



To **Engage** Your Community

Dive Into the **Demographics**.

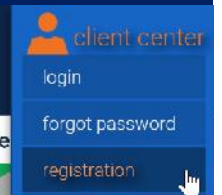
FaithConnect
for faith-based and
religious institutions

The logo for FaithConnect features a stylized church steeple at the bottom, with three orange signal waves rising from it. Above the waves are icons of a house, a person, another house, and a graduation cap.

NPConnect
for nonprofits

The logo for NPConnect features two hands cupped together at the bottom, with three orange signal waves rising from them. Above the waves are icons of a house, a person, another house, and a graduation cap.

How Do New Users Register?



Client Center ▶ Registration

Registration Information

If you have your "**How to Register Information Handout**" with your Agency Account Number, click here: [REGISTER](#)

If you are uncertain if your agency has an agreement with MissionInsight see our [client list page](#).

If your agency is a client and you do not have the agency "**How to Register Information Handout**", contact your regional agency to obtain your agency "**How to Register Information Handout**."

This includes the registration process, system orientation information and the agency account number. Then click on the Register button above.

NOTE: If you have issues when you attempt to register **please do not make multiple attempts at registration** contact MI SUPPORT.

How to Register



1. Open Your Browser

Navigate to: Missioninsite.com. Mouse over the Client Center button on the home page. Select Registration. On the new Registration Information page click REGISTER.

Enter Your Unique AGENCY ACCOUNT ID #:

2. Begin the Registration Process

- Select your city and your church.
- Complete boxes creating your unique User Name and Password
- Review terms, check the Accept Terms box and click Register. You will receive an email entitled "Confirm Your Email" asking to confirm your email address which contains a link to activate your account. This link will be valid for 24 hours. Following your account activation, a new window will open to enter your User Name and Password to login to the PeopleView™ System. Check your Spam/Junk box if the email does not appear in your Inbox.
- For future logins, hover over Client Center button on the Missioninsite Home Page and select "login" from the drop down menu.
- Do not make multiple attempts at registration. If a problem occurs, please contact us for support. 677-230-3212 Ext. 1011 or misupport@missioninsite.com
- Only one User Name and Password per user. For users with multiple agency relationships (i.e. a local church AND agency user), please contact your agency administrator to add additional study area options to your login.

3. User Assistant Screen



The User Assistant Screen provides access to essential tools most often used in the PeopleView™ System. Resources are organized by theme and through a series of guided questions will assist the user in accomplishing the selected task. Click each button to view these key resources.

4. Introducing CoreView, CommunityView and FusionView



Who are We?
CoreView begins with People Plot. People Plot provides insight, **organizational identity** and reach of your congregation — **these are your core assets.**



Who is our Neighbor?
CommunityView informs you about your **mission field diversity.**



How do we Engage Our Community?
The **ComparativeInsite Report** in FusionView employs discoveries and learnings from CoreView and CommunityView to assist in development of **strategic solutions** for mission and ministry.

5. Essential Support Resources



(Click on the Help Tab on the Lower Right of the Navigation Toolbar on the Map Screen) The Help Menu will open in The Control Center on the right side of the map screen. Contains Topics, Support Videos, Contact Us and the Feedback Option. Review each tab to discover the wealth of material available to assist you in your use of the PeopleView System.

Resources include: **The Mosaic Household Portraits Mosaic USA Group Segment Descriptions by Experian** (71 Individual Segments & 19 Groups) plus the **Mission Impact Mosaic Application Guide by Bandy** (Practical ministry application suggestions for each Mosaic segment: Leadership, Hospitality, Worship, Education, Small Groups, Outreach, Property and Technology, Stewardship/Financial Management and Communication)



6. Generate Quick CommunityView Reports from the Assistant Window



Select Generate Demographic Reports from the User Assistant Window. If the Assistant Window is not open at login, click the User Assistant Window icon at the top of The Control Center.

Generate Demographics Reports will assist users in rapid and easy creation & customization, for all geographies, of Quickinsite™, ExecutiveInsite™, Fullinsite™, or Quad™ Reports such as MinistryInsite and Religiousinsite.



Archdiocese of Milwaukee

Agency Account # TX8F6

Three Essential Views to Advance Your Mission



Organizational Identity

Who Are We?



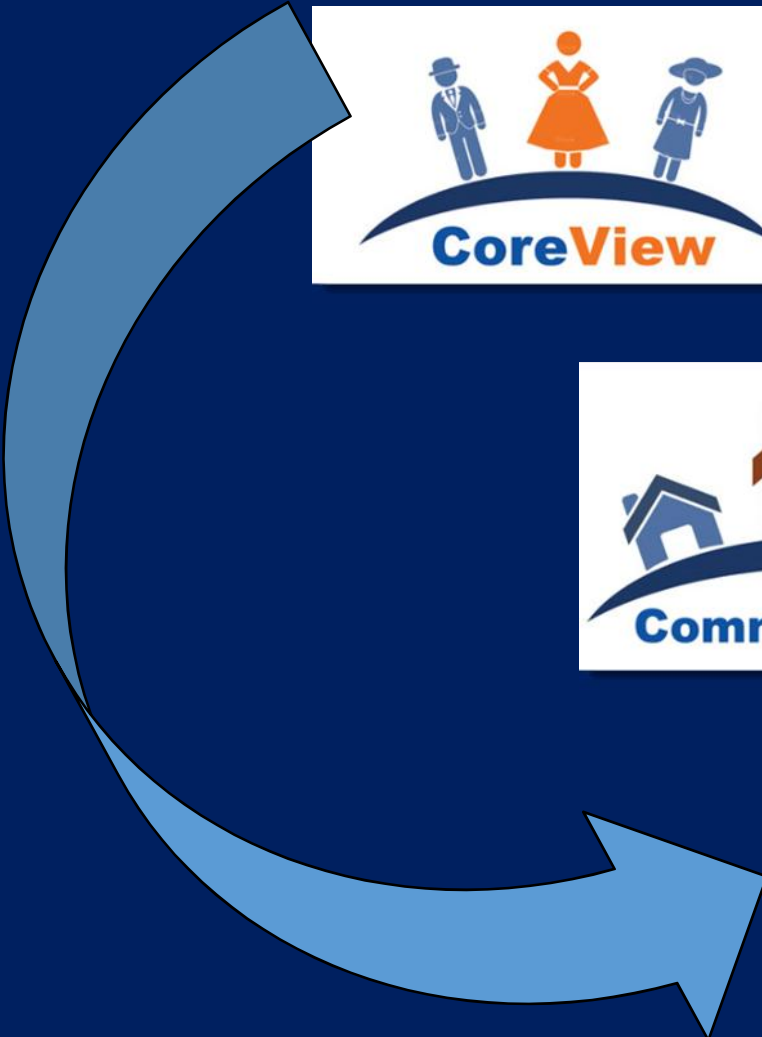
Mission Field Diversity

Who is Our Neighbor?



