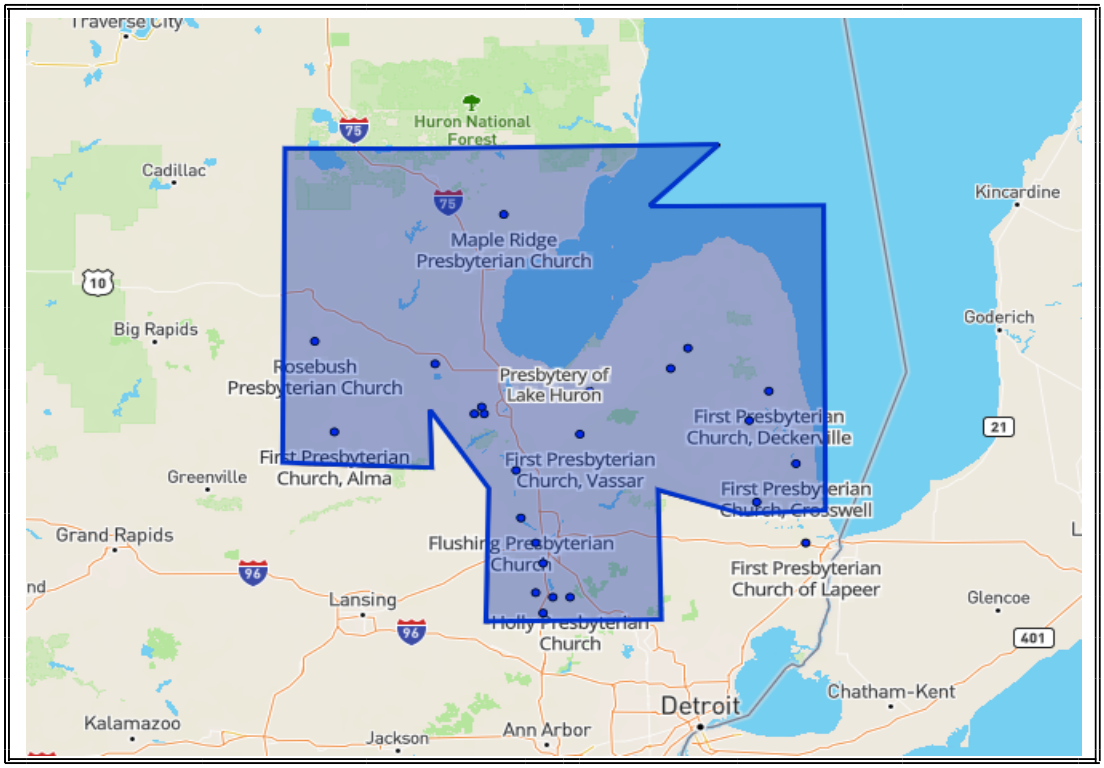
The ExecutiveInsite Report

Prepared for:	Presbytery of Lake Huron
Study area:	Presbytery of Lake Huron
Base State:	MI
Current Year Estimate:	2022
5 Year Projection:	2027
Date:	5/11/2023
Semi-Annual Projection:	Fall

This ExecutiveInsite Report has been prepared for Presbytery of Lake Huron. 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
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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 1,356,788. The 2027 projection would see the area remain stable at -2,299 to a total population of 1,354,489. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to decline by -0.2% in the next five years, the state is projected to grow by 2.0%. The study area's estimated average change rate is 0.0%.

Households:

The households within the community are declining faster than the population, thus the average population per household in 2010 was 2.54 but by 2027 it is projected to be 2.55. Compare this to the statewide average which for the current year is estimated at 2.55 persons per household.

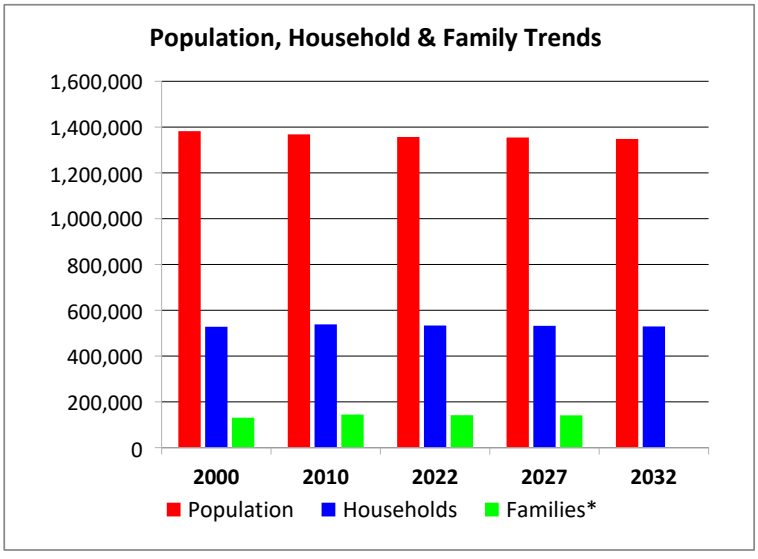
Population Per Household

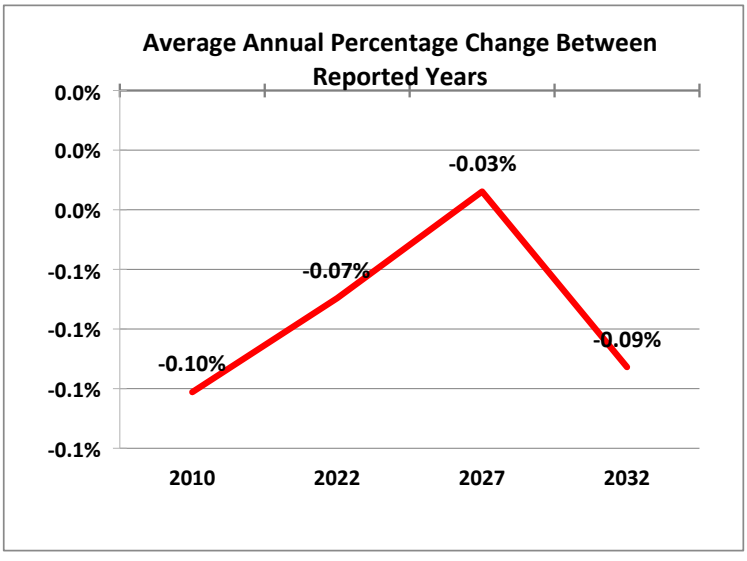
Population per Household: The relationship between population and households provides a hint about how the community is changing. When population grows faster than households, it suggests an increase in the persons per household. This can only happen when more persons are added either by birth or other 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. 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	2022	2027	2032
Population	**1,382,208**	**1,368,224**	**1,356,788**	**1,354,489**	**1,348,206**
Population Change		-13,984	-11,436	-2,299	-6,283
Percent Change		-1.0%	-0.8%	-0.2%	-0.5%
Households	**527,968**	**538,337**	**533,398**	**532,043**	**529,311**
Households Change		10,369	-4,939	-1,355	-2,732
Percent Change		2.0%	-0.9%	-0.3%	-0.5%
Population / Households	**2.62**	**2.54**	**2.54**	**2.55**	**2.55**
Population / Households Change		-0.08	0.00	0.00	0.00
Percent Change		-2.9%	0.1%	0.1%	0.0%
Families	**130,688**	**144,556**	**141,745**	**141,052**	
Families Change		13,868	-2,811	-693	
Percent Change		10.6%	-1.9%	-0.5%	



