The NEW ExecutiveInsite Report

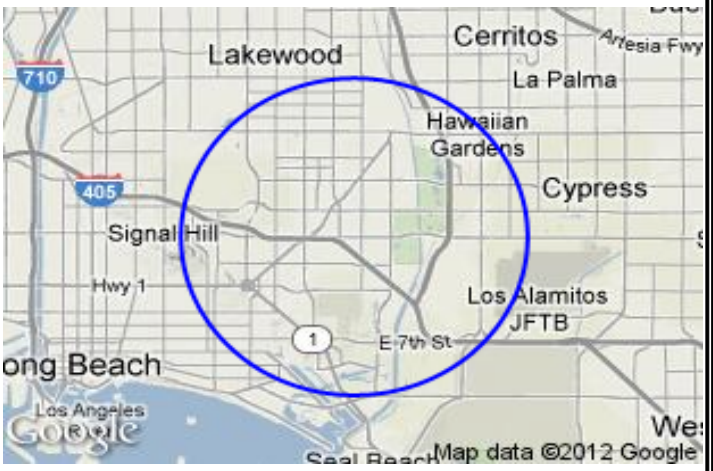
Prepared for:	St Gregorys Episcopal Church - Long Beach
Study area:	3 mile radius - 6201 E Willow St Long Beach CA 90815-2296
Base State:	CALIFORNIA
Current Year Estimate:	2012
5 Year Projection:	2017
Date:	8/30/2012
Semi-Annual Projection:	Spring

This ExecutiveInsite Report has been prepared for St Gregorys Episcopal Church - Long Beach. 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 12 INSITES

THE STUDY AREA



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 and ViewPoint a fuller view of its beliefs and practices.

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2012 population within the study area is 170,576. The 2017 projection would see the area decline by -2,758 to a total population of 167,818. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to decline by -1.6% in the next five years, the state is projected to grow by 5.2%. The study area's estimated average change rate is -0.3%.

Households:

The households within the community are declining faster than the population, thus the average population per household in 2010 was 2.63 but by 2017 it is projected to be 2.63. Compare this to the statewide average which for the current year is estimated at 2.96 persons per household.

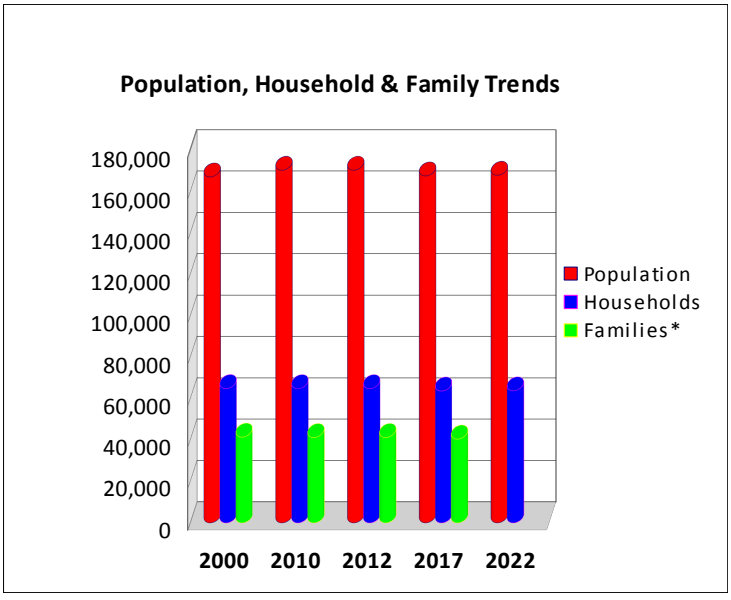
Population Per Household

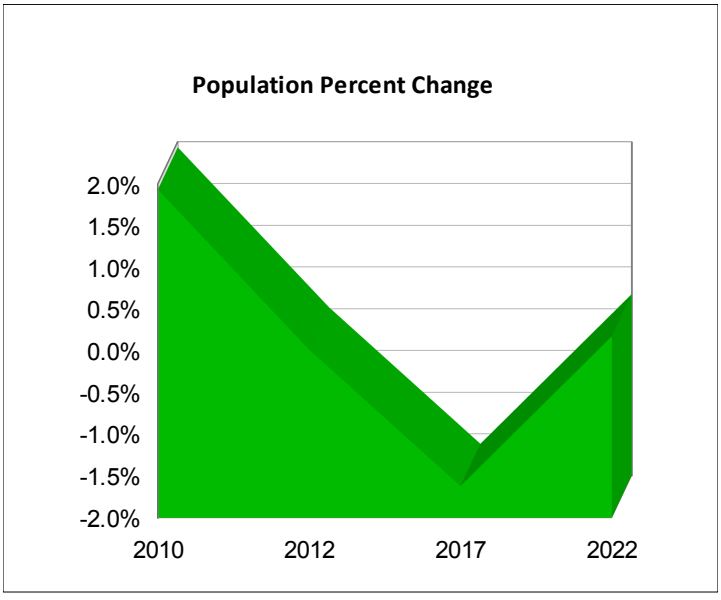
Population per Household: The relationship between population and households provides a hint about how the community is changing. When population grows faster than households, it suggests an increase in the persons per household. This can only happen when more persons are added either by birth or other 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. 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.

