

The FullInsite Report

Prepared for: St. Matthew Apostle
Study area: St. Matthew Apostle attendance area

Base State: KS,MO
Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Forecast: 2029
Date: 3/9/2020
Semi-Annual Projection: Fall

About the FullInsite Report

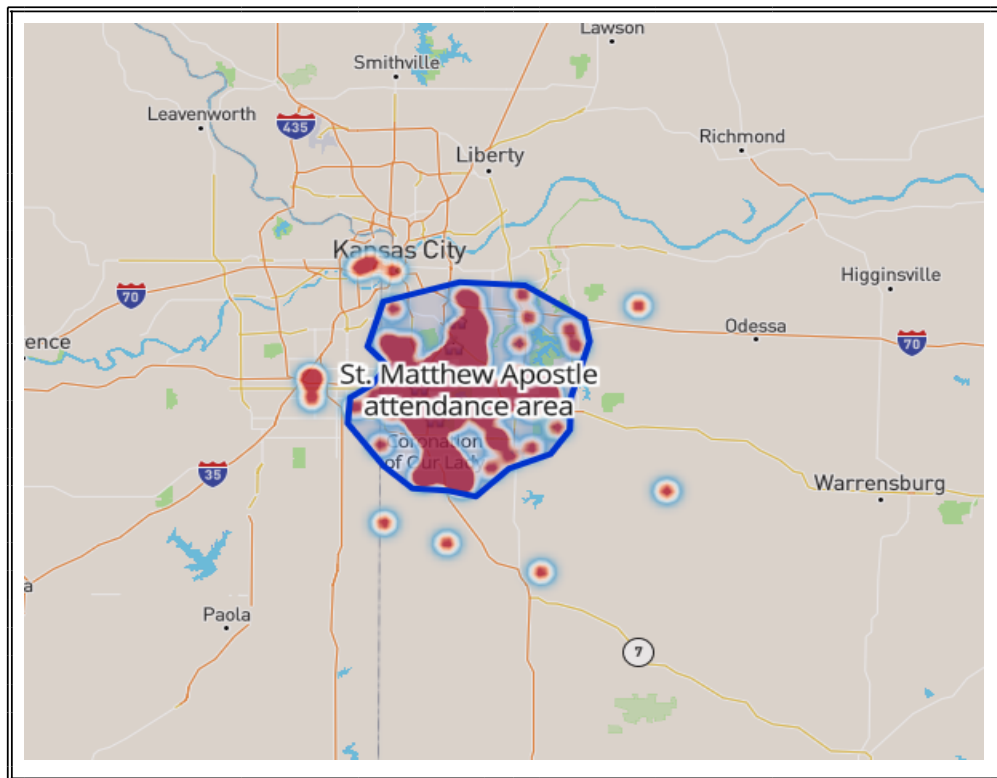
The FullInsite report is designed to provide an extensive demographic portrait of a user defined geographic area. The FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system!

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

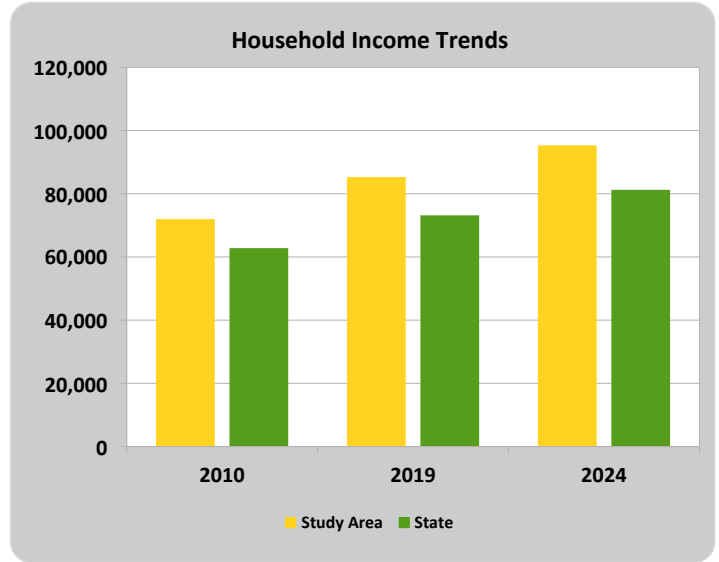
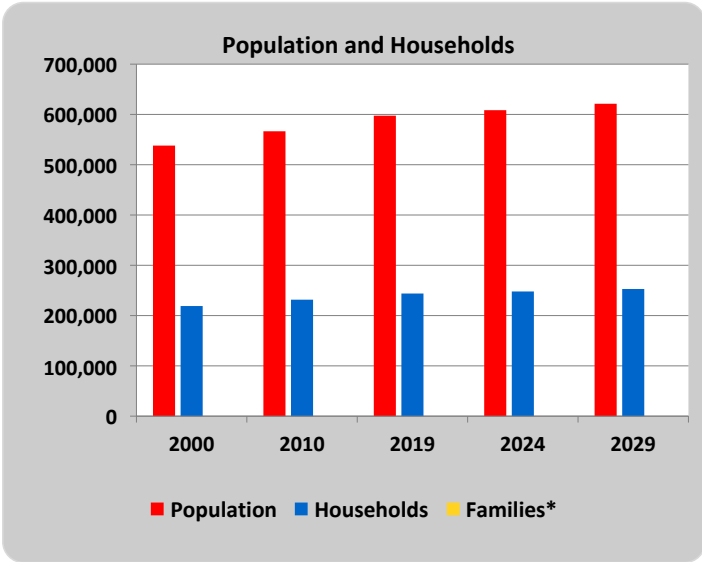
1	Population Change In the 10 year future, how is the population in this area expected to change? <small>(See the Population Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Growth</td> <td>Significant Growth</td> </tr> </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

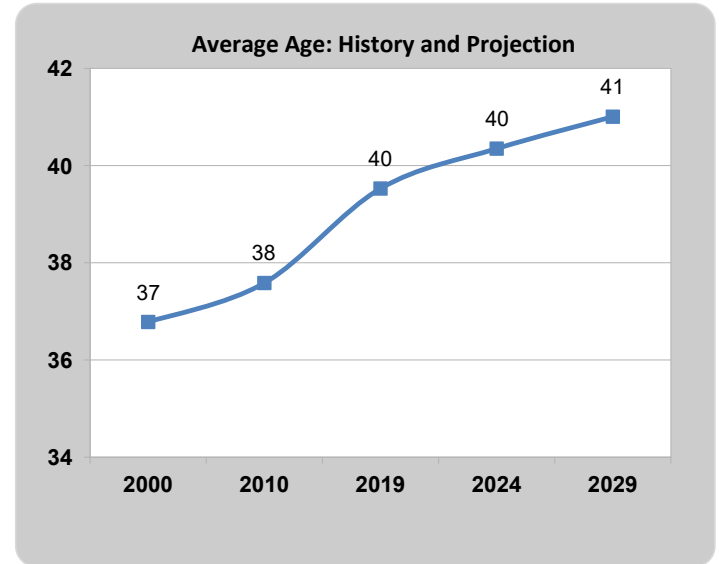
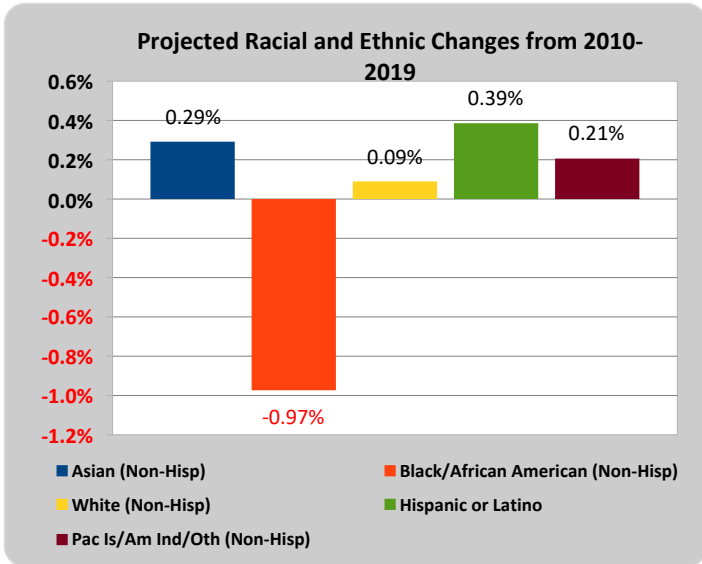
Significant Demographic Estimates and Projections

Prepared for: St. Matthew Apostle
Study Area: St. Matthew Apostle attendance area

Base State: KS,MO
Date of Report: 3/9/2020



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



Demographic Descriptions of the Study Area

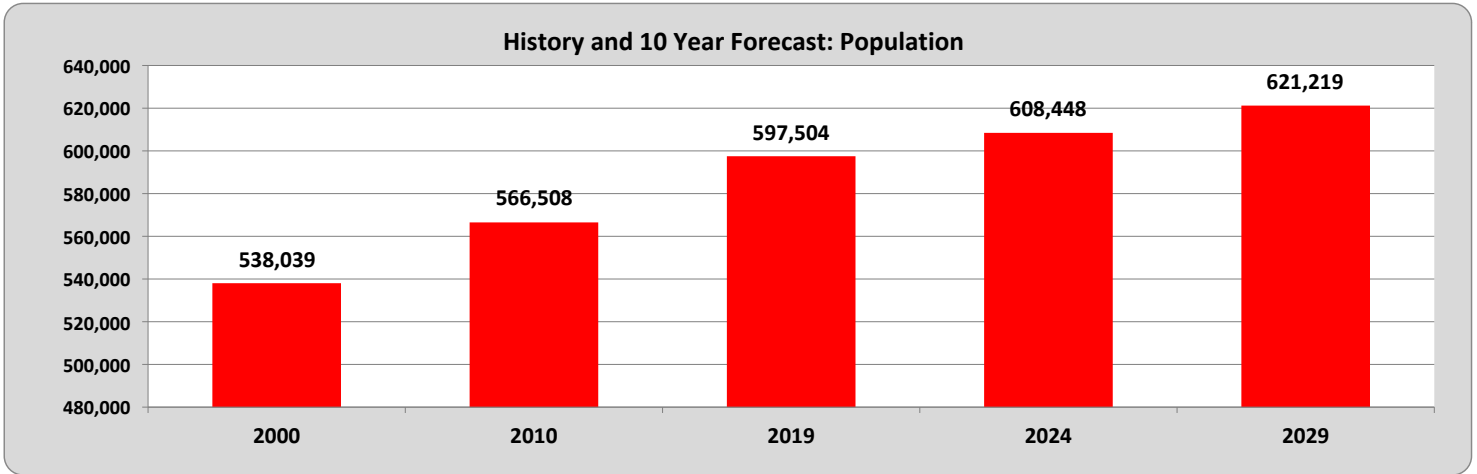
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People and Change

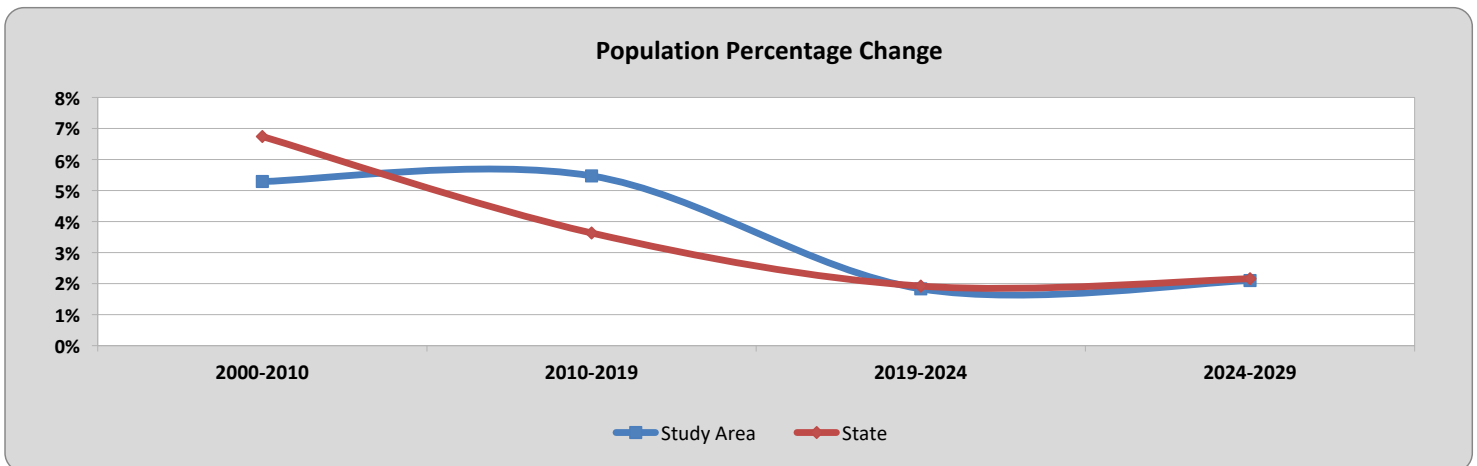
Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time, including a current estimate and, 5 and 10 year forecast.

Population History with 5 and 10 Year Projected Change



<i>Population Trends</i>	2000	2010	2019	2024	2029
Study Area Population	538,039	566,508	597,504	608,448	621,219
Population Change		28,469	30,996	10,944	12,771
Percent Change		5.29%	5.47%	1.83%	2.10%
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%

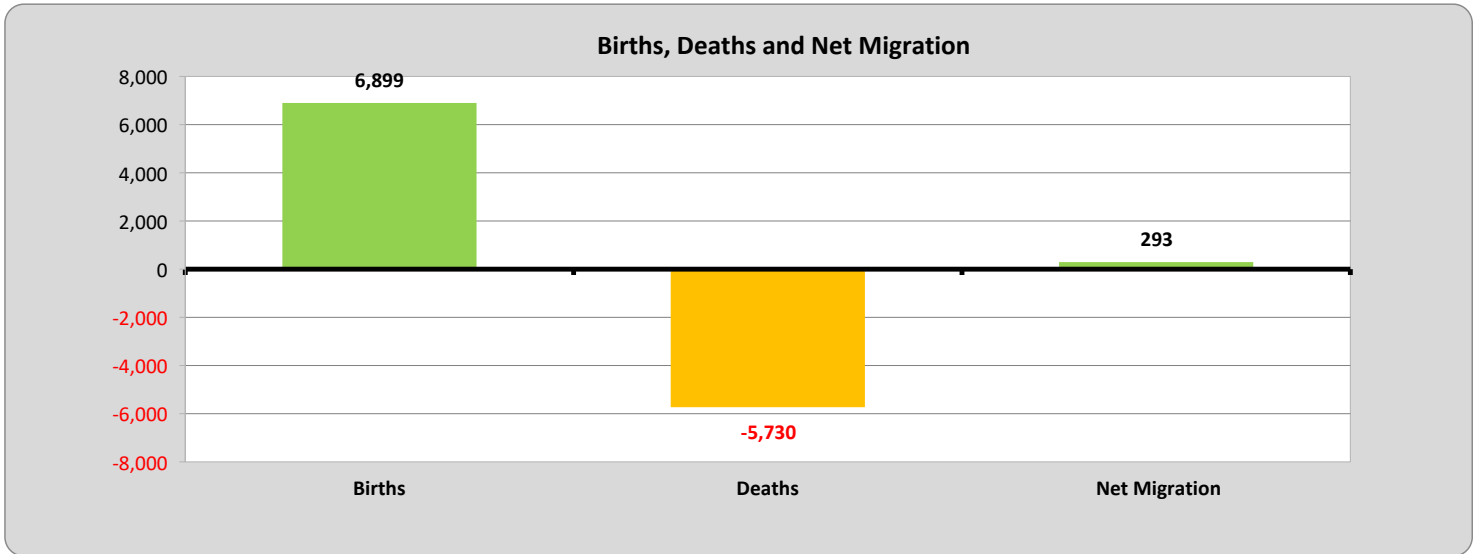
Projected Percentage Population Change: Comparison of Study Area to State



People and Change

<i>Recent 8 Quarter History</i>	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	594,296	594,681	595,071	595,335	596,042	596,689	596,883	596,789
Change		385	390	264	707	647	194	-94
Percent Change		0.06%	0.07%	0.04%	0.12%	0.11%	0.03%	-0.02%
Seasonal Population	2,442	1,714	27	1,730	2,662	1,781	4	1,599
Change		-728	-1,687	1,703	932	-881	-1,777	1,595
Percent Change		-29.81%	-98.42%	6307.41%	53.87%	-33.10%	-99.78%	39875.00%
Transient Population	7,574	7,682	6,856	6,448	7,484	7,780	6,723	6,537
Change		108	-826	-408	1,036	296	-1,057	-186
Percent Change		1.43%	-10.75%	-5.95%	16.07%	3.96%	-13.59%	-2.77%

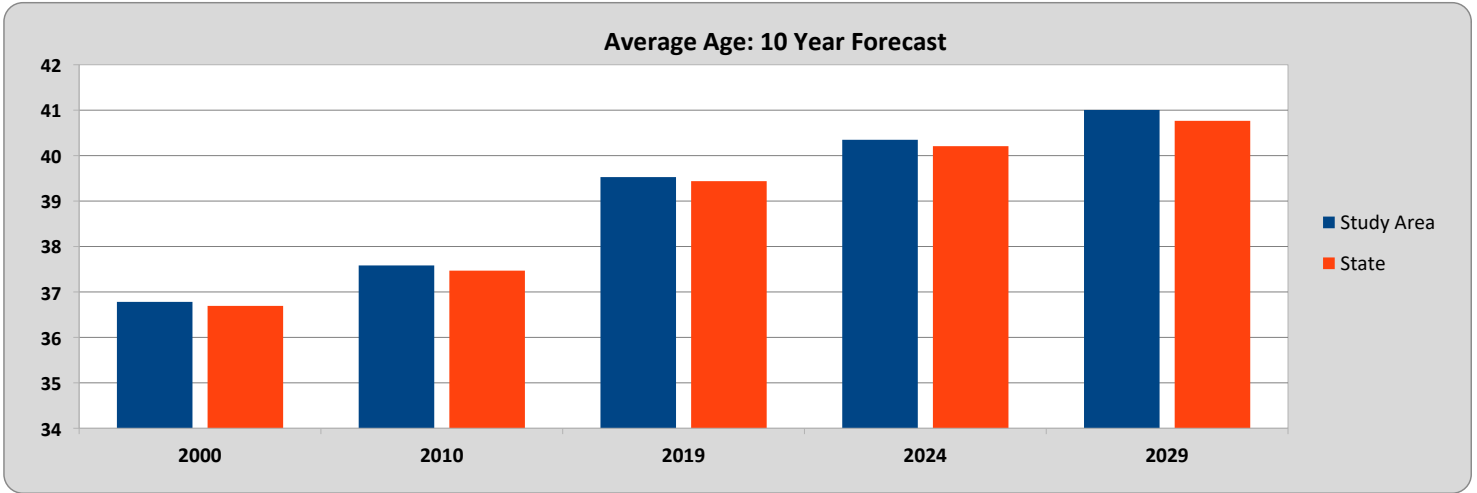
Factors Effecting Population Change: Prior 12 Months



