

# The ExecutiveInsite Report

Prepared for: Episcopal Church Center, Domestic and Foreign Missionary Society  
 Study area: State: KS

Base State: KANSAS  
 Current Year Estimate: 2017  
 5 Year Projection: 2022  
 Date: 11/15/2017  
 Semi-Annual Projection: Spring

This ExecutiveInsite Report has been prepared for Episcopal Church Center, Domestic and Foreign Missionary Society. 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 2017 population within the study area is 2,934,475. The 2022 projection would see the area grow by 64,165 to a total population of 2,998,640. The population within the study area is growing at about the same as the statewide growth rate. While the study area is projected to grow by 2.2% in the next five years, the state is projected to grow by 2.2%. 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.

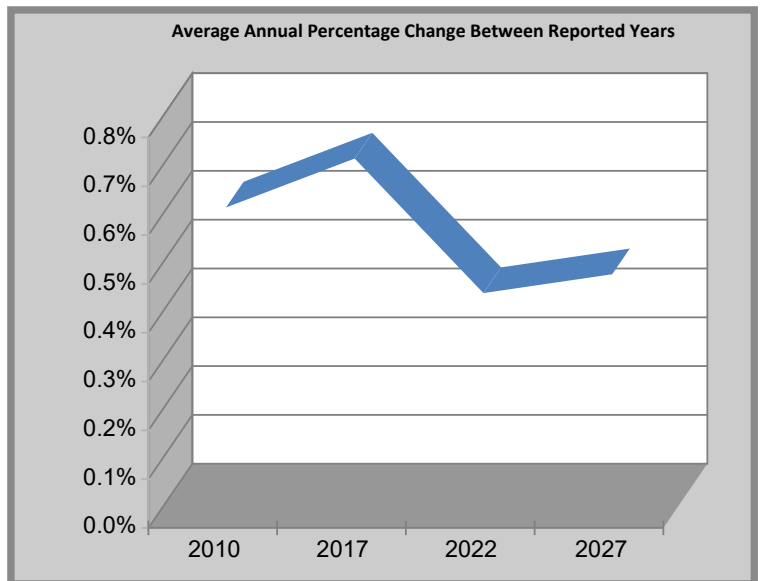
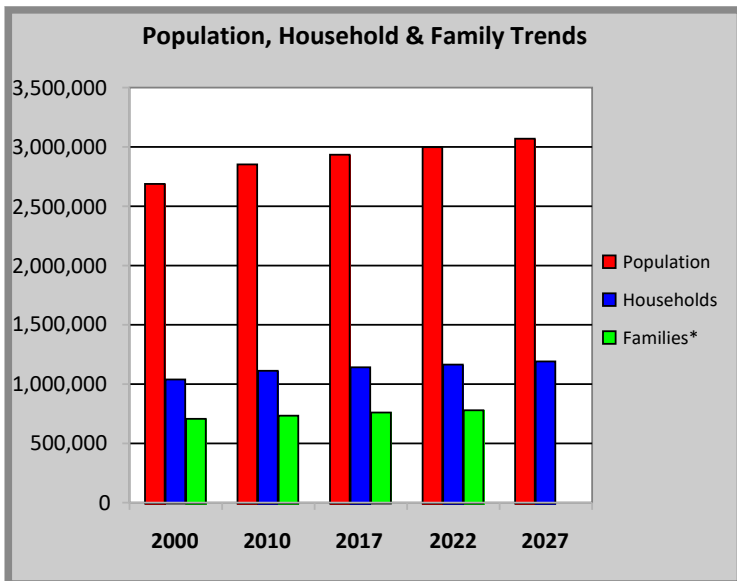
## Households:

The households within the community are growing but not as fast as the population, thus the average population per household in 2010 was 2.57 but by 2022 it is projected to be 2.58. Compare this to the statewide average which for the current year is estimated at 2.57 persons per household.

## Family Households:

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

<i>Population/Households &amp; Family Trends</i>					
	2000	2010	2017	2022	2027
<b>Population</b>	<b>2,688,417</b>	<b>2,853,118</b>	<b>2,934,475</b>	<b>2,998,640</b>	<b>3,069,995</b>
Population Change		164,701	81,357	64,165	71,355
Percent Change		6.1%	2.9%	2.2%	2.4%
<b>Households</b>	<b>1,038,942</b>	<b>1,112,096</b>	<b>1,141,384</b>	<b>1,164,519</b>	<b>1,191,085</b>
Households Change		73,154	29,288	23,135	26,566
Percent Change		7.0%	2.6%	2.0%	2.3%
<b>Population / Households</b>	<b>2.59</b>	<b>2.57</b>	<b>2.57</b>	<b>2.58</b>	<b>2.58</b>
Population / Households Change		-0.02	0.01	0.00	0.00
Percent Change		-0.9%	0.2%	0.2%	0.1%
<b>Families</b>	<b>706,789</b>	<b>734,103</b>	<b>760,687</b>	<b>779,295</b>	
Families Change		27,314	26,584	18,608	
Percent Change		3.9%	3.6%	2.4%	

