

2016

Data Report

# West Allis East Parishes

Holy Assumption Parish  
West Allis, Wisconsin

St. Augustine Parish  
West Allis, Wisconsin

St. Florian Parish  
West Milwaukee, Wisconsin

St. Rita Parish  
West Allis, Wisconsin

2/16/2016

# The QuickInsite Report

Prepared for: Archdiocese of Milwaukee  
Study area: Custom Geography  
Base State: WI  
Current Year Estimate: 2015  
5 Year Projection: 2020  
10 Year Projection: 2025  
Date: 4/7/2016  
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 DI 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.

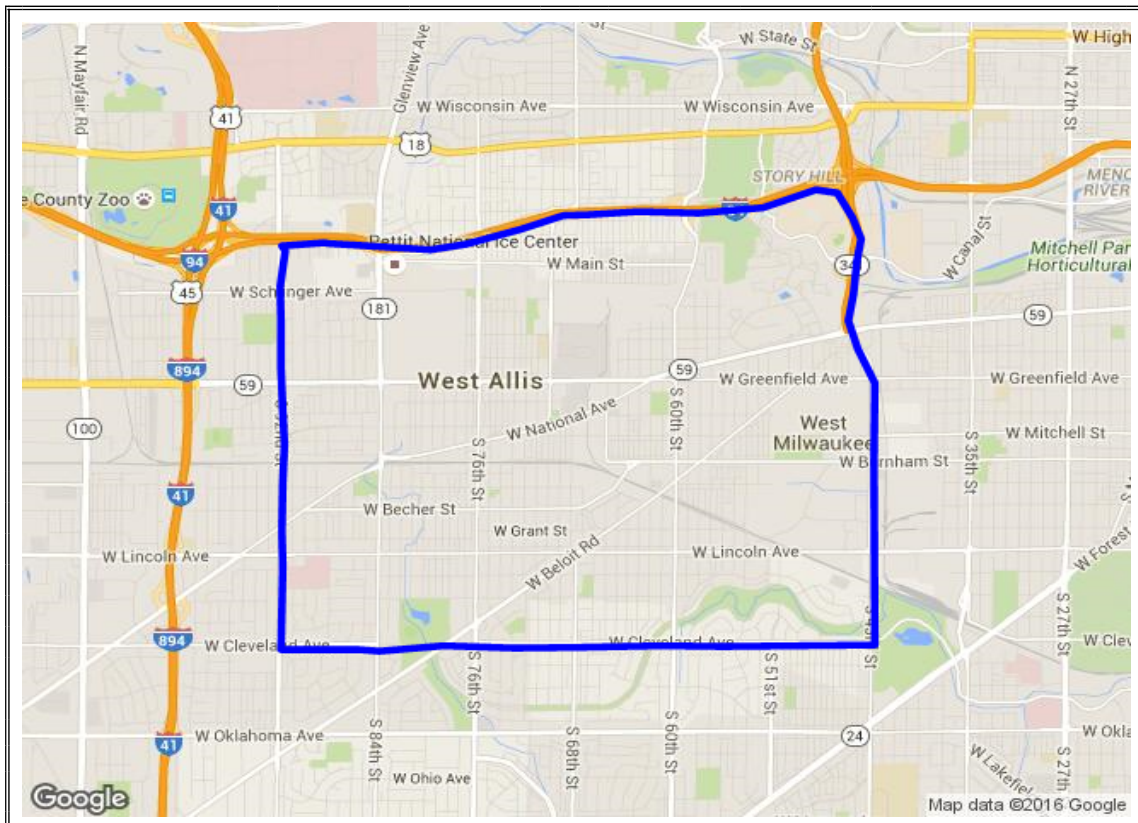
## Two Sections

Two reports are provided on the following pages.

- The **Story View** Report presents 10 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.

## 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	Little Change	<b>Moderate Increase</b>	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	<b>Somewhat Less</b>	About the Same	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	<b>Mixed</b>	High	Very High
<b>5</b>	<b>Community Diversity Index</b> How diverse is the racial/ethnic mix of this area? <small>(See Community Diversity Theme)</small>	Very Homogeneous	Homogeneous	<b>Moderately Diverse</b>	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	<b>Somewhat Less</b>	About the Same	Somewhat Greater	Significantly Greater
<b>7</b>	<b>Poverty</b> Compared to the state, is the number of families in poverty above or below the state average? <small>(See Financial Resources Theme)</small>	Significantly Below	Somewhat Below	About the Same	Somewhat Above	<b>Significantly Above</b>
<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	<b>Closely Split</b>	Somewhat White	Very White Collar
<b>9</b>	<b>Largest Racial/Ethnic Group</b> In this area, which racial/ethnic group is the largest percentage of the population? <small>(See Community Diversity Theme)</small>	Asian (NH)	Black/African American (NH)	<b>White (NH)</b>	Hispanic or Latino	Pacific Islander/American Indian/Other
<b>10</b>	<b>Religiosity</b> What is the level of religiosity in this study area? <small>(See Religiosity Theme)</small>	Very Low	<b>Somewhat Low</b>	Mixed	Somewhat High	Very High

