

# The QuickInsite Report

Prepared for: Calvary Lutheran Church of Golden Valley  
Study area: Rectangle

Base State: MN  
Current Year Estimate: 2020  
5 Year Projection: 2025  
10 Year Forecast: 2030  
Date: 3/22/2021  
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.

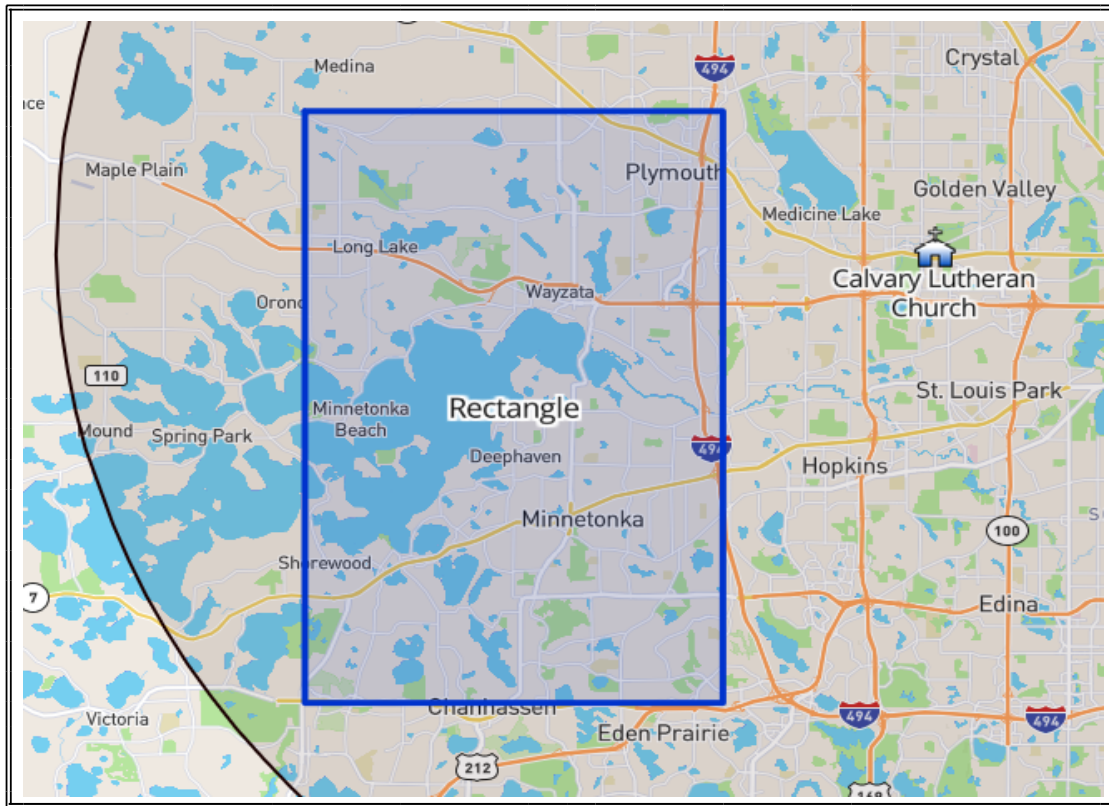
## Two Sections

Two reports are provided on the following pages.

- The 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? <small>(See Population and Families Theme)</small>	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? <small>(See Age Theme)</small>	Significant Decline	Moderate Decline	<b>Little Change</b>	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? <small>(See Population and Families Theme)</small>	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? <small>(See Education and Career Status Theme)</small>	Very Low	Low	Mixed	High	<b>Very High</b>
<b>5</b>	<b>Community Diversity Index</b> How diverse is the racial/ethnic mix of this area? <small>(See Community Diversity Theme)</small>	<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? <small>(See Financial Resources Theme)</small>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	<b>Significantly Greater</b>
<b>7</b>	<b>Poverty</b> Compared to the state, is the number of families in poverty above or below the state average? <small>(See Financial Resources Theme)</small>	<b>Significantly Below</b>	Somewhat Below	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? <small>(See Education and Career Status Theme)</small>	Very Blue Collar	Somewhat Blue	Closely Split	<b>Somewhat White</b>	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? <small>(See Community Diversity Theme)</small>	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

