

The ExecutiveInsite Report

Prepared for: The Presbytery of the Highlands
Study area: Geography: Counties - Somerset County (NJ)

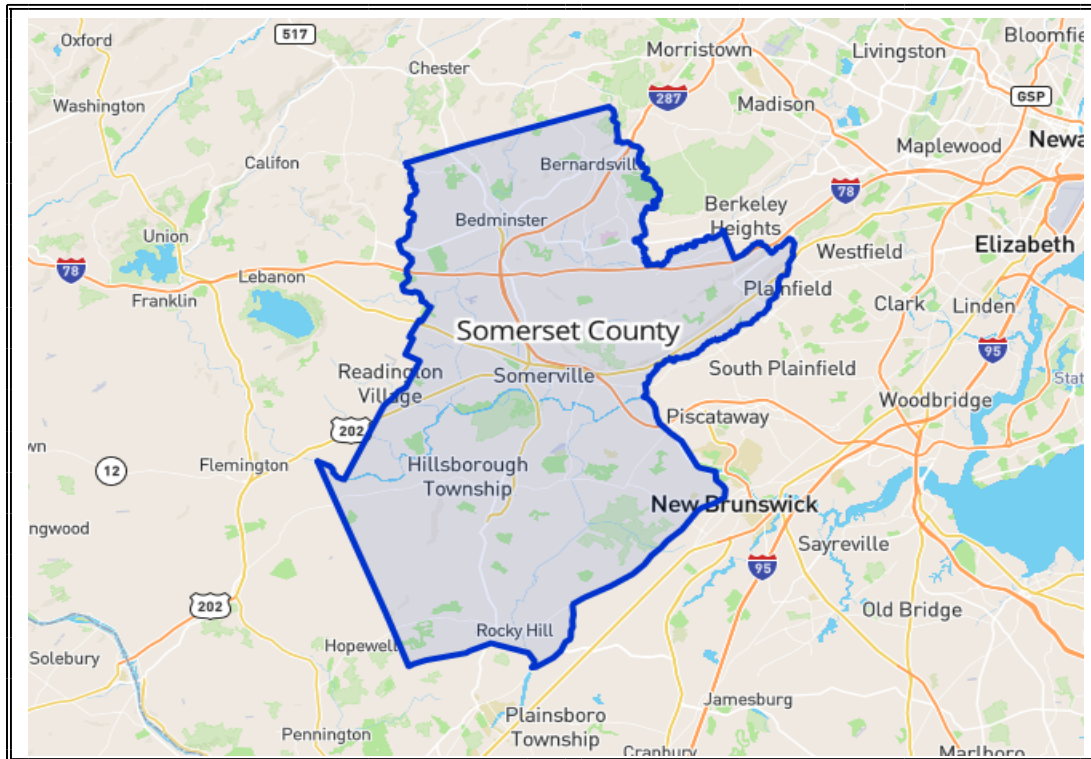
Base State: NJ

Current Year Estimate: 2022
5 Year Projection: 2027
Date: 7/17/2023
Semi-Annual Projection: Fall

This ExecutiveInsite Report has been prepared for The Presbytery of the Highlands. 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 344,666. The 2027 projection would see the area grow by 6,644 to a total population of 351,310. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 1.9% in the next five years, the state is projected to grow by 1.6%. The study area's estimated average change rate is 0.4%.

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.

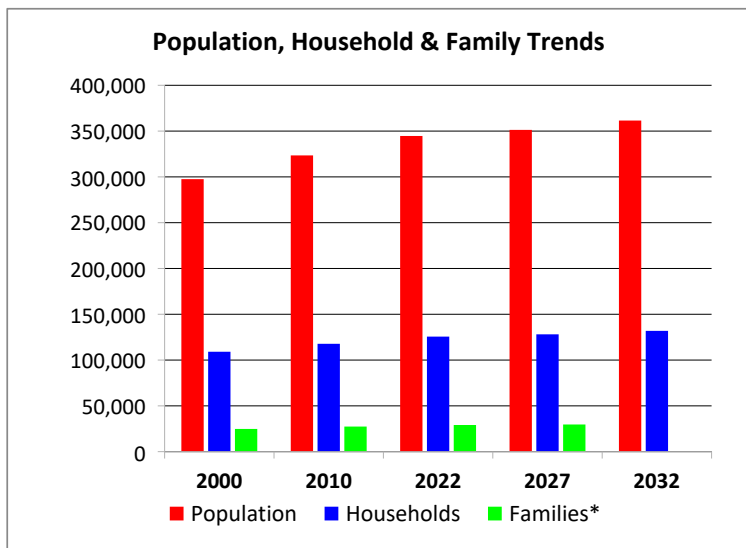
Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.75 but by 2027 it is projected to be 2.74. Compare this to the statewide average which for the current year is estimated at 2.73 persons per household.

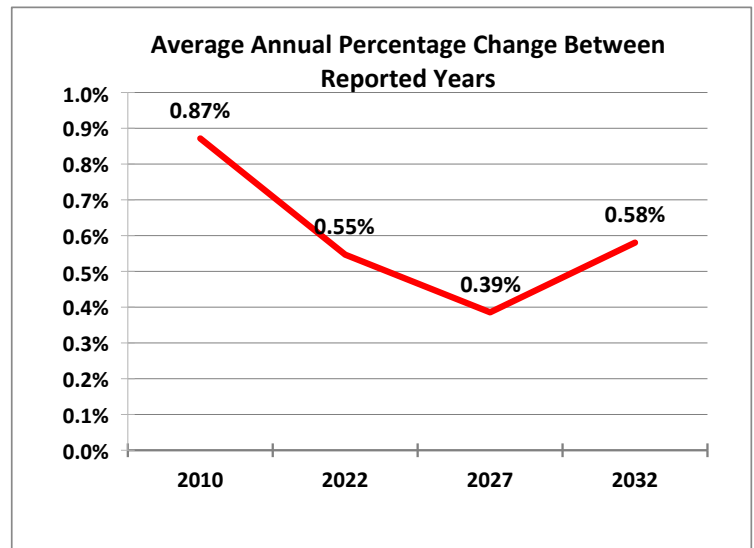
Family Households:

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.

