

The FullInsite Report

Prepared for: Meitler Consultants
Study area: Deanery 5 - KCSJ

Base State: KS,MO
Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Forecast: 2029
Date: 3/6/2020
Semi-Annual Projection: Fall

About the FullInsite Report

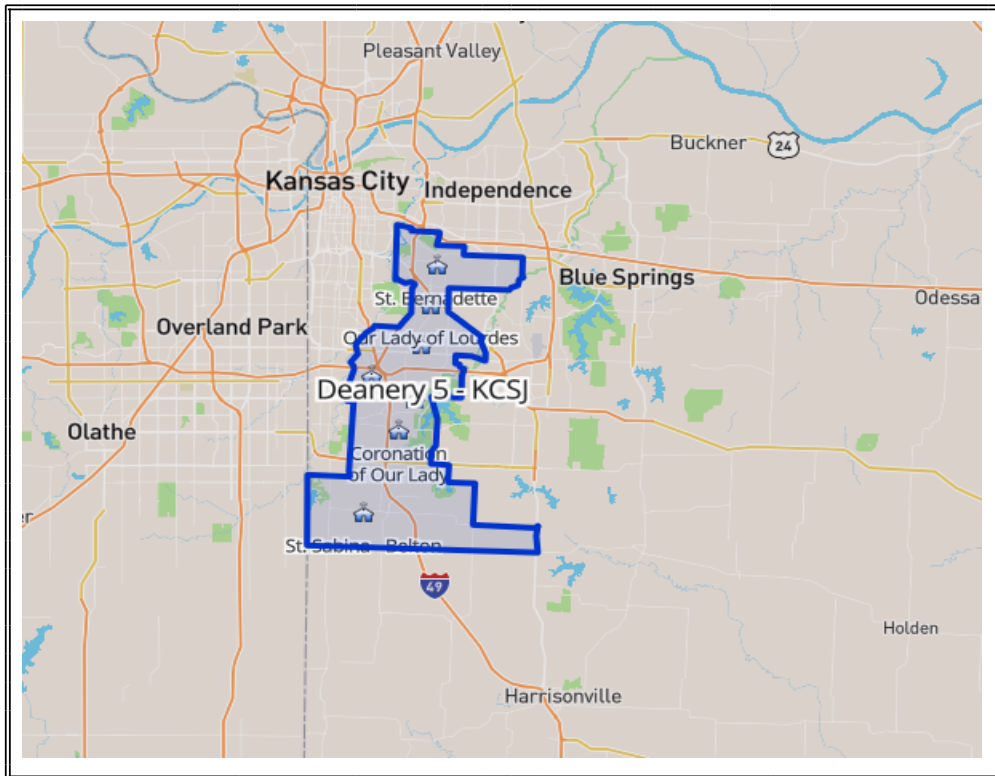
The FullInsite report is designed to provide an extensive demographic portrait of a user defined geographic area. The FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system!

The FullInsite report is divided into three sections, each providing a different approach to the data. Careful consideration is given to readability and graphic treatment. The hope is that the information it presents will be more accessible to the reader.

Three Sections

- The **StoryView** Report presents 9 demographic indicators of your study area.
- The **TrendView** provides four graphs that reflect the more significant demographic trends that will shape the study area in the 5 to 10 year future.
- The **ThemeView** Report provides a wealth of demographic detail across six themes: People, Households, Families, Diversity, Housing and Work.

THE STUDY AREA



More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

StoryView

Significant Demographic Indicators of the Study Area's Story

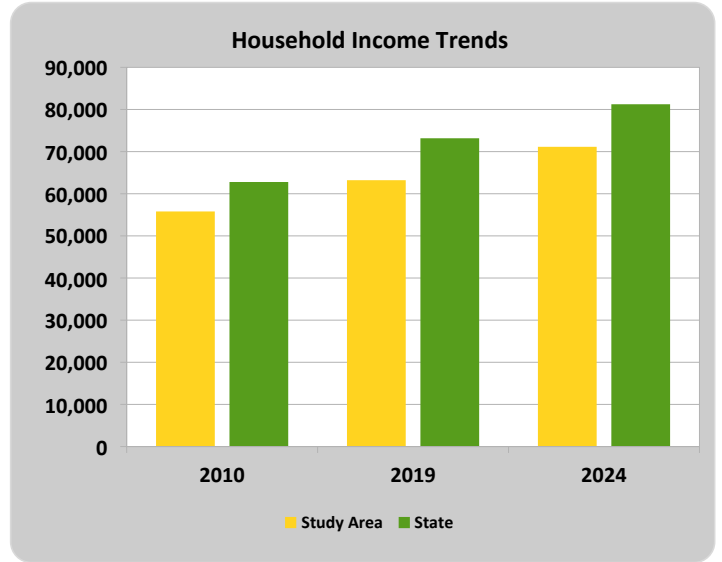
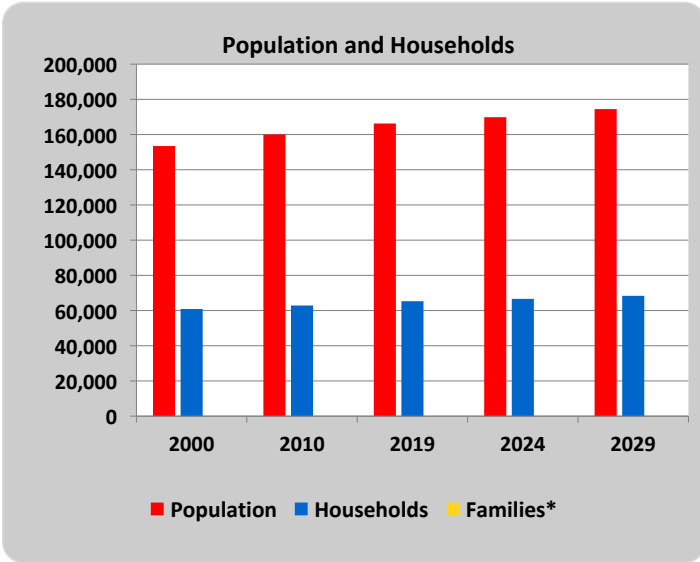
1	Population Change In the 10 year future, how is the population in this area expected to change? <small>(See the Population Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Growth</td> <td>Significant Growth</td> </tr> </table>	Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth			
2	Household Change In the 10 year future, how are the households in this area expected to change? <small>(See Households Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Increase</td> <td>Significant Increase</td> </tr> </table>	Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase
Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase			
3	Families with Children Compared to the state, are families with children more or less likely to live in two parent households? <small>(See Families Theme)</small>	<table border="1"> <tr> <td>Significantly Less</td> <td>Somewhat Less</td> <td>About the Same</td> <td>Somewhat More</td> <td>Significantly More</td> </tr> </table>	Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More			
4	Adult Educational Attainment For this area, what is the general level of education of the adults 25 and older? <small>(See the People Theme)</small>	<table border="1"> <tr> <td>Very Low</td> <td>Low</td> <td>Mixed</td> <td>High</td> <td>Very High</td> </tr> </table>	Very Low	Low	Mixed	High	Very High
Very Low	Low	Mixed	High	Very High			
5	Community Diversity Index How diverse is the racial/ethnic mix of this area? <small>(See the Diversity Theme)</small>	<table border="1"> <tr> <td>Very Homogeneous</td> <td>Homogeneous</td> <td>Moderately Diverse</td> <td>Very Diverse</td> <td>Extremely Diverse</td> </tr> </table>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse			
6	Median Family Income How does the median family income compare to the state for this area? <small>(See the Income Theme)</small>	<table border="1"> <tr> <td>Significantly Less</td> <td>Somewhat Less</td> <td>About the Same</td> <td>Somewhat Greater</td> <td>Significantly Greater</td> </tr> </table>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater			
7	Poverty Compared to the state, are the number of families in poverty above or below the state average? <small>(See the Families Theme)</small>	<table border="1"> <tr> <td>Significantly Below</td> <td>Somewhat Below</td> <td>About the Same</td> <td>Somewhat Above</td> <td>Significantly Above</td> </tr> </table>	Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above			
8	Blue to White Collar Occupations On a continuum between blue collar and white collar occupations, where does this area fall? <small>(See the Work Theme)</small>	<table border="1"> <tr> <td>Very Blue Collar</td> <td>Somewhat Blue</td> <td>Closely Split</td> <td>Somewhat White</td> <td>Very White Collar</td> </tr> </table>	Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar			
9	Largest Racial/Ethnic Group In this area, which racial/ethnic group is the largest percentage of the population? <small>(See the Diversity Theme)</small>	<table border="1"> <tr> <td>Asian (NH)</td> <td>Black/Afri American (NH)</td> <td>White (NH)</td> <td>Hispanic or Latino</td> <td>Pac Is/Amer Ind/Other</td> </tr> </table>	Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other
Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other			

TrendView

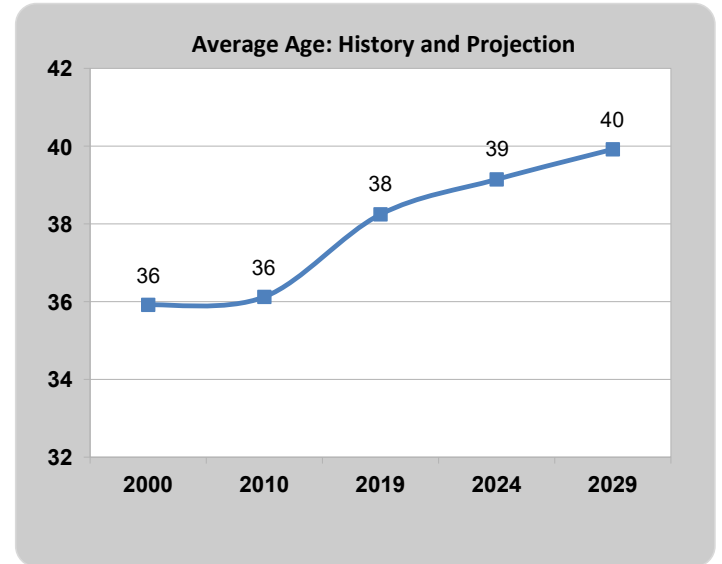
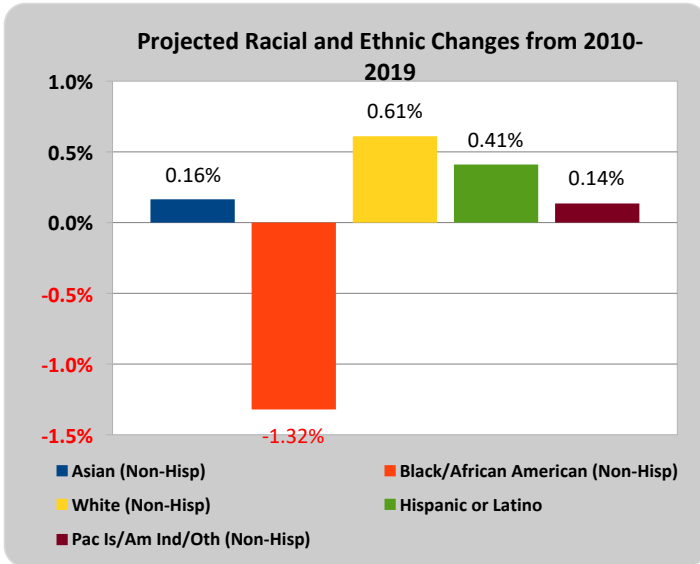
Significant Demographic Estimates and Projections

Prepared for: Meitler Consultants
Study Area: Deanery 5 - KCSJ

Base State: KS,MO
Date of Report: 3/6/2020



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



Demographic Descriptions of the Study Area

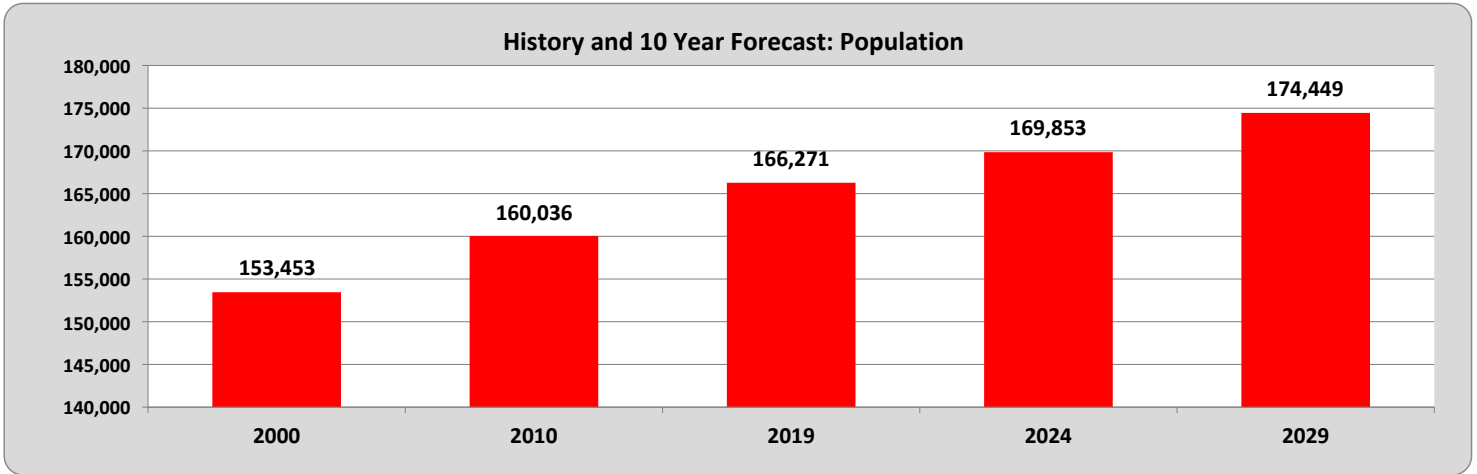
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People and Change

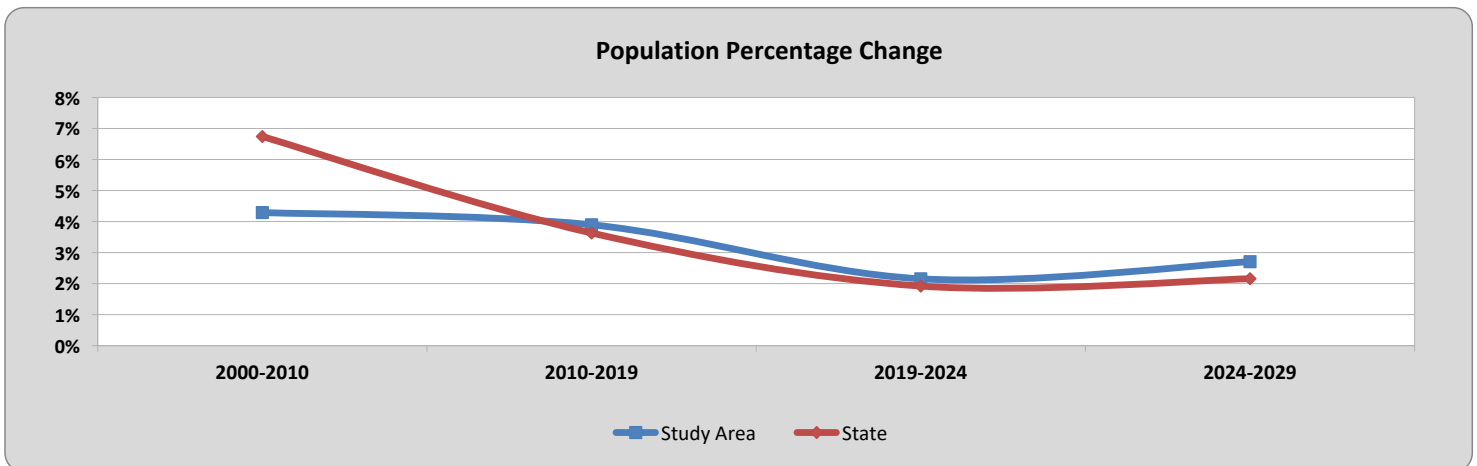
Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time, including a current estimate and, 5 and 10 year forecast.

