The ExecutiveInsite Report

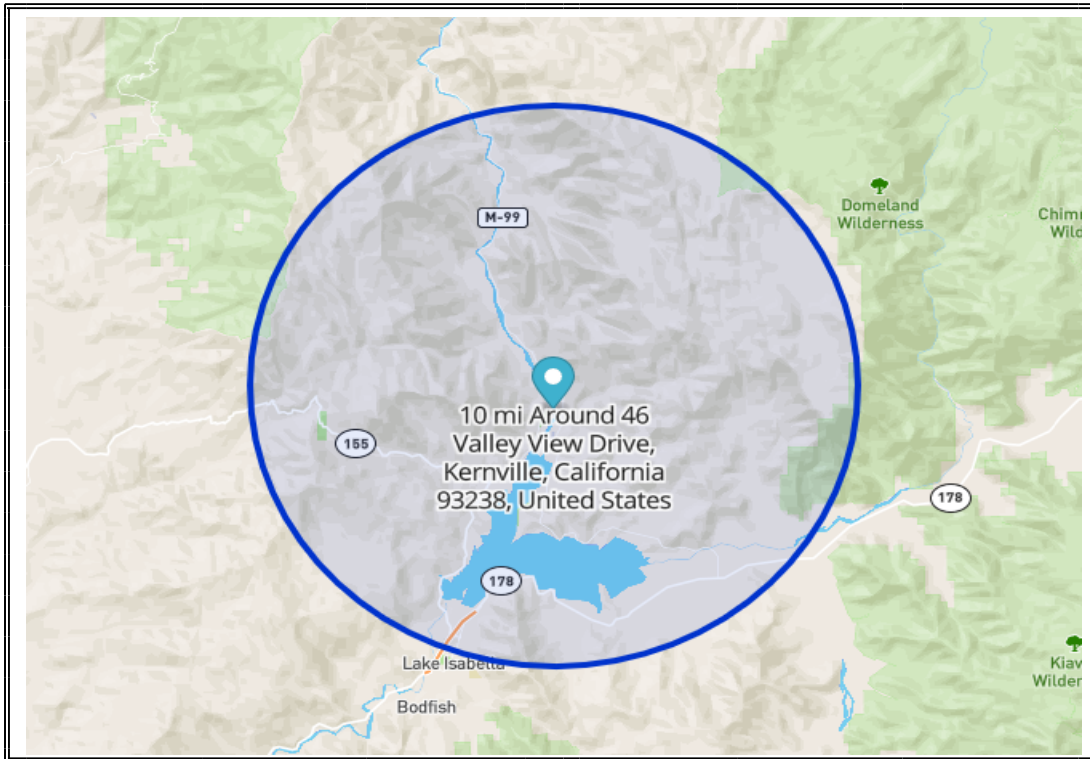|	
Prepared for:	California Southern Baptist Convention
Study area:	10 mi Around 46 Valley View Drive, Kernville, California 93238, United States
Base State:	CA
Current Year Estimate:	2023
5 Year Projection:	2028
Date:	10/16/2024
Semi-Annual Projection:	Spring

This ExecutiveInsite Report has been prepared for California Southern Baptist Convention. 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

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.

Population:

The estimated 2023 population within the study area is 8,051. The 2028 projection would see the area grow by 503 to a total population of 8,554. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 6.2% in the next five years, the state is projected to grow by 3.5%. The study area's estimated average change rate is 1.2%.

Households:

The households within the community are growing but not as fast as the population, thus the average population per household in 2010 was 2.09 but by 2028 it is projected to be 2.09. Compare this to the statewide average which for the current year is estimated at 2.96 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.
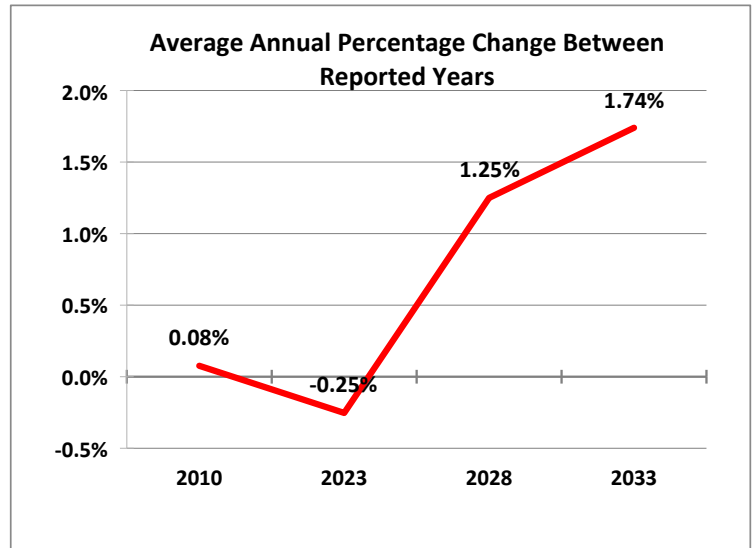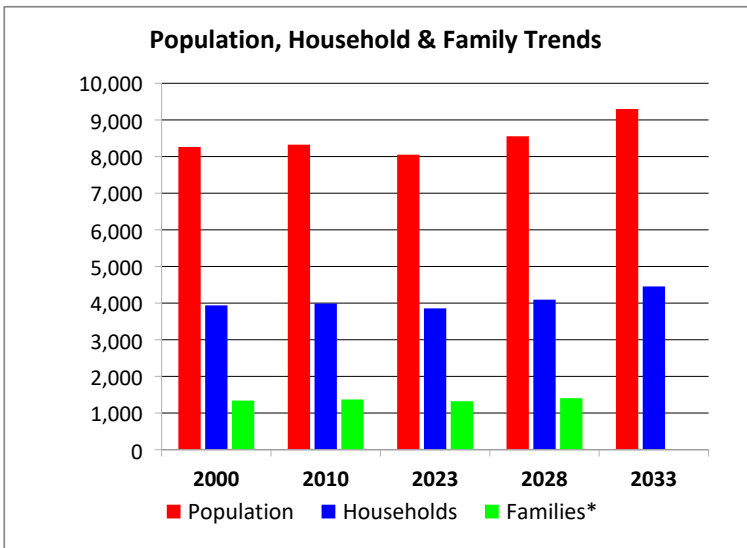
Family Households:

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	2023	2028	2033
Population	**8,262**	**8,325**	**8,051**	**8,554**	**9,298**
Population Change		63	-274	503	744
Percent Change		0.8%	-3.3%	6.2%	8.7%
Households	**3,938**	**3,988**	**3,856**	**4,094**	**4,455**
Households Change		50	-132	238	361
Percent Change		1.3%	-3.3%	6.2%	8.8%
Population / Households	**2.10**	**2.09**	**2.09**	**2.09**	**2.09**
Population / Households Change		-0.01	0.00	0.00	0.00
Percent Change		-0.5%	0.0%	0.1%	-0.1%
Families	**1,339**	**1,370**	**1,322**	**1,404**	
Families Change		31	-48	82	
Percent Change		2.3%	-3.5%	6.2%	

