

ExecutiveInsite™

DECISIONINSITE 

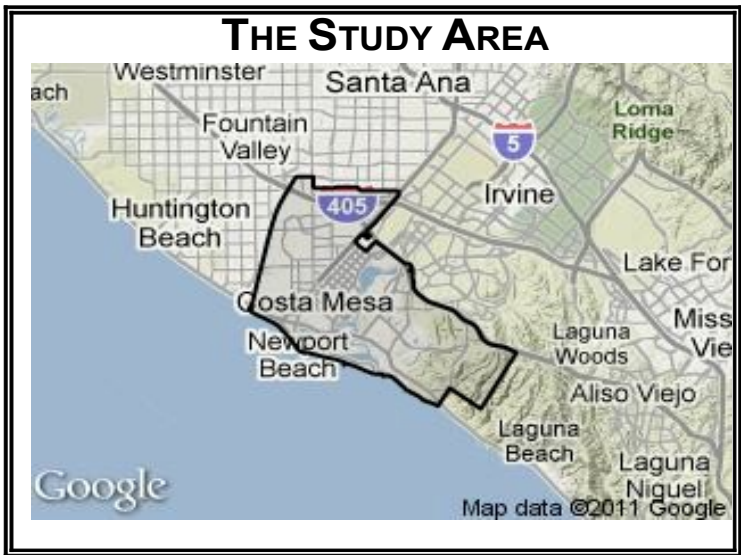
INTRODUCTION

Prepared for: Newport Mesa Unified School District
 Study area: Newport Mesa Unified School District
 Base State: CALIFORNIA
 Current Year Estimate: 2010
 5 Year Projection: 2015
 Date: 2/24/2011
 Semi-Annual Projection: Spring

This ExecutiveInsite Report has been prepared for Newport Mesa Unified School District. 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 school district, 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	
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Interpreting the Report

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

Change over time: Several trend tables will have a column on the far right that will indicate a change over time. Generally this begins with the last census and includes the current year estimate and five year projection. The output will be a percentage change up or down. This quickly indicates the direction overall the variable appears to be taking.

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

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

Indexes: Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. This state (or states) is called the study area base. 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.

NOTE: 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 2010 population within the study area is 199,897. The 2015 projection would see the area grow by 8,824 to a total population of 208,721. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to grow by 4.4% in the next five years, the state is projected to grow by 6.3%. The study area's estimated average change rate is 0.9%.

Households:

The households within the community are growing faster than the population, thus the average population per household in 2000 was 2.47 but by 2015 it is projected to be 2.47. Compare this to the statewide average which for the current year is estimated at 2.9 persons per household.

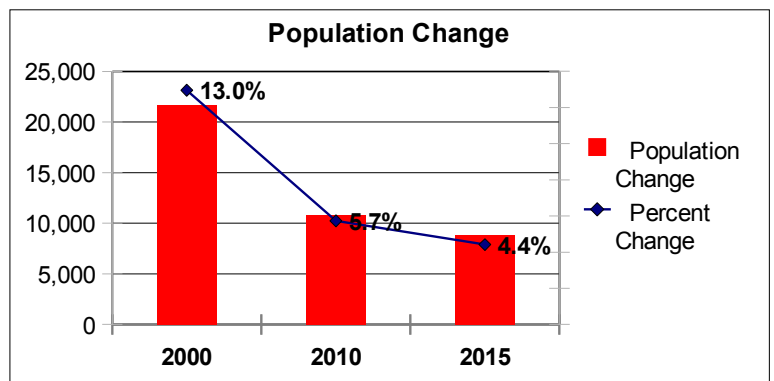
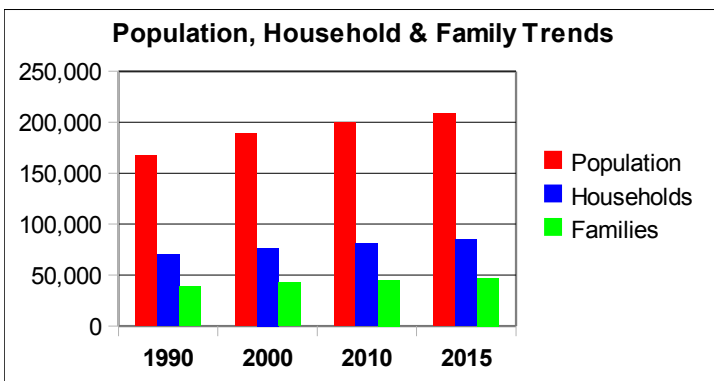
Population Per Household

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.

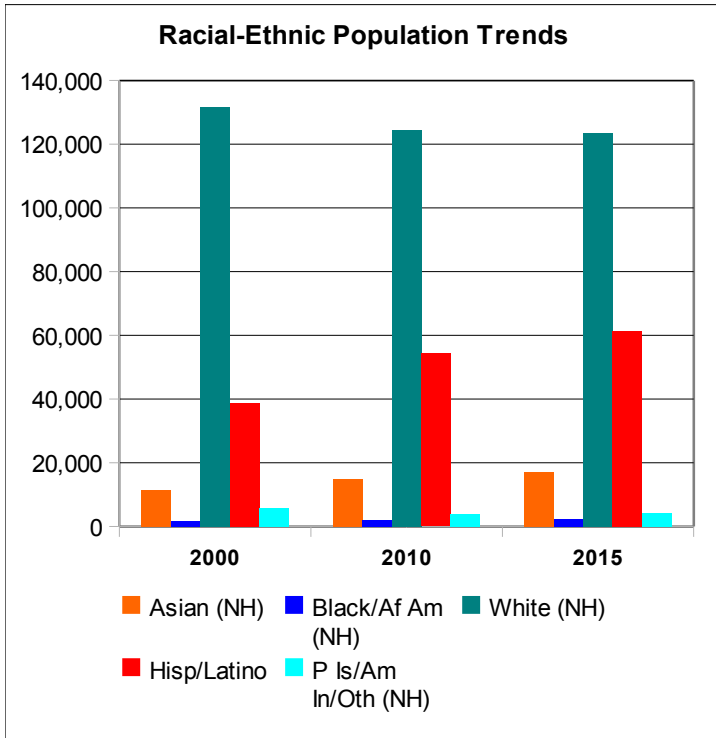
Population/Households & Family Trends	1990	2000	2010	2015
Population	167,380	189,066	199,897	208,721
Population Change		21,686	10,831	8,824
Percent Change		13.0%	5.7%	4.4%
Households	70,399	76,651	81,013	84,757
Households Change		6,252	4,362	3,744
Percent Change		8.9%	5.7%	4.6%
Population / Households	2.4	2.5	2.5	2.5
Population / Households Change		0.09	0.00	0.00
Percent Change		3.7%	0.0%	-0.2%
Families	38,951	42,929	45,041	47,066
Families Change		3,978	2,112	2,025
Percent Change		10.2%	4.9%	4.5%



