

The QuickInsite Report

Prepared for: The Presbytery of the Highlands
Study area: Geography: Counties - Somerset County (NJ)

Base State: NJ
Current Year Estimate: 2022
5 Year Projection: 2027
10 Year Forecast: 2032
Date: 7/17/2023
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 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

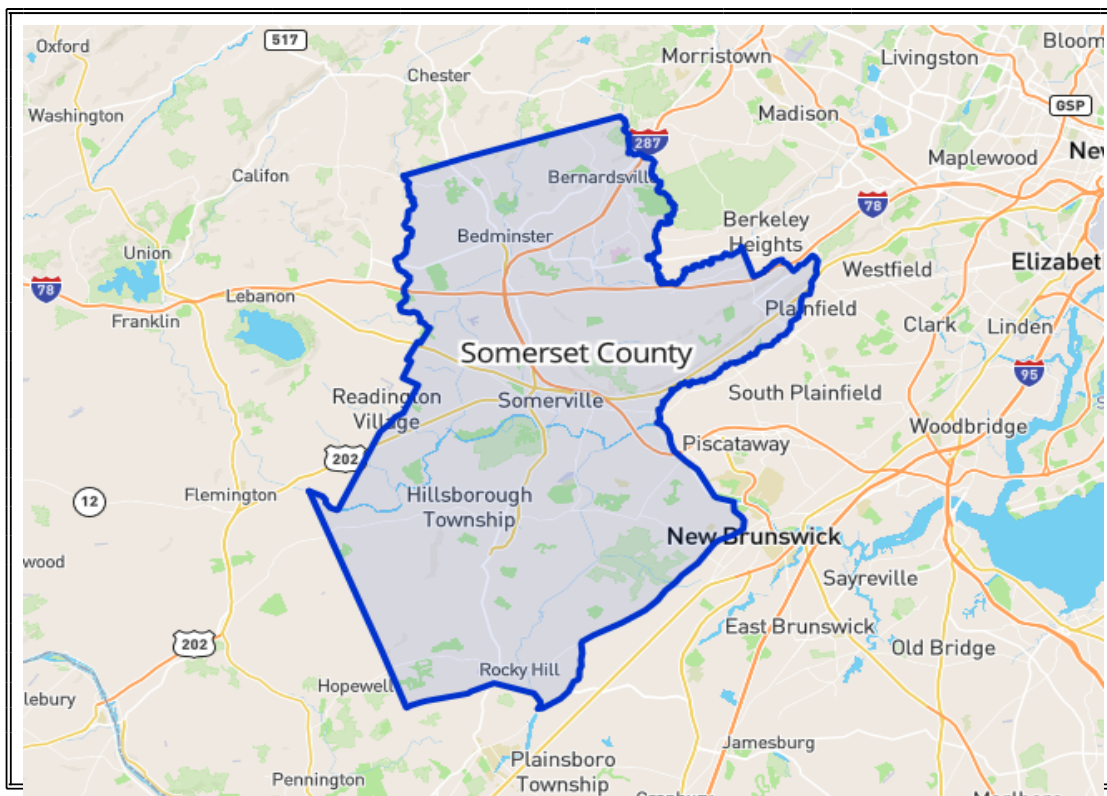
Two reports are provided on the following pages.

- 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	Homogeneous	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

