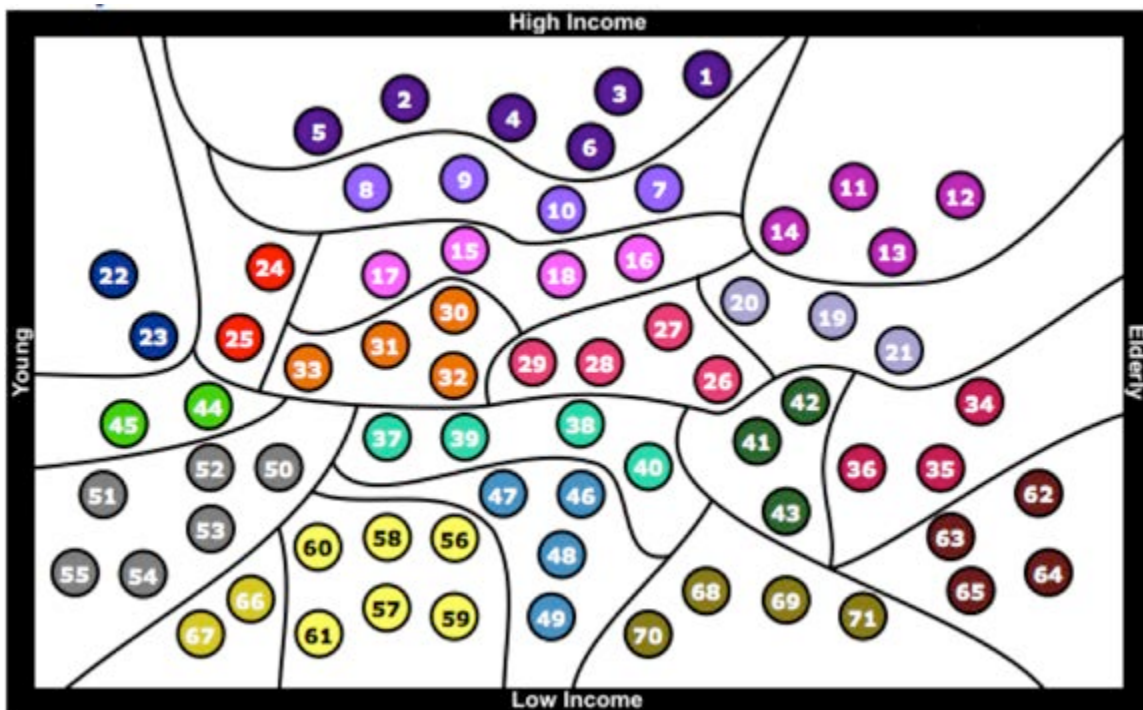


Sample MOSAIC Map for a Community



MOSAIC profiles are lifestyle groupings of people who share similar behaviors, social characteristics, attitudes and values. Designed by Experian (a multi-national marketing company), there are 71 distinct Mosaic groups (or segments of the population) in the U.S. These groupings are based on multiple socio-economic and life-stage factors.

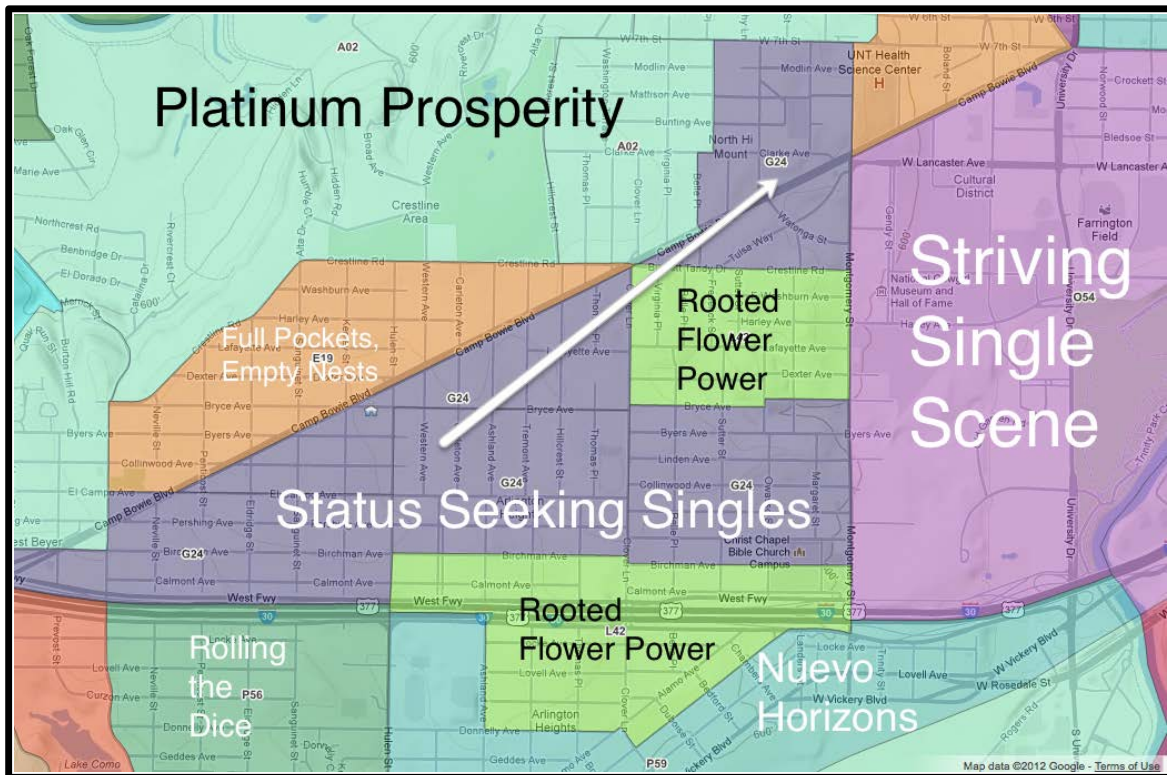
The Mosaic tree (below) demonstrates the interconnectedness of these distinct groups. You will note that the tree works like a continuum with wealthier segments at the top of the chart and lower-income households toward the bottom. Younger households are to the left of the chart and older households are to the right.



Each Mosaic group is identified with a number (e.g. 8 is “Babies and Bliss” and 48 is “Gospel and Grits”). Some groups have natural affinity with others because of similar characteristics, while others mix like oil and water. The chart above shows the relative closeness or distance between the 71 different lifestyle segments. The distance between the dots and the color of the dots illustrate affinities between the groups. For example, group 7 will relate easiest with groups 6, 10, 16 and 14, but not so easily with groups 55 or 65 (at opposite sides of the chart). This is important for churches to

consider so that congregations may better understand the “life-ways” needs of particular sub-groups/cultures who are closest to their location. What we are after is a way for the missional “niche” which is yours to meet the needs of the people in your community.

The following map shows much of the community around your church. The church can be seen in the center-left of the map. Each of the colored areas is one census block group. Each block group contains an average of 1,500 people. The block groups are color-coded based on the dominant Mosaic profile found among the people in that small area.



While there are pockets of several groups near the church, the two largest-represented groups are: **“24 – Status Seeking Singles”** (16%) and **“42 – Rooted Flower Power”** (13%).

Detailed descriptions and ministry tactics for these groups are included with this packet.

(Only one description is included with this sample.)

Demographic information obtained from www.missioninsite.com, the data contractor for Hope Partnership for Missional Transformation

G24 – STATUS SEEKING SINGLES

Overview

Status Seeking Singles consist of younger, middle-class singles preoccupied with balancing work and leisure- intensive lifestyles. Most are in their 30s and 40s, unattached and childless; they like the fact that they own well-decorated condos and homes in desirable neighborhoods near nightlife, health clubs and hip restaurants. Most are college-educated and have good, white-collar jobs that let them fill their garages with sporty cars and plenty of sports equipment. Many gravitate to the trendy enclaves of cities like Austin, Texas, and Newport Beach, Calif., where upwardly mobile Americans start climbing the corporate ladder.

Still in the meet market, members of Status Seeking Singles like to get out and be seen. Bars, nightclubs, theaters and comedy clubs - all are popular destinations for these night crawlers. This is the audience for that indie, foreign film that's getting raves from bloggers. However, they also take pride in their appearance and devote many hours each week to working out at the local health club or tennis court. The hippest carry rolled-up rubber mats to work, and duck out at lunch for a yoga class.

Status Seeking Singles can afford their cushy lifestyles, and they spend selectively on goods that reflect their yuppie status. They're not big fans of shopping, but when they go to the mall they usually head to upscale retailers like Nordstrom or fancy local boutiques. They're willing to pay the mark up for designer fashion and insist on carrying the latest cell phone and MP3 technology when they're out and about. Their cars are typically sedans, CUVs or sports cars, and they prefer a luxury import from BMW that shines with status.

Status Seeking Singles tend to be progressive in their values and global in their outlook. However, they're often too busy to spend the time reading traditional newspapers or magazines other than specialized titles that cover entertainment, food and business. They'll tune in to primetime TV but shut out the ads. On their daily commutes to work, they'll listen to news talk radio stations and adult contemporary music. They prefer the Internet, going online daily to social networking sites, blogs and sites that offer news, sports and commentary. They regard the Internet as a center for videos, music and dating, and they log long hours tracking down the latest viral clip or listening to a radio station. Often, their work life and personal life blur when they're online.