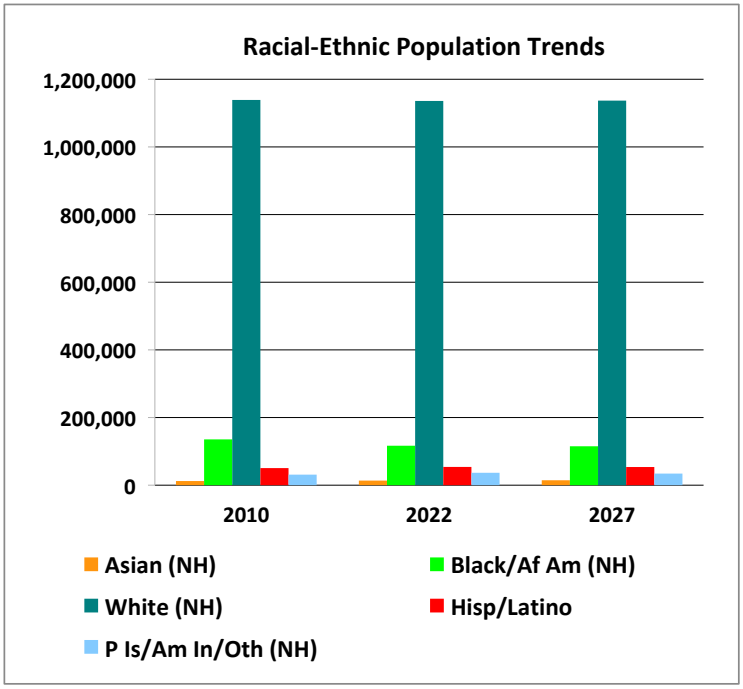


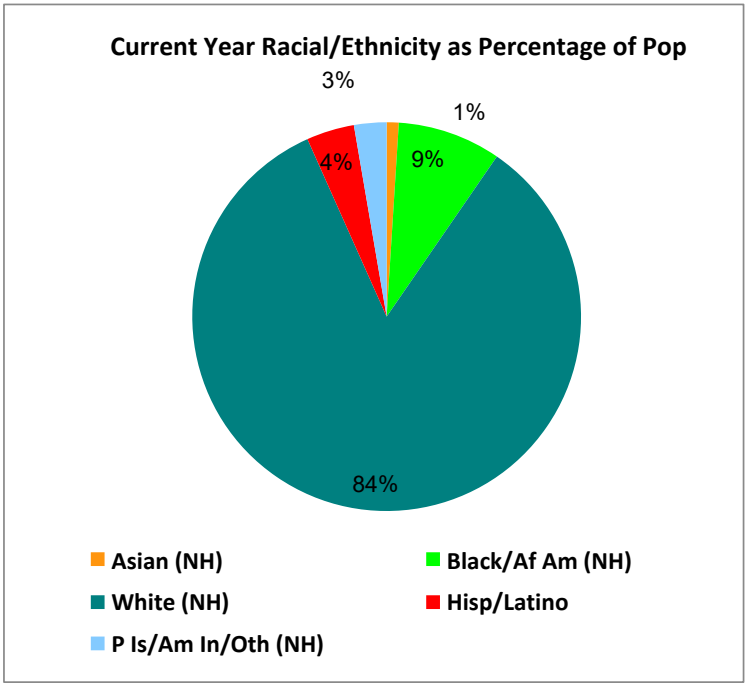
NOTE: Family Household data is not projected out 10 years.

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	2022	2027	2010%	2022 %	2027 %	2010 to 2027 %pt Change
Race and Ethnicity							
Asian (NH)	12,273	13,583	14,566	0.90%	1.00%	1.08%	0.18%
Black/Afr Amer (NH)	135,390	116,646	115,041	9.90%	8.60%	8.49%	-1.40%
White (NH)	1,138,857	1,135,908	1,136,884	83.24%	83.72%	83.93%	0.70%
Hispanic/Latino	50,525	53,976	53,707	3.69%	3.98%	3.97%	0.27%
P Is/Am In/Oth (NH)	31,179	36,674	34,291	2.28%	2.70%	2.53%	0.25%
Totals:	**1,368,224**	**1,356,787**	**1,354,489**				

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.

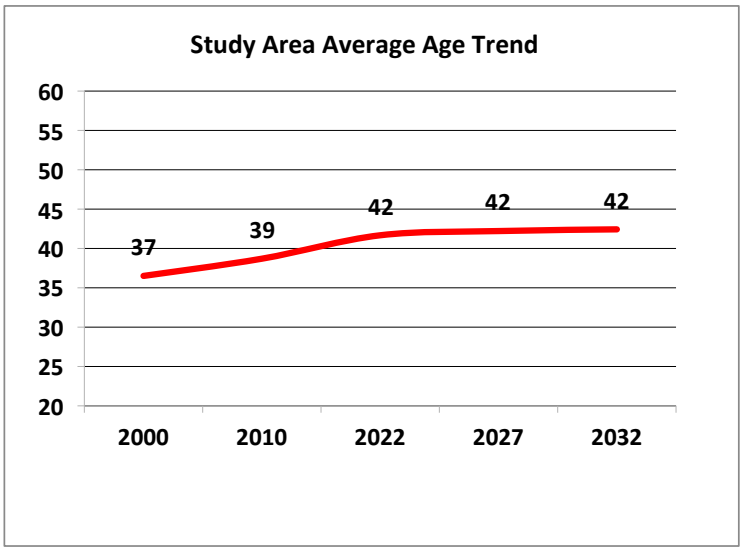
The Age Trend Insite explores two variables: Average age and Phase of Life.

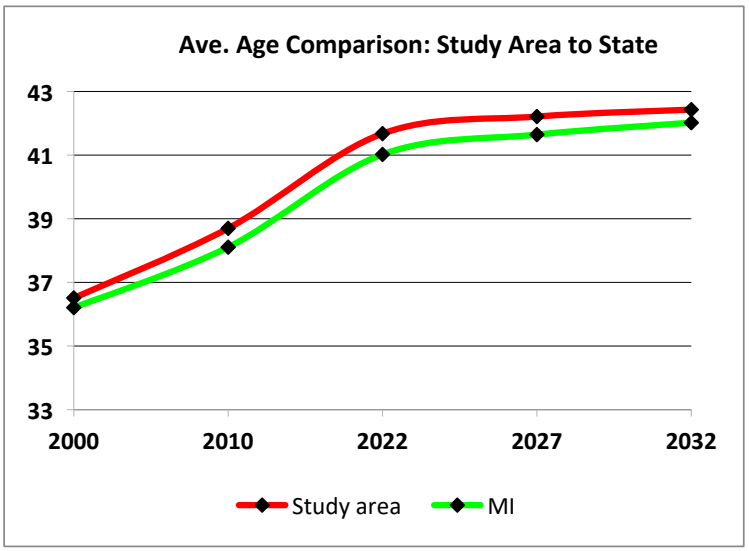
Average Age Trends provides five important snapshots of a community from five data points; the 2000 census, the last census, the current year estimate, the five-year projection and the ten year forecast. These five numbers will indicate the aging direction of a community.

