

The ExecutiveInsite Report

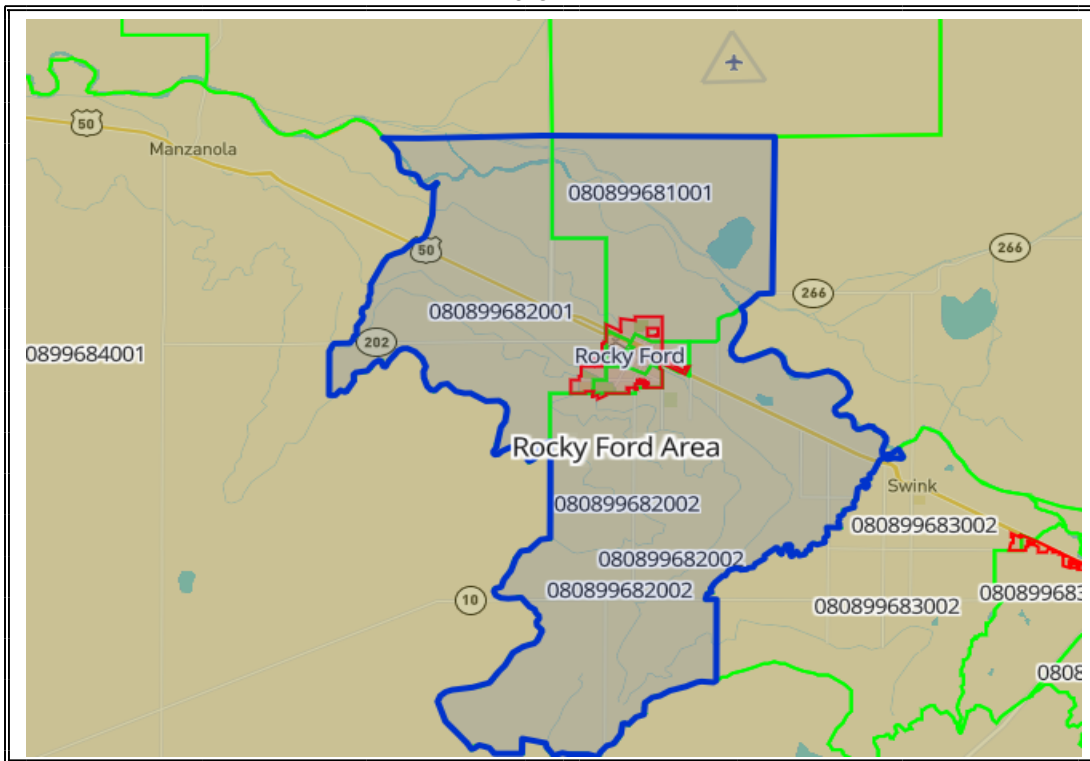
Prepared for: Rocky Mountain Ministry Network Of Assembly of God churches
 Study area: Rocky Ford Area
 Base State: CO

Current Year Estimate: 2023
 5 Year Projection: 2028
 Date: 2/8/2024
 Semi-Annual Projection: Spring

This ExecutiveInsite Report has been prepared for Rocky Mountain Ministry Network Of Assembly of God churches. 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

INSITE	PAGE
Insite #1: Population, Household Trends	2
Insite #2: Racial/Ethnic Trends	3
Insite #3: Age Trends	4
Insite #4: School Aged Children Trends	6
Insite #5: Household Income Trends	7
Insite #6: Households and Children Trends	9
Insite #7: Marital Status Trends	10
Insite #8: Adult Educational Attainment	11
Insite #9: Employment and Occupations	12
Insite #10: Mosaic Household Types	13
Insite #11: Generations	14
Insite #12: Religious Program Or Ministry Preferences	15

More Information

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

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

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

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2023 population within the study area is 5,273. The 2028 projection would see the area grow by 100 to a total population of 5,373. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to grow by 1.9% in the next five years, the state is projected to grow by 6.6%. The study area's estimated average change rate is 0.4%.

Households:

The households within the community are growing but not as fast as the population, thus the average population per household in 2010 was 2.43 but by 2028 it is projected to be 2.43. Compare this to the statewide average which for the current year is estimated at 2.56 persons per household.

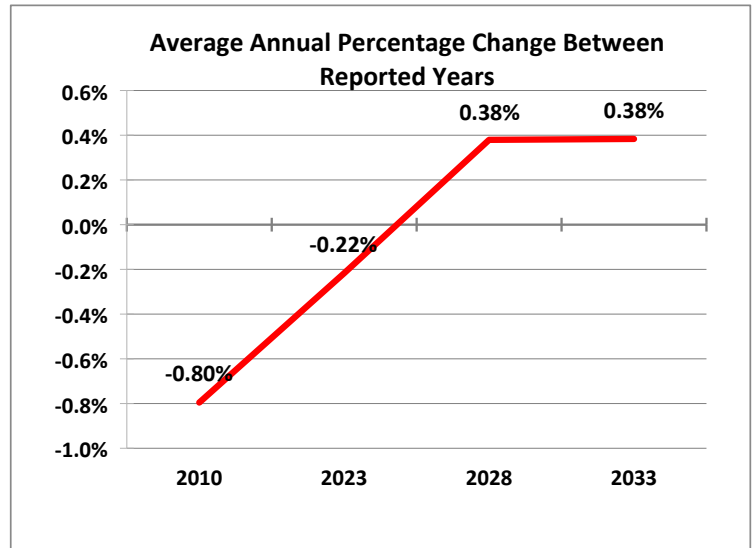
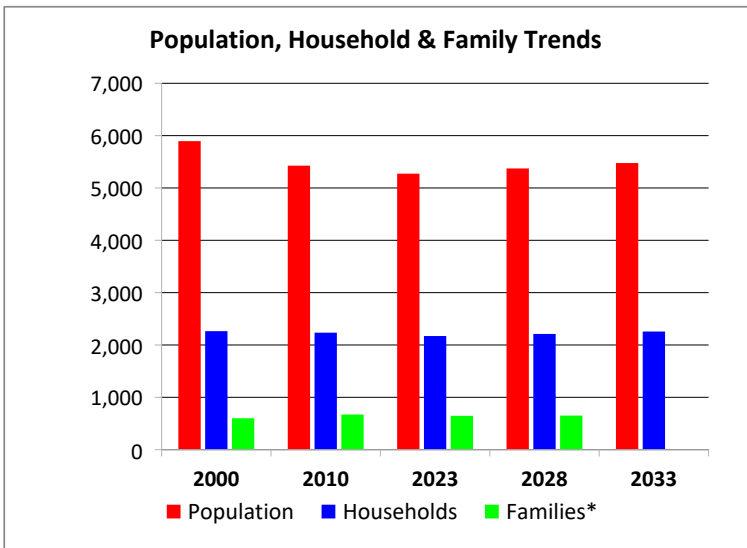
Population Per Household

