QuickInsite Report

Prepared For:	The Wesleyan Church World Headquarters
Study Area:	10 Miles around 108 Sage Court, Rineyville, Kentucky 40162, United States
Base State:	KY
Current Year Estimate	2024
5 Year Projection	2029
10 Year Forecast	2034
Date:	11/15/2024
Semi-Annual Projection:	Spring

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 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.
1. The StoryView section presents 9 key demographic indicators of your study area.
2. 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
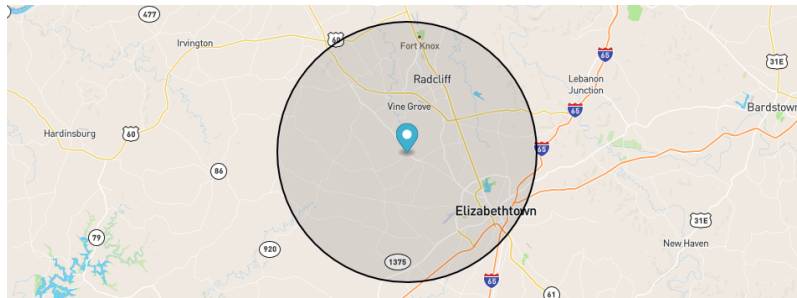
Content of the QuickInsite Report

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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 Households 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 Growth	Significant Growth

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 Households 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
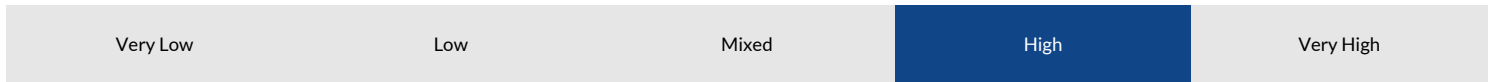
5: Community Diversity Index

How diverse is the racial/ethnic mix of this area?

See: Community Diversity Theme

Extremely Homogeneous	Very Homogeneous	**Fairly Homogeneous**	Fairly Diverse	Very Diverse

6: Median Family Income

How does the median family income compare to the state for this area?

See: Financial Resources Theme

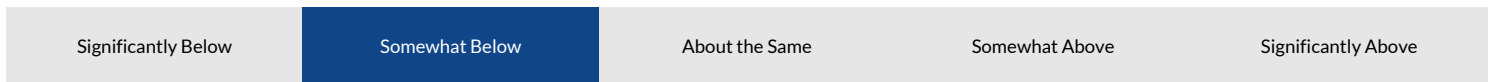| Significantly Less	Somewhat Less	**About the Same**	Somewhat Greater	Significantly Greater

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 / African American (NH)	**White (NH)**	Hispanic or Latino	Pacific Islander / American Indian / Other

