

UNITED CHURCH OF CHRIST
LOCAL CHURCH PROFILE

**St. John's United Church of Christ
Sheboygan, Wisconsin**

Settled Pastor

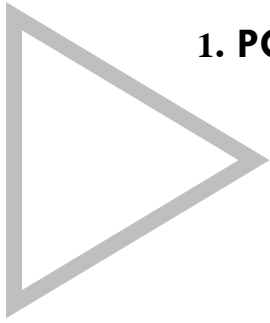
Northeast Association, Wisconsin Conference

June 2022

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*“God can provide you with every blessing so that
having all sufficiency in all things at all times,
you may abound in every good work.”
(2 Corinthians 9:8)*



1. POSITION POSTING

- a. LISTING INFORMATION
- b. SCOPE OF WORK
- c. COMPENSATION & SUPPORT
- d. WHO IS GOD CALLING TO MINISTER WITH US?

1a. LISTING INFORMATION

Church name: St. John's United Church of Christ

Street address: 1248 Lincoln Avenue, Sheboygan, WI 53081

Supplemental web links: www.stjohnssheboygan.com

Facebook Page: www.facebook.com/StJohnsUCCSheboygan

YouTube: <https://www.youtube.com/channel/UCyiSaHs-azEorRSCDybSp6Q>

Additional ecumenical affiliations: **None**

Conference: Wisconsin

Association: Northeast

UCC Conference or Association Staff Contact Person:

Rev. Jane Anderson, Associate Conference Minister, 920-540-2586, janderson@wcucc.org

Summary Ministry Description:

St. John's has served the Sheboygan community for over 120 years. Throughout that time, four pastors have led the congregation, and generations of families have found ways to make a meaningful impact on the larger community. We are a church that is known to be a refuge to those in need, offering food, clothing, and ministry to all, regardless of their membership status within the church. Members take ownership of their individual ministries and work in partnership with the Pastor to continuously find new ways to share their Christian beliefs with those around them.

Our current Pastor is retiring after 30 years, and the congregation is looking for a caring, vibrant, energetic individual to help us move forward as we continue to grow in our relationship with God, each other, and our community. We recognize the role of the church is changing in society and while we value our traditions, we are also open to new ideas that will help us continue to serve the larger community while also staying true to our mission and goals. Our ideal candidate is spiritually grounded, works collaboratively with our congregation, encourages us to relate our faith to our daily lives, and is effective in working with children and youth. We also desire the usual practice of pastoral call to people in the hospital, care facilities, and those confined to their homes.

We hope to find a pastor that appreciates our history, enjoys living in a small city on the shore of Lake Michigan, and helps us move forward in fellowship as a family of faith.

Photographs:



What we value about living in Sheboygan:

Sheboygan is located on the beautiful shores of Lake Michigan; besides the great fishing that takes place on Lake Michigan, we are on a short drive to additional inland lakes. The Sheboygan County Area has four top-rated golf courses in Wisconsin and the World, hosting the PGA and Ryder Cup in 2021. We also are a short drive away from excellent hunting. Sheboygan County is also a host to many car racing events at Road America for all who love racing. Sheboygan is the midway point between Milwaukee and Green Bay, which affords fantastic shopping, sporting, and cultural events. Sheboygan is host to the Kohler Art Center and the Stephanie Weil Center, a performing art center. Sheboygan has been rated the #1 place to live.

The current size of membership: **384**

Languages used in ministry: **English only**

Position Title: **Full-Time Pastor but would consider Co-part time pastors.**

Position Duration:

Settled – a called position intended for longer-term ministry in which the minister moves church membership to the congregation and moves standing to the related association.

Compensation Level:

Full Time but would consider two Part-Time with the suitable candidates.

Does the total support package meet conference compensation guidelines? **Yes.**

1b. SCOPE OF WORK

- **Is effective in planning and leading meaningful worship**
- **A love, compassion, and care for the people at St. John's and a desire to serve them to build community among and with them.**
- **Making and keeping commitments**
- **Dependable and reliable**
- **Casting Vision**

1c. COMPENSATION AND SUPPORT

Salary Basis (from the Call Agreement Workbook, equal to Cash Salary plus Value of Parsonage/Housing Allowance): **Following Wisconsin Conference Guidelines for Salary and housing Allowances.**

Benefits (*choose one*):

Salary plus benefits:

- Pension Contribution**
- Health including Dental and Life Insurance**
- Social Security Offset**
- Continuing Education Allowance**
- Auto Allowance**
- Cell Phone Allowance**
- Community of Practice**

What is the expected living situation for your next minister?

Housing is negotiable; the church has a parsonage available on the Northside of Sheboygan, about 1.5 miles from the church, in a lovely area, close to a large park and schools.

Comment on your next minister's residential/commuting expectations:
Local area within 20 miles.

State any incentives:

Sabbatical after the first seven years, and then five-year increments thereafter.

Describe peer and professional supports available for ministers in your association/conference:

In addition to the Northeast Association and Wisconsin Conference, Communities of Practice (UCC Minister support group) and Local Church Community Support through monthly ecumenical Ministerium meetings. Also available through the Wisconsin Conference: Ministry coaching programs, retirement program, and Seminary Debt Support.

If applicable, describe how your church will adopt part-time adjustments in the pastoral schedule to support a minister's bi-vocational employment:

The possibility of building off the strengths of two part-time /bi-vocational could be adaptable to the ministry at St. John's. If a position is shared, we would be interested in combining two pastors, each working in areas of ministry strengths.

1d. WHO IS GOD CALLING TO MINISTER WITH US?

Describe the ministry goals you envision your next minister co-collaborating with the congregation to achieve.

We envision our ministry goals to include a leader who will model authenticity and humility and extend the challenge of following Jesus not from a place of superiority, but out of an invitation to pursue the love of Jesus altogether. We desire to journey with a leader who will lead St. John's Family of Faith and friends toward a more profound, more genuine, and more faithful ministry that engages young people and all generations.

Please describe how your vision of the minister you are now seeking will assist the congregation in making an impact beyond its walls.

St. John's has always made missions a priority in Sheboygan. The people of St. John's have made outreach our primary goal by electing never to say no to anyone who asks for the congregation's assistance at times of loss, birth, or weddings. Today we know that the largest segment of people in Sheboygan who need the message of Christ's love is the 20–40-year-olds who are 'de-churched.' We look toward our next minister to guide and encourage our congregation to continue these traditions and also make the changes necessary to reach out to the community in new ways to spread the love of Jesus to all.

Specify language requirements or culturally-specific capacities preferred in a next ministerial leader and why those matter to the congregation's sense of calling.

Currently, we are an English-speaking congregation, but our surrounding area has some cultural diversity.

Based on what you have learned about who your church is, who your church's neighbor is, and who God is calling the church to become, describe four areas of excellence from *The Marks of Faithful & Effective Authorized Ministry* that your next minister will display further to equip the congregation's ministry in these areas.

- **Strengthening Inter & Intra -Personal Assets**
- **Building Transformational Leadership Skills**
- **Participation in Theological Praxis**
- **Encountering the Other with Justice & Mercy**



2. WHO IS GOD CALLING US TO BECOME?

“You shall love the Lord your God with all your heart, and with all your soul, and with all your mind.” (Matthew 22:37 NRSV)

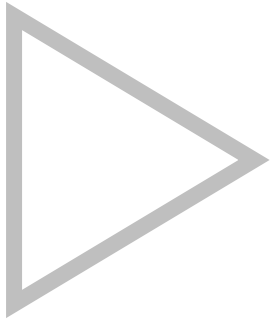
Who is God calling you to become as a congregation?

We have a vision for St. John’s to become a more united congregation, working with our groups inside our church and community. We need to join hands together within our committees and organizations, working together in one common bond. In like matter, we need to stop being a self-possessive congregation, where a committee, organizations, or individuals don’t allow other members to express ideas or concerns, or in helping because they feel they will be pushed out or replaced by other members. We need to make sure anyone who wants to assist in any activity is welcome. We need to reactivate all members to participate in our walls and community service activities. We have a vision of hosting a monthly meal for the community. We picture an expansion of our current food bank and clothing closet to provide night and weekend hours. Ultimately, we want people of need to be able to depend on our church for spiritual help when needed and strengthen our tradition of being the church our community can depend on. Please Note: The St. John’s council has reached out to the Conflict Transformation Team for guidance.

Describe how God is calling you to reach out to address your community and congregation's emerging challenges and opportunities.

We are not a wait-and-see church; the congregation’s people and our leaders have not been afraid to step out of the church to make others aware of God’s love without entering the church doors. We are accessible to all without judgment, although we are not an official Open and Affirming church. Our Stephen Ministry Team is presently examining our need to become a WISE (Welcoming, inclusive, supportive, and engaged) for the mental health church. We have also bought our worship services to the beach, to the wine bar, and to the pumpkin farm, to name a few. And when the pandemic made it challenging to keep the doors open, our ministry team came together to produce a Facebook Live-friendly service that opened the doors to a whole new group of spiritual seekers.

3. WHO ARE WE NOW?



“You shall love your neighbor as yourself.” (Matthew 22:39 NRSV)

- a. CONGREGATIONAL REFLECTIONS
- b. 11-YEAR REPORT
- c. CONGREGATIONAL DEMOGRAPHICS
- d. PARTICIPATION AND STAFFING
- e. CHURCH FINANCES
- f. HISTORICAL INFORMATION

3a. CONGREGATIONAL REFLECTIONS

Describe your congregation’s life of faith.

Mission Statement.

**“We welcome everyone to be a part of our family of faith,
as we share in God’s love. By our compassion,,
we strive to bring acceptance,
hope, love, and peace to all.”**

Describe several strengths or positive qualities of your congregation.

- **Genuine care and concern for each other in our family of faith.**
- **We are the church in Sheboygan that people turn to when they need it. Many calls begin with, “I was told that your church will help with my need.”**
- **When there is a financial need, the congregation will get behind it to make it a reality. Many projects have been completed with little to no loan payments.**

Describe what worship is like when your congregation gathers.

Before the pandemic, we had worship services on Thursday nights at 6:45 pm and Sunday mornings at 9:00 am.

Thursday Evening was a shortened version of Sunday mornings. It was a quiet, relaxed and intimate group. The group that attended worship and left immediately after the service (mainly if the Packers played a Thursday Night Game). Plans were in the works to switch this service to Wednesday nights; however, the cancellation of worship in March of 2020 changed the program. It has been decided to make that change when it is safer.

Sunday mornings before the pandemic were traditional; The organ announced the call to worship, and the traditional liturgies were recited. Most Sundays, the organ leads our hymns; we learned a thing or two from the Children’s message for all God’s children, and we celebrated the Lord’s Supper the first Sunday of the month. We also welcomed choir music from our Second Sunday Singers (every second Sunday), the smiling faces of the KFC (Kids for Christ), occasionally our youth bells, chimes, and our Puppet Ministry. The service order is posted on the screens, along with scriptures and hymns.

Like everyone and everything, the pandemic changed our worship service. To attract the Facebook live attender, we have currently added songs that are familiar to all and have words that are meaningful and relatable to the message given by the pastor in a casual setting. We use our stage area rather than the altar as a backdrop and include children’s message and less organ music. Words to songs, hymns, and worship are posted on our screens, and we share no hymnals in the pews, and our collection plates are no longer passed.

Describe the educational program/faith formation vision of your church.

The past few years have been difficult for St. John’s in our faith formation area of ministry. We have lost two key components to the educational programs. Our newly hired Faith Formation Director (37) and our Children’s Choir Director (54) went to be with their heavenly Father in the same month due to unrelated illnesses in 2019. And obviously, the pandemic equally shut the doors on continuing the search to find a replacement for both these incredibly loved and faithful people. The vision shared by our late faith formation director was to merge a Wednesday night community meal, Sunday School (which we call BLAST- Bible Lessons and Story Telling) confirmation, Adult Bible study, maybe a yoga class, and worship. We continue to search for a candidate with the ability and vision to create a fun and welcome learning experience for all ages.

Describe how your congregation is organized for ministry and mission.

Our congregation is organized for ministry and mission through the leadership of St. John’s Council. Council Leaders meet monthly to discuss the ministry and mission of St. John’s. Currently, committees are not active and need guidance to be productive and carry out their responsibilities.

Think of a time when action had to be taken quickly, for example, when a crisis or disaster occurred. How was that accomplished?

Like most churches, the pandemic changed everything. Sunday, March 22, 2020, our doors were closed, but St. John’s Facebook Live was delivered to homes of our members and friends from an iPad, thanks to quick-thinking staff and volunteers. Each week we learned more about providing better quality delivery, and with the help of congregational contributions, we purchased the correct equipment for Livestream. We are proud of our ability and creativity to supply a Live broadcast Sunday morning at our regular time of worship, not a prior videotaped service which allowed us to keep the Sunday morning message current as events changed week to week.

Can you provide the next minister with a copy of an organization structure, bylaws, and annual report to further explain the church’s activity and governance patterns?

Yes, all are available upon request.

3b. 11-YEAR REPORT

See attachment B for the Mission InSite and the 11-year report.

3c. CONGREGATIONAL DEMOGRAPHICS

Describe those who participate in your church.

		Is this number an estimate? (Check if yes)
Active members:	319	
Active non-members:	65	
Total of church participants (sum of the numbers above):	384	

Percentage of total participants who have been in the church:

		Is this number an estimate? (Check if yes)
More than ten years:	82%	Yes
Less than 10, more than five years:	11%	Yes
Less than five years:	7%	Yes

Total participants by age:

0-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	Are these numbers an estimate? (Check if yes)
18	17	27	10	25	35	62	77	113	

Percentage of adults in various household types:

		Is this number an estimate? (Check if yes)
Single adults under 35:	8%	Yes
Households with minors:	10%	Yes
Single adults age 35-65:	10%	Yes
Joint households with no minors:	36%	Yes
Single adults over 65:	36%	Yes

Education level of adult participants by percentage:

		Is this number an estimate? (Check if yes)
High school:	52%	Yes
College:	28%	Yes
Graduate School:	1%	Yes
Specialty Training:	19%	Yes
Other (please specify):	N/A	

Percentage of adults in various employment types:

		Is this number an estimate? (Check if yes)
Adults who are employed:	45%	Yes
Adults who are retired:	50%	Yes
Adults who are not fully employed:	5%	Yes

Describe the range of occupations of working adults in the congregation:

We have members engaged in “professional” occupations; judges, lawyers, business owners, teachers, middle management positions, and skilled laborers of many types.

Describe the mix of ethnic heritages in your congregation and the overall racial makeup. Most UCC congregations tend to describe themselves as “diverse.” Yet, the vast majority of UCC congregations are mono-cultural. What does diversity mean in your context?

Our beginnings come from German heritage, and many of our current members are here because their families have worshipped at St. John’s for many generations. Contrary to the existing neighborhood demographic, our congregation should be more diverse, which we would welcome; however, we are currently a mono-cultural church.

Has your congregation recently talked about welcoming diversity, or do you plan to hold one shortly (perhaps using, for example, the Welcoming Diversity Inventory)? Please note the date. Comment after the exercise:

We have never had an open discussion about welcoming diversity; however, we pride ourselves on having an open-door policy welcoming all who step in or reach out, creating a safe environment for everyone to be themselves with no judgment. Our minister and several of our members especially youth also marched in our local parade carrying the UCC rainbow banner. We do recognize its importance and would gladly engage in that discussion with our settled minister.

3d. PARTICIPATION AND STAFFING

Complete the following chart. Please leave blank any fields that do not apply to your congregation.

Ways of Gathering	Estimated number of people involved in attendance	Who plans each of the listed gatherings? (list any worship planners, such as various lay leaders, pastors, musicians, other staff)
Adult Groups or Classes	10 12 11 18	Stephen Ministry Mothers Others Brotherhood Women Guild
Baptisms (number last year)	5	Office/Pastor
Children's Groups or Classes	12	BLAST
Christmas Eve and Easter Worship	260/170	Worship Team
Church-wide Meals	500	Swiss Steak
Choirs and Music Groups	12 8 10 8	Second Sunday Singers KFC (Kids for Christ) Chimes Jr Bells
Church-based Bible Study	4 / 168 (Streaming)	Pastor
Communion (served how often?)	140	First Sunday of Month / Altar Guild /Pastor
Community Meals		
Confirmation (number confirmed last year)	2-5	Confirmation Staff / Pastor
Drama or Dance Program	8	Puppet Ministry
Funerals (number last year)	8-12	Office/Pastor
Intergenerational Groups	45	Halloween Party
Outdoor Worship	120	3X during COVID
Prayer or Meditation Groups		

Public Advocacy Work	12	The Sheboygan County Warming Center
Retreats	0	
Theology or Bible Programs in the Community	0	
Weddings (number last year)	2-8	Pastor in & outside of Church Wedding Coordinator in Church
Worship (time slot: Thursday 6:45 pm)	25-50	Pastor
Worship (time slot: Sunday 9:00am)	115/70	Worship Team
Young Adult Groups or Classes	0	
Youth Groups or Classes	0	
Altar Guild	8	Pastor
Scholarship / Loan	8	Finance

List all members or regular participants in your congregation who are ordained, licensed, or commissioned ministers. Indicate those with current United Church of Christ Three-Way Covenants (i.e., serving in a congregation) or Four-Way Covenants (i.e., serving in a ministry beyond a congregation). **N/A**

Staff Position	Head of Staff?	Compensation (full time, part-time, volunteer)	Supervised by	Length of Tenure for a current person in this position
Office Manager Worship Coord	Head	\$40,500		26 yrs.
Christian Director	Staff	\$7,200	Sr. Pastor	3 yrs.
Organist	Staff	\$10,000	Sr. Pastor	29 yrs.
Director of Contemporary Music	Staff	\$3,960	Sr. Pastor	2 yrs.
Director of KFC/Bells/Chimes	Staff	\$1,600	Sr. Pastor	10 yrs.
Cleaning Person	Staff	\$4,264	Property	10 yrs.
Director of IT	Staff	\$3,960	Office Manager	1 yr.

REFLECTION

Reflection: After reviewing the congregational demographics and activities above, what does this information reflect about your congregation's overall ministry?

St. John's has a long history of families that have been a part of St. John's for generations. It has been a relatively blue-collar church, and current membership reflects the many retired or close to retirement members. We have members that are gone over the cold winter months. We are finding that the next generation will always look to St. John's when they need it because it's where they were baptized and confirmed, but they often don't keep their membership active or look to us for any spiritual guidance in raising their children.

3e. CHURCH FINANCES

Current annual income (dollars used during the most recent fiscal year)

Source	Amount
Annual Offerings and Pledged Giving	\$149,756
Endowment Proceeds (as permitted within spending policy, such as a cap of typically 4.5%-5% on total return)	\$20,000
Endowment Draw (beyond what is permitted by spending policy, "drawing down the principal")	\$0
Fundraising Events	\$0
Gifts Designated for a Specific Purpose	\$5000
Grants	\$4000
Rentals of Church Building	\$1000
Rentals of Church Parsonage	\$6000
Support from Related Organizations (, e.g., Women's Group)	\$2000
Transfers from Special Accounts	\$5000
Other (specify):	\$
Other (specify):	\$
TOTAL	\$192,756.00

Current annual expenses (dollars budgeted for most recent fiscal year): \$

Attach the most recent church budget, spending plan, operating statement, or annual treasurer's report as shared publicly with the congregation, or – if your church does not pass a yearly budget – list current budgeted expenses here.

Considering total budgeted expenses for the year, compare real ministerial support. What is the percentage? **66%**

Has the church ever failed to pay its financial obligations to a church minister? **No**

Is your church 5-for-5, i.e., includes each of the following contributions during the church year? (Indicate those included during the most recent fiscal year)

- Our Church's Wider Mission (OCWM – Basic Support)
- One Great Hour of Sharing
- Strengthen the Church
- Neighbors in Need
- Christmas Fund

In what way is OCWM (Basic Support) gathered? What percentage is if calculated as a percentage of the operating budget?

The OCWM has gathered from envelope contributions and additional support for the profits of Scrip Sales and, when needed, endowment disbursements.

What is the church's current indebtedness?

The total amount of loan debt: **\$0**

Reason for debt:

Are capital and other payments current? **N/A**

If a building program is projected or underway, describe it, including the project's projected start/end date and the total project budget—**None at this time.**

If the church has had capital campaigns in the last ten years, describe **N/A.**

Describe the prominent mission component(s) involved in the most recent (or current) capital campaign.

Does your church have an endowment? **Yes**

- What is the market value of the assets? **\$1.4 M**
- Are funds drawn as needed, regularly, or under certain circumstances? **Yes**
- What is the percentage rate of draw (last year, compared to 5 years ago)? **1% - 3%**
- Describe draw on the endowment, if any, to meet operating budget expenses for the most recent year and the past five years: **\$20,000 - \$50,000**
- At the current rate of the draw, how long might the endowment last? **Indefinitely**

Other Assets

- Reserves (savings): \$
- Investments (other than endowment): \$
- Does your church have a parsonage? **Yes**
 - The fair market rental value of the parsonage: **\$250,000**
 - How is the parsonage used? **Home for Syrian Refugee Family**
 - Street / City / State / Zip: **2721 N. 30th St. Sheboygan**
 - Finished square footage: **2,121**
 - Number of Bedrooms, Number of Bathrooms: **4 bedrooms / 2 ½ bathrooms**
 - Assessed real estate value: **Unknown**
 - Available for minister residence: **Yes**
 - Expected minister residence: **Optional**
 - Condition of structure, systems, and appliances: **Good**
 - The entity in the church responsible for review and needed repairs: **St. John's Property Committee**

Describe all buildings owned by the church: **Church building, garage & parsonage**

Describe non-owned buildings or space used or rented by the church: **None**

Which spaces are accessible to wheelchairs? **An elevator allows handicapped access to the Sanctuary, Welcome Center, and Fellowship Hall located in the basement. The entrance to the offices allows wheelchair access with a ramp and handicapped usable bathroom.**

Reflection: After reviewing the church's finances and assets described above, what does this information reflect about your congregation's mission and ministry?

There is an extreme level of comfort to be blessed with an endowment fund that has been responsible for past projects that have been done without any accrued debt or dependency on capital campaigns. Currently, our day-to-day expenses are, for the most part, covered through contributions. Recently repairs to the roof estimated at \$25,000 were covered through building fund contributions collected by weekly envelopes. Additional staffing is needed and will cause our current budget to increase.

3f. HISTORICAL INFORMATION

Name one to three significant happenings in the history of your church that has shaped the identity of your congregation. Add the most important event in the life of your church in the past ten years.

St. John's has been served by four long-standing ministers in the last 120 years, all of which have supported the community by being the church that doesn't turn people away. We help people with food needs when their cupboard is bare, Christmas gifts when they are down on their luck, baptize all who wish to be part of the Christian community, and supply the ministry services for weddings and funerals. St. John's also has a history of supporting Immigrants, beginning with helping immigrants make job contacts in the 1930s. We have renovated our gathering area in the past ten years, opening the windows and walls covered back in the '70s to create an ample comfortable, flexible living room-like space we call the Welcome Center. In 2018 we welcomed a lovely Syrian immigrant family with three children to use our parsonage (significantly reduced rent) as their home when our Senior Pastor moved on to purchase his own residence.

Describe a specific change your church has managed in the recent past.

There is not a church anywhere that would not list COVID-19, and its effects, as the number one change all churches had to manage. Like most churches, we experienced a decrease in the activity of our membership. This change gave way to lower in-person attendance. However, it also opened the door to virtual participation for all.

Every church has conflict, some minor, some larger. “Where two or three are gathered, there will be disagreement....” Describe your congregation’s values and practices when it comes to conflict.