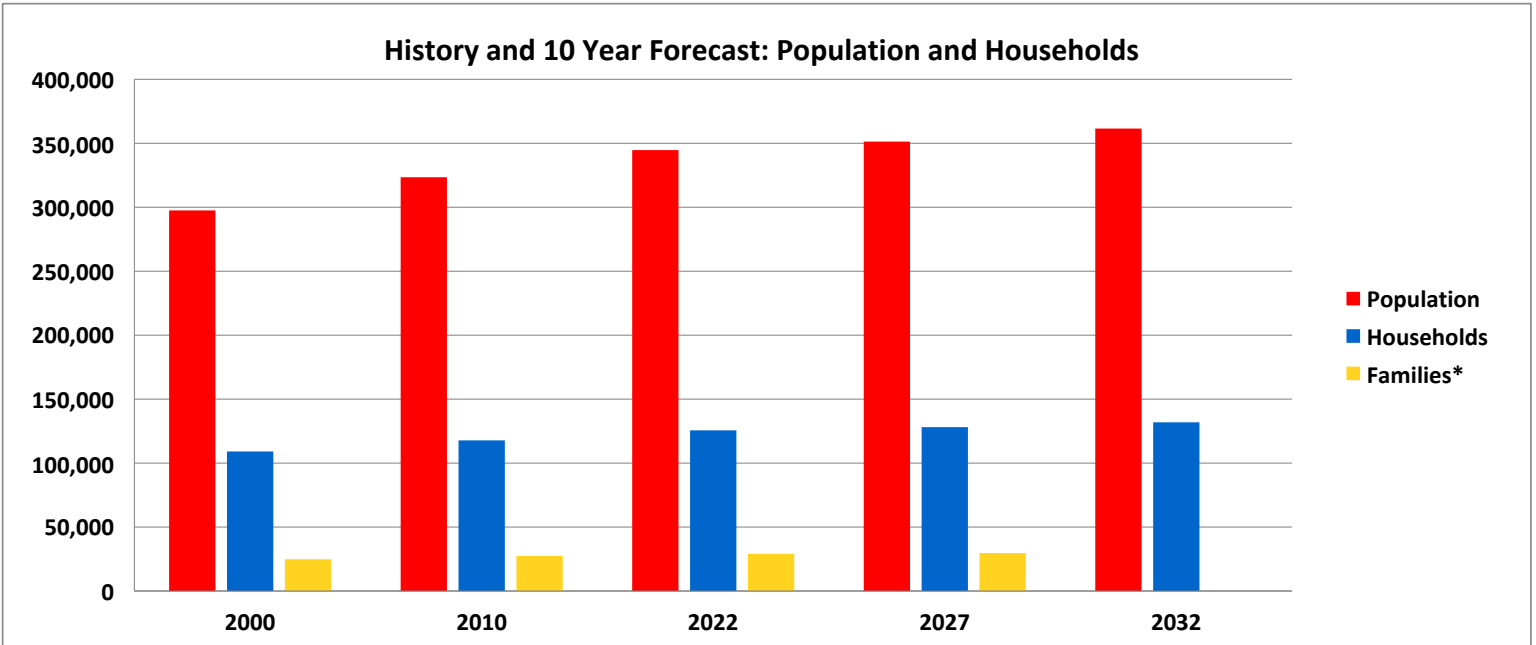
Study area: Geography: Counties - Somerset County (NJ)

Date: 7/17/2023

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



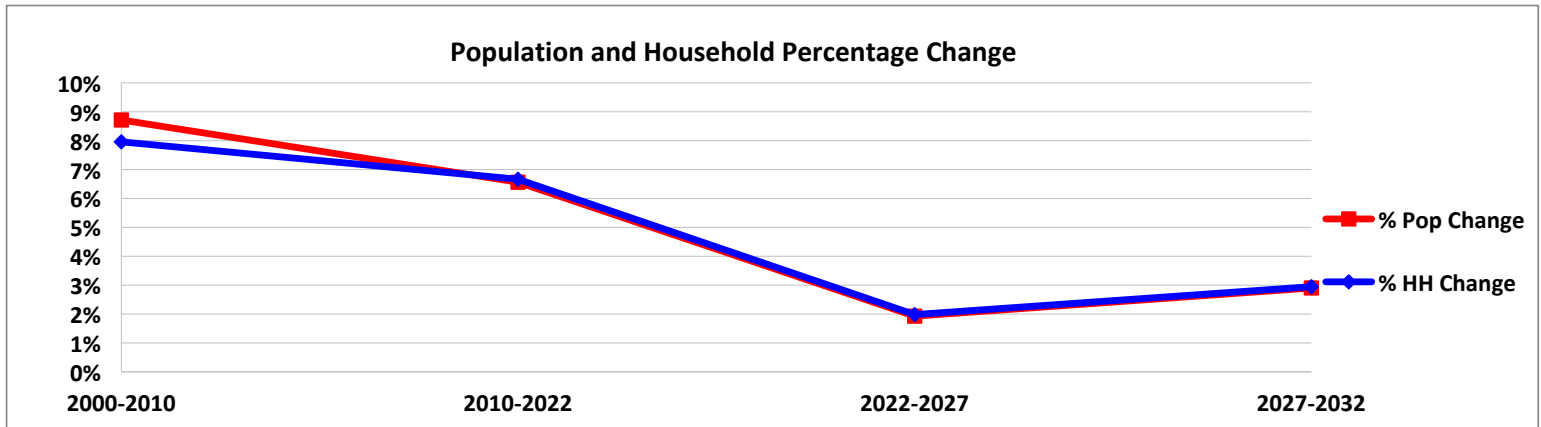
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2022	2027	2032
Population	297,514	323,444	344,666	351,310	361,505
Population Change		25,930	21,222	6,644	10,195
Percent Change		8.7%	6.6%	1.9%	2.9%
Households	109,077	117,759	125,608	128,098	131,873
Households Change		8,682	7,849	2,490	3,775
Percent Change		8.0%	6.7%	2.0%	2.9%
Population / Households	2.73	2.75	2.74	2.74	2.74
Population / Households Change		0.02	-0.00	-0.00	-0.00
Percent Change		0.7%	-0.1%	-0.1%	0.0%
Family Households	24,799	27,398	29,098	29,659	
Family Households Change		2,599	1,700	561	
Percent Change		10.5%	6.2%	1.9%	

