

The ExecutiveInsite Report

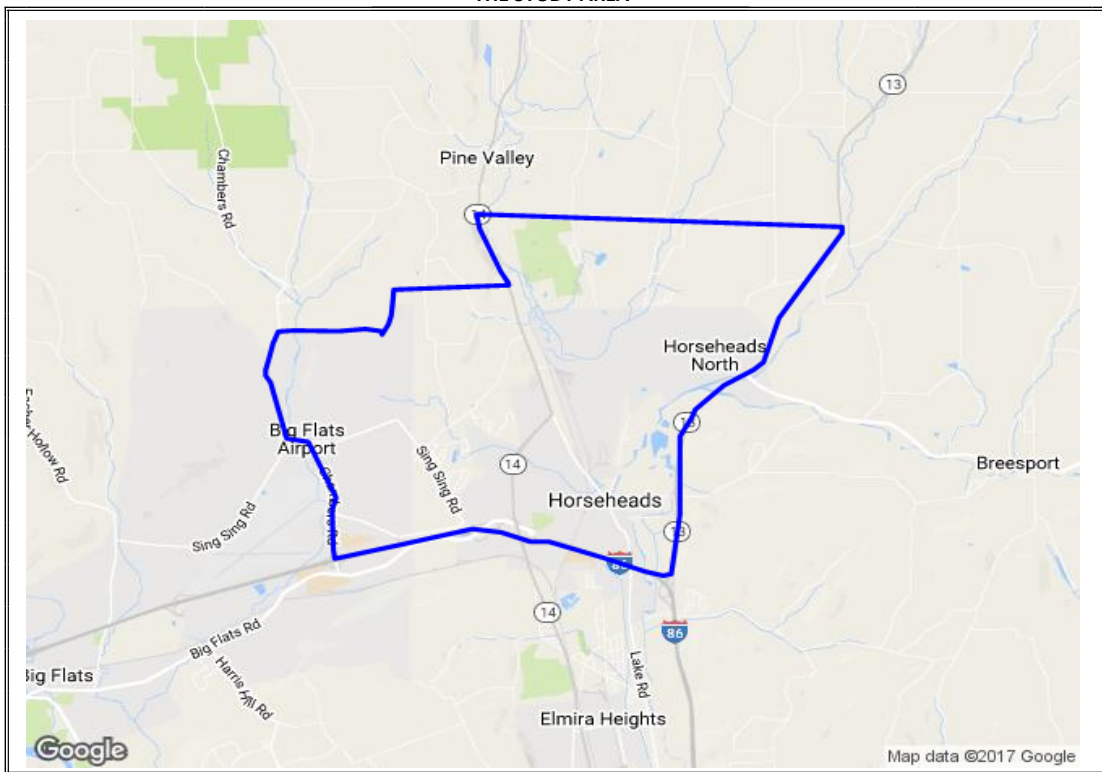
Prepared for: First Presbyterian Church, Horseheads, NY
 Study area: Custom Geography

Base State: NEW YORK
 Current Year Estimate: 2016
 5 Year Projection: 2021
 Date: 3/14/2017
 Semi-Annual Projection: Spring

This ExecutiveInsite Report has been prepared for First Presbyterian Church, Horseheads, NY. 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 2016 population within the study area is 13,100. The 2021 projection would see the area grow by 176 to a total population of 13,276. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 1.3% in the next five years, the state is projected to remain stable at 0.7%. The study area's estimated average change rate is 0.3%.

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.

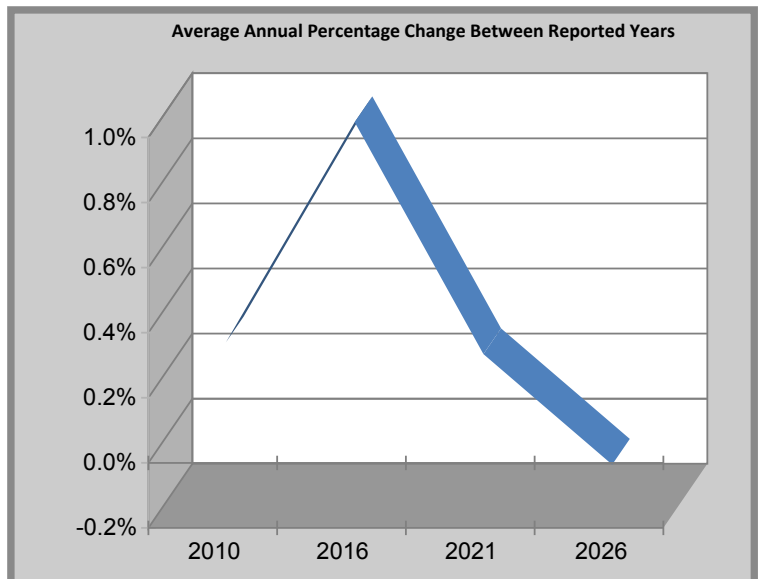
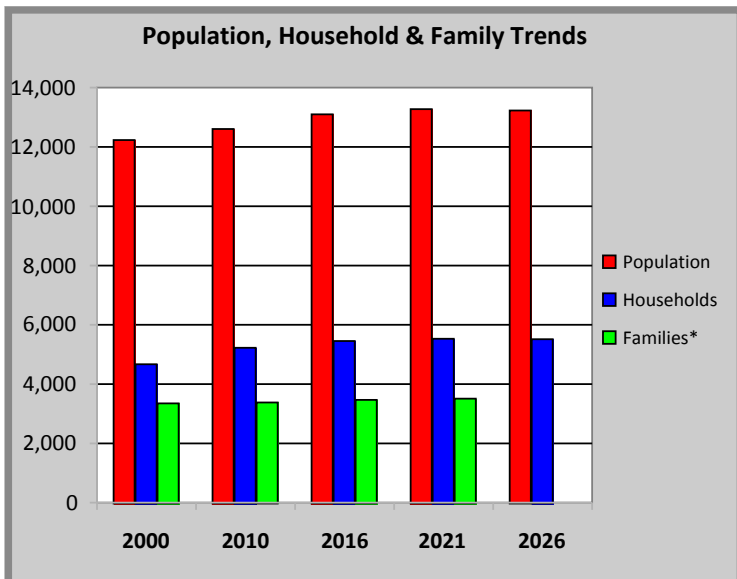
Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.41 but by 2021 it is projected to be 2.40. Compare this to the statewide average which for the current year is estimated at 2.65 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. 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.