Ministry Solutions

Engaging Mission



Three Essential Views to Advance Your Mission

Listen

Who Are We?



Learn

Who is Our Neighbor?



Lead

Engaging Mission



*Love
Them!*

*Love
Them!*

MissionInsite Data Sources – 4 Types

- (1) Synergos (Demographic Data)
- (2) Experian (Mosaic/Simmons Market Research – Behavioral Data)
- (3) Quadrennium (Religious Data)
- (4) Epsilon (Demographic Data HH Level)
(Neighbor Center -Optional Addition)



ARCHDIOCESE
of MILWAUKEE

8,388 Square Miles
2,345,236 2017 Population

Population Per Church = 11,965

Population Projected to Grow by 2.3% by 2021
54,508 Population Increase

Households Projected to Grow by 2.4% by 2021
22,553 New Households

MISSION INSITE



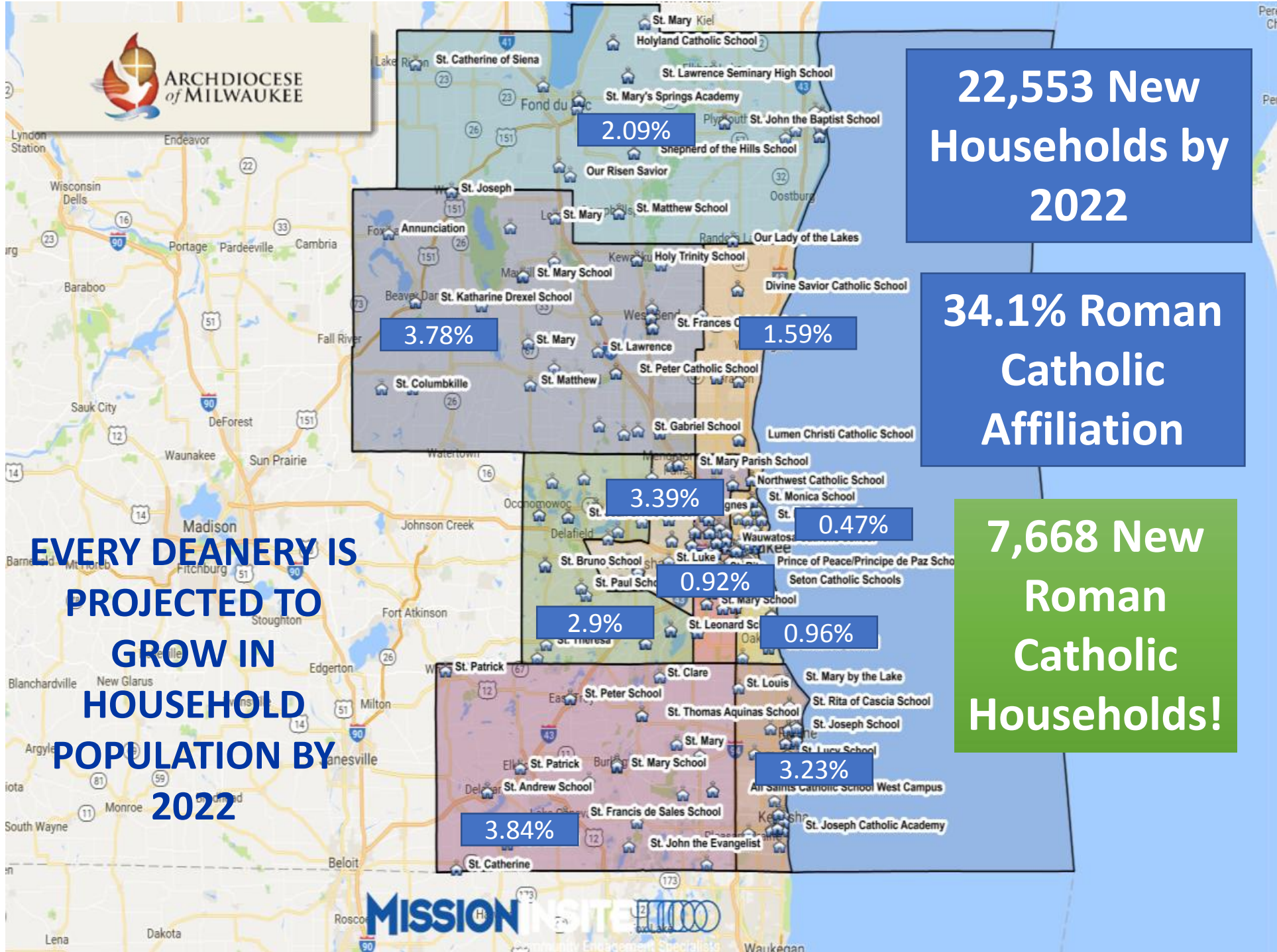
The STORY - 2017 Quadrennium Survey

Nationally 21.2 % Identified a Catholic Preference (20.1% in 2012)
In Archdiocese 23.2 % Identify a Catholic Preference (21.9% in 2012)

**Nationally 32.5 % Identified a Roman Catholic Affiliation
(39.2 % in 2012)**
**In Archdiocese 34.1 % Identify a Roman Catholic Affiliation
(39.3 % in 2012)**

Nationally 65.5 % Indicate No Faith Involvement (61 % in 2012)
**In Archdiocese 62.27 % Indicate No Faith Involvement
(58.7 % in 2012)**