INSITE #2: RACIAL-ETHNIC TRENDS

The US population's racial-ethnic diversity is continually increasingly adding new and rich cultural mixes. These data consider the six 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 six 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.

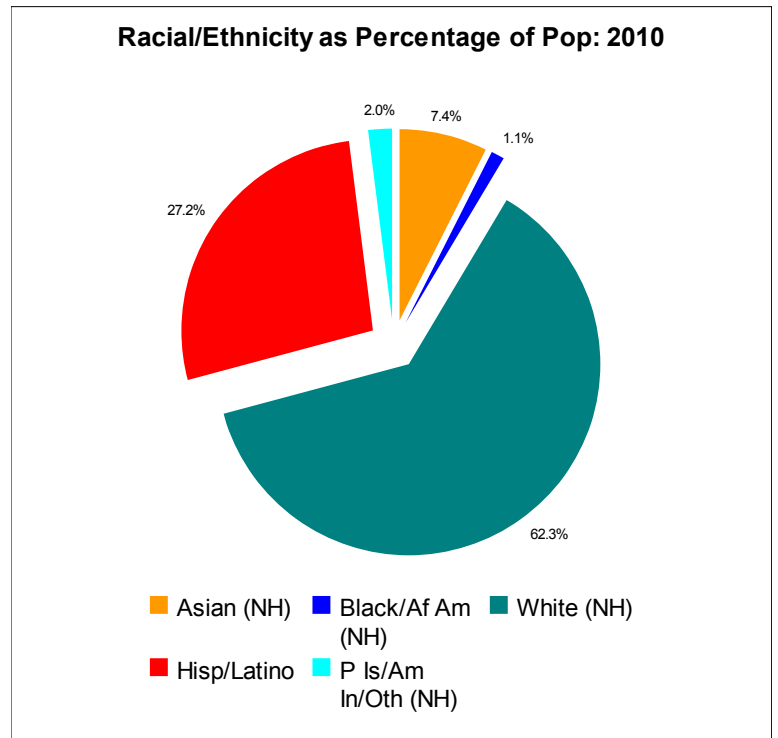


The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.

The percentage of the population...

Asian (Non-Hisp) is projected to grow by 0.8% over the next five years.

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



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

White (Non-Hisp) is projected to decline by -3.0% over the next five years.

Hispanic or Latino is projected to grow by 2.2% over the next five years.

Racial/Ethnic Trends	2000	2010	2015	2000 %	2010 %	2015 %	2000 to 2015 Change
Asian (NH)	11,541	14,858	17,118	6.1%	7.4%	8.2%	2.1%
Black/Afr Amer (NH)	1,599	2,215	2,273	0.8%	1.1%	1.1%	0.2%
White (NH)	131,562	124,514	123,683	69.6%	62.3%	59.3%	-10.3%
Hispanic/Latino	38,606	54,295	61,251	20.4%	27.2%	29.3%	8.9%
Two Plus Races (NH)	5,758	4,015	4,396	3.0%	2.0%	2.1%	-0.9%

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.

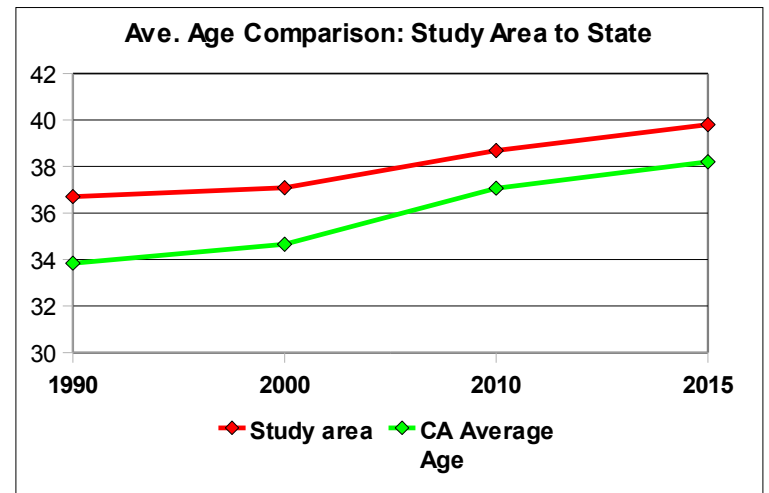
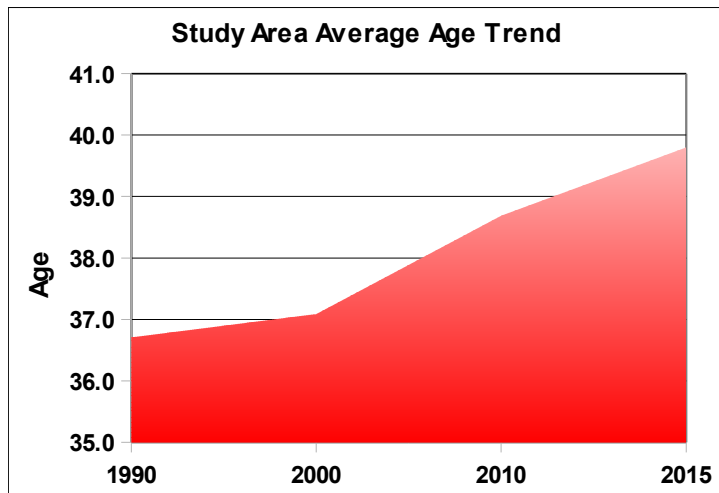
The Age Trend Insite explores two variables; Average age and Phase of Life.

