

The NEW QuickInsite Report

Prepared for: Classis Georgetown - Hudsonville
Study area: 2 mile radius - 3520 Kiel St Hudsonville MI 49426

Base State: MI
Current Year Estimate: 2012
5 Year Projection: 2017
10 Year Projection: 2022
Date: 3/11/2013
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.

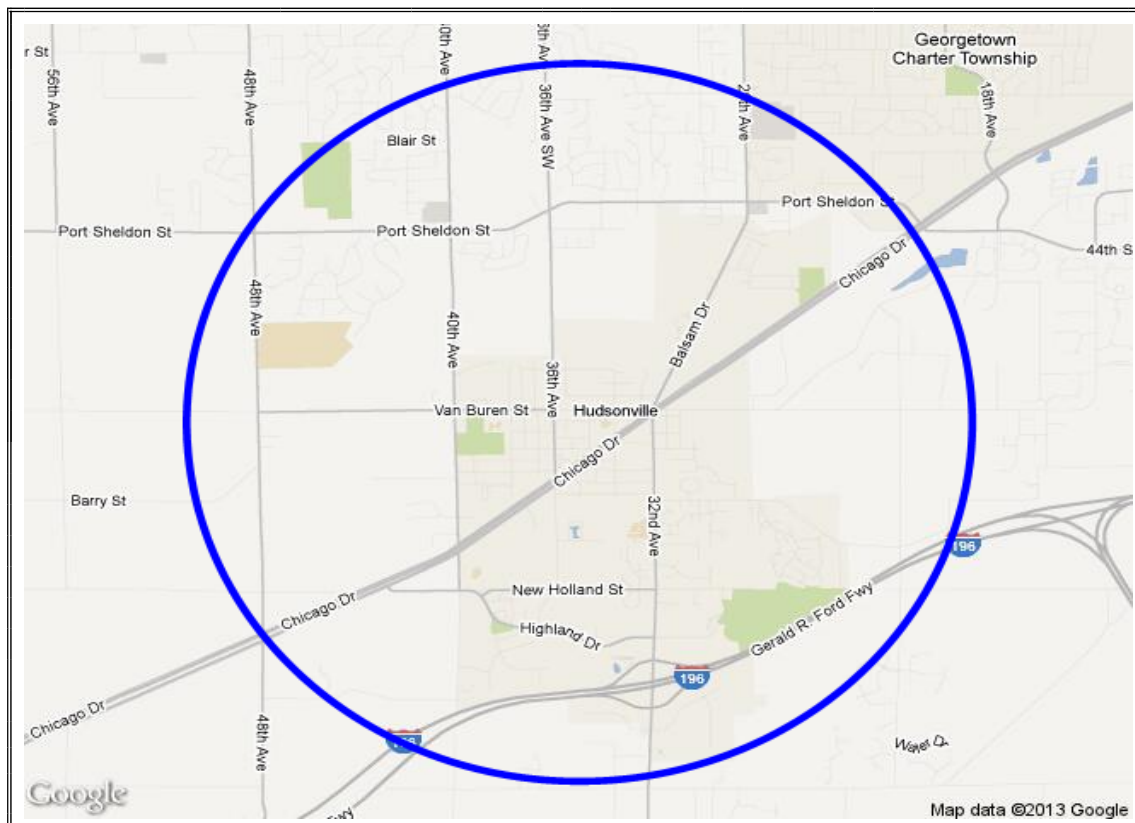
Two Sections

Two reports are provided on the following pages.

- The **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.

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? <small>(See Population and Families Theme)</small>	Significant Decline	Significant 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? <small>(See Age Theme)</small>	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? <small>(See Population and Families Theme)</small>	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? <small>(See Education and Career Status Theme)</small>	Very Low	Low	Mixed	High	Very High
5	Community Diversity Index					
	How diverse is the racial/ethnic mix of this area? <small>(See Community Diversity Theme)</small>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
6	Median Family Income					
	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	Significantly Greater
7	Poverty					
	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	Significantly Above
8	Blue to White Collar Occupations					
	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	Somewhat White	Very White Collar
9	Largest Racial/Ethnic Group					
	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)	White (NH)	Hispanic or Latino	Pacific Islander/American Indian/Other
10	Religiosity					
	What is the level of religiosity in this study area? <small>(See Religiosity Theme)</small>	Very Low	Somewhat Low	Mixed	Somewhat High	Very High