When it comes to conflict, we are slow to respond and resolve but mindful of finding non-confrontational solutions. Unfortunately, not all situations are resolvable without mediation, and sometimes the only solution is what’s best for the congregation.

Ministerial History *(include all previous pastoral staff for the past 30 years)*

Staff Member’s Name	Years of Service	UCC Standing (Y/N)
Rev. E.R. Krueger	1902-1949	Prior to UCC
Rev. August Grollmus	1949-1966	Yes
Rev. Vernon Jaberg	1966-1990	Yes
Rev. Gregory Whelton	1990-2022	Yes

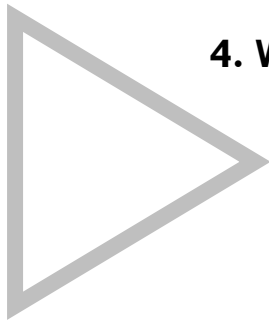
Comment on what your church has learned about itself and its relationship with persons who provided ministerial leadership:

Four long-standing ministers in over 120 years reflect a congregation that has always embraced its ministerial leadership with love and respect. We are a close family of faith, concerned for one another as we celebrate our achievements and mourn our losses with a healing prayer.

Has any past leader left under pressure or by involuntary termination? **No**

Has your church been involved in a Situational Support Consultation? **No**

Has a past pastor been the subject of a Fitness Review while at your church? **No**



4. WHO IS OUR NEIGHBOR?

“You shall love your neighbor as yourself.” (Matthew 22:39 NRSV)

- a. COMMUNITY VISION
- b. MISSION InSite

4a. COMMUNITY VISION

How do the relationships and activities of your congregation extend outward in service and advocacy?

It has not been easy to extend any external service and advocacy in almost two years. However, St. John’s has remained steadfast and committed to our work at the Sheboygan County Warming Center, keeping the site up and running even during the brutal winter of 2020. We also continued to provide the Syrian immigrant family living in our parsonage reprieve from rent expenses through the pandemic when it became difficult.

We provide food pantry and clothes closet two times a month to the community. We have just created an outdoor food box for the neighborhood to give what they can and take what they need, which has been successful. Our Christmas Service group has been helping families make Christmas special for their children for over 60 years, after starting the tradition with Evelyn Grollmus, wife of Rev. August Grollmus. St. John’s invites the neighborhood children to “Trunk or Treat in our parking lot so they can enjoy a safe Halloween experience.

Neighborhood watch groups supported by the local police use our facility for meetings and community events. We also provide a space for Jazzercise Classes that meet four times a week.

Describe your congregation’s participation in meetings, relationships, and activities connecting the wider United Church of Christ (association/conference / national setting).

Our pastor and delegates attend association and conference meetings. We have had six congregation members attend Lay Academy: 3 completed the two-year program, and 3 completed the four-year program. Our youth participated at the National Youth Event in Purdue 2012, Disney World in 2016, and Regional Youth Event in 2014. We have had upwards of 12 – 16 youth raise funds to attend these worthwhile events. St. John’s Brotherhood is part of the United Churchmen and Women Group that helps to provide area Lakeland University students in the ministry with scholarships.

Many local churches love to tell the story of what they are doing in the community to transform lives. Some have identified certain aspects of their witness into the wider community using language shared with other UCC congregations. (Find more information as desired at ucc.org.)

Check any statements below that apply to your UCC faith community.

- Accessible to All (A2A)
- Creation Justice
- Economic Justice
- Faithful and Welcoming
- God Is Still Speaking (GISS)
- Border and Immigrant Justice
- Inter-cultural/Multi-racial (I'm)
- Just Peace
- Global Mission Church
- Open and Affirming (ONA)
- WISE Congregation for Mental Health
- Other UCC designations: Stephen's Ministry
- Designations from other denominations
- None

Reflect on what the above statement(s) mean(s) to your community. Is your congregation interested in working toward any of the above words of witness shortly?

Stephen Ministers are currently educating our congregation to become a WISE Congregation for Mental Health. St. John's has always been open-minded in leading our spiritual leader to serve our Lord.

Describe your congregation's participation in ecumenical and interfaith activities (with other denominations and religious groups, local and regional).

We participate with a significant presence at the Sheboygan County Warming Center (homeless shelter). Pre Covid, we have prepared and served lunches at the local Salvation Army Emmaus Meals several Saturdays throughout the year. We have actively participated in Rainbow Kids allowing them to use our building for classes, and individuals from St. John's assisted and served on their board. Lakeland University compiled their orchestra in St. John's sanctuary to provide a community concert.

If your congregation has a mission statement, how does that statement compare to the actual time spent engaging in different activities? Think of the range of activities from gathering to governance to time spent going out.

Historically we have been the church striving “to love our neighbor as ourselves.” When there is a need, our congregation is always ready to assist; shoes for Haiti, donations to areas with natural disasters, helping a stranger with a gas card or bus ticket to get home, and a community member that walks in off the street, sending them home with a bag of groceries when they have nothing to eat as well as clothes to wear.

Reflect on the scope of work assigned to your pastor(s). How are their community and ministry in and on behalf of the wider church accounted for in the congregation’s expectations of their time?

The tasks of our senior pastor are many and varied, and sometimes unconventional. We realize that while it is essential to be available to staff, members, and friends, it is equally vital that our minister be a visible presence in our community, assisting those not connected with a church with funeral and baptismal needs. Our senior pastor has provided worship services at local nursing homes, served as Chaplin at a local hospital, and assisted night shifts at the warming center, as well as serving the conference where requested. Our current pastor was chosen to represent the conference with ministries in England, as well as serve the association where needed.

4b. MISSION InSite

Comment on your congregation’s Mission InSite report with data for your neighborhood(s) or area. What trends and opportunities are shown?

Over the next ten years, the trends seem to be very stable with a slight growth in population and households. The average age goes up with the 65 and over age group projected to have the most significant change.

How do your congregation’s internal demographics compare to a) the neighborhoods adjacent to your church and b) other neighborhoods with which your church connects?

The area surrounding St. John’s has a rich diversity, made up of Whites, Asian, Hispanic, and Black residents. Sheboygan has a 75% White population, whereas St. John’s has a 99% White population.

How are the demographics of the community currently shaping ministry, or not?

Sheboygan people are willing to make the 15-minute commute across town to attend any of the 90+ churches in the city limits.

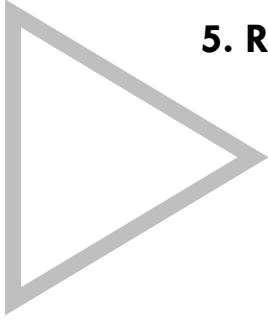
What do you hear when you talk to community leaders and ask them what your church is known for?

St. John's is known for two things. First, we are known for our Swiss Steak dinner the week after Easter. We serve approximately 650 people, many from outside our congregation.

We are also known for our willingness to help people from our community with gas cards, food, clothing, and a bus pass for those seeking to relocate or join family outside the state.

What do new people in the church say when asked what got them involved?

- **Members of St. John's went out of their way to greet new people.**
- **Children are welcome to be children in worship.**
- **The minister said (without introducing himself), "heard the preacher is pretty good" before church started, then stood before the congregation for worship.**
- **Wasn't judged for having a same-sex relationship in the family.**
- **Met the Minister outside of the church and decided to see what his church was like.**



5. REFERENCES

REFERENCE 1

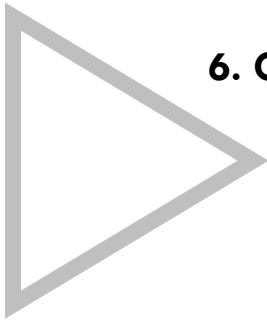
**Sue Lundeen / Former Organist and Choir Director
608-279-5373 / sueandrich00@hotmail.com / Former Music Director & Organist**

REFERENCE 2

**Rev. Daniel Krueger / Pastor / Trinity UCC – Brookfield WI
920-946-3351 / djkwindchill@gmail.com / Former Lay Minister (now ordained)**

REFERENCE 3

**Rev. Keith Weiland / Minister / Retired
920-946-2260 / raidermascot@gmail.com / Former Minister of Visitation**



6. CLOSING THOUGHTS

- a. CLOSING PRAYER
- b. STATEMENT OF CONSENT
- c. CONFERENCE/ASSOCIATION VALIDATION

6a. CLOSING PRAYER

Romans 12:11-18

¹¹ Never be lacking in zeal, but keep your spiritual fervor, serving the Lord. ¹² Be joyful in hope, patient in affliction, faithful in prayer. ¹³ Share with the Lord's people who are in need. Practice hospitality.

¹⁴ Bless those who persecute you; bless and do not curse. ¹⁵ Rejoice with those who rejoice; mourn with those who mourn. ¹⁶ Live in harmony with one another. Do not be proud, but be willing to associate with people of low position. ¹⁷ Do not be conceited.

¹⁷ Do not repay anyone evil for evil. Be careful to do what is right in the eyes of everyone. ¹⁸ If it is possible, as far as it depends on you, live at peace with everyone.

Loving God, your smile shines through our stained glassed windows, and your comforting embrace radiates in this space that has been a comfort in a time of sadness, and a beacon of hope to prayers answered. Look graciously on the people of St. John's, be with us as we seek the next Senior Pastor for our church. We ask your direction and guidance for those who shall choose our new spiritual leader that we may receive an upright and faithful pastor who will care for your people and equip us for our ministries. Grant us perception, faithfulness, and joy, so that we may hear your voice in all our deliberations. Grant us the desire and the ability to truly hear others and those who have entrusted us with this process. Give us the courage to respond and act as you lead us. Come Holy Spirit. We pray this through Jesus Christ our Lord. Amen.

6b. STATEMENT OF CONSENT

The covenantal relationship between a church and those called by that church to serve as pastors and teachers and in other ministerial positions is strengthened when covenantal partners openly share vital information. To that end, we attest that we have provided information in this profile that accurately represents our church to the best of our abilities. We have not knowingly withheld any information that would be helpful to candidates.

As the committee is charged with identifying and recommending a suitable new minister for our church, we have been authorized to share the information with potential candidates. We understand that a candidate may wish to secure further knowledge, news, and opinions about our church. We encourage a candidate to do so, recognizing that an open exchange of relevant information builds the foundation for continuing and healthy relationships between calling bodies and persons seeking a ministry position.

1. Which individuals and groups in the church contributed to the contents of this Local Church Profile? (For example, church council or consistory, transition team, etc.)

Ken Rishel – Committee Chair

Members of Committee:

Kelly Paulin, Kris Gross, Stephen Guenther, Maryssa Guenther

Adam Roethel, Teagan Roethel, Janelle Roethel, Amber Daehnert,

Nadine Hanson, JoAnn Erhardt

Church Advisor: Lynne Guenther

2. Additional comments for interpreting the profile:

Signed: *Ken Rishel*

Search Committee Chairperson

3/21/2022

6c. VALIDATION BY CONFERENCE/ASSOCIATION

The congregation is currently in good standing with the association/conference named.

Staff Comment:

To the best of my knowledge, ministerial history information is complete.

Staff Comment:

To the best of my knowledge, available church financial information is presented thoroughly.

Staff Comment:

My signature below attests to the above three items.

Signature: 

Name / Title: Rev. Jane B. Anderson/Associate Conference Minister

Email: janderson@wcucc.org

Phone: 920-540-2586

Date: March 23, 2022

**UNITED CHURCH
OF CHRIST**



This document is created through support to Our Church's Wider Mission (OCWM) and is only possible through the covenantal relationships of all United Church of Christ settings.

“Jesus answered them, ‘Have faith in God!’” – Mark 11:22

UNITED CHURCH OF CHRIST
ELEVEN YEAR CHURCH PROFILE BASED ON DATA REPORTED IN UCC YEARBOOKS



Church#: 862710

Assoc: 824

Schedule: 0

Saint John's UCC

Sheboygan

WI

53081

YEAR	MEMBERS	AVG WEEKLY ATTENDANCE	CHR ED/ FAITH FORM	CONFIRMATION	CONFESSION	TRANSFER OR REAFFIRM	DEATHS OR TRANS OUT	OTHER LOSSES	NET MEMBS ADDS-REMOVED
2010	629	174	83	5	0	21	10	23	-7
2011	631	180	66	7	0	13	14	4	2
2012	578	212	55	6	3	2	17	47	-53
2013	563	154	47	3	4	0	22	0	-15
2014	560	189	40	2	14	0	11	8	-3
2015	440	151	44	5	0	8	17	116	-120
2016	424	149	29	6	0	0	10	12	-16
2017	423	157	33	7	0	0	8	0	-1
2018	420	139	22	3	0	4	10	0	-3
2019	409	122	26	2	0	0	13	0	-11
2020	403	122	32	0	2	0	8	0	-6

YEAR	CURRENT EXPENSES	CAPITAL PAYMENTS	BASIC SUPPORT	TOT OTHER UCC GIVING	TOTAL OCWM	OTHER GIFTS	WIDER MISSION	BASIC SUPP% CURR LOCAL	TOTAL EXPEND	PLEDGES AND OFFERINGS
2010	\$185,095	\$0	\$8,700	\$7,028	\$15,728	\$8,300	\$24,028	4.70	\$209,123	\$177,714
2011	\$188,252	\$0	\$9,000	\$4,558	\$13,558	\$0	\$13,558	4.78	\$201,810	\$177,582
2012	\$186,808	\$0	\$9,000	\$2,814	\$11,814	\$8,808	\$20,622	4.82	\$207,430	\$176,032
2013	\$181,080	\$2,210	\$2,431	\$3,994	\$6,425	\$8,497	\$14,922	1.34	\$198,212	\$171,330
2014	\$182,863	\$0	\$7,000	\$770	\$7,770	\$900	\$8,670	3.83	\$191,533	\$172,572
2015	\$192,758	\$0	\$7,000	\$11,800	\$18,800	\$0	\$18,800	3.63	\$211,558	\$182,054
2016	\$191,653	\$0	\$8,000	\$3,350	\$11,350	\$8,165	\$19,515	4.17	\$211,168	\$170,634
2017	\$183,839	\$0	\$8,000	\$10,228	\$18,228	\$8,423	\$26,651	4.35	\$210,490	\$159,777
2018	\$180,069	\$0	\$7,500	\$8,639	\$16,139	\$3,897	\$20,036	4.17	\$200,105	\$163,539
2019	\$211,269	\$0	\$8,000	\$360	\$8,360	\$0	\$8,360	3.79	\$219,629	\$159,475
2020	\$190,297	\$0	\$6,500	\$3,690	\$10,190	\$0	\$10,190	3.42	\$200,487	\$148,369

% CHANGE	MEMBERS	AVG WEEKLY ATTENDANCE	CHR ED/ FAITH FORM	TOTAL ADDITIONS	TOTAL REMOVALS	CURR LOCAL EXPENSES	TOTAL OCWM	TOTAL EXPENDITURE
2015-2020	-8.41	-19.21	-27.27	-84.62	-93.98	-1.28	-45.80	-5.23
2010-2020	-35.93	-29.89	-61.45	-92.31	-75.76	2.81	-35.21	-4.13

Please note: Zero values ("0" or "\$0") may reflect missing information in some years. Christian Education/Faith Formation refers to Church School Enrollment for all figures before 2007.

The FullInsite Report

Prepared for: Wisconsin Conference UCC
Study area: Geography: Zip Codes - 53081 (WI)

Base State: WI
Current Year Estimate: 2021
5 Year Projection: 2026
10 Year Forecast: 2031
Date: 11/18/2021
Semi-Annual Projection: Summer

About the FullInsite Report

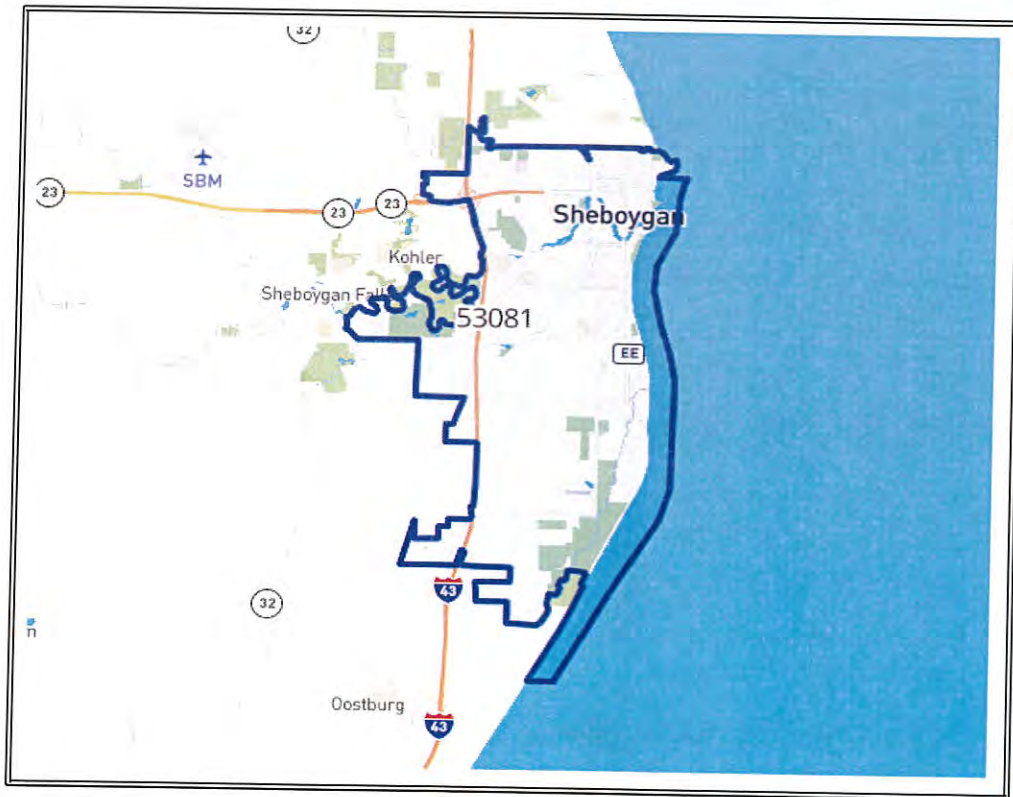
The FullInsite report is designed to provide an extensive demographic portrait of a user defined geographic area. The FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system!

The FullInsite report is divided into three sections, each providing a different approach to the data. Careful consideration is given to readability and graphic treatment. The hope is that the information it presents will be more accessible to the reader.

Three Sections

- The **StoryView** Report presents 9 demographic indicators of your study area.
- The **TrendView** provides four graphs that reflect the more significant demographic trends that will shape the study area in the 5 to 10 year future.
- The **ThemeView** Report provides a wealth of demographic detail across six themes: People, Households, Families, Diversity, Housing and Work.

THE STUDY AREA



More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

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

StoryView

Significant Demographic Indicators of the Study Area's Story

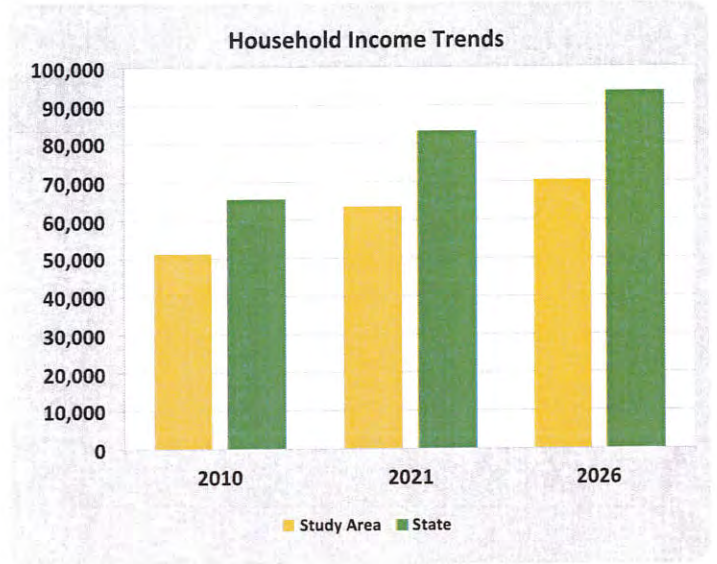
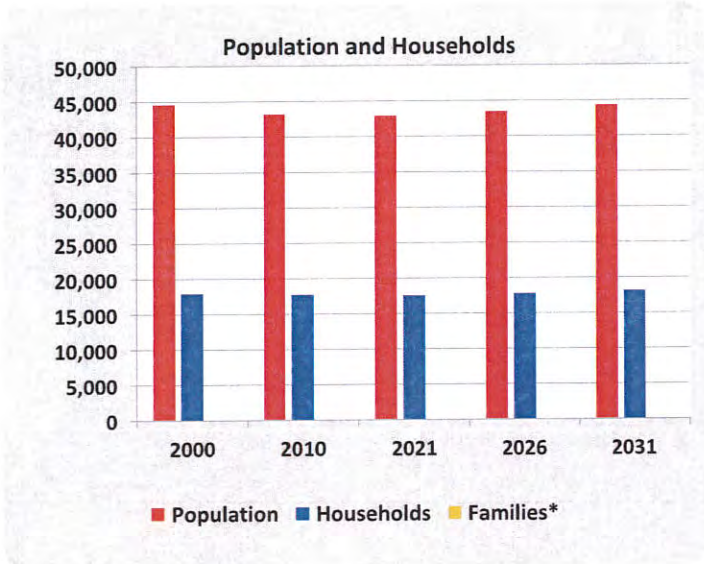
1	Population Change In the 10 year future, how is the population in this area expected to change? <small>(See the Population Theme)</small>	Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
2	Household Change In the 10 year future, how are the households in this area expected to change? <small>(See Households 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 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 the People 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 the 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 the Income Theme)</small>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
7	Poverty Compared to the state, are the number of families in poverty above or below the state average? <small>(See the Families 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 the Work 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 the Diversity Theme)</small>	Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other

TrendView

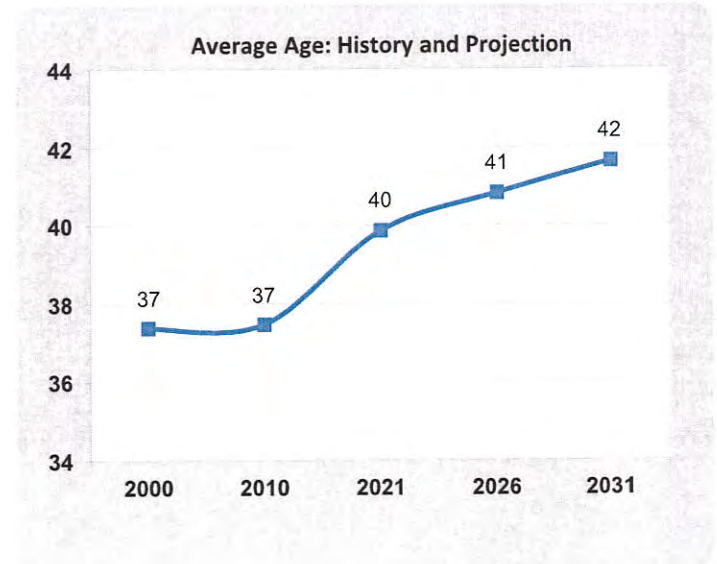
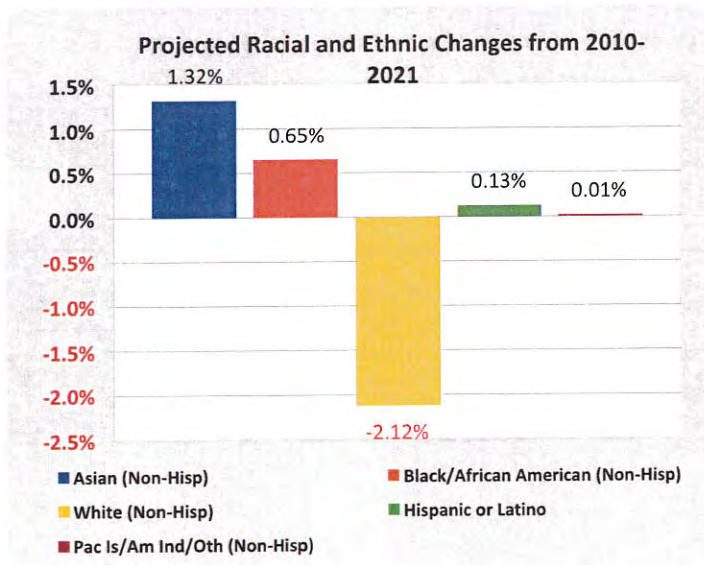
Significant Demographic Estimates and Projections