Average Age Trends provides three important snapshots of a community from three date points; the last census, the current year estimate and the five year projection. These three 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.

AVERAGE AGE

	1990	2000	2010	2015
Study Area Average Age	36.7	37.1	38.7	39.8
Percent Change	0.0%	1.0%	4.3%	2.9%
CA Average Age	33.8	34.7	37.1	38.2
Percent Change	0.0%	2.4%	7.0%	3.1%
Comparative Index	108	107	104	104



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.

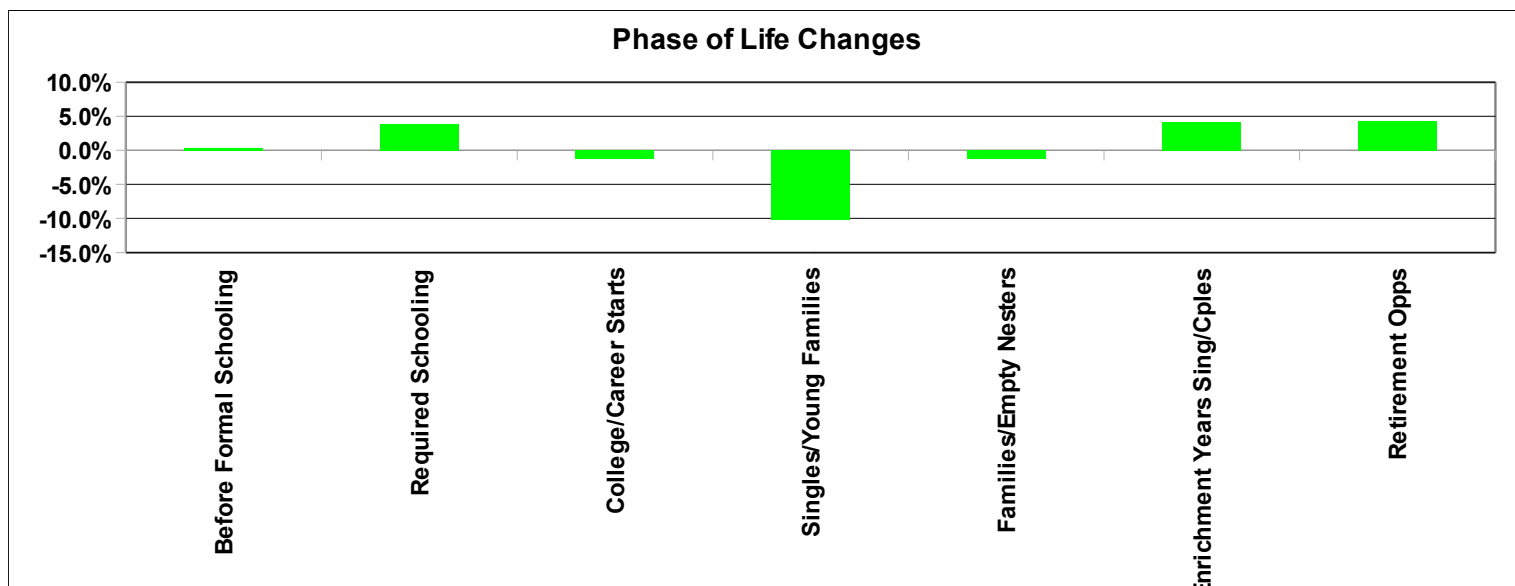
A comparison to the average age of the state helps to contextualize the significance of the average age of the study area and its history and projection. In the graph above, the study area and state are laid out side by side. The state's average age is estimated to be about the same as the study area.

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	2000	2010	2015	2000%	2010%	2015%	2000 to 2015 Change
Before Formal Schooling							
Ages 0 to 4	11,181	14,725	12,953	5.9%	7.4%	6.2%	0.3%
Required Formal Schooling							
Ages 5 to 19	27,209	33,862	38,158	14.4%	16.9%	18.3%	3.9%
College/Career Starts							
Ages 20 to 24	16,885	14,929	16,193	8.9%	7.5%	7.8%	-1.2%
Singles & Young Families							
Ages 25 to 34	37,250	20,947	19,740	19.7%	10.5%	9.5%	-10.2%
Families & Empty Nesters							
Ages 35 to 54	57,748	64,362	61,265	30.5%	32.2%	29.4%	-1.2%
Enrichment Years Sing/Couples							
Ages 55 to 64	16,469	23,326	26,824	8.7%	11.7%	12.9%	4.1%
Retirement Opportunities							
Age 65 and over	22,324	27,746	33,588	11.8%	13.9%	16.1%	4.3%



Summary of Phase of Life Findings:

Phase of Life changes reflect the age profile of a community. It takes 2.1 children per woman to replace 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.