In Archdiocese Faith Involvement Declined by -10.1 % Over 10 Years



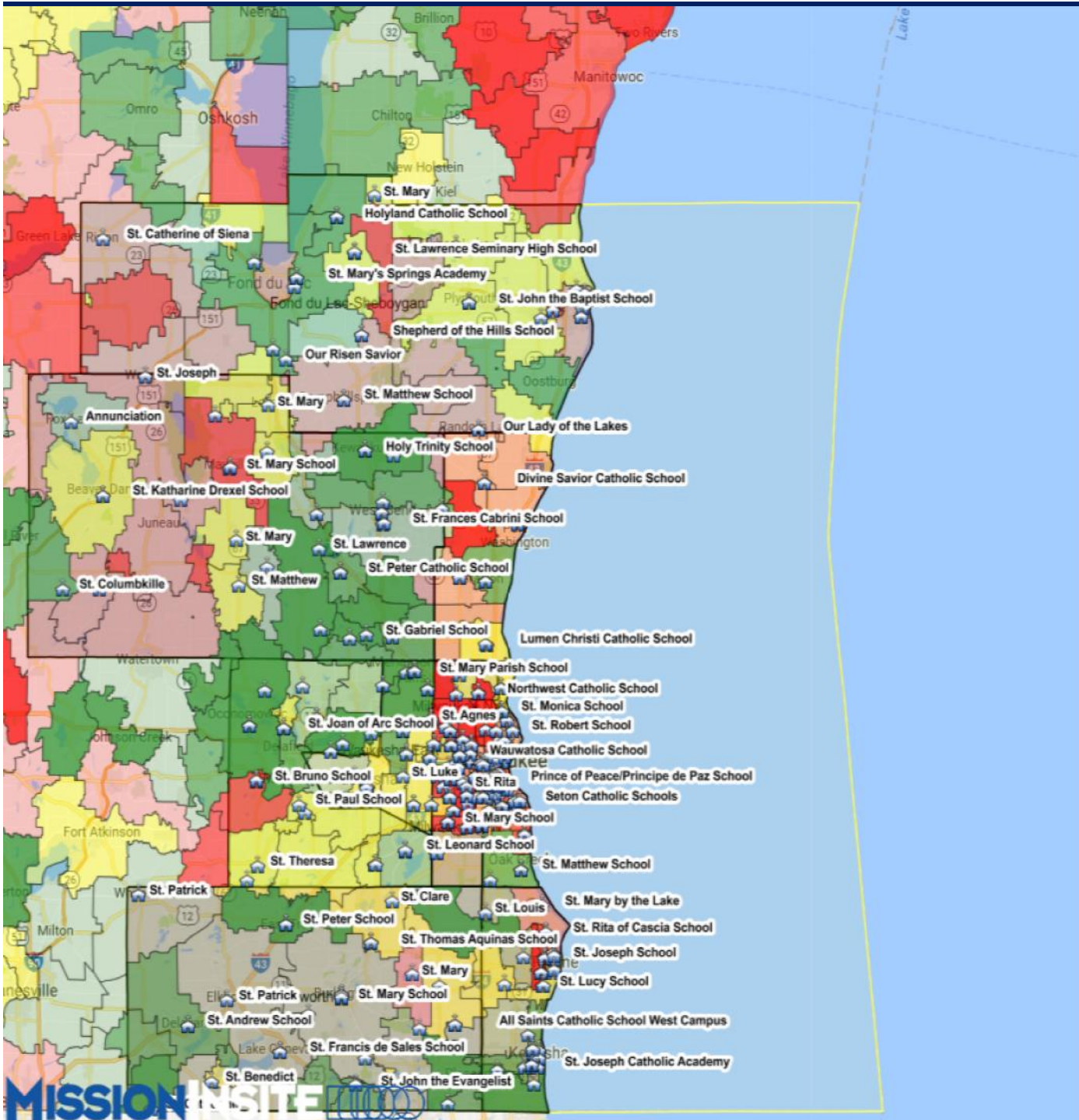
22,553 New Households by 2022

34.1% Roman Catholic Affiliation

7,668 New Roman Catholic Households!

EVERY DEANERY IS PROJECTED TO GROW IN HOUSEHOLD POPULATION BY 2022





Layers

- Agency Boundary
- Deaneries

Churches

315 Churches Plotted

Item	# Plotted	% Plotted
Churches	315	100.00 %
Total	315	100.00 %

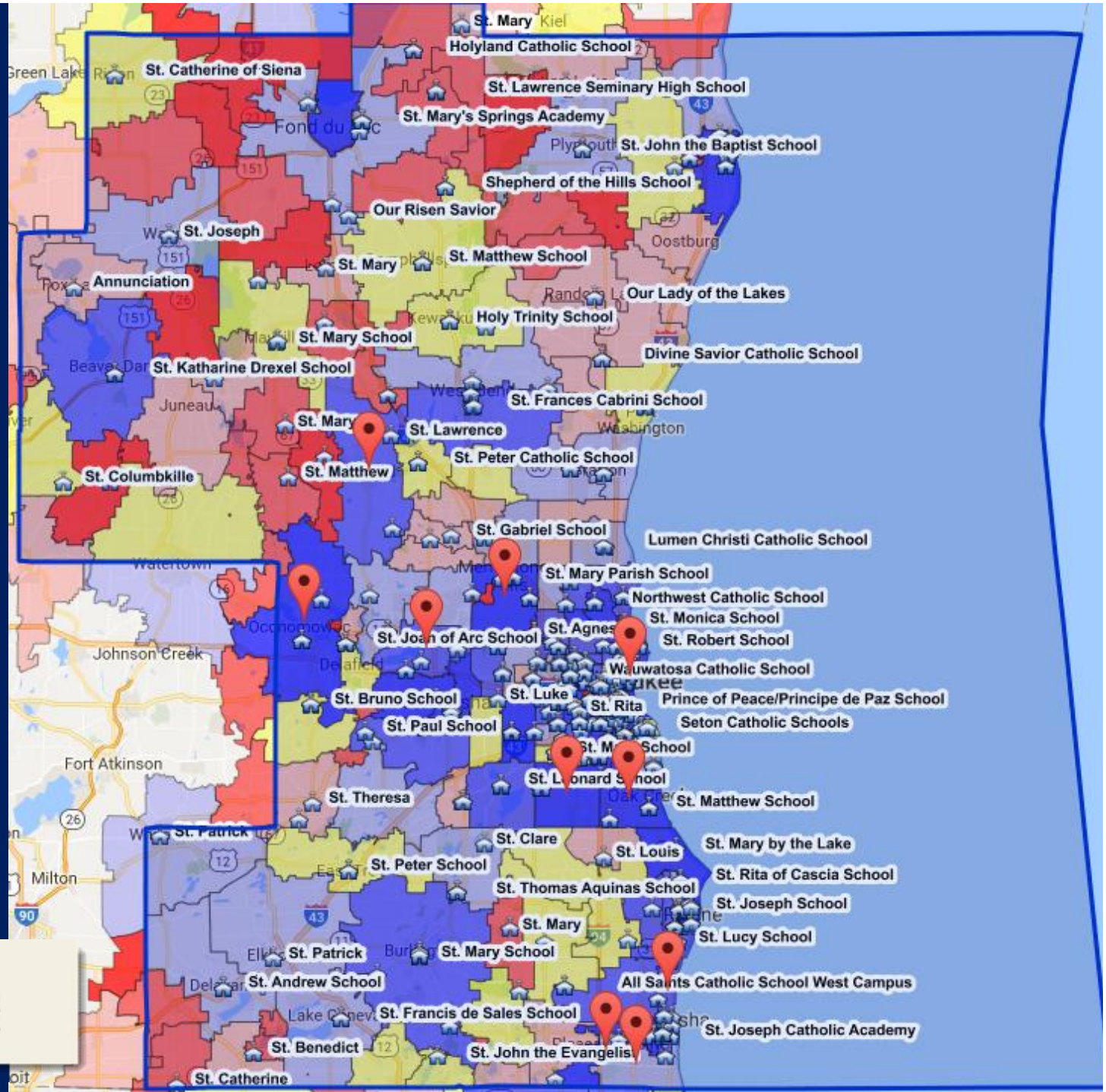
Population

Population 2017 - 2022 Percent Change

- Less than 0
- Between 0 and 1
- Between 1 and 2
- Between 2 and 3
- Between 3 and 4
- Between 4 and 5
- More than 5

