The ExecutiveInsite Report

Prepared for:	CRC/RCA Multiplication Movement Implementation Tea
Study area:	Polygon Around 4106 Valley Hwy, Deming, WA 98244, USA
Base State:	WASHINGTON
Current Year Estimate:	2018
5 Year Projection:	2023
Date:	7/24/2018
Semi-Annual Projection:	Fall

This ExecutiveInsite Report has been prepared for CRC/RCA Multiplication Movement Implementation Tea. 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
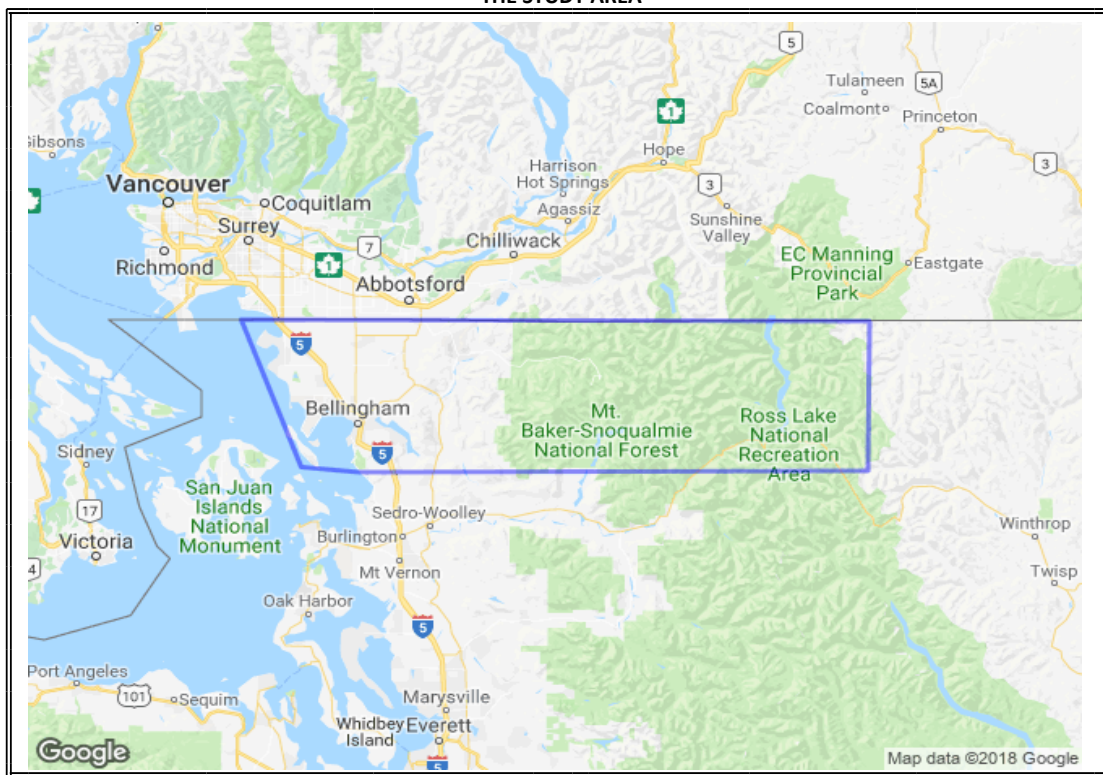
THE 12 INSITES

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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.

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

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2018 population within the study area is 221,742. The 2023 projection would see the area grow by 15,895 to a total population of 237,637. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 7.2% in the next five years, the state is projected to grow by 5.3%. The study area's estimated average change rate is 1.4%.

Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.51 but by 2023 it is projected to be 2.50. Compare this to the statewide average which for the current year is estimated at 2.55 persons per household.
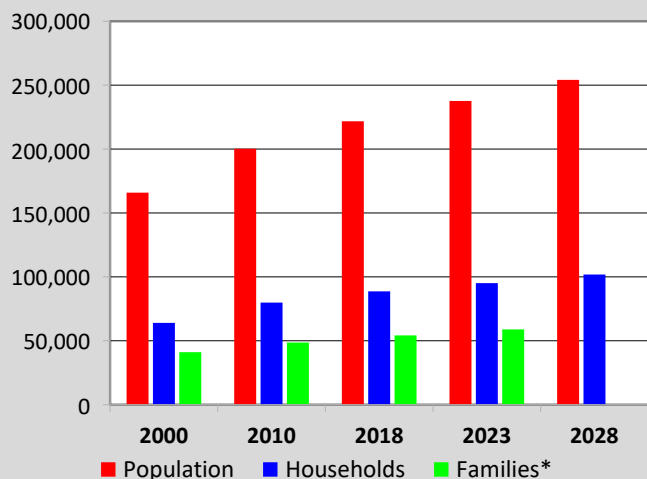
Population Per Household

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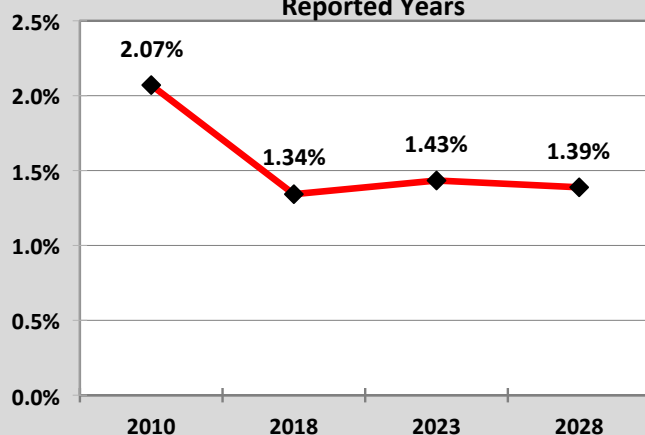
Family Households:

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

Population/Households & Family Trends	2000	2010	2018	2023	2028
Population	165,889	200,240	221,742	237,637	254,131
Population Change		34,351	21,502	15,895	16,494
Percent Change		20.7%	10.7%	7.2%	6.9%
Households	63,988	79,865	88,655	95,099	101,824
Households Change		15,877	8,790	6,444	6,725
Percent Change		24.8%	11.0%	7.3%	7.1%
Population / Households	2.59	2.51	2.50	2.50	2.50
Population / Households Change		-0.09	-0.01	0.00	0.00
Percent Change		-3.3%	-0.2%	-0.1%	-0.1%
Families	41,062	48,614	54,198	58,890	
Families Change		7,552	5,584	4,692	
Percent Change		18.4%	11.5%	8.7%	