Population, Household & Family Trends

Legend: ■ Population ■ Households ■ Families*

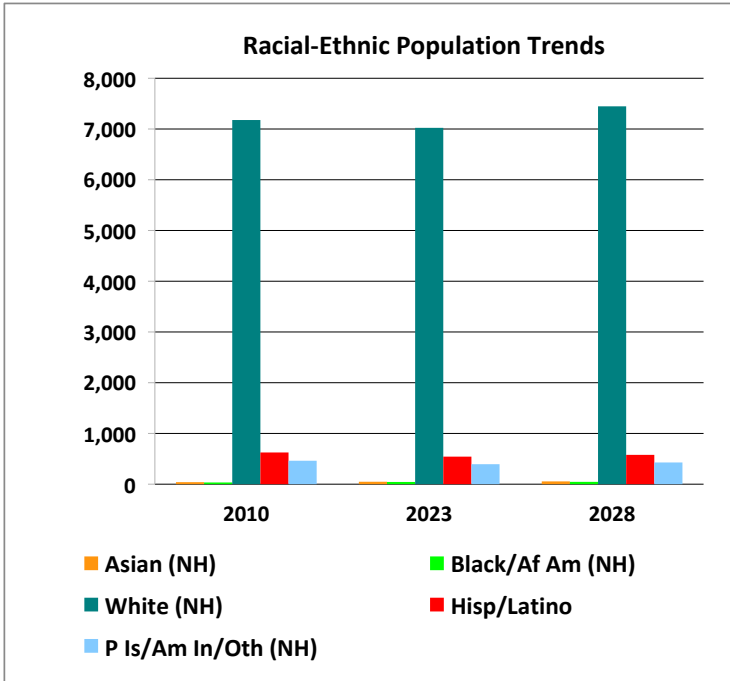**Average Annual Percentage Change Between Reported Years**

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.

Racial-Ethnic Population Trends

Legend:
- Asian (NH)
- Black/Af Am (NH)
- White (NH)
- Hisp/Latino
- P Is/Am In/Oth (NH)

Current Year Racial/Ethnicity as Percentage of Pop

Legend:
- Asian (NH)
- Black/Af Am (NH)
- White (NH)
- Hisp/Latino
- P Is/Am In/Oth (NH)

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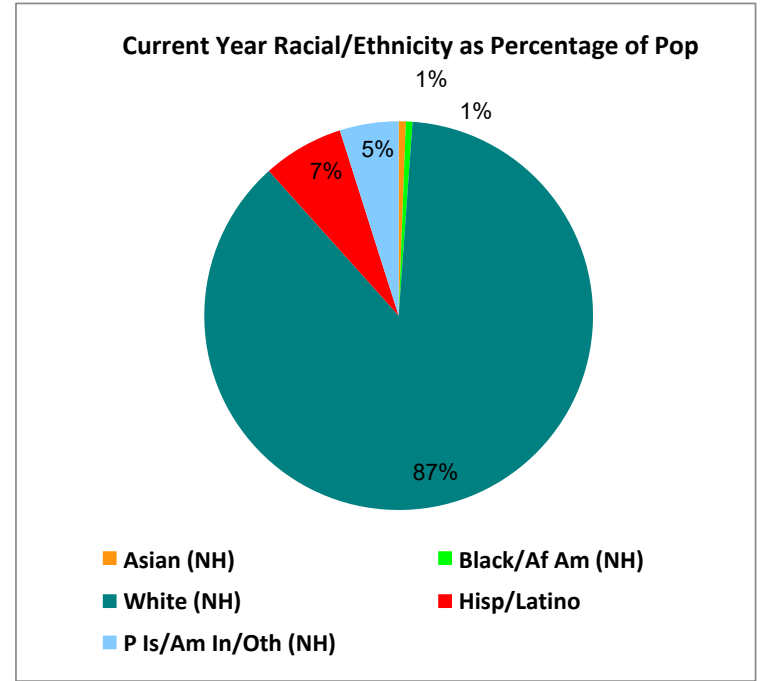
This chart shows the percentage of each group for the current year estimate.

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	2023	2028	2010%	2023 %	2028 %	2010 to 2028 %pt Change
Race and Ethnicity							
Asian (NH)	40	48	55	0.48%	0.60%	0.64%	0.16%
Black/Afr Amer (NH)	21	44	46	0.25%	0.55%	0.54%	0.29%
White (NH)	7,177	7,023	7,447	86.21%	87.22%	87.06%	0.85%
Hispanic/Latino	625	543	578	7.51%	6.74%	6.76%	-0.75%
P Is/Am In/Oth (NH)	462	394	428	5.55%	4.89%	5.00%	-0.55%
Totals:	**8,325**	**8,052**	**8,554**				

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	2023	2028	2033
Average Age: Study Area	**50.38**	**49.08**	**50.54**	**49.92**	**48.54**
Percent Change		-2.6%	3.0%	-1.2%	-2.8%
Average Age: CA	**34.60**	**35.96**	**39.13**	**39.99**	**40.66**
Percent Change		3.9%	8.8%	2.2%	1.7%
Comparative Index		146	136	129	125	119
Median Age: Study Area	**54**	**54**	**56**	**53**	**48**

Study Area Average Age Trend

Ave. Age Comparison: Study Area to State
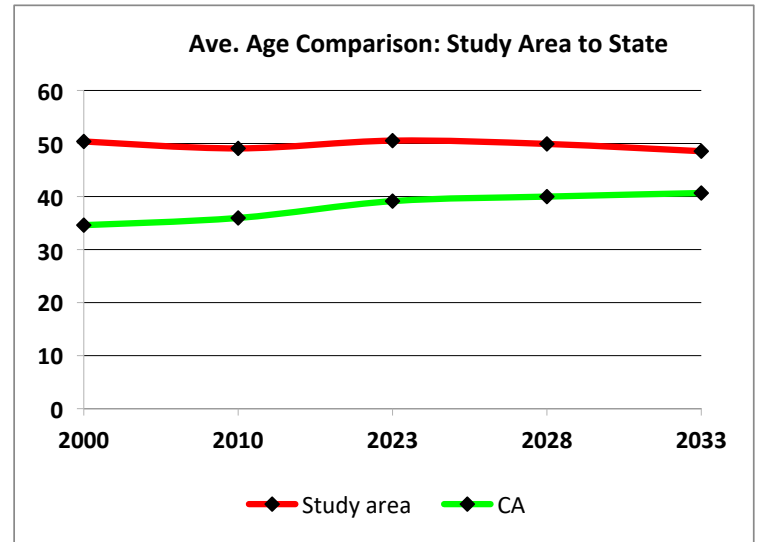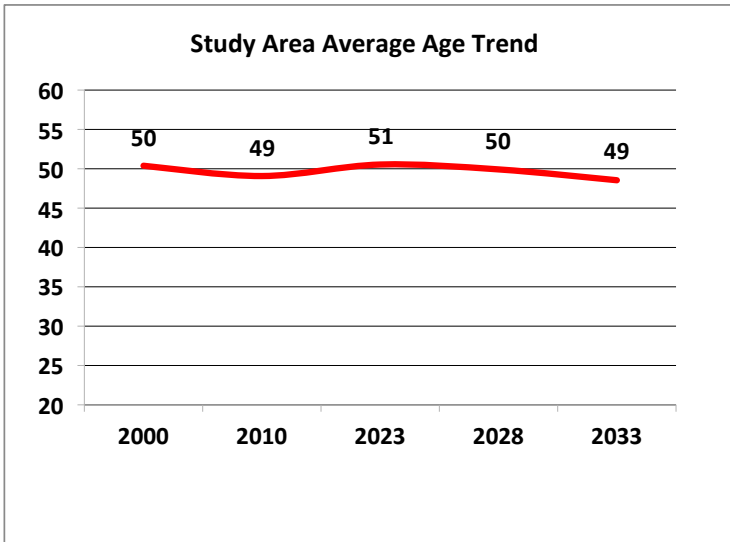
Summary of Average Age Findings:

The Average Age Trend chart shows both history and projection of the change in average age in the study area. The average age of the study area is stable and relatively unchanging It is projected to remain relatively the same over the next five years.