Population/Households & Family Trends					
Population	2000	2010	2022	2027	2032
Population	297,514	323,444	344,666	351,310	361,505
Population Change		25,930	21,222	6,644	10,195
Percent Change		8.7%	6.6%	1.9%	2.9%
Households	2000	2010	2022	2027	2032
Households	109,077	117,759	125,608	128,098	131,873
Households Change		8,682	7,849	2,490	3,775
Percent Change		8.0%	6.7%	2.0%	2.9%
Population / Households	2.73	2.75	2.74	2.74	2.74
Population / Households Change		0.02	0.00	0.00	0.00
Percent Change		0.7%	-0.1%	-0.1%	0.0%
Families	24,799	27,398	29,098	29,659	
Families Change		2,599	1,700	561	
Percent Change		10.5%	6.2%	1.9%	



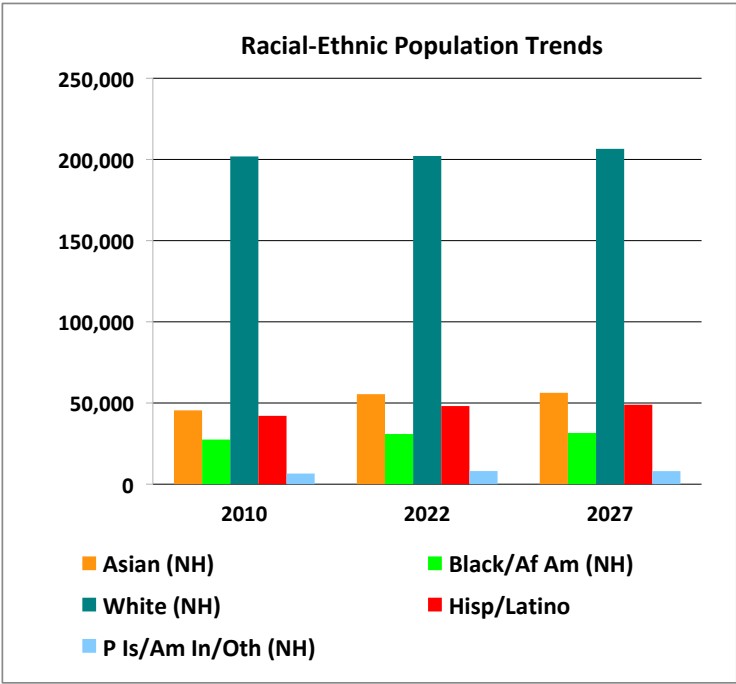
NOTE: Family Household data is not projected out 10 years.



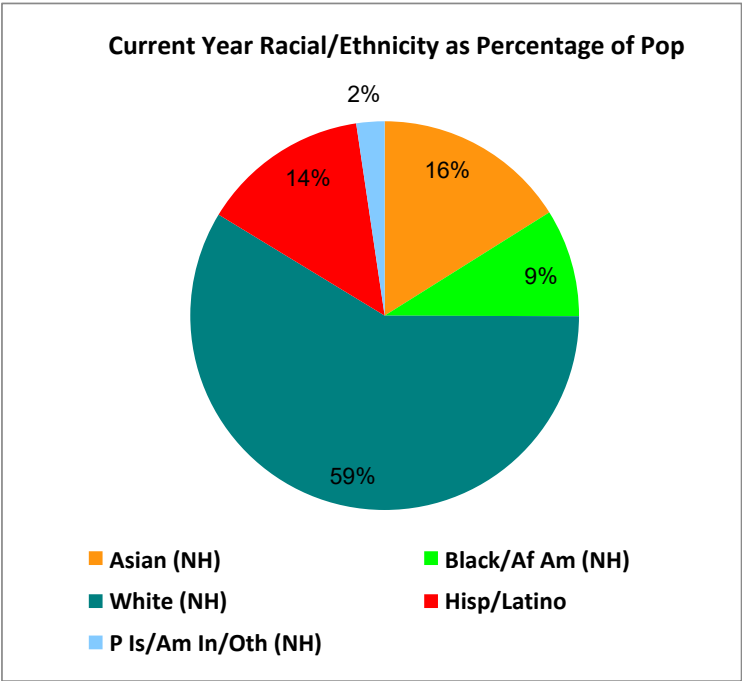
INSITE #2: RACIAL-ETHNIC TRENDS

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)	45,473	55,441	56,277	14.06%	16.09%	16.02%	1.96%
Black/Afr Amer (NH)	27,480	30,893	31,518	8.50%	8.96%	8.97%	0.48%
White (NH)	201,849	202,136	206,535	62.41%	58.65%	58.79%	-3.62%
Hispanic/Latino	42,091	48,120	48,934	13.01%	13.96%	13.93%	0.92%
P Is/Am In/Oth (NH)	6,551	8,076	8,046	2.03%	2.34%	2.29%	0.26%
Totals:	323,444	344,666	351,310				

INSITE #3: AGE TRENDS

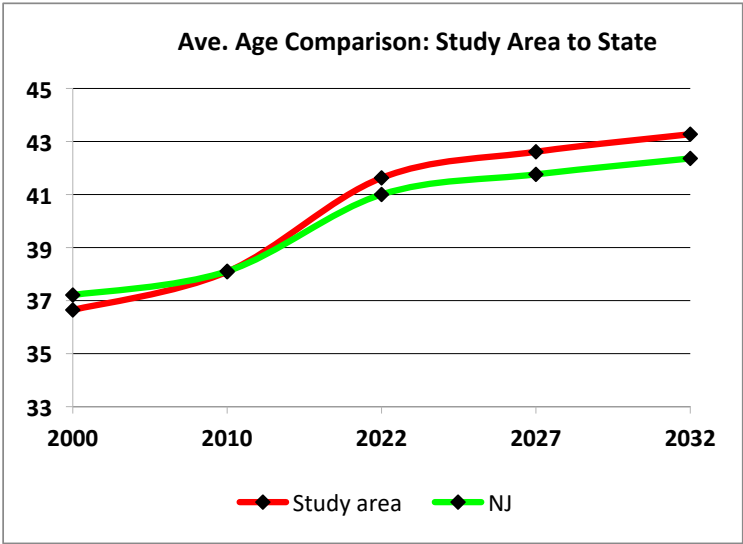
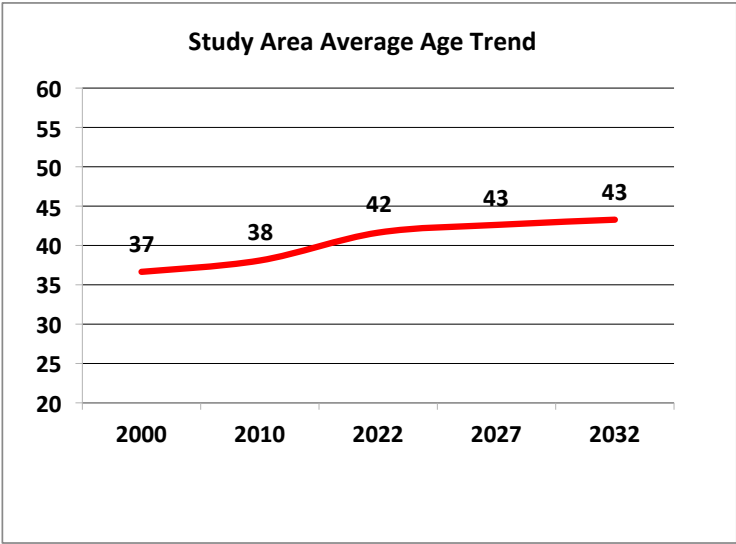
A community’s age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However, this picture may particularize differently 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	36.65	38.09	41.63	42.61	43.27
Percent Change		3.9%	9.3%	2.4%	1.6%
Average Age: NJ	37.21	38.11	41.00	41.76	42.36
Percent Change		2.4%	7.6%	1.9%	1.4%
Comparative Index	98	100	102	102	102
Median Age: Study Area	36	39	42	42	41