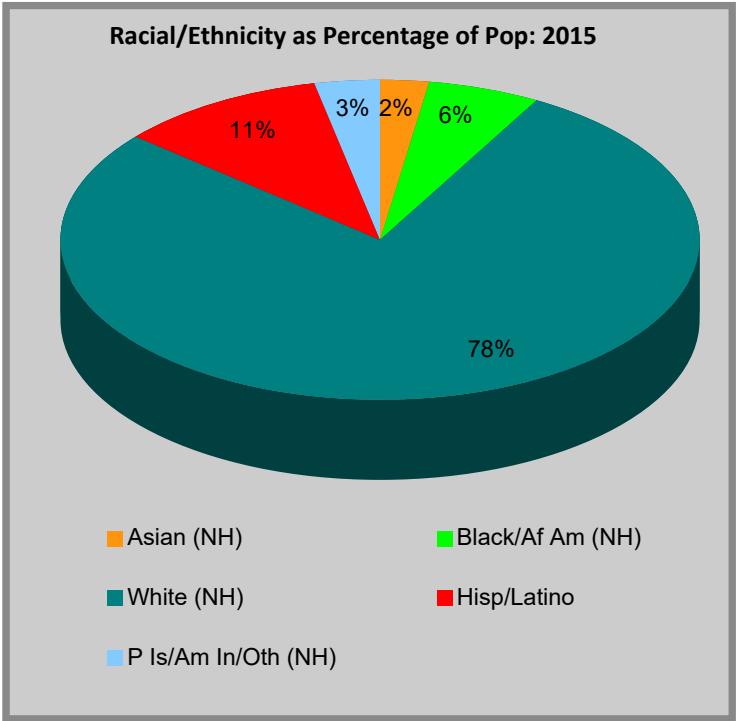
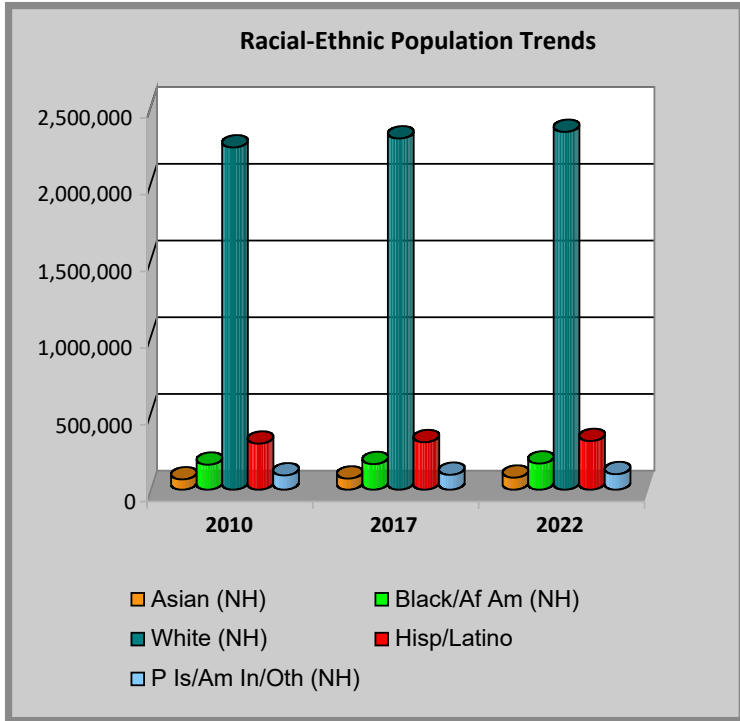


NOTE: Family Household data is not projected out 10 years.

# 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	2017	2022	2010%	2017 %	2022 %	2010 to 2022 %pt Change
<b>Race and Ethnicity</b>							
Asian (NH)	66,967	72,334	78,283	2.35%	2.46%	2.61%	0.26%
Black/Afr Amer (NH)	162,700	166,636	170,379	5.70%	5.68%	5.68%	-0.02%
White (NH)	2,230,539	2,289,151	2,331,981	78.18%	78.01%	77.77%	-0.41%
Hispanic/Latino	300,042	309,414	317,044	10.52%	10.54%	10.57%	0.06%
P Is/Am In/Oth (NH)	92,870	96,940	100,953	3.26%	3.30%	3.37%	0.11%
<b>Totals:</b>	<b>2,853,118</b>	<b>2,934,475</b>	<b>2,998,640</b>				

# INSITE #3: AGE TRENDS

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

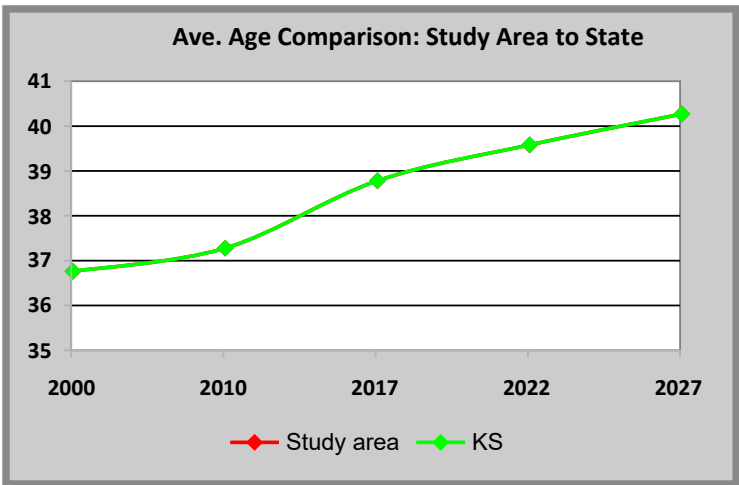
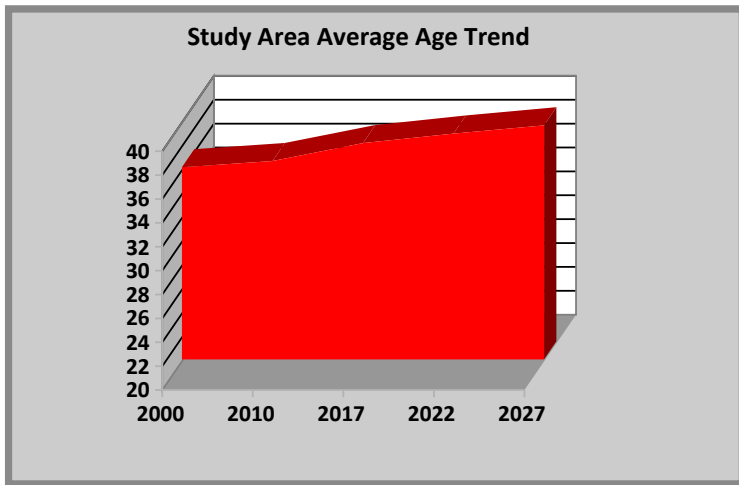
The Age Trend Insite explores two variables: Average age and Phase of Life.