Prepared for: Wisconsin Conference UCC
 Study Area: Geography: Zip Codes - 53081 (WI)

Base State: WI
 Date of Report: 11/18/2021



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



ThemeView

Demographic Descriptions of the Study Area

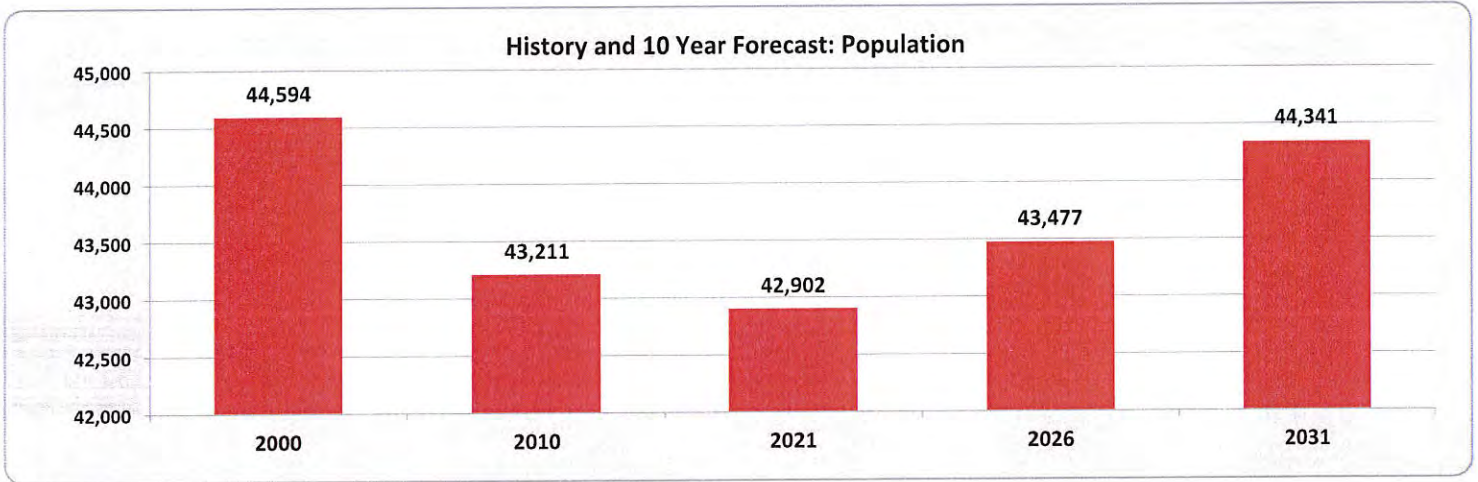
Prepared for: Wisconsin Conference UCC
 Study Area: Geography: Zip Codes - 53081 (WI)

Base State: WI
 Date of Report: 11/18/2021

People and Change

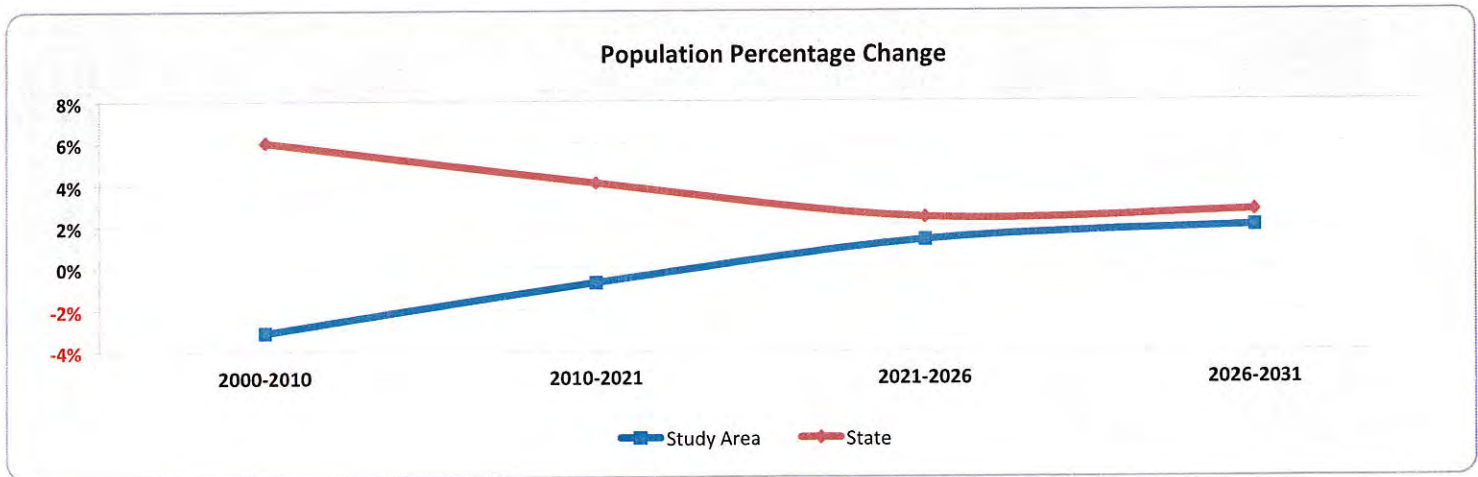
Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time, including a current estimate and, 5 and 10 year forecast.

Population History with 5 and 10 Year Projected Change



Population Trends	2000	2010	2021	2026	2031
Study Area Population	44,594	43,211	42,902	43,477	44,341
Population Change		-1,383	-309	575	864
Percent Change		-3.10%	-0.72%	1.34%	1.99%
State Population	5,363,677	5,686,986	5,918,467	6,060,900	6,226,513
Population Change		323,309	231,481	142,433	165,613
Percent Change		6.03%	4.07%	2.41%	2.73%

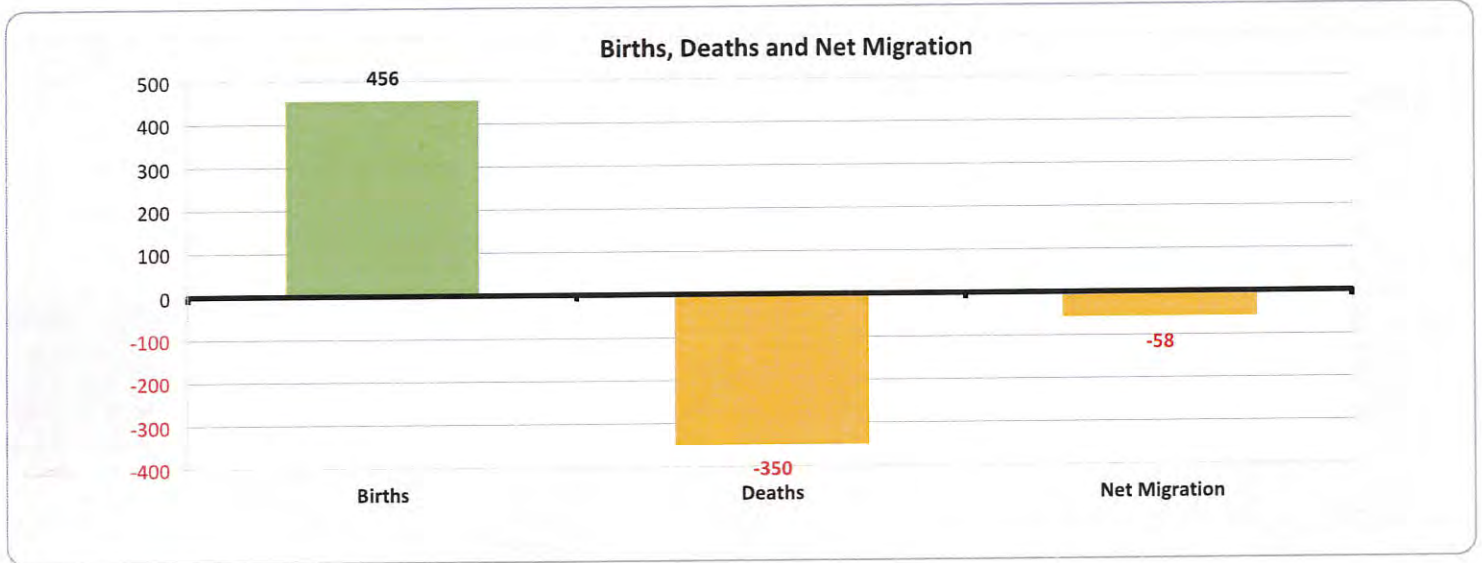
Projected Percentage Population Change: Comparison of Study Area to State



People and Change

Recent 8 Quarter History	2019 1st Qtr	2019 2nd Qtr	2019 3rd Qtr	2019 4th Qtr	2020 1st Qtr	2020 2nd Qtr	2020 3rd Qtr	2020 4th Qtr
Population	42,785	42,822	42,852	42,759	42,855	42,813	42,739	42,779
Change		37	30	-93	96	-42	-74	40
Percent Change		0.09%	0.07%	-0.22%	0.22%	-0.10%	-0.17%	0.09%
Seasonal Population	0	68	442	279	11	66	445	273
Change		68	374	-163	-268	55	379	-172
Percent Change		0.00%	550.00%	-36.88%	-96.06%	500.00%	574.24%	-38.65%
Transient Population	311	306	743	438	292	11	78	110
Change		-5	437	-305	-146	-281	67	32
Percent Change		-1.61%	142.81%	-41.05%	-33.33%	-96.23%	609.09%	41.03%

Factors Effecting Population Change: Prior 12 Months

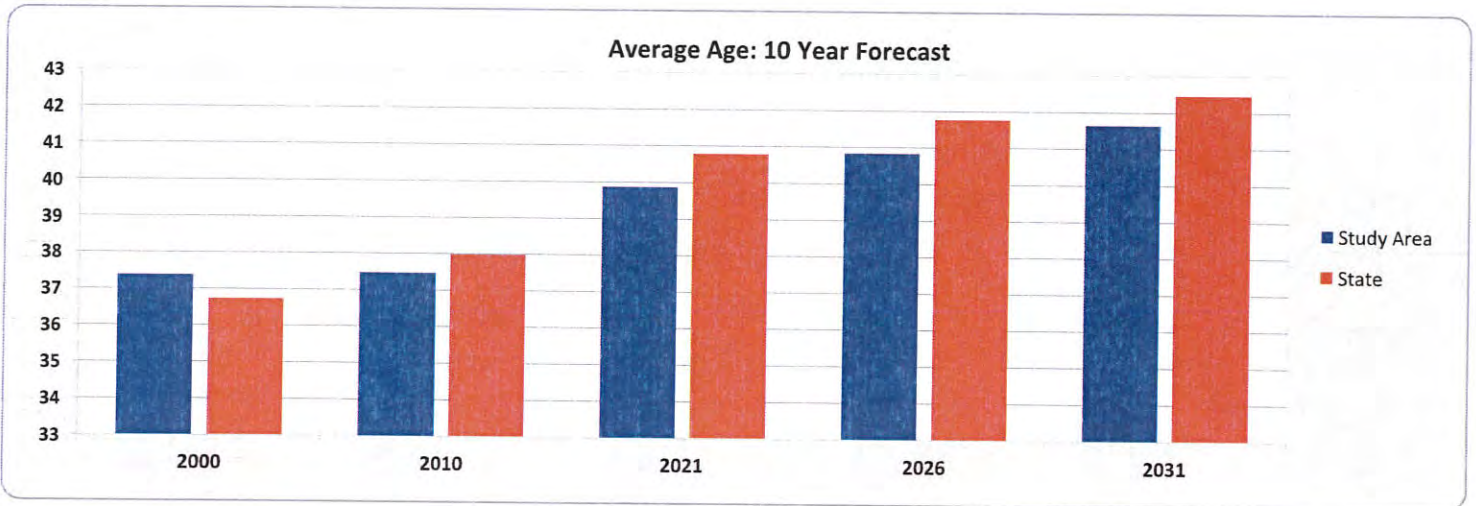


2021

Factors Effecting Population Change	
Births	456
Deaths	350
Net Migration	-58
Net 12-Month Change	0
(Births minus deaths plus net migration = Net 12 month Change)	

	2010		2021		2026		2031		10 Yr Change
Population by Gender									
Female	21,717	50.26%	21,475	50.06%	21,775	50.08%	22,222	50.12%	0.06%
Male	21,493	49.74%	21,427	49.94%	21,702	49.92%	22,119	49.88%	-0.06%
Totals:	43,210	100.00%	42,902	100.00%	43,477	100.00%	44,341	100.00%	

Average Age with State Comparison

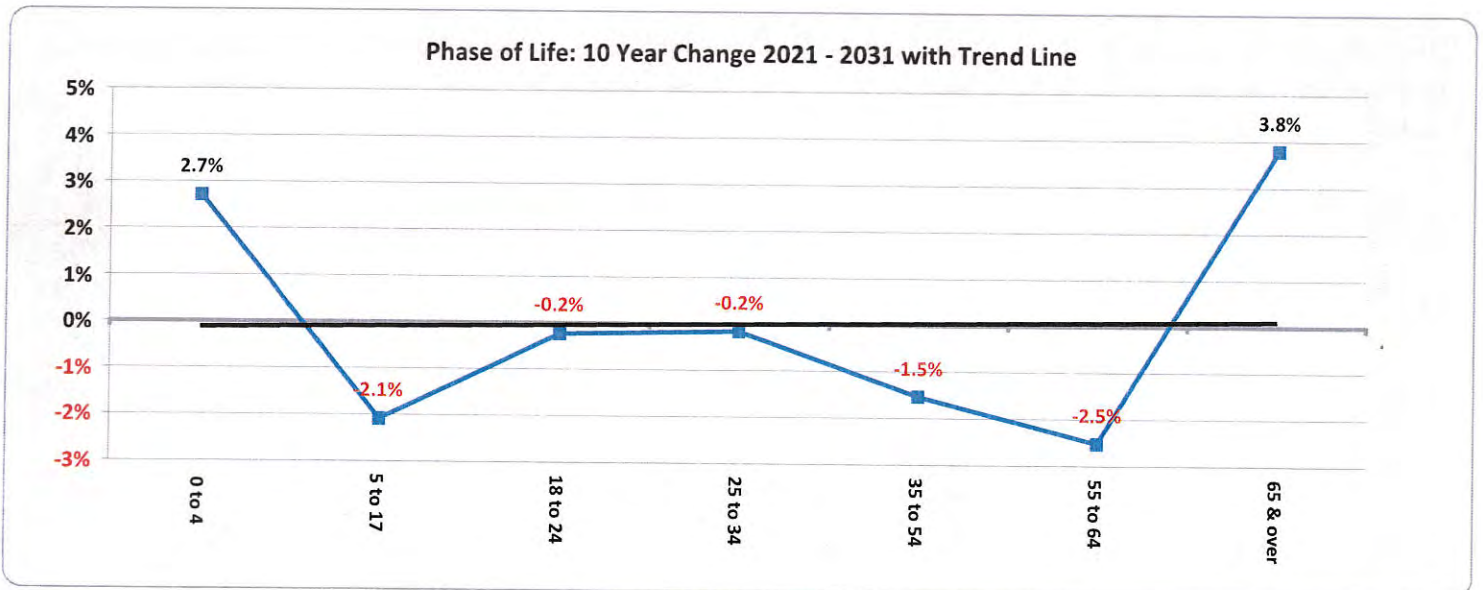


Age Trends	2000	2010	2021	2026	2031
Average Age: Study Area	37.39	37.47	39.87	40.83	41.65
Average Age Change		0.09	2.40	0.96	0.81
Percent Change		0.23%	6.40%	2.41%	1.99%
Median Age	35	36	39	41	40

Age: State	2000	2010	2021	2026	2031
Average Age: State	36.74	37.99	40.79	41.77	42.46
Average Age Change		1.25	2.80	0.99	0.69
Percent Change		3.40%	7.37%	2.42%	1.65%
Median Age	35	37	41	42	40

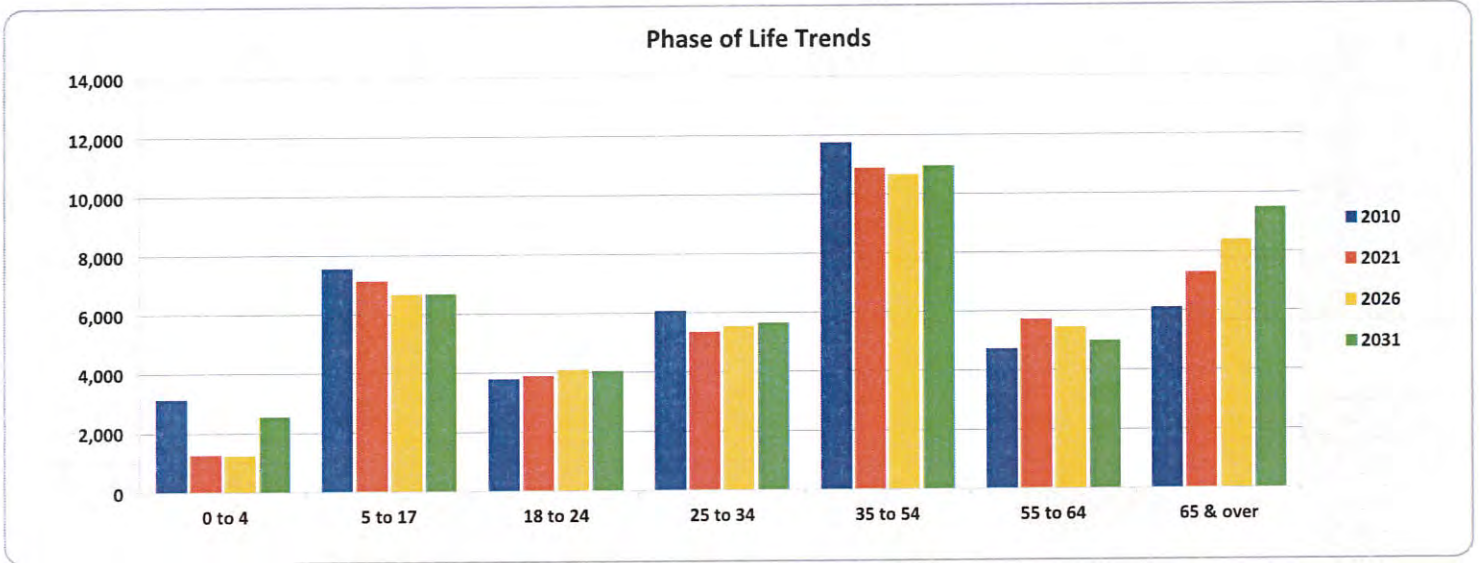
Phase of Life Projected Change

As people age, they pass through various life phases. Based upon the number of persons born each year, the result can produce increases and decreases in various life phases.

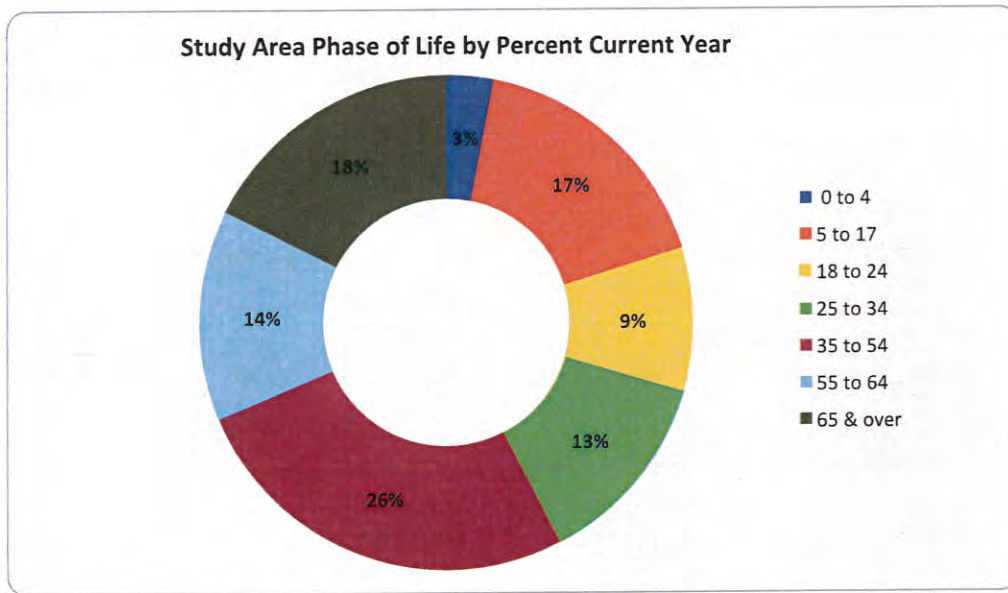


People by Age

Phase of Life



Current Year Population by Phase of Life

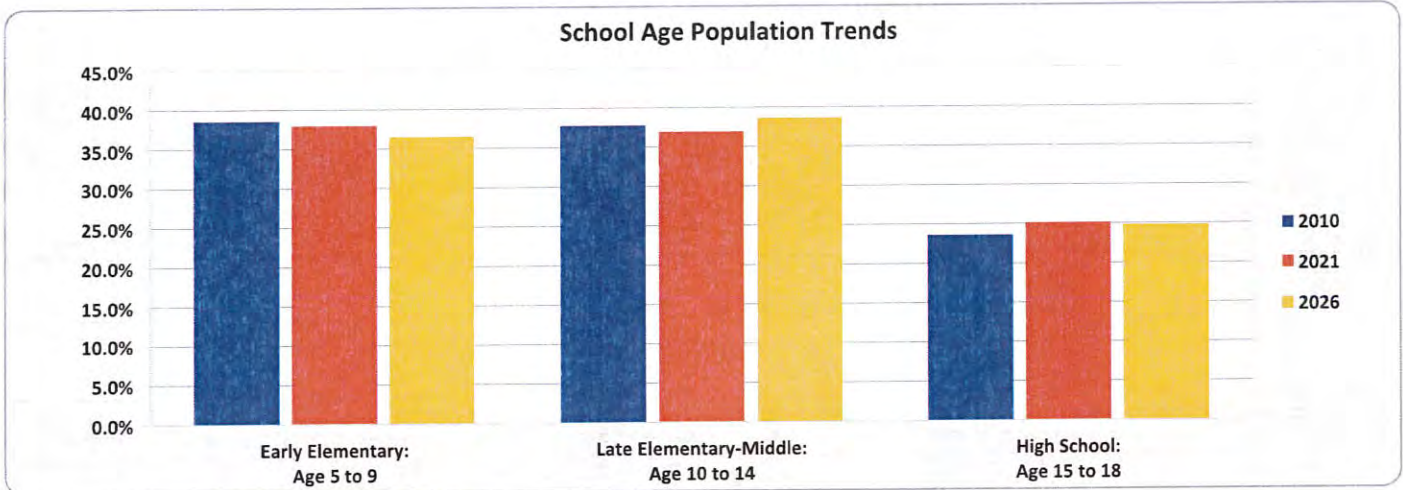


	2010		2021		2026		2031		10 Yr Change
Phase of life Forecast									
Before Formal Schooling: Ages 0 to 4	3,146	7.28%	1,261	3.03%	1,252	2.97%	2,557	5.75%	2.72%
Required Formal Schooling: Ages 5 to 17	7,563	17.50%	7,135	17.16%	6,691	15.87%	6,705	15.07%	-2.08%
College/Career Starts: Ages 18 to 24	3,801	8.80%	3,893	9.36%	4,103	9.73%	4,062	9.13%	-0.23%
Singles and Young Families: Ages 25 to 34	6,078	14.07%	5,363	12.90%	5,555	13.17%	5,668	12.74%	-0.15%
Families/Empty Nesters: Ages 35 to 54	11,762	27.22%	10,898	26.20%	10,682	25.33%	10,976	24.67%	-1.53%
Enrich Years Singles/Couples: Ages 55 to 64	4,738	10.97%	5,732	13.78%	5,471	12.97%	5,011	11.26%	-2.52%
Retirement Opportunities: Age 65 and over	6,122	14.17%	7,306	17.57%	8,417	19.96%	9,504	21.37%	3.80%
Totals:	43,210	100.00%	41,588	100.00%	42,171	100.00%	44,483	100.00%	

Phase of Life presents how a community changes and people age through their various life phases.