Population, Household & Family Trends

Average Annual Percentage Change Between Reported Years


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

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

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

Racial-Ethnic Population Trends

Racial/Ethnicity as Percentage of Pop: 2017
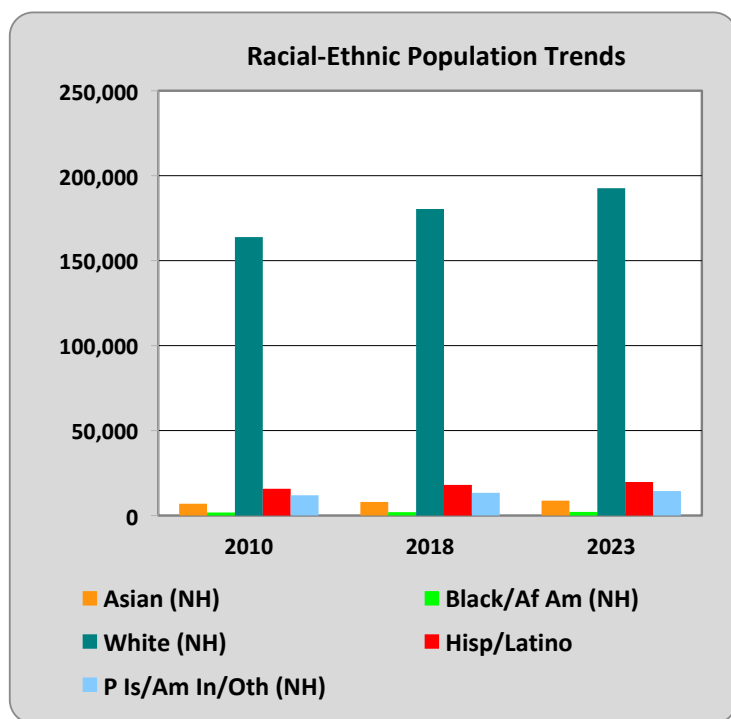
The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.
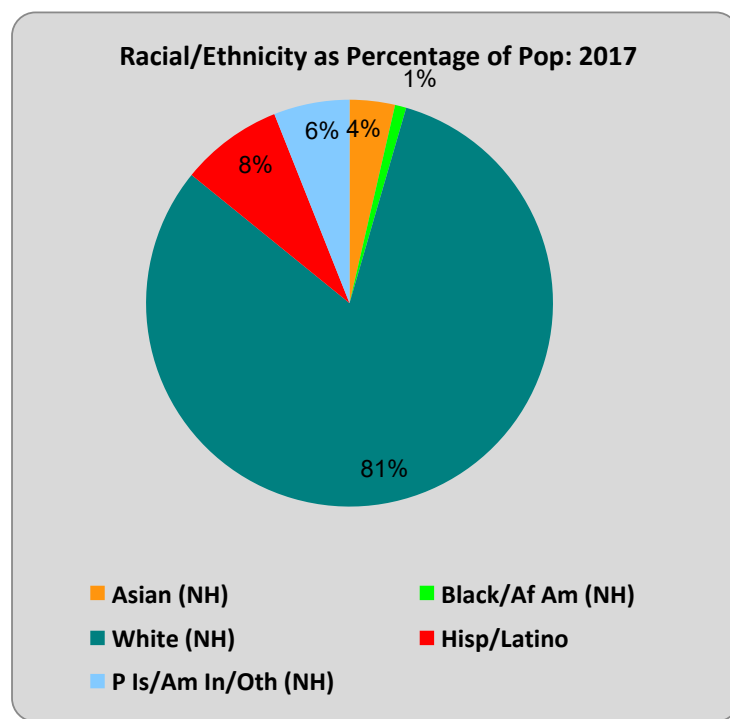
This chart shows the percentage of each group for the current year estimate.

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	2018	2023	2010%	2018 %	2023 %	2010 to 2023 %pt Change
Race and Ethnicity							
Asian (NH)	6,936	7,986	8,754	3.46%	3.60%	3.68%	0.22%
Black/Afr Amer (NH)	1,781	1,986	2,121	0.89%	0.90%	0.89%	0.00%
White (NH)	163,861	180,392	192,624	81.83%	81.35%	81.06%	-0.77%
Hispanic/Latino	15,742	18,019	19,733	7.86%	8.13%	8.30%	0.44%
P Is/Am In/Oth (NH)	11,919	13,359	14,405	5.95%	6.02%	6.06%	0.11%
Totals:	**200,239**	**221,742**	**237,637**				

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.
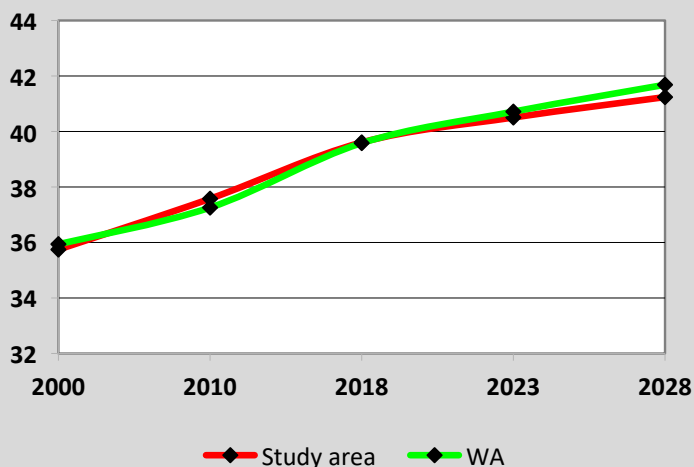
AGE

Average Age Trends	2000	2010	2018	2023	2028
Average Age: Study Area	**35.75**	**37.58**	**39.61**	**40.50**	**41.24**
Percent Change		5.1%	5.4%	2.3%	1.8%
Average Age: WA	**35.94**	**37.26**	**39.58**	**40.72**	**41.68**
Percent Change		3.7%	6.2%	2.9%	2.4%
Comparative Index	99	101	100	99	99
Median Age: Study Area	**33**	**35**	**37**	**38**	**39**

Study Area Average Age Trend
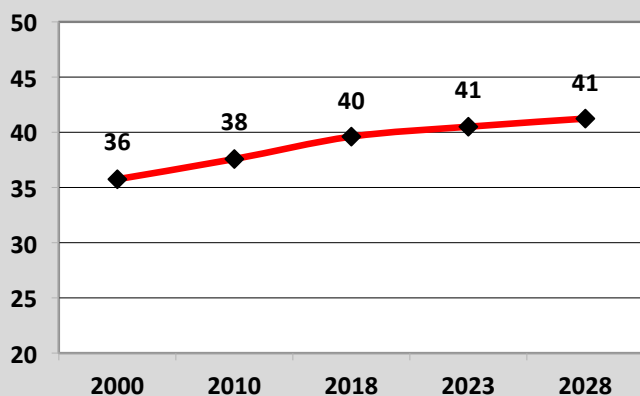
Ave. Age Comparison: Study Area to State

Summary of Average Age Findings:

The Average Age Trend chart shows both history and projection of the change in average age in the study area. The average age of the study area has been rising for several years. It is projected to rise over the next five years.

