

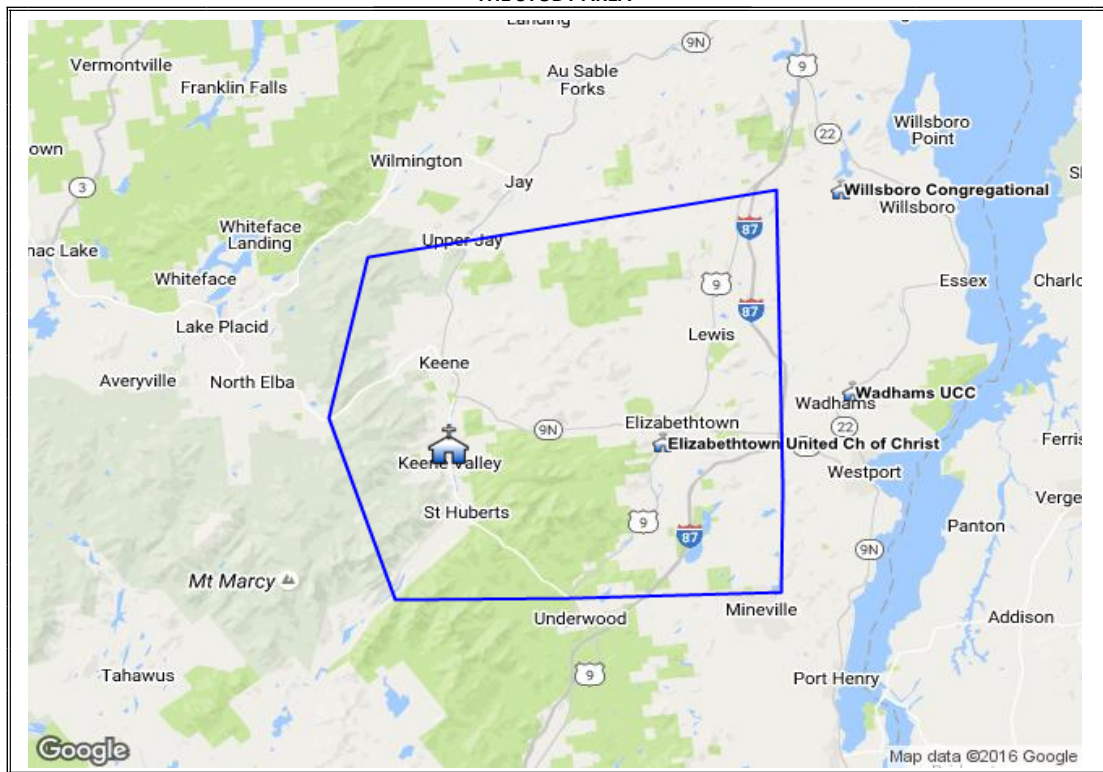
The ExecutiveInsite Report

Prepared for: New York Conference UCC
 Study area: Custom Geography
 Base State: NEW YORK
 Current Year Estimate: 2016
 5 Year Projection: 2021
 Date: 10/18/2016
 Semi-Annual Projection: Spring

This ExecutiveInsite Report has been prepared for New York Conference UCC. 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 3,935. The 2021 projection would see the area decline by -111 to a total population of 3,824. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to decline by -2.8% in the next five years, the state is projected to remain stable at 0.7%. The study area's estimated average change rate is -0.6%.

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.

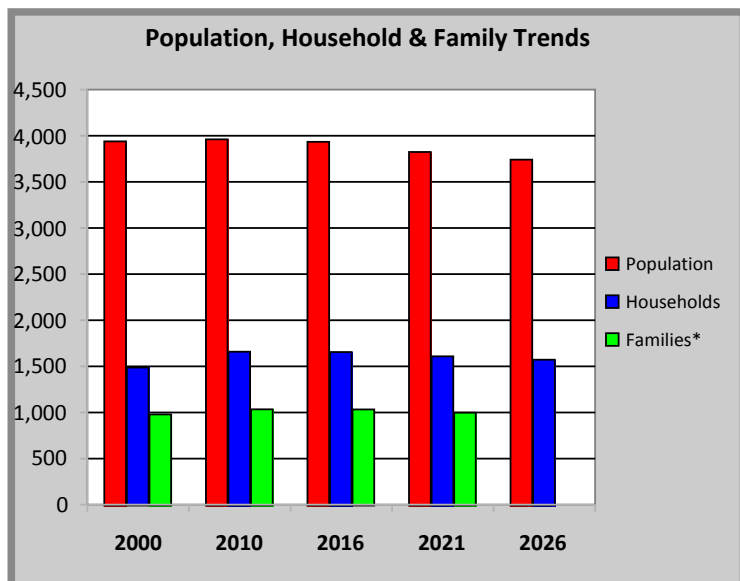
Households:

The households within the community are declining faster than the population, thus the average population per household in 2010 was 2.39 but by 2021 it is projected to be 2.38. Compare this to the statewide average which for the current year is estimated at 2.65 persons per household.