ThemeView

Demographic Descriptions of the Study Area

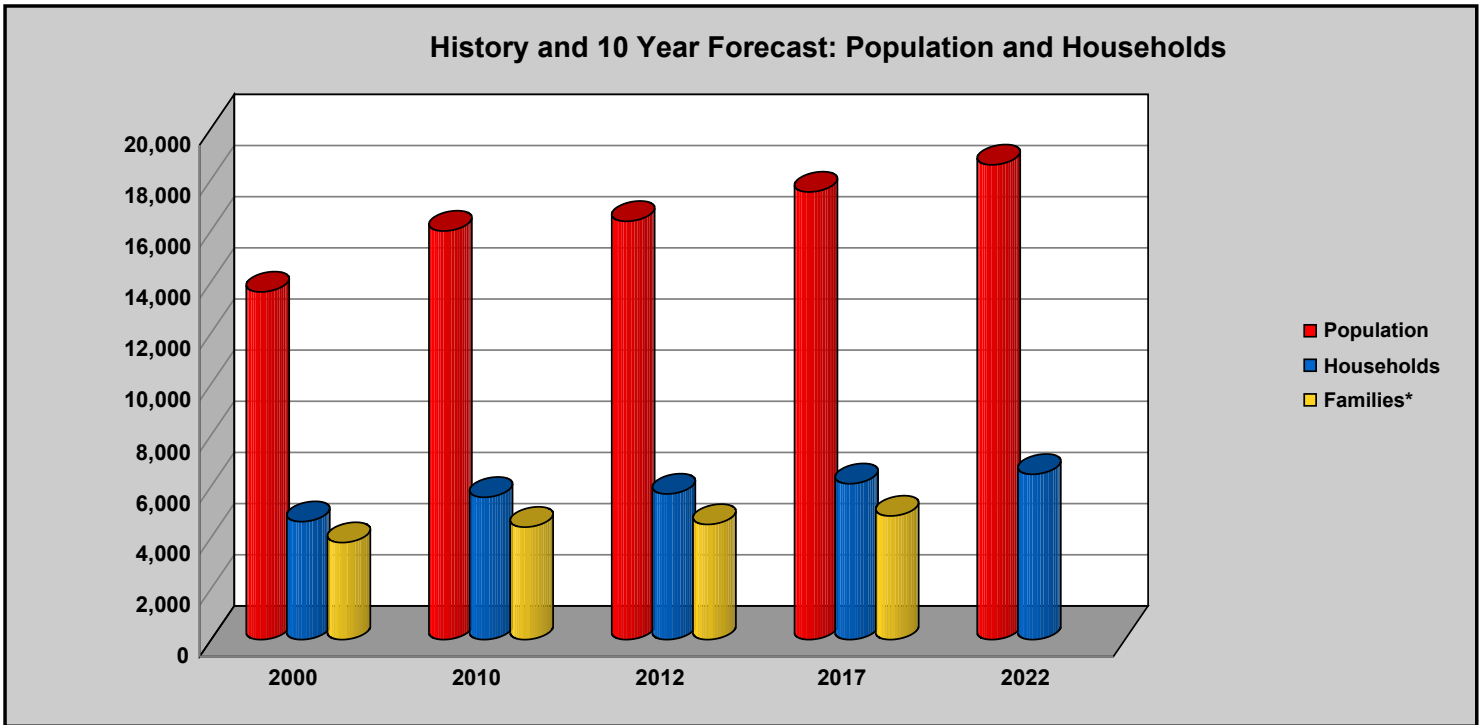
Study area: 2 mile radius - 3520 Kiel St Hudsonville MI 49426

Date: 3/11/2013

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



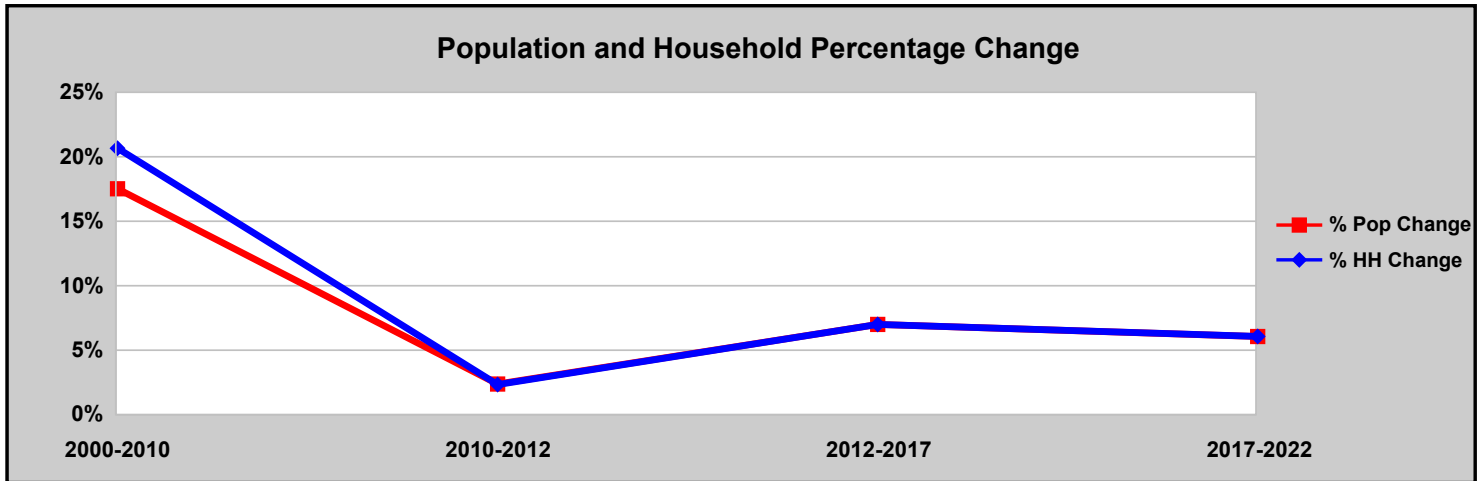
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2012	2017	2022
Population	13,595	15,977	16,357	17,503	18,564
Population Change		2,382	380	1,146	1,061
Percent Change		17.5%	2.4%	7.0%	6.1%
Households	4,612	5,565	5,695	6,094	6,464
Households Change		953	130	399	370
Percent Change		20.7%	2.3%	7.0%	0.0%
Population / Households	2.95	2.87	2.87	2.87	2.87
Population / Households Change		-0.08	0.00	0.00	-0.00
Percent Change		-2.6%	0.0%	0.0%	0.0%
Family Households	3,793	4,398	4,503	4,834	
Family Households Change		605	105	331	
Percent Change		16.0%	2.4%	7.4%	