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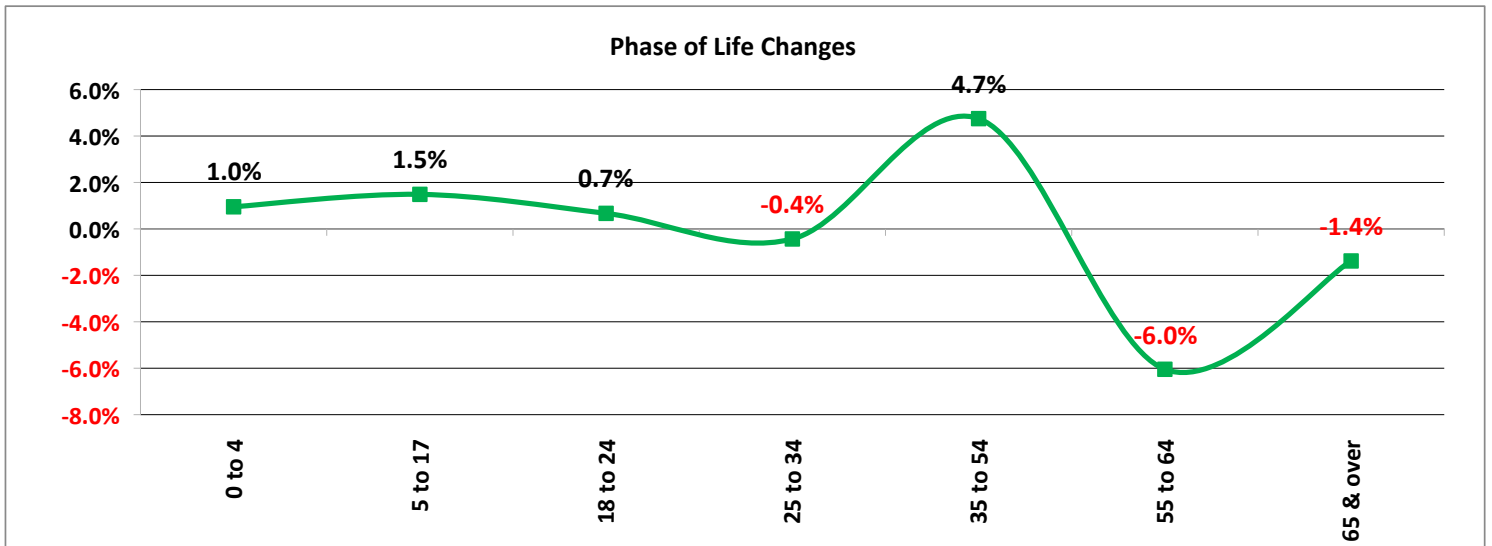
PHASE OF LIFE

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	2023	2028	2033	2010%	2023%	2028%	2033%	Estimated 10 Year %pt Change 2023 - 2033
Before Formal Schooling Ages 0 to 4	344	352	410	495	4.1%	4.4%	4.8%	5.3%	1.0%
Required Formal Schooling Ages 5 to 17	929	909	1,009	1,188	11.2%	11.3%	11.8%	12.8%	1.5%
College/Career Starts Ages 18 to 24	488	496	561	635	5.9%	6.2%	6.6%	6.8%	0.7%
Singles & Young Families Ages 25 to 34	569	829	868	917	6.8%	10.3%	10.1%	9.9%	-0.4%
Families & Empty Nesters Ages 35 to 54	1,897	1,224	1,466	1,855	22.8%	15.2%	17.1%	20.0%	4.7%
Enrichment Years Sing/Couples Ages 55 to 64	1,561	1,138	879	752	18.8%	14.1%	10.3%	8.1%	-6.0%
Retirement Opportunities Age 65 and over	2,536	3,104	3,362	3,456	30.5%	38.5%	39.3%	37.2%	-1.4%

Phase of Life Changes

Summary of Phase of Life Findings:

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

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

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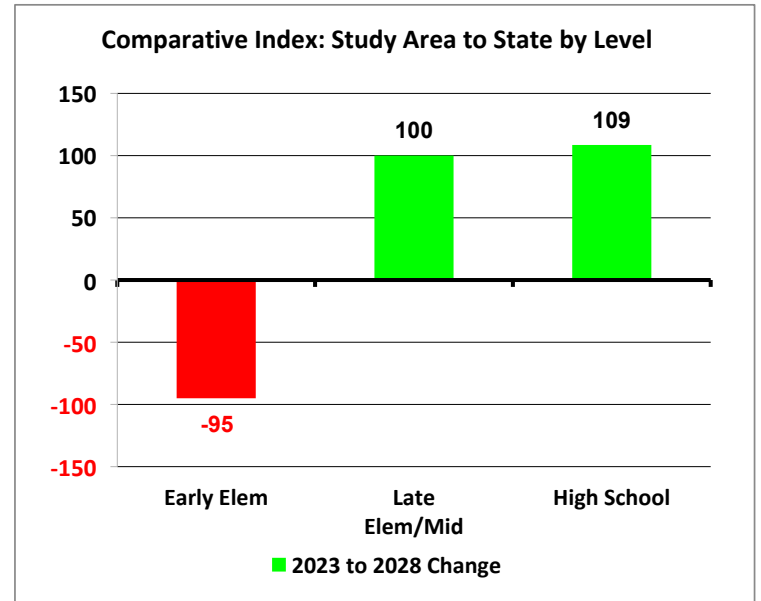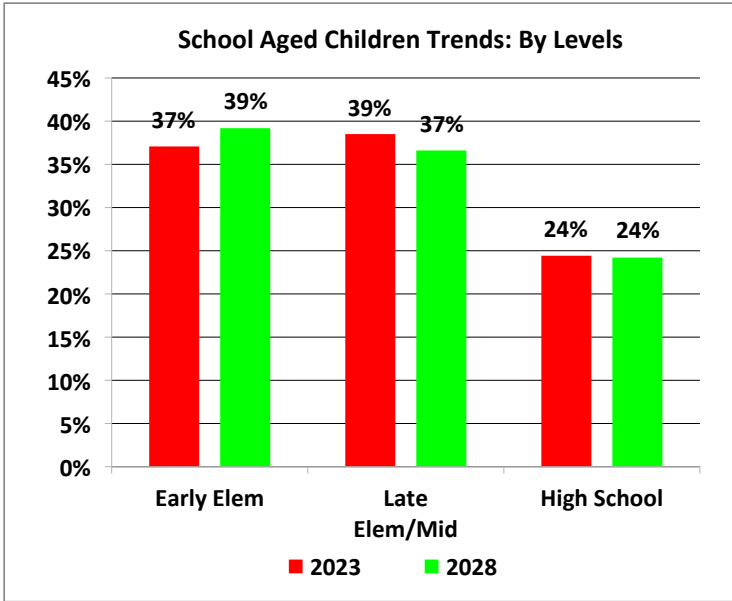
INSITE #4: SCHOOL AGED CHILDREN TRENDS

