

Study Area: 30 minute driving from 957 Old Lancaster Pike, Hockessin, Delaware 19707, United States

Base State: PA, DE, NJ, MD

Current Year Estimate: 2024

5 Year Projection: 2029

10 Year Forecast: 2034

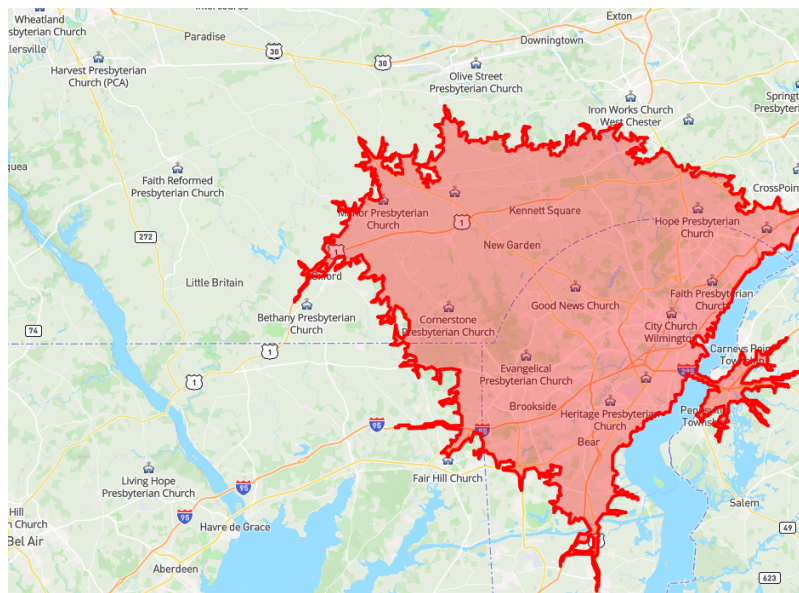
Date: 2/21/2025

Semi-Annual Projection: Fall

This ExecutiveInsite Report tells your geographic study area’s demographic story. Data tables and graphs display changes and trends for 12 insights, including both demographic and beliefs and practices data. Some trend tables indicate change over time, including five and ten year forecasts. Color coded tables and graphs help you easily spot changes.

Your geographic study area can be a region, zip code, county, or a user-defined radius, polygon, or shape. Your study area displays in the map below.

The Study Area



12 Insights	Page
Insite 1: Population, Household Trends	2
Insite 2: Racial/Ethnic Trends	3
Insite 3: Age Trends	4
Insite 4: School Aged Children Trends	6
Insite 5: Household Income Trends	7
Insite 6: Households and Children Trends	9
Insite 7: Marital Status Trends	10
Insite 8: Adult Educational Attainment	11
Insite 9: Employment and Occupations	12
Insite 10: Mosaic Household Types	13
Insite 11: Generations	14
Insite 12: Religious Program Or Ministry Preferences	15
Supporting Information	16

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 study area's 2024 population is 641,634 and by 2029 is projected to grow by 2,184 to a total of 643,818. This growth rate is growing slower than the state growth rate. The study area is projected to grow by 0.34% over the next five years, compared to the state's projection to grow by 1.96%. The study area's estimated average change rate is 0.07%

Population Per Household:

The relationship between population and household numbers offers insights into community dynamics. Population growing faster than households indicates a rise in persons per household, often attributed to factors like increased birth rates, multigenerational households, shared housing among young adults, or multi-family dwellings.

Households:

The households within the community are growing faster than the population. The 2020 average population per household was 2.58 and by 2029 is projected to be 2.58. Compare this to the state average estimated at 2.64 persons per household.

Family Households:

Analyzing family household trends alongside population growth can reveal important insights. An increase in both suggests larger households are likely due to more children per family. However, this study area presents a different picture. The family household growth rate lags behind the growth of the population, suggesting that the increase may be a rise in non-family adult households.

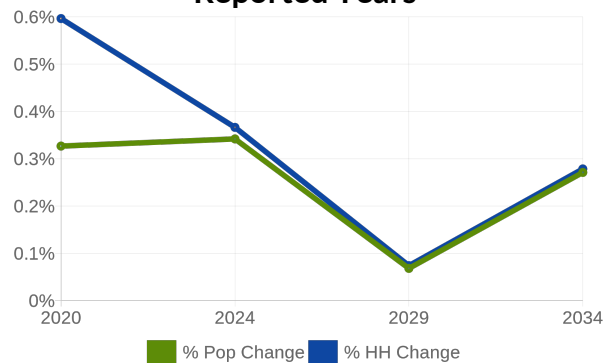
Population/Households & Family Trends

	2010	2020	2024	2029	2034
Population	612,956	632,979	641,634	643,818	652,540
Change Count		20,023	8,655	2,184	8,722
Percent Change		3.27%	1.37%	0.34%	1.35%
Households	231,208	244,996	248,585	249,503	252,975
Change Count		13,788	3,589	918	3,472
Percent Change		5.96%	1.46%	0.37%	1.39%
Population / Households	2.65	2.58	2.58	2.58	2.57
Change Count		-0.6	0.00	0.00	0.00
Percent Change		-2.54%	-0.10%	-0.03%	-0.04%
Family Households*	153,695	159,933	161,883	160,896	0
Change Count		6,238	1,950	-987	
Percent Change		4.06%	1.22%	-0.61%	

Population, Household & Family Trends



Average Annual Percentage Change Between Reported Years



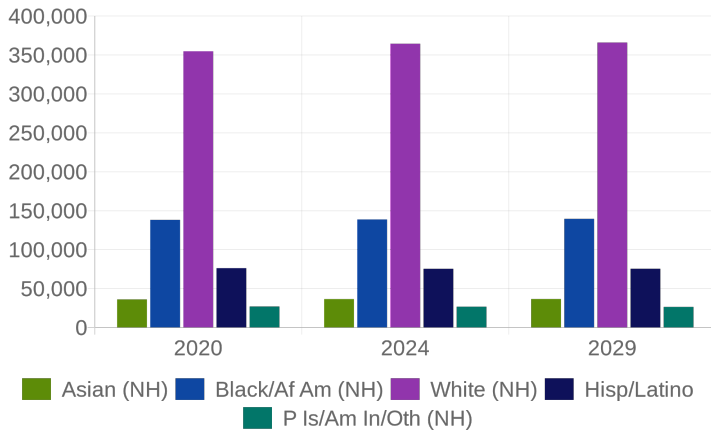
* Family Household data is not projected out 10 years.

