

The QuickInsite Report

Prepared for: Hope Partnership for Missional Transformation DoC

Study area: Custom Geography

Base State: IN

Current Year Estimate: 2016

5 Year Projection: 2021

10 Year Projection: 2026

Date: 5/22/2017

Semi-Annual Projection: Fall

About the QuickInsite 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

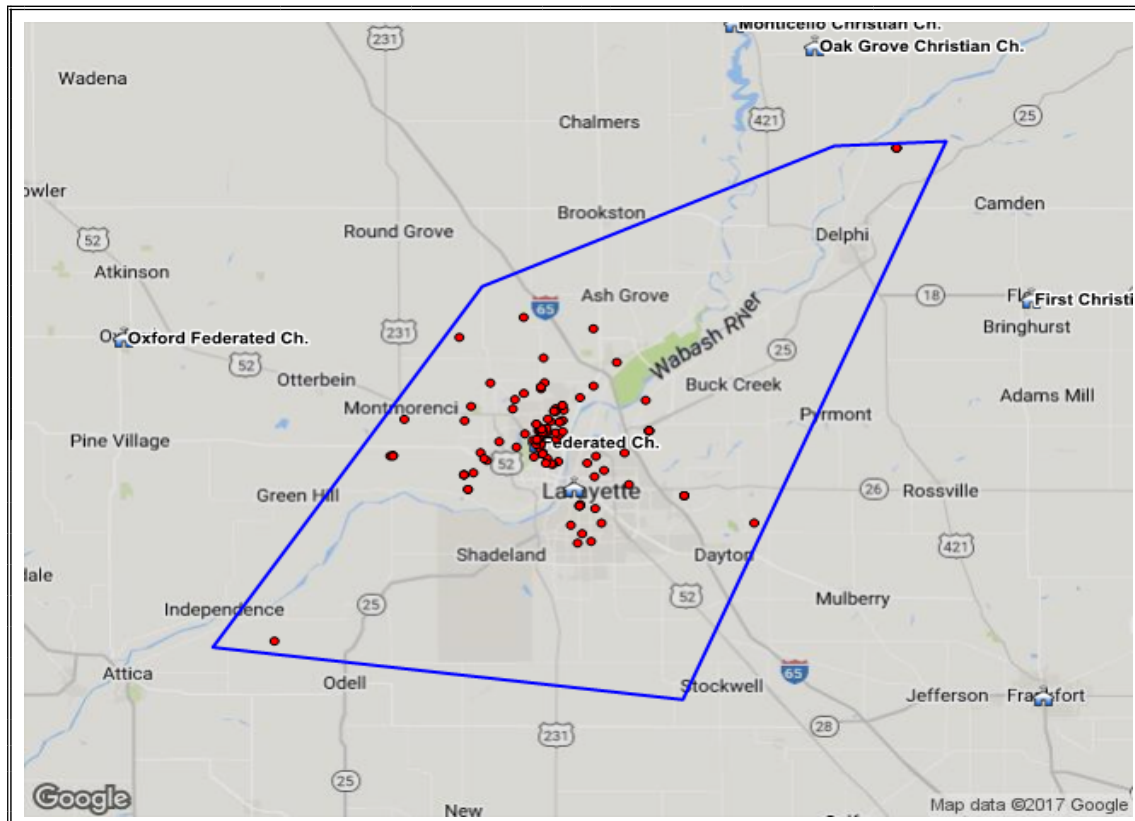
Two reports are provided on the following pages.

- The **Story View** Report presents 10 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.

Significant Demographic Indicators of the Study Area's Story

<p>1</p>	<p>Population Change</p> <p>In the 10 year future, how is this area expected to change?</p> <p><small>(See Population and Families Theme)</small></p>	Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
<p>2</p>	<p>School Age Change</p> <p>In the 10 year future, how is the population of school age children in this area expected to change?</p> <p><small>(See Age Theme)</small></p>	Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase
<p>3</p>	<p>Families with Children</p> <p>Compared to the state, are families with children more or less likely to live in two parent households?</p> <p><small>(See Population and Families Theme)</small></p>	Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
<p>4</p>	<p>Adult Educational Attainment</p> <p>For this area, what is the general level of education of the adults 25 and older?</p> <p><small>(See Education and Career Status Theme)</small></p>	Very Low	Low	Mixed	High	Very High
<p>5</p>	<p>Community Diversity Index</p> <p>How diverse is the racial/ethnic mix of this area?</p> <p><small>(See Community Diversity Theme)</small></p>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
<p>6</p>	<p>Median Family Income</p> <p>How does the median family income compare to the state for this area?</p> <p><small>(See Financial Resources Theme)</small></p>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
<p>7</p>	<p>Poverty</p> <p>Compared to the state, is the number of families in poverty above or below the state average?</p> <p><small>(See Financial Resources Theme)</small></p>	Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
<p>8</p>	<p>Blue to White Collar Occupations</p> <p>On a continuum between blue collar and white collar occupations, where does this area fall?</p> <p><small>(See Education and Career Status Theme)</small></p>	Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
<p>9</p>	<p>Largest Racial/Ethnic Group</p> <p>In this area, which racial/ethnic group is the largest percentage of the population?</p> <p><small>(See Community Diversity Theme)</small></p>	Asian (NH)	Black/African American (NH)	White (NH)	Hispanic or Latino	Pacific Islander/Other
<p>10</p>	<p>Religiosity</p> <p>What is the level of religiosity in this study area?</p> <p><small>(See Religiosity Theme)</small></p>	Very Low	Somewhat Low	Mixed	Somewhat High	Very High