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

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

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

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

School Aged Children	2010	2023	2028	2010%	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Early Elementary							
Ages 5 to 9	312	337	395	33.5%	37.1%	39.2%	2.1%
Late Elementary-Middle School							
Ages 10 to 14	354	350	369	38.1%	38.5%	36.6%	-1.9%
High School							
Ages 15 to 17	264	222	244	28.4%	24.4%	24.2%	-0.2%

School Aged Children Trends: By Levels

Early Elem: 2023 37%, 2028 39%
Late Elem/Mid: 2023 39%, 2028 37%
High School: 2023 24%, 2028 24%

Legend: ■ 2023 ■ 2028

Comparative Index: Study Area to State by Level

Early Elem: -95
Late Elem/Mid: 100
High School: 109

Legend: ■ 2023 to 2028 Change

Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 17 by 2.1%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -1.9%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -0.2%.

Overall, children are aging through, but there is some evidence of a resurgence of children in the younger years.
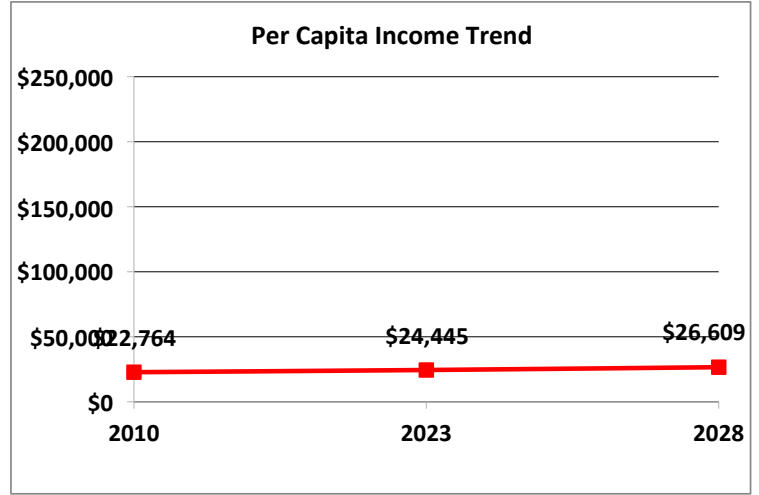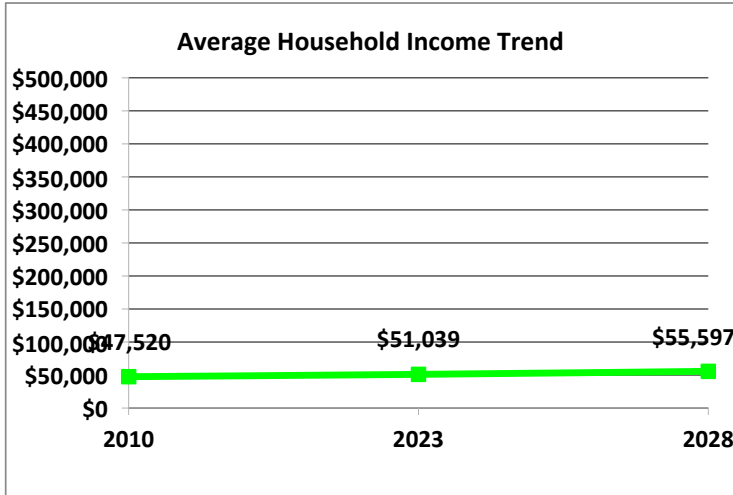
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 $51,039. The average household income is projected to grow by 8.9% to $55,597.

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 $24,445. The Per Capita Income is projected to grow by 8.9% to $26,609.

Average Household Income Trend

$500,000
$450,000
$400,000
$350,000
$300,000
$250,000
$200,000
$150,000
$100,000 $47,520 $51,039 $55,597
$50,000
$0

2010   2023   2028

Per Capita Income Trend

$250,000

$200,000

$150,000

$100,000

$50,000 $22,764 $24,445 $26,609
$0

2010   2023   2028

Income Trends	2010	2023	2028	2010%	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Households							
Less than $10,000	445	294	336	11.2%	7.6%	8.2%	0.6%
$10,000 to $14,999	549	483	388	13.8%	12.5%	9.5%	-3.1%
$15,000 to $24,999	732	600	570	18.4%	15.6%	13.9%	-1.6%
$25,000 to $34,999	547	392	591	13.7%	10.2%	14.4%	4.3%
$35,000 to $49,999	544	530	548	13.6%	13.8%	13.4%	-0.4%
$50,000 to $74,999	473	676	646	11.9%	17.5%	15.8%	-1.8%
$75,000 to $99,999	119	376	411	3.0%	9.8%	10.0%	0.3%
$100,000 to $149,999	469	366	408	11.8%	9.5%	10.0%	0.5%
$150,000 to $199,999	88	112	146	2.2%	2.9%	3.6%	0.7%
$200,000 or more	23	25	50	0.6%	0.6%	1.2%	0.6%
Totals	**3,989**	**3,854**	**4,094**				

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 15.4% of all family incomes exceed $100,000 per year. In five years that number is projected to be 15.0%.

Income Trends	2023	2028	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Families					
Less than $10,000	187	196	8.1%	7.9%	-0.14%
$10,000 to $14,999	209	220	9.0%	8.9%	-0.12%
$15,000 to $24,999	296	312	12.8%	12.7%	-0.15%
$25,000 to $34,999	301	355	13.0%	14.4%	1.38%
$35,000 to $49,999	357	378	15.4%	15.3%	-0.11%
$50,000 to $74,999	426	449	18.4%	18.2%	-0.22%
$75,000 to $99,999	180	186	7.8%	7.5%	-0.24%
$100,000 to $149,999	271	283	11.7%	11.5%	-0.25%
$150,000-$199,999	61	63	2.6%	2.6%	-0.08%
$200,000 or more	24	24	1.0%	1.0%	-0.06%
Totals	**2,312**	**2,466**			

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	2023
Asian Household Income	$37,916
Black/ African American Household Income	$88,124
Hispanic/Latino Household Income	$61,499
White/Anglo Household Income	$41,004
P Is, Am Indian Other Household Income	$21,370
Average	$49,983

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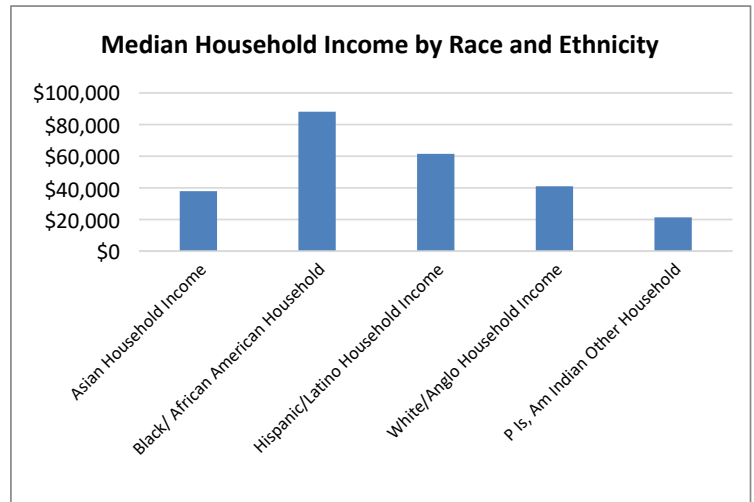
INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

Diversity of child rearing environments is increasing along with the many other types of growing diversity in the US. To understand this, we begin with the types of households that exist in a community. There are...