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

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

## AGE

<i>Average Age Trends</i>	2000	2010	2017	2022	2027
<b>Average Age: Study Area</b>	<b>36.26</b>	<b>36.78</b>	<b>38.28</b>	<b>39.08</b>	<b>39.77</b>
Percent Change		1.4%	4.1%	2.1%	1.8%
<b>Average Age: KS</b>	<b>36.26</b>	<b>36.78</b>	<b>38.28</b>	<b>39.08</b>	<b>39.77</b>
Percent Change		1.4%	4.1%	2.1%	1.8%
Comparative Index	100	100	100	100	100
<b>Median Age: Study Area</b>	<b>34</b>	<b>35</b>	<b>36</b>	<b>37</b>	<b>37</b>



### 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.

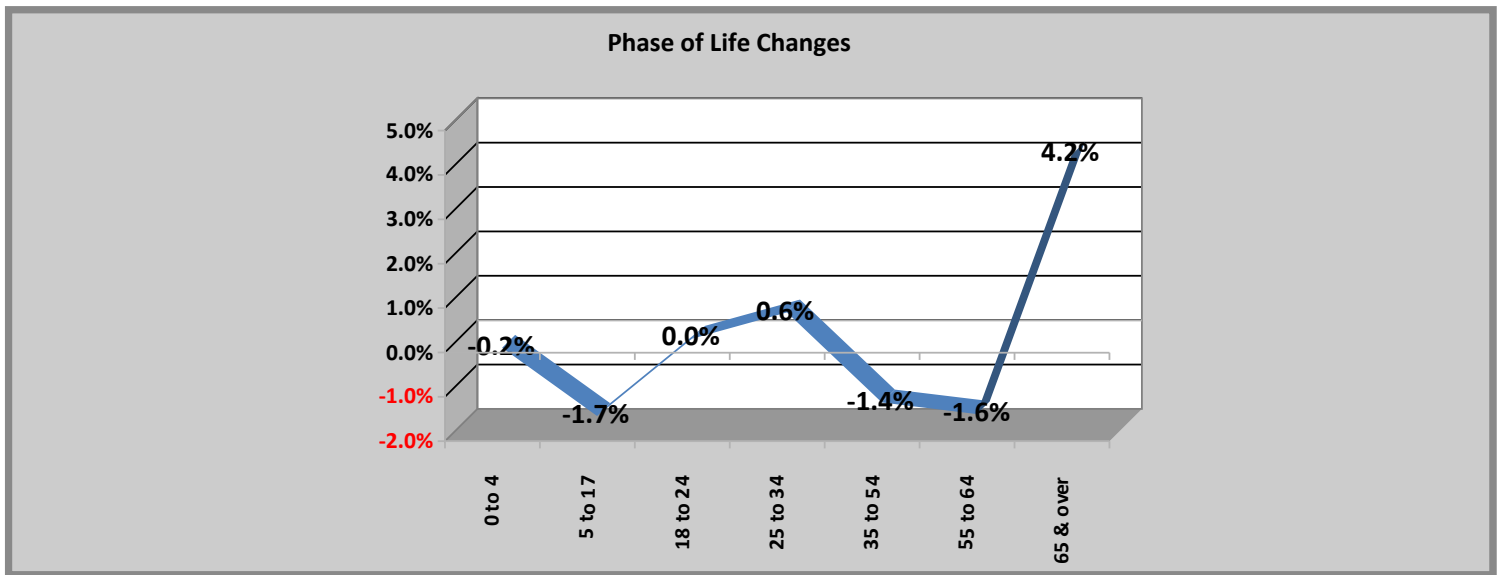
# INSITE #3: AGE TRENDS (continued)

## 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	2017	2022	2027	2010%	2017%	2022%	2027%	Estimated 10 Year %pt Change 2017 - 2027
<b>Before Formal Schooling</b>									
Ages 0 to 4	205,492	190,231	190,369	194,252	7.2%	6.5%	6.3%	6.3%	-0.2%
<b>Required Formal Schooling</b>									
Ages 5 to 17	521,447	521,394	505,067	493,510	18.3%	17.8%	16.8%	16.1%	-1.7%
<b>College/Career Starts</b>									
Ages 18 to 24	288,159	319,879	333,694	336,151	10.1%	10.9%	11.1%	10.9%	0.0%
<b>Singles &amp; Young Families</b>									
Ages 25 to 34	377,720	365,813	373,759	402,403	13.2%	12.5%	12.5%	13.1%	0.6%
<b>Families &amp; Empty Nesters</b>									
Ages 35 to 54	752,937	713,013	700,539	703,331	26.4%	24.3%	23.4%	22.9%	-1.4%
<b>Enrichment Years Sing/Couples</b>									
Ages 55 to 64	331,247	379,320	376,210	346,242	11.6%	12.9%	12.5%	11.3%	-1.6%
<b>Retirement Opportunities</b>									
Age 65 and over	376,116	444,825	519,002	594,106	13.2%	15.2%	17.3%	19.4%	4.2%



### Summary of Phase of Life Findings:

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

In this study area children 17 years of age and younger are 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