<i>Population/Households & Family Trends</i>	2000	2010	2016	2021	2026
Population	12,232	12,605	13,100	13,276	13,229
Population Change		373	495	176	-47
Percent Change		3.0%	3.9%	1.3%	-0.4%
Households	4,670	5,226	5,452	5,531	5,514
Households Change		556	226	79	-17
Percent Change		11.9%	4.3%	1.4%	-0.3%
Population / Households	2.62	2.41	2.40	2.40	2.40
Population / Households Change		-0.21	-0.01	0.00	0.00
Percent Change		-7.9%	-0.4%	-0.1%	0.0%
Families	3,349	3,380	3,468	3,511	
Families Change		31	88	43	
Percent Change		0.9%	2.6%	1.2%	

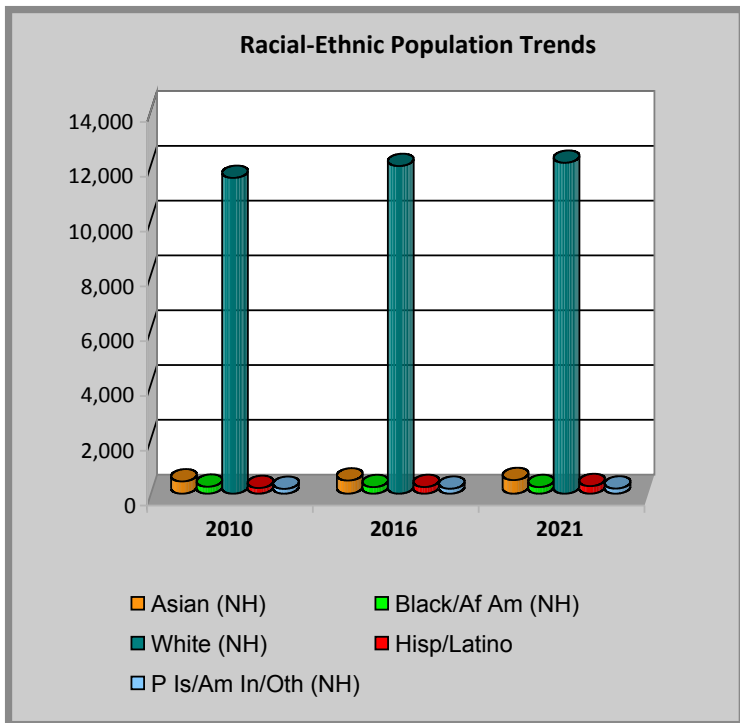


NOTE: Family Household data is not projected out 10 years.

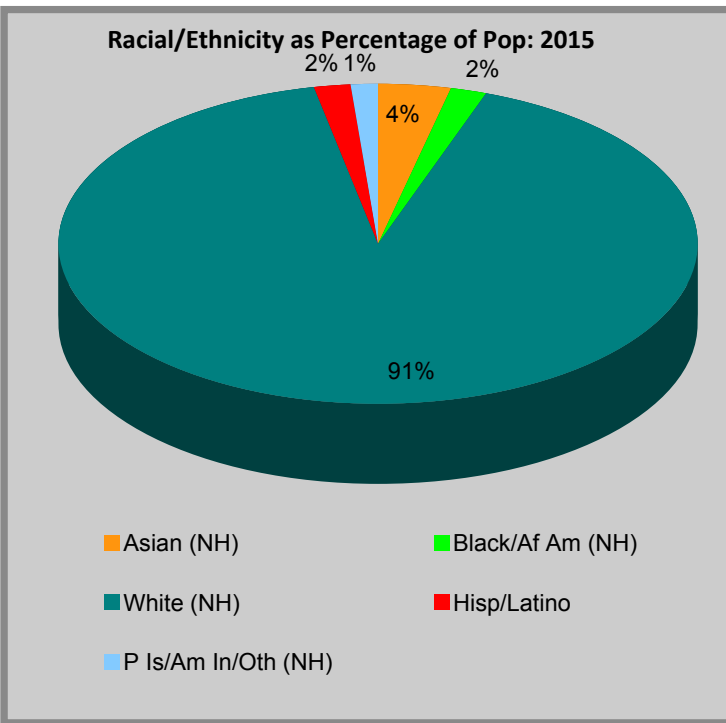
INSITE #2: RACIAL-ETHNIC TRENDS

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	2016	2021	2010%	2016 %	2021 %	2010 to 2021 %pt Change
Race and Ethnicity							
Asian (NH)	447	480	496	3.55%	3.66%	3.74%	0.19%
Black/Afr Amer (NH)	253	239	241	2.01%	1.82%	1.82%	-0.19%
White (NH)	11,525	11,959	12,077	91.42%	91.29%	90.97%	-0.46%
Hispanic/Latino	206	242	276	1.63%	1.85%	2.08%	0.44%
P Is/Am In/Oth (NH)	175	180	186	1.39%	1.37%	1.40%	0.01%
Totals:	12,606	13,100	13,276				

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.