ThemeView

Demographic Descriptions of the Study Area

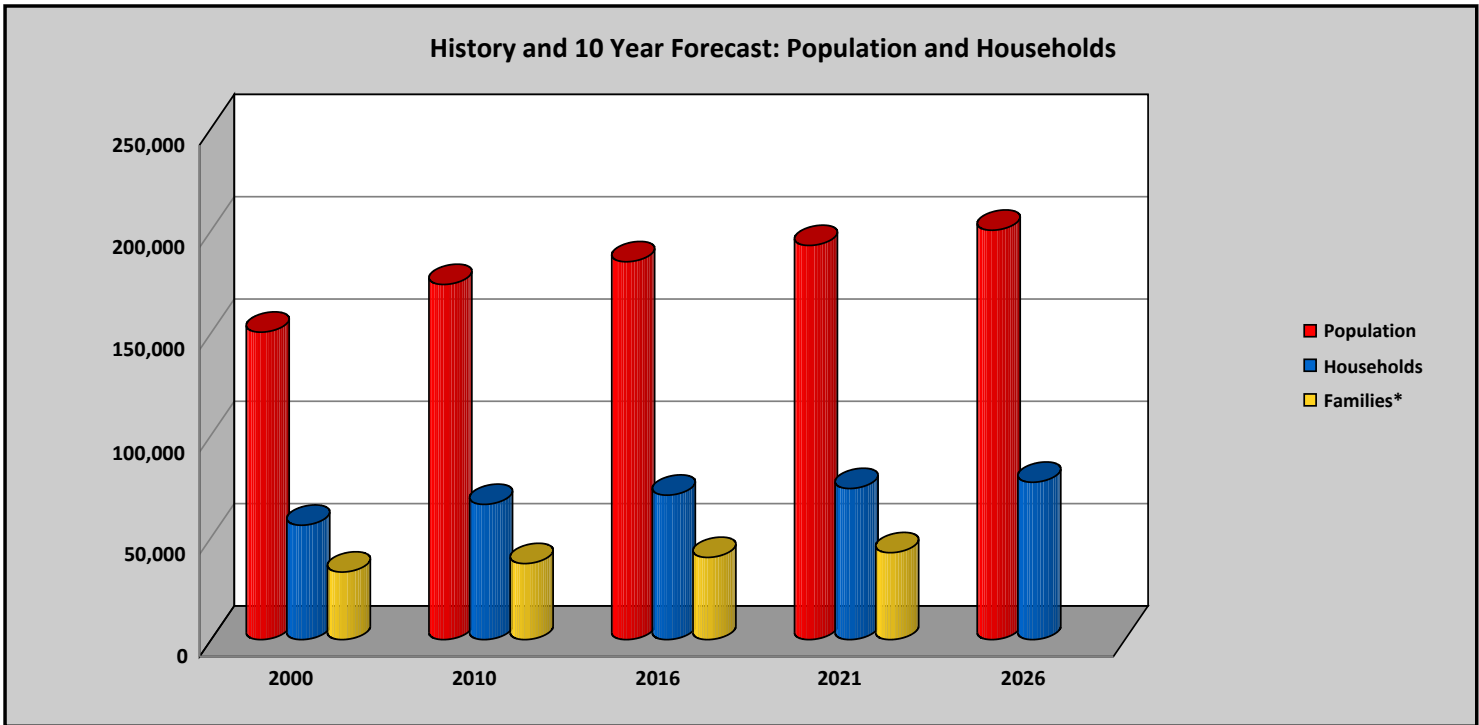
Study area: Custom Geography

Date: 5/22/2017

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



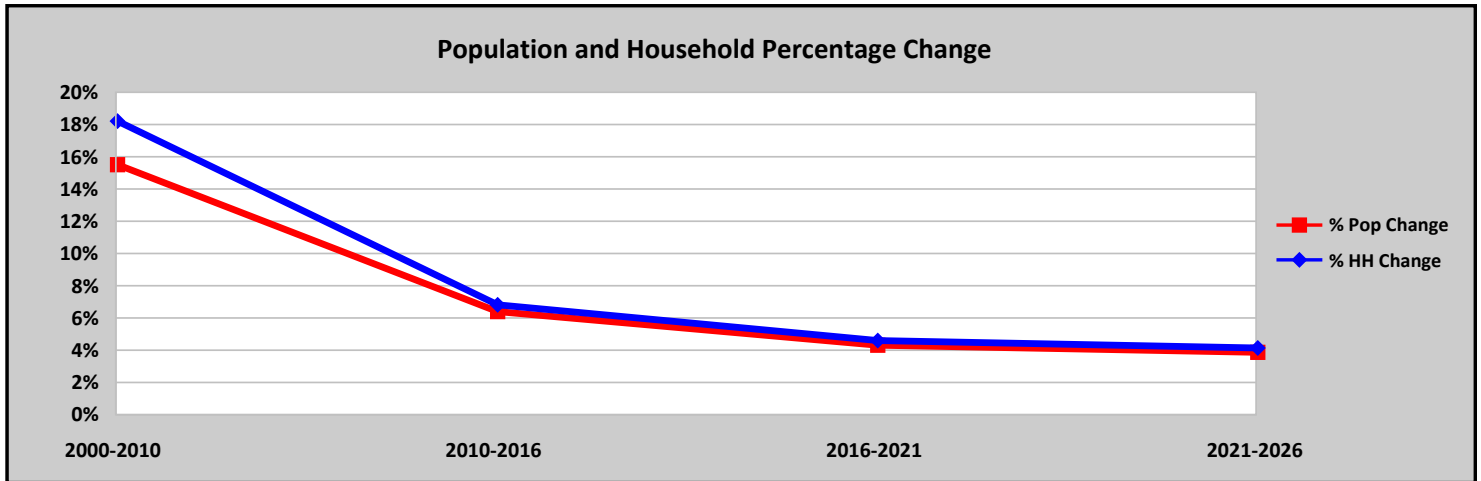
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2016	2021	2026
Population	150,273	173,575	184,683	192,643	200,095
Population Change		23,302	11,108	7,960	7,452
Percent Change		15.5%	6.4%	4.3%	3.9%
Households	55,907	66,089	70,597	73,847	76,907
Households Change		10,182	4,508	3,250	3,060