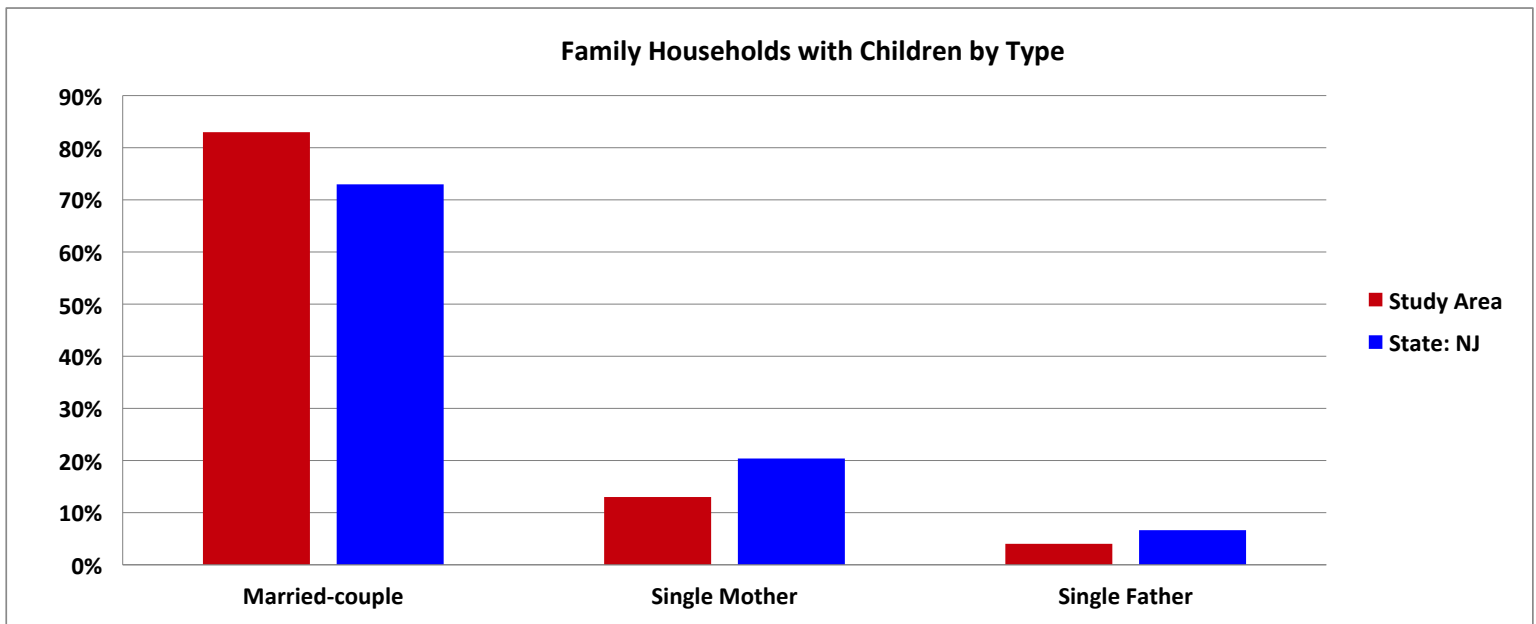
Population and Households Theme

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.