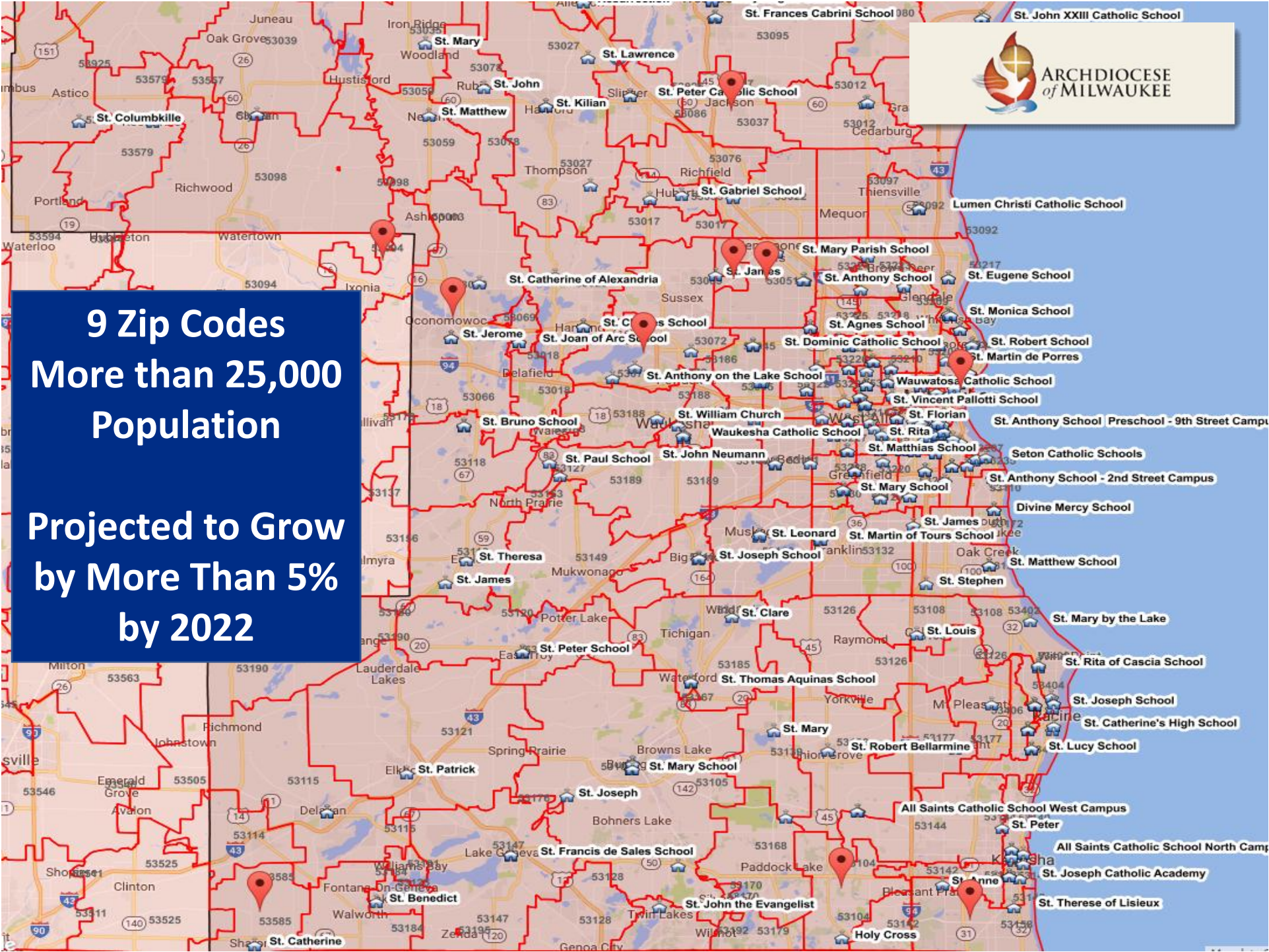
**8 Zip Codes
Projected to
Grow by
More Than
500
Households
in the Next 5
Years**