Percent Change		18.2%	6.8%	4.6%	0.0%
Population / Households	2.69	2.63	2.62	2.61	2.60
Population / Households Change		-0.06	-0.01	-0.01	-0.01
Percent Change		-2.3%	-0.4%	-0.3%	-0.3%
Family Households	33,016	37,159	40,168	42,478	
Family Households Change		4,143	3,009	2,310	
Percent Change		12.5%	8.1%	5.8%	

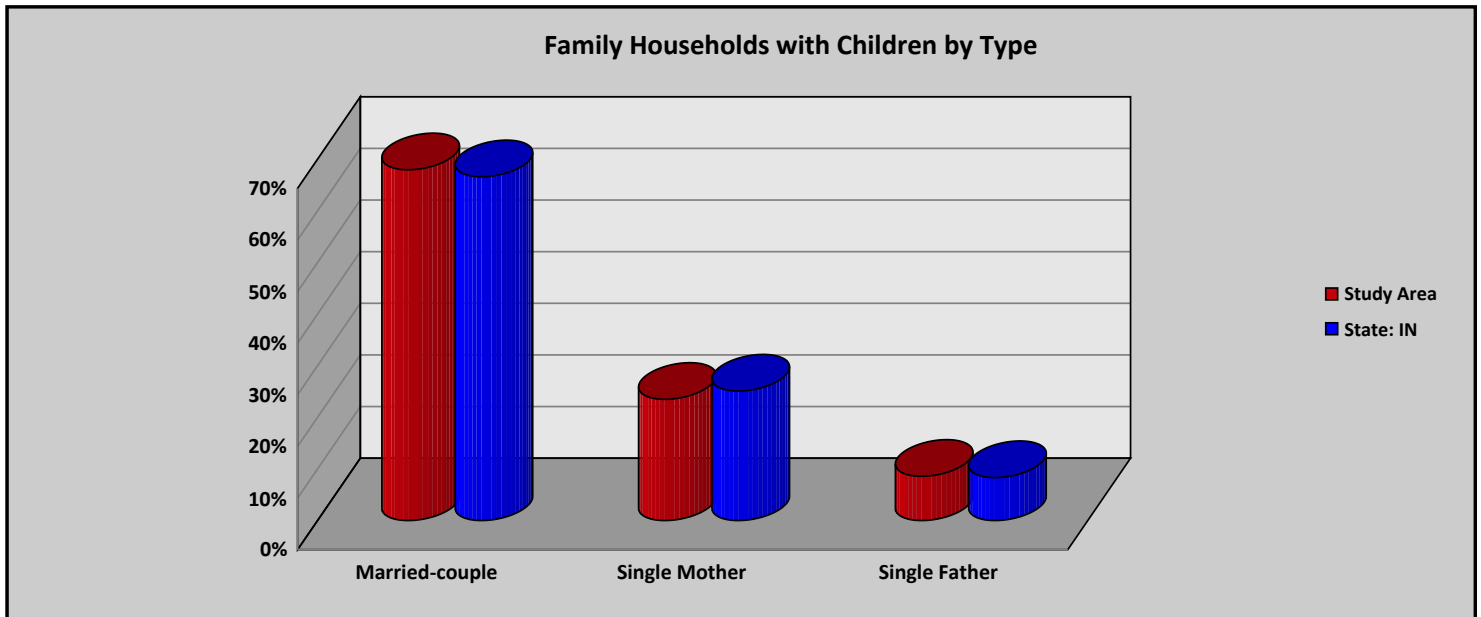
Population and Households Theme

Population and Household History with 5 and 10 Year Projected 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.