Population/Households & Family Trends	2000	2010	2012	2017	2022
Population	**167,311**	**170,546**	**170,576**	**167,818**	**168,115**
Population Change		3,235	30	-2,758	297
Percent Change		1.9%	0.0%	-1.6%	0.2%
Households	**64,986**	**64,953**	**64,949**	**63,794**	**63,884**
Households Change		-33	-4	-1,155	63,884
Percent Change		-0.1%	0.0%	-1.8%	0.1%
Population / Households	**2.57**	**2.63**	**2.63**	**2.63**	**2.63**
Population / Households Change		0	0	0	0
Percent Change		2.0%	0.0%	0.2%	0.0%
Families	**41,499**	**41,295**	**41,324**	**40,568**	
Families Change		-204	29	-756	
Percent Change		-0.5%	0.1%	-1.8%	



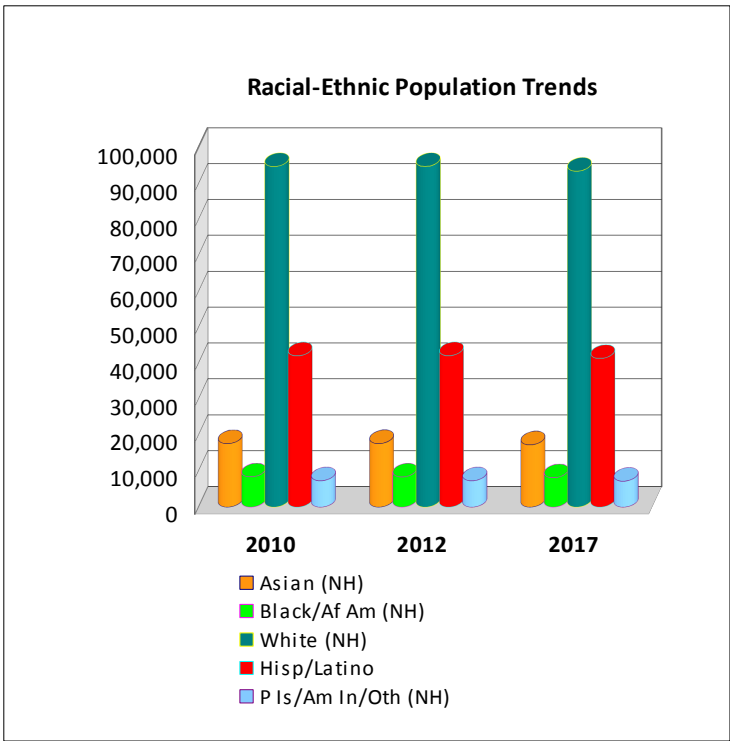


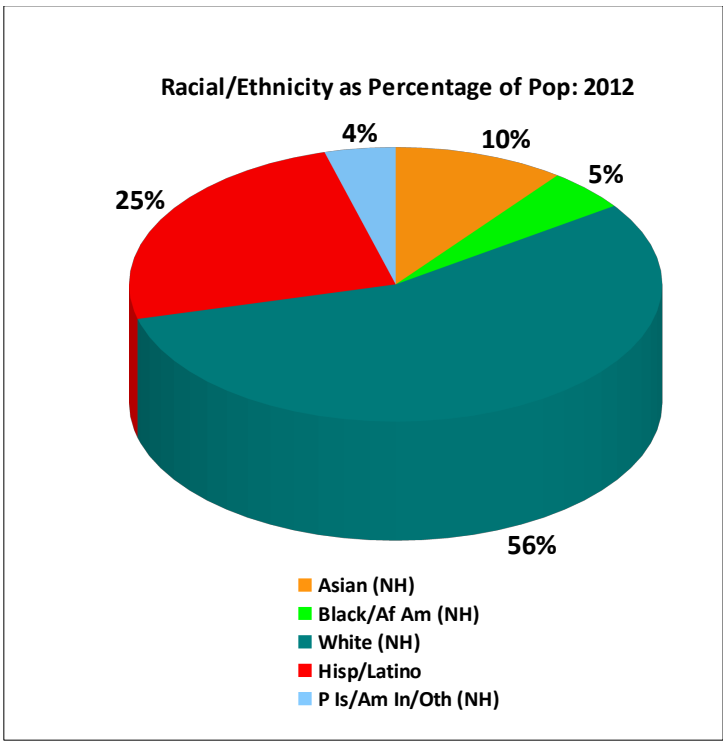
NOTE: Family Household data is not projected out 10 years.

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	2012	2017	2010%	2012 %	2017 %	2010 to 2017 Change
Race and Ethnicity							
Asian (NH)	17,693	17,699	17,354	10.37%	10.38%	10.34%	-0.03%
Black/Afr Amer (NH)	8,428	8,409	8,191	4.94%	4.93%	4.88%	-0.1%
White (NH)	94,913	94,923	93,622	55.65%	55.65%	55.79%	0.1%
Hispanic/Latino	42,165	42,205	41,424	24.72%	24.74%	24.68%	0.0%
P Is/Am In/Oth (NH)	7,347	7,340	7,228	4.31%	4.30%	4.31%	0.0%
Totals:	**170,546**	**170,576**	**167,819**				

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.

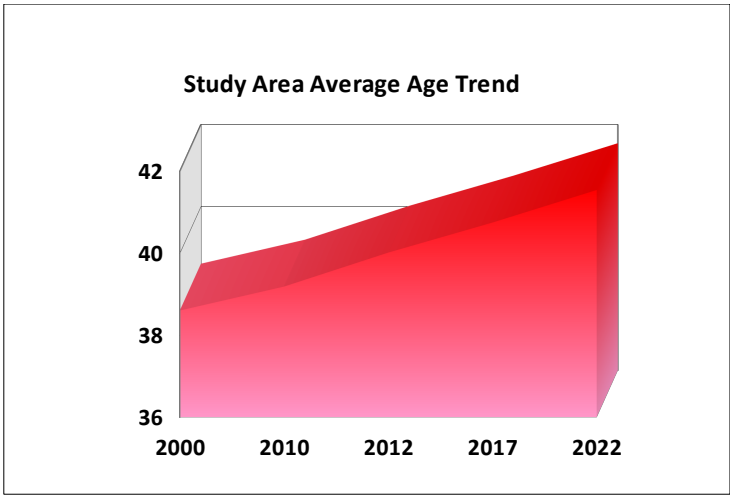
The Age Trend Insite explores two variables; Average age and Phase of Life.