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	**36.51**	**38.70**	**41.68**	**42.21**	**42.43**
Percent Change		6.0%	7.7%	1.3%	0.5%
Average Age: MI	**36.21**	**38.11**	**41.02**	**41.65**	**42.02**
Percent Change		5.2%	7.6%	1.5%	0.9%
Comparative Index	101	102	102	101	101
Median Age: Study Area	**35**	**39**	**40**	**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 about the same as the study area.

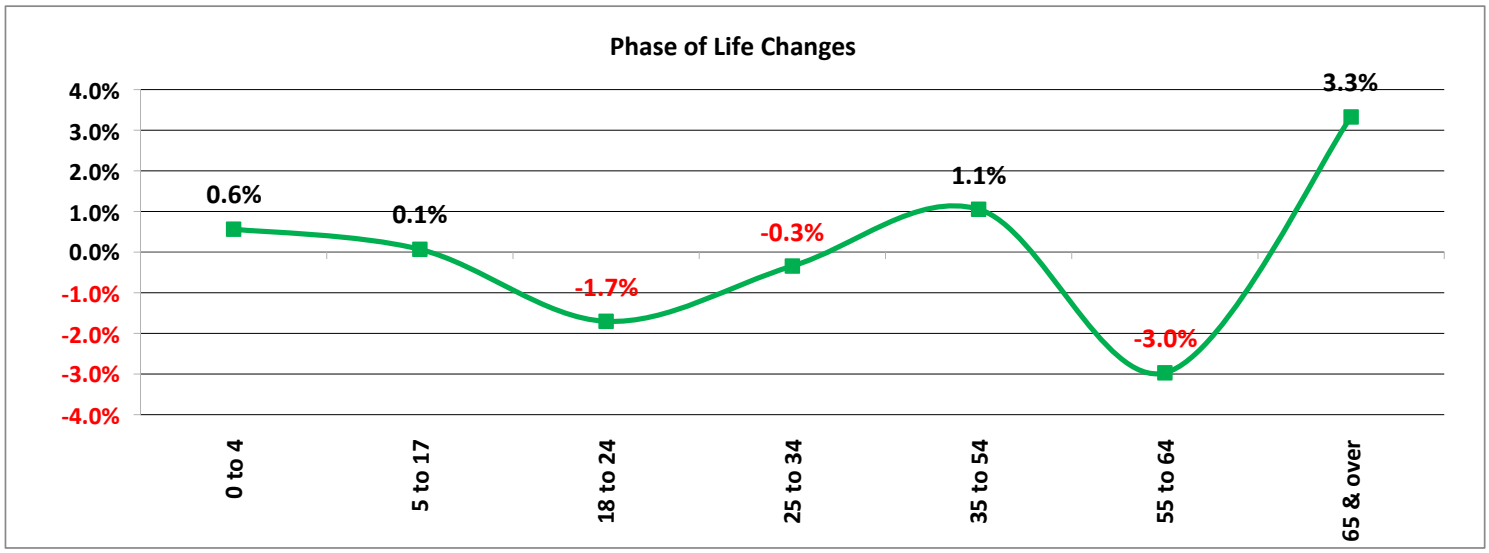
INSITE #3: AGE TRENDS (continued)

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
Before Formal Schooling									
Ages 0 to 4	79,319	73,191	76,530	80,411	5.8%	5.4%	5.7%	6.0%	0.6%
Required Formal Schooling									
Ages 5 to 17	242,278	190,962	185,539	190,859	17.7%	14.1%	13.7%	14.1%	0.1%
College/Career Starts									
Ages 18 to 24	135,263	146,537	134,750	122,765	9.9%	10.8%	9.9%	9.1%	-1.7%
Singles & Young Families									
Ages 25 to 34	147,930	178,873	184,938	173,275	10.8%	13.2%	13.7%	12.8%	-0.3%
Families & Empty Nesters									
Ages 35 to 54	383,806	299,014	295,159	311,616	28.1%	22.0%	21.8%	23.1%	1.1%
Enrichment Years Sing/Couples									
Ages 55 to 64	177,908	189,799	170,880	148,684	13.0%	14.0%	12.6%	11.0%	-3.0%
Retirement Opportunities									
Age 65 and over	201,721	278,413	306,693	321,786	14.7%	20.5%	22.6%	23.8%	3.3%



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

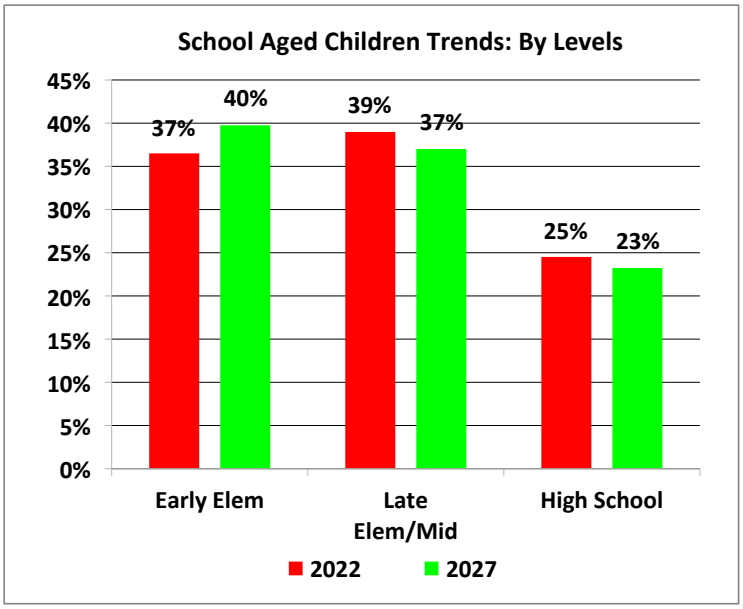
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely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

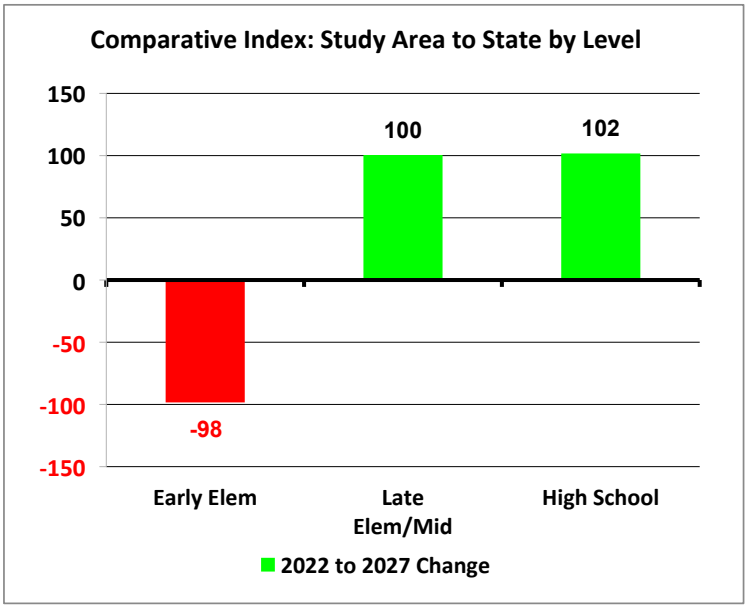
The school aged population includes all school aged children including those enrolled in public and private schools, those home schooled and children in institutions.

