The QuickInsite Report

Prepared for: North Scott Baptist Church

Study area: 20 mi Radius

Base State:	WI
Current Year Estimate:	2021
5 Year Projection:	2026
10 Year Forecast:	2031
Date:	10/12/2021
Semi-Annual Projection:	Summer

About the QuickIInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

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

Two Sections

Two reports are provided on the following pages.
• The StoryView Report presents 9 demographic indicators of your study area.

• The ThemeView Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

THE STUDY AREA
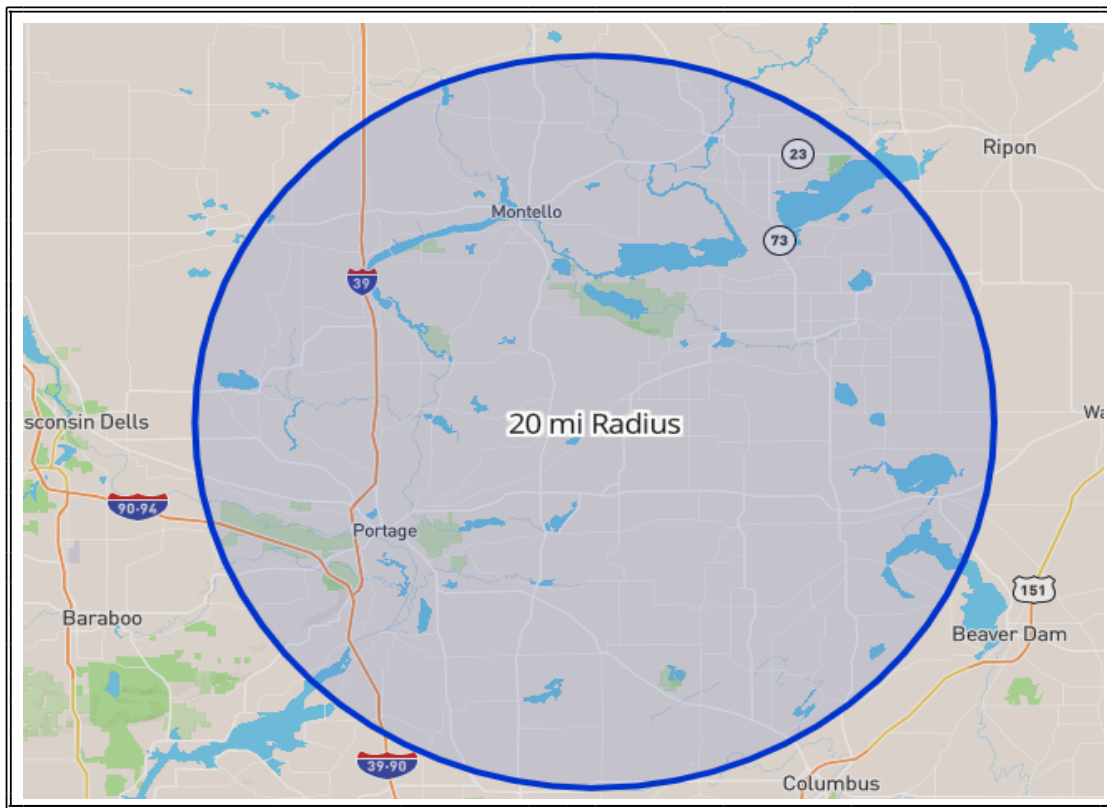
More Information

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

StoryView

Significant Demographic Indicators of the Study Area's Story

1 Population Change

In the 10 year future, how is this area expected to change?

(See Population and Families Theme)

Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
			Moderate Growth	

2 School Age Change

In the 10 year future, how is the population of school age children in this area expected to change?

(See Age Theme)

Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase
	Moderate Decline			

3 Families with Children

Compared to the state, are families with children more or less likely to live in two parent households?

(See Population and Families Theme)

Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
		About the Same		

4 Adult Educational Attainment

For this area, what is the general level of education of the adults 25 and older?

(See Education and Career Status Theme)

Very Low	Low	Mixed	High	Very High
		Mixed		

5 Community Diversity Index

How diverse is the racial/ethnic mix of this area?

(See Community Diversity Theme)

Very Homogeneous	Homgeneous	Moderately Diverse	Very Diverse	Extremely Diverse
Very Homogeneous				

6 Median Family Income

How does the median family income compare to the state for this area?

(See Financial Resources Theme)

Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
		About the Same		

7 Poverty

Compared to the state, is the number of families in poverty above or below the state average?

(See Financial Resources Theme)

Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
	Somewhat Below			

8 Blue to White Collar Occupations

On a continuum between blue collar and white collar occupations, where does this area fall?

(See Education and Career Status Theme)

Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
		Closely Split		

9 Largest Racial/Ethnic Group

In this area, which racial/ethnic group is the largest percentage of the population?

(See Community Diversity Theme)

Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other
		White (NH)		

ThemeView

Demographic Descriptions of the Study Area

Study area: 20 mi Radius   Date: 10/12/2021

Population and Households Theme

Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time. In addition, future population is forecasted looking out 10 years.