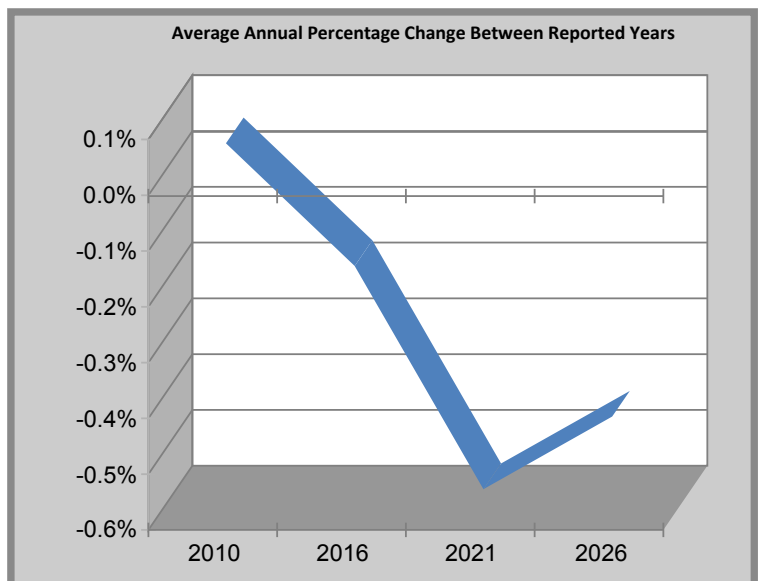
Family Households:

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	3,939	3,961	3,935	3,824	3,741
Population Change		22	-26	-111	-83
Percent Change		0.6%	-0.7%	-2.8%	-2.2%
Households	1,487	1,659	1,655	1,608	1,572
Households Change		172	-4	-47	-36
Percent Change		11.6%	-0.2%	-2.8%	-2.2%
Population / Households	2.65	2.39	2.38	2.38	2.38
Population / Households Change		-0.26	-0.01	0.00	0.00
Percent Change		-9.9%	-0.4%	0.0%	0.1%
Families	979	1,034	1,033	997	
Families Change		55	-1	-36	
Percent Change		5.6%	-0.1%	-3.5%	



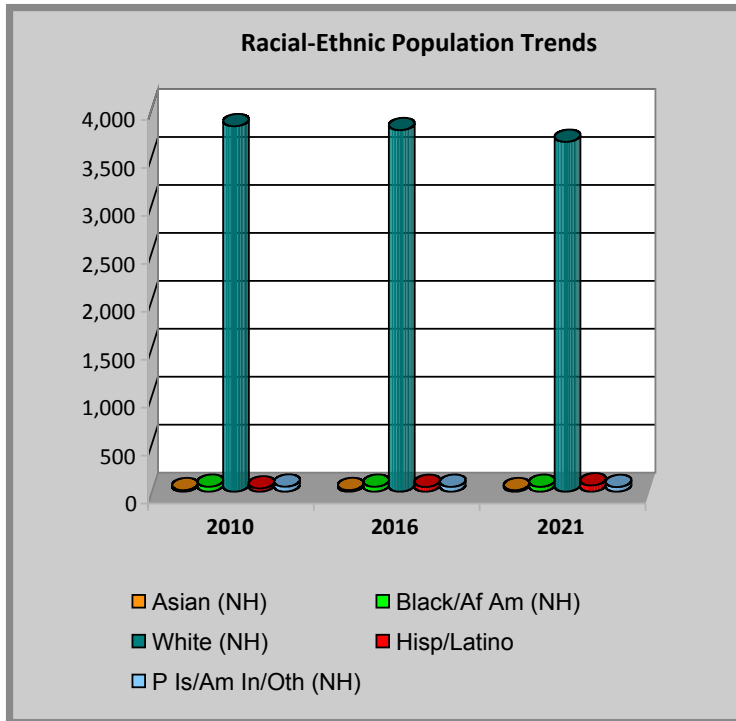
NOTE: Family Household data is not projected out 10 years.



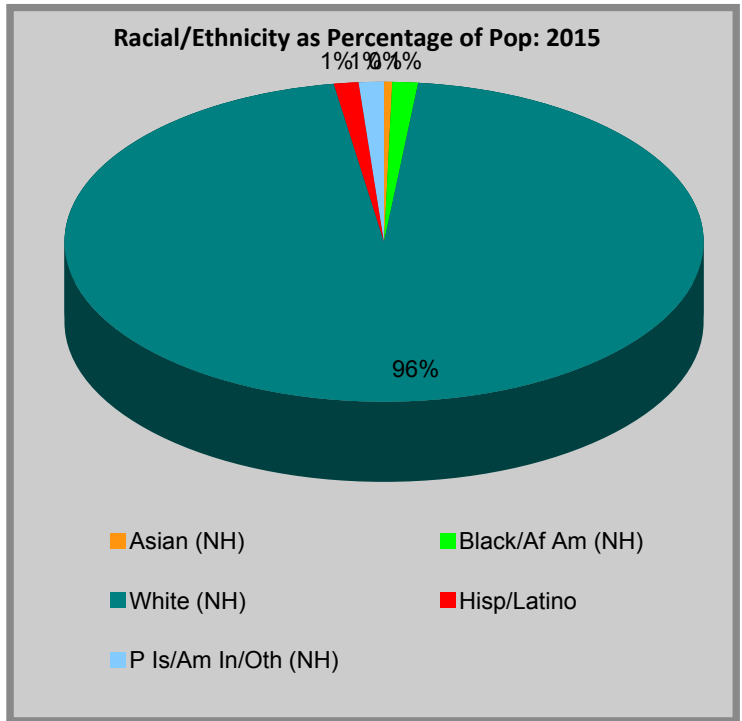
INSITE #2: RACIAL-ETHNIC TRENDS

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)	15	16	15	0.38%	0.41%	0.39%	0.01%
Black/Afr Amer (NH)	51	51	50	1.29%	1.30%	1.31%	0.02%
White (NH)	3,811	3,770	3,648	96.19%	95.78%	95.35%	-0.84%
Hispanic/Latino	33	49	65	0.83%	1.24%	1.70%	0.87%
P Is/Am In/Oth (NH)	52	50	48	1.31%	1.27%	1.25%	-0.06%
Totals:	3,962	3,936	3,826				

