

# The ExecutiveInsite Report

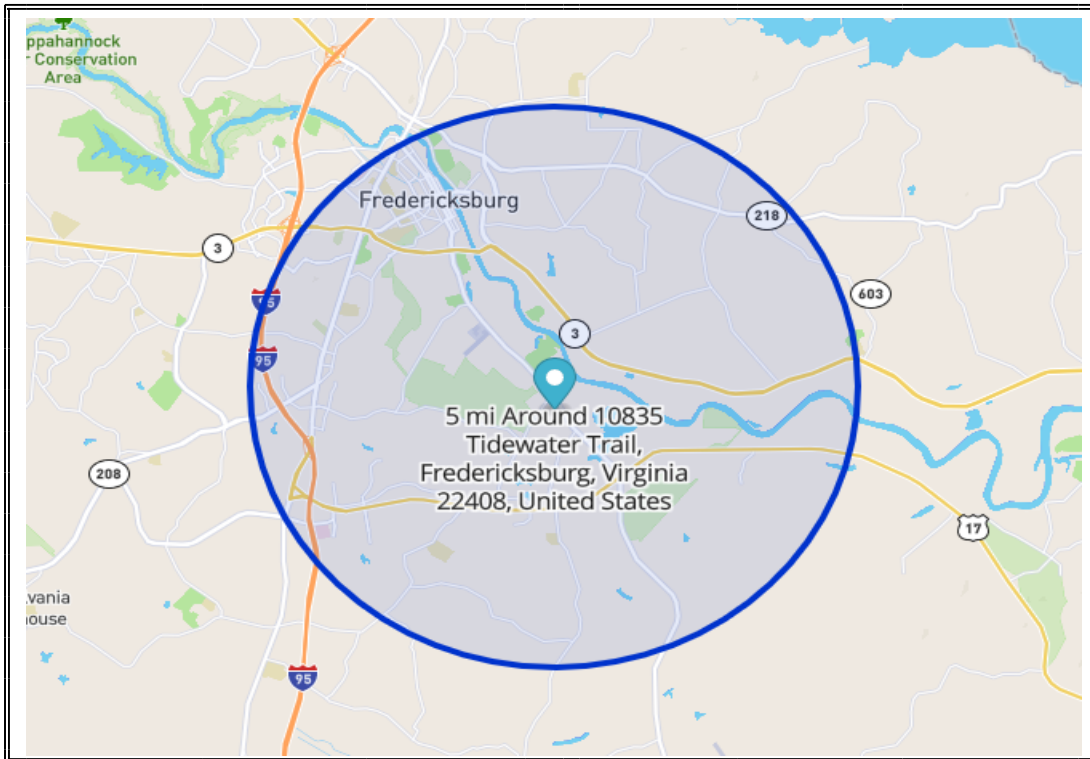
Prepared for: Fairview Baptist Church  
 Study area: 5 mi Around 10835 Tidewater Trail, Fredericksburg, Virginia 22408, United States  
 Base State: VA

Current Year Estimate: 2022  
 5 Year Projection: 2027  
 Date: 2/16/2023  
 Semi-Annual Projection: Summer

This ExecutiveInsite Report has been prepared for Fairview Baptist Church. 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.

The American Beliefs Study provides a detailed view of religious preferences, practices and beliefs.

# INSITE #1: POPULATION AND HOUSEHOLD TRENDS

## Population:

The estimated 2022 population within the study area is 74,583. The 2027 projection would see the area grow by 6,483 to a total population of 81,066. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 8.7% in the next five years, the state is projected to grow by 3.5%. The study area's estimated average change rate is 1.7%.

## Population Per Household

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

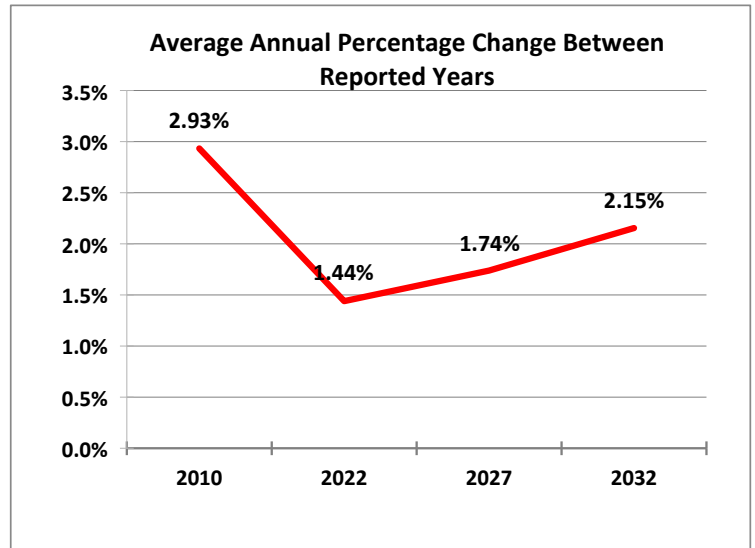
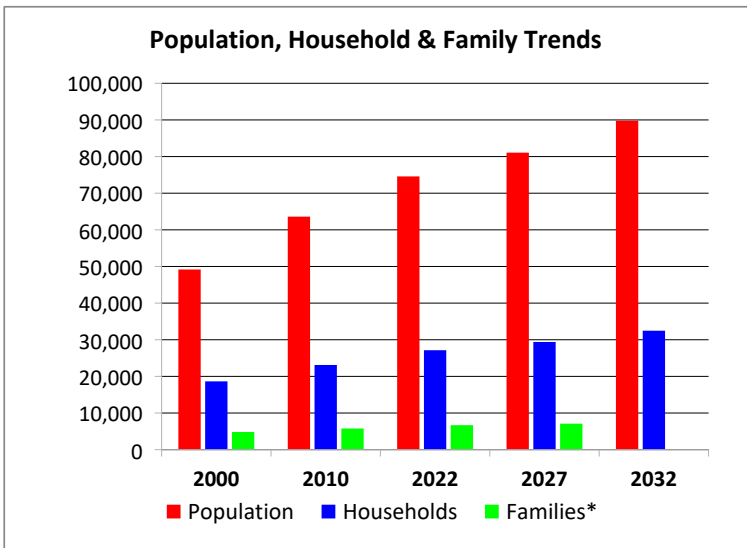
## Households:

The households within the community are growing but not as fast as the population, thus the average population per household in 2010 was 2.75 but by 2027 it is projected to be 2.76. Compare this to the statewide average which for the current year is estimated at 2.62 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 &amp; Family Trends</i>					
	2000	2010	2022	2027	2032
<b>Population</b>	<b>49,175</b>	<b>63,598</b>	<b>74,583</b>	<b>81,066</b>	<b>89,798</b>
Population Change		14,423	10,985	6,483	8,732
Percent Change		29.3%	17.3%	8.7%	10.8%
<b>Households</b>	<b>18,638</b>	<b>23,115</b>	<b>27,141</b>	<b>29,391</b>	<b>32,466</b>
Households Change		4,477	4,026	2,250	3,075
Percent Change		24.0%	17.4%	8.3%	10.5%
<b>Population / Households</b>	<b>2.64</b>	<b>2.75</b>	<b>2.75</b>	<b>2.76</b>	<b>2.77</b>
Population / Households Change		0.11	0.00	0.01	0.01
Percent Change		4.3%	-0.1%	0.4%	0.3%
<b>Families</b>	<b>4,821</b>	<b>5,771</b>	<b>6,679</b>	<b>7,096</b>	
Families Change		950	908	417	
Percent Change		19.7%	15.7%	6.2%	