# ThemeView

## Demographic Descriptions of the Study Area

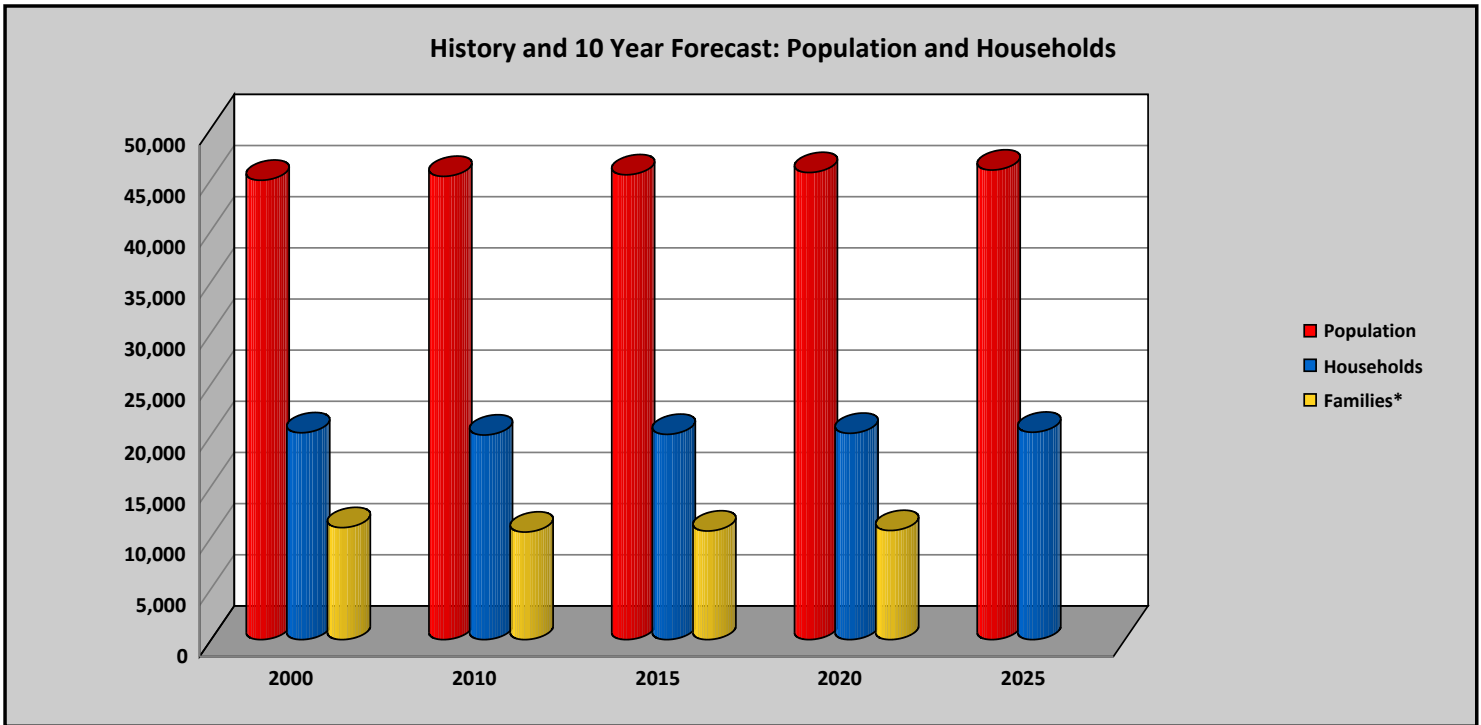
Study area: Custom Geography

Date: 4/7/2016

### 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



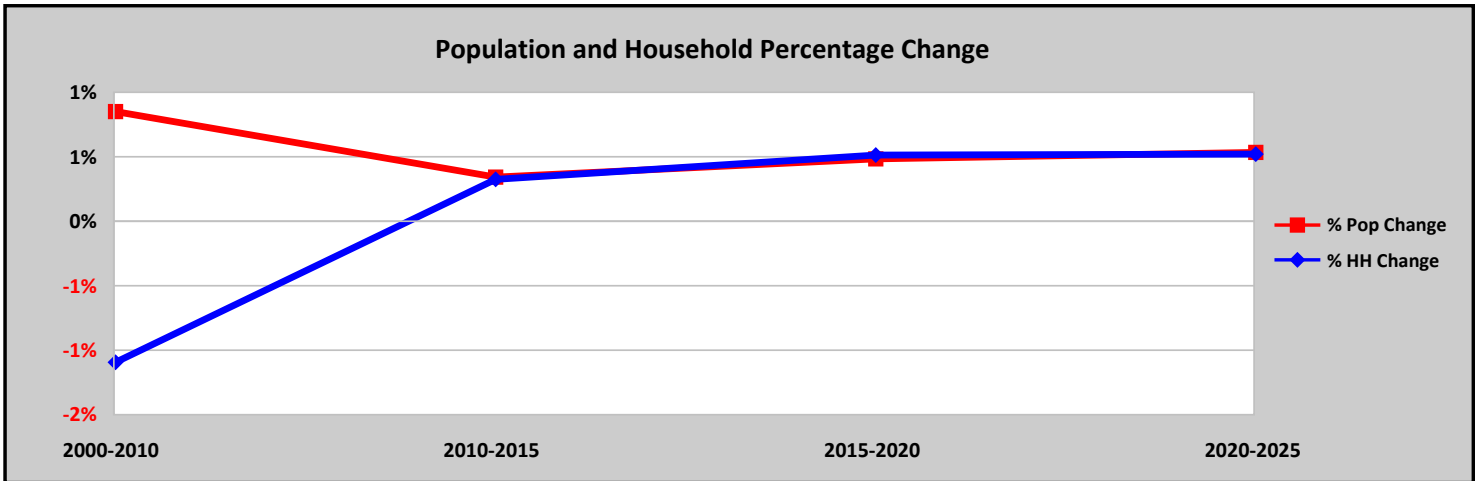
NOTE: Family Household data is not projected out 10 years.

