The ExecutiveInsite Report

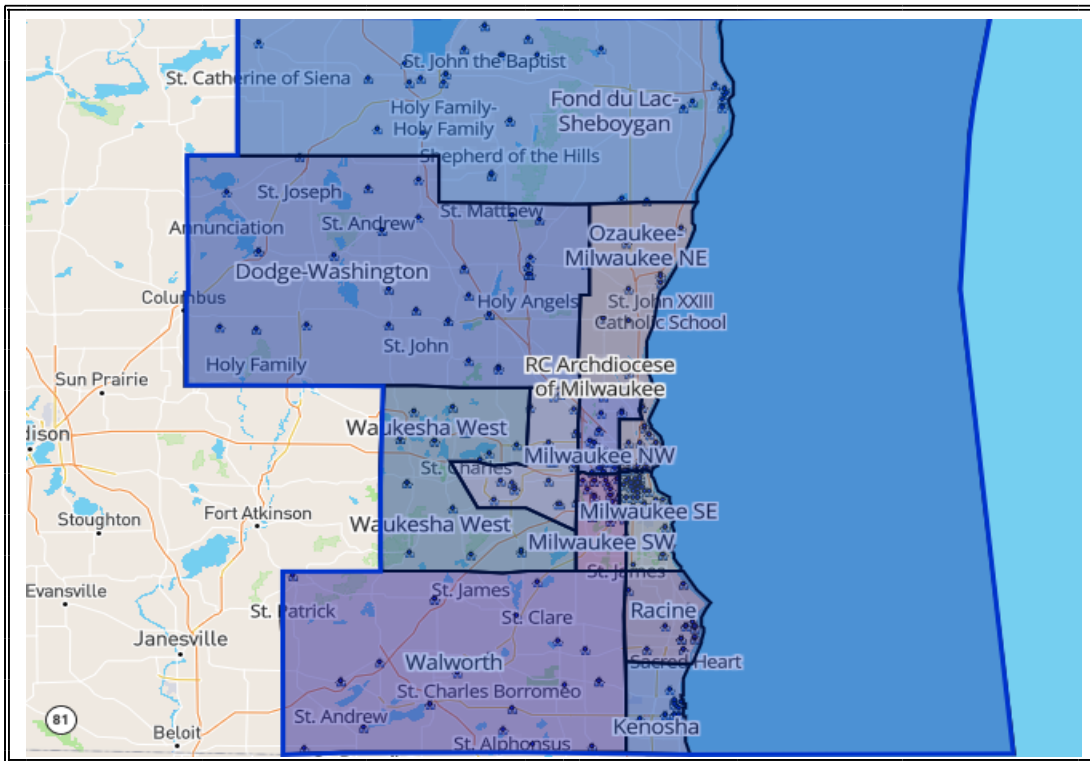|	
Prepared for:	RC Archdiocese of Milwaukee
Study area:	RC Archdiocese of Milwaukee
Base State:	WI,IL
Current Year Estimate:	2019
5 Year Projection:	2024
Date:	7/23/2020
Semi-Annual Projection:	Fall

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

More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

Not all of the demographic variables available in the MI System are found in this report. The FullInsite Report will give a more comprehensive view of an area's demographics.

Also, the Impressions Report adds additional social, behavioral views and the Quad Report provides a detailed view of religious preferences, practices and beliefs.

Population:

The estimated 2019 population within the study area is 2,367,081. The 2024 projection would see the area grow by 68,027 to a total population of 2,435,108. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 2.9% in the next five years, the state is projected to grow by 1.9%. The study area's estimated average change rate is 0.6%.

Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.53 but by 2024 it is projected to be 2.52. Compare this to the statewide average which for the current year is estimated at 2.60 persons per household.
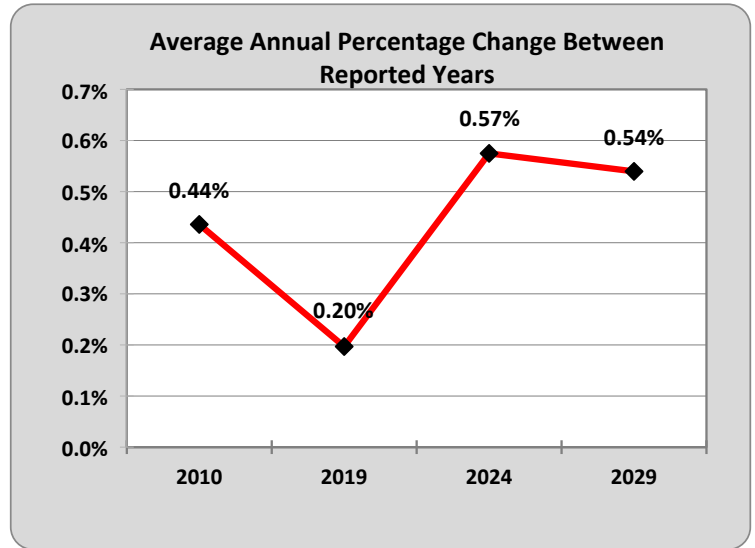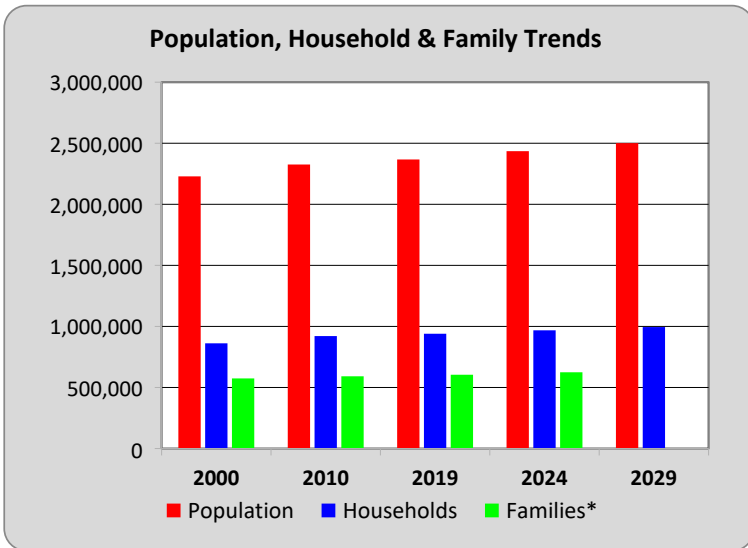
Population Per Household

Population per Household: The relationship between population and households provides a hint about how the community is changing. When population grows faster than households, it suggests an increase in the persons per household. This can only happen when more persons are added either by birth or other process such as young adults in multiple roommate households or young adults returning to live with parents. In some communities this can occur when multiple families live in the same dwelling unit.

