

# The ExecutiveInsite Report

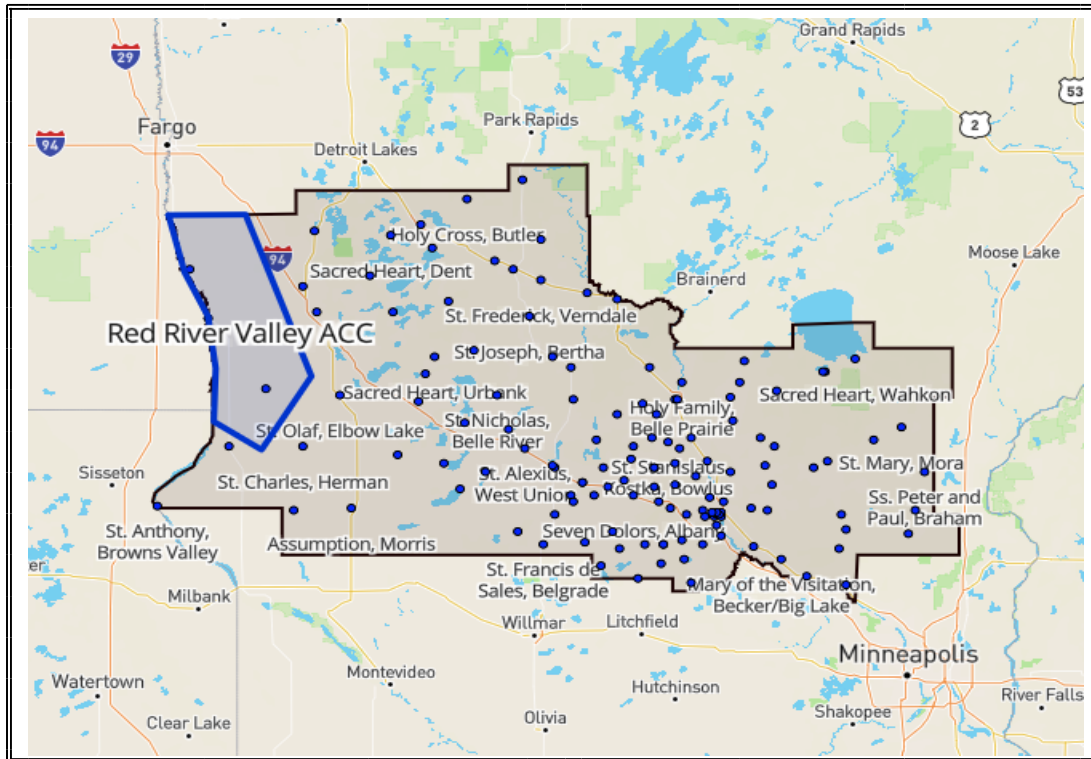
Prepared for: Diocese of St. Cloud  
Study area: Red River Valley ACC  
Base State: MN

Current Year Estimate: 2022  
5 Year Projection: 2027  
Date: 12/15/2022  
Semi-Annual Projection: Summer

This ExecutiveInsite Report has been prepared for Diocese of St. Cloud. 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

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## 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 2022 population within the study area is 6,539. The 2027 projection would see the area decline by -312 to a total population of 6,227. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to decline by -4.8% in the next five years, the state is projected to grow by 2.0%. The study area's estimated average change rate is -1.0%.

### Population Per Household

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

### Households:

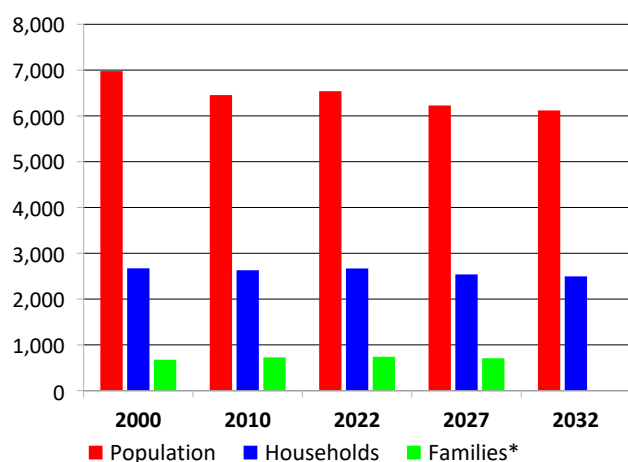
The households within the community are declining faster than the population, thus the average population per household in 2010 was 2.45 but by 2027 it is projected to be 2.45. Compare this to the statewide average which for the current year is estimated at 2.54 persons per household.

### Family Households:

Family households provide an additional hint about the changing dynamics of a community. If family household growth follows population growth, then it would be reasonable to assume that the increasing population per household comes from additional children. This is the case within the the study area. Family households are growing as fast as the population suggesting that the increasing population per household is from additional children.

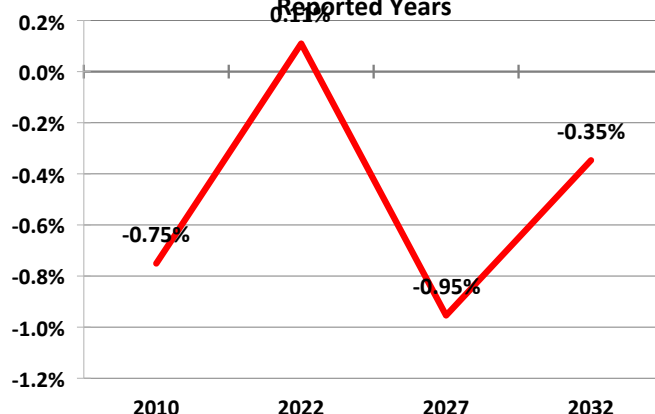
<i>Population/Households &amp; Family Trends</i>	2000	2010	2022	2027	2032
<b>Population</b>	<b>6,978</b>	<b>6,454</b>	<b>6,539</b>	<b>6,227</b>	<b>6,119</b>
Population Change		-524	85	-312	-108
Percent Change		-7.5%	1.3%	-4.8%	-1.7%
<b>Households</b>	<b>2,671</b>	<b>2,629</b>	<b>2,668</b>	<b>2,538</b>	<b>2,495</b>
Households Change		-42	39	-130	-43
Percent Change		-1.6%	1.5%	-4.9%	-1.7%
<b>Population / Households</b>	<b>2.61</b>	<b>2.45</b>	<b>2.45</b>	<b>2.45</b>	<b>2.45</b>
Population / Households Change		-0.16	0.00	0.00	0.00
Percent Change		-6.0%	-0.2%	0.1%	0.0%
<b>Families</b>	<b>675</b>	<b>726</b>	<b>740</b>	<b>708</b>	
Families Change		51	14	-32	
Percent Change		7.6%	1.9%	-4.3%	