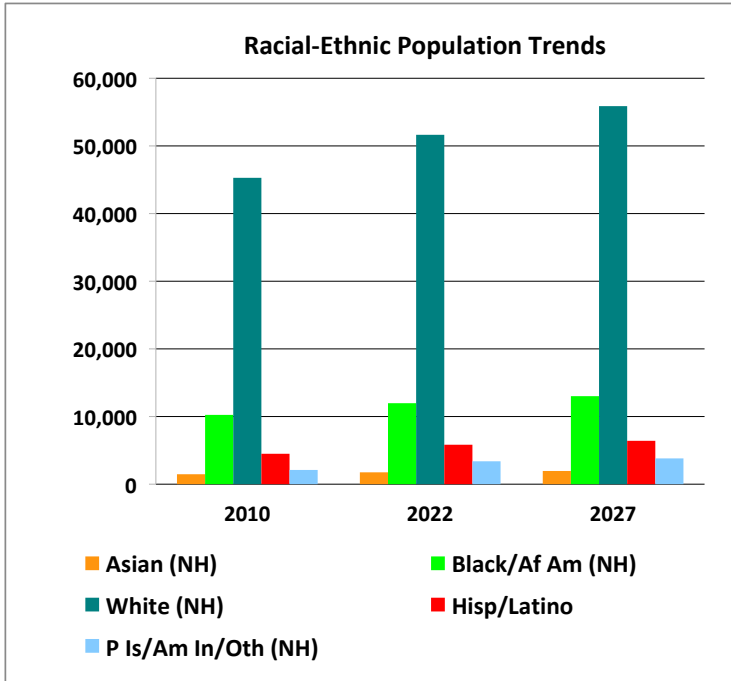


NOTE: Family Household data is not projected out 10 years.

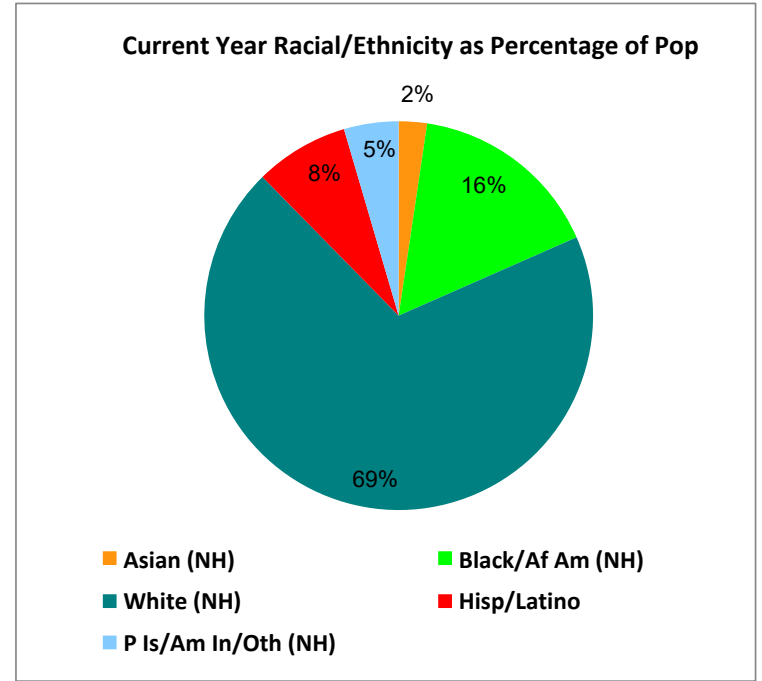
## INSITE #2: RACIAL-ETHNIC TRENDS

The US population's racial-ethnic diversity is continually adding new and rich cultural mixes. This data considers the five groups for which trending information is available. Please note that several groups are aggregated into a single category due to their smaller size. Those persons who indicated Hispanic or Latino ethnicity along with a racial category have been separated into a Hispanic or Latino category.

The Population: Racial/Ethnic Trends table provides the actual numbers and percentage of the total population for each of the five racial/ethnic categories. Pay special attention to the final column on the right. This will quickly indicate the direction of change from the last census to the current five year projection.



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



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

### The percentage of the population...

Asian (Non-Hisp) is projected to remain about the same over the next five years.

Black/African American (Non-Hisp) is projected to remain about the same over the next five years.

White (Non-Hisp) is projected to remain about the same over the next five years.

Hispanic or Latino is projected to remain about the same over the next five years.

	2010	2022	2027	2010%	2022 %	2027 %	2010 to 2027 %pt Change
<b>Race and Ethnicity</b>							
Asian (NH)	1,470	1,753	1,953	2.31%	2.35%	2.41%	0.10%
Black/Afr Amer (NH)	10,243	11,971	13,011	16.11%	16.05%	16.05%	-0.06%
White (NH)	45,285	51,643	55,881	71.21%	69.24%	68.93%	-2.27%
Hispanic/Latino	4,496	5,832	6,411	7.07%	7.82%	7.91%	0.84%
P Is/Am In/Oth (NH)	2,104	3,385	3,811	3.31%	4.54%	4.70%	1.39%
<b>Totals:</b>	<b>63,598</b>	<b>74,584</b>	<b>81,067</b>				

# INSITE #3: AGE TRENDS

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

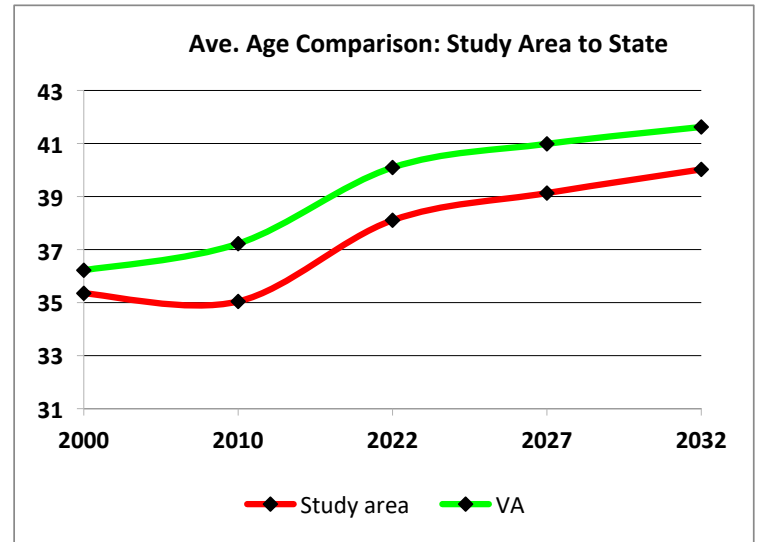
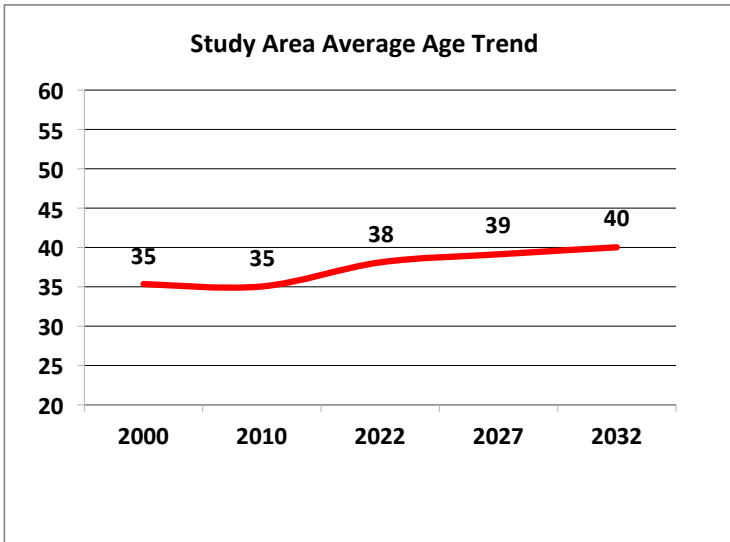
The Age Trend Insite explores two variables: Average age and Phase of Life.