MISSIONINSITE 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



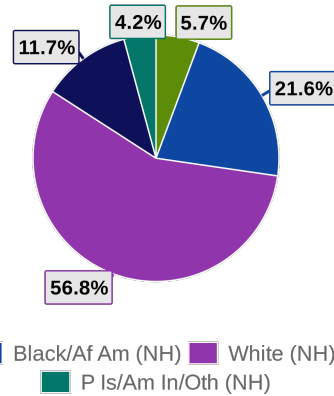
The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.

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.

Current Year Racial/Ethnicity as Percentage of Pop



This chart shows the percentage of each group for the current year estimate.

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.

Race and Ethnicity

	2020	2024	2029	2020 %	2024 %	2029 %	2020 - 2029 %pt Change
Asian (NH)	36,034	36,457	36,545	5.70%	5.68%	5.68%	-0.02%
Black/Af Am (NH)	138,175	138,693	139,509	21.86%	21.62%	21.67%	-0.19%
White (NH)	354,718	364,416	365,923	56.12%	56.79%	56.84%	0.72%
Hisp/Latino	76,195	75,363	75,431	12.05%	11.75%	11.72%	-0.33%
P Is/Am In/Oth (NH)	26,940	26,705	26,410	4.26%	4.16%	4.10%	-0.16%
Total	632,062	641,634	643,818				

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.

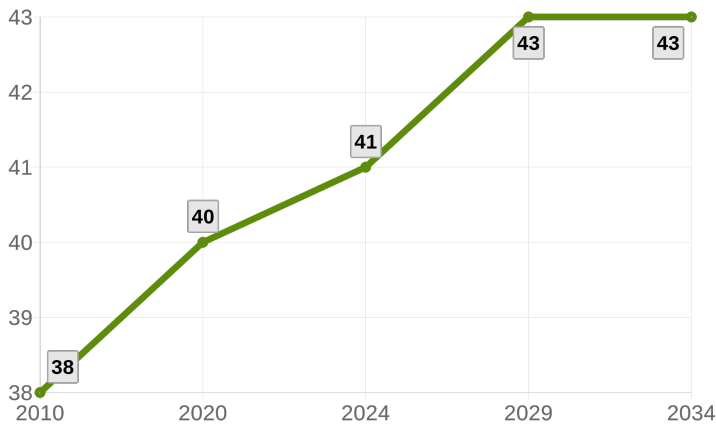
Average Age Trends provides five important snapshots of a community from five data points; the 2010 census, the last census, the current year estimate, the five-year projection and the ten year forecast. These five numbers will indicate the aging direction of a community.

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

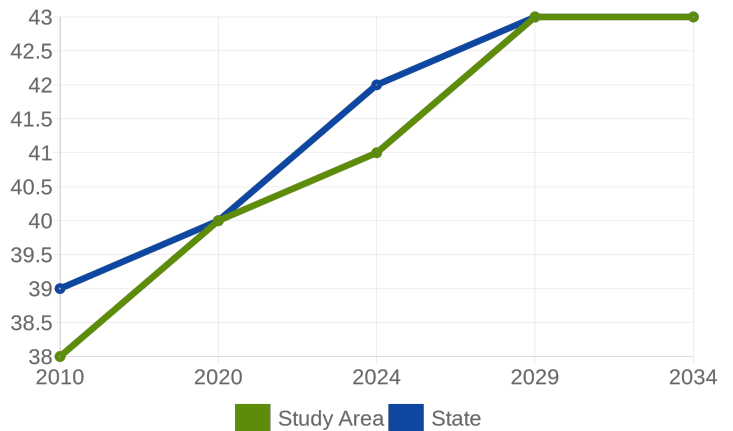
Average Age Trends

	2010	2020	2024	2029	2034
Average Age: Study Area	37.57	39.82	41.44	42.58	43.46
Percent Change		5.99%	4.07%	2.77%	2.05%
Average Age: State	38.53	40.19	41.63	42.63	43.40
Percent Change		4.33%	3.56%	2.41%	1.80%
Comparative Change	97	99	99	99	100
Median Age: Study Area	37	38	40	41	42

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 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 higher than the study area.

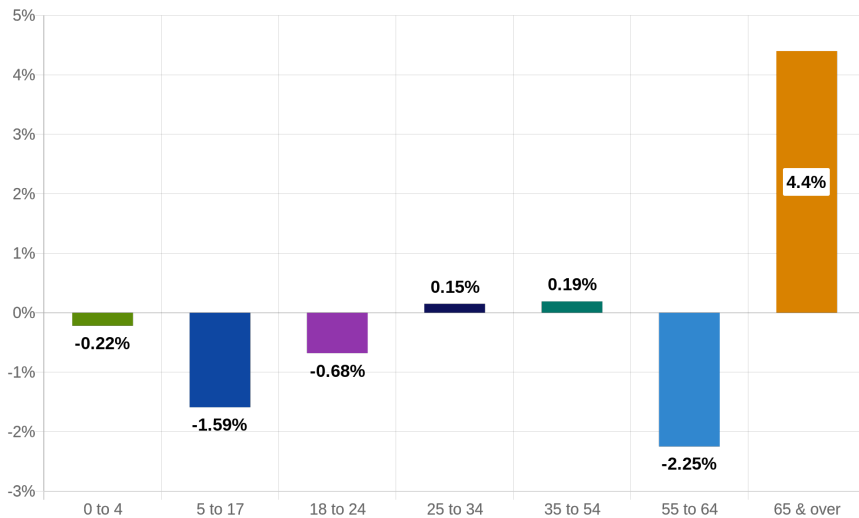
Phase of Life

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.

