

# The QuickInsite Report

Prepared for: Diocese of St. Cloud

Study area: MAAA ACC

Base State: MN

Current Year Estimate: 2022

5 Year Projection: 2027

10 Year Forecast: 2032

Date: 12/15/2022

Semi-Annual Projection: Summer

## 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

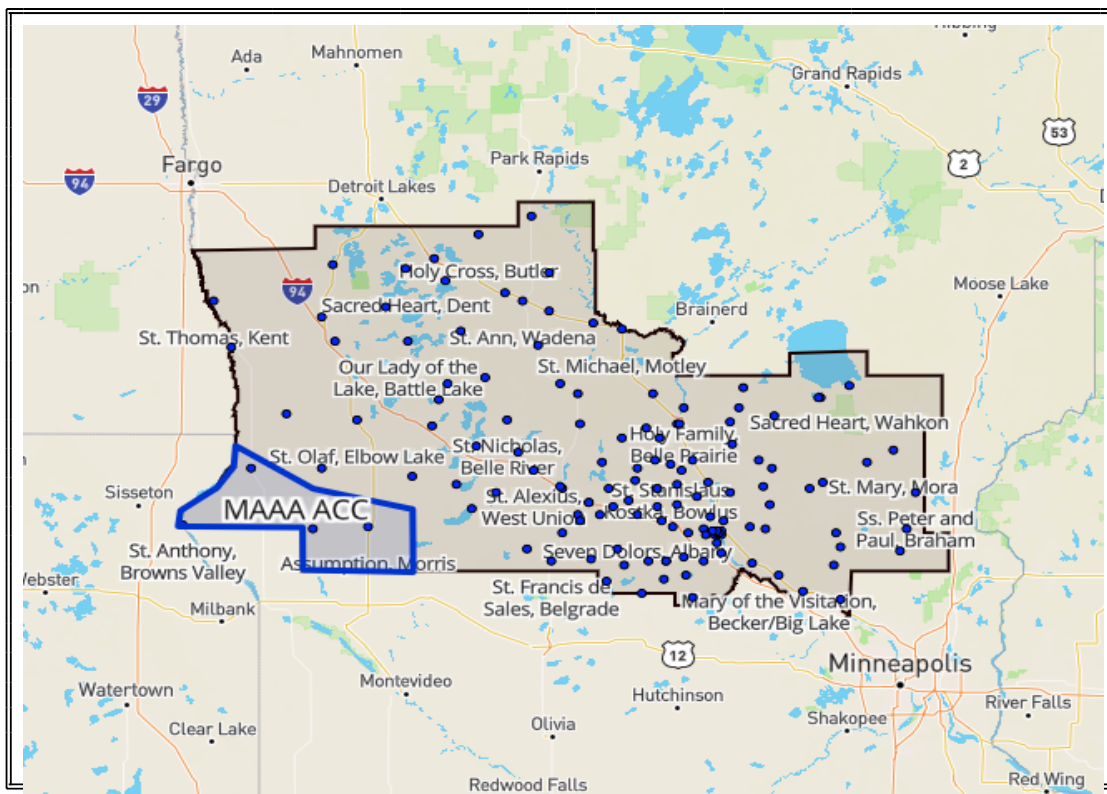
Two reports are provided on the following pages.

- The 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

<b>1</b>	<b>Population Change</b> In the 10 year future, how is this area expected to change? (See Population and Families Theme)	Significant Decline	Moderate Decline	<b>Little Change</b>	Moderate Growth	Significant Growth
<b>2</b>	<b>School Age Change</b> In the 10 year future, how is the population of school age children in this area expected to change? (See Age Theme)	Significant Decline	<b>Moderate Decline</b>	Little Change	Moderate Increase	Significant Increase
<b>3</b>	<b>Families with Children</b> 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	<b>About the Same</b>	Somewhat More	Significantly More
<b>4</b>	<b>Adult Educational Attainment</b> 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	<b>High</b>	Very High
<b>5</b>	<b>Community Diversity Index</b> How diverse is the racial/ethnic mix of this area? (See Community Diversity Theme)	<b>Very Homogeneous</b>	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
<b>6</b>	<b>Median Family Income</b> How does the median family income compare to the state for this area? (See Financial Resources Theme)	Significantly Less	<b>Somewhat Less</b>	About the Same	Somewhat Greater	Significantly Greater
<b>7</b>	<b>Poverty</b> Compared to the state, is the number of families in poverty above or below the state average? (See Financial Resources Theme)	Significantly Below	<b>Somewhat Below</b>	About the Same	Somewhat Above	Significantly Above
<b>8</b>	<b>Blue to White Collar Occupations</b> 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	<b>Closely Split</b>	Somewhat White	Very White Collar
<b>9</b>	<b>Largest Racial/Ethnic Group</b> In this area, which racial/ethnic group is the largest percentage of the population? (See Community Diversity Theme)	Asian (NH)	Black/Afri American (NH)	<b>White (NH)</b>	Hispanic or Latino	Pac Is/Amer Ind/Other