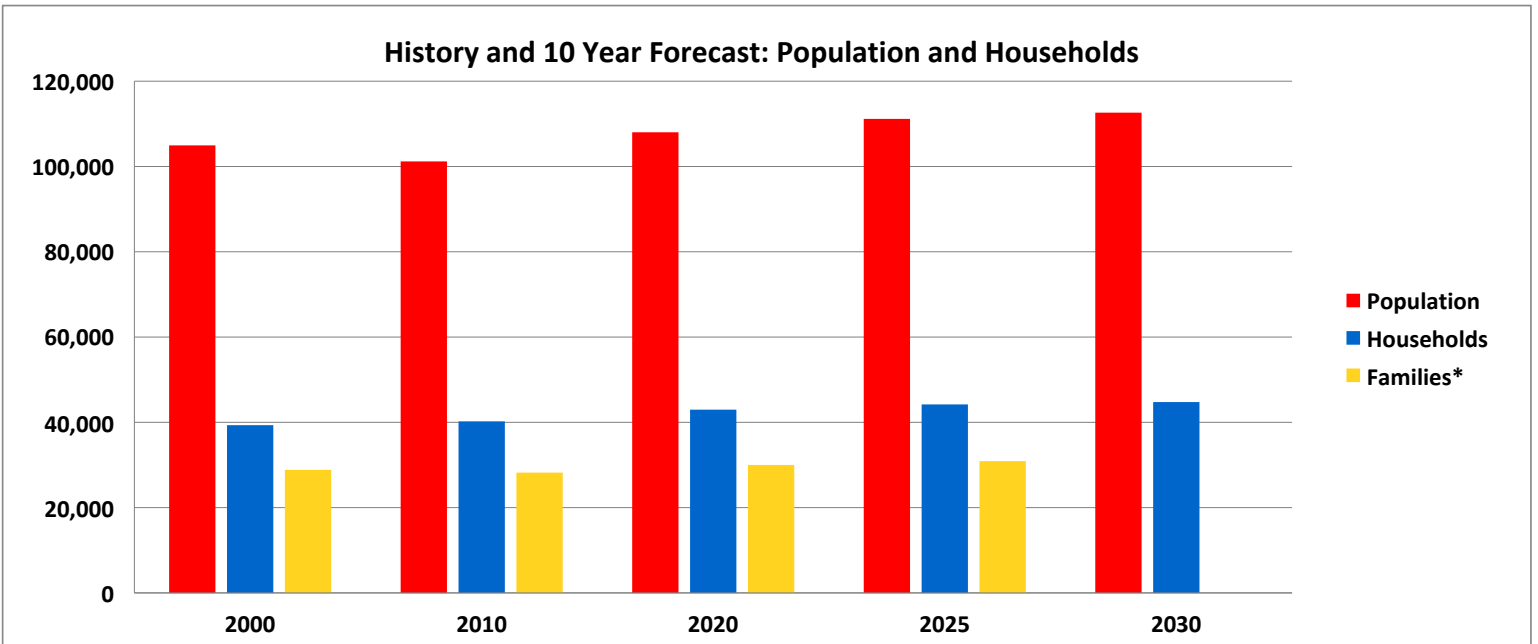
Study area: Rectangle

Date: 3/22/2021

### Population and Households Theme

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

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

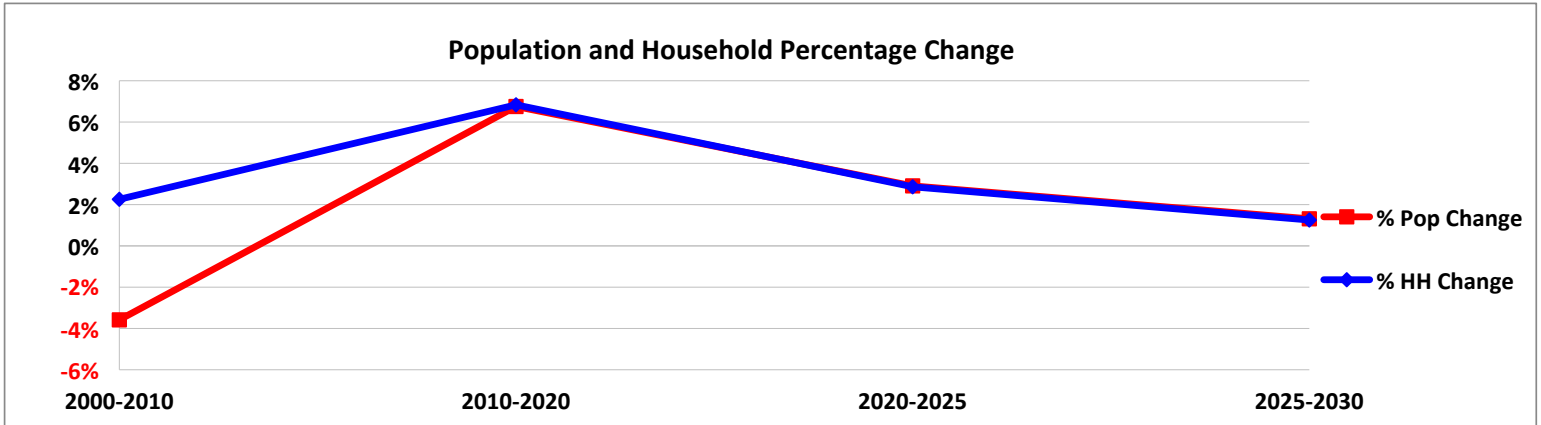


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2020	2025	2030
Population	104,951	101,190	108,023	111,164	112,623
Population Change		-3,761	6,833	3,141	1,459
Percent Change		-3.6%	6.8%	2.9%	1.3%
Households	39,334	40,222	42,971	44,201	44,755
Households Change		888	2,749	1,230	0
Percent Change		2.3%	6.8%	2.9%	0.0%
Population / Households	2.67	2.52	2.51	2.51	2.52
Population / Households Change		-0.15	-0.00	0.00	0.00
Percent Change		-5.7%	-0.1%	0.0%	0.1%
Family Households	28,866	28,208	30,009	30,902	
Family Households Change		-658	1,801	893	
Percent Change		-2.3%	6.4%	3.0%	