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)

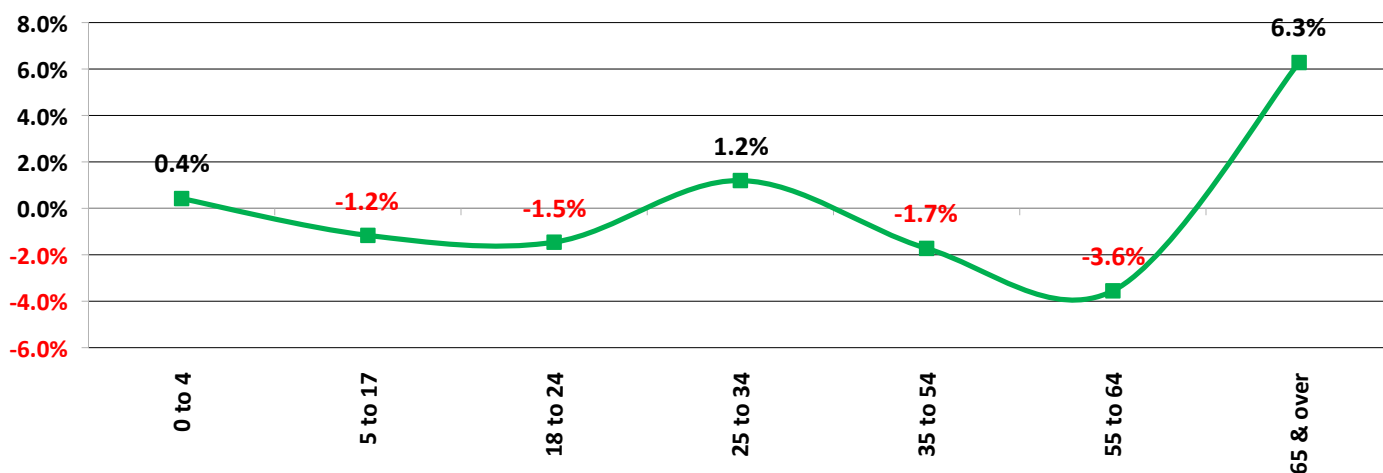
PHASE OF LIFE

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	19,237	18,370	18,637	20,829	5.9%	5.3%	5.3%	5.8%	0.4%
Required Formal Schooling									
Ages 5 to 17	61,598	52,177	51,187	50,607	19.0%	15.1%	14.6%	14.0%	-1.2%
College/Career Starts									
Ages 18 to 24	21,051	33,680	30,488	30,109	6.5%	9.8%	8.7%	8.3%	-1.5%
Singles & Young Families									
Ages 25 to 34	36,425	41,204	47,742	47,630	11.3%	12.0%	13.6%	13.2%	1.2%
Families & Empty Nesters									
Ages 35 to 54	106,376	78,965	73,068	76,723	32.9%	22.9%	20.8%	21.2%	-1.7%
Enrichment Years Sing/Couples									
Ages 55 to 64	38,755	55,549	52,335	45,502	12.0%	16.1%	14.9%	12.6%	-3.6%
Retirement Opportunities									
Age 65 and over	40,002	64,721	77,853	90,745	12.4%	18.8%	22.2%	25.1%	6.3%

Phase of Life Changes



Summary of Phase of Life Findings:

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

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

In summary it may be that the community is aging as children are raised and leave but parents remain.

INSITE #4: SCHOOL AGED CHILDREN TRENDS

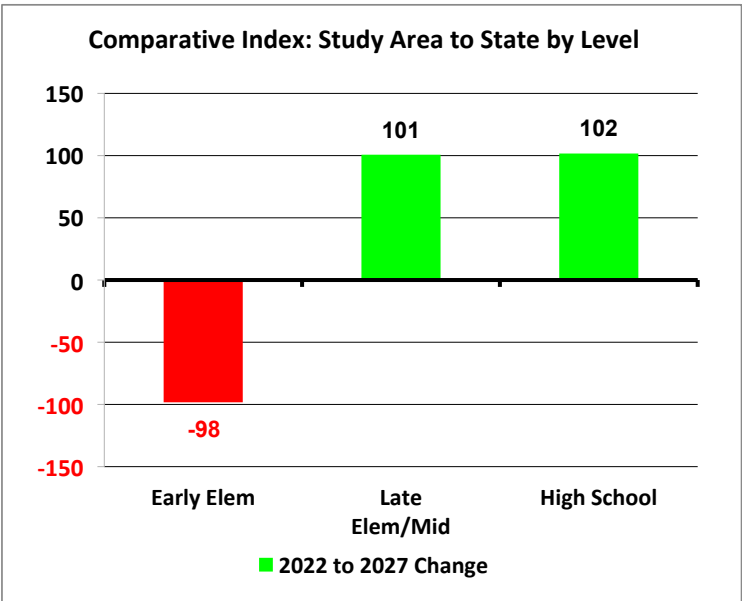
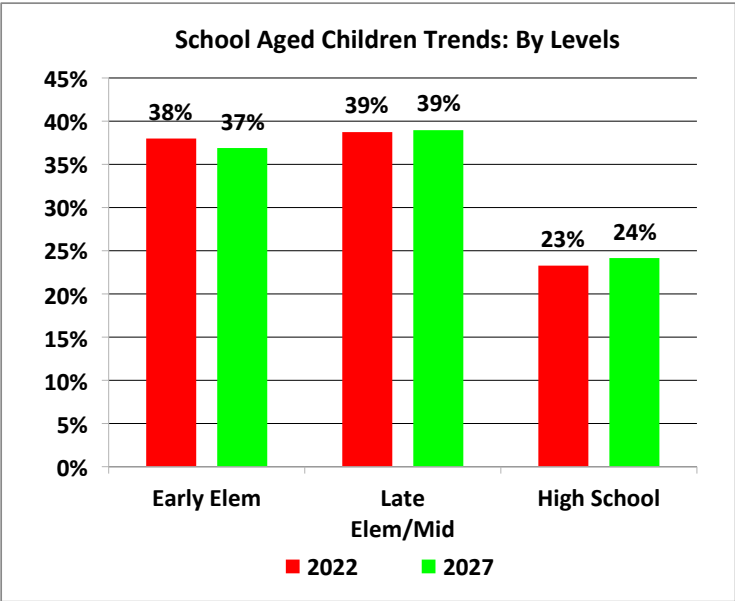
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely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

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

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

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

School Aged Children	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Early Elementary							
Ages 5 to 9	22,488	19,822	18,883	36.5%	38.0%	36.9%	-1.1%
Late Elementary-Middle School							
Ages 10 to 14	24,163	20,210	19,941	39.2%	38.7%	39.0%	0.2%
High School							
Ages 15 to 17	14,947	12,145	12,363	24.3%	23.3%	24.2%	0.9%



Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to decline as a percentage of children between 5 and 17 by -1.1%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 17 by 0.2%.