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		5,895	5,426	5,273	5,373	5,476
Population Change			-469	-153	100	103
Percent Change			-8.0%	-2.8%	1.9%	1.9%
Households		2,264	2,235	2,171	2,211	2,257
Households Change			-29	-64	40	46
Percent Change			-1.3%	-2.9%	1.8%	2.1%
Population / Households		2.60	2.43	2.43	2.43	2.43
Population / Households Change			-0.18	0.00	0.00	0.00
Percent Change			-6.8%	0.0%	0.1%	-0.2%
Families		600	671	646	651	
Families Change			71	-25	5	
Percent Change			11.8%	-3.7%	0.8%	

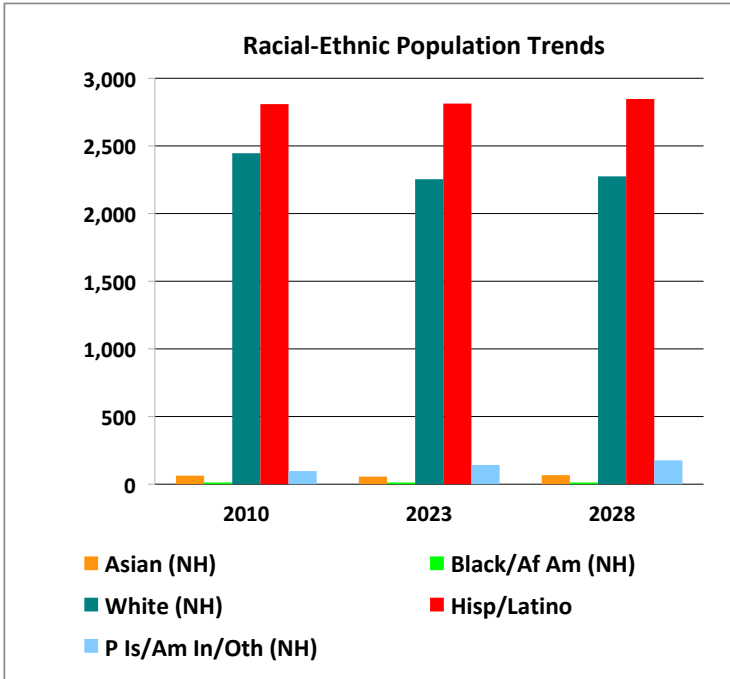


NOTE: Family Household data is not projected out 10 years.

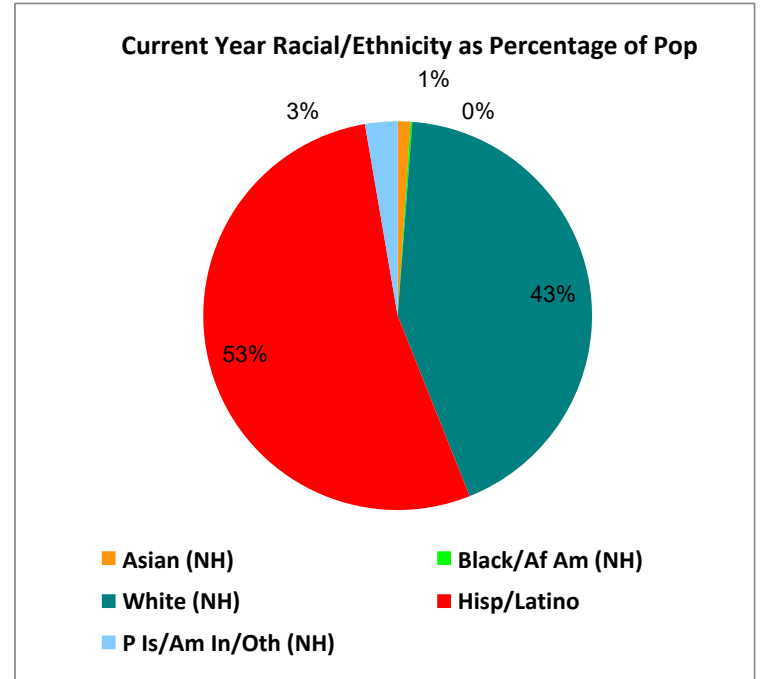
INSITE #2: RACIAL-ETHNIC TRENDS

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	2023	2028	2010%	2023 %	2028 %	2010 to 2028 %pt Change
Race and Ethnicity							
Asian (NH)	63	56	67	1.16%	1.06%	1.25%	0.09%
Black/Afr Amer (NH)	11	8	8	0.20%	0.15%	0.15%	-0.05%
White (NH)	2,446	2,254	2,275	45.08%	42.75%	42.34%	-2.74%
Hispanic/Latino	2,809	2,813	2,847	51.77%	53.35%	52.99%	1.22%
P Is/Am In/Oth (NH)	97	142	176	1.79%	2.69%	3.28%	1.49%
Totals:	5,426	5,273	5,373				

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.

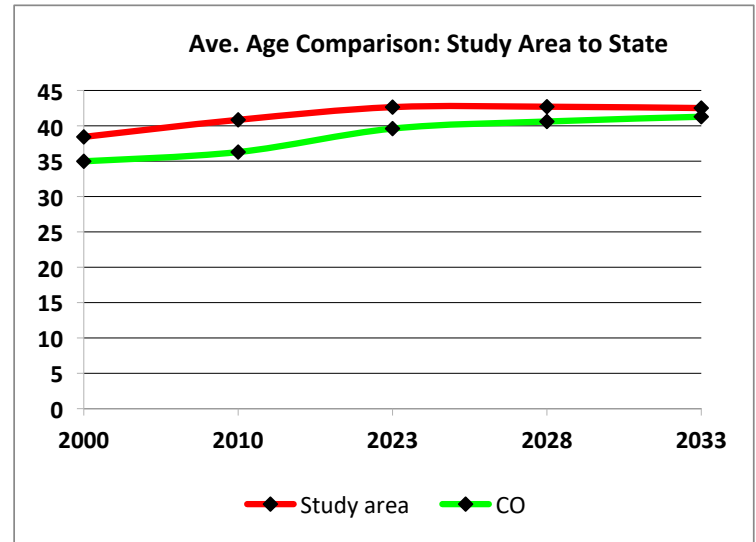
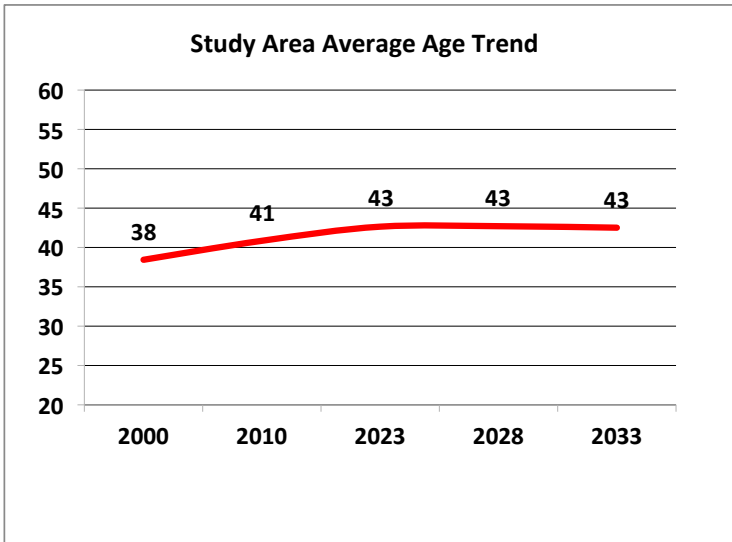
The Age Trend Insite explores two variables: Average age and Phase of Life.