#### Population, Households & Families

	2000	2010	2015	2020	2025
Population	44,901	45,283	45,438	45,658	45,902
Population Change		382	155	220	244
Percent Change		0.9%	0.3%	0.5%	0.5%
Households	20,220	19,999	20,064	20,167	20,272
Households Change		-221	65	103	105
Percent Change		-1.1%	0.3%	0.5%	0.0%
Population / Households	2.22	2.26	2.26	2.26	2.26
Population / Households Change		0.04	0.00	-0.00	0.00
Percent Change		2.0%	0.0%	0.0%	0.0%
Family Households	10,947	10,513	10,615	10,664	
Family Households Change		-434	102	49	
Percent Change		-4.0%	1.0%	0.5%	

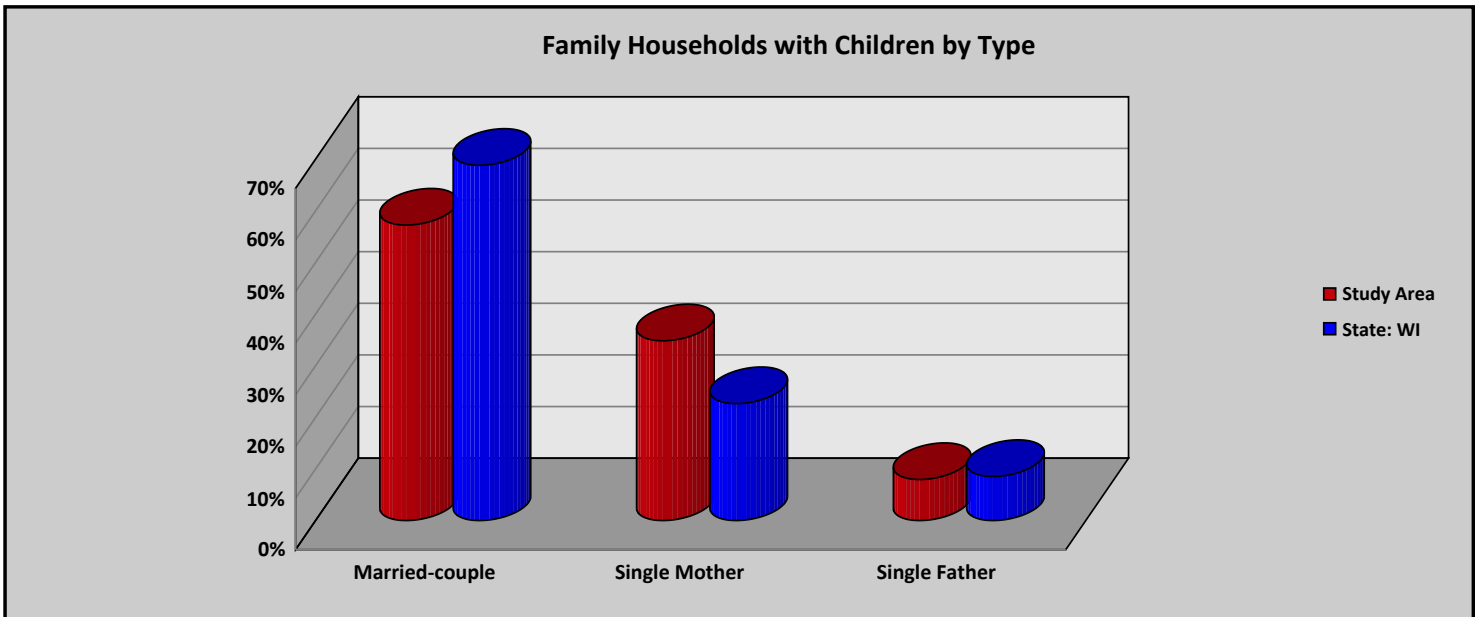
## Population and Households Theme

### 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.



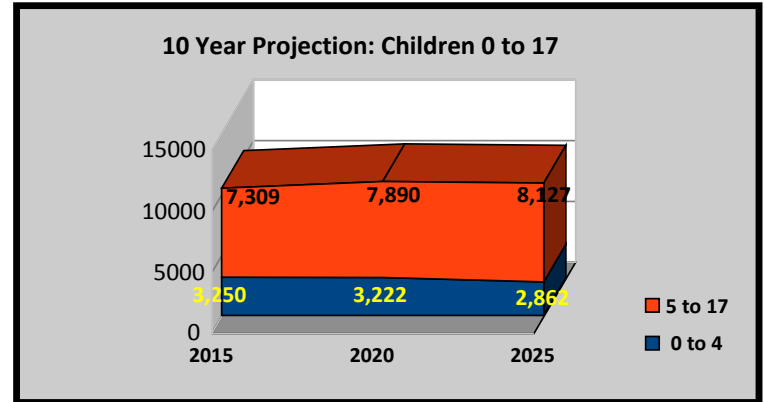
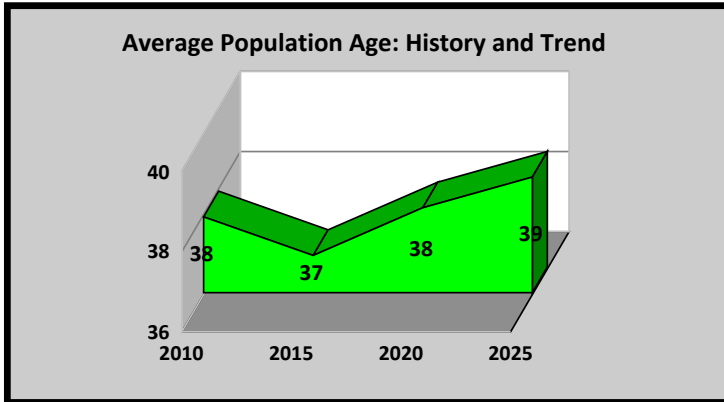
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2020	Percent of all Hhlds by Year			2010 to 2020
	2010	2015	2020	Change	2010%	2015%	2020%	% Change
Family: Married-couple	2,983	2,880	2,861	-122	55.4%	57.2%	57.0%	1.6%
Family: Single Mother	1,759	1,752	1,754	-5	32.7%	34.8%	34.9%	2.3%
Family: Single Father	644	400	405	-239	12.0%	7.9%	8.1%	-3.9%