A comparison to the average age of the state helps to contextualize the significance of the average age of the study area and its history and projection. In the graph above, the study area and state are laid out side by side. The state's average age is estimated to be about the same as the study area.
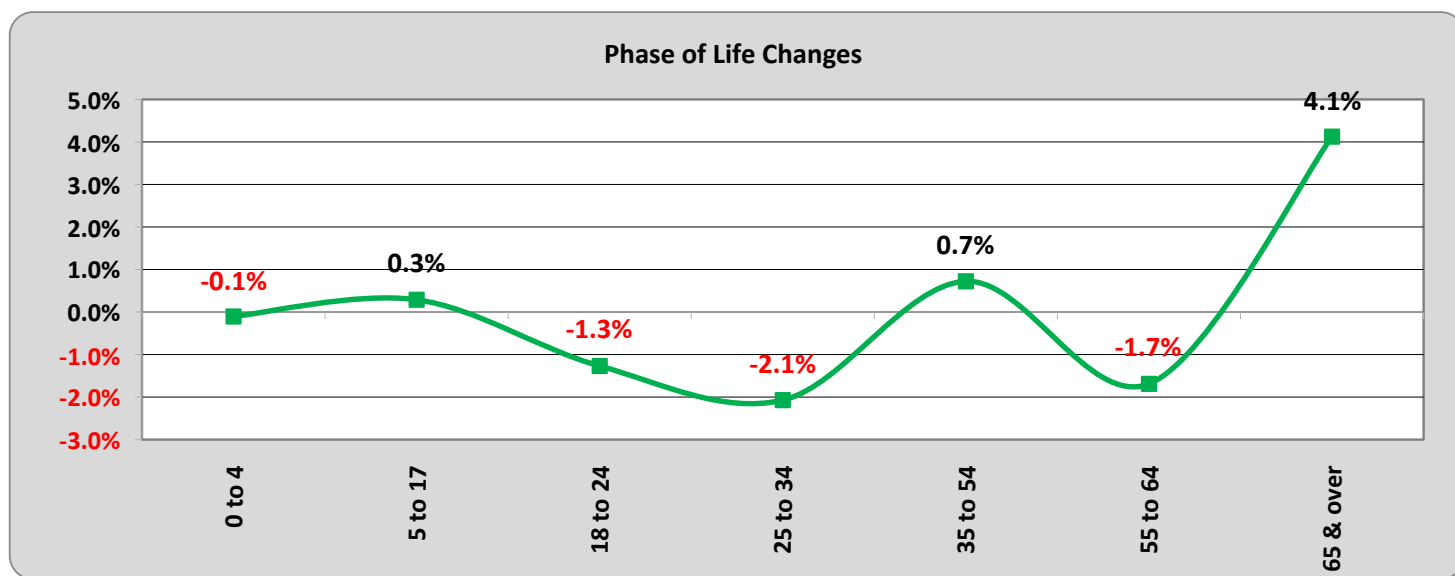
PHASE OF LIFE

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

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

Phase of Life	2010	2018	2023	2028	2010%	2018%	2023%	2028%	Estimated 10 Year %pt Change 2018 - 2028
Before Formal Schooling Ages 0 to 4	11,323	12,783	13,726	14,384	5.7%	5.8%	5.8%	5.7%	-0.1%
Required Formal Schooling Ages 5 to 17	30,770	31,665	34,044	37,024	15.4%	14.3%	14.3%	14.6%	0.3%
College/Career Starts Ages 18 to 24	28,606	28,185	28,336	29,077	14.3%	12.7%	11.9%	11.4%	-1.3%
Singles & Young Families Ages 25 to 34	26,154	30,243	29,629	29,394	13.1%	13.6%	12.5%	11.6%	-2.1%
Families & Empty Nesters Ages 35 to 54	51,042	52,497	56,875	62,000	25.5%	23.7%	23.9%	24.4%	0.7%
Enrichment Years Sing/Couples Ages 55 to 64	25,965	28,377	28,643	28,229	13.0%	12.8%	12.1%	11.1%	-1.7%
Retirement Opportunities Age 65 and over	26,380	37,993	46,383	54,023	13.2%	17.1%	19.5%	21.3%	4.1%

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 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 increasing as a percentage of the total population.

In summary it may be that the community is experiencing some growth of children of school age.
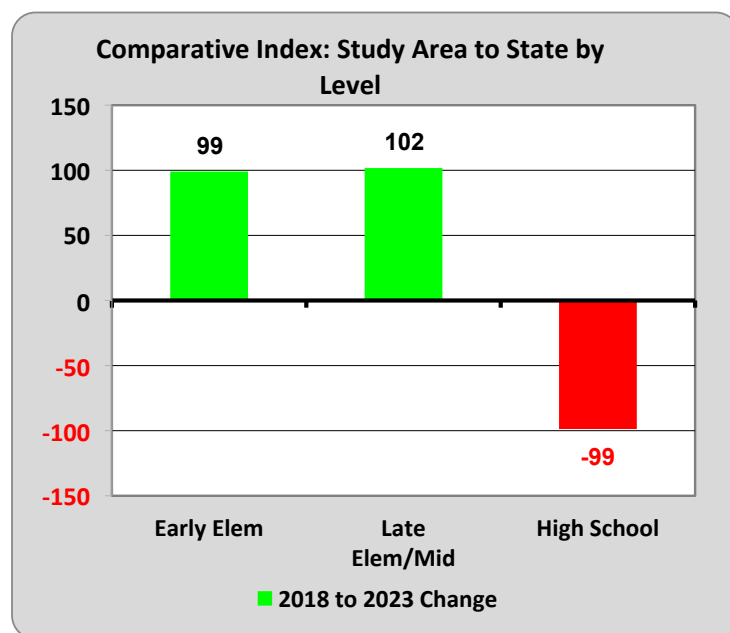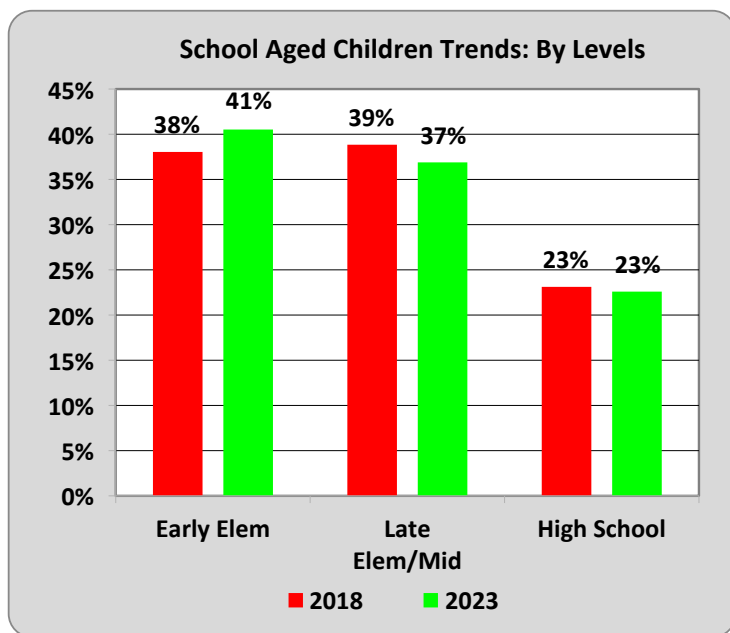
INSITE #4: SCHOOL AGED CHILDREN TRENDS

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	2018	2023	2010%	2018%	2023%	Estimated 5 Year %pt Change 2018 - 2023
Early Elementary							
Ages 5 to 9	11,237	12,046	13,795	36.5%	38.0%	40.5%	2.5%
Late Elementary-Middle School							
Ages 10 to 14	12,002	12,299	12,558	39.0%	38.8%	36.9%	-2.0%
High School							
Ages 15 to 17	7,531	7,320	7,691	24.5%	23.1%	22.6%	-0.5%

School Aged Children Trends: By Levels

Comparative Index: Study Area to State by Level

Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 17 by 2.5%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -2.0%.