Population History with 5 and 10 Year Projected Change



Population Trends	2000	2010	2019	2024	2029
Study Area Population	153,453	160,036	166,271	169,853	174,449
Population Change		6,583	6,235	3,582	4,596
Percent Change		4.29%	3.90%	2.15%	2.71%
State Population	8,283,627	8,842,045	9,163,154	9,339,101	9,540,586
Population Change		558,418	321,109	175,947	201,485
Percent Change		6.74%	3.63%	1.92%	2.16%

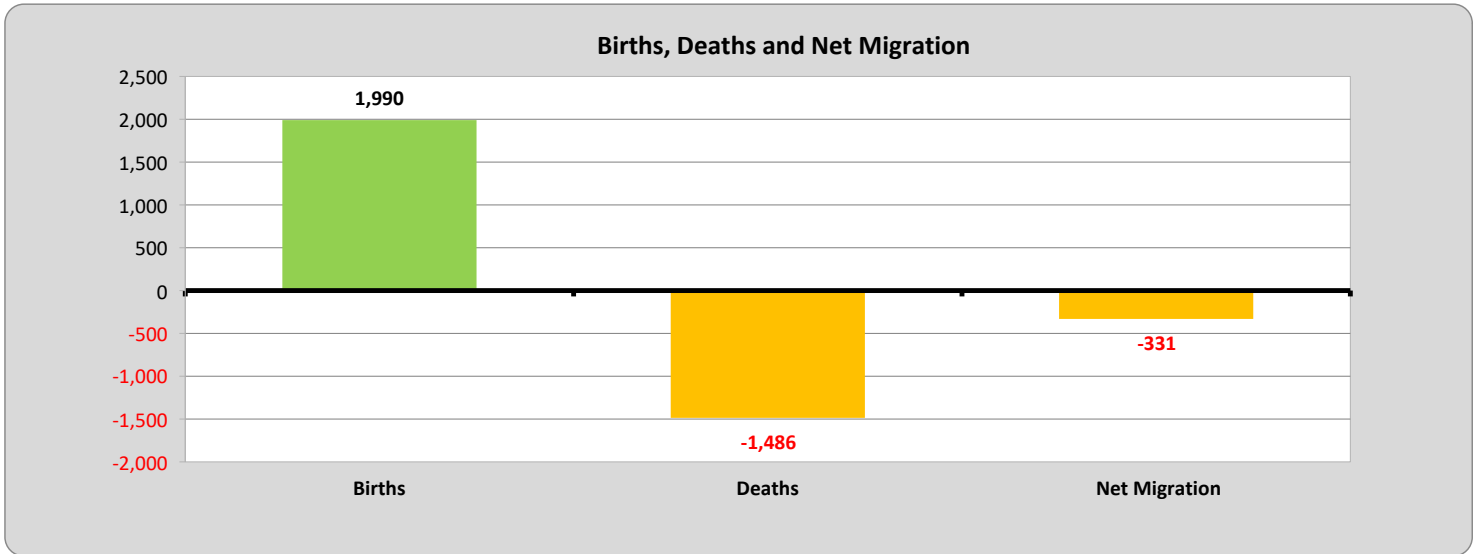
Projected Percentage Population Change: Comparison of Study Area to State



People and Change

Recent 8 Quarter History	2017 3rd Qtr	2017 4th Qtr	2018 1st Qtr	2018 2nd Qtr	2018 3rd Qtr	2018 4th Qtr	2019 1st Qtr	2019 2nd Qtr
Population	166,041	165,843	165,931	165,930	166,098	166,375	166,314	166,010
Change		-198	88	-1	168	277	-61	-304
Percent Change		-0.12%	0.05%	-0.00%	0.10%	0.17%	-0.04%	-0.18%
Seasonal Population	461	369	2	369	496	369	0	369
Change		-92	-367	367	127	-127	-369	369
Percent Change		-19.96%	-99.46%	18350.00%	34.42%	-25.60%	-100.00%	0.00%
Transient Population	912	928	814	758	899	941	797	769
Change		16	-114	-56	141	42	-144	-28
Percent Change		1.75%	-12.28%	-6.88%	18.60%	4.67%	-15.30%	-3.51%

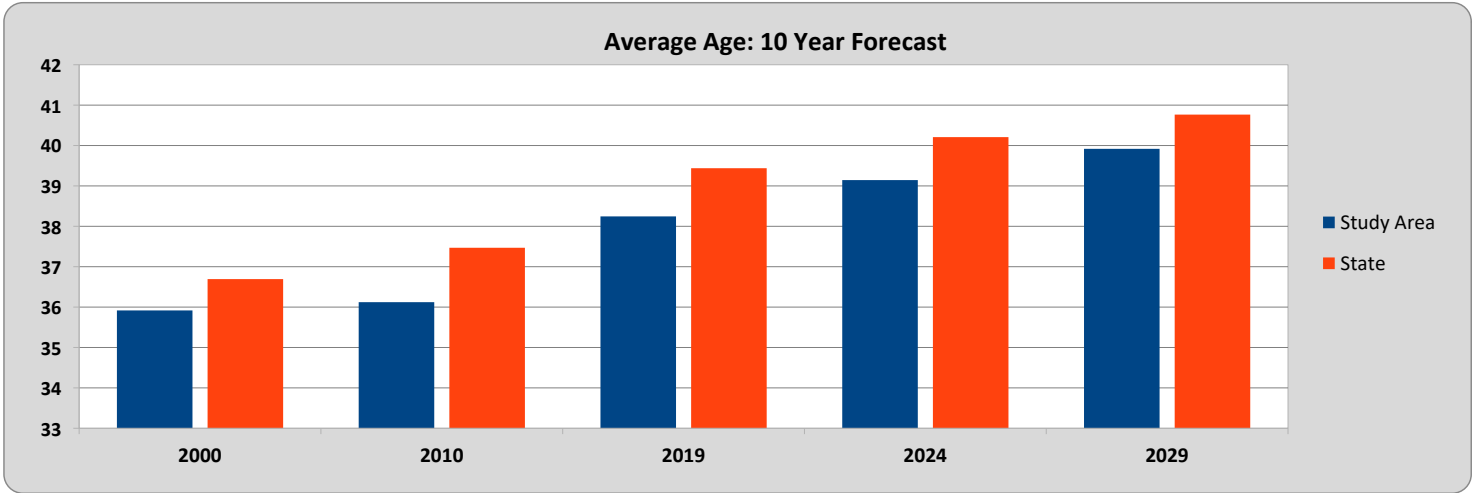
Factors Effecting Population Change: Prior 12 Months



	2019
Factors Effecting Population Change	
Births	1,990
Deaths	1,486
Net Migration	-331
Net 12-Month Change	0
(Births minus deaths plus net migration = Net 12 month Change)	

	2010		2019		2024		2029		10 Yr Change
Population by Gender									
Female	84,348	52.71%	87,130	52.40%	88,731	52.24%	90,893	52.10%	-0.30%
Male	75,688	47.29%	79,141	47.60%	81,122	47.76%	83,555	47.90%	0.30%
Totals:	160,036	100.00%	166,271	100.00%	169,853	100.00%	174,448	100.00%	

Average Age with State Comparison

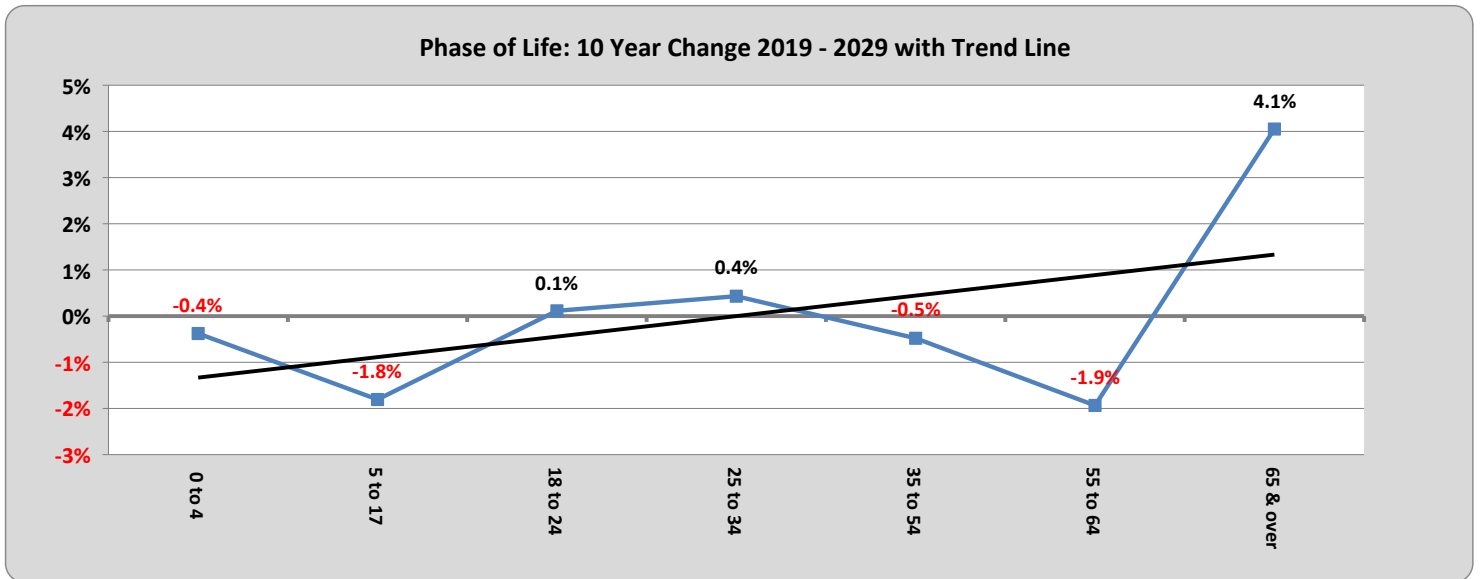


Age Trends	2000	2010	2019	2024	2029
Average Age: Study Area	35.92	36.12	38.25	39.14	39.92
Average Age Change		0.20	2.12	0.90	0.77
Percent Change		0.57%	5.88%	2.35%	1.98%
Median Age	34	34	36	37	38

Age: State	2000	2010	2019	2024	2029
Average Age: State	36.69	37.47	39.44	40.21	40.77
Average Age Change		0.78	1.97	0.77	0.56
Percent Change		2.11%	5.26%	1.95%	1.39%
Median Age	35	36	37	38	38

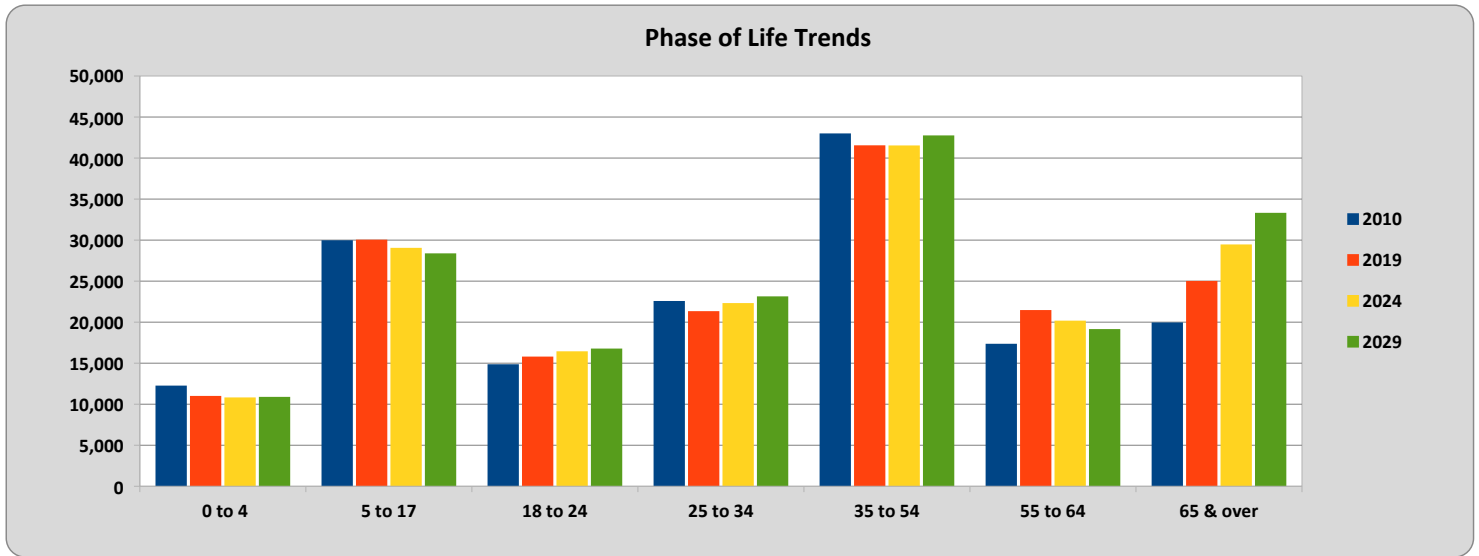
Phase of Life Projected Change

As people Age, they pass through various life phases. Based upon the number of persons born each year, the result can produce increases and decreases in various life phases.

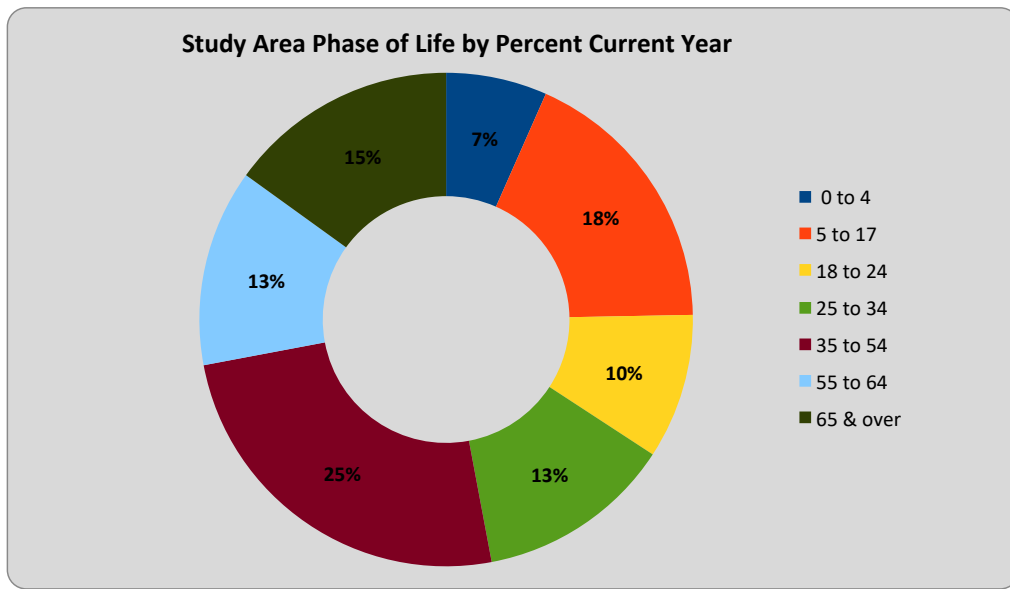


People by Age

Phase of Life



Current Year Population by Phase of Life

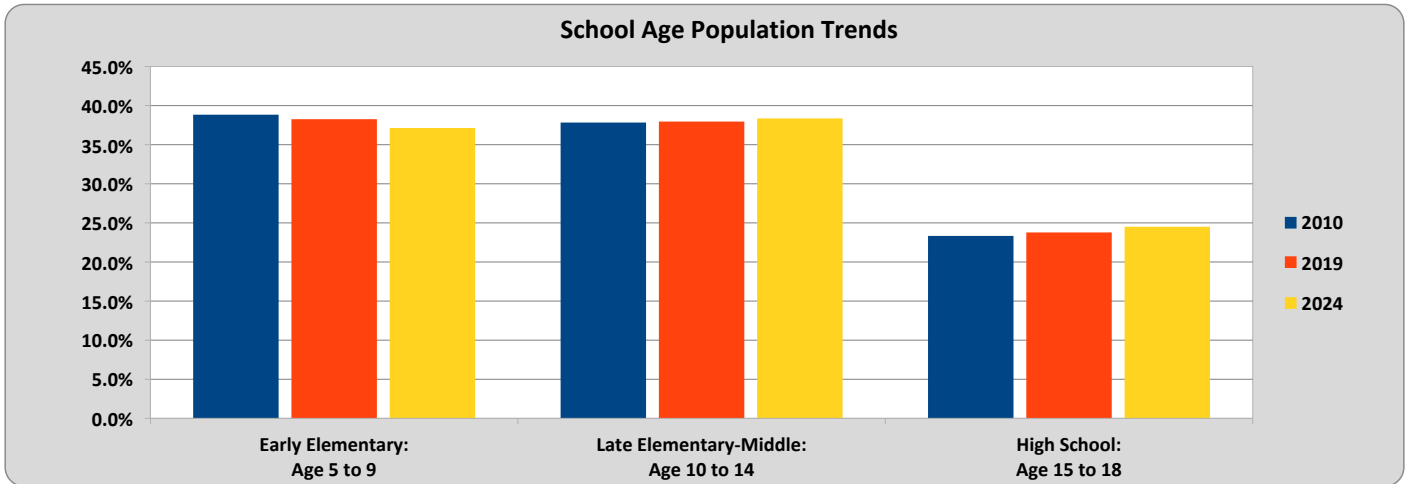


	2010		2019		2024		2029		10 Yr Change
Phase of life Forecast									
Before Formal Schooling: Ages 0 to 4	12,268	7.67%	11,011	6.62%	10,827	6.37%	10,895	6.25%	-0.38%
Required Formal Schooling: Ages 5 to 17	29,983	18.74%	30,058	18.08%	29,057	17.11%	28,386	16.27%	-1.81%
College/Career Starts: Ages 18 to 24	14,870	9.29%	15,805	9.51%	16,449	9.68%	16,782	9.62%	0.11%
Singles and Young Families: Ages 25 to 34	22,581	14.11%	21,342	12.84%	22,326	13.14%	23,144	13.27%	0.43%
Families/Empty Nesters: Ages 35 to 54	43,003	26.87%	41,553	24.99%	41,537	24.45%	42,760	24.51%	-0.48%
Enrich Years Singles/Couples: Ages 55 to 64	17,366	10.85%	21,476	12.92%	20,184	11.88%	19,157	10.98%	-1.93%
Retirement Opportunities: Age 65 and over	19,966	12.48%	25,026	15.05%	29,473	17.35%	33,325	19.10%	4.05%
Totals:	160,037	100.00%	166,271	100.00%	169,853	100.00%	174,449	100.00%	

Phase of Life presents how a community changes and people age through their various life phases.

People by Age

School Age Population Trends



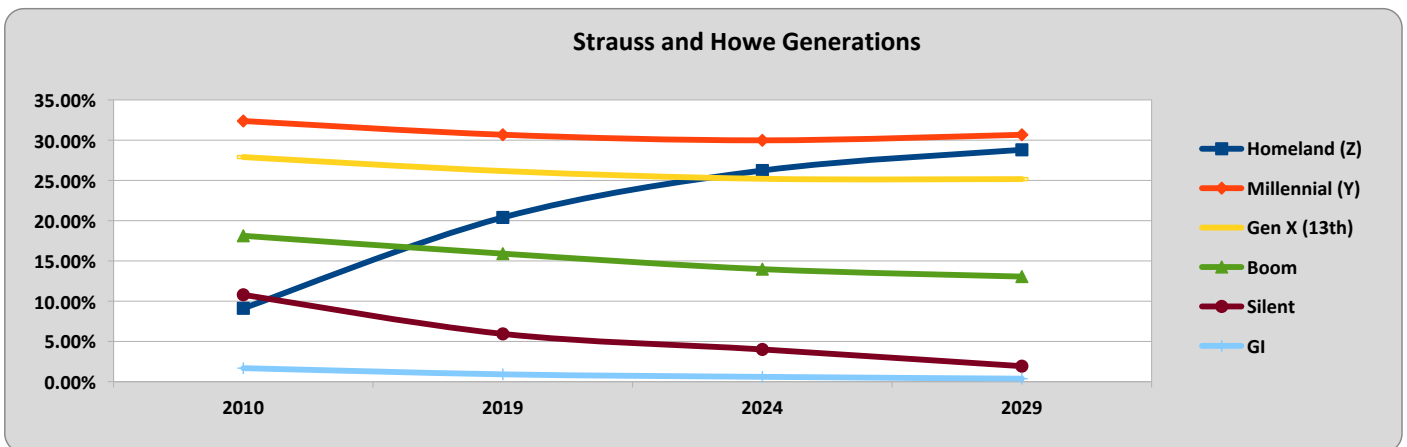
Study Area	Study Area			5 Yr Chg	KS,MO			Comp Index CY			
	2010	2019	2024		2010	2019	2024				
School Age Population Trends											
Early Elem: 5 to 9	11,644	38.84%	11,501	38.26%	10,790	37.14%	-1.13%	38.09%	37.98%	37.89%	101
Late Elem-Mid: 10 to 14	11,343	37.83%	11,410	37.96%	11,146	38.36%	0.40%	38.28%	37.98%	38.15%	100
High School: 15 to 17	6,996	23.33%	7,147	23.78%	7,120	24.50%	0.73%	23.64%	24.04%	23.96%	99
Totals:	29,983	100.00%	30,058	100.00%	29,056	100.00%		100.00%	100.00%	100.00%	

