

# The QuickInsite Report

Prepared for: Dakotas Conference UMC  
Study area: 10 mi Around Sioux Falls, South Dakota, United States

Base State: SD  
Current Year Estimate: 2021  
5 Year Projection: 2026  
10 Year Forecast: 2031  
Date: 10/23/2021  
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.

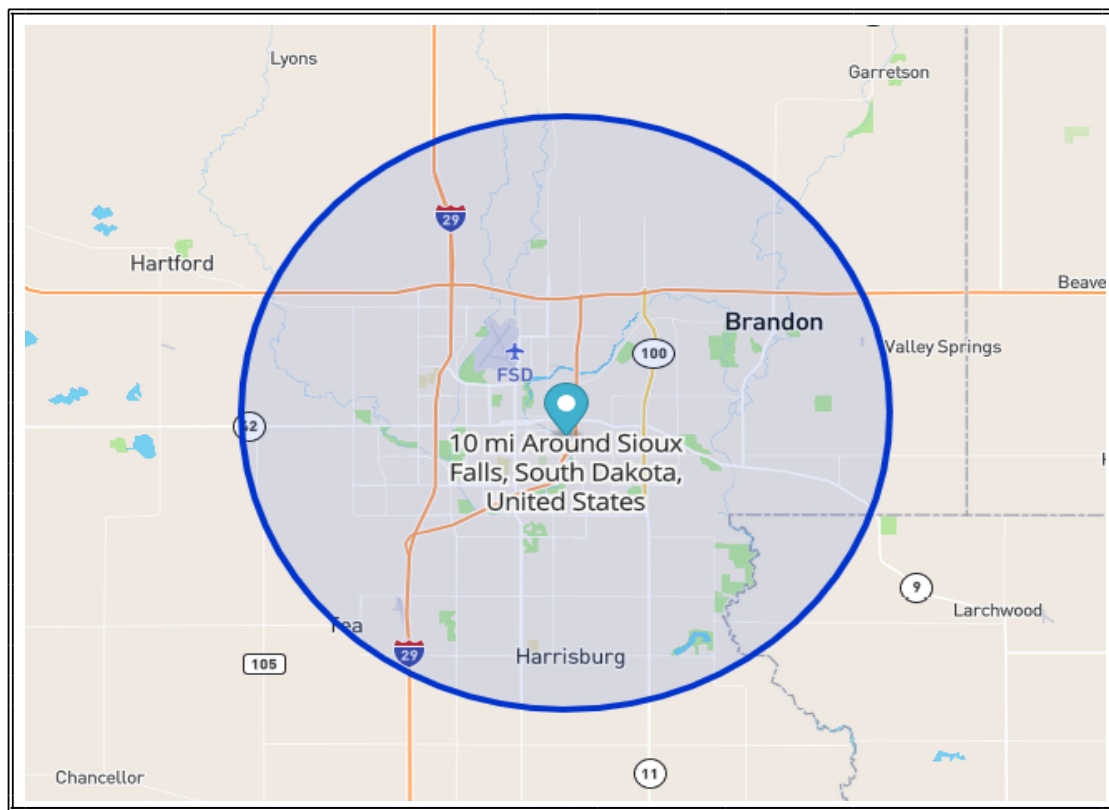
## Two Sections

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

1	<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	Little Change	Moderate Growth	Significant Growth
2	<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	Moderate Decline	Little Change	Moderate Increase	Significant Increase
3	<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	About the Same	Somewhat More	Significantly More
4	<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	High	Very High
5	<b>Community Diversity Index</b>					
	How diverse is the racial/ethnic mix of this area? (See Community Diversity Theme)	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
6	<b>Median Family Income</b>					
	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	<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	Somewhat Below	About the Same	Somewhat Above	Significantly Above
8	<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	Closely Split	Somewhat White	Very White Collar
9	<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)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other