People by Age

School Age Population Trends



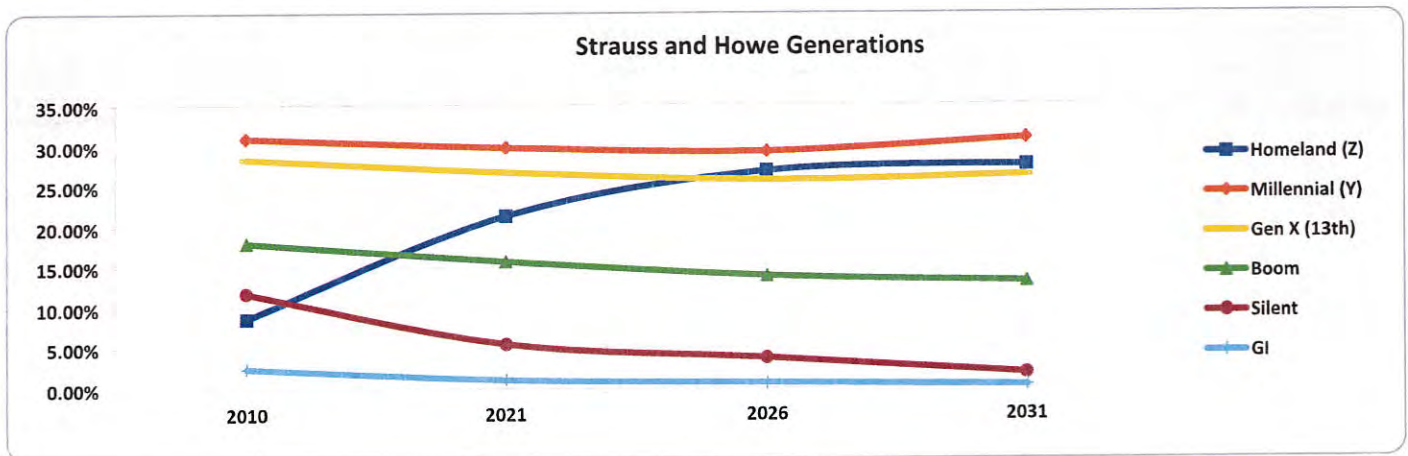
Study Area	2010			2021			2026			5 Yr Chg	WI			Comp Index CY
	2010	2021	2026	2010	2021	2026	2010	2021	2026					
School Age Population Trends														
Early Elem: 5 to 9	2,918	38.58%	2,707	37.94%	2,443	36.51%	-1.43%	37.57%	37.35%	38.00%	102			
Late Elem-Mid: 10 to 14	2,858	37.79%	2,634	36.92%	2,585	38.63%	1.72%	38.32%	37.98%	38.08%	97			
High School: 15 to 17	1,787	23.63%	1,794	25.14%	1,663	24.85%	-0.29%	24.11%	24.67%	23.92%	102			
Totals:	7,563	100.00%	7,135	100.00%	6,691	100.00%		100.00%	100.00%	100.00%				

Age by Generations

Generations	S & H Type	Initial Birth Yr	Final Birth Yr	2010		2021		2026		2031	
Homeland (Z)	Artist	2005	2025	3,728	8.63%	9,149	21.32%	11,669	26.84%	11,404	27.54%
Millennial (Y)	Hero	1982	2004	13,350	30.90%	12,759	29.74%	12,698	29.21%	12,777	30.86%
Gen X (13th)	Nomad	1961	1981	12,246	28.34%	11,463	26.72%	11,182	25.72%	10,891	26.30%
Boom	Prophet	1946	1960	7,767	17.97%	6,731	15.69%	6,026	13.86%	5,443	13.14%
Silent	Artist	1925	1945	5,063	11.72%	2,344	5.46%	1,618	3.72%	752	1.82%
GI	Hero	1901	1924	1,058	2.45%	459	1.07%	284	0.65%	143	0.35%
Totals:				43,212	100.00%	42,905	100.00%	43,477	100.00%	41,411	100.00%

For more information on Generational types, [click here](#)

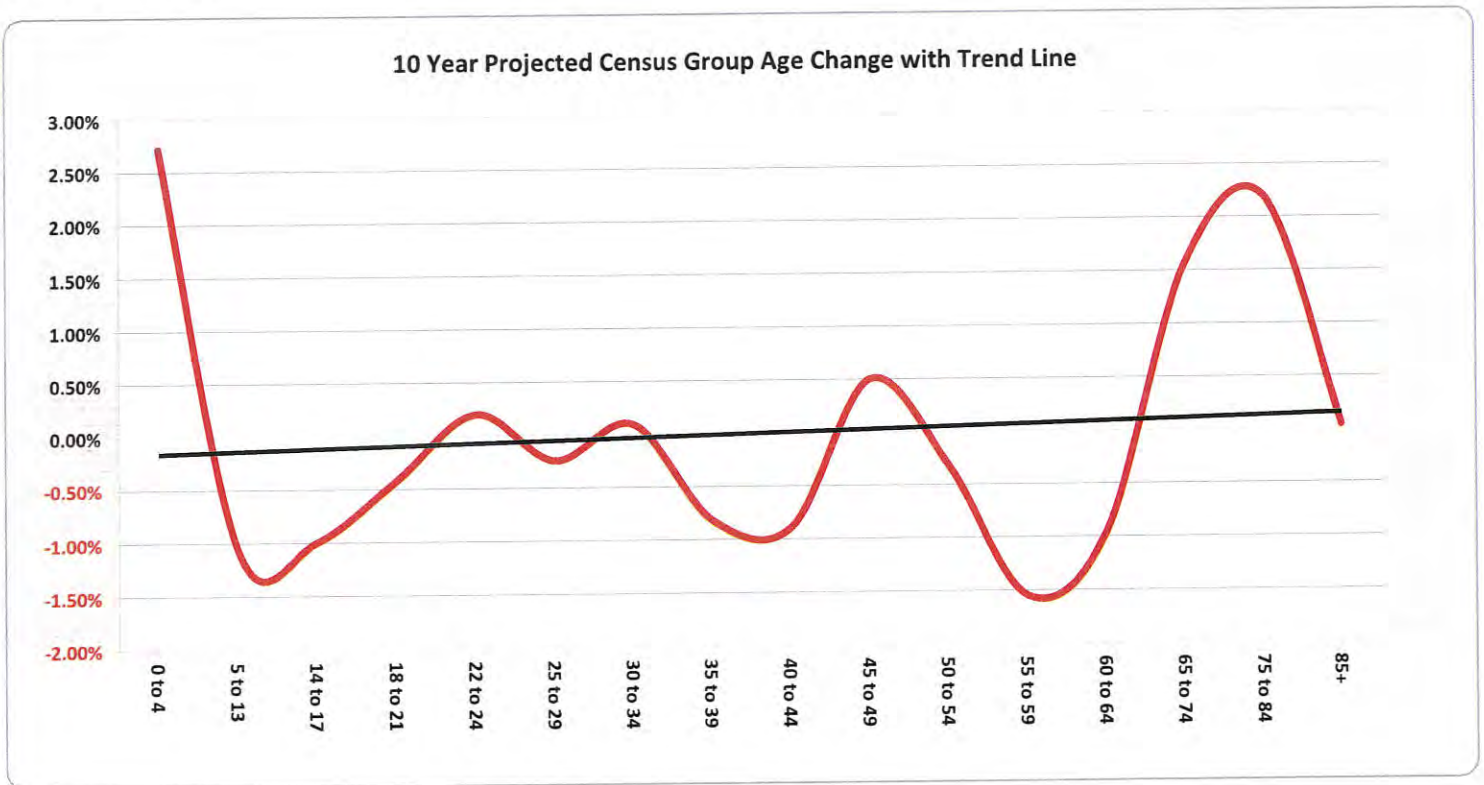
Generations as Percentage of the Population Trends



People by Age

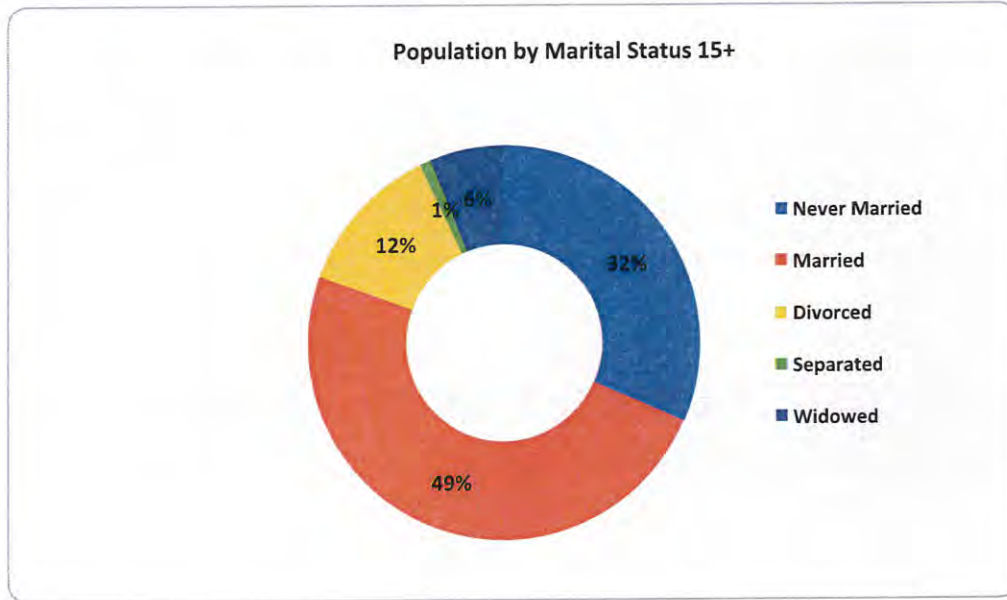
	2010		2021		2026		2031		10 Yr Change
Population by Age Forecast									
0 to 4	3,146	7.28%	1,261	3.03%	1,252	2.97%	2,557	5.75%	2.72%
5 to 13	5,197	12.03%	4,765	11.46%	4,487	10.64%	4,616	10.38%	-1.08%
14 to 17	2,366	5.48%	2,369	5.70%	2,204	5.23%	2,089	4.70%	-1.00%
18 to 21	2,081	4.82%	2,229	5.36%	2,420	5.74%	2,194	4.93%	-0.43%
22 to 24	1,720	3.98%	1,664	4.00%	1,683	3.99%	1,868	4.20%	0.20%
25 to 29	3,208	7.42%	2,789	6.71%	2,783	6.60%	2,874	6.46%	-0.25%
30 to 34	2,871	6.64%	2,574	6.19%	2,772	6.57%	2,794	6.28%	0.09%
35 to 39	2,632	6.09%	2,938	7.06%	2,545	6.03%	2,779	6.25%	-0.82%
40 to 44	2,881	6.67%	2,763	6.64%	2,915	6.91%	2,558	5.75%	-0.89%
45 to 49	3,220	7.45%	2,523	6.07%	2,734	6.48%	2,922	6.57%	0.50%
50 to 54	3,030	7.01%	2,674	6.43%	2,488	5.90%	2,716	6.11%	-0.32%
55 to 59	2,607	6.03%	2,946	7.08%	2,621	6.22%	2,461	5.53%	-1.55%
60 to 64	2,130	4.93%	2,785	6.70%	2,850	6.76%	2,550	5.73%	-0.96%
65 to 74	2,828	6.54%	4,286	10.31%	4,894	11.61%	5,274	11.86%	1.55%
75 to 84	2,193	5.08%	2,167	5.21%	2,702	6.41%	3,298	7.41%	2.20%
85+	1,100	2.55%	853	2.05%	821	1.95%	931	2.09%	0.04%
Totals:	43,210	100.00%	41,586	100.00%	42,171	100.00%	44,481	100.00%	

Age Category Changes



People by Household Type and Marital Status

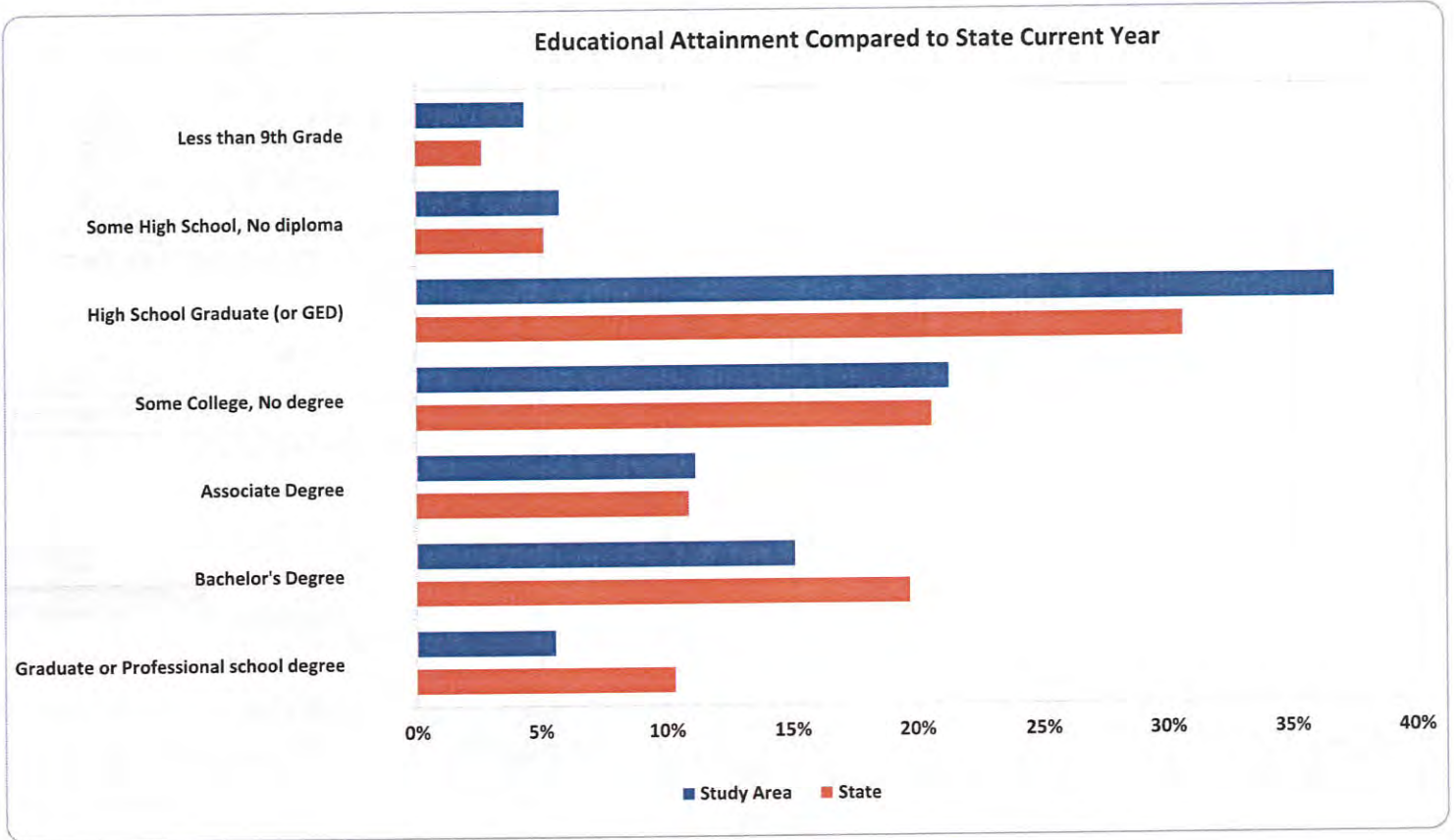
Population by Household Type



	Study Area							State of WI		Comp Index CY
	2010		2021		2026		5 Yr Chg	2021		
Population by Household Type Trends										
Population in Family Households	33,933	78.53%	33,769	78.71%	34,228	78.72%	0.01%	4,692,529	79.29%	99
Population in Non-Family Households	8,381	19.40%	8,263	19.26%	8,370	19.25%	-0.01%	1,073,394	18.14%	106
Population in Group Quarters	896	2.07%	871	2.03%	880	2.02%	-0.01%	152,544	2.58%	79
Totals:	43,210	100.00%	42,903	100.00%	43,478	100.00%		5,918,467	100.00%	
Population by Marital Status 15+										
Never Married	9,900	28.39%	11,031	31.53%	11,417	31.81%	0.28%	1,547,425	31.46%	100
Married	18,561	53.23%	17,142	49.00%	17,364	48.38%	-0.62%	2,520,749	51.25%	96
Divorced	3,383	9.70%	4,339	12.40%	4,627	12.89%	0.49%	523,839	10.65%	116
Separated	531	1.52%	323	0.92%	327	0.91%	-0.01%	50,350	1.02%	90
Widowed	2,492	7.15%	2,150	6.15%	2,155	6.00%	-0.14%	276,158	5.61%	109
Totals:	34,867	100.00%	34,985	100.00%	35,890	100.00%		4,918,521	100.00%	
Population by Marital Status Single Female 15+										
Divorced	1,809	23.11%	2,434	27.71%				284,462	23.33%	119
Never Married	4,145	52.96%	4,617	52.56%				718,761	58.95%	89
Widowed	1,873	23.93%	1,733	19.73%				215,986	17.72%	111
Totals:	7,827	100.00%	8,784	100.00%				1,219,209	100.00%	
Population by Marital Status Single Male 15+										
Divorced	1,574	19.80%	1,905	21.81%				239,377	21.22%	103
Never Married	5,755	72.41%	6,414	73.42%				828,664	73.45%	100
Widowed	619	7.79%	417	4.77%				60,172	5.33%	89
Totals:	7,948	100.00%	8,736	100.00%				1,128,213	100.00%	
Population by Group Quarters										
Institutionalized	713	79.58%	714	81.04%				73,745	49.91%	162
Non-institutionalized: College	0	0.00%	0	0.00%				56,735	38.40%	0
Non-institutionalized: Military	0	0.00%	0	0.00%				133	0.09%	0
Non-institutionalized: Other	183	20.42%	167	18.96%				17,145	11.60%	163
Totals:	896	100.00%	881	100.00%				147,758	100.00%	

People by Education and School Enrollment

Population by Educational Attainment: 25+

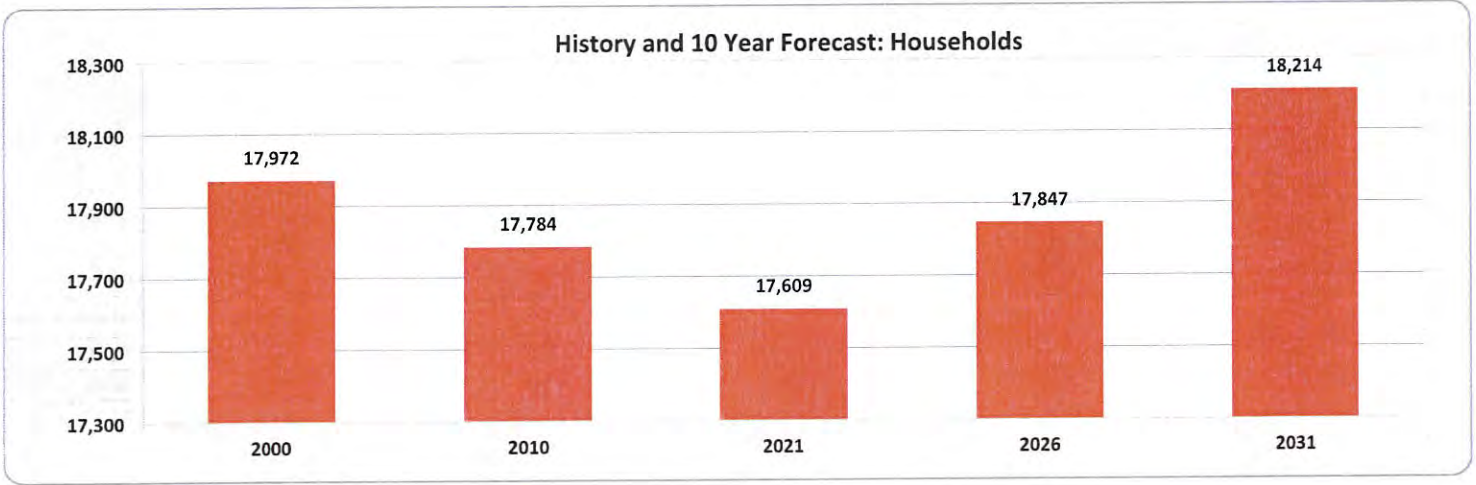


	Study Area							WI 2021	Comp Index CY
	2010		2021		2026		5 Yr Chg		
Population by Educational Attainment: 25+									
Less than 9th grade	1,682	5.86%	1,275	4.35%	1,336	4.44%	0.08%	2.67%	163
Some High School, No diploma	2,113	7.36%	1,691	5.77%	1,742	5.78%	0.01%	5.15%	112
High School Graduate (or GED)	11,385	39.67%	10,767	36.75%	10,914	36.23%	-0.52%	30.64%	120
Some College, No degree	6,164	21.48%	6,242	21.31%	6,339	21.04%	-0.26%	20.61%	103
Associate Degree	2,099	7.31%	3,266	11.15%	3,522	11.69%	0.54%	10.89%	102
Bachelor's Degree	3,709	12.92%	4,427	15.11%	4,559	15.13%	0.02%	19.71%	77
Graduate or Professional School	1,549	5.40%	1,630	5.56%	1,712	5.68%	0.12%	10.34%	54
Totals:	28,701	100.00%	29,298	100.00%	30,124	100.00%		100.00%	
Population: Currently Enrolled in Education									
High School			2,166	26.16%					
Kindergarten/Elementary School			5,537	66.86%					
Nursery School/Preschool			578	6.98%					
Totals:			8,281	100.00%					

Households and Change

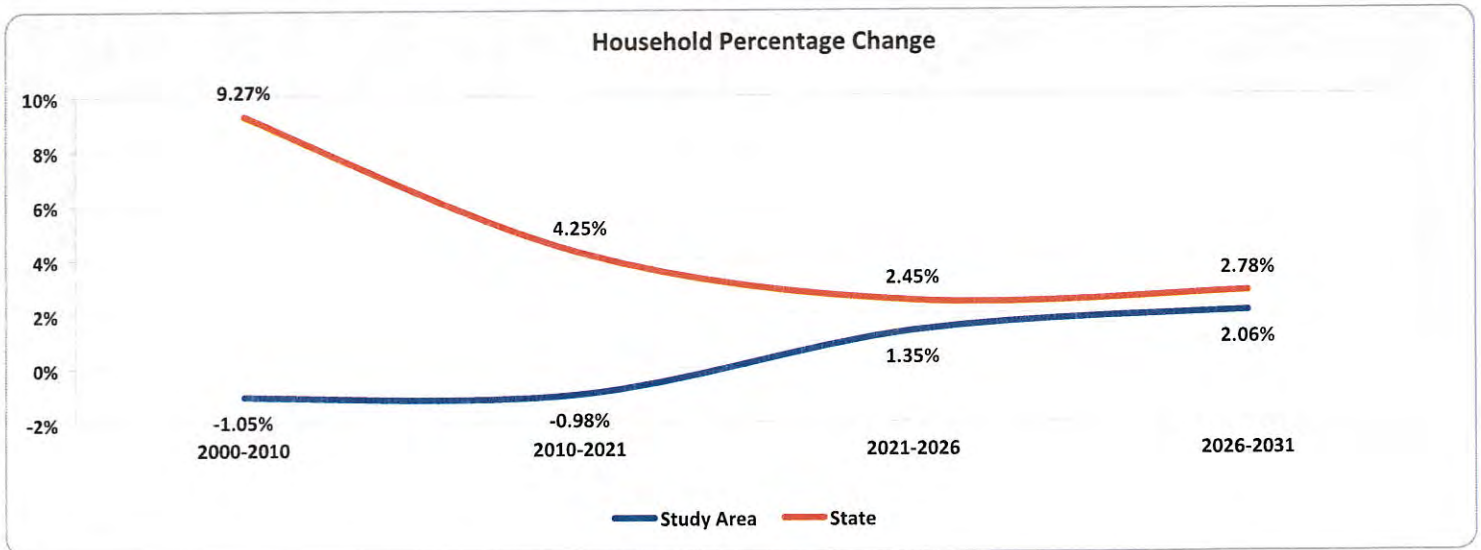
A household is defined as all people who occupy a housing unit. It includes two sub-categories: family households and non-family households. Group quarters are not included in this report.