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

Overall, children are aging through, but there is some evidence of a resurgence of children in the younger years.

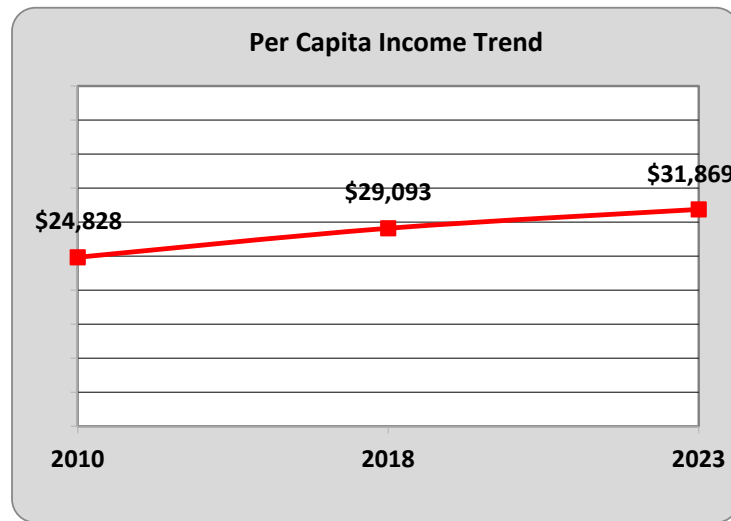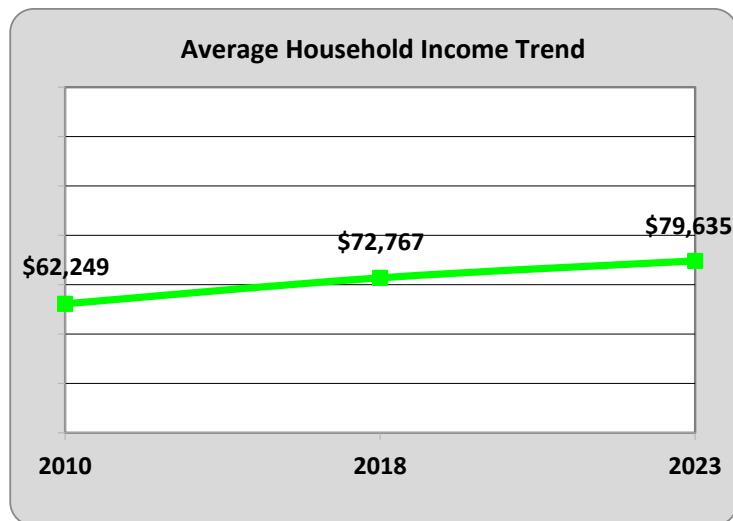# INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects the average income for each household, whether family or non-family.

Per Capita Income is a measure of the average income of all persons within a household. For family households, this would include all children. It does not mean that each person actually contributes to the average income from work. It is calculated by dividing the aggregate household income by the population.

In this study area, the estimated current year average household income is $72,767. The average household income is projected to grow by 9.4% to $79,635.

The estimated per capita income for the current year is $29,093. The Per Capita Income is projected to grow by 9.5% to $31,869.

Average Household Income Trend

$62,249 (2010)
$72,767 (2018)
$79,635 (2023)

Per Capita Income Trend

$24,828 (2010)
$29,093 (2018)
$31,869 (2023)

Income Trends	2010	2018	2023	2010%	2018%	2023%	Estimated 5 Year %pt Change 2018 - 2023
Households							
Less than $10,000	6,357	6,317	5,838	8.0%	7.1%	6.1%	-1.0%
$10,000 to $14,999	4,727	4,089	4,089	5.9%	4.6%	4.3%	-0.3%
$15,000 to $24,999	8,755	9,070	8,827	11.0%	10.2%	9.3%	-0.9%
$25,000 to $34,999	8,953	8,506	8,312	11.2%	9.6%	8.7%	-0.9%
$35,000 to $49,999	11,625	11,293	11,615	14.6%	12.7%	12.2%	-0.5%
$50,000 to $74,999	15,825	16,887	17,374	19.8%	19.0%	18.3%	-0.8%
$75,000 to $99,999	10,958	12,189	13,284	13.7%	13.7%	14.0%	0.2%
$100,000 to $149,999	8,550	12,521	15,229	10.7%	14.1%	16.0%	1.9%
$150,000 to $199,999	2,145	5,001	6,105	2.7%	5.6%	6.4%	0.8%
$200,000 or more	1,972	2,783	4,426	2.5%	3.1%	4.7%	1.5%
Totals	**79,867**	**88,656**	**95,099**				

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 30.2% of all family incomes exceed $100,000 per year. In five years that number is projected to be 29.9%.

Income Trends	2018	2023	2018%	2023%	Estimated 5 Year %pt Change 2018 - 2023
Families					
Less than $10,000	2,284	2,450	4.2%	4.2%	-0.05%
$10,000 to $14,999	1,511	1,625	2.8%	2.8%	-0.03%
$15,000 to $24,999	3,399	3,649	6.3%	6.2%	-0.07%
$25,000 to $34,999	3,911	4,607	7.2%	7.8%	0.61%
$35,000 to $49,999	6,681	7,218	12.3%	12.3%	-0.07%
$50,000 to $74,999	10,952	11,866	20.2%	20.1%	-0.06%
$75,000 to $99,999	9,090	9,837	16.8%	16.7%	-0.07%
$100,000 to $149,999	10,044	10,862	18.5%	18.4%	-0.09%
$150,000-$199,999	4,012	4,304	7.4%	7.3%	-0.09%
$200,000 or more	2,315	2,471	4.3%	4.2%	-0.08%
Totals	**54,199**	**58,889**			

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	2018
Asian Household Income	$59,126
Black/ African American Household Income	$21,928
Hispanic/Latino Household Income	$43,381
White/Anglo Household Income	$59,535
P Is, Am Indian Other Household Income	$41,677
Average	$45,129