High School aged children 15 to 17 are increasing as a percentage of children between 5 and 17 by 0.9%.

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

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

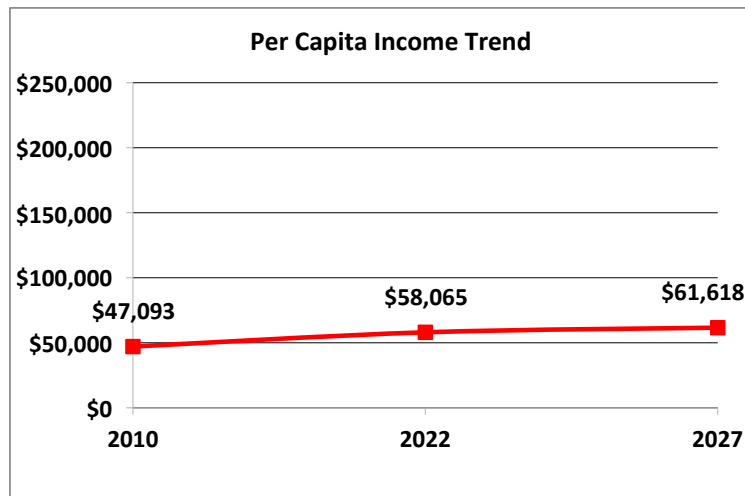
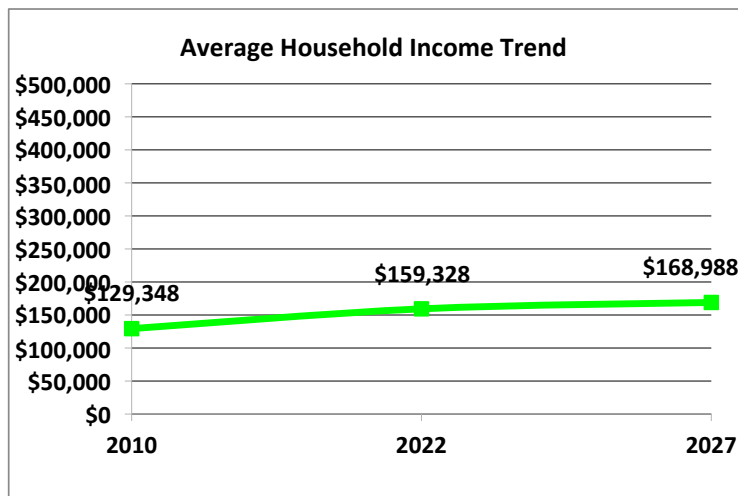
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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

In this study area, the estimated current year average household income is \$159,328. The average household income is projected to grow by 6.1% to \$168,988.

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 \$58,065. The Per Capita Income is projected to grow by 6.1% to \$61,618.



<i>Income Trends</i>	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Households							
Less than \$10,000	2,592	3,036	2,600	2.2%	2.4%	2.0%	-0.4%
\$10,000 to \$14,999	2,261	2,345	1,938	1.9%	1.9%	1.5%	-0.4%
\$15,000 to \$24,999	5,593	5,442	4,744	4.7%	4.3%	3.7%	-0.6%
\$25,000 to \$34,999	6,481	5,417	5,078	5.5%	4.3%	4.0%	-0.3%
\$35,000 to \$49,999	10,009	8,032	7,698	8.5%	6.4%	6.0%	-0.4%
\$50,000 to \$74,999	17,203	14,526	14,550	14.6%	11.6%	11.4%	-0.2%
\$75,000 to \$99,999	16,325	14,393	13,884	13.9%	11.5%	10.8%	-0.6%
\$100,000 to \$149,999	24,668	23,254	23,948	20.9%	18.5%	18.7%	0.2%
\$150,000 to \$199,999	13,701	22,037	18,853	11.6%	17.5%	14.7%	-2.8%
\$200,000 or more	18,926	27,126	34,805	16.1%	21.6%	27.2%	5.6%
Totals	117,759	125,608	128,098				

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.

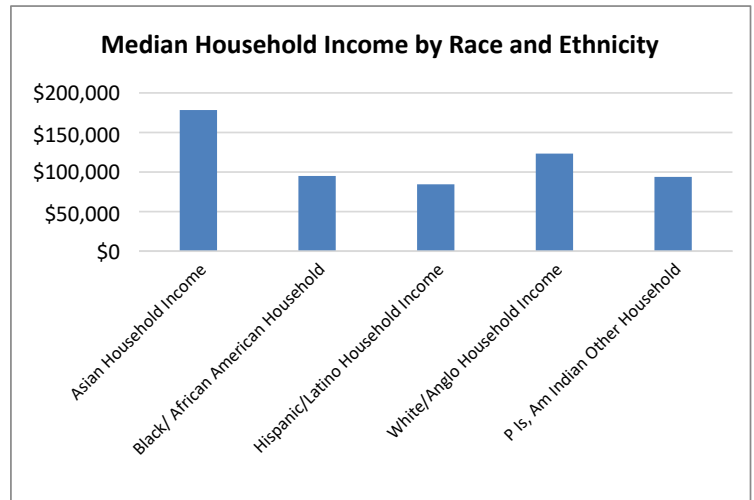
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 66.6% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 66.2%.

Income Trends	2022	2027	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
Families					
Less than \$10,000	917	912	1.0%	1.0%	-0.03%
\$10,000 to \$14,999	910	909	1.0%	1.0%	-0.02%
\$15,000 to \$24,999	2,132	2,136	2.4%	2.3%	-0.04%
\$25,000 to \$34,999	2,551	3,169	2.8%	3.4%	0.61%
\$35,000 to \$49,999	4,538	4,600	5.0%	5.0%	-0.04%
\$50,000 to \$74,999	9,199	9,364	10.2%	10.1%	-0.03%
\$75,000 to \$99,999	9,964	10,136	11.0%	11.0%	-0.04%
\$100,000 to \$149,999	17,745	18,034	19.6%	19.5%	-0.09%
\$150,000-\$199,999	18,382	18,625	20.3%	20.1%	-0.15%
\$200,000 or more	24,210	24,562	26.7%	26.6%	-0.17%
Totals	90,548	92,447			

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	\$178,368
Black/ African American Household Income	\$95,042
Hispanic/Latino Household Income	\$84,496
White/Anglo Household Income	\$123,319
P Is, Am Indian Other Household Income	\$93,857
Average	\$115,016



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...