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

<i>Average Age Trends</i>	2000	2010	2023	2028	2033
Average Age: Study Area	38.43	40.85	42.64	42.70	42.51
Percent Change		6.3%	4.4%	0.1%	-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	110	113	108	105	103
Median Age: Study Area	36	42	41	40	40



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.

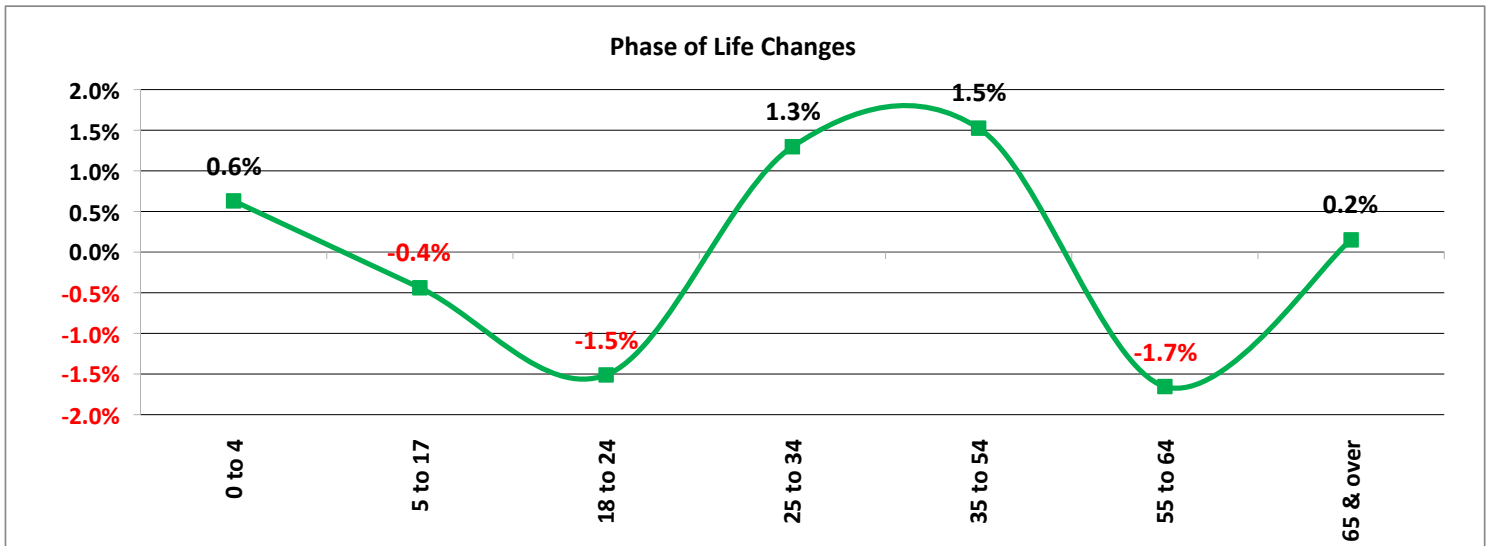
INSITE #3: AGE TRENDS (continued)

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	2023	2028	2033	2010%	2023%	2028%	2033%	Estimated 10 Year %pt Change 2023 - 2033
Before Formal Schooling Ages 0 to 4	350	298	317	344	6.5%	5.7%	5.9%	6.3%	0.6%
Required Formal Schooling Ages 5 to 17	970	806	777	813	17.9%	15.3%	14.5%	14.8%	-0.4%
College/Career Starts Ages 18 to 24	394	513	512	450	7.3%	9.7%	9.5%	8.2%	-1.5%
Singles & Young Families Ages 25 to 34	538	649	704	745	9.9%	12.3%	13.1%	13.6%	1.3%
Families & Empty Nesters Ages 35 to 54	1,325	1,077	1,131	1,202	24.4%	20.4%	21.0%	22.0%	1.5%
Enrichment Years Sing/Couples Ages 55 to 64	777	638	576	572	14.3%	12.1%	10.7%	10.4%	-1.7%
Retirement Opportunities Age 65 and over	1,072	1,292	1,356	1,350	19.8%	24.5%	25.2%	24.7%	0.2%



Summary of Phase of Life Findings:

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

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

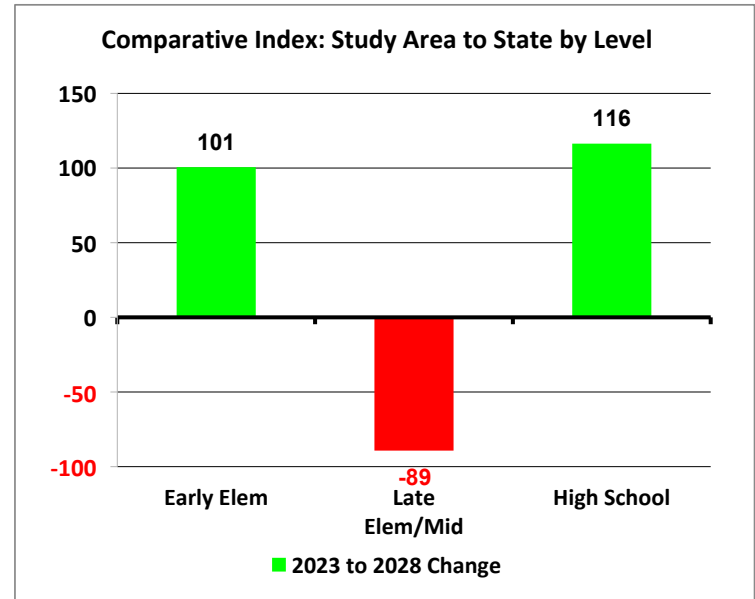
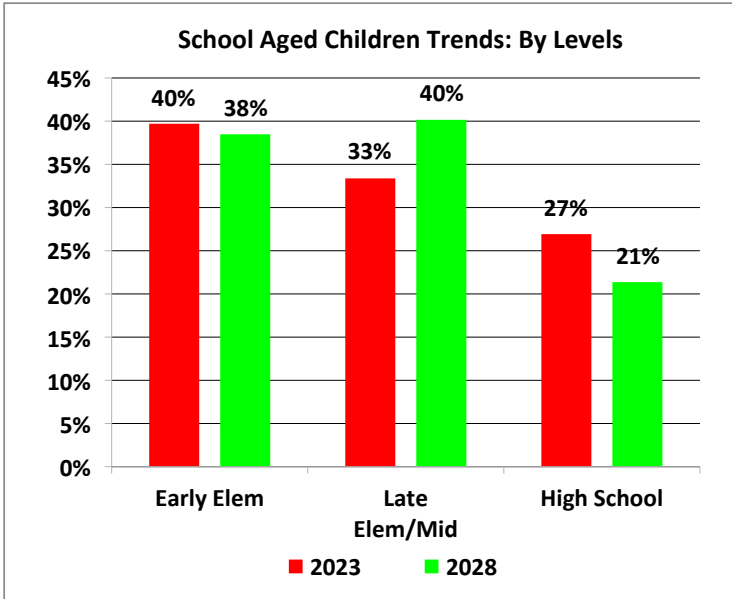
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely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

The School Aged 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

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

School Aged Children	2010	2023	2028	2010%	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Early Elementary Ages 5 to 9	394	320	299	40.6%	39.7%	38.5%	-1.2%
Late Elementary-Middle School Ages 10 to 14	326	269	312	33.6%	33.4%	40.2%	6.8%
High School Ages 15 to 17	250	217	166	25.8%	26.9%	21.4%	-5.6%



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 -1.2%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -5.6%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 17 by 6.8%.