# ThemeView

## Demographic Descriptions of the Study Area

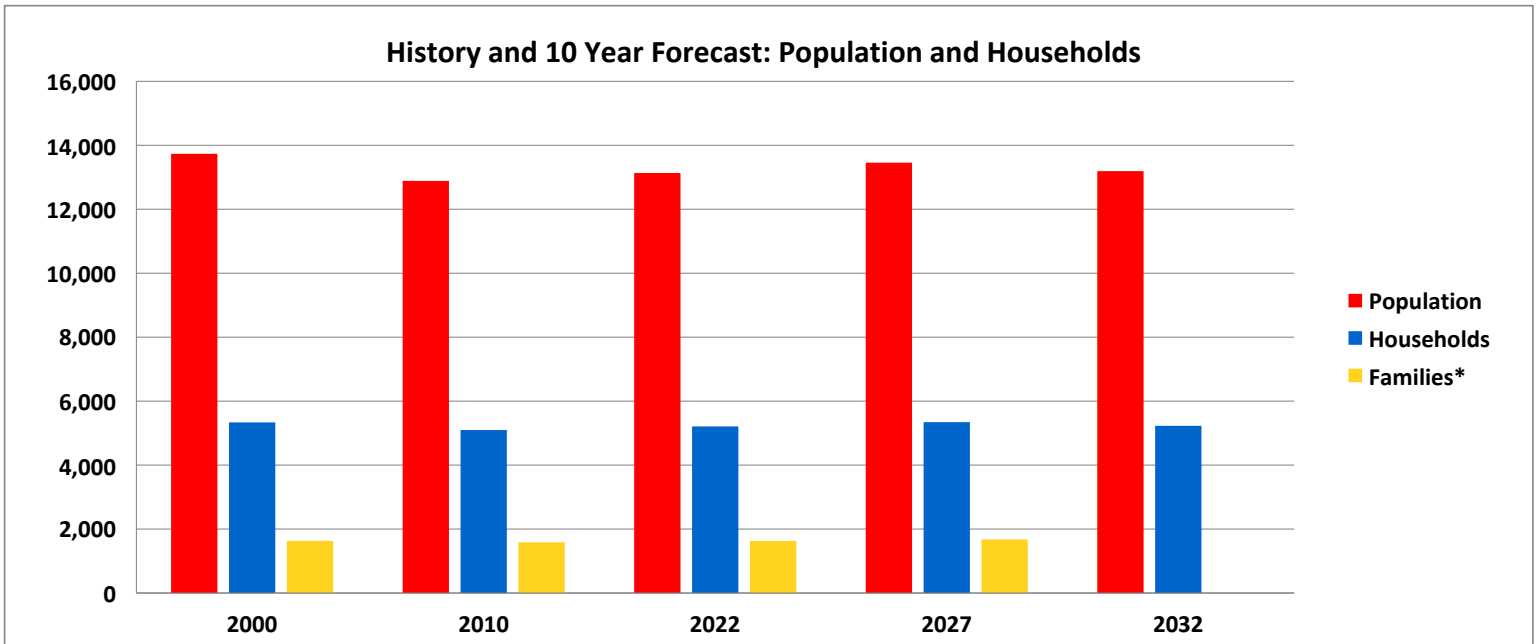
Study area: MAAA ACC

Date: 12/15/2022

### 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

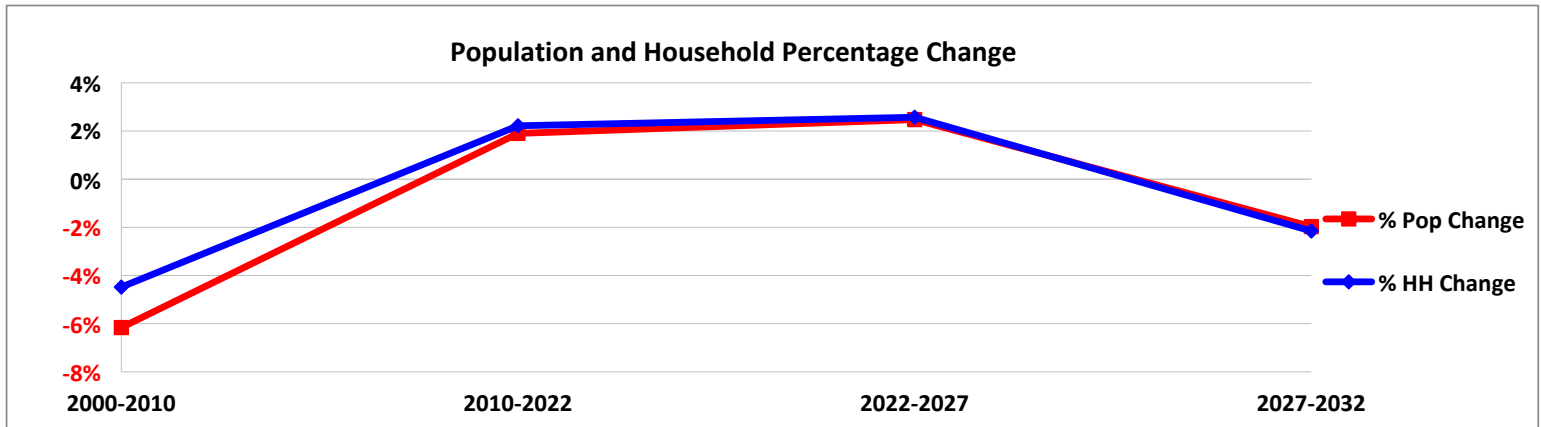


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2022	2027	2032
Population	13,733	12,887	13,132	13,457	13,192
Population Change		-846	245	325	-265
Percent Change		-6.2%	1.9%	2.5%	-2.0%
Households	5,335	5,096	5,209	5,343	5,228
Households Change		-239	113	134	-115
Percent Change		-4.5%	2.2%	2.6%	-2.2%
Population / Households	2.57	2.53	2.52	2.52	2.52
Population / Households Change		-0.05	-0.01	-0.00	0.00
Percent Change		-1.8%	-0.3%	-0.1%	0.2%
Family Households	1,632	1,586	1,627	1,674	
Family Households Change		-46	41	47	
Percent Change		-2.8%	2.6%	2.9%	