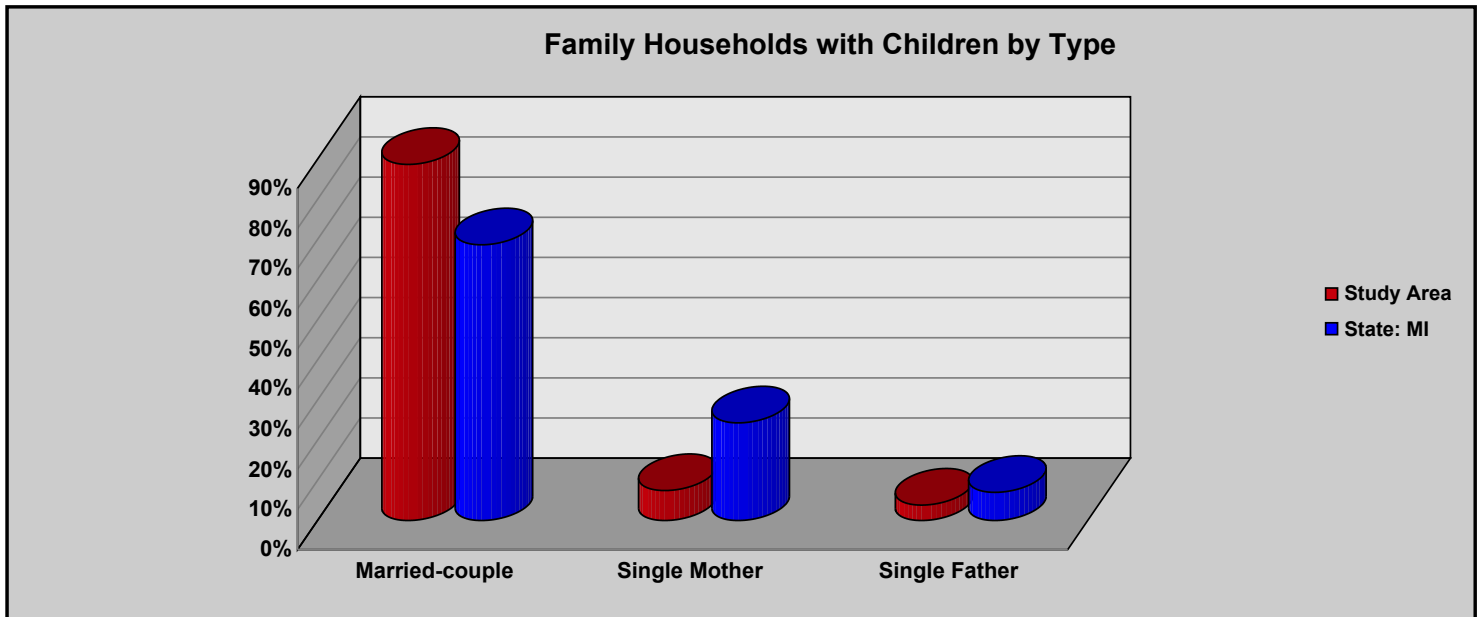
Population and Households Theme

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.