**From 1,302
to 2,135
Population
Growth Per
Zip Code Area**





**9 Zip Codes
More than 25,000
Population
Projected to Grow
by More Than 5%
by 2022**

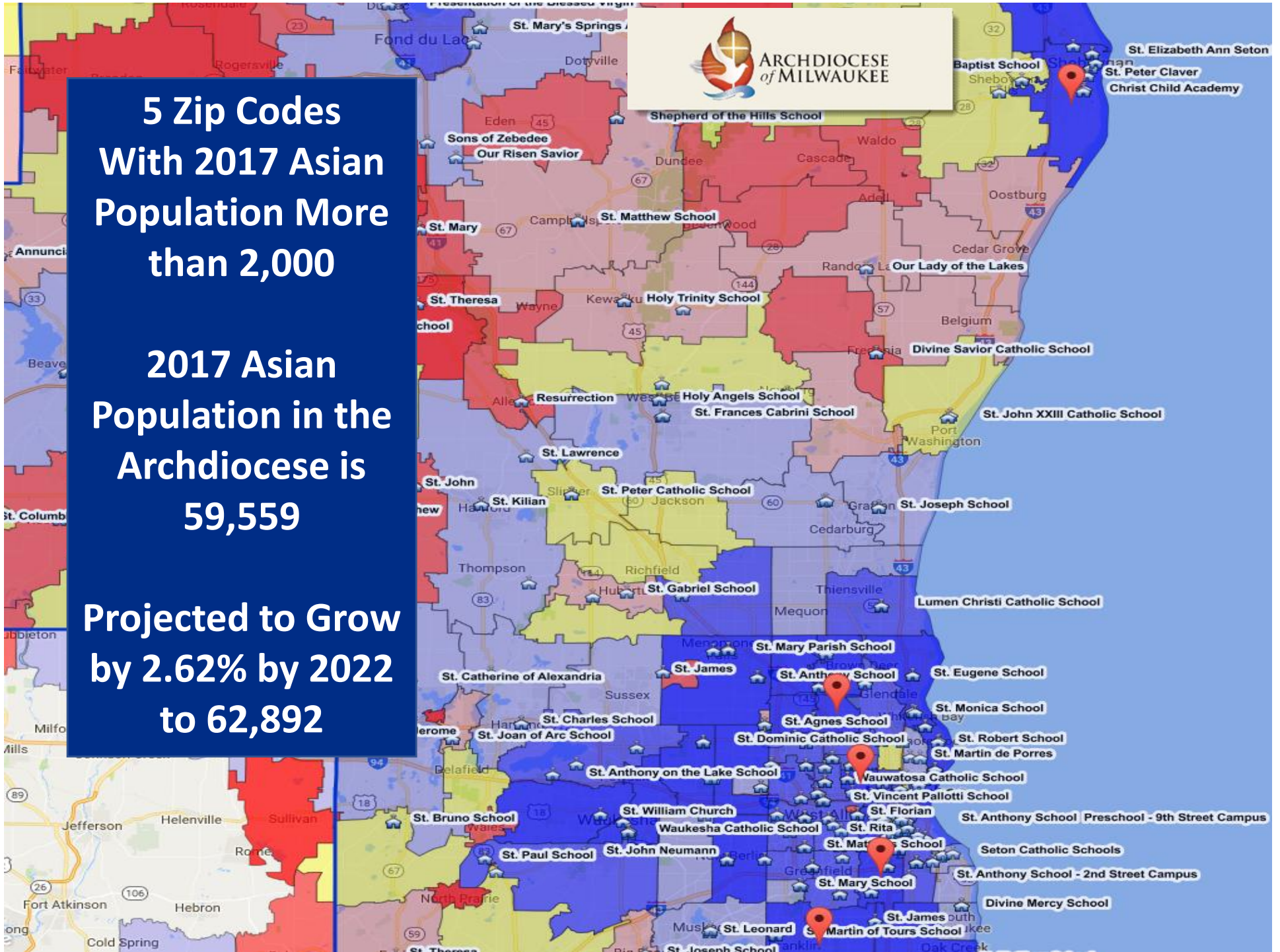




**5 Zip Codes
With 2017 Asian
Population More
than 2,000**

**2017 Asian
Population in the
Archdiocese is
59,559**

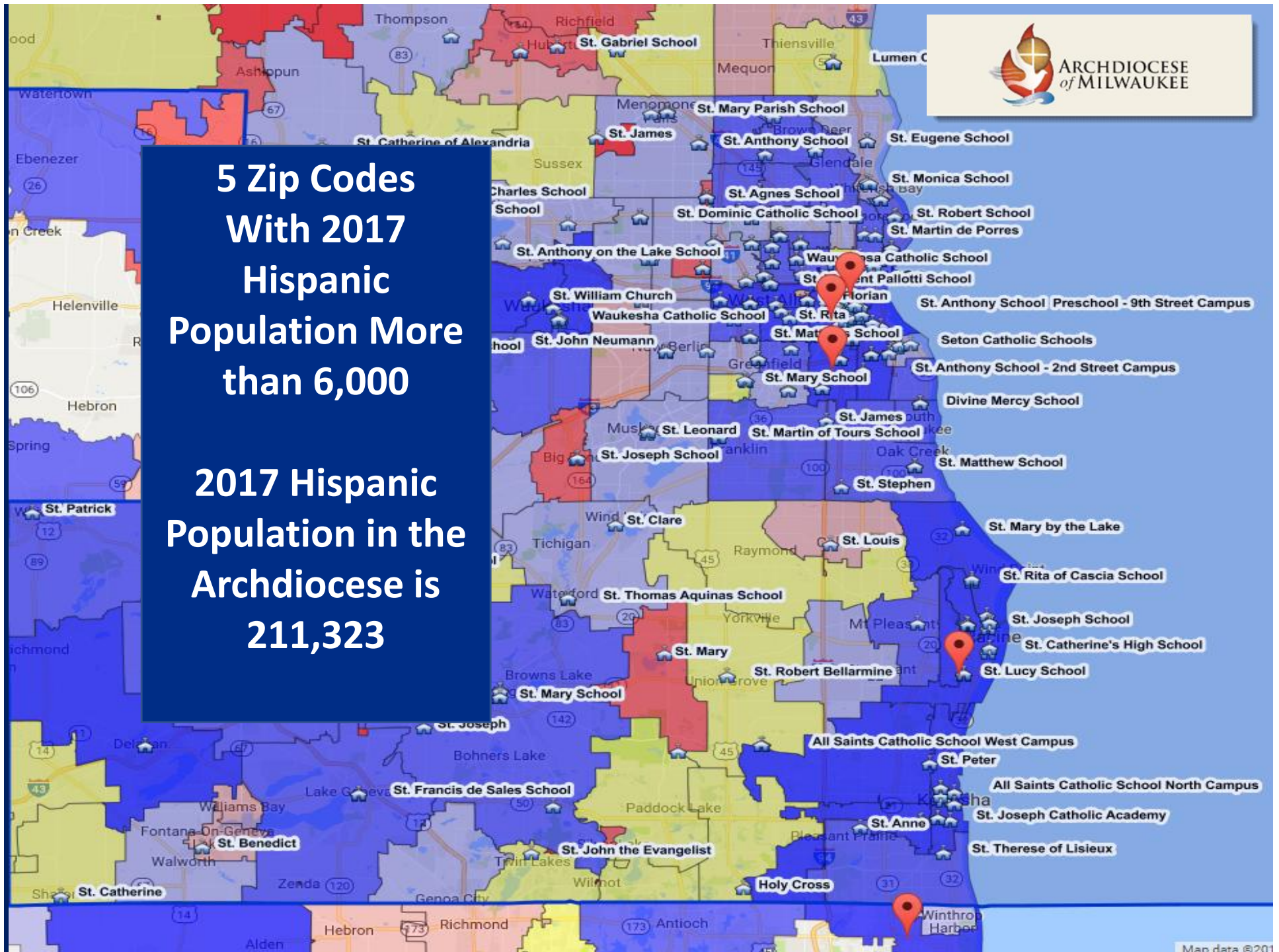
**Projected to Grow
by 2.62% by 2022
to 62,892**





