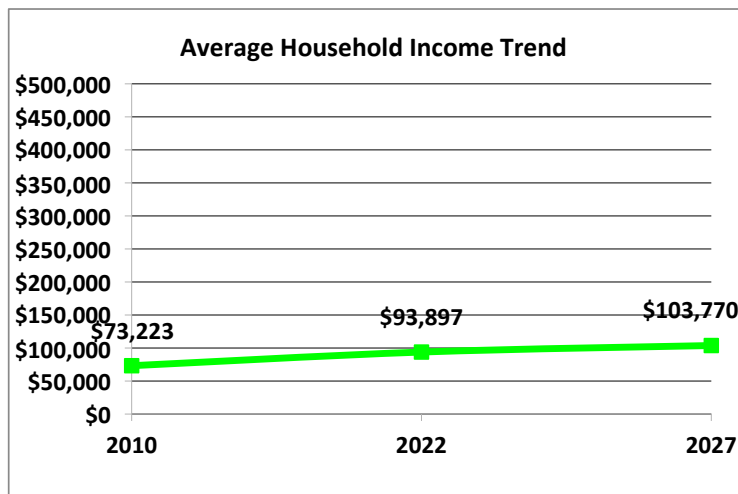
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 \$93,897. The average household income is projected to grow by 10.5% to \$103,770.

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 \$35,993. The Per Capita Income is projected to grow by 10.6% to \$39,812.



<i>Income Trends</i>	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households							
Less than \$10,000	3,952	3,038	2,609	5.2%	3.8%	3.2%	-0.7%
\$10,000 to \$14,999	2,920	2,306	1,979	3.9%	2.9%	2.4%	-0.5%
\$15,000 to \$24,999	6,618	5,489	4,646	8.8%	6.9%	5.6%	-1.3%
\$25,000 to \$34,999	6,716	5,566	5,619	8.9%	7.0%	6.8%	-0.2%
\$35,000 to \$49,999	10,467	8,640	8,408	13.9%	10.9%	10.2%	-0.7%
\$50,000 to \$74,999	15,893	14,816	13,862	21.1%	18.7%	16.8%	-1.8%
\$75,000 to \$99,999	12,188	12,067	11,956	16.1%	15.2%	14.5%	-0.7%
\$100,000 to \$149,999	11,246	15,389	17,068	14.9%	19.4%	20.7%	1.3%
\$150,000 to \$199,999	2,975	7,224	8,418	3.9%	9.1%	10.2%	1.1%
\$200,000 or more	2,499	4,879	7,865	3.3%	6.1%	9.5%	3.4%
Totals	75,474	79,414	82,430				

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.

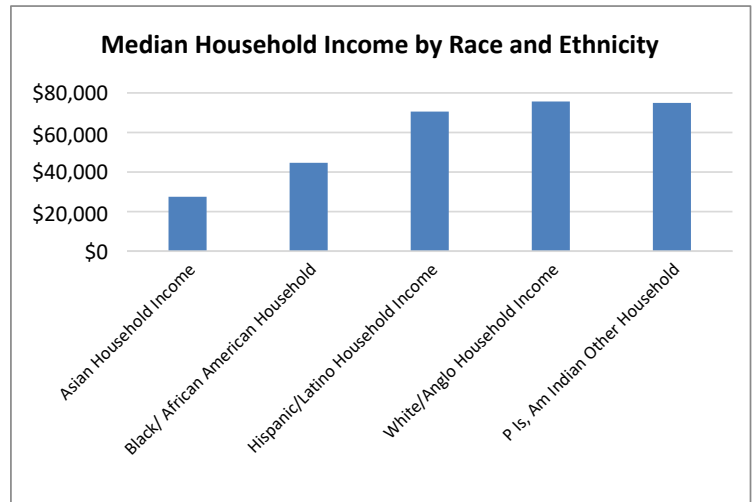
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 43.6% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 43.3%.

