The ExecutiveInsite Report

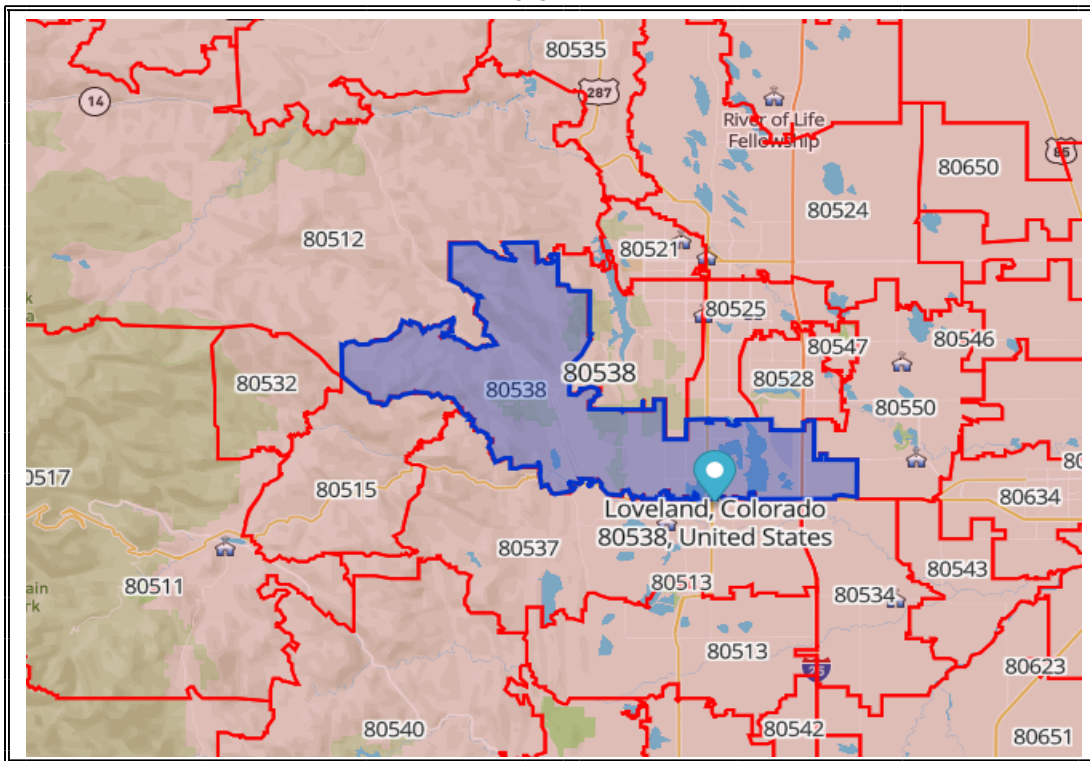|	
Prepared for:	Loveland - 80538
Study area:	80538
Base State:	CO
Current Year Estimate:	2023
5 Year Projection:	2028
Date:	2/21/2024
Semi-Annual Projection:	Spring

This ExecutiveInsite Report has been prepared for Loveland - 80538. 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.

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

Population:

The estimated 2023 population within the study area is 54,340. The 2028 projection would see the area grow by 3,388 to a total population of 57,728. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to grow by 6.2% in the next five years, the state is projected to grow by 6.6%. The study area's estimated average change rate is 1.2%.
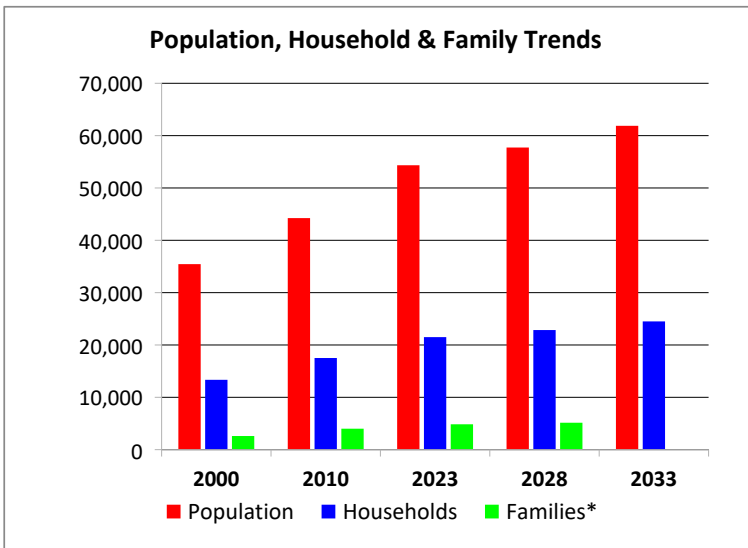
Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.53 but by 2028 it is projected to be 2.53. Compare this to the statewide average which for the current year is estimated at 2.56 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.
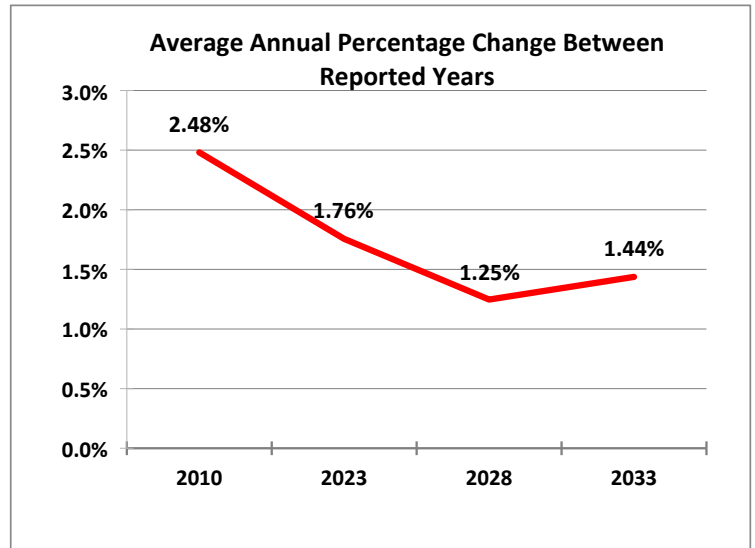
Family Households:

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. However, within the study area, this is not the case. Family households are not growing as fast as the population, suggesting the growth may be the result of growth of non-family adult households.