**Population, Household & Family Trends**



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

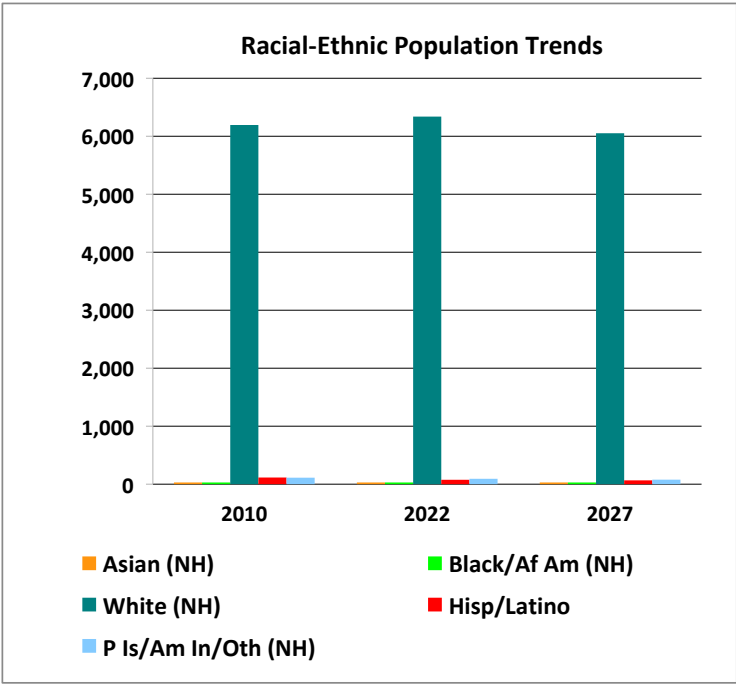
**Average Annual Percentage Change Between Reported Years**



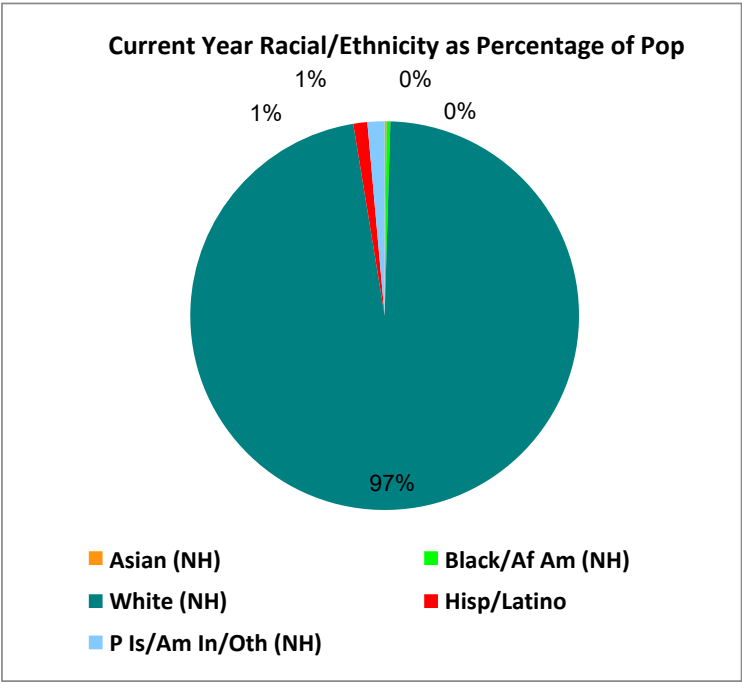
INSITE #2: RACIAL-ETHNIC TRENDS

The US population’s racial-ethnic diversity is continually adding new and rich cultural mixes. This data considers the five groups for which trending information is available. Please note that several groups are aggregated into a single category due to their smaller size. Those persons who indicated Hispanic or Latino ethnicity along with a racial category have been separated into a Hispanic or Latino category.

The Population: Racial/Ethnic Trends table provides the actual numbers and percentage of the total population for each of the five racial/ethnic categories. Pay special attention to the final column on the right. This will quickly indicate the direction of change from the last census to the current five year projection.



The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.



This chart shows the percentage of each group for the current year estimate.

The percentage of the population...

Asian (Non-Hisp) is projected to remain about the same over the next five years.

Black/African American (Non-Hisp) is projected to remain about the same over the next five years.

White (Non-Hisp) is projected to remain about the same over the next five years.

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

	2010	2022	2027	2010%	2022 %	2027 %	2010 to 2027 %pt Change
Race and Ethnicity							
Asian (NH)	20	11	11	0.31%	0.17%	0.18%	-0.13%
Black/Afr Amer (NH)	13	20	19	0.20%	0.31%	0.31%	0.10%
White (NH)	6,194	6,339	6,052	95.97%	96.94%	97.21%	1.23%
Hispanic/Latino	115	76	66	1.78%	1.16%	1.06%	-0.72%
P Is/Am In/Oth (NH)	112	93	78	1.74%	1.42%	1.25%	-0.48%
Totals:	6,454	6,539	6,226				

INSITE #3: AGE TRENDS

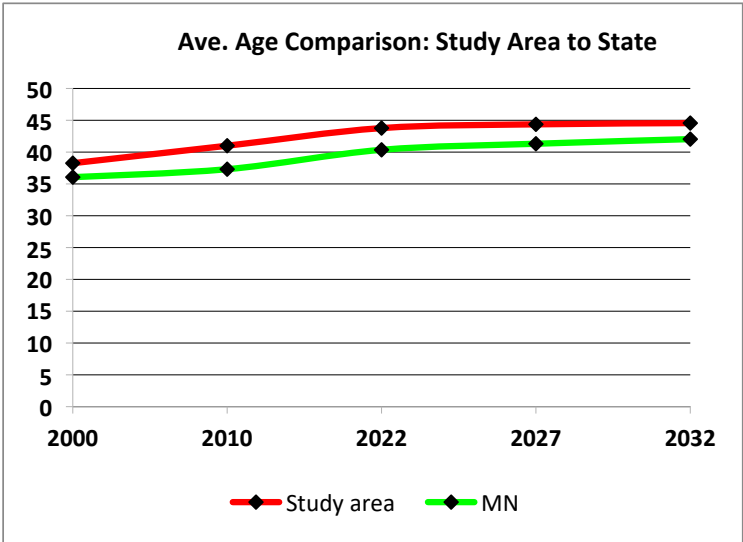
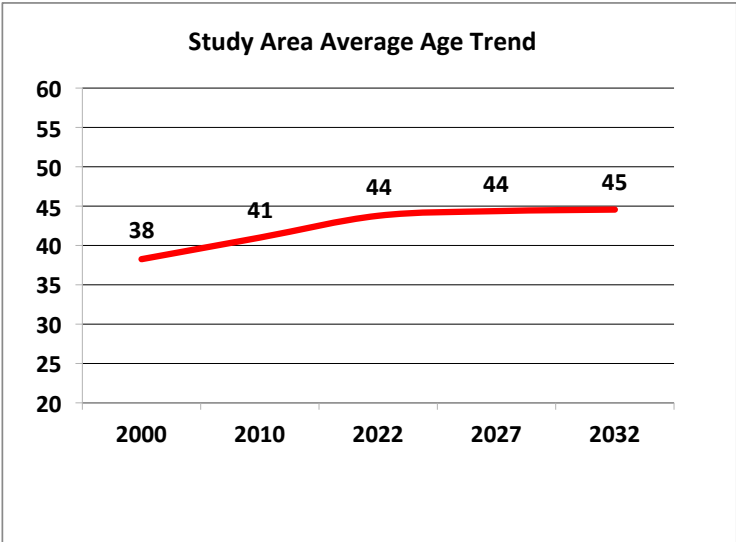
A community’s age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However, this picture may particularize differently from community to community. There are communities in the US where the average age is lower than some others. In other cases, there is a clear shift toward senior years as the Boomers enter their retirement years.