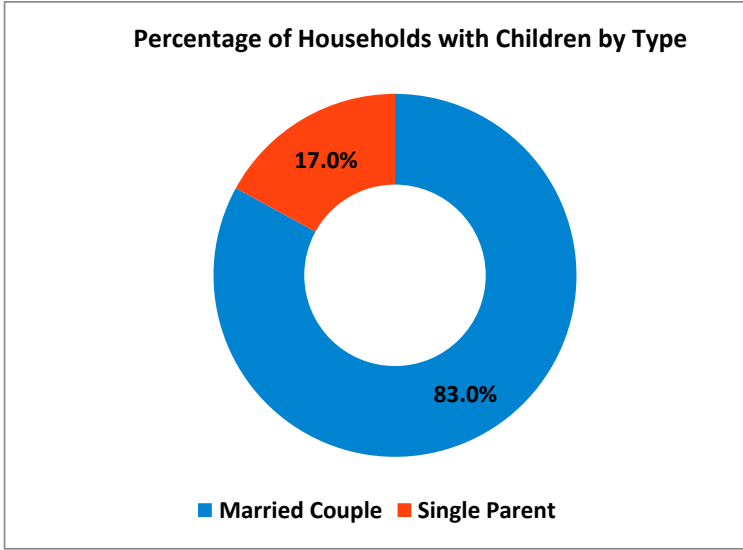
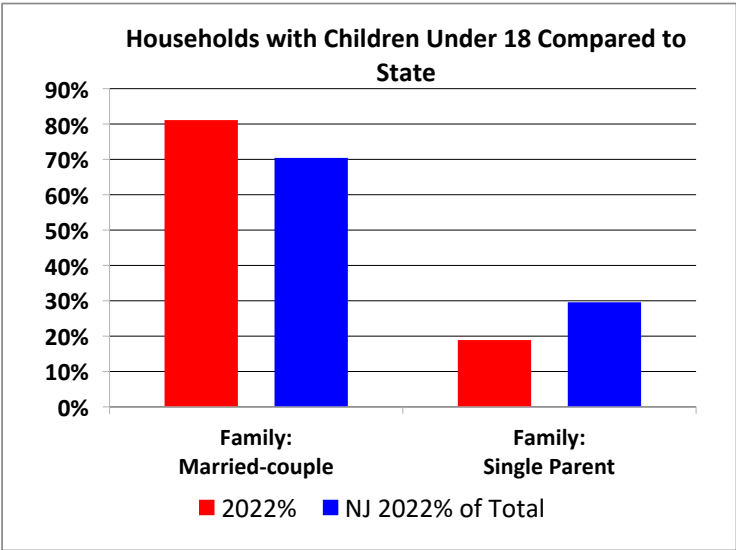
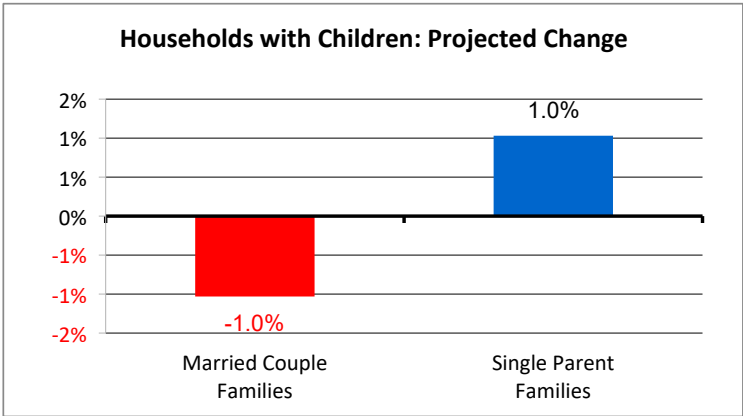
- Married couple families
- Single parent families (father or mother)

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	36,056	32,998	31,957	81.1%	83.0%	81.9%	-1.0%
Single Parent	8,399	6,768	7,039	18.9%	17.0%	18.1%	1.0%