Overall, children are aging through, but not being replaced at the younger levels.

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

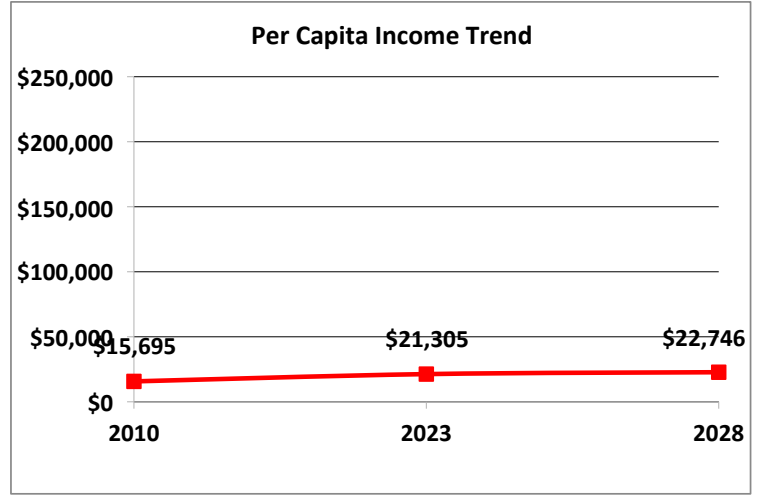
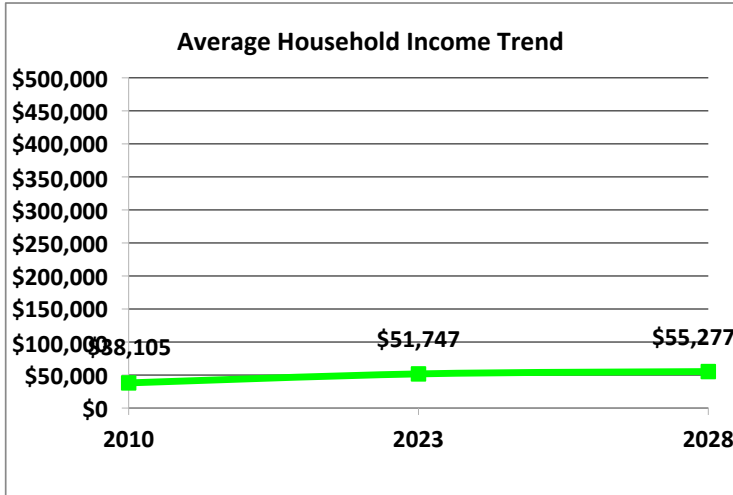
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 \$51,747. The average household income is projected to grow by 6.8% to \$55,277.

The estimated per capita income for the current year is \$21,305. The Per Capita Income is projected to grow by 6.8% to \$22,746.



Income Trends	2010	2023	2028	2010%	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Households							
Less than \$10,000	265	240	171	11.9%	11.1%	7.7%	-3.3%
\$10,000 to \$14,999	267	162	133	12.0%	7.5%	6.0%	-1.4%
\$15,000 to \$24,999	403	238	222	18.0%	11.0%	10.0%	-0.9%
\$25,000 to \$34,999	385	394	415	17.2%	18.1%	18.8%	0.6%
\$35,000 to \$49,999	363	310	399	16.2%	14.3%	18.0%	3.8%
\$50,000 to \$74,999	329	356	369	14.7%	16.4%	16.7%	0.3%
\$75,000 to \$99,999	83	206	183	3.7%	9.5%	8.3%	-1.2%
\$100,000 to \$149,999	114	164	186	5.1%	7.6%	8.4%	0.9%
\$150,000 to \$199,999	11	95	95	0.5%	4.4%	4.3%	-0.1%
\$200,000 or more	14	6	38	0.6%	0.3%	1.7%	1.4%
Totals	2,234	2,171	2,211				

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.

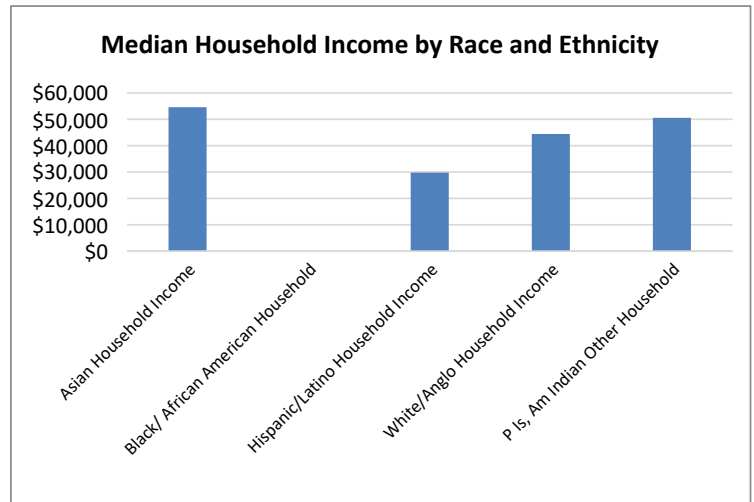
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 16.4% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 16.1%.

Income Trends	2023	2028	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Families					
Less than \$10,000	74	74	5.3%	5.2%	-0.13%
\$10,000 to \$14,999	66	66	4.8%	4.7%	-0.11%
\$15,000 to \$24,999	144	145	10.4%	10.2%	-0.18%
\$25,000 to \$34,999	234	255	16.9%	18.0%	1.08%
\$35,000 to \$49,999	218	222	15.8%	15.7%	-0.10%
\$50,000 to \$74,999	253	256	18.3%	18.1%	-0.23%
\$75,000 to \$99,999	168	171	12.1%	12.1%	-0.08%
\$100,000 to \$149,999	136	138	9.8%	9.7%	-0.09%
\$150,000-\$199,999	83	83	6.0%	5.9%	-0.14%
\$200,000 or more	8	8	0.6%	0.6%	-0.01%
Totals	1,384	1,418			

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	\$54,582
Black/ African American Household Income	\$0
Hispanic/Latino Household Income	\$29,785
White/Anglo Household Income	\$44,431
P Is, Am Indian Other Household Income	\$50,555
Average	\$35,871



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...