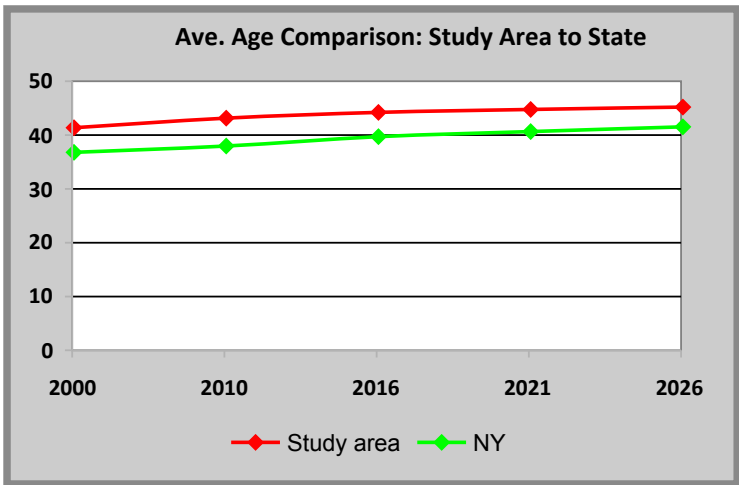
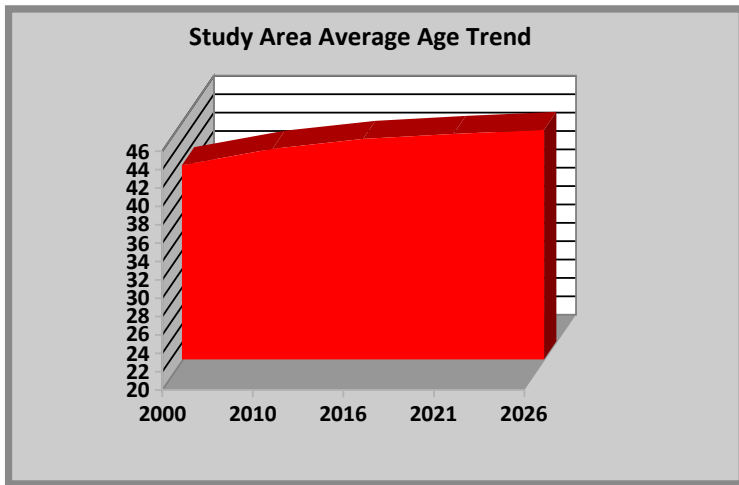
The Age Trend Insite explores two variables: Average age and Phase of Life.

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	2016	2021	2026
Average Age: Study Area	41.36	43.15	44.22	44.76	45.21
Percent Change		4.3%	2.5%	1.2%	1.0%
Average Age: NY	36.79	37.97	39.71	40.66	41.53
Percent Change		3.2%	4.6%	2.4%	2.1%
Comparative Index	112	114	111	110	109
Median Age: Study Area	41	44	45	46	45



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 lower than the study area.

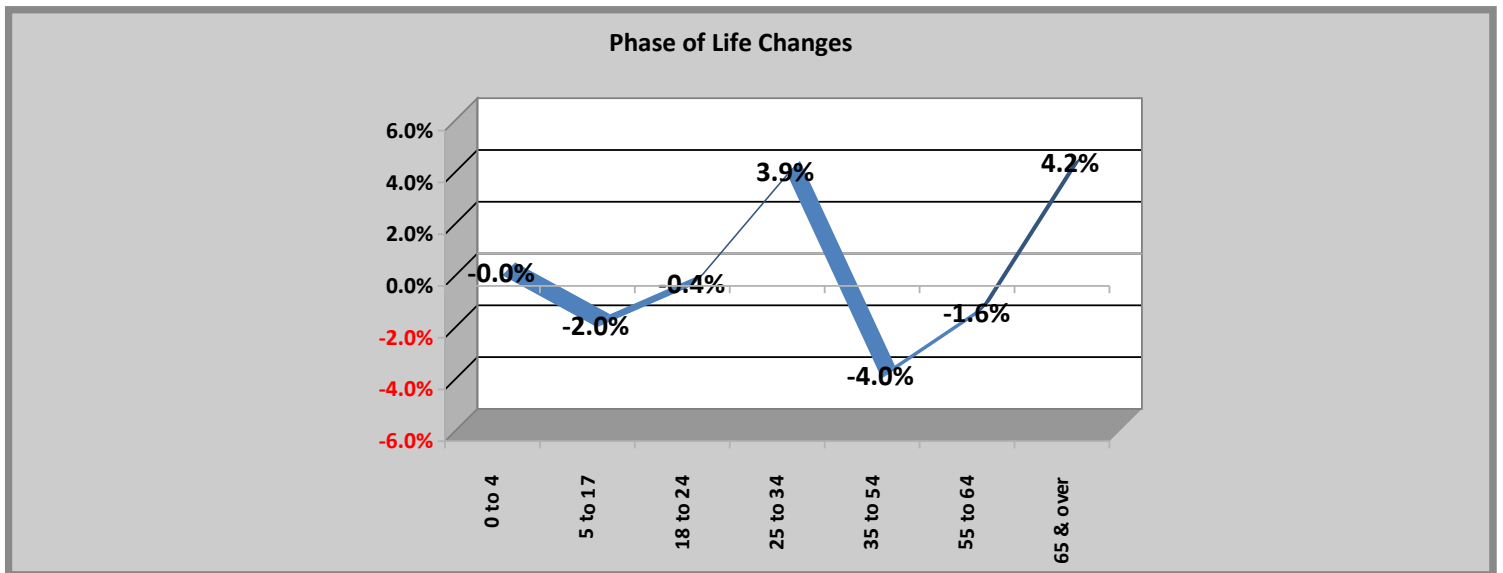
INSITE #3: AGE TRENDS (continued)

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	2016	2021	2026	2010%	2016%	2021%	2026%	Estimated 10 Year %pt Change 2016 - 2026
Before Formal Schooling									
Ages 0 to 4	626	653	628	655	5.0%	5.0%	4.7%	5.0%	0.0%
Required Formal Schooling									
Ages 5 to 17	2,106	1,938	1,778	1,687	16.7%	14.8%	13.4%	12.8%	-2.0%
College/Career Starts									
Ages 18 to 24	773	1,169	1,244	1,122	6.1%	8.9%	9.4%	8.5%	-0.4%
Singles & Young Families									
Ages 25 to 34	1,165	1,205	1,477	1,731	9.2%	9.2%	11.1%	13.1%	3.9%
Families & Empty Nesters									
Ages 35 to 54	3,478	3,105	2,831	2,603	27.6%	23.7%	21.3%	19.7%	-4.0%
Enrichment Years Sing/Couples									
Ages 55 to 64	1,711	1,949	1,941	1,762	13.6%	14.9%	14.6%	13.3%	-1.6%
Retirement Opportunities									
Age 65 and over	2,746	3,083	3,378	3,669	21.8%	23.5%	25.4%	27.7%	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