Age by Generations

Generations	S & H Type	Initial Birth Yr	Final Birth Yr	2010		2019		2024		2029	
Homeland (Z)	Artist	2005	2025	14,592	9.12%	33,923	20.40%	44,553	26.23%	47,893	28.80%
Millennial (Y)	Hero	1982	2004	51,821	32.38%	51,002	30.67%	50,921	29.98%	50,995	30.67%
Gen X (13th)	Nomad	1961	1981	44,652	27.90%	43,507	26.17%	42,807	25.20%	41,845	25.17%
Boom	Prophet	1946	1960	29,004	18.12%	26,443	15.90%	23,744	13.98%	21,710	13.06%
Silent	Artist	1925	1945	17,276	10.79%	9,873	5.94%	6,803	4.01%	3,207	1.93%
GI	Hero	1901	1924	2,691	1.68%	1,522	0.92%	1,024	0.60%	627	0.38%
Totals:				160,036	100.00%	166,270	100.00%	169,852	100.00%	166,278	100.00%

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

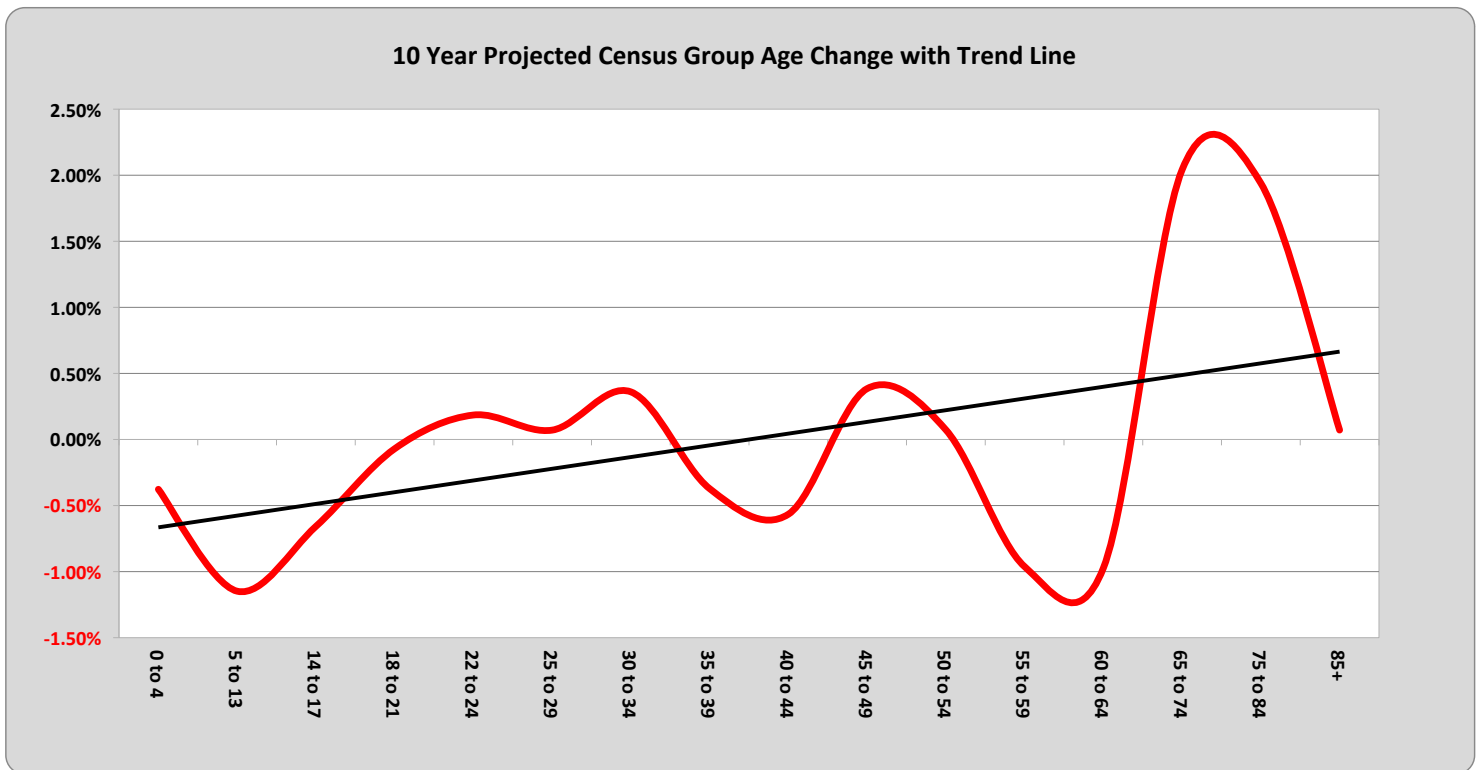
Generations as Percentage of the Population Trends



People by Age

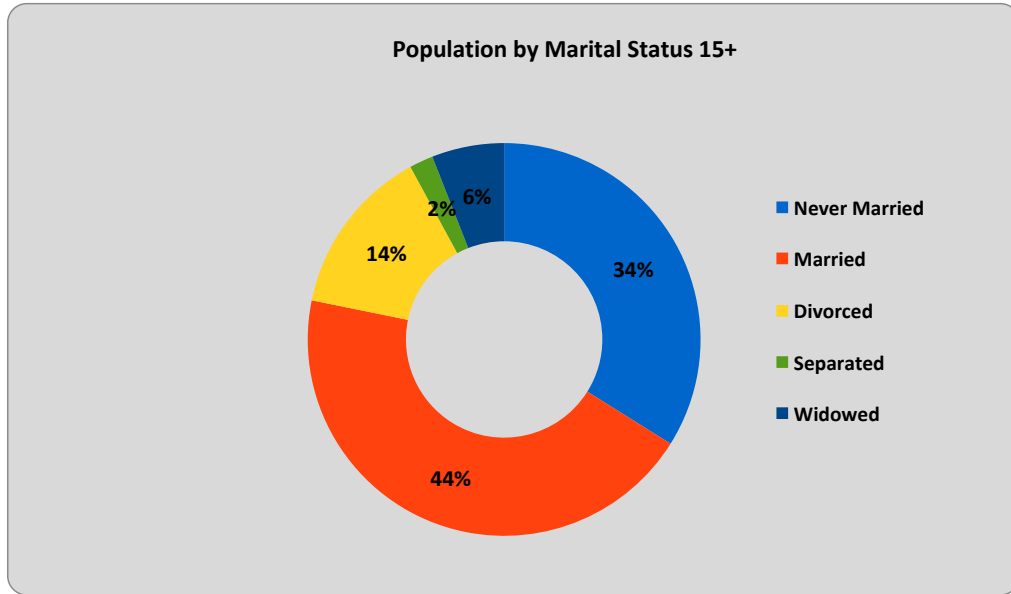
	2010		2019		2024		2029		10 Yr Change
Population by Age Forecast									
0 to 4	12,268	7.67%	11,011	6.62%	10,827	6.37%	10,895	6.25%	-0.38%
5 to 13	20,858	13.03%	20,571	12.37%	19,603	11.54%	19,580	11.22%	-1.15%
14 to 17	9,125	5.70%	9,487	5.71%	9,454	5.57%	8,806	5.05%	-0.66%
18 to 21	8,398	5.25%	9,158	5.51%	9,643	5.68%	9,486	5.44%	-0.07%
22 to 24	6,472	4.04%	6,647	4.00%	6,806	4.01%	7,297	4.18%	0.19%
25 to 29	11,619	7.26%	11,049	6.65%	11,311	6.66%	11,716	6.72%	0.07%
30 to 34	10,962	6.85%	10,293	6.19%	11,015	6.48%	11,428	6.55%	0.36%
35 to 39	10,119	6.32%	11,182	6.73%	10,174	5.99%	11,083	6.35%	-0.37%
40 to 44	9,984	6.24%	10,613	6.38%	11,071	6.52%	10,148	5.82%	-0.57%
45 to 49	11,263	7.04%	9,877	5.94%	10,522	6.19%	11,034	6.33%	0.38%
50 to 54	11,638	7.27%	9,881	5.94%	9,770	5.75%	10,495	6.02%	0.07%
55 to 59	9,662	6.04%	10,829	6.51%	9,696	5.71%	9,683	5.55%	-0.96%
60 to 64	7,704	4.81%	10,647	6.40%	10,488	6.17%	9,473	5.43%	-0.97%
65 to 74	10,261	6.41%	15,145	9.11%	18,042	10.62%	19,451	11.15%	2.04%
75 to 84	6,907	4.32%	7,407	4.45%	9,012	5.31%	11,155	6.39%	1.94%
85+	2,799	1.75%	2,473	1.49%	2,420	1.42%	2,719	1.56%	0.07%
Totals:	160,039	100.00%	166,270	100.00%	169,854	100.00%	174,449	100.00%	

Age Category Changes



People by Household Type and Marital Status

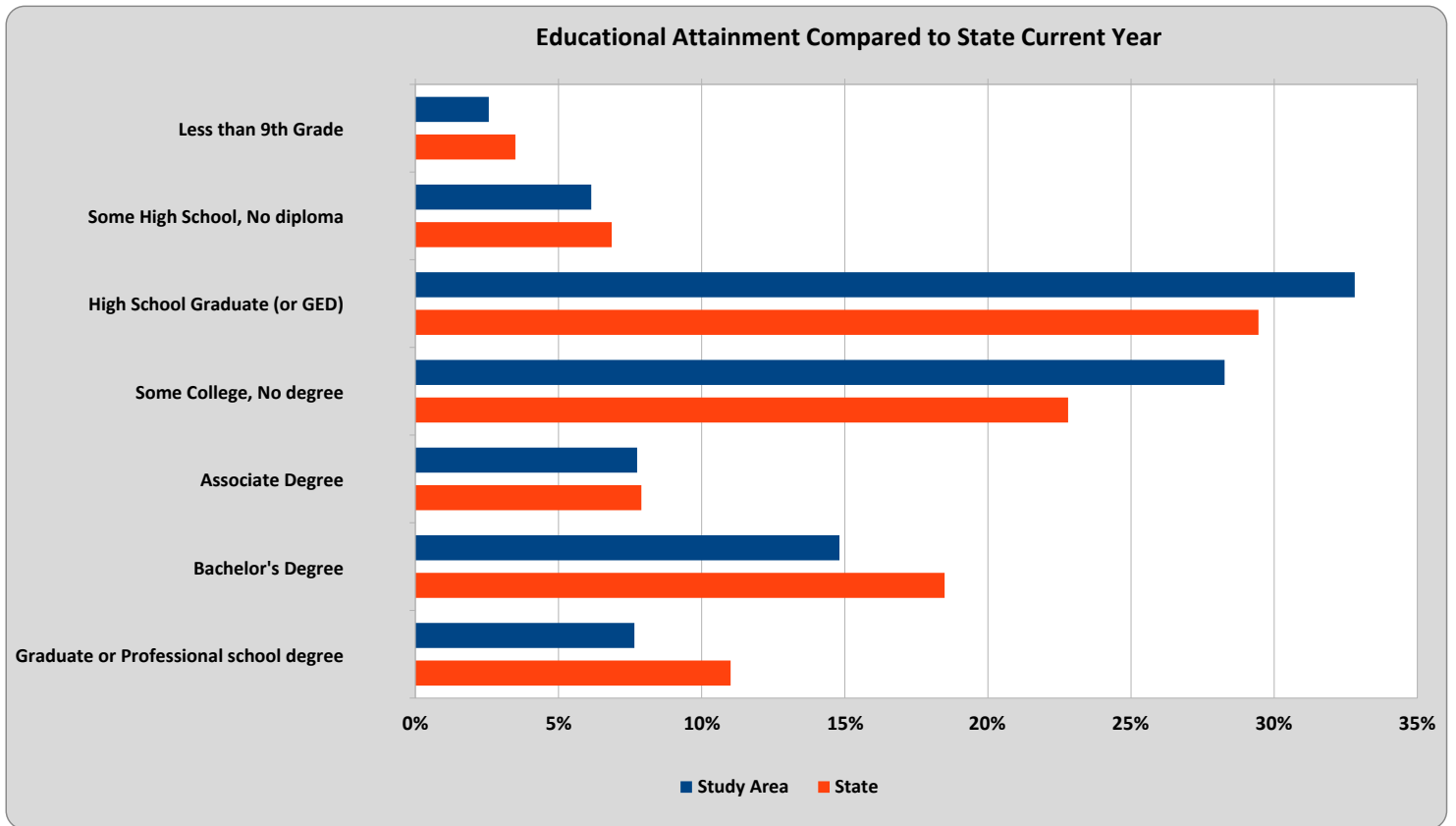
Population by Household Type



	Study Area							State of KS,MO		Comp Index CY
	2010		2019		2024		5 Yr Chg	2019		
Population by Household Type Trends										
Population in Family Households	131,788	82.35%	137,132	82.47%	140,310	82.61%	0.13%	7,372,480	80.46%	103
Population in Non-Family Households	26,640	16.65%	27,498	16.54%	27,865	16.41%	-0.13%	1,532,298	16.72%	99
Population in Group Quarters	1,608	1.00%	1,641	0.99%	1,678	0.99%	0.00%	258,376	2.82%	35
Totals:	160,036	100.00%	166,271	100.00%	169,853	100.00%		9,163,154	100.00%	
Population by Marital Status 15+										
Never Married	36,337	28.63%	45,670	33.91%	48,219	34.58%	0.68%	2,234,445	29.47%	115
Married	63,081	49.71%	59,647	44.28%	61,090	43.82%	-0.47%	3,853,980	50.84%	87
Divorced	16,018	12.62%	18,711	13.89%	19,583	14.05%	0.15%	896,861	11.83%	117
Separated	3,208	2.53%	2,637	1.96%	2,587	1.86%	-0.10%	125,467	1.66%	118
Widowed	8,266	6.51%	8,024	5.96%	7,945	5.70%	-0.26%	470,127	6.20%	96
Totals:	126,910	100.00%	134,689	100.00%	139,424	100.00%		7,580,880	100.00%	
Population by Marital Status Single Female 15+										
Divorced	9,278	26.99%	10,910	27.46%				493,988	25.89%	106
Never Married	18,306	53.26%	22,716	57.18%				1,046,806	54.87%	104
Widowed	6,787	19.75%	6,100	15.36%				366,944	19.23%	80
Totals:	34,371	100.00%	39,726	100.00%				1,907,738	100.00%	
Population by Marital Status Single Male 15+										
Divorced	6,741	25.68%	7,801	23.87%				402,873	23.79%	100
Never Married	18,031	68.69%	22,955	70.24%				1,187,639	70.12%	100
Widowed	1,479	5.63%	1,925	5.89%				103,183	6.09%	97
Totals:	26,251	100.00%	32,681	100.00%				1,693,695	100.00%	
Population by Group Quarters										
Institutionalized	957	59.51%	946	60.06%				133,388	52.87%	114
Non-institutionalized: College	96	5.97%	96	6.10%				80,553	31.93%	19
Non-institutionalized: Military	49	3.05%	49	3.11%				15,635	6.20%	50
Non-institutionalized: Other	506	31.47%	484	30.73%				22,733	9.01%	341
Totals:	1,608	100.00%	1,575	100.00%				252,309	100.00%	

People by Education and School Enrollment

Population by Educational Attainment: 25+

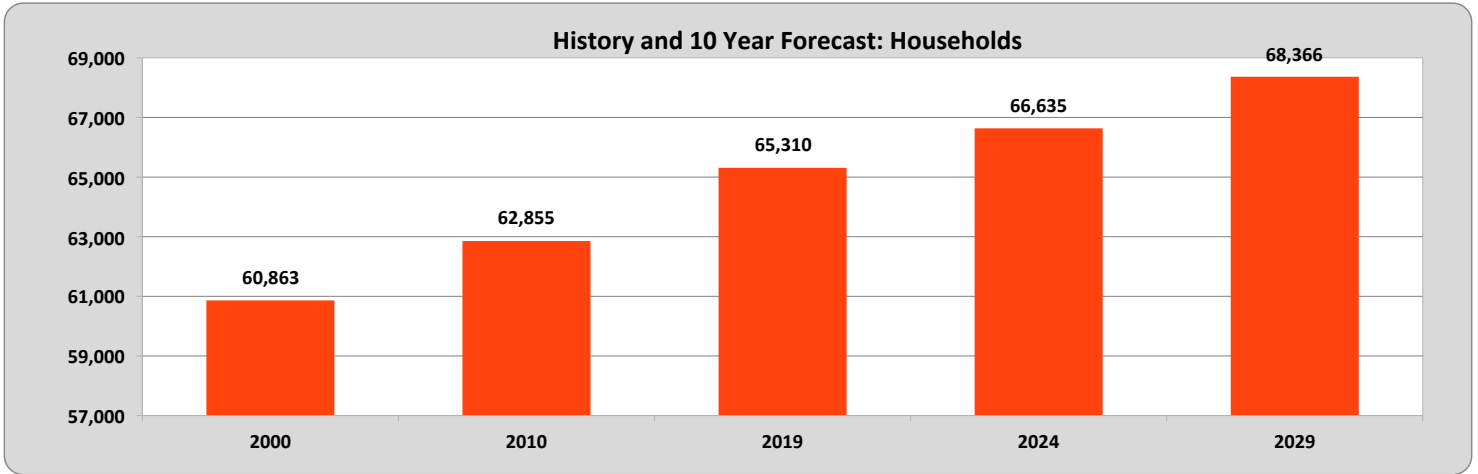


	Study Area							KS,MO 2019	Comp Index CY
	2010	2019	2019	2024	2024	5 Yr Chg			
Population by Educational Attainment: 25+									
Less than 9th grade	2,363	2.30%	2,806	2.56%	2,837	2.55%	-0.01%	3.49%	73
Some High School, No diploma	8,366	8.13%	6,721	6.14%	6,763	6.09%	-0.06%	6.86%	90
High School Graduate (or GED)	35,348	34.35%	35,897	32.81%	36,245	32.63%	-0.19%	29.45%	111
Some College, No degree	27,056	26.29%	30,924	28.27%	31,305	28.18%	-0.09%	22.80%	124
Associate Degree	7,764	7.54%	8,474	7.75%	8,704	7.83%	0.09%	7.89%	98
Bachelor's Degree	14,969	14.55%	16,205	14.81%	16,473	14.83%	0.02%	18.49%	80
Graduate or Professional School	7,049	6.85%	8,370	7.65%	8,765	7.89%	0.24%	11.01%	69
Totals:	102,915	100.00%	109,397	100.00%	111,092	100.00%		100.00%	
Population: Currently Enrolled in Education									
High School			9,054	26.50%					
Kindergarten/Elementary School			22,251	65.12%					
Nursery School/Preschool			2,862	8.38%					
Totals:			34,167	100.00%					

Households and Change

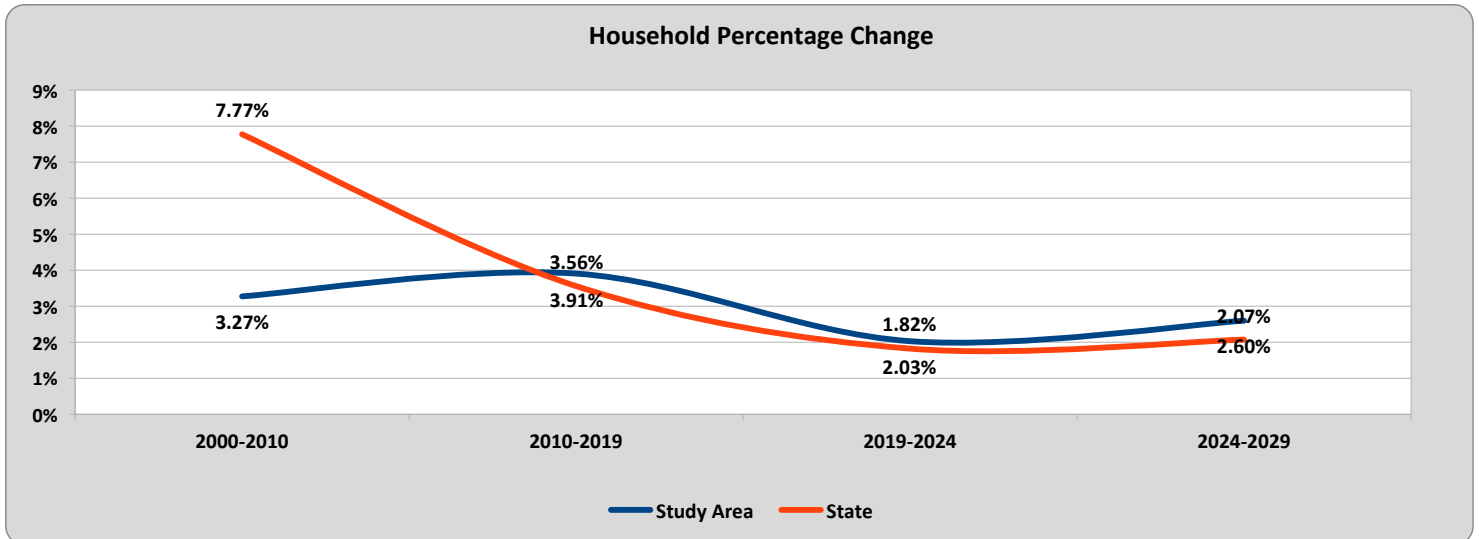
A household is defined as all people who occupy a housing unit. It includes two sub-categories: family households and non-family households. Group quarters are not included in this report.