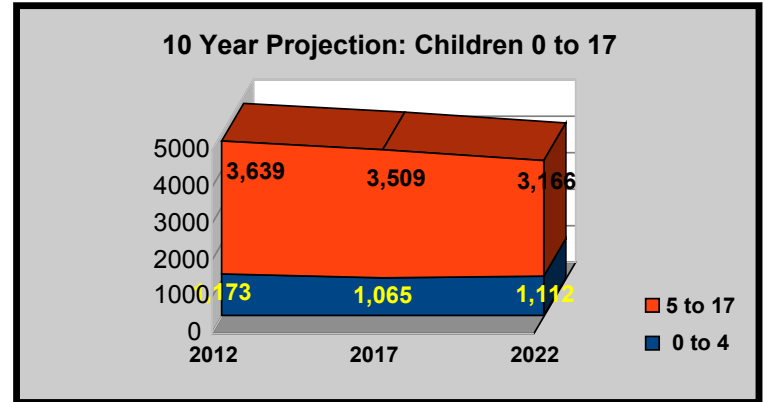
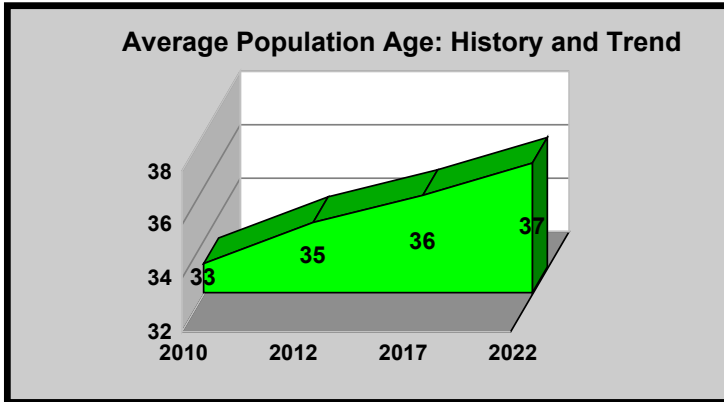
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2017	Percent of all Hhlds by Year			2010 to 2017
	2010	2012	2017	Change	2010%	2012%	2017%	% Change
Family: Married-couple	1,940	2,032	2,155	215	84.3%	88.7%	88.2%	3.9%
Family: Single Mother	269	171	188	-81	11.7%	7.5%	7.7%	-4.0%
Family: Single Father	91	88	100	9	4.0%	3.8%	4.1%	0.1%
Total:	2,300	2,291	2,443	143	100.0%	100.0%	100.0%	

Age Theme

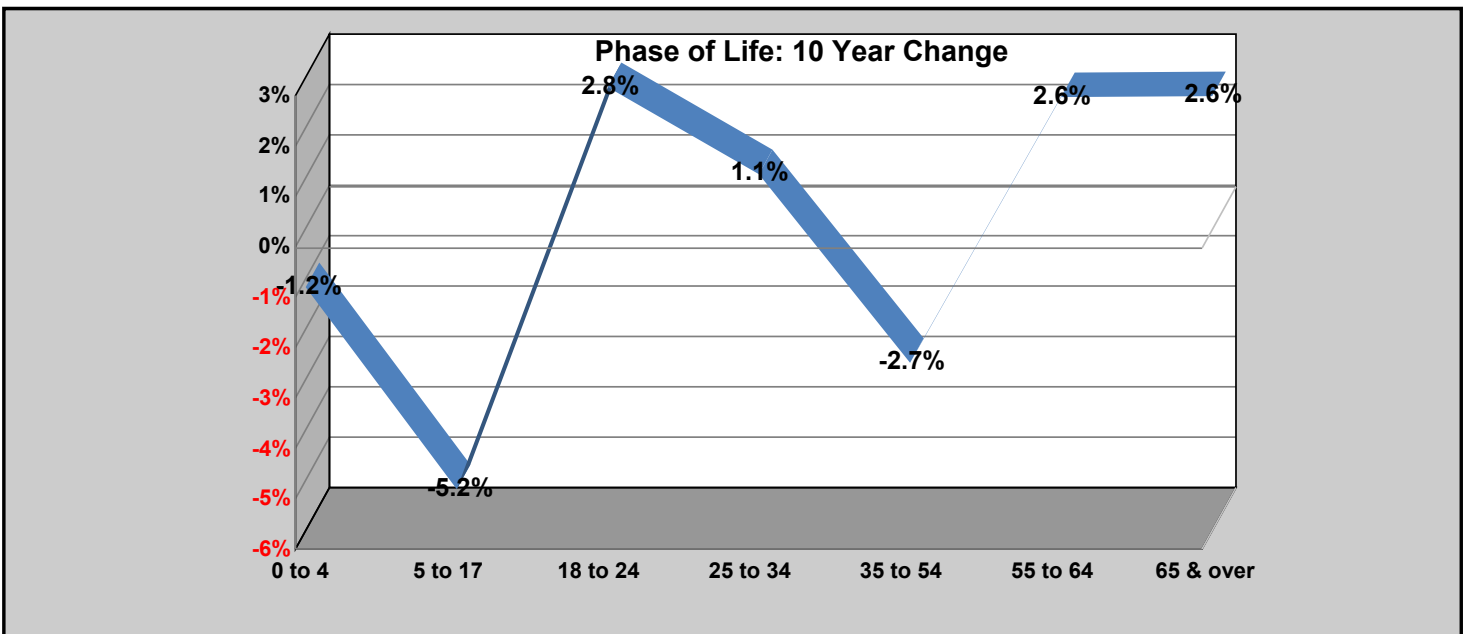
10 Year Average Age and Children 0 to 17 Trends

