The ExecutiveInsite Report

Prepared for:	MissionInsite
Study area:	Geography: Counties - Gwinnett County (GA)
Base State:	GA
Current Year Estimate:	2021
5 Year Projection:	2026
Date:	2/3/2022
Semi-Annual Projection:	Summer

This ExecutiveInsite Report has been prepared for MissionInsite. 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
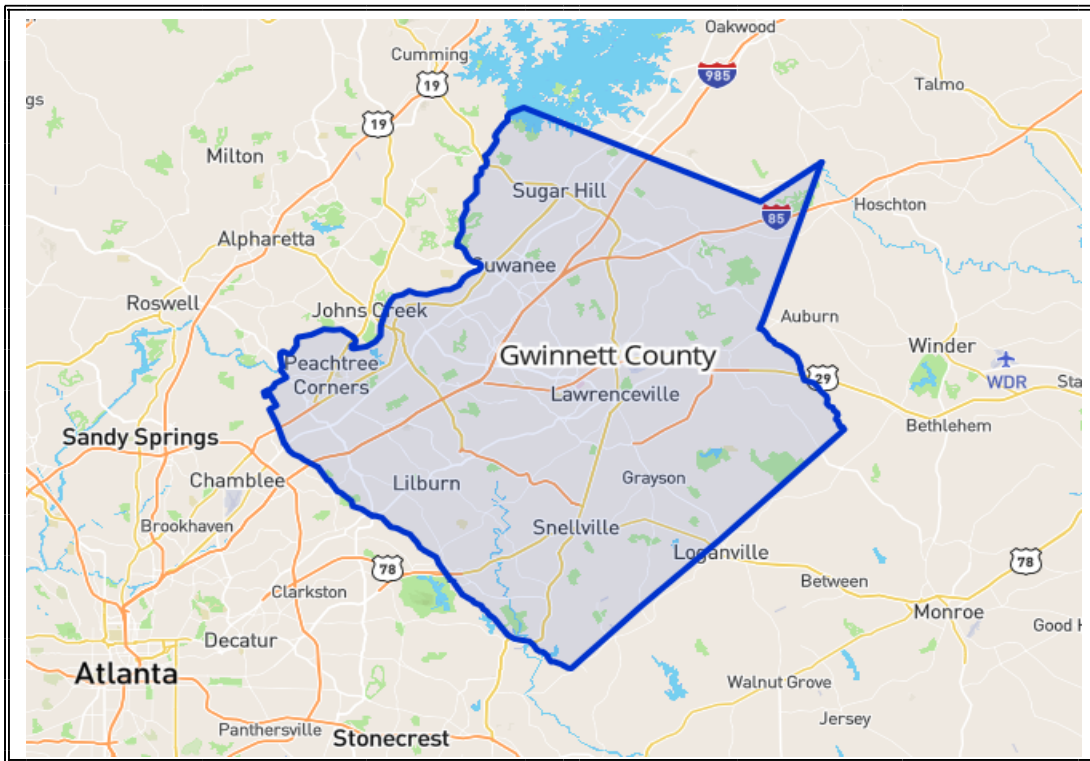
THE 12 INSITES	
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More Information

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.

Population:

The estimated 2021 population within the study area is 940,008. The 2026 projection would see the area grow by 89,966 to a total population of 1,029,974. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 9.6% in the next five years, the state is projected to grow by 6.2%. The study area's estimated average change rate is 1.9%.

Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 3.00 but by 2026 it is projected to be 3.00. Compare this to the statewide average which for the current year is estimated at 2.70 persons per household.
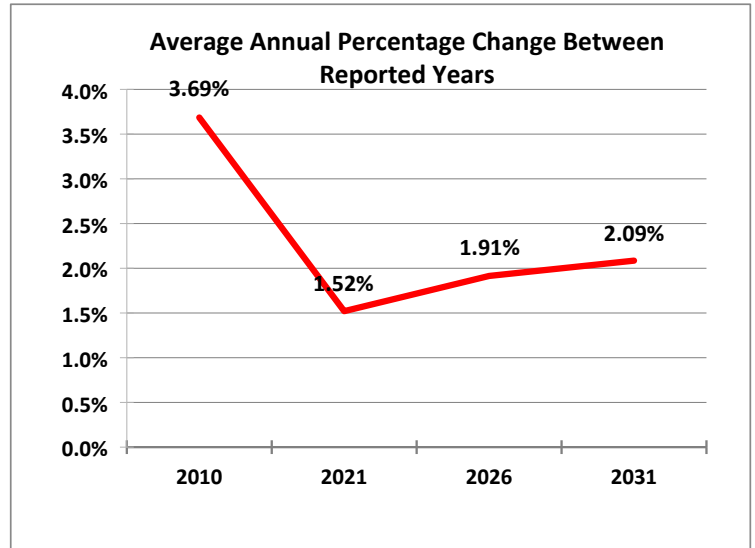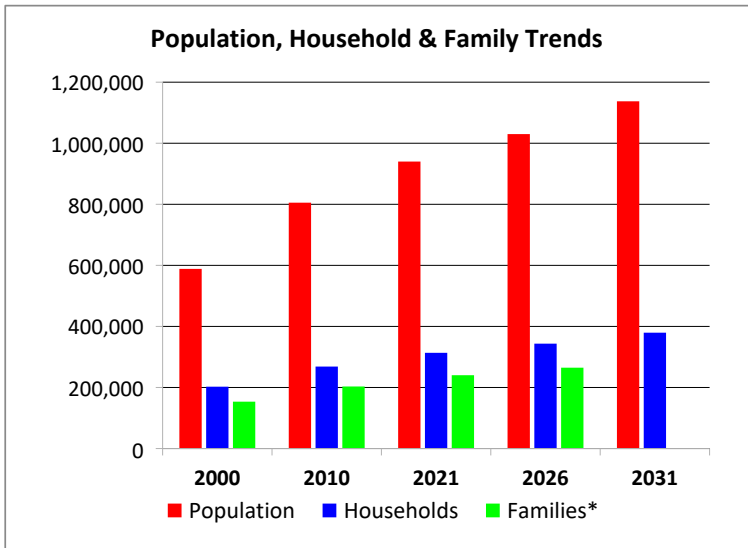
Population Per Household

Population per Household: The relationship between population and households provides a hint about how the community is changing. When population grows faster than households, it suggests an increase in the persons per household. This can only happen when more persons are added either by birth or other process such as young adults in multiple roommate households or young adults returning to live with parents. In some communities this can occur when multiple families live in the same dwelling unit.