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

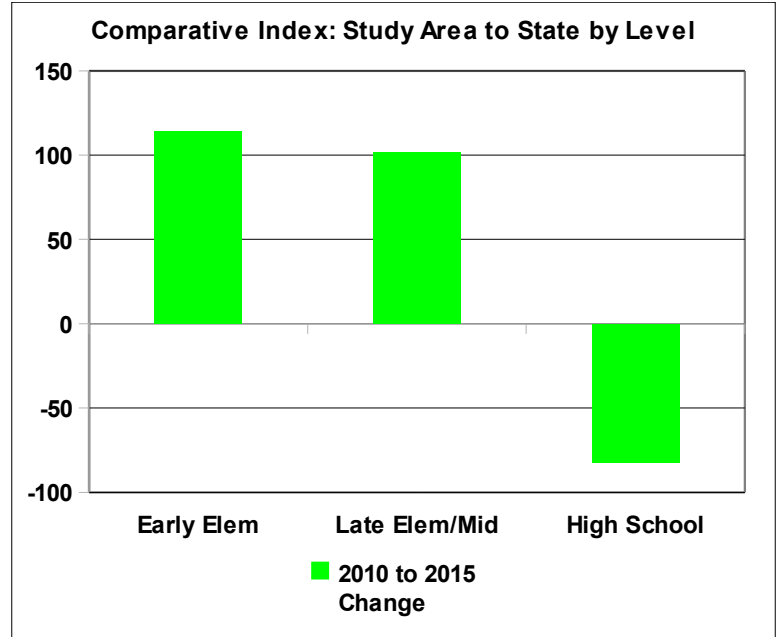
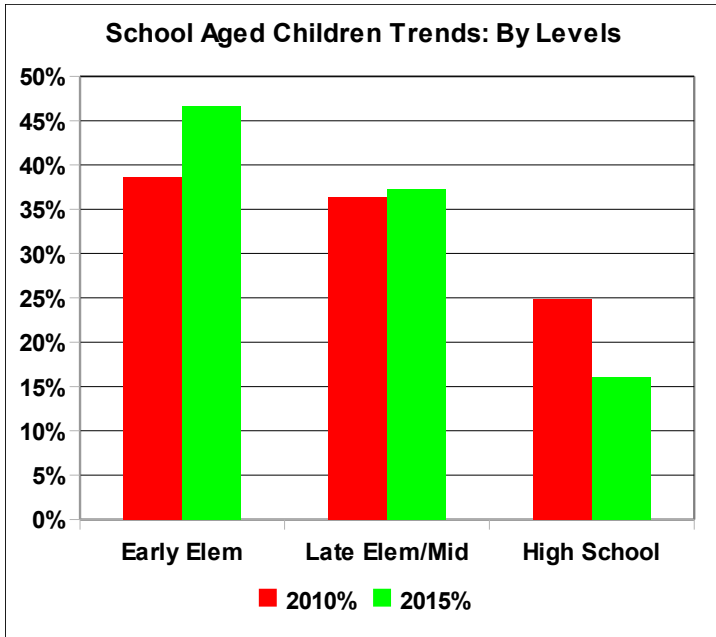
Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely 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	2015	2010%	2015%	2010 to 2015 Change
Early Elementary Ages 5 to 9	14,038	15,706	38.7%	46.6%	8.0%
Late Elementary-Middle School Ages 10 to 14	13,229	12,570	36.4%	37.3%	0.9%
High School Ages 15 to 18	9,049	5,393	24.9%	16.0%	-8.9%



Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 19 by 8.0%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 19 by 0.9%.

High School aged children 15 to 18 are declining as a percentage of children between 5 and 19 by -8.9%.

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

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

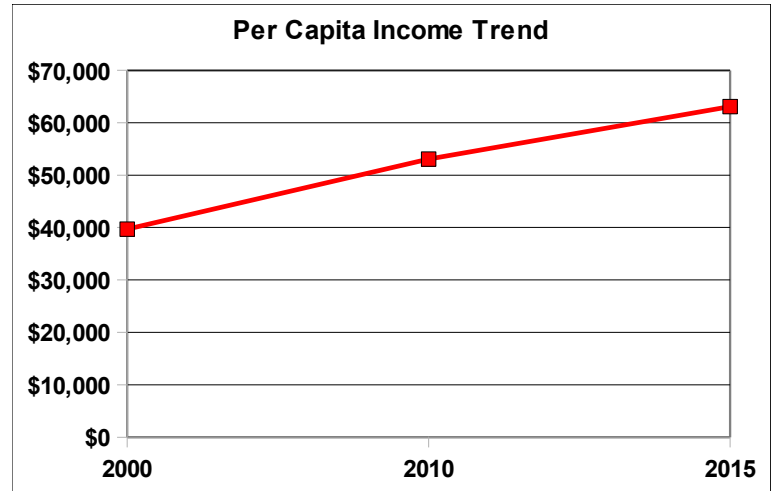
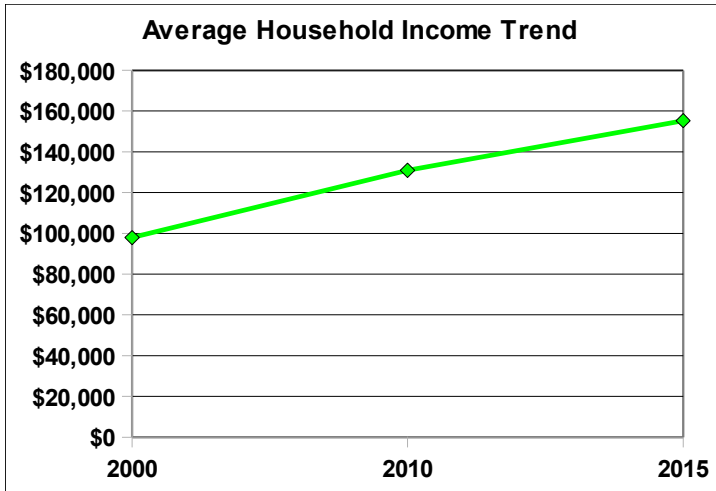
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

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

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

In this study area, the estimated current year average household income is \$130,937. The average household income is projected to grow by 18.6% to \$155,330.

The estimated per capita income for the current year is \$53,065. The Per Capita Income is projected to grow by 18.9%.



