# The QuickInsite Report

| | |
|---|---|
| Prepared for: | Meitler Consultants |
| Study area: | SEAS-HolmenWI |

| | |
|---|---|
| Base State: | WI,MN |
| Current Year Estimate: | 2023 |
| 5 Year Projection: | 2028 |
| 10 Year Forecast: | 2033 |
| Date: | 10/11/2023 |
| Semi-Annual Projection: | Spring |

**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 primary demographic variables and Mosaic segments.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The ExecutiveInsite report or custom reports can give a more comprehensive view of an area's demographics. The MinistryInsite or ReligiousInsite reports can provide a view of its beliefs and preferences.

**Two Sections**

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

• The ThemeView section presents greater detail about those indicators organized by 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**
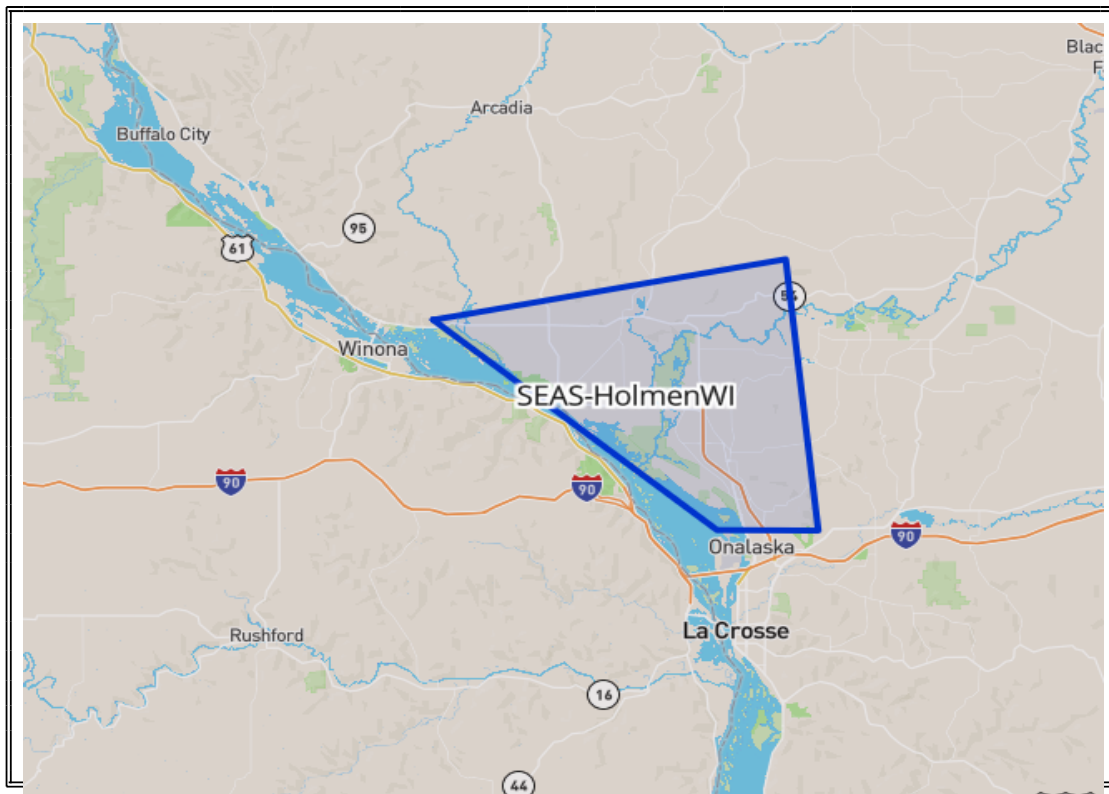