# ThemeView

## Demographic Descriptions of the Study Area

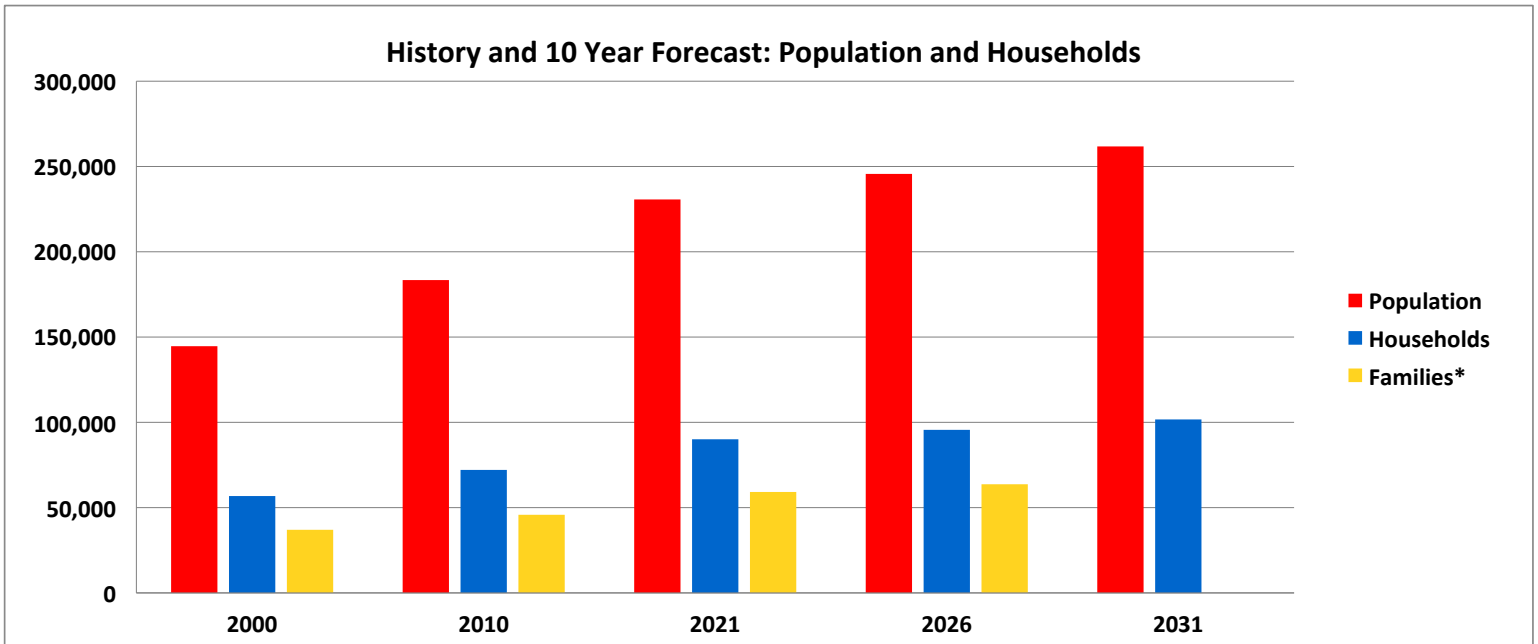
Study area: 10 mi Around Sioux Falls, South Dakota, United States