INSITE #3: AGE TRENDS

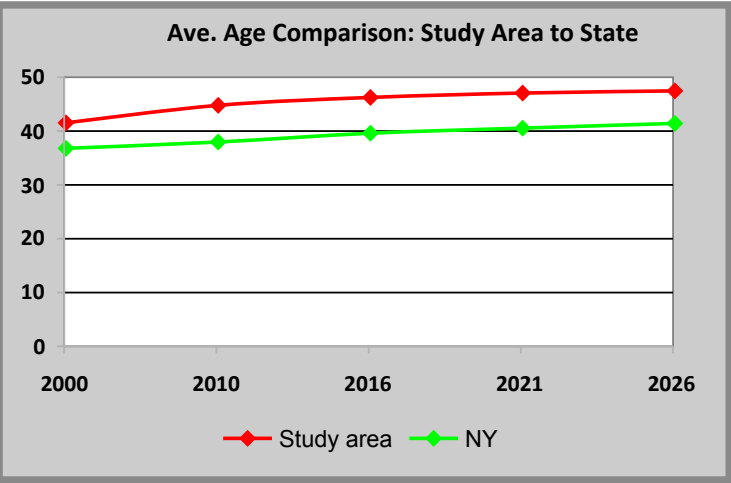
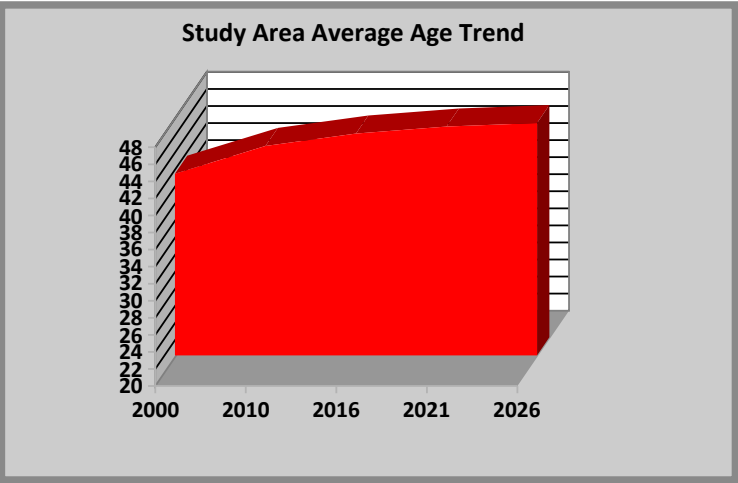
A community’s age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However this picture may particularize differently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

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

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

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

AGE					
Average Age Trends	2000	2010	2016	2021	2026
Average Age: Study Area	41.53	44.79	46.25	47.07	47.48
Percent Change		7.8%	3.3%	1.8%	0.9%
Average Age: NY	36.79	37.97	39.61	40.56	41.44
Percent Change		3.2%	4.3%	2.4%	2.2%
Comparative Index	113	118	117	116	115
Median Age: Study Area	41	47	49	50	50



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.

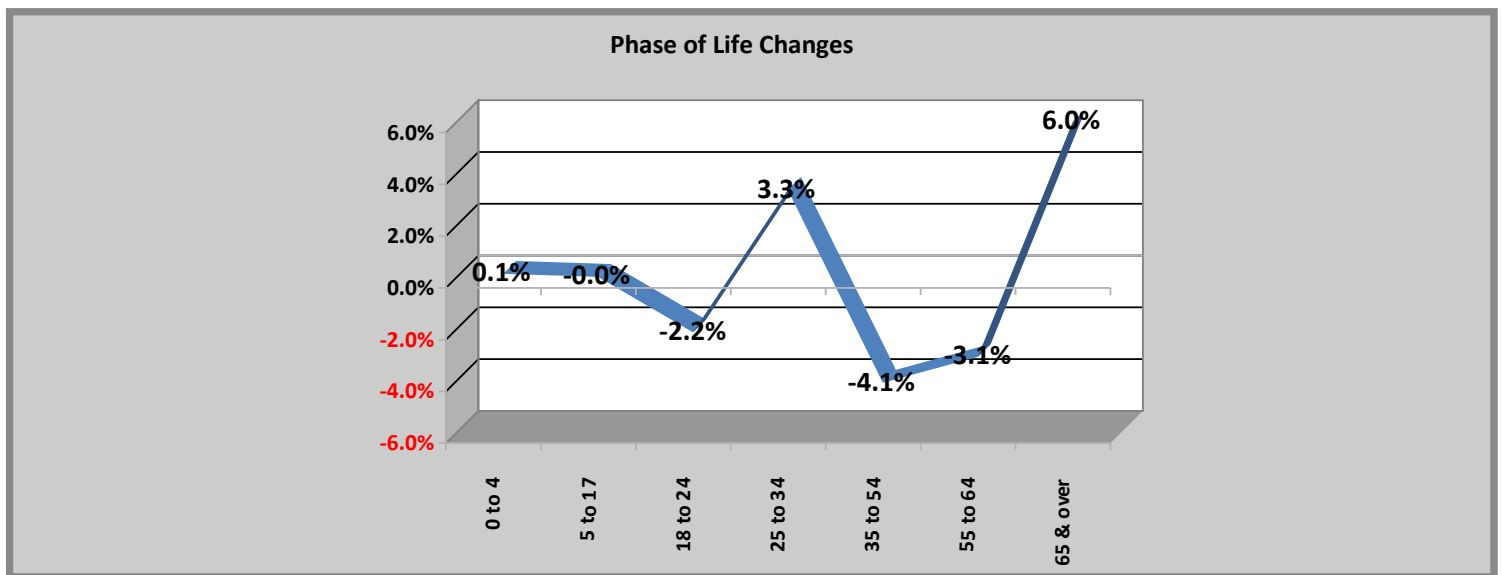
INSITE #3: AGE TRENDS (continued)