**More Information**

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

## 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 |
|---|---|---|---|---|

**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 |
|---|---|---|---|---|

**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 |
|---|---|---|---|---|

**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 |
|---|---|---|---|---|

**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 |
|---|---|---|---|---|

**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 |
|---|---|---|---|---|

**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 |
|---|---|---|---|---|

**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 |
|---|---|---|---|---|

**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 |
|---|---|---|---|---|

## Demographic Descriptions of the Study Area
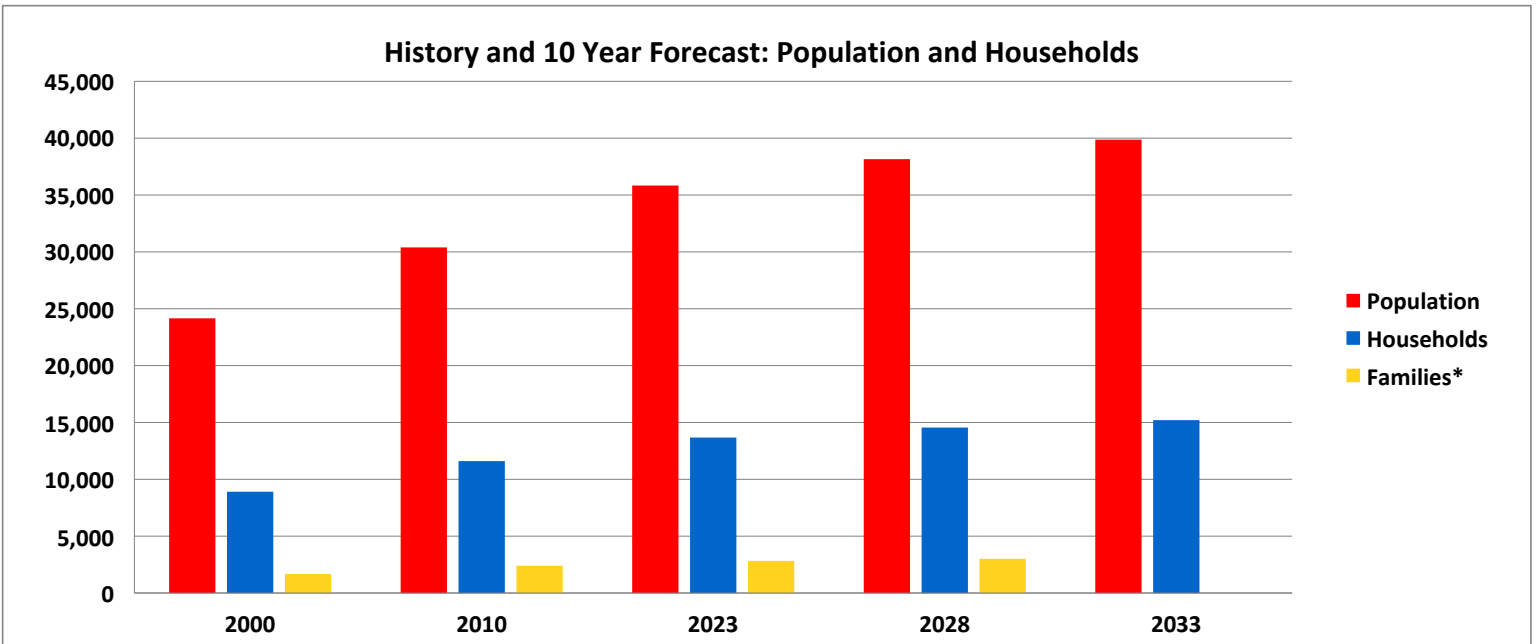
Study area:  SEAS-HolmenWI                                    Date:      10/11/2023

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*



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

| Population, Households & Families | | | | | |
|---|---|---|---|---|---|
| | 2000 | 2010 | 2023 | 2028 | 2033 |
| Population | 24,157 | 30,393 | 35,835 | 38,155 | 39,871 |
| Population Change | | 6,236 | 5,442 | 2,320 | 1,716 |
| Percent Change | | 25.8% | 17.9% | 6.5% | 4.5% |
| | | | | | |
| Households | 8,907 | 11,602 | 13,671 | 14,551 | 15,203 |
| Households Change | | 2,695 | 2,069 | 880 | 652 |
| Percent Change | | 30.3% | 17.8% | 6.4% | 4.5% |
| | | | | | |
| Population / Households | 2.71 | 2.62 | 2.62 | 2.62 | 2.62 |
| Population / Households Change | | -0.09 | 0.00 | 0.00 | 0.00 |
| Percent Change | | -3.4% | 0.1% | 0.0% | 0.0% |
| | | | | | |
| Family Households | 1,671 | 2,404 | 2,824 | 3,005 | |
| Family Households Change | | 733 | 420 | 181 | |
| Percent Change | | 43.9% | 17.5% | 6.4% | |