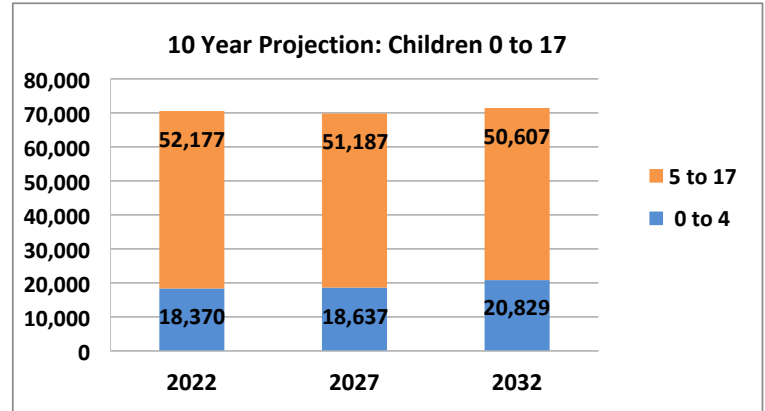
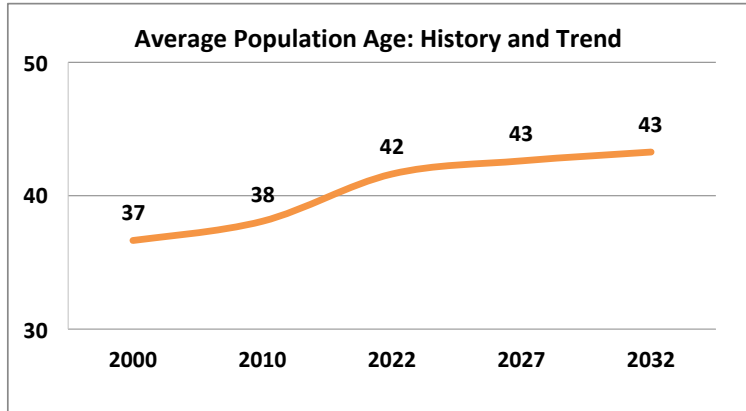
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

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	36,056	32,998	31,957	-4,099	81.1%	83.0%	81.9%	0.8%
Family: Single Mother	6,342	5,169	5,321	-1,021	14.3%	13.0%	13.6%	-0.6%
Family: Single Father	2,057	1,599	1,718	-339	4.6%	4.0%	4.4%	-0.2%
Total:	44,455	39,766	38,996	-5,459	100.0%	100.0%	100.0%	

Age Theme

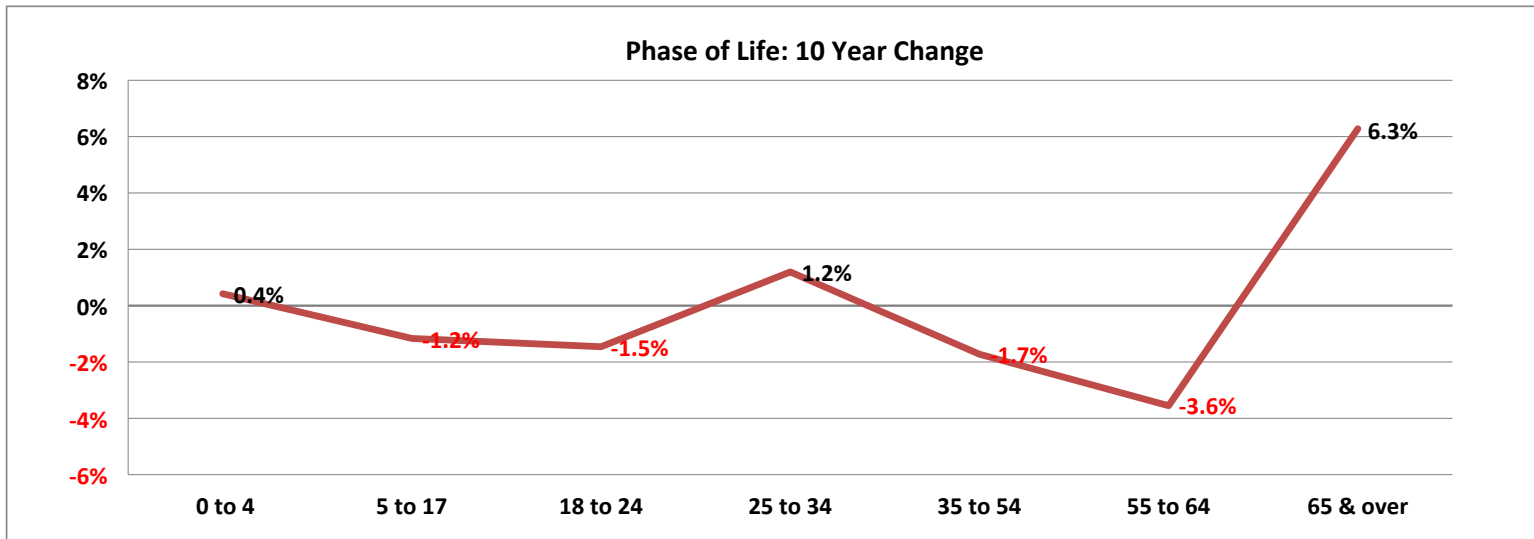
10 Year Average Age and Children 0 to 17 Trends