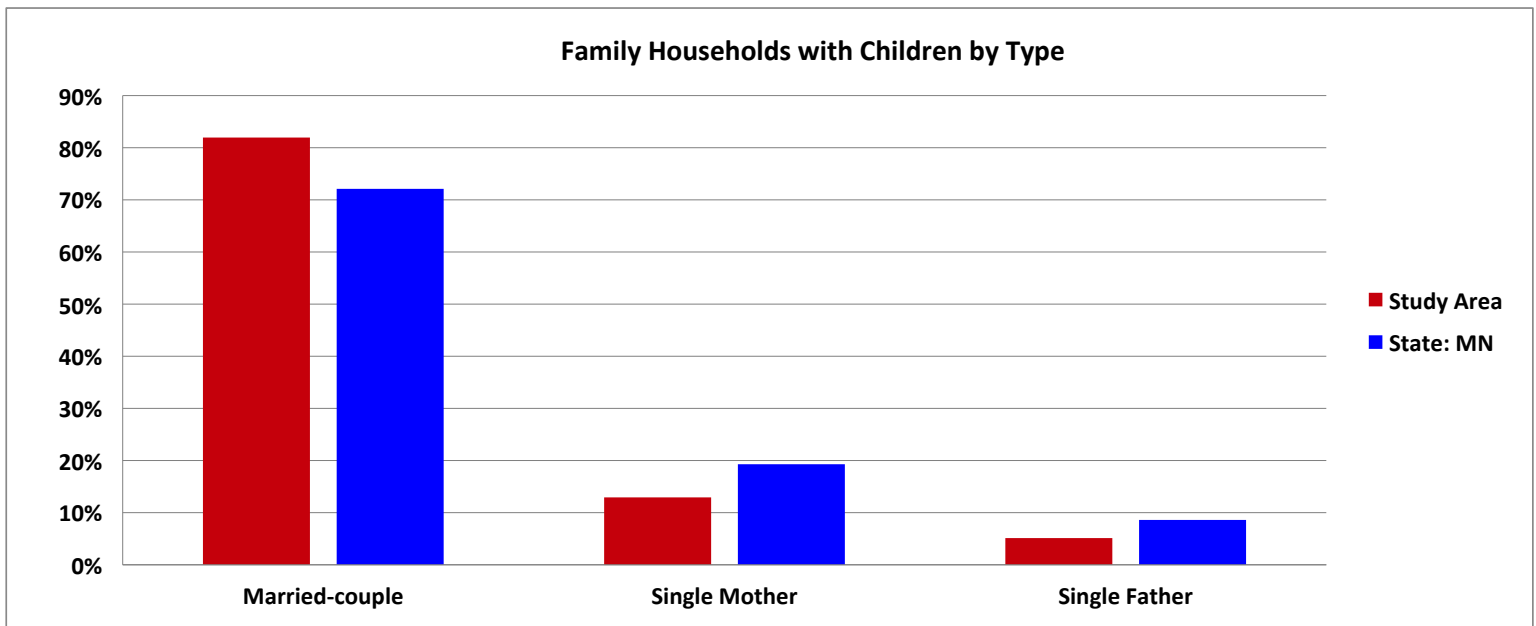
## Population and Households Theme

### 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.



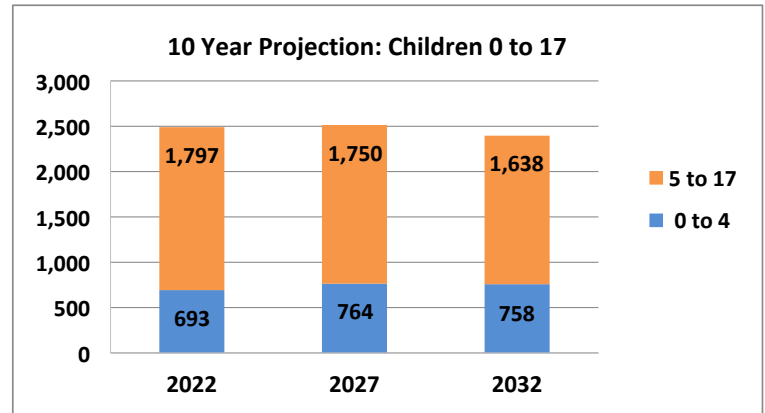
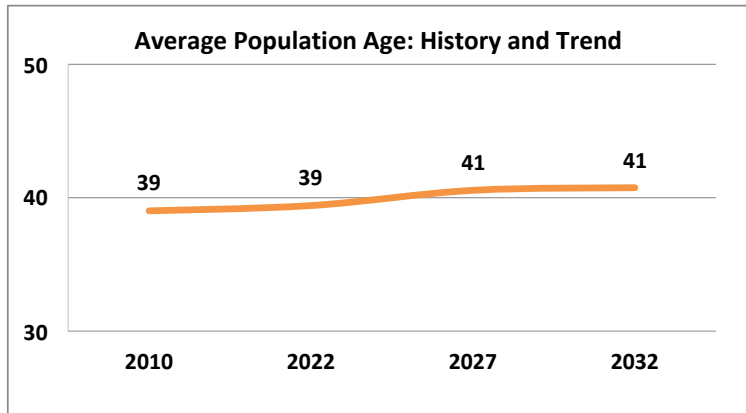
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2027 Change	Percent of all Hhlds by Year			2010 to 2027 % Change
	2010	2022	2027		2010%	2022%	2027%	