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

**Population and Household Percentage Change**
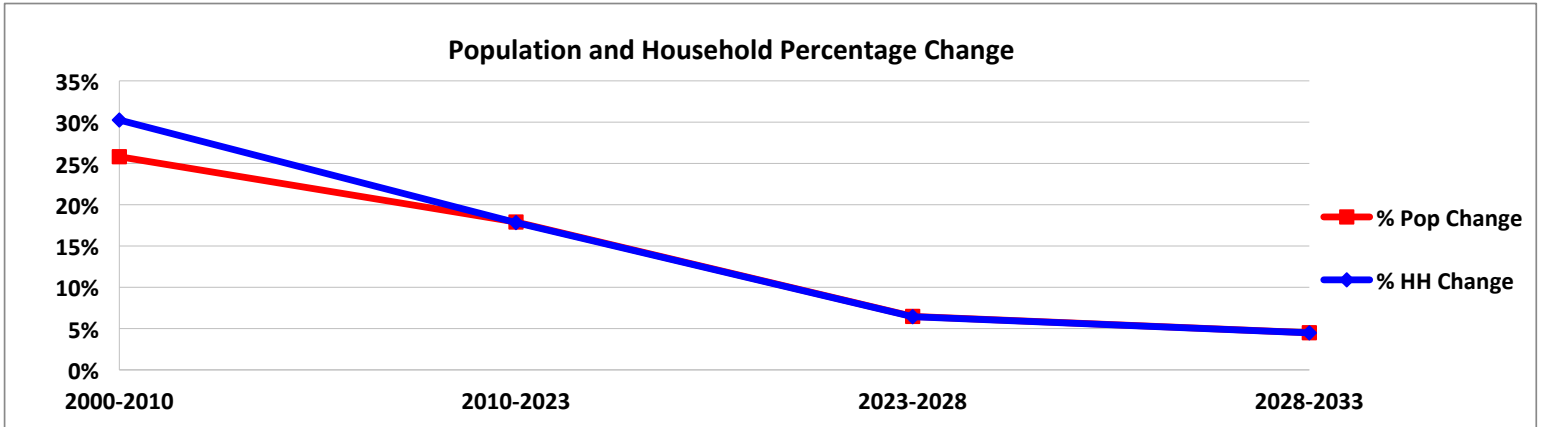


*Family Households*

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.
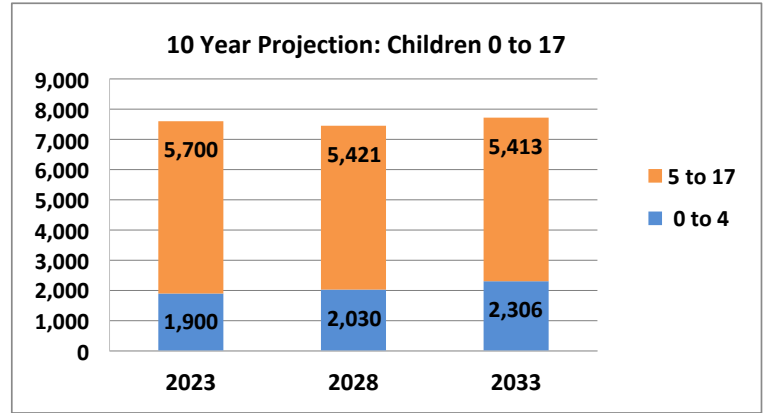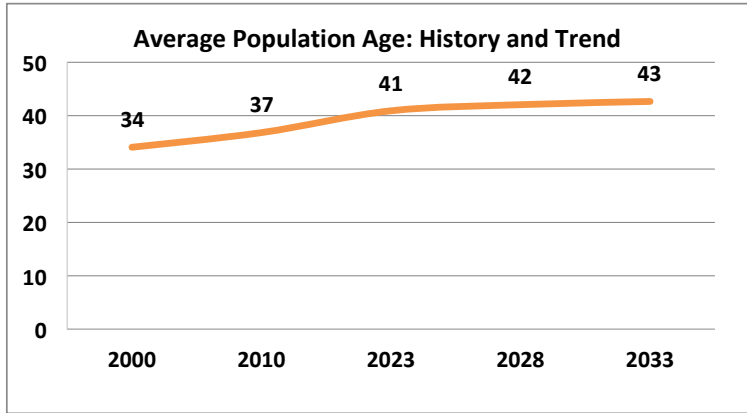
**Family Households with Children by Type**
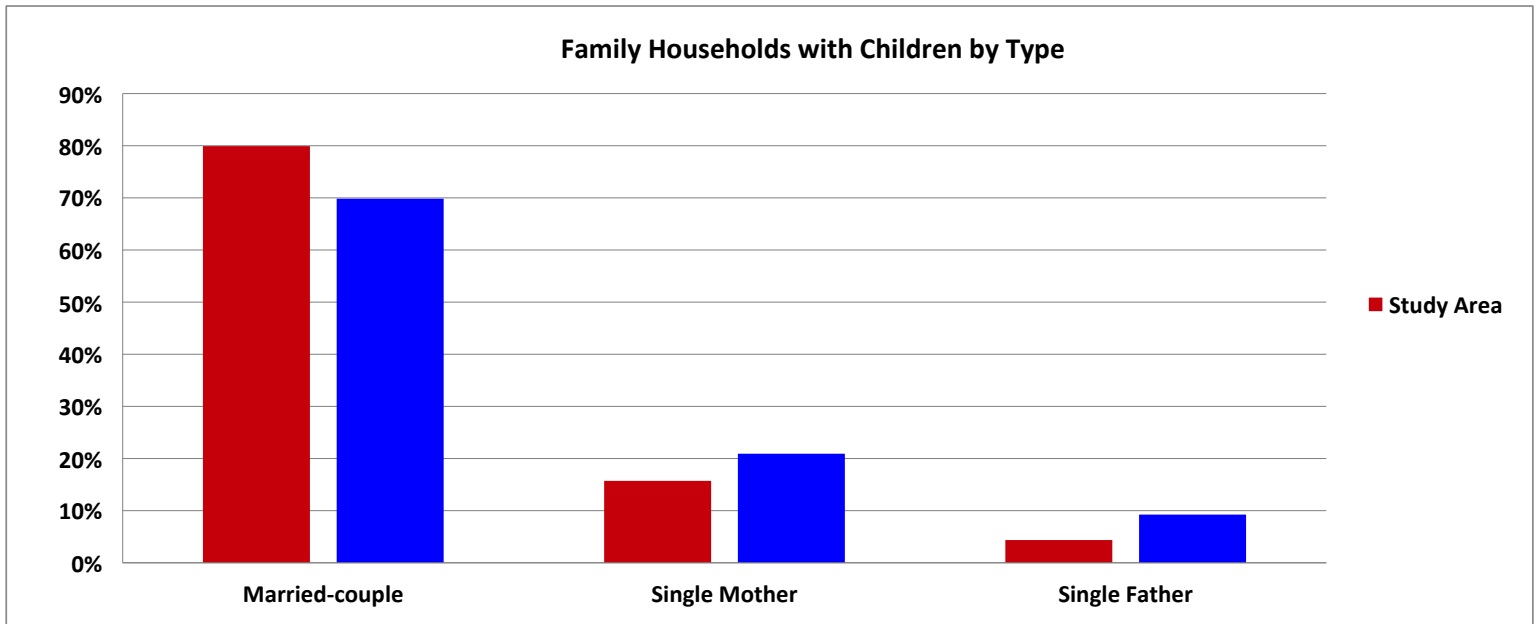