ThemeView

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

History and 10 Year Forecast: Population and Households
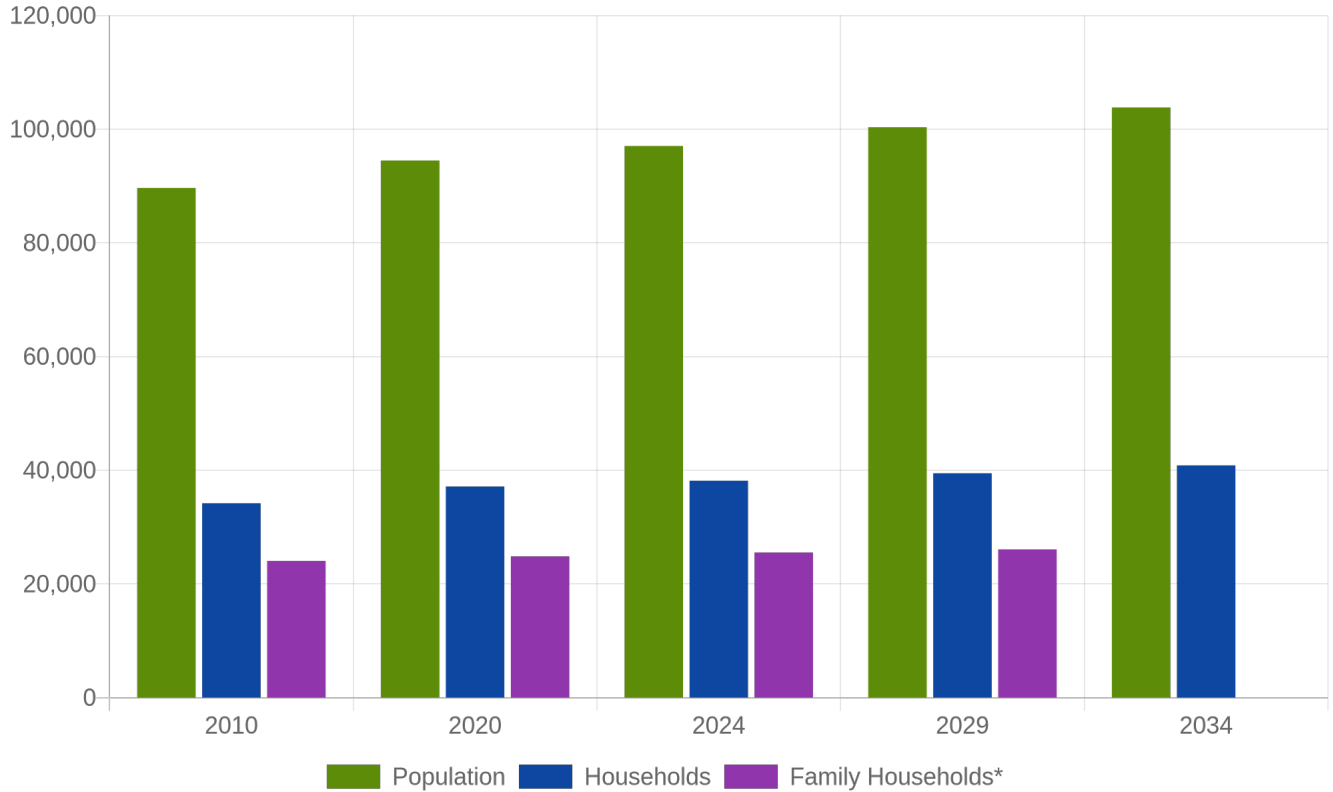
Population, Households & Families

	2010	2020	2024	2029	2034
Population	89,645	94,479	97,024	100,323	103,802
Change Count		4,834	2,545	3,299	3,479
Percent Change		5.39%	2.69%	3.40%	3.47%
Households	34,184	37,130	38,146	39,464	40,849
Change Count		2,946	1,016	1,318	1,385
Percent Change		8.62%	2.74%	3.46%	3.51%
Population / Households	2.62	2.54	2.54	2.54	2.54
Change Count		-0.7	0.00	0.00	0.00
Percent Change		-2.97%	-0.04%	-0.05%	-0.04%
Family Households*	24,036	24,833	25,515	26,065	0
Change Count		797	682	550	
Percent Change		3.32%	2.75%	2.16%	

* Family Household data is not projected out 10 years.

**Population and Household History with 5 and 10 Year Projected Percentage Change**

Population and Household Percentage Change
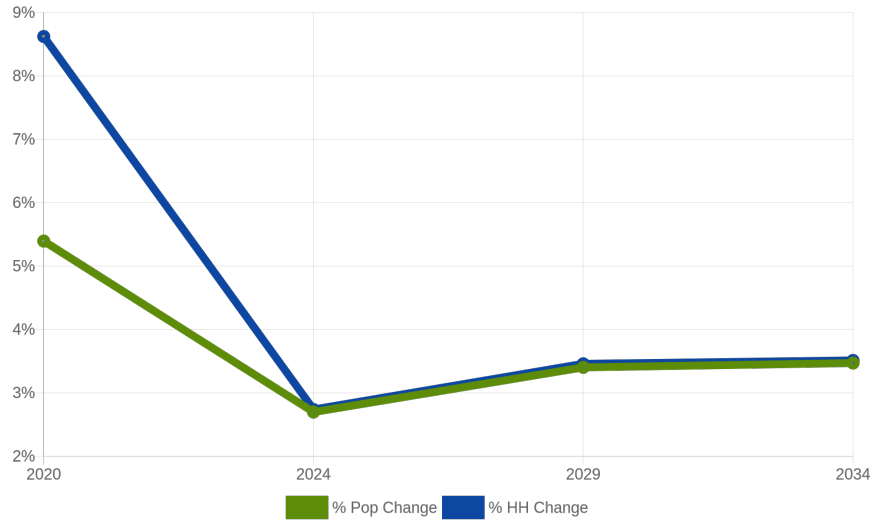
Family Households