Household History with 5 and 10 Year Projected Change



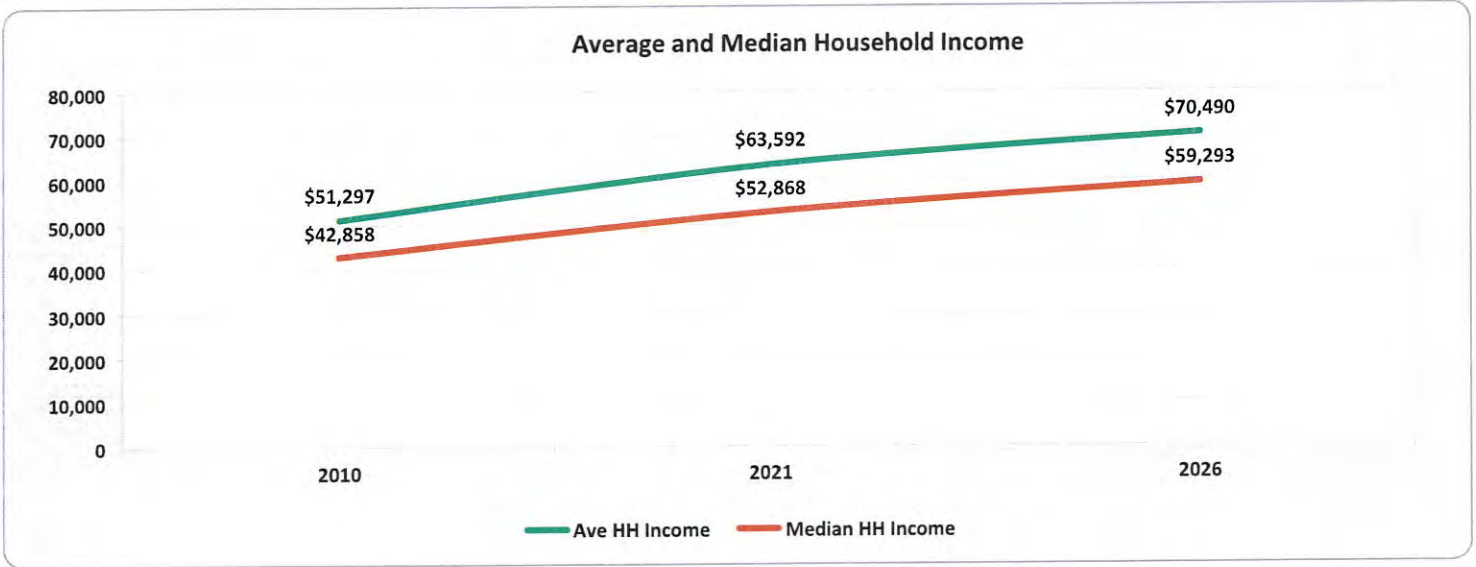
Household Trends	2000	2010	2021	2026	2031
Study Area Households	17,972	17,784	17,609	17,847	18,214
Households Change		-188	-175	238	367
Percent Change		-1.05%	-0.98%	1.35%	2.06%
State Households	2,086,308	2,279,768	2,376,728	2,434,951	2,502,604
Households Change		193,460	96,960	58,223	67,653
Percent Change		9.27%	4.25%	2.45%	2.78%
Population / Households	2.48	2.43	2.44	2.44	2.43
Population / Households Change		-0.05	0.01	0.00	0.00
Percent Change		-2.08%	0.27%	-0.01%	-0.07%

Projected Percentage Household Change: Comparison of Study Area to State



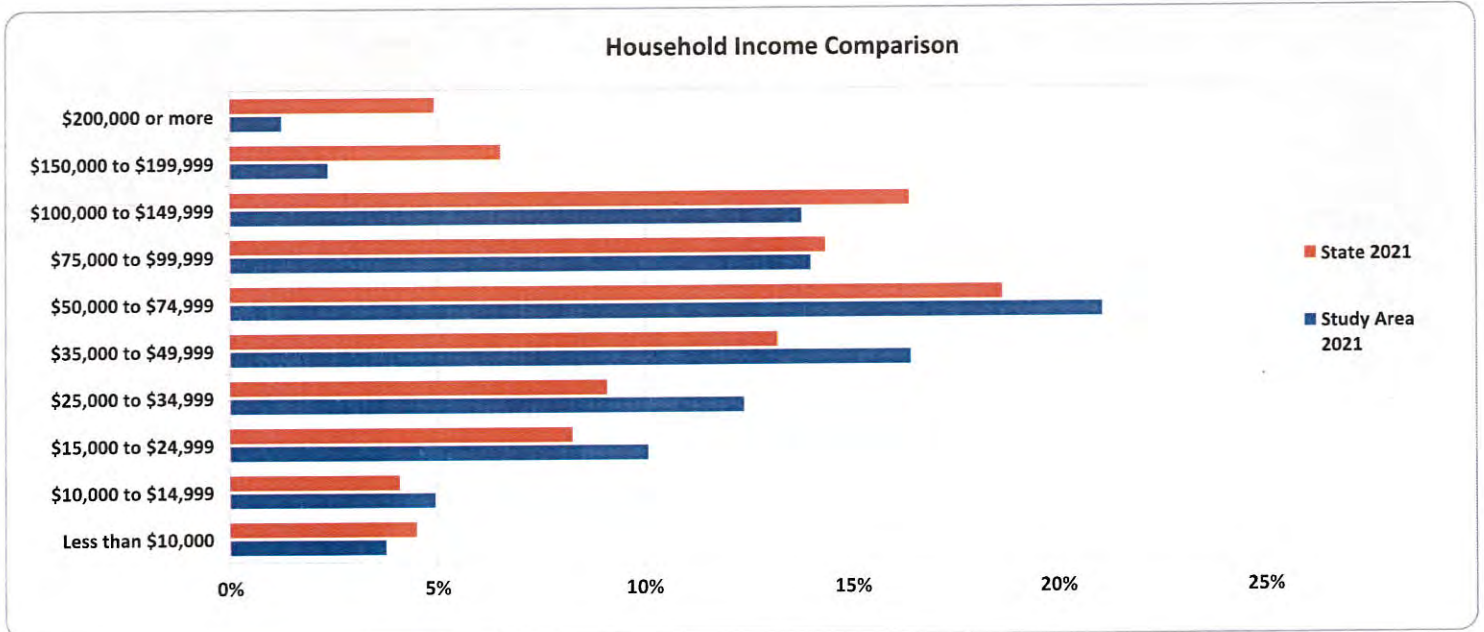
Households by Income

Average and Median Household Income Trends



Household Income Trends	2010	2021	2026
Study Area: Average HH Income	51,297	63,592	70,490
Households Change		12,295	6,898
Percent Change		23.97%	10.85%
Study Area: Median HH Income	42,858	52,868	59,293
Per Capita Income	21,112	26,101	28,936
Per Capita Income Change		4,989	2,835
Percent Change		23.63%	10.86%
State Average HH Income	65,568	83,337	93,705
Households Change		17,769	10,368
Percent Change		27.10%	12.44%
Average HH Income Comparative Index	78	76	75

Current Year Estimated Household Income Comparison to State



Households by Income

	Study Area							WI 2021	Comp Index CY
	2010		2021		2026		5 Yr Chg		
Household Income Forecast by Category									
Less than \$10,000	920	5.17%	661	3.75%	602	3.37%	-0.38%	4.50%	83
\$10,000 to \$14,999	1,367	7.69%	871	4.95%	523	2.93%	-2.02%	4.09%	121
\$15,000 to \$24,999	2,470	13.89%	1,776	10.09%	1,827	10.24%	0.15%	8.26%	122
\$25,000 to \$34,999	2,349	13.21%	2,182	12.39%	1,734	9.72%	-2.68%	9.09%	136
\$35,000 to \$49,999	3,410	19.17%	2,890	16.41%	2,890	16.19%	-0.22%	13.20%	124
\$50,000 to \$74,999	3,526	19.83%	3,704	21.03%	3,626	20.32%	-0.72%	18.65%	113
\$75,000 to \$99,999	1,953	10.98%	2,465	14.00%	2,720	15.24%	1.24%	14.36%	97
\$100,000 to \$149,999	1,391	7.82%	2,427	13.78%	2,711	15.19%	1.41%	16.40%	84
\$150,000 to \$199,999	274	1.54%	415	2.36%	863	4.84%	2.48%	6.53%	36
\$200,000 or more	125	0.70%	219	1.24%	352	1.97%	0.73%	4.93%	25
Totals:	17,785	100.00%	17,610	100.00%	17,848	100.00%		100.00%	

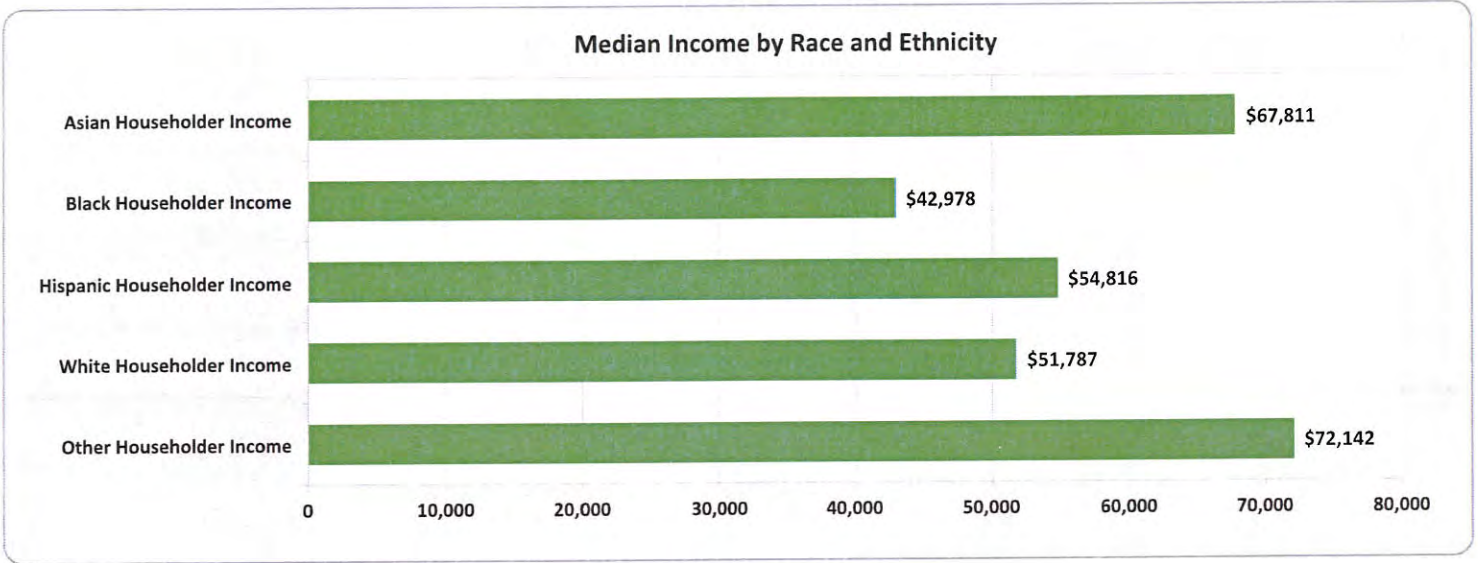
Family Income Forecast by Category									
Less than \$10,000			247	2.36%	246	2.31%	-0.0004402	2.70%	88
\$10,000 to \$14,999			262	2.50%	261	2.46%	-0.05%	2.10%	119
\$15,000 to \$24,999			426	4.07%	424	3.99%	-0.08%	4.88%	83
\$25,000 to \$34,999			895	8.55%	979	9.21%	0.66%	6.75%	127
\$35,000 to \$49,999			1,645	15.71%	1,655	15.57%	-0.14%	11.33%	139
\$50,000 to \$74,999			2,461	23.50%	2,487	23.40%	-0.10%	18.84%	125
\$75,000 to \$99,999			1,964	18.75%	1,981	18.64%	-0.12%	16.83%	111
\$100,000 to \$149,999			2,022	19.31%	2,046	19.25%	-0.06%	21.05%	92
\$150,000 to \$199,999			368	3.51%	368	3.46%	-0.05%	8.83%	40
\$200,000 or more			183	1.75%	182	1.71%	-0.04%	6.69%	26
Totals:			10,473	100.00%	10,629	100.00%		100.00%	

Non-family Income Forecast by Category									
Less than \$10,000			312	4.37%	285	3.95%	-0.42%	5.46%	80
\$10,000 to \$14,999			412	5.77%	235	3.26%	-2.52%	4.95%	117
\$15,000 to \$24,999			836	11.72%	833	11.54%	-0.17%	9.49%	123
\$25,000 to \$34,999			864	12.11%	660	9.14%	-2.96%	7.87%	154
\$35,000 to \$49,999			1,172	16.42%	1,250	17.32%	0.89%	14.07%	117
\$50,000 to \$74,999			1,472	20.63%	1,440	19.95%	-0.68%	18.95%	109
\$75,000 to \$99,999			924	12.95%	1,053	14.59%	1.64%	14.08%	92
\$100,000 to \$149,999			906	12.70%	982	13.60%	0.91%	15.11%	84
\$150,000 to \$199,999			149	2.09%	319	4.42%	2.33%	5.72%	36
\$200,000 or more			89	1.25%	161	2.23%	0.98%	4.29%	29
Totals:			7,136	100.00%	7,218	100.00%		100.00%	

	Study Area			5 Yr Chg	WI 2021	Comp Index CY
	2021		2026			
Household Income						
Median		52,868		59,293	6425	82
Family Median		67,893		67,585	-308	85

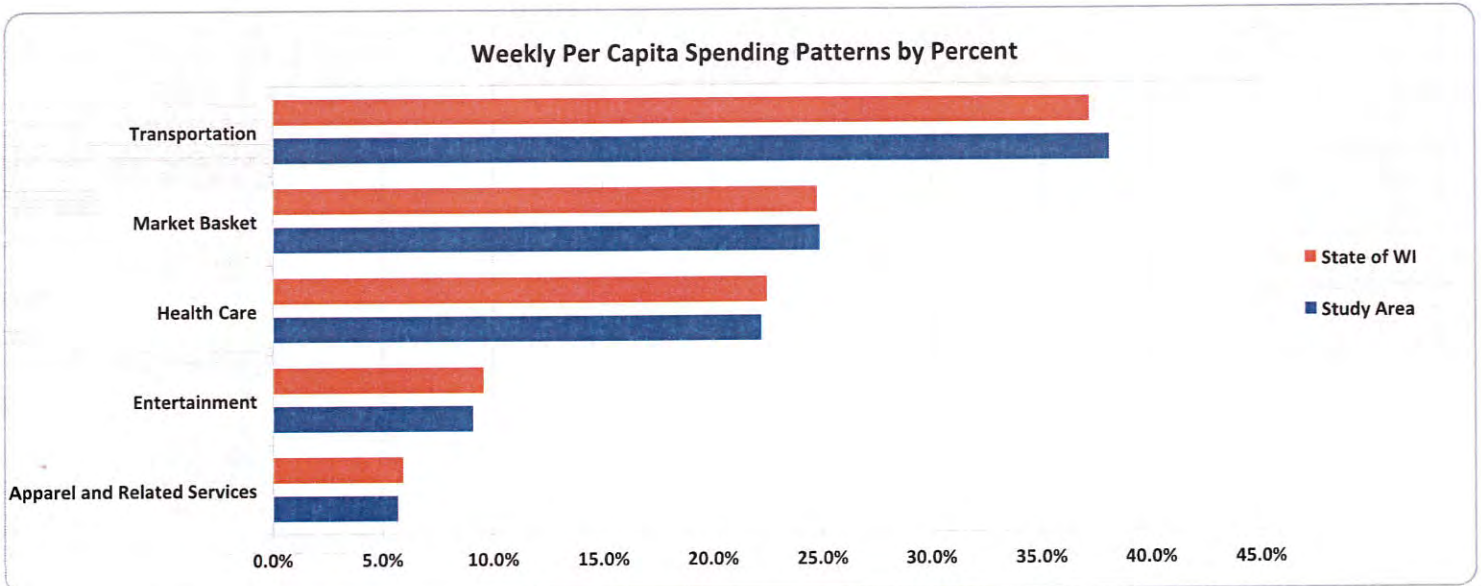
Households by Income

Median Income by Race and Ethnicity: 2021



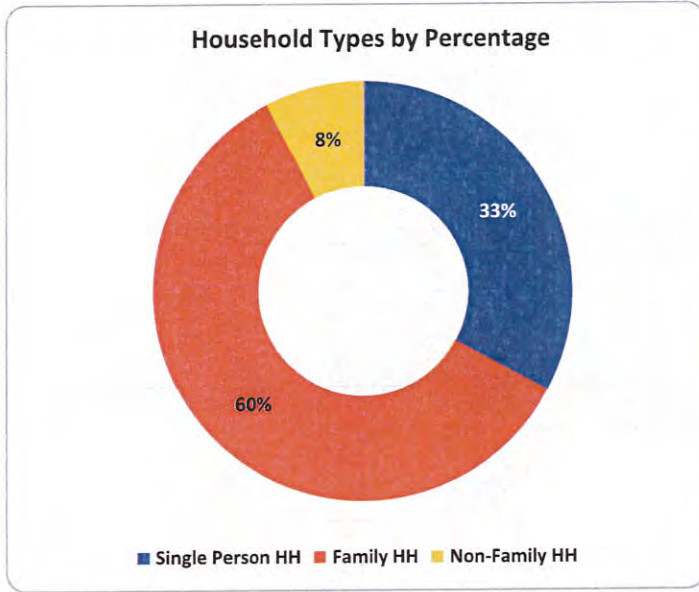
	Study Area	State of WI	Comp Index CY
2021 Median Income by Race and Ethnicity: Compared to State			
Asian Householder Income	67,811	72,313	94
Black Householder Income	42,978	31,752	135
Hispanic Householder Income	54,816	49,503	111
White Householder Income	51,787	67,677	77
Other Householder Income	72,142	50,517	143

Spending Patterns: Weekly Per Capita Consumer Expenditures

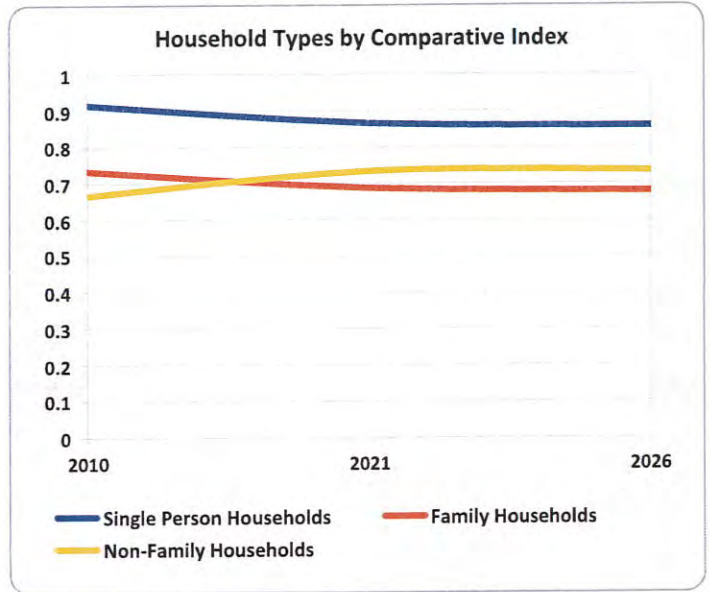


Households by Structure

Single, Family and Non-Family Households: 2021



Household Type Trends Compared to State



Household Type Trends	Study Area			State of WI		
	2010	2021	2026	2010	2021	2026
Single Person Households	5,883	5,783	5,855	642,507	667,991	683,106
Change		-100	72		25,484	15,115
Percent Change		-1.70%	1.25%		3.97%	2.26%
Family Households	10,778	10,474	10,629	1,468,917	1,524,520	1,566,621
Change		-304	155		55,603	42,101
Percent Change		-2.82%	1.48%		3.79%	2.76%
Non-Family Households	1,123	1,352	1,362	168,344	184,217	185,224
Change		229	10		15,873	1,007
Percent Change		20.39%	0.74%		9.43%	0.55%

