

The FullInsite Report

Prepared for: Meitler Consultants
Study area: Study Area

Base State: WI
Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Forecast: 2029
Date: 1/29/2021
Semi-Annual Projection: Summer

About the FullInsite Report

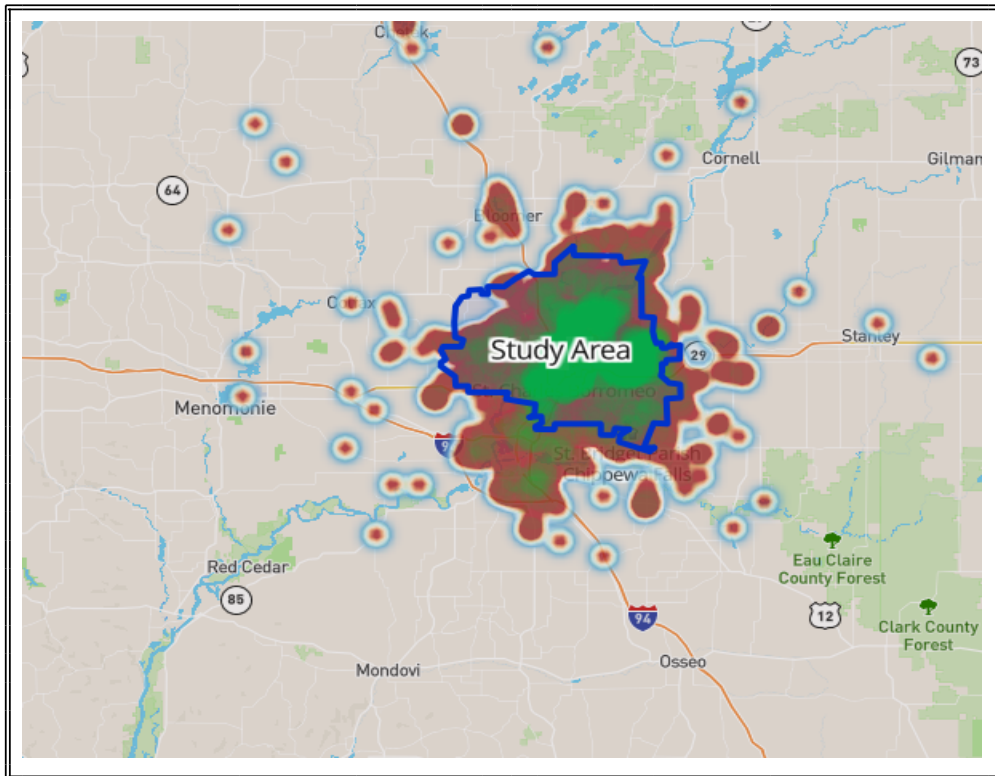
The FullInsite report is designed to provide an extensive demographic portrait of a user defined geographic area. The FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system!

The FullInsite report is divided into three sections, each providing a different approach to the data. Careful consideration is given to readability and graphic treatment. The hope is that the information it presents will be more accessible to the reader.

Three Sections

- The **StoryView** Report presents 9 demographic indicators of your study area.
- The **TrendView** provides four graphs that reflect the more significant demographic trends that will shape the study area in the 5 to 10 year future.
- The **ThemeView** Report provides a wealth of demographic detail across six themes: People, Households, Families, Diversity, Housing and Work.

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

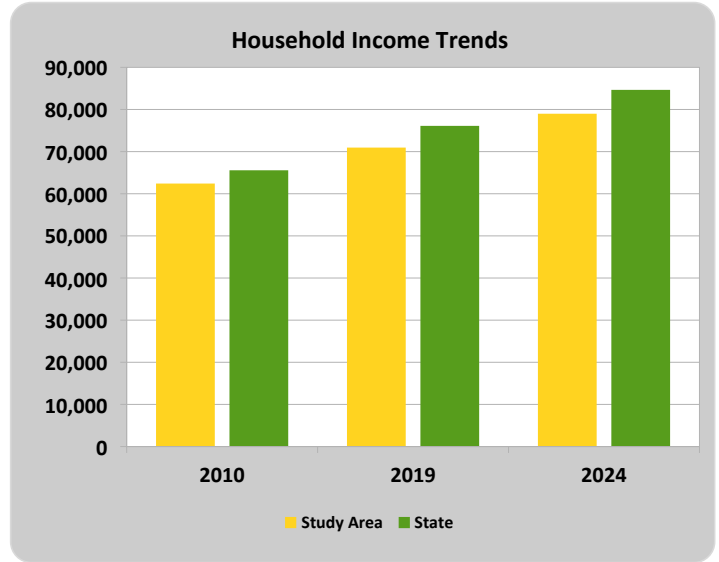
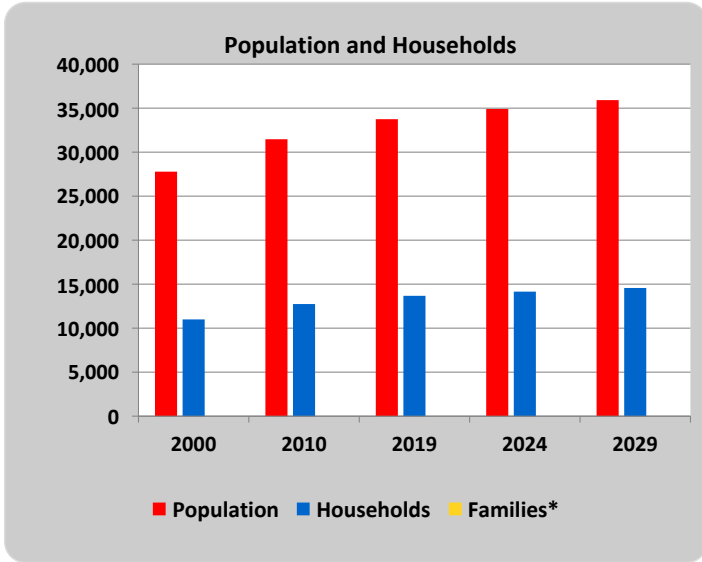
1	Population Change In the 10 year future, how is the population in this area expected to change? <small>(See the Population Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Growth</td> <td>Significant Growth</td> </tr> </table>	Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth			
2	Household Change In the 10 year future, how are the households in this area expected to change? <small>(See Households Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Increase</td> <td>Significant Increase</td> </tr> </table>	Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase
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? <small>(See Families Theme)</small>	<table border="1"> <tr> <td>Significantly Less</td> <td>Somewhat Less</td> <td>About the Same</td> <td>Somewhat More</td> <td>Significantly More</td> </tr> </table>	Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
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? <small>(See the People Theme)</small>	<table border="1"> <tr> <td>Very Low</td> <td>Low</td> <td>Mixed</td> <td>High</td> <td>Very High</td> </tr> </table>	Very Low	Low	Mixed	High	Very High
Very Low	Low	Mixed	High	Very High			
5	Community Diversity Index How diverse is the racial/ethnic mix of this area? <small>(See the Diversity Theme)</small>	<table border="1"> <tr> <td>Very Homogeneous</td> <td>Homogeneous</td> <td>Moderately Diverse</td> <td>Very Diverse</td> <td>Extremely Diverse</td> </tr> </table>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse			
6	Median Family Income How does the median family income compare to the state for this area? <small>(See the Income Theme)</small>	<table border="1"> <tr> <td>Significantly Less</td> <td>Somewhat Less</td> <td>About the Same</td> <td>Somewhat Greater</td> <td>Significantly Greater</td> </tr> </table>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater			
7	Poverty Compared to the state, are the number of families in poverty above or below the state average? <small>(See the Families Theme)</small>	<table border="1"> <tr> <td>Significantly Below</td> <td>Somewhat Below</td> <td>About the Same</td> <td>Somewhat Above</td> <td>Significantly Above</td> </tr> </table>	Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
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? <small>(See the Work Theme)</small>	<table border="1"> <tr> <td>Very Blue Collar</td> <td>Somewhat Blue</td> <td>Closely Split</td> <td>Somewhat White</td> <td>Very White Collar</td> </tr> </table>	Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
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? <small>(See the Diversity Theme)</small>	<table border="1"> <tr> <td>Asian (NH)</td> <td>Black/Afri American (NH)</td> <td>White (NH)</td> <td>Hispanic or Latino</td> <td>Pac Is/Amer Ind/Other</td> </tr> </table>	Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other
Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other			

TrendView

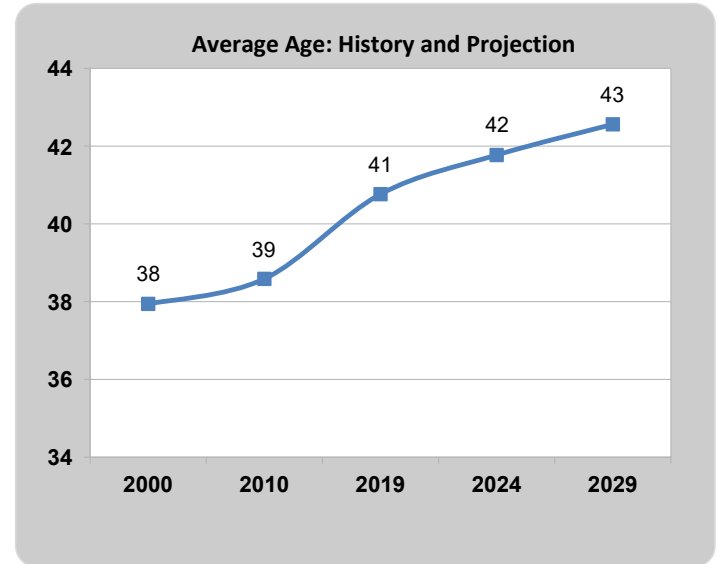
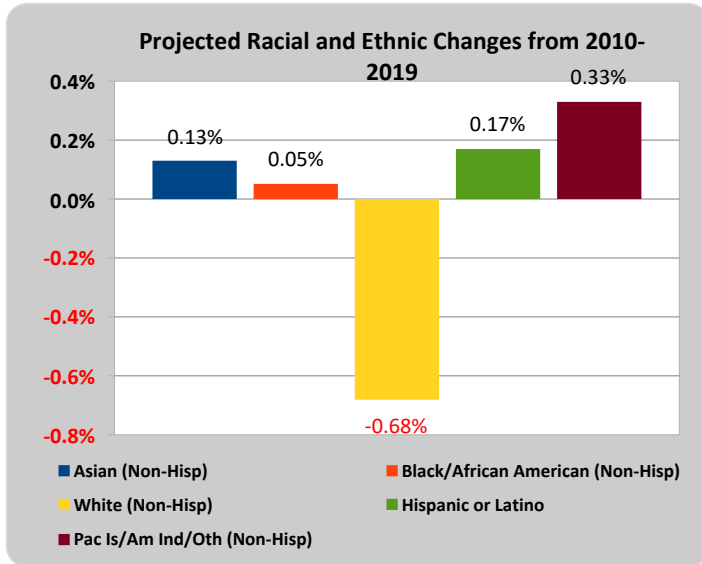
Significant Demographic Estimates and Projections

Prepared for: Meitler Consultants
Study Area: Study Area

Base State: WI
Date of Report: 1/29/2021



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



Demographic Descriptions of the Study Area

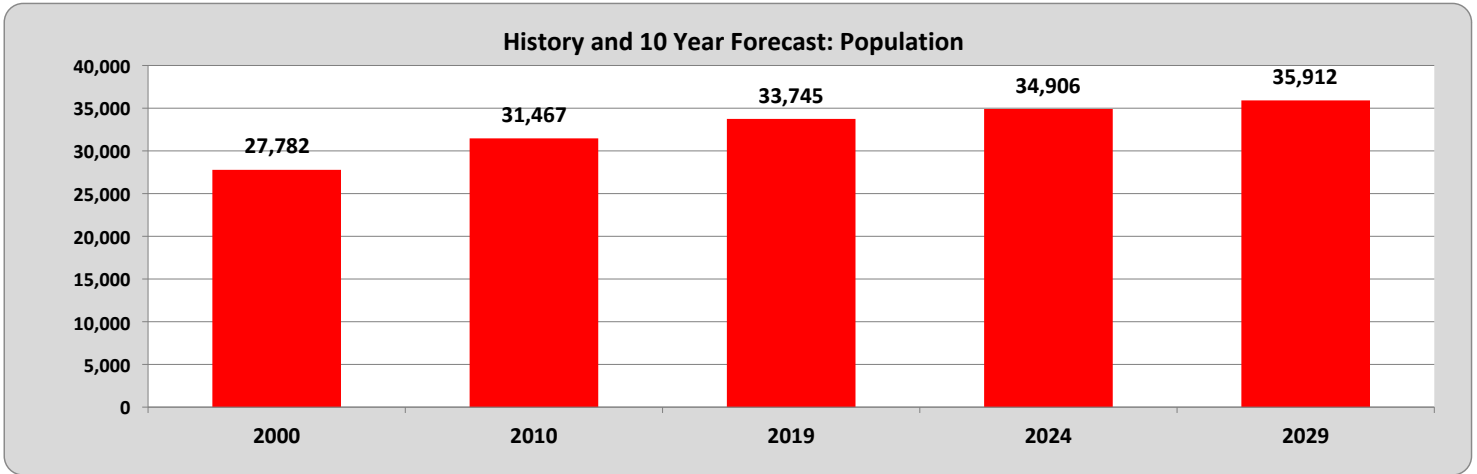
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People and Change

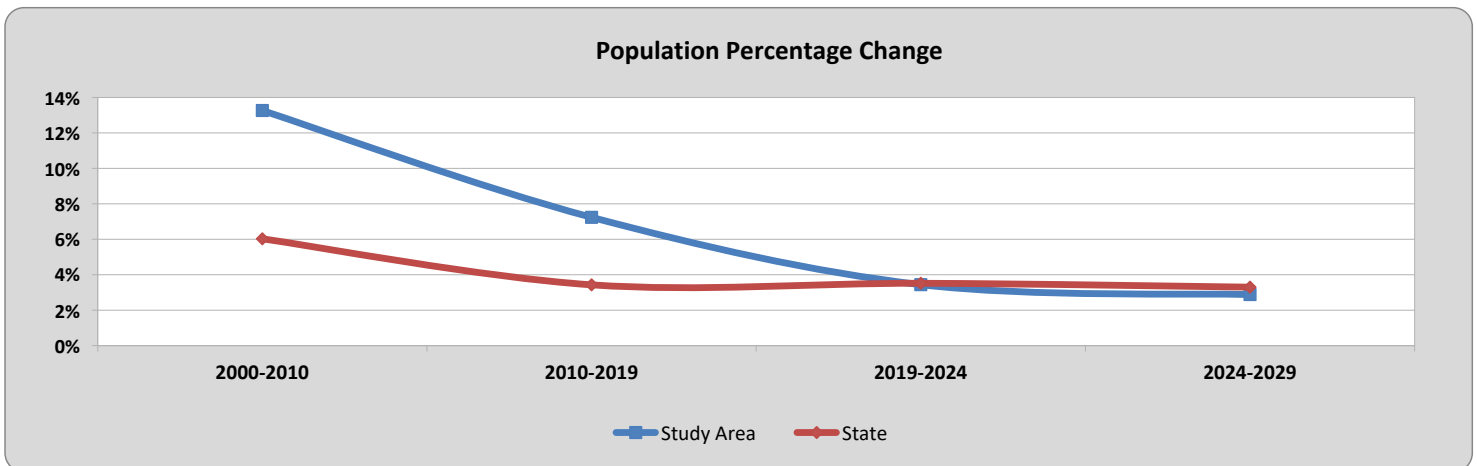
Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time, including a current estimate and, 5 and 10 year forecast.

Population History with 5 and 10 Year Projected Change



Population Trends	2000	2010	2019	2024	2029
Study Area Population	27,782	31,467	33,745	34,906	35,912
Population Change		3,685	2,278	1,161	1,006
Percent Change		13.26%	7.24%	3.44%	2.88%
State Population	5,363,677	5,686,986	5,882,073	6,089,025	6,289,935
Population Change		323,309	195,087	206,952	200,910
Percent Change		6.03%	3.43%	3.52%	3.30%

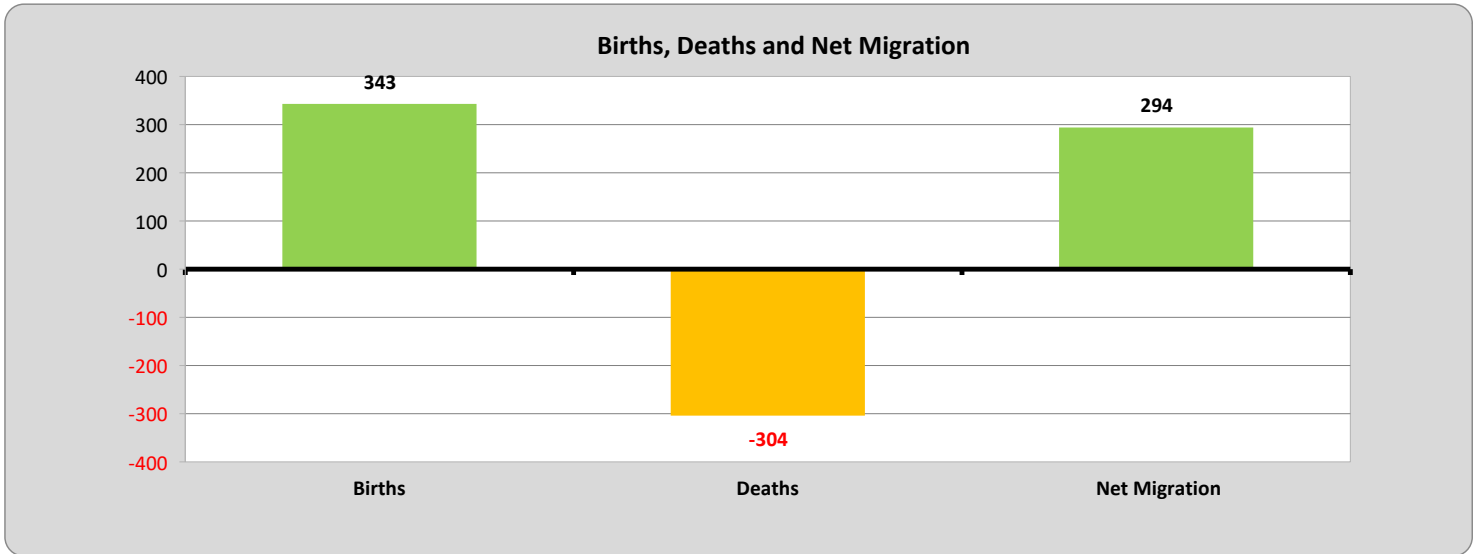
Projected Percentage Population Change: Comparison of Study Area to State