*Population and Household History with 5 and 10 Year Projected Change*

History and 10 Year Forecast: Population and Households
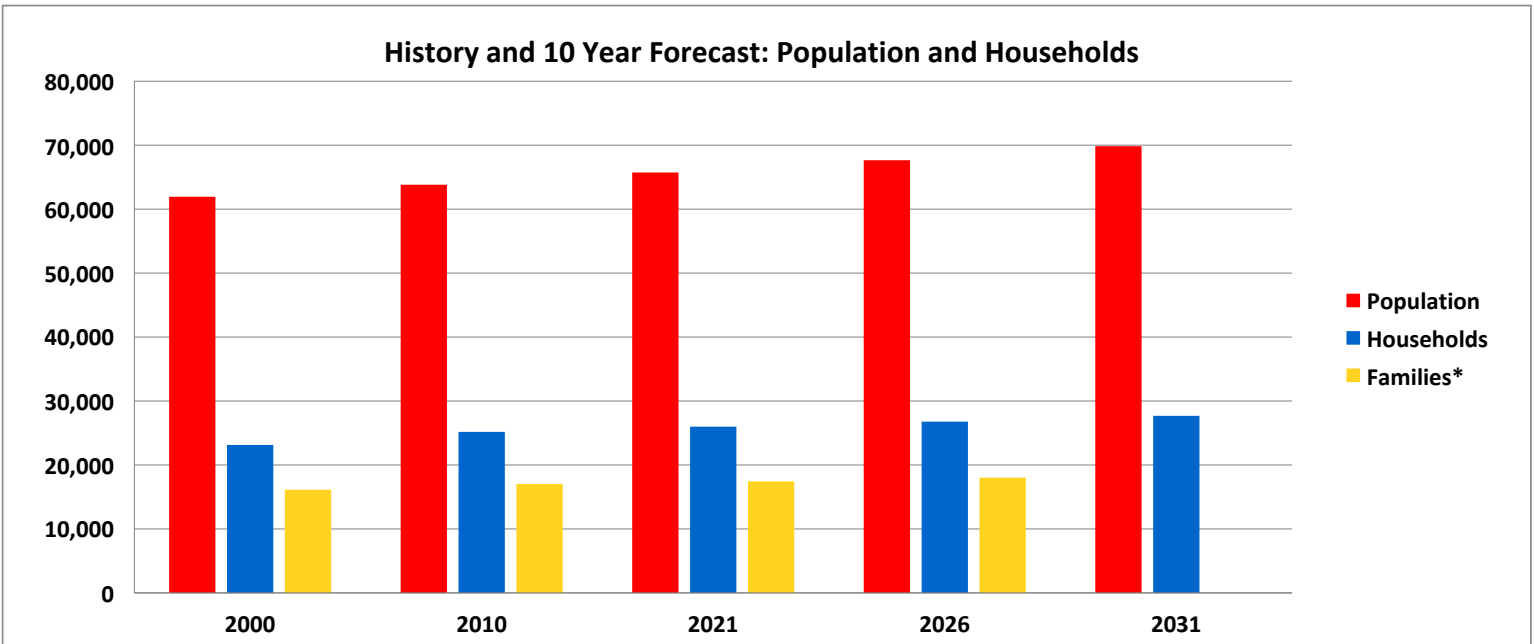
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	**2010**	**2021**	**2026**	**2031**
Population	61,936	63,815	65,728	67,644	69,841
Population Change		1,879	1,913	1,916	2,197
Percent Change		3.0%	3.0%	2.9%	3.2%
Households	23,133	25,175	25,988	26,774	27,686
Households Change		2,042	813	786	0
Percent Change		8.8%	3.2%	3.0%	0.0%
Population / Households	2.68	2.53	2.53	2.53	2.52
Population / Households Change		-0.14	-0.01	-0.00	-0.00
Percent Change		-5.3%	-0.2%	-0.1%	-0.2%
Family Households	16,123	17,020	17,435	18,010	
Family Households Change		897	415	575	
Percent Change		5.6%	2.4%	3.3%	

Population and Household History with 5 and 10 Year Projected Percentage Change

Population and Household Percentage Change
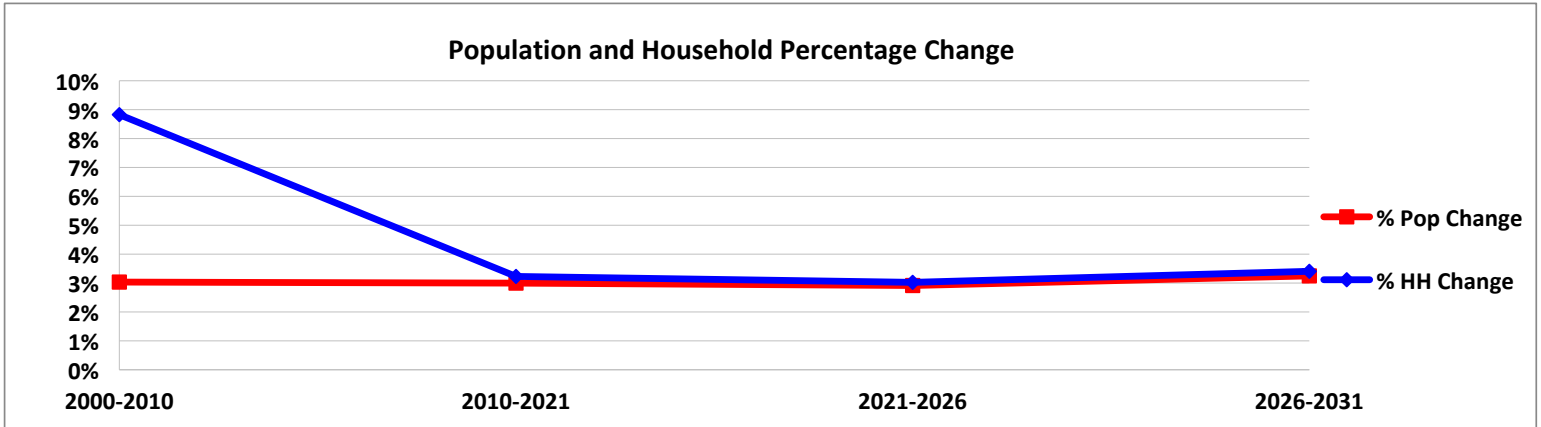
Family Households