Focus on the color-coding in the "Change" column (far right). It quickly highlights population percentage increases or decreases for each phase.

	2020	2024	2029	2034	2020 %	2024 %	2029 %	2034 %	2024 - 2034 %pt Change
Before Formal Schooling									
Ages 0 to 4	32,763	32,924	32,105	32,071	5.18%	5.13%	4.99%	4.91%	-0.22%
Required Formal Schooling									
Ages 5 to 17	100,800	96,086	89,686	87,333	15.92%	14.98%	13.93%	13.38%	-1.60%
College/Career Starts									
Ages 18 to 24	63,830	65,835	65,982	62,537	10.08%	10.26%	10.25%	9.58%	-0.68%
Singles & Young Families									
Ages 25 to 34	83,654	79,286	77,180	81,585	13.22%	12.36%	11.99%	12.50%	0.14%
Families & Empty Nesters									
Ages 35 to 54	155,313	154,774	156,357	158,651	24.54%	24.12%	24.29%	24.31%	0.19%
Enrichment Yrs Sing/Couples									
Ages 55 to 64	87,938	85,376	77,165	72,155	13.89%	13.31%	11.99%	11.06%	-2.25%
Retirement Opportunities									
Age 65 and over	108,681	127,353	145,343	158,208	17.17%	19.85%	22.58%	24.24%	4.39%

Phase of Life Changes



Summary of Phase of Life Findings:

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

In this study area children 17 years of age and younger are declining as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are increasing as a percentage of the total population. In summary, it may be that the community is aging as children are raised and leave but parents remain.

MISSIONINSITE 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.

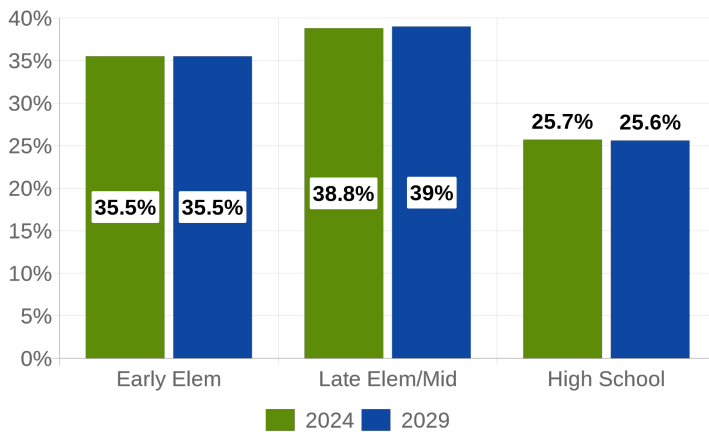
The School Aged Children variable provides a snapshot of three levels of the population that comprise school age children. The three levels roughly correspond to the following.

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

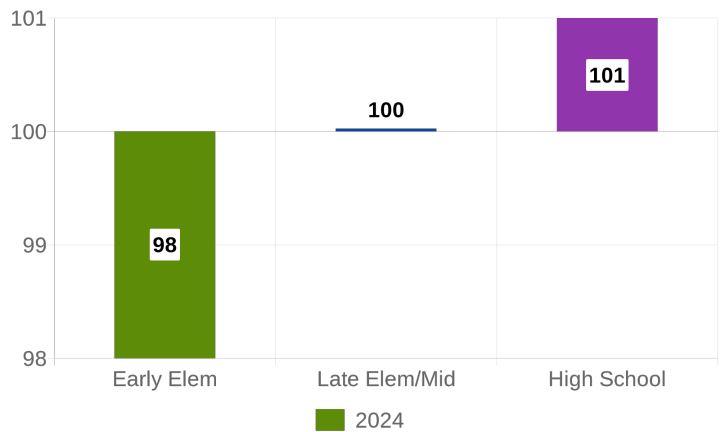
School Aged Children

	2020	2024	2029	2020 %	2024 %	2029 %	2024 - 2029 %pt Change
Early Elementary							
Ages 5 to 9	36,598	34,087	31,799	36.31%	35.48%	35.46%	-0.02%
Late Elementary-Middle School							
Ages 10 to 14	39,919	37,289	34,967	39.60%	38.81%	38.99%	0.18%
High School							
Ages 15 to 17	24,284	24,710	22,920	24.09%	25.72%	25.56%	-0.16%

School Aged Children Trends: By Levels



Comparative Index: Study Area to State by Level



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 0.02%.

Late Elementary to Middle School aged children ages 10 to 14 are projected to grow as a percentage of children between 5 and 17 by 0.18%.

High School aged children ages 15 to 17 are projected to decline as a percentage of children between 5 and 17 by 0.16%.