Family Households:

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

Population/Households & Family Trends	2000	2010	2021	2026	2031
Population	588,449	805,321	940,008	1,029,974	1,137,366
Population Change		216,872	134,687	89,966	107,392
Percent Change		36.9%	16.7%	9.6%	10.4%
Households	202,569	268,519	313,534	343,552	379,471
Households Change		65,950	45,015	30,018	35,919
Percent Change		32.6%	16.8%	9.6%	10.5%
Population / Households	2.90	3.00	3.00	3.00	3.00
Population / Households Change		0.09	0.00	0.00	0.00
Percent Change		3.2%	0.0%	0.0%	0.0%
Families	153,530	203,238	240,205	264,829	
Families Change		49,708	36,967	24,624	
Percent Change		32.4%	18.2%	10.3%	

Population, Household & Family Trends

Average Annual Percentage Change Between Reported Years

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

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

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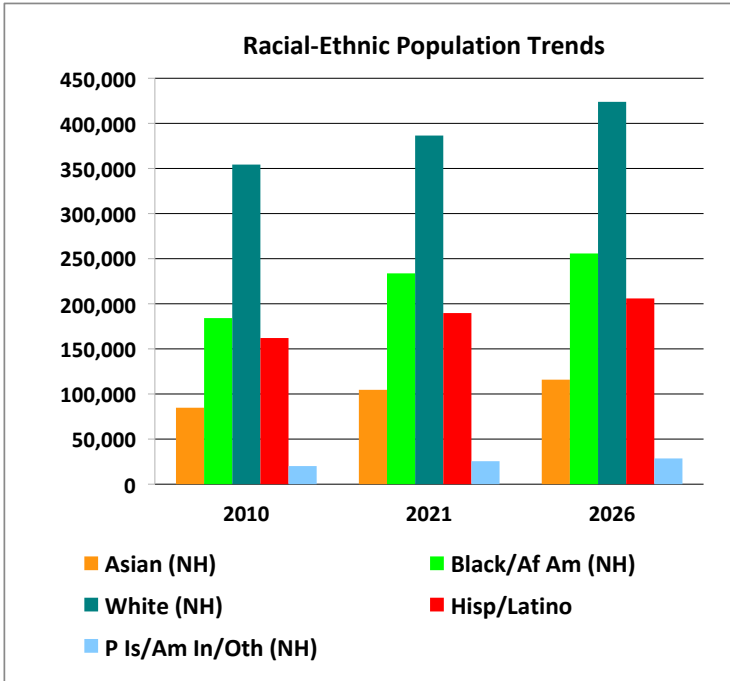
The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.
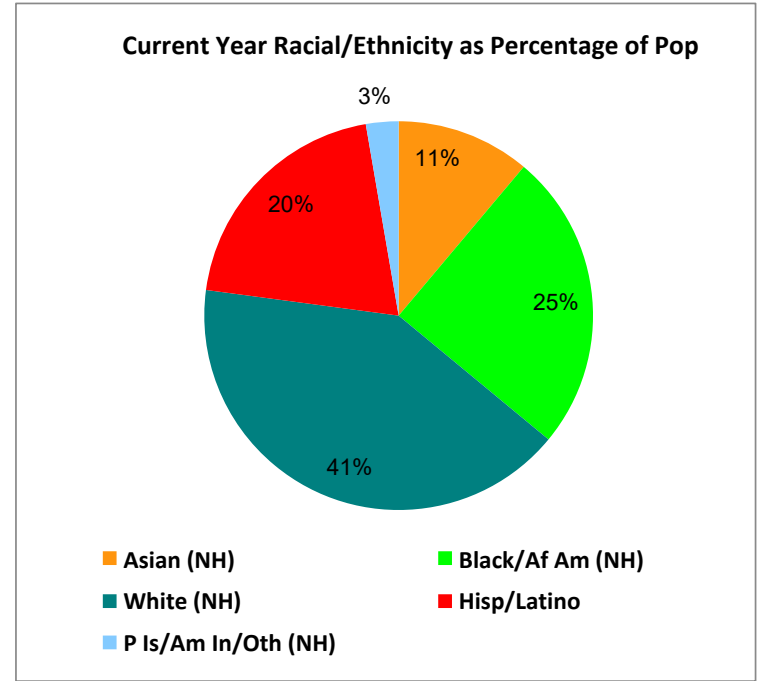
This chart shows the percentage of each group for the current year estimate.

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	2021	2026	2010%	2021 %	2026 %	2010 to 2026 %pt Change
Race and Ethnicity							
Asian (NH)	84,763	104,606	115,874	10.53%	11.13%	11.25%	0.72%
Black/Afr Amer (NH)	184,122	233,721	255,774	22.86%	24.86%	24.83%	1.97%
White (NH)	354,316	386,500	423,866	44.00%	41.12%	41.15%	-2.84%
Hispanic/Latino	162,035	189,704	205,923	20.12%	20.18%	19.99%	-0.13%
P Is/Am In/Oth (NH)	20,085	25,477	28,537	2.49%	2.71%	2.77%	0.28%
Totals:	**805,321**	**940,008**	**1,029,974**				

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	2021	2026	2031
Average Age: Study Area	**32.27**	**33.17**	**36.99**	**38.33**	**39.27**
Percent Change		2.8%	11.5%	3.6%	2.4%
Average Age: GA	**34.51**	**35.56**	**38.10**	**38.94**	**39.53**
Percent Change		3.1%	7.2%	2.2%	1.5%
Comparative Index	94	93	97	98	99
Median Age: Study Area	**32**	**33**	**37**	**38**	**37**

Study Area Average Age Trend

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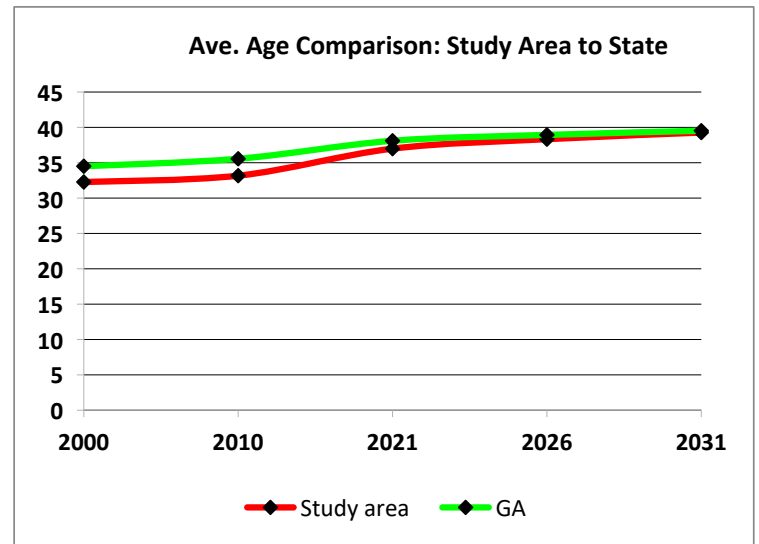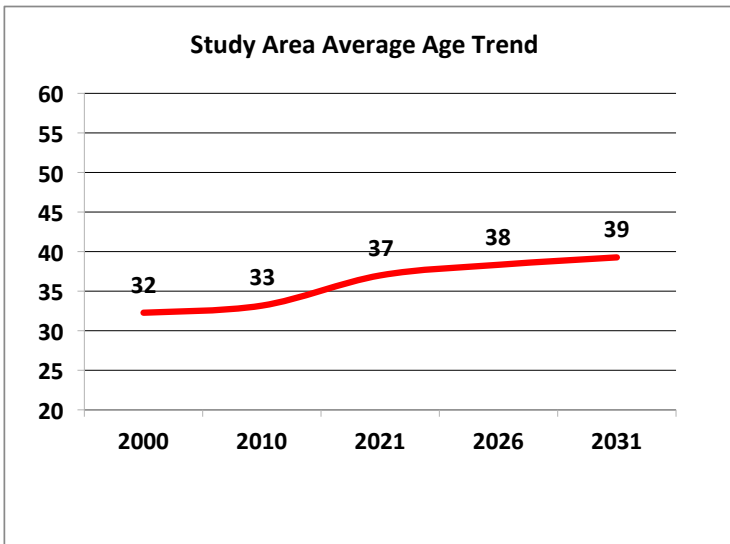
Summary of Average Age Findings:

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 about the same as the study area.
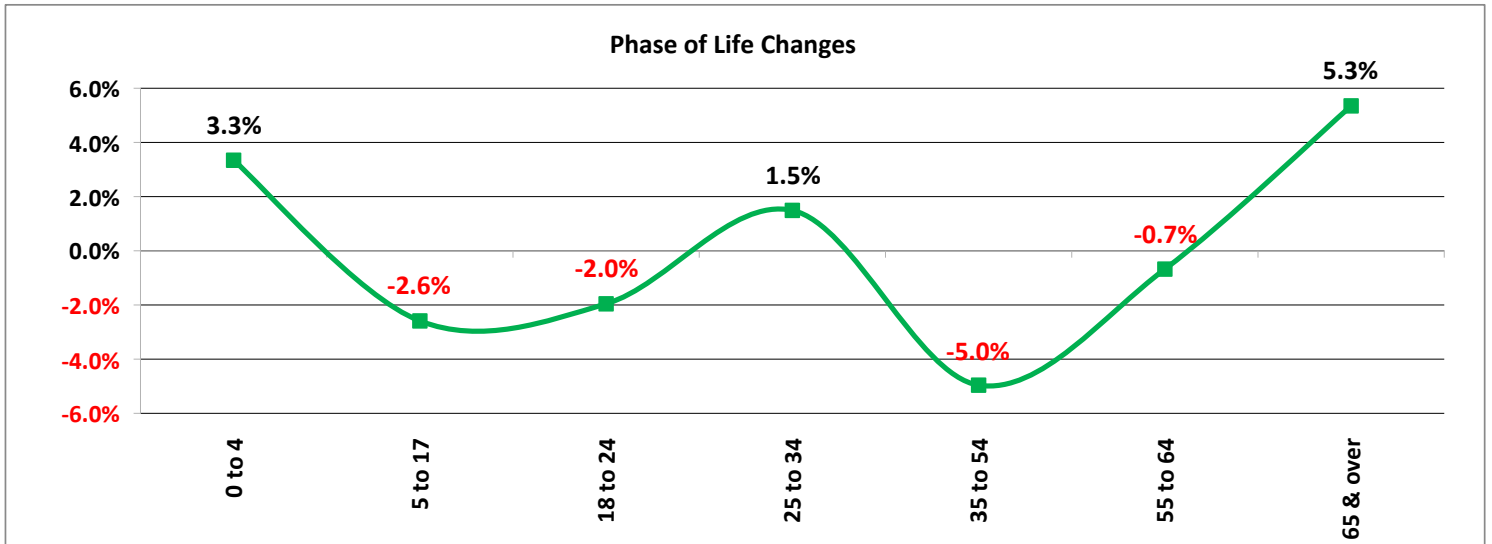
PHASE OF LIFE

The Phase of Life analysis provides insight into the age distribution of a population across the different stages of life experience. It can reveal a community in transition.

Pay special attention to the color codes of the Change column (far right below). It will immediately indicate which phases are increasing or decreasing as a percentage of the population.

Phase of Life	2010	2021	2026	2031	2010%	2021%	2026%	2031%	Estimated 10 Year %pt Change 2021 - 2031
Before Formal Schooling Ages 0 to 4	62,242	30,054	32,360	75,664	7.7%	3.3%	3.2%	6.6%	3.3%
Required Formal Schooling Ages 5 to 17	172,465	170,763	174,127	184,367	21.4%	18.8%	17.5%	16.2%	-2.6%
College/Career Starts Ages 18 to 24	68,532	102,503	104,919	106,074	8.5%	11.3%	10.5%	9.3%	-2.0%
Singles & Young Families Ages 25 to 34	115,054	117,826	147,107	164,503	14.3%	13.0%	14.8%	14.5%	1.5%
Families & Empty Nesters Ages 35 to 54	255,521	254,286	248,015	261,967	31.7%	28.0%	24.9%	23.0%	-5.0%
Enrichment Years Sing/Couples Ages 55 to 64	76,402	125,154	141,227	149,019	9.5%	13.8%	14.2%	13.1%	-0.7%
Retirement Opportunities Age 65 and over	55,105	108,104	148,491	196,229	6.8%	11.9%	14.9%	17.2%	5.3%

Phase of Life Changes

Summary of Phase of Life Findings:

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

In this study area children 17 years of age and younger are increasing as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are 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.
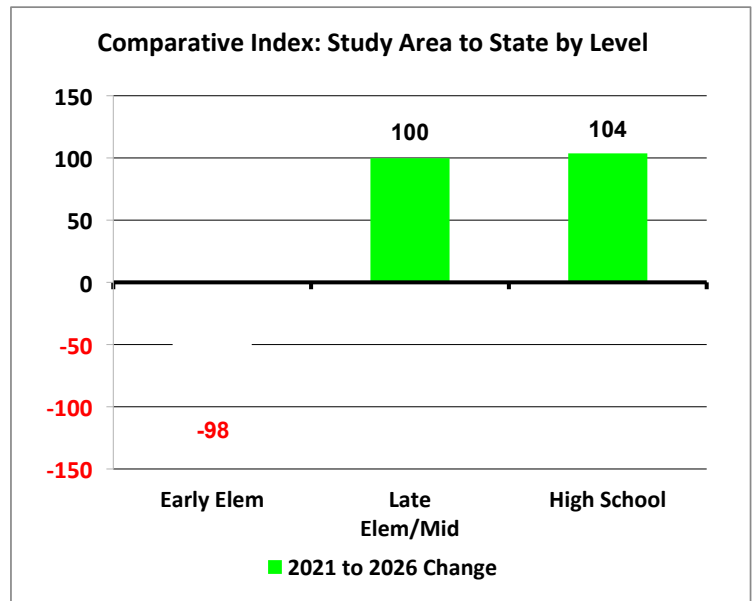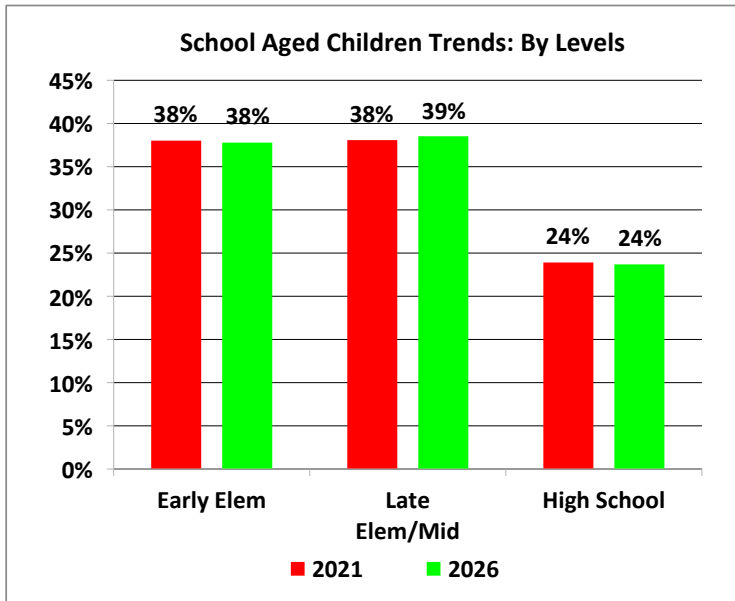
INSITE #4: SCHOOL AGED CHILDREN TRENDS

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

School Aged Children	2010	2021	2026	2010%	2021%	2026%	Estimated 5 Year %pt Change 2021 - 2026
Early Elementary							
Ages 5 to 9	66,698	64,917	65,796	38.7%	38.0%	37.8%	-0.2%
Late Elementary-Middle School							
Ages 10 to 14	66,330	65,017	67,082	38.5%	38.1%	38.5%	0.5%
High School							
Ages 15 to 17	39,437	40,829	41,249	22.9%	23.9%	23.7%	-0.2%

School Aged Children Trends: By Levels

	Early Elem	Late Elem/Mid	High School
2021	38%	38%	24%
2026	38%	39%	24%

Comparative Index: Study Area to State by Level

	Early Elem	Late Elem/Mid	High School
2021 to 2026 Change	-98	100	104

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 -0.2%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 17 by 0.5%.