Family households with children are changing. The traditional married couple structure is evolving into many different family expressions in which children are being raised. These data provide an insight into the family structures within the study area and then compares them to the state.

Family Households with Children by Type
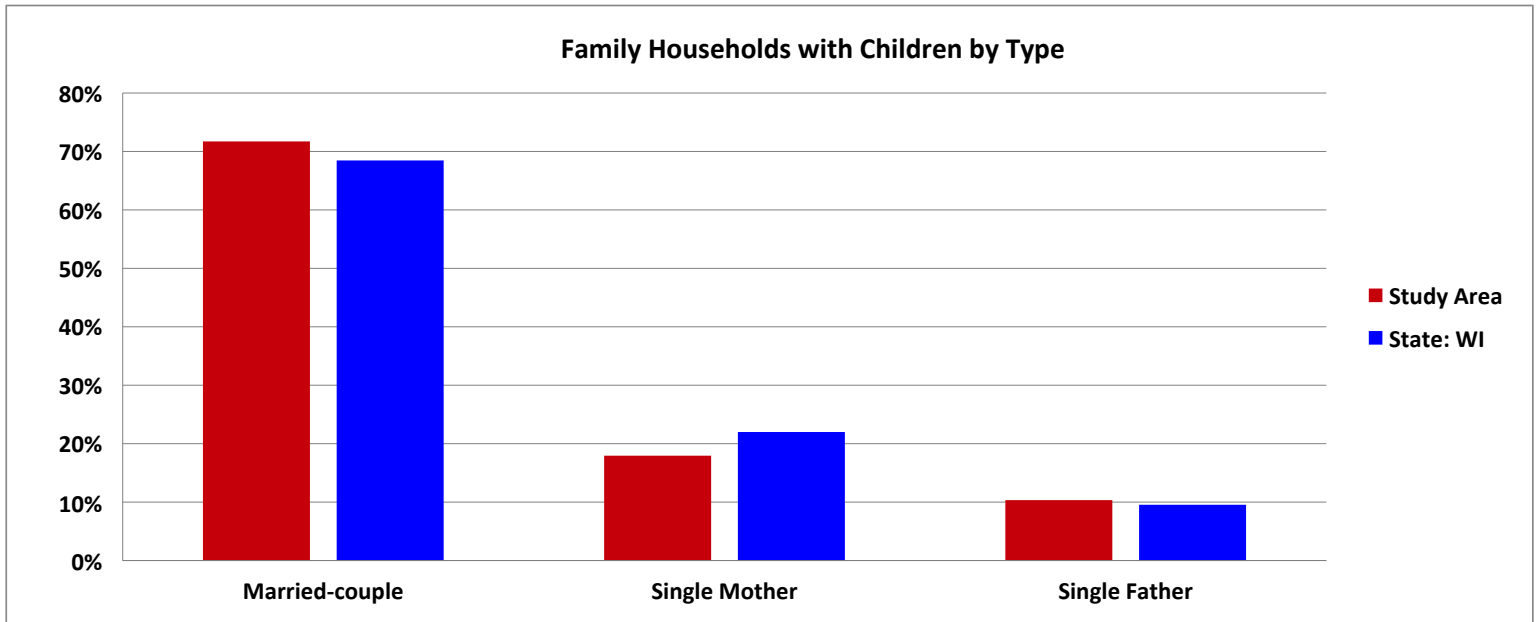
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

| Households with Children		Actual Hhlds by Year			2010 to 2026 Change	Percent of all Hhlds by Year			2010 to 2026 % Change
		2010	2021	2026		2010%	2021%	2026%	
Family: Married-couple		5,016	4,697	4,680	-336	70.6%	71.7%	70.9%	0.2%
Family: Single Mother		1,314	1,175	1,225	-89	18.5%	17.9%	18.5%	0.0%
Family: Single Father		770	677	700	-70	10.8%	10.3%	10.6%	-0.2%
	Total:	7,100	6,549	6,605	-495	100.0%	100.0%	100.0%	

Age Theme

10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflect changes in a community. For example, two demographic trends currently in play are the aging of the Baby Boom generation and the decline in live births in the late 20th and 21st centuries.