	2019
Factors Effecting Population Change	
Births	6,899
Deaths	5,730
Net Migration	293
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	296,261	52.30%	311,102	52.07%	316,187	51.97%	322,481	51.91%	-0.16%
Male	270,247	47.70%	286,402	47.93%	292,261	48.03%	298,739	48.09%	0.16%
Totals:	566,508	100.00%	597,504	100.00%	608,448	100.00%	621,220	100.00%	

Average Age with State Comparison

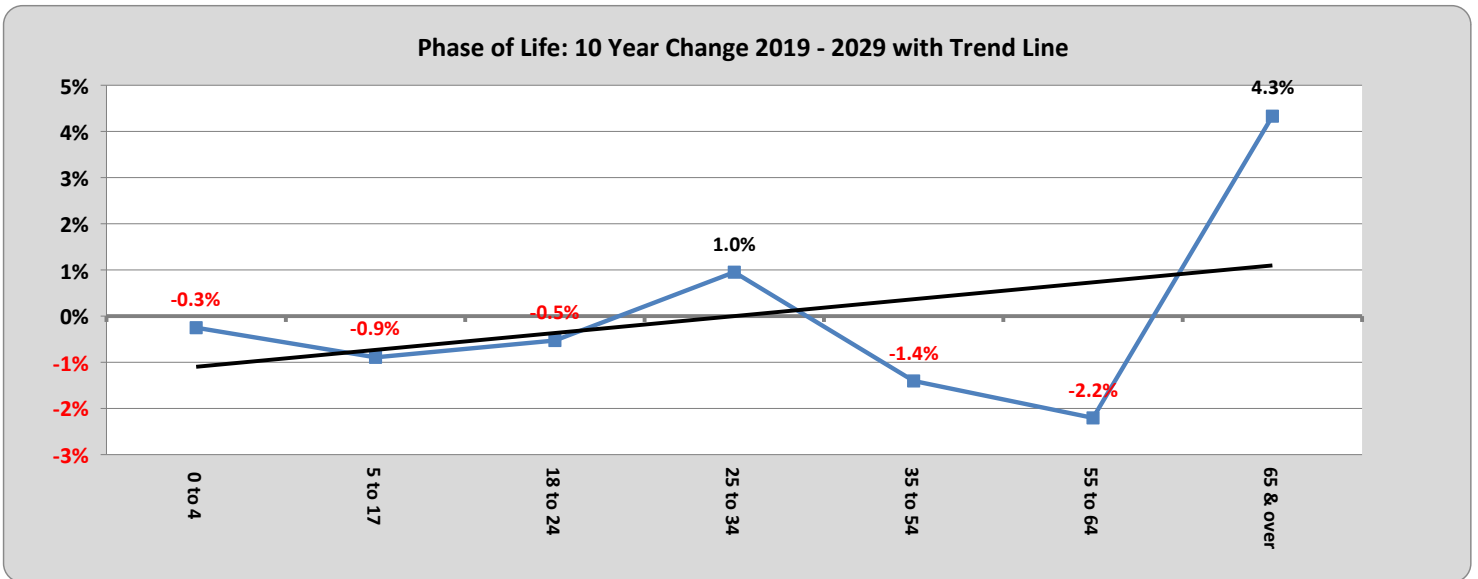


Age Trends	2000	2010	2019	2024	2029
Average Age: Study Area	36.78	37.58	39.53	40.35	41.01
Average Age Change		0.80	1.94	0.82	0.66
Percent Change		2.18%	5.17%	2.08%	1.63%
Median Age	35	36	38	39	39

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

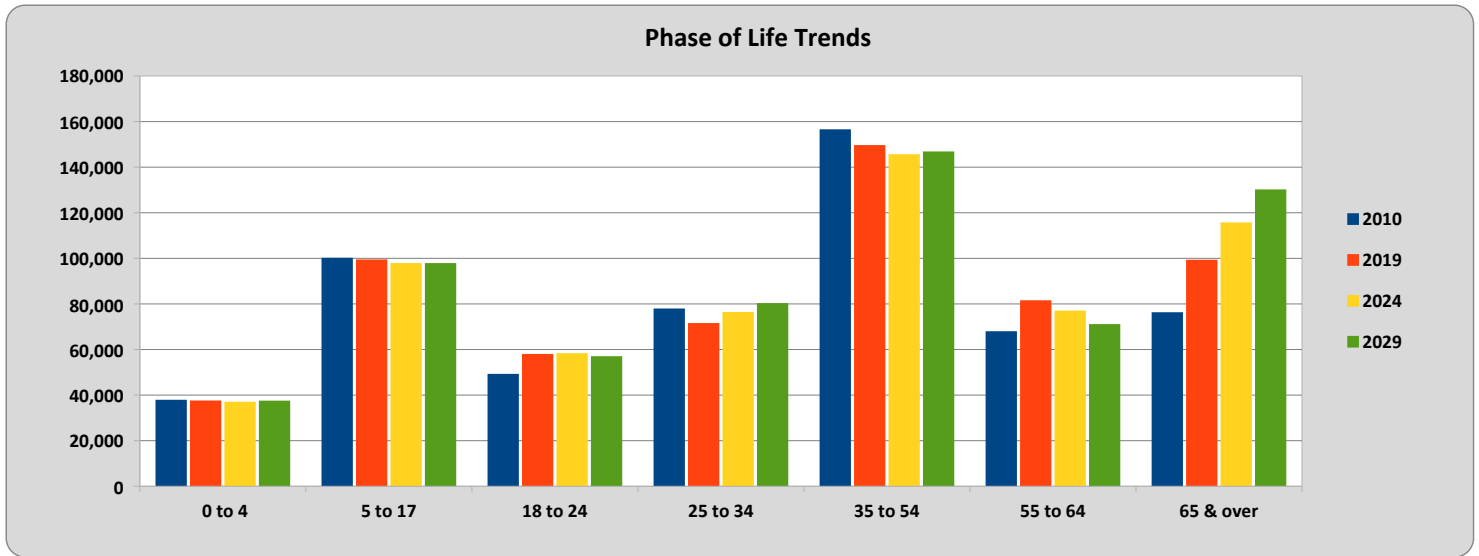
Phase of Life Projected Change

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.

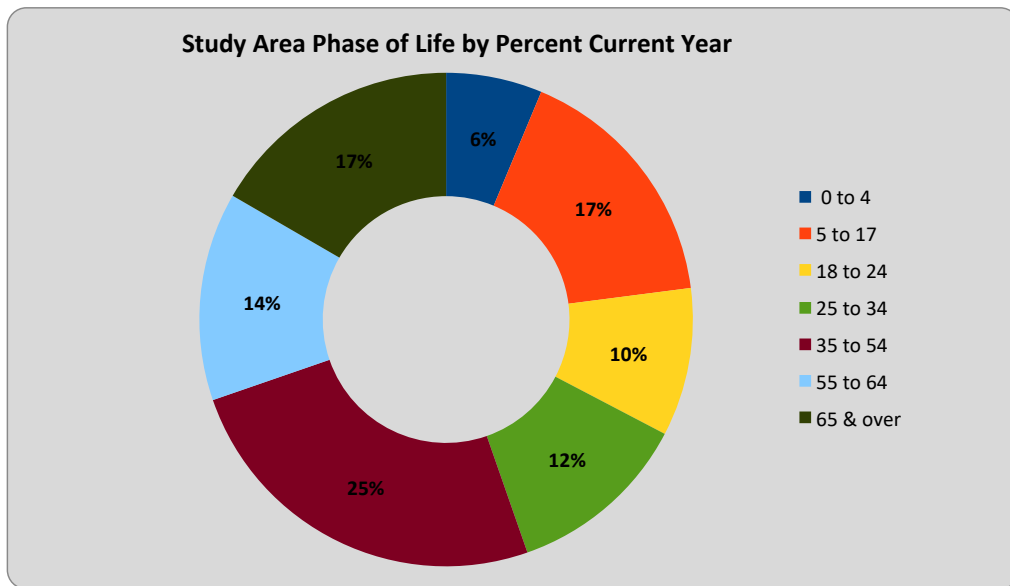


People by Age

Phase of Life



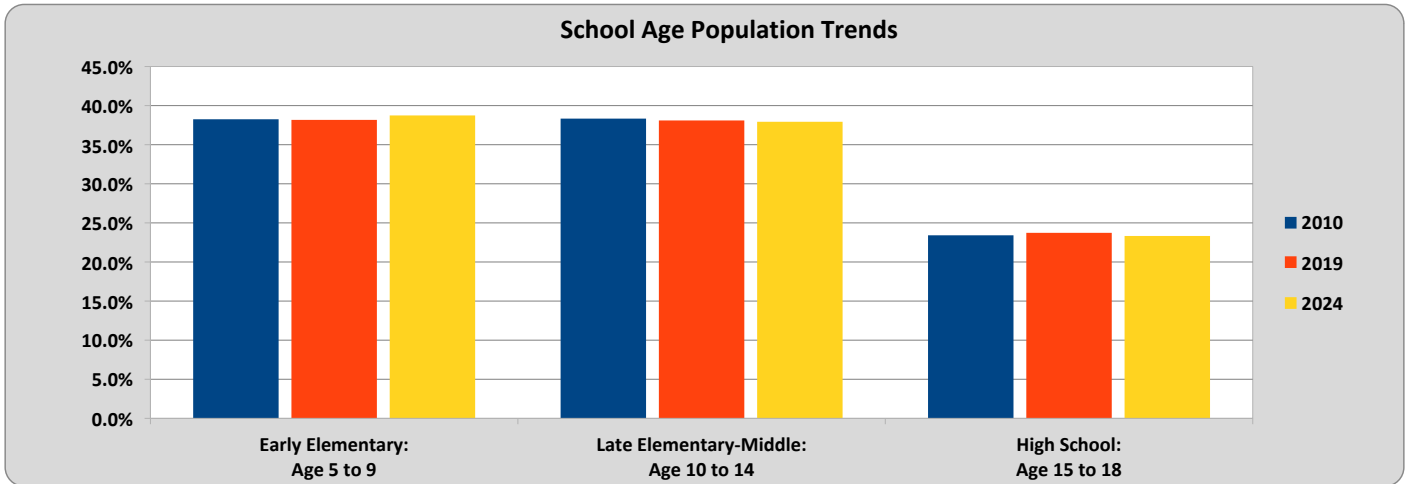
Current Year Population by Phase of Life



	2010		2019		2024		2029		10 Yr Change
Phase of life Forecast									
Before Formal Schooling: Ages 0 to 4	37,950	6.70%	37,640	6.30%	37,094	6.10%	37,574	6.05%	-0.25%
Required Formal Schooling: Ages 5 to 17	100,253	17.70%	99,521	16.66%	97,929	16.09%	97,924	15.76%	-0.89%
College/Career Starts: Ages 18 to 24	49,312	8.70%	58,051	9.72%	58,382	9.60%	57,071	9.19%	-0.53%
Singles and Young Families: Ages 25 to 34	77,993	13.77%	71,604	11.98%	76,492	12.57%	80,356	12.94%	0.95%
Families/Empty Nesters: Ages 35 to 54	156,617	27.65%	149,691	25.05%	145,693	23.95%	146,908	23.65%	-1.40%
Enrich Years Singles/Couples: Ages 55 to 64	68,028	12.01%	81,603	13.66%	77,093	12.67%	71,147	11.45%	-2.20%
Retirement Opportunities: Age 65 and over	76,356	13.48%	99,395	16.64%	115,765	19.03%	130,240	20.97%	4.33%
Totals:	566,509	100.00%	597,505	100.00%	608,448	100.00%	621,220	100.00%	

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

School Age Population Trends



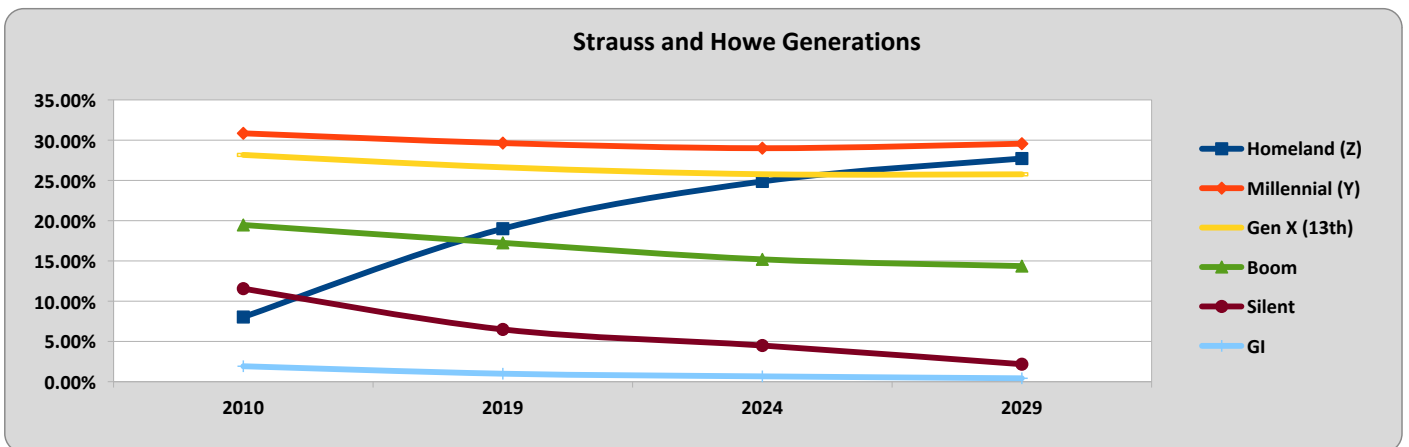
Study Area	Study Area			5 Yr Chg	KS,MO			Comp Index CY
	2010	2019	2024		2010	2019	2024	
School Age Population Trends								
Early Elem: 5 to 9	38,349	37,990	37,939	0.57%	38.09%	37.98%	37.89%	100
Late Elem-Mid: 10 to 14	38,433	37,917	37,146	-0.17%	38.28%	37.98%	38.15%	100
High School: 15 to 17	23,472	23,614	22,844	-0.40%	23.64%	24.04%	23.96%	99
Totals:	100,254	99,521	97,929		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	45,511	8.03%	113,547	19.00%	151,349	24.87%	164,389	27.72%
Millennial (Y)	Hero	1982	2004	174,775	30.85%	177,089	29.64%	176,467	29.00%	175,314	29.56%
Gen X (13th)	Nomad	1961	1981	159,577	28.17%	159,099	26.63%	156,797	25.77%	152,775	25.76%
Boom	Prophet	1946	1960	110,289	19.47%	103,043	17.25%	92,456	15.20%	85,162	14.36%
Silent	Artist	1925	1945	65,475	11.56%	38,789	6.49%	27,347	4.49%	12,888	2.17%
GI	Hero	1901	1924	10,881	1.92%	5,936	0.99%	4,034	0.66%	2,511	0.42%
Totals:				566,508	100.00%	597,504	100.00%	608,451	100.00%	593,040	100.00%

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

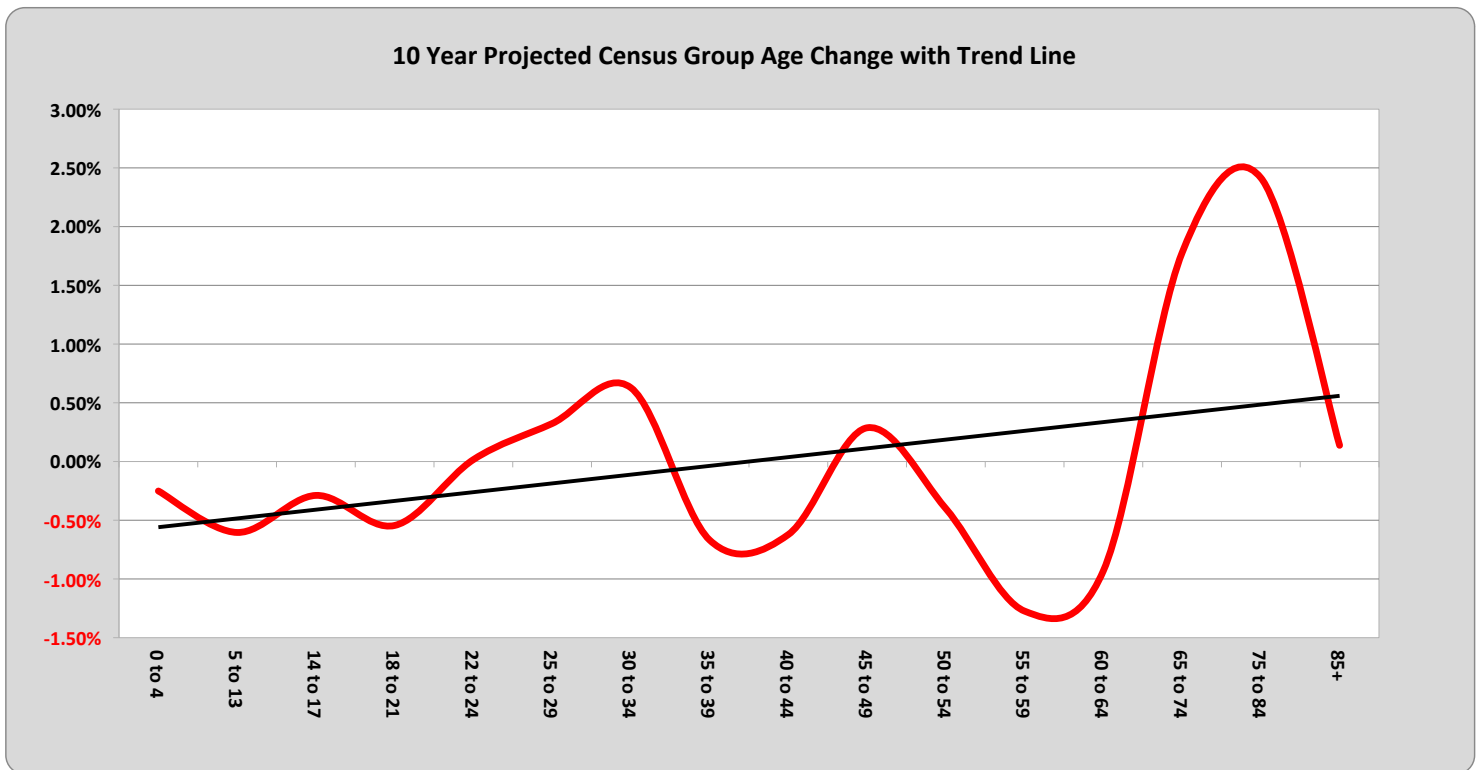
Generations as Percentage of the Population Trends