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	2012	2017	2022	2010%	2012%	2017%	2022%
Before Formal Schooling: 0 to 4	1,282	1,173	1,065	1,112	8.0%	7.2%	6.1%	6.0%
Required Formal Schooling: 5 to 17	3,573	3,639	3,509	3,166	22.4%	22.2%	20.0%	17.1%
College/Career Starts: 18 to 24	1,287	1,471	1,969	2,187	8.1%	9.0%	11.2%	11.8%
Singles & Young Families: 25 to 34	2,153	2,084	2,120	2,562	13.5%	12.7%	12.1%	13.8%
Families & Empty Nesters: 35 to 54	4,326	4,369	4,486	4,460	27.1%	26.7%	25.6%	24.0%
Enrichment Yrs Singles/Cpls: 55 to 64	1,454	1,646	2,086	2,349	9.1%	10.1%	11.9%	12.7%
Retirement Opportunities: 65 & over	1,902	1,975	2,268	2,726	11.9%	12.1%	13.0%	14.7%
Total:	15,977	16,357	17,503	18,562	100.0%	100.0%	100.0%	100.0%

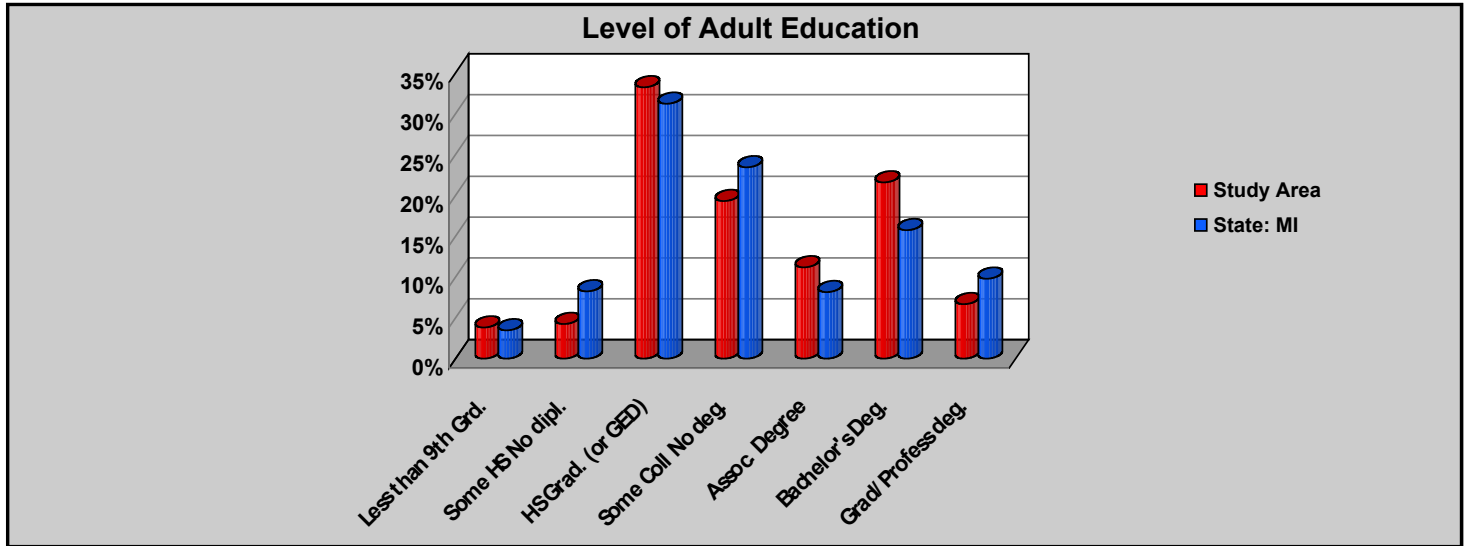
Education and Career Status Theme

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