Politically, Status Seeking Singles voters are hardcore liberals who favor environmental issues, progressive social issues and the liberal wing of the Democratic Party. They'll also join a protest if they think the issue is worth the time. These aren't the perennial marchers, however; they prefer entertaining their large circle of friends at their home and supporting a cause by donating money.

Demographics and behavior Who we are Status Seeking Singles are a collection of young, upwardly mobile singles living in comfortable homes and condos. Mostly between the ages of 30 and 45, these unattached Americans are predominantly white with an above-average presence of Asians. A majority have college degrees and many have advanced degrees. Although many are still early in their careers, they already have white-collar jobs in technology, education, business and public administration. With 80 percent of the households filled with childless singles, their mid-scale incomes go far.

Where we live

Status Seeking Singles tend to live in yuppie enclaves in downtown and inner-ring suburban areas. A disproportionate number live in big cities out west, but they're scattered in transient areas in places like Austin, Texas, Plainsboro, N.J., Aspen, Colo., and Newport Beach, Calif. They typically own relatively new homes and condos valued close to the national average, at \$243,000. However, they're far from settled in their well-appointed digs. A majority have lived at the same address for fewer than three years.

How we live our lives

Status Seeking Singles like the nightlife. Almost every night, they can be found gathering at restaurant bars, nightclubs, theaters or cinemas. They like to dine out, going to new, upscale and trendy restaurants as well as casual eateries like TGI Friday's, The Cheesecake Factory and Romano's Macaroni Grill. Date nights might involve tickets to an event, comedy club or rock concert.

For these unattached men and women, their weekends often involve playing club sports like tennis and racquetball. After work, they head to the health club - they belong to these at over twice the rate of the general population - where they jog, bike, lift weights and work out on the cardio machines. Yoga helps them unwind from the stresses of their busy social and work lives. They are big travelers, preferring traveling to locations in North and South American, Caribbean and all over Europe.

Status Seeking Singles describe themselves as reluctant shoppers. They're too busy to clip coupons, too impatient for catalog deliveries and too upscale for big-box discounters, which they regard as déclassé. Many prefer higher-end mall stores with their solicitous customer service to the mainstream chains - Nordstrom, Bloomingdales, and Saks are some of their favorite retailers - but they will also shop at Sports Authority, Old Navy and Hallmark. Of course, high-priced electronics are a must with this segment, whether it's the latest cell phone, laptop or MP3 player. They also favor classic styles with designer labels that make a statement. When they buy a car, they may check out the safety rating, but they typically end up buying a luxury import sedan or sports car that expresses their status.

Given their active lifestyles, Status Seeking Singles have relatively little interest in traditional media. They don't read newspapers and subscribe to only a handful of

magazines - titles such as Business Week, Entertainment Weekly and Food & Wine. They make a respectable radio audience, tuning in stations that play adult contemporary, jazz and album-oriented rock. Many describe TV as their main source of entertainment and information. However, they actively avoid watching TV commercials. They make a more receptive audience for outdoor advertising. They're more than twice as likely as average Americans to notice the ads in airports, subways and taxis. To them, billboards look like enormous paintings.

How we view the world

The educated members of Status Seeking Singles are well-informed about the world and optimistic about their prospects. They work hard and want to climb to the top of their field. They try to have a healthy lifestyle through exercising regularly and buying organic food, but they're not purists and sometimes give in to fattening foods and frozen dinners. They do take responsibility for staying healthy: with the first ache, they head right to their browser to look up medical information.

Politically, Status Seeking Singles are as progressive as their electronic gadgets. They see themselves as belonging to the global village and support equal rights, progressive social issues and efforts to reduce air pollution. They're more than twice as likely as the general population to describe themselves as liberal, and the greatest proportion align themselves with the Democratic Party. They're even more to the left than most party stalwarts, however.

Status Seeking Singles make friends easily and typically serve as organizers for group activities. Many have a well-formed social conscience, but they aren't active in their church or synagogue. Instead, they prefer to donate money to a variety of causes: arts, education, social services and public radio. Befitting their global awareness, most in this segment think that imported products - food, electronics, cars - are better and more desirable than anything made domestically.

How we get by

With their mid-scale incomes and single status, Status Seeking Singles have sizable wallets filled with disposable cash. Although they feel financially secure, they have yet to start building up substantial savings in their IRAs and 401(k)s. Most of the securities they own consist of mutual funds and company stock, but their balances are relatively low. They like paying for routine expenses with plastic, exhibiting high use of debit and credit cards - particularly gold and platinum cards. But they're very adept at juggling the cards and usually manage to pay them off each month.

These younger households are average owners of insurance, and are more interested than many Americans in health insurance. Because many already carry mortgages, they also buy life insurance at decent rates, particularly from work or group plans. These educated Americans think they're adept money managers and enjoy doing their own investing.

Digital behavior

Status Seeking Singles are active players in the digital world, and they love being the first among their friends to find new and interesting Websites. They like social media sites and use instant messaging to connect with friends. They spend a lot of time online getting news and information, reading blogs and commentary sites, searching for jobs and cars, getting sports scores and weather reports and reading the latest movie reviews. They visit sites covering sports, news and media, entertainment and online gaming. They are responsive to Internet advertising. The Web is also their chief form of entertainment, and they spend their evenings and weekends going online to watch videos, download podcasts and listen to Internet-only radio. They confess that they're getting less sleep because of their digital adventures.

SEGMENT G24: STATUS SEEKING SINGLES

Mission Impact...Focusing your heartburst for the people around you

Mission Impact Guide, V 2.0
Group G, "Young City Solos"

Younger, upwardly-mobile singles living in mid-scale metro areas leading leisure-intensive lifestyles

Resource: Mosaic by Experian

Status Seeking Singles is part of the Lifestyle Group G (*Young City Solos*). Please refer to the description of Group G for the larger context of this segment's potential relationship with the church.

Religious Perspective:	"Spiritual Truth is buried beneath an avalanche of religious hypocrisy"
Key Behaviors:	Web Savvy, Self-Indulgent, Ardent Social Activism
Strong Impressions:	<p>Inclination & Attitudes: Global, Progressive, Fulfillment</p> <p>Mood & Values: High Practice of Altruism and Giving, High Entertainment Activities</p>

Comments:

You will find *Status Seeking Singles* wherever there is a concentration of people optimistically climbing the corporate ladder. These unattached, 30-40 year old singles are well educated and already have lucrative jobs. They like to advertise their success with luxury

y cars, the latest cell phones and electronic gadgets, and designer clothing from high end retail stores. On the other hand, the singles in this segment are ultra-liberal in their social values, with a progressive global outlook. They are constantly linked to the internet and well aware of what is going on in the world.

These people are largely indifferent to the church as irrelevant, although they may not be hostile. They may support churches with a strong social conscience, or which emphasize non-profit agencies to protect the environment or advocate for human rights, but they will rarely consider membership or worship attendance. A few may be attracted to churches that celebrate a "Gospel of Success", or to religious organizations associated with celebrities.

They are generally optimistic, with high self-esteem, but can easily be unsettled by unexpected illnesses or tragedies. They are driven to keep fit and healthy, partly because beauty gives them status, but partly out of fear of disease. Churches that consider spirituality to be part of holistic health may be attractive to them, but they will also expect members and leaders to model health and physical fitness in their lifestyles. They tend to be uncomfortable around unhealthy, unkempt, or unruly people who seem like social or economic failures.

Theoretically, these people are very liberal in their outlook and advocate for human rights. However, they are less likely to join a protest march, and more likely to organize a major entertainment venue to raise money for charity. They will give to charitable causes, especially environmental concerns, and especially if their gift is seed money to be matched by other grants. Their liberal social views, and the potential of any church involvement, may be obscured by their self-absorption and pursuit of personal fulfillment.

Relevant Ministry Choices:

Leadership	Hospitality
<p>CEO, Pilgrim</p> <p>Successful people like to be around other successful people. The pastor demonstrates his or her success by being an expert program manager, staff overseer, and fund raiser. He or she is often experienced in non-profit organizations, and may well function as the director of a social service as well as pastor to a church. The pastoral load may be small, because the congregation may be small. Most of his or her work may be dedicated to the faith-based non-profit agency. His or her income may be primarily subsidized by a grant (with the pastoral work as an aside), or as a stipend left from a large legacy or investment fund that also maintains the church.</p> <p>This pastor must demonstrate their spiritual credibility. This does not depend on preaching or small group leadership, but on their personal faith journey. The pastor often talks about faith as a journey, and may personally have traveled in different cultures and participated in different religious practices. They have a strong ecumenical and inter-religious reputation, but may or may not have an advanced degree in theology. The pastor has a reputation for liberal causes and prophetic ministry.</p>	<p>Healthy Choices</p> <p>Church attendance will be a considered and motivated choice, rather than a casual desire to explore a religious experience. People in this segment may leave their luxury vehicle at home and take public transportation. They come to worship with similar expectations as coming to a concert. They expect a respectful welcome, but anything too hearty may put them off. Early refreshments are unnecessary, but if the worship service had a coffee break in the middle, it would be appreciated. Refreshments following worship should be healthy: fruits, vegetables, grains; excellent coffee, herbal tea, real cream, etc. An evening service or special occasion worship should include wine and cheese (if the core values of the church permit it). Be sure to recycle and avoid environmentally unfriendly items.</p> <p>The environment for refreshments is important if you want them to linger and engage in conversation. The hall is often architecturally significant, and may include stained glass windows. Provide several serving stations and avoid lines. Offer plenty of space for conversations. Do your best in an older building to provide wireless internet and cell phone access. LCD screens with BBC or CNN news is helpful, along with computer images of mission work sponsored by the church.</p>

Leadership

Compelling Issues:

This pastor may often be seen as a maverick in his or her denomination. The pastor's primary networks may be with other social service networks.