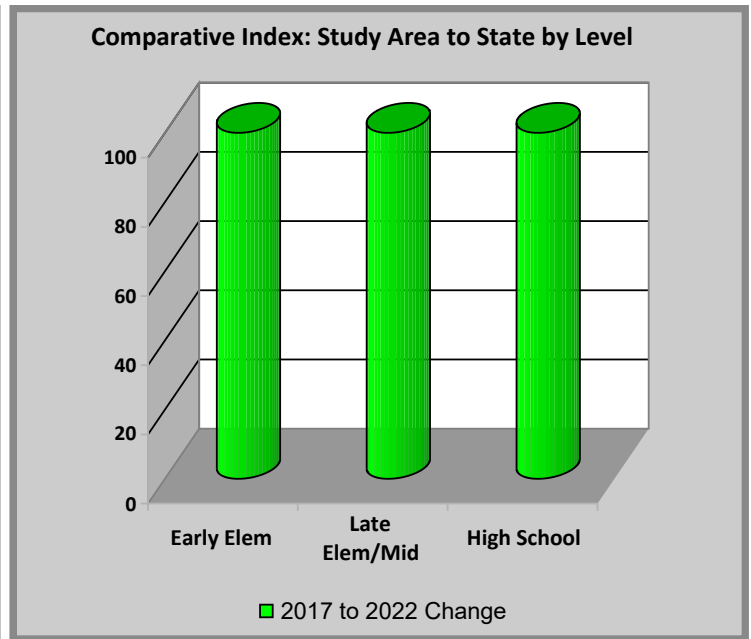
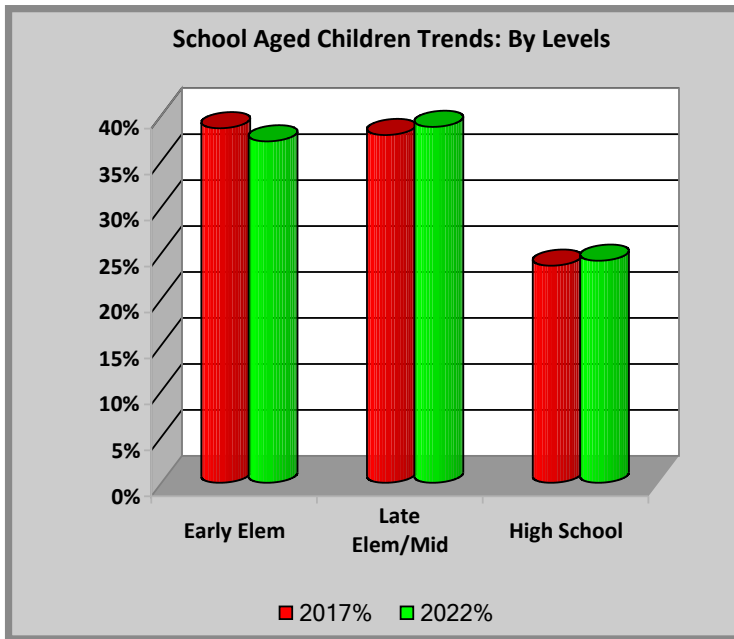
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely 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	2017	2022	2010%	2017%	2022%	Estimated 5 Year %pt Change 2017 - 2022
<b>Early Elementary</b>							
Ages 5 to 9	202,447	201,068	187,565	38.8%	38.6%	37.1%	-1.4%
<b>Late Elementary-Middle School</b>							
Ages 10 to 14	198,884	197,216	195,519	38.1%	37.8%	38.7%	0.9%
<b>High School</b>							
Ages 15 to 17	120,116	123,110	121,983	23.0%	23.6%	24.2%	0.5%



### 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 -1.4%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 17 by 0.9%.

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

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

# INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

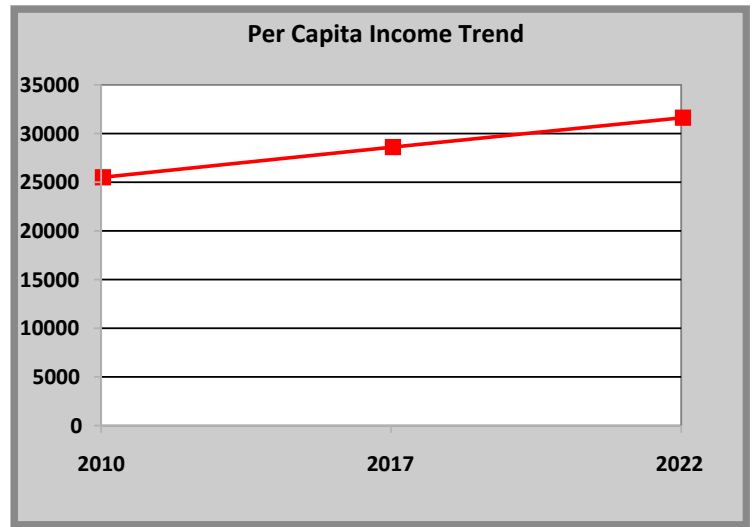
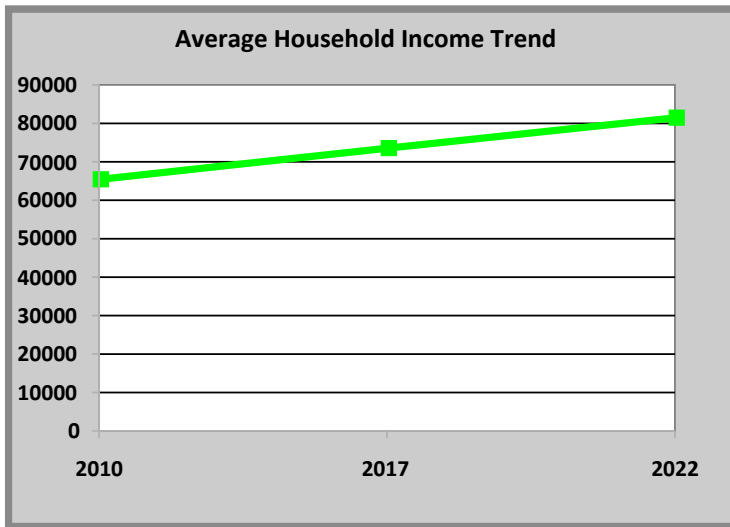
## AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 \$73,569. The average household income is projected to grow by 10.8% to \$81,479.

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 \$28,615. The Per Capita Income is projected to grow by 10.6% to \$31,642.



Income Trends	2010	2017	2022	2010%	2017%	2022%	Estimated 5 Year %pt Change 2017 - 2022
<b>Households</b>							
Less than \$10,000	73,165	68,952	61,390	6.6%	6.0%	5.3%	-0.8%
\$10,000 to \$14,999	60,085	52,283	47,515	5.4%	4.6%	4.1%	-0.5%
\$15,000 to \$24,999	126,261	114,104	104,565	11.4%	10.0%	9.0%	-1.0%
\$25,000 to \$34,999	126,405	119,657	109,367	11.4%	10.5%	9.4%	-1.1%
\$35,000 to \$49,999	172,020	163,929	157,046	15.5%	14.4%	13.5%	-0.9%
\$50,000 to \$74,999	218,135	220,190	218,962	19.6%	19.3%	18.8%	-0.5%
\$75,000 to \$99,999	139,844	148,477	155,779	12.6%	13.0%	13.4%	0.4%
\$100,000 to \$149,999	123,948	154,921	177,499	11.1%	13.6%	15.2%	1.7%
\$150,000 to \$199,999	38,776	56,461	70,332	3.5%	4.9%	6.0%	1.1%
\$200,000 or more	33,402	42,410	62,064	3.0%	3.7%	5.3%	1.6%
<b>Totals</b>	<b>1,112,041</b>	<b>1,141,384</b>	<b>1,164,519</b>				

## 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 grow over the next five years. For the current year, it is estimated that 29.1% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 29.3%.