Family: Married-couple	1,009	1,008	1,028	19	77.7%	82.0%	81.8%	4.2%
Family: Single Mother	205	159	162	-43	15.8%	12.9%	12.9%	-2.9%
Family: Single Father	85	63	66	-19	6.5%	5.1%	5.3%	-1.3%
<b>Total:</b>	<b>1,299</b>	<b>1,230</b>	<b>1,256</b>	<b>-43</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

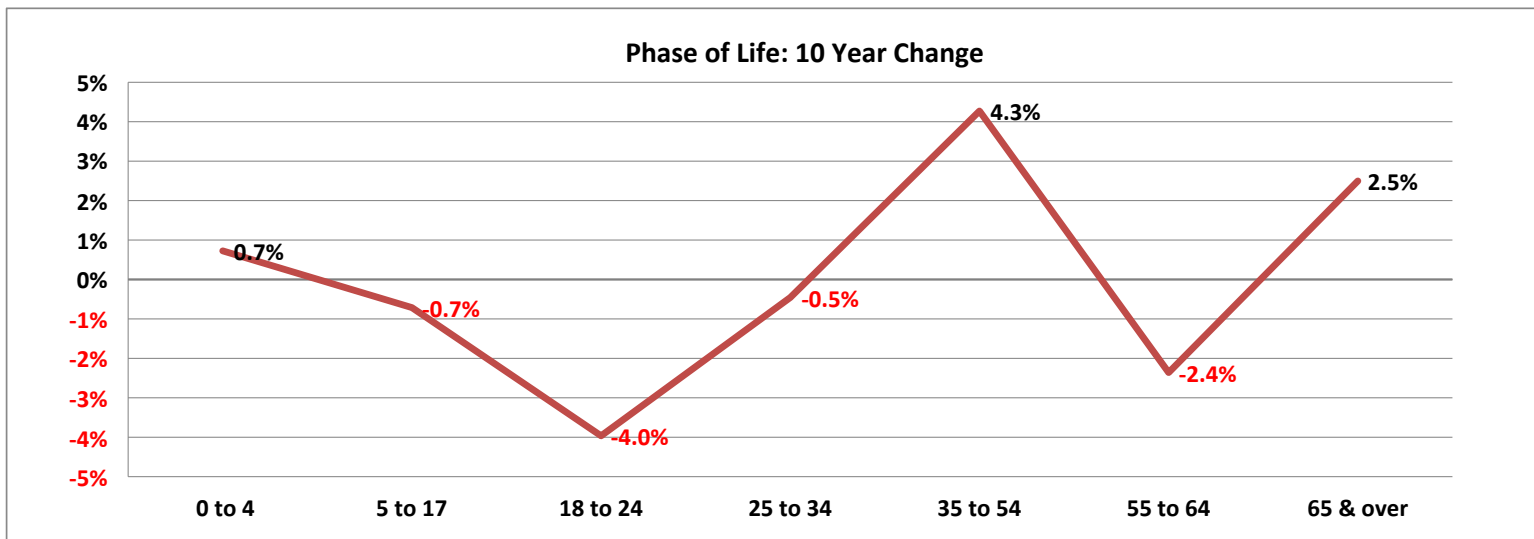
### 10 Year Average Age and Children 0 to 17 Trends