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

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

## AGE

<i>Average Age Trends</i>	2000	2010	2022	2027	2032
<b>Average Age: Study Area</b>	<b>35.35</b>	<b>35.04</b>	<b>38.11</b>	<b>39.13</b>	<b>40.02</b>
Percent Change		-0.9%	8.7%	2.7%	2.3%
<b>Average Age: VA</b>	<b>36.22</b>	<b>37.22</b>	<b>40.09</b>	<b>40.99</b>	<b>41.62</b>
Percent Change		2.8%	7.7%	2.2%	1.6%
Comparative Index	98	94	95	95	96
<b>Median Age: Study Area</b>	<b>33</b>	<b>33</b>	<b>36</b>	<b>37</b>	<b>38</b>



### 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.

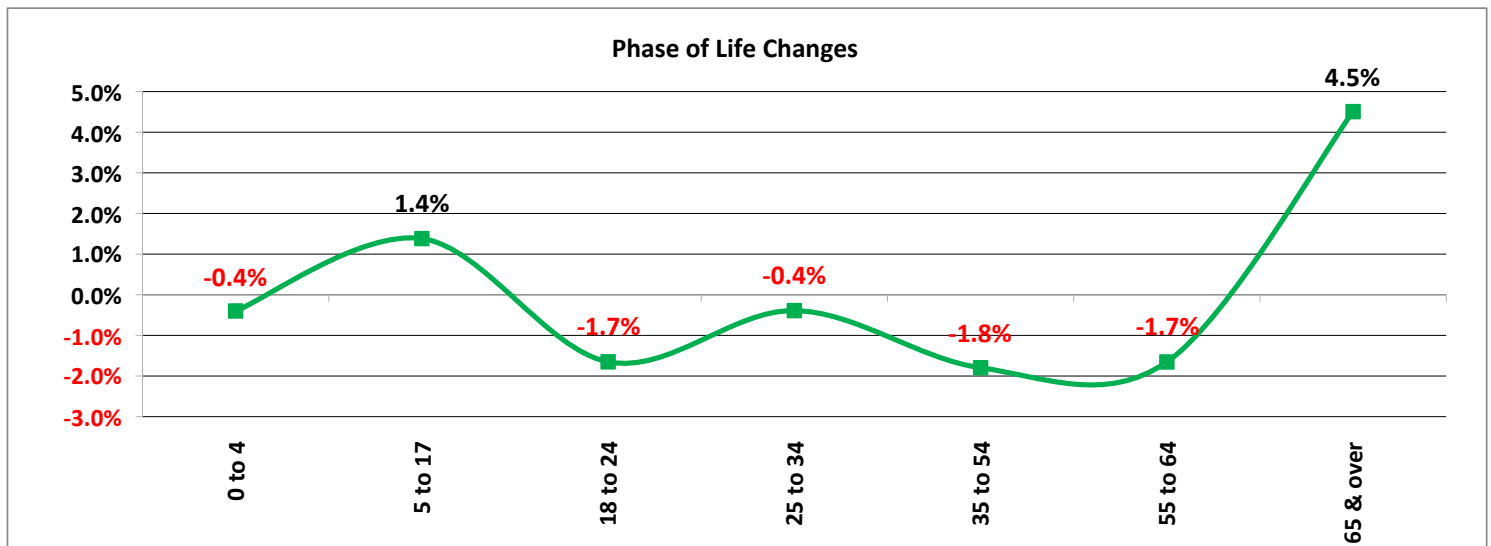
# INSITE #3: AGE TRENDS (continued)

## 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	2022	2027	2032	2010%	2022%	2027%	2032%	Estimated 10 Year %pt Change 2022 - 2032
<b>Before Formal Schooling</b>									
Ages 0 to 4	4,085	4,702	4,973	5,427	6.4%	6.3%	6.1%	5.9%	-0.4%
<b>Required Formal Schooling</b>									
Ages 5 to 17	11,637	12,030	12,817	16,094	18.3%	16.1%	15.8%	17.5%	1.4%
<b>College/Career Starts</b>									
Ages 18 to 24	8,397	9,390	9,606	10,054	13.2%	12.6%	11.8%	10.9%	-1.7%
<b>Singles &amp; Young Families</b>									
Ages 25 to 34	8,431	9,483	10,344	11,327	13.3%	12.7%	12.8%	12.3%	-0.4%
<b>Families &amp; Empty Nesters</b>									
Ages 35 to 54	18,179	18,604	19,359	21,273	28.6%	24.9%	23.9%	23.1%	-1.8%
<b>Enrichment Years Sing/Couples</b>									
Ages 55 to 64	6,473	9,772	10,414	10,521	10.2%	13.1%	12.8%	11.4%	-1.7%
<b>Retirement Opportunities</b>									
Age 65 and over	6,397	10,602	13,554	17,206	10.1%	14.2%	16.7%	18.7%	4.5%



### 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

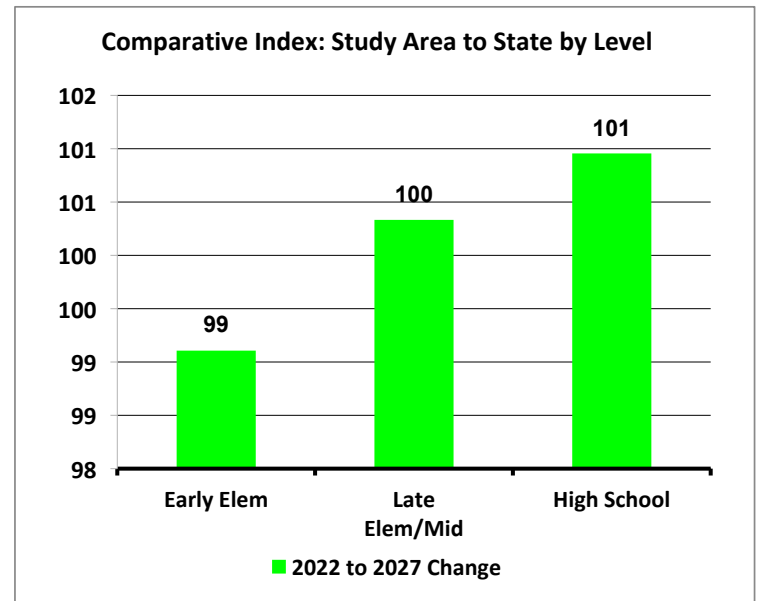
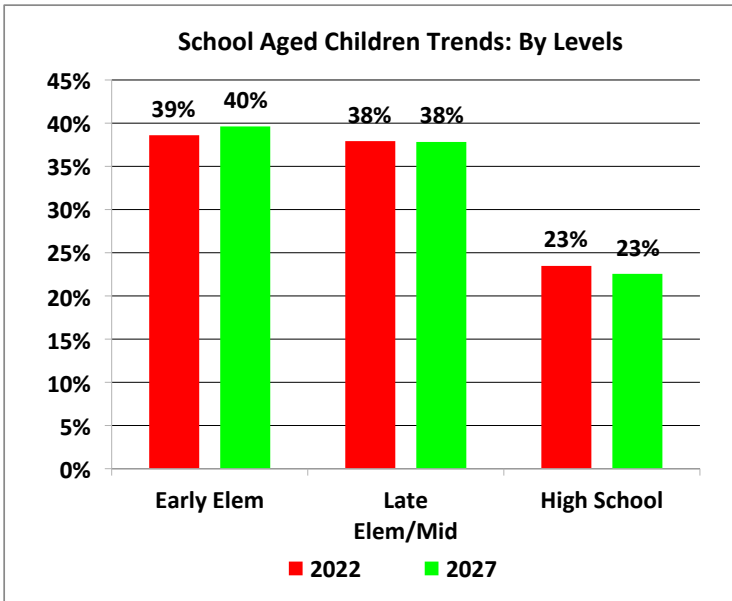
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The “School Aged Children” variable is a subset of the “Required Formal Schooling” segment in the Phase of Life profile. It allows one to zoom in more closely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