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	19,237	18,370	18,637	20,829	5.9%	5.3%	5.3%	5.8%
Required Formal Schooling: 5 to 17	61,598	52,177	51,187	50,607	19.0%	15.1%	14.6%	14.0%
College/Career Starts: 18 to 24	21,051	33,680	30,488	30,109	6.5%	9.8%	8.7%	8.3%
Singles & Young Families: 25 to 34	36,425	41,204	47,742	47,630	11.3%	12.0%	13.6%	13.2%
Families & Empty Nesters: 35 to 54	106,376	78,965	73,068	76,723	32.9%	22.9%	20.8%	21.2%
Enrichment Yrs Singles/Cpls: 55 to 64	38,755	55,549	52,335	45,502	12.0%	16.1%	14.9%	12.6%
Retirement Opportunities: 65 & over	40,002	64,721	77,853	90,745	12.4%	18.8%	22.2%	25.1%
Total:	323,444	344,666	351,310	362,145	100.0%	100.0%	100.0%	100.0%

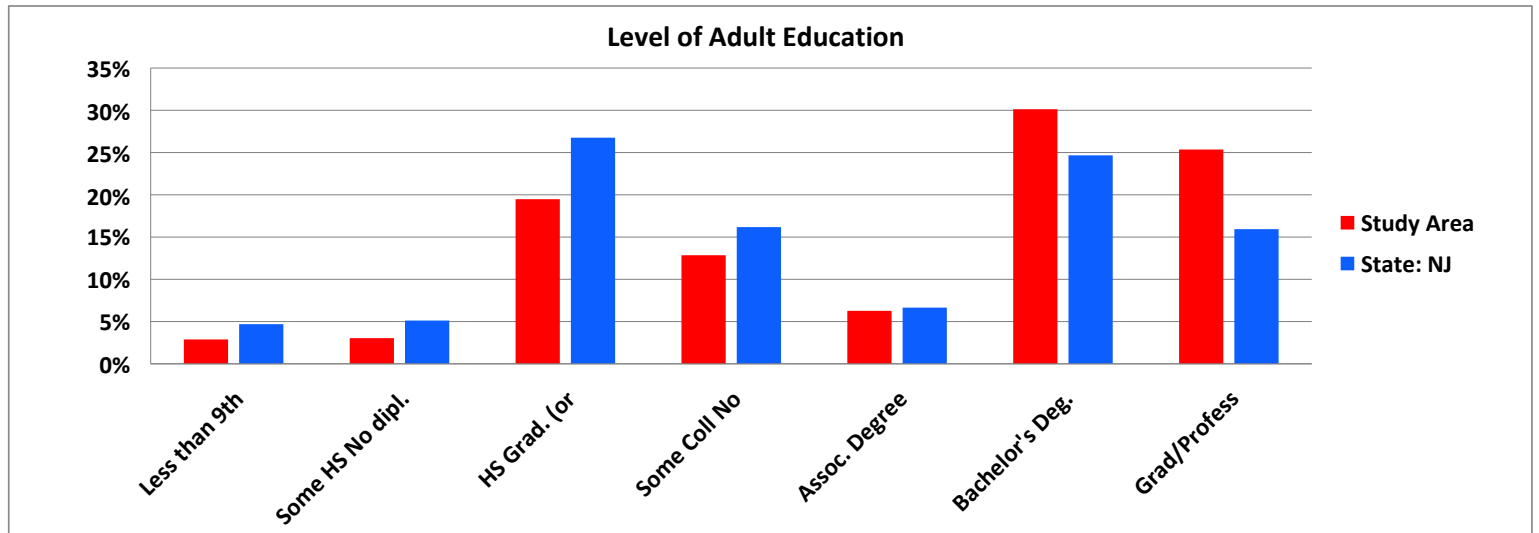
Education and Career Status Theme

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

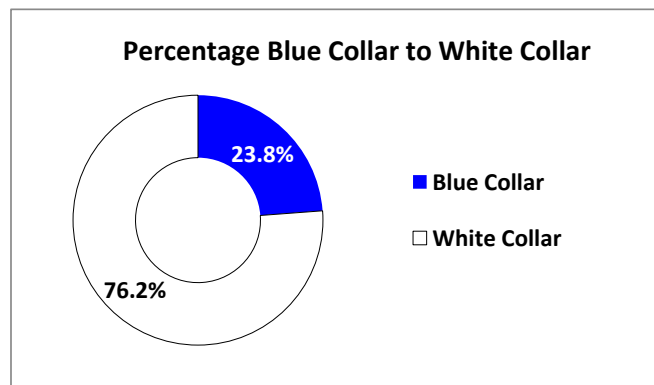
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of NJ