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



INSITE #7: MARITAL STATUS TRENDS

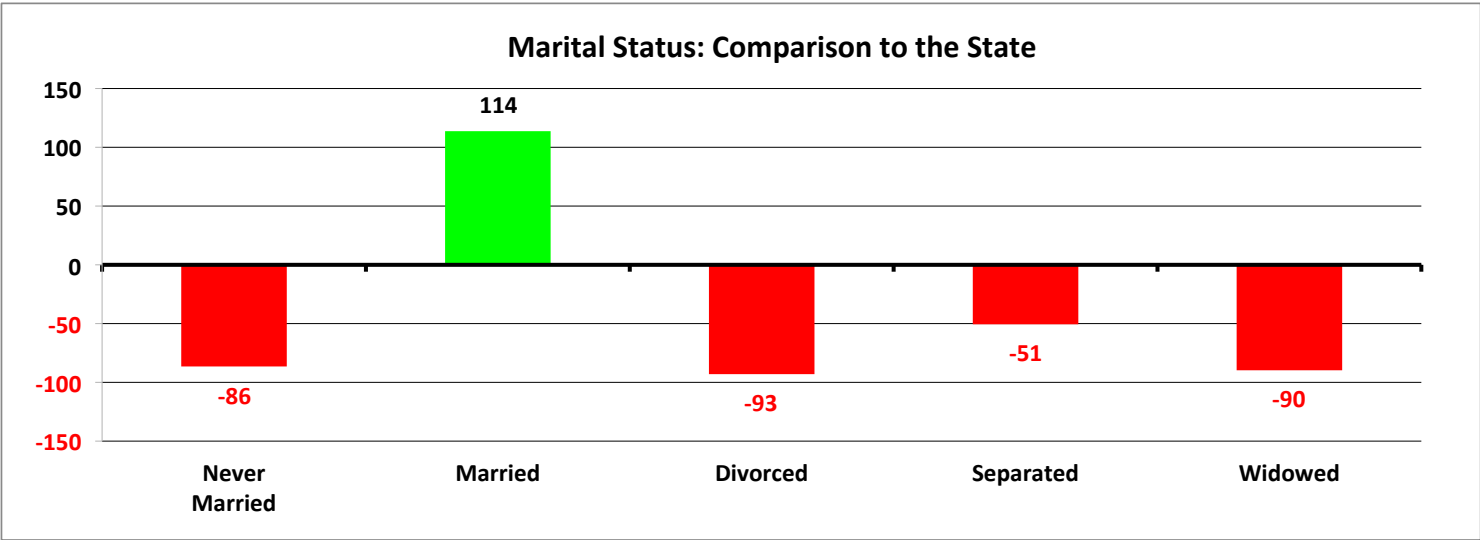
MARITAL STATUS BY TYPE

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

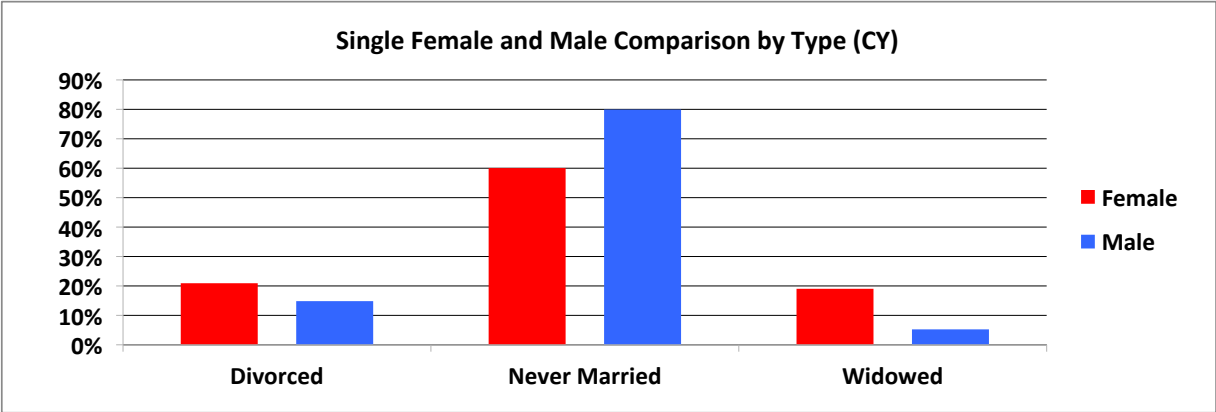
	2010	2022	2027	2010%	2022%	2027%	2010 to 2027 %pt Change
Population by Marital Status: Age 15+							
Never Married	70,343	85,975	91,759	26.8%	29.6%	30.8%	4.0%
Married	154,246	163,069	163,140	58.8%	56.2%	54.8%	-4.0%
Divorced	19,123	22,609	23,742	7.3%	7.8%	8.0%	0.7%
Separated	3,646	2,760	2,674	1.4%	1.0%	0.9%	-0.5%
Widowed	15,040	15,910	16,558	5.7%	5.5%	5.6%	-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 less prevalent than the state wide average.



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

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



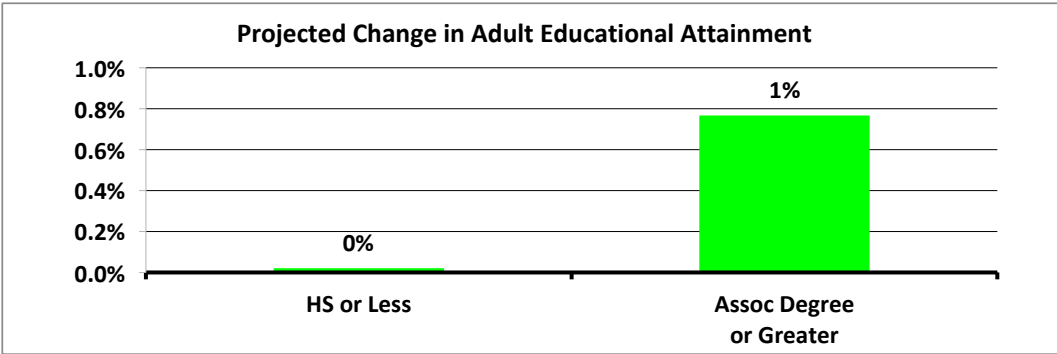
INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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

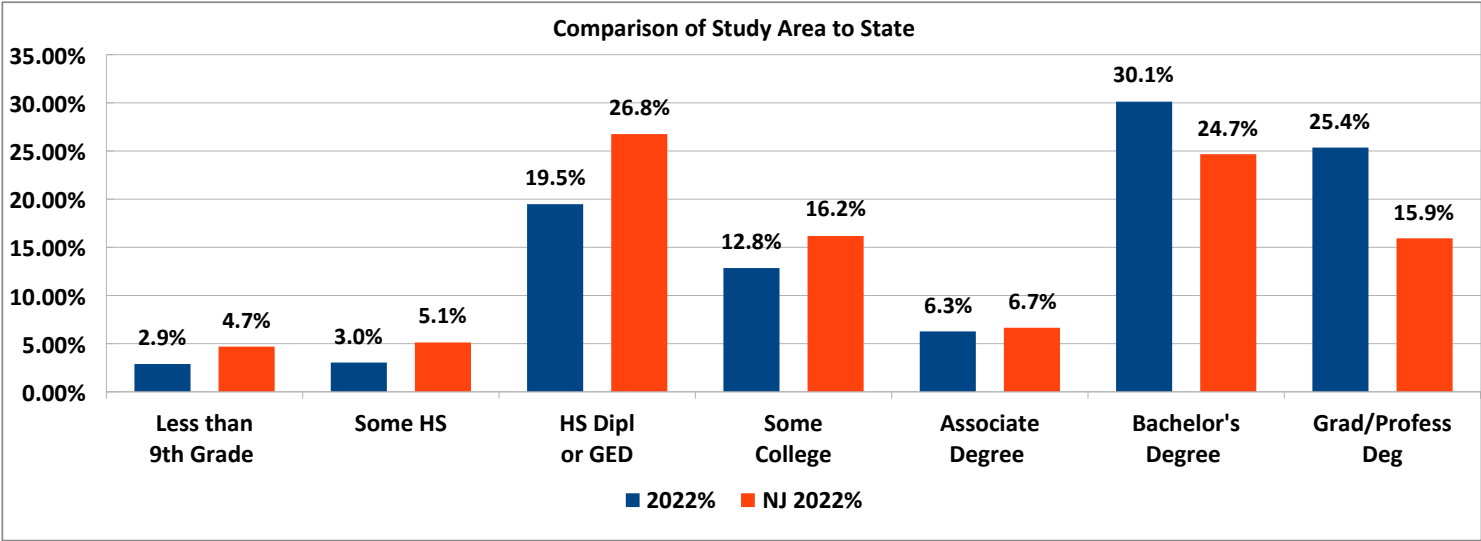
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of NJ. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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	NJ 2022%	2022 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	3.4%	2.9%	2.9%	4.7%	61
Some HS	3.9%	3.0%	3.0%	5.1%	59
HS Dipl or GED	22.2%	19.5%	18.9%	26.8%	73
Some College	14.2%	12.8%	12.6%	16.2%	79
Associate Degree	6.4%	6.3%	6.3%	6.7%	94
Bachelor's Degree	28.1%	30.1%	30.2%	24.7%	122
Grad/Profess Deg	21.8%	25.4%	26.1%	15.9%	159