The School Aged 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

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

School Aged Children	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
<b>Early Elementary</b>							
Ages 5 to 9	4,443	4,644	5,078	38.2%	38.6%	39.6%	1.0%
<b>Late Elementary-Middle School</b>							
Ages 10 to 14	4,390	4,562	4,848	37.7%	37.9%	37.8%	-0.1%
<b>High School</b>							
Ages 15 to 17	2,804	2,824	2,891	24.1%	23.5%	22.6%	-0.9%



### 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 1.0%.

High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -0.9%.

Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -0.1%.

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

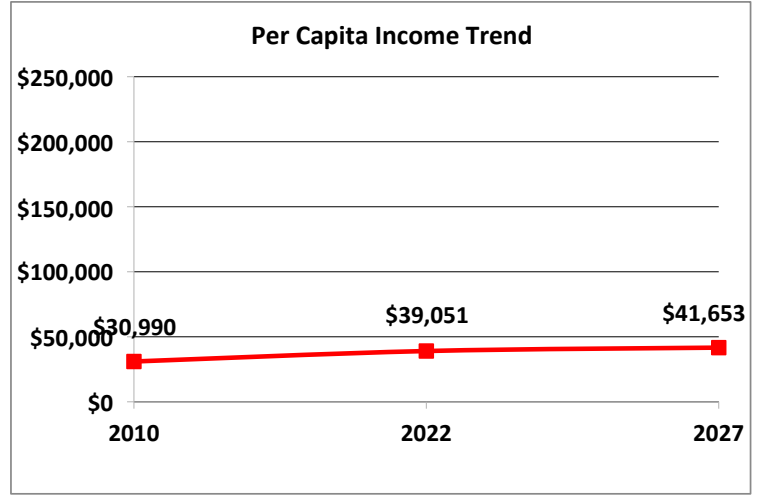
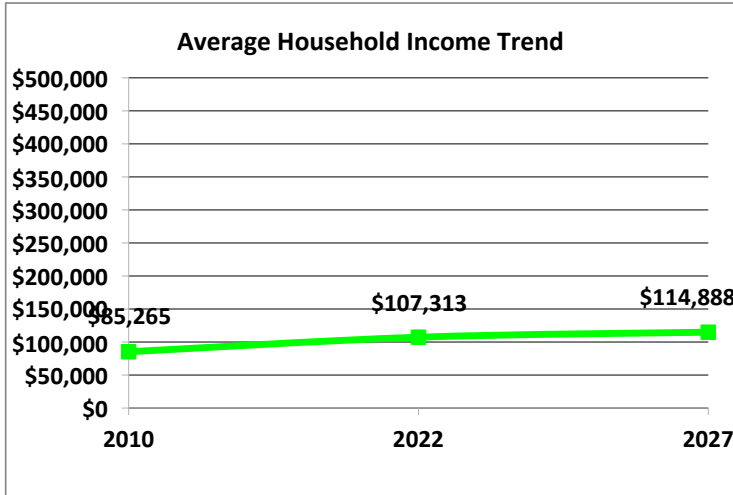
## AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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.

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.

In this study area, the estimated current year average household income is \$107,313. The average household income is projected to grow by 7.1% to \$114,888.

The estimated per capita income for the current year is \$39,051. The Per Capita Income is projected to grow by 6.7% to \$41,653.



Income Trends	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
<b>Households</b>							
Less than \$10,000	950	1,135	743	4.1%	4.2%	2.5%	-1.7%
\$10,000 to \$14,999	896	492	562	3.9%	1.8%	1.9%	0.1%
\$15,000 to \$24,999	1,773	1,498	1,332	7.7%	5.5%	4.5%	-1.0%
\$25,000 to \$34,999	1,827	1,619	1,503	7.9%	6.0%	5.1%	-0.9%
\$35,000 to \$49,999	3,048	2,465	2,760	13.2%	9.1%	9.4%	0.3%
\$50,000 to \$74,999	3,960	4,350	4,526	17.1%	16.0%	15.4%	-0.6%
\$75,000 to \$99,999	3,302	3,843	4,138	14.3%	14.2%	14.1%	-0.1%
\$100,000 to \$149,999	4,593	5,383	6,111	19.9%	19.8%	20.8%	1.0%
\$150,000 to \$199,999	1,745	3,590	3,779	7.5%	13.2%	12.9%	-0.4%
\$200,000 or more	1,020	2,767	3,937	4.4%	10.2%	13.4%	3.2%
<b>Totals</b>	<b>23,114</b>	<b>27,142</b>	<b>29,391</b>				

# 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.

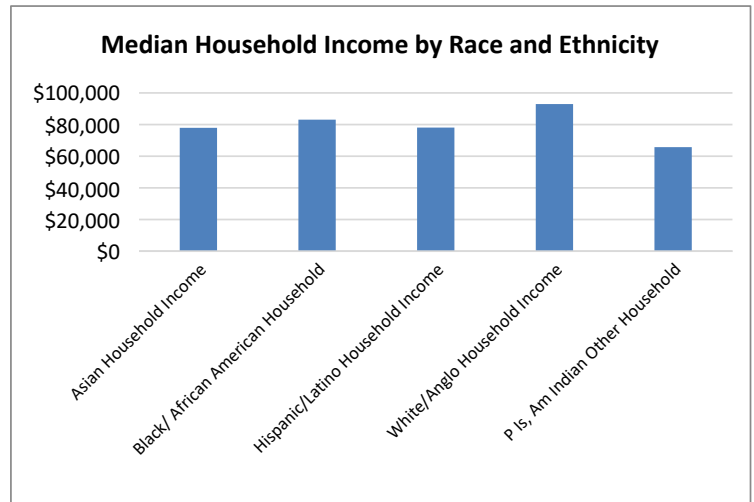
The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 52.5% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 52.3%.