Date: 10/23/2021

### 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

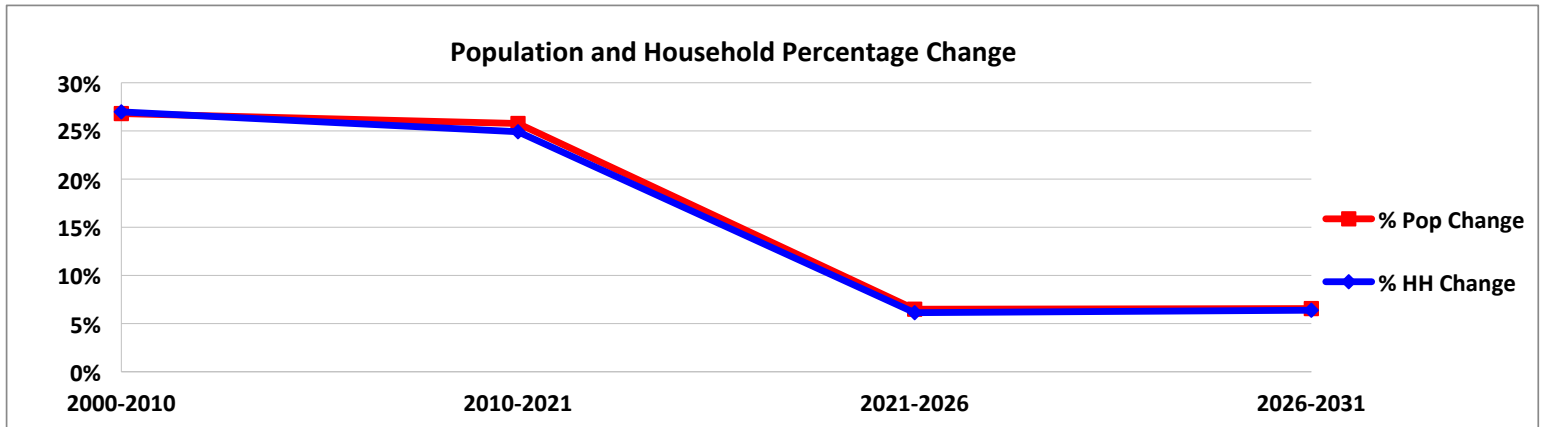


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2021	2026	2031
Population	144,641	183,406	230,672	245,650	261,761
Population Change		38,765	47,266	14,978	16,111
Percent Change		26.8%	25.8%	6.5%	6.6%
Households	56,787	72,107	90,071	95,594	101,699
Households Change		15,320	17,964	5,523	0
Percent Change		27.0%	24.9%	6.1%	0.0%
Population / Households	2.55	2.54	2.56	2.57	2.57
Population / Households Change		-0.00	0.02	0.01	0.00
Percent Change		-0.1%	0.7%	0.3%	0.2%
Family Households	37,001	45,800	59,176	63,699	
Family Households Change		8,799	13,376	4,523	
Percent Change		23.8%	29.2%	7.6%	