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	149	175	162	170	3.8%	4.4%	4.2%	4.5%	0.1%
Required Formal Schooling									
Ages 5 to 17	566	451	410	428	14.3%	11.5%	10.7%	11.4%	0.0%
College/Career Starts									
Ages 18 to 24	252	346	333	248	6.4%	8.8%	8.7%	6.6%	-2.2%
Singles & Young Families									
Ages 25 to 34	344	364	416	471	8.7%	9.3%	10.9%	12.6%	3.3%
Families & Empty Nesters									
Ages 35 to 54	1,134	939	795	739	28.6%	23.9%	20.8%	19.8%	-4.1%
Enrichment Years Sing/Couples									
Ages 55 to 64	673	664	619	515	17.0%	16.9%	16.2%	13.8%	-3.1%
Retirement Opportunities									
Age 65 and over	842	996	1,089	1,170	21.3%	25.3%	28.5%	31.3%	6.0%



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 increasing 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

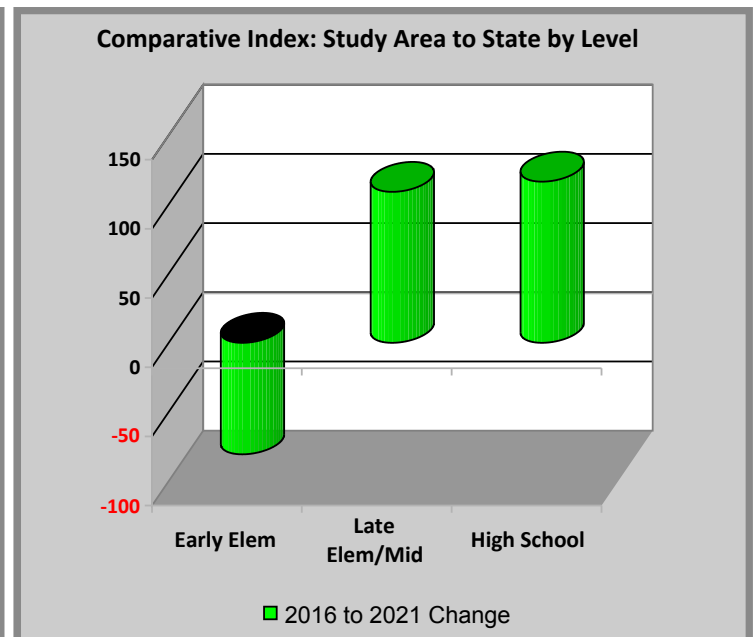
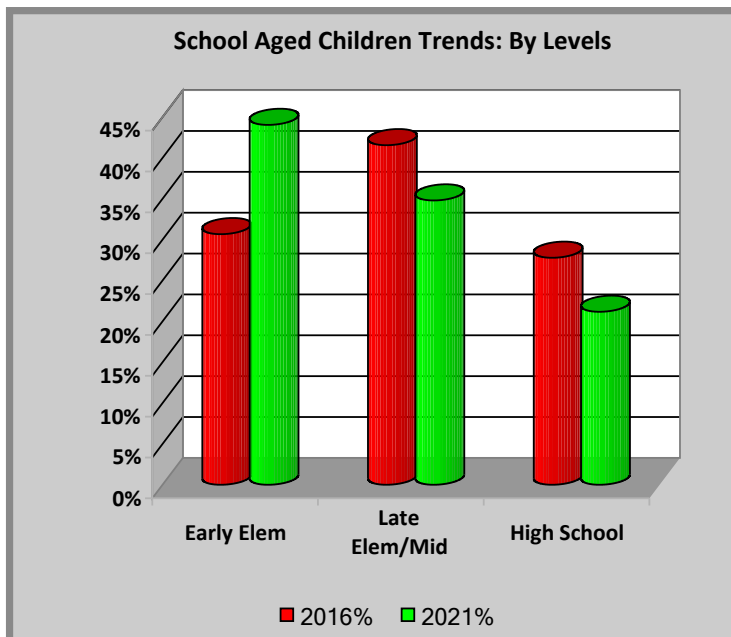
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely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

<i>School Aged Children</i>	2010	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Early Elementary							
Ages 5 to 9	174	138	181	30.7%	30.7%	44.0%	13.4%
Late Elementary-Middle School							
Ages 10 to 14	242	187	143	42.7%	41.6%	34.8%	-6.8%
High School							
Ages 15 to 17	151	125	87	26.6%	27.8%	21.2%	-6.6%



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 13.4%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -6.8%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -6.6%.

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

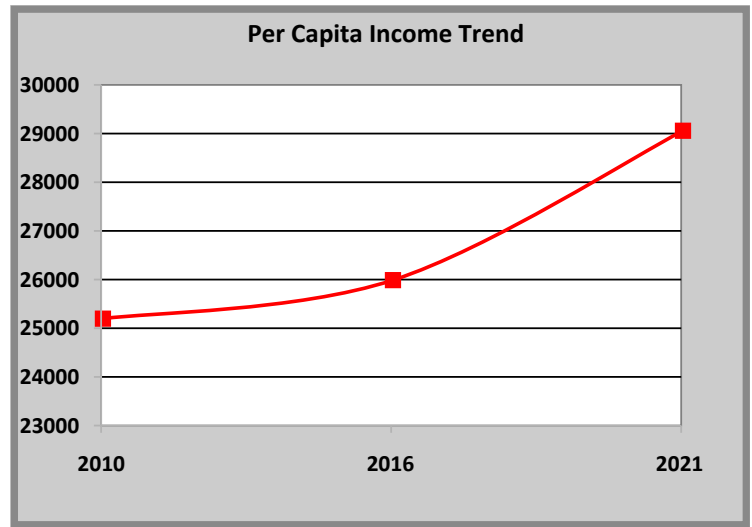
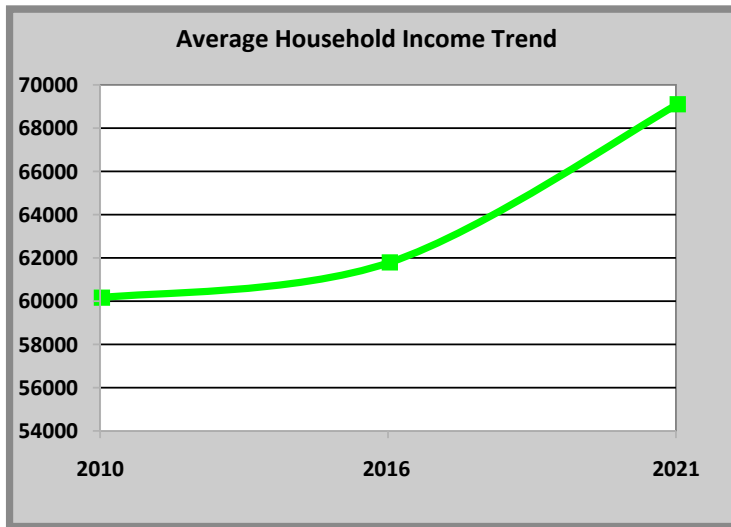
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 \$61,792. The average household income is projected to grow by 11.8% to \$69,108.