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

Average Household Income and Per Capita Income

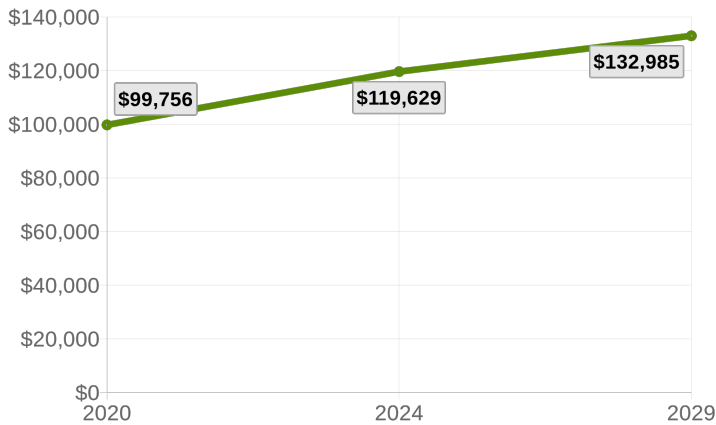
Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects the average income for each household, whether family or non-family.

In this study area, the estimated current year average household income is \$119,629. The average household income is projected to grow by 11.16% to \$132,985.

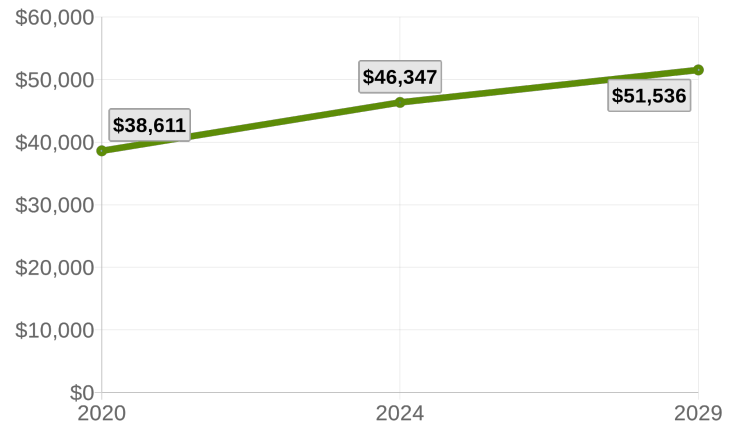
Per Capita Income is a measure of the average income of all persons within a household. For family households, this would include all children. It does not mean that each person actually contributes to the average income from work. It is calculated by dividing the aggregate household income by the population.

The estimated per capita income for the current year is \$46,347. The Per Capita Income is projected to grow by 11.20% to \$51,536.

Average Household Income Trend



Per Capita Income Trend



Household Income Trends

	2020	2024	2029	2020 %	2024 %	2029 %	2024 - 2029 %pt Change
Less than \$10,000	12,687	10,994	9,614	5.25%	4.42%	3.85%	-0.57%
\$10,000 to \$14,999	7,192	6,760	5,771	2.98%	2.72%	2.31%	-0.41%
\$15,000 to \$24,999	16,077	12,131	11,307	6.65%	4.88%	4.53%	-0.35%
\$25,000 to \$34,999	20,825	16,894	14,245	8.62%	6.80%	5.71%	-1.09%
\$35,000 to \$49,999	25,209	23,248	21,725	10.44%	9.35%	8.71%	-0.64%
\$50,000 to \$74,999	39,855	37,739	34,785	16.50%	15.18%	13.94%	-1.24%
\$75,000 to \$99,999	31,416	32,210	31,246	13.00%	12.96%	12.52%	-0.44%
\$100,000 to \$149,999	41,656	45,344	45,702	17.24%	18.24%	18.32%	0.08%
\$150,000 to \$199,999	20,705	31,288	31,210	8.57%	12.59%	12.51%	-0.08%
\$200,000 or more	25,958	31,977	43,898	10.75%	12.86%	17.59%	4.73%
Total	241,580	248,585	249,503				

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 47% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 55%.

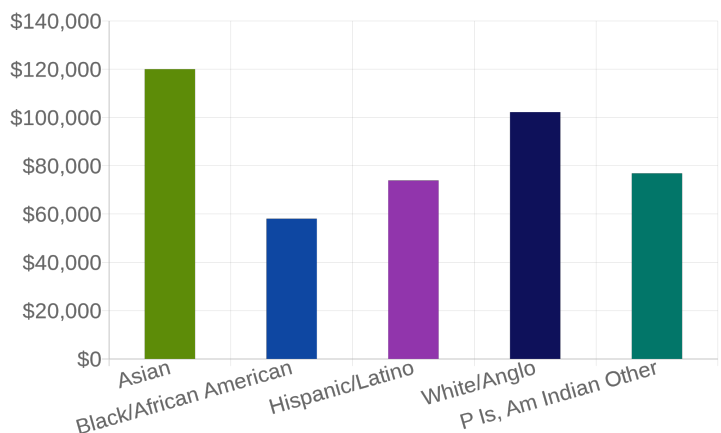
Family Income Trends

	2024	2029	2024 %	2029 %	2024 - 2029 %pt Change
Less than \$10,000	4,108	4,266	2.60%	2.57%	-0.03%
\$10,000 to \$14,999	2,547	2,739	1.61%	1.65%	0.04%
\$15,000 to \$24,999	7,351	5,026	4.65%	3.02%	-1.63%
\$25,000 to \$34,999	10,362	7,474	6.56%	4.50%	-2.06%
\$35,000 to \$49,999	14,545	12,116	9.20%	7.29%	-1.91%
\$50,000 to \$74,999	23,792	21,452	15.05%	12.91%	-2.14%
\$75,000 to \$99,999	20,573	21,443	13.02%	12.90%	-0.12%
\$100,000 to \$149,999	30,025	34,339	19.00%	20.66%	1.66%
\$150,000 to \$199,999	21,807	27,389	13.80%	16.48%	2.68%
\$200,000 or more	22,950	29,976	14.52%	18.03%	3.51%
Total	158,060	166,220			

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.