Family Households:

Family households provide an additional hint about the changing dynamics of a community. If family household growth follows population growth, then it would be reasonable to assume that the increasing population per household comes from additional children. 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	2000	2010	2019	2024	2029
Population	**2,228,750**	**2,325,869**	**2,367,081**	**2,435,108**	**2,500,802**
Population Change		97,119	41,212	68,027	65,694
Percent Change		4.4%	1.8%	2.9%	2.7%
Households	**861,642**	**921,014**	**940,028**	**968,081**	**994,774**
Households Change		59,372	19,014	28,053	26,693
Percent Change		6.9%	2.1%	3.0%	2.8%
Population / Households	**2.59**	**2.53**	**2.52**	**2.52**	**2.51**
Population / Households Change		-0.06	-0.01	0.00	0.00
Percent Change		-2.4%	-0.3%	-0.1%	-0.1%
Families	**574,170**	**591,646**	**604,331**	**624,513**	
Families Change		17,476	12,685	20,182	
Percent Change		3.0%	2.1%	3.3%	

Population, Household & Family Trends

Average Annual Percentage Change Between Reported Years

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

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.
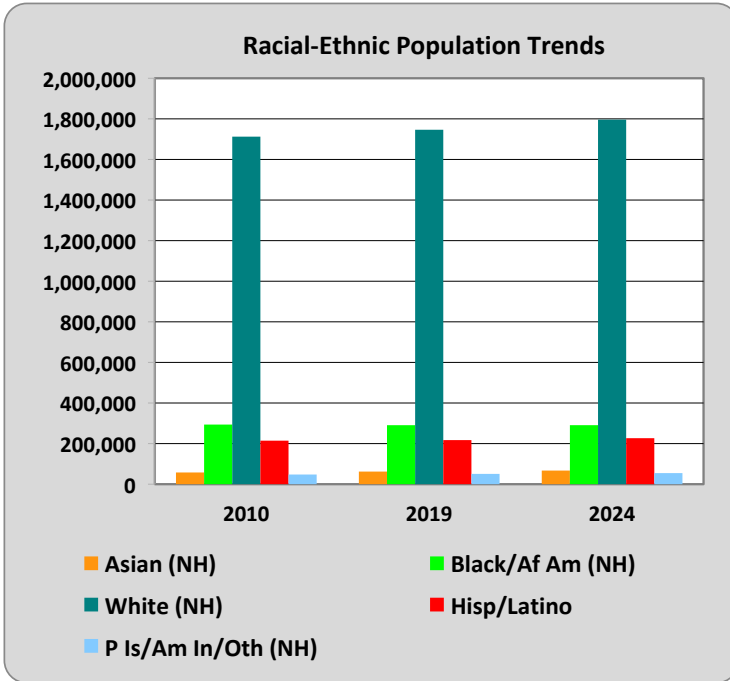
The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.
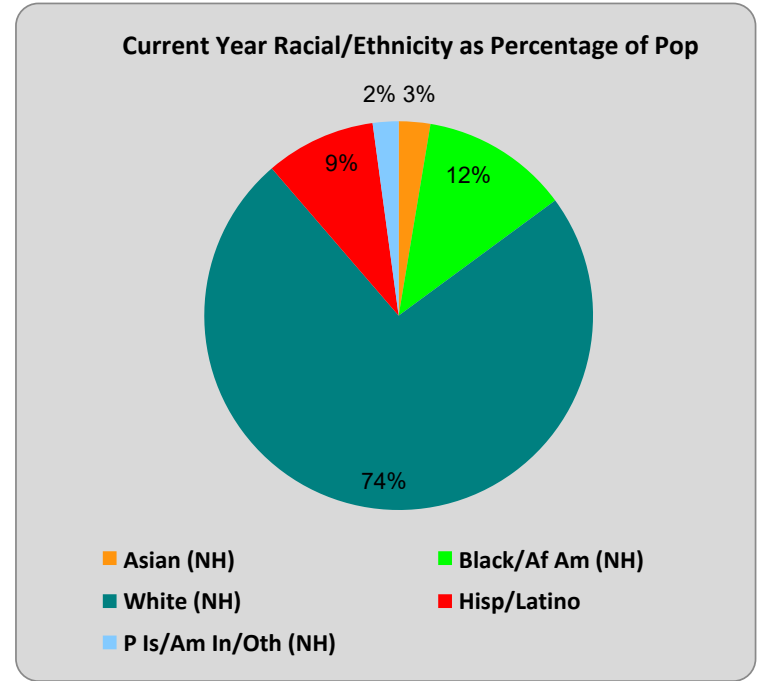
This chart shows the percentage of each group for the current year estimate.

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	2019	2024	2010%	2019 %	2024 %	2010 to 2024 %pt Change
Race and Ethnicity							
Asian (NH)	57,699	62,115	67,073	2.48%	2.62%	2.75%	0.27%
Black/Afr Amer (NH)	293,742	290,709	290,767	12.63%	12.28%	11.94%	-0.69%
White (NH)	1,712,348	1,746,302	1,796,016	73.62%	73.77%	73.76%	0.13%
Hispanic/Latino	214,438	217,208	226,639	9.22%	9.18%	9.31%	0.09%
P Is/Am In/Oth (NH)	47,642	50,747	54,613	2.05%	2.14%	2.24%	0.19%
Totals:	2,325,869	2,367,081	2,435,108				

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	2019	2024	2029
Average Age: Study Area	36.33	37.37	40.01	41.11	41.97
Percent Change		2.9%	7.1%	2.7%	2.1%
Average Age: WI,IL	36.13	37.26	39.54	40.46	41.19
Percent Change		3.1%	6.1%	2.3%	1.8%
Comparative Index	101	100	101	102	102
Median Age: Study Area	35	36	39	40	40

Study Area Average Age Trend

Ave. Age Comparison: Study Area to State
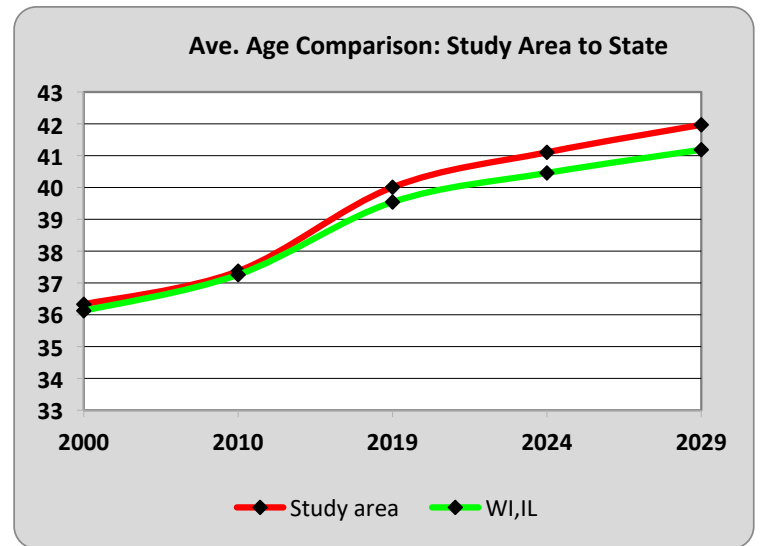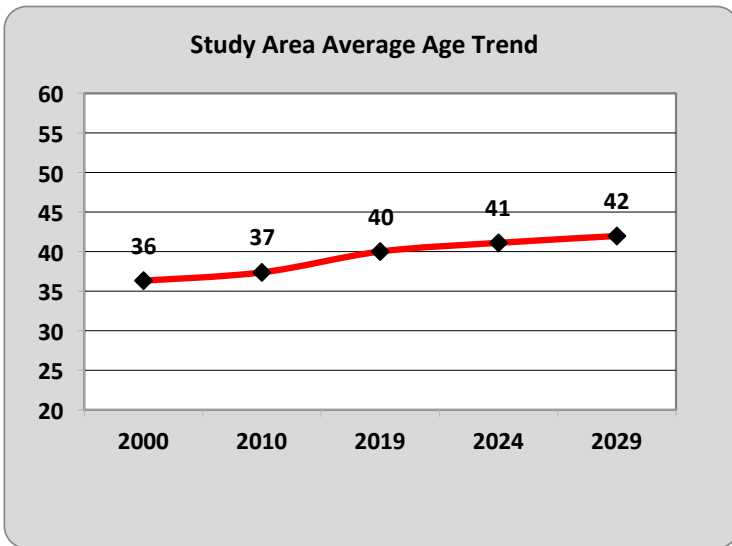
Summary of Average Age Findings:

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.
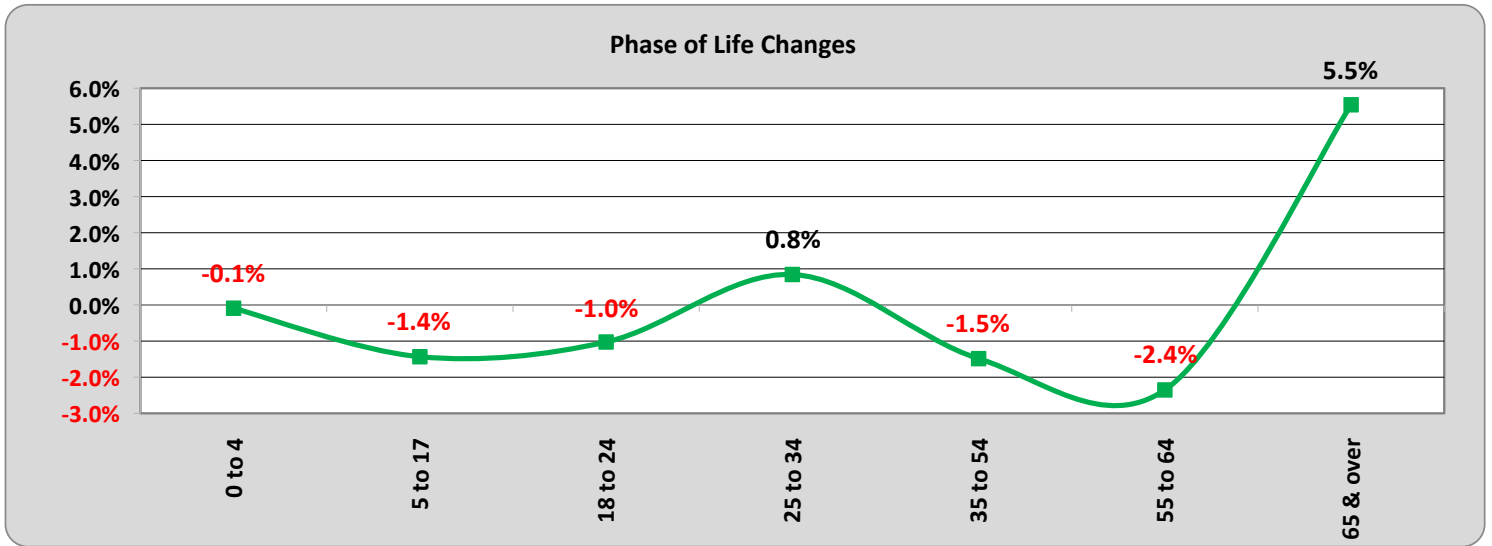
PHASE OF LIFE

The Phase of Life analysis provides insight into the age distribution of a population across the different stages of life experience. It can reveal a community in transition.

Pay special attention to the color codes of the Change column (far right below). It will immediately indicate which phases are increasing or decreasing as a percentage of the population.

Phase of Life	2010	2019	2024	2029	2010%	2019%	2024%	2029%	Estimated 10 Year %pt Change 2019 - 2029
Before Formal Schooling Ages 0 to 4	151,682	135,664	136,629	141,084	6.5%	5.7%	5.6%	5.6%	-0.1%
Required Formal Schooling Ages 5 to 17	416,798	373,352	360,312	358,612	17.9%	15.8%	14.8%	14.3%	-1.4%
College/Career Starts Ages 18 to 24	219,832	251,891	250,123	240,480	9.5%	10.6%	10.3%	9.6%	-1.0%
Singles & Young Families Ages 25 to 34	303,090	288,784	315,095	326,193	13.0%	12.2%	12.9%	13.0%	0.8%
Families & Empty Nesters Ages 35 to 54	658,673	585,469	567,518	581,396	28.3%	24.7%	23.3%	23.2%	-1.5%
Enrichment Years Sing/Couples Ages 55 to 64	276,490	335,753	325,005	295,896	11.9%	14.2%	13.3%	11.8%	-2.4%
Retirement Opportunities Age 65 and over	299,304	396,168	480,426	557,141	12.9%	16.7%	19.7%	22.3%	5.5%

Phase of Life Changes

Summary of Phase of Life Findings:

Phase of Life changes reflect the age profile of a community. On average, it takes 2.1 children per woman to replace both mother and father. If the percentage of the population under 20 is declining as a percentage of the total it is likely that the community will see an increase in the more senior aged population possibly due to a decline in birth rates.

In this study area children 17 years of age and younger are declining as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are increasing as a percentage of the total population.

In summary it may be that the community is aging as children are raised and leave but parents remain.
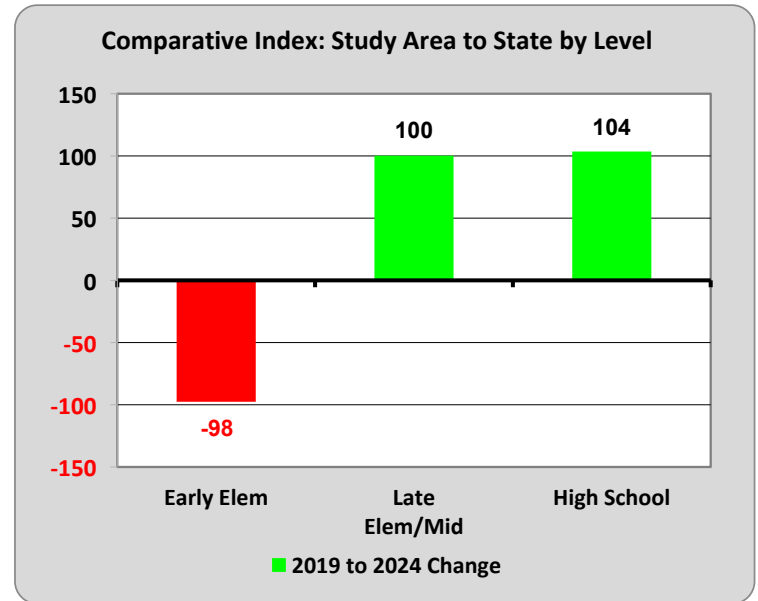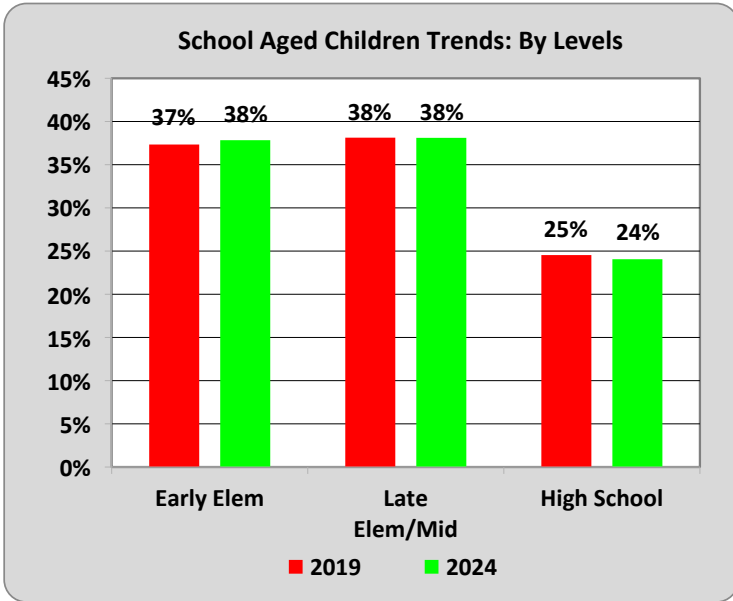
INSITE #4: SCHOOL AGED CHILDREN TRENDS

Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely on the children who are of formal schooling age.