Household Income Trends	2010	2015	2010%	2015%	2010 to 2015 Change
Less than \$10,000	2,698	2,187	3.3%	2.6%	-0.8%
\$10,000 to \$14,999	1,932	1,466	2.4%	1.7%	-0.7%
\$15,000 to \$24,999	4,050	3,692	5.0%	4.3%	-0.7%
\$25,000 to \$34,999	4,798	3,750	5.9%	4.4%	-1.5%
\$35,000 to \$49,999	8,010	6,334	9.9%	7.4%	-2.5%
\$50,000 to \$74,999	13,499	12,315	16.7%	14.5%	-2.2%
\$75,000 to \$99,999	11,485	11,665	14.2%	13.7%	-0.5%
\$100,000 to \$149,999	14,334	15,715	17.7%	18.4%	0.8%
\$150,000 to \$199,999	7,286	9,518	9.0%	11.2%	2.2%
\$200,000 or more	12,921	18,560	15.9%	21.8%	5.8%

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 remain stable over the next five years. For the current year, it is estimated that 48.9% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 55.1%.

Family Household Income Trends	2010	2015	2010%	2015%	2010 to 2015 Change
Less than \$10,000	867	846	1.9%	1.8%	-0.1%
\$10,000 to \$14,999	449	318	1.0%	0.7%	-0.3%
\$15,000 to \$24,999	1,990	1,688	4.4%	3.6%	-0.8%
\$25,000 to \$34,999	2,409	2,142	5.3%	4.5%	-0.8%
\$35,000 to \$49,999	4,460	3,832	9.9%	8.1%	-1.8%
\$50,000 to \$74,999	6,847	6,575	15.2%	13.9%	-1.3%
\$75,000 to \$99,999	6,007	5,812	13.3%	12.3%	-1.0%
\$100,000 to \$149,999	8,168	8,876	18.1%	18.8%	0.6%
\$150,000-\$199,999	4,246	5,012	9.4%	10.6%	1.2%
\$200,000 or more	9,596	12,176	21.3%	25.8%	4.4%

ASSETS AND DEBT

Assets owned and debt held provide an indicator of a study area's financial strength. High assets and low debt suggests resources available.

The opposite is also true. Where high debt to asset ratios exist there are less likely to be potential financial resources for community activities.

Asset to Debt	2010%	CA 2010%	Comp Index	Interpretation
Hhlds Owning Any Financial Assets	35.6%	35.7%	100	At the state average
Hhlds Owning Any Non-Financial Assets	34.9%	35.1%	100	At the state average
Hhlds With Any Debt	29.5%	29.2%	99	At the state average

INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

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

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

The concern of this analysis is households with children under 18, whether a family household or a non-family household. Of the types of households with children there are...

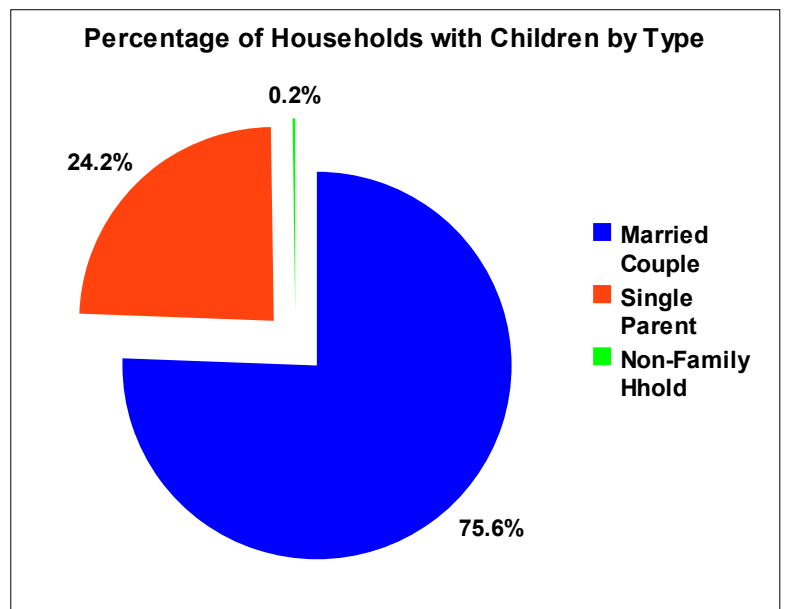
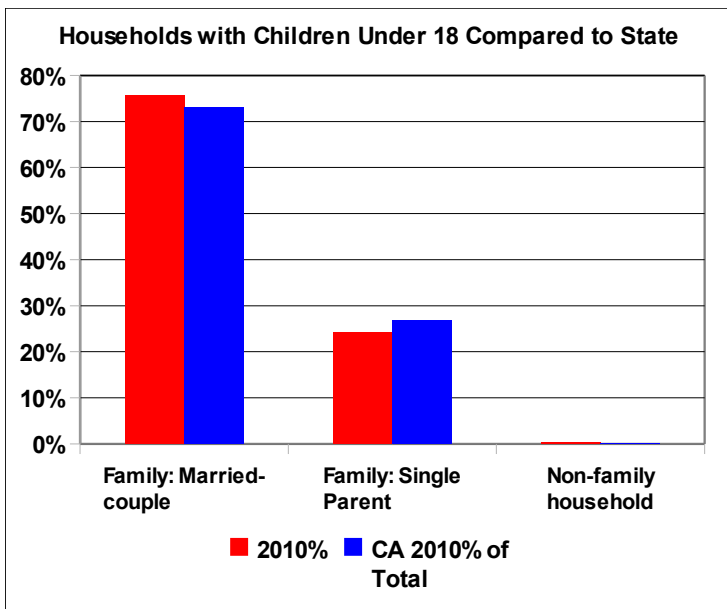
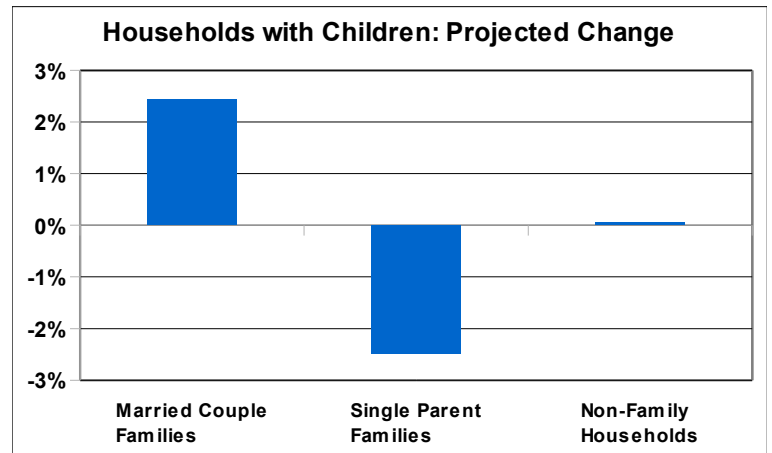
- Married couple families
- Single parent families (father or mother)
- Non-family households