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.

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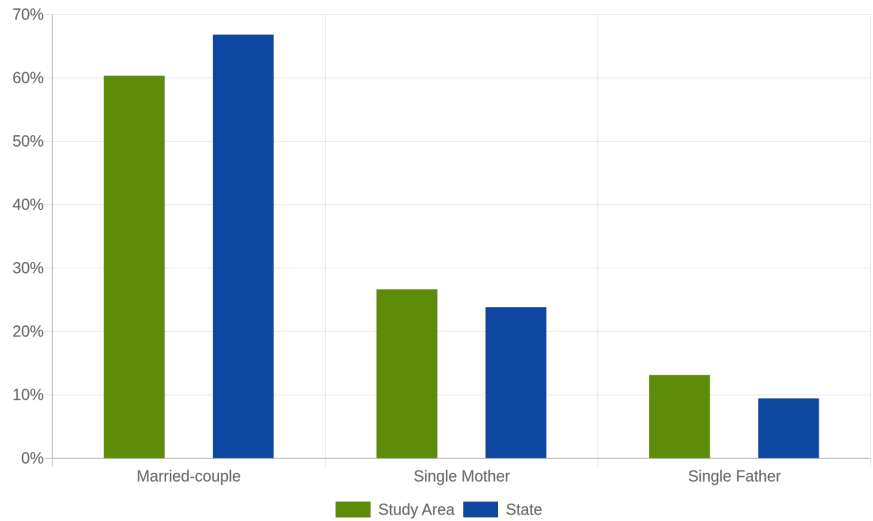
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children

|		Actual Hhlds by Year		2020 to 2029	Percent of all Hhlds by Year			2020 to 2029
	2020	2024	2029	Change	2020 %	2024 %	2029 %	% Change
Married-couple	6,554	6,629	6,962	408	68.84%	60.27%	58.01%	-10.83%
Single Mother	2,272	2,931	3,359	1,087	23.86%	26.65%	27.99%	4.13%
Single Father	695	1,439	1,680	985	7.30%	13.08%	14.00%	6.70%
Total	9,521	10,999	12,001	2,480				

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.