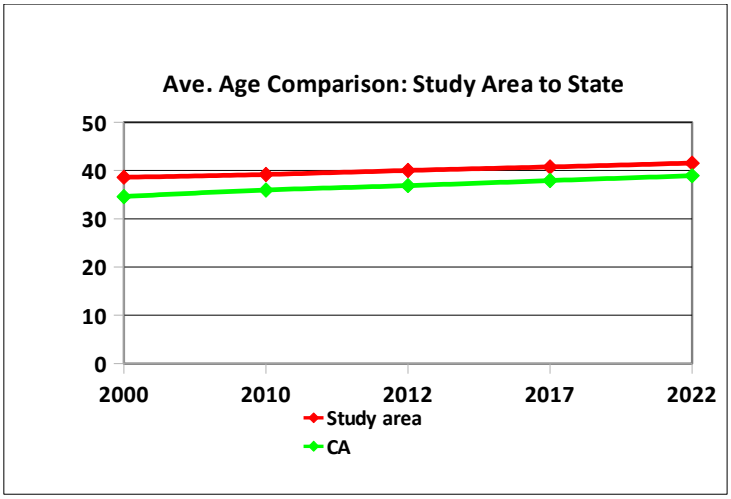
Average Age Trends provides five important snapshots of a community from five data points; the 2000 census, the last census, the current year estimate, the five year projection and the ten year forecast. These five numbers will indicate the aging direction of a community.

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	2012	2017	2022
Average Age: Study Area	**38.61**	**39.19**	**40.02**	**40.75**	**41.55**
Percent Change		1.5%	2.1%	1.8%	1.9%
Average Age: CA	**34.60**	**35.96**	**36.88**	**37.92**	**38.92**
Percent Change		3.9%	2.6%	2.8%	2.6%
Comparative Index	112	109	109	107	107
Median Age: Study Area	**36**	**39**	**39**	**40**	**40**





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.

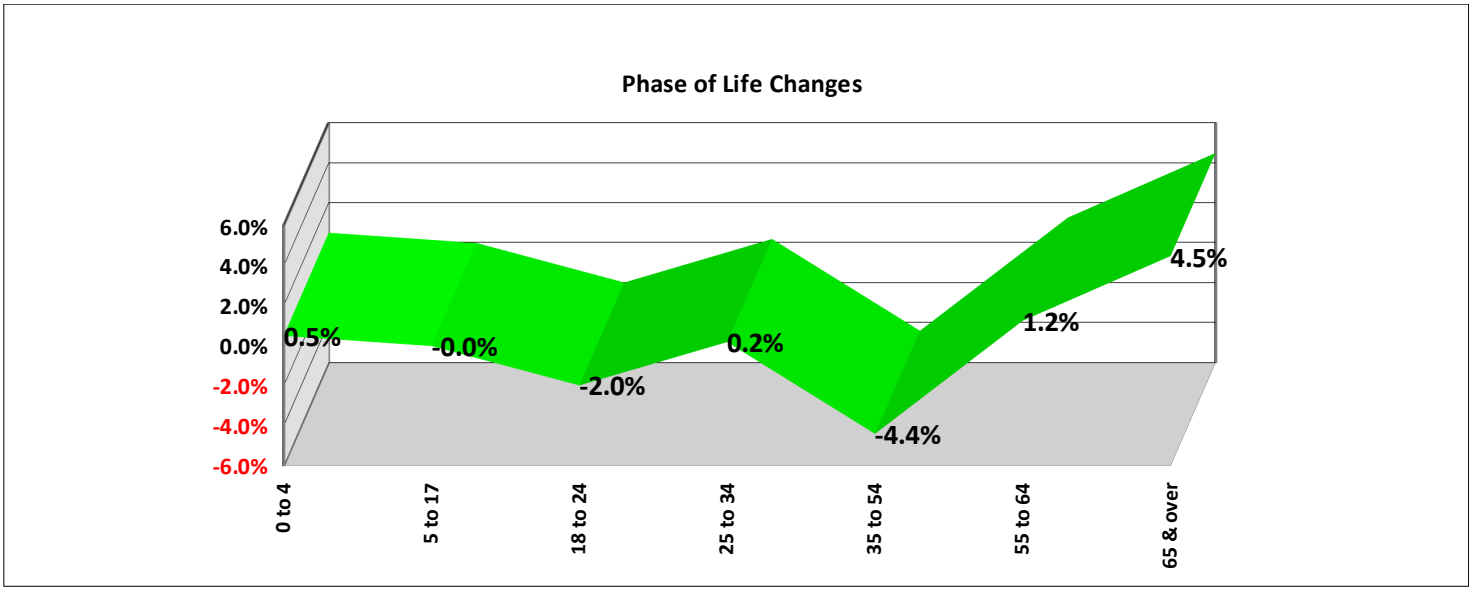
INSITE #3: AGE TRENDS (continued)

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	2012	2017	2022	2010%	2012%	2017%	2022%	Estimated 10 Year Change 2012 - 2022
Before Formal Schooling									
Ages 0 to 4	9,145	9,964	11,047	10,650	5.4%	5.8%	6.6%	6.3%	0.5%
Required Formal Schooling									
Ages 5 to 19	26,473	25,378	23,532	24,981	15.5%	14.9%	14.0%	14.9%	0.0%
College/Career Starts									
Ages 20 to 24	18,945	18,396	16,561	14,788	11.1%	10.8%	9.9%	8.8%	-2.0%
Singles & Young Families									
Ages 25 to 34	20,625	21,136	21,655	21,139	12.1%	12.4%	12.9%	12.6%	0.2%
Families & Empty Nesters									
Ages 35 to 54	49,217	47,720	42,800	39,624	28.9%	28.0%	25.5%	23.6%	-4.4%
Enrichment Years Sing/Couples									
Ages 55 to 64	20,421	21,212	22,650	23,006	12.0%	12.4%	13.5%	13.7%	1.2%
Retirement Opportunities									
Age 65 and over	25,719	26,771	29,572	33,926	15.1%	15.7%	17.6%	20.2%	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