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

Households with Children under 18	2000	2010	2015	2000%	2010%	2015%	2000 to 2015 Change
Married Couple	14890	15110	15560	73.8%	75.6%	76.2%	2.4%
Single Parent	5253	4834	4807	26.0%	24.2%	23.6%	-2.5%
Non-Family Hhold	33	44	44	0.2%	0.2%	0.2%	0.1%

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 are indicate a family type that is increasing while bars below 0% are decreasing. This provides "insite" into how family households and structures with children are changing in the study area.

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



INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

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

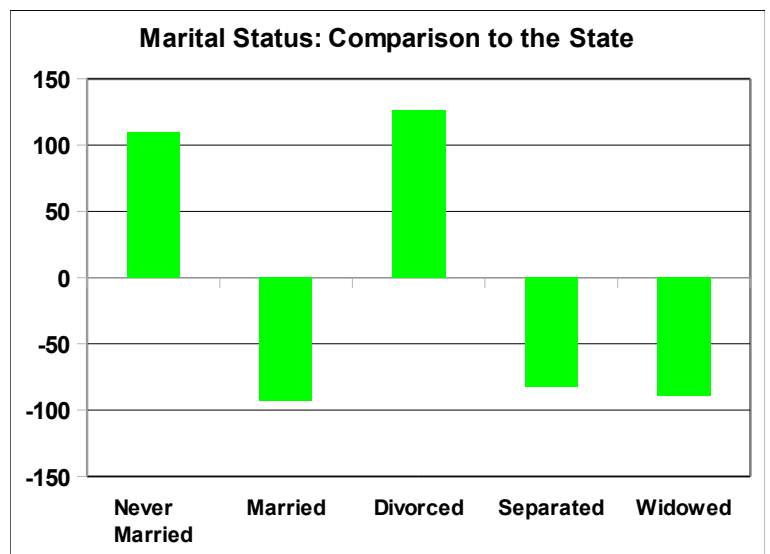
Marital types reported include..

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

Population by Marital Status 15+	2000	2010	2015	2000%	2010%	2015%	2000 to 2015 Change
Never Married	51,536	51,507	53,189	33.1%	32.2%	31.8%	-1.3%
Married	69,059	72,830	77,024	44.3%	45.5%	46.0%	1.7%
Divorced	18,772	18,865	19,619	12.0%	11.8%	11.7%	-0.3%
Separated	8,826	9,194	9,569	5.7%	5.7%	5.7%	0.1%
Widowed	7,723	7,799	8,091	5.0%	4.9%	4.8%	-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 comparison. Bars above the 0% point line indicate a marital status type that 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.



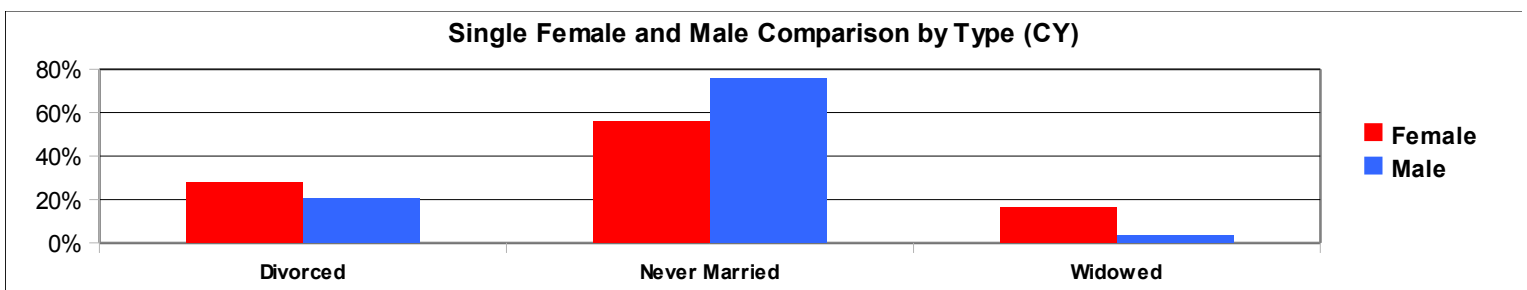
MARITAL STATUS BY FEMALE AND MALE

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.