Population/Households & Family Trends	2000	2010	2023	2028	2033
Population	**35,447**	**44,242**	**54,340**	**57,728**	**61,876**
Population Change		8,795	10,098	3,388	4,148
Percent Change		24.8%	22.8%	6.2%	7.2%
Households	**13,344**	**17,510**	**21,501**	**22,852**	**24,504**
Households Change		4,166	3,991	1,351	1,652
Percent Change		31.2%	22.8%	6.3%	7.2%
Population / Households	**2.66**	**2.53**	**2.53**	**2.53**	**2.53**
Population / Households Change		-0.13	0.00	0.00	0.00
Percent Change		-4.9%	0.0%	0.0%	0.0%
Families	**2,605**	**4,003**	**4,847**	**5,144**	
Families Change		1,398	844	297	
Percent Change		53.7%	21.1%	6.1%	

Population, Household & Family Trends
Population · Households · Families*

Average Annual Percentage Change Between Reported Years
2.48% · 1.76% · 1.25% · 1.44%
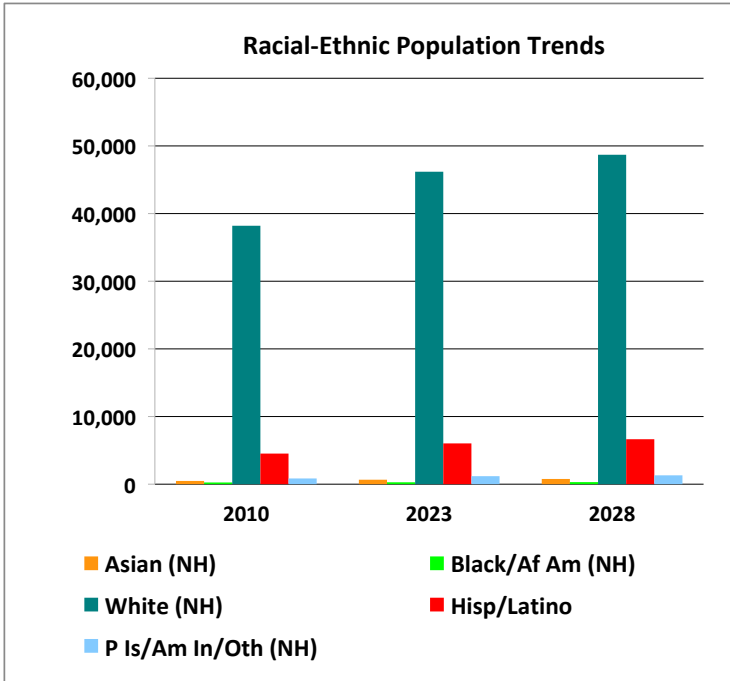
NOTE: Family Household data is not projected out 10 years.

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.

Racial-Ethnic Population Trends

Legend: Asian (NH), Black/Af Am (NH), White (NH), Hisp/Latino, P Is/Am In/Oth (NH)

Current Year Racial/Ethnicity as Percentage of Pop

Legend: Asian (NH), Black/Af Am (NH), White (NH), Hisp/Latino, P Is/Am In/Oth (NH)

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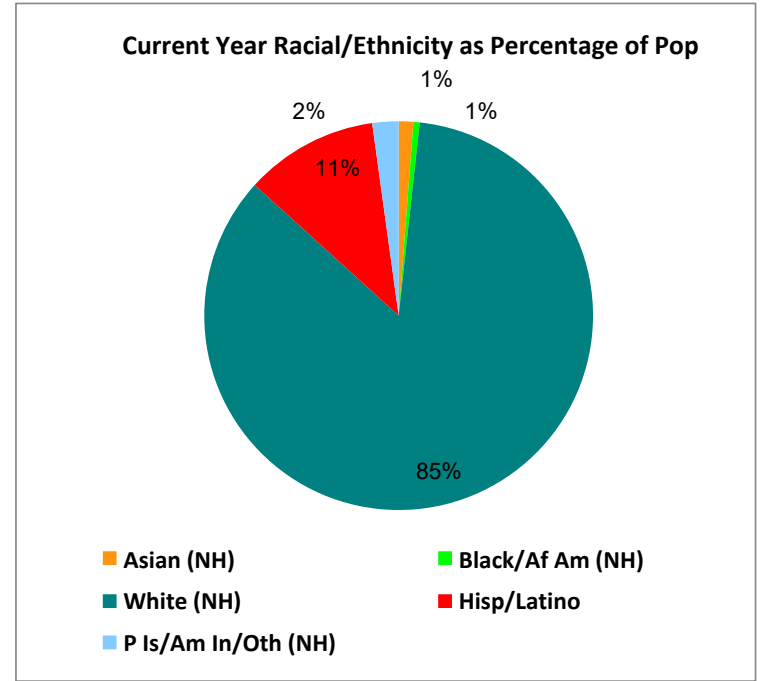
This chart shows the percentage of each group for the current year estimate.

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 decline by -0.6% over the next five years.

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

	2010	2023	2028	2010%	2023 %	2028 %	2010 to 2028 %pt Change
Race and Ethnicity							
Asian (NH)	479	660	772	1.08%	1.21%	1.34%	0.25%
Black/Afr Amer (NH)	193	282	306	0.44%	0.52%	0.53%	0.09%
White (NH)	38,200	46,186	48,694	86.34%	84.99%	84.35%	-1.99%
Hispanic/Latino	4,524	6,028	6,646	10.23%	11.09%	11.51%	1.29%
P Is/Am In/Oth (NH)	846	1,184	1,310	1.91%	2.18%	2.27%	0.36%
Totals:	**44,242**	**54,340**	**57,728**				

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	2023	2028	2033
Average Age: Study Area	**36.54**	**39.14**	**41.85**	**42.43**	**42.61**
Percent Change		7.1%	6.9%	1.4%	0.4%
Average Age: CO	**34.98**	**36.29**	**39.61**	**40.61**	**41.28**
Percent Change		3.7%	9.1%	2.5%	1.7%
Comparative Index	104	108	106	104	103
Median Age: Study Area	**36**	**40**	**41**	**41**	**40**

Study Area Average Age Trend

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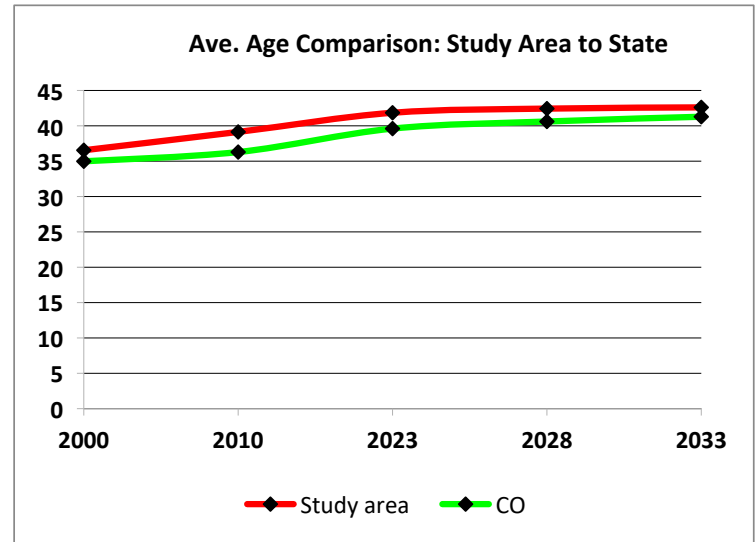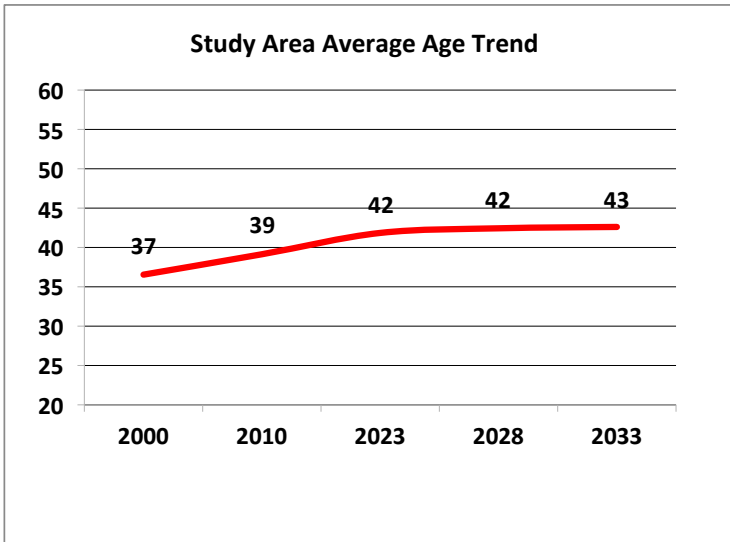
Summary of Average Age Findings:

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 lower than the study area.
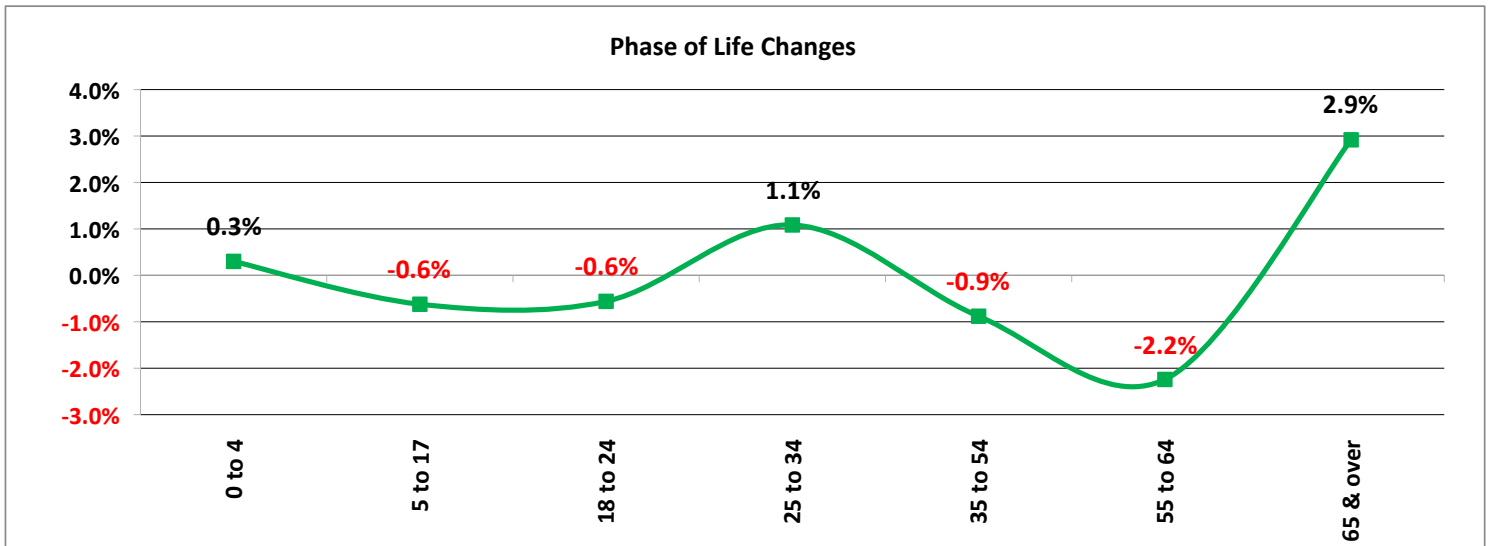
PHASE OF LIFE

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	2023	2028	2033	2010%	2023%	2028%	2033%	Estimated 10 Year %pt Change 2023 - 2033
Before Formal Schooling Ages 0 to 4	2,821	3,201	3,442	3,831	6.4%	5.9%	6.0%	6.2%	0.3%
Required Formal Schooling Ages 5 to 17	7,697	8,599	8,833	9,407	17.4%	15.8%	15.3%	15.2%	-0.6%
College/Career Starts Ages 18 to 24	3,194	4,906	5,072	5,240	7.2%	9.0%	8.8%	8.5%	-0.6%
Singles & Young Families Ages 25 to 34	5,221	6,261	7,182	7,801	11.8%	11.5%	12.4%	12.6%	1.1%
Families & Empty Nesters Ages 35 to 54	12,553	12,194	12,402	13,341	28.4%	22.4%	21.5%	21.6%	-0.9%
Enrichment Years Sing/Couples Ages 55 to 64	6,208	7,376	6,992	7,012	14.0%	13.6%	12.1%	11.3%	-2.2%
Retirement Opportunities Age 65 and over	6,546	11,802	13,804	15,245	14.8%	21.7%	23.9%	24.6%	2.9%

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.
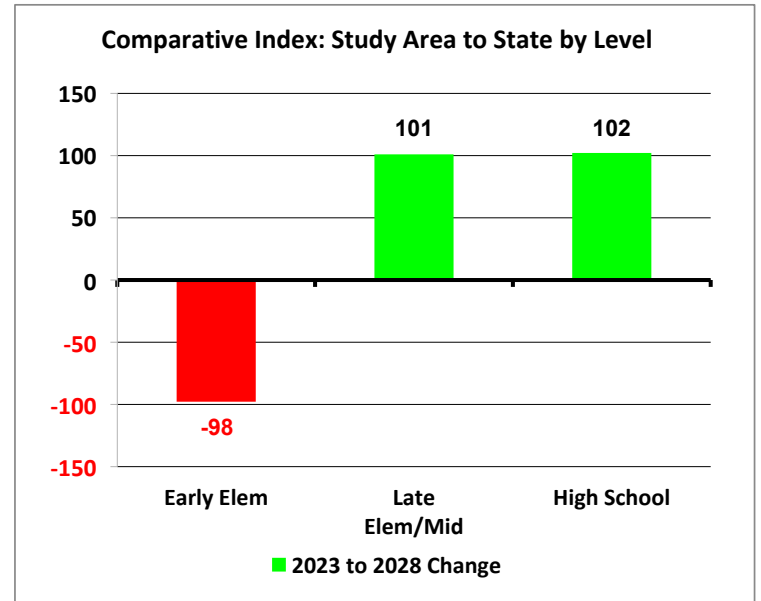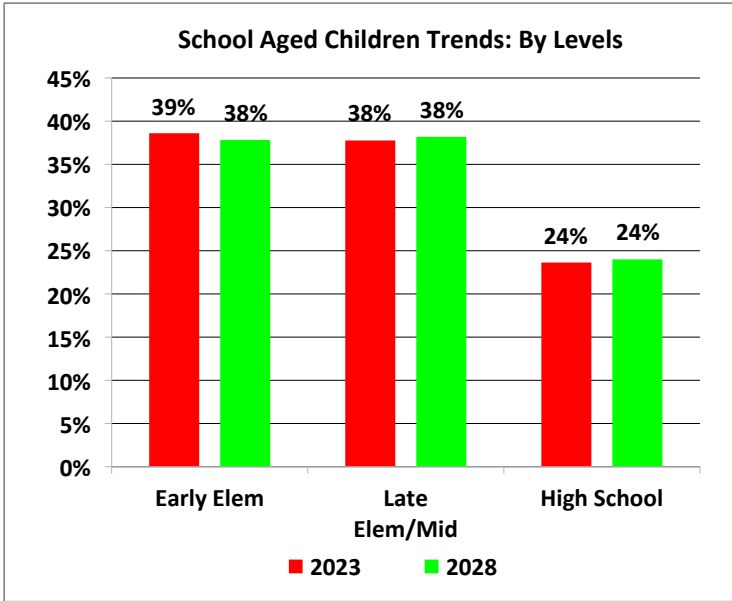
INSITE #4: SCHOOL AGED CHILDREN TRENDS

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	2023	2028	2010%	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Early Elementary							
Ages 5 to 9	3,028	3,319	3,340	39.3%	38.6%	37.8%	-0.8%
Late Elementary-Middle School							
Ages 10 to 14	2,849	3,247	3,373	37.0%	37.8%	38.2%	0.4%
High School							
Ages 15 to 17	1,820	2,032	2,120	23.6%	23.6%	24.0%	0.4%

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 decline as a percentage of children between 5 and 17 by -0.8%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 17 by 0.4%.