<i>Income Trends</i>	2017	2022	2017%	2022%	Estimated 5 Year %pt Change 2017 - 2022
<b>Families</b>					
Less than \$10,000	27,192	26,595	3.6%	3.4%	-0.16%
\$10,000 to \$14,999	19,101	18,393	2.5%	2.4%	-0.15%
\$15,000 to \$24,999	51,509	50,930	6.8%	6.5%	-0.24%
\$25,000 to \$34,999	64,285	73,711	8.5%	9.5%	1.01%
\$35,000 to \$49,999	101,191	101,414	13.3%	13.0%	-0.29%
\$50,000 to \$74,999	155,689	157,307	20.5%	20.2%	-0.28%
\$75,000 to \$99,999	120,341	122,235	15.8%	15.7%	-0.13%
\$100,000 to \$149,999	132,781	136,490	17.5%	17.5%	0.06%
\$150,000-\$199,999	50,414	52,420	6.6%	6.7%	0.10%
\$200,000 or more	38,184	39,800	5.0%	5.1%	0.09%
<b>Totals</b>	<b>760,687</b>	<b>779,295</b>			

### MEDIAN INCOME BY RACE AND ETHNICITY

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

Median Income by Race and Ethnicity	2017
Asian Household Income	65,044
Black/ African American Household Income	35,689
Hispanic/Latino Household Income	42,296
White/Anglo Household Income	58,635
P Is, Am Indian Other Household Income	43,770



# 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...

The concern of this analysis is family households with children under 18. Of the types of family households with children there are...

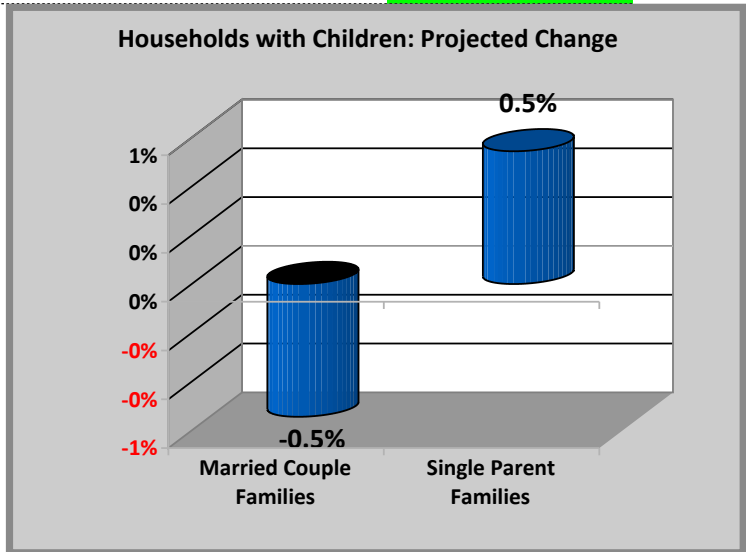
- family households with children under 18
- family households without children under 18

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

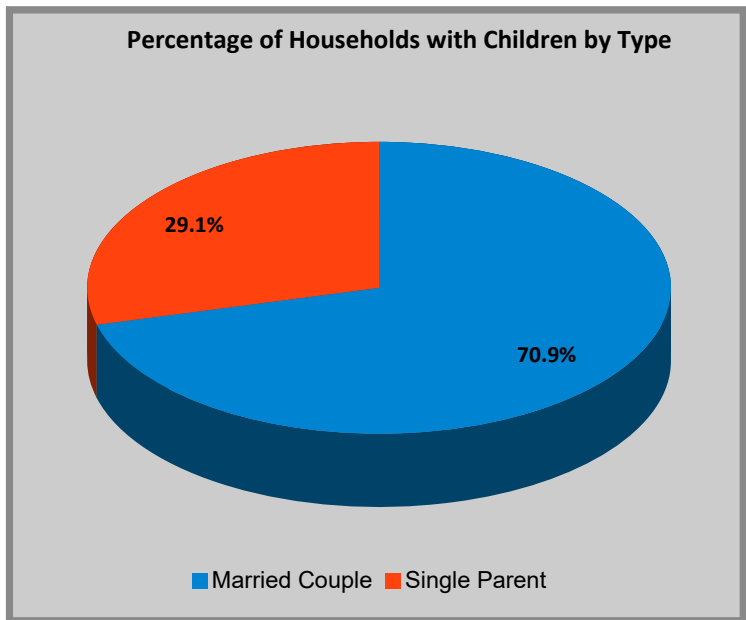
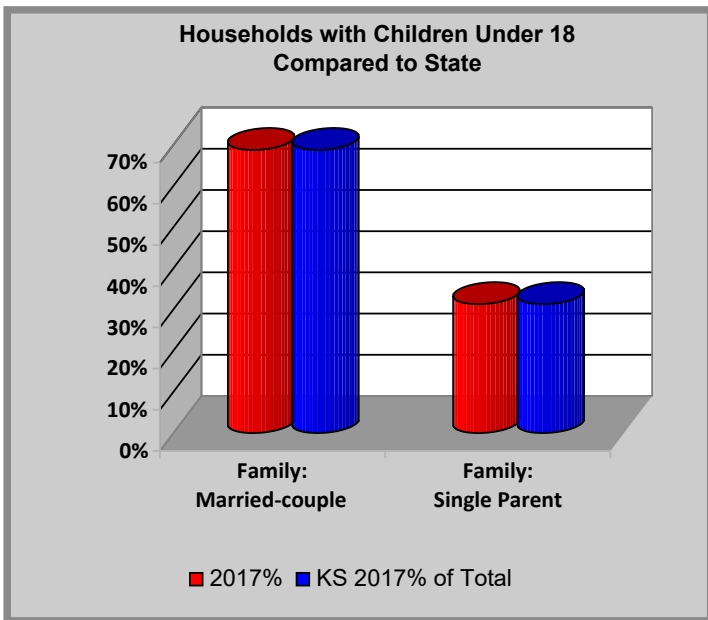
These two are reported for the study area in the table below.