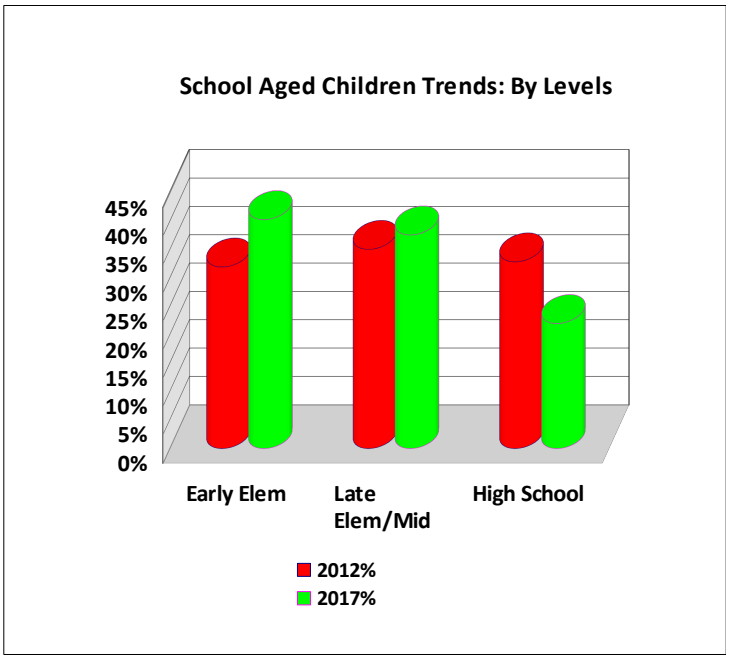
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely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

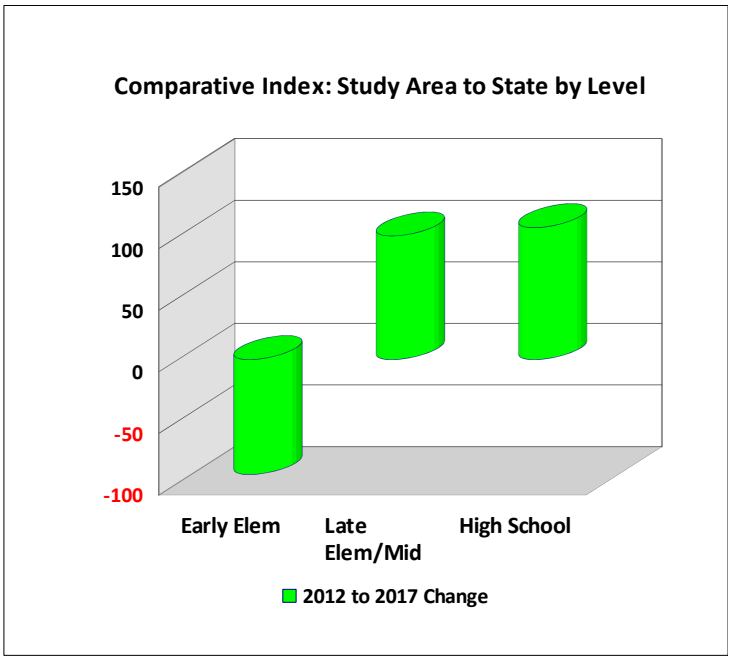
The school aged population includes all school aged children including those enrolled in public and private schools, those home schooled and children in institutions.

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	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Early Elementary							
Ages 5 to 9	9,332	8,993	9,931	32.0%	32.0%	40.3%	8.3%
Late Elementary-Middle School							
Ages 10 to 14	10,466	9,867	9,265	35.9%	35.1%	37.6%	2.5%
High School							
Ages 15 to 18	9,322	9,247	5,424	32.0%	32.9%	22.0%	-10.9%





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 18 by 8.3%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 18 by 2.5%.

High School aged children 15 to 18 are declining as a percentage of children between 5 and 18 by -10.9%.

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

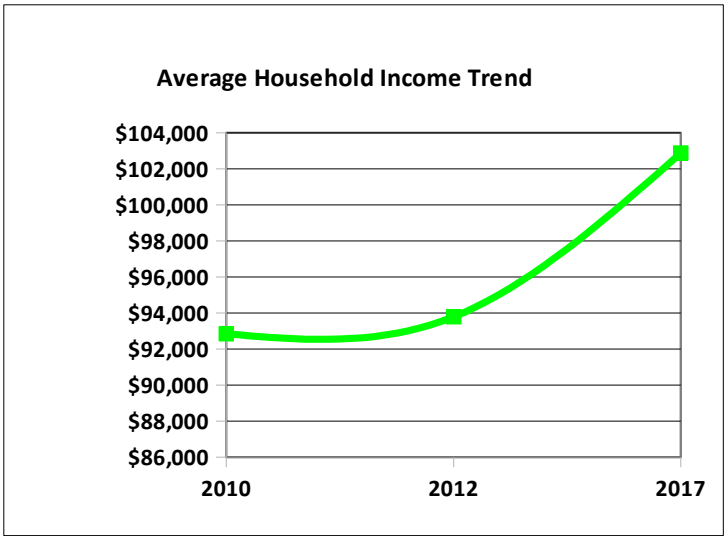
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