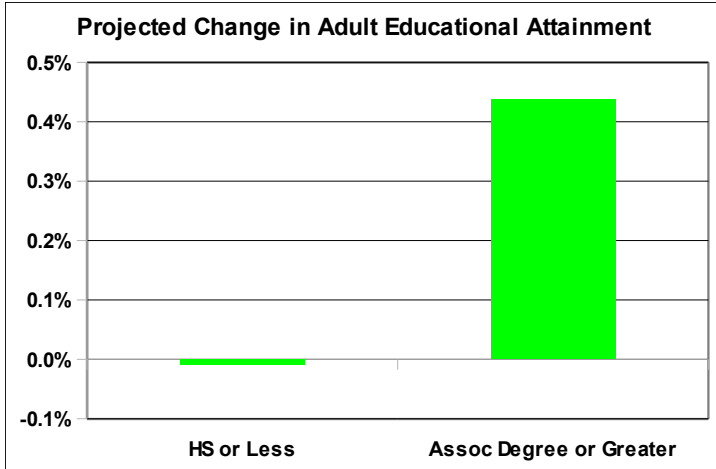


INSITE #8: ADULT EDUCATIONAL ATTAINMENT

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 two perspectives

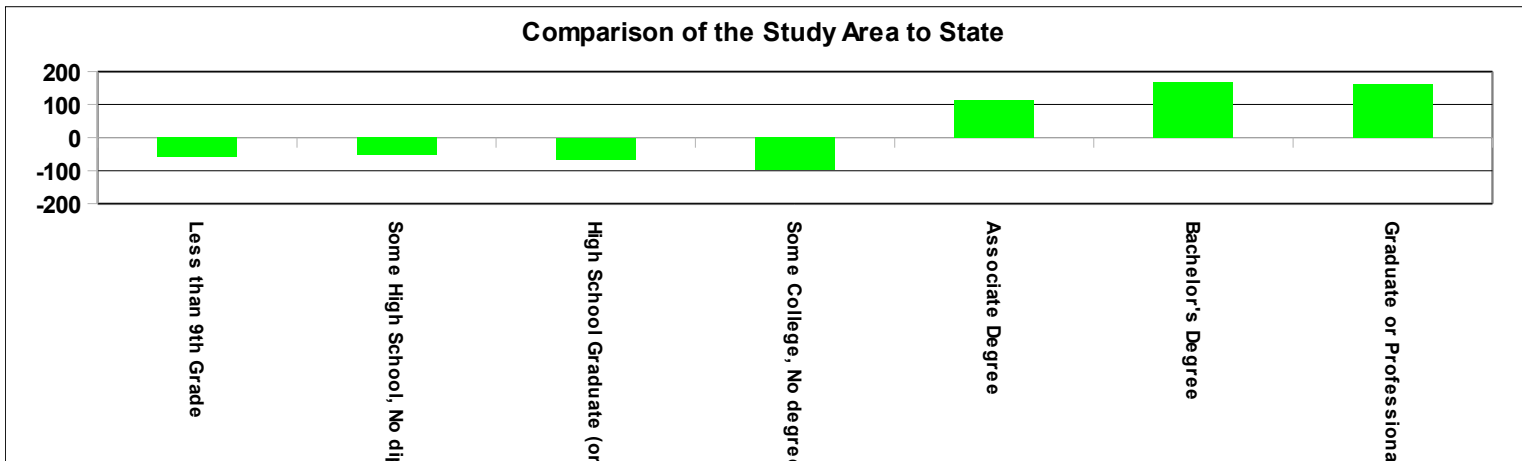
First, it looks to see if the level of educational attainment for adults is rising or not. Second, it compares the level of attainment to that of the state of CALIFORNIA. (If this is a state report, the comparison will be to itself.)

EDUCATIONAL LEVEL ATTAINMENT CHANGE



The educational attainment level of adults has declined over the past few years. It is projected to rise over the next five years by 0.4%.

EDUCATIONAL LEVEL COMPARED TO THE STATE



Population by Educational Attainment: 25+	2010%	CA 2010%	Comp Index
Less than 9th Grade	7.0%	11.9%	59
Some High School, No diploma	6.3%	12.0%	52
High School Graduate (or GED)	13.5%	20.3%	67
Some College, No degree	22.6%	23.0%	98
Associate Degree	8.0%	7.1%	113
Bachelor's Degree	28.0%	16.5%	169
Graduate or Professional school degree	14.7%	9.1%	160

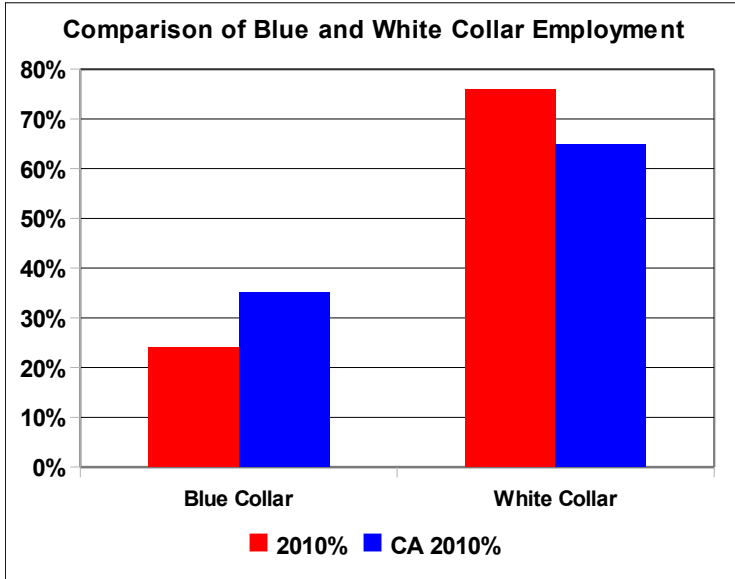
The overall educational attainment of the adults in this community is greater than the state.

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 CALIFORNIA. This study area is well above the state average for White Collar workers. It is well below the state average for Blue Collar workers.

EMPLOYED CIVILIAN POPULATION BY OCCUPATION

Employed Civilian Pop 16+ by Occupation	2010%	CA 2010%	Comp. Index	Interpretation
Bldg Maintenance & Cleaning	3.3%	3.5%	95	At about the state average.
Construction	5.4%	8.5%	64	Well below the state average.
Farming, Fishing, & Forestry	0.2%	1.2%	15	Well below the state average.
Food Preparation Serving	5.0%	4.3%	116	Well above the state average.
Healthcare support	0.8%	1.7%	51	Well below the state average.
Managerial executive	23.2%	14.9%	155	Well above the state average.
Office Admin	13.3%	15.3%	86	Well below the state average.
Personal Care	2.6%	3.0%	84	Well below the state average.
Production Transportation	6.7%	12.6%	53	Well below the state average.
Prof specialty	22.4%	21.5%	104	At about the state average.
Protective	0.9%	2.0%	44	Well below the state average.
Sales	16.2%	11.4%	142	Well above the state average.

INSITE #10: MOSAIC HOUSEHOLD TYPES

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

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

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

NOTE: To obtain the Mosaic Type descriptions please download the document titled DI Demographics Segments Guide (MOSAIC)" from the Resource page of the MissionInsite website.