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.



### 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	2022	2027	2032	2010%	2022%	2027%	2032%
Before Formal Schooling: 0 to 4	757	693	764	758	5.9%	5.3%	5.7%	6.0%
Required Formal Schooling: 5 to 17	1,970	1,797	1,750	1,638	15.3%	13.7%	13.0%	13.0%
College/Career Starts: 18 to 24	2,083	1,990	2,007	1,413	16.2%	15.2%	14.9%	11.2%
Singles & Young Families: 25 to 34	1,334	1,727	1,641	1,603	10.4%	13.2%	12.2%	12.7%
Families & Empty Nesters: 35 to 54	2,833	2,694	3,042	3,130	22.0%	20.5%	22.6%	24.8%
Enrichment Yrs Singles/Cpls: 55 to 64	1,474	1,537	1,332	1,180	11.4%	11.7%	9.9%	9.3%
Retirement Opportunities: 65 & over	2,435	2,694	2,921	2,906	18.9%	20.5%	21.7%	23.0%
<b>Total:</b>	<b>12,886</b>	<b>13,132</b>	<b>13,457</b>	<b>12,628</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

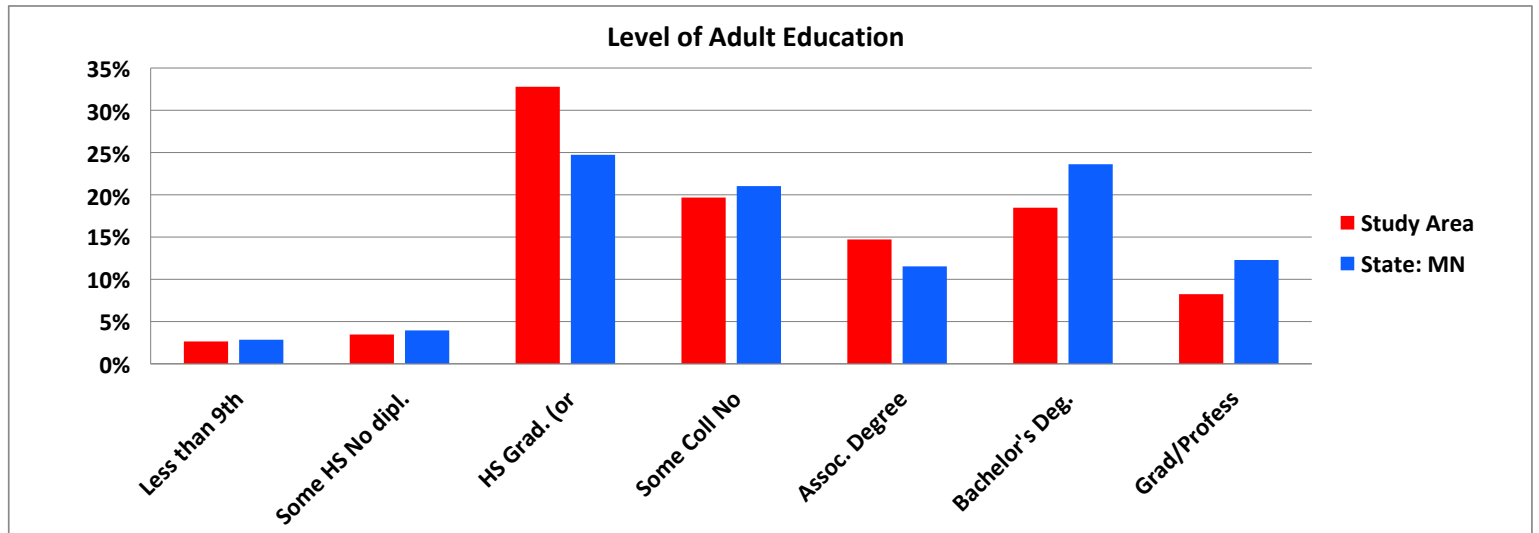