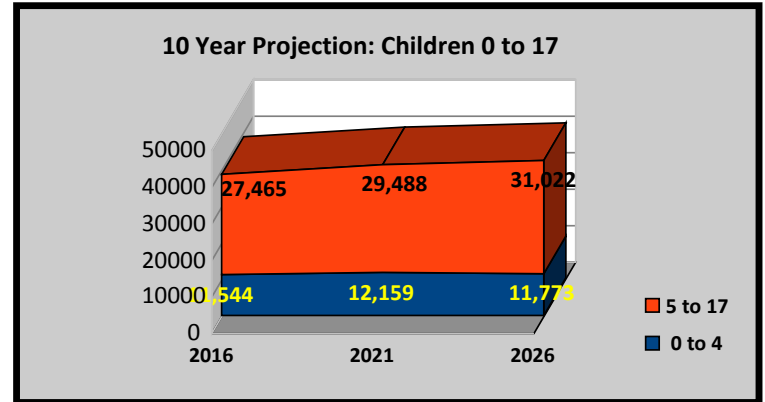
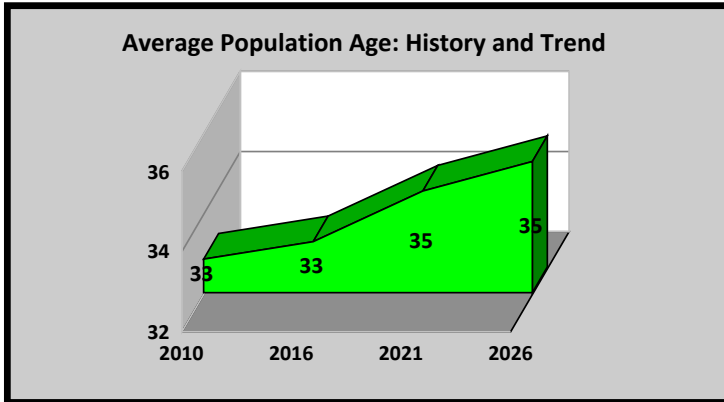
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2021	Percent of all Hhlds by Year			2010 to 2021
	2010	2016	2021	Change	2010%	2016%	2021%	% Change
Family: Married-couple	12,229	12,520	13,109	880	66.2%	67.9%	67.6%	1.4%
Family: Single Mother	4,526	4,327	4,577	51	24.5%	23.5%	23.6%	-0.9%
Family: Single Father	1,724	1,580	1,720	-4	9.3%	8.6%	8.9%	-0.5%
Total:	18,479	18,427	19,406	927	100.0%	100.0%	100.0%	

Age Theme

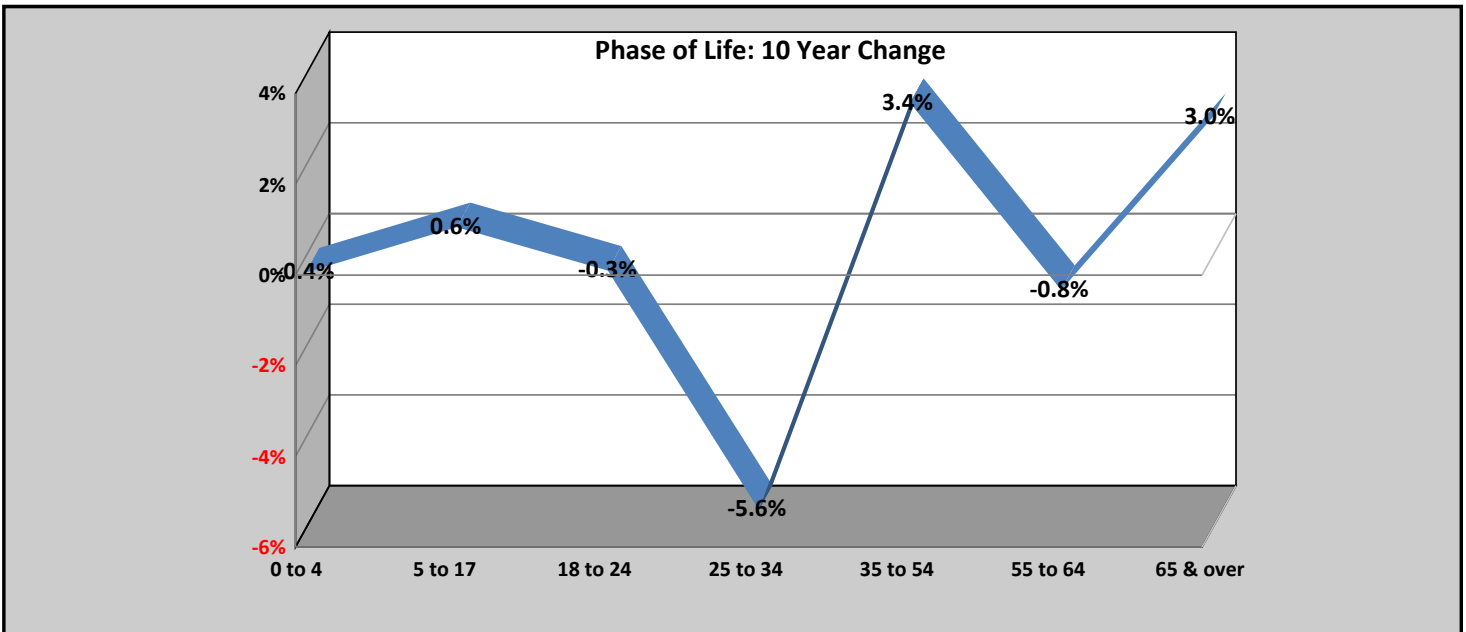
10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflects change in a community. Many are aging as a consequence of the aging Baby Boom generation and the decline in live births for many years in the late 20th and early 21st centuries.