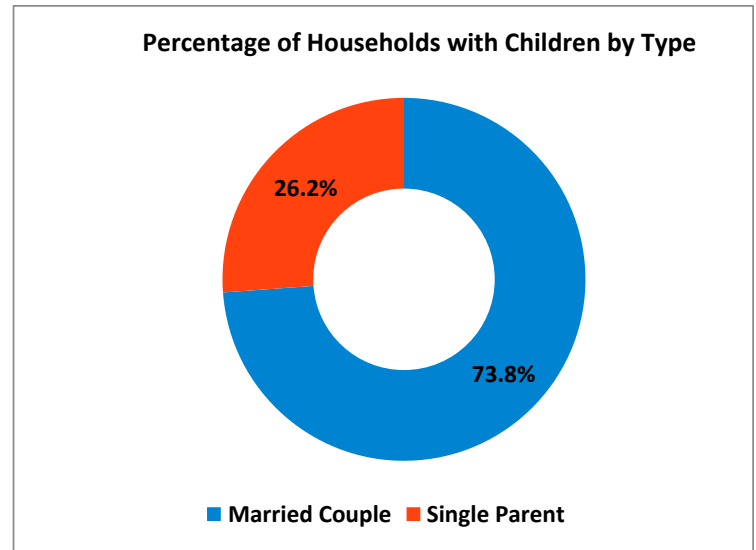
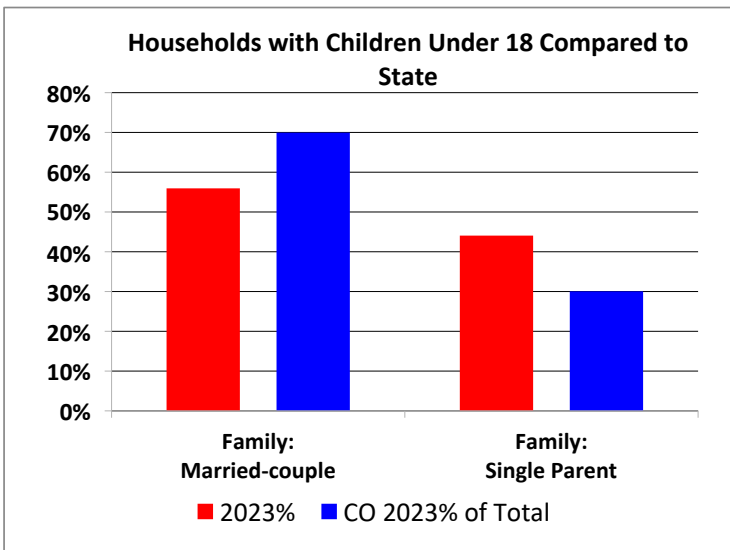
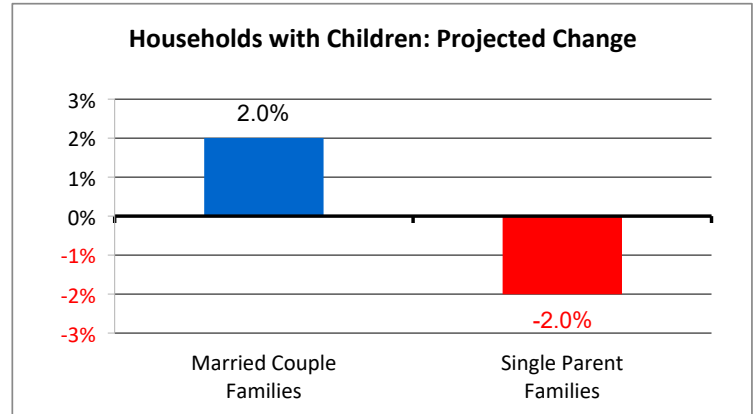
- Married couple families
- Single parent families (father or mother)

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	372	432	468	55.9%	73.8%	75.9%	2.0%
Single Parent	293	153	149	44.1%	26.2%	24.1%	-2.0%

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 dissimilar to the state's profile. The percentage of single parent households with children is greater than the state.



INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

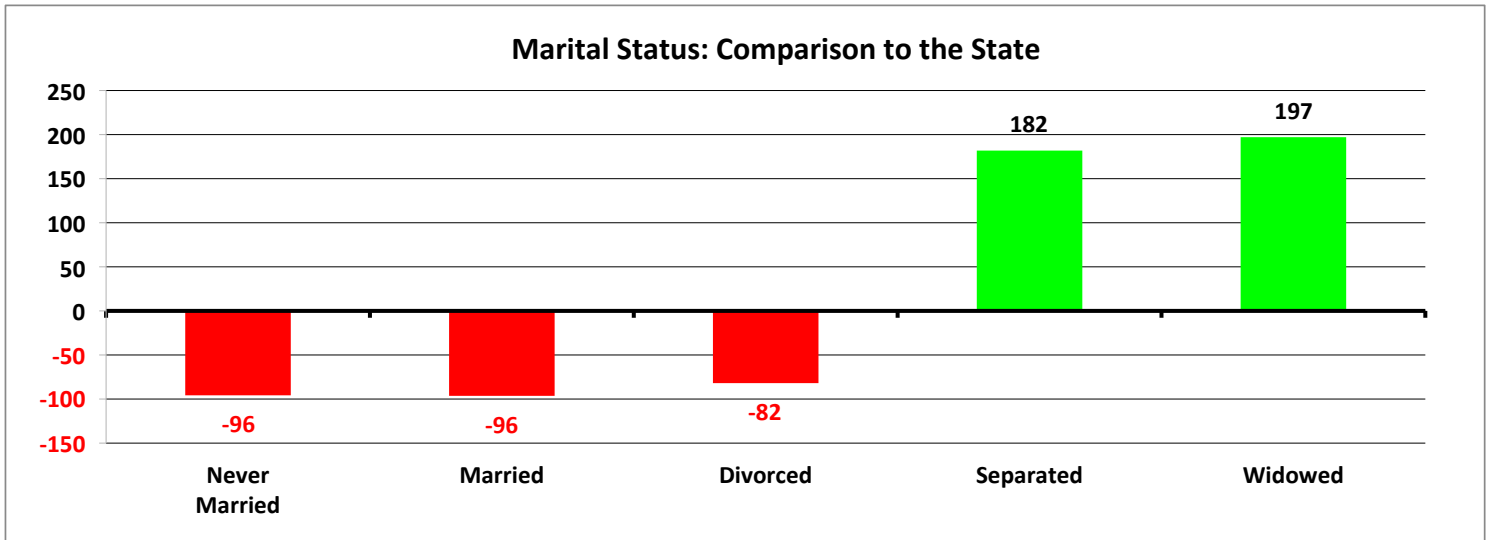
Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Trend information as well as a comparison to the study area's state marital status types provide two different views of this social reality.

Marital types reported include..