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	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Early Elementary							
Ages 5 to 9	87,385	69,703	73,766	36.1%	36.5%	39.8%	3.3%
Late Elementary-Middle School							
Ages 10 to 14	93,737	74,445	68,671	38.7%	39.0%	37.0%	-2.0%
High School							
Ages 15 to 17	61,156	46,813	43,102	25.2%	24.5%	23.2%	-1.3%





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 3.3%.

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 -1.3%.

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

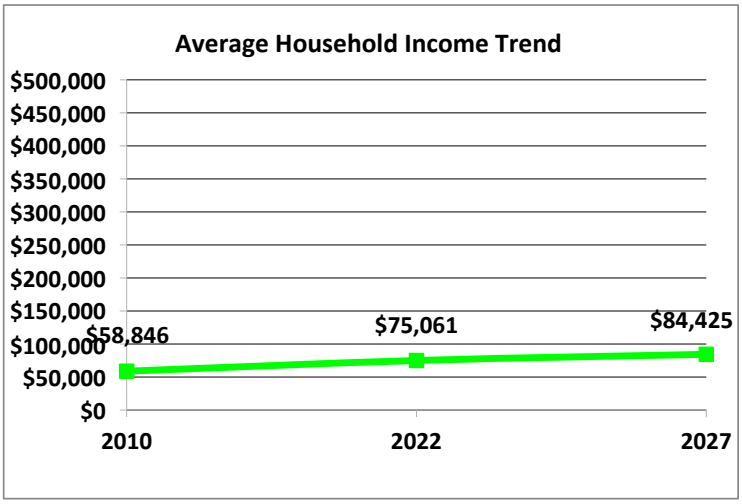
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

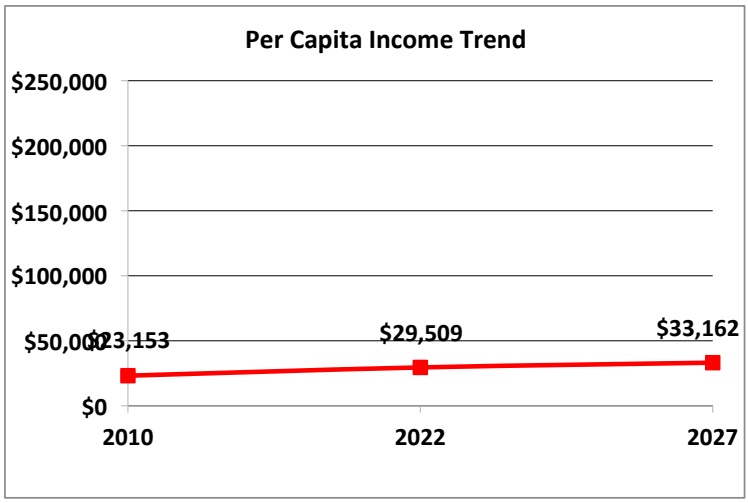
Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects the average income for each household, whether family or non-family.

In this study area, the estimated current year average household income is $75,061. The average household income is projected to grow by 12.5% to $84,425.

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.

The estimated per capita income for the current year is $29,509. The Per Capita Income is projected to grow by 12.4% to $33,162.





Income Trends	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households							
Less than $10,000	46,566	34,706	29,638	8.7%	6.5%	5.6%	-0.9%
$10,000 to $14,999	32,940	24,418	21,274	6.1%	4.6%	4.0%	-0.6%
$15,000 to $24,999	65,752	50,353	47,111	12.2%	9.4%	8.9%	-0.6%
$25,000 to $34,999	62,923	54,573	47,468	11.7%	10.2%	8.9%	-1.3%
$35,000 to $49,999	85,579	77,589	68,391	15.9%	14.5%	12.9%	-1.7%
$50,000 to $74,999	101,977	101,580	96,373	18.9%	19.0%	18.1%	-0.9%
$75,000 to $99,999	60,741	65,927	70,168	11.3%	12.4%	13.2%	0.8%
$100,000 to $149,999	55,123	71,950	80,741	10.2%	13.5%	15.2%	1.7%
$150,000 to $199,999	15,390	31,854	36,686	2.9%	6.0%	6.9%	0.9%
$200,000 or more	11,328	20,447	34,192	2.1%	3.8%	6.4%	2.6%
Totals	**538,319**	**533,397**	**532,042**				

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.

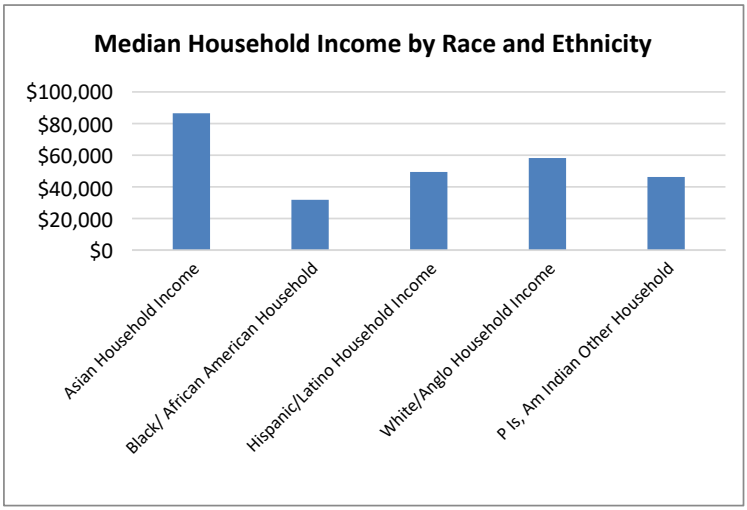
The number of families with annual incomes above $100,000 is projected to decline over the next five years. For the current year, it is estimated that 30.4% of all family incomes exceed $100,000 per year. In five years that number is projected to be 30.3%.