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 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	2016	2021	2026	2010%	2016%	2021%	2026%
Before Formal Schooling: 0 to 4	11,059	11,544	12,159	11,773	6.4%	6.3%	6.3%	5.9%
Required Formal Schooling: 5 to 17	24,667	27,465	29,488	31,022	14.2%	14.9%	15.3%	15.5%
College/Career Starts: 18 to 24	42,667	38,742	39,691	41,321	24.6%	21.0%	20.6%	20.7%
Singles & Young Families: 25 to 34	24,974	28,520	23,919	19,690	14.4%	15.4%	12.4%	9.8%
Families & Empty Nesters: 35 to 54	37,418	39,732	44,512	49,794	21.6%	21.5%	23.1%	24.9%
Enrichment Yrs Singles/Cpls: 55 to 64	15,967	18,180	18,379	18,193	9.2%	9.8%	9.5%	9.1%
Retirement Opportunities: 65 & over	16,824	20,500	24,495	28,302	9.7%	11.1%	12.7%	14.1%
Total:	173,576	184,683	192,643	200,095	100.0%	100.0%	100.0%	100.0%

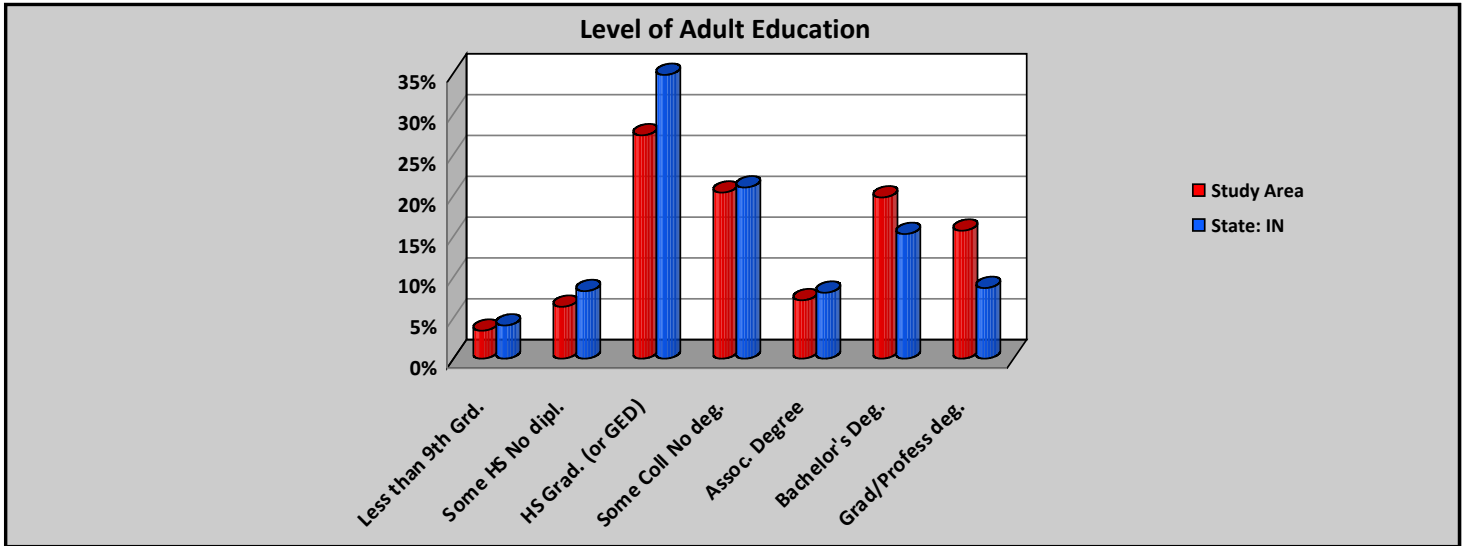
Education and Career Status Theme

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