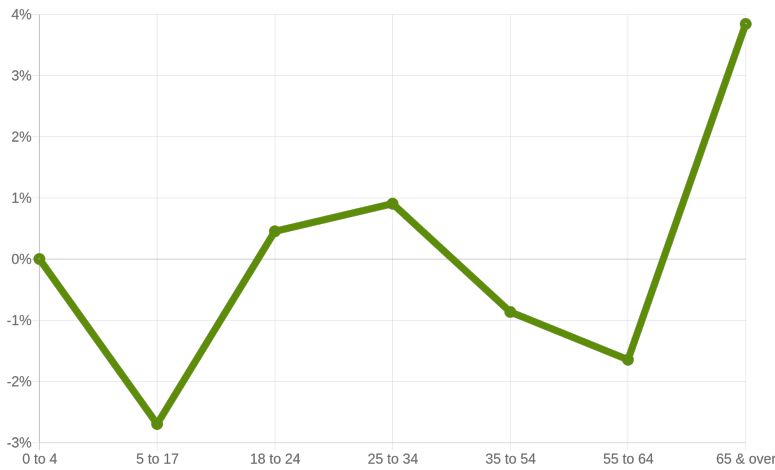### Average Population Age: History and Trend
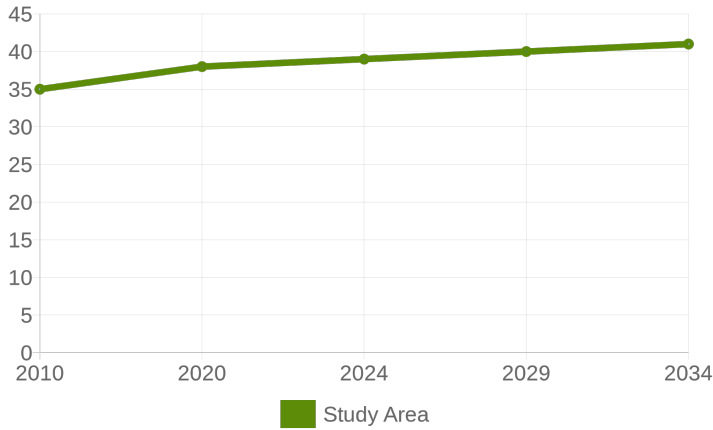
10 Year Projection: Children 0 to 17
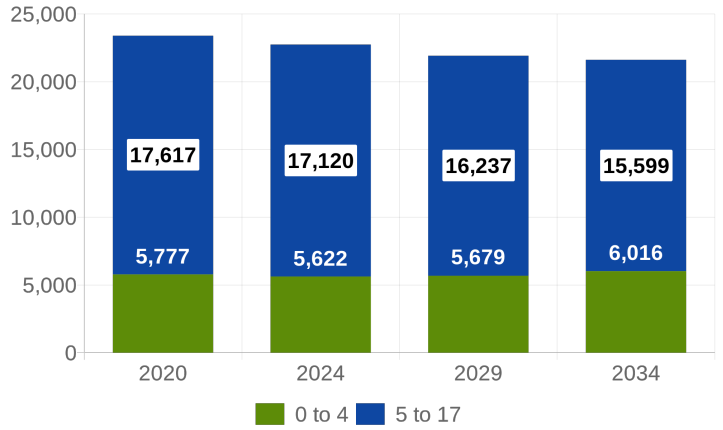
Phase of Life

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: 10 Year Change

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			
		2020	2024	2029	2034	2020 %	2024 %	2029 %	2034 %
Before Formal Schooling: 0 to 4		5,777	5,622	5,679	6,016	6.31%	5.97%	5.84%	5.97%
Required Formal Schooling: 5 to 17		17,617	17,120	16,237	15,599	19.24%	18.18%	16.70%	15.49%
College/Career Starts: 18 to 24		7,803	8,945	10,023	10,027	8.52%	9.50%	10.31%	9.96%
Singles & Young Families: 25 to 34		12,304	11,930	12,083	13,675	13.44%	12.67%	12.43%	13.58%
Families & Empty Nesters: 35 to 54		21,094	21,657	21,960	22,299	23.04%	23.00%	22.58%	22.14%
Enrichment Yrs Singles/Cpls: 55 to 64		12,968	12,745	12,105	11,978	14.17%	13.54%	12.45%	11.89%
Retirement Opportunities: 65 & over		13,983	16,128	19,154	21,125	15.27%	17.13%	19.70%	20.97%
	Total	91,546	94,147	97,241	100,719				

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## 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