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 \$25,989. The Per Capita Income is projected to grow by 11.8% to \$29,060.



Income Trends	2010	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Households							
Less than \$10,000	111	85	72	6.7%	5.1%	4.5%	-0.7%
\$10,000 to \$14,999	156	85	61	9.4%	5.1%	3.8%	-1.3%
\$15,000 to \$24,999	164	148	136	9.9%	9.0%	8.5%	-0.5%
\$25,000 to \$34,999	220	195	160	13.3%	11.8%	10.0%	-1.8%
\$35,000 to \$49,999	195	331	304	11.8%	20.0%	18.9%	-1.1%
\$50,000 to \$74,999	334	314	316	20.1%	19.0%	19.7%	0.7%
\$75,000 to \$99,999	243	223	216	14.7%	13.5%	13.4%	0.0%
\$100,000 to \$149,999	173	205	245	10.4%	12.4%	15.2%	2.8%
\$150,000 to \$199,999	29	52	63	1.7%	3.1%	3.9%	0.8%
\$200,000 or more	33	15	34	2.0%	0.9%	2.1%	1.2%
Totals	1,658	1,653	1,607				

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 21.2% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 20.6%.

<i>Income Trends</i>	2016	2021	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Families					
Less than \$10,000	33	31	3.2%	3.1%	-0.09%
\$10,000 to \$14,999	32	29	3.1%	2.9%	-0.19%
\$15,000 to \$24,999	70	66	6.8%	6.6%	-0.16%
\$25,000 to \$34,999	111	124	10.7%	12.4%	1.68%
\$35,000 to \$49,999	189	181	18.3%	18.1%	-0.16%
\$50,000 to \$74,999	201	192	19.5%	19.2%	-0.22%
\$75,000 to \$99,999	178	169	17.2%	16.9%	-0.30%
\$100,000 to \$149,999	174	166	16.8%	16.6%	-0.21%
\$150,000-\$199,999	34	31	3.3%	3.1%	-0.19%
\$200,000 or more	11	9	1.1%	0.9%	-0.16%
Totals	1,033	998			

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	67,499
Black/ African American Household Income	0
Hispanic/Latino Household Income	11,249
White/Anglo Household Income	49,211
P Is, Am Indian Other Household Income	38,124

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)

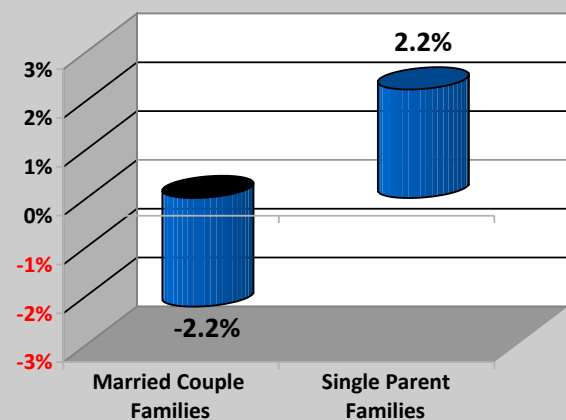
These two are reported for the study area in the table below.

Households	2010	2016	2021	2010%	2016%	2021%	Estimated 5 Year %pt Change 2016 - 2021
Households with Children under 18							
Married Couple	273	275	271	70.4%	70.0%	67.8%	-2.2%
Single Parent	115	118	129	29.6%	30.0%	32.3%	2.2%

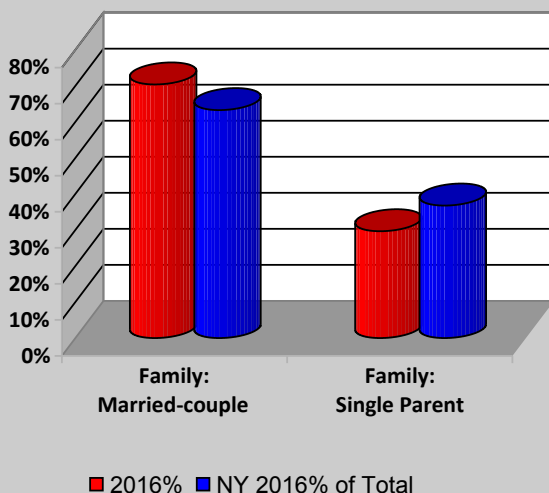
Of the households with children under 18, married couple households are decreasing as a percentage while single parent households are increasing. The graph to the right illustrates this. Bars above the 0% point indicate a family type that is increasing while bars below 0% is decreasing. This provides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