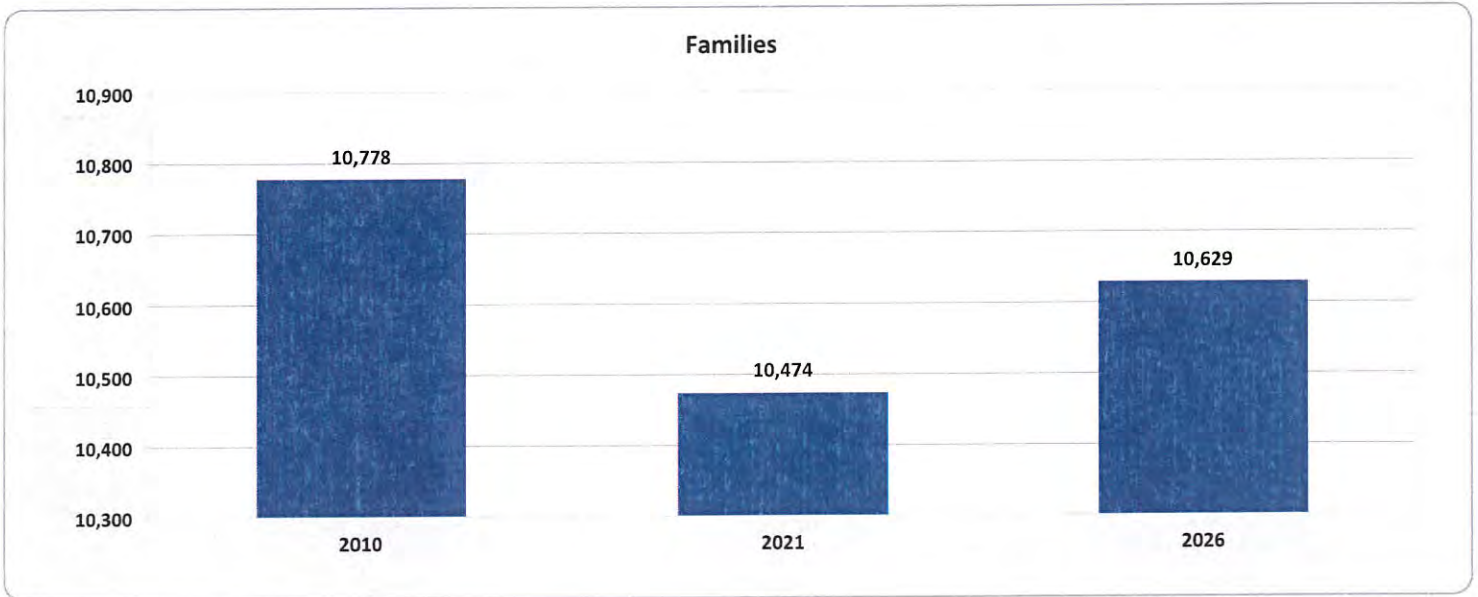
Households by Structure

	Study Area						5 Yr Chg	WI 2021	Comp Index CY
	2010		2021		2026				
Households by Size									
1-person household	5,883	33.08%	5,783	32.84%	5,855	32.81%	-0.03%	28.11%	117
2-person household	5,898	33.17%	5,857	33.26%	5,946	33.32%	0.06%	35.93%	93
3-person household	2,421	13.61%	2,407	13.67%	2,441	13.68%	0.01%	14.90%	92
4-person household	1,972	11.09%	1,963	11.15%	1,991	11.16%	0.01%	12.53%	89
5-person household	871	4.90%	868	4.93%	881	4.94%	0.01%	5.45%	90
6-person household	385	2.16%	381	2.16%	383	2.15%	-0.02%	1.93%	112
7-or-more person household	353	1.99%	350	1.99%	350	1.96%	-0.03%	1.16%	172
Totals:	17,783	100.00%	17,609	99.99%	17,847	100.00%		100.00%	
Non-Family Households by Size									
1-person household	5,883	83.97%	5,783	81.05%				78.38%	103
2-person household	950	13.56%	209	2.93%				4.50%	65
3-person household	117	1.67%	1,039	14.56%				14.74%	99
4-person household	41	0.59%	24	0.34%				0.79%	43
5-person household	11	0.16%	31	0.43%				0.60%	72
6-person household	2	0.03%	24	0.34%				0.49%	68
7-or-more person household	2	0.03%	25	0.35%				0.49%	71
Totals:	7,006	100.00%	7,135	100.00%				100.00%	
Single by Gender or Family Households									
Female Householder	1,961	18.19%	1,593	15.21%				15.25%	100
Male Householder	901	8.36%	974	9.30%				7.11%	131
Married Couple	7,916	73.45%	7,908	75.49%				77.63%	97
Totals:	10,778	100.00%	10,475	100.00%				100.00%	
Non-Family Households by Gender									
Female Not living alone	486	6.94%	77	1.08%				2.82%	38
Male Not living alone	637	9.09%	1,275	17.87%				18.80%	95
Female Living alone	3,115	44.46%	5,758	80.70%				77.84%	104
Male Living alone	2,769	39.52%	25	0.35%				0.54%	65
Totals:	7,007	100.00%	7,135	100.00%				100.00%	
2021: Owner Households by Number of Vehicles									
No vehicle available			321	2.93%				2.36%	124
1 vehicle available			3,377	30.85%				23.83%	129
2 vehicles available			4,833	44.15%				45.96%	96
3 vehicles available			1,794	16.39%				19.41%	84
4 vehicles available			405	3.70%				5.94%	62
5+ vehicles available			216	1.97%				2.49%	79
Totals:			10,946	100.00%				100.00%	
2021: Renter Households by Number of Vehicles									
No vehicle available			1,156	17.35%				15.83%	110
1 vehicle available			3,418	51.30%				48.15%	107
2 vehicles available			1,681	25.23%				28.05%	90
3 vehicles available			346	5.19%				5.36%	97
4 vehicles available			35	0.53%				1.67%	31
5+ vehicles available			27	0.41%				0.94%	43
Totals:			6,663	100.00%				100.00%	

Family Households

Family households with or without children are changing. The traditional married couple structure is evolving into many different family expressions. These data provide an insight into the family structures within the study area and then compares those structures to the state.

Family Trends

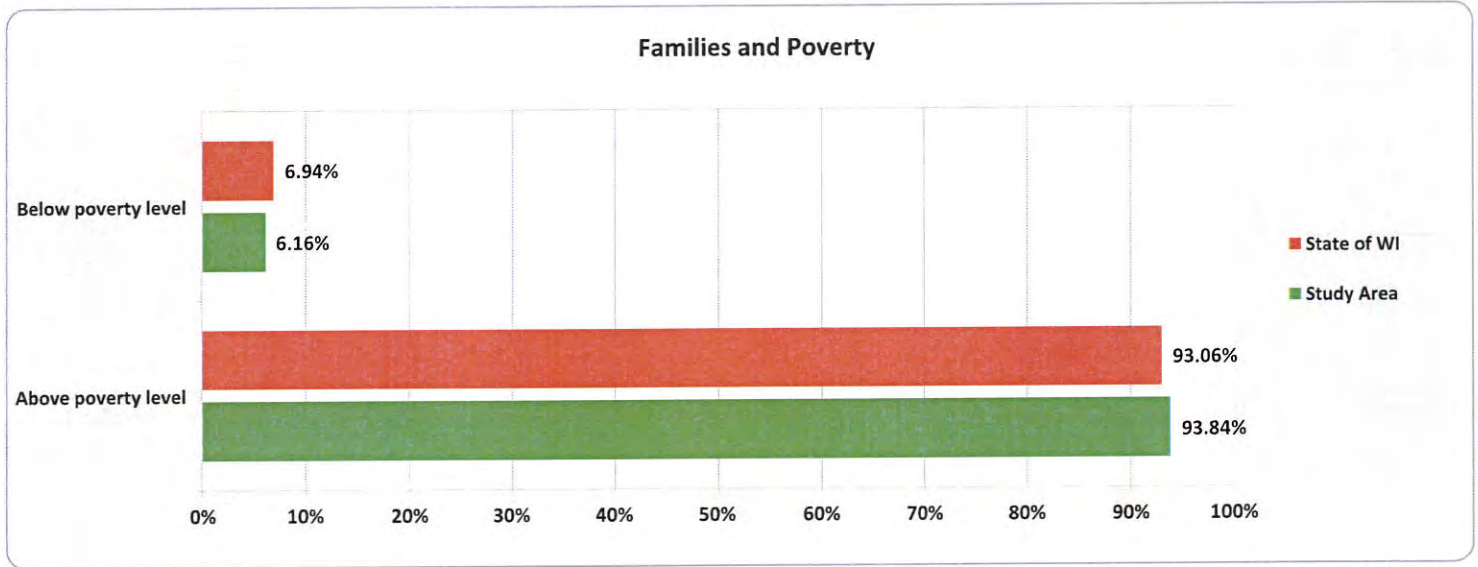


	2010	2021	2026
Study Area Family Households	10,778	10,474	10,629
Family Households Change		-304	155
Percent Change		-2.82%	1.48%
State Family Households	1,468,917	1,524,520	1,566,621
Family Households Change		55,603	42,101
Percent Change		3.79%	2.76%

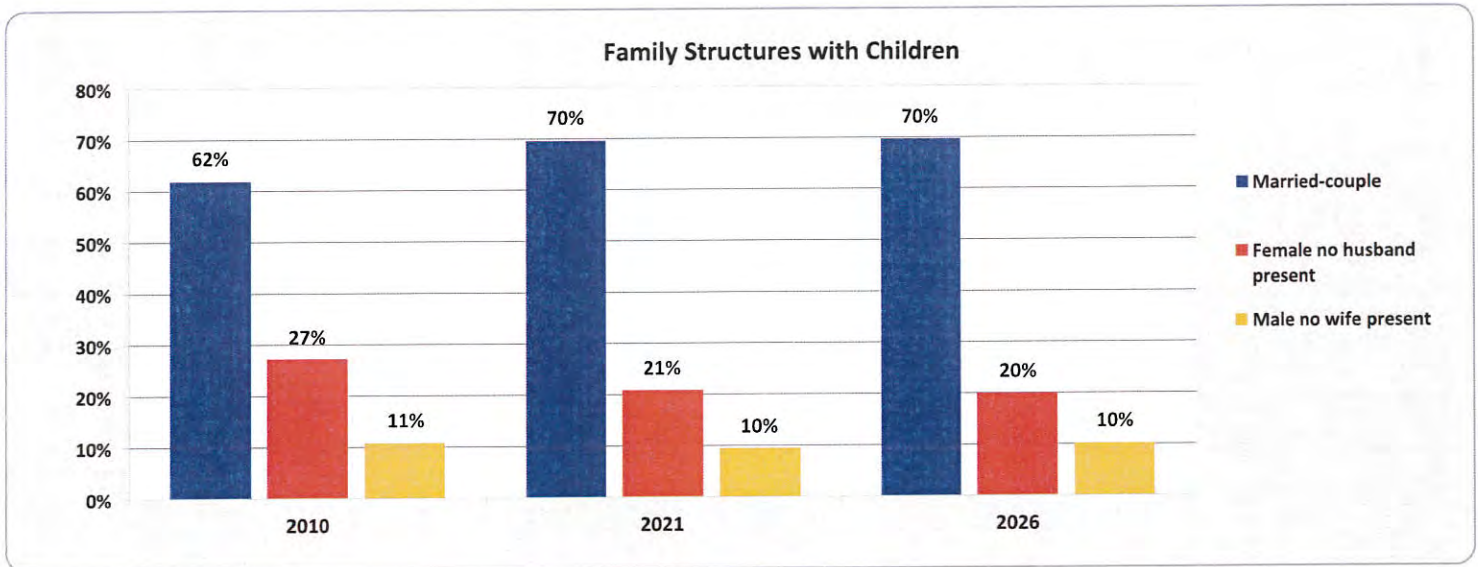
	2010		Study Area		2026		5 Yr Chg	WI 2021	Comp Index CY
	Count	%	2021	%	Count	%			
Family Households by Size									
2-person household	4,948	45.91%	4,853	46.33%	4,851	45.63%	-0.70%	48.58%	95
3-person household	2,305	21.39%	2,287	21.84%	2,356	22.16%	0.33%	20.85%	105
4-person household	1,931	17.92%	1,790	17.09%	1,815	17.07%	-0.02%	18.27%	94
5-person household	860	7.98%	733	7.00%	742	6.98%	-0.02%	8.05%	87
6-person household	383	3.55%	568	5.42%	607	5.71%	0.29%	2.71%	200
7-or-more person household	351	3.26%	243	2.32%	259	2.44%	0.12%	1.53%	152
Totals:	10,778	100.00%	10,474	100.00%	10,630	100.00%		100.00%	

Family Households

Families in Poverty Compared to State



Families with Children by Type

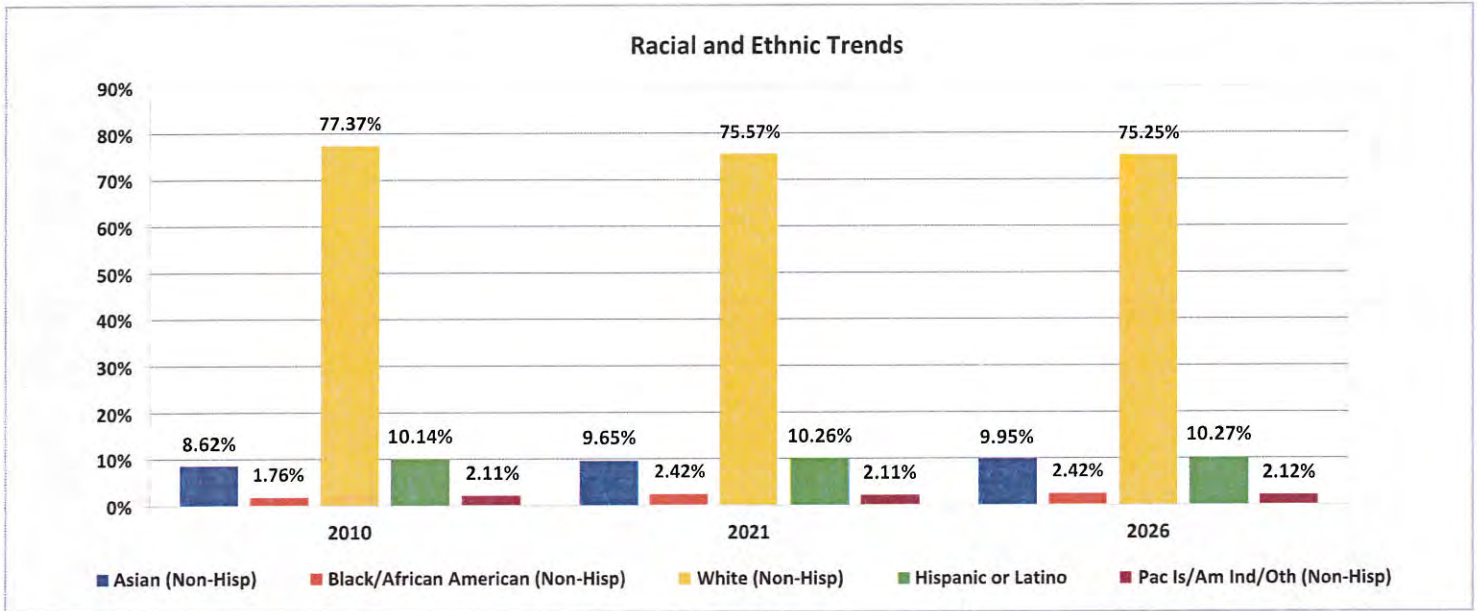


	Study Area							WI 2021	Comp Index CY
	2010		2021		2026		5 Yr Chg		
Families with Children by Type									
Married-couple	3,250	61.89%	3,335	69.62%	3,425	69.71%	0.09%	68.46%	102
Female no husband present	1,432	27.27%	999	20.86%	984	20.03%	-0.83%	21.99%	95
Male no wife present	569	10.84%	456	9.52%	504	10.26%	0.74%	9.54%	100
Totals:	5,251	100.00%	4,790	100.00%	4,913	100.00%		100.00%	
Families with No Children by Type									
Married-couple	4,665	84.42%	4,573	80.44%	4,505	78.81%	-1.63%	84.18%	96
Female no husband present	529	9.57%	594	10.45%	638	11.16%	0.71%	10.44%	100
Male no wife present	332	6.01%	518	9.11%	573	10.02%	0.91%	5.38%	169
Totals:	5,526	100.00%	5,685	100.00%	5,716	100.00%		100.00%	

Diversity: Race and Ethnicity

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, career choices and geographic location.

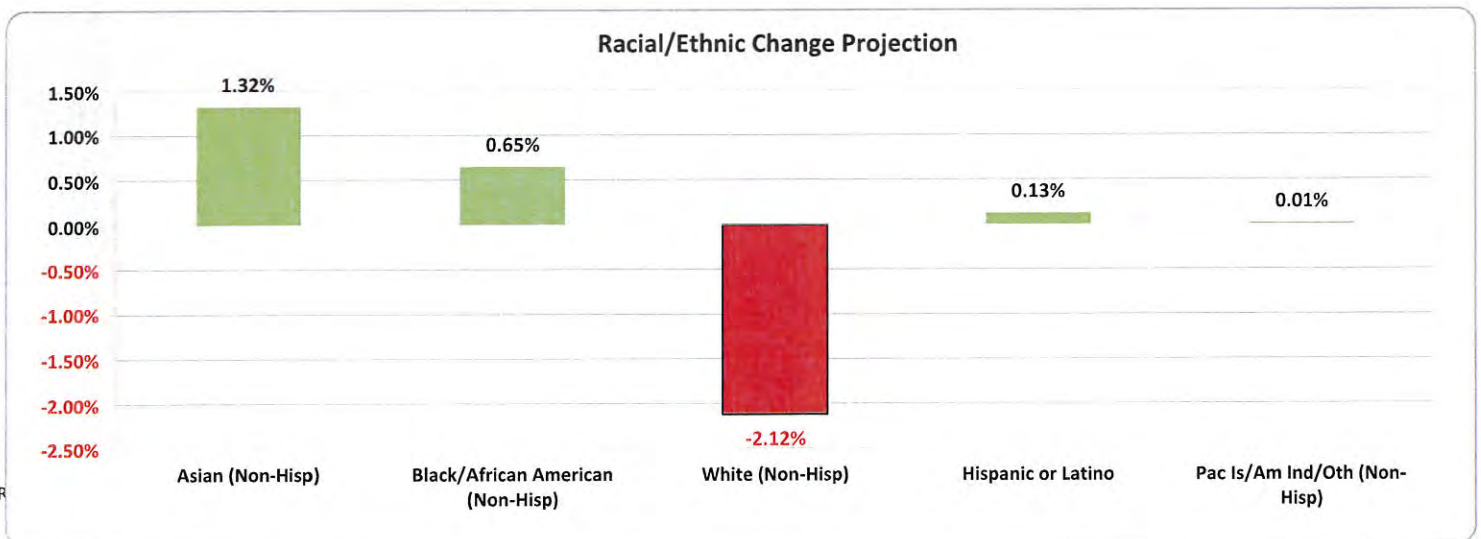
Racial Ethnic Trend Projections



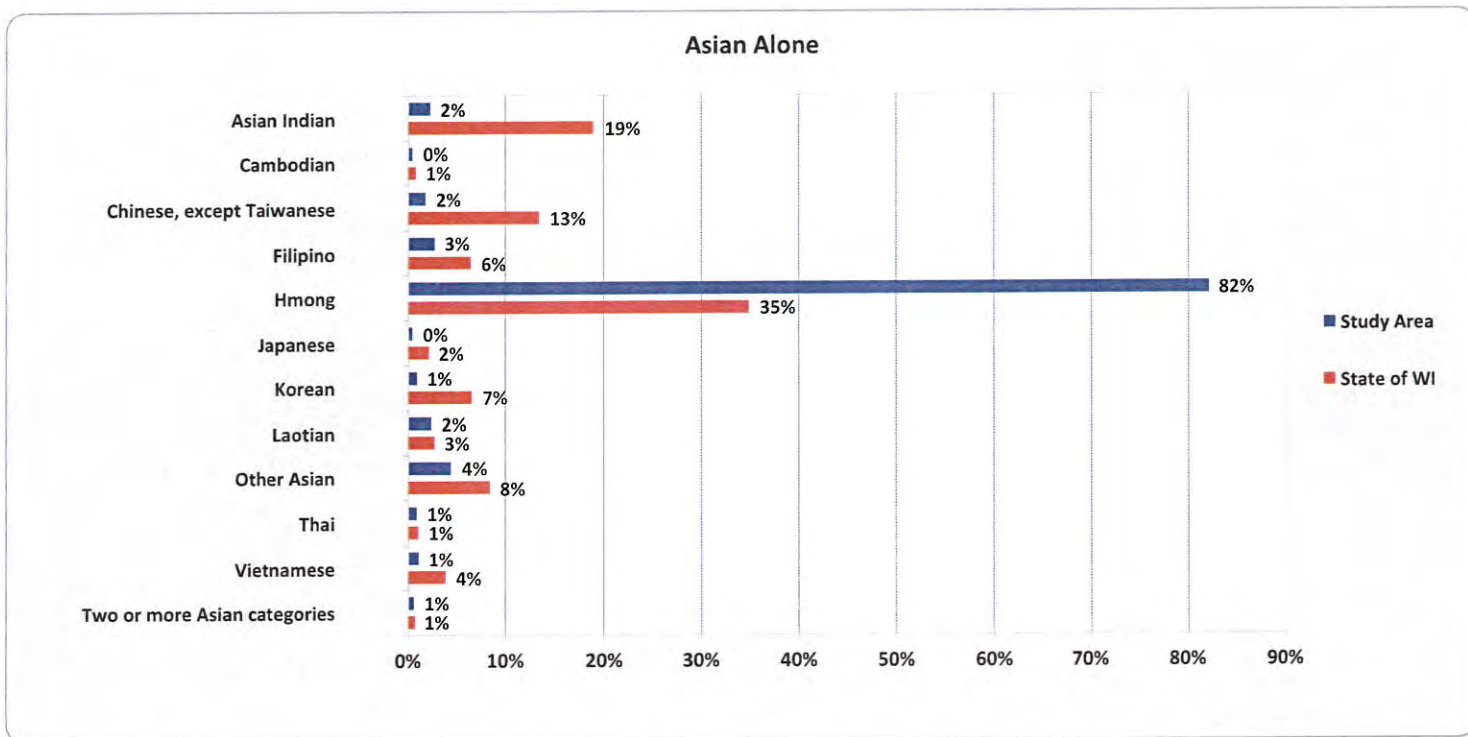
	Study Area					5 Yr Chg	WI 2021	Comp Index CY
	2010	2021	2026	2021	2026			
Racial/Ethnic Trends								
Asian (Non-Hisp)	3,726	4,138	4,324	8.62%	9.65%	9.95%	2.51%	385
Black/African American (Non-Hisp)	761	1,037	1,050	1.76%	2.42%	2.42%	6.05%	40
White (Non-Hisp)	33,431	32,420	32,716	77.37%	75.57%	75.25%	82.66%	91
Hispanic or Latino	4,382	4,402	4,465	10.14%	10.26%	10.27%	6.19%	166
Pac Is/Am Ind/Oth (Non-Hisp)	911	905	922	2.11%	2.11%	2.12%	2.59%	82
Totals:	43,211	42,902	43,477	100.00%	100.00%	100.00%	100.00%	

NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Racial/Ethnic Change Projection from Census 2010 to 2026



