The QuickInsite Report

Prepared for: Presbytery of Lake Huron
Study area: Presbytery of Lake Huron

Base State: MI
Current Year Estimate: 2022
5 Year Projection: 2027
10 Year Forecast: 2032
Date: 5/11/2023
Semi-Annual Projection: Fall

About the QuickIInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of primary demographic variables and Mosaic segments.

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

Two Sections

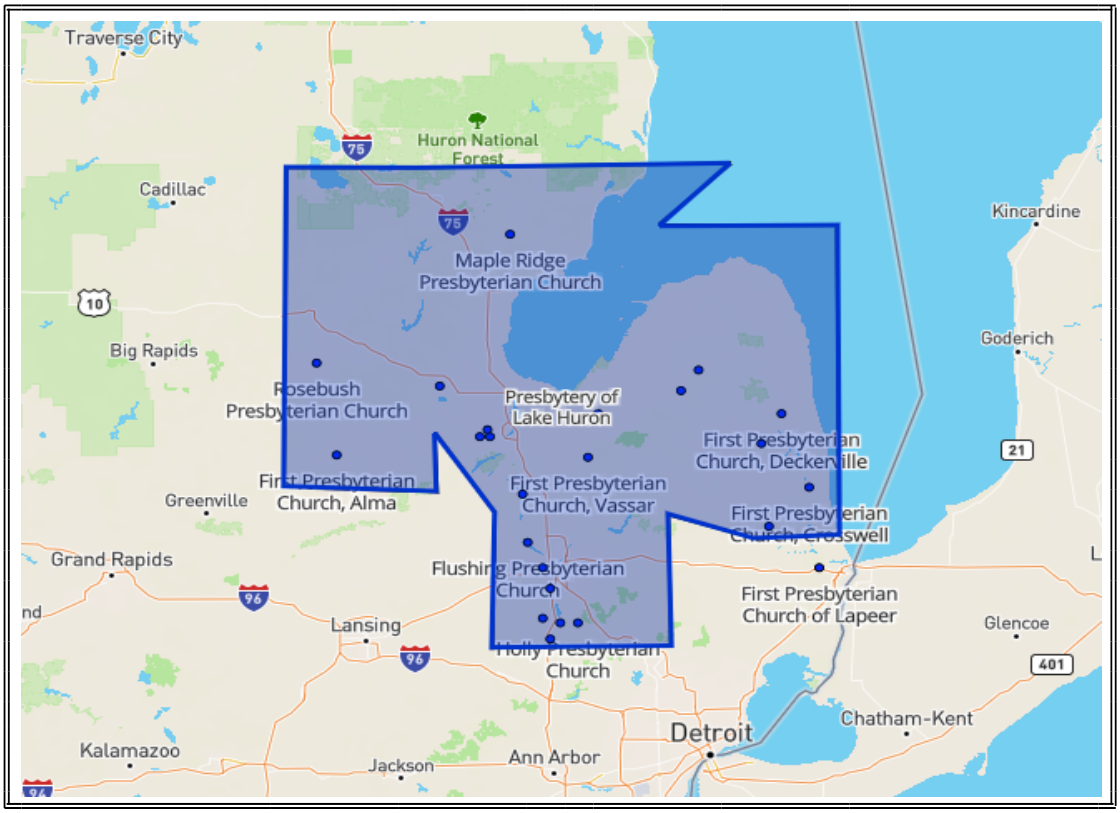
Two reports are provided on the following pages.

• The StoryView section presents 9 key demographic indicators of your study area.