	2024
Asian Household Income	\$120,037
Black/African American Household Income	\$58,096
Hispanic/Latino Household Income	\$73,937
White/Anglo Household Income	\$102,237
P Is, Am Indian Other Household Income	\$76,890
Average	\$86,239



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

This analysis focuses on family households with children under 18, specifically...

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

These family types are reported for the study area in the table below.

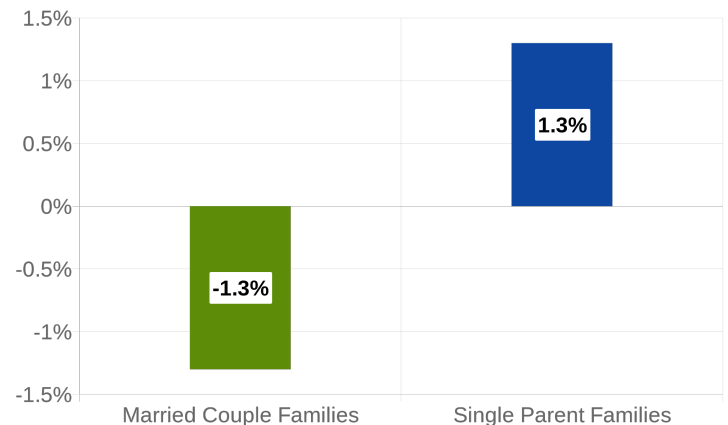
Households with Children under 18

	2020	2024	2029	2020 %	2024 %	2029 %	2024 - 2029 %pt Change
Married Couple	39,966	41,613	44,403	68.48%	64.49%	63.19%	-1.30%
Single Parent	18,396	22,913	25,864	31.52%	35.51%	36.81%	1.30%

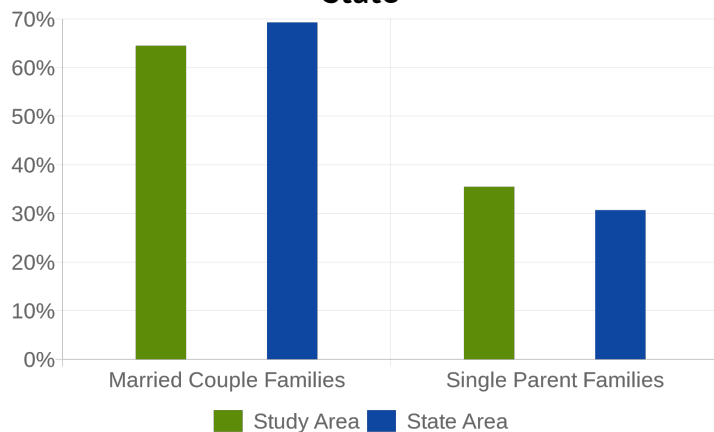
Of the households with children under 18, married couple households are decreasing as a percentage while single parent households are increasing. The graph to the right illustrates this. Bars above the 0% point indicate a family type that is increasing while bars below 0% is decreasing. This provides "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 somewhat dissimilar to the state's profile. The percentage of single parent households with children is about the same as the state.

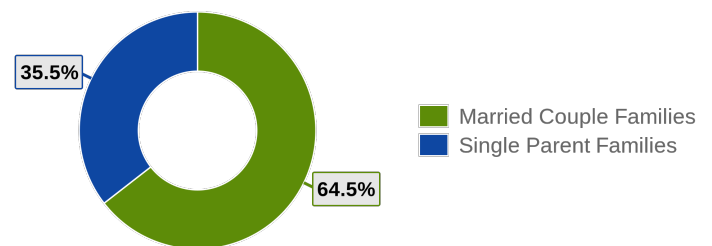
Households with Children: Projected Change



Households with Children Under 18 Compared to State



Percentage of Households with Children by Type



MISSIONINSITE Insite 7: Marital Status Trends

Population by Marital Status examines the distribution of marital statuses (number and percentage) for individuals 15 and older in the study area. Trend data and comparisons to the state provide context.

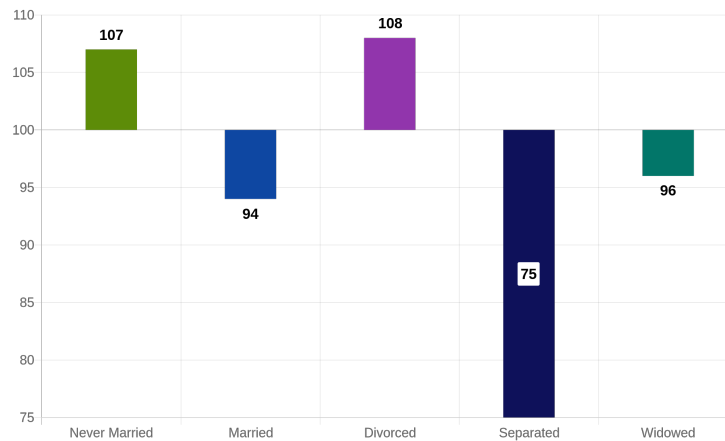
Marital types reported include Never Married, Married, Divorced, Separated, and Widowed.