People and Change

<i>Recent 8 Quarter History</i>	2017 1st Qtr	2017 2nd Qtr	2017 3rd Qtr	2017 4th Qtr	2018 1st Qtr	2018 2nd Qtr	2018 3rd Qtr	2018 4th Qtr
Population	33,292	33,373	33,466	33,422	33,411	33,607	33,576	33,709
Change		81	93	-44	-11	196	-31	133
Percent Change		0.24%	0.28%	-0.13%	-0.03%	0.59%	-0.09%	0.40%
Seasonal Population	638	398	28	243	603	379	28	262
Change		-240	-370	215	360	-224	-351	234
Percent Change		-37.62%	-92.96%	767.86%	148.15%	-37.15%	-92.61%	835.71%
Transient Population	1,353	199	94	106	1,353	199	105	107
Change		-1,154	-105	12	1,247	-1,154	-94	2
Percent Change		-85.29%	-52.76%	12.77%	1176.42%	-85.29%	-47.24%	1.90%

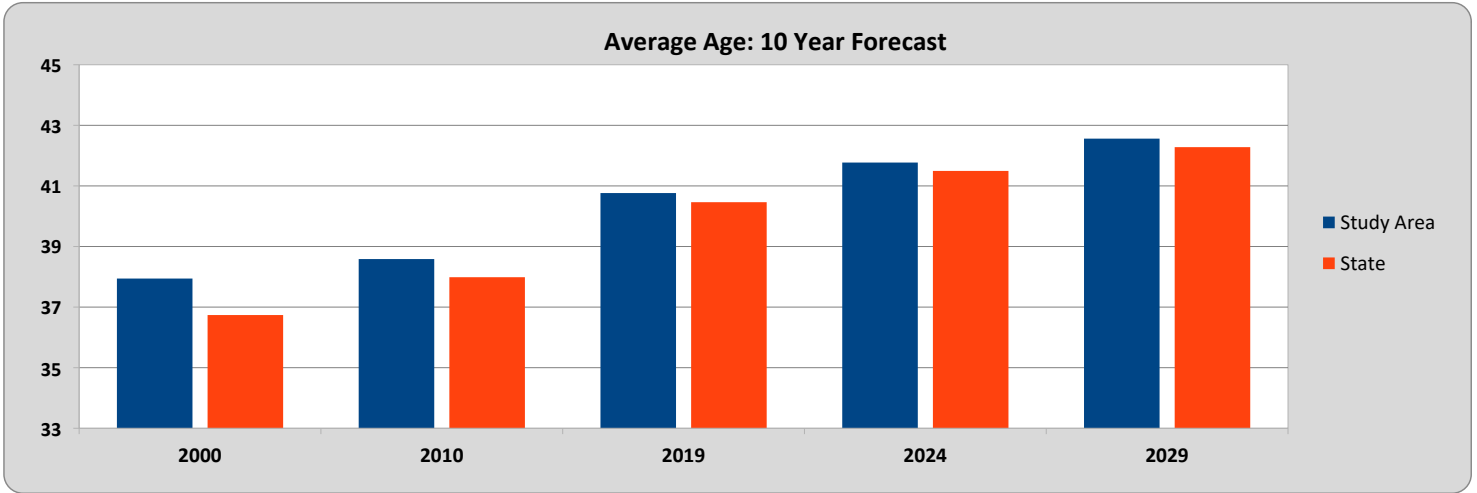
Factors Effecting Population Change: Prior 12 Months



	2019
Factors Effecting Population Change	
Births	343
Deaths	304
Net Migration	294
Net 12-Month Change	0
(Births minus deaths plus net migration = Net 12 month Change)	

	2010		2019		2024		2029		10 Yr Change
Population by Gender									
Female	15,475	49.18%	16,594	49.17%	17,190	49.25%	17,724	49.35%	0.18%
Male	15,991	50.82%	17,151	50.83%	17,716	50.75%	18,189	50.65%	-0.18%
Totals:	31,466	100.00%	33,745	100.00%	34,906	100.00%	35,913	100.00%	

Average Age with State Comparison

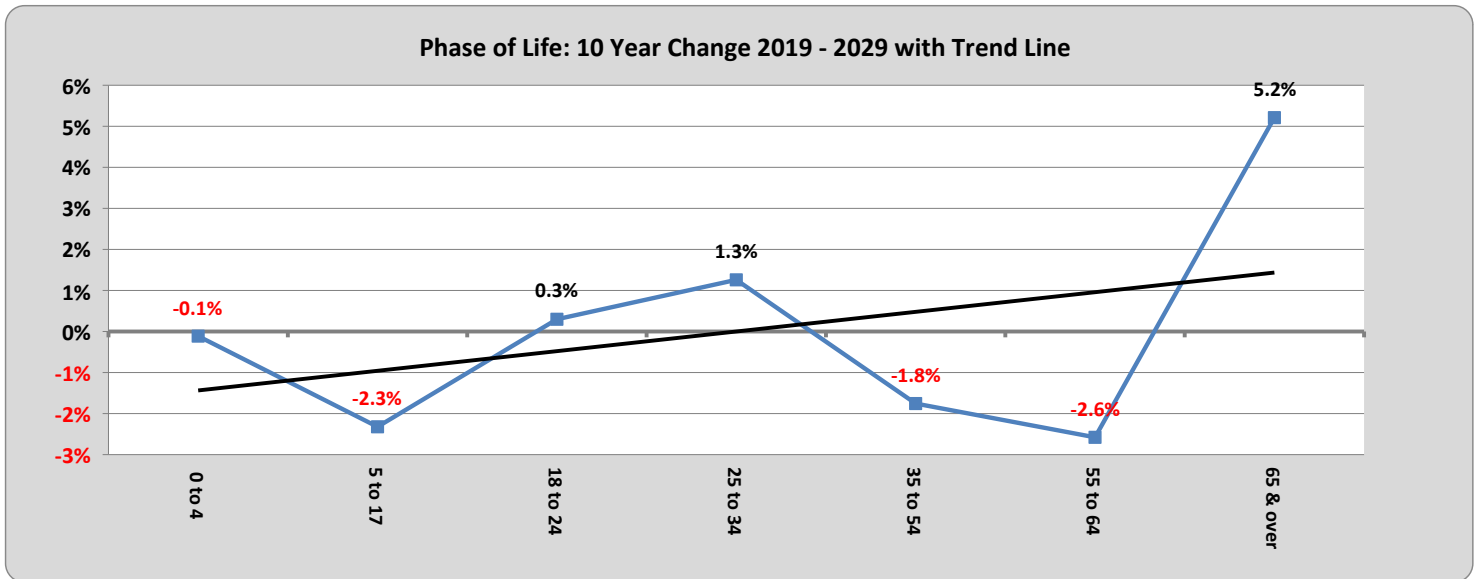


Age Trends	2000	2010	2019	2024	2029
Average Age: Study Area	37.94	38.59	40.76	41.77	42.56
Average Age Change		0.64	2.18	1.01	0.79
Percent Change		1.70%	5.65%	2.47%	1.89%
Median Age	37	39	40	41	41

Age: State	2000	2010	2019	2024	2029
Average Age: State	36.74	37.99	40.46	41.50	42.28
Average Age Change		1.25	2.48	1.03	0.78
Percent Change		3.40%	6.52%	2.55%	1.89%
Median Age	35	37	39	40	41

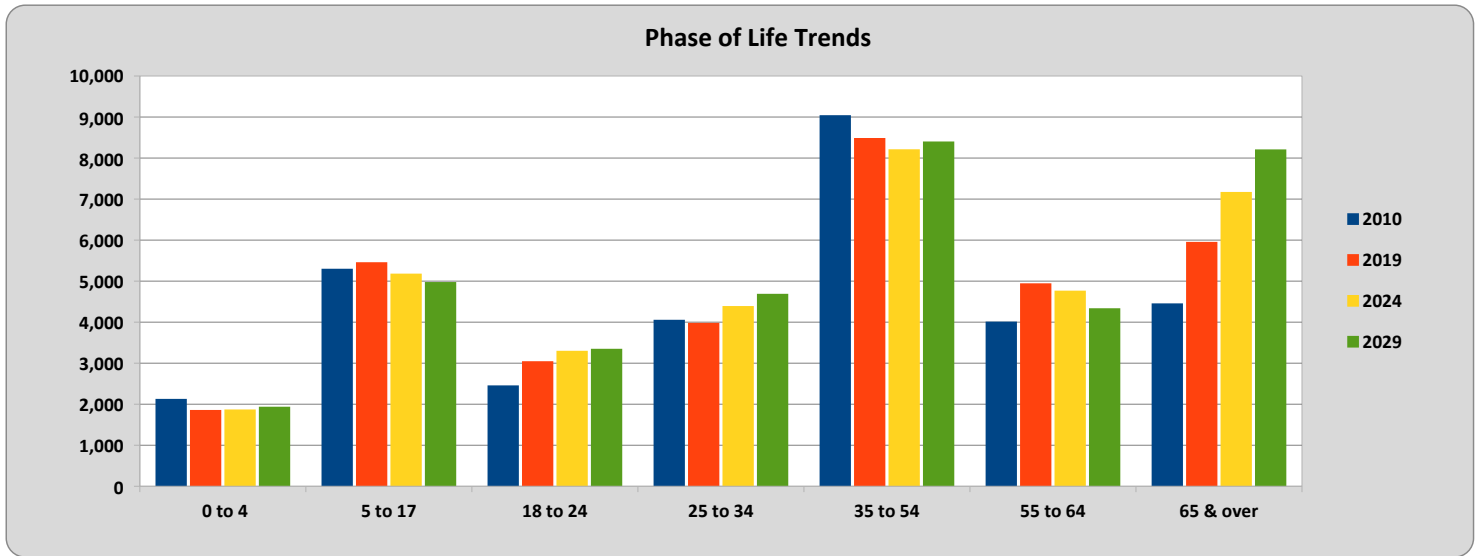
Phase of Life Projected Change

As people Age, they pass through various life phases. Based upon the number of persons born each year, the result can produce increases and decreases in various life phases.

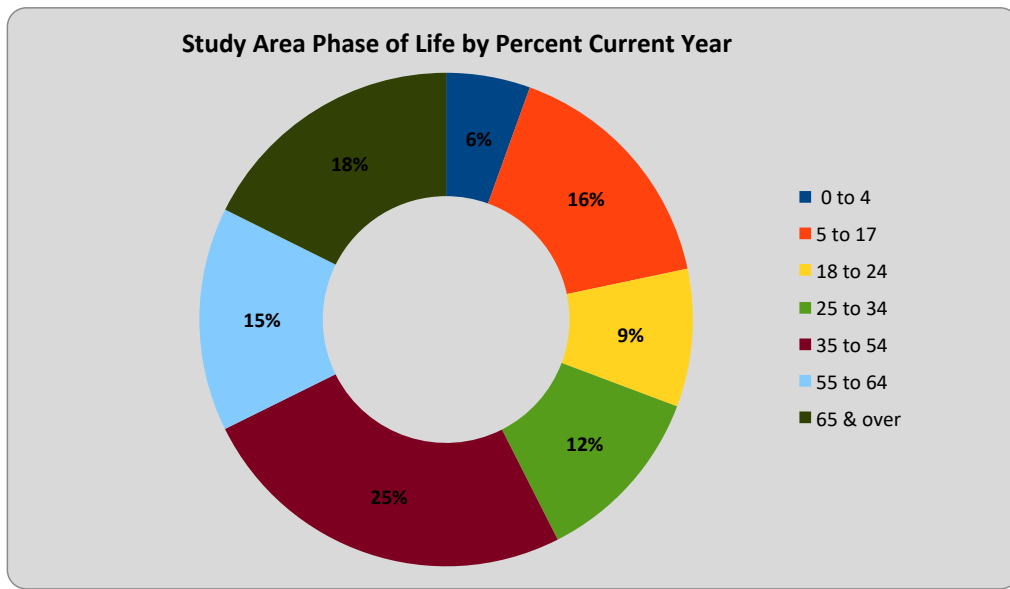


People by Age

Phase of Life



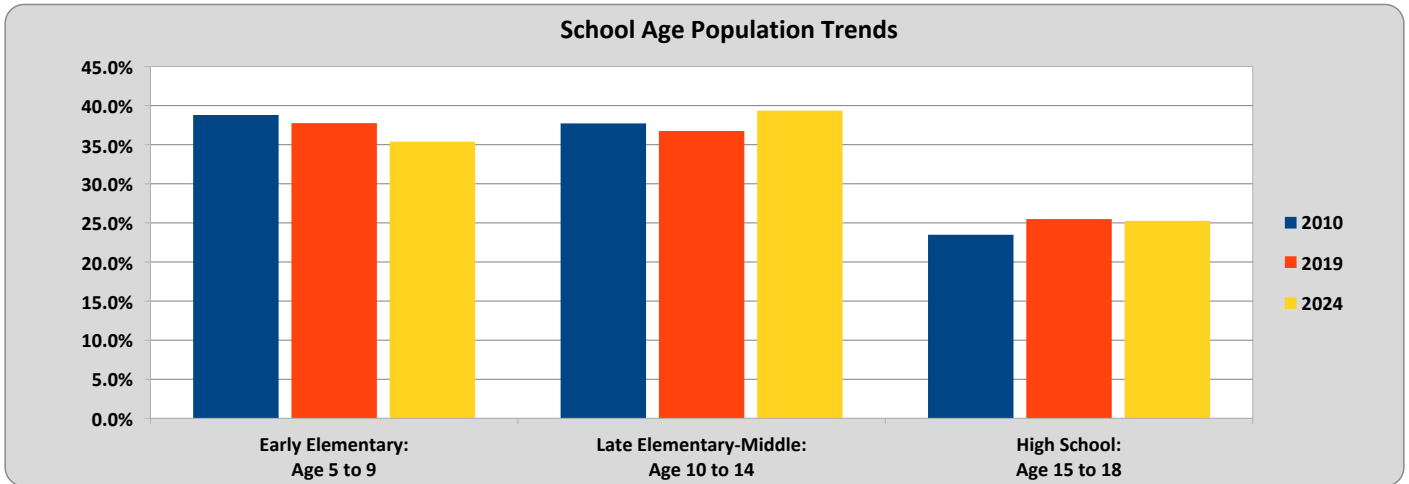
Current Year Population by Phase of Life



	2010		2019		2024		2029		10 Yr Change
Phase of life Forecast									
Before Formal Schooling: Ages 0 to 4	2,130	6.77%	1,860	5.51%	1,872	5.36%	1,939	5.40%	-0.11%
Required Formal Schooling: Ages 5 to 17	5,302	16.85%	5,461	16.18%	5,183	14.85%	4,978	13.86%	-2.32%
College/Career Starts: Ages 18 to 24	2,459	7.81%	3,048	9.03%	3,302	9.46%	3,351	9.33%	0.30%
Singles and Young Families: Ages 25 to 34	4,058	12.90%	3,983	11.80%	4,393	12.59%	4,691	13.06%	1.26%
Families/Empty Nesters: Ages 35 to 54	9,045	28.75%	8,489	25.16%	8,214	23.53%	8,404	23.40%	-1.76%
Enrich Years Singles/Couples: Ages 55 to 64	4,014	12.76%	4,947	14.66%	4,768	13.66%	4,339	12.08%	-2.58%
Retirement Opportunities: Age 65 and over	4,458	14.17%	5,957	17.65%	7,174	20.55%	8,211	22.86%	5.21%
Totals:	31,466	100.00%	33,745	100.00%	34,906	100.00%	35,913	100.00%	

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

School Age Population Trends



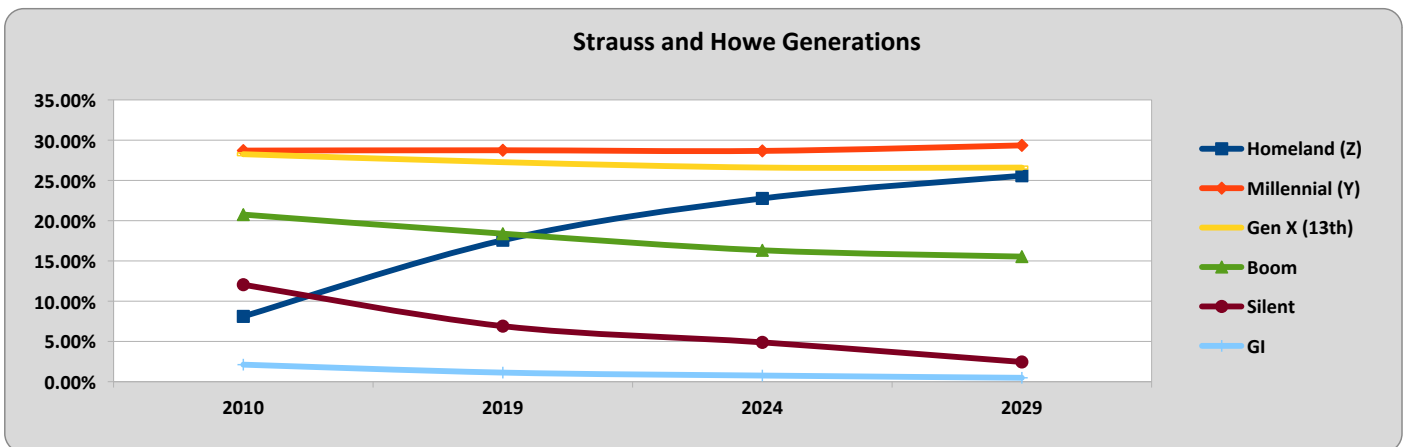
Study Area	Study Area			5 Yr Chg	WI			Comp Index CY
	2010	2019	2024		2010	2019	2024	
School Age Population Trends								
Early Elem: 5 to 9	2,057	2,062	1,834	-2.37%	37.57%	37.41%	37.54%	101
Late Elem-Mid: 10 to 14	2,000	2,007	2,040	2.61%	38.32%	37.96%	38.24%	97
High School: 15 to 17	1,245	1,392	1,309	-0.23%	24.11%	24.63%	24.21%	103
Totals:	5,302	5,461	5,183		100.00%	100.00%	100.00%	