Average Population Age: History and Trend

10 Year Projection: Children 0 to 17
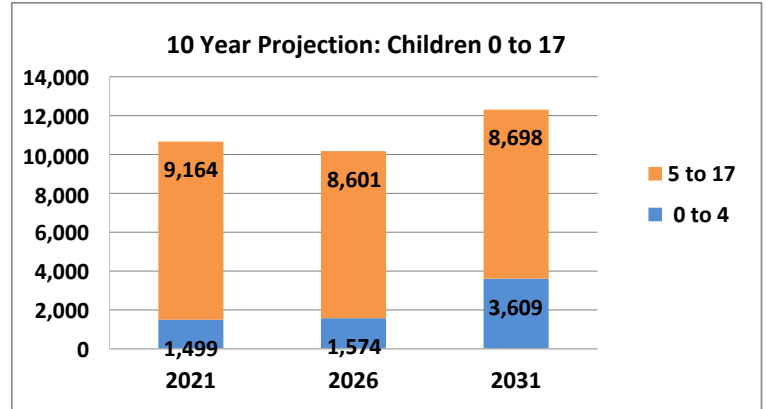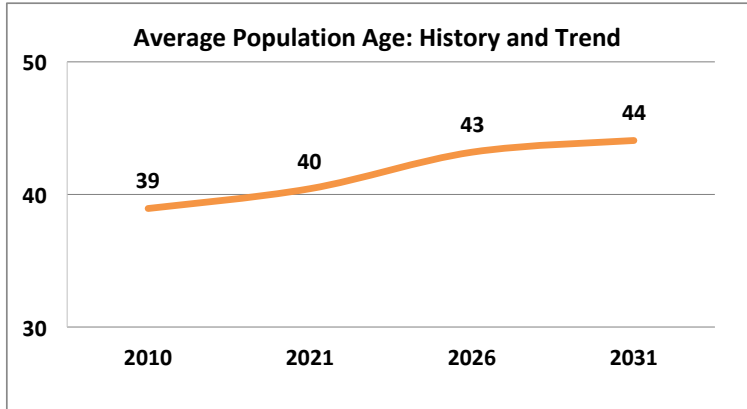
Phase of Life

The Phase of Life 10 Year Change graph highlights life phases that will increase or decrease as a percentage of the total population in the forecasted 10 year future.

Phase of Life: 10 Year Change
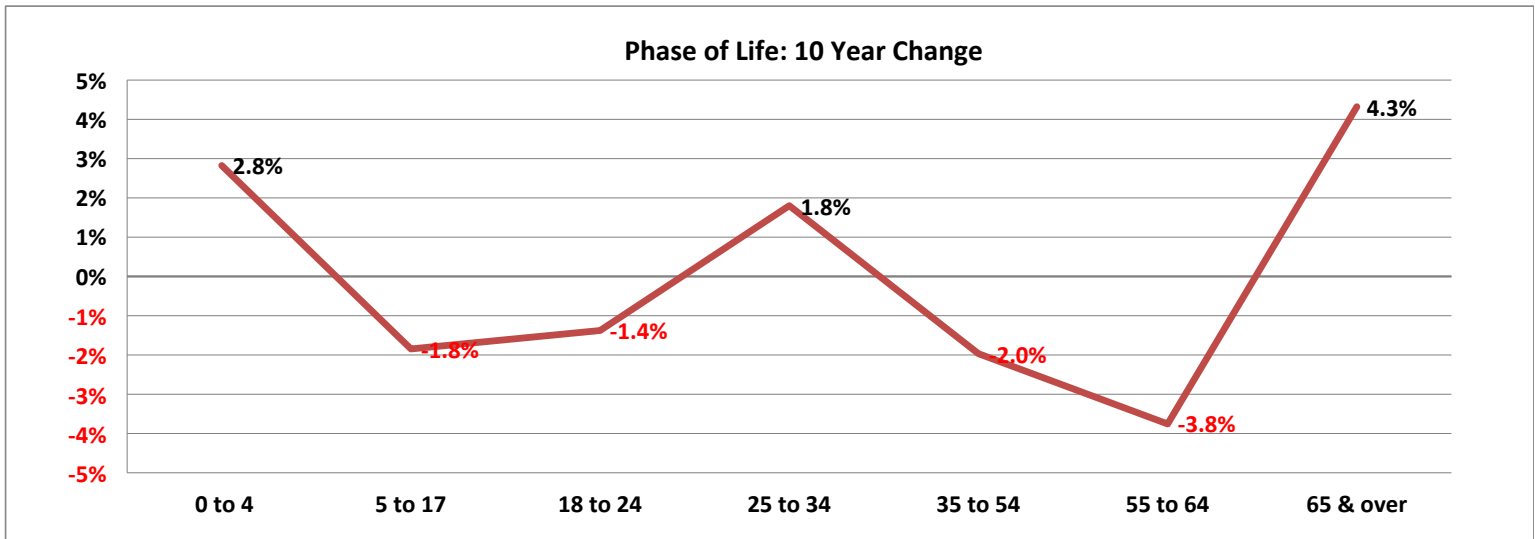
Phase of Life presents how a community changes and people age through their various life phases.

| Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2021	2026	2031	2010%	2021%	2026%	2031%
Before Formal Schooling: 0 to 4	3,676	1,499	1,574	3,609	5.8%	2.3%	2.4%	5.2%
Required Formal Schooling: 5 to 17	10,434	9,164	8,601	8,698	16.4%	14.3%	13.0%	12.4%
College/Career Starts: 18 to 24	4,320	6,200	6,119	5,795	6.8%	9.7%	9.3%	8.3%
Singles & Young Families: 25 to 34	7,395	7,596	9,090	9,540	11.6%	11.8%	13.8%	13.6%
Families & Empty Nesters: 35 to 54	18,814	15,502	14,762	15,522	29.5%	24.2%	22.4%	22.2%
Enrichment Yrs Singles/Cpls: 55 to 64	8,670	10,031	9,240	8,307	13.6%	15.6%	14.0%	11.9%
Retirement Opportunities: 65 & over	10,505	14,169	16,621	18,467	16.5%	22.1%	25.2%	26.4%
Total:	**63,814**	**64,161**	**66,007**	**69,938**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Education and Career Status Theme

The Education/Career Status theme portrays the level of education and the career types by the categories of Blue Collar and White Collar in the study area.

Adult Educational Attainment

The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of WI

Level of Adult Education
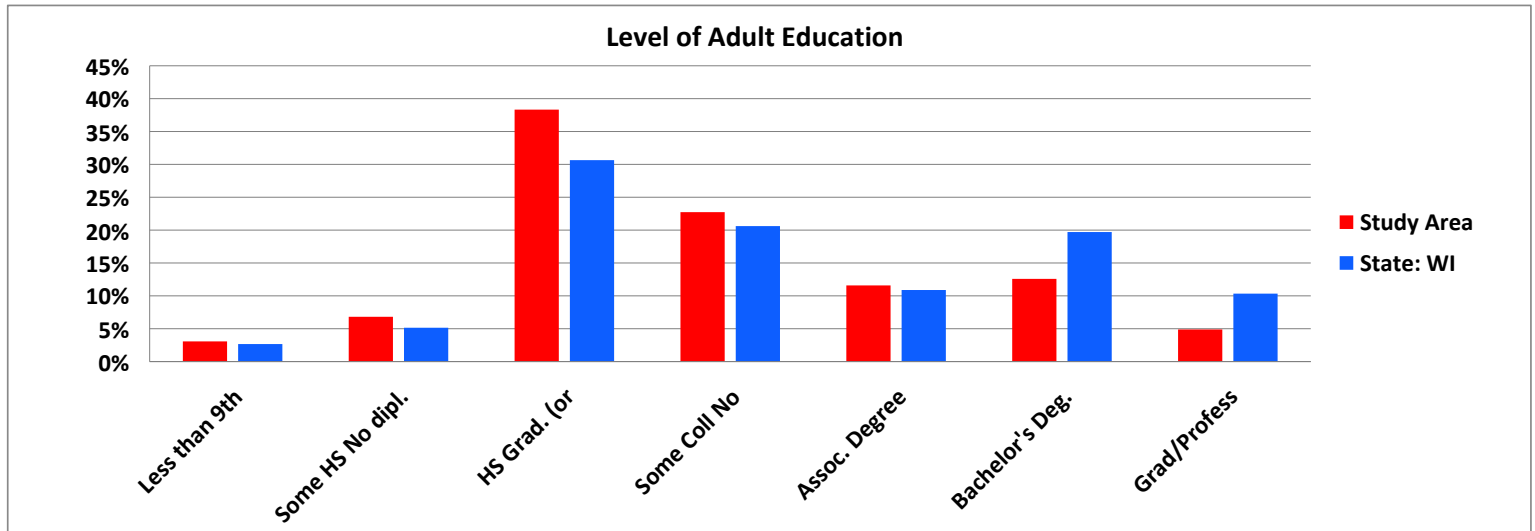
Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2021 to 2026 Change	Percent of all Hhlds by Year		2021 to 2026 % Change
	2021	2026		2021%	2026%	
Less than 9th Grade	1,452	1,588	136	3.1%	3.2%	0.1%
Some High School, No diploma	3,223	3,377	154	6.8%	6.8%	0.0%
High School Graduate (or GED)	18,129	18,617	488	38.3%	37.4%	-0.9%
Some College, No degree	10,752	11,420	668	22.7%	23.0%	0.2%
Associate Degree	5,480	5,885	405	11.6%	11.8%	0.3%
Bachelor's Degree	5,951	6,299	348	12.6%	12.7%	0.1%
Graduate or Professional school degree	2,311	2,526	215	4.9%	5.1%	0.2%
Total:	**47,298**	**49,712**	**2,414**	**100.0%**	**100.0%**	