Hospitality

Compelling Issues:

Provide plenty of mission education resources. Emphasize opportunities to sign petitions and donate to micro-charities.

Relevant Ministry Choices:

Worship	Education
<p>Mission Connectional, Inspirational</p> <p>The relatively affluent single adults in this lifestyle segment participate in, and contribute to, visual and performing arts groups. They come to worship as they would a concert or art gallery. They expect very high quality performances in music, dance, or drama ... and environments that are rich in color and sophisticated images that may be computer generated or embedded in the architecture. These are optimistic people who seek further inspiration; and these are people with high self-esteem to assume that they deserve the best. They will have a hard time distinguishing between entertainment and worship, and between the emotions precipitated by fine art and the movement of the Holy Spirit.</p> <p>Worship must have a strong connection with mission. If there is a speaker, the message is about mission work, the rationale for mission work, or success stories from the mission field. The sanctuary, old or new, incorporates screens that are linked to the internet. This allows for real-time prayers with mission teams abroad, live interviews with mission partners, and even limited dialogue between worship leaders and missionaries. Mission leaders and teams may be commissioned during the worship service.</p>	<p>Experiential, Topical, Peer</p> <p>These are not strong advocates of Sunday school or Christian education. They do not have children for a Sunday school, and are not particularly empathic toward children (although they are strong advocates for children's rights). As adults, they are less likely to participate in Bible study, although they may be attracted to a study of comparative religions, the sociology of religion, or the politics of religion. They tend to blame religion for much of the conflict in the world, and worry that religion is an obstacle to peace.</p> <p>They may be interested in guest speakers or special seminars and current events and relevant topics (e.g. the environment, world peace, equality, economic justice, and so on). Well known speakers and experts attract their attention, and they will come to hear them face to face. (Video of speakers is much less attractive, since that can be accessed through the internet in their own time).</p>

Worship

Compelling Issues:

Eucharist is respected by people in this lifestyle segment, although they may or may not partake of the elements. They value the ceremony more out of solidarity with mission partners around the world, than from faith commitment themselves. However, they are open to the mystery and emotion evoked by the sacrament.

Education

Compelling Issues:

Any educational event should be recorded for podcast. Assume that for every individual who attends an event, as many as 20 or 30 others will later view the event via internet.

Relevant Ministry Choices:

Small Group	Outreach
<p>Rotated Leaders, Affinity</p> <p>People in this lifestyle segment may be disinclined to interrupt their night life and personal activities for small groups. They will prefer short term ... even one time ... events with affinities related to the arts or to socio-environmental concerns. Small groups should introduce them to important people, or result in the advance of some mission project. Devotional aspects will usually seem irrelevant. People in this segment like to be seen, and they like to be seen associating with successful leaders, progressive causes, or avant-garde activities.</p> <p>These capable young singles often organize groups themselves, so leadership can be rotated with some confidence. Their peer group will hold them accountable for high quality, respectful relationships, and political correctness.</p>	<p>For Themselves: Interpersonal Relationships For Others: Any Worthwhile Goal Except Human Destiny</p> <p>These singles have intentionally delayed or avoided marriage in order to advance their careers and enjoy their freedom. However, they are still very interested in any outreach activity that helps them meet and mingle, test new relationships and explore old ones.</p> <p>Any cause may capture their interest, anywhere around the globe (survival and disaster relief, addiction recovery, health and pandemic threats, environment and quality of life, etc.). The only outreach concern that definitely does not interest them relates to evangelism, questions about personal salvation, and human destiny. They tend to oppose outreach ministries that include intentional faith sharing or any hint of proselytizing.</p>

Small Group

Compelling Issues:

Much of the interpersonal relationship-building associated with small groups will happen *after* the group meeting, as friends and new acquaintances follow up with each other in local bars, cafes, and social networking.

Outreach

Compelling Issues:

Environmental causes are particularly important to people. They like to plan or participate in major entertainment venues in order to raise consciousness or money for environmental issues.

Relevant Institutional Strategies:

Property and Technology

Utilitarian, Contemporary, Postmodern

Status Seeking Singles are more engaged with the internet than almost any other lifestyle segment. They avoid "fixed" or "wired" environments, in favor of more flexible and/or digital space. The best worship space will seem like a dramatic theater in which the stage can be transformed into any environment; or like a science fiction "hologram suite" that can be digitally shaped in all three dimensions. If they connect with urban church facilities, however, it is the artistic or architectural style and sophistication that will attract them.

Inside, classic church structures must be renovated and changed to accommodate video screens and create excellent acoustics. Go to any lengths to make facilities wireless, and to promote easy cell phone access. Create multiple refreshment centers with microwaves and espresso machines, and create conversation areas with natural light and lots of plants. For example, inner courtyards can be enclosed in glass to create an arboretum environment that appeals to their social conscience, and provides inspiration and serenity.

Stewardship/Financial Management

Designated Giving, Informed Philanthropy

These affluent singles with discretionary income are already successful in managing their personal finances. They are skeptical of church financial priorities, and reluctant to give to unified budgets. They are even more reluctant to give to denominational mission funds because such a high percentage of the budget seems to be diverted to overhead and bureaucracy. These people demand to see real results for the dollars they spend.

These people prefer to give to designated targets, and are increasingly drawn to micro-charities that focus on one thing and do it well. They want detailed information about income and disbursements, and are particularly concerned that churches place extra funds in ethically sound investments. Any investment that might even indirectly support tobacco, big oil, or other environmentally suspect corporations is taboo. They are not likely to participate in any traditional stewardship program, and the very term "stewardship" may be foreign.

Property and Technology

Compelling Issues:

These people like to be seen with the latest, trendy gadgets ... and they like to be in environments that encourage their use.

Stewardship/Financial Mgmt.

Compelling Issues:

People in this segment like to personally meet with the CEO's of outreach projects or micro-charities to which they donate.

Relevant Institutional Strategies:

Communication

Internet

The internet is a way of life, and infuses every aspect of their lifestyle. They will spend a great deal of time on line ... learning, viewing, surfing, blogging, networking, and banking. The best way to reach them is through social networks. They will keep up to date with many blogs, and the pastor and church staff should blog often and constantly text. Links to arts and social justice projects and networks are prized.

They will look for a church with a sophisticated and interactive website. Update the calendar weekly, and update news about mission daily. Provide lots of video and still images, but archive them and replace them with new material regularly. All events should be recorded for podcast. Everything should be free ... unless you are specifically raising funds for a particular outreach project.

Communication

Compelling Issues:

Let the church website become a hub that links visitors with innumerable other sites related to the arts and social justice life of the community.

Resources:

- Download MissionInsite's **Impressions Report** for your mission field through <http://www.MissionInsite.com> (Predefined Reports)
- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission in an Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the **MOSAIC Guide** from Experian
- Explore the **Interactive MOSAIC Guide** from Experian

The NEW ExecutiveInsite Report

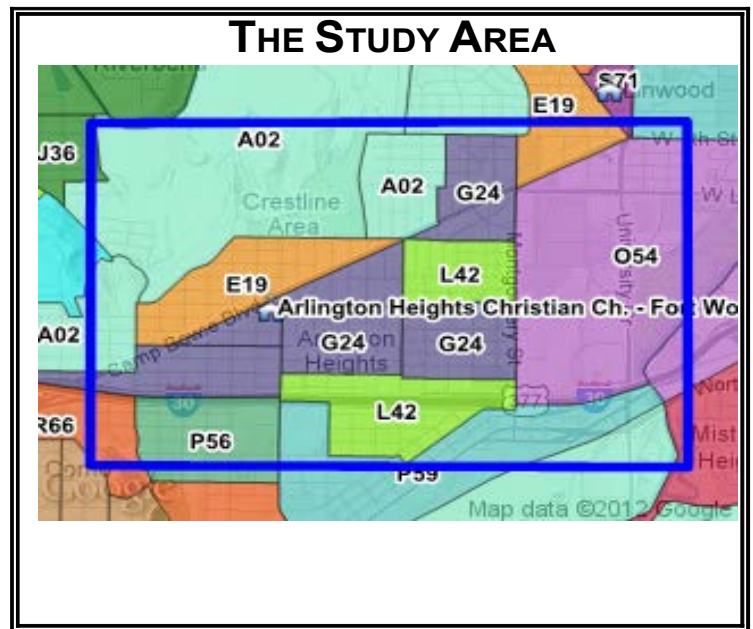
Prepared for: SAMPLE - Hope Partnership
 Study area: Custom Geography

Base State: TEXAS
 Current Year Estimate: 2012
 5 Year Projection: 2017
 Date: 11/6/2012
 Semi-Annual Projection: Spring

This ExecutiveInsite Report has been prepared for SAMPLE - Hope Partnership. Its purpose is to “tell the demographic story” of the defined geographic study area. ExecutiveInsite integrates narrative analysis with data tables and graphs. Playing on the report name, it includes 12 “Insites” into the study area’s story. It includes both demographic and beliefs and practices data.