Household History with 5 and 10 Year Projected Change



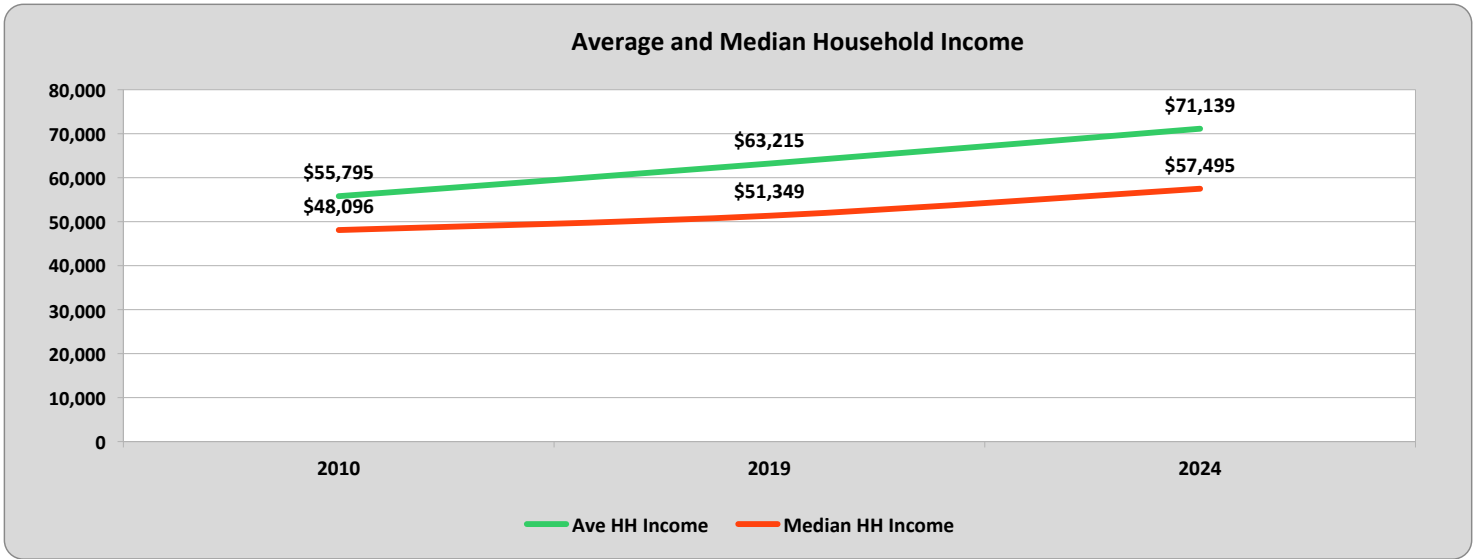
Household Trends	2000	2010	2019	2024	2029
Study Area Households	60,863	62,855	65,310	66,635	68,366
Households Change		1,992	2,455	1,325	1,731
Percent Change		3.27%	3.91%	2.03%	2.60%
State Households	3,236,151	3,487,707	3,611,829	3,677,645	3,753,907
Households Change		251,556	124,122	65,816	76,262
Percent Change		7.77%	3.56%	1.82%	2.07%
Population / Households	2.52	2.55	2.55	2.55	2.55
Population / Households Change		0.02	0.00	0.00	0.00
Percent Change		0.98%	-0.01%	0.12%	0.11%

Projected Percentage Household Change: Comparison of Study Area to State



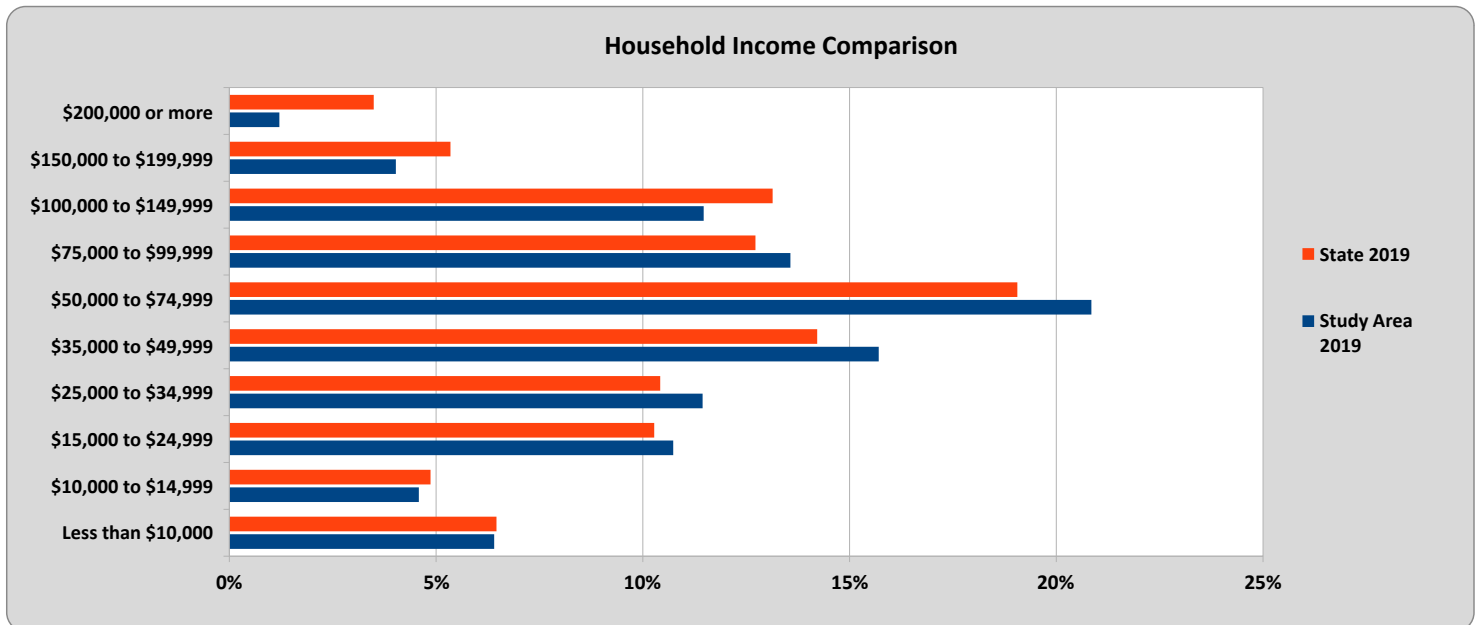
Households by Income

Average and Median Household Income Trends



Household Income Trends	2010	2019	2024
Study Area: Average HH Income	55,795	63,215	71,139
Households Change		7,419	7,924
Percent Change		13.30%	12.54%
Study Area: Median HH Income	48,096	51,349	57,495
Per Capita Income	21,914	24,830	27,909
Per Capita Income Change		2,916	3,078
Percent Change		13.31%	12.40%
State Average HH Income	62,787	73,167	81,241
Households Change		10,380	8,073
Percent Change		16.53%	11.03%
Average HH Income Comparative Index	89	86	88

Current Year Estimated Household Income Comparison to State

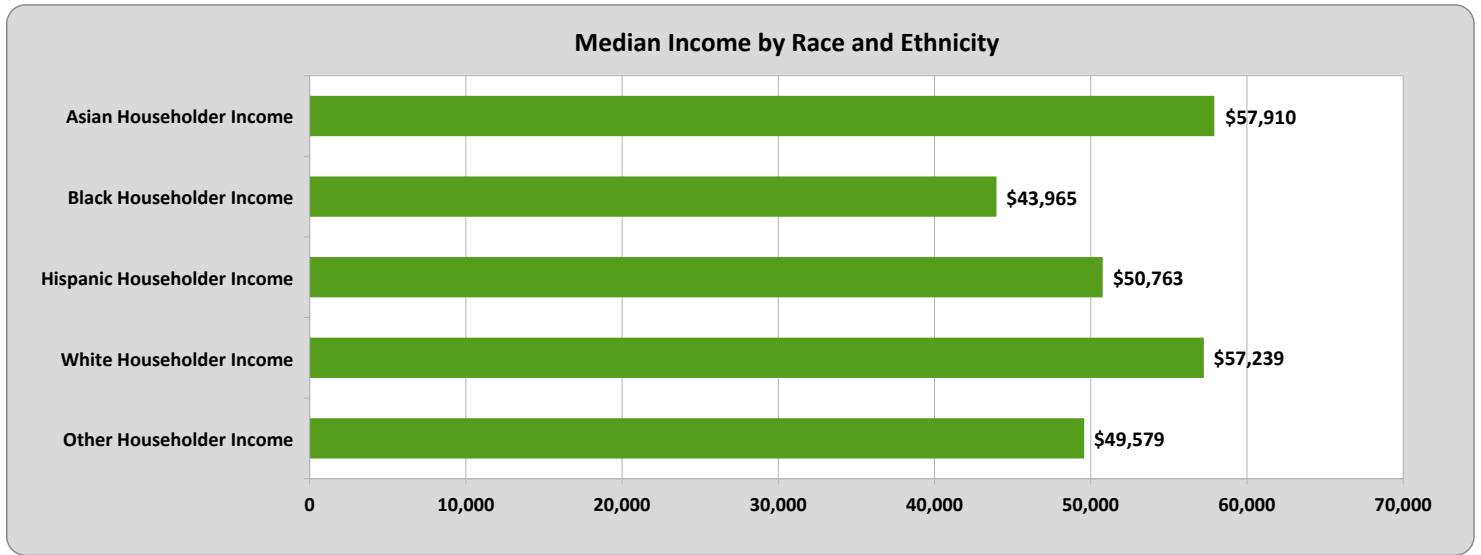


Households by Income

	Study Area							KS,MO	Comp Index
	2010		2019		2024		5 Yr Chg	2019	CY
Household Income Forecast by Category									
Less than \$10,000	4,682	7.45%	4,183	6.40%	3,642	5.47%	-0.94%	6.46%	99
\$10,000 to \$14,999	2,994	4.76%	2,993	4.58%	2,523	3.79%	-0.80%	4.87%	94
\$15,000 to \$24,999	6,609	10.52%	7,011	10.74%	6,092	9.14%	-1.59%	10.28%	104
\$25,000 to \$34,999	8,248	13.13%	7,475	11.45%	6,749	10.13%	-1.32%	10.42%	110
\$35,000 to \$49,999	10,175	16.19%	10,257	15.71%	10,432	15.65%	-0.05%	14.22%	110
\$50,000 to \$74,999	14,316	22.78%	13,616	20.85%	12,942	19.42%	-1.43%	19.06%	109
\$75,000 to \$99,999	7,956	12.66%	8,862	13.57%	9,686	14.54%	0.97%	12.72%	107
\$100,000 to \$149,999	6,156	9.80%	7,492	11.47%	9,404	14.11%	2.64%	13.14%	87
\$150,000 to \$199,999	1,181	1.88%	2,630	4.03%	3,308	4.96%	0.94%	5.35%	75
\$200,000 or more	517	0.82%	790	1.21%	1,859	2.79%	1.58%	3.49%	35
Totals:	62,834	100.00%	65,309	100.00%	66,637	100.00%		100.00%	
Family Income Forecast by Category									
Less than \$10,000			2,181	5.10%	2,139	4.89%	-0.002175	3.97%	129
\$10,000 to \$14,999			1,275	2.98%	1,244	2.84%	-0.14%	2.89%	103
\$15,000 to \$24,999			3,335	7.81%	3,306	7.55%	-0.25%	7.17%	109
\$25,000 to \$34,999			4,294	10.05%	4,777	10.91%	0.86%	8.59%	117
\$35,000 to \$49,999			6,186	14.48%	6,217	14.21%	-0.27%	13.25%	109
\$50,000 to \$74,999			9,702	22.71%	9,851	22.51%	-0.20%	20.37%	111
\$75,000 to \$99,999			6,565	15.37%	6,708	15.33%	-0.04%	15.20%	101
\$100,000 to \$149,999			6,447	15.09%	6,641	15.17%	0.08%	16.83%	90
\$150,000 to \$199,999			2,086	4.88%	2,207	5.04%	0.16%	7.09%	69
\$200,000 or more			653	1.53%	676	1.54%	0.02%	4.65%	33
Totals:			42,724	100.00%	43,766	100.00%		100.00%	
Non-family Income Forecast by Category									
Less than \$10,000			1,637	7.25%	1,439	6.29%	-0.96%	7.85%	92
\$10,000 to \$14,999			1,196	5.30%	1,021	4.46%	-0.83%	5.78%	92
\$15,000 to \$24,999			2,646	11.71%	2,316	10.13%	-1.59%	11.58%	101
\$25,000 to \$34,999			2,359	10.44%	2,011	8.79%	-1.65%	9.19%	114
\$35,000 to \$49,999			3,743	16.57%	3,847	16.82%	0.25%	15.10%	110
\$50,000 to \$74,999			4,699	20.80%	4,478	19.58%	-1.22%	19.15%	109
\$75,000 to \$99,999			2,980	13.19%	3,270	14.30%	1.10%	12.16%	108
\$100,000 to \$149,999			2,353	10.42%	2,993	13.09%	2.67%	11.72%	89
\$150,000 to \$199,999			754	3.34%	976	4.27%	0.93%	4.43%	75
\$200,000 or more			220	0.97%	519	2.27%	1.30%	3.03%	32
Totals:			22,587	100.00%	22,870	100.00%		100.00%	
Household Income Summary									
	Study Area							KS,MO	Comp Index
	2019		2024		5 Yr Chg		2019	CY	
Household Income									
Median	51,349		57,495		6146		54,932	93	
Family Median	60,541		60,658		117		67,283	90	

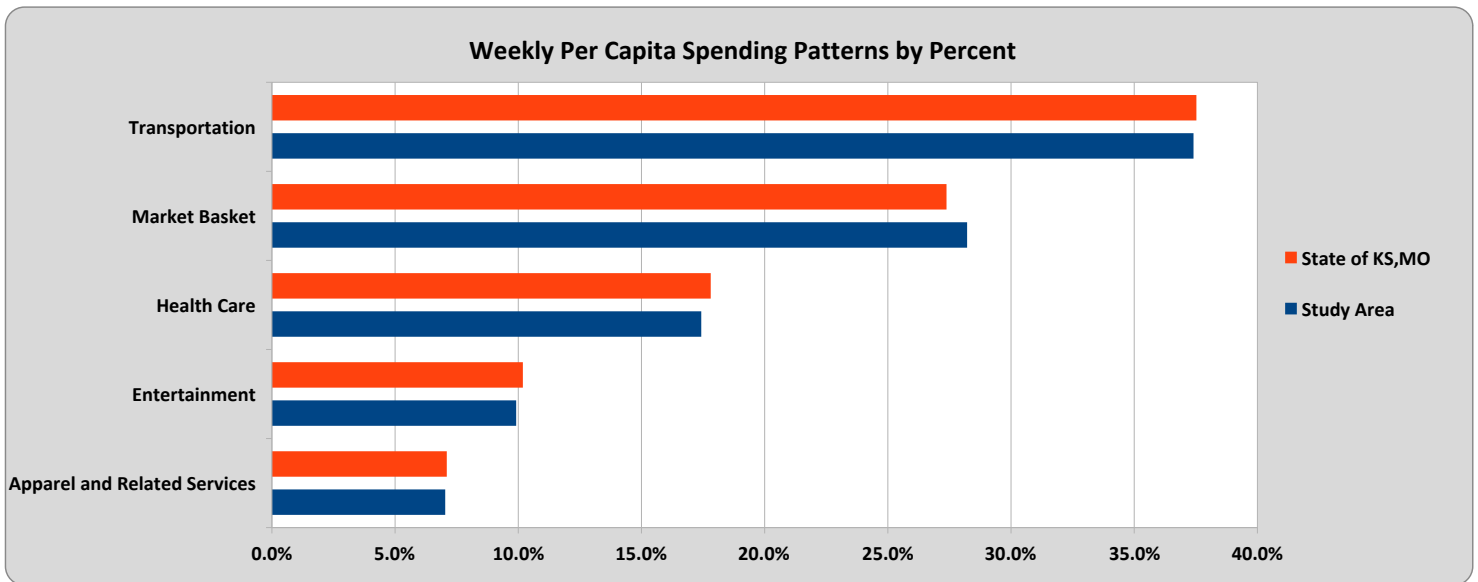
Households by Income

Median Income by Race and Ethnicity: 2019



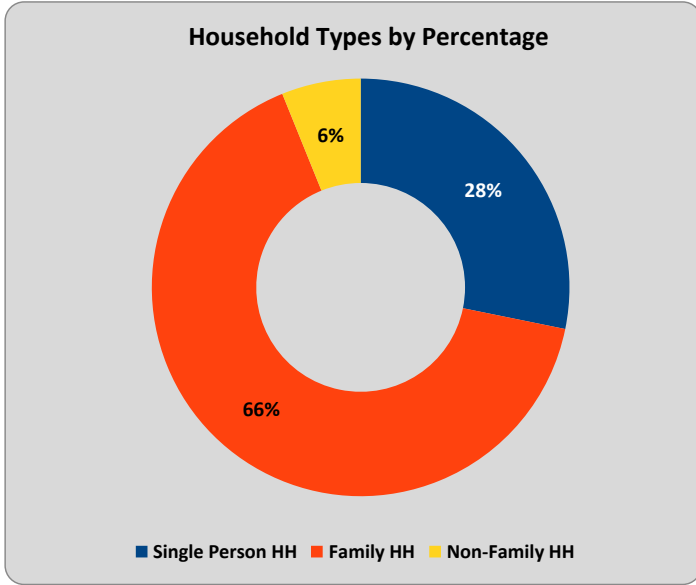
	Study Area	State of KS,MO	Comp Index CY
2019 Median Income by Race and Ethnicity: Compared to State			
Asian Householder Income	57,910	65,386	89
Black Householder Income	43,965	37,529	117
Hispanic Householder Income	50,763	45,194	112
White Householder Income	57,239	57,667	99
Other Householder Income	49,579	43,410	114