Income Trends	2022	2027	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Families					
Less than \$10,000	728	738	1.3%	1.3%	-0.03%
\$10,000 to \$14,999	884	894	1.6%	1.6%	-0.05%
\$15,000 to \$24,999	2,310	2,356	4.2%	4.1%	-0.08%
\$25,000 to \$34,999	2,645	3,274	4.8%	5.7%	0.91%
\$35,000 to \$49,999	5,122	5,255	9.3%	9.2%	-0.13%
\$50,000 to \$74,999	10,232	10,575	18.6%	18.4%	-0.13%
\$75,000 to \$99,999	9,146	9,448	16.6%	16.5%	-0.13%
\$100,000 to \$149,999	13,280	13,746	24.1%	24.0%	-0.14%
\$150,000-\$199,999	6,439	6,630	11.7%	11.6%	-0.13%
\$200,000 or more	4,313	4,440	7.8%	7.7%	-0.09%
Totals	55,099	57,356			

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	\$27,499
Black/ African American Household Income	\$44,670
Hispanic/Latino Household Income	\$70,565
White/Anglo Household Income	\$75,663
P Is, Am Indian Other Household Income	\$74,948
Average	\$58,669



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...

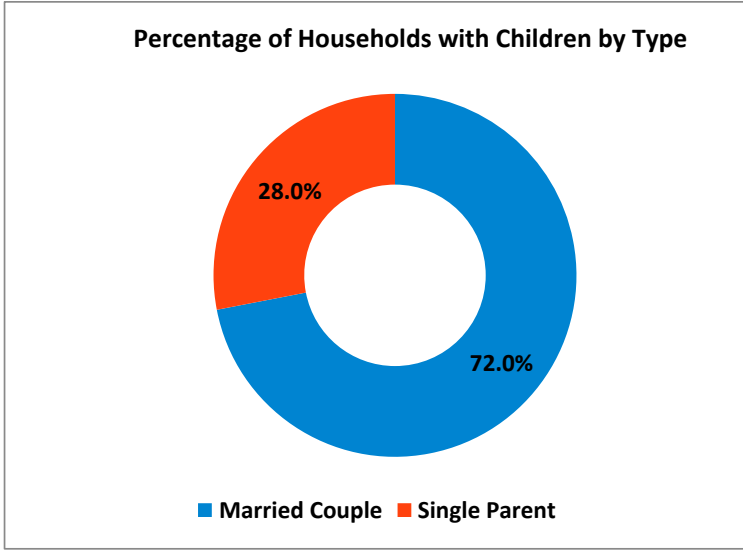
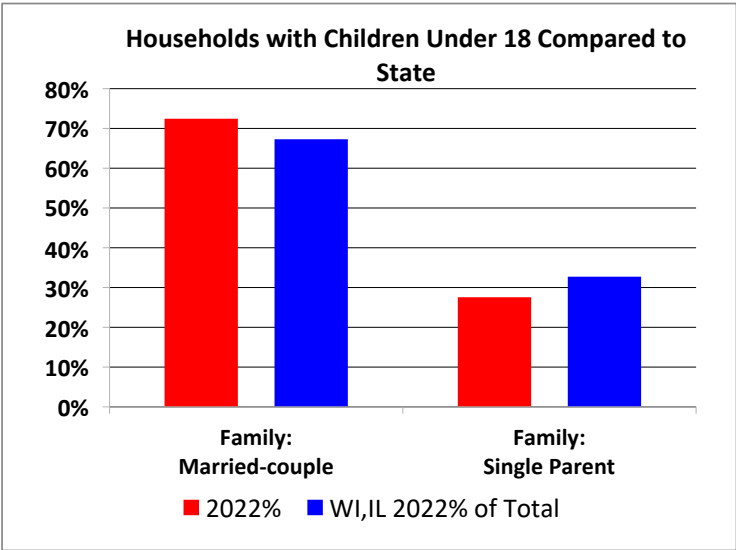
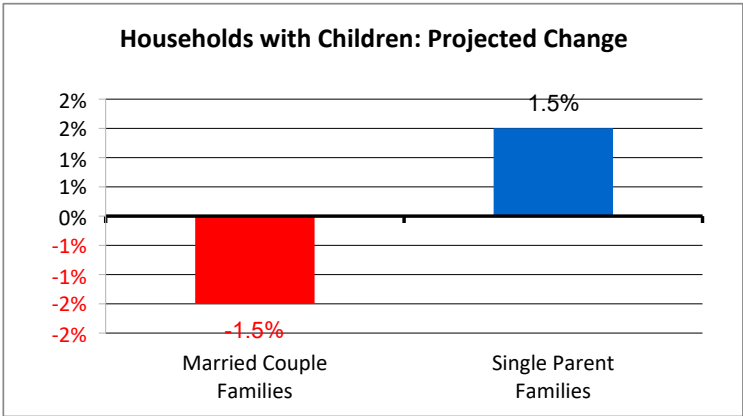
- family households with children under 18
 - family households without children under 18
- Married couple families
 - Single parent families (father or mother)