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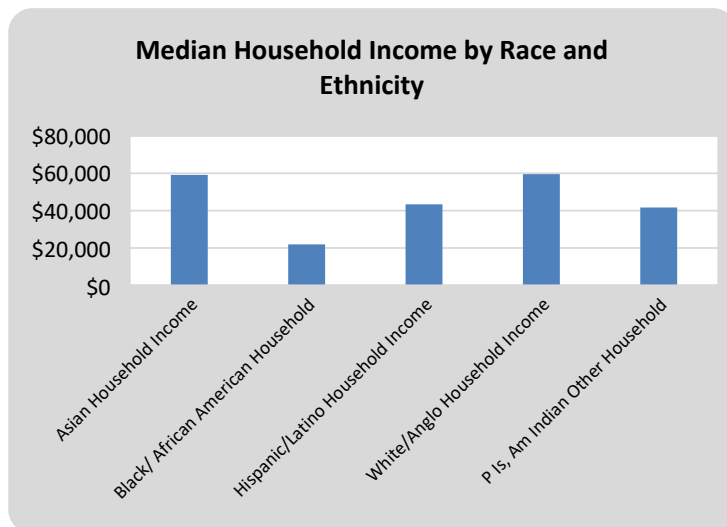
INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

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	2018	2023	2010%	2018%	2023%	Estimated 5 Year %pt Change 2018 - 2023
Households with Children under 18							
Married Couple	15,507	15,921	16,919	70.1%	72.9%	72.4%	-0.5%
Single Parent	6,610	5,933	6,461	29.9%	27.1%	27.6%	0.5%

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.

Households with Children: Projected Change

Households with Children Under 18 Compared to State

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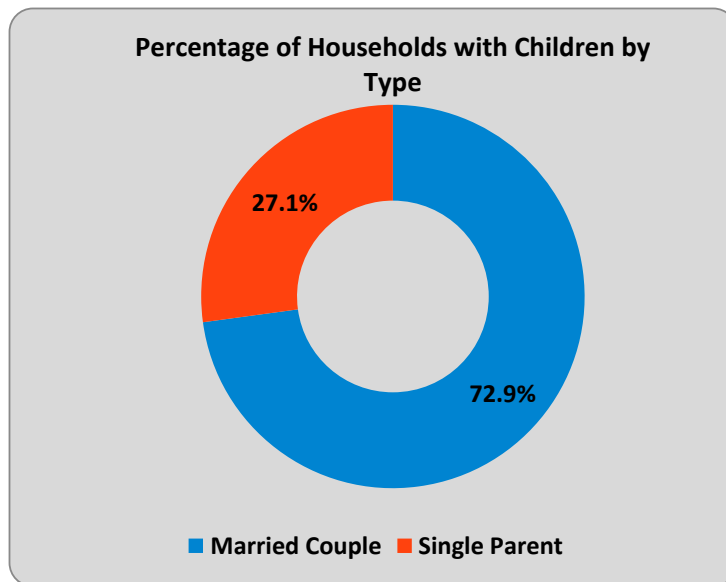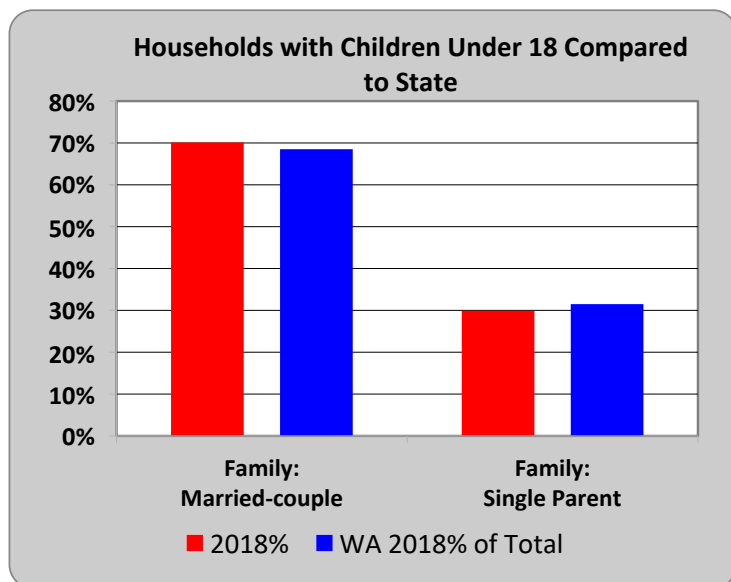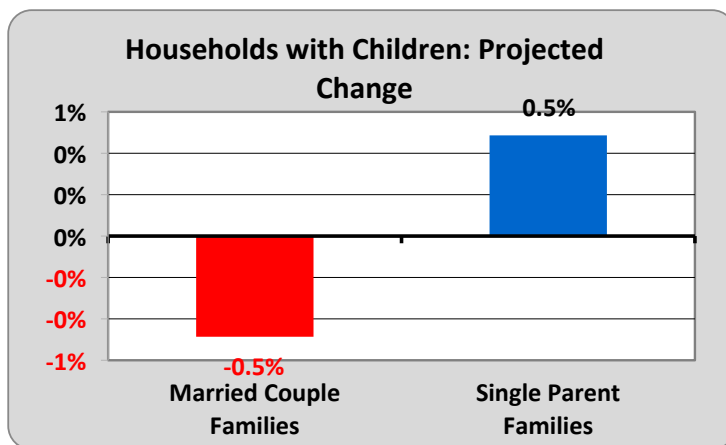
INSITE #7: MARITAL STATUS TRENDS

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	2018	2023	2010%	2018%	2023%	2010 to 2023 %pt Change
Population by Marital Status: Age 15+							
Never Married	54,779	62,818	66,852	32.6%	33.6%	33.4%	0.8%
Married	86,921	94,265	101,387	51.7%	50.4%	50.7%	-1.0%
Divorced	15,853	18,572	19,662	9.4%	9.9%	9.8%	0.4%
Separated	3,072	2,648	2,777	1.8%	1.4%	1.4%	-0.4%
Widowed	7,431	8,746	9,407	4.4%	4.7%	4.7%	0.3%