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

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

THE STUDY AREA



More Information

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

StoryView

Significant Demographic Indicators of the Study Area's Story

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

ThemeView

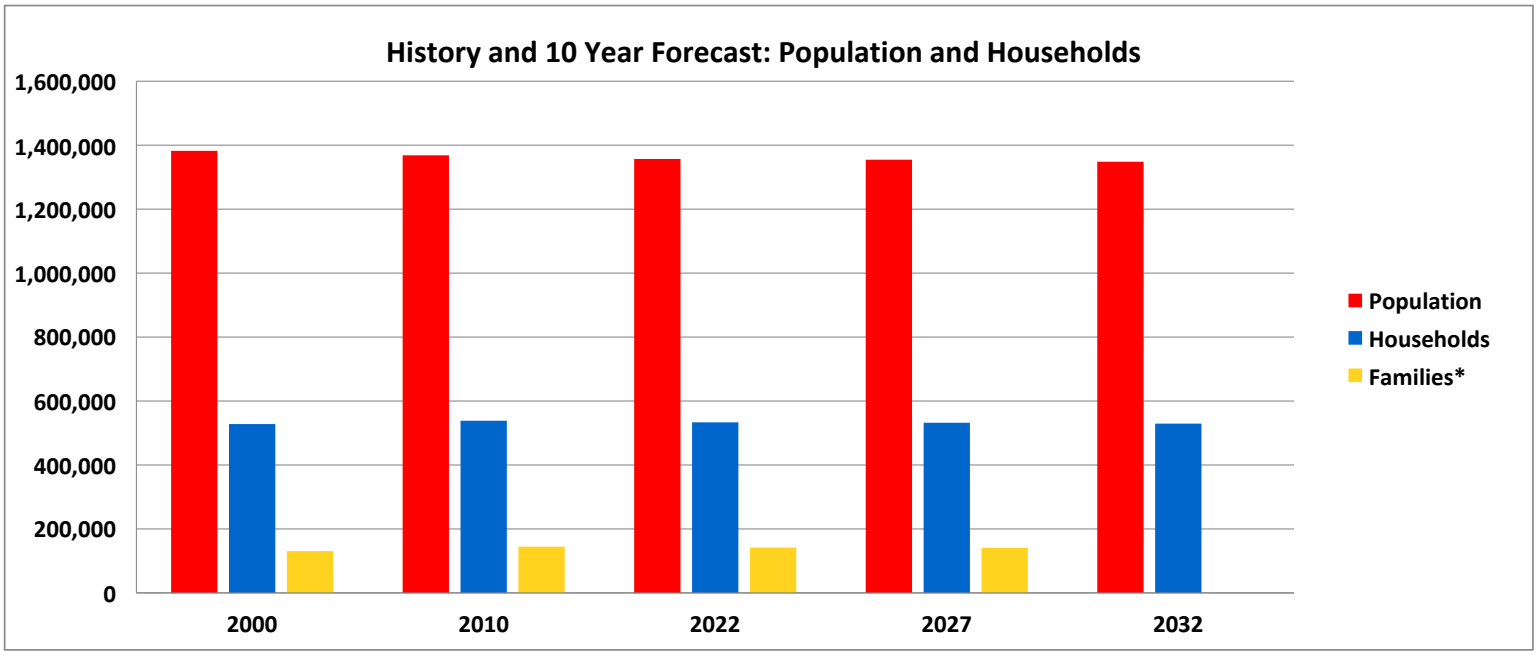
Demographic Descriptions of the Study Area

Study area: Presbytery of Lake Huron Date: 5/11/2023

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

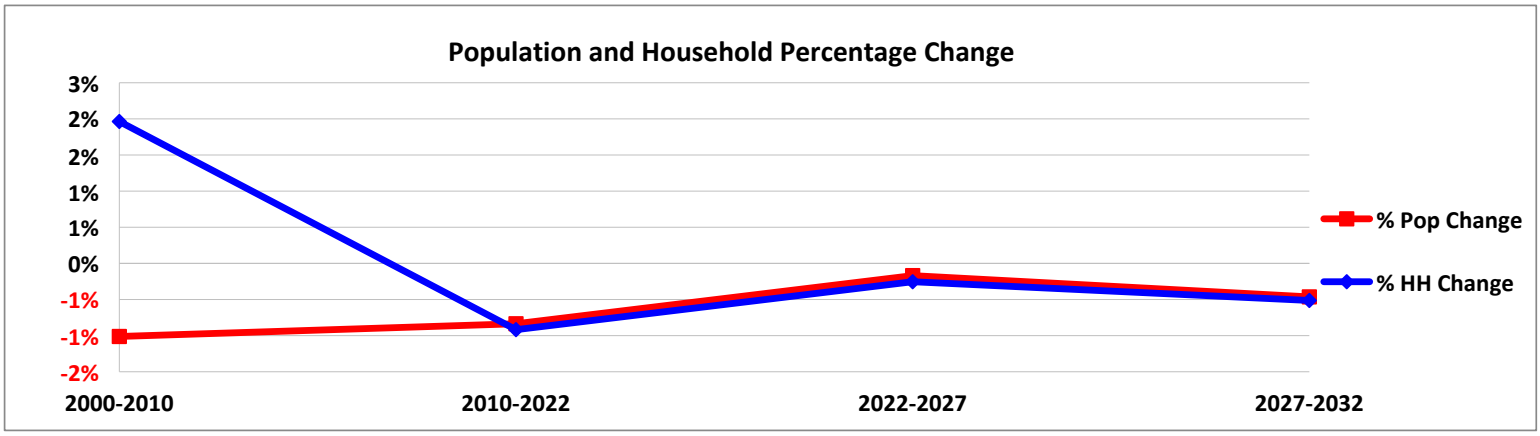


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families	2000	2010	2022	2027	2032
Population	1,382,208	1,368,224	1,356,788	1,354,489	1,348,206
Population Change		-13,984	-11,436	-2,299	-6,283
Percent Change		-1.0%	-0.8%	-0.2%	-0.5%
Households	527,968	538,337	533,398	532,043	529,311
Households Change		10,369	-4,939	-1,355	-2,732
Percent Change		2.0%	-0.9%	-0.3%	-0.5%
Population / Households	2.62	2.54	2.54	2.55	2.55
Population / Households Change		-0.08	0.00	0.00	0.00
Percent Change		-2.9%	0.1%	0.1%	0.0%
Family Households	130,688	144,556	141,745	141,052	
Family Households Change		13,868	-2,811	-693	
Percent Change		10.6%	-1.9%	-0.5%	