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	17,729	14,691	14,246	72.4%	72.0%	70.5%	-1.5%
Single Parent	6,745	5,725	5,974	27.6%	28.0%	29.5%	1.5%

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

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



INSITE #7: MARITAL STATUS TRENDS

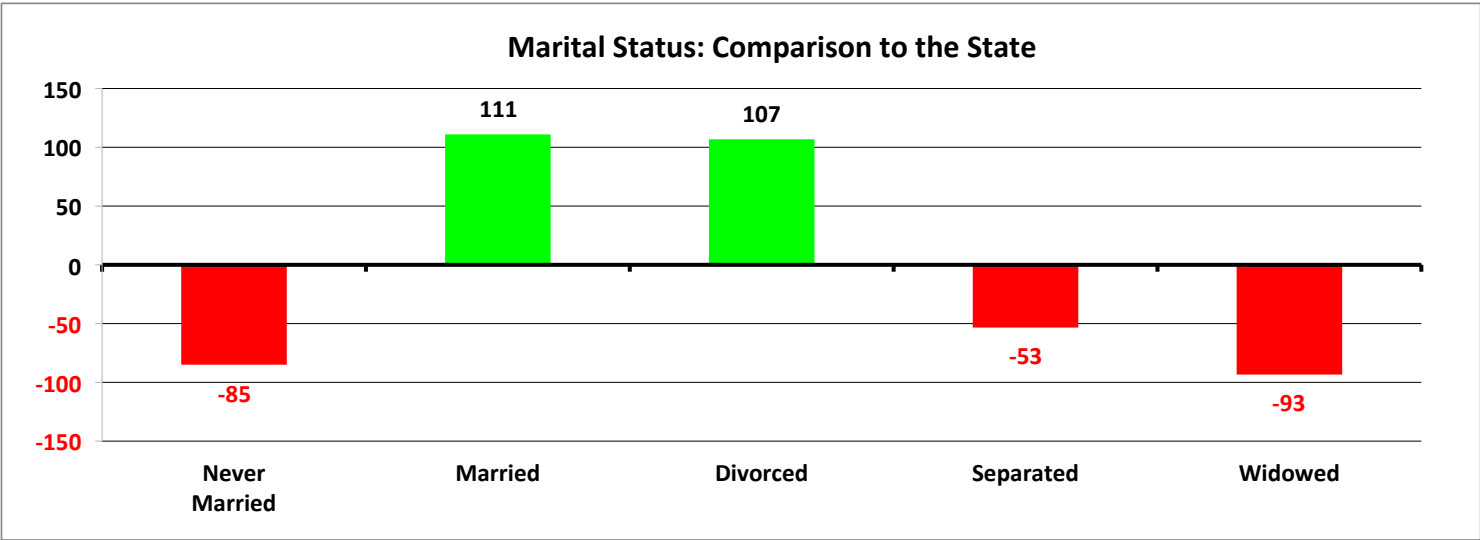
MARITAL STATUS BY TYPE

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

- Marital types reported include..
- Never Married (Singles)
 - Currently Married
 - Divorced
 - Separated
 - Widowed