<b>Total:</b>	<b>5,386</b>	<b>5,032</b>	<b>5,020</b>	<b>-366</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

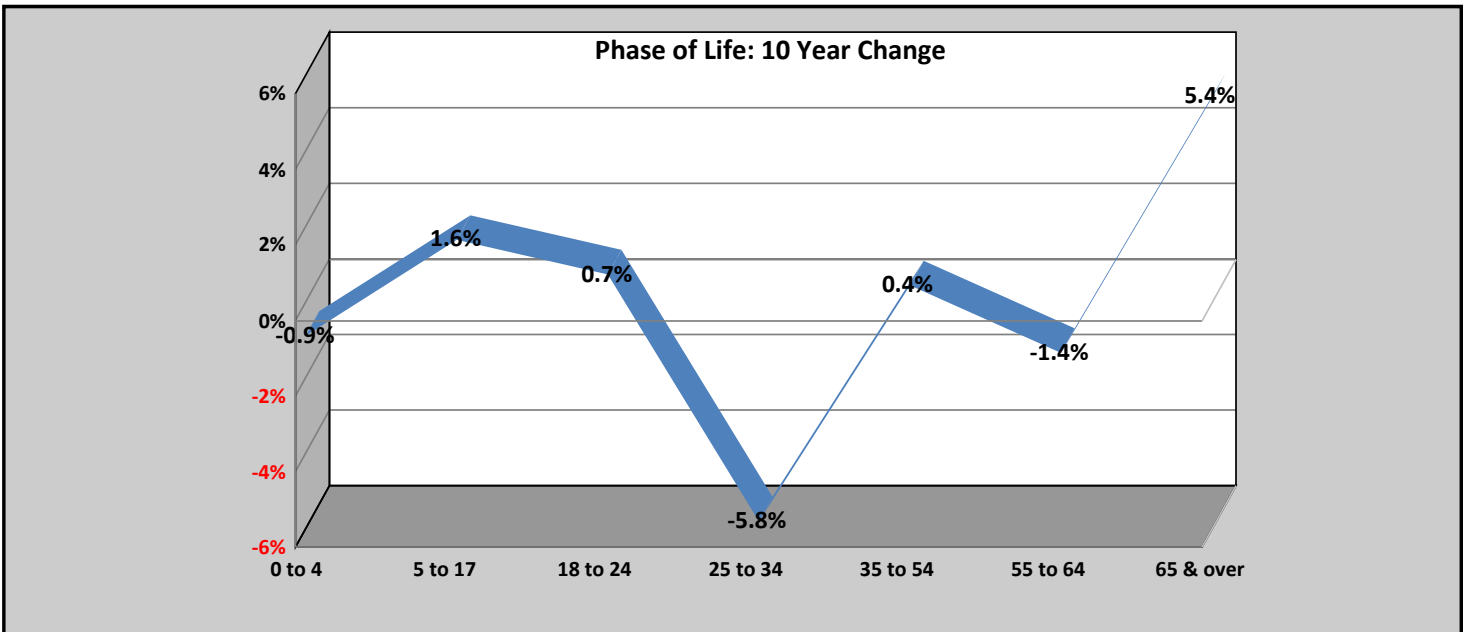
### 10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflects change in a community. Many are aging as a consequence of the aging Baby Boom generation and the decline in live births for many years in the late 20th and early 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	2015	2020	2025	2010%	2015%	2020%	2025%
Before Formal Schooling: 0 to 4	3,263	3,250	3,222	2,862	7.2%	7.2%	7.1%	6.2%
Required Formal Schooling: 5 to 17	6,703	7,309	7,890	8,127	14.8%	16.1%	17.3%	17.7%
College/Career Starts: 18 to 24	3,902	3,240	3,200	3,596	8.6%	7.1%	7.0%	7.8%
Singles & Young Families: 25 to 34	8,419	7,142	5,094	4,538	18.6%	15.7%	11.2%	9.9%
Families & Empty Nesters: 35 to 54	12,759	12,832	13,373	13,153	28.2%	28.2%	29.3%	28.7%
Enrichment Yrs Singles/Cpls: 55 to 64	4,975	5,996	6,060	5,427	11.0%	13.2%	13.3%	11.8%
Retirement Opportunities: 65 & over	5,261	5,670	6,818	8,200	11.6%	12.5%	14.9%	17.9%
<b>Total:</b>	<b>45,282</b>	<b>45,439</b>	<b>45,657</b>	<b>45,903</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