Population by Marital Status: Age 15+

	2020	2024	2029	2020 %	2024 %	2029 %	2020 - 2029 %pt Change
Never Married	188,763	196,733	200,500	35.96%	36.71%	36.79%	0.83%
Married	242,509	246,279	246,683	46.20%	45.95%	45.27%	-0.93%
Divorced	55,591	54,190	57,534	10.59%	10.11%	10.56%	-0.03%
Separated	7,513	7,548	8,128	1.43%	1.41%	1.49%	0.06%
Widowed	30,552	31,218	32,103	5.82%	5.82%	5.89%	0.07%

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

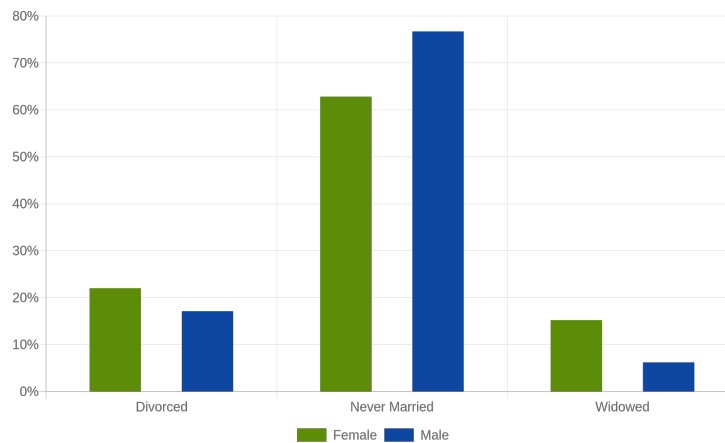
Marital Status: Comparison to the State



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

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

Single Female and Male Comparison by Type



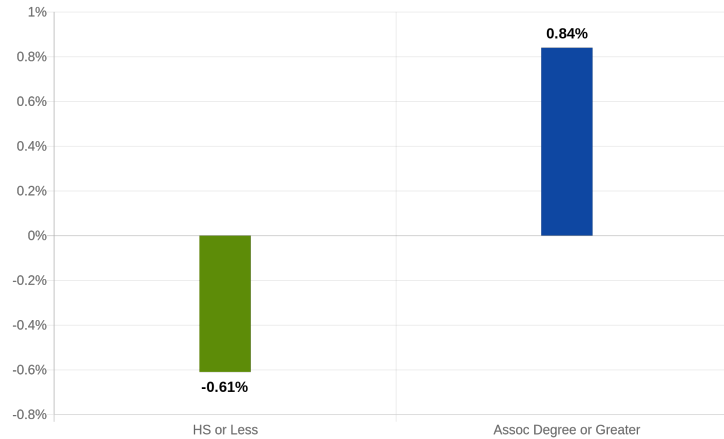
MISSIONINSITE Insite 8: Adult Educational Attainment

The level of educational attainment among an area's adult population is a key indicator of community opportunities and challenges. This analysis examines adult educational attainment from three perspectives.

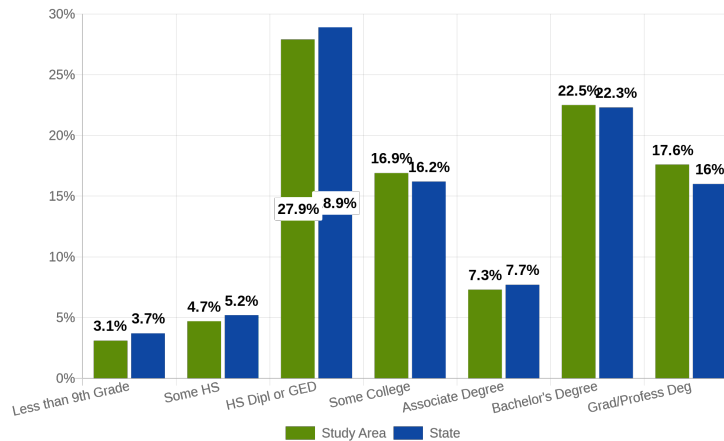
First, is the level rising? Second, how does it compare to the state (or itself for state reports)? Finally, what are the specific 2020 percentages?

Educational Level Attainment Change

The educational attainment level of adults has been rising over the past few years. It is projected to rise over the next five years by 0.84%.



Educational Level Compared to the State



Population by Educational Attainment: 25+

	2020	2024	2029	2024 (State)	2024 Comp Index
Less than 9th Grade	3.12%	3.10%	3.19%	3.66%	84
Some HS	5.14%	4.73%	4.69%	5.19%	91
HS Dipl or GED	29.50%	27.92%	27.26%	28.90%	96
Some College	16.93%	16.86%	16.63%	16.22%	103
Associate Degree	6.86%	7.27%	7.48%	7.70%	94
Bachelor's Degree	21.87%	22.47%	22.66%	22.33%	100
Grad/Profess Deg	16.58%	17.65%	18.09%	16.01%	110

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

MISSIONINSITE Insite 9: Population by Employment

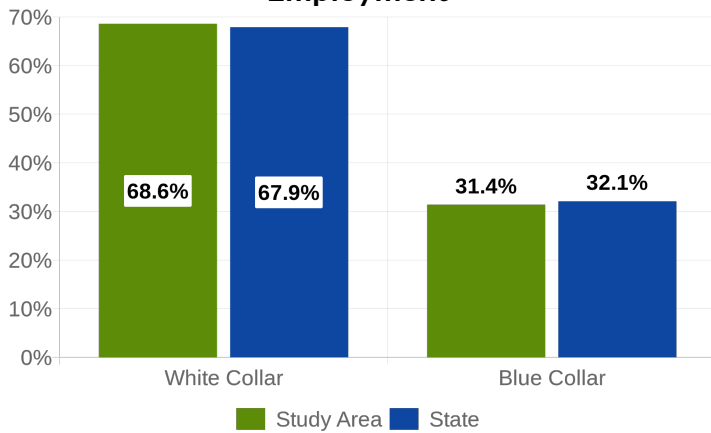
Like educational attainment, an analysis of a community by its employment types and categories provides an important “insite” into its socio-economics. This analysis looks at two factors.

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.