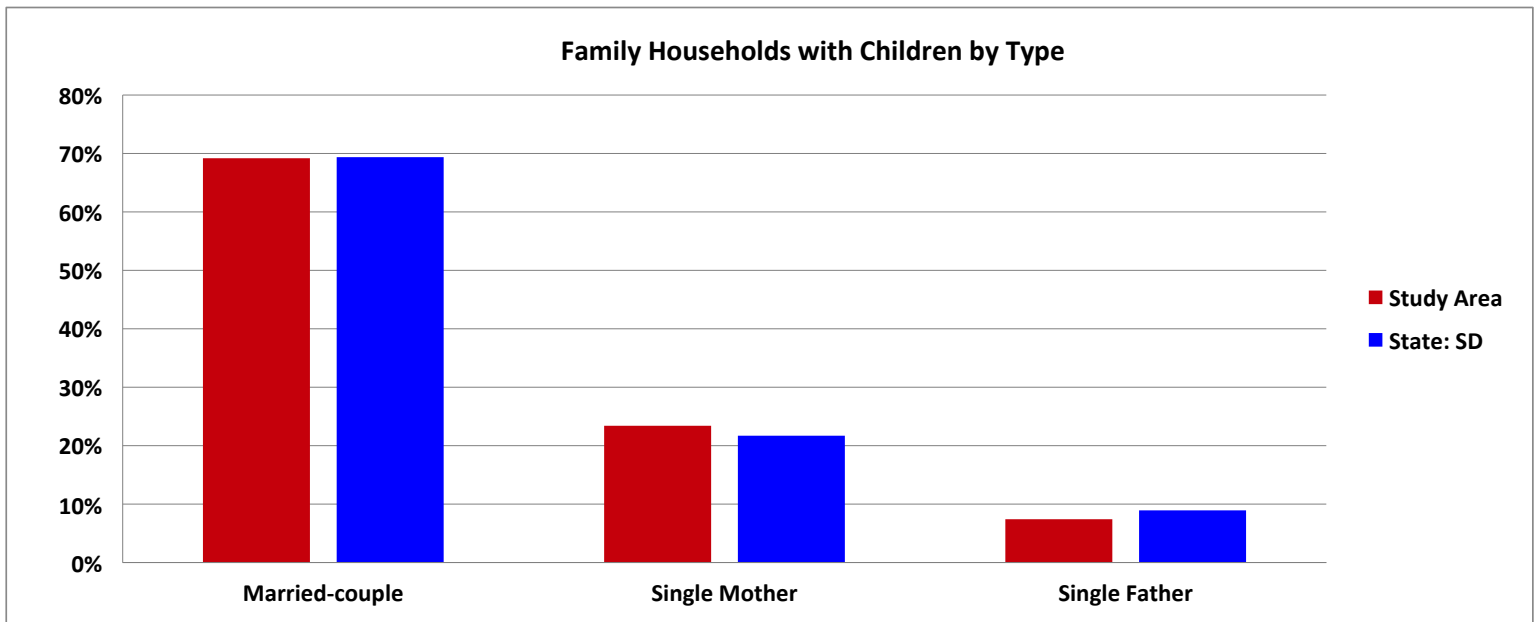
## Population and Households Theme

### 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.



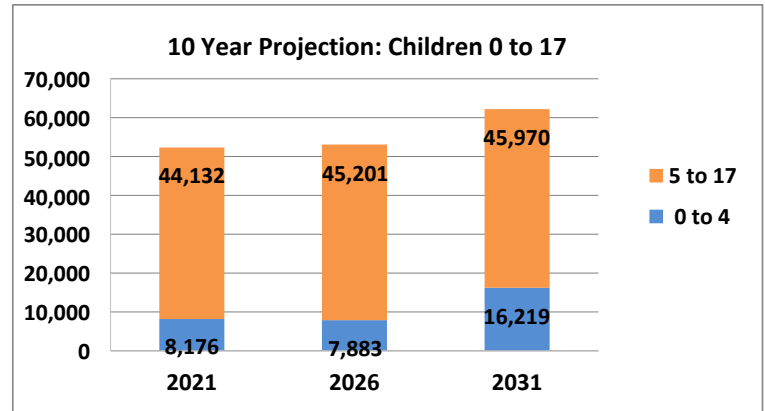
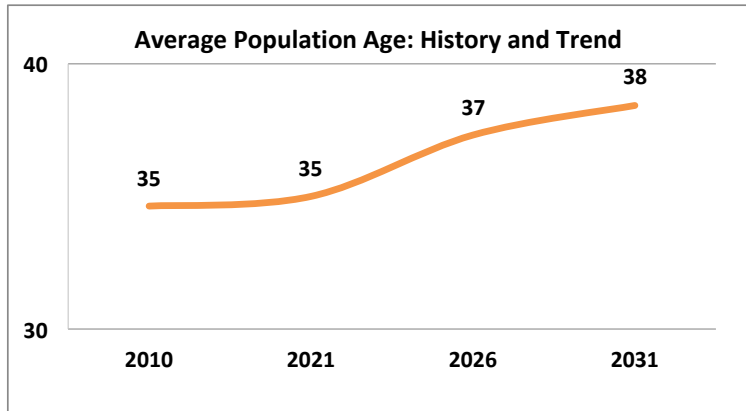
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2026 Change	Percent of all Hhlds by Year			2010 to 2026 % Change
	2010	2021	2026		2010%	2021%	2026%	
Family: Married-couple	16,660	20,249	21,736	5,076	69.1%	69.2%	69.3%	0.1%
Family: Single Mother	5,408	6,850	7,329	1,921	22.4%	23.4%	23.4%	0.9%
Family: Single Father	2,028	2,169	2,315	287	8.4%	7.4%	7.4%	-1.0%
<b>Total:</b>	<b>24,096</b>	<b>29,268</b>	<b>31,380</b>	<b>7,284</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

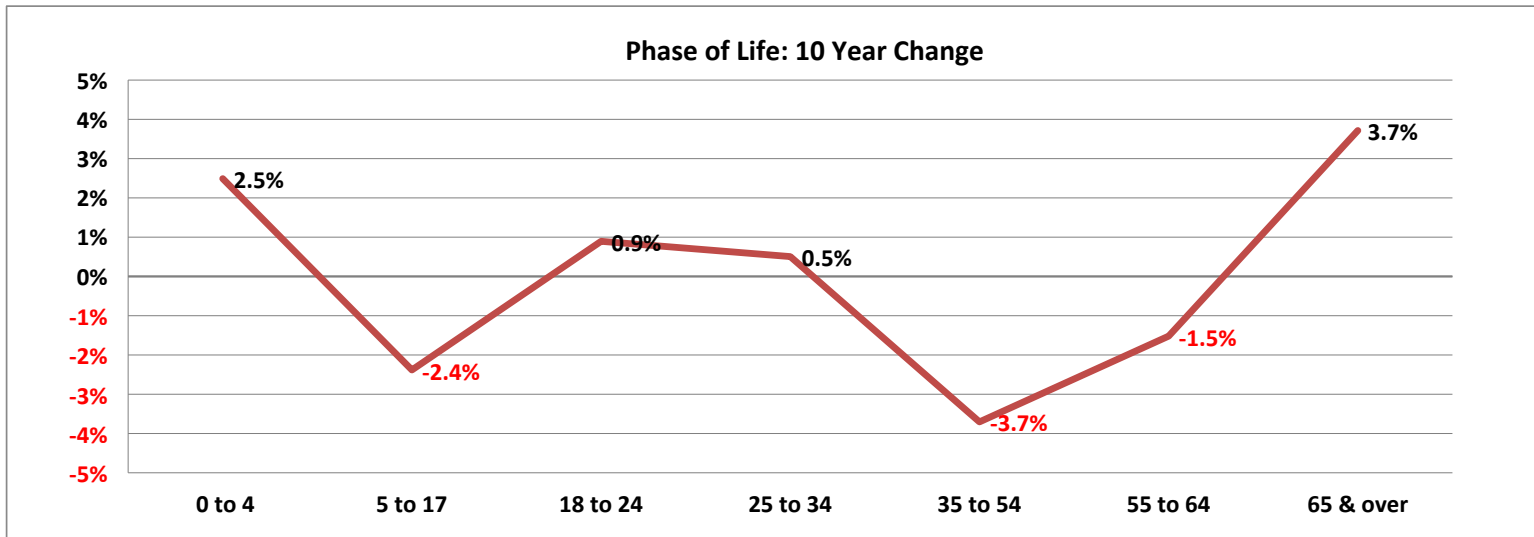
### 10 Year Average Age and Children 0 to 17 Trends