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

**Average Age Trends provides five important snapshots of a community from five data points; the 2000 census, the last census, the current year estimate, the five-year projection and the ten year forecast. These five numbers will indicate the aging direction of a community.**

The Phase of Life Trends breaks the population into seven life phases that the population passes through in its life time.

AGE					
Average Age Trends	2000	2010	2022	2027	2032
Average Age: Study Area	38.26	41.00	43.77	44.36	44.56
Percent Change		7.2%	6.8%	1.3%	0.4%
Average Age: MN	36.06	37.31	40.36	41.31	42.04
Percent Change		3.5%	8.2%	2.4%	1.8%
Comparative Index	106	110	108	107	106
Median Age: Study Area	37	43	44	44	43



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.

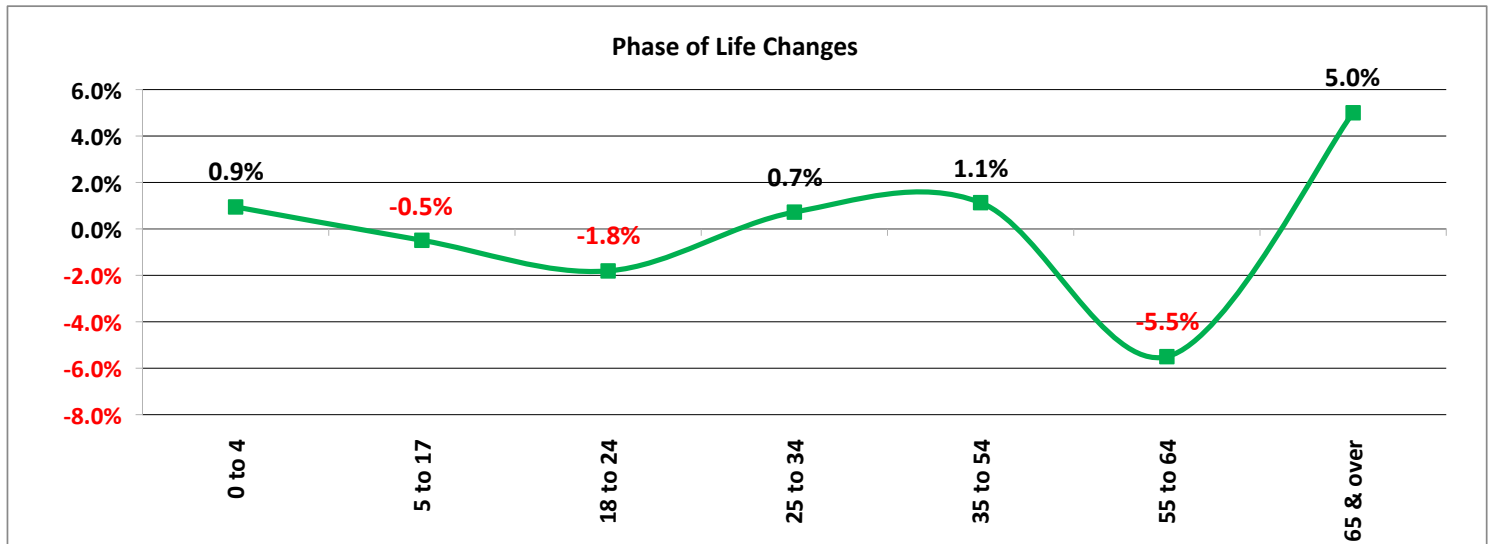
## INSITE #3: AGE TRENDS (continued)

### 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	2022	2027	2032	2010%	2022%	2027%	2032%	Estimated 10 Year %pt Change 2022 - 2032
<b>Before Formal Schooling</b>									
Ages 0 to 4	368	321	332	360	5.7%	4.9%	5.3%	5.9%	0.9%
<b>Required Formal Schooling</b>									
Ages 5 to 17	1,163	886	795	803	18.0%	13.6%	12.8%	13.1%	-0.5%
<b>College/Career Starts</b>									
Ages 18 to 24	425	633	527	484	6.6%	9.7%	8.5%	7.9%	-1.8%
<b>Singles &amp; Young Families</b>									
Ages 25 to 34	625	795	864	792	9.7%	12.2%	13.9%	12.9%	0.7%
<b>Families &amp; Empty Nesters</b>									
Ages 35 to 54	1,855	1,333	1,235	1,323	28.7%	20.4%	19.8%	21.5%	1.1%
<b>Enrichment Years Sing/Couples</b>									
Ages 55 to 64	834	1,036	804	636	12.9%	15.8%	12.9%	10.3%	-5.5%
<b>Retirement Opportunities</b>									
Age 65 and over	1,184	1,534	1,670	1,750	18.3%	23.5%	26.8%	28.5%	5.0%



#### 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

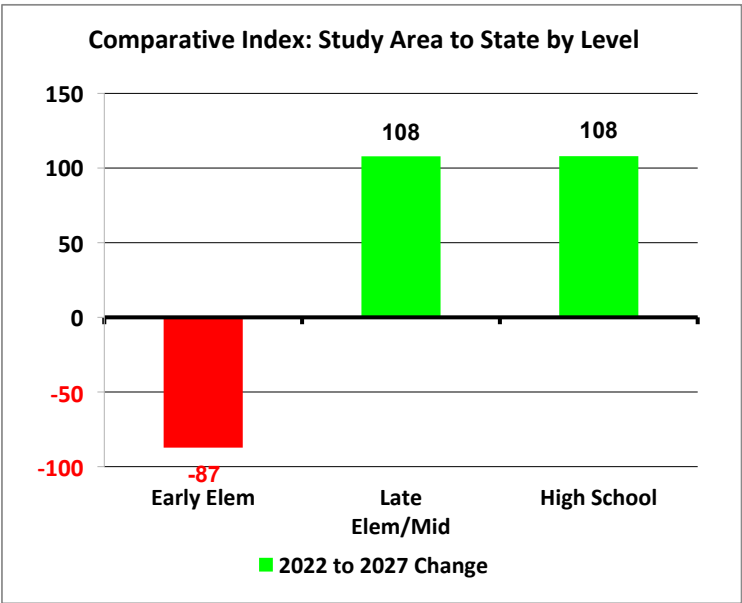
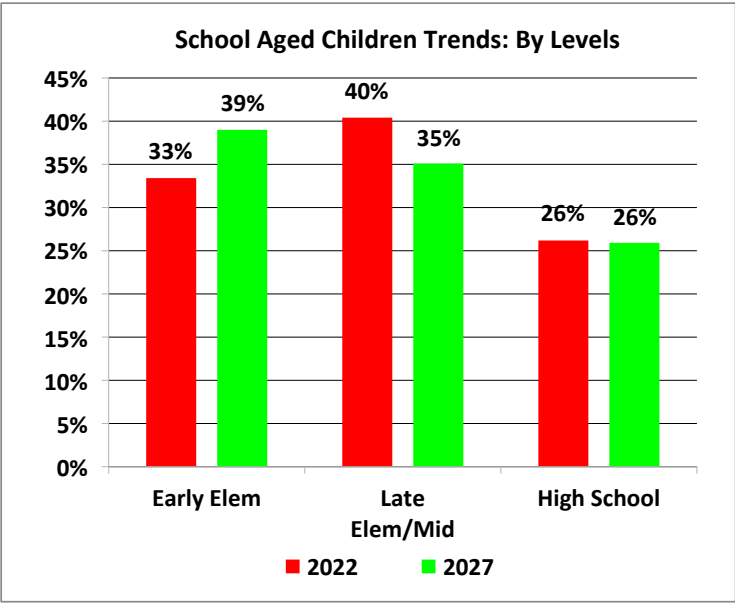
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely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