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

Overall, children are aging through, but not being replaced at the younger levels.
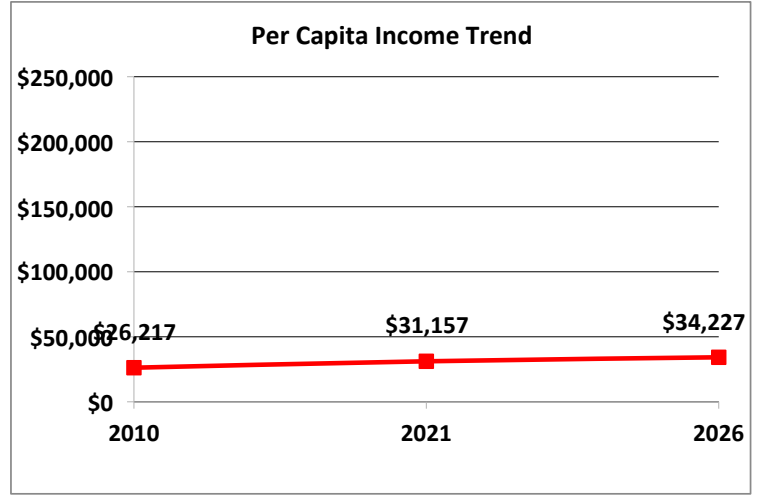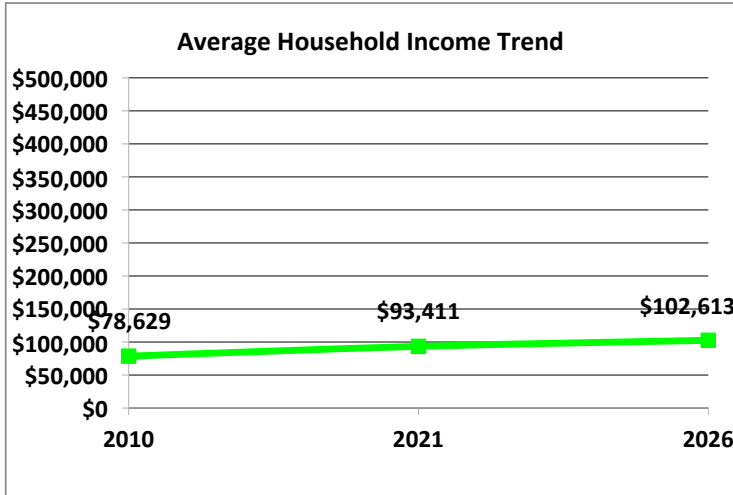
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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 $93,411. The average household income is projected to grow by 9.9% to $102,613.

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 $31,157. The Per Capita Income is projected to grow by 9.9% to $34,227.

Average Household Income Trend

$500,000
$450,000
$400,000
$350,000
$300,000
$250,000
$200,000
$150,000
$100,000
$50,000
$0

$78,629 — $93,411 — $102,613

2010   2021   2026

Per Capita Income Trend

$250,000
$200,000
$150,000
$100,000
$50,000
$0

$26,217 — $31,157 — $34,227

2010   2021   2026

Income Trends	2010	2021	2026	2010%	2021%	2026%	Estimated 5 Year %pt Change 2021 - 2026
Households							
Less than $10,000	10,609	12,625	10,416	4.0%	4.0%	3.0%	-1.0%
$10,000 to $14,999	8,722	8,029	8,189	3.2%	2.6%	2.4%	-0.2%
$15,000 to $24,999	20,729	18,908	18,314	7.7%	6.0%	5.3%	-0.7%
$25,000 to $34,999	25,390	24,285	23,550	9.5%	7.7%	6.9%	-0.9%
$35,000 to $49,999	37,867	37,842	40,183	14.1%	12.1%	11.7%	-0.4%
$50,000 to $74,999	54,414	59,294	59,988	20.3%	18.9%	17.5%	-1.5%
$75,000 to $99,999	40,723	46,923	49,556	15.2%	15.0%	14.4%	-0.5%
$100,000 to $149,999	42,730	56,732	66,276	15.9%	18.1%	19.3%	1.2%
$150,000 to $199,999	16,232	32,784	34,838	6.0%	10.5%	10.1%	-0.3%
$200,000 or more	11,104	16,112	32,242	4.1%	5.1%	9.4%	4.2%
Totals	**268,520**	**313,534**	**343,552**				

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 38.1% of all family incomes exceed $100,000 per year. In five years that number is projected to be 38.2%.

Income Trends	2021	2026	2021%	2026%	Estimated 5 Year %pt Change 2021 - 2026
Families					
Less than $10,000	7,421	8,004	3.1%	3.0%	-0.07%
$10,000 to $14,999	4,613	4,949	1.9%	1.9%	-0.05%
$15,000 to $24,999	12,162	13,070	5.1%	4.9%	-0.13%
$25,000 to $34,999	16,800	19,561	7.0%	7.4%	0.39%
$35,000 to $49,999	26,499	28,945	11.0%	10.9%	-0.10%
$50,000 to $74,999	44,563	48,857	18.6%	18.4%	-0.10%
$75,000 to $99,999	36,608	40,244	15.2%	15.2%	-0.04%
$100,000 to $149,999	47,315	52,263	19.7%	19.7%	0.04%
$150,000-$199,999	29,465	32,692	12.3%	12.3%	0.08%
$200,000 or more	14,759	16,244	6.1%	6.1%	-0.01%
Totals	**240,205**	**264,829**			

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	2021
Asian Household Income	$70,289
Black/ African American Household Income	$72,558
Hispanic/Latino Household Income	$55,368
White/Anglo Household Income	$88,915
P Is, Am Indian Other Household Income	$62,809
Average	$69,988

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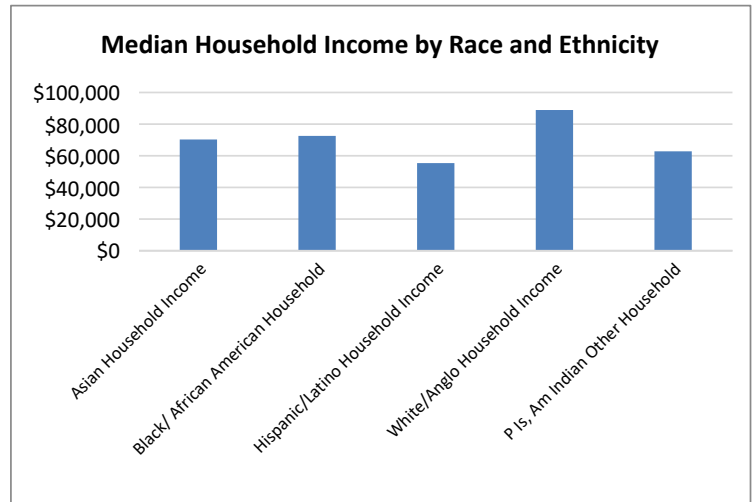
INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