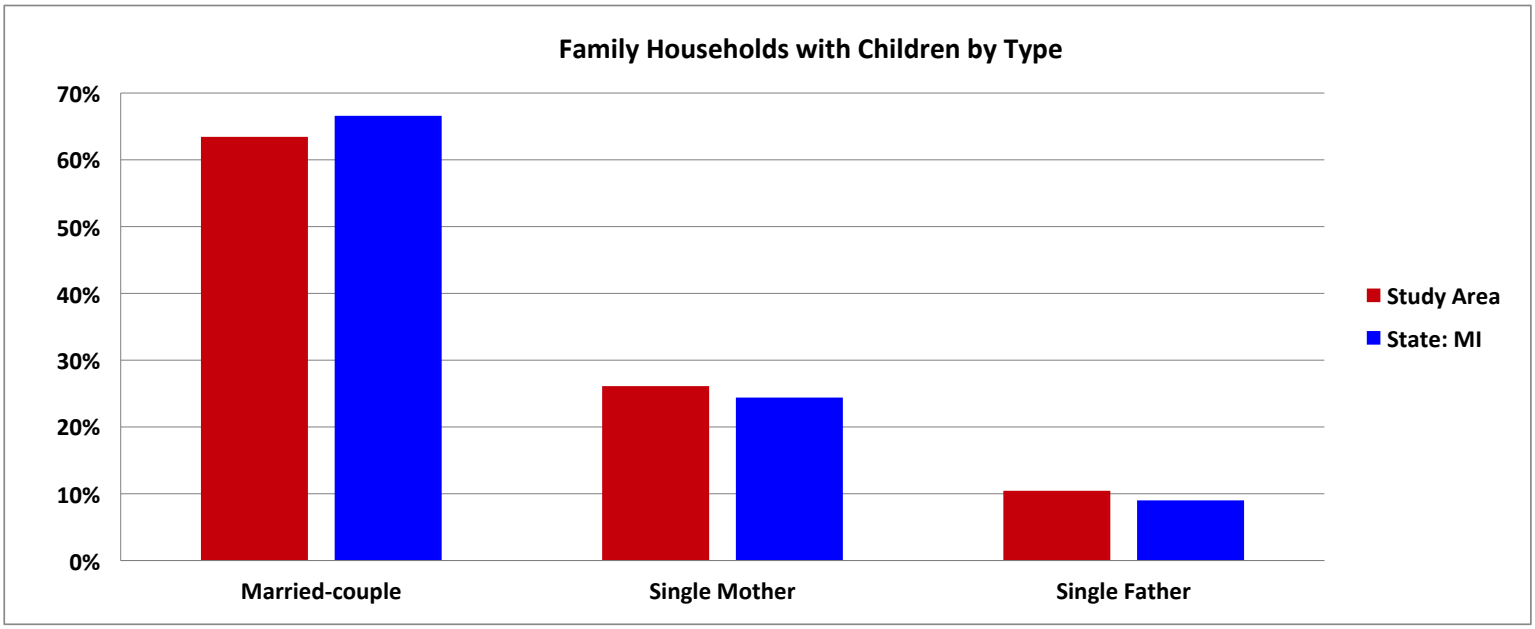
Population and Households Theme

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.



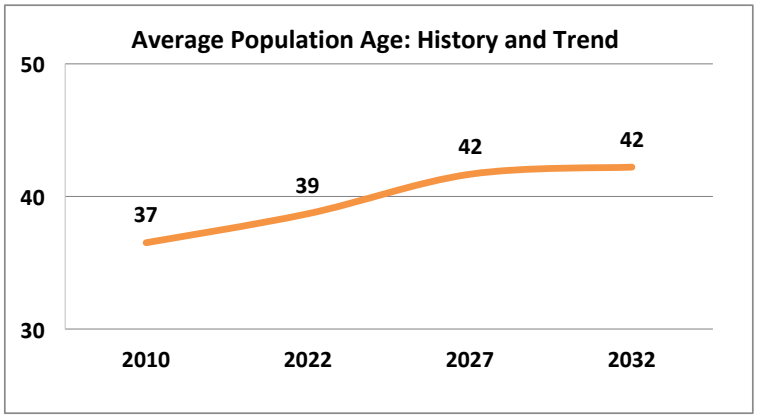
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