Households	2010	2017	2022	2010%	2017%	2022%	Estimated 5 Year %pt Change 2017 - 2022
<b>Households with Children under 18</b>							
Married Couple	250,915	246,052	247,666	68.7%	70.9%	70.4%	-0.5%
Single Parent	114,270	100,887	104,248	31.3%	29.1%	29.6%	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 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. Both trend information as well as a comparison to the study area's state marital status types provides two different views of this social reality.

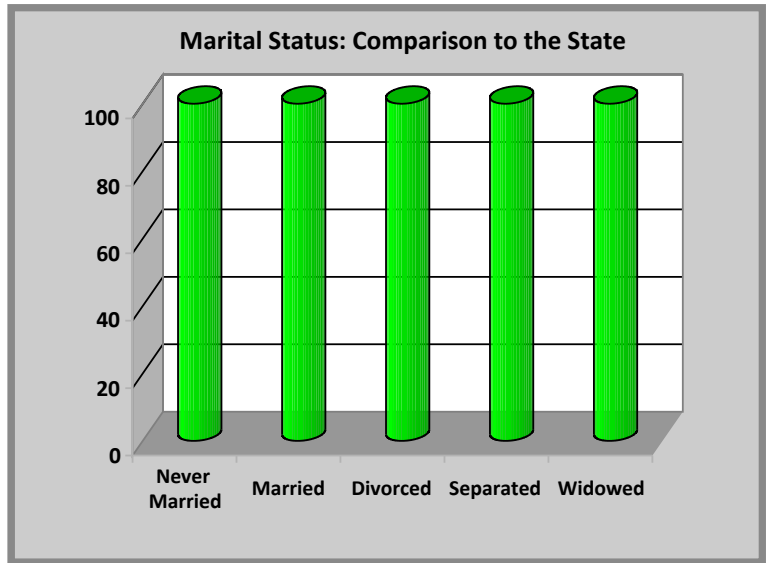
Marital types reported include..

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

	2010	2017	2022	2010%	2017%	2022%	2010 to 2022 %pt Change
<b>Population by Marital Status: Age 15+</b>							
Never Married	582,561	643,434	671,189	25.5%	27.0%	27.2%	1.7%
Married	1,289,301	1,300,325	1,344,260	56.4%	54.5%	54.5%	-1.9%
Divorced	241,315	261,967	267,119	10.6%	11.0%	10.8%	0.3%
Separated	35,113	34,075	34,232	1.5%	1.4%	1.4%	-0.1%
Widowed	137,524	147,519	149,104	6.0%	6.2%	6.0%	0.0%

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

The graph to the right illustrates the marital status comparison of the study area to the state. Bars above the 0% point line indicate a marital status type that is more prevalent than the state average while bars below the 0% are below the state average. The length of the bars represent the strength of the difference. They are not percentages.



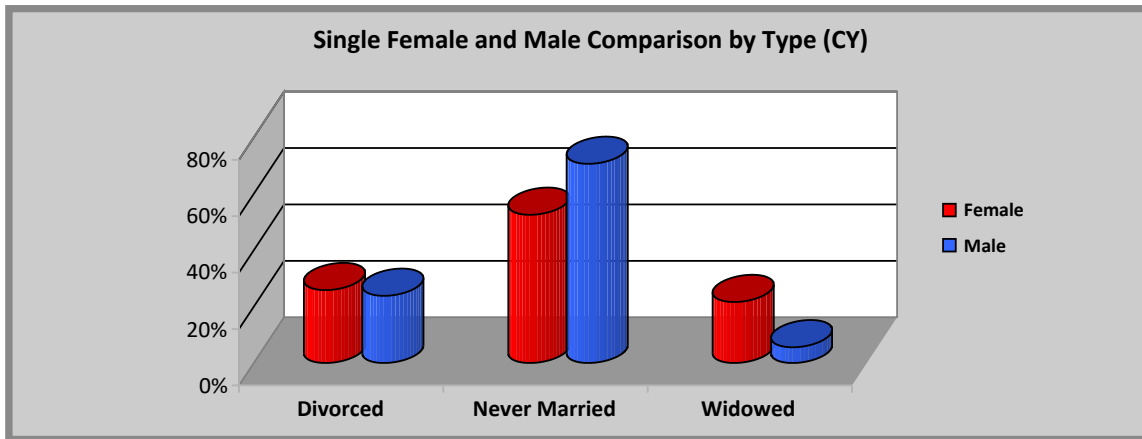
## MARITAL STATUS BY FEMALE AND MALE

Who is more likely to be unmarried, women or men in this community? Consider these findings about this study area:

Women 15 years and older are less likely to be single, never married than men.

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.