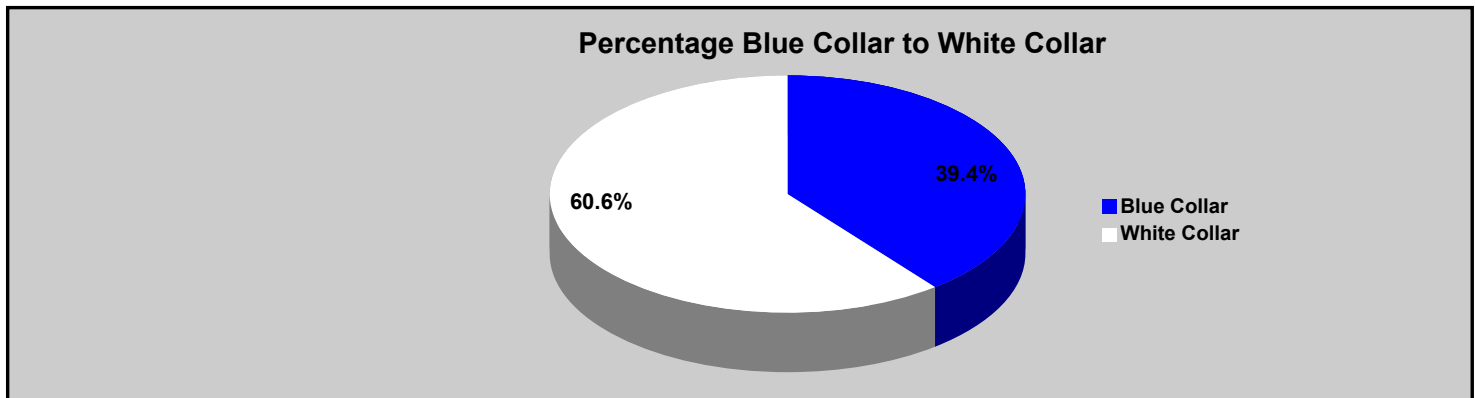
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

Adult Educational Attainment Compared to the State of MI



Education Level of Adults 18 Years and Older	Actual Hhlds by Year 2012 to 2017			Percent of all Hhlds by Year 2012 to 2017		
	2012	2017	Change	2012%	2017%	% Change
Less than 9th Grade	384	403	19	3.8%	3.7%	-0.1%
Some High School, No diploma	427	433	6	4.2%	4.0%	-0.3%
High School Graduate (or GED)	3,347	3,862	515	33.2%	35.2%	2.0%
Some College, No degree	1,944	1,918	-26	19.3%	17.5%	-1.8%
Associate Degree	1,126	1,259	133	11.2%	11.5%	0.3%
Bachelor's Degree	2,174	2,361	187	21.6%	21.5%	0.0%
Graduate or Professional school degree	672	724	52	6.7%	6.6%	-0.1%
Total:	10,074	10,960	886	100.0%	100.0%	

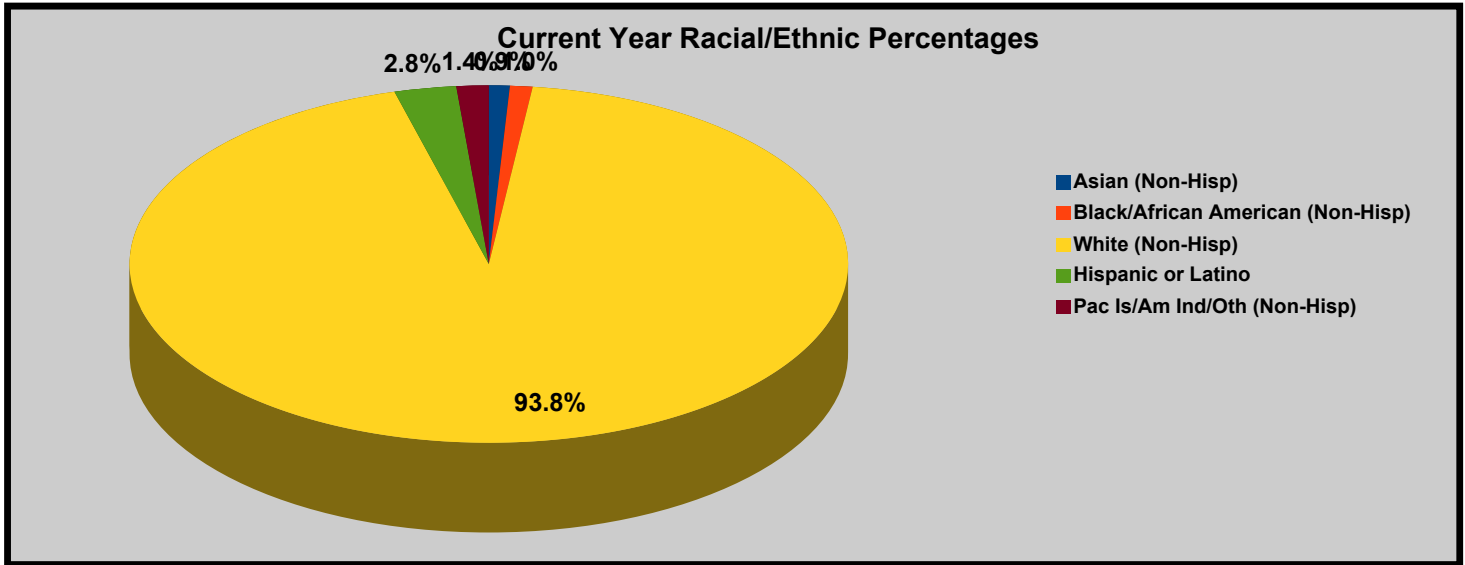
Career Types: Blue Collar and White Collar