High School aged children 15 to 17 are increasing as a percentage of children between 5 and 17 by 0.4%.

Overall, children are aging through, but not being replaced at the younger levels.
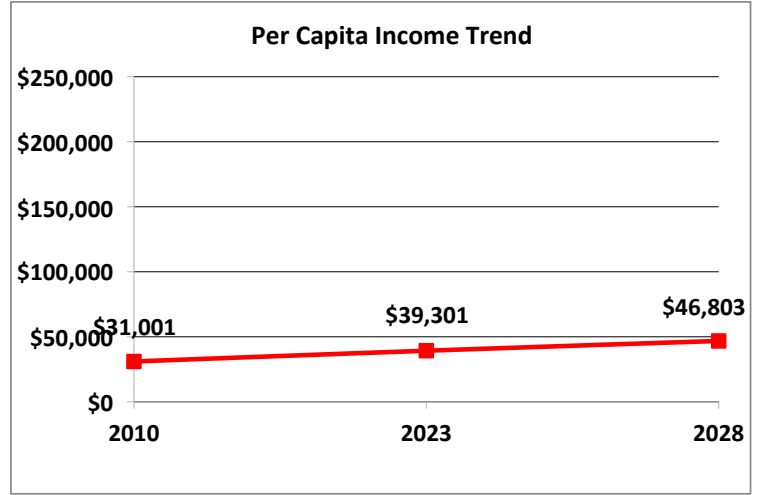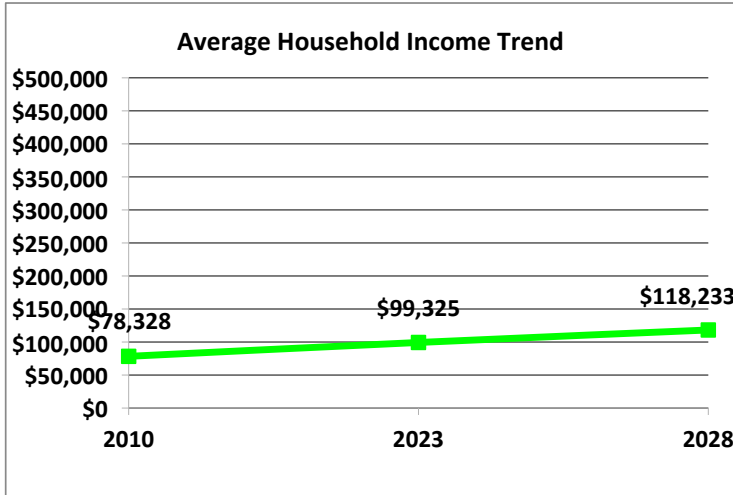
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 $99,325. The average household income is projected to grow by 19.0% to $118,233.

The estimated per capita income for the current year is $39,301. The Per Capita Income is projected to grow by 19.1% to $46,803.

Average Household Income Trend

- 2010: $78,328
- 2023: $99,325
- 2028: $118,233

Per Capita Income Trend

- 2010: $31,001
- 2023: $39,301
- 2028: $46,803

Income Trends	2010	2023	2028	2010%	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Households							
Less than $10,000	734	948	565	4.2%	4.4%	2.5%	-1.9%
$10,000 to $14,999	665	531	468	3.8%	2.5%	2.0%	-0.4%
$15,000 to $24,999	1,575	1,211	1,098	9.0%	5.6%	4.8%	-0.8%
$25,000 to $34,999	1,370	1,380	1,209	7.8%	6.4%	5.3%	-1.1%
$35,000 to $49,999	2,586	2,180	1,760	14.8%	10.1%	7.7%	-2.4%
$50,000 to $74,999	3,761	3,656	3,353	21.5%	17.0%	14.7%	-2.3%
$75,000 to $99,999	2,524	3,398	3,139	14.4%	15.8%	13.7%	-2.1%
$100,000 to $149,999	2,515	4,466	5,444	14.4%	20.8%	23.8%	3.1%
$150,000 to $199,999	1,198	2,059	2,941	6.8%	9.6%	12.9%	3.3%
$200,000 or more	582	1,673	2,874	3.3%	7.8%	12.6%	4.8%
Totals	**17,510**	**21,502**	**22,851**				

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 grow over the next five years. For the current year, it is estimated that 49.0% of all family incomes exceed $100,000 per year. In five years that number is projected to be 49.6%.

Income Trends	2023	2028	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Families					
Less than $10,000	277	285	1.8%	1.8%	-0.07%
$10,000 to $14,999	213	217	1.4%	1.3%	-0.07%
$15,000 to $24,999	363	391	2.4%	2.4%	0.02%
$25,000 to $34,999	569	688	3.8%	4.3%	0.49%
$35,000 to $49,999	1,380	1,443	9.2%	9.0%	-0.20%
$50,000 to $74,999	2,437	2,554	16.2%	15.9%	-0.32%
$75,000 to $99,999	2,448	2,549	16.2%	15.8%	-0.42%
$100,000 to $149,999	3,820	4,075	25.3%	25.3%	-0.05%
$150,000-$199,999	1,975	2,149	13.1%	13.3%	0.23%
$200,000 or more	1,590	1,761	10.5%	10.9%	0.38%
Totals	**15,072**	**16,112**			

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	2023
Asian Household Income	$124,478
Black/ African American Household Income	$127,499
Hispanic/Latino Household Income	$75,499
White/Anglo Household Income	$81,251
P Is, Am Indian Other Household Income	$83,429
Average	$98,431

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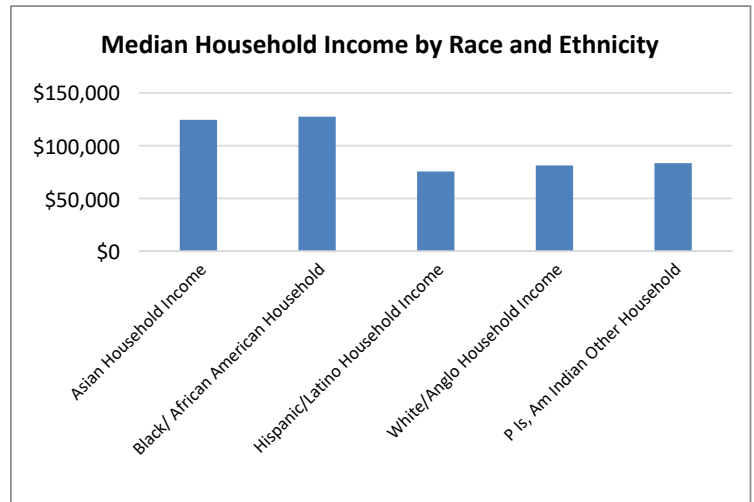
INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

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	2023	2028	2010%	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Households with Children under 18							
Married Couple	4,137	4,364	4,580	72.8%	83.5%	83.8%	0.3%
Single Parent	1,548	861	886	27.2%	16.5%	16.2%	-0.3%

Of the households with children under 18, married couple households are increasing as a percentage while single parent households are decreasing. 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 less than the state.