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	2021	2026	2031	2010%	2021%	2026%	2031%
Before Formal Schooling: 0 to 4	15,018	8,176	7,883	16,219	8.2%	3.7%	3.3%	6.2%
Required Formal Schooling: 5 to 17	32,141	44,132	45,201	45,970	17.5%	19.9%	19.0%	17.5%
College/Career Starts: 18 to 24	18,156	21,258	24,903	27,508	9.9%	9.6%	10.5%	10.5%
Singles & Young Families: 25 to 34	30,299	27,217	28,927	33,538	16.5%	12.3%	12.2%	12.8%
Families & Empty Nesters: 35 to 54	49,598	61,018	61,943	62,479	27.0%	27.5%	26.1%	23.8%
Enrichment Yrs Singles/Cpls: 55 to 64	19,195	27,645	28,046	28,723	10.5%	12.5%	11.8%	10.9%
Retirement Opportunities: 65 & over	19,000	32,571	40,403	48,309	10.4%	14.7%	17.0%	18.4%
<b>Total:</b>	<b>183,407</b>	<b>222,017</b>	<b>237,306</b>	<b>262,746</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

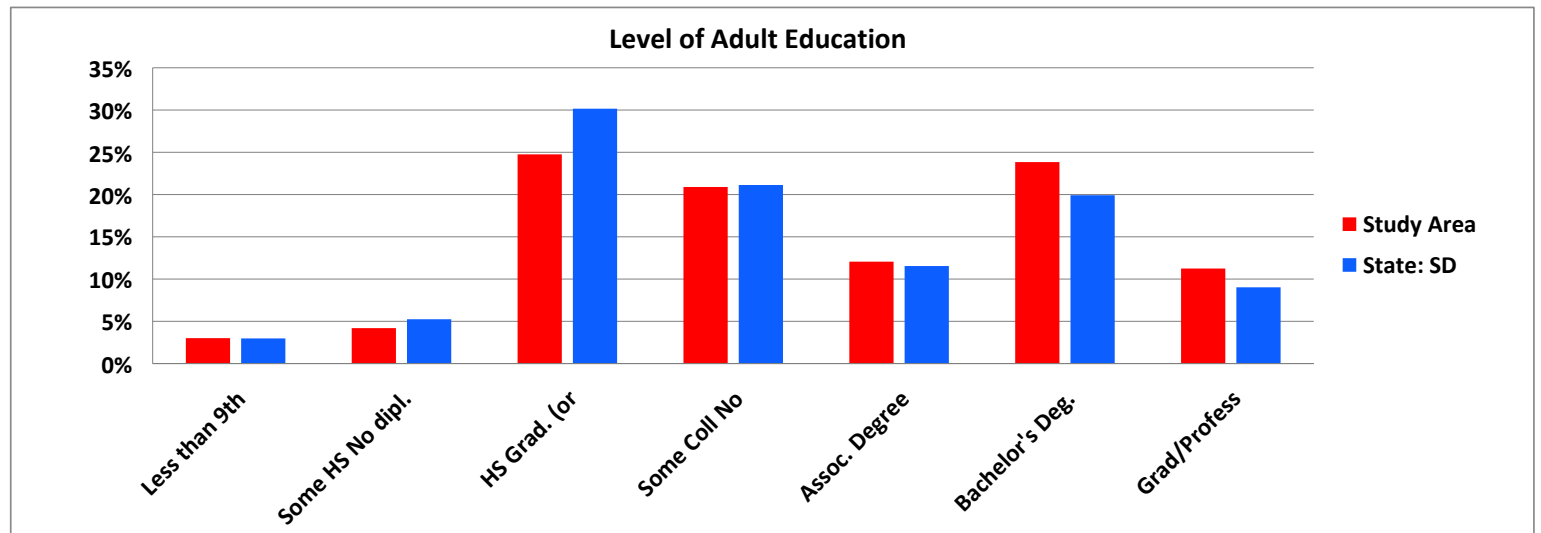
## Education and Career Status Theme

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

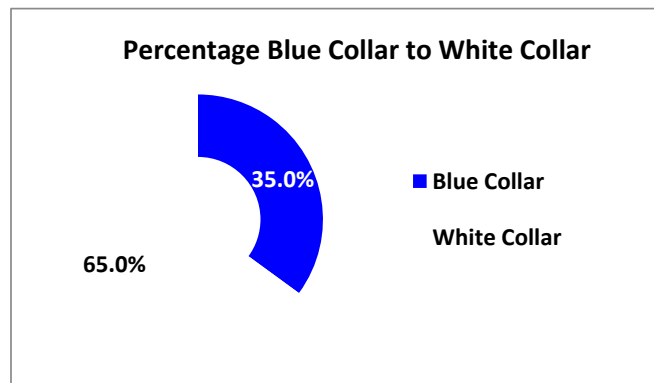