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

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

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

School Aged Children	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Early Elementary							
Ages 5 to 9	395	296	310	34.0%	33.4%	39.0%	5.6%
Late Elementary-Middle School							
Ages 10 to 14	474	358	279	40.8%	40.4%	35.1%	-5.3%
High School							
Ages 15 to 17	294	232	206	25.3%	26.2%	25.9%	-0.3%



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 5.6%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -5.3%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -0.3%.

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

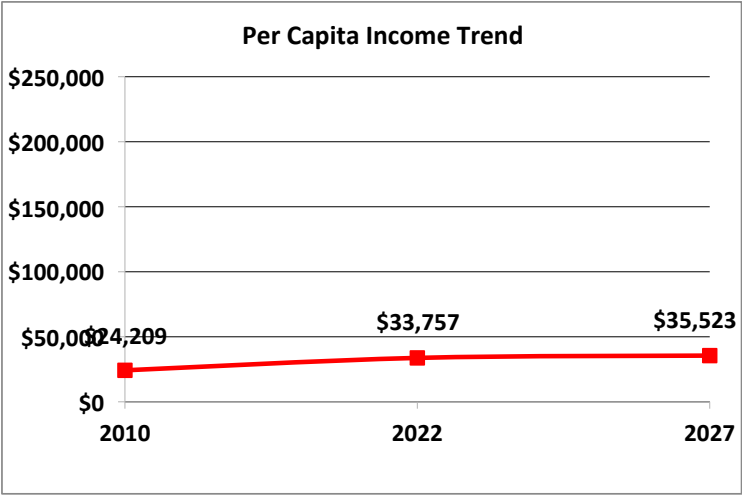
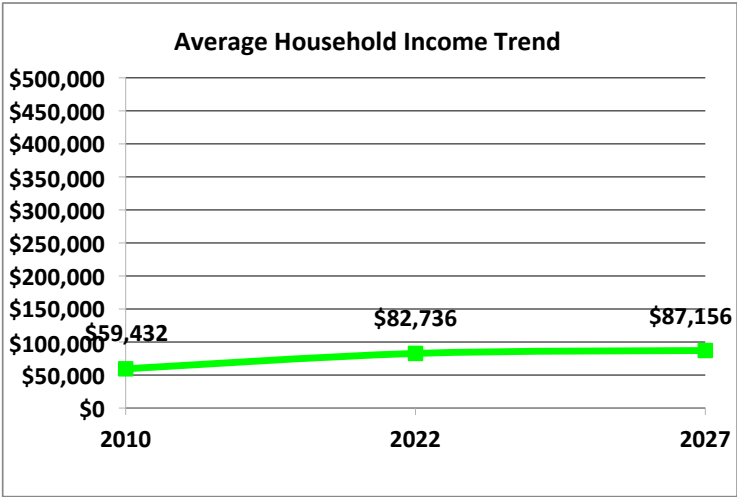
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 \$82,736. The average household income is projected to grow by 5.3% to \$87,156.

The estimated per capita income for the current year is \$33,757. The Per Capita Income is projected to grow by 5.2% to \$35,523.



Income Trends	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households							
Less than \$10,000	116	57	67	4.4%	2.1%	2.6%	0.5%
\$10,000 to \$14,999	85	139	96	3.2%	5.2%	3.8%	-1.4%
\$15,000 to \$24,999	272	210	219	10.4%	7.9%	8.6%	0.8%
\$25,000 to \$34,999	376	187	219	14.3%	7.0%	8.6%	1.6%
\$35,000 to \$49,999	480	435	257	18.3%	16.3%	10.1%	-6.2%
\$50,000 to \$74,999	597	540	480	22.7%	20.2%	18.9%	-1.3%
\$75,000 to \$99,999	360	364	403	13.7%	13.6%	15.9%	2.2%
\$100,000 to \$149,999	244	454	419	9.3%	17.0%	16.5%	-0.5%
\$150,000 to \$199,999	72	181	245	2.7%	6.8%	9.7%	2.9%
\$200,000 or more	26	100	133	1.0%	3.7%	5.2%	1.5%
Totals	2,628	2,667	2,538				

## 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.

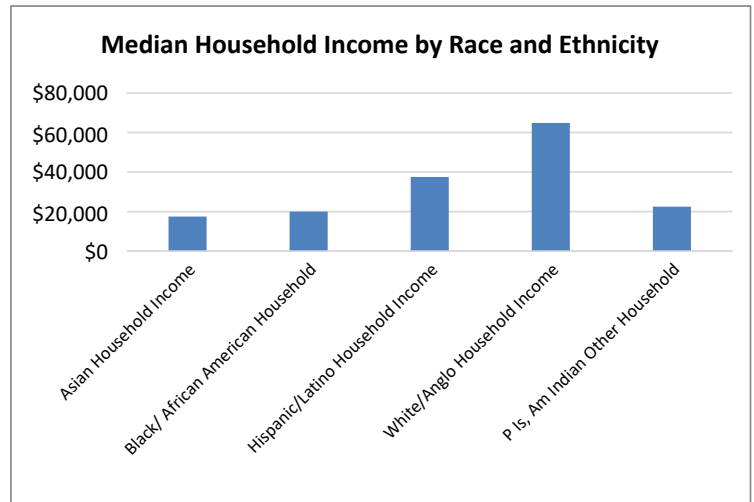
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 35.9% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 35.2%.