The school aged population includes all school aged children including those enrolled in public and private schools, those home schooled and children in institutions.

The School Aged Children variable provides a snapshot of three levels of the population that comprise school age children. The three levels roughly correspond to the following.

- Elementary grades
- Intermediate/Middle School grades
- High School grades

School Aged Children	2010	2019	2024	2010%	2019%	2024%	Estimated 5 Year %pt Change 2019 - 2024
Early Elementary							
Ages 5 to 9	156,204	139,391	136,326	37.5%	37.3%	37.8%	0.5%
Late Elementary-Middle School							
Ages 10 to 14	160,223	142,354	137,308	38.4%	38.1%	38.1%	0.0%
High School							
Ages 15 to 17	100,371	91,607	86,678	24.1%	24.5%	24.1%	-0.5%

School Aged Children Trends: By Levels

Comparative Index: Study Area to State by Level

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 0.5%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by 0.0%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -0.5%.

Overall, children are aging through, but there is some evidence of a resurgence of children in the younger years.
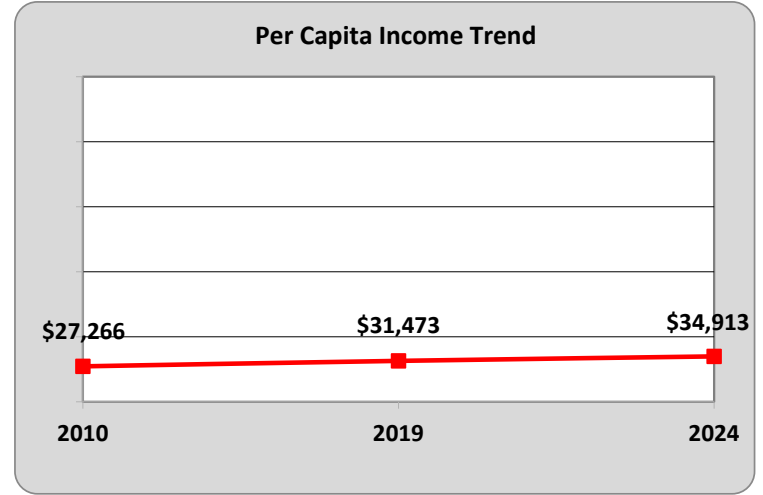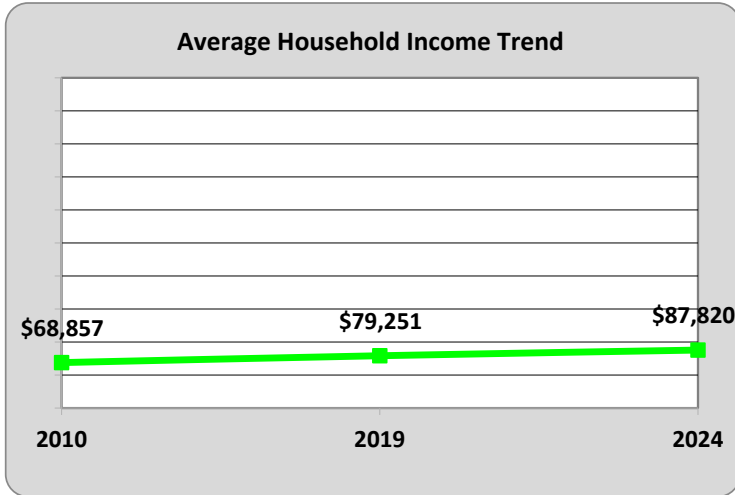
INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

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 $79,251. The average household income is projected to grow by 10.8% to $87,820.

The estimated per capita income for the current year is $31,473. The Per Capita Income is projected to grow by 10.9% to $34,913.

Average Household Income Trend

$68,857 (2010) $79,251 (2019) $87,820 (2024)

Per Capita Income Trend

$27,266 (2010) $31,473 (2019) $34,913 (2024)

Income Trends	2010	2019	2024	2010%	2019%	2024%	Estimated 5 Year %pt Change 2019 - 2024
Households							
Less than $10,000	55,986	53,395	47,322	6.1%	5.7%	4.9%	-0.8%
$10,000 to $14,999	48,258	42,620	35,827	5.2%	4.5%	3.7%	-0.8%
$15,000 to $24,999	97,869	91,959	83,695	10.6%	9.8%	8.6%	-1.1%
$25,000 to $34,999	97,998	89,891	84,364	10.6%	9.6%	8.7%	-0.8%
$35,000 to $49,999	131,259	120,224	120,685	14.3%	12.8%	12.5%	-0.3%
$50,000 to $74,999	180,613	175,588	172,962	19.6%	18.7%	17.9%	-0.8%
$75,000 to $99,999	125,766	125,436	131,158	13.7%	13.3%	13.5%	0.2%
$100,000 to $149,999	119,853	142,314	161,120	13.0%	15.1%	16.6%	1.5%
$150,000 to $199,999	34,001	58,299	70,625	3.7%	6.2%	7.3%	1.1%
$200,000 or more	29,392	40,302	60,323	3.2%	4.3%	6.2%	1.9%
Totals	**920,995**	**940,028**	**968,081**				

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 33.8% of all family incomes exceed $100,000 per year. In five years that number is projected to be 33.7%.

Income Trends	2019	2024	2019%	2024%	Estimated 5 Year %pt Change 2019 - 2024
Families					
Less than $10,000	22,462	22,388	3.7%	3.6%	-0.13%
$10,000 to $14,999	17,051	16,910	2.8%	2.7%	-0.11%
$15,000 to $24,999	38,639	38,786	6.4%	6.2%	-0.18%
$25,000 to $34,999	45,280	52,794	7.5%	8.5%	0.96%
$35,000 to $49,999	67,711	68,811	11.2%	11.0%	-0.19%
$50,000 to $74,999	113,663	116,426	18.8%	18.6%	-0.17%
$75,000 to $99,999	95,298	97,802	15.8%	15.7%	-0.11%
$100,000 to $149,999	118,394	122,184	19.6%	19.6%	-0.03%
$150,000-$199,999	50,700	52,242	8.4%	8.4%	-0.02%
$200,000 or more	35,133	36,170	5.8%	5.8%	-0.02%
Totals	**604,331**	**624,513**			

MEDIAN INCOME BY RACE AND ETHNICITY

Median income by race and ethnicity is a subset of household income. Median income is that point where there are as many households with incomes greater than the median as there are households with incomes less than the median.