## Education and Career Status Theme

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

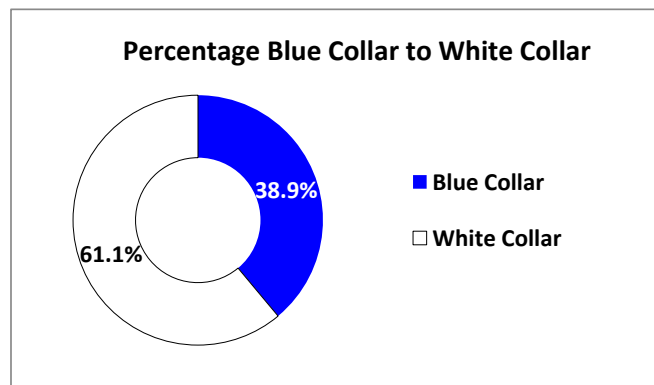
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

### Adult Educational Attainment Compared to the State of MN



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2022 to 2027 Change	Percent of all Hhlds by Year		2022 to 2027 % Change
	2022	2027		2022%	2027%	
Less than 9th Grade	229	221	-8	2.6%	2.5%	-0.2%
Some High School, No diploma	300	299	-1	3.5%	3.3%	-0.1%
High School Graduate (or GED)	2,836	2,985	149	32.8%	33.4%	0.6%
Some College, No degree	1,702	1,728	26	19.7%	19.3%	-0.3%
Associate Degree	1,273	1,297	24	14.7%	14.5%	-0.2%
Bachelor's Degree	1,598	1,658	60	18.5%	18.6%	0.1%
Graduate or Professional school degree	713	749	36	8.2%	8.4%	0.1%
<b>Total:</b>	<b>8,651</b>	<b>8,937</b>	<b>286</b>	<b>100.0%</b>	<b>100.0%</b>	

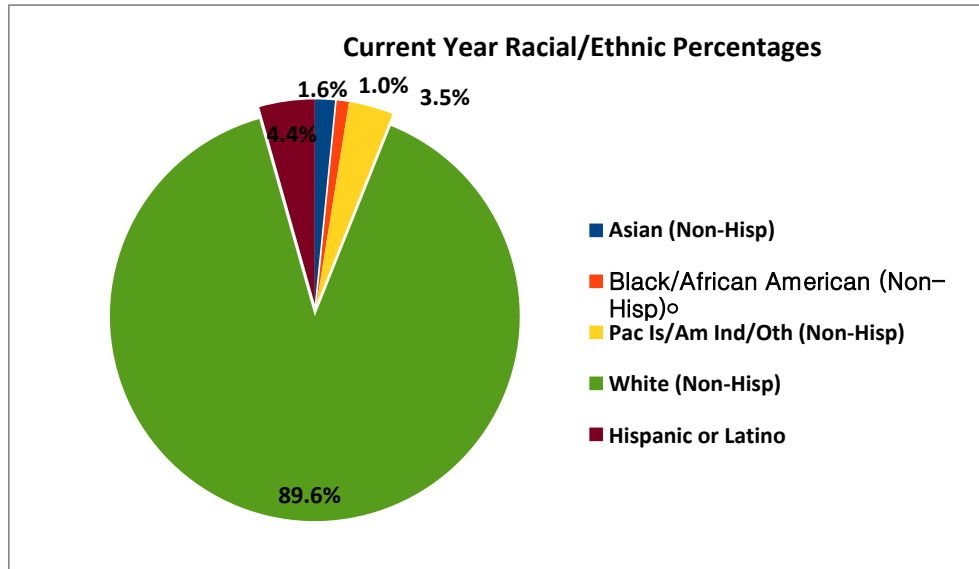
### Career Types: Blue Collar and White Collar