Level of Adult Education


Legend: Study Area (green), State (blue)
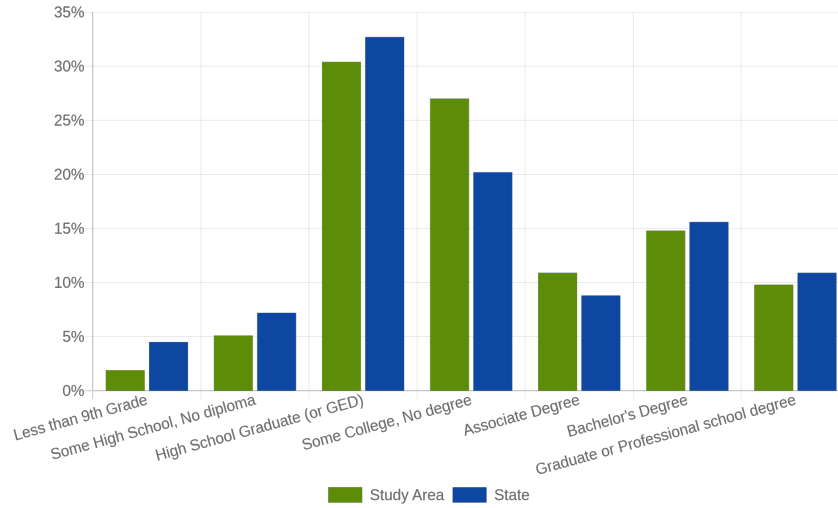
Education Level of Adults 18 Years and Older

	Actual Hhlds by Year		2024 to 2029	Percent of all Hhlds by Year		2024 to 2029
	2024	2029	Change	2024 %	2029 %	% Change
Less than 9th Grade	1,271	1,257	-14	1.95%	1.84%	-0.11%
Some High School, No diploma	3,356	3,423	67	5.14%	5.01%	-0.13%
High School Graduate (or GED)	19,884	20,523	639	30.43%	30.01%	-0.42%
Some College, No degree	17,632	18,337	705	26.99%	26.81%	-0.18%
Associate Degree	7,145	7,513	368	10.94%	10.99%	0.05%
Bachelor's Degree	9,674	10,428	754	14.81%	15.25%	0.44%
Graduate or Professional school degree	6,376	6,903	527	9.76%	10.09%	0.33%
Total	65,338	68,384	3,046			

Career Types: Blue Collar and White Collar

Percentage Blue Collar to White Collar

42.5% 57.5%

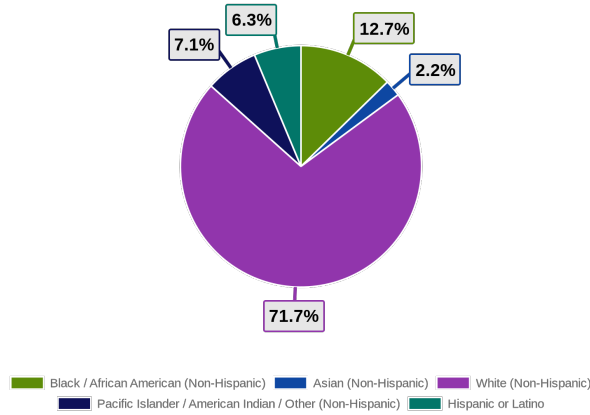Legend: White Collar (green), Blue Collar (blue)
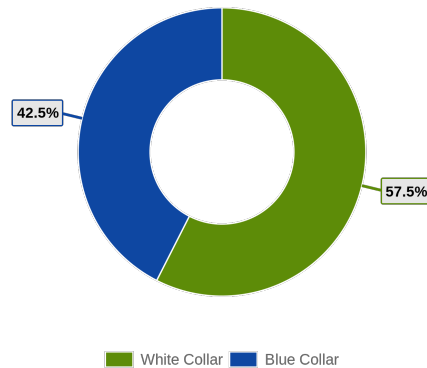
Community Diversity Theme

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

Current Year Racial/Ethnic Percentages

Legend:
- Black / African American (Non-Hispanic)
- Asian (Non-Hispanic)
- White (Non-Hispanic)
- Pacific Islander / American Indian / Other (Non-Hispanic)
- Hispanic or Latino