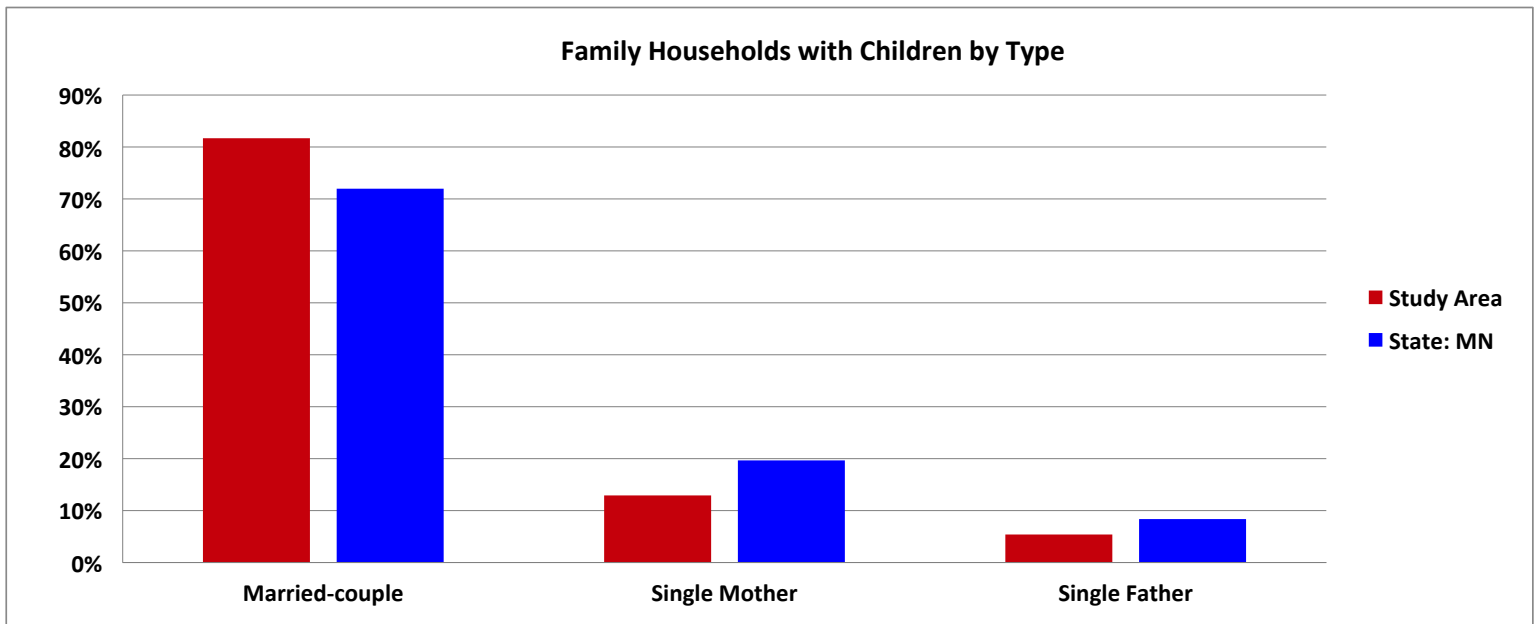
## Population and Households Theme

### 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.



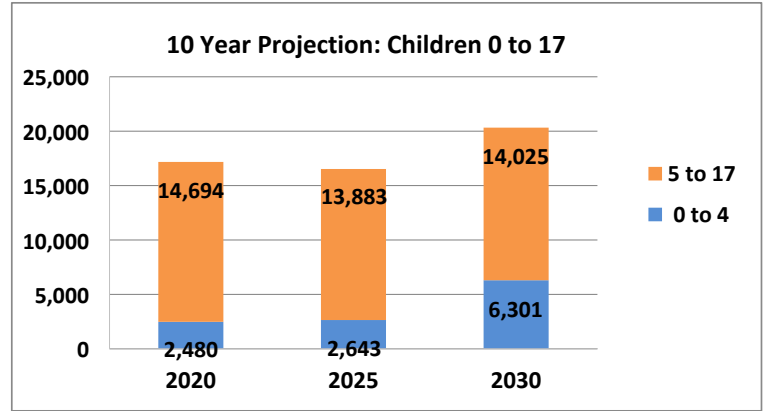
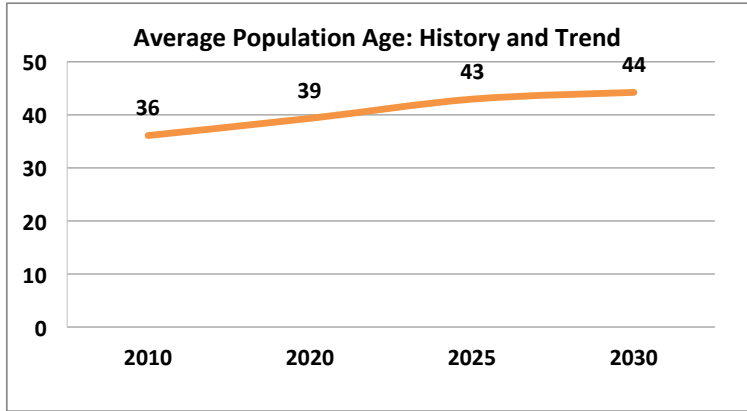
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2025 Change	Percent of all Hhlds by Year			2010 to 2025 % Change
	2010	2020	2025		2010%	2020%	2025%	
Family: Married-couple	10,760	10,685	10,736	-24	81.2%	81.7%	80.8%	-0.4%
Family: Single Mother	1,804	1,690	1,783	-21	13.6%	12.9%	13.4%	-0.2%
Family: Single Father	685	706	767	82	5.2%	5.4%	5.8%	0.6%
<b>Total:</b>	<b>13,249</b>	<b>13,081</b>	<b>13,286</b>	<b>37</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