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

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

The concern of this analysis is family households with children under 18. Of the types of family households with children there are…
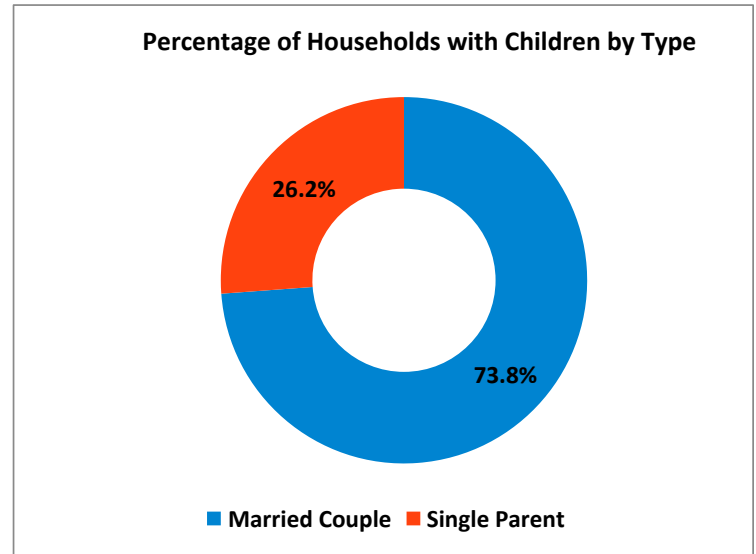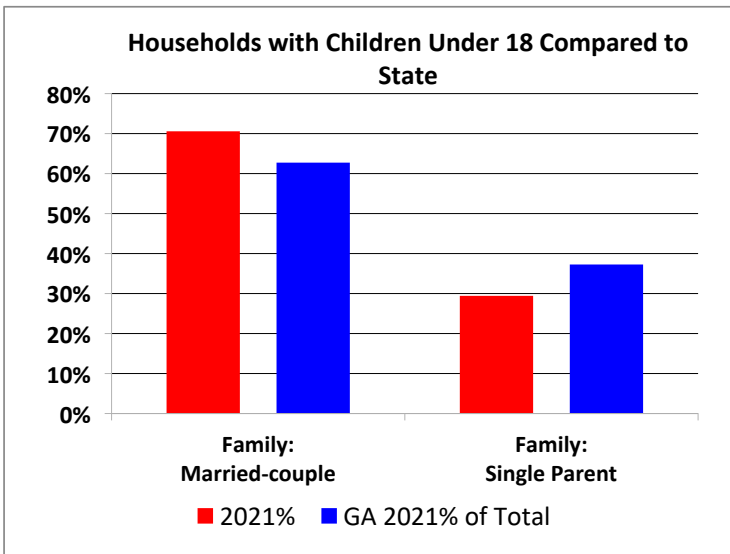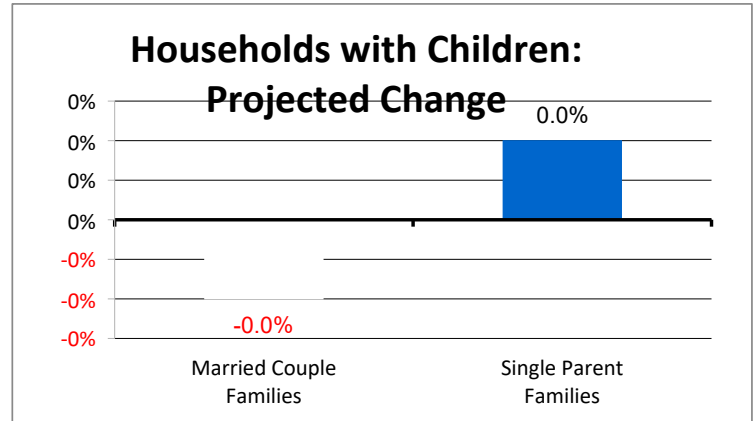
- Married couple families
- Single parent families (father or mother)

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

Households	2010	2021	2026	2010%	2021%	2026%	Estimated 5 Year %pt Change 2021 - 2026
Households with Children under 18							
Married Couple	85,811	88,826	94,847	70.6%	73.8%	73.8%	0.0%
Single Parent	35,783	31,482	33,651	29.4%	26.2%	26.2%	0.0%

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

Legend: 2021% | GA 2021% of Total

Percentage of Households with Children by Type

26.2%

73.8%

Legend: Married Couple | Single Parent

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. Trend information as well as a comparison to the study area's state marital status types provide two different views of this social reality.

Marital types reported include..
- Never Married (Singles)
- Currently Married
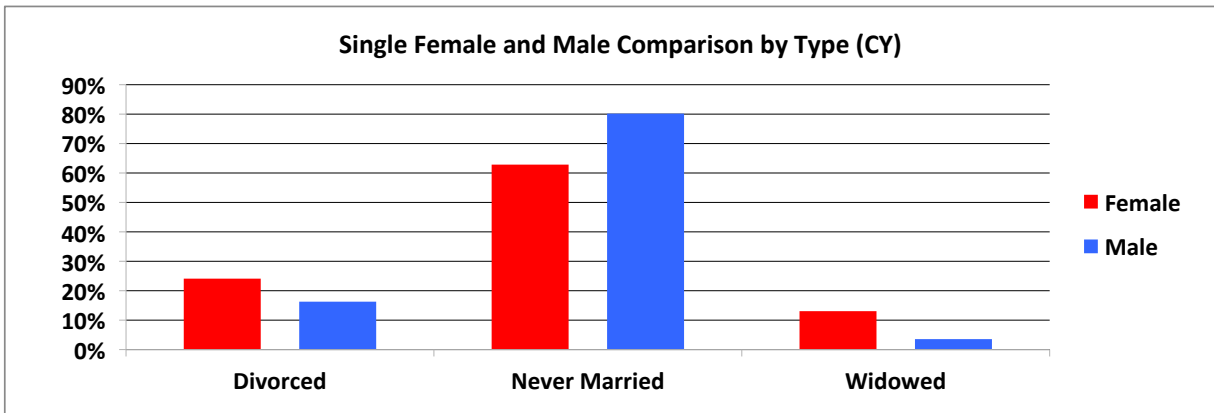- Divorced
- Separated
- Widowed

	2010	2021	2026	2010%	2021%	2026%	2010 to 2026 %pt Change
Population by Marital Status: Age 15+							
Never Married	168,677	241,104	276,443	27.1%	32.2%	33.3%	6.2%
Married	365,049	394,958	429,787	58.6%	52.8%	51.7%	-6.8%
Divorced	56,186	69,833	77,050	9.0%	9.3%	9.3%	0.3%
Separated	12,390	13,218	14,048	2.0%	1.8%	1.7%	-0.3%
Widowed	21,111	29,589	33,680	3.4%	4.0%	4.1%	0.7%

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 less prevalent than the state wide average.