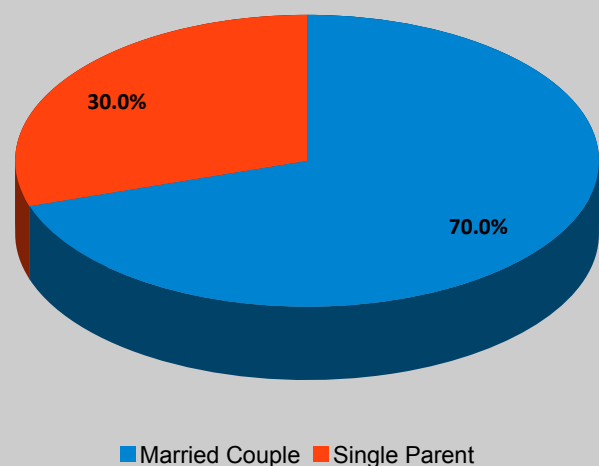
Households with Children: Projected Change



Households with Children Under 18 Compared to State



Percentage of Households with Children by Type



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.

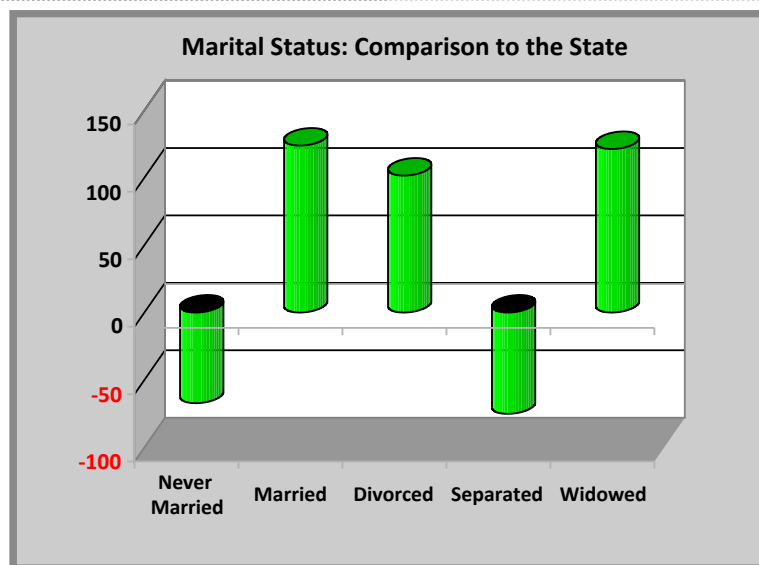
Marital types reported include..

- 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	741	844	825	21.5%	24.2%	24.5%	3.0%
Married	2,116	1,992	1,926	61.5%	57.2%	57.2%	-4.3%
Divorced	265	296	281	7.7%	8.5%	8.3%	0.6%
Separated	66	74	70	1.9%	2.1%	2.1%	0.2%
Widowed	253	278	265	7.4%	8.0%	7.9%	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.

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.



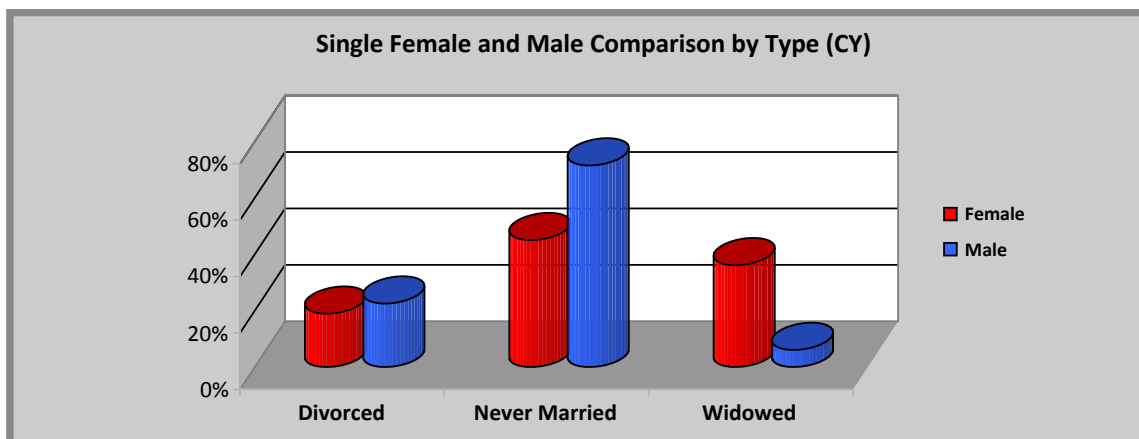
MARITAL STATUS BY FEMALE AND MALE

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 less likely to be divorced than men.

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

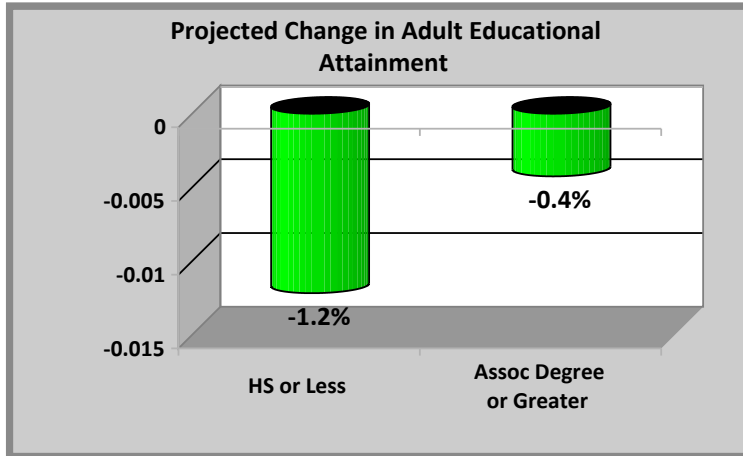


INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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