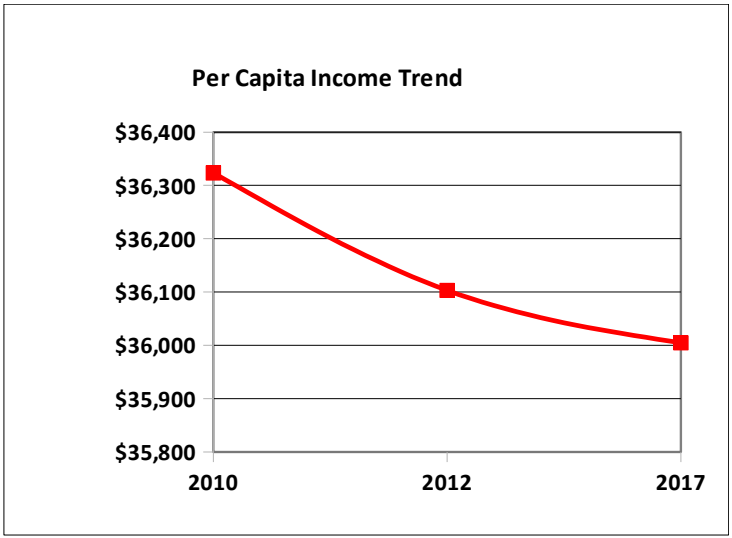
Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects the average income for each household, whether family or non-family.

In this study area, the estimated current year average household income is $93,782. The average household income is projected to grow by 9.7% to $102,874.

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 $36,103. The Per Capita Income is projected to decline by -0.3% to $36,005.





Income Trends	2010	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Households							
Less than $10,000	2,715	2,618	2,216	4.2%	4.0%	3.5%	-0.6%
$10,000 to $14,999	2,333	2,249	2,012	3.6%	3.5%	3.2%	-0.3%
$15,000 to $24,999	4,887	4,768	4,071	7.5%	7.3%	6.4%	-1.0%
$25,000 to $34,999	5,503	5,342	4,653	8.5%	8.2%	7.3%	-0.9%
$35,000 to $49,999	6,661	6,681	6,576	10.3%	10.3%	10.3%	0.0%
$50,000 to $74,999	11,328	11,338	10,089	17.4%	17.5%	15.8%	-1.6%
$75,000 to $99,999	9,338	9,446	9,202	14.4%	14.5%	14.4%	-0.1%
$100,000 to $149,999	11,552	11,697	12,206	17.8%	18.0%	19.1%	1.1%
$150,000 to $199,999	5,647	6,172	6,714	8.7%	9.5%	10.5%	1.0%
$200,000 or more	4,973	4,637	6,063	7.7%	7.1%	9.5%	2.4%
Totals	64,937	64,948	63,802				

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 grow over the next five years. For the current year, it is estimated that 44.2% of all family incomes exceed $100,000 per year. In five years that number is projected to be 44.4%.

Income Trends	2012	2017	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Families					
Less than $10,000	937	914	2.3%	2.3%	0.0%
$10,000 to $14,999	497	477	1.2%	1.2%	0.0%
$15,000 to $24,999	1,744	1,702	4.2%	4.2%	0.0%
$25,000 to $34,999	2,728	2,652	6.6%	6.5%	-0.1%
$35,000 to $49,999	3,493	3,407	8.5%	8.4%	-0.1%
$50,000 to $74,999	7,195	7,070	17.4%	17.4%	0.0%
$75,000 to $99,999	6,466	6,351	15.6%	15.7%	0.0%
$100,000 to $149,999	9,197	9,060	22.3%	22.3%	0.1%
$150,000-$199,999	4,743	4,692	11.5%	11.6%	0.1%
$200,000 or more	4,323	4,243	10.5%	10.5%	0.0%
Totals	41,323	40,568			

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…

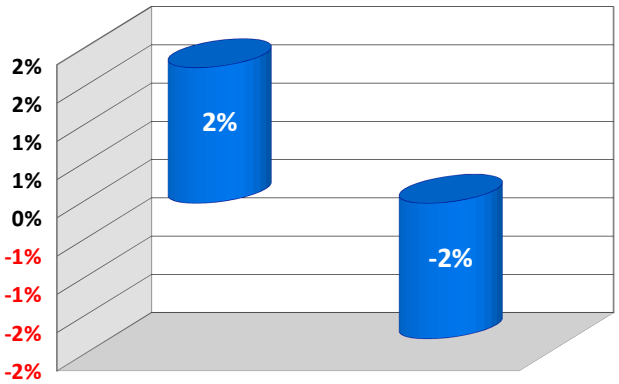
- Married couple families
- Single parent families (father or mother)

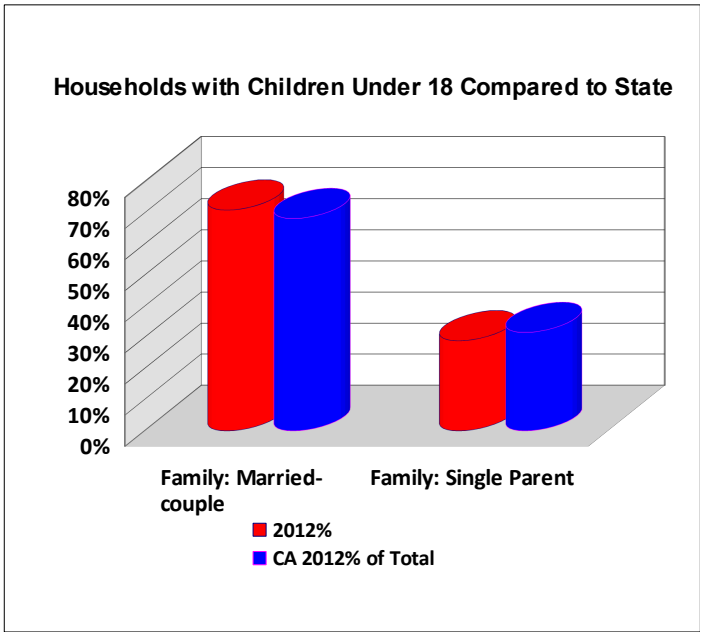
These two are reported for the study area in the table below.