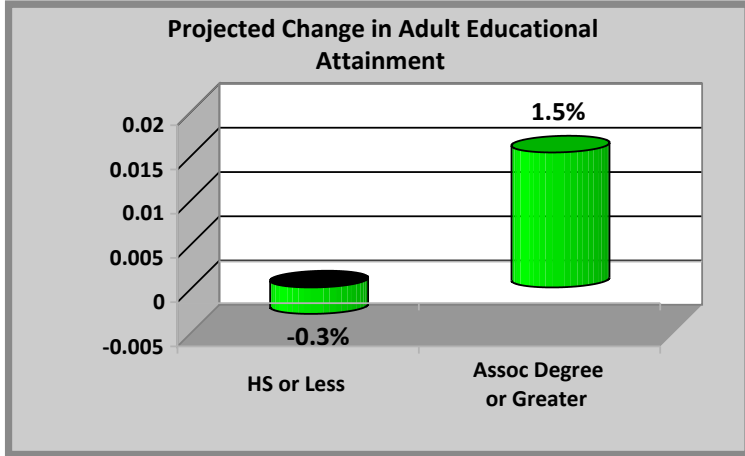


# INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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

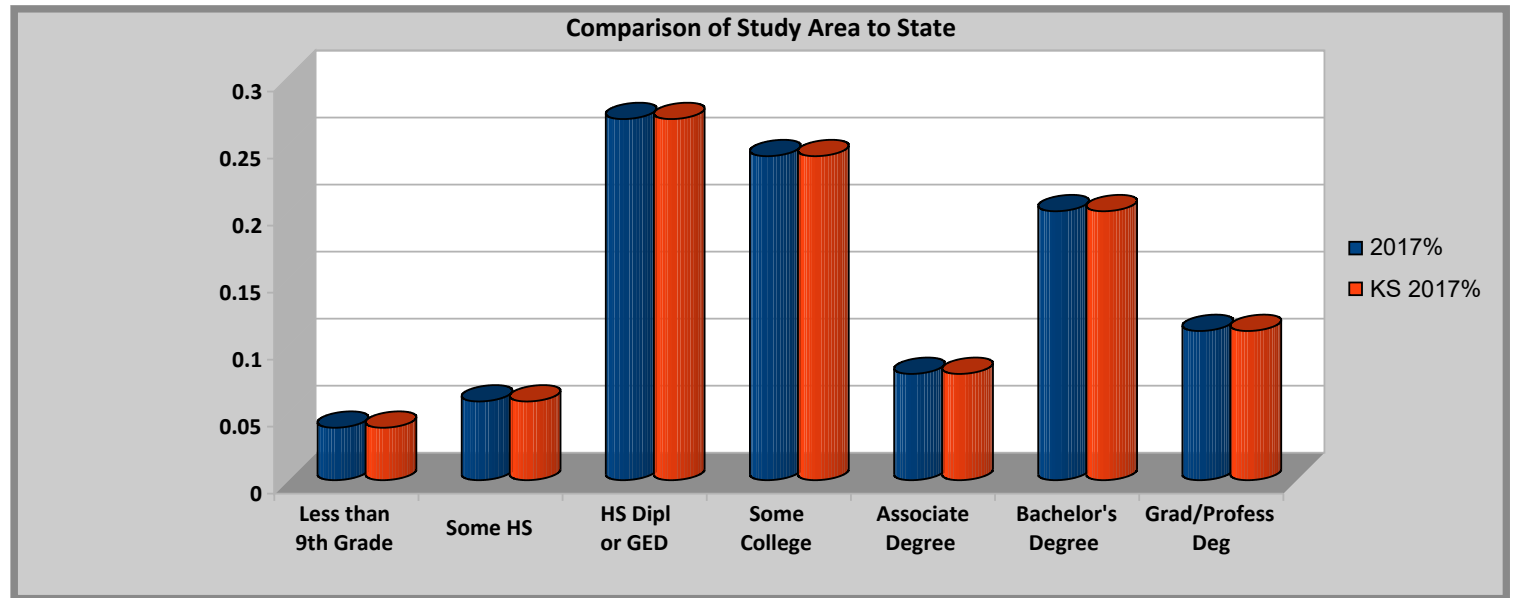
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of KANSAS. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

## 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 1.5%.

## EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2017	2022	KS 2017%	2017 Study Area-State Comp Index
<b>Population by Educational Attainment: 25+</b>					
Less than 9th Grade	4.1%	3.9%	3.9%	3.9%	100
Some HS	6.5%	5.9%	5.6%	5.9%	100
HS Dipl or GED	28.7%	26.9%	26.0%	26.9%	100
Some College	23.7%	24.2%	23.9%	24.2%	100
Associate Degree	7.3%	7.9%	8.3%	7.9%	100
Bachelor's Degree	19.4%	20.1%	20.8%	20.1%	100
Grad/Profess Deg	10.2%	11.1%	11.6%	11.1%	100

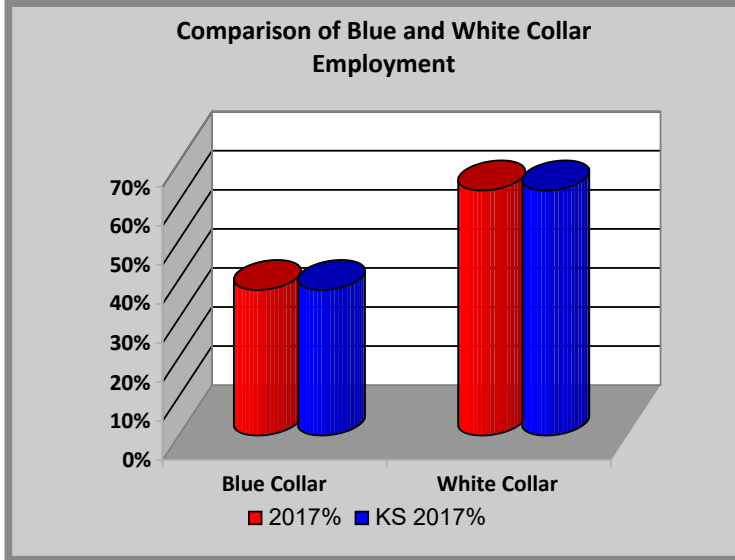
The overall educational attainment of the adults in this community is about the same as the state.

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

## EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2017	KS 2017	Comp. Index	Interpretation
<b>Employed Civilian Pop 16+ by Occupation</b>				
Bldg Maintenance & Cleaning	3.6%	3.6%	100	At about the state average.
Construction	9.0%	9.0%	100	At about the state average.
Farming, Fishing, & Forestry	0.9%	0.9%	100	At about the state average.
Food Preparation Serving	5.3%	5.3%	100	At about the state average.
Healthcare Support	2.7%	2.7%	100	At about the state average.
Managerial Executive	15.0%	15.0%	100	At about the state average.
Office Admin	13.2%	13.2%	100	At about the state average.
Personal Care	3.2%	3.2%	100	At about the state average.
Production Transportation	13.5%	13.5%	100	At about the state average.
Prof Specialty	22.1%	22.1%	100	At about the state average.
Protective	1.8%	1.8%	100	At about the state average.
Sales	9.8%	9.8%	100	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.**