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

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



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2021 to 2026 Change	Percent of all Hhlds by Year		2021 to 2026 % Change
	2021	2026		2021%	2026%	
Less than 9th Grade	4,468	4,669	201	3.0%	2.9%	-0.1%
Some High School, No diploma	6,227	6,585	358	4.2%	4.1%	-0.1%
High School Graduate (or GED)	36,750	38,201	1,451	24.8%	24.0%	-0.8%
Some College, No degree	31,017	33,190	2,173	20.9%	20.8%	-0.1%
Associate Degree	17,902	19,805	1,903	12.1%	12.4%	0.4%
Bachelor's Degree	35,391	38,247	2,856	23.8%	24.0%	0.2%
Graduate or Professional school degree	16,695	18,624	1,929	11.2%	11.7%	0.4%
<b>Total:</b>	<b>148,450</b>	<b>159,321</b>	<b>10,871</b>	<b>100.0%</b>	<b>100.0%</b>	

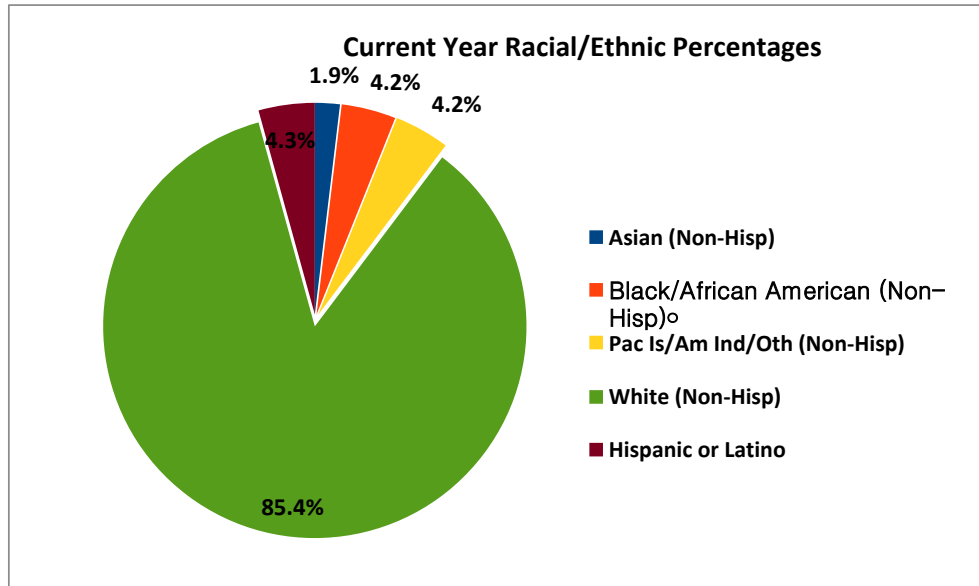
### Career Types: Blue Collar and White Collar



## 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.

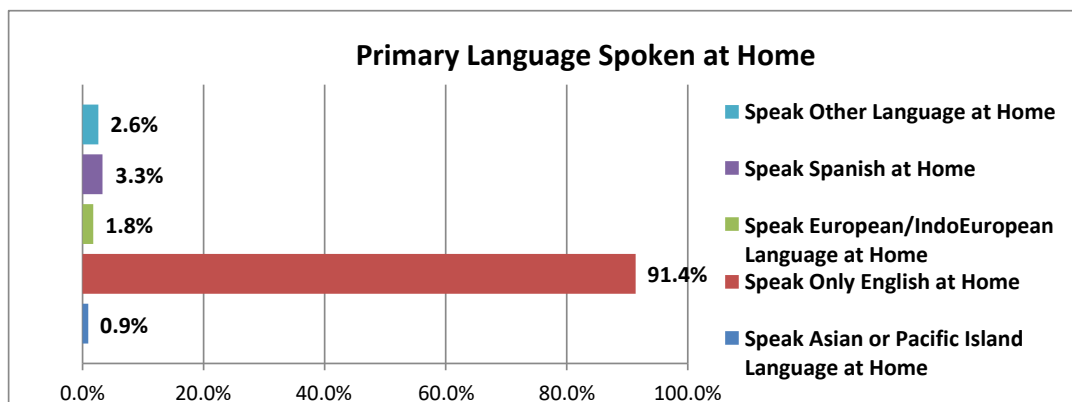
### Study Area Racial and Ethnic Diversity