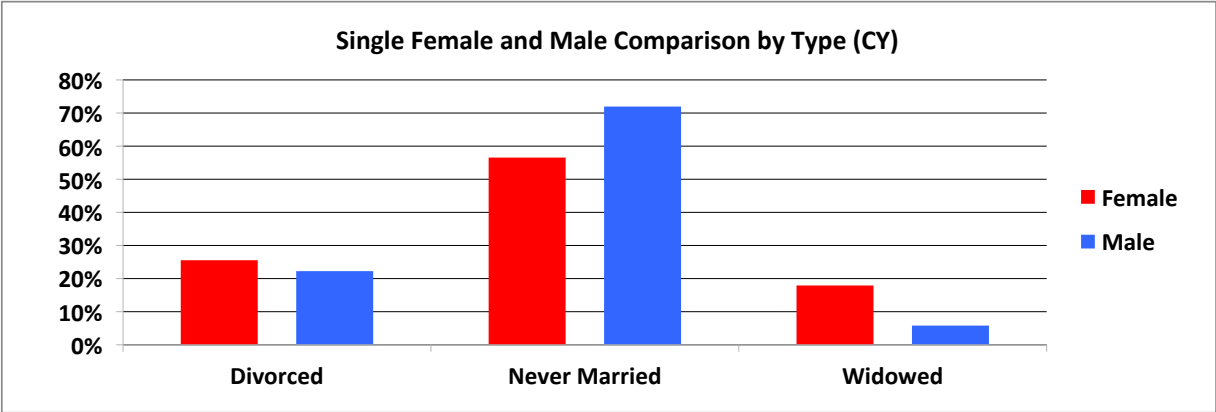
	2010	2022	2027	2010%	2022%	2027%	2010 to 2027 %pt Change
Population by Marital Status: Age 15+							
Never Married	44,641	50,601	52,039	27.7%	28.5%	28.2%	0.6%
Married	92,254	97,132	100,509	57.2%	54.7%	54.6%	-2.6%
Divorced	14,833	18,921	20,366	9.2%	10.7%	11.1%	1.9%
Separated	1,703	1,359	1,373	1.1%	0.8%	0.7%	-0.3%
Widowed	7,959	9,507	9,924	4.9%	5.4%	5.4%	0.5%

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.



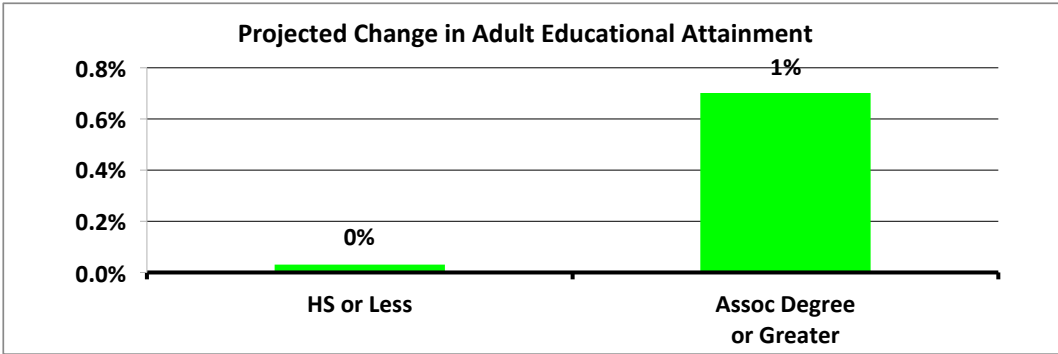
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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.