Income Trends	2022	2027	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
<b>Families</b>					
Less than \$10,000	46	40	2.5%	2.3%	-0.20%
\$10,000 to \$14,999	14	9	0.8%	0.5%	-0.24%
\$15,000 to \$24,999	81	73	4.4%	4.2%	-0.21%
\$25,000 to \$34,999	79	110	4.3%	6.3%	2.00%
\$35,000 to \$49,999	264	248	14.2%	14.1%	-0.12%
\$50,000 to \$74,999	381	356	20.5%	20.3%	-0.28%
\$75,000 to \$99,999	324	303	17.5%	17.2%	-0.22%
\$100,000 to \$149,999	411	385	22.2%	21.9%	-0.24%
\$150,000-\$199,999	175	162	9.4%	9.2%	-0.21%
\$200,000 or more	80	71	4.3%	4.0%	-0.27%
<b>Totals</b>	<b>1,855</b>	<b>1,757</b>			

### MEDIAN INCOME BY RACE AND ETHNICITY

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

Median Income by Race and Ethnicity	2022
Asian Household Income	\$17,499
Black/ African American Household Income	\$19,999
Hispanic/Latino Household Income	\$37,499
White/Anglo Household Income	\$64,801
P Is, Am Indian Other Household Income	\$22,499
Average	\$32,459





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...

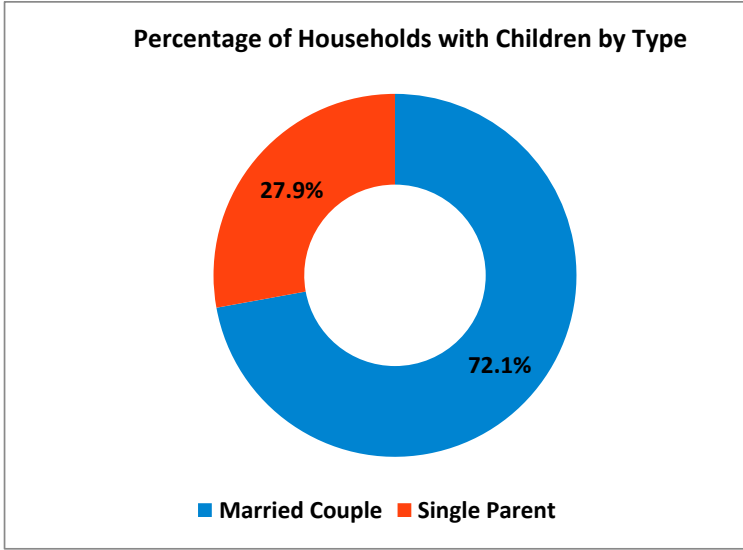
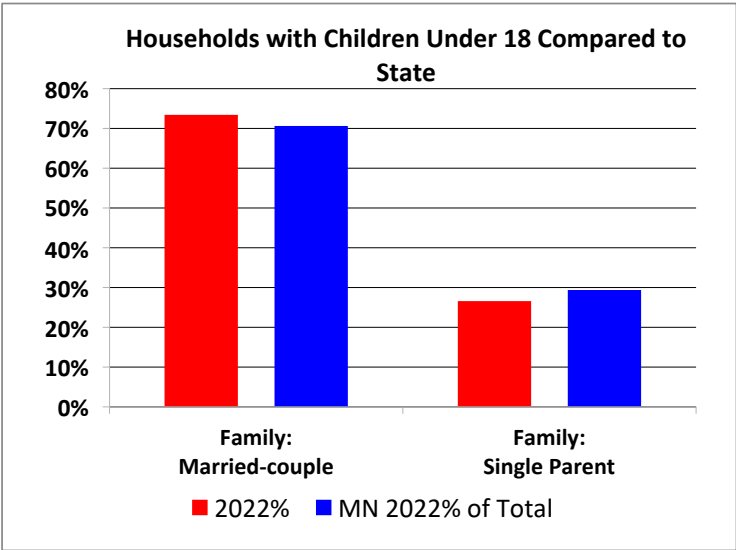
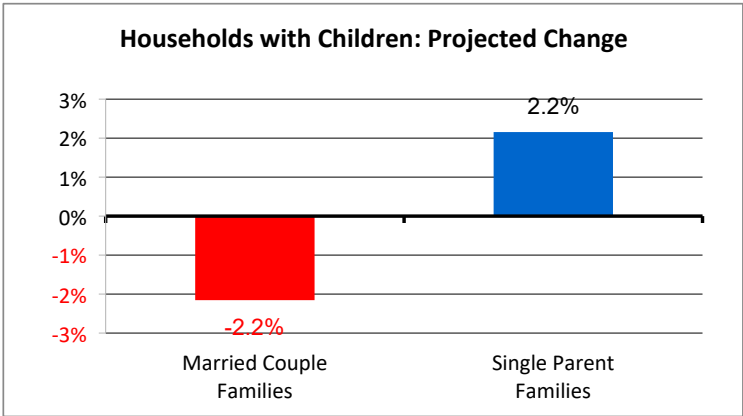
- Married couple families
- Single parent families (father or mother)

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

Households	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households with Children under 18							
Married Couple	555	549	506	73.4%	72.1%	70.0%	-2.2%
Single Parent	201	212	217	26.6%	27.9%	30.0%	2.2%

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 less than the state.



INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

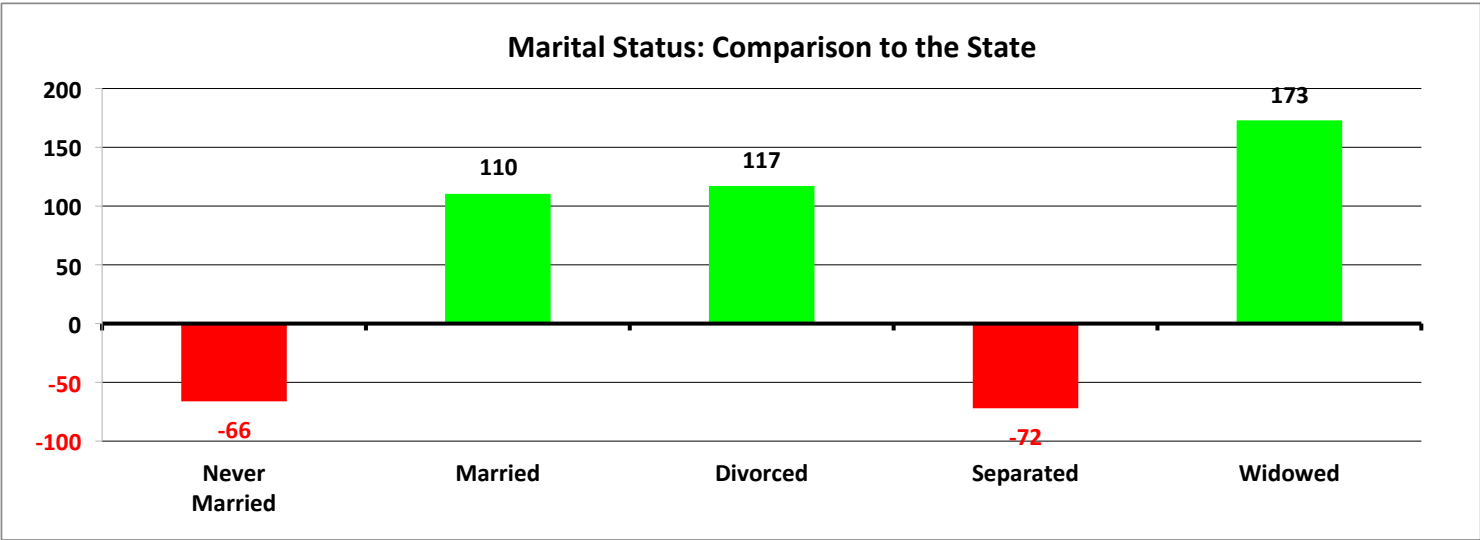
Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Trend information as well as a comparison to the study area's state marital status types provide two different views of this social reality.