Spending Patterns: Weekly Per Capita Consumer Expenditures

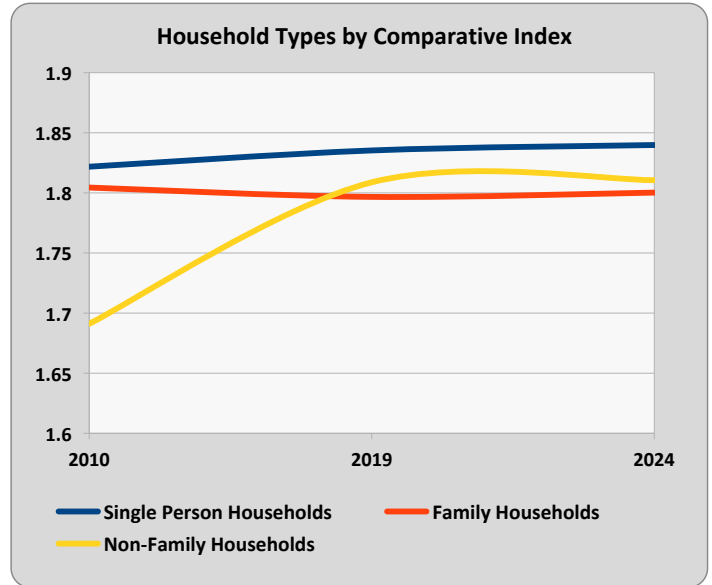


Households by Structure

Single, Family and Non-Family Households: 2019



Household Type Trends Compared to State



Household Type Trends	Study Area			State of KS,MO		
	2010	2019	2024	2010	2019	2024
Single Person Households	17,883	18,528	18,789	981,614	1,009,530	1,021,244
Change		645	261		27,916	11,714
Percent Change		3.61%	1.41%		2.84%	1.16%
Family Households	41,254	42,725	43,765	2,286,236	2,378,009	2,431,059
Change		1,471	1,040		91,773	53,050
Percent Change		3.57%	2.43%		4.01%	2.23%
Non-Family Households	3,718	4,057	4,080	219,857	224,290	225,342
Change		339	23		4,433	1,052
Percent Change		9.12%	0.57%		2.02%	0.47%

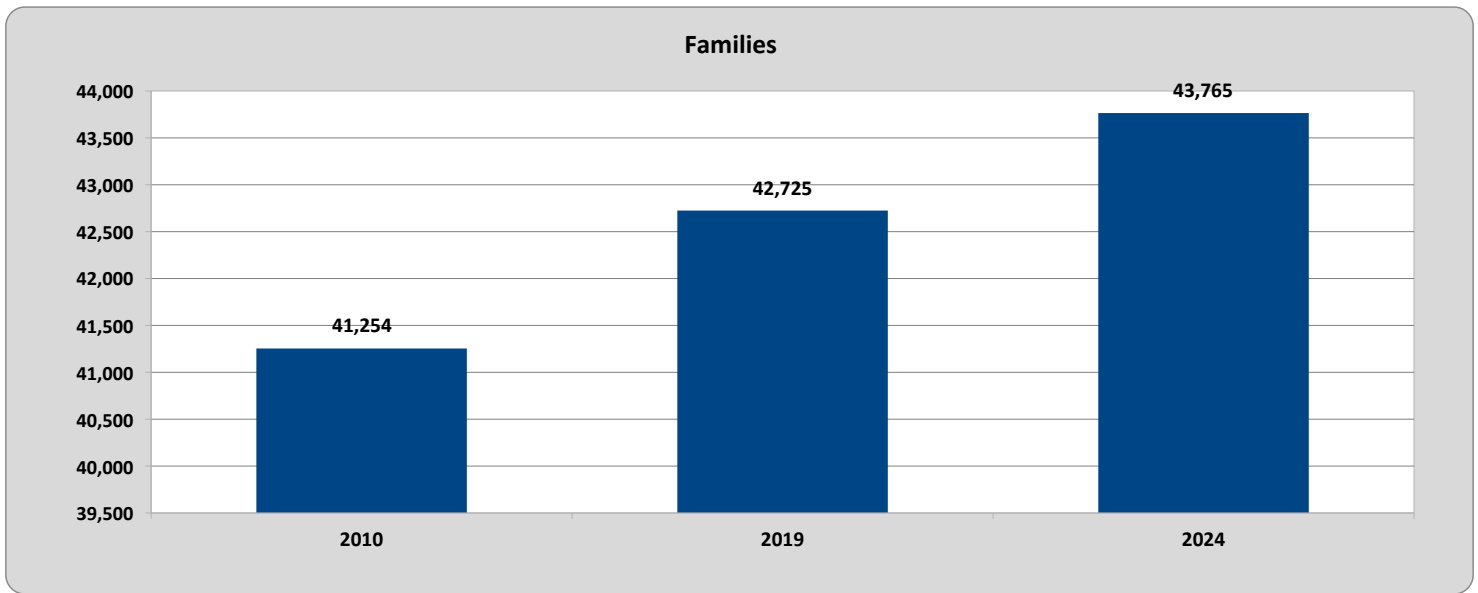
Households by Structure

	Study Area							KS,MO 2019	Comp Index CY
	2010		2019		2024		5 Yr Chg		
Households by Size									
1-person household	17,883	28.45%	18,528	28.37%	18,789	28.20%	-0.17%	27.95%	101
2-person household	20,122	32.01%	20,951	32.08%	21,420	32.15%	0.07%	34.57%	93
3-person household	10,381	16.52%	10,777	16.50%	11,015	16.53%	0.03%	15.43%	107
4-person household	7,733	12.30%	8,059	12.34%	8,269	12.41%	0.07%	12.66%	97
5-person household	3,987	6.34%	4,149	6.35%	4,240	6.36%	0.01%	5.90%	108
6-person household	1,756	2.79%	1,822	2.79%	1,869	2.80%	0.02%	2.21%	126
7-or-more person household	991	1.58%	1,022	1.56%	1,033	1.55%	-0.01%	1.27%	123
Totals:	62,853	100.00%	65,308	100.00%	66,635	100.00%		100.00%	
Non-Family Households by Size									
1-person household	17,883	82.79%	18,528	82.04%				81.82%	100
2-person household	2,951	13.66%	823	3.64%				3.95%	92
3-person household	409	1.89%	2,786	12.34%				12.10%	102
4-person household	225	1.04%	135	0.60%				0.73%	82
5-person household	91	0.42%	101	0.45%				0.49%	90
6-person household	25	0.12%	112	0.50%				0.46%	108
7-or-more person household	16	0.07%	100	0.44%				0.45%	98
Totals:	21,600	100.00%	22,585	100.00%				100.00%	
Single by Gender or Family Households									
Female Householder	11,406	27.65%	11,637	27.24%				17.27%	158
Male Householder	3,411	8.27%	3,706	8.67%				6.73%	129
Married Couple	26,437	64.08%	27,382	64.09%				76.00%	84
Totals:	41,254	100.00%	42,725	100.00%				100.00%	
Non-Family Households by Gender									
Female Not living alone	1,649	7.63%	508	2.25%				2.39%	94
Male Not living alone	2,068	9.57%	3,549	15.71%				15.79%	100
Female Living alone	10,420	48.24%	10,466	46.34%				45.53%	102
Male Living alone	7,463	34.55%	8,062	35.70%				36.29%	98
Totals:	21,600	100.00%	22,585	100.00%				100.00%	
2019: Owner Households by Number of Vehicles									
No vehicle available			985	2.34%				2.59%	90
1 vehicle available			12,095	28.68%				24.34%	118
2 vehicles available			18,698	44.34%				43.75%	101
3 vehicles available			7,528	17.85%				19.86%	90
4 vehicles available			1,994	4.73%				6.66%	71
5+ vehicles available			871	2.07%				2.80%	74
Totals:			42,171	100.00%				100.00%	
2019: Renter Households by Number of Vehicles									
No vehicle available			3,466	14.98%				14.88%	101
1 vehicle available			12,910	55.80%				48.61%	115
2 vehicles available			5,108	22.08%				27.62%	80
3 vehicles available			1,200	5.19%				6.28%	83
4 vehicles available			327	1.41%				1.82%	78
5+ vehicles available			127	0.55%				0.79%	70
Totals:			23,138	100.00%				100.00%	

Family Households

Family households with or without children are changing. The traditional married couple structure is evolving into many different family expressions. These data provide an insight into the family structures within the study area and then compares those structures to the state.

Family Trends

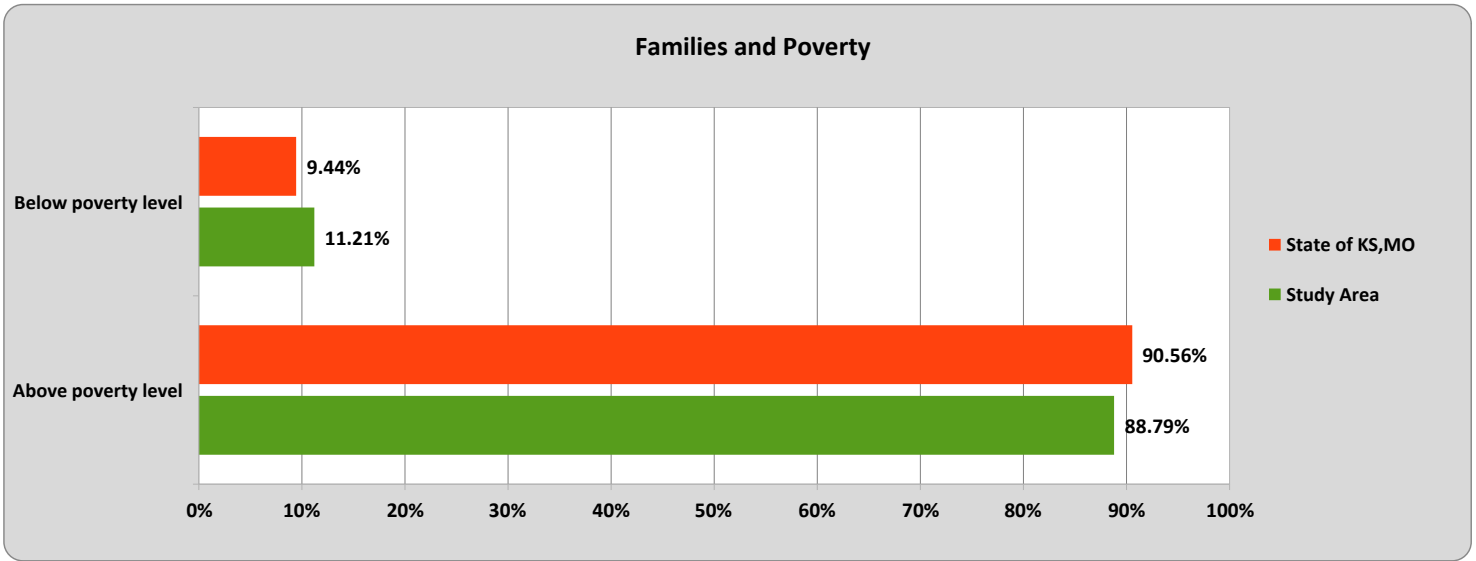


	2010	2019	2024
Study Area Family Households	41,254	42,725	43,765
Family Households Change		1,471	1,040
Percent Change		3.57%	2.43%
State Family Households	2,286,236	2,378,009	2,431,059
Family Households Change		91,773	53,050
Percent Change		4.01%	2.23%

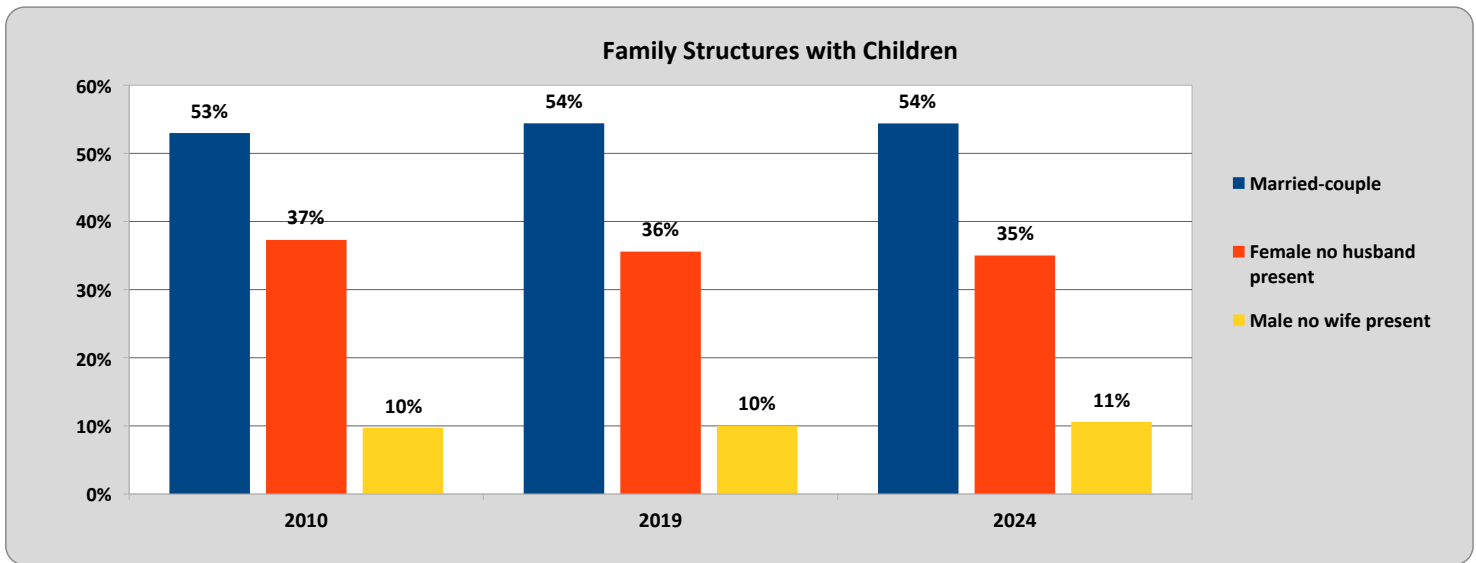
	2010		Study Area		2019		2024		5 Yr Chg		KS,MO	Comp Index
	Count	%	Count	%	Count	%	Count	%	%	%	2019	CY
Family Households by Size												
2-person household	17,171	41.62%	18,327	42.90%	18,606	42.51%	-0.38%			46.65%	92	
3-person household	9,972	24.17%	10,292	24.09%	10,578	24.17%	0.08%			21.83%	110	
4-person household	7,508	18.20%	7,607	17.80%	7,785	17.79%	-0.02%			18.33%	97	
5-person household	3,897	9.45%	3,884	9.09%	4,011	9.16%	0.07%			8.45%	108	
6-person household	1,731	4.20%	1,633	3.82%	1,731	3.96%	0.13%			3.04%	126	
7-or-more person household	975	2.36%	982	2.30%	1,054	2.41%	0.11%			1.70%	135	
Totals:	41,254	100.00%	42,725	100.00%	43,765	100.00%				100.00%		

Family Households

Families in Poverty Compared to State



Families with Children by Type

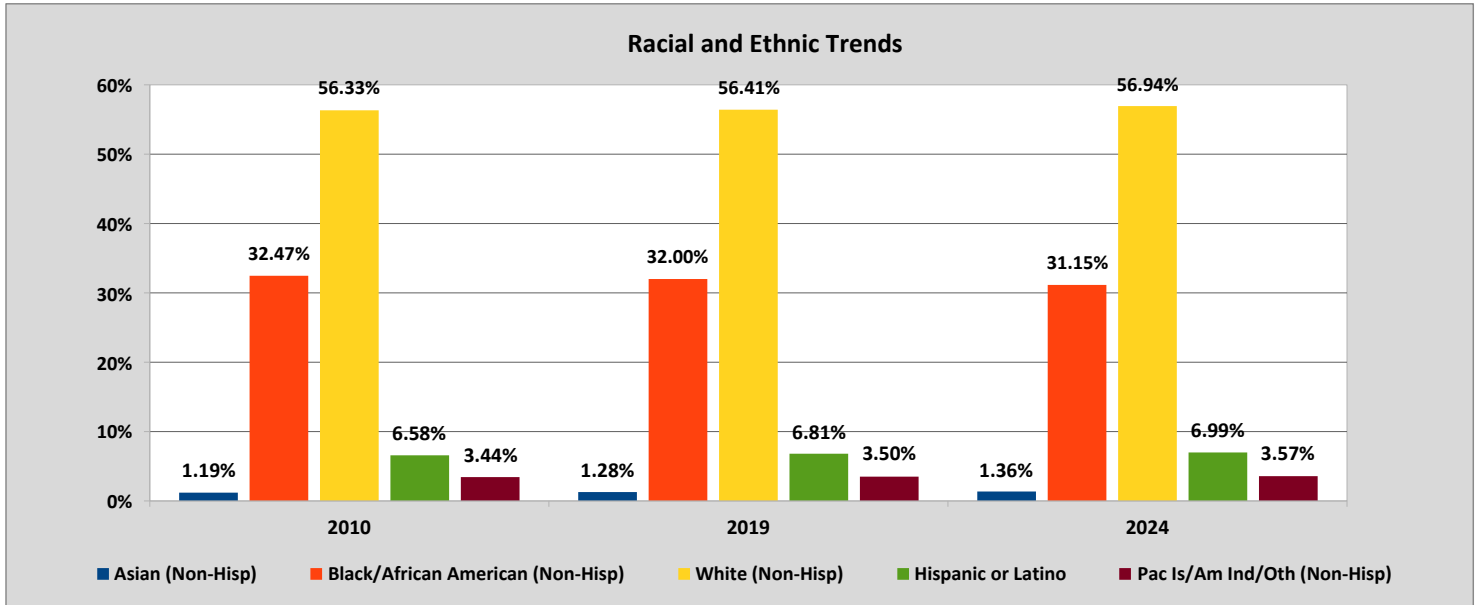


	Study Area				KS,MO 2019	Comp Index CY			
	2010	2019	2024	5 Yr Chg					
Families with Children by Type									
Married-couple	11,397	52.98%	10,485	54.41%	10,432	54.39%	-0.02%	68.51%	79
Female no husband present	8,023	37.30%	6,857	35.58%	6,714	35.01%	-0.57%	23.09%	154
Male no wife present	2,092	9.72%	1,929	10.01%	2,033	10.60%	0.59%	8.40%	119
Totals:	21,512	100.00%	19,271	100.00%	19,179	100.00%		100.00%	
Families with No Children by Type									
Married-couple	15,040	76.18%	16,897	72.04%	17,602	71.59%	-0.45%	81.60%	88
Female no husband present	3,383	17.14%	4,780	20.38%	5,058	20.57%	0.19%	12.91%	158
Male no wife present	1,320	6.69%	1,777	7.58%	1,926	7.83%	0.26%	5.49%	138
Totals:	19,743	100.00%	23,454	100.00%	24,586	100.00%		100.00%	

Diversity: Race and Ethnicity

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also people's age, income and education, career choices and geographic location.