This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

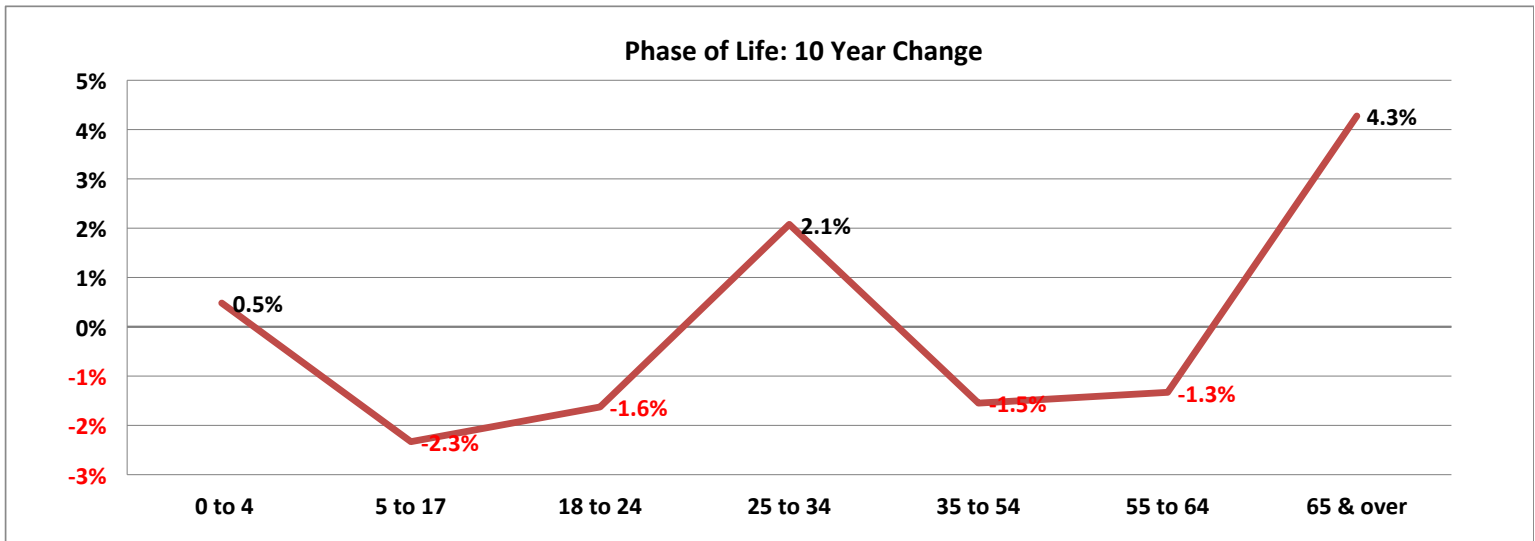| Households with Children | Actual Hhlds by Year | | | 2010 to 2028 | Percent of all Hhlds by Year | | | 2010 to 2028 % |
|---|---|---|---|---|---|---|---|---|
| | 2010 | 2023 | 2028 | Change | 2010% | 2023% | 2028% | Change |
| Family: Married-couple | 3,201 | 3,590 | 3,805 | 604 | 75.3% | 79.9% | 80.4% | 5.1% |
| Family: Single Mother | 697 | 706 | 732 | 35 | 16.4% | 15.7% | 15.5% | -0.9% |
| Family: Single Father | 351 | 196 | 194 | -157 | 8.3% | 4.4% | 4.1% | -4.2% |
| **Total:** | **4,249** | **4,492** | **4,731** | **482** | **100.0%** | **100.0%** | **100.0%** | |

## 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**

| Year | Average Age |
|------|-------------|
| 2000 | 34 |
| 2010 | 37 |
| 2023 | 41 |
| 2028 | 42 |
| 2033 | 43 |

**10 Year Projection: Children 0 to 17**

| Year | 0 to 4 | 5 to 17 |
|------|--------|---------|
| 2023 | 1,900 | 5,700 |
| 2028 | 2,030 | 5,421 |
| 2033 | 2,306 | 5,413 |

## 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 | Change |
|-------|--------|
| 0 to 4 | 0.5% |
| 5 to 17 | -2.3% |
| 18 to 24 | -1.6% |
| 25 to 34 | 2.1% |
| 35 to 54 | -1.5% |
| 55 to 64 | -1.3% |
| 65 & over | 4.3% |