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

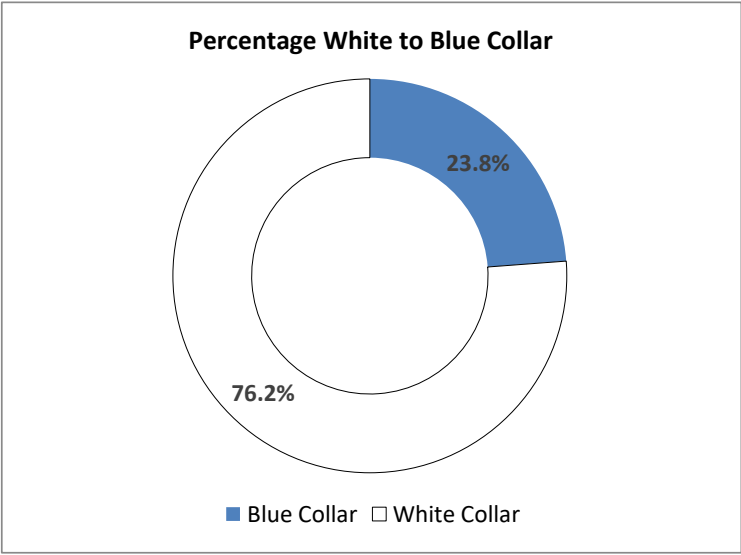
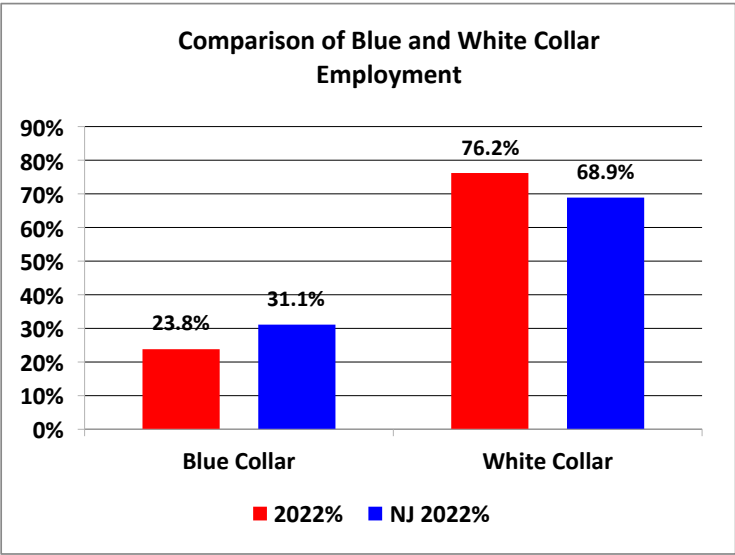
INSITE #9: POPULATION BY EMPLOYMENT

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 NJ. This study area is well above the state average for White Collar workers. It is well below the state average for Blue Collar workers.



EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2022	NJ 2022	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	2.6%	3.2%	81	Well below the state average.
Construction	5.1%	6.8%	75	Well below the state average.
Farming, Fishing, & Forestry	0.2%	0.2%	103	At about the state average.
Food Preparation Serving	3.9%	4.3%	92	At about the state average.
Healthcare Support	1.8%	2.8%	64	Well below the state average.
Managerial Executive	24.4%	18.5%	132	Well above the state average.
Office Admin	9.3%	11.5%	81	Well below the state average.
Personal Care	2.7%	2.8%	96	At about the state average.
Production Transportation	7.8%	11.4%	69	Well below the state average.
Prof Specialty	30.5%	25.9%	118	Well above the state average.
Protective	1.5%	2.4%	61	Well below the state average.
Sales	10.1%	10.2%	99	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 NJ State Ave.
Mosaic Segments					
C13 Booming with Confidence - Philanthropic Sophisticates	21,764	17.3%	8.3%	209	Well above the state average
A01 Power Elite - American Royalty	20,211	16.1%	5.3%	303	Well above the state average
B10 Flourishing Families - Cosmopolitan Achievers	9,132	7.3%	3.9%	188	Well above the state average
B07 Flourishing Families - Across the Ages	8,245	6.6%	3.2%	206	Well above the state average
H26 Bourgeois Melting Pot - Progressive Assortment	7,455	5.9%	4.5%	131	Well above the state average
D16 Suburban Style - Settled in Suburbia	6,599	5.3%	6.7%	79	Somewhat below the state average
C11 Booming with Confidence - Sophisticated City Dwellers	3,566	2.8%	2.8%	101	About average for the state
E19 Thriving Boomers - Consummate Consumers	3,281	2.6%	1.7%	155	Well above the state average
A03 Power Elite - Kids and Cabernet	3,245	2.6%	0.9%	275	Well above the state average
G24 Young City Solos - Ambitious Singles	3,167	2.5%	1.0%	249	Well above the state average
Q62 Golden Year Guardians - Enjoying Retirement	2,825	2.2%	1.8%	125	Somewhat above the state average
A05 Power Elite - Couples with Clout	2,786	2.2%	1.3%	174	Well above the state average
J34 Autumn Years - Suburban Sophisticates	2,493	2.0%	3.6%	55	Well below the state average
F22 Promising Families - Fast Track Couples	2,249	1.8%	1.8%	100	About average for the state
D18 Suburban Style - Suburban Nightlife	2,111	1.7%	1.9%	86	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.