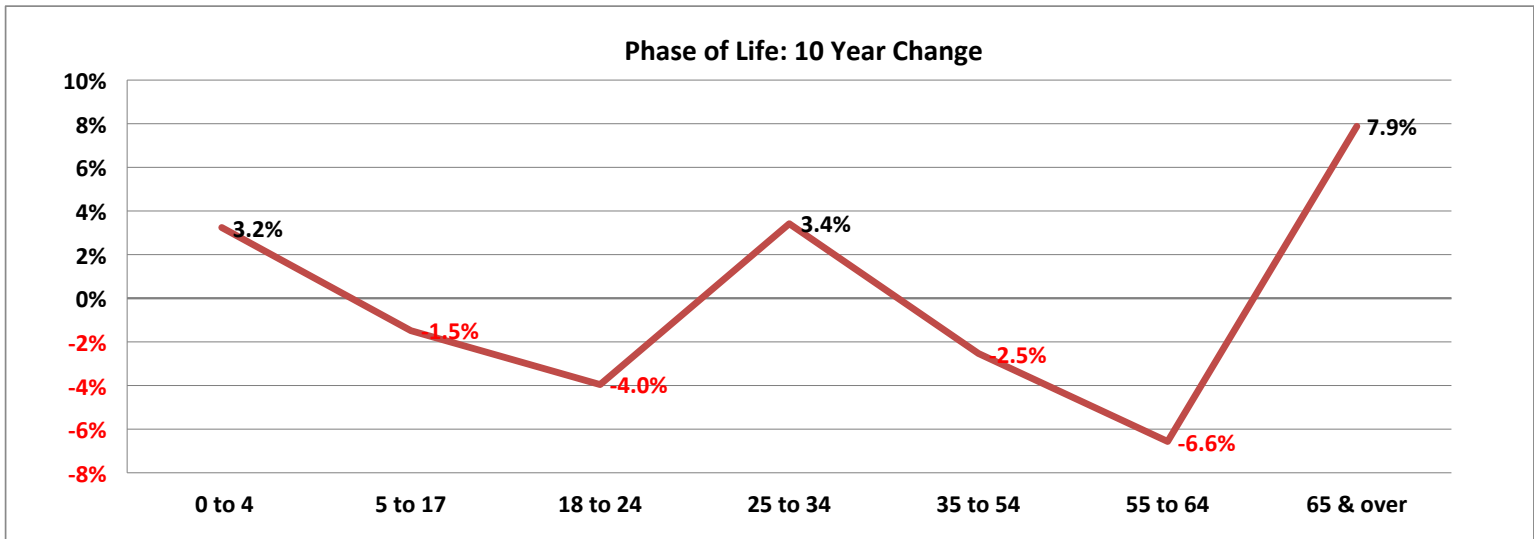
### 10 Year Average Age and Children 0 to 17 Trends

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	2020	2025	2030	2010%	2020%	2025%	2030%
Before Formal Schooling: 0 to 4	5,272	2,480	2,643	6,301	5.2%	2.4%	2.4%	5.6%
Required Formal Schooling: 5 to 17	19,856	14,694	13,883	14,025	19.6%	13.9%	12.8%	12.5%
College/Career Starts: 18 to 24	6,017	11,876	10,164	8,232	5.9%	11.3%	9.4%	7.3%
Singles & Young Families: 25 to 34	9,771	11,538	15,962	16,175	9.7%	10.9%	14.7%	14.4%
Families & Empty Nesters: 35 to 54	31,960	23,295	20,343	22,037	31.6%	22.1%	18.8%	19.6%
Enrichment Yrs Singles/Cpls: 55 to 64	15,225	19,402	17,189	13,336	15.0%	18.4%	15.9%	11.8%
Retirement Opportunities: 65 & over	13,090	22,126	28,199	32,517	12.9%	21.0%	26.0%	28.9%
<b>Total:</b>	<b>101,191</b>	<b>105,411</b>	<b>108,383</b>	<b>112,623</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