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

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

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

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

Households	2010	2023	2028	2010%	2023%	2028%	Estimated 5 Year %pt Change 2023 - 2028
Households with Children under 18							
Married Couple	415	236	244	58.0%	49.9%	48.0%	-1.9%
Single Parent	301	237	264	42.0%	50.1%	52.0%	1.9%

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 greater than the state.

Households with Children: Projected Change

Households with Children Under 18 Compared to State

Percentage of Households with Children by Type
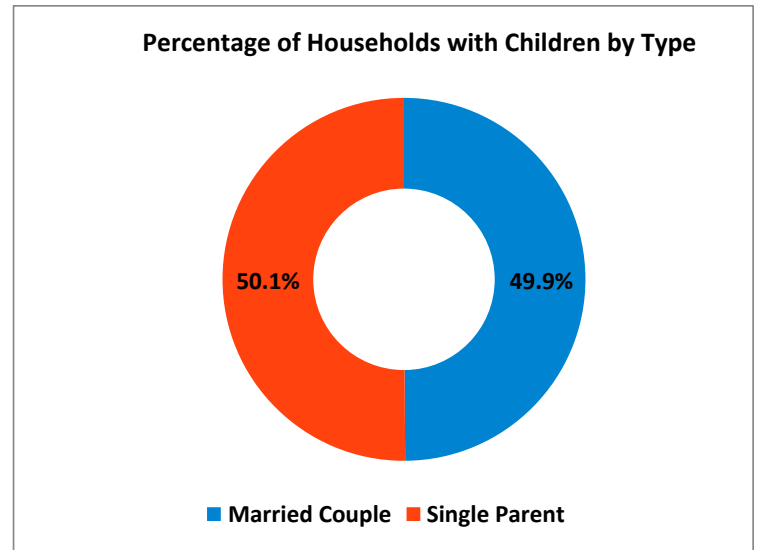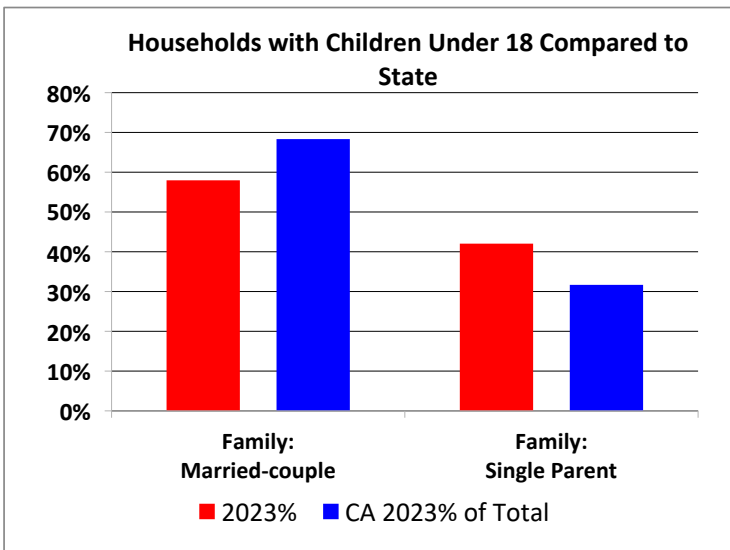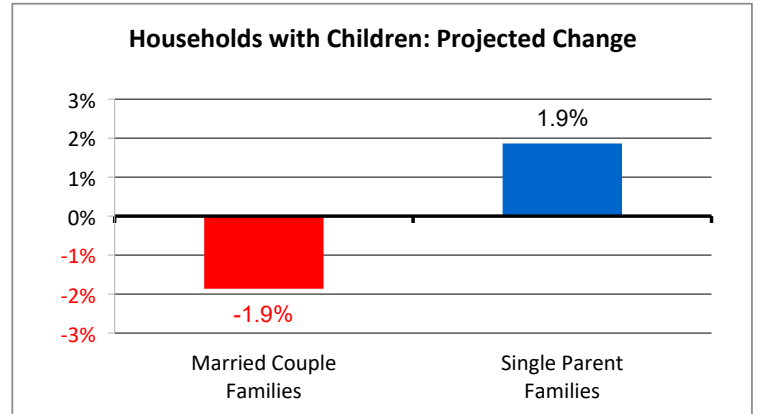
MARITAL STATUS BY TYPE

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	2023	2028	2010%	2023%	2028%	2010 to 2028 %pt Change
Population by Marital Status: Age 15+							
Never Married	1,533	1,282	1,335	20.7%	18.1%	17.9%	-2.8%
Married	3,993	3,657	3,635	54.0%	51.6%	48.8%	-5.2%
Divorced	972	1,209	1,447	13.1%	17.1%	19.4%	6.3%
Separated	101	215	198	1.4%	3.0%	2.7%	1.3%
Widowed	796	718	836	10.8%	10.1%	11.2%	0.5%

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.

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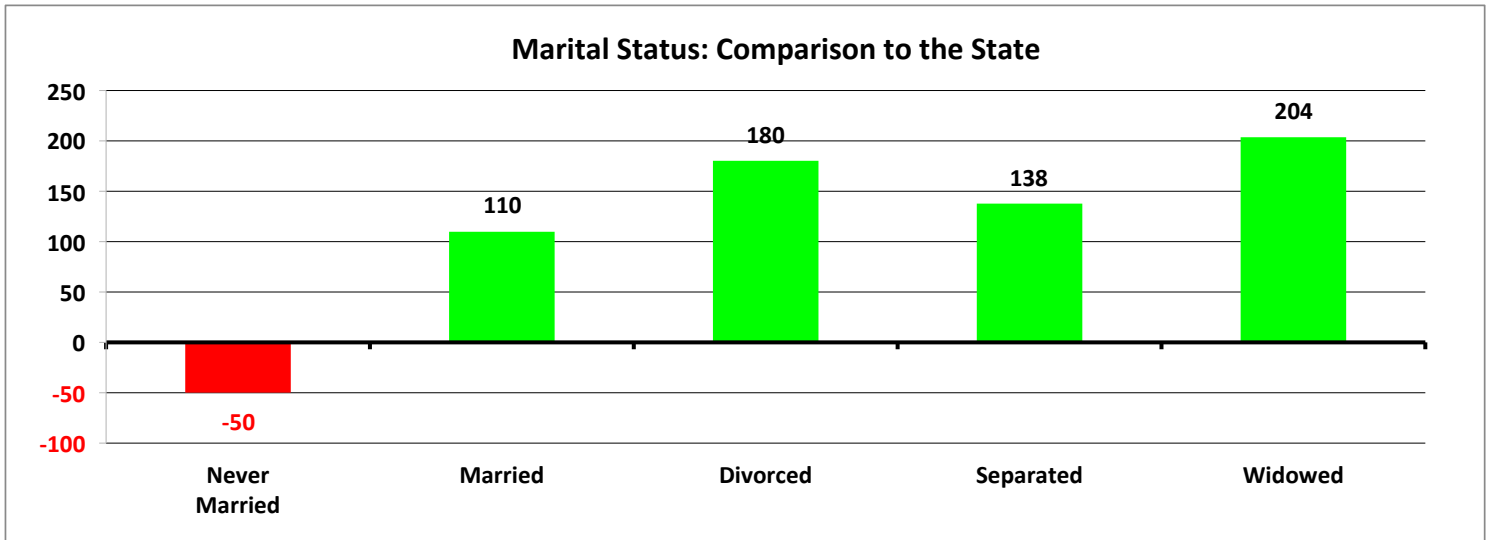
Women 15 years and older are about as likely to be divorced as men.