Median Income by Race and Ethnicity	2019
Asian Household Income	$67,760
Black/ African American Household Income	$27,346
Hispanic/Latino Household Income	$42,490
White/Anglo Household Income	$66,977
P Is, Am Indian Other Household Income	$47,733
Average	$50,461

Median Household Income by Race and Ethnicity
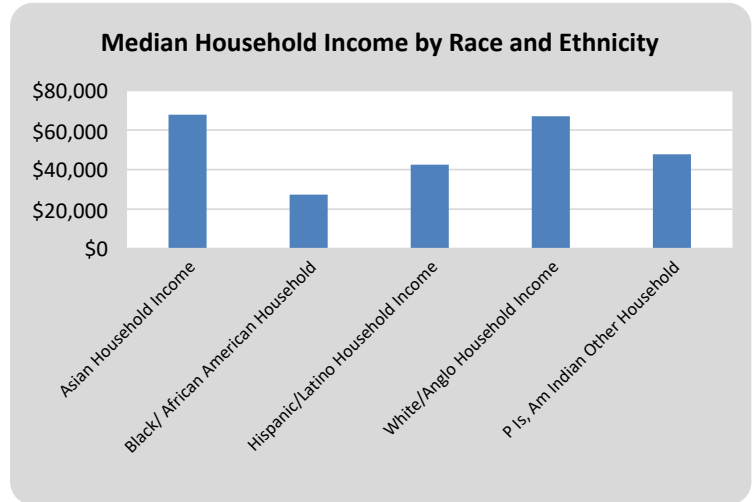
INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

Diversity of child rearing environments is increasing along with the many other types of growing diversity in the US. To understand this, we begin with the types of households that exist in a community. There are…

• family households with children under 18
• family households without children under 18

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

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

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

Households	2010	2019	2024	2010%	2019%	2024%	Estimated 5 Year %pt Change 2019 - 2024
Households with Children under 18							
Married Couple	185,388	171,028	170,635	63.8%	64.9%	64.3%	-0.7%
Single Parent	105,006	92,391	94,878	36.2%	35.1%	35.7%	0.7%

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

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

Households with Children: Projected Change

Households with Children Under 18 Compared to State

Percentage of Households with Children by Type
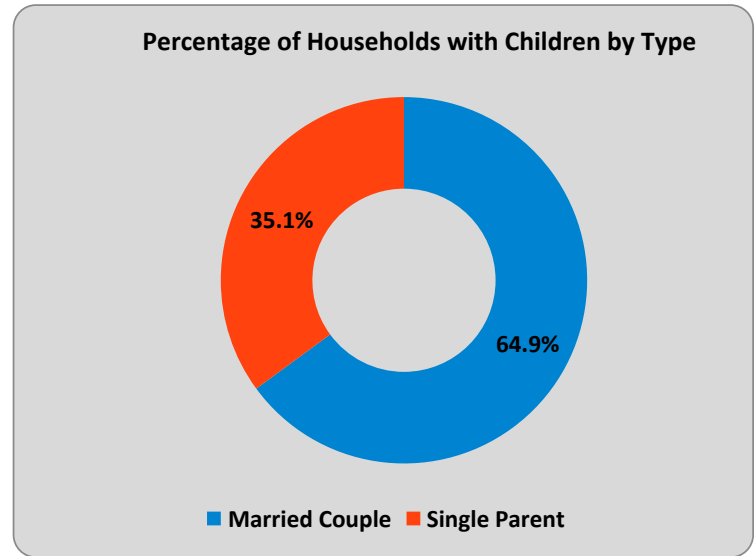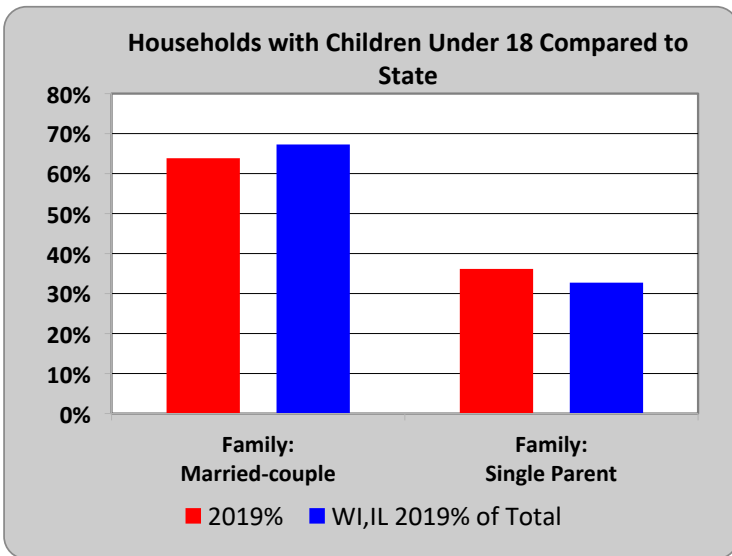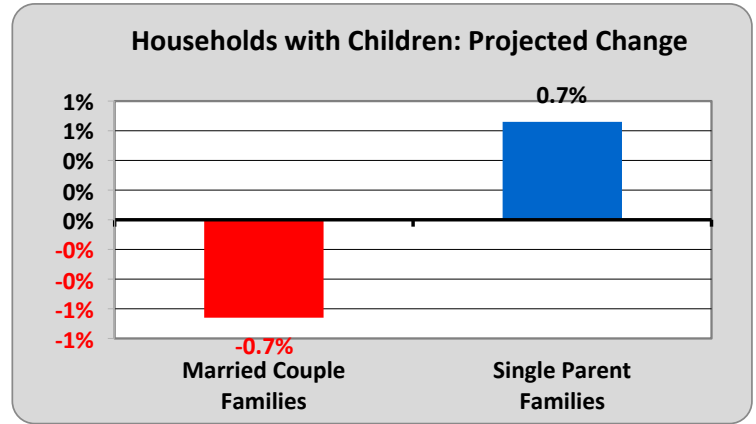
INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

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

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

	2010	2019	2024	2010%	2019%	2024%	2010 to 2024 %pt Change
Population by Marital Status: Age 15+							
Never Married	592,824	677,054	708,701	31.4%	34.2%	34.5%	3.1%
Married	975,122	962,033	986,736	51.6%	48.6%	48.1%	-3.5%
Divorced	181,841	206,043	219,027	9.6%	10.4%	10.7%	1.0%
Separated	27,543	23,254	22,903	1.5%	1.2%	1.1%	-0.3%
Widowed	112,303	111,588	115,975	5.9%	5.6%	5.6%	-0.3%

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 more prevalent than the state wide average.