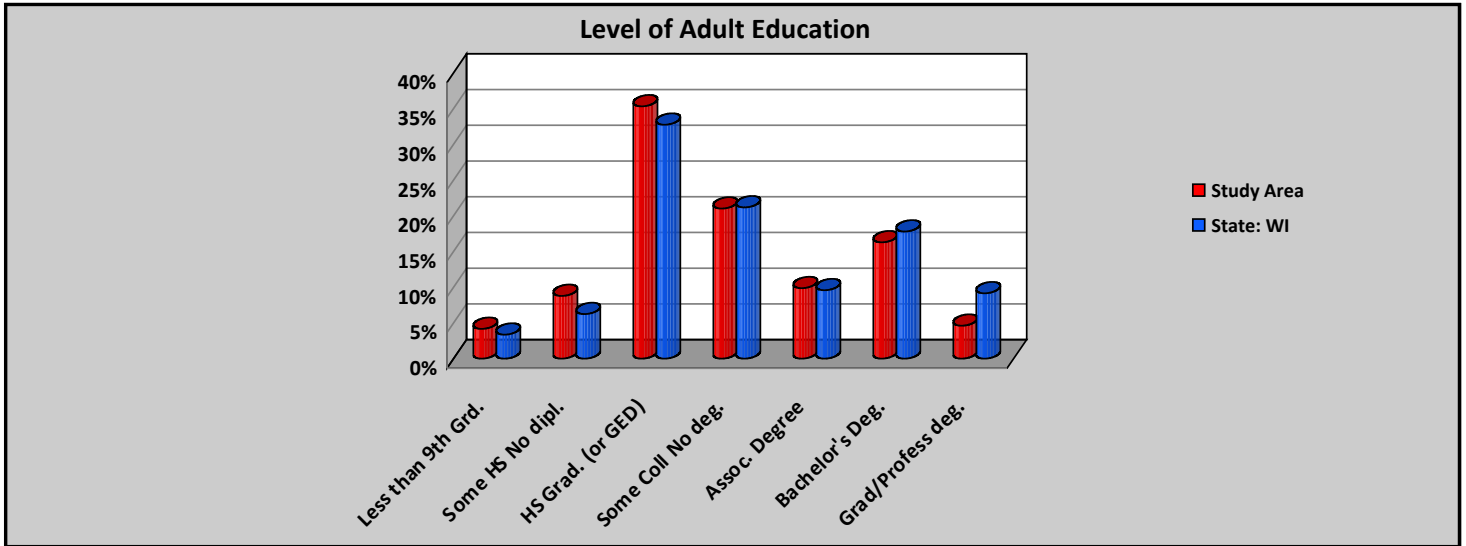
## Education and Career Status Theme

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

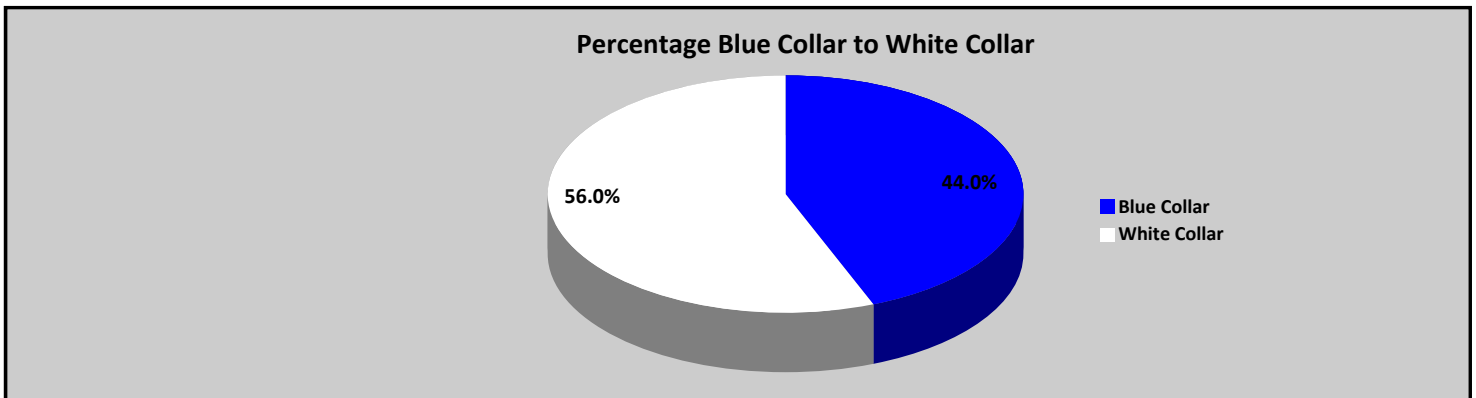
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