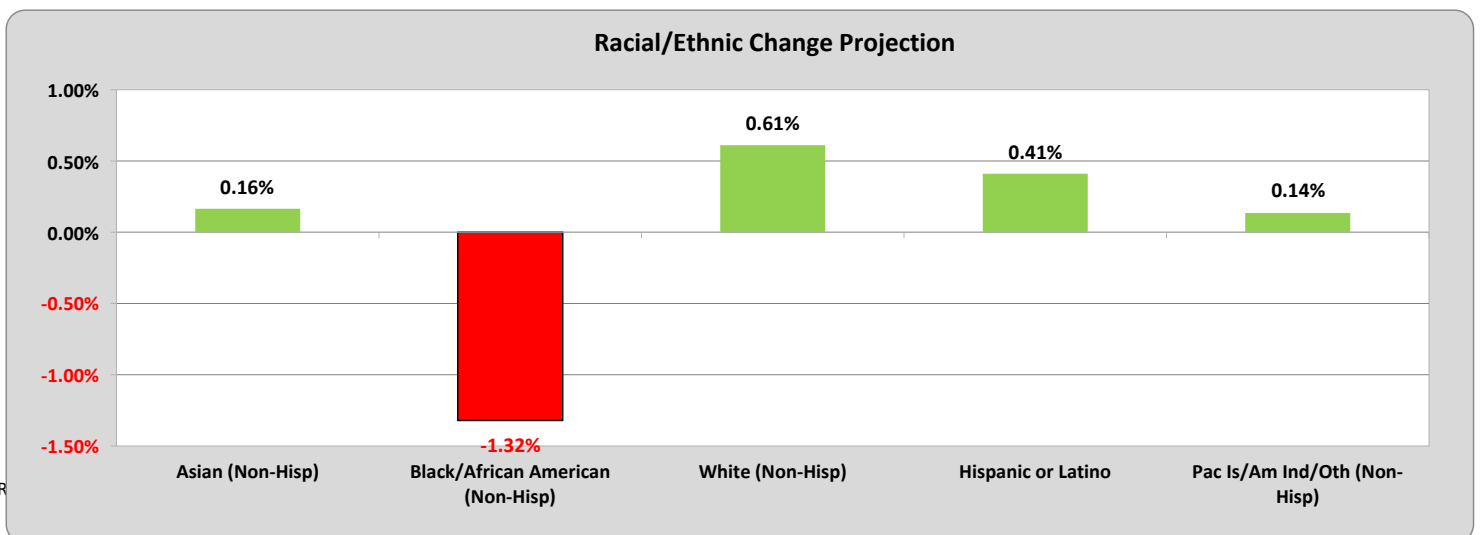
Racial Ethnic Trend Projections



Study Area	Study Area				KS,MO 2019	Comp Index CY			
	2010	2019	2024	5 Yr Chg					
Racial/Ethnic Trends									
Asian (Non-Hisp)	1,910	1.19%	2,126	1.28%	2,307	1.36%	0.08%	1.98%	64
Black/African American (Non-Hisp)	51,960	32.47%	53,205	32.00%	52,903	31.15%	-0.85%	9.34%	343
White (Non-Hisp)	90,141	56.33%	93,800	56.41%	96,707	56.94%	0.52%	79.94%	71
Hispanic or Latino	10,526	6.58%	11,319	6.81%	11,869	6.99%	0.18%	5.95%	114
Pac Is/Am Ind/Oth (Non-Hisp)	5,500	3.44%	5,822	3.50%	6,067	3.57%	0.07%	2.79%	126
Totals:	160,037	100.00%	166,272	100.00%	169,853	100.00%		100.00%	

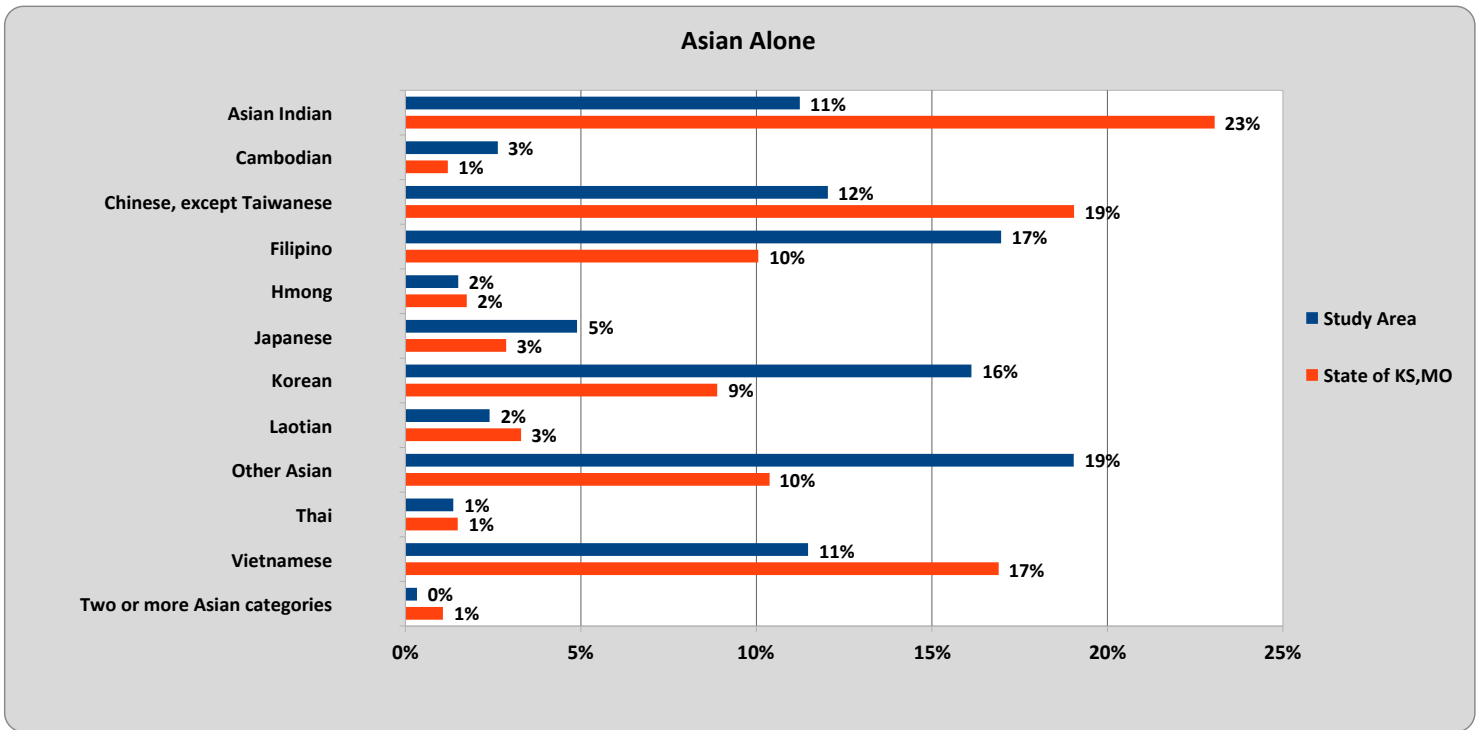
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Racial/Ethnic Change Projection from Census 2010 to 2024



Diversity: Race and Ethnicity

Estimated Current Year Asian Alone Population

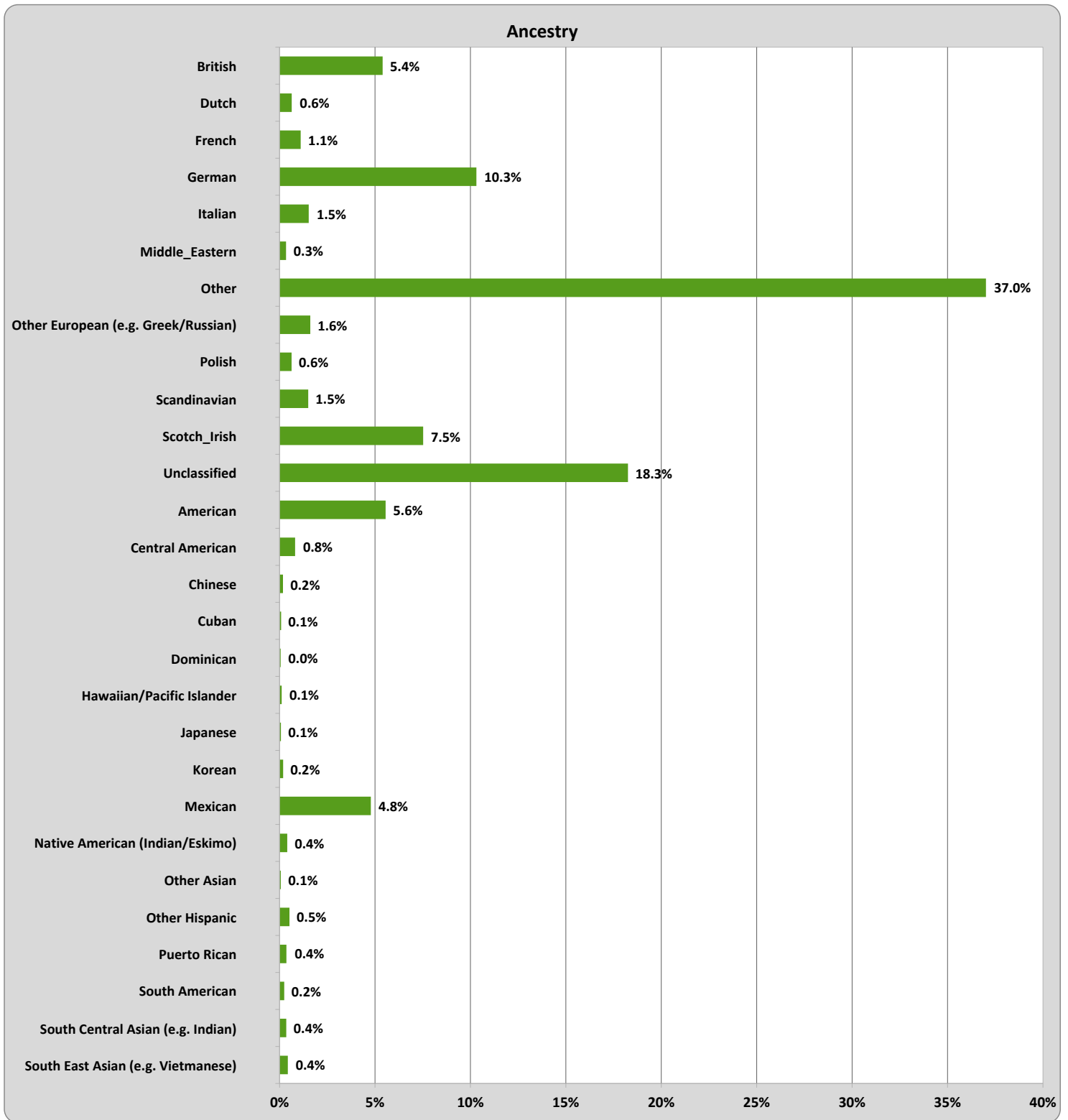


Population: Asian Alone	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
Asian Indian	239	11.24%	41,888	23.06%	49
Cambodian	56	2.63%	2,195	1.21%	218
Chinese, except Taiwanese	256	12.04%	34,609	19.05%	63
Filipino	361	16.97%	18,265	10.05%	169
Hmong	32	1.50%	3,174	1.75%	86
Japanese	104	4.89%	5,215	2.87%	170
Korean	343	16.13%	16,139	8.88%	182
Laotian	51	2.40%	5,985	3.29%	73
Other Asian	405	19.04%	18,851	10.38%	184
Thai	29	1.36%	2,707	1.49%	92
Vietnamese	244	11.47%	30,708	16.90%	68
Two or more Asian categories	7	0.33%	1,941	1.07%	31
Totals:	2,127	100.00%	181,677	100.00%	

Population: Hispanic or Latino by Origin	Study Area		State of KS,MO		Comp Index CY
	2010	2019	2010	2019	
Cuban	128	1.22%	139	1.23%	82
Mexican	7,505	71.31%	8,079	71.38%	93
Other Hispanic or Latino	2,420	22.99%	2,578	22.78%	131
Puerto Rican	472	4.48%	523	4.62%	110
Totals:	10,525	100.00%	11,319	100.00%	

Diversity: Ancestry

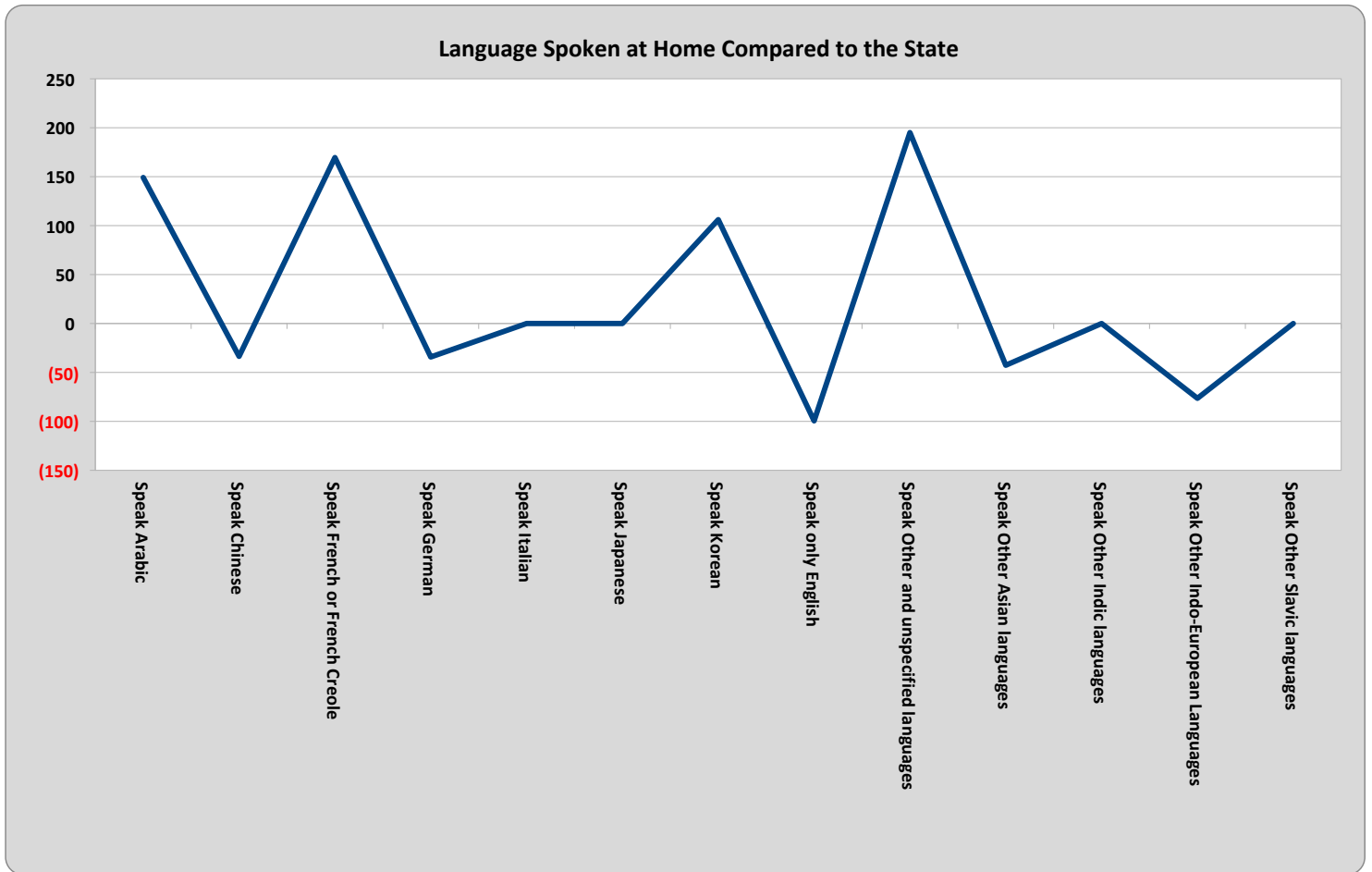
Population by Ancestry: 2019



Diversity: Languages

Population 5+ by Language Spoken at Home (Detail)	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
Speak Arabic	447	0.29%	16,570	0.19%	149
Speak Chinese	193	0.12%	31,784	0.37%	34
Speak French or French Creole	513	0.33%	16,730	0.20%	170
Speak German	270	0.17%	43,637	0.51%	34
Speak Italian	0	0.00%	0	0.00%	100
Speak Japanese	0	0.00%	0	0.00%	100
Speak Korean	203	0.13%	10,579	0.12%	106
Speak only English	142,810	92.06%	7,936,689	92.53%	99
Speak Other and unspecified languages	996	0.64%	28,233	0.33%	195
Speak Other Asian languages	326	0.21%	42,245	0.49%	43
Speak Other Indic languages	0	0.00%	0	0.00%	100
Speak Other Indo-European Languages	713	0.46%	51,576	0.60%	76
Speak Other Slavic languages	0	0.00%	0	0.00%	100
Totals:	155,123	100.00%	8,576,959	100.00%	See Chart Below