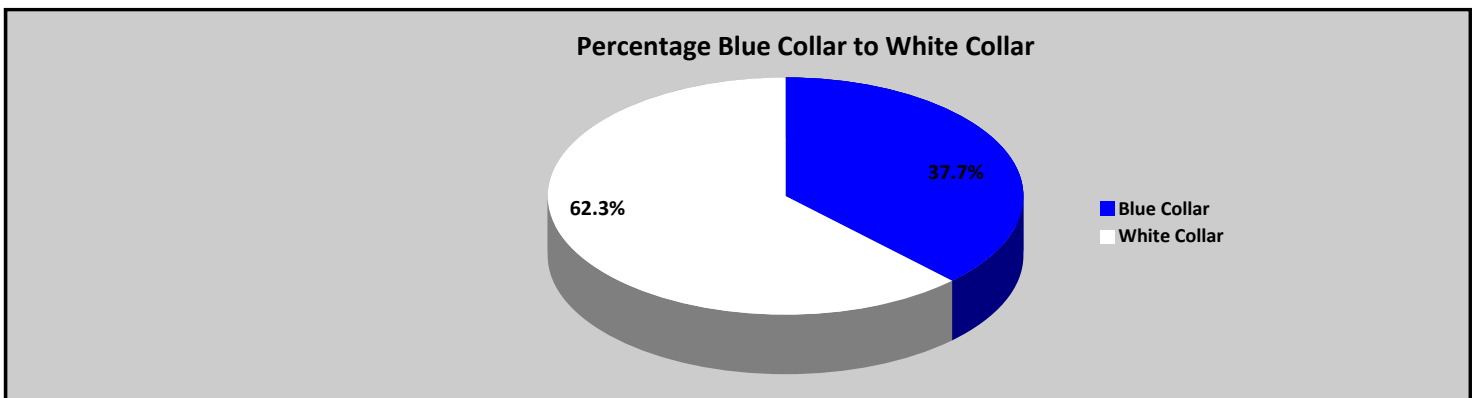
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

Adult Educational Attainment Compared to the State of IN



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			Percent of all Hhlds by Year		
	2016	2021	2016 to 2021 Change	2016%	2021%	2016 to 2021 % Change
Less than 9th Grade	3,656	3,843	187	3.4%	3.5%	0.0%
Some High School, No diploma	6,789	6,971	182	6.3%	6.3%	-0.1%
High School Graduate (or GED)	29,242	29,682	440	27.3%	26.7%	-0.7%
Some College, No degree	21,744	22,866	1122	20.3%	20.5%	0.2%
Associate Degree	7,645	8,353	708	7.1%	7.5%	0.4%
Bachelor's Degree	21,103	22,277	1174	19.7%	20.0%	0.3%
Graduate or Professional school degree	16,752	17,315	563	15.7%	15.6%	-0.1%
Total:	106,931	111,307	4,376	100.0%	100.0%	

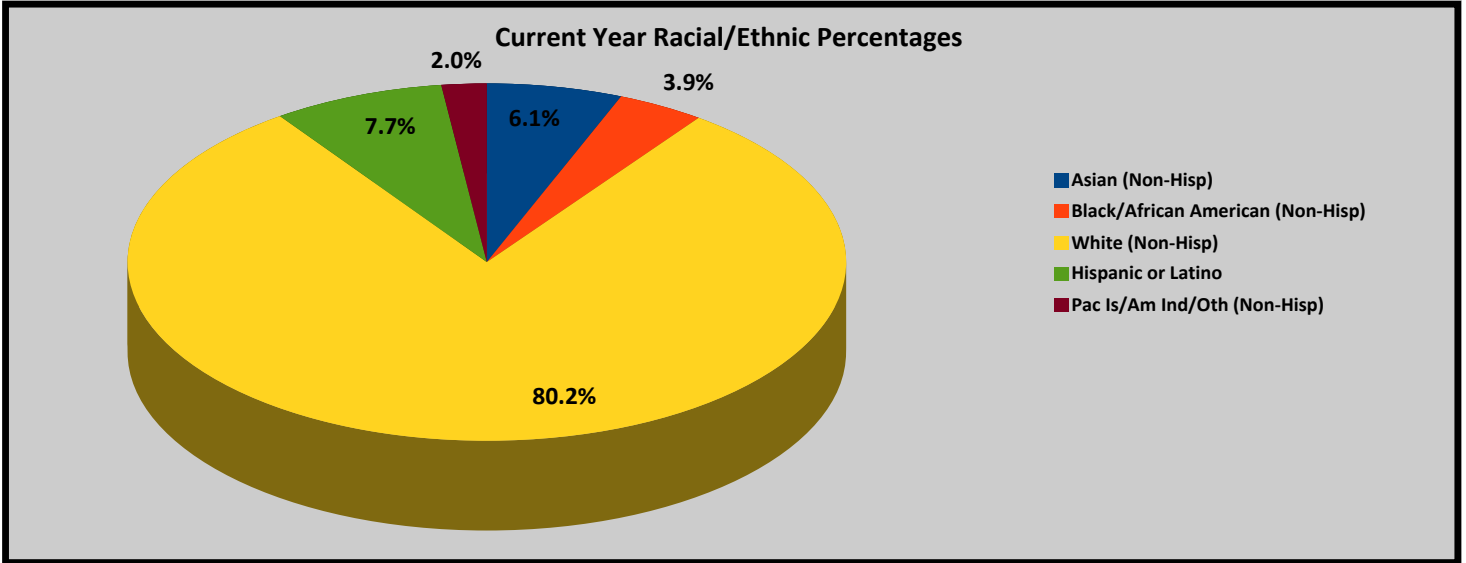
Career Types: Blue Collar and White Collar



Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also people's age, income and education.