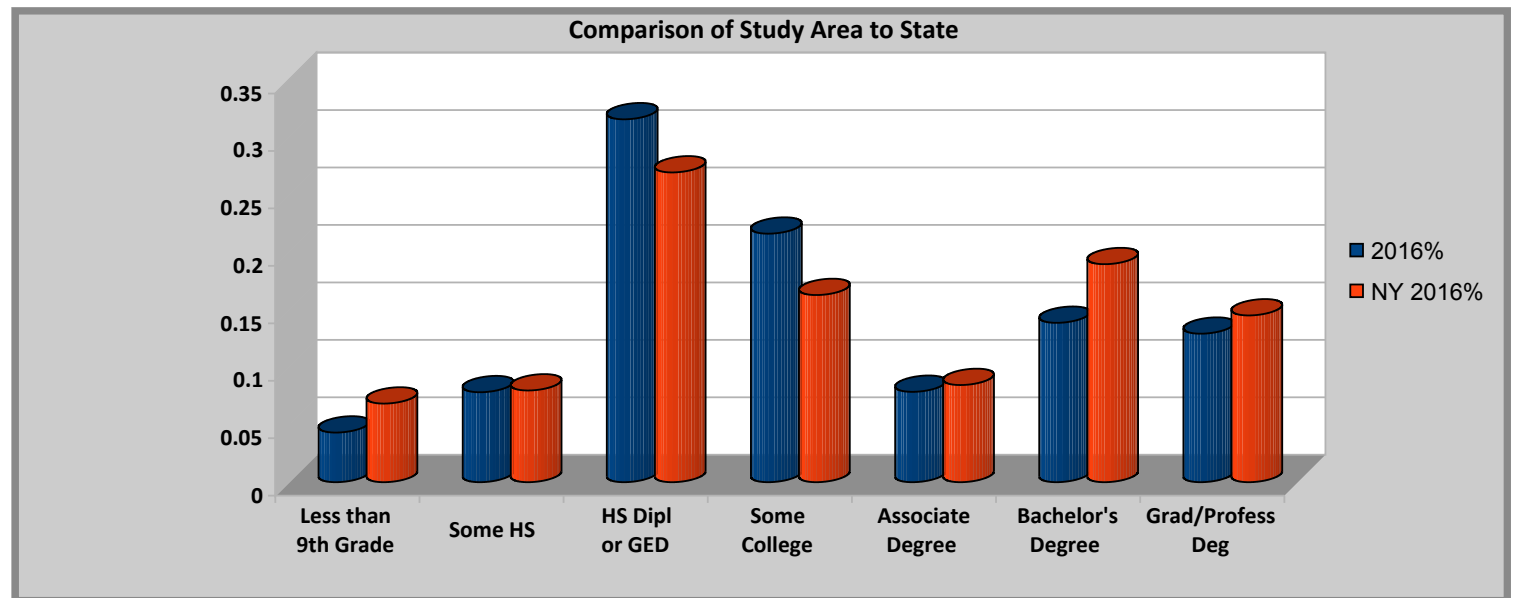
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of NEW YORK. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

EDUCATIONAL LEVEL ATTAINMENT CHANGE



The educational attainment level of adults has declined over the past few years. It is projected to decline over the next five years by -0.4%.

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	5.5%	4.3%	3.8%	6.8%	63
Some HS	6.1%	7.8%	7.2%	8.0%	98
HS Dipl or GED	33.1%	31.6%	31.4%	27.0%	117
Some College	19.2%	21.6%	23.5%	16.3%	133
Associate Degree	8.4%	7.9%	7.3%	8.5%	93
Bachelor's Degree	15.1%	13.9%	14.4%	19.0%	73
Grad/Profess Deg	12.5%	12.9%	12.5%	14.5%	89

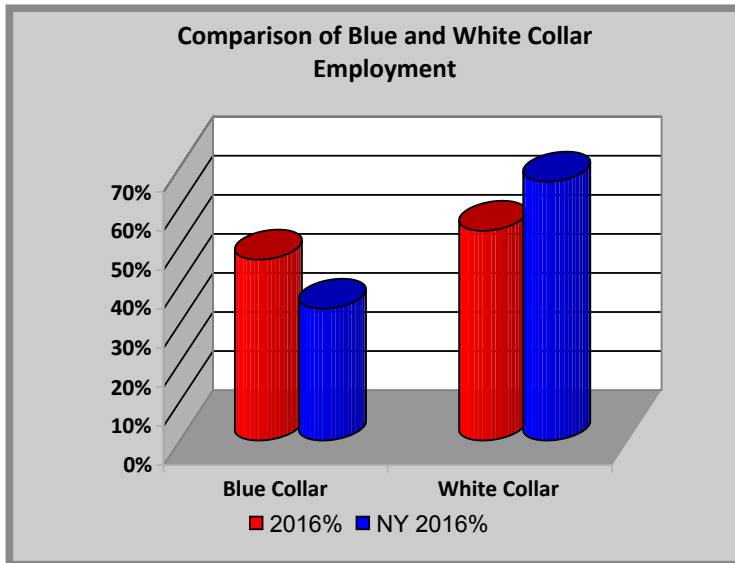
The overall educational attainment of the adults in this community is greater than the state.

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 well below the state average for White Collar workers. It is well above 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	5.4%	4.3%	127	Well above the state average.
Construction	12.6%	7.0%	179	Well above the state average.
Farming, Fishing, & Forestry	4.3%	0.3%	1704	Well above the state average.
Food Preparation Serving	4.6%	5.5%	85	Well below the state average.
Healthcare Support	2.7%	3.6%	76	Well below the state average.
Managerial Executive	10.4%	14.4%	72	Well below the state average.
Office Admin	9.0%	13.5%	67	Well below the state average.
Personal Care	3.3%	4.2%	79	Well below the state average.
Production Transportation	11.5%	9.6%	120	Well above the state average.
Prof Specialty	22.0%	24.2%	91	At about the state average.
Protective	4.5%	2.9%	156	Well above the state average.
Sales	9.7%	10.6%	91	At about the state average.