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2022 to 2027 Change	Percent of all Hhlds by Year		2022 to 2027 % Change
	2022	2027		2022%	2027%	
Less than 9th Grade	6,936	7,333	397	2.9%	2.9%	0.0%
Some High School, No diploma	7,306	7,587	281	3.0%	3.0%	0.0%
High School Graduate (or GED)	46,836	47,534	698	19.5%	18.9%	-0.5%
Some College, No degree	30,894	31,633	739	12.8%	12.6%	-0.2%
Associate Degree	15,074	15,695	621	6.3%	6.3%	0.0%
Bachelor's Degree	72,426	75,761	3,335	30.1%	30.2%	0.1%
Graduate or Professional school degree	60,967	65,458	4,491	25.4%	26.1%	0.7%
Total:	240,439	251,001	10,562	100.0%	100.0%	

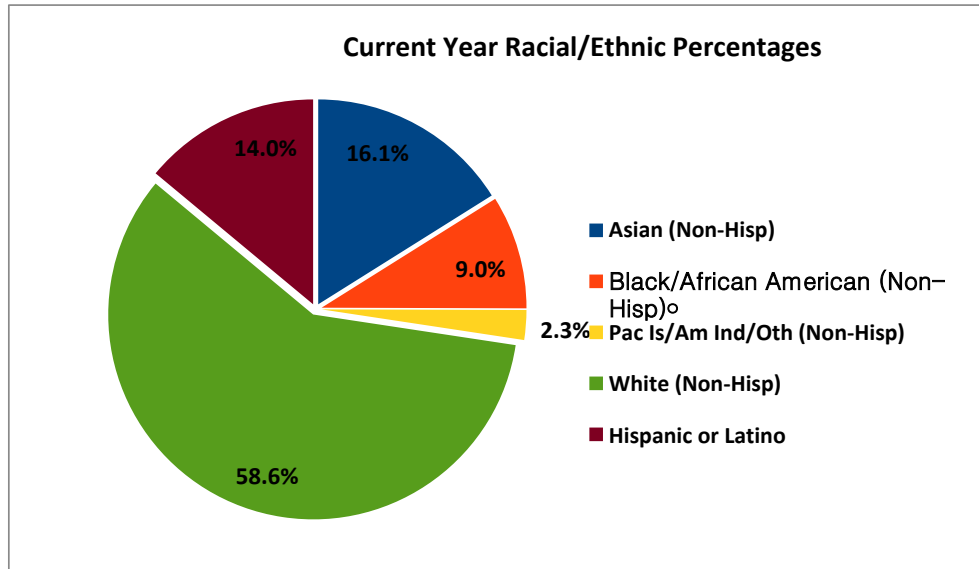
Career Types: Blue Collar and White Collar



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.

