MISSIONINSITE

Discover Mission Opportunities with ExecutiveInsite

The ExecutiveInsite Report

You can create an ExecutiveInsite report for any ministry area. This report is organized around 12 themes, or "Insites", which are strategic for discovering ministry opportunities.

You can analyze regional and local areas, including neighborhood block groups. When defining your ministry area, we suggest you consider how far people readily travel for work or shopping. You may also want to consider natural, regional, or transportation barriers that impact your ministry area.

Base Area: Your State, _____

Comparative Indexes

A Comparative Index compares your study area to the entire population of the Base Area, which is your state.

The Comparative Index is calculated by dividing the statistic for your study area, by the same statistic for the Base Area and multiplying by 100.

For example, if the Comparative Index for the Average Age is 125, then your area is 25% older than average for the Base Area. Conversely, if the Comparative Index for the Average Age is 75, then the Average Age of your area is 25% younger than the Base Area.

Insite 1: Population and Household Trends

Discussion Questions:

Is the population in your study area increasing or decreasing? Whether it is stable or changing, what impact does this have on your ministry decisions?

For additional insight on population change, divide the Percent Change by the number of years to find the Annualized Percent Change. For example, if the projected population change is 7.8%

over the next five years, divide 7.8 (the projected % change) by 5 (the number of years projected) or 1.5% change per year.

How does this compare with the Annualized Percent Change for your congregation over the same intervals? What does this say about your ministry?

Is the population per household increasing or decreasing? As households change, how does that affect the ministry needs of the area?

Discoveries:

Insite 2: Racial-Ethnic Trends

Discussion Questions:

What does the racial/ethnic distribution of your study area suggest to you?

Does the information suggest the need for additional current year detail for the Asian and/or Hispanic/Latino groups? This information is available under the "Diversity" tab in the "Build Your Own Report" section of the Demographics page. The Diversity tab also includes Ancestry and Language spoken at home information.

Consider the percent change of the racial ethnic group that reflects your congregation, as a component of the percent change for the overall population for your area. How might this affect your future mission plans?

Discoveries:

Insite 3: Age Trends

Discussion Questions:

Which phase of life segment(s) is/are the largest and/or growing in your study area?

How does your current missional emphasis connect with each group? How does the average age of the people attending worship in your congregation compare with the report area?

Which phase of life segment is smallest or declining? How does this affect your current and future mission priorities? What kind of opportunity does each category suggest such as Before Formal Schooling?

Discoveries:

Insite 4: School-aged Children Trends

Discussion Questions:

How might these trends impact your various School Age ministries? What are the trends for each of the three individual categories?

Are your current children and youth ministries designed to reach and impact these population groups?

Discoveries:

Insite 5: Household and Family Income Trends

Discussion Questions:

What is the economic environment of the report area? What does it suggest regarding the economic resources available for ministry needs? How does the median income by Race and Ethnicity impact potential mission?

Which family income categories are projected to grow fastest or decrease the fastest over the next 5 years? How do you perceive this affecting family ministry plans for the future?

Discoveries:

Insite 6: Household and Children Trends

Discussion Questions:

Is your report area stable or are there changes taking place in the structure of households with children?

Does this information confirm or change your understanding of household structure with children in this area?

What ministry issues are associated with each group?

Discoveries:

Insite 7: Martial Status Trends

Discussion Questions:

What percentage of the adult (15+) population is present in each of the 5 categories? Are there surprises in the number of persons in any of the groups?

How do the ministry efforts of your church correspond to each of the groups? Does this information suggest any new opportunities?

Discoveries:

Insite 8: Adult Educational Attainment

Discussion Questions:

What is the message of educational attainment for your church? Which groups are represented in your congregation? What can you learn from this information to strengthen your ministry in this area?

How may educational attainment affect worship or educational ministries in your church?

How can this information assist leadership to minister in this area?

Discoveries:

Insite 9: Population by Employment

Discussion Questions:

Which occupations are prevalent in your area? How are these groups represented in your congregation?

How might leaders from each of these can these occupations strengthen your ministry?

Discoveries:

Insite 10: MOSIAC Segments

Discussion Questions:

What are the top MOSAIC household types in the report area?

Beginning with the largest type, how many types are present to represent 75% of the households? Is this your ministry target? Is your ministry targeting a group or groups that are not in the majority?

How does the index identify the unique household characteristics of this area? See the MOSAIC Type guide for descriptions of each type.

Discoveries:

Insite 11: Generations

Discussion Questions:

Describe the generational presence in your area. Are there one or more significant generations present?

What beliefs, behaviors and attitudes shape their world view? How might these generational characteristics influence their perception of church and its mission?

Discoveries:

Insite 12: Religious Program or Ministry Preferences

Discussion Questions:

How do you see the programs or activities scoring Modestly Important or Very Important shaping future ministries?

What would it mean if a program or activity scored well above or below the national average for that variable? For example: What impact would a higher than average score for "Daycare/After-School Programs" mean to ministry planning?

Discoveries:

List Suggested Ministry Applications

Hospitality

Worship

Education

Small Groups

Service Projects

MISSION**INSITE**

If you have any questions or would like to speak with one of our experts, please give us a call at 1-800-669-2509.

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