Study Area Racial and Ethnic Diversity



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

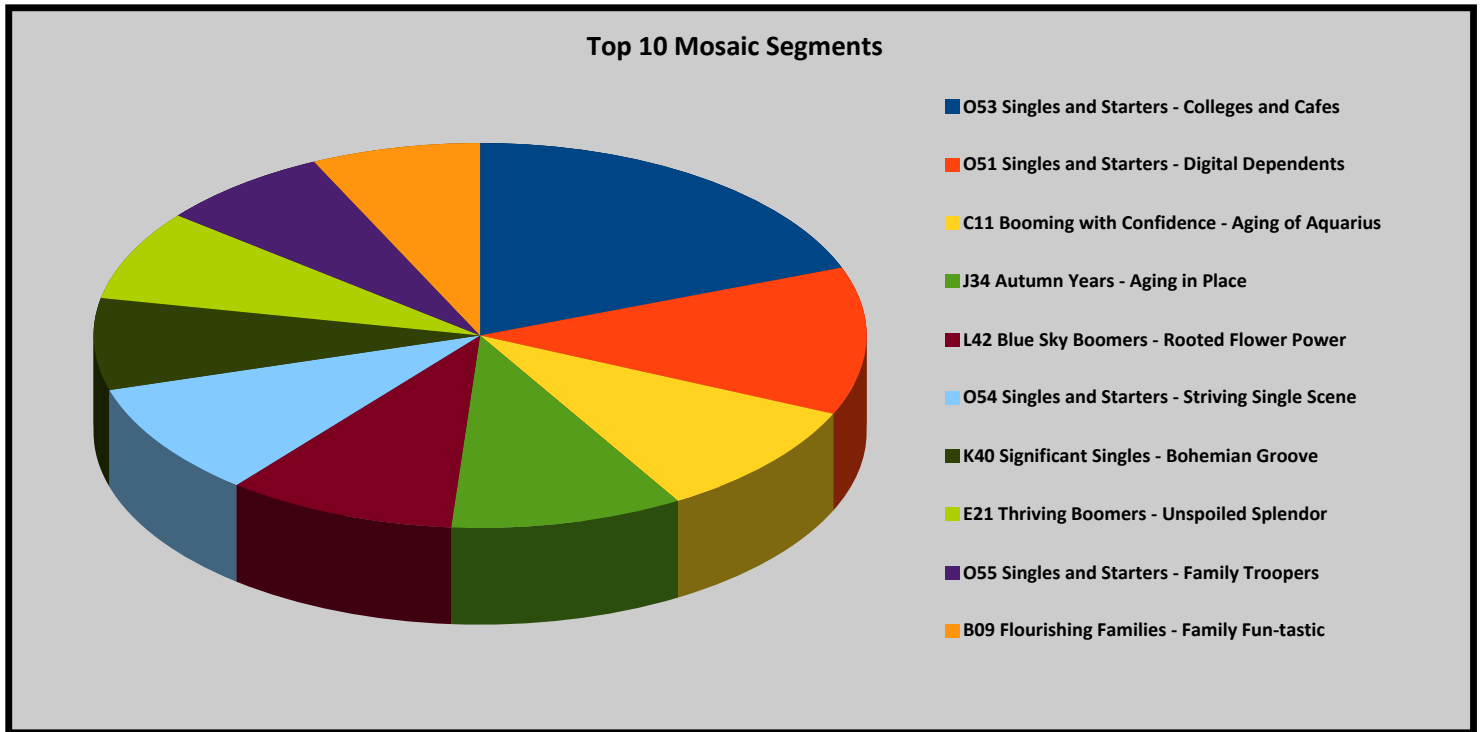
Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2021 Change	Percent of all Pop by Year			2010 to 2021 % Change
	2010	2016	2021		2010%	2016%	2021%	
Asian (Non-Hisp)	10,670	11,254	11,910	1,240	6.1%	6.1%	6.2%	0.0%
Black/African American (Non-Hisp)	6,713	7,274	7,610	897	3.9%	3.9%	4.0%	0.1%
White (Non-Hisp)	139,400	148,114	154,068	14,668	80.3%	80.2%	80.0%	-0.3%
Hispanic or Latino	13,224	14,291	15,107	1,883	7.6%	7.7%	7.8%	0.2%
Pac Is/Am Ind/Oth (Non-Hisp)	3,567	3,749	3,948	381	2.1%	2.0%	2.0%	0.0%
Total:	173,574	184,682	192,643	19,069	100.0%	100.0%	100.0%	

Community Diversity Theme

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.



Mosaic	Study Area		State		Comparative Index
O53 Singles and Starters - Colleges and Cafes	5,509	10.0%	28,170	1.2%	820
O51 Singles and Starters - Digital Dependents	3,553	6.5%	106,125	4.6%	140
C11 Booming with Confidence - Aging of Aquarius	2,797	5.1%	77,927	3.4%	150
J34 Autumn Years - Aging in Place	2,787	5.1%	104,199	4.5%	112
L42 Blue Sky Boomers - Rooted Flower Power	2,761	5.0%	77,400	3.4%	150
O54 Singles and Starters - Striving Single Scene	2,741	5.0%	33,703	1.5%	341
K40 Significant Singles - Bohemian Groove	2,202	4.0%	41,377	1.8%	223
E21 Thriving Boomers - Unspoiled Splendor	2,173	4.0%	147,163	6.4%	62
O55 Singles and Starters - Family Troopers	2,064	3.8%	41,735	1.8%	207
B09 Flourishing Families - Family Fun-tastic	2,022	3.7%	24,856	1.1%	341
	28,609		682,655		

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.