People by Age

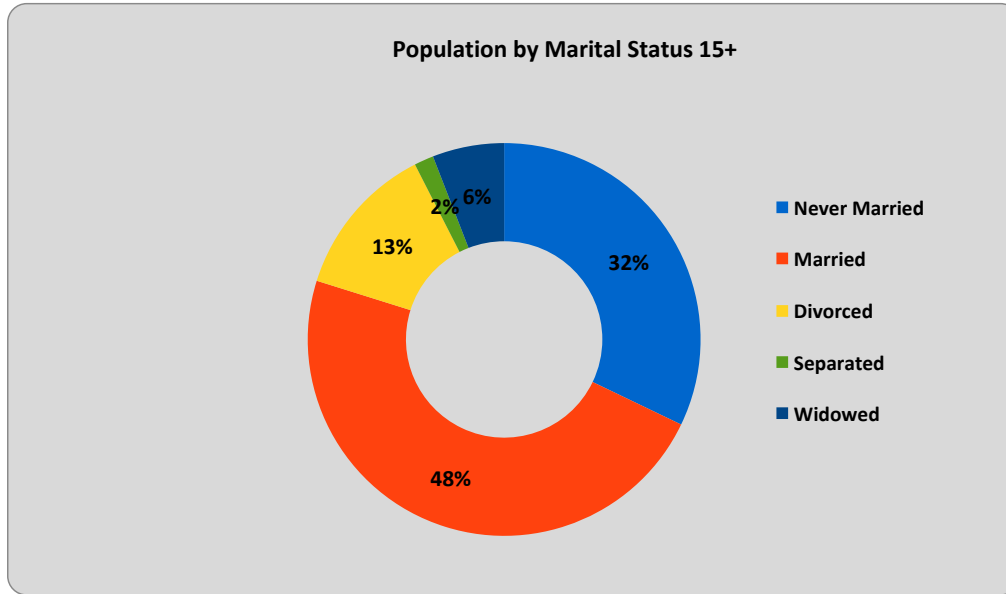
	2010		2019		2024		2029		10 Yr Change
Population by Age Forecast									
0 to 4	37,950	6.70%	37,640	6.30%	37,094	6.10%	37,574	6.05%	-0.25%
5 to 13	69,247	12.22%	68,125	11.40%	67,526	11.10%	67,076	10.80%	-0.60%
14 to 17	31,006	5.47%	31,395	5.25%	30,403	5.00%	30,848	4.97%	-0.29%
18 to 21	26,945	4.76%	35,040	5.86%	33,916	5.57%	33,048	5.32%	-0.54%
22 to 24	22,367	3.95%	23,010	3.85%	24,467	4.02%	24,023	3.87%	0.02%
25 to 29	40,964	7.23%	36,905	6.18%	39,633	6.51%	40,377	6.50%	0.32%
30 to 34	37,029	6.54%	34,699	5.81%	36,859	6.06%	39,979	6.44%	0.63%
35 to 39	35,760	6.31%	39,702	6.64%	34,332	5.64%	37,123	5.98%	-0.67%
40 to 44	36,513	6.45%	36,730	6.15%	39,307	6.46%	34,325	5.53%	-0.62%
45 to 49	42,082	7.43%	35,972	6.02%	36,397	5.98%	39,184	6.31%	0.29%
50 to 54	42,261	7.46%	37,287	6.24%	35,658	5.86%	36,276	5.84%	-0.40%
55 to 59	37,409	6.60%	41,537	6.95%	36,726	6.04%	35,272	5.68%	-1.27%
60 to 64	30,619	5.40%	40,066	6.71%	40,367	6.63%	35,875	5.77%	-0.93%
65 to 74	39,186	6.92%	60,744	10.17%	69,819	11.47%	74,197	11.94%	1.78%
75 to 84	25,854	4.56%	29,005	4.85%	36,409	5.98%	45,160	7.27%	2.42%
85+	11,316	2.00%	9,646	1.61%	9,536	1.57%	10,883	1.75%	0.14%
Totals:	566,508	100.00%	597,503	100.00%	608,449	100.00%	621,220	100.00%	

Age Category Changes



People by Household Type and Marital Status

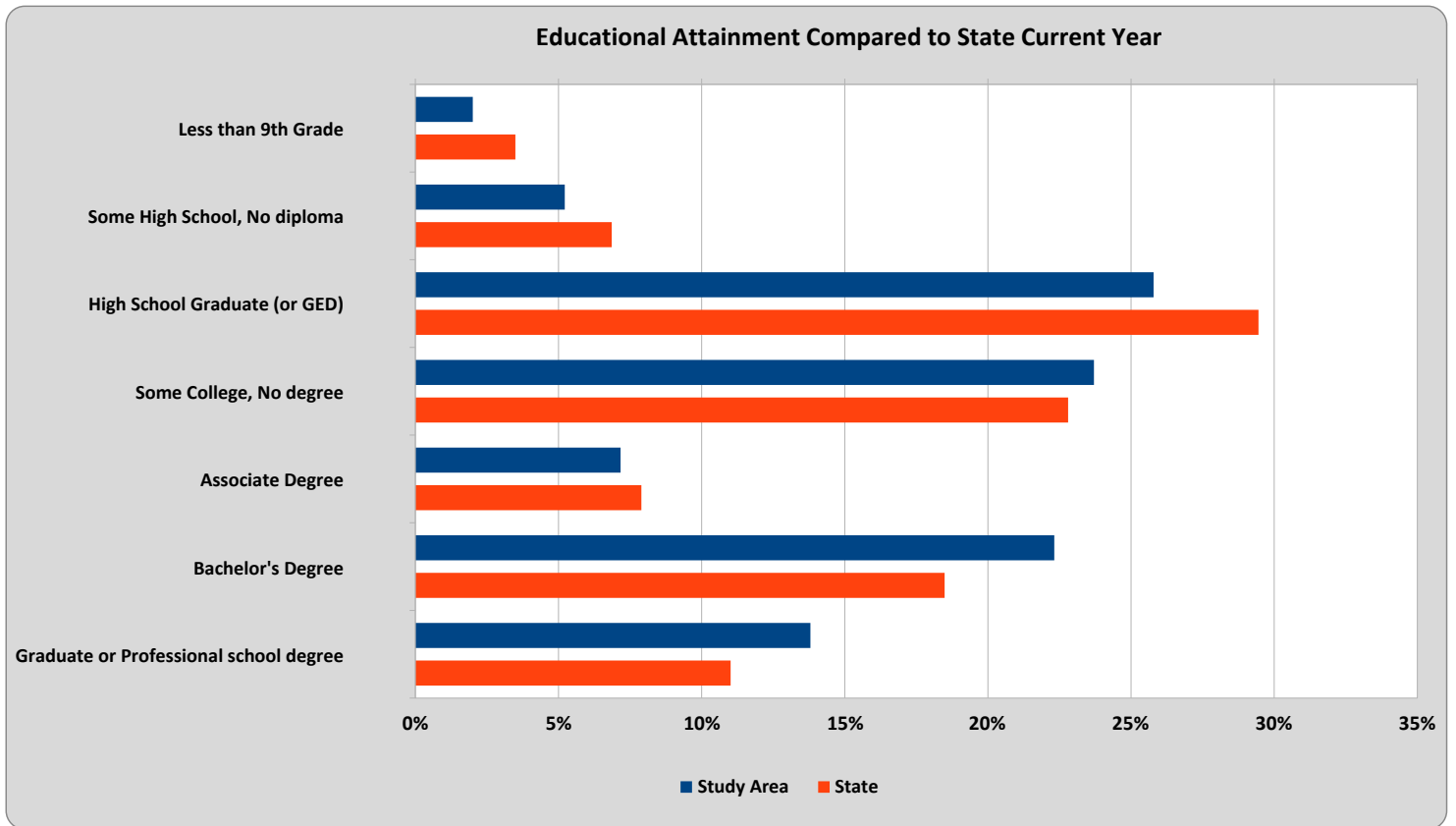
Population by Household Type



	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	452,744	79.92%	478,770	80.13%	488,358	80.26%	0.13%	7,372,480	80.46%	100
Population in Non-Family Households	106,049	18.72%	110,795	18.54%	112,043	18.41%	-0.13%	1,532,298	16.72%	111
Population in Group Quarters	7,714	1.36%	7,939	1.33%	8,048	1.32%	-0.01%	258,376	2.82%	47
Totals:	566,507	100.00%	597,504	100.00%	608,449	100.00%		9,163,154	100.00%	
Population by Marital Status 15+										
Never Married	131,061	28.53%	158,009	32.13%	164,577	32.67%	0.53%	2,234,445	29.47%	109
Married	236,182	51.42%	234,546	47.70%	238,295	47.30%	-0.40%	3,853,980	50.84%	94
Divorced	53,934	11.74%	62,294	12.67%	64,143	12.73%	0.06%	896,861	11.83%	107
Separated	10,174	2.22%	7,858	1.60%	7,641	1.52%	-0.08%	125,467	1.66%	97
Widowed	27,960	6.09%	29,032	5.90%	29,172	5.79%	-0.11%	470,127	6.20%	95
Totals:	459,311	100.00%	491,739	100.00%	503,828	100.00%		7,580,880	100.00%	
Population by Marital Status Single Female 15+										
Divorced	32,316	26.94%	36,591	26.40%				493,988	25.89%	102
Never Married	64,477	53.75%	79,685	57.49%				1,046,806	54.87%	105
Widowed	23,171	19.31%	22,323	16.11%				366,944	19.23%	84
Totals:	119,964	100.00%	138,599	100.00%				1,907,738	100.00%	
Population by Marital Status Single Male 15+										
Divorced	21,618	23.25%	25,703	23.21%				402,873	23.79%	98
Never Married	66,584	71.60%	78,324	70.73%				1,187,639	70.12%	101
Widowed	4,789	5.15%	6,709	6.06%				103,183	6.09%	99
Totals:	92,991	100.00%	110,736	100.00%				1,693,695	100.00%	
Population by Group Quarters										
Institutionalized	4,782	61.99%	4,752	62.38%				133,388	52.87%	118
Non-institutionalized: College	1,726	22.37%	1,721	22.59%				80,553	31.93%	71
Non-institutionalized: Military	49	0.64%	49	0.64%				15,635	6.20%	10
Non-institutionalized: Other	1,157	15.00%	1,096	14.39%				22,733	9.01%	160
Totals:	7,714	100.00%	7,618	100.00%				252,309	100.00%	

People by Education and School Enrollment

Population by Educational Attainment: 25+

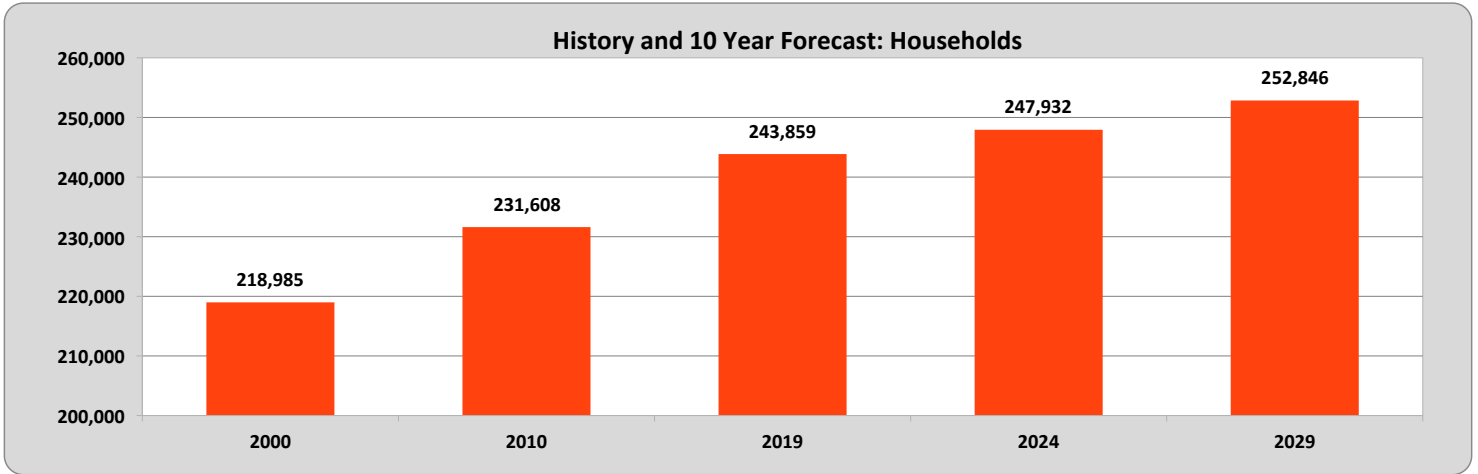


	Study Area							KS,MO 2019	Comp Index CY
	2010		2019		2024		5 Yr Chg		
Population by Educational Attainment: 25+									
Less than 9th grade	7,494	1.98%	8,068	2.01%	8,183	1.99%	-0.01%	3.49%	57
Some High School, No diploma	25,660	6.77%	20,995	5.22%	21,263	5.18%	-0.04%	6.86%	76
High School Graduate (or GED)	102,526	27.05%	103,738	25.79%	105,503	25.72%	-0.07%	29.45%	88
Some College, No degree	89,877	23.72%	95,359	23.70%	96,205	23.45%	-0.25%	22.80%	104
Associate Degree	25,606	6.76%	28,836	7.17%	29,277	7.14%	-0.03%	7.89%	91
Bachelor's Degree	79,599	21.00%	89,783	22.32%	91,640	22.34%	0.02%	18.49%	121
Graduate or Professional School	48,225	12.72%	55,514	13.80%	58,202	14.19%	0.39%	11.01%	125
Totals:	378,987	100.00%	402,293	100.00%	410,273	100.00%		100.00%	
Population: Currently Enrolled in Education									
High School			30,944	26.86%					
Kindergarten/Elementary School			74,193	64.41%					
Nursery School/Preschool			10,059	8.73%					
Totals:			115,196	100.00%					

Households and Change

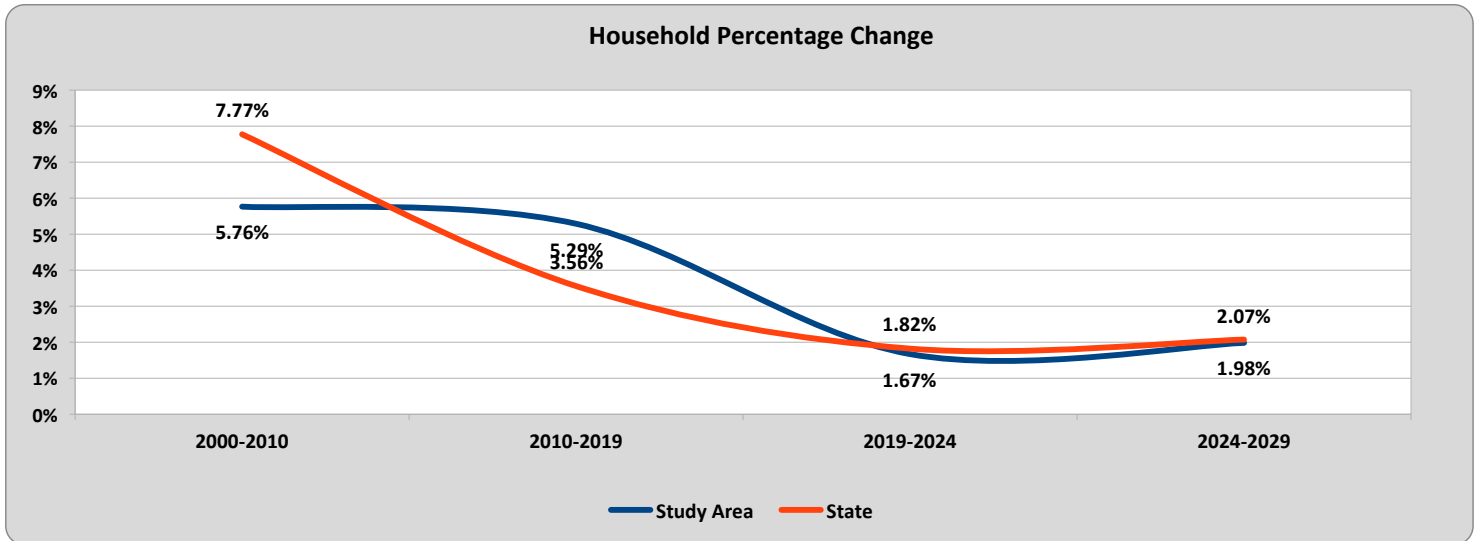
A household is defined as all people who occupy a housing unit. It includes two sub-categories: family households and non-family households. Group quarters are not included in this report.