## Community Diversity Theme

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

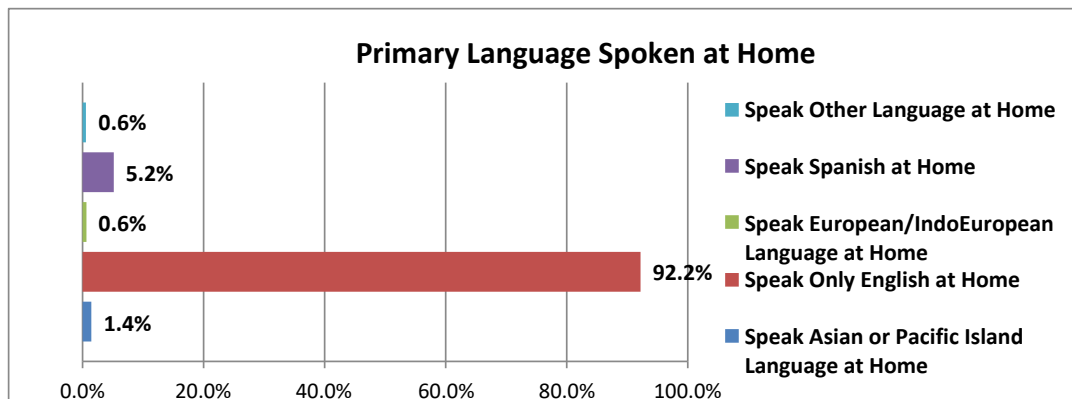
### Study Area Racial and Ethnic Diversity



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 2027 Change	Percent of all Pop by Year			2010 to 2027 % Change
	2010	2022	2027		2010%	2022%	2027%	
Asian (Non-Hisp)	151	207	227	76	1.2%	1.6%	1.7%	0.5%
Black/African American (Non-Hisp)	86	126	130	44	0.7%	1.0%	1.0%	0.3%
White (Non-Hisp)	11,864	11,764	11,971	107	92.1%	89.6%	89.0%	-3.1%
Hispanic or Latino	385	574	652	267	3.0%	4.4%	4.8%	1.9%
Pac Is/Am Ind/Oth (Non-Hisp)	401	461	477	76	3.1%	3.5%	3.5%	0.4%
<b>Total:</b>	<b>12,887</b>	<b>13,132</b>	<b>13,457</b>	<b>570</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

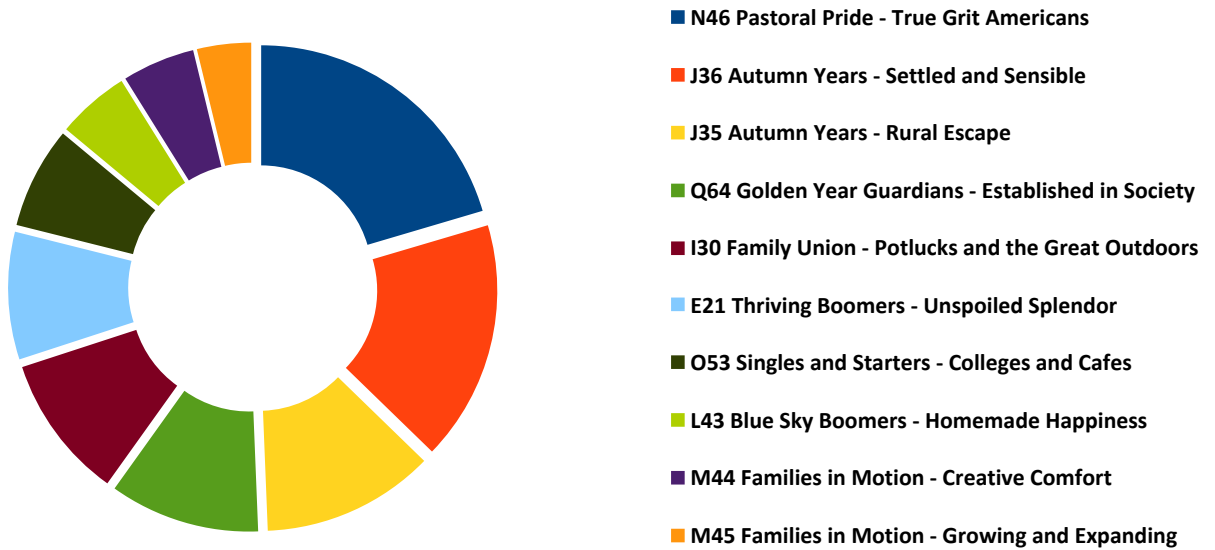


## Community Diversity Theme

### 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.

Top 10 Mosaic Segments



Mosaic	Study Area		State		Comparative Index
N46 Pastoral Pride - True Grit Americans	831	15.9%	41,848	1.9%	858
J36 Autumn Years - Settled and Sensible	685	13.1%	48,552	2.2%	610
J35 Autumn Years - Rural Escape	492	9.4%	81,577	3.6%	261
Q64 Golden Year Guardians - Established in Society	428	8.2%	77,301	3.4%	239
I30 Family Union - Potlucks and the Great Outdoors	411	7.9%	90,793	4.0%	196
E21 Thriving Boomers - Unspoiled Splendor	363	7.0%	94,560	4.2%	166
O53 Singles and Starters - Colleges and Cafes	290	5.6%	32,463	1.4%	386
L43 Blue Sky Boomers - Homemade Happiness	207	4.0%	39,487	1.8%	226
M44 Families in Motion - Creative Comfort	207	4.0%	33,156	1.5%	270
M45 Families in Motion - Growing and Expanding	154	3.0%	27,068	1.2%	246
	4,068		566,805		