ExecutiveInsite is intended to give an overview analysis of the defined geographic study area. A defined study area can be a region, a zip code, a county or some custom defined geographic area such as a radius or a user defined polygon. The area of study is displayed in the map below.

THE 12 INSITES	
INSITE	PAGE
Insite #1: Population, Household Trends	2
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Insite #3: Age Trends	4
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Insite #11: Charitable Giving Practices	14
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More Information

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

Not all of the demographic variables available in the MI System are found in this report. The FullInsite Report will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2012 population within the study area is 10,699. The 2017 projection would see the area grow by 1,421 to a total population of 12,120. The population within the study area is growing somewhat faster than the statewide growth rate. While the study area is projected to grow by 13.3% in the next five years, the state is projected to grow by 10.7%. The study area's estimated average change rate is 2.7%.

Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 1.94 but by 2017 it is projected to be 1.92. Compare this to the statewide average which for the current year is estimated at 2.82 persons per household.

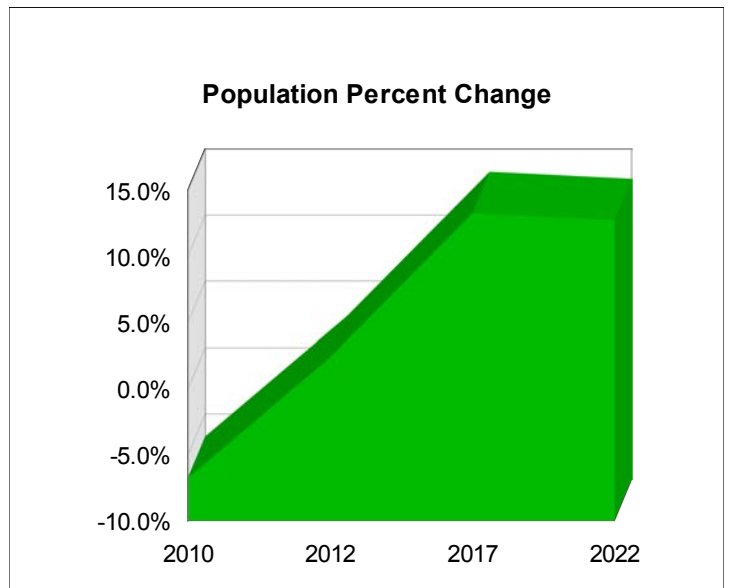
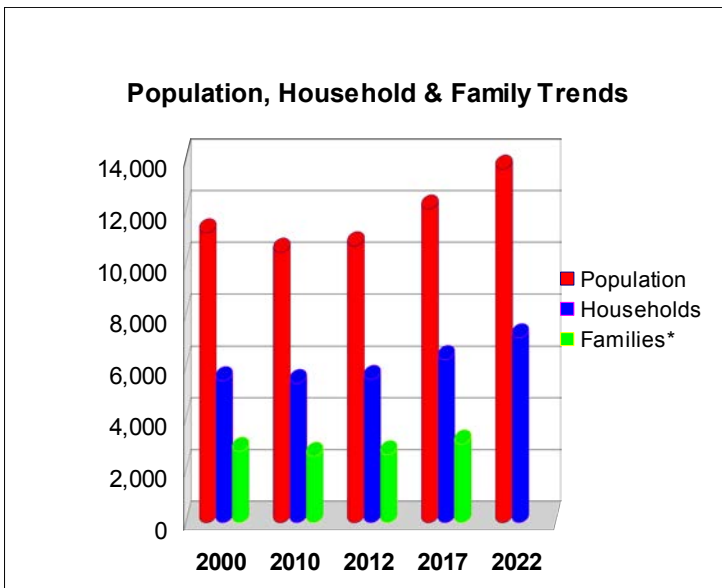
Population Per Household

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

Family Households:

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

<i>Population/Households & Family Trends</i>					
	2000	2010	2012	2017	2022
Population	11,199	10,448	10,699	12,120	13,665
Population Change		-751	251	1,421	1,545
Percent Change		-6.7%	2.4%	13.3%	12.7%
Households	5,502	5,396	5,552	6,321	7,141
Households Change		-106	156	769	7,141
Percent Change		-1.9%	2.9%	13.9%	13.0%
Population / Households	2.04	1.94	1.93	1.92	1.91
Population / Households Change		0	0	0	0
Percent Change		-4.9%	-0.5%	-0.5%	-0.2%
Families	2,767	2,574	2,637	3,049	
Families Change		-193	63	412	
Percent Change		-7.0%	2.4%	15.6%	

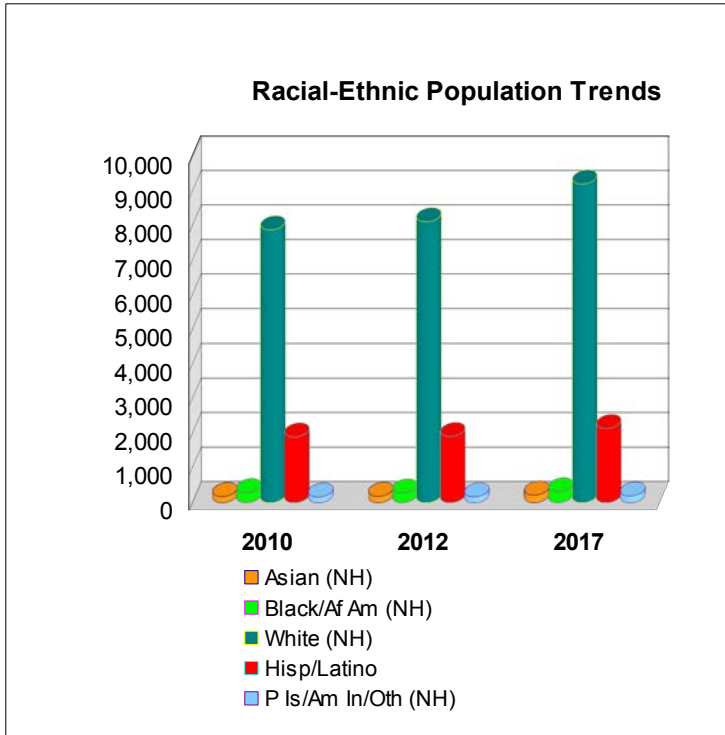


NOTE: Family Household data is not projected out 10 years.

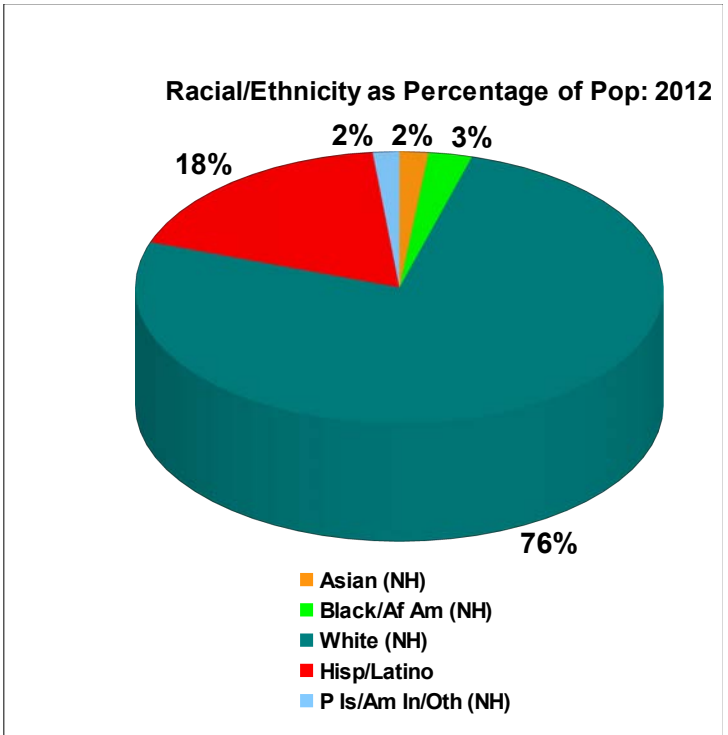
INSITE #2: RACIAL-ETHNIC TRENDS

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

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



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



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

The percentage of the population...