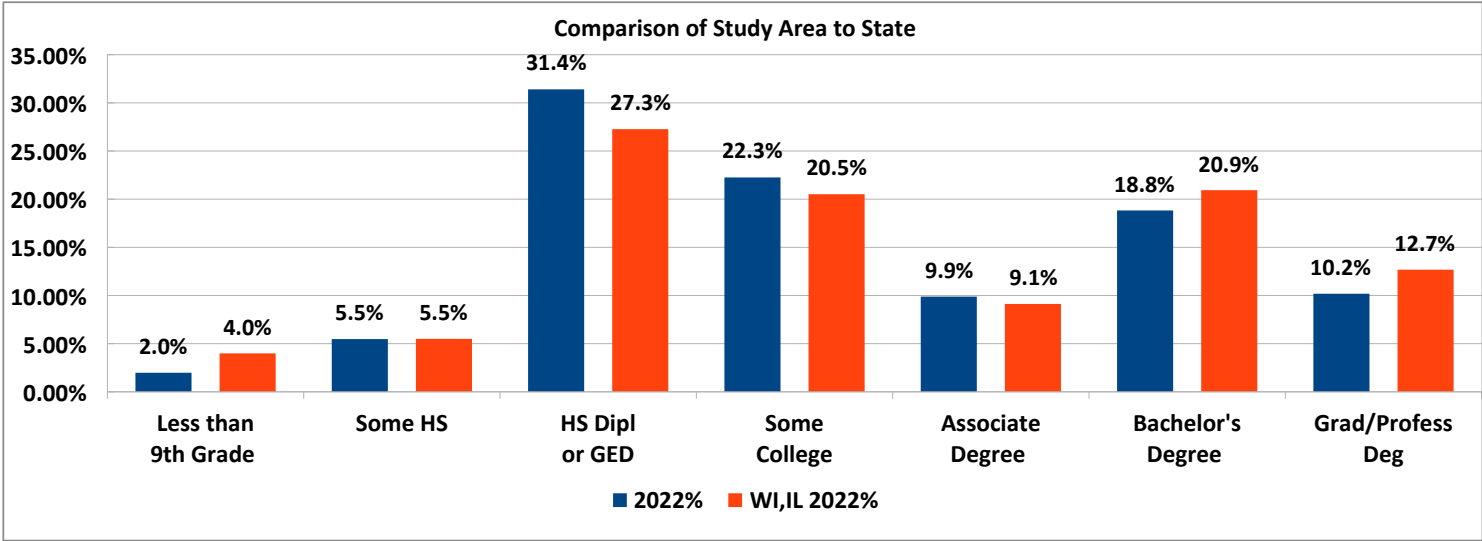
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of WI,IL. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 0.7%.



EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2022	2027	WI,IL 2022%	2022 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	2.9%	2.0%	2.0%	4.0%	50
Some HS	7.1%	5.5%	5.5%	5.5%	100
HS Dipl or GED	35.5%	31.4%	30.7%	27.3%	115
Some College	21.9%	22.3%	22.2%	20.5%	108
Associate Degree	8.7%	9.9%	9.9%	9.1%	108
Bachelor's Degree	16.0%	18.8%	19.2%	20.9%	90
Grad/Profess Deg	7.8%	10.2%	10.5%	12.7%	80