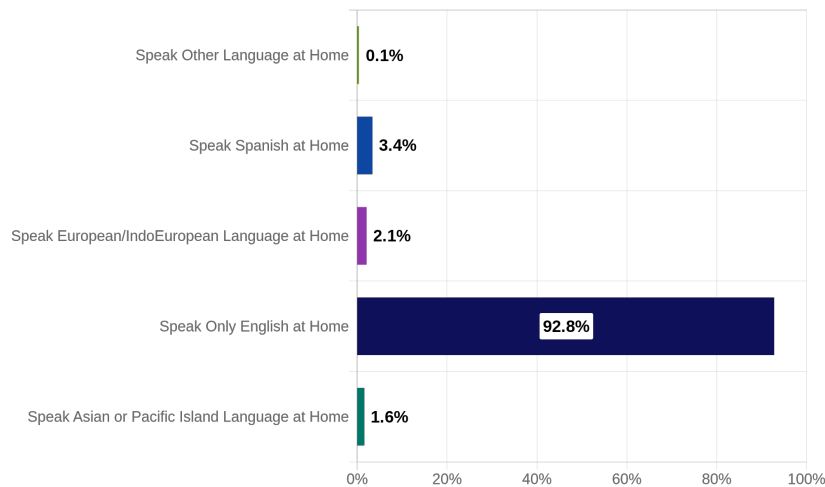Pie chart values: 12.7%, 2.2%, 71.7%, 7.1%, 6.3%

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			2020 to 2029	Percent of all Pop by Year			2020 to 2029
	2020	2024	2029	Change	2020 %	2024 %	2029 %	% Change
Black/African American (Non-Hispanic)	12,108	12,353	12,658	550	12.86%	12.73%	12.62%	-0.24%
Asian (Non-Hispanic)	2,123	2,131	2,191	68	2.26%	2.20%	2.18%	-0.08%
White (Non-Hispanic)*	66,601	69,538	72,208	5,607	70.75%	71.67%	71.98%	1.23%
Pacific Islander / American Indian / Other (Non-Hispanic)	7,139	6,854	7,004	-135	7.58%	7.06%	6.98%	-0.60%
Hispanic or Latino	6,171	6,150	6,262	91	6.55%	6.34%	6.24%	-0.31%
Total	94,142	97,026	100,323	6,181				