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



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			2015 to 2020 Change	Percent of all Hhlds by Year		
	2015	2020	2015 to 2020 Change		2015%	2020%	2015 to 2020 % Change
Less than 9th Grade	1,318	1,317	-1	4.2%	4.2%	0.0%	
Some High School, No diploma	2,777	2,693	-84	8.8%	8.6%	-0.2%	
High School Graduate (or GED)	11,171	10,844	-327	35.3%	34.6%	-0.7%	
Some College, No degree	6,645	6,516	-129	21.0%	20.8%	-0.2%	
Associate Degree	3,120	3,224	104	9.9%	10.3%	0.4%	
Bachelor's Degree	5,150	5,298	148	16.3%	16.9%	0.6%	
Graduate or Professional school degree	1,458	1,453	-5	4.6%	4.6%	0.0%	
<b>Total:</b>	<b>31,639</b>	<b>31,345</b>	<b>-294</b>	<b>100.0%</b>	<b>100.0%</b>		

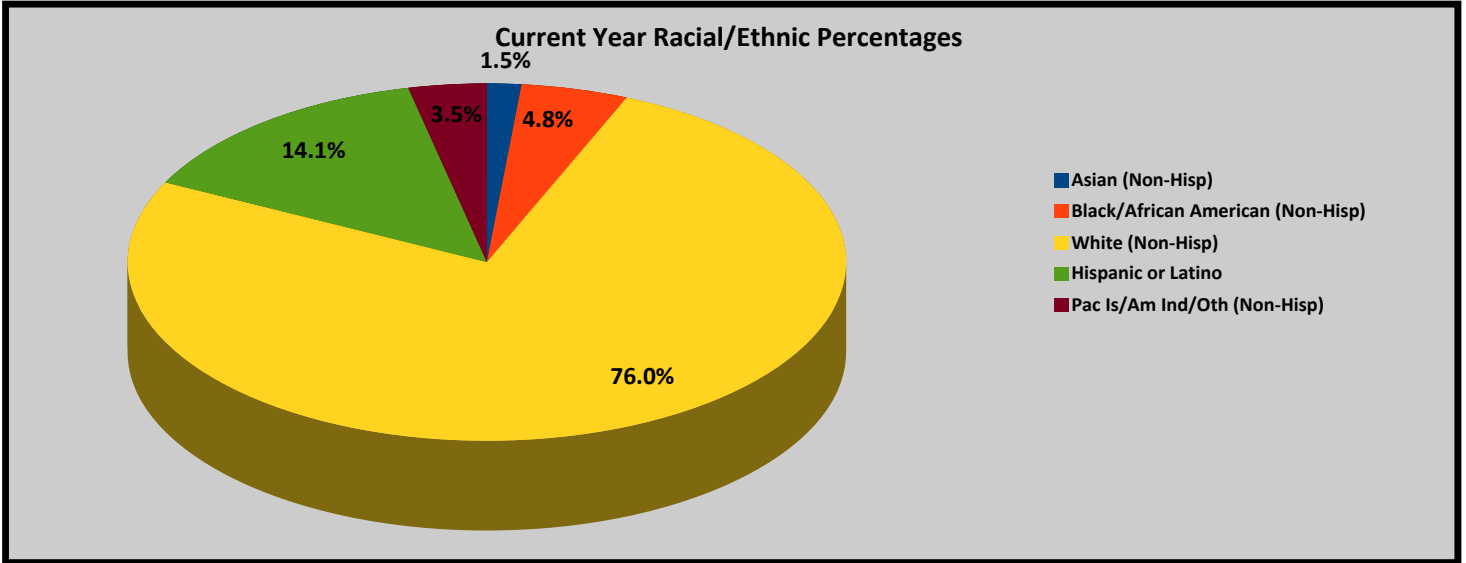
### Career Types: Blue Collar and White Collar



## Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also 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