Household History with 5 and 10 Year Projected Change



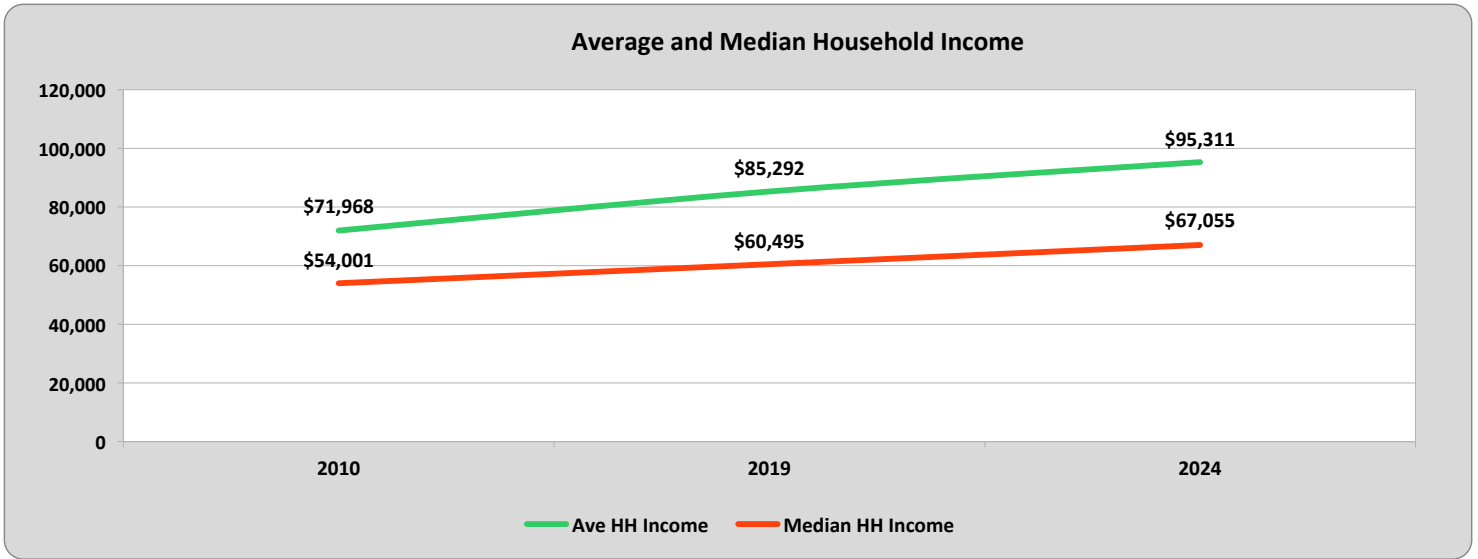
Household Trends	2000	2010	2019	2024	2029
Study Area Households	218,985	231,608	243,859	247,932	252,846
Households Change		12,623	12,251	4,073	4,914
Percent Change		5.76%	5.29%	1.67%	1.98%
State Households	3,236,151	3,487,707	3,611,829	3,677,645	3,753,907
Households Change		251,556	124,122	65,816	76,262
Percent Change		7.77%	3.56%	1.82%	2.07%
Population / Households	2.46	2.45	2.45	2.45	2.46
Population / Households Change		-0.01	0.00	0.00	0.00
Percent Change		-0.45%	0.17%	0.16%	0.11%

Projected Percentage Household Change: Comparison of Study Area to State



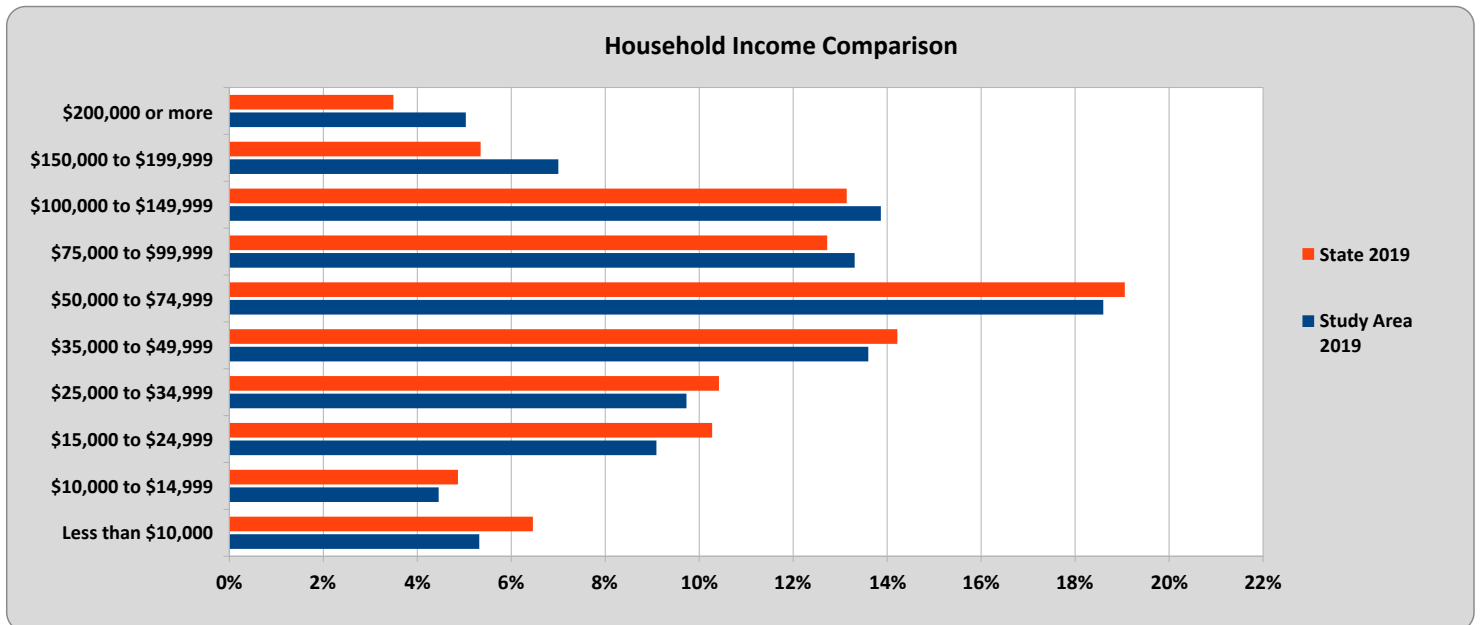
Households by Income

Average and Median Household Income Trends



Household Income Trends	2010	2019	2024
Study Area: Average HH Income	71,968	85,292	95,311
Households Change		13,324	10,019
Percent Change		18.51%	11.75%
Study Area: Median HH Income	54,001	60,495	67,055
Per Capita Income	29,423	34,810	38,837
Per Capita Income Change		5,387	4,027
Percent Change		18.31%	11.57%
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	115	117	117

Current Year Estimated Household Income Comparison to State

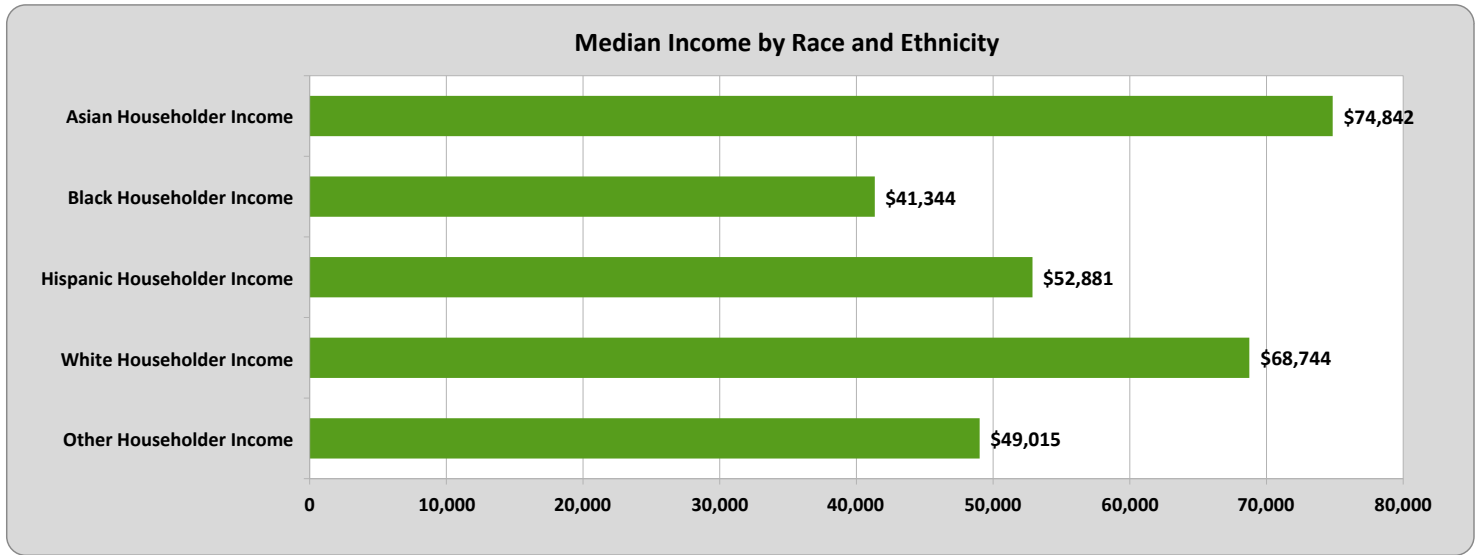


Households by Income

	Study Area							KS,MO	Comp Index
	2010		2019		2024		5 Yr Chg	2019	CY
Household Income Forecast by Category									
Less than \$10,000	16,019	6.92%	12,971	5.32%	11,258	4.54%	-0.78%	6.46%	82
\$10,000 to \$14,999	11,270	4.87%	10,863	4.45%	8,760	3.53%	-0.92%	4.87%	92
\$15,000 to \$24,999	22,740	9.82%	22,165	9.09%	20,047	8.09%	-1.00%	10.28%	88
\$25,000 to \$34,999	25,193	10.88%	23,725	9.73%	20,724	8.36%	-1.37%	10.42%	93
\$35,000 to \$49,999	33,445	14.44%	33,162	13.60%	33,553	13.53%	-0.07%	14.22%	96
\$50,000 to \$74,999	44,425	19.19%	45,358	18.60%	43,422	17.51%	-1.09%	19.06%	98
\$75,000 to \$99,999	29,348	12.67%	32,454	13.31%	33,828	13.64%	0.34%	12.72%	105
\$100,000 to \$149,999	29,696	12.82%	33,813	13.87%	38,553	15.55%	1.68%	13.14%	106
\$150,000 to \$199,999	9,826	4.24%	17,075	7.00%	18,308	7.38%	0.38%	5.35%	131
\$200,000 or more	9,594	4.14%	12,273	5.03%	19,480	7.86%	2.82%	3.49%	144
Totals:	231,556	100.00%	243,859	100.00%	247,933	100.00%		100.00%	
Family Income Forecast by Category									
Less than \$10,000			5,449	3.53%	5,332	3.39%	-0.0014437	3.97%	89
\$10,000 to \$14,999			3,995	2.59%	3,869	2.46%	-0.13%	2.89%	90
\$15,000 to \$24,999			9,643	6.25%	9,540	6.07%	-0.19%	7.17%	87
\$25,000 to \$34,999			11,790	7.65%	13,443	8.55%	0.90%	8.59%	89
\$35,000 to \$49,999			18,517	12.01%	18,519	11.77%	-0.24%	13.25%	91
\$50,000 to \$74,999			29,266	18.98%	29,500	18.76%	-0.23%	20.37%	93
\$75,000 to \$99,999			23,147	15.01%	23,405	14.88%	-0.13%	15.20%	99
\$100,000 to \$149,999			27,317	17.72%	27,901	17.74%	0.02%	16.83%	105
\$150,000 to \$199,999			14,452	9.37%	14,913	9.48%	0.11%	7.09%	132
\$200,000 or more			10,592	6.87%	10,860	6.90%	0.03%	4.65%	148
Totals:			154,168	100.00%	157,282	100.00%		100.00%	
Non-family Income Forecast by Category									
Less than \$10,000			5,729	6.39%	5,018	5.54%	-0.85%	7.85%	81
\$10,000 to \$14,999			4,824	5.38%	3,935	4.34%	-1.04%	5.78%	93
\$15,000 to \$24,999			9,286	10.35%	8,529	9.41%	-0.94%	11.58%	89
\$25,000 to \$34,999			8,087	9.02%	6,705	7.40%	-1.62%	9.19%	98
\$35,000 to \$49,999			13,202	14.72%	13,464	14.85%	0.13%	15.10%	97
\$50,000 to \$74,999			17,157	19.13%	16,547	18.25%	-0.87%	19.15%	100
\$75,000 to \$99,999			11,710	13.06%	12,363	13.64%	0.58%	12.16%	107
\$100,000 to \$149,999			11,109	12.39%	13,005	14.35%	1.96%	11.72%	106
\$150,000 to \$199,999			4,940	5.51%	5,579	6.15%	0.65%	4.43%	124
\$200,000 or more			3,647	4.07%	5,503	6.07%	2.00%	3.03%	134
Totals:			89,691	100.00%	90,648	100.00%		100.00%	
Household Income Summary									
	Study Area							KS,MO	Comp Index
	2019		2024		5 Yr Chg		2019	CY	
Household Income									
Median	60,495		67,055		6560		54,932	110	
Family Median	73,653		73,675		22		67,283	109	

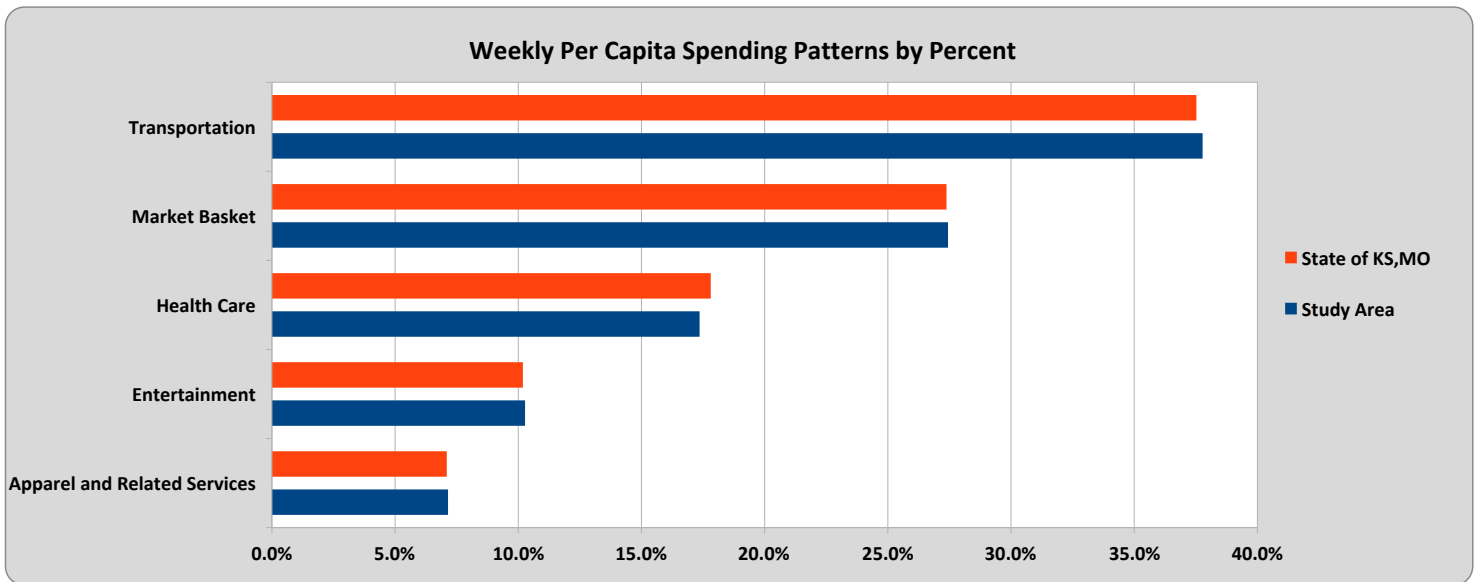
Households by Income

Median Income by Race and Ethnicity: 2019



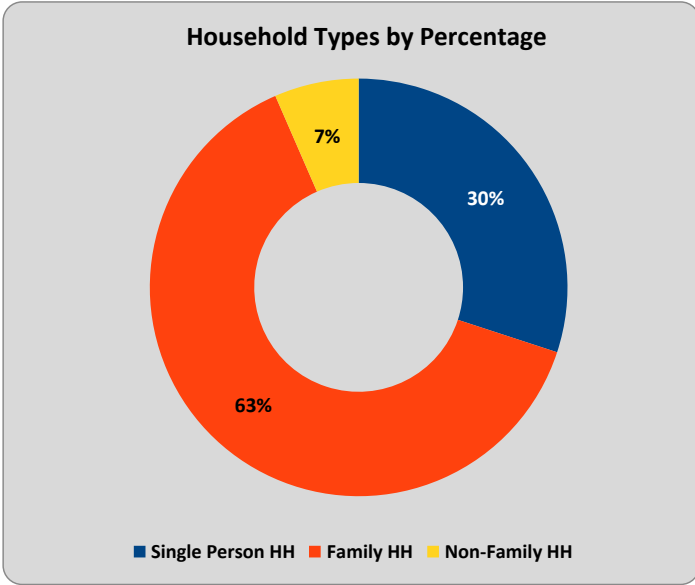
	Study Area	State of KS,MO	Comp Index CY
2019 Median Income by Race and Ethnicity: Compared to State			
Asian Householder Income	74,842	65,386	114
Black Householder Income	41,344	37,529	110
Hispanic Householder Income	52,881	45,194	117
White Householder Income	68,744	57,667	119
Other Householder Income	49,015	43,410	113