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 2026 Change	Percent of all Pop by Year			2010 to 2026 % Change
	2010	2021	2026		2010%	2021%	2026%	
Asian (Non-Hisp)	2,862	4,387	4,915	2,053	1.6%	1.9%	2.0%	0.4%
Black/African American (Non-Hisp)	6,547	9,598	9,803	3,256	3.6%	4.2%	4.0%	0.4%
White (Non-Hisp)	158,970	197,073	209,864	50,894	86.7%	85.4%	85.4%	-1.2%
Hispanic or Latino	7,200	9,889	10,833	3,633	3.9%	4.3%	4.4%	0.5%
Pac Is/Am Ind/Oth (Non-Hisp)	7,827	9,725	10,235	2,408	4.3%	4.2%	4.2%	-0.1%
<b>Total:</b>	<b>183,406</b>	<b>230,672</b>	<b>245,650</b>	<b>62,244</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

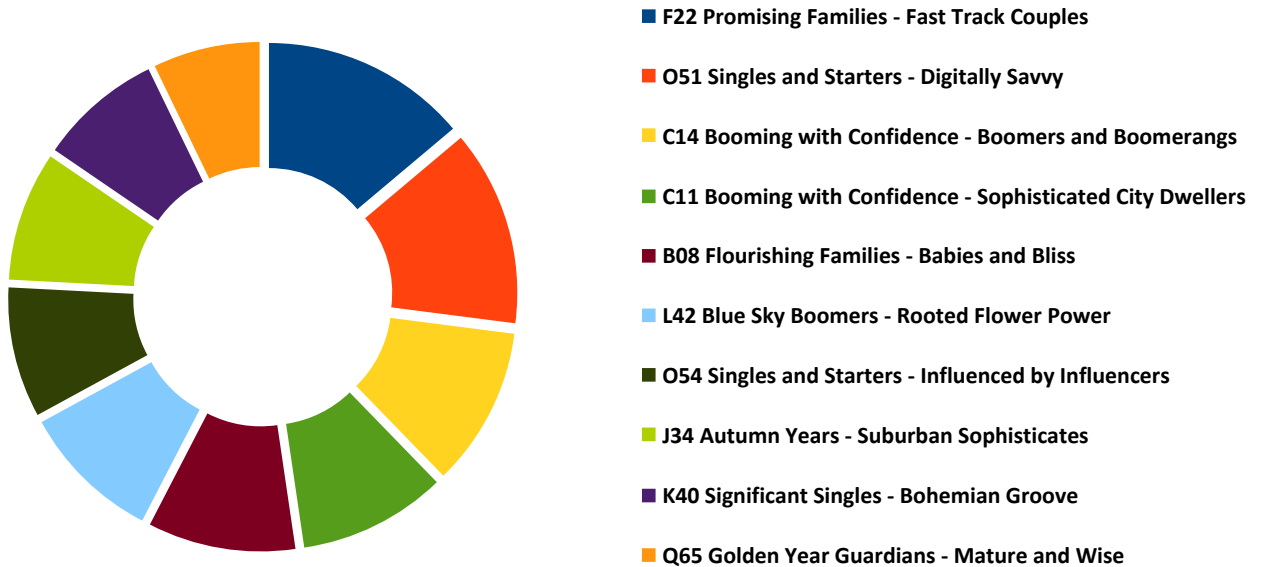


## Community Diversity Theme

### 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
F22 Promising Families - Fast Track Couples	6,099	6.8%	10,008	2.8%	239
O51 Singles and Starters - Digitally Savvy	5,791	6.4%	16,851	4.8%	135
C14 Booming with Confidence - Boomers and Boomerangs	4,703	5.2%	9,329	2.6%	198
C11 Booming with Confidence - Sophisticated City Dwellers	4,371	4.9%	11,095	3.1%	155
B08 Flourishing Families - Babies and Bliss	4,366	4.8%	6,894	2.0%	248
L42 Blue Sky Boomers - Rooted Flower Power	4,157	4.6%	10,489	3.0%	155
O54 Singles and Starters - Influenced by Influencers	3,856	4.3%	5,836	1.7%	259
J34 Autumn Years - Suburban Sophisticates	3,830	4.3%	13,740	3.9%	109
K40 Significant Singles - Bohemian Groove	3,642	4.0%	9,249	2.6%	154
Q65 Golden Year Guardians - Mature and Wise	3,158	3.5%	9,415	2.7%	132
	<b>43,973</b>		<b>102,906</b>		