### 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:

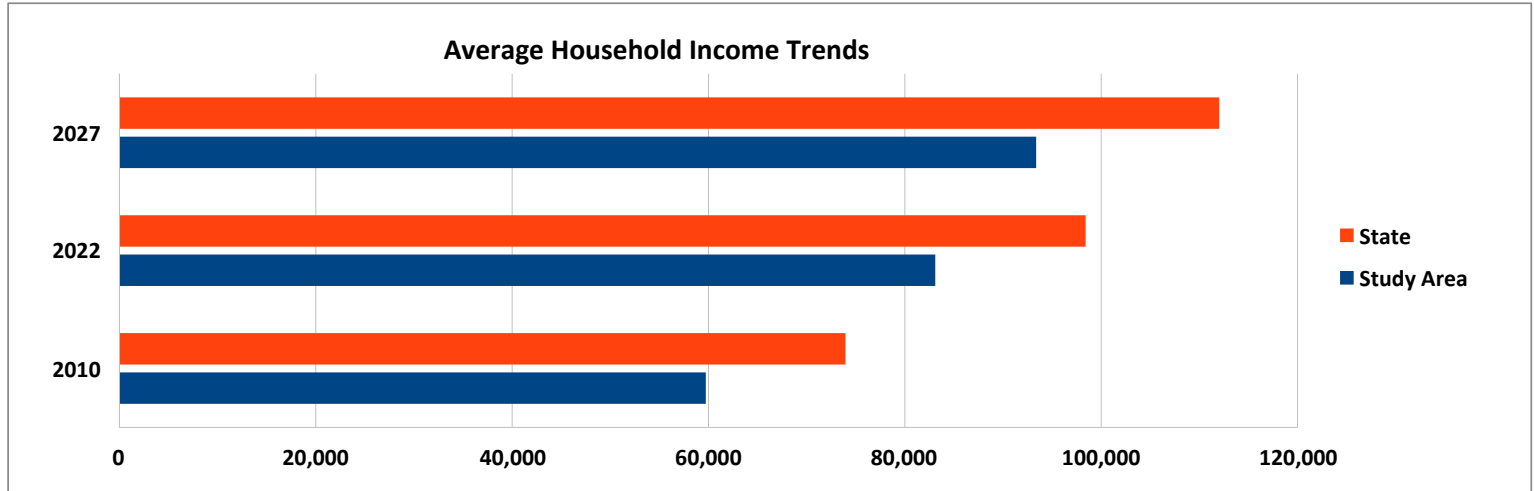
[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)



## 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.

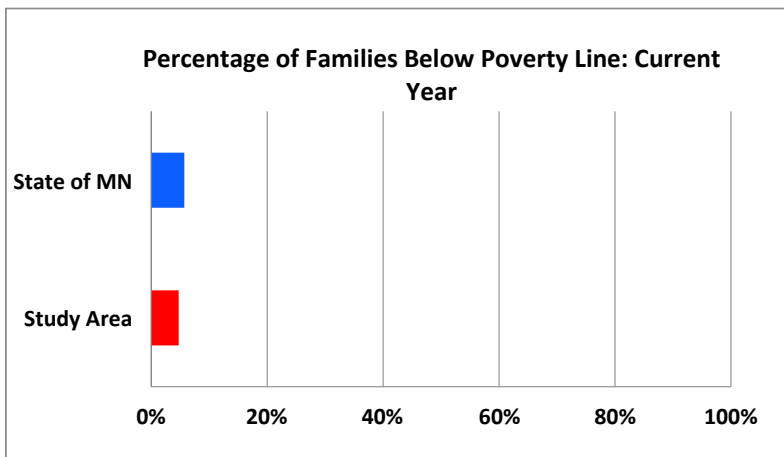
### Household Income



### Income Trends: Households and Families

	2010	2022	2027	2010 to 2027 Change
Average Household Income	59,724	83,098	93,372	33,648
Median Household Income	45,681	62,605	66,694	21,013
Per Capita Income	23,617	32,962	37,073	13,456
Median Family Income		83,042	82,301	741

### Poverty



Poverty Level	Pop	Area % Pop	MN % Pop
Above poverty level	2,978	95.3%	94.3%
Below poverty level	148	4.7%	5.7%
	3,126	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.

## 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.

[Click to download the QuickInsite Worksheet. To open it in a new tab, press Ctrl when you click.](#)

**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](mailto:misupport@missioninsite.com).