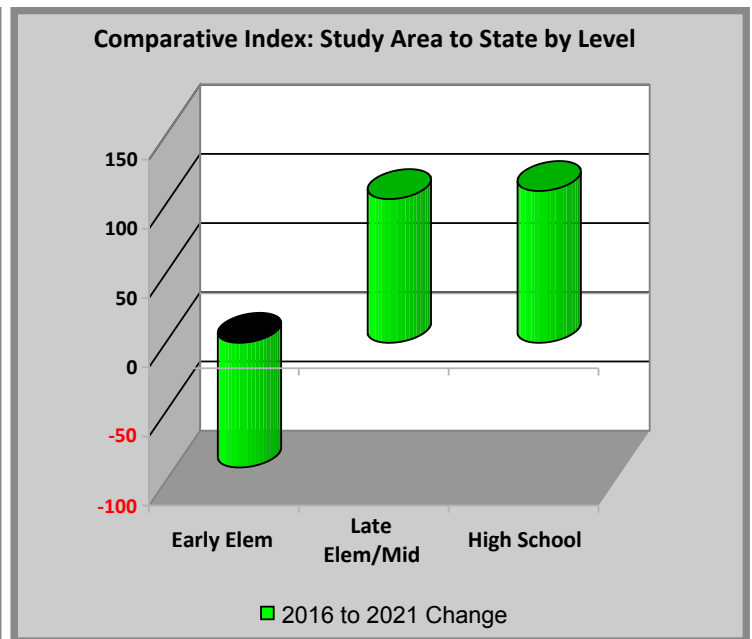
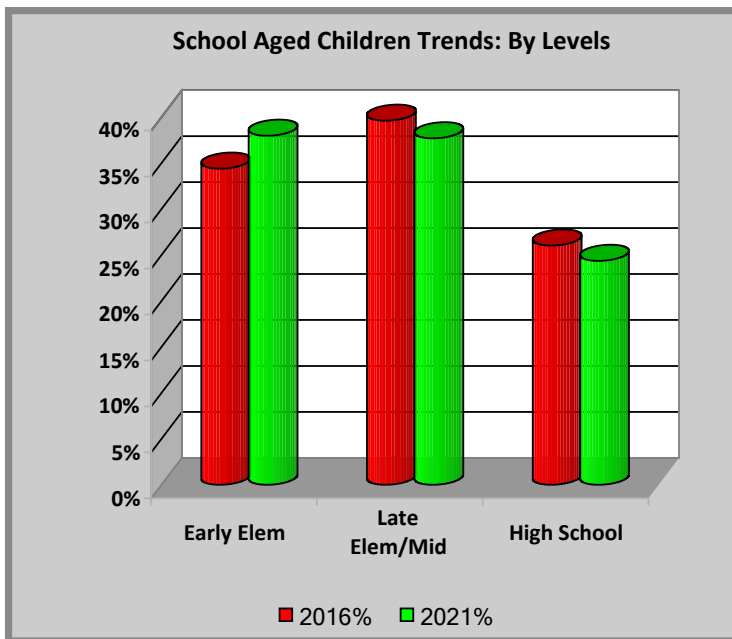
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely 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	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Early Elementary							
Ages 5 to 9	785	666	675	37.3%	34.4%	38.0%	3.6%
Late Elementary-Middle School							
Ages 10 to 14	799	767	670	37.9%	39.6%	37.7%	-1.9%
High School							
Ages 15 to 17	522	504	433	24.8%	26.0%	24.4%	-1.7%



Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 17 by 3.6%.

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 -1.7%.

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

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

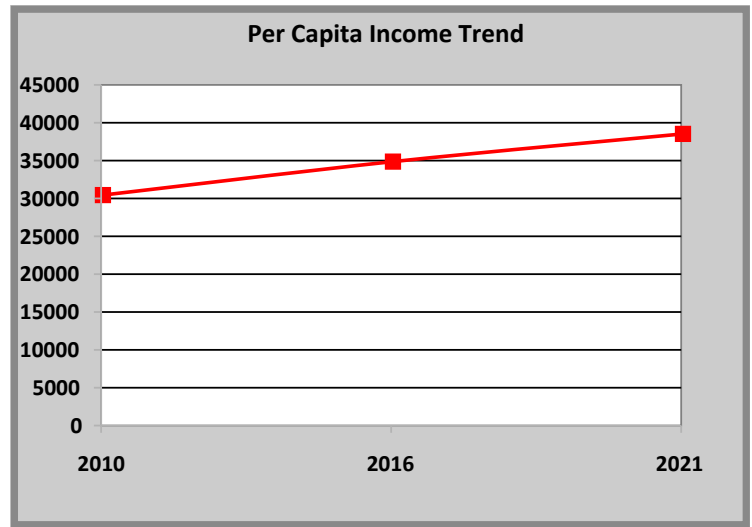
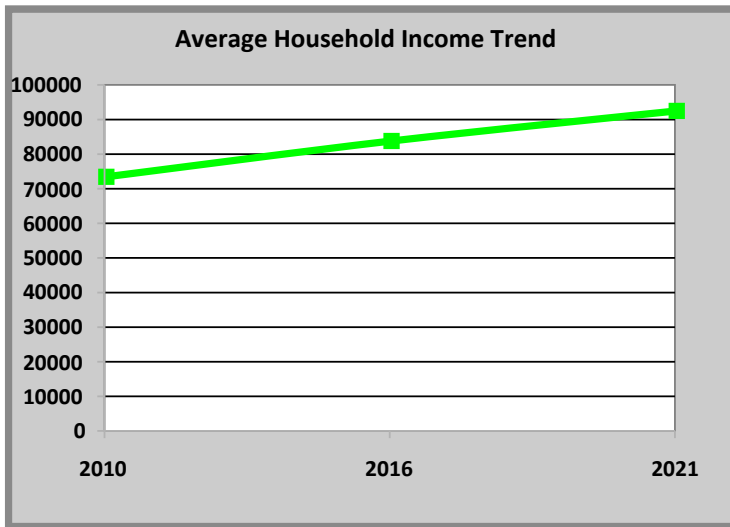
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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

In this study area, the estimated current year average household income is \$83,796. The average household income is projected to grow by 10.4% to \$92,501.