Income Trends	2022	2027	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
<b>Families</b>					
Less than \$10,000	390	424	2.1%	2.1%	-0.02%
\$10,000 to \$14,999	179	185	1.0%	0.9%	-0.06%
\$15,000 to \$24,999	738	789	4.0%	3.9%	-0.11%
\$25,000 to \$34,999	723	916	3.9%	4.5%	0.60%
\$35,000 to \$49,999	1,333	1,440	7.2%	7.1%	-0.12%
\$50,000 to \$74,999	2,706	2,969	14.7%	14.7%	-0.03%
\$75,000 to \$99,999	2,667	2,923	14.5%	14.4%	-0.04%
\$100,000 to \$149,999	4,164	4,569	22.6%	22.6%	-0.04%
\$150,000-\$199,999	3,030	3,341	16.5%	16.5%	0.05%
\$200,000 or more	2,475	2,673	13.4%	13.2%	-0.23%
<b>Totals</b>	<b>18,405</b>	<b>20,229</b>			

## 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	2022
Asian Household Income	\$77,940
Black/ African American Household Income	\$83,100
Hispanic/Latino Household Income	\$78,100
White/Anglo Household Income	\$92,960
P Is, Am Indian Other Household Income	\$65,734
<b>Average</b>	<b>\$79,567</b>





# 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...

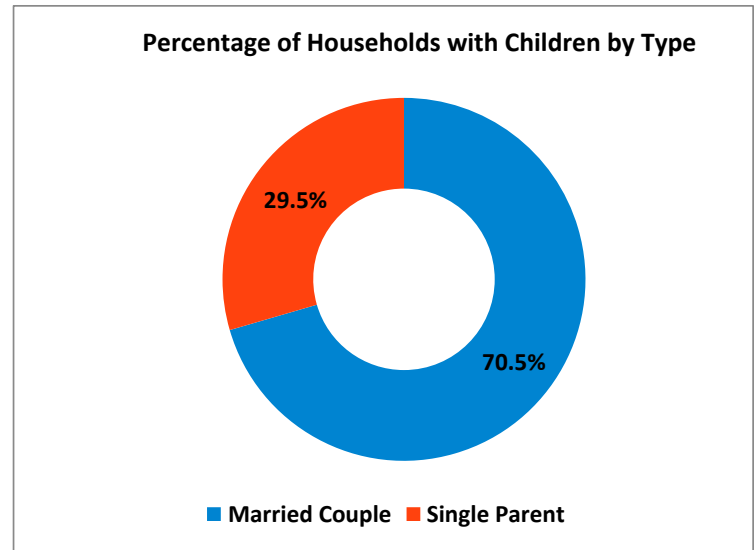
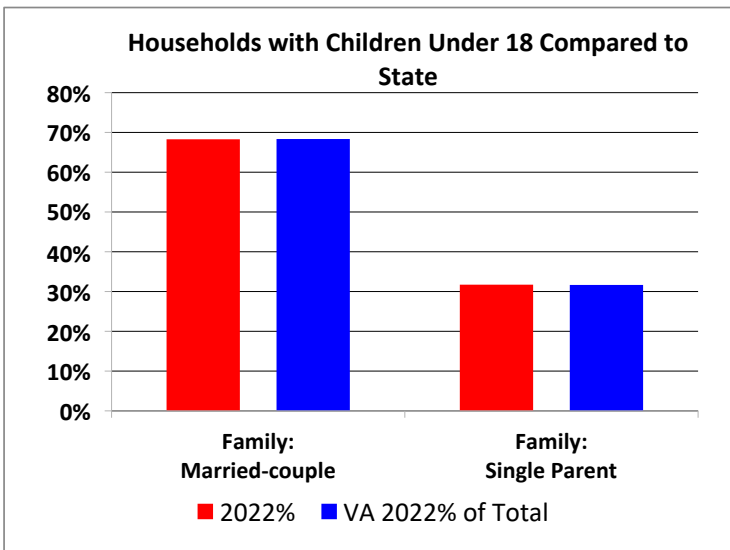
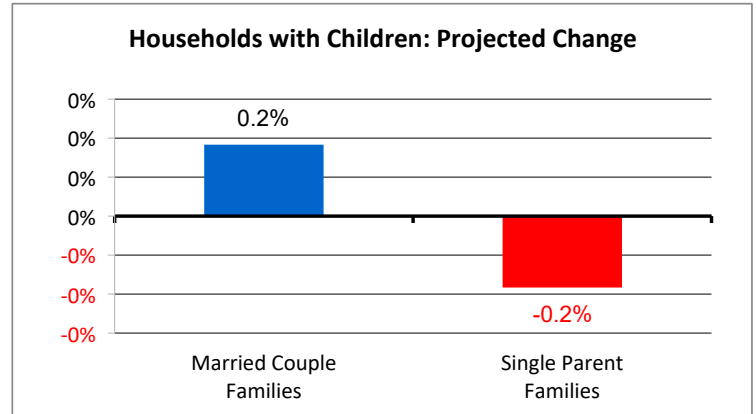
- Married couple families
- Single parent families (father or mother)

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

Households	2010	2022	2027	2010%	2022%	2027%	Estimated 5 Year %pt Change 2022 - 2027
<b>Households with Children under 18</b>							
Married Couple	5,699	5,876	6,304	68.3%	70.5%	70.7%	0.2%
Single Parent	2,648	2,460	2,616	31.7%	29.5%	29.3%	-0.2%

Of the households with children under 18, married couple households are increasing as a percentage while single parent households are decreasing. 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 similar to the state's profile. The percentage of single parent households with children is about the same as the state.



# INSITE #7: MARITAL STATUS TRENDS

## MARITAL STATUS BY TYPE

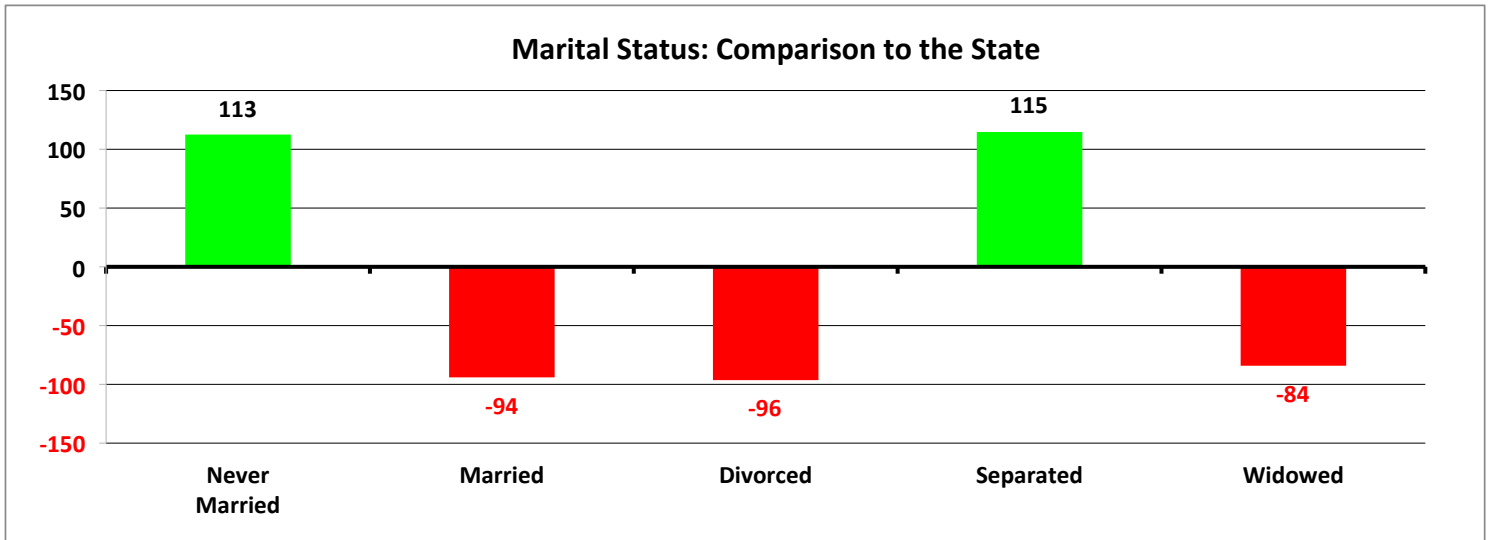
Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Trend information as well as a comparison to the study area's state marital status types provide two different views of this social reality.