Career Types: Blue Collar and White Collar

Percentage Blue Collar to White Collar

52.2%   47.8%

- Blue Collar
- White Collar
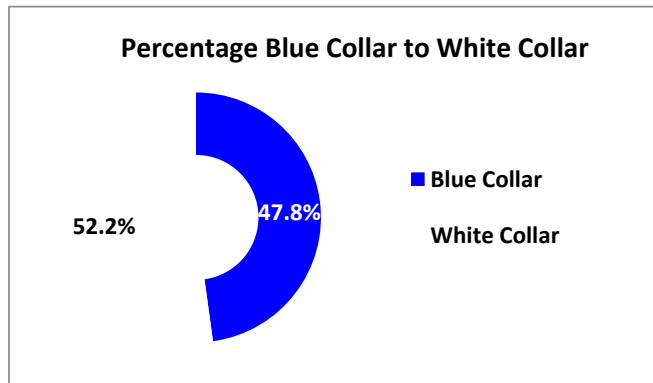
The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.
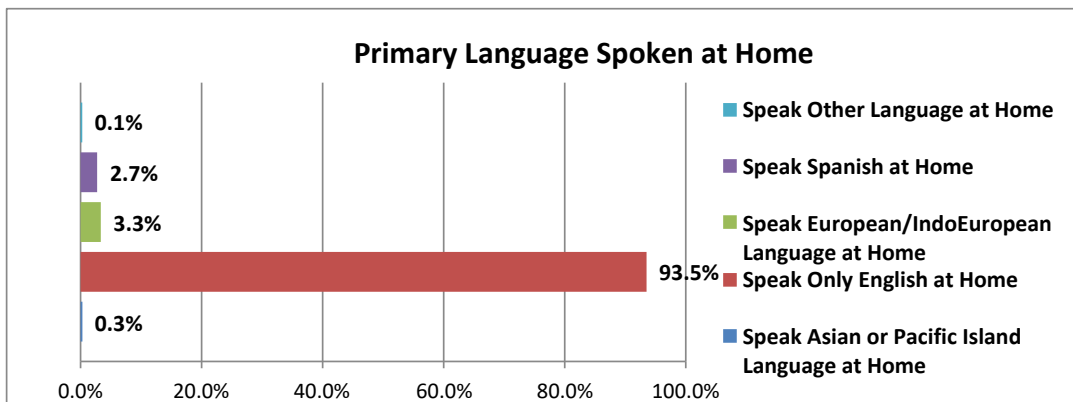
Study Area Racial and Ethnic Diversity

Current Year Racial/Ethnic Percentages

3.1%   0.4%   2.1%   1.7%

- Asian (Non-Hisp)
- Black/African American (Non-Hisp)°
- Pac Is/Am Ind/Oth (Non-Hisp)
- White (Non-Hisp)
- Hispanic or Latino