Households with Children: Projected Change

Households with Children Under 18 Compared to State

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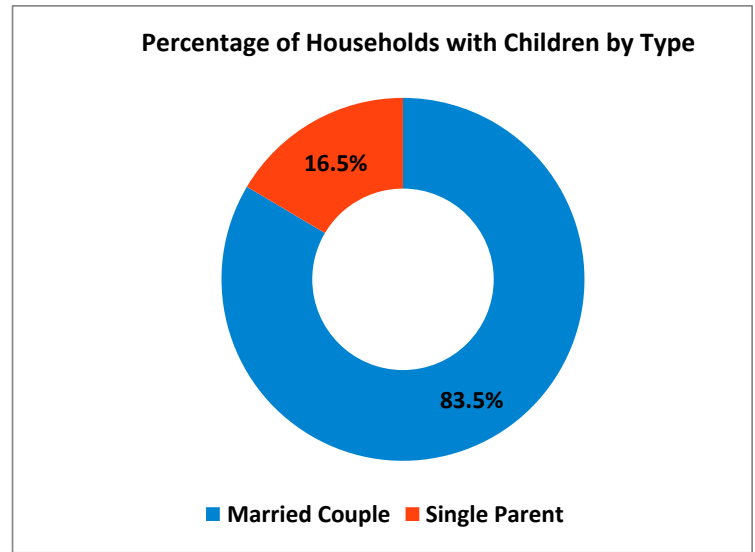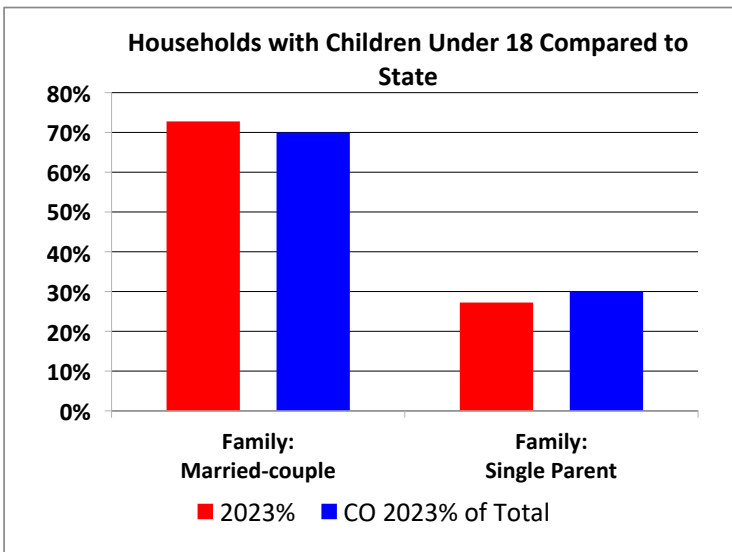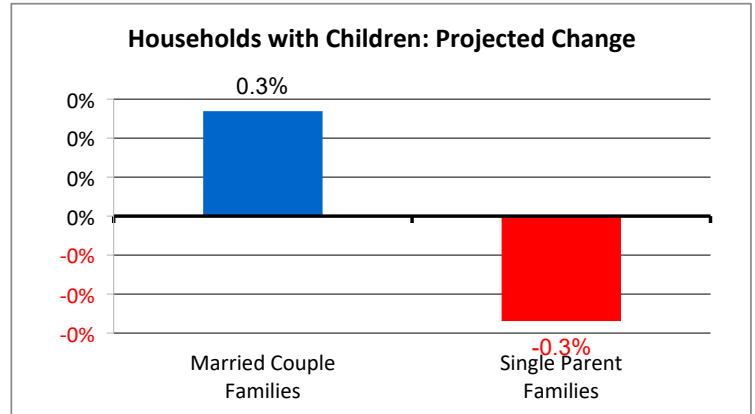
INSITE #7: MARITAL STATUS TRENDS
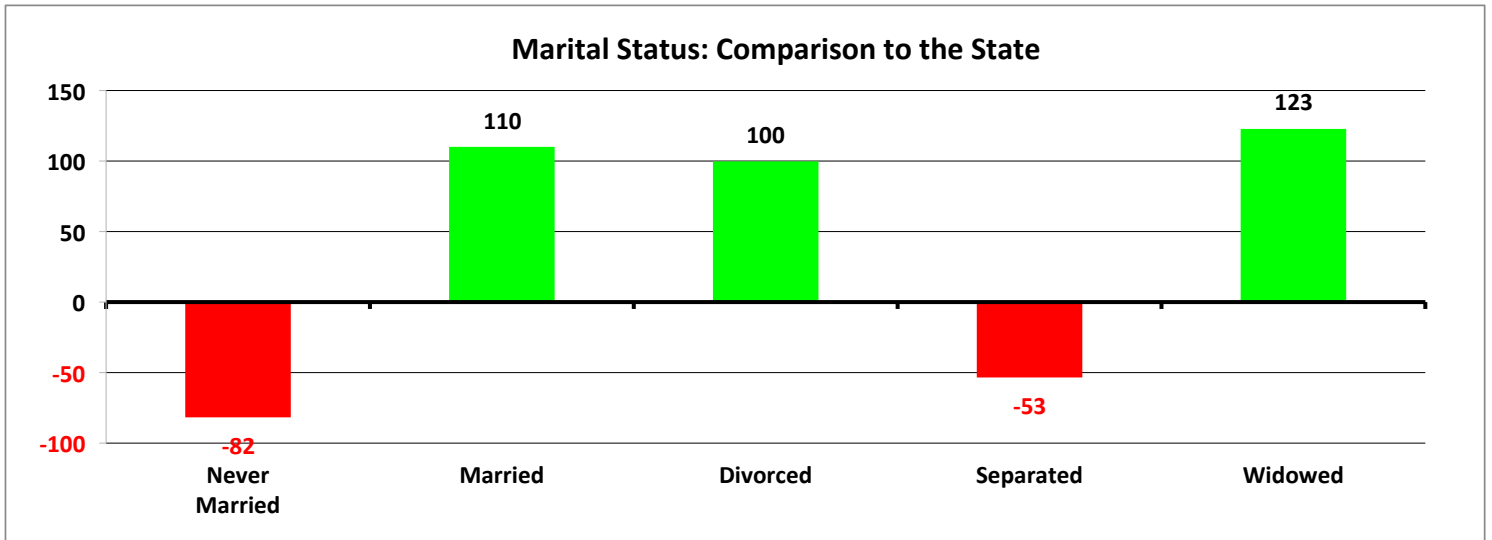
MARITAL STATUS BY TYPE

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	2023	2028	2010%	2023%	2028%	2010 to 2028 %pt Change
Population by Marital Status: Age 15+							
Never Married	8,105	11,159	11,941	22.4%	24.7%	24.8%	2.3%
Married	22,608	26,090	27,722	62.6%	57.6%	57.5%	-5.1%
Divorced	3,468	5,314	5,778	9.6%	11.7%	12.0%	2.4%
Separated	419	353	350	1.2%	0.8%	0.7%	-0.4%
Widowed	1,517	2,352	2,431	4.2%	5.2%	5.0%	0.8%

In this community, the current year estimate of marital status reveals a community of adults more likely to be married than the state average for adults. The percentage single never married is lower than the state average for adults 15 years and older. Divorce is less prevalent than the state wide average.