Marital Status: Comparison to the State

Never Married: -97
Married: 111
Divorced: -83
Separated: -76
Widowed: -71
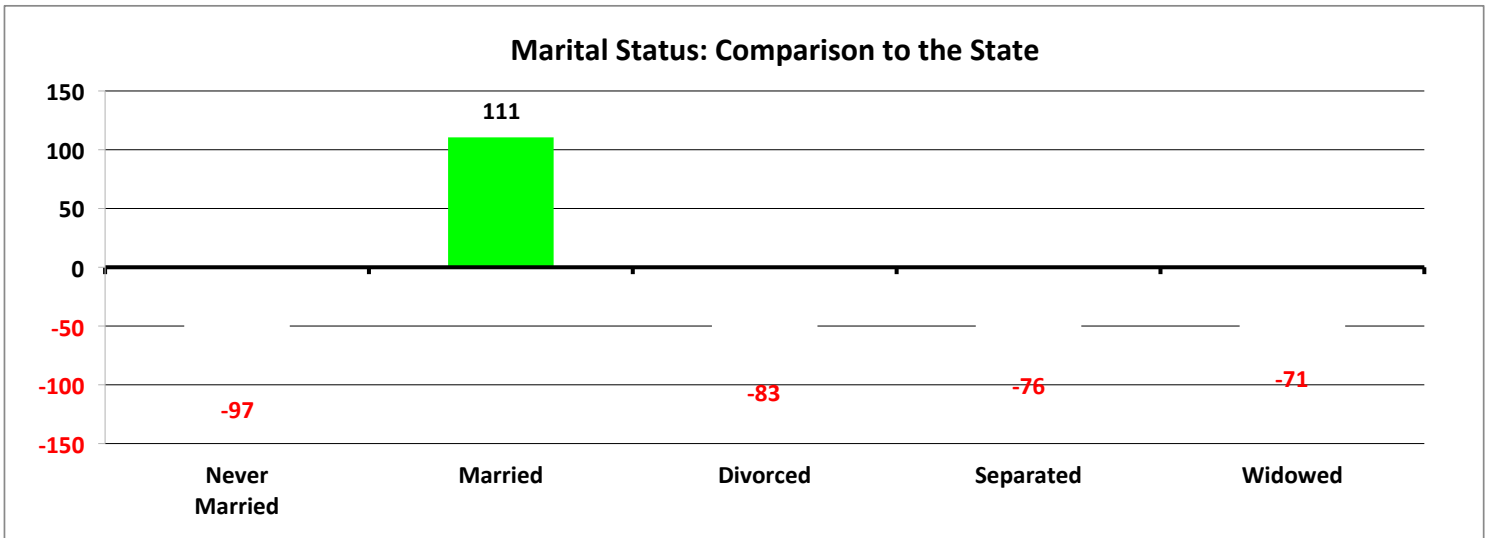
Women 15 years and older are more likely to be divorced than men.

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

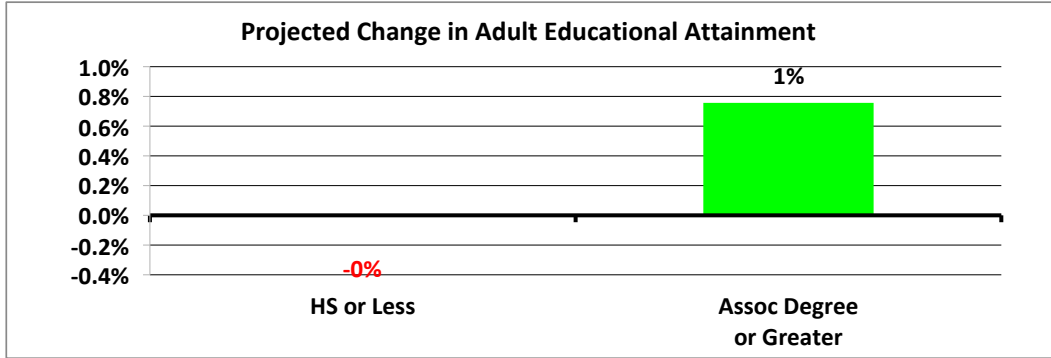**Single Female and Male Comparison by Type (CY)**

Legend: Female (red), Male (blue)

Categories: Divorced, Never Married, Widowed

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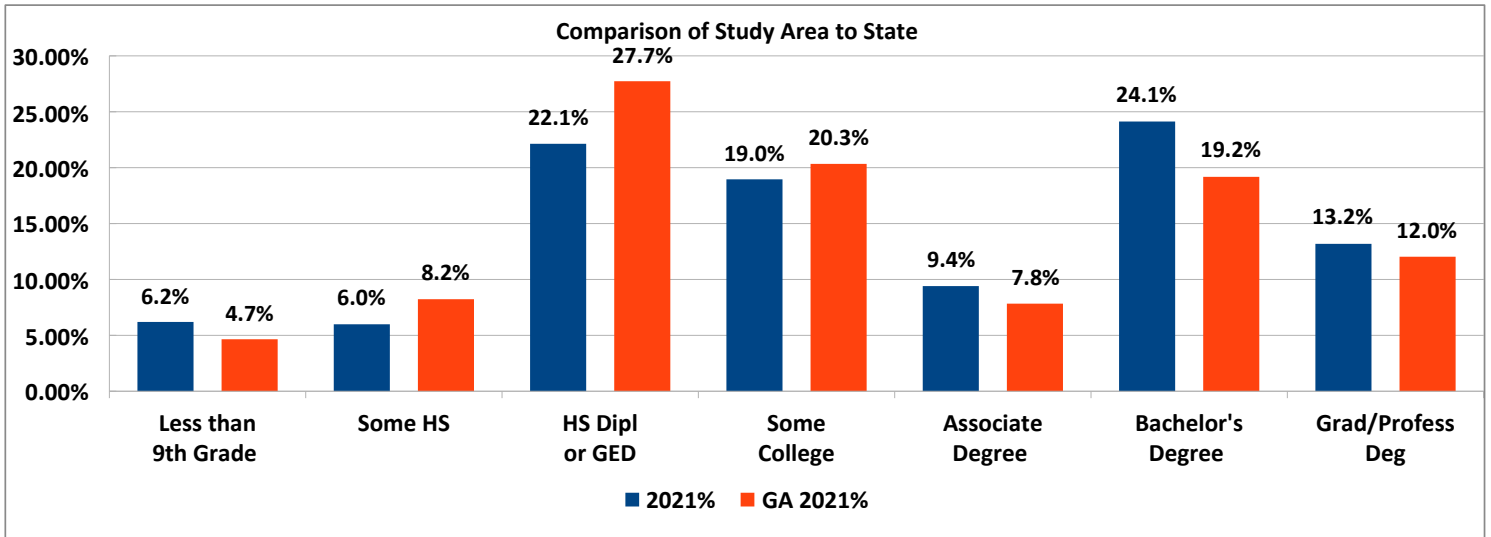
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of GA. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 0.8%.

Projected Change in Adult Educational Attainment

	HS or Less	Assoc Degree or Greater
	-0%	1%

EDUCATIONAL LEVEL COMPARED TO THE STATE

Comparison of Study Area to State

	Less than 9th Grade	Some HS	HS Dipl or GED	Some College	Associate Degree	Bachelor's Degree	Grad/Profess Deg
2021%	6.2%	6.0%	22.1%	19.0%	9.4%	24.1%	13.2%
GA 2021%	4.7%	8.2%	27.7%	20.3%	7.8%	19.2%	12.0%

	2010	2021	2026	GA 2021%	2021 Study Area-State Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	6.4%	6.2%	6.1%	4.7%	133
Some HS	6.2%	6.0%	5.9%	8.2%	73
HS Dipl or GED	23.4%	22.1%	21.8%	27.7%	80
Some College	20.4%	19.0%	18.7%	20.3%	93
Associate Degree	8.7%	9.4%	9.4%	7.8%	120
Bachelor's Degree	24.0%	24.1%	24.5%	19.2%	126
Grad/Profess Deg	10.9%	13.2%	13.6%	12.0%	110