Age by Generations

Generations	S & H Type	Initial Birth Yr	Final Birth Yr	2010		2019		2024		2029	
Homeland (Z)	Artist	2005	2025	2,553	8.11%	5,930	17.57%	7,946	22.76%	8,814	25.58%
Millennial (Y)	Hero	1982	2004	9,035	28.71%	9,701	28.75%	10,007	28.67%	10,114	29.35%
Gen X (13th)	Nomad	1961	1981	8,893	28.26%	9,202	27.27%	9,285	26.60%	9,164	26.60%
Boom	Prophet	1946	1960	6,532	20.76%	6,205	18.39%	5,698	16.32%	5,354	15.54%
Silent	Artist	1925	1945	3,792	12.05%	2,328	6.90%	1,705	4.88%	844	2.45%
GI	Hero	1901	1924	666	2.12%	382	1.13%	267	0.76%	167	0.48%
Totals:				31,471	100.00%	33,748	100.00%	34,907	100.00%	34,458	100.00%

[For more information on Generational types, click here](#)

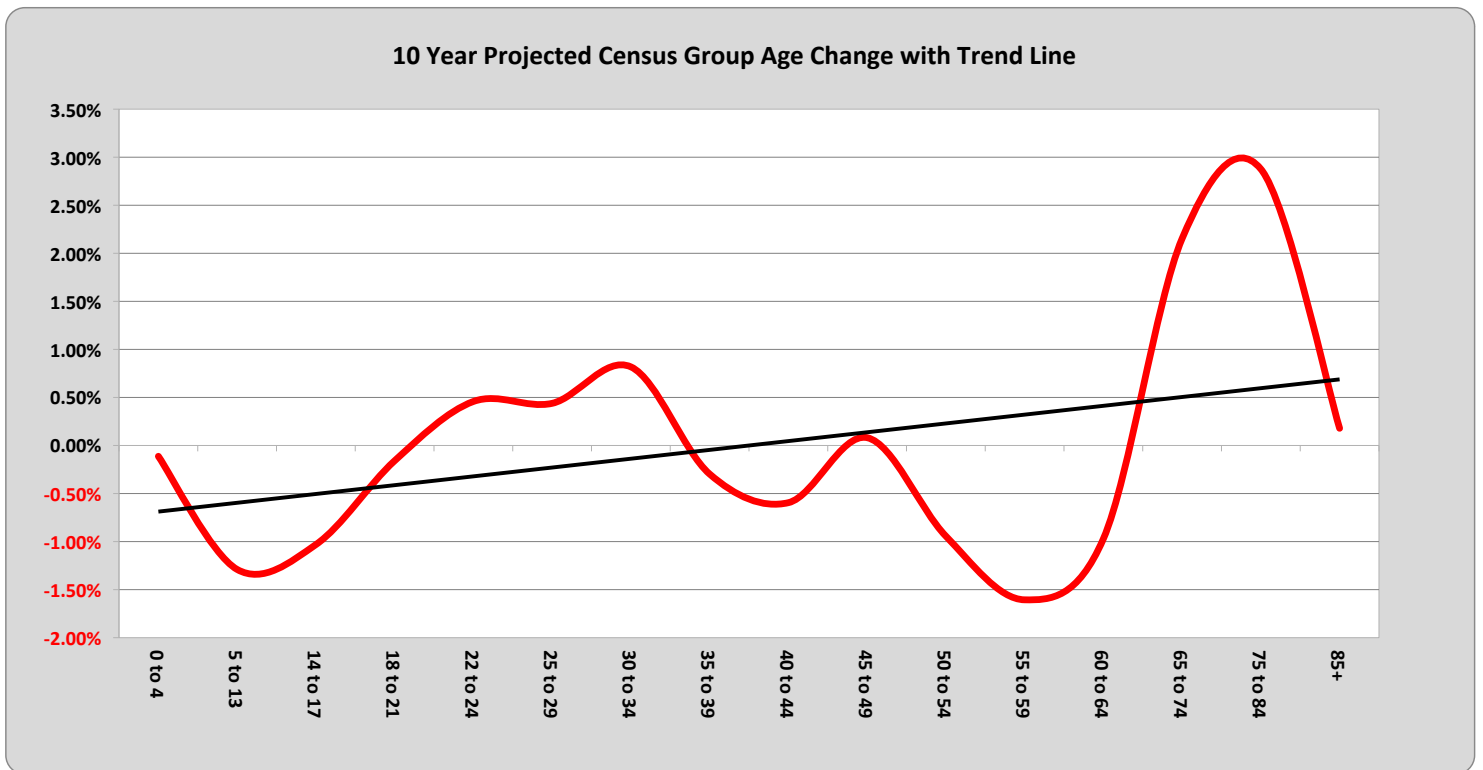
Generations as Percentage of the Population Trends



People by Age

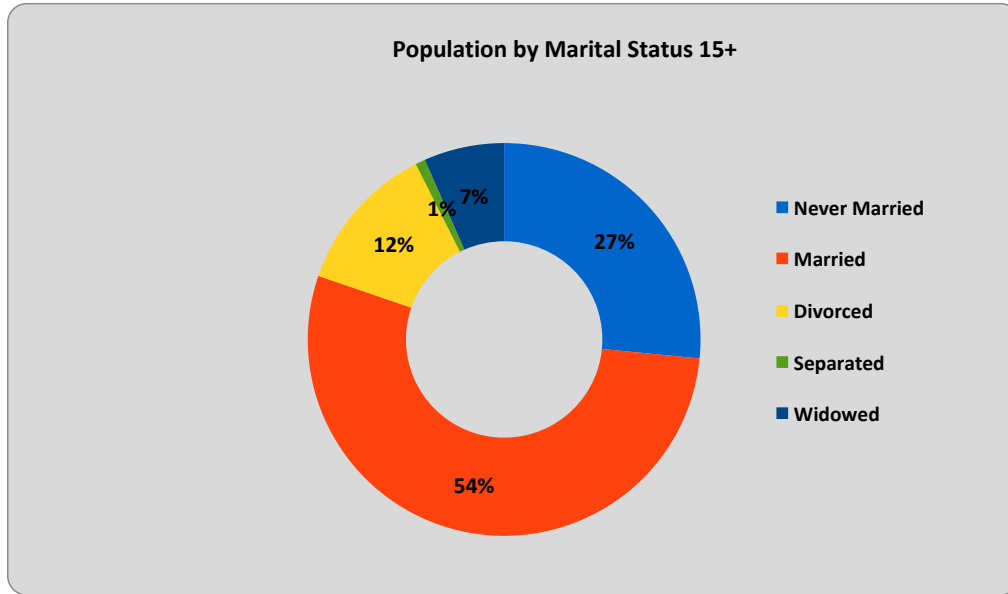
	2010		2019		2024		2029		10 Yr Change
Population by Age Forecast									
0 to 4	2,130	6.77%	1,860	5.51%	1,872	5.36%	1,939	5.40%	-0.11%
5 to 13	3,653	11.61%	3,664	10.86%	3,410	9.77%	3,436	9.57%	-1.29%
14 to 17	1,648	5.24%	1,797	5.33%	1,773	5.08%	1,542	4.29%	-1.03%
18 to 21	1,302	4.14%	1,762	5.22%	1,922	5.51%	1,818	5.06%	-0.16%
22 to 24	1,158	3.68%	1,286	3.81%	1,380	3.95%	1,533	4.27%	0.46%
25 to 29	2,116	6.72%	2,111	6.26%	2,281	6.53%	2,404	6.69%	0.44%
30 to 34	1,943	6.17%	1,872	5.55%	2,113	6.05%	2,286	6.37%	0.82%
35 to 39	1,921	6.10%	2,129	6.31%	1,895	5.43%	2,159	6.01%	-0.30%
40 to 44	2,164	6.88%	2,021	5.99%	2,175	6.23%	1,937	5.39%	-0.60%
45 to 49	2,442	7.76%	2,053	6.08%	2,064	5.91%	2,214	6.17%	0.08%
50 to 54	2,518	8.00%	2,286	6.77%	2,079	5.96%	2,094	5.83%	-0.94%
55 to 59	2,214	7.04%	2,488	7.37%	2,287	6.55%	2,071	5.77%	-1.61%
60 to 64	1,800	5.72%	2,459	7.29%	2,481	7.11%	2,268	6.32%	-0.97%
65 to 74	2,234	7.10%	3,609	10.69%	4,307	12.34%	4,614	12.85%	2.15%
75 to 84	1,531	4.87%	1,729	5.12%	2,236	6.41%	2,873	8.00%	2.88%
85+	693	2.20%	620	1.84%	630	1.80%	724	2.02%	0.18%
Totals:	31,467	100.00%	33,746	100.00%	34,905	100.00%	35,912	100.00%	

Age Category Changes



People by Household Type and Marital Status

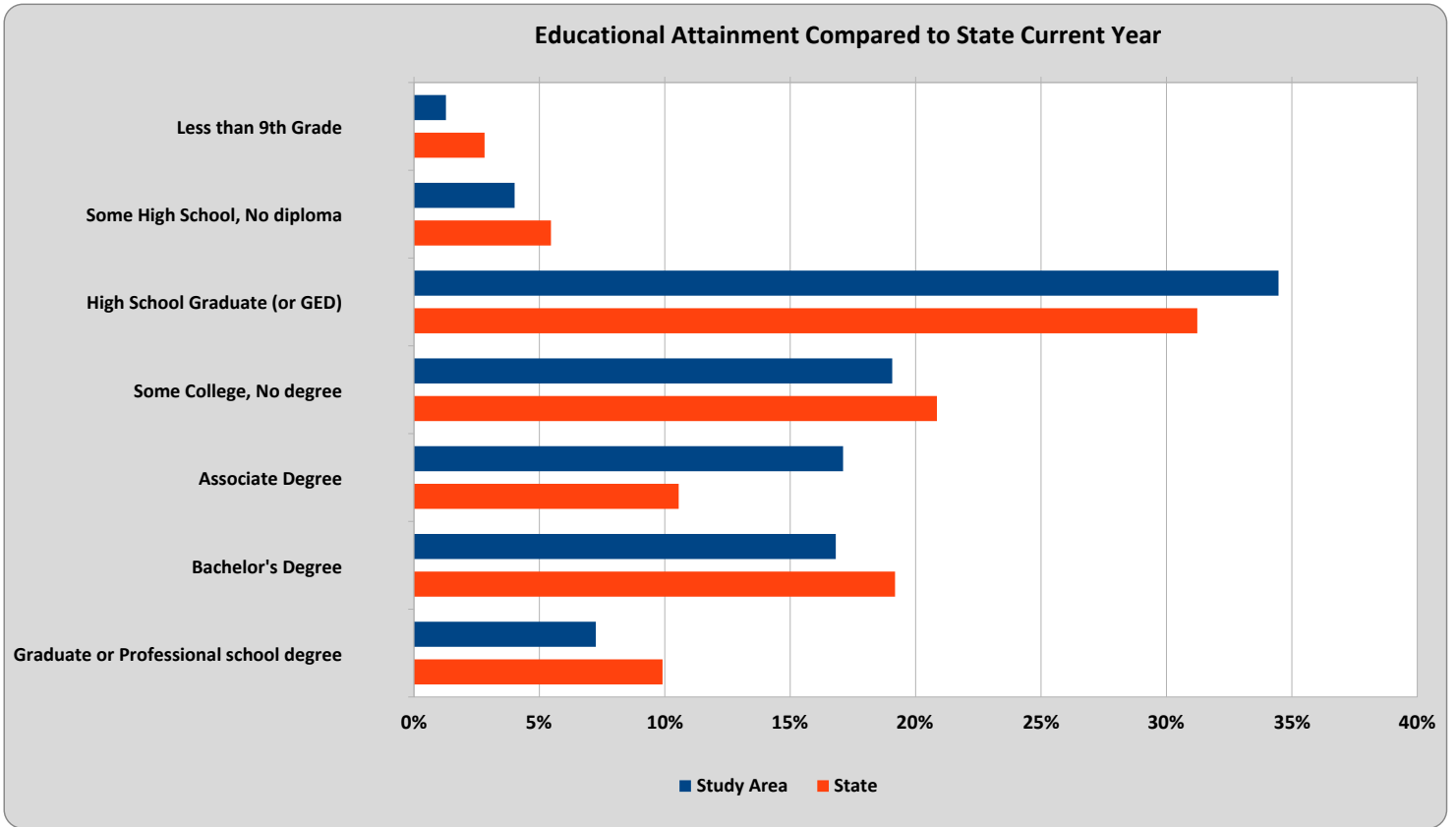
Population by Household Type



	Study Area							State of WI		Comp Index CY
	2010		2019		2024		5 Yr Chg	2019		
Population by Household Type Trends										
Population in Family Households	25,372	80.63%	27,257	80.77%	28,207	80.81%	0.04%	4,661,728	79.25%	102
Population in Non-Family Households	5,218	16.58%	5,564	16.49%	5,749	16.47%	-0.02%	1,067,935	18.16%	91
Population in Group Quarters	876	2.78%	924	2.74%	950	2.72%	-0.02%	152,410	2.59%	106
Totals:	31,466	100.00%	33,745	100.00%	34,906	100.00%		5,882,073	100.00%	
Population by Marital Status 15+										
Never Married	6,340	24.69%	7,491	26.54%	7,962	26.88%	0.33%	1,559,001	31.53%	84
Married	14,801	57.63%	15,156	53.70%	15,897	53.66%	-0.04%	2,530,315	51.17%	105
Divorced	2,789	10.86%	3,478	12.32%	3,546	11.97%	-0.35%	527,249	10.66%	116
Separated	248	0.97%	228	0.81%	242	0.82%	0.01%	50,697	1.03%	79
Widowed	1,505	5.86%	1,868	6.62%	1,977	6.67%	0.05%	277,912	5.62%	118
Totals:	25,683	100.00%	28,221	100.00%	29,624	100.00%		4,945,174	100.00%	
Population by Marital Status Single Female 15+										
Divorced	1,496	29.24%	1,693	26.74%				286,387	23.32%	115
Never Married	2,375	46.42%	3,194	50.45%				724,393	58.98%	86
Widowed	1,245	24.34%	1,444	22.81%				217,398	17.70%	129
Totals:	5,116	100.00%	6,331	100.00%				1,228,178	100.00%	
Population by Marital Status Single Male 15+										
Divorced	1,293	23.43%	1,784	27.43%				240,862	21.20%	129
Never Married	3,965	71.86%	4,297	66.06%				834,608	73.47%	90
Widowed	260	4.71%	424	6.52%				60,514	5.33%	122
Totals:	5,518	100.00%	6,505	100.00%				1,135,984	100.00%	
Population by Group Quarters										
Institutionalized	691	78.88%	690	79.31%				73,745	49.91%	159
Non-institutionalized: College	0	0.00%	0	0.00%				56,735	38.40%	0
Non-institutionalized: Military	0	0.00%	0	0.00%				133	0.09%	0
Non-institutionalized: Other	185	21.12%	180	20.69%				17,145	11.60%	178
Totals:	876	100.00%	870	100.00%				147,758	100.00%	

People by Education and School Enrollment

Population by Educational Attainment: 25+

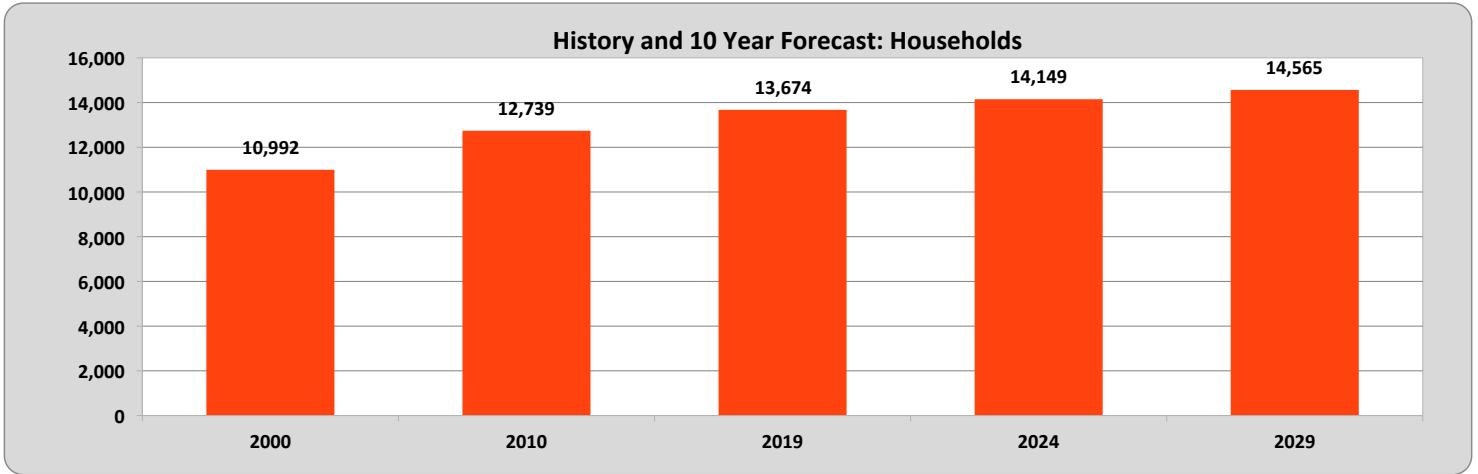


	Study Area							WI 2019	Comp Index CY
	2010		2019		2024		5 Yr Chg		
Population by Educational Attainment: 25+									
Less than 9th grade	715	3.31%	298	1.27%	281	1.17%	-0.11%	2.81%	45
Some High School, No diploma	1,361	6.31%	938	4.01%	973	4.04%	0.03%	5.46%	73
High School Graduate (or GED)	7,534	34.92%	8,057	34.47%	8,011	33.28%	-1.19%	31.23%	110
Some College, No degree	4,426	20.51%	4,457	19.07%	4,589	19.06%	-0.01%	20.85%	91
Associate Degree	3,015	13.97%	3,999	17.11%	4,215	17.51%	0.40%	10.55%	162
Bachelor's Degree	3,370	15.62%	3,931	16.82%	4,152	17.25%	0.43%	19.18%	88
Graduate or Professional School	1,156	5.36%	1,695	7.25%	1,854	7.70%	0.45%	9.91%	73
Totals:	21,577	100.00%	23,375	100.00%	24,075	100.00%		100.00%	
Population: Currently Enrolled in Education									
High School			2,004	31.53%					
Kindergarten/Elementary School			3,933	61.89%					
Nursery School/Preschool			418	6.58%					
Totals:			6,355	100.00%					

Households and Change

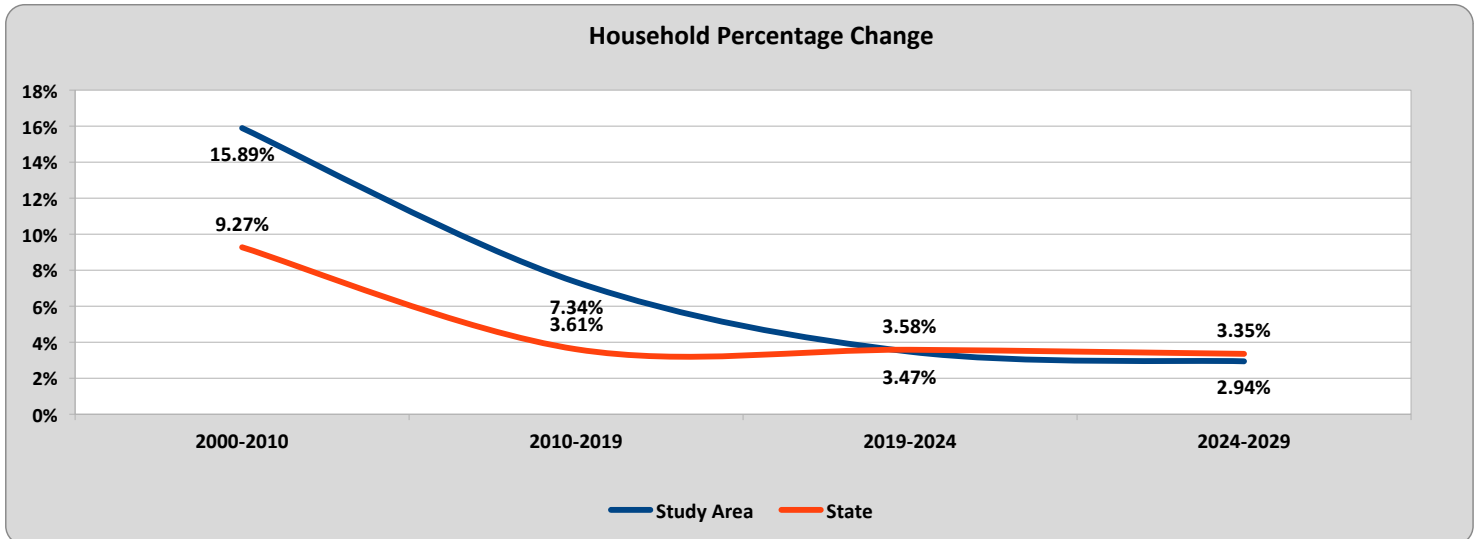
A household is defined as all people who occupy a housing unit. It includes two sub-categories: family households and non-family households. Group quarters are not included in this report.