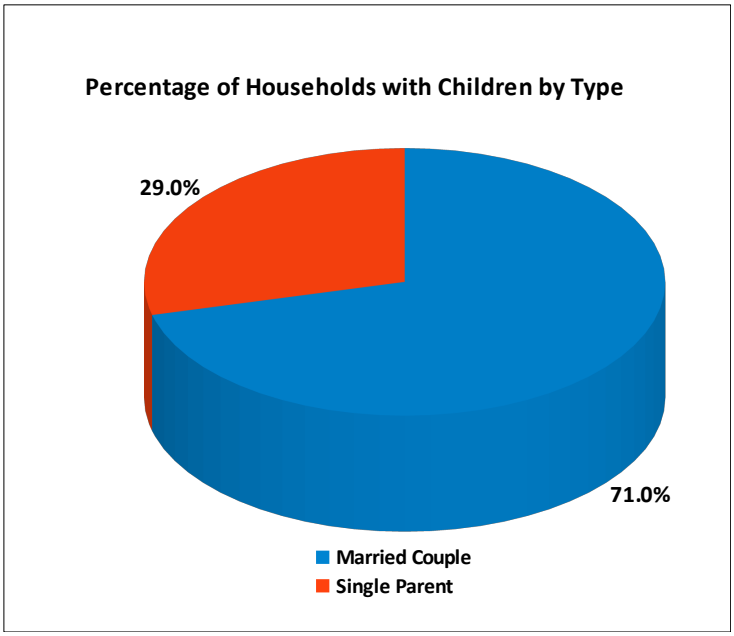
Households	2010	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Households with Children under 18							
Married Couple	13,944	13,235	12,770	71.0%	71.0%	72.8%	1.8%
Single Parent	5,691	4,828	4,774	29.0%	29.0%	27.2%	-1.8%

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 less than the state.







INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

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

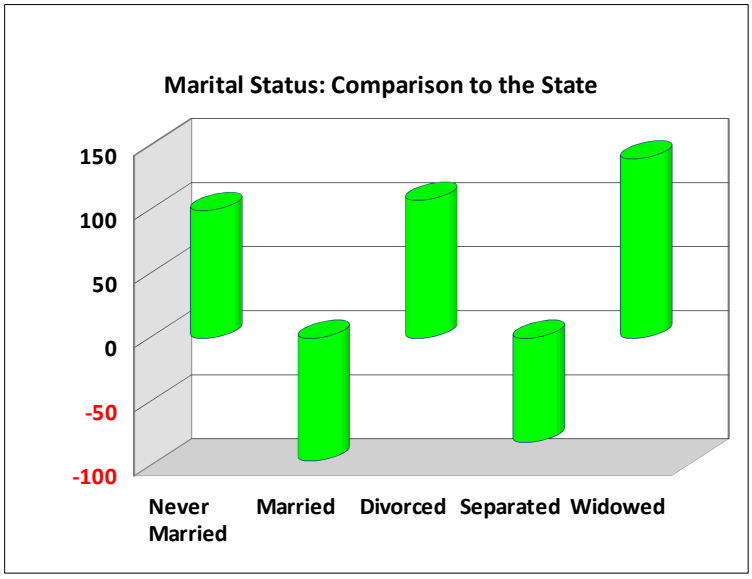
Marital types reported include..

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

	2010	2012	2017	2010%	2012%	2017%	2010 to 2017 Change
Population by Marital Status: Age 15+							
Never Married	45,890	45,765	44,229	31.9%	31.8%	31.5%	-0.4%
Married	71,127	71,349	70,211	49.5%	49.6%	50.0%	0.5%
Divorced	13,938	13,931	13,559	9.7%	9.7%	9.7%	0.0%
Separated	2,716	2,707	2,637	1.9%	1.9%	1.9%	0.0%
Widowed	10,090	10,058	9,769	7.0%	7.0%	7.0%	-0.1%

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 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.



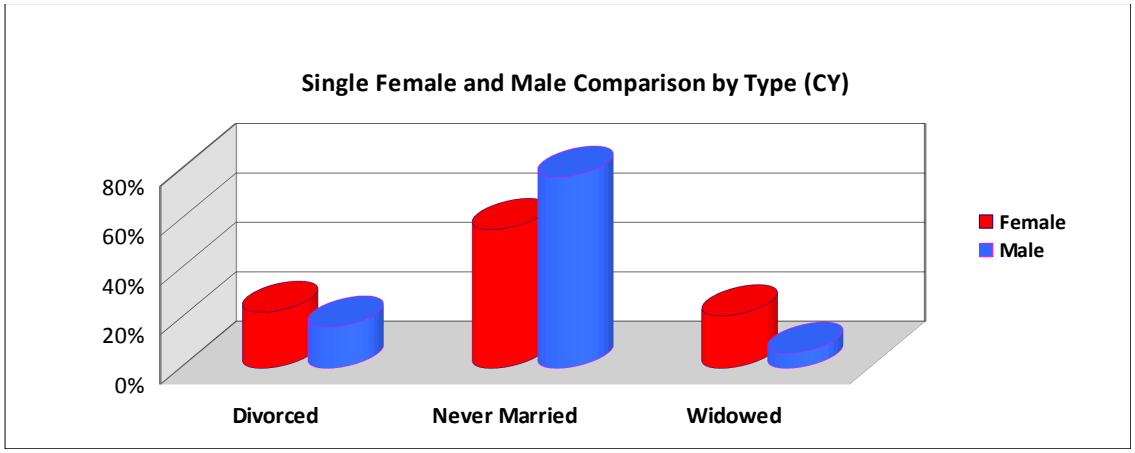
MARITAL STATUS BY FEMALE AND MALE

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 more likely to be divorced than men.