Spending Patterns: Weekly Per Capita Consumer Expenditures

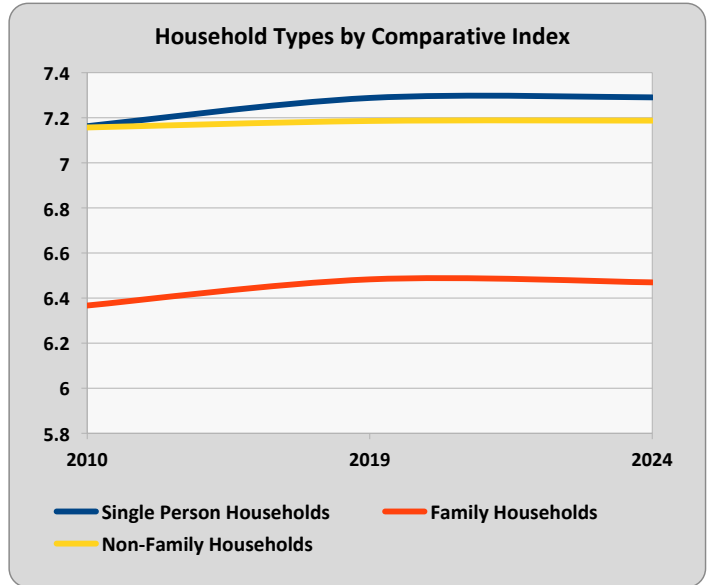


Households by Structure

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	70,309	73,574	74,454	981,614	1,009,530	1,021,244
Change		3,265	880		27,916	11,714
Percent Change		4.64%	1.20%		2.84%	1.16%
Family Households	145,564	154,168	157,283	2,286,236	2,378,009	2,431,059
Change		8,604	3,115		91,773	53,050
Percent Change		5.91%	2.02%		4.01%	2.23%
Non-Family Households	15,735	16,117	16,196	219,857	224,290	225,342
Change		382	79		4,433	1,052
Percent Change		2.43%	0.49%		2.02%	0.47%

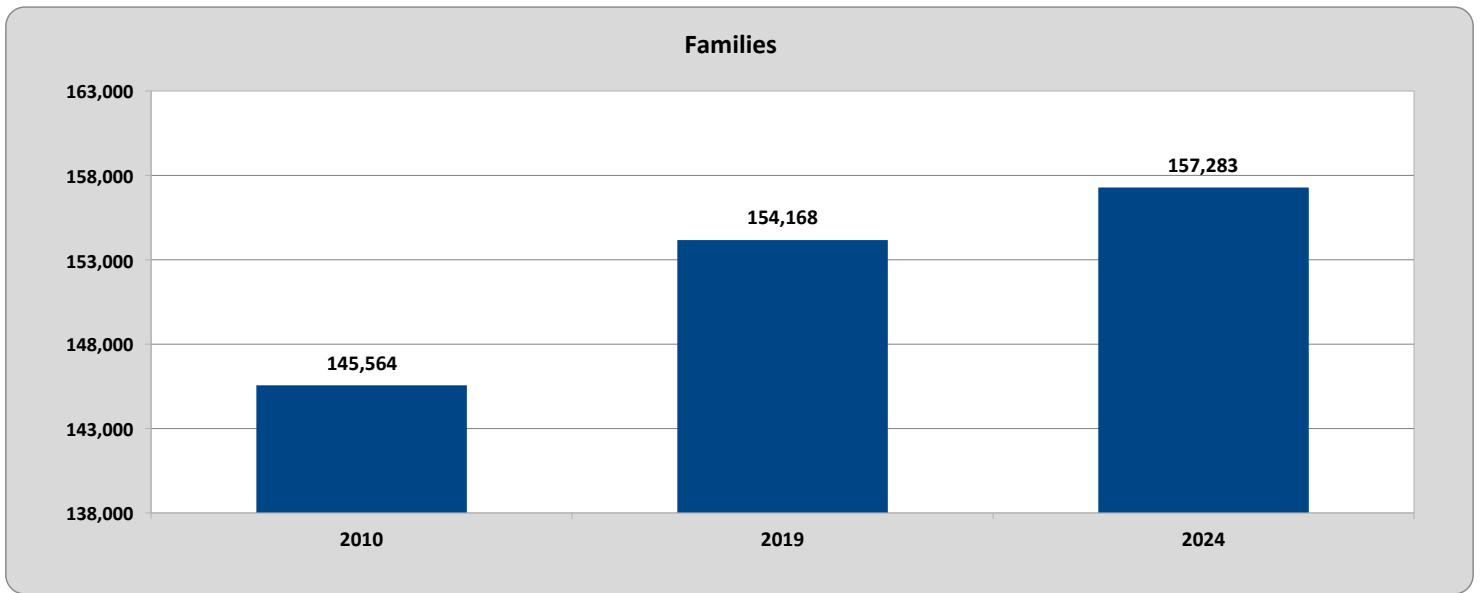
Households by Structure

	Study Area							KS,MO 2019	Comp Index CY
	2010		2019		2024		5 Yr Chg		
Households by Size									
1-person household	70,309	30.36%	73,574	30.17%	74,454	30.03%	-0.14%	27.95%	108
2-person household	77,220	33.34%	81,248	33.32%	82,593	33.31%	-0.00%	34.57%	96
3-person household	35,670	15.40%	37,631	15.43%	38,335	15.46%	0.03%	15.43%	100
4-person household	27,679	11.95%	29,466	12.08%	30,205	12.18%	0.10%	12.66%	95
5-person household	12,979	5.60%	13,787	5.65%	14,090	5.68%	0.03%	5.90%	96
6-person household	4,980	2.15%	5,253	2.15%	5,347	2.16%	0.00%	2.21%	97
7-or-more person household	2,771	1.20%	2,899	1.19%	2,908	1.17%	-0.02%	1.27%	93
Totals:	231,608	100.00%	243,858	100.00%	247,932	100.00%		100.00%	
Non-Family Households by Size									
1-person household	70,309	81.71%	73,574	82.03%				81.82%	100
2-person household	12,945	15.04%	3,410	3.80%				3.95%	96
3-person household	1,819	2.11%	11,064	12.34%				12.10%	102
4-person household	638	0.74%	521	0.58%				0.73%	80
5-person household	227	0.26%	382	0.43%				0.49%	86
6-person household	64	0.07%	381	0.42%				0.46%	92
7-or-more person household	41	0.05%	359	0.40%				0.45%	89
Totals:	86,043	100.00%	89,691	100.00%				100.00%	
Single by Gender or Family Households									
Female Householder	33,615	23.09%	33,760	21.90%				17.27%	127
Male Householder	10,318	7.09%	10,921	7.08%				6.73%	105
Married Couple	101,631	69.82%	109,488	71.02%				76.00%	93
Totals:	145,564	100.00%	154,169	100.00%				100.00%	
Non-Family Households by Gender									
Female Not living alone	6,962	8.09%	2,120	2.36%				2.39%	99
Male Not living alone	8,773	10.20%	13,997	15.61%				15.79%	99
Female Living alone	40,401	46.95%	42,639	47.54%				45.53%	104
Male Living alone	29,908	34.76%	30,935	34.49%				36.29%	95
Totals:	86,044	100.00%	89,691	100.00%				100.00%	
2019: Owner Households by Number of Vehicles									
No vehicle available			4,167	2.57%				2.59%	99
1 vehicle available			45,357	27.99%				24.34%	115
2 vehicles available			74,246	45.81%				43.75%	105
3 vehicles available			27,374	16.89%				19.86%	85
4 vehicles available			8,225	5.08%				6.66%	76
5+ vehicles available			2,691	1.66%				2.80%	59
Totals:			162,060	100.00%				100.00%	
2019: Renter Households by Number of Vehicles									
No vehicle available			13,538	16.55%				14.88%	111
1 vehicle available			42,692	52.19%				48.61%	107
2 vehicles available			19,771	24.17%				27.62%	88
3 vehicles available			4,231	5.17%				6.28%	82
4 vehicles available			1,161	1.42%				1.82%	78
5+ vehicles available			407	0.50%				0.79%	63
Totals:			81,800	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

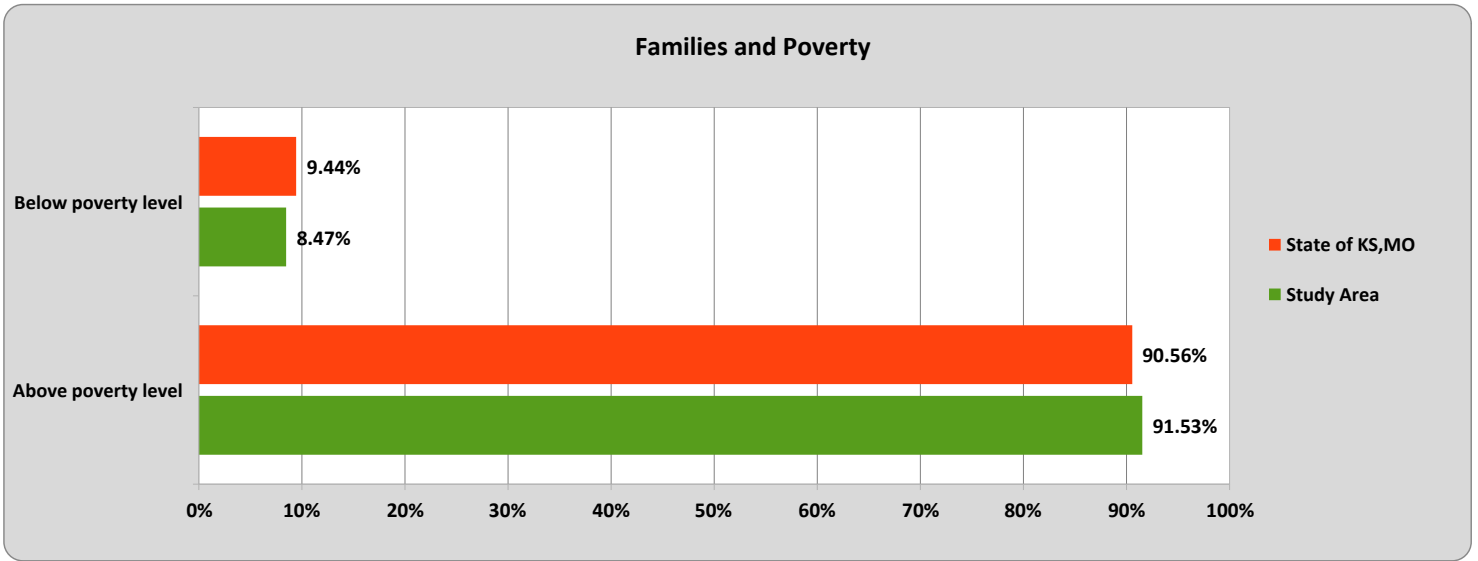


	2010	2019	2024
Study Area Family Households	145,564	154,168	157,283
Family Households Change		8,604	3,115
Percent Change		5.91%	2.02%
State Family Households	2,286,236	2,378,009	2,431,059
Family Households Change		91,773	53,050
Percent Change		4.01%	2.23%

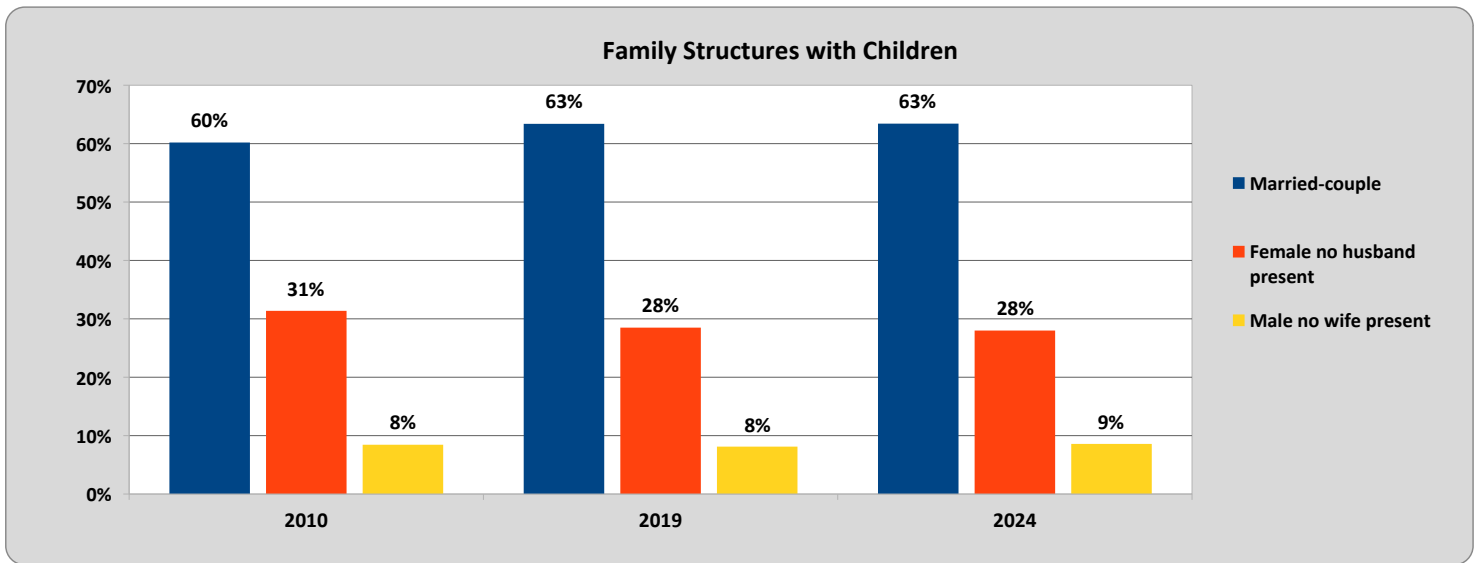
	2010		Study Area		2024		5 Yr Chg	KS,MO 2019	Comp Index CY
	Count	%	Count	%	Count	%			
Family Households by Size									
2-person household	64,274	44.16%	71,545	46.41%	72,594	46.16%	-0.25%	46.65%	99
3-person household	33,851	23.26%	34,827	22.59%	35,279	22.43%	-0.16%	21.83%	103
4-person household	27,041	18.58%	28,220	18.30%	28,951	18.41%	0.10%	18.33%	100
5-person household	12,752	8.76%	12,566	8.15%	13,003	8.27%	0.12%	8.45%	96
6-person household	4,916	3.38%	4,425	2.87%	4,678	2.97%	0.10%	3.04%	95
7-or-more person household	2,729	1.87%	2,584	1.68%	2,778	1.77%	0.09%	1.70%	98
Totals:	145,563	100.00%	154,167	100.00%	157,283	100.00%		100.00%	

Family Households

Families in Poverty Compared to State



Families with Children by Type

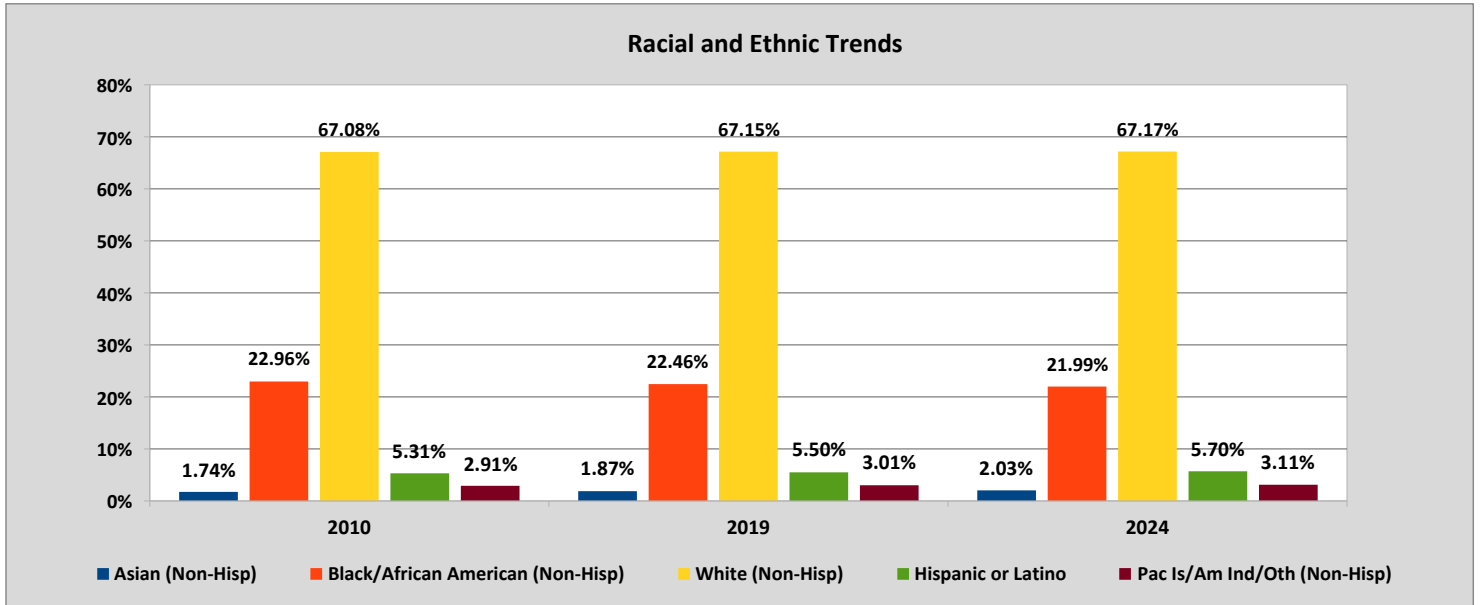


	Study Area				KS,MO 2019	Comp Index CY			
	2010	2019	2024	5 Yr Chg					
Families with Children by Type									
Married-couple	43,380	60.19%	42,377	63.39%	42,406	63.42%	0.03%	68.51%	93
Female no husband present	22,607	31.37%	19,048	28.49%	18,717	27.99%	-0.50%	23.09%	123
Male no wife present	6,083	8.44%	5,427	8.12%	5,738	8.58%	0.46%	8.40%	97
Totals:	72,070	100.00%	66,852	100.00%	66,861	100.00%		100.00%	
Families with No Children by Type									
Married-couple	58,250	79.26%	67,111	76.86%	69,212	76.54%	-0.32%	81.60%	94
Female no husband present	11,008	14.98%	14,712	16.85%	15,344	16.97%	0.12%	12.91%	131
Male no wife present	4,235	5.76%	5,493	6.29%	5,866	6.49%	0.20%	5.49%	115
Totals:	73,493	100.00%	87,316	100.00%	90,422	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.