Household History with 5 and 10 Year Projected Change



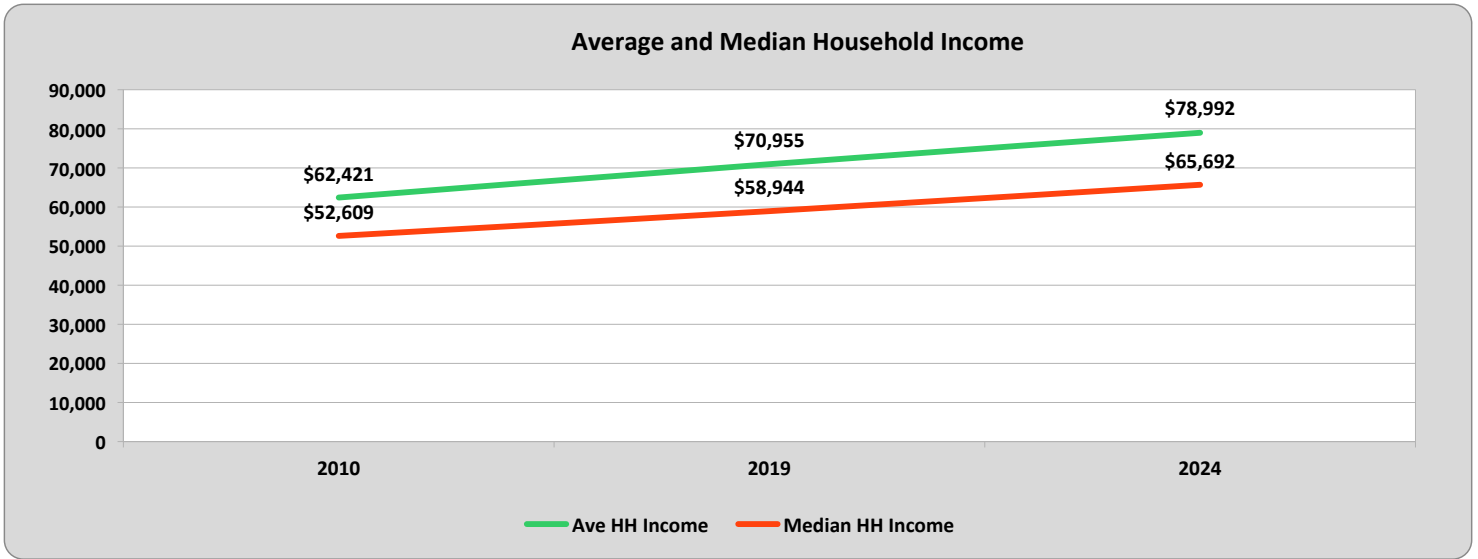
Household Trends	2000	2010	2019	2024	2029
Study Area Households	10,992	12,739	13,674	14,149	14,565
Households Change		1,747	935	475	416
Percent Change		15.89%	7.34%	3.47%	2.94%
State Households	2,086,308	2,279,768	2,362,099	2,446,701	2,528,755
Households Change		193,460	82,331	84,602	82,054
Percent Change		9.27%	3.61%	3.58%	3.35%
Population / Households	2.53	2.47	2.47	2.47	2.47
Population / Households Change		-0.06	0.00	0.00	0.00
Percent Change		-2.27%	-0.09%	-0.03%	-0.06%

Projected Percentage Household Change: Comparison of Study Area to State



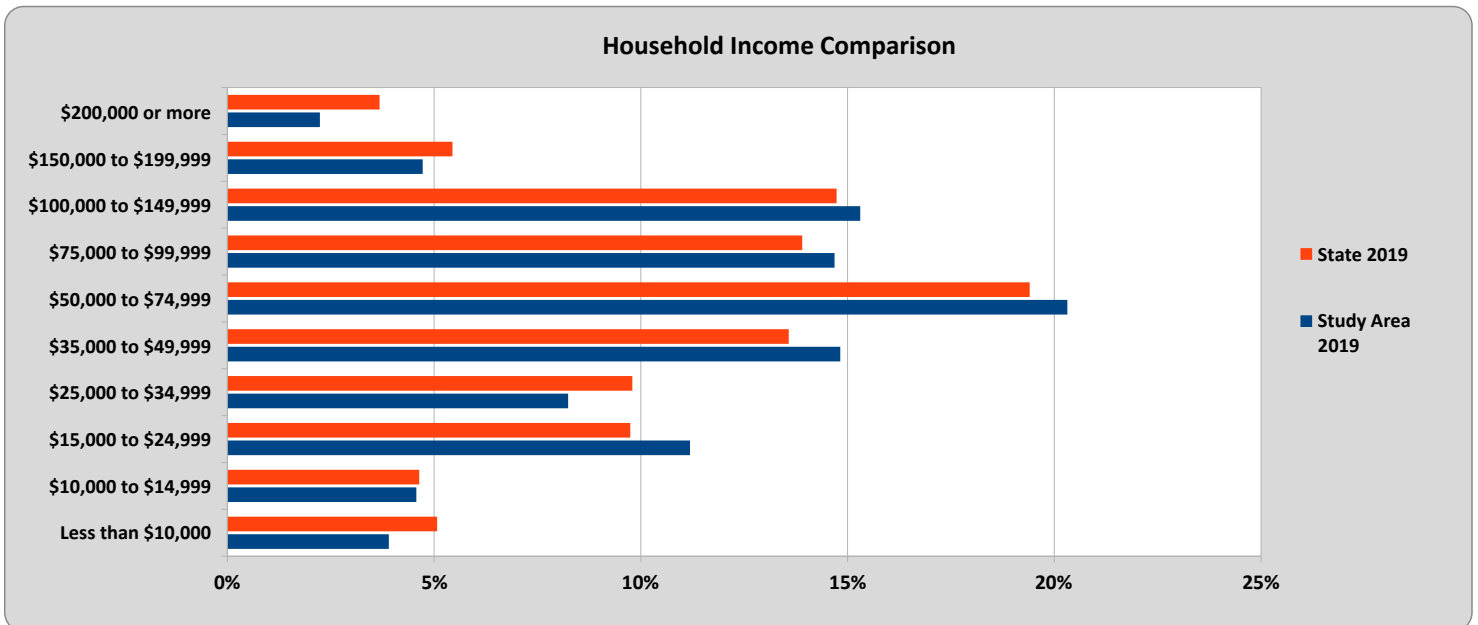
Households by Income

Average and Median Household Income Trends



Household Income Trends	2010	2019	2024
Study Area: Average HH Income	62,421	70,955	78,992
Households Change		8,534	8,037
Percent Change		13.67%	11.33%
Study Area: Median HH Income	52,609	58,944	65,692
Per Capita Income	25,270	28,752	32,019
Per Capita Income Change		3,482	3,267
Percent Change		13.78%	11.36%
State Average HH Income	65,568	76,110	84,654
Households Change		10,541	8,544
Percent Change		16.08%	11.23%
Average HH Income Comparative Index	95	93	93

Current Year Estimated Household Income Comparison to State

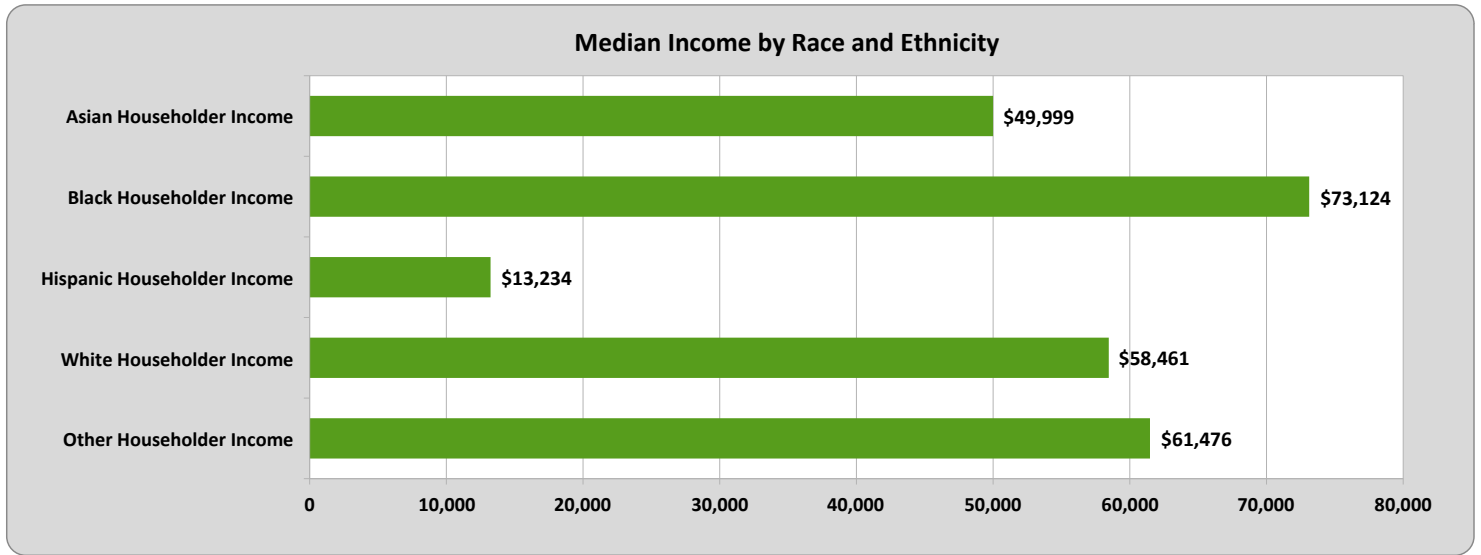


Households by Income

	Study Area							WI 2019	Comp Index CY
	2010		2019		2024		5 Yr Chg		
Household Income Forecast by Category									
Less than \$10,000	630	4.95%	534	3.91%	480	3.39%	-0.51%	5.07%	77
\$10,000 to \$14,999	824	6.47%	625	4.57%	480	3.39%	-1.18%	4.64%	98
\$15,000 to \$24,999	1,435	11.26%	1,530	11.19%	1,231	8.70%	-2.49%	9.74%	115
\$25,000 to \$34,999	1,291	10.13%	1,127	8.24%	1,337	9.45%	1.21%	9.79%	84
\$35,000 to \$49,999	1,887	14.81%	2,027	14.82%	1,729	12.22%	-2.61%	13.58%	109
\$50,000 to \$74,999	2,897	22.74%	2,778	20.32%	2,897	20.47%	0.16%	19.40%	105
\$75,000 to \$99,999	1,822	14.30%	2,008	14.68%	2,116	14.95%	0.27%	13.90%	106
\$100,000 to \$149,999	1,426	11.19%	2,093	15.31%	2,418	17.09%	1.78%	14.74%	104
\$150,000 to \$199,999	361	2.83%	646	4.72%	912	6.44%	1.72%	5.45%	87
\$200,000 or more	166	1.30%	306	2.24%	551	3.89%	1.66%	3.68%	61
Totals:	12,739	100.00%	13,674	100.00%	14,151	100.00%		100.00%	
Family Income Forecast by Category									
Less than \$10,000			226	2.48%	230	2.43%	-0.0004465	3.17%	78
\$10,000 to \$14,999			127	1.39%	129	1.36%	-0.03%	2.49%	56
\$15,000 to \$24,999			437	4.79%	447	4.73%	-0.06%	6.09%	79
\$25,000 to \$34,999			557	6.10%	637	6.74%	0.63%	7.67%	80
\$35,000 to \$49,999			1,188	13.02%	1,221	12.91%	-0.11%	12.19%	107
\$50,000 to \$74,999			2,163	23.70%	2,233	23.61%	-0.09%	20.18%	117
\$75,000 to \$99,999			1,698	18.61%	1,750	18.50%	-0.10%	16.78%	111
\$100,000 to \$149,999			1,859	20.37%	1,921	20.31%	-0.06%	19.12%	107
\$150,000 to \$199,999			562	6.16%	577	6.10%	-0.06%	7.33%	84
\$200,000 or more			308	3.38%	312	3.30%	-0.08%	4.98%	68
Totals:			9,125	100.00%	9,457	100.00%		100.00%	
Non-family Income Forecast by Category									
Less than \$10,000			203	4.46%	180	3.84%	-0.62%	6.17%	72
\$10,000 to \$14,999			256	5.63%	197	4.20%	-1.43%	5.60%	100
\$15,000 to \$24,999			589	12.95%	479	10.21%	-2.73%	11.07%	117
\$25,000 to \$34,999			384	8.44%	452	9.64%	1.20%	8.49%	99
\$35,000 to \$49,999			708	15.56%	628	13.39%	-2.17%	14.37%	108
\$50,000 to \$74,999			868	19.08%	928	19.78%	0.71%	19.54%	98
\$75,000 to \$99,999			648	14.24%	674	14.37%	0.13%	13.34%	107
\$100,000 to \$149,999			623	13.69%	741	15.80%	2.10%	13.42%	102
\$150,000 to \$199,999			181	3.98%	257	5.48%	1.50%	4.75%	84
\$200,000 or more			90	1.98%	155	3.30%	1.33%	3.25%	61
Totals:			4,550	100.00%	4,691	100.00%		100.00%	
Household Income									
			Study Area					WI	Comp Index
			2019		2024		5 Yr Chg	2019	CY
Median			58,944		65,692		6748	59,235	100
Family Median			73,433		73,113		-320	72,514	101

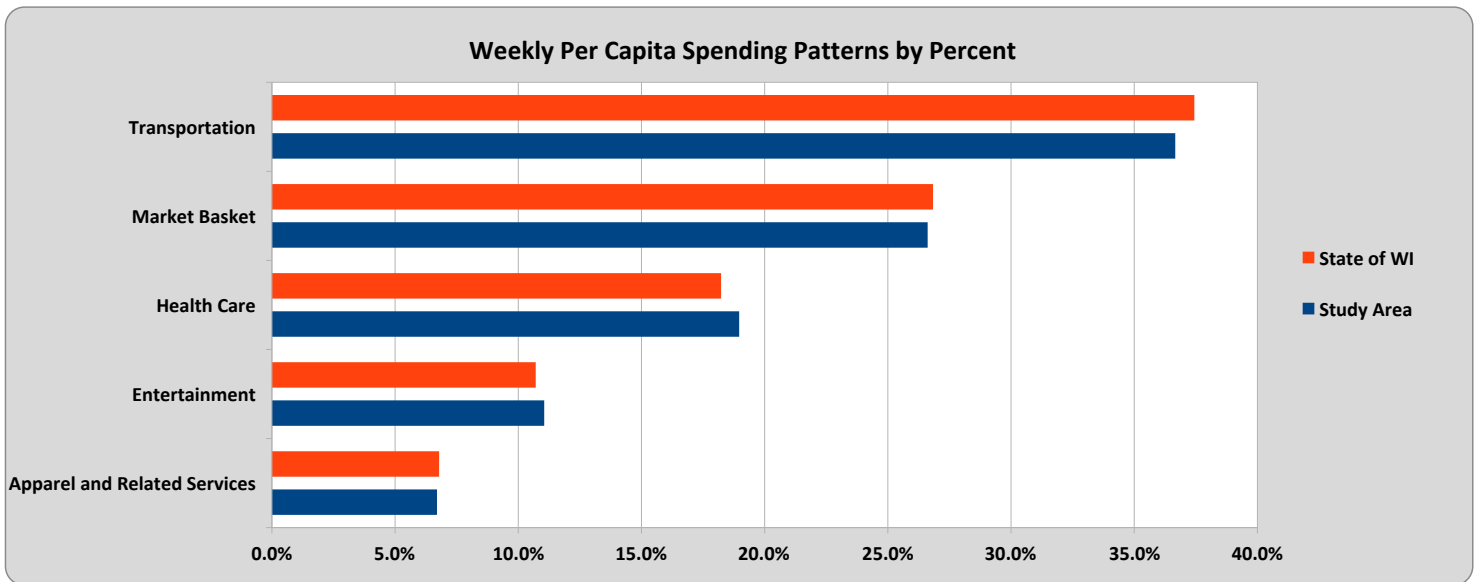
Households by Income

Median Income by Race and Ethnicity: 2019



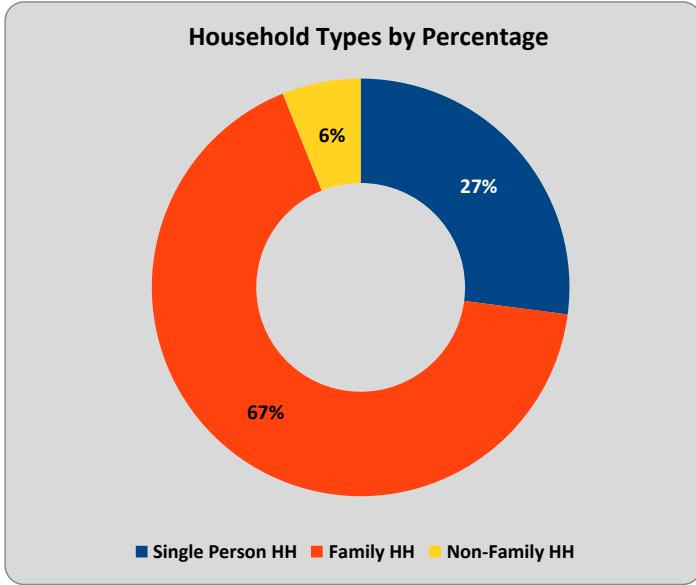
	Study Area	State of WI	Comp Index CY
2019 Median Income by Race and Ethnicity: Compared to State			
Asian Householder Income	49,999	63,464	79
Black Householder Income	73,124	27,546	265
Hispanic Householder Income	13,234	43,565	30
White Householder Income	58,461	61,945	94
Other Householder Income	61,476	44,928	137