Marital Status: Comparison to the State

Never Married	Married	Divorced	Separated	Widowed
-82	110	100	-53	123

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)

Legend: Female, Male
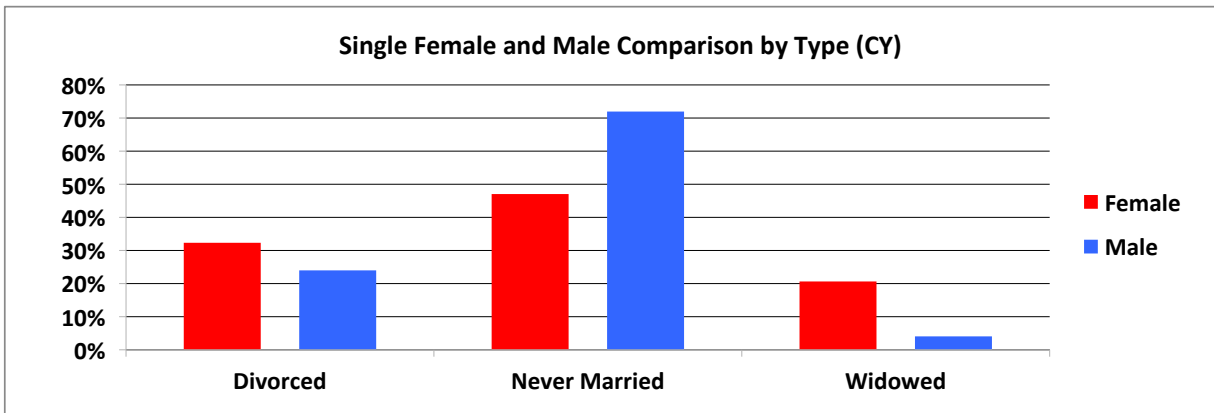
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

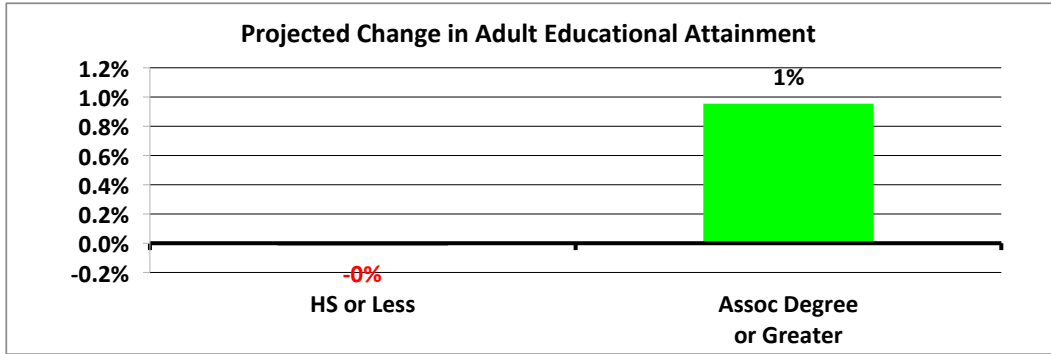The level of educational attainment of a community's adult population is an important indicator of its opportunities and challenges. This analysis will look at the Adult Educational Attainment from three perspectives.
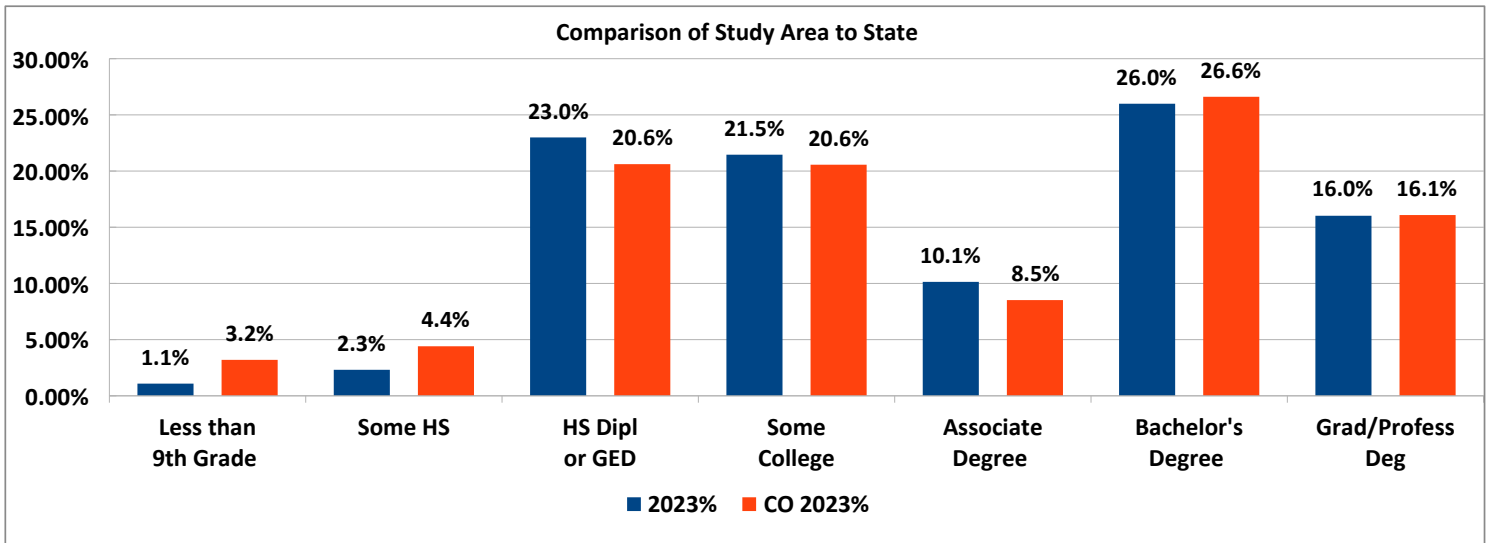
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of CO. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 1.0%.