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

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

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

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

	2010	2012	2017	2010%	2012 %	2017 %	2010 to 2017 Change
Race and Ethnicity							
Asian (NH)	181	189	223	1.73%	1.77%	1.84%	0.11%
Black/Afr Amer (NH)	294	285	317	2.81%	2.66%	2.62%	-0.2%
White (NH)	7,894	8,130	9,226	75.56%	75.99%	76.13%	0.6%
Hispanic/Latino	1,909	1,922	2,156	18.27%	17.96%	17.79%	-0.5%
P Is/Am In/Oth (NH)	169	173	197	1.62%	1.62%	1.63%	0.0%
Totals:	10,447	10,699	12,119				

INSITE #3: AGE TRENDS

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

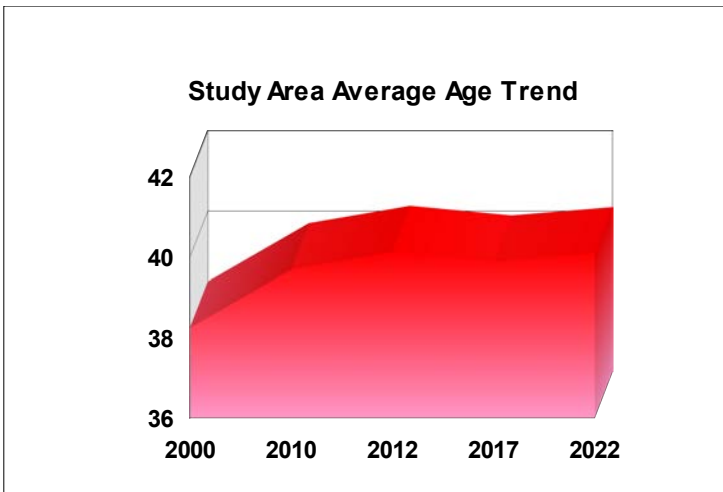
The Age Trend Insite explores two variables; Average age and Phase of Life.

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

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

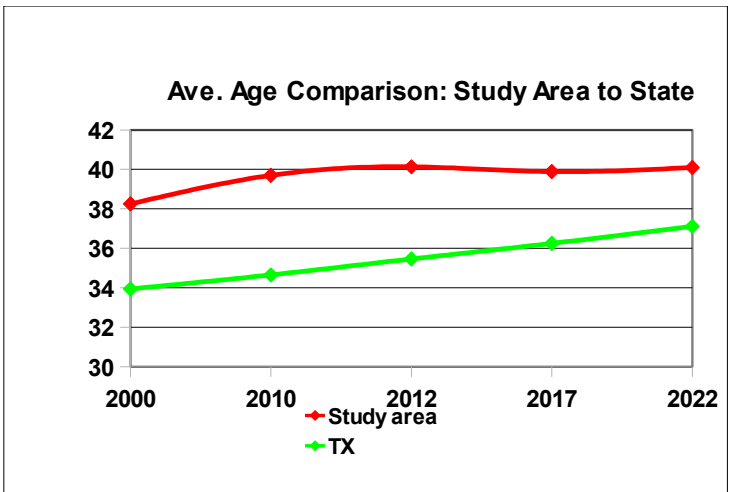
AGE

<i>Average Age Trends</i>	2000	2010	2012	2017	2022
Average Age: Study Area	38.25	39.70	40.13	39.89	40.10
Percent Change		3.8%	1.1%	-0.6%	0.5%
Average Age: TX	33.94	34.65	35.46	36.25	37.11
Percent Change		2.1%	2.3%	2.2%	2.4%
Comparative Index	113	115	113	110	108
Median Age: Study Area	35	38	38	39	40



Summary of Average Age Findings:

The Average Age Trend chart shows both history and projection of the change in average age in the study area. The average age of the study area has been rising for several years. It is projected to rise over the next five years.



A comparison to the average age of the state helps to contextualize the significance of the average age of the study area and its history and projection. In the graph above, the study area and state are laid out side by side. The state's average age is estimated to be lower than the study area.

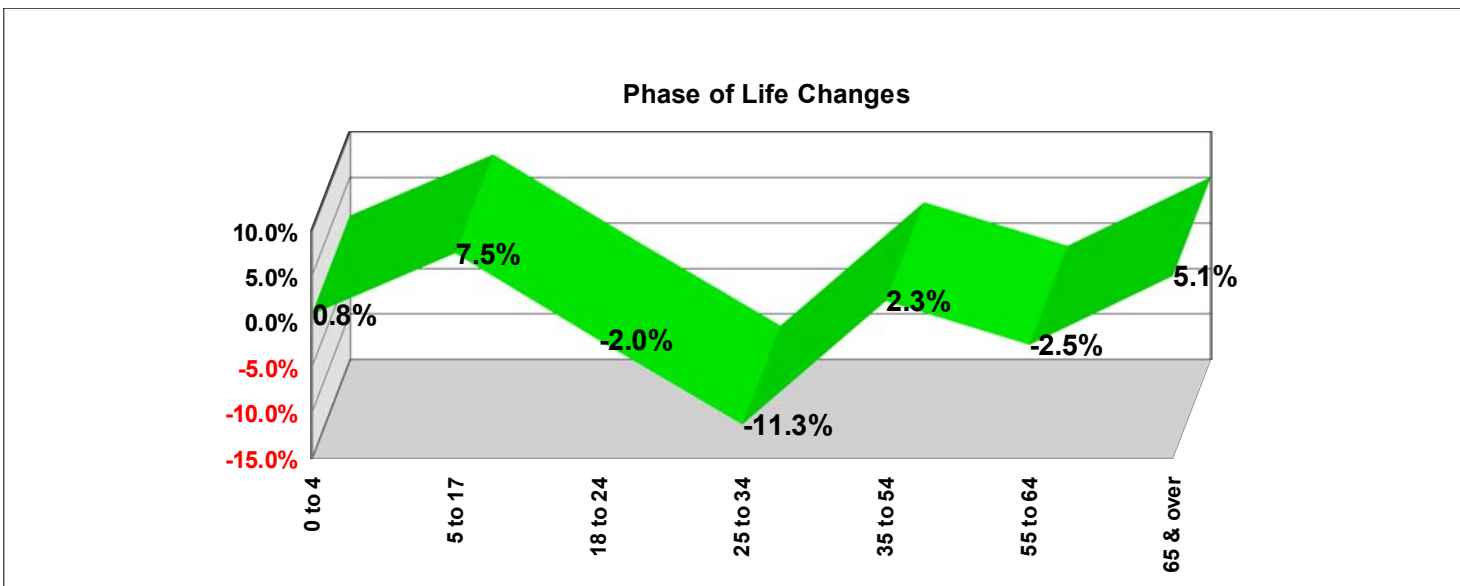
INSITE #3: AGE TRENDS (continued)

PHASE OF LIFE

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

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

Phase of Life	2010	2012	2017	2022	2010%	2012%	2017%	2022%	Estimated 10 Year Change 2012 - 2022
Before Formal Schooling									
Ages 0 to 4	579	748	1,113	1,068	5.5%	7.0%	9.2%	7.8%	0.8%
Required Formal Schooling									
Ages 5 to 19	1,132	1,135	1,613	2,481	10.8%	10.6%	13.3%	18.2%	7.5%
College/Career Starts									
Ages 20 to 24	757	729	581	659	7.2%	6.8%	4.8%	4.8%	-2.0%
Singles & Young Families									
Ages 25 to 34	2,142	2,064	1,708	1,098	20.5%	19.3%	14.1%	8.0%	-11.3%
Families & Empty Nesters									
Ages 35 to 54	2,968	3,001	3,461	4,147	28.4%	28.0%	28.6%	30.3%	2.3%
Enrichment Years Sing/Couples									
Ages 55 to 64	1,525	1,562	1,690	1,653	14.6%	14.6%	13.9%	12.1%	-2.5%
Retirement Opportunities									
Age 65 and over	1,344	1,461	1,952	2,559	12.9%	13.7%	16.1%	18.7%	5.1%



Summary of Phase of Life Findings:

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

In this study area children 17 years of age and younger are increasing as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are increasing as a percentage of the total population.

In summary it may be that the community is experiencing some growth of children of school age.