Spending Patterns: Weekly Per Capita Consumer Expenditures

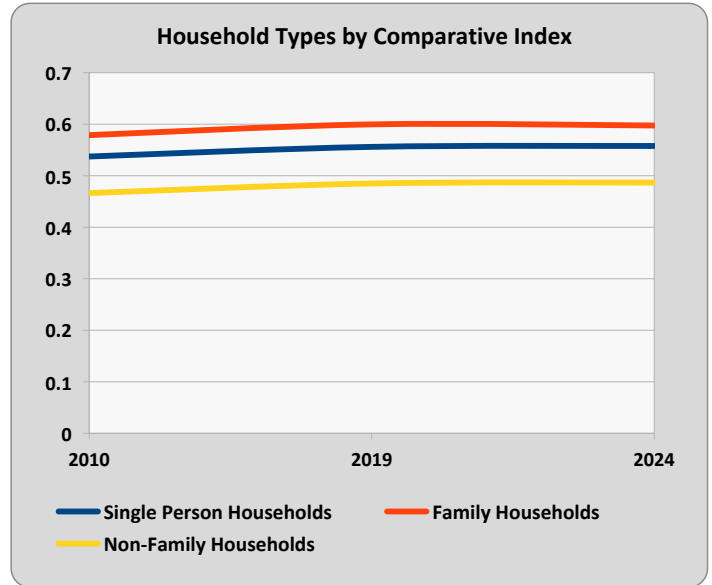


Households by Structure

Single, Family and Non-Family Households: 2019



Household Type Trends Compared to State



Household Type Trends	Study Area			State of WI		
	2010	2019	2024	2010	2019	2024
Single Person Households	3,452	3,694	3,830	642,507	664,374	686,722
Change		242	136		21,867	22,348
Percent Change		7.01%	3.68%		3.40%	3.36%
Family Households	8,502	9,125	9,458	1,468,917	1,521,628	1,583,063
Change		623	333		52,711	61,435
Percent Change		7.33%	3.65%		3.59%	4.04%
Non-Family Households	785	854	861	168,344	176,097	176,916
Change		69	7		7,753	819
Percent Change		8.79%	0.82%		4.61%	0.47%

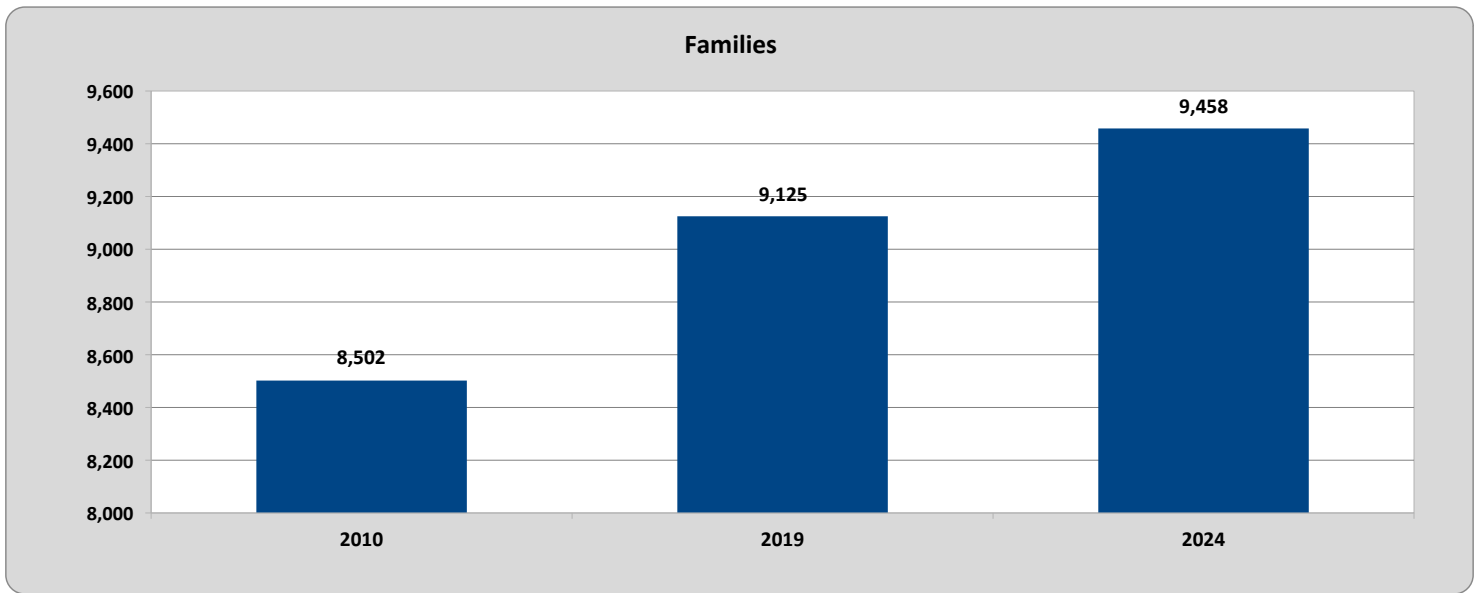
Households by Structure

	Study Area						5 Yr Chg	WI 2019	Comp Index CY
	2010		2019		2024				
Households by Size									
1-person household	3,452	27.10%	3,694	27.01%	3,830	27.07%	0.05%	28.13%	96
2-person household	4,722	37.07%	5,067	37.06%	5,246	37.08%	0.02%	35.92%	103
3-person household	1,967	15.44%	2,118	15.49%	2,190	15.48%	-0.01%	14.90%	104
4-person household	1,657	13.01%	1,785	13.05%	1,850	13.08%	0.02%	12.53%	104
5-person household	642	5.04%	689	5.04%	711	5.03%	-0.01%	5.45%	92
6-person household	201	1.58%	215	1.57%	218	1.54%	-0.03%	1.93%	82
7-or-more person household	98	0.77%	104	0.76%	104	0.74%	-0.03%	1.16%	66
Totals:	12,739	100.00%	13,672	99.99%	14,149	100.00%		100.00%	
Non-Family Households by Size									
1-person household	3,452	81.47%	3,694	81.22%				79.05%	103
2-person household	654	15.44%	172	3.78%				4.71%	80
3-person household	87	2.05%	591	12.99%				13.83%	94
4-person household	31	0.73%	34	0.75%				0.81%	92
5-person household	10	0.24%	19	0.42%				0.61%	69
6-person household	2	0.05%	19	0.42%				0.50%	84
7-or-more person household	1	0.02%	19	0.42%				0.49%	85
Totals:	4,237	100.00%	4,548	100.00%				100.00%	
Single by Gender or Family Households									
Female Householder	1,293	15.21%	939	10.29%				15.48%	66
Male Householder	573	6.74%	780	8.55%				7.08%	121
Married Couple	6,636	78.05%	7,405	81.16%				77.44%	105
Totals:	8,502	100.00%	9,124	100.00%				100.00%	
Non-Family Households by Gender									
Female Not living alone	307	7.25%	109	2.40%				2.94%	81
Male Not living alone	478	11.28%	746	16.40%				18.01%	91
Female Living alone	1,908	45.03%	1,979	43.50%				43.06%	101
Male Living alone	1,544	36.44%	1,715	37.70%				35.99%	105
Totals:	4,237	100.00%	4,549	100.00%				100.00%	
2019: Owner Households by Number of Vehicles									
No vehicle available			155	1.62%				2.39%	68
1 vehicle available			2,150	22.41%				24.08%	93
2 vehicles available			4,411	45.97%				46.36%	99
3 vehicles available			2,067	21.54%				19.09%	113
4 vehicles available			654	6.82%				5.76%	118
5+ vehicles available			158	1.65%				2.32%	71
Totals:			9,595	100.00%				100.00%	
2019: Renter Households by Number of Vehicles									
No vehicle available			739	18.11%				16.44%	110
1 vehicle available			1,804	44.22%				48.58%	91
2 vehicles available			1,023	25.07%				27.47%	91
3 vehicles available			317	7.77%				5.43%	143
4 vehicles available			90	2.21%				1.40%	158
5+ vehicles available			107	2.62%				0.69%	379
Totals:			4,080	100.00%				100.00%	

Family Households

Family households with or without children are changing. The traditional married couple structure is evolving into many different family expressions. These data provide an insight into the family structures within the study area and then compares those structures to the state.

Family Trends

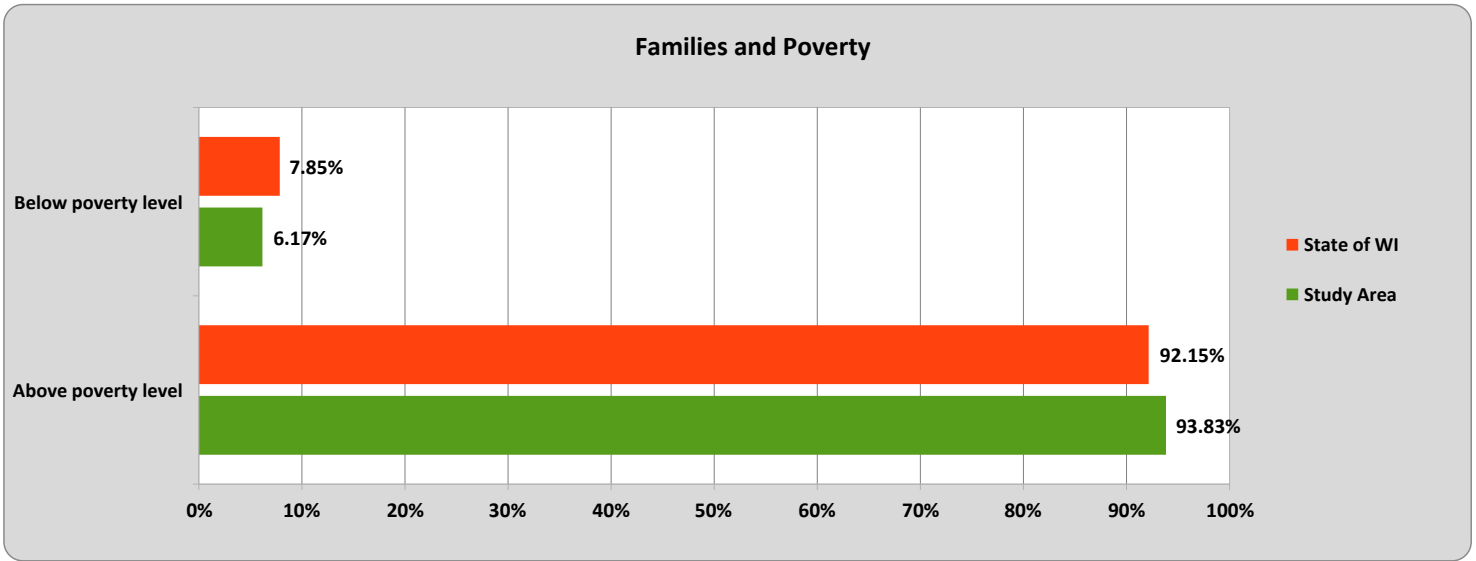


	2010	2019	2024
Study Area Family Households	8,502	9,125	9,458
Family Households Change		623	333
Percent Change		7.33%	3.65%
State Family Households	1,468,917	1,521,628	1,583,063
Family Households Change		52,711	61,435
Percent Change		3.59%	4.04%

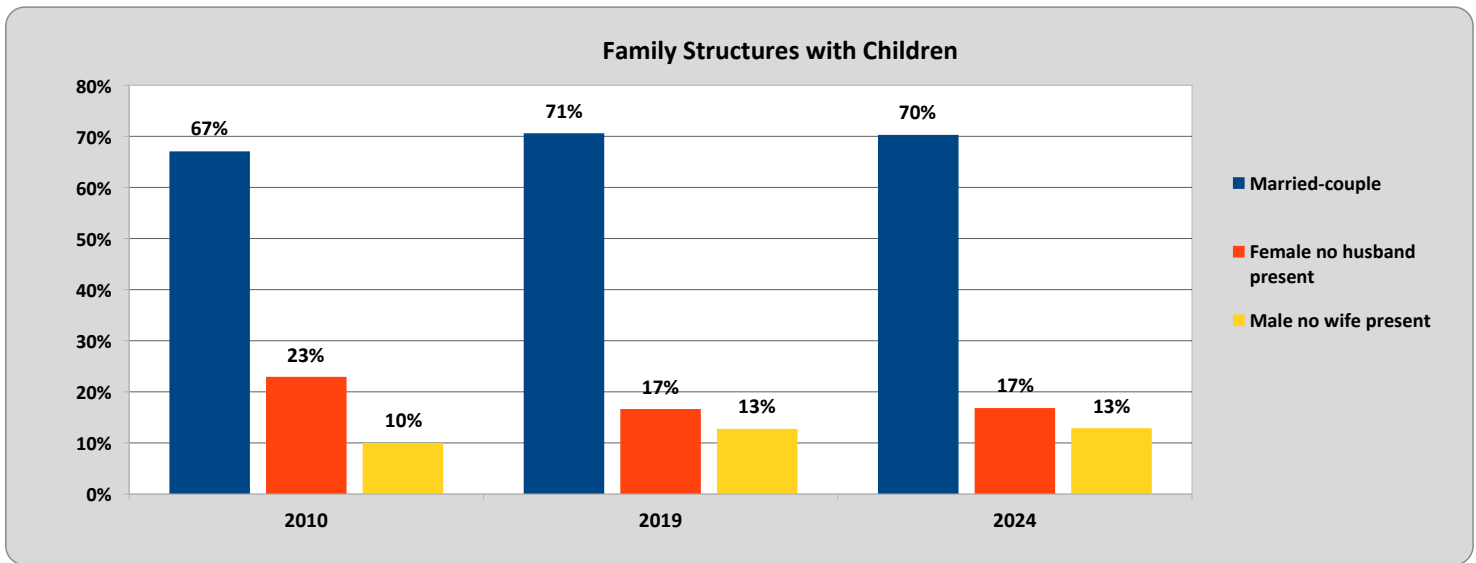
	2010		Study Area		2019		2024		5 Yr Chg		WI	Comp Index
	Count	%	Count	%	Count	%	Count	%	%	%	2019	CY
Family Households by Size												
2-person household	4,069	47.85%	4,522	49.56%	4,743	50.15%	0.59%				48.57%	102
3-person household	1,880	22.11%	1,951	21.38%	1,997	21.11%	-0.27%				20.90%	102
4-person household	1,626	19.12%	1,755	19.23%	1,772	18.74%	-0.50%				18.25%	105
5-person household	632	7.43%	606	6.64%	622	6.58%	-0.07%				8.04%	83
6-person household	199	2.34%	177	1.94%	199	2.10%	0.16%				2.70%	72
7-or-more person household	97	1.14%	113	1.24%	125	1.32%	0.08%				1.53%	81
Totals:	8,503	100.00%	9,124	100.00%	9,458	100.00%					100.00%	

Family Households

Families in Poverty Compared to State



Families with Children by Type

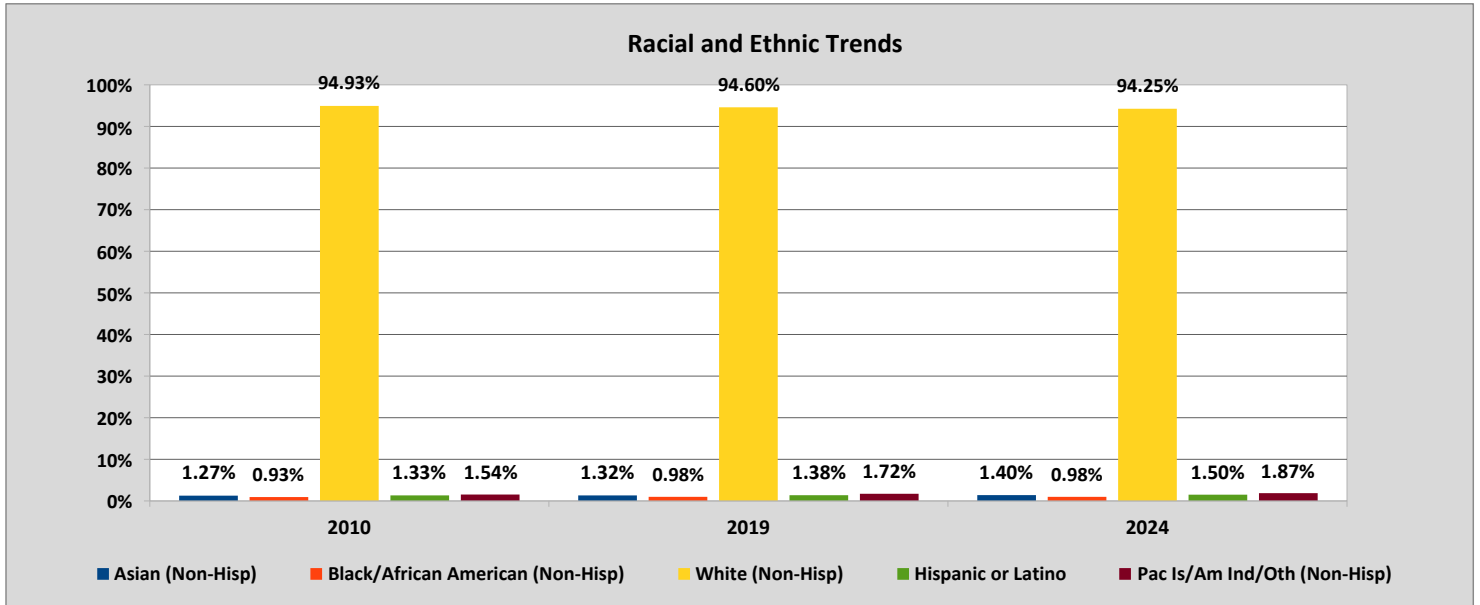


	Study Area				WI 2019	Comp Index CY
	2010	2019	2024	5 Yr Chg		
Families with Children by Type						
Married-couple	2,640	2,656	2,661	-0.32%	68.16%	104
Female no husband present	903	626	637	0.19%	22.34%	74
Male no wife present	394	480	488	0.13%	9.50%	134
Totals:	3,937	3,762	3,786	100.00%	100.00%	
Families with No Children by Type						
Married-couple	3,996	4,750	5,029	0.11%	84.21%	105
Female no husband present	390	313	309	-0.39%	10.48%	56
Male no wife present	179	301	334	0.28%	5.31%	106
Totals:	4,565	5,364	5,672	100.00%	100.00%	

Diversity: Race and Ethnicity

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, career choices and geographic location.