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 \$34,874. The Per Capita Income is projected to grow by 10.5% to \$38,537.



Income Trends	2010	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Households							
Less than \$10,000	103	251	232	2.0%	4.6%	4.2%	-0.4%
\$10,000 to \$14,999	168	122	112	3.2%	2.2%	2.0%	-0.2%
\$15,000 to \$24,999	701	543	428	13.4%	10.0%	7.7%	-2.2%
\$25,000 to \$34,999	800	424	444	15.3%	7.8%	8.0%	0.2%
\$35,000 to \$49,999	588	624	629	11.3%	11.4%	11.4%	-0.1%
\$50,000 to \$74,999	1,143	1,208	1,107	21.9%	22.2%	20.0%	-2.1%
\$75,000 to \$99,999	655	723	760	12.5%	13.3%	13.7%	0.5%
\$100,000 to \$149,999	628	841	958	12.0%	15.4%	17.3%	1.9%
\$150,000 to \$199,999	220	436	468	4.2%	8.0%	8.5%	0.5%
\$200,000 or more	219	280	394	4.2%	5.1%	7.1%	2.0%
Totals	5,225	5,452	5,532				

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 39.5% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 39.0%.

<i>Income Trends</i>	2016	2021	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Families					
Less than \$10,000	85	85	2.5%	2.4%	-0.03%
\$10,000 to \$14,999	53	52	1.5%	1.5%	-0.05%
\$15,000 to \$24,999	180	178	5.2%	5.1%	-0.12%
\$25,000 to \$34,999	201	235	5.8%	6.7%	0.90%
\$35,000 to \$49,999	326	327	9.4%	9.3%	-0.09%
\$50,000 to \$74,999	726	732	20.9%	20.8%	-0.09%
\$75,000 to \$99,999	528	531	15.2%	15.1%	-0.10%
\$100,000 to \$149,999	759	762	21.9%	21.7%	-0.18%
\$150,000-\$199,999	407	407	11.7%	11.6%	-0.14%
\$200,000 or more	203	202	5.9%	5.8%	-0.10%
Totals	3,468	3,511			

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	2016
Asian Household Income	106,943
Black/ African American Household Income	54,374
Hispanic/Latino Household Income	59,721
White/Anglo Household Income	64,134
P Is, Am Indian Other Household Income	83,332

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

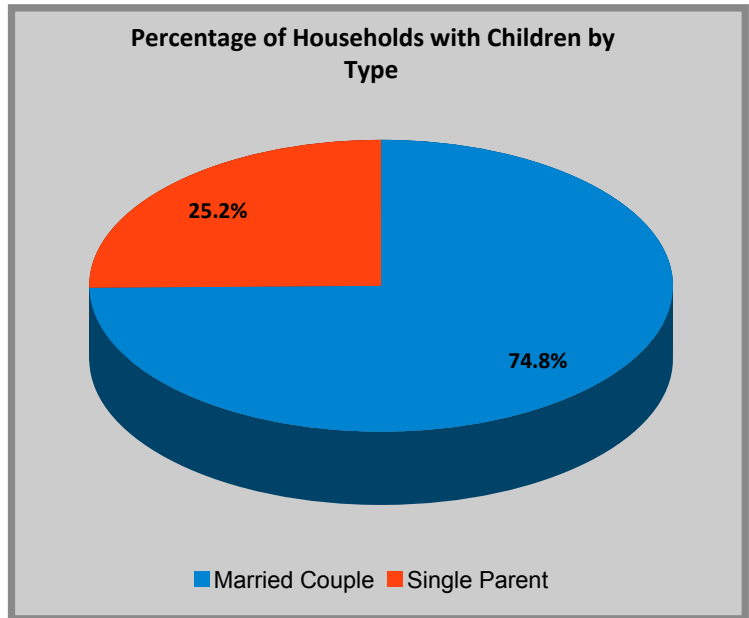
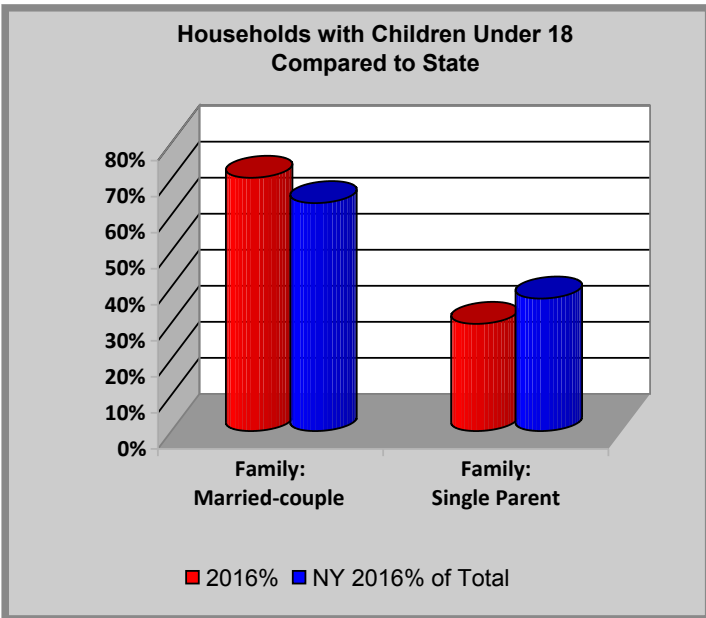
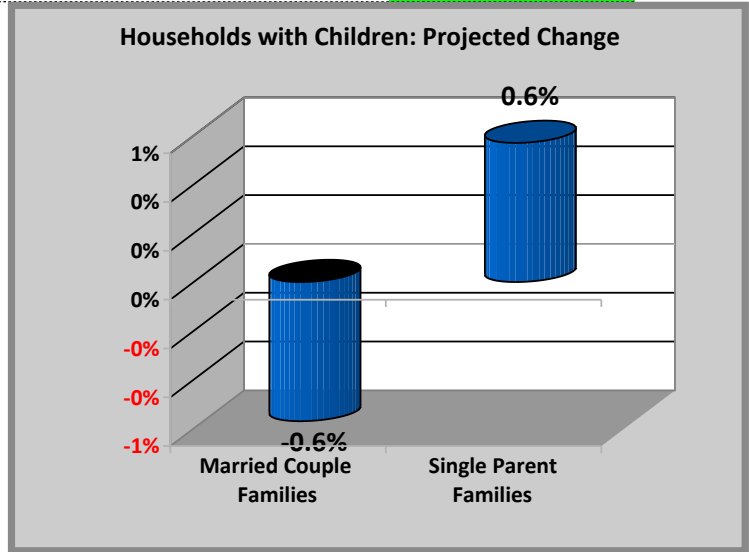
- Married couple families
- Single parent families (father or mother)