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

Marital Status: Comparison to the State
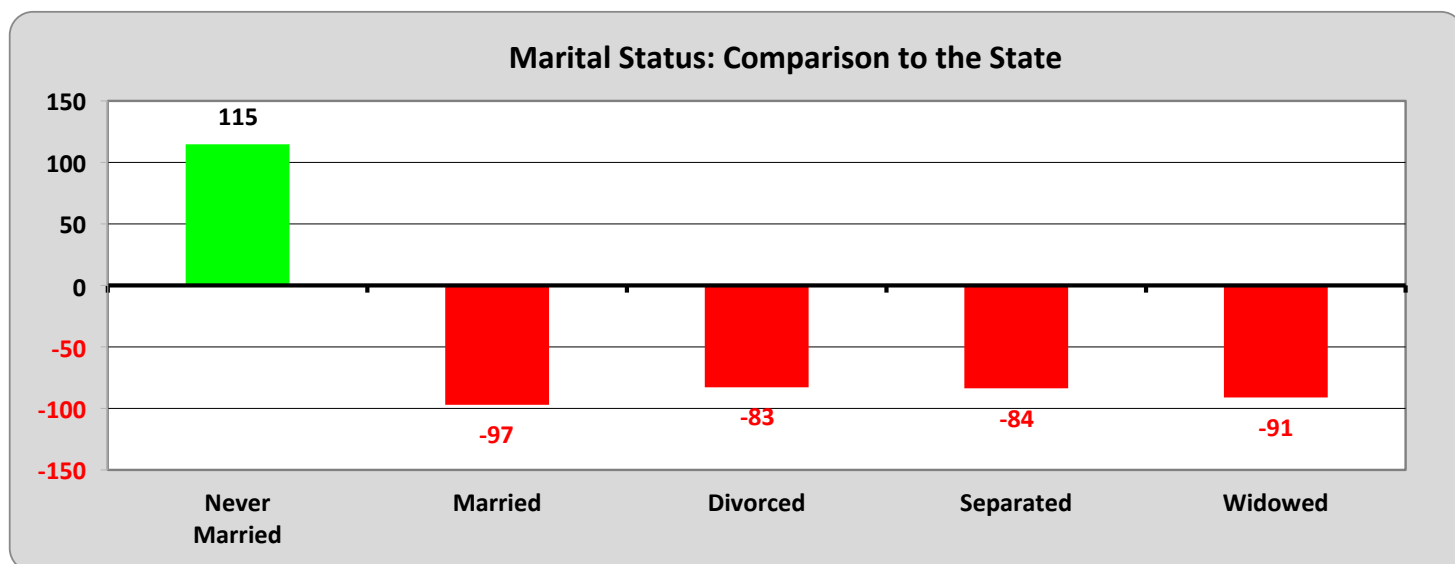
Women 15 years and older are more likely to be divorced than men.

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

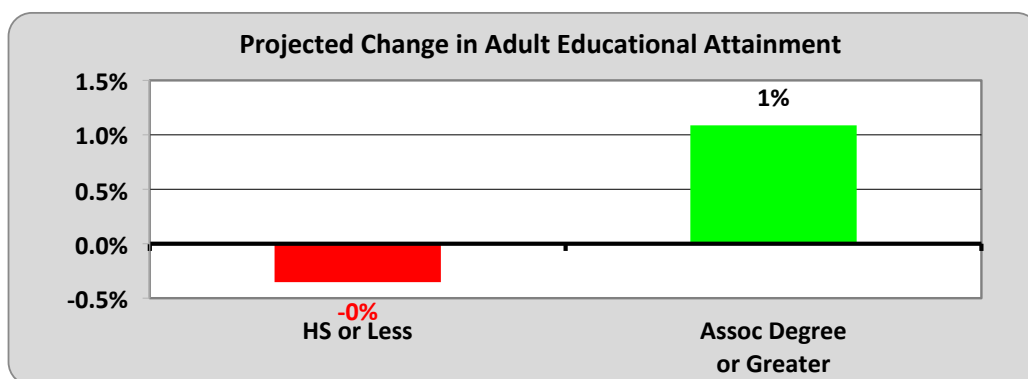Single Female and Male Comparison by Type (CY)
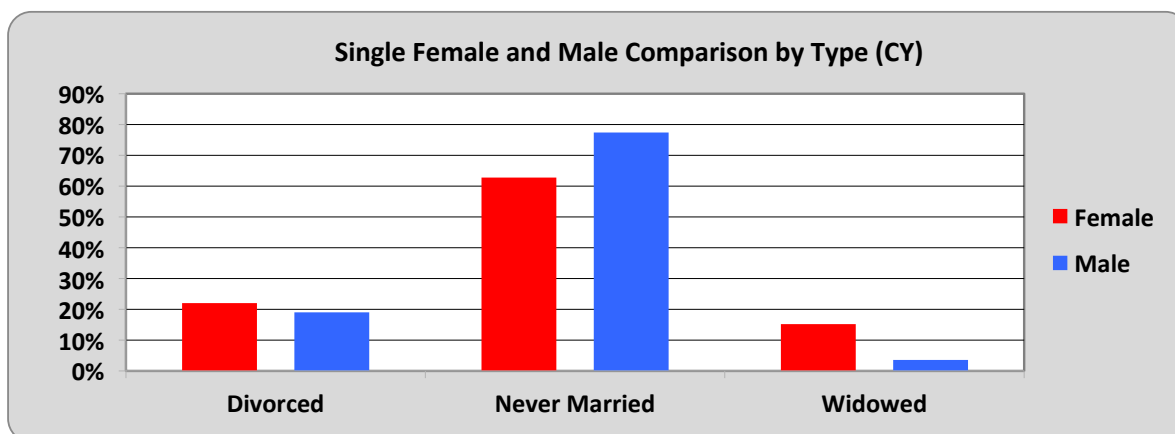
The level of educational attainment of a community's adult population is an important indicator of its opportunities and challenges. This analysis will look at the Adult Educational Attainment from three perspectives.
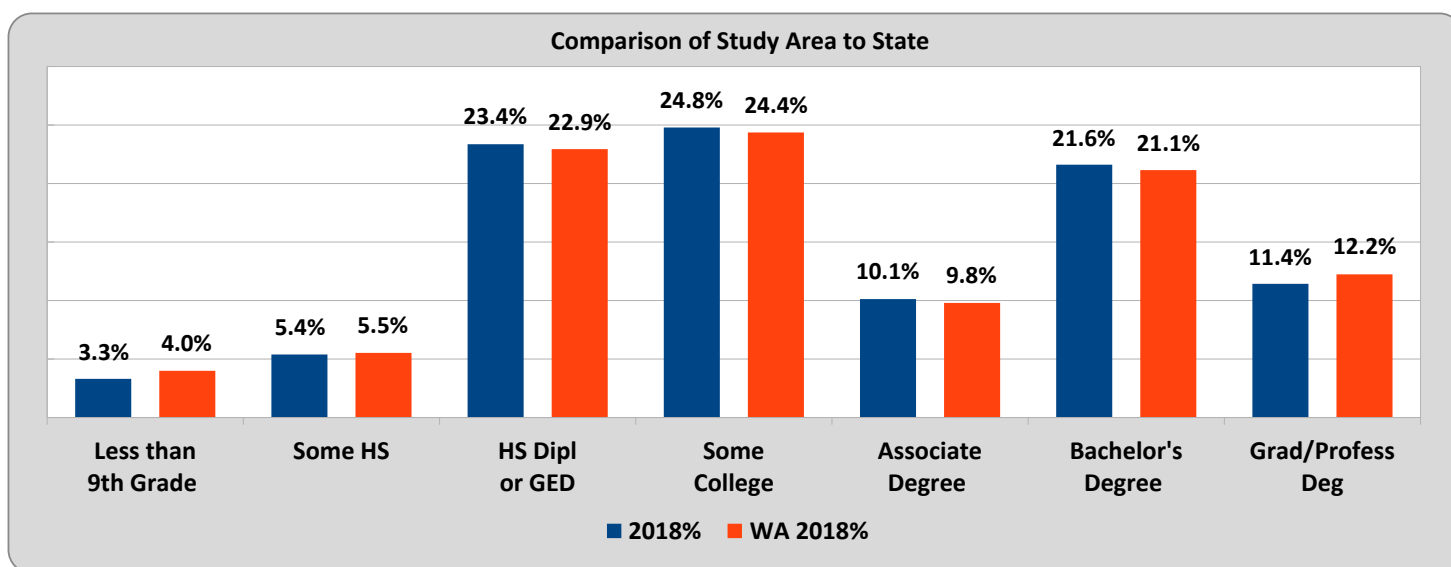
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of WASHINGTON. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 1.1%.