Women 15 years and older are less likely to be single, never married than men.

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

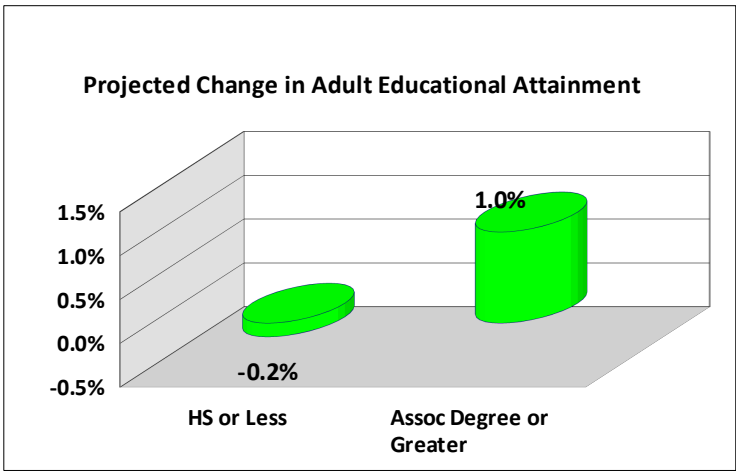


INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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

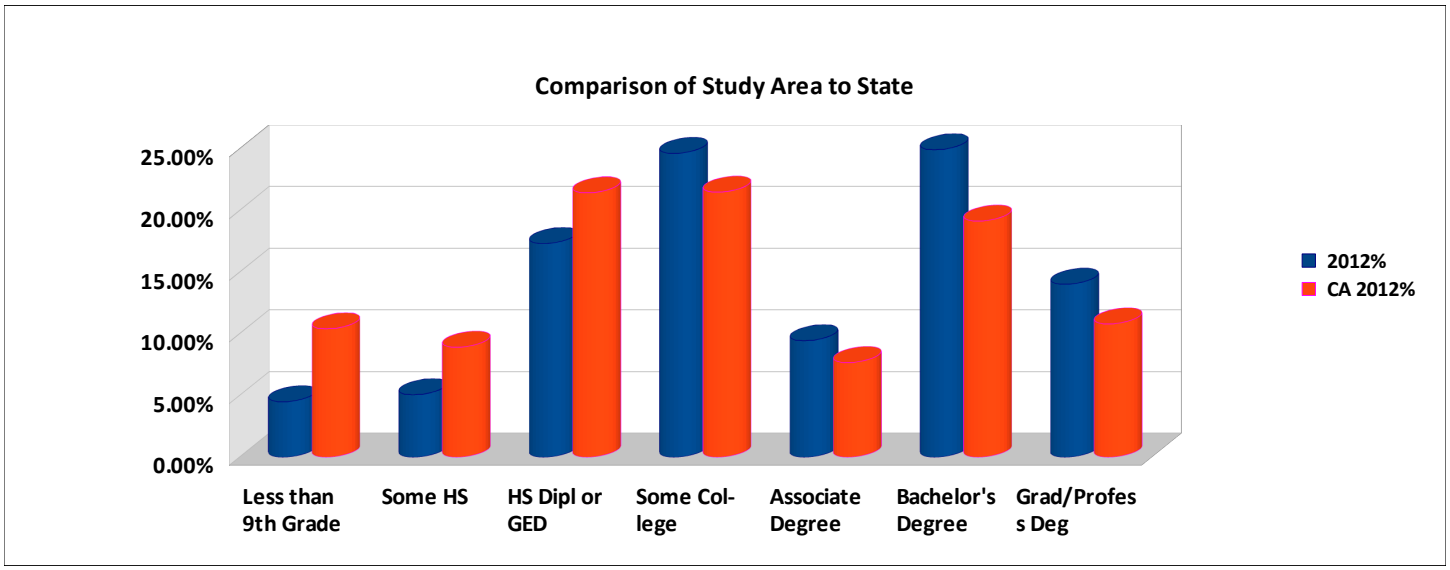
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of CALIFORNIA. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

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 1.0%.

EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2012	2017	CA 2012%	Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	4.5%	4.5%	4.5%	10.4%	43
Some HS	5.1%	5.1%	4.9%	8.9%	57
HS Dipl or GED	17.4%	17.3%	17.1%	21.5%	81
Some College	24.6%	24.7%	24.0%	21.5%	115
Associate Degree	9.4%	9.5%	9.6%	7.7%	123
Bachelor's Degree	24.9%	24.9%	25.5%	19.2%	130
Grad/Profess Deg	14.1%	14.0%	14.4%	10.8%	130

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

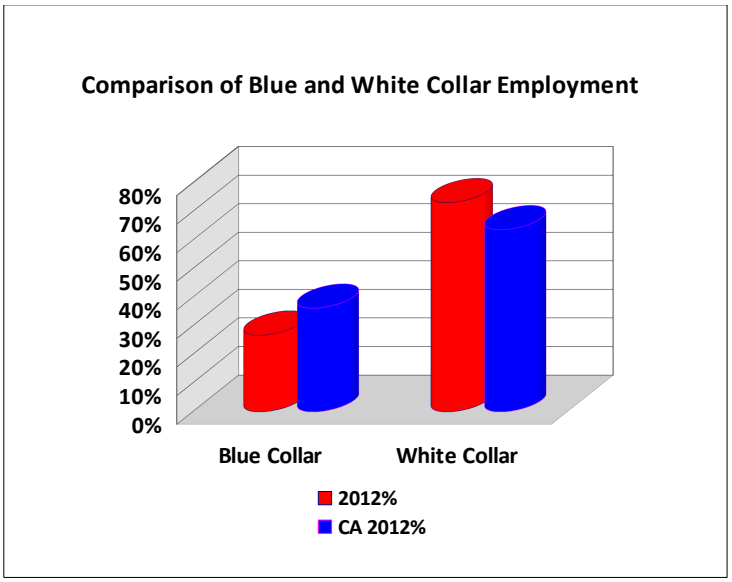
Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite

INSITE #9: POPULATION BY EMPLOYMENT

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

First is a report of the employed population 16 and over by the traditional "blue collar" and "white collar" occupations and compares these to the state. Second, it looks at the community by the seven standard census bureau occupations and compares them to the state.