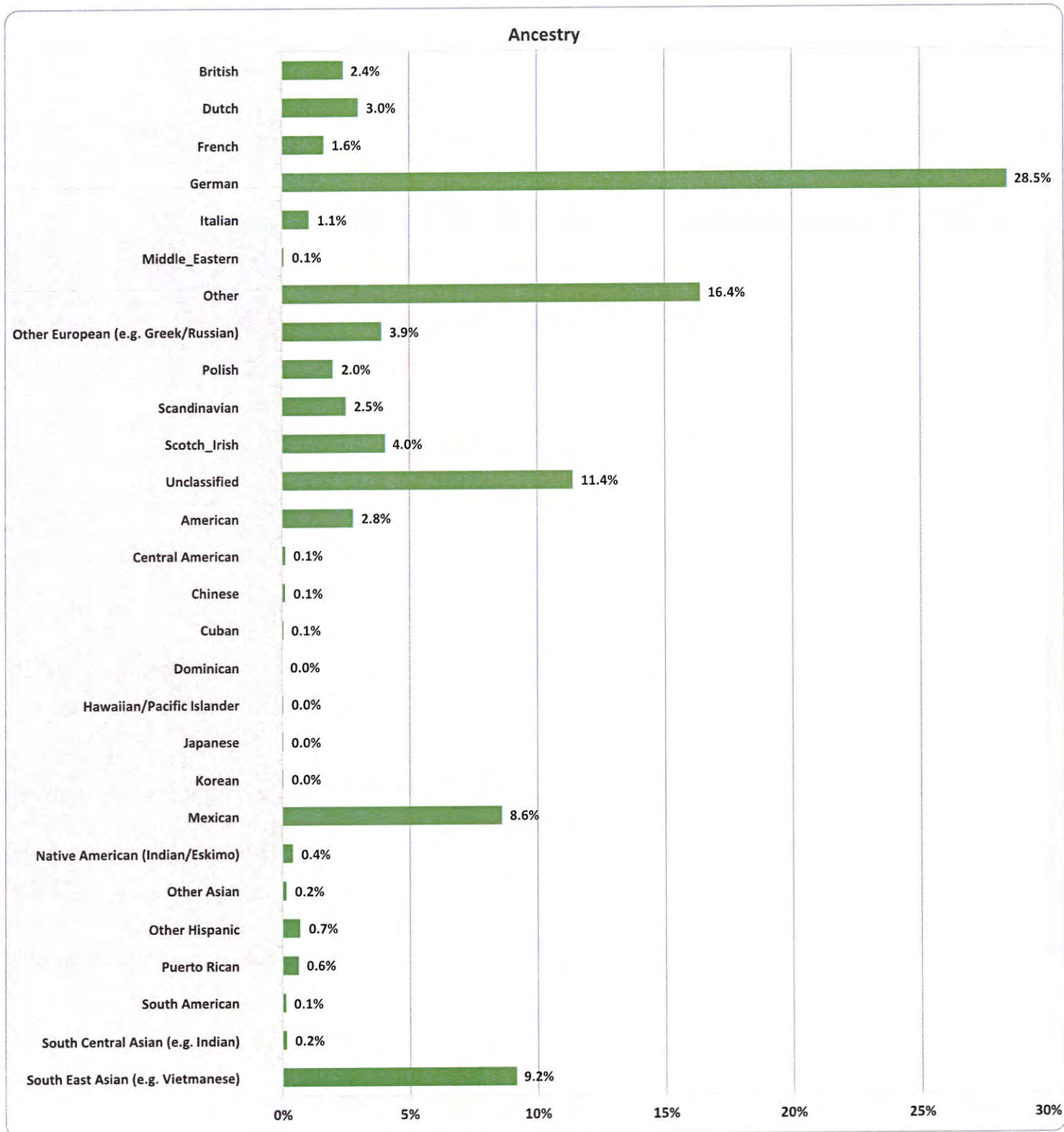
Estimated Current Year Asian Alone Population



Population: Asian Alone	Study Area		State of WI		Comp Index CY
	2021		2021		
Asian Indian	95	2.30%	28,150	18.97%	12
Cambodian	17	0.41%	1,148	0.77%	53
Chinese, except Taiwanese	74	1.79%	19,967	13.46%	13
Filipino	113	2.73%	9,576	6.45%	42
Hmong	3,397	82.13%	51,849	34.94%	235
Japanese	17	0.41%	3,193	2.15%	19
Korean	38	0.92%	9,729	6.56%	14
Laotian	98	2.37%	4,021	2.71%	87
Other Asian	183	4.42%	12,481	8.41%	53
Thai	36	0.87%	1,548	1.04%	83
Vietnamese	44	1.06%	5,740	3.87%	28
Two or more Asian categories	24	0.58%	984	0.66%	88
Totals:	4,136	100.00%	148,386	100.00%	

Population: Hispanic or Latino by Origin	Study Area				State of WI				Comp Index CY
	2010		2021		2010		2021		
Cuban	37	0.84%	35	0.80%	3,696	1.10%	4,166	1.14%	72
Mexican	3,731	85.14%	3,753	85.26%	244,248	72.68%	264,605	72.21%	117
Other Hispanic or Latino	425	9.70%	423	9.61%	41,789	12.44%	47,610	12.99%	77
Puerto Rican	189	4.31%	191	4.34%	46,323	13.78%	50,066	13.66%	31
Totals:	4,382	100.00%	4,402	100.00%	336,056	100.00%	366,447	100.00%	

Population by Ancestry: 2021

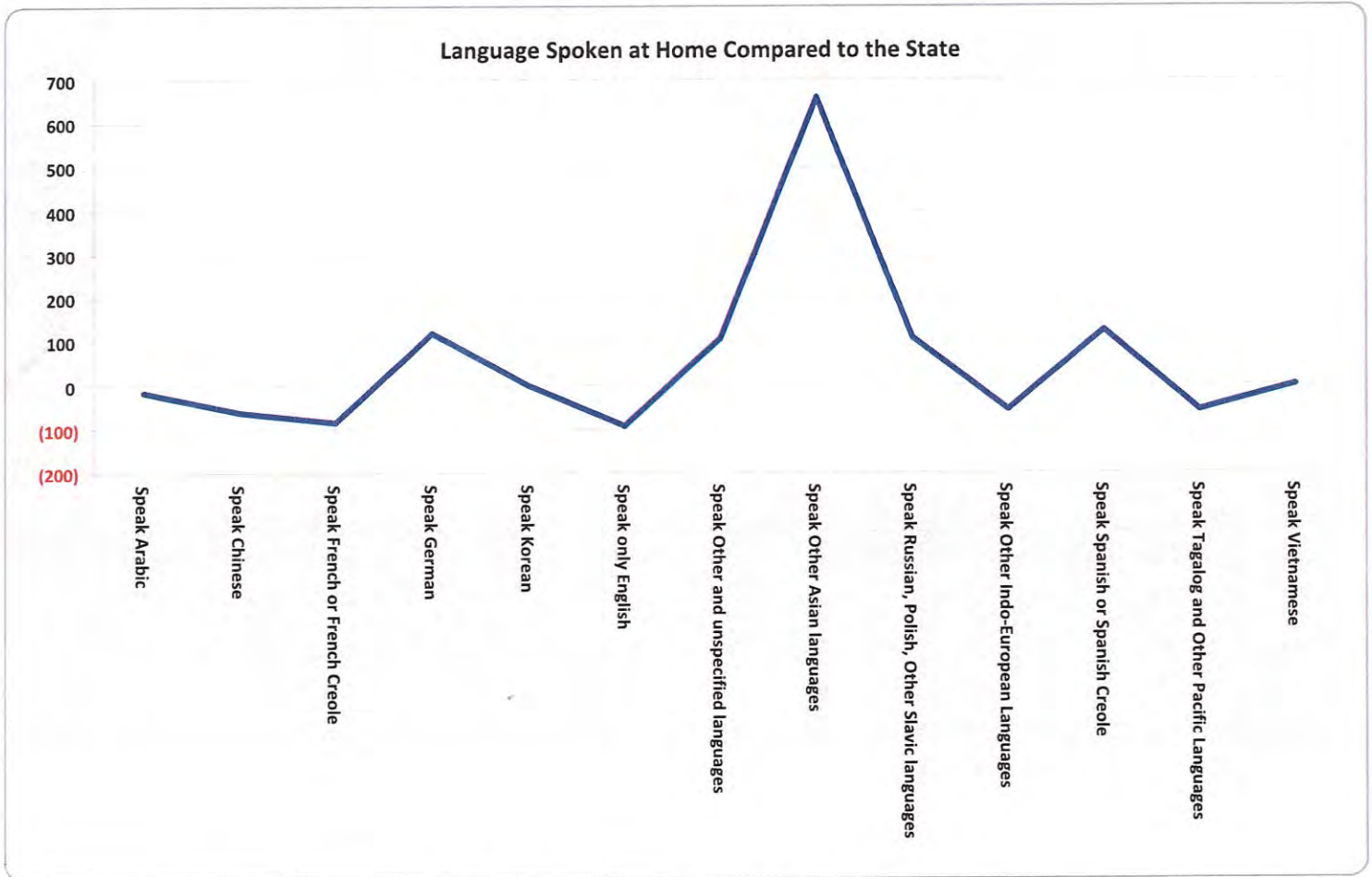


Diversity: Languages

	Study Area		State of WI		Comp Index CY
Population 5+ by Language Spoken at Home (Detail)	2021		2021		
Speak Arabic	10	0.02%	8,627	0.15%	16
Speak Chinese	73	0.18%	16,594	0.30%	61
Speak French or French Creole	60	0.15%	9,926	0.18%	84
Speak German	359	0.89%	41,416	0.74%	120
Speak Korean	0	0.00%	4,317	0.08%	0
Speak only English	33,901	84.07%	5,108,828	91.36%	92
Speak Other and unspecified languages	109	0.27%	14,048	0.25%	108
Speak Other Asian languages	3,167	7.85%	66,539	1.19%	660
Speak Russian, Polish, Other Slavic languages	146	0.36%	18,627	0.33%	109
Speak Other Indo-European Languages	151	0.37%	37,763	0.68%	55
Speak Spanish or Spanish Creole	2,325	5.77%	256,016	4.58%	126
Speak Tagalog and Other Pacific Languages	23	0.06%	5,549	0.10%	57
Speak Vietnamese	0	0.00%	3,923	0.07%	0
Totals:	40,324	100.00%	5,592,173	100.00%	

See Chart Below

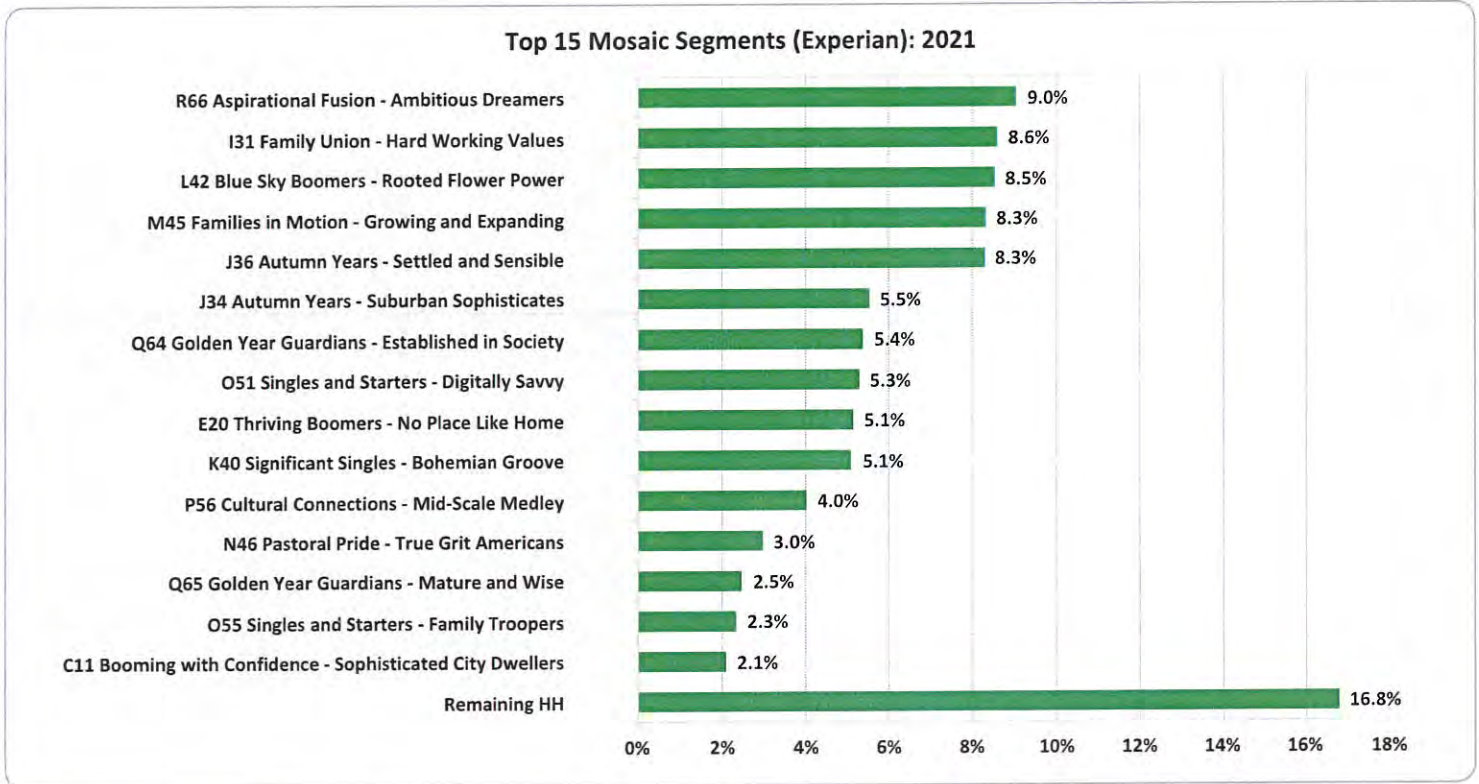
Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of WI



This chart graphically illustrates the comparative index score. Its purpose is to show how languages spoken at home in this study area compare to the state. It will provide an insight into the kind of ethnic diversity within the study area.

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: Top 15 Segments	Study Area		State of WI		Comp Index CY
	2021	2021	2021	2021	
R66 Aspirational Fusion - Ambitious Dreamers	1,593	9.0%	32,477	1.4%	662
I31 Family Union - Hard Working Values	1,515	8.6%	63,261	2.7%	323
L42 Blue Sky Boomers - Rooted Flower Power	1,505	8.5%	82,025	3.5%	248
M45 Families in Motion - Growing and Expanding	1,467	8.3%	36,015	1.5%	550
J36 Autumn Years - Settled and Sensible	1,462	8.3%	49,602	2.1%	398
J34 Autumn Years - Suburban Sophisticates	975	5.5%	125,055	5.3%	105
Q64 Golden Year Guardians - Established in Society	947	5.4%	98,534	4.1%	130
O51 Singles and Starters - Digitally Savvy	932	5.3%	93,603	3.9%	134
E20 Thriving Boomers - No Place Like Home	907	5.1%	106,664	4.5%	115
K40 Significant Singles - Bohemian Groove	897	5.1%	64,953	2.7%	186
P56 Cultural Connections - Mid-Scale Medley	708	4.0%	24,593	1.0%	388
N46 Pastoral Pride - True Grit Americans	525	3.0%	34,848	1.5%	203
Q65 Golden Year Guardians - Mature and Wise	436	2.5%	58,384	2.5%	101
O55 Singles and Starters - Family Troopers	413	2.3%	31,241	1.3%	178
C11 Booming with Confidence - Sophisticated City Dwellers	370	2.1%	109,084	4.6%	46
Remaining HH	2,961	16.8%	1,366,387	57.5%	29
Totals:	17,613	100.00%	2,376,726	100.00%	

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.

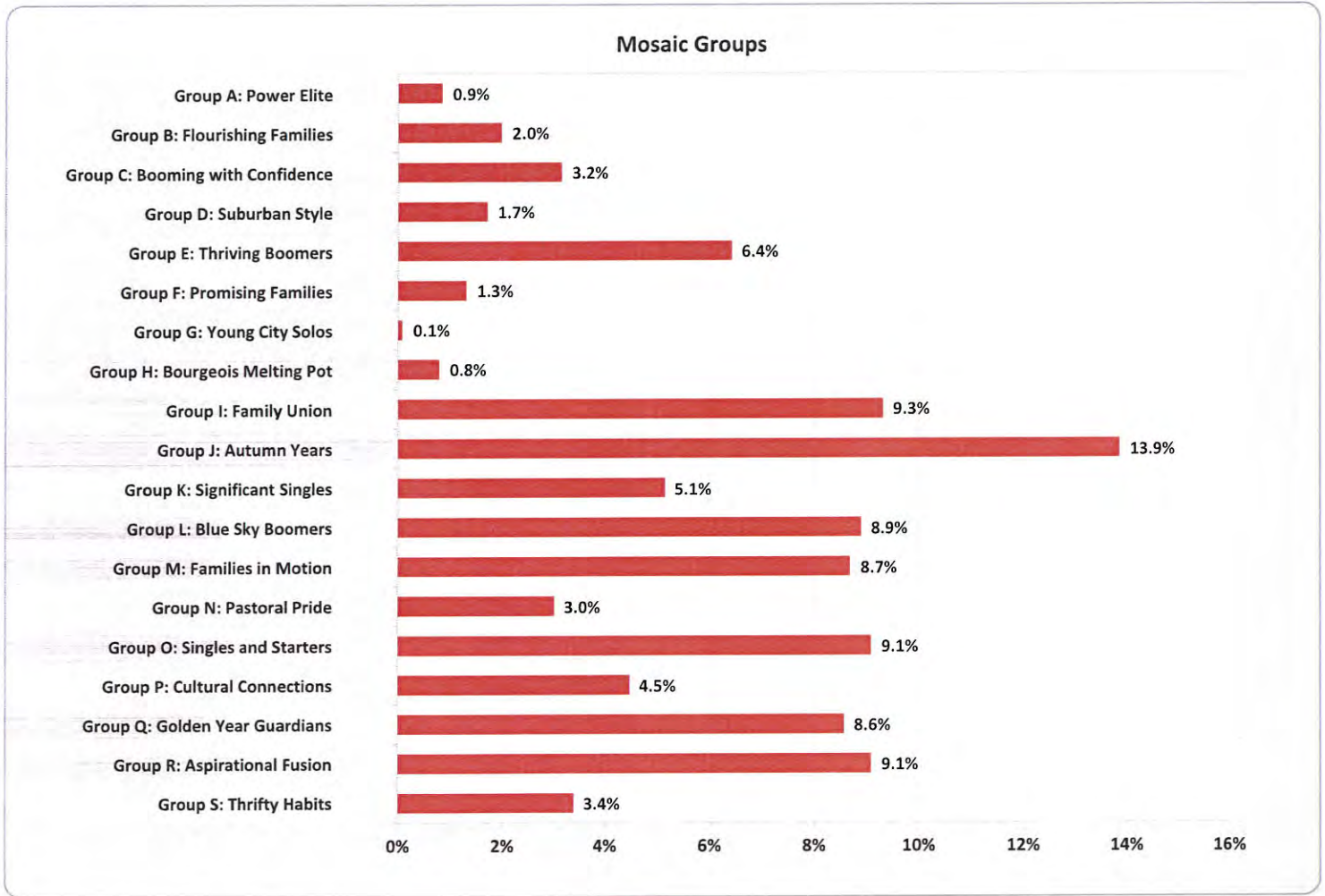
[How to Read and Understand a Mosaic Portrait - Video](#)

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

Mosaic Groups

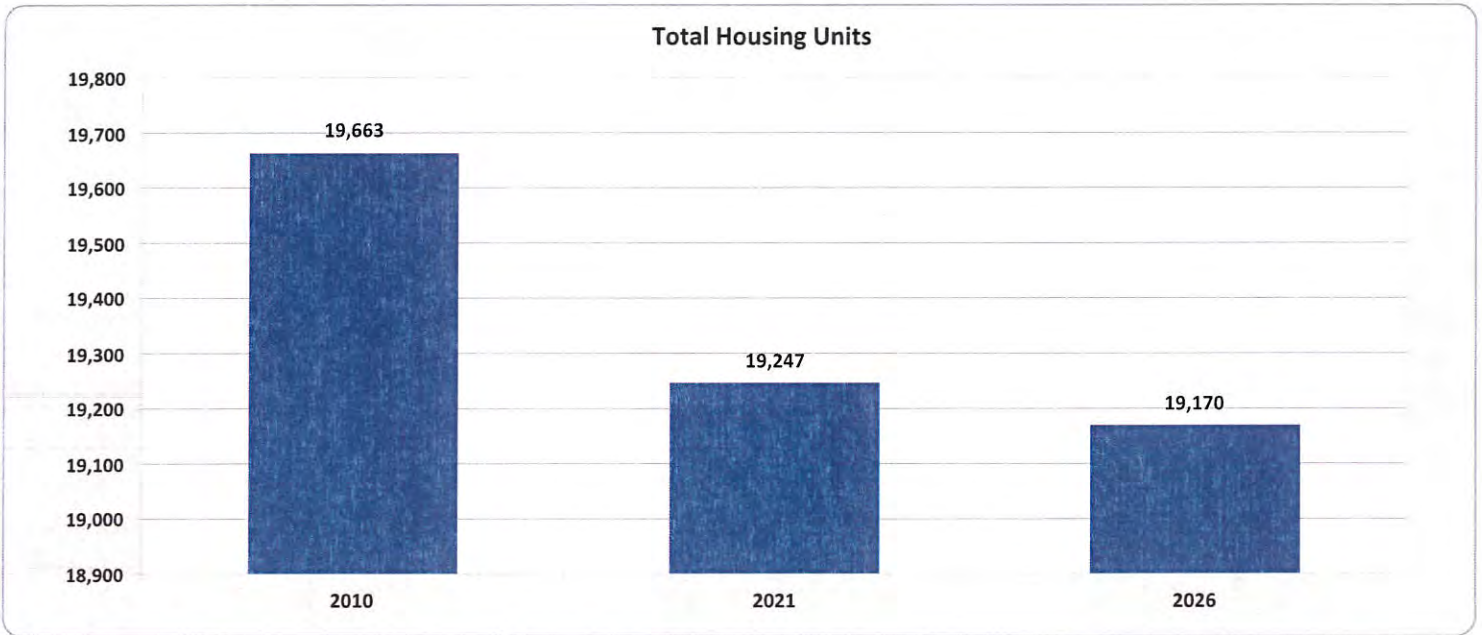


Mosaic Groups	Study Area		State of WI		Comp Index CY
	2021		2021		
Group A: Power Elite	151	0.9%	136,413	5.7%	15
Group B: Flourishing Families	354	2.0%	94,566	4.0%	51
Group C: Booming with Confidence	557	3.2%	212,973	9.0%	35
Group D: Suburban Style	305	1.7%	107,482	4.5%	38
Group E: Thriving Boomers	1,130	6.4%	265,149	11.2%	58
Group F: Promising Families	234	1.3%	72,155	3.0%	44
Group G: Young City Solos	17	0.1%	43,094	1.8%	5
Group H: Bourgeois Melting Pot	142	0.8%	41,974	1.8%	46
Group I: Family Union	1,643	9.3%	180,955	7.6%	123
Group J: Autumn Years	2,442	13.9%	252,598	10.6%	130
Group K: Significant Singles	906	5.1%	89,531	3.8%	137
Group L: Blue Sky Boomers	1,568	8.9%	141,891	6.0%	149
Group M: Families in Motion	1,530	8.7%	70,099	2.9%	295
Group N: Pastoral Pride	532	3.0%	62,055	2.6%	116
Group O: Singles and Starters	1,601	9.1%	243,244	10.2%	89
Group P: Cultural Connections	786	4.5%	46,844	2.0%	226
Group Q: Golden Year Guardians	1,510	8.6%	204,692	8.6%	100
Group R: Aspirational Fusion	1,601	9.1%	59,025	2.5%	366
Group S: Thrifty Habits	598	3.4%	51,987	2.2%	155
Totals:	17,607	0.00%	2,376,727	100.00%	

Housing

Housing encompasses the number of housing units historically, presently and to some extent in the future within the study area.