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 | 2023 | 2028 | 2033 | 2010% | 2023% | 2028% | 2033% |
| Before Formal Schooling: 0 to 4 | 2,181 | 1,900 | 2,030 | 2,306 | 7.2% | 5.3% | 5.3% | 5.8% |
| Required Formal Schooling: 5 to 17 | 6,023 | 5,700 | 5,421 | 5,413 | 19.8% | 15.9% | 14.2% | 13.6% |
| College/Career Starts: 18 to 24 | 1,911 | 3,705 | 3,759 | 3,474 | 6.3% | 10.3% | 9.9% | 8.7% |
| Singles & Young Families: 25 to 34 | 3,748 | 4,319 | 5,333 | 5,634 | 12.3% | 12.1% | 14.0% | 14.1% |
| Families & Empty Nesters: 35 to 54 | 9,091 | 8,463 | 8,315 | 8,799 | 29.9% | 23.6% | 21.8% | 22.1% |
| Enrichment Yrs Singles/Cpls: 55 to 64 | 3,932 | 4,945 | 5,059 | 4,972 | 12.9% | 13.8% | 13.3% | 12.5% |
| Retirement Opportunities: 65 & over | 3,507 | 6,802 | 8,238 | 9,273 | 11.5% | 19.0% | 21.6% | 23.3% |
| **Total:** | **30,393** | **35,834** | **38,155** | **39,871** | **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,MN

**Level of Adult Education**
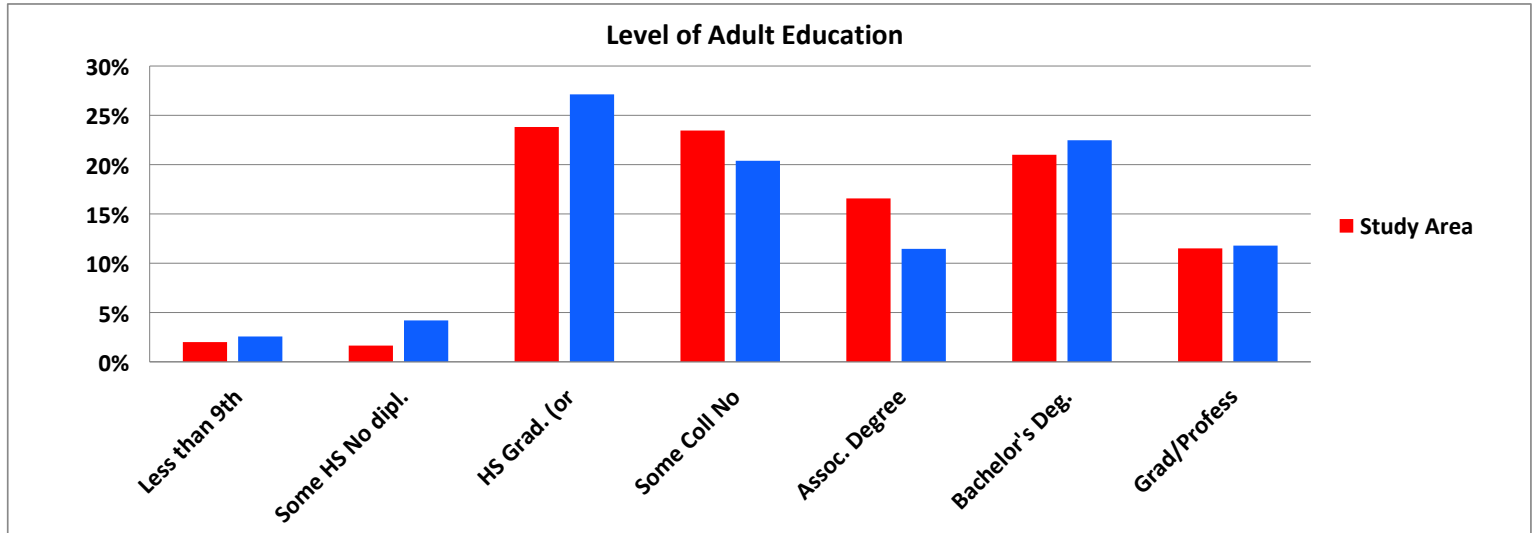


| Education Level of Adults 18 Years and Older | Actual Hhlds by Year | | 2023 to 2028 Change | Percent of all Hhlds by Year | | 2023 to 2028 % Change |
|---|---|---|---|---|---|---|
| | 2023 | 2028 | | 2023% | 2028% | |
| Less than 9th Grade | 491 | 561 | 70 | 2.0% | 2.1% | 0.1% |
| Some High School, No diploma | 404 | 429 | 25 | 1.6% | 1.6% | -0.1% |
| High School Graduate (or GED) | 5,842 | 6,220 | 378 | 23.8% | 23.1% | -0.7% |
| Some College, No degree | 5,754 | 6,435 | 681 | 23.5% | 23.9% | 0.4% |
| Associate Degree | 4,065 | 4,417 | 352 | 16.6% | 16.4% | -0.2% |
| Bachelor's Degree | 5,151 | 5,755 | 604 | 21.0% | 21.4% | 0.4% |
| Graduate or Professional school degree | 2,822 | 3,128 | 306 | 11.5% | 11.6% | 0.1% |
| **Total:** | **24,529** | **26,945** | **2,416** | **100.0%** | **100.0%** | |