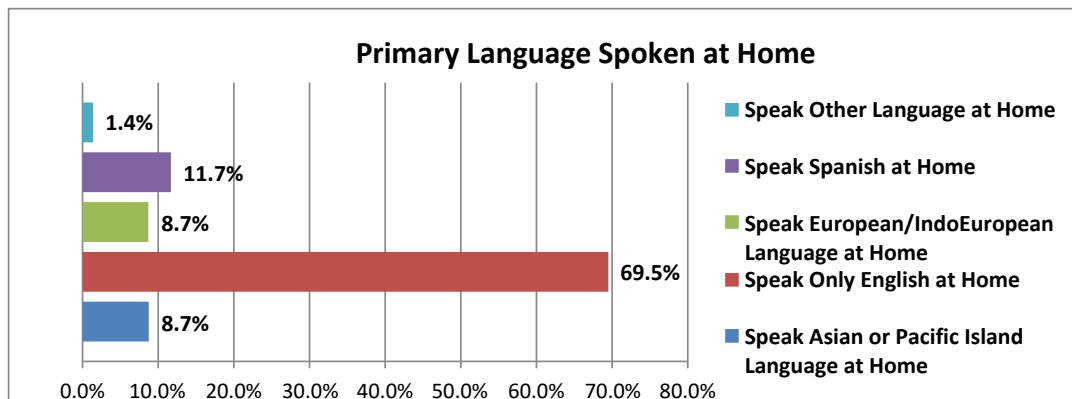
Study Area Racial and Ethnic Diversity



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)	45,473	55,441	56,277	10,804	14.1%	16.1%	16.0%	2.0%
Black/African American (Non-Hisp)	27,480	30,893	31,518	4,038	8.5%	9.0%	9.0%	0.5%
White (Non-Hisp)	201,849	202,136	206,535	4,686	62.4%	58.6%	58.8%	-3.6%
Hispanic or Latino	42,091	48,120	48,934	6,843	13.0%	14.0%	13.9%	0.9%
Pac Is/Am Ind/Oth (Non-Hisp)	6,551	8,076	8,046	1,495	2.0%	2.3%	2.3%	0.3%
Total:	323,444	344,666	351,310	27,866	100.0%	100.0%	100.0%	

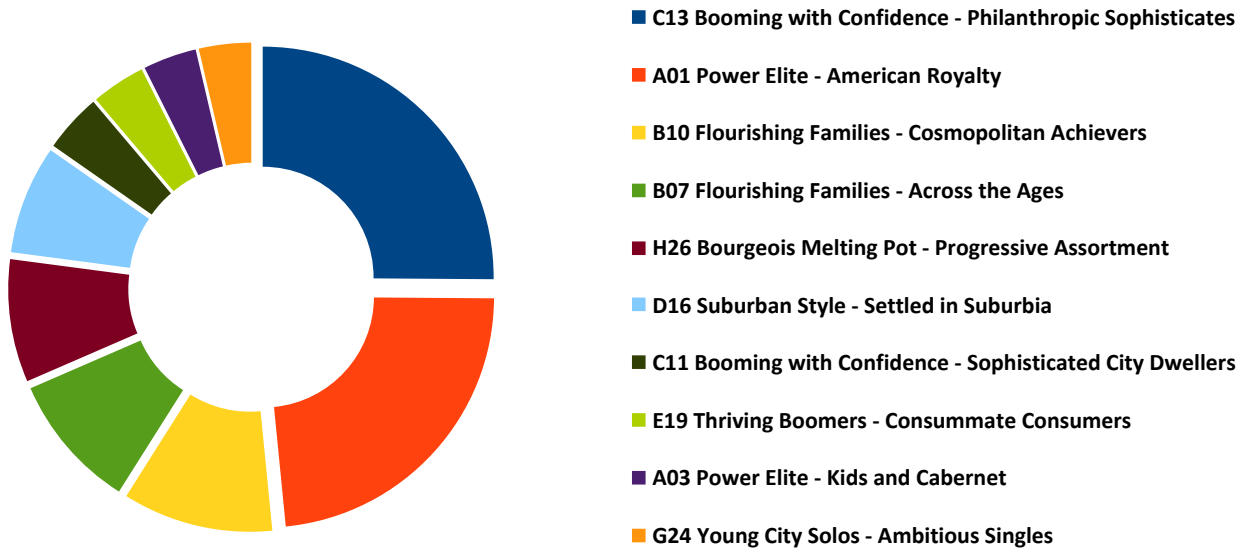


Community Diversity Theme

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.

Top 10 Mosaic Segments



Mosaic	Study Area		State		Comparative Index
C13 Booming with Confidence - Philanthropic Sophisticates	21,764	17.3%	280,798	8.3%	209
A01 Power Elite - American Royalty	20,211	16.1%	179,717	5.3%	303
B10 Flourishing Families - Cosmopolitan Achievers	9,132	7.3%	131,033	3.9%	188
B07 Flourishing Families - Across the Ages	8,245	6.6%	107,864	3.2%	206
H26 Bourgeois Melting Pot - Progressive Assortment	7,455	5.9%	153,598	4.5%	131
D16 Suburban Style - Settled in Suburbia	6,599	5.3%	225,368	6.7%	79
C11 Booming with Confidence - Sophisticated City Dwellers	3,566	2.8%	95,471	2.8%	101
E19 Thriving Boomers - Consummate Consumers	3,281	2.6%	57,125	1.7%	155
A03 Power Elite - Kids and Cabernet	3,245	2.6%	31,843	0.9%	275
G24 Young City Solos - Ambitious Singles	3,167	2.5%	34,285	1.0%	249
	86,665		1,297,102		