Trends in Housing Since 2010



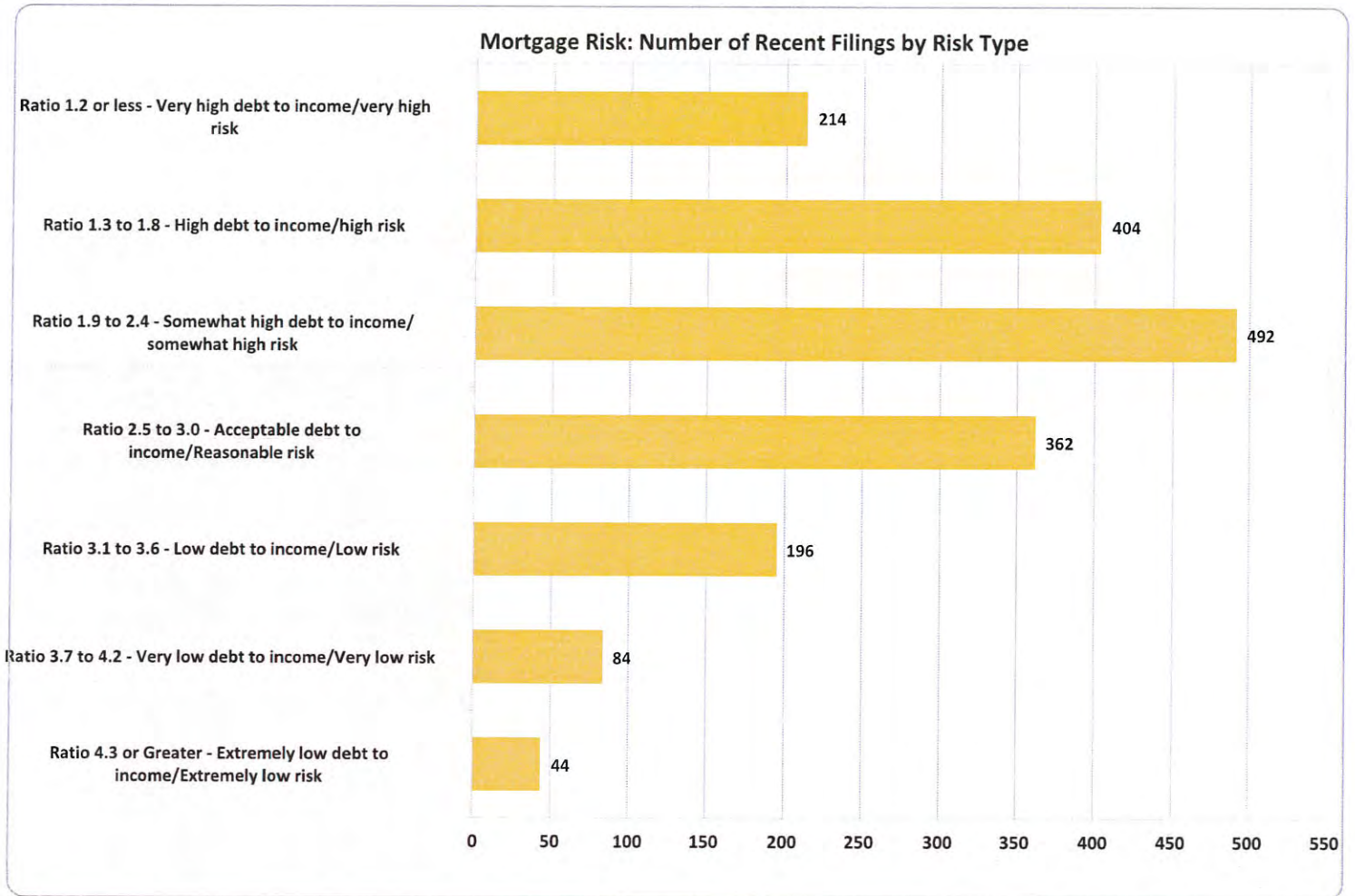
	2010	2021	2026
Housing Units	19,663	19,247	19,170
Family Households Change		-416	-77
Percent Change		-2.12%	-0.40%

	2010		Study Area		2026	5 Yr Chg	WI 2021	Comp Index CY
	Units	%	2021	%				
Housing by Occupancy								
Occupied	17,784	90.44%	17,609	91.49%	17,668	92.16%	0.68%	88.28% 104
Vacant	1,879	9.56%	1,638	8.51%	1,502	7.84%	-0.68%	11.72% 73
Totals:	19,663	100.00%	19,247	100.00%	19,170	100.00%		100.00%
Housing by Type of Occupancy								
Owner Occupied	10,994	61.82%	10,946	62.16%	11,055	62.57%	0.41%	68.17% 91
Renter Occupied	6,790	38.18%	6,663	37.84%	6,613	37.43%	-0.41%	31.83% 119
Totals:	17,784	100.00%	17,609	100.00%	17,668	100.00%		100.00%

Housing

	Study Area 2021		State of WI 2021		Comp Index CY
Housing Units by Dwelling Type					
1 Unit Attached	700	3.64%	135,678	5.04%	72
1 Unit Detached	11,802	61.32%	1,911,238	70.99%	86
2 Units	3,923	20.38%	212,894	7.91%	258
3 to 19 Units	1,112	5.78%	108,795	4.04%	143
20 to 49 Units	546	2.84%	117,171	4.35%	65
50 or More Units	816	4.24%	100,746	3.74%	113
Mobile Home or Trailer	348	1.81%	105,328	3.91%	46
Other	0	0.00%	418	0.02%	0
Totals:	19,247	100.00%	2,692,268	100.00%	
Owner Occupied Housing Values					
Less than \$20,000	182	1.66%	25,585	1.59%	105
\$20,000 to \$39,999	210	1.92%	22,931	1.42%	135
\$40,000 to \$59,999	172	1.57%	23,546	1.46%	108
\$60,000 to \$79,999	671	6.13%	41,581	2.58%	238
\$80,000 to \$99,999	1,483	13.55%	68,802	4.27%	318
\$100,000 to \$149,999	3,264	29.82%	239,178	14.83%	201
\$150,000 to \$199,999	2,285	20.88%	278,668	17.28%	121
\$200,000 to \$299,999	1,766	16.14%	418,821	25.97%	62
\$300,000 to \$399,999	537	4.91%	235,773	14.62%	34
\$400,000 to \$499,999	184	1.68%	124,299	7.71%	22
\$500,000 to \$749,999	107	0.98%	86,358	5.35%	18
\$750,000 to \$999,999	53	0.48%	31,276	1.94%	25
\$1,000,000 or more	30	0.27%	15,986	0.99%	28
Totals:	10,944	100.00%	1,612,804	100.00%	
Housing by Year Built					
1939 or Earlier	6,610	34.34%	526,027	19.54%	176
1940 to 1949	1,510	7.85%	151,457	5.63%	139
1950 to 1959	2,700	14.03%	314,262	11.67%	120
1960 to 1969	2,090	10.86%	261,006	9.69%	112
1970 to 1979	2,591	13.46%	395,653	14.70%	92
1980 to 1989	1,259	6.54%	265,290	9.85%	66
1990 to 1999	1,442	7.49%	379,216	14.09%	53
2000 to 2009	992	5.15%	354,856	13.18%	39
2010 or Later	53	0.28%	44,501	1.65%	17
Totals:	19,247	100.00%	2,692,268	100.00%	

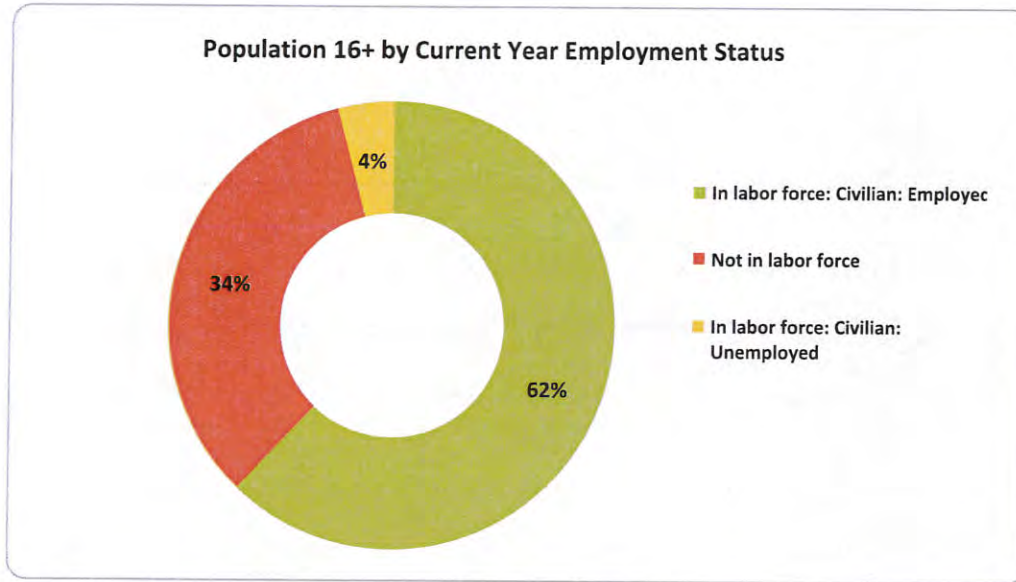
Mortgage Risk Indicator



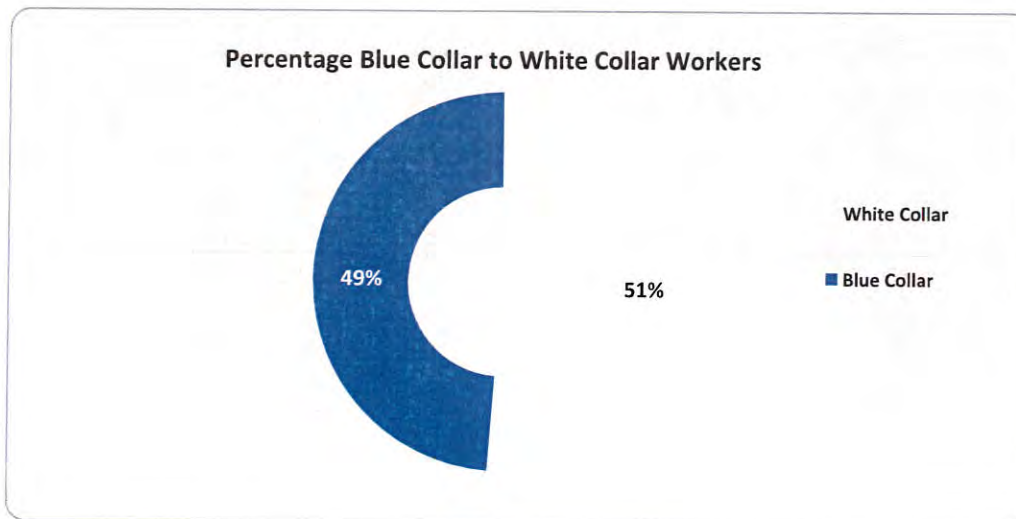
The Mortgage Risk Indicator indicates the assessed level of risk based upon debt to income. The higher the debt to income, the greater the risk. The values are used by mortgage lenders in the loan process.

The Work theme expresses several different ways of looking at the work people do within the study area.

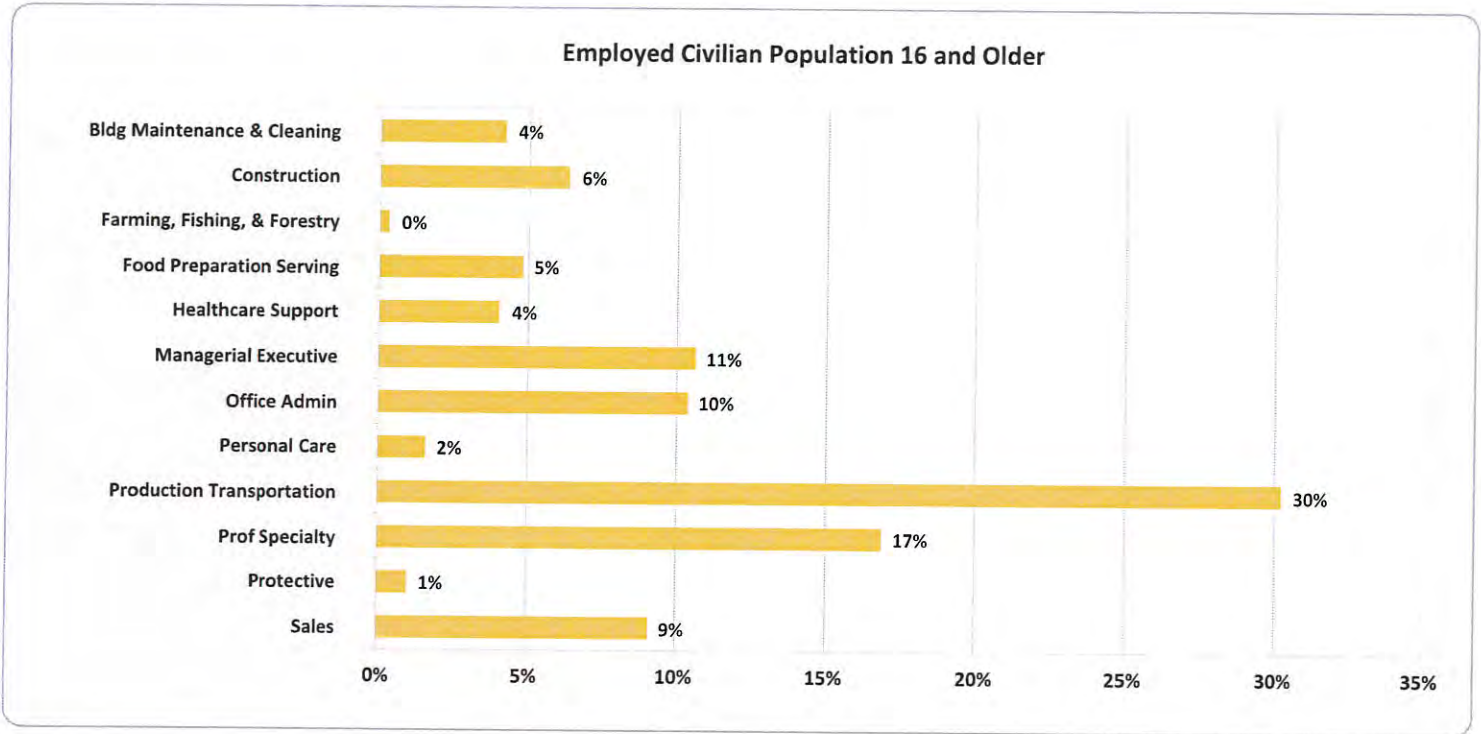
Employment Status of Population 16 and Older: 2021



Pop 16+ by Employment Status	Study Area		State of WI		Comp Index CY
	2021		2021		
In labor force: Civilian: Employed	21,339	62.01%	3,059,024	63.08%	98
In labor force: In Armed Forces	30	0.09%	3,499	0.07%	121
Not in labor force	11,650	33.86%	1,626,466	33.54%	101
In labor force: Civilian: Unemployed	1,392	4.05%	160,692	3.31%	122
Blue and White Collar Workers 2021	34,411	100.00%	4,849,681	100.00%	
Employed Pop 16+ Blue/White Collar					
Blue Collar	10,412	48.79%	1,192,407	38.98%	125
White Collar	10,927	51.21%	1,866,617	61.02%	84
	21,339	100.00%	3,059,024	100.00%	

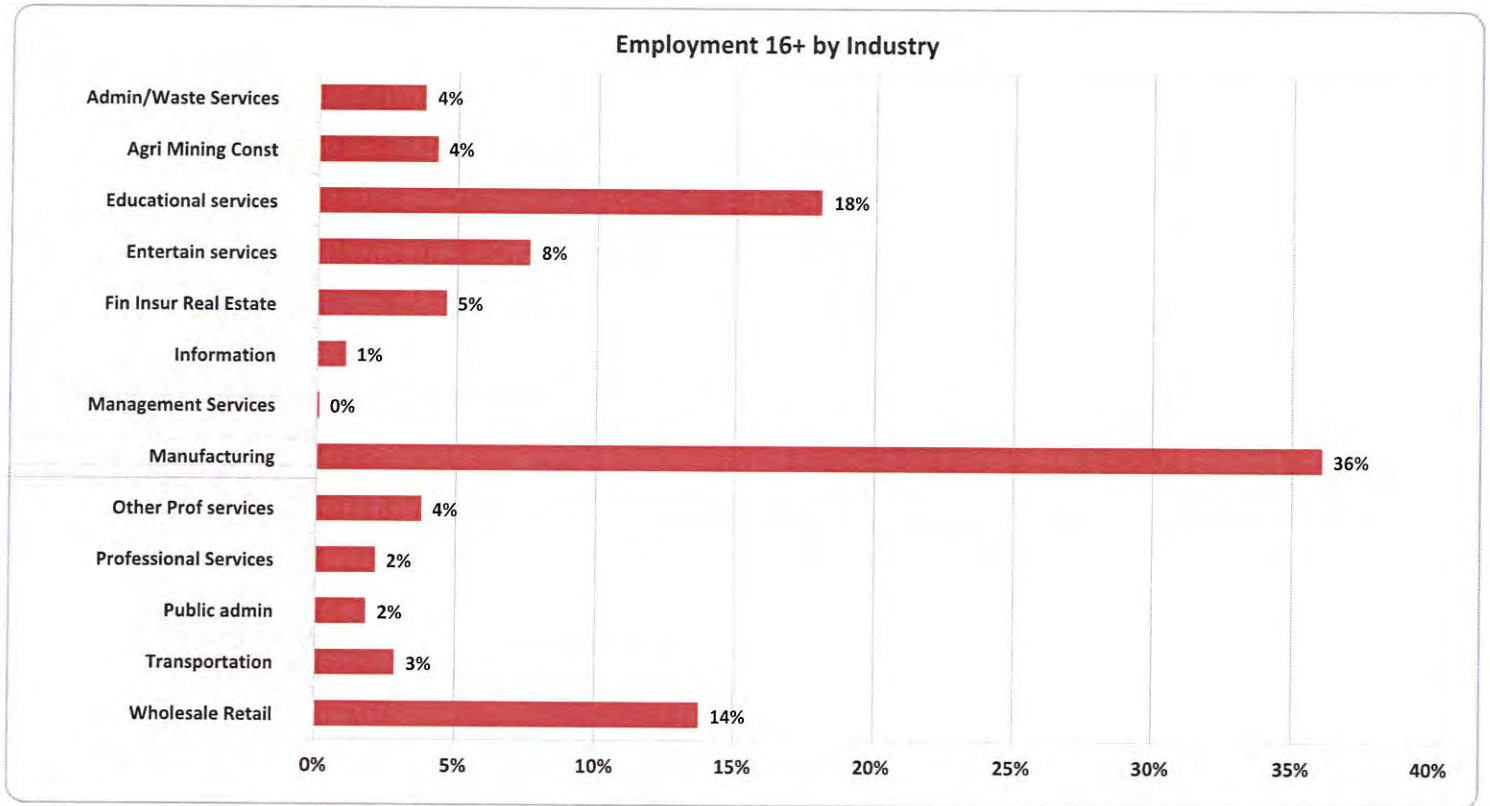


Employed Civilian Population by Occupation: 2021



Employed Civilian Pop 16+ by Occupation	Study Area		State of WI		Comp Index CY
	2021		2021		
Bldg Maintenance & Cleaning	908	4.25%	100,430	3.28%	130
Construction	1,366	6.40%	235,045	7.68%	83
Farming, Fishing, & Forestry	69	0.32%	28,784	0.94%	34
Food Preparation Serving	1,036	4.85%	166,158	5.43%	89
Healthcare Support	871	4.08%	112,631	3.68%	111
Managerial Executive	2,276	10.67%	457,335	14.95%	71
Office Admin	2,224	10.42%	351,804	11.50%	91
Personal Care	345	1.62%	73,441	2.40%	67
Production Transportation	6,467	30.30%	540,261	17.66%	172
Prof Specialty	3,606	16.90%	663,667	21.70%	78
Protective	221	1.04%	48,288	1.58%	66
Sales	1,951	9.14%	281,180	9.19%	99
Totals:	21,340	100.00%	3,059,024	100.00%	
Workers 16+: Home or Away					
Worked at Home	428	2.01%	131,193	4.29%	47
Worked away from Home	20,911	97.99%	2,927,831	95.71%	102
Totals:	21,339	100.00%	3,059,024	100.00%	
Workers 16+: Transport to Work					
Bicycle	251	1.20%	21,963	0.75%	160
Car, Truck, or Van: Carpooled	1,747	8.35%	250,521	8.56%	98
Car, Truck, or Van: Drove Alone	17,960	85.88%	2,477,604	84.62%	101
Motorcycle	93	0.44%	7,255	0.25%	179
Other Means	94	0.45%	16,990	0.58%	77
Walked	630	3.01%	95,591	3.26%	92
Public Trans Excluding Taxi Cab	127	0.61%	55,150	1.88%	32
Taxi Cab	10	0.05%	2,757	0.09%	51
Totals:	20,912	100.00%	2,927,831	100.00%	

Employed Pop 16+ by Industry: 2021



Employed Civilian Pop 16+ by Industry	Study Area		State of WI		Comp Index CY
	2021		2021		
Admin/Waste Services	812	3.81%	99,636	3.26%	117
Agri Mining Const	910	4.26%	248,121	8.11%	53
Educational services	3,854	18.06%	715,771	23.40%	77
Entertain services	1,622	7.60%	254,630	8.32%	91
Fin Insur Real Estate	986	4.62%	186,671	6.10%	76
Information	224	1.05%	48,200	1.58%	67
Management Services	19	0.09%	4,753	0.16%	57
Manufacturing	7,710	36.13%	558,831	18.27%	198
Other Prof services	807	3.78%	127,731	4.18%	91
Professional Services	456	2.14%	151,805	4.96%	43
Public admin	388	1.82%	105,311	3.44%	53
Transportation	610	2.86%	139,051	4.55%	63
Wholesale Retail	2,940	13.78%	418,513	13.68%	101
Totals:	21,338	100.00%	3,059,024	100.00%	
Work Place Population Estimates					
Workplace Employees (Full Time Employees)	27,746	95.53%	2,712,517	94.43%	101
Workplace Establishments	1,299	4.47%	160,121	5.57%	80
Totals:	29,045	100.00%	2,872,638	100.00%	

Work

	Study Area		State of WI		Comp Index CY
Families: Workers					
1 worker	3,154	30.11%	434,213	28.48%	106
2 workers	4,536	43.31%	692,324	45.41%	95
3 or more workers	1,478	14.11%	179,179	11.75%	120
No workers	1,306	12.47%	218,804	14.35%	87
Totals:	10,474	100.00%	1,524,520	100.00%	
Workers 16+: Travel Time to Work					
	2021		2021		
Less than 5 minutes	1,156	5.53%	131,292	4.48%	123
5 to 9 minutes	4,301	20.57%	398,491	13.61%	151
10 to 14 minutes	5,581	26.69%	484,463	16.55%	161
15 to 19 minutes	4,304	20.58%	502,543	17.16%	120
20 to 24 minutes	2,043	9.77%	430,461	14.70%	66
25 to 29 minutes	547	2.62%	195,646	6.68%	39
30 to 34 minutes	933	4.46%	311,555	10.64%	42
35 to 39 minutes	266	1.27%	81,181	2.77%	46
40 to 44 minutes	285	1.36%	90,059	3.08%	44
45 to 59 minutes	728	3.48%	163,685	5.59%	62
60 to 89 minutes	563	2.69%	90,773	3.10%	87
90 or more minutes	203	0.97%	47,682	1.63%	60
Totals:	20,910	100.00%	2,927,831	100.00%	

Supporting Information

Interpreting the Report

The FullInsite 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.