### Career Types: Blue Collar and White Collar

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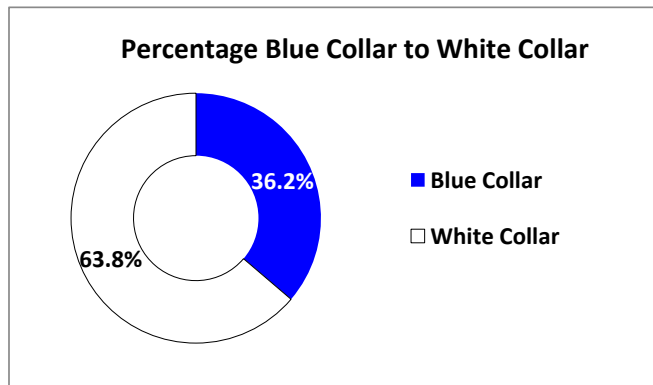
The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.
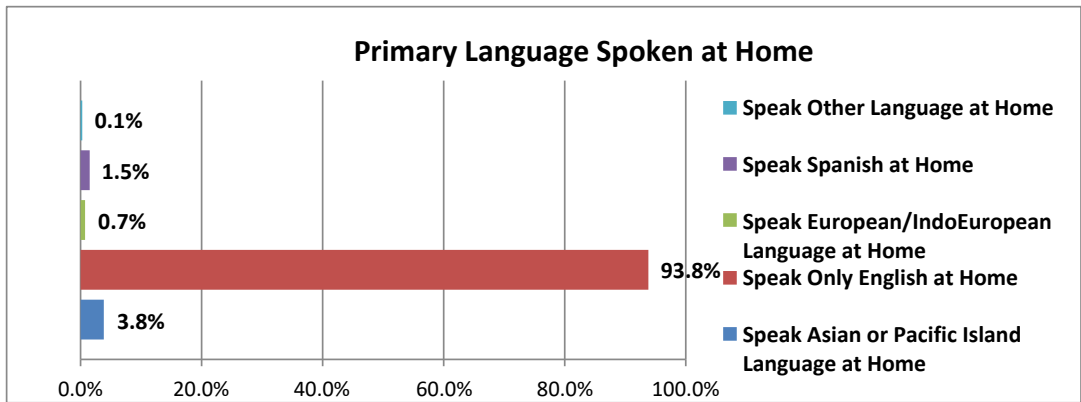
## *Study Area Racial and Ethnic Diversity*



**Current Year Racial/Ethnic Percentages**

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

1.8%  4.8%  0.9%  1.6%  90.9%
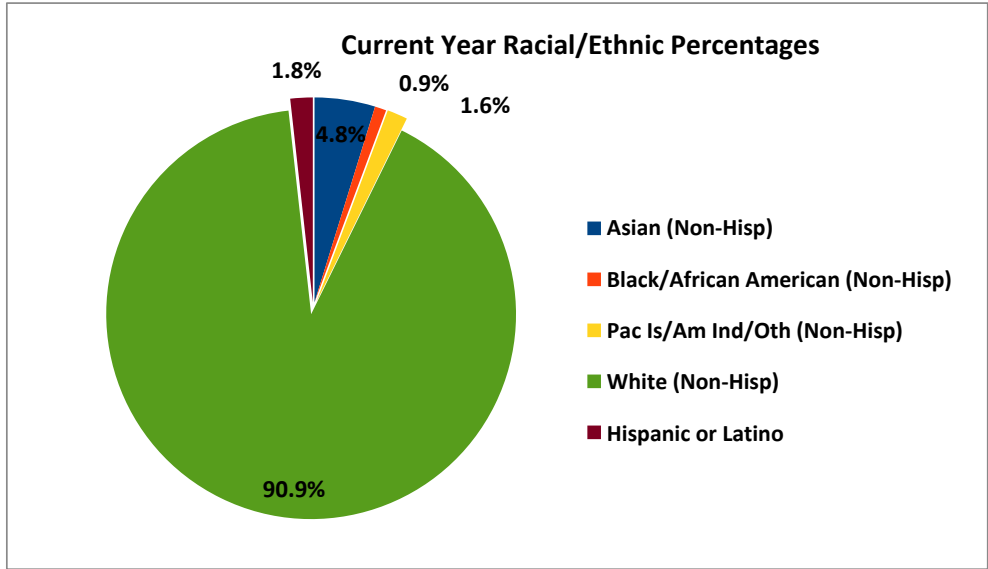
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.
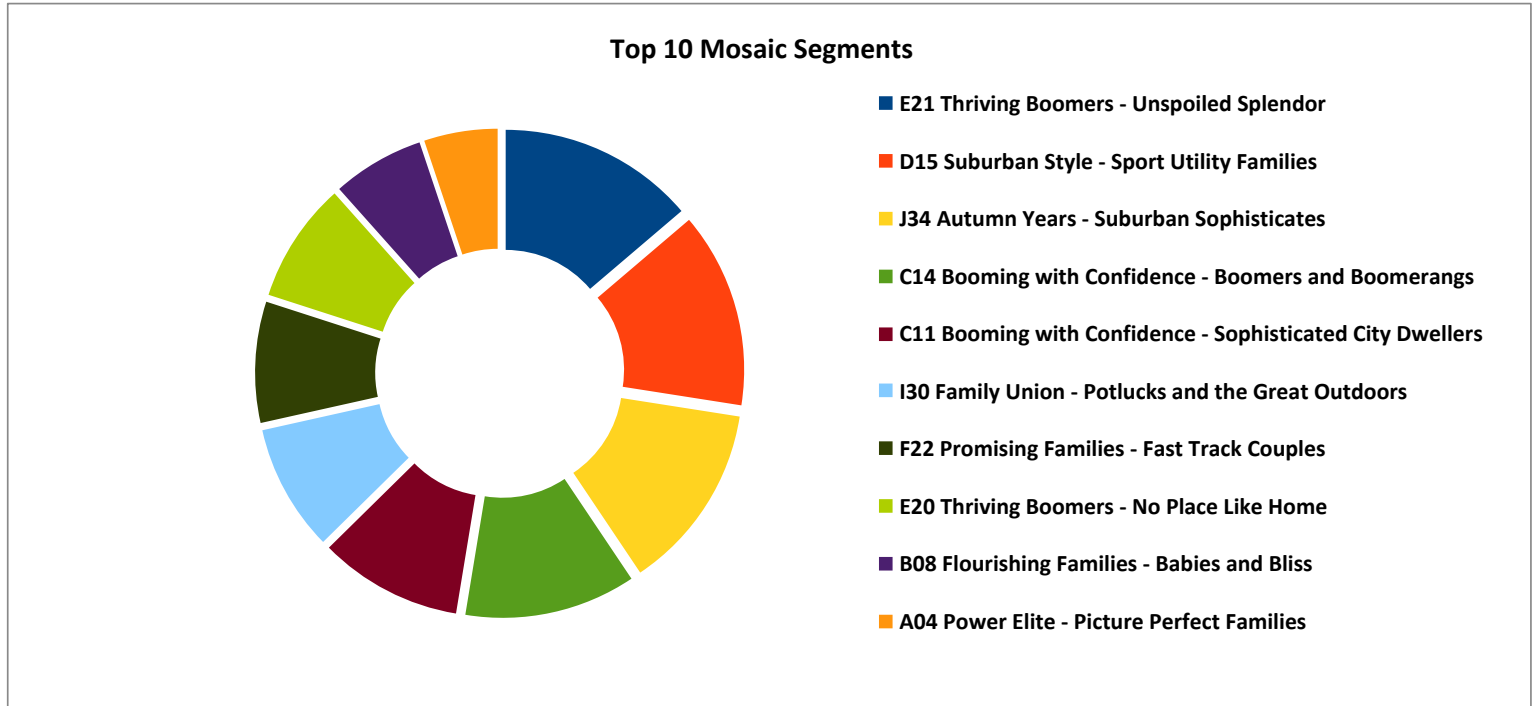
## *Race and Ethnic History and Trends*