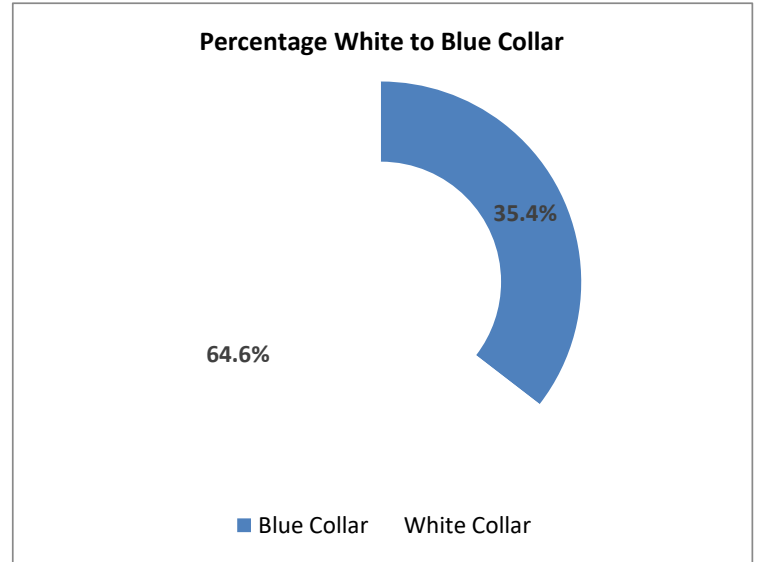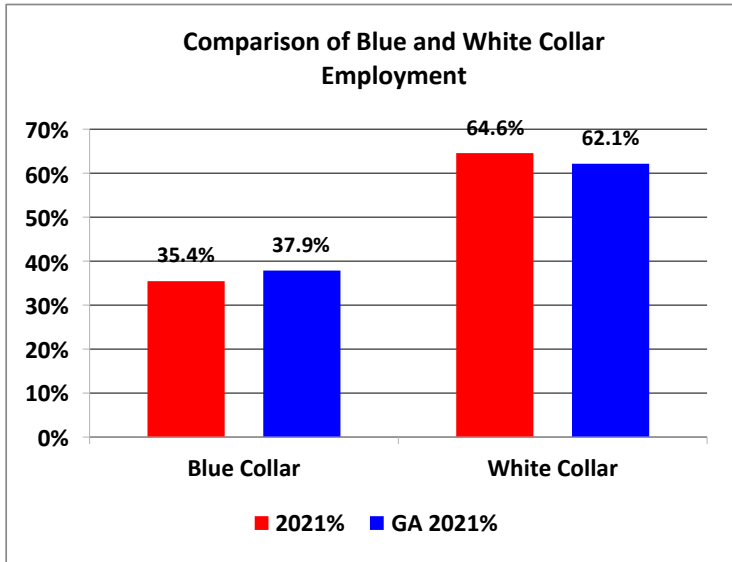The overall educational attainment of the adults in this community is greater than the state.

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

Comparison of Blue and White Collar Employment

	Blue Collar	White Collar
2021%	35.4%	64.6%
GA 2021%	37.9%	62.1%

Percentage White to Blue Collar

Blue Collar: 35.4%
White Collar: 64.6%

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2021	GA 2021	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	3.9%	3.7%	106	At about the state average.
Construction	9.7%	8.6%	113	Well above the state average.
Farming, Fishing, & Forestry	0.1%	0.5%	17	Well below the state average.
Food Preparation Serving	5.6%	5.6%	100	At about the state average.
Healthcare Support	1.9%	2.3%	85	Well below the state average.
Managerial Executive	16.8%	15.9%	106	At about the state average.
Office Admin	12.0%	11.4%	106	At about the state average.
Personal Care	2.9%	2.5%	119	Well above the state average.
Production Transportation	12.1%	14.8%	82	Well below the state average.
Prof Specialty	21.8%	21.8%	100	At about the state average.
Protective	1.1%	2.2%	51	Well below the state average.
Sales	12.0%	10.9%	110	Well above the state average.

INSITE #10: MOSAIC Segments

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

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

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

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

Mosaic Segments	2021	2021%	State %	Comp Index	Relative to the GA State Ave.
F22 Promising Families - Fast Track Couples	27,749	8.9%	3.8%	231	Well above the state average
D18 Suburban Style - Suburban Nightlife	22,337	7.1%	6.1%	116	Somewhat above the state average
B07 Flourishing Families - Across the Ages	21,276	6.8%	2.3%	301	Well above the state average
C14 Booming with Confidence - Boomers and Boomerangs	14,916	4.8%	2.1%	226	Well above the state average
O52 Singles and Starters - Urban Ambition	14,837	4.7%	4.5%	105	About average for the state
C11 Booming with Confidence - Sophisticated City Dwellers	12,915	4.1%	2.5%	167	Well above the state average
H26 Bourgeois Melting Pot - Progressive Assortment	11,654	3.7%	0.5%	794	Well above the state average
O51 Singles and Starters - Digitally Savvy	10,705	3.4%	4.1%	84	Somewhat below the state average
B10 Flourishing Families - Cosmopolitan Achievers	10,179	3.2%	0.4%	825	Well above the state average
D17 Suburban Style - Cul de Sac Diversity	9,423	3.0%	0.6%	472	Well above the state average
I33 Family Union - Balance and Harmony	9,179	2.9%	0.9%	338	Well above the state average
O54 Singles and Starters - Influenced by Influencers	9,001	2.9%	2.6%	112	Somewhat above the state average
O55 Singles and Starters - Family Troopers	8,319	2.7%	1.8%	149	Well above the state average
I32 Family Union - Steadfast Conventionalists	8,257	2.6%	0.3%	823	Well above the state average
D16 Suburban Style - Settled in Suburbia	7,837	2.5%	0.7%	373	Well above the state average

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

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

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

How to Read and Understand a Mosaic Portrait - Video

Understanding Mosaic Portraits for Mission Planning - Video

Faith based clients: To access the Mosaic application guide click on:

Mission Impact Mosaic Application Guide by Bandy (To open in a new Tab hold Control key when you click on the link)

A powerful way to envision demographics is by following a generation through its phases of life. This is because there are, in a general sense, common life experiences at each phase of life. But even more interesting is to understand a generational cohort group that has a unique sense of belonging to others born and coming of age together. More than mere age bracketing, a generation develops a sense of identity as a group based upon their coming of age experiences—how they were parented and major world defining events, such as 9/11. Using the Strauss and Howe model of generations one is able to see a more three-dimensional view of a generational group, bringing mere age demographics to life.

According to the Strauss and Howe model, members of a generation share three qualities. *
•   An age location in history
•   Some common beliefs and behaviors, including basic attitudes about risk taking, culture and values, civic engagement, and family life
•   A common perceived membership in a generation, e.g., Boomers, Gen X, Millennials etc.
(* http://www.lifecourse.com/about/method/phases.html)

Name	S & H Type	Initial Birth	Final Birth	2010		2021		2026		2031	
Homeland (Z)	Artist	2005	2025	62,242	7.8%	204,982	22.1%	283,096	27.9%	309,134	29.5%
Millennial (Y)	Hero	1982	2004	276,057	34.7%	290,050	31.3%	307,066	30.2%	326,788	31.2%
Gen X (13th)	Nomad	1961	1981	270,578	34.0%	278,081	30.0%	286,392	28.2%	291,216	27.8%
Boom	Prophet	1946	1960	132,342	16.6%	123,055	13.3%	114,299	11.3%	110,684	10.6%
Silent	Artist	1925	1945	50,027	6.3%	27,815	3.0%	21,785	2.1%	8,730	0.8%
GI	Hero	1901	1924	5,078	0.6%	3,130	0.3%	2,539	0.3%	1,663	0.2%
			Totals:	796,324	100.0%	927,113	100%	1,015,177	100%	1,048,214	100.0%