Projected Change in Adult Educational Attainment

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

EDUCATIONAL LEVEL COMPARED TO THE STATE

Comparison of Study Area to State

	Less than 9th Grade	Some HS	HS Dipl or GED	Some College	Associate Degree	Bachelor's Degree	Grad/Profess Deg
2018%	3.3%	5.4%	23.4%	24.8%	10.1%	21.6%	11.4%
WA 2018%	4.0%	5.5%	22.9%	24.4%	9.8%	21.1%	12.2%

	2010	2018	2023	WA 2018%	2018 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	3.0%	3.3%	3.3%	4.0%	83
Some HS	6.3%	5.4%	5.0%	5.5%	98
HS Dipl or GED	24.6%	23.4%	22.6%	22.9%	102
Some College	24.3%	24.8%	24.8%	24.4%	102
Associate Degree	10.2%	10.1%	10.4%	9.8%	103
Bachelor's Degree	21.0%	21.6%	22.3%	21.1%	102
Grad/Profess Deg	10.6%	11.4%	11.5%	12.2%	93

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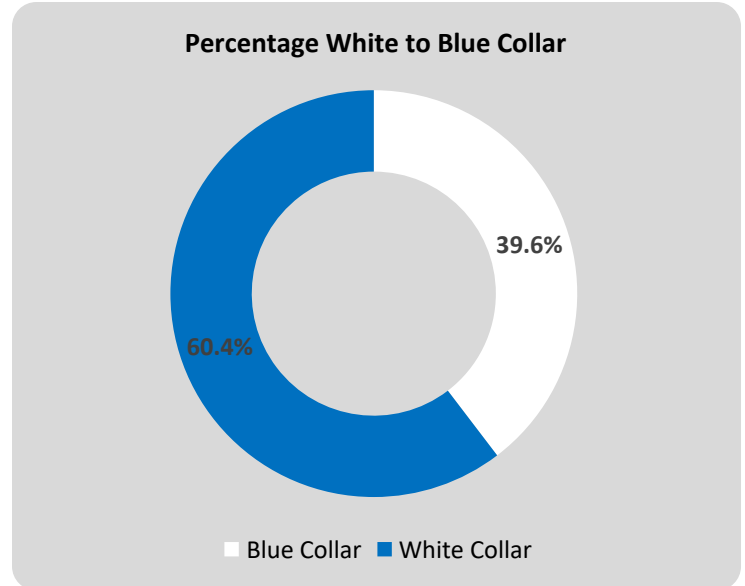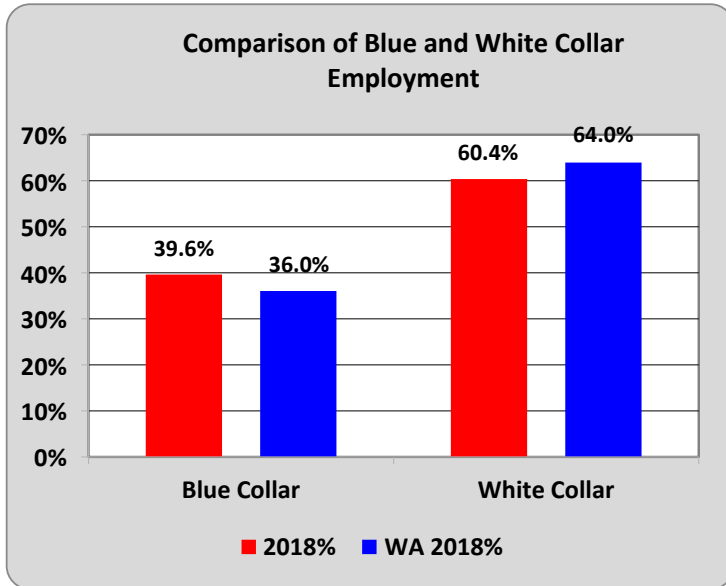
INSITE #9: POPULATION BY EMPLOYMENT

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

Comparison of Blue and White Collar Employment

Blue Collar: 39.6% (2018%), 36.0% (WA 2018%)
White Collar: 60.4% (2018%), 64.0% (WA 2018%)

Percentage White to Blue Collar

Blue Collar: 39.6%
White Collar: 60.4%

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2018	WA 2018	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.9%	3.4%	113	Well above the state average.
Construction	7.9%	7.9%	100	At about the state average.
Farming, Fishing, & Forestry	2.1%	1.8%	119	Well above the state average.
Food Preparation Serving	6.7%	5.4%	123	Well above the state average.
Healthcare Support	2.4%	2.2%	109	Well above the state average.
Managerial Executive	14.1%	16.0%	88	Well below the state average.
Office Admin	12.8%	12.3%	104	At about the state average.
Personal Care	4.7%	4.2%	111	Well above the state average.
Production Transportation	12.3%	11.4%	108	At about the state average.
Prof Specialty	20.5%	23.5%	87	Well below the state average.
Protective	2.1%	1.9%	110	Well above the state average.
Sales	10.5%	9.9%	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.