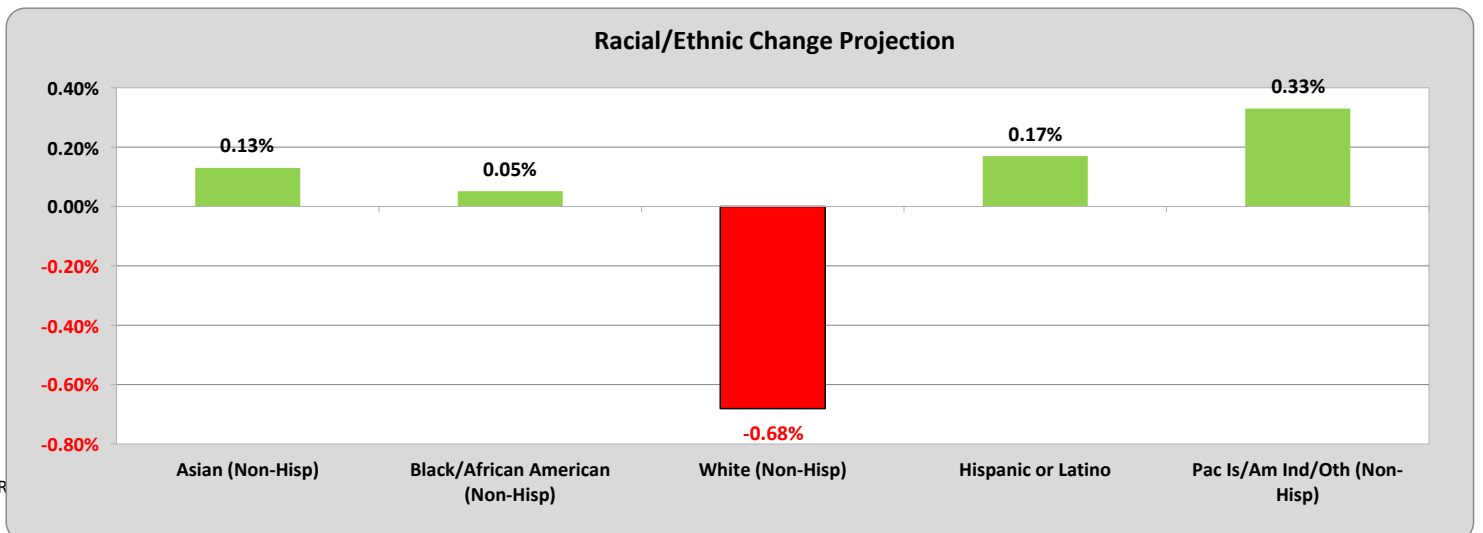
Racial Ethnic Trend Projections



Study Area	Study Area				WI 2019	Comp Index CY
	2010	2019	2024	5 Yr Chg		
Racial/Ethnic Trends						
Asian (Non-Hisp)	399	447	488	0.07%	2.39%	55
Black/African American (Non-Hisp)	293	332	343	-0.00%	5.99%	16
White (Non-Hisp)	29,872	31,922	32,899	-0.35%	83.21%	114
Hispanic or Latino	419	464	524	0.13%	5.96%	23
Pac Is/Am Ind/Oth (Non-Hisp)	484	580	652	0.15%	2.46%	70
Totals:	31,467	33,745	34,906	100.00%	100.00%	

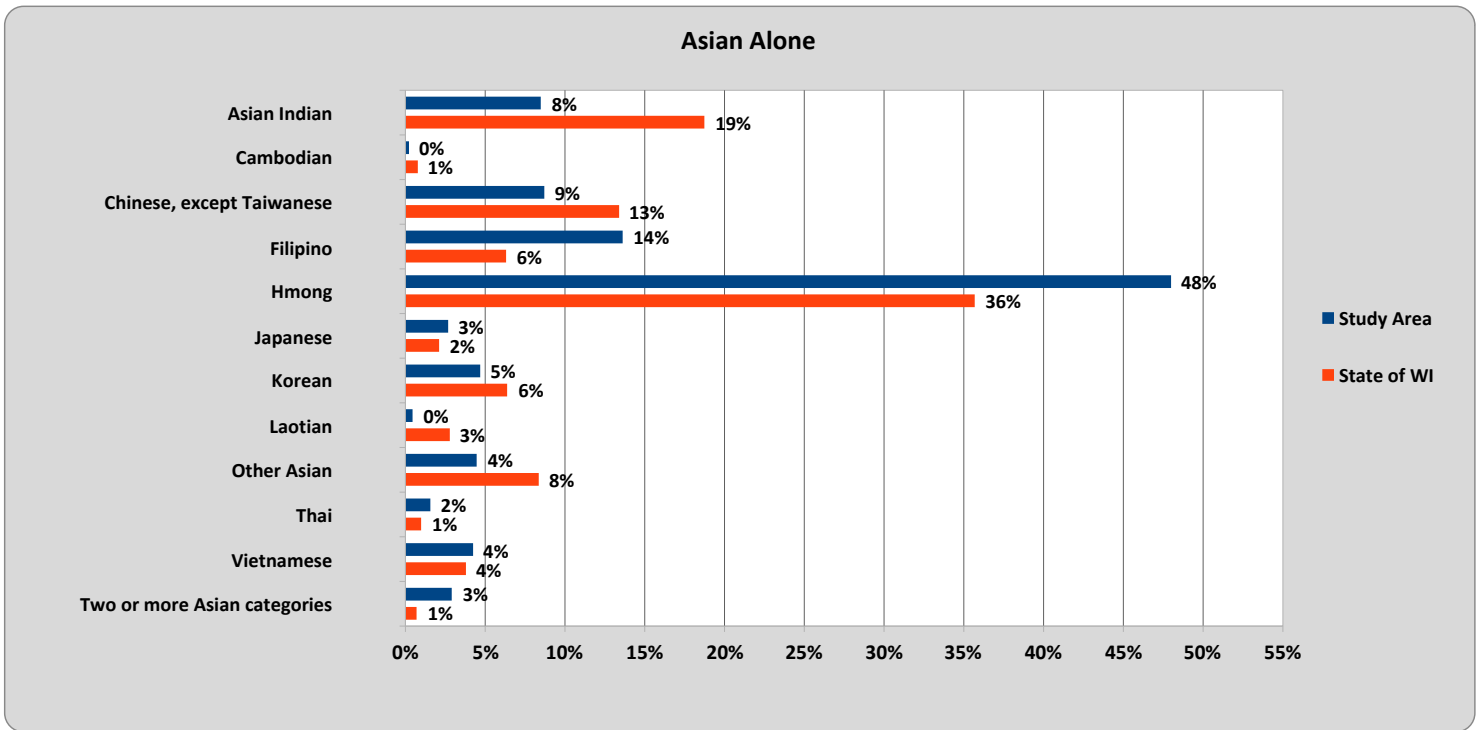
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Racial/Ethnic Change Projection from Census 2010 to 2024



Diversity: Race and Ethnicity

Estimated Current Year Asian Alone Population

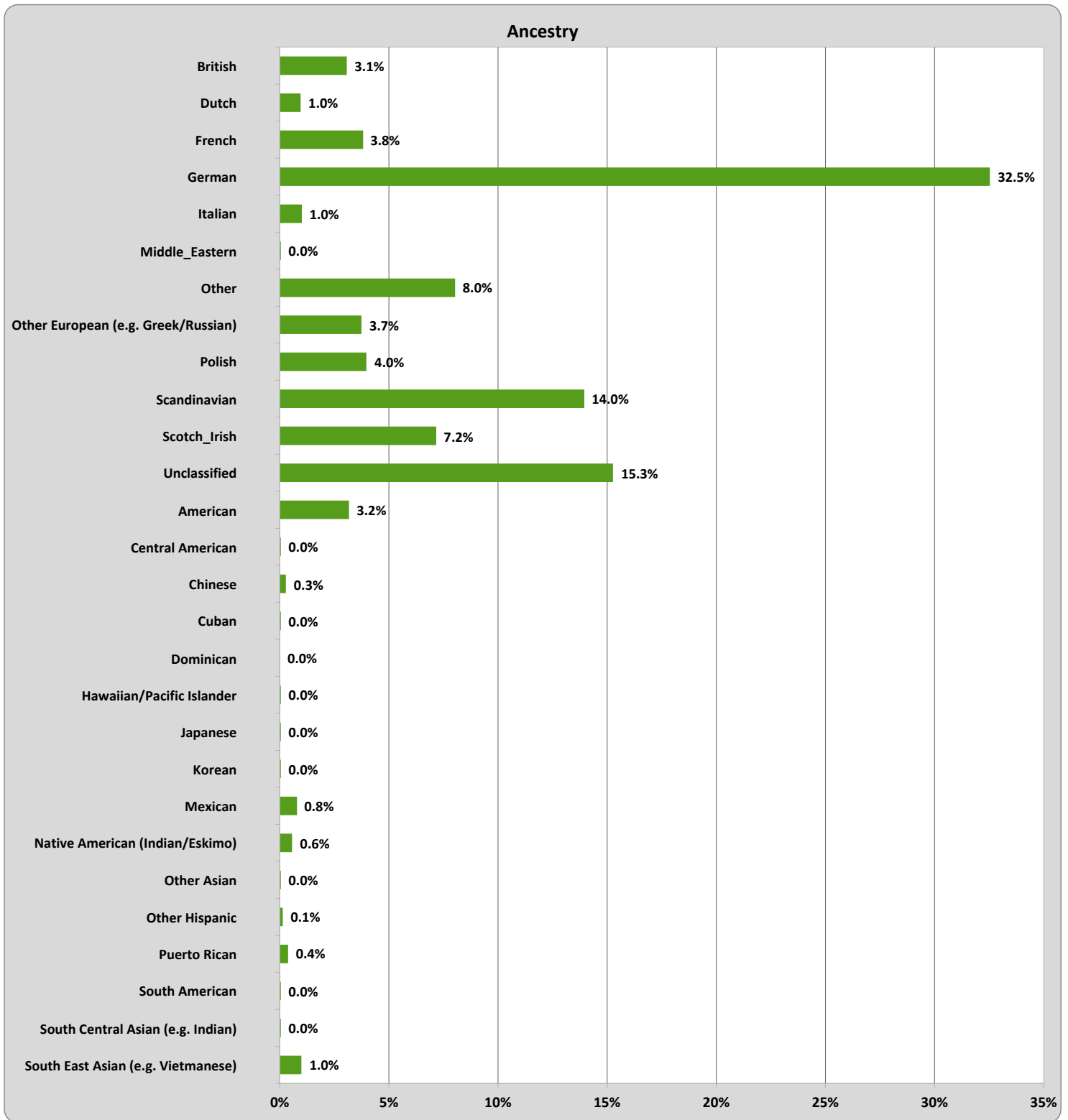


Population: Asian Alone	Study Area		State of WI		Comp Index CY
	2019		2019		
Asian Indian	38	8.48%	26,330	18.74%	45
Cambodian	1	0.22%	1,091	0.78%	29
Chinese, except Taiwanese	39	8.71%	18,822	13.39%	65
Filipino	61	13.62%	8,866	6.31%	216
Hmong	215	47.99%	50,142	35.68%	134
Japanese	12	2.68%	2,967	2.11%	127
Korean	21	4.69%	8,958	6.37%	74
Laotian	2	0.45%	3,909	2.78%	16
Other Asian	20	4.46%	11,742	8.36%	53
Thai	7	1.56%	1,382	0.98%	159
Vietnamese	19	4.24%	5,330	3.79%	112
Two or more Asian categories	13	2.90%	980	0.70%	416
Totals:	448	100.00%	140,519	100.00%	

Population: Hispanic or Latino by Origin	Study Area		State of WI		Comp Index CY
	2010	2019	2010	2019	
Cuban	15	3.58%	15	3.23%	294
Mexican	242	57.76%	265	57.11%	79
Other Hispanic or Latino	116	27.68%	136	29.31%	236
Puerto Rican	46	10.98%	48	10.34%	75
Totals:	419	100.00%	464	100.00%	

Diversity: Ancestry

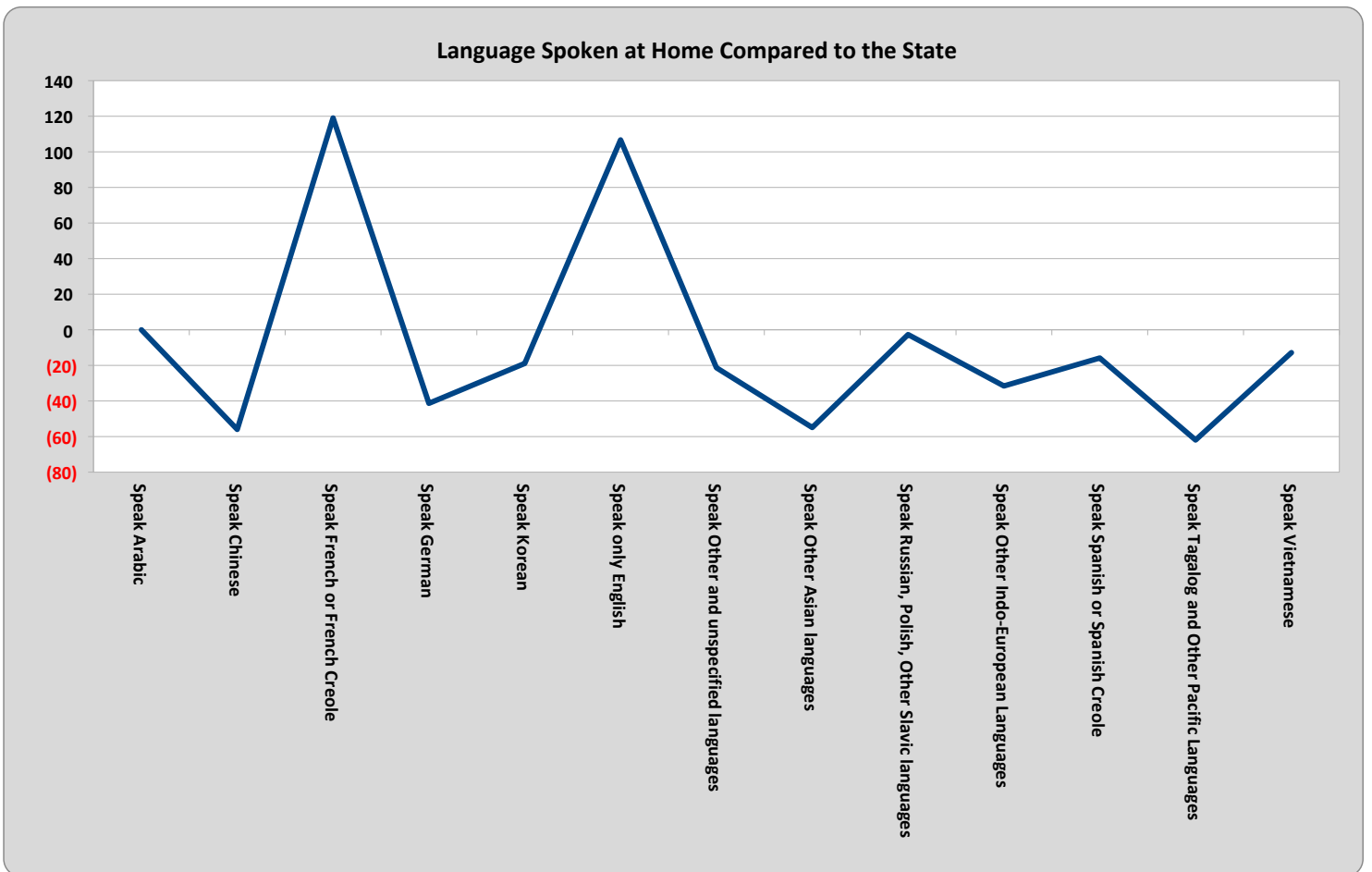
Population by Ancestry: 2019



Diversity: Languages

Population 5+ by Language Spoken at Home (Detail)	Study Area		State of WI		Comp Index CY
	2019		2019		
Speak Arabic	0	0.00%	7,924	0.14%	0
Speak Chinese	54	0.17%	16,803	0.30%	56
Speak French or French Creole	68	0.21%	9,952	0.18%	119
Speak German	103	0.32%	43,425	0.78%	41
Speak Korean	5	0.02%	4,607	0.08%	19
Speak only English	31,116	97.59%	5,080,437	91.45%	107
Speak Other and unspecified languages	16	0.05%	13,080	0.24%	21
Speak Other Asian languages	210	0.66%	66,635	1.20%	55
Speak Russian, Polish, Other Slavic languages	3	0.01%	19,545	0.35%	3
Speak Other Indo-European Languages	62	0.19%	34,230	0.62%	32
Speak Spanish or Spanish Creole	227	0.71%	249,547	4.49%	16
Speak Tagalog and Other Pacific Languages	18	0.06%	5,064	0.09%	62
Speak Vietnamese	3	0.01%	4,077	0.07%	13
Totals:	31,885	100.00%	5,555,326	100.00%	See Chart Below