INSITE #4: SCHOOL AGED CHILDREN TRENDS

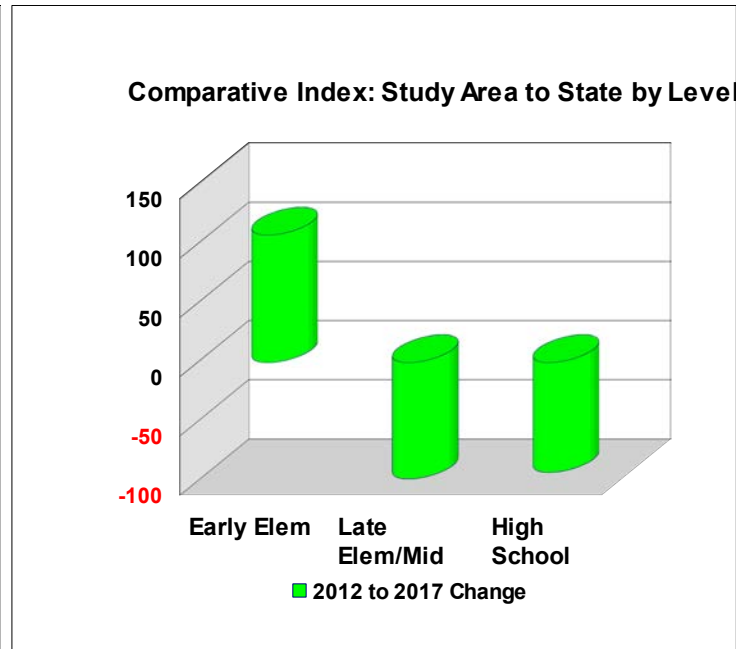
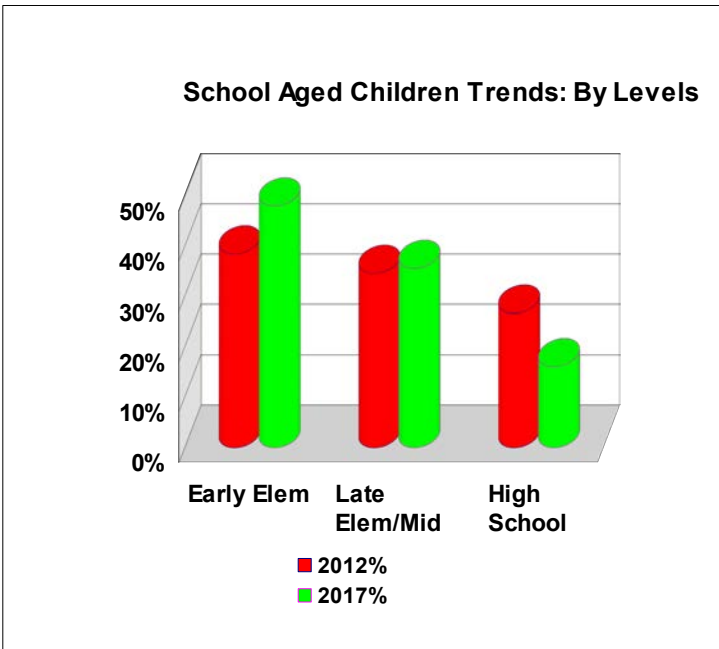
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely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

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

The School Aged Children variable provides a snapshot of three levels of the population that comprise school age children. The three levels roughly correspond to the following.

- Elementary grades
- Intermediate/Middle School grades
- High School Grades

School Aged Children	2010	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Early Elementary							
Ages 5 to 9	442	477	827	36.6%	38.6%	48.1%	9.6%
Late Elementary-Middle School							
Ages 10 to 14	419	429	613	34.7%	34.7%	35.7%	1.0%
High School							
Ages 15 to 18	346	331	278	28.7%	26.8%	16.2%	-10.6%



Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 18 by 9.6%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 18 by 1.0%.

High School aged children 15 to 18 are declining as a percentage of children between 5 and 18 by -10.6%.

Overall, children are aging through but there is some evidence of a resurgence of children in the younger years.

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

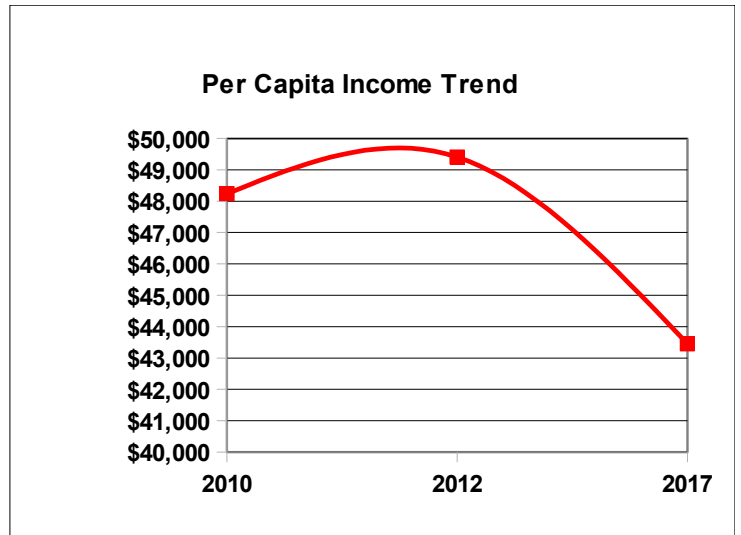
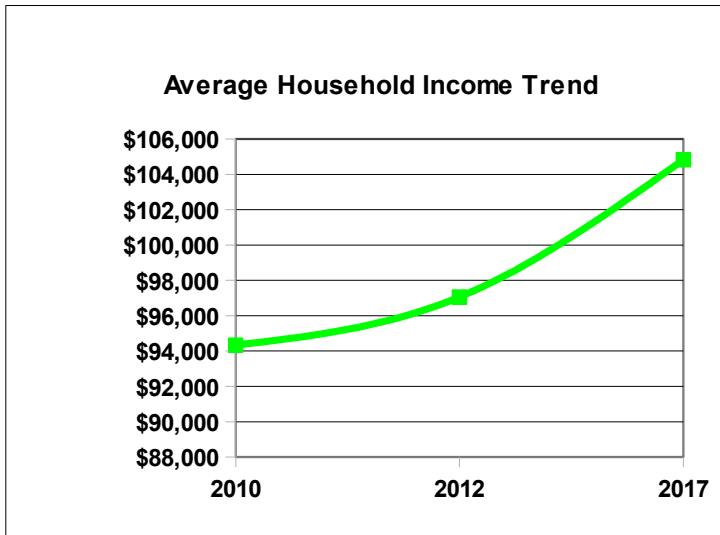
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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

Per Capita Income is a measure of the average income of all persons within a household. For family households, this would include all children. It does not mean that each person actually contributes to the average income from work. It is calculated by dividing the aggregate household income by the population.

In this study area, the estimated current year average household income is \$97,056. The average household income is projected to grow by 8.0% to \$104,820.

The estimated per capita income for the current year is \$49,407. The Per Capita Income is projected to decline by -12.0% to \$43,457.



Income Trends	2010	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Households							
Less than \$10,000	216	205	195	4.0%	3.7%	3.1%	-0.6%
\$10,000 to \$14,999	135	143	161	2.5%	2.6%	2.5%	0.0%
\$15,000 to \$24,999	493	489	472	9.1%	8.8%	7.5%	-1.3%
\$25,000 to \$34,999	575	537	524	10.7%	9.7%	8.3%	-1.4%
\$35,000 to \$49,999	688	705	791	12.8%	12.7%	12.5%	-0.2%
\$50,000 to \$74,999	1,212	1,199	1,268	22.5%	21.6%	20.1%	-1.5%
\$75,000 to \$99,999	681	707	881	12.6%	12.7%	13.9%	1.2%
\$100,000 to \$149,999	595	698	907	11.0%	12.6%	14.4%	1.8%
\$150,000 to \$199,999	323	574	458	6.0%	10.3%	7.2%	-3.1%
\$200,000 or more	478	294	663	8.9%	5.3%	10.5%	5.2%
Totals	5,396	5,551	6,320				

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS (continued)

FAMILY INCOME

Family income is a sub-set of household income. It excludes non-family households. Family households include two or more persons who are related and living in the same dwelling unit. Children are more likely to live in family households. Non-family households are households in which two or more persons live in the same dwelling unit but are unrelated.

The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 35.6% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 35.5%.

<i>Income Trends</i>	2012	2017	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Families					
Less than \$10,000	27	29	1.0%	1.0%	-0.1%
\$10,000 to \$14,999	40	47	1.5%	1.5%	0.0%
\$15,000 to \$24,999	224	259	8.5%	8.5%	0.0%
\$25,000 to \$34,999	271	308	10.3%	10.1%	-0.2%
\$35,000 to \$49,999	265	301	10.0%	9.9%	-0.2%
\$50,000 to \$74,999	474	558	18.0%	18.3%	0.3%
\$75,000 to \$99,999	397	465	15.0%	15.3%	0.2%
\$100,000 to \$149,999	332	391	12.6%	12.8%	0.2%
\$150,000-\$199,999	185	212	7.0%	7.0%	-0.1%
\$200,000 or more	423	478	16.0%	15.7%	-0.4%
Totals	2,638	3,048			

INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

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

The concern of this analysis is family households with children under 18. Of the types of family households with children there are...

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

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

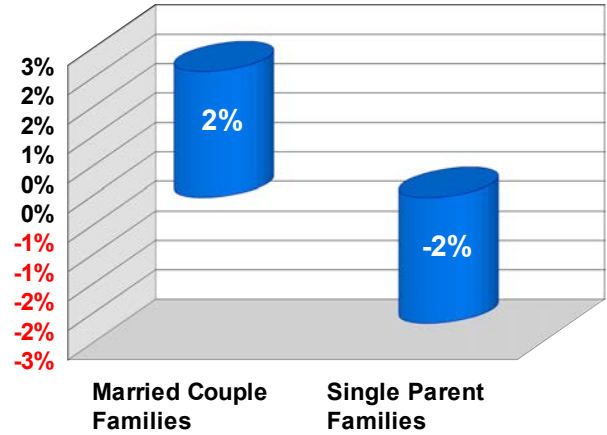
These two are reported for the study area in the table below.