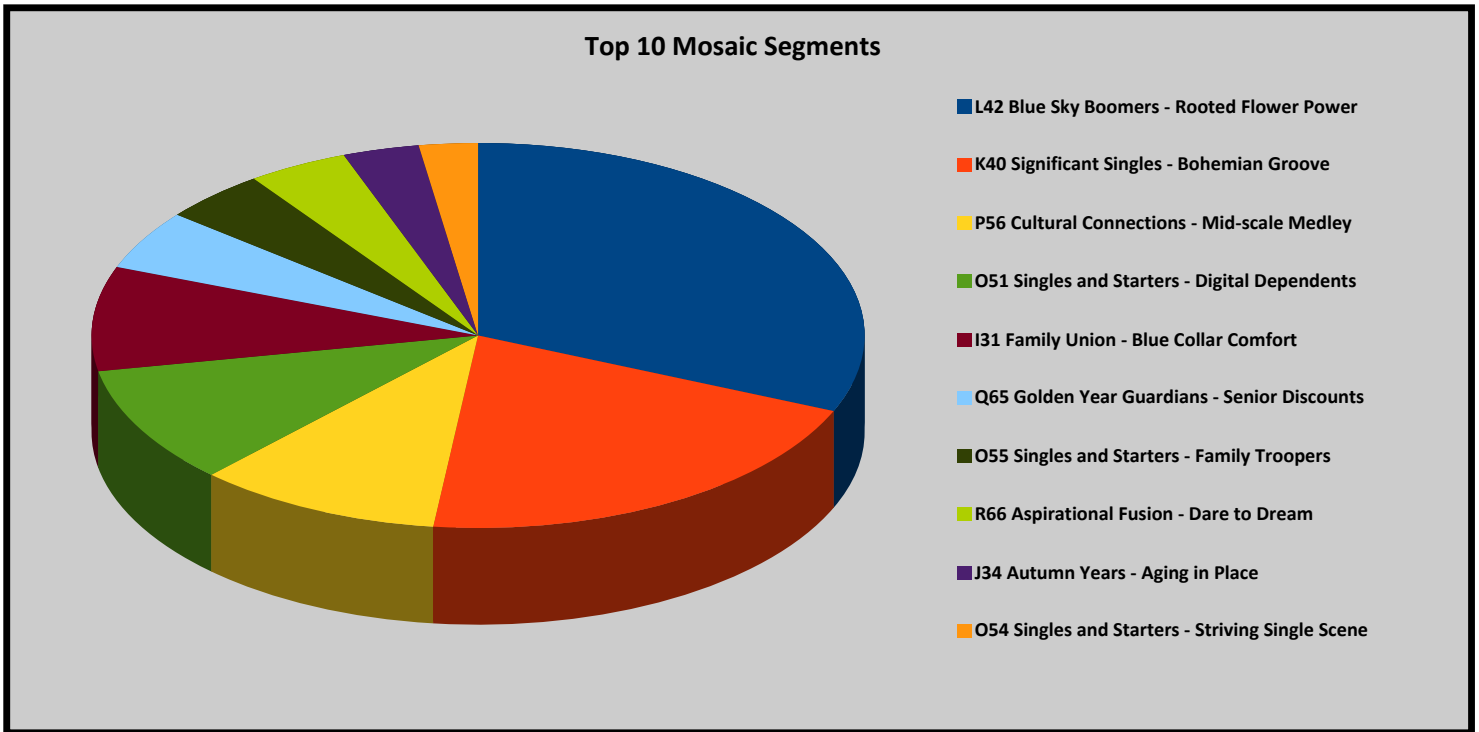
Racial/Ethnicity by Year	Actual Population by Year				2010 to 2020 Change	Percent of all Pop by Year			2010 to 2020 % Change
	2010	2015	2020			2010%	2015%	2020%	
Asian (Non-Hisp)	695	701	707	12	1.5%	1.5%	1.5%	0.0%	
Black/African American (Non-Hisp)	2,178	2,188	2,198	20	4.8%	4.8%	4.8%	0.0%	
White (Non-Hisp)	34,429	34,535	34,704	275	76.0%	76.0%	76.0%	0.0%	
Hispanic or Latino	6,397	6,418	6,440	43	14.1%	14.1%	14.1%	0.0%	
Pac Is/Am Ind/Oth (Non-Hisp)	1,584	1,596	1,609	25	3.5%	3.5%	3.5%	0.0%	
<b>Total:</b>	<b>45,283</b>	<b>45,438</b>	<b>45,658</b>	<b>375</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.



Mosaic	Study Area		State		Comparative Index
	Count	Percentage	Count	Percentage	
L42 Blue Sky Boomers - Rooted Flower Power	5,174	28.0%	91,580	4.3%	653
K40 Significant Singles - Bohemian Groove	3,364	18.2%	74,934	3.5%	519
P56 Cultural Connections - Mid-scale Medley	1,690	9.1%	17,787	0.8%	1099
O51 Singles and Starters - Digital Dependents	1,631	8.8%	93,513	4.4%	202
I31 Family Union - Blue Collar Comfort	1,445	7.8%	44,971	2.1%	372
Q65 Golden Year Guardians - Senior Discounts	822	4.4%	65,204	3.0%	146
O55 Singles and Starters - Family Troopers	717	3.9%	49,881	2.3%	166
R66 Aspirational Fusion - Dare to Dream	691	3.7%	38,252	1.8%	209
J34 Autumn Years - Aging in Place	526	2.8%	105,082	4.9%	58
O54 Singles and Starters - Striving Single Scene	405	2.2%	56,238	2.6%	83
<b>Total</b>	<b>16,465</b>		<b>637,442</b>		

### Learn about your Mosaic Households

To access the detailed information for each Mosaic Portrait click on:

[Interactive Multimedia Guide to Mosaic USA by Experian](#) (To open in a new Tab hold Control key when you click on the link)

In the Guide, the Description tab contains a Word Cloud and the Pen Portrait tab detailed written and graph information for each Segment.