Marital types reported include..

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

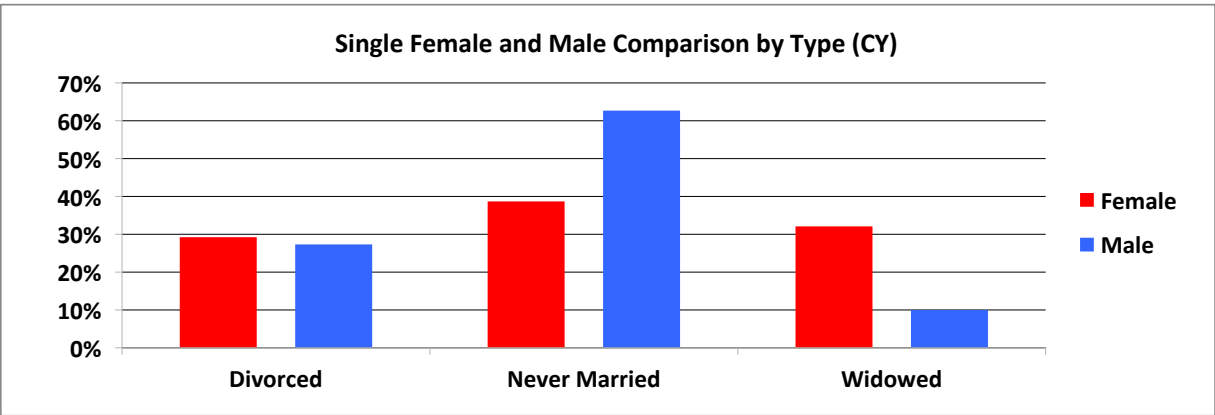
	2010	2022	2027	2010%	2022%	2027%	2010 to 2027 %pt Change
Population by Marital Status: Age 15+							
Never Married	1,042	1,147	1,060	19.6%	20.6%	20.0%	0.4%
Married	3,321	3,250	3,172	62.3%	58.4%	59.8%	-2.5%
Divorced	495	643	602	9.3%	11.6%	11.3%	2.1%
Separated	33	41	36	0.6%	0.7%	0.7%	0.1%
Widowed	437	482	436	8.2%	8.7%	8.2%	0.0%

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



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

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



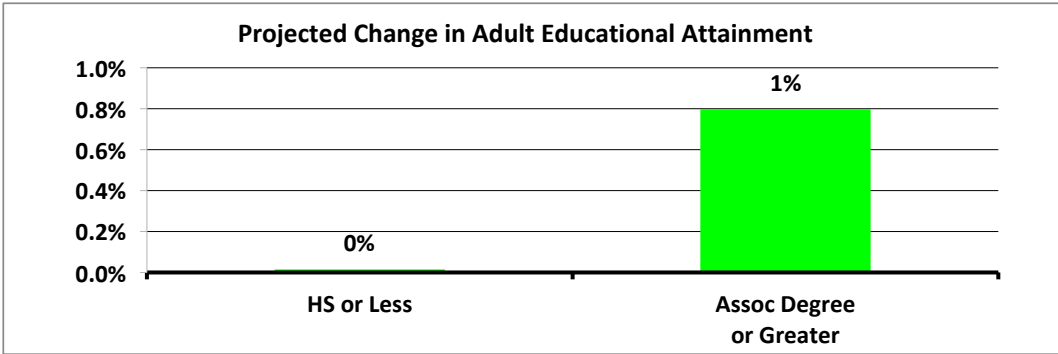
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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

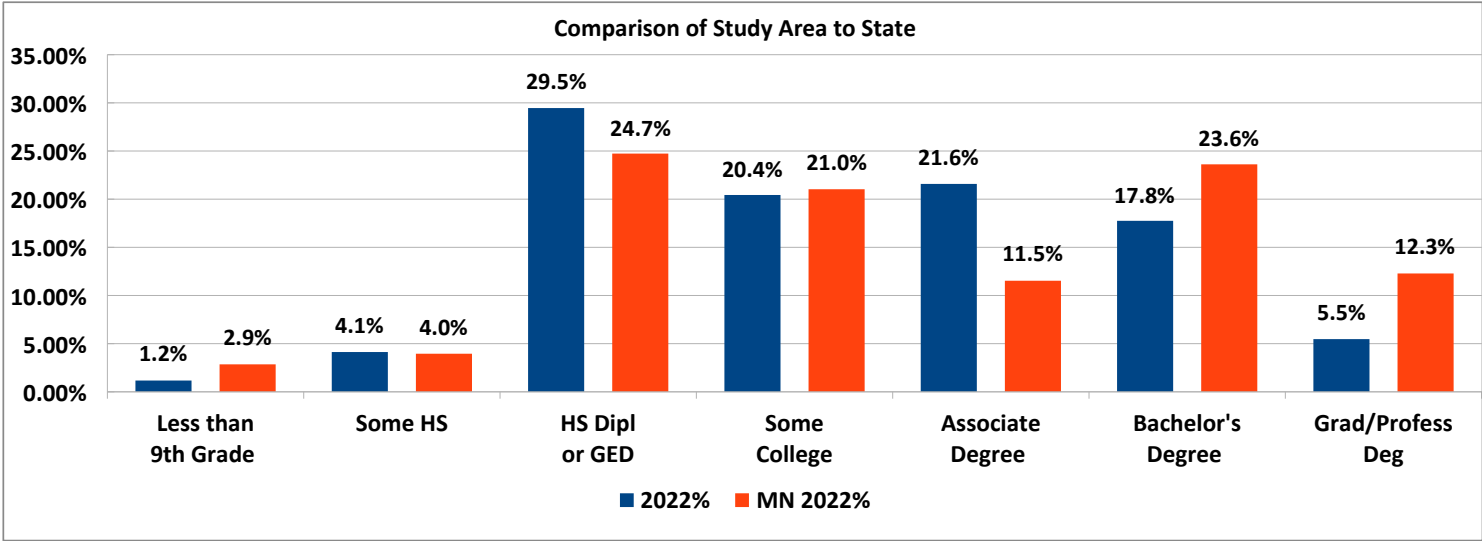
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of MN. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 0.8%.



EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2022	2027	MN 2022%	2022 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	5.5%	1.2%	1.0%	2.9%	41
Some HS	5.8%	4.1%	4.3%	4.0%	104
HS Dipl or GED	31.7%	29.5%	29.5%	24.7%	119
Some College	21.8%	20.4%	19.6%	21.0%	97
Associate Degree	15.5%	21.6%	22.6%	11.5%	187
Bachelor's Degree	14.2%	17.8%	17.7%	23.6%	75
Grad/Profess Deg	5.4%	5.5%	5.4%	12.3%	45

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

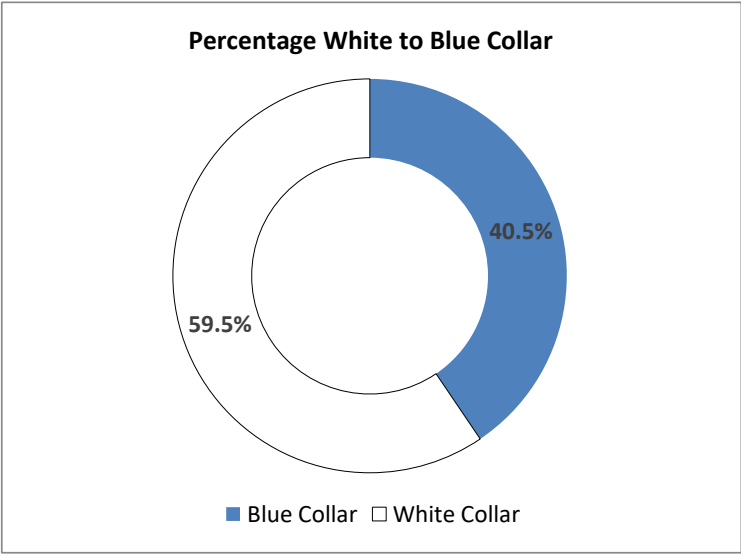
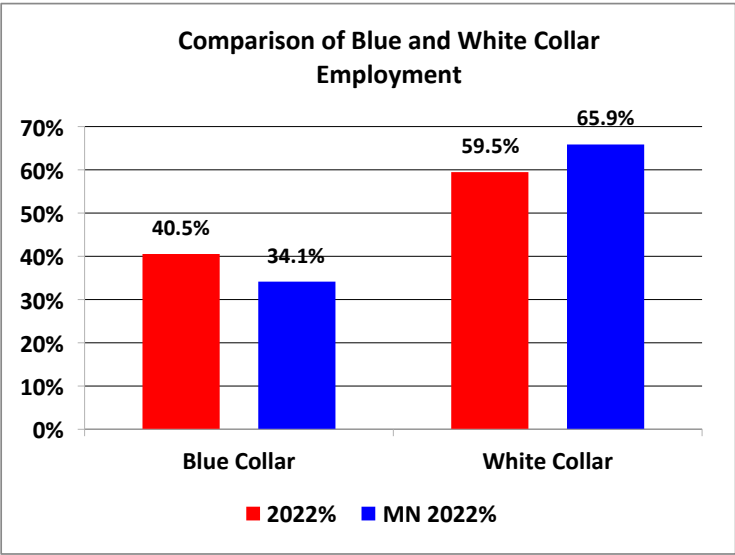
INSITE #9: POPULATION BY EMPLOYMENT

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



EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2022	MN 2022	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.1%	3.2%	96	At about the state average.
Construction	10.1%	7.3%	138	Well above the state average.
Farming, Fishing, & Forestry	4.2%	0.8%	562	Well above the state average.
Food Preparation Serving	3.8%	5.1%	75	Well below the state average.
Healthcare Support	3.4%	3.7%	91	At about the state average.
Managerial Executive	17.8%	17.1%	104	At about the state average.
Office Admin	8.0%	11.1%	72	Well below the state average.
Personal Care	2.5%	2.7%	92	At about the state average.
Production Transportation	15.7%	13.8%	114	Well above the state average.
Prof Specialty	21.4%	24.2%	89	Well below the state average.
Protective	1.1%	1.3%	86	Well below the state average.
Sales	8.8%	9.7%	91	At about the state average.

## INSITE #10: MOSAIC Segments

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

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

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

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

	2022	2022%	State %	Comp Index	Relative to the MN State Ave.
<b>Mosaic Segments</b>					
I30 Family Union - Potlucks and the Great Outdoors	380	14.1%	4.0%	351	Well above the state average
N46 Pastoral Pride - True Grit Americans	374	13.9%	1.9%	749	Well above the state average
J35 Autumn Years - Rural Escape	362	13.5%	3.6%	372	Well above the state average
J36 Autumn Years - Settled and Sensible	242	9.0%	2.2%	418	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	210	7.8%	4.2%	186	Well above the state average
Q64 Golden Year Guardians - Established in Society	194	7.2%	3.4%	210	Well above the state average
M44 Families in Motion - Creative Comfort	130	4.8%	1.5%	328	Well above the state average
M45 Families in Motion - Growing and Expanding	129	4.8%	1.2%	399	Well above the state average
L43 Blue Sky Boomers - Homemade Happiness	88	3.3%	1.8%	187	Well above the state average
E20 Thriving Boomers - No Place Like Home	77	2.9%	4.1%	70	Somewhat below the state average
Q65 Golden Year Guardians - Mature and Wise	76	2.8%	3.0%	94	Somewhat below the state average
O51 Singles and Starters - Digitally Savvy	55	2.0%	3.7%	55	Well below the state average
N47 Pastoral Pride - Countrified Pragmatics	52	1.9%	0.6%	306	Well above the state average
J34 Autumn Years - Suburban Sophisticates	50	1.9%	4.6%	40	Well below the state average
I31 Family Union - Hard Working Values	45	1.7%	1.4%	119	Somewhat above the state average