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

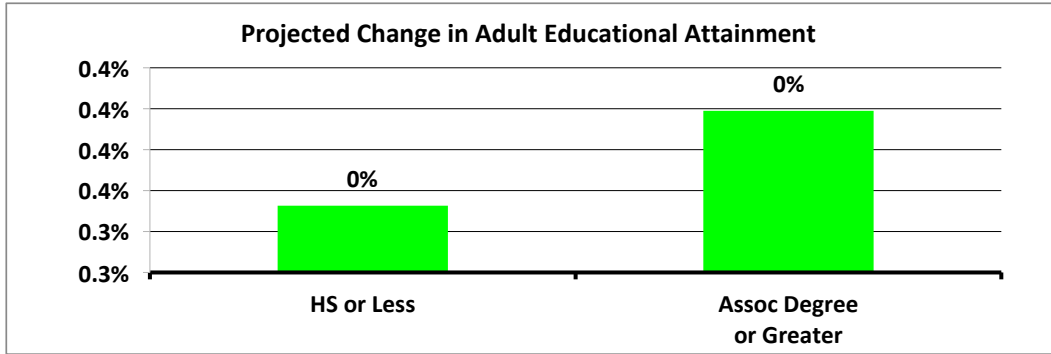**Single Female and Male Comparison by Type (CY)**
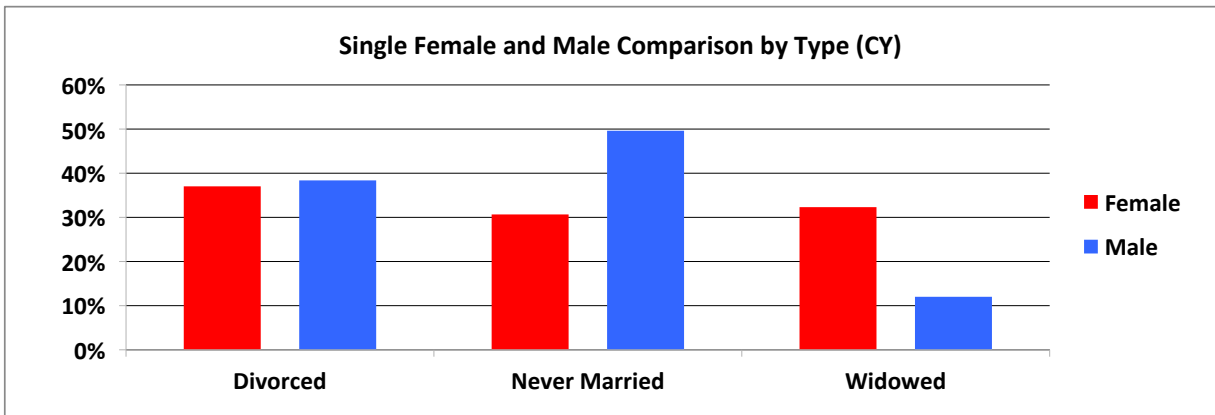
The level of educational attainment of a community's adult population is an important indicator of its opportunities and challenges. This analysis will look at the Adult Educational Attainment from three perspectives.
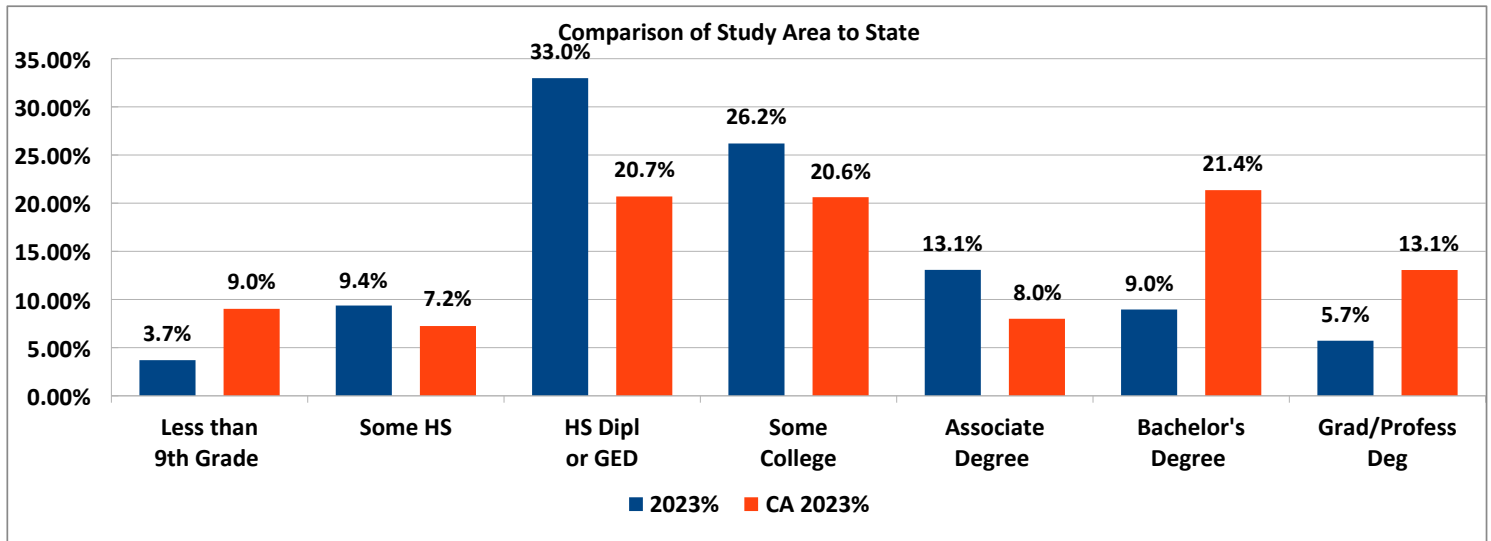
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of CA. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 0.4%.