INSITE #10: MOSAIC Segments

Mosaic is a geo-demographic segmentation system developed by and for marketers. Instead of looking at individual demographic variables, a segmentation system clusters households into groups with multiple common characteristics. Demographic variables that generally cluster together would include income, educational levels, presence of children and occupations among others.

This database is developed by Experian. Some find the information helpful because it presents a multi-dimensional view of a community.

In the report below, the top 15 Mosaic Segments of the study area are provided. (If less than 15, rows will be blank.)

NOTE: For a full description please see the DI Demographic Segment Guide (Mosaic) under the Help menu on the Documents gallery.

	2016	2016%	State %	Comp Index	Relative to the NY State Ave.
Mosaic Segments					
L43 Blue Sky Boomers - Homemade Happiness	353	25.8%	2.8%	920	Well above the state average
Q64 Golden Year Guardians - Town Elders	217	15.9%	1.9%	820	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	126	9.2%	1.5%	621	Well above the state average
J35 Autumn Years - Rural Escape	101	7.4%	0.3%	2523	Well above the state average
L41 Blue Sky Boomers - Booming and Consuming	98	7.2%	0.2%	4082	Well above the state average
J36 Autumn Years - Settled and Sensible	76	5.6%	5.0%	111	Somewhat above the state average
O51 Singles and Starters - Digital Dependents	65	4.8%	1.3%	371	Well above the state average
E20 Thriving Boomers - No Place Like Home	49	3.6%	1.6%	229	Well above the state average
N46 Pastoral Pride - True Grit Americans	40	2.9%	0.1%	2422	Well above the state average
M44 Families in Motion - Red, White and Bluegrass	38	2.8%	0.9%	298	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	29	2.1%	1.3%	158	Well above the state average
J34 Autumn Years - Aging in Place	25	1.8%	2.9%	64	Somewhat below the state average
N49 Pastoral Pride - Touch of Tradition	18	1.3%	0.2%	633	Well above the state average
C11 Booming with Confidence - Aging of Aquarius	15	1.1%	2.3%	47	Well below the state average
K40 Significant Singles - Bohemian Groove	11	0.8%	1.5%	55	Well below the state average

Learn about your Mosaic Households

To access Mosaic Portrait data click on:

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

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

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				
Other-\$200 Or More	125	7.4%	146	Well above the state ave.
Private Foundation-\$200 Or More	62	3.7%	117	Somewhat above the state ave.
Health-\$200 Or More	78	4.6%	114	Somewhat above the state ave.
Education-\$200 Or More	65	3.8%	104	About average for the state.
Religious-\$200 Or More	329	19.5%	100	About average for the state.
Social Services/Welfare-\$200 Or More	88	5.2%	91	Somewhat below the state ave.
Political Organization-\$200 Or More	9	0.5%	56	Well below the state ave.
Public Radio-\$200 Or More	3	0.2%	27	Well below the state ave.
Public Television-\$200 Or More	2	0.1%	17	Well below the state ave.
Environmental-\$200 Or More	2	0.1%	8	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	29.3%	7.8%	32.6%	9.0%	90	87
Addiction support groups	23.9%	8.9%	26.9%	10.0%	89	89
Health/weight loss programs	32.4%	7.9%	33.9%	9.1%	95	87
Practical training seminars	31.6%	6.8%	37.1%	8.0%	85	84
Family Support and Intervention Services	32.8%	11.6%	35.0%	14.8%	94	78
Daycare/After-School Programs	21.9%	8.2%	24.3%	10.6%	90	77
Crisis support groups	40.2%	12.7%	41.7%	14.3%	96	89
Family oriented activities	39.9%	18.2%	39.5%	24.0%	101	76
Marriage enrichment	31.2%	10.6%	35.3%	13.7%	89	77
Parenting development	25.1%	9.5%	29.6%	11.7%	85	81
Personal/family counseling	38.3%	10.3%	39.6%	14.2%	97	72
Community Involvement and Advocacy Programs	48.0%	12.7%	47.7%	16.1%	101	79
Adult social activities	51.6%	13.7%	51.8%	17.0%	100	80
Involvement in social causes	47.9%	13.2%	48.6%	15.5%	99	85
Social justice advocacy work	38.1%	9.1%	39.3%	11.6%	97	79
Opportunities for volunteering in the community	54.2%	14.7%	51.1%	20.4%	106	72
Community Activities or Cultural Programs	41.9%	13.5%	42.3%	16.6%	99	81
Cultural programs (music, drama, art)	43.9%	10.6%	45.2%	12.8%	97	83
Holiday programs/activities	48.1%	14.7%	49.0%	18.0%	98	81
Seniors/retiree activities	42.5%	16.0%	41.8%	16.7%	101	96
Youth social activities	33.2%	12.5%	33.0%	18.8%	101	67
Religious/Spiritual Programs	33.1%	15.4%	34.2%	19.0%	97	81
Alternative spiritual practices (meditation, yoga, etc.)	29.5%	6.8%	28.2%	8.0%	105	84
Bible or Scripture study/prayer groups	27.1%	16.3%	32.5%	21.6%	83	76
Christian education for children	26.6%	17.3%	27.8%	22.0%	96	78
Contemporary worship services	39.5%	15.0%	40.2%	17.0%	98	88
Spiritual discussion groups	37.0%	9.7%	40.1%	15.0%	92	65
Traditional worship services	38.9%	27.4%	36.8%	30.3%	106	91

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.