Income Trends	2022	2027	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Families					
Less than $10,000	14,470	13,823	4.1%	3.9%	-0.17%
$10,000 to $14,999	9,572	9,022	2.7%	2.5%	-0.15%
$15,000 to $24,999	23,214	22,499	6.5%	6.3%	-0.19%
$25,000 to $34,999	28,560	32,861	8.0%	9.2%	1.23%
$35,000 to $49,999	46,866	46,004	13.2%	12.9%	-0.21%
$50,000 to $74,999	72,750	71,843	20.4%	20.2%	-0.21%
$75,000 to $99,999	52,591	51,920	14.8%	14.6%	-0.16%
$100,000 to $149,999	61,746	61,338	17.3%	17.3%	-0.08%
$150,000-$199,999	28,096	27,949	7.9%	7.9%	-0.02%
$200,000 or more	18,476	18,276	5.2%	5.1%	-0.04%
Totals	**356,341**	**355,535**			

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	$86,511
Black/ African American Household Income	$31,820
Hispanic/Latino Household Income	$49,416
White/Anglo Household Income	$58,224
P Is, Am Indian Other Household Income	$46,251
Average	$54,444



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…

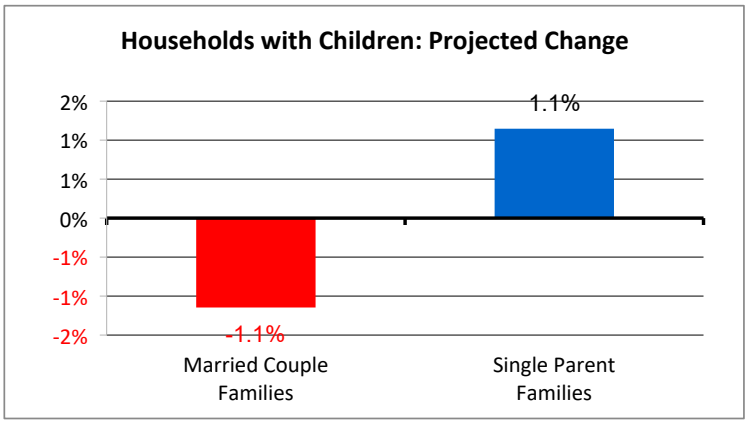
- Married couple families
- Single parent families (father or mother)

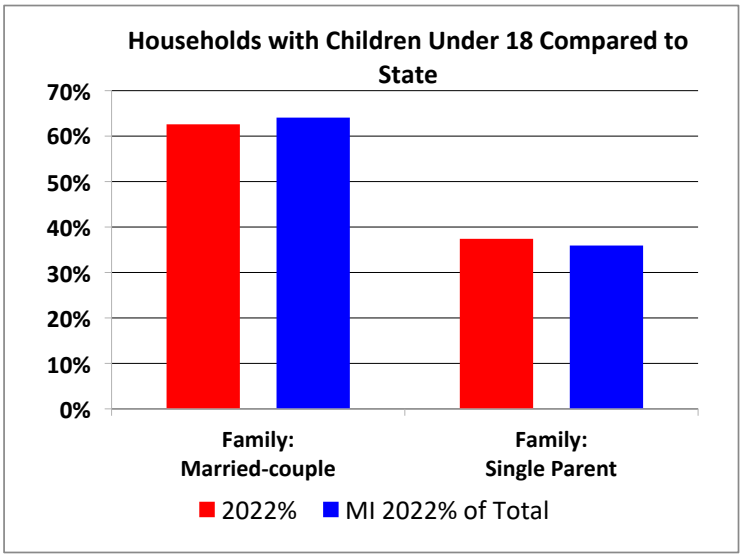
These two are reported for the study area in the table below.

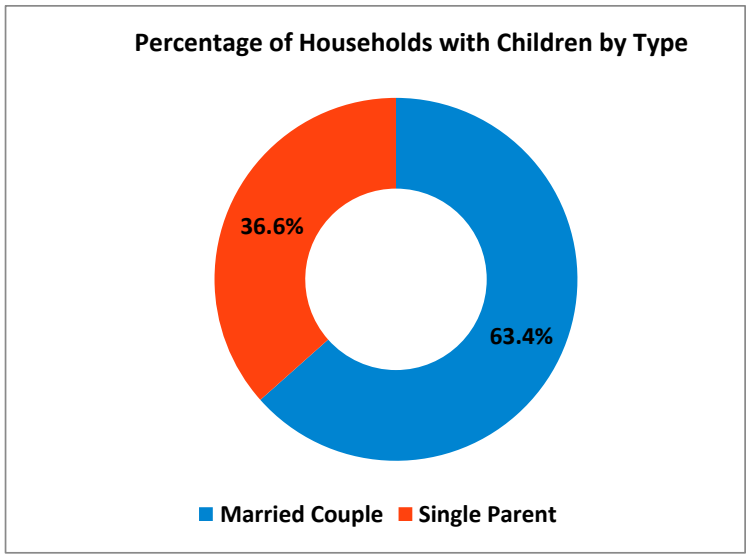
Households	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households with Children under 18							
Married Couple	104,254	87,981	83,738	62.6%	63.4%	62.3%	-1.1%
Single Parent	62,300	50,705	50,689	37.4%	36.6%	37.7%	1.1%

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

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







INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

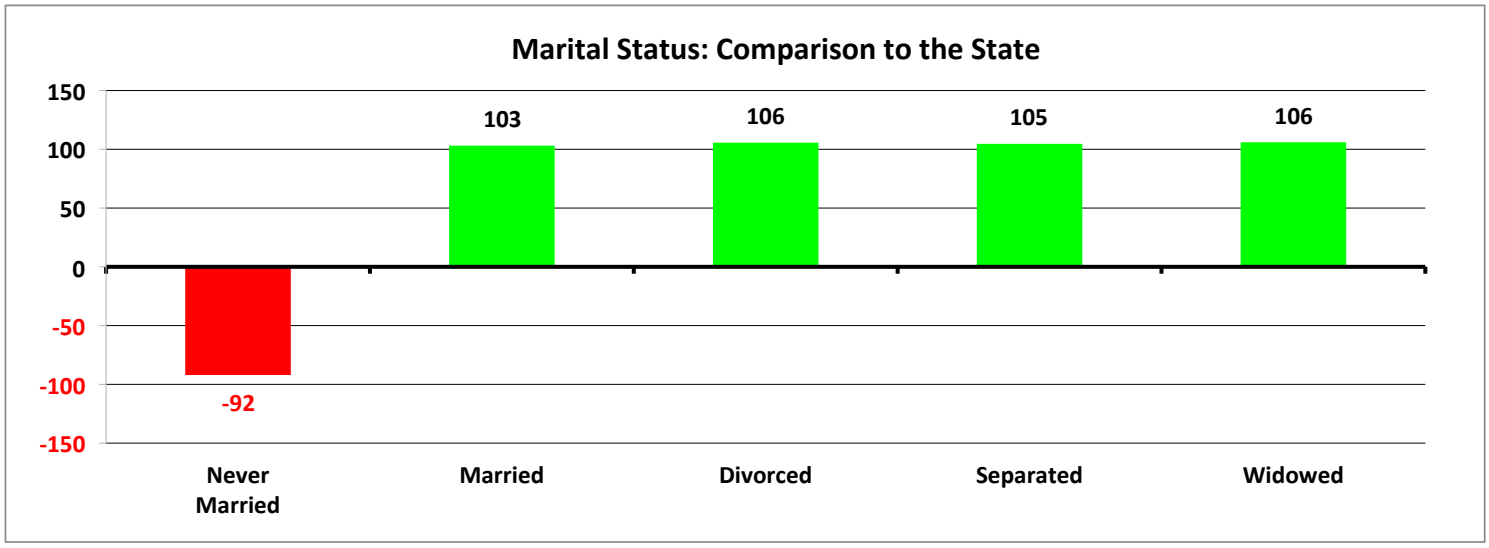
Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Trend information as well as a comparison to the study area's state marital status types provide two different views of this social reality.

Marital types reported include..