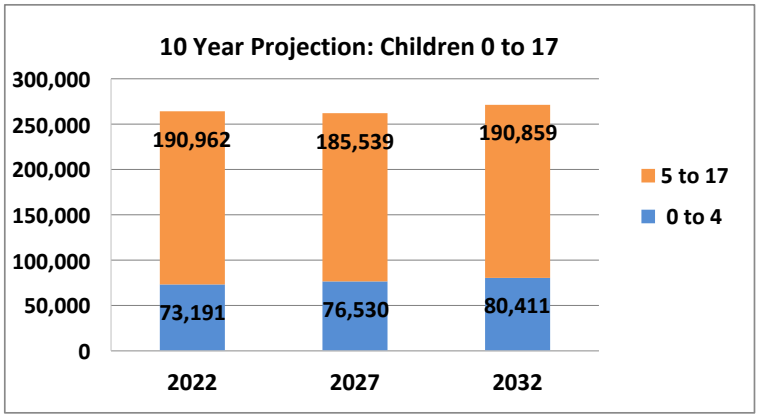
Households with Children	Actual Hhlds by Year			2010 to 2027 Change	Percent of all Hhlds by Year			2010 to 2027 % Change
	2010	2022	2027		2010%	2022%	2027%	
Family: Married-couple	104,254	87,981	83,738	-20,516	62.6%	63.4%	62.3%	-0.3%
Family: Single Mother	46,363	36,219	35,645	-10,718	27.8%	26.1%	26.5%	-1.3%
Family: Single Father	15,937	14,486	15,044	-893	9.6%	10.4%	11.2%	1.6%
Total:	**166,554**	**138,686**	**134,427**	**-32,127**	**100.0%**	**100.0%**	**100.0%**	

Age Theme

10 Year Average Age and Children 0 to 17 Trends

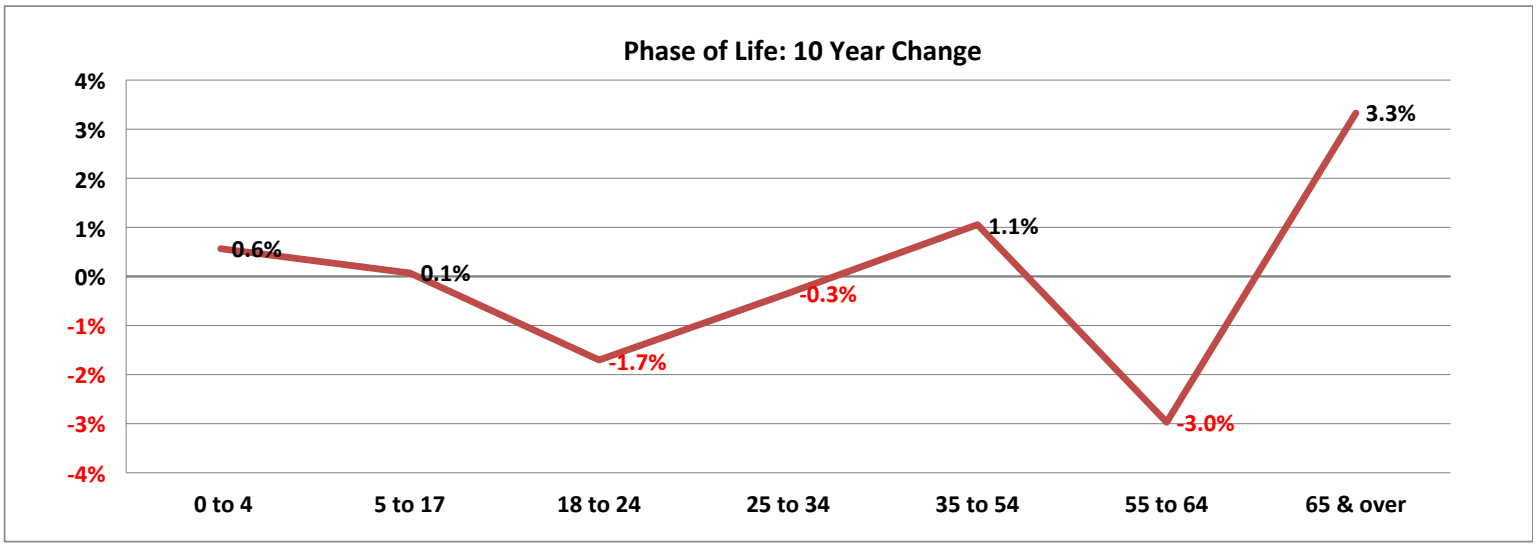
The age history and forecast reflect changes in a community. For example, two demographic trends currently in play are the aging of the Baby Boom generation and the decline in live births in the late 20th and 21st centuries.