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

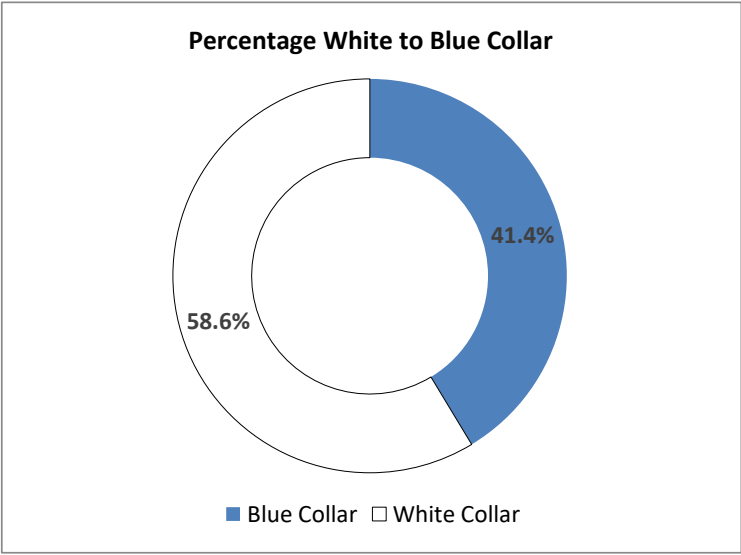
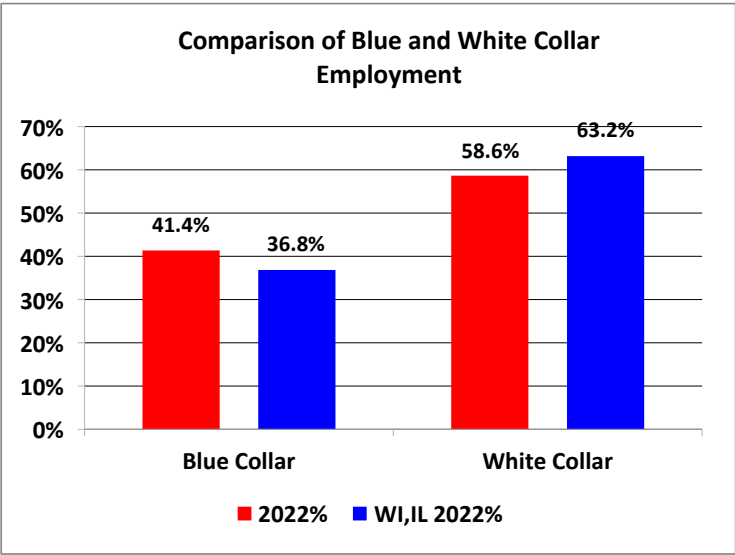
INSITE #9: POPULATION BY EMPLOYMENT

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,IL. This study area is close to the state average for White Collar workers. It is well above the state average for Blue Collar workers.



EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2022	WI,IL 2022	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.3%	3.3%	102	At about the state average.
Construction	9.9%	7.2%	136	Well above the state average.
Farming, Fishing, & Forestry	0.5%	0.5%	99	At about the state average.
Food Preparation Serving	5.3%	5.2%	102	At about the state average.
Healthcare Support	3.3%	3.4%	98	At about the state average.
Managerial Executive	15.0%	16.2%	93	At about the state average.
Office Admin	12.0%	11.4%	105	At about the state average.
Personal Care	2.9%	2.6%	109	At about the state average.
Production Transportation	17.8%	15.9%	112	Well above the state average.
Prof Specialty	18.9%	22.5%	84	Well below the state average.
Protective	1.6%	2.0%	81	Well below the state average.
Sales	9.4%	9.7%	96	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,IL State Ave.
Mosaic Segments					
O51 Singles and Starters - Digitally Savvy	6,064	7.6%	2.8%	277	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	5,837	7.3%	3.0%	243	Well above the state average
H27 Bourgeois Melting Pot - Life of Leisure	5,818	7.3%	0.8%	877	Well above the state average
H29 Bourgeois Melting Pot - Destination Recreation	5,222	6.6%	0.7%	998	Well above the state average
C11 Booming with Confidence - Sophisticated City Dwellers	4,403	5.5%	3.3%	167	Well above the state average
D15 Suburban Style - Sport Utility Families	4,400	5.5%	1.6%	339	Well above the state average
F22 Promising Families - Fast Track Couples	3,439	4.3%	1.9%	224	Well above the state average
J34 Autumn Years - Suburban Sophisticates	3,388	4.3%	4.0%	106	About average for the state
C14 Booming with Confidence - Boomers and Boomerangs	3,157	4.0%	2.0%	198	Well above the state average
E20 Thriving Boomers - No Place Like Home	3,053	3.8%	3.2%	122	Somewhat above the state average
I30 Family Union - Potlucks and the Great Outdoors	2,984	3.8%	2.6%	145	Well above the state average
Q62 Golden Year Guardians - Enjoying Retirement	2,443	3.1%	1.6%	188	Well above the state average
A02 Power Elite - Platinum Prosperity	2,175	2.7%	1.1%	253	Well above the state average
K40 Significant Singles - Bohemian Groove	2,054	2.6%	1.4%	185	Well above the state average
O53 Singles and Starters - Colleges and Cafes	1,936	2.4%	1.1%	212	Well above 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.