Marital Status: Comparison to the State

Never Married: 101
Married: -99
Divorced: 104
Separated: -81
Widowed: -98
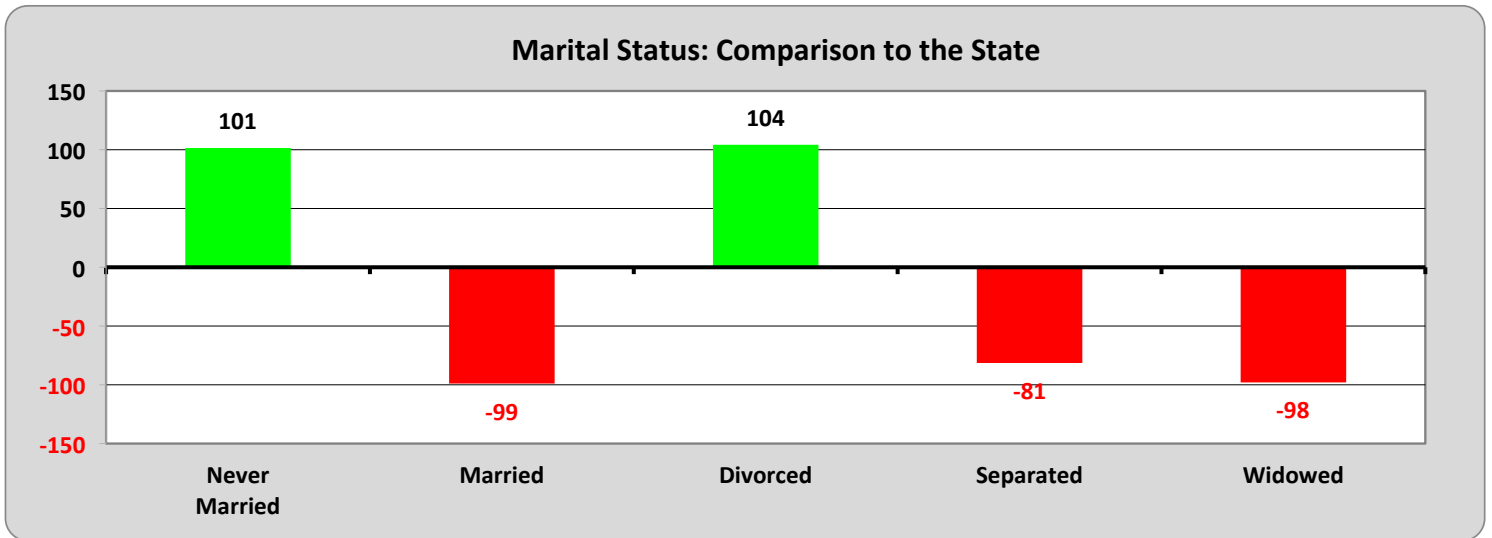
Women 15 years and older are more likely to be divorced than men.

Women 15 years and older are more likely to be widowed than men.

**Single Female and Male Comparison by Type (CY)**

- Female (red)
- Male (blue)
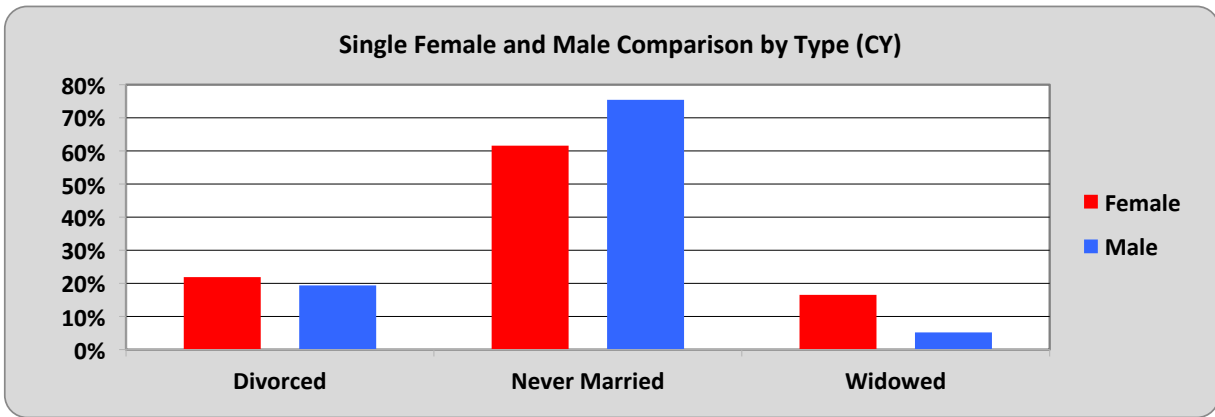
The level of educational attainment of a community's adult population is an important indicator of its opportunities and challenges. This analysis will look at the Adult Educational Attainment from three perspectives.

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 been rising over the past few years. It is projected to rise over the next five years by 0.4%.

Projected Change in Adult Educational Attainment
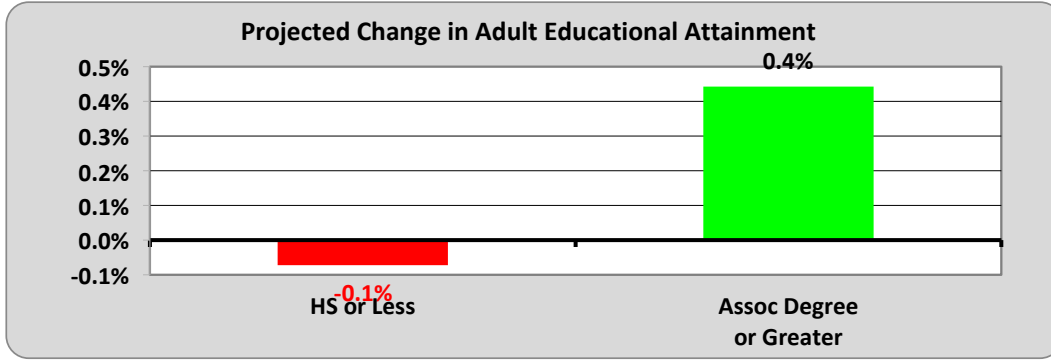
EDUCATIONAL LEVEL COMPARED TO THE STATE

Comparison of Study Area to State
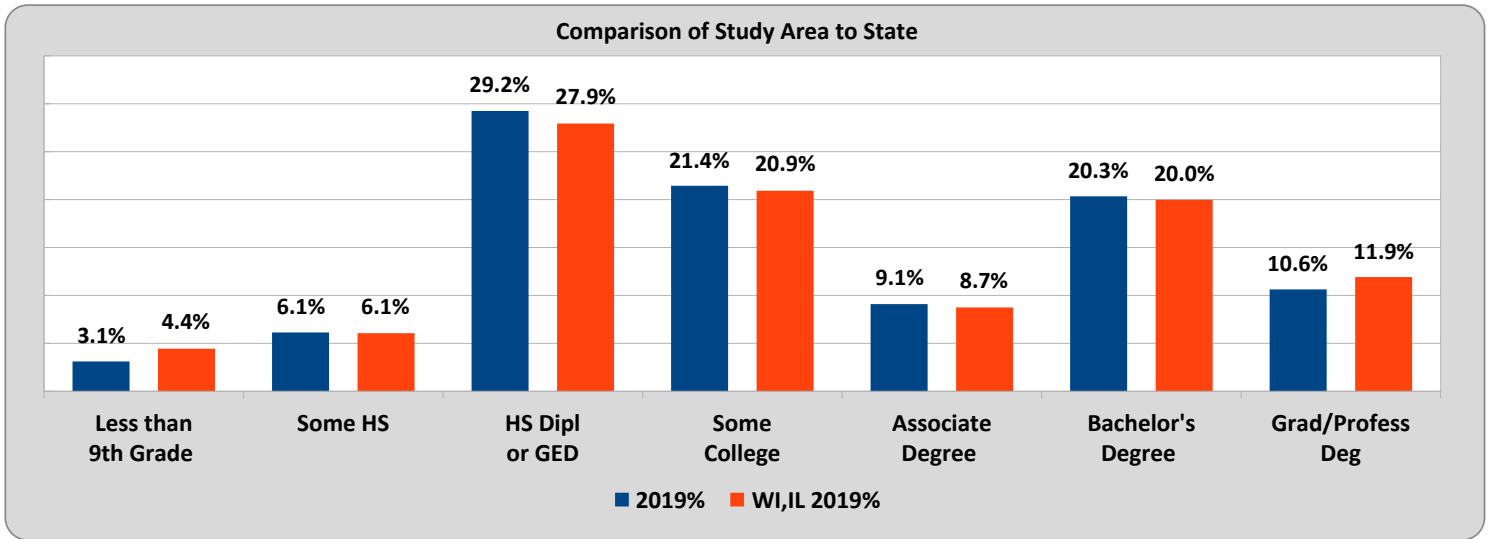
■ 2019%   ■ WI,IL 2019%