| Racial/Ethnicity by Year | Actual Population by Year | | | 2010 to 2028 Change | Percent of all Pop by Year | | | 2010 to 2028 % Change |
|---|---|---|---|---|---|---|---|---|
| | 2010 | 2023 | 2028 | | 2010% | 2023% | 2028% | |
| Asian (Non-Hisp) | 1,235 | 1,712 | 1,867 | 632 | 4.1% | 4.8% | 4.9% | 0.8% |
| Black/African American (Non-Hisp) | 182 | 324 | 341 | 159 | 0.6% | 0.9% | 0.9% | 0.3% |
| White (Non-Hisp) | 28,236 | 32,590 | 34,458 | 6,222 | 92.9% | 90.9% | 90.3% | -2.6% |
| Hispanic or Latino | 352 | 632 | 825 | 473 | 1.2% | 1.8% | 2.2% | 1.0% |
| Pac Is/Am Ind/Oth (Non-Hisp) | 388 | 577 | 665 | 277 | 1.3% | 1.6% | 1.7% | 0.5% |
| **Total:** | **30,393** | **35,835** | **38,156** | **7,763** | **100.0%** | **100.0%** | **100.0%** | |



**Primary Language Spoken at Home**

- 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

0.1%  1.5%  0.7%  93.8%  3.8%

*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
- ■ D15 Suburban Style - Sport Utility Families
- ■ J34 Autumn Years - Suburban Sophisticates
- ■ C14 Booming with Confidence - Boomers and Boomerangs
- ■ C11 Booming with Confidence - Sophisticated City Dwellers
- ■ I30 Family Union - Potlucks and the Great Outdoors
- ■ F22 Promising Families - Fast Track Couples
- ■ E20 Thriving Boomers - No Place Like Home
- ■ B08 Flourishing Families - Babies and Bliss
- ■ A04 Power Elite - Picture Perfect Families

| Mosaic | Study Area | | State | | Comparative Index |
|---|---|---|---|---|---|
| E21 Thriving Boomers - Unspoiled Splendor | 1,244 | 9.1% | 227,131 | 4.9% | 187 |
| D15 Suburban Style - Sport Utility Families | 1,238 | 9.1% | 115,234 | 2.5% | 368 |
| J34 Autumn Years - Suburban Sophisticates | 1,185 | 8.7% | 232,402 | 5.0% | 174 |
| C14 Booming with Confidence - Boomers and Boomerangs | 1,084 | 7.9% | 131,854 | 2.8% | 281 |
| C11 Booming with Confidence - Sophisticated City Dwellers | 906 | 6.6% | 206,410 | 4.4% | 150 |
| I30 Family Union - Potlucks and the Great Outdoors | 802 | 5.9% | 208,644 | 4.5% | 132 |
| F22 Promising Families - Fast Track Couples | 765 | 5.6% | 140,724 | 3.0% | 186 |
| E20 Thriving Boomers - No Place Like Home | 762 | 5.6% | 197,263 | 4.2% | 132 |
| B08 Flourishing Families - Babies and Bliss | 582 | 4.3% | 58,383 | 1.2% | 341 |
| A04 Power Elite - Picture Perfect Families | 465 | 3.4% | 68,470 | 1.5% | 232 |
| | **9,033** | | **1,586,515** | | |