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	79,319	73,191	76,530	80,411	5.8%	5.4%	5.7%	6.0%
Required Formal Schooling: 5 to 17	242,278	190,962	185,539	190,859	17.7%	14.1%	13.7%	14.1%
College/Career Starts: 18 to 24	135,263	146,537	134,750	122,765	9.9%	10.8%	9.9%	9.1%
Singles & Young Families: 25 to 34	147,930	178,873	184,938	173,275	10.8%	13.2%	13.7%	12.8%
Families & Empty Nesters: 35 to 54	383,806	299,014	295,159	311,616	28.1%	22.0%	21.8%	23.1%
Enrichment Yrs Singles/Cpls: 55 to 64	177,908	189,799	170,880	148,684	13.0%	14.0%	12.6%	11.0%
Retirement Opportunities: 65 & over	201,721	278,413	306,693	321,786	14.7%	20.5%	22.6%	23.8%
Total:	**1,368,225**	**1,356,789**	**1,354,489**	**1,349,396**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Sources: US Census Bureau, Synergos Technologies Inc., Experian

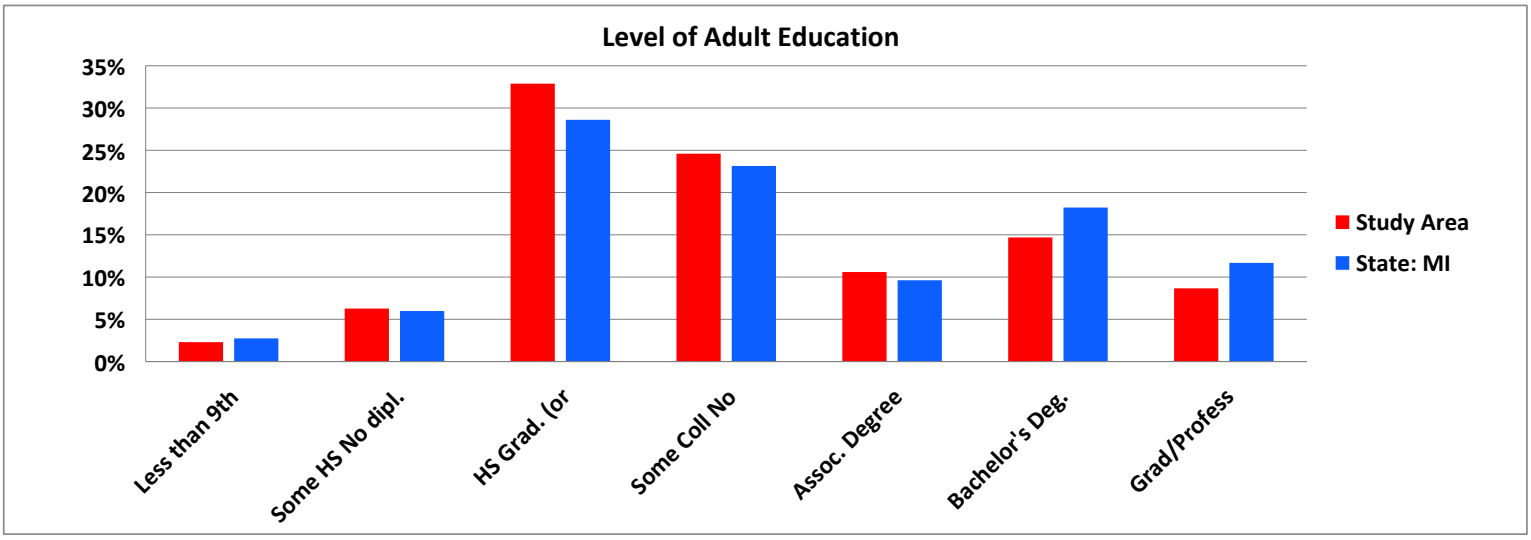
Education and Career Status Theme

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

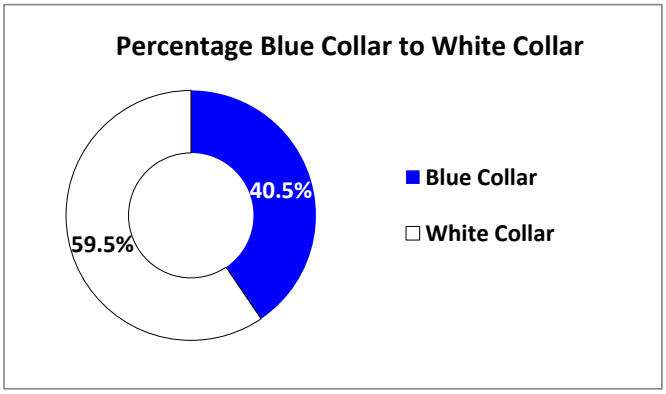
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of MI