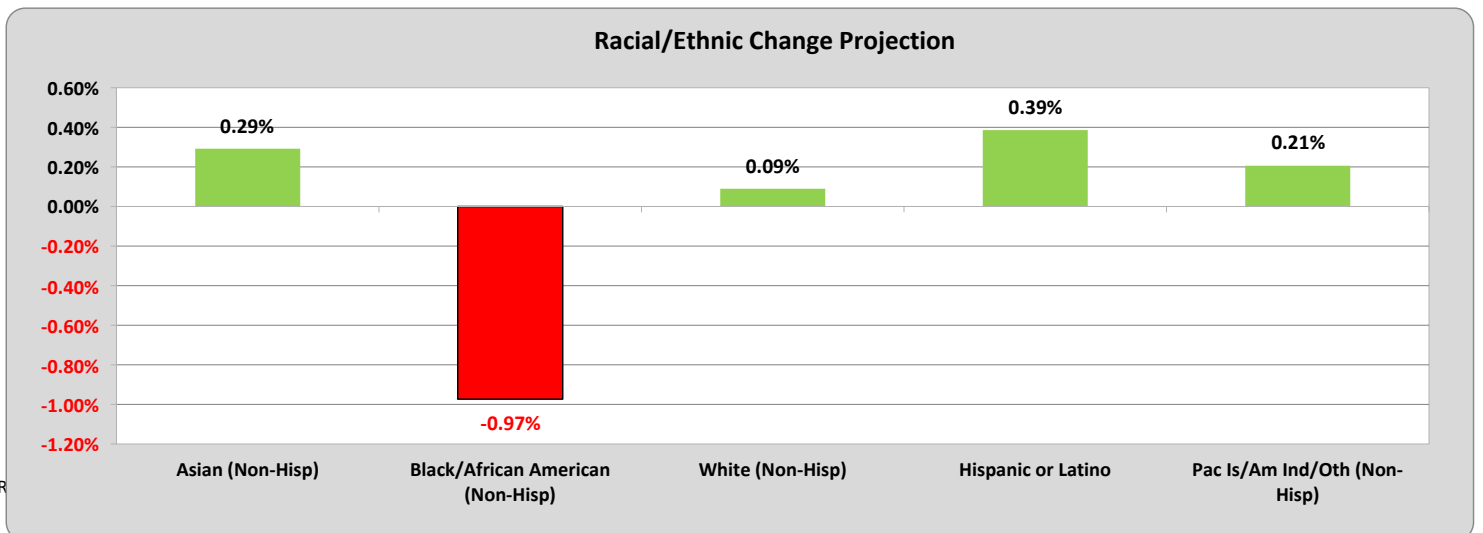
Racial Ethnic Trend Projections



Study Area	Study Area				KS,MO 2019	Comp Index CY
	2010	2019	2024	5 Yr Chg		
Racial/Ethnic Trends						
Asian (Non-Hisp)	9,842	11,202	12,347	0.15%	1.98%	95
Black/African American (Non-Hisp)	130,079	134,204	133,786	-0.47%	9.34%	241
White (Non-Hisp)	380,024	401,242	408,703	0.02%	79.94%	84
Hispanic or Latino	30,091	32,850	34,667	0.20%	5.95%	92
Pac Is/Am Ind/Oth (Non-Hisp)	16,473	18,006	18,946	0.10%	2.79%	108
Totals:	566,509	597,504	608,449	100.00%	100.00%	

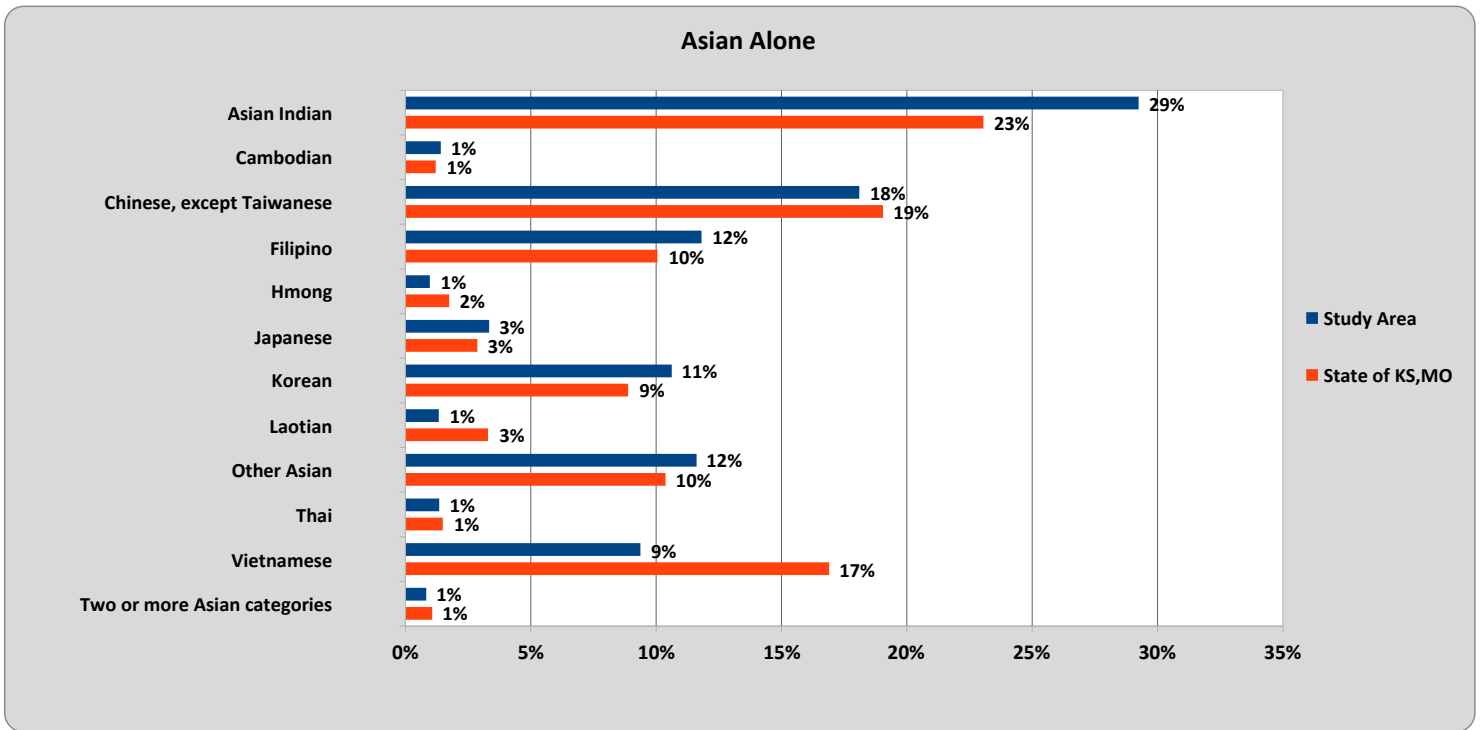
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Racial/Ethnic Change Projection from Census 2010 to 2024



Diversity: Race and Ethnicity

Estimated Current Year Asian Alone Population

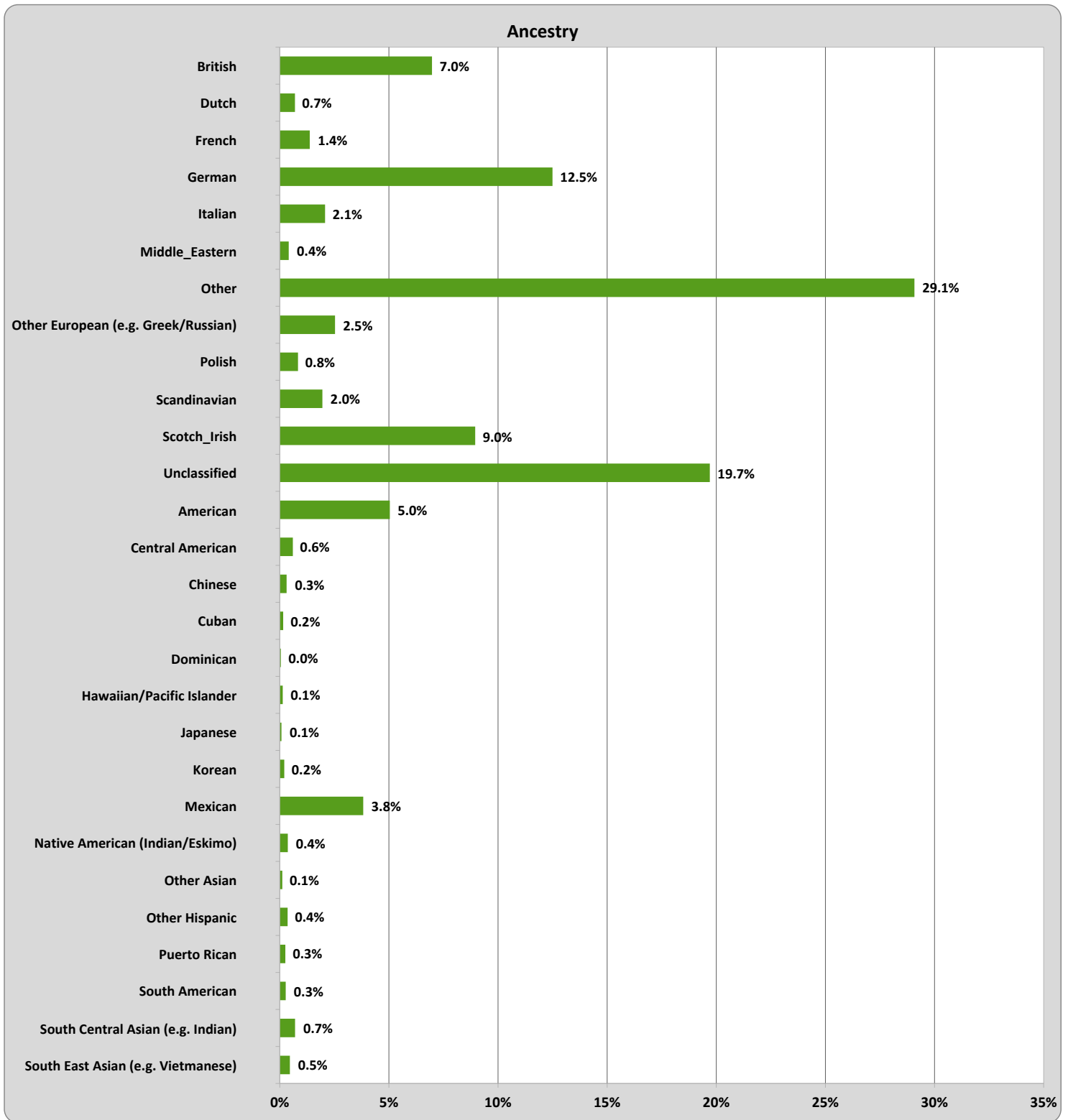


Population: Asian Alone	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
Asian Indian	3,276	29.24%	41,888	23.06%	127
Cambodian	158	1.41%	2,195	1.21%	117
Chinese, except Taiwanese	2,028	18.10%	34,609	19.05%	95
Filipino	1,323	11.81%	18,265	10.05%	117
Hmong	109	0.97%	3,174	1.75%	56
Japanese	374	3.34%	5,215	2.87%	116
Korean	1,190	10.62%	16,139	8.88%	120
Laotian	149	1.33%	5,985	3.29%	40
Other Asian	1,301	11.61%	18,851	10.38%	112
Thai	151	1.35%	2,707	1.49%	90
Vietnamese	1,050	9.37%	30,708	16.90%	55
Two or more Asian categories	93	0.83%	1,941	1.07%	78
Totals:	11,202	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	573	1.90%	626	1.91%	127
Mexican	21,277	70.71%	23,245	70.76%	92
Other Hispanic or Latino	6,789	22.56%	7,354	22.39%	129
Puerto Rican	1,452	4.83%	1,624	4.94%	118
Totals:	30,091	100.00%	32,849	100.00%	

Diversity: Ancestry

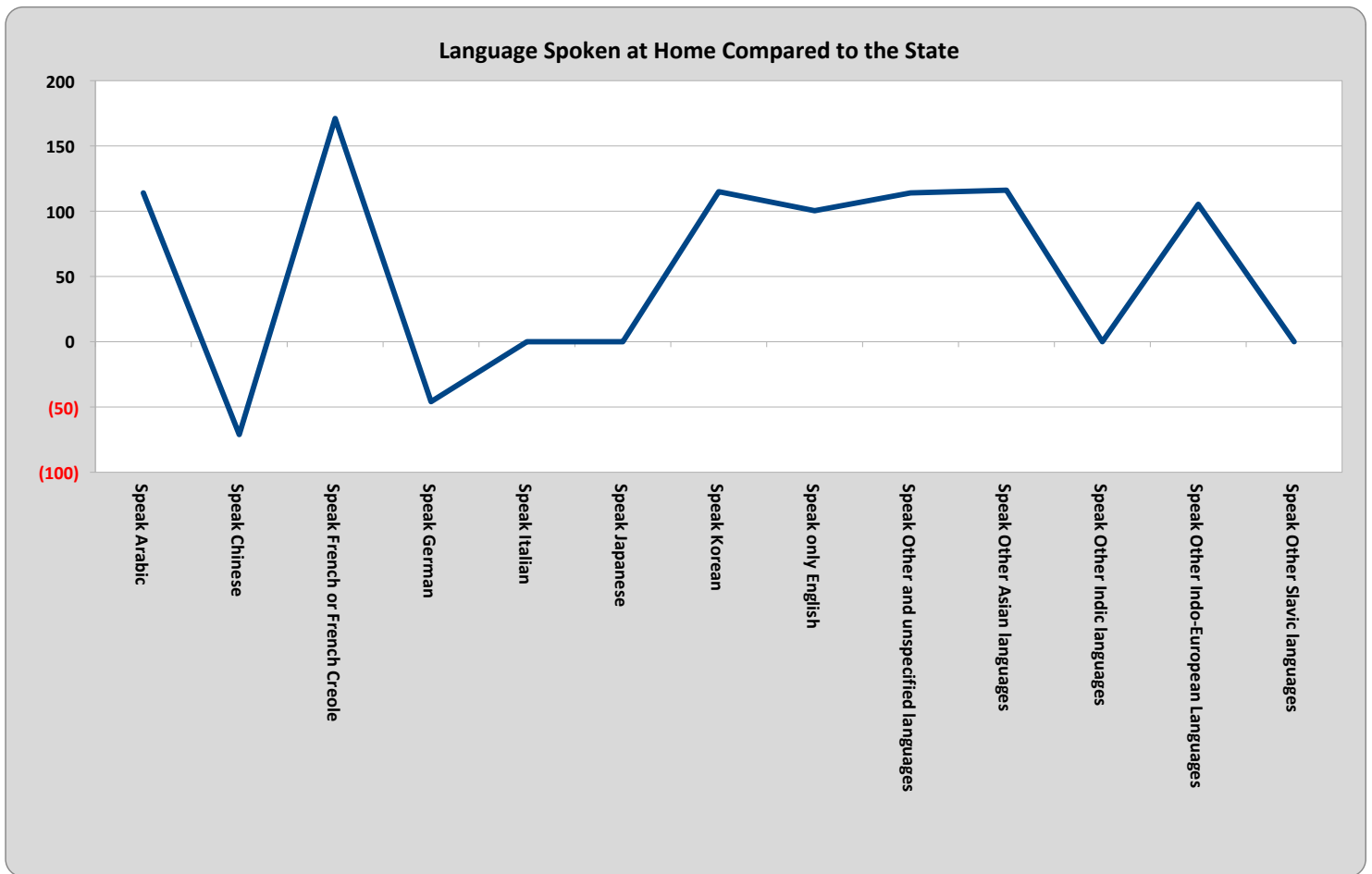
Population by Ancestry: 2019



Diversity: Languages

Population 5+ by Language Spoken at Home (Detail)	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
Speak Arabic	1,232	0.22%	16,570	0.19%	114
Speak Chinese	1,474	0.26%	31,784	0.37%	71
Speak French or French Creole	1,866	0.33%	16,730	0.20%	171
Speak German	1,307	0.23%	43,637	0.51%	46
Speak Italian	0	0.00%	0	0.00%	100
Speak Japanese	0	0.00%	0	0.00%	100
Speak Korean	793	0.14%	10,579	0.12%	115
Speak only English	519,496	92.88%	7,936,689	92.53%	100
Speak Other and unspecified languages	2,099	0.38%	28,233	0.33%	114
Speak Other Asian languages	3,198	0.57%	42,245	0.49%	116
Speak Other Indic languages	0	0.00%	0	0.00%	100
Speak Other Indo-European Languages	3,541	0.63%	51,576	0.60%	105
Speak Other Slavic languages	0	0.00%	0	0.00%	100
Totals:	559,318	100.00%	8,576,959	100.00%	See Chart Below

