ANALYSIS, INTERPRETATION, APPLICATION

How Can I Use My ComparativeInsite Report?

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MissionInsite's ComparativeInsite report compares a broad demographic profile of those who live in the study area defined by the shape you drew to that of the core households and people of your parish plotted within that study area. Data from this report can support the development of missionary opportunities in your parish. Here are some ways to evaluate and apply the data.
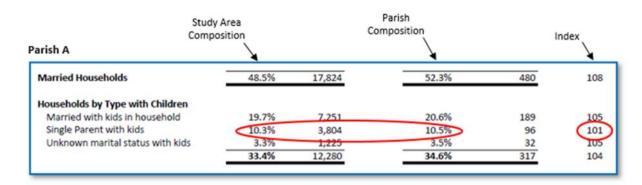
Simple Analysis
Looking at your parish demographic profile, how reflective is it of the area surrounding your parish? In what ways are your parish members like the people in your defined study area? How are they different? List the similarities and differences among the various demographic categories.

Interpretation
Below are portions of a ComparativeInsite report for two different parishes in Milwaukee's Archdiocese.

In the Parish A example, composition percentages are similar for the study area and parish, and the index numbers are near 100. Household structure of Parish A membership is reflective of households in the area.

In contrast, membership at Parish B does not closely reflect the neighboring area in these demographic categories. In fact, parish households are 35% more likely to be married and 21% less likely to have kids in the household (based on index numbers). Furthermore, the study area

is more likely to have single parents in the households with kids compared to parish households with kids.

Parish B

Married Households	53.1%	23,649		71.6%	1,084	135
Households by Type with Children						
Married with kids in household	22.1%	9,866		24.1%	365	109
Single Parent with kids	8.9%	3,980		1.5%	23	17
Unknown marital status with kids	3.0%	1,332		1.5%	22	49
	34.1%	15,178		27.1%	410	79

Application

After reviewing the profiles in your report, what can you learn from this information to strengthen your ministries? Which demographic groups are represented in your parish? Which groups are under-represented, such as singles and single parents shown above, and what are their needs? How might you reach out to those groups? How does your current hospitality, for example, or worship, welcome under-represented groups?

If you would like to explore the data in your ComparativeInsite report in more depth, contact me. Let me know how I can help and support you through your data analysis, interpretation and application. I look forward to hearing from you.

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