Education Level of Adults 18 Years and Older	Actual Hhlds by Year 2022	2027	2022 to 2027 Change	Percent of all Hhlds by Year 2022%	2027%	2022 to 2027 % Change
Less than 9th Grade	21,762	22,314	552	2.3%	2.3%	0.0%
Some High School, No diploma	59,336	59,273	-63	6.3%	6.2%	-0.1%
High School Graduate (or GED)	311,113	309,209	-1,904	32.9%	32.3%	-0.6%
Some College, No degree	232,711	234,155	1,444	24.6%	24.5%	-0.1%
Associate Degree	100,252	102,926	2,674	10.6%	10.7%	0.2%
Bachelor's Degree	138,944	143,654	4,710	14.7%	15.0%	0.3%
Graduate or Professional school degree	81,980	86,152	4,172	8.7%	9.0%	0.3%
Total:	**946,098**	**957,683**	**11,585**	**100.0%**	**100.0%**	

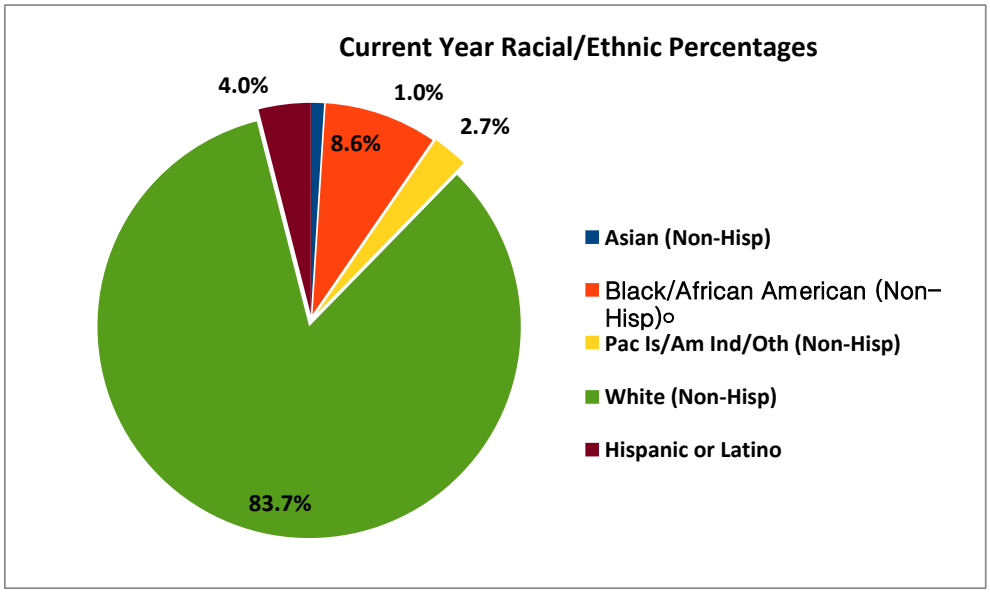
Career Types: Blue Collar and White Collar