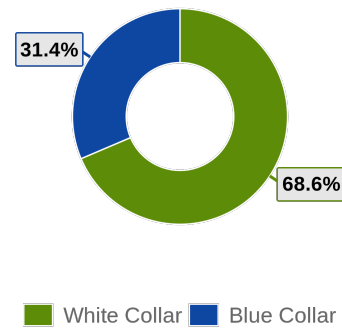
Employed Population: Blue Collar or White Collar

On the chart to the left, the study area is compared to the state. This study area is close to the state average for White Collar workers. It is close to the state average for Blue Collar workers.

Comparison of Blue and White Collar Employment



Percentage Blue to White Collar



Employed Civilian Population by Occupation

	2024	2024 (State)	Comp. Index	Interpretation
Bldg Maintenance & Cleaning	3.41%	3.12%	109	About average for the state
Construction	6.90%	7.30%	94	Somewhat below the state average
Farming, Fishing, & Forestry	0.74%	0.28%	264	Well above the state average
Food Preparation Serving	4.36%	4.49%	96	About average for the state
Healthcare Support	3.19%	3.30%	96	About average for the state
Managerial Executive	19.37%	18.10%	106	About average for the state
Office Admin	10.93%	10.84%	100	About average for the state
Personal Care	2.76%	2.55%	108	About average for the state
Production Transportation	10.75%	12.05%	89	Somewhat below the state average
Prof Specialty	26.50%	26.60%	99	About average for the state
Protective	2.47%	2.32%	106	About average for the state
Sales	8.63%	9.03%	95	Somewhat below the state average

MISSIONINSITE Insite 10: Mosaic Segments

Mosaic is a geo-demographic segmentation system designed for marketers. Rather than analyzing individual demographic variables, it clusters households based on multiple shared characteristics, such as income, education levels, family composition, and occupation.

Developed by Mosaic® USA, this database provides a multi-dimensional view of a community, often seen as helpful.

The report below shows the study area's top 15 Mosaic Segments (or fewer, if applicable).

	Study Area	Study Area %	State %	Comp Index	Relative to the State Average
C13 Booming with Confidence - Philanthropic Sophisticates	23,579	9.56%	6.98%	137	Well above the state average
D18 Suburban Style - Suburban Nightlife	15,592	6.32%	3.51%	180	Well above the state average
A01 Power Elite - American Royalty	15,037	6.10%	3.91%	155	Well above the state average
J34 Autumn Years - Suburban Sophisticates	13,354	5.42%	4.61%	117	Somewhat above the state average
D16 Suburban Style - Settled in Suburbia	13,178	5.34%	4.40%	121	Somewhat above the state average
O52 Singles and Starters - Urban Ambition	7,638	3.10%	1.38%	224	Well above the state average
Q62 Golden Year Guardians - Enjoying Retirement	7,257	2.94%	2.53%	116	Somewhat above the state average
S69 Thrifty Habits - Urban Legacies	7,105	2.88%	1.61%	178	Well above the state average
O51 Singles and Starters - Digitally Savvy	6,621	2.68%	2.50%	107	About average for the state
G24 Young City Solos - Ambitious Singles	6,102	2.47%	1.41%	174	Well above the state average
I31 Family Union - Hard Working Values	6,021	2.44%	1.51%	161	Well above the state average
Q64 Golden Year Guardians - Established in Society	5,973	2.42%	3.44%	70	Somewhat below the state average
C11 Booming with Confidence - Sophisticated City Dwellers	5,766	2.34%	2.07%	113	Somewhat above the state average
E20 Thriving Boomers - No Place Like Home	5,367	2.18%	1.83%	119	Somewhat above the state average
B07 Flourishing Families - Across the Ages	5,359	2.17%	2.08%	104	About average for the state

Learn more about Mosaic Households

To open a link in a new tab, hold the Ctrl key on your keyboard while clicking.

Mosaic Portrait Data

[Mosaic® USA E-Handbook](#)

Understanding the Mosaic Handbook

[How to Read and Understand a Mosaic Portrait \(Video\)](#)

[Understanding Mosaic Portraits for Mission Planning \(Video\)](#)

The Mission Impact Guide

[Mission Impact Mosaic Application Guide by Bandy](#)

Examining a generation through its life phases provides a powerful demographic lens. In a general sense, each phase of life has common life experiences. But it's even more insightful to understand a generational cohort group – people born and coming of age around the same time – who share a unique sense of identity. [The Strauss and Howe model brings this three-dimensional view to life, enriching age demographics.](#)

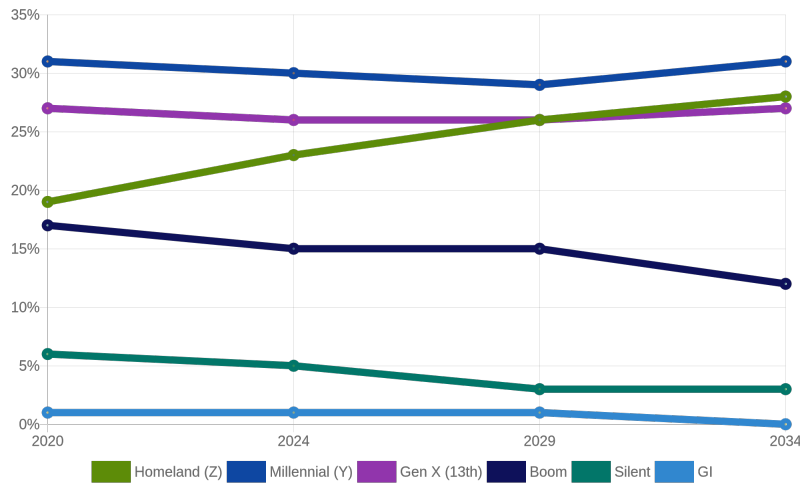
According to the Strauss and Howe model, members of a generation share three qualities.

- An age location in history
- Common beliefs and behaviors (around risk, culture, values, civic engagement, family)
- A common perceived membership in a generation, e.g., Boomers, Gen X, Millennials, etc.