	2010	2019	2024	WI,IL 2019%	2019 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	3.8%	3.1%	3.1%	4.4%	70
Some HS	7.6%	6.1%	6.1%	6.1%	101
HS Dipl or GED	31.6%	29.2%	29.0%	27.9%	105
Some College	21.2%	21.4%	21.3%	20.9%	102
Associate Degree	8.0%	9.1%	9.1%	8.7%	104
Bachelor's Degree	18.4%	20.3%	20.5%	20.0%	102
Grad/Profess Deg	9.4%	10.6%	10.9%	11.9%	89

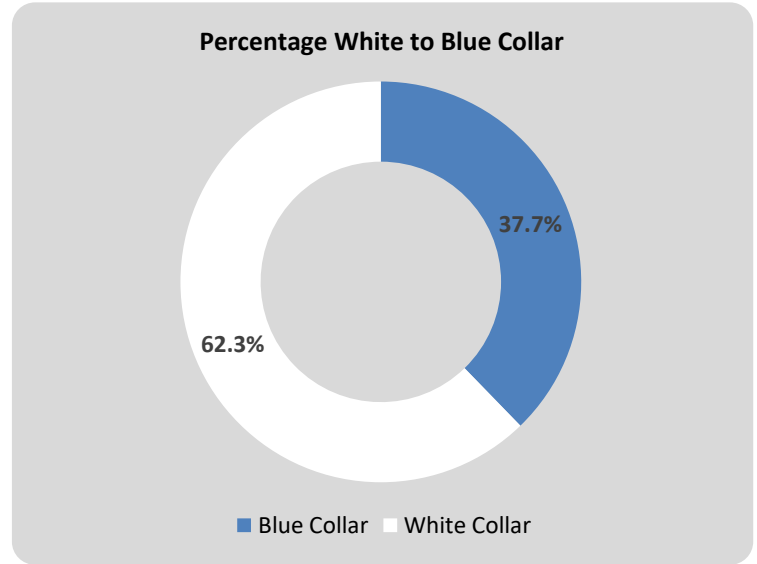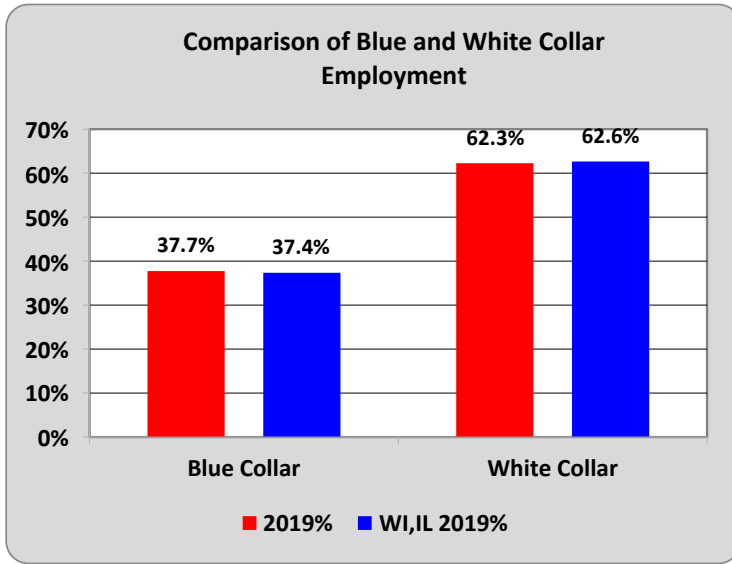The overall educational attainment of the adults in this community is greater than the state.

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 is close to the state average for Blue Collar workers.

Comparison of Blue and White Collar Employment

Blue Collar: 2019% 37.7%, WI,IL 2019% 37.4%
White Collar: 2019% 62.3%, WI,IL 2019% 62.6%

Percentage White to Blue Collar

Blue Collar 37.7%
White Collar 62.3%

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2019	WI,IL 2019	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.3%	3.5%	94	At about the state average.
Construction	6.8%	7.1%	96	At about the state average.
Farming, Fishing, & Forestry	0.5%	0.6%	91	At about the state average.
Food Preparation Serving	5.7%	5.5%	103	At about the state average.
Healthcare Support	2.6%	2.4%	110	Well above the state average.
Managerial Executive	15.1%	15.3%	99	At about the state average.
Office Admin	13.3%	13.3%	100	At about the state average.
Personal Care	3.8%	3.7%	102	At about the state average.
Production Transportation	15.9%	14.9%	106	At about the state average.
Prof Specialty	21.5%	21.4%	100	At about the state average.
Protective	1.8%	2.0%	89	Well below the state average.
Sales	9.7%	10.2%	95	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.

Mosaic Segments	2019	2019%	State %	Comp Index	Relative to the WI,IL State Ave.
J34 Autumn Years - Aging in Place	57,333	6.1%	4.1%	148	Well above the state average
C11 Booming with Confidence - Aging of Aquarius	53,624	5.7%	3.4%	168	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	40,774	4.3%	2.4%	183	Well above the state average
O51 Singles and Starters - Digital Dependents	37,441	4.0%	3.1%	127	Well above the state average
E20 Thriving Boomers - No Place Like Home	36,340	3.9%	3.0%	131	Well above the state average
K40 Significant Singles - Bohemian Groove	35,062	3.7%	1.6%	227	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	31,506	3.4%	3.2%	105	About average for the state
R67 Aspirational Fusion - Hope for Tomorrow	29,530	3.1%	1.6%	197	Well above the state average
Q65 Golden Year Guardians - Senior Discounts	28,257	3.0%	2.0%	148	Well above the state average
O54 Singles and Starters - Striving Single Scene	27,412	2.9%	2.1%	141	Well above the state average
I31 Family Union - Blue Collar Comfort	27,167	2.9%	1.9%	149	Well above the state average
Q62 Golden Year Guardians - Reaping Rewards	24,448	2.6%	1.6%	165	Well above the state average
C14 Booming with Confidence - Boomers and Boomerangs	23,414	2.5%	2.0%	123	Somewhat above the state average
Q64 Golden Year Guardians - Town Elders	22,091	2.4%	4.0%	59	Well below the state average
A04 Power Elite - Picture Perfect Families	21,362	2.3%	1.3%	172	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		2019		2024		2029	
Homeland (Z)	Artist	2005	2025	151,682	6.6%	387,109	16.6%	529,926	22.1%	634,363	26.5%
Millennial (Y)	Hero	1982	2004	730,990	31.9%	715,428	30.7%	716,698	29.9%	707,019	29.5%
Gen X (13th)	Nomad	1961	1981	658,492	28.7%	634,214	27.2%	633,567	26.5%	622,922	26.0%
Boom	Prophet	1946	1960	454,535	19.8%	415,137	17.8%	382,228	16.0%	361,820	15.1%
Silent	Artist	1925	1945	253,705	11.1%	153,441	6.6%	113,628	4.7%	57,386	2.4%
GI	Hero	1901	1924	45,599	2.0%	26,328	1.1%	18,409	0.8%	11,478	0.5%
			Totals:	2,295,003	100.0%	2,331,657	100%	2,394,456	100%	2,394,989	100.0%