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

Households	2010	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Households with Children under 18							
Married Couple	1,061	997	956	70.3%	74.8%	74.2%	-0.6%
Single Parent	449	336	332	29.7%	25.2%	25.8%	0.6%

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. 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.

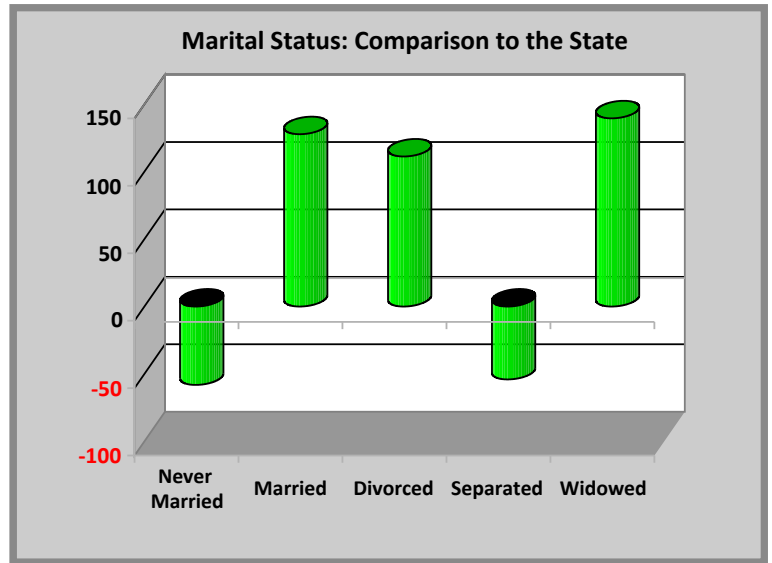
Marital types reported include..

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

	2010	2016	2021	2010%	2016%	2021%	2010 to 2021 %pt Change
Population by Marital Status: Age 15+							
Never Married	2,137	2,345	2,440	20.3%	20.9%	21.3%	1.0%
Married	6,341	6,612	6,757	60.1%	59.0%	59.0%	-1.2%
Divorced	957	1,042	1,046	9.1%	9.3%	9.1%	0.1%
Separated	173	171	171	1.6%	1.5%	1.5%	-0.1%
Widowed	938	1,028	1,046	8.9%	9.2%	9.1%	0.2%

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

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.



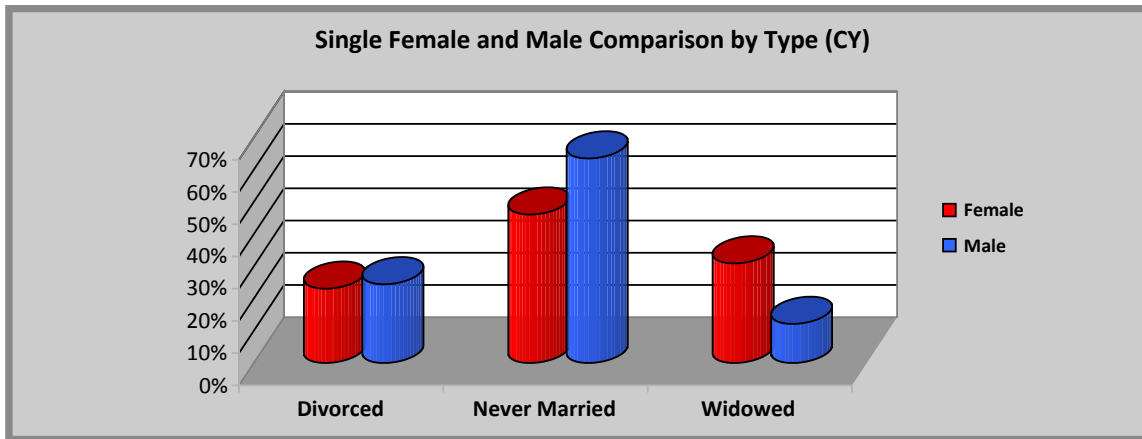
MARITAL STATUS BY FEMALE AND MALE

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 about as likely to be divorced as men.