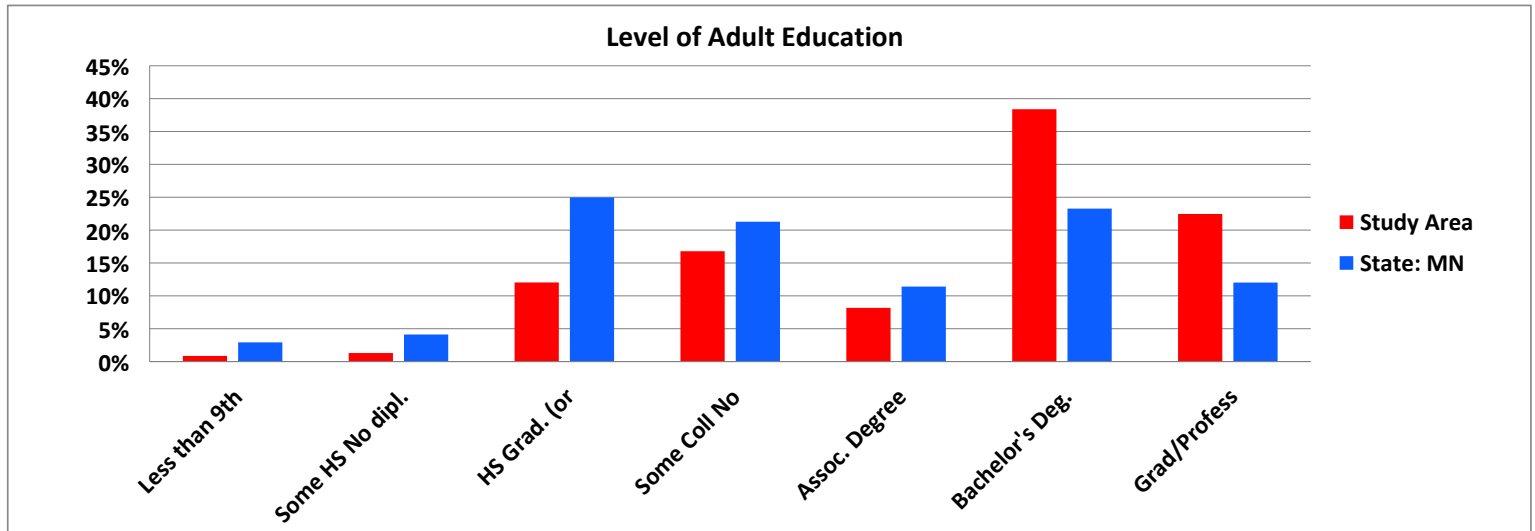
## Education and Career Status Theme

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

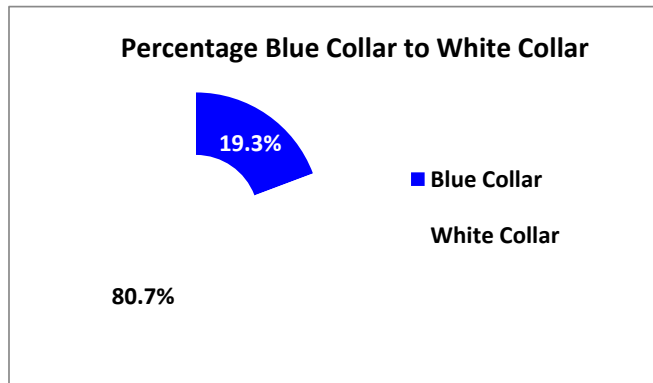
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

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



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			2020 to 2025 Change	Percent of all Hhlds by Year		2020 to 2025 % Change
	2020	2025			2020%	2025%	
Less than 9th Grade	656	732	76	0.9%	0.9%	0.0%	
Some High School, No diploma	993	1,056	63	1.3%	1.3%	0.0%	
High School Graduate (or GED)	9,190	9,732	542	12.0%	11.9%	-0.1%	
Some College, No degree	12,820	13,163	343	16.8%	16.1%	-0.7%	
Associate Degree	6,238	6,629	391	8.2%	8.1%	-0.1%	
Bachelor's Degree	29,316	31,458	2,142	38.4%	38.5%	0.1%	
Graduate or Professional school degree	17,148	18,927	1,779	22.5%	23.2%	0.7%	
<b>Total:</b>	<b>76,361</b>	<b>81,697</b>	<b>5,336</b>	<b>100.0%</b>	<b>100.0%</b>		