## 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
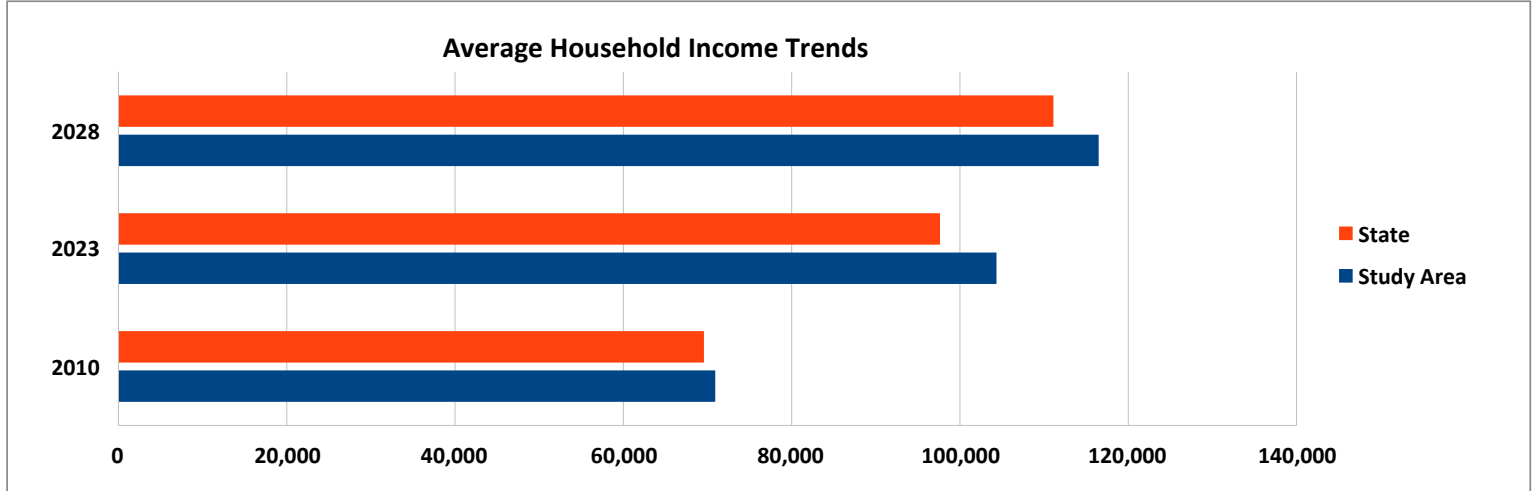


| Income Trends: Households and Families | | | | 2010 to 2028 Change |
|---|---|---|---|---|
| | 2010 | 2023 | 2028 | |
| Average Household Income | 70,920 | 104,340 | 116,484 | 45,565 |
| Median Household Income | 63,163 | 86,695 | 95,633 | 32,470 |
| Per Capita Income | 27,072 | 39,806 | 44,423 | 17351 |
| | | | | |
| Median Family Income | | 103,420 | 103,222 | 198 |

## *Poverty*

### Percentage of Families Below Poverty Line: Current Year
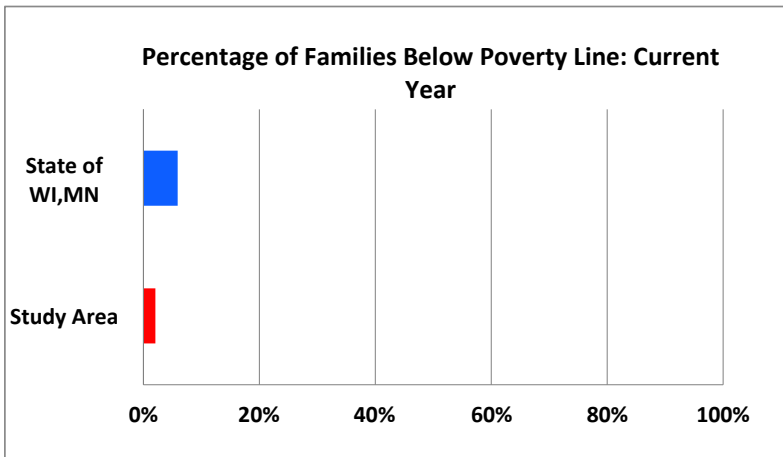


| Poverty Level | Pop | Area % Pop | WI,MN % Pop |
|---|---|---|---|
| Above poverty level | 9,635 | 97.9% | 94.1% |
| Below poverty level | 203 | 2.1% | 5.9% |
| | 9,838 | 100.0% | 100.0% |

# Supporting Information

## 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.**

| 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. 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.

## 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.

**Click to download the QuickInsite Worksheet. To open it in a new tab, press Ctrl when you click.**