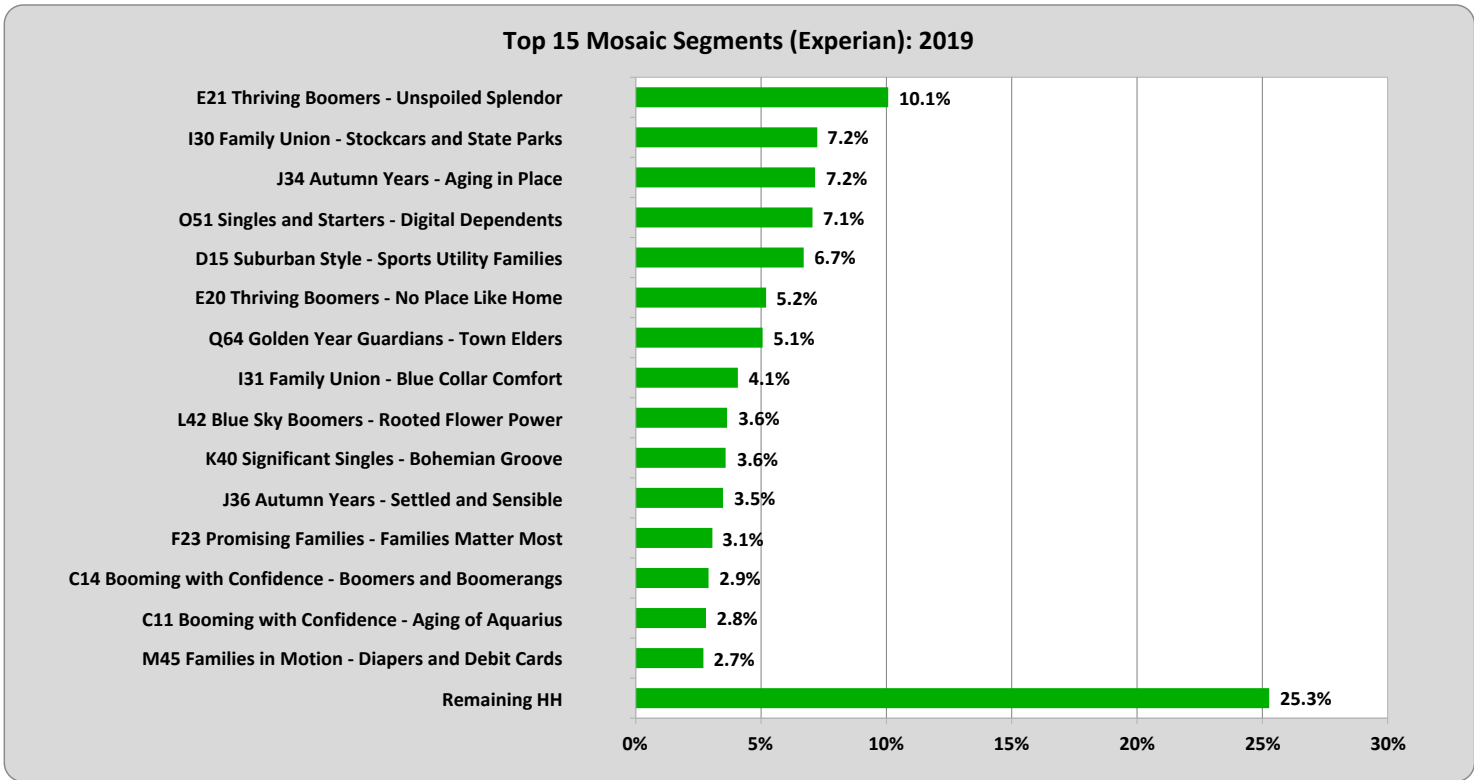
Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of WI



This chart graphically illustrates the comparative index score. Its purpose is to show how languages spoken at home in this study area compare to the state. It will provide an insight into the kind of ethnic diversity within the study area.

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: Top 15 Segments	Study Area		State of WI		Comp Index CY
	2019	2019	2019	2019	
E21 Thriving Boomers - Unspoiled Splendor	1,377	10.1%	142,062	6.0%	167
I30 Family Union - Stockcars and State Parks	990	7.2%	107,372	4.5%	159
J34 Autumn Years - Aging in Place	978	7.2%	125,016	5.3%	135
O51 Singles and Starters - Digital Dependents	964	7.1%	106,768	4.5%	156
D15 Suburban Style - Sports Utility Families	916	6.7%	62,445	2.6%	253
E20 Thriving Boomers - No Place Like Home	711	5.2%	90,382	3.8%	136
Q64 Golden Year Guardians - Town Elders	692	5.1%	106,874	4.5%	112
I31 Family Union - Blue Collar Comfort	557	4.1%	59,796	2.5%	161
L42 Blue Sky Boomers - Rooted Flower Power	498	3.6%	83,944	3.6%	103
K40 Significant Singles - Bohemian Groove	490	3.6%	68,617	2.9%	123
J36 Autumn Years - Settled and Sensible	476	3.5%	46,006	1.9%	179
F23 Promising Families - Families Matter Most	418	3.1%	23,892	1.0%	302
C14 Booming with Confidence - Boomers and Boomerangs	397	2.9%	55,184	2.3%	124
C11 Booming with Confidence - Aging of Aquarius	383	2.8%	104,589	4.4%	63
M45 Families in Motion - Diapers and Debit Cards	369	2.7%	36,174	1.5%	176
Remaining HH	3,455	25.3%	1,142,978	48.4%	52
Totals:	13,671	100.00%	2,362,099	100.00%	

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](#)

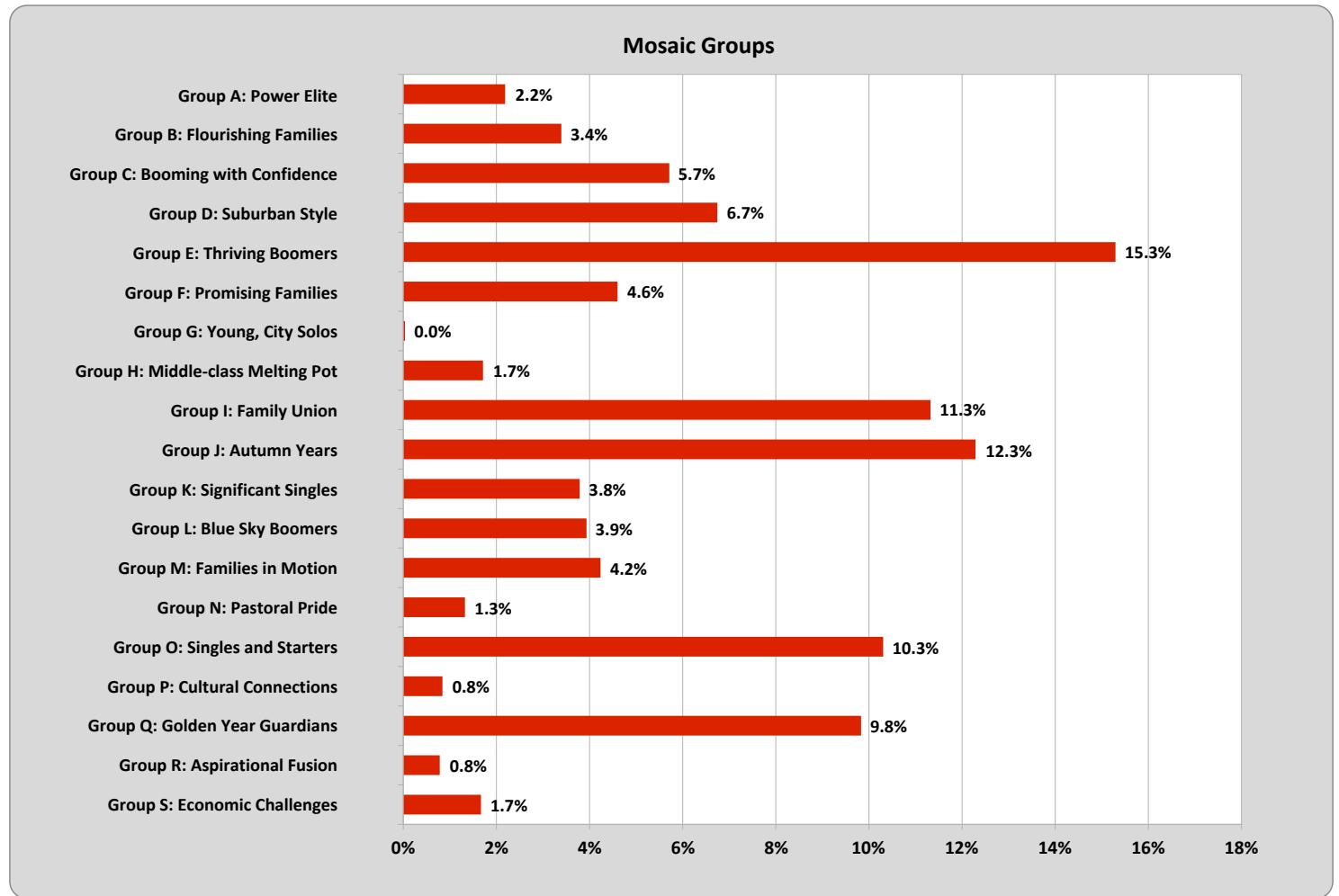
[Understanding Mosaic Portraits for Mission Planning - Video](#)

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)

Diversity: Mosaic Groups

Mosaic Groups

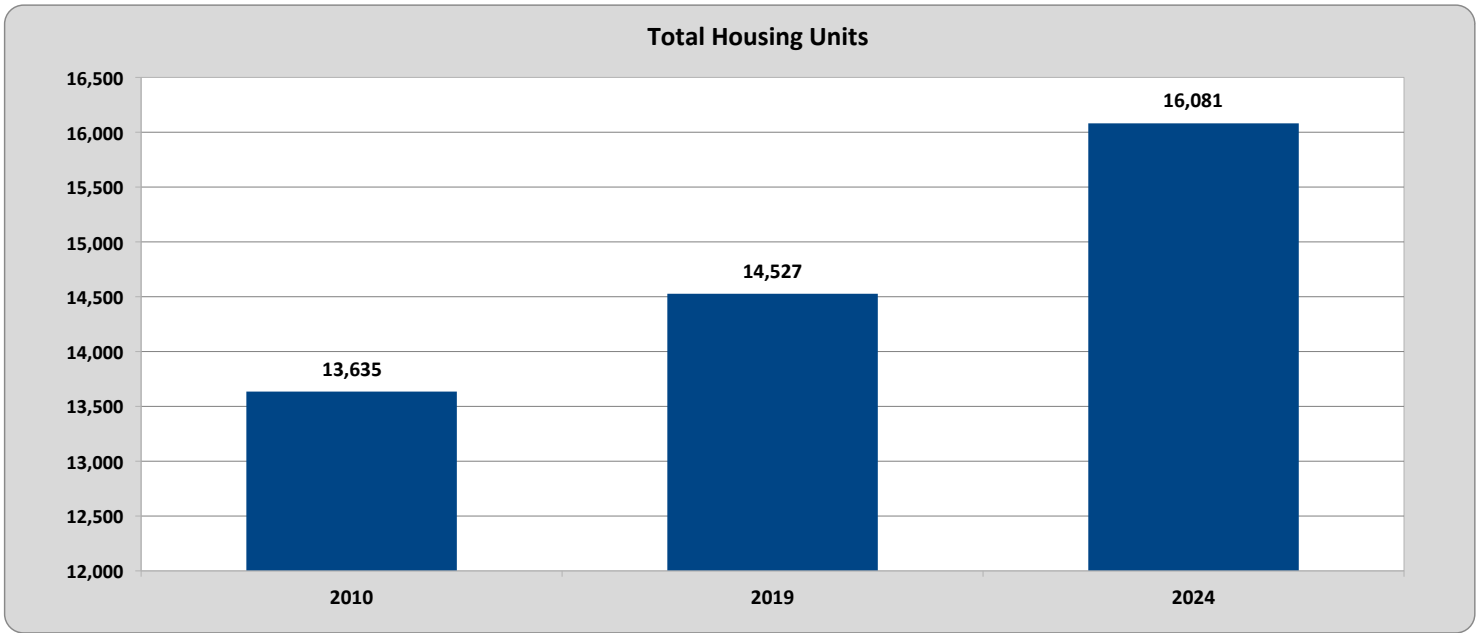


Mosaic Groups	Study Area		State of WI		Comp Index CY
	2019	2019	2019	2019	
Group A: Power Elite	299	2.2%	130,890	5.5%	39
Group B: Flourishing Families	464	3.4%	90,257	3.8%	89
Group C: Booming with Confidence	781	5.7%	193,974	8.2%	70
Group D: Suburban Style	922	6.7%	99,539	4.2%	160
Group E: Thriving Boomers	2,091	15.3%	252,677	10.7%	143
Group F: Promising Families	629	4.6%	70,178	3.0%	155
Group G: Young, City Solos	5	0.0%	41,657	1.8%	2
Group H: Middle-class Melting Pot	234	1.7%	36,240	1.5%	112
Group I: Family Union	1,548	11.3%	173,575	7.3%	154
Group J: Autumn Years	1,680	12.3%	247,767	10.5%	117
Group K: Significant Singles	518	3.8%	90,814	3.8%	99
Group L: Blue Sky Boomers	538	3.9%	141,942	6.0%	65
Group M: Families in Motion	579	4.2%	70,373	3.0%	142
Group N: Pastoral Pride	181	1.3%	60,149	2.5%	52
Group O: Singles and Starters	1,409	10.3%	276,561	11.7%	88
Group P: Cultural Connections	115	0.8%	46,993	2.0%	42
Group Q: Golden Year Guardians	1,344	9.8%	217,628	9.2%	107
Group R: Aspirational Fusion	107	0.8%	67,673	2.9%	27
Group S: Economic Challenges	228	1.7%	53,212	2.3%	74
Totals:	13,672	0.00%	2,362,099	100.00%	

Housing

Housing encompasses the number of housing units historically, presently and to some extent in the future within the study area.

Trends in Housing Since 2010



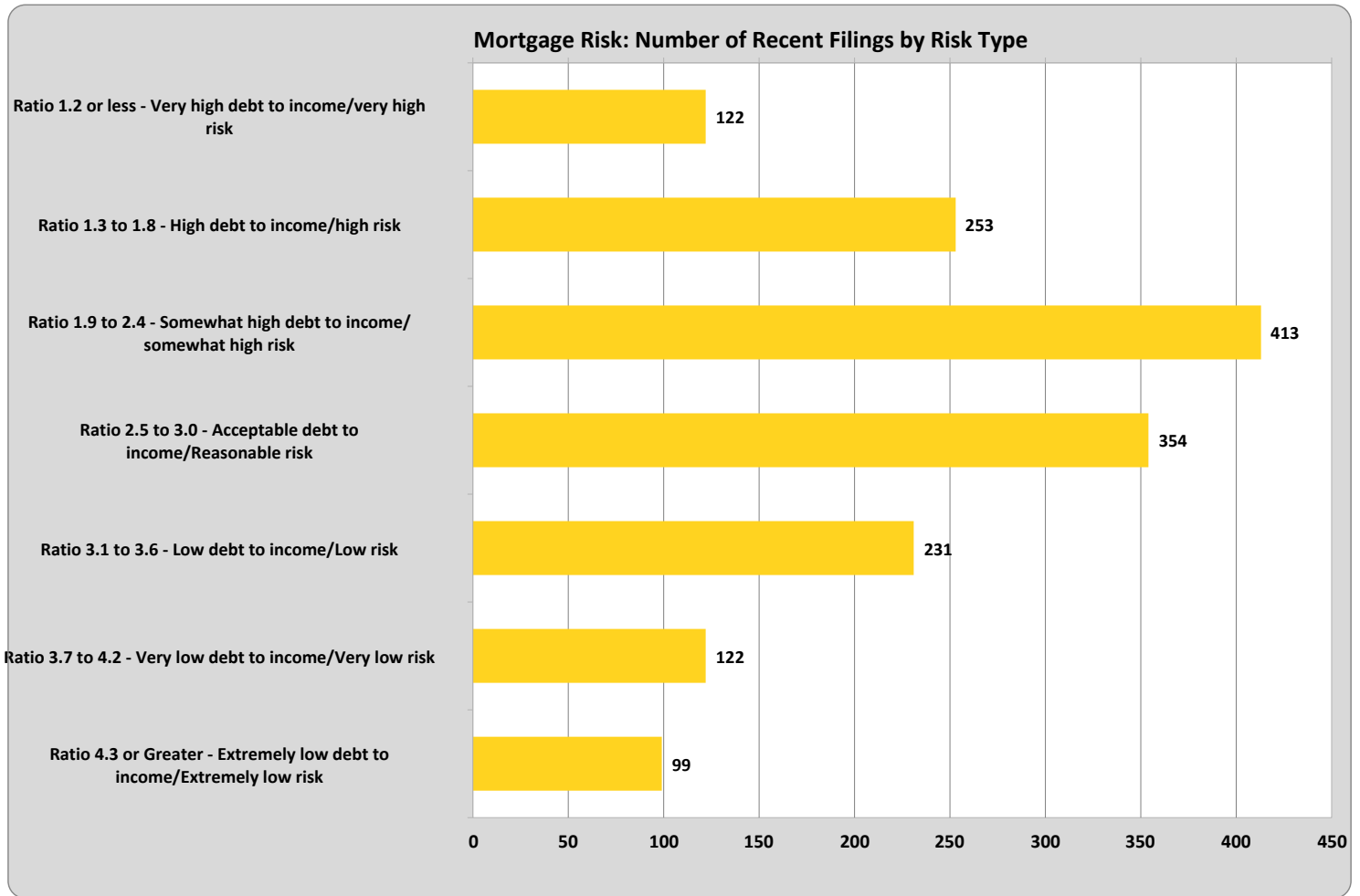
	2010	2019	2024
Housing Units	13,635	14,527	16,081
Family Households Change		892	1,554
Percent Change		6.54%	10.70%

	2010		Study Area		2019		2024		5 Yr Chg	WI 2019	Comp Index CY
	Units	%	Units	%	Units	%	Units	%			
Housing by Occupancy											
Occupied	12,739	93.43%	13,674	94.13%	15,241	94.77%	0.64%			88.31%	107
Vacant	896	6.57%	853	5.87%	841	5.23%	-0.64%			11.69%	50
Totals:	13,635	100.00%	14,527	100.00%	16,082	100.00%				100.00%	
Housing by Type of Occupancy											
Owner Occupied	8,895	69.82%	9,595	70.17%	10,752	70.55%	0.38%			68.16%	103
Renter Occupied	3,844	30.18%	4,079	29.83%	4,489	29.45%	-0.38%			31.84%	94
Totals:	12,739	100.00%	13,674	100.00%	15,241	100.00%				100.00%	