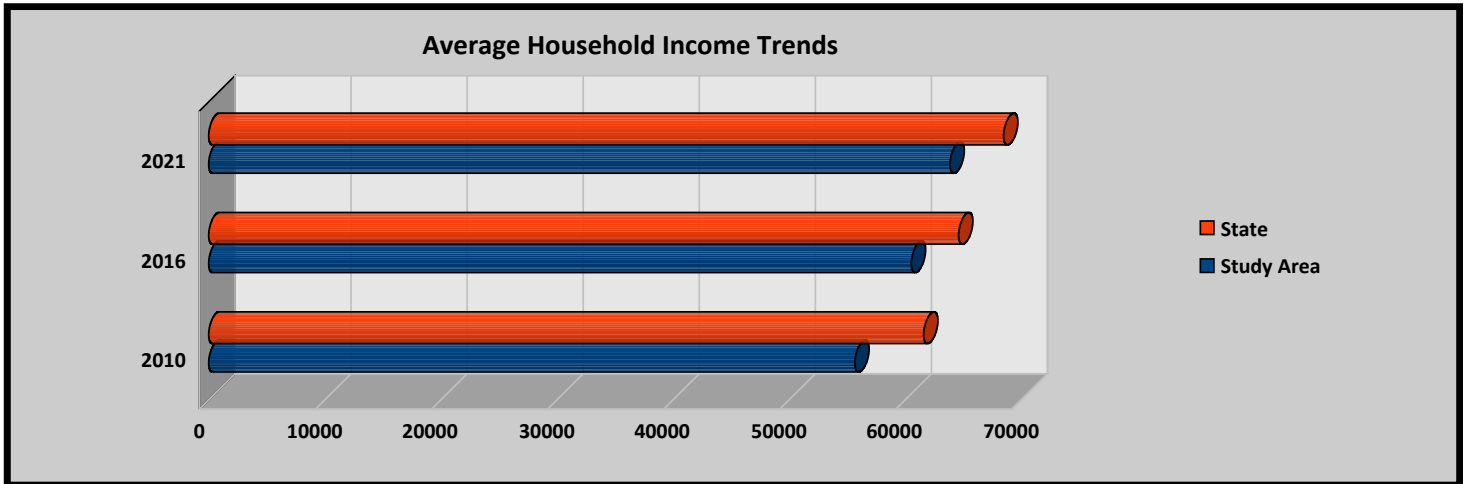
To access the Mosaic application guide click on:

[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.

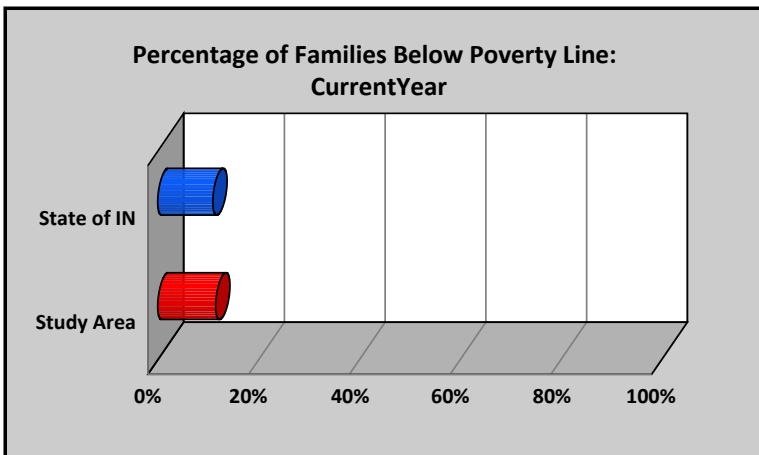
Household Income



Income Trends: Households and Families

	2010	2016	2021	2010 to 2021 Change
Average Household Income	55,664	60,531	63,863	8,199
Median Household Income	42,384	45,007	47,557	5,173
Per Capita Income	21,194	23,139	24,481	3,287
Median Family Income		62,500	62,048	62,048

Poverty



Poverty Level	Pop	Area % Pop	IN % Pop
Above poverty level	35,546	88.5%	89.1%
Below poverty level	4,622	11.5%	10.9%
	40,168	100.0%	100.0%

Religiosity Theme

The Religiosity provides insight into the level of religiosity of a study area. It is based upon the strength of each of the following five variables.

Religious Beliefs and Practices	Estimated Percent of the Study Area	Estimated Percent of the State of IN	Comparative Index*
Conservative Evangelical Christian	35.7	35	102
Consider Myself A Spiritual Person	45.9	45	102
Enjoy Watching Religious TV Programs	16.5	16	103
Important to Attend Religious Services	18.3	18	102
My Faith Is Really Important To Me	14.7	15	98

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	6. Religiosity	10

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.

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.