	2018	2018%	State %	Comp Index	*Relative to the WA State Ave.*
Mosaic Segments					
O51 Singles and Starters - Digital Dependents	9,362	10.6%	6.4%	165	Well above the state average
O53 Singles and Starters - Colleges and Cafes	6,811	7.7%	0.9%	812	Well above the state average
K40 Significant Singles - Bohemian Groove	6,030	6.8%	3.0%	224	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	5,493	6.2%	3.5%	178	Well above the state average
E20 Thriving Boomers - No Place Like Home	4,606	5.2%	2.8%	183	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	4,464	5.0%	4.7%	107	About average for the state
Q65 Golden Year Guardians - Senior Discounts	4,134	4.7%	3.2%	148	Well above the state average
Q62 Golden Year Guardians - Reaping Rewards	3,908	4.4%	2.1%	208	Well above the state average
O54 Singles and Starters - Striving Single Scene	3,835	4.3%	4.9%	88	Somewhat below the state average
J34 Autumn Years - Aging in Place	3,828	4.3%	3.5%	125	Somewhat above the state average
C11 Booming with Confidence - Aging of Aquarius	3,532	4.0%	4.1%	97	About average for the state
Q64 Golden Year Guardians - Town Elders	3,314	3.7%	4.6%	82	Somewhat below the state average
H27 Middle-class Melting Pot - Birkenstocks and Beemers	2,964	3.3%	1.6%	210	Well above the state average
F22 Promising Families - Fast Track Couples	2,805	3.2%	4.4%	71	Somewhat below the state average
I30 Family Union - Stockcars and State Parks	2,717	3.1%	0.8%	380	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.

For 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	Final Birth	2010		2016		2021		2026	
Homeland (Z)	Artist	2005	2025	11,323	5.8%	27,248	12.7%	42,562	18.3%	71,467	28.1%
Millennial (Y)	Hero	1982	2004	65,935	33.7%	69,062	32.1%	74,291	31.9%	71,397	28.1%
Gen X (13th)	Nomad	1961	1981	52,274	26.7%	55,337	25.7%	57,794	24.8%	60,136	23.7%
Boom	Prophet	1946	1960	39,679	20.3%	39,602	18.4%	40,447	17.4%	37,954	14.9%
Silent	Artist	1925	1945	22,792	11.7%	21,145	9.8%	15,413	6.6%	11,370	4.5%
GI	Hero	1901	1924	3,588	1.8%	2,784	1.3%	2,218	1.0%	1,808	0.7%
			Totals:	195,591	100.0%	215,177	100%	232,725	100%	254,132	100.0%

For more information on Generational types, go to http://www.fourthturning.com/

Strauss and Howe Generations: Projected Percentages
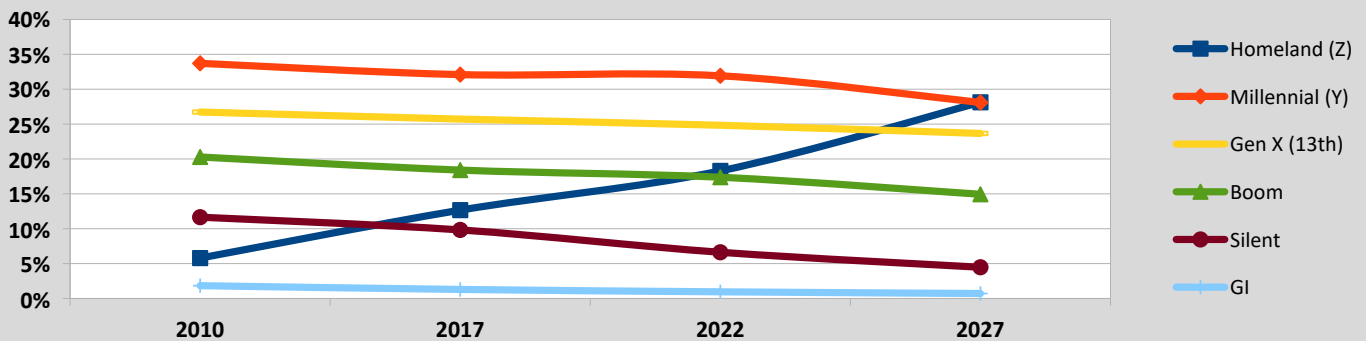
Generations Current Year Percentage
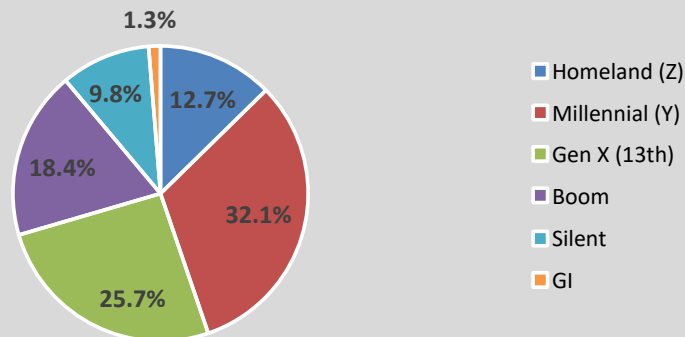
INSITE #12: RELIGIOUS PROGRAM OR MINISTRY PREFERENCES

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

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	35.5%	7.0%	33.9%	7.3%	105	96
Addiction support groups	36.8%	7.7%	29.1%	7.7%	127	100
Health/weight loss programs	33.0%	6.7%	34.4%	7.5%	96	90
Practical training seminars	36.8%	6.7%	38.1%	6.7%	96	99
Family Support and Intervention Services	40.8%	9.8%	36.5%	10.5%	112	93
Crisis support groups	36.2%	10.3%	41.9%	10.1%	86	101
Daycare/After-School Programs	26.4%	6.9%	27.2%	7.8%	97	87
Family oriented activities	39.0%	15.7%	42.6%	17.5%	91	90
Marriage enrichment	33.2%	9.5%	36.5%	9.7%	91	98
Parenting development	28.7%	7.3%	30.9%	7.9%	93	91
Personal/family counseling	39.4%	9.2%	40.0%	10.1%	98	90
Community Involvement and Advocacy Programs	50.7%	13.3%	47.7%	13.8%	106	96
Adult social activities	44.6%	13.3%	52.1%	14.4%	86	92
Involvement in social causes	44.6%	14.9%	47.4%	13.6%	94	109
Social justice advocacy work	38.9%	12.2%	40.5%	11.5%	96	106
Opportunities for volunteering in the community	49.0%	15.3%	50.8%	15.8%	97	97
Community Activities or Cultural Programs	45.8%	10.8%	43.3%	12.9%	106	84
Cultural programs (music, drama, art)	37.8%	12.4%	46.5%	11.3%	81	109
Holiday programs/activities	48.0%	12.8%	49.8%	14.5%	96	88
Seniors/retiree activities	40.3%	12.6%	41.9%	13.4%	96	94
Youth social activities	32.6%	11.4%	35.1%	12.3%	93	92
Religious/Spiritual Programs	30.3%	12.9%	37.4%	18.1%	81	71
Bible or Scripture study/prayer groups	33.3%	15.6%	32.6%	15.9%	102	98
Christian education for children	26.1%	12.4%	29.5%	14.9%	88	83
Contemporary worship experiences	37.0%	9.8%	39.1%	11.5%	95	85
Spiritual discussion groups	37.1%	10.9%	39.0%	11.6%	95	94
Traditional worship experiences	35.9%	17.1%	38.9%	20.7%	92	83
Warm and friendly encounters	45.7%	30.9%	45.3%	33.8%	101	91
The quality of sermons	18.0%	12.1%	36.9%	28.5%	49	43

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 study area on the MissionInsite website.

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.