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

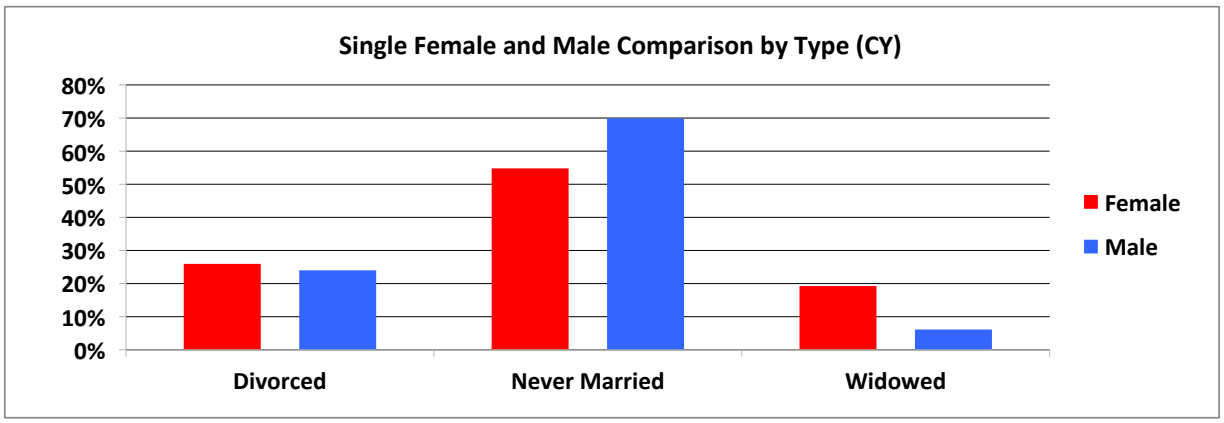
	2010	2022	2027	2010%	2022%	2027%	2010 to 2027 %pt Change
Population by Marital Status: Age 15+							
Never Married	310,041	345,432	347,224	27.5%	29.9%	30.2%	2.7%
Married	607,904	579,928	572,381	53.9%	50.2%	49.8%	-4.1%
Divorced	122,479	139,887	141,811	10.9%	12.1%	12.3%	1.5%
Separated	16,576	15,873	14,779	1.5%	1.4%	1.3%	-0.2%
Widowed	69,891	73,323	73,201	6.2%	6.4%	6.4%	0.2%

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.



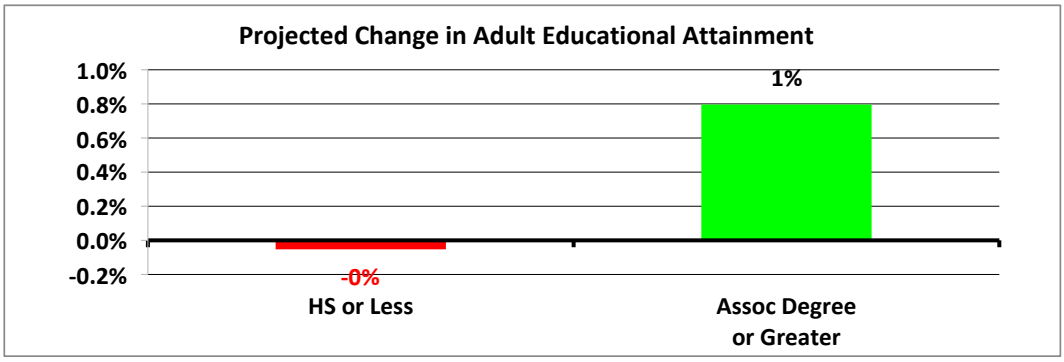
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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.

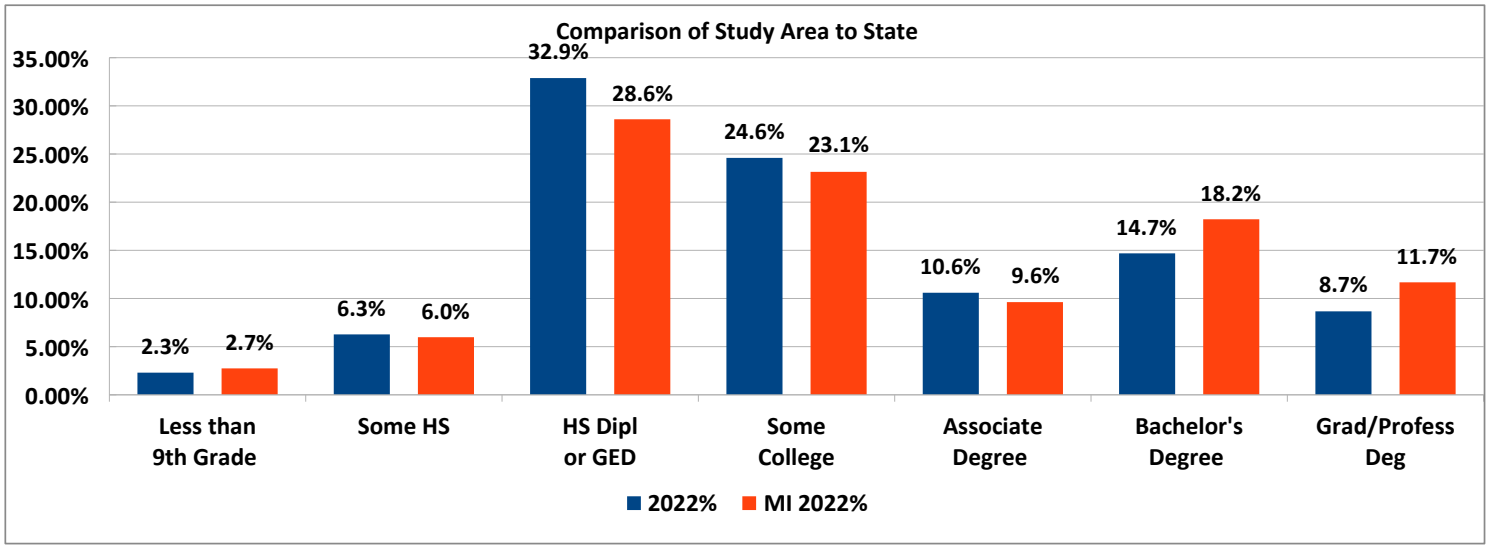
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of MI. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 0.8%.



EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2022	2027	MI 2022%	2022 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	3.2%	2.3%	2.3%	2.7%	84
Some HS	8.8%	6.3%	6.2%	6.0%	105
HS Dipl or GED	35.1%	32.9%	32.3%	28.6%	115
Some College	24.1%	24.6%	24.5%	23.1%	106
Associate Degree	8.7%	10.6%	10.7%	9.6%	110
Bachelor's Degree	12.8%	14.7%	15.0%	18.2%	81
Grad/Profess Deg	7.2%	8.7%	9.0%	11.7%	74

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

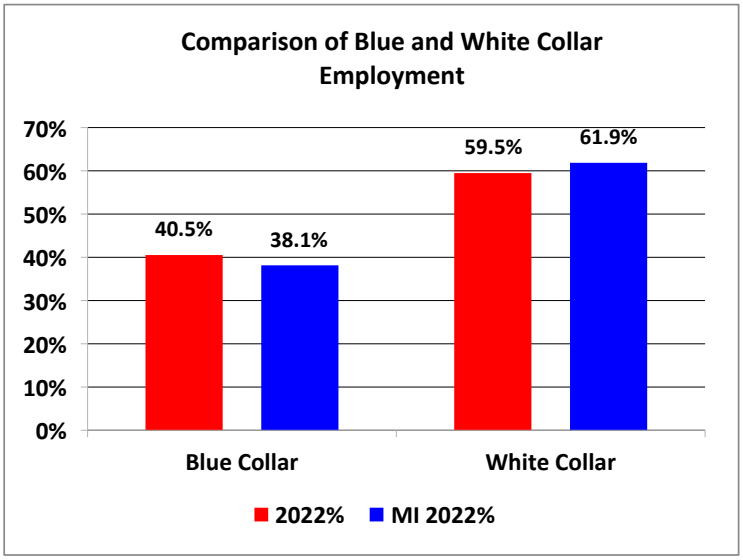
INSITE #9: POPULATION BY EMPLOYMENT

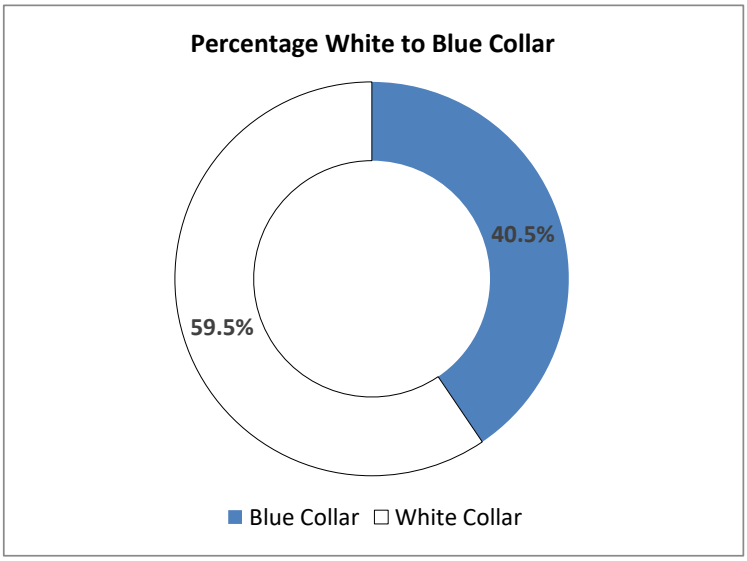
Like educational attainment, an analysis of a community by its employment types and categories provides an important "insite" into its socio-economics. This analysis looks at two factors.

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





EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2022	MI 2022	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.9%	3.6%	108	At about the state average.
Construction	8.7%	7.4%	118	Well above the state average.
Farming, Fishing, & Forestry	0.6%	0.5%	109	Well above the state average.
Food Preparation Serving	6.1%	5.8%	105	At about the state average.
Healthcare Support	4.3%	3.6%	119	Well above the state average.
Managerial Executive	13.3%	14.9%	89	Well below the state average.
Office Admin	11.1%	11.2%	99	At about the state average.
Personal Care	2.7%	2.5%	107	At about the state average.
Production Transportation	17.0%	16.6%	102	At about the state average.
Prof Specialty	21.0%	22.7%	92	At about the state average.
Protective	1.5%	1.7%	92	At about the state average.
Sales	9.8%	9.4%	104	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 MI State Ave.*
Mosaic Segments					
I30 Family Union - Potlucks and the Great Outdoors	35,674	6.7%	4.5%	150	Well above the state average
Q64 Golden Year Guardians - Established in Society	32,114	6.0%	4.0%	150	Well above the state average
J36 Autumn Years - Settled and Sensible	30,242	5.7%	2.9%	195	Well above the state average
J34 Autumn Years - Suburban Sophisticates	27,961	5.2%	5.0%	104	About average for the state
E21 Thriving Boomers - Unspoiled Splendor	27,955	5.2%	3.7%	140	Well above the state average
J35 Autumn Years - Rural Escape	24,724	4.6%	2.9%	162	Well above the state average
L43 Blue Sky Boomers - Homemade Happiness	20,568	3.9%	2.0%	196	Well above the state average
M44 Families in Motion - Creative Comfort	19,985	3.7%	2.0%	189	Well above the state average
E20 Thriving Boomers - No Place Like Home	19,702	3.7%	4.1%	91	Somewhat below the state average
S69 Thrifty Habits - Urban Legacies	19,244	3.6%	3.7%	99	About average for the state
M45 Families in Motion - Growing and Expanding	18,250	3.4%	2.2%	158	Well above the state average
D15 Suburban Style - Sport Utility Families	17,534	3.3%	2.7%	123	Somewhat above the state average
S68 Thrifty Habits - Small Town Sophisticates	15,716	2.9%	1.2%	242	Well above the state average
C11 Booming with Confidence - Sophisticated City Dwellers	15,486	2.9%	3.6%	80	Somewhat below the state average
O51 Singles and Starters - Digitally Savvy	13,764	2.6%	3.1%	84	Somewhat 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.

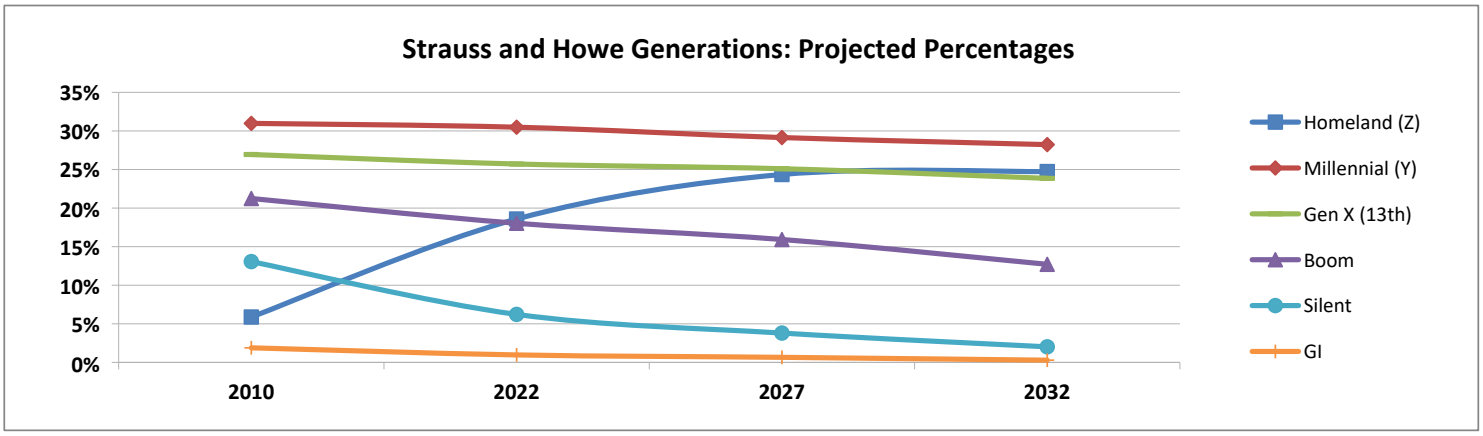
According to the Strauss and Howe model, members of a generation share three qualities. *