For more information on Generational types, click here

Strauss and Howe Generations: Projected Percentages

Generations Current Year Percentage
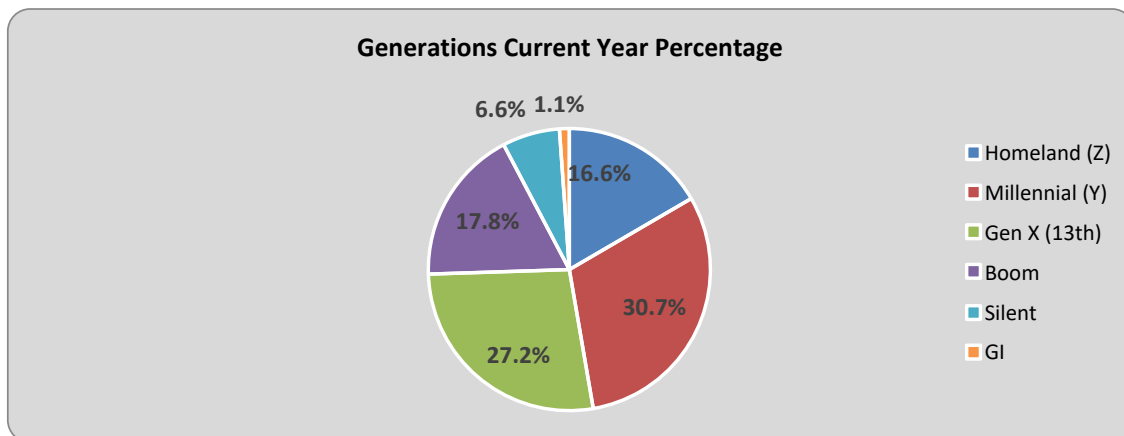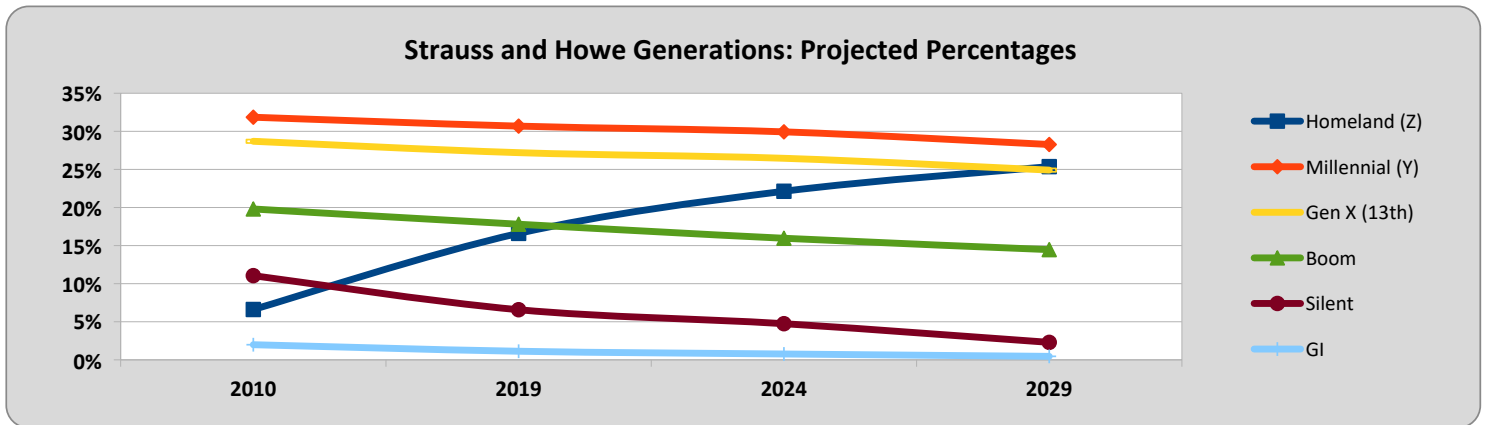
INSITE #12: RELIGIOUS PROGRAM OR MINISTRY PREFERENCES

This information is from the 2017 Quadrennium Project Survey conducted by MissionInsite of US Religious Preferences, Practices and Beliefs called the Quadrennium Project. The complete survey results are available in the four Predesigned Quad Reports; ReligiousInsite, ReligiousInsite Priorities, MinistryInsite or MinistryInsite Priorities. The Quadrennium White Paper is available on the web site.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	33.3%	6.5%	33.9%	7.0%	98	92
Addiction support groups	28.6%	7.5%	28.9%	7.4%	99	102
Health/weight loss programs	34.1%	6.0%	34.5%	7.1%	99	85
Practical training seminars	37.3%	5.8%	38.3%	6.6%	97	89
Family Support and Intervention Services	41.7%	9.5%	36.7%	10.2%	114	93
Crisis support groups	39.1%	10.7%	42.0%	9.8%	93	109
Daycare/After-School Programs	26.9%	7.5%	27.2%	7.5%	99	100
Family oriented activities	44.8%	17.1%	42.9%	17.1%	104	100
Marriage enrichment	37.0%	9.6%	36.8%	9.4%	100	102
Parenting development	31.9%	7.4%	31.0%	7.6%	103	97
Personal/family counseling	40.6%	9.1%	40.2%	9.8%	101	93
Community Involvement and Advocacy Programs	53.3%	13.4%	48.0%	13.7%	111	98
Adult social activities	46.7%	12.8%	52.6%	14.1%	89	91
Involvement in social causes	48.5%	13.2%	47.7%	13.6%	102	97
Social justice advocacy work	40.3%	11.4%	40.7%	11.4%	99	100
Opportunities for volunteering in the community	51.1%	16.7%	51.2%	15.8%	100	106
Community Activities or Cultural Programs	46.9%	9.8%	43.6%	12.6%	108	78
Cultural programs (music, drama, art)	40.9%	13.5%	46.7%	11.1%	88	121
Holiday programs/activities	51.6%	13.9%	50.3%	14.2%	103	98
Seniors/retiree activities	42.1%	12.7%	41.9%	13.0%	100	98
Youth social activities	36.3%	12.3%	35.4%	11.9%	103	103
Religious/Spiritual Programs	33.7%	15.0%	37.6%	17.7%	90	85
Bible or Scripture study/prayer groups	38.8%	21.0%	32.7%	15.3%	119	137
Christian education for children	30.9%	15.4%	29.5%	14.5%	105	106
Contemporary worship experiences	39.1%	12.2%	39.4%	11.2%	99	109
Spiritual discussion groups	38.7%	11.3%	39.2%	11.1%	99	102
Traditional worship experiences	40.3%	21.0%	39.2%	20.3%	103	104
Warm and friendly encounters	45.5%	35.5%	45.6%	33.6%	100	106
The quality of sermons	38.5%	30.3%	37.3%	28.2%	103	107

Supporting Information

Interpreting the Report

The ExecutiveInsite report is designed for easy reading. But there are several tools provided in the tables that make this easier.

Change over time: Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding: Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your

Indexes: Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. The indexes can be interpreted as follows.

• Indexes of 100 mean the study area variable is the same as its base area.

• Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.

• Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Support

If you need support with this report, please email MissionInsite at misupport@missioninsite.com.

Download ExecutiveInsite Worksheet (To open in a new Tab hold Control key when you click on the link)