Housing

	Study Area 2019		State of WI 2019		Comp Index CY
Housing Units by Dwelling Type					
1 Unit Attached	839	5.78%	136,145	5.09%	113
1 Unit Detached	10,925	75.21%	1,899,914	71.03%	106
2 Units	1,185	8.16%	213,633	7.99%	102
3 to 19 Units	209	1.44%	109,392	4.09%	35
20 to 49 Units	581	4.00%	117,417	4.39%	91
50 or More Units	251	1.73%	92,541	3.46%	50
Mobile Home or Trailer	536	3.69%	105,248	3.93%	94
Other	0	0.00%	427	0.02%	0
Totals:	14,526	100.00%	2,674,717	100.00%	
Owner Occupied Housing Values					
Less than \$20,000	236	2.46%	34,186	2.12%	116
\$20,000 to \$39,999	104	1.08%	26,669	1.66%	65
\$40,000 to \$59,999	36	0.38%	24,249	1.51%	25
\$60,000 to \$79,999	107	1.12%	41,306	2.57%	43
\$80,000 to \$99,999	285	2.97%	68,331	4.24%	70
\$100,000 to \$149,999	1,728	18.01%	253,291	15.73%	114
\$150,000 to \$199,999	1,833	19.11%	282,785	17.56%	109
\$200,000 to \$299,999	3,062	31.92%	428,295	26.60%	120
\$300,000 to \$399,999	1,226	12.78%	222,947	13.85%	92
\$400,000 to \$499,999	418	4.36%	105,867	6.58%	66
\$500,000 to \$749,999	356	3.71%	79,575	4.94%	75
\$750,000 to \$999,999	128	1.33%	26,318	1.63%	82
\$1,000,000 or more	75	0.78%	16,210	1.01%	78
Totals:	9,594	100.00%	1,610,029	100.00%	
Housing by Year Built					
1939 or Earlier	2,856	19.66%	524,909	19.62%	100
1940 to 1949	711	4.89%	152,469	5.70%	86
1950 to 1959	1,293	8.90%	298,499	11.16%	80
1960 to 1969	960	6.61%	261,934	9.79%	67
1970 to 1979	2,470	17.00%	395,501	14.79%	115
1980 to 1989	1,147	7.90%	265,476	9.93%	80
1990 to 1999	2,024	13.93%	378,402	14.15%	98
2000 to 2009	2,596	17.87%	352,563	13.18%	136
2010 or Later	470	3.24%	44,964	1.68%	192
Totals:	14,527	100.00%	2,674,717	100.00%	

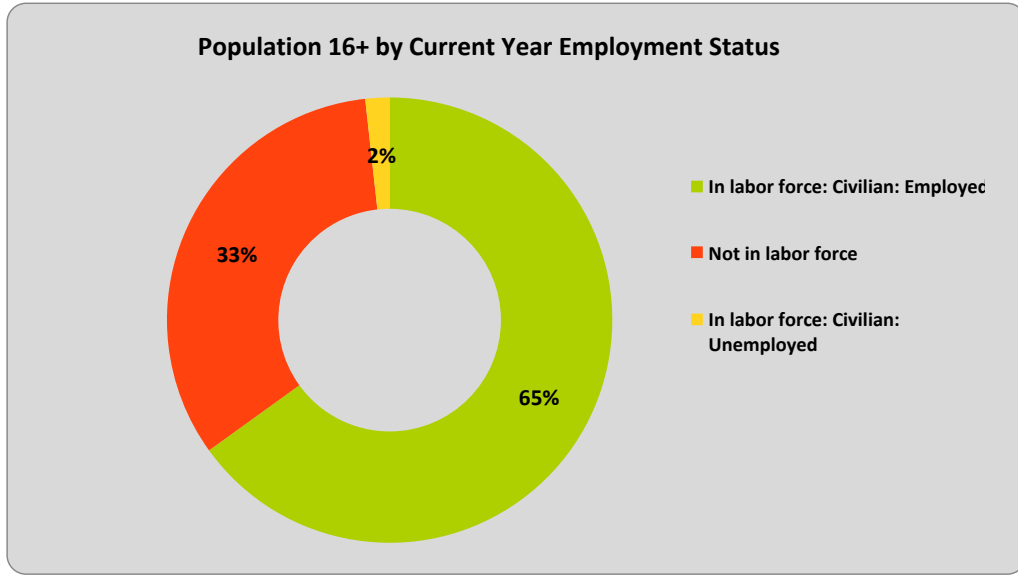
Mortgage Risk Indicator



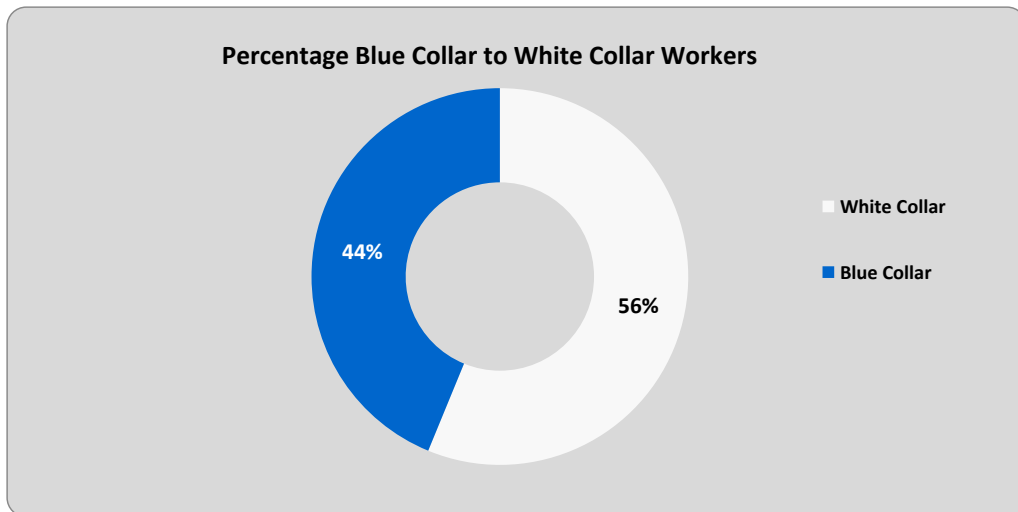
The Mortgage Risk Indicator indicates the assessed level of risk based upon debt to income. The higher the debt to income, the greater the risk. The values are used by mortgage lenders in the loan process.

The Work theme expresses several different ways of looking at the work people do within the study area.

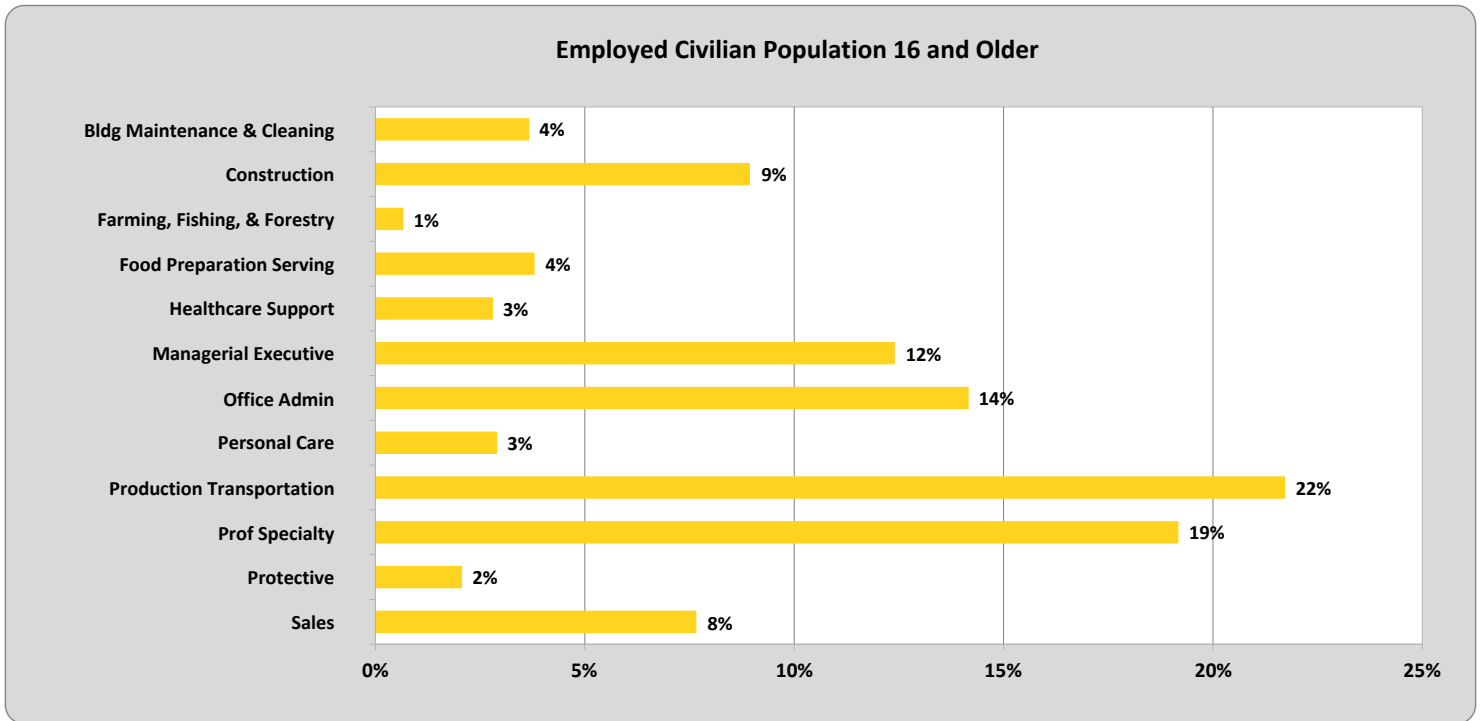
Employment Status of Population 16 and Older: 2019



Pop 16+ by Employment Status	Study Area		State of WI		Comp Index CY
	2019	2019	2019	2019	
In labor force: Civilian: Employed	17,787	65.02%	3,099,601	64.59%	101
In labor force: In Armed Forces	13	0.05%	2,861	0.06%	80
Not in labor force	9,075	33.17%	1,589,754	33.13%	100
In labor force: Civilian: Unemployed	480	1.75%	106,386	2.22%	79
Blue and White Collar Workers 2019	27,355	100.00%	4,798,602	100.00%	
Employed Pop 16+ Blue/White Collar					
Blue Collar	7,789	43.79%	1,216,585	39.25%	112
White Collar	9,999	56.21%	1,883,016	60.75%	93
	17,788	100.00%	3,099,601	100.00%	

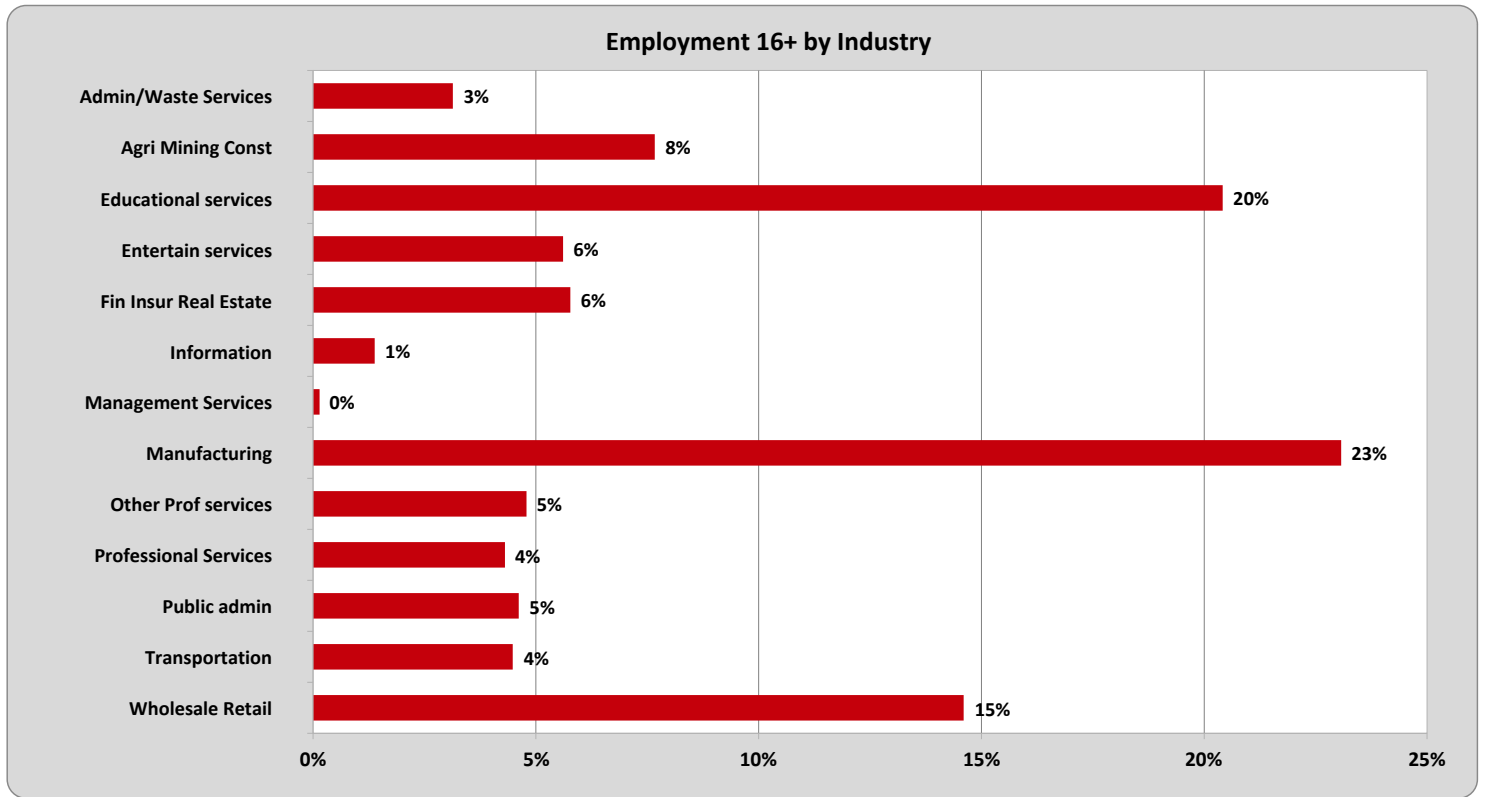


Employed Civilian Population by Occupation: 2019



Employed Civilian Pop 16+ by Occupation	Study Area		State of WI		Comp Index CY
	2019		2019		
Bldg Maintenance & Cleaning	653	3.67%	104,836	3.38%	109
Construction	1,591	8.94%	232,311	7.49%	119
Farming, Fishing, & Forestry	119	0.67%	32,214	1.04%	64
Food Preparation Serving	676	3.80%	175,085	5.65%	67
Healthcare Support	499	2.81%	81,610	2.63%	107
Managerial Executive	2,206	12.40%	452,812	14.61%	85
Office Admin	2,520	14.17%	407,973	13.16%	108
Personal Care	517	2.91%	107,809	3.48%	84
Production Transportation	3,864	21.72%	515,075	16.62%	131
Prof Specialty	3,411	19.18%	649,856	20.97%	91
Protective	368	2.07%	49,255	1.59%	130
Sales	1,363	7.66%	290,765	9.38%	82
Totals:	17,787	100.00%	3,099,601	100.00%	
Workers 16+: Home or Away					
Worked at Home	850	4.78%	132,916	4.29%	111
Worked away from Home	16,937	95.22%	2,966,685	95.71%	99
Totals:	17,787	100.00%	3,099,601	100.00%	
Workers 16+: Transport to Work					
Bicycle	52	0.31%	23,012	0.78%	40
Car, Truck, or Van: Carpooled	1,337	7.89%	256,053	8.63%	91
Car, Truck, or Van: Drove Alone	14,958	88.32%	2,502,424	84.35%	105
Motorcycle	45	0.27%	7,742	0.26%	102
Other Means	148	0.87%	17,967	0.61%	144
Walked	368	2.17%	99,368	3.35%	65
Public Trans Excluding Taxi Cab	21	0.12%	57,190	1.93%	6
Taxi Cab	8	0.05%	2,929	0.10%	48
Totals:	16,937	100.00%	2,966,685	100.00%	

Employed Pop 16+ by Industry: 2019



Employed Civilian Pop 16+ by Industry	Study Area		State of WI		Comp Index CY
	2019		2019		
Admin/Waste Services	558	3.14%	105,123	3.39%	92
Agri Mining Const	1,364	7.67%	245,883	7.93%	97
Educational services	3,631	20.41%	719,301	23.21%	88
Entertain services	998	5.61%	264,154	8.52%	66
Fin Insur Real Estate	1,027	5.77%	188,676	6.09%	95
Information	246	1.38%	50,447	1.63%	85
Management Services	26	0.15%	3,708	0.12%	122
Manufacturing	4,104	23.07%	571,153	18.43%	125
Other Prof services	852	4.79%	128,134	4.13%	116
Professional Services	766	4.31%	146,878	4.74%	91
Public admin	821	4.62%	107,821	3.48%	133
Transportation	797	4.48%	135,909	4.38%	102
Wholesale Retail	2,597	14.60%	432,414	13.95%	105
Totals:	17,787	100.00%	3,099,601	100.00%	
Work Place Population Estimates					
Workplace Employees (Full Time Employees)	15,521	94.78%	2,797,646	94.69%	100
Workplace Establishments	855	5.22%	156,944	5.31%	98
Totals:	16,376	100.00%	2,954,590	100.00%	

Work

	Study Area		State of WI		Comp Index CY
Families: Workers					
1 worker	2,419	26.51%	440,489	28.95%	92
2 workers	4,675	51.23%	691,980	45.48%	113
3 or more workers	937	10.27%	175,121	11.51%	89
No workers	1,094	11.99%	214,038	14.07%	85
Totals:	9,125	100.00%	1,521,628	100.00%	
Workers 16+: Travel Time to Work					
	2019		2019		
Less than 5 minutes	641	3.78%	135,305	4.56%	83
5 to 9 minutes	2,407	14.21%	407,035	13.72%	104
10 to 14 minutes	3,391	20.02%	494,284	16.66%	120
15 to 19 minutes	2,635	15.56%	488,862	16.48%	94
20 to 24 minutes	3,236	19.10%	437,382	14.74%	130
25 to 29 minutes	1,808	10.67%	199,477	6.72%	159
30 to 34 minutes	1,692	9.99%	317,258	10.69%	93
35 to 39 minutes	141	0.83%	83,468	2.81%	30
40 to 44 minutes	122	0.72%	92,533	3.12%	23
45 to 59 minutes	313	1.85%	167,757	5.65%	33
60 to 89 minutes	268	1.58%	93,735	3.16%	50
90 or more minutes	284	1.68%	49,589	1.67%	100
Totals:	16,938	100.00%	2,966,685	100.00%	

Supporting Information

Interpreting the Report

The FullInsite 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.