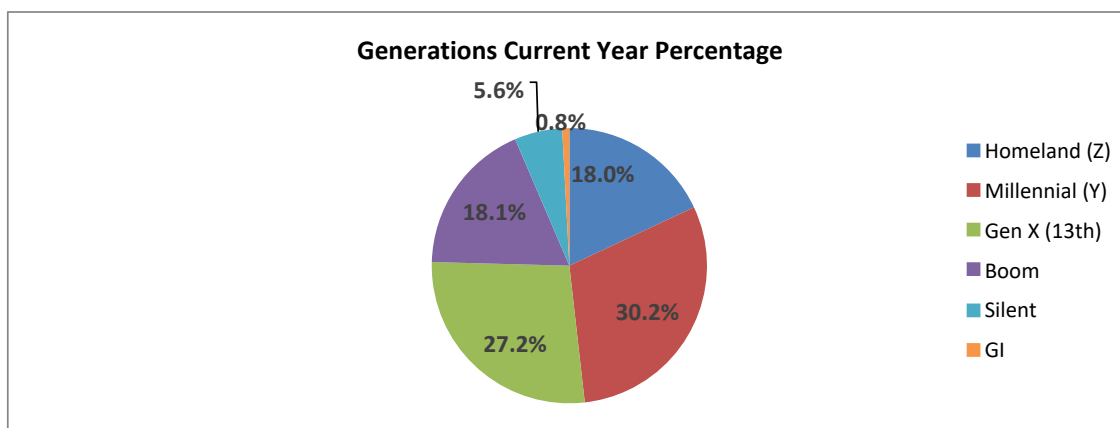
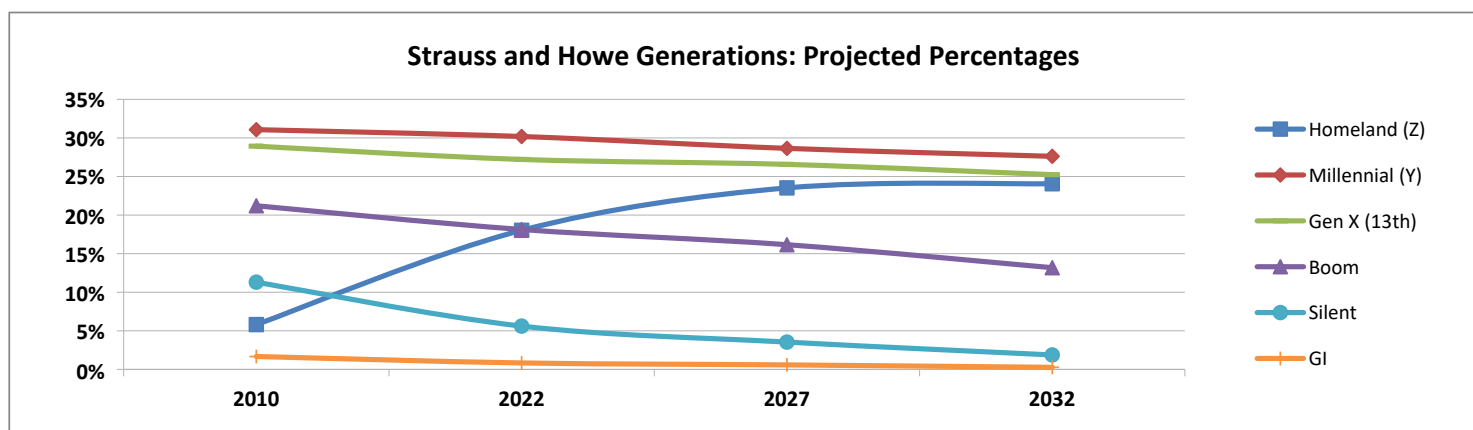
According to the Strauss and Howe model, members of a generation share three qualities. *