	2017	2017%	State %	Comp Index	Relative to the KS State Ave.
<b>Mosaic Segments</b>					
N46 Pastoral Pride - True Grit Americans	75,218	7.5%	7.5%	100	About average for the state
Q64 Golden Year Guardians - Town Elders	67,705	6.7%	6.7%	100	About average for the state
E21 Thriving Boomers - Unspoiled Splendor	53,088	5.3%	5.3%	100	About average for the state
O51 Singles and Starters - Digital Dependents	50,366	5.0%	5.0%	100	About average for the state
J34 Autumn Years - Aging in Place	41,018	4.1%	4.1%	100	About average for the state
L42 Blue Sky Boomers - Rooted Flower Power	40,534	4.0%	4.0%	100	About average for the state
J35 Autumn Years - Rural Escape	40,320	4.0%	4.0%	100	About average for the state
C11 Booming with Confidence - Aging of Aquarius	36,381	3.6%	3.6%	100	About average for the state
O54 Singles and Starters - Striving Single Scene	34,969	3.5%	3.5%	100	About average for the state
M45 Families in Motion - Diapers and Debit Cards	33,703	3.4%	3.4%	100	About average for the state
I30 Family Union - Stockcars and State Parks	28,574	2.8%	2.8%	100	About average for the state
O55 Singles and Starters - Family Troopers	25,778	2.6%	2.6%	100	About average for the state
E20 Thriving Boomers - No Place Like Home	24,877	2.5%	2.5%	100	About average for the state
F22 Promising Families - Fast Track Couples	24,130	2.4%	2.4%	100	About average for the state
B08 Flourishing Families - Babies and Bliss	24,021	2.4%	2.4%	100	About average for the state

### 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.

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: CHARITABLE GIVING PRACTICES

Charitable giving practices data provide three perspectives about giving in the study area. First, they indicate how extensive giving is within a study area by showing the percentage of households that are likely to contribute \$200 or more dollars per year to charitable causes.

Second, they project the direction of giving. Giving data is provided across 10 sectors of charity giving. Each community has its own distinctive pattern.

Finally, they show how the study area gives across the 10 sectors in comparison to the state of KANSAS. An area may contribute modestly to a charitable sector in terms of actual projected households but it may be well above the state-wide average for such giving.

### Interpreting the Table

As the table is studied look at two factors; the number of people or households and the index. The first will provide a sense of the number strength in the study area. The second shows how giving to one of the 10 charitable targets compares to the state. Any "index" over 100 means the study area gives more to a charitable target than is true for the state as a whole.

To make the interpretation of this easier, the following table is sorted by Index. However, be sure to look at the "% of Households" column. A particular charitable sector may have a low index but still a larger percentage than some other of the 10 sectors represented here.

	Hholds	% of HH	Index	Interpretation
<b>Charitable Contributions Last Yr: \$200 Or More</b>				
Education-\$200 Or More	44,349	4.0%	100	About average for the state.
Environmental-\$200 Or More	6,681	1.0%	100	About average for the state.
Health-\$200 Or More	37,264	3.0%	100	About average for the state.
Other-\$200 Or More	55,949	5.0%	100	About average for the state.
Political Organization-\$200 Or More	7,498	1.0%	100	About average for the state.
Private Foundation-\$200 Or More	43,868	4.0%	100	About average for the state.
Public Radio-\$200 Or More	5,546	0.0%	100	About average for the state.
Public Television-\$200 Or More	4,019	0.0%	100	About average for the state.
Religious-\$200 Or More	258,197	23.0%	100	About average for the state.
Social Services/Welfare-\$200 Or More	60,178	5.0%	100	About average for the state.

### Summary of Charitable Contribution Findings:

Overall, it is estimated that households in this study area are about the same as the state average in their contributions to charities.

### More specific findings include:

The number of charitable sectors where giving is well above the state average: 0.

The number of charitable sectors where giving is somewhat below the state average: 0.

The number of charitable sectors where giving is well below the state average: 0.

## INSITE #12: RELIGIOUS PROGRAM OR MINISTRY PREFERENCES

This information is from the recent survey conducted by MissionInsite of US Religious Preferences, Practices and Beliefs called the Quadrennium Project. While general religious data is available through various organizations, only MissionInsite can provide local geography projections that are current. The complete survey results are available in the Predesigned Quad Report. 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
<b>Personal Growth</b>	32.5%	7.8%	32.6%	9.0%	100	87
Addiction support groups	26.7%	9.0%	26.9%	10.0%	99	90
Health/weight loss programs	34.5%	7.7%	33.9%	9.1%	102	85
Practical training seminars	36.4%	6.7%	37.1%	8.0%	98	84
<b>Family Support and Intervention Services</b>	36.1%	13.4%	35.0%	14.8%	103	91
Daycare/After-School Programs	25.0%	9.0%	24.3%	10.6%	103	85
Crisis support groups	42.1%	12.9%	41.7%	14.3%	101	90
Family oriented activities	40.5%	22.9%	39.5%	24.0%	102	95
Marriage enrichment	36.9%	12.3%	35.3%	13.7%	105	89
Parenting development	31.0%	10.5%	29.6%	11.7%	105	89
Personal/family counseling	40.9%	12.7%	39.6%	14.2%	103	90
<b>Community Involvement and Advocacy Programs</b>	48.1%	15.0%	47.7%	16.1%	101	93
Adult social activities	52.6%	15.8%	51.8%	17.0%	102	93
Involvement in social causes	48.8%	14.2%	48.6%	15.5%	100	91
Social justice advocacy work	39.8%	10.1%	39.3%	11.6%	101	87
Opportunities for volunteering in the community	51.3%	19.9%	51.1%	20.4%	100	98
<b>Community Activities or Cultural Programs</b>	42.6%	15.5%	42.3%	16.6%	101	94
Cultural programs (music, drama, art)	43.4%	11.6%	45.2%	12.8%	96	91
Holiday programs/activities	49.4%	17.7%	49.0%	18.0%	101	98
Seniors/retiree activities	42.9%	15.5%	41.8%	16.7%	103	93
Youth social activities	34.6%	17.4%	33.0%	18.8%	105	93
<b>Religious/Spiritual Programs</b>	35.4%	18.3%	34.2%	19.0%	103	97
Alternative spiritual practices (meditation, yoga, etc.)	27.3%	6.7%	28.2%	8.0%	97	84
Bible or Scripture study/prayer groups	34.6%	20.1%	32.5%	21.6%	106	93
Christian education for children	30.0%	22.2%	27.8%	22.0%	108	101
Contemporary worship services	41.7%	17.3%	40.2%	17.0%	104	102
Spiritual discussion groups	41.2%	13.2%	40.1%	15.0%	103	88
Traditional worship services	37.7%	30.4%	36.8%	30.3%	102	100

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