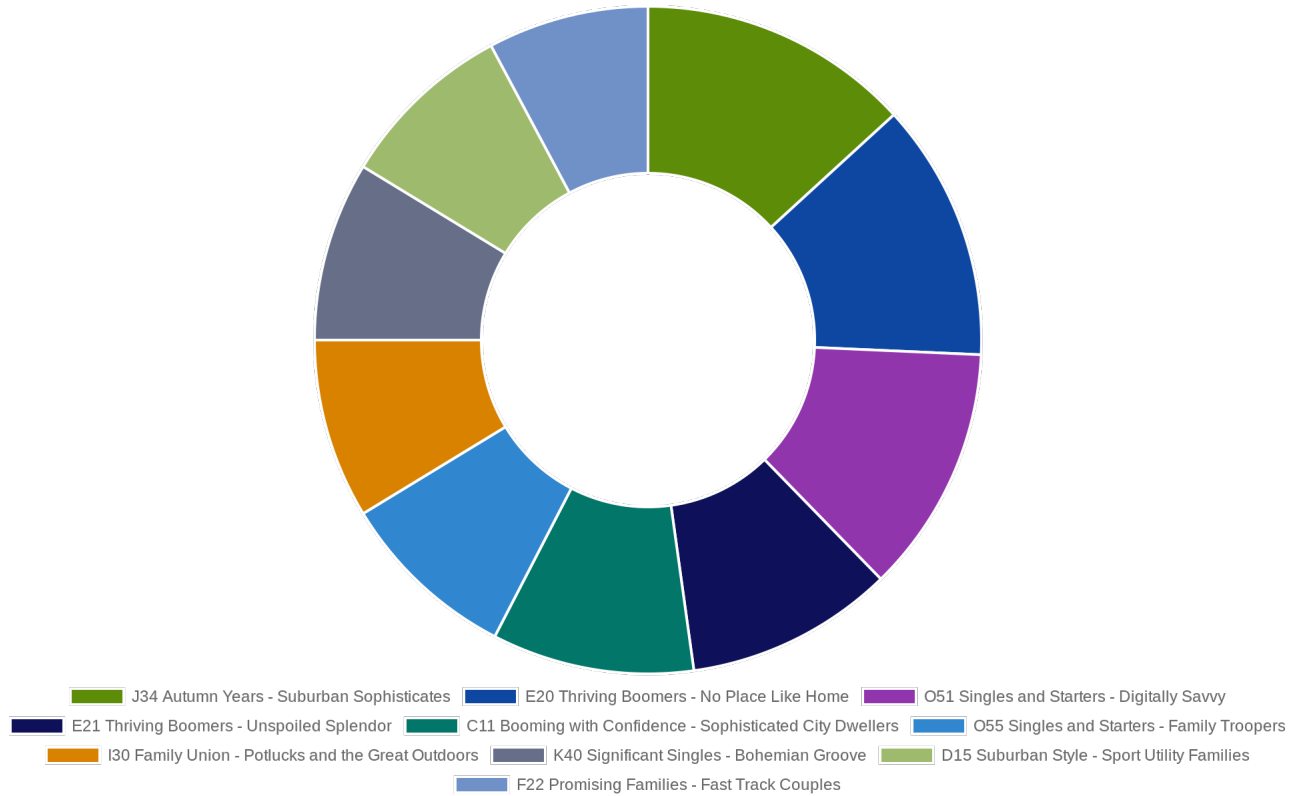## Primary Language Spoken at Home

- Speak Other Language at Home: 0.1%
- Speak Spanish at Home: 3.4%
- Speak European/IndoEuropean Language at Home: 2.1%
- Speak Only English at Home: 92.8%
- Speak Asian or Pacific Island Language at Home: 1.6%

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

- J34 Autumn Years - Suburban Sophisticates
- E20 Thriving Boomers - No Place Like Home
- O51 Singles and Starters - Digitally Savvy
- E21 Thriving Boomers - Unspoiled Splendor
- C11 Booming with Confidence - Sophisticated City Dwellers
- O55 Singles and Starters - Family Troopers
- I30 Family Union - Potlucks and the Great Outdoors
- K40 Significant Singles - Bohemian Groove
- D15 Suburban Style - Sport Utility Families
- F22 Promising Families - Fast Track Couples

Mosaic	Study Area		State		Comparative Index
J34 Autumn Years - Suburban Sophisticates	2,458	6.44%	68,182	3.72%	173
E20 Thriving Boomers - No Place Like Home	2,316	6.07%	47,268	2.58%	235
O51 Singles and Starters - Digitally Savvy	2,235	5.86%	66,463	3.63%	161
E21 Thriving Boomers - Unspoiled Splendor	1,882	4.93%	67,931	3.71%	133
C11 Booming with Confidence - Sophisticated City Dwellers	1,829	4.79%	53,302	2.91%	164
O55 Singles and Starters - Family Troopers	1,623	4.25%	27,680	1.51%	281
I30 Family Union - Potlucks and the Great Outdoors	1,619	4.24%	77,876	4.25%	99
K40 Significant Singles - Bohemian Groove	1,608	4.22%	34,207	1.87%	225
D15 Suburban Style - Sport Utility Families	1,571	4.12%	45,141	2.46%	167
F22 Promising Families - Fast Track Couples	1,450	3.80%	36,884	2.01%	188
Total	18,591		524,934		

Learn more about Mosaic Households

To open a link in a new tab, hold the Ctrl key on your keyboard while clicking.