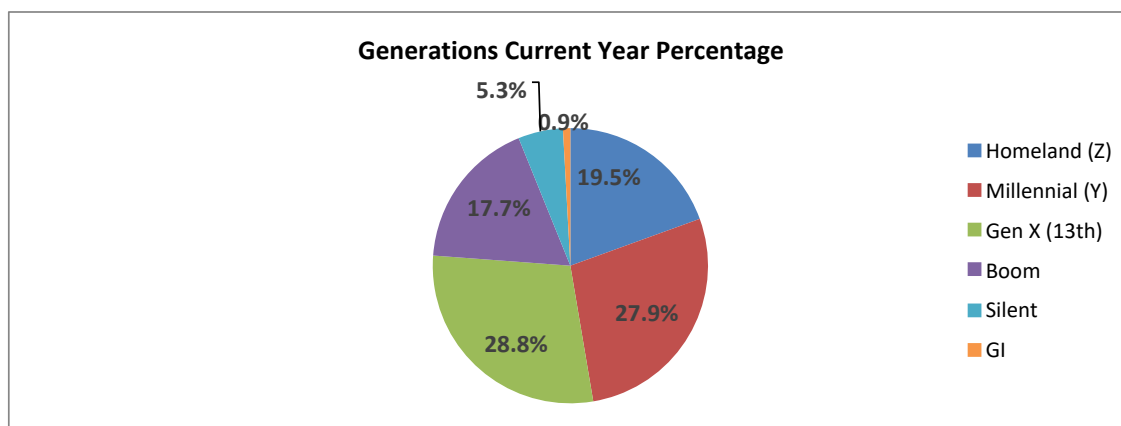
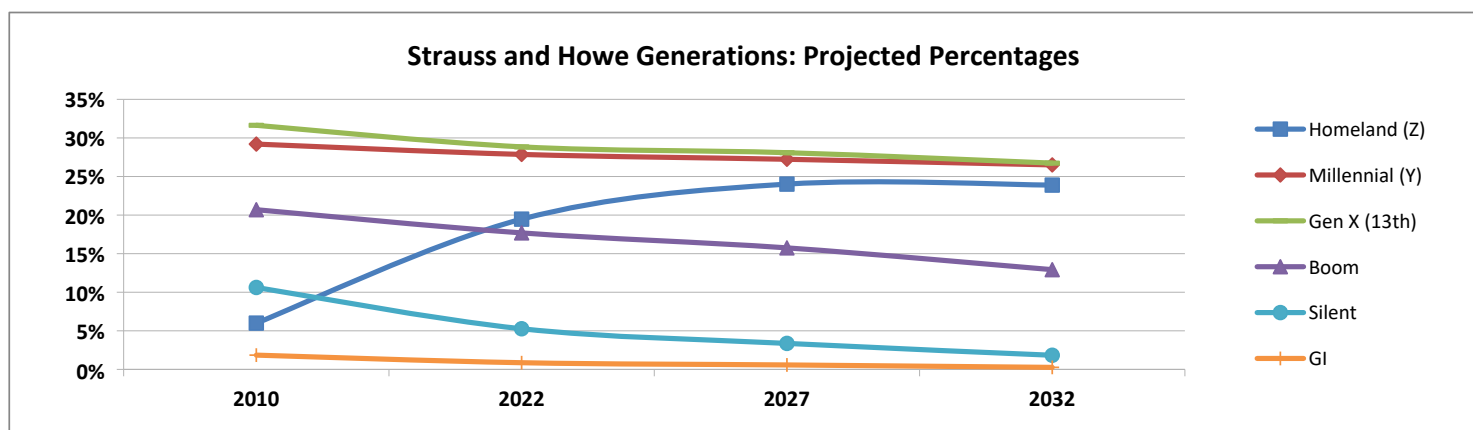
According to the Strauss and Howe model, members of a generation share three qualities. *

- 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	19,237	6.0%	66,464	19.5%	83,372	24.3%	86,456	25.9%
Millennial (Y) Hero		1982	2004	93,690	29.2%	95,092	27.9%	94,544	27.5%	95,924	28.8%
Gen X (13th) Nomad		1961	1981	101,501	31.6%	98,437	28.8%	97,509	28.4%	96,769	29.0%
Boom Prophet		1946	1960	66,405	20.7%	60,382	17.7%	54,678	15.9%	46,785	14.0%
Silent Artist		1925	1945	34,068	10.6%	17,976	5.3%	11,696	3.4%	6,629	2.0%
GI Hero		1901	1924	5,934	1.8%	2,953	0.9%	2,003	0.6%	947	0.3%
Totals:				320,835	100.0%	341,304	100%	343,802	100%	333,510	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	33.5%	6.3%	34.9%	8.4%	96	75
Addiction support groups	26.5%	5.5%	27.9%	7.4%	95	75
Health/weight loss programs	26.3%	4.1%	27.4%	4.7%	96	87
Membership and leadership training	31.5%	4.5%	34.3%	6.9%	92	66
Opportunities to develop personal relationships	49.7%	12.9%	48.8%	17.1%	102	76
Practical training seminars (money management, computer skills, etc.)	33.5%	4.4%	36.4%	6.0%	92	73
Family Support and Intervention Services	31.1%	6.8%	33.6%	9.2%	93	74
Daycare/After-School Programs	20.3%	4.3%	20.9%	5.6%	97	77
Crisis support groups	38.8%	7.2%	40.6%	10.2%	95	71
Family oriented activities	40.6%	11.8%	40.9%	15.7%	99	75
Marriage enrichment	29.4%	6.0%	33.4%	8.4%	88	71
Parenting development	23.2%	5.3%	26.5%	6.5%	87	81
Personal/family counseling	34.5%	6.3%	39.2%	8.6%	88	73
Community Involvement and Advocacy Programs	41.4%	9.0%	43.3%	11.5%	96	78
Adult social activities	52.5%	8.2%	52.6%	11.6%	100	70
Involvement in social causes	45.4%	10.6%	46.2%	12.7%	98	83
Mission trips and global outreach	25.3%	4.9%	30.8%	7.7%	82	64
Opportunities for volunteering in the community	47.6%	10.9%	49.5%	14.6%	96	74
Social justice advocacy work	36.1%	10.3%	37.5%	10.9%	96	95
Community Activities or Cultural Programs	38.0%	8.5%	40.2%	10.3%	95	82
Cultural programs (music, drama, art)	42.9%	8.7%	43.8%	8.9%	98	97
Holiday programs/activities	48.7%	13.9%	50.5%	14.9%	96	93
Seniors/retiree activities	45.6%	11.6%	45.0%	13.8%	101	84
Singles or college-age groups	23.3%	3.6%	25.6%	6.3%	91	58
Size of church congregation	34.4%	5.2%	40.8%	6.8%	84	76
Small groups (i.e., life groups, personal interest groups)	44.7%	8.9%	46.7%	10.7%	96	83
Youth social activities	26.5%	7.5%	28.9%	10.8%	92	70
Religious/Spiritual Programs	35.8%	15.4%	36.4%	20.0%	98	77
Bible or Scripture study/prayer groups	30.3%	8.2%	32.3%	14.9%	94	55
Celebration of sacraments	31.2%	19.7%	32.3%	21.2%	96	93
Contemporary worship experiences	39.3%	7.7%	40.3%	11.1%	98	69
Online or virtual worship experiences	31.0%	9.0%	36.8%	11.1%	84	81
Quality sermons	39.7%	24.4%	36.3%	33.3%	109	73
Religious education for children	27.0%	12.9%	27.5%	17.1%	98	75
Spiritual discussion groups	36.0%	7.1%	38.9%	11.1%	93	64
Traditional worship experiences	39.7%	20.7%	39.1%	24.3%	101	85
Warm and friendly encounters	48.2%	29.1%	44.1%	35.8%	109	81

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.](#)