EMPLOYED POPULATION: BLUE COLLAR OR WHITE COLLAR



On the chart to the left, the study area is compared to the state of CALIFORNIA. This study area is well above the state average for White Collar workers. It is well below the state average for Blue Collar workers.

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2012	CA 2012	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	1.9%	4.3%	44	Well below the state average.
Construction	6.0%	8.4%	71	Well below the state average.
Farming, Fishing, & Forestry	0.1%	1.4%	10	Well below the state average.
Food Preparation Serving	4.6%	5.0%	91	At about the state average.
Healthcare Support	1.1%	1.8%	59	Well below the state average.
Managerial Executive	18.6%	15.1%	123	Well above the state average.
Office Admin	14.2%	13.8%	103	At about the state average.
Personal Care	3.5%	4.0%	88	Well below the state average.
Production Transportation	8.3%	11.0%	76	Well below the state average.
Prof Specialty	25.6%	21.4%	120	Well above the state average.
Protective	2.3%	2.2%	109	At about the state average.
Sales	13.8%	11.5%	119	Well above the state average.

INSITE #10: MOSAIC HOUSEHOLD TYPES

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 Types 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.

	2012	2012%	State %	Comp Index	*Relative to the CA State Ave.*
Mosaic Types					
D16 Suburban Style - Settled in Suburbia	10,312	15.88%	1.31%	1214	Well above the state average
H26 Middle-class Melting Pot - Progressive Potpourri	8,160	12.56%	5.37%	234	Well above the state average
E19 Thriving Boomers - Full Pockets, Empty Nests	4,408	6.79%	2.95%	230	Well above the state average
C13 Booming with Confidence - Silver Sophisticates	4,272	6.58%	3.69%	178	Well above the state average
J34 Autumn Years - Aging in Place	4,164	6.41%	1.42%	451	Well above the state average
C11 Booming with Confidence - Aging of Aquarius	4,070	6.27%	2.78%	225	Well above the state average
Q63 Golden Year Guardians - Footloose and Family Free	3,002	4.62%	0.63%	738	Well above the state average
K39 Significant Singles - Metro Fusion	2,660	4.10%	3.83%	107	About average for the state
O54 Singles and Starters - Striving Single Scene	2,282	3.51%	1.52%	230	Well above the state average
G24 Young, City Solos - Status Seeking Singles	2,146	3.30%	1.41%	234	Well above the state average
I32 Family Union - Latin Flair	1,989	3.06%	5.84%	52	Well below the state average
K40 Significant Singles - Bohemian Groove	1,566	2.41%	1.79%	135	Well above the state average
K37 Significant Singles - Wired for Success	1,526	2.35%	1.96%	120	Somewhat above the state average
E20 Thriving Boomers - No Place Like Home	1,137	1.75%	0.64%	272	Well above the state average
P60 Cultural Connections - Ciudad Strivers	1,041	1.60%	4.90%	33	Well below the state average

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 CALIFORNIA. 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				
Political Organization-$200 Or More	1,840	2.8%	172	Well above the state ave.
Public Television-$200 Or More	814	1.3%	149	Well above the state ave.
Education-$200 Or More	4,360	6.7%	147	Well above the state ave.
Environmental-$200 Or More	1,215	1.9%	140	Well above the state ave.
Other-$200 Or More	4,969	7.6%	139	Well above the state ave.
Public Radio-$200 Or More	812	1.2%	134	Well above the state ave.
Private Foundation-$200 Or More	2,881	4.4%	124	Somewhat above the state ave.
Social Services/Welfare-$200 Or More	4,873	7.5%	118	Somewhat above the state ave.
Health-$200 Or More	2,858	4.4%	115	Somewhat above the state ave.

Summary of Charitable Contribution Findings:

Overall, it is estimated that households in this study area are somewhat above 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: 6.

The number of charitable sectors where giving is somewhat below the state average: 0.

The number of charitable sectors where giving is well below the state average: 0.

INSITE #12: RELIGIOUS PRACTICES

Religious practices differ greatly. For some people, the practice of religion is very important. For others less so. While the US continues to be a very religious country, the diversity of practice and beliefs continues to increase.

Summary of Religious Practices:

Though there are differences by each specific practice, taken together it is estimated that people in this study area are about the same as the state average in religious practices.

	Pop	% of Pop	Index	Interpretation
Adult Religious Practices				
Important to Attend Religious Services	31,043	23.0%	106	About average for the state.
Consider Myself A Spiritual Person	65,715	48.6%	102	About average for the state.
Conservative Evangelical Christian	47,670	35.2%	95	About average for the state.
Enjoy Watching Religious TV Programs	22,058	16.3%	90	Somewhat below the state ave.
My Faith Is Really Important To Me	23,171	17.1%	79	Somewhat below the state ave.

Summary findings:

The number of religious practices well above the state average is 0.

The number of religious practices somewhat above the state average is 0.

The number of religious practices somewhat below the state average is 2.

The number of religious practices well below the state average is 0.

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.

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 study area on the MissionInsite website.

Support

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