- Never Married (Singles)
- Currently Married
- Divorced
- Separated
- Widowed

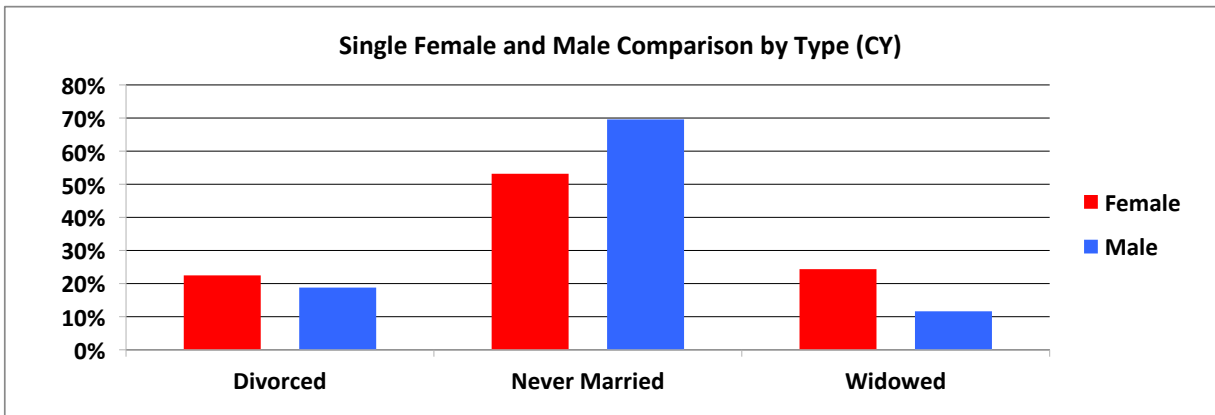
	2010	2023	2028	2010%	2023%	2028%	2010 to 2028 %pt Change
Population by Marital Status: Age 15+							
Never Married	895	1,285	1,403	20.3%	28.9%	31.1%	10.8%
Married	2,531	2,245	2,154	57.3%	50.5%	47.7%	-9.6%
Divorced	446	429	465	10.1%	9.6%	10.3%	0.2%
Separated	178	118	117	4.0%	2.7%	2.6%	-1.4%
Widowed	366	371	374	8.3%	8.3%	8.3%	0.0%

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 is lower than the state average for adults 15 years and older. Divorce is less prevalent than the state wide average.



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

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



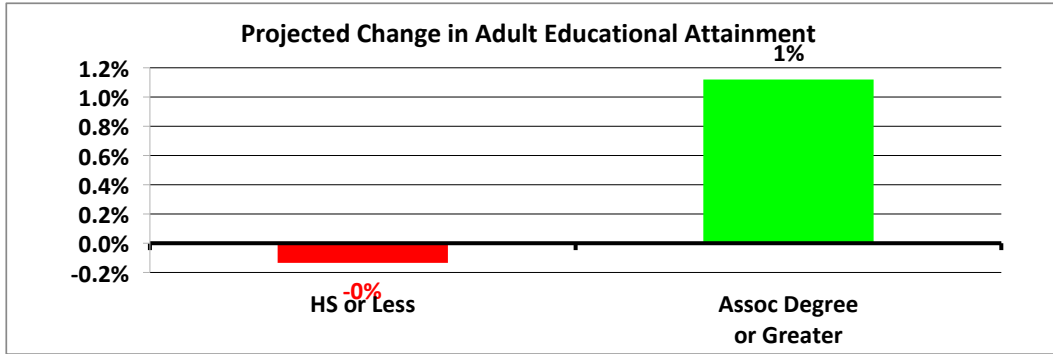
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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

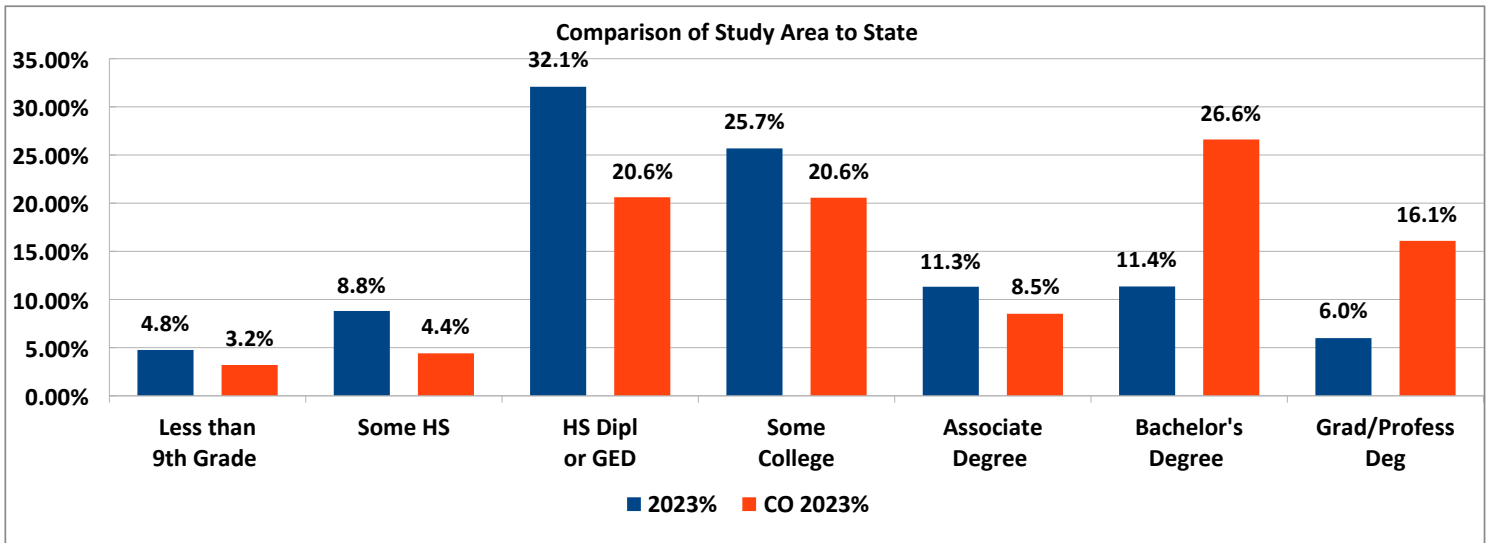
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of CO. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

EDUCATIONAL LEVEL ATTAINMENT CHANGE

The educational attainment level of adults has declined over the past few years. It is projected to rise over the next five years by 1.1%.



EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2023	2028	CO 2023%	2023 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	10.7%	4.8%	4.8%	3.2%	149
Some HS	10.5%	8.8%	8.6%	4.4%	200
HS Dipl or GED	31.4%	32.1%	31.4%	20.6%	156
Some College	25.0%	25.7%	25.4%	20.6%	125
Associate Degree	8.9%	11.3%	11.5%	8.5%	133
Bachelor's Degree	9.8%	11.4%	12.2%	26.6%	43
Grad/Profess Deg	3.7%	6.0%	6.1%	16.1%	37