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](#)

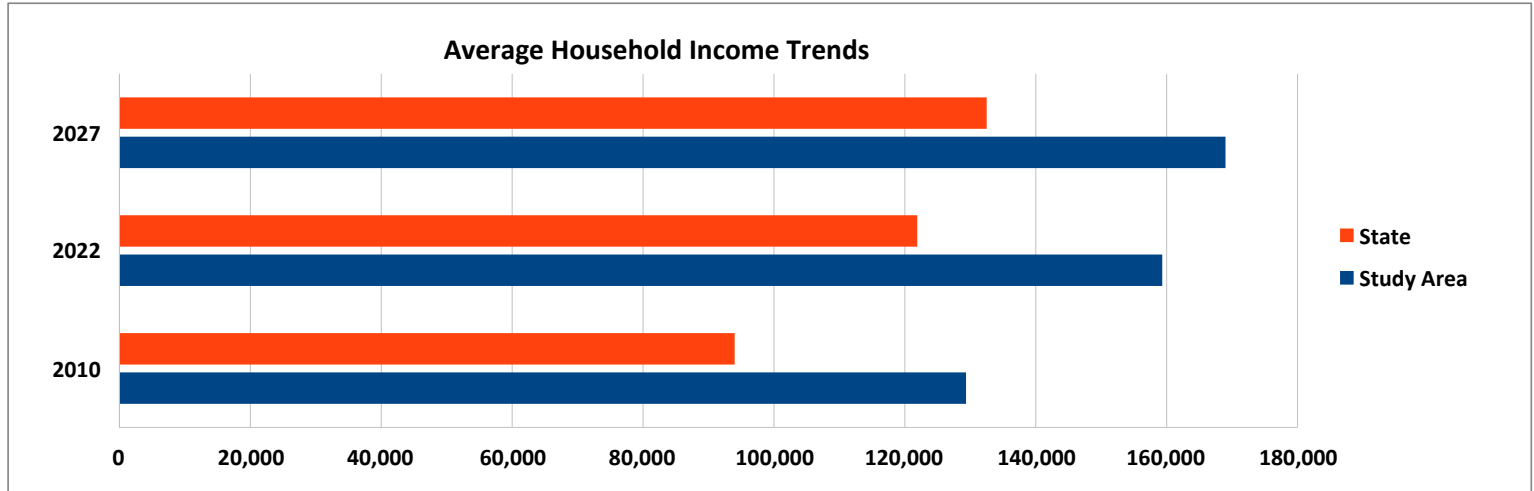
Faith based clients: To access the Mosaic application guide click on:

[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.

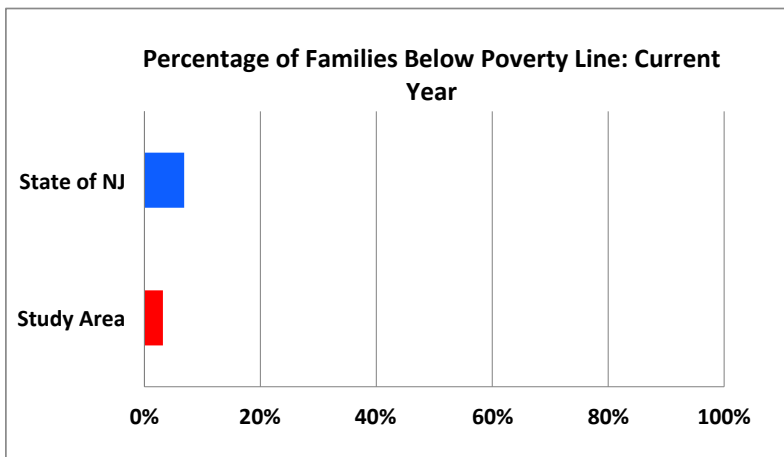
Household Income



Income Trends: Households and Families

	2010	2022	2027	2010 to 2027 Change
Average Household Income	129,348	159,328	168,988	39,640
Median Household Income	97,573	120,669	128,304	30,731
Per Capita Income	47,093	58,065	61,618	14,525
Median Family Income		142,442	141,580	862

Poverty



Poverty Level	Pop	Area % Pop	NJ % Pop
Above poverty level	87,660	96.8%	93.1%
Below poverty level	2,888	3.2%	6.9%
	90,548	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.

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.

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

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.