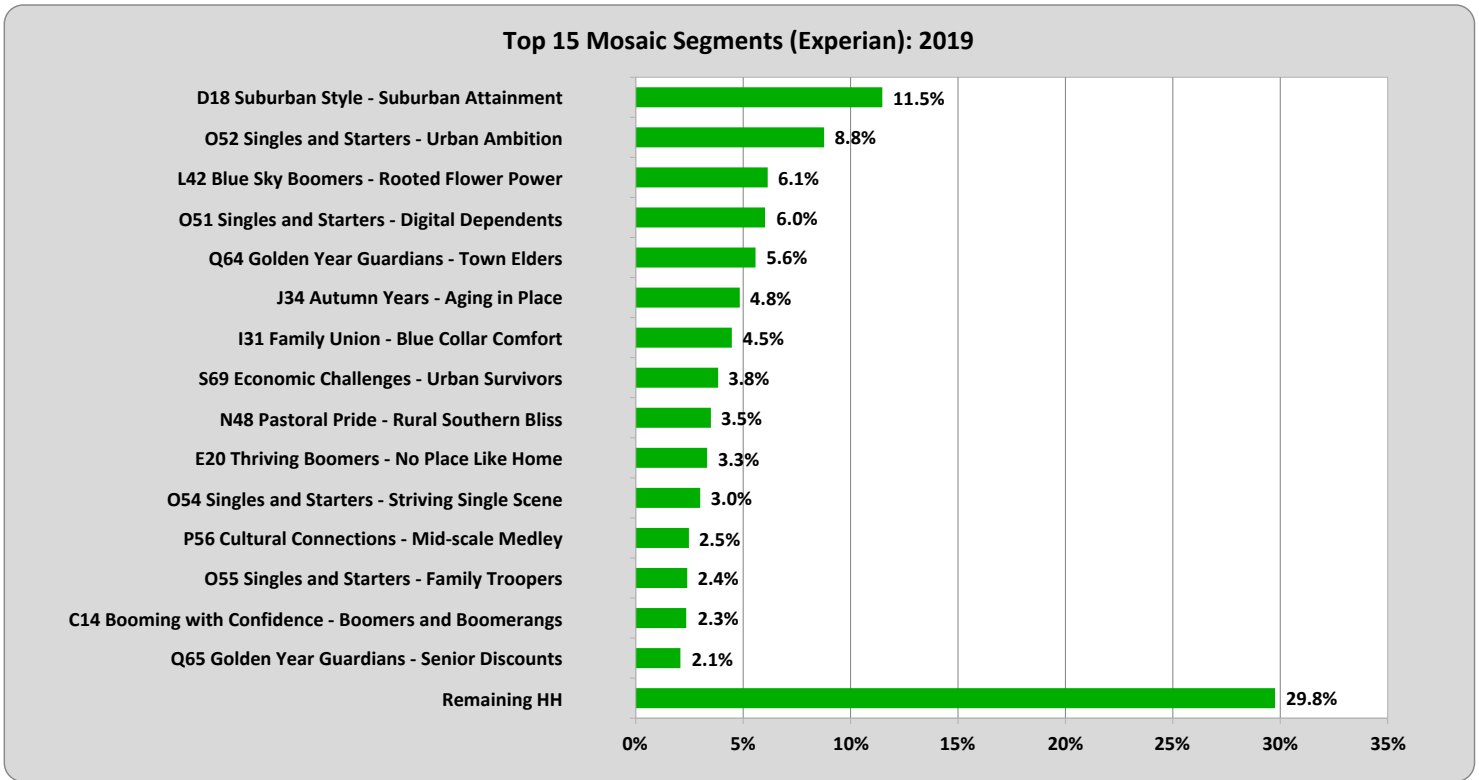
Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of KS,MO



This chart graphically illustrates the comparative index score. Its purpose is to show how languages spoken at home in this study area compare to the state. It will provide an insight into the kind of ethnic diversity within the study area.

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.



Mosaic: Top 15 Segments	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
D18 Suburban Style - Suburban Attainment	7,495	11.5%	47,587	1.3%	871
O52 Singles and Starters - Urban Ambition	5,726	8.8%	45,241	1.3%	700
L42 Blue Sky Boomers - Rooted Flower Power	4,011	6.1%	106,213	2.9%	209
O51 Singles and Starters - Digital Dependents	3,929	6.0%	170,458	4.7%	127
Q64 Golden Year Guardians - Town Elders	3,641	5.6%	202,065	5.6%	100
J34 Autumn Years - Aging in Place	3,162	4.8%	139,274	3.9%	126
I31 Family Union - Blue Collar Comfort	2,920	4.5%	65,577	1.8%	246
S69 Economic Challenges - Urban Survivors	2,504	3.8%	66,019	1.8%	210
N48 Pastoral Pride - Rural Southern Bliss	2,284	3.5%	24,625	0.7%	513
E20 Thriving Boomers - No Place Like Home	2,170	3.3%	114,992	3.2%	104
O54 Singles and Starters - Striving Single Scene	1,959	3.0%	80,237	2.2%	135
P56 Cultural Connections - Mid-scale Medley	1,616	2.5%	37,006	1.0%	242
O55 Singles and Starters - Family Troopers	1,565	2.4%	57,234	1.6%	151
C14 Booming with Confidence - Boomers and Boomerangs	1,534	2.3%	76,970	2.1%	110
Q65 Golden Year Guardians - Senior Discounts	1,357	2.1%	60,086	1.7%	125
Remaining HH	19,433	29.8%	2,318,245	64.2%	46
Totals:	65,306	100.00%	3,611,829	100.00%	

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](#)

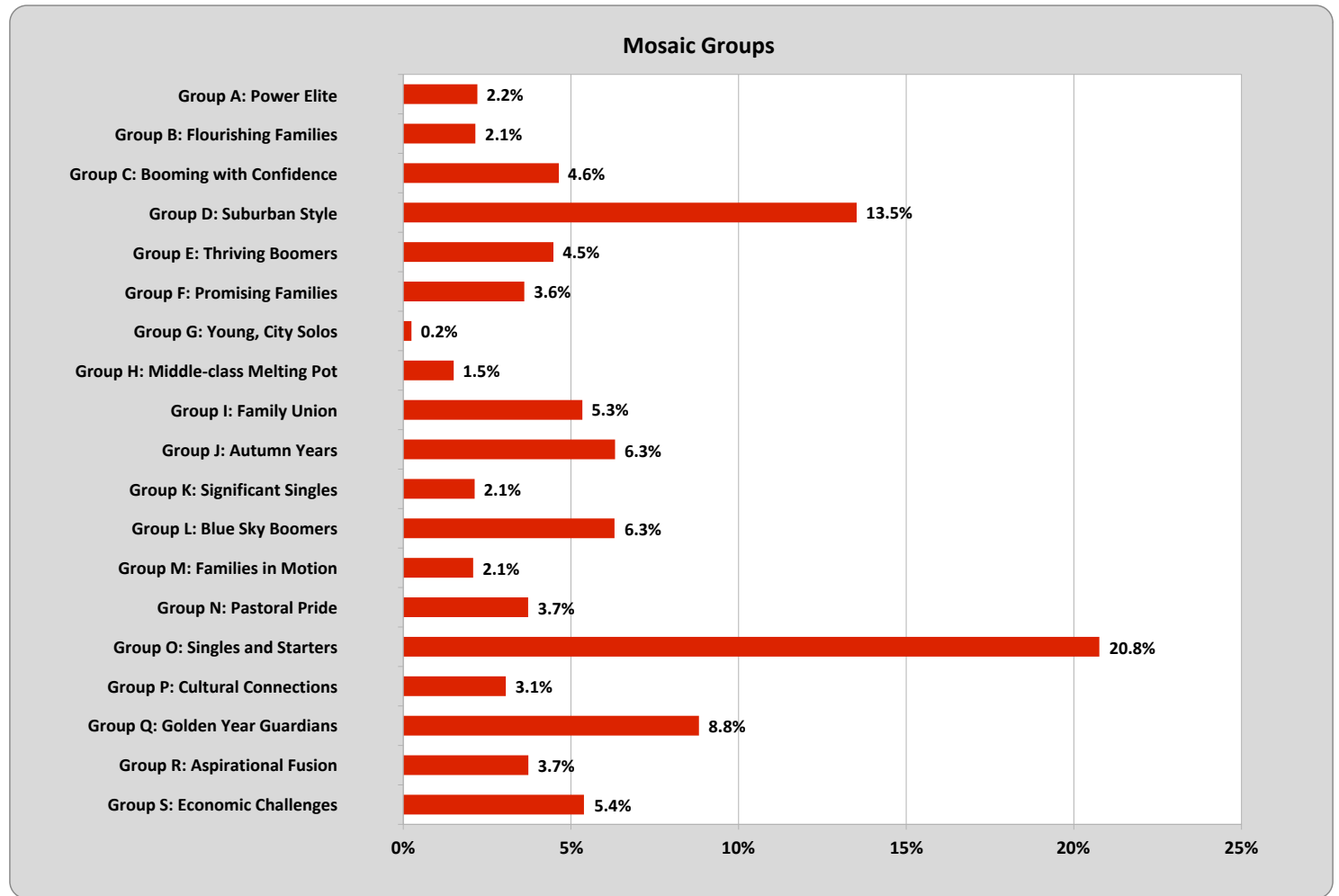
[Understanding Mosaic Portraits for Mission Planning - Video](#)

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)

Diversity: Mosaic Groups

Mosaic Groups

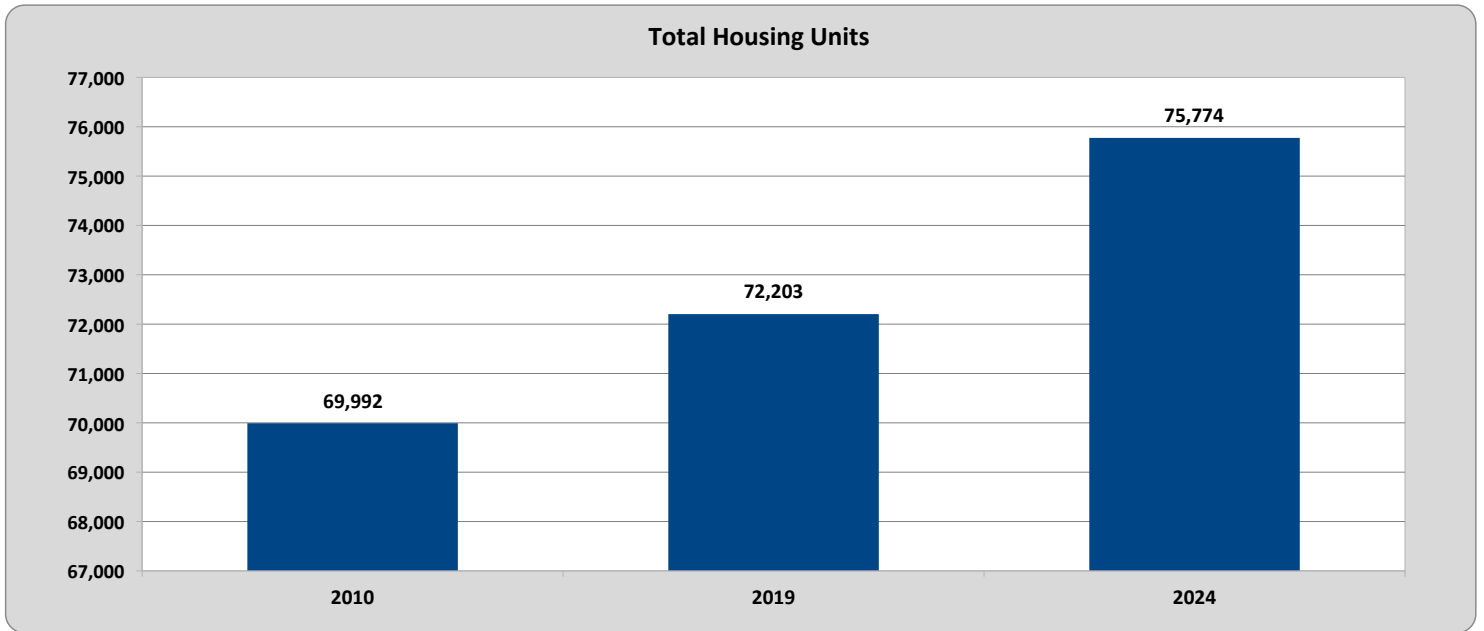


Mosaic Groups	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
Group A: Power Elite	1,443	2.2%	231,536	6.4%	34
Group B: Flourishing Families	1,404	2.1%	153,380	4.2%	51
Group C: Booming with Confidence	3,030	4.6%	244,540	6.8%	69
Group D: Suburban Style	8,831	13.5%	154,513	4.3%	316
Group E: Thriving Boomers	2,924	4.5%	286,217	7.9%	56
Group F: Promising Families	2,357	3.6%	122,323	3.4%	107
Group G: Young, City Solos	159	0.2%	64,792	1.8%	14
Group H: Middle-class Melting Pot	982	1.5%	40,642	1.1%	134
Group I: Family Union	3,488	5.3%	198,337	5.5%	97
Group J: Autumn Years	4,125	6.3%	351,997	9.7%	65
Group K: Significant Singles	1,390	2.1%	85,816	2.4%	90
Group L: Blue Sky Boomers	4,114	6.3%	216,734	6.0%	105
Group M: Families in Motion	1,361	2.1%	180,271	5.0%	42
Group N: Pastoral Pride	2,432	3.7%	219,474	6.1%	61
Group O: Singles and Starters	13,558	20.8%	420,265	11.6%	178
Group P: Cultural Connections	1,997	3.1%	66,301	1.8%	167
Group Q: Golden Year Guardians	5,759	8.8%	316,471	8.8%	101
Group R: Aspirational Fusion	2,436	3.7%	89,566	2.5%	150
Group S: Economic Challenges	3,519	5.4%	168,654	4.7%	115
Totals:	65,309	0.00%	3,611,829	100.00%	

Housing

Housing encompasses the number of housing units historically, presently and to some extent in the future within the study area.

Trends in Housing Since 2010



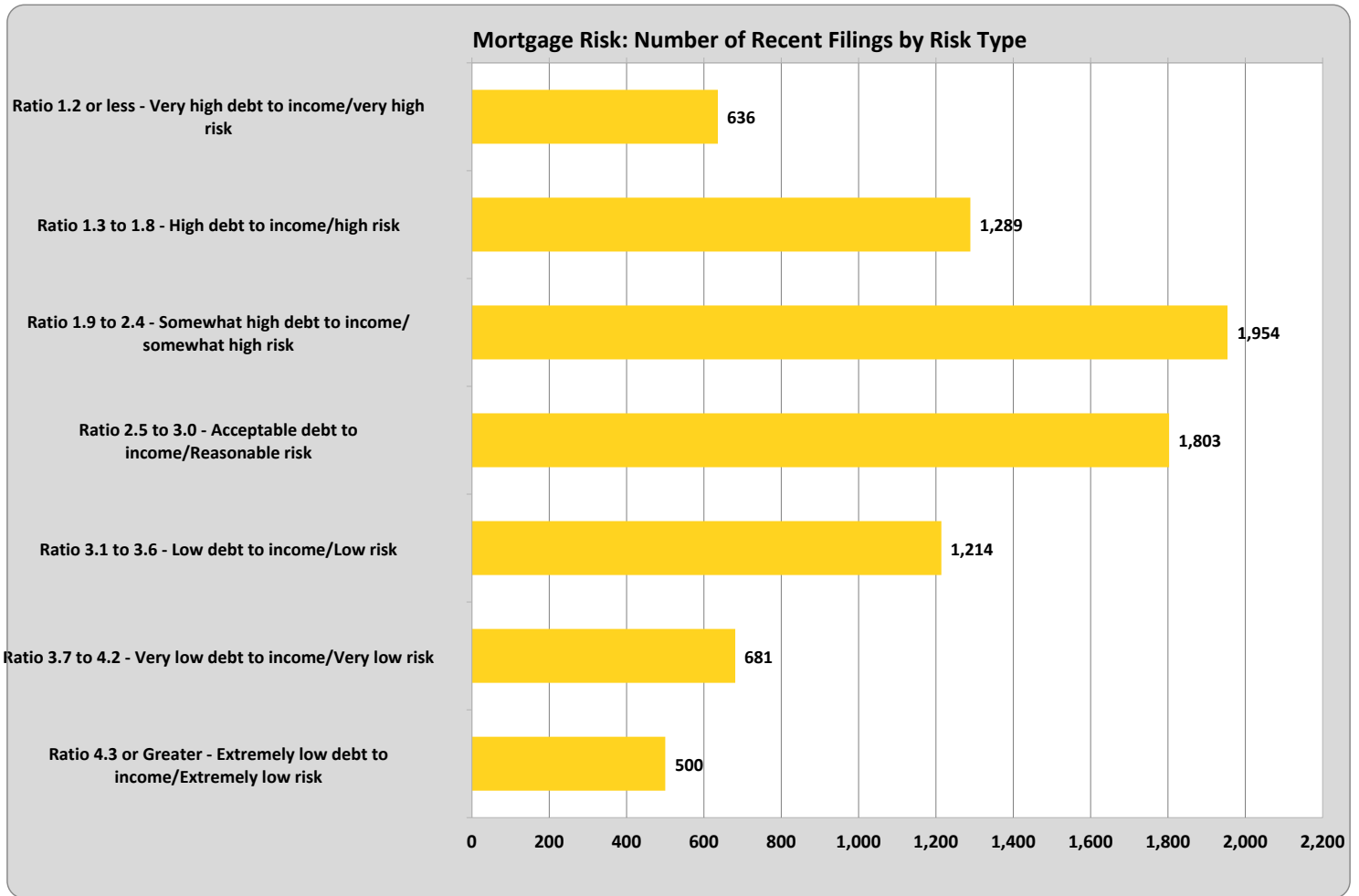
	2010	2019	2024
Housing Units	69,992	72,203	75,774
Family Households Change		2,211	3,571
Percent Change		3.16%	4.95%

	2010		Study Area		2019		2024		5 Yr Chg		KS,MO	Comp Index
	Units	%	Units	%	Units	%	Units	%	%	%	2019	CY
Housing by Occupancy												
Occupied	62,855	89.80%	65,310	90.45%	68,878	90.90%	0.45%				88.86%	102
Vacant	7,137	10.20%	6,893	9.55%	6,896	9.10%	-0.45%				11.14%	86
Totals:	69,992	100.00%	72,203	100.00%	75,774	100.00%					100.00%	
Housing by Type of Occupancy												
Owner Occupied	40,284	64.09%	42,171	64.57%	44,632	64.80%	0.23%				68.62%	94
Renter Occupied	22,571	35.91%	23,139	35.43%	24,246	35.20%	-0.23%				31.38%	113
Totals:	62,855	100.00%	65,310	100.00%	68,878	100.00%					100.00%	