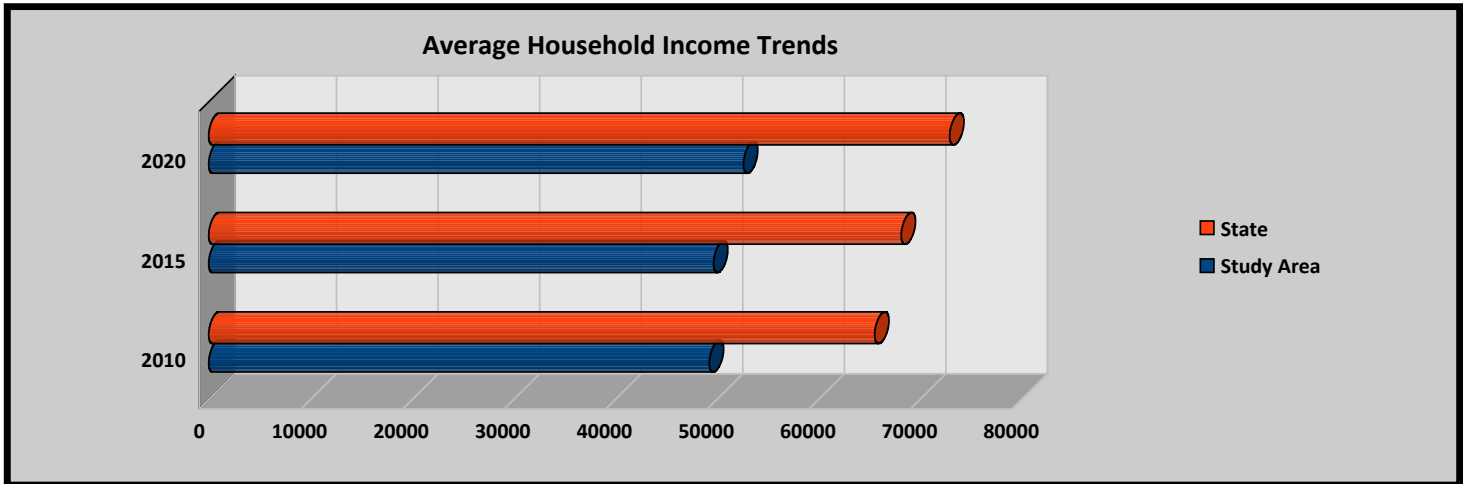
To access the Mosaic application guide click on:

[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.

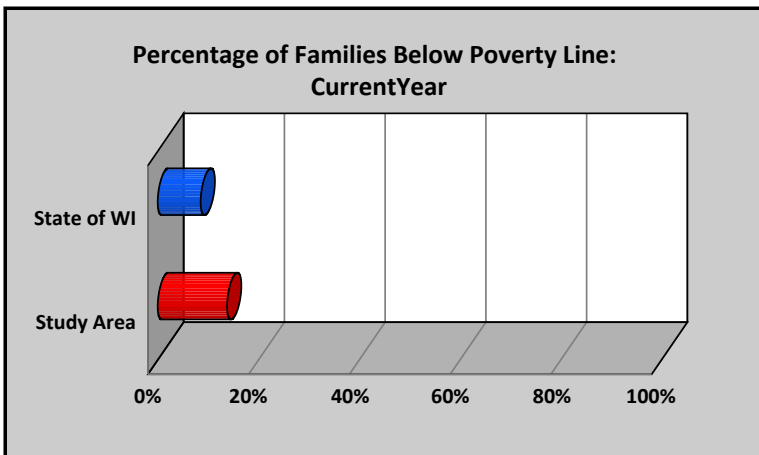
### Household Income



#### Income Trends: Households and Families

	2010	2015	2020	2010 to 2020 Change
Average Household Income	49,291	49,704	52,652	3,362
Median Household Income	43,445	41,469	44,112	667
Per Capita Income	21,769	21,948	23,256	1488
Median Family Income		54,954	54,123	54,123

### Poverty



Poverty Level	Pop	Area % Pop	WI % Pop
Above poverty level	9,153	86.2%	91.5%
Below poverty level	1,462	13.8%	8.5%
	<b>10,615</b>	<b>100.0%</b>	<b>100.0%</b>

## Religiosity Theme

The Religiosity provides insight into the level of religiosity of a study area. It is based upon the strength of each of the following five variables.

Religious Beliefs and Practices	Estimated Percent of the Study Area	Estimated Percent of the State of WI	Comparative Index*
Conservative Evangelical Christian	27.9	35	80
Consider Myself A Spiritual Person	50.9	45	113
Enjoy Watching Religious TV Programs	18.2	17	107
Important to Attend Religious Services	27.8	19	146
My Faith Is Really Important To Me	20	15	133

# 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	6. Religiosity	10

## 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 Demographic Reference Guide. Download it free from the DecisionInsight website resource page.

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