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

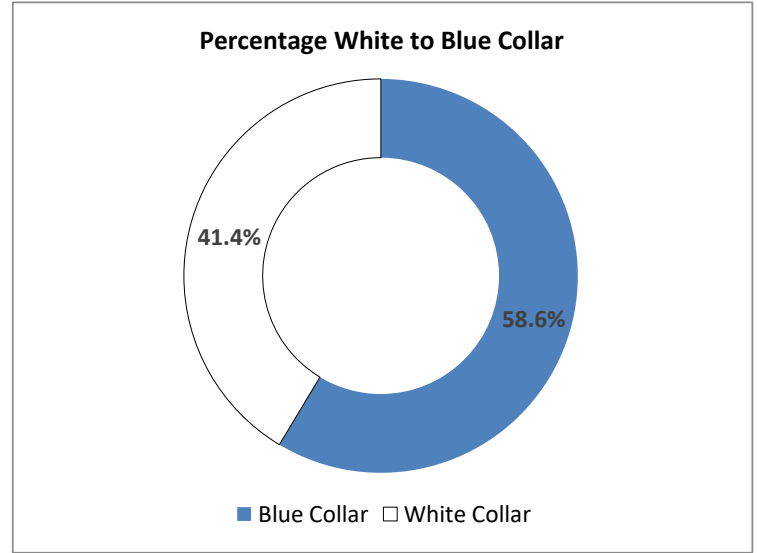
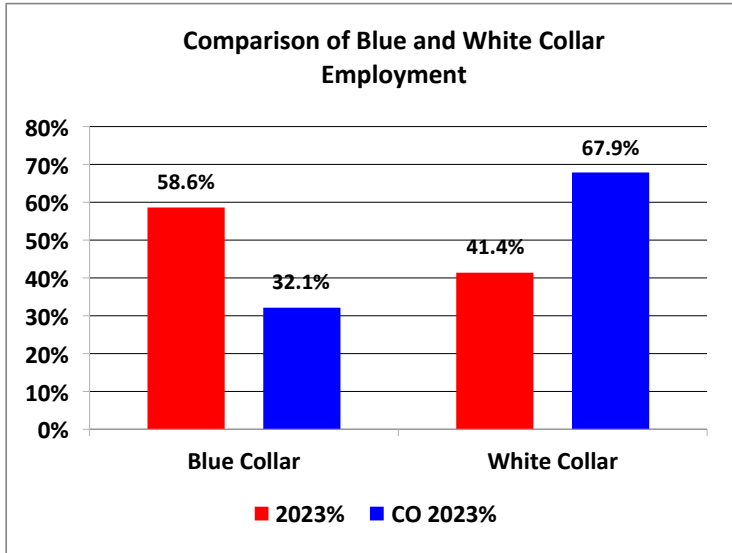
INSITE #9: POPULATION BY EMPLOYMENT

Like educational attainment, an analysis of a community by its employment types and categories provides an important “insite” into its socio-economics. This analysis looks at two factors.

First is a report of the employed population 16 and over by the traditional “blue collar” and “white collar” occupations and compares these to the state. Second, it looks at the community by the seven standard census bureau occupations and compares them to the state.

EMPLOYED POPULATION: BLUE COLLAR OR WHITE COLLAR

On the chart to the left, the study area is compared to the state of CO. This study area is well below the state average for White Collar workers. It is well above the state average for Blue Collar workers.



EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2023	CO 2023	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.9%	3.1%	125	Well above the state average.
Construction	11.5%	8.5%	136	Well above the state average.
Farming, Fishing, & Forestry	5.3%	0.5%	973	Well above the state average.
Food Preparation Serving	11.3%	5.2%	219	Well above the state average.
Healthcare Support	4.4%	2.7%	162	Well above the state average.
Managerial Executive	9.2%	19.5%	47	Well below the state average.
Office Admin	7.7%	10.4%	74	Well below the state average.
Personal Care	1.3%	2.7%	50	Well below the state average.
Production Transportation	19.5%	10.1%	194	Well above the state average.
Prof Specialty	14.9%	25.3%	59	Well below the state average.
Protective	5.7%	2.1%	274	Well above the state average.
Sales	5.3%	10.0%	53	Well below 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.

	2023	2023%	State %	Comp Index	Relative to the CO State Ave.
Mosaic Segments					
J36 Autumn Years - Settled and Sensible	630	29.0%	0.9%	3055	Well above the state average
S68 Thrifty Habits - Small Town Sophisticates	457	21.0%	0.8%	2709	Well above the state average
P59 Cultural Connections - Expanding Horizons	315	14.5%	0.6%	2570	Well above the state average
Q64 Golden Year Guardians - Established in Society	179	8.2%	2.1%	391	Well above the state average
L43 Blue Sky Boomers - Homemade Happiness	118	5.4%	0.7%	746	Well above the state average
M45 Families in Motion - Growing and Expanding	88	4.1%	0.6%	712	Well above the state average
R66 Aspirational Fusion - Ambitious Dreamers	71	3.3%	0.9%	356	Well above the state average
M44 Families in Motion - Creative Comfort	65	3.0%	0.4%	759	Well above the state average
J35 Autumn Years - Rural Escape	31	1.4%	1.0%	148	Well above the state average
N49 Pastoral Pride - Touch of Tradition	30	1.4%	0.1%	1084	Well above the state average
Q65 Golden Year Guardians - Mature and Wise	28	1.3%	2.1%	63	Somewhat below the state average
O55 Singles and Starters - Family Troopers	22	1.0%	2.0%	50	Well below the state average
E20 Thriving Boomers - No Place Like Home	21	1.0%	2.5%	38	Well below the state average
P61 Cultural Connections - Simple Beginnings	20	0.9%	0.6%	161	Well above the state average
O51 Singles and Starters - Digitally Savvy	18	0.8%	4.9%	17	Well below the state average

Learn about your Mosaic Households

To access Mosaic Portrait data click on:

[Mosaic USA E-Handbook by Experian](#) (To open in a new Tab hold Control key when you click on the link)

Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

[How to Read and Understand a Mosaic Portrait - Video](#)

[Understanding Mosaic Portraits for Mission Planning - Video](#)

Faith based clients: To access the Mosaic application guide click on:

[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)

INSITE #11: GENERATIONS

A powerful way to envision demographics is by following a generation through its phases of life. This is because there are, in a general sense, common life experiences at each phase of life. But even more interesting is to understand a generational cohort group that has a unique sense of belonging to others born and coming of age together. More than mere age bracketing, a generation develops a sense of identity as a group based upon their coming of age experiences—how they were parented and major world defining events, such as 9/11. Using the Strauss and Howe model of generations one is able to see a more three-dimensional view of a generational group, bringing mere age demographics to life.