**5 Zip Codes
With 2017
Hispanic
Population More
than 6,000**

**2017 Hispanic
Population in the
Archdiocese is
211,323**

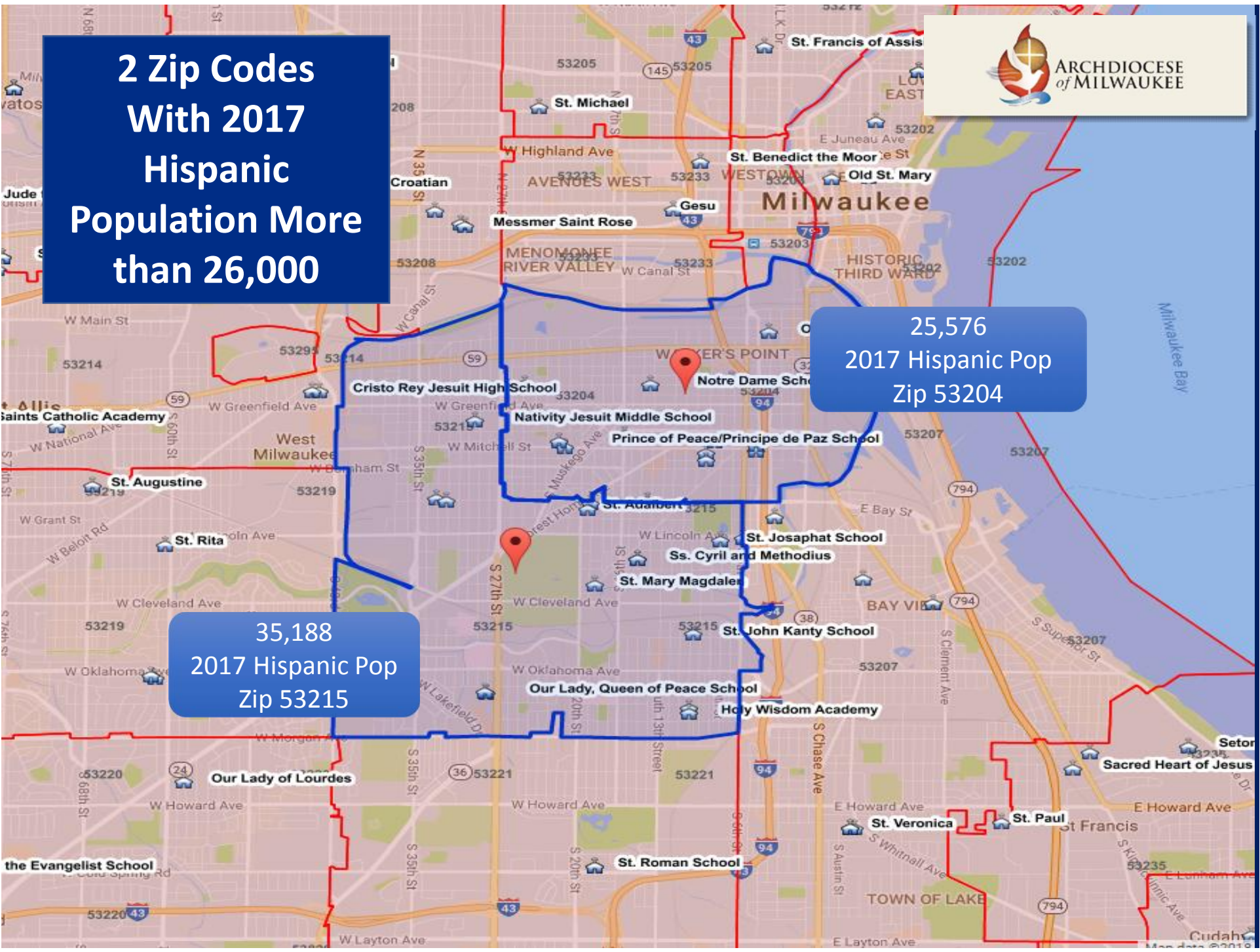




**2 Zip Codes
With 2017
Hispanic
Population More
than 26,000**

**25,576
2017 Hispanic Pop
Zip 53204**

**35,188
2017 Hispanic Pop
Zip 53215**





What About Phase of Life?

PHASE OF LIFE

The Phase of Life analysis provides insight into the age distribution of a population across the different stages of life experience. It can reveal a community in transition.

Pay special attention to the color codes of the Change column (far right below). It will immediately indicate which phases are increasing or decreasing as a percentage of the population.

<i>Phase of Life</i>	2010	2017	2022	2027	2010%	2017%	2022%	2027%	Estimated 10 Year %pt Change 2017 - 2027
Before Formal Schooling									
Ages 0 to 4	151,682	136,137	135,569	138,057	6.5%	5.8%	5.6%	5.6%	-0.2%
Required Formal Schooling									
Ages 5 to 17	416,798	382,337	364,170	355,627	17.9%	16.3%	15.2%	14.5%	-1.8%
College/Career Starts									
Ages 18 to 24	219,832	248,181	251,096	243,886	9.5%	10.6%	10.5%	9.9%	-0.7%
Singles & Young Families									
Ages 25 to 34	303,090	286,884	301,851	321,123	13.0%	12.2%	12.6%	13.1%	0.8%
Families & Empty Nesters									
Ages 35 to 54	658,673	595,928	572,504	569,339	28.3%	25.4%	23.9%	23.2%	-2.2%
Enrichment Years Sing/Couples									
Ages 55 to 64	276,490	327,125	330,657	306,294	11.9%	13.9%	13.8%	12.5%	-1.5%
Retirement Opportunities									
Age 65 and over	299,304	368,644	443,897	523,130	12.9%	15.7%	18.5%	21.3%	5.6%

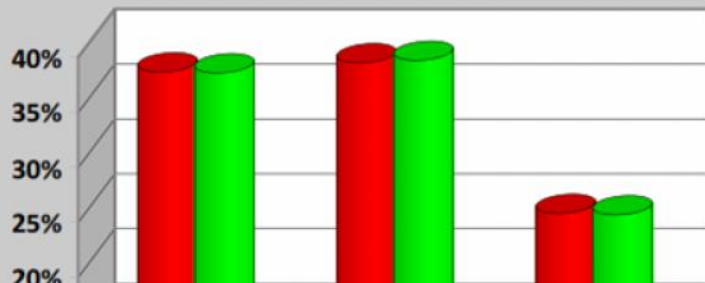


ARCHDIOCESE
of MILWAUKEE

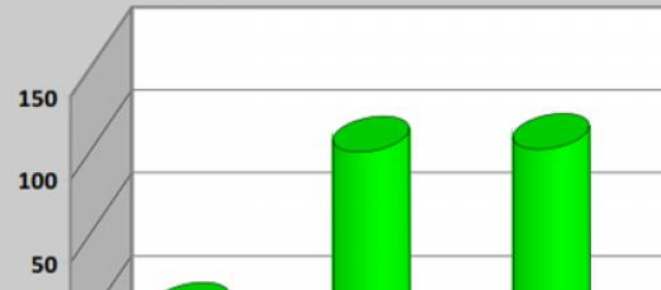
What About School Aged Children?