Marital types reported include..

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

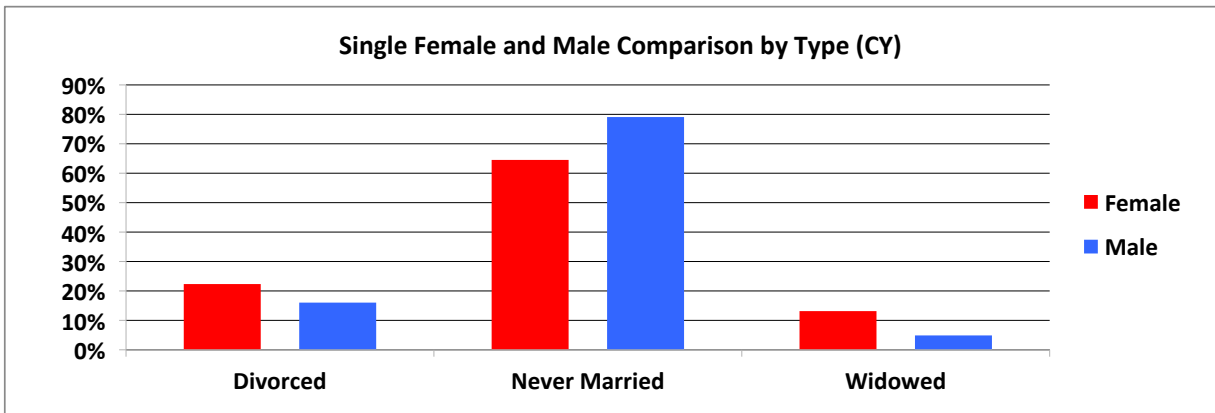
	2010	2022	2027	2010%	2022%	2027%	2010 to 2027 %pt Change
<b>Population by Marital Status: Age 15+</b>							
Never Married	16,373	21,288	22,935	31.8%	35.1%	34.7%	2.9%
Married	26,592	29,022	32,021	51.6%	47.8%	48.4%	-3.2%
Divorced	4,716	5,860	6,365	9.1%	9.7%	9.6%	0.5%
Separated	1,248	1,662	1,786	2.4%	2.7%	2.7%	0.3%
Widowed	2,617	2,843	3,060	5.1%	4.7%	4.6%	-0.5%

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 less prevalent than the state wide average.



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.



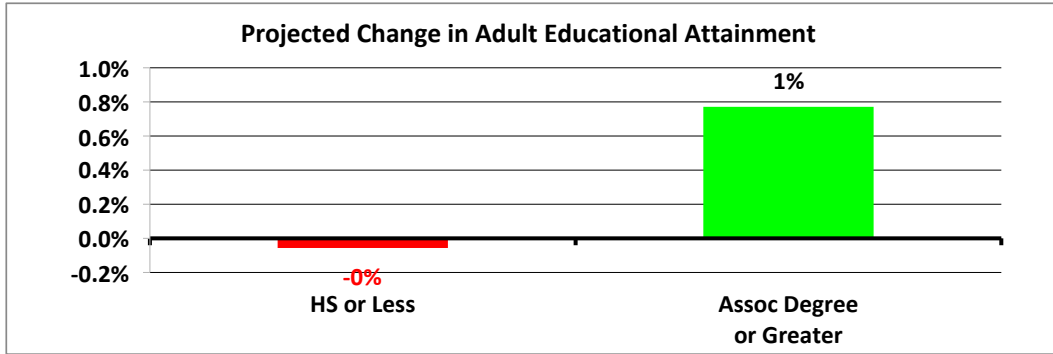
# INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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.

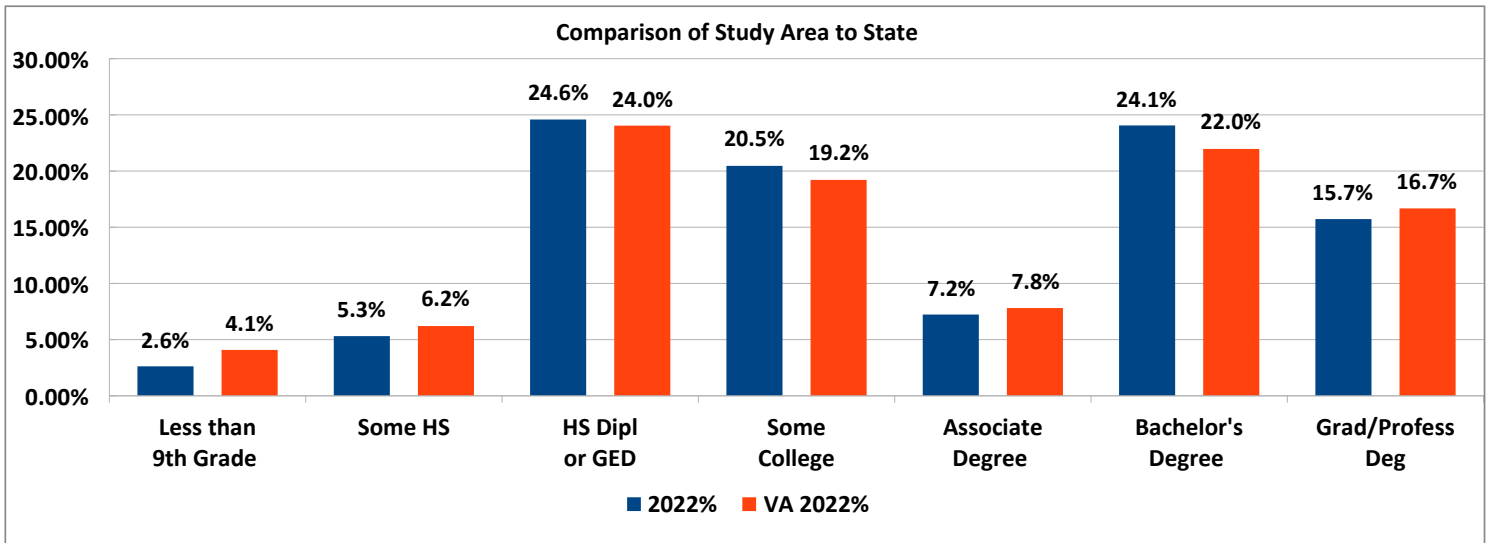
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of VA. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

## 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%.



## EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2022	2027	VA 2022%	2022 Study Area-State Comp Index
<b>Population by Educational Attainment: 25+</b>					
Less than 9th Grade	3.4%	2.6%	2.6%	4.1%	64
Some HS	7.6%	5.3%	5.3%	6.2%	86
HS Dipl or GED	28.7%	24.6%	23.9%	24.0%	102
Some College	18.4%	20.5%	20.4%	19.2%	107
Associate Degree	7.6%	7.2%	7.4%	7.8%	93
Bachelor's Degree	20.9%	24.1%	24.4%	22.0%	110
Grad/Profess Deg	13.3%	15.7%	16.0%	16.7%	94