For more information on Generational types, click here

Strauss and Howe Generations: Projected Percentages

Generations Current Year Percentage
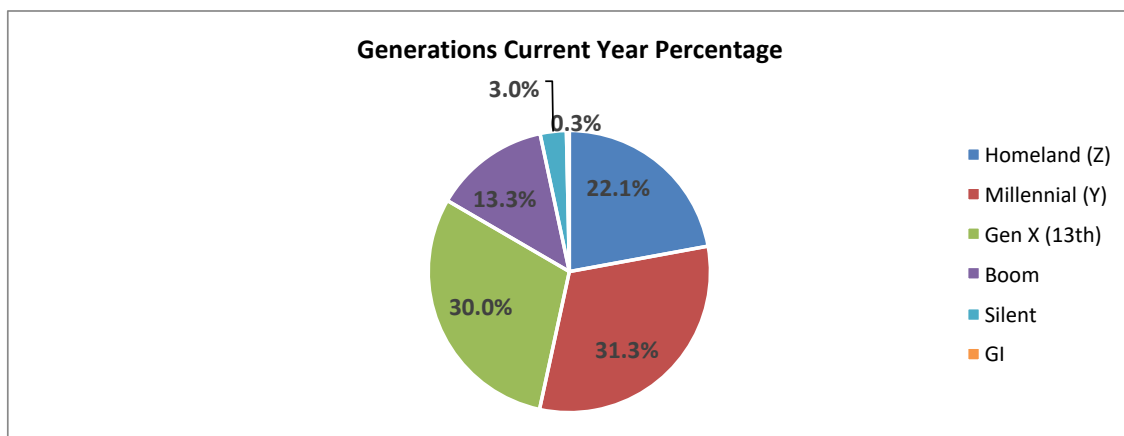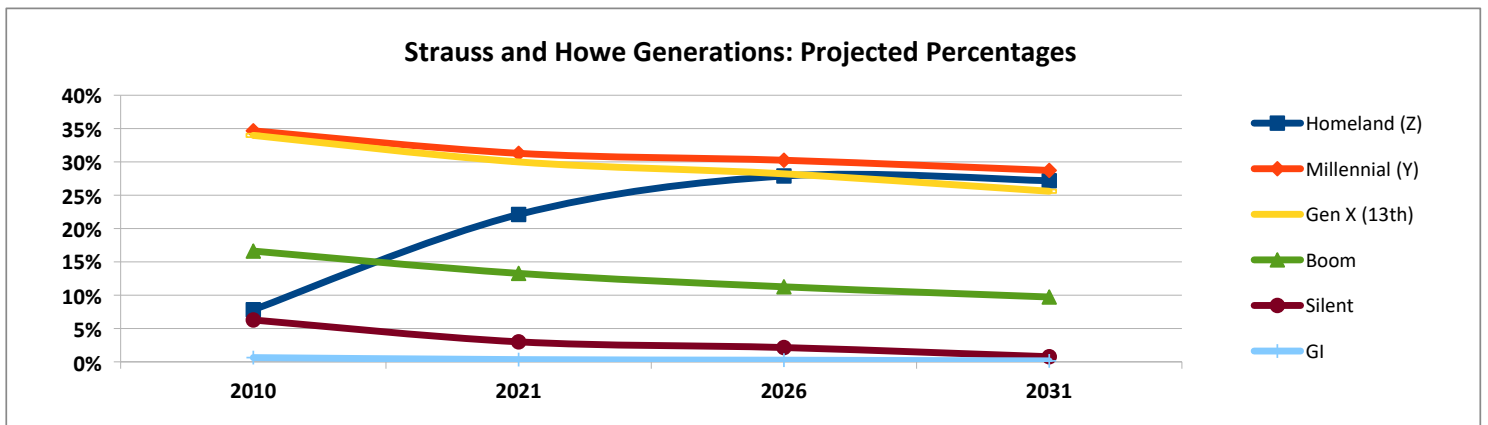
INSITE #12: RELIGIOUS PROGRAM OR MINISTRY PREFERENCES

This information is from the 2021 Quadrennium Project Survey of US Religious Preferences, Practices and Beliefs. You can view more results in the ReligiousInsite, ReligiousInsite Priorities, MinistryInsite, or MinistryInsite Priorities reports.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
Personal Growth	*33.9%*	*7.7%*	*34.9%*	*8.4%*	*97*	*91*
Addiction support groups	27.5%	7.1%	27.9%	7.4%	99	96
Health/weight loss programs	25.8%	4.4%	27.4%	4.7%	94	95
Membership and leadership training	32.3%	5.6%	34.3%	6.9%	94	82
Opportunities to develop personal relationships	48.5%	15.3%	48.8%	17.1%	100	90
Practical training seminars (money management, computer skills, etc.)	35.2%	5.8%	36.4%	6.0%	97	98
Family Support and Intervention Services	*32.6%*	*8.3%*	*33.6%*	*9.2%*	*97*	*90*
Daycare/After-School Programs	21.1%	5.5%	20.9%	5.6%	101	98
Crisis support groups	37.9%	10.3%	40.6%	10.2%	93	101
Family oriented activities	39.1%	13.0%	40.9%	15.7%	96	83
Marriage enrichment	31.7%	7.3%	33.4%	8.4%	95	86
Parenting development	26.3%	6.0%	26.5%	6.5%	99	93
Personal/family counseling	39.7%	7.4%	39.2%	8.6%	101	86
Community Involvement and Advocacy Programs	*42.2%*	*11.0%*	*43.3%*	*11.5%*	*97*	*96*
Adult social activities	49.8%	10.7%	52.6%	11.6%	95	92
Involvement in social causes	46.5%	12.5%	46.2%	12.7%	101	99
Mission trips and global outreach	27.9%	7.0%	30.8%	7.7%	91	90
Opportunities for volunteering in the community	48.8%	13.5%	49.5%	14.6%	99	92
Social justice advocacy work	37.9%	11.5%	37.5%	10.9%	101	106
Community Activities or Cultural Programs	*38.5%*	*9.0%*	*40.2%*	*10.3%*	*96*	*87*
Cultural programs (music, drama, art)	42.9%	9.2%	43.8%	8.9%	98	102
Holiday programs/activities	47.3%	12.9%	50.5%	14.9%	94	87
Seniors/retiree activities	42.7%	10.6%	45.0%	13.8%	95	77
Singles or college-age groups	25.9%	5.2%	25.6%	6.3%	101	83
Size of church congregation	37.9%	5.5%	40.8%	6.8%	93	81
Small groups (i.e., life groups, personal interest groups)	45.1%	9.7%	46.7%	10.7%	97	91
Youth social activities	27.8%	9.8%	28.9%	10.8%	96	91
Religious/Spiritual Programs	*32.1%*	*14.7%*	*36.4%*	*20.0%*	*88*	*74*
Bible or Scripture study/prayer groups	28.9%	11.7%	32.3%	14.9%	89	78
Celebration of sacraments	29.6%	15.5%	32.3%	21.2%	92	73
Contemporary worship experiences	38.3%	8.8%	40.3%	11.1%	95	80
Online or virtual worship experiences	33.1%	8.9%	36.8%	11.1%	90	80
Quality sermons	17.8%	13.1%	36.3%	33.3%	49	39
Religious education for children	25.3%	13.8%	27.5%	17.1%	92	81
Spiritual discussion groups	35.6%	9.9%	38.9%	11.1%	91	89
Traditional worship experiences	37.3%	17.7%	39.1%	24.3%	95	73
Warm and friendly encounters	42.8%	33.3%	44.1%	35.8%	97	93

Interpreting the Report

The ExecutiveInsite report is designed for easy reading. But there are several tools provided in the tables that make this easier.

Change over time: Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding: Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

Indexes: Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. The indexes can be interpreted as follows.

• Indexes of 100 mean the study area variable is the same as its base area.

• Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.

• Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your

Support

If you need support with this report, please email MissionInsite at misupport@missioninsite.com.

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