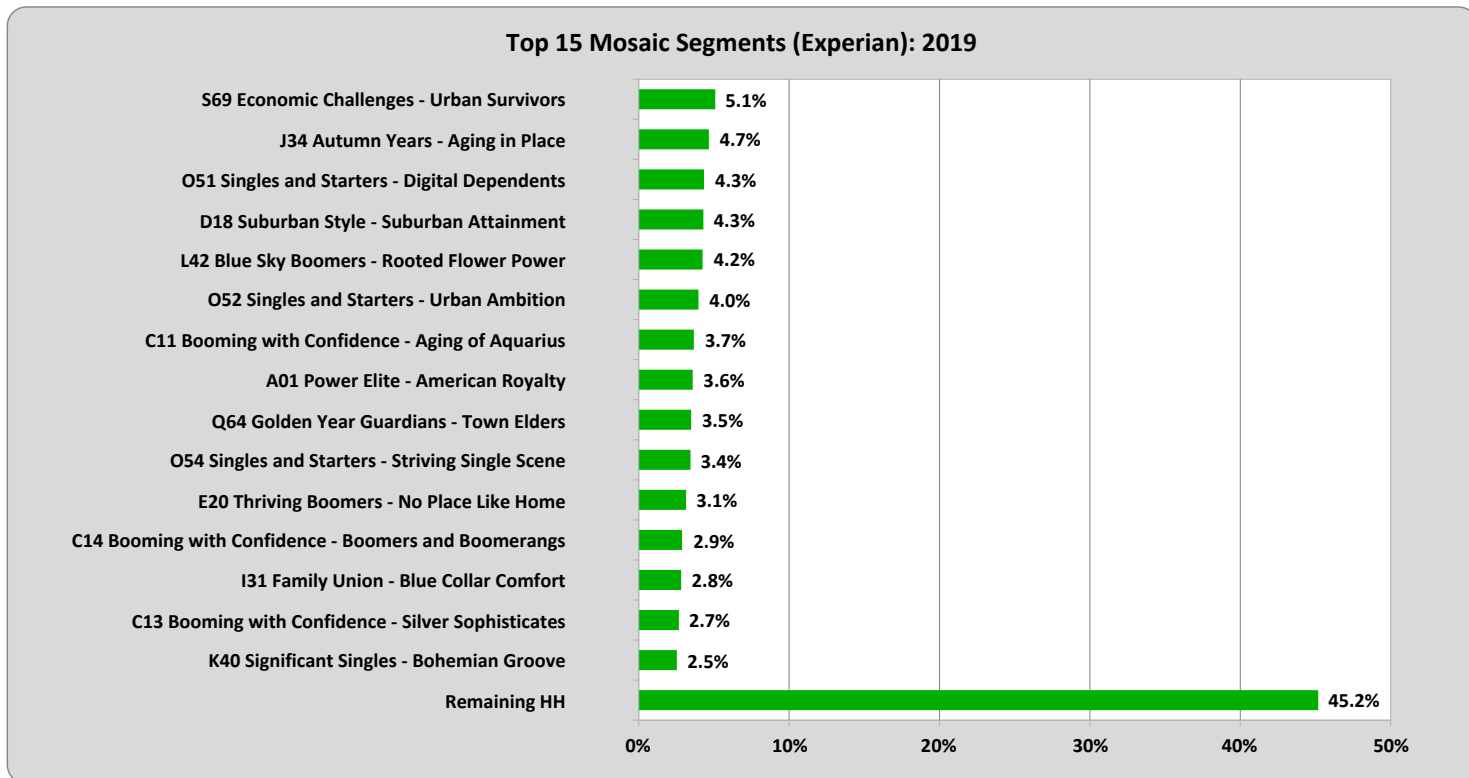
Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of KS,MO



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	
S69 Economic Challenges - Urban Survivors	12,410	5.1%	66,019	1.8%	278
J34 Autumn Years - Aging in Place	11,366	4.7%	139,274	3.9%	121
O51 Singles and Starters - Digital Dependents	10,580	4.3%	170,458	4.7%	92
D18 Suburban Style - Suburban Attainment	10,478	4.3%	47,587	1.3%	326
L42 Blue Sky Boomers - Rooted Flower Power	10,347	4.2%	106,213	2.9%	144
O52 Singles and Starters - Urban Ambition	9,685	4.0%	45,241	1.3%	317
C11 Booming with Confidence - Aging of Aquarius	8,930	3.7%	114,912	3.2%	115
A01 Power Elite - American Royalty	8,746	3.6%	51,493	1.4%	252
Q64 Golden Year Guardians - Town Elders	8,491	3.5%	202,065	5.6%	62
O54 Singles and Starters - Striving Single Scene	8,388	3.4%	80,237	2.2%	155
E20 Thriving Boomers - No Place Like Home	7,670	3.1%	114,992	3.2%	99
C14 Booming with Confidence - Boomers and Boomerangs	7,022	2.9%	76,970	2.1%	135
I31 Family Union - Blue Collar Comfort	6,877	2.8%	65,577	1.8%	155
C13 Booming with Confidence - Silver Sophisticates	6,506	2.7%	46,240	1.3%	208
K40 Significant Singles - Bohemian Groove	6,174	2.5%	63,029	1.7%	145
Remaining HH	110,190	45.2%	2,221,522	61.5%	73
Totals:	243,860	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](#)

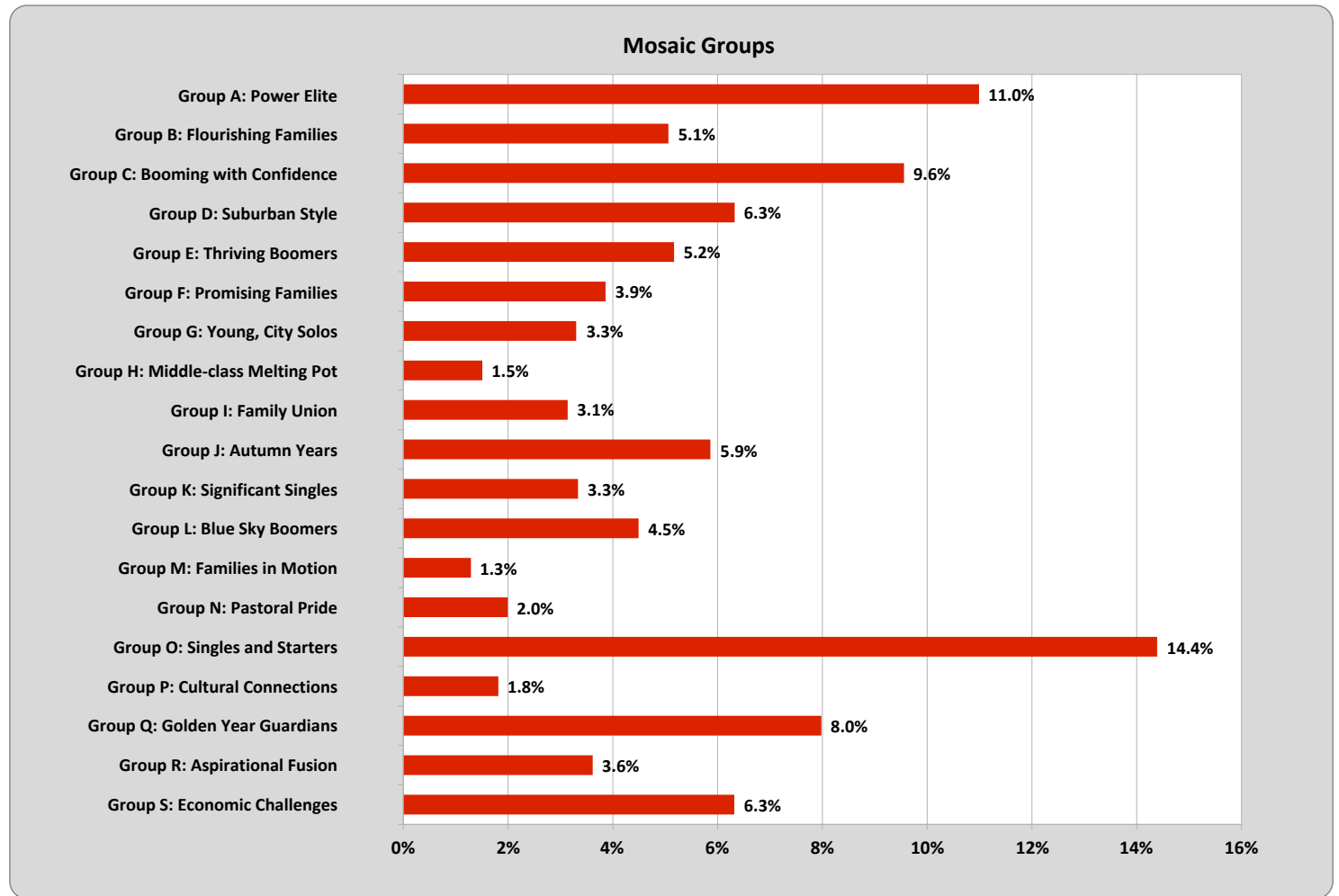
[Understanding Mosaic Portraits for Mission Planning - Video](#)

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

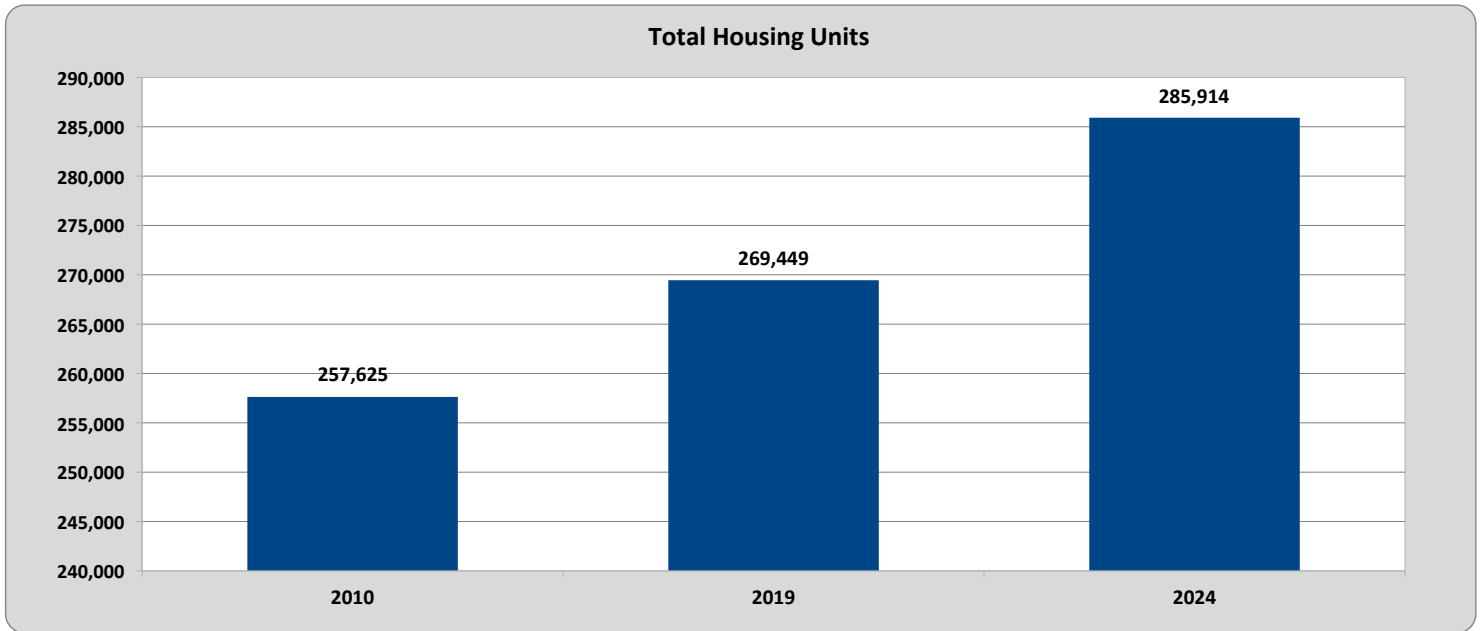


Mosaic Groups	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
Group A: Power Elite	26,801	11.0%	231,536	6.4%	171
Group B: Flourishing Families	12,341	5.1%	153,380	4.2%	119
Group C: Booming with Confidence	23,307	9.6%	244,540	6.8%	141
Group D: Suburban Style	15,424	6.3%	154,513	4.3%	148
Group E: Thriving Boomers	12,604	5.2%	286,217	7.9%	65
Group F: Promising Families	9,414	3.9%	122,323	3.4%	114
Group G: Young, City Solos	8,048	3.3%	64,792	1.8%	184
Group H: Middle-class Melting Pot	3,679	1.5%	40,642	1.1%	134
Group I: Family Union	7,652	3.1%	198,337	5.5%	57
Group J: Autumn Years	14,296	5.9%	351,997	9.7%	60
Group K: Significant Singles	8,133	3.3%	85,816	2.4%	140
Group L: Blue Sky Boomers	10,952	4.5%	216,734	6.0%	75
Group M: Families in Motion	3,149	1.3%	180,271	5.0%	26
Group N: Pastoral Pride	4,860	2.0%	219,474	6.1%	33
Group O: Singles and Starters	35,090	14.4%	420,265	11.6%	124
Group P: Cultural Connections	4,425	1.8%	66,301	1.8%	99
Group Q: Golden Year Guardians	19,459	8.0%	316,471	8.8%	91
Group R: Aspirational Fusion	8,817	3.6%	89,566	2.5%	146
Group S: Economic Challenges	15,407	6.3%	168,654	4.7%	135
Totals:	243,858	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



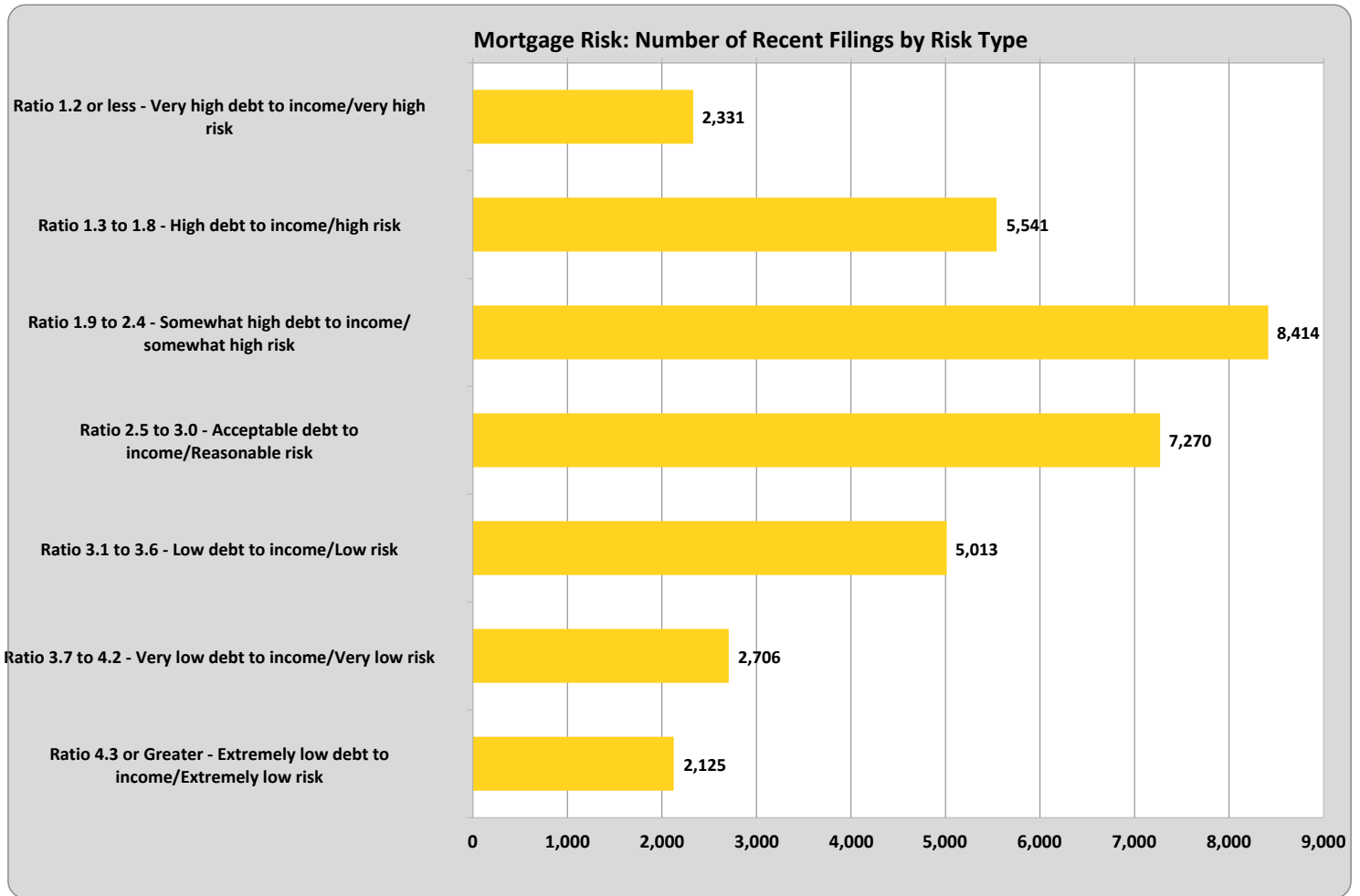
	2010	2019	2024
Housing Units	257,625	269,449	285,914
Family Households Change		11,824	16,465
Percent Change		4.59%	6.11%

	2010		Study Area		2019		2024		5 Yr Chg		KS,MO	Comp Index
	Units	%	Units	%	Units	%	Units	%	%	%	2019	CY
Housing by Occupancy												
Occupied	231,608	89.90%	243,859	90.50%	260,164	90.99%	0.49%				88.86%	102
Vacant	26,017	10.10%	25,591	9.50%	25,750	9.01%	-0.49%				11.14%	85
Totals:	257,625	100.00%	269,450	100.00%	285,914	100.00%					100.00%	
Housing by Type of Occupancy												
Owner Occupied	153,897	66.45%	162,060	66.46%	173,183	66.57%	0.11%				68.62%	97
Renter Occupied	77,711	33.55%	81,799	33.54%	86,980	33.43%	-0.11%				31.38%	107
Totals:	231,608	100.00%	243,859	100.00%	260,163	100.00%					100.00%	