Projected Change in Adult Educational Attainment

- HS or Less: -0%
- Assoc Degree or Greater: 1%

EDUCATIONAL LEVEL COMPARED TO THE STATE

Comparison of Study Area to State

	2023%	CO 2023%
Less than 9th Grade	1.1%	3.2%
Some HS	2.3%	4.4%
HS Dipl or GED	23.0%	20.6%
Some College	21.5%	20.6%
Associate Degree	10.1%	8.5%
Bachelor's Degree	26.0%	26.6%
Grad/Profess Deg	16.0%	16.1%

	2010	2023	2028	CO 2023%	2023 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	2.0%	1.1%	1.1%	3.2%	34
Some HS	3.9%	2.3%	2.3%	4.4%	53
HS Dipl or GED	24.5%	23.0%	22.8%	20.6%	112
Some College	23.7%	21.5%	20.7%	20.6%	104
Associate Degree	10.0%	10.1%	10.2%	8.5%	119
Bachelor's Degree	23.5%	26.0%	26.1%	26.6%	98
Grad/Profess Deg	12.4%	16.0%	16.8%	16.1%	100

The overall educational attainment of the adults in this community is greater than the state.
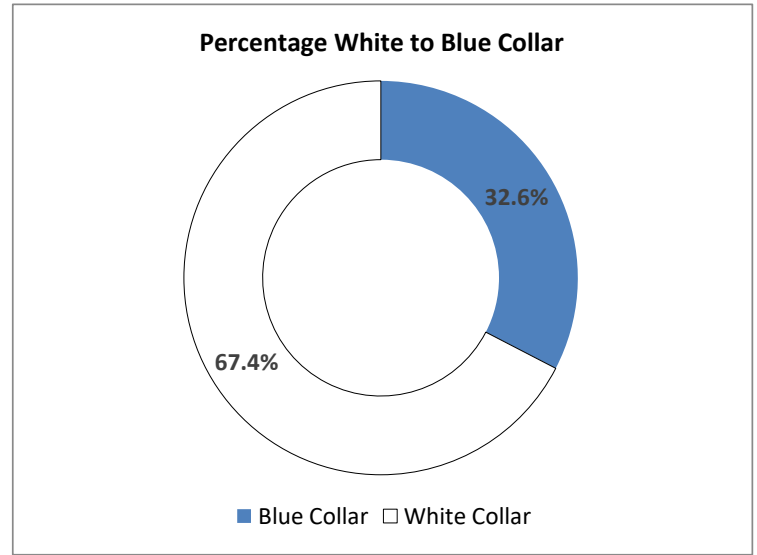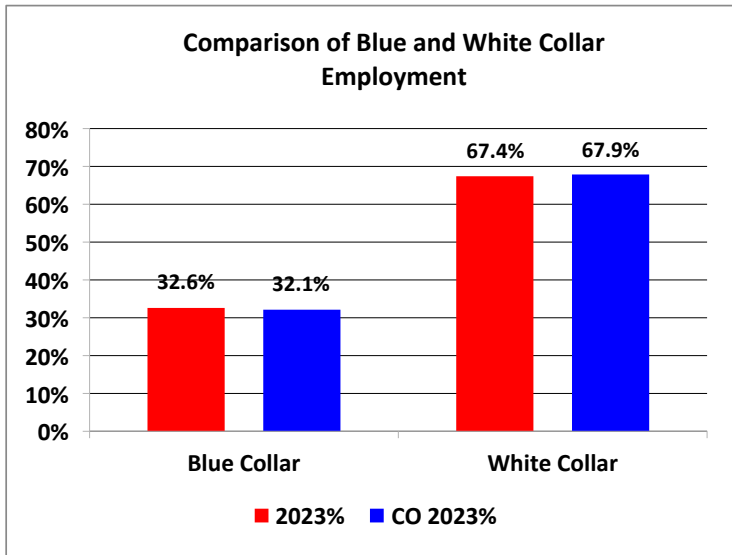
INSITE #9: POPULATION BY EMPLOYMENT

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 CO. 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	White Collar
2023%	32.6%	67.4%
CO 2023%	32.1%	67.9%

Percentage White to Blue Collar

Blue Collar 32.6%
White Collar 67.4%

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2023	CO 2023	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	2.5%	3.1%	81	Well below the state average.
Construction	8.0%	8.5%	94	At about the state average.
Farming, Fishing, & Forestry	0.9%	0.5%	158	Well above the state average.
Food Preparation Serving	3.9%	5.2%	76	Well below the state average.
Healthcare Support	3.5%	2.7%	131	Well above the state average.
Managerial Executive	19.6%	19.5%	101	At about the state average.
Office Admin	9.9%	10.4%	95	At about the state average.
Personal Care	2.9%	2.7%	109	Well above the state average.
Production Transportation	12.2%	10.1%	121	Well above the state average.
Prof Specialty	23.6%	25.3%	93	At about the state average.
Protective	2.2%	2.1%	104	At about the state average.
Sales	10.7%	10.0%	107	At about the state average.

INSITE #10: MOSAIC Segments

Mosaic is a geo-demographic segmentation system developed by and for marketers. Instead of looking at individual demographic variables, a segmentation system clusters households into groups with multiple common characteristics. Demographic variables that generally cluster together would include income, educational levels, presence of children and occupations among others.

This database is developed by Experian. Some find the information helpful because it presents a multi-dimensional view of a community.

In the report below, the top 15 Mosaic Segments of the study area are provided. (If less than 15, rows will be blank.)

NOTE: For a full description please see the DI Demographic Segment Guide (Mosaic) under the Help menu on the Documents gallery.

Mosaic Segments	2023	2023%	State %	Comp Index	*Relative to the CO State Ave.*
J34 Autumn Years - Suburban Sophisticates	1,779	8.3%	2.8%	293	Well above the state average
C11 Booming with Confidence - Sophisticated City Dwellers	1,756	8.2%	3.3%	245	Well above the state average
E20 Thriving Boomers - No Place Like Home	1,561	7.3%	2.5%	289	Well above the state average
O51 Singles and Starters - Digitally Savvy	1,353	6.3%	4.9%	130	Well above the state average
F22 Promising Families - Fast Track Couples	1,267	5.9%	6.0%	99	About average for the state
Q62 Golden Year Guardians - Enjoying Retirement	1,240	5.8%	2.0%	285	Well above the state average
H27 Bourgeois Melting Pot - Life of Leisure	1,133	5.3%	2.0%	270	Well above the state average
C13 Booming with Confidence - Philanthropic Sophisticates	945	4.4%	6.4%	68	Somewhat below the state average
C14 Booming with Confidence - Boomers and Boomerangs	767	3.6%	1.9%	187	Well above the state average
D16 Suburban Style - Settled in Suburbia	626	2.9%	1.7%	168	Well above the state average
K37 Significant Singles - Wired for Success	569	2.6%	2.3%	114	Somewhat above the state average
B07 Flourishing Families - Across the Ages	551	2.6%	4.2%	61	
Q65 Golden Year Guardians - Mature and Wise	551	2.6%	2.1%	124	Somewhat above the state average
Q64 Golden Year Guardians - Established in Society	530	2.5%	2.1%	117	Somewhat above the state average
D15 Suburban Style - Sport Utility Families	487	2.3%	0.8%	301	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)](#)

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		2023		2028		2033	
Homeland (Z)	Artist	2005	2025	2,821	6.4%	11,799	22.0%	14,595	26.2%	15,563	27.9%
Millennial (Y)	Hero	1982	2004	12,501	28.5%	14,497	27.0%	15,100	27.1%	16,054	28.7%
Gen X (13th)	Nomad	1961	1981	12,170	27.8%	14,099	26.2%	14,501	26.0%	15,068	27.0%
Boom	Prophet	1946	1960	9,797	22.3%	9,715	18.1%	9,298	16.7%	7,709	13.8%
Silent	Artist	1925	1945	5,790	13.2%	3,192	5.9%	1,886	3.4%	1,346	2.4%
GI	Hero	1901	1924	756	1.7%	444	0.8%	330	0.6%	128	0.2%
			Totals:	43,835	100.0%	53,746	100%	55,710	100%	55,868	100.0%