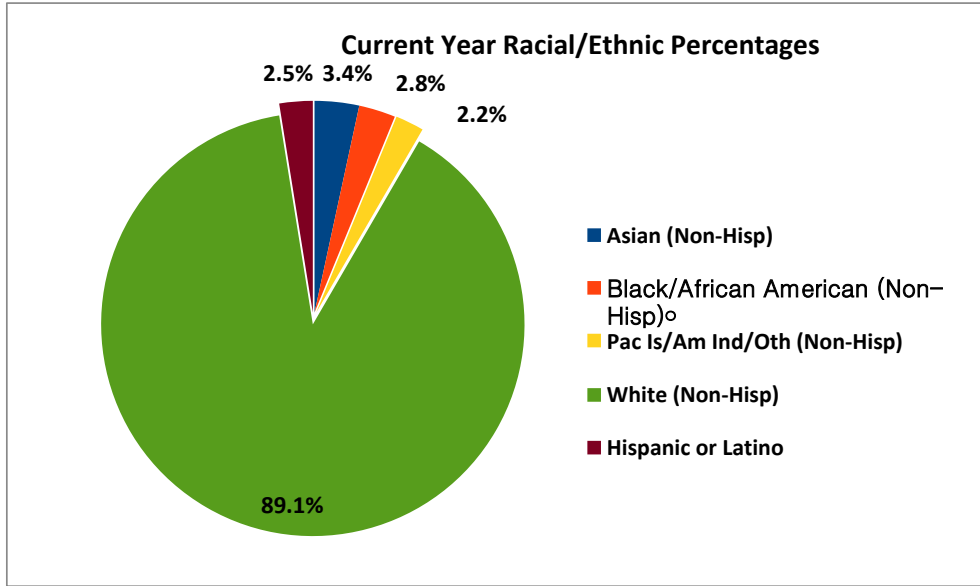
### Career Types: Blue Collar and White Collar



## 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.

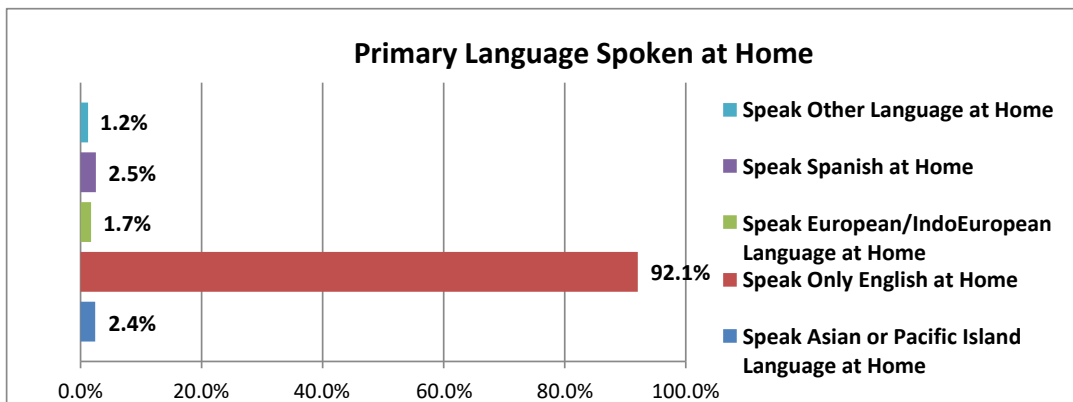
### Study Area Racial and Ethnic Diversity