School Aged Children	2010	2017	2022	2010%	2017%	2022%	Estimated 5 Year %pt Change 2017 - 2022
Early Elementary							
Ages 5 to 9	156,204	142,797	135,680	37.5%	37.3%	37.3%	-0.1%
Late Elementary-Middle School							
Ages 10 to 14	160,223	145,959	139,843	38.4%	38.2%	38.4%	0.2%
High School							
Ages 15 to 17	100,371	93,581	88,647	24.1%	24.5%	24.3%	-0.1%

School Aged Children Trends: By Levels



Comparative Index: Study Area to State by Level



While age level distribution remains somewhat consistent – the total number of School Aged Children is projected to decrease by 18,167 children or approximately 4.9% from 2017 to 2022

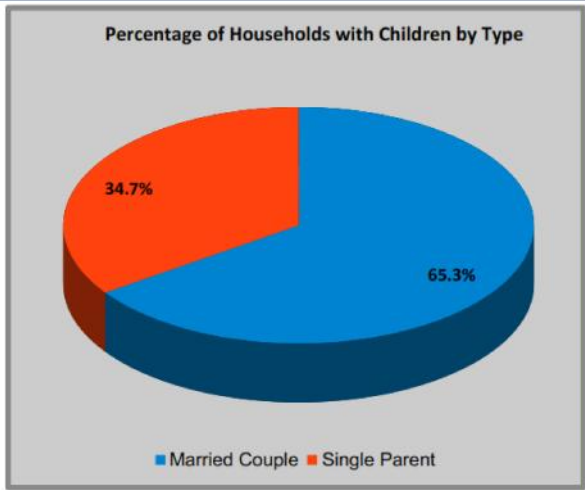
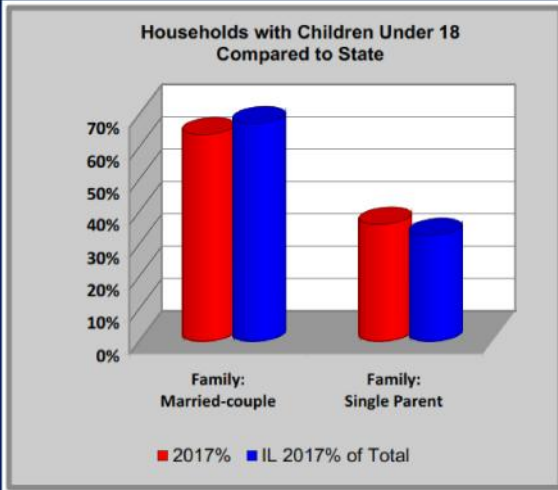
■ 2017% ■ 2022%

■ 2017 to 2022 Change



What About Families With Children Under Age 18?

Households	2010	2017	2022	2010%	2017%	2022%	Estimated 5 Year %pt Change 2017 - 2022
Households with Children under 18							
Married Couple	185,388	174,249	174,384	63.8%	65.3%	64.9%	-0.5%
Single Parent	105,006	92,480	94,474	36.2%	34.7%	35.1%	0.5%



In 2017 65.3% of Families With Children Were Married Couples and 34.7% Were Single Parents
 By 2021 Single Parents Will Increase to 35.1%



What About Income?

<i>Income Trends</i>	2010	2017	2022	2010%	2017%	2022%	Estimated 5 Year %pt Change 2017 - 2022
Households							
Less than \$10,000	55,986	57,343	51,283	6.1%	6.2%	5.4%	-0.8%
\$10,000 to \$14,999	48,258	44,390	41,439	5.2%	4.8%	4.3%	-0.4%
\$15,000 to \$24,999	97,869	92,916	88,974	10.6%	10.0%	9.3%	-0.6%
\$25,000 to \$34,999	97,998	92,121	86,145	10.6%	9.9%	9.0%	-0.9%
\$35,000 to \$49,999	131,259	124,407	119,862	14.3%	13.4%	12.6%	-0.8%
\$50,000 to \$74,999	180,613	174,808	176,101	19.6%	18.8%	18.5%	-0.3%
\$75,000 to \$99,999	125,766	124,266	128,545	13.7%	13.4%	13.5%	0.1%
\$100,000 to \$149,999	119,853	135,558	152,768	13.0%	14.6%	16.0%	1.5%
\$150,000 to \$199,999	34,001	48,861	59,137	3.7%	5.2%	6.2%	1.0%
\$200,000 or more	29,392	36,144	49,113	3.2%	3.9%	5.2%	1.3%
Totals	920,995	930,814	953,367				








The Average Household Income in the Archdiocese is \$75,054 in 2017 up from \$72,511 in 2016 and is projected to grow by 8.7% to \$81,580 by 2022.

New User Interface

- ✓ Increased Scalability
- ✓ Enhanced Security
- ✓ State of the Art Technology
 - Industry Standard Icons and Hints
 - Navigation Bar Replacing Drop Downs
 - Toolbar for Commonly Used Tools
 - Control Center Providing Additional System Options

New UI – User Assistants

What Would You Like to Do?

 Plot People	 Generate Demographics Reports	 Create Thematic Map	 Create Opportunity Scan
 Create/Export a Map	 Neighbor Center	 Purchase Address List	I want to work with my data directly on the map SKIP AND GO DIRECTLY TO THE MAP >