For more information on Generational types, click here

Strauss and Howe Generations: Projected Percentages

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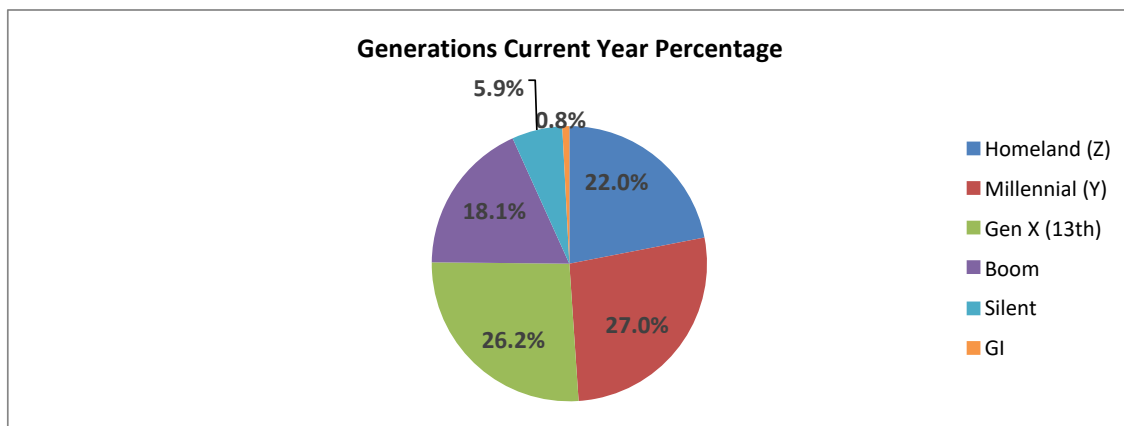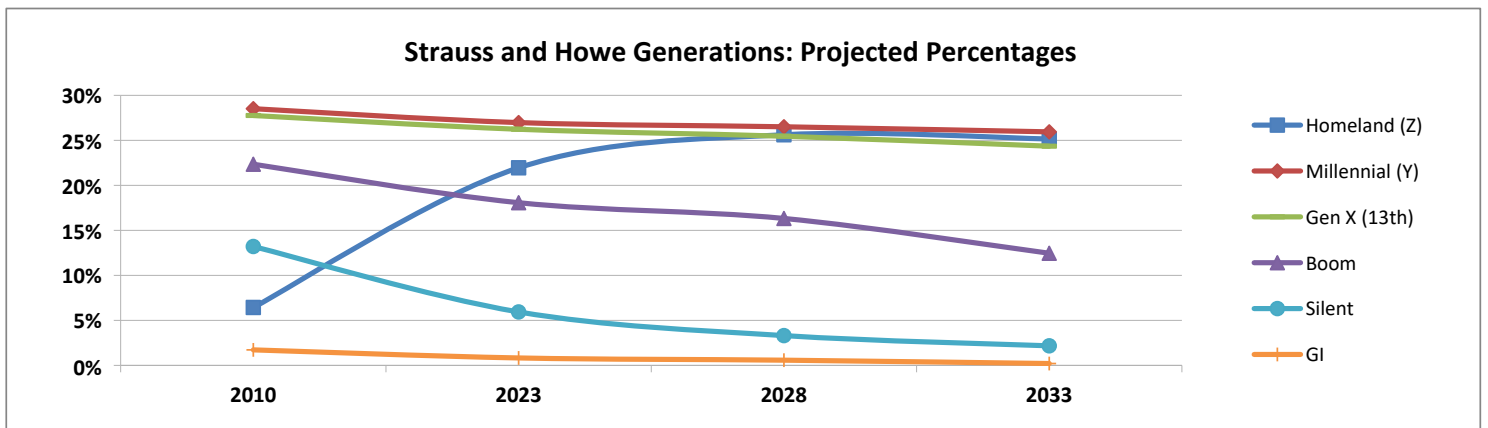
This information is from the 2021 American Beliefs Study. You can view more results in the ReligiousInsite, ReligiousInsite Priorities, MinistryInsite, or MinistryInsite Priorities reports.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	**35.8%**	**10.0%**	**34.9%**	**8.4%**	**103**	**118**
Addiction support groups	28.4%	9.0%	27.9%	7.4%	102	121
Health/weight loss programs	28.0%	5.5%	27.4%	4.7%	102	116
Membership and leadership training	36.2%	8.8%	34.3%	6.9%	106	128
Opportunities to develop personal relationships	48.0%	19.9%	48.8%	17.1%	98	117
Practical training seminars (money management, computer skills, etc.)	38.5%	6.6%	36.4%	6.0%	106	110
Family Support and Intervention Services	**34.0%**	**11.2%**	**33.6%**	**9.2%**	**101**	**122**
Daycare/After-School Programs	21.4%	6.7%	20.9%	5.6%	102	119
Crisis support groups	41.4%	12.1%	40.6%	10.2%	102	119
Family oriented activities	40.7%	18.8%	40.9%	15.7%	100	120
Marriage enrichment	34.6%	10.8%	33.4%	8.4%	104	127
Parenting development	27.0%	8.3%	26.5%	6.5%	102	128
Personal/family counseling	38.8%	10.7%	39.2%	8.6%	99	124
Community Involvement and Advocacy Programs	**43.6%**	**12.6%**	**43.3%**	**11.5%**	**101**	**109**
Adult social activities	52.6%	13.2%	52.6%	11.6%	100	114
Involvement in social causes	46.0%	13.3%	46.2%	12.7%	100	105
Mission trips and global outreach	32.7%	9.4%	30.8%	7.7%	106	122
Opportunities for volunteering in the community	49.7%	16.1%	49.5%	14.6%	100	110
Social justice advocacy work	37.0%	10.9%	37.5%	10.9%	98	101
Community Activities or Cultural Programs	**40.9%**	**12.0%**	**40.2%**	**10.3%**	**102**	**116**
Cultural programs (music, drama, art)	44.8%	9.8%	43.8%	8.9%	102	109
Holiday programs/activities	50.6%	17.2%	50.5%	14.9%	100	116
Seniors/retiree activities	44.5%	16.4%	45.0%	13.8%	99	119
Singles or college-age groups	26.4%	7.3%	25.6%	6.3%	103	117
Size of church congregation	42.9%	8.2%	40.8%	6.8%	105	121
Small groups (i.e., life groups, personal interest groups)	47.5%	12.3%	46.7%	10.7%	102	115
Youth social activities	29.3%	12.6%	28.9%	10.8%	101	117
Religious/Spiritual Programs	**36.9%**	**23.2%**	**36.4%**	**20.0%**	**101**	**116**
Bible or Scripture study/prayer groups	33.9%	19.3%	32.3%	14.9%	105	129
Celebration of sacraments	33.1%	23.1%	32.3%	21.2%	102	109
Contemporary worship experiences	40.7%	13.6%	40.3%	11.1%	101	122
Online or virtual worship experiences	38.4%	13.4%	36.8%	11.1%	104	121
Quality sermons	34.9%	38.6%	36.3%	33.3%	96	116
Religious education for children	28.1%	20.5%	27.5%	17.1%	102	120
Spiritual discussion groups	40.4%	13.5%	38.9%	11.1%	104	121
Traditional worship experiences	39.4%	28.7%	39.1%	24.3%	101	118
Warm and friendly encounters	43.4%	38.6%	44.1%	35.8%	98	108

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.

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.

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

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.