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

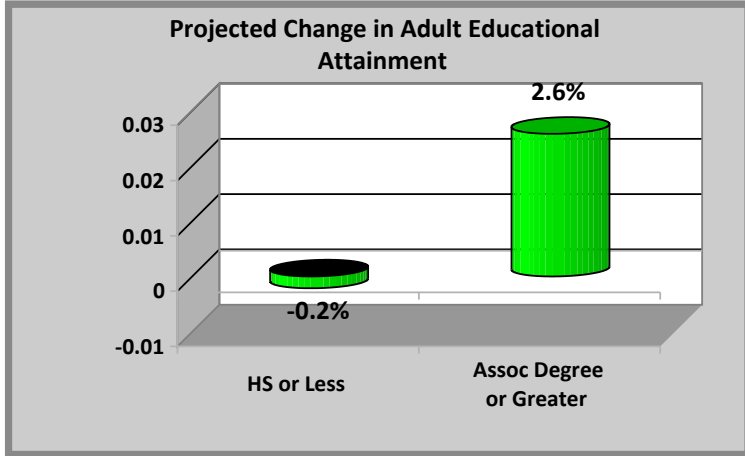


INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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

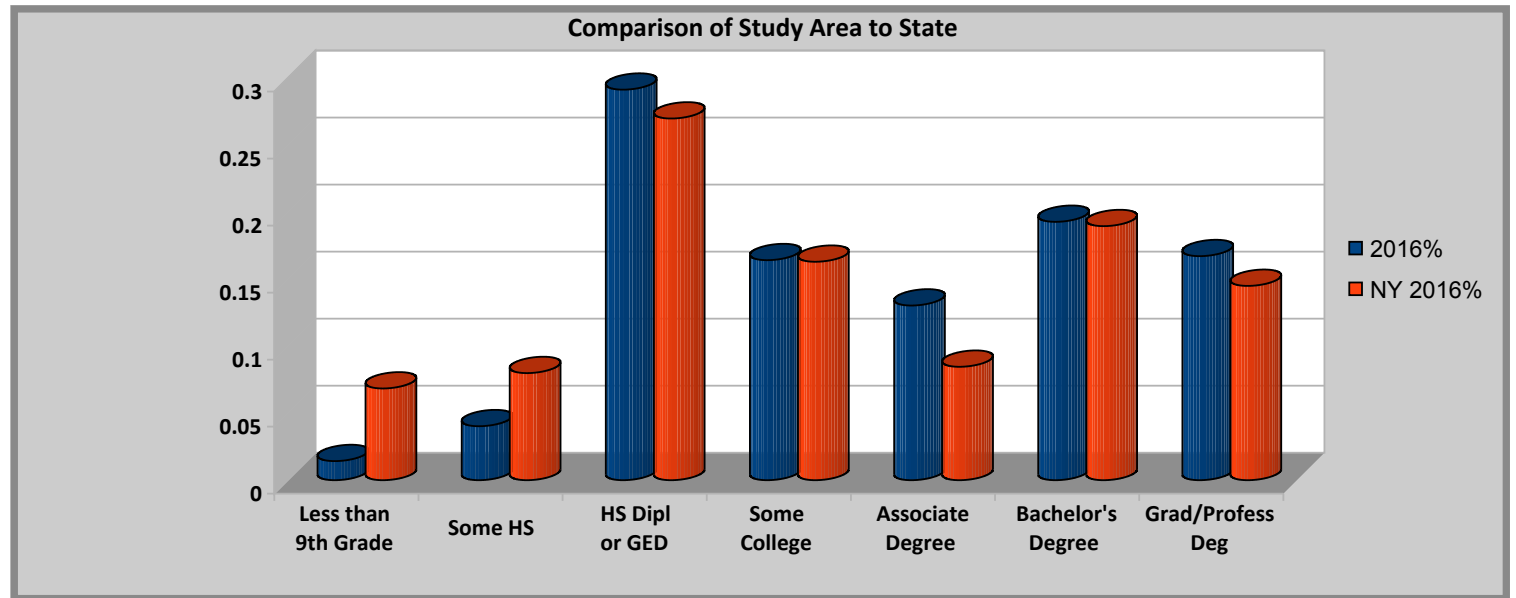
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of NEW YORK. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 2.6%.

EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2016	2021	NY 2016%	2016 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	2.1%	1.4%	1.3%	6.8%	21
Some HS	5.6%	4.0%	3.9%	8.0%	50
HS Dipl or GED	31.8%	29.1%	28.2%	27.0%	108
Some College	16.6%	16.4%	15.0%	16.3%	101
Associate Degree	12.1%	13.0%	13.4%	8.5%	154
Bachelor's Degree	20.0%	19.3%	20.5%	18.9%	102
Grad/Profess Deg	11.9%	16.7%	17.7%	14.5%	115

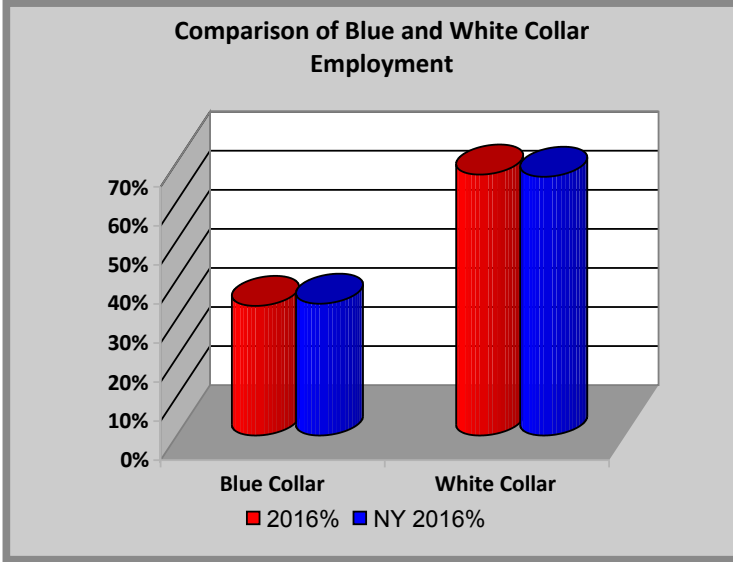
The overall educational attainment of the adults in this community is greater than the state.