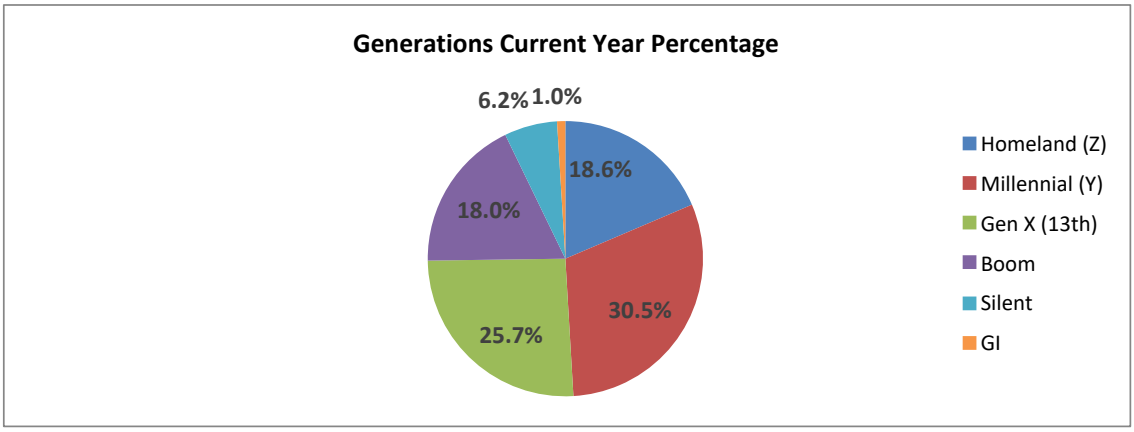
- An age location in history
- Some common beliefs and behaviors, including basic attitudes about risk taking, culture and values, civic engagement, and family life
- A common perceived membership in a generation, e.g., Boomers, Gen X, Millennials etc.

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

Name	S & H Type	Initial Birth	Final Birth	2010		2022		2027		2032	
Homeland (Z)	Artist	2005	2025	79,319	*5.9%*	248,256	*18.6%*	324,652	*24.6%*	333,798	*26.9%*
Millennial (Y)	Hero	1982	2004	417,917	*31.0%*	407,285	*30.5%*	388,447	*29.4%*	380,961	*30.7%*
Gen X (13th)	Nomad	1961	1981	363,528	*26.9%*	343,545	*25.7%*	334,599	*25.4%*	321,938	*26.0%*
Boom	Prophet	1946	1960	286,589	*21.2%*	240,943	*18.0%*	212,288	*16.1%*	171,580	*13.8%*
Silent	Artist	1925	1945	176,247	*13.1%*	83,101	*6.2%*	50,657	*3.8%*	27,222	*2.2%*
GI	Hero	1901	1924	25,473	*1.9%*	12,943	*1.0%*	8,746	*0.7%*	3,889	*0.3%*
			Totals:	**1,349,073**	*100.0%*	1,336,072	**100%**	1,319,389	**100%**	1,239,389	*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	***34.6%***	***7.2%***	***34.9%***	***8.4%***	***99***	***86***
Addiction support groups	*28.6%*	*5.9%*	*27.9%*	*7.4%*	***102***	***80***
Health/weight loss programs	*26.9%*	*3.5%*	*27.4%*	*4.7%*	***98***	***75***
Membership and leadership training	*33.6%*	*6.2%*	*34.3%*	*6.9%*	***98***	***90***
Opportunities to develop personal relationships	*49.2%*	*15.8%*	*48.8%*	*17.1%*	***101***	***93***
Practical training seminars (money management, computer skills, etc.)	*34.9%*	*4.6%*	*36.4%*	*6.0%*	***96***	***78***
Family Support and Intervention Services	***34.7%***	***8.0%***	***33.6%***	***9.2%***	***103***	***88***
Daycare/After-School Programs	*22.0%*	*4.5%*	*20.9%*	*5.6%*	***105***	***80***
Crisis support groups	*41.7%*	*9.1%*	*40.6%*	*10.2%*	***103***	***89***
Family oriented activities	*42.3%*	*15.2%*	*40.9%*	*15.7%*	***103***	***97***
Marriage enrichment	*35.5%*	*7.0%*	*33.4%*	*8.4%*	***106***	***82***
Parenting development	*26.8%*	*5.3%*	*26.5%*	*6.5%*	***101***	***81***
Personal/family counseling	*40.1%*	*7.2%*	*39.2%*	*8.6%*	***102***	***83***
Community Involvement and Advocacy Programs	***44.5%***	***10.7%***	***43.3%***	***11.5%***	***103***	***93***
Adult social activities	*56.1%*	*10.2%*	*52.6%*	*11.6%*	***107***	***88***
Involvement in social causes	*45.9%*	*12.3%*	*46.2%*	*12.7%*	***99***	***97***
Mission trips and global outreach	*31.8%*	*6.9%*	*30.8%*	*7.7%*	***103***	***89***
Opportunities for volunteering in the community	*51.1%*	*14.2%*	*49.5%*	*14.6%*	***103***	***97***
Social justice advocacy work	*37.8%*	*10.0%*	*37.5%*	*10.9%*	***101***	***93***
Community Activities or Cultural Programs	***41.4%***	***9.7%***	***40.2%***	***10.3%***	***103***	***94***
Cultural programs (music, drama, art)	*43.3%*	*7.3%*	*43.8%*	*8.9%*	***99***	***81***
Holiday programs/activities	*52.0%*	*14.9%*	*50.5%*	*14.9%*	***103***	***100***
Seniors/retiree activities	*48.1%*	*13.5%*	*45.0%*	*13.8%*	***107***	***98***
Singles or college-age groups	*25.6%*	*5.7%*	*25.6%*	*6.3%*	***100***	***91***
Size of church congregation	*43.5%*	*6.4%*	*40.8%*	*6.8%*	***107***	***95***
Small groups (i.e., life groups, personal interest groups)	*47.5%*	*9.4%*	*46.7%*	*10.7%*	***102***	***88***
Youth social activities	*29.9%*	*10.7%*	*28.9%*	*10.8%*	***103***	***99***
Religious/Spiritual Programs	***38.3%***	***20.8%***	***36.4%***	***20.0%***	***105***	***104***
Bible or Scripture study/prayer groups	*35.2%*	*13.7%*	*32.3%*	*14.9%*	***109***	***92***
Celebration of sacraments	*35.4%*	*25.2%*	*32.3%*	*21.2%*	***110***	***119***
Contemporary worship experiences	*41.0%*	*11.4%*	*40.3%*	*11.1%*	***102***	***103***
Online or virtual worship experiences	*39.3%*	*11.1%*	*36.8%*	*11.1%*	***107***	***100***
Quality sermons	*38.6%*	*35.0%*	*36.3%*	*33.3%*	***106***	***105***
Religious education for children	*28.0%*	*17.6%*	*27.5%*	*17.1%*	***102***	***103***
Spiritual discussion groups	*41.6%*	*10.1%*	*38.9%*	*11.1%*	***107***	***90***
Traditional worship experiences	*40.8%*	*26.4%*	*39.1%*	*24.3%*	***104***	***109***
Warm and friendly encounters	*44.7%*	*36.8%*	*44.1%*	*35.8%*	***101***	***103***

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.

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