92.6%
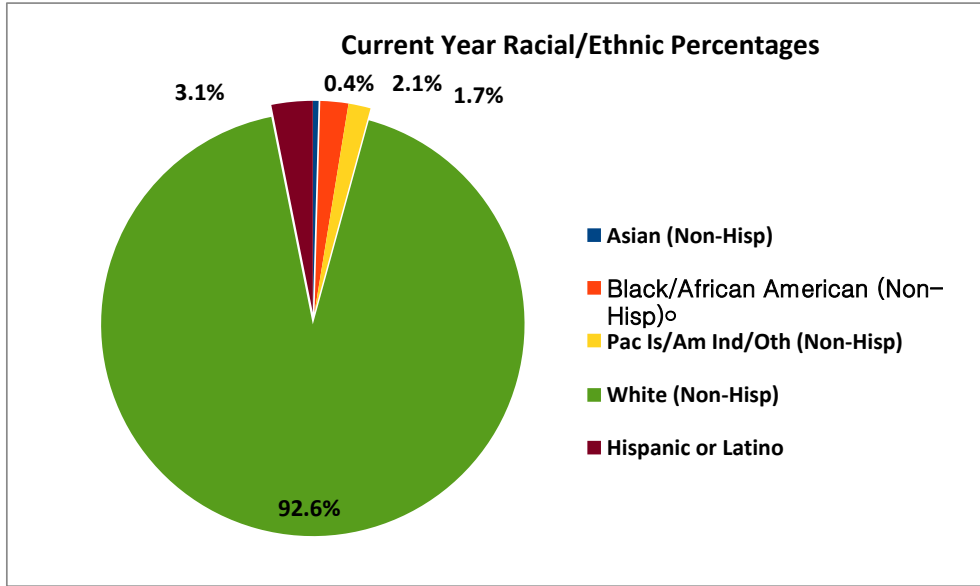
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.
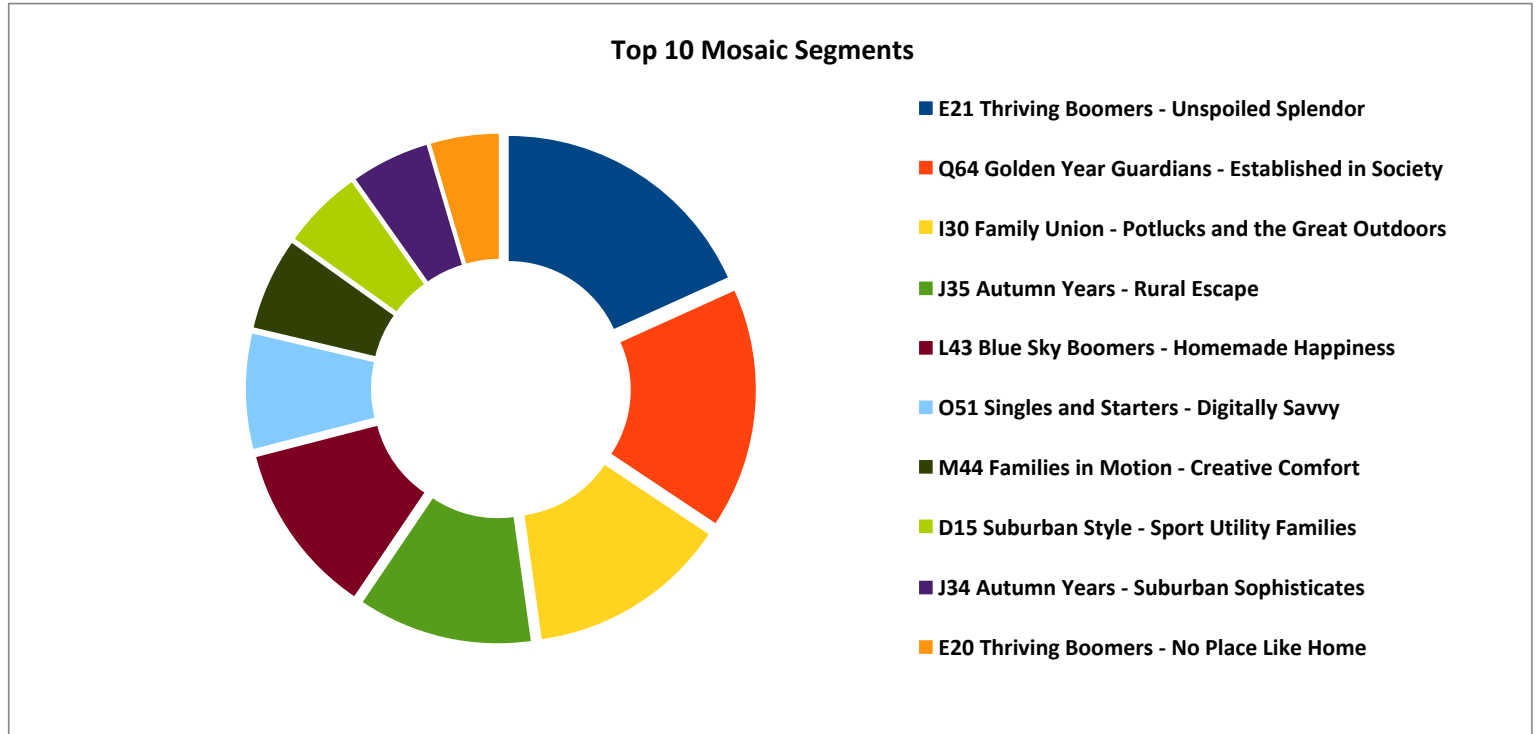
Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2026 Change	Percent of all Pop by Year			2010 to 2026 % Change
	2010	2021	2026		2010%	2021%	2026%	
Asian (Non-Hisp)	262	286	316	54	0.4%	0.4%	0.5%	0.1%
Black/African American (Non-Hisp)	1,302	1,403	1,432	130	2.0%	2.1%	2.1%	0.1%
White (Non-Hisp)	59,889	60,859	62,450	2,561	93.8%	92.6%	92.3%	-1.5%
Hispanic or Latino	1,606	2,067	2,216	610	2.5%	3.1%	3.3%	0.8%
Pac Is/Am Ind/Oth (Non-Hisp)	756	1,113	1,231	475	1.2%	1.7%	1.8%	0.6%
Total:	63,815	65,728	67,645	3,830	100.0%	100.0%	100.0%	

Primary Language Spoken at Home

0.1%
2.7%
3.3%
93.5%
0.3%

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%

- Speak Other Language at Home
- Speak Spanish at Home
- Speak European/IndoEuropean Language at Home
- Speak Only English at Home
- Speak Asian or Pacific Island Language at Home

Mosaic Lifestyle Segmentation Types

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

Top 10 Mosaic Segments

- E21 Thriving Boomers - Unspoiled Splendor
- Q64 Golden Year Guardians - Established in Society
- I30 Family Union - Potlucks and the Great Outdoors
- J35 Autumn Years - Rural Escape
- L43 Blue Sky Boomers - Homemade Happiness
- O51 Singles and Starters - Digitally Savvy
- M44 Families in Motion - Creative Comfort
- D15 Suburban Style - Sport Utility Families
- J34 Autumn Years - Suburban Sophisticates
- E20 Thriving Boomers - No Place Like Home

Mosaic	Study Area		State		Comparative Index
E21 Thriving Boomers - Unspoiled Splendor	3,270	12.6%	136,416	5.7%	219
Q64 Golden Year Guardians - Established in Society	2,888	11.1%	98,534	4.1%	268
I30 Family Union - Potlucks and the Great Outdoors	2,409	9.3%	109,307	4.6%	202
J35 Autumn Years - Rural Escape	2,093	8.1%	77,941	3.3%	246
L43 Blue Sky Boomers - Homemade Happiness	2,063	7.9%	44,669	1.9%	422
O51 Singles and Starters - Digitally Savvy	1,382	5.3%	93,603	3.9%	135
M44 Families in Motion - Creative Comfort	1,107	4.3%	34,084	1.4%	297
D15 Suburban Style - Sport Utility Families	956	3.7%	64,412	2.7%	136
J34 Autumn Years - Suburban Sophisticates	939	3.6%	125,055	5.3%	69
E20 Thriving Boomers - No Place Like Home	818	3.1%	106,664	4.5%	70
	17,925		**890,685**		