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

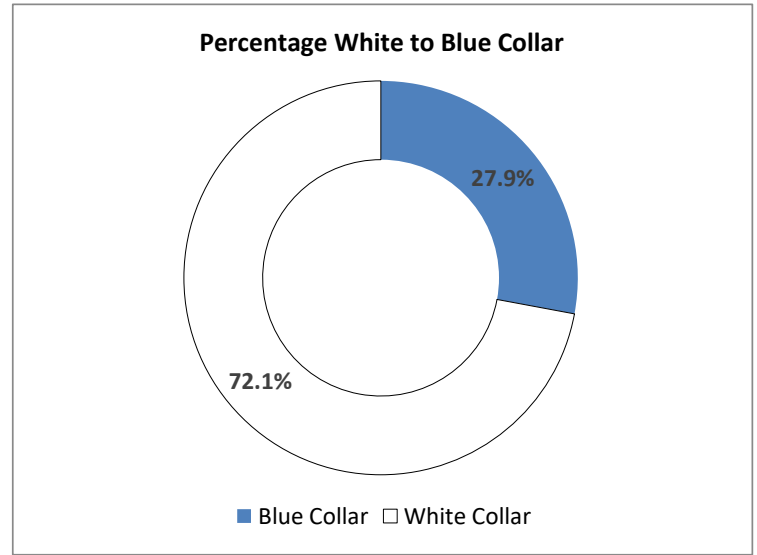
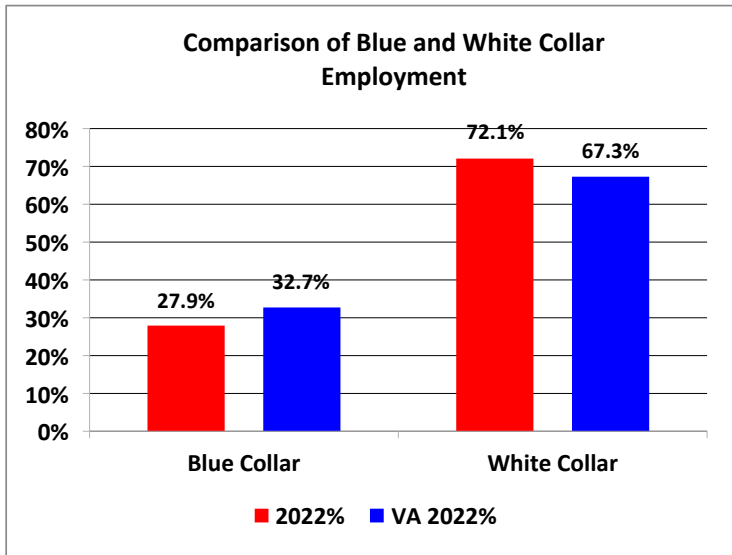
## INSITE #9: POPULATION BY EMPLOYMENT

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



### EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2022	VA 2022	Comp. Index	Interpretation
<b>Employed Civilian Pop 16+ by Occupation</b>				
Bldg Maintenance & Cleaning	2.8%	3.4%	83	Well below the state average.
Construction	5.9%	7.9%	75	Well below the state average.
Farming, Fishing, & Forestry	0.1%	0.4%	15	Well below the state average.
Food Preparation Serving	5.6%	5.1%	110	Well above the state average.
Healthcare Support	2.3%	2.6%	89	Well below the state average.
Managerial Executive	19.5%	18.3%	107	At about the state average.
Office Admin	10.5%	10.7%	98	At about the state average.
Personal Care	3.1%	2.9%	108	At about the state average.
Production Transportation	6.9%	10.5%	65	Well below the state average.
Prof Specialty	28.0%	26.2%	107	At about the state average.
Protective	3.6%	2.6%	138	Well above the state average.
Sales	11.8%	9.5%	124	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.**

	2022	2022%	State %	Comp Index	Relative to the VA State Ave.
<b>Mosaic Segments</b>					
C14 Booming with Confidence - Boomers and Boomerangs	2,018	7.5%	1.8%	407	Well above the state average
F22 Promising Families - Fast Track Couples	1,816	6.8%	3.7%	183	Well above the state average
C11 Booming with Confidence - Sophisticated City Dwellers	1,784	6.6%	2.5%	262	Well above the state average
O51 Singles and Starters - Digitally Savvy	1,524	5.7%	3.5%	164	Well above the state average
B07 Flourishing Families - Across the Ages	1,287	4.8%	3.6%	132	Well above the state average
J34 Autumn Years - Suburban Sophisticates	1,233	4.6%	2.7%	168	Well above the state average
E20 Thriving Boomers - No Place Like Home	1,147	4.3%	2.3%	182	Well above the state average
K40 Significant Singles - Bohemian Groove	991	3.7%	1.1%	339	Well above the state average
O54 Singles and Starters - Influenced by Influencers	951	3.5%	3.8%	94	Somewhat below the state average
E19 Thriving Boomers - Consummate Consumers	947	3.5%	1.4%	256	Well above the state average
G24 Young City Solos - Ambitious Singles	774	2.9%	1.3%	230	Well above the state average
D16 Suburban Style - Settled in Suburbia	762	2.8%	1.2%	232	Well above the state average
B08 Flourishing Families - Babies and Bliss	756	2.8%	0.8%	342	Well above the state average
B09 Flourishing Families - Family Fun-tastic	651	2.4%	0.6%	387	Well above the state average
D18 Suburban Style - Suburban Nightlife	651	2.4%	3.0%	80	Somewhat 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.