- 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	11,266	5.8%	36,742	18.0%	49,689	23.8%	53,900	26.1%
Millennial (Y) Hero		1982	2004	60,289	31.1%	61,527	30.2%	60,512	28.9%	61,865	29.9%
Gen X (13th) Nomad		1961	1981	56,137	28.9%	55,469	27.2%	56,122	26.8%	56,538	27.4%
Boom Prophet		1946	1960	41,151	21.2%	36,959	18.1%	34,135	16.3%	29,524	14.3%
Silent Artist		1925	1945	21,939	11.3%	11,437	5.6%	7,474	3.6%	4,193	2.0%
GI Hero		1901	1924	3,245	1.7%	1,706	0.8%	1,227	0.6%	599	0.3%
Totals:				194,027	100.0%	203,839	100%	209,159	100%	206,620	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	34.5%	7.8%	34.9%	8.4%	99	93
Addiction support groups	28.0%	6.6%	27.9%	7.4%	101	90
Health/weight loss programs	27.1%	3.9%	27.4%	4.7%	99	83
Membership and leadership training	33.1%	6.4%	34.3%	6.9%	97	93
Opportunities to develop personal relationships	49.3%	16.9%	48.8%	17.1%	101	99
Practical training seminars (money management, computer skills, etc.)	34.8%	5.1%	36.4%	6.0%	95	85
Family Support and Intervention Services	34.4%	8.7%	33.6%	9.2%	102	95
Daycare/After-School Programs	22.3%	5.1%	20.9%	5.6%	107	90
Crisis support groups	41.7%	9.3%	40.6%	10.2%	103	92
Family oriented activities	41.2%	16.7%	40.9%	15.7%	101	106
Marriage enrichment	34.2%	8.0%	33.4%	8.4%	103	95
Parenting development	27.4%	5.6%	26.5%	6.5%	103	86
Personal/family counseling	39.9%	7.6%	39.2%	8.6%	102	89
Community Involvement and Advocacy Programs	44.7%	11.3%	43.3%	11.5%	103	98
Adult social activities	54.7%	11.0%	52.6%	11.6%	104	95
Involvement in social causes	45.5%	13.3%	46.2%	12.7%	99	105
Mission trips and global outreach	33.5%	6.5%	30.8%	7.7%	109	83
Opportunities for volunteering in the community	53.0%	14.4%	49.5%	14.6%	107	99
Social justice advocacy work	36.9%	11.1%	37.5%	10.9%	98	102
Community Activities or Cultural Programs	40.7%	10.4%	40.2%	10.3%	101	101
Cultural programs (music, drama, art)	42.7%	8.4%	43.8%	8.9%	97	94
Holiday programs/activities	50.8%	15.3%	50.5%	14.9%	101	102
Seniors/retiree activities	45.7%	12.6%	45.0%	13.8%	102	92
Singles or college-age groups	25.9%	6.6%	25.6%	6.3%	101	105
Size of church congregation	43.4%	7.5%	40.8%	6.8%	107	110
Small groups (i.e., life groups, personal interest groups)	45.6%	11.3%	46.7%	10.7%	98	106
Youth social activities	30.4%	11.4%	28.9%	10.8%	105	106
Religious/Spiritual Programs	37.7%	21.3%	36.4%	20.0%	104	107
Bible or Scripture study/prayer groups	33.6%	14.9%	32.3%	14.9%	104	100
Celebration of sacraments	35.3%	24.2%	32.3%	21.2%	109	114
Contemporary worship experiences	40.2%	12.7%	40.3%	11.1%	100	115
Online or virtual worship experiences	37.9%	12.7%	36.8%	11.1%	103	114
Quality sermons	39.0%	35.2%	36.3%	33.3%	107	106
Religious education for children	28.5%	18.0%	27.5%	17.1%	104	105
Spiritual discussion groups	40.7%	10.8%	38.9%	11.1%	105	97
Traditional worship experiences	39.5%	26.3%	39.1%	24.3%	101	108
Warm and friendly encounters	45.0%	37.2%	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.](#)