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

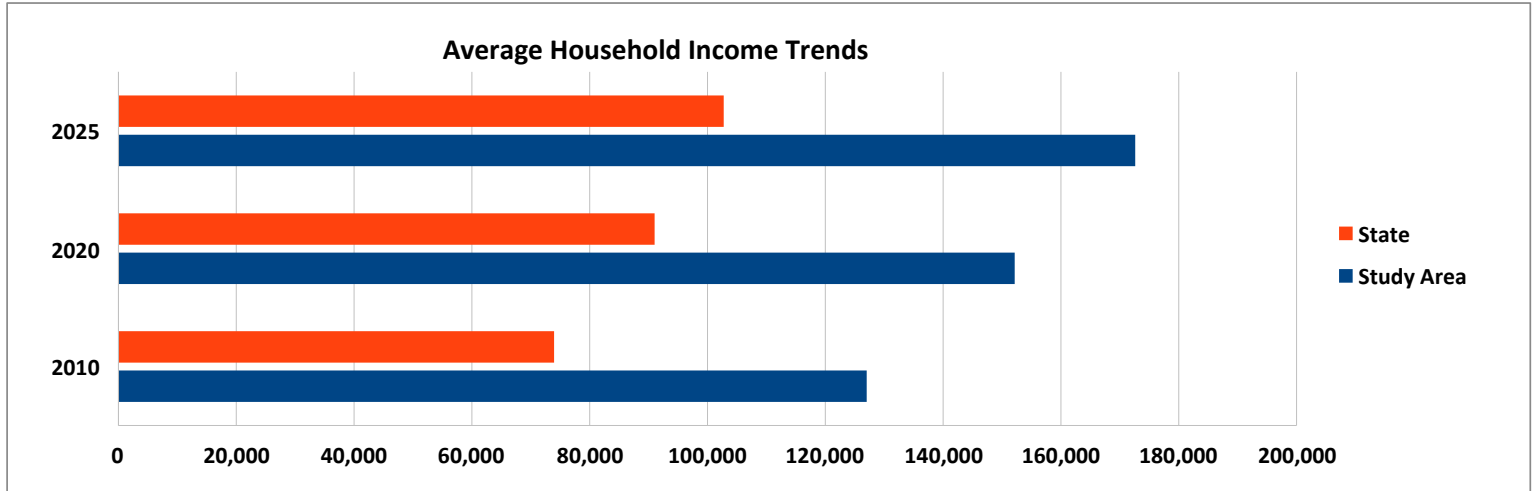
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2025 Change	Percent of all Pop by Year			2010 to 2025 % Change
	2010	2020	2025		2010%	2020%	2025%	
Asian (Non-Hisp)	3,326	3,666	3,783	457	3.3%	3.4%	3.4%	0.1%
Black/African American (Non-Hisp)	2,869	3,026	3,086	217	2.8%	2.8%	2.8%	-0.1%
White (Non-Hisp)	90,703	96,229	99,061	8,358	89.6%	89.1%	89.1%	-0.5%
Hispanic or Latino	2,329	2,747	2,828	499	2.3%	2.5%	2.5%	0.2%
Pac Is/Am Ind/Oth (Non-Hisp)	1,964	2,355	2,406	442	1.9%	2.2%	2.2%	0.2%
<b>Total:</b>	<b>101,191</b>	<b>108,023</b>	<b>111,164</b>	<b>9,973</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	



## 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.

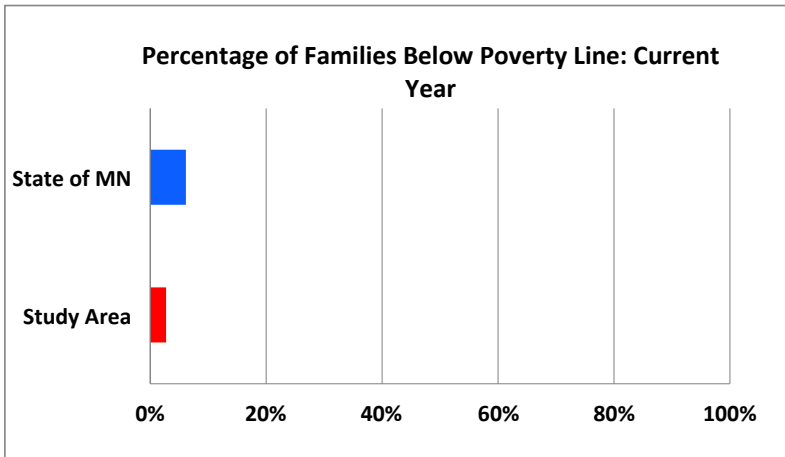
### Household Income



### Income Trends: Households and Families

	2010	2020	2025	2010 to 2025 Change
Average Household Income	127,025	152,149	172,611	45,586
Median Household Income	92,790	107,148	123,577	30,787
Per Capita Income	50,491	60,524	68,633	18,142
Median Family Income		134,059	133,577	482

### Poverty



Poverty Level	Pop	Area % Pop	MN % Pop
Above poverty level	29,188	97.3%	93.8%
Below poverty level	821	2.7%	6.2%
<b>Total</b>	<b>30,009</b>	<b>100.0%</b>	<b>100.0%</b>



# 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 QuickInsight 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 MissionInsight website.

[Download QuickInsight Worksheet \(To open in a new Tab hold Control key when you click on the link\)](#)

**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 MissionInsight at [misupport@missioninsight.com](mailto:misupport@missioninsight.com).