Mosaic Types	2010	2010%	State %	Comp Index	Relative to the CA State Ave.
H03 STABLE CAREERS	16,061	19.8%	5.1%	386	Well above the state ave.
B02 AFFLUENT URBAN PROFESSIONALS	15,758	19.5%	4.0%	484	Well above the state ave.
A01 AMERICA'S WEALTHIEST	13,677	16.9%	3.4%	501	Well above the state ave.
H01 YOUNG COSMOPOLITANS	9,006	11.1%	3.9%	282	Well above the state ave.
A04 UPSCALE SUBURBANITES	6,296	7.8%	3.8%	206	Well above the state ave.
E03 PROFESSIONAL URBANITES	5,642	7.0%	3.9%	180	Well above the state ave.
A03 WHITE-COLLAR SUBURBIA	2,829	3.5%	5.4%	65	Somewhat below the state ave.
H04 ASPIRING HISPANIA	2,471	3.1%	7.0%	44	Well below the state ave.
J02 LATINO NUEVO	2,120	2.6%	6.8%	38	Well below the state ave.
D01 NUEVO HISPANIC FAMILIES	1,814	2.2%	4.4%	50	Well below the state ave.
C03 SUBURBAN OPTIMISTS	1,555	1.9%	3.9%	49	Well below the state ave.
B05 SECOND-GENERATION SUCCESS	800	1.0%	8.3%	12	Well below the state ave.
C01 SECOND CITY HOMEBODIES	718	0.9%	4.1%	22	Well below the state ave.
B01 STATUS-CONSCIOUS CONSUMERS	698	0.9%	3.0%	30	Well below the state ave.
J05 METRO-BEGINNINGS	556	0.7%	0.8%	83	Somewhat below the state ave.

INSITE #11: CHARITABLE GIVING PRACTICES

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

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

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

Interpreting the Table

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

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

Charitable Contributions Last Yr: \$200 Or More	Hholds	% of HH	Index	Interpretation
Public Television-\$200 Or More	1,531	1.9%	229	Well above the state ave.
Environmental-\$200 Or More	2,312	2.9%	221	Well above the state ave.
Health-\$200 Or More	6,094	7.5%	203	Well above the state ave.
Public Radio-\$200 Or More	1,451	1.8%	196	Well above the state ave.
Education-\$200 Or More	6,203	7.7%	172	Well above the state ave.
Political Organization-\$200 Or More	2,176	2.7%	163	Well above the state ave.
Other-\$200 Or More	6,519	8.0%	148	Well above the state ave.
Private Foundation-\$200 Or More	4,107	5.1%	145	Well above the state ave.
Social Services/Welfare-\$200 Or More	7,117	8.8%	140	Well above the state ave.
Religious-\$200 Or More	15,085	18.6%	88	Somewhat below the state ave.

Summary of Charitable Contribution Findings:

Overall, it is estimated that households in this study area are well 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: 9.

The number of charitable sectors where giving is somewhat below the state average: 1.

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

INSITE #12: SOCIAL VALUES

Adult Social Values provides an indication of the kinds of social beliefs and values persons within a study area are likely to be found. DecisionInsite does not endorse nor judge these. But there is great value in knowing what people are likely to find important, even if one personally disagrees. This is how these should be interpreted.

It is important to remember that these are projections based upon a similar demographic profile of survey respondents and the demographic profile of the study area. It is a composite picture designed to provide an impression not a precise projection.

How can one use this information? The challenge for social service and educational agencies is to serve a community's children and families. To best serve, providers need to understand their client population. This information is helpful in this regard. Use it to form an overall understanding and appreciation of the community to be served.

Summary of Religious Practices:

Though there are differences by each specific practice, taken together it is estimated that social values of people in this study area are somewhat different than those reflected in the state as a whole.

Adult Social Values	Pop	% of Pop	Index	Interpretation
Consider Myself More Pro-Life	57,360	37.9%	130	Well above the state ave.
Worried About Pollution Caused By Cars	45,089	29.8%	129	Well above the state ave.
Pornographic Movies/Shops Should Close	42,577	28.1%	125	Well above the state ave.
Packaging For Products Should Be Recycled	47,373	31.3%	125	Well above the state ave.
Don't Judge People/Way They Live Life	52,476	34.7%	124	Somewhat above the state ave.
On Whole People Get What They Deserve	23,012	15.2%	123	Somewhat above the state ave.
People Have Duty To Recycle	94,245	62.3%	121	Somewhat above the state ave.
Make Conscious Effort To Recycle	72,502	47.9%	119	Somewhat above the state ave.
Important To Respect Customs And Beliefs	107,083	70.8%	116	Somewhat above the state ave.
We Should Strive For Equality For All	26,872	17.8%	115	Somewhat above the state ave.
If At First Do Not Succeed Keep Trying	9,279	6.1%	113	Somewhat above the state ave.
Important A Company Acts Ethically	61,684	40.8%	112	Somewhat above the state ave.
Money Is Best Measure Of Success	43,147	28.5%	111	Somewhat above the state ave.
Marijuana Should Be Legalized	39,030	25.8%	109	About average for the state.
People Have Responsibility To Use Recycled Products	45,952	30.4%	106	About average for the state.
Important To Have Lasting Relationship	49,271	32.6%	103	About average for the state.
Woman's Place Is In The Home	52,370	34.6%	101	About average for the state.
Never Buy Cosmetics Tested On Animals	27,694	18.3%	98	About average for the state.
Children Should Be Allowed To Express Themselves	10,458	6.9%	89	Somewhat below the state ave.
How Spend Time More Important Than Money	6,867	4.5%	85	Somewhat below the state ave.
Too Much Sponsorship In Arts/Sports	31,706	21.0%	82	Somewhat below the state ave.
More Important Do Duty Than Enjoy Life	9,845	6.5%	79	Somewhat below the state ave.

Summary findings:

The number of social values or practices much more likely than the state is 4.

The number of social values or practices somewhat more likely

The number of social values or practices somewhat less likely than the state is 4.

The number of social values or practices much less likely than the