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

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

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

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

# INSITE #11: GENERATIONS

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

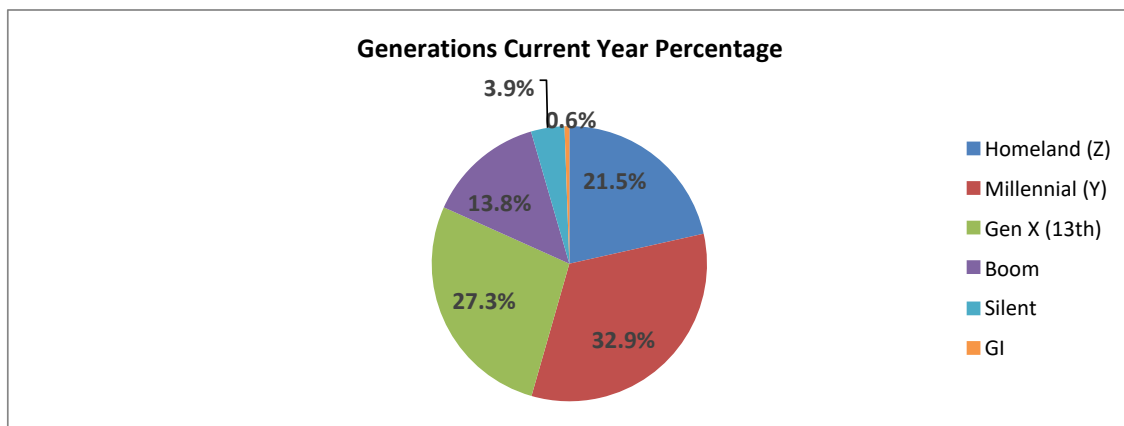
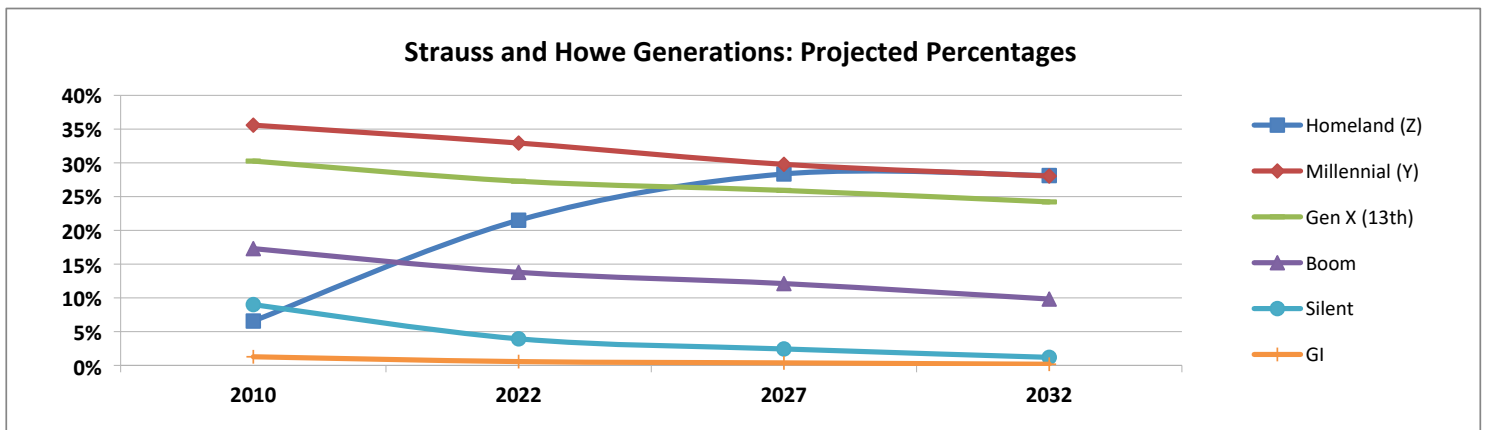
According to the Strauss and Howe model, members of a generation share three qualities. \*

- An age location in history
- Some common beliefs and behaviors, including basic attitudes about risk taking, culture and values, civic engagement, and family life
- A common perceived membership in a generation, e.g., Boomers, Gen X, Millennials etc.

(\* <http://www.lifecourse.com/about/method/phases.html>)

Name	S & H Type	Initial Birth	Final Birth	2010		2022		2027		2032	
Homeland (Z) Artist		2005	2025	4,085	6.6%	15,750	21.5%	22,574	28.6%	25,253	30.7%
Millennial (Y) Hero		1982	2004	22,133	35.6%	24,124	32.9%	23,708	30.1%	25,183	30.6%
Gen X (13th) Nomad		1961	1981	18,825	30.3%	19,981	27.3%	20,634	26.2%	21,745	26.4%
Boom Prophet		1946	1960	10,760	17.3%	10,097	13.8%	9,648	12.2%	8,825	10.7%
Silent Artist		1925	1945	5,602	9.0%	2,882	3.9%	1,938	2.5%	1,070	1.3%
GI Hero		1901	1924	794	1.3%	413	0.6%	297	0.4%	153	0.2%
<b>Totals:</b>				<b>62,199</b>	<b>100.0%</b>	<b>73,247</b>	<b>100%</b>	<b>78,799</b>	<b>100%</b>	<b>82,228</b>	<b>100.0%</b>

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



## INSITE #12: RELIGIOUS PROGRAM OR MINISTRY PREFERENCES

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

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
<b>Personal Growth</b>	<b>34.0%</b>	<b>7.4%</b>	<b>34.9%</b>	<b>8.4%</b>	<b>97</b>	<b>88</b>
Addiction support groups	27.3%	7.0%	27.9%	7.4%	98	94
Health/weight loss programs	26.1%	3.9%	27.4%	4.7%	95	83
Membership and leadership training	32.5%	5.6%	34.3%	6.9%	95	82
Opportunities to develop personal relationships	48.3%	15.2%	48.8%	17.1%	99	89
Practical training seminars (money management, computer skills, etc.)	35.7%	5.4%	36.4%	6.0%	98	91
<b>Family Support and Intervention Services</b>	<b>32.5%</b>	<b>7.9%</b>	<b>33.6%</b>	<b>9.2%</b>	<b>97</b>	<b>86</b>
Daycare/After-School Programs	20.5%	5.1%	20.9%	5.6%	98	91
Crisis support groups	38.3%	9.9%	40.6%	10.2%	94	97
Family oriented activities	39.2%	12.6%	40.9%	15.7%	96	80
Marriage enrichment	31.7%	7.1%	33.4%	8.4%	95	84
Parenting development	26.1%	5.4%	26.5%	6.5%	98	84
Personal/family counseling	39.5%	7.2%	39.2%	8.6%	101	83
<b>Community Involvement and Advocacy Programs</b>	<b>41.8%</b>	<b>11.1%</b>	<b>43.3%</b>	<b>11.5%</b>	<b>97</b>	<b>96</b>
Adult social activities	49.7%	10.9%	52.6%	11.6%	94	94
Involvement in social causes	45.7%	12.7%	46.2%	12.7%	99	100
Mission trips and global outreach	28.0%	6.8%	30.8%	7.7%	91	88
Opportunities for volunteering in the community	48.5%	13.4%	49.5%	14.6%	98	92
Social justice advocacy work	37.2%	11.6%	37.5%	10.9%	99	107
<b>Community Activities or Cultural Programs</b>	<b>38.6%</b>	<b>8.8%</b>	<b>40.2%</b>	<b>10.3%</b>	<b>96</b>	<b>86</b>
Cultural programs (music, drama, art)	43.2%	8.8%	43.8%	8.9%	99	99
Holiday programs/activities	47.6%	12.8%	50.5%	14.9%	94	86
Seniors/retiree activities	43.2%	10.6%	45.0%	13.8%	96	77
Singles or college-age groups	25.6%	5.2%	25.6%	6.3%	100	82
Size of church congregation	37.8%	5.3%	40.8%	6.8%	93	78
Small groups (i.e., life groups, personal interest groups)	45.4%	9.6%	46.7%	10.7%	97	90
Youth social activities	27.7%	9.6%	28.9%	10.8%	96	89
<b>Religious/Spiritual Programs</b>	<b>33.9%</b>	<b>16.6%</b>	<b>36.4%</b>	<b>20.0%</b>	<b>93</b>	<b>83</b>
Bible or Scripture study/prayer groups	28.7%	12.2%	32.3%	14.9%	89	82
Celebration of sacraments	28.9%	16.3%	32.3%	21.2%	89	77
Contemporary worship experiences	38.7%	9.0%	40.3%	11.1%	96	81
Online or virtual worship experiences	33.2%	9.2%	36.8%	11.1%	90	83
Quality sermons	35.7%	26.8%	36.3%	33.3%	98	81
Religious education for children	25.2%	14.0%	27.5%	17.1%	92	82
Spiritual discussion groups	36.1%	10.0%	38.9%	11.1%	93	89
Traditional worship experiences	36.2%	18.3%	39.1%	24.3%	93	75
Warm and friendly encounters	42.4%	33.3%	44.1%	35.8%	96	93

# 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

[Click to download the ExecutiveInsite Worksheet. To open it in a new tab, press Ctrl when you click.](#)

**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](mailto:misupport@missioninsite.com).