Households	2010	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Households with Children under 18							
Married Couple	721	633	717	67.1%	58.9%	69.2%	2.1%
Single Parent	354	270	319	32.9%	25.1%	30.8%	-2.1%

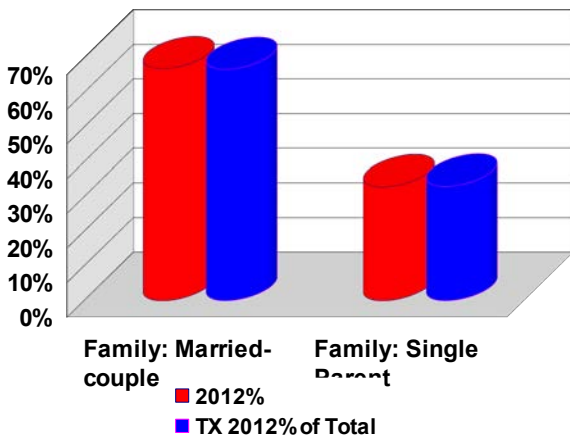
Of the households with children under 18, married couple households are increasing as a percentage while single parent households are decreasing. The graph to the right illustrates this. Bars above the 0% point indicate a family type that is increasing while bars below 0% is decreasing. This provides "insite" into how family households and structures with children are changing in the study area.

A comparison to the state reveals to what extent this community is similar or dissimilar to the state as a whole. The study area's married couple households with children are similar to the state's profile. The percentage of single parent households with children is less than the state.

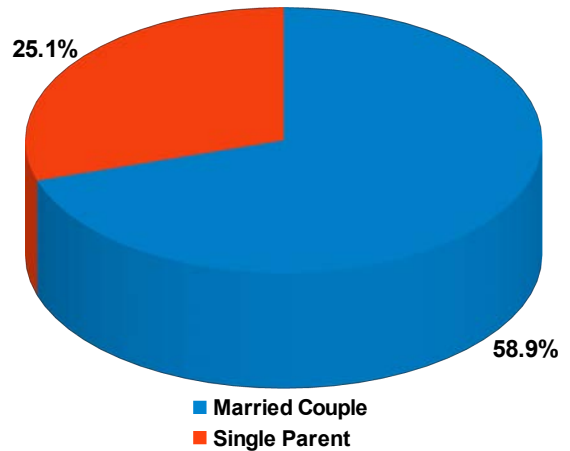
Households with Children: Projected Change



Households with Children Under 18 Compared to State



Percentage of Households with Children by Type



INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

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

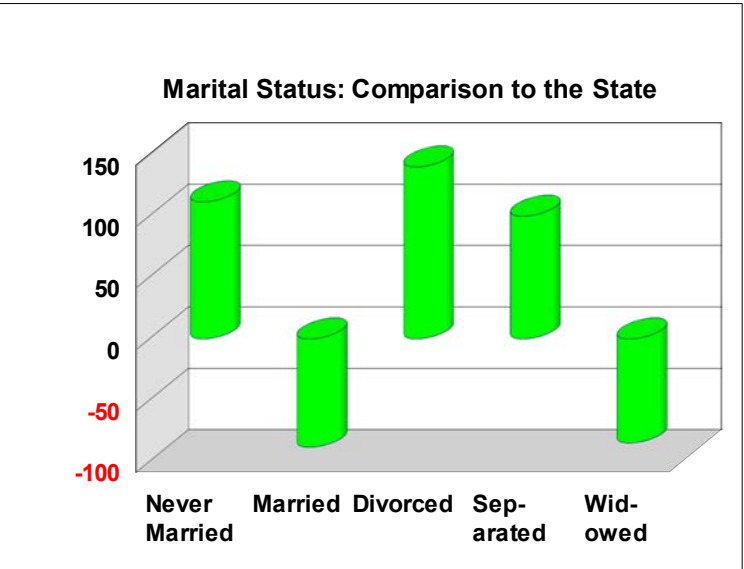
Marital types reported include..

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

	2010	2012	2017	2010%	2012%	2017%	2010 to 2017 Change
Population by Marital Status: Age 15+							
Never Married	2,802	2,797	3,015	30.8%	30.7%	30.9%	0.1%
Married	4,393	4,431	4,751	48.3%	48.6%	48.7%	0.4%
Divorced	1,263	1,256	1,321	13.9%	13.8%	13.5%	-0.3%
Separated	241	239	250	2.6%	2.6%	2.6%	-0.1%
Widowed	396	393	415	4.4%	4.3%	4.3%	-0.1%

In this community, the current year estimate of marital status reveals a community of adults less likely to be married than the state average for adults. The percentage single, never married in the study area is higher than the state average for adults 15 years and older. Divorce is more prevalent than the state wide average.

The graph to the right illustrates the marital status comparison of the study area to the state. Bars above the 0% point line indicate a marital status type that is more prevalent than the state average while bars below the 0% are below the state average. The length of the bars represent the strength of the difference. They are not percentages.



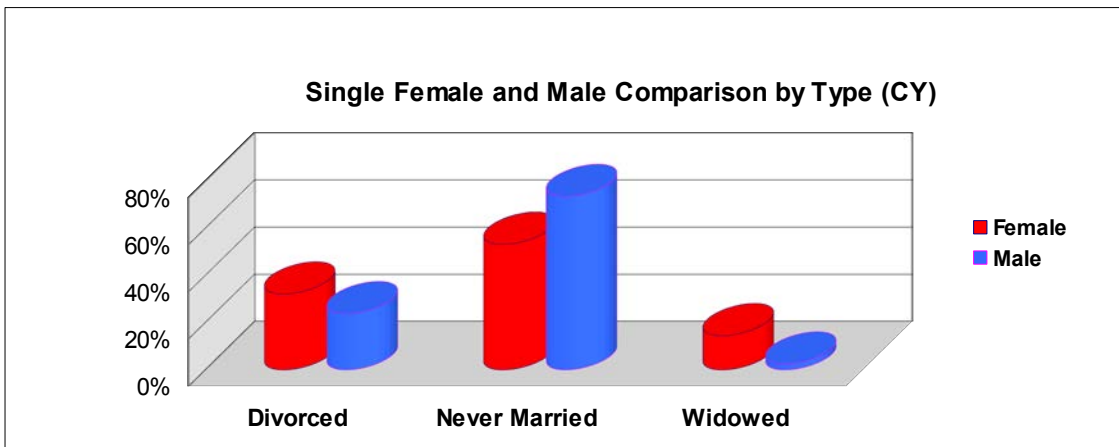
MARITAL STATUS BY FEMALE AND MALE

Who is more likely to be unmarried, women or men in this community? Consider these findings about this study area:

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

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

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

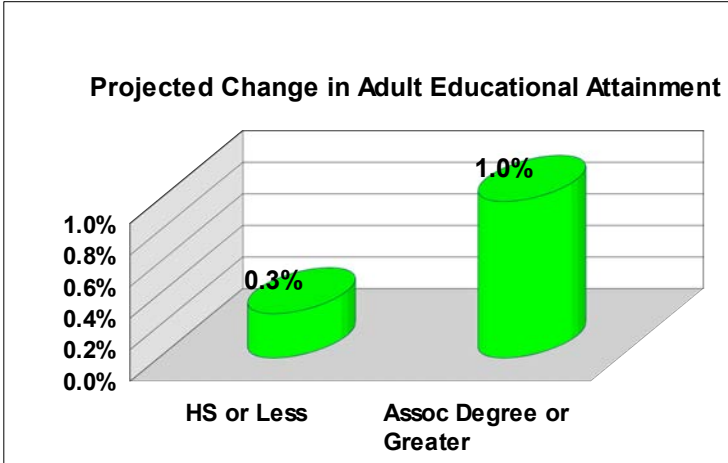


INSITE #8: ADULT EDUCATIONAL ATTAINMENT

The level of educational attainment of a community's adult population is an important indicator of its opportunities and challenges. This analysis will look at the Adult Educational Attainment from three perspectives

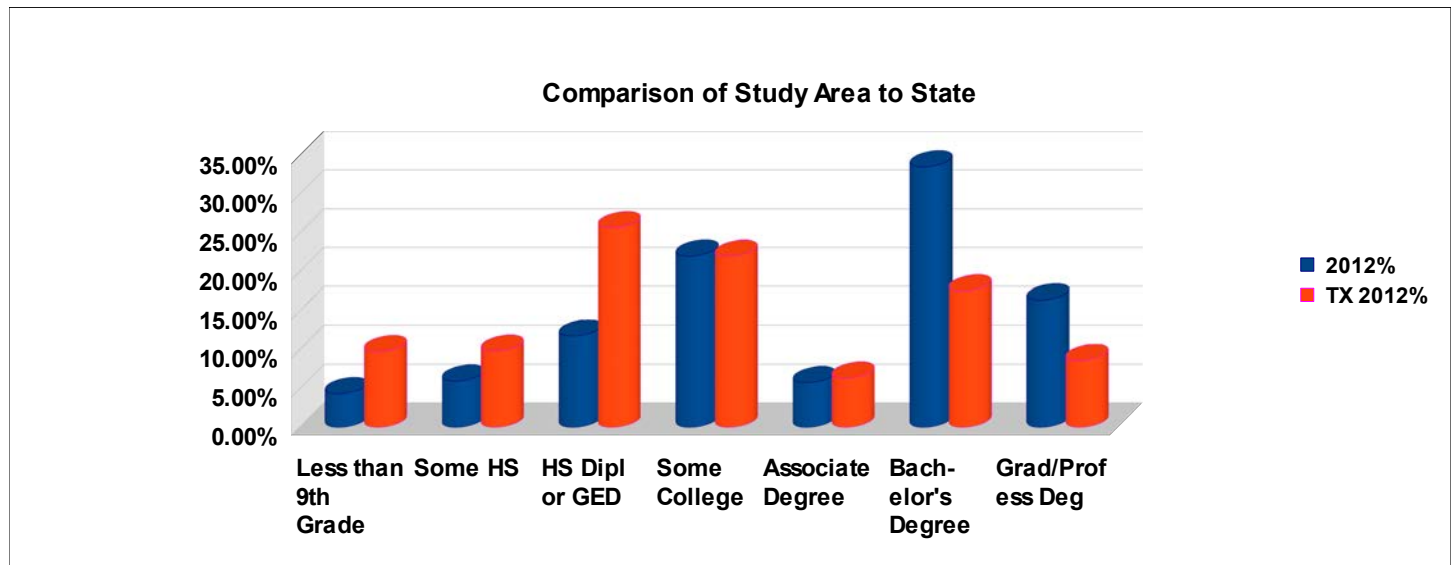
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of TEXAS. (If this is a state report, the comparison will be to itself.) Finally, the table provides the percentages from 2010.