Housing

	Study Area 2019		State of KS,MO 2019		Comp Index CY
Housing Units by Dwelling Type					
1 Unit Attached	5,712	7.91%	177,042	4.36%	182
1 Unit Detached	53,947	74.71%	3,082,976	75.85%	99
2 Units	2,146	2.97%	159,785	3.93%	76
3 to 19 Units	5,682	7.87%	173,610	4.27%	184
20 to 49 Units	1,273	1.76%	98,234	2.42%	73
50 or More Units	1,551	2.15%	105,526	2.60%	83
Mobile Home or Trailer	1,862	2.58%	265,229	6.53%	40
Other	32	0.04%	2,110	0.05%	85
Totals:	72,205	100.00%	4,064,512	100.00%	
Owner Occupied Housing Values					
Less than \$20,000	1,050	2.49%	92,495	3.73%	67
\$20,000 to \$39,999	876	2.08%	96,864	3.91%	53
\$40,000 to \$59,999	1,397	3.31%	108,878	4.39%	75
\$60,000 to \$79,999	1,897	4.50%	143,165	5.78%	78
\$80,000 to \$99,999	3,595	8.52%	183,102	7.39%	115
\$100,000 to \$149,999	12,098	28.69%	451,843	18.23%	157
\$150,000 to \$199,999	9,884	23.44%	406,217	16.39%	143
\$200,000 to \$299,999	7,493	17.77%	511,029	20.62%	86
\$300,000 to \$399,999	2,200	5.22%	235,389	9.50%	55
\$400,000 to \$499,999	721	1.71%	111,947	4.52%	38
\$500,000 to \$749,999	595	1.41%	84,058	3.39%	42
\$750,000 to \$999,999	154	0.37%	32,580	1.31%	28
\$1,000,000 or more	211	0.50%	20,702	0.84%	60
Totals:	42,171	100.00%	2,478,269	100.00%	
Housing by Year Built					
1939 or Earlier	2,167	3.00%	594,283	14.62%	21
1940 to 1949	2,387	3.31%	212,120	5.22%	63
1950 to 1959	13,920	19.28%	453,950	11.17%	173
1960 to 1969	14,408	19.95%	448,346	11.03%	181
1970 to 1979	14,477	20.05%	634,176	15.60%	129
1980 to 1989	8,693	12.04%	493,747	12.15%	99
1990 to 1999	7,483	10.36%	577,375	14.21%	73
2000 to 2009	7,726	10.70%	562,608	13.84%	77
2010 or Later	943	1.31%	87,907	2.16%	60
Totals:	72,204	100.00%	4,064,512	100.00%	

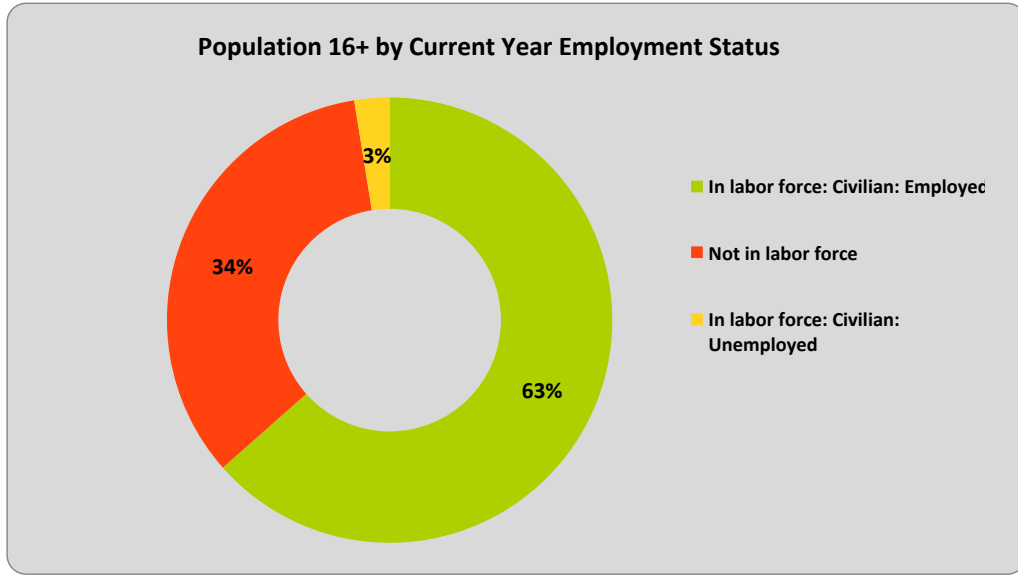
Mortgage Risk Indicator



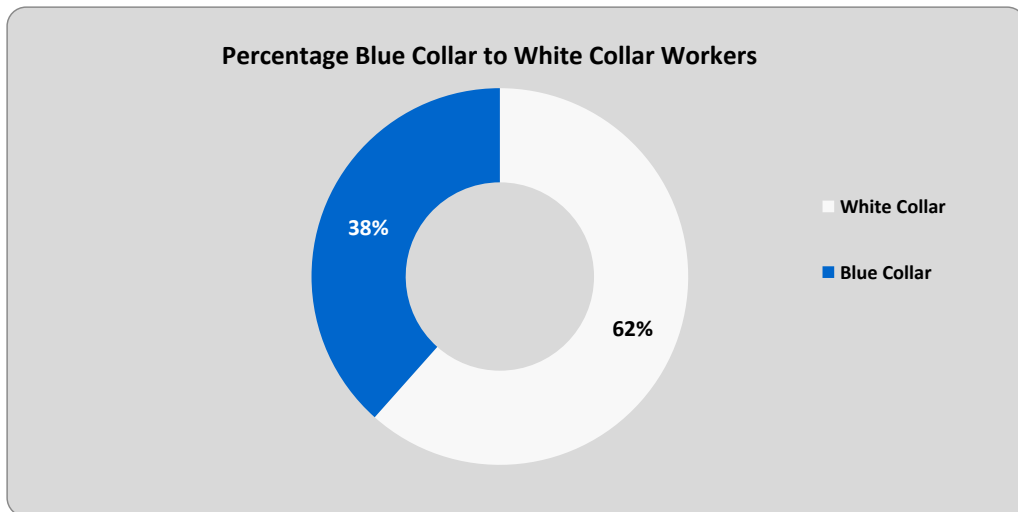
The Mortgage Risk Indicator indicates the assessed level of risk based upon debt to income. The higher the debt to income, the greater the risk. The values are used by mortgage lenders in the loan process.

The Work theme expresses several different ways of looking at the work people do within the study area.

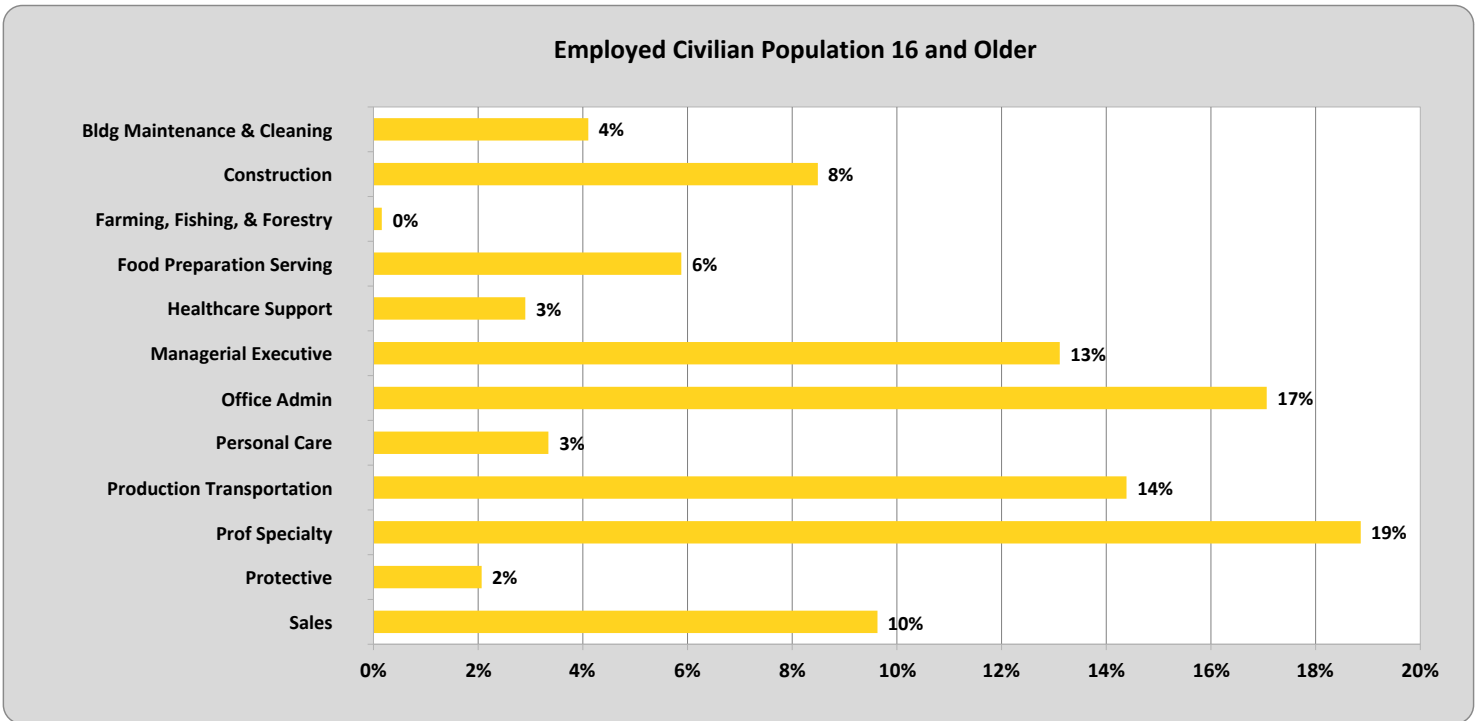
Employment Status of Population 16 and Older: 2019



Pop 16+ by Employment Status	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
In labor force: Civilian: Employed	82,496	63.43%	4,513,225	61.48%	103
In labor force: In Armed Forces	84	0.06%	40,591	0.55%	12
Not in labor force	44,163	33.96%	2,620,487	35.70%	95
In labor force: Civilian: Unemployed	3,314	2.55%	166,677	2.27%	112
Blue and White Collar Workers 2019	130,057	100.00%	7,340,980	100.00%	
Employed Pop 16+ Blue/White Collar					
Blue Collar	31,703	38.43%	1,677,083	37.16%	103
White Collar	50,793	61.57%	2,836,142	62.84%	98
	82,496	100.00%	4,513,225	100.00%	

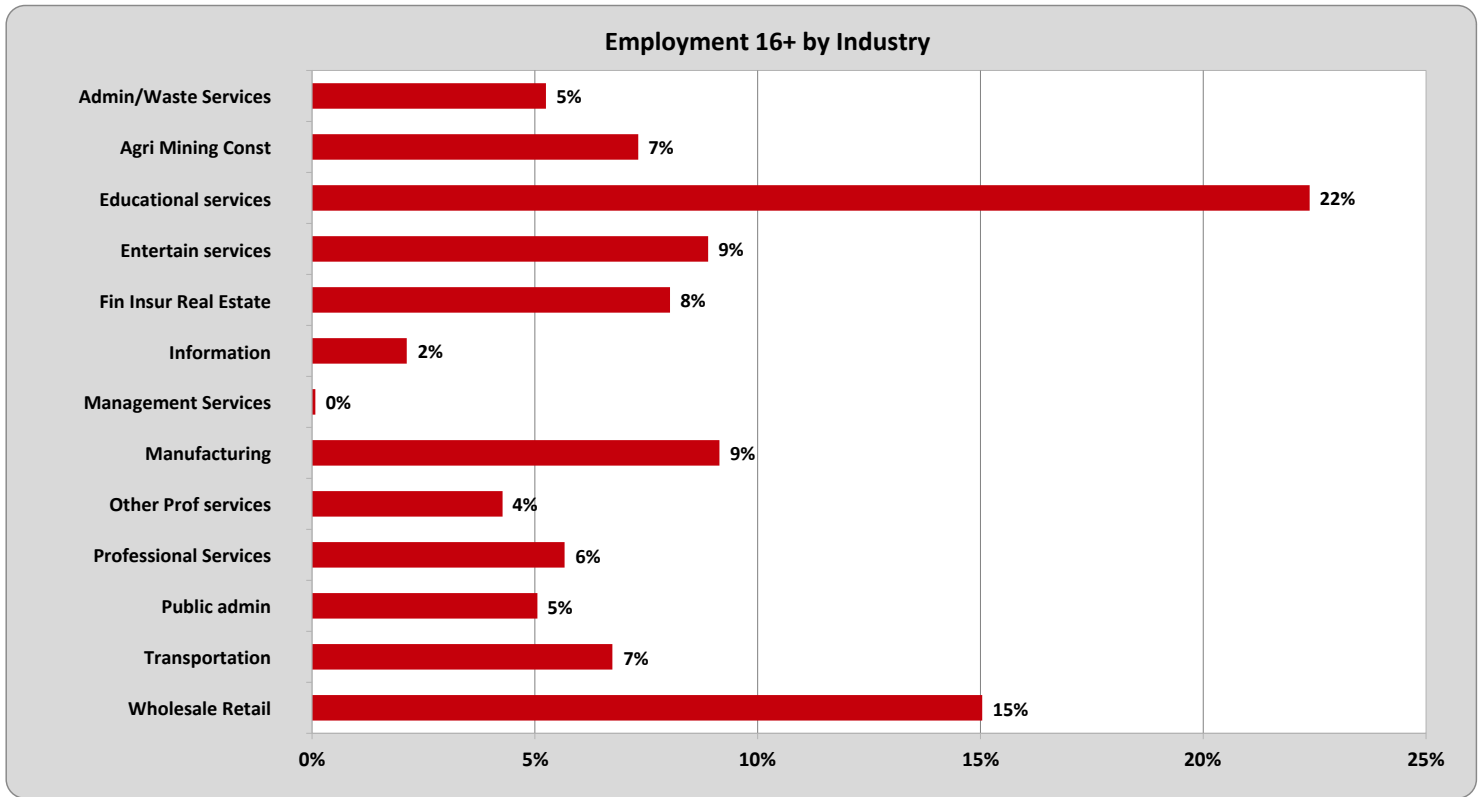


Employed Civilian Population by Occupation: 2019



Employed Civilian Pop 16+ by Occupation	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
Bldg Maintenance & Cleaning	3,386	4.10%	163,197	3.62%	114
Construction	7,004	8.49%	378,384	8.38%	101
Farming, Fishing, & Forestry	131	0.16%	32,467	0.72%	22
Food Preparation Serving	4,852	5.88%	254,722	5.64%	104
Healthcare Support	2,393	2.90%	114,200	2.53%	115
Managerial Executive	10,817	13.11%	664,407	14.72%	89
Office Admin	14,079	17.07%	607,296	13.46%	127
Personal Care	2,757	3.34%	153,440	3.40%	98
Production Transportation	11,869	14.39%	608,838	13.49%	107
Prof Specialty	15,561	18.86%	990,617	21.95%	86
Protective	1,705	2.07%	86,035	1.91%	108
Sales	7,944	9.63%	459,622	10.18%	95
Totals:	82,498	100.00%	4,513,225	100.00%	
Workers 16+: Home or Away					
Worked at Home	3,227	3.91%	196,264	4.35%	90
Worked away from Home	79,270	96.09%	4,316,961	95.65%	100
Totals:	82,497	100.00%	4,513,225	100.00%	
Workers 16+: Transport to Work					
Bicycle	33	0.04%	12,201	0.28%	15
Car, Truck, or Van: Carpooled	7,334	9.25%	413,855	9.59%	97
Car, Truck, or Van: Drove Alone	69,290	87.41%	3,698,694	85.68%	102
Motorcycle	160	0.20%	8,059	0.19%	108
Other Means	839	1.06%	35,599	0.82%	128
Walked	709	0.89%	93,031	2.16%	42
Public Trans Excluding Taxi Cab	870	1.10%	52,826	1.22%	90
Taxi Cab	35	0.04%	2,696	0.06%	71
Totals:	79,270	100.00%	4,316,961	100.00%	

Employed Pop 16+ by Industry: 2019



Employed Civilian Pop 16+ by Industry	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
Admin/Waste Services	4,330	5.25%	166,480	3.69%	142
Agri Mining Const	6,039	7.32%	385,044	8.53%	86
Educational services	18,469	22.39%	1,103,115	24.44%	92
Entertain services	7,333	8.89%	390,877	8.66%	103
Fin Insur Real Estate	6,627	8.03%	300,507	6.66%	121
Information	1,753	2.12%	91,097	2.02%	105
Management Services	61	0.07%	4,885	0.11%	68
Manufacturing	7,542	9.14%	538,055	11.92%	77
Other Prof services	3,527	4.28%	210,971	4.67%	91
Professional Services	4,675	5.67%	256,731	5.69%	100
Public admin	4,172	5.06%	194,185	4.30%	118
Transportation	5,560	6.74%	230,097	5.10%	132
Wholesale Retail	12,407	15.04%	641,181	14.21%	106
Totals:	82,495	100.00%	4,513,225	100.00%	
Work Place Population Estimates					
Workplace Employees (Full Time Employees)	49,377	94.19%	4,159,605	94.15%	100
Workplace Establishments	3,046	5.81%	258,653	5.85%	99
Totals:	52,423	100.00%	4,418,258	100.00%	

Work

	Study Area		State of KS,MO		Comp Index CY
Families: Workers					
1 worker	15,423	36.10%	748,875	31.49%	115
2 workers	17,239	40.35%	1,033,146	43.45%	93
3 or more workers	4,150	9.71%	245,313	10.32%	94
No workers	5,913	13.84%	350,675	14.75%	94
Totals:	42,725	100.00%	2,378,009	100.00%	
Workers 16+: Travel Time to Work					
	2019		2019		
Less than 5 minutes	1,760	2.22%	194,350	4.50%	49
5 to 9 minutes	6,529	8.24%	564,606	13.08%	63
10 to 14 minutes	8,820	11.13%	671,920	15.56%	71
15 to 19 minutes	11,352	14.32%	713,933	16.54%	87
20 to 24 minutes	15,521	19.58%	653,308	15.13%	129
25 to 29 minutes	7,670	9.68%	284,105	6.58%	147
30 to 34 minutes	15,574	19.65%	535,408	12.40%	158
35 to 39 minutes	2,370	2.99%	118,272	2.74%	109
40 to 44 minutes	2,831	3.57%	130,347	3.02%	118
45 to 59 minutes	4,746	5.99%	254,458	5.89%	102
60 to 89 minutes	1,373	1.73%	128,912	2.99%	58
90 or more minutes	723	0.91%	67,342	1.56%	58
Totals:	79,269	100.00%	4,316,961	100.00%	

Supporting Information

Interpreting the Report

The FullInsite report is formatted to help you interpret data at a glance.

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

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

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

Variable Definitions

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

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

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Support

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