Community Diversity Theme

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

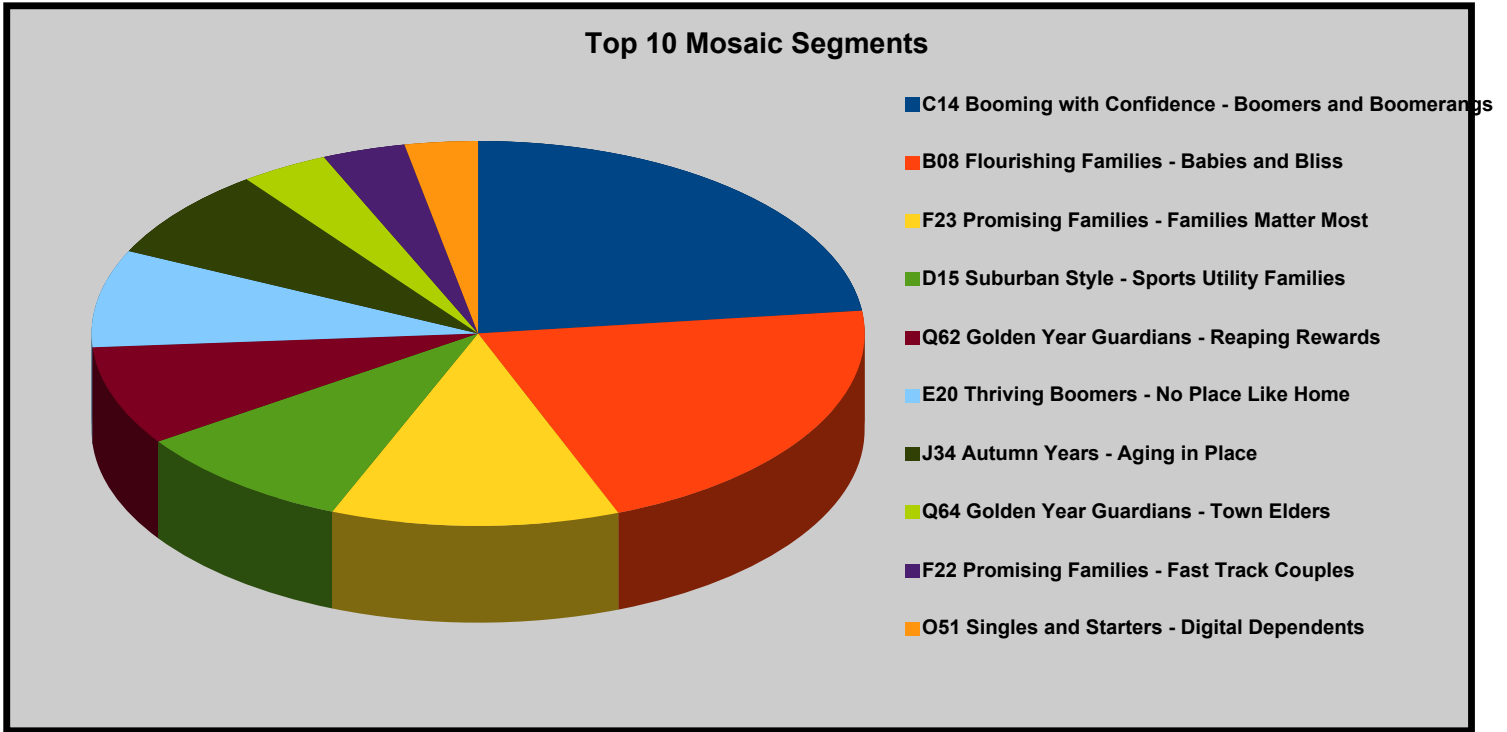
Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2017	Percent of all Pop by Year			2010 to 2017
	2010	2012	2017	Change	2010%	2012%	2017%	% Change
Asian (Non-Hisp)	150	153	164	14	0.9%	0.9%	0.9%	0.0%
Black/African American (Non-Hisp)	163	166	178	15	1.0%	1.0%	1.0%	0.0%
White (Non-Hisp)	14,991	15,347	16,419	1,428	93.8%	93.8%	93.8%	0.0%
Hispanic or Latino	443	455	487	44	2.8%	2.8%	2.8%	0.0%
Pac Is/Am Ind/Oth (Non-Hisp)	229	237	255	26	1.4%	1.4%	1.5%	0.0%
Total:	15,976	16,358	17,503	1,527	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.