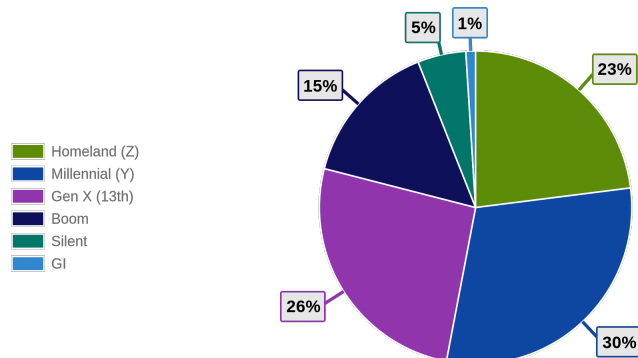
[For more information on Generational types, click here.](#)

Name	S & H Type	Initial Birth	Final Birth	2020	2020 %	2024	2024 %	2029	2029 %	2034	2034 %
Homeland (Z)	Artist	2005	2025	117,424	18.55%	147,304	22.96%	162,089	26.22%	165,502	27.85%
Millennial (Y)	Hero	1982	2004	195,830	30.94%	191,966	29.92%	182,082	29.46%	182,809	30.76%
Gen X (13th)	Nomad	1961	1981	167,934	26.53%	166,260	25.91%	160,686	26.00%	159,390	26.82%
Boom	Prophet	1946	1960	106,414	16.81%	97,904	15.26%	91,763	14.85%	68,983	11.61%
Silent	Artist	1925	1945	37,591	5.94%	32,196	5.02%	17,669	2.86%	16,809	2.83%
GI	Hero	1901	1924	7,786	1.23%	6,004	0.94%	3,845	0.62%	800	0.13%
Total				632,979		641,634		618,134		594,293	

Strauss and Howe Generations: Projected Percentages



Generations Current Year Percentage



MISSIONINSITE Insite 12: Religious Program or Ministry Preferences

This report is based on the American Beliefs Study. For further insights, explore the ReligiousInsite, ReligiousInsite Priorities, MinistryInsite, or MinistryInsite Priorities reports.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	34.36%	7.03%	34.95%	8.40%	98	83
Addiction support groups	26.94%	6.46%	27.88%	7.39%	96	87
Health/weight loss programs	27.24%	4.09%	27.39%	4.69%	99	87
Membership and leadership training	32.46%	5.13%	34.26%	6.87%	94	74
Opportunities to develop personal relationships	49.53%	14.47%	48.76%	17.06%	101	84
Practical training seminars (money management, computer skills, etc.)	35.62%	5.01%	36.44%	5.98%	97	83
Family Support and Intervention Services	32.24%	7.47%	33.59%	9.17%	95	81
Crisis support groups	38.65%	8.86%	40.63%	10.18%	95	87
Daycare/After-School Programs	20.55%	4.68%	20.94%	5.64%	98	82
Family oriented activities	40.73%	12.37%	40.88%	15.68%	99	78
Marriage enrichment	30.68%	6.69%	33.38%	8.43%	91	79
Parenting development	24.94%	5.35%	26.53%	6.47%	94	82
Personal/family counseling	37.90%	6.90%	39.17%	8.62%	96	80
Community Involvement and Advocacy Programs	42.42%	10.30%	43.31%	11.51%	97	89
Adult social activities	51.53%	9.89%	52.64%	11.62%	97	85
Involvement in social causes	46.48%	11.86%	46.17%	12.69%	100	93
Mission trips and global outreach	27.46%	6.13%	30.76%	7.75%	89	79
Opportunities for volunteering in the community	49.05%	12.86%	49.45%	14.63%	99	87
Social justice advocacy work	37.58%	10.77%	37.54%	10.85%	100	99
Community Activities or Cultural Programs	39.21%	8.58%	40.18%	10.30%	97	83
Cultural programs (music, drama, art)	43.45%	8.61%	43.79%	8.94%	99	96
Holiday programs/activities	49.92%	12.77%	50.50%	14.90%	98	85
Seniors/retiree activities	45.48%	11.39%	44.98%	13.75%	101	82
Singles or college-age groups	24.86%	4.62%	25.60%	6.27%	97	73
Size of church congregation	37.06%	5.51%	40.79%	6.80%	90	81
Small groups (i.e., life groups, personal interest groups)	45.82%	8.77%	46.71%	10.67%	98	82
Youth social activities	27.90%	8.41%	28.88%	10.79%	96	77
Religious/Spiritual Programs	35.32%	16.39%	36.41%	19.99%	97	81
Bible or Scripture study/prayer groups	29.98%	10.52%	32.31%	14.90%	92	70
Celebration of sacraments	30.45%	18.47%	32.33%	21.20%	94	87
Contemporary worship experiences	39.59%	8.70%	40.28%	11.07%	98	78
Online or virtual worship experiences	33.38%	8.73%	36.84%	11.09%	90	78
Quality sermons	37.85%	26.00%	36.34%	33.30%	104	78
Religious education for children	26.48%	13.83%	27.46%	17.11%	96	80
Spiritual discussion groups	36.15%	9.06%	38.91%	11.14%	92	81
Traditional worship experiences	38.83%	20.01%	39.13%	24.29%	99	82
Warm and friendly encounters	45.17%	32.18%	44.10%	35.84%	102	89

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 so you can easily spot changes and the direction of change.

Description	Color
Above Average	Green
Below Average	Red

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.

Support Documents

To open a link in a new tab, hold the Ctrl key on your keyboard while clicking.

[Click to download the ExecutiveInsite Worksheet](#)

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, email us at misupport@acst.com or call 1-877-230-3212