Projected Change in Adult Educational Attainment

	HS or Less	Assoc Degree or Greater
	0%	0%

EDUCATIONAL LEVEL COMPARED TO THE STATE

Comparison of Study Area to State

	Less than 9th Grade	Some HS	HS Dipl or GED	Some College	Associate Degree	Bachelor's Degree	Grad/Profess Deg
2023%	3.7%	9.4%	33.0%	26.2%	13.1%	9.0%	5.7%
CA 2023%	9.0%	7.2%	20.7%	20.6%	8.0%	21.4%	13.1%

	2010	2023	2028	CA 2023%	2023 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	1.4%	3.7%	3.8%	9.0%	41
Some HS	12.8%	9.4%	9.6%	7.2%	129
HS Dipl or GED	33.0%	33.0%	32.6%	20.7%	159
Some College	30.1%	26.2%	25.8%	20.6%	127
Associate Degree	9.7%	13.1%	13.5%	8.0%	163
Bachelor's Degree	9.3%	9.0%	8.6%	21.4%	42
Grad/Profess Deg	3.8%	5.7%	6.0%	13.1%	44

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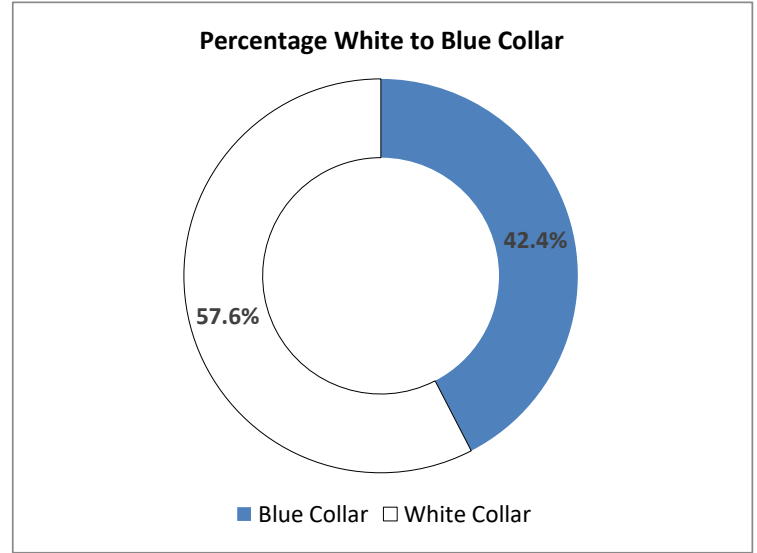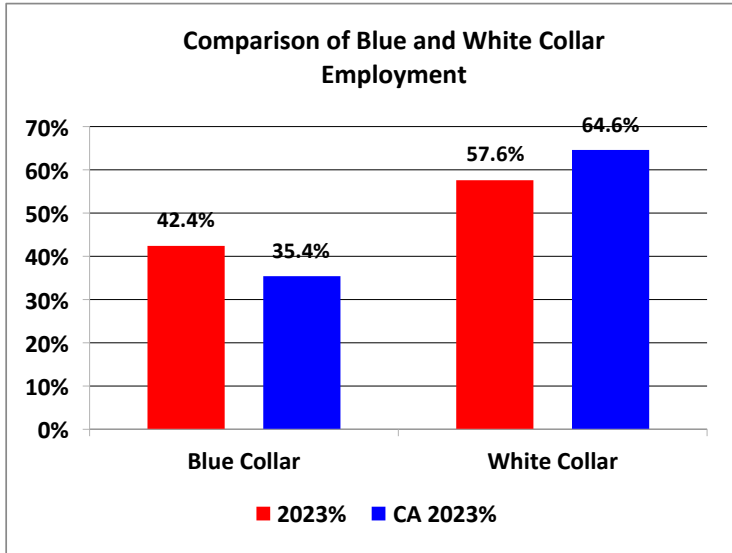
INSITE #9: POPULATION BY EMPLOYMENT

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

Comparison of Blue and White Collar Employment

Blue Collar: 2023% = 42.4%, CA 2023% = 35.4%
White Collar: 2023% = 57.6%, CA 2023% = 64.6%

Legend: ■ 2023% ■ CA 2023%

Percentage White to Blue Collar

Blue Collar: 42.4%
White Collar: 57.6%

Legend: ■ Blue Collar □ White Collar

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2023	CA 2023	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	5.6%	3.9%	143	Well above the state average.
Construction	10.6%	7.6%	140	Well above the state average.
Farming, Fishing, & Forestry	0.5%	1.6%	35	Well below the state average.
Food Preparation Serving	6.1%	5.4%	114	Well above the state average.
Healthcare Support	11.0%	3.7%	300	Well above the state average.
Managerial Executive	8.8%	16.5%	53	Well below the state average.
Office Admin	7.8%	10.7%	72	Well below the state average.
Personal Care	4.1%	2.8%	149	Well above the state average.
Production Transportation	10.1%	12.1%	84	Well below the state average.
Prof Specialty	25.8%	24.0%	108	At about the state average.
Protective	5.3%	2.1%	251	Well above the state average.
Sales	4.2%	9.7%	44	Well below 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.

Mosaic Segments	2023	2023%	State %	Comp Index	Relative to the CA State Ave.
S68 Thrifty Habits - Small Town Sophisticates	1,136	28.6%	0.6%	5046	Well above the state average
Q64 Golden Year Guardians - Established in Society	1,055	26.6%	2.2%	1211	Well above the state average
L43 Blue Sky Boomers - Homemade Happiness	533	13.4%	0.5%	2514	Well above the state average
L41 Blue Sky Boomers - Booming and Consuming	268	6.8%	0.6%	1105	Well above the state average
J36 Autumn Years - Settled and Sensible	196	4.9%	0.7%	756	Well above the state average
Q65 Golden Year Guardians - Mature and Wise	125	3.1%	2.4%	130	Well above the state average
M45 Families in Motion - Growing and Expanding	73	1.8%	0.3%	537	Well above the state average
O51 Singles and Starters - Digitally Savvy	59	1.5%	1.8%	81	Somewhat below the state average
Q63 Golden Year Guardians - Footloose and Family Free	57	1.4%	0.6%	230	Well above the state average
M44 Families in Motion - Creative Comfort	55	1.4%	0.2%	599	Well above the state average
N49 Pastoral Pride - Touch of Tradition	53	1.3%	0.1%	1399	Well above the state average
J35 Autumn Years - Rural Escape	52	1.3%	0.2%	572	Well above the state average
N46 Pastoral Pride - True Grit Americans	52	1.3%	0.1%	1024	Well above the state average
K40 Significant Singles - Bohemian Groove	40	1.0%	0.9%	109	About average for the state
H29 Bourgeois Melting Pot - Destination Recreation	31	0.8%	0.4%	204	Well above the state average

Learn about your Mosaic Households
To access Mosaic Portrait data click on:

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

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

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		2023		2028		2033	
Homeland (Z)	Artist	2005	2025	343	4.2%	1,262	15.8%	1,669	20.1%	1,911	22.4%
Millennial (Y)	Hero	1982	2004	1,569	19.0%	1,706	21.3%	1,893	22.7%	2,175	25.5%
Gen X (13th)	Nomad	1961	1981	1,540	18.7%	1,666	20.8%	1,841	22.1%	2,057	24.1%
Boom	Prophet	1946	1960	2,272	27.5%	2,105	26.3%	2,114	25.4%	1,786	21.0%
Silent	Artist	1925	1945	2,245	27.2%	1,068	13.4%	662	7.9%	542	6.4%
GI	Hero	1901	1924	290	3.5%	194	2.4%	144	1.7%	52	0.6%
			Totals:	8,259	100.0%	8,000	100%	8,324	100%	8,523	100.0%