Don't Show This Again

Selection Information

Selecting From Layer: **Agency Boundary**
No Selection

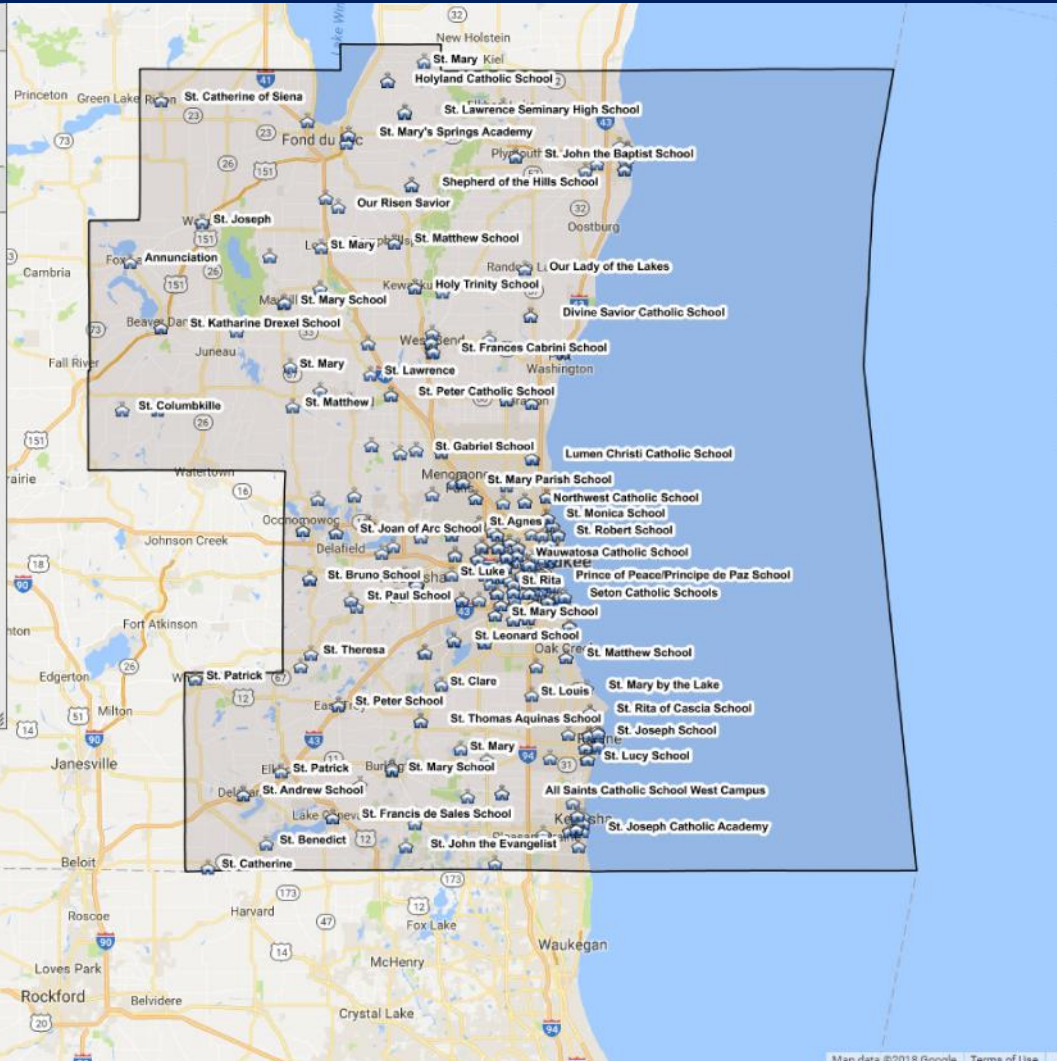
Legend

Layers

Agency Boundary

Churches
315 Churches Plotted

Item	# Plotted	% Plotted
Churches	315	100.00 %
Total	315	100.00 %



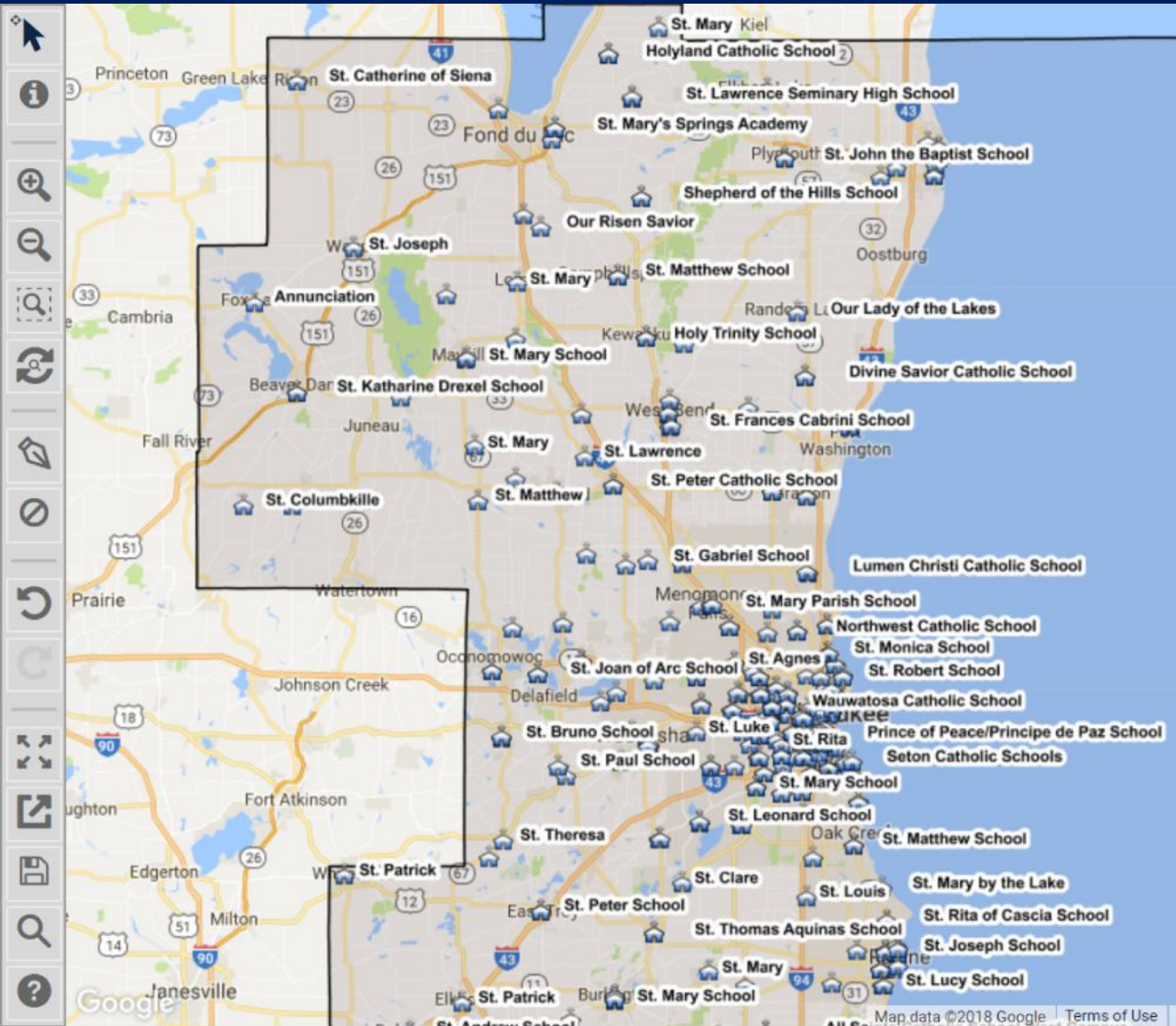
Archdiocese of Milwaukee RC Base Study ...

HELP

- Search or browse help topics
- Documents
 - Support Videos
 - Contact Us
 - Feedback

Map data ©2018 Google Terms of Use

System Idle...



Archdiocese of Milwaukee RC Base Study ...

← LAYERS

- Display boundaries and landmarks.
- Agency Boundaries **i** ▼
- Agency Locations **i** ▼
- Custom Boundaries **i** ▼
- Standard Layers **i** ▼
- Landmarks **i** ▼

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