Community Diversity Theme

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

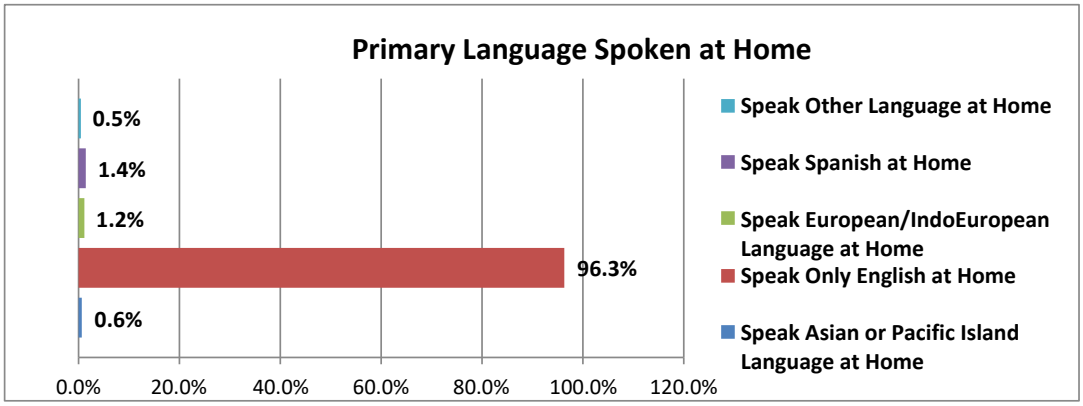
Study Area Racial and Ethnic Diversity



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

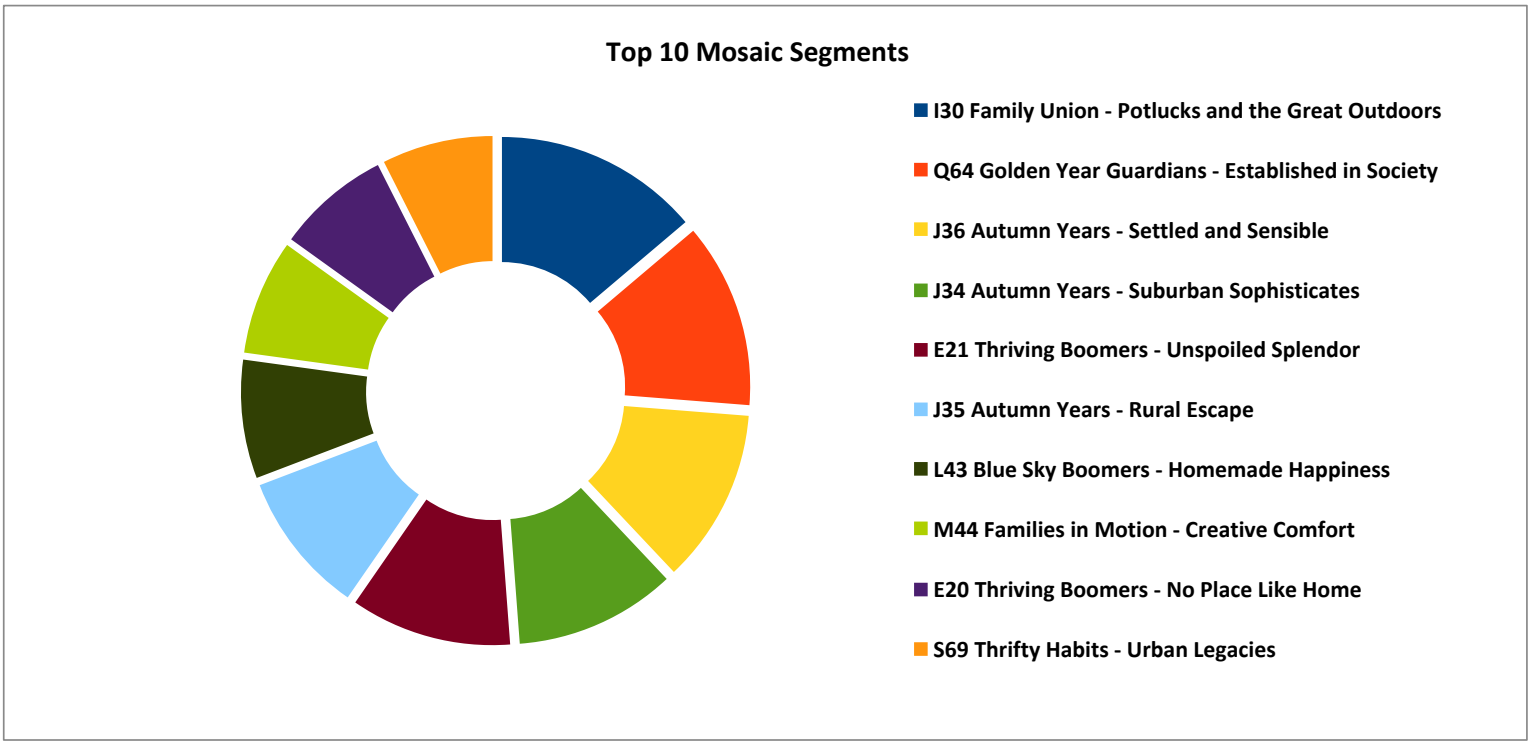
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2027 Change	Percent of all Pop by Year			2010 to 2027 % Change
	2010	2022	2027		2010%	2022%	2027%	
Asian (Non-Hisp)	12,273	13,583	14,566	2,293	0.9%	1.0%	1.1%	0.2%
Black/African American (Non-Hisp)	135,390	116,646	115,041	-20,349	9.9%	8.6%	8.5%	-1.4%
White (Non-Hisp)	1,138,857	1,135,908	1,136,884	-1,973	83.2%	83.7%	83.9%	0.7%
Hispanic or Latino	50,525	53,976	53,707	3,182	3.7%	4.0%	4.0%	0.3%
Pac Is/Am Ind/Oth (Non-Hisp)	31,179	36,674	34,291	3,112	2.3%	2.7%	2.5%	0.3%
Total:	**1,368,224**	**1,356,787**	**1,354,489**	**-13,735**	**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
I30 Family Union - Potlucks and the Great Outdoors	35,674	6.7%	177,464	4.5%	150
Q64 Golden Year Guardians - Established in Society	32,114	6.0%	159,905	4.0%	150
J36 Autumn Years - Settled and Sensible	30,242	5.7%	115,935	2.9%	195
J34 Autumn Years - Suburban Sophisticates	27,961	5.2%	201,158	5.0%	104
E21 Thriving Boomers - Unspoiled Splendor	27,955	5.2%	149,216	3.7%	140
J35 Autumn Years - Rural Escape	24,724	4.6%	114,284	2.9%	162
L43 Blue Sky Boomers - Homemade Happiness	20,568	3.9%	78,326	2.0%	196
M44 Families in Motion - Creative Comfort	19,985	3.7%	78,974	2.0%	189
E20 Thriving Boomers - No Place Like Home	19,702	3.7%	162,536	4.1%	91
S69 Thrifty Habits - Urban Legacies	19,244	3.6%	145,893	3.7%	99
	258,169		**1,383,691**		