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 NEW YORK. 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

	2016	NY 2016	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	1.5%	4.3%	34	Well below the state average.
Construction	9.4%	7.1%	134	Well above the state average.
Farming, Fishing, & Forestry	0.1%	0.3%	24	Well below the state average.
Food Preparation Serving	6.3%	5.5%	116	Well above the state average.
Healthcare Support	1.6%	3.6%	46	Well below the state average.
Managerial Executive	14.1%	14.4%	98	At about the state average.
Office Admin	12.1%	13.5%	90	At about the state average.
Personal Care	1.7%	4.2%	41	Well below the state average.
Production Transportation	11.2%	9.6%	117	Well above the state average.
Prof Specialty	30.7%	24.2%	127	Well above the state average.
Protective	3.0%	2.9%	104	At about the state average.
Sales	8.3%	10.6%	78	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.

	2016	2016%	State %	Comp Index	Relative to the NY State Ave.
Mosaic Segments					
J36 Autumn Years - Settled and Sensible	1,031	20.8%	5.0%	419	Well above the state average
J34 Autumn Years - Aging in Place	993	20.0%	3.0%	659	Well above the state average
E20 Thriving Boomers - No Place Like Home	403	8.1%	1.4%	579	Well above the state average
I31 Family Union - Blue Collar Comfort	283	5.7%	1.1%	516	Well above the state average
Q64 Golden Year Guardians - Town Elders	282	5.7%	1.9%	299	Well above the state average
O51 Singles and Starters - Digital Dependents	184	3.7%	1.4%	265	Well above the state average
Q65 Golden Year Guardians - Senior Discounts	172	3.5%	1.9%	187	Well above the state average
M45 Families in Motion - Diapers and Debit Cards	163	3.3%	0.9%	385	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	139	2.8%	1.2%	229	Well above the state average
K40 Significant Singles - Bohemian Groove	137	2.8%	1.5%	180	Well above the state average
C14 Booming with Confidence - Boomers and Boomerangs	114	2.3%	0.8%	278	Well above the state average
C11 Booming with Confidence - Aging of Aquarius	103	2.1%	2.1%	100	About average for the state
A04 Power Elite - Picture Perfect Families	101	2.0%	0.5%	413	Well above the state average
O55 Singles and Starters - Family Troopers	93	1.9%	0.8%	230	Well above the state average
D15 Suburban Style - Sports Utility Families	79	1.6%	0.5%	308	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.

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 NEW YORK. 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
Charitable Contributions Last Yr: \$200 Or More				
Private Foundation-\$200 Or More	230	4.2%	134	Well above the state ave.
Health-\$200 Or More	273	5.0%	123	Somewhat above the state ave.
Other-\$200 Or More	339	6.2%	121	Somewhat above the state ave.
Religious-\$200 Or More	1,260	22.9%	117	Somewhat above the state ave.
Education-\$200 Or More	222	4.0%	109	About average for the state.
Social Services/Welfare-\$200 Or More	281	5.1%	89	Somewhat below the state ave.
Public Television-\$200 Or More	18	0.3%	47	Well below the state ave.
Political Organization-\$200 Or More	20	0.4%	38	Well below the state ave.
Public Radio-\$200 Or More	8	0.1%	22	Well below the state ave.
Environmental-\$200 Or More	14	0.3%	18	Well below the state ave.

Summary of Charitable Contribution Findings:

Overall, it is estimated that households in this study area are somewhat below 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: 1.

The number of charitable sectors where giving is somewhat below the state average: 1.

The number of charitable sectors where giving is well below the state average: 4.

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
Personal Growth	30.0%	7.2%	32.6%	9.0%	92	80
Addiction support groups	25.5%	7.4%	26.9%	10.0%	95	74
Health/weight loss programs	32.6%	7.5%	33.9%	9.1%	96	82
Practical training seminars	32.0%	6.7%	37.1%	8.0%	86	84
Family Support and Intervention Services	33.2%	10.8%	35.0%	14.8%	95	73
Daycare/After-School Programs	22.0%	8.0%	24.3%	10.6%	90	75
Crisis support groups	39.4%	11.4%	41.7%	14.3%	94	80
Family oriented activities	40.5%	17.8%	39.5%	24.0%	103	74
Marriage enrichment	33.3%	9.3%	35.3%	13.7%	94	68
Parenting development	26.7%	8.1%	29.6%	11.7%	90	69
Personal/family counseling	37.4%	9.9%	39.6%	14.2%	94	70
Community Involvement and Advocacy Programs	48.4%	12.4%	47.7%	16.1%	102	77
Adult social activities	51.6%	13.9%	51.8%	17.0%	100	82
Involvement in social causes	50.5%	11.9%	48.6%	15.5%	104	77
Social justice advocacy work	38.5%	8.5%	39.3%	11.6%	98	73
Opportunities for volunteering in the community	53.0%	15.2%	51.1%	20.4%	104	74
Community Activities or Cultural Programs	43.1%	13.0%	42.3%	16.6%	102	79
Cultural programs (music, drama, art)	45.4%	10.5%	45.2%	12.8%	100	82
Holiday programs/activities	50.5%	14.4%	49.0%	18.0%	103	80
Seniors/retiree activities	42.3%	15.5%	41.8%	16.7%	101	93
Youth social activities	34.3%	11.7%	33.0%	18.8%	104	62
Religious/Spiritual Programs	34.1%	13.8%	34.2%	19.0%	100	73
Alternative spiritual practices (meditation, yoga, etc.)	28.5%	6.7%	28.2%	8.0%	101	84
Bible or Scripture study/prayer groups	31.2%	11.9%	32.5%	21.6%	96	55
Christian education for children	27.0%	16.4%	27.8%	22.0%	97	74
Contemporary worship services	40.4%	12.2%	40.2%	17.0%	100	72
Spiritual discussion groups	39.3%	8.6%	40.1%	15.0%	98	57
Traditional worship services	38.2%	26.8%	36.8%	30.3%	104	88

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.