### Learn about your Mosaic Households

#### To access Mosaic Portrait data click on:

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

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

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

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

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

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

## INSITE #11: GENERATIONS

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

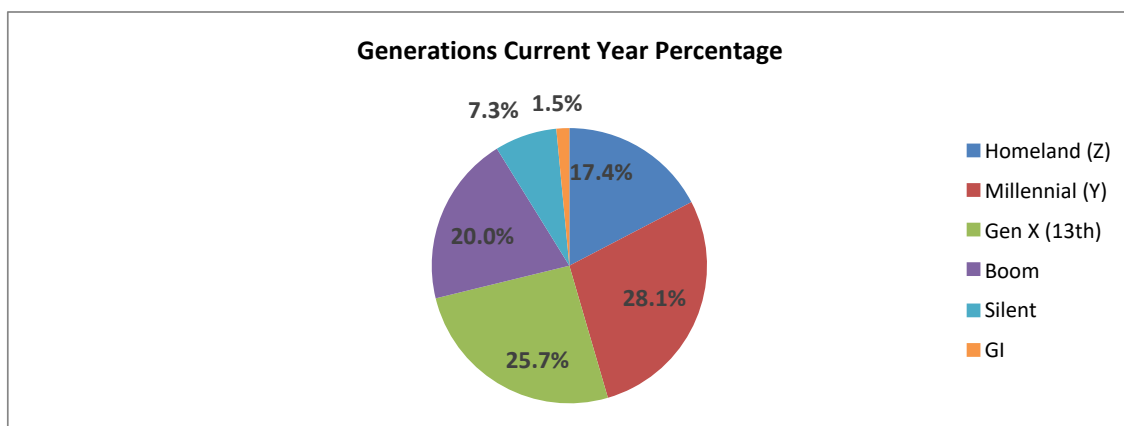
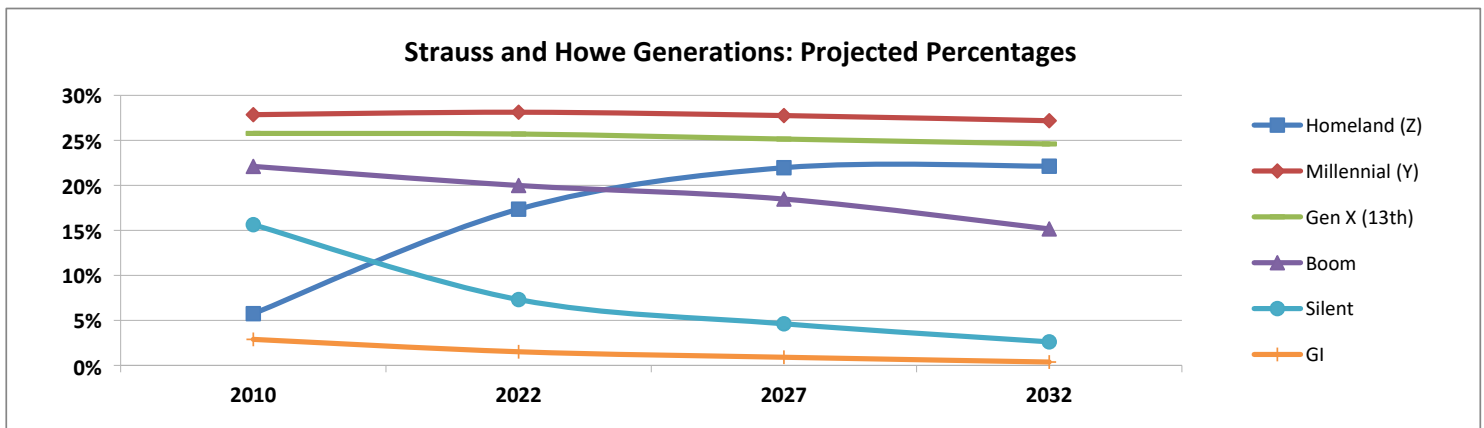
According to the Strauss and Howe model, members of a generation share three qualities. \*

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

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

Name	S & H Type	Initial Birth	Final Birth	2010		2022		2027		2032	
Homeland (Z) Artist		2005	2025	367	5.7%	1,123	17.4%	1,353	22.2%	1,354	24.0%
Millennial (Y) Hero		1982	2004	1,779	27.9%	1,820	28.1%	1,709	28.1%	1,663	29.5%
Gen X (13th) Nomad		1961	1981	1,646	25.8%	1,663	25.7%	1,549	25.4%	1,505	26.7%
Boom Prophet		1946	1960	1,412	22.1%	1,293	20.0%	1,138	18.7%	928	16.5%
Silent Artist		1925	1945	998	15.6%	473	7.3%	285	4.7%	160	2.8%
GI Hero		1901	1924	185	2.9%	98	1.5%	56	0.9%	23	0.4%
<b>Totals:</b>				<b>6,387</b>	<b>100.0%</b>	<b>6,471</b>	<b>100%</b>	<b>6,089</b>	<b>100%</b>	<b>5,633</b>	<b>100.0%</b>

[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
<b>Personal Growth</b>	<b>33.8%</b>	<b>6.9%</b>	<b>34.9%</b>	<b>8.4%</b>	<b>97</b>	<b>82</b>
Addiction support groups	26.7%	6.0%	27.9%	7.4%	96	81
Health/weight loss programs	26.3%	3.3%	27.4%	4.7%	96	70
Membership and leadership training	32.7%	5.8%	34.3%	6.9%	95	85
Opportunities to develop personal relationships	49.7%	15.0%	48.8%	17.1%	102	88
Practical training seminars (money management, computer skills, etc.)	33.8%	4.3%	36.4%	6.0%	93	71
<b>Family Support and Intervention Services</b>	<b>33.9%</b>	<b>7.9%</b>	<b>33.6%</b>	<b>9.2%</b>	<b>101</b>	<b>86</b>
Daycare/After-School Programs	20.4%	4.6%	20.9%	5.6%	97	82
Crisis support groups	41.4%	9.0%	40.6%	10.2%	102	88
Family oriented activities	43.2%	14.6%	40.9%	15.7%	106	93
Marriage enrichment	35.2%	6.4%	33.4%	8.4%	105	76
Parenting development	24.7%	5.3%	26.5%	6.5%	93	82
Personal/family counseling	38.3%	7.3%	39.2%	8.6%	98	85
<b>Community Involvement and Advocacy Programs</b>	<b>44.3%</b>	<b>10.5%</b>	<b>43.3%</b>	<b>11.5%</b>	<b>102</b>	<b>91</b>
Adult social activities	56.3%	10.3%	52.6%	11.6%	107	89
Involvement in social causes	45.8%	12.2%	46.2%	12.7%	99	96
Mission trips and global outreach	30.6%	7.1%	30.8%	7.7%	100	91
Opportunities for volunteering in the community	51.6%	13.6%	49.5%	14.6%	104	93
Social justice advocacy work	37.3%	9.4%	37.5%	10.9%	99	87
<b>Community Activities or Cultural Programs</b>	<b>41.6%</b>	<b>9.3%</b>	<b>40.2%</b>	<b>10.3%</b>	<b>103</b>	<b>91</b>
Cultural programs (music, drama, art)	42.8%	6.8%	43.8%	8.9%	98	76
Holiday programs/activities	52.5%	14.4%	50.5%	14.9%	104	96
Seniors/retiree activities	49.3%	14.0%	45.0%	13.8%	110	102
Singles or college-age groups	24.9%	5.3%	25.6%	6.3%	97	85
Size of church congregation	44.1%	5.6%	40.8%	6.8%	108	82
Small groups (i.e., life groups, personal interest groups)	47.6%	8.8%	46.7%	10.7%	102	83
Youth social activities	29.8%	10.4%	28.9%	10.8%	103	96
<b>Religious/Spiritual Programs</b>	<b>38.4%</b>	<b>20.7%</b>	<b>36.4%</b>	<b>20.0%</b>	<b>105</b>	<b>104</b>
Bible or Scripture study/prayer groups	36.2%	13.0%	32.3%	14.9%	112	87
Celebration of sacraments	34.9%	26.6%	32.3%	21.2%	108	125
Contemporary worship experiences	41.3%	11.2%	40.3%	11.1%	103	101
Online or virtual worship experiences	40.1%	10.1%	36.8%	11.1%	109	91
Quality sermons	38.3%	34.7%	36.3%	33.3%	105	104
Religious education for children	27.7%	17.1%	27.5%	17.1%	101	100
Spiritual discussion groups	41.3%	10.4%	38.9%	11.1%	106	94
Traditional worship experiences	41.3%	27.0%	39.1%	24.3%	106	111
Warm and friendly encounters	44.5%	36.4%	44.1%	35.8%	101	102

# 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](mailto:misupport@missioninsite.com).

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