Learn about your Mosaic Households
To access Mosaic Portrait data click on:

Mosaic USA E-Handbook by Experian (To open in a new Tab hold Control key when you click on the link)

Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

How to Read and Understand a Mosaic Portrait - Video

Understanding Mosaic Portraits for Mission Planning - Video

Faith based clients: To access the Mosaic application guide click on:

Mission Impact Mosaic Application Guide by Bandy (To open in a new Tab hold Control key when you click on the link)
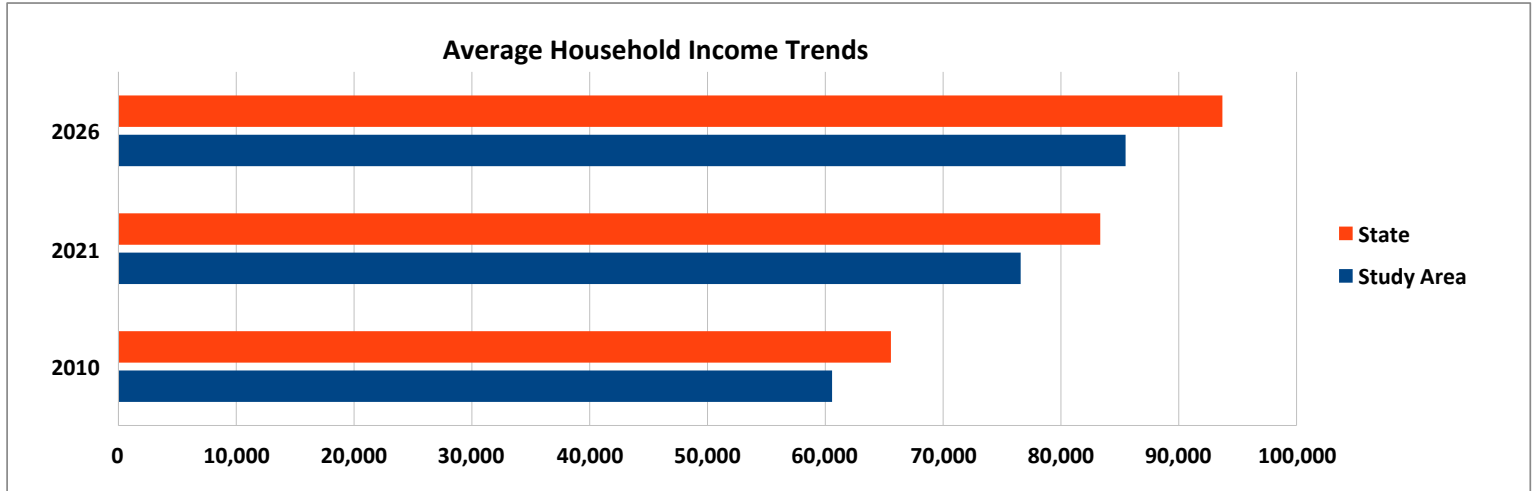
Financial Resources Theme

Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

Household Income

Average Household Income Trends

Income Trends: Households and Families	2010	2021	2026	2010 to 2026 Change
Average Household Income	60,573	76,581	85,487	24,913
Median Household Income	51,091	63,533	71,197	20,106
Per Capita Income	23,896	30,279	33,836	9940
Median Family Income		77,116	76,619	497

Poverty

Percentage of Families Below Poverty Line: Current Year
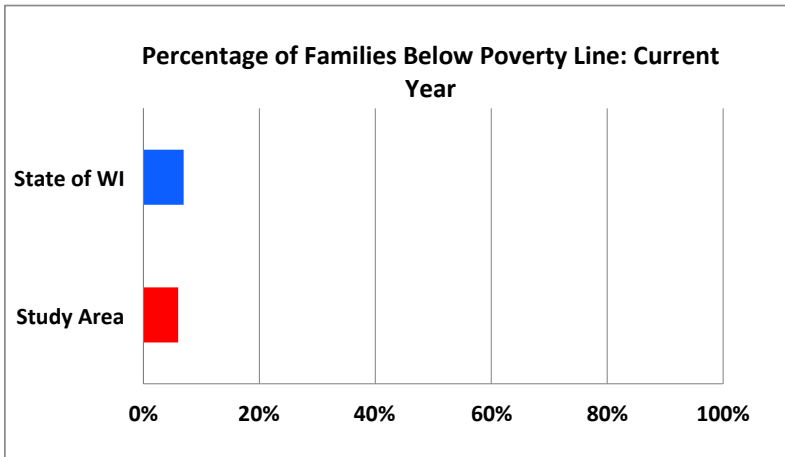
Poverty Level	Pop	Area % Pop	WI % Pop
Above poverty level	16,390	94.0%	93.1%
Below poverty level	1,044	6.0%	6.9%
	17,434	100.0%	100.0%

Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8		

Interpreting the Report

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

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

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

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.

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.

Support

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

Download QuickInsite Worksheet (To open in a new Tab hold Control key when you click on the link)