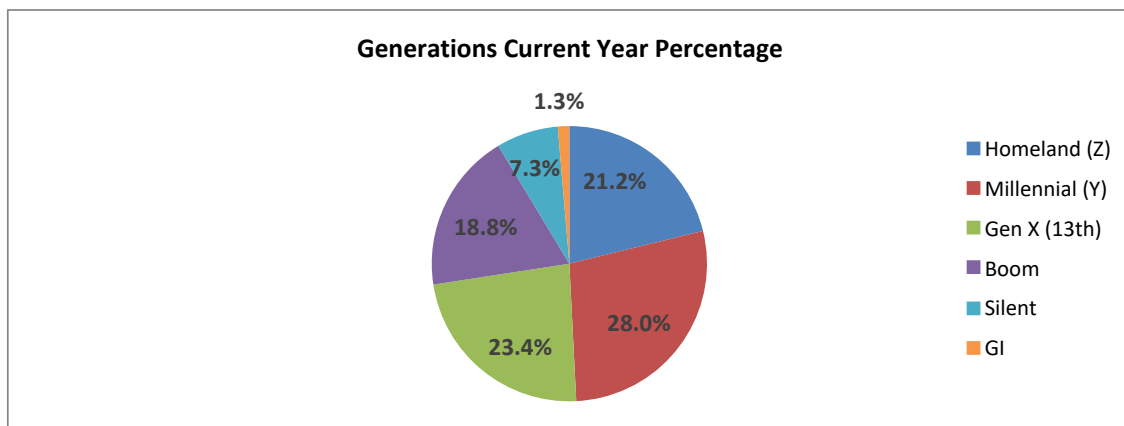
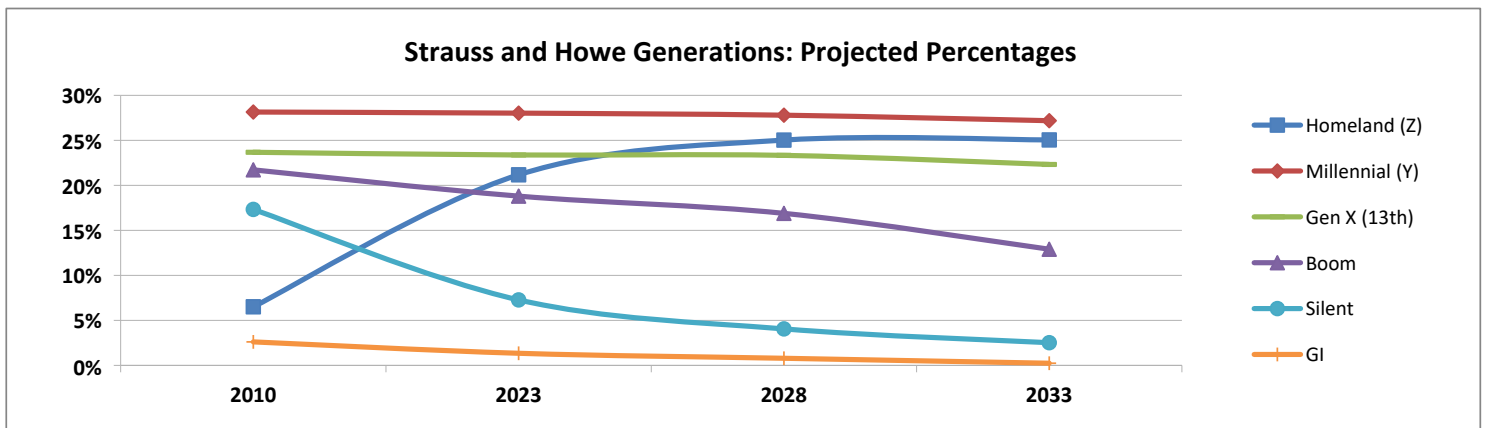
According to the Strauss and Howe model, members of a generation share three qualities. *

- An age location in history
- Some common beliefs and behaviors, including basic attitudes about risk taking, culture and values, civic engagement, and family life
- A common perceived membership in a generation, e.g., Boomers, Gen X, Millennials etc.

(* <http://www.lifecourse.com/about/method/phases.html>)

Name	S & H Type	Initial Birth	Final Birth	2010		2023		2028		2033	
Homeland (Z) Artist		2005	2025	350	6.5%	1,104	21.2%	1,320	25.6%	1,372	27.8%
Millennial (Y) Hero		1982	2004	1,513	28.1%	1,461	28.0%	1,466	28.4%	1,489	30.1%
Gen X (13th) Nomad		1961	1981	1,273	23.7%	1,219	23.4%	1,231	23.8%	1,222	24.7%
Boom Prophet		1946	1960	1,168	21.7%	981	18.8%	891	17.3%	707	14.3%
Silent Artist		1925	1945	932	17.3%	379	7.3%	214	4.1%	138	2.8%
GI Hero		1901	1924	140	2.6%	70	1.3%	42	0.8%	13	0.3%
Totals:				5,376	100.0%	5,214	100%	5,164	100%	4,941	100.0%

[For more information on Generational types, click here](#)



INSITE #12: RELIGIOUS PROGRAM OR MINISTRY PREFERENCES

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

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	35.6%	10.1%	34.9%	8.4%	102	120
Addiction support groups	28.3%	8.8%	27.9%	7.4%	101	119
Health/weight loss programs	27.8%	4.9%	27.4%	4.7%	102	104
Membership and leadership training	35.0%	9.5%	34.3%	6.9%	102	139
Opportunities to develop personal relationships	48.7%	20.4%	48.8%	17.1%	100	120
Practical training seminars (money management, computer skills, etc.)	38.4%	6.8%	36.4%	6.0%	105	114
Family Support and Intervention Services	34.3%	10.7%	33.6%	9.2%	102	117
Daycare/After-School Programs	19.5%	6.4%	20.9%	5.6%	93	113
Crisis support groups	43.2%	11.9%	40.6%	10.2%	106	117
Family oriented activities	41.3%	19.0%	40.9%	15.7%	101	121
Marriage enrichment	36.5%	9.3%	33.4%	8.4%	109	110
Parenting development	25.5%	7.6%	26.5%	6.5%	96	117
Personal/family counseling	40.1%	10.3%	39.2%	8.6%	102	119
Community Involvement and Advocacy Programs	44.0%	12.7%	43.3%	11.5%	102	110
Adult social activities	53.0%	14.7%	52.6%	11.6%	101	126
Involvement in social causes	48.7%	11.9%	46.2%	12.7%	106	93
Mission trips and global outreach	33.3%	10.3%	30.8%	7.7%	108	133
Opportunities for volunteering in the community	48.7%	16.5%	49.5%	14.6%	98	113
Social justice advocacy work	36.1%	10.3%	37.5%	10.9%	96	95
Community Activities or Cultural Programs	41.5%	12.5%	40.2%	10.3%	103	121
Cultural programs (music, drama, art)	43.8%	9.7%	43.8%	8.9%	100	108
Holiday programs/activities	54.0%	16.6%	50.5%	14.9%	107	111
Seniors/retiree activities	46.1%	19.6%	45.0%	13.8%	103	143
Singles or college-age groups	26.3%	7.5%	25.6%	6.3%	103	119
Size of church congregation	44.0%	8.5%	40.8%	6.8%	108	125
Small groups (i.e., life groups, personal interest groups)	48.7%	13.1%	46.7%	10.7%	104	122
Youth social activities	28.0%	12.7%	28.9%	10.8%	97	117
Religious/Spiritual Programs	37.3%	24.8%	36.4%	20.0%	102	124
Bible or Scripture study/prayer groups	35.0%	20.6%	32.3%	14.9%	108	138
Celebration of sacraments	34.4%	24.6%	32.3%	21.2%	106	116
Contemporary worship experiences	40.4%	15.2%	40.3%	11.1%	100	137
Online or virtual worship experiences	39.4%	14.1%	36.8%	11.1%	107	127
Quality sermons	32.7%	43.2%	36.3%	33.3%	90	130
Religious education for children	28.5%	20.7%	27.5%	17.1%	104	121
Spiritual discussion groups	41.0%	14.8%	38.9%	11.1%	105	133
Traditional worship experiences	40.1%	31.0%	39.1%	24.3%	103	128
Warm and friendly encounters	44.2%	39.0%	44.1%	35.8%	100	109

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

[Click to download the ExecutiveInsite Worksheet. To open it in a new tab, press Ctrl when you click.](#)

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.