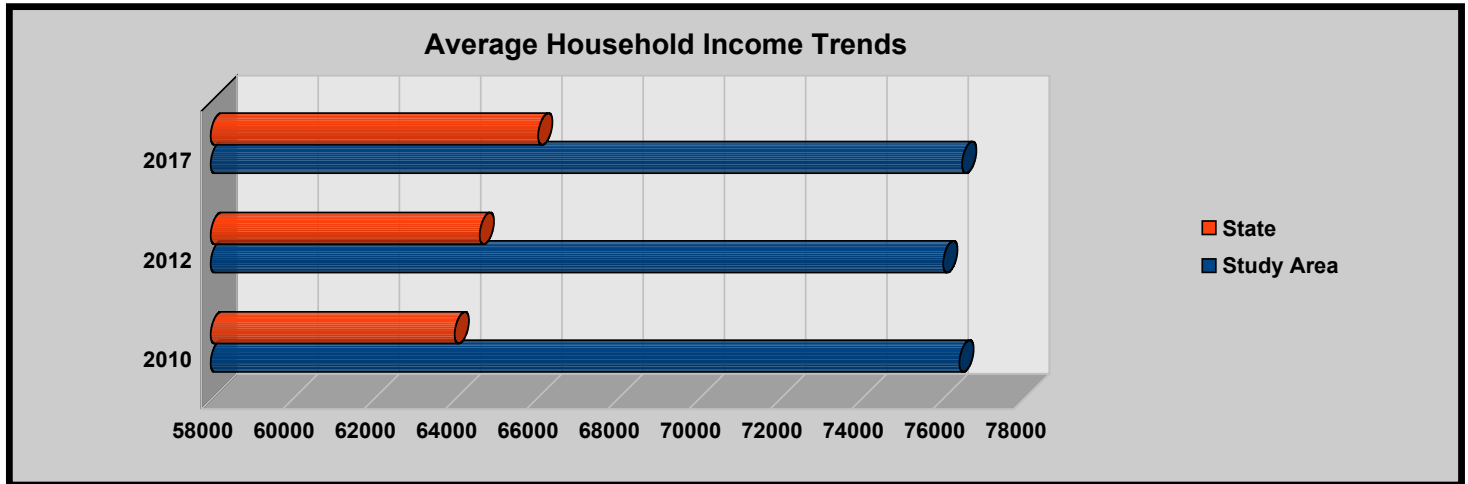


Mosaic	Study Area		State		Comparative Index
C14 Booming with Confidence - Boomers and Boomerangs	1,090	19.1%	88,072	2.3%	838
B08 Flourishing Families - Babies and Bliss	990	17.4%	65,846	1.7%	1018
F23 Promising Families - Families Matter Most	569	10.0%	47,397	1.2%	813
D15 Suburban Style - Sports Utility Families	441	7.7%	89,662	2.3%	333
Q62 Golden Year Guardians - Reaping Rewards	394	6.9%	59,096	1.5%	452
E20 Thriving Boomers - No Place Like Home	386	6.8%	110,908	2.9%	236
J34 Autumn Years - Aging in Place	365	6.4%	168,985	4.4%	146
Q64 Golden Year Guardians - Town Elders	174	3.1%	155,006	4.0%	76
F22 Promising Families - Fast Track Couples	164	2.9%	21,636	0.6%	513
O51 Singles and Starters - Digital Dependents	144	2.5%	77,187	2.0%	126
	4,717		883,795		

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.

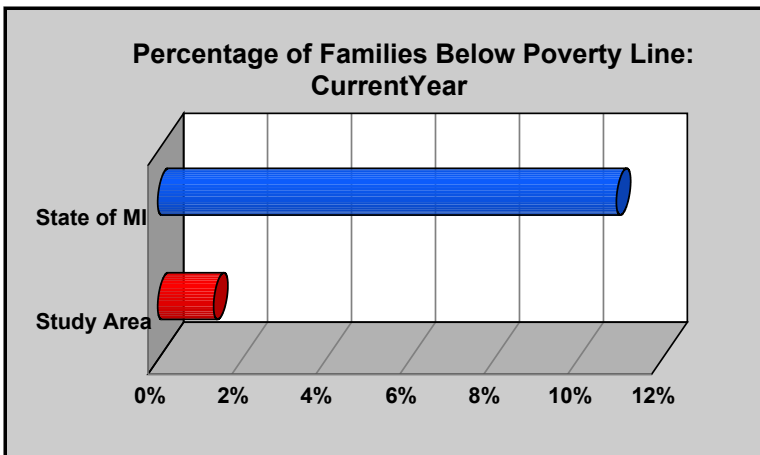
Household Income



Income Trends: Households and Families

	2010	2012	2017	2010 to 2017 Change
Average Household Income	76,430	76,031	76,497	67
Median Household Income	62,910	63,044	63,468	558
Per Capita Income	26,621	26,472	26,634	12
Median Family Income		69,526	69,302	69,302

Poverty



Poverty Level	Pop	Area % Pop	MI % Pop
Above poverty level	4,443	98.7%	89.1%
Below poverty level	60	1.3%	10.9%
Total	4,503	100.0%	100.0%

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 MI	Comparative Index*
Conservative Evangelical Christian	39.9	37	108
My Faith Is Really Important To Me	17	16	106
Enjoy Watching Religious TV Programs	18.4	18	102
Consider Myself A Spiritual Person	46.8	47	100
Important to Attend Religious Services	17.8	20	89

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 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.

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.

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 MissionInsite at misupport@missioninsite.com.