Housing

	Study Area 2019		State of KS,MO 2019		Comp Index CY
Housing Units by Dwelling Type					
1 Unit Attached	19,310	7.17%	177,042	4.36%	165
1 Unit Detached	203,822	75.64%	3,082,976	75.85%	100
2 Units	8,024	2.98%	159,785	3.93%	76
3 to 19 Units	16,032	5.95%	173,610	4.27%	139
20 to 49 Units	8,089	3.00%	98,234	2.42%	124
50 or More Units	10,344	3.84%	105,526	2.60%	148
Mobile Home or Trailer	3,769	1.40%	265,229	6.53%	21
Other	60	0.02%	2,110	0.05%	43
Totals:	269,450	100.00%	4,064,512	100.00%	
Owner Occupied Housing Values					
Less than \$20,000	3,395	2.09%	92,495	3.73%	56
\$20,000 to \$39,999	3,501	2.16%	96,864	3.91%	55
\$40,000 to \$59,999	4,169	2.57%	108,878	4.39%	59
\$60,000 to \$79,999	5,054	3.12%	143,165	5.78%	54
\$80,000 to \$99,999	8,140	5.02%	183,102	7.39%	68
\$100,000 to \$149,999	28,997	17.89%	451,843	18.23%	98
\$150,000 to \$199,999	29,166	18.00%	406,217	16.39%	110
\$200,000 to \$299,999	35,763	22.07%	511,029	20.62%	107
\$300,000 to \$399,999	17,721	10.93%	235,389	9.50%	115
\$400,000 to \$499,999	9,509	5.87%	111,947	4.52%	130
\$500,000 to \$749,999	9,671	5.97%	84,058	3.39%	176
\$750,000 to \$999,999	3,713	2.29%	32,580	1.31%	174
\$1,000,000 or more	3,260	2.01%	20,702	0.84%	241
Totals:	162,059	100.00%	2,478,269	100.00%	
Housing by Year Built					
1939 or Earlier	32,470	12.05%	594,283	14.62%	82
1940 to 1949	13,994	5.19%	212,120	5.22%	100
1950 to 1959	39,094	14.51%	453,950	11.17%	130
1960 to 1969	36,838	13.67%	448,346	11.03%	124
1970 to 1979	43,344	16.09%	634,176	15.60%	103
1980 to 1989	33,159	12.31%	493,747	12.15%	101
1990 to 1999	34,808	12.92%	577,375	14.21%	91
2000 to 2009	31,780	11.79%	562,608	13.84%	85
2010 or Later	3,962	1.47%	87,907	2.16%	68
Totals:	269,449	100.00%	4,064,512	100.00%	

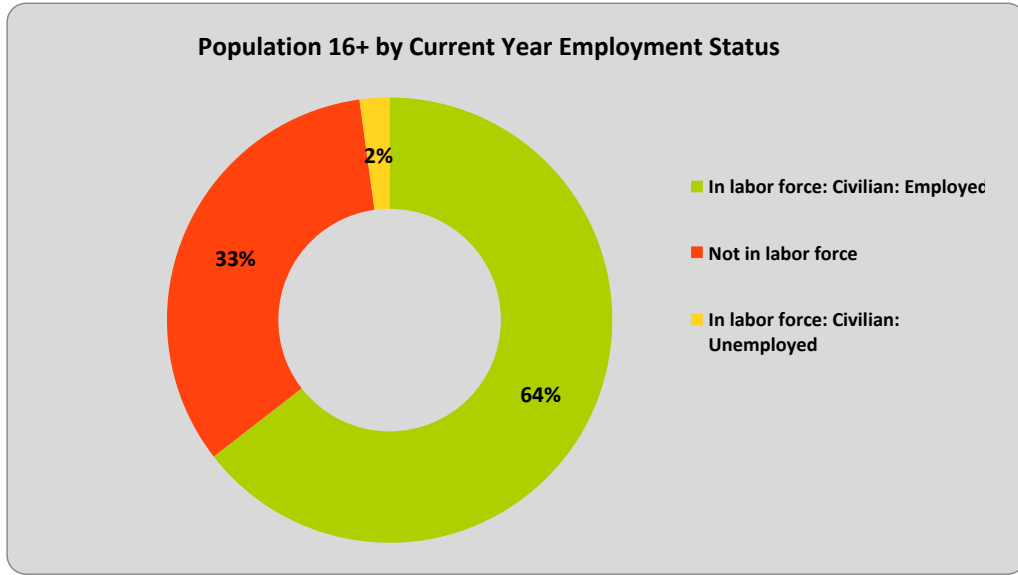
Mortgage Risk Indicator



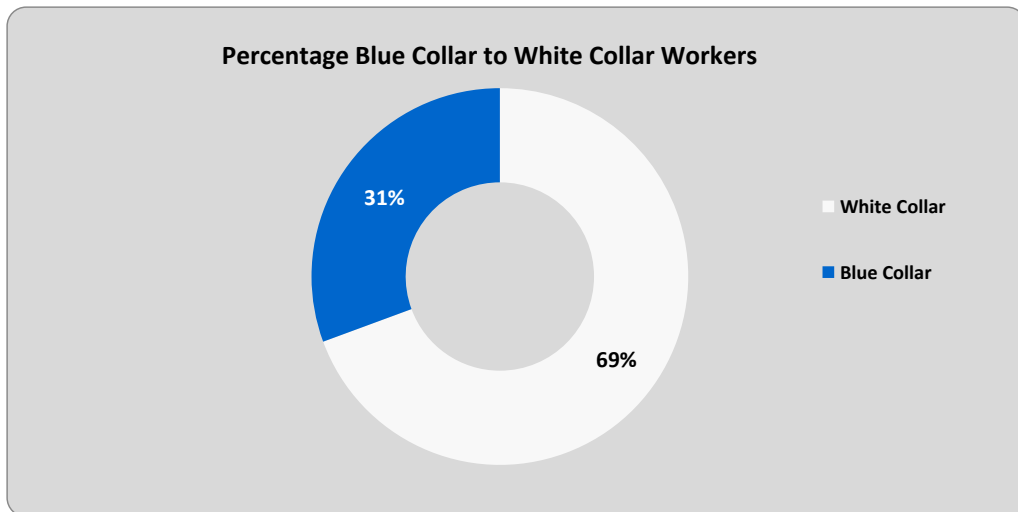
The Mortgage Risk Indicator indicates the assessed level of risk based upon debt to income. The higher the debt to income, the greater the risk. The values are used by mortgage lenders in the loan process.

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

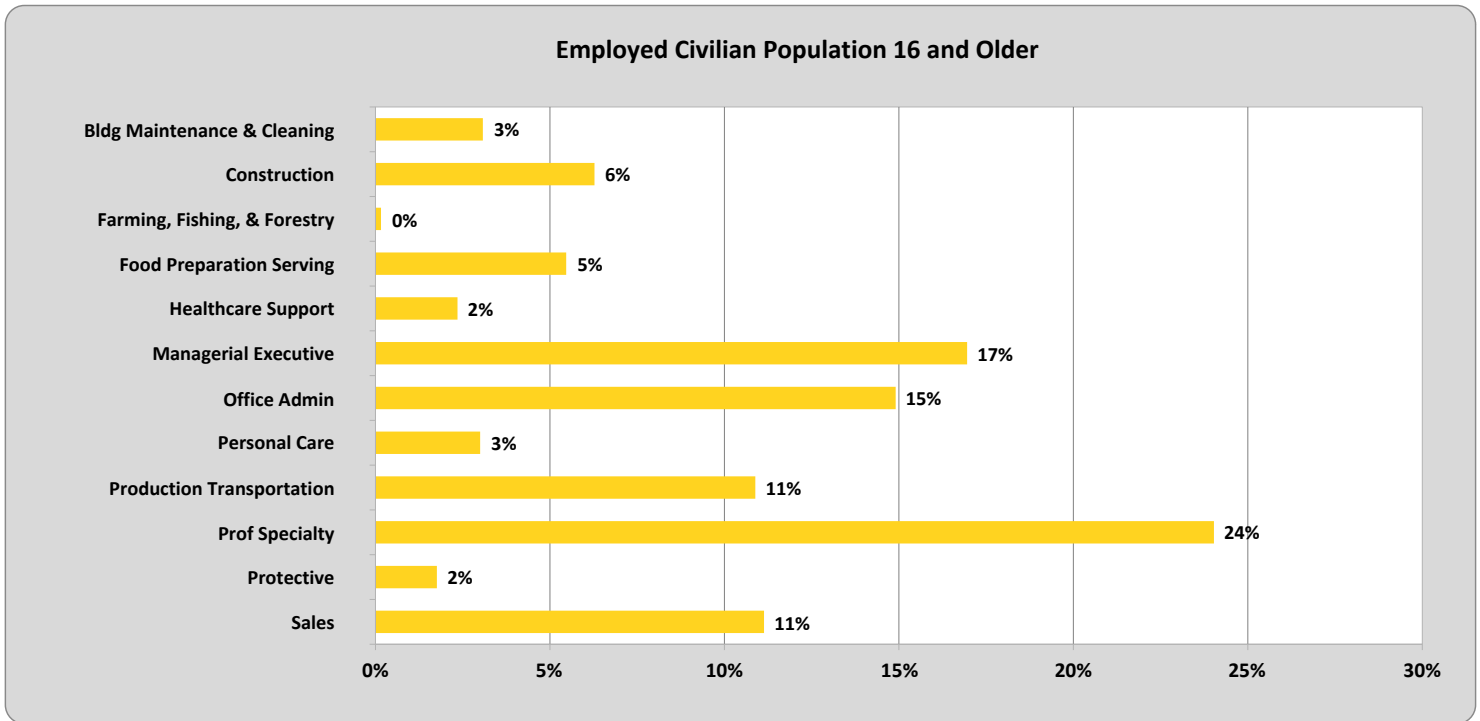
Employment Status of Population 16 and Older: 2019



Pop 16+ by Employment Status	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
In labor force: Civilian: Employed	306,935	64.46%	4,513,225	61.48%	105
In labor force: In Armed Forces	303	0.06%	40,591	0.55%	12
Not in labor force	158,634	33.31%	2,620,487	35.70%	93
In labor force: Civilian: Unemployed	10,314	2.17%	166,677	2.27%	95
Blue and White Collar Workers 2019	476,186	100.00%	7,340,980	100.00%	
Employed Pop 16+ Blue/White Collar					
Blue Collar	93,991	30.62%	1,677,083	37.16%	82
White Collar	212,943	69.38%	2,836,142	62.84%	110
	306,934	100.00%	4,513,225	100.00%	

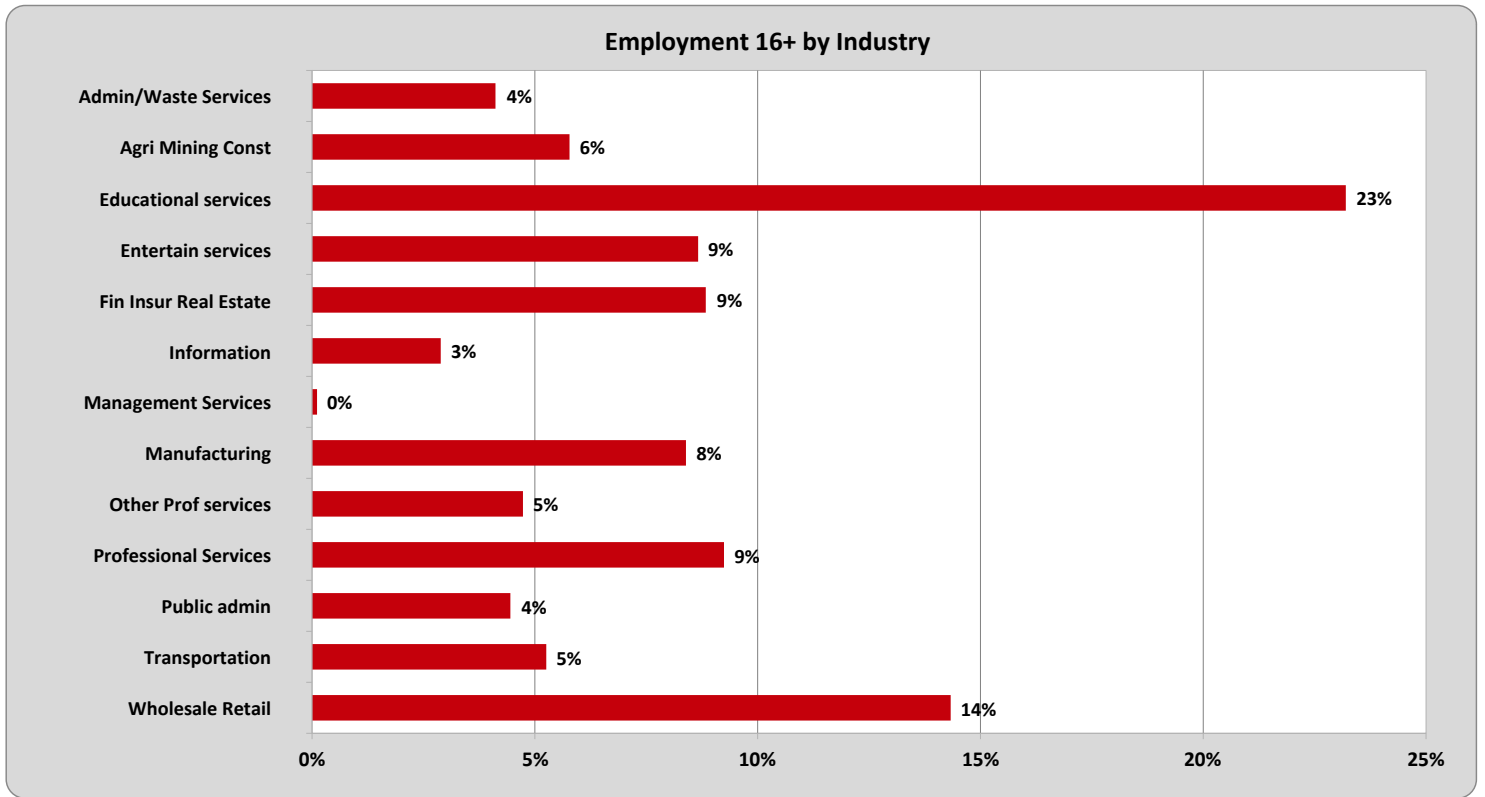


Employed Civilian Population by Occupation: 2019



Employed Civilian Pop 16+ by Occupation	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
Bldg Maintenance & Cleaning	9,445	3.08%	163,197	3.62%	85
Construction	19,264	6.28%	378,384	8.38%	75
Farming, Fishing, & Forestry	486	0.16%	32,467	0.72%	22
Food Preparation Serving	16,776	5.47%	254,722	5.64%	97
Healthcare Support	7,215	2.35%	114,200	2.53%	93
Managerial Executive	52,042	16.96%	664,407	14.72%	115
Office Admin	45,757	14.91%	607,296	13.46%	111
Personal Care	9,207	3.00%	153,440	3.40%	88
Production Transportation	33,412	10.89%	608,838	13.49%	81
Prof Specialty	73,753	24.03%	990,617	21.95%	109
Protective	5,401	1.76%	86,035	1.91%	92
Sales	34,177	11.13%	459,622	10.18%	109
Totals:	306,935	100.00%	4,513,225	100.00%	
Workers 16+: Home or Away					
Worked at Home	15,719	5.12%	196,264	4.35%	118
Worked away from Home	291,216	94.88%	4,316,961	95.65%	99
Totals:	306,935	100.00%	4,513,225	100.00%	
Workers 16+: Transport to Work					
Bicycle	562	0.19%	12,201	0.28%	68
Car, Truck, or Van: Carpooled	21,575	7.41%	413,855	9.59%	77
Car, Truck, or Van: Drove Alone	257,120	88.29%	3,698,694	85.68%	103
Motorcycle	436	0.15%	8,059	0.19%	80
Other Means	2,683	0.92%	35,599	0.82%	112
Walked	3,762	1.29%	93,031	2.16%	60
Public Trans Excluding Taxi Cab	4,937	1.70%	52,826	1.22%	139
Taxi Cab	140	0.05%	2,696	0.06%	77
Totals:	291,215	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	2019	2019	
Admin/Waste Services	12,634	4.12%	166,480	3.69%	112
Agri Mining Const	17,734	5.78%	385,044	8.53%	68
Educational services	71,207	23.20%	1,103,115	24.44%	95
Entertain services	26,594	8.66%	390,877	8.66%	100
Fin Insur Real Estate	27,120	8.84%	300,507	6.66%	133
Information	8,863	2.89%	91,097	2.02%	143
Management Services	343	0.11%	4,885	0.11%	103
Manufacturing	25,755	8.39%	538,055	11.92%	70
Other Prof services	14,527	4.73%	210,971	4.67%	101
Professional Services	28,375	9.24%	256,731	5.69%	163
Public admin	13,660	4.45%	194,185	4.30%	103
Transportation	16,133	5.26%	230,097	5.10%	103
Wholesale Retail	43,989	14.33%	641,181	14.21%	101
Totals:	306,934	100.00%	4,513,225	100.00%	
Work Place Population Estimates					
Workplace Employees (Full Time Employees)	282,921	94.37%	4,159,605	94.15%	100
Workplace Establishments	16,893	5.63%	258,653	5.85%	96
Totals:	299,814	100.00%	4,418,258	100.00%	

Work

	Study Area		State of KS,MO		Comp Index CY
Families: Workers					
1 worker	51,287	33.27%	748,875	31.49%	106
2 workers	67,059	43.50%	1,033,146	43.45%	100
3 or more workers	14,426	9.36%	245,313	10.32%	91
No workers	21,396	13.88%	350,675	14.75%	94
Totals:	154,168	100.00%	2,378,009	100.00%	
Workers 16+: Travel Time to Work					
	2019		2019		
Less than 5 minutes	6,169	2.12%	194,350	4.50%	47
5 to 9 minutes	27,425	9.42%	564,606	13.08%	72
10 to 14 minutes	38,607	13.26%	671,920	15.56%	85
15 to 19 minutes	47,914	16.45%	713,933	16.54%	99
20 to 24 minutes	50,146	17.22%	653,308	15.13%	114
25 to 29 minutes	24,865	8.54%	284,105	6.58%	130
30 to 34 minutes	50,504	17.34%	535,408	12.40%	140
35 to 39 minutes	9,583	3.29%	118,272	2.74%	120
40 to 44 minutes	10,291	3.53%	130,347	3.02%	117
45 to 59 minutes	17,857	6.13%	254,458	5.89%	104
60 to 89 minutes	5,213	1.79%	128,912	2.99%	60
90 or more minutes	2,645	0.91%	67,342	1.56%	58
Totals:	291,219	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.