EDUCATIONAL LEVEL ATTAINMENT CHANGE



The educational attainment level of adults has been rising over the past few years. It is projected to rise over the next five years by 1.0%.

EDUCATIONAL LEVEL COMPARED TO THE STATE



	2010	2012	2017	TX 2012%	Comp Index
Population by Educational Attainment: 25+					
Less than 9th Grade	4.3%	4.4%	4.5%	9.8%	45
Some HS	6.1%	6.0%	6.2%	9.9%	61
HS Dipl or GED	12.0%	11.8%	11.2%	25.7%	46
Some College	22.1%	22.1%	21.4%	22.0%	100
Associate Degree	5.7%	5.8%	5.9%	6.4%	91
Bachelor's Degree	33.5%	33.6%	34.1%	17.6%	191
Grad/Profess Deg	16.3%	16.4%	16.7%	8.6%	190

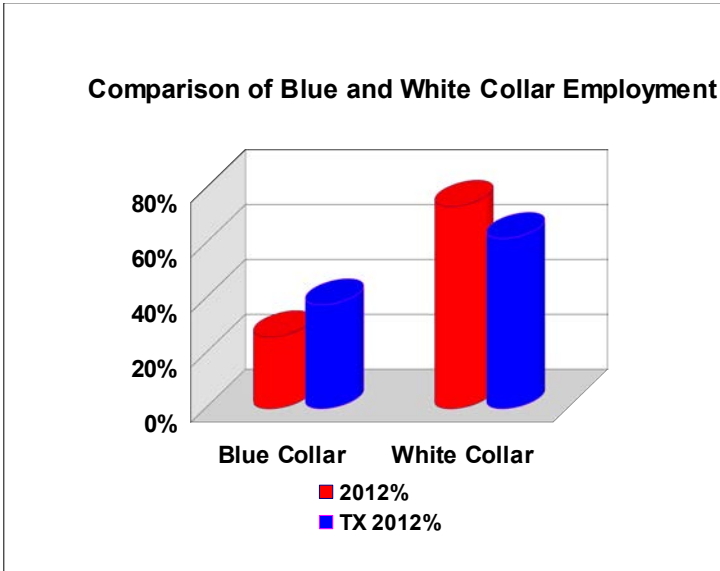
The overall educational attainment of the adults in this community is greater than the state.

INSITE #9: POPULATION BY EMPLOYMENT

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

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

EMPLOYED POPULATION: BLUE COLLAR OR WHITE COLLAR



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

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

	2012	TX 2012	Comp. Index	Interpretation
Employed Civilian Pop 16+ by Occupation				
Bldg Maintenance & Cleaning	2.9%	4.0%	72	Well below the state average.
Construction	4.0%	10.8%	37	Well below the state average.
Farming, Fishing, & Forestry	0.0%	0.6%	8	Well below the state average.
Food Preparation Serving	7.3%	5.3%	139	Well above the state average.
Healthcare Support	1.1%	2.1%	52	Well below the state average.
Managerial Executive	17.6%	14.2%	124	Well above the state average.
Office Admin	13.3%	14.1%	94	At about the state average.
Personal Care	2.1%	3.0%	69	Well below the state average.
Production Transportation	8.9%	12.0%	74	Well below the state average.
Prof Specialty	30.9%	20.0%	154	Well above the state average.
Protective	1.0%	2.3%	46	Well below the state average.
Sales	10.9%	11.5%	94	At about the state average.

INSITE #10: MOSAIC HOUSEHOLD TYPES

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

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

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

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

	2012	2012%	State %	Comp Index	Relative to the TX State Ave.
Mosaic Types					
G24 Young, City Solos - Status Seeking Singles	887	15.98%	0.96%	1669	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	737	13.27%	1.71%	776	Well above the state average
B09 Flourishing Families - Family Fun-tastic	484	8.72%	1.26%	692	Well above the state average
K40 Significant Singles - Bohemian Groove	484	8.72%	1.04%	840	Well above the state average
A02 Power Elite - Platinum Prosperity	360	6.48%	1.57%	413	Well above the state average
E19 Thriving Boomers - Full Pockets, Empty Nests	353	6.36%	0.75%	846	Well above the state average
O51 Singles and Starters - Digital Dependents	293	5.28%	1.32%	400	Well above the state average
P56 Cultural Connections - Rolling the Dice	291	5.24%	1.09%	482	Well above the state average
C11 Booming with Confidence - Aging of Aquarius	252	4.54%	2.44%	186	Well above the state average
R66 Aspirational Fusion - Dare to Dream	174	3.13%	0.87%	360	Well above the state average
P59 Cultural Connections - Nuevo Horizons	129	2.32%	9.18%	25	Well below the state average
K37 Significant Singles - Wired for Success	110	1.98%	1.50%	132	Well above the state average
Q62 Golden Year Guardians - Reaping Rewards	110	1.98%	0.70%	285	Well above the state average
E20 Thriving Boomers - No Place Like Home	109	1.96%	1.28%	153	Well above the state average
A05 Power Elite - Couples with Clout	91	1.64%	1.96%	84	Somewhat below the state average

INSITE #11: CHARITABLE GIVING PRACTICES

Charitable giving practices data provide three perspectives about giving in the study area. First, they indicate how extensive giving is within a study area by showing the percentage of households that are likely to contribute \$200 or more dollars per year to charitable causes.

Second, they project the direction of giving. Giving data is provided across 10 sectors of charity giving. Each community has its own distinctive pattern.

Finally, they show how the study area gives across the 10 sectors in comparison to the state of TEXAS. An area may contribute modestly to a charitable sector in terms of actual projected households but it may be well above the state-wide average for such giving.

Interpreting the Table

As the table is studied look at two factors; the number of people or households and the index. The first will provide a sense of the number strength in the study area. The second shows how giving to one of the 10 charitable targets compares to the state. Any "index" over 100 means the study area gives more to a charitable target than is true for the state as a whole.

To make the interpretation of this easier, the following table is sorted by Index. However, be sure to look at the "% of Households" column. A particular charitable sector may have a low index but still a larger percentage than some other of the 10 sectors represented here.

	Hholds	% of HH	Index	Interpretation
Charitable Contributions Last Yr: \$200 Or More				
Environmental-\$200 Or More	113	2.1%	283	Well above the state ave.
Public Radio-\$200 Or More	41	0.7%	154	Well above the state ave.
Health-\$200 Or More	246	4.5%	147	Well above the state ave.
Social Services/Welfare-\$200 Or More	354	6.5%	142	Well above the state ave.
Private Foundation-\$200 Or More	221	4.0%	130	Well above the state ave.
Other-\$200 Or More	304	5.5%	122	Somewhat above the state ave.
Education-\$200 Or More	232	4.2%	116	Somewhat above the state ave.
Political Organization-\$200 Or More	54	1.0%	105	About average for the state.
Religious-\$200 Or More	1,139	20.8%	102	About average for the state.

Summary of Charitable Contribution Findings:

Overall, it is estimated that households in this study area are somewhat above the state average in their contributions to charities.

More specific findings include:

The number of charitable sectors where giving is well above the state average: 5.

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

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

INSITE #12: RELIGIOUS PRACTICES

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

Summary of Religious Practices:

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

	Pop	% of Pop	Index	Interpretation
Adult Religious Practices				
Important to Attend Religious Services	1,560	17.7%	90	Somewhat below the state ave.
Consider Myself A Spiritual Person	3,452	39.2%	83	Somewhat below the state ave.
Conservative Evangelical Christian	2,375	26.9%	69	Somewhat below the state ave.
My Faith Is Really Important To Me	1,253	14.2%	69	Somewhat below the state ave.
Enjoy Watching Religious TV Programs	1,082	12.3%	69	Somewhat below the state ave.

Summary findings:

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

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

The number of religious practices somewhat below the state average is 5.

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

Supporting Information

Interpreting the Report

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

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

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

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

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.