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

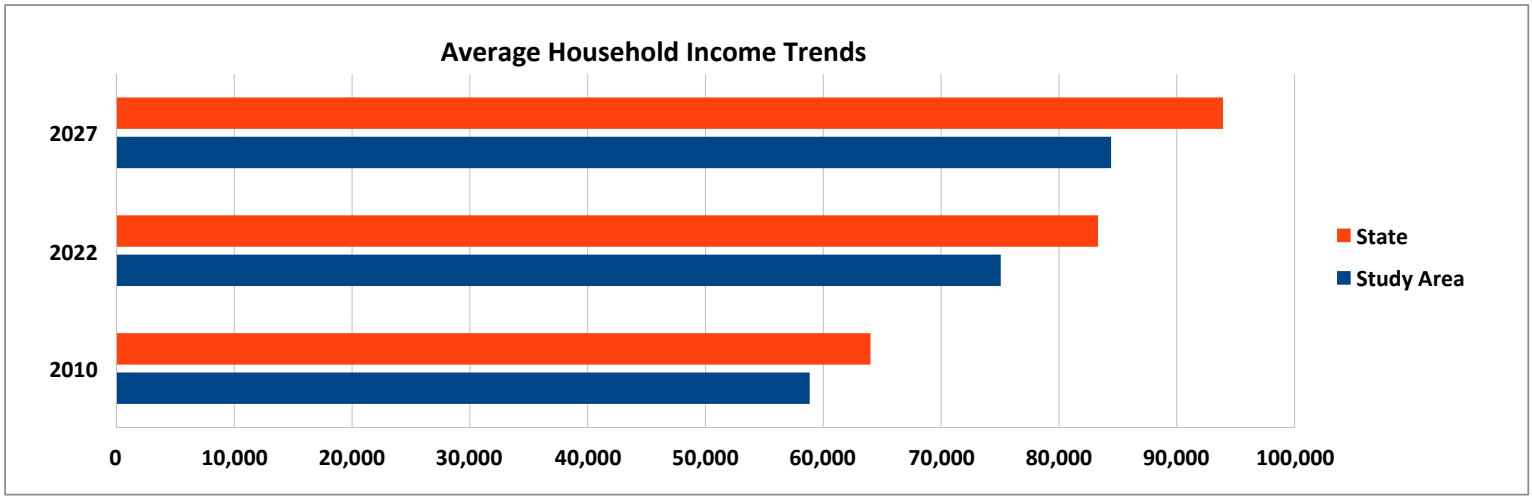
Faith based clients: To access the Mosaic application guide click on:

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

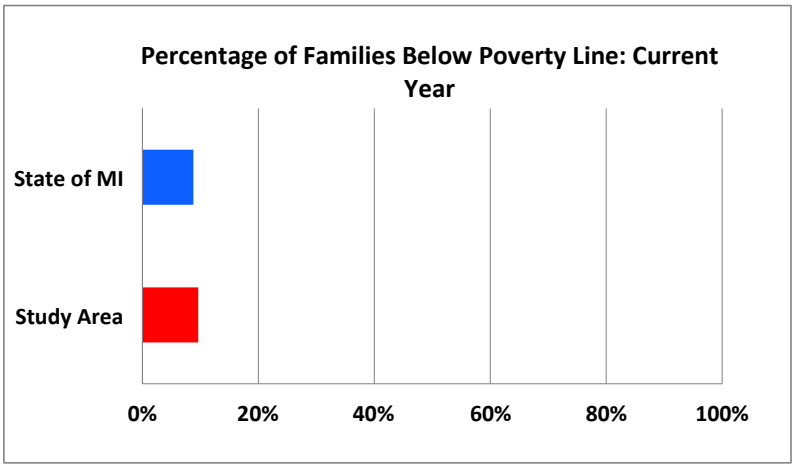
Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

Household Income



Income Trends: Households and Families	2010	2022	2027	2010 to 2027 Change
Average Household Income	58,846	75,061	84,425	25,579
Median Household Income	45,687	56,166	63,524	17,837
Per Capita Income	23,153	29,509	33,162	10009
Median Family Income		69,067	68,636	431

Poverty



Poverty Level	Pop	Area % Pop	MI % Pop
Above poverty level	322,029	90.4%	91.2%
Below poverty level	34,311	9.6%	8.8%
	356,340	**100.0%**	**100.0%**

Supporting Information

Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8		

Interpreting the Report

The QuickInsite report is formatted to help you interpret data at a glance.

Change over time: Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding: Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

Indexes: Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. The indexes can be interpreted as follows.

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your study area on the MissionInsite website.

Support

If you need support with this report, please email MissionInsite at misupport@missioninsite.com.

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