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

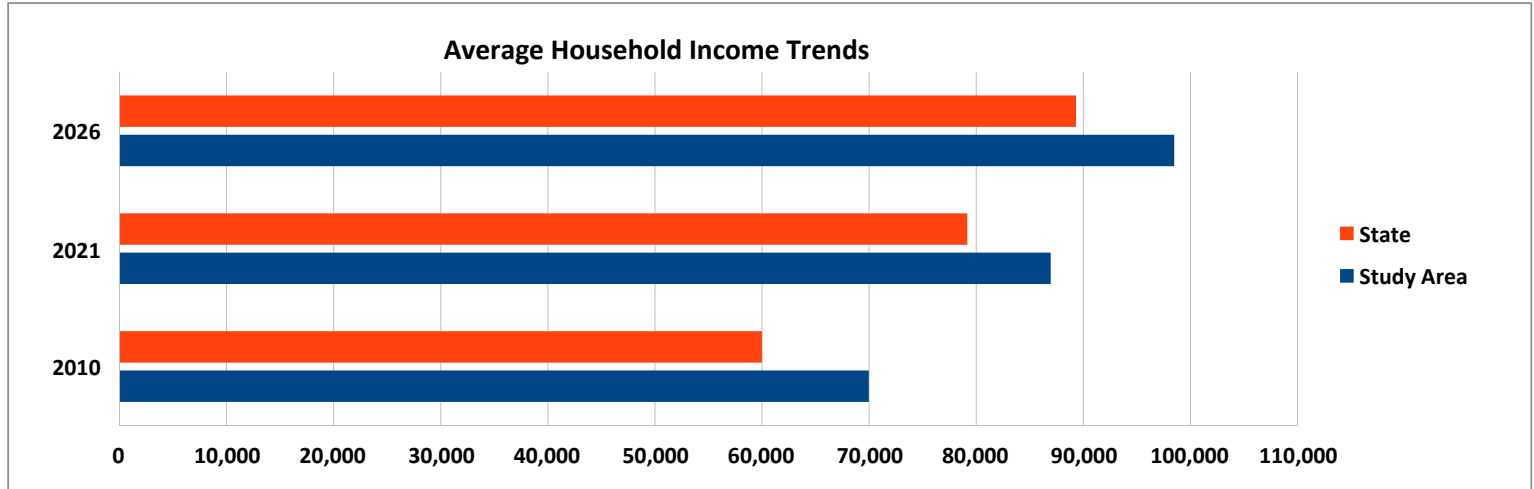
Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite



## 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.

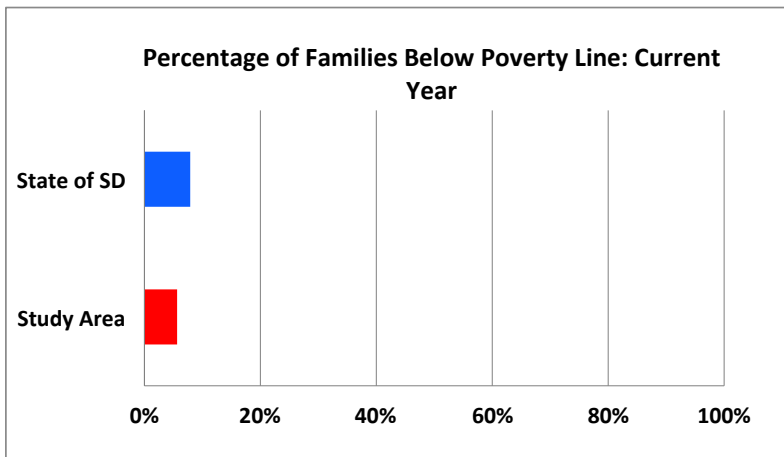
### Household Income



### Income Trends: Households and Families

	2010	2021	2026	2010 to 2026 Change
Average Household Income	69,966	86,949	98,484	28,518
Median Household Income	55,051	68,065	77,238	22,187
Per Capita Income	27,507	33,951	38,325	10817
Median Family Income		83,635	84,391	756

### Poverty



Poverty Level	Pop	Area % Pop	SD % Pop
Above poverty level	55,839	94.4%	92.1%
Below poverty level	3,337	5.6%	7.9%
	59,176	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 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).