Mosaic Portrait Data

Mosaic USA E-Handbook by Experian

Understanding the Mosaic Handbook

How to Read and Understand a Mosaic Portrait (Video)
Understanding Mosaic Portraits for Mission Planning (Video)
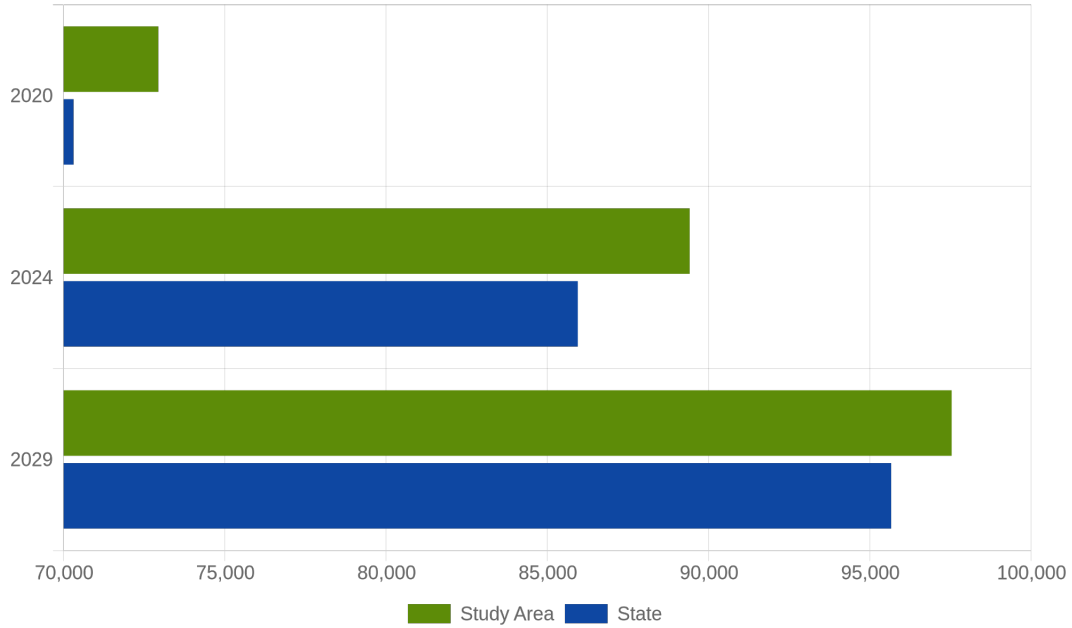
The Mission Impact Guide

Mission Impact Mosaic Application Guide by Bandy

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

Average Household Income Trends

Study Area   State

Income Trends: Households and Families

	2020	2024	2029	2020 to 2029 Change
Average Household Income	$72,938	$89,413	$97,537	$24,599
Median Household Income	$57,371	$67,073	$72,524	$15,153
Per Capita Income	$28,665	$35,154	$38,368	$9,703
Median Family Income		$70,876	$77,859	$6,983

Poverty

Percentage of Families Below Poverty Line: Current Year
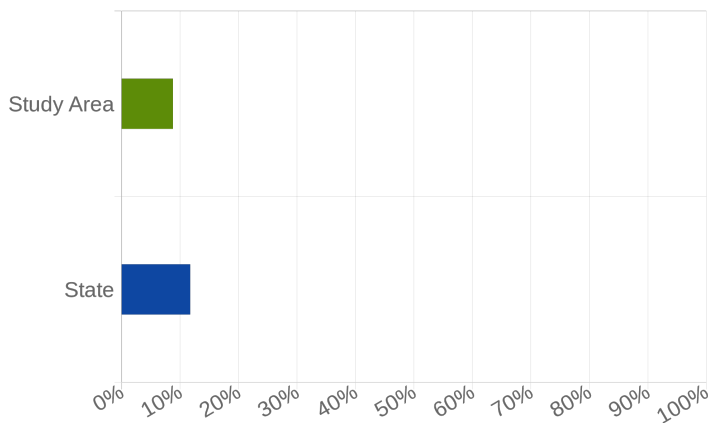
Poverty Level

	Pop	Area % Pop	State % Pop
Above poverty level	23,276	91.22%	88.26%
Below poverty level	2,239	8.78%	11.74%
Total	25,515		

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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 so you can easily spot changes and the direction of change.

Description	Color
Above Average	Green
Below Average	Red

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 Documents

To open a link in a new tab, hold the Ctrl key on your keyboard while clicking.

Click to download the QuickInsite Worksheet

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, email us at misupport@acst.com or call 1-877-230-3212