For more information on Generational types, click here

Strauss and Howe Generations: Projected Percentages

Generations Current Year Percentage
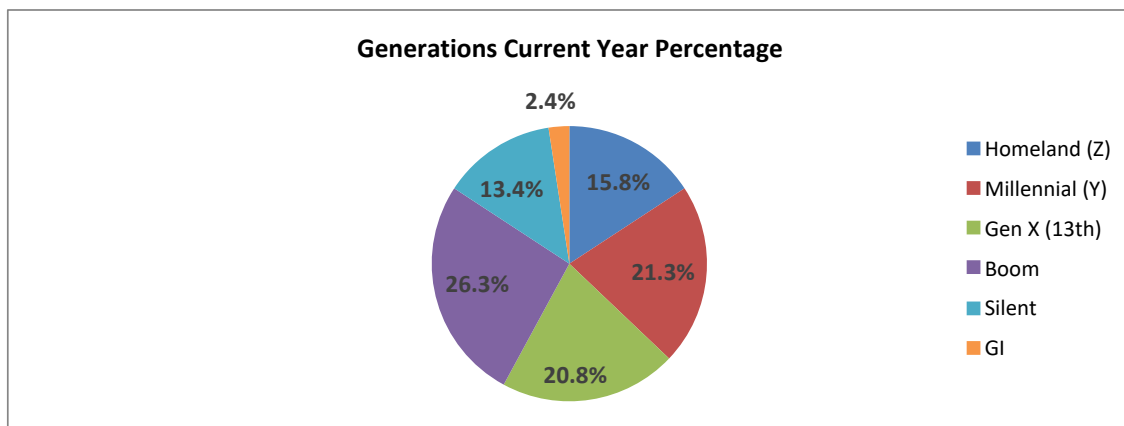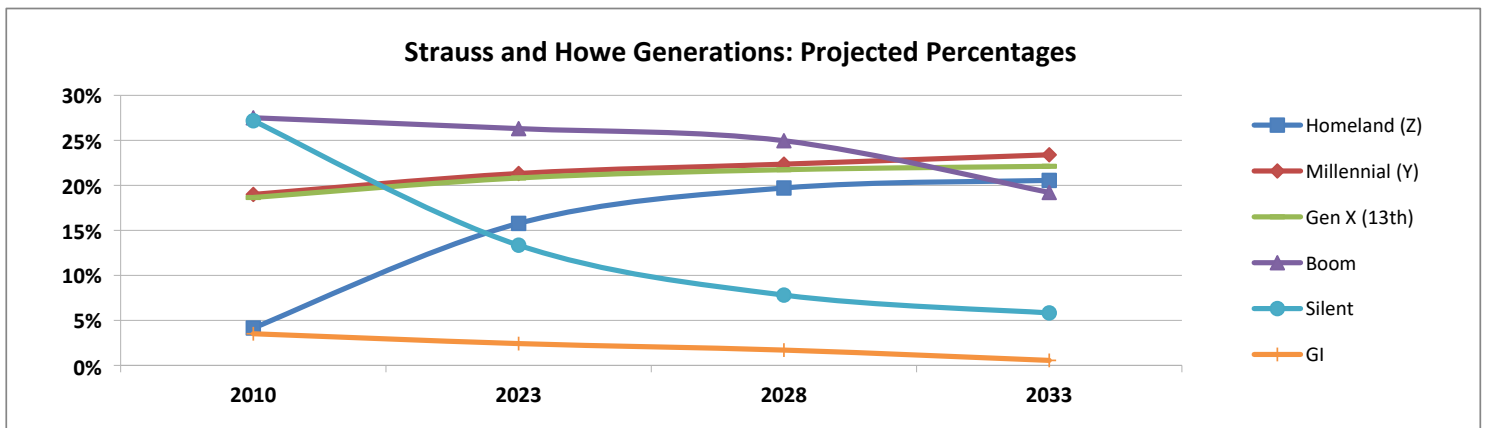
This information is from the 2021 American Beliefs Study. You can view more results in the ReligiousInsite, ReligiousInsite Priorities, MinistryInsite, or MinistryInsite Priorities reports.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	**35.8%**	**10.1%**	**34.9%**	**8.4%**	**102**	**121**
Addiction support groups	27.3%	9.0%	27.9%	7.4%	98	122
Health/weight loss programs	28.2%	5.2%	27.4%	4.7%	103	110
Membership and leadership training	35.2%	9.4%	34.3%	6.9%	103	136
Opportunities to develop personal relationships	50.1%	19.7%	48.8%	17.1%	103	115
Practical training seminars (money management, computer skills, etc.)	37.9%	7.5%	36.4%	6.0%	104	125
Family Support and Intervention Services	**34.3%**	**10.4%**	**33.6%**	**9.2%**	**102**	**113**
Daycare/After-School Programs	17.8%	6.1%	20.9%	5.6%	85	107
Crisis support groups	43.9%	10.9%	40.6%	10.2%	108	107
Family oriented activities	42.1%	18.2%	40.9%	15.7%	103	116
Marriage enrichment	35.6%	9.8%	33.4%	8.4%	107	117
Parenting development	25.7%	7.2%	26.5%	6.5%	97	111
Personal/family counseling	40.6%	10.1%	39.2%	8.6%	104	117
Community Involvement and Advocacy Programs	**44.6%**	**12.5%**	**43.3%**	**11.5%**	**103**	**108**
Adult social activities	54.7%	14.0%	52.6%	11.6%	104	121
Involvement in social causes	47.8%	12.4%	46.2%	12.7%	104	98
Mission trips and global outreach	33.3%	9.5%	30.8%	7.7%	108	122
Opportunities for volunteering in the community	49.3%	17.0%	49.5%	14.6%	100	116
Social justice advocacy work	37.7%	9.4%	37.5%	10.9%	101	87
Community Activities or Cultural Programs	**41.6%**	**12.3%**	**40.2%**	**10.3%**	**104**	**120**
Cultural programs (music, drama, art)	43.8%	9.4%	43.8%	8.9%	100	105
Holiday programs/activities	53.6%	16.4%	50.5%	14.9%	106	110
Seniors/retiree activities	48.4%	18.9%	45.0%	13.8%	108	137
Singles or college-age groups	25.3%	7.5%	25.6%	6.3%	99	120
Size of church congregation	43.8%	8.7%	40.8%	6.8%	107	128
Small groups (i.e., life groups, personal interest groups)	49.0%	13.3%	46.7%	10.7%	105	125
Youth social activities	27.5%	12.2%	28.9%	10.8%	95	113
Religious/Spiritual Programs	**38.0%**	**24.5%**	**36.4%**	**20.0%**	**104**	**123**
Bible or Scripture study/prayer groups	34.9%	20.9%	32.3%	14.9%	108	140
Celebration of sacraments	33.6%	25.0%	32.3%	21.2%	104	118
Contemporary worship experiences	41.4%	14.2%	40.3%	11.1%	103	128
Online or virtual worship experiences	40.3%	13.6%	36.8%	11.1%	109	122
Quality sermons	35.2%	42.2%	36.3%	33.3%	97	127
Religious education for children	28.6%	20.3%	27.5%	17.1%	104	119
Spiritual discussion groups	41.3%	15.2%	38.9%	11.1%	106	136
Traditional worship experiences	41.5%	30.6%	39.1%	24.3%	106	126
Warm and friendly encounters	45.3%	38.7%	44.1%	35.8%	103	108

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.

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.

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

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.